

RURAL & COMMUNITY TRANSPORT





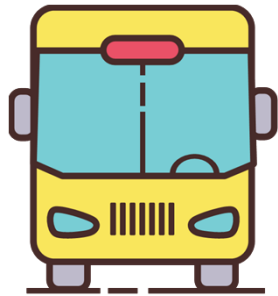
THE CHALLENGE...

**SHROPSHIRE
ADDRESSES**



Passenger
Transport
Group

QUICK FACTS



45

**SUBSIDISED
SERVICES**

22



**COMMERCIAL
SERVICES**

ACROSS SHROPSHIRE



Passenger
Transport
Group

QUICK FACTS

PERCENTAGE SPLIT
OF SERVICES
BETWEEN
OPERATORS OF
**SUBSIDISED
SERVICES**

Lakeside
COACH TRAVEL

17%

 **arriva**
a DB company

67%

 **TANAT VALLEY**
www.tanat.co.uk

7%

BENNETTS

3%

**Minsterley
Motors** 

3%

**Shrewsbury
Dial a Ride**

3%



Passenger
Transport
Group

QUICK FACTS

PERCENTAGE SPLIT
OF SERVICES
BETWEEN
OPERATORS OF
**COMMERCIAL
SERVICES**

Lakeside
COACH TRAVEL

5%

 **arriva**
a DB company

67%

**Minsterley
Motors** 

18%

DIAMND
4%

CELTIC TRAVEL

4%

OTHER OPERATORS

2%



Passenger
Transport
Group

COMMUNITY TRANSPORT IN SHROPSHIRE



2,600
WHEELCHAIR
JOURNEYS



3,600
MEMBERS



300,000
MILES



134,500
JOURNEYS

Health &
Social Care
£2.2m-£6m
Savings

Local
Economy
£3.36m
Added
Value

For every £1
invested we
generate
approx. £12
of social
value

Annual
value of
Volunteer
Hours
£0.5m



“MY QUALITY OF LIFE IS SO MUCH BETTER
NOW I AM ABLE TO SOCIALISE AGAIN”

“BEING A VOLUNTEER DRIVER HAS
GIVEN ME A NEW LEASE OF LIFE”

“AS A LADY IN MY 70’S WITHOUT CHILDREN, THIS
SERVICE IS MY LIFELINE”



QUICK FACTS

TOTAL PASSENGER
TRIPS FOR

2019/20

1,255,827



PRE
COVID-19
PANDEMIC

FORECAST PASSENGER
TRIPS FOR

2020/21

366,537



DURING
COVID-19
PANDEMIC

IMPACT OF THE COVID-19 PANDEMIC



The entire bus industry became unviable overnight.



Cannot simply attempt to rebuild what was before. The bus industry has been in long term decline.



Services have survived due to councils and government continuing to pay for services not currently operating.



We must ensure that every bit of public money is spent targeting and delivering outcomes we need.



What are our ambitions for the future of local transport provision and what barriers have prevented us from making it a reality before.



Councils will play a pivotal role in ensuring the recovery is co-ordinated at a local level and suit the circumstances of a diverse bus market operating across the county.

BUILDING BACK BETTER

INITIAL THOUGHTS...



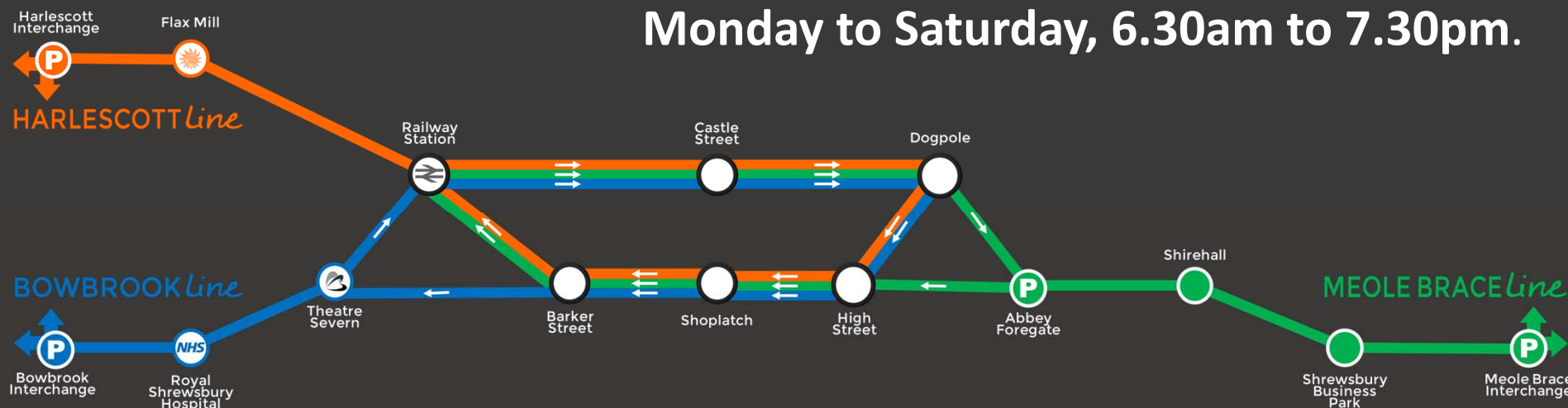
SHREWSBURY PARK & RIDE SERVICES

Passengers boarding at one site can now access

every stop along the whole network

and continue to access the service as a 'hop-on-hop-off',

Monday to Saturday, 6.30am to 7.30pm.



To improve upon this, additional stops have been added along all three routes, stops that have long been requested to be added to the existing park and ride. These include;

Royal Shrewsbury Hospital, Abbey Foregate and Theatre Severn to name a few. This new service can be marketed at tourism, visitors, residents and commuters alike.



 Shropshire
Council

RURAL CONNECT

‘Rural-Connect’ is a service that links rural dwelling residents in Shropshire to their nearest local service.

For many residents in Shropshire’s vast rural areas there are no local transport services to get them to work, leisure activities, medical appointments or college. This service strives to change that and provide a crucial link for residents requiring affordable access to essential services.

This service works in sync with existing local bus services providing a demand responsive service from their residential area to a stop on an existing timetabled service.



In deciding areas that would benefit from Rural-Connect we looked at a number of different factors;

POPULATION NUMBERS

AGES, POTENTIAL CONCESSIONS ETC.

**INTER-URBAN
LOCAL BUS SERVICES**

OPERATING CLOSE TO THE AREA

LOCAL SERVICES

AVAILABILITY

MEDICAL PRACTICES, HOSPITALS ETC..

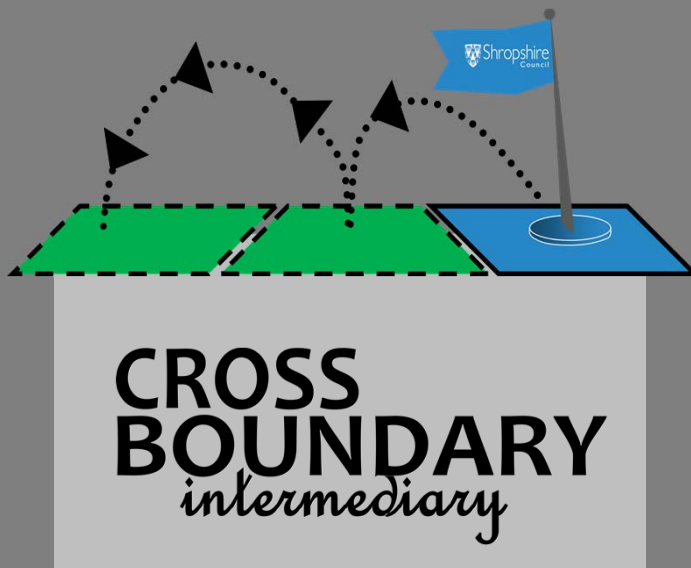
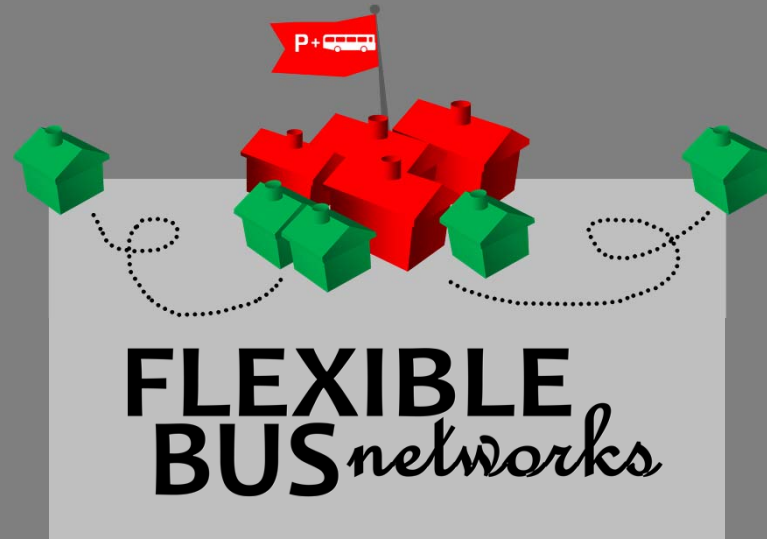
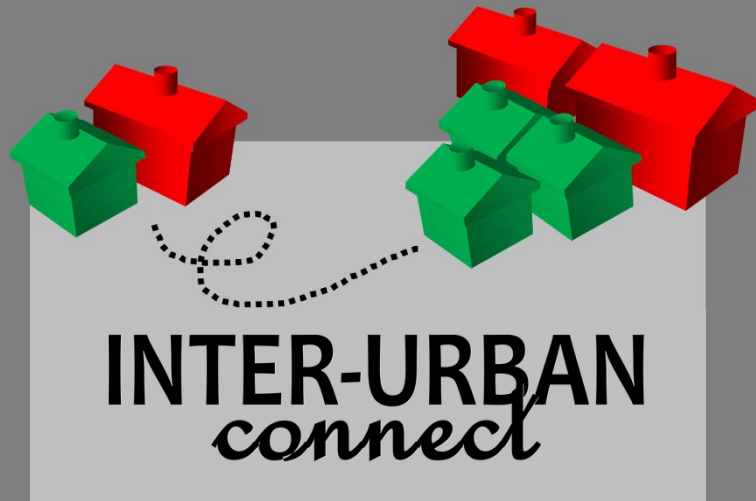
**POSSIBLE INCLUSION TO A WIDER
'CONNECT SERVICE' PROVIDING
MORE OPTIONS AND DESTINATIONS**

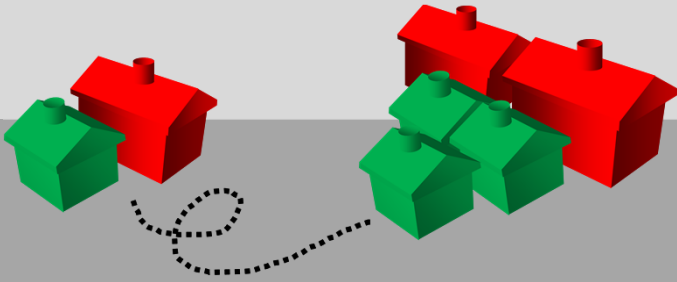
Majority of rural areas in Shropshire have limited services and existing services in their respective areas are in need of modernisation to fit the requirement of express travel for commuting, leisure and shopping.

Majority of residents in these areas have to travel out of area to access medical practices and would need to access local market towns for onward connections for more far afield journeys.

How services can be adapted ...

The following are potential scenarios that the 'Rural Connect' could be adapted to...





Connecting residents to fast and frequent rail or bus services (Towns A and B and then Towns B and C).

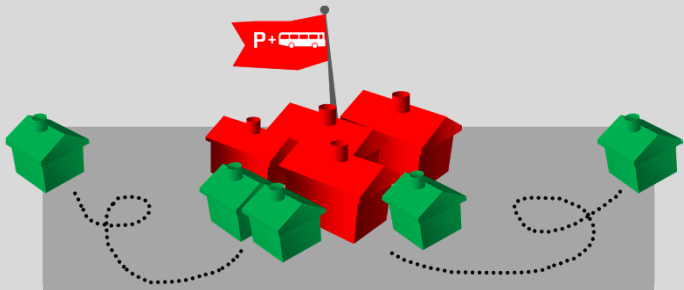
Onwards travel can be accomplished by providing vehicles at times that compliment the rail network.

Residents living in the area marked in green would be able to catch the 'Rural Connect' service for connection to existing bus services operating between the urban hubs

Residents can utilise the 'Rural Connect' vehicles to meet the existing services or if none are available travel directly into their local urban hub for medical appointments, leisure and shopping.

INTER-URBAN *connect*



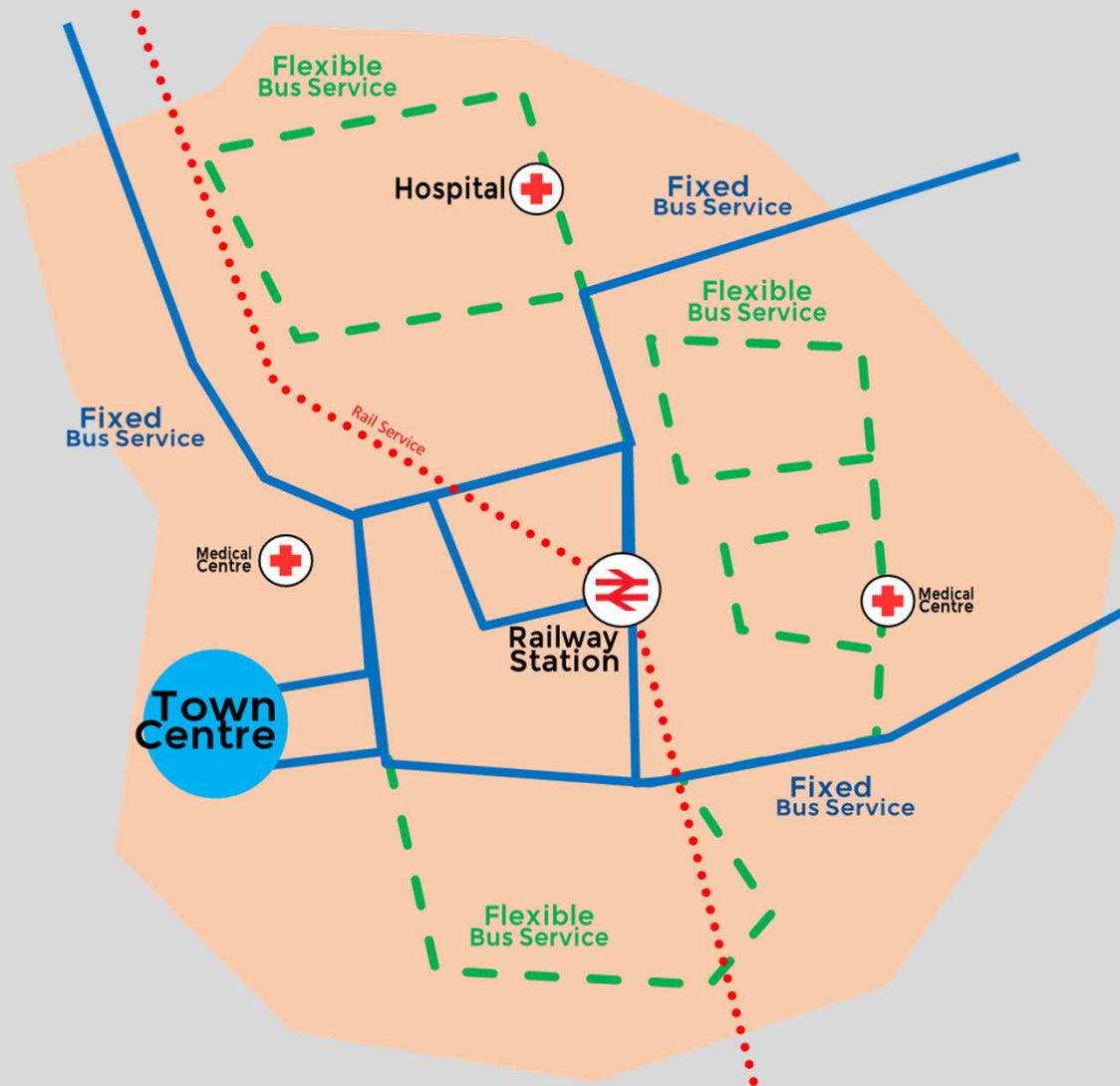


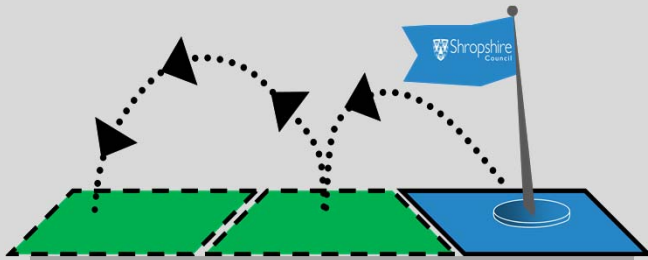
This model considers what is currently available in a town/urban setting. Majority of market towns are provided with a timetabled subsidised service operating intermittently throughout the day.

The idea would be to strengthen core routes in the town such as inter-urban services, with stops that are less served, operated on a ring-and-ride model.

Lines highlighted in green would be flexible, lines shown in blue are fixed timetabled routes. However, all areas covered in orange would be eligible depending on availability.

FLEXIBLE BUS networks





CROSS BOUNDARY intermediary

Many existing services in these areas have limited timetables.

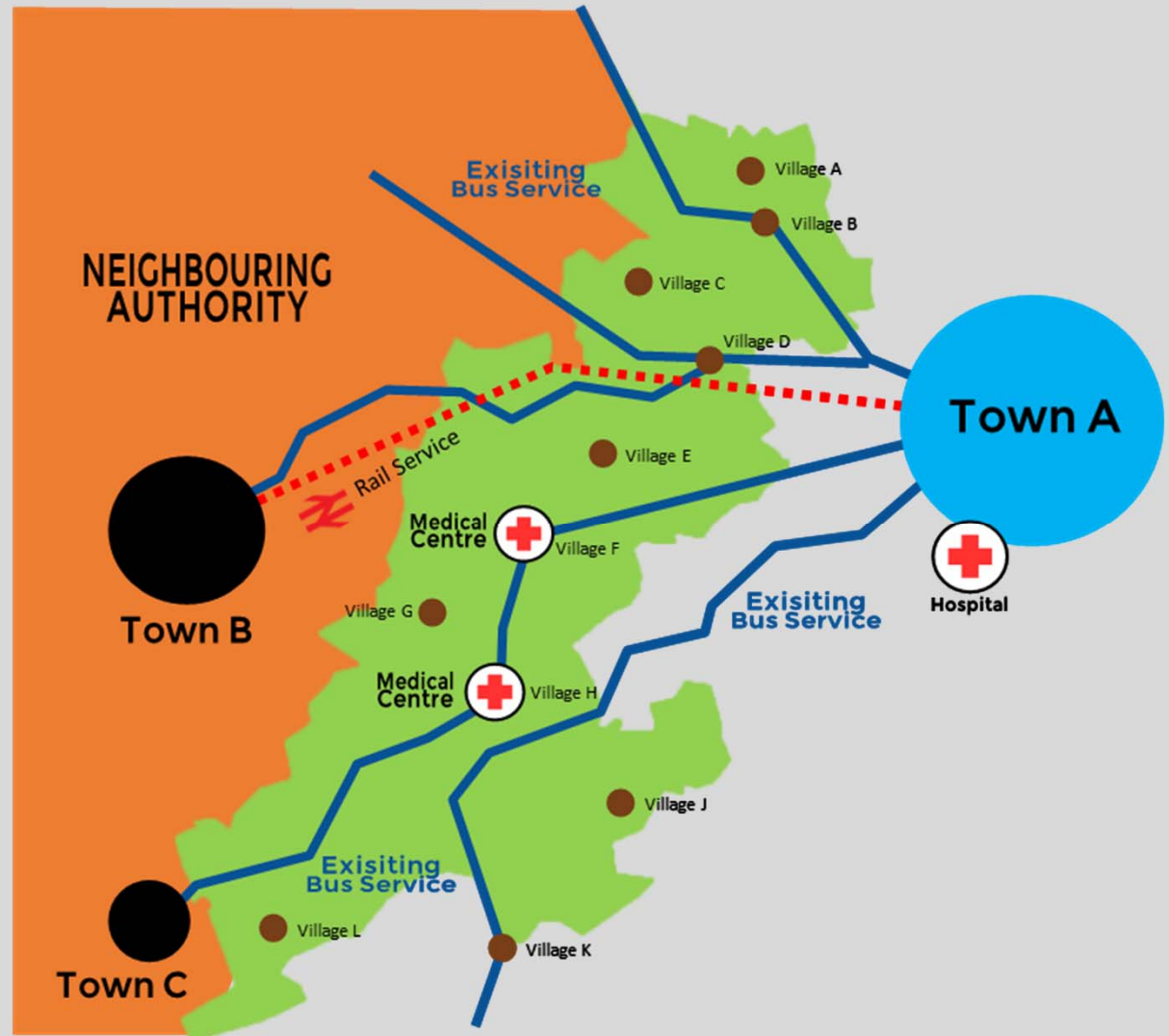
Many villages are also not served by a regular service even though they are between two large urban hubs.

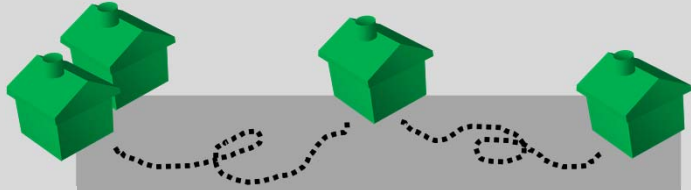
Residents living in the area marked in green would be able to catch the 'Rural Connect' service.

Residents can utilise the 'Rural Connect' vehicles to meet the existing services.

If none are available travel directly into their local urban hub.

Direct access also available for residents to connect to local medical centres or nearby hospitals.





Many villages are served by irregular services operating two or three days a week, with very low passenger numbers.

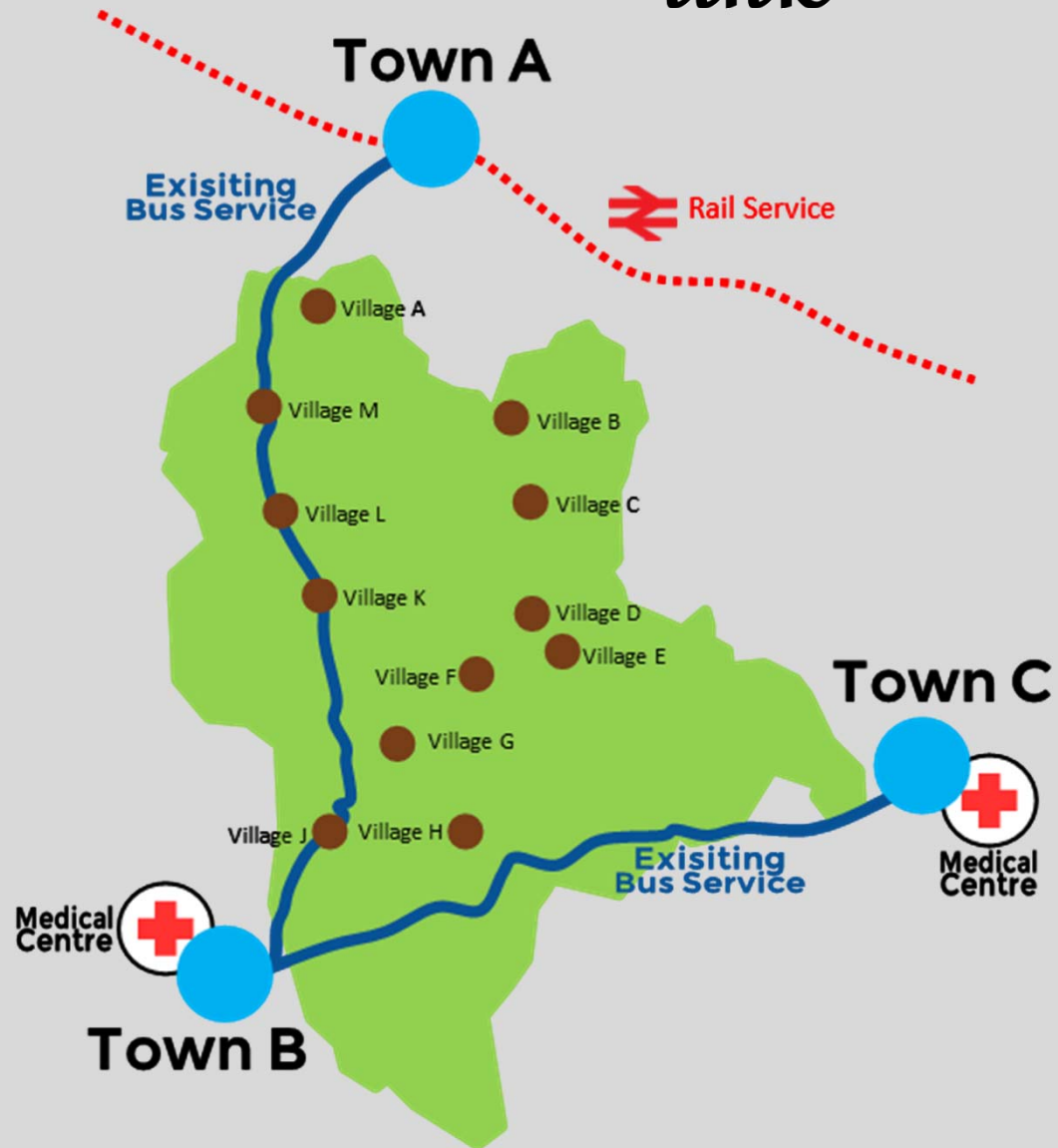
We want to provide a more regular frequency service that will serve the main towns in the area.

Residents living in the area marked in green would be able to catch the 'Rural Connect' service for connection to existing bus services operating between two urban hubs

Residents can utilise the 'Rural Connect' vehicles to meet the existing services or if none are available travel directly into their local urban hub for medical appointments, leisure and shopping.

Journeys to be coordinated with rail departures and arrivals.

SMALL COMMUNITIES link



What can the service offer...



Passengers can book and allocate a space on the vehicle to collect them from their nearest pick-up point to either of the following;



Nearest stop to their listed Medical Practice arriving at allocated times throughout the day.



Nearest stop on their chosen service, arriving in time for the relevant departure.



RURAL CONNECT



Providing a flexible, responsive rural transport service linking communities and connecting residents to frequent bus and rail services.



Passenger
Transport
Group

SUMMARY



**IDENTIFY
VARIOUS
MODELS**



**UNDERSTAND
FUNDING
REQUIREMENTS**



**FULLY
UNDERSTAND
PANDEMIC IMPACT
& CHANGE IN
TRAVEL HABITS**



**CLIMATE
CHANGE**



**DFT
SUPPORT &
FUNDING**



**IDENTIFY
PILOT AREAS**



TIMESCALES



**BEST
PRACTICE**



**CONSULTATION
INCLUDING
STAKEHOLDERS**



**CABINET
APPROVAL**