



Peterborough Bus Strategy

SECTION 1: INTRODUCTION

1.1 Context and purpose

The purpose of this bus strategy is to:

- meet the requirements of Section 110 of the Transport Act 2000;
- provide a bus strategy for Peterborough for the life of the Local Transport Plan 2;
- set out Peterborough City Council's objectives to improve bus services within the context of the Council's Community Strategy, to enhance access to services and to reduce the reliance on the private car and therefore reduce congestion and pollution;
- guide infrastructure improvements undertaken by the Council and by developers; and to
- improve bus transport in Peterborough through the *Travelchoice* project.

Operators are free to register bus services as they consider necessary and commercially viable. The Council's responsibility is to consider the needs of those communities not met through commercial services and to provide, within available budgets, additional services to supplement the commercial network.

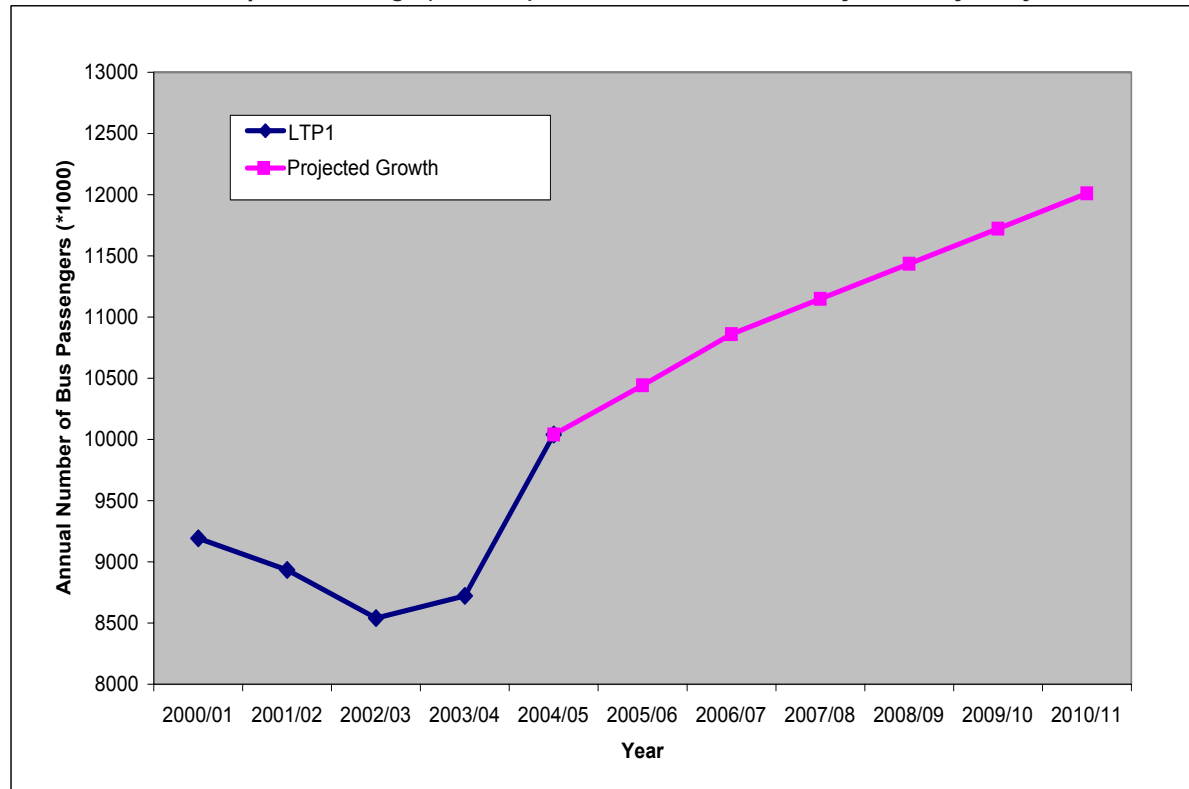
Since the first Local Transport Plan in 2000 and the adoption of the first Peterborough Bus Strategy in January 2004, Peterborough has seen significant improvements to bus travel. These improvements include:

- main core network of commercial services operating a 10 minute frequency since April 2004;
- 10.5% increase in Stagecoach bus passenger numbers during 2004/05 following implementation of the *Citi* network in April 2004;
- 9.23% increase in passenger numbers from 2001/02 to 2004/05 (note during this time there was no increase in population figures)
- in April 2005, 44% of all vehicles operating in Peterborough were fully accessible;
- in May 2005, 64% of vehicles operating on the Council's subsidised bus services are fully accessible;
- full review of subsidised bus services (and how they complement commercial services) undertaken and new routes implemented in 2004;
- increase in funding for subsidised bus services - the budget for 2005/06 increased from £236,000 (04/05 figure) to £490,000; an increase of 107.5%;
- 43% increase in students travelling to school on public transport during 2003/04 to 2004/05;
- electronic payment methods for school transport introduced;
- improved quality standards, such as maximum vehicle age, introduced through tendering process on both school and public transport services;
- record numbers of passengers carried on 2005 Christmas Park and Ride service;
- in May 2005, the Council launched its *Community Link* branding;
- from July 2005, community door-to-door services provided in-house;

- improved publicity, both at bus stops, shelters and bus station, through the *Travelchoice* project;
- vehicles used on subsidised services branded with *Travelchoice* logo;
- improvements to bus shelter stock using anti-vandal, anti-graffiti materials;
- improvements to the Primary Public Transport Corridor, including priority signals, new bus shelters and raised kerbs;
- introduction of SMS Text and Go service;
- introduction of *Travelchoice* branded publicity.

Travel by bus plays an important role across all of the shared priorities contained in the Local Transport Plan 2, but with particular emphasise on tackling congestion and delivering accessibility. The influence that buses have on each of the shared priorities is covered in the relevant shared priority section within the Local Transport Plan 2. In addition to the bullet points above, this table considers, in more detail, the improvements and changes since the adoption of the first Peterborough Bus Strategy.

Table 1: Public Transport Patronage (BVPI102) Past Performance and Projected Trajectory



1.2 Consultation

In accordance with Section 111 of the Transport Act 2000, the Council has consulted on Peterborough’s Bus Strategy with neighbouring local authorities and district councils, local bus operators, bus users, parish councils and *Travelchoice* stakeholders, which include Great North Eastern Railways (GNER), Peterborough Environment City Trust (PECT), SUSTRANS, Greater Peterborough Investment Agency (GPIA), Rail Passengers Council (RPC) and the Cambridgeshire Constabulary.

Copies of this final Peterborough Bus Strategy and Peterborough’s the Local Transport Plan 2 are available to view on the Council website at www.peterborough.gov.uk. Copies are also available on request and can be provided on CD if required.

This information can be made available in other languages and formats upon request.



SECTION 2: SERVICE PROVISION

2.1 Public Transport Review

Key Actions

- Facilitate a bus reference group
- Facilitate a bus users forum

During 2004, the Council undertook a review of its subsidised bus services and how they could best complement the recently modified commercial network, launched by Stagecoach in April 2004. Whilst the review was being undertaken the Council introduced a number of trial services which it monitored closely over a period of six months to ascertain demand.

The outcome of the review was that, apart from some small areas of social exclusion that needed to be addressed, the overall bus network in Peterborough fared as equal first in terms of outputs (best value and demand indicators) and third best in terms of inputs (socio-economic indicators) when assessed against its eight comparator local authorities. The success of the trial services meant that all identified areas of social exclusion were addressed.

The review also highlighted the need to continue to promote bus services positively and to provide improved bus service information. The Council provides branded and high quality promotional information on bus services through the *Travelchoice* project. It will also consult more widely with operators, bus and non-bus users, to improve the public perception of bus travel in Peterborough, through a bus reference group and a bus user forum. Council officers and bus operators will attend these groups or forums and all information gathered will be evaluated to help inform the decision making process in respect of public transport. In addition, the Council will annually review its subsidised service provision.

A further outcome of the review was a significant increase to funding for subsidised bus services. Funding increased from £236,000 in 2004/05 to £490,000 in 2005/06; an increase of 107.5%. This level of subsidy is set to continue, particularly with the introduction of the Council operated *Community Link* and *Local Link* services and the Council's commitment to vehicle purchase through the Local Transport Plan 2. The additional subsidy enabled the provision of cross-town services and improved the connectivity with the core commercial bus network.

With the introduction of the Council's *Community Link* and *Local Link* bus services, accessibility has also been improved as all services use Optare Solo fully-accessible vehicles. All vehicles are branded with the *Community Link* or *Local Link* livery. It is anticipated that the Council-operated services will have a positive effect on the local transport market place. It is expected that such services will drive tender prices down and raise the vehicle standards on other services.

2.2 Council Provision

Key Actions

- **Improve and extensively promote the Council's *Community Link* and *Local Link* bus services**
- **Continue to enhance and improve subsidised bus services through regular service reviews and revision of routes**
- **Improve driver awareness of disabilities through a driver training programme**
- **Provide an accessible environment and inclusive transport system that caters for the needs of disabled people**
- **Adopt the Council's Occupational Road Risk Policy**

All Council contracted services are assessed on 80% price and 20% quality and, as a direct result of the price and quality evaluation, the Council has significantly increased the quality of vehicles on contracted services with 64% of subsidised public transport operating with low-floor and *Disability Discrimination Act 1995* compliant vehicles.

Through its contract standards and procurement of transport the Council will continue to enhance accessible transport and improve upon the average age of vehicles provided on all its contracted services. In addition, the Council will be an advocate for improved driver attitude and awareness of disabilities through provision of driver training and DDA awareness both for Council operated and commercial bus services. It will actively work with vulnerable groups to understand their needs and promote their needs to bus drivers.

The Council's revised '*Model for Assessment*' for subsidised bus services is set out in Annex A of this Bus Strategy. Weighting is applied to services that transport passengers for work, school, health and welfare purposes. Weighting is also applied to services transporting disabled and elderly passengers, connectivity with other services, and safety. The Council aims to ensure that rural bus services are within a £3.00 per passenger subsidy and urban services are within a £2.00 passenger subsidy to achieve the maximum benefits of subsidising bus services.

Following the successful trial bus services new bus routes were introduced in May 2005 and provided by the Council's Contract Services Department. These services are branded as *Community Link* or *Local Link* and operate using low floor, accessible vehicles. These services will be reviewed on a regular basis to ensure that they continue to complement the commercial network and improve accessibility to bus services.

Subsidised bus services will be required to adopt the Council's Occupational Road Risk Policy which will ensure the health and safety of the workforce whilst driving on work related business (in the same manner as all other aspects of health and safety) and thus the safety of passengers, other road users and the public is not compromised. In addition to preventing the unnecessary loss of life or injury, additional benefits are generated in terms of fewer staff days lost due to injury, less time spent on investigation and paperwork in the event of a collision, fewer vehicles off the road for repair and reduced insurance claims and premiums.

2.3 Commercial Provision and Partnerships

Key Actions

- **Work in partnership with local transport providers to develop core routes**
- **Provide an accessible environment and inclusive transport system that caters for the needs of disabled people**
- **Work with local bus operators to establish a Code of Conduct for Service Stability**
- **Work in partnership with the Police, community support officers and bus operators to address bus crime hotspots**

In early 2004, Stagecoach (the principal local public transport operator) undertook a major bus network review which resulted in the introduction of its *Citi* network in April 2004, with an investment of £1.8m in new low floor vehicles on four of its five principal routes into the City Centre. Services 1, 2 and 3 (Bretton service only, not Stanground) have all operated on a ten minute frequency from April 2004, with Services 3 (Stanground service only), 4 and 5 operating on 20 minute frequency. Stagecoach continues to expand their *Citi* network with Services 4 and 5 operating on a ten minute frequency from October 2005, and the introduction of a new *Citi* 6 service, from Hampton township, operating a 20 minute frequency with low floor vehicles. In addition, during 2006, low floor double decker buses will be introduced on *Route 1*.

Other commercial operators in the area include Delaine Buses Ltd, Alec Head, Cavalier Contracts Ltd, R Kime & Co and First. The Council also procures a number of subsidised services through its Contract Services department utilising Council vehicles. Many of these services provide vital links to and from the rural areas. Details of all Peterborough bus services can be found at www.peterborough.gov.uk/transport.

In addition, coaches form an important part of local public transport services. Coaches are used for a variety of reasons, including scheduled express services to London and the extensive network of National Express services which serve Peterborough. To encourage coach services to provide a link to other major cities, the Council provides centrally located coach parking at minimal cost. Through the implementation of the City Centre Framework, coach parking will continue to be provided with a coach park centrally located near to the bus station and railway station and coach and tour operators will be actively encouraged to serve both the bus and railway stations.

The Council will work with local operators to agree a Code of Conduct for Service Stability to minimise the number of bus service changes and therefore reduce the disruption to the bus network. Bus timetable changes should adhere to those set down by the East Midlands Transport Information Service (EMTIS) board, which are:

- first Sunday after the New Year;
- Sunday following the beginning of the Easter school holidays;
- Sunday prior to May Day;
- Sunday following the end of the Summer Term;
- Sunday prior to the start of the Autumn Term;
- Sunday immediately after the half term closure in October.

To further integrate rail and bus travel the Council will also seek to work towards improved integration between bus and rail timetables.

The Council is currently working with Stagecoach, Cambridgeshire County Council and Bedfordshire District Council on a joint initiative to implement real-time passenger information along its core route in Peterborough. Through this joint working real time information will be introduced along the core route, *Route 1*, in Peterborough during 2006. This real time information will be DDA compliant, including key fob activated audio capabilities compliant with other RNIB services, loudness of audio, size of text and brightness and tilt of screen. To ensure that the services that operate along this route enhance the bus services in the vicinity, a voluntary 'Quality Bus Partnership' will be formed

The Local Transport Plan 2 identifies fear of crime as a major barrier to travel choice. The Police, community officers, bus operators and the Council (Community Safety Partnership) will continue to work in partnership to reduce crime and fear of crime on public transport. During Operation Elderberry in 2004 and 2005 police officers travelled on public transport through crime hotspot areas. The early identification of problems and regular meetings of the Crime Reduction Partnership continues to form part of the close working relationship between the Council, Stagecoach and the Police. In addition, CCTV was installed, lighting improved and shrubbery cut back

at crime hotspots. The Council has also provided funding, in partnership with the bus operators, for bus monitors in some trouble spots.

To further improve the safety and perception of safety of bus travel in Peterborough assistance buttons were installed at Queensgate Bus Station along with increased security and enhanced CCTV coverage.

The Council aims to increase the safety and perception of safety on public transport for all vulnerable groups through continued partnership working with all parties.

2.4 Rural Provision

Key Actions

- **Continue to improve cross boundary bus services**
- **Continued programme of rural transport improvements**
- **Further improve bus routes with demand responsive and hail and ride sections**

Transport for people living in rural areas can affect their quality of life, with many people, particularly the young and elderly, dependent upon public transport. The rural wards in Peterborough have seen significant growth over the past five years which has had an impact on transport provision required in these areas.

During the life of the first Local Transport Plan a Rural Transport Audit was undertaken by the Council, working in partnership with the Countryside Agency, visiting 25 parishes in the Peterborough unitary area. Issues raised by this comprehensive consultation exercise will be used to deliver a Key Rural Areas Action in relevance to the Local Transport Plan 2, by providing a continued programme of rural transport improvements.

Research undertaken in preparation of the Council's recent Kickstart submission highlighted some rural areas as having poor accessibility. More detailed local assessment and partnership discussions indicated that all general rural area residents can suffer from social exclusion, but particularly those rural area residents with mobility difficulties

The Council recognises that the type of conventional normal stopping bus services operating within Peterborough's urban area will not address the requirements of rural residents and more specialised, tailored transport will help to tackle the barriers to social inclusion.

Successful demand responsive services currently operate in the urban area and the Council will work to expand the demand responsive services to address the requirements of the rural population.

Rural residents that suffer from mobility problems and who are unable to access conventional public transport require high level transport and care needs that standard demand responsive services cannot provide. The Council will therefore work towards improving the door-to-door services available to rural residents and expand on the destinations that are currently served, to improve access to good quality, reasonably priced food and healthcare facilities such as dentists and GP surgeries.

Annex B sets the minimum standards of bus services to the rural areas.

2.5 Urban Provision

Key Actions

- **Work in partnership with local transport providers to develop high quality core routes**
- **Encourage investment in cleaner, quieter vehicles and alternative fuel technology**
- **Minimise disruption to public transport throughout the City Centre during its re-development**
- **Through negotiations with local bus operators and developers provide a high quality public transport service and infrastructure to accommodate growth to support intermodal access**
- **Traffic Manager to ensure minimum disruption to services during roadworks**

As with most cities, the majority of the bus network in Peterborough is commercially operated. The principal operator, Stagecoach, provides the majority of the core urban services on a ten minute frequency during the daytime, with a smaller number of routes operating a 20 minute frequency. A number of the rural services, such as Delaine Buses Ltd and Alec Head, also supplement the urban services by picking up passengers along the route into Peterborough City Centre.

Partnership and negotiation work will continue with Stagecoach to further improve upon the service provided by increasing the areas covered by a ten minute frequency and work towards introducing five minute frequency on selected routes where demand justifies.

These service improvements coupled with Intelligent Transport Systems will provide passengers with a quick, efficient and easy to use City Centre public transport network.

The current commercial network, which commenced in April 2004, left small areas of social exclusion, with these areas now being addressed by the Council's *Community Link and Local Link* services. Urban areas covered by demand responsive services were increased and new hail and ride sections introduced. The Council will continue to expand and develop these sections where it is deemed socially necessary to do so, to provide assistance to those passengers who are able to use conventional public transport but who would benefit by the reduced walking distance. Complementing this extensive coverage are the urban *Community Link* door-to-door services providing transport for people who are unable to use, or have difficulty using, conventional public transport.

A significant forthcoming challenge affecting urban public transport services is the major development within the City Centre. This extensive project will include the relocation of the city's bus station. Whilst this development will ultimately improve the city's main public transport infrastructure and provide enormous benefits to passengers, extensive preparation will be undertaken to ensure minimal disruption to both passengers and public transport operators, particularly during the relocation and construction phases.

Growth in Peterborough means that considerable work and negotiations, in relation to public transport provision and infrastructure, is undertaken with developers within the authority area. Peterborough's inclusion in the M11 growth corridor will be a future challenge for the Council with major residential growth anticipated. The Council will undertake negotiations with developers and local transport operators to ensure that Peterborough's bus services can accommodate this growth to support intermodal access and that high quality public transport infrastructure is provided followed by high quality local bus services when appropriate occupation rates are achieved.

The Council will encourage operators to invest in cleaner, quieter vehicles and alternative fuel technologies to contribute towards achieving the Local Transport Plan 2 commitments of reducing the environmental impacts of transport and improving community health by reducing transport related pollution. A number of Euro 3 engine vehicles are anticipated to commence operation within the City Centre in early 2006, followed by a Euro 4 engine

vehicle on a commercial core rural route into the city later in 2006. Reductions in CO² emissions and noise pollution will improve the air quality within the city and lead to a cleaner and quieter City Centre environment.

2.6 Park and Ride

Key Actions

- **Review permanent park and ride options such as developer funded or Government Growth Area Funding**
- **Continue to provide a Christmas park and ride service**

A study undertaken in November 2003 to review the feasibility of a park and ride service for Peterborough concluded that a park and ride service would require significant ongoing subsidy and was not considered a viable option at that time.

The conclusion that a park and ride service does not have a commercial business case in the current economic climate is one the Council will keep under review during the lifetime of the Local Transport Plan 2 particularly in the context of the developing growth agenda. Should levels of growth indicate the viability of park and ride, funding options such as developer funding or Government's Growth Area Funding will be investigated.

Peterborough's Christmas park and ride service continues to be popular with record numbers carried during 2004 when the service operated free of charge. More than 8,600 passengers were carried, an increase of 173% on the previous year, over the nine Saturdays during October, November and December 2004. The charging of the park and ride service will be reviewed on an annual basis.

For Christmas 2005 there were significant improvements and enhancements to the Christmas park and ride service. The service operated from three sites and a Saturday, Sunday and Bank Holiday service was provided. The service was again operated free to continue to encourage increases in patronage and to ease congestion during the Town Rail Bridge improvements.

2.7 Community Transport

Key Actions

- **Promote community transport as a solution to social exclusion**
- **Further improve routes with demand responsive and hail and ride sections**

Community transport services are vital for many people to provide links to essential services and shops. They play an important role in improving accessibility to the transport system for people with mobility difficulties and also assist with combating social exclusion. Demand responsive transport can be effective in meeting low and occasional demand for transport.

With effect from 1 July 2005, the responsibility for operating the urban dial-a-ride services transferred to the Council and is operated under the *Community Link* brand. Octane (Peterborough Dial-a-Ride), the former provider, continues to operate the rural dial-a-ride services and a social car scheme is operated by WRVS. The table below gives the passenger growth on community transport services.

Table 2: Numbers of passengers using community transport

	2000	2001	2002	2003	2004
Urban dial-a-ride	8,178	8,567	8,964	9,913	10,679
Rural dial-a-ride	2,082	2,022	2,320	3,885	4,556
WRVS Social Car	n/a	n/a	891	1,032	1,184

The vehicles used on dial-a-ride services are fully accessible for wheelchairs and scooters, with lifts at the rear of the vehicles and low steps at the side entrances to assist access for other users. Concessionary fares are accepted on the dial-a-ride services, further enhancing their attractiveness to older and disabled people.

It is planned to further improve bus routes with more demand responsive and hail and ride sections. The use of taxis for such services will also be investigated.

2.8 Taxis

Key Actions

- **Continue to integrate taxis into the wider public transport network**

Taxis offer a flexible form of transport which enhances the public transport network. They play a key part in accessibility as they provide a door-to-door service which is invaluable to those who do not have access to a car or cannot reach bus services. In addition, Peterborough has a number of wheelchair-lift private hire vehicles which are used for school transport services and private hire work. All taxi drivers in Peterborough are subjected to rigorous vetting processes, including an 'Enhanced Criminal Records Bureau check', before being granted a private hire or hackney carriage licence.

Taxis often form the link to other forms of public transport, in particular when heavy luggage is transported, such as to the railway station or bus station. Taxis are the main form of transport between 12 midnight and 6 am (when there are currently no bus services operating) to disperse the 16,000 people who enjoy Peterborough's nightlife each weekend.

Peterborough currently has 196 wheelchair accessible Hackney Carriages and 329 private hire vehicles operating in the Council area.

2.9 Children's Transport

Key Actions

- **Encourage public transport as the main mode of travel for all secondary school students**
- **Increase the number of eligible students travelling to school by public transport**
- **Adopt the Council's Occupational Road Risk Policy**

The Council has integrated its children's transport services to form a Passenger Transport Team that has responsibility for managing and procuring all children's transport, mainstream, special educational needs, respite care and social care, as well as public and community transport services; this has yielded greater utilisation of vehicles and resources.

The Council provides a number of school transport services in-house and the Council's investment in vehicles has enabled further integration of services across the Council with vehicles operating school runs and then operating other Council services during the day. These Council-operated school transport services will be required to adopt the Council's Occupational Road Risk Policy.

Through a standardised procurement processes and its strict Conditions of Contract, the Council has reduced the average age and improved the quality of vehicles used on its contracted children's transport services. The Council will continue to work towards reducing the average age of vehicles used on children's transport which will, in turn, increase the quality of service provided to children.

In addition to the transport of approximately 2,500 children to and from school every day the Council also transports children who are in the care of the local authority. The majority of this transport is organised through a pool of voluntary drivers whose movements are closely co-ordinated to ensure that a high quality service is provided to the Council's most vulnerable children. The service operated for 365 days during 2005.

Further improvements to children's transport will include:

- further integration of pupils onto public transport services;
- improved driver and escort training programme for all drivers and escorts of mainstream, special educational needs and children's social care transport;
- revised driver and escort home to school guidance handbook;
- revised guidance handbook for driver's who transport vulnerable children;
- improved recruitment procedure for voluntary drivers;
- revised home to school transport booklet including a student behaviour policy;
- working with the School Travel Plan Co-ordinator and Road Safety Team to improve awareness of behaviour and behaviour issues on home to school transport;
- liaising with schools to implement a teacher resource pack on improving behaviour into Physical Health Social Education lessons;
- improved risk assessment process;
- adopt and integrate the Council's Occupational Road Risk Policy; and
- introduction of an annual programme of vehicle checks, working in partnership with the Vehicle Operators' Standards Agency and the Police to ensure the standard of vehicles being used on children's transport continues to meet all legal requirements.

Many eligible students currently travel to school using a public transport pass that allows wider travel on buses during the evenings and at weekends to develop a culture of bus use. The *Secondary School Review* allows the Council further opportunities to encourage wider use of public transport services for local students. The Council will work towards introducing a '*scholars pass*', available to all students travelling on its subsidised services, to further increase parental choice and numbers of pupils travelling to school by public transport.

Table 3: Number of students (eligible under the Council's Home to School and College Transport Policy) travelling to school by public transport

Baseline 04/05	Target 05/06	Target 06/07	Target 07/08	Target 08/09	Target 09/10	Target 10/11
257	270	284	298	313	329	345

Note: 2003/04 data – 169 students. The above target represents a 5% increase in students carried year on year

The Peterborough Over-16 Transport Partnership has seen positive results in keeping young adults in education and a significant increase in students transported to colleges and sixth forms is evident. The Partnership will continue to implement transport-related improvements, such as those achieved to date, which include:

- promotion of mobility and independence training aimed at 14 to 16s, to prepare students for travelling to post-16 centres;
- providing travel training for teaching assistants to roll out to students;
- funding 'transport trainers' to encourage travelling on public transport;
- travel buddies;
- resource packs and theatre performances in schools;
- funding for, or towards, purchase of lease of minibuses for inter-site travel – to access courses at different sixth-form centres. Also funding for taxi travel between centres; and
- production of a CD-ROM – issued to all Year 11s – containing links to public transport timetables for travelling to post-16 centre.

The *Secondary School Review* will bring increased demand for travel from students wishing to further their education. The Over-16 Transport Partnership is in a strong position to assist in meeting this demand. In addition, the Council will encourage all secondary schools to consider public transport as the principal form of transport for all students.

2.10 Integrating Health Transport

Key Actions

- **Work with the Greater Peterborough Primary Care Partnership to establish a commissioning environment for all transport functions**
- **Provide a wider integrated transport unit to include non-emergency patient transport services, public, education and children's social care transport arrangements to yield greater utilisation of vehicles and resources**

Peterborough City Council is working in partnership with the Greater Peterborough Primary Care Partnership on the integration of non-emergency patient transport services to look at the 'whole Peterborough system' requirements (including Stamford, Fenland and Oundle). The project will also link in with existing and forthcoming transport options for patients including public transport and Council-based services, with particular emphasis on the more rural and deprived population catchment areas.

The project will initially review the current services undertaken by all partner organisations, including the local authority, NHS trusts and the community sector. The results will be used to commission transport arrangements that effectively integrate these services in the future, being mindful of vehicle resources, existing transport budgets and future health and city regeneration plans. The patient-focused emphasis of this new initiative will, in the longer-term, offer increased choice, accessibility and value for money.

2.11 Integration with other modes of travel

Key Actions

- **Improve bus-rail links**
- **Improve cycle storage at interchanges**
- **Better defined walking routes to interchanges**

Cycling

The link between cycling and bus is an important part of the inter-modal aspirations of the Council and particularly in connection with *Travelchoice*. Through providing good facilities, information, secure cycle parking and signage people will feel confident when transferring from one mode to another.

Travelchoice will assess and look to improve the level of cycle storage, information and awareness of facilities at bus and rail interchange points. *Travelchoice* will also assess the potential of carrying cycles on buses and trains to allow a continuous journey to be made.

Walking

Travelchoice's walking accessibility analysis using Intelligent Space techniques will contribute to a more strategic approach to allocating Capital funds to infrastructure improvements. This approach will manage the walking network more effectively and will ensure better quality, seamless links between the walking and public transport networks. A route branding trial will link the Cathedral and railway station with the use of coloured cats eyes to define the walking route. *Travelchoice* and GNER will work together to improve the directional signage between interchange points using both map and on-street directional signage along the footfall links.

Rail

The Peterborough bus and railway stations are located relatively close together and can be accessed by an over-bridge between the two sites as dual carriageway physically separates them at road level. Some bus services perform a link between the railway and bus station, whilst some services operate via the bus station to encourage commuters to travel their whole journey by public transport. The future redevelopment of the Station Quarter and the Queensgate Shopping Centre (in which the bus station is currently sited) gives an opportunity to improve access for all users, particularly those with mobility difficulties. The Council will continue to encourage bus operators to serve the railway station to provide a transport link between both the bus and railway stations.

The Council is seeking to improve access between the bus and railway stations through the *Travelchoice* project and is investigating the establishment of a 'Taxi Scheme' to provide an easier link for those with mobility difficulties. *Travelchoice* are also working closely with GNER to establish a 'taxibus' service, as part of their franchise agreement, for areas in Peterborough where there is likely to be a modal shift from car to a taxibus operation and where it is difficult for current operators to provide a service to and from the railway station.

In addition, *Travelchoice* will develop the 'plusbus' ticketing scheme in Peterborough which will allow the integration of travel between bus and rail. Information and publicity will be improved in both the rail and bus interchanges and availability of bus and rail information at other locations will be increased. Passenger information screens will be installed in the Queensgate Shopping Centre in 2006 that will display both rail and bus departure information. Again, adding to the increased integration between these two important travel modes.

2.12 Punctuality Improvement Plan**Key Actions**

- **Working with local bus operators develop a Punctuality Improvement Plan, where required**

The Council is required to work in partnership with local operators on bus punctuality and, where an improvement to performance is required, implement a Punctuality Improvement Plan. The Traffic Commissioner (regulator of bus service industry) has set targets of:

- for departures from a terminus a minimum of 95% of journeys should be within one minute early to five minutes late;

- for departures at other intermediate points a minimum of 70% of journeys should be within one minute early to five minutes late;
- for services operating on a frequent basis, e.g. ten minutes or better service, the criteria is measured through excess waiting times.

Through its statutory Traffic Manager function the Council is committed to work with local bus operators to set appropriate targets and a comprehensive monitoring regime for the future.

The Council will continue to monitor its subsidised bus service contracts to ensure that service standards are maintained and to early identify any issues or problems. Such information will feed in to the review of subsidised bus service contracts.

2.13 Accessibility Planning

Key Actions

- **Implement the Council's Accessibility Strategy to encourage wider use of public transport**

The 2003 Social Exclusion Unit report, 'Making the Connections', introduced the concept of accessibility planning and set out the links between social exclusion, transport and the location of services. Social exclusion can be reinforced not only through the lack of availability and physical inaccessibility of transport but also through cost, poor information, and safety from home to the bus stop. The Council has undertaken a strategic mapping audit and the priorities for Peterborough are identified in the Council's Local Transport Plan 2 (see Section 4.2 of Local Transport Plan 2 for the full Accessibility Strategy).

Accessibility planning provides a challenge and opportunity for public transport and cuts across all of the Council's public transport policies – tendered bus services, information and publicity, infrastructure improvements, ticketing and safety. Key actions to deliver improved accessibility are set out below.

The Council's *Model for Assessment* of subsidised bus services will continue to apply weighting for services that transport passengers for work, school, health and welfare purposes, disabled and elderly passengers, connectivity with other services, and safety, all of which will help deliver improved accessibility.

Accessibility planning software was used for the Department for Transport's Kickstart funding submission, and other funding sources, and will continue to be used in the future to provide evidence of how the new or improved service will have an impact on accessibility for people, particularly those from disadvantaged groups, in Peterborough.

2.14 Fares and Ticketing

Key Actions

- **Continue to work with bus operators on ticketing initiatives and work towards the introduction of an all-operator, Peterborough-wide bus ticket, Smartcards and wider implementation of the plusbus scheme**
- **Investigate the provision of off-bus ticket machines**

One of the objectives of *Travelchoice* is to develop, promote and implement an effective ticketing structure in Peterborough. Working in partnership with public transport operators the Council aims to develop an effective Smartcard ticketing system to improve consistency and increase passenger confidence with traditional complicated

fare structures. Initially, this will be undertaken on a pilot basis along one route to assess the benefits for both passengers and bus operators.

The introduction of Smartcards will address the difficulties reported by the travelling public of different fare structures and tickets across certain journeys and will also positively affect boarding times on to public transport and therefore increase reliability levels.

The structure of public transport fares is often complex and varies from operator to operator. The challenge, to which Peterborough City Council will strive to achieve, is a simpler more efficient ticketing system that increases confidence with public transport travel.

It is currently possible to purchase an add-on Stagecoach bus ticket when travelling on GNER trains. However, the Council will, through its *Travelchoice* project, further promote and widen the use of the 'plusbus' ticketing scheme in Peterborough. This will enhance ticketing options for rail and bus travel, promote sustainable transport options and achieve a greater level of integration between the modes.

It is also recognised that the provision of off-bus ticket machines could potentially reduce bus waiting times and therefore improve reliability. The Council will investigate the provision of off-bus ticket machines through its *Travelchoice* project.

2.15 Concessionary Travel

Key Actions

- **Provide free fares to older and disabled people on local bus services in line with the changes to the statutory minimum requirements**

The Council offers a comprehensive concessionary fares scheme with half fare travel for disabled and older people (free for registered blind) at any time throughout the day. From April 2006, this will increase to free travel for eligible groups. Improving accessibility for older and disabled people is a key part of the Local Transport Plan 2 and the Council's *Community Strategy*. For 2004/05, a total of 10,146 passes were issued to older people, equating to 35% of the total eligible population and an increase of 2.85% on the previous year.

National Travel Tokens and taxi voucher schemes offer reduced taxi fares where no bus services are available. Whilst the Council has undertaken some initial investigations into such schemes it does not, at this time, propose to implement a Peterborough wide scheme. Given the high costs of such schemes, the Council currently considers that the best use of resources is to invest in accessible vehicles and operate bus routes on a demand-responsive or a hail-and-ride basis.

2.16 Bus Information

Key Actions

- **Improve public transport information, particularly to hard to reach groups and across modes of travel, to encourage wider use of public transport**
- **Implement the Council's Information Strategy**

The Council's Information Strategy outlines how good quality travel information can encourage the use of public transport when accessing key services and employment. Travel horizons can be limited due to lack of knowledge of the transport network and a journey is more difficult if a passenger is unfamiliar with the route or not aware of transport provision.

The Council will ensure high quality travel information is available at all stages of a journey, therefore building on the Council's successful SMS text and go service and web based timetable information. This is supported through a variety of initiatives in the *Travelchoice* project and through joint marketing techniques with stakeholders such as Stagecoach and GNER.

Travelchoice is currently assessing the potential to develop a web based personalised journey portal that allows people to access personalised bus information that is pertinent to their travel needs. This system will have the benefit of being easily updated to allow people to obtain new bus timetable and travel information together with associated promotions.

Over the next two and half years a programme of individualised travel marketing will be offered to 70,000 residents of Peterborough. A large part of this will involve the hand delivery of bus timetables and other related public transport information to houses. This creates a high level, targeted approach to the dissemination of bus publicity.

Passenger information screens will be located in the main shopping centre displaying both bus and rail information. Interactive kiosks will be located in key locations within the city to maximise accessibility to transport information, particularly for those who have not got access to the internet. Each kiosk will be equipped with a printing option on installation and consideration will be given to a hearing loop facility and multilingual capabilities at a later date.

The Council remains committed to the *Traveline* and *Transport Direct* initiatives and recognises that wider publicity of the transport facilities within Peterborough will encourage and assist visitors to Peterborough from further afield.

Real time passenger transport information will play a key role in furthering the availability of accurate and timely public transport information within Peterborough. The Council's joint initiative with Stagecoach to provide real time information on its primary route, Route 1, from Spring 2006 will inform future implementation of real time information. A passenger perception survey will be undertaken both prior to and after the implementation of the real time information screens to ascertain the public's views.

Public transport information will target key destinations such as the hospital, GP surgeries, schools and the Jobcentre to improve accessibility.

The Council will continue to take a positive, pro-active approach to emerging technologies and recognises the need for changing the way information is delivered and the expectations of the public.



SECTION 3: INFRASTRUCTURE

3.1 City Centre Framework

Key Actions

- **Identify significant increase in bus patronage and work with developers to achieve this**

The *City Centre Framework* was developed by the Council, in partnership with the East of England Development Agency and the national regeneration agency, English Partnerships. The *City Centre Framework* outlines a new vision for the City Centre, provides guidelines on shaping its physical form and identifies investment priorities. The Council will work with developers to identify measures to increase bus patronage.

3.2 Transport Interchanges - Bus Station / Railway Station

Key Actions

- **Work with developers on the future redevelopment of the Station Quarter and North Westgate to provide a new transport interchange and improved access between the bus station and railway station**
- **Encourage bus operators to serve the railway station to provide a transport link between both the bus and railway stations**

The city's bus station is currently located in the Queensgate Shopping Centre. Whilst functional it is not an attractive gateway for people arriving in the City Centre by public transport. The railway station, in addition to being severed from the City Centre by a dual carriageway, is cramped, with little capacity to cater for forecast demand, and does not fulfil its role as a key gateway to the city.

Through the *City Centre Framework*, the station area will become a major mixed use quarter with a new expanded station as the focus. In addition, a new transport interchange will emerge as links are improved to the bus station, relocated through the North Westgate development, The redevelopment of Peterborough railway station and adjacent area is crucial in creating an integrated transport system in the city to encourage fewer car journeys and increase levels of walking, cycling and public transport. Whilst the railway and bus stations will be closely located it is essential that links between the two interchanges are protected from the elements as far as practical and are easy for passengers to use.

Currently, the Peterborough bus and railway stations are located relatively close together the walking route is via an over-bridge between the two sites. Some bus services perform a link between the railway and bus stations. However, the *City Centre Framework* which outlines the future redevelopment of the Station Quarter and the Queensgate Shopping Centre gives an opportunity to improve access for all users, particularly those with mobility difficulties, through the provision of a high quality public transport gateway locating a high-tech bus station close to the railway station.

The Council will continue to encourage bus operators to serve the railway station to provide a transport link between both the bus and railway stations.

3.3 Intelligent Transport System

Key Actions

- **Work with neighbouring local authorities in the implementation of real time passenger information provide real time passenger information by 2010**
- **Implementation of an Intelligent Transport System to include bus priority**

The Council will look for early implementation of an Intelligent Transport System to provide the platform for, and subsequently manage, future growth in Peterborough. An Intelligent Transport System for Peterborough will allow:

- bus priority;
- traffic and traveller information;
- incident control systems ;
- urban traffic management and control;
- automated enforcement systems.

In respect of buses, this will mean improved reliability and punctuality, up to date arrival and departure information and reduced journey times during peak hours.

3.4 Developing Core Quality Bus Routes

Key Actions

- **Improvements to the Primary Public Transport Corridors**
- **Seek funding through the Transport Innovation Fund to fund the development of core quality bus routes**
- **Aim to meet, or better, the requirements of the East of England Plan (Draft Revision) Policy T13**

The Local Transport Plan 2 identifies the need for the expansion of the Primary Public Transport Corridor concept. The Council will identify and improve core quality bus routes and will aim to progress the implementation of bus priority and Intelligent Transport System initiatives through funding opportunities such as the Transport Innovation Fund.

The key requirements of a core quality bus route will include real time information, low floor accessible vehicles, quarter hourly bus service during the day and half hourly evening services.

The Council will aim to meet, or better the requirements of the East of England Plan (Draft Revision) Policy T13 to provide quarter-hourly bus services during the day for 90% of households and areas of employment plus a half hourly evening service.

3.5 Developer Funded Public Transport

Key Actions

- **Seek developer funding to potentially contribute to the entire bus network according to personal trip generation**

The Council has commissioned consultants to develop a development-related 'Transport Contribution Strategy' for the whole of Peterborough.

The principle upon which the new developer contribution proposals are founded is that developers should pay contributions towards the development of the sustainable transport network in Peterborough as a whole that are commensurate with the scale of trips that their development generates.

Work is well advanced in developing a contribution strategy, with the aim of adopting the final version as Council policy by the end of 2006.

3.6 Bus shelters and bus stops

Key Actions

- **Continue to improve bus infrastructure ensuring accessibility for all**
- **Improve bus infrastructure for disabled people**
- **Design and implement a risk assessment standard for new bus shelter locations**

Where new or revised bus stops or shelters are proposed a site meeting will be called to identify an appropriate location prior to consultation with Ward Councillors and local residents or businesses. Any objections will be weighted against the wider benefits of providing a bus stop or shelter.

In considering any potential bus shelter site, the following priorities (not in order of priority) will be considered:-

- principal boarding stops in residential areas of the city or villages, served by at least 24 local service buses travelling with a minimum of two or more passengers boarding on at least 50% of departures per day;
- transport corridors or areas selected for particular improvement;
- railway station and other interchange points where passengers are encouraged to change between connecting bus services and other modes of transport;
- an evaluation of the proposed site, its exposure to inclement weather and passing vehicles, and particularly where a shelter is used by vulnerable passengers.

All new and refurbished Council owned bus shelters will be in the corporate forest green colour (RAL 6028). Annex C shows the Council's preferred bus shelter design. All new shelters will meet the following minimum standards:

- sited in an open well-lit area, unless integral lighting is provided;
- seat within the shelter;
- timetable case;
- bus stop flag;
- bus stop clearway;
- entrance/exit at least 1000mm wide to accommodate wheelchair users and double buggies;
- suitability for real time passenger information including the provision of a dedicated 240v power supply;
- installed with anti-vandal, anti graffiti materials;
- bus borders (new sites only);
- raised kerbs (new sites only).

In addition, consideration will be given to the following:

- provision for lighting;
- provision for CCTV;
- provision of panic alarms;
- location of litter bins;
- location of telephone box.

Within the urban residential area, a maximum walking distance of 400m will be used to determine the accessibility to the bus network. In addition, the Council will set up a risk assessment standard for bus shelter locations.

Appendix A: Model of Assessment

Model for Assessment of Public Transport Services

WEIGHTING	CRITERIA	SCORE	TOTAL SCORE
3	TRAVEL TO WORK If an existing service - How many people travel on the service ?	<input type="text" value="22"/>	<input type="text" value="15"/>
3	TRAVEL TO SCHOOL If an existing service - How many entitled scholars ? If an existing service - How many non-entitled scholars ?	<input type="text" value="0"/> <input type="text" value="0"/>	0
3	TRAVEL FOR HEALTH / WELFARE If an existing service - How many people travelling ?	<input type="text" value="0"/>	0
1.5	EVENING OR SUNDAY SERVICE ? If an existing service - How many people travelling for shopping purposes ? If an existing service - How many people travelling for leisure purposes ?	<input type="text" value="7"/> <input type="text" value="27"/>	3 7.5
1.5	MONDAY - SATURDAY (OFF PEAK SERVICE) If an existing service - How many people travelling for shopping purposes ? If an existing service - How many people travelling for leisure purposes ?	<input type="text" value="0"/> <input type="text" value="0"/>	0 0
3	ARE DISABLED OR PENSIONERS CARRIED WHO MAY BE DISADVANTAGED IF THIS SERVICE IS NOT FUNDED / CONTINUED ?	<input type="text" value="2"/>	6
1	IS ANY FUNDING AVAILABLE TO SUPPORT THIS SERVICE ?	<input type="text" value="0"/>	0
2	IS THE SERVICE AN EXTENSION OR DIVERSION OF A COMMERCIAL SERVICE OR DOES IT CONNECT TO A CORE BUS ROUTE?	<input type="text" value="0"/>	0
1	SAFETY Does the service assist in enhancing passenger safety?	<input type="text" value="0"/>	0
1	DOES THIS SERVICE PROVIDE HIGH QUALITY ATTRIBUTES ? LOW FLOOR; AIR CONDITIONING; ELECTRONIC TICKETING; BRANDING, REAL TIME RURAL SERVICES ONLY	<input type="text" value="2"/>	2
2	Does the service meet Strategic Objective 7 of the Bus Strategy ?	<input type="text" value="0"/>	0
2	Is this the sole weekly link? URBAN SERVICES ONLY	<input type="text" value="0"/>	0
1	Does the service meet Strategic Objective 18 of the Bus Strategy ? (Does the service contribute to at least a 10 minute frequency during the peak period and 20 minutes in the inter peak period ?)	<input type="text" value="0"/>	0

Contract Information	
Contract Number	<input type="text" value="WORKED EXAMPLE"/>
Route	<input type="text" value="EVENING SERVICE"/>
	<input type="text" value="URBAN"/>
Subsidy Per Trip	<input type="text" value="£74.80"/>
Average No of Passengers per trip	<input type="text" value="56"/>
Subsidy Per Passenger Trip	<input type="text" value="£1.34"/>

SUBSIDY
Rural - Is the subsidy within the £3.00 per passenger journey ?

Urban - Is this subsidy within the £2.00 per passenger journey ?

Total Score	<input type="text" value="33.5"/>
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If the subsidy falls within the required level and the total score is ≥25 or higher the service is considered for subsidy.

Do we subsidise this service ?	<input type="text" value="YES"/>
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Model for Assessment of Public Transport Services

ANNEX A

WEIGHTING	CRITERIA	SCORE	TOTAL SCORE
3	TRAVEL TO WORK If an existing service - How many people travel on the service ?	4 <input type="text"/> 2 <input type="text"/>	6
3	TRAVEL TO SCHOOL If an existing service - How many entitled scholars ? If an existing service - How many non-entitled scholars ?	<input type="text"/> 0 <input type="text"/> <input type="text"/> 3 <input type="text"/> 2 <input type="text"/>	0 6
3	TRAVEL FOR HEALTH / WELFARE If an existing service - How many people travelling ?	<input type="text"/> 0 <input type="text"/>	0
1.5	EVENING OR SUNDAY SERVICE ? If an existing service - How many people travelling for shopping purposes ? If an existing service - How many people travelling for leisure purposes ?	<input type="text"/> 0 <input type="text"/> <input type="text"/> 0 <input type="text"/>	0 0
1.5	MONDAY - SATURDAY (OFF PEAK SERVICE) If an existing service - How many people travelling for shopping purposes ? If an existing service - How many people travelling for leisure purposes ?	<input type="text"/> 7 <input type="text"/> 2 <input type="text"/> <input type="text"/> 5 <input type="text"/> 2 <input type="text"/>	3 3
3	ARE DISABLED OR PENSIONERS CARRIED WHO MAY BE DISADVANTAGED IF THIS SERVICE IS NOT FUNDED / CONTINUED ?	Yes (Score 2) No (Score 0) <input type="text"/> 2 <input type="text"/>	6
1	IS ANY FUNDING AVAILABLE TO SUPPORT THIS SERVICE ?	Yes (Score 2) No (Score 0) <input type="text"/> 2 <input type="text"/>	2
2	IS THE SERVICE AN EXTENSION OR DIVERSION OF A COMMERCIAL SERVICE OR DOES IT CONNECT TO A CORE BUS ROUTE?	Yes (Score 2) No (Score 0) <input type="text"/> 0 <input type="text"/>	0
1	SAFETY Does the service assist in enhancing passenger safety?	Yes (Score 2) No (Score 0) <input type="text"/> 0 <input type="text"/>	0
1	DOES THIS SERVICE PROVIDE HIGH QUALITY ATTRIBUTES ? LOW FLOOR, AIR CONDITIONING, ELECTRONIC TICKETING, BRANDING, REAL TIME RURAL SERVICES ONLY	Score 1 for each attribute <input type="text"/> 1 <input type="text"/>	1
2	Does the service meet Strategic Objective 7 of the Bus Strategy ?	Yes (Score 2) No (Score 0) <input type="text"/> 2 <input type="text"/>	4
2	Is this the sole weekly link? URBAN SERVICES ONLY	Yes (Score 2) No (Score 0) <input type="text"/> 2 <input type="text"/>	4
1	Does the service meet Strategic Objective 18 of the Bus Strategy ? (Does the service contribute to at least a 10 minute frequency during the peak period and 20 minutes in the inter peak period ?)	Yes (Score 2) No (Score 0) <input type="text"/> 0 <input type="text"/>	0

Contract Information	
Contract Number	<input type="text"/>
Route	WORKED EXAMPLE DAYTIME SERVICE RURAL
Subsidy Per Trip	£68.61
Average No of Passengers per trip	17
Subsidy Per Passenger Trip	£4.04

Appendix B: Minimum standards of Bus Services in Rural Areas

Village Size	Actual service level – January 2004	Standard set in Bus Strategy - January 2004	Actual service level – September 2005	Minimum standard – October 2005
Population over 2,500	<ul style="list-style-type: none"> Hourly weekday service Infrequent Sunday service No evening service 	<ul style="list-style-type: none"> hourly weekday service 2 hourly Sunday service 2 hourly evening service 	<ul style="list-style-type: none"> hourly weekday service 3 hourly Sunday service 2 hourly evening service 	<ul style="list-style-type: none"> hourly weekday service 2 hourly Sunday service 2 hourly evening service
Population over 1,000	<ul style="list-style-type: none"> Hourly weekday service 2 hourly Sunday service 	<ul style="list-style-type: none"> hourly weekday service 2 hourly Sunday service 	<ul style="list-style-type: none"> hourly weekday service 2 hourly Sunday service 	<ul style="list-style-type: none"> hourly weekday service 2 hourly Sunday service
Population over 500	<ul style="list-style-type: none"> 2 hourly weekday service 	<ul style="list-style-type: none"> 2 hourly weekday service 	<ul style="list-style-type: none"> hourly weekday service 	<ul style="list-style-type: none"> hourly weekday service
Population over 100	<ul style="list-style-type: none"> peak hour service Mon to Sat Shopping service 1 day per week 	<ul style="list-style-type: none"> peak hour service Mon to Sat shopping service 3 days per week 	<ul style="list-style-type: none"> peak hour service Mon to Sat shopping service 5 days per week 	<ul style="list-style-type: none"> peak hour service Mon to Sat shopping service 5 days per week

Villages with population over 2,500

Eye, Wittering

Villages with population over 1,000

Glington, Newborough, Northborough, Thorney

Villages with population over 500

Barnack, Castor, Helpston, Maxey

Villages with population over 100

Ailsworth, Bainton, Borough Fen, Deeping Gate, Etton, Marholm, Peakirk, Southorpe, Sutton, Thornhaugh, Ufford, Wansford, Wothorpe

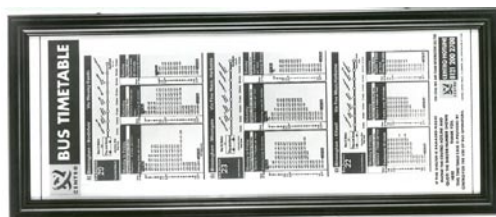
ELECTRICITY

REAL TIME PASSENGER INFORMATION
 Real Time Passenger Information including a display screen to accurately show the arrival time of buses at stops.

LIGHTING

Installed in all shelters for additional convenience and safety, where lighting levels provided by nearby street lights are considered too low to provide a sense of safety and security.

FLAG BRACKETS
 Round brackets remove the need for a separate bus stop pole, thus reducing highway clutter.



INFORMATION PANELS
 For the display of timetables or other information. Same colour as the shelter.



COLOUR OF SHELTERS

Dark Green
 RAL 6028

Updated January 2005

SEATING

Provided in all shelters.

MID-RAILS

For enhanced safety, and may also include the providers logo.

GLAZING

Toughened clear glass in shelters. However where vandalism may be a concern, an anti-vandal proof product may be used instead.

RAISED KERBS

For minimisation of stepping distance between kerb and vehicle entrance. Consideration to be given to tactile paving.

