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QUALITY BUS

SUPPORTING GENERATION BUS

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Chair Advisory Board
Bus Centre of Excellence

Stephen Fidler
Director, Local Transport
Department for Transport

Claire Walters
Chief Executive
Bus Users UK

Adam Clarke
Deputy City Mayor, Climate, Economy and Culture
Leicester City Council

Alison Edwards
Director of Policy
CPT

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Stephen Fidler Director, Local Transport **Department for Transport**

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Department
for Transport

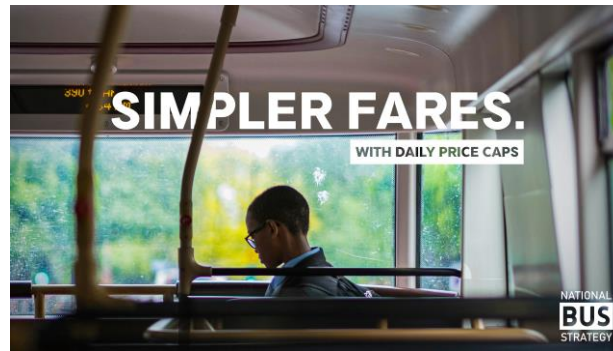
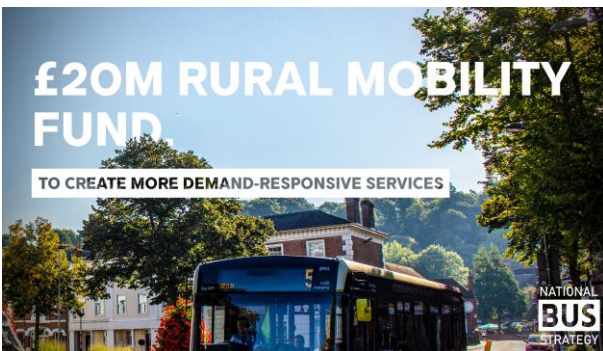
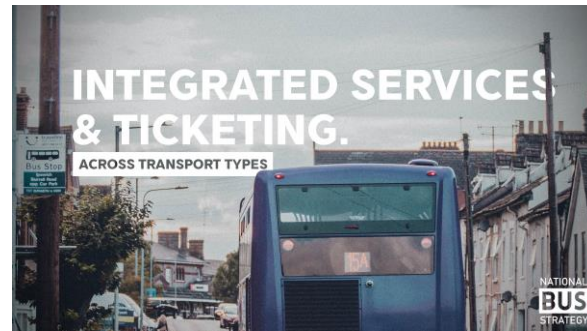
Bus Service Fit for Purpose

Stephen Fidler

Co-Director: Local Transport

Quality Bus, Leicester, 7th November 2023

National Bus Strategy

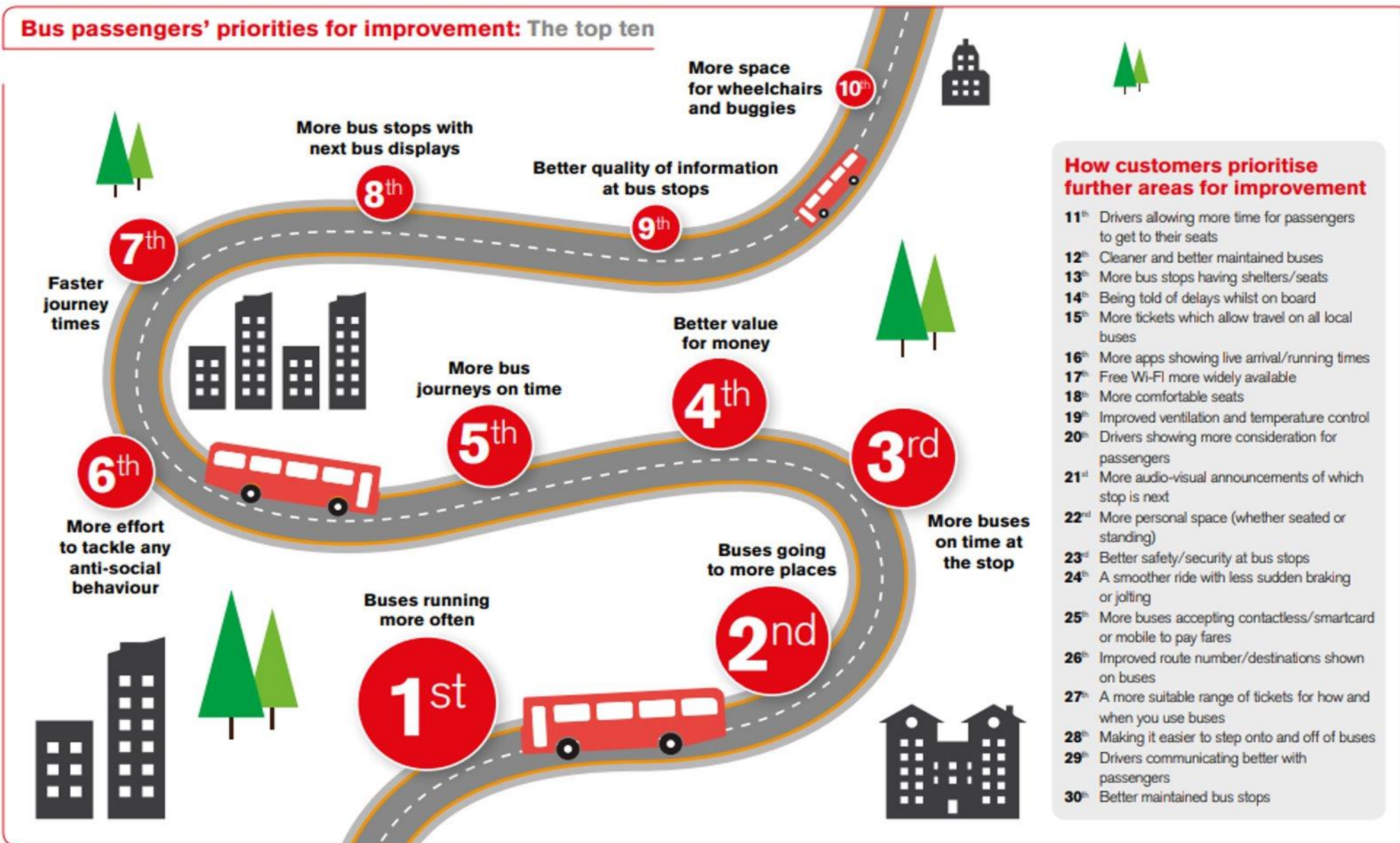


The buses we want:

- More frequent
- Faster & more reliable
- Cheaper
- More comprehensive
- Easier to understand
- Better to ride in
- Better integrated
- Greener
- Accessible & inclusive by design
- Seen as safe

Levelling Up WP Mission: By 2030, local public transport connectivity across the country will be significantly closer to the standards of London, with improved services, simpler fares and integrated ticketing

Bus passengers' priorities for improvement: The top ten

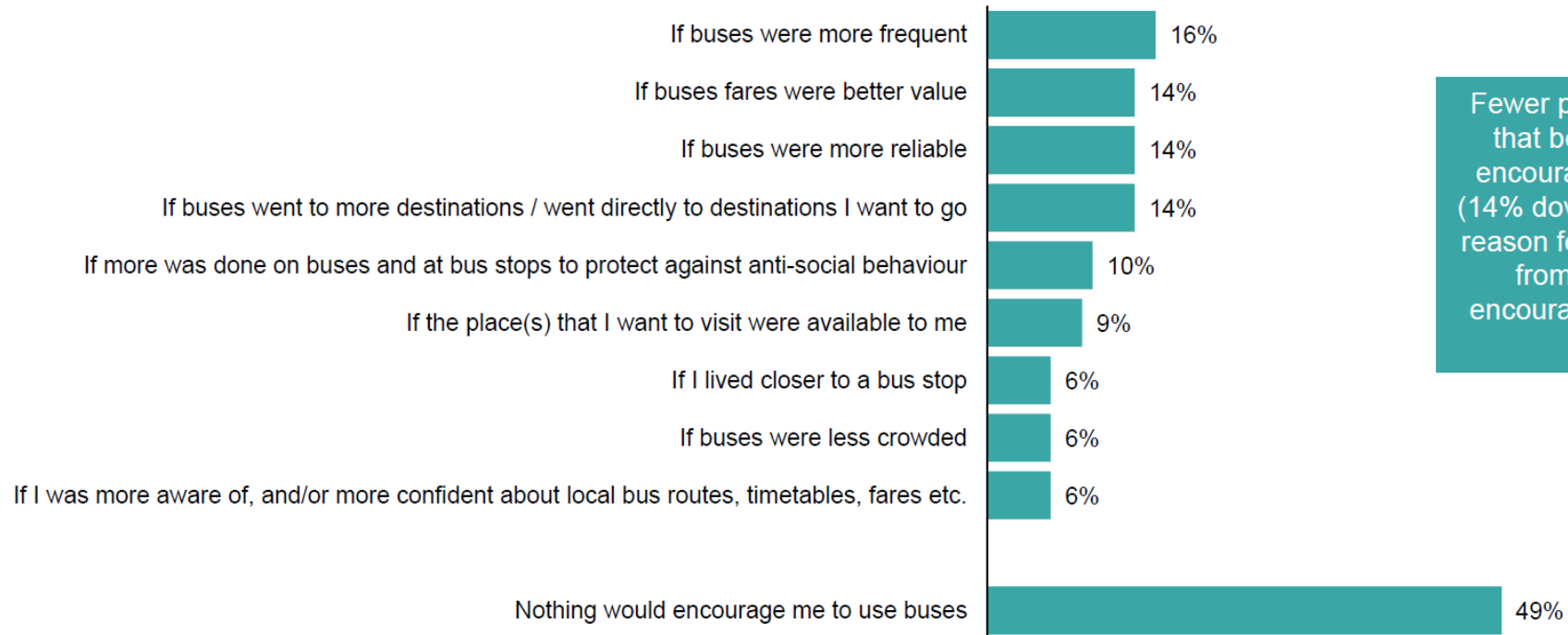


How customers prioritise further areas for improvement

- 11th Drivers allowing more time for passengers to get to their seats
- 12th Cleaner and better maintained buses
- 13th More bus stops having shelters/seats
- 14th Being told of delays whilst on board
- 15th More tickets which allow travel on all local buses
- 16th More apps showing live arrival/running times
- 17th Free Wi-Fi more widely available
- 18th More comfortable seats
- 19th Improved ventilation and temperature control
- 20th Drivers showing more consideration for passengers
- 21st More audio-visual announcements of which stop is next
- 22nd More personal space (whether seated or standing)
- 23rd Better safety/security at bus stops
- 24th A smoother ride with less sudden braking or jolting
- 25th More buses accepting contactless/smartcard or mobile to pay fares
- 26th Improved route number/destinations shown on buses
- 27th A more suitable range of tickets for how and when you use buses
- 28th Making it easier to step onto and off of buses
- 29th Drivers communicating better with passengers
- 30th Better maintained bus stops

Better value, frequency and reliability may encourage non-users, but half say nothing would encourage them to use buses more

Which five of the following would encourage you to use your local bus service? (Top 10)
All those who do not use buses



Fewer people than last year say that better value fares would encourage them to use the bus (14% down from 23%). A potential reason for this is these non-users from last year have been encouraged back by the capped fare scheme.

Base: All those who do not use buses (2023=295).



A lot has happened in DfT in the past year

- **Bus service support funding:** In May we announced £300 million of additional funding to support bus services from July 2023 to April 2025. £160m to LTAs through Bus Service Improvement Plan plus (BSIP+), £140m to operators through Bus Service Operators Grant plus (BSOG+).
- **£2 fare cap:** On 1 January we launched the bus fare cap scheme to cap single tickets at £2 in England outside London. Over 140 operators and more than 5,000 routes.
- **Concessionary Fares:** 'Take the Bus' communications drive to encourage older and disabled people to use their free bus pass. We are reviewing the English National Concessionary Travel Scheme to ensure concessionary reimbursement remains fit for purpose in light of the changes in travel.
- **Rural Mobility Fund:** Interim Evaluation Report now published.
- **Bus Centre of Excellence:** Launched the Bus Centre of Excellence (BCoE, www.buscentreofexcellence.org.uk) in March to help upskill the bus sector and facilitate the sharing of best practice as part of wider efforts to increase and improve LTA capacity and capability. Contact: BCoE@ciht.org.uk



But change is achieved locally, by working together

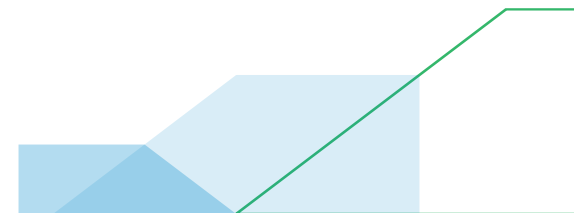
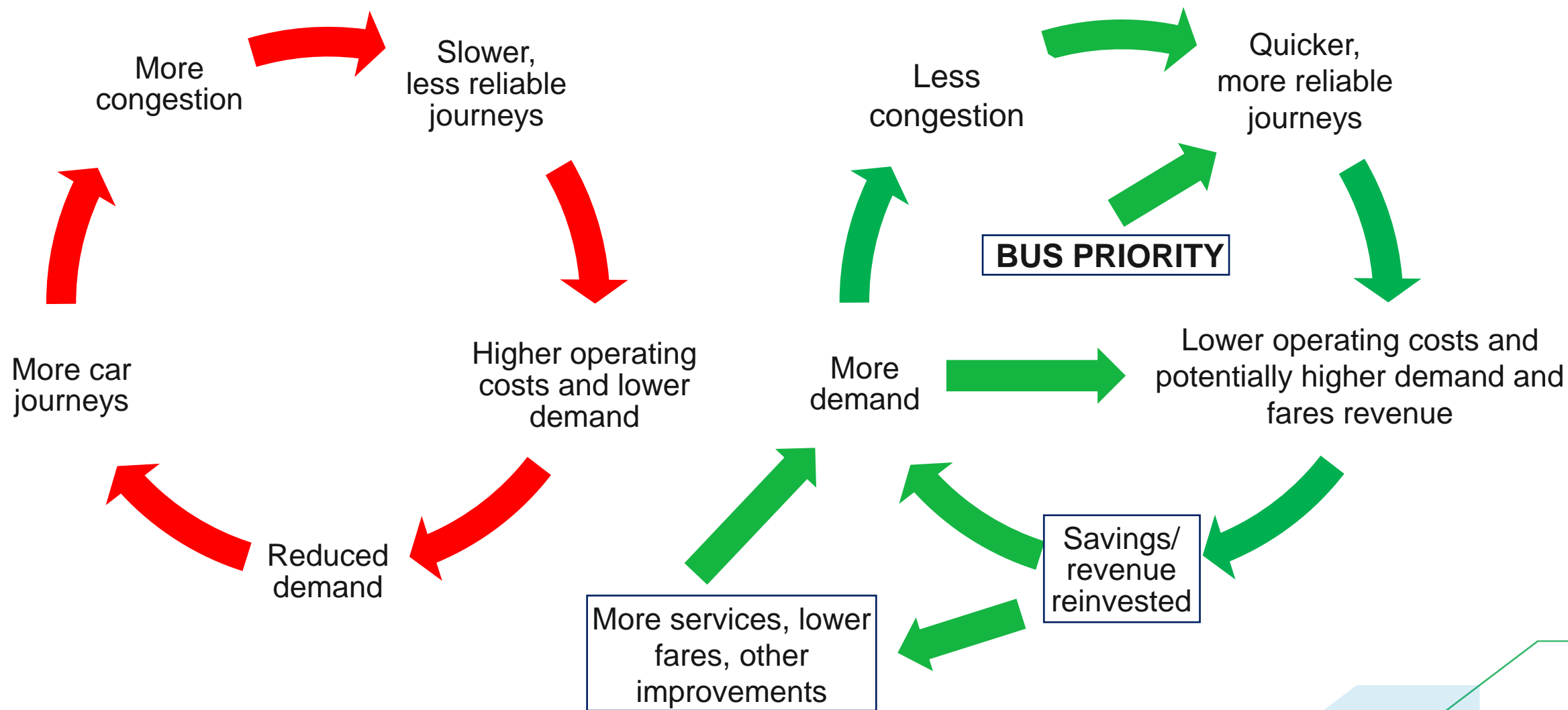
“The impact of COVID-19 is both a significant risk and an opportunity. It has meant much greater co-operation between many LTAs and bus operators which we cannot afford to lose.

While relationships and capacity still need to be built and improved, **there can simply be no return to the situation, seen in too many parts of England, where services were planned on a purely commercial basis with little or no engagement with, or support from, LTAs.** [It]... provides a unique chance to change the way in which local authorities and operators work together and deliver significant improvements for passengers”

National Bus Strategy

- All English LTAs have BSIPs in place
- 88% of LTAs have now created their Enhanced Partnerships (EPs) with the remaining 9 in the final development stages
- 3 Mayoral Combined Authorities are opting to pursue franchising solely
- **Bus Connectivity Assessments:** As a condition of receiving BSIP+ funding, LTAs will be required to work with operators to submit Bus Connectivity Assessments (BCAs) to DfT as part of our wider efforts to promote long-term sustainable bus networks.

Reversing the spiral of bus decline



Bus Priority Policy

National Bus Strategy

“In Bus Service Improvement Plans, we expect to see plans for bus lane on any roads where there is a frequent bus service, congestion, and physical space to install one.

Bus lanes should be full-time and as continuous as possible. They should be part of a whole corridor approach, including other physical measures... “

10A Bus Passenger Survey

We are conducting a short piece of research to understand present experiences and opinions of 10A bus passengers.

If you are a 10A bus passenger, please could you spare 5 minutes to complete the survey?

Your feedback will help shape improvement plans for the 10A bus route and help to monitor if, and how experiences and opinions change after any improvements are made.

Your responses will be treated in the strictest confidence, and you won't be identified in any information. All information will be held strictly in line with UK GDPR and the Data Protection Act 2018.

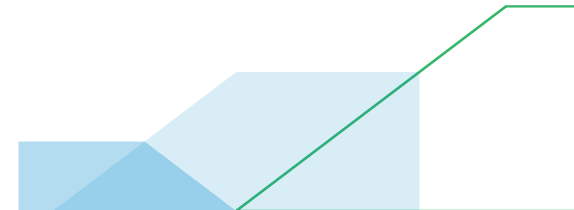
[Complete Survey](#)



Plan for Drivers

“Drivers are often frustrated as they feel like rules are imposed in an arbitrary or inconsistent way, so we will:

- strengthen guidance to local authorities on the operation of bus lanes. For example, bus lanes should only operate when bus services are running, or when traffic flows are heavy enough to delay buses
- refresh the technical advice, making it clear local authorities should use their powers to ensure bus lanes are open to motorcycles, and will launch a consultation on motorcycles using bus lanes as a default”












Fit for purpose = reflects user needs?



Meet the Personas



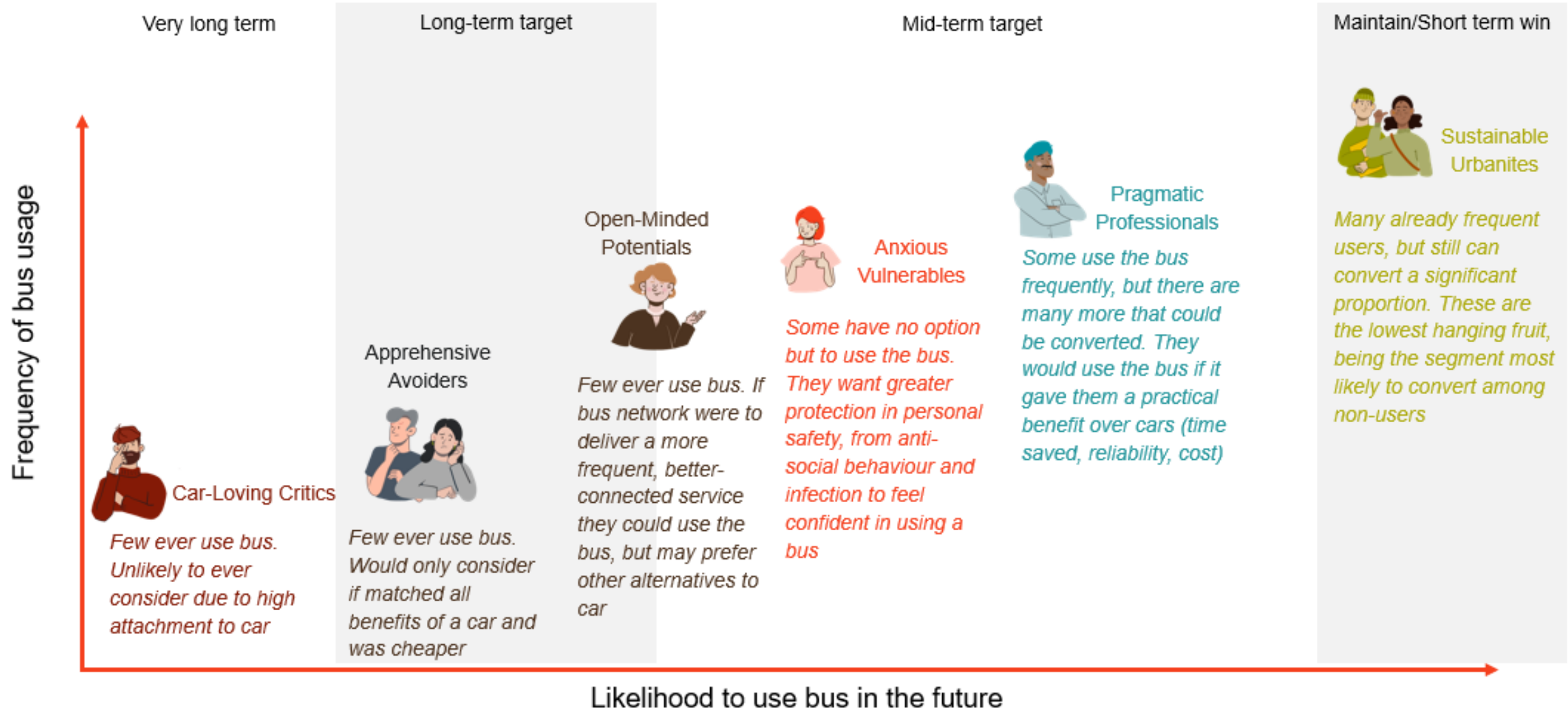
<p>Segment 1 Less Mobile, Car Reliant</p>  <p>Brian</p> <p>I am a wheelchair user and the door-to-door experience is infinitely easier if I drive.</p>	<p>Segment 2 Young Urban Families</p>  <p>Farah</p> <p>My husband and I share our car, and between commuting and school runs – a second car would be very handy!</p>	<p>Segment 3 Older Less Affluent</p>  <p>Gina</p> <p>I work in adult social care and my car is essential for getting out and about to my clients. I don't have any choice but to drive.</p>	<p>Segment 4 Comfortable Empty-nesters</p>  <p>Jeff</p> <p>We got rid of one of our cars when we retired. With the slower pace of life, we enjoy using bus and train services.</p>	<p>Segment 5 Suburban Families</p>  <p>Nigel</p> <p>I work from home a lot more but I still drive to work. I'm hoping that we might be able to afford an electric car soon.</p>	
<p>Segment 6 Heavy Car Users, Frequent Flyers</p>  <p>Oliver</p> <p>I use the car every day – it's down to where I live, my job and driving the kids around.</p>	<p>Segment 7 Elderly And Low Income Without Cars</p>  <p>Peter</p> <p>I miss the freedom of using my car but having an over-60s pass helps me to get out and about.</p>	<p>Segment 8 Urban Professionals Without Cars</p>  <p>Pippa</p> <p>My spinal condition means that bus journeys are just too uncomfortable, so I am more reliant on lifts from my daughter.</p>	<p>Segment 9 Young Low Income Without Cars</p>  <p>Rosa</p> <p>I can get everywhere I need to easily by public transport, but I'd like to use my bike more.</p>	<p>Segment 9 Young Low Income Without Cars</p>  <p>Zoe</p> <p>I can access bus and Metro services from where I live but I'd love to have my own car when I can afford it.</p>	<p>Segment 9 Young Low Income Without Cars</p>  <p>Zahir</p> <p>I'm out of work and struggling financially – so I walk and cycle whenever I can to save money for essentials.</p>

Non-car Owning Segments

Bus User Segmentation



A six-segment solution differentiated on bus usage and openness to buses in the future



Network North: a significant opportunity

£2 bus fare cap: Additional investment of up to £260 million to keep at £2 until the end of December 2024.

Bus Service Improvement Plans: An additional £1 billion to Local Transport Authorities the North and the Midlands. First £150m already confirmed for 24/25.

City Region Sustainable Transport Settlements: The £8.8bn second round of funding for CRSTS for 27/28 to 31/32 increased to over £15 billion. With the new East Midlands Combined County Authority to join the programme.

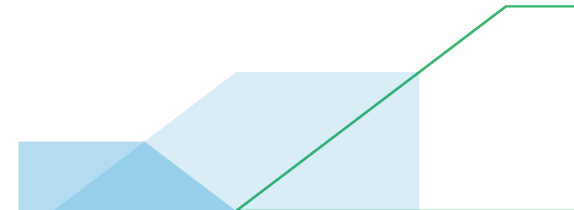
Local Integrated Transport Settlements: £4.7 billion made available to places outside city regions areas in the North and the Midlands for integrated transport settlements, starting from 25/26.



Department
for Transport

NETWORK NORTH

TRANSFORMING BRITISH TRANSPORT



Attenborough Hall



Claire Walters Chief Executive Bus Users UK

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Bus services: fit for purpose?



For bus services to be 'fit for purpose' they must meet the needs of the communities they serve

The challenge for operators is to make them:

- more attractive to people who don't **choose** them
- more accessible to people who **can't** use them
- and more affordable and reliable for the millions of people who **depend** on them

PRIORITISED

Transport policy continues to favour the private car as highlighted by the recently announced 'plan for motorists'

The focus on electric vehicles does nothing to tackle congestion and actively fuels transport inequality

We need a long-term and fully-funded commitment to prioritising **public, shared** and **active** travel

FAIRLY FUNDED

Bus recovery funding has been **short-term** and last-minute, leaving many services at risk

The National Bus Strategy has delivered vital new funding through BSIPs but only for regions whose **bids** were successful

This current funding approach creates **instability** and transport inequality

And it leaves operators and passengers unable to **plan** ahead

COMMUNITY DRIVEN

For services to be sustainable they have to be **viable**

That means meeting the needs of the **communities** they serve

And **responding** to changes in those needs

Meaningful **consultation** and ongoing local engagement that targets diverse and representative groups are vital

INCLUSIVE

Knowing what passengers **need** from their local bus services is only half the story

We also need to identify the **barriers** that prevent people from accessing or using services

And work with excluded groups to ensure they can travel safely and with **confidence**

PASSENGER FOCUSED

Good customer service and complaints handling make passengers feel seen and **valued**

It's also an **opportunity** for operators to learn and improve

Responding positively to complaints and working with passengers to resolve them is probably the single most effective way to ensure services are **fit for purpose**

And the best way to get more people on board!

TO RECAP

We need bus services to be:

- Prioritised
- Fairly funded
- Community driven
- Inclusive
- Passenger focused

To ensure they are fully **fit for purpose** now, and viable and sustainable for the future

Claire Walters

Chief Executive

0300 111 0001

enquiries@bususers.org

www.bususers.org



Attenborough Hall



Adam Clarke

**Deputy City Mayor, Climate, Economy and Culture
Leicester City Council**

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leicester buses

www.leicesterbuses.co.uk

Improving Bus Partnerships

Cllr Adam Clarke

Deputy city mayor

Portfolio holder for climate, economy
and culture

Leicester City Council

November 2023



leicester buses

www.leicesterbuses.co.uk

Leicester Enhanced Bus Partnership

Working in partnership



Leicester
City Council



arriva



Centrebus



Enhanced Bus Partnerships

- Can quickly transform *whole* bus network if :
 - partners and finances move together
 - it is a sustained approach
- Leicester already achieved a lot - quickly, cheaply across whole network and several operators

However ..

Strategic changes required to fully deliver a Plan!

the big
bus plan



30 frequent
bus lines



Strategic changes to deliver the Plan

1. DfT Capital Funding
2. DfT Revenue Funding
3. Funding on Performance
4. Strengthened Commitments
5. Demonstration City of Partnership Excellence
6. Independent EP Review
7. Devolution for all LTAs
8. Bus Service Operators Grant
9. Concessionary Fares Reimbursement

**beating
congestion**



**better
buses**



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Alison Edwards Director of Policy **CPT**

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Bus services fit for purpose

Alison Edwards – Director of Policy and External
Relations

7th November 2023

Economic Contribution

Bus passengers drive local economies spending an average of:

- £22 a day in the local area when at work
- £28 on day-time leisure trips
- £39 on night-time leisure trips
- £41 on shopping trips

Annual contribution to the UK economy includes:

- £9.2bn spent in town/city centres while at work
- £13bn on leisure
- £18.7bn spent at the shops

*CPT research 2023

Previous research has estimated that bus commuters add around **£64bn** a year to the economy*

*ITS ,University of Leeds



Social Contribution

40% of low-income households have no access to a car, and use the bus **over three times more a year** than those from high income households

10% improvement in local bus connectivity associated with a **3.6%** decrease in social deprivation

More than three quarters of job seekers do not have access to a car

1



If we all took the bus instead of the car twice a month, by 2050 this would create...



A reduction of **15.8 million tons of CO₂e**



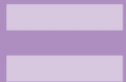
Reductions in air quality pollution valued at £28million



Health benefits worth £14.9 billion



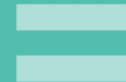
Reductions in congestion valued at £29.4 billion



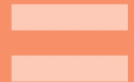
The total emissions of the North East in 2019



Enough to pay 800 nurses for a year



Enough to build 33 new NHS Hospitals



More than the GDP of the city of Manchester in 2019



What do passengers want?

Fast

Frequent

Reliable

Affordable



Delivering Better Bus Services

A Toolkit for Engaging
with Local Communities



Recruitment and Retention – Guidance Launched!

Recruitment

- Attracting Applicants (General)
- Advertising / Promotion of Roles
- Jobcentre Plus
- Career Transition Partnership (CTP)
- Pre-employment Schemes
- Recruiting Former Police Officers
- The Princes Trust
- Apprenticeships
- Attracting Applications from Females and Other Under-represented
- Making the Role More Rewarding
- Other Ways to Attract Applicants
- The Employee Value Proposition (EVP)
- Assessment, Interviews and Follow-up
- Provisional Licence Application
- D4 Medical Completion
- Timescales for Licence Issue
- DBS Checks
- Onboarding

Training

- Training - Basics
- Funding for Training
- Arranging Training
- Arranging Tests
- Wider Training
- Completion of Training

Retention

- General
- Understanding the Issues
- Workplace Culture
- Working Collaboratively
- Working Practices, Driver Duties / Shifts and Rostering
- Staff Facilities
- Benefits and Discounts for Staff
- Making the Role More Rewarding
- Ongoing Training and Support

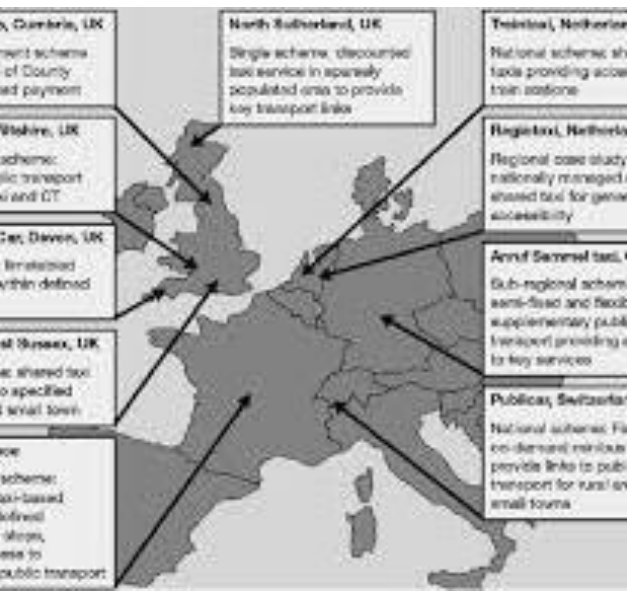


A hand holding a black contactless payment card near a yellow fare machine with a TfL logo.

£2 fare cap until end 2024

“Good news for passengers”

What next?



How to deliver buses in hard to reach areas?

GIS analysis of current bus provision and gap analysis

Deliberative research to understand 'how much bus is enough?'

A review and analysis of case studies



Zero Emission Buses and Infrastructure

Long term, predictable funding

Measures to support the transition in rural areas – Rural Zero Emission Bus Taskforce



A decorative graphic on the left side of the slide consists of three overlapping, right-pointing chevrons. The outermost chevron is light green, the middle one is dark blue, and the innermost one is teal. The chevrons are layered such that the dark blue one is on top, the teal one is in the middle, and the light green one is at the bottom. The background of the slide is white with light green and teal geometric shapes in the corners.

Thanks.

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