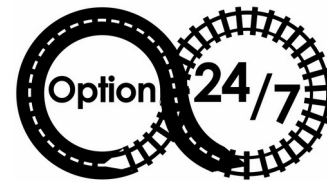


Bus Back Better – 19.4.2021



Zoom meeting from 19:30

This slide set at http://option247.uk/o247_bbb_20210419.pdf

Correlated by Graham Ellis – graham@railcustomer.info -

V1.0, 19.4.2021

Agenda



1. For NEWCOMERS, we'll start with a brief summary of what "Bus Back Better" is all about
2. We'll take a look at progress and what's been happening over the last few weeks
3. Then we need to look ahead and plan; BBB is the best opportunity in 30 years - and funded too - to make changes that make a service suitable for our changed future as we move towards a zero carbon world. And it can be done by using the carrot and not the stick.

1. Brief intro for newcomers



Buses are at the centre of the public transport network, making 4.07 billion journeys in England in 2019/20

For decades, buses have been largely ignored by policymakers. Unlike rail, road aviation, cycling or walking, there was not – until now – a national strategy for buses. And unlike rail or road, buses have never – until now – had long-term funding commitments. Almost uniquely in the developed world, bus operators themselves, outside London, decide where most services are run and what to charge.

COVID-19 has caused a significant shift from public transport to the private car. To avoid the worst effects of a car-led recovery – cities and towns grinding to a halt; pollution, road injuries, respiratory illness and carbon emissions all rising – we need to shift back quickly, by making radical improvements to local public transport as normal life returns. Buses are the quickest, easiest and cheapest way to do that.

BBB paper (Contd.)



To achieve our goal, this strategy will make buses more frequent, more reliable, easier to understand and use, better co-ordinated and cheaper: in other words, more like London's, where these type of improvements dramatically increased passenger numbers, reduced congestion, carbon and pollution, helped the disadvantaged and got motorists out of their cars.

We want the same fully integrated service, the same simple, multi-modal tickets, the same increases in bus priority measures, the same high-quality information for passengers and, in larger places, the same turn-up-and-go frequencies. We want services that keep running into the evenings and at weekends.

What

A Network connecting to make total journeys Going when and where people want and need A frequency to reduce timetable dependency Affordable and understandable information Quality sustainable buses and facilities

Where

England

- within England organised by LTAs e.g. Wiltshire
- within LTAs worked out by areas e.g. Melksham

Note cross border issues

Who

Local Transport Authority

Bus Operators

and the community (far more than every before)

When

by end of June 2021 - Decision, Enhanced Partnership or Franchise

by end of October 2021 - Bus Service Improvement Plan (BSIP) in place

From April 2022 - Launch / funding for new system

Why

- Passenger viewpoint
- LTA viewpoint
- Operator viewpoint
- Zero carbon viewpoint
- Finance and economy viewpoint



Community Help – How?



Mandated:

Help advise on service / network futures including intermodal

Work with operators, LTAs and other modes & groups in partnership

And we should add:

Offer ongoing community help to ensure the changes work



*Remember – it's about the
people and their journeys
– not just this year but
next year and beyond*

It's about these people!



Mr K now travels to his office 2 days a week rather than 5. With 4 journeys rather than 10 every week, he can afford to travel just a little slower, especially as it saves him so much in personal transport (car) costs.

Miss L is concerned about clean air and wants to travel as green as possible. She'll go by bus or train if only she can - especially if it's cheaper overall than running a car.

Family M are off to **W** this year on the South Coast for a holiday. Rather than have the nightmare of a car in the congested streets of this port, they're going by train then using the bus to get around locally.

Mrs N will commute to her work by bus and train once they connect at her local station.

Mr O finds that he can think, relax, read on the bus - quality time that's lost when he's behind the wheel of a car.

Ms P used to drive to the station - or sometimes all the way to work in **Y**. Increasing costs such as car parking, and the availability of a connecting bus from the end of her street, mean that she's now using that integrated transport.

Mr Q now takes the bus. He used to drive, but finds that even the short walk to the bus stop helps him keep fit and now that the bus takes him where we wants, he uses it regularly.

Mr R makes a short journey but not on a direct transport route. Interchangeable tickets, integrated information and the filling of some service gaps will make his total journey practical by public transport - and he's delighted.

Miss S has found employment as a bus driver. She loves meeting all (well - most) of her passengers and helping the economy and quality of life with the service she's helping to provide.

Mrs A can no longer drive. She relies on the bus to get her from her home into the town centre where she meets friends and does her shopping.

Mr B works in **X**. He's unable to drive for medical reasons, and commutes by bus every day; sometimes he has to work late and catch a bus back in the early evening.

The C family send their daughter to school in **Z** - a journey of about 6 miles. It's not their nearest school, but it's the right one for her and she gets there by bus.

Miss D and her college friends want to meet up for a 'social' at the weekend or an evening; due to high insurance premiums none of them can afford a car, and in any case they want to be able to enjoy the evening without having to be awake (and sober) enough to drive safely home afterwards.

Mr E will be retiring in about 7 years - he's getting on a bit, shakey on his legs, and can no longer walk to the local railway station without it leaving him so tired he can't do his job properly.

Mrs F no longer has a bus to get to her doctors, so now she requires home visits.

Ms G had planned to go to college this September with a view to getting qualified and back into employment, but she's had to put these plans on hold because the bus that would get her home at the end of the college day doesn't run any more.

Mr H doesn't use the bus at all. But he can't get a car parking space in town / at work any longer as all the spaces are filled with people who used to use public transport, so he gets very frustrated and parks in residential streets to the annoyance of those residents.

Ms I is a health service / social services administrator, and she notices a severe strain on her 'customer transport' budget because she's now spending a lot of money (and organisation time) and arranging and paying for customers who used to use the bus.

2. Progress Report



29th March was too early for WC involvement in meetings

Wiltshire election are on 6th May. WC are unable to meet due to purdah and no political direction being available

However ... our community members and officers have some knowledge and have been able to start preparations

Early activity (1)

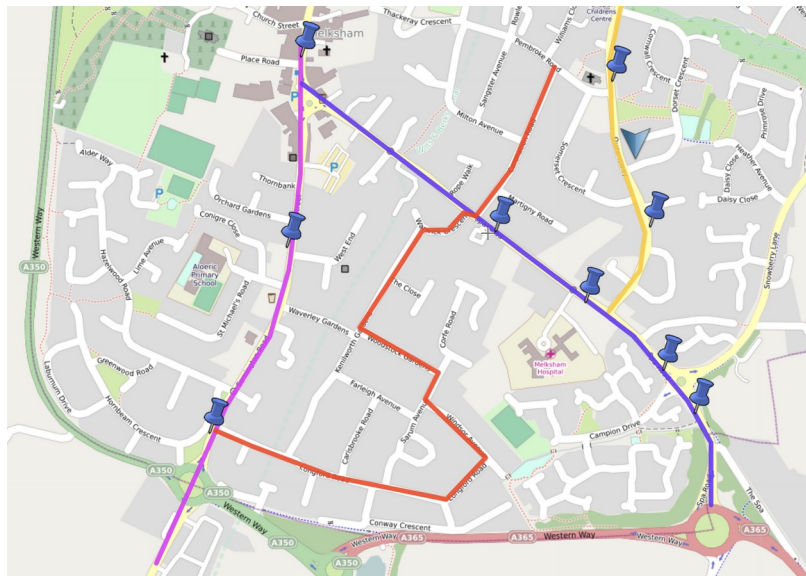


WC have claimed £100k of Govt planning money and are looking for "Enhanced Bus Partnership experts" (tacit and expected confirmation that they will go that way and not franchise)

Early indications of the sorts of suggestions that will go down well with the people charged with coming up with practical, workable, sustainable developments. And that's including expansion away from daytime / weekday services that primarily cater for specific sectors in the direction of 24/7. Noting that suggestions are sought and not prepare ahead of time for a "consultation" exercise.

Early indications that extra / changes will be on something of a trial basis - extra to be merged in with existing services if they are a success, based on minimise risk to current users. There may be a case we can make to tweak some of these services.

Early Activity (2)



SERVICE 17		MON-SAT DAYTIME		SERVICE 18		MON-SAT DAYTIME		SERVICE 19		EVENING/S
<i>Starts as Service</i>		18		<i>Starts as Service</i>		17		<i>Starts as Service</i>		16
Melksham Railway Station	xx17			Melksham Railway Station	xx49			ASDA Superstore	xx45	
Market Place Kings Arms	xx25			Market Place Kings Arms	xx57			Melksham Railway Station	xx50	
Berryfield Holbrook Vale	xx29			Spa Road Hospital	xx59			Sainsburys Superstore	xx56	
Bowerhill Knorr Bremse	xx33			Queensway	xx01			Market Place Kings Arms	xx59	
Bowerhill Kingfisher Drive	xx37			Forest Road	xx03			Spa Road Hospital	xx01	
The Spa (for Surgery)	xx40			Melksham Forest Chapel	xx04			Snowberry Lane Surgery	xx02	
Queensway	xx42			Sandridge Garage	xx05			Eastern Way Oakfield Gate	xx03	
Lowbourne Opp Buds	xx44			Water Meadow	xx06			Water Meadow	xx04	
Melksham Railway Station	xx49			Eastern Way Oakfield Gate	xx07			Sandridge Garage	xx05	
<i>Continues as Service</i>	18			Snowberry Lane Surgery	xx08			Water Meadow	xx06	
				Spa Road Hospital	xx09			Eastern Way Oakfield Gate	xx07	
				Market Place Lloyds Bank	xx11			Snowberry Lane Surgery	xx08	
				Melksham Railway Station	xx17			Spa Road Hospital	xx09	
				<i>Continues as Service</i>	17			Market Place Lloyds Bank	xx11	
								Sainsburys Superstore	xx13	
								ASDA Superstore	xx17	
								Melksham Railway Station	xx19	
								<i>Continues as Service</i>	16	

SERVICE 16		MON-SAT DAYTIME		EVENING/SUNDAY
<i>Starts as Service</i>		16	16	19
ASDA Superstore	xx30	xx00		xx17
Melksham Railway Station	xx34	xx04		xx19
Sainsburys Superstore	xx40	xx10		xx25
Market Place Kings Arms	xx43	xx13		xx28
Campus	xx44	xx14		xx29
Longford Road	xx48	xx18		xx33
Windsor Avenue	xx49	xx19		xx34
Woodstock Gardens	xx50	xx20		xx35
Kenilworth Gardens	xx51	xx21		xx36
Market Place Lloyds Bank	xx52	xx22		xx37
Campus	xx53	xx23		xx38
Sainsburys Superstore	xx56	xx26		xx41
ASDA Superstore	xx00	xx30		xx45
Melksham Railway Station	xx02	xx32		xx47
<i>Continues as Service</i>	16	16		19

Early activity (3)



Ensuring for the long term but acceptable in the short term

Here is an extract from the DfT Bus Strategy:

"At a local level we will expect every LTA that wishes to receive funding from the Department for local transport projects to develop ambitious strategies, targets and measures for cutting carbon from transport in their area. We will expect all LTAs to work with bus operators and energy providers to include ambitions to decarbonise the local bus fleet in their Bus Service Improvement Plans. We want to see local standards for zero emissions set in partnership and franchising schemes ensuring that commitments to invest are delivered."

3. Looking ahead



So - looking forward, how do we work?

276 parishes in Wiltshire - much more manageable than 418 parishes in old Somerset area, which they have correctly discounted as their local unit, but with 276 it is still wildly optimistic to have "someone organising in every village".

Proposed work areas



Much better to work by area board groupings

There are 18:

Amesbury; Bradford on Avon; Calne;
Chippenham; Corsham; Devizes;
Malmesbury; Marlborough; Melksham;
Pewsey; Royal Wootton Bassett and
Cricklade; Salisbury; Southern Wiltshire;
South West Wiltshire; Tidworth;
Trowbridge; Warminster; Westbury

Wiltshire Area Boards



Inter-area services



But still VERY MUCH Partnership;

- most services run between our areas

- we border 8 other counties

Bath and North East Somerset

South Gloucestershire

Gloucestershire

Swindon

West Berkshire

Hampshire

Dorset

Somerset



Is Option 24/7 the right group?



Gaining the authority

- are we really the community? - who else might do this job?

Well - we are pretty dilute, but yet we have much more that most having raised so much interest back in 2016 and now is, surely, the time to re-kindle that. **"Biggest consultation result at Wiltshire Council"** and an outcome that changed things for the better (or, rather, for the much less bad!)

If not Option 24/7, who?



Is the parish council an alternative? Not technically in parish / town remit though they can advise and members there can lead. Some would be good, but results will be very patchy and tend to be insular to their own parish or ward, and result in proposals based on individuals in particular places or with particular journeys.

Unitary councillors? Too much to do, and only a few of them (in the group ending on 6th May) seem to have much interest. Those that are engaged can be VERY good. Those that don't may not have even travelled on a bus in their ward during their period in office. Also noting that these are the directors of the Local Transport Authority and there's a potential issue with them seated on two of the three pillars that Bus Back Better is supposed to work with.

How about these groups

Bus Users UK – would need a local group

Campaign for Better Transport - need to be local

CPRE - doing some good work but less than half of us live rural

Community Rail Partnerships - no visible stepping onto buses

Women's Institute ... Townswomen's Guild

Wiltshire Climate Action ... Extinction Rebellion

None fits the bill **but ALL of these can be helpful partners**

Looks like o247 it is!



So ... it looks like we're suited pretty well. Next:

test areas

online survey

sign ups

Organisation

rekindle the 2016 campaign; it will not be as easy because we are not "fighting to save", but we should apply for some funding and support. Used initially for online promotion, perhaps some leafletting too, view to building up a survey / mailing list.

Springtime in Wiltshire!



Four weeks to work out what we need to ask

Four week campaign to get responses

- takes us to **mid June**.

Guidance / help across all areas. Several of us happy to talk at Area Boards to engage (online makes that physically much easier) - view to skeleton thoughts for each area by **end of July**.

Our finances



- I will provide initial server space, domain names and setup time. Using Open Source software
- Funding source via Melksham Transport User Group for initial survey publicity
- Ask each area board for a grant of £150 towards setting up and ongoing work in their area through to next April's implementation?

Next Steps



- Discussions on 24/7 facebook page
 - What should we be looking for in data gathering?
- Online signup for next meeting available by 10 May
 - Including at least email address and area board
- **Meeting on 17th May** – Sign up required
 - Appoint key area contacts
 - Test drive survey forms
 - Start inviting new councillors and officers

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