



Getting around in Essex

A bus and passenger transport strategy



Essex County Council

Working in partnership with



Contents

Introduction	4
Section One	
Buses are important to Essex	5
Buses make life better for people	5
Buses support our economy	5
Buses in Essex	7
What passengers say	7
What about those who don't use buses?	8
Conclusion	8
Section Two	
We want to make bus travel better, easier and the way that more people get around	9
Our proposals	9
Proposal 1: Working in partnership	9
Proposal 2: Customer quality commitment	10
Proposal 3: Better, well used services	10
Proposal 4: Support for valuable, but not commercial, services	10
Proposal 5: Good customer information	11
Proposal 6: Tailored solutions	11
Proposal 7: Ticketing	12
Proposal 8: Focused local planning	12
Section Three:	
We want your views on how we make bus travel better, easier and the way more people get around	13
Questionnaire for bus and passenger transport strategy consultation	13
Annex A: How buses contribute to better outcomes in Essex	25
Annex B: The bus network in Essex	32
Annex C: Travel to work in Essex	35
Annex D: Meeting the needs of rural communities through demand responsive transport	37
References	38

Introduction

Buses are important to Essex: to all of us, our friends and family, our communities, the businesses we work for and for the overall strength of our economy. Buses enable people to travel to work, school and college, for leisure, entertainment, shopping and to access important services like health appointments. They enable families and friends to stay in touch, and people to live independently without using a car. They help keep traffic off our roads, reduce pollution and bring communities together. They are flexible and good value when they are well used.

Buses help Essex's economy to grow by enabling people to move about without adding to congestion on the roads. This is true for all buses: from urban, rural and school buses to non-conventional transport such as Community Transport or 'Demand Responsive' transport.

Essex County Council recognises the importance of buses to Essex. This strategy sets out how we plan to grow and improve the bus network and how you can have your say on our proposals.

This consultation paper does three things:

- **Section One**

Sets out why buses are important to Essex, how the current network of buses operate, and where they operate.

- **Section Two**

Sets out how we want to make the bus network stronger: delivering a higher quality service and carrying more passengers. This section suggests some ideas for how we might do that.

- **Section Three**

Shows you the questions we're asking in our consultation and tells you how you can take part and give your views.



Section One

Buses are important to Essex

Buses make life better for people

1.01 Buses make people's lives better and have wide benefits for society as a whole. They also contribute to the seven outcomes that we want for people in Essex:

- Children in Essex get the best start in life.
- People have aspirations and achieve their ambitions through education, training and lifelong learning.
- Sustainable economic growth for Essex communities and businesses.
- People in Essex can live independently and exercise choice and control over their lives.
- People in Essex enjoy good health and wellbeing.
- People in Essex experience a high quality and sustainable environment.
- People in Essex live in safe communities and are protected from harm.

1.02 We have set out in more detail in **Annex A** some of the ways that buses contribute to making people's lives better by supporting our outcomes.

Buses support our economy

1.03 Buses are, by far, our largest provider of public transport in Britain. In 2010 there were over 5 billion bus trips in Great Britain; almost three times as many trips than by rail and underground put together. Over a billion of those trips were made by people travelling to or from work.

1.04 In 2012, Essex residents caught the bus 45 million times.¹ Outside London, over a fifth of the working age population uses the bus at least once a week. 2.5 million commuters (around 12 per cent of the working population) depend on the bus to get to work every day, while a further one million people occasionally use the bus.



Figure 1: In 2012, Essex residents caught the bus 45 million times.

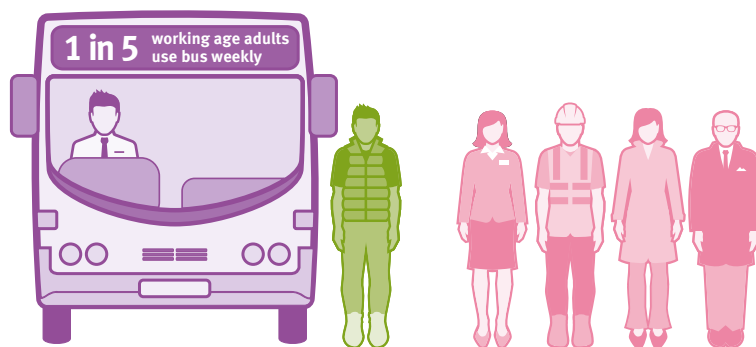


Figure 2: Outside London, over a fifth of the working age population uses the bus at least once a week.



Figure 3: In 2011, around 3,000 people were employed in the local bus sector in Essex.



Figure 4: Bus commuters generate £64 billion in economic benefits across the UK.

- 1.05 The bus sector itself provides jobs and economic benefits to our county. In 2011, around 3,000 people were employed in the local bus sector in Essex, spending an estimated £5.1 million in the economy.²
- 1.06 Across England in 2011 the turnover of the bus sector was £5.3 billion, with the bus sector spending £2.5 billion in its supply chain. Through its supply chain the bus industry supports a further 83,000 jobs.³
- 1.07 Convenient bus travel helps people to get to work and to find new jobs. Bus commuters generate £64 billion in economic benefits across the UK, and around 1 in 10 bus commuters would have to find a different job or leave employment altogether if they could no longer travel by bus.⁴
- 1.08 Buses also support the vitality of city centres. A strong bus network supports shopping, cultural and social activities. It gives people easy and convenient access to leisure and entertainment. People in Essex use the bus to make shopping and leisure service trips which contribute an estimated £660 million to the local economy every year. People really value these social opportunities: when asked to put a value on their journey, those of pension age who get free travel gave it a value of £3.84 per return journey. Those who paid for their travel gave it a value of £8.17. That means people feel they get significantly greater value out of bus travel than what it actually costs them.⁵ Many parts of our night time economy rely on a good bus network too.
- 1.09 Even if you don't use a bus, you can benefit from those who do. Buses help manage congestion, giving a better journey for those who have to travel by car or lorry in order to deliver goods and services. They also support a strong local economy of shops, leisure centres, cinemas, pubs, theatres and restaurants.
- 1.10 So buses support the modern economy in many ways:
- By getting large numbers of people to work.
 - By facilitating better matching between people and jobs – giving people a wider range of choices about how they use their skills and access to more highly skilled jobs.
 - By improving accessibility to education and training for people of all ages.
 - By supporting the vitality of our town and city centres.
- 1.11 The bus is an important facilitator of economic activity and there are large groups of people in Essex who are reliant on the bus. There are also large groups of people who currently don't use the bus but would benefit from it if they did, as would the community and the wider economy.
- 1.12 The successful and established Park and Ride services to the centre of Chelmsford contribute to the vitality of the city and the delivery this year of the Colchester Park and Ride service will begin to do the same for Colchester.

Buses in Essex

Who provides what?

- 1.13 In Essex around 85 per cent of the bus network is provided commercially. Commercial operators set their own bus routes, maintain their own buses and run their services as their commercial interests dictate. Around 15 per cent of the bus network is supported by Essex County Council. The Council runs a tender process and pays for services with money from taxpayers and fare payers. Some of these have to be provided by law, such as home to school transport for qualifying children (£26m); concessionary fares (£20m); looked after children (£1.2m); and adult social care (£5m). The Council also has responsibility for around £1m of Bus Service Operators Grant (BSOG) which is statutory and is based on fuel consumption. Bus operators also receive BSOG direct from the Department for Transport for their commercial services.
- 1.14 Other services are discretionary, such as those (largely run in the evening, on Sundays or in rural areas) where a commercial service isn't currently viable (£8.3m) and Community Transport schemes (£1.2m). These services deliver a range of benefits from helping to reduce congestion at peak times, giving communities transport links and travel opportunities that wouldn't otherwise exist, and helping to get patients to hospital appointments.
- 1.15 **Section Two** starts to set out some ideas for delivering these outcomes and services more cost effectively so that taxpayers and travellers are getting the most out of the money that's spent. This is not about cutting services: it is about seeing if we can deliver them differently and potentially more cheaply. We already have a long-standing process for reviewing services which cost taxpayers more than £5 per passenger journey and we will continue to look carefully at services which are not viable. **Section Three** asks for your views on some of the options.
- 1.16 **Annex B** shows you the main bus routes in Essex and who provides them.

What passengers say

- 1.17 We have some feedback on what passengers think. Overall satisfaction rates for those who travel on Essex buses are generally good at 83 per cent, but this does put Essex at the bottom compared to the other authorities who were surveyed.⁶ And although our 'very dissatisfied' rating is small at 4 per cent, it is double that of some other authorities.
- 1.18 42 per cent of bus users are travelling to or from work or education, 29 per cent are going shopping, 13 per cent are visiting friends or relatives, 5 per cent are on a leisure trip and 10 per cent are doing something else.
- 1.19 Just under half of those who use buses (49 per cent) are choosing to do so because it is either cheaper or more convenient than other methods of travel. 51 per cent have no choice – the bus is their sole means of getting around.

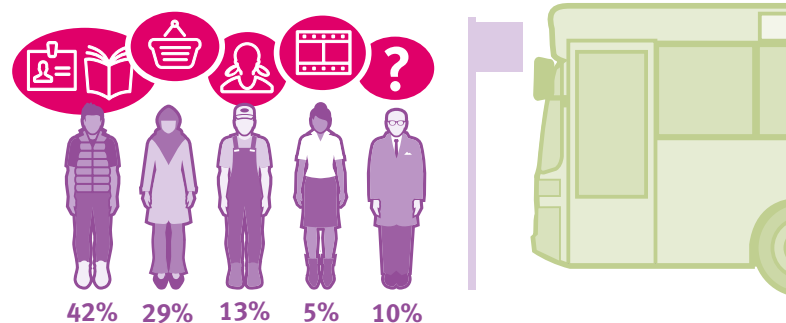


Figure 5: 42 per cent of bus users are travelling to or from work or education.



Figure 6: Just under half of those who use buses (49 per cent) choose to do so, 51 per cent have no choice – the bus is their sole means of getting around.



1.20 The issues that people raise most often when asked how their service could be improved are:

- Design, comfort and condition of the bus. Seats came out as a specific issue and suspension: people want to be able to sit comfortably and not be jolted.
- Punctuality: people want buses to be on time.
- Drivers: people want their drivers to interact positively with them as customers and to be considerate of them as passengers. Specifically, they want them to wait until passengers are sat down before starting off and they want them to brake gently.
- Information: people want better real time information at all points in their journey. Particularly about where their bus is and why it is late (if that is the case).
- Frequency and routes: people want frequent buses on convenient routes. They particularly want more frequent buses at rush hour.

What about those who don't use buses?

- 1.21 We have lots of information to show why people choose to travel by bus, but we don't have much information on why people choose not to travel by bus.
- 1.22 For some it will be an obvious reason, such as there is no appropriate bus service to take them where they want to go and it is easier to travel by car. Maps in **Annex C** show where people are travelling from in Essex, including by car.
- 1.23 For others the reasons may be more complex and include convenience, a perceived lack of quality, or concerns about reliability or bus driver behaviour.
- 1.24 If you don't use the bus, there are some questions in **Section Three** we would specifically like to ask you.

Conclusion

- 1.25 Buses are very important to our lives in Essex. They deliver a lot of benefits – both to those who use them and those who don't, as well as to the broader economy. There is potential for them to do more for us, our communities and businesses. Existing passengers have identified areas in which they would like to see the service improve.
- 1.26 The next section in the strategy sets out what we intend to do to make some of these changes.

Section Two

We want to make bus travel better, easier and the way that more people get around

2.01 We want to deliver a long term strategy for improving passenger transport (bus, minibuss, taxi and community transport) services in Essex. We want to:

- Increase passenger numbers, by working with the commercial, public and voluntary sectors, businesses and people who live and work in Essex to strengthen our ability to deliver an attractive, comprehensive, resilient and high quality bus network.
- Maximise the economic and social benefits to people, businesses and communities across Essex – supporting Essex County Council’s seven outcomes.
- Ensure what we deliver is cost effective and good value for money.

Our proposals

2.02 This section sets out our proposals. There are eight areas of strategic action we have identified to deliver the commercial growth we want. A lot of the detail is still to be developed, and we will do this in partnership once we have considered the responses to this consultation. This is a long term strategy and whilst there are some changes here we can deliver relatively quickly, many will take some time and be a sustained joint effort.

Proposal 1: Working in partnership

2.03 We want to be able to work closely and effectively as a partnership, to identify priorities together and deliver both this strategy and a really good service across Essex. We are proposing to:

- Set up a Bus Strategy Commissioning Board that brings bus stakeholders together in Essex. This will entail:
 - A senior group which meets quarterly and oversees development and commissioning of our Essex Bus Strategy, chaired by the Cabinet Member for Highways and Transportation and including senior representatives from bus operators; local authorities; highways professionals; community and passenger groups.
 - A working group (drawn from these member organisations) to support that strategic group and which is responsible for delivery of the change, meeting every month.
 - Specific task groups as necessary, potentially on reliability/punctuality and infrastructure; and geographically specific groups to look at community bus partnerships and local issues.
 - Evolving the Board to a Passenger Transport Delivery Board, which will give us the mechanism to deliver this strategy, resolve issues that arise and identify new priorities in due course.

Proposal 2: Customer quality commitment

- 2.04 We want to be able to give customers a clear commitment on the service that they can expect and the improvements we will make. This will include commitments on:
- Frequency and reliability.
 - Customer focused, high quality services, respecting passengers' needs and with responsive customer complaints handling.
 - Live, real time information on bus location and route planning.
 - High vehicle standards, including the sitting environment, cleanliness and Wi-Fi.
 - A regular review by area of overall performance, identifying any opportunities for growth, issues and solutions.
 - Supporting local community travel groups in identifying local growth opportunities.
- 2.05 This will give us a set of service standards for bus travel in Essex which will help drive consistency and quality across the network.

Proposal 3: Better, well used services

- 2.06 We want a service that better serves existing customers, provides new services that attract new customers and offers a really effective alternative to the car. We are proposing to:
- Link transport operators into the local highways panels to enable a jointly agreed and prioritised pipeline of infrastructure measures.
 - Undertake a joint marketing approach, under a single common brand to grow bus use.
 - Maximise the inclusion of bus infrastructure, bus service provision and supported bus travel into development frameworks, encouraging bus travel with new developments, including through planning consent.
 - Identify the Essex County Council procured services capable of being moved into commercial operation, to enable taxpayers' money to target those services which cannot operate commercially.
- 2.07 This will help us improve current services, plan for future growth and attract new passengers.

Proposal 4: Support for valuable, but not commercial, services

- 2.08 We want the part of the bus network that is contracted for by Essex County Council and funded with taxpayers' money to support the right people at the right times and to do so as cost effectively as possible. Taxpayer funded services have traditionally largely addressed home to school transport, rural, evening and Sunday passenger needs. They also include some peak time and day time services in rural areas. We propose to:
- Progressively move contracts to a position where operators have an incentive to increase the number of passengers on a route by enabling them to keep revenue from fares.
 - Include a 'taper' option for operators bidding for contracted services, so they can demonstrate a commitment to grow services and so the cost to the taxpayer declines over time.

- Restructure contracts so they are more flexible and for a minimum five year period, enabling bus operators to invest in buses, drivers and in growing passenger numbers.
- Move to a specification of outcomes, in terms of services delivery for an area or corridor (working with local groups), rather than on a specified route by route basis.
- Re-plan contracts so those in each area are re-let to a clear and simple timetable.
- Identify how we might combine the commercial and supported networks, NHS transport, Community Link (Essex County Council's in-house fleet) and Community Transport to provide a better, integrated and more efficient service.
- Explore the merits of quality partnerships and quality contracts, where they might bring overall benefits.
- Encourage a healthy supplier base for contracted service provision, welcoming new, innovative and high quality supplier entries into the market.

2.09 This will mean that we use taxpayers' money to target the services that need most support and ensure we get the most value from them.

Proposal 5: Good customer information

2.10 We want to be able to give bus passengers consistent real time information, accessible planning, supporting apps and an engaging social media presence. We propose to:

- Develop consistent, real time, customer planning capacity and information on bus routes, timetables and live bus information, including personalised information and alerts and overall performance feedback.
- Enable communities and individuals to identify potential new bus routes and needs.

2.11 This will enable people to plan and travel more easily and with greater confidence, as well as being able to make flexible and fast decisions about how they do so.

Proposal 6: Tailored solutions

2.12 We want to see what services we can provide to people who live where a traditional bus service (a single large vehicle on a set timetabled route) is prohibitively expensive and inflexible. This tends to be in rural areas where the population is more dispersed. We propose to:

- Work with communities, operators and taxi firms to identify where tailored local schemes can be more cost effective.
- Identify where we can replicate our successful demand responsive services.

2.13 We want to ensure our diverse and numerous rural communities have effective links throughout Essex, in a sustainable way.

Proposal 7: Ticketing

- 2.14 We want customers to be able to make choices about how they travel based on clear and consistent fares information and a fair price for a good journey. We propose to:
- Look at developing a clear, transparent and simple mechanism for fare pricing, which still allows operators to set levels themselves. This could include an upper price limit and some form of banding/zoning.
 - Develop a proposal for an integrated smart ticketing system that would enable customers to use a single smart ticket, mobile phone or other means of payment, on any bus including Essex County Council contracted services of all types.
 - Explore commercial opportunities for other concessionary fares i.e. lower cost travel for groups who would benefit most.
- 2.15 This will enable people to travel flexibly and conveniently, across a range of operators and services or on a single route.

Proposal 8: Focused local planning

- 2.16 Essex is a diverse county. A one size fits all approach will not deliver the outcomes we want. We want to develop services that meet the needs of communities. We are proposing:
- Joint reviews with local authorities, community groups and operators to look at each area. These will identify the opportunities for a better network, including routes and frequency; potential community bus pilots; customised local solutions to address specific issues and understanding the demand for transport in the area and how we meet it.
 - Further opportunities for integrating dedicated mainstream school bus services in the wider commercial transport network.
 - A revitalised approach to travel planning, identifying key nodes such as businesses, shopping centres, schools, colleges, day centres, health centres and hospitals, working with them to incentivise, build and grow bus travel.
 - To use digital information from communities to identify demand for new bus routes, including buses into the Park and Ride.
 - Support the growth of key commuter and inter urban routes in the commercial sector to provide a strong base for the broader network.
- 2.17 This will enable us to plan a network that works well in each of our diverse areas, meets the needs of those communities and the particular characteristics of that area and identifies the best opportunities for growth.

Conclusion

- 2.18 These eight areas are our first set of shared priorities. The next section shows you the questions we're asking in our consultation and tells you how you can take part and give us your views.

Section Three

We want your views on how we make bus travel better, easier and the way more people get around

Questionnaire for the bus and passenger transport strategy consultation

You can answer the questions easily and conveniently online by visiting essexinsight.org.uk/consultations and selecting 'current consultations' then 'bus and passenger transport consultation'.

You can also choose to answer these questions over the phone by calling Healthwatch on 01376 572829 (between 10 am and 2 pm, Mondays to Fridays except public holidays) and they can arrange to do this.

If you wish to complete a paper copy of this questionnaire, you can request one is sent to you along with a summary of our strategy by emailing contact@essex.gov.uk or calling 0845 743 0430.

Getting around in Essex

Essex County Council recognises the importance of buses to Essex. We want to find out your views on the Bus and Passenger Transport Strategy, which covers how we plan to grow and improve the bus network. You do not have to be a regular bus user to take part – we need and welcome views of both users and non-users!

To take part in the online survey, go to essexinsight.org.uk/consultations and select 'current consultations' then 'bus and passenger transport consultation'.

We will collate all the responses from the survey and summarise them as part of our report. We will not identify individual people, and your name will not be mentioned in any reports that we write for this purpose. You don't have to take part if you do not want to – this is a voluntary activity.

You may wish to complete this survey over the telephone, or may require it in an alternative format. If so, please call Healthwatch on 01376 572829 (between 10 am and 2 pm, Mondays to Fridays except public holidays) and they can arrange to do this on our behalf.

Healthwatch Essex plays a role at both national and local level to make sure that the views of the public and people who use services are taken into account. As an independent organisation they will help residents who may need this support to complete the questionnaire.

Please could you complete the questionnaire by 31 March 2015.

Questions

Q.1 Please tell us whether you are responding as:

- A resident of Essex
- Someone who works in Essex, but doesn't live here
- A councillor for a parish council, district council or county council
- A representative of a community group (e.g. bus user group or accessibility group)
- A bus operator
- A business
- Other *(Please specify)*

Q.2 Which district do you live in?

- | | |
|--|--|
| <input type="checkbox"/> Basildon | <input type="checkbox"/> Harlow |
| <input type="checkbox"/> Braintree | <input type="checkbox"/> Maldon |
| <input type="checkbox"/> Brentwood | <input type="checkbox"/> Rochford |
| <input type="checkbox"/> Castle Point | <input type="checkbox"/> Tendring |
| <input type="checkbox"/> Chelmsford | <input type="checkbox"/> Uttlesford |
| <input type="checkbox"/> Colchester | <input type="checkbox"/> Other <i>(Please specify)</i> |
| <input type="checkbox"/> Epping Forest | |

Q.3 Please tell us your postcode – this information will be used to find out what areas of Essex we received responses from and to identify any local issues. Your postcode will not be used to identify you as an individual in any way or shared with anyone else. *(Please give us all digits)*

Q.4 How often do you use the bus? *(Please tick just one option)*

- At least once a week
- Two or three times a month
- Once a month
- A few times a year
- Not at all in the last year

Q.5 What are your main reasons for using a bus? *(Please tick all that apply)*

- I don't have a car
- It's the most convenient way to travel
- It's the only option I have
- It's cost effective
- I use the Park and Ride to avoid parking in town
- Other *(Please specify)*

Q.6 What are the main purposes for your bus travel? *(Please tick all that apply)*

- Getting to work
- Going shopping
- Going to leisure activities
- Travelling to a health or hospital appointment
- Visiting family and friends
- Other *(Please specify)*

Q.7 If you don't use the bus what are the main reasons for that?

(Please ignore this question if you do use the bus. Please tick all that apply)

- It is too expensive
- The times are not convenient
- It takes too long to get where I want to go
- It doesn't get me where I want to go
- I am physically unable to get on a bus
- I just automatically use the car
- Other *(Please specify)*

Q.8 What would make you start using the bus?

We would like to know how you think buses contribute to life in Essex.

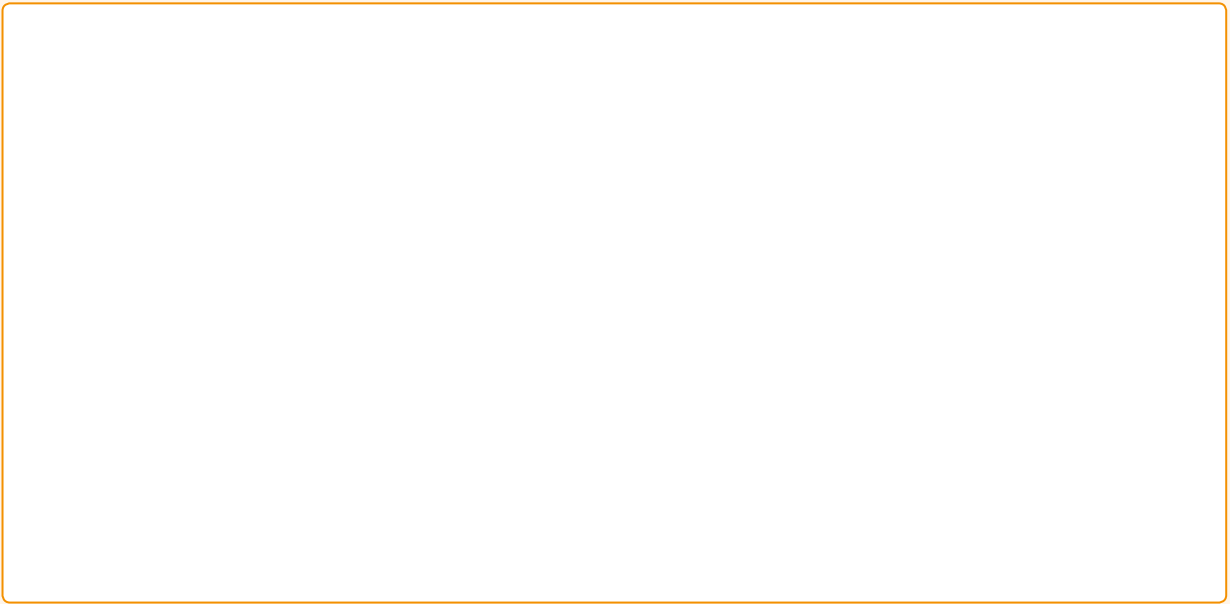
Q.9 What difference do buses make to you and your community?

Q.10 How can we attract more passengers to bus transport and broaden bus use?

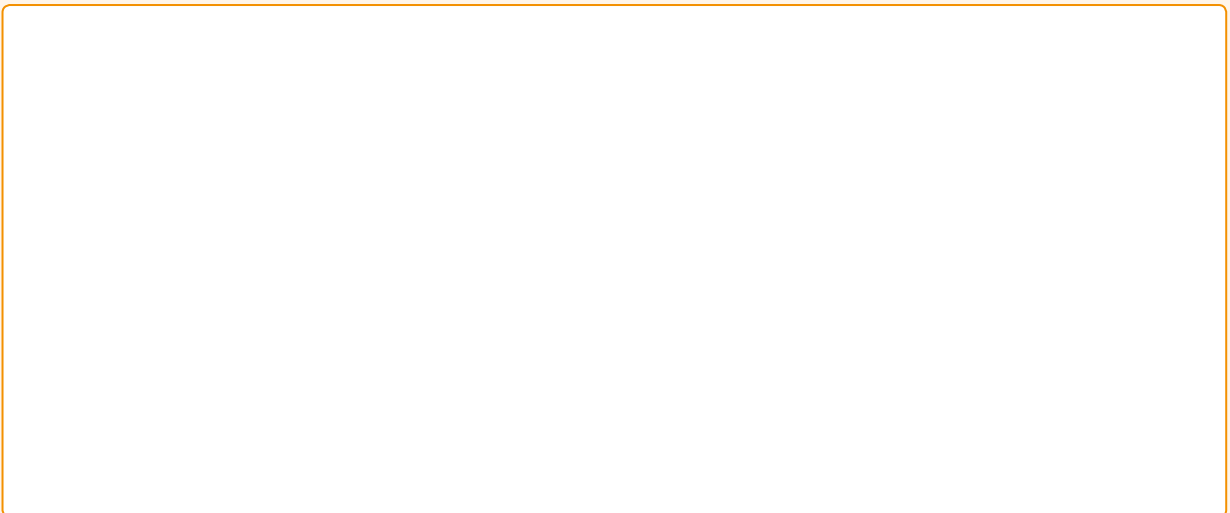
Q.11 Please rank these issues in order of priority for you, where 1 is the most important and 8 is the least important:

- Frequency
- Reliability
- Friendliness of the drivers
- The cleanliness and comfort of the vehicle
- The availability of good, accurate travel information
- Cost
- Accessibility (ease of getting on and off and travelling on the bus)
- The route

Q.12 Are there any other issues that are important?



Q.13 If you could make ONE change to current bus services what would it be?



Q.14 If you could have ONE new bus route in Essex which doesn't currently exist, where would it be?
(Please specify the exact location this bus route should go to and from and broadly what times it should run)



We want to make bus travel better, easier and make it the way that more people get around

We want to deliver a long term strategy for improving passenger transport (bus, minibus, taxi and community transport) services in Essex.

Our proposals

There are eight areas of strategic action we have identified to deliver the commercial growth we want. These are set out in Section Two and you'll want to have it to hand to refer to the detail as you answer these questions.

Proposal 1: Working in partnership

We want to be able to work closely and effectively as a partnership, to identify priorities together and deliver both this strategy and a really good service across Essex. We believe our partnership should be made up of:

- Bus operators
- Parish and district councils
- Bus user groups
- Businesses
- Communities

Q.15 Do you believe we have left anybody out? Please specify who else should be included in our partnership.

Proposal 2: Customer quality commitment

We want to be able to give customers a clear commitment on the service that they can expect and the improvements we will make.

Q.16 Please tell us which of these are the top three issues for you? (Please tick only three)

- Frequency and reliability
- Responsive customer complaints handling
- Live, real time information on bus location and route planning
- High vehicle standards, including the sitting environment, cleanliness, accessibility (getting on and off), Wi-Fi
- A regular review by area of the bus network
- A commitment to supporting local community travel groups in identifying local growth opportunities
- Other (Please specify)

Proposal 3: Better, well used services

We want a service that better serves existing customers, provides new services that attract new customers and offers a really effective alternative to the car.

Q.17 What should be our priority areas for developing more services? *(Please tick all that apply)*

- | | |
|--|--|
| <input type="checkbox"/> Your local community | <input type="checkbox"/> Services to hospitals |
| <input type="checkbox"/> Rural areas | <input type="checkbox"/> Service to rail stations |
| <input type="checkbox"/> Urban areas | <input type="checkbox"/> Service to business parks |
| <input type="checkbox"/> Commuter services | <input type="checkbox"/> Services to shopping centres |
| <input type="checkbox"/> Services between Essex towns and cities | <input type="checkbox"/> Other <i>(Please specify)</i> |

Proposal 4: Support for valuable, but not commercial, services

We want the part of the bus network that is contracted for by Essex County Council and funded with taxpayers' money (currently 15 per cent of the network) to support the right people at the right times and to do so as cost effectively as possible.

Q.18 What else can we change to get better value from the services that Essex County Council runs?

Proposal 5: Good customer information

We want to be able to give bus passengers consistent real time information, accessible planning, supporting apps and an engaging social media presence, as well as improving our other information channels.

Q.19 What information would make using the bus more convenient for you? *(Please tick all that apply)*

- Planning journeys, including maps
- Tracking your bus on a map on your smartphone, laptop or tablet
- Personalised alerts so you know where your bus is
- Easily accessible timetables
- Better information at the bus stop
- Other *(Please specify)*

Q.20 How would you like that information? *(Please tick all that apply)*

- Online so you can access it on a smartphone, tablet, laptop or other device
- Advice at bus stations
- Paper timetables and information on routes, including at bus stops
- Telephone
- Other *(Please specify)*

Q.21 Have you tried searching for bus information online?

- Yes
- No

If yes: which website did you use?

Did you find what you wanted to know?

- Yes everything
- Yes mostly
- No

Did you have any specific difficulties?

- Yes
- No

If yes: what difficulties did you experience?

Proposal 6: Tailored solutions

We want to see what services we can provide to people who live where a traditional bus service (a single large vehicle on a set timetabled route) is prohibitively expensive and inflexible.

Q.22 Do you have any new or innovative ideas about how to provide bus services in Essex?

Proposal 7: Ticketing

We want customers to be able to make clear choices about how they travel based on clear and consistent fares information and a fair price for a good journey.

Q.23 What would help to make buying a ticket simpler? *(Please tick all that apply)*

- A zone or banding system so you know how much you'll pay
- Being able to pay with a smart card or phone as well as money
- Being able to buy a ticket online
- Group or family discounts
- Other *(Please specify)*

Proposal 8: Focused local planning

Essex is a diverse county. A one size fits all approach will not deliver the outcomes we want. We want to develop services that meet the needs of communities.

Q.24 What are the most important things to consider in your area?

Conclusion

Q.25 Is there anything else you would like to see covered in our strategy?

About you

In order to ensure the continued development of our Diversity and Equality practices, everyone that we work with is asked to complete the information below. You are not obliged to answer all questions, but the more information you supply, the more effective our monitoring will be. If you choose not to answer questions, it will not affect your participation. The information you supply below is confidential and will be used solely for monitoring purposes.

Your gender:

- Male
- Female

Do you consider yourself to be transgender?

- Yes
- No
- Prefer not to say

Do you consider yourself to have a disability, and if so please tell us what type of disability you have?

- I don't have a disability
- Physical or sensory impairment
- Learning disability or difficulty
- A long term health condition

Please tell us which age bracket you fall into.

- Age 18 - 24
- Age 25 - 34
- Age 35 - 44
- Age 45 - 54
- Age 55 - 64
- Age 65 - 74
- Age 75 - 84
- Age 85 - 94
- Age 95+

Your ethnicity:

- | | |
|--|---|
| <input type="checkbox"/> White British | <input type="checkbox"/> Asian or Asian British Indian |
| <input type="checkbox"/> White Irish | <input type="checkbox"/> Asian or Asian British Pakistani |
| <input type="checkbox"/> Gypsy/Roma | <input type="checkbox"/> Asian or Asian British Bangladeshi |
| <input type="checkbox"/> Traveller of Irish heritage | <input type="checkbox"/> Chinese |
| <input type="checkbox"/> White other | <input type="checkbox"/> Asian or Asian British other |
| <input type="checkbox"/> Mixed White and Black Caribbean | <input type="checkbox"/> Black or Black British Caribbean |
| <input type="checkbox"/> Mixed White and Black African | <input type="checkbox"/> Black or Black British African |
| <input type="checkbox"/> Mixed White and Asian | <input type="checkbox"/> Black or Black British other |
| <input type="checkbox"/> Mixed other | <input type="checkbox"/> Any other ethnic background (<i>Please describe</i>) |

Your religion/faith:

- | | |
|------------------------------------|-----------------------------------|
| <input type="checkbox"/> Christian | <input type="checkbox"/> Sikh |
| <input type="checkbox"/> Muslim | <input type="checkbox"/> Jewish |
| <input type="checkbox"/> Hindu | <input type="checkbox"/> None |
| <input type="checkbox"/> Buddhist | <input type="checkbox"/> Not sure |

Under the Data Protection Act we have a legal duty to protect any information we collect from you. The information will only be used for the purposes of informing the Bus and Passenger Transport Strategy and will not be kept longer than is necessary to do so, up to a maximum of five years. We will not share your personal details with any other agency unless we have concerns that you or another individual may be at risk of harm or if it is required by law. We do not collect personal information for commercial purposes.

Copy of the report

If you would like to receive a copy of the report please tick Yes and insert your contact details on page 24.

- Yes

Please tell us what format you would like the report in:

- Large print (*Please specify font size*)
- Audio
- Easy read
- Braille
- Other (*Please specify*)

Getting involved in future engagement

If you would like to take part in future consultation and engagement on bus and transport strategy please tick Yes and insert your contact details at the bottom of the page.

Yes

How would you like to be involved in future engagement? *(Please tick all that apply)*

Receiving information through the post

Completing questionnaires

Attending public meetings

Attending focus groups

Other *(Please specify)*

Please provide details on how to contact you by your preferred method (post, telephone or email). These fields are all optional.

Name:

Address:

Telephone number:

Email address:

Thank you for taking part in our survey

Annex A: How buses contribute to better outcomes in Essex

Essex County Council has set out seven key outcomes which guide the work that it undertakes. These seven outcomes are designed to improve the lives of every resident in Essex, especially the most vulnerable.

This section identifies how buses can help contribute to the delivery of those outcomes.

Outcome: Children in Essex get the best start in life.

High contribution



- Gives children and young people safe access to school and college.
- Gives children and their parents and carers access to health services, community services, open space and recreational services.
- Gives parents and carers access to work.
- Encourages sustainable transport choices.

Medium contribution



- Keeps families in contact across a greater distance (extended families, families with a family member in prison etc.).
- Reduces social isolation.

Lower contribution



- Helps children to learn to 'get around' in a social environment and to plan and organise.

- A.01 The bus service is vital in ensuring the best start in life for children in Essex. Buses bring a range of direct and indirect benefits for children: from connecting families and carers to schools, clinics and hospitals, to helping children to access social opportunities that aid their learning and development.
- A.02 The National Travel Survey shows that, for under 17s, the bus is likely to be the most important way of accessing education: around 20 per cent of the journeys made to and from school by 5-16 year olds are by bus.
- A.03 Buses also connect children with a wealth of social opportunities and help equalise access to green spaces and positive activities for families from all backgrounds, regardless of income levels. 25 per cent of households in Britain do not have access to a car and almost 50 per cent of families with the lowest income levels do not have a car.⁷
- A.04 Buses are, therefore, also important for ensuring that parents have the opportunity to work and support their families even if they do not have their own vehicle.



Outcome: People have aspirations and achieve their ambitions through education, training and lifelong learning.

High contribution



- Enables access to school, further education and training, and work experience.
- People don't have their choices and aspirations limited by access.
- Good transport links are an attractor for high value jobs (technology, engineering, education).
- Encourages the use of sustainable travel at a young age.
- Enables an increase in choice and a wider range of opportunities.
- School buses reduce levels of traffic on the roads at peak times.

Medium contribution



- Encourages independence.

Lower contribution



- Enables travel trainers to increase independence and access for the most vulnerable.

- A.05 Bus services provide a vital way to connect residents with learning opportunities at all stages of life. Buses help people to conveniently get to school; college; university; the library and to adult community learning opportunities, when they would otherwise have no means of getting there.
- A.06 High quality passenger transport is especially important for those undertaking post-16 education and the availability of good bus services has a 'significant impact' on younger people from low income families being able to participate in further education.⁸ Convenient and affordable bus services mean that students have more choice about where to study and can base their decision on the quality of teaching and the courses available, rather than the cost of travelling to get there.
- A.07 With 72 per cent of students across the UK taking the bus to college in 2011,⁹ buses have a fundamental role in enabling people in Essex to access education and training.
- A.08 Buses are also important in ensuring that town and city centres, where the majority of training and employment opportunities are, remain accessible for residents. In a survey of businesses across the UK, over half considered the bus to have a role in employee recruitment and retention.¹⁰



Outcome: Sustainable economic growth for Essex communities and businesses.

High contribution



- Provides access to employment and training.
- Provides links between urban centres – connectivity.
- Enables access to leisure, including the night time economy.
- Enables access to shopping and services.
- Supports local cultural activity.
- Can support large scale residential developments.
- Supports tourism.
- Helps attract inward investment.
- High cost:benefit ratio.
- Provides jobs directly and through the supply chain.
- Reduces congestion, which limits growth.
- Supports travel to key locations, like airports, ports, shopping centres, business parks and urban centres.

Medium contribution



- Better use of road space for future growing travel needs.
- Supports the local economy.
- Supports businesses as part of a travel plan and reduces pressure on parking needs.

Lower contribution



- People choose to live and spend in Essex because they can get around easily and it is pleasant.

- A.09 Buses are vital in giving people access to employment. In UK cities outside of London, 77 per cent of jobseekers do not have regular access to a personal vehicle, and rely on public transport to find work.¹¹
- A.10 Affordable and convenient bus travel also helps people to stay in employment. More people commute to work by bus than all other public transport combined and around 400,000 people are in better, more productive jobs as a result of the availability of the bus service. The estimated economic benefit of this increase in quality employment is estimated at £400 million per annum.¹²
- A.11 Bus commuters generate £64 billion in economic benefits across the UK. Around 1 in 10 bus commuters would have to find a different job or leave employment altogether if they could no longer travel by bus.¹³
- A.12 Buses provide connections between residential and urban centres, and enable people in Essex to access leisure and shopping opportunities as well as to the night time economy.
- A.13 More people access the high street by bus than by any other mode of transport. Bus users spend an average of £29.90 per shopping visit, bringing a combined retail and leisure spend of £27.2 billion across the country.¹⁴ By attracting significant numbers of people to town and city centres in Essex, buses support the growth of local businesses as well as the wider economy.

- A.14 The bus can bring visitors to Essex’s tourist destinations, boosting growth of the tourism sector and enabling visitors to explore Essex in a way that is convenient and affordable. Bus users make 471 million leisure trips per year across the UK, spending an average of £26 in the local area per trip and contributing a total estimated leisure spend of £6.2 billion.¹⁵
- A.15 The local bus sector in Essex employs around 3,000 people, who spend an estimated £5.1 million in the economy. The UK bus industry itself also provides over £2.5 billion worth of business to various industries through its supply chain.

Outcome: People in Essex can live independently and exercise choice and control over their lives.

High contribution 

- Provides the means and ability for people to travel to where they want to go and often when they want.
- Supports good mental health by enabling independence and preventing isolation.
- Concessionary fee schemes promote independence.
- People can remain independent and live in their homes longer.
- Reduces social isolation.
- Provides informal social networks.
- Gives people a choice and opportunity to access the services they need.
- Enables access to health services, access to shopping, community interaction, hobbies and leisure for those who either cannot drive or choose not to drive.
- Helps people feel empowered and in charge of their own travel.

Medium contribution 

- People are helped to stay active and physically mobile.

- A.16 Buses are essential in ensuring that people in Essex, especially older and more vulnerable people, maintain control over their lives and stay active and independent. Buses offer older people, who may no longer be able to drive or afford to run a car, the opportunity to access social opportunities, volunteer, go shopping, and keep active and independent.
- A.17 Through the English National Concessionary Travel Scheme (ENCTS), people of state pension age and people with disabilities are given access to free travel on all local buses outside of peak times. There are just under 10 million people with concessionary passes across the UK, who use them to travel an average of 110 bus journeys a year.¹⁶ This makes people aged over 60 the second most frequent bus users in the country, after 17-29 year olds, showing how important buses are to older people. The ENCTS generates £1.50 in social benefits for every £1 of public money spent.¹⁷
- A.18 Alongside vital community transport and demand responsive taxibus services, the bus service helps support people to independently access shops, services and activities.

A.19 60 per cent of disabled people have no car in their household and they use buses around 20 per cent more frequently on average than non-disabled people.¹⁸ Blind people are active bus users, with 41 per cent of blind and partially sighted people currently using bus transport.¹⁹ Buses, then, are vital in helping people with disabilities live independently.

Outcome: People in Essex enjoy good health and wellbeing.

High contribution



- Helps people to access health centres and GP services.
- Helps people to access parks, open spaces and the coast.
- Helps people to access leisure opportunities.
- Provides opportunities for people to get out, reducing social isolation and mental health issues.
- Helps people to access work.

Medium contribution



- Buses can offer a less stressful alternative to driving.
- Travelling by bus is safer than travelling by cars, scooter or motorbike.
- Walking to a bus stop can contribute to a healthy and active lifestyle.
- The concessionary fares scheme promotes travel opportunities for older people.
- Community transport supports good health and wellbeing by reducing rural isolation.

Lower contribution



- Buses can reduce poor air quality and the health issues related to it.
- Helps people become less dependent more quickly after hospital care because they can become self sufficient.

A.20 Buses promote more physically active travel and connect people to health services, green spaces, sports clubs and supermarkets.

A.21 One of the major factors which determine whether or not someone lives a healthy lifestyle is which mode of transport they regularly use. People who use public transport are 25 per cent less likely to be obese than those who do not use public transport.²⁰

A.22 With the NHS increasingly dealing with the health effects caused by obesity, a simple walk to and from the bus stop can provide residents with up to half of the recommended daily level of exercise.²¹

A.23 The bus also connects people to health promoting activities and places, from leisure centres running fitness sessions to supermarkets stocking cheap, healthy food.

A.24 Through offering an alternative to car travel and making more efficient use of road space, buses cut congestion and reduce the amount of traffic on the roads. This has the benefit of improving air quality in urban areas, as well as reducing air pollution and greenhouse gas emissions across the county.

A.25 The bus service can also help people stave off isolation, loneliness and poor mental health, particularly in older people. In fact, travelling by bus as opposed to the car can reduce mental stress by a third.²² In themselves, buses and bus stops offer a place to interact with other people, as well as providing residents with the opportunity to connect with friends and engage in varied social opportunities.

Outcome: People in Essex experience a high quality and sustainable environment.

High contribution



- Helps reduce congestion.
- Helps reduce levels of pollution.
- Buses are valued as a community resource.

Medium contribution



- Enables access to valuable open spaces, country parks and coastal areas.

- A.26 Buses play a major role in enhancing the environment for residents by relieving congestion on the roads, reducing noise pollution, and providing a low carbon alternative to car travel.
- A.27 While cars produce nearly 60 per cent of all CO₂ emissions from road transport in the UK, buses are responsible for just 5 per cent.²³ Congested urban areas of Essex which are susceptible to poor air quality, parking problems and accidents can most benefit from improved bus services, as each double decker bus can take up to 75 cars off the road and out of car parks.
- A.28 Bus operators are increasingly investing in low emission buses, including hybrid and electric technology, which decrease carbon emissions by around 30 per cent and can make road side spaces cleaner, quieter and more pleasant.



Outcome: People in Essex live in safe communities and are protected from harm.

High contribution



- Buses help communities to avoid feelings of isolation.
- Visible transport in the evening/after dark reduces fear of crime and reduces the feeling of vulnerability when walking home.
- Builds social inclusion, social cohesion and community spirit.
- Enables people to be dispersed safely – after drinking alcohol, for example.

Medium contribution



- Modal shift to buses mean fewer vehicles on the road and fewer road traffic accidents.
- Lower emissions have a positive impact on health.
- A safer way to travel.

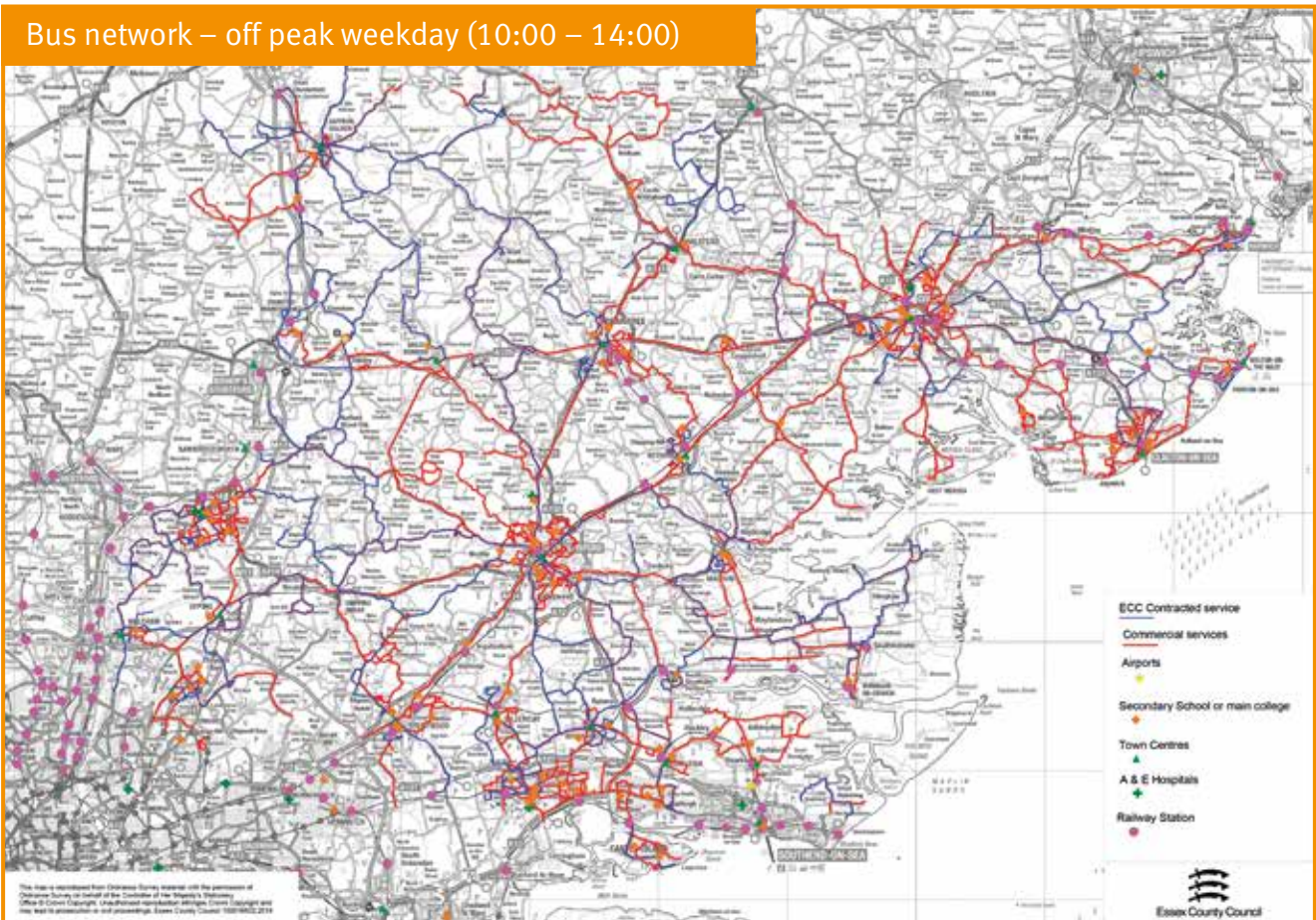
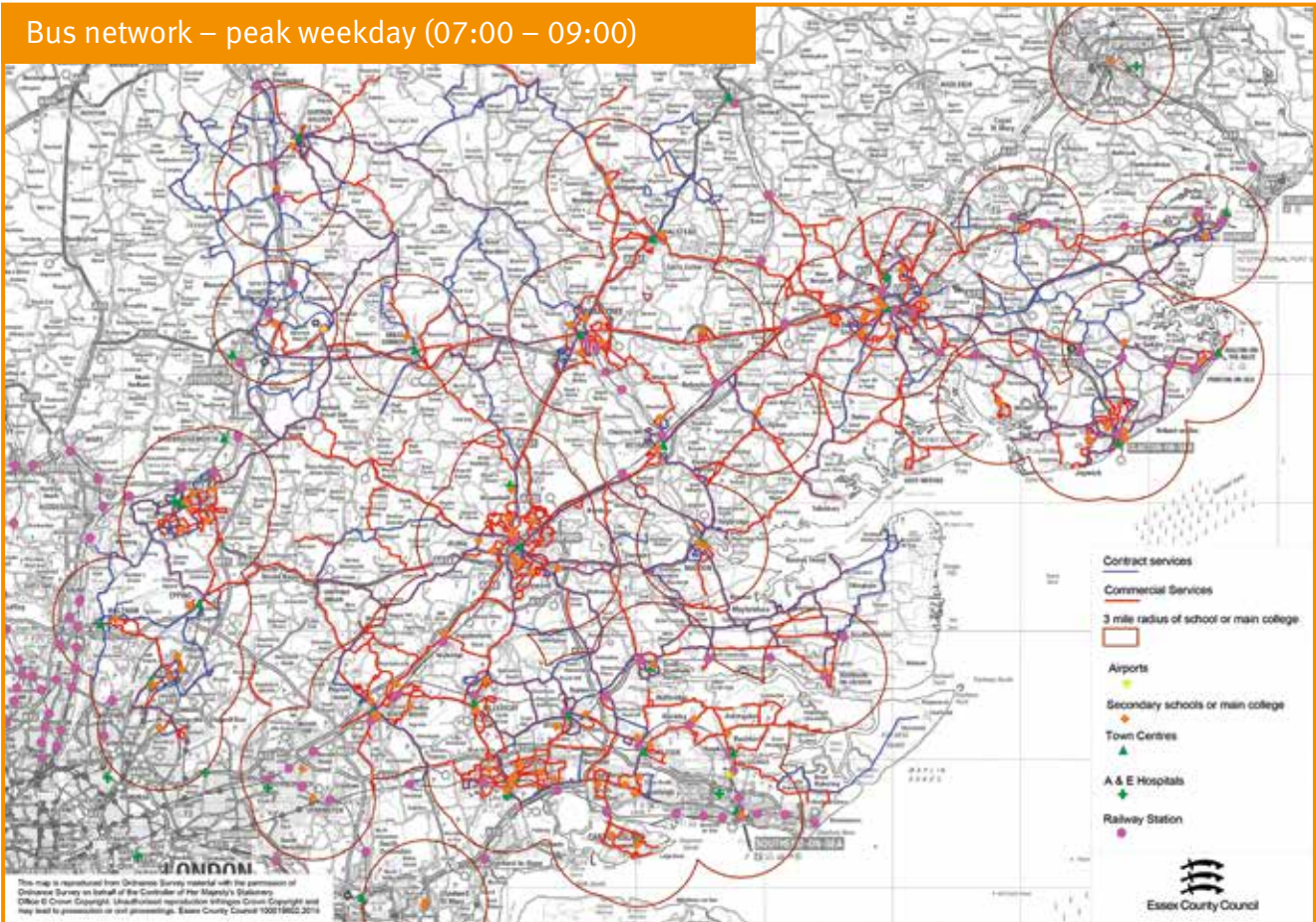
Lower contribution



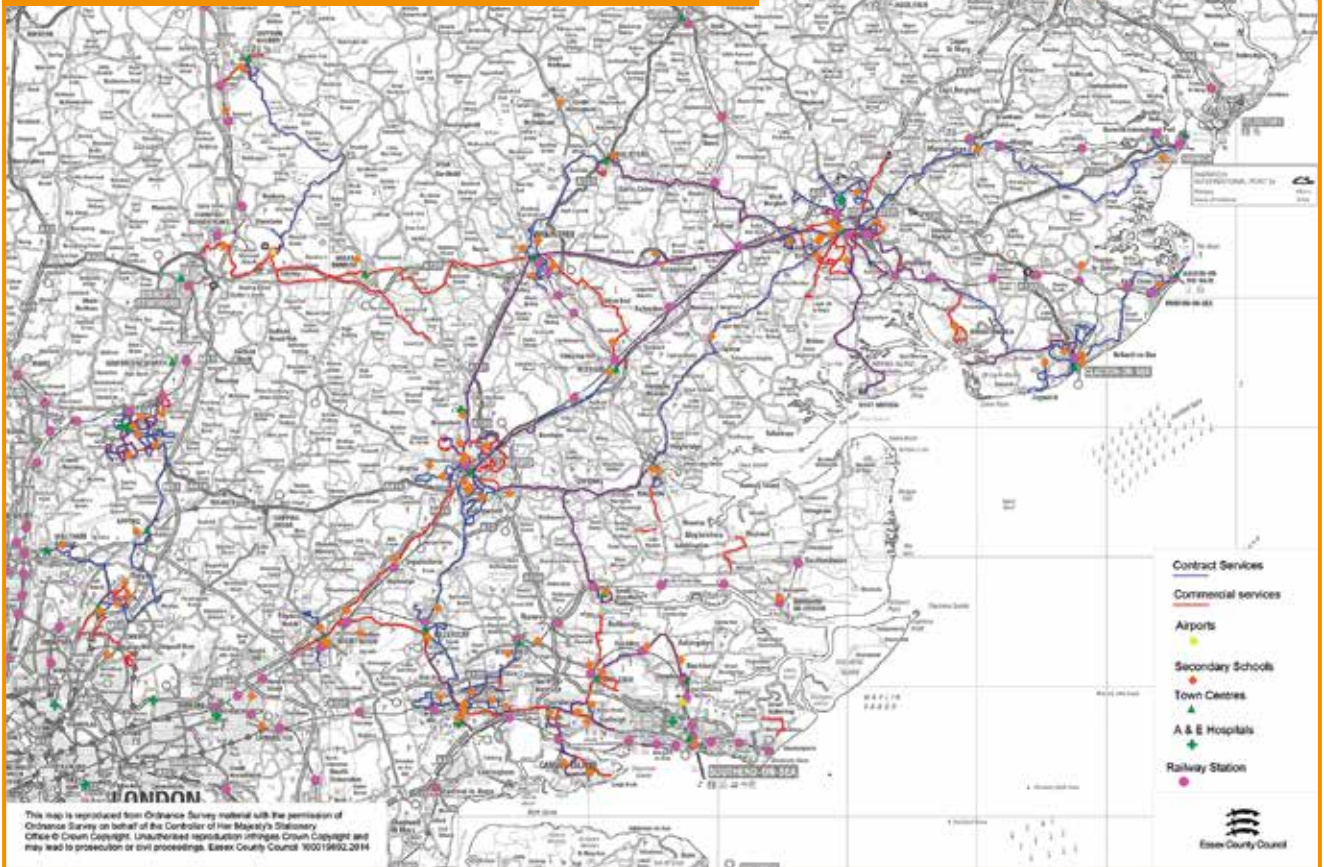
- Potentially help reduce child deaths in higher risk areas.
- Young people are at higher risk in cars and on motorcycles.
- People experience diversity on buses.

- A.29 Buses can help make the roads safer as they aid decongestion of the road network and reduce accidents and air pollution. People who live or work in communities with high quality public transportation tend to drive significantly less and rely more on alternatives such as the bus or cycling.
- A.30 As more people are encouraged to travel by bus rather than by private vehicle, the number of cars and motorbikes on the roads is reduced and the number of road traffic collisions reduces as well. People in more socially deprived areas, especially children, are five times more likely to die in road traffic accidents than those from the more wealthy backgrounds.²⁴ The shift from car to bus journeys can help reduce these accidents in more deprived, residential areas.
- A.31 Alongside a reduction in accidents and lower levels of air pollution, buses encourage active travel, and increased physical and mental health.

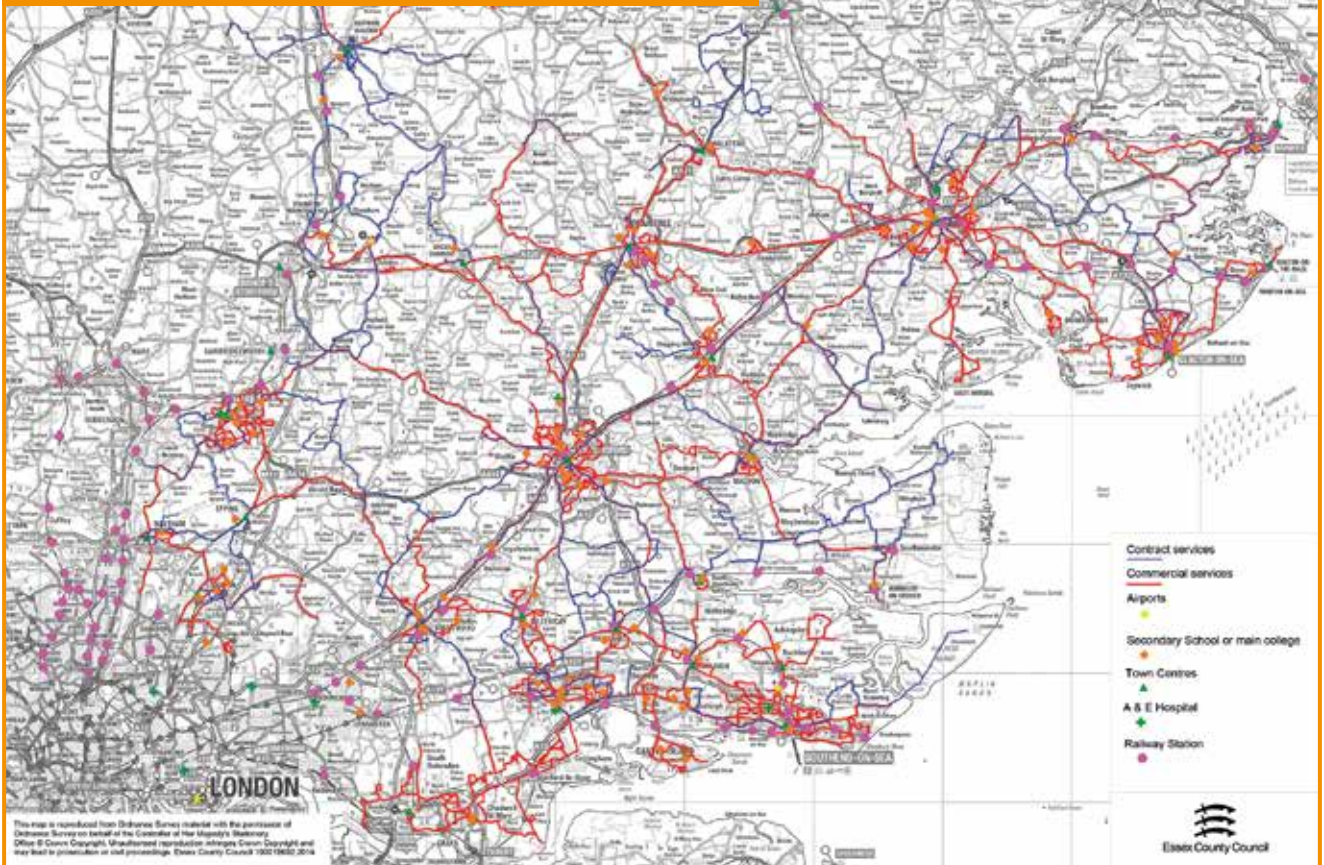
Annex B: The bus network in Essex



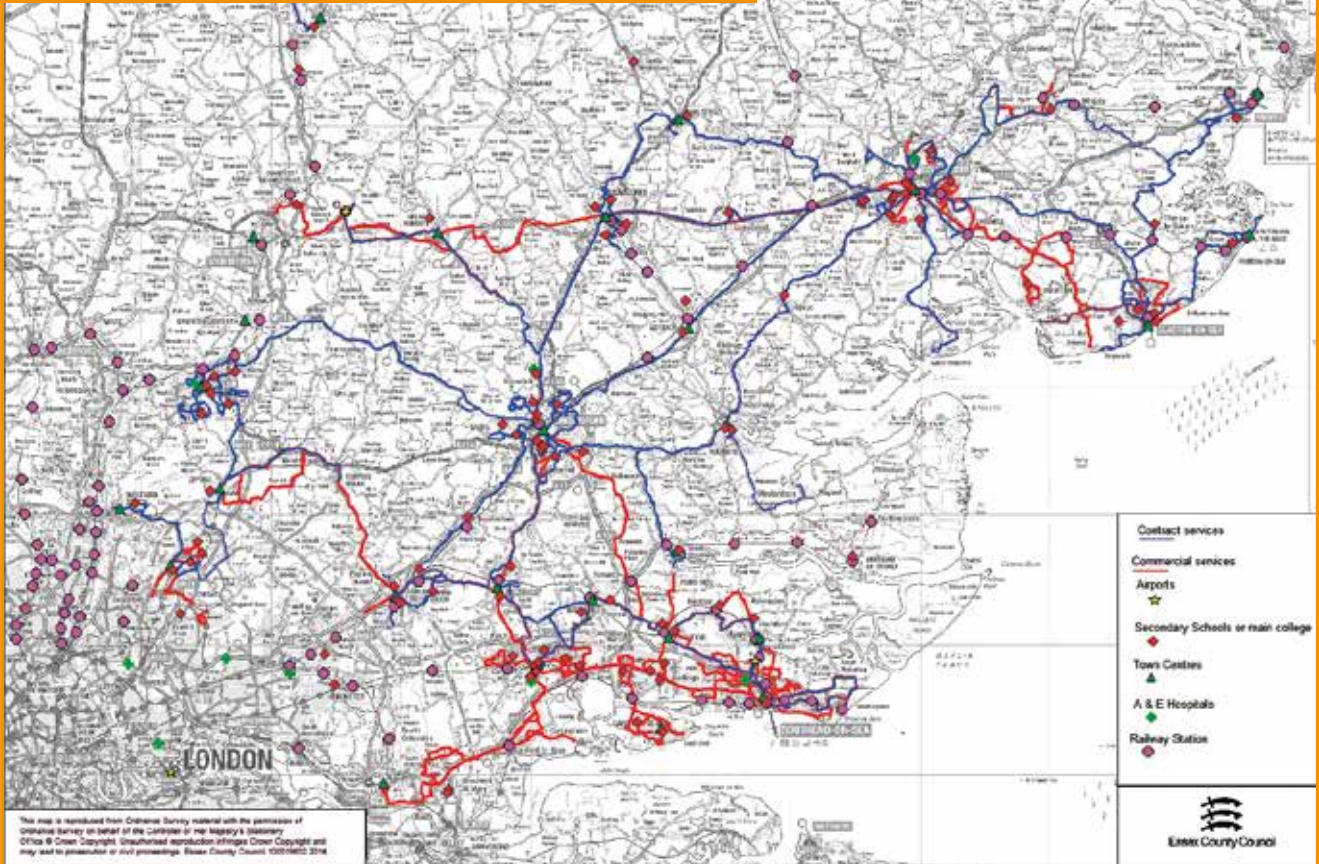
Bus network – weekday evening (21:00 – 24:00)



Bus network – Saturday (10:00 – 12:00)



Bus network – Sunday (09:00 – 17:00)

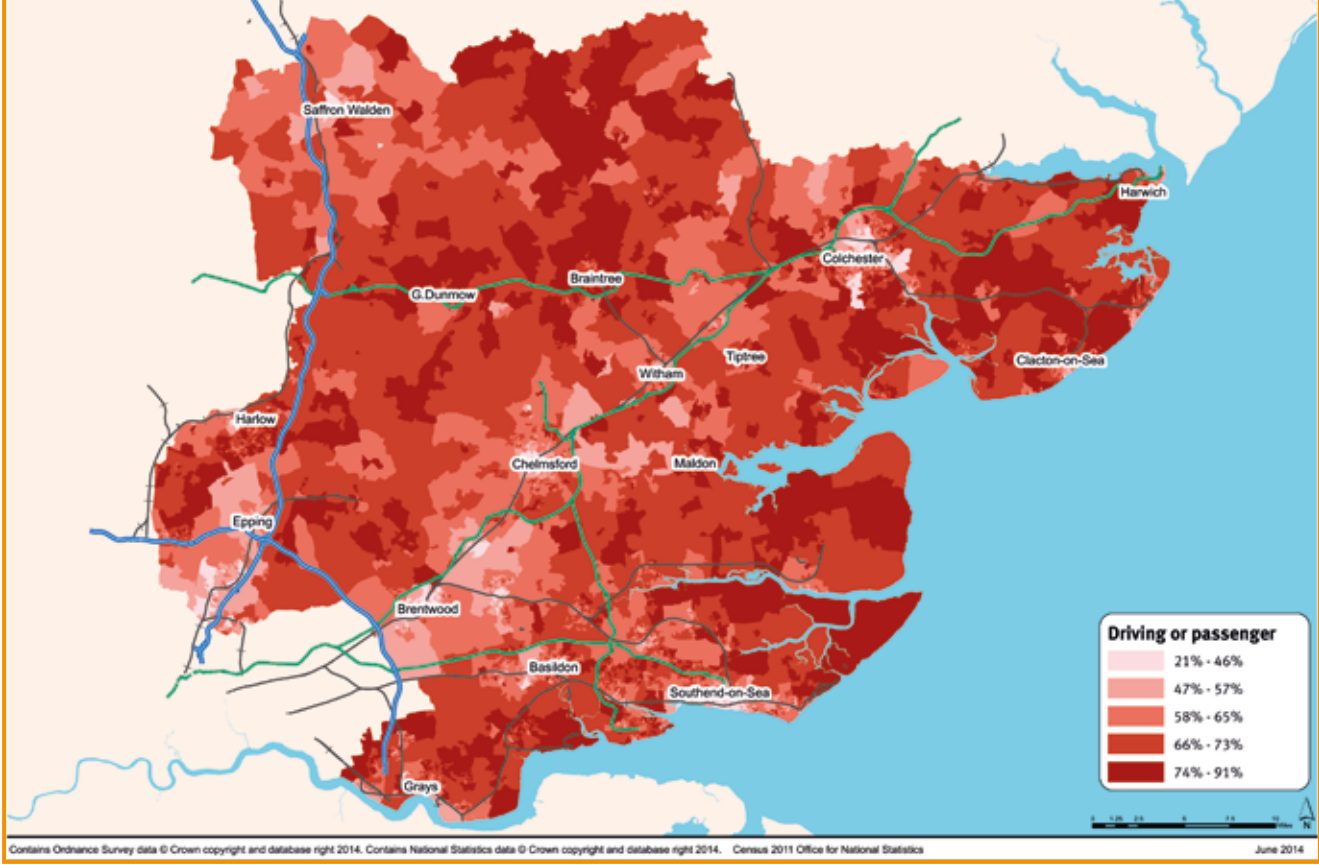


Annex C: Travel to work in Essex

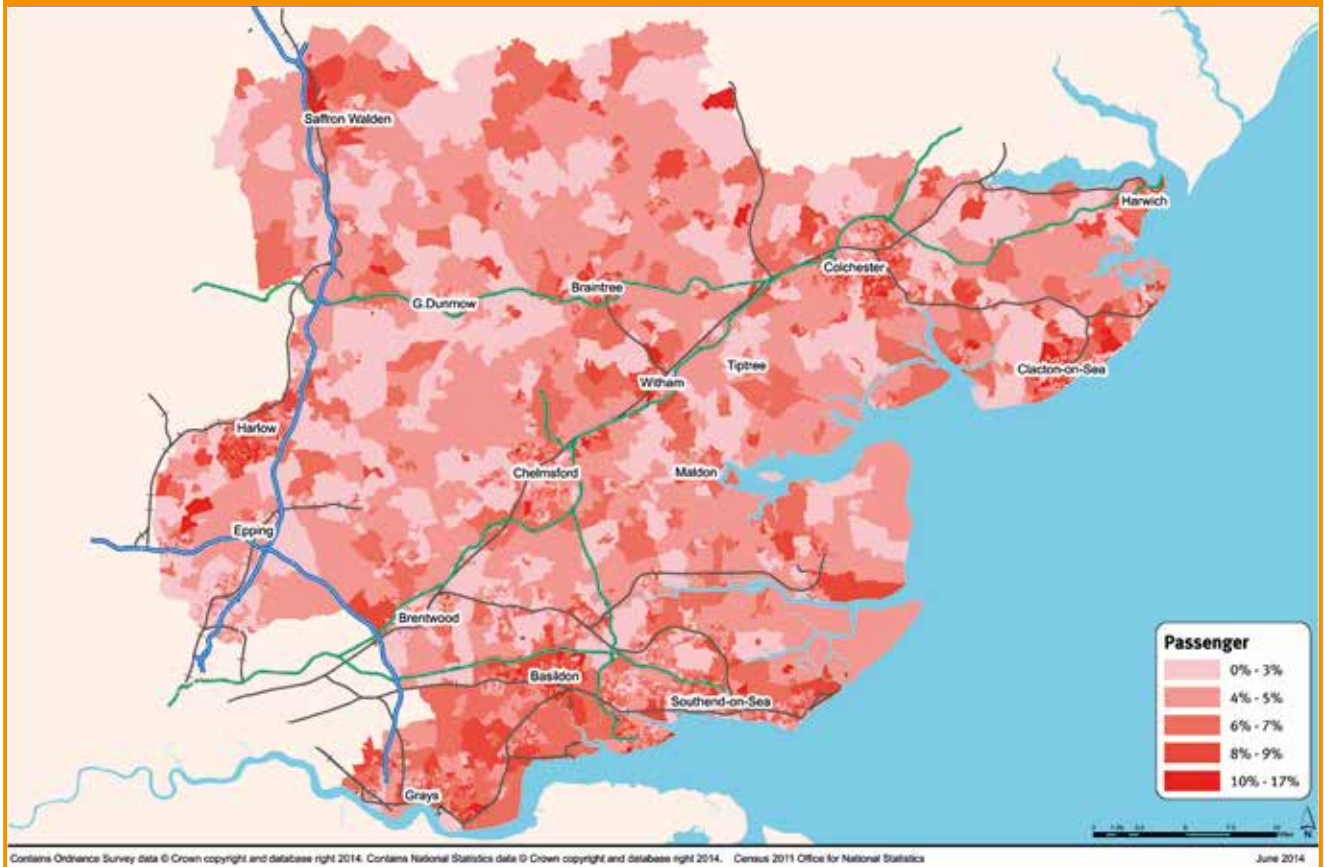
Percentage of Essex residents who travelled to work by bus or coach, 2011



Percentage of Essex residents who travelled to work by car (driver or passenger), 2011



Percentage of Essex residents who travelled to work by car (passenger), 2011



Annex D: Meeting the needs of rural communities through demand responsive transport

- D.01 Essex's Dengie Peninsula is a somewhat isolated and deeply rural area of the county, bounded by the sea to the east and the Blackwater and Crouch rivers to north and south. As a result of its isolation and relatively low population density it is not good territory for conventional local bus services.
- D.02 One perennial request was for a direct link from the Dengie area to Broomfield Hospital in Chelmsford, the specialist central hospital for the mid-Essex area and the place most serious illnesses are treated. Previous attempts at running a contracted local bus service had run into the familiar and apparently insoluble problems of too high costs and too few regular passengers.
- D.03 To try and crack that problem, the Dengie Dart 99 Service was born.
- D.04 The Dengie Dart 99 Service started in May 2011 and aims to improve access to the local hospital in Maldon and to the larger Broomfield Hospital in Chelmsford. The service offers a fixed link between Maldon and neighbouring Heybridge and the Chelmsford hospital plus a demand responsive service to outlying villages in the Dengie Peninsula. It runs between 06:00 and 21:00, Mondays to Fridays. Fares are set above the comparable bus journey to reflect the additional convenience and comfort of the service and to avoid undermining the potential commercial indirect links (which involve one or more service changes). English concessionary bus passes are accepted.
- D.05 The service received 'one off' £65,000 'kick start' funding from the Essex County Council/ Rural Community Council of Essex (RCCE) Local Area Agreement (LAA) Partnership, following a competitive tender carried out by the RCCE. It has now run for 22 months, increasing passenger use and commercial viability over the period. The service is now fully commercial.



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This information is issued by

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Published February 2015

