

# Surrey County Council BSIP

Bus Service Improvement Plan for Surrey

Surrey County Council

May 2023



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## Foreword

### Councillor Matt Furniss

#### Cabinet Member for Transport, Infrastructure & Growth



In 2021, we published our first Bus Service Improvement Plan (BSIP) which set out an ambitious programme to improve our county's bus network. It outlined countywide targets to reduce journey times, and increase journey reliability, passenger numbers and passenger satisfaction to increase bus patronage and contribute to net zero.

We continue driving forward our plans to improve the bus network following the direction set by our new Surrey Transport Plan (Local Transport Plan 4).

Since the COVID-19 pandemic Surrey has seen a good level of patronage return. Some services are back to or near pre-pandemic passenger numbers. This return is better in Surrey than some of our neighbours and is very encouraging. However, there are services that are still struggling to get passengers back.

Since October 2021 we have established our Enhanced Partnership with operators, developed options for reduced fares for young people and have identified a pipeline to deliver bus priority programmes across the county, including in Guildford, Redhill, Reigate and Horley. In 2023 we are refreshing our BSIP to confirm our ongoing commitment to buses, outline our current plans and set ambitions for future initiatives.

This level of investment in bus priority and zero emission buses is not seen anywhere else in England, outside of where there is Government financial support. We will continue to work with operators on decarbonising the buses being used in Surrey.

I welcome the announcement made by the Department for Transport at the end of March that will make audio and visual announcements mandatory on buses by October 2026.



Improvements to accessibility benefit all passengers and support the inclusivity of public transport. We will be working with operators to support the introduction of these systems across the network. To further support this we will identify key locations to introduce audio announcements at bus stops and stations to support people with visual impairments make use of Real Time Passenger Information as they travel.

I also recognise that, in some areas, timetabled buses may not be the best option for people to make journeys. This is why we made the bid to the Rural Mobility Fund to support setting up the first Digital Demand Responsive Transport (DDRT) service in Surrey in north Mole Valley, Mole Valley Connect.

This on-demand service is open to everyone in the area and enables people of all ages to reach GP surgeries, attend hospital appointments, access further education and training or go shopping. I would like to thank CGI in Leatherhead who are providing free charging for the vehicles. The service is being expanded to cover the whole of Mole Valley this year.

Our plans for expanding DDRT do not stop with Mole Valley. We have ambitious plans to have DDRT covering all rural areas in Surrey. These will provide a more flexible service than current infrequent bus services by providing residents with a minibus operating 6 days a week, bookable using an App or over the phone.

Residents have regularly told us that the cost of public transport can be a barrier to travelling. To respond to this, we have worked with operators on introducing a Smart Card offer to give residents aged 20 and under access to a half fare, underwritten by the County Council. I am pleased to say that there was the agreement in principle to move ahead from the members of the EP Board whilst the working detail of the scheme gets finalised. I hope this



will encourage this age group to be lifelong bus users and less reliant on private cars in future.

We also stepped up to support people from Ukraine, feeling the conflict, with giving 6 months of free bus use. I would like to thank the bus operators who have worked with us on delivering this scheme.

The recent announcement on extending the Government funded £2 flat fare scheme to October 2023 and transitioning to a £2.50 fare for the following 12 months will be welcomed to further support patronage recovery and residents facing cost of living pressure.

In summary, we are responding strongly, positively, and proactively to the challenge set by the Government in Bus Back Better. At Surrey County Council we are passionate about improving bus services in partnership with our operators for our residents and businesses, which we hope will help our residents love buses too.



## **Statements from Enhanced Partnership Board Members**

### **Nick Hill, Commercial Director Metrobus**

The strength of the bus partnership in Surrey is outstanding. It truly sees the key role that buses play in helping communities, the economy and the goal of reaching net zero. We are jointly demonstrating this through the investment in 54 hydrogen fuel cell buses being delivered in 2023/4 which will bypass traffic by running along new bus lanes on the A23.

### **Andrew Halliday, Managing Director Safeguard Coaches Ltd**

A main priority for the Enhanced Partnership and the DfT must be achieving greater road space for buses within our congested town centres and at other pinch points as congestion is the number one enemy of efficient and attractive local bus services.

I am pleased to confirm the importance of the Surrey Enhanced Partnership and its capability to improve bus services within the County, and our intention to work closely with Surrey County Council and other stakeholders to achieve this aim.

### **James O'Neill, Commercial Manager Stagecoach South**

We are very pleased to continue our partnership with Surrey County Council to deliver better bus services across the region. We welcome the Council's objectives to drive up bus patronage as a critical arm of its net zero commitment. Stagecoach looks forward to playing its part in delivering the objectives of the Bus Service Improvement Plan over the years ahead.

### **Andy Creba, Managing Director Diamond Bus South East**

In the current economic climate, it is imperative that the Government, Local Council and Bus Operators work together to give local Communities efficient, reliable and affordable Bus Services. This can only be achieved by joined up thinking and a working together in partnership with stakeholders that have clear common goals as those tabled in the Surrey Bus Passenger Charter. We believe this can be achieved with the Surrey Enhanced Partnership, the DfT and Local Operators working collaboratively to this end.



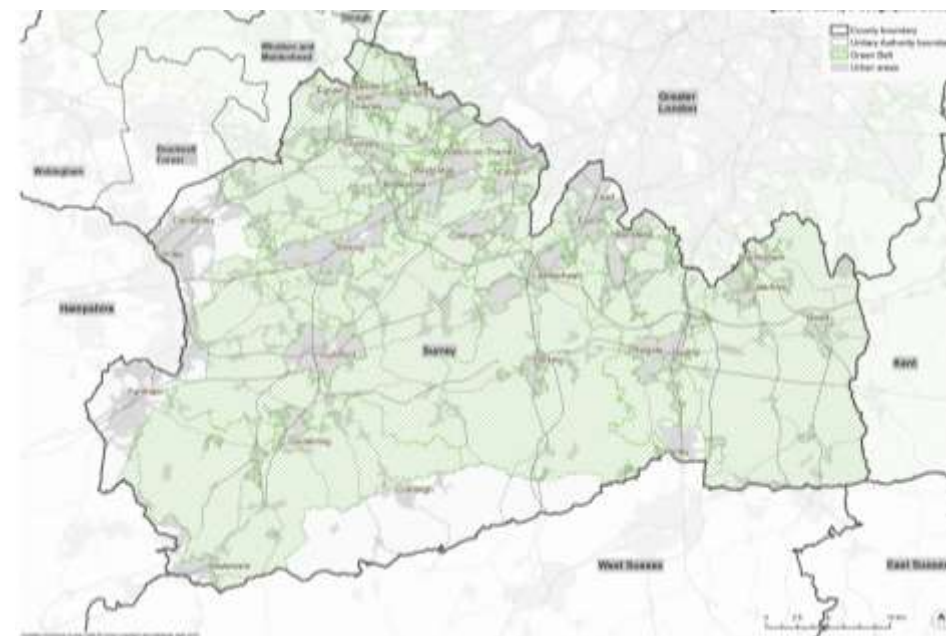
## 1.1. An Overview for Surrey

### 1.1.1. Introduction and Surrey Context

This Bus Service Improvement Plan (BSIP) covers the county of Surrey as shown in Figure 1.1 below. The BSIP has been developed in collaboration and consultation with both bus operators and our neighbouring authorities shown in Figure 1.2. However, due to the size, unique natural and built environment and polycentric nature of Surrey, a dedicated BSIP covering our authority is still considered the best option to improve bus services throughout Surrey.



**Figure 1.1 Geographical area showing districts and boroughs of Surrey**

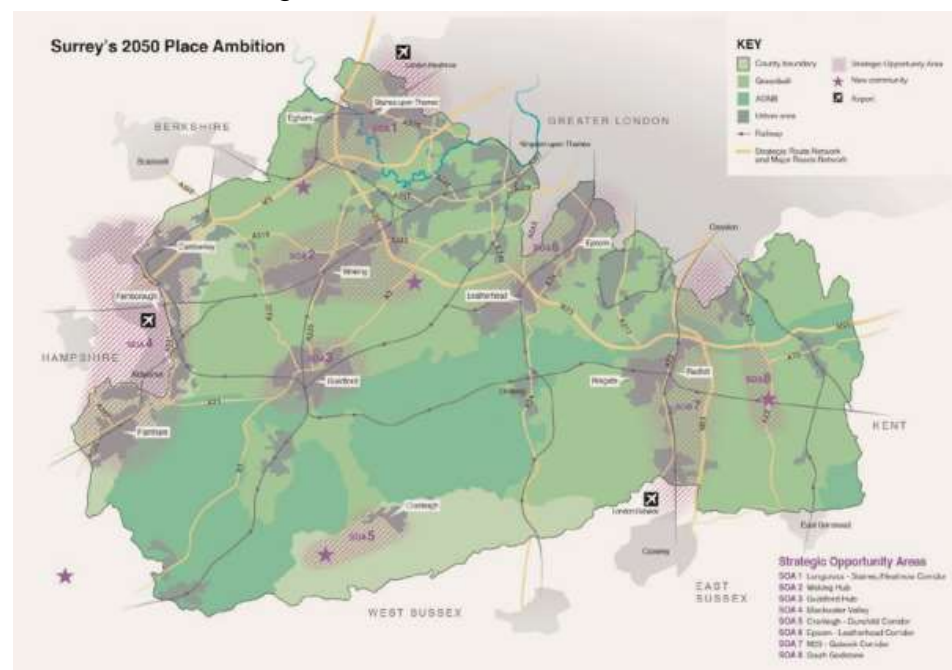


**Figure 1.2 Surrey's neighbouring local authorities**



As part of our 2050 Place Ambition, we have identified eight Strategic Opportunity Areas, selected for their potential to support long-term sustainable growth (Figure 1.3).

These areas will provide the focus for investment to support priority industrial sectors and improvements to transport and digital connectivity within Surrey and to other strategic economic areas and have therefore been considered throughout the development of our BSIP and regular reviews.



**Figure 1.3 Surrey's Strategic Opportunity Areas, Source: Surrey's 2050 Place Ambition**

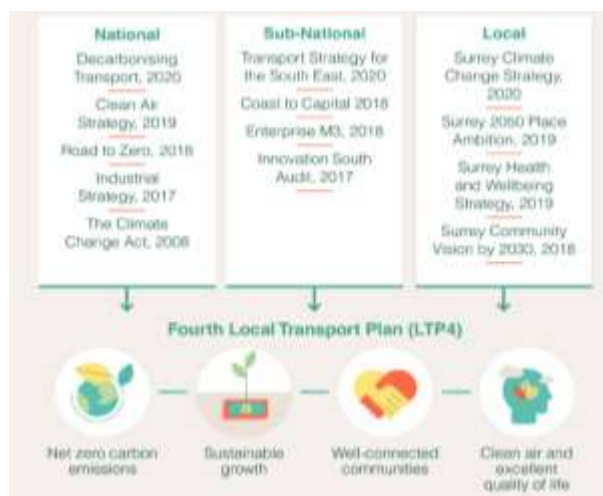
### 1.1.2. Enhanced Partnership

As required by the National Bus Strategy (NBS) for England, Surrey County Council as the Local Transport Authority (LTA) has entered into an Enhanced Partnership (EP) with the bus operators providing commercial and contracted services in Surrey starting 3 November 2022. The decision to adopt an Enhanced Partnership, instead of the alternative 'Franchising' option, reflects our history of collaborative working with our bus operators to deliver the best possible outcomes for passengers.

The area shown and covered by the Surrey BSIP has been developed into an Enhanced Partnership Plan (EP Plan), with an associated Enhanced Partnership Scheme (EP Scheme). Following the refresh of this BSIP, the EP Scheme has been updated to reflect initiatives that have been completed or underway. Also to ensure the best alignment with the targets and aspirations in this revised plan. The new EP Scheme still covers areas of focus for infrastructure investment as well as countywide interventions in other areas, such as fares and ticketing, and passenger information. The EP Plan and EP Scheme are published here on the [Surrey County Council website](https://www.surreycc.gov.uk/transport-and-travel/surrey-bus-service-improvement-plan).



### 1.1.3. Links to other strategies and policies



#### BSIP

The BSIP forms the Bus Strategy of our fourth Local Transport Plan (LTP4), which was adopted on 12 July 2022 and supersedes our third Local Transport Plan (LTP3), which was published in 2011. LTP4 aims to significantly reduce carbon emissions from transport to meet our commitment to net zero emissions by 2050, in line with the [Government's national legal commitment](#). The BSIP will be integral to the success of our LTP4, with the availability of attractive, high quality, reliable, well planned and affordable bus services across Surrey playing a fundamental role in meeting each of our four LTP4 objectives.

**Surrey Greener Futures** is the title of the County Council's ambitious climate change plans.

With 46% of carbon emissions in Surrey coming from all forms of transport, we have a target to reduce transport sector emissions by

60% by 2035 against business-as-usual levels. To achieve this, we will deliver and promote integrated, accessible, affordable, and reliable public transport and active travel (walking or cycling) across the County, thereby reducing journeys and improving local air quality for improved health and wellbeing of our residents.

It is critical that we work alongside residents, the business community and other key partners to ensure we can secure the required innovation, behaviour change, and investment required to mitigate and adapt to climate change.

As public transport is an enabler of carbon reduction, encouraging people to make travel choices by sustainable transport modes, rather than private car use, by providing a high-quality bus network will play a key part of delivering the Surrey Greener Futures ambitions.

As part of the Greener Futures programme the County Council is working with all our large and small contractors and suppliers about carbon reductions in how they operate, including fleet, as well as how we can decarbonise the supply chains.

### 1.1.4. BSIP details and structure

The BSIP is a live and evolving document. We will undertake and publish annual reviews of our BSIP, so that we may assess and review progress against targets and aspirations.

The BSIP is structured in line with the DfT guidance and contains the following sections:

- Section 1 Overview
- Section 2 Current bus offer to passengers
- Section 3 Headline targets
- Section 4 Delivery
- Section 5 Reporting



- Section 6 Overview table.

Appendices, including:

- Appendix A: Surrey Bus Service Category Table
- Appendix B: Surrey BSIP Supporting Data Note
- Appendix C: Bus Priority Corridor Study example outputs



## 1.2. Current bus offer to passengers

### 1.2.1. Current Bus Network Provision

Surrey has a well-established bus network, although the level of service varies greatly depending on location. The network typically serves movements within and between the larger towns and more populated areas of the county, with many routes in the north of the county classified as 'frequent' services. These serve areas such as Staines-upon-Thames, Walton-on-Thames, Epsom, Redhill, Woking and Guildford.

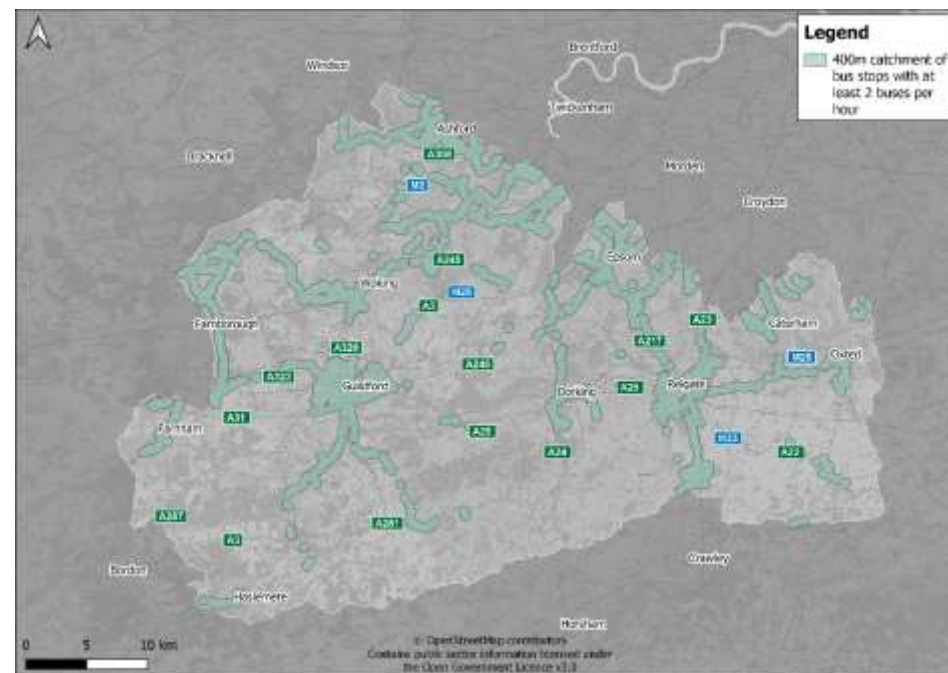
Within the county, there are currently:

- 22 bus operators running around 204 services, including approximately 50 'school special' services
- 7,000 bus stops
- 24 cross-boundary bus services to Greater London provided by Transport for London (TfL).

Due to the dispersed nature of the population with many small towns and villages, particularly around the south of the county, there are fewer routes and lower frequencies beyond the services offered in large towns, with many routes operating at less than hourly frequencies. This is particularly true for the inter-urban services within the county borders, with only a handful of these services running at or above one bus per hour throughout the day.

Figure 1.4 shows the current catchment of bus stops in Surrey which have at least two buses per hour in the morning peak. This figure highlights the density of services in north Surrey and around areas such as Guildford and Reigate, but also outlines limited provision elsewhere, particularly in relation to east west inter-urban and rural services.

**Figure 1.4 400m catchment of bus stops with at least 2 buses per hour**



Within Surrey the main bus operators are Stagecoach, Metrobus and White Bus who together provide 46% of bus routes within the county. The geographical distribution of these operators does however vary, with Stagecoach operating most of their services within the Woking, Guildford and Waverley boroughs, whilst Metrobus operations are focused within Reigate and Banstead Borough and Tandridge District and White Bus services are primarily within the north-west of the County including Spelthorne and Woking. In north Surrey and in Mole Valley District, the operator mix is more varied.



Operator	Number of services	Approx. percentage of Surrey total (%)
Stagecoach	40	25
Metrobus	19	12
White Bus	16	10
Other including TfL	87	54

As a result of the diversity of operators in Surrey, there are varying bus fare products on offer, particularly in areas such as Guildford and Redhill/Reigate where multiple operators' services overlap.

Transport for London also provide 24 services within the county providing connectivity into the Greater London area. These include high frequency services such as route 235 from Brentford to Sunbury-upon-Thames, along with some services that extend far into Surrey, such as the 465 service from Kingston-upon-Thames to Dorking. As a council, we have limited influence over the provision of TfL services.

The remaining operators within the county are mainly Small and Medium Enterprises (SMEs), including small family-run business. There are three Community Transport providers running registered services under Section 22 regulations.

Service planning by the large operators within Surrey is undertaken by regional offices, with close liaison with the council and with a good understanding of local travel requirements. Of the current services (excluding 'School Specials') within the county, approximately 30% of bus services are provided on a wholly commercial basis, with the remainder being supported financially to some degree by Surrey County Council or are operated by TfL.

There is regular, frequent liaison between the council and all operators, with an excellent mutually beneficial relationship and trust developed over a long period of time. This has meant that many issues can be resolved promptly, cost effectively and amicably.

The current bus network in Surrey is shown in Figure 1.5, with a summary of services provided by operators detailed in Table 2.1.

**Table 1.1 Summary of bus provision in Surrey - excluding 'School Specials'**

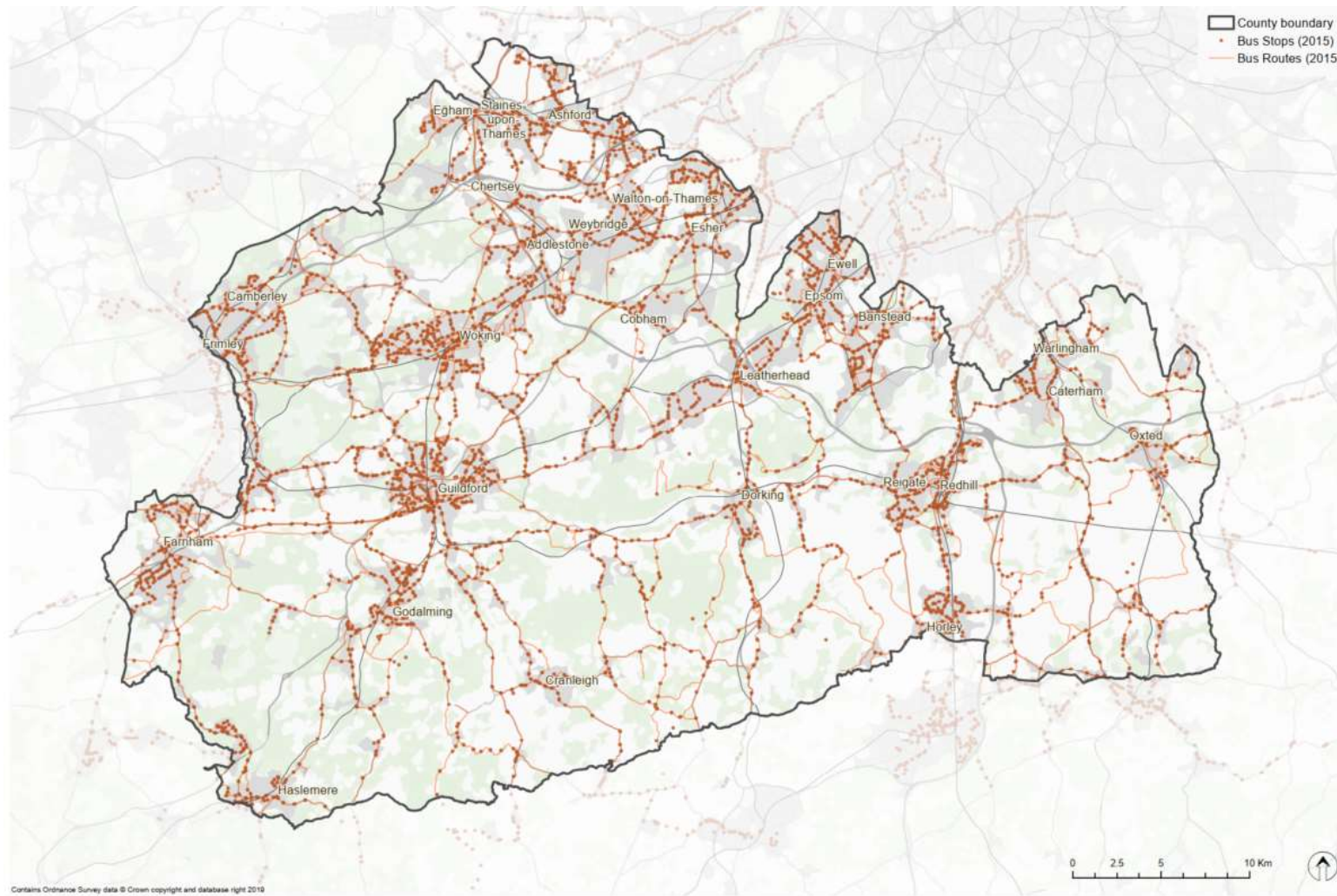


Within Surrey, the number of bus kilometres operated within the county has reduced since the baseline year of 2013/14 to around 80% of this value in 2018/19. The majority of this decline occurred between 2014/15 and 2016/17. These reviews responded to the financial pressure faced by the County Council at the time and, whilst resulting in a reduced kilometrage, did not see a reduction in the number of passenger trips. The number of kilometres stabilising beyond this point. A small reduction in kilometres operated in 2019/20 represents the impact of the COVID-19 pandemic. Since the pandemic, the bus industry has faced significant financial challenges resulting. Most keenly from rising inflationary pressures and increases in other costs. This has led to further reductions in kilometres of route offered to help manage the cost of operating bus services. However, bus services in the county have seen good levels of patronage against the kilometrage offered.

This decline in bus kilometres represents a reduced diversity and frequency of routes offered within the county. Our BSIP, and Enhanced Partnership Plan, focuses on building up frequencies in key locations, alongside linking with a prioritisation of public transport focused major developments. The expansion of DDRT services and building up frequencies will reverse this trend and will support the efforts to rebuild our bus network back better.



**Figure 1.5 Surrey's Bus Network Map**





### 1.2.1.1. Key Locations

Some key areas for bus provision and associated route map excerpts have been provided below. These are:

- Guildford
- Redhill & Reigate
- Horley
- Camberley & Frimley

Note: the full versions of the maps shown can be found on [our website](#).



Figure 1.6 Guildford Bus Network (December 2021)

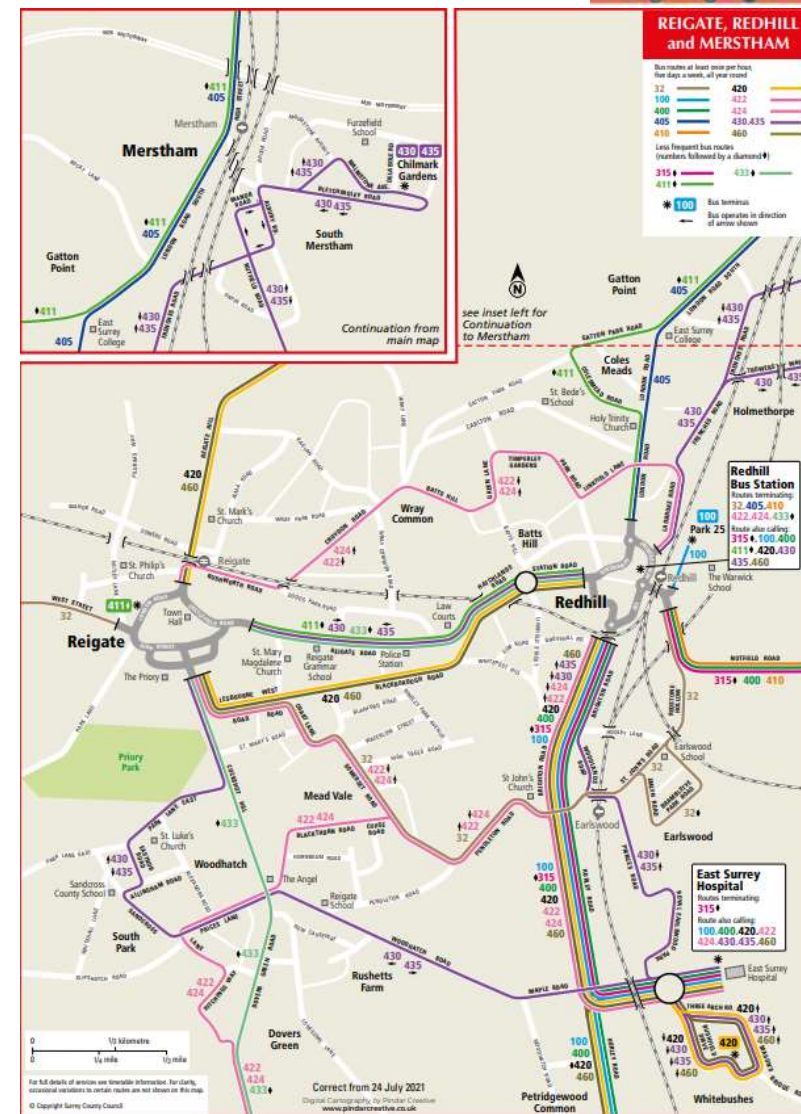
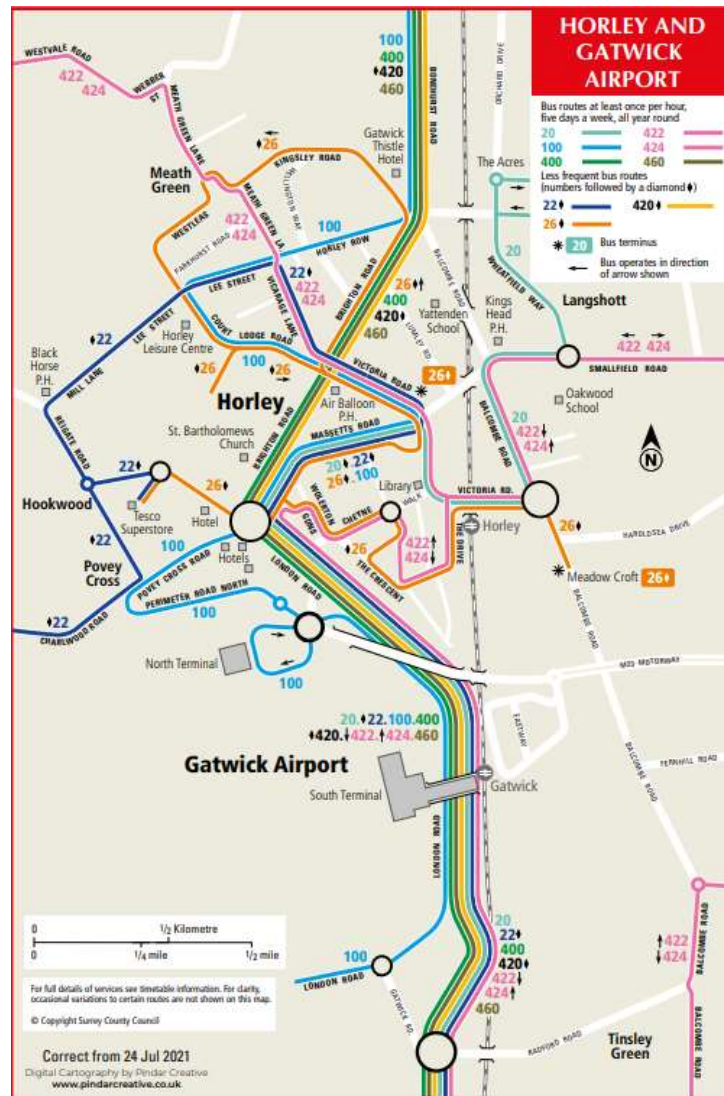
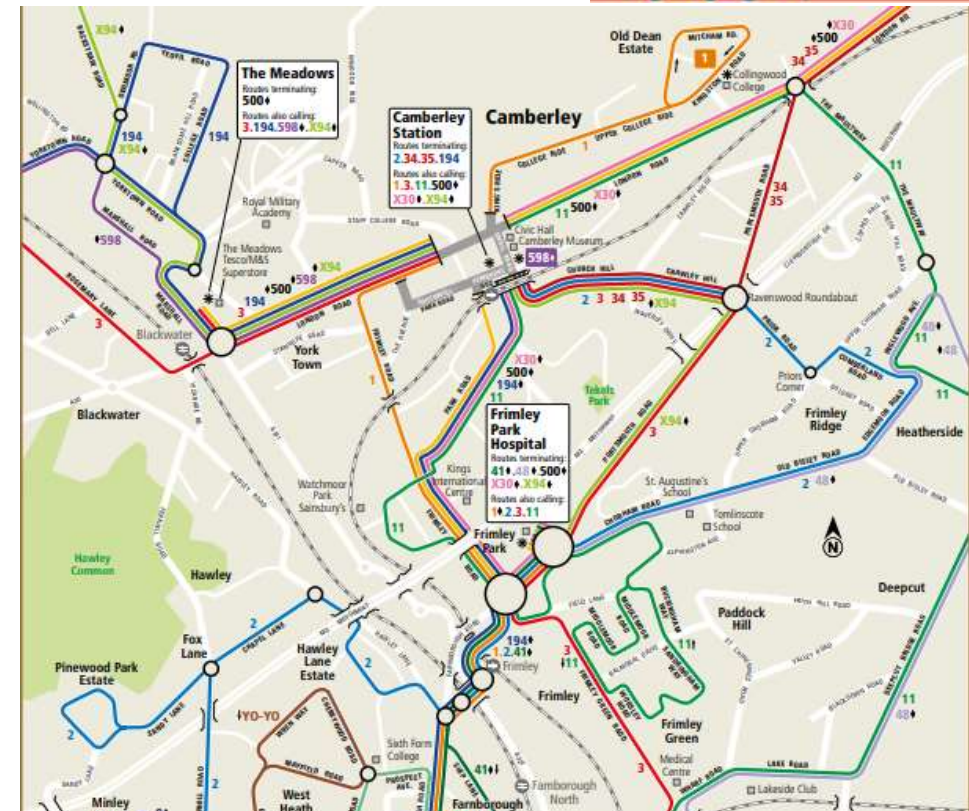


Figure 1.7 Redhill & Reigate Bus Network (July 2021)



**Figure 1.8 Horley Bus Network (July 2021)**



**Figure 1.9 Camberley & Frimley Bus Network (August 2021)**

#### 1.2.1.2. Surrey Support for bus provision

There is strong commercial provision of bus services in Surrey, with 3 in every 4 passenger journeys made on these routes. However, as a council we support around 70% of the bus services to varying degrees, with gross expenditure of just over £12m for the 2023/24 financial year. This is delivered by our team in bus service planning, contract administration and operations which consists of seven members of staff led by a Local Bus Service Manager and a Senior Transport Officer. In addition, there is a



Public Transport Projects team, which deals with infrastructure improvements, capital projects, bus priority measures, liaison regarding new developer-related enhancements and Real Time Information as well as administering the Surrey element of the English National Concessionary Travel Scheme (ENCTS) and other concessionary fare schemes.

This key and proactive involvement in the current network gives us a unique opportunity and insight into bus operations in Surrey, alongside a small but cohesive team to deliver our BSIP ambitions.

Surrey County Council recognised at an early stage the potential impact of Covid in suppressing patronage and income, and what that might mean for bus services.

Responding to the challenge, and taking the 2020/21 financial year as the basis line, our local bus budget has been inflated by £2.5M / 31% up to the 2022/23 financial year. In 2023/24, against a challenging financial backdrop and wider pressures on other county services, the Council has taken the difficult but right decision to increase the local bus budget by a further £1.7M / 21%; giving a total 52% increase in three years.

As part of developing the BSIP, we have considered the relative strategic importance of both commercial and supported bus routes and defined this through a route hierarchy. Whilst each bus route is important to each resident using it, the route hierarchy has allocated routes to categories, along with routes operating to help children access schools and colleges, the 'School Specials'. This route hierarchy classification will inform decisions for selected service frequency enhancements on key services. It will also include consideration of expanding evening and weekend provision.

Therefore, the Surrey supported bus network has been categorised within this hierarchy:

**Category 1:** Services funded wholly or partly by Surrey County Council (SCC), which form a large part (along with many non-supported services) of the inter-urban, strategic or 'core building blocks' of the route network. They include services to major employment centres, retail destinations, principal health care facilities and international airports. They carry more passengers than services in other supported categories and are those more likely to be sustained or improved by partnership interventions and Council or supplier capital investment. Introduction of new buses, including zero emission, should be directed towards category 1 services, with an aspiration for services to run at least every 30 minutes, if not more frequently, Mondays to Saturdays and every 60 minutes between 19:00 and 23:00 and on Sundays.

**Category 2:** Supported services of less relative strategic importance compared to those in category 1, yet still extremely important to those communities where they form the entire bus service offer, with no alternatives available. In general, services in this category operate every 60, 90 or 120 minutes, depending on local circumstances and travel needs. They include 'local' services that form the only link between some residential areas (away from category 1 bus routes) and town centres. Category 2 also includes a portfolio of publicly available registered 'School Special' services. These are tailored to suit the needs of students travelling to specific schools and colleges and run at times or from places where the all-day network does not provide a journey. They are also used to increase capacity on popular home-to-school travel corridors.

**Category 3:** Off peak supported services at low frequency, with many only running on certain days of the week. These are provided mainly for shopping trips. Most passengers are ENCTS passholders. Some of these services get closer to residential areas than the main network, and some provide unique links or



even the only bus service in a particular small or rural community or urban residential enclave where smaller vehicles are needed. A significant proportion of passengers may well find it challenging to walk even a relatively short distance to a main network service, due to age or infirmity. These services are relatively inexpensive to procure, with overall costs marginal.

Alongside the bus network, Surrey has a long-standing Community and Demand Responsive Transport sector. Last year, Surrey introduced the first Digital Demand Responsive Transport service in the county. More recently, the County Council's Cabinet agreed plan to expand the DDRT offer in the county, with further plans for expansion in future.

**Digital Demand Responsive Transport:** Services similar to the current Demand Responsive Transport but providing bookings via a dedicated App as well as telephone bookings. Initially started in the north of Mole Valley, as Mole Valley Connect, this is being expanded to the whole of Mole Valley. Further agreed expansions starting from September 2023 include:

- North Guildford
- Farnham extension
- Phase 1 for Tandridge
- Phase 1 for Waverley

DDRT offer residents a 5 or 6 day a week service normally between 7 a.m. and 7p.m. Initially there will be a mix of electric and diesel minibuses. There are issues with the number of electric vehicles being manufactured and a need to understand the effective working range once passengers start to make journeys. Eventually, all the services will use electric minibuses.

DDRT services are bookable up to 30 minutes in advance and offer flexibility of destination compared to a scheduled bus service.

They will either offer a door to door or corner to corner service for users.

**Community Transport / Dial-a-ride:** Dial-a-Ride is a specialist door-to-door transport service which caters for people who are unable to make use of public transport services. Dial-a-Ride Transport typically caters for individuals who are; unable to access public transport due to health conditions or mobility difficulties; individuals who are geographically isolated and do not have access to the public transport network; individuals who may be considered "socially deprived" for example, Dial-a-Ride operators can provide minibus travel for people with low income.

There are a number of Dial-a-ride schemes operating throughout the County. Each scheme operates slightly differently. Some ask that you give 48 hours or 24 hours' notice of your intention to travel while others can sometimes accept travel requests on the day of travel.

To access this service it will be necessary to become a member of your local Dial-a-Ride. Typically, members may be asked to pay an annual membership fee and have to pay a fare for each journey that they take. The Dial-a-ride scheme operating in Surrey are:

- East Surrey Dial-a-Ride
- East Surrey Rural Transport Partnership
- Elmbridge Dial-a-Ride
- Epsom and Ewell "Transport from Home"
- Guildford Dial-a-Ride
- Mole Valley Buses 4 U
- Mole Valley Dial-A-Ride
- Reigate and Banstead Buses 4 U
- Runnymede Community Transport



- Spelthorne "Spelride"
- Surrey Heath Community Transport
- Tandridge Buses 4 U
- Waverley Hoppa
- Woking Community Transport (Bustler)

More information can be found on the [Dial-a-ride section on the County Council website](#)

Our financial support per category is shown below in Table 2.2. This is as at the end of April 2023.

**Table 1.2 Summary of SCC Bus Services Support by Category**

Category	SCC Support (Gross Cost Per Annum as of April 2023)
Category 1	£7,696,120
Category 2	£4,439,270
Category 3	£906,931
DDRT	£700,000* figure is estimated and will be updated following tender returns
CT	£416,463
<b>Total</b>	<b>£14,158,784</b>

**Previous partnership success:** The Blackwater Valley area is also a key operating corridor that covers the areas between Aldershot, Farnborough and Camberley, encompassing both Hampshire and Surrey County Councils. We have developed a successful Quality Bus Partnership (QBP) for this corridor, which has improved public transport provision across the Blackwater

Valley area and enhanced connectivity to key step-up and growth towns within both Surrey and neighbouring Hampshire.

Through the QBP to date, we have achieved effective partnership working and communication channels between the Local Authorities and bus operators that can be further used to best deliver through this process for residents and businesses in this area of Surrey and Hampshire.

#### 1.2.1.3. Bus Fleet

Bus operators in Surrey periodically upgrade their fleets to ensure they are attractive to existing and potential users and remain economic to operate and maintain. We have worked with operators to understand their needs and aspirations to inform the future bus fleet requirements, accounting for the diversity of routes, infrastructure and geography within the county which influences the appropriateness of differing bus fleets.

There is substantial scope to improve emissions standards across the county. Within Surrey there are currently 706 bus vehicles registered as operating, inclusive of those operated by TfL, with 49% of all vehicles operating at Euro 6 emissions standards and 2% of vehicles being zero emission electric vehicles. At this point in time 23% of vehicles are still Euro 4 standard or below. When we exclude TfL vehicles from those operating in Surrey the percentage of Euro 6 compliance drops to just 32% with a further 32% of vehicles at or below Euro 4 standards. These percentages demonstrate that there is enormous potential for us to improve emissions standards on vehicles operating throughout Surrey.

Within the county there is also potential to continue expanding the range of onboard facilities offered both for passenger safety and comfort. At present 91% of buses have onboard CCTV. Wi-Fi and charging facilities are available on only 36% and 19% of services respectively. Notwithstanding this, a high proportion of buses



(64%) currently have next stop announcements as well as 41% of buses featuring live information boards to provide passengers with route information. This is a strong starting basis and the county benefits from the requirement for these facilities to be offered on TfL services which cross into Surrey.

The council has a proven record of working with bus operators to identify opportunities where the bus fleet can be improved. For example, in August 2017, we worked collaboratively alongside Stagecoach in producing a successful bid to unlock £1.74 million of investment from the Department for Transport (DfT) to introduce nine electric buses on the park and ride service in Guildford. These new buses came into service in January 2019. The funding award had the additional benefit of boosting the local economy as the fleet was built by a local company, Alexander Dennis.

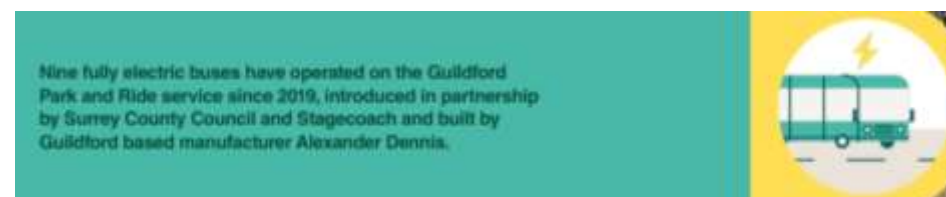
We are therefore committed, alongside our operators, to improve both the passenger comfort and environmental credentials of the bus fleet within Surrey. This is reflected in the council's recent commitment to invest £32.3 million in electric and hydrogen fuel cell buses and £6.3 million to provide electric minibuses for our Demand Responsive Transport operators and other partners.

The first phase of approved hydrogen fuel cell (HFC) buses funded by the County Council will deliver 34 vehicles, at a cost of £16.4 million, which will be leased to Metrobus for use on their network and will be supported by investment in bus priority measures and more real time information. This investment complements a £10 million investment being made by Metrobus, UK Government and the EU Jive 2 Project that is purchasing a combined further 20 HFC buses, plus fuelling infrastructure for use on the Fastway network of services operating in Surrey and Sussex.

Two electric minibuses started operating in March 2022 providing Digital Demand Responsive Transport (DDRT) across the north of Mole Valley. This investment was funded by a Rural Mobility Fund

grant of £0.6 million and local contribution of £0.4 million. Charging infrastructure to support these vehicles is being delivered in partnership with Mole Valley District Council.

Overall, there is currently a diverse range of vehicles in operation within Surrey, with variation in the emissions standards and onboard facilities offered by each. An opportunity therefore exists within the BSIP to improve both the environmental credentials and passenger experience offered onboard, potentially in line with asset renewal.



#### 1.2.1.4. Bus Fares and Ticketing

Bus fares can vary substantially across Surrey, which is to be expected due to the size of the authority and the diversity of the operators within it. Cash single and return fares vary by operator and by operator sub-area, while different operators have a range of differing ticketing products. These complications of fares and overlapping fare zones produce difficulties in providing clear and comprehensive fares information to users and potential customers.

Within Surrey the use of fare zones varies by operator: for example, Stagecoach has fare zones in both Woking and Guildford, whilst Metrobus employ similar fare zones covering Reigate, Epsom, and Horsham. There is currently variability in fares within these zones.

Regarding journeys between towns, the current countywide ticketing offer can be seen as confusing and expensive, with each operator having differing areas covered by their respective tickets



and variable pricing generally in the £7 - £9 range for a day ticket. The BSIP aims to simplify tickets for such journeys.

To support young people and encourage them to use buses more frequently, the option to implement a half fare scheme for young people aged 5 to 20 has been developed and is due to commence in July 2023 with funding approved by the Council for an initial three-year period. The '20 & Under Half Fare Concessionary Travel Scheme' (20UHFCTS) has been agreed by the EP Board in principle and will replace the current Student Fare Card, which grants those in full time education discounted travel on their travel to and from school or college. The 20UHFCTS will support more travel options than the current Student Fare Card as it is available for a wider age range of residents, can be used at any time and is not restricted to trips for education. The 20UHFCTS smartcard will also be issued free to qualifying residents, whereas the Student Fare Card costs £25 per year. The full detail of the scheme will be publicised prior to the scheme going live.

The Government funded £2 flat fare scheme proved popular with residents and we support the extension until the end of October 2023. We also welcome continued Government support for capped fares at £2.50 until November 2024. There is currently no countywide multi-operator ticket. However, the Acorn Ticket introduced by the County Council is available to customers within northern areas of Surrey. This ticket covers most services in the boroughs of Elmbridge, Runnymede and Spelthorne as well as parts of Woking. The Acorn product is currently sold on the bus and offers both day and weekly tickets to be used on participating operators' buses.

A complexity with the Acorn ticket is the interface with TfL services. As TfL do not participate within this scheme, the ticket is unavailable on a high proportion of services running into northern Surrey. Without a countywide multi-operator ticket, customers on

routes with multiple operators must choose between bus operators or pay both operators separately, which can cause either a time or financial inconvenience for the customer.

Overall, due to the diversity of operators within Surrey, a complicated fare structure with a range of ticketing products is prevalent. These fares may offer good value for money within the smaller urban zones within Surrey, but can be expensive for longer journeys, with the complexity of ticketing potentially a barrier to patronage and bus usage. The BSIP will therefore look to simplify the fare structure within the county.

However, there has been good progress towards contactless payments across the bus network, with Metrobus trialling Tap-On Tap-Off payments. This shows the direction with which we want to move with ticketing as part of the Enhanced Partnership.

Surrey was also successful in getting LEP funding to make the Acorn scheme Smart. This will make purchases simpler for passengers and provide usage information for operators and the County Council. There is also the aspiration to expand Acorn to cover Guildford or create a new scheme for Guildford and the surrounding area.

Acorn is not the only multi-operator ticket available. There is also Woking Travelwise that offers unlimited travel in Woking and the surrounding area for £5.80 for an adult and £2.90 for a child. The scheme operates after 9 a.m. Monday to Friday and all day at weekends. Whilst potentially cheaper than the cost of driving and parking, the scheme is not accepted on all services and can only be purchased on the bus, with no prepaid ticket options available.

Making all multi-operator ticketing schemes Smart, with prepayment options, allowing for App use or QR codes, is the next logical step in making travel and payment more convenient for customers.



#### 1.2.1.5. Bus Passenger Information

The County Council provides dedicated public transport information on the [Buses and other transport section of the Surrey County Council website](#). This includes full current timetables, information on services accessing destinations such as hospitals and airports, temporary bus timetable changes, temporary changes due to road works and road closures, concessionary ticketing information and maps of bus services. This information is shown to be valued by regular bus users with the web pages some of the most frequently visited on the council's website.

The County Council has a mature Real Time Passenger Information (RTPI) system with a mix of on-street displays and multi-media displays in town centres, bus stations and hospitals. We propose to further expand this RTPI system to provide more on-street information and secure 100% bus service coverage (currently 95%). Against this target, over 500 RTPI displays were installed in the last year. To further support this, £1.4 million of council funding has been approved for expanding the provision of RTPI across the Surrey network.

Quality of bus stop infrastructure within Surrey is, however, variable, particularly away from the principal network in certain rural areas. This infrastructure is kept in good order, with Surrey's bus stop signage being considered high quality compared to many other provincial areas in England. We currently provide timetables at bus stops across the county, except those managed by TfL. These timetables are kept up to date by County Council staff, with new versions being in place before a timetable change occurs. The provision of bus shelters within Surrey is a mix of responsibilities. Many are Borough or District council responsibility, provided and maintained through area-wide contracts. Provision and quality can be variable, with contracts funded by advertising revenue and at no cost to the local council, but with limited influence by the latter

on where they are sited. Other bus shelters are provided and are the responsibility of the County Council, whilst in the parts of Surrey with Parish or Town Councils, bus shelters can be provided by this third tier of local government.

The BSIP still seeks to widen availability of information and improve provision across the county.

#### 1.2.1.6. Bus Priority Measures

We know that congestion on our highway network can contribute to delays and longer journeys than would be expected, particularly within key towns. Moreover, the number one ask from residents is to ensure the bus turns up when it is supposed to. In responding to this, we have implemented a number of successful bus prioritisation measures across the county, from bus lanes to traffic signal enhancements, bus gates, to parking controls and junction modifications.

A commitment has been made to allocate £9 million of Surrey County Council funding for further bus priority schemes. Using bus operator feedback and data from our real time passenger information system we have been able to identify problem areas and have developed an ambitious programme of bus priority schemes to ensure the bus network can operate reliably and consistently.

We will review additional options as we develop our BSIP, recognising the need to coordinate carefully with plans for wider sustainable travel initiatives, such as those identified within Local Cycling and Walking Infrastructure Plans (LCWIPs).

Recent bus priority studies have been undertaken to identify priority locations and improvement concepts within East Surrey (with a focus on Redhill, Reigate and Horley) and on the A25 Epsom Road corridor north-east of Guildford. These studies have



developed a programme of bus priority improvements which could achieve a tangible improvement for bus services and passengers.

Figure 1.10 provides an example output from the Redhill, Reigate & Horley bus priority corridor study, identifying key areas for improvements with a focus on targeted packages of measures on high-frequency routes with high local importance. Additional information relating to outputs from the bus priority studies can be found in 0.

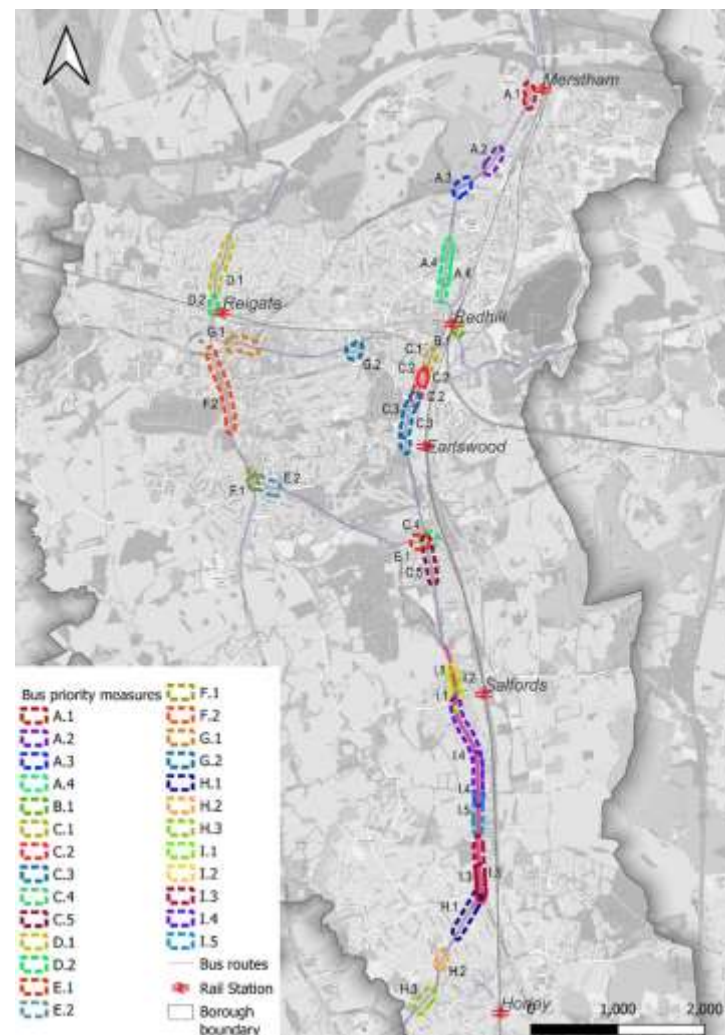
As well as progressing the development and engagement for a first phase of opportunities identified within these bus priority studies, it is planned to undertake similar studies for the following areas to develop a programme of bus priority schemes that have been identified in collaboration with the local operators.

- Guildford and Woking (including surrounding environment) Bus Priority Programme Area
- Blackwater Valley Bus Priority Programme Area
- Wider Elmbridge Bus Priority Programme Area
- North-west Surrey Bus Priority Programme Area (including access to Heathrow)

The next study area, following the finalised work for East Surrey, is Guildford and Woking. This work, as mentioned, is being linked to the LCWIP for the area and this commission is underway, taking a holistic approach in considering potential recommendations for active travel and public transport interventions.

This approach enables the early identification of suitable schemes and coordination with other works within the Country to assist the planning and selection of priority measure to progress whenever funding is available.

**Figure 1.10 Overview of proposals identified for Redhill, Reigate & Horley**





### 1.2.1.7. Demographics

Surrey is an affluent county which consists of 22 towns, with the highest population densities seen in the north of the county. Epsom, Guildford, Woking and Reigate/Redhill are also large population centres situated in more central parts of the county.

Within Surrey the average level of economic inactivity is 36.5%, which is lower than the average level of 39.1% observed in England and Wales. Economic inactivity is however not equally distributed across space, with lower levels of economic inactivity seen in the north of the authority, particularly around the M25 motorway. Conversely, the highest levels of economic inactivity are located in the south and the east of the county in areas where bus services are less frequent.

When considering the Index of Multiple Deprivation (IMD) income domain, 50% of areas within the county are classified in the least income deprived grouping nationally, with less than 1% of areas falling in the most income deprived grouping. As with the general trend, the highest levels of income deprivation are seen within the built-up areas, with lower levels seen in more rural areas, particularly in the west of Surrey.

Regarding age distribution within the population, Surrey is predicted to have declining numbers of residents aged 35 to 54 by 2043 alongside growing over 60s. Children under the age of 15 are also predicted to decline in numbers by 2043 in Surrey. However, it is predicted that there will be increased numbers of males aged 25 to 34 in Surrey by 2043. These changing demographics at each end of the population structure will impact the demand for differing types of bus services, with the network needing to adjust to meet the demands of the changing demographics of the population.

Car ownership in Surrey is 87% compared to the national average of 76% and continues to rise. The proportion of young people that hold driving licences in the UK is declining, for 16-19 year olds this

has dropped from 48% to 31% and for 20-29 year olds 75% to 66%, in 2016. On the other hand, those 40-69 years old have consistently maintained the level of driving licences at 80%. It is unclear whether this is due to changes of behaviour or other factors such as later car ownership.

There are 687,000 cars available to Surrey households, with 13% of households having no car available to them whilst 46% have 2 or more cars (see Figure 1.11). Surrey Heath has the highest car ownership levels in Surrey with 1.68 cars per household and only 10% of households with no car, while 56% have 2 or more. On the other hand, Epsom and Ewell have the lowest number of cars per household at 1.4 (see Figure 1.12) and the lowest proportion of households with 2 or more cars at 41%.

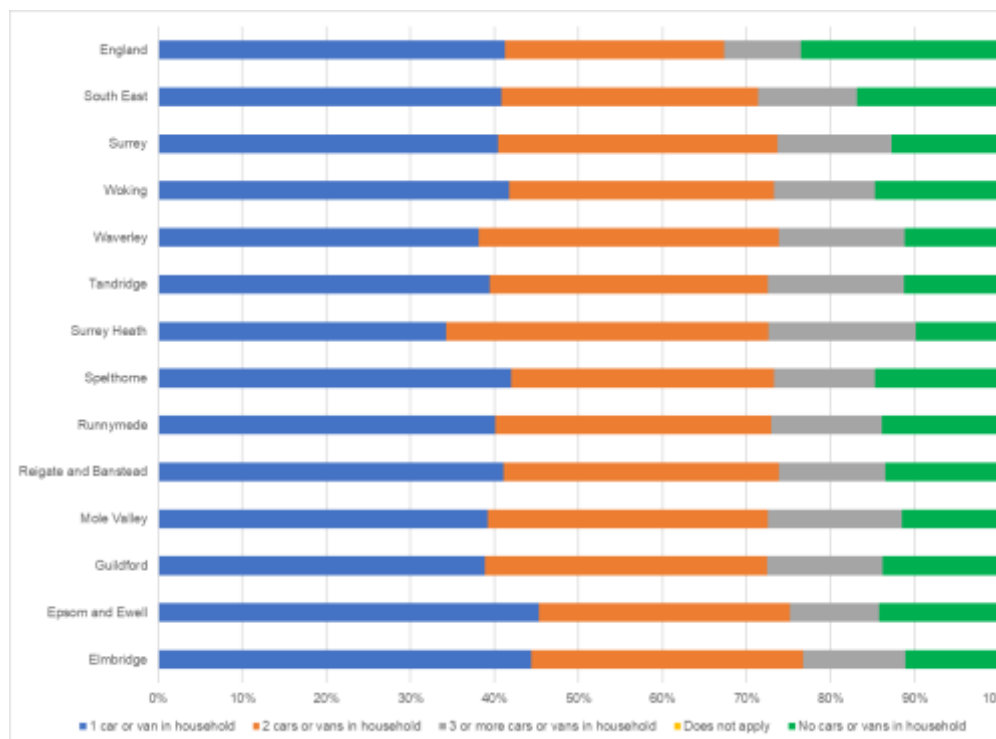
There is therefore, both a challenge and opportunity in Surrey to increase bus patronage. Firstly, an opportunity exists to capture and cater for the growing number of young people who do not have a driving licence and are therefore dependent on public transport or others for transport to opportunities. However, a challenge arises with the lack of clustering of young people, who are more likely to use buses, meaning that providing viable and attractive bus services is difficult. Due to high levels of car ownership in the county, there may be greater difficulty in fostering this modal shift than in other local authorities.

Overall, despite being a county of low levels of deprivation, Surrey still has variable needs for public transport across the districts, particularly in relation to providing connectivity between towns and facilitating socially necessary journeys to facilities such as healthcare facilities and town centres, particularly for the growing elderly population. The demographic profile also suggests there are many workers within the county, with the census analysis suggesting most of these remain within the district within they live. Therefore, there is some scope for the bus service offering to

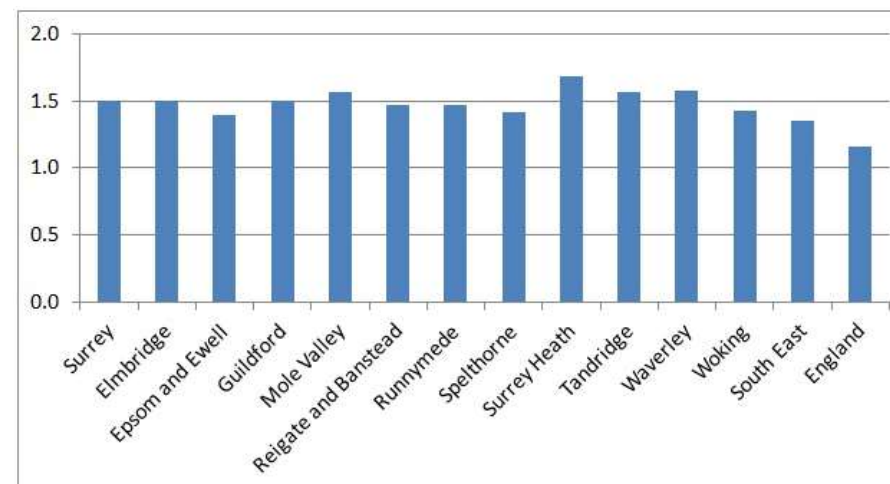


capture journeys within this demographic by fostering modal shift from private vehicles.

**Figure 1.11 Car availability 2011 - households (Source: Surrey-i)**



**Figure 1.12 Average number of cars per household, 2011 (Source: Surrey-i)**



#### 1.2.1.8. Bus Patronage

Bus patronage within Surrey, like elsewhere across the country, has declined within the previous 10 years, with a reduction in passenger numbers by 1 million (-3%) between 2009/10 and 2018/19 (Figure 1.13).

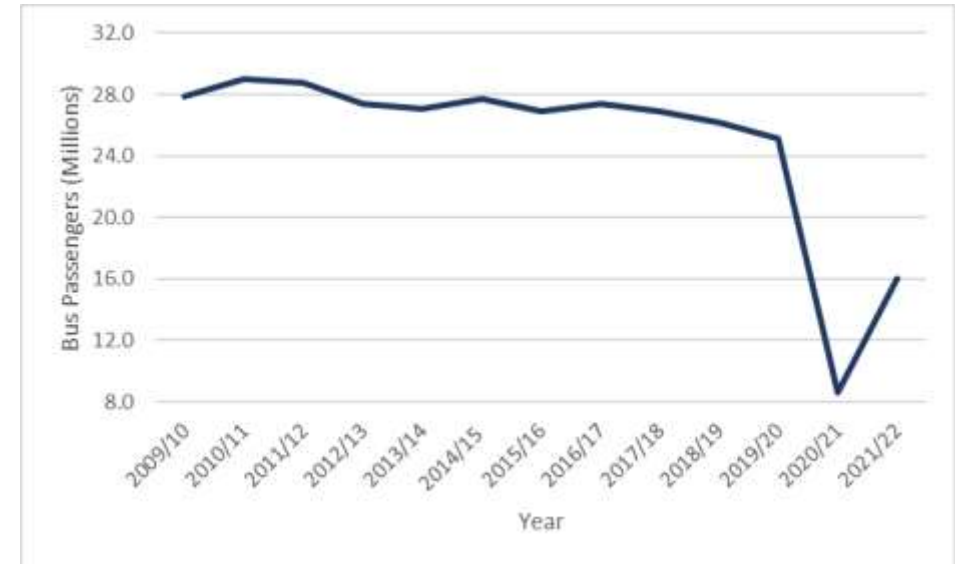
2019/20 represents the period covering the beginning of the COVID-19 pandemic, which continued into 2020/21 and caused a significant change in travel behaviour. Within Surrey this resulted in a fall in bus patronage by 1.1 million to 25.1 million, equating to a 6% reduction in patronage when compared to the previous year. For 2020/21 there were just 8.6 million journeys, representing only 33% of the 2018/19 pre-pandemic trips. In 2021/22, trip numbers increased to 61% (16 million trips) of pre-pandemic trips.

As such, a challenge exists to rebuild confidence in the bus network and encourage customers to return to the bus.



When considering bus ridership alongside levels of car ownership, the bus trip-rate within Surrey is slightly higher than would be predicted against the national average

**Figure 1.13 Bus patronage in Surrey (Source: DfT Bus Stats (BUS01e))**



Within Surrey only 1.6% of commuters travel by bus to work, although census analysis suggests that the majority of workers within Surrey remain within their districts, highlighting scope for an increase in bus patronage on local journeys. This is particularly applicable for Woking and Guildford. The current low frequency of some bus services across the county may contribute to the low numbers of commuters currently using the bus network. There is also scope for working collaboratively with employers and other partners to develop an understanding of travel demand and flows at given times of the day to influence the development of the bus product, particularly to major employment sites in areas such as Guildford.



Of the current bus passengers using the bus network in the county, 22% of these journeys are concessionary passengers which is slightly higher than the national average, although similar to the average for the South East of England, yet slightly lower than comparable authorities.

Nationally, the numbers of concessionary passengers are down and not building back in significant numbers. The bus industry and LTAs are lobbying Government for a nationwide push to encourage these passengers back onto buses.

The measures proposed in our BSIP and the Enhanced Partnership will facilitate a growth in confidence and bus usage in Surrey, aiming to reverse the trend of continual patronage decline and encourage a more diverse range of bus passengers.

#### 1.2.1.9. Factors affecting network performance

We know from bus user and wider resident engagement and consultation that reliability is often the top priority, or issue, influencing people's view on buses as a viable transport option.

We also know from available data that reliability in the county could be significantly improved. Currently 1 in every 4 buses is not running on time, meaning arriving 1 minute early or more than 5 minutes late to timetable. The reasons behind network performance are set out below.

##### 1.2.1.9.1. Aftereffects of the pandemic

The pandemic had a major impact on bus services at a national scale. The scale of the impact is unprecedented and still being felt by operators. Analysis of 2021/22 annual patronage data shows patronage across Surrey at only 61% of the patronage in 2018/19. There are multiple factors influencing passenger behaviour including a move to flexible working and a general reservation from some people to use public transport. Recovering from the

pandemic is going to be a priority for the EP and to build sustainable passenger growth above 2019 levels.

In order to be able to access the Bus Recovery Grant, a fund established to support commercial bus operators in England due to the ongoing financial impacts of COVID-19 from reduced patronage, there was a Government requirement for LTAs to review bus services in their area to ensure they are financially sustainable once the recovery funding ends. Therefore, in mid-2022 a financial review of all bus services was completed in collaboration with our bus operators. This provided information on bus services that were performing and recovering well, those that were getting close to pre-COVID levels, along with those unlikely to ever return to pre-COVID levels of patronage and financial performance. For the bus services in the latter category, alternative options have been developed, including the potential to withdraw sections of route or whole routes. This review was completed against a backdrop of rising costs (fuel, wages, maintenance, etc) that is pushing up operating costs and contract prices, underlining the need to assess all local bus routes and plan for change across the whole bus network in preparation for Government recovery funding ending.

##### 1.2.1.9.2. Congestion

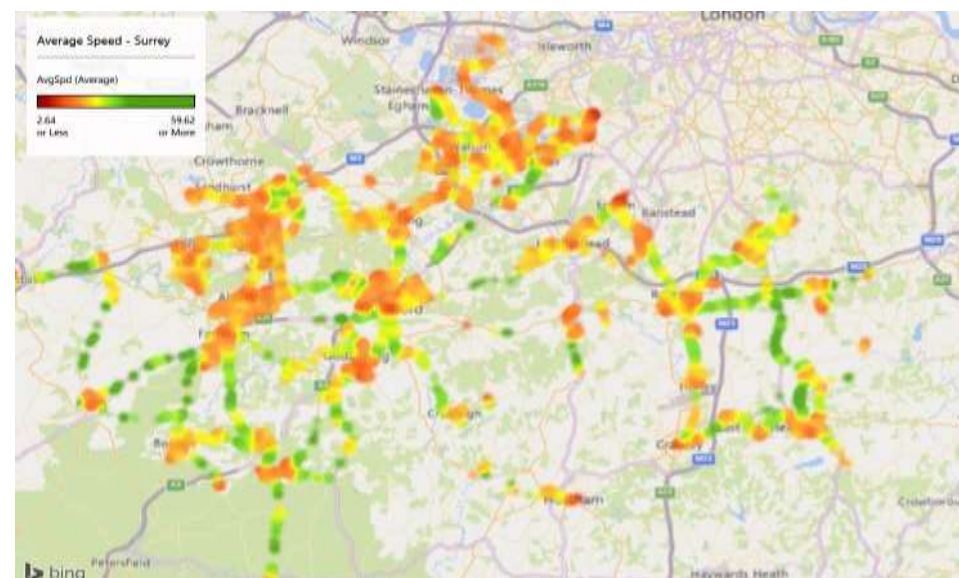
Congestion on locally managed 'A' roads in Surrey is amongst the highest in the country outside London. This has a consequential impact on the punctuality of bus services, particularly at peak times. As seen in the heat mapping from our Real Time Information system (Figure 1.14), there are currently congestion issues on links within five of the larger towns such as Guildford and Redhill/Reigate. Congestion can reduce the reliability of the bus service and increase journey times. An example is the 53 service into Guildford from Bramley, where a timetabled journey is



5 minutes (or 38%) longer during the morning peak compared to the off peak.

Our BSIP will aim to reduce the impact of highways congestion on buses, alongside modal shift facilitating reduced congestion.

**Figure 1.14 Real Time Information Countywide Heat Map**



#### 1.2.1.9.3. Transport for London Services

As previously discussed, TfL provide 24 cross-boundary bus services from Greater London into Surrey. Surrey County Council has limited influence over TfL services within the county, with the fare offer set by the Mayor of London. As such this presents a challenge in ensuring ticketing products within Surrey are equitably priced, as TfL single journeys are often much cheaper than the equivalent on services operating in Surrey. This is even more so apparent with the child ticketing product, where young people under the age of 16 can travel for free on TfL services if they hold a Zip Oyster Card.

An opportunity therefore exists within the BSIP to improve the competitiveness of Surrey's bus offering in the north of the county and to work alongside TfL to achieve this.



#### 1.2.1.9.4. Surrey geography

As stated in our LTP4, Surrey has a unique natural and built environment, including rural, heritage, and agricultural landscapes, as well as urban areas such as Guildford, Woking, Redhill and Reigate.

There is no one dominant urban centre for Surrey. Instead, there are a number of towns that are strongly interconnected, both between themselves and to London, albeit to differing extents. This creates difficulties to provide a bus network that fully satisfies these varied, numerous trip and travel demands.

#### Parking Policy and Enforcement

Surrey County Council has recently brought on-street parking enforcement in-house, beginning in April 2023. These arrangements also cover enforcement of clearways to support the effective operation of bus routes.

There is camera enforcement for bus lanes already in place and plans to expand this as new bus lanes come into use.

To further strengthen our approach to managing traffic effectively, the County Council has submitted a request to the Department for Transport to agree devolved powers to enforce Moving Traffic Offences. These traffic offences, such as driving into and stopping in a Yellow Box Junction, cause delays to other road users with a knock on impact to public transport of causing bus reliability issues. We hope the DfT agree that enforcement of Moving Traffic Offences is an appropriate use of devolved powers and supports public transport and the travelling public more generally.

A partnership approach with the boroughs and district councils is still essential and will be built upon through the Enhanced Partnership to positively influence travel behaviour. This is necessary to ensure that policy decisions made at both county and borough/district levels have a complementary impact on supporting

sustainable transport options as well as the economic health and recovery of town centres. For example, a decision made on reducing the cost of off-street parking in a town centre may undermine the attractiveness of using public transport to travel to that town. Equally, creating the environment for mass modal shift may impact on income from car parks that authorities invest in other necessary services.

#### 1.2.2. Engagement on Current Provision and the BSIP

Over the last 15+ years, the County Council has run multiple public consultations focused specifically on the local bus network and on transport more broadly.

These consultations highlighted that a large section of the public have a reliance on bus provision. Our results reflected the national findings that most people who rely on public transport are most likely to rely on buses. Also, that this is most likely to be older and disabled people, young people and people on low incomes.

For many people without access to a private vehicle, bus travel is their only practical option for accessing facilities such as employment, education and health services, as regular private taxi hire is too expensive, and cycling may be impractical.

In these instances, buses are vital to maintain social inclusion for people to live independent and productive lives.

The way Surrey County Council conducts public consultations on transport has received industry recognition for its quality. This will continue, and be strengthened, through the creation of the Enhanced Partnership and the adoption of a Customer Charter.

In our public consultations we have provided people with details of proposed route changes and asked for suggestions and comments on our ideas. These consultations, even in instances where budgets were under pressure, have resulted in the majority of the



local bus network being retained to serve the communities who rely on them. Route proposals have also been revised, taking onboard resident and stakeholder feedback.

When asking for feedback, resident and stakeholder top priorities have always been:

- Maintaining the current network
- Having buses that are reliable and arrive when they are supposed to
- Increasing frequencies of services and extending operating days and hours
- That the cost of using buses is too high for many people to see them as a viable option
- That the needs of older people and disabled people be at the forefront when considering changes to public transport.

As part of setting up the Enhanced Partnership, a Stakeholder Reference Group has been created. This forms a key part of ensuring the views of groups are heard and play a role in shaping the priorities for the EP.

There will be regular customer satisfaction and other surveys run throughout the life of the EP to check whether the changes and improvements being implemented are being seen and felt by bus users and importantly, whether people are swapping journeys onto buses as a result of investment made.

#### 1.2.2.1. National Bus Strategy - Engagement Survey

Below is a snapshot of views regarding the importance of different factors influencing people's decision on bus use, taken between July and September 2021 to inform the BSIP process. Whilst the response was small, it is reflective of what we have been told through the years of running full, public consultations.

**Table 1.3 BSIP Engagement Survey Results**

Factor	% people stating factor is Important or Very Important
The bus arrives at my stop on time and gets me to my destination when it is supposed to	98%
Information about bus services, where they go, frequency, etc, is easily available through a range of channels	94%
Buses run when I need them, such as weekends and evenings	93%
Buses are frequent enough meaning I don't need to be concerned about long waiting times	92%
Bus fares and ticketing options are simple and easy for me to understand, with the information readily available through different means	85%
I can easily find out how much my journey will cost, and I can pay in a variety of ways, such as on the bus, on-line, on my smart phone, etc	81%
Connections between buses to trains and trains to buses	78%
The bus is well presented and clean	76%
When waiting for a bus, it is safe and comfortable to so, as bus shelters and seats are provided	74%
Buses are driven by friendly staff, with modern vehicles offering good on-board facilities, such as wi-fi, mobile phone charging points, etc.	58%
The bus is operated using 'green fuels', such as electric or hydrogen fuel cell buses	54%

#### 1.2.2.2. Future Bus Network Review – Consultation

A public consultation was undertaken between 07 November 2022 and 06 January 2023 to obtain views from the public and stakeholders in relation to:

- Investment into bus routes and supporting infrastructure



- Maintaining or changing bus services where relevant to increase patronage or better reflect existing patronage
- Expanding the number of Digital Demand Responsive Transport (DDRT) services for a more flexible transport offer to residents

Analysis of the consultation feedback has identified there is very positive support for investment in buses. Over 70% of respondents stated they Agreed or Strongly Agreed with the proposals for investment. With over 60% then stating they would use buses more frequently.

It should be noted that many respondents did not suggest new bus priority infrastructure in their local area but rather that there be more and more frequent bus routes than currently available.

Most of those suggestions for new or extended bus timetables were focused on more rural parts of the county. It is likely that people responding from more rural areas asking for more investment were also responding to the proposals on service reductions in those same areas.

Residents and stakeholders wanted a focus on Real Time Passenger Information. Stakeholders particularly want prioritised investment in the React System. This is in place in Brighton and allows people with visual impairments to activate a sensor at bus stops that can announce the information displayed on the real time information board. This can be activated using a key fob or mobile phone app.

Another suggestion was to make more information available online for people to use prior to and during their travel. Bus data is already Open Source and is available over the Bus Open Data Service (BODS).

#### 1.2.2.3. NHT 2022 Survey

More broadly, Surrey County Council is part of the National Highways & Transport Network (NHT) which conducts research into customer satisfaction with the transport network within Surrey.

Recent survey results in 2022 indicate that people are most satisfied with their personal safety, quality and cleanliness of buses and quality of the bus stops. Contrastingly, those surveyed are least satisfied with the quality of public transport information, including journey planning information and the frequency of the bus services.

**Table 1.4 Top and bottom two NHT satisfaction factors in Surrey (2022)**

Factor	Satisfaction	Above or Below National Average
<b>Personal safety on the bus</b>	67%	↗ +2%
<b>Quality and cleanliness of buses</b>	65%	↗ +4%
<b>Frequency of bus services</b>	50%	↘ -2%
<b>Public transport information</b>	30%	↘ -4%

#### 1.2.2.4. Transport Focus “Your Bus Journey” Survey

It was agreed that Surrey would take part in the updated bus passenger survey undertaken by Transport Focus. This survey takes place through 2023 so will provide a full year of data from people traveling on and waiting for buses.

An early cut of the responses show that satisfaction levels overall are higher than seen from the NHT responses at 81%. However, this drops to 61% when asked about Value for Money.

The survey also covers other aspects of bus use that will be monitored throughout the year.

This survey data will provide a truer reflection of the views of bus users compared to the sampling method of the NHT Survey where it is sent to random Surrey residents and covers multiple transport modes.





### 1.2.3. Comparison to BSIP Outcomes

BSIP Outcomes	Current Offering	Aspiration
<b>More frequent and reliable services</b>	<ol style="list-style-type: none"> <li>1. A limited number of bus services which are more frequent than hourly for most of the day.</li> <li>2. Limited Sunday and evening services.</li> <li>3. Partial offering of bus priority, particularly when considering congestion in the county.</li> <li>4. Some Demand Responsive Transport (DRT) services with some experience in coordinating and funding these services.</li> </ol>	<ol style="list-style-type: none"> <li>1. Increasing the hours of operation of services to provide for journeys throughout the day and into the evenings and at weekends.</li> <li>2. Improve the daytime frequency of identified Category 1 services to at least half hourly.</li> <li>3. Invest in bus priority corridors, for example in Guildford or on the A23 Redhill to Gatwick corridor, to improve reliability of bus journeys.</li> <li>4. Review areas served by lower frequency services to assess their sustainability and opportunities to introduce DDRT.</li> </ol>
<b>Improvements to planning / integration with other modes</b>	<ol style="list-style-type: none"> <li>1. There are current efforts made to ensure integration between both bus and rail timetables, where practicable.</li> <li>2. Careful planning undertaken for socially necessary services, in which the County Council already invest significant amounts of funding.</li> <li>3. Generally, services in the county are simple, but there are some routes with confusing route designators (numbers) which could be simplified to help non-users.</li> <li>4. No current provision of integrated Mobility Hubs.</li> </ol>	<ol style="list-style-type: none"> <li>1. Work with bus and rail operators to ensure bus services offer interchange potential at our railway stations, which reflect changes to railway timetables due to the frequency of services at most of the county's railway stations.</li> <li>2. We are committed to expanding and reviewing our supported service network, using our proposed three-category hierarchy to prioritise service improvements based on maximising outcomes for users and potential for increasing passenger journey numbers.</li> <li>3. Work with operators to review service numbering and identify opportunities for practicable changes.</li> <li>4. Look at strategic locations suitable to become Mobility Hubs. Guildford Bus Station, as a proposed option.</li> </ol>



BSIP Outcomes	Current Offering	Aspiration
<b>Improvements to fares and ticketing</b>	<ol style="list-style-type: none"> <li>1. A mixed ticketing offer with a range of prices and fare zones, including no multi-operator ticket for the whole county.</li> <li>2. Challenges with integrating ticketing with TfL services.</li> </ol>	<ol style="list-style-type: none"> <li>1. The County Council will expand the Acorn (or similar) multi-operator multi-journey ticketing scheme with a standardised product and cost across a wider area. However, the ultimate ambition is for contactless Tap-On and Tap-Off charging with daily and weekly capping.</li> <li>2. We will investigate ways in which to make our products more competitive against those offered by TfL and engage with TfL as appropriate.</li> </ol>
<b>Higher specification buses</b>	<ol style="list-style-type: none"> <li>1. Surrey currently has a mixed bus fleet with varying degrees of emission standard.</li> <li>2. SCC has a proven track record on decarbonising the bus network and has championed zero-emissions buses.</li> <li>3. Passenger amenities are variable on bus services, although not all services have CCTV for enhanced passenger safety.</li> <li>4. Variable quality of bus stops and shelters throughout Surrey, although there is a relatively high satisfaction rating from passengers in regard to personal safety.</li> <li>5. Surrey has a range of tourist attracting sites, however, bus provision and integration with other modes is limited.</li> </ol>	<ol style="list-style-type: none"> <li>1. SCC will continue to work with operators to modernise fleets to the most appropriate vehicle for the given route, focusing on cleaner and greener technology, and using our own and operator investment to accelerate their introduction.</li> <li>2. We are using the BSIP as a catalyst in our commitment to decarbonisation through the 'Greener Futures' strategy that lays out a roadmap for achieving our goal of net zero carbon by 2050.</li> <li>3. Next stop audio and visual announcements and CCTV provision on buses will be mandated as a condition of contract. We will work with operators to upgrade amenities on buses, including facilities such as Wi-Fi and USB charging.</li> <li>4. We will work closely with Borough and District councils to improve bus stop infrastructure; this will include shelter provision, improved facilities and information alongside safety interventions such as improved lighting and personal safety measures.</li> <li>5. SCC will work with bus operators and leisure attractions to understand the need for transport and potential opportunities to encourage the use of the bus to these sites.</li> </ol>



BSIP Outcomes	Current Offering	Aspiration
<b>Improvements to passenger engagement</b>	<ol style="list-style-type: none"> <li>1. SCC has engaged extensively with stakeholders in the past 15 years and has received recognition for the quality of this engagement from the industry and user groups.</li> <li>2. Customer satisfaction surveys are, however, not held on a regular basis.</li> <li>3. SCC provides extensive bus information, but this scores poorly on customer feedback surveys particularly from infrequent or non-bus users.</li> </ol>	<ol style="list-style-type: none"> <li>1. A Stakeholder Reference Group has been created. This forms a key part of ensuring the views of groups are heard and play a role in shaping the priorities for the Enhanced Partnership. Our passenger charter will be informed by these stakeholders.</li> <li>2. Regular customer satisfaction and other surveys will run throughout the life of the EP to check whether the changes and improvement being implemented are being seen and felt by bus users in a positive way.</li> <li>3. We will continue to develop and enhance the information provided by the council regarding bus services, ensuring that this is improved both digitally and by traditional mediums. There will be more focus on marketing and promotion of the bus offer, through digital means including social media and in print.</li> </ol>



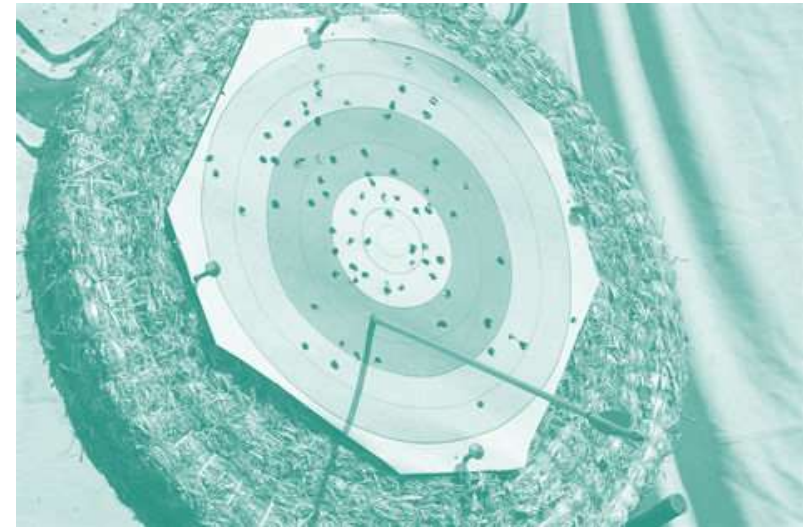
## 1.3. Headline targets

### 1.3.1. Context

The DfT key targets have been selected as the primary indicators of progress and performance within our BSIP. We have baselined each of these figures using data provided to DfT, to us directly from operators and from our Real Time Passenger Information system and supplier. We also have information from being part of the NHT Network Survey on overall satisfaction with bus use.

We have good confidence in the data provided, despite there being some gaps, and have created baselines for the following areas to monitor against:

- Average speed of trip
- Percentage of services arriving within the target time as set by the Office of the Traffic Commissioner
- Passenger numbers as standardly reported as single trips
- Overall passenger satisfaction



The targets specified within the 2021 BSIP were linked to anticipated improvements that would be realised with the associated funding request. As it was subsequently announced that Surrey would not be allocated any BSIP funding, the targets have had to be revised in line with what is achievable within current constraints, including funding availability.

As noted in Section 1.2.1.6, Surrey County Council has allocated internal funding for an initial phase of bus priority measures and is also undertaking bus priority studies to identify opportunities for future measures, in collaboration with local operators. As a result, SCC will identify a programme of potential improvements which can be delivered to achieve tangible benefits for passengers if further funding becomes available.



### 1.3.2. Target 1: Journey average speed

Location	2019/20	Target for 2024/25	Target for 2026/27	Target for 2029/30	Notes
<b>Countywide</b>	14.53mph	+2%	+3%	+6%	Increasing average journey speeds across the county is a complex mix of investment in bus priority, which takes time to plan, design and deliver, and analysing journey patterns and demand to review timetables and service provision.
<b>East Surrey Bus Priority Programme Area (with a focus on Redhill and Reigate)</b>	10.61mph	+8%			Funded capital improvements using SCC funding.
<b>Guildford and Woking (including surrounding environment) Bus Priority Programme Area</b>	12.73mph		+5%		Funded capital improvements using SCC funding.
<b>Blackwater Valley Bus Priority Programme Area</b>	14.28mph			+7%	No BSIP or local funding allocation to support bus priority measures to support delivery against this target until future years.
<b>Wider Elmbridge Bus Priority Programme Area</b>	15.90mph			+5%	No BSIP or local funding allocation to support bus priority measures to support delivery against this target until future years.
<b>North-west Surrey Bus Priority Programme Area (including access to Heathrow)</b>	15.19mph			+5%	No BSIP or local funding allocation to support bus priority measures to support delivery against this target until future years.

Data obtained from the Real Time Passenger Information system



### 1.3.3. Target 2: Reliability

Location	Nov-19	June-21	Target for 2024/25	Target for 2026/27	Target for 2029/30	Notes
<b>Countywide</b>	73%	85.5%	88.5%	89%	90%	
<b>East Surrey Bus Priority Programme Area (with a focus on Redhill and Reigate)</b>	75.1%	87.7%	90.7%			Funded capital improvements using SCC funding. Operator effort in changing timetables to improve reliability in response to travel habits, pinch points and wider industry factors, such as driver availability.
<b>Guildford and Woking (including surrounding environment) Bus Priority Programme Area</b>	78.5%	87.2%		90.2%		Funded capital improvements using SCC funding. Operator effort in changing timetables to improve reliability in response to travel habits, pinch points and wider industry factors, such as driver availability.
<b>Blackwater Valley Bus Priority Programme Area</b>	76.9%	89.7%			92.7%	No BSIP allocation to support bus priority measures to support delivery against this target at this time. Operator effort in changing timetables to improve reliability in response to travel habits, pinch points and wider industry factors, such as driver availability.
<b>Wider Elmbridge Bus Priority Programme Area</b>	71.7%	78.2%			81.2%	No BSIP allocation to support bus priority measures to support delivery against this target at this time. Operator effort in changing timetables to improve reliability in response to travel habits, pinch points and wider industry factors, such as driver availability.
<b>North-west Surrey Bus Priority Programme Area (including access to Heathrow)</b>	65.2%	71.5%			74.5%	No BSIP allocation to support bus priority measures to support delivery against this target at this time.



Location	Nov-19	June-21	Target for 2024/25	Target for 2026/27	Target for 2029/30	Notes
						Operator effort in changing timetables to improve reliability in response to travel habits, pinch points and wider industry factors, such as driver availability.

Data used are snapshot figures from actual monthly reliability figures from operators.



#### 1.3.4. Target 3: Passenger numbers

Location	2022/23	Target for 2024/25	Target for 2026/27	Target for 2029/30	Notes
<b>Countywide</b>	25.2m	26m	27m	28.78m	
<b>East Surrey Bus Priority Programme Area (with a focus on Redhill and Reigate)</b>	3.62m	3.85m			Funded capital improvements using SCC funding.
<b>Guildford and Woking (including surrounding environment) Bus Priority Programme Area</b>	7.24m		8.53m		Funded capital improvements using SCC funding.
<b>Blackwater Valley Bus Priority Programme Area</b>	2.05m			2.30m	No BSIP allocation to support bus priority measures to support delivery against this target at this time.
<b>Wider Elmbridge Bus Priority Programme Area</b>	1.87m			1.96m	No BSIP allocation to support bus priority measures to support delivery against this target at this time.
<b>North-west Surrey Bus Priority Programme Area (including Access to Heathrow)</b>	2.21m			2.39m	No BSIP allocation to support bus priority measures to support delivery against this target at this time.

Countywide figure shown is as reported to the Office of the Traffic Commissioner and DfT.

Other figures provided are from monthly data supplied by operators.



#### 1.3.5. Target 4: Average passenger satisfaction

Location	2018/19	2019/20	2023/24	Target for 2024/25	Target for 2026/27	Target for 2029/30	Notes
Countywide	60%	56%	80%	82%	84%	88%	<p>2018/19 and 2019/20 figures taken from the NHT survey.</p> <p>Having joined the Transport Focus 'Your Bus Journey' survey this year, the results of those surveys throughout the year will be used to provide the overall satisfaction figure.</p>



### 1.3.6. Monitoring and Reporting

Our performance and progress against these targets will be monitored and reported every six months. The six-monthly monitoring dates will be set at March and September each year. To allow for data analysis and the compilation of progress reports against targets set by the County Council the formal reports will be made publicly available by the end of May and October respectively each year. [The results will be published on the Surrey County Council website](#) and also in our annual BSIP updates.

Focusing on Passenger Satisfaction, previous satisfaction has been captured as a countywide figure through being part of the annual NHT Survey. From the start of the EP and going forward, where there is investment being made in key locations, separate surveys will be undertaken to create a new baseline satisfaction level for those specific areas. These can then be used alongside countywide satisfaction levels to highlight areas that may be replicated across the county to boost satisfaction through a targeted approach.

As an aspiration for the Enhanced Partnership, we want to undertake more regular and more localised satisfaction surveys. This will focus on those routes and areas covered by capital investment. Previously, satisfaction surveys would be undertaken by operators and the LTA infrequently or, for the LTA, as part of the NHT Survey. More regular surveys, linked to the investment and other interventions, can highlight how changes are improving satisfaction. Alongside other measures we can more easily see what interventions are the most effective at boosting satisfaction and patronage.

Starting this year, we have joined the Transport Focus 'Your Journey' survey. This will provide crucial insight in how passengers in Surrey use and value the bus services and facilities they use.

Consideration has been given to how best to monitor journey times in future. Where significant bus priority measures are made, particularly bus lanes, bus journeys can be somewhat insulated from congestion meaning there is little in the way of journey time improvement because journeys are reliable and close to the timetable. We will take average journey times for sections of bus route and measure against average journey times of cars over the same trip. Data is available from our Real Time Information and from mobile phone data for car journeys.

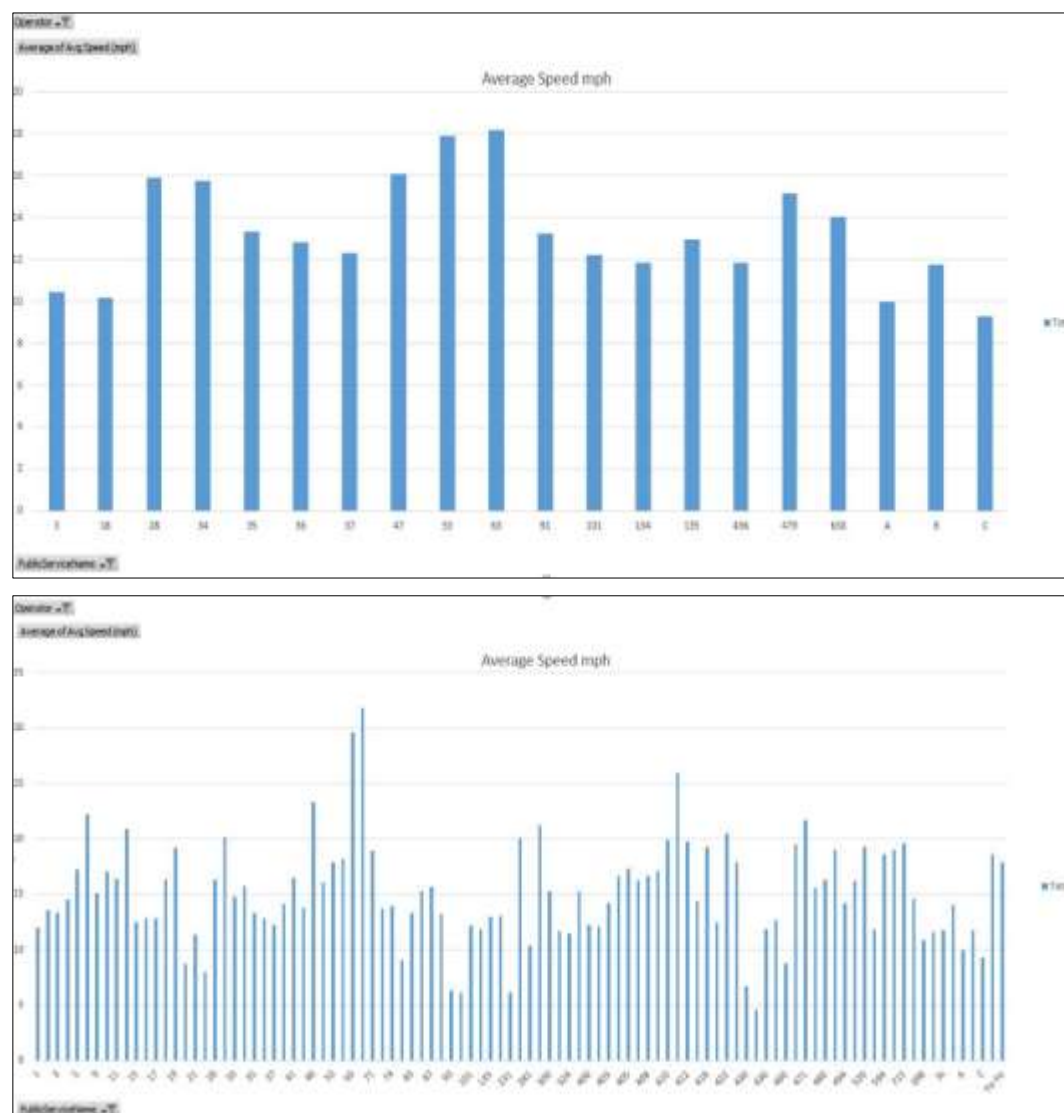
Using the information and heat mapping available from our Real Time network we can also measure and monitor the average level of time variation across whole routes or sections of route to see where there is the greatest level of time variation. Whilst this may be more difficult to explain than reducing journey times or increasing average speed, this will enable us to focus on specific locations within our target areas, down to the level of trips between specific stops, to show where trip reliability is improving. This, alongside monitoring average speed, will provide excellent metrics to monitor success of interventions against as it will show the locations most likely to create delay and impact reliability against that service's timetable, as well as other services along the same section of road.

We also have the ability to measure data at a more detailed level, for example, not simply using a daytime average but looking at a breakdown at different times of day and the variation between times of day.

Some examples of data on average speed collected by operator and then by route are included in Figure 1.15. Graphs are indicative of the average speed for a sample of routes and then for all routes in the county.



**Figure 1.15 Examples of data collected on average speed**





## 1.4. Delivery

### 1.4.1. Local Transport Plan Context

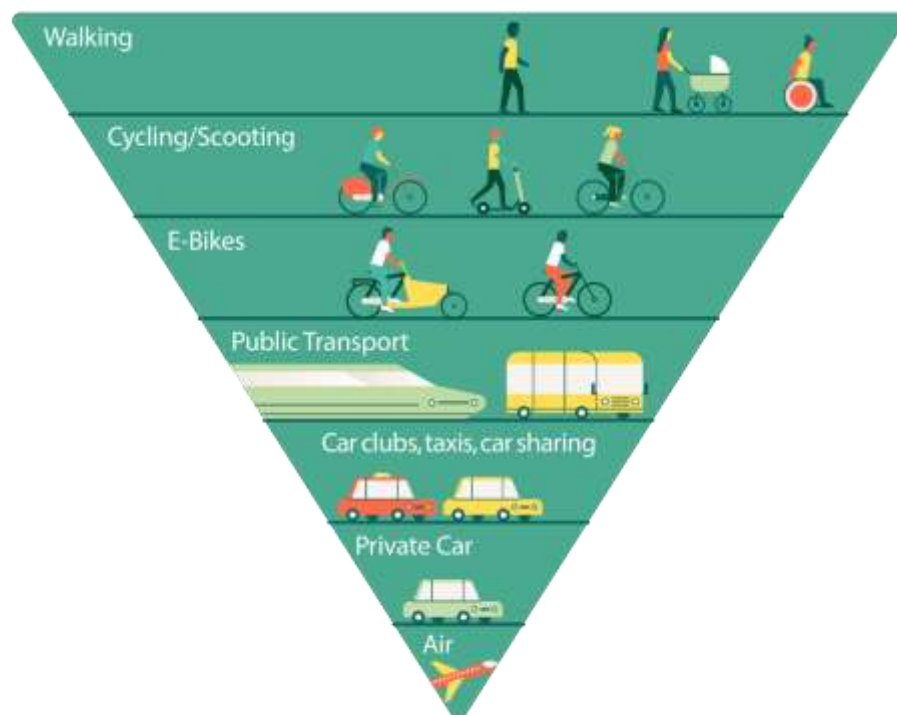
As stated, the BSIP provides the Bus Strategy for our ambitious LTP4 and is integrated into the plan to ensure efficiency and effectiveness of delivery.

The delivery of improved bus services across the county to form the core of an integrated public, shared and active transport system will be at the heart of successfully delivering our LTP4 and achieving the four key objectives of decarbonisation, sustainable growth, well-connected communities and clean air and excellent quality of life, as shown in Figure 1.16.

**Figure 1.16 LTP4 Objectives**



The Sustainable Travel Hierarchy shown in Figure 1.17 forms a core component of the LTP4. It reflects our recognition of the importance of improving provision of bus and other sustainable modes to improve accessibility and achieve mode shift away from car travel. The LTP4 sets out Surrey County Council's commitment to developing measures to prioritise and support these modes, including delivering improvements in bus services across the county.



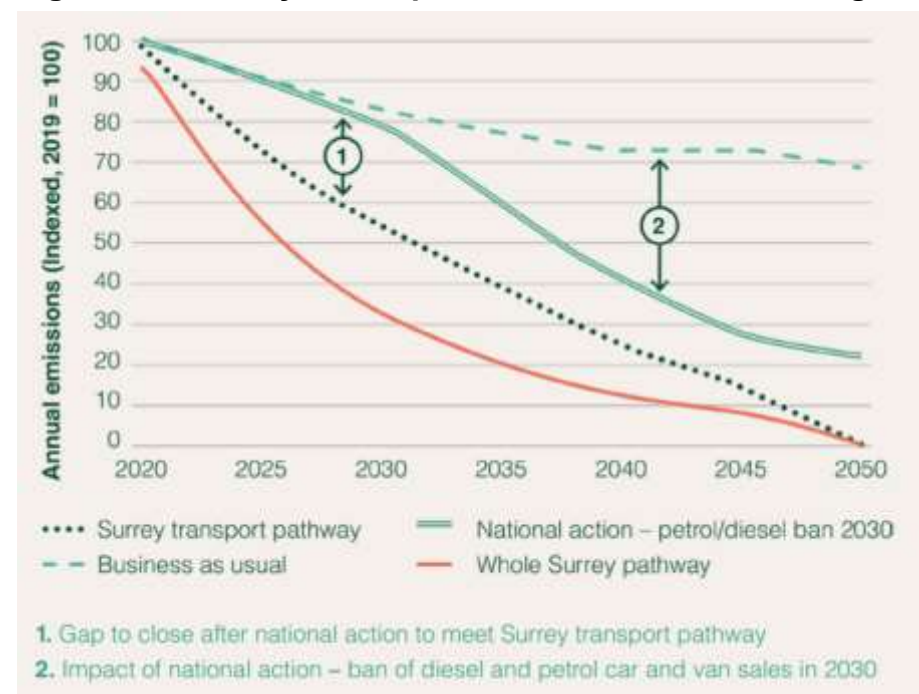
**Figure 1.17 Sustainable Travel Hierarchy**

Delivering improved bus services and shifting travel to more sustainable modes will contribute to each of the four LTP4 objectives by improving accessibility and reducing traffic through mode shift.

In particular, achieving a mode shift to bus from car travel is one of the key available options to reduce transport carbon emissions rapidly. Bus improvements therefore have an important role to play in closing the gap between our forecast emissions trajectory and the trajectory we need to follow to meet the carbon reduction

targets set out in Surrey's Climate Change Strategy, as shown at point 1 in Figure 1.18.

**Figure 1.18 Surrey's transport decarbonisation challenge**



The LTP4 emphasises the need to close the gap quickly to limit cumulative emissions within Surrey and ensure that we stay within our carbon emissions budget and limit our contribution to climate change. The potential to achieve rapid change through mode shift means that the proposed bus improvements set out below are an important component of our strategy to decarbonise Surrey's transport sector and close the emissions gap.

Despite not being awarded BSIP funding, Surrey County Council has allocated internal funding and will continue to explore opportunities for further funding such as capital pipeline funding as



already referenced, bus operator commitments, our local bus budget revenue, developer and other funding sources. The Council may also choose to allocate further funding as part of the implementation of LTP4. Internal funding will be used both to deliver improvements that will support decarbonisation, and also to develop a programme of measures that could be implemented when additional funding opportunities become available.

Subject to feasibility and funding we will implement the measures set out below. For ease, we have categorised these using the titles from the DfT 'Overview Table' provided.

#### 1.4.2. Make improvements to bus services and planning

##### 1.4.2.1. More frequent and reliable services

###### Review service frequency

We will use our bus route hierarchy, set out in this plan, to focus investment where it will achieve the biggest impact. Generally, we will focus at least 75% of new capital and revenue investment on improvements related to Category 1 services. We will use any enhancement funding so that, in general, Category 1 services will operate at least every 30 minutes during the daytime, and hourly at evenings and on Sundays. Also, we will provide some enhancement funding for selected Category 2 services for specific reasons.

Focusing on Category 1 and 2 services, we will consider with key employers and bus operators the extent to which bus services meet the needs of staff working shifts – for example, does the first bus in the morning enable staff to reach the first shift? We will seek opportunities and funding to provide more comprehensive services where required to allow people to better access employment opportunities.

We will also focus our efforts within the future Enhanced Partnership schemes to remove any wasteful duplication and prevent over-provision where appropriate/feasible.

Subject to feasibility and funding we will implement the service frequency improvements set out below:

Title of scheme	Detail on aspiration
<b>Category 1 Bus Service Enhancements</b>	<p>Where not already operating at this level - To enhance selected Category 1 services to operate up to every 30 minutes, Monday to Saturday, at least hourly 19:00 to 23:00 and hourly on Sundays.</p> <p>This will boost patronage through increasing services making them more attractive to a wider set of residents.</p> <p>We will work with our operators to identify the services which have the best prospects for becoming financially sustainable in the long-term and towards which the available BSIP funding should be directed. Category 1 services are listed in the Service Hierarchy Annex.</p>
<b>Category 2 Bus Service Enhancements</b>	<p>Introduce selected enhancements to Category 2 Services to increase frequency and extend operating hours and days of operation.</p> <p>We will work with our operators to identify the services which have the best prospects for becoming financially sustainable in the long-term and towards which the available BSIP funding should be directed.</p>



## Increase bus priority measures

Reliable journey times are a key consideration in drawing potential passengers to public transport. Improving bus priority through measures such as bus lanes, traffic signal prioritisation, traffic management alteration and bus gates can all play a key role in improving reliability.

We have already implemented many bus priority measures across the county and have recently already allocated £9 million funding for further priority schemes within the Council's capital pipeline. This funding will be targeted at the Category 1 services that we propose to enhance as detailed and will support the aspirations for additional investment as set out in Table 1.5.

We are proposing additional bus priority measures and pro-bus traffic management where necessary and deliverable, evidenced by operator feedback on congestion pinch points on the highway network. This will be further evidenced through the data available from the Council's Real Time Passenger Information system, also recognising the need to coordinate carefully with plans for walking and cycling priority. It is likely that bus priority will be focussed on known hotspots and on key corridors served by Category 1 services. SCC has advanced feasibility studies in Guildford and Redhill/Reigate and identified bus lanes schemes to be taken forward to detailed design and delivery within this programme.

The two examples from the east of Surrey below demonstrate the importance of bus priority to service reliability and the influence of traffic congestion on reliability:

- Route 420, Lower Kingswood to Reigate, has an average journey time on the morning peak on school days of 27 minutes. Off peak journeys take 10 minutes on average

- Route 100, Horley to Redhill, has an average journey time in the morning peak of 39 minutes on weekdays. Off peak journeys take 26 minutes.

The NBS puts a strong emphasis on the importance of priority and reliability and highlights the need to keep routes clear of parking and loading activities and to enforce bus lane rules. This enforcement is currently challenging as it relies on limited police resources. We welcome the opportunity to consider how to undertake enforcement ourselves, as the Government moves to make more enforcement powers available to us. The County Council are in the process of submitted a request to the DfT for additional enforcement powers for Moving Traffic Offences. This will cover camera enforcement at key junctions so that instances of poor driver behaviour causing delays to bus journeys, and other road users, can be deterred with the risk of a Penalty Charge Notice.

As of April 2023, the County Council has taken over the responsibility for decriminalised on-street parking enforcement.

The enforcement contract gives us flexibility to direct enforcement resources as needed depending on the competing demands around the county. Civil Enforcement Officers (CEOs) will mainly carry out routine patrols which will pick up bus infrastructure around locations such as town centres as they go. This will help improve compliance levels and make it less likely people will risk parking on a bus clearway.

In some cases, targeted enforcement might be more appropriate, using input from operators to plan enforcement activity at the right places and times of day.

In due course there will also be an ANPR (Automatic Number Plate Recognition) camera car that can be used for targeted enforcement of clearways where needed.



The contract will give us a greater enforcement presence for longer periods of the day/week which should also help keep bus routes/parking restrictions working better.

We also have the ability to put in bus lane/gate cameras where needed and also put in waiting restrictions to aid bus movement as part of the parking review process.

There are currently 13 bus lanes in Surrey with camera enforcement operational on the High Street in Woking. Two further bus lanes in Guildford proposed for camera enforcement have been consulted on recently, with the consultation closing on 4 April 2023. An expansion of camera enforcement, alongside an expansion of bus lanes in the county will contribute to improving journey times and reliability.

Alongside the other measures we are looking to implement as part of the Enhanced Partnership, this will encourage people to make more journeys by bus.

Subject to feasibility and funding we will implement the bus priority programmes set out below in Table 1.5.

**Table 1.5 Priority areas for bus priority measures**

Title of scheme	Detail on aspiration
<b>East Surrey Bus Priority Programme Area (with a focus on Redhill and Reigate)</b>	Junction improvements, bus lanes, intelligent bus priority at traffic signals, bus friendly traffic management; A23 from Gatwick, Horley, Redhill, Merstham; A217 Gatwick, Horley, Reigate; Services Fastway 20/100/315/400/420/422/424/430/435/460

Title of scheme	Detail on aspiration
<b>Guildford and Woking (including surrounding environment) Bus Priority Programme Area</b>	Junction improvements, bus lanes, intelligent bus priority at traffic signals, bus friendly traffic management; A25 Epsom Road; town centre to University/Research Park corridor (SMC1); A320/A322/A323/A246/A247/A3100/ A25/A31 corridors; all bus services to/through Guildford and Woking
<b>Blackwater Valley Bus Priority Programme Area</b>	Junction improvements, bus lanes, intelligent bus priority at traffic signals, bus friendly traffic management; Farnham, Ash, Frimley, Camberley corridors including roundabout improvement at A325 Frimley; improved public transport access to/from Frimley Park Hospital roundabout improvement at Frimley; services 1/2/3/4/5/11/17/18/19/34/35/194
<b>Wider Elmbridge Bus Priority Programme Area</b>	Junction improvements, bus lanes, intelligent bus priority at traffic signals, bus friendly traffic management; A244/A245/A307/A309/A317 bus corridors
<b>North-west Surrey Bus Priority Programme Area (including Access to Heathrow)</b>	Junction improvements, bus lanes, intelligent bus priority at traffic signals, bus friendly traffic management; A308 Sunbury Cross, Crooked Billet

The five areas in which we propose to invest bus priority measures to support bus service development are areas with high levels of



employment and economic activity, albeit with pockets of deprivation, generally lower levels of car availability. higher population densities and higher levels of highway congestion. Two areas, the East of Surrey and North-West Surrey, are close to Gatwick and Heathrow Airports respectively.

Should additional funding be available these areas can be expanded to cover more of the county.

Additionally, as part of Decriminalised Parking Enforcement, we will introduce priority enforcement of bus stop clearways and other key locations. Enforcement will be targeted at specific locations and times of day where there is significant service disruption.

Other highway measures can also help to reduce journey times and make bus services more reliable. Often a simple review of a route involving bus drivers and inspectors can reveal locations where buses are delayed by illegal parking, waiting and loading or inappropriate kerbside regulations, including areas where simple changes to kerb geometries and traffic calming measures can assist buses. Focusing on the priority investment areas, we will undertake a review of an area each year. This will provide an ongoing programme of investment and delivery for bus priority measure in those locations where the LTA and operators believe there is the most potential for passenger growth. As mentioned earlier in this plan, these reviews will take place in conjunction with the LCWIPs to ensure public transport and active travel are considered together and identify any potential net gains from coordination of delivery, in line with the required outcomes of LTP4.

As part of this process, we will also review bus stop layouts, seeking solutions where buses experience delays in pulling away from bus stops or where they find difficulty in accessing the kerb to allow wheelchair-bound users to board and alight. We will also

review phasing of traffic signals to optimise public transport movements.

With all these schemes and proposals, we will deliver schemes in liaison with neighbouring highway authorities in order to achieve a 'whole route' approach where boundaries are crossed. In this way we hope to maximise the benefit to bus passengers.

We will also lobby for strategic infrastructure enhancements where these benefit bus services. One example is the re-use of the existing or provision of a new Heathrow Southern Access Tunnel, which it is considered would benefit buses accessing the Airport from the south very substantially, benefiting a range of local and strategic passenger movements.

#### Increase demand responsive services

Demand Responsive Transport services can serve an identified route and timetable but can also operate flexibly. They will only run if passengers pre-book a journey and they will only serve those parts of the routes required by bookings. If well designed and well publicised, they can provide an efficient and flexible service.

Surrey County Council has invested £0.4 million in addition to the £0.6 million from the Department for Transport's Rural Mobility Fund and launched a Digital Demand Responsive Transport (DDRT) in rural areas in the Mole Valley District, especially in West Leatherhead using EV minibuses. Known as 'Mole Valley Connect', the aim of this service is to increase accessibility and choice for bus travel in the more remote areas of that are currently served by limited and infrequent services. These areas include Woodlands Road, Randalls Road, Dorin Court and Springfield Business Park

There are no fixed routes on this service, instead the service allows a user or a group to request a mini-bus for a specific journey of their choice, to elsewhere in Leatherhead and



surrounding areas, Monday to Saturday between 07.00 – 19.00. The minibuses are accessible and are available on demand by booking via an app, by telephone or online. Registered users are also able to access real time information on the availability and location of the DRT minibuses.

Through the BSIP an expansion of existing demand responsive transport in certain areas, including Tandridge, Waverley, rural Surrey Heath and rural Guildford have been developed. A new Digital Demand Responsive Transport offer could replace or supplement certain low-frequency conventional bus services with more comprehensive and flexible services, building on the current project in Mole Valley.

As a part of the 'Future Surrey Bus Network' consultation, residents were provided with a rationale for why we would focus on these areas, as well as being shown a list of the bus services that may be reduced or replaced by DDRT. Following the feedback received and the positive feedback from the Mole Valley Connect users, four new DDRT schemes and two DDRT enhancements proposed for 2023, with additional proposals identified for 2024. The 2023 proposals include:

- A north Guildford DDRT
- District wide expansion of the Mole Valley Connect service
- Phase 1 of the DDRT conversion of the existing Tandridge area Demand Responsive Transport
- Initial phase of the DDRT conversion of the Waverley & Farnham Demand Responsive Transport
- For the 2023 phase of DDRT proposals, a tendering exercise will be undertaken with contract awards planned by the end of June 2023. Targeted resident and bus user engagement will take place in areas where new DDRT is to be introduced and the new services will start from 1 September 2023. Following

the launch of the new services, these will be closely monitored and a review will take place after 12 months of operation to establish the benefits and impacts.



To ensure our network provides comprehensive coverage, we will continue delivery of bus services that are socially or economically essential but not commercially profitable. We will review the opportunities to change the approach to delivery, potentially serving lower demand routes with demand responsive options, possibly as 'spokes' linking into the main bus and rail services.

We recognise that many employment sites are remote from public transport networks. Many edge-of-town or out-of-town sites are difficult to serve by bus and receive poor or minimal bus services. We will explore opportunities to improve access to work using an expansion of DDRT.

In this context, we will also consider the opportunities for a 'Total Transport' approach, coordinating bus services with other public sector transport provision (including hospital transport and school transport), with the aim of minimising any duplication between services and maximising journey opportunities.



### Consideration of bus rapid transport networks

We have described how we intend to implement bus priority measures in a number of locations, with a focus on a 'whole route' approach to providing bus priority. This is similar to the approach to BRT in a number of other locations and we put forward our proposals for Route 1 and the A23 corridor to be considered as BRT. We will seek to deliver operators' service enhancements alongside the priority measures, which will reinforce the schemes' BRT credentials.

These measures will contribute to targets 1, 2, 3 and 4 by creating more regular and reliable trips because of corresponding on and off-road investment and in the enforcement of moving traffic offences ensuring reliability can be maintained effectively. Along with frequency and reliability improvements, investment in modern, zero emission vehicles will help boost satisfaction across these areas of the network.

#### 1.4.2.2. Improvements to planning / integration with other modes

##### Integrate services with other transport modes

As set out, the BSIP forms the bus strategy to deliver bus elements of LTP4, integrating it into overall LTP4 delivery and a set of wider improvements to other transport modes.

We will also identify practical opportunities to improve integration between services, for example, through better timetable alignment for both bus and rail services, as well as improved physical connections.

As part of this we will look to develop mobility hubs to deliver greater levels of patronage by integrating access to bus with other

sustainable modes. This will build upon our Rail Strategy aspirations, which identify the potential for rail stations to provide:

- Better integration with other transport modes, through better links to walking and cycle networks, bus and DRT services, taxi access and provision of facilities such as charging points for e-bikes and electric vehicles
- A wider range of services for the local community, including space for local businesses and delivery and collection points

We will explore the options to build on these principles to develop Mobility Hubs in Surrey. These are clearly distinguished, attractive locations for public and shared transport provision and connections, focussed in and around rail stations, bus stations or bus stops where possible. They provide access to a range of modes (for instance, bike and car clubs in larger hubs), easily accessible information on travel options and other services such as retail and digital hubs, that provide the facilities required for remote working or access to online appointments or other opportunities.

Mobility Hubs make sustainable alternatives to car more attractive and would help to reduce the number and length of trips by providing more opportunities locally, in line with our LTP4 Planning for Place Policy Area.



### Simplify services

We want our public transport network to be easy to understand and to directly and efficiently serve journeys that people want to make.

The NBS highlights the importance to passengers of a simple and integrated public transport network. As we work with our partners to develop a revised Enhanced Partnership Scheme, we will review the options available to improve and simplify our bus services.

As part of simplifying bus use, we wish to see all operators' publicity including details of other company's services on the same route. We will also look to eradicate duplicate route numbers wherever possible and encourage the use of only three windows per year for timetable changes, except where required for urgent reliability improvements or for to cater for specific school travel needs.

### Review socially necessary services

As the Local Transport Authority, we are continually assessing the appropriateness of the bus network. This is both through contractual key performance indicators (KPIs) and hearing from elected members, residents and user groups. The Future Bus Network review was also undertaken to ensure that the bus network is ready to meet new levels of passenger demand and is financially sustainable, as noted in Section 1.2.2.2, and as a requirement from the DfT to undertake a Network Review.

Taking a holistic approach to network provision is key to providing a local bus service that can be used by a large section of Surrey residents for the full spectrum of needs from accessing education, training and employment to contribute to the economy, maintaining independence, and managing people's physical and mental wellbeing by accessing leisure facilities, open spaces and visiting family and friends.

Whilst there will be differences in the availability and regularity of services depending on where people live and want to travel to, without a well thought out and diverse service offer, people's access to employment and vital services will be diminished.

An approach that focuses solely on well used routes, we feel is against our aspirations as a County Council and our net carbon zero targets and the aspirations of the National Bus Strategy.

### Integration with Development and Land Use Planning

We will undertake Public Transport Accessibility Tests as part of the development planning processes, with the primary focus on enhancing existing services.

To enable this, we will actively pursue funding from developers. This will be obtained by introducing requirements that new developments of suitable scale must be served by good quality bus services that integrate with the existing public transport



network. This will require co-ordination with District and Borough councils as planning authorities and with developers.

#### Invest in Superbus networks

We consider that the two corridors outlined above as being BRT corridors also display Superbus characteristics. These are the GOLD 1 Route in the Blackwater Valley area and the Redhill, Horley, Gatwick Airport (Metrobus route 100 corridor). These are interurban routes already operating at high frequencies where we, operators and neighbouring authorities believe that there is scope for further growth.

Targeted investment has already been delivered in these areas, with Local Enterprise Partnership (LEP) funding allocated through the Blackwater Valley Quality Bus Partnership scheme, alongside both County Council and bus operator investment in the services to Gatwick. The latter includes both bus priority measures and investment in Hydrogen Fuel Cell zero emission vehicles. Further investment will be made resulting from the proposals of the corridor studies.

Further investment in bus lanes with corresponding enforcement, and additional investment in bus priority will deal with congestion issues, reliability and punctuality to some of the most popular destinations for bus users, whilst also supporting residents to make sustainable transport choices by providing regular, reliable and the most modern of services.

These measures will contribute to targets 1, 2, 3 and 4 by creating more regular and reliable trips because of corresponding on and off-road investment and in the enforcement of moving traffic offences ensuring reliability can be maintained effectively. Along with frequency and reliability improvements, investment in modern, zero emission vehicles will help boost satisfaction across these areas of the network.

#### 1.4.2.3. Improvements to fares and ticketing

Ticketing and fares play a key role in making public transport more attractive to potential passengers. The NBS emphasises that fares policy needs to play an integral part of each BSIP, highlighting that lower and simpler fares attract passengers and bring wider social and economic benefits. More widely, the NBS sets out the ambition for seamless integrated ticketing between modes and transport operators and for fares initiatives, for instance to support jobseekers.

Our ambitions regarding fares and ticketing for Surrey are set out below.

##### Lower fares

In previous consultations with residents, we have been told that lower fares are important for people to incentivise increased bus use. This is why we were happy to work with operators on taking up the Government funded £2 Flat Fare Scheme. This has proved an effective tool to recover bus patronage.

Surrey County Council also set out to support people settling in the county under the Homes for Ukraine Scheme. Many operators chose to offer this scheme that provided 3 months of free travel with a selected operator. Recently it was agreed that this scheme will be extended to cover 6 months of free travel.

In March 2023, the County Council's Cabinet agreed to underwrite a scheme for young people to access a half price fare. The '20s & Under Half Fare Concessionary Travel Scheme' (20UHFCTS) will start at the beginning of July 2023.

The scheme is underwritten, initially for 3 years, by the County Council and provides a Smart Card to all residents who apply for the scheme and provide proof of age. The scheme is targeted at this age group because they have no or lower earning potential and are therefore less able to afford independent travel. Also, with



fewer young people applying for Driving Licenses, this scheme hopes to create lifelong bus users.

This scheme is changed from the aspiration set out in the original BSIP, that would have covered people up to 24. However, without BSIP funding, this would not be affordable for the County Council to underwrite.

However, as set out in Section 2, fares in Surrey are significantly higher than in neighbouring London. This reduces the competitiveness of buses compared to driving, getting a lift with a friend or relative, or even using a taxi or Uber. Where more than one passenger is travelling, it is unlikely that the bus will be the most cost-effective way to travel.

Passenger fares also increase when and if there is a need to change between buses run by different operators in some areas of the county. For instance, someone wanting to travel between Oxted and East Surrey Hospital in Redhill currently pays twice; once to travel with Southdown PSV to Redhill and again to travel with Metrobus for travel to the hospital.

Surrey County Council has addressed this issue in North Surrey, where the Acorn ticketing scheme provides a daily and a weekly multi-operator ticket. However, experience with multi-operator ticketing schemes elsewhere suggests that awareness is often low amongst the travelling public, and the user has to make a commitment to make a number of journeys by bus to get a payback on their upfront investment. It is therefore of limited attraction to those who travel by bus only occasionally or those who are trying the bus for the first time. The proposed multi-operator proposition described under the 'Simplify fares' section below will eliminate the need for passengers to pay twice for journeys involving more than one operator and overcome the need for product awareness as buying anything really should be made as simple as possible.

We are therefore proposing a range of reduced fare options as part of our BSIP.

There is support for a shared approach to discounting fare options with neighbouring LTAs. This is so there is a consistent offer for travellers who use routes that cross authority boundaries, ensuring they are not disadvantaged by having a scheme offered in one area but not reciprocated in another.

We are proposing options to support discounted fares for people who are less likely to have access to private transport and potentially less likely to afford the cost of transport.

As outlined in our original BSIP we are proposing, subject to funding:

- Free travel for young carers: Surrey County Council will explore the feasibility of providing a pass giving them free travel up to 18 years old. These individuals could be referred via the council's Children's Families and Learning Directorate.
- A time-limited free or discounted travel for people starting work from unemployment: Working with DWP Job Centres, taking referrals for those residents who are starting work but who may struggle to afford transport costs up front. We will explore the feasibility of discounted or free travel for the first month, i.e. until their first month's pay, with the potential to extend this to up to three months depending on individual circumstances. This scheme could build upon the similar schemes offered by Metrobus and Stagecoach. In the case of Metrobus, this provides a preloaded card for the equivalent of one month's worth of travel to and from work but can be used anytime until the card runs out. This scheme would mean there is countywide coverage for support of this kind.
- A reduced evening fare: To support the hospitality and entertainment sector recover from the impact of COVID-19, we



will explore the feasibility of a flat fare of, for example, £2.50 for unlimited travel on services operating after 19:00 across the county.

All of these options are subject to funding, with delivery also linked to a simplification of fares across the board for all bus users.

### Simplify fares

Subject to funding and technical feasibility, recognising the constraints imposed by the different technologies employed by TfL and commercial bus operators, we propose to simplify fares in three key ways as set out below.

Firstly, address the inconsistent application of fares for young people by standardising the offer, with 20 years of age as the minimum cut-off for a youth discounted fare; to be agreed in the Enhanced Partnership Board. The fare discount will be set at not more than 50% of the equivalent adult fare.

Secondly, to offer standardised discounts to particular groups as set out above in the 'Lower fares' section.

Finally, to migrate to seamless multi-operator ticketing, as set out under 'Integrate ticketing between operators and transport'.

By far the simplest option for bus users is to move to a Tap-On Tap-Off or flat single fare with a daily or weekly cap. This will mean the more you use the bus the more you will save in relative terms. This is being trialled by Metrobus in Surrey and we hope to work with them in learning from the trial, noting that our neighbouring authorities also have ambitions to transition from multiple fare options to Tap-On Tap-Off.

For this to be implemented effectively, the DfT 'back office' solution will need to be in place so that financial management across operators and contracted services can be managed efficiently.

Until we are in a position to transition to Tap-On Tap-Off we are exploring opportunities to expand multi-operator ticketing in the county. Initially focused on expanding the Acorn Ticket scheme, we aim to replace the Woking Travelwide offer, modernising ticket purchasing with use of e-tickets on mobile phones using QR codes. This means that people have the option to purchase in advance and reduce cash handling, which in turn will reduce bus stop dwell times.

This will also increase flexibility of purchasing and sharing tickets, for example, amongst family members. It would also allow for the easy identification of discounted ticket types through the scanned code being used.

At present Acorn ticket revenue is held at point of sale. This would need to remain, at least for an initial period and will be part of the EP discussions.

We are also exploring the potential to expand the Acorn scheme more widely to include Guildford and possibly further.

### Integrate ticketing between operators and transport

Our goal is to reach a position where Tap-On Tap-Off with daily and weekly capping is implemented across the county. However, this will take time to roll out, with potential for a staged process to reach that final integrated ticketing solution.

A full programme will require significant work from both the LTA and operators and the adoption of the national 'back office' currently being developed with support from the DfT.

The outline plan to migrate to seamless multi-operator ticketing is:

Stage 1 is to mandate under the EP a development of the existing Acorn multi-operator product. Our aim is for a QR-code paper-based and/or app-based multi-operator ticketing scheme with minimal or zero premium over operator own-price products. However, we recognise that not all operators' ticket machines will



accommodate QR codes, and the scheme may take a different shape in different areas. Some funding will be required from NBS to pay for set up costs.

Stage 2 is to strongly encourage a move to own operator account-based Tap-On Tap-Off ticketing, subject to funding being made available under the NBS for second card readers on each bus to enable alighting passengers to 'tap off' separately from those tapping on. We recognise that TfL in effect has this already; but with no 'tap out' since this is not required as flat fares apply.

Stage 3 is to pull together stages 1 and 2 to develop multi-operator account-based Tap-On Tap-Off ticketing mandated under the EP utilising the technology that DfT state will be in place during the lifetime of this BSIP. A significant objective at Stage 3 is to integrate with TfL services in Surrey into the multi-operator scheme. This requires that TfL's 'Pay As You Go' back office is integrated into the back office that becomes available nationally, and we recognise that this may present significant challenges.

Stage 3 would substantially replace the multi-operator ticketing scheme, though we recognise that there are some issues around all operators accessing and using the back-office function. There is also an issue around the equity of access to discounts, such as for younger people. In these instances, the work-around may be enabling people to pre-register bank cards, or issue 'white label' bank cards

A significant benefit of the 'back office' integration proposed to be developed between TfL's and the commercial operators' back offices is that opportunities would be opened up to integrate local bus fares with TfL Rail contactless 'Pay As You Go'. This would maximise the opportunities for bus/rail multi-modal journeys. So, for instance, a passenger travelling from Betchingley to London Bridge would simply tap their card or device on boarding and alighting the bus, and on passing through the ticket gates at the

rail stations, with the total fare charged calculated and presented to the customer as one transaction. As stated above, we recognise the technical challenges associated with achieving this goal.

The '[Plusbus](#)' scheme offers a low-cost bus travel add-on cost, when purchased in conjunction with a rail. In Surrey, this allows travel within a designated local zone by designated bus operators, based on rail stations at Camberley, Dorking, Egham, Guildford, Redhill and Woking. The Council will work with Plusbus and local bus operators to consider increasing the number of rail hubs in the scheme, to extend the area of bus add-on coverage and to widen the participation by operators.

We will also explore the development of a Mobility as a Service framework (discussed further below). This would provide a route for simplifying and integrating fares across networks and transport types and applying measures such as daily fares caps.

These measures will contribute to targets 3 and 4 by creating a simpler fare structure, with a lower barrier to travel because of reduced fares and dealing with one of the reoccurring themes in feedback from stakeholders and bus users that travel is expensive, thereby boosting satisfaction.

#### 1.4.3. Make improvements to bus passenger experience

##### 1.4.3.1. Higher specification buses

##### Invest in improved bus specifications

A limit on the age of buses operating in the county is being considered, the aim being to improve the quality of the bus offer and overall user experience.

There's a shift in focus with significant investment in new vehicles with the best emission standards or zero emissions where possible. Buses should include provision of USB chargers and on-



board Wi-Fi. This will ensure that the benefits of these higher specifications are spread more widely across the network and not just on those routes which perform well financially and can bear the cost of new or refurbished buses.

#### Invest in accessible and inclusive bus services

It is a core requirement that public and shared transport services are accessible to all and provide a safe environment for passengers. We will incorporate 'Security by Design' to address issues of vulnerable and lone travellers and the ways in which design can best support them.

The announcement made by the DfT in March 2023 requiring all buses to have audio and visual 'Next Stop' announcements by October 2026 is further progress towards helping all bus users, including those who are visually and / or hearing impaired. In Surrey, this has been a requirement under our conditions of contract dating back to 2021. We will continue to work with operators on modernisation of vehicles and want safe, comfortable, and importantly, greener buses.

The 'corridor reviews' referred to under bus priority will also review accessibility to bus stops. We will develop and implement solutions for those stops not currently wheelchair accessible to realise the benefits of fully-accessible buses. Addressing these gaps in accessibility will benefit many other bus users, including parents/carers with children and pushchairs. We will agree a specification for a minimum level of bus stop infrastructure linked to service categorisation.

Our Rail Strategy for Surrey highlights our role in supporting the improvement of rail stations as safe environments that are accessible to all. This includes working to deliver station upgrades and design standards, supporting the continued programme of

providing step free access at stations and providing good connections to other modes, including buses, taxis and DRT.

We are also exploring opportunities to improve disability, autism and dementia awareness and accessibility across our network. This will focus on the expansion of existing good practice on disability and autism awareness training, ensuring a higher standard over and above standard driver training. This will result in a high quality and fully inclusive service offer from operators to all users, irrespective of and physical or learning need. This will improve customer satisfaction.

Finally, we will continue to ensure that all new housing developments support sustainable transport options including high quality, frequent and accessible public transport networks. This will include identified bus corridors through the developments, convenient, accessible bus stops located no more than 300m walk for residents and with attractive, safe well-lit passenger waiting facilities including real time passenger information. Passenger safety is paramount with bus stops located in areas of casual surveillance and not at the edge and hinterland of the development site. Appropriate bus priority and traffic management will be secured to ensure services are attractive and reliable. Revenue funding to maintain the bus operations as the developments are built out will ensure bus services operate as the properties are occupied.

#### Protect personal safety of bus passengers

As we develop our BSIP, we will work with partners, including our District and Borough Councils to identify how we can extend our previous work to improve bus accessibility and safety. Our work to date includes providing high quality bus shelters, readily available real time information and design changes encompassing raised kerbs and better lighting levels. Consideration of sight lines to improve personal safety and visibility along with the provision of



CCTV on buses and at key bus stops also play a key role in designing for safety.

We will undertake a bus stop inventory survey, including GIS mapping, to updating the existing Bus Stop Manager software to capture current bus infrastructure data; refresh bus stop mapping data and make information available on the website (or open source). This will improve information for the public on their whole journey experience. We will agree a specification for a minimum level of bus stop infrastructure, in line with service categorisation. We will review provision and maintenance of bus shelters with Boroughs and Districts.

We will make sure maintenance protocols include appropriate vegetation management to ensure the safe running of bus services, reduce the risk of damage to vehicles and provide a suitable waiting environment.

We will also review the opportunities to improve the walking and cycling networks that provide access to bus stops, with the aim of making them more direct, safer, easier to negotiate and more attractive to all sectors of the population. The corridor reviews referred to above will audit key walk routes to bus stops and action deficiencies that are identified.

We will also undertake accessibility and quality enhancements at Guildford, Redhill and Staines Bus Stations and Woking Station (Broadway), to ensure a welcoming, safe and inviting waiting and interchange environment for passengers.

Improve buses for tourists

The county benefits from a high number of beauty spots, two Areas of Outstanding Natural Beauty (Surrey Hills and High Weald), popular green spaces, picturesque market towns and villages as well as vineyards, culinary destinations that are popular

with visitors from other parts of the county and to people outside the county.

From engaging with stakeholders there is a desire for more people to be able to access these places using more sustainable transport options.

Whilst bus use can be challenging for some popular activities in the county, for example leisure cycling, looking to provide routes that serve popular destinations for leisure activities is important for ensuring good physical and mental health and our sustainability agenda. The proposed expansion and promotion of DDRT services can support access to various leisure facilities and green/outdoor spaces, providing a more affordable alternative to regular private taxi hire, more sustainable alternative to private vehicle and more accessible than cycling for residents for whom it is impractical.

Our proposals on fares and ticketing will make it easier for staff, particularly younger people, to reach employment opportunities at key leisure attractions like Thorpe Park.

Invest in decarbonisation

As mentioned earlier in this document, Surrey and our operators are serious about our climate commitments. We will support operators, such as Stagecoach and Metrobus who have a target for zero emission fleet by 2035.

We also understand that zero emission fleet across all routes and operators will take time. Conversion of the bus fleet to ultra-low and zero emissions vehicles is recognised as a key measure to support transport decarbonisation in Surrey's Greener Futures programme, which was developed in response to our declaration of a climate emergency. The transition is also important to improve air quality in the county.



We will continue to replace older diesel vehicles in the bus and community transport fleet with ultra-low and zero emissions vehicles through bidding for available funds. This will build on our existing electric bus fleet in Guildford (see box) and the County Council's decision to invest £32.3 million from our capital pipeline in electric and hydrogen buses, jointly purchased with and to be operated and maintained by Metrobus, alongside a further £6.3 million in community transport electric minibuses. This investment will supplement operator investment in our zero-emission bus fleet.



To facilitate the conversion of the bus fleet, we will seek funding to undertake feasibility studies and to engage with the electricity Network Distribution Operators. This will ensure that we understand the costs and benefits of converting bus fleets to different potential zero-emission technologies and help to evaluate technologies against the types of services and duty cycles involved. This understanding will improve our ability to bid to ZEBRA and other funds, and to be ready to implement solutions more quickly when funding is made available.

We will investigate funding opportunities to:

- Expand the money available (beyond SCC's £32.3m) to support operators to purchase new zero emission buses and fuelling infrastructure, allowing cascade of Euro 6 buses to replace Euro 4 and 5 buses elsewhere, bringing air quality improvements.
- Support operators in their bids for funding for zero emission buses.

- Ensure a minimum of Euro 6 for vehicles introduced from now on for tendered services, with zero emission vehicles a requirement by 2030.
- Support retrofit of buses to Euro 6, only where other preferred options are not practical.

These measures will contribute to targets 3 and 4 by having more modern, low or zero emission vehicles to create a more attractive option for travellers.

#### 1.4.3.2. Improvements to passenger engagement

##### Passenger charter

We will develop a Passenger Charter in conjunction with operators, service users and stakeholders, channelled through our Stakeholder Reference Group.

This will set out what bus users can reasonably expect from bus operators and the Council in terms of the way services are provided. It will also include improved signposting to pathways for recourse when problems are encountered.

The Charter will include commitments around the areas customers tell us are the most important:

- Ensuring buses are a reliable journey option, where passengers have confidence that they will arrive when they are supposed to
- Ensuring that passengers can find out about their journeys before they travel by providing accurate bus service information at bus stops
- Ensuring that services provide better accessibility to all users
- Ensuring that buses are clean and conform to an agreed specification for that service



- Ensuring that traveling by bus is affordable for everyone to see them as a viable way to make their journeys
- Ensuring suitable redress for when things go wrong, including provision of a taxi if the last bus on a route is cancelled

#### Strengthen network identity

The County Council has high quality information on bus services on its website. Our larger operators have well-developed websites and mobile apps. However, there is no consistent 'brand' for services or 'one stop shop' for information on travel, discounted fare options and other forms of customer service. This creates scope to build on the bus service information available online to create something more interactive, have more information about discounts and offers and Surrey focused.

As part of the BSIP we are focusing on building up the Passenger Charter with the Stakeholder Reference Group that is being set up. The charter will be reviewed regularly to ensure it is best representing what passengers can expect from our services. Because of the number of cross border services, we will explore opportunities to align charters so passengers travelling between LTA areas can expect a consistent service.

At a later stage, greater consideration will be given with all the EP partners on whether a common branding approach should be something to be explored and how this fits with the close working with neighbouring LTAs and if branding might cause confusion for travellers using cross boarder services.

#### Improve bus information

Branding and clear information provision play a key role in making the public transport system simpler to understand and more attractive to potential passengers. Through our BSIP, we will review opportunities to build on our progress in providing high quality

information to passengers, for instance through our web-based service.

We will also identify opportunities to expand provision of the Council's Real Time Passenger Information (RTPI) system that gives details of bus arrival times to on-street displays and to journey-planning websites and applications. RTPI is already present across much of the network and will be further expanded by recently agreed County Council capital funding of £1.4 million. Any additional funding will be added to this investment to provide electronic on-street signs at the main bus stops in all of Surrey's 28 towns and in our villages, at significant trip generators and to prioritise locations where demand is greatest. This will include the provision of audio displays so that people with visual impairments can also access real time information when travelling.

Information on service availability and fares promotions are also likely to play a key role in recovering passenger numbers after the pandemic. We will also consider integration with Urban Traffic Management Control (UTMC) to enable RTPI to provide information on disruption and diversions.

We will develop a specification for bus stops under bus service Categories 1, 2 and 3 that will include the level and type of information provision. We will look to include not just timetable information, but information on fares and mapping as well. We will develop a 'how to use a bus' awareness programme for young people in conjunction with operators.

We will undertake a major marketing effort to promote buses post-COVID-19, jointly with operators, backed up by central government messaging. We will expand our own bus publicity activities, using both traditional methods and social media. This will include public and social media campaigns to encourage bus use, targeted online and hard copy adverts, promotional material and distribution, timetable and other bus specific material production and distribution.



It will also include promotion of DRT transport to different markets. We will also maintain production of Area Bus Guides and increase availability and distribution of printed material. All buses will also have racks for timetable leaflets and be kept stocked. All operators' publicity will include details of other company's services.

To support these increased activities and ensure successful promotion of our BSIP measures, we are looking to increase our marketing and information capacity.

These measures will contribute to targets 3 and 4 by giving passengers more say in the delivery of services they, their friends or families use, through the Passenger Charter. Also, the availability, quality and accessibility of information is given great importance by the travelling public. By ensuring information is high quality, readily available and accessible both before and during travel, we can give more people more confidence to travel and improving their satisfaction.

#### 1.4.3.3. Mobility as a Service

##### Developing a Mobility as a Service framework

We will explore the potential for developing a Mobility as a Service (MaaS) framework for Surrey, as it has the potential to bring significant benefits in terms of integrating public and shared transport and encouraging mode shift away from cars.

A MaaS framework brings together information on transport modes and services, typically in a smartphone application (with access also available by phone and computer). Benefits include features such as end-to-end journey planning, multimodal ticket purchasing and the ability to earn and spend rewards. It provides a unified framework for accessing shared mobility options alongside timetabled public transport, reducing complexity and cost and making the options more attractive to users. MaaS frameworks improve and simplify the travel experience for passengers,

providing reliable real time information, journey planning and payment for the full journey, regardless of the number and range of modes used. They also support accessible travel (by providing information about facilities such as accessibility ramps and travel assistance).

Improvements made to digital connectivity will be key to taking full advantage of the potential of MaaS solutions across Surrey.



##### Exploring mobility credits

Mobility Credits provide an innovative way of delivering targeted transport behaviour change. They can take a number of forms. For example, owners of the most polluting vehicles can be asked to scrap their cars in return for a 'mobility credit'. This credit can then be used to pay for a range of public and shared transport, including buses, trains, bike share, car clubs and car rental. The aim is to reduce car ownership and encourage mode shift.

A Mobility Credits system linked to the MaaS application (allowing the credits to become part of the wallet people have on the app to

be used to directly pay on selected modes) will also be explored to help incentivise changes to more sustainable travel behaviour and support accessibility options for groups such as jobseekers.

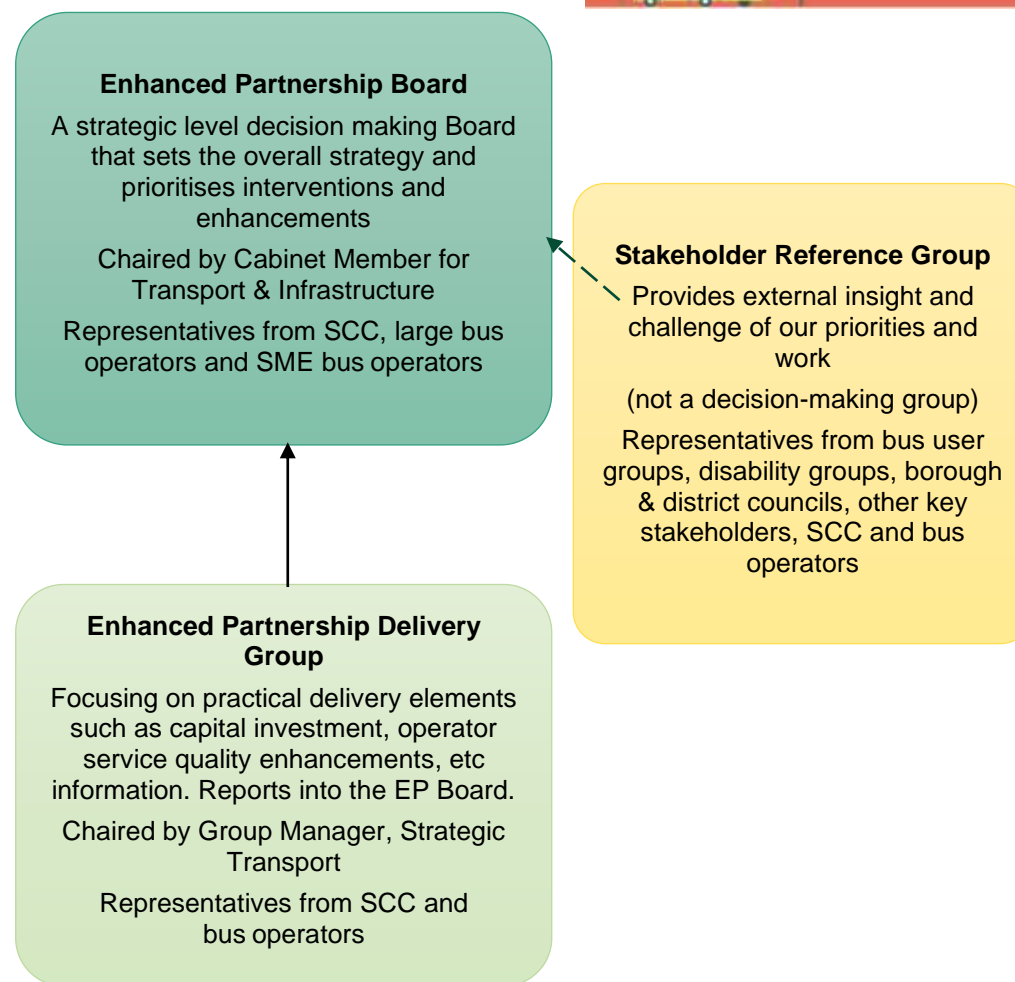
#### 1.4.4. Governance

##### Enhanced Partnership Governance

An Enhanced Partnership Governance Board for Surrey has been established to oversee and champion the development and introduction of the EP, whilst also prioritising enhancements and improvements set out in the BSIP based on the funding available. Membership of this strategic decision-making Board will be comprised of the Cabinet Member for Transport & Infrastructure (chair) and representatives from large and smaller bus operators in Surrey.

A Stakeholder Reference Group is also established to provide external insight and constructive challenge to the work of delivering the Enhanced Partnership, ensuring that the voice of bus users is clearly heard. It is proposed that membership will be comprised from elected members and officers of the County Council, borough and district councils, bus operators, bus user groups and other key stakeholders. Both the Board and the Stakeholder Reference Group was established in November 2022 with the first meeting held in December 2022.

Alongside this core governance, efforts will be made to encourage bus user groups representing specific areas of the county to be established, feeding into the Stakeholder Reference Group. However, these have historically proven to be extremely challenging to establish and keep going. In learning from previous experience, we will work with interest groups, residents and bus operators to ensure new bus user groups have every opportunity to emerge and flourish.



**Figure 1.19 Enhanced Partnership Summarised Draft Governance Mode**

## 1.5. Reporting

The BSIP is a live and evolving document.

As required by the NBS, we will undertake and publish annual reviews of our BSIP to assess and review progress against our targets and aspirations.

Our performance and progress against the targets set out in Section 3 will also be monitored and reported every six months. The results will be [published here on the Surrey County Council website](#) and also in our annual BSIP updates.

Progress will also be reported via our regular meetings of the County Council's Greener Futures Board. This will enable regular discussion and review of progress, ensuring we remain on track to successfully delivery our BSIP and achieve our ambitious targets.

We will also tie monitoring in to our wider LTP4 monitoring and annual review programme (Annual Progress Report), as the BSIP is an integral part of achieving our ambitious aspirations and objectives as set out in LTP4. We want to embed the BSIP within this wider framework and ensure measures to promote sustainable low carbon travel are joined up across Surrey.

Our Enhanced Partnership approach will also provide additional opportunities to discuss progress against targets and delivery of measures set out in Section 4 with our partners including operators, businesses and key local stakeholders. We will use this as an opportunity to learn from each other and embed best practice within our EP and BSIP implementation. EP meetings will take place quarterly with progress against BSIP delivery and targets a key agenda item.





## 1.6. Overview table

<b>Name of authority or authorities:</b>	Surrey County Council
<b>Franchising or Enhanced Partnership (or both):</b>	Enhanced Partnership
<b>Date of first publication:</b>	29 <sup>th</sup> October 2021
<b>Date of latest update:</b>	31 <sup>st</sup> May 2023
<b>Date of next annual update:</b>	31 <sup>st</sup> October 2024
<b>URL of published report:</b>	<a href="https://www.surreycc.gov.uk/roads-and-transport/buses-and-other-transport/information-about-your-local-bus-services#NBS">https://www.surreycc.gov.uk/roads-and-transport/buses-and-other-transport/information-about-your-local-bus-services#NBS</a>



Targets	2018/19	2019/20	2022/23	Target for 2024/25	Target for 2026/27	Target for 2029/30	Description of how each will be measured (max 50 words)
<b>Journey time</b>	-	14.5mph		+2%	+3%	+6%	Average journey time monitoring using Real Time Information. Analysis using bus Real Time Information on a selected representative sample of bus routes across Surrey. We will seek to collect car journey time data over the same links to assess differences in change of journey time between the two modes.
<b>Reliability</b>	73%	85.5%		88.5%	89%	90%	Analysis using bus Real Time Information at timing points on a selected representative sample of bus routes across Surrey.
<b>Passenger numbers</b>	26.9m	25.2m	25.2m	26m	27m	28.78m	Counts from operator returns.
<b>Average passenger satisfaction</b>	60%	56%	55%	80%	84%	88%	Use of the NHT Survey, done annually. Location-specific passenger surveys and regular countywide surveys. Targeted feedback from specific stakeholder groups and the responses to the Transport Focus 'Your Bus Journey' surveys.

The figures for Average Passenger Satisfaction are taken from the NHT Survey. The target figures for future years will use other information that is more representative of the views of bus users.



1.6.1. Make improvements to bus services and planning

1.6.2. All the delivery aspirations listed meet the policy detail in the National Bus Strategy

More frequent and reliable services

Explanation (max 50 words)	
<b>Review service frequency</b>	We will use our bus route hierarchy to focus investment in improving the frequency of our bus services. In general, both commercial and supported category 1 services our aspiration is to operate at least every 30 minutes, daytime, hourly evenings and Sundays. Also, to provide some enhancement funding for selected category 2 services for specific reasons.
<b>Increase bus priority measures</b>	£9 million already allocated to bus priority schemes. These include bus priority schemes at Redhill & Reigate, Guildford, Blackwater Valley and Elmbridge. Future funding will be allocated to more corridor studies, as mentioned in this plan.
<b>Increase demand responsive services</b>	Expansion of existing DRT in certain areas, including Tandridge, Waverley, rural Surrey Heath and rural Guildford is being developed. A new Digital Demand Responsive Transport offer could replace or supplement certain low-frequency conventional bus services with more comprehensive and flexible services, building on the current project in Mole Valley.
<b>Consideration of bus rapid transport networks</b>	We will implement a number of bus priority measures with a 'whole route' approach similar to BRT principles. We exemplify Route 1 and the A23 corridor to be considered as BRT. We will seek to deliver operator's service enhancements alongside the priority measures, which will reinforce the schemes' BRT credentials.



## Improvements to planning / integration with other modes

	Explanation (max 50 words)
<b>Integrate services with other transport modes</b>	<p>We will identify opportunities to better align bus and rail timetables to provide reasonable connections alongside improved infrastructure to enhance connectivity between stops.</p> <p>We will look to develop mobility hubs to deliver better integration between modes, particularly active travel, building on our Rail Strategy aspirations.</p>
<b>Simplify services</b>	<p>We wish to see all operator's publicity including details of other company's services on the same route. We will also look to eradicate duplicate route numbers wherever possible and encourage the use of only three windows per year for timetable changes, except where required.</p>
<b>Review socially necessary services</b>	<p>We are continually assessing the appropriateness of the bus network. This is both through contractual key performance indicators (KPIs) and hearing from elected members, residents and user groups. We aim to build upon our socially necessary services to maximise access to opportunity and provide a diverse service offering.</p>
<b>Invest in Superbus networks</b>	<p>Our Route 1 and Route 100 corridors are routes with Superbus characteristics. We will use the BSIP to target improvements in these services, including the investment in further express lanes which will improve reliability and punctuality of these services to the required Superbus levels.</p>



## Improvements to fares and ticketing

	<b>Explanation (max 50 words)</b>
<b>Lower fares</b>	<p>Fares in Surrey are generally high, particularly when compared to London.</p> <p>To meet this challenge, we have agreed:</p> <ul style="list-style-type: none"><li>• A 20s and Under Half Fare Concessionary Travel Scheme, underwritten by the County Council</li><li>• 6 months free travel for people in Surrey here under the Homes for Ukraine Scheme</li></ul> <p>Where funding is available, we will implement:</p> <ul style="list-style-type: none"><li>• free travel for young carers</li><li>• time limited free or discounted travel for people starting work from unemployment</li><li>• reduced evening fare</li></ul>
<b>Simplify fares</b>	<p>We will address the inconsistent application of fares for young people by standardising the offer and standardised discounts to particular groups. Furthermore we will enhance the multi-operator ticketing with the long term aim of introducing a system based on Tap-On Tap-Off or flat single fare with a daily or weekly cap.</p>
<b>Integrate ticketing between operators and transport</b>	<p>We will work with operators on migrating to seamless multi-operator ticketing, with the ultimate aim being a multi-operator Tap-On Tap-Off scheme using DfT-developed systems.</p>



### 1.6.3. Make improvements to bus passenger experience

#### Higher specification buses

	<b>Explanation (max 50 words)</b>
<b>Invest in improved bus specifications</b>	Building on the £32m for zero emission buses, with £16.5 allocated for HFC buses to be delivered in 2023/24, we will use funding to support a shift towards investment in new vehicles with the best emission standards or zero emissions where possible. Buses should include, where practical, provision of USB chargers and on-board Wi-Fi.
<b>Invest in accessible and inclusive bus services</b>	We will ensure all buses have AV technology and incorporate 'Security by Design' to address issues of vulnerable and lone travellers and the ways in which design can best support them. We will review accessibility to bus stops and implement solutions to provide equal access for all, including opportunities for accessible information such as the React System or other RTPi displays with an audio announcement function.
<b>Protect personal safety of bus passengers</b>	We will ensure that CCTV is provided on all buses, through our contracting processes. At stops we will ensure there is sufficient lighting and CCTV, where appropriate, as well as ensure maintenance regimes account for personal safety measures such as appropriate vegetation management. Undertake accessibility and safety reviews at major bus stations.
<b>Improve buses for tourists</b>	Our improved service frequency and clarity alongside better roadside and online information will benefit all passengers, including tourists. This is particularly true for more rural tourist sites within the county.
<b>Invest in decarbonisation</b>	We will: <ul style="list-style-type: none"> <li>• Support operators in purchasing zero emission buses and infrastructure</li> <li>• Support operators in their bids for funding for zero emission buses</li> <li>• Minimum of Euro 6 for vehicles introduced from now on for tendered services, with zero emission vehicles a requirement by 2030.</li> <li>• Support retrofit of buses to Euro 6, only where other preferred options are not practical</li> </ul>

#### Improvements to passenger engagement



<b>Explanation (max 50 words)</b>	
<b>Passenger charter</b>	We will develop a Passenger Charter in conjunction with operators, service users and stakeholders, channelled through our Stakeholder Reference Group.
<b>Strengthen network identity</b>	We will publicise fare discounts and promotions. We will also promote the Passenger Charter and explore opportunities to create a more coordinated and interactive online presence.
<b>Improve bus information</b>	We will review and improve at-stop and online bus information – this includes timetable leaflets on buses. This will include increasing the amount of RTPI boards in use across the county with audio announcement capability in key locations. We will develop a standardised bus stop specification to improve the quality and standardised nature of information.

Other

<b>Delivery - Does your BSIP detail policies to:</b>	<b>Yes/No</b>	<b>Explanation (max 50 words)</b>
<b>Other – Developing a Mobility as a Service framework</b>	Yes	We will explore the potential for developing a Mobility as a Service (MaaS) framework for Surrey, as it has the potential to bring significant benefits in terms of integrating public and shared transport and encouraging mode shift away from cars.
<b>Other - Exploring mobility credits</b>	Yes	A Mobility Credits system linked to the MaaS application (allowing the credits to become part of the wallet people have on the app to be used to directly pay on selected modes), will also be explored to help incentivise travel behaviour changes to more sustainable modes, such as bus.

## 1.7. Appendices

## Appendix A Surrey Bus Service Category Table

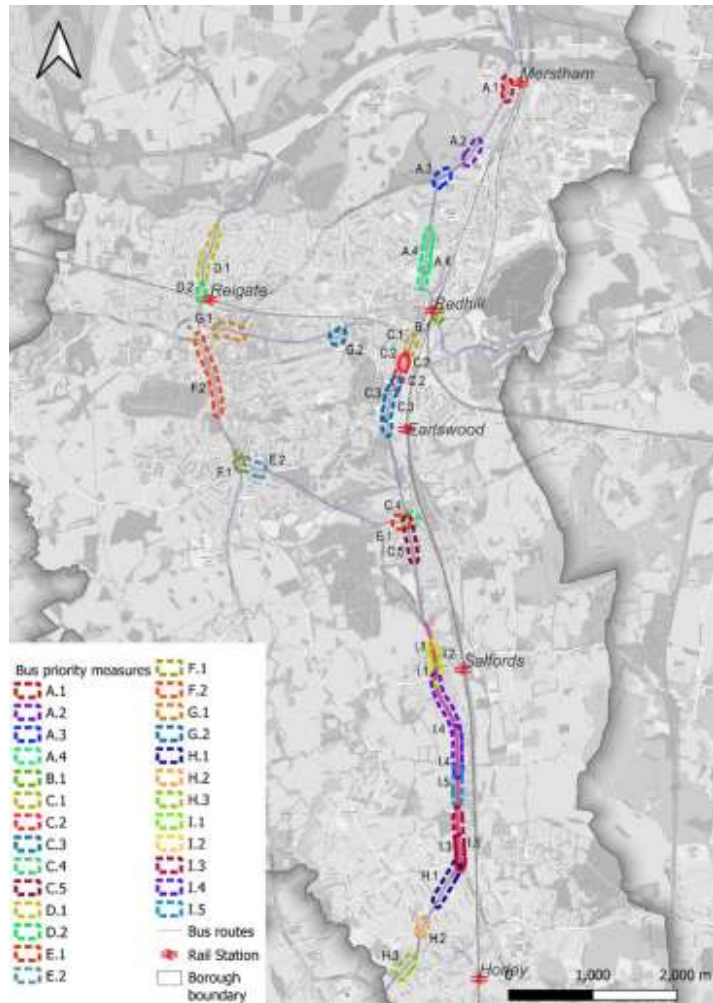
[Our bus network hierarchy can be found on the Surrey County Council website.](#)

## Appendix B Surrey BSIP Supporting Data Note

[The Supporting Data Note can be found on the Surrey County Council website.](#)

## Appendix C Bus Priority Corridor Study example outputs

### Redhill, Reigate & Horley



Location ID	Location	Area	Proposal
A.1	School Hill and Station Road junctions	Merstham	Options including junction improvements to aid traffic movements, providing in-lane bus cages and improving pedestrian provisions.
A.2	New Battlebridge Lane junction	Merstham	Options include providing bus lanes <sup>1</sup> / feeder lanes and providing in-lane bus cages.
A.4	A23 London Road / Frenches Road / Linkfield Lane junction	Redhill	Options include providing bus lanes / feeder lanes and providing in-lane bus cages.
B.1	A25 Redstone Hill / Noke Drive junction	Redhill	Options include traffic signal optimisation and junction improvements, including improved pedestrian/cycle provision.
C.1	Reading Arch Road junction	Redhill	Introduce a right turn pocket for northbound buses.
C.2	Wilton Road to Brook Road	Redhill	Options include parking relocation, bus lane provision and improving an in-lane bus cage to mitigate existing bus stop accessibility issues.
C.3	St John's Road to Hooley Lane/Mill Street	Redhill	Options include providing bus lanes / feeder lanes, improved pedestrian provisions and providing in-lane bus cages.
C.4	Three Arch Road junction	Earlswood	Junction improvements as part of the 'A23 Horley Road / Three Arch Road, Redhill' study.
C.5	Hanworth Road to Three Arch Road	Earlswood	Options include relocating on-street providing to facilitate a bus lane with in-lane bus cages.
D.1	Raglan Road to Hartington Close	Reigate	Options include relocating on-street providing to facilitate a bus lane with in-lane bus cages and improved crossings.
E.1	Maple Road parking	Earlswood	Options include relocating on-street providing to enable two-way traffic flows and mitigate existing queueing back into the Three Arch Road junction.
E.2	Woodhatch Road	Woodhatch	Options include providing bus lanes / feeder lanes, improved pedestrian provisions, providing in-lane bus cages and junction modifications for improved capacity.
F.1	Cockshot Hill feeder lane	Woodhatch	Options include providing bus lanes / feeder lanes and providing in-lane bus cages.
G.1	Croydon Road and Castlefield Road junctions	Reigate	Options include traffic signal optimisation to assist movements through the junction and signal co-ordination of nearby junctions to allow for bus priority.
G.2	Shaw's Corner	Reigate	Options include bus stop relocation onto the A25 to simplify bus movements and reduce the journey time.
H.1	Lumley Road to Chequers Roundabout	Horley	Options include providing bus lanes / feeder lanes, improved pedestrian provisions and providing in-lane bus cages.

<sup>1</sup> LTN 1/20 (Cycle Infrastructure Design) notes that "bus lanes can offer some degree of segregation for cyclists as they significantly reduce the amount of interaction with motor traffic". Therefore it is recommended that where bus lanes are proposed, consideration is given to the benefits which can be provided by permitting cycling access and the design development progressed accordingly.

Location ID	Location	Area	Proposal
H.2	Brighton Road / Victoria Road junction	Horley	Options include providing bus feeder lane to the junction and introduce ITS signals to allow for buses priority.
H.3	The Avenue to Massetts Road	Horley	Options include introducing a bus lane and providing increased approach capacity to the junction with a second lane.
I.1	Honeycrock Lane to Wood Close	Salfords	Options include relocating on-street parking to facilitate a bus lane with in-lane bus cages.
I.2	Horley Lodge Lane to Honeycrock Lane	Salfords	Options include providing bus lanes / feeder lanes, providing in-lane bus cages and improving safety by closing one access to the adjacent service road.
I.3	Cambridge Hotel to Chequers Roundabout	Salfords	Options include providing bus lanes / feeder lanes, improved pedestrian provisions and providing in-lane bus cages.
I.4	Salfords to Cross Oak Lane	Salfords	Options include providing bus lanes / feeder lanes, improved pedestrian provisions and providing in-lane bus cages.
I.5	Cambridge Hotel to Cross Oak Lane	Salfords	Options include traffic signal optimisation to assist movements through the junction.

## A25 Epsom Road



Location ID	Location	Proposal
A	Clandon Crossroads	Introduce westbound bus lane and provide in-lane bus cage.
B	Merrow Park & Ride	Introduce westbound bus lane and a feeder lane for left turn to Park & Ride facility.
C	Merrow Park & Ride to Park Lane roundabout	Introduce westbound bus lane.
D	Park Lane roundabout to Bushy Hill Drive junction	Introduce westbound bus lane, relocate on-street parking, improve provision for cyclists with new cycle facilities and for pedestrians with improved crossings.
E	A25 Epsom Road / Boxgrove Road / Uplands Road junction	Introduce westbound bus and cycle lane allowing left turning traffic, provide in-lane bus cage, and introduce two-lane exit on the westbound direction.  Introduce eastbound bus and cycle lane and provide in-lane bus cage.  Improvements to the traffic signals for bus priority and pedestrians.
F	A246 Epsom Road / Waterden Road / Harvey Road junction	ITS (Intelligent Transportation System) signals upgrade to allow for bus priority.