

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 & 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>

<p>Joint market development with bus operators</p>	<p>A new joint 'offer' with bus operators to increase patronage and health of the Surrey bus market</p>	<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"> • Smart ticketing and quality services from the operators • Better traffic flow and new investment from the SCC client <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>
<p>Extend 'smart' ticketing</p>	<p>Explore integrated 'smart' ticketing to include other County Council areas.</p>	<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>
<p>Focus on bus transport in Local Enterprise Partnership bidding</p>	<p>Ensure clearer focus on needs of bus transport when prioritising bids to the LEP's</p>	<p>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.</p>
<p>Improve reliability by tackling road congestion</p>	<p>Work with other E&I services to improve traffic management and reduce</p>	<p>Road congestion is a major factor in preventing bus operators from meeting timetable commitments. It adds cost,</p>

	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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