



## Wiltshire BSIP interventions

*Challenges, objectives & outcomes – working draft for discussion & comment*

### Challenges

Primary (exogenous) challenges

- a. High car ownership & car mode share in Wiltshire
- b. Ageing population
- c. Largely rural area, low population density
- d. Dispersed principal settlements/market towns/urban centres
- e. Dispersed employment centres
- f. Declining retail in town centres
- g. Parking availability & pricing

Bus services & infrastructure

- h. No standard for bus stops and shelters, many fall short of modern accessibility standards and marking
- i. Frequencies & hours of operation
- j. Long journey times for inter-urban services as they act as local services too
- k. Countywide publicity is minimal and quality of information displays varies widely
- l. Fares charged for bus journeys vary across Wiltshire
- m. Reliability issues with services due to congestion & other factors

Policy

- n. Wiltshire Council climate emergency
- o. Carbon reduction targets
- p. Recovery of bus patronage lost during Covid pandemic
- q. National Bus Strategy (Bus Back Better) goals
- r. Air quality

### Emerging objectives (in priority order)

Faster, greener and more frequent and **reliable** bus services

Improving the image of bus travel

Upgrading bus infrastructure

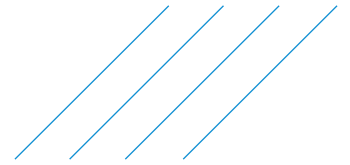
Prioritising bus services in traffic

Intelligent use of data and information

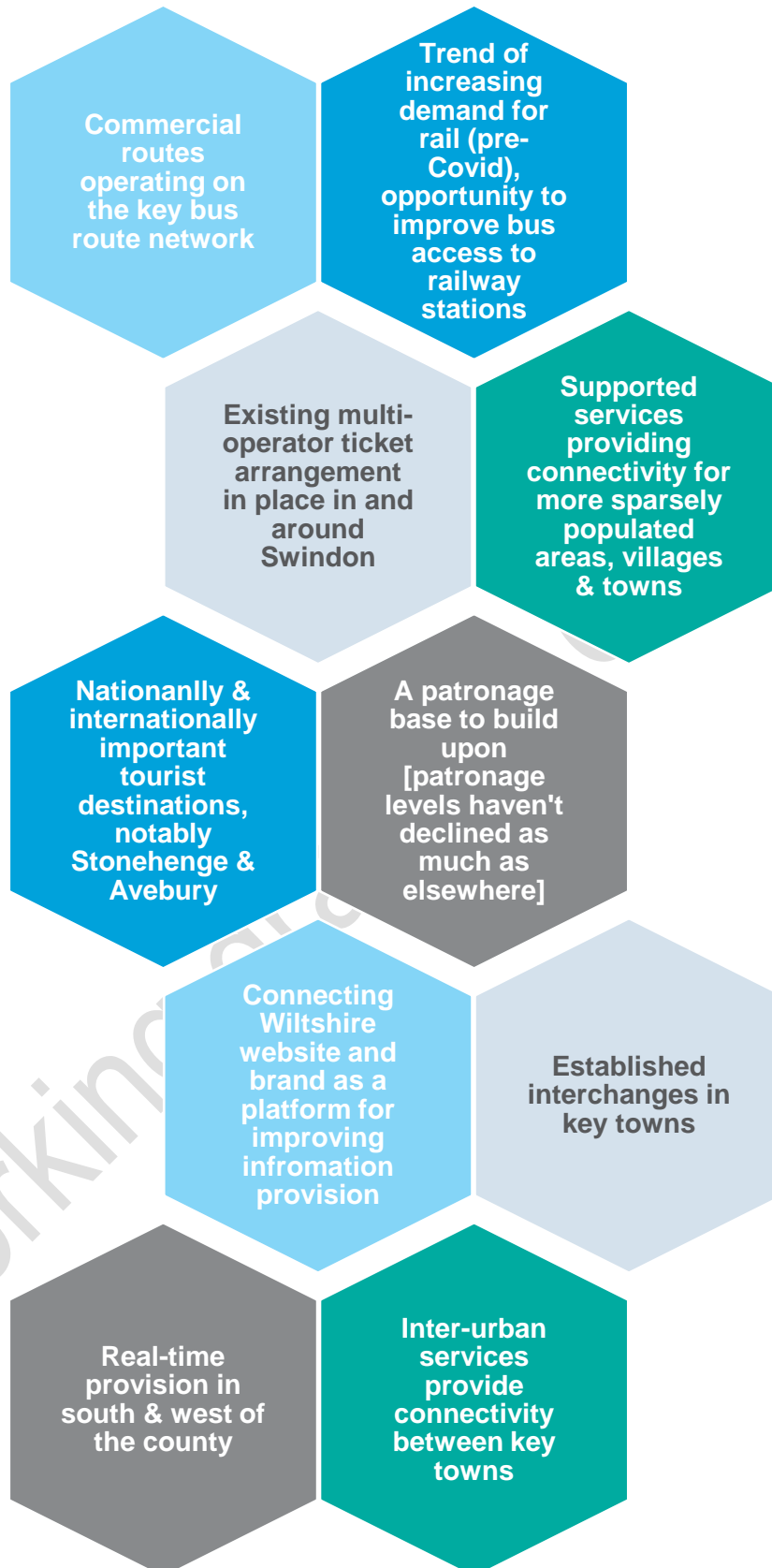
### Outcomes

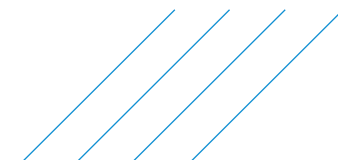
- Increased patronage
- Increase passenger satisfaction
- Increased bus mode share for journeys to work, leisure, social & training opportunities
- Contribute to achieving carbon targets
- Improved air quality

Interventions to achieve the outcomes outlined below



*Opportunities - working draft for discussion & comment*





*Interventions - working draft for discussion & comment*

**Table 1 – Wiltshire BSIP interventions, current DfT BSIP window and beyond**

Theme	2022/23 to 2024/25 (BSIP funding window)	2025/26 & beyond
Customer	<p><b>Passenger information and branding</b></p> <ul style="list-style-type: none"> <li>Strengthen network identity using the Connecting Wiltshire platform</li> <li>Produce a long-term marketing strategy in partnership with bus operators, including for jointly-operated services</li> <li>Upgrade and expand real-time passenger information system and ensure that local bus services used in Wiltshire are able to communicate with neighbouring authorities' RTPI (and vice versa)</li> <li>Ensure each operator providing bus services in Wiltshire has at the very least a website and mobile phone app with basic service information (timetables, fares, maps) to an agreed 'best practice' specification</li> <li>Explore the potential to integrate these sources of information to overcome weakness of low awareness of Traveline</li> <li>Develop a specification for roadside information suitable for different types of stops and interchanges and apply this consistently throughout Wiltshire</li> <li>Agreed standard dates for timetable changes throughout the year</li> </ul> <p><b>Bus fares and ticket products</b></p> <ul style="list-style-type: none"> <li>Achieve the provision of a consistent offer of reduced fares for younger people across Wiltshire, with discounted fares available to the age of 21. Extend this to job-seekers.</li> <li>Develop ticket products suitable for part-time commuters</li> <li>Develop existing multi-operator ticketing schemes in the Swindon and Bath journey-to-work areas, (geographical extent, method of fulfilment, governance)</li> <li>Develop a multi-operator scheme for Salisbury to provide improved access to key health and employment sites</li> <li>Review distance-based fares</li> <li>Develop account-based ticketing schemes to make the bus product easier to use and to reduce bus stop dwell times, following the outcomes of Project Coral and extending to a multi-operator environment</li> <li>Encourage electronic PlusBus to allow bus to be specified at the start as well as at the end of a railway journey</li> </ul> <p><b>Bus service development</b></p>	<ul style="list-style-type: none"> <li>Improve buses for tourists</li> <li>Review service frequency</li> <li>Simplify fares</li> <li>Integrate ticketing between operators and transport modes (rail) – wider measures</li> </ul>

- Develop improved integration between bus and rail services including bus service extensions and improved frequencies. Suggested key focuses are Trowbridge, Westbury, Chippenham and Salisbury
- Increase bus service frequencies on key town and interurban services
- Improve evening and weekend provision on key town and interurban services
- Improve links with major employers and businesses to improve/provide bus accessibility to employment site
- Further develop demand responsive services to meet rural mobility needs

**Bus passenger and public engagement**

- Introduce passenger charter
- Develop community-based passenger focus teams
- Implement measures to improve the personal safety of bus passengers on walking routes to and from, and at, bus stops and interchanges
- Develop initiatives to encourage young people to use the bus, including services to schools for journeys in the 2-3 mile range of schools

Operations

**Bus passenger infrastructure**

- Develop an agreed set of standards for bus stop provision at different types of stops to apply throughout Wiltshire, including meeting the requirements of the Equality Act and develop a programme to apply these to key interurban and town services
- Develop a consistent standard for shelter provision throughout Wiltshire and seek expanded provision
- Develop rural bus hubs at key locations

**Highway design and operations**

- Subject to funding and feasibility, design and implement measures identified in response to issues raised during systematic reviews of operating conditions on all key interurban and rural bus routes in Wiltshire. These measures will range from bus priority measures (both physical and signal priorities), changes to junction layouts and geometries, traffic calming reviews and parking and loading reviews
- Review the potential for improved bus access to town centres and other development areas in return for specified quality and vehicle standards
- Focus resurfacing, including gully re-location, to improve ride quality on key interurban and town bus routes
- Engage with Highways England to develop appropriate prioritisation for bus services on the Highways England managed network in Wiltshire (A36 and A303)
- Adopt Traffic Management Act 2004 powers and a strategy to enforce moving traffic offences e.g. yellow box infringements

- Roll this out to other bus routes
- Subject to funding and feasibility, continue to design and implement measures identified in response to issues raised during systematic reviews of operating conditions on all bus routes in Wiltshire. Continuous process of review on existing routes.

	<p><b>Bus operations</b></p> <ul style="list-style-type: none"> <li>• Develop training and recruitment strategies to ensure the bus industry can deliver the ambition. Begin work to scope technologies for different types of service</li> </ul>	
<p>Vehicles</p>	<ul style="list-style-type: none"> <li>• Pursue opportunities to bid for zero-emission buses, focusing on key interurban and town routes. Explore opportunities where ZEBs could allow buses to gain better access to town centres and other development areas</li> <li>• Prioritise services at locations which operate through an AQMA</li> <li>• Implement next stop audio/visual announcement on buses</li> <li>• Consider opportunities for different types of vehicle configuration for different types of services</li> </ul>	<ul style="list-style-type: none"> <li>• Higher specification buses</li> <li>• Invest in decarbonisation</li> </ul>
<p><i>Local authority procedures &amp; policies inc. planning policy</i></p>	<ul style="list-style-type: none"> <li>• Identify and agree a bus network hierarchy for investment</li> <li>• Internal bus delivery group – pan-department: passenger transport, climate change &amp; carbon reduction, social care, education, network management, highways, development control, air quality, sustainable transport, transport planning, planning policy, economic development</li> <li>• Put buses at the heart of Streetworks processes including planning and communicating road closures and restrictions</li> <li>• Implement a rental scheme for statutory undertakings and others requiring access to the highway and bus stops</li> <li>• Work with economic development to identify major employers and facilitate bus access to sites</li> <li>• Car parking: review capacity, and tailor enforcement to the needs of bus services. Consider opportunities for Park and Ride</li> <li>• Develop planning policy to support BSIP targets (parking standards, design guide &amp; SPDs) and put bus at the centre of proposals for new development. Include bus operators as consultees on all major development applications and development control processes</li> <li>• Work strategically with the STB to develop improvement for the region</li> <li>• Develop alternative funding streams for the bus outside DfT BSIP money e.g. LEP, diversion of existing LA budget, S106, commercial</li> <li>• Policies and processes to develop and maintain co-operation and co-ordination with neighbouring authorities</li> </ul>	

Working