

**Sustainable Funding Proposals for Bus Transport**

Improvement	Action:	Issues and Progress:
Joint working with neighbouring County Councils	Share information and best practice with 4 or 5 neighbouring transport client teams on an ongoing basis.	<p>In January 2014 Surrey CC hosted a joint conference of transport clients from Kent, East Sussex, West Sussex, and Hampshire CC's, also Medway Unitary Council.</p> <p>Joint future initiatives were scoped and allocated between the Councils.</p>
Procurement efficiencies	Introduce a new 'Dynamic Purchasing System'	<p>Procurement and Travel &amp; Transport are jointly introducing a new DPS approach to local bus tendering. Operators will apply early to be assessed for quality service, validated, and join the DPS.</p> <p>This will enable new tender prices to be obtained very quickly in early 2015 for bus services likely to be amended following the consultation.</p>
Savings through tendering over a wide area	Common tendering approaches or joint tenders between several County Councils	<p>An initial project will harmonise Terms and Conditions of contract with other County clients. We also aim to share the DPS as a common procurement platform.</p> <p>A possible further step would be to procure services jointly with another Council. However very few services straddle County boundaries.</p>

Joint market development with bus operators	A new joint 'offer' with bus operators to increase patronage and health of the Surrey bus market	<p>We already work with bus operators on a partnership basis. Nationally 5 major companies carry 70% of the passengers, and this is reflected in Surrey. The new 'offer would balance:</p> <ul style="list-style-type: none"> <li>• Smart ticketing and quality services from the operators</li> <li>• Better traffic flow and new investment from the SCC client</li> </ul> <p>Often the bus industry does not sufficiently understand its customers, and within Surrey there is no single body or focus to promote bus use. We are commissioning a new joint marketing study with the University of Surrey and a major operator.</p>
Extend 'smart' ticketing	Explore integrated 'smart' ticketing to include other County Council areas.	<p>All surveys show that bus passengers are frustrated by the limited options in Surrey for purchasing tickets – still usually by cash. Transport for London services in Surrey are now cashless.</p> <p>Some operators have ticketing schemes based on smartcards or similar, but these need to be extended across various operators and wider geographical area.</p>
Focus on bus transport in Local Enterprise Partnership bidding	Ensure clearer focus on needs of bus transport when prioritising bids to the LEP's	Traditionally major scheme bidding focused on roads provision. However the need for economic development requires more bids for either rail (from the Surrey Future Rail Strategy) or bus transport.
Improve reliability by tackling road congestion	Work with other E&I services to improve traffic management and reduce	Road congestion is a major factor in preventing bus operators from meeting timetable commitments. It adds cost,

	congestion	and undermines the confidence of users.  The Review will work with the NMIC and Highways functions to minimise congestion, especially at known 'pinch points' where buses are held up.
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