WORCESTERSHIRE COUNTY COUNCIL ENHANCED PARTNERSHIP PLAN AND SCHEME DRAFT

December 2021

Highways and Transport Operations

Environment and Infrastructure

worcestershire
county council

Contents

Worcestershire is committed to delivering next generation information. Worcestershire has been working with software and hardware suppliers to work on methods to deliver both on-bus and off-bus information about its network. This includes the use of modern displays that can show next stop information as well additional information such as

1. Definitions

In this Enhanced Partnership Plan and any Schemes made pursuant to it, the following capitalised terms shall have the meanings ascribed to them below:

Name of Item	Definition
1985 Act	Transport Act 1985
2000 Act	Transport Act 2000
2017 Act	Bus Services Act 2017
Bus Operators (or Operators)	All Large Operators, Medium Operators and Small Operators running Qualifying Bus Services taken collectively.
County Council	Worcestershire County Council
Enhanced Partnership Scheme Variation	This comprises either: (a) A formal variation of the relevant Enhanced Partnership Scheme as a result of the voting mechanism or (b) An agreement signed by all relevant parties drawn up as a result of discussions between one or more Operators and the County Council, where both sides agree to perform agreed actions specified such agreement, as set out in section ("Enhanced Partnership Scheme Variation Agreement"). Each of which will then constitute a formal variation of the relevant scheme for the purposes of s.138E(1) of the 2000 Act.
Facilities	Those facilities referred to in Part B, which shall be deemed such for the purposes of s.138D(1) of the 2000 Act.
Worcestershire Enhanced Partnership Board	The committee of selected Worcestershire Bus Operator representatives and County Council representatives for considering recommendations put forward and making decisions including specific Enhanced Partnership Scheme Variations using the mechanism outlined
Worcestershire Enhanced Partnership (or Enhanced Partnership)	The Enhanced Partnership covering the geographic extent of the administrative boundary of the county of Worcestershire shown for identification purposes in Figure 1.
Worcestershire Enhanced Partnership Forum	The committee of all Worcestershire Bus Operators, the County Council, District and Borough Councils, and Key Stakeholders responsible for considering all issues affecting the Worcestershire Partnership, and making recommendations to the Worcestershire Enhanced Partnership Board in line with the Worcestershire Enhanced Partnership governance arrangements.
Large, Medium or Small Operator	Any single Bus Operator with registered mileage representing the following proportions of total registered mileage for Qualifying Bus Services:

	• Large: equal to or greater than 10% • Medium: equal to or greater than 2.5%, but less than 10% • Small: less than 2.5%. For the avoidance of doubt, a list of Large, Medium and Small Operators will be published at the start of each County Council financial year.
Measures	Those measures referred to in Part B, which shall be deemed as such for the purposes of s.138D(2) of the 2000 Act.
Non-qualifying Bus Service	Services excluded from classification as Qualifying Bus Services.
Qualifying Bus Service	A registered local bus service with one or more stopping place within the geographical area of the Enhanced Partnership, with the exception of: • Any schools or works registered local bus service not eligible for Bus Service Operators Grant • Any cross-boundary registered local bus service with less than 10% of its registered mileage within the Enhanced Partnership area • Any services operated under section 22 of the 1985 Act • Any registered local bus service which is an excursion or tour • Any other registered local bus service that the Operators (through the Worcestershire Enhanced Partnership Board voting mechanism) and County Council decide should be excluded from all or specific requirements of the Enhanced Partnership Scheme. For the avoidance of doubt, a list of Qualifying Bus Services will be published at the start of each County Council financial year.
Requirements	Those requirements placed upon Bus Operators identified as such within Part B, which shall be deemed as such for the purposes of s.138C 2017 Act.
Traffic Commissioner Powers	*'Relevant registration functions'* of Traffic Commissioners to the extent that they relate to a *'relevant service'* both within the meanings given to them under section 6G(10) of the 1985 Act.

1.1   Introduction

The main purpose of Worcestershire's passenger transport network is to provide an efficient, resilient and integrated system which provides access for everyone to a wide range of services and facilities which are essential for a good quality of life. These include employment, education, healthcare, retail and leisure.

Our priorities will include home to work and home to school journeys. A healthy commercial network is critical in delivering this. The main providers of passenger transport services in Worcestershire are commercial organisations that operate local bus services on a profit-

making basis, as envisaged when the local bus service market outside London was de-regulated in 1985.

It is important that the public transport network is attractive, efficient and reliable for Worcestershire residents. Functioning networks can meet the needs of local people by providing a transport network which reduces congestion and provides access to a wide range of employment and wider life-enhancing opportunities.

The Enhanced Partnership will enable the County Council to work in co-operation with commercial operators to help deliver an efficient, reliable bus network which meets the needs of Worcestershire's residents, improving customer satisfaction and encouraging increased use of local transport services.

Following new powers introduced by the 2000 Act (as amended by the 2017 Act), the County Council considers the creation of an Enhanced Partnership will offer benefits to the travelling public and wider community which could not be achieved with current arrangements. The Enhanced Partnership principles will be those contained in Worcestershire's Bus Service Improvement Plan;
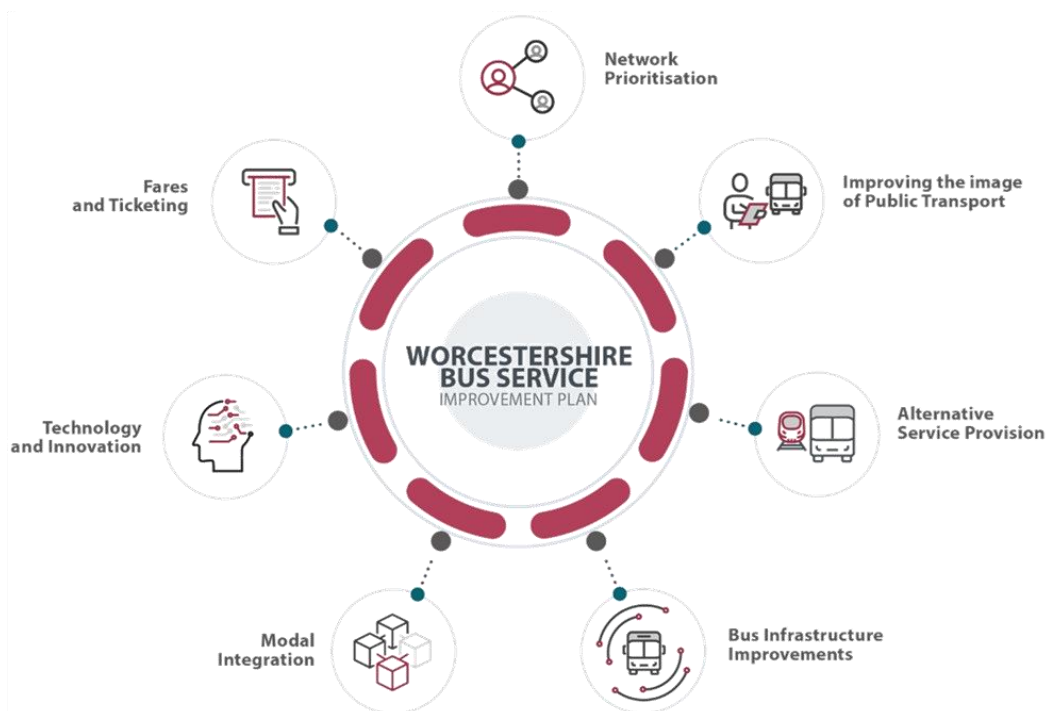
Diagram to illustrate the Bus Service Improvement Plan Principles

Worcestershire Bus Service Improvement Plan is based on seven Core Principles that will deliver on national objectives and complement the recently published Worcester Passenger Transport Strategy.

There will be a transformational programme of measures to deliver the Core Principles and will provide services that our residents, visitors and businesses require and expect.

The creation of a Worcestershire Enhanced Partnership will include legal elements that will enhance quality standards and form access to funding for investment in public transport-related projects and activities which would not otherwise be available.

The Worcestershire Bus Service Improvement Plan and Worcestershire Enhanced Partnership Plan and Scheme, will make a substantial contribution to the implementation of Worcestershire Passenger Transport and LTP4 policies. It will bring benefits to passengers using local bus services in Worcestershire by improving the quality and efficiency of the public transport network, support the efficient use of the road network and deliver sustainable growth, limiting the impacts of additional traffic congestion and air pollution.

This document fulfils the statutory requirements of an Enhanced Partnership as set out in the 2000 Act (as amended), including:

- A map of the geographical area it covers
- All the relevant factors that the parties consider will affect, or have the potential to affect, the local bus market over the life of the plan
- A summary of any available information on passengers' experiences of using bus services in Worcestershire and the priorities of users and non-users for improving them
- A summary of any available data on trends in bus journey speeds and the impact of congestion on local bus services
- What outcomes need to be delivered to improve local bus services in the plan area
- What overall interventions the partnership believes need to be taken to deliver those outcomes.

2.3   The Competitions and Markets Authority will review this Worcestershire Enhanced Partnership Plan and Scheme and confirm that it is satisfied that the Competition Test, as set out in Schedule 10 of the Transport Act 2000, is met.

1.2   Extent of the Worcestershire Enhanced Partnership

Worcestershire Bus Service Improvement Plan (BSIP), Enhanced Partnership Plan and Enhanced Partnership Scheme 1 are proposed to extend throughout the full administrative county of Worcestershire within its boundary (Figure 1). Any changes to this boundary will represent an Enhanced Partnership Scheme Variation, to be agreed as per section 7.1.
Worcestershire Bus Service Improvement area
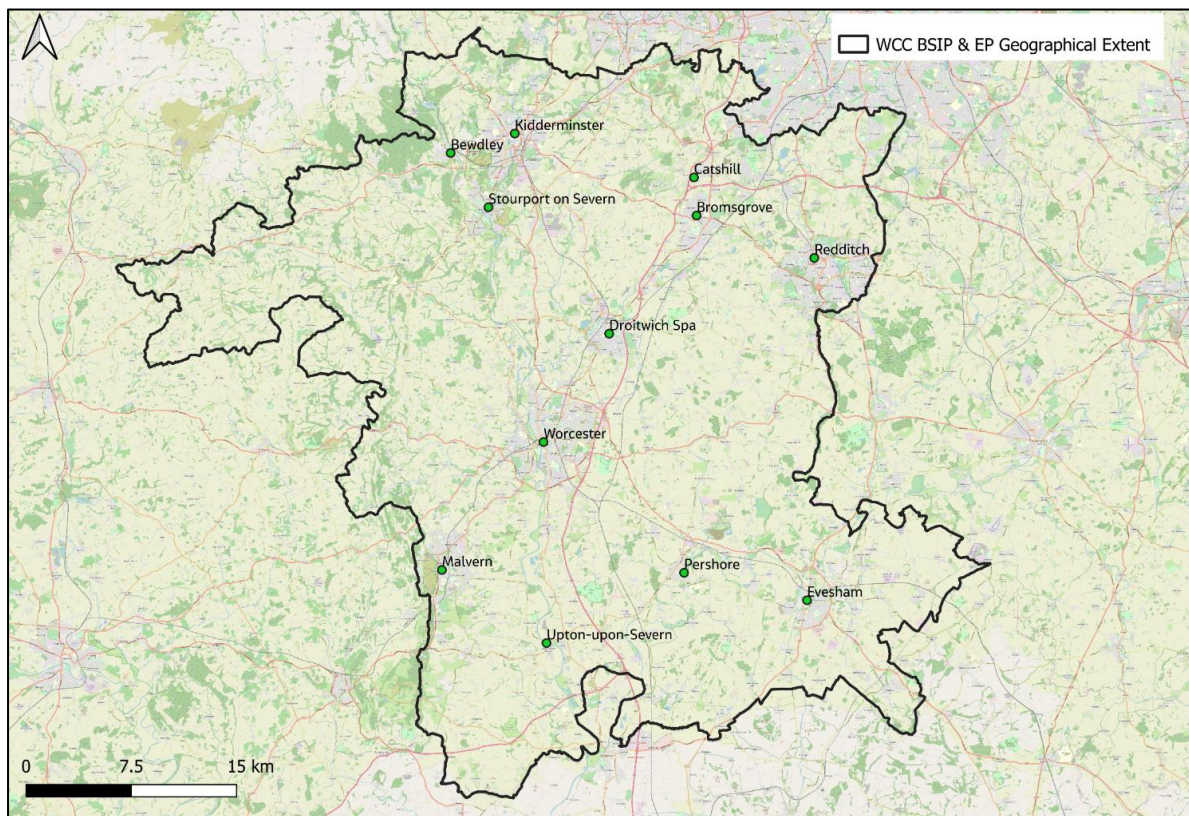
 Figure 1 - W*orcestershire Enhanced Partnership and Bus Service Improvement Plan extents covers all of Worcestershire County*

The County Council liaise with neighbouring authorities regularly to discuss cross-boundary bus issues.Neighbouring authorities wishing to engage with the Worcestershire Enhanced Partnership would do so initially on a non-statutory basis through the Worcestershire Enhanced Partnership Forum.

This Enhanced Partnership Plan will be in place for 10 years from adoption (1 April 2022 to 31 March 2032). Enhanced Partnership Schemes will be in place for 3 years from adoption (1 April 2022 to 31 March 2025). A full review of the effectiveness of the Enhanced Partnership Plan (including its extent, objectives and partnership governance) and Schemes (including measures and facilities provided, and requirements imposed) and compliance of both with competition legislation will take place during the 12 months prior to 31 March 2025, recommending changes to the Enhanced Partnership Plan and details of an Enhanced Partnership Scheme 2 for adoption from 1 April 2025 using the mechanisms outlined

2. Bus network overview

The current network of bus services in Worcestershire provides access between districts and major settlements and plays an important role in connecting users to key services such as schools, employment, and leisure. The bus network also contributes to Worcestershire's Local Enterprise Partnership and Growth and Infrastructure Strategy.

Worcestershire's passenger transport is provided in a deregulated marketplace where most bus services across the County operate on a commercial basis by private companies. The County Council is committed to developing and enhancing the opportunity for operators to provide their services commercially. However, where socially necessary, the County Council will work with commercial operators to support services through subsidy agreements to help deliver an efficient and reliable bus network.

The passenger transport network has seen a steady decline over the last decade and, more recently, by the impact of Covid-19. This has resulted in service deregulations and reduced service frequencies.

Through closer working relations with local commercial bus operators, we will be able to focus on specific needs and transport requirements in line with the objectives proposed in Worcestershire's Local Transport Plan 4. This will contribute towards the Council's Open for Business corporate objective and welcome economic growth across the County.

3. Passenger survey data

Residents' Viewpoint Survey 2020

The Worcestershire County Council Viewpoint Survey 2020 was carried out from the 9th to 30th September 2020. The survey asks questions which enable the County Council to monitor public perception indicators and include items such as priorities for the local area, satisfaction with County Council services and how well people feel informed.

When completing the survey, local residents were asked to think about their local area (defined as the area within a 15-20 minute walk from their property). Overall, when asked how satisfied or dissatisfied residents were with Worcestershire County Council, 62% stated that they were satisfied, a significant increase from 53% in 2019. However, when residents were asked for the top five things that most need improving in their local area, transport and road related issues were consistently highlighted as an area of improvement. Road and pavement improvement was ranked first, followed by the level of traffic congestion and then public transport.

1st	2nd	3rd	4th	5th
Road and pavement improvements	Level of traffic congestion	Public Transport	NHS Services	Activities for teenagers

Areas in need of improvement in Worcestershire (2020)

The chart below shows the relationship between services that need improvement and whether to contribute to a good place to live. (2020 Viewpoint Survey).
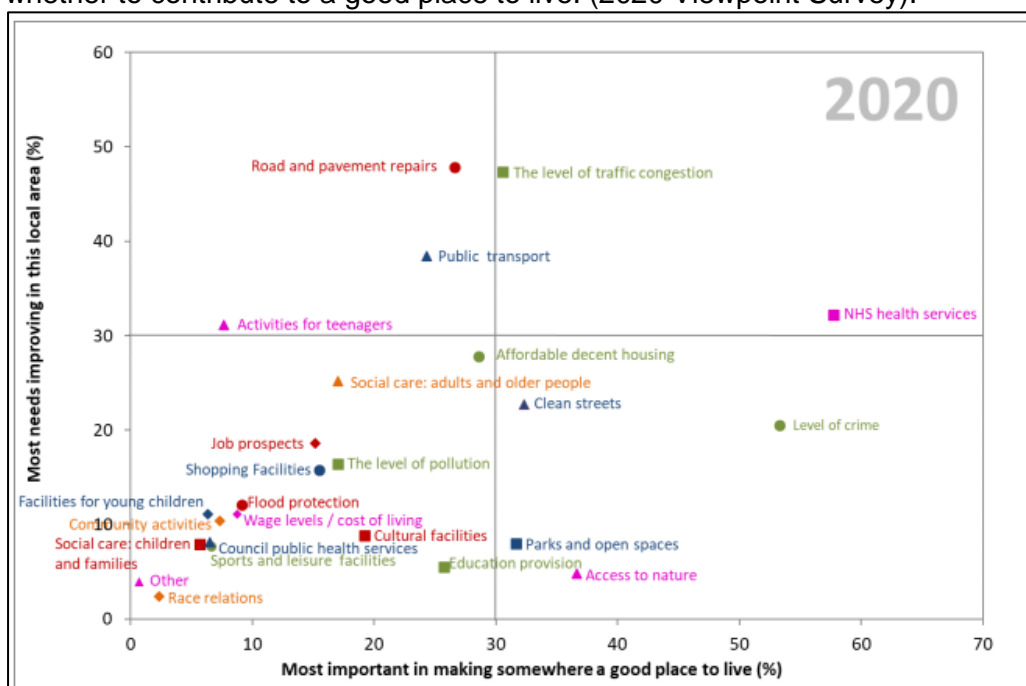
Chart to demonstrate the link between Passenger Transport services requirement improvement and the relationship with a good place to live.

3.1 Passenger Transport Strategy consultation

The Worcestershire Passenger Transport Strategy was developed to support Worcestershire's Local Transport Plan 4. The overarching objective of the Strategy is to ensure residents and visitors have a level of access to services and facilities which contribute towards a good quality of life. Worcestershire County Council consulted with residents and other stakeholders (including local employees and students) on the draft

Passenger Transport Strategy to fully understand the contribution that these services make to the local economy, and their value in terms of community, health and well-being. The survey ran from 13th June 2019 to 13th September 2019 and in total received 2,505 responses.

Key elements of the survey are summarised below:

- About a quarter of respondents use buses to travel to work; half do so daily and a third do so several times a week. Almost a third of all respondents who indicated that they travel to work by bus indicated that if there was no bus service available, they would not be able to access employment.

- Almost two thirds of respondents who indicated that they use a bus for travel to education and training did so daily.

- Over 40% of respondents who travel by bus to access healthcare do so less than once a month, with similar proportions using buses about 1-3 times a month. People in full time education and those with long-term health conditions are most likely to use buses for healthcare regularly.

- Respondents' indicated that the three factors which would encourage them to use Passenger Transport more frequently are: better services (increased frequencies), better-connected services (integrated) and more reliable services

- When asked about the proposals in the Worcestershire Passenger Transport Strategy, respondents were in particular agreement with the statements "*Worcestershire County Council's aim should be to focus on meeting people's essential transport needs in the most cost-effective way*", "*The passenger transport network should be joined up (integrated) such as connecting to train services*", and "*Publicity for Passenger Transport Services should be improved.*"

- Support among respondents was strong for all other statements, with the exception being "*Worcestershire County Council should not provide support for services for which there is little use.*" Almost two thirds of respondents registered disagreement with that statement, with almost a quarter of respondents stating that they "strongly disagreed".

- Over 60% of respondents indicated that the proposed Strategy would improve their ability to access essential services. 10% said that the strategy would reduce their access to essential services.

- Over 60% of all respondents agreed that the proposals would be a sensible way to spend Council funds to help make it possible for people to travel around Worcestershire on Passenger Transport when they need to. Less than 10% disagreed with the proposals overall.

Transport Focus and National Highways and Transport Survey, data has provided the critical inputs in designing the delivery mechanisms within the Bus Service Improvement Plan within the Enhanced Partnership Scheme

3.2   Transport Focus Bus Passenger Survey

The Transport Focus Bus Passenger Survey measures passengers' satisfaction with their local bus service. Passengers rate their satisfaction on different aspects of the journey including bus stops, facilities and waiting times. Passengers are also asked to provide an overall satisfaction rating for their bus journey and value for money.

The Transport Focus Bus Passenger Survey will be more pertinent going forwards based on the backdrop of the Pandemic as COVID-19 saw a significant drop in bus patronage. Transport Focus aims to speak to current and former passengers to get a picture of future travel plans and experiences on public transport.
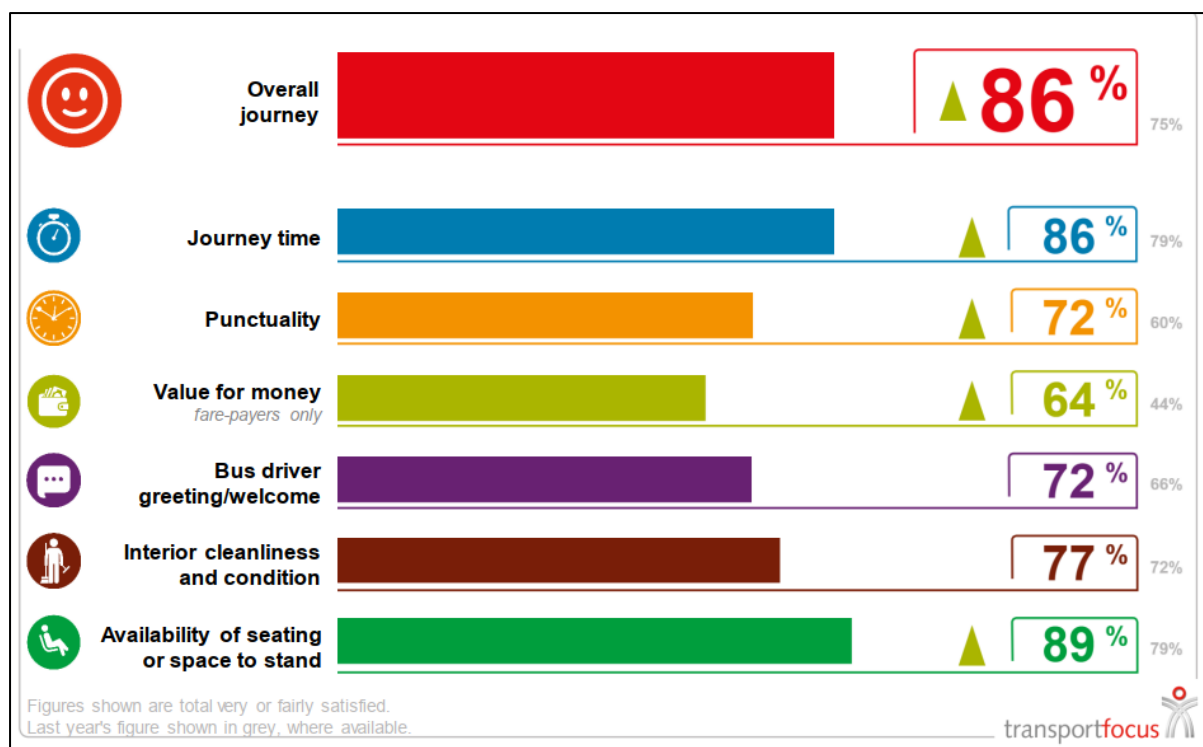
The bus passenger survey for Worcestershire looks at passengers' journey experiences between the 8th September and 21st December 2019 with 516 responses received. The overall results are summarised in the figure below.

Bus Facilities

There has been an increase in passenger satisfaction in bus shelters from 2018 and 2019 (67%), as well as lighting (14%), route maps (9%) and fare information (6%). However, there was a decrease in passenger satisfaction with Timetables from 56% in 2018 to 49% in 2019, and a reduction in seating down to 44% from 52 % in 2018.

Waiting time and Punctuality

There was an increase in satisfaction with waiting time and punctuality, up previously on 61% in 2018. In Worcestershire, 75% of passengers were 'very satisfied' (34%) and 'fairly satisfied' (41%). Similar trends were seen for Punctuality of bus; in 2018 60% of passengers were very and fairly satisfied which increased to 72% in 2019.

Ticket type and format:

Non-fare Journeys decreased by 53% in 2018 to 38% in 2019. Whereas, single/return tickets increased from 17% in 2018 to 26% in 2019. The most common way that tickets were bought was through payment (cash or contactless) on the bus (38%), followed by advance purchase from the driver (22%), then direct from the bus company on their app (18%).

Overall experience:

There was an increase in how many passengers were fairly and very satisfied. In 2017 the overall satisfaction levels of passengers was 78%, in 2018 it was 75% and then by 2019 it had increased to 86%. By age group the most satisfied passengers were age 60+ at 94% (most respondents were included in this group) and then passengers aged 35-59 (86%) followed by passengers with a disability (81%).

What could have been improved:

The areas of improvement outlined in the Transport Focus Bus Passenger Survey should be utilised by the County Council to improve bus experiences for passengers.

- 21% of respondents stated that frequency/routes should be improved.
- 19% of respondents stated that bus design comfort and condition should be improved.
- 18% of respondents stated that punctuality should be improved.
- 9% of respondents stated that fares and ticketing should be improved.
- 8% of respondents stated that routes should be improved.

Whilst not directly addressed with residents in the survey, we are addressing the congestion issues via our Congestion Pinchpoint Programme. This programme will influence the above improvements.

3.3   National Highways and Transport (NHT) Surveys

Worcestershire County Council is a member of the National Highways and Transport (NHT) Network that runs an annual survey by Ipsos Mori to measure and compare public satisfaction to identify and implement improvements and share best practice.

PTBI07	Bus fares	47%	1%	50%	-3%	3	82
PTBI08	Quality and cleanliness of buses	56%	2%	63%	-7%	4	99
PTBI09	Helpfulness of drivers	62%	5%	68%	-6%	4	106
PTBI10	Personal safety on the bus	61%	1%	68%	-7%	4	101
PTBI11	Personal safety at bus stops	60%	0%	63%	-3%	4	85
PTBI12	Raised kerbs at bus stops	59%	0%	66%	-7%	4	107
PTBI13	The amount of information	49%	1%	56%	-7%	4	104
PTBI14	The clarity of information	52%	3%	58%	-6%	4	102
PTBI15	The accuracy of information	52%	3%	58%	-6%	4	106
PTBI16	Ease of finding the right information	48%	0%	55%	-7%	4	102
PTBI17	Information about accessible buses	47%	5%	53%	-6%	4	102
PTBI18	Info to help people plan journeys	51%	0%	59%	-8%	4	106
PTBI19	Reliability of electronic display info	50%	4%	52%	-2%	3	68

The opportunities of using NHT is to compare our performance against both national averages as well as peer authority averages which allows us to set improvement targets

based on these figures.
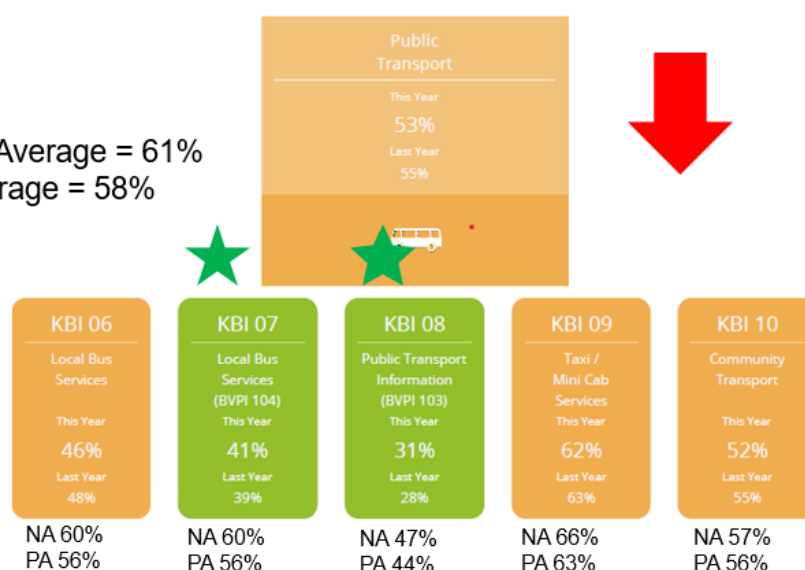
NHT Public Transport Peer Average Comparison

3.4   National Highways and Transport Network (NHT) survey 2020

The NHT survey can help assess year on year trends and identify recommendations for improvements, whilst also adopting best practice from other authorities. In Worcestershire, the NHT survey was sent to 3,300 households and 933 members of the public responded (including online responses). The overall response rate in Worcestershire was 28.3% higher than the national average of 23.8%.

Public Transport

Number of Indicators Up or Down since last year

Type	Up 4%+	Up 0 to 3%	Down 0 to 3%	Down 4%+
Key Benchmark Indicator	0	3	1	1
Key Quality Indicator	0	2	0	0
Benchmark Indicator	5	18	3	0
Quality Indicator	0	0	1	0

Number of Indicators Above or Below Average

Type	4%+ Above	Up to 3% Above	Up to 3% Below	4%+ Below
Key Benchmark Indicator	0	0	1	4
Key Quality Indicator	0	0	0	2
Benchmark Indicator	0	3	6	17
Quality Indicator	0	0	0	1

Indicator Results

Ref	Indicator	Result	Trend	Average	Gap	Quartile	Rank
Key Benchmark Indicator							
KBI06	Local bus services (overall)	48%	2%	60%	-12%	4	107
KBI07	Local bus services (aspects)	36%	-5%	57%	-21%	4	109
KBI08	Public transport information	31%	0%	44%	-13%	4	104
KBI09	Taxi/mini cab services	61%	-1%	66%	-5%	4	100
KBI10	Community transport	55%	3%	58%	-3%	4	98
Key Quality Indicator							
KQI03	Responsive transport	50%	3%	55%	-5%	4	105
KQI05	Ppublic transport information (aspects)	50%	2%	56%	-6%	4	104
Benchmark Indicator							
PTBI01	Frequency of bus services	44%	-1%	60%	-16%	4	108
PTBI02	Number of bus stops	61%	-2%	70%	-9%	4	106
PTBI03	The state of bus stops	56%	0%	60%	-4%	4	88
PTBI04	Whether buses arrive on time	47%	1%	56%	-9%	4	104
PTBI05	How easy buses are to get on/off	66%	-1%	73%	-7%	4	109
PTBI06	The local bus service overall	48%	1%	61%	-13%	4	109

Table NHT Survey Results 2020 Worcestershire

The NHT found that in Worcestershire, only 48% of respondents were satisfied with Public Transport, significantly lower than the NHT average of 60%. This 12% gap between Worcestershire's average and the NHT average suggests that the Worcestershire County Council Bus Service Improvement Plan will be starting at a lower baseline than some authorities. Local bus service (aspects) is included in the 10 lowest scores for Worcestershire County Council with a 36% satisfaction level, and additionally satisfaction with public transport information scored even lower at 31% representing two of the lowest scoring indicators. Local bus Services (overall) and Local bus services (aspects) ranked 12 regionally.

Key descriptors used in the NHT; punctuality, frequency, information, and provision are significant areas of concern addressed throughout this document and will be used to monitor public perception of how the new Worcestershire Network is performing

2020 Authority Annual Report
Group Comparisons

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Group Name	Group Type	High	Average	Low	Worcestershire	Gap
KBI 06 - Local bus services (overall)						
West Midlands	Region	71	60	48	48	-12
County Council	Peer Group	69	57	47	48	-9
MHA +	Alliance	79	60	48	48	-12
WMHA	Alliance	71	61	48	48	-13
KBI 07 - Local bus services (aspects)						
West Midlands	Region	67	55	36	36	-19
County Council	Peer Group	71	54	36	36	-18
MHA +	Alliance	81	55	36	36	-19
WMHA	Alliance	67	55	36	36	-19
KBI 08 - Public transport information						
West Midlands	Region	55	42	28	31	-11
County Council	Peer Group	57	38	23	31	-7
MHA +	Alliance	73	42	24	31	-11
WMHA	Alliance	55	44	31	31	-13

Table NHT: Group comparison

3.5   Demand Responsive Transport (DRT) Feedback analysis

A new and innovative method of obtaining feedback is via the DRT app.   This provides a real-time view of services and passengers can select a rating to describe their experience. The Worcestershire On Demand pilot continues to receive excellent feedback via the app and surveys.

Passengers have given a five-star rating (maximum) with 'route' and 'booking procedures' being notable contributions to its success.
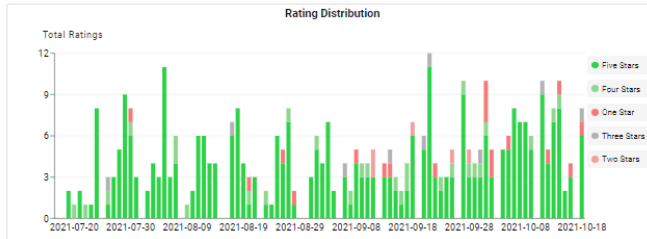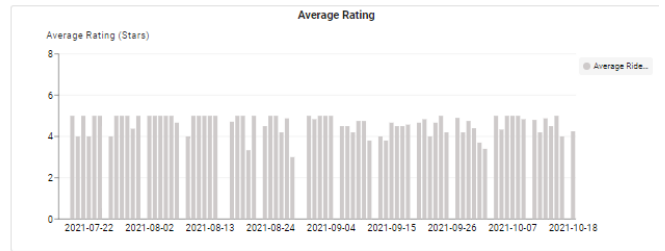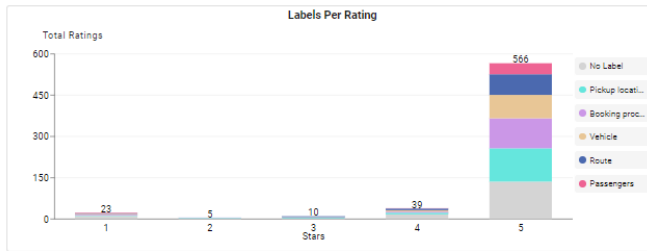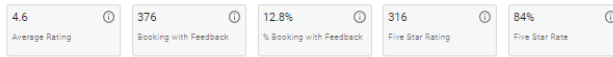
Graphs above shows a snapshot of Demand Responsive Transport Feedback

Feedback data will feed into our Bus Services Improvement Plan Passenger Charte

3.6   Comparison of Survey Results

To drive service improvement and public satisfaction with highways and transport, Worcestershire County Council has looked at mechanisms to compare the results from various surveys to understand trends and identify solutions.

Previously, we looked at the annual National Highways and Transport (NHT) survey in 2018 in conjunction with findings from the ViewPoint survey 2018 and the Bus Passenger Survey 2017. We found that there is consistency between the three different surveys identifying that punctuality and frequency of bus services in Worcestershire are the main cause of public dissatisfaction.

4. Worcestershire Enhanced Partnership Plan

The Worcestershire Enhanced Partnership Plan has the following Core Principal objectives, which align with Worcestershire Bus Service Improvement Plan (BSIP), and support the County Council's Worcestershire Passenger Transport Strategy and Local Transport Plan 4. Each of these objectives will be treated as a **Scheme** with a number of areas to review and improve.

These objectives will provide a vision for Transport for the County that will redefine how services are provided for residents.

4.1 Worcestershire Enhanced Partnership Objectives/ Schemes

- Network Prioritisation
- Improving the Image of Bus Travel in Worcestershire
- Alternative Service Provision
- Bus Infrastructure
- Modal Integration
- Technology and Innovation
- Fares and Ticketing

4.2 Network Prioritisation;

This will deliver intensive service and investment (subject to funding) on key Strategic Corridors. Routes will be more frequent, operate longer and be easier to understand. These will be supported by a range of Bus Priority Measures. The scheme will be split into several areas of delivery which match ambitions outlined within the BSIP. These are as follows;

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	BSIP Target Description
Network Prioritisation	NP	Increase frequency of services on Worcestershire Strategic network	NPF	NPS1	Increase frequency on Worcestershire Strategic Network corridors
				NPS2	Increase miles of Commercially run services
				PG	Increase patronage on Worcestershire network
				CS	Improve customer perception/ satisfaction in Worcestershire Core Network
		Increase service level patterns to meet the needs of residents	NPS	NPS1	Improve access to bus services
				NPS2	Increase Worcestershire network mileage.
				PG	Increase patronage on Worcestershire network
				CS	Improve customer perception/ satisfaction in Worcestershire Core Network
		Bus Priority - Address operator congestion and pinch points that are impacting services	NPC	NPC1	Creation of a feasibility study on Congestion, Bus Priority and consider a Punctuality Improvement Plan for next iteration of BSIP
				NPC2	Resolve issues in identified operator congestion spots
				JT	Improve journey time on impacted routes
				RT	Improve reliability of services on impacted routes
				CS	Improve public perception of congestion

Network Prioritisation Areas of Delivery Scheme – Part 1

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	Enhanced Partnership Approach
Network Prioritisation	NP	Bus Priority - Accelerate the delivery of Measures in Worcestershire	NPD	NPC1	Creation of a feasibility study on Congestion, Bus Priority and consider a Punctuality Improvement Plan for next iteration of BSIP
				NPC2	Increase number of bus priority measures in operation (Physical/ Virtual)
				NPD1	Reduction in TSP requests at Junctions
				JT	Improve journey time on impacted routes
				RT	Improve reliability of services on impacted routes
				CS	Improve public perception of congestion
		Bus Priority - Introduction of additional bus clearways and look to make these enforceable	NPE	NPC1	Creation of a feasibility study on Congestion, Bus Priority and consider a Punctuality Improvement Plan for next iteration of BSIP
				NPC2	Increase number of bus priority measures in operation (Physical/ Virtual)
				JT	Improve journey time on impacted routes
				RT	Improve reliability of services on impacted routes
				CS	Improve public perception of congestion
		Bus Priority – Mitigate the impact of Roadworks	NPR	NPC1	Creation of a feasibility study on Congestion, Bus Priority and consider a Punctuality Improvement Plan for next iteration of BSIP
				NPR1	Improve number of planned roadworks notified to bus operators (%)
				NPR2	Improve number of emergency roadworks notified to bus operators (%)
				JT	Improvement in journey time on impacted route
				RT	Improvement in reliability of services on impacted routes
				CS	Improvement in public perception of roadworks
		Consider Education and Social Care Provision as part of the Worcestershire core network offer	NPN	NPN1	Increase the number of schools served by the Strategic Network
				NPN2	Increase in the number of school Trips on the Worcestershire Network
				NPN3	Increase in the number of socially necessary trips on the Worcestershire Network.
				PG	Increase patronage on Worcestershire Network (PG)

Network Prioritisation Areas of Delivery Scheme – Part 2

4.3   Improving the Image of Bus Travel in Worcestershire;

The Local bus network presented as a safe and secure single system, with clear passenger information and branding.   The vision will be to provide excellent customer service and deliver and maintain a Passenger Charter.

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	Enhanced Partnership Approach
Improving the image of bus travel in Worcestershire	TIB	To develop a clearly defined and understood "brand" for the Worcestershire	TIB	TIB1	Creation of Worcestershire Network Brand
				TIB2	Increase number of locations Worcestershire Brand Appears
				TIB2	Ensure branded publicity is accurate and is up to date
				PG	Increase patronage due to marketing activities
				CS	Improve public perception of Worcestershire Brand/ Network
		Continue to enhance the way Information is provided on Worcestershire's digital estate	TID	TID1	Develop information content and management across platforms
				TID2	Increase number of 10" interactive screens on corridors
				TID3	Increase number of Information Points in the County
				CS	Improvement in public perception of Infrastructure and information
		Ensure that information on the Worcestershire	TIS	TIS1	Ensure travel Information that is SCULPT compliant (%)
				PG	Increase patronage due to marketing activities
				CS	Improve public perception of Worcestershire Brand/ Network
		Develop a passenger charter allowing users and non-users to engage	TIP	TIP1	Creation of Worcestershire Bus Passenger Charter
				TIP2	Improve number of positive responses compared to Complaints (%s)
				CS	Improve public perception of Worcestershire Brand/ Network
		Co-ordinate and limit to a minimum the number of timetable changes	TIC	TIC1	Creation of Worcestershire Bus Passenger Charter
				TIC2	Number of Timetable change dates per year
				CS	Improvement in public perception of Worcestershire Brand/ Network
		Provide a safe and secure environment to Travel	TIE	TIE1	Increase the number of Worcestershire Shelters with lighting
				TIE2	Increase the number of Worcestershire shelters with CCTV
				CS	Improve public perception of safe and secure environment for using public transport
				PG	Increase patronage on services

Improving the Image of Bus Travel Scheme – Areas of delivery

4.4   Alternative Service Provision;

To support strategic corridors and deliver services throughout the County including in the most rural areas we will look to increase alternate service provision (such as Demand Responsive Transport (DRT) and Community Transport).   These will integrate with other modes of travel to ensure that the network is joined up and seen as one solution.

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	Enhanced Partnership Approach
Alterative Service Provision	AP	Provide alternative forms of transport where normal modes are not cost effective	APA	APA1	Increase number of DRT Schemes operating in Worcestershire
				APA2	Increase the number of DRT trips by scheme
				APA3	Improve access to services throughout the county
				CS	Improve in public perception of bus travel
				PG	Increase in patronage on Worcestershire Network
		Improve integration of alternative Service provision into the Worcestershire Network	API	API1	Increase number of locations Alterative service provision integrates with Strategic Network
				API2	Increase number of locations Alternative service provision integrates with Active Travel Corridors
				CS	Improve in public perception of Alternative Service Provision
				PG	Increase in patronage on Worcestershire Network

Alterative Service Provision Scheme – Areas of Delivery

4.5   Bus Infrastructure

Bus Shelters and associated infrastructure are the passenger's first impression of public transport and a high quality, well maintained, uniform shelter will almost certainly improve perception. We will review current ownership with a vision (subject to funding) to improve Worcestershire's Infrastructure estate incorporating innovative ideas for showcasing the network in different ways as well as identifying opportunities for income generation.

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	Enhanced Partnership Approach
Bus Infrastructure	BI	Progress to a consistent, uniform, accessible and quality provision of	BIC	BIC1	Increase number of Worcestershire County Council Owned Shelters (by standard)
				CS	Improve public perception of bus infrastructure
				PG	Increase patronage on Worcestershire Network
		Deliver next generation mobility hubs to integrate Alterative Service	BIM	BIM3	Increase Number of Smart Shelters/ Mobility Hubs in Worcestershire
				CS	Improve public perception of bus infrastructure
				PG	Increase patronage on Worcestershire network
		Consider income generation opportunities (ring-	BIL	BIL1	Increase income generated from Infrastructure
				CS	Improve public perception of bus infrastructure
				PG	Increase in patronage on Worcestershire Network

Bus Infrastructure Scheme – Areas of Delivery

4.6   Modal Integration;

The County Council is focussed on providing an integrated passenger transport network, with buses and trains providing transport along key strategic corridors with alternative service provision feeding into this network at the closest appropriate point.   We will also explore how Active Travel initiatives can be incorporated and integrated into the Local Bus Network.

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	Enhanced Partnership Approach
Modal Integration	MI	Focus on providing an integrated Passenger Transport network	MIT	MIT3	Increase number of DRT services that integrate with Strategic Corridors
				CS	Improve public perception of bus infrastructure
				PG	Increase patronage on Worcestershire Network
		Build on previous experiences and refresh Choose How You Move (CHYM)	MIC	MIC	Build on previous experiences and refresh Choose How You Move (CHYM) as a mechanism for promoting Modal Integration
				MIC1	Creation of Worcestershire Network Brand
				MIC2	Increase number of locations Worcestershire Brand Appears
				CS	Improve public perception of bus infrastructure
				PG	Increase patronage on Worcestershire Network

Modal Integration Scheme – Areas of Delivery

4.7   Technology and Innovation;

Technology and innovation are core to all deliverable objectives and schemes. There will be an emphasis on developing, managing, supporting, and delivering innovative programmes and projects related to improve the passenger experience and increase the amount of data available to make informed decisions about future delivery of schemes.

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	Enhanced Partnership Approach
Technology and Innovation	TE	Expand Worcestershire Real Time Information System	TER	TER1	Increase in number of devices installed providing Real Time Information
				TER2	Improve average % of journeys being tracked
				JT	Improve journey time on impacted routes
				RT	Improve reliability of services on impacted routes
				CS	Improve in public perception of bus travel in Worcestershire
		Consider Net Zero objectives when considering infrastructure	TEZ	TEZ1	Increase number of installed Net Zero RTI displays
				TEZ2	Monitor carbon Tonnes saved through installations
				TEZ3	Monitor cost savings/ avoidance through installations
				JT	Improve journey time on impacted routes
				RT	Improve reliability of services on impacted routes
				CS	Improve in public perception of bus travel in Worcestershire
		Deliver Ultra-Low and Zero Emission Buses within the County	ZEB	N/A	Main Targets will be in line with ZEBRA fund monitoring areas
				ZEB1	Increase number of Ultra Low (Euro VI compliant) Vehicles operated in Worcestershire
				ZEB2	Increase number of ZEB (Zero Emission Buses) operated in Worcestershire
				ZEB3	All vehicles in Worcestershire Ultra Low by 2025
		Deliver next generation accessible information on and off-bus	TEA	TEA1	Increase number of vehicles with next-stop announcements
				TEA2	Increase number of stops with ability to provide audio announcements
				TEA3	Increase number of QR codes scanned (by location)
				TEA4	Increase number of Digital Assistants deployed
				CS	Improve public perception of Infrastructure and overall bus Travel
		Improve and develop mechanisms for improving information that	TED	TED1	Increase number of Passenger Counter installed on vehicles (needs to be costed)
				TED2	Increase number of Pollution sensors deployed
				TED3	Increase number of corridor analytical cameras deployed
				CS	Improve public perception of Worcestershire network

Technology and Innovation Scheme – Areas of Delivery

4.8   Fares and Ticketing;

We will work in partnership with operators to keep fares as low as possible whilst maintaining commercial viability. We will encourage operators to offer discounted fare products to help grow the overall passenger transport market, increase modal shift and increase patronage.

We will review current multi-operator ticketing and Scholar tickets and deliver next generation ticketing to improve Travel across the network.

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	Enhanced Partnership Approach
Fares and Ticketing	FT	Review current Worcestershire Fare structures and consider simpler and lower fare	FTF	FTF1	Deliver a feasibility study to analyse fare structures within the County
				FTF2	Reduce average fare prices across the network
				CS	Improve public perception of Infrastructure and overall bus Travel
		Review current multi-operator tickets and evaluate smart and Innovative ticketing products to meet evolving passenger requirements	FTM	FTM1	Deliver a feasibility study to analyse current multi-operator ticketing within the Countydeliver a feasibility study to analyse current multi-operator ticketing within the County
				FTF2	Increase the use of Connecta within Worcestershire
				CS	Improve public perception of Infrastructure and overall bus Travel
				FTO	Develop mechanisms for capping using tap on/ tap off technologies
		Develop mechanisms for capping using tap on/ tap off	FTO	FTO1	FTO1 – Introduction of Tap On/ Tap Off Technology in Worcestershire
				FTO2	FTO2 – Number of times Tap On/ Tap off used by service
				CS	Increase in public perception of Fares and Ticketing (CS)
		Review current school ticketing offers	FTV	FTV1	Increase number of Students using local bus services (Service/ Corridor)
				CS	Improve public perception of cost of travel
				PG	Increase patronage on Worcestershire network

Fares and Ticketing Scheme – Areas of Delivery

Through improvement of our network service provision, we will actively promote bus usage targeting people who would not normally choose to use public transport. The fundamental principle of our Bus Service Improvement Plan is to improve the services Countywide.   Our Bus Service Improvement Plan objectives will focus on improving key areas: Journey Time, Reliability, Passenger Growth and Customer Satisfaction.   These Targets will then be supported by several deliverables based on the Core Principles of the Bus Service Improvement Plan which form the basis of the Enhanced Partnership approach.

4.9   Journey Time

We will monitor journey time performance of our new network, including the strategic network, less frequent feeder or subsidiary services and Demand Responsive Transport. This exercise will be undertaken six monthly and reports will be produced.

We will compare bus and car journey times to identify significant disparages which will enable us to consider new network prioritisation measures. Our ambitious target will ensure bus travel is comparable with car travel, or better.

We will operate a "barometer" of journey times that will enable us to react immediately to disruption on the public highway and to notify our passengers. In addition, we will be adopting this practice much wider to ensure that all residents/motorists are provided with information to inform their onward journey.

4.10   Reliability

Targets for reliability will be based on real time information data that we already capture and compares live data with the scheduled service.

The new public transport network will require Worcestershire County Council and transport operators to work collaboratively through the Enhanced Partnership Scheme.

We will look at new and innovative methods of measuring reliability for DRT services.

4.11   Passenger Growth

While it is too early to fully understand the changes in travel behaviour caused by the Covid Pandemic, measures need to be taken now within the County to improve the network and attractiveness of Passenger Transport Services.

We will use the pre-Pandemic 2018-19 as the baseline for patronage. Our initial target is to build patronage to pre-Covid levels by the end of 2022-23 to maintain and enhance the Worcestershire Strategic Network. This is achievable by delivering a more reliable service with enhanced frequencies and County coverage, supported by improved infrastructure and marketing/publicity.

Our target is then to improve patronage by 10% on the 2018-19 baseline by the end of the initial three-year funding window (2023-2024). Our target is a 25% increase in patronage (compared to the 2018-19 baseline) by 2030 with a more commercially viable and enhanced network.

4.12   Funding arrangements

The Enhanced Partnership will draw on multiple funding sources to deliver the desired outcomes of the Enhanced Partnership Scheme:

- County Council capital funding

- County Council revenue funding
- Developer contributions
- Reinvestment of operator revenue generated by schemes
- Reinvestment of Authority revenue generated by schemes
- Other external funding opportunities.

4.13   Enhanced Partnership governance arrangements

For decision-making purposes, the Worcestershire Enhanced Partnership will be governed by two primary bodies:

a) Worcestershire Enhanced Partnership Forum – in which all Operators will be entitled to participate and be invited, although attendance by individual Operators is voluntary
b) Worcestershire Enhanced Partnership Board – established by the Enhanced Partnership with the mandate to take decisions using an Enhanced Partnership Scheme Variation mechanism on issues put to them by the Worcestershire Enhanced Partnership Forum, and other issues identified as being relevant to partnership delivery.

5. Worcestershire Enhanced Partnership Forum

The Worcestershire Enhanced Partnership Forum will provide opportunities for discussing issues of all kinds affecting the Worcestershire bus network, consulting with and building consensus across the various stakeholders and making recommendations for decisions to the Worcestershire Enhanced Partnership Board.

Membership of the Worcestershire Enhanced Partnership Forum will comprise the following:

- All Bus Operators running Qualifying Bus Services
- Worcestershire County Council
- All Worcestershire district and borough councils
- All Worcestershire train operating companies.
- Further Education College Representatives
- Community Transport Scheme representatives

In addition, from time to time other external organisations may be invited to join the Forum on an advisory basis for fixed periods to provide specialist expertise. From time to time (not more than once per financial year) a wider conference of all relevant parties, including representatives of organisations such as bus user groups, businesses and the Local Enterprise Partnership, in addition to Worcestershire Enhanced Partnership Forum members may be invited to review and discuss the progress of, and future opportunities for, the partnership.

5.1 Worcestershire Enhanced Partnership Forum Annual General Meeting (AGM):

The final Worcestershire Enhanced Partnership Forum meeting of each financial year will be the designated Worcestershire Enhanced Partnership Forum AGM. All Operators will be invited to self-nominate or nominate other willing Operators for Worcestershire Enhanced Partnership Board membership, to represent themselves and all other Operators in their category, ahead of the Worcestershire Forum AGM. A ballot will be organised by the County Council at the Annual General Meeting to select Operators' preferred Worcestershire Enhanced Partnership Board representatives

5.2 Meeting arrangements:

Worcestershire Enhanced Partnership Forum meetings will take place not less than twice per year, normally six calendar weeks before each Worcestershire Enhanced Partnership Board meeting. Worcestershire Enhanced Partnership Forum meetings will be arranged, chaired and minutes taken by the County Council and normally held at County Hall. Meeting length will vary according to agenda content but ordinarily expected to be one to two hours.

Agendas and meeting papers (including a copy of minutes and outcomes of decisions taken at the previous Board meeting) will be circulated by the County Council no less than one

week in advance of each meeting, and draft minutes circulated no more than two weeks after each meeting. Draft minutes will be approved at the next Worcestershire Enhanced Partnership Forum meeting.

5.3   Worcestershire Enhanced Partnership Board

The Worcestershire Enhanced Partnership Board will be the decision-making body of the Worcestershire Enhanced Partnership.

Certain decisions of the Worcestershire Board may constitute Enhanced Partnership Scheme Variations pursuant to section 7.1 hereof if the requirements therein are met. Membership of the Worcestershire Enhanced Partnership Board will comprise the following representatives:

- 2x Large Operators (voting)
- 2x Medium Operators (voting)
- 2x Small Operators (voting)
- 2x Worcestershire County Council (decision veto)

Board meetings will require a quorum of four Operator representatives, with a minimum of one per category (Large/Medium/Small) and one County Council representative from each of the departments mentioned. An Operator representative may, if necessary, arrange for an alternate or deputy from the same category to participate with voting rights.

5.4   Operator representative selection:

Operators representing each of the categories of Operator membership above will be invited to self-nominate or nominate other willing Operators in writing to the County Council's Passenger Transport Unit prior to each Worcestershire Enhanced Partnership Forum AGM. Where there are more than two nominees for any single category, all Bus Operators in the same category will be given the opportunity to vote by secret ballot undertaken among those present at the Worcestershire Enhanced Partnership Forum AGM for a preferred representative. Voting will be on the basis of one vote per Operator (where Operators are part of the same holding company or group, they will only be entitled to one vote between them). Operator representatives will be reselected on an annual basis.

The voting procedure for membership selection will be a simple majority and be administered by the County Council. Where there is a tie, a run-off vote will take place between the leading tied Operators.

In the event that an Worcestershire Enhanced Partnership Forum AGM ballot fails to select Operator representative one or more Operator category, the default Operator objection mechanism set out in the Enhanced Partnerships and Schemes (Objections) Regulations 2018 will be used to determine the views of Operators in that category for the purposes of

Worcestershire Enhanced Partnership Board votes (in terms of objection or otherwise to the proposals)

5.5   Role of Enhanced Partnership Board members:

Operator representatives will be acting on behalf of all Operators in that category, not on behalf of their own company alone. Representatives will be responsible for ensuring attendance at all Worcestershire Enhanced Partnership Board meetings in that year, and ensure they have:

(a) fully reviewed and understood all meeting papers in advance of attendance
(b) the required mandate from the Operators they represent.

5.6   Worcestershire Enhanced Partnership Board decision making:

Decisions of the Worcestershire Enhanced Board will be made by way of a vote through a show of hands. Unless stated otherwise in this document, decisions will be passed by way of a simple majority of all members of the Enhanced Partnership Board entitled to vote (on a one Operator representative, one vote basis). Operator representatives not exercising their vote will be deemed to be votes in favour of the proposal.

Operators will be entitled to make known their concerns in writing to the County Council's Highways and Transport Operations Unit if they object to a particular vote of the Worcestershire Enhanced Partnership Board. The County Council will review the circumstances and consider whether these are such that use of its veto is required as provided for below.

5.7   County Council veto:

These controls ensure that the voting system does not allow an individual Operator to influence the Enhanced Partnership to its own commercial benefit or to harm competitors; there is no opportunity for a group of Operators to vote in a co-ordinated manner to mutual benefit on a sustained basis; there is no discrimination between Operators; and that actual or potential competition, entry to new services and by new Operators, or innovation, is not inhibited. The County Council may, in exctional circumstances, exercise a veto over Worcestershire Enhanced Partnership Board decisions which it may reasonably believe or suspect as having anti-competitive implications or being otherwise significantly against the public interest.

5.8   Meeting observers:

Any other Bus Operator, County Council and district and borough council rresentatives will be able to attend the Enhanced Partnership Board meetings as observers but will not have the right to vote. Observers may be invited to make comments or ask questions of the Worcestershire Enhanced Partnership Board at the Chair's discretion or invited to defer these until the next Worcestershire Enhanced Partnership Forum meeting.

5.9   Meeting arrangements:

Worcestershire Enhanced Partnership Board meetings will take place not less than twice per year at regular intervals between each Worcestershire Enhanced Partnership Forum meeting, with provision for additional meetings as required to take decisions which in the opinion of the Chair cannot be deferred to a scheduled meeting, provided that a quorum can be achieved, with not less than one week's notice being given. Meetings will be arranged, chaired and minutes taken by the County Council and will normally be held at County Hall. Meeting length will vary according to agenda content but ordinarily be one to two hours.

Agendas and meeting papers will be circulated to all Board members no less than one week in advance of each meeting date, and draft minutes circulated no more than two weeks after each meeting. Copies will also be distributed to all Worcestershire Enhanced Partnership Forum members so any issues or concerns can be discussed with the relevant Operator representative, to be raised at the Worcestershire Enhanced Partnership Board meeting. Draft minutes will be approved at the next Intalink Board meeting.

6. **Enforcement**

Where the County Council has delegated to it Traffic Commissioner Powers, the following arrangements will apply to relevant local bus service registrations.

If a Bus Operator should fail to observe or perform any of the Requirements of this agreement or meet the Punctuality and Reliability standards in Part C, to the reasonable satisfaction of the County Council, then the County Council shall be entitled to serve a written warning notice on the Bus Operator. The warning notice will detail the failure to observe or perform the Requirements or Punctuality or Reliability standards in question with sufficient detail as the Bus Operator may require to enable it to understand and identify the alleged failure(s) (a 'Warning Notice'). The County Council may also, at its discretion, invite the Operator to participate in discussions about any specified failures, before a Warning Notice is issued.

In the event that a Warning Notice is served on a Bus Operator which, in the opinion of the Bus Operator (acting reasonably) is factually inaccurate, is unfair or unreasonable, or has been issued in error, the Bus Operator shall be entitled to provide evidence to support their claims. The Operator may also request a face-to-face meeting with the relevant representatives of the County Council to discuss the evidence and express its concerns in person. The parties shall meet as soon as reasonably practicable at a mutually convenient location and discuss the Warning Notice and the Bus Operator's concerns in good faith. In the event that the County Council is of the view that the Bus Operator's concerns are valid, it shall withdraw and cancel the Warning Notice with immediate effect. Such withdrawn and cancelled Warning Notice shall not be deemed a valid Warning Notice for the purposes of calculating the number of Warning Notices issued against a Bus Operator as below.

The Warning Notice shall state on its face that it is a Warning Notice and shall set out the measures which the County Council requires the Bus Operator to take (acting reasonably) to ensure that the Requirement(s) or Punctuality or Reliability standards are met, do not occur again, and the reasonable timescales within which the Bus Operator is to effect such measures. The Bus Operator shall use all reasonable endeavours to comply with the terms of the Warning Notice. In the event that the County Council serves more than three Warning Notices on a single Bus Operator within any continuous twelve month period, or the Bus Operator fails to remedy a Warning Notice within the specified timescales without reasonable excuse, the County Council shall, subject first to the outcome of the statutory appeals process available to the Bus Operator if engaged, be entitled to cancel the local bus service registration.

In arriving at a decision regarding the issuing of a Warning Notice or cancelling a bus service registration, the County Council will take into account the effects of any agreed scheme or improvement which was anticipated to have a beneficial effect on the Bus Operator's operations, but which has not been delivered or materialised, to the extent that the delivery of such scheme or improvement was outside the Bus Operator's control.

7. Implications for small and medium sized operators

Given the variety of bus operators involved (in terms of market share, fleet size, company turnover and structure), it is important to ensure that the effects of the partnership do not unduly impact upon smaller operators' ability to engage or to comply with requirements.

The Worcestershire Enhanced Partnership Board will therefore allocate operator votes based on a small, medium or large market share, measured as a proportion of total registered mileage. In addition, Bus Operator Requirements will not be placed upon certain categories of service (Non-qualifying Services), which rEnhanced Partnershipresent many smaller operators' main commercial interests.

PART B WORCESTERSHIRE COUNTY COUNCIL ENHANCED PARTNERSHIP SCHEME (2022/23-2025/26)

THE WORCESTERSHIRE ENHANCED PARTNERSHIP SCHEME FOR BUSES IS MADE IN ACCORDANCE WITH SECTION 138G(1) OF THE TRANSPORT ACT 2000 BY WORCESTERSHIRE COUNTY COUNCIL

8. Enhanced Partnership Scheme Content

This document fulfils the statutory requirements for an Enhanced Partnership Scheme. In accordance with statutory requirements in section 138 of the Transport Act 2000, the Enhanced Partnership Scheme document sets out:

- Scope of the Enhanced Partnership Scheme and commencement date
- Scheme Outlines
- Summary of Authority Obligations
- Summary of Operator Obligations
- Governance Arrangements

The Enhanced Partnership Scheme can only be put in place if an associated Enhanced Partnership Plan has been made. Therefore, this document should be considered alongside the associated Enhanced Partnership Plan.

The Enhanced Partnership Scheme has been jointly developed by Worcestershire County Council, which is the local transport authority and the local highway authority, and those bus operators that provide local bus services in the Enhanced Partnership Scheme area. It sets out obligations and requirements on both the Local Authority and operators of local services in order to achieve the intended improvements, with the aim of delivering the objectives of the associated Enhanced Partnership Plan.

Lower tier authorities' contributions to the Scheme are to be fulfilled via existing service agreements between themselves and Worcestershire County Council.

9. Scope of the Enhanced Partnership Scheme and Commencement Date

Description of Geographical Coverage

The Enhanced Partnership Scheme will support the improvement of all local bus services operating in Worcestershire as defined in the BSIP and Enhanced Partnership Plan

Map of Enhanced Partnership Plan and Enhanced Partnership Scheme Areas
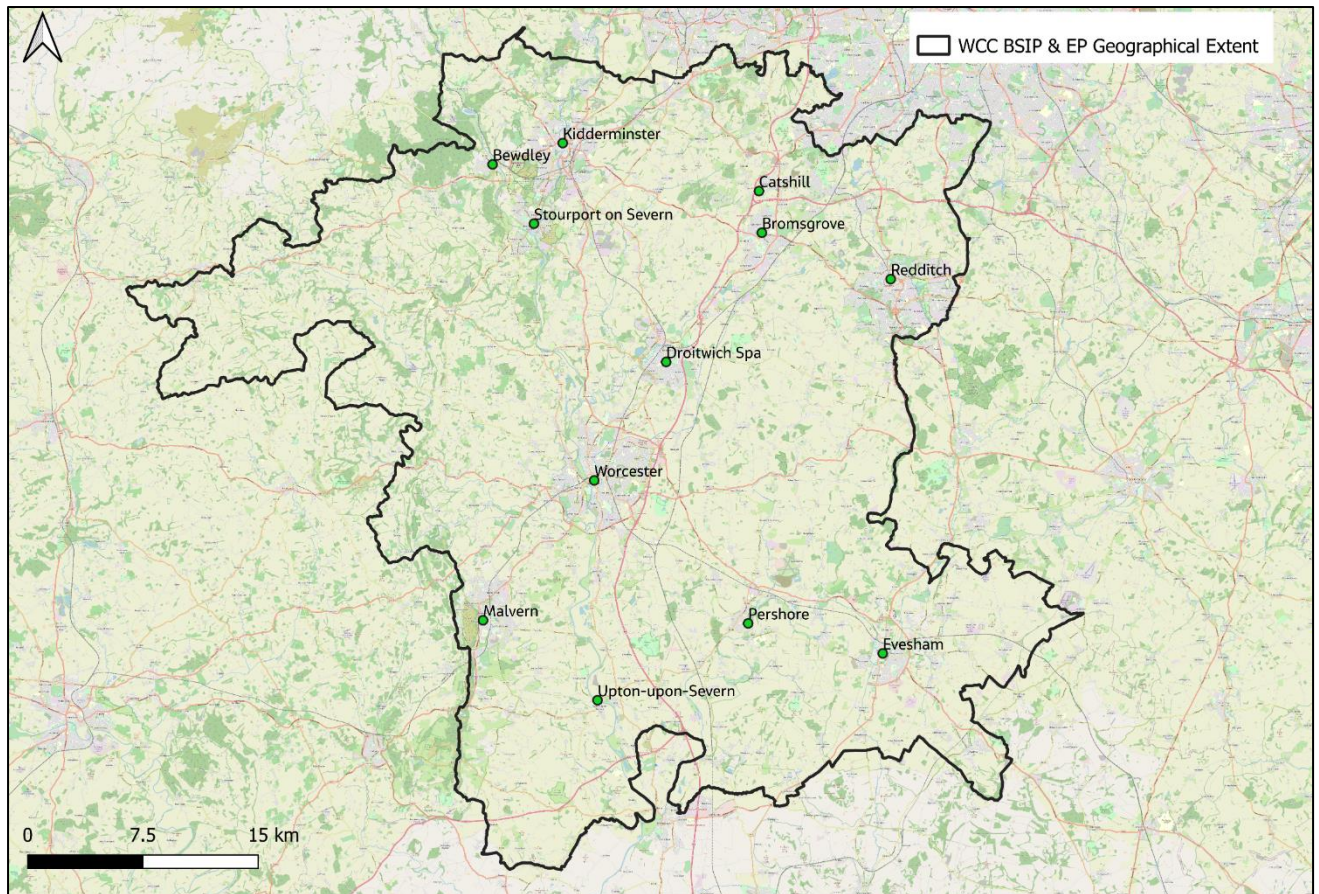
Figure 1 - Worcestershire Enhanced Partnership and Bus Service Improvement Plan extents covers all of Worcestershire County

Commencement Date

The Enhanced Partnership Plan andEnhanced Partnership Scheme are made on 01st April 2022. The Plan will have no end date but will be reviewed every five years from the commencement date.

The Enhanced Partnership Scheme will have no specific end date but will be reviewed by Worcestershire *at*

Exempted Services

- a service which has part, or all of its route registered as a local service in the Enhanced Partnership geographical area, but where that part of its route is 10% or less of the overall route distance covered by the service from its service start to service end point.

- A service which is registered as a local service under section 6 of the Transport Act 1985 but which would otherwise be an excursion or tour within the meaning in section 137(1) of that Act is exempt from the headway requirements in section 4 of this agreement.

10. Scheme Outlines

Overview

Worcestershire Enhanced Partnership Schemes are based on the l objectives of the BSIP. Each objective will be treated as a scheme with Areas of delivery beneath each.   This will be highly ambitious in nature and while funding will be required to achieve all elements, we believe that this will change Worcestershire's network for the better;
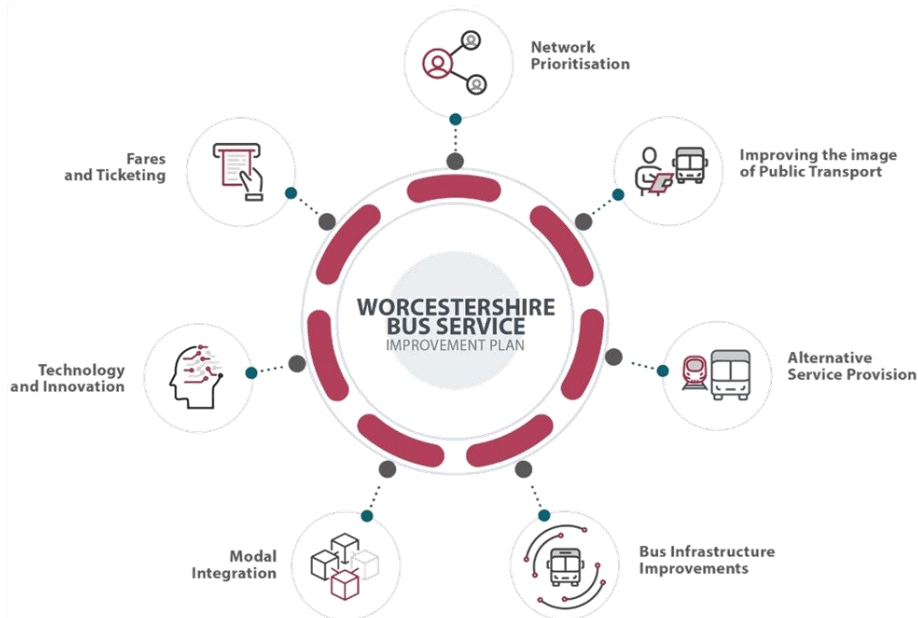
Diagram to illustrate the Bus Service Improvement Plan Principles

Enhanced Partnership Schemes;

- **Network Prioritisation** – Improve the overall viability of the network, increasing frequencies, operating longer and are easier to understand while improving priority measures.

- **Improving the Image of Public Transport –** Improve public perception of Worcestershire Network

- **Alternative Service Provision** – Consider how other forms of transport such as DRT or Community can be used as part of an integrated Worcestershire network

- **Bus Infrastructure Improvements –** review current ownership and maintenance and improve infrastructure throughout the County.

- **Modal Integration –** Improve how Worcestershire's network integrates with other solutions

- **Technology and Innovation –** Consider the part Technology and Innovation plays in improving Worcestershire's network

- **Fares and Ticketing –** review current Ticketing Schemes and improve options for passengers

These schemes will allow to improve the key target areas: Journey Time, Reliability, Passenger Growth and Customer Satisfaction.

Schemes will be subject to funding and this is still to be identified.   Working in Partnership it is essential that these are including so work can start planning these fully to ensure BSIP requirements are met.

11. Network Prioritisation Scheme

A core strategic network is required within Worcestershire to connect the main urban and inter-urban areas and to ensure this is fit for purpose must be supported by measures to improve the punctuality and reliability of vehicles.

This is a critical scheme for delivery and while several activities will be dependent on funding working together, we must define what the future network looks like for all key stakeholders.

We aim to deliver a viable network with increased frequencies (focussing on a newly defined strategic network) that operate longer with services easier to understand.

Bus priority options will be reviewed, and a programme will be created to mitigate congestion issues as well as to improve the reliability of services.

Current County Subsidised routes will fall under Network prioritisation Schemes for review

- **Increase frequency of services on Worcestershire Strategic network (NPF)**
- **Increase service level patterns to meet the needs of residents (NPS)**
- **Bus Priority - Address operator congestion and pinch points that are impacting services (NBC)**
- **Bus Priority - Accelerate the delivery of Measures in Worcestershire (NPD)**
- **Bus Priority - Introduction of additional bus clearways and look to make these enforceable (NPE**
- **Bus Priority – Mitigate the impact of Roadworks (NPR)**

11.1 Increase frequency of services on Worcestershire Strategic network (NPF)

Worcestershire County Council is committed to the creation of a Worcestershire Strategic Network. The focus of our Enhanced Partnership will be on increasing the frequency of services with particular emphasis on urban and inter-urban routes. This, together with a broader route-by-route analysis, will reinvigorate services following the impact of the Covid-19 pandemic.
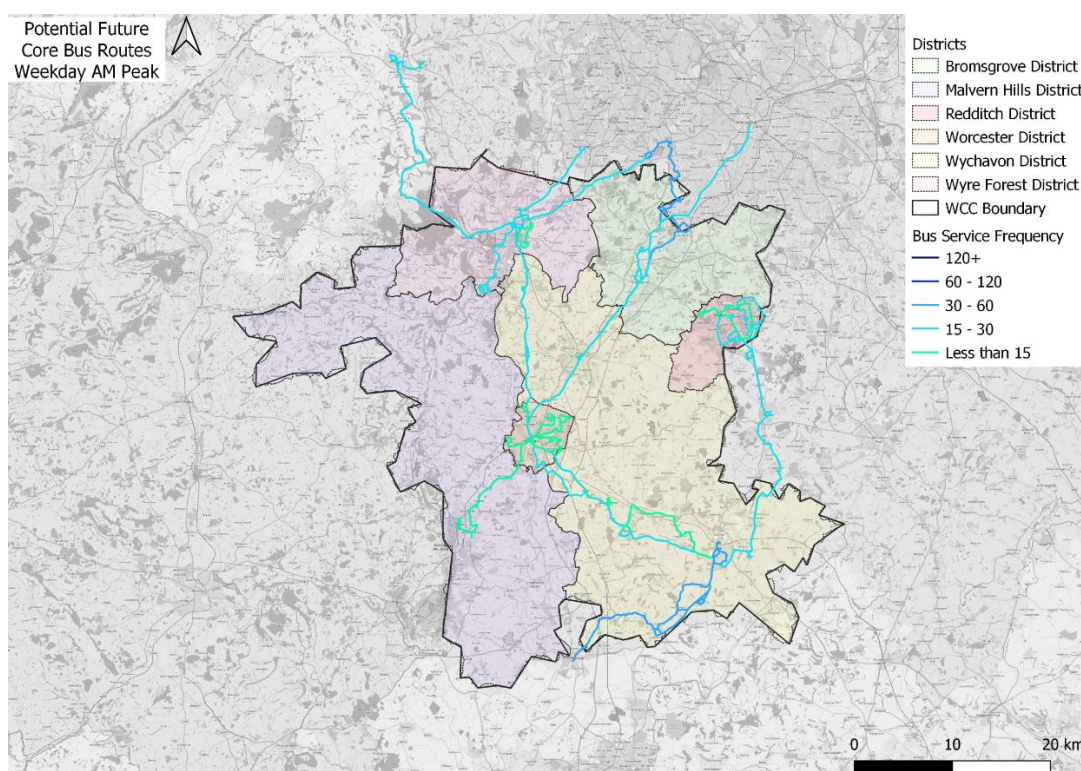
Map Showing Proposed Worcestershire Strategic Network Frequency

Authority Obligations

- Worcestershire County Council will develop with bus operators an evidence-based assessment process to review the current network with a view on the ability to improve service provision.
- Review current methods of subsidising services and ensure this meets the requirements of a Future Strategic Network

Operator Obligations

- To inform the feasibility Study Bus Operators will share a representative sample of Automatic Vehicle Location and patronage data, usually relating to the four weeks before the previous October school half term, for all Qualifying Bus Services

operating in the study area. The closest appropriate data will be accepted where data for the period above is distorted by external influences such as roadworks or severe weather or events

- Aid in the process for determination of future schemes providing necessary data as required.

This will be monitored by

- NPS1 - Increase frequency on Worcestershire Strategic Network corridors
- NPS2 – Increase miles of Commercially run services
- Increase patronage on Worcestershire network (PG)
- Improve customer perception/ satisfaction in Worcestershire Core Network (CS)

11.2   Increase service level patterns to meet the needs of residents (NPS)

Critical to supporting the over-arching network is the need to introduce service level patterns where there is no current transport provision. Additionally, the appetite for evening and weekend services will be determined; there are known areas where this deficit is recognised. To ensure the network is accessible, consideration will be given to alternative service provision such as Demand Responsive Transport (DRT).

In areas where a priority of delivering high frequency services along a core strategic route has been identified, additional services will be required to support a fully integrated Worcestershire.   Consideration will be given to the best mechanisms to increase service levels and may include alternate service provision. Integration of services with other modes of transport including Rail and Cycling will ensure a simple and joined up network

As Worcestershire's population continues to grow, we must ensure that the network serves new residential developments, commutes and trip attractors.   This must be undertaken as early as possible to encourage sustainable trips with integration of modes being possible through the creation of innovative Mobility Hubs

Authority Obligations

- In conjunction with bus operators, Worcestershire County Council will develop an evidence-based assessment process to review the current network with a view on the ability to improve frequencies,
- Review of County Council funding mechanisms such as Section 106 and how these can be used to increase service level patterns.

This will be monitored by
- NPS1 Improve access to bus services
- NPS2 Increase Worcestershire network mileage.
- Increase patronage on Worcestershire network (PG)

- Improve customer perception/ satisfaction in Worcestershire Core Network (CS)

11.3 Bus Priority - Address operator congestion and pinch points that are impacting services (NBC)

Worcestershire County Council has a programme of schemes to improve areas of congestion within the County. Local Bus Operators have provided critical locations that impact the reliability and journey time of services.

Worcestershire's Bus Service Improvement Plan distinguishes the need to improve areas of congestion for all, along with the need to deliver a range of bus priority measures specifically for Local Bus Transport only.

Where measures to relieve congestions for all traffic do not resolve reliability for local bus, physical bus measures will be explored.

Initially a feasibility study will be undertaken by the County Council to identify areas or corridors where investment by the County Council could help the overall performance of the bus services operating on routes serving those areas or corridors. It is vital that these studies provide outputs that assist Bus Operators with reciprocal investment decisions on those routes. Operators will therefore set out the required outputs for each scheme that will assist them with an investment decision.

The bus priority facilities identified by the Bus Priority Feasibility Studies, and reciprocal Operator investments through Bus Operator Requirements will be agreed on a case-by-case basis (The Board will annually review the portfolio of identified schemes in order to undertake a ranking process for future schemes to inform the County Council's prioritisation for scheme delivery.

Once the package of investment (both bus priority Facilities and reciprocal Requirements) is agreed between County Council and the Bus Operators, an Enhanced Partnership Scheme Variation Agreement will be signed by the parties concerned. This agreement, once signed, will rEnhanced Partnershipresent a statutory variation of the relevant Enhanced Partnership scheme under s.138E of the 2000 Act.

Authority Obligations

- Local Highway Authorities will develop with bus operators an evidence-based assessment process to determine the initial need and continued operational business case of any bus lane creation TSP or enforcement system used under this Enhanced Partnership Scheme.
- Any assessment arrangements will be adopted into the Enhanced Partnership Scheme using the Enhanced Partnership Scheme Bespoke Variation arrangements
- Carry out a feasibility study Bus Priority schemes on identified Strategic Corridors as well as any operator pinch points.
- Maintain current bus priority measures as identified through the Enhanced Partnership Plan and Scheme
- Create in partnership with Operators a Punctuality Improvement Plan

Operator Obligations

- To inform the feasibility study, bus operators will share a representative sample of Automatic Vehicle Location and patronage data, usually relating to the four weeks before the previous October school half term, for all Qualifying Bus Services operating in the study area. The closest appropriate data will be accepted where data for the period above is distorted by external influences such as roadworks or severe weather or events
- Aid in the process for determination of future schemes providing necessary data as required

This will be monitored by

- NPC1 - Creation of a feasibility study on Congestion, Bus Priority and consider a Punctuality Improvement Plan for next iteration of Bus Service Improvement Plan
- NPC2 – Resolve issues in identified operator congestion spots
- Improve journey time on impacted routes (JT)
- Improve reliability of services on impacted routes (RT)
- Improve public perception of congestion (CS)

11.4   Bus Priority - Accelerate the delivery of Measures in Worcestershire (NPD)

During the first phase of the Bus Service Improvement Plan we will introduce intelligent Traffic Signals Priority (TSP) to improve the reliability of Local Bus Services with the initial focus being on strategic corridors.

Authority Obligations

- Local Highway Authorities will develop with bus operators an evidence-based assessment process to determine the initial need and continued operational business case of any bus lane creation TSP or enforcement system used under this Enhanced Partnership Scheme.
- Any assessment arrangements will be adopted into the Enhanced Partnership Scheme using the Enhanced Partnership Scheme Bespoke Variation arrangements at Section 5
- Carry out a feasibility study Bus Priority schemes on identified Strategic Corridors as well as any operator pinch points that will inform future schemes delivery
- Introduce X number of TSP on Strategic Corridors as identified in the feasibility study.
- Provide data relating to TSP to operators to highlight benefits.

Operator Obligations

- Aid in the process for determination of future schemes providing necessary data as required

This will be monitored by

- NPC1 - Creation of a feasibility study on Congestion, Bus Priority and consider a Punctuality Improvement Plan for next iteration of Bus Service Improvement Plan
- NPC2 - Increase number of bus priority measures in operation (Physical/ Virtual)
- NPD1 - Reduction in TSP requests at Junctions
- Improve journey time on impacted routes (JT)
- Improve reliability of services on impacted routes (RT)
- Improve public perception of congestion (CS)

11.5   Bus Priority - Introduction of additional bus clearways and look to make these enforceable (NPE)

Worcestershire County Council has already delivered enforcement on one key pinch point due to operator issues and is committed to identifying additional bus clearways. This will initially focus on the core strategic route network to enable journeys to be timely and more reliable.

Local Highway Authorities will use the discretionary powers granted in the Traffic Management Act 2004 to enforce bus lanes with CCTV equipment as outlined in Annex B

Authority Obligations

- Carry out a feasibility study on Bus Priority schemes on identified Strategic Corridors as well as any operator pinch points as well as identification of enforcement schemes
- Local Highway Authorities will develop with bus operators an evidence-based assessment process to determine the initial need and continued operational business case of any bus lane creation TSP or enforcement system used under this Enhanced Partnership Scheme.
- Any assessment arrangements will be adopted into the Enhanced Partnership Scheme using the Enhanced Partnership Scheme Bespoke Variation arrangements at Section 5.
- Maintain current enforcement schemes as identified in Annex B and Include subsequent schemes within this.
- Ringfence income from funding for Local Bus Infrastructure funding

Operator Obligations

- Aid in the process for determination of future schemes providing necessary data as required.

This will be monitored by
- NPC1 - Creation of a feasibility study on Congestion, Bus Priority and consider a Punctuality Improvement Plan for next iteration of Bus Service Improvement Plan
- NPC2 - Increase number of bus priority measures in operation (Physical/ Virtual)
- Improve journey time on impacted routes (JT)
- Improve reliability of services on impacted routes (RT)
- Improve public perception of congestion (CS)

11.6   Bus Priority – Mitigate the impact of Roadworks (NPR)

Worcestershire County Council recognises the impact of roadworks on operators and passengers and the need to ensure that there is more consistency in how information is provided to operators and to Local Bus Users.   Planned roadworks are already published by the Local Authority.

Authority Obligations

- Carry out a feasibility reviewing current mechanisms for dealing with roadworks and how information is co-ordinated with operators
- Provide a process that can be followed that mitigates the impact of Roadworks

Operator Obligations

- Provide feedback and data relating to the impact of roadworks on punctuality and reliability

This will be monitored by
- NPC1 - Creation of a feasibility study on Congestion, Bus Priority and consider a Punctuality Improvement Plan for next iteration of Bus Service Improvement Plan
- NPR1 – Improve number of planned roadworks notified to bus operators (%)
- NPR2 – Improve number of emergency roadworks notified to bus operators (%)
- Improvement in journey time on impacted route (JT)
- Improvement in reliability of services on impacted routes (RT)
- Improvement in public perception of roadworks (CS)

11.7   Consider Education and Social Care Provision as part of the Worcestershire core network offer (NPN)

Wherever appropriate we will integrate services with school transport and social care transport services and vice versa. In the interests of integration, the option of a multi operator concessionary tickets will be implemented.

Authority Obligations

- Review School Transport and Social Network identifying and opportunities for future integration

Operator Obligations

- Work with the authority to ensure to identify opportunities for integrating services with School and Social Care Transport.

This will be monitored by

- NPN1 – Increase the number of schools served by the Strategic Network
- NPN2 – Increase in the number of school Trips on the Worcestershire Network
- NPN3 – Increase in the number of socially necessary trips on the Worcestershire Network.
- Increase patronage on Worcestershire Network (PG)

12. Improving the Image of Bus Travel in Worcestershire;

Feedback has shown that the overall image of bus travel in Worcestershire is low and it is therefore critical that Enhanced Partnership Stakeholders work together to identify how public perception can be improved. We want to ensure that information provided to passengers is clear and understandable and that issues are rEnhanced Partnershiported and recorded with the introduction of a Passenger Charter.

This scheme will be made up of the following areas of activities

- **To develop a clearly defined and understood "brand" for the Worcestershire passenger transport network, used consistently across the network (TIB)**
- **Continue to enhance the way Information is provided on Worcestershire's digital estate (TID)**
- **Ensure that information on the Worcestershire Transport network is accessible for all users (TIS)**
- **Develop a passenger charter allowing users and non-users to engage with the authority including how Information will be presented and accessed (TIP)**
- **Co-ordinate and limit to a minimum the number of timetable changes for passenger bus services; (TIC)**
- **Provide a safe and secure environment to Travel (TIE)**

12.1   To develop a clearly defined and understood "brand" for the Worcestershire passenger transport network, used consistently across the network (TIB)

A Worcestershire Network brand will be one of the main objectives for the first year of Worcestershire's County Council's Enhanced Partnership

In building the brand, we will ensure that there is a consistent approach across the network and will focus on several activities:

- Creation of routes that are easier to understand including common numbering and themes
- Consistent and good publicity
- Re-branding of routes to accommodate trip attractors or tourist destinations
- Build on Worcestershire On-Demand Brand for DRT services
- Refresh Branding

Authority Obligations

- Work with Operators to create a Worcestershire Network Brand
- Ensure new branding appears in locations throughout the County

Operator Obligations

- Work with the Local Authority to create a Worcestershire Network Brand
- Consider how branding can be achieved on and off-bus including its use on digital platforms.

This will be monitored by

- TIB1 – Creation of Worcestershire Network Brand
- TIB 2   Increase number of locations Worcestershire Brand Appears
- TIB2 – Ensure branded publicity is accurate and is up to date
- Increase patronage due to marketing activities (PG)
- Improve public perception of Worcestershire Brand/ Network (CS)

12.2   Continue to enhance the way Information is provided on Worcestershire's digital estate (TID)

Worcestershire County Council's digital estate has been utilised to promote various information linked to passenger transport, local information and key public health messages throughout the pandemic. This platform will continue to promote messages that encourage passengers to use public transport.

Authority Obligations

- In partnership with operators consider content that can be delivered both on on-street infrastructure as well as on-vehicle
- Install or update 10 10" interactive screen at key stops on strategic corridors
- Install or update 10 Information Points at strategic locations per year

Operator Obligations

- Allow Worcestershire County Council Content to be displayed on displays installed on vehicles
- Consider how information can be provided through Operators own digital platforms.

This will be monitored by:

- TID1 - Develop information content and management across platforms
- TID2 - Increase number of 10" interactive screens on corridors (***Initial Target of 15 per year***)
- TID3 – Increase number of Information Points in the County ***(Initial Target of 10 per year)***
- Improvement in public percEnhanced Partnershiption of Infrastructure and information (CS)

12.3 Ensure that information on the Worcestershire Transport network is accessible for all users (TIS)

Worcestershire County Council has a statutory obligation to ensure the needs of elderly and disabled people are considered when determining suitable options for the provision of passenger information. The Bus Service Improvement Plan will ensure passenger transport information meets recognised best practice guidelines in terms of design, content and distribution.

The SCULPT initiative has been developed through research and workshops across a range of teams to guarantee accessibility for all digital information. This initiative is embedded in Worcestershire County Council's ethos to ensure Worcestershire County Council is digitally inclusive.

Authority Obligations

- Ensure all content is accessible and follows County Council SCULPT guidelines where appropriate
- Undertake any necessary training in relation to SCULPT training

Operator Obligations

- Ensure all content is accessible and follows County Council SCULPT guidelines where appropriate
- Undertake any necessary training in relation to SCULPT training.

This will be monitored by:
- TIS1 Ensure travel Information that is SCULPT compliant (%)
- Increase patronage due to marketing activities (PG)
- Improve public perception of Worcestershire Brand/ Network (CS)

12.4   Develop a passenger charter allowing users and non-users to engage with the authority including how Information will be presented and accessed (TIP)

As outlined in the National Bus Strategy, Bus Service Improvement Plans are being designed to "drive improvements for passengers by committing to a Bus Passenger Charter (BPC) that sets out what passengers can expect from bus operators delivering local bus services across their area." This is a critical objective of the enhanced partnership.

Authority Obligations

- To work in partnership with operators to create a concise and easy to understand Bus Passenger Charter that explains what passengers can expect from the Worcestershire transport network. It will include options for passengers to provide feedback and suggestions and a clear process to report issues. A Bus Passenger Charter will be crucial to strengthen confidence in Worcestershire's transport network for both existing and new passengers.

Operator Obligations

- Engage and contribute to the final version of the Bus Passenger Charter
- Adopt the Bus Passenger Charter via bespoke variation

This will be monitored by:
- TIP1 – Creation of Worcestershire Bus Passenger Charter
- TIP2 – Improve number of positive responses compared to Complaints (%s)
- Improve public perception of Worcestershire Brand/ Network (CS)

12.5   Co-ordinate and limit to a minimum the number of timetable changes for passenger bus services; (TIC)

The unrestricted implementation of timetable changes causes significant issues in passenger expectations and dissemination of correct timetable information. Through the Enhanced Partnership, Worcestershire County Council will regulate timetable changes to a small number of pre-agreed dates throughout the year minimising network disruption and enabling appropriate forward planning and publicity.

This will be emphasised and promoted through the creation of the Passenger Transport Charter

Timetables within the Enhanced Partnership Scheme can only occur on specific dates that will be agreed with Operators during the first year of the scheme and adopted by variation mechanisms.

Authority Obligations

- Worcestershire County Council will update all timetables at all stops with timetable cases on these dates throughout the year
- As part of Infrastructure reviews within the first year of the scheme Worcestershire will consider taking ownership of all Bus Timetables in the County to ensure consistency (subject to funding mechanisms)

Operator Obligations

- Relinquish control of timetable cases to ensure consistency in branding and times shown on physical timetables and digital displays
- Ensure Service Dates align with agreed change dates. Where specific changes are required to individual timetables in unforeseen circumstances. This will require the agreement of all affected bus operators and Worcestershire County Council.
- Provide funding for timetable production outside of these dates agreed via a scheme variation agreement.

This will be monitored by:
- TIC1 – Creation of Worcestershire Bus Passenger Charter
- TIC2 – Number of Timetable change dates per year
- Improvement in public perception of Worcestershire Brand/ Network (CS)

12.6 Provide a safe and secure environment to Travel (TIE)

Worcestershire County Council is committed to providing users with a safe and secure environment for travelling.

Authority Obligations

- Improve shelter infrastructure to include as a minimum lighting and CCTV coverage where possible.
- Consider feedback from passengers on what would make them feel safer when travelling.

Operator Obligations

- New vehicles registered on or after the Enhanced Partnership Scheme commencement date must have CCTV installed for safety and security. This will provide images inside the vehicle for safety and security and also facing forwards from the vehicle to help identify traffic issues
- Ensure footage is made available to relevant parties in the case of an incident when required

This will be monitored by:

- TIE1 – Increase the number of Worcestershire Shelters with lighting
- TIE2 – Increase the number of Worcestershire shelters with CCTV
- Improve public perception of safe and secure environment for using public transport (CS)
- Increase patronage on services (PG)

13. Alternative Service Provision;

We will endeavour to encourage and/or make available alternative services for people in areas where traditional public transport is not the most appropriate solution. Such situations include passengers with mobility problems who cannot reach their local bus route, or people who live in remote areas with limited timetabled services. Alternative services may operate as an additional layer to complement traditional passenger transport.

We will review how alternative service provision can integrate and support with the main strategic network and engage with key stakeholders to understand the best forms that this will take.   This may take the form of demand responsive or community transport and will provide an integrated transport network.

This will be made up of the following areas of activities;

- **Provide alternative forms of transport where normal modes are not cost effective (APA)**
- **Improve integration of alternative Service provision into the Worcestershire Network (API)**

13.1 Provide alternative forms of transport where normal modes are not cost effective (APA)

Worcestershire is committed to expanding its DRT solutions as part of its Passenger Transport Network by improving flexibility based on passenger requirements. This will improve the overall perception of Public Transport. Introduction of these services is aimed at providing a viable transport alternative to those who currently travel by car.

Authority Obligations

- Subject to funding we will Increase the number of DRT services within the Enhanced Partnership Scheme area.   Initially this will consist of the following schemes

  - DRT1 - Malvern Hills Economic growth (Malvern Hills on Demand)

  - DRT2 - Wychavon access to Services (Wychavon on Demand)

  - DRT3 - St Peters Suburb – Commuter Link (St Peters on Demand)

- Subject to funding we also wish to consider the setting up of an urban pilot to DRT to support strategic corridor services

Operator Obligations

- Agree to work with the authority to co-ordinate bus services to work with DRT providers to co-ordinate their timetables so that passengers may make a through journey that minimises the interchange delay. These services will form part of annex and agreed through a bespoke variation.

This will be monitored by:
- APA1 – Increase number of DRT Schemes operating in Worcestershire
- APA2 – Increase the number of DRT trips by scheme
- APA3 – improve access to services throughout the county
- Improve in public perception of bus travel (CS)
- Increase in patronage on Worcestershire Network (PG)

13.2 Improve integration of alternative Service provision into the Worcestershire Network (API)

Any alternative service provision must be considered as part of a holistic network solution within Worcestershire. Seamless end-to-end travel between destinations will always be the preferred option for riders, however, this is not always feasible.

Authority Obligations

- Review how Alternative Services currently integrate with the main network and consider mechanisms for better integration.

Operator Obligations

- Consider and deliver timetables that integrate with Alterative Service Provision and Active Travel Corridors
- Agree to work with the authority to co-ordinate bus services to work with DRT providers to co-ordinate their timetables so that passengers may make a through journey that minimises the interchange delay. These services will form part of annex and agreed through a bespoke variation.

This will be monitored by:
- API1 – Increase number of locations Alterative service provision integrates with Strategic Network
- API2 – Increase number of locations Alternative service provision integrates with Active Travel Corridors
- Improve in public perception of Alternative Service Provision (CS)
- Increase in patronage on Worcestershire Network (PG)

14. Bus Infrastructure improvements:

Bus Shelters and associated infrastructure are the passenger's first impression public transport and a high quality, well maintained, uniform shelter will almost certainly improve perception. Some corridors have a mixture of shelter ownership and also design, and style and Worcestershire County Council is keen to ensure consistency both in terms of ownership of infrastructure as well as design and style

This will be made up of the following areas of activities;

- **Progress to a consistent, uniform, accessible and quality provision of infrastructure that facilitates passenger transport use both on and off bus (BIC)**
- **Deliver next generation mobility hubs to integrate Alterative Service provision and Active Travel with Local Bus Services (BIM)**
- **Consider income generation opportunities (ring-fenced back to Local Bus Network) (BIL)**

14.1 Progress to a consistent, uniform, accessible and quality provision of infrastructure that facilitates passenger transport use both on and off bus (BIC)

A review of current infrastructure is required to ensure that a more consistent style is provided while considering taking ownership of all shelters within the County. Mixed ownership and inconsistency with irregular maintenance is not proving users with the best view of the network within Worcestershire

Authority Obligations

- Take control of Infrastructure assets to provide benefits to the Authority and members of the public.
- Resolve legal aspects relating to "ownership" with clearly defined responsibilities

- Maximise economies of scale from a procurement and maintenance perspective
- Create a robust maintenance contract to ensure proper maintenance/repair of bus shelters
- Ensure shelters are uniform in design; this is the public's first impression of Worcestershire Public Transport.
- Provide clear information regarding responsibility and assurance that issues will be actioned. This will be included in our Passenger Charter
- Significantly invest in new bus shelter estate, embracing latest technology
- Redesign, re-brand and re-build public perception of Local Bus Services by providing enhanced facilities and better information throughout the County.

- In line with improvements to the main strategic network within Worcestershire, we will also deliver a programme of infrastructure replacement ensuring that these meet the various targets outlined throughout the document. Worcestershire's aspiration to increase the number of shelters countywide is tabled below.

		Shelters identified for replacement
2022/23	Worcester City and Bromsgrove	148
2023/24	Wychavon & Malvern Hills	119
2024/25	Wyre Forest and Redditch	155
		422

Table to show number of Bus Shelters identified for replacement across Worcestershire

Operator Obligations

- Relinquish control of timetable cases to Worcestershire County Council

This will be monitored by

- BIC1 – Increase number of Worcestershire County Council Owned Shelters (by standard)
- Improve public perception of bus infrastructure (CS)
- Increase patronage on Worcestershire Network (PG)

14.2   Deliver next generation mobility hubs to integrate Alterative Service provision and Active Travel with Local Bus Services (BIM)

Any alternative service provision must be considered as part of a holistic network solution within Worcestershire. Seamless end-to-end travel between destinations will always be the preferred option for riders, however, this is not always feasible.

Authority Obligations

- Take control of Infrastructure assets to provide benefits to the Authority and members of the public.
- Resolve legal aspects relating to "ownership" with clearly defined responsibilities
- Maximise economies of scale from a procurement and maintenance perspective
- Create a robust maintenance contract to ensure proper maintenance/repair of bus shelters
- Ensure shelters are uniform in design; this is the public's first impression of Worcestershire Public Transport.
- Provide clear information regarding responsibility and assurance that issues will be actioned. This will be included in our Passenger Charter
- Significantly invest in new bus shelter estate, embracing latest technology
- Redesign, re-brand and re-build public perception of Local Bus Services by providing enhanced facilities and better information throughout the County.

This will be monitored by:
- BIM3 – Increase Number of Smart Shelters/ Mobility Hubs in Worcestershire
- Improve public perception of bus infrastructure (CS)
- Increase patronage on Worcestershire network (PG)

14.3   Consider income generation opportunities (ring-fenced back to Local Bus Network) (BIL)

Worcestershire County Council is exploring income generation opportunity by offering companies advertising space in the Smart/Mobility Hubs. Again, this will provide a mechanism to offset costs and contribute to the sustainable future.

Authority Obligations

- Take control of Infrastructure assets to provide benefits to the Authority and members of the public.
- Resolve legal aspects relating to "ownership" with clearly defined responsibilities

- Maximise economies of scale from a procurement and maintenance perspective
- Ensure shelters are uniform in design; this is the public's first impression of Worcestershire Public Transport.
- Provide clear information regarding responsibility and assurance that issues will be actioned. This will be included in our Passenger Charter
- Significantly invest in new bus shelter estate, embracing latest technology
- Redesign, re-brand and re-build public perception of Local Bus Services by providing enhanced facilities and better information throughout the County.
- Look for income generation opportunities to enable future investment in our bus shelter infrastructure

15. Modal Integration;

The County Council is focussed on providing an integrated passenger transport network, with buses and trains providing transport along key strategic corridors and smaller buses and Community Transport feeding into this network at the closest appropriate point. We are also encompassing Active Travel options.

This scheme will be made up of the following areas of activities

- **Focus on providing an integrated Passenger Transport network (MIT)**
- **Build on previous experiences and refresh Branding as a mechanism for promoting Modal Integration (MIC)**

15.1   Focus on providing an integrated Passenger Transport network (MIT)

The availability of coordinated transport service across different modes and operators will provide more opportunities for seamless journeys, reducing interchanges and providing clear RTI and bus usage. This is particularly important due to the rural nature of the County. Modal integration will help users in areas of rural isolation and social exclusion.

Authority Obligations

- provide comprehensive passenger information.
- Promote multi-operator integrated ticketing products.
- promote the development of 'mini-interchange hubs' (Mobility/ Smart Hubs)

Operator Obligations

- Agree to work with the authority to co-ordinate bus services to work with DRT providers to co-ordinate their timetables so that passengers may make a through journey that minimises the interchange delay. These services will form part of annex and agreed through a bespoke variation.
- Consider and deliver timetables that integrate with strategic corridor services
- Agree to work with the authority to co-ordinate bus services to work with rail services to co-ordinate their timetables so that passengers may make a through journey that minimises the interchange delay. These services will form part of annex and agreed through a bespoke variation.

This will be monitored by:

- MIT1 – Increase number of services that integrate with Rail Stations
- MIT2 – Increase number of services that integrate with Active Travel Corridors
- MIT3 – Increase number of DRT services that integrate with Strategic Corridors
- Improve public perception of bus infrastructure (CS)
- Increase patronage on Worcestershire Network (PG)

15.2   Build on previous experiences and refresh Branding as a mechanism for promoting Modal Integration (MIC)

A recognisable brand will instil confidence and influence a change in behaviour and increased use of public transport.

Authority Obligations

- Build on previous experience and deliver a brand for promoting modal integration
- Promote this brand at locations within the County (target of 500 per year subject to funding)

Operator Obligations

- Promote the brand where feasible including on vehicles

This will be monitored by:
- MIC1 – Creation of Worcestershire Network Brand
- MIC 2 - Increase number of locations Worcestershire Brand Appears
- Improve public perception of bus infrastructure (CS)
- Increase patronage on Worcestershire Network (PG)

16. Technology and Innovation;

There is an emphasis within the authority on developing, managing, supporting, and delivering innovative programmes and projects related to Transport and Highways which has resulted in delivering a variety of next generation and cost-effective solutions

This scheme will be made up of the following areas of activities

- **Expand Worcestershire Real Time Information System (TER)**
- **Consider Net Zero objectives when considering infrastructure (TEZ)**
- **Deliver Ultra-Low and Zero Emission Buses within the County (ZEB)**
- **Deliver next generation accessible information on and off-bus (TEA)**
- **Improve and develop mechanisms for improving information that can be presented in relation to the network (TED)**

16.1 Expand Worcestershire Real Time Information System (TER)

Worcestershire County Council has improved the provision of travel information throughout their transport network to enhance accessible real time information, especially on main transport corridors throughout the County.

The introduction of RTIS is pivotal to Worcestershire County Council's strategy to support and grow the commercial bus market in the County. Bus journey times and reliability are improved which leads to increased public confidence, satisfaction, and increased usage.

Authority Obligations

- Subject to funding Worcestershire County Council will deliver a programme as per the table below to increase the number of RTI displays throughout the County and on Strategic Corridors.

		New RTI Screens required
2022/23	Worcester City and Bromsgrove	75
2023/24	Wychavon & Malvern Hills	70
2024/25	Wyre Forest and Redditch	112
		257

Table to Outline Number of New Real Time Information Screens Required in Worcestershire

- The County Council will maintain existing screens (as per Annex C) in a fit-for-purpose state and replace screens subject to funding availability.

Operator Obligations

- Operators will arrange delivery of Automatic Vehicle Location system data and real time predictions to the County Council or its data broker using generally accepted and appropriate data standards and formats, either current or as these develop.
- Operators will make provision with appropriate security protections in their back office housing to allow the County Council to gain free access to this data with no additional or ongoing cost to the County Council if necessary

This will be monitored by:
- TER1 – Increase in number of devices installed providing Real Time Information (***Targets based on Strategic Corridor analysis)***
- TER2 – Improve average % of journeys being tracked
- Improve journey time on impacted routes (JT)
- Improve reliability of services on impacted routes (RT)
- Improve public perception of bus travel in Worcestershire (CS)

16.2   Consider Net Zero objectives when considering infrastructure (TEZ)

Worcestershire County Council will do this through employment of both traditional technologies (in-shelter real time information displays) and innovative technologies aimed at increasing accessibility to a greater degree of information, whilst simultaneously increasing their ability to harness renewable energy sources that are more environmentally friendly and drive down the ongoing operational expenditure of countywide systems

Authority Obligations

- Worcestershire County Council will look to develop and install several shelters that are powered by both wind turbines and solar panels
- Provide reports that highlight savings through installations.

This will be monitored by:
- TEZ1 – Increase number of installed Net Zero RTI displays
- TEZ2 – Monitor carbon Tonnes saved through installations
- TEZ3 – Monitor cost savings/ avoidance through installations
- Improve journey time on impacted routes (JT)
- Improve reliability of services on impacted routes (RT)
- Improve public perception of bus travel in Worcestershire (CS)

16.3   Deliver Ultra-Low and Zero Emission Buses within the County (ZEB)

We want to explore the feasibility and costs of delivering cleaner vehicles across the County to reduce emissions and provide a better experience for passengers travelling on the Worcestershire network

Authority Obligations

- Create a minimum specification for vehicles that are operating on Worcestershire Network.

Operator Obligations

- Subject to funding commit to delivering ultra-low emission vehicles by 2025

This will be monitored by

- Main Targets will be in line with ZEBRA fund monitoring areas
- ZEB 1 – Increase number of Ultra Low (Euro 6 compliant) Vehicles operated in Worcestershire (**initial Target 50 per year)**
- ZEB 2 – Increase number of ZEB (Zero Emission Buses) operated in Worcestershire
- ZEB 3 – All vehicles in Worcestershire Ultra Low by 2025

16.4   Deliver next generation accessible information on and off-bus (TEA)

Worcestershire is committed to delivering next generation information. Worcestershire has been working with software and hardware suppliers to work on methods to deliver both on-bus and off-bus information about its network. This includes the use of modern displays that can show next stop information as well additional information such as diversions, information about key trip attractors, onward travel information as well as specific branding to a service or route

Authority Obligations

- Subject to funding Install 5 digital assistant at strategic locations per year

Operator Obligations

- Install digital displays on buses or agree to the Authority do this, these will provide next stop announcements as well as any disruption information

This will be monitored by

- TEA1 – Increase number of vehicles with next-stop announcements
- TEA2 – Increase number of stops with ability to provide audio announcements
- TEA3 – Increase number of QR codes scanned (by location)
- TEA4 – Increase number of Digital Assistants deployed *(Initial Target 5 per year)*
- Improve public perception of Infrastructure and overall bus travel (CS)

16.5   Improve and develop mechanisms for improving information that can be presented in relation to the network (TED)

Authority Obligations

- Worcestershire County Council subject to funding will secure the design, procurement and launch of a new 'Buses' website, and develop a new smartphone app to include, but not be limited to:
    - Service timetables for all registered local bus services in Worcestershire County Council] for download or interrogation
    - Maps to illustrate main towns, villages and road served, and a network overview map
    - Journey planning
    - Fares information
    - Mobile ticket purchasing functionality
    - News and events information
    - Access to real time information
    - Integrate sensor technology to provide more innovative data to users
- The new app will be launched *within the first year of the Enhanced Partnership Scheme* and Worcestershire County Council will review it annually throughout the Enhanced Partnership Scheme. The new website will be launched by the end of the second year of the Enhanced Partnership Scheme, and reviewed annually thereafter
- The detailed specification of the new website, and a delivery plan to implement further development of both the website and app following each annual review will be adopted by Enhanced Partnership Scheme Bespoke Variation arrangements at section 5.
- Worcestershire County Council subject to funding will also look to deploy various sensors on its network that will provide better mechanisms to understand what is happening and aid in future decision making. These will include (but not limited too)
    - Passenger counters
    - Pollution sensors
    - Corridor analytical cameras

This will be monitored by
- TED1 – Increase number of Passenger Counters installed on vehicles *(20 per year initial Target)*
- TED2 – Increase number of Pollution sensors deployed *(15 sites per year initial Target)*
- TED3 – Increase number of corridor analytical cameras deployed *(40 Sites per year initial Target)*
- Improve public perception of Worcestershire network (CS)

17. Fares and Ticketing

While bus fares for commercial services and Community Transport fares are primarily a matter for the Operators of those services, the County is committed to working in partnership working with operators to keep fares as low as possible within commercial viability. We will also encourage operators to offer discounted fare products to help grow the overall passenger transport market and increase patronage.

This scheme will be made up of the following areas of activities

- **Review current Worcestershire Fare structures and consider simpler and lower fare structures (FTF).**
- **Review current multi-operator tickets and evaluate smart and Innovative ticketing products to meet evolving passenger requirements (FTM)**
- **Develop mechanisms for capping using tap on/ tap off technologies (FTO)**
- **Review current school ticketing offers (FTV)**

17.1 Review current Worcestershire Fare structures and consider simpler and lower fare structures (FTF).

Current fares structures will be reviewed with the objective of making these simpler and cheaper, when comparing to alternative forms of transport. We will consider zonal fares structures and will look to reduce fares on strategic routes.

Authority Obligations

- Carry out a county wide feasibility study on current structures highlighting possible lower fare scheme pilots
- Working with operators identify pilots for trialling new ticketing schemes

Operator Obligations

- Agree to participate in Worcestershire County Council pilot schemes and to aid in the review of fare structures within the County.

This will be monitored by

- FTF1 deliver a feasibility study to enable a review of fare structures within the County
- FTF2 Reduce average fare prices across the network
- Improve public perception of Infrastructure and overall bus travel (CS)

17.2 Review current multi-operator tickets and evaluate smart and Innovative ticketing products to meet evolving passenger requirements (FTM)

Multi-operator tickets are those that can be used on buses provided by more than one operator. Worcestershire's Connecta ticket is a multi-operator ticketing scheme covering the County.

Connecta will be reviewed to see if it is still fit for purpose with the aim of delivering a re-imagined multi-operator scheme.

For avoidance of doubt Connecta and its funding will now be considered as part of the Enhanced partnership Scheme.

Connecta and its board will form part of the Enhanced partnership plan and scheme.

Authority Obligations

- Carry out a feasibility study to analyse Connecta as mutli-operator ticket and devise a future scheme which includes reviewing the best methods or providing this.

Operator Obligations

- Provide input to new scheme discussions
- Accept Connecta and future iterations of the multi-operator ticketing scheme

This will be monitored by

- FTM1 deliver a feasibility study to analyse current multi-operator ticketing within the County
- FTF2 increase the use of Connecta within Worcestershire
- Improve public perception of Infrastructure and overall bus travel (CS)

17.3   Develop mechanisms for capping using tap on/ tap off technologies (FTO)

Working with operators and initially focusing on key corridors before rolling out throughout the County, Worcestershire will introduce 'tap on' and 'tap off' payments which will include daily fare capping. Passengers will not need to decide in advance the type of ticket they wish to purchase.

Authority Obligations

- Consider the mechanisms that need to be in place to enable tap/ tap off payments to be included within Worcestershire
- Develop a pilot to show the impact and benefits of tap on/ tap off within the County

Operator Obligations

- Work with the authority to consider tap on/ tap off payments on services

This will be monitored by

- FTO1 – Introduction of Tap On/ Tap Off Technology in Worcestershire
- FTO2 – Number of times Tap On/ Tap off used by service
- Increase in public perception of Fares and Ticketing (CS)

17.4   Review current school ticketing offers (FTV)

Worcestershire's Severncard is a multi-operator student bus pass, valid 24/7 on any bus service in Worcestershire included within the scheme. It is available for students aged under 19, or mature students of sponsor colleges. Passes are available on an annual/term/half term basis.

For avoidance of doubt Worcestershire Severncard and its funding will be considered as part of the Enhanced Partnership Scheme.

There is a need to review the current scheme as consider it as part of future multi-operator ticketing scheme including making the product "smart"

Authority Obligations

- Carry out a review of Severncard and student travel on the Worcestershire network
- Create a plan for new student smart ticketing scheme ensuring this integrates with any other multi-operator ticketing schemes.

Operator Obligations

- Provide data and input into future Student Ticketing Schemes

This will be monitored by

- FTV1 – Increase number of Students using local bus services (Service/ Corridor)
- Improve public perception of cost of travel (CS)
- Increase patronage on Worcestershire's network (PG)

18.   Summary of obligations on authorities

This section will provide a summary of all the obligations as outlined in the scheme sections. This will be completed following the consultation once feedback has been provided.

The following matrix summarises the specific interventions that authorities are required to deliver as part of the Enhanced Partnership Scheme (to be completed following consultation)

19. Summary of obligations on Operators

This section will provide a summary of all the obligations as outlined in the scheme sections. This will be completed following the consultation once feedback has been provided.

The following matrix summarises the specific interventions that authorities are required to deliver as part of the Enhanced Partnership Scheme (to be completed following consultation)

20.   Section 5 – Governance Arrangements

20.1   Worcestershire Enhanced Partnership Forum

The future content and arrangements for the variation and revocation of the Enhanced Partnership Plan and Enhanced Partnership Scheme will be considered by a Forum, whose members comprise;

- 2x Large Operators (voting)
- 2x Medium Operators (voting)
- 2x Small Operators (voting)
- 2x Worcestershire County Council (decision veto)

20.2   Review of Enhanced Partnership Scheme

Once the Enhanced Partnership Scheme is made it will be reviewed by 30 September 2022 at the latest and then at a minimum of every six months following publication of data on progress towards targets, as required by the BSIP – this will ensure any necessary action is taken to deliver the targets set out in the BSIP.   Worcestershire County Council will initiate each review.

The Enhanced Partnership Board can also decide to review specific elements of the scheme on an ad-hoc basis. Enhanced Partnership Board members should contact Worcestershire County Council using the following email address [*to be confirmed following consultation period]* explaining what the issue is and its urgency. The LTA will then decide whether to table at the next scheduled meeting or make arrangements for all or the necessary Enhanced Partnership Board members to gather more quickly.

20.3   Bespoke Arrangements for Varying or Revoking the Enhanced Partnership Scheme

Under powers at s.138E of the Transport Act 2000, Enhanced Partnership Scheme Variations where this section is quoted will be subject to the bespoke voting mechanism also as set out in this section.

Changes to or new flexibility provisions added to the Enhanced Partnership Scheme under s.138E of the Transport Act 2000 shall only be included in the Enhanced Partnership scheme if they satisfy the statutory objection mechanism as set out in The Enhanced Partnership Plans and Schemes (Objections) Regulations 2018.

20.4   Proposer of a variation

Consideration will be given to potential Enhanced Partnership Scheme variations highlighted either by a local authority, one of the organisations represented on the Enhanced Partnership Board, or by an operator of local bus services. The proposer of a variation should demonstrate how this might contribute to achieving the objectives set out in the BSIP, Enhanced Partnership Plan and current local transport policies. Such requests should be in writing and submitted to *[email address to be confirmed following consultation]*. The LTA will forward all requests onto all Enhanced Partnership Board members within *10 working days*].

20.5   Decision-making process and bespoke objection mechanism

On receipt of a request for a variation under this section, Worcestershire County Council will reconvene the Enhanced Partnership Board, giving at least 28 days' notice for the meeting, to consider the proposed variation. If the proposed variation is agreed by all bus operator rEnhanced Partnershipresentatives present, and if Worcestershire County Council also agrees, the LTA will make the Enhanced Partnership Scheme variation within fourteen working days and publish the revised Enhanced Partnership Scheme on its website. Enhanced Partnership Board members who are absent or not expressing a view at the meeting (either in person or in writing will be deemed to be abstaining from the decision.

20.6   Revocation of an Enhanced Partnership Scheme

If the LTA or another member of the Enhanced Partnership Board believes it is necessary to revoke the Enhanced Partnership Scheme, the Enhanced Partnership Board will be reconvened. If the decision is taken to revoke the Enhanced Partnership Scheme

If at any point in the future, any area covered by this Enhanced Partnership Scheme is included in a bus franchising scheme, the relevant requirements set out in this Enhanced Partnership Scheme document will cease to apply to areas covered by the franchising scheme, in line with the arrangements set out in the franchising scheme.

In some instances, it may be more appropriate to make a new Scheme, for example if the measure or facility covers a different geographical area, in which case the Plan will be varied and the Scheme added via the formal operator-objection and public consultation mechanism. This Scheme cannot be revoked unless the Enhanced Partnership Plan is revoked, as it is the only Scheme attached to the Plan.

20.7 Data sharing

The Enhanced Partnership guidance gives advice on confidentiality. This section could also set out how data protection and passenger details will be processed. A detailed description of GPDR rules is beyond the scope of this template.

Current bus lanes

The current bus lanes detailed in the table below will be maintained by the relevant Local
Highway Authority as part of the Enhanced Partnership Scheme.

Redditch:

Matchborough Way

Studley Road

Winyates Way

Easemore Road

Station Way

Churchill Way

Parkway

Tanhouse Lane

Worcester:

The Butts

The Foregate/Foregate Street

Foregate Street/The Foregate

Lowesmoor

Barbourne Road/The Tything/Upper Tything

Sansome Street

Bromyard Road

Nothing in other Districts

Bus Lane Enforcement

Bus lane enforcement will be carried out using cameras to be provided at the following locations and will be implemented from *[date]*. The cameras will be maintained and operated by the Local Highway Authorities as part of the Enhanced Partnership Scheme.

- Lowesmoor

Real Time Information

The County Council will maintain and operate real time information screens in a fit-for-purpose state and replace screens subject to funding availability as in the list below;

WCC Reference Point	Type of Infrastructure	Location	District
1131	RSL Column Kiosk (19 inch Kiosk Screen)	Redditch - Kingfisher Shopping Centre Bus Station	Redditch BC
1132	RSL Column Kiosk (32 inch Departure Screen)	Redditch, Bus Station - 32 inch Departure Screen	Redditch BC
14893	Monitoring PC	Worcester - Warndon Office, Monitoring PC	Worcester City
3039	RSL Column Kiosk (19 inch Kiosk Screen)	Worcester - Crowngate Shopping Centre Bus Station	Worcester City
3040	RSL Column Kiosk (32 inch Departure Screen)	Worcester, Crowngate Bus Station - 32 inch	Worcester City
3264	46 inch Totem Kiosk Front & Rear	Redditch, Church Green West - 46 inch Totem Front & Rear	Redditch BC
3309	RSL Column Kiosk (19 inch Kiosk Screen)	Redditch Rail Station	Redditch BC
3310-1	RSL Column Kiosk (32 inch Departure Screen Front & Rear)	Redditch, Rail Station - 32 inch Bus Departure Screen Front & Rear	Redditch BC
3319	13 inch E Ink Screen	Worcester, County Hall - E Ink	Worcester City
3359	55 inch Departure Screen	Worcester, Crowngate Bus Station - 55 inch	Worcester City
3783	28 inch Stretch TFT Display	Worcester, Stretch 01 - Newtown Road, o/s Turnpike House - 2000G005177	Worcester City
3784	28 inch Stretch TFT Display	Worcester, Stretch 02 - Newtown Road, opp Aconbury Close - 2000G001504	Worcester City
3785	28 inch Stretch TFT Display	Worcester, Stretch 03 - Ombersley Road, nr New Inn - 2000G004004	Worcester City
3786	28 inch Stretch TFT Display	Worcester, Stretch 04 - Ombersley Road, Co-Op Store - 2000G004038	Worcester City
3787	28 inch Stretch TFT Display	Worcester, Stretch 05 - Ombersley Road opp. Beckett Road - 2000G004044	Worcester City

3788	28 inch Stretch TFT Display	Worcester, Stretch 06 - Tolladine Road nr McKenzie Way - 2000G000702	Worcester City
3789	28 inch Stretch TFT Display	Worcester, Stretch 07 - Woodgreen Drive, Tolladine Wood - 2000G008301	Worcester City
3790	28 inch Stretch TFT Display	Worcester, Stretch 08 - Sansome Street - 2000G202504	Worcester City
3791	28 inch Stretch TFT Display	St Johns, Stretch 09 - University Campus, adj Students Union - 2000G006771	Worcester City
3792	28 inch Stretch TFT Display	St Johns, Stretch 10 - Bromyard Road, adj Comer Road - 2000G006718	Worcester City
3794	28 inch Stretch TFT Display	St Johns, Stretch 12 - Bromyard Road, Bedwardine Inn - 2000G006720	Worcester City
3795	28 inch Stretch TFT Display	St Johns, Stretch 13 - Bromyard Road, opp Boughton Ave - 2000G203900	Worcester City
3796	28 inch Stretch TFT Display	Worcester, Stretch 14 - Newtown Road, opp Lidl Car Park - 2000G001574	Worcester City
3797	28 inch Stretch TFT Display	Worcester, Stretch 15 - Newtown Road, opp Trent Road - 2000G001570	Worcester City
3798	28 inch Stretch TFT Display	Worcester, Stretch 16 - Newtown Road, opp Leopard Rise - 2000G001503	Worcester City
3827	55 Inch Departure Screen	Worcester, Royal Hospital, Main Entrance - 55 inch Departure Screen	Worcester City
3828	28 inch Stretch TFT Display	Worcester, Stretch 17 - Lowesmoor Terrace, Stops 1 and 2 - 2000G005818	Worcester City
3829	28 inch Stretch TFT Display	St Johns, Stretch 18 - Bromyard Road, Broadway Grove - 2000G006705	Worcester City
3830	28 inch Stretch TFT Display	St Johns, Stretch 19 - St Johns Library Adj - 2000G006710	Worcester City
3831	28 inch Stretch TFT Display	St Johns, Stretch 20 - St Johns Library Opp - 2000G006711	Worcester City
3832	28 inch Stretch TFT Display	Worcester, Stretch 21 - Woodgreen Drive, nr Chepstow Avenue - 2000G008408	Worcester City
3833	28 inch Stretch TFT Display	Worcester, Stretch 22 - Perdiswell, St Stephens Church (Opp) - 2000G502012	Worcester City
3834	28 inch Stretch TFT Display	St Johns, Stretch 23 - St Johns Arena - 2000G502772	Worcester City

3835	28 inch Stretch TFT Display	Worcester, Stretch 24 - St Peters, Broomhall Green - 2000G006600	Worcester City
3836	28 inch Stretch TFT Display	Stourport, Stretch 25 - Redstone Lane, Woodhampton Close (2000G045102)	Wyre Forest DC
3837	28 inch Stretch TFT Display	Hagley, Stretch 26 - Hagley Free Church - 2000G039101	Bromsgrove DC
3838	28 inch Stretch TFT Display	St Johns, Stretch 27 - adj Dines Green Primary School - 2000G006700	Worcester City
3839	28 inch Stretch TFT Display	Worcester, Stretch 28 - Sixth Form College - 2000G000904	Worcester City
3840	28 inch Stretch TFT Display	Worcester, Stretch 29 - Tolladine Road, adj The Farmers Boy - 2000G000700	Worcester City
3841	28 inch Stretch TFT Display	Worcester, Stretch 30 - St Peter's Drive, adj St Peter's Tesco - 2000G006608	Worcester City
3842	28 inch Stretch TFT Display	Worcester, Stretch 31 - A38, St George's Square - 2000G004056	Worcester City
3843	28 inch Stretch TFT Display	Hagley, Stretch 32 - Station Road adj - 2000G039102	Bromsgrove DC
3845/4	46 Inch Totem Kiosk Rear & Front	Worcester, Totem 01 - 46 inch Totem Rear (Cathedral Square)	Worcester City
3846-7	46 Inch Totem Kiosk Front & Rear	Corn Market -Totem	Worcester City
3848-9	46 Inch Totem Kiosk Front & Rear	The Cross - Totem	Worcester City
3910	55 Inch Departure Screen	Worcester, Royal Hospital, Radiography - 55 inch - 2000G001598	Worcester City
4212	10 inch Interactive Screen	3- Lowesmore Terrace Stops 1 and 2	Worcester City
4306	28 inch Stretch TFT Display	Malvern, Stretch 33 - Worcester Road, adj Clarence Park Village - 2000G502579	Malvern Hills DC
4307	28 inch Stretch TFT Display	Malvern, Stretch 34 - Worcester Road, opp Clarence Park Village - 2000G502580	Malvern Hills DC
4308	28 inch Stretch TFT Display	Malvern, Stretch 35 - Worcester Road, adj Co-op - 2000G009802	Malvern Hills DC
4309	28 inch Stretch TFT Display	Malvern, Stretch 36 - Worcester Road, Link Top Shelter - 2000G009503	Malvern Hills DC
4310	28 inch Stretch TFT Display	Malvern, Stretch 37 - Great Malvern Railway Station, adj - 2000G043605	Malvern Hills DC
4311	28 inch Stretch TFT Display	Malvern, Stretch 38 - Great Malvern Railway Station (opp) - 2000G043601	Malvern Hills DC

4312	28 inch Stretch TFT Display	Malvern, Stretch 39 - Howsell Road, opp Malvern Link Rail Station - 2000G502596	Malvern Hills DC
4313	28 inch Stretch TFT Display	Malvern, Stretch 40 - Pickersleigh Road, adj Prospect View - 2000G502612	Malvern Hills DC
4314	28 inch Stretch TFT Display	Worcester, Stretch 41 - Droitwich Road, Penbury Street (Opp) - 2000G502016	Worcester City
4315	28 inch Stretch TFT Display	Worcester, Stretch 42 - Droitwich Road, Dilmore Lane (Opp) - 2000G500952	Wychavon DC
4316	28 inch Stretch TFT Display	Droitwich, Stretch 43 - Worcester Road, The Oaklands (adj) - 2000G502693	Wychavon DC
4317	28 inch Stretch TFT Display	Droitwich, Stretch 44 - Worcester Road, adj Old Coach Road - 2000G502701	Wychavon DC
4318	28 inch Stretch TFT Display	Droitwich, Stretch 45 - Queen Street, adj High Street - 2000G502702	Wychavon DC
4319	28 inch Stretch TFT Display	Droitwich, Stretch 46 - Saltway, Waitrose (adj) - 2000G156701	Wychavon DC
4320	28 inch Stretch TFT Display	Malvern, Stretch 47 - Graham Road, opp Library - 2000G009405	Malvern Hills DC
4321	28 inch Stretch TFT Display	Malvern, Stretch 48 - Barnards Green Road, adj Shops - 2000G009103	Malvern Hills DC
4322	28 inch Stretch TFT Display	Malvern, Stretch 49 - Barnards Green Roundabout, adj Clock Shelter - 2000G009101	Malvern Hills DC
4323	28 inch Stretch TFT Display	Worcester, Stretch 50 - Red Dial Parade - 2000G501984	Worcester City
4324	28 inch Stretch TFT Display	Worcester, Stretch 51 - Sixways Park and Ride - 2000G000800	Wychavon DC
4325	28 inch Stretch TFT Display	Worcester, Stretch 52 - Red Hill Top w/b - 2000G039800	Worcester City
4326	28 inch Stretch TFT Display	Worcester, Stretch 53 - Parkway Stand A - 2000G600011	Wychavon DC
4327	28 inch Stretch TFT Display	Worcester, Stretch 54 - Parkway Stand B - 2000G600012	Wychavon DC
4328	28 inch Stretch TFT Display	Kidderminster, Stretch 55 - Spennells, Turnstone Road - 2000G610099	Wyre Forest DC
4329	28 inch Stretch TFT Display	Hagley, Stretch 56 - Station Road opp - 2000G621018	Bromsgrove DC
4339	55 inch Departure Screen	Redditch, Bus Station - 55inch 1 (nearest rail station)	Redditch BC
4340	55 inch Departure Screen	Redditch, Bus Station - 55inch 2 (furthest from rail station)	Redditch BC

4783	28 inch Solar Stretched Departure Screen	Worcester, Solar Stretch - County Hall - 2000G000903	Worcester City
4879	10 inch Interactive Screen	4- University Campus, adj Students Union	Worcester City
5593	38 inch Stretch TFT Display	Redditch, 38 inch - adj Alexandra Hospital, Quinneys Lane - 2000G015000	Redditch BC
5594	38 inch Stretch TFT Display	Redditch, 38 inch - Church Hill, Church Hill Way, opp Church Hill Pharmacy - 2000G014902	Redditch BC
5595	38 inch Stretch TFT Display	Redditch, 38 inch - Church Hill, Church Hill Way, adj Church Hill Pharmacy - 2000G014900	Redditch BC
5596	38 inch Stretch TFT Display	Redditch, 38 inch - Lakeside, Studley Road, adj Arrowdale Rd - 2000G014689	Redditch BC
5599	28 inch Stretch TFT Display	Redditch, 57/58 fund - opp Matchborough Centre, Matchborough Way - 2000G502879	Redditch BC
5600	38 inch Stretch TFT Display	Redditch, 38 inch - Church Green West, adj Church Green West (HSBC) - 2000G001401	Redditch BC
5601	28 inch Stretch TFT Display	Redditch, 57/58 fund - Winyates, Winyates Way, adj Winyates Centre - 2000G014859	Redditch BC
5603	28 inch Stretch TFT Display	Redditch, 57/58 fund - Woodrow, Studley Road, adj Woodrow Centre - 2000G014500	Redditch BC
5604	38 inch Stretch TFT Display	Redditch, 38 inch - Woodrow, Studley Road, opp Woodrow Centre - 2000G014675	Redditch BC
5679	55" Landscape SMART Display	Worcester, London Road, Waitrose - 55 inch 1	Worcester City
5680	55" Landscape SMART Display	Worcester, London Road, Waitrose - 55 inch 2	Worcester City
5686	28 inch Stretch TFT Display	Pershore, Stretch 58 - Main Street, Crossroads SW Bound - 2000G029703	Wychavon DC
5687	28 inch Stretch TFT Display	St Johns, Stretch 59 - Bull Ring - 2000G016301	Worcester City
5688	28 inch Stretch TFT Display	Worcester, Stretch 60 - Glovers Needle - 2000G007200	Worcester City
5689	28 inch Stretch TFT Display	St Johns, Stretch 61 - Lower Wick Island - 2000G005202	Worcester City
5690	28 inch Stretch TFT Display	Worcester, Stretch 62 - Cranham Drive, Brookthorpe Close - 2000G000713	Worcester City
5692	28 inch Stretch TFT Display	Wychbold, Stretch 64 - Walkmill Drive Opp - 2000G500941	Wychavon DC

5693	28 inch Stretch TFT Display	Kidderminster, Stretch 65 - Kidderminster Rail Station Opp - 2000G503104	Wyre Forest DC
5694	28 inch Stretch TFT Display	Worcester, Stretch 66 - St Johns, Bull Ring Westbound - 2000G005381	Worcester City
5695	28 inch Stretch TFT Display	Redditch, Stretch 67 - St Gregory's Church, to Church Hill - 2000G014855	Redditch BC
5702	65" Portrait TFT Display	Bromsgrove, Bus Station - 65 inch Departure Screen	Bromsgrove DC
5703	65" Portrait TFT Display	Evesham, Bus Station, 65 inch (By Stand A)	Wychavon DC
5704	Bauer Interactive Kiosk	Worcester, St Johns Campus	Worcester City
5705	Bauer Interactive Kiosk	Worcester, City Campus	Worcester City
5706	Bauer Interactive Kiosk	Worcester, Arena Foyer	Worcester City
5748	28 inch Stretch TFT Display	Worcester, Stretch 68 - Chatcombe Drive - 2000G501957	Worcester City
5751	28 inch Stretch TFT Display	Redditch, Stretch 71 - Station Way Top, to Lakeside - 2000G502923	Redditch BC
5752	28 inch Stretch TFT Display	Redditch, Stretch 72 - Station Way Top, to Town Centre - 2000G502921	Redditch BC
5753	28 inch Stretch TFT Display	Malvern, Stretch 73 - North End Lane Adj - 2000G502615	Malvern Hills DC
5754	28 inch Stretch TFT Display	Malvern, Stretch 74 - North End Lane Opp - 2000G502614	Malvern Hills DC
5755	28 inch Stretch TFT Display	Malvern, Stretch 75 - Powick, Opp Hospital Lane - 2000G015400	Malvern Hills DC
5756	28 inch Stretch TFT Display	St Johns, Stretch 76 - Hathaway Close Adj - 2000G006706	Worcester City
5757	28 inch Stretch TFT Display	Worcester, Stretch 77 - Gheluvelt Park Adj - 2000G004059	Worcester City
5758	28 inch Stretch TFT Display	Worcester, Stretch 78 - Gheluvelt Park Opp - 2000G004058	Worcester City
5759	28 inch Stretch TFT Display	Catshill, Stretch 79 - Gibb Lane School - 2000G323033	Bromsgrove DC
5760	28 inch Stretch TFT Display	Stourport, Stretch 80 - Minster Road, Longboat Lane (adj) - 2000G195898	Wyre Forest DC
5761	28 inch Stretch TFT Display	Stourport, Stretch 81 - Minster Road, Windermere Way - 2000G195800	Wyre Forest DC
5762	28 inch Stretch TFT Display	Stourport, Stretch 82 - York Street - 2000G045201	Wyre Forest DC
5763	28 inch Stretch TFT Display	Hagley, Stretch 83 - Hagley Primary School adj - 2000G621007	Bromsgrove DC
5764	28 inch Stretch TFT Display	Hagley, Stretch 84 - War Memorial - 2000G621017	Bromsgrove DC

5765	28 inch Stretch TFT Display	Worcester, Stretch 85 - The Vauxhall / Dutton Hill (2000G501894)	Worcester City
5766	28 inch Stretch TFT Display	Bewdley, Stretch 86 - Load Street WB - 2000G045900	Wyre Forest DC
5767	28 inch Stretch TFT Display	Bewdley, Stretch 87 - Load Street EB - 2000G045999	Wyre Forest DC
5768	28 inch Stretch TFT Display	Kidderminster, Stretch 88 - Oxford Street Stand A - 2000G502451	Wyre Forest DC
5769	28 inch Stretch TFT Display	Kidderminster, Stretch 89 - Oxford Street Stand B - 2000G000215	Wyre Forest DC
5770	28 inch Stretch TFT Display	Worcester, Stretch 90 - Bath Road, St. Mark's Church Adj - 2000G006620	Worcester City
5771	28 inch Stretch TFT Display	Kidderminster, Stretch 91 - Chaucer Crescent - 2000G096996	Wyre Forest DC
5772	28 inch Stretch TFT Display	Kidderminster, Stretch 92 - Foley Park, Clee Avenue - 2000G502489	Wyre Forest DC
5773	28 inch Stretch TFT Display	Kidderminster, Stretch 93 - General Hospital WB - 2000G047400	Wyre Forest DC
5774	28 inch Stretch TFT Display	Kidderminster, Stretch 94 - General Hospital EB - 2000G502514	Wyre Forest DC
5775	28 inch Stretch TFT Display	Kidderminster, Stretch 95 - Birchen Coppice Shops - 2000G045597	Wyre Forest DC
5776	28 inch Stretch TFT Display	Redditch, Stretch 96 - Kings Arms Adj - 2000G502919	Redditch BC
5777	28 inch Stretch TFT Display	Redditch, Stretch 97 - North of Studley Road Island S-Bound - 2000G014676	Redditch BC
5794-5	65 inch Totem	Worcester, Totem 06 - 65 inch Totem Front & Rear (Worcestershire Parkway)	Wychavon DC
5940	19 inch TFT Display	Stourport, 19 inch 01 - Minster Road, Longboat Lane (opp) - 2000G201200	Wyre Forest DC
5941	19 inch TFT Display	Stourport, 19 inch 02 - Bridge Street, Swimming Pool (adj) - 2000G045203	Wyre Forest DC
6031	28 inch Stretch TFT Display	Redditch, Stretch 98 - Trafford Park Opp - 2000G502922	Redditch BC
6032	28 inch Stretch TFT Display	Redditch, Stretch 99 - North of Studley Road Island N-Bound - 2000G714676	Redditch BC
6033	28 inch Stretch TFT Display	Redditch, Stretch 100 - Auxerre Avenue Adj - 2000G323281	Redditch BC
6034	28 inch Stretch TFT Display	Redditch, Stretch 101 - Greenlands Post Office Adj - 2000G014681	Redditch BC
6035	28 inch Stretch TFT Display	Kidderminster, Stretch 102 - Kidderminster Rail Station Adj - 2000G019001	Wyre Forest DC

6036	28 inch Stretch TFT Display	St Johns, Stretch 103 - Oldbury Road, Uni Gates Adj - 2000G157300	Worcester City
6037	28 inch Stretch TFT Display	Worcester, Stretch 104 - Worcester Road, Adj St Peters Island - 2000G059500	Worcester City
6038	28 inch Stretch TFT Display	Worcester, Stretch 105 - Shrub Hill Road, Adj Shrub Hill Station - 2000G004102	Worcester City
6039	28 inch Stretch TFT Display	Worcester, Stretch 106 - Shrub Hill Road, Opp Shrub Hill Station - 2000G004100	Worcester City
6040	28 inch Stretch TFT Display	Redditch, Stretch 107 - Winyates Way, Ibstock House Opp - 2000G014851	Redditch BC
6041	28 inch Stretch TFT Display	Redditch, Stretch 109 - Matchborough Way, Arrow Valley Social Club Adj - 2000G502882	Redditch BC
6042	28 inch Stretch TFT Display	Redditch, Stretch 108 - Matchborough Way, Arrow Valley Social Club Opp - 2000G323108	Redditch BC
6043	28 inch Stretch TFT Display	Redditch, Stretch 110 - Matchborough Way, Jackfield Close Adj - 2000G502881	Redditch BC
6044	28 inch Stretch TFT Display	Worcester, Stretch 111 - Astwood Road, Opp Vauxhall Street - 2000G501894	Worcester City
6045	28 inch Stretch TFT Display	Worcester, Stretch 112 - Bath Road, Opp Norton Road - 2000G006616	Worcester City
6047	28 inch Stretch TFT Display	Droitwich, Stretch 114 - St Andrews Road, Raven Hotel Adj - 2000G001603	Wychavon DC
6048	28 inch Stretch TFT Display	Pershore, Stretch 115 - Broad Street, Adj Royal Arcade - 2000G002502	Wychavon DC
6049	28 inch Stretch TFT Display	Rubery, Stretch 116 - New Road, Library Way Opp - 2000G323039	Bromsgrove DC
6051	28 inch Stretch TFT Display	Pershore, Stretch 118 - Three Springs Road, Abbots Grange Opp - 2000G324262	Wychavon DC
6052	28 inch Stretch TFT Display	Pershore, Stretch 119 - Three Springs Road, Abbots Grange Adj - 2000G324261	Wychavon DC
6053	28 inch Stretch TFT Display	Pershore, Stretch 120 - Broad Street, Abbey Tea Rooms Adj - BLACK - 2000G002501	Wychavon DC
6054	28 inch Stretch TFT Display	Rubery, Stretch 121 - New Street, Beverley Road Opp - BLUE - 2000G323038	Bromsgrove DC
6055	28 inch Stretch TFT Display	Evesham, Stretch 122 - Pershore Road, Cider Mill Opp - BLUE (2000G002401)	Wychavon DC
6056	28 inch Stretch TFT Display	Evesham, Stretch 123 - Badsey Road, Horsebridge Avenue Adj - BLUE (2000G003300)	Wychavon DC

6057	28 inch Stretch TFT Display	Rubery, Stretch 124 - New Street, St Chad's Church Opp - 2000G021801	Bromsgrove DC
6058	28 inch Stretch TFT Display	Rubery, Stretch 125 - New Street, St Chad's Church Adj - 2000G021803	Bromsgrove DC
6059	28 inch Stretch TFT Display	Stourport, Stretch 126 - High Street, High Street NB - 2000G045200	Wyre Forest DC
6060	28 inch Stretch TFT Display	Bromsgrove, Stretch 127 - New Road, New Road Shops Adj - 2000G010003	Bromsgrove DC
6061	28 inch Stretch TFT Display	Bromsgrove, Stretch 128 - Worcester Road, Ford Road Opp - 2000G323060	Bromsgrove DC
6062	28 inch Stretch TFT Display	Catshill, Stretch 129 - Stourbridge Road, War Memorial Adj - 2000G503113	Bromsgrove DC
6063	28 inch Stretch TFT Display	Harvington, Stretch 130 - Village Street, Harvington C Of E First School Adj - 2000G672007	Wychavon DC
6064	28 inch Stretch TFT Display	Evesham, Stretch 131 - The Link, Morrisons Opp - 2000G779601	Wychavon DC
6065	28 inch Stretch TFT Display	Evesham, Stretch 132 - Waterside, Waterside Hospital Opp - 2000G002301	Wychavon DC
6066	28 inch Stretch TFT Display	Evesham, Stretch 133 - Davles Road, Digby Road Adj - 2000G500770	Wychavon DC
	19 inch TFT Display	Hanstone Road, Queens Road opp	Wyre Forest DC
7284	10 inch Interactive Screen	Finstall Road, Dragoon Fields adj	Bromsgrove DC
7285	10 inch Interactive Screen	Gilbert Road, Wintour Walk opp	Bromsgrove DC

21.   Glossary of Terms

21.1   **Active Travel Corridor** – A defined route for enhancements related to providing safe and viable journeys via sustainable means

21.2   **Alternative Service Provision** – New and innovative ways of providing public transport such as Demand Responsive Services

21.3   **AONBs** – Area of Outstanding Natural Beauty

21.4   **ANPR** – Automated Number Plate Recognition

21.5   **Audio visual** – Using both sight out sound, typically in the form of images and recorded speech

21.6   **BOD** – Bromsgrove On Demand service

21.7   **BODS** – Bus Open Data Service

21.8   **Build Back Better** - The UK Government's plans to support economic growth through significant investment in infrastructure, skills and innovation

21.9   **Bus priority** - various techniques used to improve service and reduce delay for buses at intersections or junctions.

21.10   **BSIP** – Bus Service Improvement Plan

21.11   **Cabinet** - The Cabinet is responsible for most day-to-day Council decisions. The Leader of the Council appoints councillors to the Cabinet and the Cabinet Members have specific areas of responsibility.

21.12   **Choose How You Move** - Sustainable Travel Demonstration Town Programme

21.13   **Capacity** - the maximum amount that roads can contain

21.14   **Commercial** - operated without financial assistance of any kind. Services of this kind are entirely dependent on its passengers to provide sufficient funds in the form of fares for it to sustain a profit.

21.15   **Commissioning** - The continual process of planning, agreeing and monitoring services

21.16   **Community Transport** – provides flexible and accessible community-led solutions in response to unmet local transport needs, and often represents the only means of transport for many vulnerable and isolated people e.g. community minibuses and voluntary car schemes

21.17   **Competitive tender** - a common method of procuring (buying in) a service. Operators submit a price and proposal (tender) to deliver a particular service; those with the highest score win the contract.

21.18   Concessionary travel – Free bus travel for elderly and disabled people on local bus services in England.

21.19   Congested - so crowded with traffic or people as to hinder or prevent freedom of movement.

21.20   Connecta Scheme – Worcestershire Multi Operator Ticketing Scheme

21.21   Content Management System (CMS) – Computer software used to manage the creation and modification of digital content

21.22   Conventional Bus Service – a bus service which operates on a fixed-route and with a fixed-schedule and stopping points

21.23   Cross-boundary – A bus service that crosses between two or more Counties

21.24   DDA Compliant – Services to be compliant with the Disability Discrimination Act (DDA) 1995

21.25   Digital Estate - reference to a collection of tangible owned assets, e.g, Real time information displays, smart shelters

21.26   E-Ink – A type of electronic display for text that is intended to imitate the appearance of printed ink

21.27   Enhanced Partnership - an agreement between a Local Transport Authority (LTA) and local bus operators to work together to improve local bus services

21.28   Euro 6 compliant - A set of limits for harmful exhaust emissions produced by virtually any vehicle powered by petrol or diesel engines

21.29   Every Child Matters – National Policy to ensure that all children get the support they need to: be healthy stay safe enjoy and achieve make a positive contribution achieve economic well-being

21.30   Franchising arrangement - Where the authority specifies the bus services to be provided, determining the routes, timetables and fares. Services are then operated under contract by private companies through a competitive tendering process

21.31   Frequency - time between two arrivals (or departures) of buses or trains

21.32   GIS/ArcGIS – Graphical Information System; a system that creates, manages, analyses, and maps all types of data

21.33   Indices of Multiple Deprivation - widely-used datasets within the UK to classify the relative deprivation of small areas.

21.34   Infrastructure - fixed installations e.g. bus shelters, poles, information screens

21.35 Integration – combining of different modes of transport to maximise ease and efficiency for the user in terms of time, cost, comfort, safety, accessibility and convenience

21.36 Intelligent traffic signal priority - Priority can be given to public transport vehicles at traffic signals.

21.37 Interchange – a place where services meet, often where passengers change from one service to another

21.38 Inter-Urban – routes that service two or more urban conurbations

21.39 Journey time – The time taken to make a journey

21.40 Key Performance Indicator – A quantifiable measure used to evaluate the success of a bus service

21.41 Local Particulate Level - the sum of all solid and liquid particles suspended in air

21.42 Local Transport Plan 4 - Worcestershire County Council's plan to support economic investment and growth, by delivering transport infrastructure and services

21.43 LSOA – Census Lower Super Output Areas. A geographic hierarchy designed to improve the reporting of small area statistics in England and Wales.

21.44

21.45 Modal shift – replacing a saturated means of transport with another to make the first less congested, normally from the car to another mode.

21.46 Mode – the means by which a person travels, e.g. bus, train, cycle, walk

21.47 MPV – Multi-purpose vehicle

21.48 Multi-modal transport – Using a variety of transport options to reach a destination, e.g. bus, train, cycle, walk

21.49 Multi Operator Ticketing – Ticketing options that can be used across services provided by different operators, e.g. Connecta Scheme

21.50 Modal integration – Improving connections between different forms of transport, e.g bus, train, cycle, walk

21.51 National Bus Strategy – The UK Government's Strategy to set out how National and Local Government and the private sector will collaborate to meet the needs of local communities, to enhance the use of public transport

21.52 National Highways & Transport (NHT) - a service improvement organisation providing a range of benchmarking services for the Highways & Transport sector

21.53 Network – The total number of routes in a defined area

21.54   Network Identity – Harmonisation of bus, information and infrastructure.

21.55   Operating costs – the costs incurred by a transport operator in running a service, e.g., fuel, drivers' wages, maintenance

21.56   Open for Business - Worcestershire County Council is 'Open for Business' helping companies across the region to access and take advantage of the wide range of fully funded business assistance programmes available

21.57   Passenger Charter – Sets out what passengers can expect from bus operators delivering local bus services across their area, giving bus users rights to certain standards of service, including punctuality, cleanliness and information.

21.58   Passenger transport – any form of transport which carries members of the public (as opposed to private transport)

21.59   Patronage – the number of people using the service

21.60   Performance Management Framework Model – Agreed methodology for accessing contracted bus service performance

21.61   Population density – the number of people living within a defined area

21.62   Procurement – The act of buying goods or services

21.63   Punctuality – the ability of a bus service to be on time

21.64   QR code – A "Quick Response" barcode. A machine-readable label containing information about the item to which it is attached

21.65   Quality partnership – agreements between the Council and local bus operators to improve the quality of services and facilities within the scheme area

21.66   Real time information – information which provides the actual time of the service as opposed to the scheduled time

21.67   Reliability – the ability for a service to operate consistently and to the times that are scheduled.

21.68   RTIG – Real Time Information Group, an organisation in the UK supporting the development of bus passenger information systems

21.69   Rural – relating to villages and the countryside

21.70   Sedum - a layer of vegetation (living plants) deliberately put on top of a conventional roof surface and bringing a whole host of benefits to the environment

21.71   Severncard – Worcestershire County Councils Student multi operator ticketing scheme.

21.72   SIRI – A European standard to define a standard interface for real time information

21.73   Stakeholder - Residents, partners, businesses and community who may be potentially affected by decisions made relating to the Passenger Transport Strategy

21.74   Statutory – required by an act of statute (a formal written enactment of a legislative authority that governs a city, state, or country)

21.75   Strategic Corridors - represents an area where evidence suggests investment in transport infrastructure will enable transformational economic growth.

21.76   Strategic grant – a sum of money given to an organisation to deliver a service with specific objectives.

21.77   Strategic Transport Evidence Base – Provides evidence base using statistical and mapping data to inform decisions.

21.78   Socio-demographic – The characteristics of a population

21.79   Subsidised services – services which require financial support to enable coverage of operations, normally where the fares obtained on the services are not enough to cover the costs.

21.80   Superbus - Packages of schemes that work together to increase bus patronage in a defined area.

21.81   Sustainable - able to be maintained at a certain rate or level

21.82   Transport Focus - independent watchdog for transport users.

21.83   Trip Attractors – Geographical locations likely to generate passenger journeys.

21.84   UTC – Urban Traffic Control

21.85   Urban – relating to towns and cities

21.86   Wayfinding – The process of determining and following a path or route between an origin and a destination

21.87   WOD – Worcestershire on Demand

21.88   Worcestershire's Local Enterprise Partnership - partnership with business, local government, the third sector and higher and further education to aid economic growth.

21.89   ZEB – Zero Emission Buses

21.90   ZEBRA – Zero Emissions Bus Regional Area, a competitive tendering scheme by the Department for Transport for authorities to deliver Zero Emission Buses and Infrastructure.