National Bus Strategy

Wiltshire Council Enhanced Partnership

Enhanced Partnership Plan and Scheme

March 2022

Wiltshire Council

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1. Introduction

The National Bus Strategy (Bus Back Better), published by Government in March 2020, sets out a high level of ambition for the improvement and development of bus services in England, to reverse the historic decline in patronage overall in England, and to provide the means for bus services to recover from the significant reductions in patronage as a result of the restrictions imposed to control the Covid-19 pandemic.

Government provided Local Transport Authorities (LTAs) with a choice of pursuing franchising of bus services or the Enhanced Partnership process, with a decision required by the end of June 2021. Wiltshire Council pursued the Enhanced Partnership process, reflecting the history of successful partnership working with bus operators.

LTAs were then required to prepare and publish Bus Service Improvement Plans (BSIPs) by the end of October 2021. These documents are intended to describe the state of bus services and the market for travel, express ambition for change and develop a comprehensive suite of interventions to increase the number of passengers on bus services. Wiltshire Council's BSIP has been published here: Bus Service Improvement Plan - Wiltshire Council

The BSIP provides the overarching framework for the Enhanced Partnership Plan (EP Plan) and Enhanced Partnership Scheme (EP Scheme). The EP Plan summarises the main themes of the BSIP in setting out an analysis of local bus services in Wiltshire, the objectives for the quality and effectiveness of bus services and how the EP Scheme or Schemes are intended to achieve these objectives. The EP Scheme describes the Facilities, Measures and Requirements to be implemented meet those objectives and how the partnership is constituted and operates.

Both the EP Plan and the EP Scheme have been prepared by Wiltshire Council, in consultation with the bus operators, under the Transport Act 2000 (c.38).

The arrangements of the existing Salisbury voluntary partnership will be replaced by the arrangements of the EP Plan and Scheme.

1.1. Competition Test

Wiltshire Council has undertaken an assessment of the impacts of the EP Plan and Scheme [*made on 31 March 2022*] on competition for the purposes of Part 1 of Schedule 10 of the Transport Act 2000. The authority believes it will or is likely to have a significantly adverse effect on competition. However, the authority believes the EP Plan and Scheme(s) is justified because:

(a) it is with a view to achieving one or more of the following purposes:

- securing improvements in the quality of vehicles or facilities used for or in connection with the provision of local services;
- securing other improvements in local services of benefit to users of local services; and
- reducing or limiting traffic congestion, noise or air pollution.

(b) its effect on competition is or is likely to be proportionate to the achievement of that purpose or any of those purposes.

The Competition and Markets Authority has also been consulted on the proposals as required by Section 138F of the Transport Act 2000.

2. Part 1 – Enhanced Partnership Plan

THE WILTSHIRE COUNCIL ENHANCED PARTNERSHIP PLAN FOR BUSES IS MADE IN ACCORDANCE WITH SECTION 138G(1) OF THE TRANSPORT ACT 2000 BY:

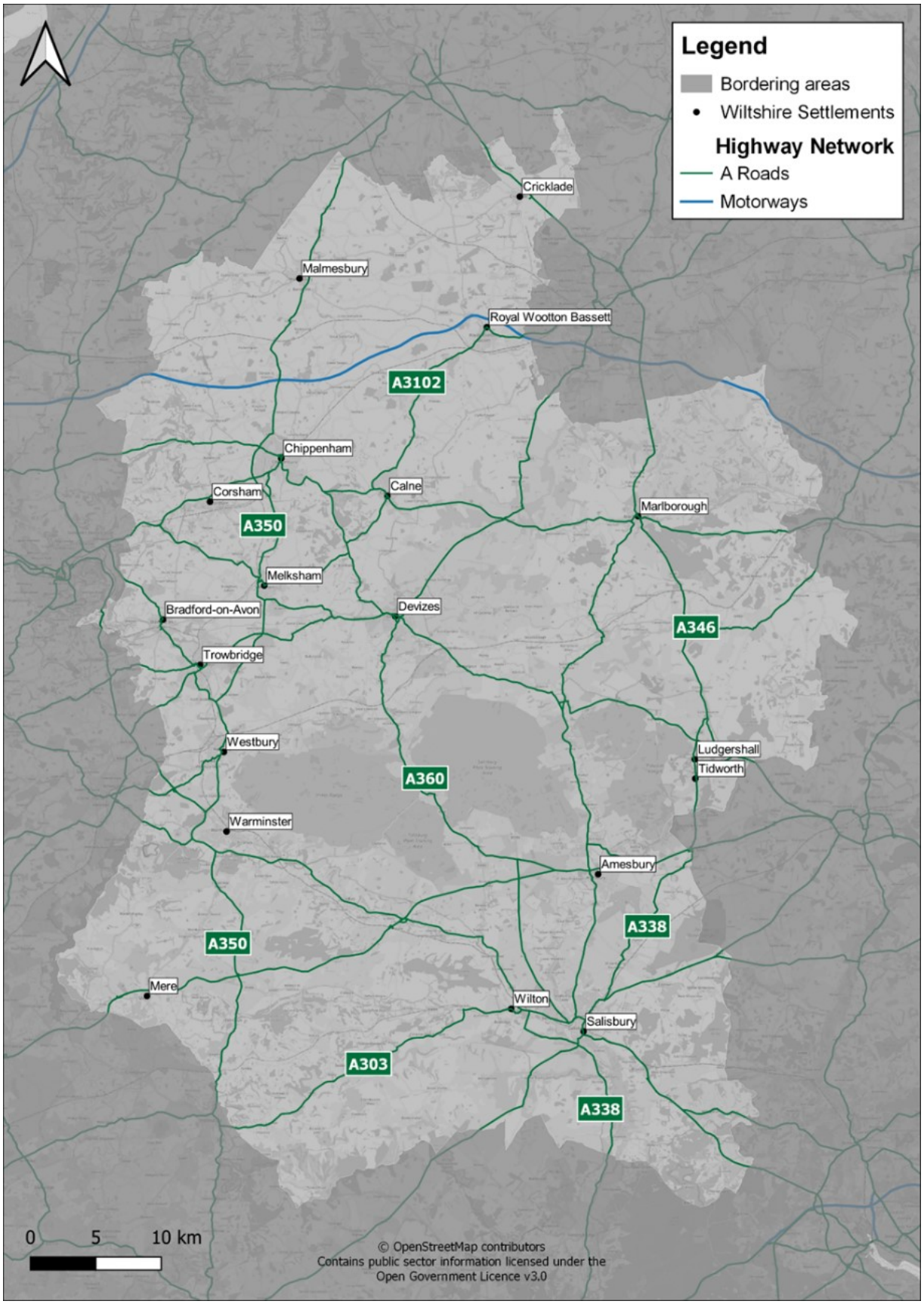
WILTSHIRE COUNCIL

This Enhanced Partnership (EP) covers the entire administrative area of Wiltshire Council as illustrated in Figure 2-1.

The EP Plan will apply during the period of 6 April 2022 to 5 April 2032 and will be reviewed bi-annually by Wiltshire Council and within six months of its adoption of Local Transport Plan 4. In the years that it is reviewed, it will follow Wiltshire Council's review of its Bus Service Improvement Plan in October of each year, starting in October 2022.

Wiltshire Council engages in frequent dialogue with bordering Local Transport Authorities (LTAs) to discuss cross-boundary transport issues. This engagement will continue throughout the EP period to ensure consistency and continuity of bus service provision across local authority boundaries.

Figure 2-1 – Wiltshire Council administrative area



2.1. EP links to policy objectives

The EP alongside Wiltshire's Bus Service Improvement Plan will contribute to the delivery of policy objectives outlined within Wiltshire's existing LTP3, including but not limited to:

- SO1 – to support and help improve the vitality, viability and resilience of Wiltshire's economy and market towns;
- SO2 – to provide, support and/or promote a choice of sustainable transport alternatives including walking, cycling, buses and rail;
- SO5 - to improve sustainable access to a full range of opportunities particularly for those people without access to a car;
- SO11 – to reduce the level of air pollutant and climate change emissions from transport;
- SO12 – to support planned growth in Wiltshire and ensure that new developments adequately provide for their sustainable transport requirements and mitigate their traffic impacts;
- SO15 – to reduce barriers to transport and access for people with disabilities and mobility impairment;
- SO3 – to reduce the impact of traffic on people's quality of life and Wiltshire's built and natural environment;
- SO8 – to improve safety for all road users and to reduce the number of casualties on Wiltshire's roads;
- SO13 – to reduce the need to travel, particularly by private car;
- SO14 – to promote travel modes that are beneficial to health;
- SO16 – to improve the resilience of the transport system to impacts such as adverse weather, climate change and peak oil;
- SO17 – to improve access to Wiltshire's countryside; and
- SO18 – to enhance the journey experience of transport users.

These will be reviewed when the Wiltshire Local Transport Plan 4 is adopted by Wiltshire Council.

2.2. The Wiltshire bus network and bus market

2.2.1. Bus service supply

The Wiltshire bus service network has remained largely unaltered in structure for some years, although there have been some changes to service numbers, frequencies and the company running each route. The stability in bus network support provided by Wiltshire Council has assisted in retaining more passengers than in some other neighbouring authorities.

In the Salisbury area, the majority of daytime bus services are run on a commercial basis* with services within the city generally running at 15–30-minute headways during the day. At night and on Sundays these services only run once per hour and are mostly tendered.

Outside the Salisbury area, only 30% of the bus network is run commercially* and in many cases the commerciality of the service is heavily influenced by the carriage of school and college students. On these services frequencies are mostly hourly or less, which is not sufficient to attract mode shift. Some services run less often at weekends, with very few services outside Salisbury operating in the county on Sundays.

Within Wiltshire there are mostly low frequency services on town services outside Salisbury, with limited peak-period services. Many of the interurban services are also slow due to diversions to serve villages and housing developments, and there are low frequencies even to major attractors of demand such as Bath and Swindon. Overall, there are infrequent and slow bus services outside the core interurban and town networks.

* - indications of commerciality are based on pre-covid information.

2.2.2. Bus service infrastructure

Within Wiltshire there are approximately 4,500 bus stops. Wiltshire Council own and operate the only bus station within Wiltshire which is located in Chippenham.

2.2.3. Park & Ride

Within Wiltshire, Salisbury is currently the only settlement served by Park & Ride services, with five car park sites on the outskirts of Salisbury. These are described at Appendix A1 of the EP Scheme.

2.2.4. Bus fares

Bus fares are variable across Wiltshire, with passengers in the north of the county generally paying lower fares than those in the south/east.

Multi-operator ticketing is limited to a Wiltshire-wide day rover, and specific corridors and travel-to-work areas. There may be scope to encourage more travel by bus by extending the scope to travel to more destinations on one ticket, particularly to those who do not currently have access to a car.

Currently there is a complex and inconsistent range of discounts for young people.

2.2.5. Bus passenger information

Wiltshire Council maintains a digital platform for disseminating sustainable travel information. This site offers journey times for all modes of transport, providing the user with information on the pollution and health impact of each of the differing modes. This said, passengers are generally directed to Traveline or bus company websites for timetable information and the availability of up-to-date printed publicity is limited.

Roadside timetable displays are maintained by the bus operators for commercial services, but with the Council producing these for key interchange points and most tendered services. However, the quality and consistency of these displays varies widely and are in need of an upgrade to reflect their importance in marketing and giving confidence in bus services, rather than just providing basic information about them.

The reliance on bus operators to publish their own timetables at bus stops can lead to inconsistencies in information provided, potentially making the bus experience confusing for existing and prospective passengers.

Roadside information is provided to a variable standard and specification. There is limited roadside real-time information outside Salisbury.

2.2.6. Bus fleet

A mixed fleet of emissions standards operates in Wiltshire, albeit it is generally to a high emission standard. As such, there is scope to improve both emission standards and passenger amenity on buses in Wiltshire.

A more comprehensive breakdown of emissions standards for buses in Wilshire is outlined in Appendix C1.

2.2.7. Bus priority measures

Wiltshire Council currently have a limited number of bus priority measures in operation. These are described at Appendix A1 of the EP Scheme.

There is scope to provide bus priority at pinch points on the current highway network. Wiltshire Council's proposed bus priority measures will improve bus journey times and reliability.

2.2.8. Bus service outcomes

According to DfT bus statistics, there are 19 journeys made by bus in Wiltshire for every person residing in Wiltshire. This trip-rate has been falling since 2009/10; the data suggesting that patronage has decreased by around 10% during the same period. This trip rate is similar to comparable local authorities. When considering car ownership within Wiltshire, the level of bus ridership is slightly higher than would be predicted against the national average.

According to the Census 2011, 2.7% of Wiltshire's population utilise buses to travel to work. This represents a low mode share by bus and is likely to represent a small proportion of total bus trips within the county. This again highlights the potential to provide changes to the bus network to better cater for journeys to work.

2.2.9. Passenger experience and priorities for improvement

Wiltshire Council ran a non-statutory public engagement survey from 23 July to 23 August 2021. This survey was open to both individuals and businesses and received 2,047 responses from individuals and 21 responses from businesses. The main aim of the survey was to understand where the bus service offering fulfils needs for travel, where it could improve and what the network lacks. Most survey respondents had a Wiltshire postcode. The key findings from the survey are outlined below:

- 8% of respondents use the bus five or more times a week.

Reason for using the bus

- 79% of respondents stated they utilised the bus for shopping purposes. This was followed by 61% stating they used it for leisure and 35% for health visits.

Bus affordability

- 43% of respondents under 65 stated that better value fares would encourage bus usage;
- 40% of respondents under 65 disagreed or strongly disagreed that they take the bus because it's affordable;
- 64% of respondents under 20 stated that better value fares would encourage bus usage; and
- 15% of respondents agreed or strongly agreed that they take the bus because it's affordable.

Future improvements

- Respondents most frequently selected that more frequent buses, real time bus information at bus stops, a direct bus on journeys and buses on Sunday would encourage them to use the bus; and
- When ranking the bus service, the highest proportion of survey respondents disagreed that they felt safe when travelling on the bus and that the bus takes them where they want to go.

Wiltshire Council propose to repeat the survey each year to inform the annual review of the BSIP and in turn to inform the priorities for delivery on the part of the Enhanced Partnership and to invite feedback from bus users and other residents on the Facilities, Measures and Requirements introduced under this Enhanced Partnership.

The Forum described at Section 3.6.1 of the Enhanced Partnership Scheme will also provide an opportunity for Wiltshire Council to elicit the views of those with a stake or interest in bus services, including any bus user groups as may be established, in the performance of the Enhanced Partnership. The Forum can monitor the effectiveness of the delivery of Facilities, Measures and Requirements and can liaise with the Enhanced Partnership Board (Section 3.6.2 of the Enhanced Partnership Scheme) regarding priorities for funding and delivery. It has a duty to consider the outputs of any monitoring undertaken by Wiltshire Council against the targets set out in this EP Plan.

2.2.10. Journey time trends

There is currently no historic information available regarding bus journey times in Wiltshire. As such, information published by the DfT regarding the delay and speed on locally managed 'A' roads has been used as a proxy for understanding bus journey trends in Wiltshire.

The average delay on locally managed A roads within Wiltshire is relatively low, with the figure being around 24 seconds per vehicle per mile (spvpm). The average delay within Wiltshire increased between 2016 and 2018 to a peak of around 25spvpm, before a decrease again between 2018-19. Average speed on locally managed A roads has however remained fairly consistent across the given period at around 33km/h. Both average speed and delay within Wiltshire perform better than the national average, suggesting that at a network level there is limited congestion and delay on the locally managed 'A' roads within the area.

This said, there are identified pinch points where congestion does impact the reliability and journey times of bus services. The increased journey times and lower levels of reliability caused by congestion can reduce the desirability of bus services to customers as well as increasing the financial cost of delivering the bus service. The measures supported by the EP will work to improve journey times and reliability in Wiltshire through improvements to bus priority.

2.2.11. Objectives

The following objectives set out the vision for bus services in Wiltshire. Delivery of these objectives will depend on the availability of funding and the deliverability and timing of specific interventions.

Objective	How we will achieve this
Review Service Frequency "More buses, More Often"	• Increase service frequencies, including evenings and weekends. • Develop our inter-urban and Superbus Network. • Develop improved links to employers.
Increase Bus Priority Measures "Getting buses moving"	• Develop and deliver bus priority measures. • Conduct route reviews to identify changes to highway geometry, kerbside regulations and enforcement which might benefit buses. • Mitigate the impact of roadworks. • Increased enforcement of car parking and bus lane & bus priority infringements.

Increase Demand Responsive Services	• Develop innovative solutions for locations that are hard to reach by conventional buses in conjunction with the commercial and community sectors. • Build upon current extensive experience with DRT.
Consideration of Bus Rapid Transport Networks	• Develop bus priority measures which enable services with BRT characteristics. • Improve real time information provision. • Develop our Superbus interurban service network.
Integrate Services with Other Transport Modes	• Bus and rail integration. • Identify and develop opportunities for mobility hubs and active transport.
Simplify Services	• Consider re-planning routes to simplify where feasible • Reduced bus service variations. • Coordinated service change dates.
Review Socially Necessary Services	• Increase evening and weekend service. • Develop DRT proposals. • Identify opportunities to enhance supported services. • Provide improved access to employment.
Invest in Superbus Networks	• Develop our Superbus and interurban networks. • Improve service frequencies in evenings and at weekends. • Development of these networks will be supported by extensive bus priority, investment in bus stop infrastructure and passenger information, including real-time.
Lower fares	• Consistent offers to young people and jobseekers across Wiltshire. • Refined multi-operator ticketing. • Review distance based fares.
Simplify ticketing	• Simplify fares and fare zone boundaries. • Refined multi-operator ticketing. • Tap On Tap Off.
Invest in accessible and inclusive bus services “Buses for all”	• Conduct bus stop safety and accessibility audit. • Improve the quality of our bus stops, including providing accessible bus stops. • Provide improved information at bus stops including real time. • Provide audio visual announcements on buses.
Protect Passenger Safety of Bus Passengers	• Conduct bus stop safety and accessibility audit. • Improve access to bus stops. • Provide CCTV on buses and at bus stop facilities. • Introduce a Passenger Charter.
Improve Buses for Tourists	• Improve information onboard buses and at stops. • Improve marketing in tourist areas.
Invest in decarbonisation “Cleaner Buses”	• Conduct a study to identify most appropriate technology for delivering cleaner buses in Wiltshire. • This study will inform future Zero Emission Bus Regional Areas (ZEBRA) funding bids.
Passenger Charter	• Develop a Passenger Charter. • Work with community based passenger focus teams.
Strengthen Network Identity	• Develop a centralised source of information – perhaps using the Connecting Wiltshire brand.

Improve bus information	• Develop comprehensive bus service information for customers, with improved web presence. • Use technology and social media to provide bus information. • Improve information at bus stops, including real time. • Coordinated service change dates.
Other factors	• Develop a marketing strategy. • Learn from others and co-ordinate with neighbouring authorities and sub-national bodies. • Wiltshire Council pan-department internal bus delivery group to maximise the benefits of expertise across the council in informing the improvements to the bus network and supporting its ongoing operation. • Develop planning policies which provide benefit to bus services. • Conduct a review of car parking supply, demand and charges. • Develop a Highway Network Management Plan. • Ensure buses are considered buses as part of highway quality improvements. • Establish an internal Wiltshire Council bus delivery group.

2.2.12. Targets

Delivery of the interventions identified in the Bus Service Improvement Plan against these objectives will contribute to the four key targets for outcomes that Wiltshire Council has identified in its BSIP. These are:

- To improve bus journey times, with a target of 10% reduction for services in Salisbury, Superbus and inter-urban services and 2% for other services by March 2025;
- To improve bus journey time reliability, with 90% of non-frequent services being ‘on-time’ and an excess wait time of 0.8 minutes for frequent services;
- To increase passenger numbers, with a return to pre-Covid levels of demand by March 2025 and a 10% increase by March 2030; and
- To improve passenger satisfaction, with a baselining exercise to be conducted to monitor the impact.

The tables below summarises the proposals outlined for implementation in the Bus Service Improvement Plan. This Enhanced Partnership will seek to develop and deliver these subject to scheme feasibility and the Partnership being able to identify and secure appropriate levels of funding from the National Bus Strategy and from other sources.

3. Part 2 – Enhanced Partnership Scheme

THE WILTSHIRE COUNCIL ENHANCED PARTNERSHIP SCHEME FOR BUSES IS MADE IN ACCORDANCE WITH SECTION 138G(1) OF THE TRANSPORT ACT 2000 BY:

WILTSHIRE COUNCIL

3.1. Definitions

In this Enhanced Partnership Plan and any Schemes made pursuant to it, the following capitalised terms shall have the meanings ascribed to them below.

1985 Act	Transport Act 1985
2000 Act	Transport Act 2000
2017 Act	Bus Services Act 2017
Bus Operators (or Operators)	All Large Operators and Other Operators running Qualifying Bus Services taken collectively.
Enhanced Partnership Scheme Variation	This comprises either: • A variation of the relevant Enhanced Partnership Scheme as a result of the voting mechanism set out in Section 3.7 with respect to Facilities, Measures or Obligations; or • A variation of the EP Plan or Scheme agreed as a result of the voting mechanism set out in Section 3.7. Each of which will then constitute a formal variation of the relevant scheme for the purposes of s.138E(1) of the 2000 Act.
Facilities	Those facilities referred to in Appendix A which shall be deemed such for the purposes of s.138D(1) of the 2000 Act.
Board	The committee of selected Wiltshire Bus Operator representatives and Wiltshire Council representatives responsible for considering recommendations put forward by the Forum and making decisions including specific Enhanced Partnership Scheme Variations.
Enhanced Partnership	The Enhanced Partnership covering the geographic extent of the administrative boundary of the county of Wiltshire shown for identification purposes only on the plan at Figure 2-1.
Forum	The committee of all Wiltshire Bus Operators, Wiltshire Council, Wiltshire Community Area Transport Groups and 24/7 responsible for considering all issues affecting the Enhanced Partnership, and making proposals and recommendations to the EP Board in line with the Enhanced Partnership governance arrangements.

Large Operator and Other Operator	Any single Bus Operator with registered bus service mileage representing the following proportions of total registered mileage for Qualifying Bus Services: • Large: equal to or greater than 10%. • Other: less than 10%. A list of Large and Other Operators will be published at the start of each Wiltshire Council financial year.
Measures	Those measures referred to in Appendix B which shall be deemed as such for the purposes of s.138D(2) of the 2000 Act.
Non-qualifying Bus Service	Services excluded from classification as Qualifying Bus Services.
Operator Objection Mechanism	As defined at The Enhanced Partnership Plans and Schemes (Objections) Regulations 2018.
Qualifying Bus Service	A registered local bus service with more than one stopping place within the geographical area of the Enhanced Partnership, with the exception of: a. Any schools or works registered local bus service not eligible for Bus Service Operators Grant. b. Any cross-boundary registered local bus service with less than 10% of its registered mileage within the Enhanced Partnership area. c. Any service operating on no more than 10 days per year specifically to/from, or in connection with, a special event. d. Any services operated under section 22 of the 1985 Act. e. Any registered local bus service which is an excursion or tour. f. Any other registered local bus service that the Board decide should be excluded from all or specific requirements of the Enhanced Partnership Scheme. In addition, any tendered service on which the tendering authority takes the revenue risk will not be subject to the Operator Objection mechanism, consistent with The Enhanced Partnership Plans and Schemes (Objections) Regulations 2018.
Requirements	Those requirements placed upon Bus Operators identified as such within Appendix C which shall be deemed as such for the purposes of s.138Cof the 2000 Act.
Traffic Commissioner Powers	'Relevant registration functions' of Traffic Commissioners to the extent that they relate to a 'relevant service' both within the meanings given to them under section 6G(10) of the 1985 Act.

3.2. Section 1 – EP Scheme content

This document fulfils the statutory requirements for an EP Scheme. In accordance with statutory requirements in Sections 138A-138S of the Transport Act 2000, the EP Scheme document sets out:

- Section 2 - Scope of the EP Scheme and commencement date
- Section 3 - Obligations on the Local Authorities
- Section 4 - Obligations on Bus Operators
- Section 5 – Governance Arrangements
- Appendix A. Facilities
  - A.1. Facilities - Existing
  - A.2. Facilities - Approved for Implementation by the Board [currently empty]
  - A.3. Facilities - For consideration subject to funding, feasibility and Board and Wiltshire Council (where required) approval [as documented in the BSIP]
- Appendix B. Measures
  - B.1. Measures - Existing
  - B.2. Measures - Approved for Implementation by the Board [currently empty]
  - B.3. Measures - For consideration subject to funding, feasibility and Board and Wiltshire Council (where required) approval [as documented in the BSIP]
- Appendix C. Requirements
  - C.1. Requirements - Existing
  - C.2. Requirements - Approved for Implementation by the Board [currently empty]
  - C.3. Requirements - For consideration subject to funding, feasibility and Board and Wiltshire Council (where required) approval [as documented in the BSIP]

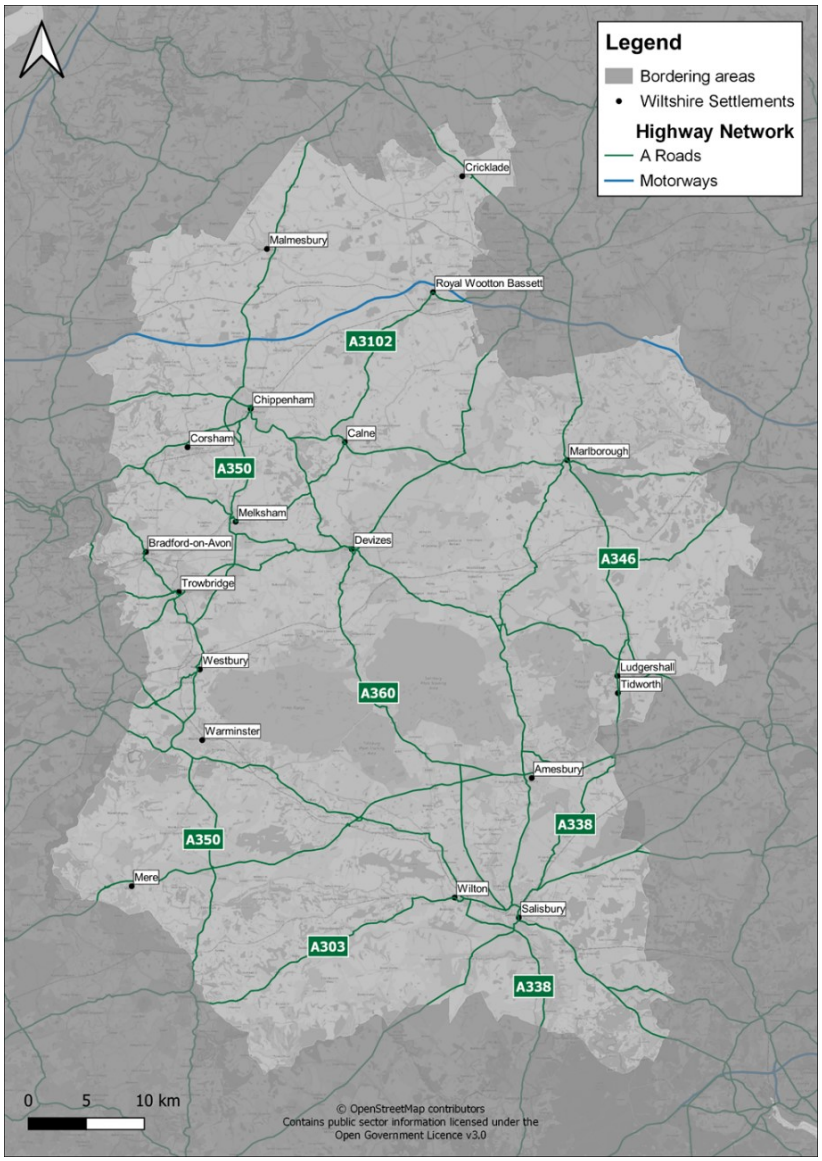
The EP Scheme has been jointly developed by Wiltshire Council and those bus operators that provide local bus services in the EP Scheme area. It sets out obligations and requirements on both Wiltshire Council and operators of local services in the Wiltshire Council administrative area in order to achieve the intended improvements, with the aim of delivering the objectives of the associated EP Plan.

3.3. Section 2 - Scope of the EP Scheme and commencement date

3.3.1. Description of geographical coverage

The EP Scheme will support the improvement of all local bus services operating in the administrative area of Wiltshire Council, as shown at Figure 2-1 of the EP Plan and shown in Figure 3-1.

Figure 3-1 – Wiltshire Council administrative area



3.3.2. Commencement date

The EP Scheme enters into force at the same time as the EP Plan on 6 April 2022.

3.3.3. Review and duration

The EP Scheme has an end date of 5 April 2032. The EP Scheme will be reviewed by the Board at least annually on the anniversary of the commencement date, and the Facilities, Measures and Requirements contained within Appendix A, B and C will be reviewed at least every six months. (see Section 5).

3.3.4. Exempted services

The following types of local service are exempted from compliance with all of the requirements of the EP Scheme:

- Any schools or works registered local bus service not eligible for Bus Service Operators Grant;
- Any service with only one stopping point within the County;
- Any cross-boundary registered local bus service with less than 10% of its registered mileage within the Enhanced Partnership area;
- Any service operating on no more than 10 days per year specifically to/from, or in connection with, a special event;
- Any services operated under section 22 of the 1985 Act;

- Any registered local bus service which is an excursion or tour; and
- Any other registered local bus service that the Board decide should be excluded from all or specific requirements of the Enhanced Partnership Scheme.

3.4. Section 3 - Obligations on the Authorities

3.4.1. Facilities

Existing Facilities maintained by Wiltshire Council are shown at Appendix A1. These consist of bus priority schemes, bus stations and interchanges, and bus stops.

Any change to the inventory of existing bus priority schemes or bus stations or interchanges outlined at Appendix A1 is subject to the approval of the Enhanced Partnership Board under the voting mechanism defined in Section 5. In addition, any proposal to remove bus priority schemes or bus stations and interchanges or amend the scope of these is subject to there being no objections received from Operators of Qualifying Bus Services utilising those Facilities at the time the proposal is made (see Section 5 – variation).

Facilities that the Board have agreed should be made and which have received any consents necessary from Wiltshire Council for implementation, but which have not yet been implemented, are shown at Appendix A2.

The full list of Facilities proposed under Wiltshire Council's Bus Service Improvement Plan not included in either of the above appendices is shown at Appendix A3.

3.4.2. Measures

Existing measures provided by Wiltshire Council are shown at Appendix B1.

Measures that the Board have agreed should be made and which have received any consents necessary from Wiltshire Council for implementation, but which have not yet been implemented, are shown at Appendix B2.

The full list of Measures proposed under Wiltshire Council's Bus Service Improvement Plan not included in either of the above appendices is shown at Appendix B3.

3.5. Section 4 - Obligations on Local Bus Operators

The existing Requirements on Operators in providing Qualifying Bus Services are shown at Appendix C1.

Requirements on Operators that will apply at the making of this Scheme are shown at Appendix C2. Further Requirements that may be agreed by the Board from time to time are also shown at Appendix C2.

The full list of Requirements proposed under Wiltshire Council's Bus Service Improvement Plan but not included in either of the above appendices is shown at Appendix C3.

3.6. Section 5 – Governance Arrangements

For decision-making purposes, the Enhanced Partnership will be governed by two primary bodies:

a. Forum – in which all Operators will be entitled to participate and be invited, although attendance by individual Operators is voluntary.
b. Board – established by the Enhanced Partnership with the mandate to take decisions using an Enhanced Partnership Scheme Variation mechanism (Section 3.7) on issues put to them by the Forum, and other issues identified as being relevant to partnership delivery.

3.6.1. Forum

The Forum will provide opportunities for discussing issues of all kinds affecting the Wiltshire bus network, consulting with and building consensus across the various stakeholders and making recommendations for decisions to the Board. The Forum will monitor the achievements of the Partnership against its objectives and it will monitor delivery against the targets set out in the EP Plan.

Detailed Terms of Reference are provided in Appendix D1.

Specifically, the Forum will develop proposals for the design and implementation of interventions in the form of Facilities, Measures and Requirements, drawing on Wiltshire Council's Bus Service Improvement Plan, prioritising these interventions against available spend as required. The Forum may constitute working groups as it may consider helpful from time to time to research particular matters of relevance and report back.

Membership of the Forum will be voluntary and will comprise (with the exception of Wiltshire Council) one representative from each of:

- All Bus Operators running Qualifying Bus Services.
- Wiltshire Council Officers.
- Community transport operators
- Wiltshire Community Area Transport Groups (CATG).
- 24/7 group as a user representative.
- Wiltshire train operating companies.
- Neighbouring Local Transport Authorities.
- National Highways.

Town and parish councils will be consulted via the Wiltshire Community Area Transport Groups.

Additional Forums may be created by the Board should matters relating to specific circumstances or locations require.

In addition, from time to time other external organisations may be invited to join the Forum on an advisory basis for fixed periods to provide specialist expertise. From time to time (not more than once per financial year) a wider conference of all relevant parties, including representatives of organisations such as businesses and the Local Enterprise Partnership, in addition to Forum members may be invited to review and discuss the progress of, and future opportunities for, the partnership.

3.6.1.1. Forum Annual General Meeting (AGM):

The final Forum meeting of each financial year will be the designated Forum AGM. All Operators will be invited to self-nominate or nominate other willing Operators for Board membership, to represent themselves and all other Operators in their category, ahead of the Forum AGM. A ballot will be organised by Wiltshire Council at the Annual General Meeting to select Operators' preferred Board representatives (Section 3.6.2.3).

3.6.1.2. Forum meeting arrangements

Forum meetings will take place not less than twice per year, normally six calendar weeks before each Board meeting. Forum meetings will be arranged, chaired and minutes taken by Wiltshire Council. Meeting length will vary according to agenda content but ordinarily expected to be one to two hours.

Any business for a Forum meeting must be submitted in writing (by post or email) in advance for inclusion on the agenda. Any request for inclusion of items on the agenda must include an explanation of how they fulfil the objectives set out in the EP Plan.

Agendas and meeting papers (including a copy of minutes and outcomes of decisions taken at the previous Board) will be circulated by Wiltshire Council no less than one week in advance of each meeting, and draft minutes circulated no more than two weeks after each meeting. Draft minutes will be approved at the next Forum meeting.

3.6.2. Board

The Board will be the decision-making body of the Enhanced Partnership. Its primary responsibilities will be to develop and maintain a prioritisation process for the delivery of Facilities, Measures and Requirements, and to consider proposals brought to it by the Forum.

3.6.2.1. Board approval for delivering Facilities, Measures & Requirements

As summarised in Figure 3-1 and described in Table 3-1, when agreed by the Forum and subject to funding items listed in Appendix A.3/B.3/C.3 will be taken to the Board for their approval to progress for implementation.

Figure 3-1 - Summary of Appendices and governance arrangements

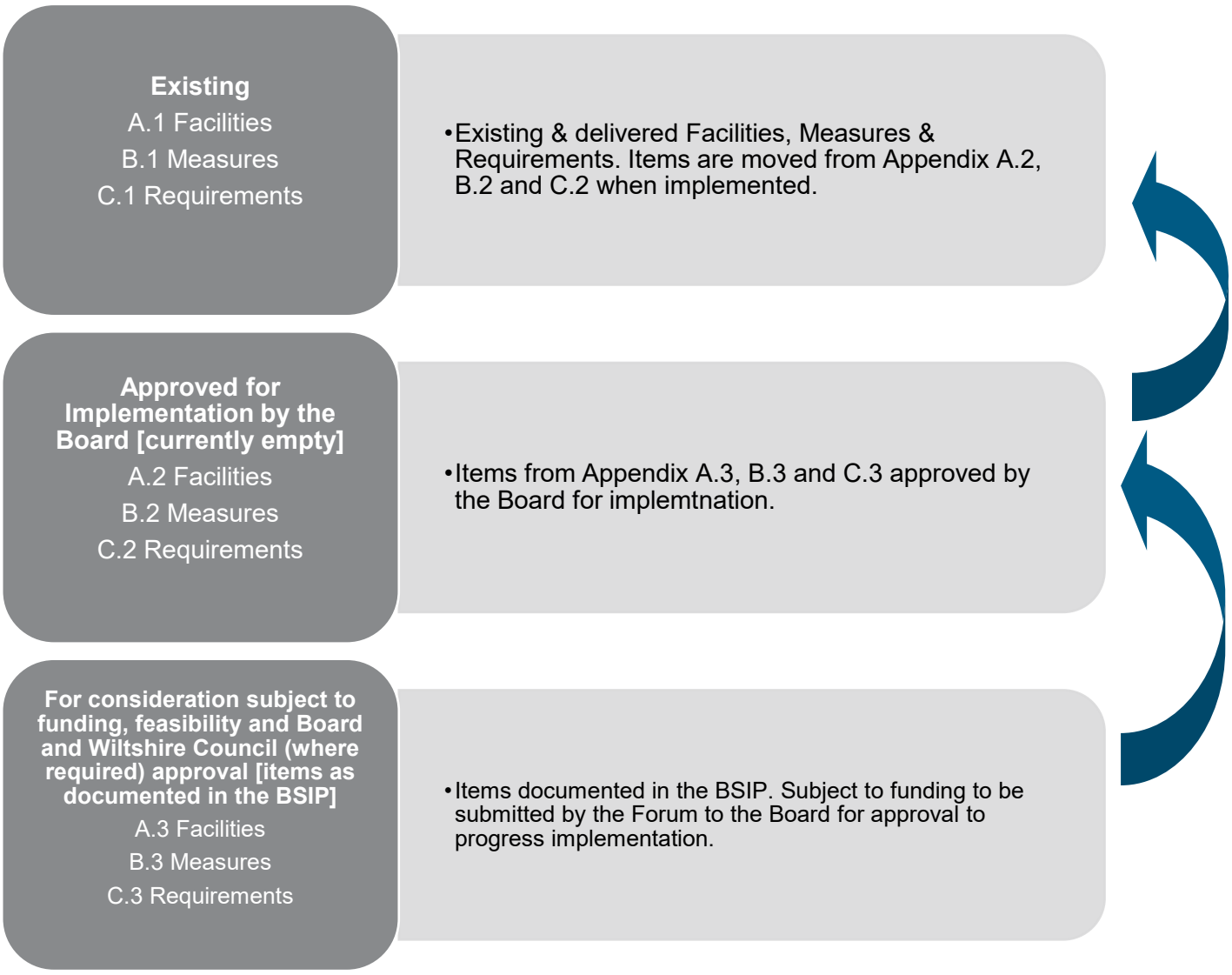


Table 3-1 - Description of Appendices and governance arrangements

Appendix	Title	Description	Governance process
A.1 Facilities B.1 Measures C.1 Requirements	Existing	Existing & items from Appendix A.2, B.2 and C.2 when implemented.	When implemented items from Appendix A.2, B.2 and C2 will be included here as Existing.
A.2 Facilities B.2 Measures C.2 Requirements	Approved for Implementation by the Board [currently empty]	Items from Appendix A.3, B.3 and C.3 approved by the Board for implementation.	Items from Appendix A.3, B.3 and C.3 will be included here subject to Board approval, funding and Wiltshire Council approval (where required). Once implemented they would be included in Appendix A.1, B.1 and C.1.
A.3 Facilities B.3 Measures C.3 Requirements	For consideration subject to funding, feasibility and Board and Wiltshire Council (where required) approval [items as documented in the BSIP]	Items documented in the BSIP. Subject to funding to be submitted by the Forum to the Board for approval to progress implementation.	Items in Appendix A.3, B.3 and C.3 considered by the Forum and proposals taken to the Board for approval for implementation. Subject to funding, feasibility and Board and Wiltshire Council (where required) approval. Once approved these would be included in Appendix A.2, B.2 and C.2.

Detailed Terms of Reference are shown at Appendix D2.

Certain decisions of the Board may constitute Enhanced Partnership Scheme Variations pursuant to section 3.7 hereof if the requirements therein are met.

3.6.2.2. Board representatives

Membership of the Board will comprise the following representatives:

- Board chair (Wilshire Council's lead member for the transport portfolio) (non-voting).
- 3x Large Operators (voting)
- 2x Other (voting)
- 2x Wiltshire Council Officers (voting) – Assistant Director or Head of Service for public transport and highways

Large and Other Operators are defined by total registered service mileage for Qualifying Bus Services operating inside the Wiltshire Council administrative area:

- Large: equal to or greater than 10%.
- Other: less than 10%.

A list of Large and Other Operators will be published at the start of each Wiltshire Council financial year.

The Chair will be Wiltshire Council's lead member for the transport portfolio or his or her selected deputy, or an independent nominee as proposed, seconded and elected by vote by the Board member representatives, with an anonymous voting process to confirm election.

Board meetings will require a quorum of three Operator representatives, with a minimum of one per category (Large and Other) and one Wiltshire Council representative from each of the departments mentioned in addition to the Chair. An Operator representative may, if necessary, arrange for an alternate or deputy from the same category to participate with voting rights.

3.6.2.3. Operator representative selection

Operators will be invited to self-nominate or nominate other willing Operators in writing to Wiltshire Council's Public Transport Manager prior to each Forum AGM. Where there are more than three nominees for the Large Operator category, and more than two nominees for the Other Operator Category, Bus Operators will be given the opportunity to vote by secret ballot undertaken among those present at the Forum AGM for a preferred representative. Voting will be on the basis of one vote per Operator (where Operators are part of the same

holding company or group, they will only be entitled to one vote between them). Where there is a tie, a run-off vote will take place between the leading tied Operators. Operator representatives will be re-selected on an annual basis, or in response to a representative leaving their company part-way through their term.

In the event that a Forum AGM ballot fails to select Operator representatives for one or more Operator category, the default Operator objection mechanism set out in the Enhanced Partnerships and Schemes (Objections) Regulations 2018 will be used to determine the views of Operators in that category for the purposes of Board votes (in terms of objection or otherwise to the proposals) set out in Section 3.7.2.

3.6.2.4. Role of Board members

Operator representatives will be acting on behalf of all Operators in that category, not on behalf of their own company alone. Representatives will be responsible for ensuring attendance at all Board meetings in that year, and ensure they have:

a. fully reviewed and understood all meeting papers in advance of attendance
b. the required mandate from the Operators they represent.

3.6.2.5. Board decision-making

Decisions of the Board will be made by way of a vote through a show of hands. Unless stated otherwise in this document, decisions will be passed by way of a vote in favour by members of the Board entitled to vote. Abstentions will be noted as such but will not count against the vote and so if all other votes are in favour (no votes against) the decision will be passed.

If a decision does not reach consensus, further discussions can take place during the Board meeting to determine a way forward, with a new vote then taken. If consensus still cannot be reached, the matter will be held over for further discussions separately from the Board meeting, with the decision then brought back to a subsequent Board meeting (regular or specially-convened).

Operators will be entitled to make known their concerns in writing to Wiltshire Council's Lead Officer if they object to a particular vote of the Board. Wiltshire Council will review the circumstances and consider whether these are such that the decision should be taken back to the Board for reconsideration.

3.6.2.6. Wiltshire Council veto

These controls ensure that the voting system:

- Does not allow an individual Operator to influence the Enhanced Partnership to its own commercial benefit or to harm competitors;
- That there is no opportunity for a group of Operators to vote in a co-ordinated manner to mutual benefit on a sustained basis; or
- That there is no discrimination between Operators; and that actual or potential competition, entry to new services and by new Operators, or innovation, is not inhibited.

Wiltshire Council may, in exceptional circumstances, exercise a veto over Board decisions which it may reasonably believe or suspect as having anti-competitive implications or being otherwise significantly against the public interest.

3.6.2.7. Board Meeting observers

Any other Bus Operator, Community Transport operator and Wiltshire Council representatives will be able to attend the Board meetings as observers but will not have the right to vote. Observers may be invited to make comments or ask questions of the Board at the Chair's discretion or invited to defer these until the next Forum meeting. They may, at the Board's discretion, be required to sign an appropriate Confidentiality Agreement if any discussions or papers submitted include information that is commercial in confidence.

3.6.2.8. Board Meeting arrangements

Board meetings will take place not less than twice per year at regular intervals following each Forum meeting, with provision for additional meetings as required to take decisions which in the opinion of the Chair cannot be deferred to a scheduled meeting, provided that a quorum can be achieved, with not less than one week's notice being given. Meetings will be arranged and minutes taken by Wiltshire Council.

Wiltshire Council will issue a draft agenda to all Board members no less than two weeks in advance of each meeting date, Board members may submit requests for additional agenda items for Wiltshire Council to include in the agenda. Draft minutes circulated no more than two weeks after each meeting. Copies will also be distributed to all Forum members so any issues or concerns can be discussed with the relevant Operator representative, to be raised at the Board meeting. Draft minutes will be approved at the next Board meeting.

3.7. Arrangements for Reviewing, Varying or Revoking the Enhanced Partnership Scheme

3.7.1. Review of Enhanced Partnership Scheme

Once the EP Scheme is made, the Facilities, Measures and Requirements will be reviewed by the Forum every six months following publication of data on progress towards targets, as required by the BSIP. Wiltshire Council will initiate each review. The Board will consider this review and instruct Wiltshire Council to make the relevant changes as required.

The Forum can also decide to review specific elements of the scheme on an ad-hoc basis. Forum members should contact Wiltshire Council using the following email address buses@wiltshire.gov.uk explaining what the issue is and its urgency. The LTA will then decide whether to table at the next scheduled meeting or make arrangements for all or the necessary Forum members to gather more quickly.

3.7.2. Changes to the Enhanced Partnership Scheme Facilities, Measures and Requirements

Any changes to the Facilities, Measures or Obligations set out in Appendices A1 to C3 will be considered bespoke changes to the EP Scheme. Any Operator of Qualifying Local Services or Wiltshire Council may bring a proposal or proposals to the Forum where it or they will be considered.

It is also expected that in the course of its duties the EP Forum will generate proposals for changes to Facilities, Measures and Requirements.

If a simple majority of the Forum vote in favour, the Board will then consider the proposal or proposals and any accompanying evidence and vote on the change proposed by the Forum at its next meeting. Wiltshire Council will then amend the relevant Appendix or Appendices to this EP Scheme if the Board votes in favour by a simple majority and provided that Wiltshire Council has not exercised its veto.

If an Operator representative for one or more Operator category has not been selected at the EP Board, the votes of that/those categories will be determined using the default Operator objection mechanism, specified by the Enhanced Partnership Plans and Schemes (Objections) Regulations 2018.

The EP Board will also consider when any such changes shall come into force, and/or the linking of the changes (for instance, any Operator Requirements to take effect only once any enabling Local Authority Facilities or Measures have been implemented, taking account of the lead time for service registrations should these be required).

As per section 3.4.1 above, any proposal to withdraw or reduce the scope of any bus priority scheme or named passenger interchange or bus station Facility requires the written approval of all Operators of Qualifying Services using that scheme at the time the proposal is made.

If Wiltshire Council consider the matter urgent then it may convene a special meeting of the Forum followed by a special meeting of the Board, giving at least 14 days' prior written notice for the meeting to all Forum members and for the meeting of the Board to consider the proposed variation.

In the event that a number of Operators which would trigger the default Operator objection mechanism (as set out in the Enhanced Partnerships and Schemes (Objections) Regulations 2018 as may be varied from time to time) raises concerns in writing to a minimum of one subsequent Board meeting about a previous decision of the Board, the decision-making process for Enhanced Partnership Scheme Variations will revert to the default Operator objection mechanism contained in those regulations to review that decision and as appropriate for future decision-making purposes.

3.7.3. Other Changes to the Enhanced Partnership Scheme

Any other proposals (i.e. content other than Facilities, Measures and Obligations) for changes to the EP Scheme will be considered under Section 138L of the Transport Act 2000. The proposer of a variation should demonstrate how this might contribute to achieving the objectives set out in the BSIP, EP Plan and Wiltshire Council's current local transport policies. Any such proposals should be in writing and submitted to buses@wiltshire.gov.uk.

Any Operator of Qualifying Local Services or Wiltshire Council may bring a proposal or proposals to the Forum where it or they will be considered. If a simple majority of the Forum vote in favour, the Board will then consider the proposal or proposals and any accompanying evidence and vote on the change at its next meeting. Wiltshire Council will then follow the process set out in Section 138L of the Transport Act 2000 and The Enhanced Partnership Plans and Schemes (Objections) Regulations 2018 on behalf of the Board.

3.7.4. Revocation of an EP Scheme

Should Wiltshire Council or any other member of the Forum believe that it is necessary to revoke the Plan or Scheme, then it must express this in writing to the Forum. The Forum will then consider and vote upon the proposal and submit it to the Board which will do the same. Should the Board vote by a simple majority to revoke the Plan or Scheme, Wiltshire Council will then follow the process set out at Section 138O of the Transport Act 2000.

3.7.5. Postponement

Should it be necessary to postpone the implementation of any Facility, Measure or Requirement, Wiltshire Council will follow the procedure at Section 138I of the Transport Act 2000. It must first use reasonable endeavours to seek the views of the Forum and the Board.

3.7.6. Data sharing and commercial confidence

At all times each member of the Forum and Board will respect data confidentiality and will the Forum and Board will maintain processes to maintain and respect commercial confidentiality as required. Should any member believe there has been a breach of confidentiality, they should raise this with the Public Transport Manager of Wiltshire Council.

Appendix A. Facilities

A.1. Facilities - Existing

A.1.1. Bus priority

The bus priority provision in Wiltshire is summarised below.

Salisbury:

- Bus lane – A338 Downton Road
- Bus lane – A345 Castle Road
- Contraflow bus lane - Milford Street

Rest of Wiltshire:

- Devizes - Newman's Road bus gate
- Devizes - Quakers Estate (Keepers Road) bus gate
- Devizes - Rear of Market Place bus island
- Trowbridge - top of Drynham Road
- Trowbridge - access through Market Street pedestrianised area and left turn into Castle Street
- Westbury - access through High Street pedestrianised area
- Semington – High Street bus gate
- Chippenham – Bumpers Farm bus gate (currently out of use)

Wiltshire Council are looking to remove and replace existing bus gate enforcement (typically bollards) with ANPR enforcement.

A.1.2. Bus stops

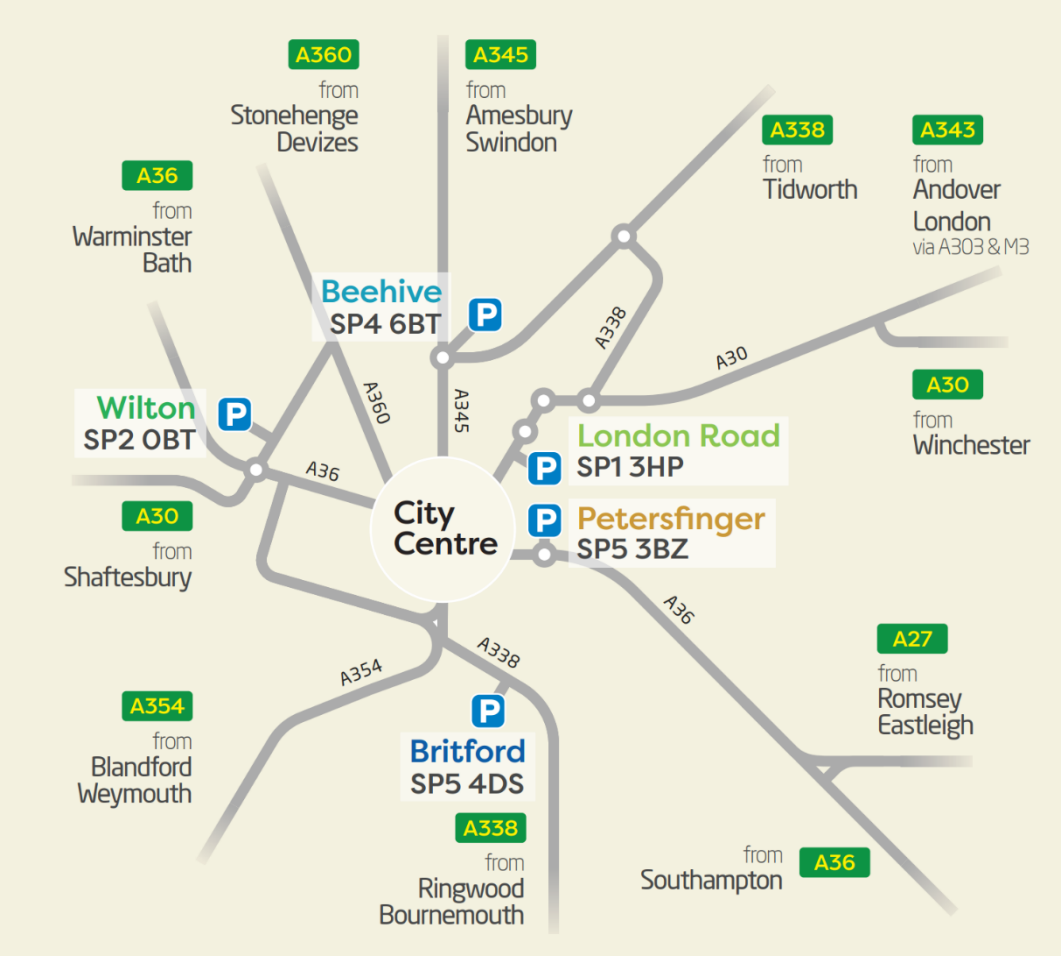
There are 4,521 NapTAN listed bus stops as of May 2021. There is also one bus station located in Chippenham.

A.1.3. Park & Ride

Five car park sites on the outskirts of Salisbury are shown in Figure 3-2. These are:

- Britford Park & Ride – located to the south of Salisbury, A338 Downton Road;
- London Road Park & Ride – located to the north east of Salisbury, A30 London Road;
- Wilton Park & Ride – located to the west of Salisbury off the A36 The Avenue;
- Petersfinger Park & Ride – located to the south east of Salisbury, A36 Southampton Road; and
- Beehive Park & Ride*- located off the A345 to the north of the city (*this site is currently a COVID-19 testing site and is temporarily closed).

Figure 3-2 - Park & Ride sites in Salisbury[1]



Salisbury Reds, Salisbury Park&Ride Services - Salisbury Reds

A.2. Facilities - Approved for Implementation by the Board

To be populated with facility for implementation following approval from the Board.

A.3. Facilities - For consideration subject to funding, feasibility and Board and Wiltshire Council (where required) approval

Items documented in the BSIP. Subject to funding to be submitted by the Forum to the Board for approval to progress implementation.

A.3.1. Make improvements to bus services and planning

A.3.1.1. Provide improved bus priority

- Assess the feasibility, develop, design and implement measures at locations identified in response to issues raised by bus operators:

Settlement/corridor	Location and initial concept
Salisbury southern corridor	Amendments to Britford Park & Ride access junction
	Enforcement of the Britford Park & Ride & mitigating bus lane encroachment
	Rowbarrow - bus gate enforcement and Transit Signal Priority (TSP) S

[1] Map provided by Salisbury Reds

	Harnham Gyratory Junction Improvements
	New Bridge Road bus lane
	Exeter Street roundabout junction amendment
	Exeter Street bus lane
Salisbury northern corridor	Southbound bus gate approaching the A36
	Maximising the existing A345 bus lane and junction amendments
	Extension of the existing inbound bus lane to the Beehive Park & Ride site
Salisbury city centre	Brown Street junction amendment
	London Road/Barrington Road TSP
	New Street/Catherine Street junction amendment
	Castle Street markings and junction amendment
Salisbury A36 corridor (NH)	Petersfinger Park & Ride junction amendment
	College roundabout junction amendment
	St Mark's Roundabout junction amendment
	Castle roundabout junction amendment
	St Pauls roundabout junction amendment
	Wilton Road inbound bus lane junction amendment
	Park Corner junction amendment
	Wilton roundabout junction amendment
Chippenham	Priority for buses on High Street and Market Place/Gladstone Road bus gate
	Bridge Centre gyratory - westbound busway and bus only on Bath Road east (eastbound)
	Bath Road (east of Rowden Hill) inbound bus lane
	Bath Road west of Rowden Hill junction amendment and inbound bus lane
	Bath Road northbound bus lane to Rowden Hill
	London Road modal filter
	TSP at town centre junctions, including Station Hill junction and New Road signals
Trowbridge	Identify appropriate
Calne	Bus access southbound down High Street
	Signals at Curzon Street and the Square - linked signals and add SVD
	Bus only right turn to the Square
	Square eastbound only except buses
Devizes	Identify appropriate locations for bus priority in the town
Royal Wootton Bassett	High Street: Amendments to existing arrangements and laybys at junction with Longleaze. Parking controls on both sides of the road. TSP at New Road High Street
	Bincknoll Lane bus lane
	Inbound bus lane on approach to junction 16.

- Work with National Highways to incorporate bus priority at signals under their control, particularly at life expired signals in Salisbury.
- Investigate opportunities to improve conditions for buses in Calne and Chippenham town centres.

A.3.1.2. Consideration of bus rapid transport networks

- Develop bus priority measures which enables services with BRT characteristics
- Improve real time information provision
- Develop our Superbus and interurban service network.

A.3.2. Improvements to planning/integration with other modes

A.3.2.1. Integrate services with other transport modes

- Investigate the role of mobility hubs, for both rural and urban locations which will allow for integration of bus services with active travel measures such as cycle infrastructure.

A.3.3. Make improvements to bus passenger experience

A.3.3.1. Invest in accessible and inclusive bus services

- Bus stop infrastructure audit.
- Liaise with user groups to develop an agreed set of standards for bus stop provision.
- Developing a consistent quality standard for shelter provision throughout Wiltshire and seek expanded provision.
- Enhanced interchange facilities (e.g. improved wayfinding).

A.3.3.2. Protect personal safety of bus passengers

- Utilise an evidence-based approach to provision of improved CCTV facilities at bus stops.
- Undertake a series of audits of walking routes to bus stops in our towns and villages.

A.3.4. Improvements to passenger engagement

A.3.4.1. Improve bus information

- Provide consistent roadside information.
- Upgrade and expand real-time passenger information system.

Appendix B. Measures

B.1. Measures - Existing

B.1.1. Services

The Wiltshire bus service network has remained largely unaltered in structure for some years, although there have been some changes to service numbers, frequencies and the company running each route. The stability in bus network support provided by Wiltshire Council has assisted in retaining more passengers than in some other neighbouring authorities.

In the Salisbury area, the majority of daytime bus services are run on a commercial basis* with services within the city generally running at 15–30-minute headways during the day. At night and on Sundays these services only run once per hour and are mostly tendered.

Outside the Salisbury area, only 30% of the bus network is run commercially* and in many cases the commerciality of the service is heavily influenced by the carriage of school and college students. On these services frequencies are mostly hourly or less, which is not sufficient to attract mode shift. Some services run less often at weekends, with very few services outside Salisbury operating in the county on Sundays.

Within Wiltshire there are mostly low frequency services on town services outside Salisbury, with limited peak-period services. Many of the interurban services are also slow due to diversions to serve villages and housing developments, and there are low frequencies even to major attractors of demand such as Bath and Swindon. Overall, there are infrequent and slow bus services outside the core interurban and town networks.

* - indications of commerciality are based on pre-covid information.

B.1.2. Tendered services

Tendered weekday services are also heavily built around the carriage of students, which has enabled off-peak services to be provided in a very cost-effective manner. However, this has meant that peak hour journeys on these services are often unattractive to commuters, particularly as these timetables tend to be timed to coincide with the start and finish times of educational establishments.

B.1.3. DRT

- Wiltshire Council are utilising the government's Rural Mobility Fund to enhance the scheme currently offered in the Pewsey Vale area.

B.2. Measures - Approved for Implementation by the Board

To be populated with measures for implementation following approval from the Board.

B.3. Measures - For consideration subject to funding, feasibility and Board and Wiltshire Council (where required) approval

Items documented in the BSIP. Subject to funding to be submitted by the Forum to the Board for approval to progress implementation.

B.3.1. Make improvements to bus services and planning

- Develop a Highway Network Management Plan.
- Ensure bus services are considered as part of planning new developments.

B.3.1.1. Conduct route reviews

- Conduct route reviews in the following priority order:
  - Superbus and Salisbury
  - Interurban routes
  - Town networks
  - Rural routes

- Work collaboratively with neighbouring authorities to co-ordinate bus service and infrastructure changes.

These route reviews may identify proposals to change highway geometry, kerbside regulations and enforcement

B.3.1.2. Integrate ticketing between transport operators and modes

- Work with the DfT and Train Operating Companies (TOCs) to develop electronic PlusBus.
- Explore the potential for bus/rail interchange through QR code ticketing.

B.3.2. Improvements to passenger engagement

B.3.2.1. Customer charter

- Develop community based passenger focus teams.
- Implement a centralised source of bus information for Wiltshire.

B.3.2.2. Improve bus information

- Marketing campaign to advertise the accessibility provided by buses.

B.3.2.3. Other

- Establishing an internal bus delivery group.
- Develop planning policy which supports the delivery and operation of bus services and infrastructure.
- Work with the Western Gateway Sub-National Transport Body to develop strategic improvements for buses across the region.
- Increased enforcement of car parking and bus lane & bus priority infringements.
- Conduct a review of car parking supply, demand and charges.

B.3.3. Invest in decarbonisation

- Investigate the feasibility of different types of technology applied to the constraints at bus depots and the mileages being operated on bus routes in Wiltshire in order to establish the most cost-effective means of decarbonising the bus fleet.
- Develop business cases and funding bids for ZEBRA and other sources for zero-emission buses.

Appendix C. Requirements

C.1. Requirements - Existing

C.1.1. Emission Standards

Emissions Standard	Number of vehicles in fleet
Electric	3
Euro 6	114
Euro 5	77
Euro 4	70
Older	34

Source: Wiltshire Council Passenger Transport Unit

C.2. Requirements - Approved for Implementation by the Board

To be populated with requirements for implementation following approval from the Board.

C.3. Requirements - For consideration subject to funding, feasibility and Board and Wiltshire Council (where required) approval

Items documented in the BSIP. Subject to funding to be submitted by the Forum to the Board for approval to progress implementation.

C.3.1. Make improvements to bus services and planning

C.3.1.1. Review service frequency and journey times

- Increase evening and weekend provisions on key interurban services and town services where commercially viable or funded through the EP.
- Increase the frequency of key town services to at least 2 buses per Increase the frequency of key town services to at least 2 buses per hour where commercially viable or funded through the EP.
- Improve links with major employers and businesses to improve/provide bus accessibility to employment sites where commercially viable or funded through the EP.
- Improving journey times for interurban services along the key corridors within the travel to work areas where commercially viable or funded through the EP.

C.3.1.2. Develop improved links to employers

- Improve links with major employers and businesses to improve/provide bus accessibility to employment sites where commercially viable or funded through the EP.

C.3.1.3. Work with partners to investigate and bid for funding to develop DRT

- Explore options for providing DRT to improve access to Melksham railway station.
- Opportunities for Bedwyn, Trowbridge and Westbury railway stations will be explored in the future.
- Explore potential for a DRT style service to be provided to connect smaller employment sites.

C.3.1.4. Integrate services with other transport modes

- The Council will work with train operating companies and network rail to seek opportunities to better develop and deliver coordinated services and facilities between bus and rail services across the Scheme area. This will need to be sensibly considered and realising that the bus is not subservient to the train and will require the positive input from the rail industry. Many routes serve not only several rail stations but also other destinations enabling people to arrive at the at a location at a time for work locally, for example as

well as those undertaking longer distance train journeys and these local destinations should not be disadvantaged.

C.3.1.5. Investigate simplifying services

- Investigate opportunities to remove complexities in some bus services where feasible, such as slightly differing routes at differing times of the day.

C.3.1.6. Review socially necessary services

- Enhance evening and Sunday services in Salisbury, and to provide a comprehensive service offer focused on the interurban services across the county where it is felt that there is the best opportunity for patronage to grow quickly.

C.3.2. Investigate improvements to fares and ticketing

C.3.2.1. Ticketing

- Operators to investigate accepting each other's day return and multi-journey tickets over common sections of route.
- Operators to investigate offering a 10/11/12-journey carnet ticket on commercial services.

C.3.2.2. Lower fares

- Operators to investigate accepting standardised ticketing products suitable for part-time commuters.
- Operators to investigate implementing the discount fare scheme for under 25s and jobseekers.
- Accept any multi-operator tickets as may be developed.
- Investigate Implementing a £1 flat fare for journeys in Salisbury.
- Investigate accepting add-on fares for cross town journeys.
- Review distance-based fares for groups, couples, families and single parent families.
- Investigate implementing the proposed account-based tap-on tap-off ticketing schemes.

C.3.3. Make improvements to bus passenger experience

C.3.3.1. Higher specification buses

C.3.3.2. Implement a bus specification informed by bus passenger research

- In line with upcoming statutory requirements, all buses will need to provide next stop screens and announcements as standard.

C.3.4. Make improvements to bus passenger experience

C.3.4.1. Protect personal safety of bus passengers

- Provision of on-bus CCTV on interurban and Salisbury, Chippenham and Trowbridge town services.

C.3.5. Improvements to passenger engagement

C.3.5.1. Customer charter

- Develop and implement customer charter.

C.3.5.2. Improve bus information, strengthen network identity and develop an identity to raise awareness of local bus services

- Operators will to their best endeavours ensure their buses can communicate with neighbouring authorities' RTPI systems.
- Operators must have a website and app with basic information.
- Agreed best practice for digital content.

- Explore the potential to integrate operators information together to overcome weakness of low awareness of Traveline.
- Agreed standard dates for timetable changes throughout the year.

C.3.6. Invest in decarbonisation

- Bus operators in Wiltshire will work with the Council to establish a minimum vehicle standard for use across the local bus network. Facets of this standard will relate to, but not be limited to: emission standards, CCTV, on-board passenger facilities (e.g., WiFi, USB ports); heating and cooling systems, audio visual passenger systems, and ticketing systems,

Appendix D. Terms of Reference

D.1. Terms of Reference – Forum

The Forum will:

- Consider the available evidence from Wiltshire Council's monitoring against the BSIP targets of patronage, journey time, reliability and passenger satisfaction;
- Consider how delivery of existing and potential Facilities, Measures and Requirements can assist in delivering outcomes against those targets;
- Develop and continuously review a process to prioritise available funding to potential Facilities, Measures and Requirements;
- Develop investigations, feasibility studies and costed business cases for the development and implementation of Facilities, Measures and Requirements for submission to the Board for consideration and approval;
- Establish working groups and invite the views and participation of wider stakeholders as required to assist in the development of these investigations, feasibility studies and business cases;
- Receive meeting minutes from the Board;
- Request agenda items for Board meetings;
- Liaise with equivalent governance bodies in neighbouring Enhanced Partnerships, on matters both of policy and direction and on specific cross-boundary issues; and
- Liaise with the Board on the forward work programme.

D.2. Terms of Reference – Board

The Board will provide detailed technical project direction and scrutiny on interventions within the Enhanced Partnership Plan as well as having oversight and direction of financial delivery and the monitoring and evaluation framework.

The Board will:

- Develop and continuously review a process to prioritise available funding to potential Facilities, Measures and Requirements, and communicate any updates to the Forum on a regular basis;
- Review proposals brought to it by the Forum in respect of Facilities, Measures and Requirements, and any accompanying evidence;
- Satisfy itself that any such proposals are sufficiently and appropriately evidenced;
- Vote on whether to proceed with such a change, and request Wiltshire Council to apply its normal statutory powers as required to deliver any such change, and request Wiltshire Council to amend the EP Scheme as appropriate;
- Review proposals brought to it by the Forum for changes to the EP Plan and Scheme, and if content initiate the required process to make such changes;
- Direct Wiltshire Council to monitor outcomes against the stated targets and use this evidence to develop its policy in considering proposals brought to it by the Forum;
- Liaise with Wiltshire Council regarding potential bids to external bodies for funding and ensure as far as possible that such bids reflect the priorities of the EP;
- Liaise as required with the Forum in considering scheme proposals and in providing direction as required from time to time on the content of the proposals and supporting evidence bases brought to it by the Forum; and
- Liaise with the Forum on the forward work programme.

D.3. Terms of Reference – Working Groups

A Task and Finish Group constituted by the Forum will:

- Have its membership determined by the Forum;

- Be constituted from time to time by the Forum as required with a specific brief and timescale to report back as appropriate;
- Be expected to meet at least monthly; and
- Deliver a written response to the Forum's brief for the Forum's consideration.

End of document