

## **ECONOMY AND ENVIRONMENT OVERVIEW AND SCRUTINY PANEL 20 JANUARY 2022**

### **DEMAND RESPONSIVE TRANSPORT - BROMSGROVE PILOT**

---

#### **Summary**

1. This report provides the Panel with information regarding Demand Responsive Transport (DRT) and a pilot which has been operated in Bromsgrove since July 2021.
2. The Cabinet Member with Responsibility for Highways and Transport and Senior Officers from the Council's Directorate of Economy and Infrastructure have been invited to the meeting to update the Panel on developments relating to the DRT Pilot in Bromsgrove.

#### **Background**

3. DRT offers a bespoke alternative service to the familiar local bus. It provides a flexible, affordable, and sustainable mode of public transport to access employment, education, health, shopping, and leisure facilities.
4. Passengers request a journey through an app or sometimes a telephone call and they are collected quickly and within a few metres of their location. Passengers share journeys with others. Journeys may involve a short walk to maximise route efficiency, eliminate lengthy detours, and replicate journey times in a private car.
5. DRT can be integrated with other transport modes providing a joined-up service for passengers and a 'one stop shop' for all transport needs.
6. The Council commenced a pilot in Bromsgrove in July 2021 for a 12-month period, which is operated with two vehicles, with capacity for 14 passengers and one wheelchair user and provides a travel option between the town centre and the rail station and also other key destinations.
7. The Council is monitoring the performance of the pilot and collecting customer feedback with a view to rolling out this service countywide.
8. DRT will now form part of the wider Bus Service Improvement Plan (BSIP)

#### **Issues for the Panel to consider**

9. Since the launch in July 2021, the DRT service has been extremely successful and surpassed expectations. As an example, on 10 January

2022, the Council received 300 journey enquiries, with an offer being made on 231 of those and 120 passengers completed their journeys. Both of the two buses on the scheme were running at full capacity.

10. The following key data has been obtained regarding the operation of the pilot DRT in Bromsgrove since July 2021:

- The Council has received a total of 28,000 transport enquiries via the app and has been able to offer 80% of transport offers to be made.
- The remaining 20% of passengers did not proceed with their bookings.
- 38% (10,759) of initial enquiries resulted in journeys made.
- The average customer satisfaction initial feedback provides a rating for the service of 4.6 out of 5.
- To date, the app has been downloaded 1700 times by passengers.
- 1100 people who have downloaded the app have subsequently requested a journey.

11. The 12-month trial will enable the Directorate to consider advances in technology and further expand the service in accordance with the Bus Service Improvement Plan and Enhanced Partnership. The BSIP is attached as background information.

12. One of the key elements for future consideration is to identify the influence of DRT on transport methods.

### **Purpose of the Meeting**

13. The Panel is asked to:

- consider the update on DRT and the data obtained from the pilot.
- Determine whether any further information or scrutiny is required
- Agree whether it would wish to make any comments to the Cabinet Member with responsibility.

### **Contact Points**

Paul Smith, Assistant Director for Highways & Transport Operations  
[pdsmith@worcestershire.gov.uk](mailto:pdsmith@worcestershire.gov.uk)

Alyson Grice/Alison Spall, Overview and Scrutiny Officers Tel: 01905 844962/846607  
Email: [scrutiny@worcestershire.gov.uk](mailto:scrutiny@worcestershire.gov.uk)

### **Background Papers**

In the opinion of the proper officer (in this case the Assistant Director for Legal and Governance) the following is a background paper relating to the subject matter of this report.

[Worcestershire Bus Service Improvement Plan](#)  
[Worcestershire on Demand](#)

[All agendas and minutes are available on the Council's website here.](#)