DevonBus

National Bus Strategy
Bus Services Improvement Plan

Devon County Council

Version 1 – October 2021

Contents

Foreword

“When I was six years old, on the occasional Saturday afternoon, my family would set out to catch the bus to our local town. This was exciting! It usually meant we would be going out for afternoon tea at our favourite tea rooms. I can still picture the waitress, dressed in her formal uniform with cap and white apron, the delicious sandwiches, teeny cakes and lots of hot sweet tea! But to me the most wonderful part was the bus journey - the sense of freedom, being out on the open road, miles and miles of hedges, fields and forests - absorbing the beautiful scenery where I was lucky enough to grow up. I’ve never lost this sense of excitement when catching the bus, but it is perhaps only in more recent years that I have truly recognised and appreciated the value of the bus to society, and its importance to residents of Devon.

The bus network has never been more important - connecting different communities across Devon - from those living in deeply rural locations to others in more urban areas. Statistics show that there are 3 times more bus journeys in the UK than rail journeys. To many the bus is a lifeline - enabling commuters going to work, students to access education, hospital patients and visitors to access treatment and appointments - not to mention those accessing leisure facilities or simply enjoying a day out and the social aspect of the journey.

Devon’s Bus Service Improvement Plan is an opportunity. An opportunity to shape the future of the bus network in Devon, creating a sustainable network across the county. Our proposals aim to increase confidence in the network, to increase the number of services, to reduce fares, and to make the bus a more attractive proposition, encouraging people to use the bus more regularly. We cannot ignore the current climate emergency, and although given the geographic makeup of the county some alternative fuel solutions may take longer to develop, one way we can all help to make a difference is to encourage people to get out of their cars and to give the bus a try.”

Councillor Andrea Davis, Portfolio Holder for Transport
Devon County Council

SECTION 1

Overview

1. Overview

1.1. Introduction

This Bus Service Improvement Plan (BSIP) outlines Devon County Council's (DCC) ambitions, structured plans and supporting policies to improve buses (their service design, delivery, and vehicles) across the geographical area covered within this BSIP.

Working in close collaboration with valued stakeholders representing local bus operators (see letters of support in Appendix B), statutory consultees, community and business voices, bus passengers, and the voluntary and health transport sectors, DCC has developed this BSIP, focused on delivering a future-ready bus network. The resultant network created by this BSIP actively addresses identified under- and over- provision of the bus network across the defined DCC area.

The BSIP provides a traceable path of action from the current-state network to that desired in future, explaining how this growth will be delivered and the targets set for mileposts in 2025 and 2030.

1.2. Aims and Objectives

Our BSIP has the following aims:

- Grow bus patronage across Devon
- Facilitate a positive step change in bus provision across the area
- Create a bus network that meets the needs of all potential users
- Create a framework to regularly consult bus users, and use this information to influence bus service provision in the future
- Ensure information regarding bus services is of the highest quality and accessible to all
- Ensure the bus is considered equally alongside other modes of transport

To meet these aims we have set the following objectives:

- Achieve 95% punctuality on all bus services by 2025
- Significantly increase passenger numbers and modal shift towards bus travel across Devon
- Improve the provision of bus services in all communities, on evenings and weekends, and strategic links between centres of population and rail interchanges
- Implement a universal fare strategy in Devon and the South West, that reduces the cost of bus travel, and is simpler and easier for passengers to understand
- Identify and implement a significant increase in bus priority, making the bus an attractive alternative to the car
- Develop a sustainable bus network, that with the improvements detailed in this document, will become self-funding as far as possible in the future
- Listen to the needs of passengers and key stakeholders and involve them in current and future planning of the bus service provision.

The aims and objectives fit with priorities to deliver our BSIP as set out in Section 4:

- Better Connected Communities – see section 4.1
- Better Bus Journey Times – see section 4.2
- Better Affordability of Travel – see section 4.3
- Better Accessibility to Services – see section 4.4
- Better Passenger Experience – see section 4.5

- Better Environmental Outcomes – see section 4.6
- Better Heath & Education Outcomes – see section 4.7

1.3. Project Delivery

DCC and its local bus operators welcome the opportunity of developing this BSIP and working towards our Enhanced Partnership. This BSIP will be updated every six months and is aligned with the authority's Local Transport Plan.

From the outset DCC made the decision to develop the BSIP internally, with experienced staff, and only limited external support. This is possible as DCC has continued to invest in a strong team who have much expertise and industry knowledge. As we move towards the Enhanced Partnership and delivery of the BSIP this puts DCC in a strong position to deliver improvements quickly.

Below is an organogram detailing our delivery team:

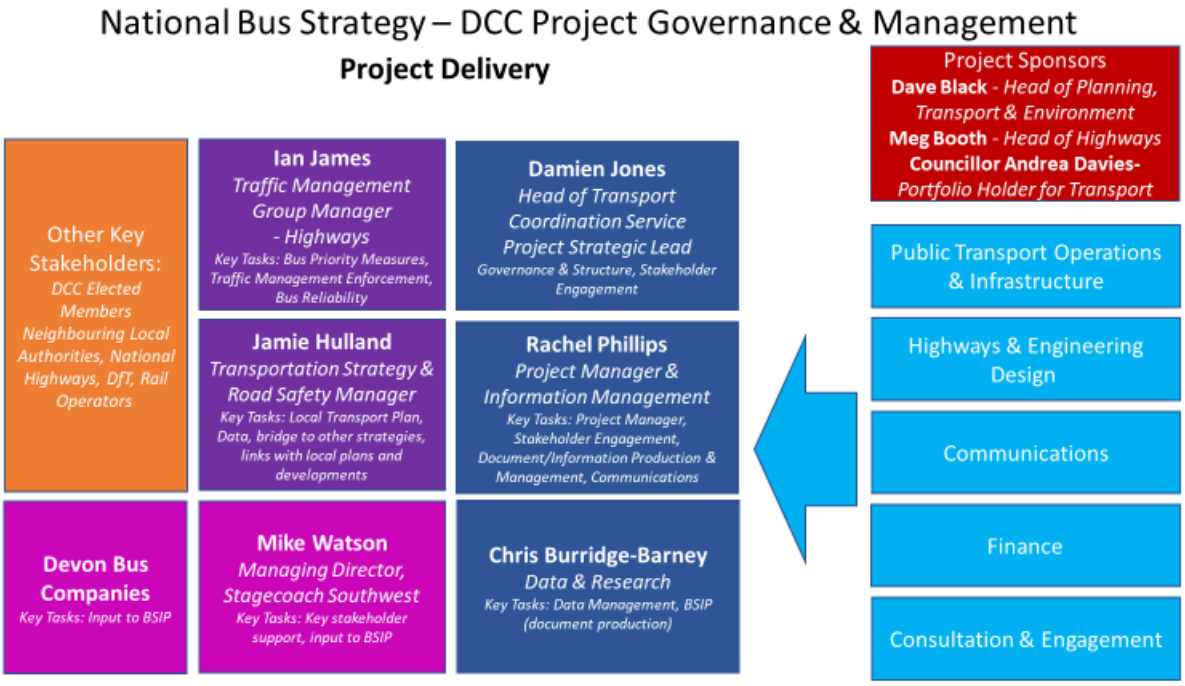


Figure 1-1: Organogram illustrating the DCC team responsible for delivering the BSIP.

This BSIP has been developed in the timescales set out by the DfT to meet the October deadline. This has included high-level stakeholder engagement. We wish to consult more widely with the general public than the current deadlines allow for. We intend to do this in the Autumn which will feed into the BSIP being in place for the Enhanced Partnership from April 2022.

This BSIP covers the administrative area of DCC which is split into eight District Council areas, and includes the major urban centre of Exeter, plus other larger town areas around Newton Abbot, Barnstaple and Exmouth. There are also a number of traditional market towns across the County with numerous widespread villages and hamlets, covering an area of just over 2,500 square miles.

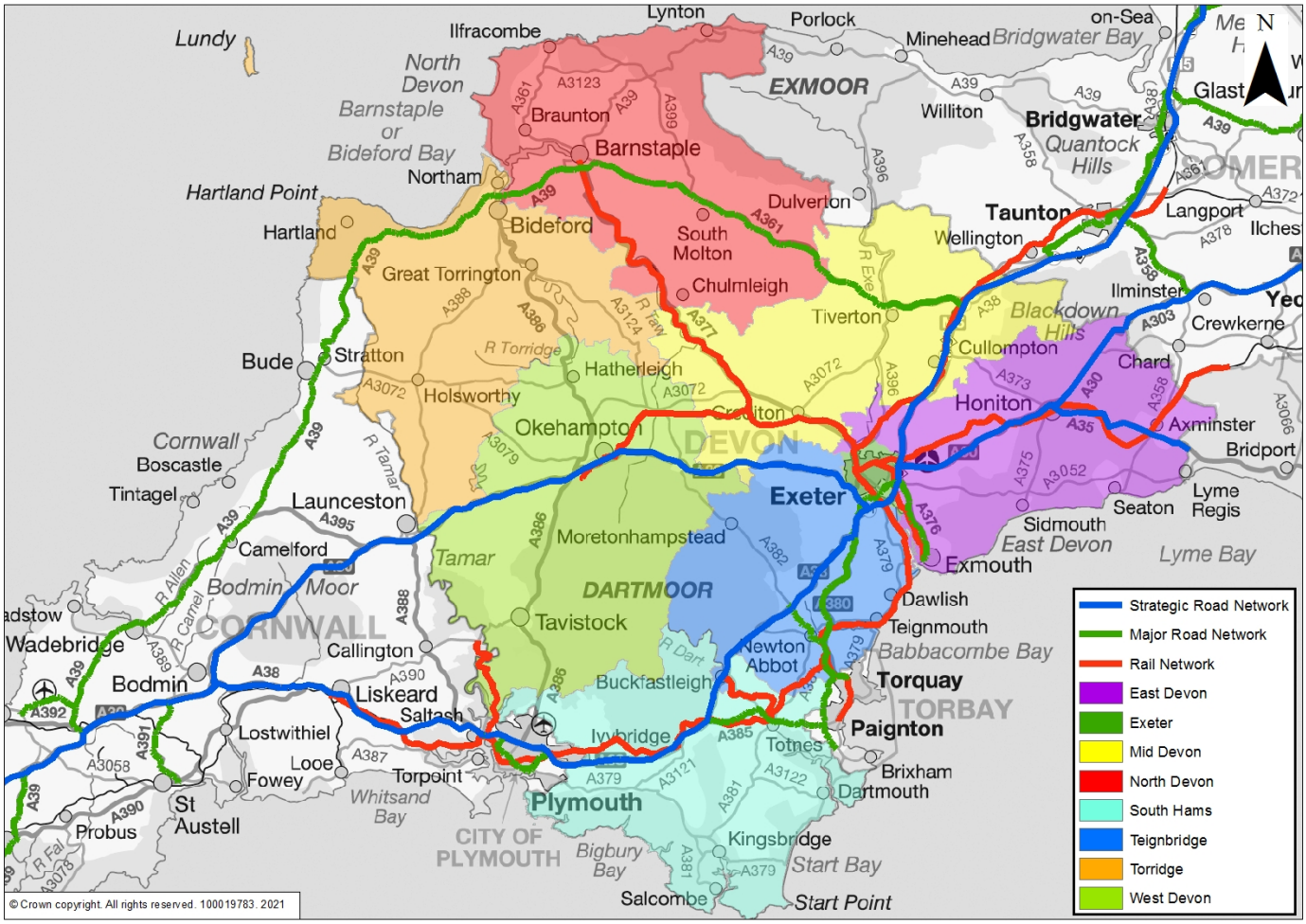


Figure 1-2: Map of District Council areas and transport networks within Devon.

1.4. Transport Network

Within Devon, the strategic transport network is principally comprised of the Strategic Road Network (SRN), i.e. the M5, A30/A303 and A38 roads, and the Great Western (London-Bristol-Exeter-Plymouth) and West of England (London-Basingstoke-Salisbury-Exeter) mainline railways. These routes are complemented by the Major Road Network, including the A361 North Devon Link Road/Atlantic Highway, which links North Devon and Torridge to the SRN, and rail branch lines, including the Tarka (Exeter-Barnstaple), Avocet (Exeter-Exmouth), Riviera (Newton Abbot-Paignton), Tamar Valley (Plymouth-Gunnislake) and, from 20 November, Dartmoor (Okehampton-Exeter) lines.

1.5. Population

In 2020 the population of DCC's administrative area was 810,700 *(source:ONS).* With a total area of approximately 6,600 km^2, the average population density is approximately 120 people per km^2. However, there is significant variation in population density between and within districts, with Exeter having a population density of some 2,800 per km^2, whilst West Devon's population density is just 48 per km^2, the 4th lowest of 309 English lower-tier authorities. In the Dartmoor Forest Civil Parish within West Devon, the population density is even lower, at 8 per km^2, and many other parishes have fewer than 25 inhabitants per km^2 (see figure below).

District	Population (2020)	Area (km²)	Population density (per km²)		
			Overall	Rank of 309 lower-tier authorities	Rank of 181 non-metropolitan districts
East Devon	148,080	824	180	251	132
Exeter	133,333	48	2,784	63	14
Mid Devon	83,290	913	91	292	166
North Devon	98,170	1,105	89	294	168
South Hams	87,946	905	97	291	165
Teignbridge	135,039	681	198	240	122
Torridge	68,719	996	69	302	175
West Devon	56,139	1,165	48	306	178
Devon	*810,716*	*6,636*	*122*	-	-

Table 1-1: Population densities of Devon District Council areas.

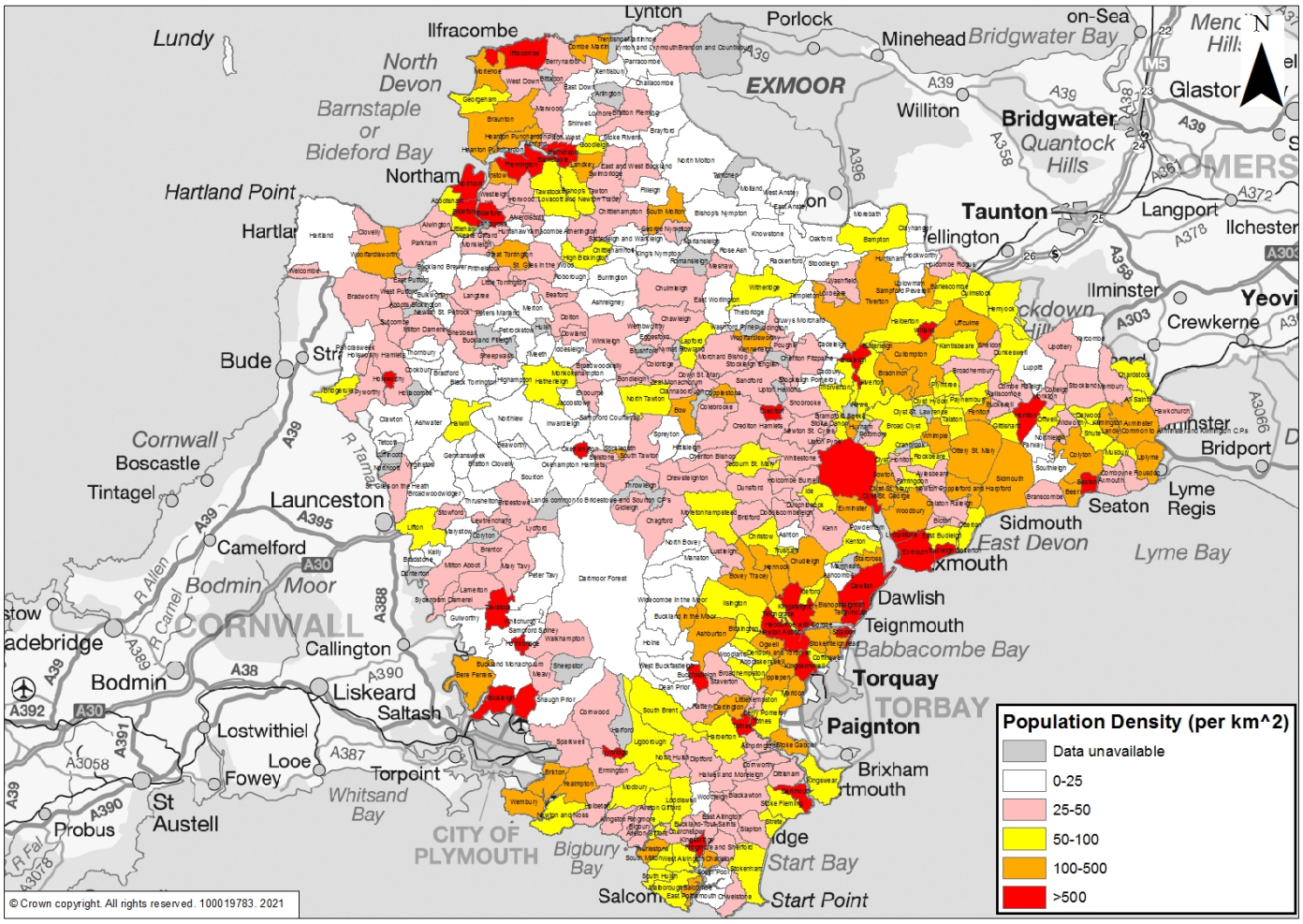


Figure 1-3: Map of Devon parish population densities[1].

1.6. Deprivation

As shown in the table below, much of Devon's population lives in neighbourhoods (Lower-Layer Super Output Areas, LSOAs) with average or below average levels of overall deprivation, i.e. in 2019 English Index of Multiple Deprivation quintiles 3 to 5, where 1 is the most deprived. However,

[1] For the benefit of those using screen readers and other assistive technology, the data underlying this and other figures is included in Appendix A.

there are significant areas with higher levels of deprivation, particularly in the north and west of the county, as illustrated in the figure below:

District	% of Population in neighbourhood (LSOA) with given Index of Multiple Deprivation Quintile, 2019 (1 = Most Deprived)				
	1	2	3	4	5
East Devon	0%	9%	31%	28%	32%
Exeter	9%	16%	25%	23%	28%
Mid Devon	0%	19%	45%	26%	9%
North Devon	12%	30%	26%	24%	9%
South Hams	0%	7%	46%	22%	24%
Teignbridge	4%	18%	30%	28%	20%
Torridge	7%	57%	23%	14%	0%
West Devon	0%	22%	55%	13%	10%
Devon	*4%*	*20%*	*33%*	*24%*	*19%*

Table 1-2: Populations in LSOAs with given deprivation levels.

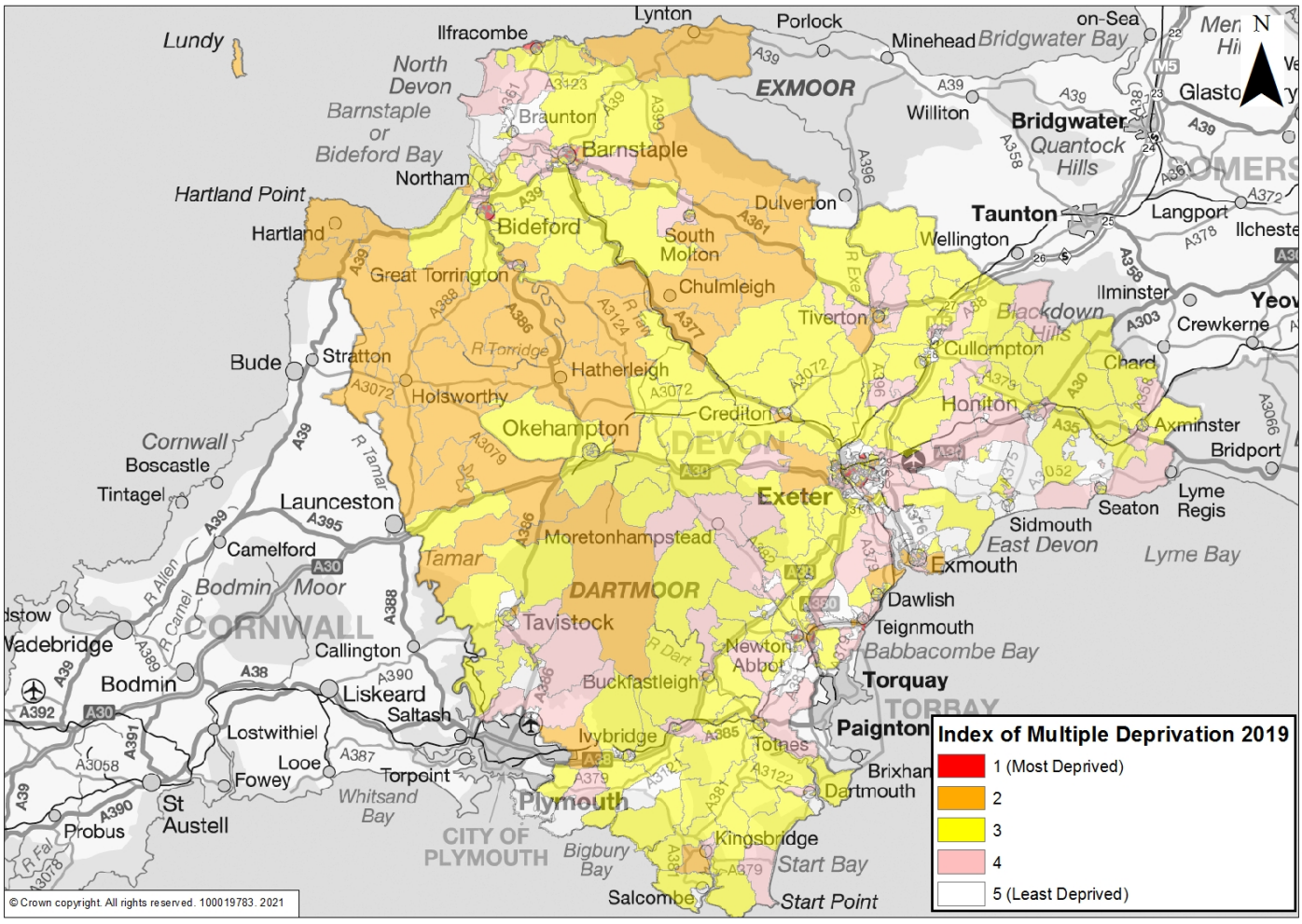


Figure 1-4: Map of Index of Multiple Deprivation (2019) across Devon.

In relation to geographical barriers to housing and services, large swathes of Devon are classed as highly deprived (i.e. in deprivation quintile 1), as shown in the figure below. Therefore, in the absence of suitable transport options (either private or public), much of rural Devon would have

poor access to housing and services, and so rural bus services play an important role in reducing deprivation in these areas.

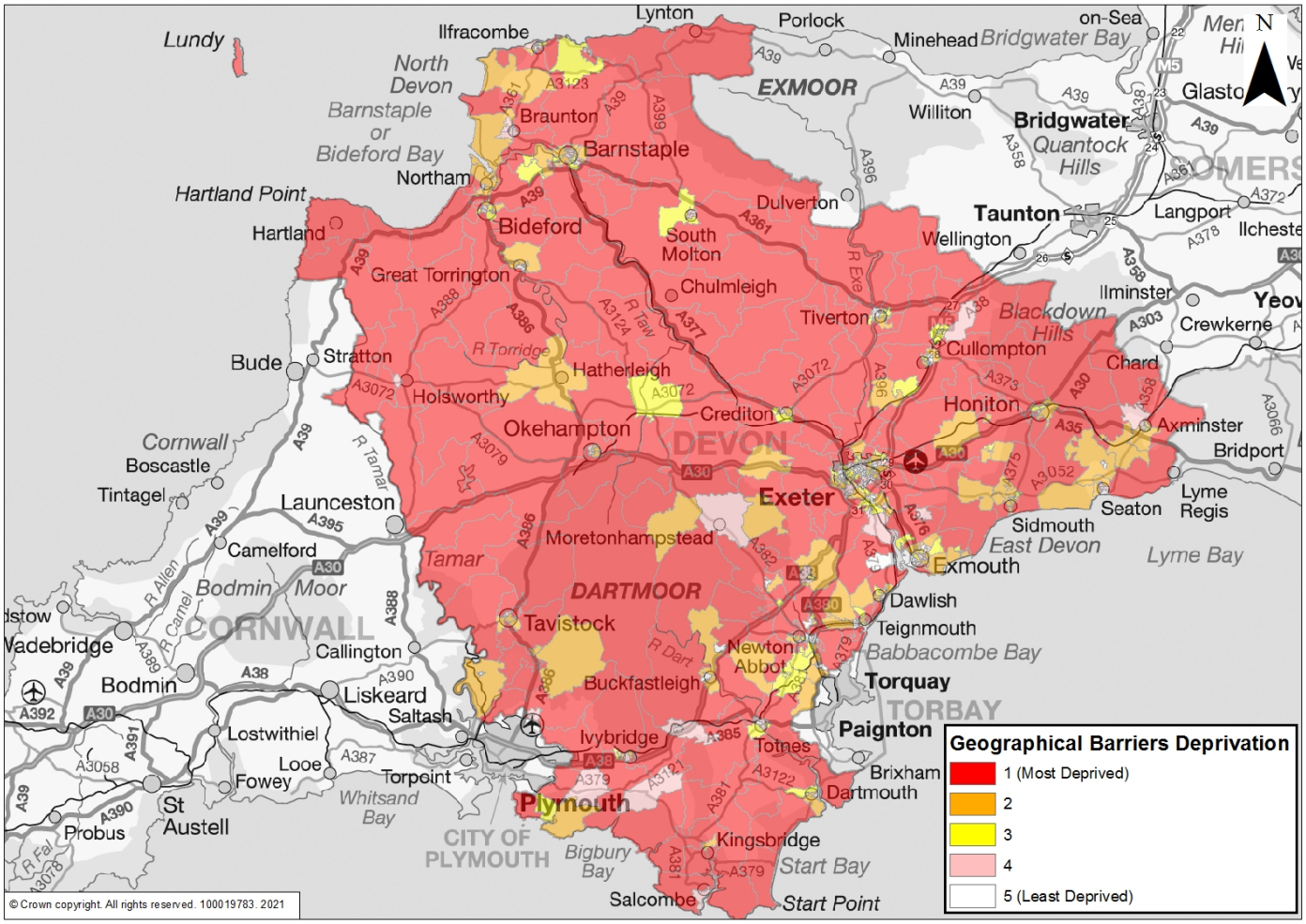


Figure 1-5: Map of Geographical Barriers Deprivation across Devon.

1.7. BSIP in Relation to Wider Policy and Strategic Context

The BSIP sits within a national and local policy context and has been developed to be complementary to existing and emerging strategic priorities. It aims to harness the power of buses to improve social mobility and economic productivity and support sustainable development.

In particular, the BSIP is aligned with the Department for Transport's National Bus Strategy (Bus Back Better), as it incorporates proposals to make bus services more frequent, more comprehensive, easier to use and better integrated with other modes. In line with the strategy's aspirations, the BSIP aims to deliver a step change in bus service provision, helping to grow patronage and making buses an attractive alternative to the car for more people.

1.7.1. Alignment with Decarbonisation Commitment

Priority One in the Government's *Decarbonising Transport* strategy is the need to accelerate modal shift to active and public transport through a "cohesive, integrated, and affordable net zero public transport network, designed for the needs of the passenger". This is something that has come through strongly in the emerging Devon Carbon Plan, which is being produced in response to the climate emergency. Specifically, it recognises that overall public transport has not been attractive enough and has not been invested into the same extent as roads. The interim plan sets

out the following recommended actions, which aim to incentivise modal shift to public transport and the transition to low emission vehicles:

Devon Carbon Plan Theme	Recommended Action
Influence the switch to public transport	**T20** Enhancement of bus priority measures, including bus lanes and bus-only streets, to make bus travel relatively more attractive than driving.
	T21 Protect and seek to enhance funding for local bus routes, to ensure people can continue to access services, employment and events without requiring access to a car.
Promote active transport and shared mobility	**T30** Ensure provision of mobility hubs in new developments of appropriate size, where modal change can occur easily
	T22 Promote Total Transport, integrating various transport services (school transport, public bus services, patient transport etc.) to enable more efficient use of vehicles and reduce dead mileage
Transition the remainder of vehicle fleet away from fossil fuels:	**T38** Support operators to decarbonise bus fleet, e.g. through supporting applications for central government funding
	T39 Seek opportunities for funding for moving public transport fleets across to zero or low carbon

Table 1-3: Alignment of BSIP with Devon Carbon Plan.

1.7.2. Supporting the Growth Agenda

The following maps show the main growth areas of planned housing and employment development in Devon and the wider South West Peninsula:

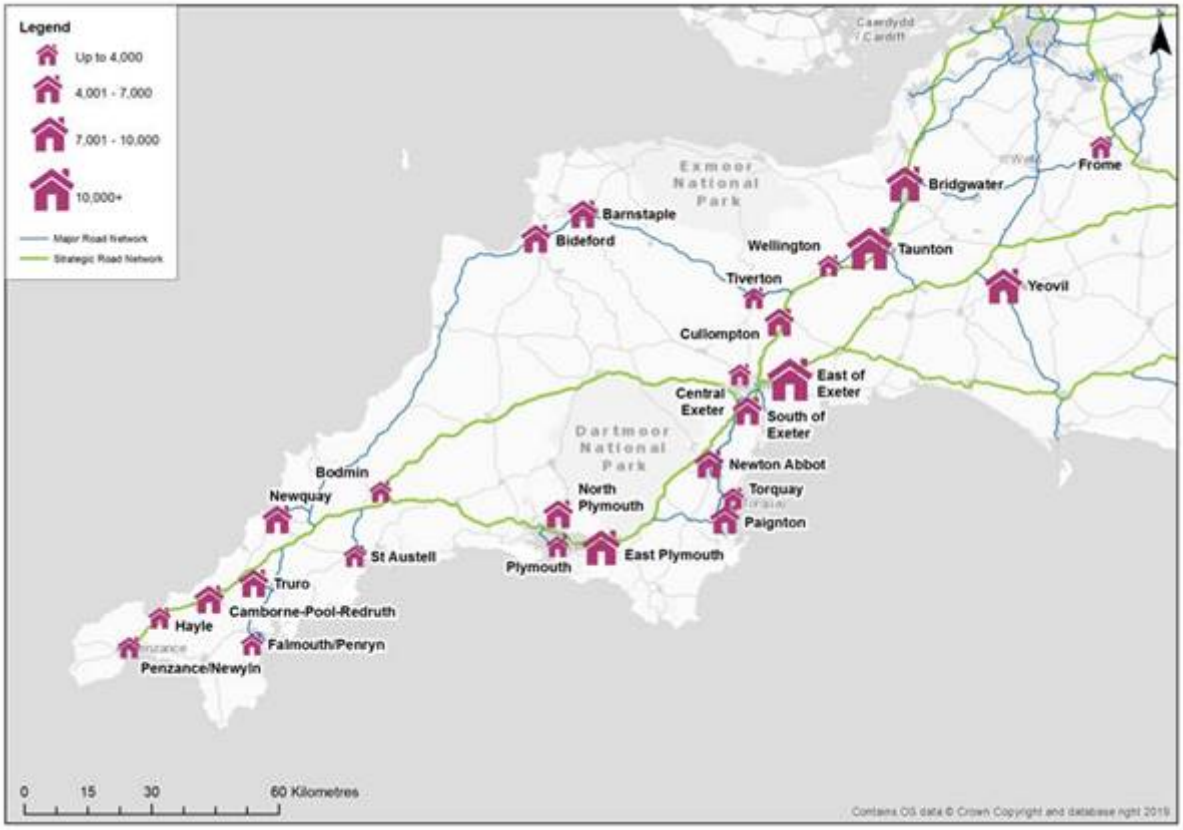


Figure 1-6: Map of main housing growth areas across South West Peninsula.

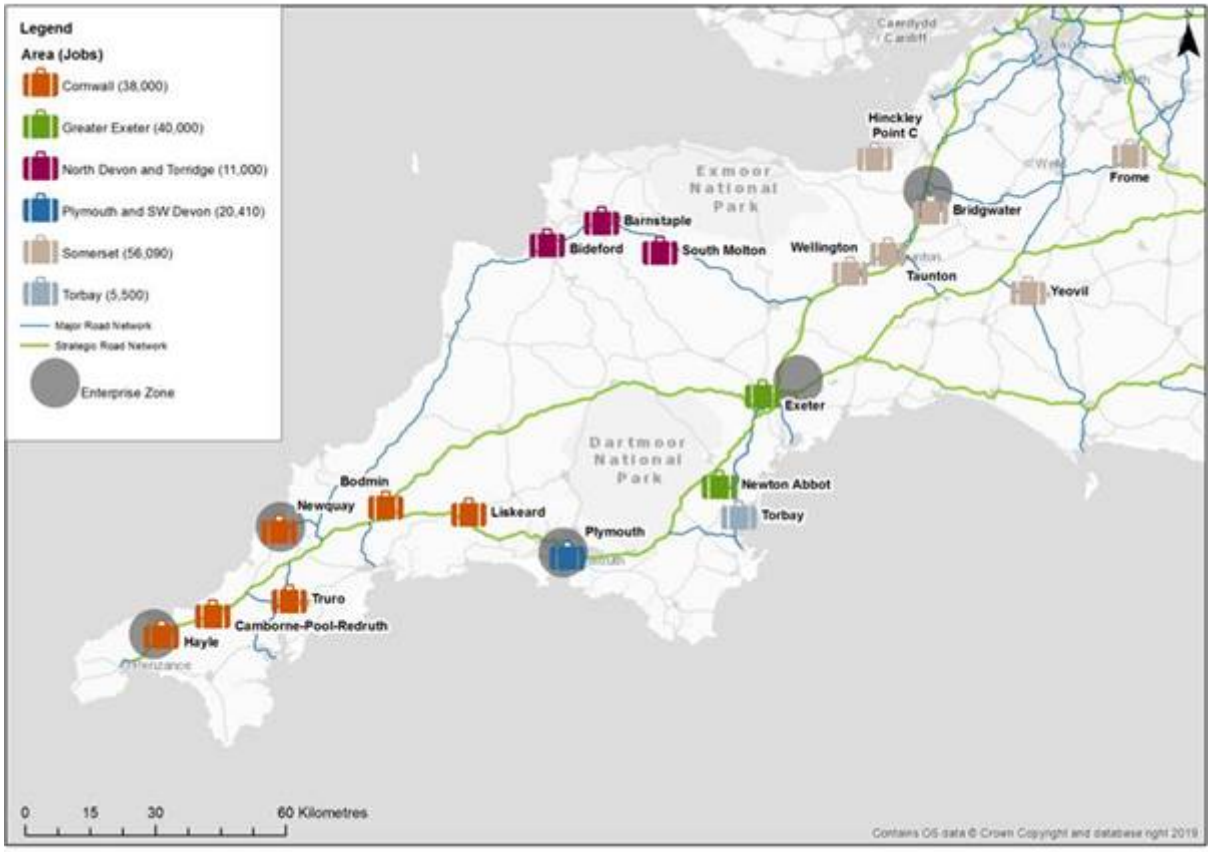


Figure 1-7: Map of main employment growth areas across South West Peninsula.

The BSIP also builds upon proposals laid out by regional strategies, for example the Exeter Transport Strategy, which aims to improve sustainable transport options for journeys into and within Exeter. The proposals, set out in section 4, include more frequent buses between Exeter and local market and coastal towns, such as Newton Abbot, Exmouth and Honiton, expansion of Park & Ride and improved multimodal ticketing.

Many of the proposed service improvements will improve links to strategic housing and employment sites, including the Exeter and East Devon Economic Growth Area. They will also facilitate the delivery of low-car and car-free developments, such as those laid out in the emerging Liveable Exeter Housing Delivery Programme, by providing attractive alternatives to the car for accessing jobs and services.

1.7.3. Alignment with Peninsula Transport Sub National Transport Body (STB) Vision and collaborative efforts

The Peninsula Transport STB covers Devon, Cornwall, Plymouth, Torbay and Somerset and has recently adopted a vision to *"Transform transport across the peninsula to enable our society and economy to thrive and our unique and outstanding environment to flourish".*

Underpinning the vision are these five goals, which recognise the importance of improving access to education, skills and employment, supporting growth of new homes and the role of public transport in enabling communities to thrive with better, cleaner, more affordable choices of transport which are integrated with walking and cycling networks.

Figure 1-8: Five goals of Peninsula Transport STB Vision.

Although developing separate BSIPs at this stage, DCC is working jointly with its Peninsula Transport Sub National Transport Body partner authorities, principally Torbay Council, Plymouth City Council and Cornwall Council. Work in this area in particular covers the journey to work and catchments areas around Plymouth (including from Cornwall) and Torbay. We have also identified cross-boundary bus routes with our neighbours in Dorset and Somerset and have worked towards solutions for bus users to ensure a seamless journey/ticketing experience.

We have considered the franchise option but do not think this is appropriate at this time due to:

- the substantial financial revenue risk a franchise would entail across the entire bus network
- the Devon bus network is relatively stable, and
- the successes achieved through COVID 19 and over a number of years beforehand through informal partnership working with our bus companies. We believe we can best build on this as a natural progression into the enhanced partnership framework.

SECTION 2

Current bus offer to passengers

2. Current bus offer to passengers

2.1. Information about the Current Bus Network – Network Performance Data

This section intends to set the scene with regards to bus service provision in Devon, as well as to provide an analysis, evidenced with data, as to how the current bus network compares to the BSIP aims and objectives set out in previous sections. Analysis of data has been developed collaboratively between DCC, local operators and key stakeholders. A shared understanding of the urgent priority areas that need addressing will enable a more joined up delivery of the current network and any improvements identified through the BSIP.

2.1.1. Overview of the Bus Network in Devon

Devon is a rural and diverse county, bordered by two coastlines and boasting two national parks. In addition to this it has one of the longest highways networks in the country at over 7,700 miles. The current scale and frequency of the bus network is best illustrated by our interactive bus map, which can be accessed on the Travel Devon website – this shows coverage of the bus network across the County (click on the image below to access the interactive version of the map). Individual town maps for local bus services can also be accessed through the platform.

Figure 2-1: Devon Interactive Bus Map.

In Devon, approximately 80% of the local bus network is commercially operated. However, geographically, the 80/20 proportions are reversed – without DCC financial support, almost 80% of the county would be wholly or substantially without a bus service. This is shown on the following graphic which depicts the extent of the commercial and supported network, in comparison to just the commercial network:

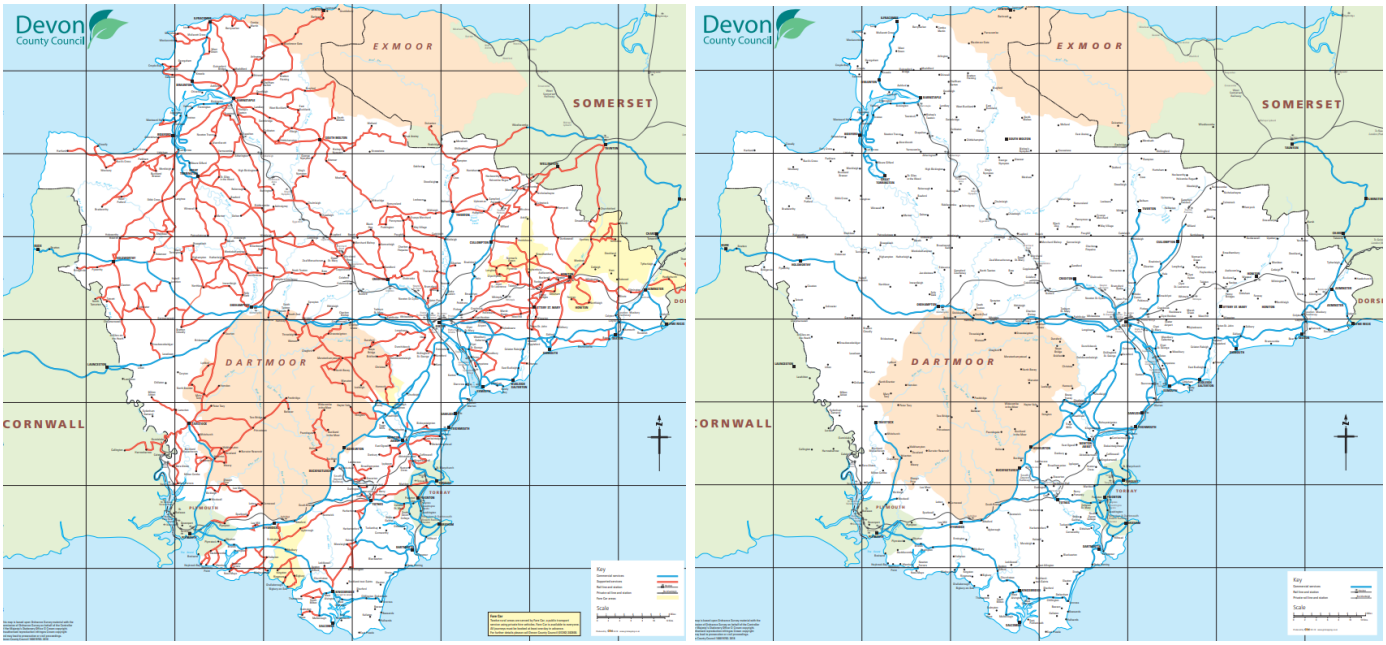


Figure 2-2: Maps of DCC supported services (in red) and commercial services (in blue).

2.1.2. Network Stability

In comparison with other rural counties, over the past 10 years the bus network in Devon has remained relatively stable, with DCC largely maintaining its bus service support (see section 2.1.16).

There were budget reductions in 2011 and 2015 which reduced services, concentrating on removing support for non-entitled school children's services (many of which were taken over commercially), small town services, access to leisure and some evening and Sunday services.

2.1.3. Other Services

The local bus network is supplemented in some areas by demand-responsive services based on the Devon Fare Car model. We also have a thriving network of community transport groups and schemes, providing support and transport to those individuals unable to access public services (more information on these services can be found in section 2.1.15 – Community and Voluntary Transport).

2.1.4. Integration with Other Modes

A number of rail stations within Devon have bus links for onward travel, both within the settlement served by the station and to neighbouring settlements. Within Exeter, there are also good links between bus and the shared car club (Co Cars) and shared e-bike (Co Bikes) networks, as shown in the figure below:

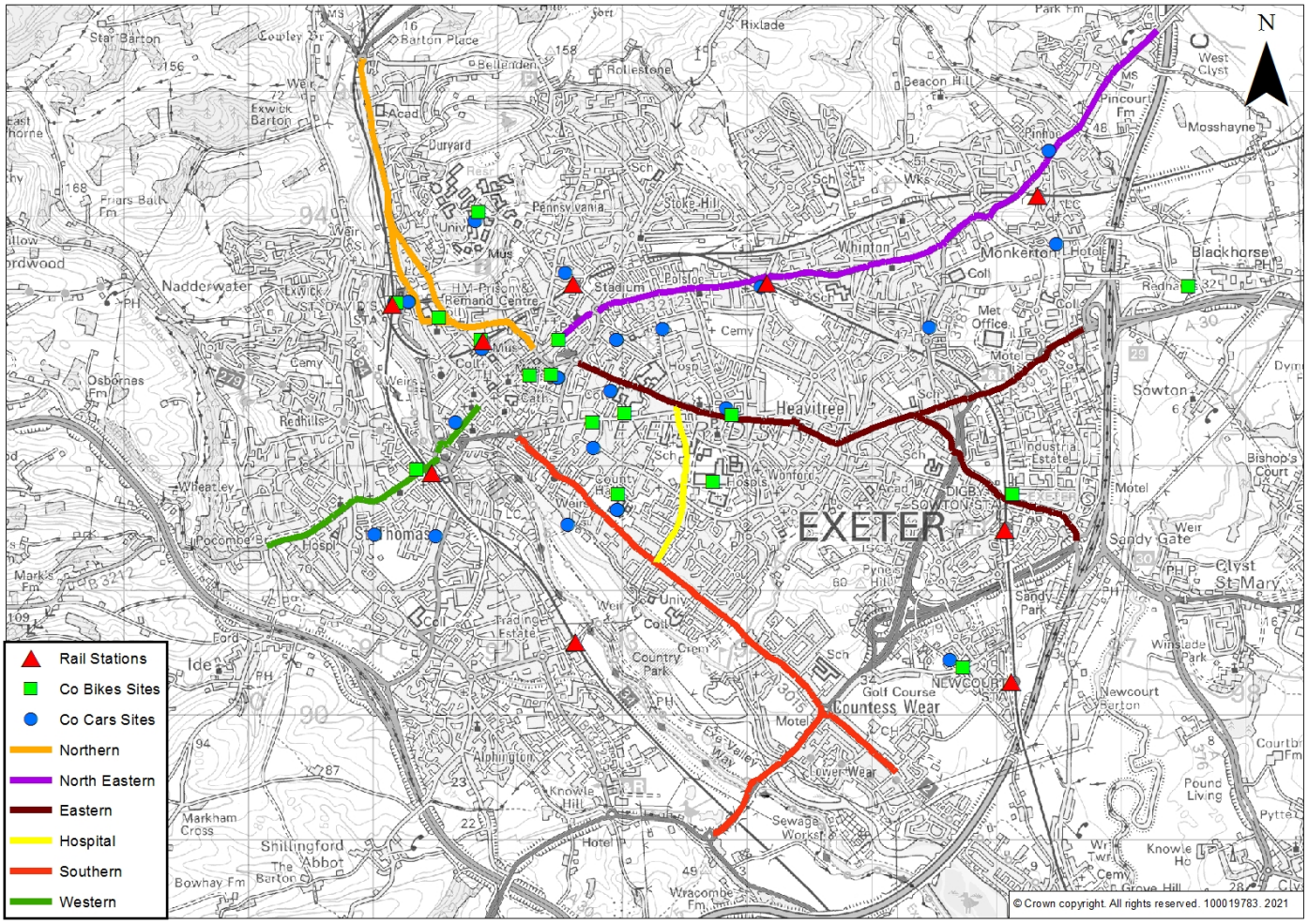


Figure 2-3: Map of integration with other modes on key Exeter bus corridors.

2.1.5. Passenger numbers

As shown on the charts herewith, total patronage on Devon's bus network in 2018/19 (the last year for which data is unaffected by the COVID-19 pandemic) was approximately 23.7 million, a 10% reduction on the 2011/12 figure of 26.3 million. In 2019/20, this reduced slightly to 23.3 million, partially due to the imposition of a national lockdown in March 2020, but 2020/21 figures were most markedly impacted, with total patronage falling to just 8.1 million. It is worth noting the following:

- Over the past decade, patronage has typically been split approximately 40:60 between concessionary and fare-paying passengers
- In 2020/21, concessionary patronage proportionally reduced more than fare-paying patronage, meaning concessionary passengers made up just 30% of patronage in that year.
- Overall figures hide some variation; in particular the tendency for growth services (for example those attached to new housing developments, such as Cranbrook in East Devon) to outweigh decline elsewhere.
- Stronger services in areas of population growth, many boosted by kick-start developer funding, continue to record growth in fare-paying patronage.
- There is an underlying tendency for weak rural services to continue declining; this can be attributed to population changes (loss of older, traditional bus users/incomers to the area having no interest in bus services). A decline in these services could also be due to bus

cuts on some rural services in 2015.

- In recent years, the age of eligibility for the concessionary bus pass has increased in line with the State Pension age, leading to a reduction in pass-holder numbers and a reduction in travel. Younger pass-holders had generally always been the most frequent travellers.
- Throughout the last decade, the significant majority (75-80%) of patronage has been on commercially operated services, with smaller proportions on financially supported services (15-20%) and Park & Ride services (5-10%).
- In 2019/20, average weekday patronage across the bus network was of the order of 75,000 per day, compared to 60,000 and 20,000 per day on Saturdays and Sundays, respectively.
- On weekdays, nearly 15% of patronage occurs during the morning peak (0700-0900), according to 2019/20 Stagecoach South West data, compared to only 7% and 3% on Saturdays and Sundays, respectively, partly reflecting the reduced service levels on weekends. Conversely, only 10% of weekday patronage occurs during the evening (1800-0000), compared to 15% and 16% on Saturdays and Sundays, respectively.
- Devon bus patronage per capita declined from 37 trips per annum in 2014/15 to 29 trips per annum in 2019/20, according to Department for Transport data. Devon bus patronage per capita has typically been approximately 40% of the national (England) average and 80-90% of the regional (South West) average.
- Park & Ride patronage has been most significantly impacted by the COVID-19 pandemic, with 2020/21 figures down 75% compared to 2019/20, compared to approximately 65% for supported and commercial patronage.
- Figures for 2021/22 in the Figure 2-4 below are based on the first two quarters of the year from April to September 2021, then projected for the full year. This will be updated at the end of the remaining two quarters.

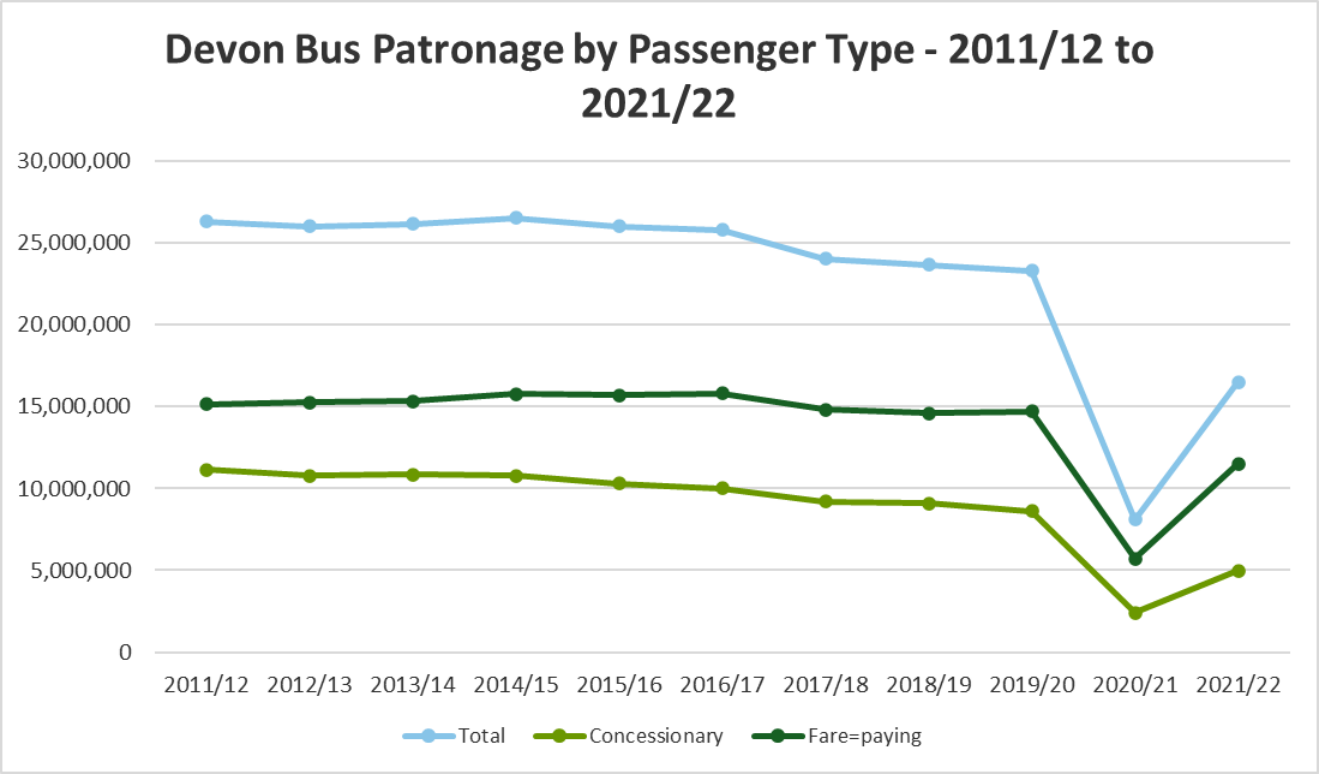


Figure 2-4: Patronage by passenger type (concessionary/fare-paying), 2011/12 to 2021/22.

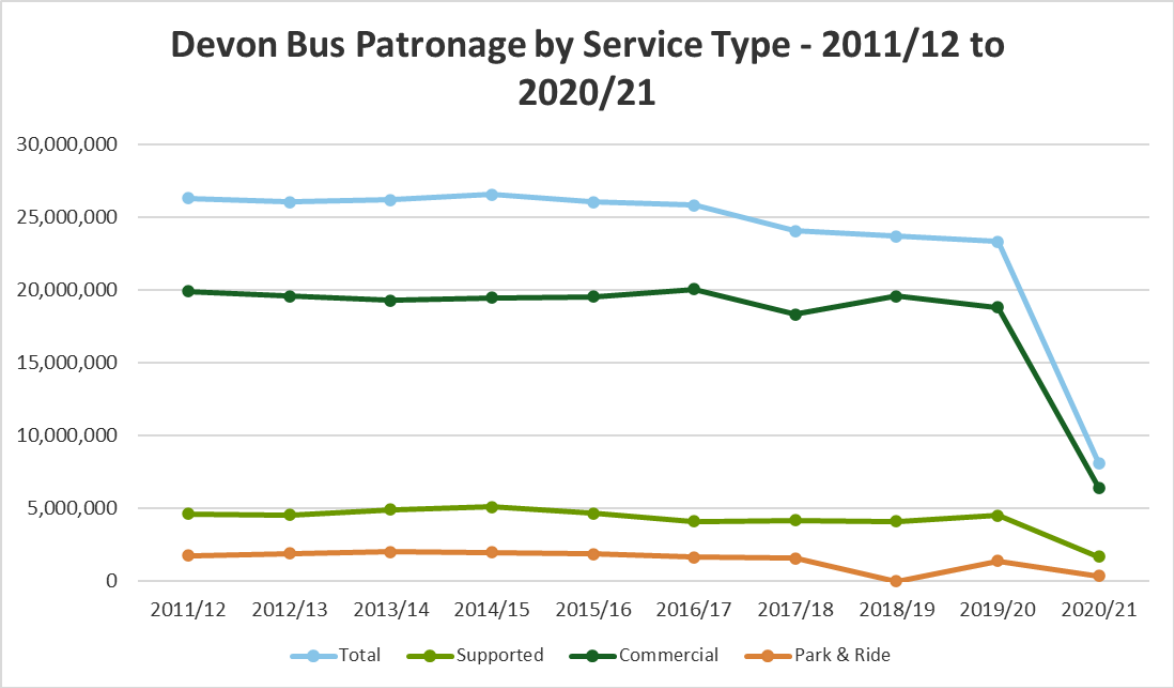


Figure 2-5: Patronage by service type (supported/commercial/Park & Ride), 2011/12 to 2020/21[2].

Note: Breakdown is not currently available for 2021/22 but will be updated when available

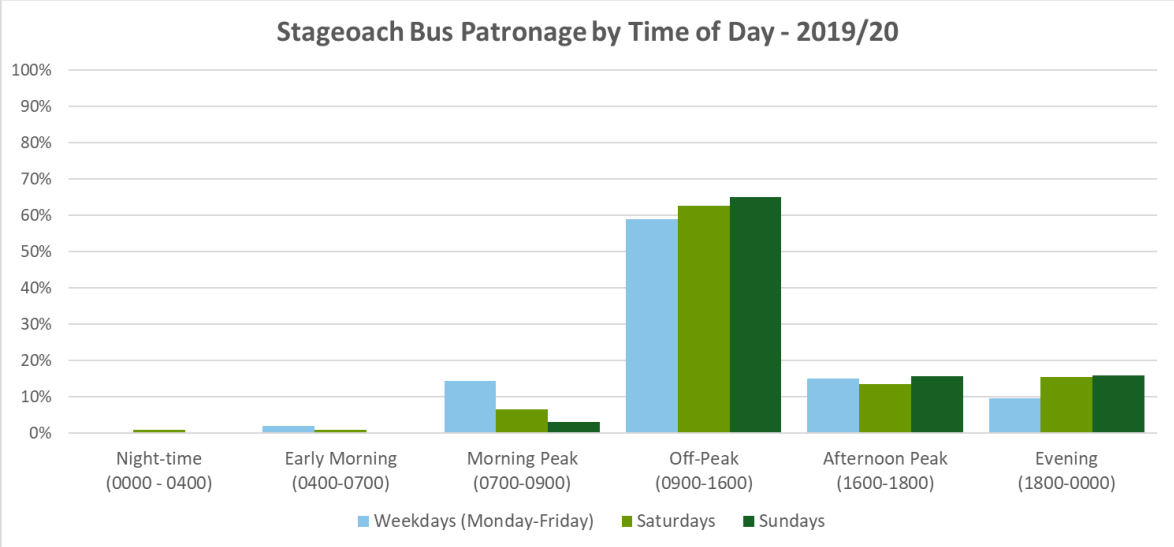


Figure 2-6: Proportion of Stagecoach South West bus patronage occurring during given times of day, 2019/20[3].

[2] 2018/19 Park & Ride patronage included in figure for commercial services.
[3] Patronage data by time of day was not available for other operators.

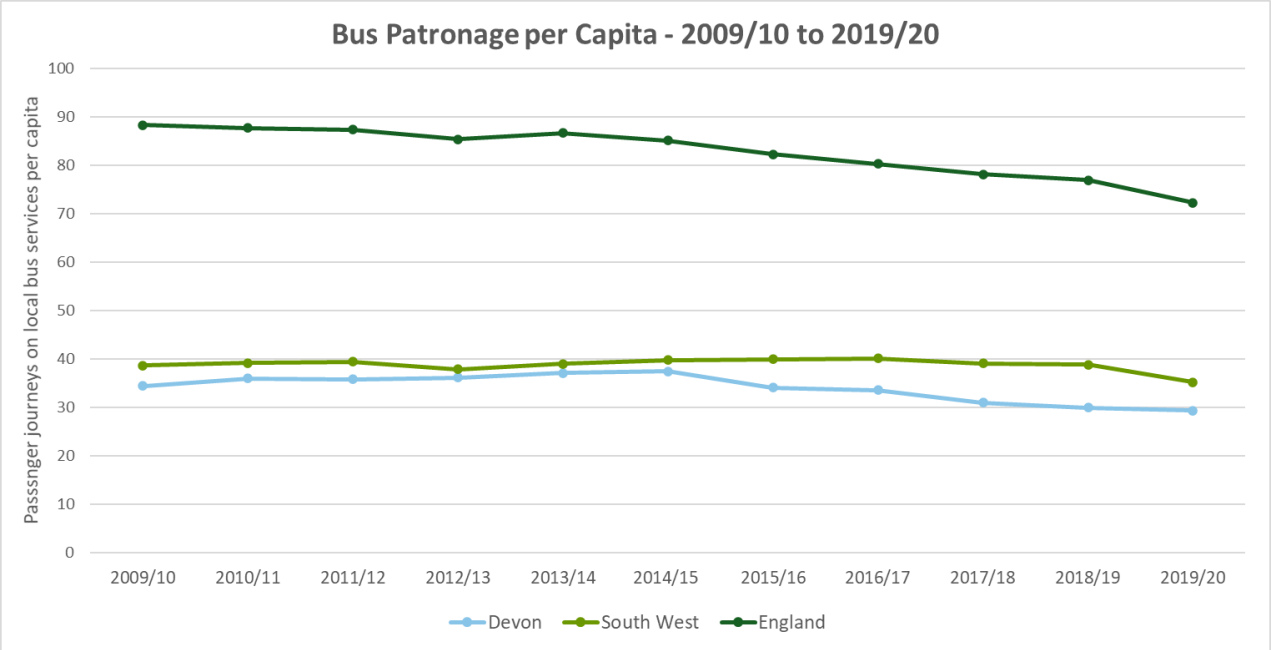


Figure 2-7: Bus patronage per capita for Devon, South West region and England, 2009/10 to 2019/20.

2.1.6. Journey Time Data

As indicated in Table 2-1, bus journey times into Exeter vary significantly between the inter-peak and peak periods, due to congestion on many of the key corridors. For example, inter-peak 57 departures from Exmouth Parade typically take just 45 minutes to reach the Exeter bus station, whereas the 07:19 departure takes 76 minutes, an increase of nearly 70%. The latter represents an average vehicle speed of just 13.3 kph (8.3 mph).

Town	Service	Typical Inter-Peak Journey Time (min)	Inter-Peak Speed (kph)	Slowest Peak Journey Time (min)	Slowest Speed (kph)	Absolute JT Increase (min)	**% Increase**
Exmouth	57	45	22.5	76	13.3	31	**69%**
Sidmouth	9/9A	48	33.1	76	20.9	28	**58%**
Dawlish	2	56	24.4	70	19.5	14	**25%**
Teignmouth	2	70	23.4	81	20.2	11	**16%**
Seaton	9A	85	31.8	102	26.5	17	**20%**
Crediton	5/5C	34	26.3	37	24.2	3	**9%**
Cranbrook	4/4A	31	21.1	38	17.2	7	**23%**
Kingsteignton	7	43	38.0	60	27.2	17	**40%**
Newton Abbot	7	48	36.8	65	27.1	17	**35%**
Honiton	4A	76	24.2	85	21.7	9	**12%**
Cullompton	1C	41	31.5	49	26.3	8	**20%**
Tiverton	55/155	42	35.1	45	32.8	3	**7%**

Table 2-1: Peak and Inter-Peak bus journey times into Exeter, based on 2021 school day timetables.

2.1.7. Comparison of journey times to other modes

The table below compares these peak bus journey times with the corresponding journey times for car, rail and cycle. Car and cycle journey times were taken from Google Maps estimates, assuming an arrival for 9:00 AM on a Tuesday (car journey times were taken to be the average of the minimum and maximum predicted), whilst rail journey times were based on direct services to

Exeter Central arriving before 9:00 AM (walk/cycle/drive times to/from the rail stations were neglected). This shows that bus journey times were an average of 30 minutes greater than car journey times for the selected towns, and 33 minutes greater than rail for the towns with rail stations. Bus journey times were an average of 18 minutes less than cycle journey times, but for Exmouth the bus journey time was greater than the cycle journey time, whilst for Dawlish, Cranbrook and Honiton there was less than 10 minutes difference between the bus and cycle journey times.

	AM Peak Journey Times into Exeter (min)				Excess JT for Bus (min)		
Town	Bus	Car	Rail	Cycle	Car	Rail	Cycle
Exmouth	76	35	29	58	42	47	18
Sidmouth	76	40	-	95	36	-	-19
Dawlish	70	38	41	75	32	29	-5
Teignmouth	81	38	46	97	43	35	-16
Seaton	102	53	-	155	50	-	-53
Crediton	37	24	17	47	13	20	-10
Cranbrook	38	29	9	42	9	29	-4
Kingsteignton	60	34	-	98	27	-	-38
Newton Abbot	65	38	53	104	27	12	-39
Honiton	85	34	25	92	52	60	-7
Cullompton	49	33	-	66	17	-	-17
Tiverton	45	33	-	76	12	-	-31
Average	65	36	31	84	30	33	-18

Table 2-2: Comparison of bus journey times in AM Peak with journey times for car, rail and cycle.

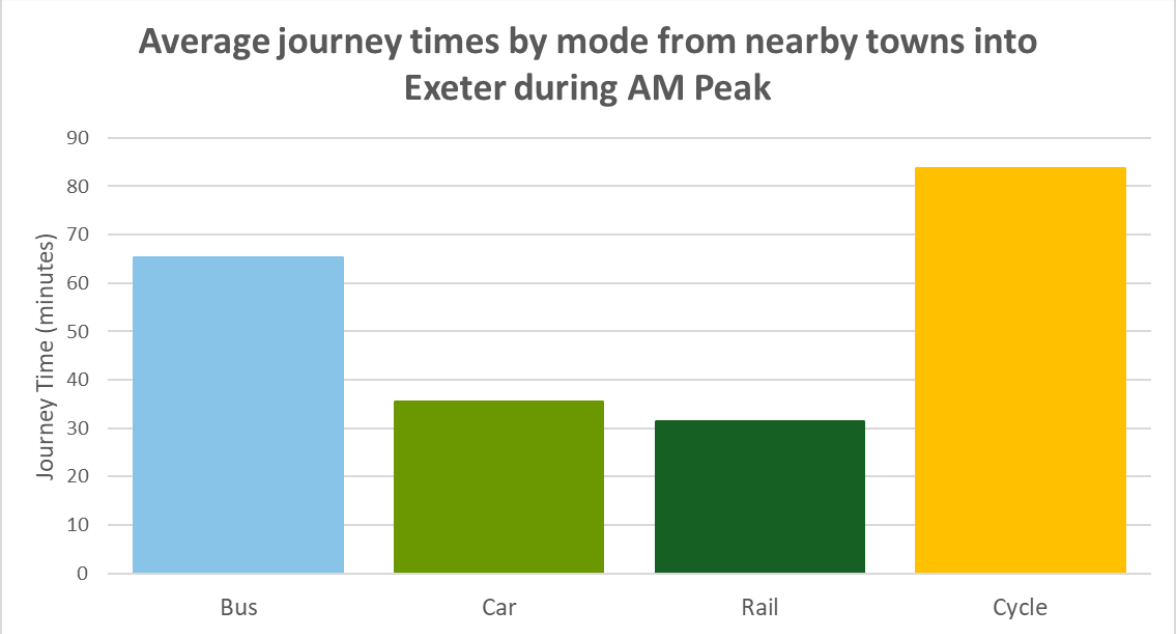


Figure 2-8: Comparison of average journey times into Exeter by mode.

2.1.8. Service Reliability Data

Bus punctuality surveys undertaken between 2010 and 2020 have assessed punctuality against four key indicators, summarised in Table 2-3.

No.	Description	Target
1	The percentage of buses starting their route on time	>95%
2	The percentage of buses on time at intermediate 'Timing Points'	70-90%
3	The percentage of buses on time at 'Non-Timing Points'	Not set
4	The average Excess Waiting Time (EWT) of frequent service bus routes (services with a headway of less than 10 minutes).	<1.25 minutes

Table 2-3: Bus punctuality indicators used in punctuality surveys.

2020 data was collected in November (for consistency with previous years), during which England was under a lockdown, with the public instructed to remain at home unless their journey was essential. Therefore, traffic congestion was significantly lower than normal at the time of the surveys, and reductions in demand for public transport reduced dwell times at bus stops, meaning bus punctuality according to indicators 1 to 3 was almost 100%.

In previous years, the percentage of buses starting their route on time (indicator 1) averaged approximately 80%, with a range of around 70-90%, and the percentages on time at intermediate points (indicators 2 and 3) averaged some 70% (range 60-80% for indicator 2, 65-75% for indicator 3). Consequently, the target for indicator 1 was not met in any previous years, whilst the target for indicator 2 was met in 2010, 2011, 2012, 2014, 2018 and 2019, but not met in 2013, 2016 and 2017.

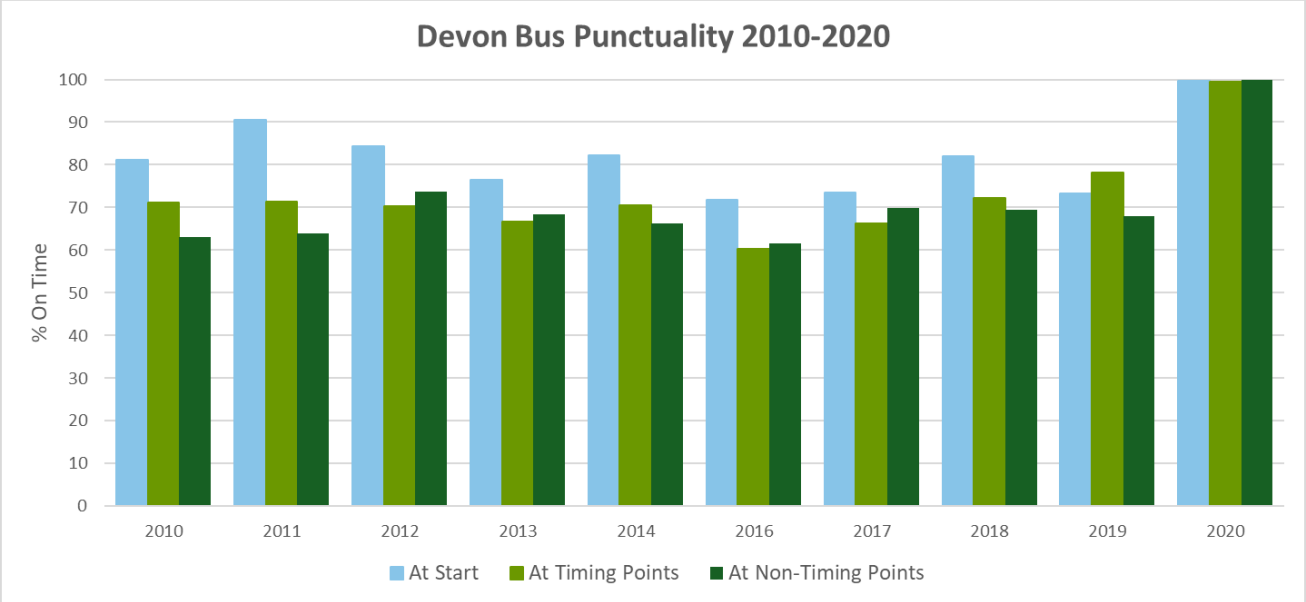


Figure 2-9: Bus Punctuality at start of route and at intermediate timing/non-timing points, 2010 to 2020.

Between 2010 and 2019, the excess waiting time for frequent bus services averaged approximately 2 minutes, but there was significant year-on-year variation, with the excess waiting time exceeding 4 minutes in 2016, but reducing to 1.25 minutes (the target for this indicator) in 2017. The target was also met in 2019 and 2020. However, it should be noted that in 2020, there was only one route with a 'frequent' service (i.e. a service with a headway of 10 minutes or less) in the DCC area, Stagecoach South West route 12 (Newton Abbot – Brixham).

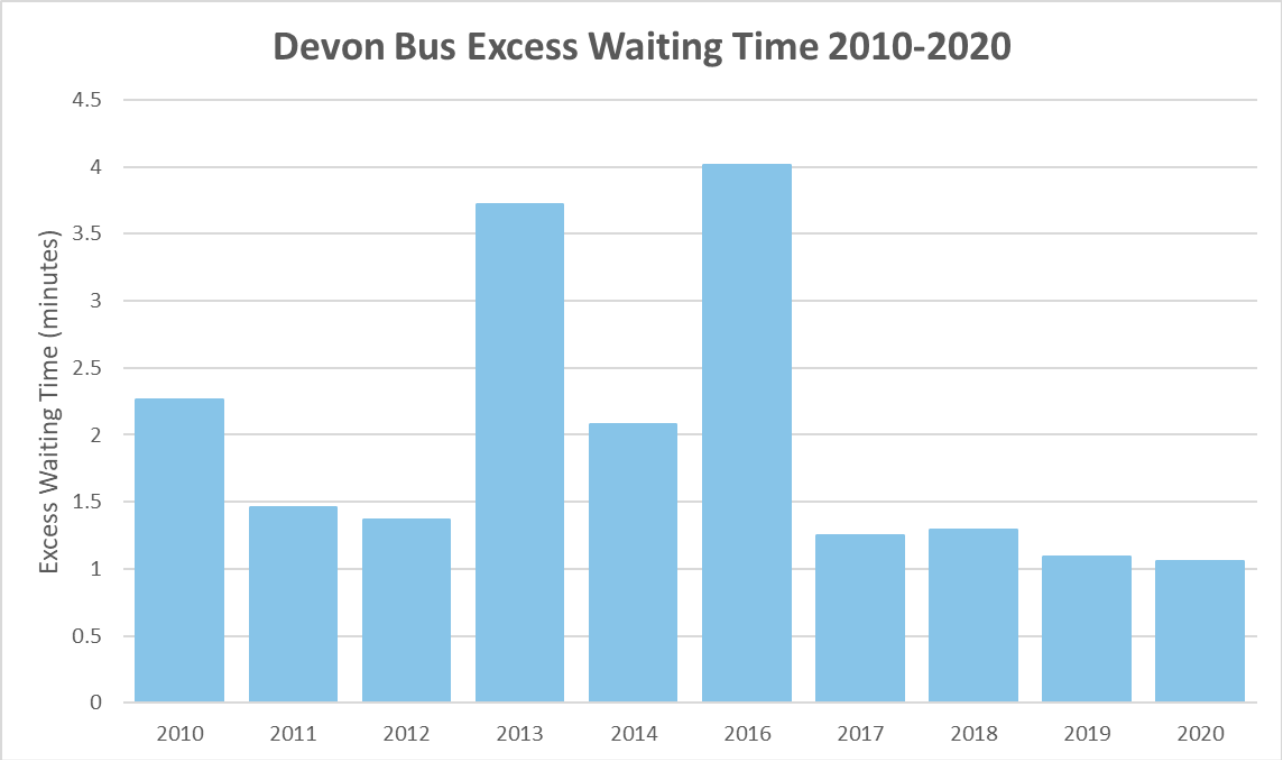


Figure 2-10: Average excess waiting time for frequent service bus routes, 2010 to 2020.

2.1.9. Bus Priority Measures

As part of the BSIP process, an audit has been undertaken of existing bus priority measures within Devon, focussing on the settlements of Exeter, Barnstaple, Exmouth and Newton Abbot as these are the larger urban areas in the County, which experience higher levels of congestion, which can impact negatively on bus journey time reliability. This revealed a handful of bus priority measures in Barnstaple and Newton Abbot, including bus gates and bus lanes, but none in Exmouth. Within Exeter, there are existing bus lanes on some of the key bus corridors, particularly on Pinhoe Road, Heavitree Road, Topsham Road and Cowick Street, however several of these apply only at peak times, with other vehicles allowed to use and/or park in the lanes at other times.

The proposed infrastructure enhancements detailed in Section 4 will build upon the existing bus priority measures by converting certain bus lanes to 24-hour operation, introducing more sophisticated technology to improve bus detection at signals and delivering physical bus priority measures in additional locations where buses are delayed.

2.1.10. Passenger Satisfaction

As shown in Table 2-4, 93% of respondents to the autumn 2019 Devon Bus Passenger Survey (conducted by Transport Focus) were satisfied with the overall journey, above the average of 90% for two-tier local authority areas. Satisfaction among Devon bus passengers was also above average in relation to journey time, punctuality, the bus driver greeting, the bus interior condition and the availability of seating/space. However, satisfaction with value for money was below average, at 57%, with dissatisfied passengers frequently citing the cost for the distance travelled (36% of those not satisfied) and the cost of bus versus other transport (19%) as the biggest influence on their perception of value for money.

Aspect	DCC Satisfaction	Two-Tier Average Satisfaction	DCC Performance
Overall journey	93%	90%	Above Average
Journey time	87%	86%	Above Average
Punctuality	84%	74%	Above Average
Value for money	57%	61%	Below Average
Bus driver greeting/welcome	85%	81%	Above Average
Interior cleanliness and condition	85%	83%	Above Average
Availability of seating or space to stand	94%	90%	Above Average

Table 2-4: Devon bus passenger satisfaction, according to autumn 2019 Bus Passenger Survey

2.1.11. Current Bus Market Share

The Devon bus market share can be estimated by dividing the number of bus trips per head for Devon, from the Department for Transport's Bus Statistics (Table BUS0110a), by the number of total trips (by all modes) per head for the South West[4], from the National Travel Survey (Table NTS9903). According to this metric, the bus market share has varied between 3% and 4% over the last decade, with the most recent figure (for 2018/19) being 3.0%.

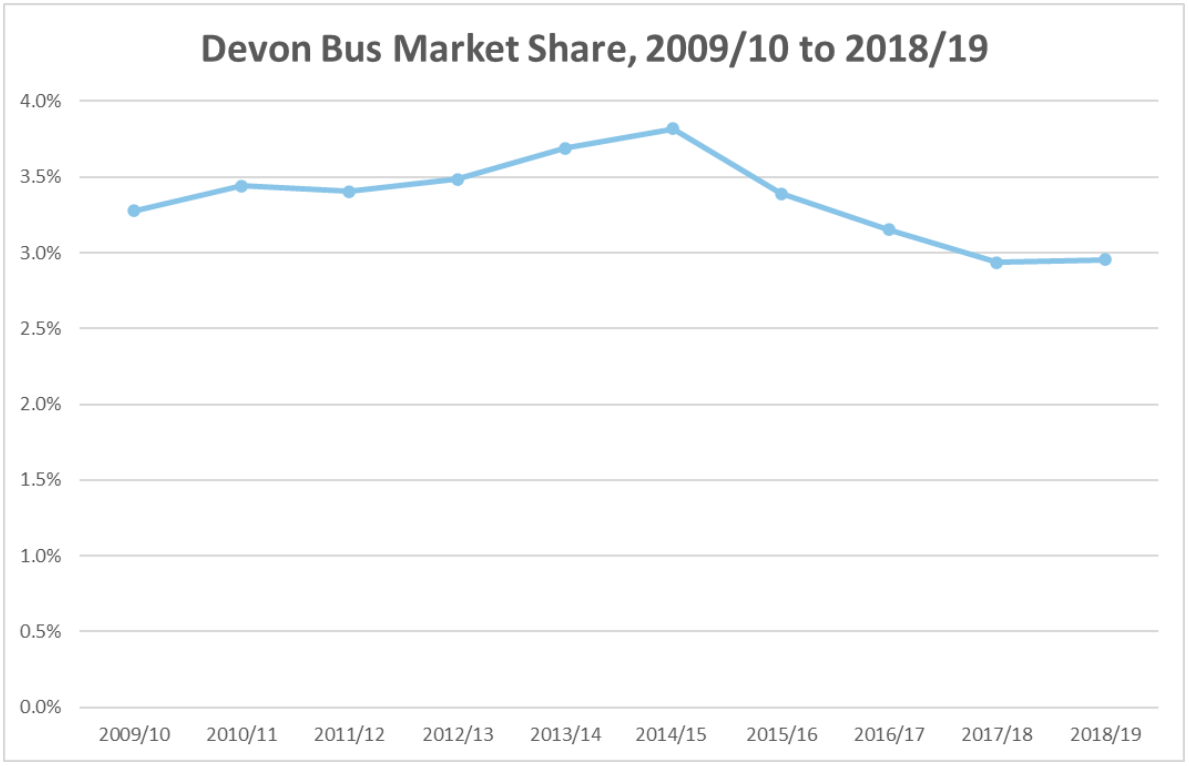


Figure 2-11: Devon bus market share, 2009/10 to 2018/19.

Census data provides more detail on the variations in bus usage by place of residence, albeit this data is from 2011, and considers only commuting trips. As illustrated in the table below, some 10% of Exeter resident commuters use bus, compared to just 2% in Ivybridge and Honiton. In general, bus mode share was higher in 'urban' parishes (parishes with populations over 10,000) than in 'rural' parishes, as expected given the typically greater service provision in urban areas.

[4] Local authority-specific figures are not available from the National Travel Survey.

Area	Population	Commuters (all modes)	% Bus	% Other Public Transport	% Active Travel	% Private Vehicle	% Other
Devon Overall	*746,399*	*297,142*	***4%***	*2%*	*19%*	*74%*	*1%*
Urban	*359,697*	*151,461*	***6%***	*2%*	*24%*	*67%*	*0%*
Rural	*386,702*	*145,681*	***3%***	*2%*	*14%*	*81%*	*1%*
Civil Parish							
Exeter (non-CP)	117,773	52,314	**10%**	3%	31%	56%	0%
Exmouth	34,432	14,260	**4%**	5%	18%	72%	1%
Barnstaple	24,033	10,739	**5%**	1%	35%	59%	0%
Newton Abbot	24,029	10,565	**3%**	3%	19%	75%	0%
Tiverton	21,335	8,767	**3%**	1%	23%	72%	1%
Bideford	16,610	6,927	**5%**	1%	24%	70%	0%
Teignmouth	14,749	5,665	**3%**	6%	17%	73%	1%
Sidmouth	13,737	4,228	**4%**	1%	25%	69%	1%
Dawlish	13,161	4,912	**3%**	7%	18%	72%	0%
Tavistock	12,280	4,829	**3%**	1%	21%	74%	1%
Northam	12,062	4,278	**6%**	1%	13%	80%	1%
Ivybridge	11,851	5,647	**2%**	1%	15%	81%	1%
Ilfracombe	11,509	4,366	**4%**	1%	29%	65%	0%
Honiton	11,156	4,775	**2%**	3%	21%	74%	0%
Fremington	10,529	4,277	**7%**	1%	14%	78%	0%
Kingsteignton	10,451	4,912	**4%**	1%	10%	85%	0%

Table 2-5: Mode shares for commuting[5] in Devon by place of residence, for civil parishes with >10,000 population at 2011 Census.

Many of Devon's bus services operate along corridors or to destinations not served by rail, thus the bus and rail networks are largely complementary rather than competitors. Figure 2-12 below shows the level of bus versus rail patronage in the county. The proposals in Section 4.1.4 seek to build upon this by improving connections between bus and rail.

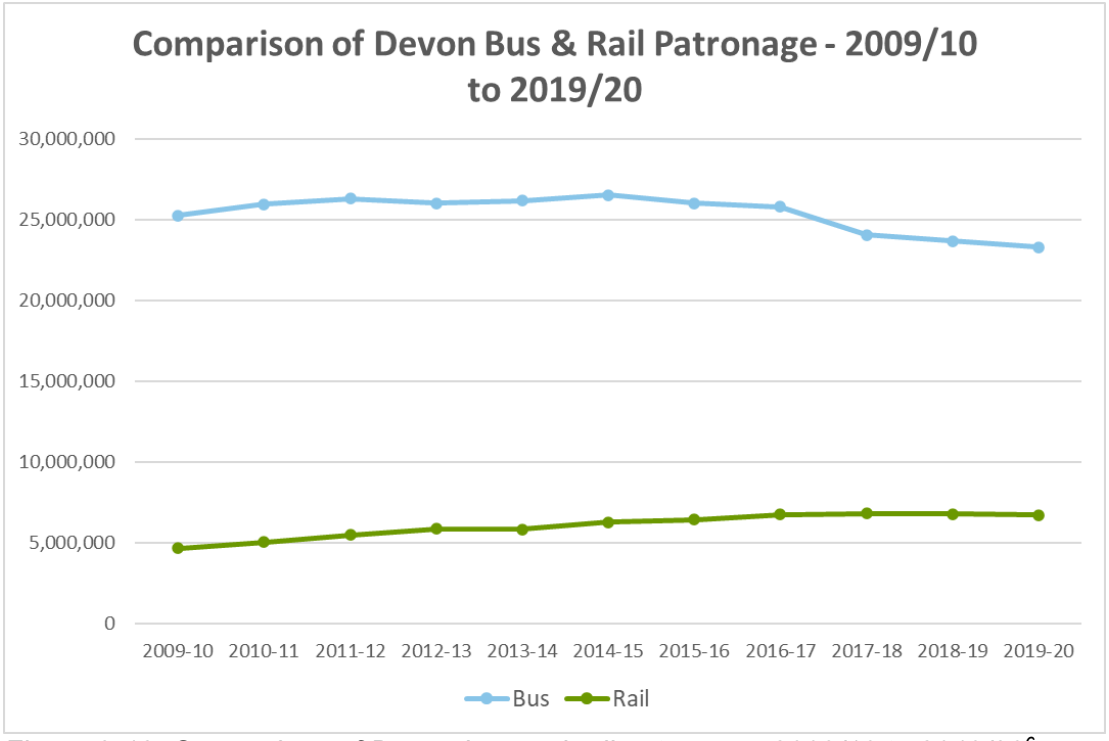


Figure 2-12: Comparison of Devon bus and rail patronage, 2009/10 to 2019/20[6].

[5] 'Commuters' excludes work from home, not in employment.
[6] Rail patronage based on Office of Rail and Road estimates of station usage.

2.1.12. Service Frequency

Typical service frequencies vary markedly between different parts of Devon, with many parishes around Exeter, Newton Abbot and Barnstaple having hourly or greater services, whilst many parishes in more remote areas have a less than daily service. The higher frequency service areas correspond well with the maps in Section 1.7.2 showing where future growth within the County.

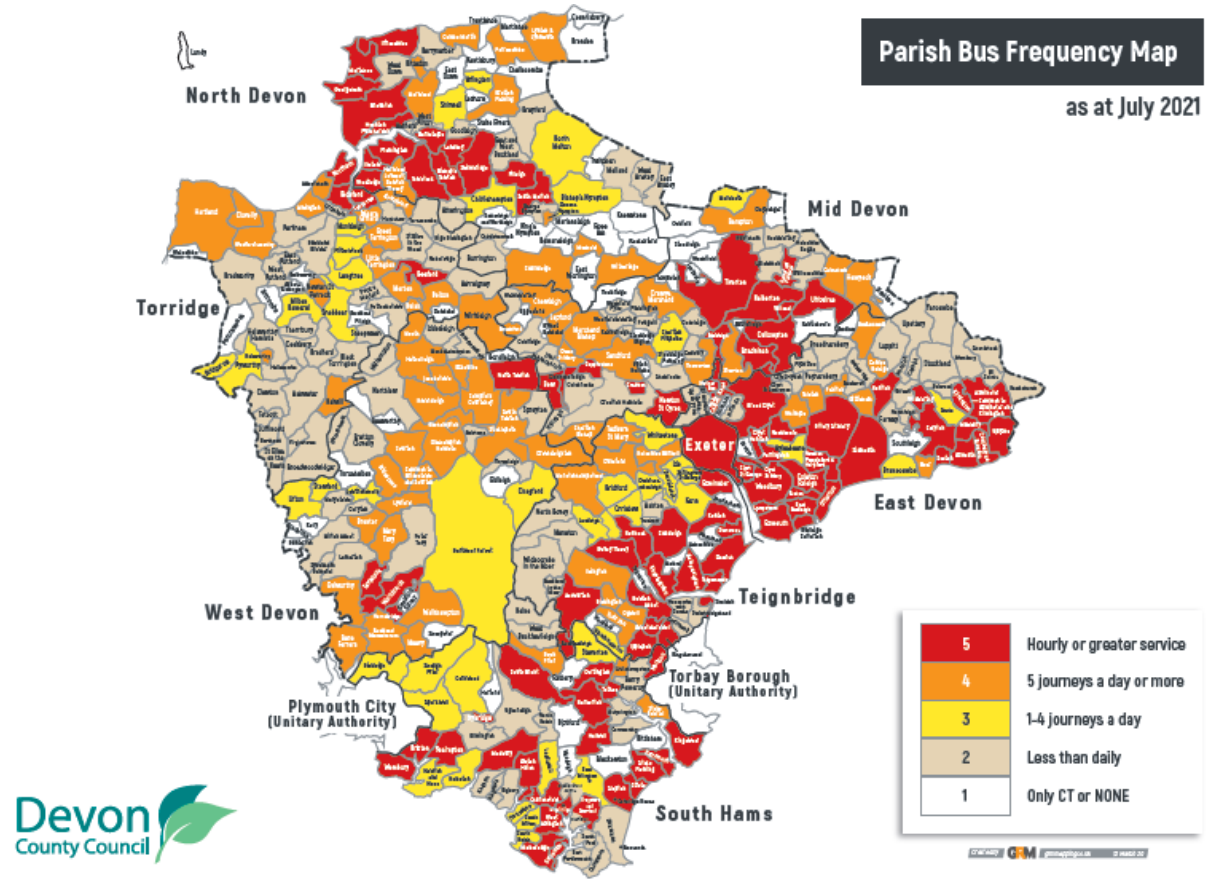


Figure 2-13: Service frequency by parish.

Some 45% of Devon's parishes have a less than daily service (or no service at all), but these parishes contain only some 10% of Devon's population. In contrast, only 25% of Devon's parishes have an hourly or greater service, but 75% of Devon's population lives in such parishes.

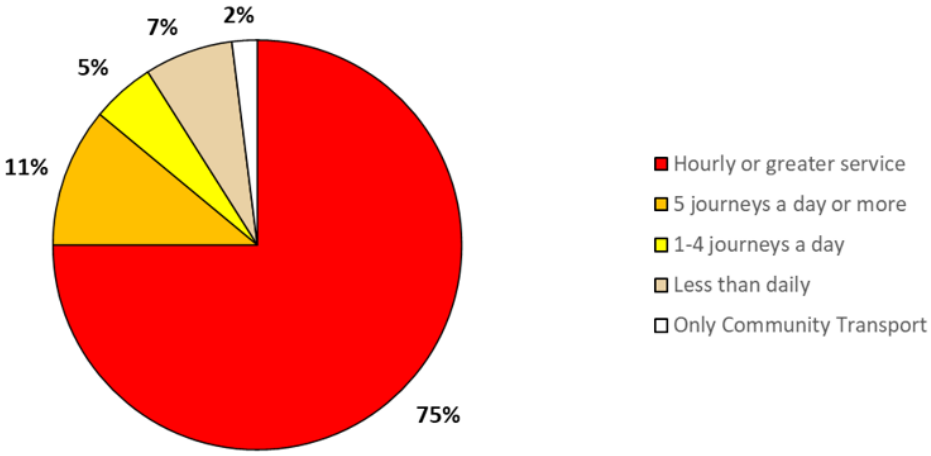


Figure 2-14: Proportion of population in parishes with given service level.

Parish service frequencies are largely correlated with the population and population densities of the parishes. However, some parishes with low populations have disproportionately high service frequencies, by virtue of being on a main road connecting larger settlements which have frequent bus services. For example, Newton St Cyres has a population of only 880, but is on the A377 between Exeter and Crediton, which is served by 3-4 buses per hour. Conversely, some larger parishes more remote from large urban centres, such as Holsworthy, Okehampton and Great Torrington, have a lower service frequency than would be expected given their populations.

By constructing 400m buffers around each bus stop with a 'frequent' combined service (i.e. a combined service frequency of 6 or more buses per hour, in line with the DfT's definition used for the punctuality analysis above), the catchment of such bus stops can be constructed. Overlaying these catchments with census geographies (for this analysis, LSOA boundaries were used), it is possible to estimate how much of Devon's population lies within the catchment of a frequent bus service. An illustration of this approach within Exeter is shown below; the stops with frequent services are predominantly along the North Eastern (Pinhoe Road), Eastern (Heavitree Road), Southern (Topsham Road) and Western (Cowick Street) corridors.

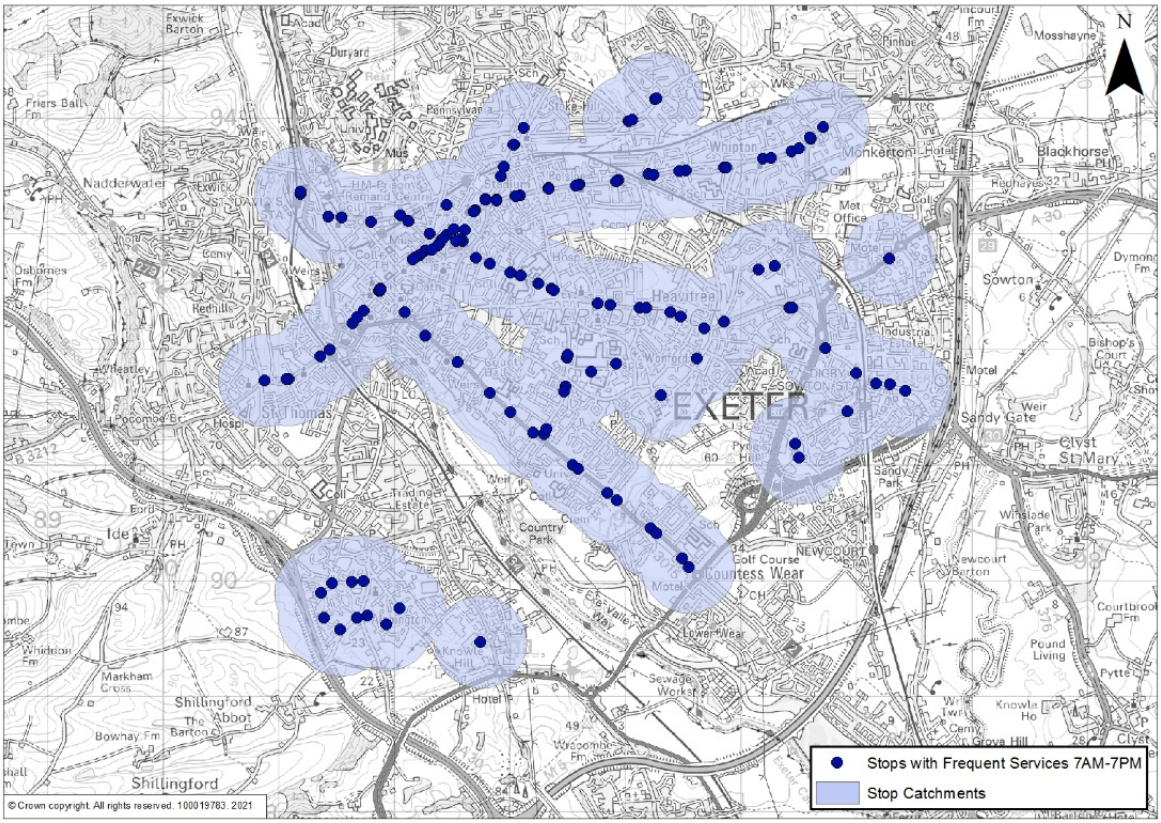


Figure 2-15: Catchments of Exeter bus stops with frequent services.

As shown in the table below, approximately 19% of Devon's population lies in the catchment of a frequent bus service throughout the inter-peak period (10AM-4PM), whilst some 17% has access to such services throughout the daytime hours (7AM-7PM). However, again there are significant regional differences, with the majority of Exeter's population having access to such services, whilst only 1% of Mid Devon's population (those living in the immediate vicinity of Tiverton bus station) has such a service throughout the day.

District	Population with Frequent Service	
	During Inter-Peak (10AM-4PM)	During Daytime (7AM-7PM)
East Devon	15%	12%
Exeter	64%	57%
Mid Devon	2%	1%
North Devon	16%	15%
South Hams	4%	2%
Teignbridge	15%	14%
Torridge	9%	9%
West Devon	4%	4%
Devon Overall	*19%*	*17%*

Table 2-6: Populations with frequent services by District Council area.

2.1.13. Bus Stop Density Network

Within Devon as a whole, there are some 6,000 active bus stops within an area of 6,600 km^2, amounting to slightly less than 1 bus stop per km^2. However, the service frequency these stops receive varies significantly, with some stops within town and city centres having a 'frequent' combined service (i.e. 6 or more buses per hour), whilst others are served less than daily. Overall, stops in Exeter typically have better services than those in other districts, with some 85% having at least journeys, and 20% having a frequent service, whereas for West Devon, the corresponding figures are 15% and 0%, respectively.

District	Stop Density (per km^2)	% with Daily Journeys	% with 5+ Journeys	% with Hourly Journeys	% with Frequent Journeys
East Devon	1.30	80%	75%	45%	0%
Exeter	14.64	95%	95%	85%	20%
Mid Devon	0.73	60%	55%	30%	0%
North Devon	0.71	85%	75%	40%	5%
South Hams	0.85	85%	70%	40%	0%
Teignbridge	1.34	75%	70%	40%	5%
Torridge	0.52	70%	60%	25%	5%
West Devon	0.48	70%	60%	15%	0%
Devon Overall	0.90	*80%*	*70%*	*45%*	*5%*

Table 2-7: Bus Stop Density by District Council area.

2.1.14. Local Bus Operators

Bus services in Devon are provided by 16 local bus companies. In addition, nine community groups operating local services under a Section 22 permit.

Stagecoach Southwest is the largest operator, running around 93% of all bus services operating in the county. The next two largest operators are Country Bus and Dartline. It is however interesting to note that geographically the picture is different with the largest operator's dominance not being as apparent. Small and medium-size operators tend to be significant providers in their own local areas and on the important but less frequent rural network. As a partial reflection of these different types of services, Stagecoach operates only 52% of the DCC's supported network (in terms of contract value), as shown in the chart below.

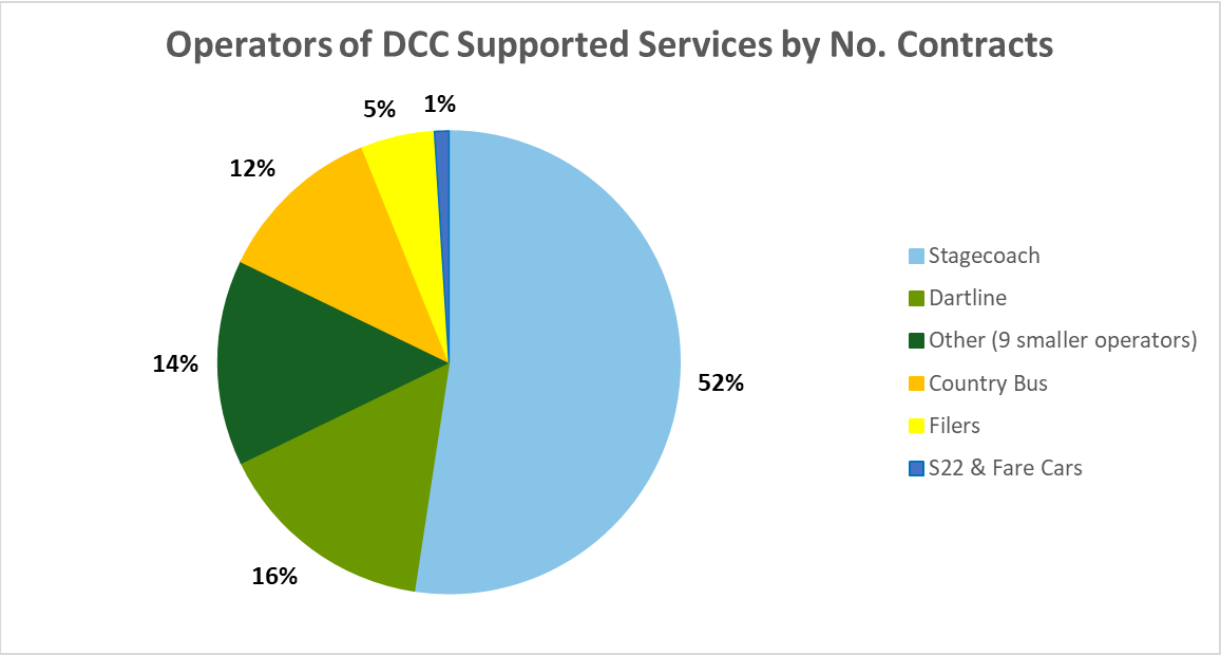


Figure 2-16: Operator provision of DCC supported services in Devon.

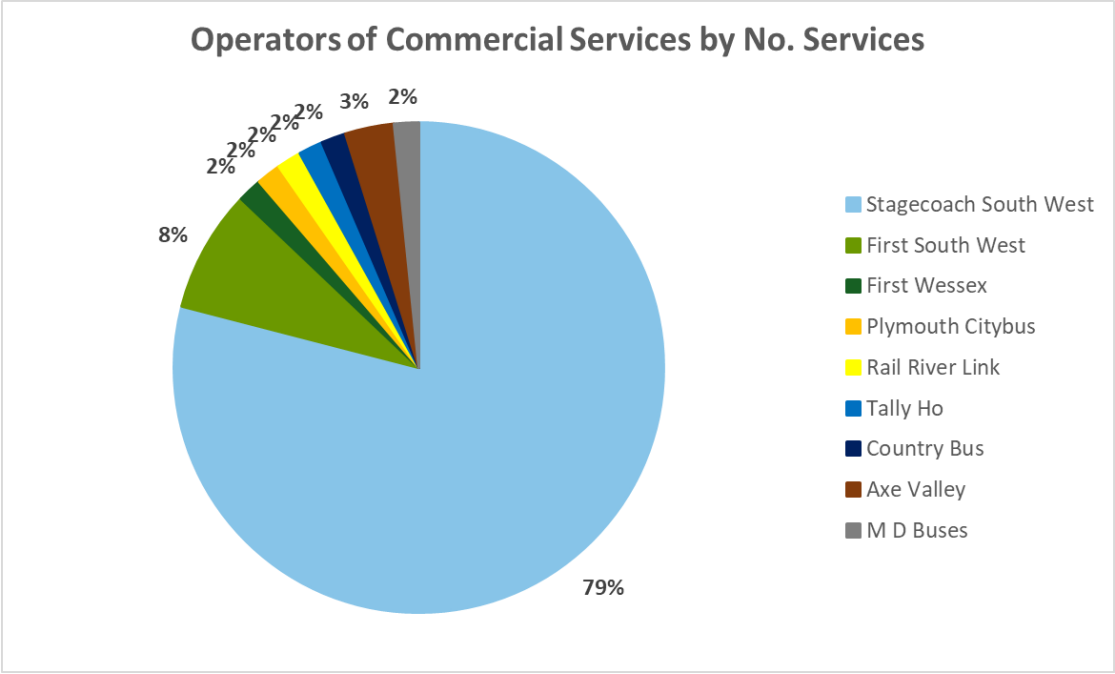


Figure 2-17: Operator provision of commercial services – by number of services operated.

With the notable exception of the relatively self-contained North Devon network, which has seen more than one phase of competition, we have seen little disruptive competition of the sort frequently cited as a negative impact of deregulation.

Stagecoach Southwest, as our major operator, has demonstrated very little monopolistic behaviour. It has tended to grow its way out of any viability issues and has favoured stability and stepped changes rather than a series of hasty changes which threaten passenger confidence.

2.1.15. Community and Voluntary Transport

The following table illustrates the current provision of community transport in Devon:

Type of Service	Permit	Current Offer
COMMUNITY BUS - registered bus services accessible to all - helping isolated communities to reach local amenities	Section 22	9 schemes operating within the County in mainly rural locations **64,842 passenger trips (commencing in Devon) in 2019/20**
RING & RIDE - Accessible door-to-door service for passengers unable to access or use conventional bus services. Offer weekly journeys to local market town and supermarkets. Pre-booked, flexible timetabled service.	Section 19	77% of Devon parishes can access a service at least once a week. 13 independent Community Transport groups providing Ring & Ride services in Devon **25,683 return passenger trips in 2019/20**
COMMUNITY CAR - Schemes offer volunteer drivers who use their own cars to give lifts to those without private transport or other public transport options to reach medical, health or wellbeing appointments.	N/A	60 schemes across Devon, supported by 3 regional Car Forums. Size of schemes vary with pools of drivers from 5 - 70 volunteers **131,000 journeys in 2019/20 – 68% health journeys, 32% social welfare**,
WHEELS 2 WORK – offer loans and support for two-wheeled transport to help people to access work and training	N/A	Since its inception in 2006, the scheme has helped over 12,000 people into work and education. **Helped 47 people with scheme bikes in 2019/20**

Table 2-8: Community transport provision in Devon.

2.1.16. Current DCC support for local bus services and community transport

The level of support from DCC for public transport in 2021/22 is set out below:

Area	2021/22 Funding
Public Transport Support	£4,466,000
Community Transport	£435,000
Publicity, Promotion, etc	£105,000
On Street Parking[7]	£2,115,000
Total	**£7,121,000**

Table 2-9: DCC support for public transport, 2021/22.

The Concessionary Bus Travel budget is a further £8,615,000 per annum.

In addition, the following external funding is budgeted for:

[7] The income from on-street parking charging and any penalty charge payments received is used to supplement revenue budgets. This must only be used for permitted purposes under Section 55 of the Road Traffic Regulation Act 1984, but support for local bus services is allowed under this provision. DCC's use of this revenue is an important supplement to its core budget.

Area	2021/22 Funding
Section 106 developer agreements	£945,289
Devolved BSOG[8]	£994,371
External funding partners	£130,908
Total	**£2,070,568**

Table 2-10: External funding for public transport, 2021/22.

In addition to the above, DCC was allocated £985,778 through the New Funding for Supported Services. Spend against this has been delayed due to COVID-19, with the first improved services being introduced in the summer of 2021.

Apart from unavoidable budget adjustments in 2011 and 2015, DCC has maintained its support for local bus services and community transport.

DCC has a good record of utilising external funding opportunities over many years, including the former Rural Bus Subsidy Grant and successive Bus Challenge funds. We have worked with numerous funding bodies, including the former Rural Development Commission and the European Union (e.g. the former LIFE Programme).

The budgets are managed by working closely with our bus companies. We have avoided sudden repeated changes and wherever possible have let contracts for the maximum permitted length to provide stability. We work with our bus companies to harness commercial initiative and to see that supported services complement this. This has been particularly successful with kick-starting services with Section 106 developer funding. Our aim, wherever possible, has been to use short-term funding to develop services to a commercial level while continuing to support services which cannot reach this viability.

2.1.17. CBSSG Funding

Total local authority CBSSG expenditure since the pandemic started has been approximately £2,450,000. Commercial CBSSG is additional to this and if we take the 80:20 commercial/supported split, if we estimate that commercial CBSSG is at least four times the local authority total, therefore could be £12.25 million overall across DCC's area.

Following the expiry of CBSSG funding on 31st August 2021, DCC has been allocated £424,000 Bus Recovery Grant for the period up until 31st March 2022.

[8] Actual expenditure from BSOG may vary due to carry-forwards and profile of spending over financial years.

2.2. Provision of information

DCC maintain a supply of reliable and quality passenger information, both in printed formats and electronically. We have ensured full compliance with Open Data regulations. Information is provided in different formats (e.g. large print) if requested.

2.2.1. Electronic Information

DCC provide and manage the Travel Devon website. As well as information on using bus services in Devon, this provides links to:

- online timetables of all services across the county
- an interactive bus map
- ticketing information
- information on accessibility and community transport
- concessionary bus pass – including how to apply
- Latest news and announcements – this is supplemented by our twitter feed: @JourneyDevon

The website also provides a platform to link users in with other modes of travel such as Rail, Cycling and Walking.

Figure 2-18: image showing Travel Devon website home page.

2.2.2. Printed Information

Although we have continually reviewed and reduced the quantities of printed bus information we produce in Devon, there is undoubtedly still a call for this media by many bus users. We currently produce the following on an at least annual basis:

- Printed timetable books for six regional areas across Devon (showing all services in each area, and bus maps for each regional town)
- Devon Bus Map – showing a summary of services across the county
- Exeter Bus Map – showing services across the city
- Timetable displays at key stops for all services

Figure 2-19: Printed bus information.

2.2.3. Operator Provision of Information

Although provision of information varies dependant on the size of the operator, there is a large reliance on the information provided by DCC. Stagecoach, through their corporate web presence, provide on-line journey-planning information with timetables and fares, and a mobile app with real time journey-planning and instant ticketing.

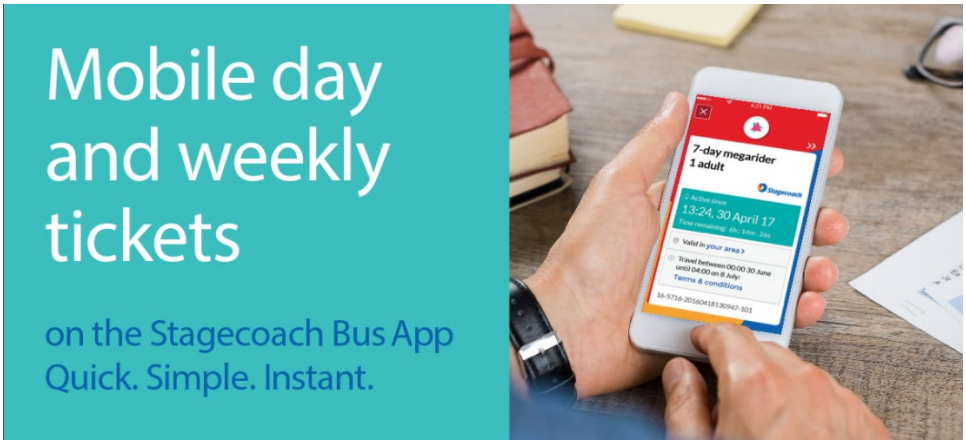


Figure 2-20: Advert for Stagecoach Bus App.

Other operators largely rely on DCC information although do provide:

- route leaflets are offered for a few commercially operated services
- web sites of varying standard and content
- real time feeds in compliance with Open Data regulations

2.2.4. Traveline (National Public Transport Information)

Figure 2-21: Traveline South West Logo.

We work closely with Traveline, which is largely funded by local authority and operator contributions, and provides:

- an on-line journey planner
- comprehensive route maps, timetables and fare information
- telephone enquiry service
- a Text for Times service
- a real time data feed for DCC and Stagecoach display screens
- an open data source which feeds other platforms such as Google maps

2.2.5. Real Time Information

DCC currently provide or are part of a range of RTI-capable systems. There are over 50 RTI displays installed at bus stops across Devon, as well as digital versions of these displays available for any stop within Devon.

DCC is also a partner in the new Exeter Bus Station (opened July 2021), which features a range of RTI display types throughout the building and has worked closely with third parties to refine and improve upon the RTI data we process and provide to the public.

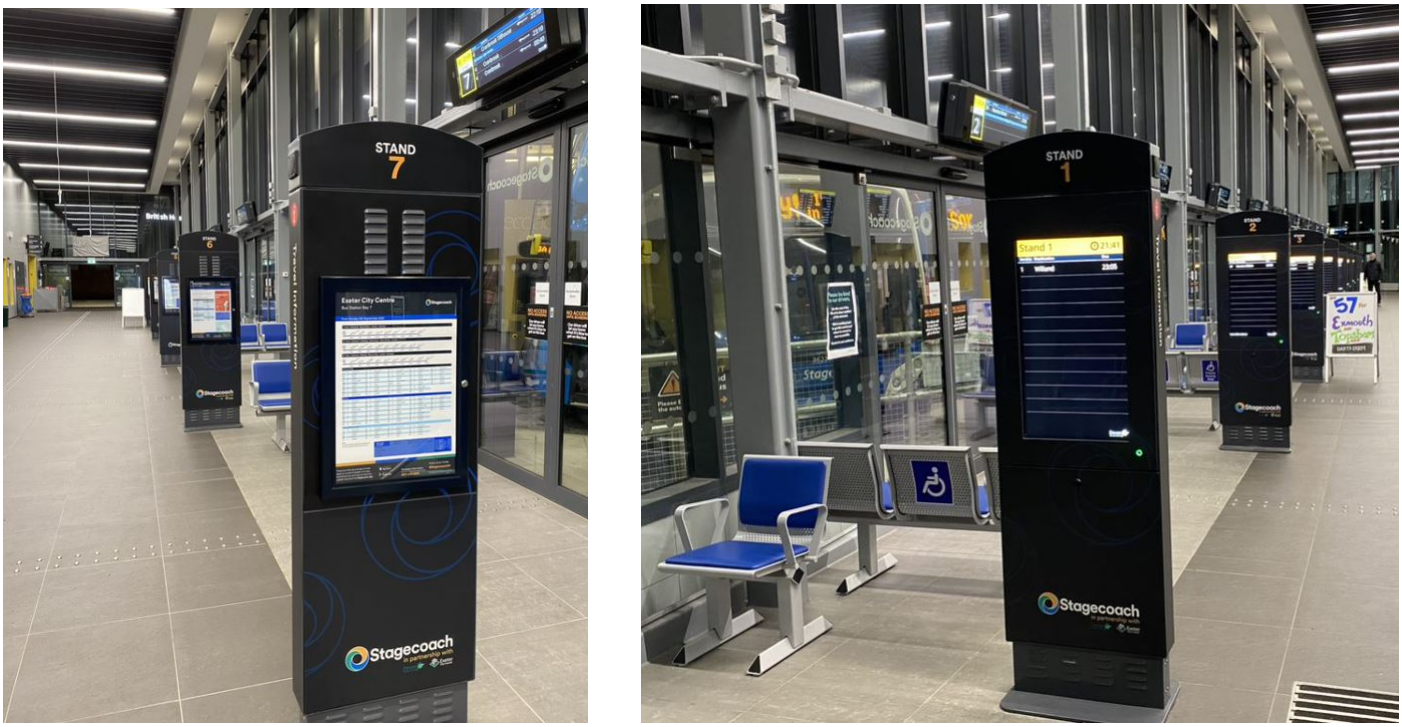


Figure 2-22: Real time information displays at Exeter Bus Station.

2.3. Ticketing

2.3.1. Current ticketing - partnership arrangements

Individual service fares apply across the network and have developed historically with no standard fare scale, even within Stagecoach. Where a company has taken over a service from another, there has been no attempt to standardise fares. In areas and on individual routes where there has been competition in the past, fares have remained low after the period of competition ended.

The main commercial operator, Stagecoach South West, offers a range of period and multi-journey network tickets. There are other single-operator commercial offers. These are all set out on their websites and additional information can be found at www.traveldevon.info/bus/tickets/

Historically, on higher frequency supported services, in particular those transferring from the main operator to secondary operators, DCC has required the acceptance of certain network tickets issued by the main operator.

2.3.2. Devon Day Ticket

Since 2017, DCC has brokered the Devon Day ticket, by means of a voluntary multi-operator partnership agreement. The price is agreed by consensus each year, and revenue stays where it falls – hence there is no requirement for back-office administration. Marketing of the scheme is supported by DCC, mainly with printed literature and through social media. This is supplemented by individual company efforts. All but one operator with services in Devon participates, and all DCC-supported services are included within the validity of the ticket.

Figure 2-23: Devon Day Ticket advert.

We have spoken to all train operating companies to engage them in the scheme. However, negotiations have not yet been concluded, mainly due to the potentially unattractive price of a bus/rail tickets and questions as to time-of-day validity.

2.3.3. Average Fares

As shown in the table below, the average adult fare per trip was £1.87. The average adult single fare was slightly higher, at £2.28, owing to some 40% of passengers purchasing other types of ticket, such as returns, day tickets or weekly tickets (see figure below), which typically offer better value for frequent travellers.

Ticket	Average Price – 2019/20
Adult Single	£2.28
Adult Return	£4.04
Day Ticket	£4.72
Weekly Ticket	£17.01
Carnet/Flexi Ticket	£23.22
Annual Ticket	£781.12
Adult Fare Per Trip	£1.87

Table 2-11: Average ticket prices, 2019/20.

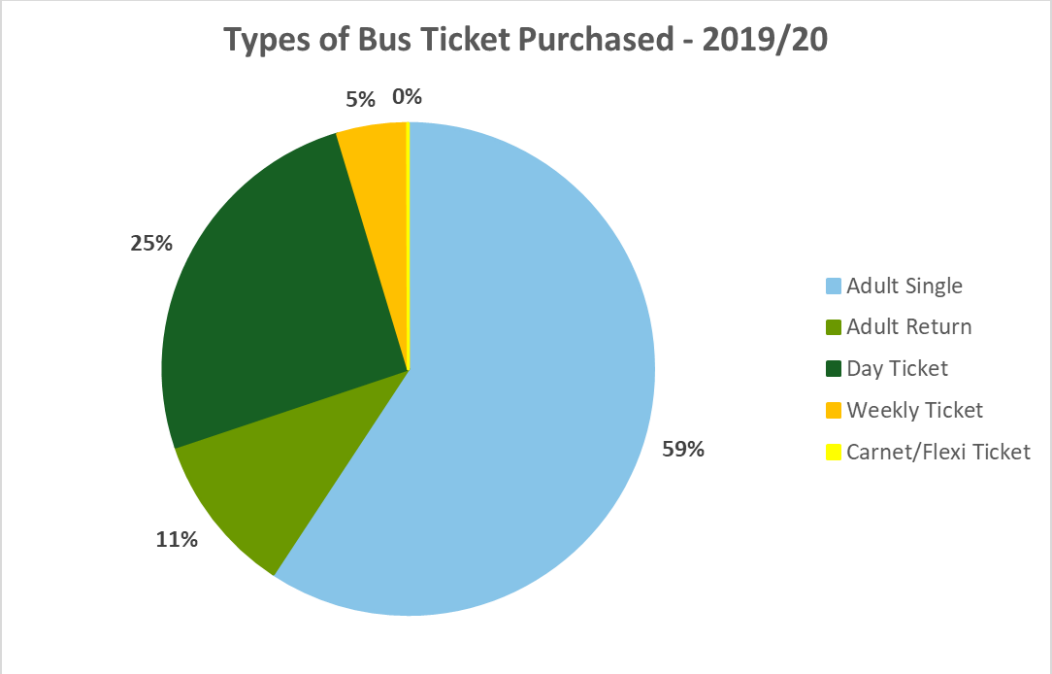


Figure 2-24: Types of bus ticket purchased, 2019/20.

2.3.4. Payment Methods

Contactless payment is almost universally available on bus services in Devon, partly thanks to DCC financial assistance to small and medium-size operators for acquisition of the necessary ticket machines.

During financial year 2019/20, there was a gradual increase in the proportion of fare revenues coming from card payments, from 30% in Q1 to 43% in Q4 (see figure below). In Q1 2020/21, this trend accelerated significantly, likely due to operators encouraging card payments and public concerns around handling cash during the COVID-19 pandemic, resulting in a near inversion of the card/cash revenue split recorded during Q1 2019/20. Subsequently, the proportion of revenues from card payments has remained relatively stable, at 60-65%.

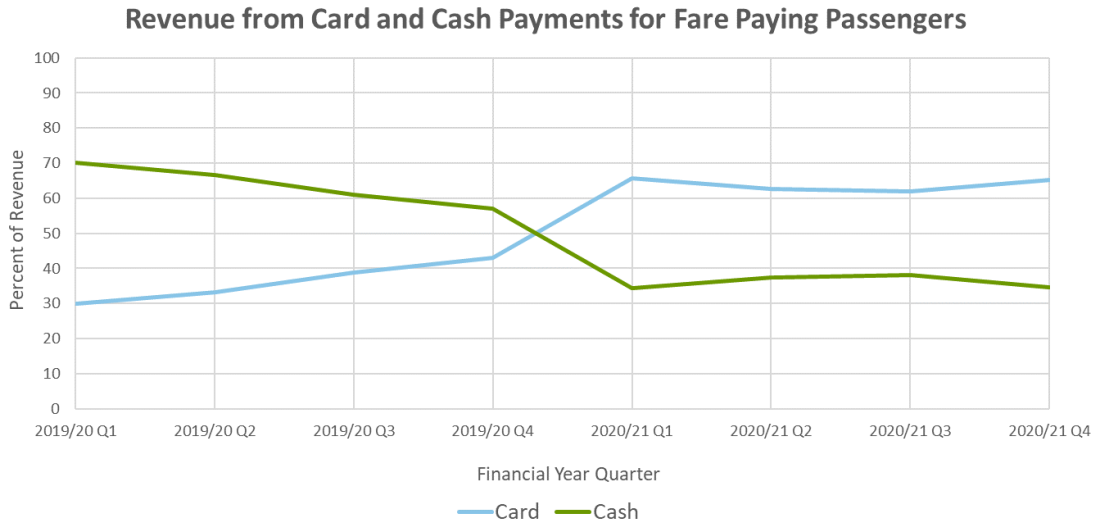


Figure 2-25: Revenues from card and cash fare payments, 2019/20 to 2020/21.

2.4. Vehicle Fleets

DCC collect fleet information for each bus operator in Devon and as of September 2021, **the average age of a bus in Devon is 9 years**.

Most buses in Devon are operated by Stagecoach South West with a fleet size of 413 vehicles and an average age of 9 years. Other operators run fleets of varying sizes, with around 160[9] vehicles on the Devon roads. Average fleet age varies from 6 to 15 years.

In terms of emissions, 71% of buses in Devon are of the Euro VI or Euro V emission standard. A further 11% and 18% are Euro IV and Euro III standard respectively. Only 1 bus is Euro II standard. There are currently no electric or hydrogen powered buses in operation in DCC's administrative area.

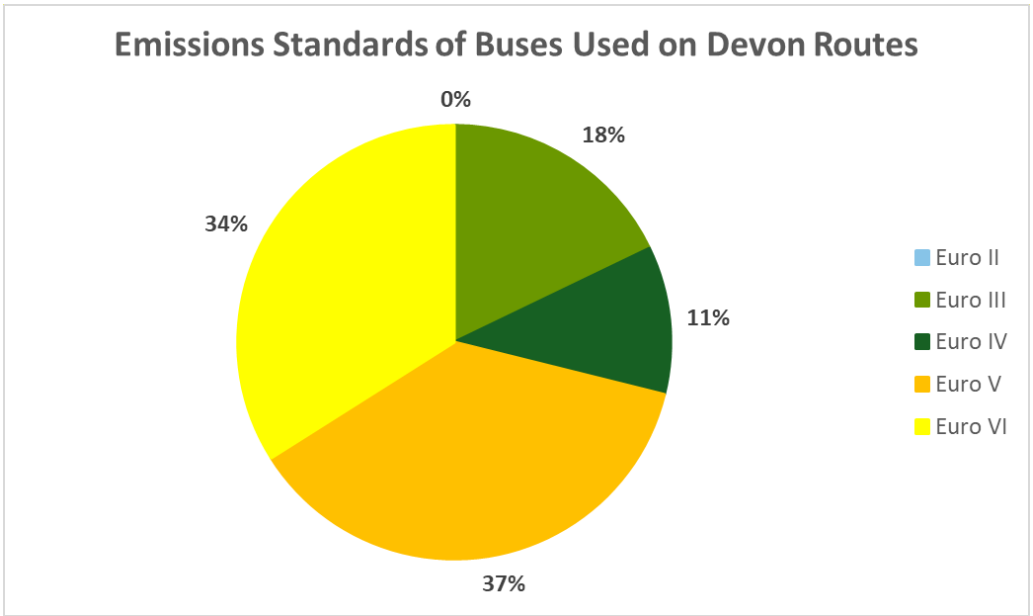


Figure 2-26: Emission standards of vehicles used on Devon bus routes.

[9] This figure is approximate, due to some companies running cross-boundary services into other local authority areas.

2.5. Current Network Barriers and Opportunities

In Devon we can identify the following factors which affect bus usage:

Priority	Barriers to bus usage and growth	Opportunity to explore
1.	Shortage of drivers for existing and improved services	We need to work with our local operators to promote bus driving as a vocation with associated values, pay, terms & conditions and other benefits in recognition that bus staff make a considerable difference to the experience of a passenger journey. This includes contributing to issues at a national level.
2.	Distance and consequent journey times, making the car more attractive, especially where good road links and by-passes are available.	Measures on the highway to give the bus advantages over general traffic. Faster more efficient boarding and alighting
3.	Bus routes are lengthened by diversions off the main road. This reflects the difficult balance between a roundabout route to gather up sufficient patronage, but at the same time deterring some end-to-end usage. Many communities may be remote from the core bus network. There is a balance between more direct routes and fewer stops while looking at developing sustainable routes.	Improved direct links to and from strategic centres offering the range of essential services – health, education, shopping, employment, leisure. Exploring simplified route networks and exploration of feeder routes, including with DRT (as set out in section 4.1.1 below) Provide secure cycle parking at bus stops on direct bus corridors to better connect communities to bus network and improved end-end journey times.
4.	Bus fares perceived as being high	Greater promotion and awareness of what is available. Simplified lower fare initiatives and more attractive fare structures, both to encourage usage and to reduce passenger boarding times.
5.	In the urban areas or for inter urban travel congestion varies constantly	Closer working relationship between DCC departments (Planning, Highways and Passenger transport) and bus companies to improve local bus services and their access on the Highway. This includes short and long-term issues.
6.	New housing developments not suitably located or planned for optimum bus services.	Work with planning authorities on developing sustainable transport solutions early in the process. New housing developments increase the local population and help sustain existing enhanced services.

Priority	Barriers to bus usage and growth	Opportunity to explore
7.	Availability of free or low-cost council and commercial (e.g., supermarket) parking.	Transport planning to take into account of and give priority to sustainable transport options.
8.	The need for ongoing revenue funding at a high subsidy per passenger, reflecting operating costs over long distances and low demand. DRT services can become subsidized individual taxis due to the thinly spread and sporadic nature of demand.	Explore DRT, Fare Car or Community Transport solutions. Link transport to complimentary agendas to help people reach community-based activities and the wider countryside for health and well-being.
9.	Insufficient local populations to support frequent services	Expand Devon's successful implementation of the Total Transport concept, for example with the joint working between DCC and the NHS. Explore developing services for specific sectors of society (for example Ring & Ride services are perceived as for frail and elderly only) to the wider population.
10.	Reduction in the number of traditional, bus users, especially in rural areas, and their replacement by newcomers to the community with different lifestyles and less intention to use public transport.	Attracting new bus users through improved service and image of the bus, particularly targeting younger people not acquiring cars or learning to drive. Improve the standard and consistency of the waiting environment, bus stop infrastructure and roadside information provision. Ensure people feel safer using the bus. Provide liaison with the public and communities to seek views for the types of journey patterns they need.
11.	Idiosyncratic working patterns, many unique to individuals, range of destinations and shift patterns	Work with the business sector and major employers to develop services to better meet need. Better match post COVID19 demand and the new network to emerging revised working patterns.
12.	Greater choice of school or colleges which partially fragments peak-time demand for education travel. Competitive schools and colleges attract students from a widely dispersed rural area. Leads to greater term-time congestion in urban areas	Further develop relationships with state and private schools and colleges. This could include more attractive contracted/ commercial bus services serving these establishments. This would have a major impact on peak time car use and develop Passenger Services Vehicle Access Regulations (PSVAR) compliant services.
13.	Change in view of the nearest market town being the local shopping centre;	Building incrementally on stronger services with evidence of the effectiveness of this

Priority	Barriers to bus usage and growth	Opportunity to explore
	more recently impacting by the move to online shopping	approach from previous experience either through Government initiatives or local developments (for example Section 106 developer funding). Recognise the importance people place on their community and environment, re-examine what we mean by "socially necessary" and identify priority destinations and service needs.
14.	Other modes (either through actions or perception) being given a higher priority over local bus services.	Buses to be considered equally alongside other modes of transport. When considering improvements for walking, cycling or the car consider and act upon impact on bus services. Building on strong relationships with Stakeholders (including neighbouring LAs, NHS, Education settings, our National Parks etc.) to integrate their strategies into a better integrated network.
15.	Decline in the number of bus operators	Scope to further encourage the bus operator supplier base with stable contract conditions and improved conditions for staff. Represent all operators and foster better relationships with and between operators.

Table 2-12: Current barriers to bus usage and opportunities to explore.

Opportunities to explore further are expanded on in section 4 of this document.

2.6. Views of stakeholders

During Summer 2021, a high-level consultation was undertaken with key local stakeholders, including representatives and officers of councils at all tiers of local government, bus operators, action/user groups and other public bodies (e.g. National Park authorities). We received 174 responses.

Respondents were asked for feedback in three areas:

1. What do you see as the biggest barrier to bus travel in Devon at the moment?
2. What areas would you see as a priority for the Bus Services Improvement Plan in Devon?
3. Comments/other areas for improvement you would like to be considered when we write our BSIP

2.6.1. Question 1 – Current barriers to bus travel

As shown in the figure below, service levels (including general service levels, evening services and weekend services) overwhelmingly emerged as the greatest barrier to bus travel among local stakeholders, with almost 120 of 174 responses referencing the topic. The design and reliability of

the bus network and fares and ticketing were also identified as key barriers by around 20% of respondents. However, information provision/service promotion was seldom identified as a barrier, with only 6 respondents referring to this aspect.

Issues with the bus network were also commonly cited by town/parish councils, particularly those in rural areas, with many responses suggesting the range of destinations offered is too limited, and/or that routes are too indirect to be attractive. Operators raised a range of other issues, including concerns around the viability of routes and regaining patronage/consumer confidence post-COVID.

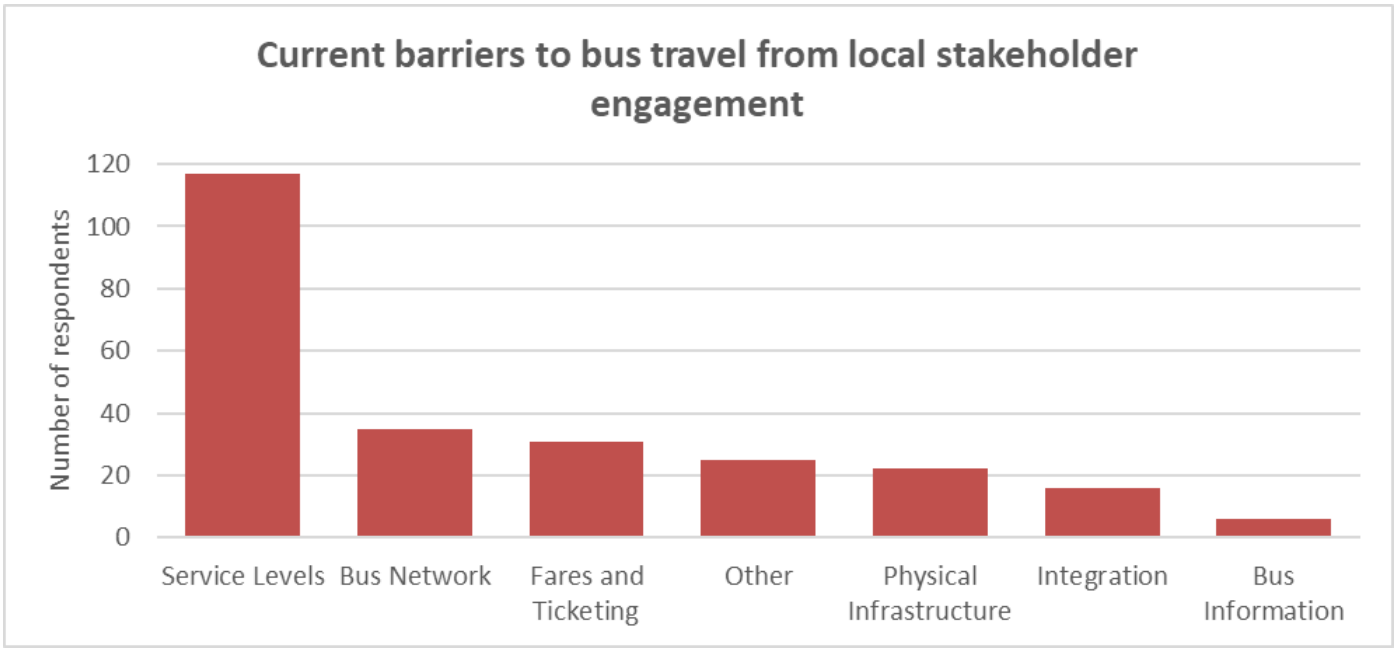


Figure 2-27: Current barriers to bus travel, from stakeholder engagement.

2.6.2. Question 2 – Priorities for the BSIP

We invited respondents to rank seven items in terms of their importance for the BSIP:

- Cheaper fares;
- Extending the bus network to include more places;
- Increasing the frequency of services;
- Expanding services into evenings and weekends;
- Making bus information easier to understand and more consistent across operators;
- Improving integration with other modes of travel; and
- Making buses easier to use, with common branding, simpler fares and more easily accessible information.

The graph below shows the highest priority aspects among each of the three principal stakeholder groups. Expanding the bus network was viewed as high priority by all stakeholder groups, but that increasing service frequencies was significantly less important to operators than local councils, especially county/district councils. Conversely, cheaper fares was viewed as the highest priority by over 20% of operators, but less than 10% of county/district councils saw this as the most pressing issue.

Of middling importance, with approximately equal numbers of respondents viewing as of high and low priority, were aspects such as cheaper fares and expanding evening and weekend services.

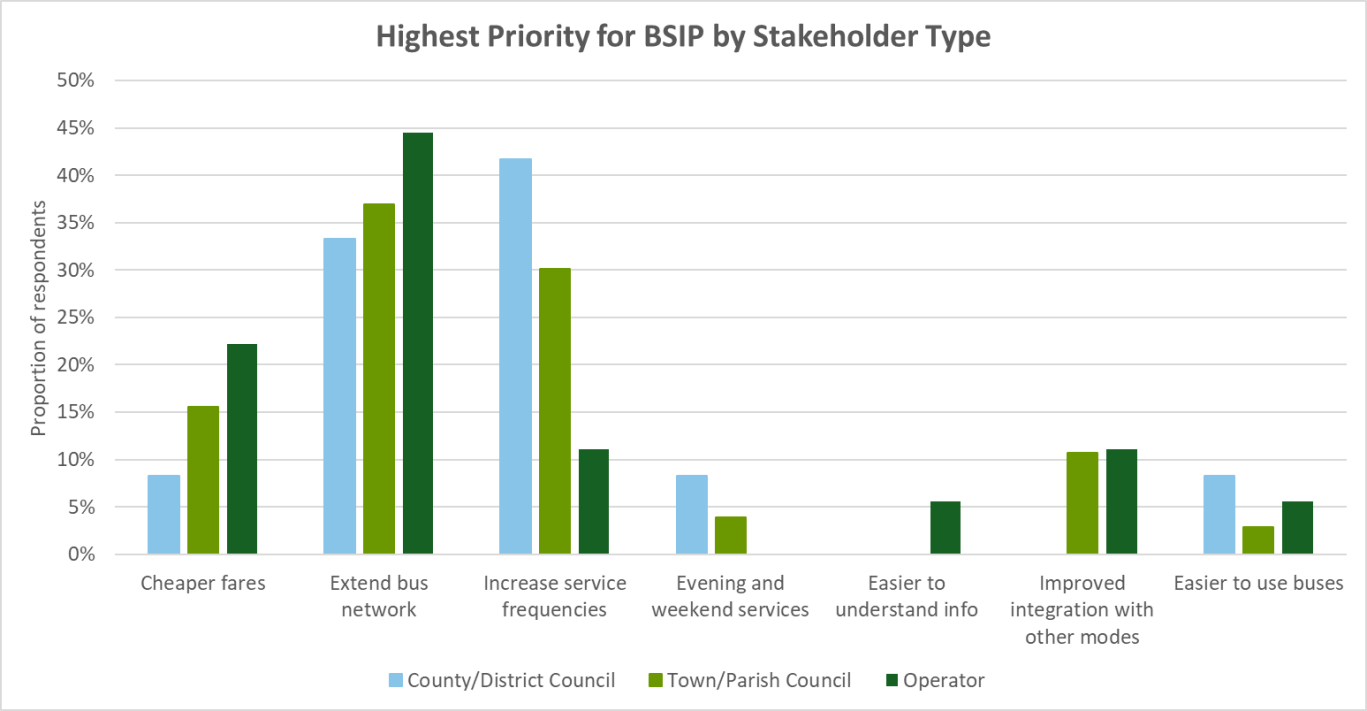


Figure 2-28: Highest priorities for BSIP, from stakeholder engagement, by stakeholder type.

2.6.3. Question 3 – Other areas for improvement

Finally, as shown below, the suggestions of areas for improvement partly mirrored the feedback to Q1, regarding the principal barriers to bus use, with service levels emerging as the area most cited as needing improvement. However, comments regarding physical infrastructure and integration were more common in response to Q3, with the former including the introduction of more eco-friendly buses and improvements to bus stop infrastructure, and the latter being principally concerned with connections to other public transport services.

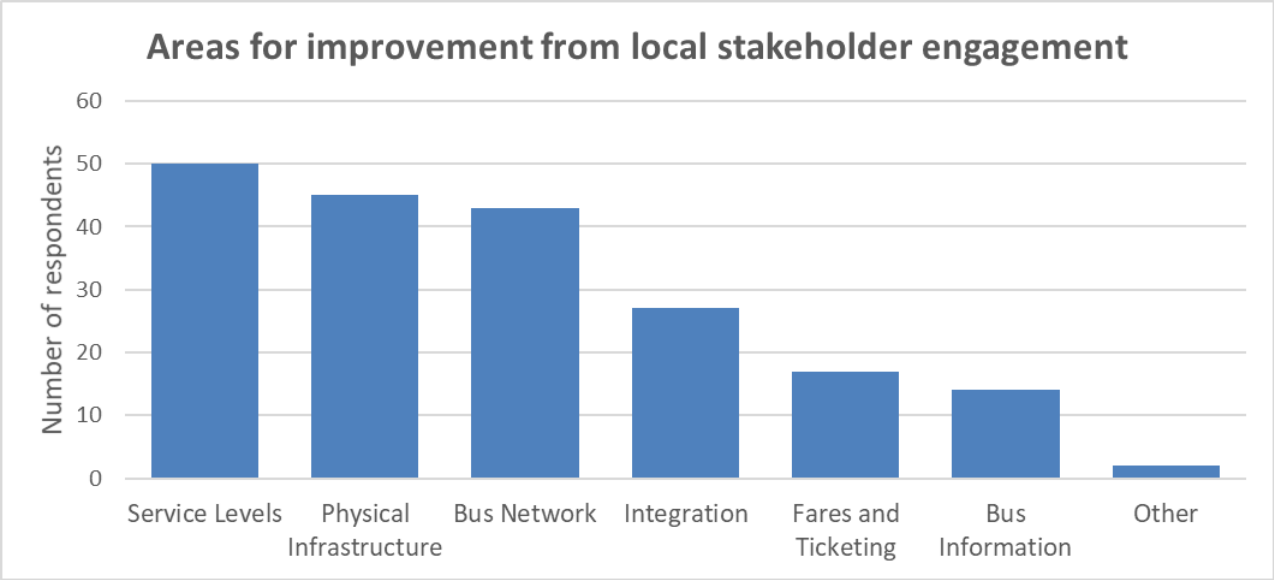


Figure 2-29: Areas for improvement, from stakeholder engagement.

2.6.4. Summary

Stakeholders identified **enhancing bus service provision**, both in terms of the network of routes available and the service frequencies on individual routes, as a priority to be addressed through the BSIP.

Improving physical infrastructure (e.g. bus priority measures and bus stop facilities), **improving integration with other modes/services** and **making fares cheaper** also received significant levels of support. However, making bus information easier to understand and making buses easier to use (e.g. through providing common branding across operators and simplifying ticketing) were viewed as of lower priority amongst stakeholders.

This information was considered when writing the proposals for our BSIP.

2.7. Collaboration with other Local Authorities

As set out in section 1.7.3, DCC is working in close partnership with its Sub National Transport Body partners, principally Cornwall County, Plymouth City Council and Torbay Council on the improvement of services and are seeking to develop flexible, multi-modal ticketing for the Peninsula region.

We are working together on the development of our bus services with all cross-boundary routes identified. Whether commercial or LTA supported, we have identified a lead authority for the future development of these services and how they can better link with wider strategic network across the region including longer distance rail and coach connections.

As a partnership we will look to build on the lessons learnt in Cornwall through their Interoperable Ticketing Agreement and their national fares pilot and work together on an inter-operable suite of tickets across our counties. This will deliver ticketing products that our residents and visitors in equal measure want and need. We recognise that many journeys don't neatly align with either LTA boundaries or within a single operator's network, nor should they need to. In order to make buses easier to understand and use, we commit to developing products which match the journeys people want and need to make and not inconvenienced by authority borders.

We believe an inter-operable suite of tickets at this scale, spanning the geographical area and population of Cornwall, Devon, Plymouth and Torbay, combined with all bus routes and operators in this area, will be unique in England and demonstrates our collective ambition to get more people travelling by bus.

To do this there will need to be a comprehensive back-office network to make sure revenue is appropriately apportioned and to ensure that the complexity of operation is experienced in that back office and not by the user boarding the bus, and therefore seek to make this a cornerstone of our respective Bus Service Improvement Plans across the region.

DCC is also working with Somerset County Council and Dorset Council, although the level of cross boundary movement is currently less than with our southern and western neighbours. With Somerset we are keen to explore, with Exmoor National Park, improved access for leisure and with Dorset the gateway between the two authorities through Lyme Regis and along the Jurassic Coast.

2.8. **Adaptations to face post-Covid challenges**

The COVID-19 pandemic posed an existential threat to the bus industry. From the start of the first lockdown in March 2020 losses of patronage of up to 95% were reported, with overall patronage among operators submitting monthly returns falling 90% in April 2020 compared to April 2019 (see figure below). Small and medium-size businesses were talking of having to shut down entirely within days or weeks.

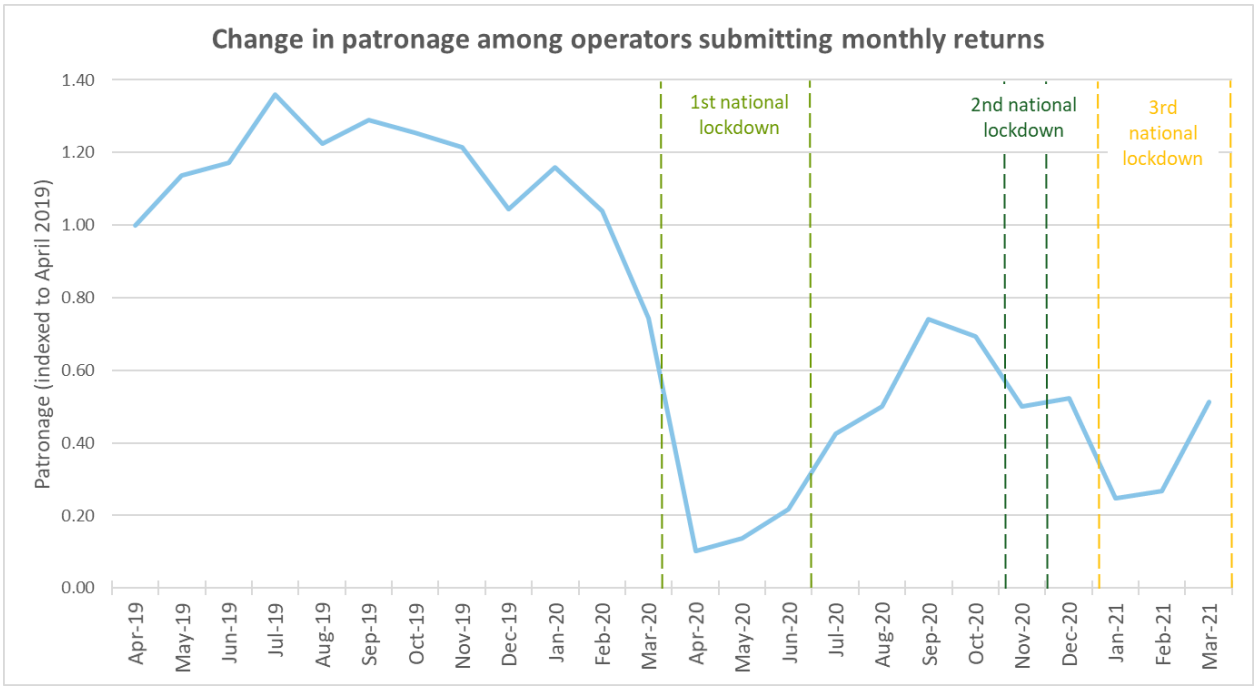


Figure 2-30: Patronage among operators submitting complete monthly returns during financial year 2020/21, indexed to April 2019[10].

DCC's immediate response was to commit to maintaining local bus service contract payments even where operations were suspended and to peg concessionary reimbursement payments at 2019 levels. We were hugely reassured when Government advice to authorities soon endorsed this approach and the subsequent package of CBSSG funding from Government then secured the bus network. By the time of our commitment to pursue an Enhanced Partnership (end-June 2021), DCC had channelled over £2.4million in local authority CBSSG payments to bus operators. Commercial CBSSG will have been significantly more.

There were some commercial reductions and changes prior to COVID-19 but these have been largely covered by DCC support and amended through ongoing dialogue with the bus companies. Bus Recovery Grant will enable us to continue our aim of stability leading up to the opportunities for improvement.

Much of this patronage loss will be recovered but there is ongoing cause for concern. Industry representatives talk of recovery not exceeding 80% for some time to come. In Devon, in common with most places, we see several challenges as we seek to enable and encourage recovery:

- Some of our bus companies operate both buses and coaches and have seen their private hire business volumes shrink to near-nothing and they will rely on this sector recovering.

[10] Some operators, including Stagecoach South West, provided patronage data on a quarterly rather than monthly basis, and hence are excluded from this data.

- No one can predict the precise long-term impact on work travel brought about by home-working and business closures, particularly shops. In Devon, commuter flows are not as significant as school and college travel but nonetheless even a 20% loss of work travel would dent the viability of some key services.

- Future shopping patterns will be hard to predict due to the increase in on-line shopping and the closure of some high street retail outlets. Passengers who have no alternative but to use the bus still need a shopping destination worthy of the name. In Devon there has been a long-term historical trend for shoppers to leap-frog their nearer market towns in favour of more distant larger centres and it is possible that this process could go further, with even certain larger centres looking less attractive than they did in 2019.

- Concessionary travel is taking time to recover. DCC is committed to working with our bus companies in an eventual transition back to payment for actual travel and we welcome any further Government guidance on any long-term impact on the method of reimbursement calculation. We are committed to a managed transition and to careful monitoring of any impact on services.

- School and college travel underpin much of the Devon bus network. Whilst most of this travel will return to 2019 levels, we remain concerned as to the possible impact of partial remote teaching patterns in further and higher education.

- The marketplace for local bus service contracts has remained stable. We took a decision to avoid large-scale retenders but where tenders have been undertaken - including those for DfE-funded duplicates - the market has responded well with competitive and reasonable prices and a level of competition comparable with or greater than 2019. Some coach companies have increased their scope by expanding into local bus service contracts.

- The joint working with our bus companies through COVID19 and been a tremendous success. This has been essential in seeing the bus network through difficult times and will have a lasting positive effect. The development of the Enhanced Partnership constitutes a formalizing of working relationships already forged out of mutual trust and recognition. If we can get through a global pandemic together, we can also deal with future challenges.

SECTION 3

Our Future Offer to Bus Passengers;

Targets

3. Our Future Offer to Bus Passengers; Targets

We have set the following targets for bus operations across the DCC area. These targets will be collected at county level, as well as split regionally, to cover Exeter, Newton Abbot, Barnstaple and Exeter. They will be reported to the Enhanced Partnership on a six monthly basis.

TARGETS		Historical Data		Baseline 2021/22*	Target for 2025	Target for 2030	Measurement
		2018/19	*2019/20*				
Average Journey Speed - MPH		*13.11*	*12.98*	13.00	15.00	17.00	MPH - number of miles operated in a given time period divided by the number of operating hours in the same period
Network Punctuality & Reliability	Services operated	*99.60%*	*99.30%*	96.8%	99.6%	99.6%	% operated mileage
	Services on time†	*74.5%*	*73.1%*	TBC	92%	95%	Annual bus punctuality survey carried out by the Council's consultants in compliance with existing DfT guidance.
Passenger Numbers		23.9 Million	23.6 Million	16.5* Million	32 Million	37 Million	Total numbers of bus journeys made. Established channels of data supply from operators to the Council backed up by data-sharing agreements as appropriate
Customer Satisfaction Level		*95%*	*93%*	95%	97%	98%	Transport Focus passenger satisfaction survey
Modal Shift – current market share		*3%*		3%	5%	10%	Devon bus trips per capita (from DfT Bus Statistics) divided by South West total trips (from National Travel Survey)

*Baseline figures for 21/22 are actual figures for Q1 and Q2, with an assumption of further recovery in Q3 and Q4. These reflect the current macro-economic situation with regards to supply of labour and subsequent industry pressures.

† Average of DfT indicators 1, 2 and 3 (buses starting route on time, buses on time at intermediate timing points and buses on time at non-timing points)

SECTION 4

Our Future Offer to Bus Passengers

How will we deliver our BSIP?

4. Our Future Offer to Bus Passengers – How we will deliver our BSIP?

The DCC BSIP is an ambitious plan which seeks to stimulate and drive significant improvements to local bus services across the local authority area. These improvements will:

- see a step change in local transport provision delivered to current and new bus users
- seek to redress the balance in modal share between private and public transport, and
- ensure a future-ready buses approach is taken at every delivery step

Reflecting the priorities identified through the stakeholder engagement process (see Section 2 above), our future offer to passengers' places significant emphasis on expanding the bus network, by providing new daily journeys to many rural settlements, and increasing frequencies on existing routes.

We have also developed initial proposals to improve bus priority infrastructure on key corridors, improve integration with other modes (especially rail) and make fares more attractive, particularly through new and improved day ticket offers. We will look to make buses easier to use and make bus information easier to understand where possible, however these aspects may take lower priority as they were viewed as less important by many stakeholders.

4.1. Better Connected Communities through enhancements to services

4.1.1. Introduction

As part of the process of compiling our BSIP we have examined and costed three levels of service provision for all categories of service. Our chosen level, whilst still ambitious, does not include the highest service levels for rural areas. This is because the cost of this would prove very high for the numbers of potential passengers and we can see no way that it could achieve any form of sustainability. We have therefore selected an interim level that balances the improvements with long-term sustainability.

Area of Improvement	Details	Cost per year
Improvement to rural services	• Provision of at least four return journeys Monday to Saturday for all communities with a population of over 500.	£8,370,000
DRT (Demand Responsive Transport)	• Exploration of alternative models of delivery including Demand Responsive Transport (DRT), expansion of Fare Cars or fixed routes. • Costs indicated are for DRT trials in 4 rural areas over the next 3 years.	£2,160,000
Evening and Sunday Services	• On improved inter urban and city corridors; a service of at least three journeys per evening and on Sunday. • Expansion of hourly night-time services for routes carrying over 2 million passengers* per annum. • Expansion of the "Exeter Night Owl" trial – services on Saturday night into Sunday morning.	£2,790,000

Area of Improvement	Details	Cost per year
Inter-urban	• Improvements to services identified in the Exeter Transport Strategy up to a maximum frequency of 15 minutes. • Other services into Exeter to gain an additional journey per hour, plus those to strategic towns such as Barnstaple, Exmouth or Newton Abbot currently carrying over 100,000 passengers* per annum	£7,365,000
Devon "Lynx" – strategic enhancements including links to rail services	• Strategic links improved between centres of population. • Better connections with the strategic rail and coach network.	£4,575,000
City and town services	• Towns with a population of 20,000 to gain an additional journey per hour if carrying over 100,000 passengers* per annum. • Towns with a population of between 5,000 and 15,000 to gain a minimum provision of an hourly off-peak service.	£4,145,000
Devon Fares Strategy - lower and simpler to attract more passengers	• Proposals include: introduction of regional zone tickets to simplify fares, supported fares for young person's (age 16-18).	£2,990,000
Devon Bus - branding and marketing	• All buses in DCC area will carry the specified livery and Devon Bus or Devon Lynx branding. Development of websites and continuation of marketing campaigns.	£1,250,000
	TOTAL REVENUE COST PER YEAR	**£33,645,000**

Table 4-1: Summary of proposed service enhancements

All service levels are adaptable, and will depend on the funding available from:

1. Central Government through the BSIP process,
2. DCC revenue funding for public transport,
3. DCC Local Transport Plan capital funding (DfT integrated block)
4. Current and future external sources of funding (for example S106)
5. Building on Devon's integrated approach to passenger transport, for example for access to Health and Education (see the Total Transport section below)
6. Potential current and future partner stakeholder contributions to deliver their transport aims

4.1.2. Long term sustainable funding

DCC, working with our bus companies, has a good track record of developing services so that they do not require long term revenue funding. Examples include services which started, or were improved, because of the Rural Bus Subsidy Grant or Section 106 developer funding which then became fully commercial or required less financial support going forward. As set out in section 4.8 of this report our Total Transport approach also looks at maximising revenue from statutory transport functions to integrate into the public transport network. Based on experience we would like to develop services, fares, and other improvements so that they become self-financing in the longer term. However, we do need to recognise that some improvements, especially those in rural areas, will always require some form of ongoing revenue support.

4.1.3. Proposed strategic bus links – Devon Lynx

Within the level of service improvements above, DCC proposes the following adjustments to the network which will improve strategic links across Devon. Whilst some services are new, many are incorporated into existing routes:

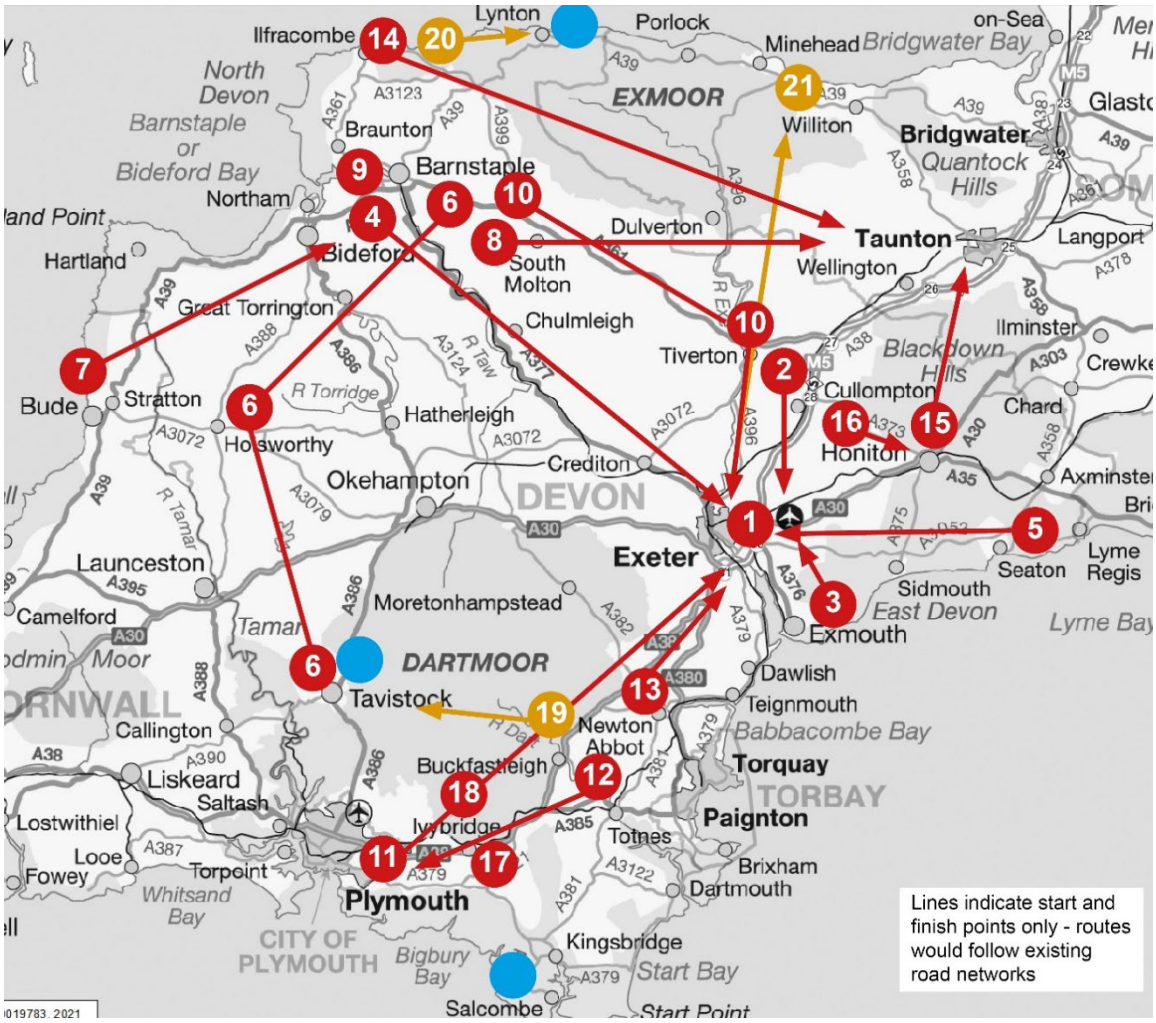


Figure 4-1: Map of proposed strategic bus links.

1	Exeter City early morning/late evening services to East of Exeter growth point	11	Improved hourly X38 Exeter - Plymouth (forming part of Ivybridge to Plymouth 15-minute frequency)
2	New service Tiverton and Cullompton to Exeter & East Devon Enterprise Zone	12	New Newton Abbot - Plymouth service (also forming part of the Ivybridge to Plymouth improvement)
3	New service from Exmouth to Exeter & East Devon Enterprise Zone	13	Increase 7 between Newton Abbot - Exeter to every 30 mins (serves new developments along the route).
4	More direct Bideford to Exeter journeys	14	New strategic link Ilfracombe - Taunton via Lynton
5	More direct Seaton to Exeter journeys	15	Improve frequency on 20 between Honiton – Taunton, extends to Taunton Station
6	Strategic link - Barnstaple, Holsworthy, Tavistock (for connections to Plymouth)	16	New strategic link between Cullompton - Honiton Station
7	Through service between Bude, Bideford - Barnstaple (with Cornwall Council)	17	New strategic link between Bigbury, Modbury and Ivybridge Station
8	New strategic link between Barnstaple, South Molton, Bampton and Taunton	18	New Ivybridge, Plympton to Derriford Hospital service (working with Plymouth City Council)
9	New strategic link - Bideford, Barnstaple, South Molton, & Tiverton Parkway	19	New summer leisure service between Newton Abbot, Dartmeet and Tavistock
10	Improved hourly 155 between Barnstaple, Tiverton and Exeter	20	Summer leisure service between Ilfracombe – Lynmouth
	Devon Lynx Services already proposed or in operation – 300, 118, 164	21	Summer Saturday service between Exeter - Tiverton – Minehead

Table 4-2: Description of proposed strategic bus links

4.1.4. Rail Enhancements – Links to Rail Services

With improvements on the rail network such as the opening of the new rail station at Marsh Barton and the full time reopening of the Okehampton line we wish to give increased opportunities for a seamless integrated journey. Examples of potential improvements at our stations include:

Station	Improvement to connecting bus services
Okehampton	• Service 118 will operate to Okehampton Station from its opening, providing a link to Lydford, Brentor and Tavistock. When the train service increases to hourly all journeys will serve the Station. • We will also explore links to from Tavistock to Bere Alston or Gunnislake to link with the Tamar Valley line. • We will work with Cornwall Council to explore improved frequencies from Launceston, Bude and Holsworthy, these services would serve Okehampton Station. • A new link from Hatherleigh will be examined and costed • When the West Devon Transport Hub station opens this will open up more opportunities
Axminster	• Earlier and later journeys and Sunday service from Seaton via Colyford and Colyton • Subject to discussion with Dorset Council examine earlier and later journeys to Lyme Regis
Barnstaple	• A new 2245 Barnstaple - Ilfracombe journey to connect with the 2233 train arrival and reduce waiting time for travel to Pottington, Braunton and Ilfracombe • Examine and cost extension of certain journeys on rural service to Combe Martin, Lynton and Woolacombe to the station • Examine and cost extending service town service from Whiddon Valley to the Station.
Bere Alston/ Gunnislake	• Explore options for better links to Tavistock and on to Okehampton station
Crediton	• Local journeys to operate via the station for onward rail connections to Exeter, Barnstaple and Okehampton
Dawlish	• Improved frequency on local service will improve connections
Honiton	• Earlier and later journey from Sidmouth to Honiton station • Later journey connecting to Ottery St Mary • New strategic service from Cullompton
Ivybridge	• New Strategic links from Bigbury and Modbury to the south and Derriford Hospital and Plympton to the west
Newton Abbot	• Through journeys examined and costed from within the town and Bovey Tracey, Buckfastleigh, Ashburton, Chudleigh, Ipplepen and Kingsteignton • Including earlier and later journeys and a Sunday service which does not currently exist
Pinhoe	• With existing funding from South Western Railway, a link from the station to Skypark and Exeter Airport will be trialled in 2022
Taunton	• Service from Honiton, Dunkeswell, Hemyock and Culmstock extended to station • New strategic links from Ilfracombe and Lynton and Barnstaple, South Molton and Tiverton providing links to station
Teignmouth	• Town services to operate via station forecourt with earlier and later

Station	Improvement to connecting bus services
	journeys for work and education travel
Tiverton Parkway	• Extend Exeter service from Tiverton to Tiverton Parkway giving half hourly combined frequency with existing service. This will provide direct links for settlements along the Exe Valley to Tiverton Parkway • New strategic link – Bideford, Barnstaple, South Molton and Tiverton Parkway • Increase frequency between Cullompton and Tiverton Parkway • Potential new links from Westleigh and Burlescombe
Totnes	• Improved link to Kingsbridge and Salcombe already in place • Increased frequency from Dartmouth to improve connections
Umberleigh	• New strategic link between South Molton and Torrington providing a new link for the Tarka Line

Table 4-3: Description of improvements to links to rail services.

4.1.5. Evening and Sunday Services

As shown in our summary table we propose several enhancements to evening and Sunday services, including improved inter urban and city corridors (a service of at least three journeys per evening and on Sunday) and the expansion of hourly night-time services for routes carrying over 2 million passengers per annum.

Working in partnership with Exeter City Council, and Exeter Community Safety Partnership (CSP), this Autumn we are launching our "Exeter Night Owl" trial. An issue has been raised by the CSP about a lack of affordable ways to get home from an evening out. Trains stop running relatively early and taxis are not always favoured by lone females. This can then leave potentially vulnerable women walking home which puts them at increased risk. A reliable and convenient public bus service where the vehicles already have several internal CCTV cameras installed, is seen as a much safer alternative way to get home. The pilot scheme would offer four services on existing routes running hourly on a Saturday night from approximately 12am – 3am, to include the following services:

A Alphington to Thornpark Rise via City Centre
I/J Countess Wear to Whipton Barton via City Centre
L City Centre – Pinhoe via Beacon Heath
E1 City Centre to Exwick via St Thomas

Costs included in our proposals would enable the scheme to be extended long term, and we will also look at opportunities to extend this into other areas, including Barnstaple, Exmouth and Newton Abbot.

4.1.6. Demand Responsive Transport Solutions

What is Demand Responsive Transport?

- Demand-Responsive Transport (DRT), also known as "on-demand transport," features flexible routing and/or flexible scheduling of vehicles, typically booked through a smartphone application.
- Services are designed to match demand (journey) and supply (driven vehicle) and extend the efficiency and accessibility of the transport network.
- Possible pick-up/drop-off stops are restricted to maximise the efficiency of service, usually within a geofenced area, known as the "service zone." Vehicle type can vary, but DRT is

usually operated by a shuttle or minibus, typically with capacity for 6 - 15 passengers.

- Conceptually, DRT blends the convenience of private transport (e.g. private cars or taxis) and public transport buses operating along fixed routes. Passenger fares are typically kept low (often equivalent to other public buses) and subsidised by a local government or public transport authority, as many services are offered in hard-to-serve areas and therefore do not serve a patronage high enough to operate commercially.
- To limit vehicle detours and improve service efficiency, passengers are typically asked to walk to the intersection nearest their desired origin, or from the drop-off point to their desired destination. Passengers' total walking distance is seldom more than 400 metre
- When booking using the app, passengers will clearly see the geofenced service zone in which service is offered. Requesting a journey beyond this zone is not possible, so passengers always know where the DRT service is available.
- Once the passenger submits a journey request, they are given a proposal that tells them when the vehicle will arrive and where to meet it. Typically, **passengers will wait between 10 and 25 minutes for a trip**, although this may vary depending on service design, as well as the level of demand and the number of vehicles available.

4.1.6.1. Proposition for Devon

As part of our work to develop our BSIP, DCC commissioned a feasibility study, with DRT specialists Via, to look at introducing DRT solutions in Devon.

The aim of the study was to provide solutions to expand the reach of the public transport network, allowing it to serve broader populations in rural, suburban, or hard-to-serve areas where fixed-route buses have struggled to operate efficiently in the past. DRT is a proven approach to achieving the aims and objectives of our BSIP, including:

- Encourage modal shift from private cars to public transport
- Grow public transport patronage in lower-density, rural, or hard-to-serve areas by facilitating both point-to-point journeys and "first/last-mile connections" to train and bus stations
- Improve the quality of service and customer satisfaction, with shorter passenger wait times and walking distances to pickup locations
- Replace underperforming or coverage-oriented fixed bus routes
- Reduce carbon emissions from transport

4.1.6.2. DRT Feasibility in Devon

Methodology for evaluating potential DRT services in Devon was informed by an examination of the local physical environment, including roadway hierarchy, land use-type, and key activity centres likely to generate significant travel demand. We also drew upon the existing bus network and its performance indicators, such as patronage and productivity of subsidised services, and coverage and frequency patterns of existing services. In particular, areas of Devon with notably sparse bus network coverage, limited hours of operation, or under-performing subsidised services were prioritised for evaluation for potential replacement by DRT. These steps were essential to design DRT service zones with legible boundaries that make sense to customers and operators and serve the most common passenger journeys while also capturing sufficient passenger demand for a cost-effective service.

Based on the information above we have identified DRT trials to go ahead in four different areas across the county. We will confirm these areas upon confirmation of BSIP funding from the DfT.

Any development of DRT will be linked with DCC's further development of its Total Transport work and the link with statutory services, including the NHS. This is set out in section 4.8.

4.1.7. Common route numbering

Many routes have a long association with their route number (or in the case of Exeter city services route letter) and we feel any change may cause confusion for passengers. However, we will review and introduce a common route numbering sequence for all services in the County, removing any duplicated numbers and unnecessary suffixes.

4.1.8. Interworking on common corridors

DCC's area currently has few corridors where more than one operator provides services on a frequent basis. Where this does exist, we will work with both operators to provide common ticketing and an integrated offer.

4.2. Better Bus Journey Times achieved by bolder bus priority measures

"Significant increase in bus priority - make the bus an attractive alternative to the car"

4.2.1. Key Corridors for Intervention

The primary radial routes into Exeter were used as the basis for establishing key bus corridors within the city, as they carry most of the bus routes connecting Exeter with surrounding settlements, as well as several Exeter city services. Barrack Road was also identified as a potential key bus corridor, as it carries many buses travelling between the Topsham Road and Heavitree Road corridors. Finally, those sections of Fore Street and Sidwell Street which are not already bus-only were considered, as they connect several of the radial routes with the High Street and Exeter's historic core.

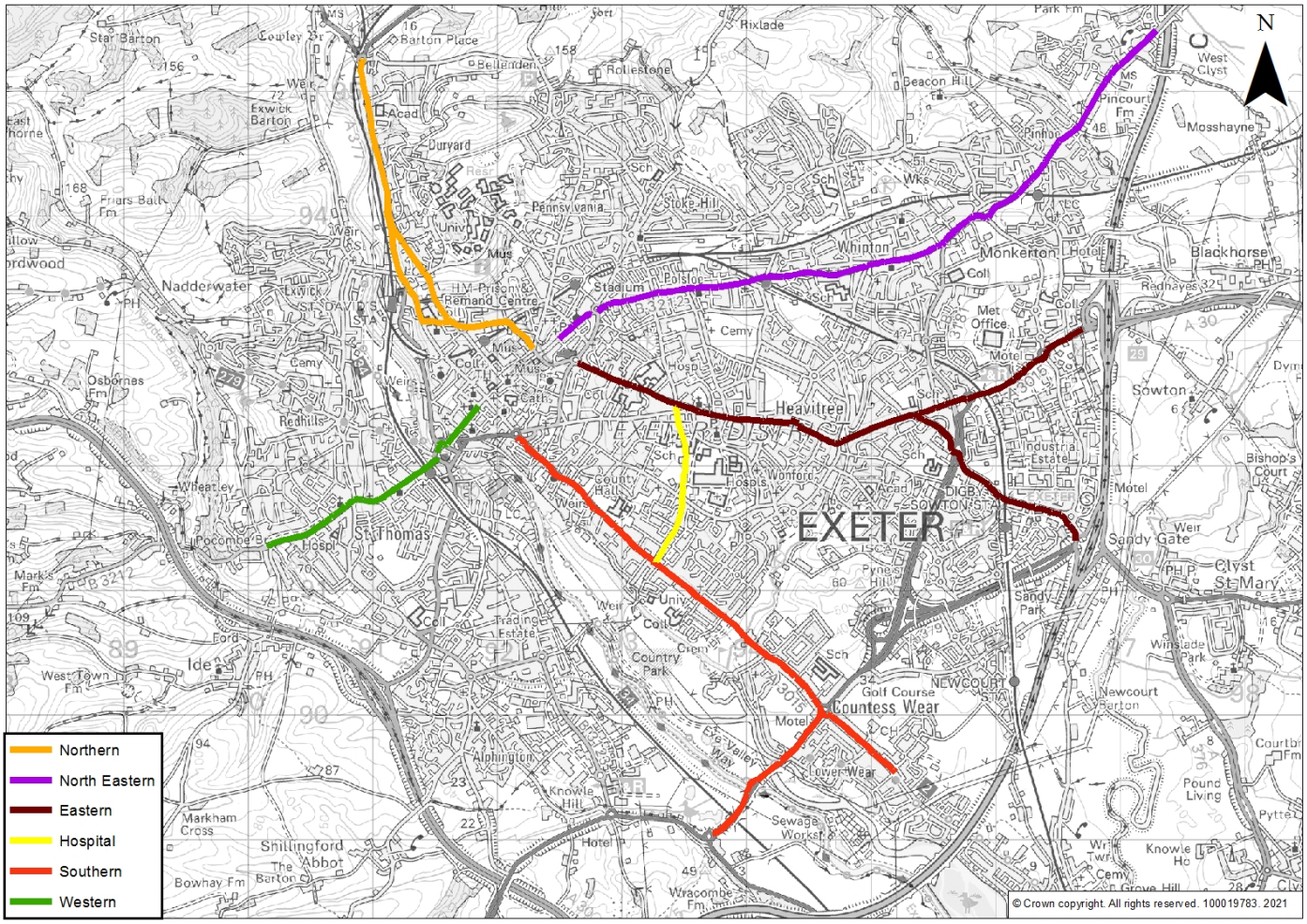


Figure 4-2: Map of key bus corridors within Exeter.

A similar process has been followed for the towns of Barnstaple, Exmouth and Newton Abbot, which have the highest bus service levels in Devon outside Exeter and experience congestion which can impact negatively on bus journey time reliability.

To further refine the areas for potential bus priority enhancements, the service frequencies on each section of the corridors were considered, along with the reductions in vehicular speeds observed during the AM Peak. By multiplying the service frequency for each section by the speed reduction, a combined metric was derived, identifying sections with high service frequencies and high levels of congestion, which therefore contribute most significantly to bus passenger delays. The results of this process for Exeter are shown below.

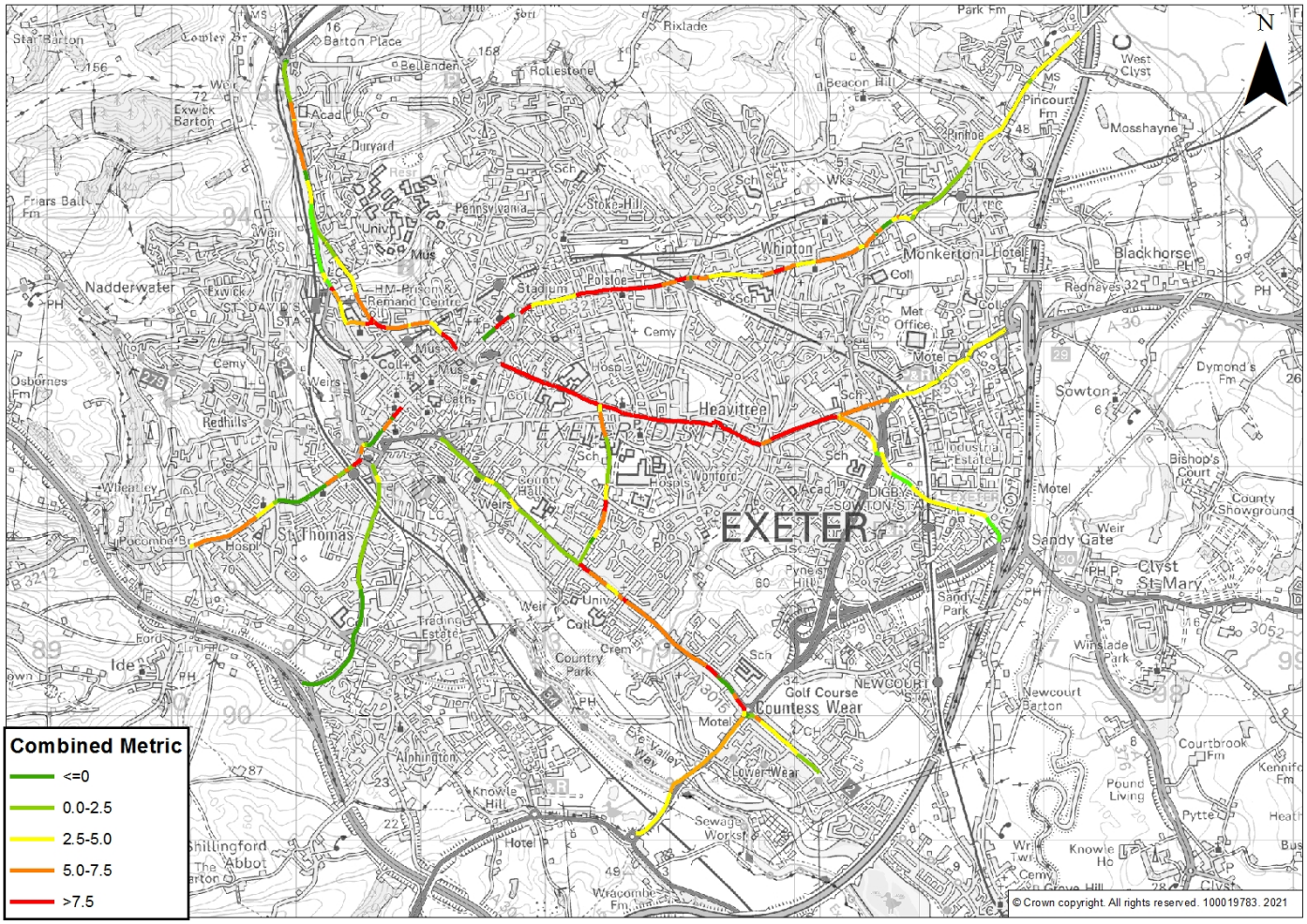


Figure 4-3: Map of Combined Metric (frequency x speed reduction) for Exeter.

Much of the Eastern (Heavitree Road) corridor scores highly according to this combined metric, due to its high service frequencies (up to 30 buses per hour approaching Exeter city centre) and highly congested road network. Sections of the North Eastern (Pinhoe Road), Southern (Topsham Road) and Western (Cowick Street) corridors also emerge as potential target areas, whereas the Alphington Road corridor is identified as being of lower importance, due to its low bus service frequencies, in spite of its significant congestion issues.

4.2.2. Proposed Infrastructure Enhancements

Based on the target areas identified through the process detailed above, as well as previous studies and proposals included in other strategies, an initial tranche of infrastructure enhancements has been developed, as detailed in the graphs and tables below. Table 4-4 summarises the total costs of these enhancements.

Area of Improvement	Details	Funding source	Total Cost (yrs 2022-25)
Bus Priority Measures	• Priority schemes identified across Devon to increase bus priority and reduce journey times by bus.	BSIP Grant funding	£4,985,000
		Match funding	£1,155,000
Bus Stop Infrastructure	• Standardisation of flags and information points with clear information to assist passengers.	BSIP Grant funding	£3,826,000
		Match funding	£614,000
	TOTAL CAPITAL COST		**£10,580,000**

Table 4-4: Summary of capital costs of proposed infrastructure enhancements.

4.2.2.1. Exeter

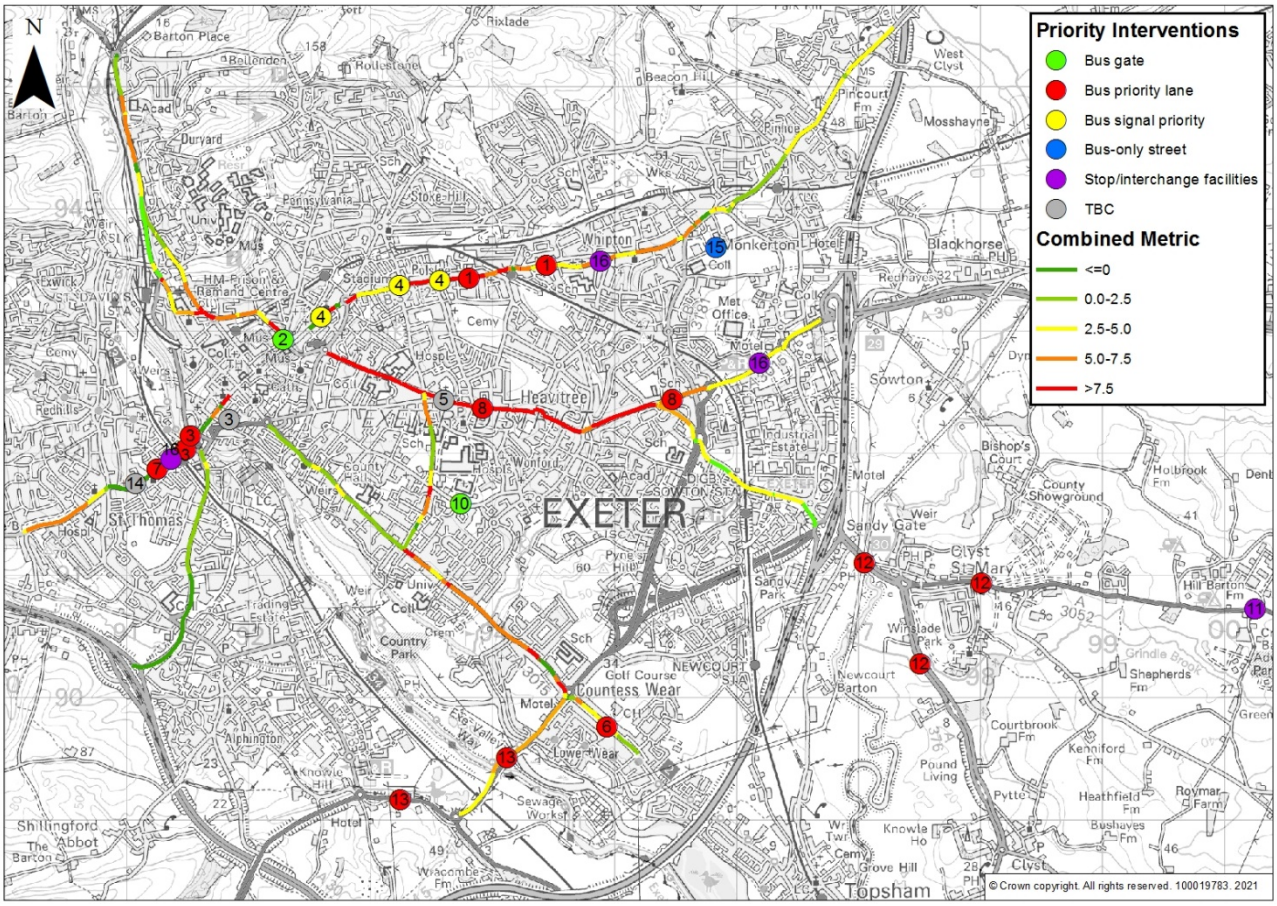


Figure 4-4: Map of proposed infrastructure enhancements within Exeter.

Scheme	Corridor	Description
1 & 4	Exeter North Eastern Corridor: Pinhoe Road to City Centre	Conversion of existing bus lanes to 24 Hour & Bus signal priority upgrades / civils along Pinhoe Rd / Sidwell Street
2	Exeter Northern Corridor: New North Road to City Centre	Bus gate to provide direct access into Sidwell St/High St from New North Rd avoiding circuitous route
3	Exeter Western Corridor: River crossing	New bus lanes and improved ped/cycle links between Cowick St/Fore St/Preston St
5 & 8	Exeter Eastern Corridor: Heavitree Rd	Corridor enhancement scheme including signal priority upgrades / civils along Heavitree Rd
6	Exeter Southern Corridor: Topsham Road	Bus only access into existing service road to improve bus priority
7	Exeter Western Corridor: Cowick St	Conversion of existing bus lane to 24 Hour and signal detection upgrade
10	Exeter Hospital Corridor: Dryden Rd	Conversion of temporary traffic filter to bus and cycle only gate to create new bus priority corridor
Other Infrastructure / Longer Terms Schemes		
11	Exeter Eastern Corridor: A3052	bus stops & crossings improvements at major employment site / leisure park
12	Exeter Eastern Corridor: A3052/A376	New bus and cycle lanes from Westpoint/Clyst St George approaches to M5 Sandygate Roundabout (potential Major Road Network scheme)
13	Exeter Southern Corridor: A379	Investigate bus priority options between SW Exeter and Countess Wear rbt
15	Exeter North Eastern Corridor: Harts Lane	New Harts Lane bus link (development delivered)
16	Bus and Cycle multi-modal interchanges	Bus stop upgrades/reconfiguration to improve multi-modal integration on Cowick St/Honiton Rd/Pinhoe Rd

Table 4-5: Description of proposed infrastructure enhancements within Exeter.

4.2.2.2. Barnstaple

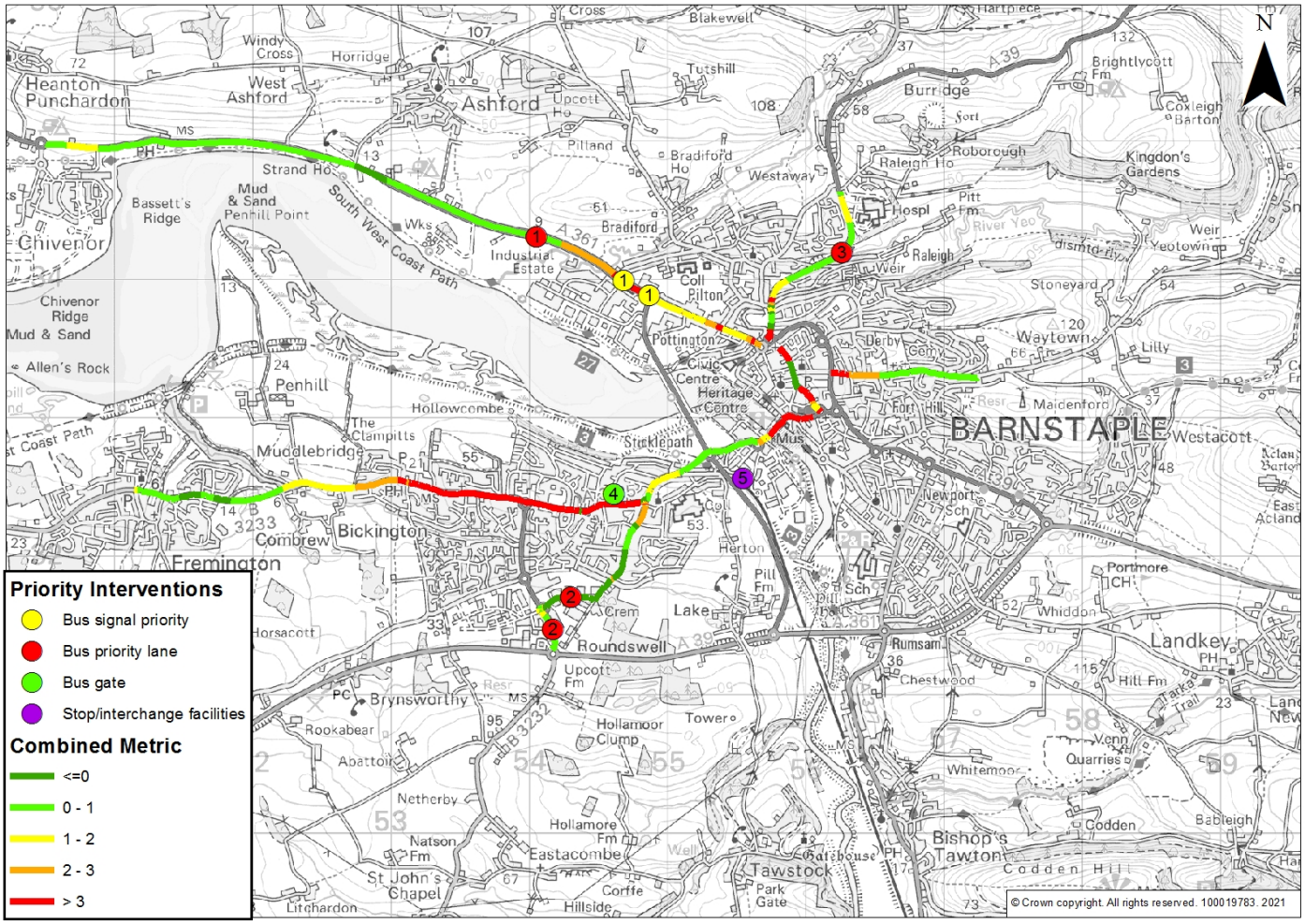


Figure 4-5: Map of proposed infrastructure enhancements within Barnstaple.

Scheme	Corridor	Description
1	Barnstaple Northwest Corridor: Braunton Road	Bus signal priority at Pilland Way and A361 junctions & option appraisal of converting lanes on dual carriageway to bus lanes
2	Barnstaple Southwest Corridor: A3125 Roundswell	New bus lanes linked to Gratton Way bus priority gate
3	Barnstaple Northern Corridor: North Road	New bus/cycle lane linking town centre to hospital
Other Infrastructure / Longer Term Schemes		
4	Barnstaple Western Corridor: Bickington Road	Option appraisal of interventions on 21/21A route to reduce impact of peak hour congestion
5	Bus & Rail Integration: Barnstaple Rail Station	Bus stop upgrades/reconfiguration to improve multi-modal integration for links to wider Northern Devon

Table 4-6: Description of proposed infrastructure enhancements within Barnstaple.

4.2.2.3. Exmouth

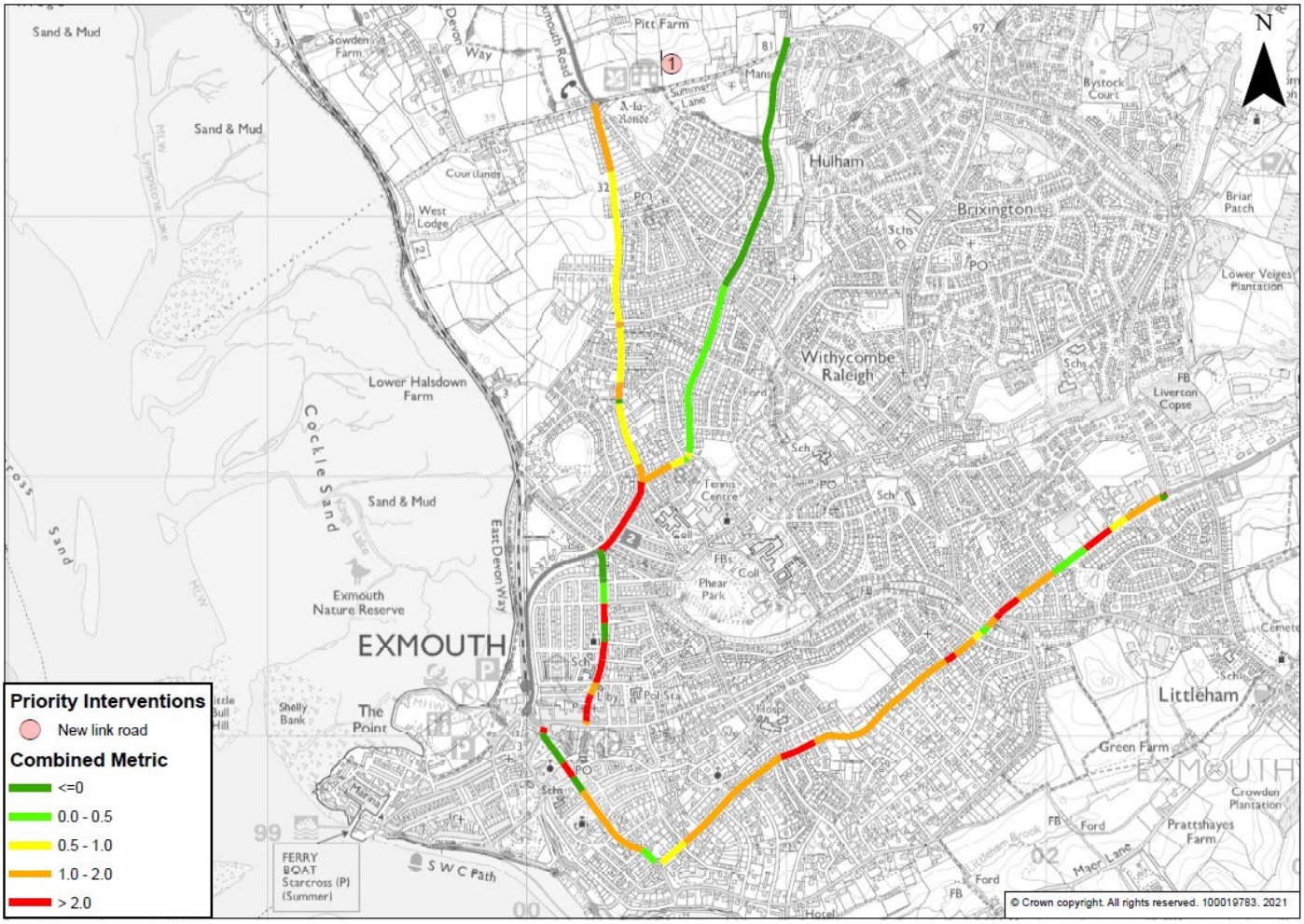


Figure 4-6: Map of proposed infrastructure enhancements within Exmouth.

Scheme	Corridor	Description
1	Exmouth Northern Corridor: Dinan Way Link Road	New link road (Levelling Up Fund bid), aimed at relieving congestion in town centre, but will also enable improved cycle infrastructure and will facilitate more direct bus links towards Exeter

Table 4-7: Description of proposed infrastructure enhancements within Exmouth.

4.2.2.4. Newton Abbot

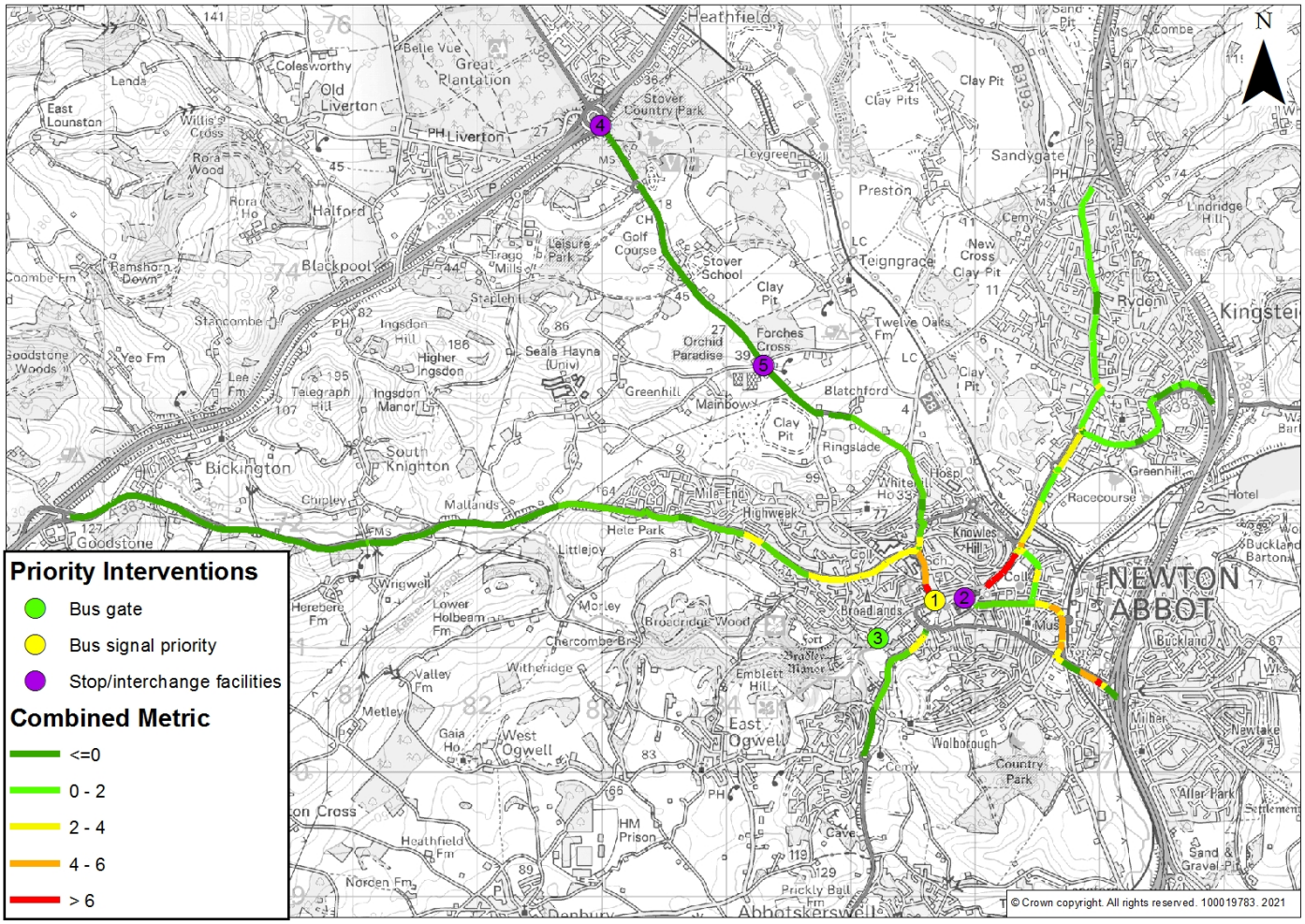


Figure 4-7: Map of proposed infrastructure enhancements within Newton Abbot.

Scheme	Corridor	Description
1	Newton Abbot Western Corridor: Highweek Street	Major junction redesign and signals uprade to improve bus and cycle access to town centre
Other Infrastructure / Longer Term Schemes		
2	Newton Abbot Bus Station	Transport Hub on Sherborne Road to enhance bus interchange facilities (funded as part of Future High Streets Fund)
3	Newton Abbot Western Corridor: Bradley Lane	New bus gate to facilitate potential alternative bus route avoiding congestion
4	Newton Abbot Northern Corridor: A38 Drumbridges Roundabout	Bus stop upgrades/reconfiguration to improve multi-modal integration and reduce bus journey times
5	Multi-modal integration: A382-Drumbridges	Bus stop upgrades to improve multi-modal integration

Table 4-8: Description of proposed infrastructure enhancements within Newton Abbot.

In addition to the above targeted measures in the major urban towns, DCC will commit to an annual capital pot funded from its Local Transport Plans, aimed at addressing pinchpoints which currently delay buses on their routes in the wider market and coastal town network. Such interventions could include removal of parking, signal upgrades or minor civils works to support faster journeys.

It is intended that this list of proposals be reviewed periodically to ensure it responds to changes in bus service levels, e.g. by incorporating additional enhancements on corridors where frequencies increase.

4.2.3. Design of Bus Priority Measures

A team comprising officers from DCC and our private sector partner WSP has been formed to deliver the design of Bus Priority Measures. This team combines local knowledge with national expertise to enable the best solution to be realised.

Design work has commenced to enable us to move quickly to implementation when funding for schemes is confirmed. We consider this necessary to enable us to achieve our objectives as the supply market is likely to be in high demand.

4.2.4. Bus Punctuality Group

Linked with the formation of the EP, DCC and its bus operators will establish a Bus Punctuality Group. This will have the aim of continually improving and maintaining punctuality across the County.

This will involve colleagues from within the Highways, Transport and Planning departments and the relevant bus companies across three areas of the County:

- North Devon & Torridge
- Central Devon including Exeter, East & Mid Devon
- South Devon including South Hams, Teignbridge and West Devon

Each area will meet on at least a quarterly basis and play a key part in managing and improving the network for the benefit of public transport.

Workstreams to consider for each area will be:

- identify areas where timekeeping and reliability fall outside agreed targets.
- identify areas/ factors which delay services or increase journey times.
- produce an agreed action plan with targets and funding to ensure identified areas of poor performance are improved and meet targets.
- prioritise local bus provision and minimise the impact of roadworks on bus services
- provide timely information about works which may have an impact on a service.
- deal with parking issues which obstruct or delay services
- identify areas to improve the bus stop environment
- work towards interventions, such as improved bus or signal priority, as part of an integrated approach across the road network.
- Explore long term planning opportunities and the impact on bus travel – demand and frequency.

4.3. Better Affordability of Travel through implementing a new Devon Fares Strategy

DCC is seeking funding to reduce fares across the County, to meet the objective **"fares must be simpler and lower to attract more passengers".**

A comparison of key town to town fares has been undertaken which shows a wide variation in the cost of journeys for comparable distances. In particular, towns which are not part of a Stagecoach "Dayrider" or "Megarider Plus" zone tend to have higher fare levels. Fares are also often perceived to be poor value for money in certain areas – most recently, a DCC survey in the Heavitree and Whipton area of Exeter highlighted this issue.

To address this, we propose a suite of regional and town fares as detailed below. Working with our operators, these fares would be interoperable and available on all services covered by the Enhanced Partnership.

4.3.1. Devon & Cornwall Day Ticket

This expands on our current offering in Devon - the Devon Day ticket – which already covers the geographical County, plus travel to and from Bude, Launceston and Gunnislake in Cornwall and Taunton and Dulverton in Somerset.

Devon & Cornwall Day Ticket	Adult	Child	Family[11]
Day ticket	£8	£5.50	£16
Weekly ticket (7days)	£30	£20	£60
Bundles of adult tickets	10 for £70 20 for £130		

Table 4-9: Prices of proposed Devon & Cornwall Day Ticket.

We are working with Cornwall, Dorset, Plymouth and Torbay to develop the Devon and Cornwall Day Ticket across the Peninsula which will open up travel opportunities across the region through the improved links delivered by joint working across council boundaries. We will also offer a new weekly (7 day) version of the ticket covering the same geographical area.

[11] In this and subsequent tables, a 'family' refers to a group of up to two adults and three children.

4.3.2. New Area Zone Tickets

These will be based around the four geographical areas below and be available either daily or weekly and include ticket bundles of 10 or 20 day tickets.

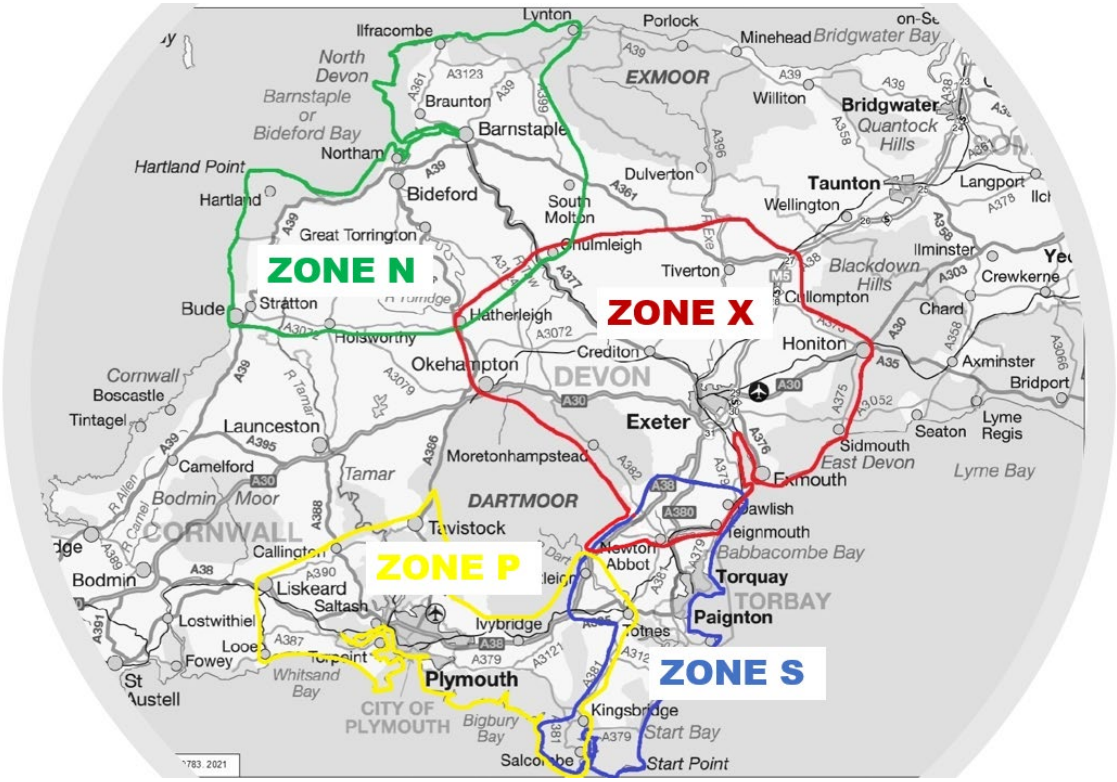


Figure 4-8: Map of proposed area zones.

Four zones would cover the travel to work areas around: Exeter (Zone X), Torbay and Newton Abbot (Zone S), Barnstaple and Bideford (Zone N) and Plymouth (Zone P)

Zone X – Exeter and surrounding catchment	Adult	Child	Family
Day ticket	£6	£4	£12
Weekly ticket (7 days)	£25	£17	£50
Bundles of adult tickets	10 for £50 20 for £90		

Table 4-10: Prices of proposed Exeter (Zone X) tickets.

Zone N – Northern Devon	Adult	Child	Family
Day ticket	£5	£3.50	£10
Weekly ticket (7 days)	£17	£12.50	£35
Bundles of adult tickets	10 for £45 20 for £85		

Table 4-11: Prices of proposed Northern Devon (Zone N) tickets.

Zone P – Plymouth and surrounding catchment	Adult	Child	Family
Day ticket	£6	£4	£12
Weekly ticket (7 days)	£25	£17	£50
Bundles of adult tickets	10 for £50 20 for £90		

Table 4-12: Prices of proposed Plymouth (Zone P) tickets.

Zone S – Torbay and the South of the County	Adult	Child	Family
Day ticket	£5	£3.50	£10
Weekly ticket (7 days)	£18	£12	£36
Bundles of adult tickets	10 for £45 20 for £85		

Table 4-13: Prices of proposed Torbay and South Devon (Zone S) tickets.

4.3.3. Town and City zones

The following town and city zones will be introduced or expanded to include and be offered by all operators:

Location	Day Ticket	Weekly Ticket
Exeter – Existing Stagecoach Megarider zone extended to include Newton St Cyres, Stoke Canon, Whitestone and Ide	£4	£14
Exmouth – Existing zone extended to include Lympstone	£3	£11
Newton Abbot – Existing zone extended to include Ogwell, Denbury and Kingskerswell		
Barnstaple – Existing zone retained.		
Dartmouth including Stoke Fleming		
Bideford including Abbotsham, Northam, East the Water and Landcross		
Teignmouth including Bishopsteignton, Shaldon and Holcombe		
Tiverton		

Table 4-14: Prices of proposed town and city zone tickets.

4.3.4. Long-term Sustainability

The intention with the Devon & Cornwall Day, regional zone tickets and those for larger towns, would be that over a period of time passenger growth is sufficient to achieve commercial

sustainability. With all the tickets there is likely to be a need to provide additional capacity where growth is strongest.

4.3.5. Fare Capping

The provision of this range of tickets would put in place fare caps at three different levels, within Devon. For longer, or multiple journeys the Devon Day would cap the maximum cost at £8.00 for all journeys within the County, including Plymouth and Torbay. For travel into Exeter or Plymouth the cap would be £6.00, while in North or South Devon the cost is £5.00. For travel within towns or City the cost would be capped at £4.00 within Exeter and no more than £3.00 in all other towns. Similar caps would be provided for weekly travel and in the form of bundles of discounted day tickets.

Please note we would depend on the development of a national back of house system to provide the technology platform to support fare capping.

4.3.6. Contactless Payments & Future Technologies

All ticket options will be developed into options for contactless payment, building on the success of bus companies and DCC funding contactless ticket machines on all services. With available funding and the suggestion of a nationally developed back-office ticketing system, these options will also be developed to enable online purchasing, and revenue splits between operators. these will be expanded to harness new options as technology improves.

We will also explore moving DCC's passengers entitled to Education transport to contactless tickets.

4.3.7. Fares for Young People

Alongside Concessionary Bus Pass revenue, young people's travel forms the backbone of the network in Devon, especially for access to Education. We aim to improve access to bus services for all age groups but have explored options to reduce fares for 16 to 18 year olds. Building on the existing commercial offer for children aged 5 to 15 (who pay approximately two-thirds of an adult fare), we have examined options for expanding child fares to include those aged 16 to 18, to give a more attractive option for bus travel within Devon.

Our favoured option to deliver this to expand a version of Stagecoach's "term-rider" ticket, for all individuals aged 16-18 for access to education, work or leisure, on all services in the Enhanced Partnership.

We have included a proposal for this in our costings.

The above fare strategy is based on multi operator ticketing across our bus companies. We are also working with the rail industry to develop a multi train and bus range of tickets.

4.4. Better Accessibility to Services by integrating bus with other modes

4.4.1. Stronger links with rail services

DCC has developed this BSIP by exploring opportunities with the rail sector to develop bus services alongside current and future developments on the rail network. Section 4.1.6 sets out our ambition to enhance bus services and support onward connections to/from the rail network.

A recent example of what can be achieved in partnership is the recent improvements between Totnes Rail Station, Kingsbridge and Salcombe where DCC, GWR and the local bus operator, Tally Ho, have come together to offer an improved connection between bus and rail services.

Better signage and directions are required at bus and rail interchanges. For example, at Exeter Central station we wish to improve signing via the New North Road exit with improved information at the adjacent bus stop. This gives better quality connection for Crediton, Tiverton and Teign Valley bus services. Remaining in Exeter similar improvements can be made for St Thomas station where frequency of services to residential parts of the western side of the city make connections simple.

We have also identified opportunities to improve information on rail partner websites – for example the GWR site – which currently does not include information or links to onward journey planning using the bus. We will work with the Devon & Cornwall Rail Partnership to identify any joint working opportunities with the rail industry.

4.4.2. Longer distance coach connections

We recognise that longer distance coach services also provide excellent passenger transport services to parts of the South West and further afield, not always possible by rail. In Devon operators include National Express, Megabus and Berrys Coaches provide services operating out of the County. We would like to work with these operators so that local bus services can provide links to their networks.

An example of what can be achieved is the Stagecoach's Falcon service. This is an innovative interurban coach service that connects Plymouth, Exeter, Cullompton, Wellington and Taunton with Bristol Airport and Bristol city centre. Launched in 2016, it is the first and only public transport link from the South West to Bristol Airport. We have already been in discussion with neighbouring councils along the route and National Highways about how we can improve interchange facilities to give more confidence to travellers transferring from car, bike or local bus-based transport. As we look to develop longer distance strategic links across the County these could follow a similar based concept.

4.4.3. Upgrading Bus stations and interchanges

Bus stations are currently provided in Exeter, Barnstaple, Kingsbridge, Tiverton and Tavistock with other larger towns having key interchanges on street, for example in Newton Abbot.

A new bus station, funded by Exeter City Council, recently opened but we also need to continue to improve on street facilities for city and other connecting services. We will work with our District Council partners to improve facilities in Barnstaple, Tavistock and Tiverton. We are also working with Teignbridge Council to improve facilities within Newton Abbot with the aim of keeping public transport access at the heart of the town.

4.4.4. Strengthening the links between cycling and buses

DCC has invested £20m in expanding its urban and rural cycle networks over the past 5 years to support more physically active travel for recreation, education or employment journeys. During lockdown, cycling numbers increased significantly across the County and our intention is to make short distance journeys easier on foot and by cycle. The Government's *Decarbonising Transport* strategy describes accelerating modal shift to public and active travel as its number one priority so that it becomes the natural first choice for our daily activities.

Developing links for the "first and last mile" of peoples' journeys is therefore important and we wish to build on the excellent examples already developing in the County. Working with Co-Bikes in Exeter, Stagecoach have developed simple interchange facilities at eight key bus stops where electric bikes are available for bus passengers. This gives a fun, fast and sweat-free solution to starting and finishing bus journeys.

Further information is available on the Stagecoach website:
[Connect from Bike to Bus across Exeter | Stagecoach (stagecoachbus.com)]

DCC want to take this concept further and investigate more locations for cycle and bus interchanges at nodal points on key corridors. Through consultation feedback, stakeholders have raised the issue of buses taking a disproportionate amount of time taking a circuitous route around residential areas of the settlement before it joins the main corridor to the major town/city end destination. There is scope to make end-to-end journeys healthier and quicker by providing cycle parking at bus stops on the edge of these settlements, enabling passengers to make better use of their time. One of the concepts being explored is mobility hubs which are highly visible, safe and accessible spaces where public, shared and active travel modes are co-located. The illustration below includes an EV car club charge point, which also provides power to a cycle hire facility alongside general cycle parking. This can easily be adapted to be delivered at a major bus stop.

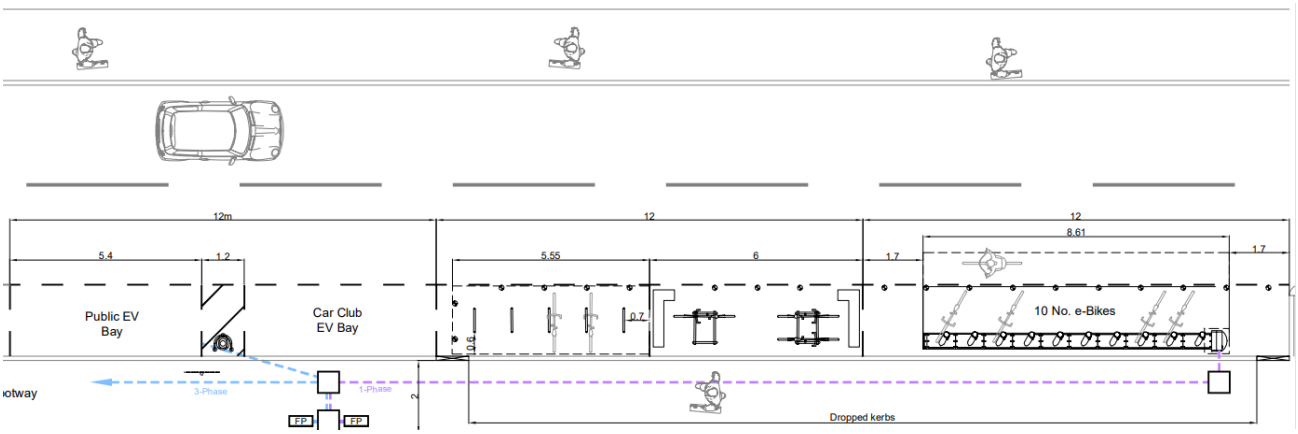


Figure 4-9: Example of Mobility Hub

Figure 4-10: Potential bus-cycle integration on Falcon route.

There are other potential applications to improve integration between buses and cycle, which we are keen to explore. DCC has delivered secure cycle lockers at its new Park and Change site near Exeter Science Park, giving people the option to store their bike overnight and using it for the first or last mile(s). People can arrive by bus or car to make use of this facility. There are several locations in the County where these could be provided, including on the fast, direct Falcon coach route which runs along the A38/M5 spine between Plymouth and Bristol (see image above). Several of the nearby towns and villages (e.g. Ivybridge, Newton Abbot, Bovey Tracey) have excellent cycle routes linking to the A38 and providing secure cycle parking would enable more people to access this high speed bus service and reducing their total journey time. Using Bovey Tracey as an example, the journey time of travelling to Exeter (Sowton Industrial Estate) is just over an hour by bus (service 39 with a change), which compares with a cycle and bus journey time of 40 minutes, which includes for interchange between cycle and bus.

In the 1990s DCC experimented with a Devon Bike Bus. This suggested that in a tourist area, local cycle hire might be more appropriate than enabling people to bring their own bicycles with them on the bus. We would like to develop an offer with cycle hire providers to give greater access to our countryside.

4.4.5. Ferry connections

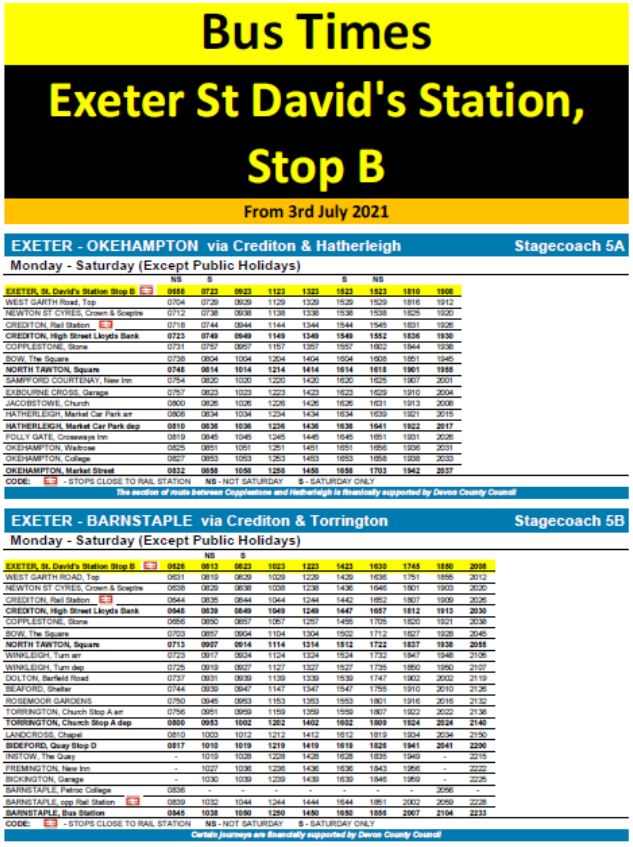
In the south of the County ferry services provide important connections between towns and villages. We wish to work with the operators to include them in the integrated offer as this can significantly reduce journey times, for example with the connection between Dartmouth and Kingswear.

4.5. Better Passenger Experience through improved quality of infrastructure and information

4.5.1. Bus Stops

There are just over 6000 bus stops across Devon which vary from having full facilities, such as a shelter with living eco roofs, real time display, and a fully descriptive timetable case and a flag, to the other end of the scale - a simple hail & ride stop which lacks any such features.

We currently maintain 121 “Key Stop” displays, at principal bus stops throughout Devon. These show all services and are updated when timetable changes occur. They are in a consistent format and we aspire to offer this standard of information across more stops on the bus network.


Bus Times

Exeter St David's Station, Stop B

From 3rd July 2021

EXETER - OKEHAMPTON via Crediton & Hatherleigh — Stagecoach 5A

Monday - Saturday (Except Public Holidays)

	NS	S				S	NS		
EXETER, St. David's Station Stop B	0658	0723	0923	1123	1323	1523	1523	1810	1908
WEST GARTH Road, Top	0704	0729	0929	1129	1329	1529	1529	1816	1912
NEWTON ST CYRES, Crown & Sceptre	0712	0738	0938	1138	1338	1538	1538	1825	1920
CREDITON, Rail Station	0718	0744	0944	1144	1344	1544	1545	1831	1926
CREDITON, High Street Lloyds Bank	0723	0749	0949	1149	1349	1549	1552	1836	1930
COPPLESTONE, Stone	0731	0757	0957	1157	1357	1557	1602	1844	1938
BOW, The Square	0738	0804	1004	1204	1404	1604	1608	1851	1945
NORTH TAWTON, Square	0748	0814	1014	1214	1414	1614	1618	1901	1955
SAMPFORD COURTENAY, New Inn	0754	0820	1020	1220	1420	1620	1625	1907	2001
EXBOURNE CROSS, Garage	0757	0823	1023	1223	1423	1623	1629	1910	2004
JACOBSTOWE, Church	0800	0826	1026	1226	1426	1626	1631	1913	2008
HATHERLEIGH, Market Car Park arr	0808	0834	1034	1234	1434	1634	1639	1921	2015
HATHERLEIGH, Market Car Park dep	0810	0836	1036	1236	1436	1636	1641	1922	2017
FOLLY GATE, Crossways Inn	0819	0845	1045	1245	1445	1645	1651	1931	2026
OKEHAMPTON, Westacre	0825	0851	1051	1251	1451	1651	1656	1936	2031
OKEHAMPTON, College	0827	0853	1053	1253	1453	1653	1658	1938	2033
OKEHAMPTON, Market Street	0832	0858	1058	1258	1458	1658	1703	1942	2037

CODE: - STOPS CLOSE TO RAIL STATION NS - NOT SATURDAY S - SATURDAY ONLY

The section of route between Copplestone and Hatherleigh is financially supported by Devon County Council

EXETER - BARNSTAPLE via Crediton & Torrington — Stagecoach 5B

Monday - Saturday (Except Public Holidays)

		NS	S						
EXETER, St. David's Station Stop B	0626	0813	0823	1023	1223	1423	1630	1745	1850	2008
WEST GARTH ROAD, Top	0631	0819	0829	1029	1229	1429	1636	1751	1856	2012
NEWTON ST CYRES, Crown & Sceptre	0638	0829	0838	1038	1238	1436	1646	1801	1903	2020
CREDITON, Rail Station	0644	0835	0844	1044	1244	1442	1652	1807	1909	2026
CREDITON, High Street Lloyds Bank	0648	0839	0849	1049	1249	1447	1657	1812	1913	2030
COPPLESTONE, Stone	0656	0850	0857	1057	1257	1455	1705	1820	1921	2038
BOW, The Square	0703	0857	0904	1104	1304	1502	1712	1827	1928	2045
NORTH TAWTON, Square	0713	0907	0914	1114	1314	1512	1722	1837	1938	2055
WINKLEIGH, Turn arr	0723	0917	0924	1124	1324	1524	1732	1847	1948	2105
WINKLEIGH, Turn dep	0725	0919	0927	1127	1327	1527	1735	1850	1950	2107
DOLTON, Barfield Road	0737	0931	0939	1139	1339	1539	1747	1902	2002	2119
BEAFORD, Shelter	0744	0939	0947	1147	1347	1547	1755	1910	2010	2126
ROSEMOOR GARDENS	0750	0945	0953	1153	1353	1553	1801	1916	2016	2132
TORRINGTON, Church Stop A arr	0756	0951	0959	1159	1359	1559	1807	1922	2022	2138
TORRINGTON, Church Stop A dep	0800	0953	1002	1202	1402	1602	1809	1924	2024	2140
LANDCROSS, Chapel	0810	1003	1012	1212	1412	1612	1819	1934	2034	2150
BIDEFORD, Quay Stop D	0817	1010	1019	1219	1419	1619	1826	1941	2041	2200
INSTOW, The Quay	-	1019	1028	1228	1428	1628	1835	1949	-	2215
FREMINGTON, New Inn	-	1027	1036	1236	1436	1636	1843	1956	-	2222
BICKINGTON, Garage	-	1030	1039	1239	1439	1639	1846	1959	-	2225
BARNSTAPLE, Petroc College	0836	-	-	-	-	-	-	-	2056	-
BARNSTAPLE, opp Rail Station	0839	1032	1044	1244	1444	1644	1851	2002	2059	2228
BARNSTAPLE, Bus Station	0845	1038	1050	1250	1450	1650	1858	2007	2104	2233

CODE: - STOPS CLOSE TO RAIL STATION NS - NOT SATURDAY S - SATURDAY ONLY

Certain journeys are financially supported by Devon County Council

Figure 4-11: Example of Bus Stop flag at Key Bus Stop (left) and Key Stop timetable display (right).

Future bus stop infrastructure will be developed to the following standards, depending on:

- Number of passengers on routes serving the stop
- Frequency of services
- Profile of stop

Element	Components	Description
Bus Stop Flags	• Devon Logo • Bus Symbol/”Bus Stop” • Stop location name • Direction of travel for services and destination • Bus Service Number • Traveline contact information	We will introduce a standardisation of flags with clear information to assist passengers locate the correct bus stops and services. Flag print should be durable and consistent across the whole

Element	Components	Description
		network, taking into account the need to change service information regularly.
Bus Stop Poles	• Proprietary Modular Bus Stop Pole	We will aim for a durable anodised aluminium alloy pole that is modular with the timetable cases without the need for banding.
Timetable Cases	• Proprietary Modular Timetable Case at Key Stops	A standardisation of smaller cases will enable an easier replacement of clear polycarbonate fronts
Timetable Displays (within Table Cases)	• Water resistant polypropylene • UV ink • Stop specific information • QR Code for real time information • Devon Logo • Bus Symbol/"Bus Stop" • Stop location name • Direction of travel for services and destination • Bus Service Number • Traveline contact information	Current key stop printed timetables is the optimal product with UV protected ink and water-resistant polypropylene. The production of timetables on a larger scale needs to be examined to see what the best practice is. An automated system needs to be accurate and efficient if each bus stop is to have stop specific information.
QR Codes	• It is common practice to use metal plates at bus stops to display QR codes for real time information. They can also be printed or published on any media – ie within timetable cases or a digital display of summarised information. On other stops we may consider adding adhesive decals.	This enables bus users to access real time information for individual stops on their smart phone or other device.
Bus Shelters	• Not owned by DCC • District/Town or Parish provision • Shelter may be either an Advertising or Non-advertising Shelter	We will work with our existing bus shelter partners to build on the relationships we have developed and work with District, Town and Parish Councils to ensure advertising and non-advertising shelters are in keeping with the local area, for example those in an AONB (Area Of Outstanding Natural Beauty).

Table 4-15: Proposals for bus stop infrastructure.

Figure 4-12: Example of a rural bus shelter – joint funded by DCC and Woodbury Parish Council

Figure 4-13: Example of a "living roof" bus shelter – funded by advertising revenue through Fernbank.

Infrastructure proposals are based on a capital costs, which will be spread across the 3 years of the funding – it would be impractical to bring all elements of infrastructure up to standard within the first 12 months due to manpower and resource restraints.

Included in the capital cost calculations are design work and adjustment to the highways to accommodate improved bus stop infrastructure, including raised kerbs, road markings etc.

Ongoing Revenue Costs will be needed to maintain poles, timetables, flags and shelters.

It is also interesting to note that DCC has commercial contracts with two companies to provide, maintain and clean bus shelters within the county (Clear Channel within the city of Exeter and Fernbank for the rest of the county). Advertising revenue (from both printed and digital media) generated by these companies enables the shelters to be provided at zero cost to us as a local authority. In addition, we receive a share of advertising revenue which allows us to purchase shelters at new sites. New advertising and non-advertising shelters are jointly purchased by the local authority and the company.

4.5.2. Lighting at Bus Stops

DCC are currently in the process of upgrading all our streetlights to LED. This provides huge carbon and energy savings across the county. Additionally, as part of the LED upgrade program, we have been installing a lighting management system in central Exeter and trial areas around the county. The lighting management system enables DCC to have full control over every individual light, turning lights on / off and dimming the brightness at infinite specified times.

It is recognised that personal safety, in particular lone females at night, is currently a major concern to the public following recent events and could provide a blocker to bus usage if bus stop locations feel unsafe.

As part of the BSIP, DCC will further extend the lighting management system to well used bus stop locations and connecting active travel routes to provide lighting coinciding with bus timetables, giving these locations a safer feel through hours of darkness.

4.5.3. Real Time Information

DCC has been running a RTPI system since 2014, involving on-line information and on-street display screens at thirty locations. To achieve optimum efficiency in data inputting processes, we are making the transition to using data feeds from National Public Transport Information NPTI), who are also acting on behalf of DCC and our bus operators with respect to achieving Open Data compliance. As a result, on-line and mobile app information is also now provided by Traveline.

The NPTI data feed has been successfully tested through a new RTI system at the recently opened state-of-the-art Exeter Bus Station. The DCC funded system involves summary departure screens as well as screens and information totems at each of the twelve departure stands. Our arrangement for on-street display maintenance is due for review in April 2022 and we envisage upgrading our screens in line with NPTI data feed standards. There is also the potential for increasing the number of screen locations.

For passengers with smartphones, conventional timetable displays at bus stops without RTPI displays can include a QR code (supplied by NPTI) which links to the on-line departure board for that stop. This facility is ready to start being rolled out to Devon stops.

Although it is often voiced that there should be a real time information sign at each bus stop, in reality this is cost prohibitive and not always feasible. RT displays require an electricity supply, as well as an internet connection via a sim card or hardwired connection.

4.5.4. Audio Visual Announcements on Buses

A further function to the RTI system is the integration of an on-bus audio-visual announcements system. This type of system is invaluable to people with disabilities and provides confidence for tourists or passengers who lack knowledge in where they are going. Bus operators are currently

encouraged to provide accessible information onboard their services when introducing new or upgraded vehicles. However, the age profile of buses in Devon tends to be older than those observed in urban authorities. For the larger operators, replacement buses are cascaded from the wider company and the smaller operators will often buy mid-life used buses. Based on this, it could take some time for the trickledown effect of the technology to become established in the county.

To speed up the implementation of technology in Devon, we propose using BSIP funding to support the development of an interface with the existing RTI system and the retrofitting of Audio-Visual equipment to existing buses. The key objective is to bridge Devon's current Audio-Visual technology gap, ahead of future legislation. To achieve this, we would pilot the technology on key services in Exeter which serve the rail stations and the main hospital, which would assist visitors to the city, who may not be familiar with where they are. Once the technology was proven and refined, phase two of the project would be an expansion to the remaining bus services in the city. Further phases would include services in key towns and inter-urban services.

We will retrofit 50 vehicles in the first year with the capability to enable audio-visual announcements, with additional vehicles in years 2 and 3.

4.5.5. Travel Devon Website and production of online information

As explained in section 2, Devon already has a well-established website - Travel Devon – which provides information on all bus services in the county, timetable information, and links to Traveline for fare data. The website is refreshed and updated regularly and will incorporate the Devon Bus Brand.

Figure 4-14: image showing Travel Devon website home page

We do recognise that improvements can be made in making sure the public are aware of the information available, and we will promote electronic resources, such as the Travel Devon website, the Stagecoach app and other resources such as bustimes.org which can be used to track vehicles in "real time".

4.5.6. Branding

DCC and the bus companies will develop the brand around “Devon Bus”. This will sit as part of the “Travel Devon” covering all aspects of transport with the area. Devon Bus will be developed with bus companies and stakeholders to give confidence in the consistent level of services we aim to deliver as part of the Enhanced Partnership.

Figure 4-15: Devon Bus logo

It will be adapted for specific markets and towns, for example Exeter, but we recognise the success and marketing of specific services, in particular for access to leisure. The brand will be flexible to build on the strength of existing bus company identities.

DCC already coordinate all timetable changes with operators at two main points in the year (late May and mid-September). Notable exceptions to this are due to changes in the Education sector, at the start or end of school terms, and on rail timetable change dates. We do also aspire to minimise these to prevent confusion amongst bus users.

4.5.7. Promotion of Services – including non-bus user engagement

We believe passenger confidence has taken a knock, partly due to negative messaging about the health risks of using public transport during the early stages of the pandemic. Also, many people’s travel patterns have changed, with the increase, for example, in home working. In Summer 2021, using Travel Demand Management funding from the government, we embarked on a publicity campaign welcoming people back to safely travel by bus.

We also saw this as a step change towards a more cohesive presentation of ‘one network,’ with all of our bus companies using common positive messages for the benefit of all. We aim to build on the success of this campaign and extend the promotion throughout the life of this BSIP.

Our “Back on the Bus” campaign has since been shortlisted for a national Modeshift award.

Examples of the promotional materials we produced are below, and more collateral can be viewed on our Travel Devon website.

Figure 4-16: examples of collateral used during Back on the Bus outdoor advertising and social media campaign.

4.5.8. Promotion of buses to tourist areas and stakeholder engagement

Public transport must focus on its strengths in attracting optional leisure travel, in particular enabling people to enjoy a stress-free journey as part of their day out experience. Access to leisure is recognised as a way of recovering passenger numbers after the pandemic. We will build on our long history of working in our National Parks, particularly Dartmoor, on the support and promotion of bus services for green tourism. Work in this area so far has involved the combination of bus information with guided walks and other tourist information. This will be updated and improved linked with other partner organisations and relevant Green Transport Strategies. An example of the work we have achieved with Dartmoor National Park can be seen on the green travel area of their website.

DCC has given early commitment to this by reviving the leisure travel element of its programme of service improvements under its New Funding for Supported Services 2020/2021 allocation. This is not only good for the bus network, but also contributes to the recovery of the tourist industry which is so vital to Devon. Service developments postponed from Summer 2020 were introduced for Summer 2021, together with an extended season until late October. These operated alongside imaginative commercial initiatives from our bus companies.

Traditionally, Devon sees a summer seasonal uplift in service levels around its coastal resorts. This includes the operation of commercially operated open-top double-decker services and recent initiatives accessing the countryside. We will expand options for improving and promoting services from our urban centres and for visitors to our County. This will include access to our two coastlines.

We will also look to repeat the expansion of traditional summer services as trialled this year, for an extended season in future years.

4.6. **Better Carbon Outcomes through a modernised, cleaner bus fleet**

DCC declared a climate emergency in 2019 and has been developing the Devon Carbon Plan with 29 strategic organisations through the Devon Climate Emergency partnership . The aim is to achieve net-zero in Devon by 2050 *at the latest* and a 50% reduction in emissions from 2010 levels by 2030. An Interim Devon Carbon Plan has been published and is being implemented whilst the findings from the Devon Climate Assembly (July 2021) are being analysed and incorporated to complete the final version.

Figure 4-17: Devon Climate Emergency banner.

Research undertaken for the Devon Carbon Plan shows that transport accounts for 29% of Devon's greenhouse gas (GHG) emissions. The sector is the second largest emitter of GHG across the County after buildings. Reducing emissions from our transport needs is key to reaching net-zero. Addressing this challenge will require a combination of changing our behaviour, legislation and technology. Our personal travel, as opposed to goods, accounts for around two thirds of all transport emissions. Transforming how we travel provides the opportunity to create wider benefits for our health, safety, finances and enjoyment of public space.

Reducing the need to travel is the first priority for transport in the Interim Devon Carbon Plan. The second priority is to provide access to sustainable travel and transport options for when we want and need to go further afield.

This BSIP is part of the need to shift to these sustainable travel options which have a hierarchy of:

1. Active travel, followed by
2. Mass/shared transit (the focus of this BSIP), and then
3. Taxi travel

In the past public transport and active travel have not been attractive enough and have not been invested into the same extent as the roads resulting in greater use of cars. Merely substituting existing transport usage in Devon with electric vehicles and maintaining current behaviours could be a "successful failure", missing a once-in-a-generational opportunity to realise the benefits for health and wellbeing that increased sustainable travel would realise and the transformational changes that this could bring to Devon's town and city centres.

We need to encourage the use of sustainable transport by making it the most attractive choice, particularly in urban areas. Our plans in Section 4 set out our ambitions to achieve this while recognising the challenges in Devon to shifting rural transport to sustainable

modes, where dispersed geography and the need to visit larger settlements some distance away to access services presents viability challenges.

The third priority in the Devon Interim Devon Carbon Plan for transport is for all vehicles in Devon to transition to electric or hydrogen propulsion. We signpost in this BSIP a range of actions for finding solutions for bus services in Devon.

4.6.1. Modern buses and decarbonisation

As a large, mainly rural County, Devon faces challenges in decarbonising its fleet. The length of many routes means that they are not suitable for existing battery powered vehicles, as the mileage covered is beyond the range. For example, routes from Exeter to Barnstaple are 55 miles via Torrington and 48 via South Molton. With existing vehicles covering up to three round trips it is not suitable for existing electric types, without increasing the number of vehicles employed.

Current power supply limitations mean there are also substantial costs in electrifying depots. We submitted a bid to convert the Exeter Park & Ride services to battery/electric, which was not successful. This highlighted some of the issues with moving to electric. Due to limitations with the existing power supply in the area of Stagecoach's Exeter depot it would have required upgrading at significant cost (£5 million +). This would have been partially offset by fitting solar panels to the building and using batteries to store power, but this solution was not scalable to allow the conversion of the entire Exeter fleet.

Having submitted two electric bus bids which were not successful, we would like to take forward two smaller scale proposals based on the following:

- 10 vehicles in Exeter to convert service A, Alphington – St Thomas – City Centre – Heavitree – Thornpark Rise. The A was chosen as it is a busy cross-City route and a significant part of its route – approximately 70% - is within the Exeter Air Quality Management Area. As part of the BSIP it is proposed to increase the frequency to every ten minute and this would require ten buses.
- 4 vehicles in Barnstaple to convert service 19, Roundswell – Barnstaple Railway Station – Barnstaple Town Centre – North Devon District Hospital. This again has sections where air quality is an issue, including Sticklepath Hill, Pilton Causeway and North Road. As part of the BSIP this would increase to a twenty-minute frequency, which would require four buses.

Costs are indicative at this stage as we are currently working on the most cost-effective power supplies for the depots. We also need to confirm the source of the match funding which may be from the bus operators or DCC, or a combination of the two

We are working with the bus manufacturers to assess the best solution for our longer inter-urban routes and if the next generation of battery packs will improve the range sufficiently, or if hydrogen would be the more flexible option. Analysis undertaken so far shows that a number of longer routes are not currently suitable for electric or hydrogen power due to gradients, distance and higher speed sections along the route.

There is a proposal to build a green hydrogen plant near to Plymouth and have been discussing with the developer the potential for supply as part of preparing this BSIP. Should this proceed we feel more confident in moving towards hydrogen power, knowing its production was sustainable locally.

Subject to the further work being undertaken we see the way forward as being in several incremental strands:

- For urban services in Exeter, Newton Abbot, Exmouth and Barnstaple a move to electrification.
- For inter-urban services around these centres a move to electric, or hydrogen, dependent on how the range or electric buses develops.
- For longer-distance services a move to hydrogen power, in order to provide the range required and flexibility in use.
- For rural services primarily a move to electric, unless smaller hydrogen powered vehicles become available.
- For the moment some longer distance routes will need to retain diesel buses as they are unsuitable for full electric or hydrogen conversion.

By moving forward incrementally we anticipate being able to benefit from future technological developments, which may mean more routes become suitable for electrification and that smaller buses suitable for rural routes become more widely available. Our aim is that by 2035 we will have eliminated diesel buses from Devon. In the interim we will move incrementally to zero emission vehicles, while at the same time improving emissions from the declining number of diesel buses wherever possible.

Consideration has been given to moving to Euro 6 diesel buses, to improve emissions until a suitable technology is available. We are not in favour of this option, as once the investment has been made, we would be constrained from moving to zero emission vehicles by the need to utilise the diesel buses for their complete lifespan.

4.7. Better Health and Education Outcomes through Total Transport efficiencies

DCC is a leading authority in the coordination of passenger transport through its Transport Coordination Service (TCS). It coordinates and integrates all aspects of its passenger transport duties including education, social care, public and community transport, fleet management, and the administration of the National Bus Pass scheme in Devon, to provide efficiencies and a better level of service for all.

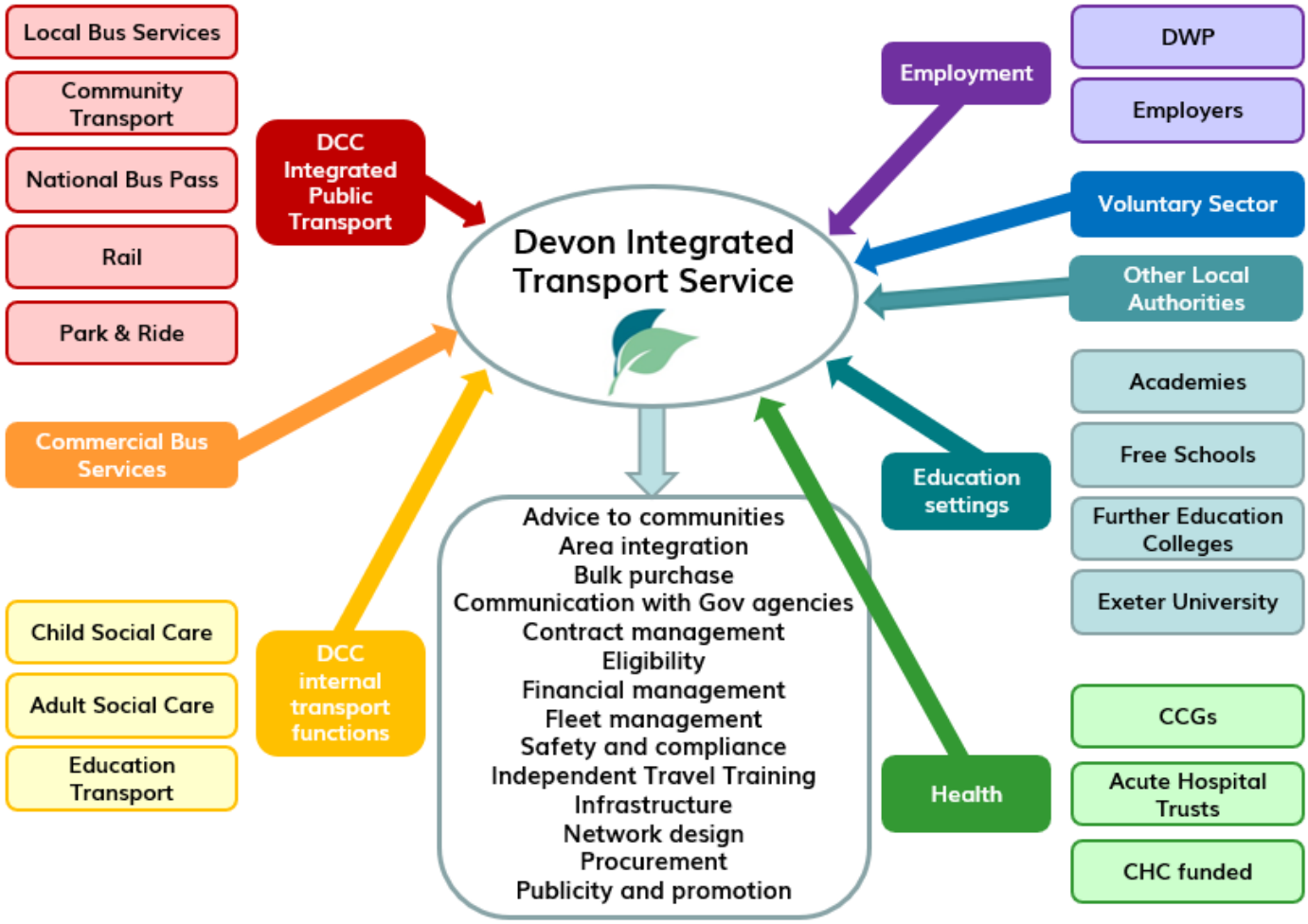


Figure 4-18: Devon's Integrated Transport Service.

We work closely with external stakeholders to develop this integrated approach. Examples include:

4.7.1. Access to Education

Access to education forms the backbone of many local bus service movements and the revenue generated helps provide a better level of service throughout the day. Through this integrated approach DCC contributes £1.2million per annum to the network through season tickets on the network for entitled scholars.

As part of proposed service improvements, we will be exploring further opportunities for integration of school and college movements into the network. This will provide more passengers (and revenue), offer greater travel choices for young people, and help address existing PSVAR issues on existing dedicated school transport contracts.

4.7.2. Access to Health

The biggest prize for better integration is with the NHS. As a result of the Total Transport pilot in 2015, DCC has successfully managed Non-Emergency Patient Transport (NEPTS) on behalf of Devon CCG since May 2016. This sits alongside DCC's own transport functions and our success was recognised nationally in the final Total Transport report: Total Transport: feasibility report and pilot review (publishing.service.gov.uk)

The NHS locally recognise the value of integrating with DCC and we are currently working with NHS colleagues on moving from a contractual relationship to a Section 75 agreement. This agreement will allow us to take our integrated approach to the next step through the next round NEPTS procurement in 2022.

DCC and Devon CCG have also jointly contributed to the recent national review of NEPTS through engagement with NHS England: NHS England » NHS Non-Emergency Patient Transport Services (NEPTS) review. As a result, we are exploring being one of three Pathfinder areas to develop further our unique integrated approach so it can be used as an example to be rolled out across the country. Part of this will include exploring how best to signpost patients to the community and voluntary sector, something DCC already does through the support of our Voluntary Car Forums.

It will also include how we can better integrate patient movements into an improved public transport network and provides a direct link to the work of NHS England and the DfT's aspirations for local bus services. The previous silo-ed working meant that once a resident was accepted as needing NHS Transport due to a very local transport shortfall e.g., no car and poor rural bus provision, the NHS took the patient the whole distance (at a much higher unit cost) even when there were good accessible transport links for 80% or more of the journey. The S75 agreement, developments in the NHS-E review of transport support and this DfT strategy allow systems to work together to re-connect residents with good quality accessible transport rather than by-passing it as happened previously. In this way the public-sector organisations enhance usage, confidence, and access to health in its widest forms.

Our leading position on Total Transport gives an excellent opportunity to improve transport for all and how we develop Demand Responsive Transport (DRT) across the county. DRT, due to the low volume of passengers, demands a high cost per passenger and we believe the only way of making this service sustainable in the future will be, alongside encouraging maximum use, linking it with the statutory functions of the NHS and local authority. In Devon, DCC and the CCG spends £50million per annum fulfilling our statutory transport duties and these funds will be used to provide match funding against BSIP funding to improve access for all.

4.8. Links to other strategies and developments

This BSIP will be linked and relevant to all current and future initiatives. We are keen for local bus services to be considered as part of a wider solution and for strategies, both locally and nationally, to be developed in a joined-up way so that, for example, a cycle initiative does not result in worse access for the bus, or vice versa. Current initiatives are set out below:

4.8.1. Links with Wider Geographic Area Plans

4.8.1.1. Peninsula Transport Sub National Transport Body (STB) Board

Section 1.7.3 describes the role of public transport in supporting the Vision of the STB and how DCC is working collaboratively with our partner authorities to develop our cross boundary working to improve our bus service for passengers across the Peninsula. In June 2021, the STB Board considered a report on BSIPs and recognised the contribution improving local bus and coach services can make across the Peninsula so that it will be incorporated into the development of the full Transport Strategy.

The Board also endorsed the approach local authorities were taking within the Peninsula Transport area towards the implementation of the National Bus Strategy.

4.8.1.2. Heart of the South West LEP

The LEP's Blueprint for Clean Growth sets out an ambition to grow the South West Peninsula's economy in a clean and sustainable way, including through decarbonising transport. It recognises that technological innovation will not replace the need for continued investment in more traditional sustainable transport measures and highlights the need for "ongoing improvements to intermodal connections" as well as the decarbonisation of the local bus fleet. A key output of this vision will be the establishment of a Rural Mobility Fund to improve sustainable transport links to jobs, services and recreational activities in rural areas.

4.8.2. Links with County Transport Strategies, Policies and Plans

4.8.2.1. Local Transport Plan

The Devon and Torbay Local Transport Plan 3, 2011-2026 (LTP) seeks to make public transport "a genuine alternative and better travel choice to the car". It highlights the need to improve integration between transport modes and ensure that bus services are regular and reliable, through the introduction of new technologies and bus priority measures.

The LTP will shortly be updated to account for the increasing importance of transport decarbonisation and the Climate Emergency, and improvements to Devon's sustainable transport network are likely to be a key feature. Having undergone a significant amount of public and stakeholder engagement, themes and actions identified in the Devon Carbon Plan will be carried through into the LTP refresh. Section 1.7.1 of this BSIP sets out the Devon Carbon Plan strategic expectations for encouraging mode shift to bus, better integration with other modes and the need for cleaner, low emission vehicles. This BSIP has been produced to complement these strategic policy goals.

4.8.2.2. Transport Infrastructure Plan

This is the delivery plan supporting the Local Transport Plan and makes specific reference to schemes which will have direct or indirect improvements for local bus services including:

- Development of future Park & Change site near Barnstaple
- Barnstaple rail station interchange improvements and better access routes
- Development of future Park & Change and Park & Ride sites around Exeter (see Exeter Transport Strategy below)
- Bideford bus link
- New Marsh Barton rail station with associated links

- Improved bus links through Heavitree Road corridor in Exeter – see section 4.2.1 key corridors for intervention.
- Improved walking and cycling links to bus and rail interchange in Exmouth
- Completion of Dinan Way extension in Exmouth to enable recasting of bus network to (see below)
- In Newton Abbot improvements in bus service access and terminal facilities linking in with improved cycling and walking routes (see below)
- Development of Sustainable travel between Bere Alston and Tavistock
- Development of Sherford Park & Ride West of Plymouth

4.8.2.3. Exeter Transport Strategy 2020-2030

Exeter is the capital of Devon and the heart for many essential services, businesses and opportunities for leisure and entertainment. DCC, with its partners has developed an Exeter Transport Strategy 2020-2030.

The strategy focuses on improving travel choices, creating better places for people and taking advantage of technology opportunities to influence travel behaviour in a positive way.

The proposals aim to provide an ambitious transport strategy that is embodied in the following three key themes:

1. "Greater Connectivity" focusing on travel into the city from outside Exeter's boundaries. This includes developing a consistent standard of frequency of both rail and interurban bus routes and delivering strategic cycle trails between key settlements (see map below). To capture those from the rural hinterland with limited sustainable travel choices, there will be a Park and Ride on all key corridors into the city.

2. "Greater places for people" is about travel within and quality of life in the city. This includes working with bus operators to improve urban bus corridors and to provide a reliable low carbon network of buses. Enhanced bus priority will be delivered at major junctions, along with 'Red Routes' on key corridors including Heavitree Road, Pinhoe Road and Cowick Street.

3. "Greater Innovation" will see DCC looking to work with private sector partners to test and implement innovative technology solutions to make travel easier and help the city's transport networks operate more flexibly and efficiently. A key aspiration will be to expand the shared electric vehicle and electric cycle network and provide a single ticketing platform for multi-modal travel in Exeter.

In combination, the enhanced rail, bus and active travel links between key settlements and Exeter form the basis of a Connected City Region network. This will provide a consistent standard of sustainable transport providing a Connected City Region.

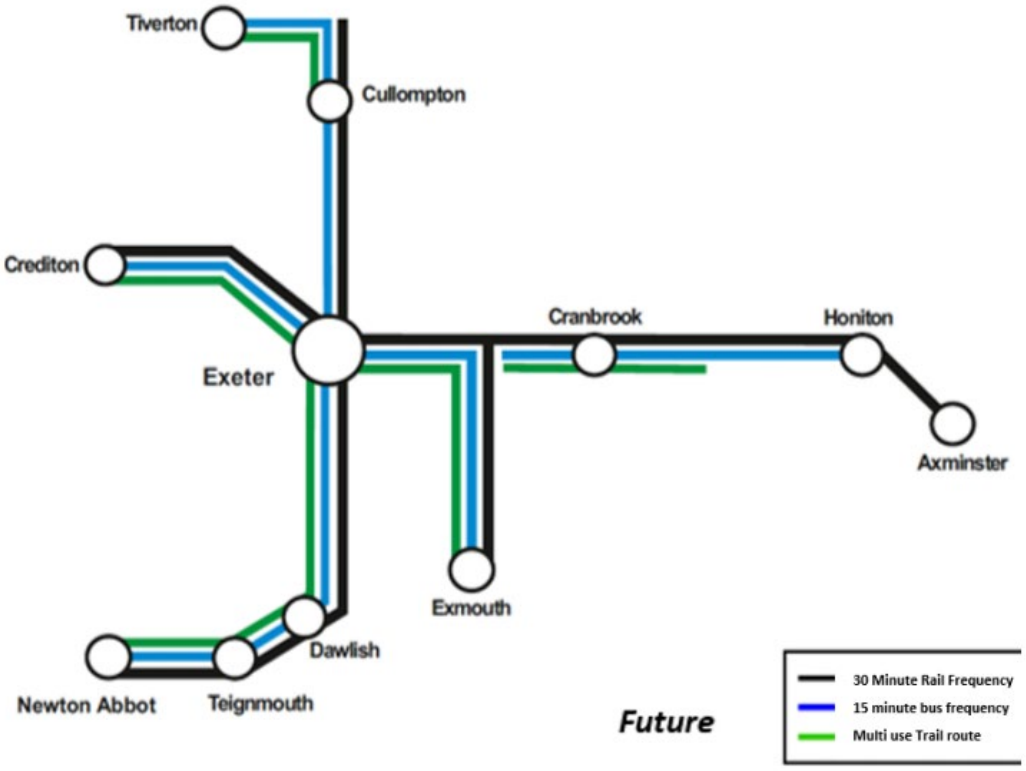


Figure 4-19: Exeter Transport Strategy proposals for improved bus, rail and multi-use trail links.

Park & Ride sites on all key corridors will provide a realistic sustainable travel option for those trips from rural areas into the city that can't feasibly be served by traditional public transport services. The potential of Park & Ride and other local bus services to provide frequent connections to employment and amenities at Marsh Barton and Sowton / East of Exeter will be promoted. The sites will also serve as multimodal interchanges for other sustainable forms of travel, such as cycling, and will provide electric vehicle charging facilities.

The 5 Year Implementation Plan associated with the Transport Strategy incorporates several of the service enhancements shown in the network diagram above, along with enhancements to the Heavitree Road and Pinhoe Road corridors and targeted measures to reduce bus delays at hotspots. These measures will be complemented by DCC's travel planning programs, which encourage sustainable travel choices among residents of new developments, employees of participating organisations and school pupils.

4.8.3. Links with Active Travel-Based Policies, Strategies and Plans

4.8.3.1. Cycling and Multi-Use Trail Network Strategy

DCC has been successful in creating a number of multi-use trails around the County - Multi-Use Trails - Roads and transport (devon.gov.uk), such as the Exe Estuary Trail, Tarka Trail and Drakes Trail. Through improvements to and promotion of local bus services, we will enhance the ability to connect with these trails and provide the link to walking and cycling.

4.8.3.2. (Emergency) Active Travel Fund

DCC has successfully implemented several active travel initiatives across the County, some of which are now being retained for longer periods of time. All have been introduced considering the

needs of access for local bus services with improvements wherever possible. These are now being considered as to how they can help form longer corridors for improved bus access, alongside walking and cycling.

For example, the E9 strategic cycle route (Newcourt-Exeter city centre) includes a modal filter (point closure) on Wonford Road, which permits the passage of buses, pedestrians and cycles, but prohibits the passage of other vehicular traffic (see image below). This therefore considerably reduces traffic volumes on this road, improving bus journey times as well as improving the safety and attractiveness of walking and cycling.

Figure 4-20: Bus gate on E9 strategic cycle route.

4.8.3.3. Local Cycling and Walking Infrastructure Plans (LCWIPs)

The emerging Exeter LCWIP proposes ambitious changes to cycling and walking links within Exeter and between the city and neighbouring settlements. Building upon the improvements delivered through the Emergency Active Travel Fund (see above), the LCWIP will look to deliver betterment for bus users as well as pedestrians and cyclists, and improve the connectivity between active travel and public transport networks.

The Heart of Teignbridge LCWIP (covering active travel routes into Newton Abbot) is also seeking to address integration between buses and active travel modes (see Newton Abbot Transport Hub below). Barnstaple, Bideford and Northam LCWIP has also just commenced and will follow a similar approach to ensure plans are considerate and complementary to the BSIP aspirations.

4.8.4. Links with Other Area-Based Initiatives

4.8.4.1. Destination Exmouth

DCC has submitted a Levelling Up Fund Bid, which is a multi-modal package including:

- Completion of the Dinan Way distributor road which will bring wider accessibility and traffic management benefits including removing HGV movements from the town centre and associated road safety, air quality, active travel and public transport benefits. For local bus services, this will include the ability to recast services and the bus network in and around Exmouth to provide more direct, quicker links to Exeter and East of Exeter growth areas.
- Creation of an enhanced public transport interchange and mobility hub adjacent to the

town's rail and bus station. This includes improving the gateway to the town to capitalise on the success of the Exe Estuary trail.

- Public realm enhancements around the rail and bus station arrival point to create a better sense of arrival and legibility, helping to increase footfall in the town centre and to create a stronger axis and connection to the estuary and seafront.

4.8.4.2. West Devon Transport Hub

West Devon Borough Council has worked with DCC to submit a Levelling Up Bid, which is seeking to deliver a new rail station on the east edge of Okehampton close to the A30. This station would capitalise on the reopening of the Exeter to Okehampton railway including improved cycle links to the station and, importantly a bus interchange opening up opportunities to better integrate access from the wider West Devon, Torridge and North Cornwall rural areas to the national rail network.

4.8.4.3. Newton Abbot Transport Hub

The Transport Hub project is being developed through Garden Communities (Homes England) funding. It seeks to improve the environment for all users of a key sustainable travel corridor within Newton Abbot, where the bus station interchange (located on Sherborne Road) meets the National Cycle Network. The project is currently at an early stage but will aim to balance the needs of different users to choose active and public transport as well as support public realm improvements.

4.8.4.4. University of Exeter Transforming Rural Mobilities project

The University of Exeter is currently developing ideas for an externally funded project to address challenges and opportunities associated with rural mobility, with a particular focus on the Exeter-Barnstaple (Tarka Line/A377) corridor. It would aim to develop solutions which improve inter-modal connectivity and deliver more flexible, demand-led transport services, within the context of the Climate Emergency. DCC has provided input regarding mobility challenges in the study area and will seek to learn any lessons regarding the provision and integration of bus services emerging from the project if funded.

4.8.4.5. Dartmoor National Park Management Plan

Dartmoor National Park Authority is developing a Green Transport Strategy in partnership with DCC and other key stakeholders and partners. The Strategy aims to reduce the negative impact of private motor vehicles on the landscape and local communities within the National Park and provide options for those without access to a car.

The Strategy will look to integrate green travel options for visitors and residents; providing attractive, alternative means for visitors to travel to and around Dartmoor, including provision of a core public transport network and active travel through increased walking and cycling. It will also support rural local communities within and around the National Park through provision of enhanced, attractive, affordable public transport services enabling easier access to employment, education, and health services, especially for those without access to private cars. These measures will also assist with reaching reduction targets as Devon moves towards net zero emissions by 2030.

The Strategy will build on the success of existing services such as the Haytor Hoppa which serves visitors and local communities, with regular reliable services and simple ticketing. We aim to work

together to enhance and replicate these types of services elsewhere across the National Park developing town hubs and modal interchange points.

Significant increases in housing development around the edge of Dartmoor is already putting additional pressure on the road network and recreational infrastructure. Research by Exeter University in 2018 shows that the annual number of Dartmoor visitor numbers will increase significantly by more than 870,000 each year – more than the population of Liverpool. Population futures and Dartmoor National Park

4.8.4.6. New Developments and Travel Planning

Section 1.7.2 sets out the growth aspiration across Devon and the South West Peninsula. In order to support increased mode shift to sustainable travel modes and decarbonisation goals it is vitally important that the planning and delivery of new developments prioritises accessibility to buses. Where buses serve larger developments, the appropriate road widths, particularly at junctions, needs considering. Even if residential layouts do not cater for bus services, the pedestrian links need to be direct, easy and provide convenient access to bus stops with stop infrastructure and facilities built to the quality standard expected in this BSIP so that an attractive travel experience is offered to potential passengers.

In addition to delivering infrastructure improvements, DCC encourages more sustainable travel choices through encouraging travel plans are adopted in new housing developments, workplaces and schools. These plans provide advice regarding local walking, cycling and public transport links (including signposting to the various resources on the Travel Devon website), and can include the provision of bus taster tickets.

Together with using Section 106 funds to deliver bus links to new developments from the outset, these programs have encouraged greater bus use among residents, generating a virtuous cycle whereby bus patronage increases as developments progress, enabling service uplifts which further enhance the attractiveness of bus. An example of this is the new town of Cranbrook, where service frequencies have been successively improved in recent years.

SECTION 5

Passenger Charter

5. Passenger Charter

5.1 Bus Passenger Charter

Passenger satisfaction is a vital part of the successful implementation of our BSIP, and a bus passenger charter will enable passengers and key stakeholders to hold operators and DCC to account for delivering the plan. This part of the BSIP provides an overview of the areas which we feel are important to include in our passenger charter, and has been put together following discussions with our operators.

Our aspiration is that over the coming months we will be working alongside local authority colleagues in the south west to develop a regional Bus Passenger Charter which will set the standards and levels of service that passengers should expect when travelling by bus in the region.

"Listen to the needs of passengers and key stakeholders, and involve them in current and future planning of the bus service provision"

We aim to run safe and reliable bus services across Devon which passengers can depend on. The charter sets out what passengers can expect, to include

- Commitments by DCC and bus operators in Devon, as well expectations from bus passengers.
- Details on who is responsible for what – operators, DCC, local councils, including service provision, information and bus stops.
- Details of what passengers can expect from their bus services and how to complain if their expectations are not met, including channels available to make complaints and offer suggestions.
- Details of what redress is available such as putting things right in future, money-back guarantees. Standards for complaints handling.
- What passengers can expect when using bus services, including expectations of disabled passengers
- Link to targets in the EP and BSIP, specifically around reliability, journey time and passenger satisfaction.
- Where to find reports on performance against these targets.
- Consultation on significant proposals for potential changes to bus services, and an opportunity to make suggestions and comments about bus services and ways that they can be improved

5.2 Information

We will develop the DevonBus "brand" as well as a single source of information about all bus services (map/routes, timetables, fares). We will make information available as widely as possible and in different formats. This will include:

- Up-to-date and comprehensive information to a consistent standard at every bus stop, particularly detailing buses serving that stop
- Real-time displays at key stops, or QR code facility to provide information for each stop and real time tracking
- Printed timetables for all services in our regional Bus Times booklets

- The Devon Bus Map – detailing all services in the county, together with individual maps and service information for larger Towns and City.
- Timetables and maps available online on our website, on the Traveline website or by phone from Traveline
- Reasonable notice of any timetable changes via our website, with posters on the bus and by producing new timetables.

5.3 Tickets

A range of tickets will be available, to meet the needs of different groups and areas. We will promote them, make them simple to understand and as easy as possible to buy them.

Opportunity to purchase tickets:

- On the bus using cash or contactless payment
- On our app as an e-ticket on your mobile phone or device, although you will need to set up an account to pay.

5.4 On the Bus

Passengers are entitled to a pleasant and comfortable journey. To help achieve this we promise:

- A safe environment to wait for the bus, with shelters at busier stops
- A friendly and helpful driver – uniformed staff will wear a name badge, they will try and help with any queries you may have and treat you with respect.
- Provide services in line with the timetables, ensuring that 95% of journeys begin on time.
- Communicate information to customers regarding diversions and delays to bus services.
- Fully accessible with space for a wheelchair or buggy on every bus
- Provide buses which are clean and safe with CCTV for passenger and staff safety
- Allow drivers to deal with complaints when necessary.
- Provide training to drivers to safely operate vehicles and routes.

5.5 Passenger Commitments

Passengers will be expected to:

- Treat bus drivers and other passengers respectfully - abuse to staff or other passengers will not be tolerated
- Respect bus shelters, stops and buses
- Take any litter home with them.
- Adhere to the driver's instructions and not distract them whilst the bus is moving.

The charter will be managed and reviewed by the Enhanced Partnership Board on an annual basis. This charter does not create a legal relationship but does set out an expectation that certain standards are met.

SECTION 6

BSIP Overview table

6. BSIP Overview table

Name of authority or authorities:	Devon County Council
Franchising or Enhanced Partnership (or both):	Enhanced Partnership
Date of publication:	October 2021
Date of next annual update:	October 2022
URL of published report:	https://www.traveldevon.info/bus/bsip/

TARGETS		***Historical Data***		**Baseline 2021/22***	**Target for 2025**	**Target for 2030**	**Measurement**
		2018/19	***2019/20***				
Average Journey Speed - MPH		*13.11*	*12.98*	13.00	15.00	17.00	MPH - number of miles operated in a given time period divided by the number of operating hours in the same period
Network Punctuality & Reliability	Services operated	*99.60%*	*99.30%*	96.8%	99.6%	99.6%	% operated mileage
	Services on time†	*74.5%*	*73.1%*	TBC	92%	95%	Annual bus punctuality survey carried out by the Council's consultants in compliance with existing DfT guidance.
Passenger Numbers		23.9 Million	23.6 Million	16.5* Million	32 Million	37 Million	Total numbers of bus journeys made. Established channels of data supply from operators to the Council backed up by data-sharing agreements as appropriate
Customer Satisfaction Level		*95%*	*93%*	95%	97%	98%	Transport Focus passenger satisfaction survey
Modal Shift – current market share		*3%*		3%	5%	10%	Devon bus trips per capita (from DfT Bus Statistics) divided by South West total trips (from National Travel Survey)

*Baseline figures for 21/22 are actual figures for Q1 and Q2, with an assumption of further recovery in Q3 and Q4. These reflect the current macro-economic situation with regards to supply of labour and subsequent industry pressures.

† Average of DfT indicators 1, 2 and 3 (buses starting route on time, buses on time at intermediate timing points and buses on time at non-timing points)

Delivery - Does your BSIP detail policies to:	Yes/No	**Explanation** (max 50 words)
Make improvements to bus services and planning		
More frequent and reliable services		
Review service frequency	Yes	Proposals to improve service frequency to include; rural services, evening and weekend services, inter-urban and town/city services. Plus the development of DevonLynx – strategic enhancements to include links with rail services.
Increase bus priority measures	Yes	During the process of writing our BSIP, we identified target areas and infrastructure proposals to deliver bus priority enhancements across Devon. These cover four main areas – Exeter, Barnstaple, Exmouth and Newton Abbot.
Increase demand responsive services	Yes	Following our feasibility study with DRT providers, Via, we have identified DRT trials to go ahead in four different areas across the county.
Consideration of bus rapid transport networks	No	Our view is that Devon does not have urban areas of sufficient size or complexity to warrant bus rapid transit networks. Our approach is to see speeded up routes and corridors.
Improvements to planning / integration with other modes		
Integrate services with other transport modes	Yes	Devon Lynx strategic enhancements to connect bus with rail services, development of multi-modal transport hubs, investment in infrastructure at bus interchanges; bike racks etc
Simplify services	Yes	We currently have few corridors where more than one operator provides services on a frequent basis. Where this does exist we will work with both operators to provide common ticketing and an integrated offer.
Review socially necessary services	Yes	Socially necessary services are constantly reviewed through DCCs current Public Transport policy and criteria. Also full details of our community transport offering is detailed within the BSIP.
Invest in Superbus networks	No	Our view is that Devon does not have urban areas of sufficient size or complexity to warrant Superbus networks. Our approach is to

Delivery - Does your BSIP detail policies to:	Yes/No	**Explanation** (max 50 words)
		appropriately level up our network to the point of being 'super.'
Improvements to fares and ticketing		
Lower fares/ Simplify fares	Yes	We aim to reduce bus fares across the county. Our fare strategy proposes a suite of simplified regional and town fares, with reduced fares for 16-18 year olds.
Integrate ticketing between operators and transport	Yes	Working with our operators, these fares would be interoperable and available on all services covered by the Enhanced Partnership. Also aim to develop a Devon & Cornwall Day/Week ticket across all SW local authorities.
Make improvements to bus passenger experience		
Higher spec buses		
Invest in improved bus specifications	Yes	Audio visual announcements on buses. Upgrades to ticketing machines.
Invest in accessible and inclusive bus services	Yes	Subject to funding, we will ensure that all supported services are operated with low-floor accessible buses, even where these would be exempt on grounds of small size.
Protect personal safety of bus passengers	Yes	Investment in making bus stops and stations a more attractive environment, including lighting at bus stops. Proposals to extend trial of "Exeter Night Owl" service to be extended in different towns.
Improve buses for tourists	Yes	We will continue to build on our programme of improved leisure services, working with key stakeholder partners. This has already started with our allocation of New Funding for Bus Services 2020/2021 (delayed by the pandemic).
Invest in decarbonisation	Yes	Continued exploration into alternative fuels. Proposals to electrify trial routes in Exeter and Barnstaple.
Improvements to passenger engagement		
Passenger charter	Yes	Working alongside local authority colleagues in the south west we aspire to develop a regional Bus Passenger Charter which will set the standards and levels of service that passengers should expect when travelling by bus in the region.

Delivery - Does your BSIP detail policies to:	Yes/No	**Explanation** (max 50 words)
Strengthen network identity	Yes	The brand “Devon Bus” will be developed with bus companies and stakeholders to give confidence in the consistent level of services we aim to deliver as part of the Enhanced Partnership.
Improve bus information	Yes	We will make information available as widely as possible and in different formats. This will include: electronic info, real time, printed, maps, website. We will also invest in making sure people know what information is out there – eg QR codes, travelinesw.info, and nextbus.org

List of Figures and Tables

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