

BSIP Overview Table Template

Name of authority or authorities:	Shropshire Council
Franchising or Enhanced Partnership (or both):	Enhanced Partnership
Date of publication:	29 th October 2021
Date of next annual update:	29 th October 2022
URL of published report:	https://www.shropshire.gov.uk/public-transport/enhanced-partnership/

Targets	2018/19	2019/20	Target for 2024/25	Description of how each will be measured (max 50 words)
Journey time	n/a	n/a	To reduce overall journey times across services	Annual Bus Passenger Survey to be carried out by Transport Focus or ourselves and working alongside our Bus Users Shropshire group. Operators will also feed in data to assist in monitoring target levels
Reliability	n/a 83.0% in 2017/18	n/a	90%	DfT bus statistics table Bus0902 non-frequent local bus services running on time by local authority
Passenger numbers	4.4m	4.3m	5.1m	DfT bus statistics table Bus0109 passenger journeys on local bus services by local authority
Average passenger satisfaction	Poor	Poor	Very Good (min good)	Annual Bus Passenger Survey to be carried out by Transport Focus or ourselves

Delivery - Does your BSIP detail policies to:	Yes/No	Explanation (max 50 words)
Make improvements to bus services and planning		
<i>More frequent and reliable services</i>		

Review service frequency	YES	Local Bus Services are vital to our community, connecting rural areas to urban centres and enabling residents' access to health services, shopping, leisure and the ability to commute to and from work. Continual service reviews will be undertaken with communities & operators
Increase bus priority measures	YES	Upgrade and improve the signalling infrastructure at both rural and urban key locations (pinch points) along corridor routes to ensure the ease of movement for public transport vehicles
Increase demand responsive services	YES	The introduction of Rural Connect. This service strives to provide a crucial link for residents requiring affordable access to essential services. The Rural Connect 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.
Consideration of bus rapid transport networks	NO	This is an area to be reconsidered once all elements of the BSIP in place and therefore will remain as an ongoing review.
<i>Improvements to planning / integration with other modes</i>		
Integrate services with other transport modes	YES	Good interchanges at Rail Stations can greatly influence the travel choices people make. By engaging in discussions with the Rail service providers, we hope to exploit the whole transport networks full potential of ensuring door to door journeys are not only possible but are the easy option.

Simplify services	YES	The introduction of simpler straight-line services running between our Market Towns along the Inter-Urban corridors
Review socially necessary services	YES	The Rural Connect 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
Invest in Superbus networks	NO	In the sort term we feel we cannot invest in fully functional Superbus Network in Shropshire. However, in the medium- and long-term following on from the introduction of the BSIP, this is an ambition we wish to develop further and it will remain an ongoing review.

Improvements to fares and ticketing

Lower fares	YES	A key part of the feedback resulting from the survey was more affordable fares. We feel that a general 'capping' of the fares would help provide a consistent approach so passengers will be able to gain the confidence of boarding the bus and understanding the maximum they will be charged.
Simplify fares	YES	A consistent approach in respect of daily, weekly, monthly, termly and annual fares will need to be introduced to ensure these fares are simple to understand all existing passengers and new passengers attracted to the new bus network This links with Lower fares & Multi-operator ticketing

Integrate ticketing between operators	YES	Where multi-operator ticketing schemes have been introduced in towns and districts around the Country, the number of passenger journeys made has increased and evidence indicates that this isn't just from existing users making more journeys, but also from a wider audience choosing bus travel.
<u>Make improvements to bus passenger experience</u>		
<i>Higher spec buses</i>		
Invest in improved bus specifications	YES	At this present time we do not have a single Zero Emission Bus in our commercial or supported Shropshire network and should we receive funding to provide the "Green" vehicles that we have asked for within the BSIP, it will be completely transformational for our residents and visitors.
Invest in accessible and inclusive bus services	YES	All buses on all services will meet criteria and therefore making these public transport accessible to all passengers.
Protect personal safety of bus passengers	YES	Improved bus stations and bus stops will include design features aimed at making people feel safe.
Improve buses for tourists	YES	An improved public transport network, better integration with the Rail network and a simpler fares scheme all combined, will benefit visitors to the Shropshire by allowing greater freedom to travel to some of the world historic tourist sites located around our beautiful County.

Invest in decarbonisation	YES	With the rural nature and topography of Shropshire, it is very much the thinking that there will need to be more than one alternative fuel solution, for example: electric for the shorter distance town routes and hybrid and or hydrogen for those longer distance journeys.
<i>Improvements to passenger engagement</i>		
Passenger charter	YES	The EP will develop in partnership with stakeholders including Shropshire's bus user group a passenger charter setting out the minimums standards and experience customers should expect when using the Shropshire network.
Strengthen network identity	YES	With a transformational package of improvements, we can create and develop the platform to encourage modal shift in rural areas and all of the benefits that come with that, for our economy, addressing social isolation, access to employment and healthcare and the decarbonisation of our transport system.
Improve bus information	YES	Shropshire will look to provide a one-stop-shop passenger information website, fully interactive mapping detailing routes, times and fares for current and potential passengers. As well as journey planning across the Shropshire transport network we would look to include cycle and walking routes to complement the whole travel experience.
Other		
Other	?????	NB Subject to funding