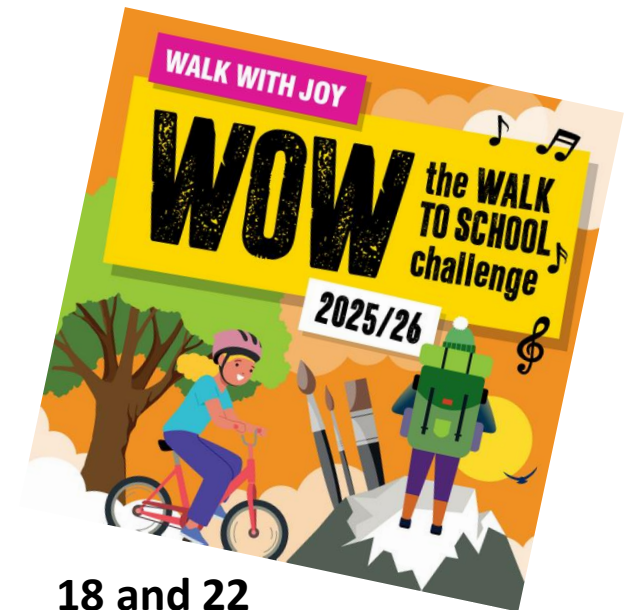




Gary Shipp

Don't (school) run before you can walk . . .



18 and 22
May

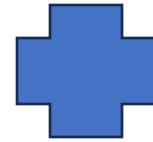
The COM-B model



C



O



M



B

CAPABILITY
Being able to

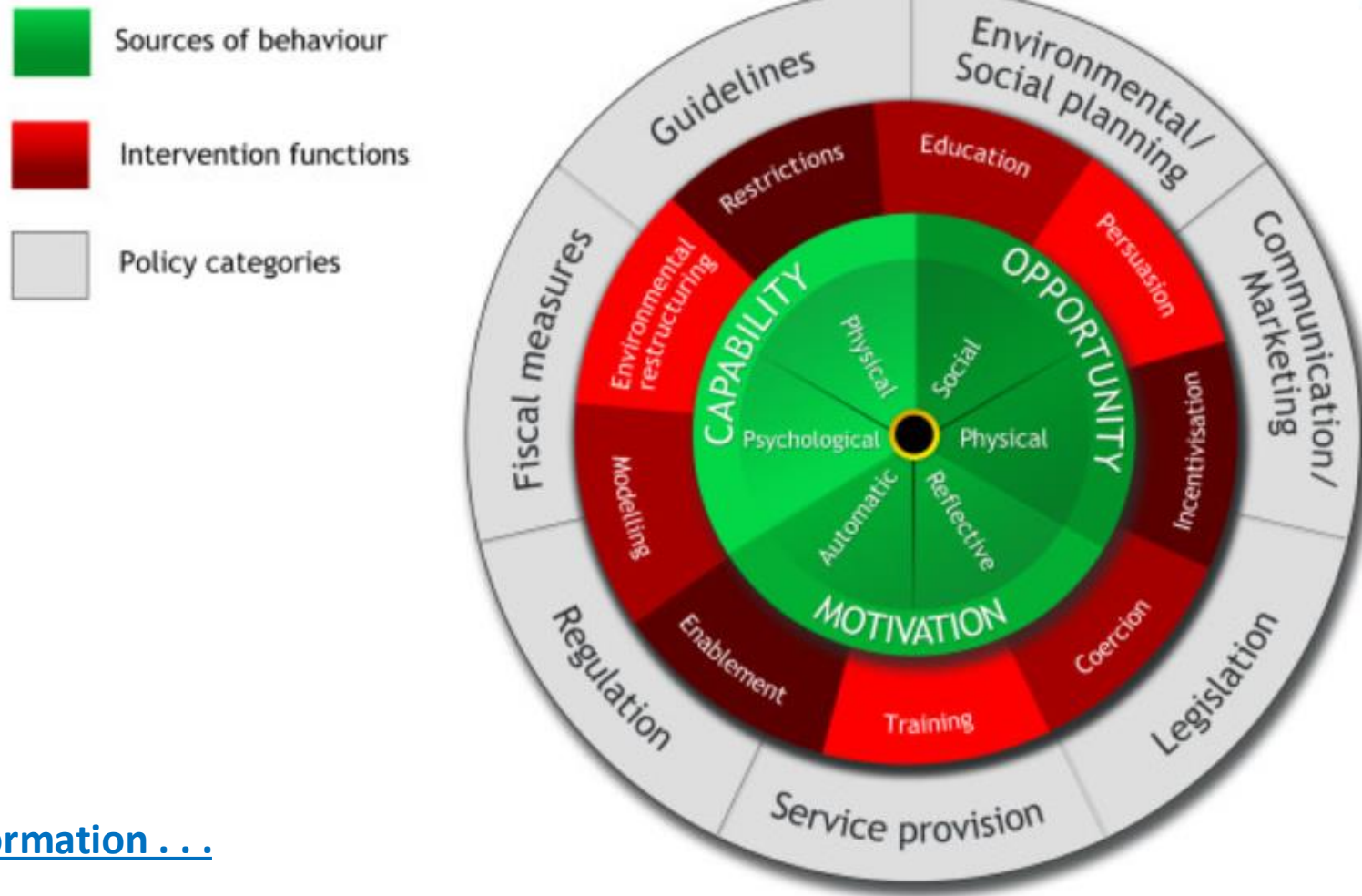
OPPORTUNITY
Having the chance

MOTIVATION
Wanting to

BEHAVIOUR
More people, more often

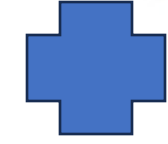
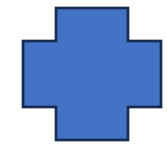


The 'behaviour change wheel'



[More information . . .](#)

Adapting the COM-B model for community rail



CAPABILITY
Being able to

OPPORTUNITY
Having the chance

MOTIVATION
Wanting to

BEHAVIOUR
More people, more often



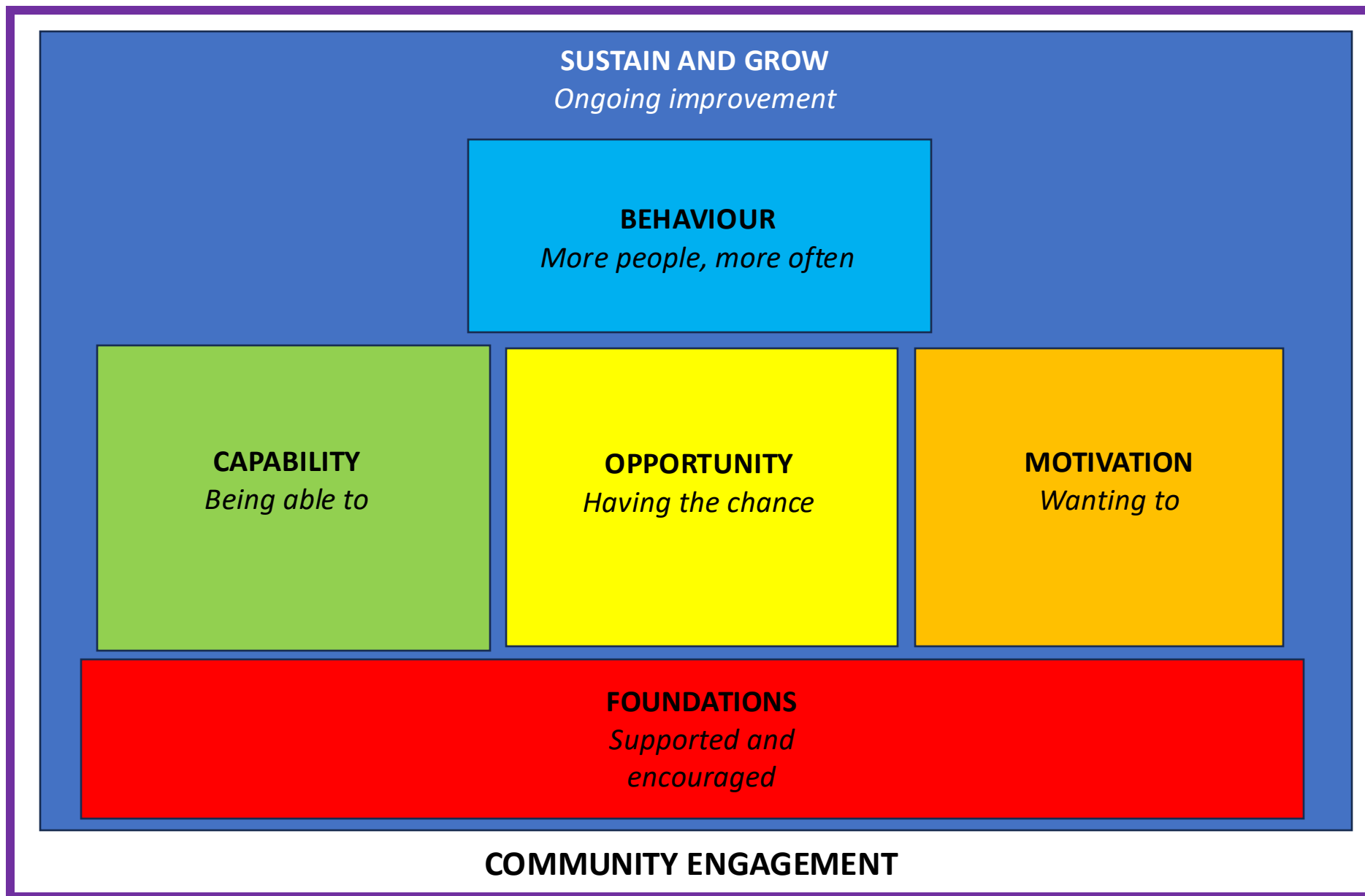
Provide the right
FOUNDATIONS

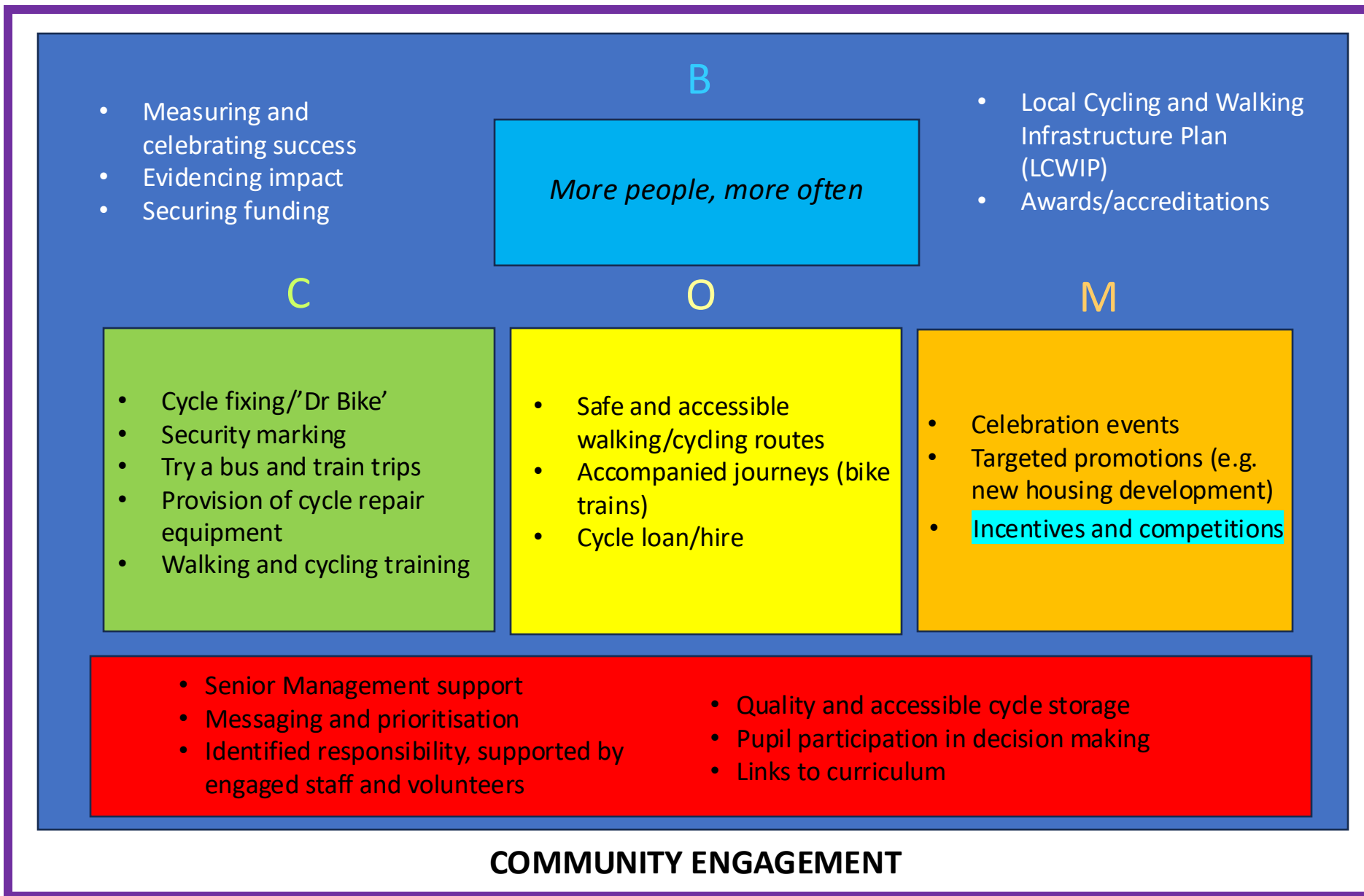


SUSTAIN AND GROW the crop









SUSTAIN AND GROW
Ongoing improvement

MOTIVATION
Wanting to

OPPORTUNITY
Having the chance

CAPABILITY
Being able to

FOUNDATIONS
Supported and encouraged

Resources



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[Community Rail Network](#) > [Reports and Research](#) > A quick-start guide for community groups: joining up transport modes and helping people move sustainably

A quick-start guide for community groups: joining up transport modes and helping people move sustainably

As part of our work with the [Foundation for Integrated Transport](#), we have produced a practical guide to support community organisations in leading on modal integration initiatives.

It takes a step-by-step approach to the planning, delivery and review of activities to integrate different forms of public, shared and active transport, to help people access the opportunities they want in a more sustainable way.

We recommend first viewing the 'talk through' recording of the presentation using the link below. This will help to explain the approach and how the different sections fit together.

