

Local Transport Plan for Greater Nottingham
2006/7 to 2010/11

Greater Nottingham Bus Strategy

Nottingham City Council
Nottinghamshire County Council
March 2006



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**Nottingham City Council
Nottinghamshire County Council**

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1 Introduction

This document is the draft Greater Nottingham Bus Strategy for 2006 – 2011, and has been prepared jointly by Nottingham City Council and Nottinghamshire County Council (hereafter known as the two Authorities). The Strategy covers the City of Nottingham and the County part of Greater Nottingham - a separate document will be prepared for North Nottinghamshire. The Strategy will form an integral part of the second Greater Nottingham Local Transport Plan (LTP2) as required by Section 110 of the Transport Act 2000.

This Bus Strategy has been prepared in line with guidance produced by the Department for Transport (DfT) for preparing Bus Strategies, second Local Transport Plans and Framework Accessibility Strategies. It also takes account of the guidance issued by the DfT Bus Forum Task and Finish Groups between 2003 and 2005, particularly with regard to the emerging guidance on bus punctuality improvement partnerships.

The aim of the Strategy is to provide the framework for investment in the bus network over the next 5 years. The Strategy identifies the priority areas for action. It lists the key actions for implementation over the next 5 years and wherever possible provides targets for the whole of Greater Nottingham. Specific actions and targets for either the City of Nottingham or the County part of Greater Nottingham are also identified separately where appropriate. This document focuses on buses, but includes the impact of tram and rail developments specifically regarding their integration with bus services.

Following this brief introduction and background, the strategy identifies the main vision and objectives for the bus network as part of the wider transport vision set out in the Local Transport Plan, and lists a number of principles the two Authorities will follow in tackling bus issues. Then for each objective, it sets out the strategy and specific actions proposed over the next five year period. Finally it identifies the performance indicators and targets that will be used to measure progress in delivering the strategy.

2 Background

Buses are already a major component of the public transport network in Greater Nottingham and provision in the conurbation is good in comparison with many other areas of the UK. There has been considerable investment by the County and City Councils in bus infrastructure and services over recent years, which has created a positive climate for commercial bus operators. The Greater Nottingham area is fortunate in that two of these operators, *trent barton* and Nottingham City Transport, have themselves invested heavily in service improvements, and have recently won national "Bus Operator of the Year" awards as a result. Overall the level of network coverage is good, and the average age of the vehicle fleet one of the youngest in the country.

The majority of bus services in Greater Nottingham are operated on a commercial basis. In the County area of Greater Nottingham, 80% of the network is commercially operated, with this figure rising to 97% in the City. The remaining 20% of services in the County area, branded as 'NottsBus', are supported by the County Council at a revenue cost of £5.6 million per annum. The City Council together with other partners provides £1.1 million of subsidy to support its contracted services. In both the City and County areas of Greater Nottingham, the proportion of contracted bus services has increased over the last 5 years as operators have de-registered commercial routes; for example, in the County area, revenue support for contracted services has increased by 70% over this period.

3 Vision and Objectives

The second Local Transport Plan for Greater Nottingham aims to achieve the following objectives:

- a) Better manage and where possible reduce the problems of congestion
- b) Improve accessibility and social inclusion
- c) Improve road safety
- d) Protect and where possible enhance the environment
- e) Support regeneration and neighbourhood renewal
- f) Make best use of existing resources
- g) Improve peoples' quality of life

In particular, this Strategy prioritises the issues of congestion, road safety, accessibility and regeneration.

Buses (and trams) have a key role to play in achieving these LTP2 objectives. The City and County Councils aim, in partnership with service providers and key stakeholders, to develop and maintain a public transport system that is:

- Comprehensive
- Reliable and punctual
- Quick
- Fully integrated
- High quality
- Affordable
- Easy to understand
- Accessible
- Safe

Delivering this vision for public transport will require the achievement of a number of specific objectives as shown in the table overleaf.

	Objective	Comment
1.1	Maintain and extend the local bus network to maximise accessibility and choice	<p>Accessibility and choice will be improved by maximising the coverage of the network in the following ways:</p> <ul style="list-style-type: none"> ➤ Geography - serving as many local communities as possible, and travelling to places they want to go ➤ Time - operating from early in the morning to late in the evening ➤ Frequency - operating frequently enough to meet customer needs ➤ Level of integration - ensuring service connectivity, both between different bus services and between buses and other modes including the tram and heavy rail ➤ Developing more Park & Ride facilities ➤ Continuing to provide efficient and cost-effective schools transport
1.2	Improve the quality of the services themselves	<p>Bus services need to be high quality to attract users. This includes:</p> <ul style="list-style-type: none"> ➤ Service reliability and punctuality – ensuring scheduled services operate, and adhere to the timetable ➤ Journey times – ensuring journeys are as quick as possible ➤ Vehicle quality - fully accessible, modern, clean, quiet and low emission buses ➤ Driver standards – drivers who drive safely and are well trained in customer care, including the needs of the disabled
2	Improve bus infrastructure	<p>The quality of facilities where people wait for buses (both the level of provision and standard of maintenance) are important. This includes</p> <ul style="list-style-type: none"> ➤ Bus stops ➤ Bus interchanges, including bus stations ➤ Multi-modal interchanges with other modes – trains, trams and cars (park and ride)

3	Reduce the relative cost of bus travel and improve ticketing	<p>Reducing the relative cost of bus travel, in part by improving the concessionary travel scheme, will help ensure:</p> <ul style="list-style-type: none"> ➤ It is affordable to those on low incomes ➤ It provides an attractive alternative to car drivers <p>Introducing integrated ticketing, particularly enabled by smartcard, will also help remove the additional costs and inconvenience associated with changing services.</p>
4	Improve information and the marketing of bus services	<p>Actions to improve the provision of information needs to reflect both costs and users' preferences for different types of information including:</p> <ul style="list-style-type: none"> Roadside timetables and bus stop flags Printed leaflets and other paper-based information Telephone information Internet-based information Real time information – roadside, mobile phone and internet based Face-to-face and personalised information Marketing of bus services, and other smart measures such as school and business travel plans
5	Improve personal security	<p>Users and potential users of bus services must feel secure through measures such as:</p> <ul style="list-style-type: none"> CCTV on buses and at waiting facilities Lighting at bus stops

4 Overarching Principles

There are a number of overarching principles which have been taken into account in drawing up this Strategy. These are:

- Social inclusion (including disability and race)
- Sustainability and the environment
- Funding and value for money
- Approach to regulation
- Partnerships and consultation
- Integration
- Performance management and monitoring

4.1 Social Inclusion

Transport is a key component in the requirement to reduce social exclusion, and allow all members of the community to play a full part in society. Affordable, good quality transport which connects the places where people live with the services and facilities which they wish to access plays a leading role in ensuring that a society is inclusive. The accessibility planning process has studied in detail the respective needs of different groups within the community, including those potentially excluded through age, income, disability, race, language or geography, and this work is set out in the Accessibility Strategy for Greater Nottingham which has been published in parallel with this strategy. Particular attention is given below to the issues of disability and race.

4.2 Disability

The two Authorities are committed to promoting measures that make the public transport network physically accessible to all. It recognises that specific actions are required to ensure that services can be used by a range of persons with varying degrees of mobility.

Significant progress has been made over the past 5 years, in partnership with the commercial transport operators and interested voluntary groups to ensure that people with any form of mobility disability are able to access the

facilities and services they need to use through the use of affordable, appropriate and high quality public transport services.

Current provision of low floor vehicles is high within the City area. 85% of NCT buses are low floor with the whole fleet scheduled to be low floor by 2008, and all of the *trent barton* bus fleet are low floor. The two Councils will continue to work with other bus operators to ensure that an increasing number of public transport vehicles in operation within Greater Nottingham become low floor. Other initiatives include increasing the number of bus stops with raised kerbs and tactile paving; working with the voluntary sector to ensure the provision of a spectrum of specialist transport services to meet the needs of all members of the community and continuing to refine, develop and provide information tailored to the requirements of travellers with specific disability requirements in both printed and electronic format. Nottinghamshire County Council are introducing the Nottinghamshire Integrated Transport Centre (NITC) including software systems to match vehicles resources with client requests for transport.

4.3 Race

The Greater Nottingham area (but especially the City of Nottingham) has a diverse racial mix. Over 15% of the City's residents are classified as 'non-white', rising to around 30% in the inner city wards of Berridge, Radford and Arboretum. This group is also disproportionately likely not to have access to a car and to have a low income.

The two Authorities are committed to working to develop and maintain actions that improve accessibility for this group. It recognises that cultural differences need to be understood and addressed in order to meet the demands within each racial group. In many instances these demands might be no different to the rest of the population; in other instances services need to be specifically tailored to be fully accessible.

The City Council has undertaken various types of monitoring work to look at relative take-up of local bus services and discounted fares scheme; these are reported in more detail within its Racial Equality Audit.

The two Authorities will continue to undertake research into the specific needs of the non-white population, consult on a suggested action plan to

address the observed differences and monitor progress over the plan period of key indicators.

4.4 Sustainability and environment

The two Authorities recognise that transport can make an important contribution to the improvement of the environment, and that buses have a particular role to play. By developing sustainable transport policies which encourage residents to utilise the public transport network to access services and facilities, the overall environment and climate can be improved, e.g. by reductions in the level of CO₂ emissions. The two Authorities believe that the formula of providing high quality, affordable public transport services which connect residents and visitors with the services and facilities they need and wish to use is the key to sustaining and increasing the market share for public transport within Greater Nottingham, and thus improving the environment.

There is also a need to ensure that bus services and infrastructure are provided in a way that minimises direct adverse environmental impacts. This has been assessed in detail in the Strategic Environmental Assessment (SEA) of the Local Transport Plan, which is published in the form of an Environmental Report. Measures the two Authorities will pursue include encouraging operators, both commercial and contracted, to use low emission vehicles. Where appropriate the SEA recommendations have been incorporated into this strategy.

4.5 Funding and value for money

This Strategy sets out the LTP's objectives for Greater Nottingham over the next 5 years, and the role of the bus industry in meeting them. Although these LTP objectives can be pursued together, and are mutually supporting, in practice there are some strategic choices to be made between them in the allocation of funding. In particular this relates to the choice between investment which provides accessibility benefits, and that which helps to tackle congestion. This issue is closely linked to the availability and type of public funding, i.e.

- revenue funding, which meets the day-to-day costs of providing services and maintaining infrastructure, and is largely derived from the transport authorities' own funds (and Rural Bus Subsidy Grant in rural areas)

-
- capital funding, which meets the costs of investment in infrastructure and is largely derived from government through the Local Transport Plan settlement

Revenue funding to support socially necessary bus services tends to provide accessibility benefits by enabling high dependency but low demand services to be provided (e.g. to rural villages, to isolated urban estates). By contrast, congestion relief requires the displacement of significant numbers of people from cars onto other modes of transport including bus services, and this demand will often be met on a commercial basis rather than requiring revenue funding. Nevertheless some supported services do make a significant contribution to congestion relief. This is particularly the case with Park & Ride services (which invariably need revenue funding in their early stages) and school transport. Revenue funding is also required to subsidise fares under the concessionary travel scheme, and to maintain infrastructure.

The investment of capital funds also can be either into schemes which tackle congestion (e.g. bus lanes, improved infrastructure, real time passenger information along high volume transport corridors) or those which promote accessibility (e.g. purchase of vehicles for subsidised services, investment in bus shelters, improved information, and facilities for disabled passengers across the whole network). This may be illustrated in the table below:

Intervention	Congestion	Accessibility
Revenue funding	Some supported services, particularly link/park and ride and school buses, make a contribution to tackling congestion	Supporting non-commercial but socially necessary bus services Fares subsidy (concessionary travel) Maintenance of infrastructure
Bus-related capital investment	Investment in BQP and other high volume corridors in bus priority, improved waiting facilities, park and ride sites etc.	Investment in facilities and infrastructure across wider bus network Purchase of vehicles to reduce cost of contracts

The strategy for bus services in Greater Nottingham is based on the following five principles:

- A balance needs to be struck between investment in measures which improve accessibility and those which reduce congestion. Both must be pursued in parallel, and achieving one without achieving in the other would not be considered success.
- Equally, revenue and capital funding must be sustained in parallel. Capital investment without adequate revenue funding would lead to an inability to maintain the investment. Conversely capital funding is essential to achieve step change in the quality of bus infrastructure.
- Investment in measures which achieve the five objectives of the bus strategy must be also be undertaken together in an integrated package if the overall vision for the bus strategy is to be fully achieved
- Funding will be sought from all possible sources, including developer contributions, and regional and sub-regional bodies
- In all cases, investment must represent good value for money

4.6 Approach to regulation

Commercial bus services, which represent the large majority of the bus network, are provided by operators seeking to make a commercial return on their investment. However in doing so, they play a major part in the delivery of the two Authorities' transport objectives at no direct cost to the public purse, and it is in the interest of these Authorities, as well as public transport users, to see a vibrant and healthy commercial sector.

Although provided commercially, the two Authorities can influence the operation of these services in a number of ways. Primarily this will be by introducing highways and other measures which make them more reliable and attractive, stimulate an increase in patronage, and thereby generate more income which can be reinvested in higher frequencies or new routes. These types of improvements have traditionally been pursued on a voluntary Bus Quality Partnership basis, whereby in return for improvements to surrounding infrastructure, the bus operator has agreed to improve the quality of the vehicles and services themselves. This voluntary approach has worked well in the Greater Nottingham context.

The Transport Act 2000 gave Transport Authorities more formal powers to intervene in the operation of commercial bus services, where the commercial network is failing to deliver quality public services. More specifically, the Act gave Transport Authorities recourse to:

- Statutory Bus Quality Partnerships, which allow transport authorities to specify minimum quality standards which operators must meet in order to use specific new facilities. The aim is to protect such new measures, and high quality operators that use them, from poor quality competition.
- Quality Contracts, which allow the local transport authority to designate specific areas within which it controls all aspects of bus service provision, and seeks bids for their operation as a franchise

Although these powers remain available to the two Authorities, subject to the appropriate legal processes and tests, it remains their view that the voluntary approach has served the conurbation well over many years and should be seen as the preferred choice in delivering improvements to the network. Use of statutory powers will only be considered **as a last resort**.

4.7 Partnership and consultation

The section above sets out the preference to work in voluntary partnership with the commercial bus operators. The principle of partnership extends more widely, however. The two Authorities recognise that delivery of their objectives for bus services and transport relies on partnership with a wide range of organisations. Of particular note are:

- District Councils in the County area, who are responsible for issues such as land use planning, the location and design of new development, town centre masterplanning, the potential securing of s.106 funding for bus service, town centre parking, and funding concessionary travel.
- The Highways Agency, which is responsible for the Trunk Roads within the Greater Nottingham area
- Neighbouring local authorities, given that some bus services extend out of the Greater Nottingham area
- The business community, which can support the marketing and promotion of local bus services through travel plans

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- The health, education and retail sectors which are responsible for a considerable proportion of the demand

Key partnerships in the Greater Nottingham area which bring together these and other organisations include:

- Greater Nottingham Bus Quality Partnership Steering Group – representing local authorities and bus operators
- Greater Nottingham Transport Partnership – bringing together the transport authorities and the business community
- Nottinghamshire Accessibility Partnership – which engages many of the organisations which have an influence over travel demand and the identification of accessibility solutions

The two Authorities are also committed to consultation with bus operators, bus users, District Councils surrounding local authorities and other interested parties wherever possible on bus-related issues. Consultation over this strategy forms part of this commitment.

4.8 Integration

The bus network is important in its own right, as a means to providing accessibility to the community. However it is only a part of a wider transport network, and it is essential that the bus operations are well integrated. Integration must be achieved at 3 separate levels.

Integration within the bus network. There are a number of operators who provide bus services within Greater Nottingham. Integration within the bus network is essential if travel opportunities are to be maximised. In practice this relates primarily to ticketing arrangements – to ensure that travelers who need to change between bus operators can do so seamlessly and with minimal additional cost.

Integration between modes. Greater Nottingham is fortunate to have NET Line 1, the highly successful tram route between Hucknall and the City Centre. Two further NET lines to Clifton and Chilwell are proposed. In addition there is a network of heavy rail services, and other transport operators such as community transport and taxis. In all cases integration between modes, with particular focus on ticketing and the quality of interchange, will further increase the contribution played by public transport.

Integration between transport provision and land use planning. Ensuring that new development, particularly of larger scale, is located in accessible locations such as along major bus routes, has been designed to accommodate buses, and contributes to the costs of providing bus services, are all important in maximising the role of the bus and improving accessibility.

4.9 Performance management and monitoring

The two Authorities will continue to develop actions and evaluate progress on the basis of regular detailed monitoring and tailored market research into specific local aspects. In particular, a series of indicators and targets have been developed relating to the bus network which will be used to monitor this strategy over the next 5 years, and are set out in Appendix A. These include those related to mandatory LTP national indicators, i.e.

- Accessibility measures – key national and local standards
- Local bus and tram patronage
- Satisfaction with local bus information
- Local bus user satisfaction
- Punctuality and reliability
- Journey times on key routes
- Congestion

Other areas which will be subject to annual monitoring include:

- Patronage trends on mainline routes
- Patronage trends, cost per passenger and other performance data on tendered routes
- Take-up and usage of discounted fares schemes
- Number of low floor accessible buses
- Number of accessible bus stops
- Number of boarding stops with timetable information
- Number of stops with lighting
- Take up of key services by race
- Perceptions of safety on all aspects of public transport

The two Authorities will continue to develop current monitoring regimes, establish targets and disseminate findings more widely and cross reference with related findings from similar areas. In addition, it is important that key areas of potential development are thoroughly researched in advance of any work being undertaken. This research will establish the base against which progress can be made. More crucially it will provide detailed information on the specific markets being addressed, help to establish a detailed action plan, and prioritise limited resources in the most effective manner.

5 Objective 1.1 Improve Network Coverage

5.1 Background

The physical availability of public transport is a key aspect of accessibility. Issues include geographical coverage, but also the periods of the day (and night) when services run, and the frequency of buses. More specific issues relate to the provision of park and ride services and education transport.

The accessibility planning process has demonstrated that Greater Nottingham starts from a relatively good base in relation to bus network coverage, particularly in the urban areas of the main conurbation. For example:

- 93% of households are within 30 minutes travel time of a town centre by bus, train or tram with no more than a 400m walk to the bus stop
- 87% of households are within 45 minutes of a hospital by bus or tram
-

This high level of accessibility has been achieved by virtue of a strong commercial bus sector, alongside significant investment by the transport authorities in a network of subsidised (tendered) services. Nevertheless, there are some concerning trends which the Bus Strategy will need to address.

- Commercial operators have withdrawn from a number of previously commercial services, particularly in rural areas and at off-peak times. Public subsidy has had to be provided in order for these services to be retained. Although the County Council in particular has increased its revenue budgets for local bus provision, this has also led to the need to cut other less well-used services.
- Commercial operators have also tended to simplify their routes, particularly along key radials in and out of the City, and abandoned detours around suburban estates near to the main route. This has isolated a number of suburban communities, particular for those who cannot walk to the main road. These communities are very difficult

then to provide with tendered services given the constraints of local bus legislation

- The like-for-like costs of tendered bus services have increased at rates of around 9% in recent years, dramatically above inflation but in line with wider industry costs. This has put additional pressure on local authority revenue budgets
- New demands have been created. In rural areas this relates (for example) to the gradual loss of services such as post offices in villages. In the urban areas expansion or reconfiguration of trip generators such as the hospitals and universities and other major employers has created new requirements for the provision of public transport. Moreover Nottingham has a developing 24-hour economy with an increasing demand for public transport for work and entertainment throughout the night.
- There are few signs that these trends will not continue. The challenge for the two Transport Authorities is to ensure that the Greater Nottingham bus network adequately serves as many as possible of its residents with a high quality, good frequency bus service which enables them to access the necessary services and facilities. This has to be achieved within budgetary limitations.

5.2 Strategy

Both authorities will seek to prioritise resources such that the existing network and levels of accessibility are maintained as far as possible. Where funding cannot be found for the City Council, priority will be given on the basis of national and local accessibility indicators, together with the expected subsidy costs per trip. The County Council will consider the merits of each service using its Local Bus Performance Management Framework, which is based on cost per passenger, number of passengers, journey purpose, availability of alternatives, the Index of Multiple Deprivation and availability of car. The ongoing application of this Framework to newly deregistered and existing supported services will ensure efficient use of limited funds, with maximum output.

However as well as seeking to maintain network coverage, the two authorities are also committed more widely to improving accessibility. This work is underpinned by the Accessibility Strategy for Greater Nottingham, which sets out priorities for specific geographical communities, vulnerable

groups, and types of journey (e.g. for employment, education, health, essential shopping). The Accessibility Strategy will be delivered through a series of Local Accessibility Action Plans, many of which will include recommendations on some aspects of local bus service provision.

As part of this wider Accessibility Strategy, Nottingham City Council's approach to developing the network of bus and tram services in Greater Nottingham to improve accessibility and integration is focused on providing connections with the existing commercial network. The proposed series of high frequency 'link' buses will feed into the mainline network at key interchange points.

In addition, 'demand responsive' local link services will be developed focused on district centres. These will use small accessible minibuses that penetrate areas which are inaccessible to larger vehicles. These demand responsive services can also be booked to pick up directly from the home.

The link bus approach is based on the assumptions that:

- The resources for direct buses from all parts of Nottingham to all main services will never be available
- It is inefficient to have many services duplicating one another along a given corridor
- A complex network of direct, low frequency buses is difficult to understand. It is better to ensure that there is a simple core high-frequency network with local high frequency links.
- Implementation in partnership with the main service deliverers represents best value.

In relation to the nighttime economy, commercial operators have made some progress in meeting this demand. NCT operates four circular routes throughout the week and *trent barton* extends most of its key daytime routes on Fridays and Saturdays. In order to further extend provision pump priming money will be sought to work in partnership with operators to extend the operating hours of the network. This will include funding for additional security staff, illumination at City Centre bus stops, CCTV at bus shelters and on-board the buses.

The strategy within the County area is more focused on meeting the accessibility needs of rural communities. Rural service provision, which will

almost exclusively be under contract, will seek to provide services in the most cost effective way possible, serving local district centres and linking into commercial services for example in towns such as Bingham, Calverton and Eastwood where opportunities arise. Where demand is sparse, the use of demand responsive transport will be considered. However in all cases the Local Bus Performance Management Framework provides the basis for decisions on which services can and cannot be afforded.

5.3 Actions

Within the City area, specific actions are as follows:

- Maintain the link bus approach that has been successfully progressed over the past 5 years. Already there are high frequency integrated links improving access to the main 2 hospitals, the two main employment corridors in the City, to the Airport and to Sherwood district centre.
- Develop 'link' bus service improvements to the two Universities, along the Ring Road and to Clifton and Bulwell District Centres. These will take the form of the following:

Uni-link: Nottingham Trent University

- Maintain and review the daytime frequency of Nottingham City – NTU Clifton Campus service (currently upgrading to every 15 mins (term time only))

Medilink: Ring Road

- Introduce 10-minute frequency weekday 'Medilink' daytime service between 2 hospitals via Wilkinson St park and ride NET stop.

Local Links: Clifton and Bulwell

- Introduce local demand responsive service between Silverdale, Clifton Village and Clifton district centre.
- Improve local links from Bulwell Hall estate to Bulwell district centre and Morrisons
- Develop longer term resource plan for all link bus services, subject to sustainable patronage growth targets

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- Seek pump priming money to work in partnership with NCT to extend the operating hours of the GO2 network. This will include funding for additional security staff, CCTV and illumination at City Centre bus stops and CCTV on-board the buses.

Within the County area, specific actions for developing and maintaining the bus network are set out below:

- Through the accessibility and land use planning processes, seek to locate new development along public transport corridors. In addition, where appropriate, to secure developer funding through Section 106 Planning Agreements to subsidise bus services, and ensure large new developments are designed to accommodate public transport.
- Work with the bus operators to secure network stability through planned service change dates.
- Continue to use “*de minimis*” payments creatively to secure small operational improvements to otherwise commercial services
- Continually review our supported bus network through our Local Bus Performance Management Framework to ensure efficient use of the limited funds, with maximum output.
- Review the services funded by Rural Bus Subsidy Grant to ensure it is aligned with the Accessibility Strategy, provides access to key services and ensures efficient use of this valuable resource.
- Build Accessibility Planning core indicators into the prioritisation process, to achieve the best accessibility outcome with the revenue funding available.
- Market supported services with the greatest potential to grow in order to increase patronage and income. This will reduce subsidy requirements, and thereby release funds for reinvestment elsewhere within the supported service network.
- Wherever possible and cost effective to do so, secure supported services on a “minimum subsidy” basis in order to incentivise the operator to improve the service and grow the market.
- Consider opportunities for using LTP capital funding to purchase or enhance vehicles in order to reduce the revenue cost of providing a subsidised service.
- Seek external funding to pump prime new services or to enhance existing provision.

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- Continue to seek innovative and new ways to provide accessibility where traditional local bus services cannot be justified financially. This includes demand responsive and community transport where this can provide a more cost effective solution.
 - Continue to support community transport providers, both community minibuses and voluntary car schemes. This support will be both financial, and in the form of advice and other support such as free MIDAS training for volunteer drivers.
 - Continue to operate the Countywide dial-a-ride service for those whose disabilities prevent them from using mainstream public transport, community transport, or other sorts of transport provision.
 - Work with other vehicle providers, such as health, social services and community transport, where it may be appropriate and efficient to use their resources to provide supported bus services.
 - Develop the Nottinghamshire Integrated Transport Centre to ensure efficient use of vehicles and funding.
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Park and Ride

5.4 Strategy

Park and ride is an integral part of the public transport supply for Greater Nottingham; the two Authorities will work together to improve existing park and ride schemes, and to develop others in connection with the bus, tram and rail networks as appropriate. The strategy for park and ride is to intercept incoming traffic on key radial routes into the City Centre, and to provide fast, reliable and where possible dedicated public transport services from there into the City Centre or increasingly to other key attractors such as the hospitals. The preferred location of Park and Ride Sites is determined by a number of factors, but is ideally on or near the urban edge at the intersection of key radial and orbital roads. However other factors may be more important, such as the pre-existing location of rail services and stations. Park and ride services may be provided by bus, tram or rail.

There are already a number of park and ride sites within the conurbation as follows:

Park and ride site	Mode	Capacity (car park spaces)
Hucknall	Tram/Rail	500
Moor bridge P&R interchange	Tram	120
Phoenix Park P&R interchange	Tram	660
Wilkinson Street P&R interchange	Tram	900
The Forest P&R interchange	Tram	980
Colwick Racecourse	Bus	500
Queens Drive	Bus	1000

The LTP supports further development of park and ride capacity in the conurbation, served by bus, train and tram. It specifically promotes a number of further park and ride proposals as follows:

Park and ride site	Mode	Capacity (car park spaces)
Gamston	Bus	TBC
NET phase 2 – Clifton	Tram	TBC
NET phase 2 – Chilwell	Tram	TBC
Bingham parkway	Rail	TBC
East Midlands parkway	Rail	TBC

Where available, tram and train park and ride is considered by users to be preferable to bus. However in most locations these are not possible, and bus will form the public transport link into the City centre. The ideal is to have commercially-operated, dedicated, branded and very limited stop park and ride bus services. However most services require public funding, at least in the early years of operation. In addition in order to make them cost effective, it may be necessary to service other locations along the route or further out than the park and ride site to increase patronage.

High priority will be given to bus priority measures for park and ride services to minimise journey times and delays.

Charging for park and ride sites is currently mixed with some sites charging for parking, and others for the bus journey (the latter with single or group tickets). The charges also vary between sites. In the long term the strategy will be to simplify the charging structures to enable park and ride to be more heavily

marketed as a simple, cheap and convenient alternative to driving and parking in the City centre.

5.5 Actions

The following are the proposed actions relating to park and ride:

- Develop a separate and more detailed Park and Ride strategy by April 2007 covering all modes, with a strong focus on integration with the wider transport network and value for money
- Continue to pursue the new park and ride sites set out above, subject to meeting DfT value for money and other criteria
- Develop further bus priority measures where feasible for bus-based park and ride routes to reduce journey times and increase reliability
- Market existing park and ride provision to enable it to become commercial wherever possible
- Seek dedicated limited stop services wherever possible, but consider serving other key locations/attractors if this improves viability
- Seek convergence in the way that individual sites charge, to simplify for customers and allow improved marketing
- Ensure that park and ride charges are set to ensure they remain attractive against City centre parking, but do not abstract significantly from existing non-park and ride bus services
- Consider expansion of existing sites

Education Transport

5.6 Background

The two Authorities have a specific role in providing transport to schools and colleges. Some of the pupils using these services have a statutory entitlement to free bus transport due to the distance between their homes and their school, and others receive discretionary, subsidised transport. Where possible pupils will be given places on the existing public transport network. However this is often not possible, and dedicated school buses are provided under contract for statutorily entitled pupils. Spare places on these school buses are often sold on a subsidised basis to pupils who are not entitled to free transport. In some cases dedicated school buses are provided entirely for non-entitled pupils on a fare-paying basis, although these do not generally cover their costs. Whether or not for entitled pupils, the provision of school buses has been subject to the same cost trends as have local bus services, and this has meant pressure on those services which are provided for non-statutory pupils.

5.7 Strategy

The strategy for education transport is to focus provision and resources on those pupils who have a statutory entitlement to free bus travel. These will be offered free passes for pre-existing public services wherever possible, or alternatively dedicated school buses will be provided. However bus services procured for non-statutory travel purposes in the County area will be subject to the same Local Bus Performance Management Framework as is used for local bus services.

5.8 Action

The following are the proposed actions relating to education transport:

- Make as much use as possible of the existing conventional bus network to transport secondary school pupils – to move towards 100% using conventional network
- Consider the needs of students to access further education .
- Continue to apply the Local Bus Performance Management Framework in the County area to non-statutory school services to ensure maximum value for money

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- Continue to work with the Local Education Authority to ensure efficiency of the school bus network, co-ordinate services and assess the implications of the proposed extended school day.
 - Reduce demand in the longer term through the location of new educational establishments in accessible locations, and through the use of catchment areas to encourage pupils to attend their local school.
 - Consider the scope for integrating dedicated school services with wider local bus services

6 Objective 1.2 Improve Service Quality

6.1 Background

Availability of bus services is only one aspect of the quality of the network. Also of great importance are the quality of the services themselves – their reliability and punctuality, the speed of the journey, the quality of the vehicle, and the conduct and attitude of the drivers. Some of these factors are under the direct control of bus operators. Others such as punctuality and reliability are more influenced by external factors such as traffic conditions, and the availability or otherwise of priority measures for buses such as bus lanes.

The two Authorities have worked closely with commercial bus operators and other partners over recent years to deliver improvements to service quality through voluntary Bus Quality Partnerships. Under BQP arrangements, the transport authorities will commit to delivering measures such as improved infrastructure and waiting facilities, bus priority measures, extending the coverage of decriminalised parking enforcement, local authority enforcement of bus lanes, improvements to CCTV and lighting. In return operators may be expected to deliver improvements such as better vehicles, improved driver training, better punctuality, reliability, and frequency, integrated ticketing arrangements, and better information provision and marketing. Similar improvements can be delivered on tendered bus services, though the delivery mechanism in such cases is likely to be the contract rather than a voluntary agreement.

Work on Bus Quality Partnerships in Greater Nottingham is being co-ordinated through the Greater Nottingham BQP steering group which has representation from bus operators, District Councils, and the Highways Agency as well as the two Authorities

Of all the components of bus quality, research and consultation show that the main factors which influence people's decisions to use the bus are its reliability (how often a scheduled service fails to operate) and punctuality (to what extent services keep to their published timetable).

Target indicators for punctuality and reliability of registered local bus services are set by the Traffic Commission as follows:

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- Reliability: More than 99.5% of scheduled trips should operate
 - Punctuality: More than 95% of journeys should be between 1 minute early and 5 minutes late at their timing points. For routes with frequency of every 10 mins or better: 'average wait time' should be 6.25 mins or better in over 95% of observations.

Recent surveys show a marked improvement in this area as a result of strong operational intervention by the bus companies and the introduction of significant bus priority measures across the City.

The Government has recently issued revised guidance on delivery of punctuality targets. It recommends the establishment of Bus Punctuality Improvement Programmes (PIPs). Created under a partnership with local authorities, nominated routes are granted certain flexibilities from the punctuality regulations as long as there is a jointly agreed programme for improvement and clear targets for progress.

Vehicle standards are also an important component of bus quality. As mentioned in the introduction, there has been sustained investment by the two main commercial bus companies within the Greater Nottingham area over recent years, which has resulted in very young vehicle fleets. In the case of *trent barton*, all vehicles are now low floor, whilst all of NCT's vehicles on high frequency routes are low floor

By contrast, in the County area there are still significant numbers of older vehicles being used in supported local bus and schools services. Whilst contracts could specify modern vehicles, a balance needs to be struck between the quality of the vehicles and the cost of provision. Exclusive adoption of the highest of vehicle standards would require current operators active in the tender market to invest in new vehicles, which would greatly increase the cost of tenders – and consequently reduce network coverage.

6.2 Strategy

The choice of which routes to invest in, and which measures to introduce, will depend on dialogue with operators, and a rigorous process of establishing the best value for money and return on investment. All such BQP schemes will

be underpinned by a Memorandum of Understanding developed in partnership with bus operators which sets out the commitments of all parties. Survey work undertaken recently with bus operators has shown that punctuality is already high within the Greater Nottingham area. However this has been at the expense of longer journey times – operators have extended timetables and built slack into the timetable in order to guarantee meeting punctuality targets. It has been agreed that PIPs in Greater Nottingham will seek to reduce journey times along key commercial corridors whilst maintaining punctuality within levels individually agreed for each route.

The scope of PIP improvements may include major projects such as junction re-engineering or bus lanes. However PIPs and route action plans may include relatively small measures such as minor changes to traffic signal phasing, making stops more accessible. Traffic regulation enforcement, particularly parking in bus lanes and bus stops, will be a major factor in improving punctuality. Furthermore, many delays are caused by roadworks, and major efforts are currently underway to ensure effective and early notification of roadworks to bus operators through the Councils' network management duty obligations. This will allow time for planned rerouting and/or retimetabling of bus services, and effective communication with passengers. Finally operators have an important role to play in making sure that time consuming on-bus cash transactions are replaced where possible by smartcards and off-bus ticketing, and that buses are well maintained so that breakdowns are minimised.

Outside the key commercial corridors, particularly in the County area, separate measures will be implemented under route action plans to improve punctuality and/or reduce journey time where it is cost effective to do so.

In relation to vehicle standards, the County Council will continue to pursue the 'best value' approach to tender evaluation, seeking improvements in vehicle standards over time, and remaining within legal standards, without jeopardising the coverage of the subsidised network.

The two Authorities will also work with commercial operators under BQP arrangements on other aspects of service quality such as driver training.

6.3 Actions

The two Authorities will continue their commitment to the Bus Quality Partnership Steering Group, and to delivering a programme of BQPs and PIP route action plans. There will be a particular focus on implementing bus priority measures at key areas of congestion along the main corridors and within the City Centre. The City and County Councils will make every effort to ensure continuous bus priority, quality accessible waiting facilities and information along whole corridors – matched by corresponding operator enhancements in new buses, route management, marketing and customer care.

A list of schemes likely to be implemented over the next 5 years is shown below, with actual implementation dates being dependent on scheme costs, available resources and priority:

- Mansfield Rd : Carrington to Gregory Boulevard (inbound/outbound)
- Wollaton Rd : Russell Av to Ring Road (inbound)
- Nottingham Road : approach to Ring Road (inbound/outbound)
- Ring Road : QMC to Mansfield Rd (as part of the Ring Road Major)
- Trent Bridge : Meadows Way/London Rd approach (outbound)
- Derby Road: City Boundary to City Centre
- University Boulevard
- A6005 Derbyshire/Nottinghamshire boundary to Nottingham City boundary

During the lifetime of the Strategy, other routes including those which cross administrative boundaries will be considered for route action plans. The choice of routes to invest in and the measures to be introduced will depend on dialogue with operators and a rigorous process of establishing best value for money and return on investment.

As well as route-specific measures, a number of other conurbation-wide initiatives will be pursued to improve service quality:

- Extending the coverage of decriminalised parking enforcement to the County area, will greatly increase the effectiveness of enforcement of offences such as parking in bus lanes and bus stops.

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- Moving traffic enforcement in the City area initially bus lane enforcement, thereafter enforcement of traffic restricted streets.
 - Maintain and improve the web-based system for informing and consulting bus operators of planned roadworks. In addition, use legal powers to improve the notification and co-ordination of roadworks implemented by third parties, particularly the utility companies via the councils' network management duty.
 - Work with operators to expand off-bus ticketing and so reduce on-bus transaction times
 - Improve information about bus services and payment options at bus stops to reduce delays
 - Continuously review the balance between quality and cost in subsidised provision, and work with contracted operators to achieve improved vehicle standards over time. Particular emphasis will be placed on developing a programme for accelerating compliance with the requirements of the Disability Discrimination Act, and improving engine technology and maintenance to reduce air pollution.
 - Extend the purchase of vehicles as a mechanism for improving vehicle standards within the supported service network
 - Maintaining and enhancing inspection of the tendered network, working where necessary with the Vehicle Inspectorate, to ensure rigorous compliance with both contract conditions and legal requirements
 - Introduce further 'Quality Bus Networks', building on the pilot in West Bridgford, which integrate schools, local bus services and community bus services. These will not be a statutory BQPs or bus quality contracts, but instead a new approach to tendering for supported services which seeks to secure a provider for a local network rather than individual routes.
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 - Pilot free driver training courses for both the commercial and supported networks in issues such as awareness of the needs of people with learning disabilities

7 Objective 2 *Improve Infrastructure*

7.1 Background

Improvements to the quality and extent of the bus network need to be complemented by investment in bus infrastructure. This includes bus stations, interchanges and bus stops. These play a key role in making public transport both more attractive and more accessible. Infrastructure is the first point of reference of the passenger within the network – it is, therefore, important that high quality, comfortable, safe and information-rich facilities are provided.

Within the City of Nottingham there has been significant investment in roadside infrastructure for a number of years, and the following baseline standard has been met:

- All bus stops on mainline routes have information poles with coordinated timetable and route information
- All key waiting stops have high quality illuminated fully maintained bus shelters with route planning maps

Within the County area by contrast there has been a backlog of investment in basic bus-related infrastructure. A comprehensive inventory of bus stops has recently been carried out to underpin investment programmes in bus quality corridors and the wider network. This suggests that of the 2056 bus stops in the County area of Greater Nottingham, only 47% have the basic standards of a bus stop flag and timetable case, 23% have bus shelters, and 18% have raised kerbs which comply with Disability Discrimination Act requirements.

Ownership of infrastructure in the past has been mixed. Most facilities such as bus shelters and raised kerbs have been installed by the two Authorities and are part of the highways assets. However bus operators have installed some facilities, including flags, poles and timetable cases. In addition both Authorities have entered long-term contracts with advertising companies (JC Decaux in the City, Adshel in the County) under which the advertising company takes responsibility for installation and/or maintenance of specific shelters in return for the right to use some as advertising space. In some cases

ownership of infrastructure, and therefore responsibility for maintenance, is complex.

The Greater Nottingham area has 4 bus stations – at Victoria, Broadmarsh, Bulwell and Beeston. The first 3 are owned by the City Council, whilst Beeston bus station is owned by Broxtowe Borough Council.

This slightly confused picture has hampered efforts to improve and maintain bus infrastructure, particularly in the County area. It will be important to clarify ownership and maintenance responsibilities as part of a wider plan for improvements.

Improvements to infrastructure have been delivered in some cases as part of BQP arrangements along major corridors. However there has also been a programme of investment outside specific BQPs.

Some aspects of infrastructure relating to information provision, such as timetable cases, bus stop flags and real time displays, fall within the scope of the statutory Local Bus Information strategy, which is described in the information and marketing chapter.

7.2 Strategy

The strategy for improving bus infrastructure is based on a number of principles:

- Certain measures such as the meeting of Disability Discrimination Act requirements for access and the installation of raised kerbs, must take priority in funding programmes, although in practice they will often be delivered as part of a wider package of measures.
- As set out in the chapter on principles, it is important to ensure that the revenue funds to maintain infrastructure are available in parallel with investing in capital improvements.
- Maintenance responsibilities require clarity over ownership, and it will be important to resolve any lack of clarity in this regard
- A strategic balance needs to be struck between investment in high quality high volume routes with the needs of the wider network

Within the City area, where there has already been much progress, a further level of improvement is planned over the next 5 years, subject to resource availability.

Within the County area the County Council has adopted a hierarchy of standards of provision at different categories of stop, with the most frequently used stops and interchanges eligible for the highest level of provision. A programme of investment has been developed to achieve these standards. This programme also draws a balance between the needs of commercial Bus Quality Partnership routes with those of the wider network. Whilst the needs of BQP routes will still be met, there will be a greater emphasis in LTP2 than in the past, driven primarily by accessibility objectives, on bringing the entire network up to a minimum standard.

7.3 Actions

The two Authorities will work together to improve bus infrastructure within the Greater Nottingham area. In particular, the City Council will:

- Continue investment and manage the implementation plan for high quality waiting provision (including the installation of CCTV at bus shelters as appropriate).
- Be actively involved in the specification of the new Broadmarsh Bus Station as part of the Broadmarsh Shopping Centre redevelopment. This will be a state-of-the-art facility complete with direct interchange with NET and coach services , lighting, CCTV, electronic departure boards, journey planning kiosks, seating, information kiosks, retail and toilet facilities .
- Draw up detailed plans and progress funding for improvements to Bulwell Bus Station. This will pay particular attention to improving connectivity with NET and Train Station.
- Continue to improve signage and printed timetable information and journey planning information at Victoria Bus Station.
- Install real time displays as buses become real time enabled

The County Council will seek to address the backlog of investment in a structured way, drawing a balance between high quality high demand corridors, and investment in the wider, less intensively used network. Specific proposals include:

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- Integrating the recent audit of the County Council's bus stops into the wider Transport Asset Management system
 - Delivering a bus stop infrastructure investment programme which has been developed from this audit.
 - There are specific commitments in the programme to provide new poles, flags and timetable cases at all bus stops in the County part of Greater Nottingham by 2011, and to replace 26 bus shelters which have reached the end of their operational life by 2011.
 - Also as part of this programme, there will be specific focus on the needs of people with disabilities, partly to ensure compliance with the Disability Discrimination Act.
 - Proposals for Beeston bus station will be pursued as part of this investment programme, although the timescales and proposals are strongly influenced by both NET phase 2 if it proceeds, and by commercial development possibilities in the centre of Beeston.
 - There has also been specific focus in the investment plan on the need for further investment at rail-bus interchanges to ensure effective inter-modal integration.
 - The County Council will formally assume legal ownership of all existing roadside infrastructure (by agreement with bus operators), and place under a renewed maintenance contract

8 Objective 3 *Reduce the Cost of Bus Travel*

8.1 Background

The costs of bus tickets have risen considerably compared with the equivalent cost of car travel over recent years, particularly as a result of increases in wage costs for bus companies caused by driver shortages and insurance and fuel costs. For those without access to a car, many of whom have low incomes, the costs of bus travel can be a significant constraint on accessibility. Fare levels can be influenced not just by ticket prices for individual journeys, but also by the availability of concessionary travel and ticketing options such as family tickets or period passes. Furthermore the need to interchange between bus operators can potentially provide additional cost to those concerned.

Local Authorities are highly constrained by law in their influence over fares on bus services. Even fares on tendered services must reflect general fare levels within the area to avoid unfair competition with commercial operators.

However the two Authorities have been very active, with partners, in exercising the powers they do have to reduce costs for certain groups on buses. Most notable is the concessionary travel scheme for the elderly and disabled operated by each Authority. In the City Council area this has provided free off-peak travel for passholders, whilst the County Council, in partnership with District Councils has provided a half fare scheme which allows Countywide travel (including travel within the City boundary), with no time restrictions. Both Authorities are intending from 1 April 2006 to introduce significant improvements to these schemes in response to a new statutory standard, as set out below.

Both Authorities use smartcard technology to underpin the concessionary travel scheme. Although this can be done without smartcards, the use of ITSO-compliant smartcard infrastructure (an industry standard), including back-office systems, will make the task significantly easier. Smartcards speed up transaction times, aid reimbursement and reduce fraud. They also offer a platform to design and deliver additional integrated ticketing products.

There has also been major progress in the introduction, led by the City Council, of the Kangaroo ticket. This allows unrestricted travel on all bus services, NET tram and Central Trains within the built-up part of Greater Nottingham at a small additional cost. A recent DfT Pathfinder project has supported the Kangaroo price subsidy, the marketing of the ticket refreshed and has assisted in obtaining new sale outlets at major employers for example– Nottingham City Hospital, Queen’s Medical Centre, Capital One and Nottingham University.

The extent to which buses contribute to modal shift is dependent not just on cost of bus fares, but also on other demand restraint measures, and in particular the cost and availability of City-centre parking. The City Council has significant control over this for the centre of Nottingham. However in the County area, public parking is primarily controlled by the District Councils.

8.2 Strategy

The strategy for reducing the cost of travel, particularly to low income groups, is based on action by the two Authorities in three areas:

- Providing concessionary travel for priority groups
- Working with operators on particular ticketing products to improve opportunities for integrated travel and reduce costs
- Acting to improve the relative cost of bus travel to the use of the car, for example through setting parking charges and working with commercial bus operators

In relation to concessionary travel, the Government has introduced a new statutory free concessionary travel standard for people over 60 and the disabled which is due to come into operation from 1st April 2006. However in Greater Nottingham the two Authorities have decided to provide benefits greatly in excess of the statutory minimum.

The City Council has embraced the new government legislation on concessionary fares and decided to re-brand the concessionary fares card as ‘City Card’. This new smart card will have multiple functionality enabling users to access library services and leisure services with the same card. In addition to this the City have negotiated discounts at over 100 high street stores for Citycard holders.

Concessionary travel is currently provided across the County area for 90,000 elderly and 4,000 disabled people. In response to the new legislation, the County Council and its Districts Council partners have introduced a new scheme (initially lasting for 2 years) which provides:

- free bus and tram travel on a County-wide basis including the City and journeys to locations outside the County where a through service and fare exists
- free bus and tram travel from 09:30 Monday to Friday and all day at weekends, whilst bus operators will operate a half fare concession before 09:30 Monday - Friday
- half fare travel on rail and community transport services within the County

The scheme is jointly funded by the District and County Councils and currently costs £2.5m per year. The new scheme is budgeted to cost £7m per annum – significantly in excess of the resources provided by government for the statutory minimum scheme.

The two Authorities, led by the City Council, will continue to develop, administer and promote integrated ticketing schemes. It sees this as being the main way to:

- promote interchange between modes and operators
- increase frequency/availability along multi-operator corridors (for pre-paid season ticket holders).
- encourage occasional and new users – one ticket does everything.

The strategy will be based in particular on developing the existing one-day 'Kangaroo' multi-operator ticket. Market research has indicated that:

- The commercially-set price is too high in comparison with single-operator alternatives
- The scheme boundary is too restrictive
- There is demand for a family and season ticket variant if the price and boundary are attractively set.

However current legislation is such that local authorities have highly restricted powers to set price, boundaries or product type for such schemes – these must be commercially determined by the transport operators. It is felt that this situation has resulted in the transport providers being too ‘risk averse’ and setting conditions to guarantee no impact on existing single operator tickets. The two Authorities will need to work closely with operators to overcome these barriers.

On wider cost differentials between bus and car use, the two Authorities recognise that the fares for couples and families need to be competitive with the cost of parking in the City Centre, in order to relieve congestion. In the case of the City Council it will use its role in regulating parking provision and setting car parking charges to influence this situation. The County Council will seek to work with District Council partners to the same ends.

More widely, the two Authorities believe that a simplified fares structure, coupled with a reduction on the number of cash fares taken can attract new users, retain existing ones and speed up boarding times. They will seek to work with commercial bus operators on these issues.

8.3 Actions

The two Authorities will implement the following actions in order to reduce the costs of bus travel:

- Implement their respective new free concessionary fares schemes, and market them to increase uptake and usage of passes. Marketing activity will be focused on key areas of current low take-up – e.g. inner-city residents and the Asian community within the City area.
- The City Council will implement a new staff ID card scheme for over 10,000 staff. The new staff ID cards will be smartcards which will enable the user to use the ID card for travel on Nottingham City Transport and the NET tram.
- The two Authorities will continue to develop smartcard technology. The County will migrate “Freedomcard” (the Nottinghamshire smartcard) to ITSO from early 2007.

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- Develop and introduce further integrated ticketing products, based on the Kangaroo ticket model, where there is a customer demand in Greater Nottingham.
 - More specifically, broaden the current one-day Kangaroo multi-operator adult ticket to a 'carnet' – book of ten, wallet sized tickets and develop specific discounted 'add on' tickets for key markets such as hospitals, universities and colleges.
 - Work in partnership with transport operators in order to reduce perceived operator risk involved in setting the price at a level which might be seen to overly compete with single operator products
 - Investigate exploiting City and County Council powers, within the framework set out in the Transport Act 2000, to enable more control over scheme conditions Continue to promote all-operator ticketing variants at bus stations, bus stops, website and within its ticketing guide.
 - Continue to work in partnership with the transport operators to ensure that the fares options are kept as simple and streamlined as possible
 - Continue to work with bus operators to develop and promote off-bus ticketing and smartcard usage, including on its link bus contracted routes.
 - Investigate the potential for on-street ticket machines and smartcard renewal points via a trial at Queens Drive Park and Ride site
 - Seek funding streams and attempt to influence commercial operators to make other key areas/sectors of travel more affordable. These will include part-time working, one-parent families, group travel, educational travel (below the statutory distance from home) and other short distance travel.
 - In relation to the relative costs of car use, the City Council will continue to set the cost of long-stay (4hrs or above) car parking in its car parks at a level to encourage commuters to use public transport.
 - The City Council will also continue to set the fares on its bus-based park and ride services to be an attractive alternative to parking, particularly for commuters.

9 Objective 4 *Improve Information & Marketing*

9.1 Background

There is a need to ensure that consistent, high-quality printed and electronic information is available to bus users. There is also considerable scope to market the bus network in general, and specific bus services in particular, to increase demand and patronage.

Bus information provision and marketing has traditionally been undertaken both by bus operators and by the two Authorities, as well as by others such as individual employers. Whilst this marketing has been highly effective in some cases (particularly associated with individual commercial bus operators on particular routes), evidence shows there is still a lack of accurate, high quality information at key locations (for example a significant number of bus stops in the County area), and that public satisfaction with information could improve.

Government has given transport Authorities a statutory duty to prepare Local Bus Information Strategies which set out the standards which must apply for the provision of information. Powers were also provided to enforce the provision of this information if necessary. The Nottinghamshire Local Bus Information strategy was published in 2003, whilst the City Council's was published in 2001. There has been substantial progress on delivery of both information strategies in recent years.

The intention of the two Authorities is to revise and bring together these two information strategies into one covering the whole of the Greater Nottingham LTP area by April 2007. As such this new strategy will form part of the policy and strategic framework which will also include the LTP, Accessibility Strategy, Bus Strategy and Park and Ride Strategy. In the meantime the existing Local Bus Information Strategies will apply alongside the proposals set out here.

One particular project of note has been the "Big Wheel" campaign, organised through the Greater Nottingham Transport Partnership, which brings together transport Authorities, operators and local business. This has managed a highly visible and successful branding and marketing campaign for integrated transport within the Greater Nottingham area.

9.2 Strategy

The two Authorities place high priority on the provision of clear, coordinated, and accessible public transport information. This is particularly important in Nottingham where:

- There is high interchange between routes and operators
- Most interchange takes place on-street rather than at bus stations
- There is a comprehensive network with over one hundred routes, with many main roads and key attractors served by more than one service.
- There is a very large University, College and Hospital market which is constantly changing
- There is a high racial, social and educational population mix, requiring a diverse range of information provision
- The vibrant City Centre, coupled with parking restrictions, creates the right conditions for occasional public transport use by regular car travellers

The availability of printed information in a variety of forms to meet all needs will remain important throughout the plan period. Over half the City's residents for example do not have access to the internet or mobile phones for electronic travel information. Surveys show that around 35% of travellers plan their journey through on-street information at bus stops, bus stations etc. The plan will emphasise the need in the City area, where many bus routes come together, for integrated information sources showing information on all operators, to enable easy multi-operator travel and to show choice and availability. In the County area however many stops relate to single routes and operators, and the priority is to ensure simple, up-to-date printed information is available. In addition, there is an increasing demand to provide more personalised, themed information, often as part of general information related to the reason for travel (education, work, hospital etc).

Despite the emphasis on printed information, the two Authorities see the provision of information in various electronic forms also as being highly important. It is the most appropriate way for customers who use these media to disseminate constantly changing detailed information to a large audience. The City has produced a comprehensive five-year business plan for the implementation and promotion of:

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- Electronic departure boards at bus stations and interchanges.
 - Touch screen journey planning kiosks in secure locations such as shopping centres, hospitals, company offices, universities, colleges and Council facilities.
 - Information by text messaging via mobile phones
 - Web based journey planning service.
 - Real time information at bus stops

The County Council is also committed to developing electronic information, and in particular to the Traveline telephone information service, and national Transport Direct project which provides internet based journey planning.

In relation to marketing, both transport Authorities are committed to working through the Big Wheel project to further promote the concept of integrated transport and the Big Wheel brand, whilst acknowledging the role of commercial operators in developing their own company brands. In addition the County Council has developed a "NottsBus" marketing strategy for its own supported local bus services, and will continue to deliver this strategy.

9.3 Action

The two Authorities will produce a revised Bus Information Strategy for Greater Nottingham by April 2007 setting out a detailed plan for information improvements over the 2007-2011 period. This will focus on the delivery of both printed and electronic information.

Both Authorities will also continue to work together and with bus operators to deliver many of the initiatives set out within the current information strategies, and which will feature in the new combined strategy. In particular to:

- Ensure comprehensive provision of service leaflets and roadside information
- Develop electronic information including telephone, internet, roadside information and public kiosks
- Work with other transport authorities and bus operators to develop real time information including the use of new mobile technologies.

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- Continue to develop and maintain the key data building blocks required to 'drive' the electronic data network set out above. This will be achieved in line with the national Transport Direct project, with all data compliant with that required by the regional Traveline telephone enquiry service.
 - Increase personalised travel planning and direct information to homes and businesses.
 - Continue to support the Big Wheel campaign
 - In conjunction with this, strongly promote the use of buses in Workplace Travel Plans, School Travel Plans, and other promotional campaigns and initiatives.

The City Council will also deliver the following specific actions:

- Continue to update, print and disseminate range of coordinated information guides, link bus timetables, area guides - schools, colleges, employment etc, and on-street journey planning and connections maps.
- Produce separate promotional plans for: Unilink, Medilink, Clifton Local Link, and Night buses, Citycard concessionary fares scheme over the plan period.
- Refreshed promotional activity will take place on: multi-operator ticketing (Kangaroo card), triptimes journey planning software and safety.

The County Council will deliver the following specific actions:

- As part of the investment programme for bus stops, by 2011 provide and maintain bus stop flags and timetable cases at every stop in Greater Nottingham
- Ensure that bus operators provide high quality information within these facilities in accordance with the Nottinghamshire Local Bus Information Strategy.
- Market supported bus services in accordance with the NottsBus Marketing strategy, focusing in particular on those services which have the greatest capacity to grow and increase their patronage

10 Objective 5 *Improve Personal Security*

10.1 Problem

There is a perception that using buses at certain times and in some locations can be unsafe from a personal security point of view. Whilst actual crime levels do not support this perception, it is nevertheless important to work to allay this fear if we are to:

- Retain existing users, especially women and the elderly (these 2 groups currently account for around 70% of the existing market)
- Attract new public transport users
- Recruit and retain the high levels of staff required to operate the network.

Action to address perceptions of lack of personal safety may be taken in a diverse range of areas, including the use of CCTV, lighting and other measures.

An umbrella partnership was formed in 2004 called 'Respect for Transport' which includes Nottingham City Council, Nottinghamshire County Council, NCT, NET, JC Decaux (shelter provision company), Nottinghamshire Police and the Greater Nottingham Transport Partnership/Big Wheel. Its goal is to jointly develop and promote safe and sociable behaviour on public transport through a programme of work designed for each partner to meet a series of individual pledges.

10.2 Strategy

The strategy for tackling personal safety issues will be focused on working in partnership through the Respect for Transport initiative. The two Authorities will continue to invest resources, particularly in the measures identified above, whilst encouraging bus operators to do likewise and encouraging the police to take enforcement action.

CCTV in particular is becoming widely, and successfully, used by bus operators across the country as a deterrent, but also to prevent vandalism. The cost of the equipment is quickly offset by the reduction in costs to repair damage, and is therefore good value for money.

In addition, the two Authorities believe that it is important to continue and develop research and information-sharing in this area.

10.3 Action

The two Authorities will continue to be active members of Respect for Transport, and will work towards meeting their individual pledges. Specific actions the City intend to take include the following:

- Install CCTV in approximately 100 bus shelters to increase the perception of safety and to tackle anti social behaviour and reduce vandalism
- Disseminate results of recent detailed research into students' perceptions of safety
- Monitor users' perceptions of safety via quarterly surveys at bus stations and NCT Travel Centre
- Produce relevant information via the Council's geographical information systems

Specific actions the County intend to take include the following:

- As part of a project to improve behaviour on school buses the County currently has 36 vehicles fitted with CCTV, with a further 38 to be fitted by the end of March 2006.
- Continue to install CCTV on buses, including school buses, and at other locations
- Increase the provision of lighting at bus stops including the piloting of solar-powered lighting as a low cost and environmentally sensitive solution in rural locations.

Appendix A LTP Targets

Nottingham City and Nottinghamshire County Councils are committed to attaining the following targets by working in partnership with each other and other partners as appropriate on the areas detailed in this strategy.

- Increase bus patronage by 0.6% over the plan period. This will see the passenger numbers rise from 63.3 to 63.7 million.
 - Increase satisfaction with local bus services from 64% in 2003/4 to 69% in 2006/7 and 75% in 2010/11.
 - Maintain the number of households which are within 30 minutes of a town centre and which are within 400m walk to that service at its current level of 93%
 - Improve the % of bus services starting their routes on time from 92% in 2005/6 to 95% in 2010/11
 - Improve the % bus services on time at intermediate timing points from 77% in 2005/6 to 82% in 2010/11
 - Reduce average excess waiting time on frequent service routes from 0.71 minutes in 2005/6 to 0.66 minutes in 2010/11
 - Maintain the level of bus reliability (measured by % of bus journey's operated) at its current level – 99.5%.
 - Improve satisfaction with Public Transport Information over the plan period in the City area from 72% (2003/4) to 75% (2006/7) and 78% (2009/10); and in the County area from 52% (2003/4) to 56% (2006/7) and 60% (2009/10)
 - Increase the number of fully accessible bus services by 1 per year to a total of 7 by the end of the plan period (defined as routes where all buses are low floor, easy access vehicles; where all stops have raised kerbs, and where bus boarders are provided where parking is likely to inhibit use).
 - Increase the number of routes where all buses are real time enabled by 1 per year to a total of 9 by the end of the plan period
 - Increase the take up of the elderly persons concessionary pass by eligible persons from 62% to 70%) by the end of the plan period
 - Increase the number of passengers that feel safe travelling on public transport after 7pm by 2% (from 65% to 67%) by the end of the plan period
- Increase the number of households within 45 minutes of a hospital by bus or tram from 87% to 90%.

Appendix B Information Strategy

A Revised Local Bus Information Strategy for Greater Nottingham will be published following consultation in April 2007.

