



Bus Service Improvement Plan: Executive Summary

Introduction

Public Transport forms the backbone of Worcestershire's transport networks and it is widely recognised that the most successful economies boast strong, well-integrated passenger transport networks which enable the efficient movement of people. This is particularly important in growing economies such as Worcestershire. Public transport is invaluable; it enables Worcestershire to remain 'open for business' and welcomes growth by making the most efficient use of its transport network capacity.

Worcestershire County Council's Bus Service Improvement Plan sets out how it will work with its partners to make passenger transport improvements for the benefit of all its residents. The Plan supports the National Bus Strategy 'Build Back Better' and complements the Worcestershire Passenger Transport Strategy. The Plan will enable the County Council to develop a long term, sustainable and enhanced network.

The Passenger Transport Network

The main purpose of Worcestershire's passenger transport network is to provide an efficient, resilient and integrated system which provides access for everyone to a wide range of services and facilities which are essential for a good quality of life. These include employment, education, healthcare, retail and leisure.

Our priorities will include home to work and home to school journeys. A healthy commercial network is critical in delivering this. The main providers of passenger transport services in Worcestershire are commercial organisations that operate local bus services on a profit-making basis, as envisaged when the local bus service market outside London was de-regulated in 1985.

It is important for Worcestershire residents that the public transport network is attractive, efficient and reliable. Well run networks can meet the needs of local people by providing a transport network which reduces congestion and provides access to a wide range of employment and wider life-enhancing opportunities.

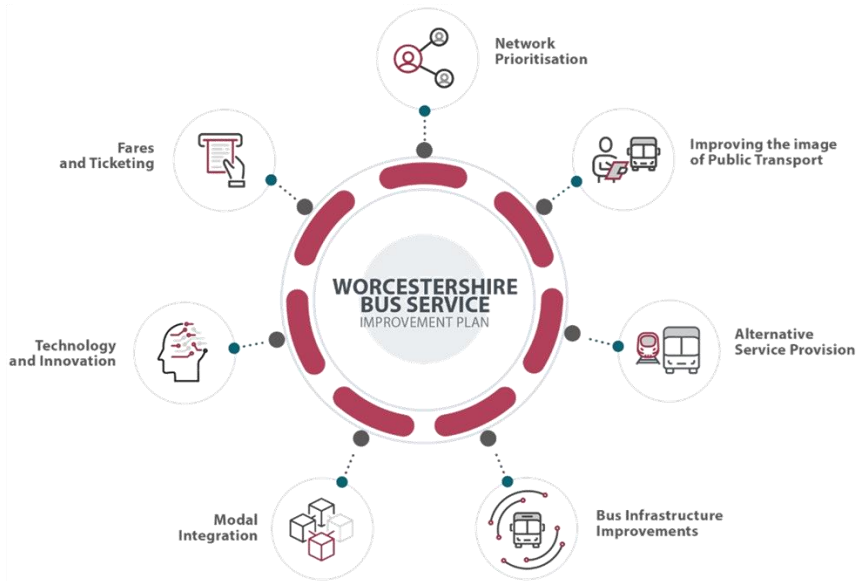
The Enhanced Partnership will enable the County Council to work in co-operation with commercial operators to help deliver an efficient, reliable bus network which meets the needs of Worcestershire's residents, improving customer satisfaction and encouraging increased use of local transport services.

Bus Service Improvement Plan

Worcestershire is committed to improving public transport and will improve journey times, increase reliability, provide clear and concise information to passengers, and offer a simplified fares structure. In addition, significant investment will be made in infrastructure, e.g. bus shelters and technology, e.g. real time information systems.

The following outline summarises the principles of the Bus Service Improvement Plan, all elements of which will contribute towards a fully integrated, one stop, transport network

Diagram to illustrate the Bus Service Improvement Plan Principles



To deliver the core principles listed below, there will be a transformational programme of measures. Together, these will deliver services that our residents, visitors and businesses require and expect.

| Core Principle | Objectives |
|--|---|
| Network Prioritisation | <ul style="list-style-type: none"> • Increase frequency of services on Worcestershire Strategic network • Increase service level patterns to meet the needs of residents • Bus Priority - Address operator congestion and pinch points that are impacting services • Bus Priority - Accelerate the delivery of Measures in Worcestershire • Bus Priority - Introduction of additional bus clearways and look to make these enforceable • Bus Priority – Mitigate the impact of Roadworks • Consider Education and Social Care Provision as part of the Worcestershire core network offer |
| Improving the image of Public Transport | <ul style="list-style-type: none"> • To develop a clearly defined and understood “brand” for the Worcestershire passenger transport network, used consistently across the network • Continue to enhance the way Information is provided on Worcestershire’s digital estate |

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|--|---|
| | <ul style="list-style-type: none"> • Ensure that information on the Worcestershire Transport network is accessible for all users • Develop a Bus Passenger Charter allowing users and non-users to engage with the authority including how information will be presented and accessed • Coordinate and limit to a minimum the number of timetable changes for passenger bus services • Provide a safe and secure environment in which to travel |
| Alternative Service Provision | <ul style="list-style-type: none"> • Provide alternative forms of transport where normal modes are not cost effective • Improve integration of alternative Service provision into the Worcestershire Network |
| Bus Infrastructure improvements | <ul style="list-style-type: none"> • Progress to a consistent, uniform, accessible and quality provision of infrastructure that facilitates passenger transport use both on and off bus • Deliver next generation mobility hubs to integrate Alternative Service provision and Active Travel with Local Bus Services • Consider income generation opportunities (ring-fenced back to Local Bus Network) |
| Modal Integration | <ul style="list-style-type: none"> • Focus on providing an integrated Passenger Transport network • Build on previous experiences and branding to promote Modal Integration |
| Technology and Innovation | <ul style="list-style-type: none"> • Expand Worcestershire Real Time Information System • Consider Net Zero objectives when considering infrastructure • Deliver Ultra-Low and Zero Emission Buses within the County • Deliver next generation accessible information on and off-bus • Improve and develop mechanisms for improving data that can be presented in relation to the network |
| Fares and Ticketing | <ul style="list-style-type: none"> • Review current Worcestershire Fare structures and consider simpler and lower fare structures • Review current multi-operator tickets and evaluate smart and Innovative ticketing products to meet evolving passenger requirements • Develop mechanisms for capping using tap on/ tap off technologies • Review current school ticketing offers |

Delivery

The delivery of the Bus Service Improvement Plan will be led by the Enhanced Partnership comprising Worcestershire County Council Transport Operations Unit, which is part of the Directorate of Economy & Infrastructure, and Transport Operators.

Partnership Working

Worcestershire County Council is committed to partnership working to secure delivery of the best possible transport service for the County.

Worcestershire has an ambitious vision for its transport network and will achieve real improvements in public transport, creating an environment where people choose to move away from their own private vehicles towards a more environmentally sustainable, accessible, and truly integrated transport network.

Photograph of Salt Road branded bus

