

The Welsh National Transport Plan

How The Bus Will Deliver

Peter Heath
Operations & Commercial Director

Cardiff Bus

The Bus – The Forgotten Solution?

The plan refers to

“local bus services cater for vast majority of local public transport needs”

and

“buses continue to provide the backbone of the public transport network”

But....is it a forgotten solution?

The Bus – The Forgotten Solution?

We need to remember

In Wales buses carry 107 million
passengers per annum

Cardiff Bus carries over 24 million of these

Not a “mode of last resort”

The Bus – The Forgotten Solution?

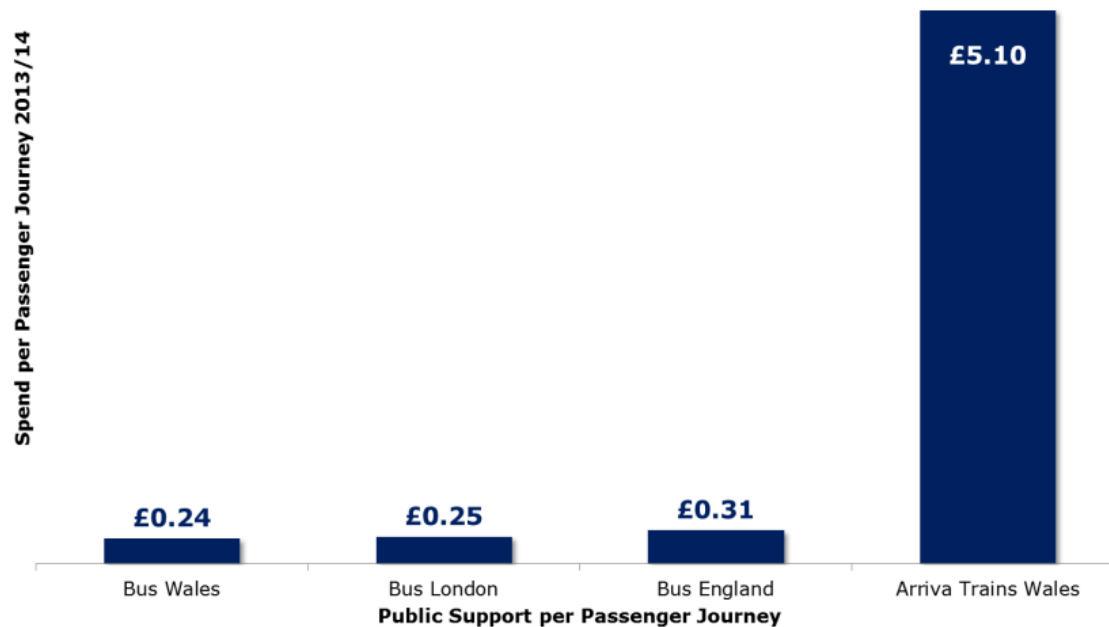
Contrast this Arriva Trains Wales who carry
29 million passengers per annum

And yet.....

Who is deemed more important?

The Bus – The Forgotten Solution?

The bus delivers value for public money



How Can The Bus Deliver?

Stability in public funding

- long term investment in buses
- 5 year business plan

but Welsh Government funding is still generally year by year....and late

How The Bus Can Deliver The Key Elements

Partnership – each with key responsibilities

Bus Operator

product, business expertise

Local Authority

bus priority, parking policy, land use planning

Welsh Government

funding, regulatory framework

How The Bus Can Deliver The Key Elements

Reliability

- Number one passenger requirement

Cardiff

High levels of congestion



How The Bus Can Deliver The Key Elements

Reliability

- Number one passenger requirement
- Carefully planned services
- Bus priority measures which are effectively enforced

Cardiff

Low level of bus priority



How The Bus Can Deliver The Key Elements

Fares

- Simple to understand tickets
- Easy to use
- Represent value for money
- Stable – increases to a minimum

How The Bus Can Deliver The Key Elements

Spring Sale

prices ~~slashed~~ on weekly tickets

adult week to go
~~£15~~ **£13**

buy on bus or on the iff app

youth week to go
~~£10~~ **£9**

adult **ONLY 10 trips £15**
no expiry date!

10 single tickets valid anywhere in the Cardiff to go zone
only on the iff app

offers exclusive to
Cardiff bus
bws Caerdydd

available from Sunday 3 May 2015

How The Bus Can Deliver The Key Elements



How The Bus Can Deliver The Key Elements Information

- Simple – Easy to understand
- Real Time Information

How The Bus Can Deliver The Key Elements

The screenshot shows a mobile application interface for Cardiff bus. At the top, there is a status bar with various icons and the time 11:16 AM. Below that is a blue header with the Cardiff bus logo. The main content area is black with white and yellow text. It displays the location 'Olympian Drive' and a table of bus services. The table has three columns: 'service', 'destination', and 'time'. The data rows are as follows:

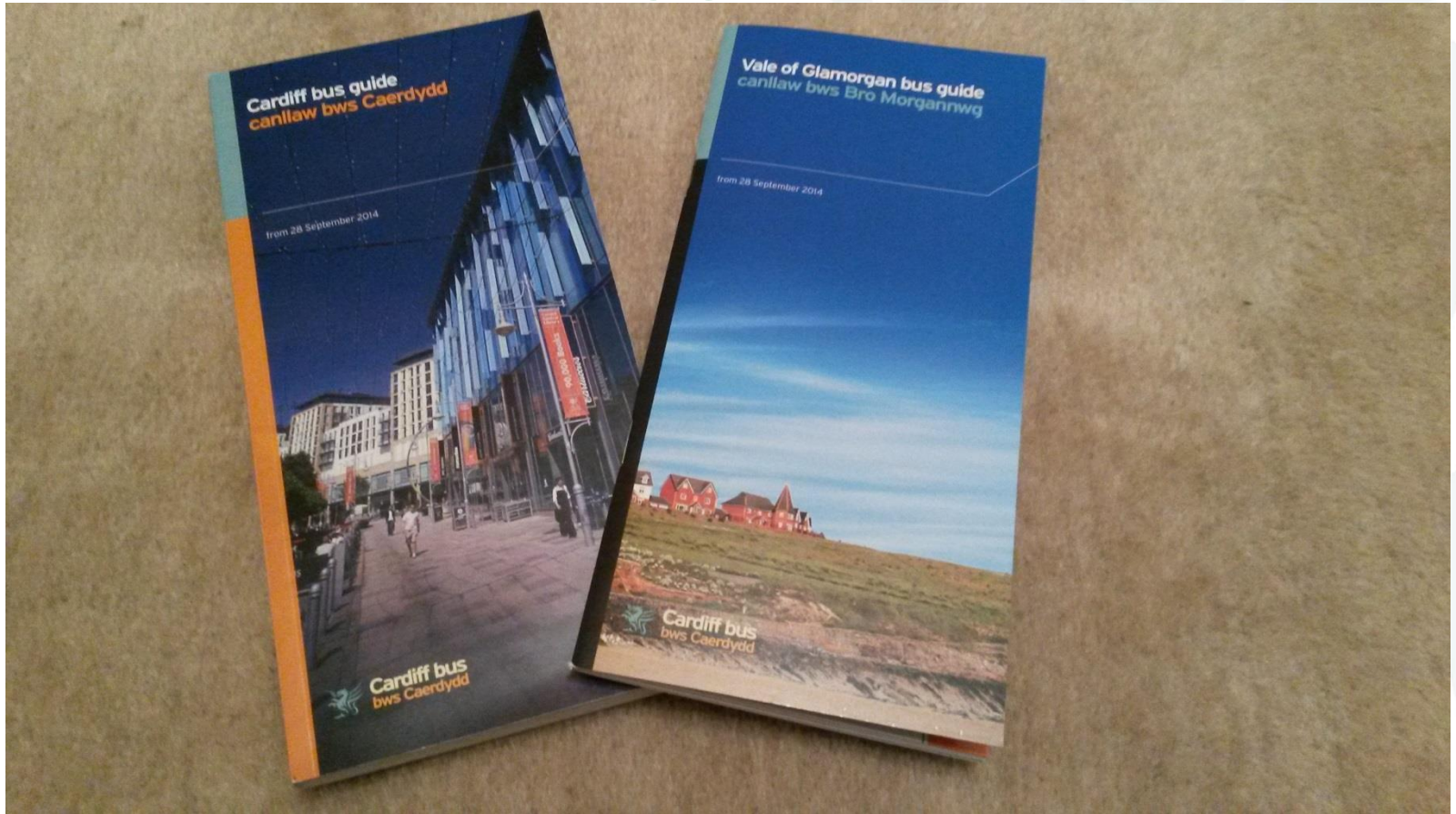
service	destination	time
9	City Centre	6 Mins
7	City Centre	11 Mins
9	City Centre	26 Mins
7	City Centre	11:56
9	City Centre	12:03

Below the table, it says 'Last Updated: 10/09/2014 11:14:51' and has a refresh icon. At the bottom, there is a button labeled 'add to favourites'.

How The Bus Can Deliver The Key Elements Information

- Simple – Easy to understand
- Real Time Information
- Next stop information
- Full use of social media
- But still need for printed medium

Sell



How The Bus Can Deliver The Key Elements A Quality Product

- Modern bus

Cardiff Bus



How The Bus Can Deliver The Key Elements A Quality Product

- Modern bus
- Whole Customer Experience eg WiFi
- Measure where you are

How The Bus Can Deliver The Key Elements

The product – the bus service

- Meet customer needs
- Reflect changes in customer habits and environment
 - rise in online shopping, home working, move away from High Street
- Increase in late night/Sunday trading

How The Bus Can Deliver The Key Elements

- Pump prime new services
- Keep stable but reflect outside changes
- Cardiff growing as a city
- Must operate at a profit

Challenges...and opportunities

An ageing population

Increasing congestion – level playing field

Urban air quality problems – lack of green bus funding

Grow use amongst young, wealthy, car drivers – for some journeys

In Summary

- By its inherent flexibility, the bus is best placed as the solution to serving the needs of the people, communities and businesses of Wales.
- It can underpin the National Transport Plan by giving an affordable, effective and efficient transport system
- Bus funding must ensure maximum value for money and impact. Small bus expenditure can give major benefits to operations.
- Partnership is key

the bus



Always here !