

Bus developing a public transport system

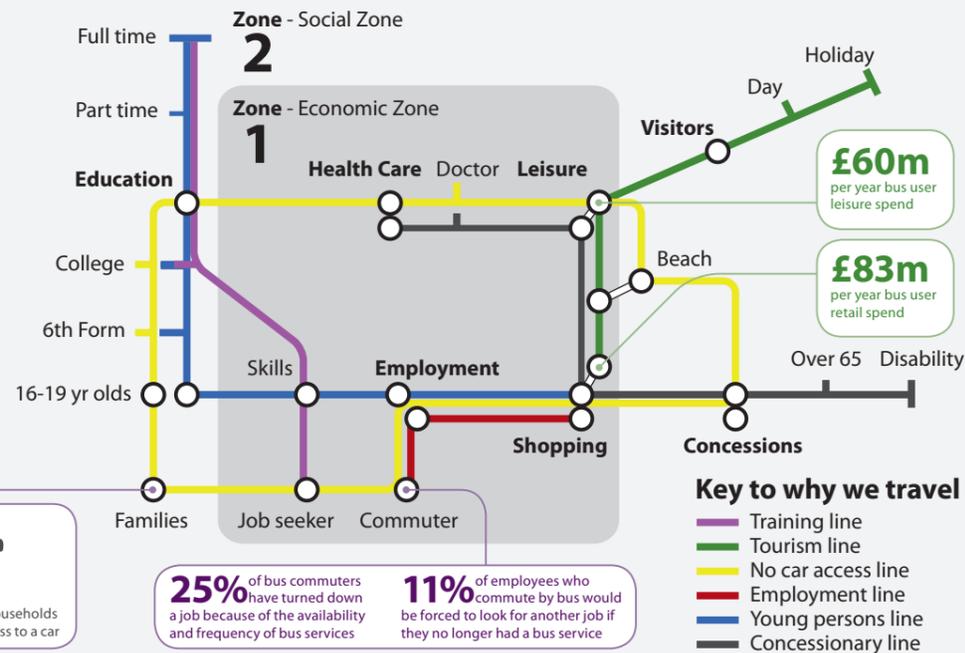


The current bus network in Cornwall has been identified as unstable. Reductions in service subsidies and increasing operating costs have led to bus operators increasing fares to secure revenue. The result is a diminishing bus network with declining passenger numbers that does not meet the needs of Cornwall today or in the future. Intervention is required to trial a new bus delivery model that provides a sustainable future for bus services and links with rail to create an improved overall public transport system for Cornwall.



People travel by bus for a number of reasons:

The bus network provides important links allowing people to commute to work, get to the shops, access training and education. A stable core bus network that connects key towns and destinations is vital to assist the drive to grow the Cornish economy.

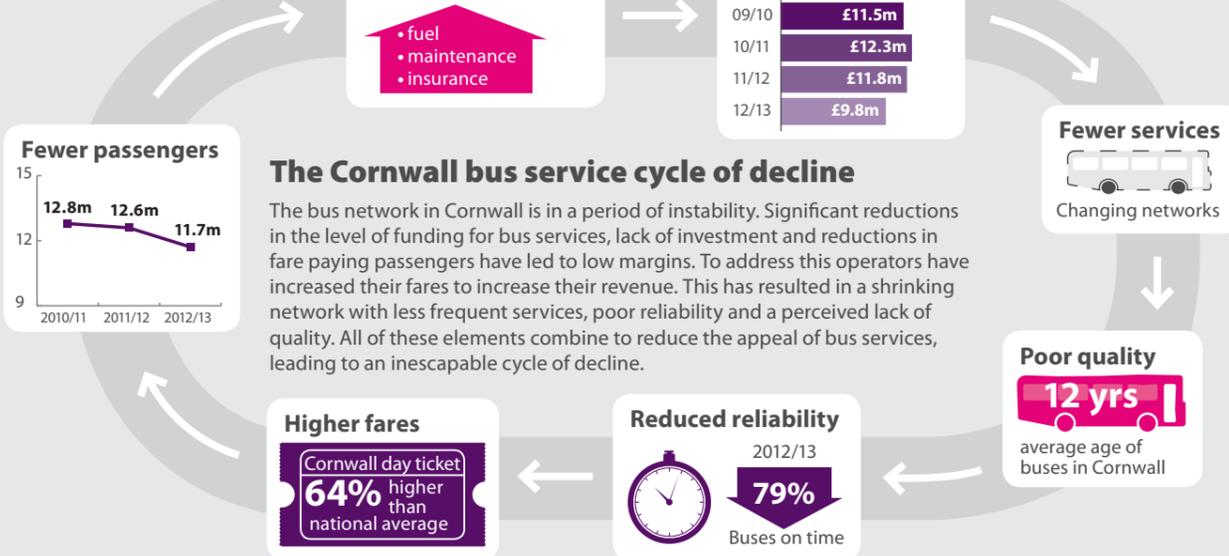


45% of Cornish households have access to one car
17% of Cornish households have **no** access to a car

25% of bus commuters have turned down a job because of the availability and frequency of bus services
11% of employees who commute by bus would be forced to look for another job if they no longer had a bus service



What's happened to the bus network in Cornwall?



Cornwall Bus Network

Project value: £10.375m Year:2016 - 17

• Funders – Growth Fund £8m / CC £2.375m

The Cornwall Bus Network Scheme will make the core network more viable allowing the subsidy to be redirected, reducing rural economic and social isolation.

To achieve a high quality network, investment in infrastructure, vehicles, branding and information is required. The following elements are the foundation for creating the high quality core network.

Bus shelters

Scheme includes:

- New attractive and accessible bus shelters
- Recognisable and consistent branding of stops
- Upgrade of bus infrastructure at stops



Local outcomes:

- Improved safety
- Reduced occasions of anti social behaviour
- Pleasant waiting environment

Real Time Information

Scheme includes:

Provide real time passenger information on street and on the internet and mobile devices.



Local outcomes:

- Improved passenger confidence
- Improved information provision at all stages of the journey

Integrated ticketing

Scheme includes:

- Multi-operator ticketing
- Multi-journey tickets
- Integrated tickets with rail and ferry



Local outcomes:

- Reduced boarding times
- Cashless transactions
- Removal of barrier of not knowing the fare

New vehicles

Scheme includes:

- New vehicles that are modern, comfortable, clean and accessible.
- Recognisable and consistent branding of vehicles



Local outcomes:

- Increased service appeal to attract new passengers
- Higher quality service

The Ask

- ☐ Seeks £8m of Local Growth Fund to stabilise the bus network and facilitate the access to employment, skills and services required by a growing economy.
- ☐ The opportunity to negotiate with the DfT to establish Cornwall as a rural trial area for extended governance powers. Cornwall Council (CC) would set the required standard and service pattern for the bus network. A Cornwall-wide and area-based franchise models is considered to be the best options to deliver a customer-focused bus network.

The Offer

- ☑ Cornwall would like to table 3 options for delivering the improvements required to the bus network. Creating a long term, sustainable bus network utilising a new delivery model in a rural area is critical:
 1. Buying buses - purchase of 35 new high quality vehicles to be included in CC tendered contracts, thereby reducing the tendered cost of the bus services to the CC by removing the lease cost of the bus from the bus operators.
 2. Area franchises – division of Cornwall into distinctive 'areas' to be tendered to bus operators. Operators would bid for all services contained within the defined area and be responsible for the operation of these services to a specified standard.
 3. Transport for London style franchise – the tendering of the Cornwall bus network as a franchise where CC sets the overall specified standard and level of service.

Growth Deal outcomes

- 🏠 **Directly unlocks 280 houses.**
- 👤 **Supports the delivery of 909 new jobs.**

Wider benefits

- ☑ Successful trial of a new bus delivery model that improves rural transport provision and creates a long term, sustainable future for bus services in Cornwall.
- ☑ Improved accessibility to services and employment.
- ☑ Enabling better use of local network capacity.
- ☑ Increased access for businesses to new and existing markets.
- ☑ Relieving the local road network and providing increased capacity through modal switch.
- ☑ Improved links with rail services at interchanges.

Value for Money[†]

- ☑ A BCR of 11.5 and GVA benefits of £32.4m.

Deliverability

- ☑ No consents required

[†]Transport Annex report 1 Traffic Modelling and Economic Appraisal Methodology