Why encourage modal shift locally

Time running out to tackle climate crisis

Supporting rail recovery

Seizing this moment of change

Creating more inclusive communities

Reducing pollution, noise, danger

Great promise lies with locally-led change

What works in achieving modal shift?

NatCen/DfT review of evidence on modal shift interventions:

- Reflection against social norms
- Focus on simple journeys first
- Being able to try it out
- Holding up positive examples

- Cost and convenience = major factors
- Integration and visibility important

What works in achieving modal shift?

Wider behavioural research:

- **Practicalities matter – convenience, cost, accessibility**
- **Feelings matter – especially your sense of belonging**
- **Identity matters – we need to work with not against**
- **A sense of efficacy and connection counts**

Climate crisis research:

- **Climate = complex, scary, global problem people shy away from**
- **Creates feelings of helplessness, undermines sense of self**
- **People mainly don't translate concern into personal action**

This all points towards taking a local, relevant, practical, positive, empowering approach

"It is at the community scale that the application of innovation, technological and social, occurs most effectively, and, when aggregated, has the greatest impact in increasing sustainability at a broader scale… Community vitality…is a key element."

Dale, A., Ling, C., Newman, L. (2010) 'Community Vitality: The Role of Community-Level Resilience Adaptation and Innovation in Sustainable Development', *Sustainability,* 2, pp.215-231.

What works in achieving modal shift?

We can't just persuade people to change
…especially as transport mode isn't usually a free, conscious 'choice'
…and the car is deeply embedded in society, lifestyles, identities

We need to:
- ✓ recruit people socially and break down barriers
- ✓ raise awareness about the benefits and what we're achieving together
- ✓ create a sense of momentum and ownership (locally and beyond)

"[We're] making trains part of the everyday agenda. For a lot of people, still, trains are another world, completely away from their everyday experience. It's a car-dominated world, but it can't go on like that if we are going to survive as a species. It really isn't sustainable. Railways are sustainable, and community rail is part of that, trying to erode boundaries and bring people in."

John Le Grove, treasurer of Friends of Glossop Station

Key principles for community rail

Normalise non-car use

Positivity & levity

Social interaction

Draw on the local

Listen & respond

Break down barriers

Build efficacy and pride

Engagement methods that fit the bill

- Try the train trips & station visits
- Arts projects, gardening, social events
- Story-telling/song-writing projects
- Shared visioning / deliberative events
- Youth-led projects & confidence-building
- Participatory mapping

Combined with communications:

- Promoting love of the local
- Featuring local voices
- Showing engagement/progress/examples

Combined with practical steps on:

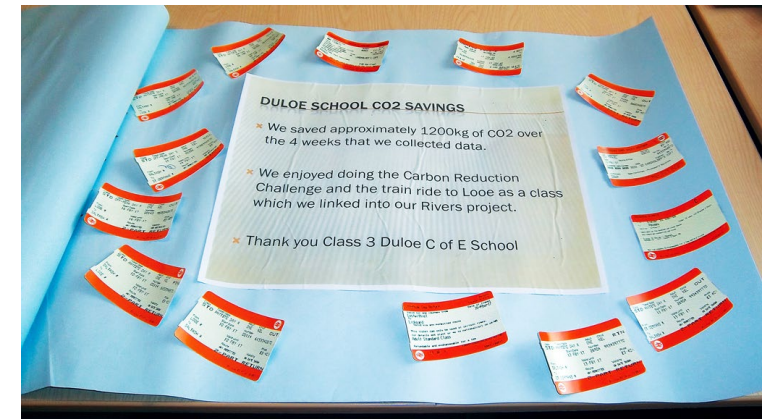- Integration, convenience, cost, accessibility

A few community rail examples

Tyne Valley CRP's Lyric and Line, engaging harder to reach groups, exploring the barriers and benefits of rail through song writing

Devon & Cornwall's carbon reduction challenge project involving primary schools, building positivity around the difference each family can make

A few community rail examples

Abbey Line CRP's biodiversity-friendly planting & supportive signage at stations, and are promoting the initiative online

Kent CRP's long-running partnership work with Sheppey College empowers young people, develops skills, and promotes rail confidence

Developing our reach & impact

Approach:

Go beyond the railway	Be inclusive	Engage young people	Target leisure travel	Work with partners, across modes	Multi-channel, two-way comms

Messaging:

Listen, learn, respond	Resist car-normalising	Show successes & benefits	Enabling language	Incorporate local voices	Show we're part of a wider movement

Further reading, advice & support

Modal shift report out next week:
communityrail.org.uk/resources-
ideas/reports-resources-tools/

Communicating community rail

Youth engagement report

Station travel planning toolkit

…As always, talk to our team …and
our partners!

Community rail:
encouraging and enabling modal shift

Written by Rob Lowson
Edited by Jools Townsend

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