

# 1. Bus Strategy

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## 1. Setting the Scene

- 1.1 Buses play an important role in the movement of people in the Joint Local Transport Plan (JLTP) area. Around 9% of all journeys to work (Census 2001) are by bus, rising to over 29% for people working in Bristol city centre and 20% for Bath. In total, over 55M passengers per year are carried by bus in the area accounting for around one third of total patronage in the South West. Bus patronage in the JLTP area is therefore crucial in achieving national and regional targets.
- 1.2 This document sets out the joint bus strategy for Bath and North East Somerset, Bristol, North Somerset and South Gloucestershire as required by Section 110 of the Transport Act 2000. It forms part of the JLTP and has been the subject of consultation in line with Section 111 of the Act.

## 2. Vision

To make bus travel a realistic and attractive alternative to private car use. Achieve significant growth in both passenger numbers and the extent of the network, so that car use and traffic congestion can be significantly reduced and more people can take advantage of the benefits that buses bring.

## 3. Bus Strategy and the Shared Priorities

### Congestion and Air Quality

Improved bus services are critical to achieving modal shift from the car with consequential reductions in congestion and improvements in air quality. Reduced congestion helps bus operators. The use of new buses using cleaner fuel technologies will also improve air quality.

### Road Safety

New infrastructure providing safer facilities for passengers; cyclists' safety improved through use of bus lanes and priorities.

### Accessibility

Substantial upgrade in the quality and reliability of bus services, together with much improved integration (in the bus network itself and with community transport and other modes of transport) will increase accessibility. New low-floor buses will also greatly improve accessibility for people with prams and buggies or mobility difficulties.

### Other Quality of Life Issues

Modern, clean buses and enhanced bus stops and shelters can contribute towards better streetscapes and improve perceptions of personal security. Upgraded bus services and infrastructure also contribute towards meeting Neighbourhood Renewal objectives. Buses offer a sustainable way of accessing important areas of landscape and biodiversity and the wider countryside.

## 4. Issues

- 4.1 As shown in section 3, buses make a contribution to all of the Shared Priorities but they have a particular role in providing an alternative to the private car and thereby helping to reduce congestion. The Greater Bristol Strategic Transport Study surveys in 2005 show that just under three-quarters of respondents (73%) stated that they would be very willing (35%) or willing (38%) to use buses as an alternative to the car if improvements were made. For greatest impact the JLTP must concentrate on encouraging greater use of buses and focusing marketing and information on those willing to change.
- 4.2 Increasing the number of bus passengers is critical to securing additional private

investment in the bus fleet and expanding the bus network. It is also critical that this increase is primarily achieved through a modal shift away from car dependency, in order to meet congestion objectives and encourage more sustainable travel. In this way, we seek to create an environment where there is steady growth in the market to generate confidence for the operators to buy additional buses, upgrade their fleets, operate new routes and enhance existing services.

- 4.3 Essential to securing an expanding and enhanced bus network is improving reliability and punctuality and increasing satisfaction with bus services. The perception of unreliable and expensive services will not be an attractive alternative to the private car or provide those without access to a car the quality of service they seek.
- 4.4 The bus network's ability to allow people to access jobs, services and shopping and leisure opportunities within a reasonable amount of time is also critical and an essential ingredient in accessibility planning. The availability of services depends both on commercial decisions by the bus operators and the support that the four Councils are able to give to non-commercial services. Support from the Councils is heavily influenced by the availability of revenue funding and trends in tender prices, which in turn reflect bus industry costs.



- 4.5 Land use and development control policies influence bus use and can help improve accessibility by steering development to areas that are, or can be, well served by public transport.

## 5. Delivery Programme in the Plan Period 2001/02 – 2005/06

- 5.1 In the LTP1 period the Authorities carried out, in partnership with the operators and other stakeholders, a range of activities aimed at maintaining and improving bus services and infrastructure in line with their four individual bus strategies. Schemes implemented using Local Transport Plan funding included:
- 3 showcase bus routes.
  - 5 new multimodal interchange sites and made improvements to 8 existing interchanges.
  - 2 High Occupancy Vehicle lanes.
  - 9 bus lanes and bus priority measures.
  - a new park and ride site on the A4 at Portway to serve Bristol city centre and extended other sites (see Parking Supporting Statement);
  - introduced 49 new bus stops and made improvements at approximately 450 existing bus stops, including new and replacement shelters.

## 6. Good Practice

### Showcase Bus Route 76/77

Bristol's first Showcase bus route for services 76 and 77 along the A38 corridor between Henbury in the North and Hartcliffe in the South has delivered excellent results following its launch in December 2003. The City Council spent £3.5million delivering re-designed junctions, bus lanes and improved shelters with real time information. First delivered

a dedicated fleet of low-floor, modern clean vehicles, at a cost of £2.5million. Together, these two elements have helped to make the route much more attractive to passengers.

The results speak for themselves. Patronage has increased by 12% since the launch. Other users of the route have also benefited from the improved design, with cycling on the northern section of the route up 13%. Congestion has also been substantially reduced with 1,200 vehicle journeys per week removed from this route.

If this approach is rolled out we would expect similar increases in patronage on other corridors.

## Improvements to Bus Service 7, Weston-super-Mare

LTP funding has been used to provide accessibility and infrastructure improvements to bus service 7 in Weston-super-Mare. This service not only links some of the more deprived areas of the town to employment opportunities, shops and other facilities in the town centre, but also the growing district centre of Worle to the north of the town. The route also runs close to a number of residential homes for the elderly.

Raised and dropped kerbs, high quality low-floor buses, new poles and flags and improved timetable information have greatly improved facilities and services for passengers. The route is now fully accessible to people with disabilities and parents with pushchairs.

During the last three years, some £130,000 of LTP funding has been allocated to these improvements and this has brought about a gradual increase in patronage. The introduction of a flat-fare charging regime by the bus company means that 25,000 passengers a week are now being carried. In 2003/4 passenger numbers grew by 11%, building on to the 9% growth the previous year, to achieve 20% growth in just two years.

## 7. Strategy

- 7.1 The key objectives of the bus strategy are to:
- increase the number of bus passengers.
  - increase satisfaction with bus services.
  - improve bus reliability and punctuality and reduce bus journey times; and
  - seek a network of services that meet the needs of people accessing employment, health and education.
- 7.2 Our approach to achieving these objectives is summarised as follows:
- improve punctuality (increasing the proportion of scheduled journeys 1 minute early to 5 minutes late).
  - reduce overall journey times (faster journeys, achieved through bus priority and express bus services and quicker boarding times).
  - improve quality (vehicles, services, interchanges, information).
  - increase frequency and capacity of the bus network.
  - improve interchange, both between bus services and between the bus and other modes;
  - improve accessibility to the bus network, ensuring that the network serves key locations i.e. for jobs, education, healthcare, food shopping etc. (larger network, more frequent network; bus stop improvements; route extensions/modifications); and
  - influence land use and development decisions to accommodate buses and encourage bus use.

### Working in partnership with operators

- 7.3 We will review their existing Bus Quality Partnerships and where appropriate develop new statutory partnerships. As well as working with the major operator, we will also work with the smaller operators and those that operate

tendered services. Through partnership working, we are looking to achieve significant investment in the bus fleet so that over 75% of buses will be low-floor by 2010/11.

- 7.4 We are also looking to work with operators to maintain and enhance the commercial bus network. The aim is also to work with them (and Bristol International Airport) to enhance existing, and develop new, express bus routes as well as expand the number of cross-city services and enhance orbital routes. We recognise that the operators look towards us to provide better infrastructure, especially bus priority measures, to achieve these objectives (see below).
- 7.5 We also wish to work with operators to take up the new opportunities to register more flexibly routed, demand responsive or area based services, particularly in rural areas, where these are shown to be cost effective.
- 7.6 We will work with operators on developing improved ticketing. This embraces more opportunities for off-bus ticket purchase as well as a potential multi-operator travelcard and use of smartcard technology. Better ticketing arrangements will improve boarding times, increase convenience and encourage greater use of the bus.
- 7.7 Recent incidents of vandalism and abuse of bus drivers and their vehicles highlights the need for us, together with the Police, to work closely with operators to ensure that a very small minority of individuals does not undermine the use and coverage of the bus network for the majority.
- 7.8 During the JLTP period, all four Councils will have brought in decriminalised parking enforcement and will have taken on new powers to enforce moving violations of bus lanes. Appropriate enforcement regimes will need to be considered and resourced, including consideration of both fixed and on-vehicle cameras to assist enforcement for both moving and stationary traffic offences.

- 7.9 To deliver the objectives of the strategy operators will be encouraged to invest proactively in the network to complement the investment by the Councils. This will continue the progress made in the last five years when, for example, new buses have been introduced by First In Bristol to serve the 76/77 showcase route (see Section 6) and the extended showcase route 75. First have also carried out a major upgrade of the bus fleet based in Bath and enhancements to the fleet serving Weston-super-Mare.

## Investing in infrastructure

- 7.10 Investment in new and improved infrastructure is critical to achieving our overall aims and specific objectives. This investment will focus on creating quality showcase bus routes but will also address issues in city and town centres and other key locations on the bus network. We will also seek to improve interchanges and the provision of information. Other investment would go towards enhancing individual bus stops through the provision of raised kerbs, better and safer pedestrian access, new shelters and other infrastructure. With all infrastructure investment we will ensure robust monitoring and 'after care' arrangements are in place to ensure the benefits are 'locked in'.
- 7.11 The Councils have already provided a number of bus and High Occupancy Vehicle (HOV) lanes. Further investment in these measures, particularly on key radial and orbital routes, is critical to the success of the bus strategy. Other bus priority measures, including improved traffic signals, bus-gates and queue relocation techniques, will also be employed. We will continue to ensure that these measures also benefit other road users – taxis, private hire cars, coaches, pedestrians, cyclists and motorcyclists - whilst minimising any delays to cars and goods vehicles. In some instances it may be possible to improve journey conditions for all users.

7.12 Past investment in infrastructure has relied on funding from the Local Transport Plan 'integrated block allocation' and we will continue to make use of this funding source in the JLTP area. We also aim to make best use of other sources of funding, for example developer contributions. However, in order to achieve the scale of investment necessary to make a significant improvement to bus travel, we are bidding for 'major scheme' funding from the Government. (Major scheme funding is available for projects that cost in excess of £5m). In the first instance we are bidding for two bus-based major schemes to provide a comprehensive overhaul of the bus networks focused on Bristol and Bath. Further details on these two bids, the Greater Bristol Bus Network and the Bath Package, are detailed below.

7.13 Future major scheme bids will take the concept of modern public transport to a higher 'second generation' level with the development of tram-like bus schemes such as guided bus.

## **Bus services to supplement the commercial network**

7.14 Under the powers in the Transport Act 1985, as amended by the Transport Act 2000, Councils can financially support socially-necessary bus services. Each of the four Councils procures additional non-commercial bus services of this kind, typically in the evenings or on Sundays and in rural areas where the network is not currently commercial. Within the Bristol urban area, most orbital services are also supported. These supported services often provide a vital lifeline for people wishing to access jobs, services, shopping and leisure opportunities.

7.15 The funding for these supported services includes Rural Bus Subsidy Grant as well as local authority revenue budgets. Subject to available budgets this support will continue to be provided during the JLTP period to contribute towards achievement of the JLTP objectives and

delivery of improvements in accessibility and social inclusion. Additional funding is expected through developer Section 106 contributions and we have been fortunate in recent years to be awarded DfT Urban and Rural Bus Challenge funding. We will explore innovative, alternative sources of funding for supplementing the commercial bus network, for example working with partners on implementation of emerging Accessibility Action Plans.

7.16 We are keen to ensure that financial support is invested in the most effective manner and will work together through the bus tendering process to seek the optimum pattern of supported services within available budgets. The Councils also wish to see the operating time and extent of the commercial network increased to release funding for other services. In particular, the programme of investment in Showcase routes, and particularly the Greater Bristol Bus Network major scheme bid, is intended to encourage patronage growth on key routes thereby making them more self-sustaining. This would release revenue support for services elsewhere on the network, for example enhancing the quality and frequency of orbital services.

7.17 The Councils will review their current priorities and approaches towards funding services and use accessibility planning to make more effective use of resources through co-ordination, joint working and 'brokerage' schemes with a range of organisations providing transport services, including community transport operators; Social Services and Education departments; and Health Authorities. We will look at the transport requirements needed in carrying out the Councils' Education or Social Service functions. In South Gloucestershire an Integrated Transport Unit has been set up to identify links between home-to-school, Social Services and mainstream public transport support.

7.18 In some instances it may be appropriate to switch revenue support into feeder or

demand responsive services that connect with the core commercial network rather than fund traditional scheduled bus services from more remote or lower demand areas. A key aim will be ensuring that the bus services supported by the Councils address accessibility priorities and provide links to key services (i.e. jobs, education, leisure and health). This will also involve working with the voluntary sector to improve demand responsive transport services.

## Demand responsive transport

- 7.19 Individual authorities currently provide funding for a variety of demand responsive services including community transport, dial-a-ride and shopmobility. In rural areas, social car schemes are important for access to health facilities.
- 7.20 Bath in addition has a demand-responsive service that links an area of deprivation to the Royal United Hospital. A pilot taxi-sharing scheme in Bristol commenced in February 2005 offering an alternative approach for plugging the gaps in the public transport network.
- 7.21 Existing services have grown up independently of each other, to meet slightly different market and social inclusion needs in both urban and rural areas, including areas of social deprivation.
- 7.22 Particular beneficiaries include the elderly and those with disabilities. Passengers of all services (with the exception of Bristol City Council's Easyrider and the Royal United Hospital accessible scheduled bus service in Bath) are required to qualify through one form of membership criterion or another.
- 7.23 We intend to seek the best balance in financial support between demand responsive services and mainstream bus services and, simultaneously, to seek scope for greater integration and co-ordination. In particular:
- Subsidy levels for community transport and dial-a-ride passengers will be determined;

- We will seek to develop pilot exercises where some supported scheduled bus services will be converted to demand responsive operation;
- Interchange facilities will be established between the core commercial network and demand responsive services at town and suburban centres and other appropriate locations, and options for the interchangeability of tickets explored;
- Consideration will be given to extending dial-a-ride services where appropriate;
- Shopmobility will be extended where appropriate.

## Information and promotion

- 7.24 Information and promotion are critical if the benefits of investment in public transport are to be realised and significant passenger growth achieved. Evidence from personalised travel marketing campaigns shows the potential for patronage growth in excess of 10% through enhanced marketing and information. Similarly, workplace and school travel plans have produced a significant shift to public transport when combined with a wider package of infrastructure measures.
- 7.25 All the four Councils have prepared bus information strategies in line with the requirements of the Transport Act 2000 and will continue to work together to optimise the benefits for the JLTP area as



a whole. Emphasis will be placed on close co-operation between the Councils, the operators and other stakeholders on the provision of bus information and promotion. Greater emphasis will be placed on area-wide and corridor-based information and marketing.

- 7.26 JLTP funding has been allocated for the continuing support of the traveline telephone enquiry service in the South West (SW PTI). We propose to continue our close involvement with this service.
- 7.27 The provision of real time information will be expanded in a range of formats through implementation of the Greater Bristol Bus Network and Bath Package major schemes (see sections 8 and 9).
- 7.28 Through accessibility planning we will continue to develop new approaches in partnership with stakeholders and users. An example is the emerging Action Plan that focuses on developing new information for people with learning difficulties to make it easier to use conventional public transport. Throughout the life of the JLTP we will seek to ensure that information is clear, understandable and available to all.

## Ticketing and fares

- 7.29 Fares and tickets in the JLTP area are commercially determined by the operators, except those on Council-supported services. We will work with the operators to continue to simplify ticketing structures where appropriate. In addition, the Councils will seek, in consultation with the operators and the Office of Fair Trading, to introduce a travelcard to cover travel on all bus services.
- 7.30 During the period of the first LTPs the Councils have worked together to establish a joint half fare concessionary fare scheme. Since 2004, residents have been able to use their bus passes on services starting or ending anywhere in the JLTP area. From April 2006 pass holders will enjoy free travel throughout the JLTP area as a result of the national concessionary travel initiative.

## Interchanges

- 7.31 The provision of enhanced interchanges is crucial for improving the quality of bus travel especially at key locations, for example where radial routes cross orbital routes. (See Interchanges Supporting Statement). This will include improvements to the waiting environment, information, ticketing and links with demand responsive services and taxis.

## 8. Greater Bristol Bus Network Major Scheme Bid

- 8.1 The Greater Bristol Bus Network major scheme bid was submitted in July 2005. The aim is to implement high quality bus services across the whole bus network providing faster and more reliable journeys, making the bus a realistic and attractive travel choice for as many people as possible.
- 8.2 Major improvements along ten key corridors are included in this bid and in total almost 40 new showcase bus routes will be put in place in a 4-year period with all measures in place by 2010. Figure 1 shows the bus services that will benefit. This would represent the most significant investment in bus provision that our area has seen and provide the foundations for taking forward the strategy in the JLTP.
- 8.3 Measures in the bid include more bus lanes, priority for buses and traffic signals, real-time passenger information, modern low-floor buses, improved driver training, improved timetables and information for individuals, tourists and businesses. Improvements for walking, cycling and road safety improvements are linked in with these works.
- 8.4 The bid was prepared in partnership with the main bus operator, First, who have committed to providing investment in new high quality low-floor buses and a range of improvements to bus services.

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8.5 The total funding package in the bid is:-

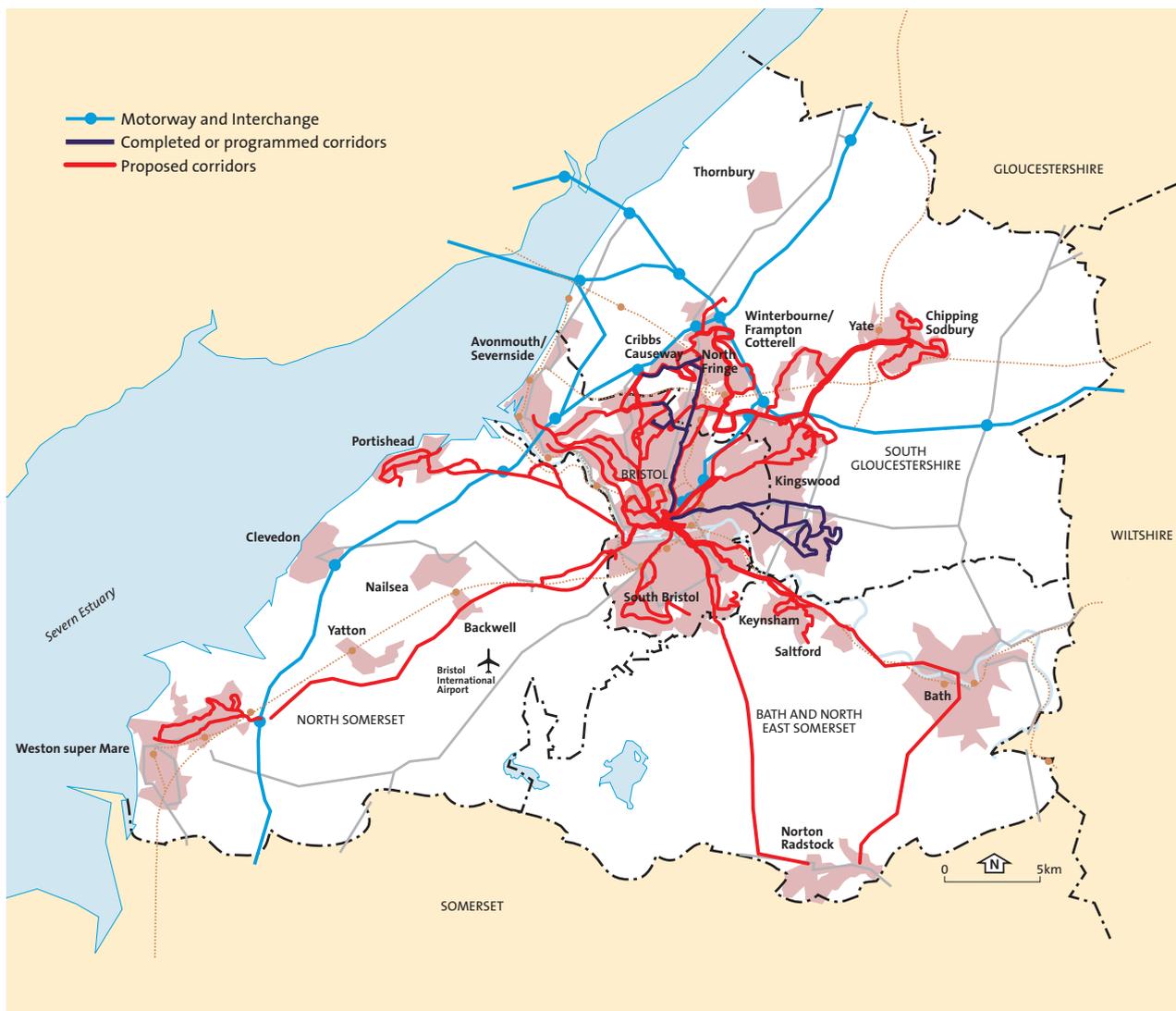
- £42m from Government.
- £20m from First.
- £6m contributions from private developers.

8.6 Individual showcase routes across the area implemented during the first LTP period have shown impressive results (see 6. Good Practice). If the major scheme bid is successful then funding, which

would have otherwise had to be used to implement a limited number of showcase corridors, will be released for investment in other priority public transport schemes and measures targeted at addressing the Shared Priorities.

8.7 In particular, a successful bid is crucial to achieving the advantages of a comprehensive network and thus deliver the bus patronage and congestion reduction objectives for the South West

**Figure 1 - Greater Bristol Bus Network Major Scheme Bid**



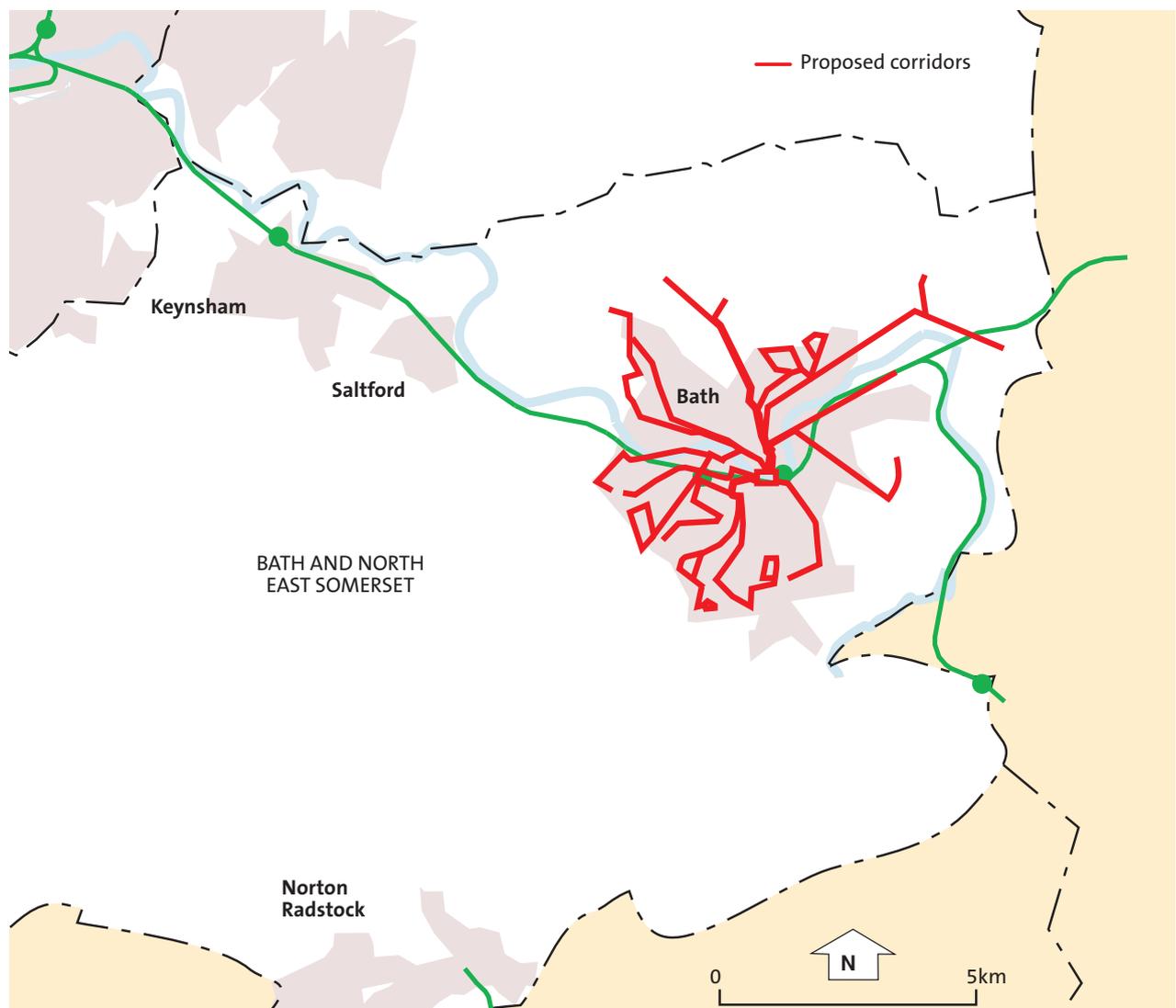
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region as a whole. This is partly due to the ability of the main bus operator to make a substantially larger and more sustained investment than would be the case if progress were to be made on a route- by-route basis.

## 9. Bath Package Major Scheme Bid

9.1 Throughout the area, bus improvements will help to meet the Government's aspiration of economic vitality and improved accessibility to ensure full social inclusion throughout the community. In Bath, we also need to facilitate the environmental improvements necessary to take forward the city's World Heritage Site Management Plan. Bath is unique

Figure 2 - Bus Routes Included in the Bath Package Major Scheme Bid



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within England as the only city-wide World Heritage Site and this places additional responsibilities on the community. These are reflected in our approach to developing integrated accessibility for all.

9.2 The Bath Package bid aims to provide robust and good quality alternatives to using the car for trips within the city whilst laying the foundation for improved air quality and streetscape. It will include bus infrastructure improvements to showcase standards on routes throughout the city, providing quicker and more reliable access between residential areas and employment and leisure in the city centre, the Universities and the hospitals. These improvements will reduce reliance on the private car, thereby reducing pollution. The scheme will provide:

- bus priority measures to improve bus journey time reliability.
- real time passenger information.
- improved stops on each of the ten routes.
- city centre access restrictions to accommodate bus priority.

9.3 In parallel with this, two key improvements are already in hand. The city's predominant bus operator First introduced a fleet of new, low emission buses in 2005. Secondly, the Southgate development is bringing with it a much improved bus-rail interchange, with a new bus station alongside an improved Bath Spa railway station.

9.4 The bus routes included in the scheme are shown in Figure 2.

## 10. Coaches

10.1 The network of scheduled coach services in the JLTP area is provided commercially, and is characterised by good services connecting Bristol and Bath to London, and regional services on other corridors. We will work towards better facilities for scheduled coach and express bus services

and encourage further services to and from destinations not currently served by rail. (See the Coach Supporting Statement which also covers other services such as tourist and leisure-related coaches).

## 11. Access to Bristol International Airport

11.1 The Councils are committed to working with Bristol International Airport (BIA) to increase the frequency and coverage of express services to the airport as part of the emerging Airport Master Plan and Surface Access Strategy. BIA's Provisional Revised Airport Surface Access Strategy has set a target to increase the proportion of passengers using the Flyer from 4.6% in 2004/5 to 8.9% by 2011.

## 12. Park and Ride

12.1 Park and ride sites and services remove car trips at or before points of congestion on key routes, allowing car users to transfer to public transport, thereby reducing congestion and air pollution along the route and in the centre of towns and cities (also see Parking Supporting Statement).

12.2 Park and ride services operated under contract to the Councils are priced to attract car users and minimise abstraction from other public transport services. The fare structure is therefore closely linked to bus and rail fares and central area parking supply/charges.

12.3 Park and ride already plays a highly successful role in reducing car use in congested areas, with over 2 million users per year in the area as a whole. To build on this success the JLTP seeks new and enhanced sites on congested radial routes, complemented by the provision of bus priority measures to ensure that the bus journey remains quick and reliable at all times.

## 13. Demand management/ pricing mechanisms

- 13.1 All the Councils have adopted policies and measures that discourage long-stay commuter car parking in their town and city centres and will pursue these further through expanded park and ride facilities, residents' parking schemes and pricing measures.
- 13.2 The four Councils are also considering the introduction of fiscal based demand management tools which could potentially be introduced towards the end of the JLTP period, though this is dependent on further assessment and appraisal. Such measures will be explored as part of the demand management studies to be funded by the Transport Innovation Fund (TIF), the subject of a successful bid by the Councils in late 2005. The TIF will provide the Councils with access to further capital and revenue funding and allow them to pump-prime the provision of additional bus services.

## 14. Targets

### Bus Patronage

- 14.1 Assuming that the Greater Bristol Bus Network and Bath Package major scheme bids are successful, the target (BVPI 102) is to deliver an increase in bus patronage of 12% by 2011 (compared with a 2003/04 baseline). This would increase annual passenger numbers to 62 million. If the bids are unsuccessful, a lower target



of 3% increase in patronage will have to be adopted. It should be borne in mind that this is still ambitious within the scope of the Integrated Transport block funding and that there is a national trend of declining bus use.

- 14.2 The impact of more radical traffic restraint such as congestion charging /workplace parking levies is not included in these targets. If a charging scheme were to be introduced then this is unlikely, as noted in 14.2, to be until the end of the JLTP period. In the event that charging was introduced in this JLTP period then these targets would be modified accordingly.

### Bus punctuality

- 14.3 The bus punctuality target (LTP5) is based on a trajectory of 90% of all bus services operating between -1 and + 5 minutes (i.e. the bus running no more than one minute early or five minutes late) of the scheduled journey time by 2014/15. However, if the major scheme bids were to be successful, it is anticipated that the target of 90% reliability could be achieved by 2011/12.
- 14.4 This target replicates the assessment criteria used by the Traffic Commissioner when assessing the reliability of an operator.
- 14.5 The target will be achieved through partnership working between operators and the Councils, and in particular with the development of a Punctuality Improvement Partnership. This will recognise the importance of both the management of the road network by Councils and operator action to improve bus punctuality.
- 14.6 The Punctuality Improvement Partnership will, through implementation of the Traffic Management Act 2004, aim to address congestion and streetworks which hinder bus punctuality. The partnership will also recognise the operators' responsibility for improving punctuality, such as ensuring that the bus starts on time, and explore options for improving boarding times at stops.

14.7 The Greater Bristol Bus Network major scheme bid has identified trouble spots along the various routes which cause problems for buses in maintaining punctuality and proposes measures to address these.

## Bus satisfaction

14.8 The target for bus satisfaction (BVPI 104) is based upon a 2003/04 baseline. The Government-defined minimum target is a 6% increase on the baseline. However, if the Greater Bristol Bus Network and Bath Package major scheme bids are successful, we anticipate being able to achieve a much greater level of passenger satisfaction, and this is reflected in the targets.

## Bus information

14.9 There are 3 regional targets relating to traveline, all based on a 2005/06 baseline. Regional 1 aims to maintain 100% accuracy in timing point data. Regional 2 aims to increase bus stop accuracy from 94% to 99%. Regional 3 aims to increase the verified traveline data from 60% to 90%.

## Community Transport/ Demand Responsive Services

14.10 The JLTP target for community transport/ demand responsive services (Local 3) aims to increase the number of passenger journeys from a baseline figure of 263,000 in 2003/04 to 397,000.



## 15. Bus Action Plan

15.1 We are planning a range of schemes, measures and other initiatives in the JLTP Bus Action Plan to take forward this strategy in the five years 2006/07 to 2010/11. The Action Plan is reproduced below.

### JLTP Bus Action Plan

#### Investing in infrastructure

- Create further Showcase Bus Routes with high quality low floor buses, real time information, new bus lanes and other bus priority measures to reduce journey times and improve reliability. Key corridors during the period would be the A4018 (Bristol City Centre to Cribbs Causeway), X1 from Weston-super-Mare to Bristol and service 10 corridor in Bath serving Southdown.
- New and enhanced interchanges – waiting, information, ticketing, links between local, express and demand responsive services and other modes e.g. rail, cycles and taxis. Key schemes include central Bristol (Broadmead, City Centre) Southgate in Bath, main railway stations and further improvements to Cribbs Causeway regional shopping centre.
- Improve individual bus stops through the provision of new shelters, real time information and raised kerbs to support the use of low-floor buses. Year 1 priorities seek to build on the existing work on showcase route 76/77 and concentrate resources on service X1 (Weston-super-Mare), service 75 between Bristol and Cribbs Causeway and service 13 in Bath.
- Erect bus shelters and improve stops in rural areas.
- Install Select Vehicle Detection both as a stand-alone system and linked to wider UTMC systems.
- Enhance provision of information including installation of real time information.

# 1. Bus Strategy

- Provide additional variable message signing at key locations, for example main interchanges and shopping centres. Retail and tourist centres of Bristol and Bath will be targeted for these measures.
- Promote greater use of the Internet and Transport Direct to provide real time journey information.
- Install new bus or HOV lanes including further measures on the A4174 ring road and the A369 corridor to Portishead.
- Other bus priority measures including bus-gates and queue relocation techniques will be employed where appropriate.
- If significant additional Major Scheme funding is secured this would give a major boost to bus services and deliver a full network of showcase routes backed by substantial investment in new buses and services (go to Chapter 10, Major Scheme Bids).
- Review arrangements for coach setting down and parking arrangements as part of visitor management initiatives.

## Additional and enhanced bus services

- Encourage patronage growth to make commercially unviable services more viable. Provide further evening and weekend services with revenue savings and other sources of funding.
- Review current priorities and approaches for funding services and integrate with Education and Social Services transport.
- Ensure the network of bus services addresses accessibility priorities and provides links to key locations such as jobs, education, health, food and major urban centres.
- Procure maximum value for money from revenue support.
- Pump-prime new services for new development. For example, by 2008/09

developer funding will secure delivery of two new high frequency bus services from Filton Northfield serving Cribbs Causeway, Bristol city centre and UWE.

- Work with community transport providers to develop, rationalise and integrate demand responsive and other services for urban and rural areas where conventional bus services are not feasible.

## Working in partnership with operators

- Review the existing Bus Quality Partnership and where appropriate develop new statutory partnerships.
- Seek to work with the smaller operators and those that operate tendered services. Improvements to the city centre orbital service in Bristol.
- Working closely on Bus Punctuality Improvement Partnerships to understand how punctuality problems can be minimised.
- Achieve significant investment in the bus fleet to improve quality.
- Look at opportunities to improve customer-service.
- Expand the number of cross-city/ town services.
- Enhance orbital routes through priority measures at 'hot spots' and seeking to support fleet enhancement through the purchase of vehicles.



- Take up new opportunities to register more flexibly routed, demand responsive or area-based services, particularly in rural areas.
- Widen ticket options through developing improved ticketing and concessionary travel schemes.
- Working in partnership with BIA to improve Flyer bus service to Bristol International Airport.
- Working with the coach operators to explore the potential for improving express services to and from significant destinations not served by rail.

## **Working in partnership with the police and operators**

- Reduce incidents of vandalism on bus stops and vehicles.
- Reduce abuse of bus drivers.
- Improve personal security for passengers.
- Improve enforcement using new powers under the Traffic Management Act 2004.