



Young people and transport

Glasgow event

25 April 2019



Philip Mendelsohn

Board Member for Scotland, Transport Focus



Young People and Rail

Robert Samson, Senior Stakeholder Manager, Transport Focus

NRPS Background

- Set up in Autumn 1999 to provide a network wide picture of passenger satisfaction with rail travel
- It assesses service aspects that are important to passengers
- Passengers asked for views of a 'real' journey
- Questionnaires are given out on all days of the week and at different times of day (from 6AM – 10PM) over the 10 weeks of fieldwork
- Passengers are given a choice of whether they wish to complete the questionnaire on paper or online
- About 25% complete a correctly completed questionnaire
- Two thirds of passengers prefer to complete the questionnaire on paper

Summary of methodology



Who?

Rail passengers given questionnaires at stations (or on train) throughout Great Britain with each TOC set specific quotas according to day of week, journey purpose and station size band

When?

Autumn 18: 1st September-
16th November 2018

Size?

- c.27,000 analysed per wave (Spring/Autumn waves)
- Sample size per TOC varies from 500 to over 2,000
- In Autumn 2018 (wave 39): 1,309 ScotRail passengers of which 203 were aged 16-25

NRPS Questionnaire coverage

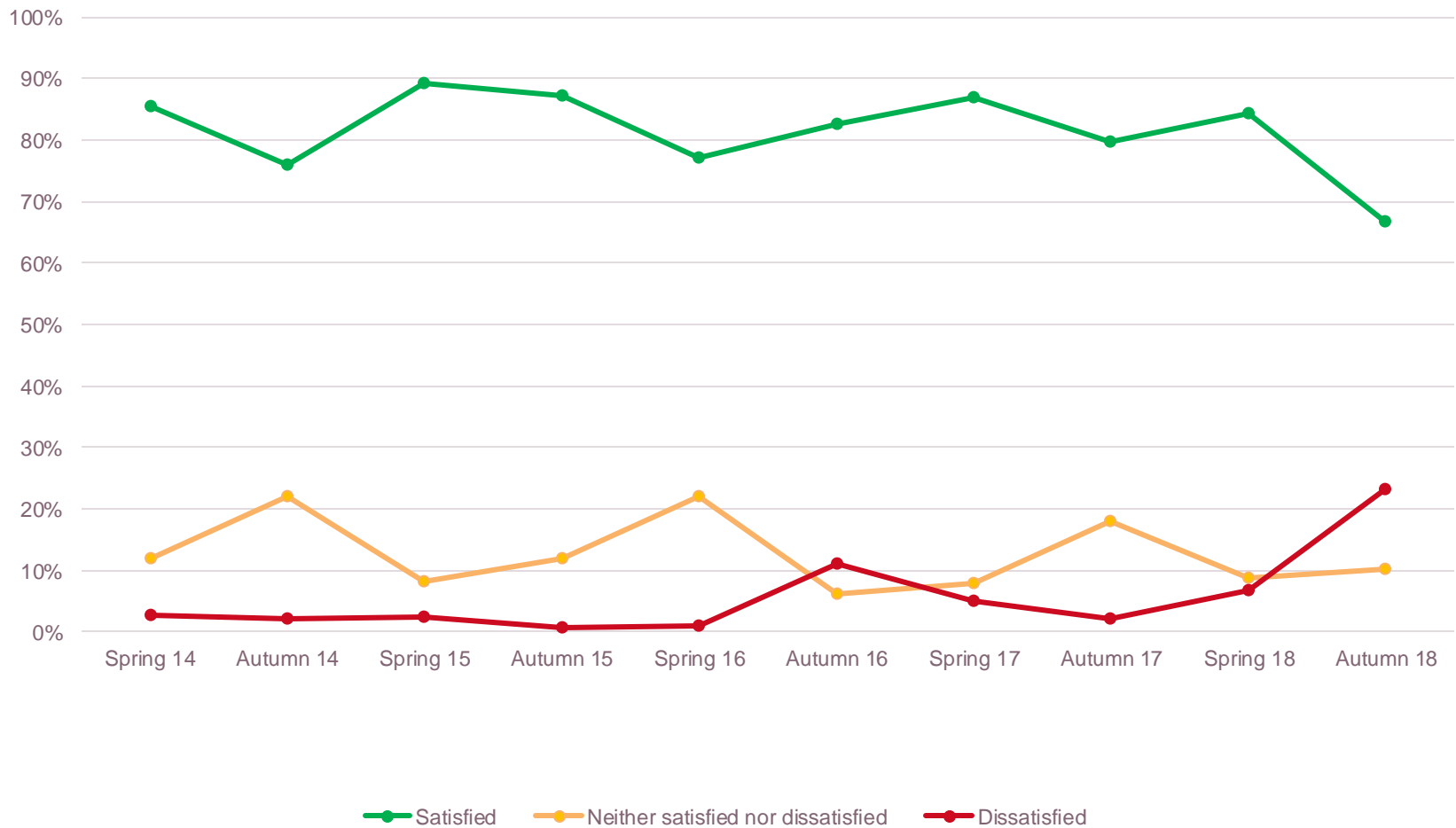
- Details of journey
 - Origin station, destination station, scheduled departure time, TOC, delays, connections, overall satisfaction
 - (added) origin and destination of train, date, time of interview
- Demographics
 - Age, gender, ethnicity, whether had a disability
- Other
 - Journey purpose, ticket type, frequency of travel on the route
- Station of origin
 - 18 satisfaction measures (including overall station satisfaction)
- Train used
 - 22 satisfaction measures (including overall train satisfaction)
- NRPS Modules since spring 2017
 - Fares & Ticketing, Station Access, Accessibility, and Time Use

Satisfaction for key NRPS variables on ScotRail in Autumn/Spring 2018 combined – Young people (16-25) and All passengers

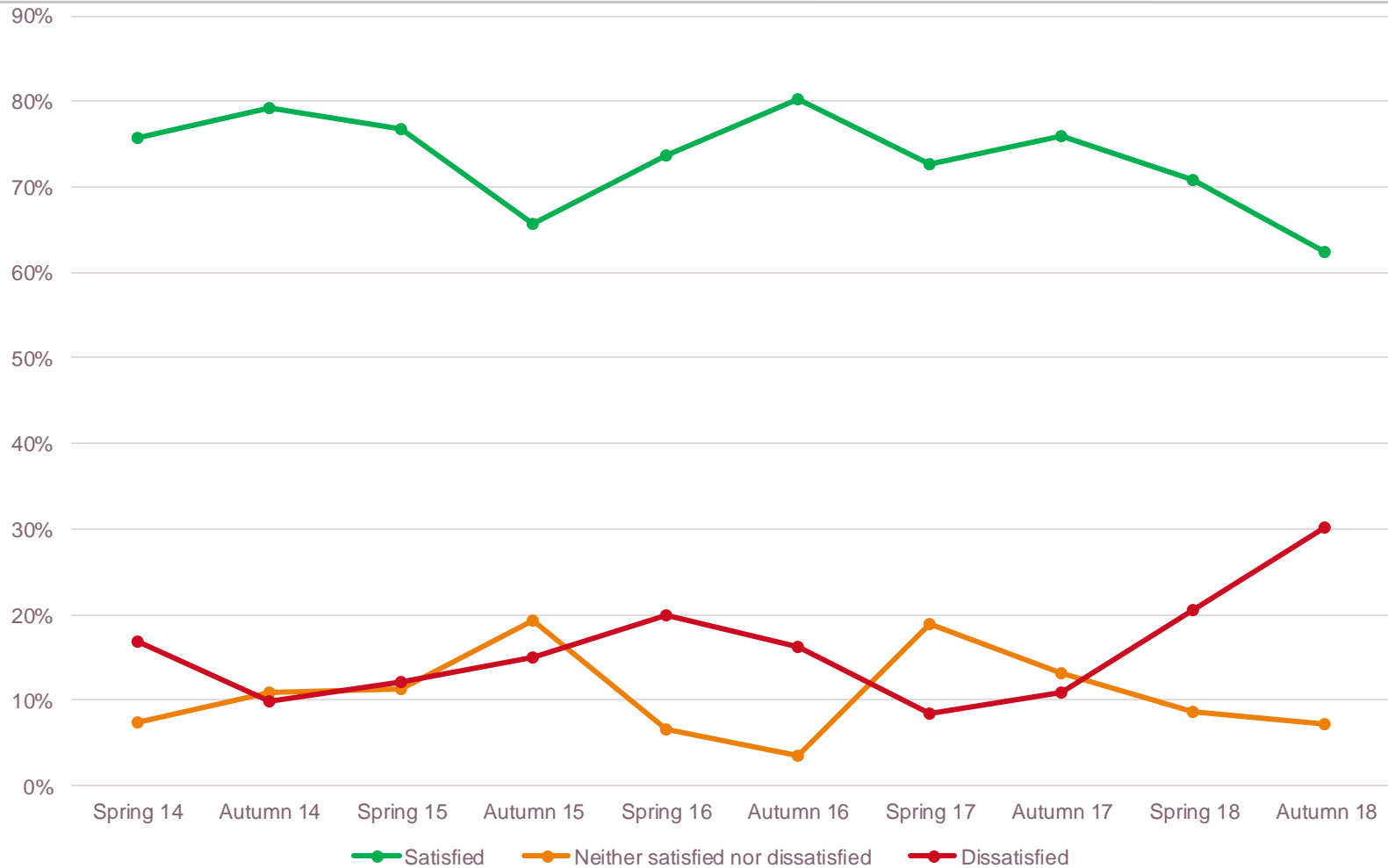
% Satisfied or Good	16-25 year olds	All passengers
Overall Journey Satisfaction	75%	81%
Punctuality/Reliability	66%	74%
Cleanliness of the Inside of the Train	69%	73%
Level of Crowding	66%	75%
Value for Money	42%	52%
Personal Security on Board the Train	79%	80%

Overall base size: 443

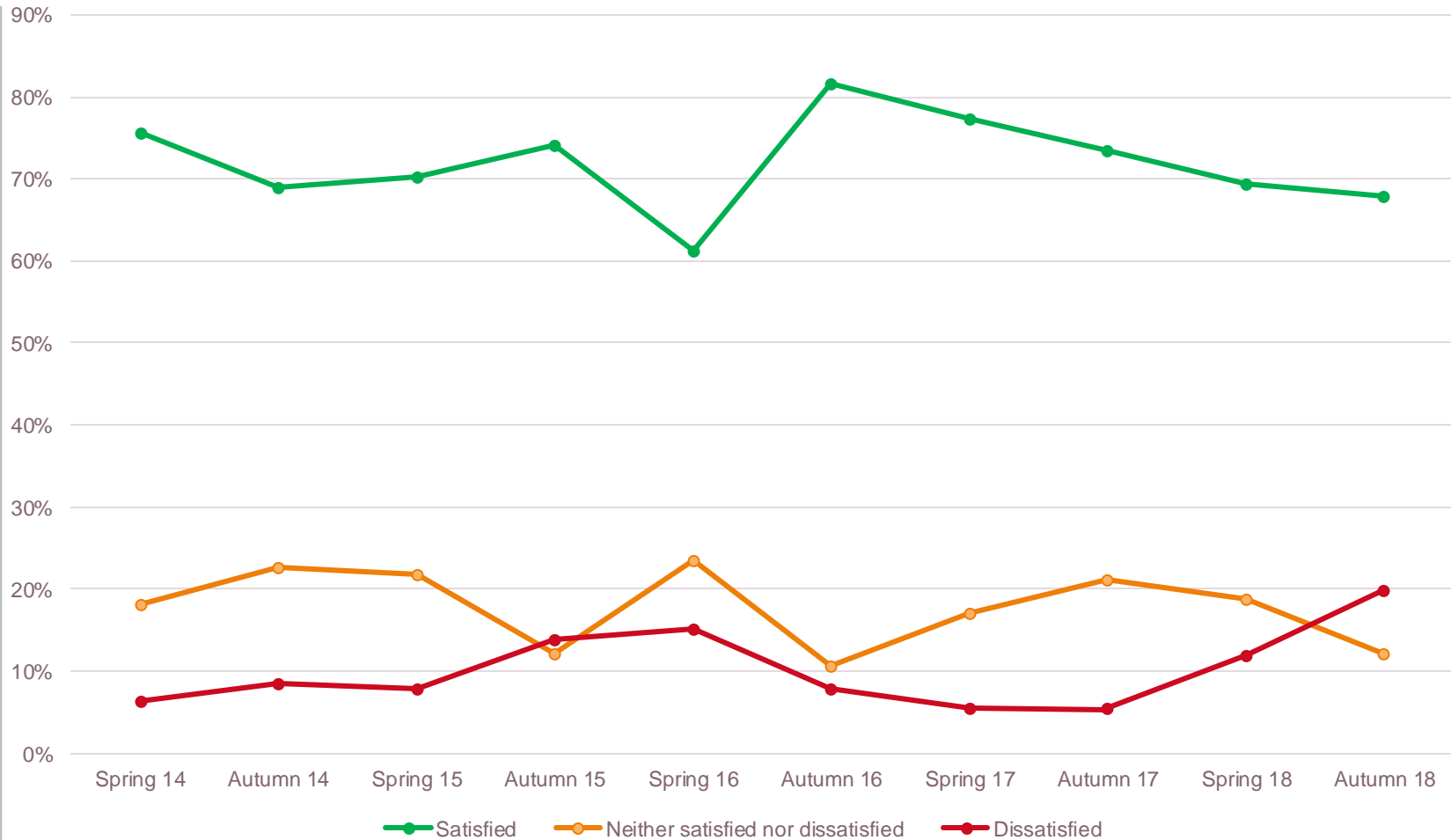
Overall Journey Satisfaction of young people (16-25) on ScotRail in NRPS



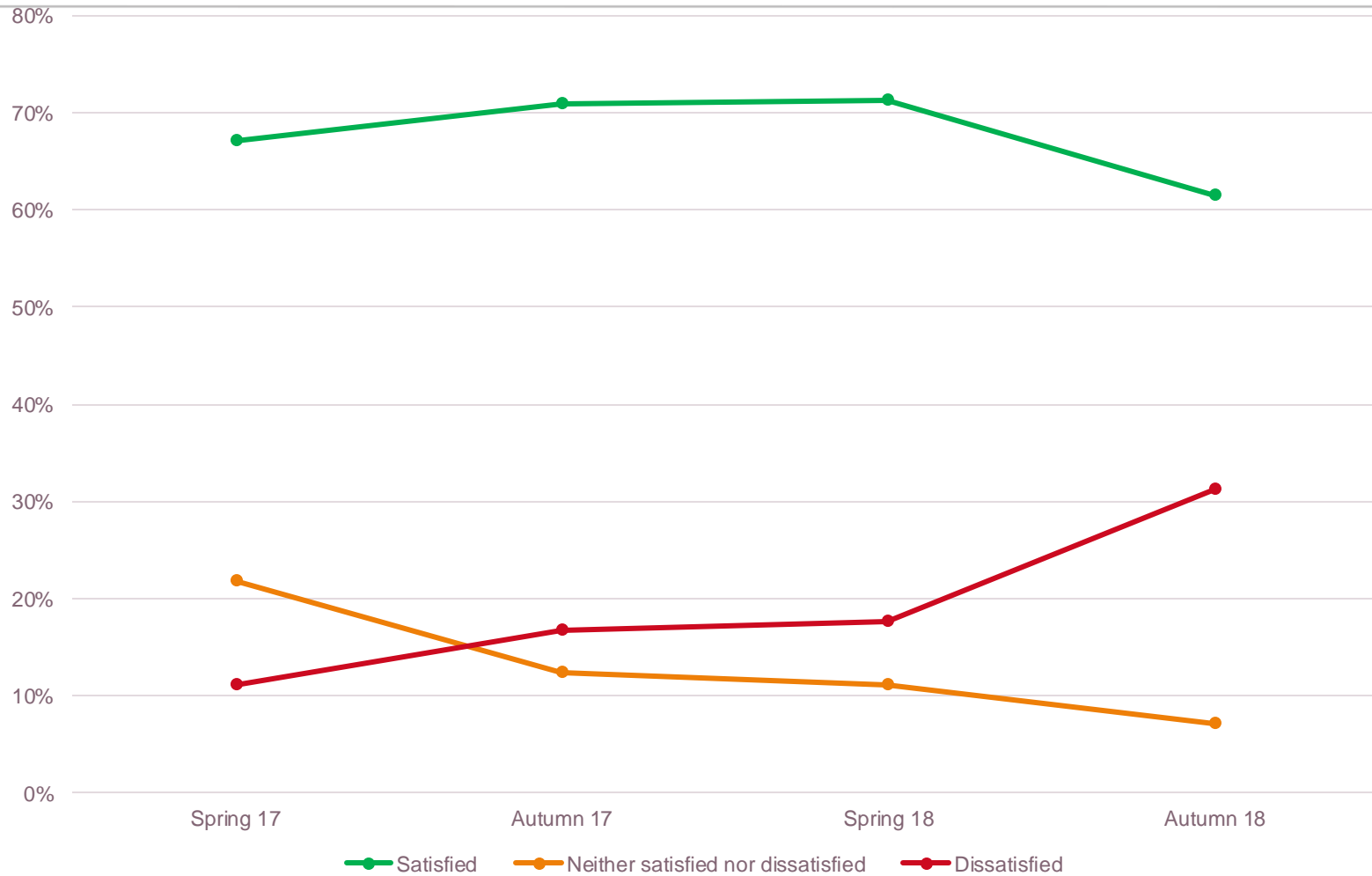
Satisfaction with Punctuality/reliability of the Train in young people (16-25) on ScotRail in NRPS



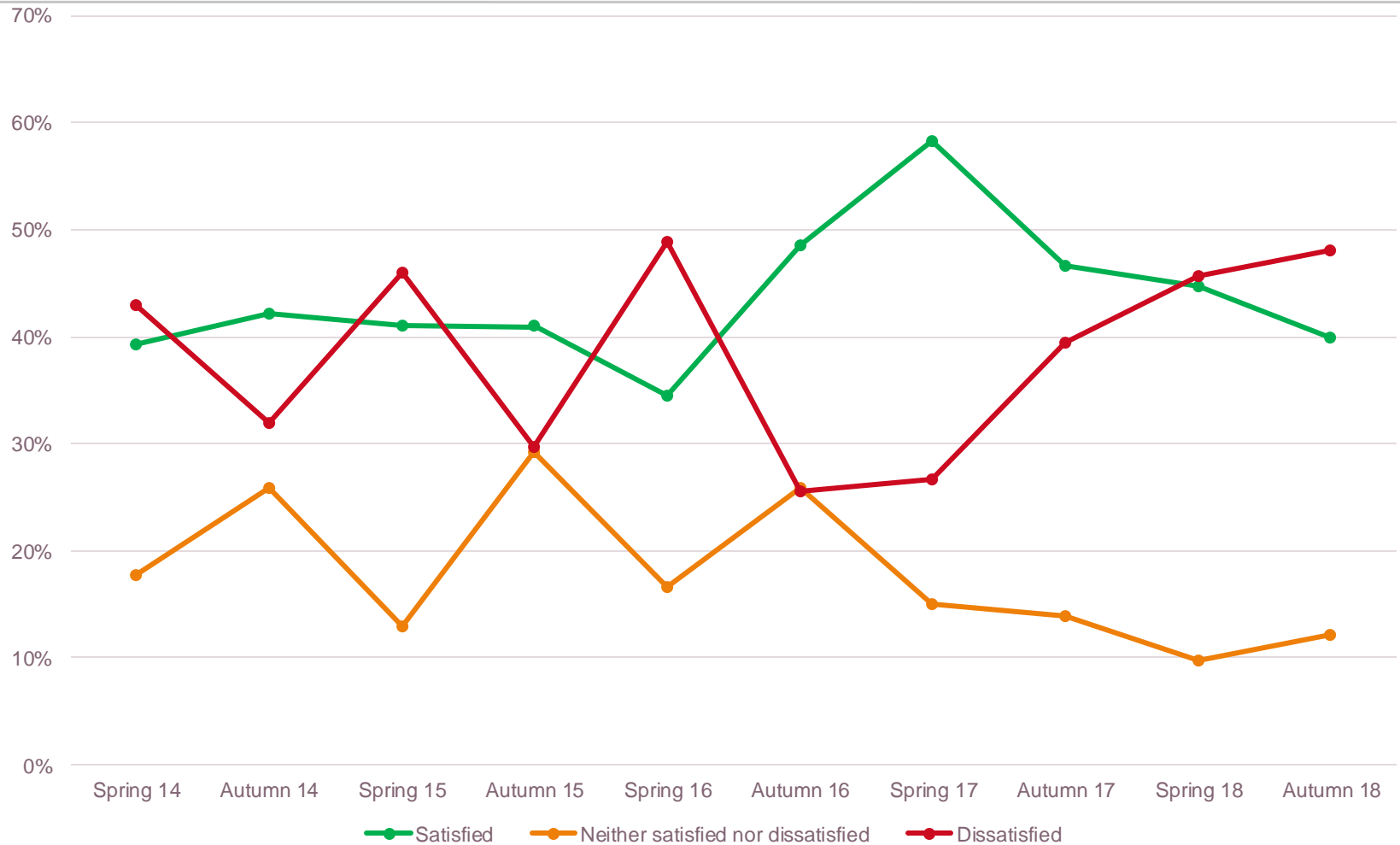
Satisfaction with Cleanliness of the Inside of the Train in young people (16-25) on ScotRail in NRPS



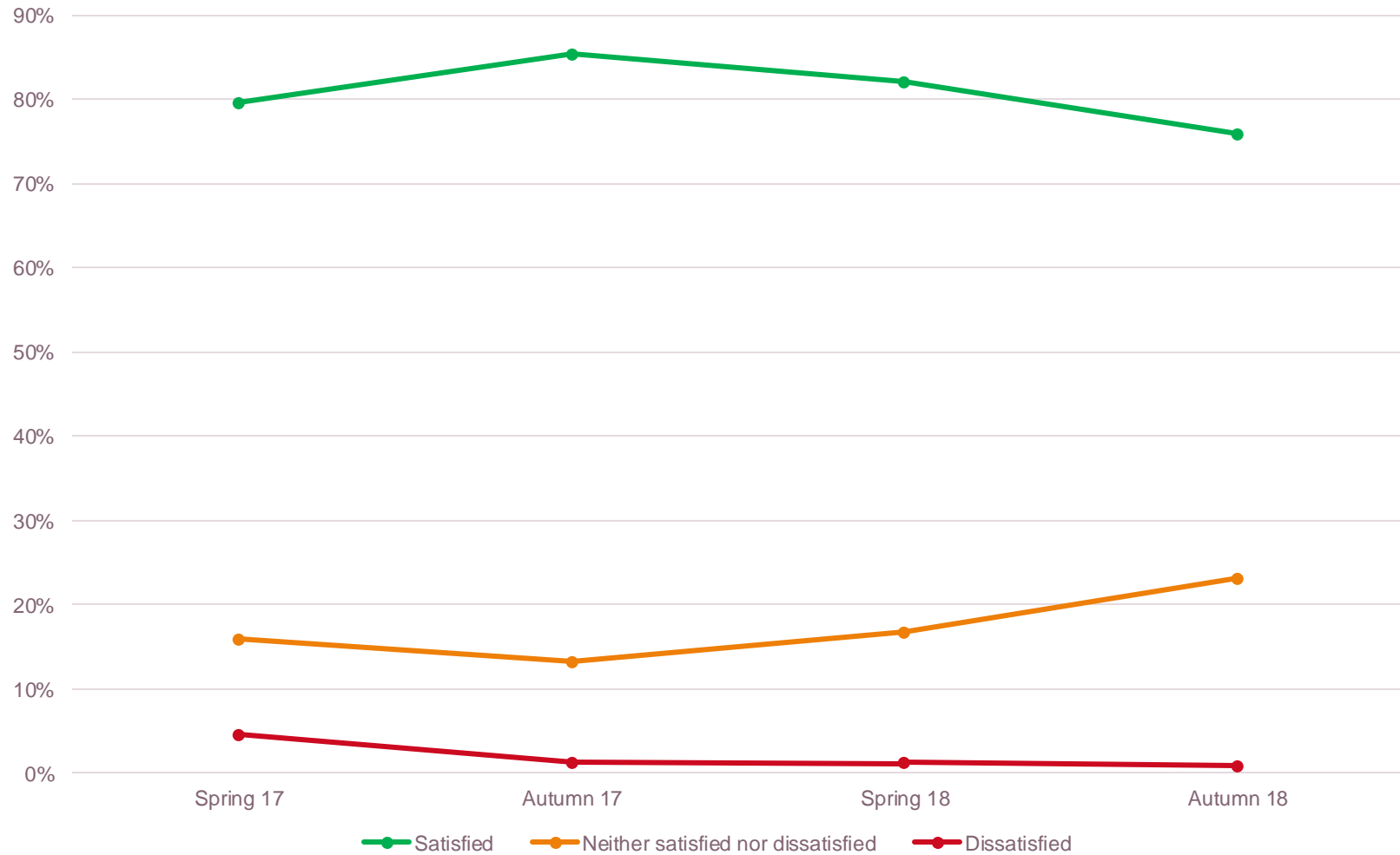
Satisfaction with Crowding on the Train in young people (16-25) on ScotRail in NRPS



Satisfaction with Value for money for the price of the ticket in young people (16-25) on ScotRail



Satisfaction with Personal Security on the Train in Young people (16-25) on ScotRail in NRPS



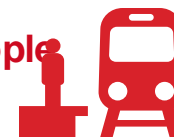
Satisfaction (% passengers satisfied) with all Train Factors on ScotRail in young people (16-25) and all passengers – Spring & Autumn 2018 combined



Train Attributes	Young people (16-25)	All passengers
Overall satisfaction with the train	68	77
Frequency of the trains on that route	67	78
Punctuality/reliability (i.e. the train arriving/departing on time)	66	74
Length of time the journey was scheduled to take (speed)	81	87
Connections with other train services	69	74
Value for money of the price of your ticket	42	52
Upkeep and repair of the train	69	73
Provision of information during the journey	68	75
Helpfulness and attitude of staff on train	73	77
Space for luggage	69	67
Toilet facilities	41	52
Comfort of the seats	56	69
Step or gap between the train and the platform	72	68
Your personal security on board	79	80
Cleanliness of the inside	69	73
Cleanliness of the outside	68	68
Availability of staff on the train	50	59
How well train company deals with delays	30	39
Usefulness of information about the delay****	41	43
Level of crowding	66	75
Reliability of the Internet connection	36	45
Availability of power sockets	37	46

Blue font: aspects of journey which are particularly important to passengers

Satisfaction (% passengers satisfied) with all Station factors on ScotRail in young people (16-25) and all passengers – Spring & Autumn 2018 combined



Station attributes	Young people (16-25)	All passengers
Overall satisfaction with the station	73	79
Ticket buying facilities	73	79
Provision of information about train times/platforms	77	86
Upkeep/repair of the station buildings/platforms	75	76
Cleanliness	76	80
Toilet facilities at the station	32	47
Attitudes and helpfulness of the staff	71	79
Connections with other forms of public transport	70	72
Facilities for car parking	36	42
Facilities for bicycle parking	61	68
Overall environment	78	77
Your personal security whilst using the station	77	78
Availability of staff at the station	62	68
Shelter facilities	79	78
Availability of seating	56	58
How request to station staff was handled	81	88
Choice of shops/eating/drinking facilities available	48	46
Availability of Wi-Fi	50	55

Blue font: aspects of journey which are particularly important to passengers

Verbatim comments made by young people on ScotRail from latest few NRPS waves (mostly Autumn 2018) – 1 of 2

“As a student, after you are too old to purchase a season ticket using the Young Scot Card discount, train becomes incredibly expensive. Almost all students will travel before 10am. This makes the train less accessible for students.”

“I travel 6 days a week, I’m a skint uni student, when I turn 19 my monthly will go from £50 to £104, I can’t afford this.....”

“Today’s journey involved a seriously delayed train. I was also not allowed to use my U26 railcard..... Please make arrival times of trains at destination more accurate... Make the 16:25 rail card valid at all times.”

“Lots of morning and evening trains are either delayed or cancelled”

“Please encourage people not to get drunk on trains. I don’t understand why this is acceptable, especially when it makes people loud and disruptive..... I like alcohol and don’t want it banned or anything, but c’mon guys!”

“I wish ScotRail would stop selling/ban alcohol on it’s trains. Would be good to have more peak carriages on peak services. There is no service that provides cheaper tickets except after 10:00, and most, if not all students start at 09:00

“I am not happy with the fact that after my 19th birthday I have to pay over £100 for monthly ticket. This means I have to spend over £1000 per year just to travel to university”

Verbatim comments made by young people on ScotRail from latest few NRPS waves (mostly Autumn 2018) – 2 of 2

“Everything was great, as soon as the journey started I was offered refreshments, the ticket person was also cool to wait until I had finished my sandwich before looking at my ticket so it was great.”

“Enjoyed the journey as the train was very quick, quiet and smooth”

“ScotRail tried their best because all other journeys did not run due to the storm but they did”

“Fantastic”

“I love the ability to travel all over Scotland with these trains”

“I use ScotRail everyday and have done for years and the only problem I’ve ever had is trains being delayed during peak times, making it difficult to get to work on time. Overall though, I am consistently satisfied with the rail service and actually really enjoy the train journeys!”

“It was a pleasant journey with no real concerns or interruptions”



Robert Pain

Senior Insight Advisor, Transport Focus



Bus Passenger Survey – autumn 2018

Presentation of results

25 April 2019

Bus Passenger Survey 2018 - Scope



9 areas in Scotland:

- a. 6 regional transport authority areas
- b. 3 bus company division boosts

49 areas in England:

- a. 6 former metropolitan counties,
- b. 11 unitary authorities,
- c. 9 two-tier authorities,
- d. 23 bus company divisions;

Around 70% of remit journeys covered

Across the entire survey, opinions gathered from 48,931 bus passengers, of which 7946 were in Scotland, between 10 September and 12 December 2018.



Bus Passenger Survey – autumn 2018

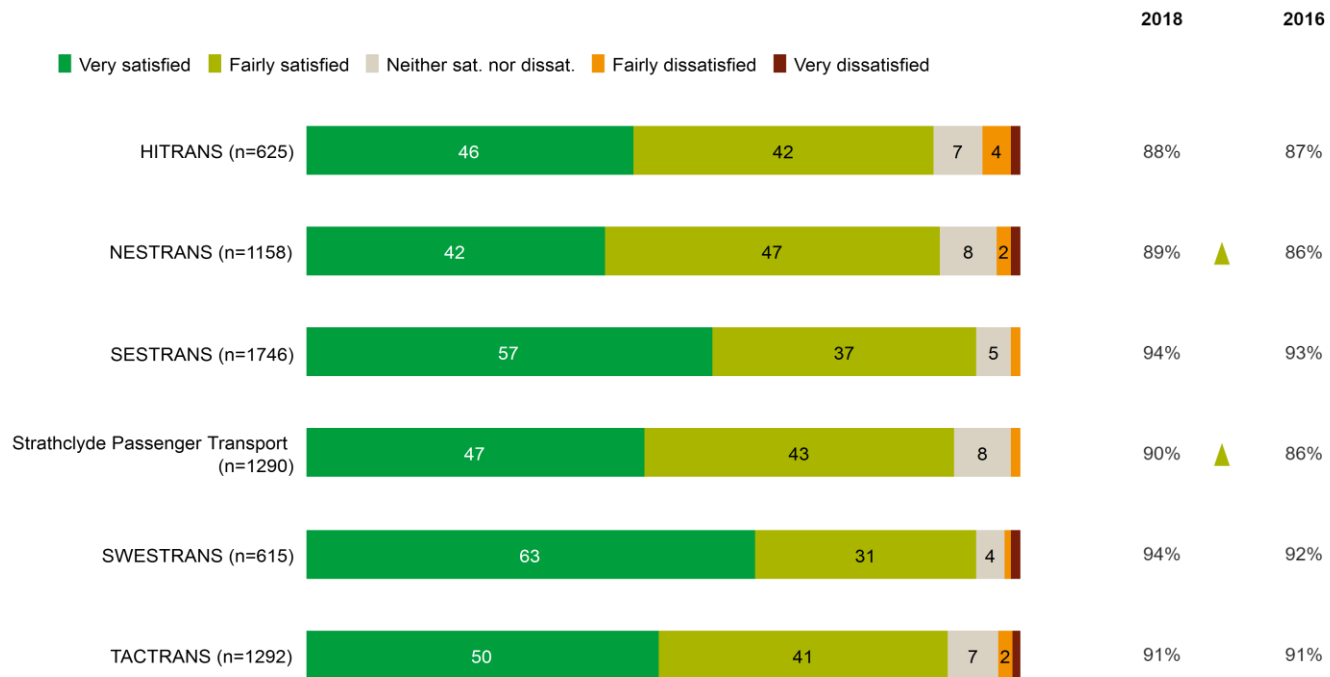
Scotland Regional Transport Partnership areas – key results

25 April 2019

Overall satisfaction – by Regional Transport Partnership area



The latest results show continuing variability in the passenger journey experience across the country, but some significant improvements



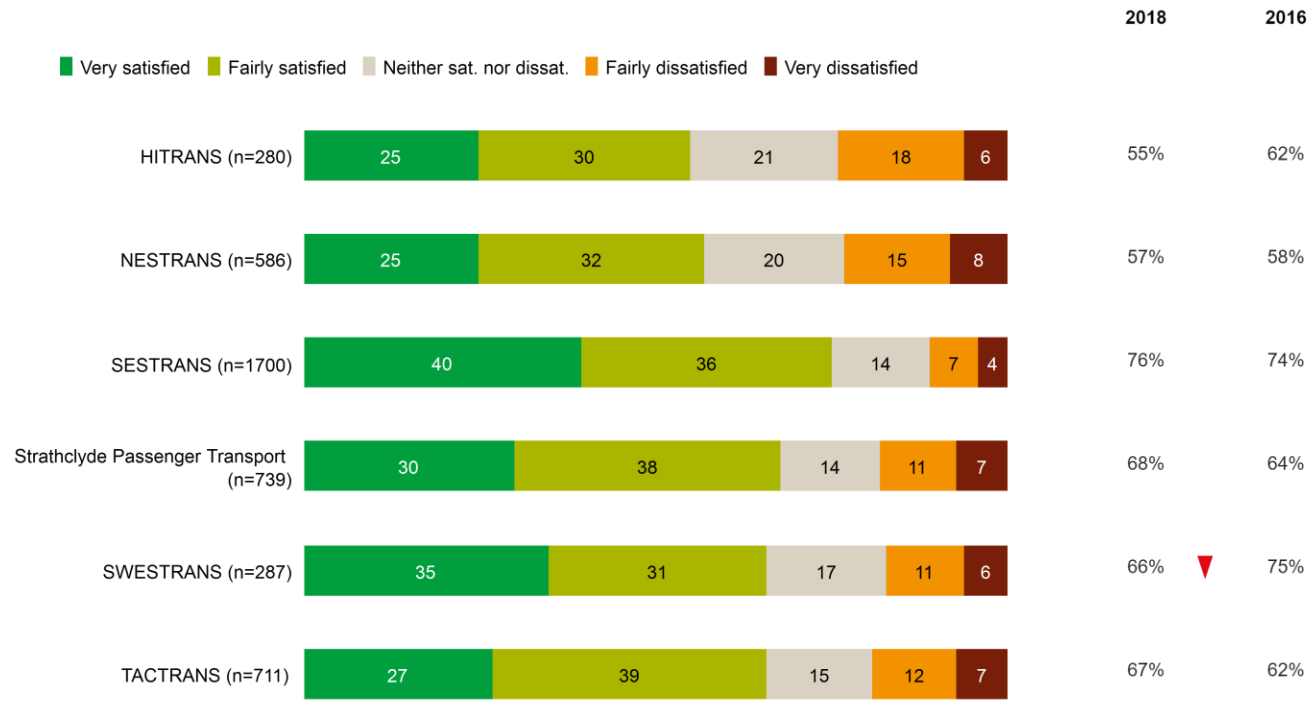
Filter: Hierarchical Filter = Scotland - Year = 2018

Q. Overall, taking everything into account from start to end of the bus journey, how satisfied were you with your bus journey?

Satisfaction with VFM for fare-payers - by Regional Transport Partnership area



Of our four key measures, value for money has the widest range in satisfaction, widening further in our latest survey



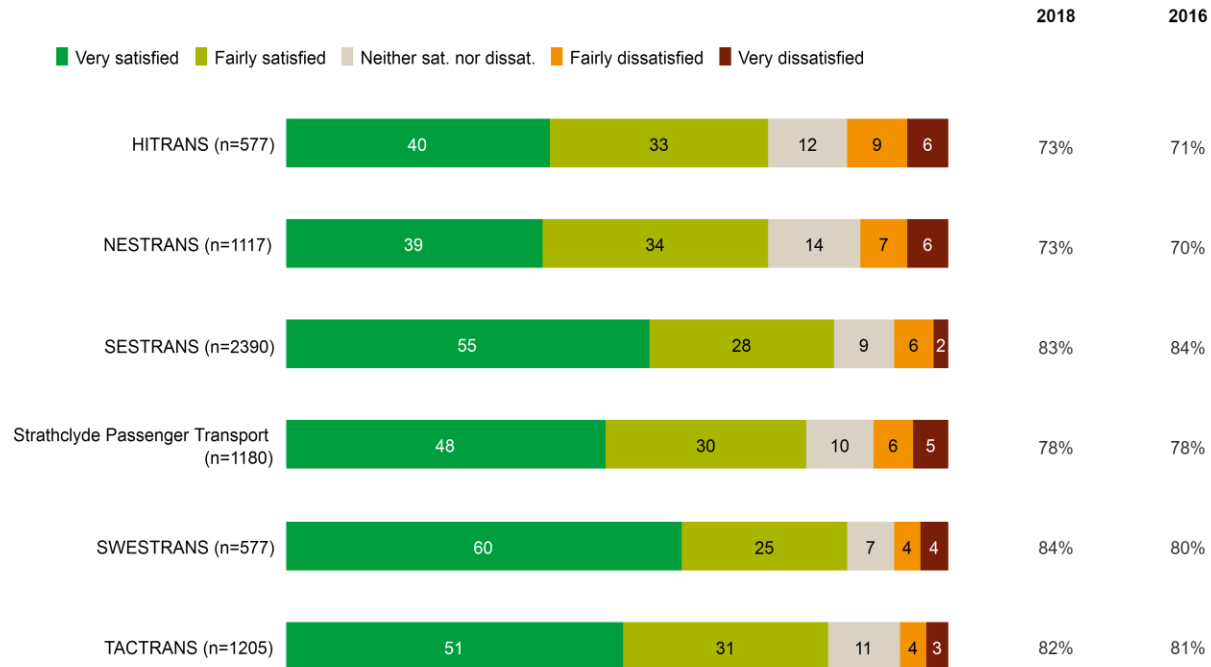
Filter: Hierarchical Filter = Scotland - Year = 2018

Q. How satisfied were you with the value for money of your journey?

Satisfaction with punctuality - by Regional Transport Partnership area



Punctuality remains a challenge, especially in the Highlands and North East Scotland



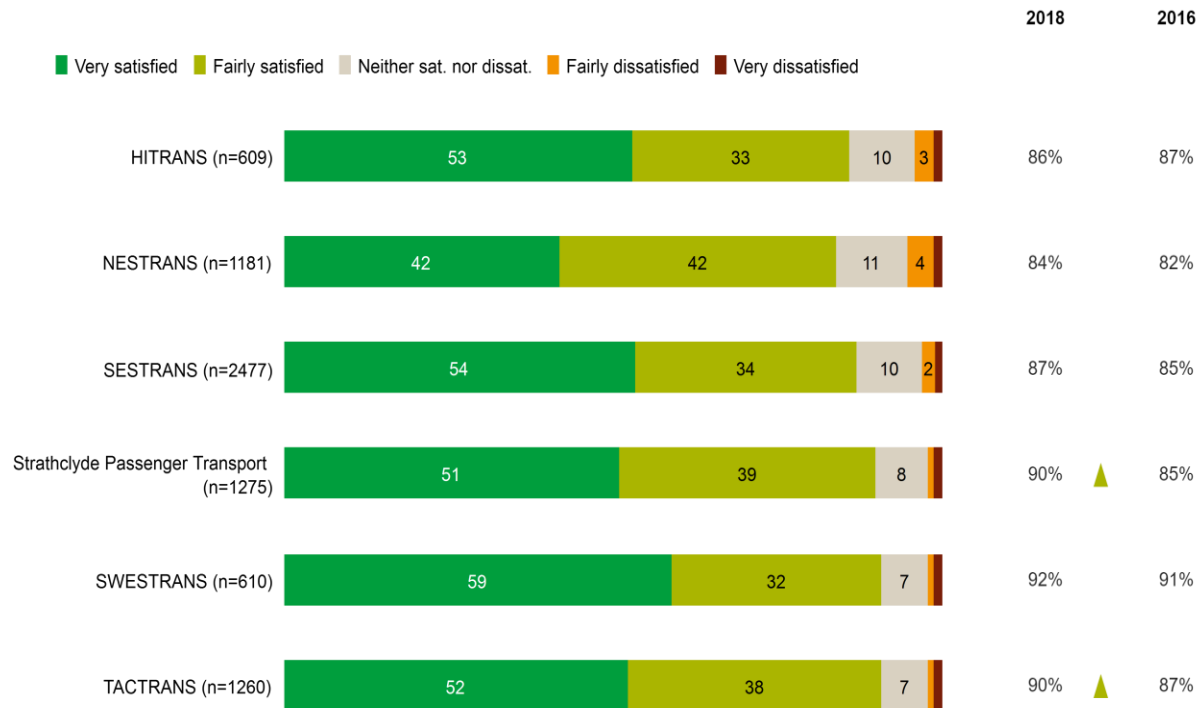
Filter: Hierarchical Filter = Scotland - Year = 2018

Q. How satisfied were you with the punctuality of the bus?

Satisfaction with on-bus journey time - by Regional Transport Partnership area



Passengers continue to rate their on-bus journey time better than punctuality, with improvements in Strathclyde and Tayside & Central



Filter: Hierarchical Filter = Scotland - Year = 2018

Q. How satisfied were you with the length of time your journey on the bus took?



Bus Passenger Survey – autumn 2018

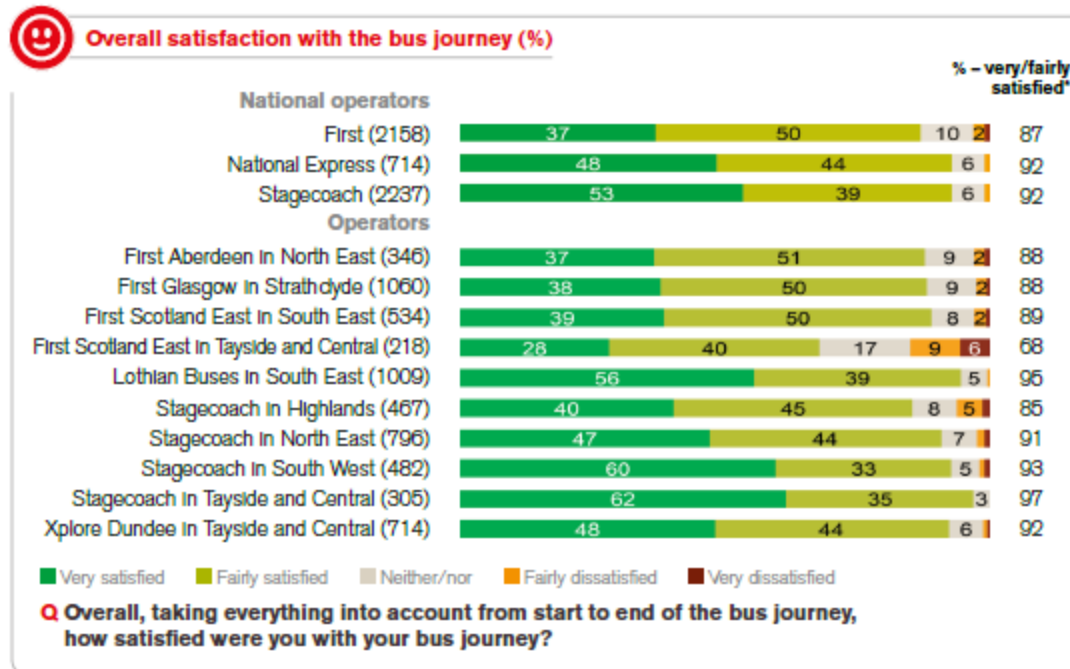
Operators in Scotland – key results

25 April 2019

Overall satisfaction – by bus operators



Latest results show that there continues to be variability in passenger journey experience between operators

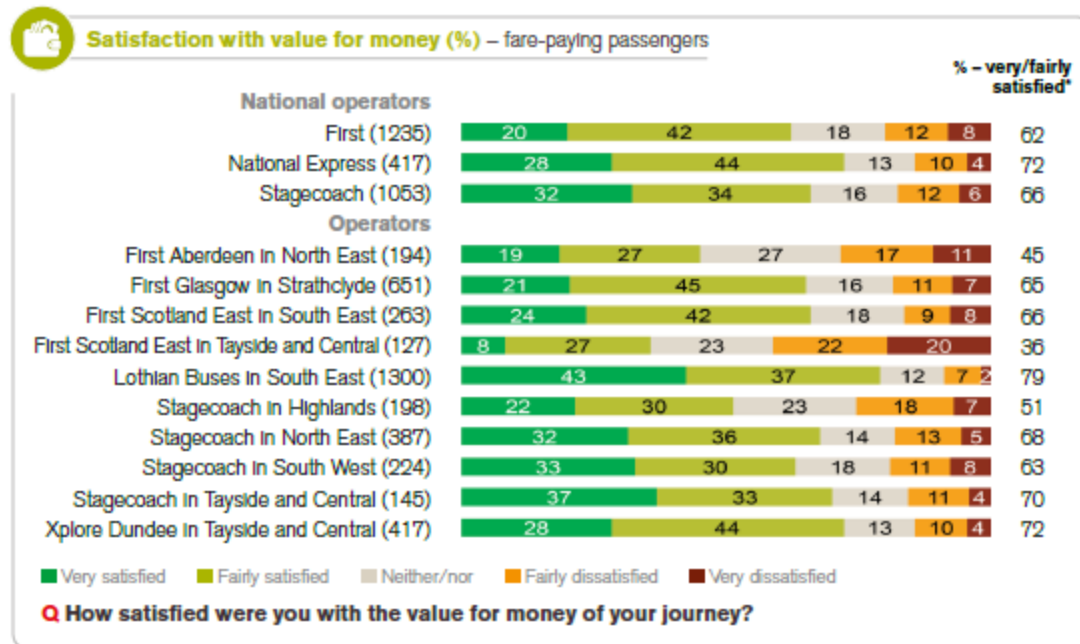


Q. Overall, taking everything into account from start to end of the bus journey, how satisfied were you with your bus journey?

Satisfaction with VFM for fare-payers – by bus operators



Passenger ratings of value for money are highly dependent upon local performance, ticket levels and other ticketing initiatives

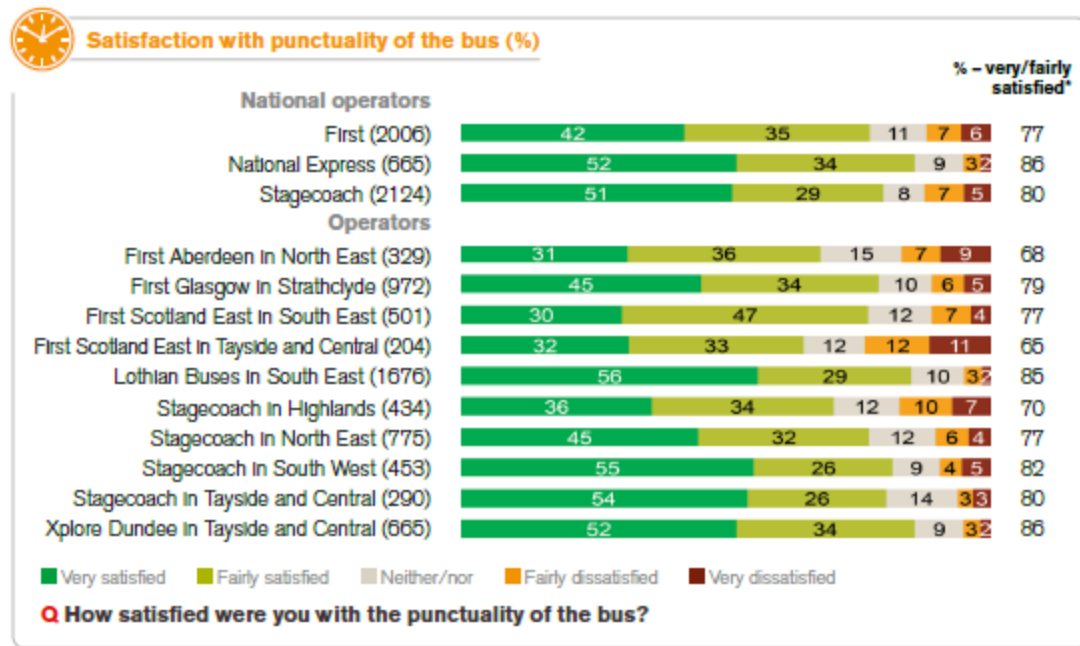


Q. How satisfied were you with the value for money of your journey?

Satisfaction with punctuality – by bus operators



Wide variation in passenger ratings of punctuality, even for the same national operator, illustrates the impact of local conditions

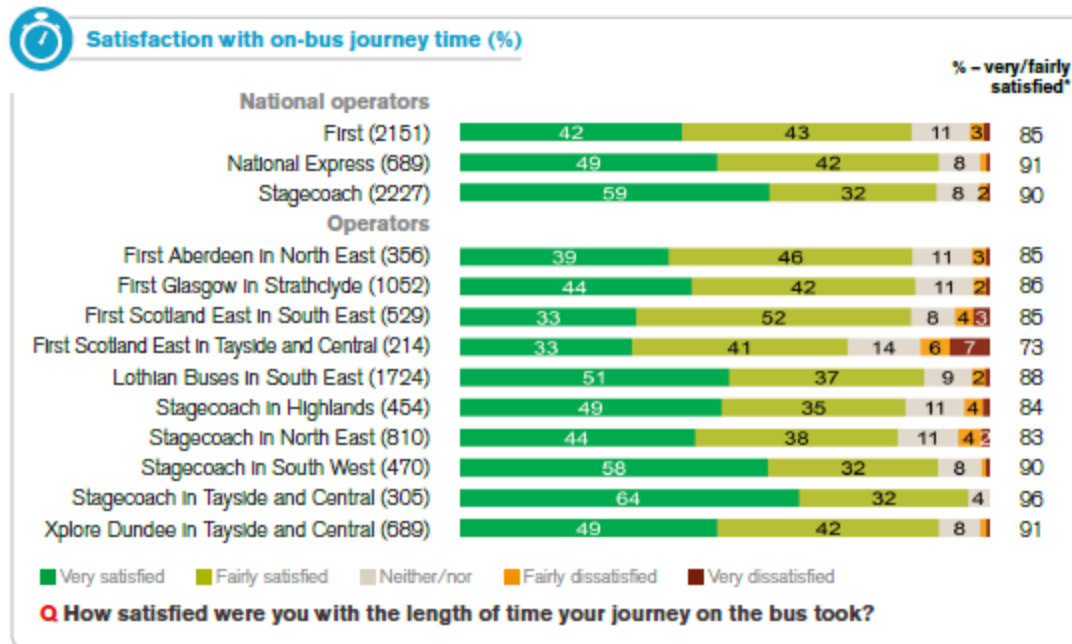


Q. How satisfied were you with the punctuality of the bus?

Satisfaction with on-bus journey time – by bus operators



Variation in passenger ratings of the time their journey took, even for the same national operator, illustrates the impact of local conditions



Q. How satisfied were you with the length of time your journey on the bus took?

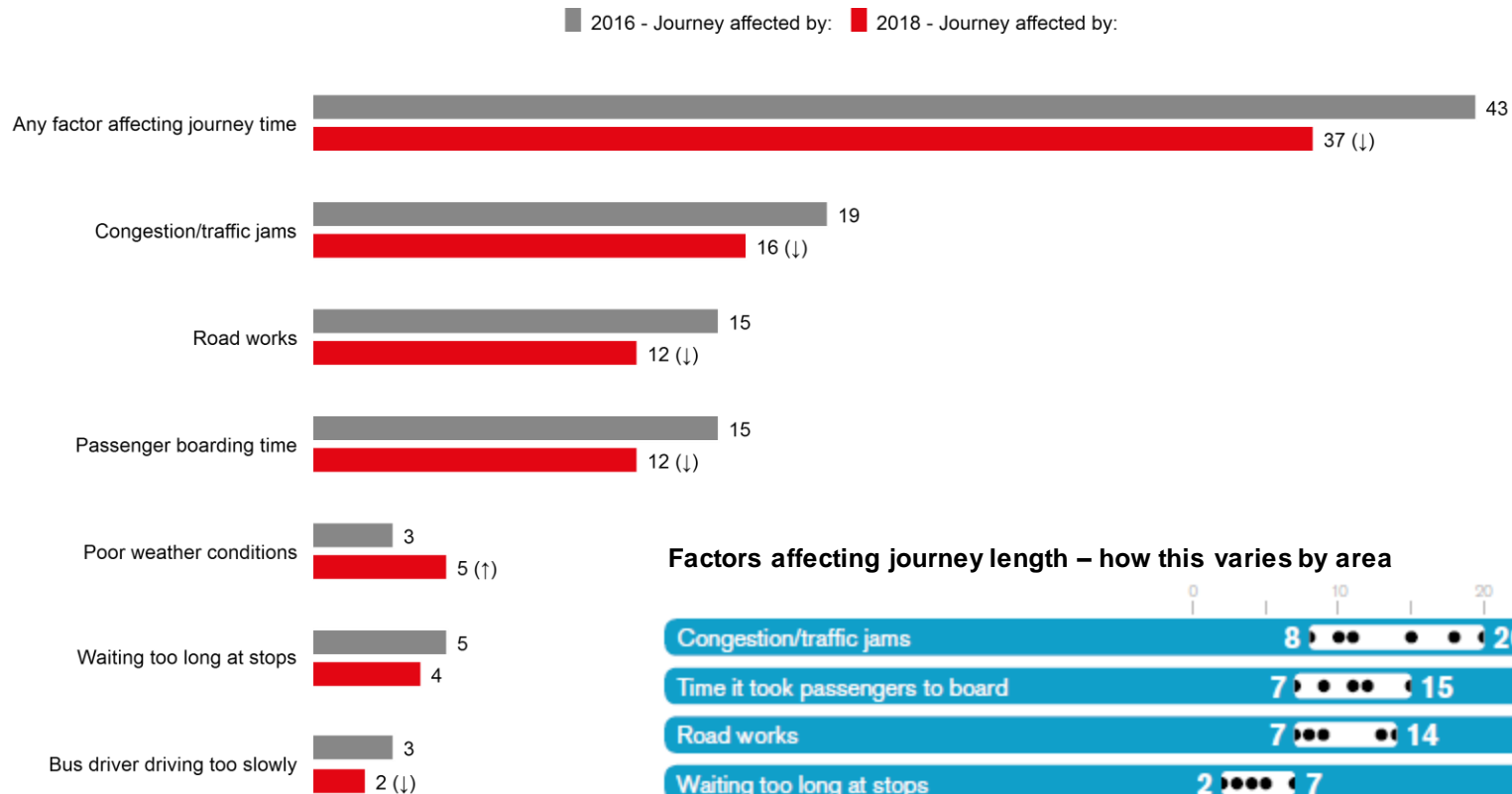


Bus Passenger Survey – autumn 2018

Scotland – factors affecting journey times

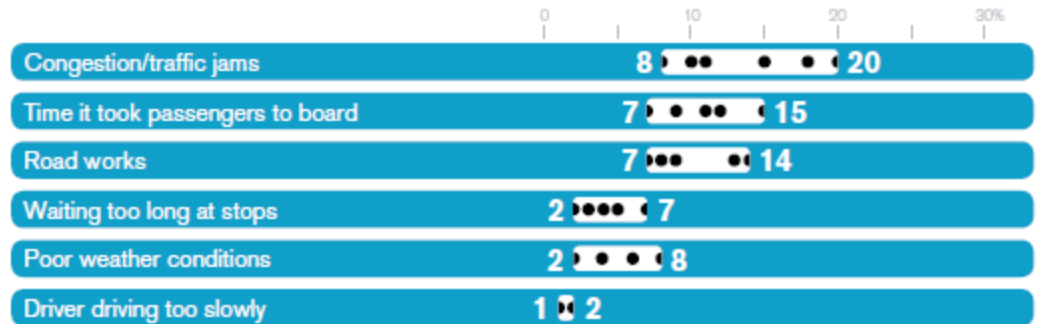
25 April 2019

What affected journey time in Scotland?



Filter: Hierarchical Filter = Scotland

Factors affecting journey length – how this varies by area

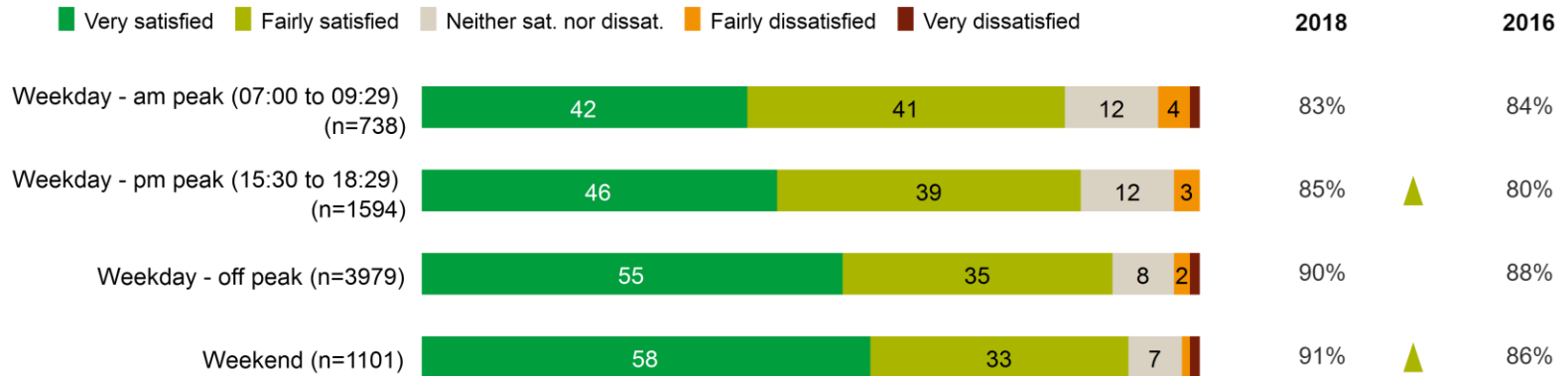


Satisfaction with journey time, by travel time, in Scotland



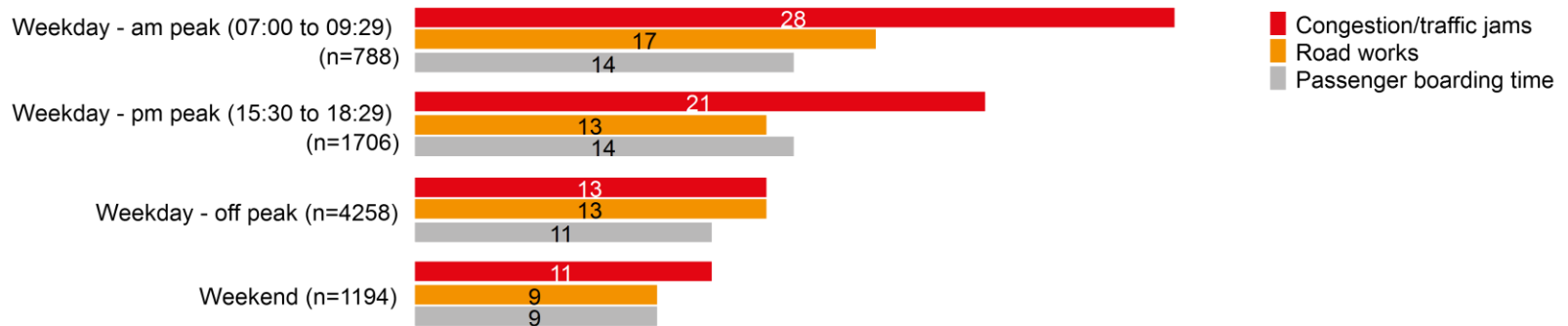
Satisfaction with on-bus journey time

Total very and fairly satisfied



Filter: Hierarchical Filter = Scotland - Year = 2018

What affected journey time?



Filter: Hierarchical Filter = Scotland - Year = 2018

Q. How satisfied were you with the length of time your journey took?

Q. Was the length of time your journey took affected by any of the following? [note: multiple responses permitted]

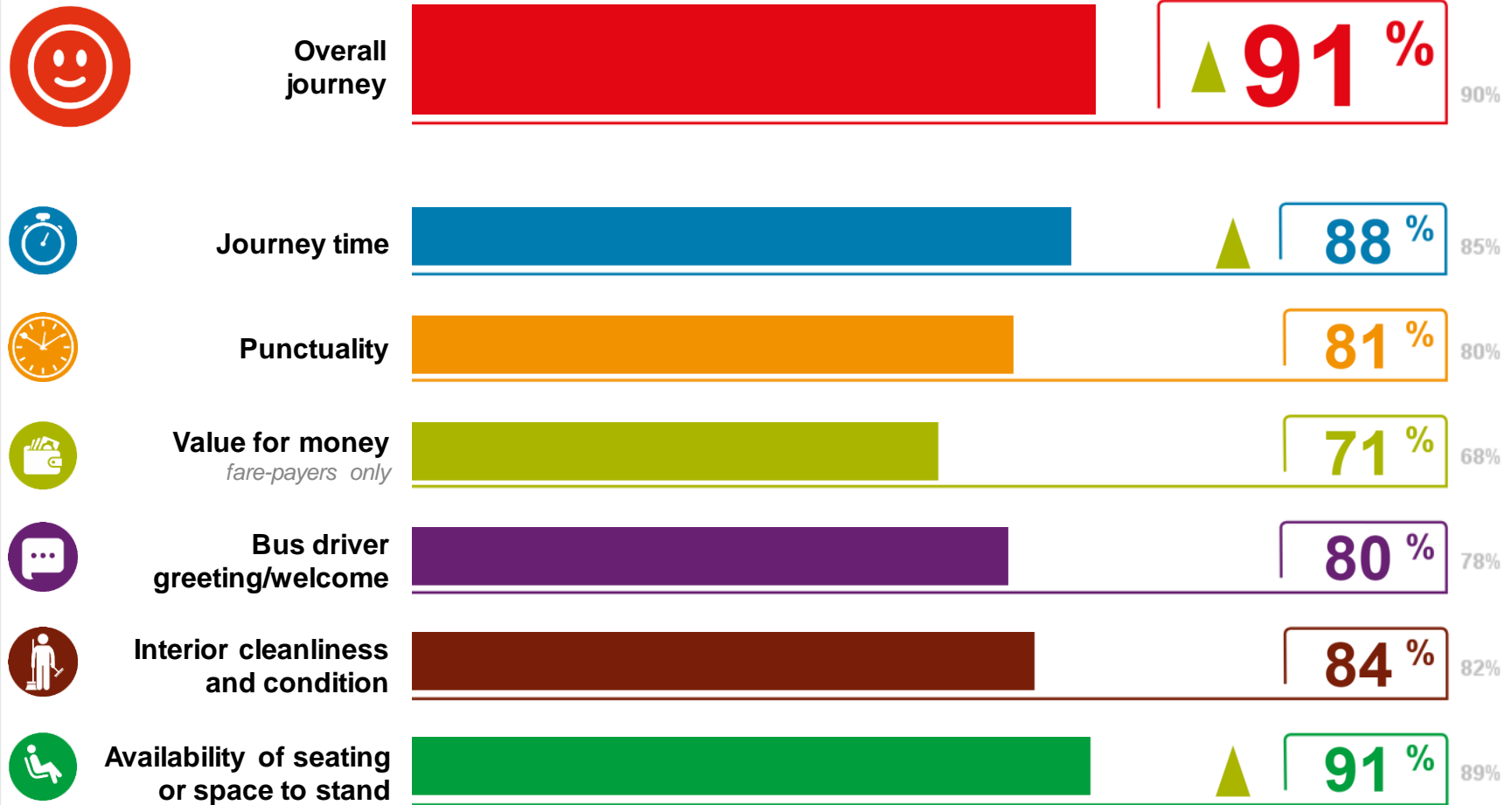


Bus Passenger Survey – autumn 2018

Scotland – headline results

25 April 2019

Headline results for Scotland in 2018



Figures shown are total very or fairly satisfied.
2016 figure shown in grey, where available.

Overall experience: what makes a satisfactory or great journey?



Scotland



Key Driver Analysis' looks at **fare paying passengers'** overall journey satisfaction response and their response to the 31 individual satisfaction measures in the survey (including value for money), which have been grouped into 10 themes based upon a statistical analysis of the responses. The left hand chart shows which themes most differentiate between those not satisfied and satisfied overall – making a journey 'satisfactory'. The right hand chart shows which themes most differentiate between those fairly and very satisfied overall – making a 'great' journey.

Overall experience: what could be improved?



% passengers who wrote an improvement comment

% passengers who wrote nothing could be improved

■ Any

■ Nothing could be improved

Scotland (n=7946)

20

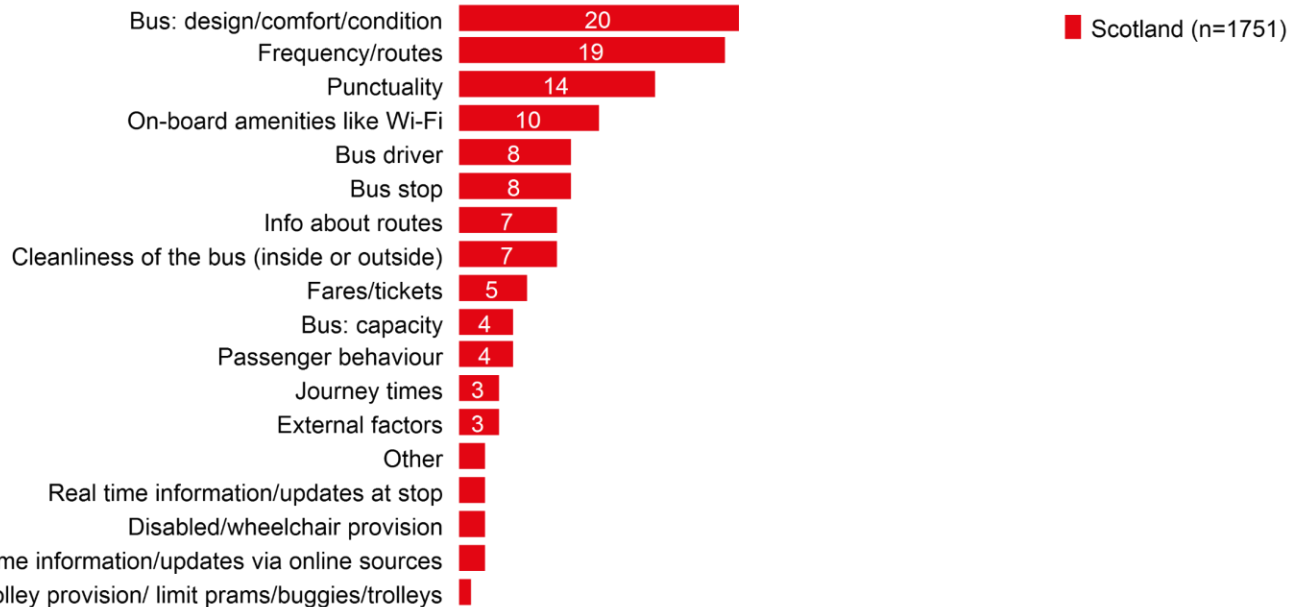
Scotland (n=7946)

6

Filter: Year = 2018

Filter: Year = 2018

What could be improved - proportion of all those stating an improvement area



Filter: Year = 2018

Q. If something could have been improved on your journey, what would it have been?



Bus Passenger Survey – autumn 2018

Data Hub
25 April 2019

Data Hub – BPS 2018 available!



Our data hub has been updated with the 2018 survey results and is available to all

The screenshot shows the Transport Focus data hub website. At the top is the Transport Focus logo and a navigation menu with links: Transport Focus data hub, Bus Passenger Survey, Motorway Services User Survey, Strategic Roads User Survey, Contact us, and Help. Below the menu is a banner image showing a highway, a tram, and people. The main content area is divided into a 'Welcome' section on the left and a grid of survey links on the right. The 'Welcome' section contains three paragraphs of text. The grid includes links for Bus Passenger Survey, Motorway Services User Survey, National Rail Passenger Survey, Strategic Roads User Survey, Tram Passenger Survey, and a 'Compare different transport modes' link with a right-pointing arrow icon.

transportfocus

Transport Focus data hub | Bus Passenger Survey | Motorway Services User Survey | Strategic Roads User Survey | Contact us | Help

Transport Focus data hub

Welcome

We are the independent transport user watchdog. Our mission is to get the best deal for passengers and road users.

From this page you can find the results of Transport Focus 'tracker' surveys (repeating surveys where we track user satisfaction over time). The data hub currently shows results for the Bus Passenger Survey, Motorway Services User Survey and Strategic Roads User Survey. We will add results of the National Rail Passenger Survey and Tram Passenger Survey as soon as we can.

Transport Focus has taken care to ensure that the information contained in the data hub is correct. However, no warranty, express or implied, is given as to its accuracy and Transport Focus does not accept any liability for error or omission.

Transport Focus is not responsible for how the information is used, how it is interpreted or what reliance is placed on it. Transport Focus does not guarantee that the information contained in the data hub is fit for any particular purpose

Bus Passenger Survey

Motorway Services User Survey

National Rail Passenger Survey

Strategic Roads User Survey

Tram Passenger Survey

Compare different transport modes



Bus Passenger Survey – autumn 2018

Young passengers in Scotland

25 April 2019

Young bus passengers in Scotland



BPS results for young passengers for some topics align with our findings from more detailed research – more of which later!

- They rate value for money lower than average (64% for 16 to 18 year olds; 61% for 19 to 21 year olds; against an average of 71%), with no real change since 2016
- They rate the bus driver greeting/welcome lower than average (75% for 16 to 18 year olds; 71% for 19 to 21 year olds; against an average of 80%), with some signs of an improvement for 16 to 18 year olds, but the opposite for 19 to 21 year olds since 2016
- Despite some pre-conceptions, they rate the interior cleanliness and condition of the bus similar to others (83% for 16 to 18 year olds; 82% for 19 to 21 year olds; against an average of 84%), with some signs of an improvement for 16 to 18 year olds since 2016
- The youngest rate the amount of personal space on the bus lower than average (76% for 16 to 18 year olds; 84% for 19 to 21 year olds; against an average of 84%), with some signs of an improvement for both since 2016



Bus Passenger Survey – autumn 2018

Any questions?

Robert Pain and David Sidebottom



Using bus: what do young people think?

Louise Coward, Acting Head of Insight, Transport Focus

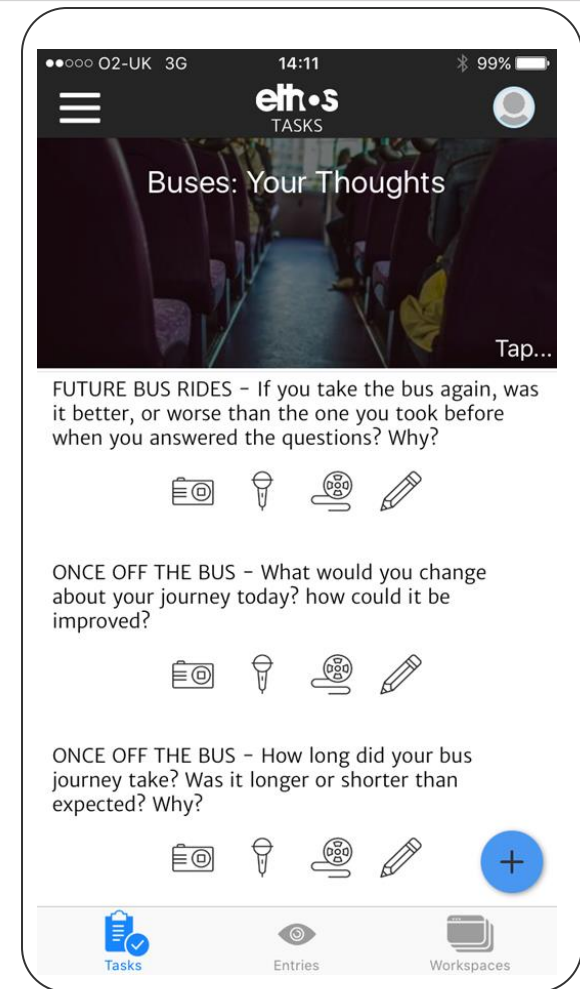
Objectives



- Planning a journey
- Views on transport options
- How do young people use buses now?
- What are their views on bus services?
- How can bus services become more attractive to young people?
- How will bus use change and why?

Overview of method

- Mixed method approach, fieldwork conducted February – March 2017
- Detailed qualitative fieldwork – **64 participants**:
 - Pre-task: bus journey, with mobile app to record views/photos
 - 8 Face-to-face focus groups
 - Urban x2: Leeds, Solihull and x2 rural: Norwich, Shenfield, Essex. Each had two groups: 14-16 year olds and 17-19 year olds
- Quantitative online survey of **1,000 14-19 year olds**
 - Mix of status: school, college, uni, working, other
 - Demographics representative of census, weighted by age, gender, region
- Worked with independent specialist youth researcher, Laura McLarty 4D research



Journey planning is a two stage process

What is **most convenient and quickest** for **me**?

“I would bike up to park & ride, lock my bike up and then hop on the bus, because that is cheaper than getting a bus the whole way. It’s only 80p vs £2 on First Buses”. (Norwich, 14-16s)

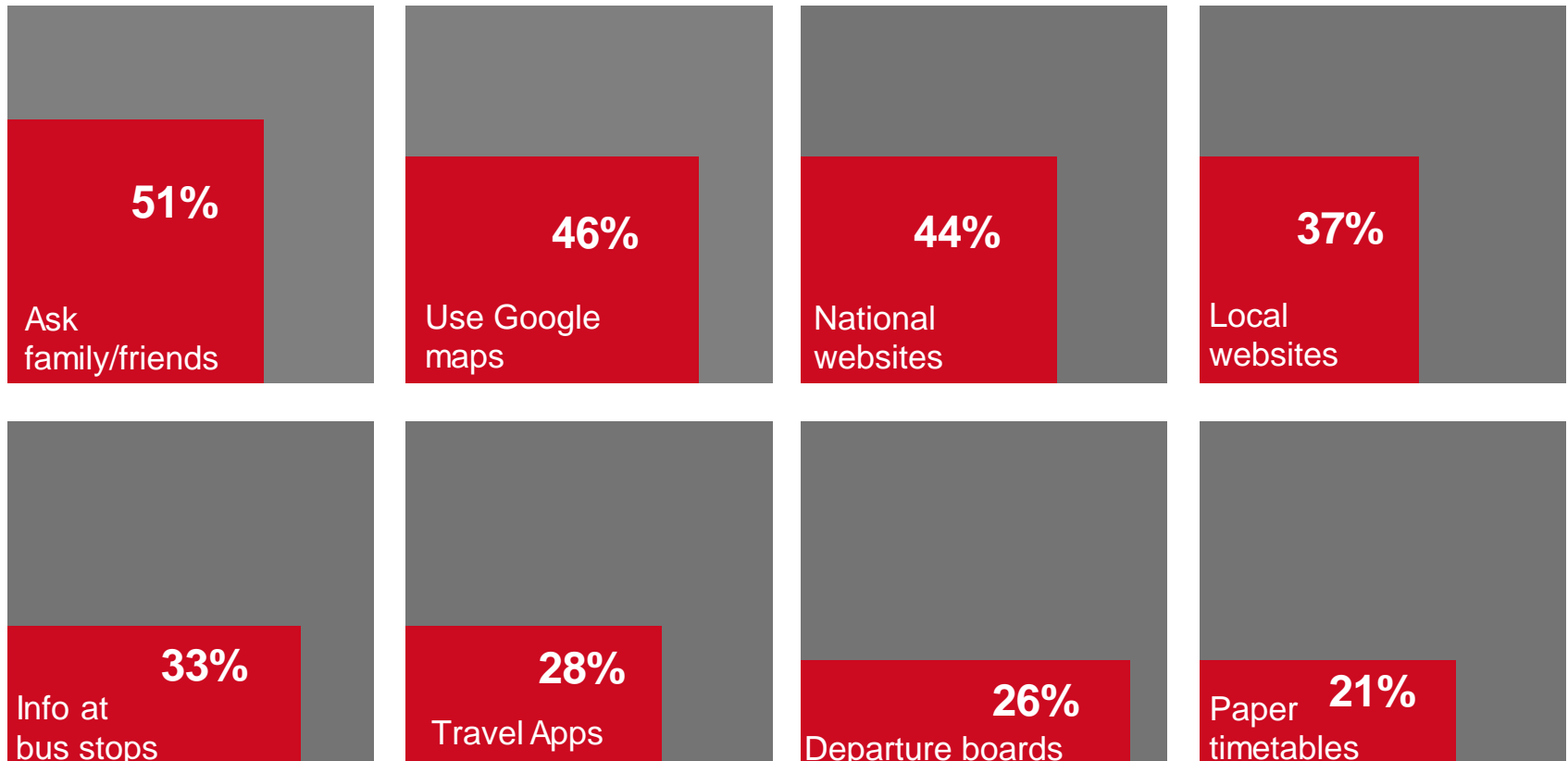
“It depends how much longer it takes. If it doesn’t cost much more, but gets there much quicker, then I would go for that”. (Essex, 14-16s)

How much will this cost **me**?

“If my parents take me then that just seems easier than having to time it all”. (Essex, 14-16s)

“I would think about cost of parking, so if I was going to town for a full day, it would cost about £15 to park, so would be better to get public transport”.
(Leeds, 17-19s)

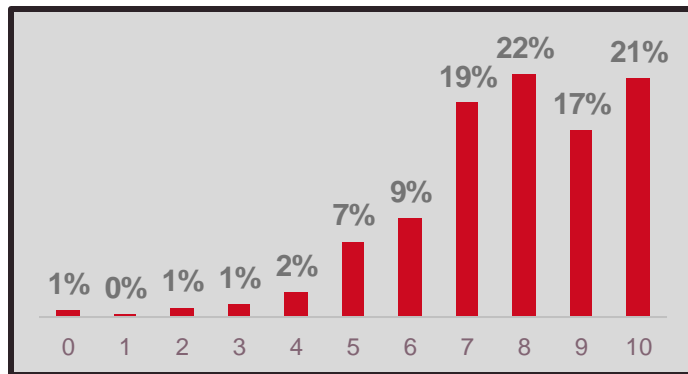
Information from Google Maps and family/friends



Q5) How do you find information about your journey/plan how you are going to get somewhere – Journey planning?
Base: all (1003)

Broadly positive about public transport

79% agree “Public transport...is **essential** for helping **everyone** get where they want or need to go”



...needs **more investment**” **75%**
...meets **my needs** well” **61%**
...good for **environment**” **57%**
...for people **without a car**” **56%**

Q6) To what extent do you agree with the following statements about public transport?
Base: all (1003)

Available alternatives

Driving / car share

- Value is significant – implies freedom – can go wherever and whenever
- It's a 'no-brainer'
- Consider cost of parking & petrol, but don't outweigh the independence of your own car
- Benefit of car share with friends, a group activity & cheaper

In rural areas, more willing to walk or cycle for longer distances to get into city/town, before consider other transport methods

- Up to 2-3 miles
- Some are using these methods for getting to school/college/work
- This is normal for them, so not questioned - it's 'just a way of life'
- Offers personal freedom set off and leave whenever choose

Uber

- Real pull for older ages (17-19s)
- So convenient – can see who is in area, can book them in and pay before travel
- No interactions required
Even though it's more expensive, some would use this as a first choice if available, as it's so easy
- Good awareness of Uber (14-16's)
Not desperate to try it – doesn't factor in their lives just now
- Rural – aware but not available, so don't feel they are missing out

In urban areas, think about walking, but less committed

- How long would it take to walk there? More often – how long to walk to bus stop or station?
 - Varies from 15-30 minutes

Immediate thoughts on public transport

- **Overcrowded** – lots of other people around
- Have to **mix** with other members of **the public**
- Convenient
- Quick
- Can be **expensive**
- Trains vs buses
- Waiting
- Provides **freedom** to those who are old enough to travel without parents
- For people not old enough to drive/don't own a car

Sometimes, I am uncertain because I do not know where I am going

“You don't want to sit somewhere that is dirty, because you won't want to rest your arms anywhere”.

(Norwich, 14-16s)

“On a train you know no one will speak to you, because its like an unsaid rule, but on a bus you are more nervous that someone might speak to you, it's a bit weird that this person I have never met thinks they can have a conversation with me”.

(Essex 14-16s)

“[gives me] Confidence, because you are getting used to travelling on your own”.

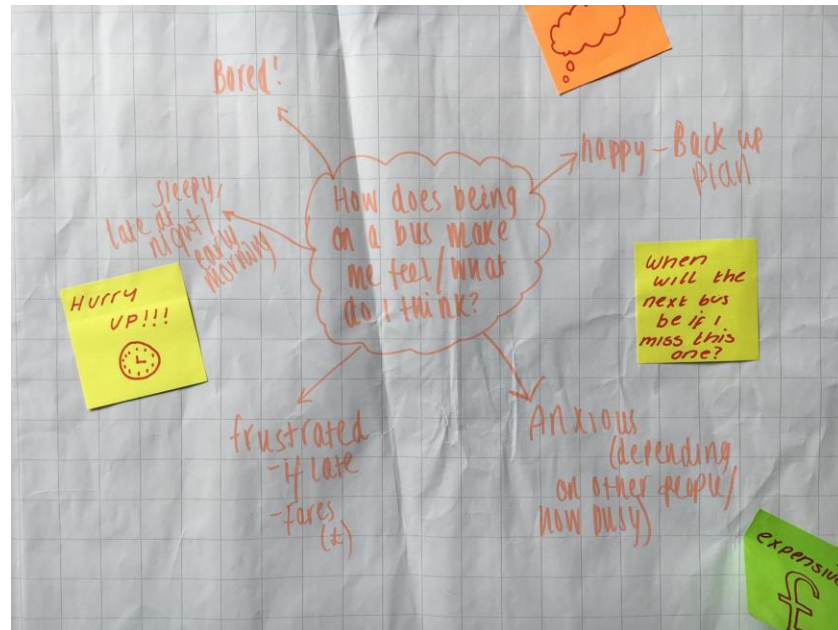
(Essex, 14-16s)

Immediate thoughts on buses

- Overcrowded
- Dirty
- Unreliable
- Weird people
- Grumpy bus drivers
- Having the right change
- Rattling buses, loud
- Unsafe driving
- A 'last resort'

Freedom and fragility

uncertainty and 'what ifs'



Generally supportive of bus network

But some frustrations

“Having a good bus network is important for the local area”

85% agree

“Travelling by bus is a good way to get about”

74% agree

“Buses are the cheapest way of getting to places”

42% agree

Bus users have more positive views

Many pictures – cleanliness noticed!



The role of 'freedom' and gaining independence

- Around 14/15yrs – starting to use different transport without parents. Gaining **independence**
 - Real appeal and like idea of relaxing, talking to friends, enjoying journey
 - Initial experiences inform development of attitudes towards buses & difficulties are not easily forgotten
- Getting the bus is a **core life skill** have to learn
 - Early experience can deter future use
- **Real fear factor: want to 'get it right' and not look/feel silly**
 - How do I get there or find out best bus or route?
 - How do I catch the bus? Where is the stop? Is it safe?
 - How do I know what time will my bus arrive? What if it is late?
 - What do I say to bus driver? What fare am I asking for?
 - How much will it cost? What if I get it wrong and have to get off bus?
 - How will I know where to get off? What time are the buses coming back?

“Independence is a big one, being able to get the train and bus on their own is quite cool for young people who are still too young to drive”.

(Essex, 17-19s)

Awareness of fares: what and why?

- Real confusion as to: **what fares they should ask for** and **how much these cost**
 - What are these fares called? What am I eligible for if under 16, under 18?
 - If I have a pass in the week, can I use this at weekends?
 - Does one operator charge more than others?
 - Why does the cost keep changing? What are the factor influencing this?
- Why do I have to pay adult fare at weekends if I have a child pass?
- Reported lack of information as to probable fare
- Limited recall of discounts or offers promoted by bus companies
 - However seen them for students, OAPs
- Ads reported on back of buses, inside the interiors and on tickets
- Usually seen as something targeted at others 'not for them' so don't feel their business is wanted

Expense

”You don’t really know how much it will cost until you get on the bus, there is nothing to tell you how much it will be”.

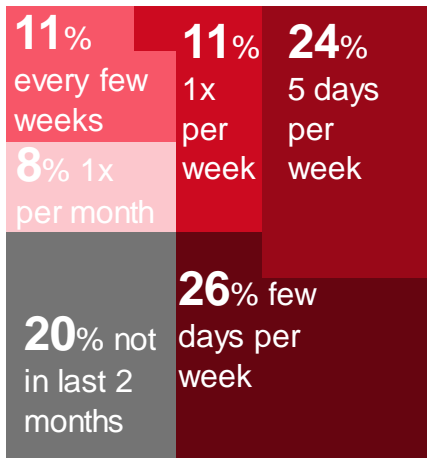
(Essex, 14-16s)

“I think my bus pass for a month would be about £48, which would mean I would get 2 weeks of the month free, but I don’t know how to go about getting it. It says the prices online, but doesn’t tell me how to get it”.

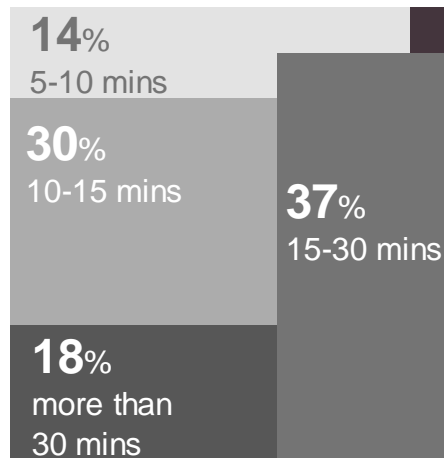
(Norwich, 17-19s)

50% use bus a few days a week

Frequency of bus use



Length of typical journey



Bus travel spend and ticket type

52% buy tickets each day
19% have weekly pass
9% monthly pass
8% termly pass
12% annual pass

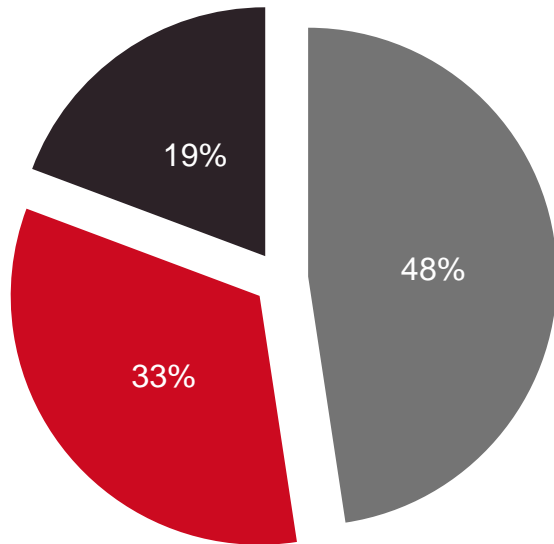
A **quarter** spend more than **£10** per week

“Having a good bus network is important for the local area” **85%** agree

“Travelling by bus is a good way to get about” **74%** agree

“Buses are the cheapest way of getting to places” **42%** agree

Many young people unsure about special fares



- I know there's a good range of special fares and discounts for young people like me in my area
- I think there are some good fares and discounts for young people but I'm not sure of the details
- I'm not sure whether there are special fares and discounts for young people

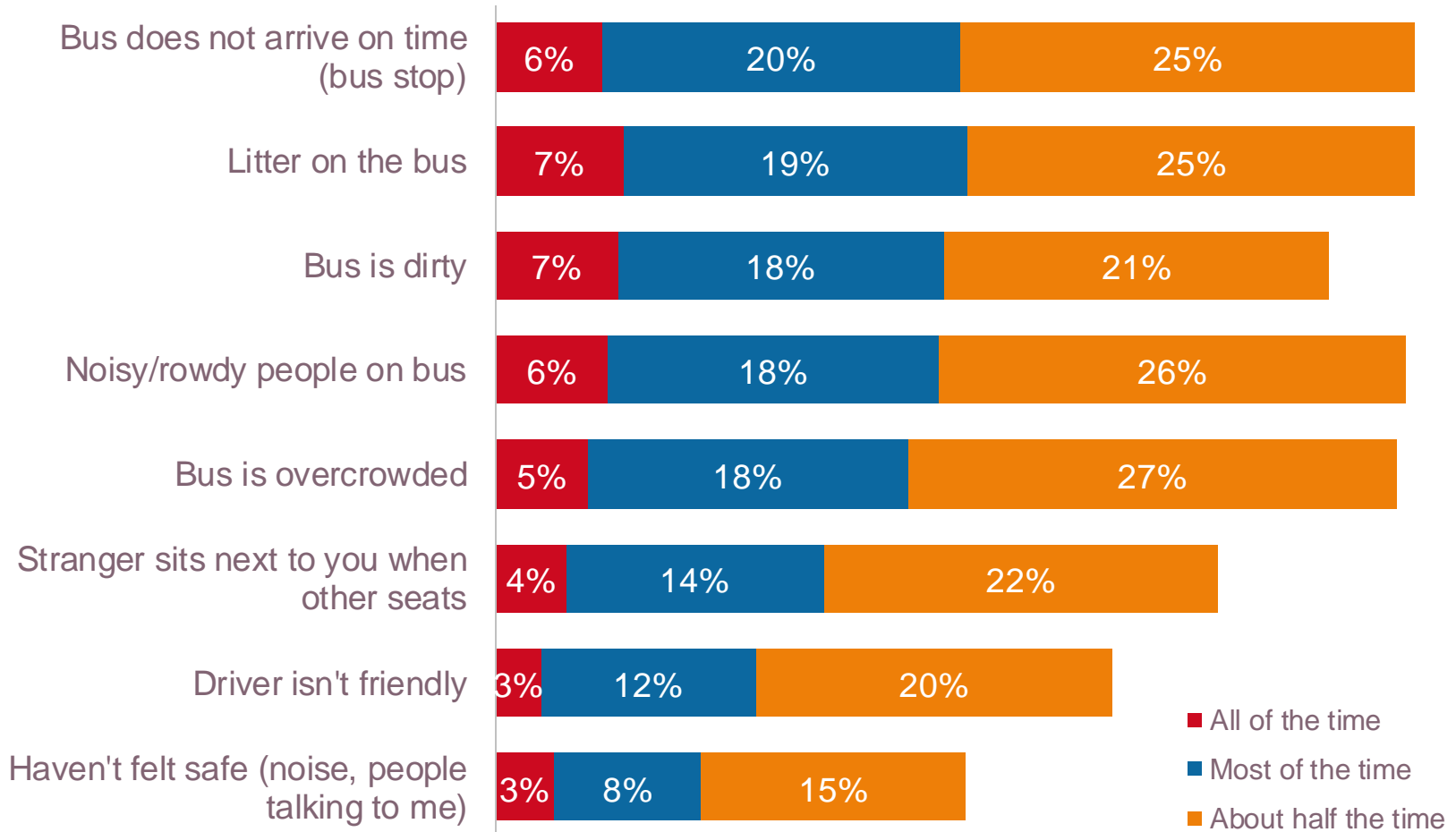
- **48%** feel there are a good range of fares and discounts –positive?
- Other half are unsure as to the details or don't know if these offers are available to them
- Important, considering how just over one third (35%) of survey respondents pay for fares from their own pocket money/money they have earned

The experience starts at the bus stop

- Negative comments about **condition of bus stop and facilities**:
 - Dirty/rubbish lying around/defaced timetables – can't read
 - Frustration where it is just a pole with a sign on it
 - No roof/poor lighting/no live tracker board/no seats
- Will my bus turn up?
 - What if late – what do I do? How do I find out where bus is, why delayed and what time it will get here?
 - A few checking operator apps– **space on mobile is precious and value of app has to be 'earned'**
 - Bus driver drives past them (doesn't stop)
- Getting on the bus
 - Initial experience can impact on the whole journey
 - Very much focussed around interface with the bus driver
 - Asking/paying for ticket: will the bus driver understand?
 - Finding a seat: how busy/noisy is it? Am I comfortable?
- Once on the bus
 - Dirty seats and litter make them feel uneasy
 - Pleasant if bus turns up, friendly driver, spare seats...
- What if it's delayed?
 - Can I see why there's a delay or track progress?



The experience is regularly disappointing



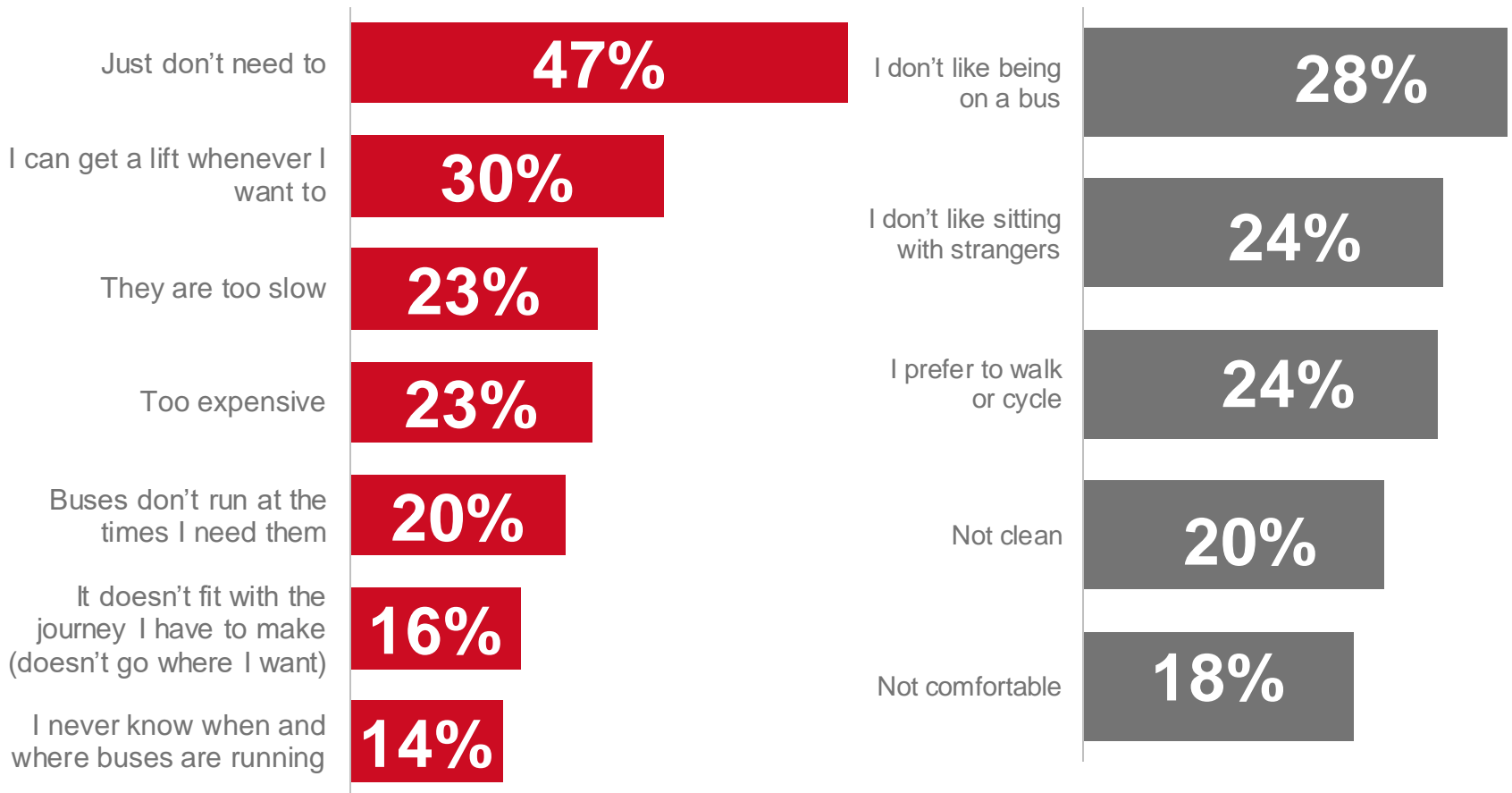
Q15) How often do these happen when you are travelling on the bus?

Base: Bus users (807)

Want to spend time on the bus ‘usefully’

- **Listening to music** (practically everyone mentioned)
- **On social media** – twitter, Instagram, snapchat
- **Talking with friends** on the bus
- **Browsing other sites**
- Charging their phones if have device chargers
- **Looking out of the window** (when listening to music)
- Younger participants can be quite happy to just **look out of the window** if a short journey (10 minutes)
- Older groups were far less willing to do this and would rather distract themselves as much as possible from the fact that they are on the bus
- Few mentioned working/preparing for school or college
 - Even when bus has WiFi, can be a fairly slow connection, not fast enough to really get anything done

Reasons for not using the bus



Q20) What are your reasons for not using the bus?
Base: non-bus users (196)

HAPPY
DRIVER

POWER
/ driver



QUICK
JOURNEYS

SUITED
FOR ALL

CHARGING
POINTS

RADIO

UPDATED
NEW
BUS

Comfy
Seats

WIFI



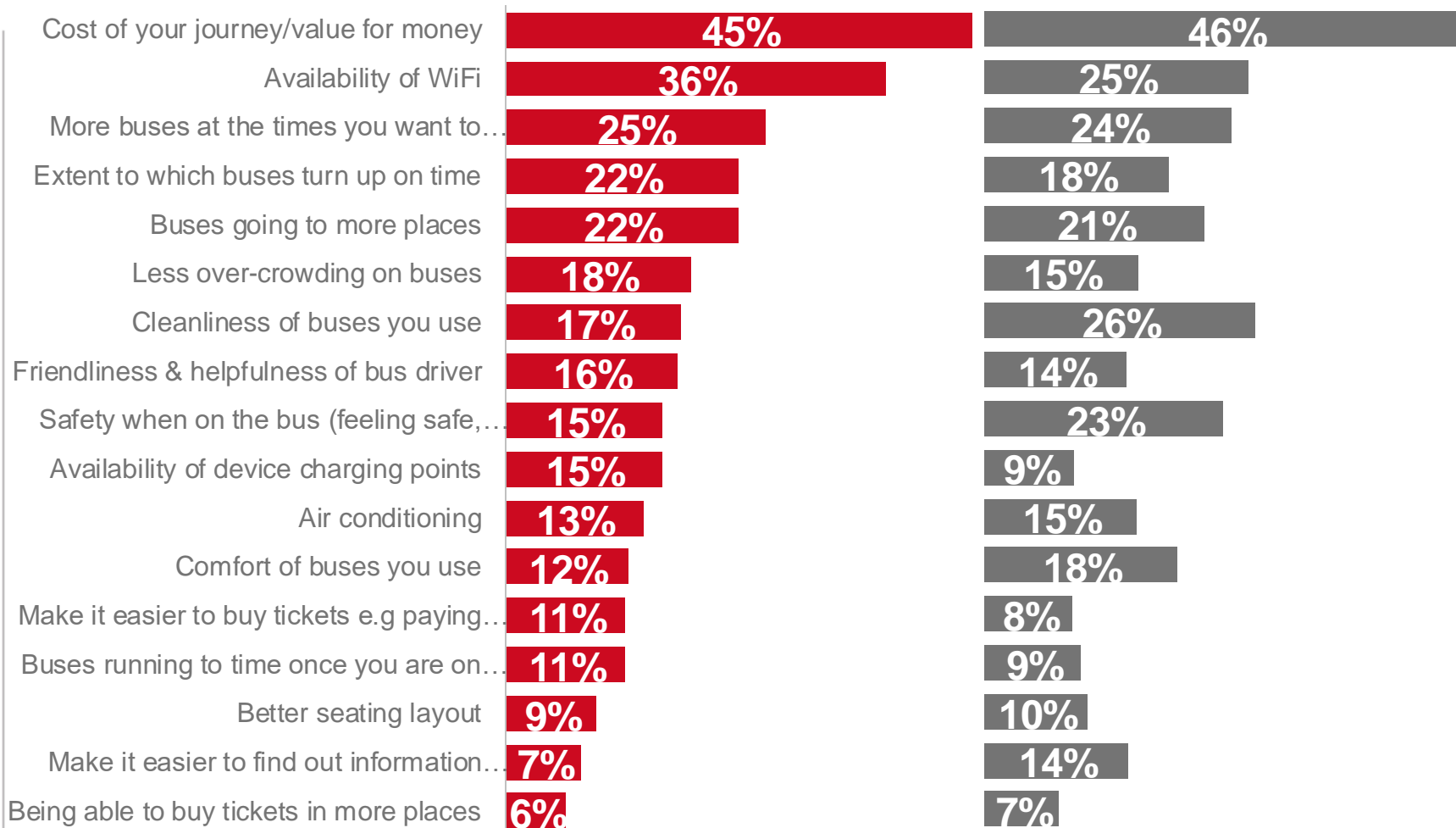
CHEAPER

MORE
FREQUENT!!

Perceptions of operators

- Operators are **making an effort** to make bus journeys a more pleasant experience for everyone. However:
 - General perception that operators are not doing enough to: **a) offer them something that is ‘for them’**; and **b) actually ask them what services and facilities they would like to have**
- Services and facilities not designed with young people in mind
 - Older people, people with kids happier to just sit there, but they want to be occupied
 - Not convinced that operator considers their requirements for different fares
- Suggestions for asking their thoughts:
 - Interact with them on social media
 - Use pop-up surveys
 - Details on back of bus ticket for online survey
 - Ask them to fill in short questionnaires (paper) on bus
- These could be incentivised through offering a prize draw of free monthly passes or other money off deals for people their age

Desired improvements are clear



Q23) If bus operators were to improve their bus services, what top 3 things should they prioritise?
 Base: bus users (807); non-bus users (196)

Key requirements for bus industry

1. Teach young people about **how transport systems work**
 - Where to go and look & what to do. Effective communication channels
 - Make it simple to understand
2. Build **confidence** around what to do
 - Relieve anxieties
 - Don't assume they know what to do
3. **Design** systems **better**
 - Provide easy to find, centralised and streamlined information, visual map, detail on fares – with the ability to personalise
 - Minimal interaction needed, but make it more like other experiences, e.g. cinema, working easily on mobile with ticket purchase and activation
4. Improve the **journey experience** – tackle perceptions
 - Resolve issues with crowding/timekeeping – real time information at stop/on-board
 - At stops/on bus
 - Approachable drivers, information on-board
5. **Review fares** for young people
 - Consistent and logical fares for young people
 - How to find the 'best ticket' can I use my pass? – properly targeted promotions
 - Easy to find the cost, buy ticket and pay



Transport (Scotland) Bill – bus provision

Pete Grant, Interim Head of Bus and Concessionary Fares Policy, Transport Scotland

CONTENT

- Low emission zones
- Bus services
- Ticketing
- Parking
- Road works
- Miscellaneous
 - Regional transport partnership finance
 - Scottish Canals governance



TRANSPORT
SCOTLAND

COMHDHAIL ALBA

PROVISIONAL TIMETABLE



TRANSPORT
SCOTLAND
CÒMHDHAIL ALBA

Introduced &
published

June 2018

Lead Committee
calls for evidence

Summer 2018

Stakeholders incl
SG/TS gave
evidence

Sept/Oct 2018

7 Mar 2019

Committee's
Stage 1 Report

Stage 2 – Main
amending stage

June 2019

Commence & implement,
including regulations &
guidance

Late 2019 onwards

Stage 3

Autumn 2019

BUS SERVICES – *Ensuring local authorities have viable and flexible options to improve services*



TRANSPORT
SCOTLAND

COMHDHAIL ALBA

- I. New Bus Service Improvement **Partnerships** – replacing Quality Partnerships
- II. New Local **Franchising** – replacing Quality Contracts
- III. New/extended powers **for local transport authorities to provide bus services** to meet social needs
- IV. Powers to require bus operators to make **more information available to the public** on services – routes, timetables, fares etc
- V. Powers to require operators withdrawing services to provide **more information to local transport authorities**

BUS SERVICES – *Ensuring local authorities have viable and flexible options to improve services*



I. New “Bus Service Improvement Partnerships”

- Similar to *Enhanced Quality Partnership* in UK Bus Services Act 2017
- Replaces existing *Quality Partnership* mechanism
- Authority works with operators to develop *Plan* and *Scheme(s)* to implement it
- Focus on setting objectives and intended effects
- Voting process ensures sufficient support from operators
- Measures and facilities from authorities to support services and mandatory standards to be complied with by operators
- Requirements to consult users and others in development and to report regularly on effectiveness

BUS SERVICES – *Ensuring local authorities have viable and flexible options to improve services*



TRANSPORT
SCOTLAND

COMHDHAIL ALBA

II. New “Local Franchising Frameworks”

- Replace existing unused *Quality Contracts* mechanism
- Services in franchising area provided only under *franchise agreements* (with limited exceptions)
- Differ from QCs
 - Removes requirement for QCs to be “necessary”
 - Requires external audit of the business case
 - Independent panel rather than Ministerial approval
- Thorough assessment process
- Focus on the benefits the franchise will deliver, its financial implications and feasibility
- Requirements to consult users and others in development and to report regularly on effectiveness

BUS SERVICES – *Ensuring local authorities have viable and flexible options to improve services*



**TRANSPORT
SCOTLAND**

COMHDHAIL ALBA

III. New power for local authorities to operate bus services

- Creates an alternative to supporting non-commercial socially necessary services by subsidising them
- Authority can decide to provide service instead of tendering for it or can test bids against in-house or arm's length provision
- Complements existing patchwork of powers for:
 - island authorities (Shetland, Orkney and Western Isles)
 - small scale operations using [ten or fewer] vehicles
 - services using school buses or community transport permits
 - SPT as a passenger transport authority

BUS SERVICES – *Ensuring local authorities have viable and flexible options to improve services*

Information on bus services

- IV. Powers for Scottish Ministers to **require operators to provide information publicly and in specified formats** on
- Routes
 - Timetables
 - Running times
 - Fares
- Parallels similar arrangements being developed in England under the 2017 Act
- V. Powers for authorities to obtain specific **information from operators about services being withdrawn** and to share this (in some circumstances) with potential bidders to provide replacement services



George Mair

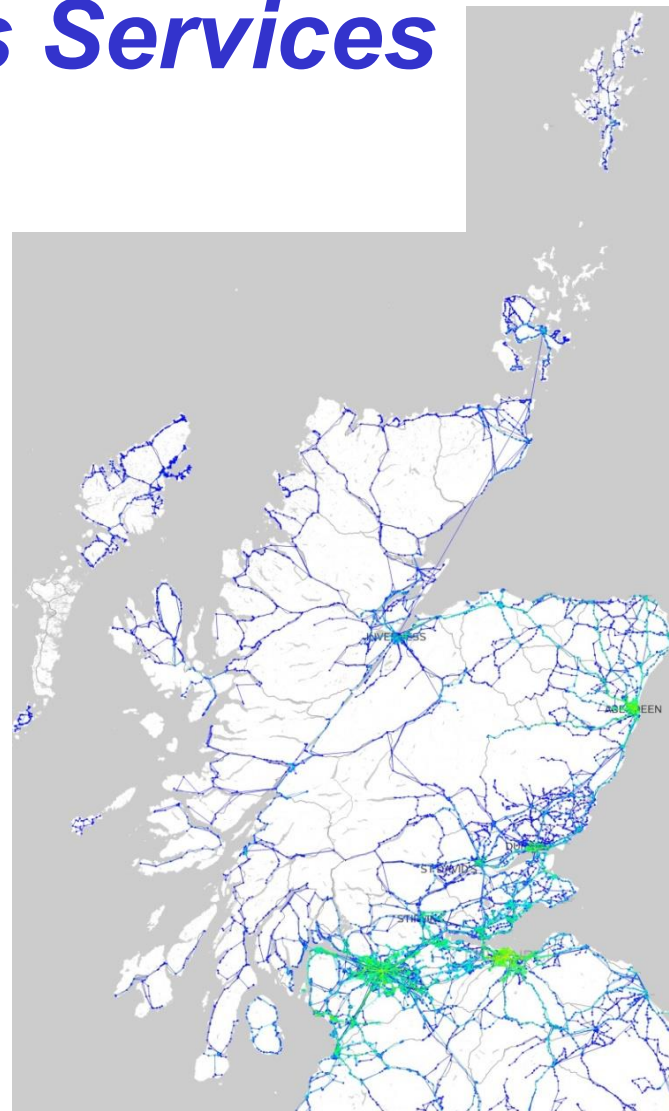
Director, Confederation of Passenger Transport UK - Scotland

Young People and Transport

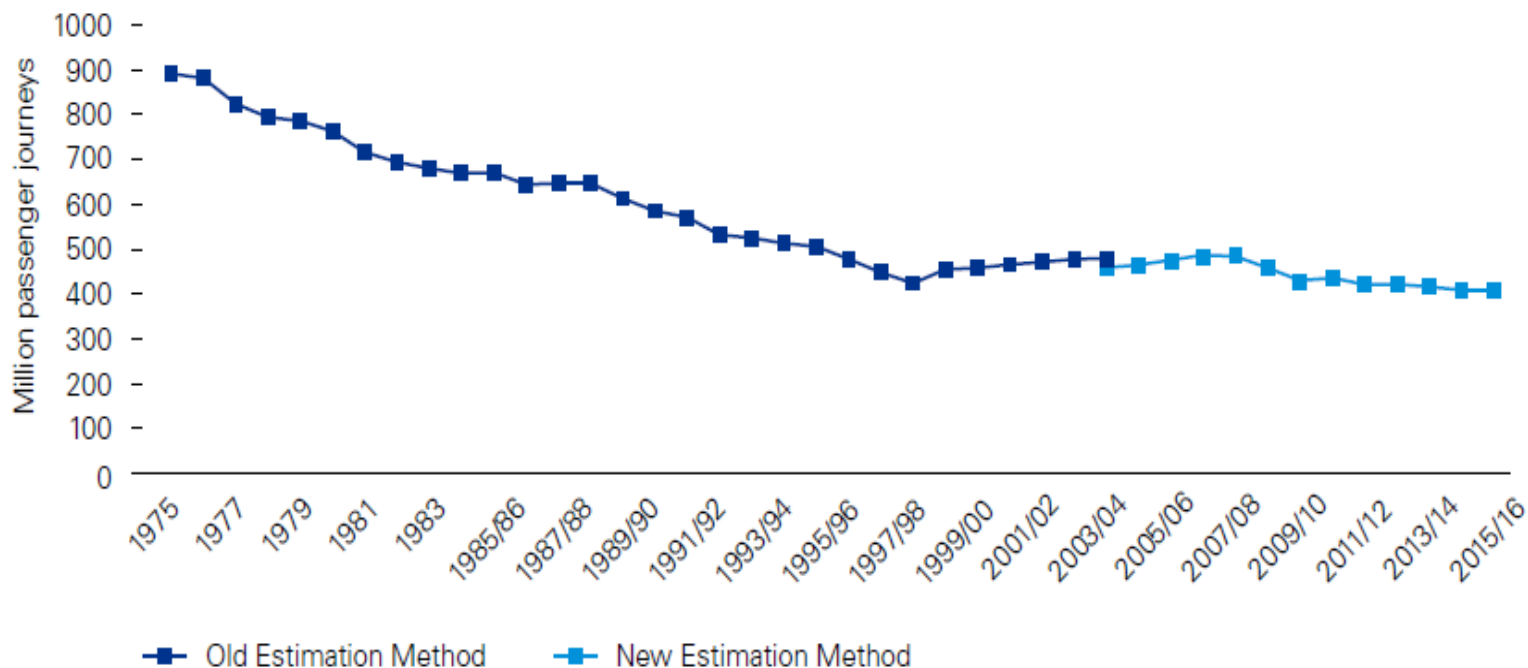
Delivering a Good Service

Scotland's Bus Services

- 333m km operated 2017-18
- Av commercially operated mileage across Scotland = 80% - < rural – urban >
- 388m journeys 2017-18
- 75% of passenger journeys
- Scottish bus passengers responsible for c29% of city centre retail spend
- +£5bn GVA to the Scottish economy
- 30% of commuter journeys are by bus

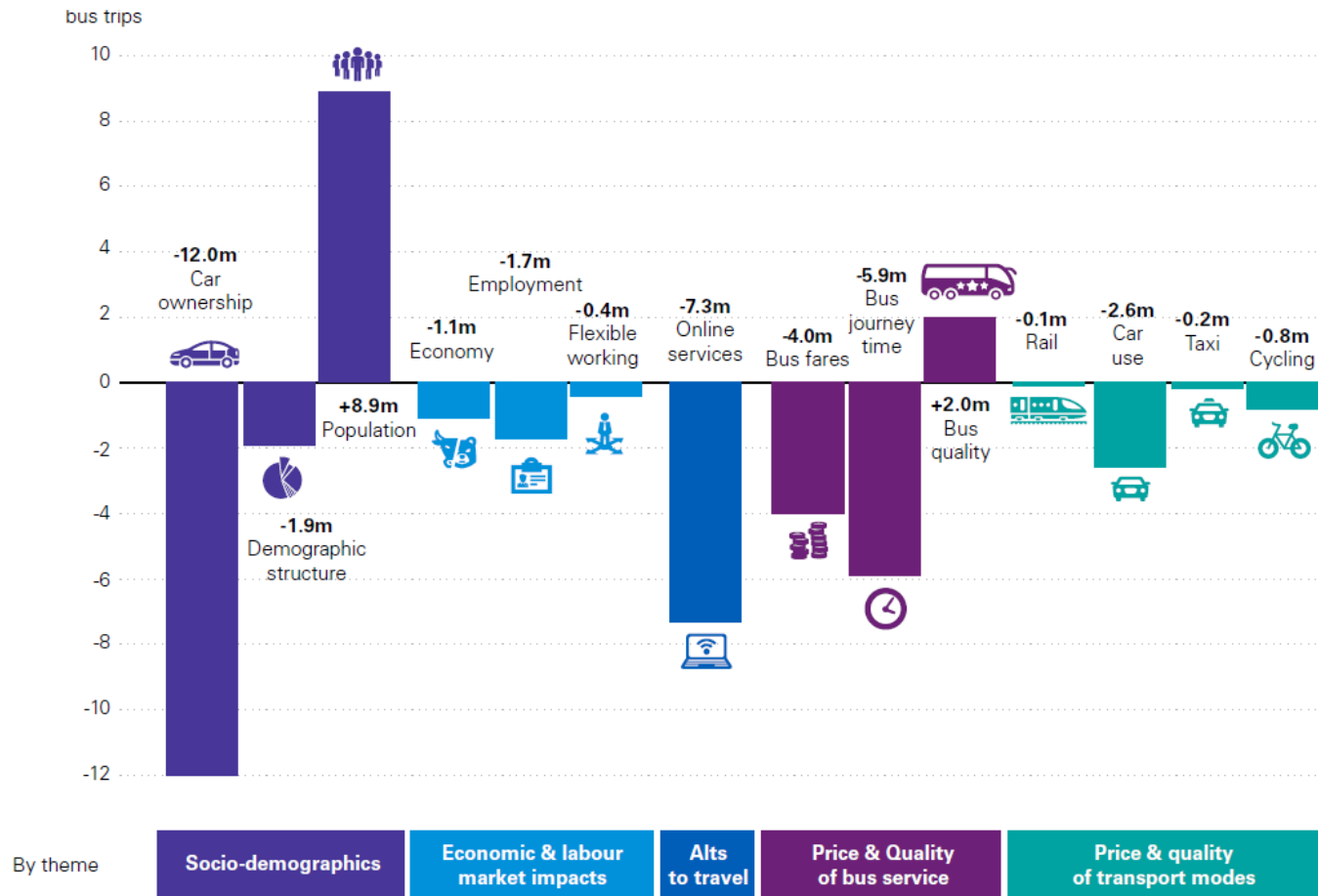


Recent trends in patronage



Bus use in Scotland has fallen, similar to the general trend in England. But the reasons for this are complex and go well beyond the bus sector. It reflects a range of significant wider changes across Britain in the economy, to the way people live and work, as well as the impact of government policy and investment decisions, and competition from other transport modes.

Drivers of bus patronage 2011-12 to 2015-16





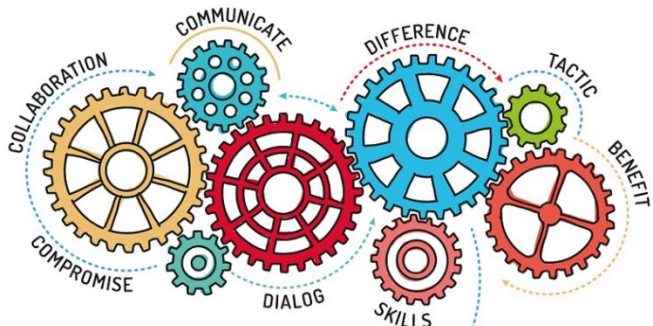
Transport (Scotland) Act 2001
2001 asp 2



Transport (Scotland) Act
2005

Transport (Scotland) Bill
[AS INTRODUCED]



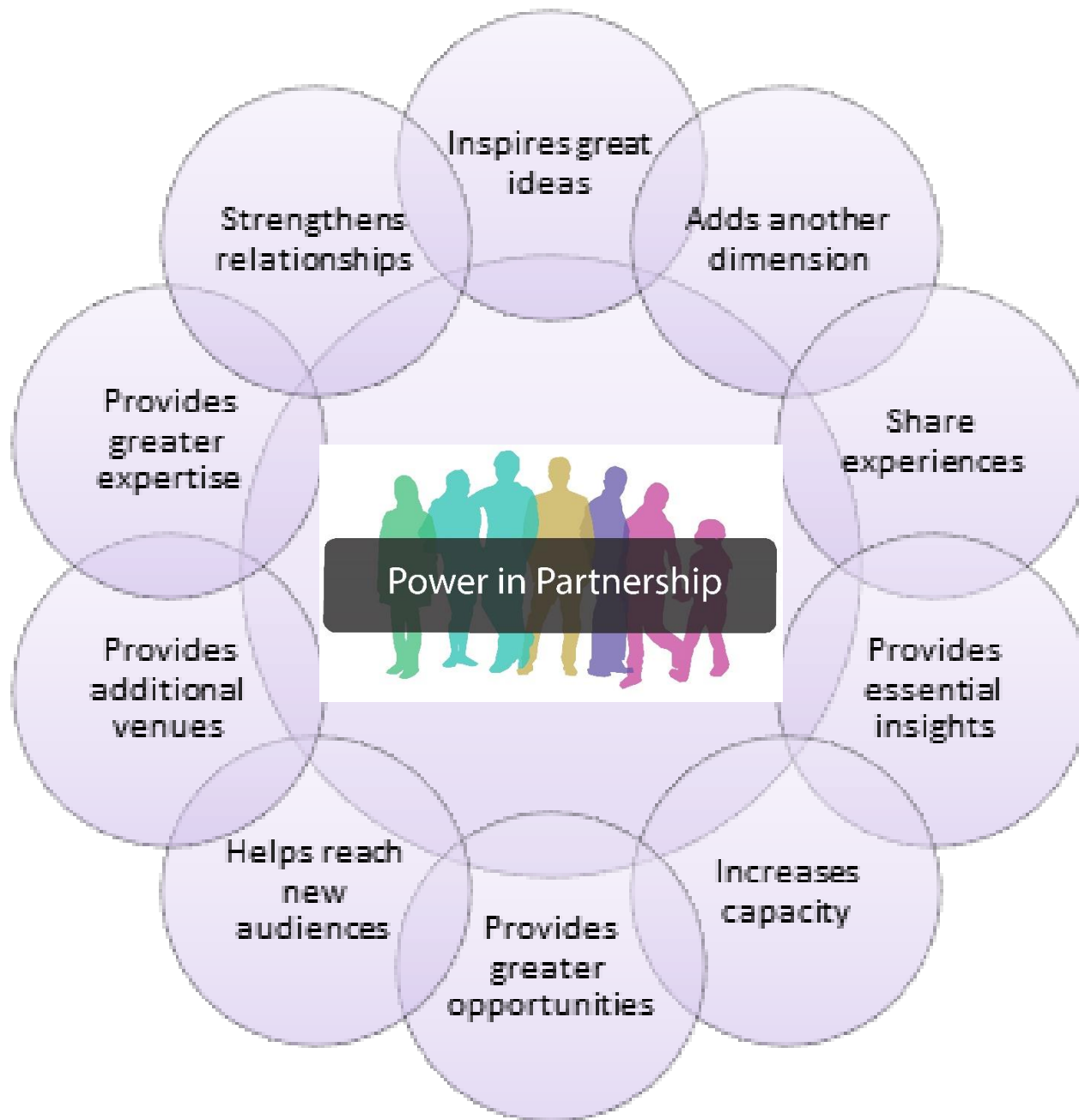


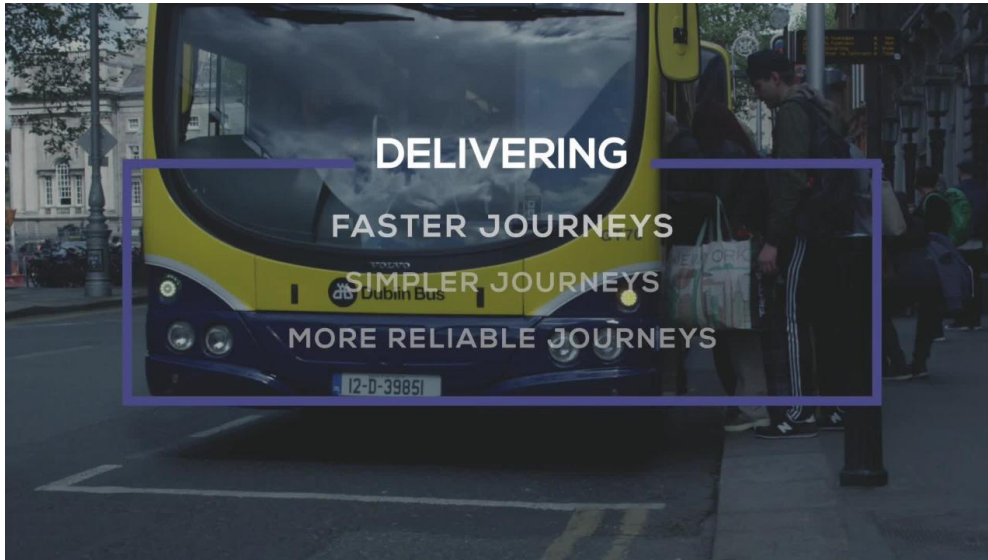
Negotiation

what are other words for meeting of minds?

accord, consensus, concurrence, understanding, harmony, pact, unanimity, like-mindedness, deal, concord





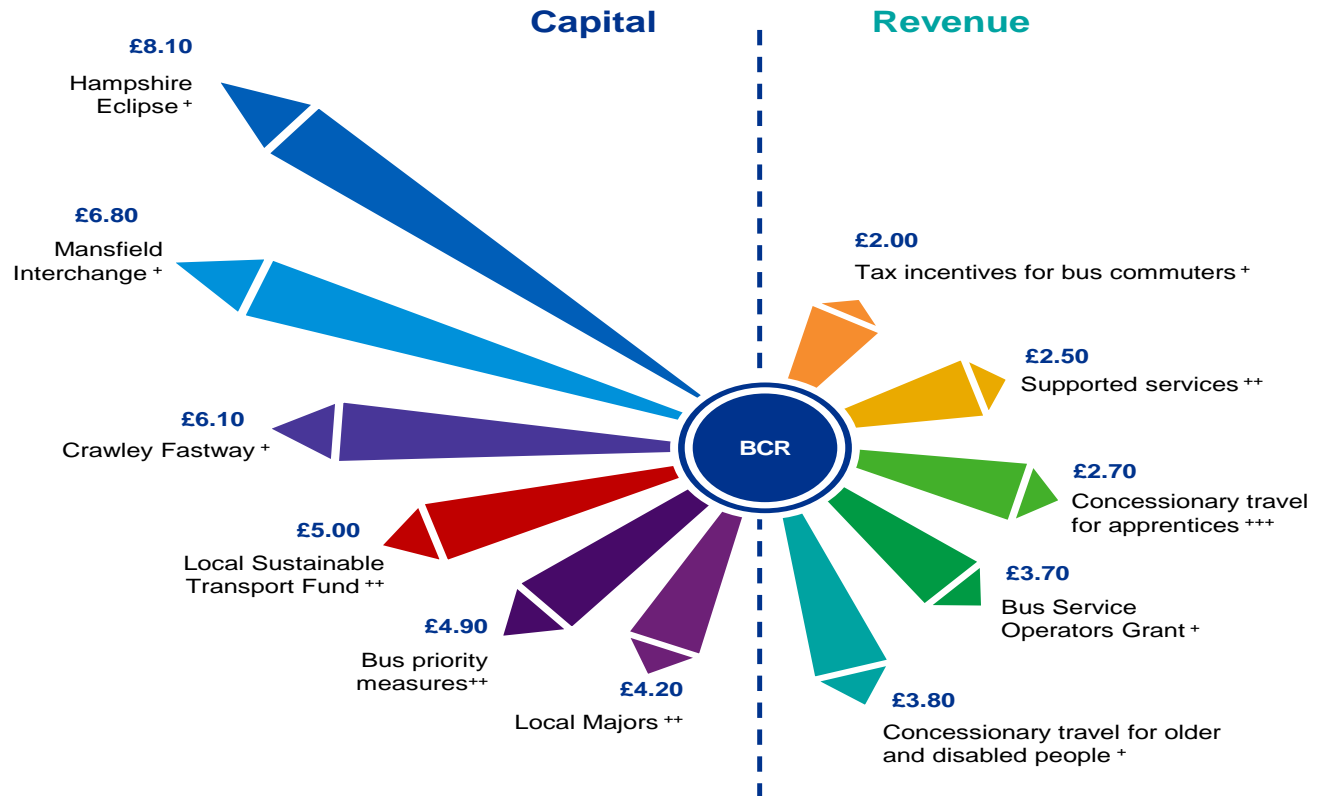








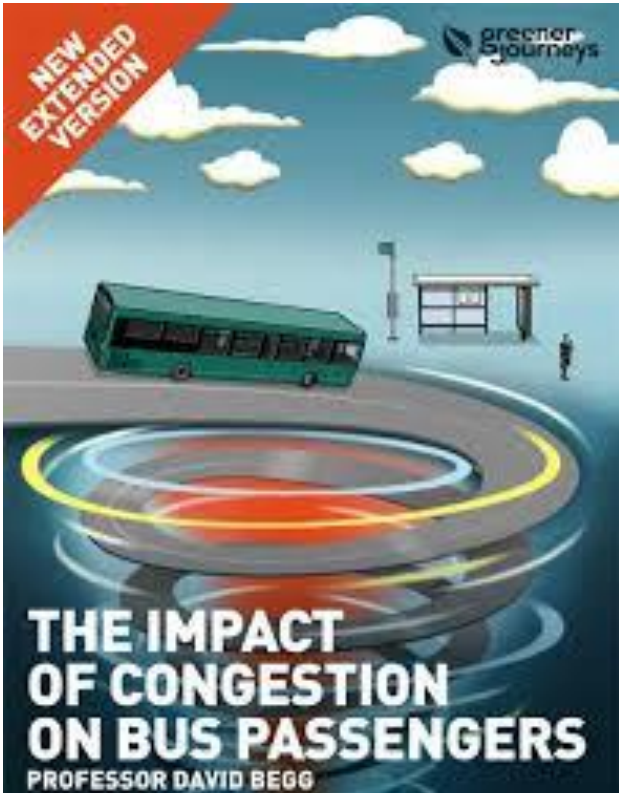
Let's not forget the True Value of local bus services



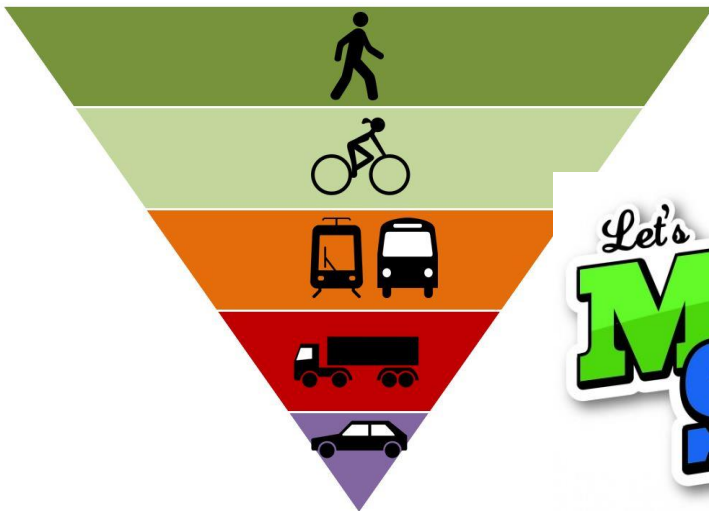
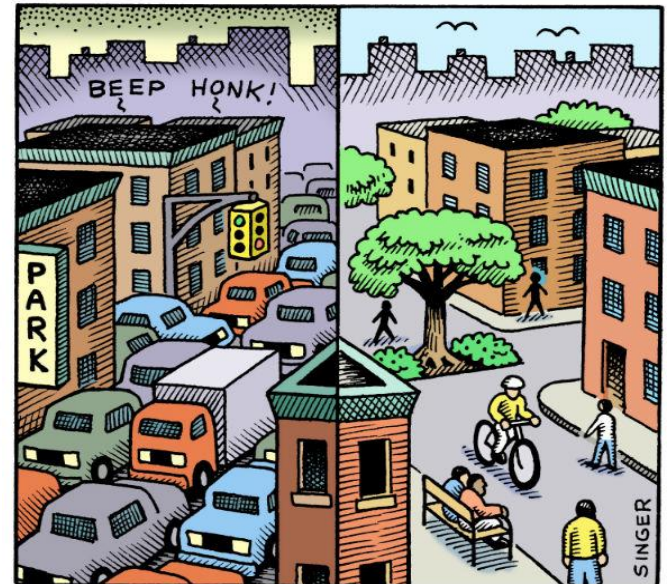
Notes:

BCR is shown as the benefit per £1 of investment/ support, rounded to the nearest £0.50

⁺ Greener Journeys, ⁺⁺ Department for Transport, ⁺⁺⁺ Urban Transport Group

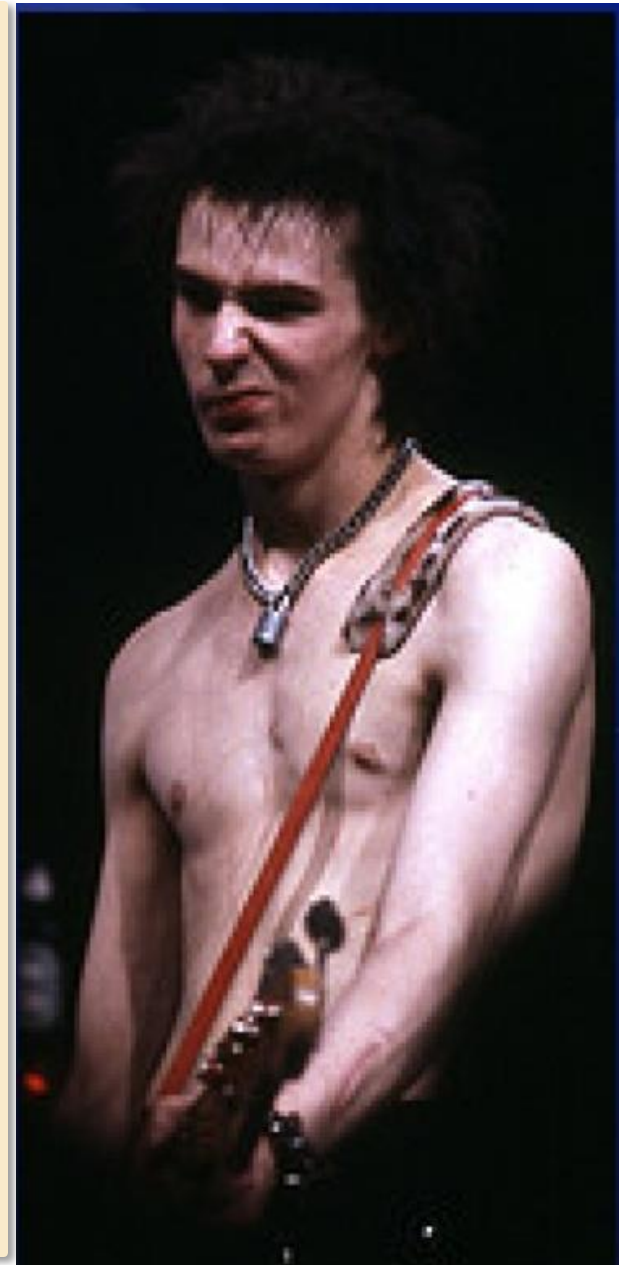
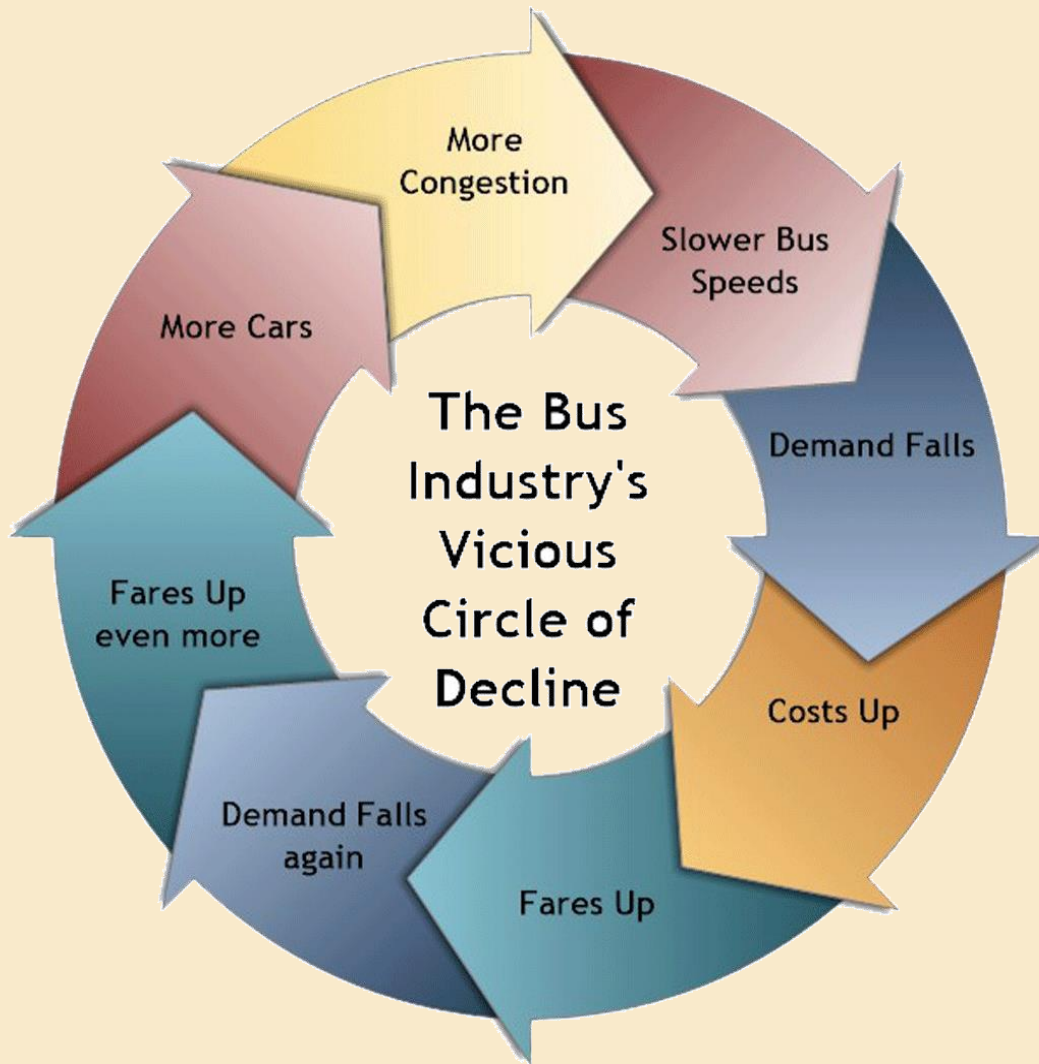


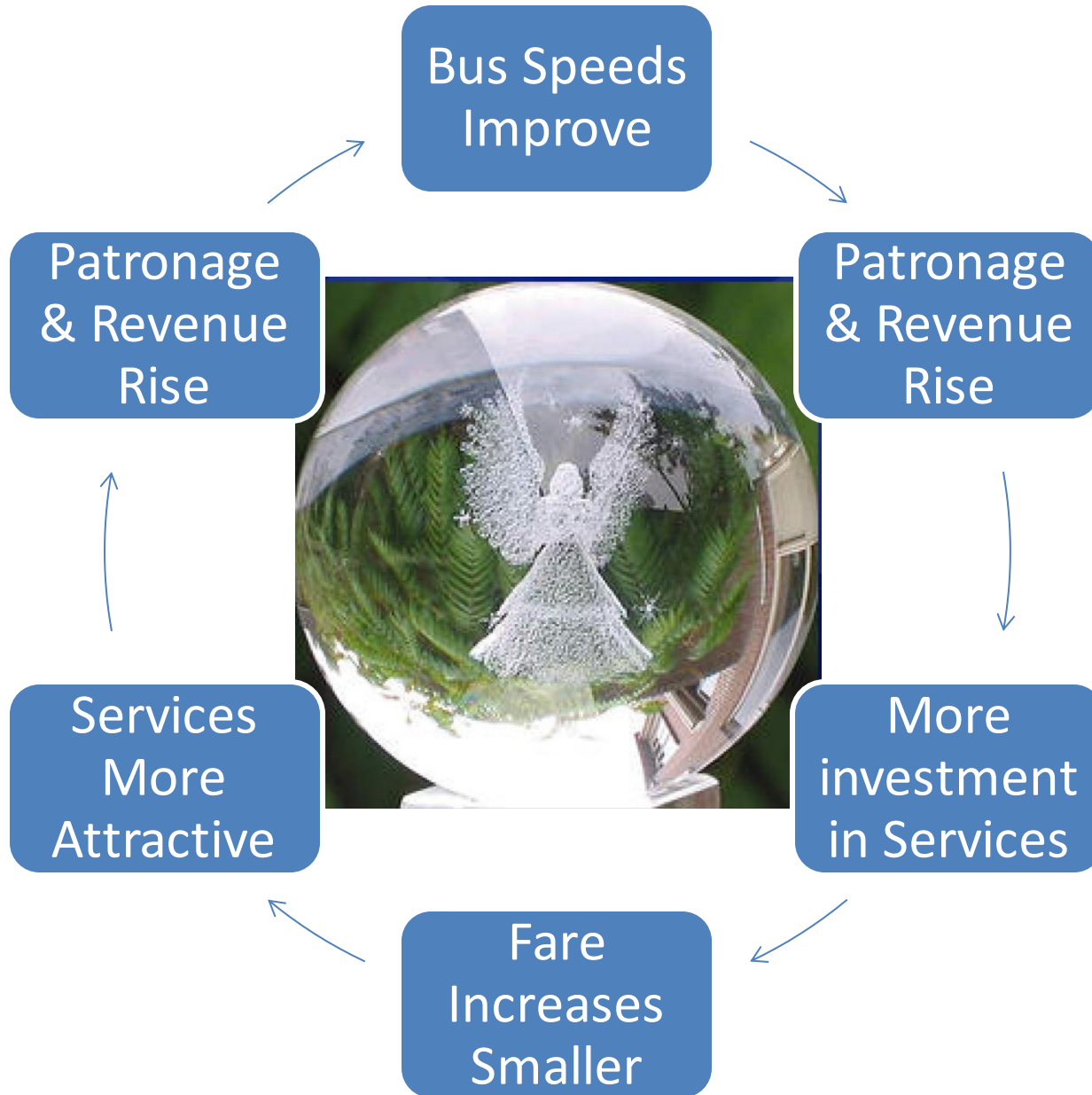
DIVIDE CITIES INTO TWO SECTIONS:
DRIVING AND **NON-DRIVING**



Let's
Modal Shift!











Panel discussion



Philip Mendelsohn

Board Member for Scotland, Transport Focus