



# Attenborough Hall

# QUALITY BUS

## SUPPORTING GENERATION BUS

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# Attenborough Hall



## **Gemma Hall** Integrated Network and Partnerships Manager **Cornwall Council**

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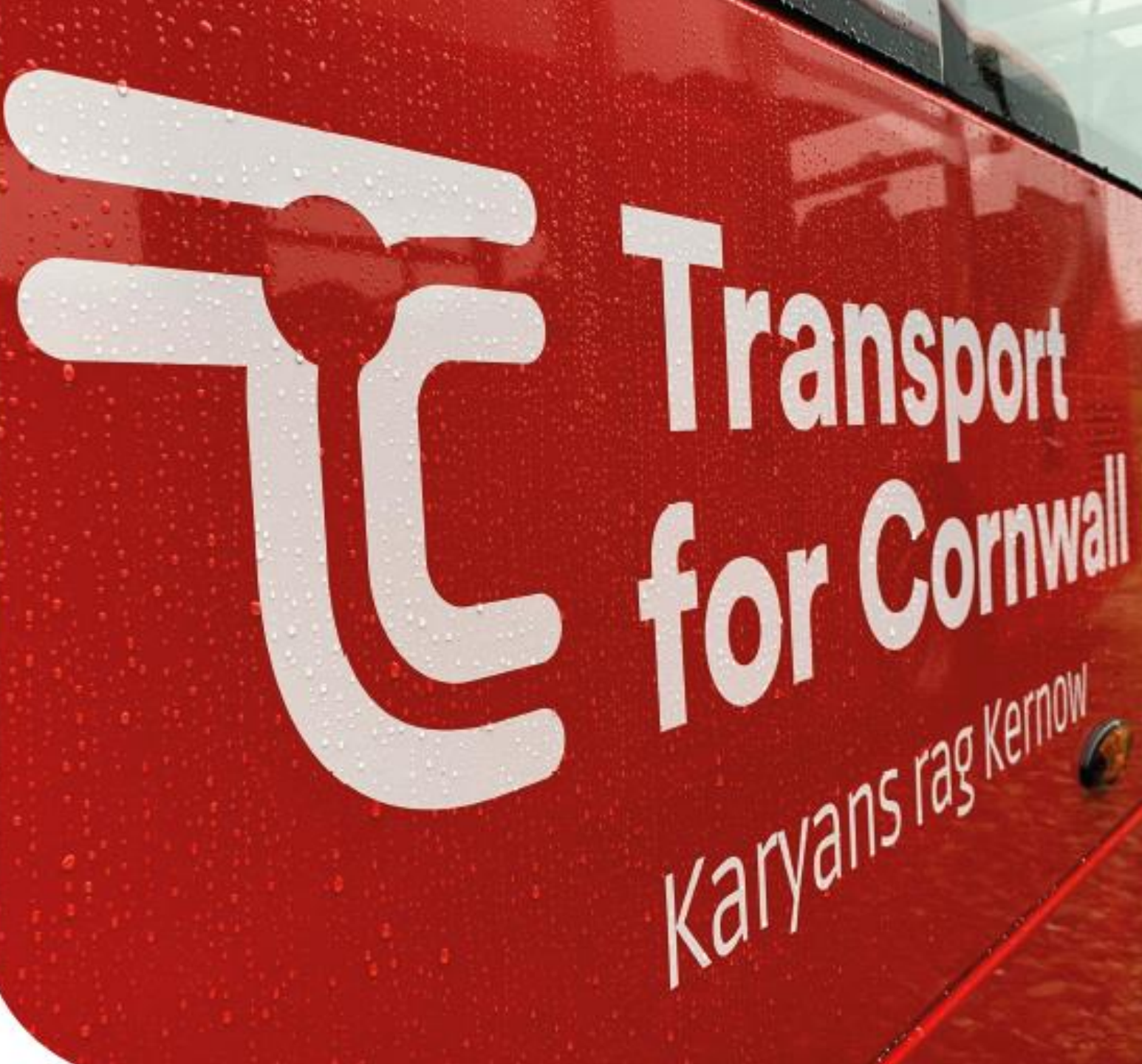


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# Generation Bus

November 2023

**Gemma Hall**, Integrated Network and Partnerships Manager, Cornwall Council

[Gemma.Hall@cornwall.gov.uk](mailto:Gemma.Hall@cornwall.gov.uk)

# Overview

- Context
- Getting the Foundations Right
- Enhanced Partnership
- Transport for Cornwall
- Fares
- Marketing
- Achievements
- A Look Ahead



# Context

- Cornwall – rural county / seasonal population boost
- Cornwall has a well-established vision for an integrated public transport system
- Recent history of strong investment and partnership working with our operators
  - £15.5m Growth Deal
  - £35m Operator investment
  - £23.5m Bus Fares Pilot
  - £17m BSIP
- Comprehensive transformation of the network with the customer and the customer journey at the heart of our delivery



Significant improvements to fleet, information provision, ticketing, reduced fares, infrastructure, marketing & branding



# Getting the foundations right

- 8-yr contract for the supported network - commenced March 2020
  - Integration with schools
  - Integration with rail
- 194 new low-emission buses – purchased by operators
  - 100+ buses came with the new contract
  - New livery
  - WiFi and USB chargers
  - Electronic ticket machines capable of contactless payments
  - Cornwall now has one of the youngest rural fleet of buses in the Country



# Getting the foundations right

- Interchange improvements:
  - Bus Station upgrades – customer information
  - Bus RTPI and wayfinding at key rail stations
  - New Transport for Cornwall branding
  - Onboard announcements on rail about connecting bus services
- Upgrades to roadside waiting facilities
  - Bus shelters
  - Timetable cases
  - RTPI displays





# Enhanced Partnership

- Cornwall's Enhanced Partnership – April 2022



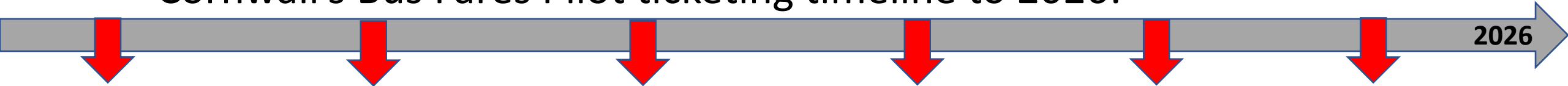
# Transport for Cornwall



- Long-held ambition to have a single, unifying brand for public transport in Cornwall
  - Make public transport easier to understand and use
  - Demonstrate the integrated nature of the network
  - Develop tools to bring all the information together in one place
  - **One overarching brand to market the network**
  - ***Important vehicle through which to deliver our fares improvements***

# Fares

- Cornwall's Bus Fares Pilot ticketing timeline to 2026:



**Until Jan 2022**  
No interoperability

- Jan – Mar 2022**
- ***Any Ticket, Any Bus***
  - **Standardised period passes** (Day, Weekly, etc.)
  - **Town Day tickets**
  - **'Child' age range & discounts aligned**

- 10 Apr 2022**
- **Bus Fares Pilot**
  - **Simplified fares**
  - **£5 Day, £20 Weekly tickets**
  - **Average of 30% reduction in fares**

- 26 Jul 2022**
- Tap & Cap** for Day and Weekly tickets

- Jan 23**
- £2 National Fares Cap**

- 2024**
- Product & Pricing Strategy**
- **Young Persons discount scheme**



# Marketing

- Importance of marketing
- All marketing delivered under the **Transport for Cornwall** brand
- Behaviour change
- Focus groups
- Marketing agency contract
- Enhanced Partnership Scheme for Marketing
  - Underpinned by MoU with operators
  - Operators are jointly contributing
- Until now – relationship building with public-transport and low fares



If there's one thing you fall in love with this February, be sure it's BUS.

At Transport for Cornwall we've made lots of changes to the way we run buses across the county, and we're pretty certain you're going to love them.

**LOVE IS... MAKING IT EASY**

**TRUE VALUE**  
Day travel is just £5, or £4 for Under 19s. There's also the UK Government's new £2 oap on all single journeys until the end of March 2023.

**HAPPY TOGETHER**  
No matter which bus company you buy your ticket from, you can use it on any bus, on any route across Cornwall.

**A SIMPLE STORY**  
Buy day and week tickets by tapping your card or device as you get on, as you get off. You'll not pay more than £5 a day, £20 a week no matter how many journeys you make.

**LOVE IS... PASSION FOR GREEN TRAVEL**

A fully loaded double decker bus can take... **75** Cars off the road!

Buses can help relieve congested towns, keeping our communities green.



# Believe in Bus



# Achievements

- BSIP & BSIP+ funding: £17.2m
- Support from Transport Minister - visit Feb & Aug 2023
- National Transport Awards – Winner of Best Alliance/Collaboration
- UK Bus Awards – Finalist for Best Campaign
- Developing TfC app and website – one stop shop for TfC
- Timetable and network guide
- Roadside information
- New Car Parking tariffs from June 2023



# A look ahead.....

- ITP/Diva Marketing new approach to marketing & engagement to follow
- New EP scheme to encompass the Partnership commitments to joint marketing
- TfC Roadshows and Events
- New TfC website and app
- Product & Pricing Strategy
  - Young Person's discount scheme



# Thank you

**Gemma Hall**, Integrated Network and Partnerships Manager, Cornwall Council [Gemma.Hall@cornwall.gov.uk](mailto:Gemma.Hall@cornwall.gov.uk)



# Attenborough Hall



## **Anthony Murden** Bus Infrastructure Programme Lead Transport for Greater Manchester

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# Bus Franchising in Greater Manchester and our Customer Commitments

Presentation to Quality Bus Conference 2023

Anthony Murden      Bus Infrastructure Programme Lead



- Delivering the Vision
- Our Customer Commitments
- Focus on Reliability
- Our Bus Strategy

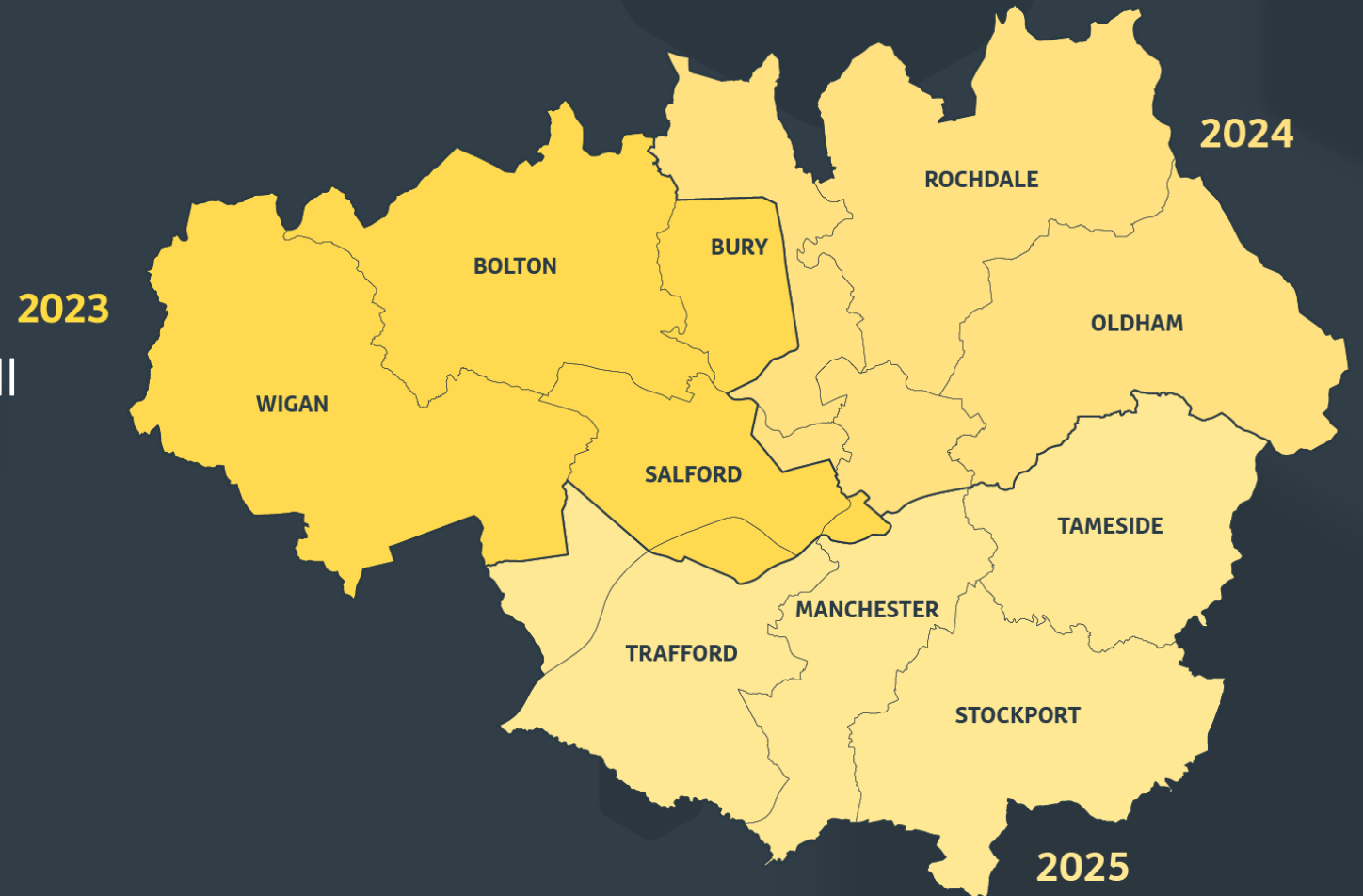


# Delivering the vision

- The Bus Services Act 2017 – introduced following direct pressure from GM – gave the Mayor of Greater Manchester the power to introduce a franchising scheme for the city region, subject to an assessment of the existing bus market. The decision to implement such a scheme for Greater Manchester was taken by the Mayor in March 2021
- Bus franchising is the first step towards delivering our vision, giving local control of the bus system.
- Local control will allow us to integrate the bus system at the heart of the Bee Network.
- Franchising will support greater integration between bus services and other modes.
- Costs for franchise contracts have been competitive, particularly when compared to the costs of tendering individual services.

# Bus franchising

- **24 September 2023** – tranche one went live, covering Bolton, Wigan, and parts of Salford and Bury.
- **24 March 2024** – tranche two will go live, covering Oldham, Rochdale, and parts of Bury, Salford and north Manchester.
- **5 January 2025** – tranche three will go live, covering Stockport, Tameside, Trafford, and the remaining parts of Manchester and Salford.



# Operators

## Tranche 1

### Go North West

Bolton and Wigan  
large franchises



### Diamond

Seven small  
franchises



## Tranche 2

### Stagecoach

Middleton, Oldham and  
Queens Road large franchises



### Diamond

Oldham small franchise



### First

Rochdale A & B small franchises



# Mobilisation

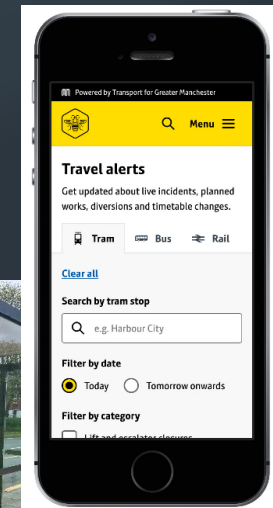
- Fleet & Depots
- Technology
- Organisation
- Customers
- Safety
- Products



## Our six commitments to you

The Bee Network is our bold vision to deliver a joined-up transport system that works for you. We commit to delivering a Bee Network that is:

- Safe**  
We will create a safe and secure network.
- Accessible**  
Everyone can use us.
- Reliable**  
We will deliver a reliable network.
- Affordable**  
We will keep the cost of travel as low as possible.
- Accountable**  
We will use your feedback to shape the Bee Network.
- Sustainable**  
We will take the lead in creating a greener, healthier Greater Manchester.



# Customer commitments

- Our customer commitments are our promise to users of the Bee Network.
- They set out what customers can expect from the Bee Network and how to provide feedback and suggestions for improvement.



## Safe

We will create a safe and secure network



## Accessible

Everyone can use us



## Reliable

We will deliver a reliable network



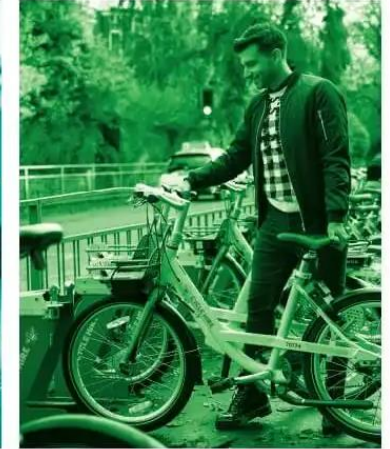
## Affordable

We will keep the cost of travel as low as possible



## Accountable

We will use your feedback to shape the Bee Network



## Sustainable

We will take the lead in creating a greener, healthier Greater Manchester



# Safe

## We will create a safe and secure network

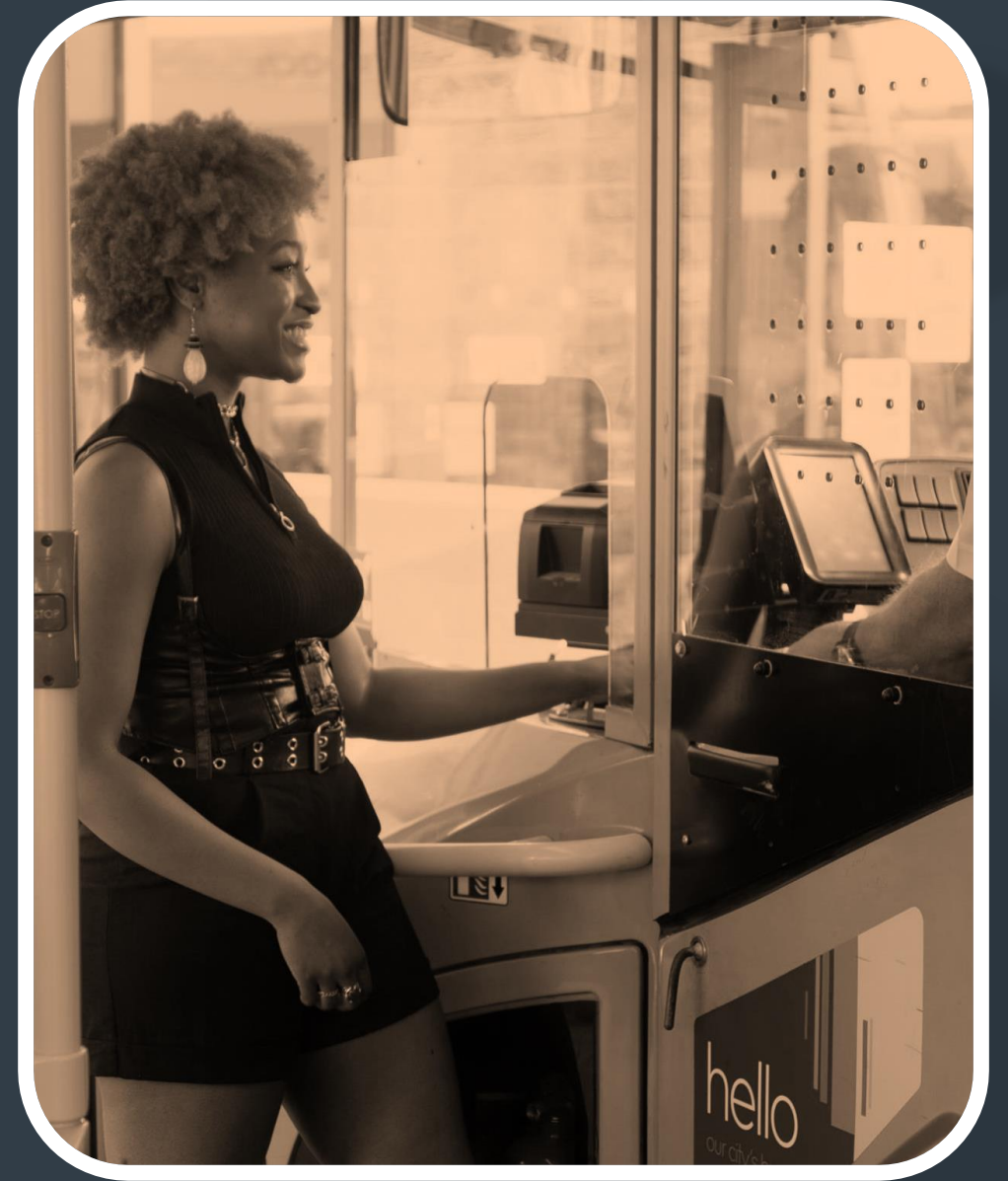
- To provide passengers with reassurance and help tackle anti-social-behaviour, 30 new TravelSafe Support and Enforcement Officers (TSEOs) will be patrolling franchised bus services, interchanges and bus stations from 24 September.
- While TSEOs will focus on customer support and providing a reassuring presence, they will also carry out ticket inspections on buses. The team will expand their operations as franchising rolls out and will be patrolling all bus services, stations and interchanges by 2025.



# Affordable

We will keep the cost of travel as low as possible

- A new Bee AnyBus + Tram ticket will launch – allowing people to add any combination of Metrolink Zones to their AnyBus ticket (which works out c.20% cheaper than buying products separately). All able to be purchased via the new Bee Network App, Website and our travel shops.
- £2 / £1 cap in place until September 2024.
- Our ticketing offer will evolve through to 2025 when Pay As You Go will be available to customers, with a day and weekly cap across both bus and tram.



# Accessible

## Everyone can use us

- Rolling, two-year programme of bus fleet upgrades to make buses more accessible
- All buses to receive two spaces for wheelchair users, audio-visual next stop announcements and hearing induction loops.
- Plans to create a further 500 more accessible stops through measures such as raised kerbs and places to rest while waiting.
- New accessible Bee Network App, Website and Contact Centre provide a better experience for accessing public transport information.



# Accountable

## We will use your feedback to shape the Bee Network

- Customers will be able to 'Rate my journey' through QR Codes, a link from the new Bee Network app, on the Bee Network website and by calling the Bee Network Contact Centre.
- We ran an in-person survey during July 2023 to set a pre-franchising baseline for our reporting, with first insights to be shared from September 2023.
- Will play a critical role in supporting continuous improvement, with a feedback loop to customers.



# Sustainable

**We will take the lead in creating a greener, healthier Greater Manchester**

- 100 new zero emission buses have been ordered for the first two franchise areas.
- A further 170 electric buses, funded from the Department for Transport's ZEBRA scheme, will run in the tranche three area from 2024.



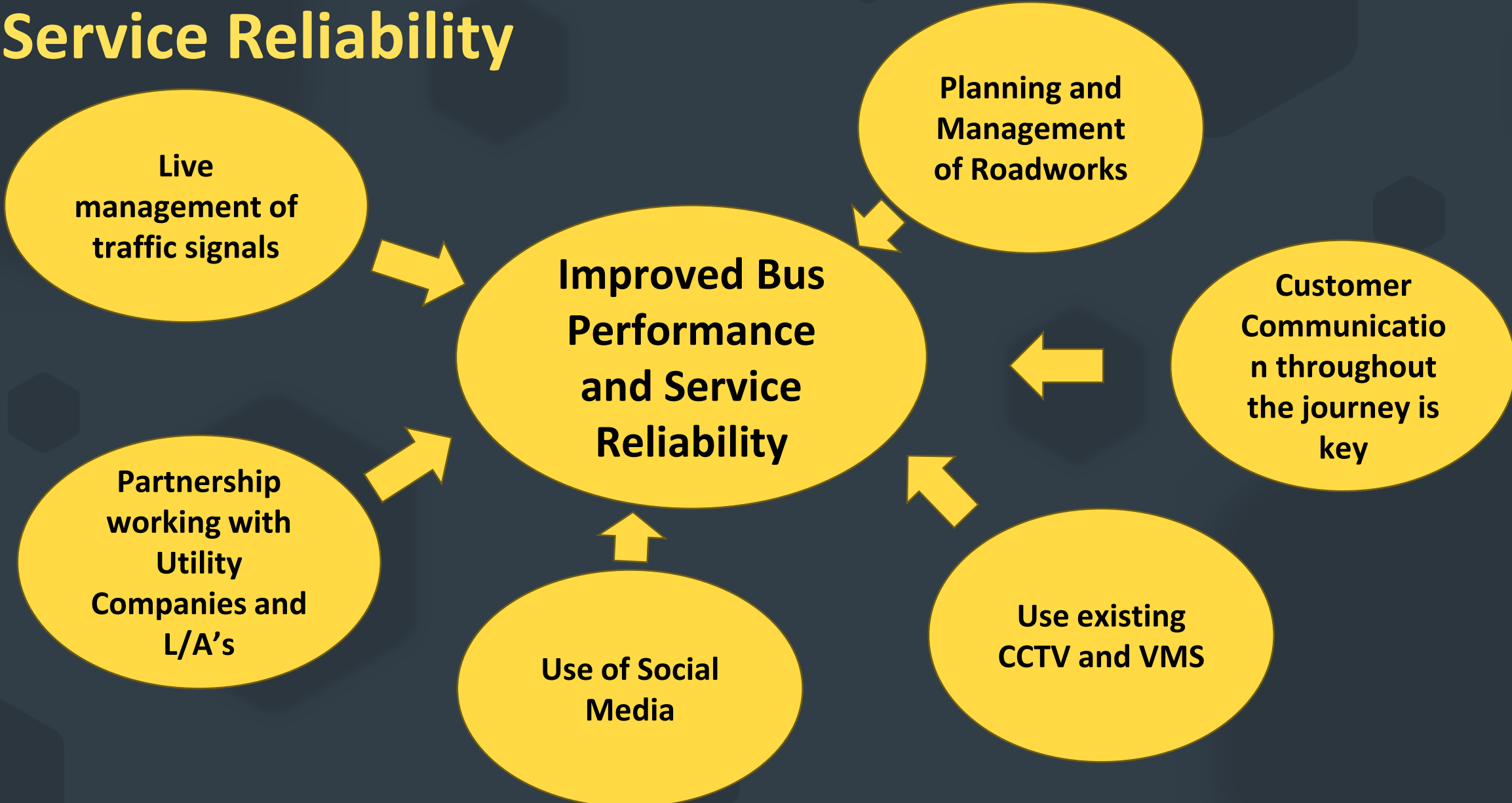
# Reliable

## We will deliver a reliable network

- A structured performance management regime for operators in place to monitor reliability and other metrics.
- Financial penalties, worth up to 10% of the contract revenue, will be incurred by operators who fall below the set performance standard.
- Rolling programme to identify and rectify bus pinch points across the highway network.
- Planned programme of investment in infrastructure to support journey time reliability



# Operational Support to improve Bus Performance and Service Reliability



# Short Term Measures to improve Bus Performance and Service Reliability

- Introduction of **signal priority for late running buses** on Better Bus (QBT) corridors and at junctions across the network . (circa 250 junctions initially)
- Upgrading of **existing traffic signals to operate on adaptive control**.
- **Installation of CCTV** to allow remote manual adjustment of the traffic signal timings to optimise traffic flow (particularly during disruption events).
- **Review of circa. 120 junction in Tranche 1 for quick wins** e.g. signal timing changes. Process to follow for Tranche 2 and 3.
- **Development of a Greater Manchester Roadworks Charter** – Promote best practice to reduce impact of works.
- **Renewal of existing bus priority signing and lining** in Wigan, Bolton and Salford to ensure current restrictions are clear and can be enforced.
- Working with GM Local Authorities to develop and deliver relative short term proposals to **address key known pinchpoints** across the network including bus stops.



# Medium to Longer Term Plan – The Bus Infrastructure Programme

- **Infrastructure Delivery** - Strategic Outline Business Cases approved for seven Better Bus (QBT) corridors covering 95km plus five City Centre Radial Corridors. All aimed at tackling bus reliability.
- **Review of 'how we deliver'** the above in order to minimise disruption to the customer during construction – likely to cost more in capital terms.
- **Customer Information roll out** – real time passenger information at key stops and through the APP – people are more accepting of things going wrong if they are fully and accurately informed.
- **Multi-modal network reviews** – bus routing / service provision will be a key focus. Ensuring we maximise the benefits of the infrastructure investment programme and new developments.
- **CRSTS 2** – planning and development as part of new LTP / GMTS 2040 Refresh.

# CRSTS Bus Infrastructure Programme

## CRSTS Bus Infrastructure Programme Allocation

**Better Bus (QBT) Corridors– Orbital Town Centre Connectivity:**  
£87.2m

7x corridors incl: Rochdale – Oldham – Ashton; Bury – Rochdale; Ashton – Stockport; Wigan-Bolton; Wigan – Leigh and Sale West to Altrincham corridors. Total 95km

**Better Bus (QBT)- City Centre Connectivity:** £102.4m

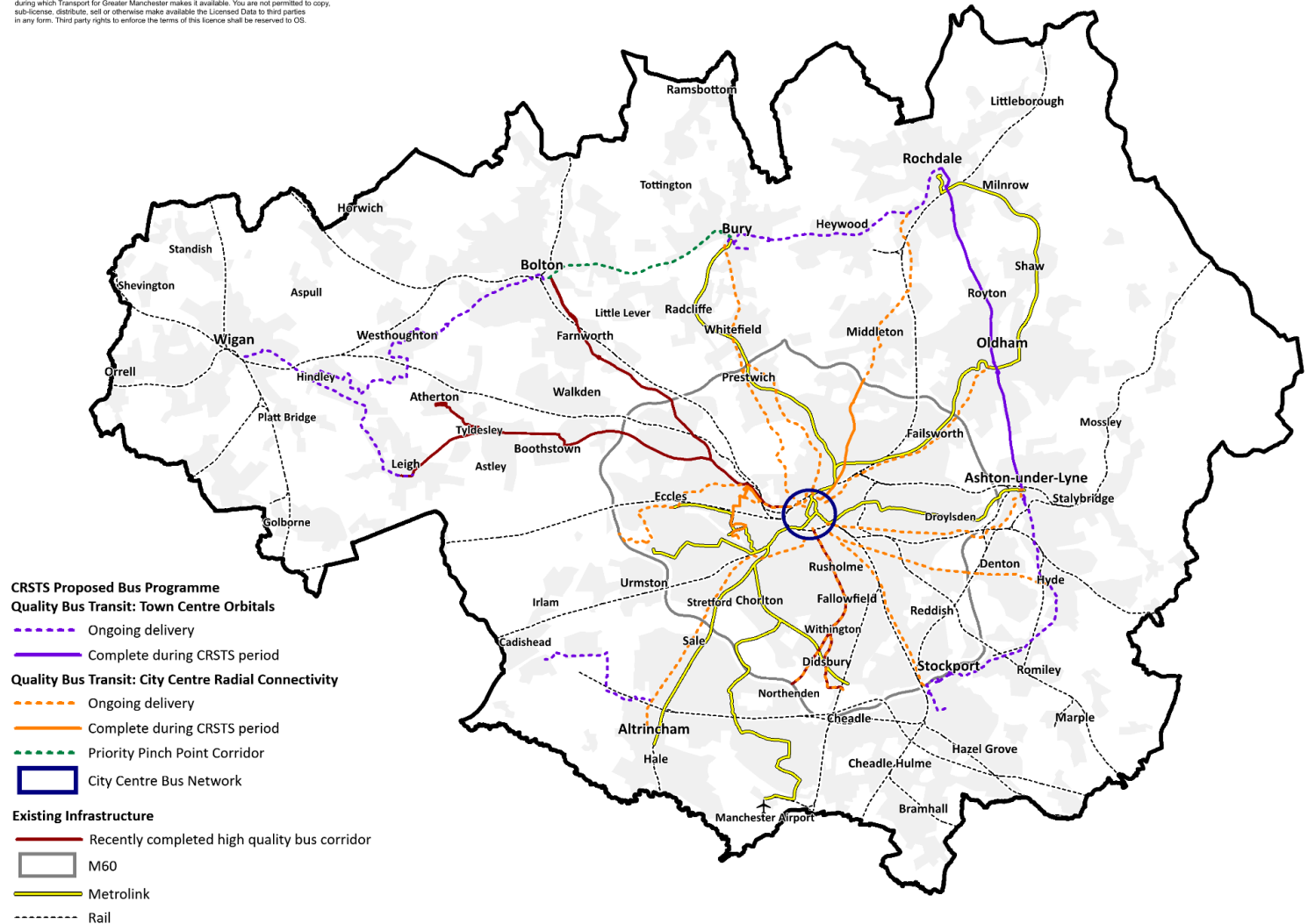
Improvements on Salford Crescent – MediaCityUK, City Centre Bus Access, Rochdale Road Corridor, 4 other key radial corridors.

**Bus Pinch Points and Maintenance:** £30.2m

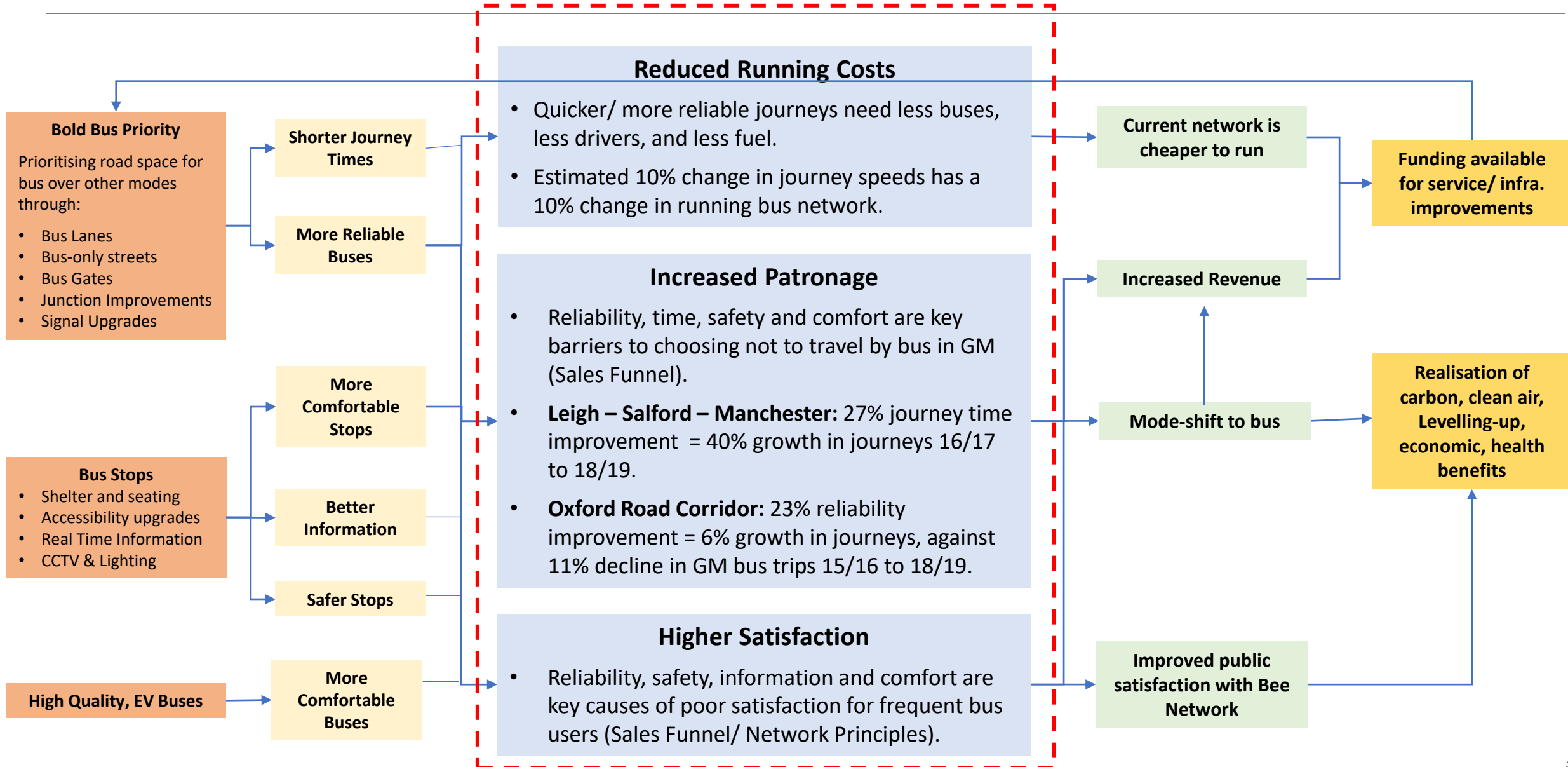
**Total:** £219.8m

- CRSTS 1 funding will not allow us to deliver all we want to build across a network on corridors.
- Focused investment/bold decision making is essential and will allow demonstration of value of bus in longer term.
- Investment will support the active travel programme, delivering walking and cycling infrastructure where possible, and seeking to align funding opportunities.
- Disruption during construction will need to be managed

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# Benefits of Bus Improvements



# Greater Manchester Bus Strategy

Our strategy sets out our vision for better buses in Greater Manchester, including:

- Ambitions for the bus network beyond franchising.
- How the network will be designed and governed.
- How it will develop to 2030.
- The need for appropriate support and funding from government and others.
- It is not a funded delivery plan. Full delivery will require additional funding.

As part of the Bee Network, we want the bus to be the first choice for more journeys in Greater Manchester.



# Initial targets to 2030

## Patronage

- A **30% increase in bus patronage** from 2022/23 levels, with Bee Network targets to be confirmed through LTP process.

## Frequency

- By 2030, we will aim for **buses to run at least every 12 minutes on key orbital and radial routes.**
- We will aim to provide **90% of the entire Greater Manchester population with a 30-minute frequency bus or Metrolink service** on weekdays within 400m of their home. Other options (e.g. DRT) will be put in place in parts of the city region where this is not possible.

## Infrastructure

- We intend to **deliver on-street bus improvements across 70km of high frequency, strategic bus routes** across Greater Manchester by 2030.

## Affordability

- We will **keep fares as low as possible** across the Bee Network and reinvest any surplus back into the transport system.

By 2030, we want our buses to carry over  
**200 million**  
journeys per year.

# In the future...

## **We want Greater Manchester's bus system to:**

- Provide consistent and attractive car-free connectivity for all.
- Connect to other parts of the Bee Network and longer distance public transport.
- Support attractive urban places, including town centres and new developments.
- Have a positive impact on public health and the environment.
- Provide people with more travel options in the day and night.
- Be accountable and a source of shared local pride.

THANK  
YOU



# Attenborough Hall



**James Hopkins**

Business Development Manager, Integrated Passenger  
Transport Unity

**Essex County Council**

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# DigiGo

**Quality Bus Conference – Leicester 2023**

James Hopkins  
Business Development Manager  
Integrated Passenger Transport Unit  
Essex County Council

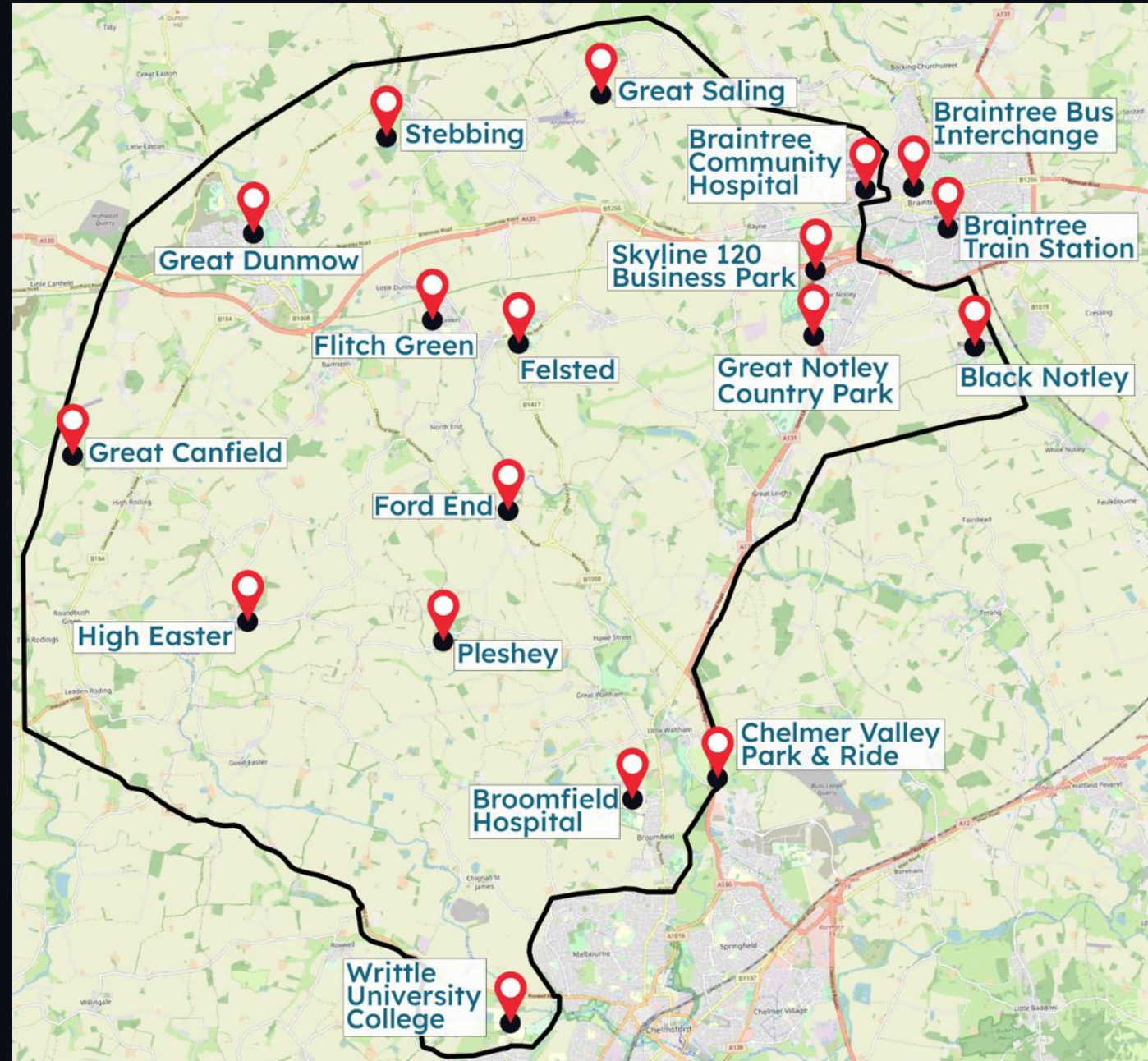
digi  
go

The logo features the text 'digi' on the top line and 'go' on the bottom line, both in a dark grey, sans-serif font. To the right of the 'i' in 'digi' and the 'o' in 'go', there is a stylized blue graphic element. This element consists of a vertical line that curves to the right, then down, then up, and finally right again, forming a shape that resembles a person's silhouette or a signal waveform. Two solid blue circles are positioned above the first and second vertical segments of this graphic.



# Service overview

- An on-demand, shared public transport service using electric minibuses
- Monday to Sunday
- 7am – 10pm
- 6 vehicles in weekday operations and 4 at weekends
- £2.575m RMF grant from Department for Transport
- Pilot period April 2022 – March 2024
- Operating primarily in rural areas, with some sub-urban



# What do our customers think?

*I am consistently thrilled with DigiGo. Every journey I have taken has been fantastic - safe, punctual and comfortable. This journey was no exception. The driver was very friendly and helpful. I am always happy to travel with DigiGo!*



This service has changed my life



**96%** of passengers have rated their journey **5 stars** from over 3,500 reviews

April 2022 to Oct 2023

*This service has improved the quality of my life enormously.*

*I'm partially sighted and live in the middle of nowhere, so now I can get out more without having to ask for lifts.*

*Thank you!*

*I have been using DigiGo for over a year.*

*It's fantastic, never let me down and my car is off the road for 80% of my travelling.*

*The drivers are super friendly and accommodating, try it once and you'll never look back*



Friendly driver

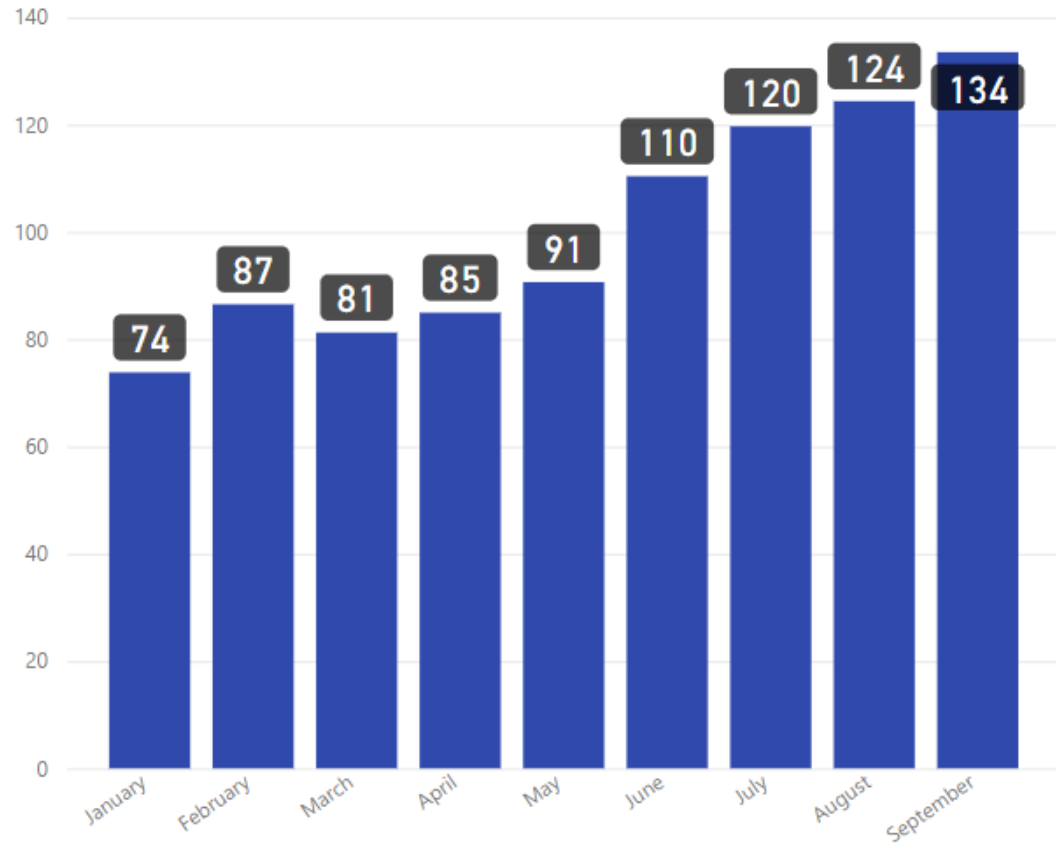


Total Installs  
**38,378**

Total Passengers  
**32,910**

Total Rides  
**24,397**

Average daily passengers per month 2023



**01/04/2022**

**30/09/2023**

Adult Ticket

Under 18 Ticket

Concessionary Bus Pass

**62.73%**

**16.85%**

**20.42%**

Average journey mileage per month

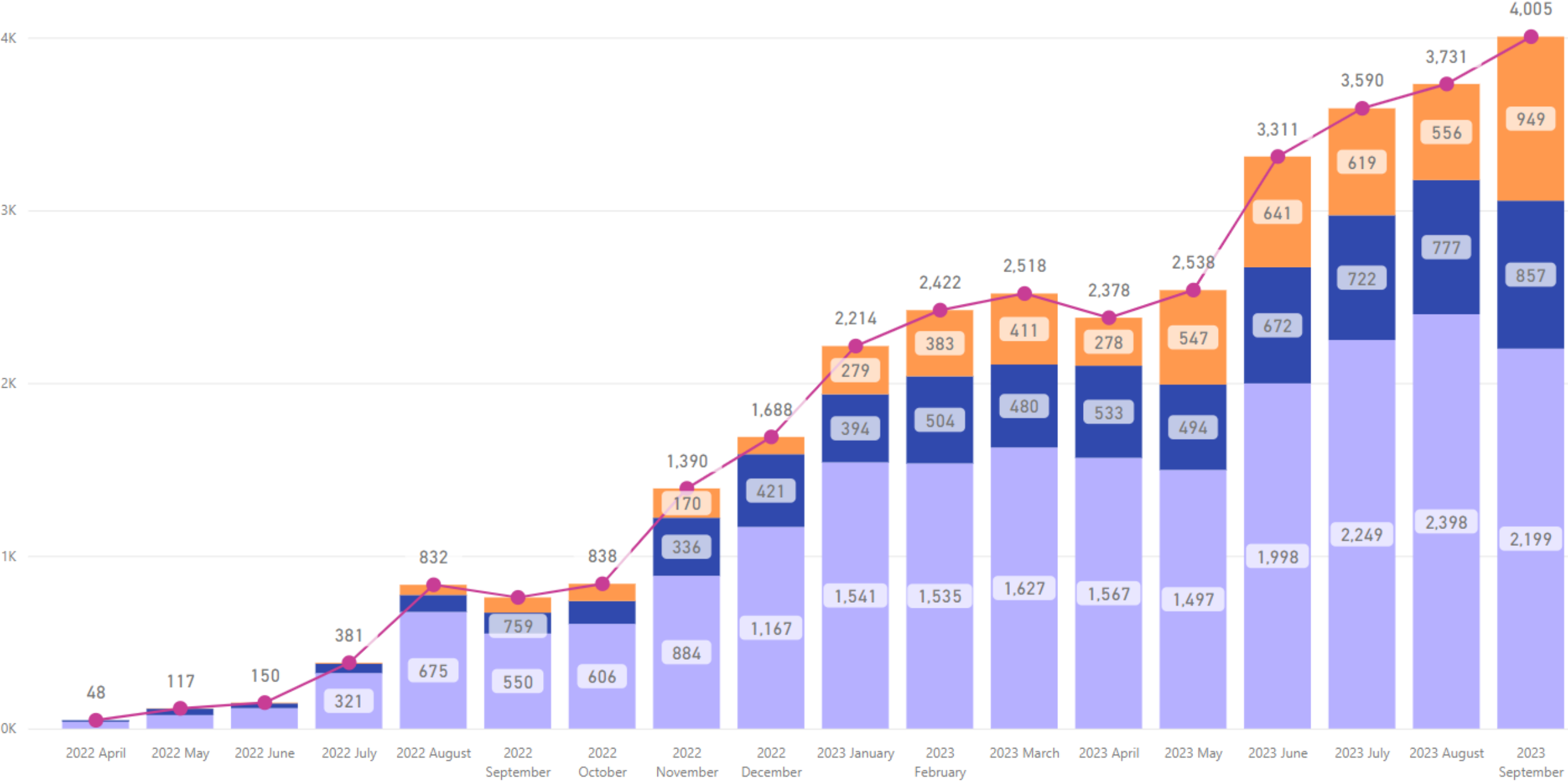


Unique  
Passengers  
**2,625**

Average  
journey  
distance (mi)  
**5.10**

Average  
passenger  
spend per trip  
**£6.52**

Profile Fare ● Adult ● Concessionary Bus Pass ● Under 18 ● Sum of Number of Tickets





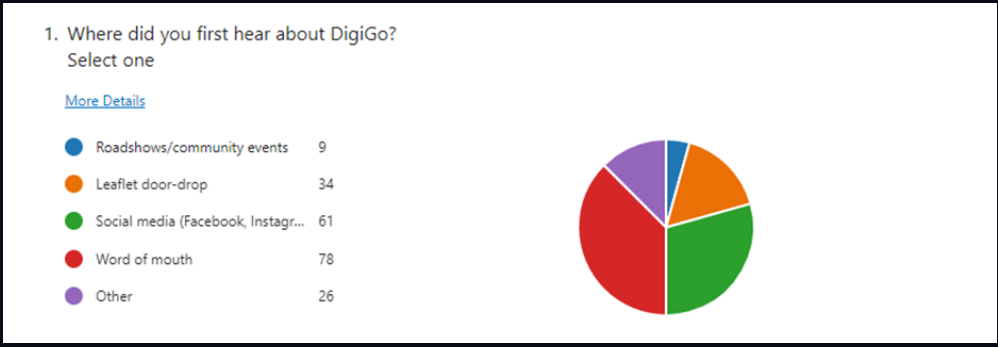
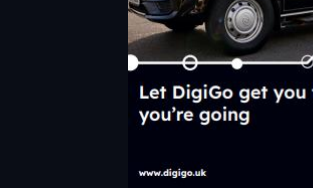
**Leaflet Door-Drop:  
Distributed to  
27,500 homes**

**What is DigiGo?**  
DigiGo is an electric, shared, on-demand van.  
With no fixed route or timetable, DigiGo journeys are on-demand, allowing you to book a van to take you to your destination. Along the way, other passengers can be picked up. This helps to reduce our electric vehicle's range and also have wheelchair access.

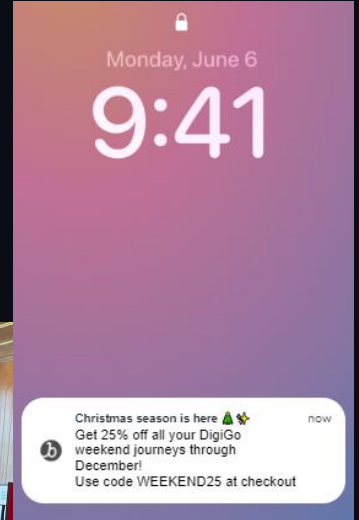
**DigiGo Ticket Prices**  
The table below outlines single journeys.

Distance	Adult
0 to 2 miles	£2.50
2 to 4 miles	£4.00
4 to 6 miles	£6.00
6 to 8 miles	£8.00
8 to 10 miles	£10.00

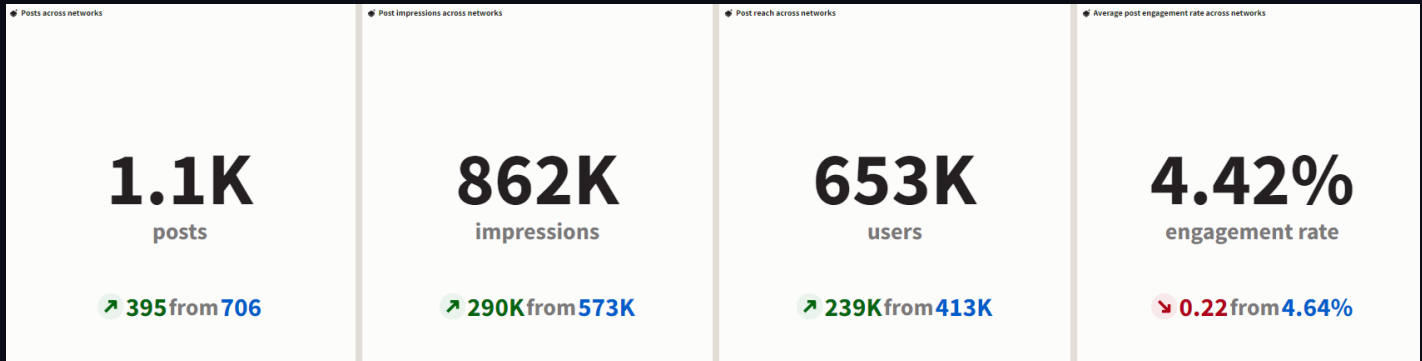
Concessions travel for less than £1.00 on weekdays, the standard fare applies on weekends and public holidays.



**Promotions**



@DigiGoUK





# Extending the service

- DigiGo is a wholly new transport delivery model and considered the future of Essex's long-term strategy for rural and sub-urban bus services
- It's success in growing demand, enabling residents to get to destinations unserved before and leave the car at home has been recognised by many
- The service is being extended under ECC's Supported Bus Service Strategy
- Approval has just been granted for up to 4 years extension from April 2024 (2+1+1 years)
- CPPJ is already lower than manual DRT's that have in operation over a decade and continues to drop



# Strategic outlook

- DigiGo will be here for the long-term:
  - It has demonstrated clear diversification of passenger base
  - The fastest growing service ECC has ever delivered; against a backdrop of decline in other parts of industry
  - Connecting journeys to commercial network & key establishments achieved
- We have opportunities to increase income and patronage through realigning our Local Bus supported service spend
- Feasibility study being undertaken for Colchester North DigiGo; with local Member support and funding
- Modernising Passenger Transport project provides a long-term TravelEssex app, with increased functionality and ability to onboard more flexible services across the County from April 2025
- Continued participation in the £2 capped fare until December 2024.
- Bid submitted to UKRI, with the aim to develop a social value £'s metric for DRT schemes and inform national policy – ECC are project partners, alongside University of the West of England, ComoUK, University of Leeds and Transport East





digigi  
go on demand

**Any questions?**

James Hopkins  
Business Development Manager  
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