

Somerset's £1 Fare Scheme

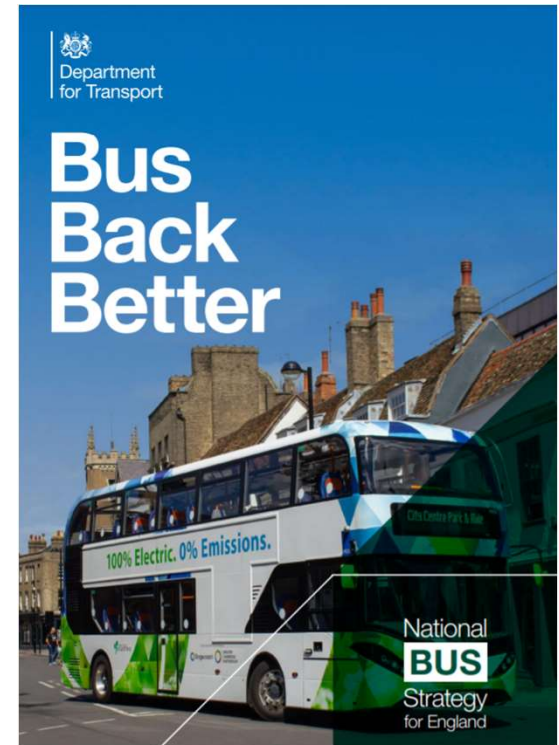
15th August 2023



Somerset
Council

National Bus Strategy: Bus Back Better

- Launched in March 2021
- Bus Service Improvement Plan (BSIP) submission October 2021 – high level ambition
- Enhanced Partnership (EP) Plan & Scheme – ‘made’ in April 2022
- Revised funding submission – April 2022



BSIP Aims and Ambition

Somerset's overarching BSIP strives to achieve 6 primary aims:

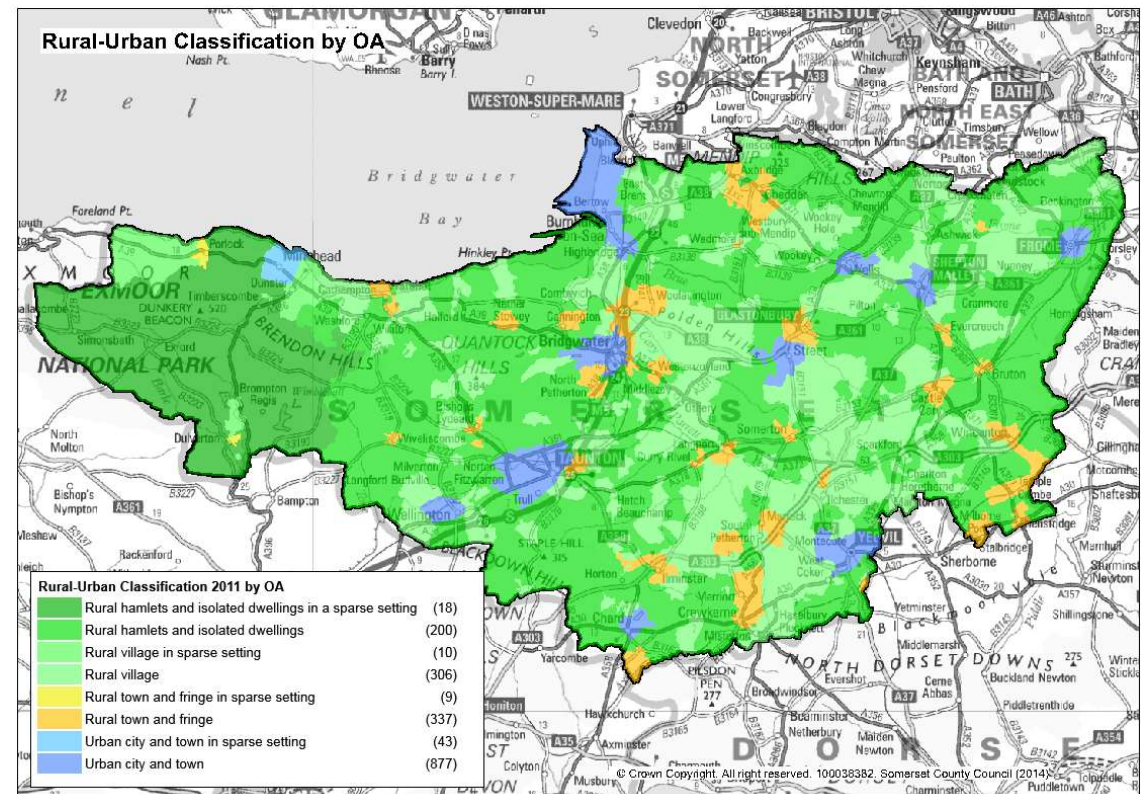
1. A more extensive and frequent network of services
2. Reduce the cost of travel
3. Improved co-ordination
4. An easily accessible and reliable network
5. A safe and comfortable network
6. A decarbonisation plan for Somerset buses

Funding Allocation

- Final funding award for Somerset's BSIP was confirmed as:
 - £8.161 million of capital funding
 - £3.695 million of revenue funding
- Options considered for funding allocation
- Political Challenge on where to invest

Somerset

- Rural nature of Somerset
- Operators
- Challenges of delivering public transport



BSIP Funded Schemes

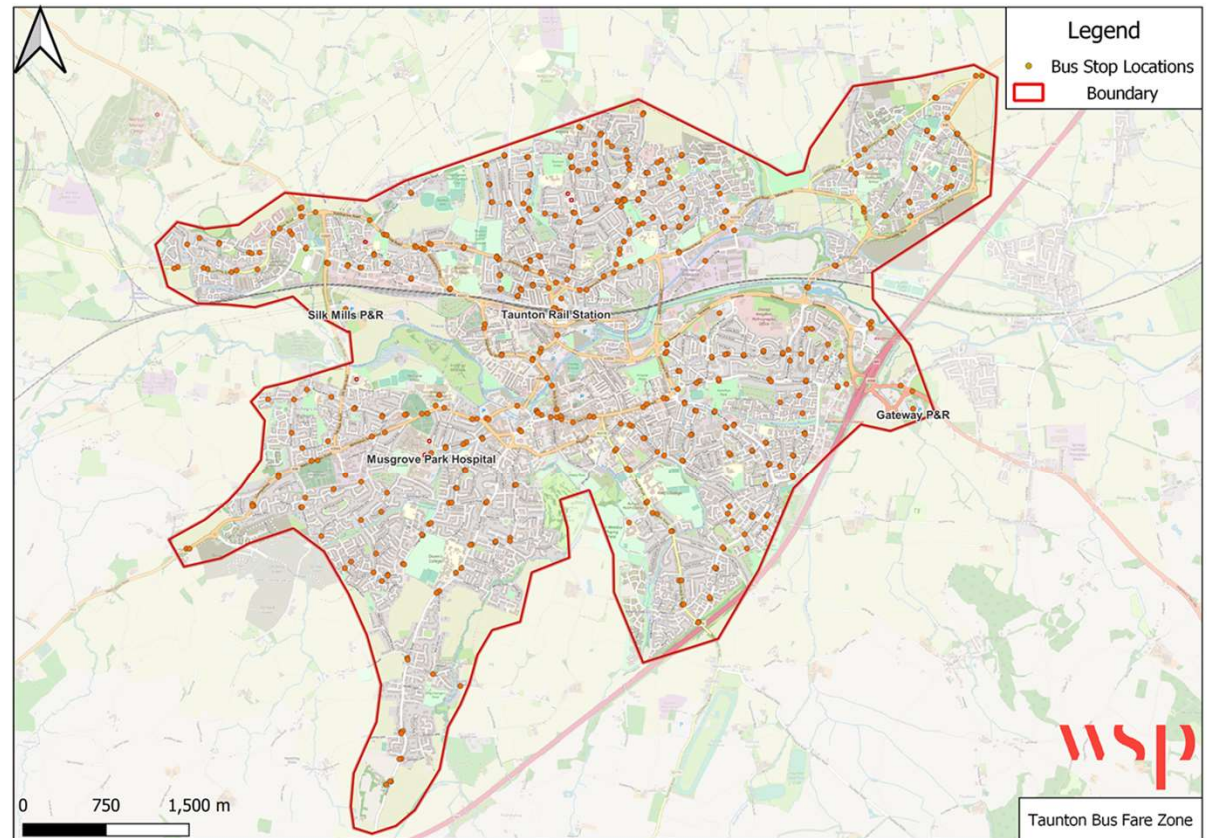
Capital Spend 22/23- 24/25	Revenue Spend 22/23- 24/25
<p>Taunton Bus Town:</p> <ul style="list-style-type: none"> • £4.7m: Up to 4,000 metres of bus priority lane & up to 19 bus priority detection at signalised junctions • £2m: Taunton Mobility Hub development (on site of bus station) <p>Bridgwater:</p> <ul style="list-style-type: none"> • £790k: Up to 500 metres bus priority lane & up to 7 bus priority detection at signalised junctions. <p>Somerton:</p> <ul style="list-style-type: none"> • £500k: Rural Mobility Hub development to deal with new interchange needs. • £175k: Digital Demand Responsive Transport (DDRT) (2x vehicles + DDRT hardware) 	<p>Taunton Bus Town:</p> <ul style="list-style-type: none"> • £933k: £1 town bus fare zone • £189k: £1 Park & Ride bus fares • £1.35m: Trial new evening services on routes in to Taunton to stimulate bus market -linked to night-time economy etc. <p>Somerton:</p> <ul style="list-style-type: none"> • £817k: Rural DDRT feeder trial (to the mobility hub/bus network) <p>Other:</p> <ul style="list-style-type: none"> • £170k: Think Travel Portal expansion (app and ticket purchasing). • £80k: BSIP scheme marketing costs. • £100k: Programme Management. • £55k: Revenue costs linked to capital scheme delivery.

£1 Fare – Setting up the Scheme

- Written into the EP as an obligation for LTA and Operators
- Operator discussions – practicalities, concerns, considerations
- Agreement paperwork from main operator (similar schemes)
- Legal input

£1 Fare – Setting up the Scheme

- Mapping the £1 fare zone



Implementing the Scheme

- £1 fare agreement – to include qualifying routes and shadow fares
- Data sharing agreement
- Baseline patronage 2019/20 (pre-covid)
- Ticket machine set-up – to include £1 fare and shadow fare
- Reimbursement process – claim form

Timeline



Progress to Date

- Launched 5th December '22
- All 5 operators in the zone signed up
- Reimbursing the difference between new low fare and the previous shadow fare

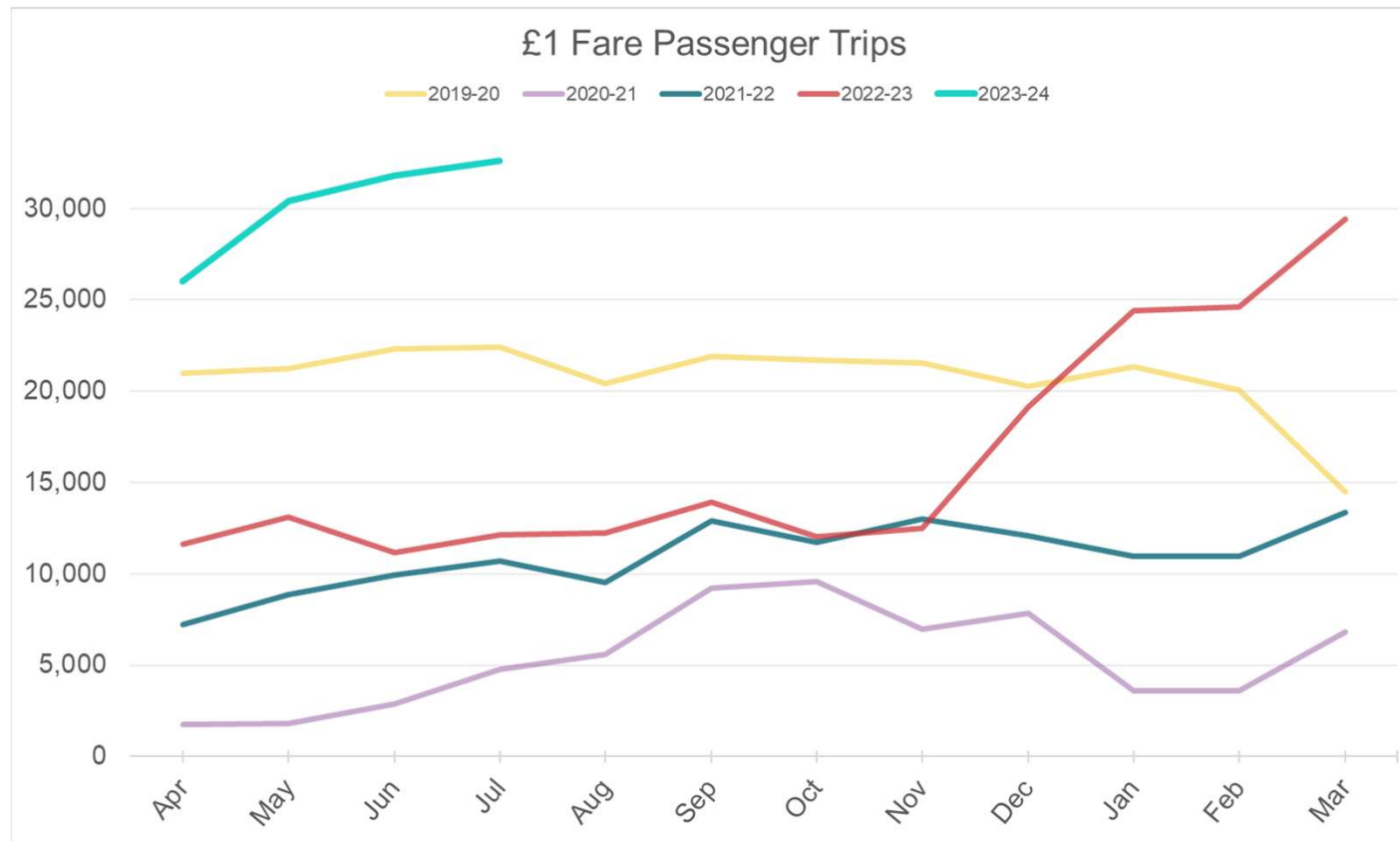


Progress to Date

- Promotion – part of 'Bus It'
- Operator promotion



Progress to Date



Challenges/Lessons Learnt

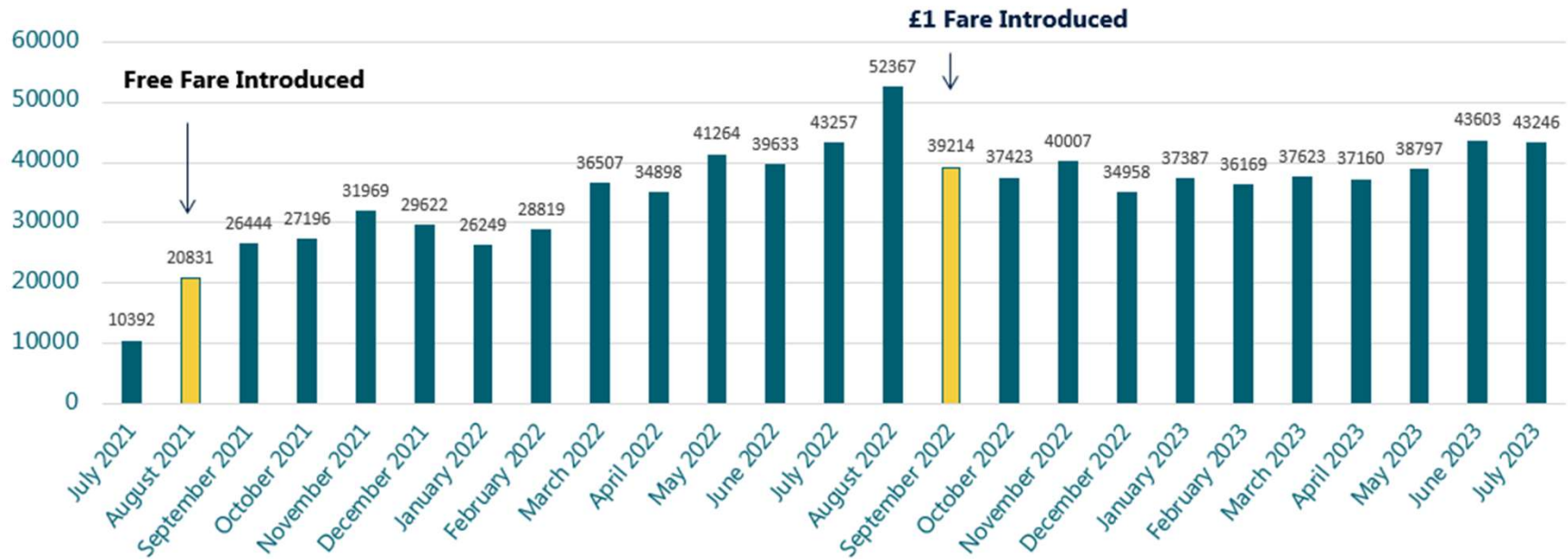
- Expectations on implementation dates
- Setting up ticket machines
- Process for smaller operators
- Don't underestimate the time required

£1 Fare on P&R

- Less complicated – one operator, Council cost contract
- Launched Sept '22
- Prior to the low fare scheme – period of free fares due to major roadworks
- Large increase in patronage during the free fares
- Lower fare aimed at retaining these passengers

Progress to Date

Park & Ride Passenger Journeys - Monthly Total



Next steps

- Continue promoting the £1 fare
- Consider requirements for a multi-operator ticket
- Identify funding opportunities to trial this in other areas of the County

Time for Questions



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