



TRANSPORT FOR THE
South East



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ENGLAND'S
ECONOMIC
HEARTLAND

Bus Back Better Support Programme

Support Package 4 – Building a strong case
Webinar 1



Today's presenters



Nick Richardson
Subject Matter Expert



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Subject Matter Expert



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Planner



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Bus Back Better Support Programme



Project Outputs

Improved delivery of BSIPs and EPs, and support to LTAs who have not received government funding in the current round. This will include:

- Enhanced evidence base through research papers on prioritised knowledge gaps.
- Knowledge sharing within and between STBs and their constituent members and between the public and private sectors.
- Better resourced LTAs through prioritised third-party support, provided in targeted areas.

Project Outcomes

These outputs will seek results in outcomes aligned to the National Bus Strategy including:

- Increased patronage.
- Enhanced accessibility and social inclusion.
- Reduced carbon emissions and improved public health.
- More commercially sustainable bus networks.

Bus Back Better Support Programme



- Support Package 1: Fares and Ticketing
- Support Package 2: Data Analysis, Monitoring and Evaluation
- Support Package 3: Low Cost and Quick Win Solutions
- **Support Package 4: Building a Strong Case and Influencing Decision Makers**
- Support Package 5: Infrastructure and Road Space
- Support Package 6: Demand Responsive Transport
- Support Package 7: Rural Hubs and Integration
- Support Package 8: Funding Mechanisms
- Support Package 9: Collaborative Working
- Support Package 10: Marketing
- Support Package 11: Alternative Fuels and Low Emission Vehicles

Contents

1. Purpose and objectives of this Support Package
2. Structure of this Support Package
3. Benefits of buses and improved bus services
4. Policy framework driving improved bus services





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Purpose and objectives of this Support Package

Support Package Purpose



Enable local transport authorities to make an effective case to local politicians and communities that **difficult trade-offs to reallocate road space** and provide bus priority lanes and infrastructure **will benefit the wider community with more reliable and more frequent buses.**



Support Package Objectives

This support package will provide you with:



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1

A clear understanding of the importance of road-space reallocation in improving bus service reliability and journey times and how these drive increases in patronage.

2

The latest information demonstrating the benefits of improved bus services for regional communities. This will also form a useful resource in applying for funding into the future.

3

An understanding of typical concerns for key stakeholders and players in local communities and how to address these effectively.

4

Improved influencing and negotiation skills.

5

A suite of materials that can be used to communicate and demonstrate benefits of reallocating road space to bus services.



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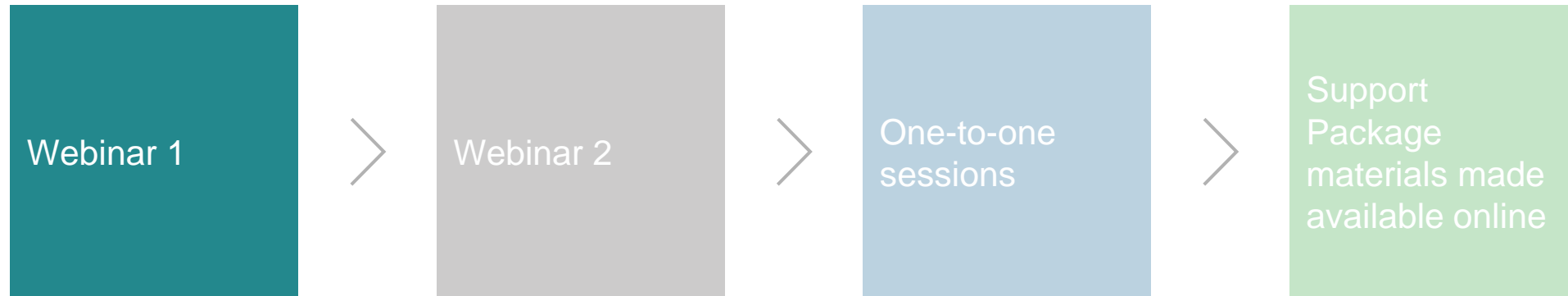
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Structure of this Support Package

Support Package structure



Support Package contents

Webinar 1

Identifying the proven benefits of better bus services

Understanding the policy framework driving better bus services



Webinar 2

Resolving existing challenges and realities of delivering better bus services

Delivering on core challenges and achieving better bus services

One-to-one support will be available following Webinar 2

A limited number of one hour long one-to-one sessions will be available for you to speak with our experts regarding a specific issue with road space reallocation in a local community.



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Benefits of buses and improved bus services

Benefits of buses and improved bus services

Overview



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Individuals

Greater mobility for people who would otherwise travel less or be unable to travel independently:

- Older people
- Children and young people
- People without cars

Society

Supports inclusivity and accessibility for all local people

Reflects all current policies that promote wellbeing and strong communities by enabling equitable access and involvement

Environment

Mode shift from private vehicles to bus services results in reduced traffic and reduced tailpipe emissions, improving air quality and minimising additional environmental impacts of new or widened roads

Economy

Widened labour catchments and reduced car dependency.

Supports high street spending and rejuvenation

Reduced traffic and vehicle emissions enables better placemaking in urban centres

Benefits of buses and improved bus services

Research evidence



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3.5 million people in the UK travel to work by bus and a further one million use the bus as a vital back up¹

Buses are the primary means of access to city centres, responsible for facilitating 29% of all city centre expenditure²

There is a significant relationship between accessibility by bus and employment – a 10% improvement in access to bus services would mean 50,000 more people in work³

Free bus passes deliver in excess of £1.7 billion in annual net benefits⁴

Bus users create more than £64 billion worth of goods and services⁵

Every £1 spent on investment in local bus priority measures can deliver up to £7 of new economic benefit⁶

1:KPMG LLP and the Institute for Transport Studies at the University of Leeds for Greener Journeys (2016) *The value of the bus to society*.

2:University of Leeds, Institute for Transport Studies (2012) *Buses and economic growth*.

3:University of Leeds, Institute for Transport Studies (2014) *Transport and the economy II*.

4:Analysis by KPMG (2014) *The costs and benefits of concessionary bus travel for older and disabled people in*

Britain.

5:KPMG LLP and the Institute for Transport Studies at the University of Leeds for Greener Journeys (2016) *The value of the bus to society*.

6:KPMG (2016) *An economic evaluation of local bus infrastructure schemes*.

Benefits of buses and improved bus services

Individuals – health and wellbeing



- **Accessibility is necessary to meet people's daily needs:** visits to shops, to meet other people, to access healthcare or a variety of other purposes
- This is especially true for older and younger age groups and those without a car
- **People can live independently for longer** if they are active and can contribute to the community in which they live.
- **Access provided by bus reduces isolation**, supporting their mental and physical health
- **Investment in bus services represents good value for money** compared with social and health care costs.
- **Public transport use encourages incidental exercise**, improving health outcomes

Benefits of buses and improved bus services

Individual and community impacts

- Reduces inequality and inequitable access to goods, services, education and healthcare
- Supports community cohesion through equal transport options to maintain social structures especially for non-car owners, younger age groups and older people
- Reduces isolation for individuals – health and cost savings

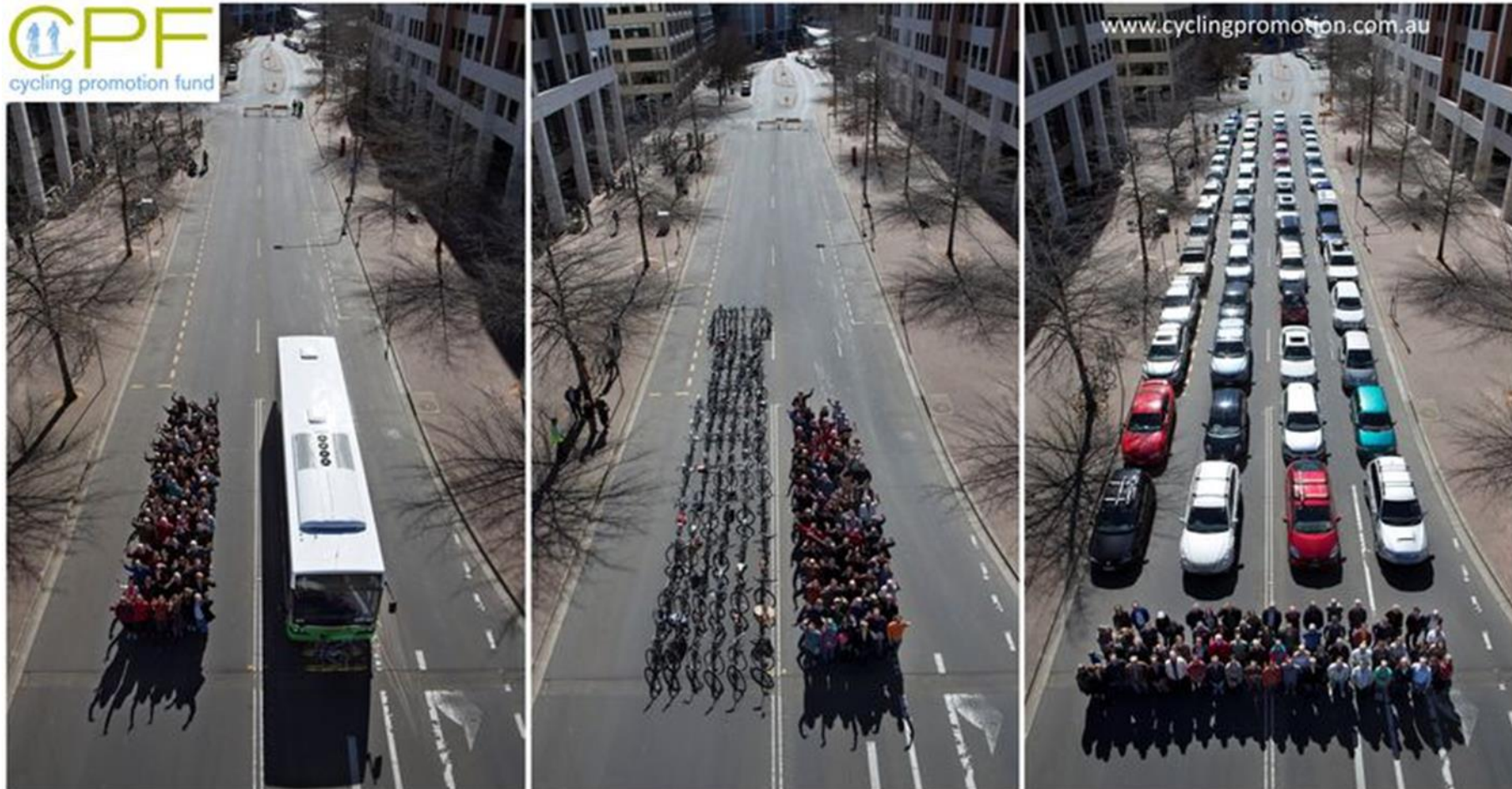


Rural community bus.⁷

7: Community transport association. (2020). *Western Dales Bus*. Available from: <https://cta.uk.org/wp-content/uploads/2020/02/p05y8c2q.jpg>

Benefits of buses and improved bus services

Society



Road congestion for different transport modes.⁸

8:Cycling Promotion Fund. (2012). *The photo that explains almost everything*. Available from: [the photo that explains almost everything \(updated!\)](#) — Human Transit

Benefits of buses and improved bus services

Society



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Congestion

Longstanding and recurrent

Failure to address root causes

Post-pandemic traffic levels have been equalled or exceeded

Consequences

Vehicle emissions

Severance, exclusion

Perpetuated due to lack of action

Buses are an essential part of the rescue package

Capacity

Efficient use of road space to substitute for single-occupancy car use

Mode shift

Bus service improvements alone are not sufficient to generate a mode shift from car

Measures to address unrestrained car use will be needed

Benefits of buses and improved bus services

Society

Enhanced places

- Reducing traffic levels creates **opportunities to enhance streetscapes** and communities.
- Despite vocal objections, **communities support changes that improve safety and the local environment.**
- **Bus services should be a component of change**, providing a viable alternative to car use with the added benefits of making streets more conducive to walking and cycling.



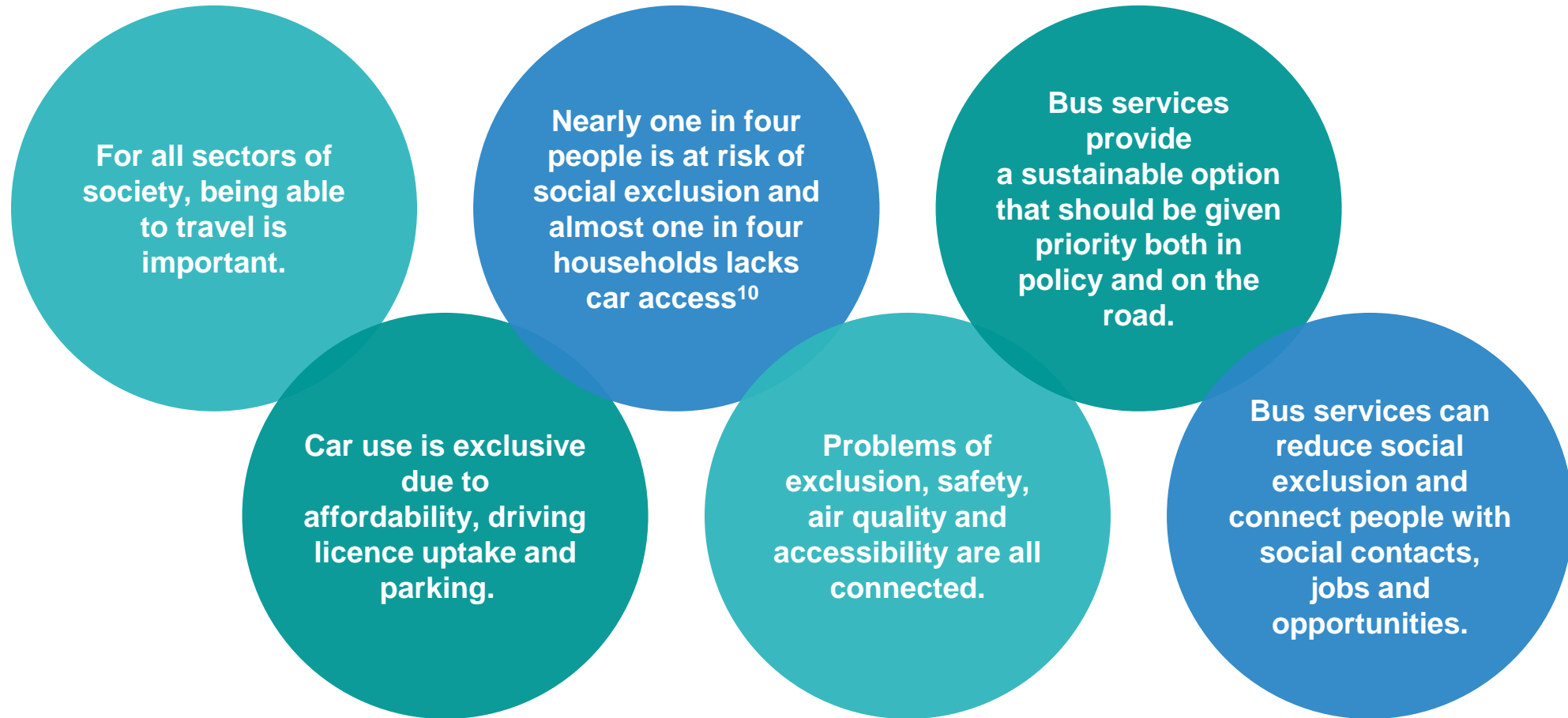
The edible bus stop. ⁹

9: The edible bus stop. (2013) *The original edible bus stop: The Kerb Garden*. Available from: https://theediblebusstop.com/wp-content/uploads/2021/08/IMG_2518-1024x768.jpg

Benefits of buses and improved bus services

Society

Equity and inclusion



Benefits of buses and improved bus services

Economic benefits

Enabling labour markets

- People need **access to training and jobs, particularly younger people** seeking work for the first time.
- This includes irregular working times or unconventional hours
- The bus is essential – if an individual cannot get to work then they cannot take that job
- Bus service withdrawals may mean giving up a course or a job
- Employers may be unable to find workers unless they have personal transport, particularly where they are located at out-of-centre locations such as business parks



Opportunities provided by buses.¹²

Benefits of buses and improved bus services

Economic benefits

Supporting urban centres and high streets

Traffic and poor air quality have contributed to the decline of the local high street.



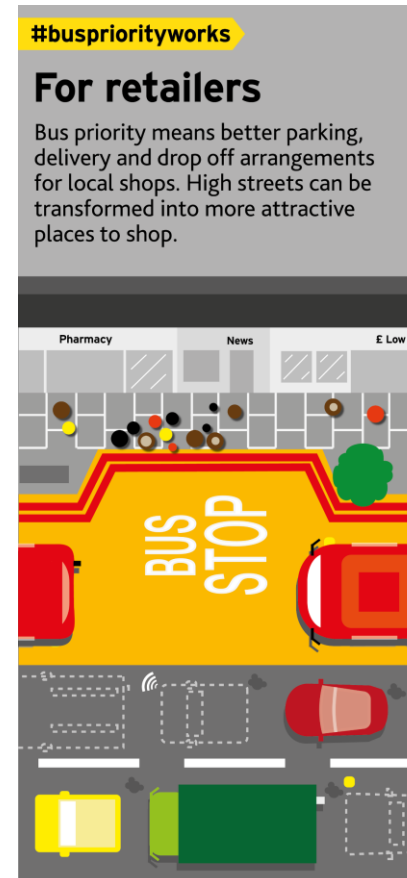
Promoting more car use is an inappropriate response to revitalising them.



Road space reallocation drives renewal and better use of public space.



Bus services can deliver large volumes of people to support urban centres.



Bus passengers tend to visit shopping areas more often than car users and may spend more.

13: Bus Priority Works. (2023) *For retailers.*
Available from: [Infographics \(buspriorityworks.com\)](https://www.buspriorityworks.com)

Benefits of buses and improved bus services

Environmental benefits

Reduced bus emissions

- Bus emissions have improved very considerably, especially when compared with car emissions.
- Many new ICE buses are to EuroVI standard
- Many operators also using hybrid, fully electric and other low or zero emission buses (e.g. hydrogen fuel cell, biofuel, CNG)
- Challenges remain: sustainably sourced fuels, electricity price increases and vehicle range.



Benefits of buses and improved bus services

Environmental benefits

Reduced bus emissions

- Some buses even generate lower emissions than a single car¹⁵.
- Effective bus priority measures can deliver up to 75% fewer emissions per bus passenger per kilometre than for car passengers¹⁴.



...and reduced car emissions

- The greatest potential to address poor air quality is through a modal shift from car to bus.
- Electric cars still contribute to congestion and parking pressures and carbon emissions through their manufacture and fuel production.
- However, some LTAs provide concessions to electric vehicle users such as free or discounted parking – sharp contrast with many policies affecting buses.

14:University of Westminster (2015) *Impact of bus priorities and busways on energy efficiency and emissions*.

15:Nordic. (2015) *New Diesel buses pollute less than new diesel cars*. Available from: http://nordicroads.com/wp-content/uploads/2015/05/TOI_figur1.png

Benefits of buses and improved bus services

Environmental benefits

But not all things are equal:

- Some Low Emission Zones (LEZs) and Ultra LEZs have been detrimental to bus operations.
- While not excluding diesel or petrol cars, LEZs may require penalty payments for some buses:
 - e.g. £100 daily charge for buses that do not meet minimum Euro standards
- This adds to bus operators' costs, reflected by fare increases to cover the cost, while not addressing the root causes of poor air quality.





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Policy framework driving bus service improvements

Policy framework

National policy context - overview



1.

Historical government resistance to proposals that restrict car use and continued support for highway authorities that are focused on vehicle throughput.

2.

There has been huge funding support for the railways, despite twice as many journeys being made by bus (4 billion journeys per year).

3.

Emergency pandemic funding maintained services despite slump in demand but this is due to end in March 2023 despite demand not returning to pre-pandemic levels.

Policy framework

National policy context

The National Bus Strategy for England (**Bus Back Better**) makes clear how bus services should be improved, including through the reallocation of road space to buses and other measures that may affect other vehicle movements¹⁶.

This is a considerable departure from previous policies that did not prioritise bus services.

16: Department for Transport (March 2021) Bus back better. *National bus strategy for England*. [Bus Back Better \(publishing.service.gov.uk\)](https://publishing.service.gov.uk)



Department
for Transport

Bus Back Better



National
BUS
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for England

Policy framework

National Bus Strategy context



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‘COVID-19 has caused a significant shift from public transport to the private car.’

‘To avoid the worst effects of a car-led recovery we need to shift back quickly, by making radical improvements to local public transport as normal life returns.’

‘...Buses are the quickest, easiest and cheapest way to do that.’¹⁷

Policy framework

Bus Back Better: National Bus Strategy for England



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‘...the key intervention will be significantly **more ambitious bus priority schemes**, making services **faster**, **more reliable**, **more attractive** to passengers and **cheaper to run.**’

‘**bus reform is central to this Government’s objectives...**’

‘...the bus is key to two of our wider priorities: **net zero and levelling up.**’¹⁸

Policy framework

Bus Back Better: National Bus Strategy for England

Recommends a whole of corridor approach:

- Full time, continuous bus lanes on roads where:
 - there is a frequent bus service;
 - Congestion; or
 - physical space to install one.
- Traffic signal priority
- Bus gates
- Clear and consistent signage¹⁹.



19: Department for Transport (March 2021) Bus back better. *National bus strategy for England*. Available from: [Bus Back Better \(publishing.service.gov.uk\)](https://www.gov.uk/publishing-service)

20: Harrison, B. (2016) *Bus Gate*. Available from: [Bus gate © Bill Harrison :: Geograph Britain and Ireland](https://www.geograph.co.uk/details.do?i=123456789)

Policy Framework

Bus Back Better: National Bus Strategy for England



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Consider all obstacles in implementing bus priority:

- Bus stop locations and spacing
- Residential parking policy
- Removal of buildouts and pinch points.

‘Non-residential parking will not generally be an efficient use of road space on such routes.’²¹

²¹:Department for Transport (March 2021) Bus back better. *National bus strategy for England*. Available from: [Bus Back Better \(publishing.service.gov.uk\)](https://www.gov.uk/publishing/service/gov.uk)

Policy Framework

Bus Back Better: National Bus Strategy for England

To support continuous bus lanes, consider:

- Point closures of some main roads to private cars, diverting traffic to other main roads.²²
- Where there is insufficient space for a bus lane and loading zone, time restricted loading zones or loading bay insets close by.²⁴



Bus only roads²³



Loading zones.²⁵

22: Department for Transport (March 2021) Bus back better. *National bus strategy for England*. [Bus Back Better \(publishing.service.gov.uk\)](https://www.publishing.service.gov.uk)

23: French, A. (2022) Twelve-month Botley Road Closure could delay new bus gates. Available from: [Twelve-month Botley Road closure could delay new bus gates | Oxford Mail](https://www.oxfordmail.co.uk/news/2022/02/12-twelve-month-botley-road-closure-could-delay-new-bus-gates/)

24 Department for Transport (March 2021) Bus back better. *National bus strategy for England*. [Bus Back Better \(publishing.service.gov.uk\)](https://www.publishing.service.gov.uk)

25 Bisby, S. (2017) Parking, loading and waiting-know your parking restrictions. Available from: [Know your Parking Restrictions \(A Visual Guide\) \(stoneacre.co.uk\)](https://www.stoneacre.co.uk/know-your-parking-restrictions/)

Policy framework

National Planning Policy Framework

Transport issues should be considered from the earliest stages of plan-making and development proposals, so that...**opportunities to promote walking, cycling and public transport use are identified and pursued** ²⁷



Promoting walking, cycling and buses. ²⁸

²⁷ Ministry of Housing, Communities and Local Government (June 2021) *National Planning Policy Framework*. [National Planning Policy Framework \(publishing.service.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/92522/nppf-2021.pdf)

²⁸ Intelligent Transport (2020) Walking and cycling up in London according to new TfL data. Available from: [intelligenttransport.com](https://www.intelligenttransport.com)

Policy framework

National Planning Policy Framework



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When planning new developments:

Development applications should give priority first to pedestrian and cycle movements.

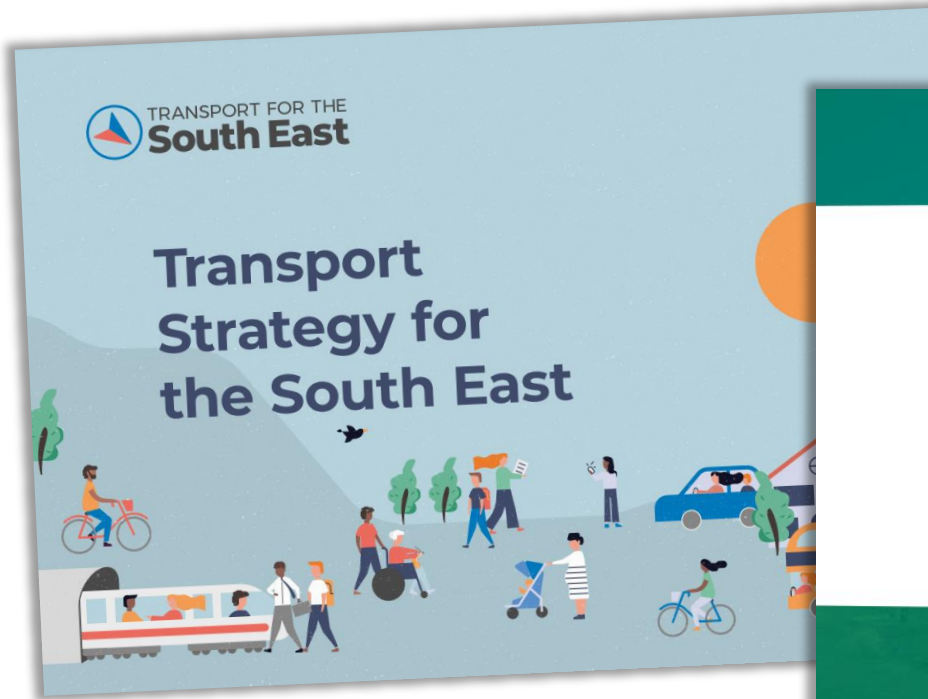
Their layouts should maximise the catchment area for bus or other public transport services.

They should have appropriate facilities that encourage public transport use²⁹.

29: Ministry of Housing, Communities and Local Government (June 2021) *National Planning Policy Framework*. Available from: [National Planning Policy Framework \(publishing.service.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/95144/nppf-2021.pdf)

Policy framework

Regional Transport Strategies



Policy framework

Regional Transport Strategies – Priorities

Buses need to be prioritised over private vehicles



Transport for the South East:

‘Bus services risk deteriorating on inter-urban routes if congestion rises’ and ‘interventions may be needed to provide bus priority measures and improved interchange facilities’³⁰

Transport East:

‘Buses will only be successful if priority measures are also provided to segregate buses from congested general traffic to make journeys quicker and more reliable’³¹

³⁰: Transport for the South East (June 202) *Transport strategy for the South East*. Available from: [TfSE-transport-strategy.pdf \(transportforthesoutheast.org.uk\)](#)

³¹ Transport East. (2022) *Transport Strategy*. Available from: [TE_Strategy-July22..WEB_-1.pdf \(transporteast.org.uk\)](#)

Policy framework

Regional Transport Strategies – Priorities

Bus services have deteriorated but are important for both rural and urban populations



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England's Economic Heartland:

'in our rural areas, a frequent and conventional bus service is becoming increasingly difficult to provide. However the wider social and economic benefits of local and regional bus services make it essential that we continue to work.....to create an accessible and future ready bus network'³²

Transport for the South East:

'bus services have come under significant pressure in recent years, particularly in rural areas' and that 'Public transport is not always affordable for everybody' while public transport services on urban corridors such as Bus Rapid Transit should be promoted³⁰

Transport East:

'bus services also provide an essential, sustainable connection between urban, sub-urban, market towns and rural communities'³¹

³⁰: Transport for the South East (June 202). Pg 81-82 *Transport strategy for the South East*. Available from: [TfSE-transport-strategy.pdf \(transportforthesoutheast.org.uk\)](#)

³¹ Transport East. (2022) *Transport Strategy*. Pg 61. Available from: [TE_Strategy-July22..WEB_-1.pdf \(transporteast.org.uk\)](#)

³² England's Economic Heartland (2021) *Connecting people, transforming journeys*. Pg 50 Available from: [Transport strategy - England's Economic Heartland \(englandseconomicheartland.com\)](#)

Policy framework

Regional Transport Strategies – Priorities

There is an
opportunity to
improve bus
services



Transport for the South East:

The approach 'guides transport and spatial planners towards creating spaces and corridors that are safe and attractive to pedestrians and cyclists and that prioritise public transport modes over other motorised transport'³³

Transport East:

'across the regions we will work with bus operators....to develop a long term plan to support the role of scheduled bus and coach services'³⁴

England's Economic Heartland

'Transport East partners are driving forward plans for enhanced partnerships with local operators to work towards ambitious networks able to compete with the car'³⁵

33:Transport for the South East (June 202) *Transport strategy for the South East*. Pg 80. Available from: [TfSE-transport-strategy.pdf \(transportforthesoutheast.org.uk\)](#)

34:Transport East. (2022) *Transport Strategy*. Pg 49. Available from: [TE_Strategy-July22_WEB_-1.pdf \(transporteast.org.uk\)](#)

35: England's Economic Heartland (2021) *Connecting people, transforming journeys*. Pg 62. Available from: [Transport_strategy - England's Economic Heartland \(englandseconomicheartland.com\)](#)

Policy framework

Local Transport Plans

All LTPs set out the case for sustainable transport options but include a series of measures that undermine this and therefore do not contribute to the desired outcome.

Bus Service Improvement Plans should be a key element of every LTP to reflect the new policy direction.

The next round of LTPs will need to conform with updated DfT guidance and BSIPs will form a major part of the LTP.

- This guidance will be released for consultation in the coming months.

- Local Transport Plans (LTPs) provide the framework for all transport in the LTA area apart from National Highways routes.
- Schemes that promote improvements to bus services and integration between modes should be presented.
- Most LTP, policies reflect the direction of national policies and accordingly should place much greater emphasis on bus services and less on creating capacity for other traffic.

Policy framework

Local Plans

Development plans should promote only accessible sites i.e. those for which walking, cycling and public transport services are viable options.

Poorly connected sites should not be regarded as 'sustainable' and should not be included.

A need for housing or jobs should not outweigh access considerations.

- Local Plans provide the development plan that conforms with NPPF.
- These should promote sites that are accessible by non-car modes and for larger sites, this should include provision of regular bus services.
- The Transport Assessments associated with major planning applications need to set out how bus services will serve sites and section 106 agreements should provide a contribution towards maintaining and improving those services.
- Failure to achieve sustainable access means that a development site cannot be regarded as sustainable and is therefore contrary to policy and should not be granted permission.

Conclusion

1.

There are multiple grounds to embrace better bus services.

For individuals, for society, for the environment and for the economy.

2.

Buses are flexible and affordable.

Looking forward, transport planning will require a shift in thinking about how people move around.

3.

This is government policy at all levels.

It is better to embrace it than to resist it.

4.

It should be reflected across all types of planning.

There are opportunities for change everywhere.

Next webinar

Today

Webinar 1

Identifying the proven benefits of better bus services

Understanding the policy framework driving better bus services



Wednesday, 25 January 2pm – 4pm

Webinar 2

Resolving existing challenges and realities of delivering better bus services

Delivering on core challenges and achieving better bus services

Link to registration page is in the fortnightly newsletter

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A limited number of one hour long one-to-one sessions will be available for you to speak with our experts regarding a specific issue with road space reallocation in a local community.



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3. University of Leeds, Institute for Transport Studies (2014) Transport and the economy II.
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12. Love my Bus. (2023) *Bus for Children and young people*. Available from: [Bus for Children & Young People | Love My Bus](#)
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22. Department for Transport (March 2021) Bus back better. *National bus strategy for England*. [Bus Back Better \(publishing.service.gov.uk\)](#)
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