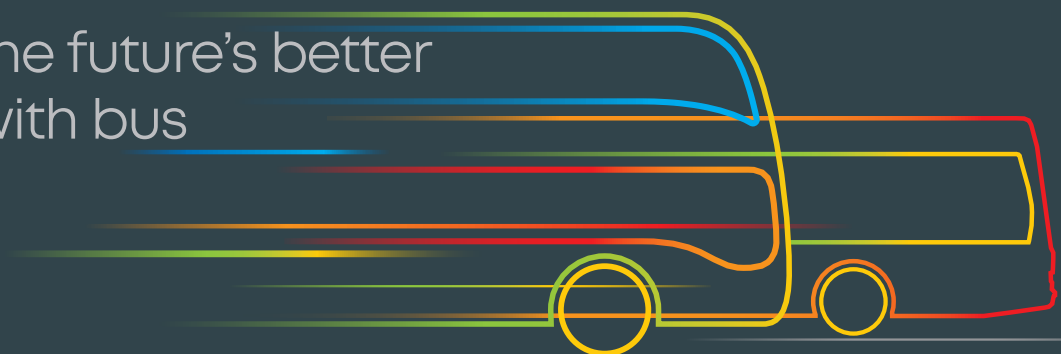


moving forward together

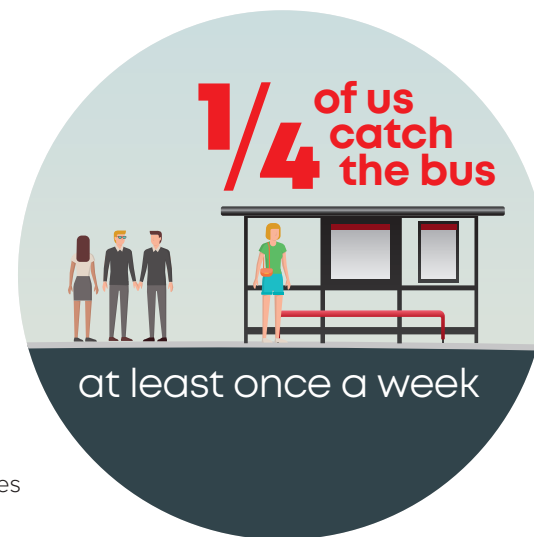
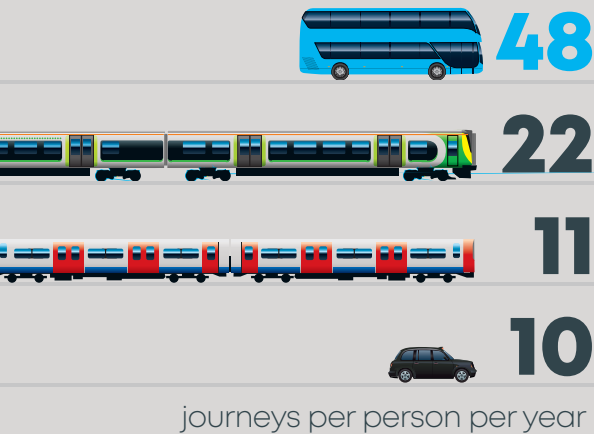
the future's better
with bus



Moving forward together

introduction

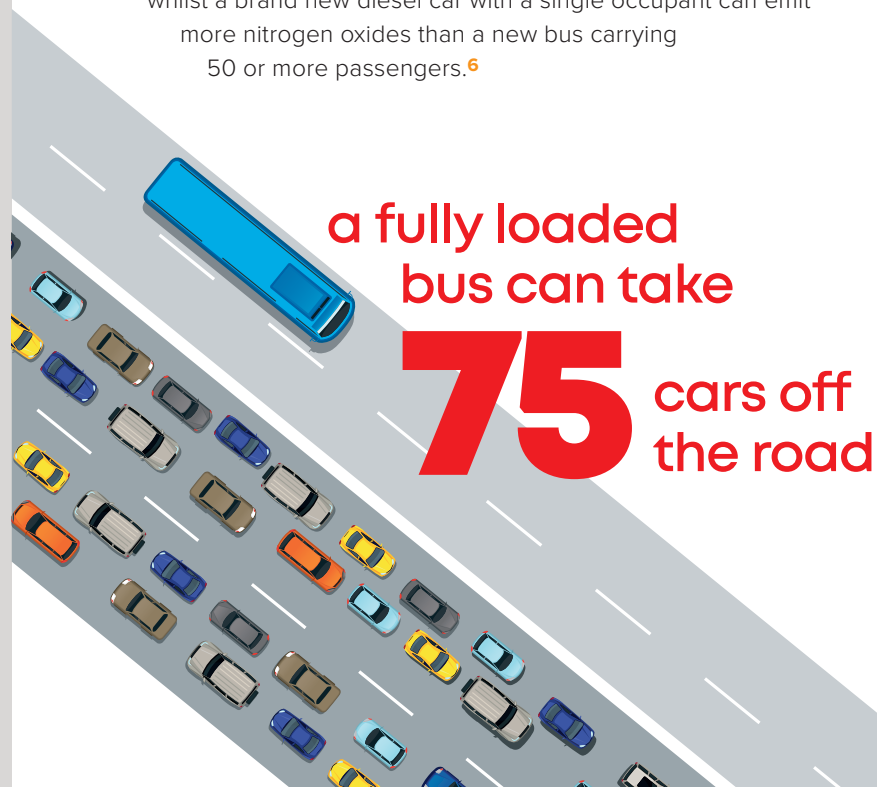
Buses are a vital part of our country's infrastructure. We take, on average, around 50 bus trips per person per year.¹ With 60% of all public transport journeys being taken by bus,² more journeys are taken by bus than all other forms of public transport combined.³



Buses have an important role to play in supporting economic growth and reducing social deprivation. They connect people to work, school, medical facilities and leisure activities.

And passenger satisfaction is high, with 88% of passengers being satisfied with the last bus journey they took.⁴

Buses can play a huge role in reducing air pollution and congestion - a fully loaded double decker bus can take 75 cars off the road,⁵ whilst a brand new diesel car with a single occupant can emit more nitrogen oxides than a new bus carrying 50 or more passengers.⁶



We believe that by improving the service on offer we can tempt people away from their cars and onto the bus. Research by Greener Journeys found that nearly a quarter of car users would consider switching to buses if they were quicker and more reliable.⁸ However many of the hurdles to increasing passenger numbers, such as improving journey times, reliability and value for money, can only be tackled in partnership with local and national government. We want to work with government to develop a National Bus Strategy which recognises the importance of bus travel both now and for a sustainable future, and places the bus at the heart of local and central government planning. To secure the delivery of this Strategy, we are calling for a Sector Deal for the bus industry.

This Strategy is based on work undertaken by the Confederation of Passenger Transport (CPT) UK and its members on an ambitious vision for transforming bus services in England by 2030. We are committed to working in partnership with government and local transport authorities, and alongside suppliers, to develop and deliver clear plans that drive urban prosperity, strengthen our communities, promote mobility and reduce carbon emissions.

As responsibility for transport is devolved in Wales and Scotland, this Strategy is for England only. However, much of the evidence base relating to the benefits of bus is applicable across the UK.

every day⁷



2.1 million people



travel to work by bus



1 million people



travel to school or college by bus



1.4 million people



go shopping by bus



1.3 million people



travel for leisure by bus

¹ assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/822089/nts-2018-factsheets.pdf

² assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/666759/annual-bus-statistics-year-ending-march-2017.pdf

³ DfT National Travel Survey 2017 Tables NTS 0308, 0313

⁴ Transport Focus Bus Passenger Satisfaction Survey sought the views of nearly 50,000 bus passengers across England and Scotland in autumn 2018. transportfocus.org.uk/research-publications/publications/bus-passenger-survey-autumn-2018-report/

⁵ Greener Journeys (July 2017) greenerjourneys.com/news/leave-cars-home-catch-bus-week/

⁶ Passenger Transport (12 January 2017) passengertransport.co.uk/2017/01/a-diesel-bus-emits-less-nitro-than-a-diesel-car/

⁷ For travel to work and school and college 'day' means Monday to Friday taking account of typical holidays.

⁸ Greener Journeys (July 2018) greenerjourneys.com/news/ditch-the-car-this-catch-the-bus-week/

Executive summary

We call on the Government to:

- Work with industry to develop a National Bus Strategy that places bus travel at the heart of local and national government planning.
- Commit to future rounds of infrastructure funding for urban transport, ensuring that bus travel is core to the schemes it funds and that project objectives are delivered.
- Incentivise Local Transport Authorities (LTAs) to collaborate in setting targets to speed up bus journey times and reduce their variability, and to use existing enforcement powers so we can better use road space.
- Avoid making sudden, radical changes to the Bus Service Operator Grant (BSOG), and ensure that any future reform is phased, recognising the devastating impact that a sudden loss of funding could have on the bus market.
- Establish a working group of key stakeholders to identify and trial alternative bus solutions for rural communities, drawing on the diverse capabilities of the commercial, voluntary and public sectors.
- Endorse bus operators as the preferred delivery partners of government for the rollout of smart ticketing based on our proven track record of successful project implementation, and ensure that bus operators have access to the same data as other providers of integrated transport solutions to enable them to build better digital solutions for customers.
- Work with industry to agree a joint roadmap to zero emissions transport under the Road to Zero Strategy. As part of this: continue support for the extra purchase cost of ultra-low and zero emissions vehicles until prices progressively align with diesel comparators; assist with the delivery of supporting fuel infrastructure; and support the UK's manufacturing and supply chain in improving and developing important technologies on the road to zero emissions.

In return, bus operators commit to:

- Play a central role in the development and deployment of a National Bus Strategy by working with government and manufacturers to deliver the investment and innovation required for a world-class future transport network in England.
- Re-invest savings made from improvements delivered through local planning and infrastructure measures.
- Support travel for apprentices and job seekers by expanding discounted ticketing to them by 2021.
- Work with public sector partners to develop and trial rural bus plans so that customers in rural locations are better connected locally and to urban areas.
- Introduce contactless, multi-operator, price-capped, daily and weekly tickets by 2022 in urban areas.
- Embrace the opportunity provided by Open Data to make travel easier by providing simple, comprehensive information for our customers, encouraging the use of online ticketing, Mobility as a Service (MaaS) and other emerging digital platforms.
- Only purchase next generation ultra low or zero emissions buses from 2025 (but starting this process by 2023 in some urban areas).

Further details on these commitments are set out in the body of the document.

CPT UK represents UK-based enterprises that operate buses and coaches, as well as a number of suppliers. We have approaching 1,000 members accounting for in excess of 95% of bus fleet and 55% of coach fleet in the UK, and ranging from major Public Limited Companies to sole traders.

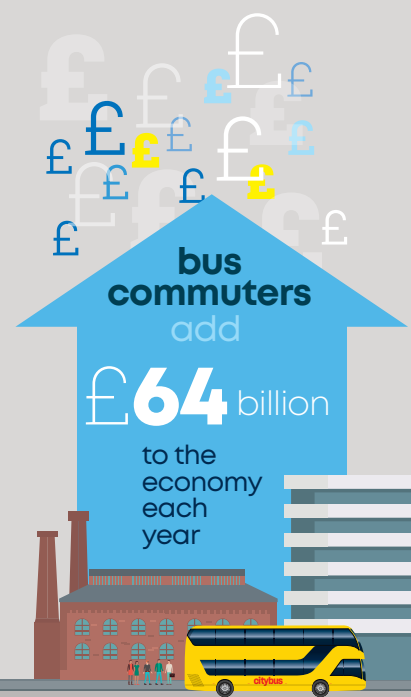


VISION FOR 2030

Our Strategy will:

- Give 16 million more people access to straightforward, price-capped ticketing
- Reduce carbon dioxide emissions by up to half a million tonnes per year
- Help more than a million people to look for work and 800,000 apprentices to develop their skills
- Identify practical, affordable and sustainable solutions to mobility in rural areas
- Cut congestion for quicker journeys
- Contribute to our ambition of getting 1 billion more passengers onto the bus





The vital role of the bus

Buses account for over 60% of public transport journeys.

More people commute to work by bus than all other forms of public transport combined.

Buses are the primary mode of access to city centres facilitating 29% of city centre expenditure.

More than half of students could not travel to education or training without the bus.

A full double decker bus can take up to 75 cars off the road.

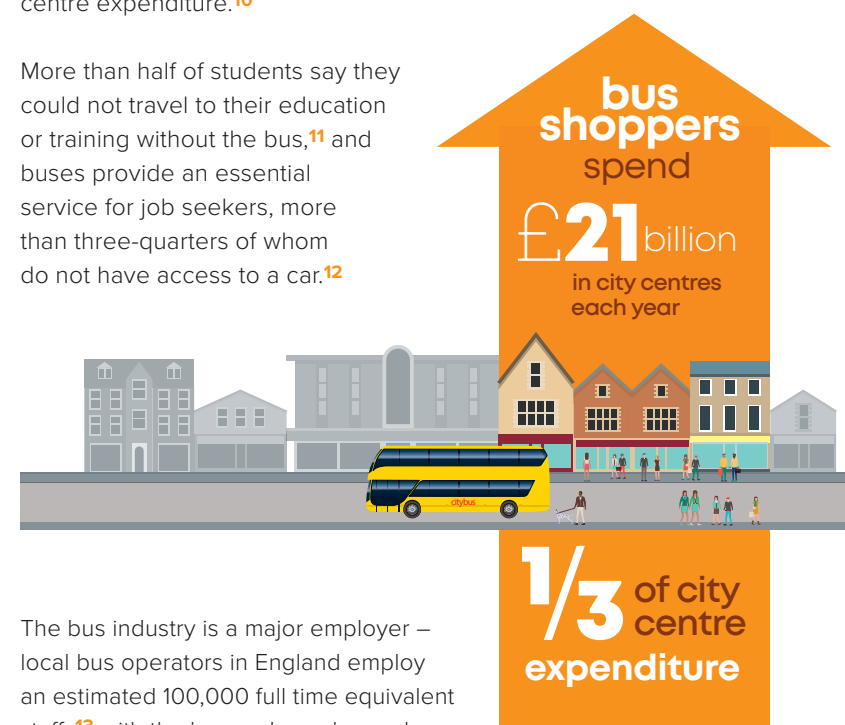
If everyone switched one car journey a month to bus it could save 2 million tonnes of carbon dioxide.

A 10% improvement in local bus connectivity is associated with a 3.6% decrease in social deprivation.

economy

Every day, almost 2.5 million people all over Britain travel to work by bus, and a million more use the bus as a vital back up. More people commute to work by bus than all other forms of public transport combined, and these bus users generate £64 billion of economic output each year.⁹ Buses are also the primary mode of access to city centres, supporting 1.4 billion shopping trips and facilitating nearly a third of city centre expenditure.¹⁰

More than half of students say they could not travel to their education or training without the bus,¹¹ and buses provide an essential service for job seekers, more than three-quarters of whom do not have access to a car.¹²



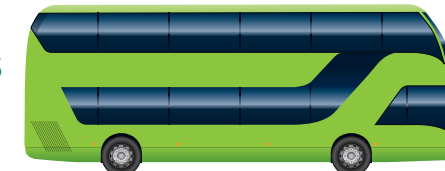
The bus industry is a major employer – local bus operators in England employ an estimated 100,000 full time equivalent staff,¹³ with the bus and coach supply chain supporting a further 83,000 jobs.¹⁴ The UK is a world leader in the technology and manufacturing of buses, particularly double deck vehicles, with 80% of urban buses sold in the UK built here.¹⁵

Manufacturing is concentrated in Falkirk, Ballymena, Sherburn-in-Elmet, Scarborough and Guildford. The industry has been developing world leading technologies such as efficient diesel, compressed biogas, self-charging hybrids, electric and hydrogen, and using new materials to reduce the weight of buses and further improve efficiencies. Bus manufacturers have a key role to play in supporting the UK economy by continuing to develop innovative new products including the next generation of ultra-low and zero emission buses (for use both within the UK and for export) as part of the UK's Industrial Strategy.

environment

Buses have a crucial role to play in tackling environmental issues and helping to meet the Government's targets on improving air quality and reducing carbon. Buses and coaches account for just 6% of nitrogen oxide emissions from road transport compared to 71% for diesel cars and vans.¹⁶ Progress in clean diesel bus technology has dramatically exceeded that in car technology, such that new diesel-powered cars produce 10 times more nitrogen oxides per litre of fuel than a Euro VI bus. This means that a brand new diesel car with a single occupant can emit more nitrogen oxides than a new bus carrying 50 or more passengers.¹⁷

a new bus carrying



50 passengers

less pollution than a diesel car carrying



4 passengers

Bus operators have invested £1.3 billion¹⁸ in new cleaner and greener buses over the last five years, meaning the UK now has the youngest, cleanest ever bus fleet. Bus operators have invested in both low emission vehicles and in retrofitting vehicles with emission reduction equipment and technology. Many modern buses are fitted with additional features to minimise emissions including telematics systems that encourage more efficient driving styles and stop-start technology. Numerous operators now use a mix of vehicle types and sizes so that they can allocate smaller buses (with lower emissions) to journeys with fewer passengers.

Getting people out of their cars and onto the bus could have a dramatic impact on air quality and the environment. A full double decker bus can take up to 75 cars off the road,¹⁹ and if everyone switched just one car journey a month to bus, there would be a billion fewer car journeys and a saving of 2 million tonnes of carbon dioxide.²⁰

⁹ Mackie, P. Laird, J. and Johnson, D. (2012) Buses and the Economy, Institute for Transport Studies, University of Leeds

¹⁰ Greener Journeys (2016) The Value of Bus to Society

¹¹ greenerjourneys.com/news/bus-networks-face-potential-funding-crisis-as-osborne-sharpens-the-axe/

¹² Johnson, D. Mackie, P., and Shires, J. (2014) Buses and the Economy II, Institute for Transport Studies, University of Leeds

¹³ As at March 2018: Department for Transport (January 2019) Annual Bus Statistics: England 2017/18

¹⁴ Mackie, P. Laird, J. and Johnson, D. (2012) Buses and the Economy, Institute for Transport Studies, University of Leeds

¹⁵ Low Carbon Vehicle Partnership (2017) in Professor David Begg (2017) Improving Air Quality in Towns and Cities: Why buses are an integral part of the solution

¹⁶ Greener Journeys (2018) greenerjourneys.com/news/ditch-the-car-this-catch-the-bus-week/

¹⁷ Research by the International Council on Clean Transportation cited in theguardian.com/environment/2017/jan/06/diesel-cars-are-10-times-more-toxic-than-trucks-and-buses-data-shows

¹⁸ CPT (2017) Local Bus Services Key Facts: How they are operated

¹⁹ greenerjourneys.com/news/leave-cars-home-catch-bus-week/

²⁰ Greener Journeys (2013) greenerjourneys.com/blog/help-us-take-one-billion-car-journeys-off-the-road/



society

Buses serve a cross section of society but are a particular lifeline to the one in four households without access to a car.²¹ Nearly half of the lowest income group do not have access to a car²² and the poorest fifth of households are three times more likely to use the bus than the richest fifth of households.²³

For one in five journeys made by bus a practical alternative does not exist²⁴ and this may mean not taking a job, missing educational opportunities, not taking care of health needs or not seeing friends and family. The bus therefore plays a vital role in the creation of inclusive communities at a time when nearly one in four people in the UK is at risk of social exclusion.²⁵ Research by the University of Leeds found a 10% improvement in local bus connectivity to be associated with a 3.6% decrease in social deprivation, with better access to jobs, educational facilities, healthcare and other services increasing employment, incomes, skill levels and, ultimately, life expectancy.²⁶

The benefits of bus travel go beyond those accrued to the individual passengers and serve the whole of society by contributing to economic growth, a cleaner and less congested environment and a more inclusive society. KPMG has estimated that the wider social impacts add over 30% to the benefit-cost ratio of bus investments.²⁷ Working with operators to improve bus services and increase patronage must be a priority of government going forward.

Moving forward together Vision for 2030

The bus industry is changing. The next 10 years will see one of the biggest transformations of the bus since it was invented. We have already started this journey with the introduction of higher specification buses that have lower emissions, contactless ticketing and WiFi connectivity, as well as on-demand services and live information. But we want to go much further.

Over the next decade we aim to deliver a cleaner, more efficient and more personalised service for our customers and communities. Our commitment to innovation and Open Data will enable customers to travel quickly and easily by bus and seamlessly across all modes through integrated transport solutions such as those offered by Mobility as a Service (MaaS) providers. Such solutions enable passengers to view travel options and purchase tickets across a range of different transport modes, all brought together in one place. And our proposals will make sure that 16 million more people across the country have access to straightforward, price-capped ticketing.

We plan to invest in up to 10,000 more ultra-low and zero emission buses across the next decade, resulting in further reductions in carbon dioxide emissions by up to half a million tonnes per year.

By introducing discounted fare schemes for apprentices and job seekers across the country we will help more than a million people look for work and 800,000 apprentices to develop their skills.

And we will work with public and voluntary sector partners to identify practical, affordable and sustainable solutions to mobility in rural areas, ensuring that everyone has access to jobs, schools, shops, hospitals, leisure activities, friends and family.

Taken together, we believe these measures can contribute to our ambition of getting 1 billion more passengers onto the bus by 2030.

We want to deliver this vision by working with national and local government on measures that can be categorised under four strategic pillars:

driving urban prosperity

building stronger communities

improving mobility through innovation

reducing carbon emissions

The bus offers clean, flexible and easy to use mass transit. It needs to be given priority, along with improved supporting infrastructure, if we are to better connect our communities, support successful economies, drive up productivity and meet the country's net zero carbon emission targets. The bus industry cannot deliver the step change required in bus travel alone. This Strategy calls upon the Government to agree a Sector Deal for the bus industry, with both industry and the Government agreeing a set of commitments which, together, can deliver a sustainable, reputable bus service underpinned by a National Bus Strategy. Such a Strategy can secure the benefits of a long-term strategic approach to funding and delivery for buses and provide Local Transport Authorities (LTAs) with clear guidance on policy and implementation.

²¹ Department for Transport (2014)
Transport Statistics Great Britain

²² Greener Journeys (2016)
The Value of the Bus to Society

²³ Department for Transport (2018)
National Travel Survey

²⁴ Greener Journeys (2016)
The Value of the Bus to Society

²⁵ Eurostat (2015) People at risk of poverty
or social exclusion

²⁶ Greener Journeys (2016)
The Value of the Bus to Society

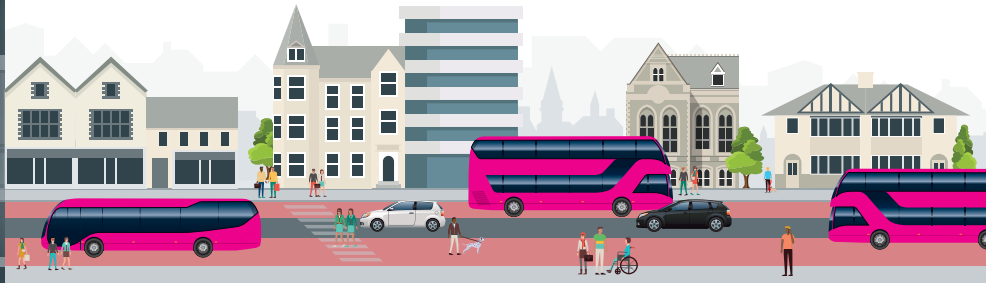
²⁷ Greener Journeys (2016)
The Value of Bus to Society

Driving urban prosperity

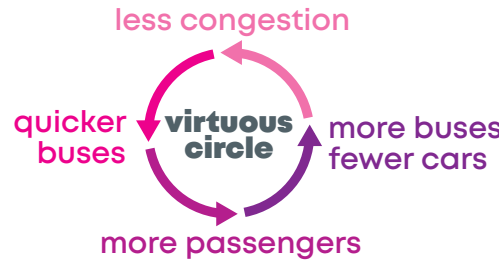
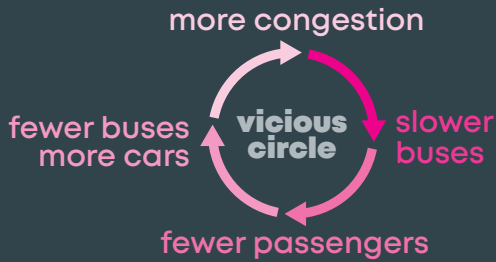
Successful towns and cities rely on buses to move high volumes of people efficiently to their places of work, education, to shops, and to local services such as hospitals whilst reducing the congestion and pollution created by car travel. But bus services require supporting infrastructure and priority measures if they are to efficiently and effectively meet the demands of customers and the objectives of local and national government.

congestion

Congestion is a continuing major challenge in our towns and cities, constraining growth and contributing to poor air quality. The economic costs of congestion are at least £11 billion per year in urban areas in England.²⁸



unblocking the city



²⁸ Greener Journeys (July 2012) Buses and Economic Growth: Summary of Report by the University of Leeds, Institute for Transport Studies

²⁹ Greener Journeys (2017) Tackling Pollution and Congestion: Why congestion must be reduced if air quality is to improve

³⁰ greenerjourneys.com/blog/congestion-not-just-drag-economy-kills/

³¹ Department for Transport (2017), Average speed on local A roads (CGN0502)

³² greenerjourneys.com/blog/congestion-not-just-drag-economy-kills/

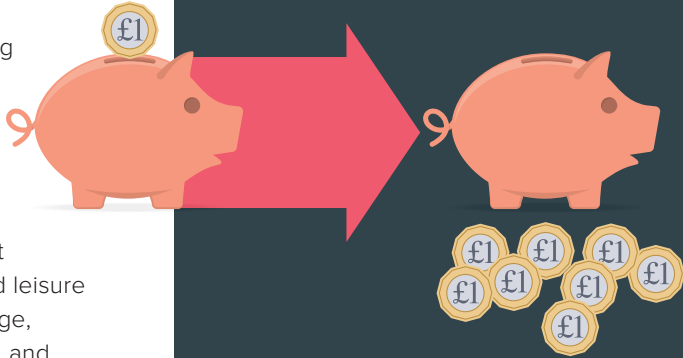
³³ Professor David Begg for Greener Journeys (2016) The Impact of Congestion on Bus Passengers

In the UK's largest cities traffic congestion is 14% worse than in 2012, deteriorating by 4% in 2017 alone.²⁹ On current trends, the average traffic speeds in our major conurbations are projected to fall from 16.5mph in 2016 to just 11.9mph in 2030³⁰ and cities from Southampton and Bristol to Liverpool and Manchester are experiencing congestion delays of more than 80 seconds per mile driven on city centre A-roads.³¹ Furthermore, halving average city traffic speeds leads to a 50% increase in harmful nitrogen oxide emissions.³²

Buses have a vital part to play in reducing or managing traffic congestion in urban areas. However, they are particularly badly affected by congestion, with negative impacts on journey times and reliability affecting both running costs and patronage. It is thought that congestion has slowed bus speeds by, on average, 10% per decade, and that a 10% decrease in speed reduces patronage by at least 10%.³³

In order to provide the efficient and reliable service that existing bus passengers deserve and that will increase patronage by tempting car users onto the bus, we need investment in measures to tackle congestion which include bus priority measures. Evaluation of past schemes has shown that every £1 spent on investment in local bus priority measures can deliver up to £8 of economic benefit.³⁴ This includes direct benefits to users such as access to jobs, training, shopping and leisure opportunities, as well as benefits which accrue to society at large, through decongestion, reduced pollution, lower accident rates, and improved productivity. And research suggests that nearly a quarter of car users would consider switching to buses if they were quicker and more reliable.³⁵

There are a number of government funds available for road improvement schemes which could be used to deliver bus priority measures, for example the National Roads Fund, National Productivity Investment Fund, Local Growth Fund and Transforming Cities Fund. We have calculated that £1bn³⁶ additional investment in capital programmes that deliver comprehensive mass transit solutions in a wide range of major towns and cities could deliver significant improvements in bus services across the country. It is imperative that government monitors the delivery and outcomes of schemes to ensure value for money and accountability in public spending, and to learn valuable lessons about what works for the future.



³⁴ KPMG (2015) An economic evaluation of local bus infrastructure schemes


³⁵ Greener Journeys (July 2018) greenerjourneys.com/news/ditch-the-car-this-catch-the-bus-week/

³⁶ This figure has been reached through consideration of previous rounds of government investment in infrastructure projects

³⁷ KPMG (2015) An economic evaluation of local bus infrastructure schemes

CASE STUDY

Crawley Fastway scheme



A combination of guided busways and dedicated bus lanes along two core routes linking Horley, Gatwick Airport and Crawley.

Avoids congestion hotspots, offering faster journeys and a reliable alternative to car travel.

Satellite technology provides real-time information on the location of vehicles for passengers and at stops, and gives priority to buses over other traffic at junctions.

CCTV cameras improve passenger safety and driver awareness.

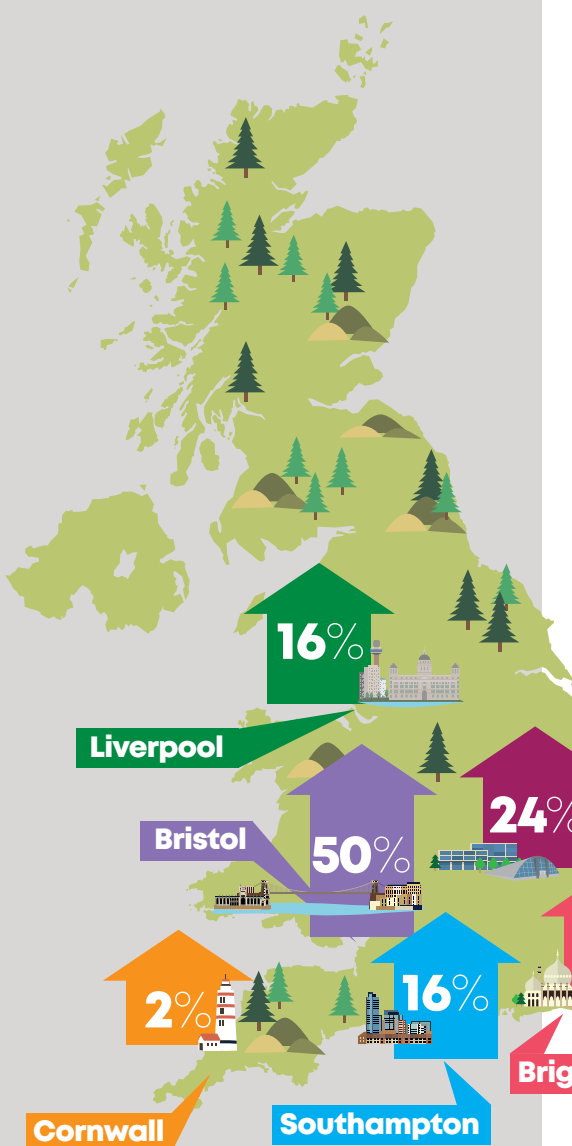
Low-floor access for mobility-impaired passengers and pushchairs.

Environmentally friendly, low emission, low noise, low vibration buses.

OUTCOMES

Evaluation suggests economic return on investment of £4.67 for every £1 spent
Passenger numbers increased by 160% over 10 years
Reduced journey times by an average of 9.5 minutes
High service reliability – between 90-95%
Passenger satisfaction over 90%
19% reduction in traffic levels between 2006-13

Evaluation by KPMG, 2015³⁷



partnerships & passenger growth³⁸

³⁸ Figures show passenger growth since 2009/10, except Liverpool figures which show growth in the Liverpool City Region since the start of partnership working in 2014.

partnership working

The implementation of bus priority measures and infrastructure to support improved bus services requires action by LTAs who have a statutory duty to manage their road networks with the aim of 'securing the expeditious movement of traffic'. Some are already taking innovative approaches to tackling congestion and curbing the predicted levels of traffic growth. But we need to do much more. There are numerous examples of operators and local authorities working in partnership to deliver improved services to passengers. These partnerships can take many forms and the most appropriate will depend on local circumstances:

Voluntary Quality Partnerships

Typically the LTA will undertake to provide bus priority measures, new bus stops and/or real time information systems and, in return, bus operators will provide new vehicles with improved technology, passenger benefits and/or environmental standards, and/or an advanced level of service. Partnerships may be between more than one LTA and bus company.

Statutory Advanced Quality Partnerships

As a Voluntary Quality Partnership, but backed up by a legally enforceable agreement. LTAs can require a minimum frequency, operating hours, smart ticketing or put an upper limit on fares, in agreement with the operators involved.

Enhanced Partnership Plans and Schemes

These allow LTAs to expand the areas that partnership measures can cover. The LTA works with bus operators to produce an Enhanced Partnership Plan (EPP) which analyses the local bus market and considers the improvements the LTA and operators want to make to the bus network. The LTA and bus operators also produce an Enhanced Partnership Scheme (EPS) which will set standards that all operators would need to meet. The LTA must be satisfied that the EPS contributes to its local transport policies and brings benefits to passengers. It must publish a consultation document seeking views of bus passenger representatives, the Competition and Markets Authority and other interested parties.

The most appropriate partnership will depend on local circumstances but, in general, CPT favours the voluntary partnership approach. Simple to implement and flexible, this approach has the advantage that the participants are willing to be involved and likely to be committed to making the partnership work. There are a number of good examples of such partnerships delivering quality bus services across the country. In each case, the LTA has invested in bus priority measures that improve journey times and reliability, and the bus operator has invested in new and improved buses and services.

Bristol

The Greater Bristol Bus Network was a collaboration between Bath & North East Somerset, Bristol City, North Somerset and South Gloucestershire councils in partnership with the local bus operator.

Quality Partnership Schemes were introduced in ten transport corridors and investment in improvements in these corridors resulted in greater reliability and shorter journey times for over 70 different bus services.

Building on this, Bristol's Metrobus Initiative introduced a rapid public transport system designed to quickly transport large numbers of people using a combination of around 30 miles of segregated busways and bus lanes.

Through integration with the Urban Traffic Control system and provision of at-stop and smart ticketing facilities, this provides a fast, reliable express service between 94 strategically placed stops and links outlying park and ride sites, rail hubs, the airport and the city centre with major educational, retail and employment areas.

The initiative uses low emission vehicles, integrated ticketing between the different public transport modes, and sets minimum standards for frequencies, the quality of vehicles and maximum fares.

The package of improvements to bus services in Bristol has resulted in an increase in bus use of over 50% since 2012/13.³⁹



Ultimately, in order to achieve the step-change required to make sustainable transport a reality, bus priority measures need to be implemented alongside strategies to curb the growth in car travel. One such measure is the workplace parking levy. This allows LTAs to impose a charge for every parking space provided by an employer, with the revenue raised spent to support the local transport plan. LTAs must demonstrate they have consulted local businesses and addressed their concerns when bringing forward schemes which the Secretary of State must approve. A workplace parking levy introduced in Nottingham in 2012 raised £9.3 million in 2015/16 which was reinvested in improvements to public transport. Public transport in Nottingham increased its share of total journeys to over 40% and car miles declined. In July 2015 Nottingham was the only core city in England to observe a reduction in journey time per vehicle mile on locally managed A-roads in the morning rush hour.⁴⁰

³⁹ Department for Transport (2019) Annual Bus Statistics: Year ending March 2018, table BUS0109a

⁴⁰ Local Government Association (2017) A country in a jam: Tackling congestion in our towns and cities



Other measures to improve traffic flow include schemes to minimise the impact of street works. In Staffordshire the Connected Roadworks scheme analyses forward planning data from utilities to improve coordination and boost the number of joint streetworks, cutting the cost of disruption to road users.

An economic impact assessment of the scheme identified £4.6m net benefit to the area through reduced congestion and £1.3m of efficiency savings to industry.⁴¹

Successful bus priority and congestion measures are only possible where the LTA is willing and able to both implement and enforce them. Whilst there are some examples of authorities who are willing to be bold and innovative and work with the bus industry to improve sustainable transport options in their area, there are still too many examples of LTAs who are either unwilling or unable to take the steps necessary to deliver real improvements to bus services. This might be through lack of resources, lack of capacity, or lack of understanding of the issues. It is imperative that central government incentivises LTAs to collaborate with bus operators and other stakeholders to take the steps necessary to really improve bus services across the country.

We call on the Government to:

Ensure that bus travel is core to the transport schemes it funds and that project objectives are delivered.

Commit to future rounds of infrastructure funding that are targeted at a wider range of major towns and cities.

Incentivise LTAs to collaborate in setting targets to speed up bus journey times and reduce their variability, and to use existing enforcement powers so we can better use road space, reduce congestion and decrease journey times.

And in return we commit to:

Re-invest savings made from improvements realised through local planning and infrastructure measures. This will support the retention or growth of bus networks and could secure improved frequencies, quality and/or broader network provision.

Work with LTAs to set targets for improved journey times, reliability and increased patronage.

Deliver more efficient journeys by speeding up boarding times (see section on 'Improving Mobility through Innovation').

⁴¹ Local Government Association (2017) A country in a jam: Tackling congestion in our towns and cities

Building stronger communities

Bus travel can support rural and urban communities and deliver a more vibrant and inclusive society. It enables people to access work, education, healthcare and leisure activities and can play a key role in delivering the Government's policy to reduce loneliness. Indeed, one in three of us have caught a bus to have some human contact.⁴²

concessionary fares

A recent UCL-led study found that older adults who own concessionary bus passes are likely to report better quality of life and fewer depressive symptoms than peers who do not have the benefits of free bus travel. It found that older adults with bus passes were also more physically active and less socially isolated than counterparts without bus passes. And maintaining wellbeing is likely to help people stay physically healthy in later life, thus reducing the financial costs associated with an ageing population.⁴³ A study for Greener Journeys found that every £1 spent on the concessionary fares scheme generates at least £2.87 in benefits. Half of the benefits accrue directly and immediately to concessionary travellers themselves, around 20% of the benefits to other bus passengers and other road users from transport network improvements, and the rest to the wider community from wider economic and social impacts and in particular from improvements in health and wellbeing.⁴⁴

Buses also provide an essential service for job seekers, given that 77% have no access to a car⁴⁵ and the long term unemployed make three times more bus trips than those in managerial and professional occupations.⁴⁶ The Conservative Party Manifesto recognised the importance of bus travel to those in education and training with its commitment to introduce "significantly discounted bus and train travel for apprentices to ensure that no young person is deterred from an apprenticeship due to travel costs".

The bus industry therefore proposes to support travel for apprentices and job seekers by working with local authorities across the country to expand targeted discounted ticketing to them by 2021. Operators will bear the cost of these schemes but, in order to confidently commit the investment required, we need local and central government to commit to the existing levels of public sector investment in other, existing discretionary concessionary fare schemes.



⁴² Greener Journeys (October 2018) Poll conducted by ComRes: greenerjourneys.com/news/three-in-10-britons-go-at-least-one-day-a-week-without-speaking-to-anyone-close-to-them-finds-new-research-on-uk-loneliness-epidemic/

⁴³ UCL News (1 May 2019) ucl.ac.uk/news/2019/may/bus-passes-linked-increased-happiness-older-adults

⁴⁴ Analysis by KPMG for Greener Journeys (2014) The costs and benefits of concessionary bus travel for older and disabled people in Britain

⁴⁵ Johnson, D. Mackie, P., and Shires, J. (2014) Buses and the Economy II, Institute for Transport Studies, University of Leeds

⁴⁶ PTEG (2013) The case for the urban bus: The economic and social value of bus networks in metropolitan the areas

rethinking mobility in rural England



rural areas

In locations where commercial bus operations are not viable, tendered services are often a vital lifeline to communities. However, funding for local authority supported bus services in England outside London has nearly halved in the past eight years⁴⁷ and in 2017/18 alone nearly two-thirds of authorities reduced spending or spent nothing on supported bus services.⁴⁸ This can leave people isolated and contribute to poverty, social exclusion and increased car dependence.

The bus industry is committed to meeting passengers' needs and delivering a good service to all areas where it can. There are many examples of operators continuing to operate lightly used and uneconomic services or developing innovative ways of meeting passengers' needs. But it is clear that, in some rural areas, the traditional model of one or two scheduled buses a day does not meet the needs of residents, is not viable for operators and is not affordable for hard-pressed local authorities.

New delivery models are being tried out across England. Operators intend to learn from them and identify the potential for solutions in rural areas where standard, scheduled services are not commercially viable:

ArrivaClick in Kent, Merseyside and Leicester offers a flexible, on-demand minibus service that takes multiple passengers all heading in the same direction. Passengers register their details on the app and can then use the app to order, track and pay for their ride.

Stagecoach TravelHero combined bus and taxi app in Kent allows customers to compare travel options in the local area for bus and cab journeys, book trips and purchase tickets.

Go-Ahead's PickMeUp ride-sharing service in Oxford has recently expanded its service area, having made more than 100,000 journeys since its launch in June 2018. The scheme has over 22,000 registered users and completes on average 3,500 journeys per week, with an average response time of 10-15 minutes.

Pooled procurement, along with new ways of using technology to combine demand from members of the public, including students and people needing non-emergency health transport, could offer cost-effective and useful transport for isolated communities.

Devon's Total Transport Pilot

Started in May 2016, the pilot brought together the management of NHS non-emergency patient transport and Devon County Council's public and community transport, education, social care and fleet management within a single Transport Coordination Service.

Combined spend (between the Council and NHS) of nearly £50 million a year provides considerable scope to provide a better integrated solution.

There is a good working relationship with commercial bus companies – through Council support and external funding such as Section 106 funding – with the aim of developing services so they are eventually able to be taken on commercially.

The scheme has led to improved service frequencies and increases in passenger numbers.

There is a long term aim of further integration in assessment and provision for individuals receiving transport, management of transport budgets and planning of provision, including better IT systems.

CASE STUDY

Devon
County Council

⁴⁷ Campaign for Better Transport (2018) A report on bus funding across England and Wales 2010-2018

⁴⁸ KPMG (September 2018) Trends in English Bus Patronage: Report to the Confederation of Bus Passenger Transport

Rethinking rural transport provision needs a partnership approach between LTAs, other public bodies, public transport operators and community groups. Working together, these organisations can create “Total Transport” solutions that improve passenger choice and make rural passenger transport sustainable. An integrated approach can bring together transport service planning and management across a range of service types, optimising resources, generating new market demand and meeting the need for socially necessary supported services. Commercial bus networks can focus on key corridors that become the backbone of the system around which other provision is organised, with smaller minibus, demand responsive, community transport services feeding into commercial routes. Education, social services and non-emergency health transport should be an integral part of this.

This approach has been piloted through the DfT funded “Total Transport” programme, which sought to integrate transport services commissioned by different central and local government agencies and provided by different operators. This has proved challenging, especially with NHS providers, and therefore strong central government backing is essential to overcome institutional barriers and deliver real, lasting change on the ground.

We want to work with transport industry and public sector partners to develop and trial rural bus plans so that customers in countryside locations are better connected locally and to urban areas. As part of this we will work with partners to offer a seamless service for passengers, enabling and sharing interoperable ticketing platforms and products, simplifying ticketing options to support integrated journeys, and enabling journey planning information and real time service updates to be provided through a single source. We will also utilise new technologies and data analytics to identify commercial demand and social need and assist in service planning, ensuring networks and timetables are aligned to facilitate interchange.

InterConnect and CallConnect services in Lincolnshire

In 1999, funded by the Rural Bus Subsidy Grant and Rural Bus Challenge funding, demand responsive CallConnect services were introduced in Lincolnshire to cover the villages and to provide interchange with scheduled, inter-urban (InterConnect) services. Other InterConnect and CallConnect services were gradually added to the network, with common branding and service standards.

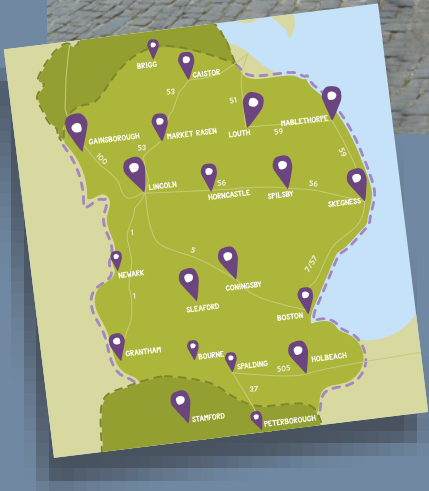
Some CallConnect services have been integrated with home to school transport, children and adult social care and community transport. Economies of scale have been achieved through the expansion of the services to neighbouring areas and the use of a single booking and scheduling office.

A survey in 2008 showed that usage of main InterConnect bus routes had been encouraged by improved regular services, both by existing and new users. Services that had become half hourly showed substantial modal shift, with nearly half of journeys previously made by another mode (of which over two thirds had been by car).

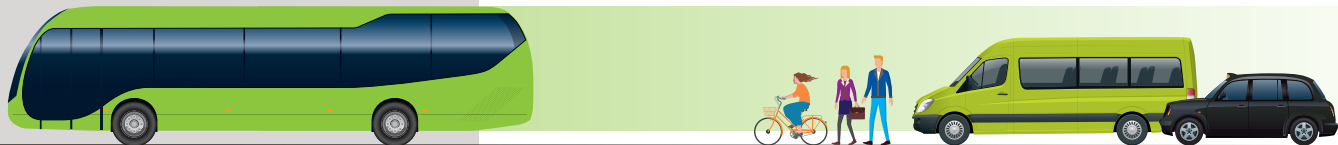
2011 FIGURES SHOWED
Lincolnshire County Council had reduced its bus service budget by £1,000,000
27 routes covered 90% of Lincolnshire
A 52% growth in CallConnect passenger numbers between 2009 and 2011

In 2018 the CallConnect service carried over 300,000 passengers, and passenger satisfaction for CallConnect is currently over 98%.
The network provides good connectivity across a very rural area and has demonstrated that, with appropriate frequency enhancements, it can be a viable alternative to the car.

2008 figures from Campaign for Better Transport, December 2018⁴⁹
2011 figures from Ordnance Survey⁵⁰
2018 figures provided by Lincolnshire County Council

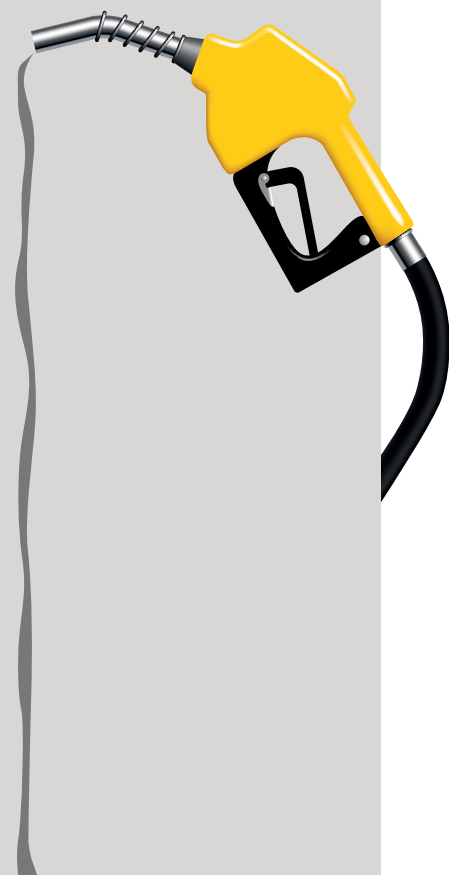


CASE STUDY



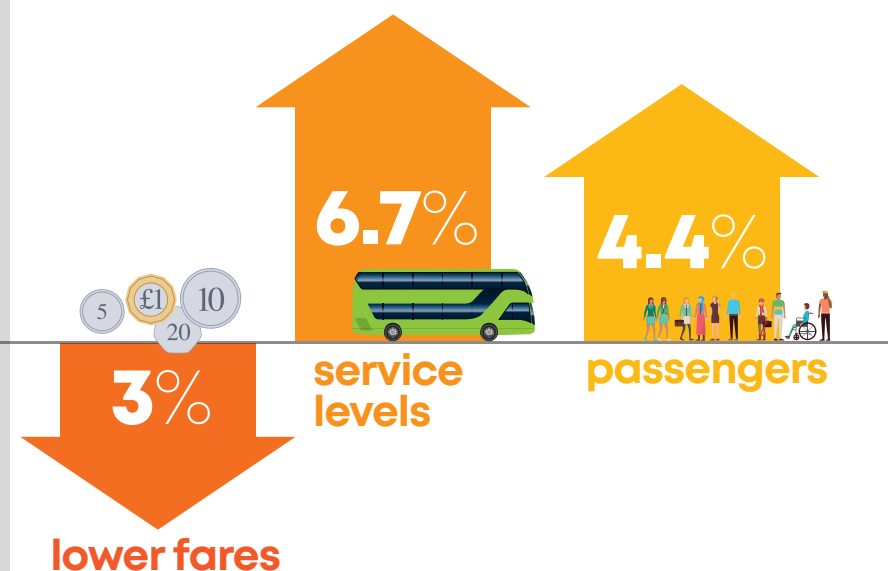
⁴⁹ bettertransport.org.uk/sites/default/files/research-files/The-Future-of-Rural-Bus-Services.pdf

⁵⁰ ordnancesurvey.co.uk/docs/case-studies/lincolnshire-delivers-better-rural-bus-service-for-less.pdf



Bus service operators grant (BSOG)

A key factor in delivering a wide range of bus services to communities is the provision by the Government of the Bus Service Operators Grant (BSOG) in England. The House of Commons Transport Committee acknowledged in its report⁵¹ to Parliament that BSOG keeps fares 3% lower, service levels 6.7% higher and patronage 4.4% higher. It also enables operators to maintain services that might not otherwise be profitable. Studies consistently demonstrate that BSOG is an effective intervention which is very simple and efficient to administer, and which is becoming ever more important given the reduction in supported services by local authorities.



The bus industry is operating in a difficult fiscal environment. Operating costs per vehicle mile have increased by almost 30% in real terms since 2004/5 and BSOG payments outside London have fallen by 27%.⁵² Further cuts to BSOG would be a real threat to service stability. Research suggests that halving BSOG would result in the loss of over 2,000 jobs and a corresponding loss of output of over 20%, an annual reduction in net benefit of £91.3m and a 10% loss in economic welfare.⁵³

We recognise the need for future BSOG to be increasingly focused on cleaner vehicles. However the industry needs financial support and a realistic time frame to make the transition. We set out our vision for a cleaner and greener bus fleet, and what we need from government to help deliver this, in a later section. We urge the Government to refrain from making sudden, radical changes to BSOG, and to ensure that any future reform is phased, recognising the devastating impact that a sudden loss of funding could have on the bus market.

We call on the Government to:

Confirm that existing public sector investment in discretionary concessionary schemes will continue, to provide a stable financial environment for the implementation of operator-led discounted fares for apprentices and job seekers, and for LTAs to work with operators to implement schemes.

Establish a joint working group to identify and trial alternative bus solutions for rural communities, drawing on the diverse capabilities of the commercial, voluntary and public sectors. As part of this, provide capital funding to kick-start the roll-out of 'Total Transport' partnerships between LTAs, operators and other partners, and encourage central and local government agencies, including the NHS, to participate in integrated bus network planning and delivery.

Avoid making sudden, radical changes to BSOG, and ensure that any future reform is phased, recognising the devastating impact that a sudden loss of funding could have on the bus market.

And in return we commit to supporting the well-being of our communities by:

Supporting travel for apprentices and job seekers by expanding discounted ticketing to them by 2021.

Supporting the well-being of our communities by providing bus services that better reflect the needs of passengers and local communities.

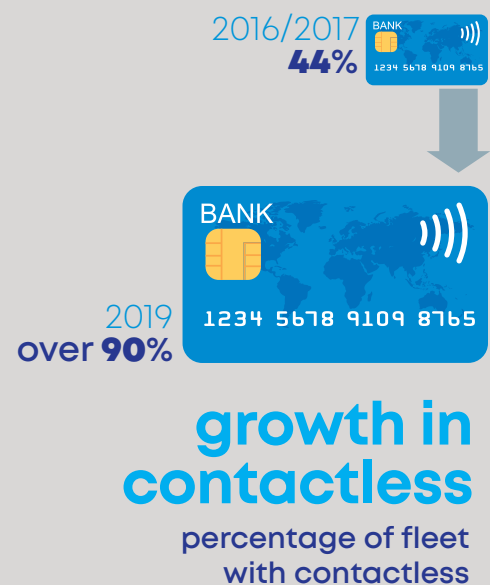
Working with transport industry and public sector partners to develop and trial rural bus plans so that customers in countryside locations are better connected locally and to urban areas.

⁵¹ House of Commons Transport Committee (22 May 2019) Bus Services in England outside London: Ninth report of session 2017-19

⁵² KPMG (2018) Trends in English Patronage: Report to the Confederation of Passenger Transport

⁵³ Johnson, D. Mackie, P., and Shires, J. (2014) Buses and the Economy II, Institute for Transport Studies, University of Leeds





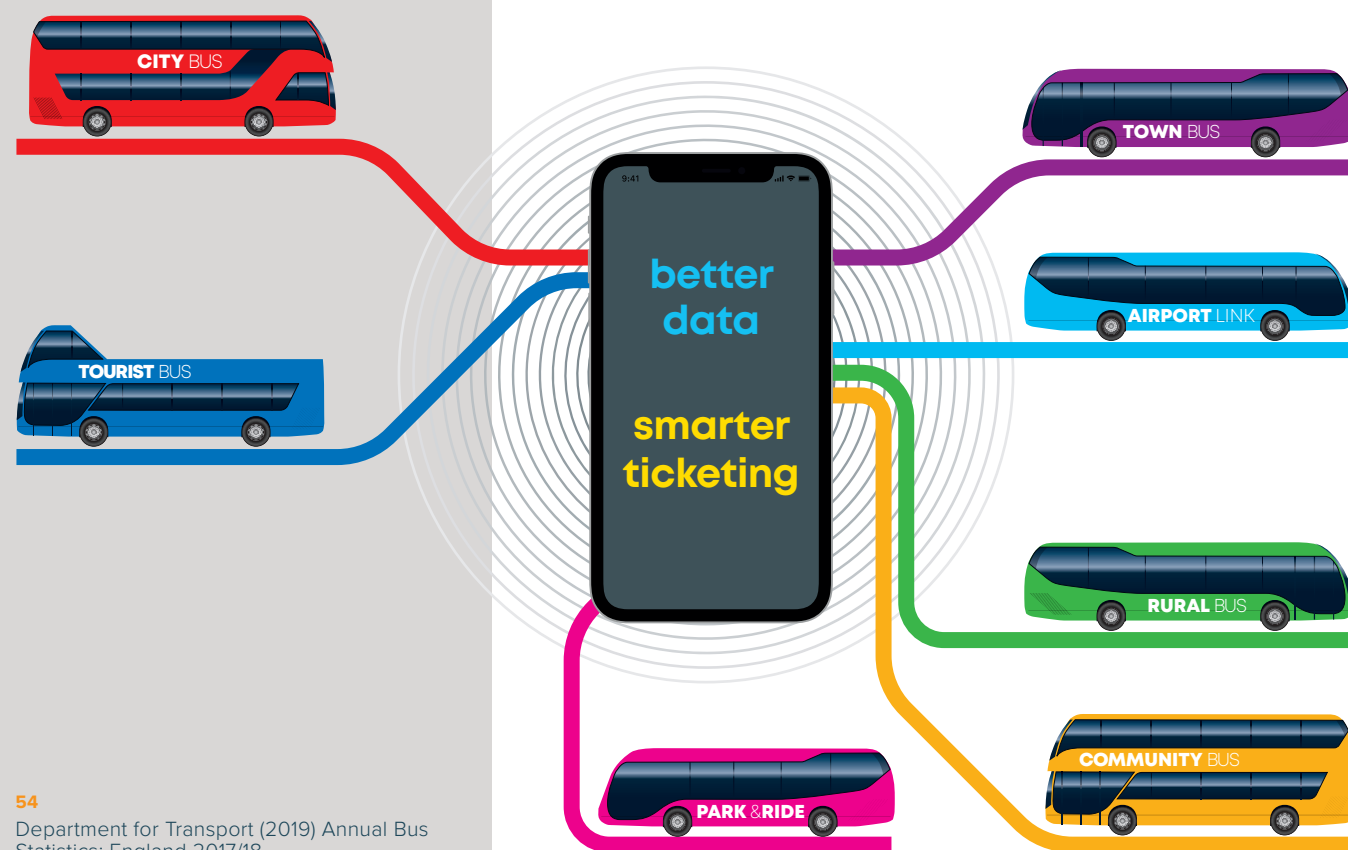
Improving mobility through innovation

The bus industry is constantly striving to improve the passenger experience. Operators are investing in new technology and on-board facilities including contactless and mobile ticketing, WiFi and USB charging points are now commonplace on many services:

Over 90% of buses now accept payment by contactless bank card and smart card

97% of buses in England are fitted with Automatic Vehicle Location (AVL). Of those, 98% are being used to monitor punctuality and 94% to provide real time service information to customers⁵⁴

Analysis carried out for the CPT by KPMG suggests that, overall, improvements in non-timetable related service quality led to an increase in bus passenger numbers of 26 million between 2011/12 and 2016/17.⁵⁵



⁵⁴ Department for Transport (2019) Annual Bus Statistics: England 2017/18

⁵⁵ KPMG (2018) Trends in English Bus Patronage: Report to the Confederation of Passenger Transport

Nevertheless, there is always room for improvement. Over the next decade we aim to deliver an even more efficient and personalised service for our customers. We are working together to develop multi-operator ticketing and we will continue to invest in digital solutions, making it easier for people to use buses and promoting seamless travel between public transport providers:

Widespread, price-capped ticketing extended to around 16 million more people will mean that they can travel on the bus network throughout the day safe in the knowledge that they have the best value ticket and their total travel costs will not exceed a certain, reasonable level.

Our commitment to innovation and Open Data will enable customers to travel quickly and easily by bus and seamlessly across all modes through integrated transport solutions such as those offered by Mobility as a Service (MaaS) providers. Such solutions enable passengers to view travel options and purchase tickets across a range of different transport modes, all brought together in one place.

One example of where this is happening already is in the West Midlands, where National Express is collaborating with a MaaS provider to trial a mobile app called “Whim”. But it is essential that the sharing of data is two-way, and that bus operators who wish to provide integrated transport solutions for their passengers have the same access to data as other providers - for example, on car sharing clubs, private hire vehicles and cycling.

As well as making payment more convenient, our investment in technology such as contactless and smart ticketing will speed up boarding times, thus improving journey times and the passenger experience.

Advances in data analytics can also help operators understand their customers better – not only the journeys they are making and when but also what influences the decisions they make around travel. This can, in turn, help operators to provide more customer-driven services.

We call on the Government to:

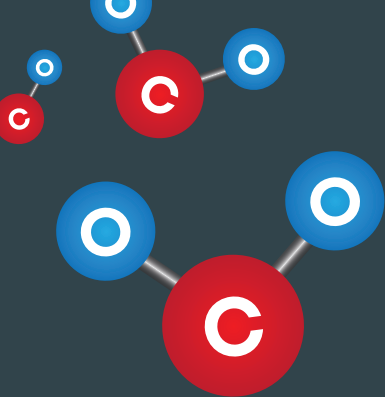
Endorse bus operators as the preferred delivery partners of government for smart ticketing solutions based on our proven track record of successful project implementation.

Ensure that bus operators have access to the same data as other providers of integrated transport solutions to enable them to build better digital solutions for customers.

And in return we commit to:

Delivering contactless, multi-operator, price-capped, daily and weekly tickets in major urban areas by 2022.

Providing high quality data on fares, timetables and vehicle location to encourage the development and use of Mobility as a Service (MaaS), online and mobile ticketing applications and provision of real time information for passengers.



Reducing carbon emissions

Bus operators have invested £1.3bn⁵⁶ in new, cleaner, greener buses over the last five years such that the UK now has the youngest, cleanest ever bus fleet. The latest Euro VI diesel buses have very low emissions (emitting less nitrogen oxides per vehicle than the latest diesel cars) and provide the most practical short-term solution for meeting clean air strategies and implementing Clean Air Zones.



£1.3 billion invested in new, cleaner, greener buses

Nevertheless, the industry recognises that the future of urban road transport lies with ultra-low and zero emission vehicles. Operators and bus manufacturers are now developing the next generation of such vehicles that will help improve air quality and address climate change through carbon reduction. The challenge is to ensure that the UK can provide the technology which allows operators to continue to run commercial, economic and efficient high frequency services for at least 21 (and ideally 24) hours a day. Support from government is needed to ensure the development of adequate technology, including battery life and charging points, to make this a reality.

Challenges facing the industry in the transition to zero emission transport include:

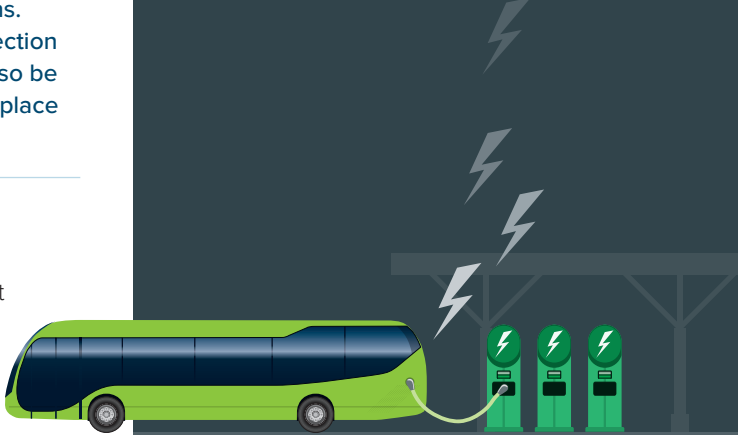
Cost of upgrading existing fleets: Electric vehicles are currently priced at around a 100% premium to a standard Euro VI diesel vehicle and there will be initial outlay for depot electrical connection. Operators also have to factor in the cost of battery replacement for electric vehicles. This represents significant upfront costs to operators looking to move to zero emissions fleets. We urge the Government to continue to provide support for the extra purchase cost of zero emission vehicles until prices progressively align with comparators. This should include support for SME operators, recognising the particular challenges they face in securing the capital required to make the transition from fossil fuels.

In the interim, government support for retrofit is vital. Government financial support for bus retrofitting provides more than 15 times as much value as scrappage allowances for diesel cars to convert to Euro 6 or electric, and a bus scrappage scheme provides 11 times more value than diesel car scrappage.

Capacity of local electricity networks and cost of bus depot infrastructure: The recent National Infrastructure Report stated “Done in the right way, using smart charging, electric vehicles can lower electricity system costs: the system will be able to operate closer to full capacity over the course of the day, as electric vehicles can charge primarily at night, increasing network efficiency”.⁵⁷

To achieve this for buses it will be necessary to ensure that bus depots have electric supply with sufficient capacity to support overnight charging of their fleets. Changes to depot layouts may also be necessary to allow simultaneous charging of the whole fleet. We have estimated the cost of upgrading a single depot at around £1.5-£2m and believe there are approximately 100 key bus depots in the urban areas which would be central to the transition to zero emission urban operations. This suggests an investment of £150m-£200m is needed for connection of key urban depots over the next three to four years. There will also be additional, unknown supplier connection charges which vary from place to place and can be quite substantial.

Similar issues will need to be addressed for other alternative fuels. It is clear that these issues represent significant challenges to the move towards zero and ultra-low emission fleets. But with the right collaboration, government, bus operators, manufacturers and electricity distributors can directly support the Government’s Industrial Strategy, developing world leading transformational low carbon technology for home and export markets, and its commitment to net zero carbon emissions by 2050.



We call on the Government to:

Continue to work with the industry to agree a joint road map to zero emissions transport under the Road to Zero Strategy, including a commitment to continue support for the extra purchase cost of ultra-low and zero emission vehicles until prices progressively align with comparators.

Work with the electricity and fuel supply sectors to ensure the electric and other alternative fuel infrastructure is in place to connect bus depots and strategic locations.

Put in place a clear plan under the Government’s Industrial Strategy that will support the UK’s manufacturing and supply chain in improving and developing important technologies, including clean diesel, battery and low-carbon technologies.

And in return we commit to:

Only purchase next generation ultra-low or zero emissions buses from 2025 (but starting this process by 2023 in some urban areas).

Maximise our investment in new and retrofit Euro VI, helped by government support for retrofit, to exploit the cost-effectiveness and low emissions of Euro VI vehicles.

Develop a closer partnership with manufacturers and suppliers to drive further efficiencies in zero emission vehicles by providing certainty about future bus numbers to help their investment planning and secure economies of scale.

⁵⁶ CPT (2017) Local Bus Services Key Facts: How they are operated

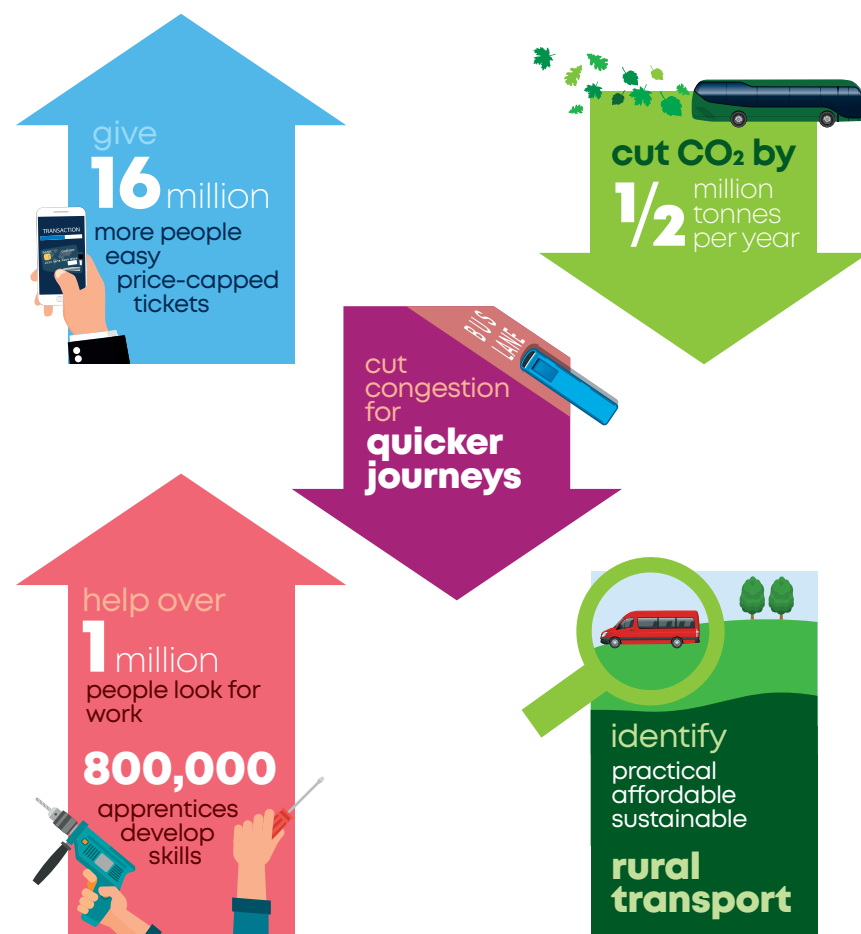
⁵⁷ National Infrastructure Commission (July 2018) National Infrastructure Assessment, paragraph 3, page 11

Moving forward together

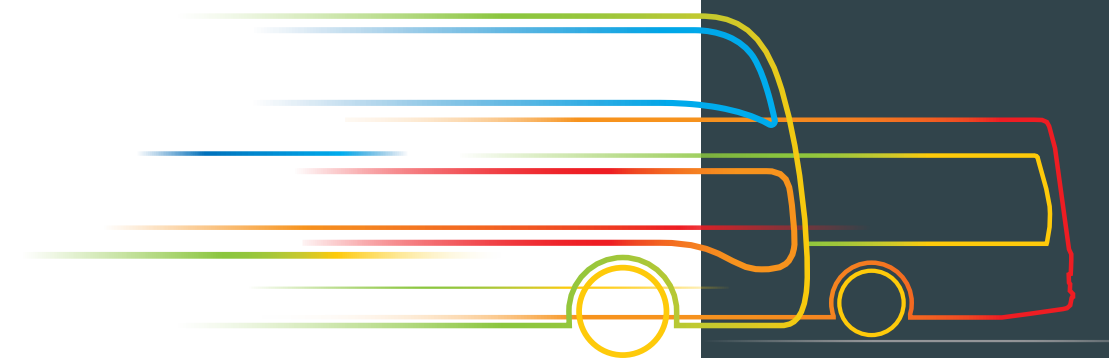
Vision for 2030

The next decade will be a time of significant change in the way we work, shop, and travel. We are already seeing a rise in flexible and remote working patterns, and online shopping is changing the face of the high street. The next decade will see the continued rise of consumer expectations for seamless, on-demand services, provision of which will be driven by increasing availability of data. This will be the decade that autonomous vehicles become a reality, and concerted action must be taken now and over the coming years to tackle climate change and ensure that the UK achieves its zero emissions targets.

The bus industry has a vital role to play in providing the sustainable, efficient, consumer-focused mass transport that will be required over the next decade. If government and the bus industry work together to deliver against the commitments set out in this Strategy, we believe that the following outcomes can be achieved:




help get **1 billion** more journeys by bus





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