WORCESTERSHIRE COUNTY COUNCIL

ENHANCED PARTNERSHIP (EP) PLAN AND SCHEME

UPDATED TO INCLUDE VARIATIONS TO EP JANUARY 2025

JANUARY 2025

Environment and Infrastructure

Highways and Transport Operations

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1.1 Definitions

In this Enhanced Partnership Plan and any Schemes made pursuant to it, the following capitalised terms shall have the meanings ascribed to them below:

Name of Item	Definition
1985 Act	Transport Act 1985
2000 Act	Transport Act 2000
2017 Act	Bus Services Act 2017
Bus Operators (or Operators)	All Large Operators, Medium Operators and Small Operators running qualifying Bus Services taken collectively.
County Council Enhanced Partnership Scheme Variation	Worcestershire County Council This comprises either: a) A formal variation of the relevant Enhanced Partnership Scheme as a result of the voting mechanism or b) An agreement signed by all relevant parties drawn up as a result of discussions between one or more Operators and the County Council, where both sides agree to perform agreed actions specified such agreement, as set out in section ("Enhanced Partnership Scheme Variation Agreement"). Each of which will then constitute a formal variation of the relevant scheme for the purposes of s.138E(1) of the 2000 Act.
Facilities	Those facilities referred to in Part B, which shall be deemed such for the purposes of s.138D(1) of the 2000 Act.
Worcestershire Enhanced Partnership Board	The committee of selected Worcestershire Bus Operator representatives and County Council representatives for considering recommendations put forward and making decisions including specific Enhanced Partnership Scheme Variations using the mechanism outlined.
Worcestershire Enhanced Partnership (or Enhanced Partnership)	The Enhanced Partnership covering the geographic extent of the administrative boundary of the county of Worcestershire shown for identification purposes in Figure 1.
Worcestershire Enhanced Partnership Forum	The committee of all Worcestershire Bus Operators, the County Council, District and Borough Councils, and Key Stakeholders responsible for considering all issues affecting the Worcestershire Partnership, and making recommendations to the Worcestershire Enhanced Partnership Board in line with the Worcestershire Enhanced Partnership governance arrangements.

Name of Item	Definition
Bus Operator Group 1 Bus Operator Group 2 Bus Operator Group 3	Any single Bus Operator with registered mileage representing the following proportions of total registered mileage for Qualifying Bus Services: • **Bus Operator Group 1: equal to or greater than 15%** • **Bus Operator Group 2: equal to or greater than 3%, but less than 15%** • **Bus Operator Group 3: less than 3%.** For the avoidance of doubt, a list Operators by Group will be published at the start of each County Council financial year.
Measures	Those measures referred to in Part B, which shall be deemed as such for the purposes of s.138D(2) of the 2000 Act.
Non-qualifying Bus Service	Services excluded from classification as Qualifying Bus Services.
Qualifying Bus Service	A registered local bus service with one or more stopping place within the geographical area of the Enhanced Partnership, with the exception of: • **Any schools or works registered local bus service not eligible for Bus Service Operators Grant** • **Any cross-boundary registered local bus service with less than 10% of its registered mileage within the Enhanced Partnership area.** • **Any services operated under section 22 of the 1985 Act.** • **Any registered local bus service which is an excursion or tour** • **Any other registered local bus service that the Operators (through the Worcestershire Enhanced Partnership Board voting mechanism) and County Council decide should be excluded from all or specific requirements of the Enhanced Partnership Scheme.** For the avoidance of doubt, a list of Qualifying Bus Services will be published at the start of each County Council financial year.
Requirements	Those requirements placed upon Bus Operators identified as such within Part B, which shall be deemed as such for the purposes of s.138C 2017 Act.
Traffic Commissioner Powers	*'Relevant registration functions'* of Traffic Commissioners to the extent that they relate to a *'relevant service'* both within the meanings given to them under section 6G (10) of the 1985 Act.

1.2 Introduction

The main purpose of Worcestershire's passenger transport network is to provide an efficient, resilient and integrated system which provides access for everyone to a wide range of services and facilities which are essential for a good quality of life. These include employment, education, healthcare, retail and leisure.

Our priorities will include home to work and home to school journeys. A healthy commercial network is critical in delivering this. The main providers of passenger transport services in Worcestershire are commercial organisations that operate local bus services on a profit-making basis, as envisaged when the local bus service market outside London was de-regulated in 1985.

It is important that the public transport network is attractive, efficient and reliable for Worcestershire residents. Functioning networks can meet the needs of local people by providing a transport network which reduces congestion and provides access to a wide range of employment and wider life-enhancing opportunities.

The Enhanced Partnership will enable the County Council to work in co-operation with commercial operators to help deliver an efficient, reliable bus network which meets the needs of Worcestershire's residents, improving customer satisfaction and encouraging increased use of local transport services.

Following new powers introduced by the 2000 Act (as amended by the 2017 Act), the County Council considers the creation of an Enhanced Partnership will offer benefits to the travelling public and wider community which could not be achieved with current arrangements. The Enhanced Partnership principles will be those contained in

Worcestershire's Bus Service Improvement Plan;
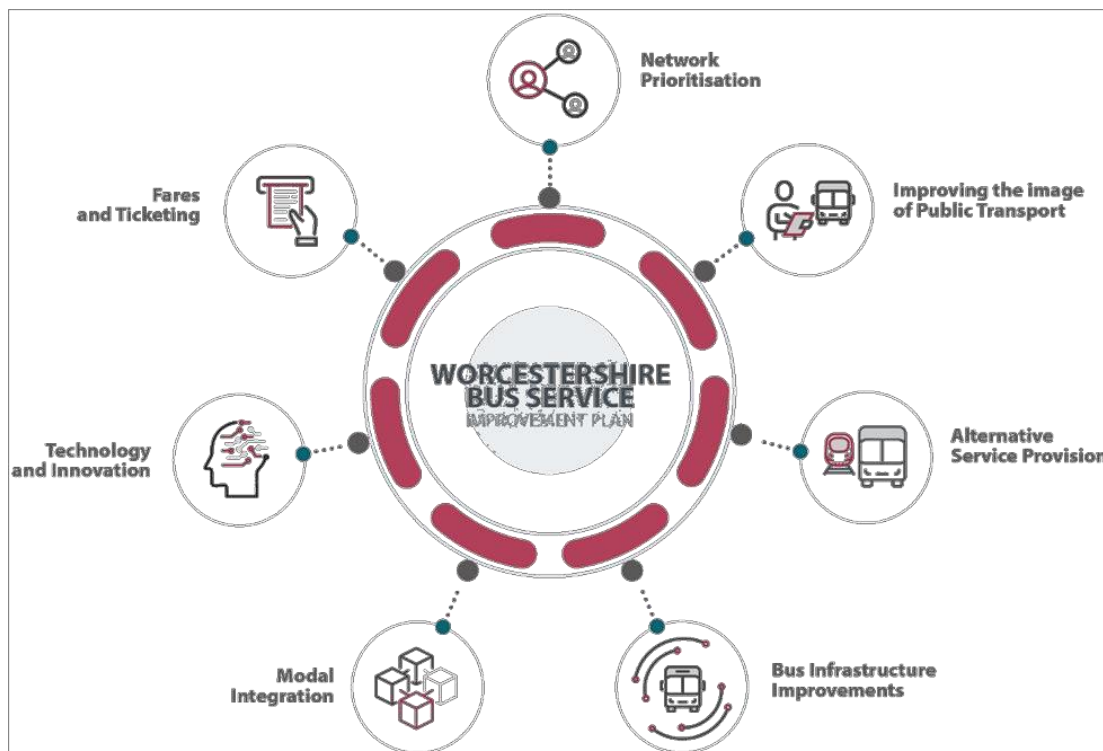
Diagram to illustrate the Bus Service Improvement Plan Principles

1.3 Extent of the Worcestershire Enhanced Partnership

Worcestershire Bus Service Improvement Plan (BSIP), Enhanced Partnership Plan and Enhanced Partnership Scheme 1 are proposed to extend throughout the full administrative county of Worcestershire within its boundary (Figure 1). Any changes to this boundary will represent an Enhanced Partnership Scheme Variation, to be agreed as per section 7.1.

Worcestershire Bus Service Improvement area
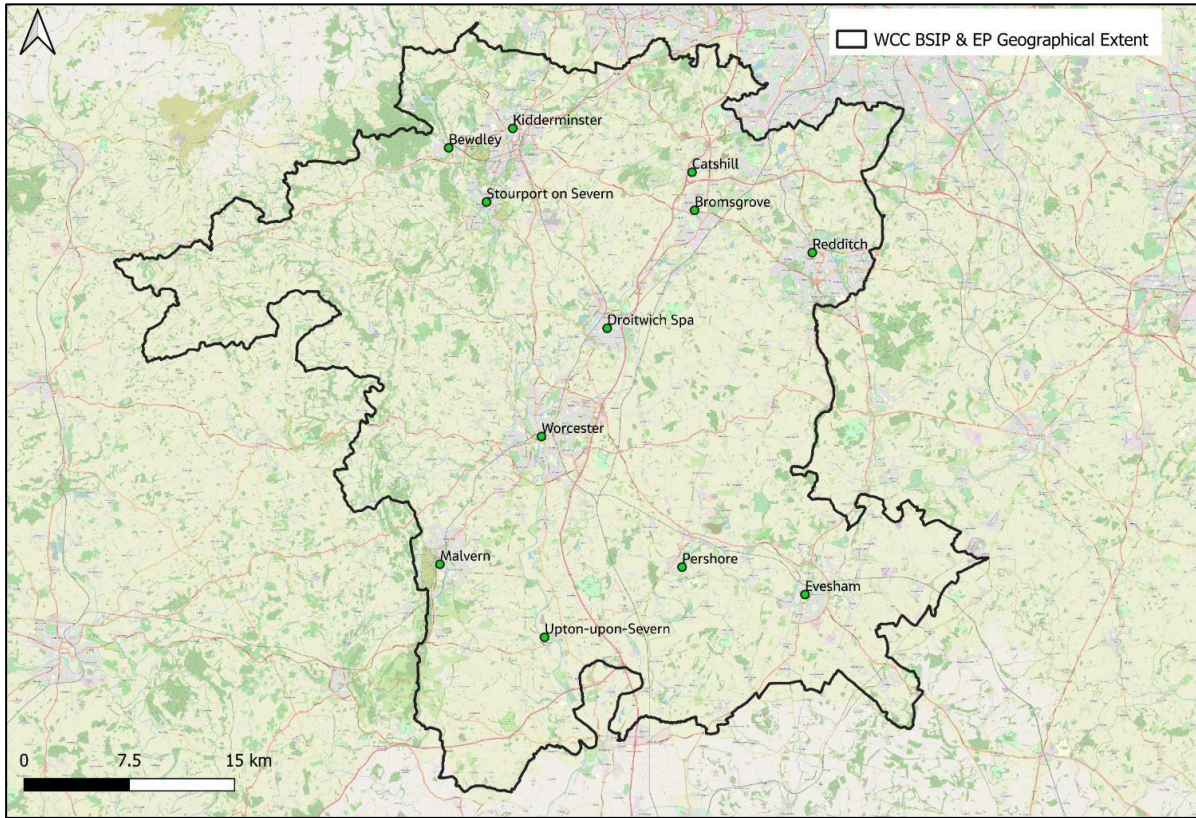
Figure 1 - W*orcestershire Enhanced Partnership and Bus Service Improvement Plan extents covers all of Worcestershire County*

The County Council liaises with neighbouring authorities regularly to discuss cross-boundary bus issues. Neighbouring authorities wishing to engage with the Worcestershire Enhanced Partnership would do so initially on a non-statutory basis through the Worcestershire Enhanced Partnership Forum.

This Enhanced Partnership Plan will be in place for 10 years from adoption (February 2024 to January 2034). Enhanced Partnership Schemes will be in place for 3 years from adoption (February 2024 to January 2027). A full review of the effectiveness of the Enhanced Partnership Plan (including its extent, objectives and partnership governance) and Schemes (including measures and facilities provided, and requirements imposed) and compliance of both with competition legislation will take place during the 12 months prior to

January 2027. Changes will then be recommended to the Enhanced Partnership Plan and details of an Enhanced Partnership Scheme 2 for adoption February 2027 using the mechanisms outlined.

2. Bus network overview

The current network of bus services in Worcestershire provides access between districts and major settlements and plays an important role in connecting users to key services such as schools, employment, and leisure. The bus network also contributes to Worcestershire's Local Enterprise Partnership and Growth and Infrastructure Strategy.

Worcestershire's passenger transport is provided in a deregulated market place where most bus services across the County operate on a commercial basis by private companies. The County Council is committed to developing and enhancing the opportunity for operators to provide their services commercially. However, where socially necessary, the County Council will work with commercial operators to support services through subsidy agreements to help deliver an efficient and reliable bus network.

The passenger transport network has seen a steady decline over the last decade and, more recently, by the impact of Covid-19. This has resulted in service deregistration and reduced service frequencies.

Through closer working relations with local commercial bus operators, we will be able to focus on specific needs and transport requirements in line with the objectives proposed in Worcestershire's Local Transport Plan 4. This will contribute towards the Council's Open for Business corporate objective and welcome economic growth across the County.

3. Passenger Survey Data

Residents' Viewpoint Survey 2020

The Worcestershire County Council Viewpoint Survey 2020 was carried out from the 9 September to 30 September 2020. The survey asks questions which enable the County Council to monitor public perception indicators and includes items such as priorities for the local area, satisfaction with County Council services and how well people feel informed.

When completing the survey, local residents were asked to think about their local area (defined as the area within a 15–20-minute walk from their property). Overall, when asked how satisfied or dissatisfied residents were with Worcestershire County Council, 62% stated that they were satisfied, a significant increase from 53% in 2019. However, when residents were asked for the top five things that most need improving in their local area, transport and road related issues were consistently highlighted as an area of improvement. Road and pavement improvement was ranked first, followed by the level of traffic congestion and then public transport.

1st	2nd	3rd	4th	5th
Road and pavement improvements	Level of traffic congestion	Public Transport	NHS Services	Activities for teenagers

Areas in need of improvement in Worcestershire (2020)

The chart below shows the relationship between services that need improvement and whether to contribute to a good place to live. (2020 Viewpoint Survey).
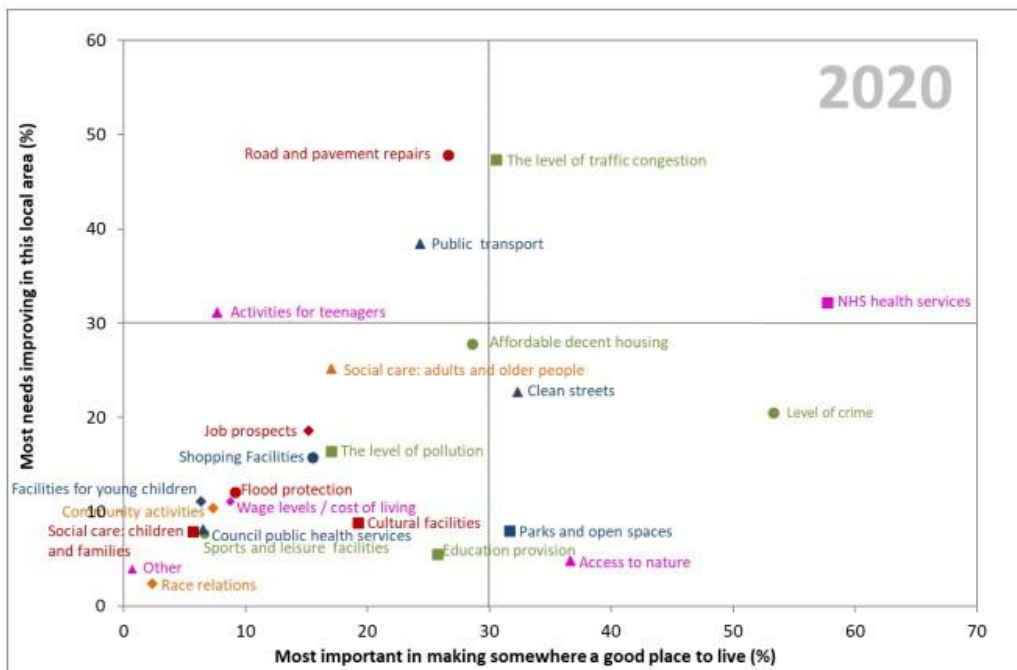
Chart to demonstrate the link between Passenger Transport services requirement improvement and the relationship with a good place to live.

3.1 Passenger Transport Strategy Consultation

The Worcestershire Passenger Transport Strategy was developed to support Worcestershire's Local Transport Plan 4. The overarching objective of the Strategy is to ensure residents and visitors have a level of access to services and facilities which contribute towards a good quality of life. Worcestershire County Council consulted with residents and other stakeholders (including local employees and students) on the draft Passenger Transport Strategy to fully understand the contribution that these services make to the local economy, and their value in terms of community, health and well-being. The survey ran from 13th June 2019 to 13th September 2019 and in total received 2,505 responses.

Key elements of the survey are summarised below:

- About a quarter of respondents use buses to travel to work; half do so daily and a third do so several times a week. Almost a third of all respondents who indicated that they travel to work by bus indicated that if there was no bus service available, they would not be able to access employment.

- Almost two thirds of respondents who indicated that they use a bus for travel to education and training did so daily.

- Over 40% of respondents who travel by bus to access healthcare do so less than once a month, with similar proportions using buses about 1-3 times a month. People in full time education and those with long-term health conditions are most likely to use buses for healthcare regularly.

- Respondents indicated that the three factors which would encourage them to use Passenger Transport more frequently are: better services (increased frequencies), better-connected services (integrated) and more reliable services.

- When asked about the proposals in the Worcestershire Passenger Transport Strategy, respondents were in particular agreement with the statements "*Worcestershire County Council's aim should be to focus on meeting people's essential transport needs in the most cost-effective way*", "*The passenger transport network should be joined up (integrated) such as connecting to train services*", and "*Publicity for Passenger Transport Services should be improved.*"

- Support among respondents was strong for all other statements, with the exception being "*Worcestershire County Council should not provide support for services for which there is little use.*" Almost two thirds of respondents registered disagreement with that statement, with almost a quarter of respondents stating that they "strongly disagreed".

- Over 60% of respondents indicated that the proposed Strategy would improve their ability to access essential services. 10% said that the strategy would reduce their access to essential services.

- Over 60% of all respondents agreed that the proposals would be a sensible way to spend Council funds to help make it possible for people to travel around Worcestershire on Passenger Transport when they need to. Less than 10% disagreed with the proposals overall.

Transport Focus and National Highways and Transport Survey data has provided the critical inputs in designing the delivery mechanisms within the Bus Service Improvement Plan within the Enhanced Partnership Scheme.

3.2 Transport Focus Bus Passenger Survey

The Transport Focus Bus Passenger Survey measures passengers' satisfaction with their local bus service. Passengers rate their satisfaction on different aspects of the journey including bus stops, facilities and waiting times. Passengers are also asked to provide an overall satisfaction rating for their bus journey and value for money.

Figures shown are total very or fairly satisfied.
Last year's figure shown in grey, where available.
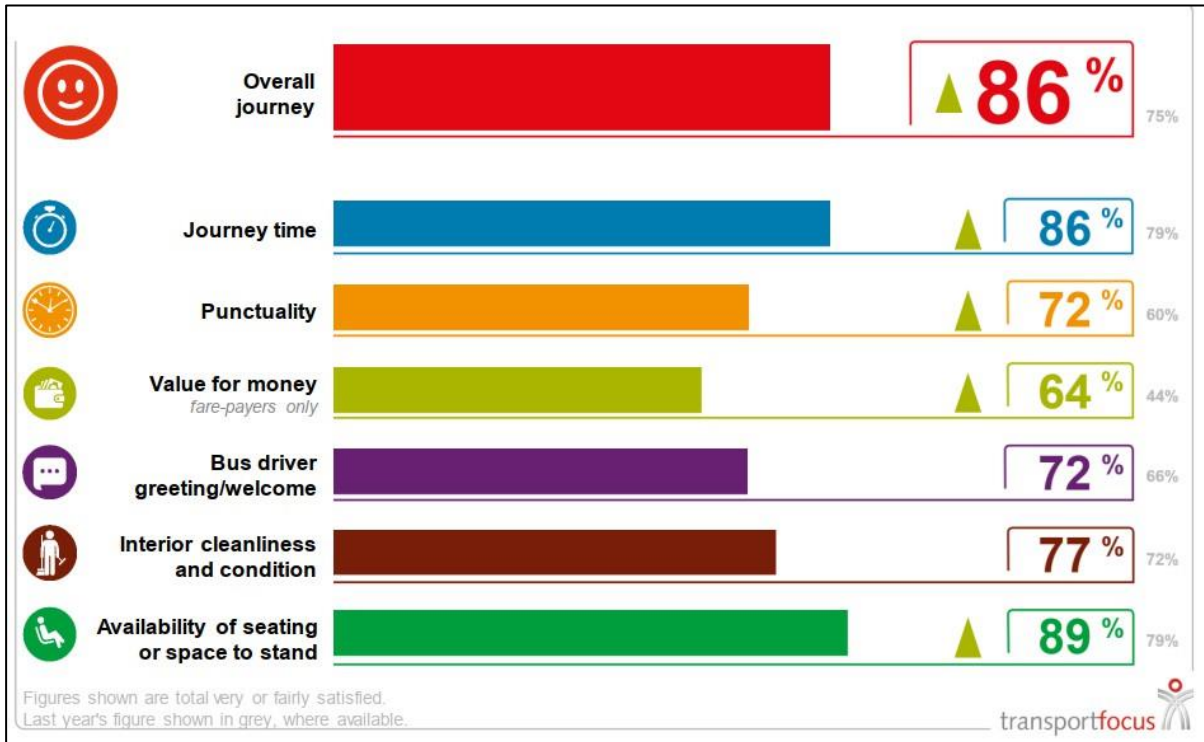
The Transport Focus Bus Passenger Survey will be more pertinent going forwards based on the backdrop of the Pandemic as COVID-19 saw a significant drop in bus patronage. Transport Focus aims to speak to current and former passengers to get a picture of future travel plans and experiences on public transport.

The bus passenger survey for Worcestershire looks at passengers' journey experiences between the 8 September and 21 December 2019 with 516 responses received. The overall results are summarised in the figure below.

Bus Facilities

There has been an increase in passenger satisfaction in bus shelters from 2018 and 2019 (67%), as well as lighting (14%), route maps (9%) and fare information (6%). However, there was a decrease in passenger satisfaction with Timetables from 56% in 2018 to 49% in 2019, and a reduction in seating down to 44% from 52 % in 2018.

Waiting time and Punctuality

There was an increase in satisfaction with waiting time and punctuality, up previously on 61% in 2018. In Worcestershire, 75% of passengers were 'very satisfied' (34%) and 'fairly satisfied' (41%). Similar trends were seen for Punctuality of bus; in 2018 60% of passengers were very and fairly satisfied which increased to 72% in 2019.

Ticket type and format

Non-fare Journeys decreased by 53% in 2018 to 38% in 2019. Whereas single/return tickets increased from 17% in 2018 to 26% in 2019. The most common way that tickets were bought was through payment (cash or contactless) on the bus (38%), followed by advance purchase from the driver (22%), then direct from the bus company on their app (18%).

Overall experience

There was an increase in how many passengers were fairly and very satisfied. In 2017 the overall satisfaction levels of passengers was 78%, in 2018 it was 75% and then by 2019 it had increased to 86%. By age group the most satisfied passengers were age 60+ at 94% (most respondents were included in this group) and then passengers aged 35-59 (86%) followed by passengers with a disability (81%).

What could have been improved?

The areas of improvement outlined in the Transport Focus Bus Passenger Survey should be utilised by the County Council to improve bus experiences for passengers.

- 21% of respondents stated that frequency/routes should be improved.

- 19% of respondents stated that bus design comfort and condition should be improved.

- 18% of respondents stated that punctuality should be improved.

- 9% of respondents stated that fares and ticketing should be improved.

- 8% of respondents stated that routes should be improved.

Whilst not directly addressed with residents in the survey, we are addressing the congestion issues via our Congestion Pinch point Programme. This programme will influence the above improvements.

3.3 National Highways and Transport (NHT) Surveys

Worcestershire County Council is a member of the National Highways and Transport (NHT) Network that runs an annual survey by Ipsos Mori to measure and compare public satisfaction to identify and implement improvements and share best practice.

PTBI07	Bus fares	47%	1%	50%	-3%	3	82
PTBI08	Quality and cleanliness of buses	56%	2%	63%	-7%	4	99
PTBI09	Helpfulness of drivers	62%	5%	68%	-6%	4	106
PTBI10	Personal safety on the bus	61%	1%	68%	-7%	4	101
PTBI11	Personal safety at bus stops	60%	0%	63%	-3%	4	85
PTBI12	Raised kerbs at bus stops	59%	0%	66%	-7%	4	107
PTBI13	The amount of information	49%	1%	56%	-7%	4	104
PTBI14	The clarity of information	52%	3%	58%	-6%	4	102
PTBI15	The accuracy of information	52%	3%	58%	-6%	4	106
PTBI16	Ease of finding the right information	48%	0%	55%	-7%	4	102
PTBI17	Information about accessible buses	47%	5%	53%	-6%	4	102
PTBI18	Info to help people plan journeys	51%	0%	59%	-8%	4	106
PTBI19	Reliability of electronic display info	50%	4%	52%	-2%	3	68

Public Transport: Worcestershire

National Average = 61%
Peer Average = 58%

Public Transport
This Year
53%
Last Year
55%

KBI 06	KBI 07	KBI 08	KBI 09	KBI 10
Local Bus Services	Local Bus Services (BVPI 104)	Public Transport Information (BVPI 103)	Taxi / Mini Cab Services	Community Transport
This Year	This Year	This Year	This Year	This Year
46%	41%	31%	62%	52%
Last Year	Last Year	Last Year	Last Year	Last Year
48%	39%	28%	63%	55%
NA 60%	NA 60%	NA 47%	NA 66%	NA 57%
PA 56%	PA 56%	PA 44%	PA 63%	PA 56%

NHT Public Transport Peer Average Comparison

The opportunities of using NHT is to compare our performance against both national averages as well as peer authority averages which allows us to set improvement targets based on these figures.

3.4 National Highways and Transport Network (NHT) survey 2020

The NHT survey can help assess year on year trends and identify recommendations for improvements, whilst also adopting best practice from other authorities. In Worcestershire, the NHT survey was sent to 3,300 households and 933 members of the public responded (including online responses). The overall response rate in Worcestershire was 28.3% higher than the national average of 23.8%.

Public Transport

Number of Indicators Up or Down since last year

Type	Up 4%+	Up 0 to 3%	Down 0 to 3%	Down 4%+
Key Benchmark Indicator	0	3	1	1
Key Quality Indicator	0	2	0	0
Benchmark Indicator	5	18	3	0
Quality Indicator	0	0	1	0

Number of Indicators Above or Below Average

Type	4%+ Above	Up to 3% Above	Up to 3% Below	4%+ Below
Key Benchmark Indicator	0	0	1	4
Key Quality Indicator	0	0	0	2
Benchmark Indicator	0	3	6	17
Quality Indicator	0	0	0	1

Indicator Results

Ref	Indicator	Result	Trend	Average	Gap	Quartile	Rank
Key Benchmark Indicator							
KBI06	Local bus services (overall)	48%	2%	60%	-12%	4	107
KBI07	Local bus services (aspects)	36%	-5%	57%	-21%	4	109
KBI08	Public transport information	31%	0%	44%	-13%	4	104
KBI09	Taxi/mini cab services	61%	-1%	66%	-5%	4	100
KBI10	Community transport	55%	3%	58%	-3%	4	98
Key Quality Indicator							
KQI03	Responsive transport	50%	3%	55%	-5%	4	105
KQI05	Ppublic transport information (aspects)	50%	2%	56%	-6%	4	104
Benchmark Indicator							
PTBI01	Frequency of bus services	44%	-1%	60%	-16%	4	108
PTBI02	Number of bus stops	61%	-2%	70%	-9%	4	106
PTBI03	The state of bus stops	56%	0%	60%	-4%	4	88
PTBI04	Whether buses arrive on time	47%	1%	56%	-9%	4	104
PTBI05	How easy buses are to get on/off	66%	-1%	73%	-7%	4	109
PTBI06	The local bus service overall	48%	1%	61%	-13%	4	109

Table NHT Survey Results 2020 Worcestershire

The NHT found that in Worcestershire, only 48% of respondents were satisfied with Public Transport, significantly lower than the NHT average of 60%. This 12% gap between Worcestershire's average and the NHT average suggests that the Worcestershire County Council Bus Service Improvement Plan will be starting at a lower baseline than some authorities. Local bus service (aspects) is included in the 10 lowest scores for Worcestershire County Council with a 36% satisfaction level and, additionally, satisfaction with public transport information scored even lower at 31% representing two of the lowest scoring indicators. Local bus Services (overall) and Local bus services (aspects) ranked 12 regionally.

Key descriptors used in the NHT; punctuality, frequency, information, and provision are significant areas of concern addressed throughout this document and will be used to monitor public perception of how the new Worcestershire Network is performing.

2020 Authority Annual Report
Group Comparisons — worcestershire county council

Group Name	Group Type	High	Average	Low	Worcestershire	Gap
KBI 06 - Local bus services (overall)						
West Midlands	Region	71	60	48	48	-12
County Council	Peer Group	69	57	47	48	-9
MHA +	Alliance	79	60	48	48	-12
WMHA	Alliance	71	61	48	48	-13
KBI 07 - Local bus services (aspects)						
West Midlands	Region	67	55	36	36	-19
County Council	Peer Group	71	54	36	36	-18
MHA +	Alliance	81	55	36	36	-19
WMHA	Alliance	67	55	36	36	-19
KBI 08 - Public transport information						
West Midlands	Region	55	42	28	31	-11
County Council	Peer Group	57	38	23	31	-7
MHA +	Alliance	73	42	24	31	-11
WMHA	Alliance	55	44	31	31	-13

Table NHT: Group comparison

3.5 Demand Responsive Transport (DRT) Feedback analysis.

A new and innovative method of obtaining feedback is via the DRT app. This provides a real-time view of services and passengers can select a rating to describe their experience. The Worcestershire on Demand pilot continues to receive excellent feedback via the app and surveys.

Passengers have given a five-star rating (maximum) with 'route' and 'booking procedures' being notable contributions to its success.
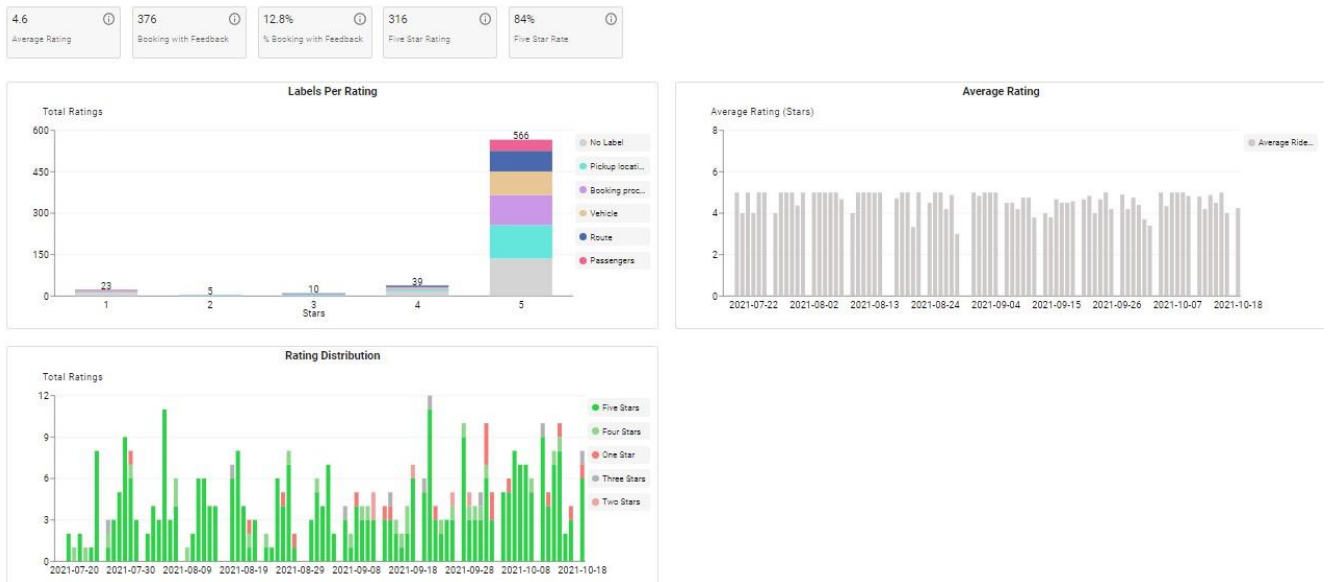
Graphs above shows a snapshot of Demand Responsive Transport Feedback

Feedback data will feed into our Bus Services Improvement Plan Passenger Charter

3.6 Comparison of Survey Results

To drive service improvement and public satisfaction with highways and transport, Worcestershire County Council has looked at mechanisms to compare the results from various surveys to understand trends and identify solutions.

To drive service improvement and public satisfaction with highways and transport, Worcestershire County Council has looked at mechanisms to compare the results from various surveys to understand trends and identify solutions.

4. Worcestershire Enhanced Partnership Plan

The Worcestershire Enhanced Partnership Plan has the following Core Principle Objectives, which align with Worcestershire Bus Service Improvement Plan (BSIP), and support the County Council's Worcestershire Passenger Transport Strategy and Local Transport Plan 4. Each of these objectives will be treated as a **Scheme** with a number of areas to review and improve.

These objectives will provide a vision for transport for the County that will redefine how services are provided for residents.

4.1 Worcestershire Enhanced Partnership Objectives/Schemes

- Network enhancements and Alternative Service Provision
- Network Prioritisation
- Improving the Image of Bus Travel
- Bus Infrastructure
- Modal Integration
- Technology and Innovation
- Fares review and Ticketing

4.2 Network Prioritisation

This will deliver intensive service and investment (subject to funding) on key Strategic Corridors. Routes will be more frequent, operate longer and be easier to understand. These will be supported by a range of Bus Priority Measures. The scheme will be split into several areas of delivery which match ambitions outlined within the BSIP. These are as follows.

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	BSIP Target Description
Network Enhancements	NP	Increase frequency of services on Worcestershire Strategic network	NPF	NPS1	Increase frequency on Worcestershire Strategic Network corridors
Network Enhancements	NP	Increase frequency of services on Worcestershire Strategic network	NPF	NPS2	Increase miles of Commercially run services
Network Enhancements	NP	Increase frequency of services on Worcestershire Strategic network	NPF	PG	Increase patronage on Worcestershire network
Network Enhancements	NP	Increase frequency of services on Worcestershire Strategic network	NPF	CS	Improve customer perception/ satisfaction in Worcestershire Core Network
Network Enhancements	NP	Increase service level patterns to meet the needs of residents	NPS	NPS1	Improve access to bus services
Network Enhancements	NP	Increase service level patterns to meet the needs of residents	NPS	NPS2	Increase Worcestershire network mileage.
Network Enhancements	NP	Increase service level patterns to	NPS	PG	Increase patronage on Worcestershire network

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	BSIP Target Description
		meet the needs of residents			
Network Enhancements	NP	Increase service level patterns to meet the needs of residents	NPS	CS	Improve customer perception/ satisfaction in Worcestershire Core Network
Network Prioritisation	NP	Bus Priority - Address operator congestion and pinch points that are	NPC	NPC1	Creation of a feasibility study on Congestion, Bus Priority and consider a Punctuality Improvement Plan for next iteration of BSIP
Network Prioritisation	NP	Bus Priority - Address operator congestion and pinch points that are	NPC	NPC2	Resolve issues in identified operator congestion spots
Network Prioritisation	NP	Bus Priority - Address operator congestion and pinch points that are	NPC	JT	Improve journey time on impacted routes
Network Prioritisation	NP	Bus Priority - Address operator congestion and pinch points that are	NPC	RT	Improve reliability of services on impacted routes
Network Prioritisation	NP	Bus Priority - Address operator congestion and pinch points that are	NPC	C2	Improve public perception of congestion

Network Prioritisation Areas of Delivery Scheme – Part 1

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	Enhanced Partnership Approach
Network Prioritisation	NP	Bus Priority - Accelerate the delivery of Measures in Worcestershire	NPD	NPC1	Creation of a feasibility study on Congestion, Bus Priority and consider a Punctuality Improvement Plan for next iteration of BSIP
Network Prioritisation	NP	Bus Priority - Accelerate the delivery of Measures in Worcestershire	NPD	NPC2	Increase number of bus priority measures in operation (Physical/ Virtual)
Network Prioritisation	NP	Bus Priority - Accelerate the delivery of Measures in Worcestershire	NPD	NPD1	Reduction in TSP requests at Junctions
Network Prioritisation	NP	Bus Priority - Accelerate the delivery of Measures in Worcestershire	NPD	JT	Improve journey time on impacted routes
Network Prioritisation	NP	Bus Priority - Accelerate the delivery of Measures in Worcestershire	NPD	RT	Improve reliability of services on impacted routes
Network Prioritisation	NP	Bus Priority - Accelerate the delivery of Measures in Worcestershire	NPD	CS	Improve public perception of congestion
Network Prioritisation	NP	Bus Priority - Introduction of additional bus	NPE	NPC1	Creation of a feasibility study on Congestion, Bus Priority and

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	Enhanced Partnership Approach
		clearways and look to make these enforceable			consider a Punctuality Improvement Plan for next iteration of BSIP
Network Prioritisation	NP	Bus Priority - Introduction of additional bus clearways and look to make these enforceable	NPE	NPC2	Increase number of bus priority measures in operation (Physical/ Virtual)
Network Prioritisation	NP	Bus Priority - Introduction of additional bus clearways and look to make these enforceable	NPE	JT	Improve journey time on impacted routes
Network Prioritisation	NP	Bus Priority - Introduction of additional bus clearways and look to make these enforceable	NPE	RT	Improve reliability of services on impacted routes
Network Prioritisation	NP	Bus Priority - Introduction of additional bus clearways and look to make these enforceable	NPE	CS	Improve public perception of congestion
Network Prioritisation	NP	Bus Priority – Mitigate the impact of Roadworks	NPR	NPC1	Creation of a feasibility study on Congestion, Bus Priority and consider a Punctuality Improvement Plan for next iteration of BSIP
Network Prioritisation	NP	Bus Priority – Mitigate the impact of Roadworks	NPR	NPR1	Improve number of planned roadworks notified to bus operators (%)
Network Prioritisation	NP	Bus Priority – Mitigate the impact of Roadworks	NPR	NPR2	Improve number of emergency roadworks notified to bus operators (%)
Network Prioritisation	NP	Bus Priority – Mitigate the impact of Roadworks	NPR	JT	Improvement in journey time on impacted route
Network Prioritisation	NP	Bus Priority – Mitigate the impact of Roadworks	NPR	RT	Improvement in reliability of services on impacted routes
Network Prioritisation	NP	Bus Priority – Mitigate the impact of Roadworks	NPR	CS	Improvement in public perception of roadworks
Network Enhancements	NP	Consider Education and Social Care Provision as part of the Worcestershire core network offer	NPN	NPN1	Increase the number of schools served by the Strategic Network
Network Enhancements	NP	Consider Education and Social Care Provision as part of the Worcestershire core network offer	NPN	NPN2	Increase in the number of school Trips on the Worcestershire Network
Network Enhancements	NP	Consider Education and Social Care Provision as part of the Worcestershire core network offer	NPN	NPN3	Increase in the number of socially necessary trips on the Worcestershire Network.
Network Enhancements	NP	Consider Education and Social Care Provision as part of	NPN	PG	Increase patronage on Worcestershire Network (PG)

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	Enhanced Partnership Approach
		the Worcestershire core network offer			

Network Prioritisation Areas of Delivery Scheme – Part 2

4.3 Improving the Image of Bus Travel in Worcestershire.

The Local bus network presented as a safe and secure single system, with clear passenger information and branding.   The vision will be to provide excellent customer service and deliver and maintain a Passenger Charter.

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	BSIP Target Description
Improving the image of bus travel in Worcestershire	TIB	To develop a clearly defined and understood "brand" for the Worcestershire passenger transport network, used consistently across the network	TIB	TIB1	Creation of Worcestershire Network Brand
Improving the image of bus travel in Worcestershire	TIB	To develop a clearly defined and understood "brand" for the Worcestershire passenger transport network, used consistently across the network	TIB	TIB2	Increase number of locations Worcestershire Brand Appears
Improving the image of bus travel in Worcestershire	TIB	To develop a clearly defined and understood "brand" for the Worcestershire passenger transport network, used consistently across the network	TIB	TIB2	Ensure branded publicity is accurate and is up to date
Improving the image of bus travel in Worcestershire	TIB	To develop a clearly defined and understood "brand" for the Worcestershire passenger transport network, used consistently across the network	TIB	PG	Increase patronage due to marketing activities
Improving the image of bus travel in Worcestershire	TIB	To develop a clearly defined and understood "brand" for the Worcestershire passenger transport network, used consistently across the network	TIB	CS	Improve public perception of Worcestershire Brand/ Network
Improving the image of bus travel in Worcestershire	TIB	Continue to enhance the way Information is provided on Worcestershire's digital estate	TID	TID1	Develop information content and management across platforms
Improving the image of bus travel in Worcestershire	TIB	Continue to enhance the way Information is provided on Worcestershire's digital estate	TID	TID2	Increase number of 10" interactive displays on corridors
Improving the image of bus travel in Worcestershire	TIB	Continue to enhance the way Information is provided on	TID	TID3	Increase number of Information Points in the County

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	BSIP Target Description
		Worcestershire's digital estate			
Improving the image of bus travel in Worcestershire	TIB	Continue to enhance the way Information is provided on Worcestershire's digital estate	TID	CS	Improvement in public perception of Infrastructure and information
Improving the image of bus travel in Worcestershire	TIB	Ensure that information on the Worcestershire Transport network is accessible for all users	TIS	TIS1	Ensure travel Information that is SCULPT compliant (%)
Improving the image of bus travel in Worcestershire	TIB	Ensure that information on the Worcestershire Transport network is accessible for all users	TIS	PG	Increase patronage due to marketing activities
Improving the image of bus travel in Worcestershire	TIB	Ensure that information on the Worcestershire Transport network is accessible for all users	TIS	CS	Improve public perception of Worcestershire Brand/ Network
Improving the image of bus travel in Worcestershire	TIB	Develop a passenger charter allowing users and non-users to engage with the authority including how Information will be presented and accessed	TIP	TIP1	Creation of Worcestershire Bus Passenger Charter
Improving the image of bus travel in Worcestershire	TIB	Develop a passenger charter allowing users and non-users to engage with the authority including how Information will be presented and accessed	TIP	TIP2	Improve number of positive responses compared to Complaints (%s)
Improving the image of bus travel in Worcestershire	TIB	Develop a passenger charter allowing users and non-users to engage with the authority including how Information will be presented and accessed	TIP	CS	Improve public perception of Worcestershire Brand/ Network
Improving the image of bus travel in Worcestershire	TIB	Co-ordinate and limit to a minimum the number of timetable changes for passenger bus services	TIC	TIC1	Creation of Worcestershire Bus Passenger Charter
Improving the image of bus travel in Worcestershire	TIB	Co-ordinate and limit to a minimum the number of timetable changes for passenger bus services	TIC	TIC2	Number of Timetable change dates per year
Improving the image of bus travel in Worcestershire	TIB	Co-ordinate and limit to a minimum the number of timetable changes for passenger bus services	TIC	CS	Improvement in public perception of Worcestershire Brand/ Network
Improving the image of bus travel in Worcestershire	TIB	Provide a safe and secure environment to Travel	TIE	TIE1	Increase the number of Worcestershire Shelters with lighting
Improving the image of bus travel in Worcestershire	TIB	Provide a safe and secure environment to Travel	TIE	TIE2	Increase the number of Worcestershire shelters with CCTV
Improving the image of bus travel in Worcestershire	TIB	Provide a safe and secure environment to Travel	TIE	CS	Improve public perception of safe and secure environment for using public transport
Improving the image of bus travel in Worcestershire	TIB	Provide a safe and secure environment to Travel	TIE	PG	Increase patronage on services

4.4 Alternative Service Provision

To support strategic corridors and deliver services throughout the County including in the most rural areas we will look to increase alternate service provision (such as Demand Responsive Transport (DRT) and Community Transport). These will integrate with other modes of travel to ensure that the network is joined up and seen as one solution.

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	BSIP Target Description
Network Enhancements and Alternative Service Provision	AP	Alternative Service Provision	APA	APA1	Increase number of DRT Schemes operating in Worcestershire
Network Enhancements and Alternative Service Provision	AP	Alternative Service Provision	APA	APA2	Increase the number of DRT trips by scheme
Network Enhancements and Alternative Service Provision	AP	Alternative Service Provision	APA	APA3	Improve access to services throughout the county
Network Enhancements and Alternative Service Provision	AP	Alternative Service Provision	APA	CS	Improve in public perception of bus travel
Network Enhancements and Alternative Service Provision	AP	Alternative Service Provision	APA	PG	Increase in patronage on Worcestershire Network
Network Enhancements and Alternative Service Provision	AP	Improve integration of alternative Service provision into the Worcestershire Network	API	API1	Increase number of locations Alternative service provision integrates with Strategic Network
Network Enhancements and Alternative Service Provision	AP	Improve integration of alternative Service provision into the Worcestershire Network	API	API2	Increase number of locations Alternative service provision integrates with Active Travel Corridors
Network Enhancements and Alternative Service Provision	AP	Improve integration of alternative Service provision into the Worcestershire Network	API	CS	Improve in public perception of Alternative Service Provision
Network Enhancements and Alternative Service Provision	AP	Improve integration of alternative Service provision into the Worcestershire Network	API	PG	Increase in patronage on Worcestershire Network

Alternative Service Provision Scheme – Areas of Delivery

4.5 Bus Infrastructure

Bus Shelters and associated infrastructure are the passengers' first impression of public transport and a high quality, well maintained, uniform shelter will almost certainly improve perception. We will review current ownership with a vision (subject to funding) to improve Worcestershire's

Infrastructure estate incorporating innovative ideas for showcasing the network in different ways as well as identifying opportunities for income generation.

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	BSIP Target Description
Bus infrastructure	BI	Progress to a consistent, uniform, accessible and quality provision of infrastructure that facilitates passenger transport use both on and off bus	BIC	BIC1	Increase number of Worcestershire County Council Owned Shelters (by standard)
Bus infrastructure	BI	Progress to a consistent, uniform, accessible and quality provision of infrastructure that facilitates passenger transport use both on and off bus	BIC	CS	Improve public perception of bus infrastructure
Bus infrastructure	BI	Progress to a consistent, uniform, accessible and quality provision of infrastructure that facilitates passenger transport use both on and off bus	BIC	PG	Increase patronage on Worcestershire Network
Bus infrastructure	BI	Deliver next generation mobility hubs to integrate Alternative Service provision and Active Travel with Local Bus Services	BIM	BIM3	Increase Number of Smart Shelters/ Mobility Hubs in Worcestershire
Bus infrastructure	BI	Deliver next generation mobility hubs to integrate Alternative Service provision and Active Travel with Local Bus Services	BIM	CS	Improve public perception of bus infrastructure
Bus infrastructure	BI	Deliver next generation mobility hubs to integrate Alternative Service provision and Active Travel with Local Bus Services	BIM	PG	Increase patronage on Worcestershire network
Bus infrastructure	BI	Consider income generation opportunities (ring-fenced back to Local Bus Network)	BIL	BIL1	Increase income generated from Infrastructure
Bus infrastructure	BI	Consider income generation opportunities (ring-fenced back to Local Bus Network)	BIL	CS	Improve public perception of bus infrastructure
Bus infrastructure	BI	Consider income generation opportunities (ring-fenced back to Local Bus Network)	BIL	PG	Increase in patronage on Worcestershire Network

Bus Infrastructure Scheme – Areas of Delivery

4.6 Modal Integration

The County Council is focused on providing an integrated passenger transport network, with buses and trains providing transport along key strategic corridors with alternative service

provision feeding into this network at the closest appropriate point. We will also explore how Active Travel initiatives can be incorporated and integrated into the Local Bus Network.

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	Enhanced Partnership Approach
Modal Integration	MI	Focus on providing an integrated Passenger Transport network	MIT	MIT3	Increase number of DRT services that integrate with Strategic Corridors
Modal Integration	MI	Focus on providing an integrated Passenger Transport network	MIT	CS	Improve public perception of bus infrastructure
Modal Integration	MI	Focus on providing an integrated Passenger Transport network	MIT	PG	Increase patronage on Worcestershire Network
Modal Integration	MI	Focus on providing an integrated Passenger Transport network	MIC	MIC	Build on previous experiences and refresh Choose How You Move (CHYM) as a mechanism for promoting Modal Integration
Modal Integration	MI	Build on previous experiences and refresh Choose How You Move (CHYM)	MIC	MIC1	Creation of Worcestershire Network Brand
Modal Integration	MI	Build on previous experiences and refresh Choose How You Move (CHYM)	MIC	MIC2	Increase number of locations Worcestershire Brand Appears
Modal Integration	MI	Build on previous experiences and refresh Choose How You Move (CHYM)	MIC	CS	Improve public perception of bus infrastructure
Modal Integration	MI	Build on previous experiences and refresh Choose How You Move (CHYM)	MIC	PG	Increase patronage on Worcestershire Network

Modal Integration Scheme – Areas of Delivery

4.7 Technology and Innovation

Technology and innovation are core to all deliverable objectives and schemes. There will be an emphasis on developing, managing, supporting, and delivering innovative programmes and projects related to improving the passenger experience and increasing the amount of data available to make informed decisions about future delivery of schemes.

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	Enhanced Partnership Approach
Technology and Innovation	TE	Expand Worcestershire Real Time Information System	TER	TER1	Increase in number of devices installed providing Real Time Information
Technology and Innovation	TE	Expand Worcestershire Real Time Information System	TER	TER2	Improve average % of journeys being tracked
Technology and Innovation	TE	Expand Worcestershire Real Time Information System	TER	JT	Improve journey time on impacted routes
Technology and Innovation	TE	Expand Worcestershire	TER	RT	Improve reliability of services on impacted routes

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	Enhanced Partnership Approach
		Real Time Information System			
Technology and Innovation	TE	Expand Worcestershire Real Time Information System	TER	CS	Improve in public perception of bus travel in Worcestershire
Technology and Innovation	TE	Consider Net Zero objectives when considering infrastructure	TEZ	TEZ1	Increase number of installed Net Zero RTI displays
Technology and Innovation	TE	Consider Net Zero objectives when considering infrastructure	TEZ	TEZ2	Monitor carbon Tonnes saved through installations
Technology and Innovation	TE	Consider Net Zero objectives when considering infrastructure	TEZ	TEZ3	Monitor cost savings /avoidance through installations
Technology and Innovation	TE	Consider Net Zero objectives when considering infrastructure	TEZ	JT	Improve journey time on impacted routes
Technology and Innovation	TE	Consider Net Zero objectives when considering infrastructure	TEZ	RT	Improve reliability of services on impacted routes
Technology and Innovation	TE	Consider Net Zero objectives when considering infrastructure	TEZ	CS	Improve in public perception of bus travel in Worcestershire
Technology and Innovation	TE	Deliver Ultra-Low and Zero Emission Buses within the County	ZEB	N/A	Main Targets will be in line with ZEBRA fund monitoring areas
Technology and Innovation	TE	Deliver Ultra-Low and Zero Emission Buses within the County	ZEB	ZEB1	Increase number of Ultra Low (Euro VI compliant) Vehicles operated in Worcestershire
Technology and Innovation	TE	Deliver Ultra-Low and Zero Emission Buses within the County	ZEB	ZEB2	Increase number of ZEB (Zero Emission Buses) operated in Worcestershire
Technology and Innovation	TE	Deliver Ultra-Low and Zero Emission Buses within the County	ZEB	ZEB3	All vehicles in Worcestershire Ultra Low by 2025
Technology and Innovation	TE	Deliver next generation accessible information on and off-bus	TEA	TEA1	Increase number of vehicles with next-stop announcements
Technology and Innovation	TE	Deliver next generation accessible information on and off-bus	TEA	TEA2	Increase number of stops with ability to provide audio announcements
Technology and Innovation	TE	Deliver next generation accessible information on and off-bus	TEA	TEA3	Increase number of QR codes scanned (by location)
Technology and Innovation	TE	Deliver next generation accessible	TEA	TEA4	Increase number of Digital Assistants deployed

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	Enhanced Partnership Approach
		information on and off-bus			
Technology and Innovation	TE	Deliver next generation accessible information on and off-bus	TEA	CS	Improve public perception of Infrastructure and overall bus Travel
Technology and Innovation	TE	Improve and develop mechanisms for improving information that can be presented in relation to the network	TED	TED1	Increase number of Passenger Counter installed on vehicles (needs to be costed)
Technology and Innovation	TE	Improve and develop mechanisms for improving information that can be presented in relation to the network	TED	TED2	Increase number of Pollution sensors deployed
Technology and Innovation	TE	Improve and develop mechanisms for improving information that can be presented in relation to the network	TED	TED3	Increase number of corridor analytical cameras deployed
Technology and Innovation	TE	Improve and develop mechanisms for improving information that can be presented in relation to the network	TED	CS	Improve public perception of Worcestershire network

Technology and Innovation Scheme – Areas of Delivery

4.8 Fares and Ticketing

We will work in partnership with operators to keep fares as low as possible whilst maintaining commercial viability. We will encourage operators to offer discounted fare products to help grow the overall passenger transport market, increase modal shift and increase patronage.

We will review current multi-operator ticketing and School tickets and deliver next generation ticketing to improve Travel across the network.

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	Enhanced Partnership Approach
Fares and Ticketing	FT	Review current Worcestershire Fare structures and consider simpler and lower fare	FTF	FTF1	Deliver a feasibility study to analyse fare structures within the County
Fares and Ticketing	FT	Review current Worcestershire Fare structures and consider simpler and lower fare	FTF	FTF2	Reduce average fare prices across the network

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	Enhanced Partnership Approach
Fares and Ticketing	FT	Review current Worcestershire Fare structures and consider simpler and lower fare	FTF	CS	Improve public perception of Infrastructure and overall bus Travel
Fares and Ticketing	FT	Review current multi-operator tickets and evaluate smart and Innovative ticketing products to meet evolving passenger requirements	FTM	FTM1	Deliver a feasibility study to analyse current multi-operator ticketing within the County deliver a feasibility study to analyse current multi-operator ticketing within the County
Fares and Ticketing	FT	Review current multi-operator tickets and evaluate smart and Innovative ticketing products to meet evolving passenger requirements		FTF2	Increase the use of Connecta within Worcestershire
Fares and Ticketing	FT	Review current multi-operator tickets and evaluate smart and Innovative ticketing products to meet evolving passenger requirements		CS	Improve public perception of Infrastructure and overall bus Travel
Fares and Ticketing	FT	Review current multi-operator tickets and evaluate smart and Innovative ticketing products to meet evolving passenger requirements		FTO	Develop mechanisms for capping using tap on/ tap off technologies
Fares and Ticketing	FT	Develop mechanisms for capping using tap on/ tap off	FTO	FTO1	FTO1 – Introduction of Tap On/ Tap Off Technology in Worcestershire
Fares and Ticketing	FT	Develop mechanisms for capping using tap on/ tap off	FTO	FTO2	FTO2 – Number of times Tap On/ Tap off used by service
Fares and Ticketing	FT	Develop mechanisms for capping using tap on/ tap off	FTO	CS	Increase in public perception of Fares and Ticketing (CS)
Fares and Ticketing	FT	Review current school ticketing offers	FTV	FTV1	Increase number of Students using local bus services (Service/ Corridor)
Fares and Ticketing	FT	Review current school ticketing offers	FTV	CS	Improve public perception of cost of travel
Fares and Ticketing	FT	Review current school ticketing offers	FTV	PG	Increase patronage on Worcestershire network

Fares and Ticketing Scheme – Areas of Delivery

Through improvement of our network service provision, we will actively promote bus usage targeting people who would not normally choose to use public transport. The fundamental principle of our Bus Service Improvement Plan is to improve the services Countywide.   Our Bus Service Improvement Plan objectives will focus on improving key areas: Journey Time, Reliability, Passenger Growth and Customer Satisfaction.   These Targets will then be supported by several deliverables based on the Core Principles of the Bus Service Improvement Plan which form the basis of the Enhanced Partnership approach.

4.9 Journey Time

We will monitor journey time performance of our new network, including the strategic network, less frequent feeder or subsidiary services and Demand Responsive Transport. This exercise will be undertaken six monthly and reports will be produced.

We will compare bus and car journey times to identify significant disparages which will enable us to consider new network prioritisation measures. Our ambitious target will ensure bus travel is comparable with car travel, or better.

We will operate a "barometer" of journey times that will enable us to react immediately to disruption on the public highway and to notify our passengers. In addition, we will be adopting this practice much wider to ensure that all residents/motorists are provided with information to inform their onward journey.

4.10 Punctuality

Targets for Punctuality will be based on real time information data that we already capture and compares live data with the scheduled service.

The new public transport network will require Worcestershire County Council and transport operators to work collaboratively through the Enhanced Partnership Scheme.

We will look at new and innovative methods of measuring reliability for DRT services.

4.11 Passenger Growth

Where funding is made available our target is then to improve patronage by 10% on the 2018-19 pre Covid patronage baseline by the end of March 2027. Our target is a 25% increase in patronage (compared to the 2018-19 baseline) by 2030 with a more commercially viable and enhanced network where funding for schemes is made available.

4.12 Funding arrangements

The Enhanced Partnership will consider drawing on multiple funding sources to deliver the desired outcomes of the Enhanced Partnership Scheme. Discussions will be ongoing to consider how schemes can be delivered.   These will include:

- County Council capital funding

- County Council revenue funding

- Developer contributions

- Reinvestment of operator revenue generated by schemes.

- Reinvestment of Authority revenue generated by schemes.

- Other external funding opportunities.

4.13 Enhanced Partnership governance arrangements

For decision-making purposes, the Worcestershire Enhanced Partnership will be governed by two primary bodies:

a) Worcestershire Enhanced Partnership Forum – in which all Operators will be invited and entitled to participate, although attendance by individual Operators is voluntary.

b) Worcestershire Enhanced Partnership Board – established by the Enhanced Partnership with the mandate to take decisions using an Enhanced Partnership Scheme Variation mechanism on issues put to them by the Worcestershire Enhanced Partnership Forum, and other issues identified as being relevant to partnership delivery.

5. Worcestershire Enhanced Partnership Forum

The Worcestershire Enhanced Partnership Forum will provide opportunities for discussing issues of all kinds affecting the Worcestershire bus network, consulting with, and building consensus across, the various stakeholders and making recommendations for decisions to the Worcestershire Enhanced Partnership Board.

Membership of the Worcestershire Enhanced Partnership Forum will comprise the following:

- All Bus Operators running Qualifying Bus Services

- Worcestershire County Council

- All Worcestershire District and Borough Councils

- All Worcestershire Train Operating Companies.

- Further Education College Representatives

- Community Transport Scheme representatives

In addition, from time-to-time, other external organisations may be invited to join the Forum on an advisory basis for fixed periods to provide specialist expertise. On one occasion during a financial year, a wider conference of all relevant parties, including representatives of organisations such as bus user groups, businesses and the Local Enterprise Partnership, in addition to Worcestershire Enhanced Partnership Forum members may be invited to review and discuss the progress of, and future opportunities for, the partnership.

5.1 Worcestershire Enhanced Partnership Forum Annual General Meeting (AGM):

The final Worcestershire Enhanced Partnership Forum meeting of each financial year will be the designated Worcestershire Enhanced Partnership Forum AGM. All Operators will be invited to self-nominate or nominate other willing Operators for Worcestershire Enhanced Partnership Board membership ahead of the Worcestershire Forum AGM. A ballot will be organised by the County Council at the Annual General Meeting to select Operators preferred Worcestershire Enhanced Partnership Board representatives.

5.2 Meeting arrangements:

Worcestershire Enhanced Partnership Forum meetings will take place not less than twice per year, normally six calendar weeks before each Worcestershire Enhanced Partnership Board meeting. Worcestershire Enhanced Partnership Forum meetings will be arranged, chaired and minutes taken by the County Council and will usually be held at County Hall. The duration of the meeting will vary according to agenda content, but ordinarily will be expected to last one to two hours.

Agendas and meeting papers (including a copy of minutes and outcomes of decisions taken at the previous Board meeting) will be circulated by the County Council no less than one week in advance of each meeting, and draft minutes circulated no more than two weeks after each meeting. Draft minutes will be approved at the next Worcestershire Enhanced Partnership Forum meeting.

5.3 Worcestershire Enhanced Partnership Board

The Worcestershire Enhanced Partnership Board will be the decision-making body of the

Worcestershire Enhanced Partnership.

Certain decisions of the Worcestershire Board may constitute Enhanced Partnership Scheme Variations pursuant to section 7.1 hereof if the requirements therein are met. Membership of the Worcestershire Enhanced Partnership Board will comprise the following representatives:

- Bus Operator Group 1 - 2x Operators (voting)
- Bus Operator Group 2 - 2x Operators (voting)
- Bus Operator Group 3 - 2x Operators (voting)
- Worcestershire County Council Officers/Representatives - 3 x Officers (decision veto)

Board meetings will require a quorum of four Operator representatives, with a minimum of one per category (Bus Operator Group 1/Bus Operator Group 2/Bus Operator Group 3) and one County Council representative from each of the departments mentioned. An Operator representative may, if necessary, arrange for an alternate or deputy from the same category to participate with voting rights.

Bus Operator Group representatives are any single Bus Operator with registered mileage within Worcestershire representing the following proportions of total registered mileage within Worcestershire for Qualifying Bus Services: Bus Operator Group 1: equal to or greater than 15%, Bus Operator Group 2: equal to 3%, but less than 15%, Bus Operator Group 3: less than 3%

5.4 Operator representative selection:

Operators representing each of the categories of Operator membership above will be invited to self-nominate or nominate other willing Operators in writing to the County Council's Passenger Transport Unit prior to each Worcestershire Enhanced Partnership Forum AGM. Where there are more than two nominees for any single category, all Bus Operators in the same category will be given the opportunity to vote for a preferred representative by secret ballot with those present at the Worcestershire Enhanced Partnership Forum AGM. Voting will be on the basis of one vote per Operator (where Operators are part of the same holding company or group, they will only be entitled to one vote between them). Operator representatives will be reselected on an annual basis.

The voting procedure for membership selection will be a simple majority and be administered by the County Council. Where there is a tie, a run-off vote will take place between the leading tied Operators.

In the event that a Worcestershire Enhanced Partnership Forum AGM ballot fails to select an Operator representative in one or more Operator category, the default Operator objection mechanism comes into play. This is set out in the Enhanced Partnerships and Schemes (Objections) Regulations 2018 will be used to determine the views of Operators in that category for the purposes of Worcestershire Enhanced Partnership Board votes (in terms of objection or otherwise to the proposals).

5.5 Role of Enhanced Partnership Board members:

Operator representatives will be acting on behalf of all Operators in that category, not on behalf of their own company alone. Representatives will be responsible for ensuring attendance at all Worcestershire Enhanced Partnership Board meetings in that year, and ensure they have:

(a) fully reviewed and understood all meeting papers in advance of attendance. (b) the required mandate from the Operators they represent.

5.6 Worcestershire Enhanced Partnership Board decision making:

Decisions of the Worcestershire Enhanced Board will be made by way of a vote through a show of hands. Unless stated otherwise in this document, decisions will be passed by way of a simple majority of all members of the Enhanced Partnership Board entitled to vote (on a one Operator representative, one vote basis). Operator representatives not exercising their vote will be deemed to be voting in favour of the proposal.

Operators will be entitled to make known their concerns in writing to the County Council's Highways and Transport Operations Unit if they object to a particular vote of the Worcestershire Enhanced Partnership Board. The County Council will review the circumstances and consider whether to exercise its veto, as provided for below.

5.7 County Council veto:

These controls ensure that the voting system does not allow an individual Operator to influence the Enhanced Partnership to its own commercial benefit or to harm competitors; there is no opportunity for a group of Operators to vote in a co-ordinated manner to mutual benefit on a sustained basis; there is no discrimination between Operators; and that actual or potential competition, entry to new services and by new Operators, or innovation, is not inhibited. The County Council may, in exceptional circumstances, exercise a veto over Worcestershire Enhanced Partnership Board decisions which it may reasonably believe or suspect as having anti-competitive implications or being otherwise significantly against the public interest.

5.8 Meeting observers:

Any other Bus Operator, County Council and District and Borough Council representatives will be able to attend the Enhanced Partnership Board meetings as observers but will not have the right to vote. Observers may be invited to make comments or ask questions of the Worcestershire Enhanced Partnership Board at the Chair's discretion or invited to defer these until the next Worcestershire Enhanced Partnership Forum meeting.

5.9 Meeting arrangements:

Worcestershire Enhanced Partnership Board meetings will take place not less than twice per year at regular intervals between each Worcestershire Enhanced Partnership Forum meeting, with provision for additional meetings as required to take decisions which in the opinion of the Chair cannot be deferred to a scheduled meeting, provided that a quorum can be achieved, with not less than one week's notice being given. Meetings will be arranged, chaired and minutes taken by the County Council and will normally be held at County Hall. Meeting length will vary according to agenda content but ordinarily be one to two hours.

Agendas and meeting papers will be circulated to all Board members no less than one week in advance of each meeting date, and draft minutes circulated no more than two weeks after each meeting. Copies will also be distributed to all Worcestershire Enhanced Partnership Forum members so any issues or concerns can be discussed with the relevant Operator representative, to be raised at the Worcestershire Enhanced Partnership Board meeting. Draft minutes will be approved at the next Board meeting.

6. Implications for operators categorised in Bus Operator Groups 2 and 3

Given the variety of bus operators involved (in terms of market share, fleet size, company turnover and structure), it is important to ensure that the effects of the partnership do not unduly impact upon the ability of operators categorised in Bus Operator Groups 2 and 3 to engage or to comply with requirements.

The Worcestershire Enhanced Partnership Board will therefore allocate operator votes based on market share, measured as a proportion of total registered mileage. In addition, Bus Operator Requirements will not be placed upon certain categories of service (Non-qualifying Services), which many operators' in Groups 2 and 3 have main commercial interests.

PART B WORCESTERSHIRE COUNTY COUNCIL ENHANCED PARTNERSHIP SCHEME (2023/24-2025/26)

THE WORCESTERSHIRE ENHANCED PARTNERSHIP SCHEME FOR BUSES IS MADE IN ACCORDANCE WITH SECTION 138G (1) OF THE TRANSPORT ACT 2000

BY WORCESTERSHIRE COUNTY COUNCIL

7. Enhanced Partnership Scheme Content

This document fulfils the statutory requirements for an Enhanced Partnership Scheme. In accordance with statutory requirements in section 138 of the Transport Act 2000, the Enhanced Partnership Scheme document sets out:

- Scope of the Enhanced Partnership Scheme and commencement date

- Scheme Outlines

- Summary of Authority Obligations

- Summary of Operator Obligations

- Governance Arrangements

The Enhanced Partnership Scheme can only be put in place if an associated Enhanced Partnership Plan has been made. Therefore, this document should be considered alongside the associated Enhanced Partnership Plan.

The Enhanced Partnership Scheme has been jointly developed by Worcestershire County Council, which is the Local Transport Authority and the Local Highway Authority, and those bus operators that provide local bus services in the Enhanced Partnership Scheme area. It sets out obligations and requirements on both the Local Authority and operators of local services to achieve the intended improvements and deliver the objectives of the associated Enhanced Partnership Plan.

Lower tier authorities' contributions to the Scheme are to be fulfilled via existing service

agreements between themselves and Worcestershire County Council.

8. Scope of the Enhanced Partnership Scheme and Commencement Date

Description of Geographical Coverage

The Enhanced Partnership Scheme will support the improvement of all local bus services operating in Worcestershire as defined in the BSIP and Enhanced Partnership Plan

Map of Enhanced Partnership Plan and Enhanced Partnership Scheme Areas
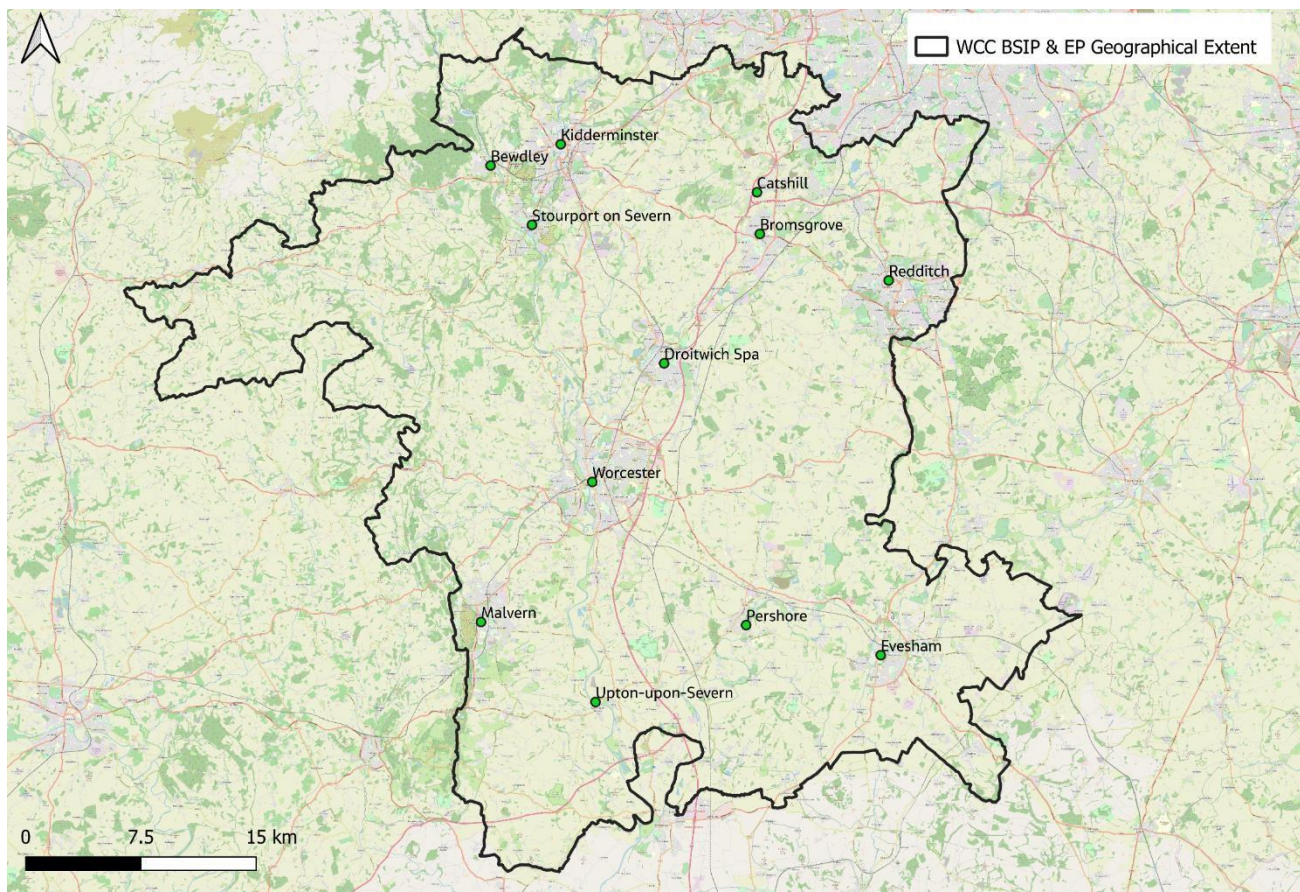
**Figure 1 - W*orcestershire Enhanced Partnership and Bus Service Improvement Plan extents covers all of Worcestershire County*

Commencement Date

This Enhanced Partnership Plan will be in place for 10 years from adoption (February 2024 to January 2034). Enhanced Partnership Schemes will be in place for 3 years from adoption (February 2024 to January 2027). A full review of the effectiveness of the Enhanced Partnership Plan (including its extent, objectives and partnership governance) and Schemes (including measures and facilities provided, and requirements imposed) and compliance of both with competition legislation will take place during the 12 months prior to

January 2027, recommending changes to the Enhanced Partnership Plan and details of an Enhanced Partnership Scheme 2 for adoption from February 2027 using the mechanisms outlined.

Exempt Services

- A service which has part, or all of its route registered as a local service in the Enhanced Partnership geographical area, but where that part of its route is 10% or less of the overall route distance covered by the service from its service start to service end point.
- A service which is registered as a local service under section 6 of the Transport Act 1985, but which would otherwise be an excursion or tour within the meaning in section 137(1) of that Act is exempt from the headway requirements in section 4 of this agreement.

9. Scheme Outlines

Overview

Worcestershire Enhanced Partnership Schemes are based on the objectives of Worcestershire's BSIP.   Each objective will be treated as a scheme with areas of delivery beneath each.   This will be highly ambitious in nature and will be dependent on funding to achieve all elements. We believe that this will transform Worcestershire's network for the better.
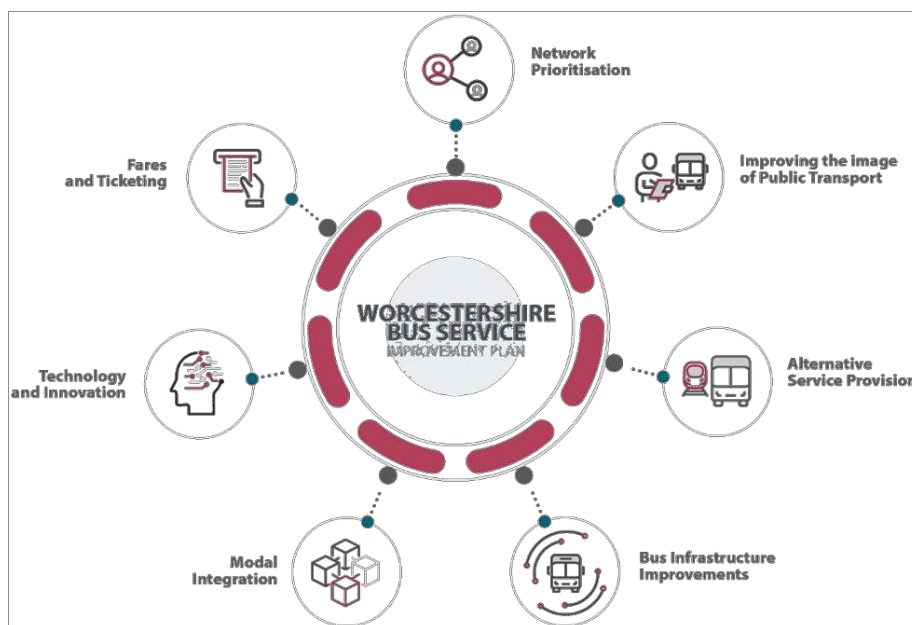
Diagram to illustrate the Bus Service Improvement Plan Principles

Enhanced Partnership Schemes.

- **Network Enhancements and Alternative Service Provision** – Improve the overall viability of the network. Increasing frequencies and operating longer, making the network easier to understand. Consider how other forms of transport such as DRT or Community can be used as part of an integrated Worcestershire network.

- **Network Prioritisation** – Improve priority measures. Address operator congestion and pinch points that are impacting services.

- **Improving the Image of Public Transport –** Improve public perception of Worcestershire Network. Develop a clearly defined "brand".

- **Bus Infrastructure Improvements –** review current ownership and maintenance and improve infrastructure throughout the County.

- **Modal Integration –** Improve how Worcestershire's network integrates with other solutions.

- **Technology and Innovation –** Consider the part Technology and Innovation plays in improving Worcestershire's network.

- **Fares and Ticketing –** review current Ticketing Schemes and improve options for passengers.

These schemes will improve the key target areas: Journey Time, Reliability, Passenger Growth and Customer Satisfaction.

Schemes will be subject to funding.   Working in Partnership it is essential that work can start on planning these to ensure current and future BSIP requirements are met.

10. Network Prioritisation Scheme

A core strategic network is required within Worcestershire to connect the main urban and inter-urban areas and to ensure that this is fit for purpose and supported by measures to improve the punctuality and reliability of vehicles.

This is a critical scheme for delivery and we must define what the future network looks like for all key stakeholders. We aim to deliver a viable network with increased frequencies (focussing on a newly defined strategic network) that operates for longer and with services that are easier to understand.

Bus priority options will be reviewed and a programme will be created to mitigate congestion issues as well as to improve the reliability of services where funding is made available. Current County Subsidised routes will fall under Network prioritisation Schemes for review.

- **Increase frequency of services on Worcestershire Strategic network (NPF)**

- **Increase service level patterns to meet the needs of residents (NPS)**

- **Bus Priority - Address operator congestion and pinch points that are impacting services (NBC)**

- **Bus Priority - Accelerate the delivery of Measures in Worcestershire (NPD)**

- **Bus Priority - Introduction of additional bus clearways and look to make these enforceable (NPE)**

- **Bus Priority – Mitigate the impact of Roadworks (NPR)**

10.1 Increase frequency of services on Worcestershire Strategic network (NPF)

Worcestershire County Council is committed to the creation of a Worcestershire Strategic Network.   The focus of our Enhanced Partnership will be on increasing the frequency of services with particular emphasis on urban and inter-urban routes. This, together with a broader route-by-route analysis, will reinvigorate services following the impact of the Covid-19 pandemic.
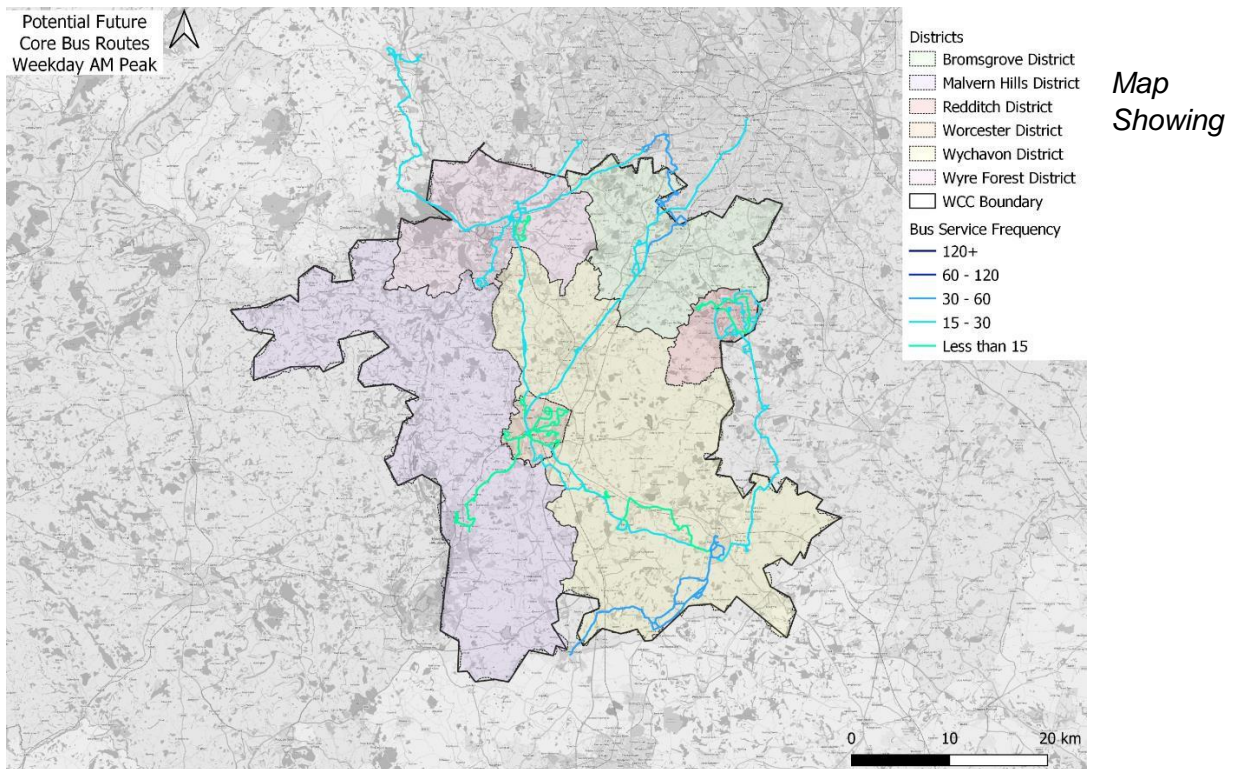
Proposed Worcestershire Strategic Network Frequency

Authority Obligations

- Worcestershire County Council will, with bus operators, develop an evidence-based assessment process to review the current network and improve service provision.

- Review current methods of subsidising services and ensure this meets the requirements of a Future Strategic Network.

Operator Obligations

- To inform the feasibility study, Bus Operators will share a representative sample of Automatic Vehicle Location and patronage data, usually relating to the four weeks before the previous October school half term, for all Qualifying Bus Services operating in the study area.

- The closest appropriate data will be accepted where data for the period above is distorted by external influences such as roadworks or severe weather or events.

- Aid in the process for determination of the future strategic network and related schemes providing necessary data as required.

This will be monitored by

- NPS1 - Increase frequency on Worcestershire Strategic Network corridors

- NPS2 – Increase miles of Commercially run services

- Increase patronage on Worcestershire network (PG)

- Improve customer perception/satisfaction in Worcestershire Core Network (CS)

10.2 Increase service level patterns to meet the needs of residents (NPS)

Critical to supporting the over-arching network is the need to introduce service level patterns where there is no current transport provision. Additionally, the appetite for evening and weekend services will be determined; there are known areas where this deficit is recognised. To ensure the network is accessible, consideration will be given to alternative service provision such as Demand Responsive Transport (DRT).

In areas where a priority of delivering high frequency services along a core strategic route has been identified, additional services will be required to support a fully integrated Worcestershire. Consideration will be given to the best mechanisms to increase service levels and may include alternative service provision. Integration of services with other modes of transport including Rail and Cycling will ensure a simple and joined up network.

As Worcestershire's population continues to grow, we must ensure that the network serves new residential developments, commutes and trip attractors. This exercise must be undertaken as early as possible to encourage sustainable trips with integration of modes being possible through the creation of innovative Mobility Hubs.

Authority Obligations

- In conjunction with bus operators, Worcestershire County Council will develop an evidence-based assessment process to review the current network with a view on the ability to improve frequencies.

- Review of County Council funding mechanisms such as Section 106 and how these can be used to increase service level patterns.

This will be monitored by

- NPS1 Improve access to bus services

- NPS2 Increase Worcestershire network mileage

- Increase patronage on Worcestershire network (PG)

- Improve customer perception/ satisfaction in Worcestershire Core Network (CS)

10.3 Bus Priority - Address operator congestion and pinch points that are impacting services (NBC)

Worcestershire County Council has a programme of schemes to improve areas of congestion within the County. Local Bus Operators have provided critical locations that impact the reliability and journey time of services.

Worcestershire's Bus Service Improvement Plan distinguishes the need to improve areas of congestion for all, along with the need to deliver a range of bus priority measures specifically for Local Bus Transport only.

Where measures to relieve congestion for all traffic do not resolve reliability for local bus, physical bus measures will be explored.

Initially a feasibility study will be undertaken by the County Council to identify areas or corridors where investment by the County Council could help the overall performance of the bus services

operating on routes serving those areas or corridors. It is vital that these studies provide outputs that assist Bus Operators with reciprocal investment decisions on those routes. Operators will therefore set out the required outputs for each scheme that will assist them with an investment decision.

The bus priority facilities identified by the Bus Priority Feasibility Studies, and reciprocal Operator investments through Bus Operator Requirements will be agreed on a case-by-case basis (The Board will annually review the portfolio of identified schemes in order to undertake a ranking process for future schemes to inform the County Council's prioritisation for scheme delivery.

Once the package of investment (both bus priority Facilities and reciprocal Requirements) is agreed between County Council and the Bus Operators, an Enhanced Partnership Scheme Variation Agreement will be signed by the parties concerned. This agreement, once signed, will present a statutory variation of the relevant Enhanced Partnership scheme under s.138E of the 2000 Act.

Authority Obligations

- Local Highway Authorities will develop with bus operators an evidence-based assessment process to determine the initial need and continued operational business case of any bus lane creation, Traffic Signals Priority (TSP) or enforcement system used under this Enhanced Partnership Scheme.

- Any assessment arrangements will be adopted into the Enhanced Partnership Scheme using the Enhanced Partnership Scheme Bespoke Variation arrangements.

- Carry out a feasibility study for Bus Priority schemes on identified Strategic Corridors as well as any operator pinch points.

- Maintain current bus priority measures as identified through the Enhanced Partnership Plan and Scheme.

- Create in partnership with Operators a Punctuality Improvement Plan.

Operator Obligations

- To inform the feasibility study, bus operators will share a representative sample of Automatic Vehicle Location and patronage data, usually relating to the four weeks before the previous October school half term, for all Qualifying Bus Services operating in the study area.

- The closest appropriate data will be accepted where data for the period above is distorted by external influences such as roadworks or severe weather or events.

- Aid in the process for determination of future schemes providing necessary data as required.

- Be open to discussions to consider that where operational cost savings have been achieved through the implementation of measures to improve service running times and/or reliability, Bus Operators will consider reinvestment of these savings into the Worcestershire Passenger Transport network in the Scheme area.

This will be monitored by

- NPC1 - Creation of a feasibility study on Congestion, Bus Priority and consider a Punctuality Improvement Plan for next iteration of Bus Service Improvement Plan

- NPC2 – Resolve issues in identified operator congestion spots

- Improve journey time on impacted routes (JT)

- Improve reliability of services on impacted routes (RT)Improve public perception of congestion (CS)

10.4 Bus Priority - Accelerate the delivery of Measures in Worcestershire (NPD)

During the first phase of the Bus Service Improvement Plan and where funding is available, we will introduce intelligent Traffic Signals Priority (TSP) to improve the reliability of Local Bus Services with the initial focus being on strategic corridors.

Authority Obligations

- Local Highway Authorities, with bus operators, will develop an evidence-based assessment process to determine the initial need and continued operational business case of any bus lane creation, TSP or enforcement system used under this Enhanced Partnership Scheme.

- Any assessment arrangements will be adopted into the Enhanced Partnership Scheme using the Enhanced Partnership Scheme Bespoke Variation arrangements at Section 5

- Carry out a feasibility study for Bus Priority schemes on identified Strategic Corridors as well as any operator pinch points that will inform future schemes delivery.

- Subject to funding, consider the introduction of a number of TSP schemes on Strategic Corridors as identified in the feasibility study.

- Provide data relating to TSP schemes to operators to highlight benefits.

Operator Obligations

- Aid in the process for determination of future schemes providing necessary data as required.

- Be open to discussions to consider that where operational cost savings have been achieved through the implementation of measures to improve service running times and/or reliability, Bus Operators will consider reinvestment of these savings into the Worcestershire Passenger Transport network in the Scheme area.

This will be monitored by

- NPC1 - Creation of a feasibility study on Congestion, Bus Priority and consider a Punctuality Improvement Plan for next iteration of Bus Service Improvement Plan.

- NPC2 - increased number of bus priority measures in operation (Physical/Virtual)

- NPD1 - Reduction in TSP requests at Junctions

- Improve journey time on impacted routes (JT)

- Improve reliability of services on impacted routes (RT)

- Improve public perception of congestion (CS)

10.5 Bus Priority - Introduction of additional bus clearways and look to make these enforceable (NPE) - aspirational.

Worcestershire County Council has already delivered enforcement on one key pinch point due to operator issues and is committed to identifying additional bus clearways. This will initially focus on the core strategic route network to enable journeys to be timely and more reliable.

Local Highway Authorities will use the discretionary powers granted in the Traffic Management Act 2004 to enforce bus lanes with CCTV equipment as outlined in Annex B.

Authority Obligations

- Carry out a feasibility study on Bus Priority schemes on identified Strategic Corridors as well as any operator pinch points as well as identification of enforcement schemes.

- Local Highway Authorities, with bus operators, will develop an evidence-based assessment process to determine the initial need and continued operational business case of any bus lane creation, TSP or enforcement system used under this Enhanced Partnership Scheme.

- Any assessment arrangements will be adopted into the Enhanced Partnership Scheme using the Enhanced Partnership Scheme Bespoke Variation arrangements at Section 5.

- Maintain current enforcement schemes as identified in Annex B and Include subsequent schemes within this.

- Ringfence income from funding for Local Bus Infrastructure funding

Operator Obligations

- Aid in the process for determination of future schemes providing necessary data as required.

- Be open to discussions to consider that where operational cost savings have been achieved through the implementation of measures to improve service running times and/or reliability, Bus Operators will consider reinvestment of these savings into the Worcestershire Passenger Transport network in the Scheme area.

This will be monitored by

- NPC1 - Creation of a feasibility study on Congestion, Bus Priority and consider a Punctuality Improvement Plan for next iteration of Bus Service Improvement Plan

- NPC2 - increased number of bus priority measures in operation (Physical/Virtual)

- Improve journey time on impacted routes (JT)

- Improve reliability of services on impacted routes (RT)

- Improve public perception of congestion (CS)

10.6 Bus Priority – Mitigate the impact of Roadworks (NPR)

Worcestershire County Council recognises the impact of roadworks on operators and passengers and the need to ensure that there is more consistency in how information is provided to operators and to Local Bus Users.   Planned roadworks are already published by the Local Authority.

Authority Obligations

- Carry out a feasibility study reviewing current mechanisms for dealing with roadworks and how information is co-ordinated with operators.

- Provide a process that can be followed that mitigates the impact of Roadworks.

Operator Obligations

- Provide feedback and data relating to the impact of roadworks on punctuality and reliability.

This will be monitored by

- NPC1 - Creation of a feasibility study on Congestion, Bus Priority and consider a Punctuality Improvement Plan for next iteration of Bus Service Improvement Plan

- NPR1a – Improve number of planned roadworks notified to bus operators (100% target from a 65% baseline where permits have been agreed)

- NPR1b – Improve number of planned roadworks notified to bus users (100% target from a 50% baseline)

- NPR2a – Improve number of emergency roadworks notified to bus operators (100% target from a 65% baseline where permits have been agreed)

- NPR2b – Improve number of emergency roadworks notified to bus users (100% target from a 50% baseline) Improvement in journey time on impacted route (JT)

- Improvement in reliability of services on impacted routes (RT)

- Improvement in public perception of roadworks (CS)

10.7 Consider Education and Social Care Provision as part of the Worcestershire core network offer (NPN)

Wherever appropriate we will integrate services with school transport and social care transport services and vice versa. In the interests of integration, the option of a multi operator concessionary tickets will be implemented.

Authority Obligations

- Review School Transport and Social Network identifying and opportunities for future integration.

- Work with the authority to identify opportunities for integrating services with School and Social Care Transport.

This will be monitored by

- NPN1 – Increase the number of schools served by the Strategic Network

- NPN2 – Increase in the number of school Trips on the Worcestershire Network

- NPN3 – Increase in the number of socially necessary trips on the Worcestershire Network.

- Increase patronage on Worcestershire Network (PG)

11. Improving the Image of Bus Travel in Worcestershire.

Feedback has shown that the overall image of bus travel in Worcestershire is low, and it is therefore critical that Enhanced Partnership Stakeholders work together to identify how public perception can be improved. We want to ensure that information provided to passengers is clear and understandable and that issues are reported and recorded with the introduction of a Passenger Charter.

This scheme will be made up of the following areas of activities.

- **To develop a clearly defined and understood "brand" for the Worcestershire passenger transport network, used consistently across the network (TIB)**

- **Continue to enhance the way Information is provided on Worcestershire's digital estate (TID)**

- **Ensure that information on the Worcestershire Transport network is accessible for all users (TIS)**

- **Develop a passenger charter allowing users and non-users to engage with the authority including how Information will be presented and accessed (TIP)**

- **Co-ordinate and limit to a minimum the number of timetable changes for passenger bus services (TIC)**

- **Provide a safe and secure environment to Travel (TIE)**

11.1 To develop a clearly defined and understood "brand" for the Worcestershire's passenger transport network, used consistently across the network (TIB)

A Worcestershire Network brand will be one of the main objectives for the first year of Worcestershire's County Council's Enhanced Partnership.

In building the brand, we will ensure that there is a consistent approach across the network and will focus on several activities:

- Creation of routes that are easier to understand including common numbering and themes.

- Consistent and good publicity

- Re-branding of routes to accommodate trip attractors or tourist destinations.

- Build on Worcestershire On-Demand Brand for DRT services.

- Refresh Branding

Authority Obligations

- Work with Operators to create a Worcestershire Network Brand

- Ensure new branding appears in locations throughout the County.

Operator Obligations

- Work with the Local Authority to create a Worcestershire Network Brand

- Consider how branding can be achieved on and off-bus including its use on digital platforms.

This will be monitored by

- TIB1 – Creation of Worcestershire Network Brand

- TIB2 - increased number of locations Worcestershire Brand Appears

- TIB2 – Ensure branded publicity is accurate and is up to date.

- Increase patronage due to marketing activities (PG)

- Improve public perception of Worcestershire Brand/Network (CS)

11.2 Continue to enhance the way Information is provided on Worcestershire's digital estate (TID)

Worcestershire County Council's digital estate has been utilised to promote various information linked to passenger transport, local information and key public health messages throughout the pandemic. This platform will continue to promote messages that encourage passengers to use public transport.

Authority Obligations

- In partnership with operators, consider content that can be delivered to on-street infrastructure as well as on-vehicle displays

- Where funding is available update browsers and content

- Where funding is made available, increase the number of interactive displays at key stops on Strategic Corridors

- Where funding is made available increase the number of information points that provide Bus and other Travel Information.

- Allow Worcestershire County Council content to be displayed on displays installed on vehicles.

- In partnership with the authority, consider content that can be delivered to on-street infrastructure as well as on-vehicle displays

- Consider how information can be provided through Operators own digital platforms.

This will be monitored by:

- TID1 - Develop information content and management across platforms

- TID2 - Increase the number of 10" interactive displays on corridors

- TID3 – increased number of Information Points in the County

- Improvement in public perception of Infrastructure and information (CS)

11.3   Ensure that information on the Worcestershire Transport network is accessible for all users (TIS)

Worcestershire County Council has a statutory obligation to ensure the needs of elderly and disabled people are considered when determining suitable options for the provision of passenger information. The Bus Service Improvement Plan will ensure passenger transport information meets recognised best practice guidelines in terms of design, content and distribution.

The SCULPT initiative has been developed through research and workshops across a range of teams to guarantee accessibility for all digital information. This initiative is embedded in Worcestershire County Council's ethos to ensure Worcestershire County Council is digitally inclusive.

Authority Obligations

- Ensure all content is accessible and follows County Council SCULPT guidelines where appropriate.

- Undertake any necessary training in relation to SCULPT training.

Operator Obligations

- Ensure all content is accessible and follows County Council SCULPT guidelines where appropriate.

- Undertake any necessary training in relation to SCULPT training.

This will be monitored by:

- TIS1 Ensure travel Information is SCULPT compliant (100%)

- Increase patronage due to marketing activities (PG)

- Improve public perception of Worcestershire Brand/ Network (CS)

11.4 Develop a passenger charter allowing users and non-users to engage with the authority including how Information will be presented and accessed (TIP)

As outlined in the National Bus Strategy, Bus Service Improvement Plans are being designed to "drive improvements for passengers by committing to a Bus Passenger Charter (BPC) that sets out what passengers can expect from bus operators delivering local bus services across their area." This is a critical objective of the enhanced partnership.

Authority Obligations

- To work in partnership with operators to create a concise and easy to understand Bus Passenger Charter that explains what passengers can expect from the Worcestershire transport network. It will include options for passengers to provide feedback and suggestions and a clear process to report issues. A Bus Passenger Charter will be crucial to strengthen confidence in Worcestershire's transport network for both existing and new passengers.

Operator Obligations

- To work in partnership with the authority to create a concise and easy to understand Bus Passenger Charter that explains what passengers can expect from the Worcestershire transport network. It will include options for passengers to provide feedback and suggestions and a clear process to report issues. A Bus Passenger Charter will be crucial to strengthen confidence in Worcestershire's transport network for both existing and new passengers.

- Adopt the Bus Passenger Charter via bespoke variation.

This will be monitored by:

- TIP1 – Creation of Worcestershire Bus Passenger Charter

- TIP2 – Improve number of positive responses compared to Complaints (%s)

- Improve public perception of Worcestershire Brand/Network (CS)

11.5 Co-ordinate and limit to a minimum the number of timetable changes for passenger bus services; (TIC)

The unrestricted implementation of timetable changes causes significant issues in passenger expectations and dissemination of correct timetable information. Through the Enhanced Partnership, Worcestershire County Council will regulate timetable changes to a small number of pre-agreed dates throughout the year minimising network disruption and enabling appropriate forward planning and publicity.

This will be emphasised and promoted through the creation of the Passenger Transport Charter.

Timetable changes within the Enhanced Partnership Scheme can only occur on specific dates that will be agreed with Operators during the first year of the scheme and adopted by variation mechanisms.

Authority Obligations

- Worcestershire County Council will update all timetables at all stops with timetable cases on these dates throughout the year.

- As part of Infrastructure reviews within the first year of the scheme, Worcestershire will consider taking ownership of all Bus Timetables in the County to ensure consistency (subject to funding mechanisms).

Operator Obligations

- Consider relinquishing control of timetable cases to ensure consistency in branding and times shown on physical timetables and digital displays.

- Ensure Service Dates align with agreed change dates.

- Where specific changes are required to individual timetables in unforeseen circumstances, this will require the agreement of all affected bus operators and Worcestershire County Council.

- Provide funding for timetable production outside of these dates agreed via a scheme variation agreement.

This will be monitored by:

- TIC1 – Creation of Worcestershire Bus Passenger Charter

- TIC2 – Number of Timetable change dates per year

- Improvement in public perception of Worcestershire Brand/ Network (CS)

11.6 Provide a safe and secure environment to Travel (TIE)

Worcestershire County Council is committed to providing users with a safe and secure environment for travelling.

Authority Obligations

- Improve shelter infrastructure to include as a minimum, lighting and CCTV coverage where possible and where funding is available.

- Consider feedback from passengers on what would make them feel safer when travelling.

Operator Obligations

- New vehicles registered on or after the Enhanced Partnership Scheme commencement date must have CCTV installed for safety and security. This will provide images inside the vehicle for safety and security and also facing forwards from the vehicle to help identify traffic issues.

- Ensure footage is made available to relevant parties in the case of an incident

This will be monitored by:

- TIE1 – Increase the number of Worcestershire Shelters with lighting

- TIE2 – Increase the number of Worcestershire shelters with CCTV.

- Improve public perception of a safe and secure environment for using public transport (CS)

- Increase patronage on services (PG)

12. Alternative Service Provision.

We will endeavour to encourage and/or make available alternative services for people in areas where traditional public transport is not the most appropriate solution. Such situations include passengers with mobility problems who cannot reach their local bus route, or people who live in remote areas with limited timetabled services. Alternative services may operate as an additional layer to complement traditional passenger transport.

We will review how alternative service provision can integrate and support with the main strategic network and engage with key stakeholders to understand the best forms that this will take. This may take the form of demand responsive or community transport and will provide an integrated transport network.

This will be made up of the following areas of activities.

- **Provide alternative forms of transport where normal modes are not cost effective (APA)**

- **Improve integration of alternative Service provision into the Worcestershire Network (API)**

12.1 Provide alternative forms of transport where normal modes are not cost effective (APA) – alter to Worcestershire on Demand

Worcestershire County Council is committed to expanding its DRT solutions as part of its Passenger Transport Network by improving flexibility based on passenger requirements. This will improve the overall perception of Public Transport. Introduction of these services is aimed at providing a viable transport alternative to those who currently travel by car.

DRT

Authority Obligations

- Subject to funding we will Increase the number of DRT services within the Enhanced Partnership Scheme area.

- Subject to funding we also wish to consider the setting up of an urban pilot to DRT to support strategic corridor services

Operator Obligations

- Agree to work with the authority to co-ordinate bus services to work with DRT providers to co-ordinate their timetables so that passengers may make a through journey that minimises the interchange delay. These services will form part of annex A3 and agreed through a bespoke variation.

This will be monitored by:

- APA1 – increased number of DRT Schemes operating in Worcestershire

- APA2 – Increase the number of DRT trips by scheme

- APA3 – improve access to services throughout the county

- Improve public perception of bus travel (CS)

- Increase in patronage on Worcestershire Network (PG)

12.2 Improve integration of alternative Service provision into the Worcestershire Network (API)

Any alternative service provision must be considered as part of a holistic network solution within Worcestershire. Seamless end-to-end travel between destinations will always be the preferred option for passengers, however, this is not always feasible.

Authority Obligations

- Review how alternative services currently integrate with the main network and consider mechanisms for better integration.

Operator Obligations

- Consider and deliver timetables that integrate with Alternative Service Provision and Active Travel Corridors

- Agree to work with the authority to co-ordinate bus services to work with DRT providers to co-ordinate their timetables so that passengers may make a through journey that minimises the interchange delay. These services will form part of annex A3 and agreed through a bespoke variation.

This will be monitored by:

- API1 – increased number of locations that Alternative service provision integrates with Strategic Network

- API2 – increased number of locations that Alternative service provision integrates with Active Travel Corridors

- Improve public perception of Alternative Service Provision (CS)

- Increase in patronage on Worcestershire Network (PG)

13. Bus Infrastructure improvements:

Bus Shelters and associated infrastructure are the passengers first impression of public transport and a high quality, well maintained, uniform shelter will almost certainly improve perception. Some corridors have a mixture of shelter ownership and also design and style and Worcestershire County Council is keen to ensure consistency both in terms of ownership of infrastructure as well as design and style.

This will be made up of the following areas of activities.

- **Progress to a consistent, uniform, accessible and quality provision of infrastructure that facilitates passenger transport use both on and off bus (BIC)**

- **Deliver next generation mobility hubs to integrate Alternative Service provision and Active Travel with Local Bus Services (BIM)**

- **Consider income generation opportunities (ring-fenced back to Local Bus Network) (BIL)**

13.1 Progress to a consistent, uniform, accessible and quality provision of infrastructure that facilitates passenger transport use both on and off bus (BIC)

A review of current infrastructure is required to ensure that a more consistent style is provided while considering taking ownership of all shelters within the County. Mixed ownership and inconsistency with irregular maintenance is not providing users with the best view of the network within Worcestershire.

Authority Obligations

- Take control of Infrastructure assets to provide benefits to the Authority and members of the public.

- Resolve legal aspects relating to "ownership" with clearly defined responsibilities.

- Maximise economies of scale from a procurement and maintenance perspective

- Create a robust maintenance contract to ensure proper maintenance/repair of bus shelters.

- Ensure shelters are uniform in design; this is the public's first impression of Worcestershire Public Transport.

- Provide clear information regarding responsibility and assurance that issues will be actioned. This will be included in our Passenger Charter.

- Where funding is available, invest in a new bus shelter estate, embracing latest technology.

- Redesign, re-brand and re-build public perception of Local Bus Services by providing enhanced facilities and better information throughout the County.

- Where funding is available and In line with improvements to the main strategic network within Worcestershire, we will also deliver a programme of infrastructure replacements ensuring that these meet the various targets outlined throughout the document.

Operator Obligations

- Relinquish control of timetable cases to Worcestershire County Council

This will be monitored by

- BIC1 – increased number of Worcestershire County Council Owned Shelters (by specification standard)

- Improve public perception of bus infrastructure (CS)

- Increase patronage on Worcestershire Network (PG)

13.2 Deliver next generation mobility hubs to integrate Alternative Service provision and Active Travel with Local Bus Services (BIM)

Any alternative service provision must be considered as part of a holistic network solution within Worcestershire. Seamless end-to-end travel between destinations will always be the preferred option for passengers, however, this is not always feasible.

Authority Obligations

- Take control of Infrastructure assets to provide benefits to the Authority and members of the public.

- Resolve legal aspects relating to "ownership" with clearly defined responsibilities.

- Maximise economies of scale from a procurement and maintenance perspective

- Create a robust maintenance contract to ensure proper maintenance/repair of bus shelters.

- Ensure shelters are uniform in design; this is the public's first impression of Worcestershire Public Transport.

- Provide clear information regarding responsibility and assurance that issues will be actioned. This will be included in our Passenger Charter

- Significantly invest in a new bus shelter estate, embracing latest technology Redesign, re-brand and re-build public perception of Local Bus Services by providing enhanced facilities and better information throughout the County.

This will be monitored by:

- BIM3 – increased Number of Smart Shelters/Mobility Hubs in Worcestershire

- Improve public perception of bus infrastructure (CS)

- Increase patronage on Worcestershire network (PG)

13.3 Consider income generation opportunities (ring-fenced back to Local Bus Network) (BIL)

Worcestershire County Council is exploring income generation opportunity by offering companies advertising space in the Smart/Mobility Hubs. Again, this will provide a mechanism to offset costs and contribute to the sustainable future.

Authority Obligations

- Take control of Infrastructure assets to provide benefits to the Authority and members of the public.

- Resolve legal aspects relating to "ownership" with clearly defined responsibilities.

- Maximise economies of scale from a procurement and maintenance perspective

- Ensure shelters are uniform in design; this is the public's first impression of Worcestershire Public Transport.

- Provide clear information regarding responsibility and assurance that issues will be actioned. This will be included in our Passenger Charter

- Significantly invest in a new bus shelter estate, embracing latest technology Redesign, re-brand and re-build public perception of Local Bus Services by providing enhanced facilities and better information throughout the County.

- Look for income generation opportunities to enable future investment in our bus shelter infrastructure.

14. Modal Integration

The County Council is focused on providing an integrated passenger transport network, with buses and trains providing transport along key strategic corridors and smaller buses and Community Transport feeding into this network at the closest appropriate point. We are also encompassing Active Travel options.

This scheme will be made up of the following areas of activities.

- **Focus on providing an integrated Passenger Transport network (MIT)**

- **Build on previous experiences and refresh Branding as a mechanism for promoting Modal Integration (MIC)**

14.1 Focus on providing an integrated Passenger Transport network (MIT)

The availability of a coordinated transport service across different modes and operators will provide more opportunities for seamless journeys, reducing interchanges and providing clear RTI and bus usage. This is particularly important due to the rural nature of the County.

Modal integration will help users in areas of rural isolation and social exclusion.

Authority Obligations

- Provide comprehensive passenger information relating to an integrated network.

- Promote multi-operator integrated ticketing products.

- Promote the development of 'mini-interchange hubs' (Mobility/Smart Hubs)

Operator Obligations

- Agree to work with the authority to co-ordinate bus services to work with DRT providers to co-ordinate their timetables so that passengers may make a through journey that minimises the interchange delay. These services will form part of annex A3 and agreed through a bespoke variation.

- Consider and deliver timetables that integrate with strategic corridor services. Agree to work with the authority to co-ordinate bus services to work with rail services' timetables so that passengers may make a through journey that minimises the interchange delay. These services will form part of annex A3 and agreed through a bespoke variation.

This will be monitored by:

- MIT1 – Increased number of services that integrate with Rail Stations

- MIT2 – Increased number of services that integrate with Active Travel Corridors

- MIT3 – Increased number of DRT services that integrate with Strategic Corridors

- Improve public perception of bus infrastructure (CS)

- Increase patronage on Worcestershire Network (PG)

14.2 Build on previous experiences and refresh Branding as a mechanism for promoting Modal Integration (MIC)

A recognisable brand will instil confidence and influence a change in behaviour and increased use of public transport.

Authority Obligations

- Build on previous experience and deliver a brand for promoting modal integration.

- Promote this brand at locations within the County.

Operator Obligations

- Promote the brand where feasible including on vehicles.

This will be monitored by:

- MIC1 – Creation of Worcestershire Network Brand

- MIC 2 - Increased number of locations where Worcestershire Brand Appears

- Improve public perception of bus infrastructure (CS)

- Increase patronage on Worcestershire Network (PG)

15. Technology and Innovation

There is an emphasis within the authority on developing, managing, supporting, and delivering innovative programmes and projects related to Transport and Highways which has resulted in delivering a variety of next generation and cost-effective solutions.

This scheme will be made up of the following areas of activities:

- **Expand Worcestershire Real Time Information System (TER)**

- **Consider Net Zero objectives when considering infrastructure (TEZ)**

- **Deliver Ultra-Low and Zero Emission Buses within the County (ZEB)**

- **Deliver next generation accessible information on and off-bus (TEA)**

- **Improve and develop mechanisms for improving information that can be presented in relation to the network (TED)**

15.1 Expand Worcestershire Real Time Information System (TER)

Worcestershire County Council has improved the provision of travel information throughout their transport network to enhance accessible real time information, especially on main transport corridors throughout the County.

The introduction of RTIS is pivotal to Worcestershire County Council's strategy to support and grow the commercial bus market in the County. Bus journey times and reliability are improved which leads to increased public confidence, satisfaction, and increased usage.

Authority Obligations

- Subject to funding, Worcestershire County Council will deliver a programme to increase the number of RTI displays throughout the County and on Strategic Corridors.

- The County Council will maintain existing displays (as per Annex A) in a fit-for-purpose state and replace displays subject to funding availability.

Operator Obligations

- Operators will arrange delivery of Automatic Vehicle Location system data and real time predictions to the County Council or its data broker, using generally accepted and appropriate data standards and formats, either current or as these develop.

- Operators will make provision with appropriate security protections in their back-office housing to allow the County Council to gain free access to this data with no additional or ongoing cost to the County Council where necessary.

This will be monitored by:

- TER1 – Increase in number of devices installed providing Real Time Information (*Targets based on Strategic Corridor analysis)*

- TER2 – Maintain average of 98% of journeys being tracked.

- Improve journey time on impacted routes (JT)

- Improve reliability of services on impacted routes (RT)

- Improve public perception of bus travel in Worcestershire (CS)

15.2 Consider Net Zero objectives when considering infrastructure (TEZ)

Worcestershire County Council will do this through employment of both traditional technologies (in-shelter real time information displays) and innovative technologies aimed at increasing accessibility to a greater degree of information, whilst simultaneously increasing the ability to harness renewable energy sources that are more environmentally friendly and drive down the ongoing operational expenditure of countywide systems.

Authority Obligations

- Where funding is available Worcestershire County Council will look to develop and install several shelters that are powered by both wind turbines and solar panels and provide reports that highlight savings through installations.

This will be monitored by:

- TEZ1 – Increased number of installed Net Zero RTI displays

- TEZ2 – Monitor carbon tonnes saved through installations

- TEZ3 – Monitor cost savings/avoidance through installations

- Improve journey time on impacted routes (JT)

- Improve reliability of services on impacted routes (RT)

- Improve public perception of bus travel in Worcestershire (CS)

15.3 Deliver Ultra-Low and Zero Emission Buses within the County (ZEB)

We want to explore the feasibility and costs of delivering cleaner vehicles across the County to reduce emissions and provide a better experience for passengers travelling on the Worcestershire network.

Authority Obligations

- Create a minimum specification for vehicles that are operating on Worcestershire Network.

Operator Obligations

- Subject to funding, commit to delivering ultra-low emission vehicles by 2025.

This will be monitored by

- Main Targets, in line with ZEBRA fund monitoring areas.

- ZEB 1 – increased number of Ultra Low (Euro 6 compliant) Vehicles operated in Worcestershire

- ZEB 2 – increased number of ZEB (Zero Emission Buses) operated in Worcestershire

- ZEB 3 – All vehicles in Worcestershire Ultra Low by 2025

15.4 Deliver next generation accessible information on and off-bus (TEA)

Worcestershire County Council is committed to delivering next generation information. Worcestershire County Council has been working with software and hardware suppliers to work on methods to deliver both on-bus and off-bus information about its network.
This includes the use of modern displays that can show next stop information as well as additional information such as diversions, information about key trip attractors, onward travel information as well as specific branding to a service or route.

Authority Obligations

- Subject to funding, install digital assistant technology at strategic locations each year.

Operator Obligations

- Install digital displays on buses or agree to the Authority doing this. These will provide next stop announcements as well as disruption information.

This will be monitored by

- TEA1 – increased number of vehicles with next-stop announcements.

- TEA2 – Increased number of bus stops with ability to provide audio announcements.

- TEA3 – Increased number of QR codes scanned (by location).

- TEA4 – Increased number of Digital Assistants installed.

- Improve public perception of Infrastructure and overall bus travel (CS).

15.5 Improve and develop mechanisms for improving information that can be presented in relation to the network (TED)

Authority Obligations

- Worcestershire County Council will secure the design, procurement and launch of a new 'Buses' website, subject to funding, and develop a new smartphone app to include, but not be limited to:

  - Service timetables for all registered local bus services in Worcestershire for download or interrogation

  - Maps to illustrate main towns, villages and roads served, and a network overview map

  - Journey planning

  - Fares information

  - Mobile ticket purchasing functionality

  - News and events information

  - Access to real time information

  - Integrate sensor technology to provide more innovative data to users

- The new app will be launched *within the first three years of the Enhanced Partnership Scheme* and Worcestershire County Council will review it annually throughout the Enhanced Partnership Scheme. The new website will be launched by the end of the second year of the Enhanced Partnership Scheme and reviewed annually thereafter.

- The detailed specification of the new website and a delivery plan to implement further development of both the website and app following each annual review will be adopted by the Enhanced Partnership Scheme Bespoke Variation arrangements at section 5.

- Worcestershire County Council will, subject to funding, also look to deploy various sensors on its network that will provide better mechanisms to understand what is happening and aid in future decision making. These will include (but not limited too):

    o Passenger counters

    o Pollution sensors

    o Corridor analytical cameras

This will be monitored by

- TED1 – increased number of Passenger Counters installed on vehicles

- TED2 – increased number of Pollution sensors deployed

- TED3 – increased number of corridor analytical cameras deployed

- Improved public perception of Worcestershire network (CS)

16. Fares and Ticketing

While bus fares for commercial services and Community Transport fares are primarily a matter for the Operators of those services, the County is committed to working in partnership with operators to keep fares as low as possible within commercial viability. We will also encourage operators to offer discounted fare products to help grow the overall passenger transport market and increase patronage.

This scheme will be made up of the following areas of activities.

- **Review current Worcestershire Fare structures and consider simpler and lower fare structures (FTF)**

- **Review current multi-operator tickets and evaluate smart and innovative ticketing products to meet evolving passenger requirements (FTM)**

- **Develop mechanisms for capping, using tap on/ tap off technologies (FTO)**

- **Review current school ticketing offers (FTV)**

16.1 Review current Worcestershire Fare structures and consider simpler and lower fare structures (FTF).

Current fares structures will be reviewed with the objective of making these simpler and cheaper when comparing to alternative forms of transport. We will consider zonal fares structures and will look to reduce fares on strategic routes.

Authority Obligations

- Carry out a countywide feasibility study on current structures highlighting possible lower fare scheme pilots.

- Working with operators, identify pilots for trialling new ticketing schemes.

Operator Obligations

- Agree to participate in Worcestershire County Council pilot schemes and to aid in the review of fare structures within the County.

This will be monitored by

- FTF1 deliver a feasibility study to enable a review of fare structures within the County.

- FTF2 Reduce average fare prices across the network.

- Improve public perception of Infrastructure and overall bus travel (CS)

16.2   Review current multi-operator tickets and evaluate smart and Innovative ticketing products to meet evolving passenger requirements (FTM)

Multi-operator tickets are those that can be used on buses provided by more than one operator. Worcestershire's Connecta ticket is a multi-operator ticketing scheme covering the County.

Connecta will be reviewed to see if it is still fit for purpose with the aim of delivering a re-imagined multi-operator scheme.

For avoidance of doubt, Connecta and its funding will now be considered as part of the Enhanced Partnership Scheme.

Connecta and its board will form part of the Enhanced Partnership plan and scheme.

Authority Obligations

- Carry out a feasibility study to analyse Connecta as a mutli-operator ticket and devise a future scheme which includes reviewing the best methods of providing this.

Operator Obligations

- Provide input to new scheme discussions.

- Accept Connecta and future iterations of the multi-operator ticketing scheme.

This will be monitored by

- FTM1 deliver a feasibility study to analyse current multi-operator ticketing within the County
- FTF2 increase the use of Connecta within Worcestershire
- Improve public perception of Infrastructure and overall bus travel (CS)

16.3 Develop mechanisms for fare capping using tap on/ tap off technologies (FTO)

Working with operators and initially focusing on key corridors before rolling out throughout the County, Worcestershire County Council will introduce 'tap on' and 'tap off' payments which will include daily fare capping. Passengers will not need to decide in advance, the type of ticket they wish to purchase.

Authority Obligations

- Consider the mechanisms that need to be in place to enable tap on/ tap off payments to be included within Worcestershire.

- Develop a pilot to show the impact and benefits of tap on/ tap off within the County.

Operator Obligations

- Work with the authority to consider tap on/ tap off payments on services.

This will be monitored by

- FTO1 – Introduction of Tap On/ Tap Off Technology in Worcestershire

- FTO2 – Number of times Tap On/ Tap off is used by service

- Increase in public perception of Fares and Ticketing (CS)

16.4 Review current school ticketing offers (FTV)

Worcestershire's Severn Card is a multi-operator student bus pass, valid 24/7 on any bus service in Worcestershire included within the scheme. It is available for students aged under 19, or mature students at sponsor colleges. Passes are available on an annual/term/half term basis.

For avoidance of doubt, Worcestershire Severn Card and its funding will be considered as part of the Enhanced Partnership Scheme.

There is a need to review the current scheme and consider it as part of a future multi-operator ticketing scheme including making the product "smart".

Authority Obligations

- Carry out a review of Severn Card and student travel on the Worcestershire network.

- Create a plan for new student smart ticketing scheme ensuring this integrates with any other multi-operator ticketing schemes.

Operator Obligations

- Provide data and input into future Student Ticketing Schemes

This will be monitored by

- FTV1 – increased number of Students using local bus services (Service/Corridor)

- Improve public perception of the cost of travel (CS)

- Increase patronage on Worcestershire's network (PG)

17. Summary of obligations on authorities

17.1 Facilities

Existing Facilities maintained by Worcestershire County Council are shown at Annex A1. These consist of bus priority schemes; bus stations and interchanges; real time passenger information displays; and bus stops. Any change to the inventory of existing bus priority schemes or bus stations or interchanges outlined at Annex A1 is subject to the approval of the Executive Board under the voting mechanism defined at 19.1. In addition, any proposal to remove bus priority schemes or bus stations and interchanges or amend the scope of these is subject to there being no objections received from Operators of Qualifying Bus Services utilising those Facilities at the time the proposal is made (see Section 19.3 – variation).

Facilities that the Board have agreed should be made and which have received any consents necessary from Worcestershire County Council for implementation, but which have not yet been implemented, are shown at Annex A2.

The full list of Facilities proposed under Worcestershire Bus Service Improvement Plan not included in either of the above appendices is shown at Annex A3.

17.2 Measures

Existing Measures provided by Worcestershire County Council are shown at Annex B1. Measures that the Board have agreed should be made and which have received any consents necessary from Worcestershire County Council for implementation, but which have not yet been implemented, are shown at Annex B2. The full list of Measures proposed under Worcestershire Bus Service Improvement Plan not included in either of the above appendices is shown at Annex B3.

18. Summary of obligations on Operators

The existing requirements on Operators providing Qualifying Bus Services are shown at Annex C1. Requirements on Operators that will apply at the making of this Scheme along with further requirements that may be agreed by the Executive Board from time to time are shown at Annex C2. The full list of Requirements proposed under Worcestershire Bus Service Improvement Plan but not included in either of the above appendices is shown at Annex C3.

18.1 Data Provision

For monitoring and compliance purposes, operators will be obliged to provide the data in line with DfT requirements as set out in the table below [Table to be inserted following agreement with operators]. Operators and Worcestershire County Council will be expected to comply with Section 143B of the Transport Act 2000 in relation to supply and use of the data.

19. Governance Arrangements

19.1 Worcestershire Enhanced Partnership Board

The future content and arrangements for the variation and revocation of the Enhanced Partnership Plan and Enhanced Partnership Scheme will be considered by a Board, whose members comprise:

- 2x Bus Operators in Group 1 (voting)
- 2x Bus Operators in Group 2 (voting)
- 2x Bus Operators in Group 3 (voting)
- Worcestershire County Council Officers/Representatives - 3 x Officers (decision veto)

19.2 Review of Enhanced Partnership Scheme

Once the Enhanced Partnership Scheme is made it will be reviewed at a minimum of every six months following publication of data on progress towards targets, as required by the BSIP – this will ensure any necessary action is taken to deliver the targets set out in the BSIP. Worcestershire County Council will initiate each review.

The Enhanced Partnership Board can also decide to review specific elements of the scheme on an ad-hoc basis. Enhanced Partnership Board members should contact Worcestershire County Council using the following email address [*to be confirmed following consultation period*] explaining what the issue is and its urgency. The LTA will then decide whether to table at the next scheduled meeting or make arrangements for all or the necessary.

Enhanced Partnership Board members to gather more quickly.

19.3 Bespoke Arrangements for Varying or Revoking the Enhanced Partnership Scheme

Under powers at s.138E of the Transport Act 2000, Enhanced Partnership Scheme Variations where this section is quoted will be subject to the bespoke voting mechanism also as set out in this section.

Changes to or new flexibility provisions added to the Enhanced Partnership Scheme under s.138E of the Transport Act 2000 shall only be included in the Enhanced Partnership scheme if they satisfy the statutory objection mechanism as set out in The Enhanced Partnership Plans and Schemes (Objections) Regulations 2018.

19.4 Proposer of a variation

Consideration will be given to potential Enhanced Partnership Scheme variations highlighted either by a local authority, one of the organisations represented on the Enhanced Partnership Board, or by an operator of local bus services. The proposer of a variation should demonstrate how this might contribute to achieving the objectives set out in the BSIP, Enhanced Partnership Plan and current local transport policies. Such requests should be in writing and submitted to *[email address to be confirmed following consultation]*. The LTA will forward all requests onto all Enhanced Partnership Board members within *10 working days*].

19.5 Decision-making process and bespoke objection mechanism

On receipt of a request for a variation under this section, Worcestershire County Council will reconvene the Enhanced Partnership Board, giving at least 28 days' notice for the meeting, to consider the proposed variation. If the proposed variation is agreed by all bus operator representatives present, and if Worcestershire County Council also agrees, the LTA will make the Enhanced Partnership Scheme variation within fourteen working days and publish the revised Enhanced Partnership Scheme on its website. Enhanced Partnership Board members who are absent or not expressing a view at the meeting (either in person or in writing) will be deemed to be abstaining from the decision.

19.6 Revocation of an Enhanced Partnership Scheme

If the LTA or another member of the Enhanced Partnership Board believes it is necessary to revoke the Enhanced Partnership Scheme, the Enhanced Partnership Board will be reconvened. If the decision is taken to revoke the Enhanced Partnership Scheme and if at any point in the future, any area covered by this Enhanced Partnership Scheme is included in a bus franchising scheme, the relevant requirements set out in this Enhanced Partnership Scheme document will cease to apply to areas covered by the franchising scheme, in line with the arrangements set out in the franchising scheme.

In some instances, it may be more appropriate to make a new Scheme, for example if the measure or facility covers a different geographical area, in which case the Plan will be varied and the Scheme added via the formal operator-objection and public consultation mechanism. This Scheme cannot be revoked unless the Enhanced Partnership Plan is revoked, as it is the only Scheme attached to the Plan.

19.7 Data sharing

The Enhanced Partnership guidance gives advice on confidentiality. This section could also set out how data protection and passenger details will be processed. A detailed description of GDPR rules is beyond the scope of this template.

Annex A - Obligations on the Authority - Facilities

A1 Facilities – Existing

Bus Priority Schemes

The current bus lanes detailed in the table below will be maintained by the relevant Local Highway Authority as part of the Enhanced Partnership Scheme.

Area	Location	Type of Bus Priority	Maintained By
Redditch	Matchborough Way	Bus Lane	Worcestershire County Council
Redditch	Studley Road	Bus Lane	Worcestershire County Council
Redditch	Winyates Way	Bus Lane	Worcestershire County Council
Redditch	Easemore Road	Bus Lane	Worcestershire County Council
Redditch	Station Way	Bus Lane	Worcestershire County Council
Redditch	Churchill Way	Bus Lane	Worcestershire County Council
Redditch	Parkway	Bus Lane	Worcestershire County Council
Redditch	Tanhouse Lane	Bus Lane	Worcestershire County Council
Worcester	The Butts	Bus Lane	Worcestershire County Council
Worcester	The Foregate/Foregate Street	Bus Lane	Worcestershire County Council
Worcester	Foregate Street/The Foregate	Bus Lane	Worcestershire County Council
Worcester	Lowesmoor	Bus Lane and enforcement camera	Worcestershire County Council
Worcester	Barbourne Road/The Tything/Upper Tything	Bus Lane	Worcestershire County Council
Worcester	Sansome Street	Bus Lane	Worcestershire County Council
Worcester	Bromyard Road	Bus Lane	Worcestershire County Council

Demand Responsive Transport (DRT)

The County Council and Bus/Community transport operators maintain Worcestershire on Demand DRT services in Bromsgrove and Malvern Hills Zones. There are 4 vehicles operating in Bromsgrove and 2 vehicles operating in Malvern Hills.
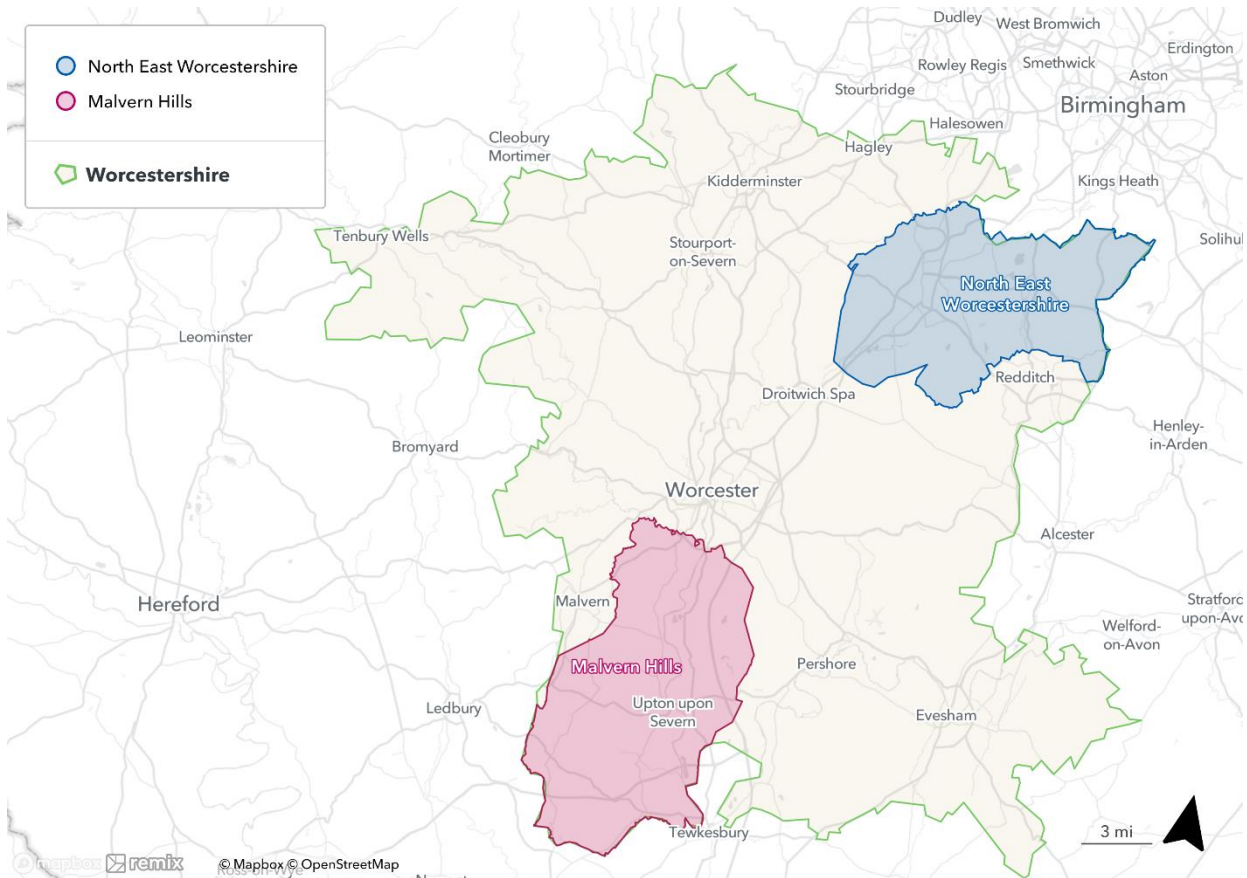
Summary of Existing Zones - WoD services in Malvern and North East Worcestershire

	Bromsgrove	Malvern Hills
Ride Distance *Avg. ride distance (km)*	5.5	10.4
Zone Size *Sq. km. covered*	50	79
Population *# of residents in zone*	86,900	20,500
Ridership *Completed rides / month*	2,164	1,109

Real Time Information

The County Council will maintain and operate real time information displays in a fit-for- purpose state and replace displays subject to funding availability as in the list below;

Bromsgrove District Council Area

Unit ID	Bus Stop Ref	Locality Name	Street Name	Indicator	Bus Stop Name	Infrastructure
7284	2000G010002	Aston Fields	Finstall Road	adj	Dragoon Fields	Interactive 10"
6060	2000G010003	Aston Fields	New Road	Adj	New Road Shops	Stretch TFT 28"
5702	Bus Station	Bromsgrove	Crown Close	Bus Station	Bromsgrove Bus Station	Departure Screen 65"
9993	2000G020301	Bromsgrove	Crown Close	Stand 1	Bromsgrove Bus Station	Stretch TFT 28"

Unit ID	Bus Stop Ref	Locality Name	Street Name	Indicator	Bus Stop Name	Infrastructure
9994	2000G020302	Bromsgrove	Crown Close	Stand 2	Bromsgrove Bus Station	Stretch TFT 28"
13060	2000G020303	Bromsgrove	Crown Close	Stand 3	Bromsgrove Bus Station	Stretch TFT 28"
13061	2000G020304	Bromsgrove	Crown Close	Stand 4	Bromsgrove Bus Station	Stretch TFT 28"
7285	2000G501781	Bromsgrove	Gilbert Road	opp	Wintour Walk	Interactive 10"
6061	2000G323060	Bromsgrove	Worcester Road	opp	Ford Road	Stretch TFT 28"
5759	2000G323033	Catshill, Worcs	Gibb Lane	Adj	Gibb Lane School	Stretch TFT 28"
6062	2000G503113	Catshill, Worcs	Stourbridge Road	Adj	War Memorial	Stretch TFT 28"
3843	2000G039102	Hagley	Worcester Road	Northbound	Station Road	Stretch TFT 28"
5763	2000G621007	Hagley	Park Road	Adj	Hagley Primary School	Stretch TFT 28"
5764	2000G621017	Hagley	Park Road	Eastbound	War Memorial	Stretch TFT 28"
4329	2000G621018	Hagley	Park Road	Westbound	Station Road	Stretch TFT 28"
6057	2000G021801	Rubery, Worcs	New Road	opp	St. Chads Church	Stretch TFT 28"
6058	2000G021803	Rubery, Worcs	New Road	Adj	St. Chads Church	Stretch TFT 28"
6054	2000G323038	Rubery, Worcs	New Road	opp	Beverley Road	Stretch TFT 28"
6049	2000G323039	Rubery, Worcs	New Road	opp	Library Way	Stretch TFT 28"
9665	2000G020000	Stoke Prior, Worcs	Ryefields Road	adj	Shops	E Ink 13" Solar
3837	2000G039101	West Hagley	Worcester Road	Adj	Free Church	Stretch TFT 28"

Malvern Hills District Council Area

Unit ID	Bus Stop Ref	Locality Name	Street Name	Indicator	Bus Stop Name	Infrastructure
4322	2000G009101	Barnard's Green	Barnards Green	adj	Clock Shelter	Stretch TFT 28"
4321	2000G009103	Barnard's Green	Barnards Green Road	adj	Shops	Stretch TFT 28"
4320	2000G009405	Great Malvern	Graham Road	Stop H	Graham Road	Stretch TFT 28"
4311	2000G043601	Great Malvern	Avenue Road	opp	Great Malvern Railway Station	Stretch TFT 28"
4310	2000G043605	Great Malvern	Avenue Road	adj	Great Malvern Railway Station	Stretch TFT 28"
4309	2000G009503	Link Top	Worcester Road	Adj	Shelter Link Top	Stretch TFT 28"
4308	2000G009802	Malvern Link	Worcester Road	Adj	Co-Op	Stretch TFT 28"

Unit ID	Bus Stop Ref	Locality Name	Street Name	Indicator	Bus Stop Name	Infrastructure
4306	2000G502579	Malvern Link	Worcester Road	Adj	Isobel Harrison Gardens	Stretch TFT 28"
4307	2000G502580	Malvern Link	Worcester Road	opp	Isobel Harrison Gardens	Stretch TFT 28"
4312	2000G502596	Malvern Link	Howsell Road	opp	Malvern Link Station	Stretch TFT 28"
5754	2000G502614	Malvern Link	Pickersleigh Road	opp	North End Lane	Stretch TFT 28"
5753	2000G502615	Malvern Link	Pickersleigh Road	Adj	North End Lane	Stretch TFT 28"
12657	2000G502598	Malvern Link	Worcester Road	Opp	Co-Op	E Ink 13" Solar
5755	2000G015400	Powick, Worcs	Malvern Road	opp	Hospital Lane	Stretch TFT 28"
4313	2000G502612	Sherrard's Green	Pickersleigh Road	Adj	Prospect View Medical Centre	Stretch TFT 28"
6070	2000G075201	Tenbury Wells	Teme Street	adj	Regal	Stretch TFT 28"

Redditch Borough Council Area

Unit ID	Bus Stop Ref	Locality Name	Street Name	Indicator	Bus Stop Name	Infrastructure
5593	2000G015000	Alexandra Hospital, Redditch	Quinneys Lane	Adj	Alexandra Hospital	Stretch TFT 38"
5595	2000G014900	Church Hill, Redditch	Church Hill Way	adj	Church Hill Pharmacy	Stretch TFT 38"
5594	2000G014902	Church Hill, Redditch	Church Hill Way	Opp	Church Hill Pharmacy	Stretch TFT 38"
6033	2000G323281	Greenlands, Worcs	Studley Road	Adj	Auxerre Avenue	Stretch TFT 28"
5596	2000G014689	Lakeside, Worcs	Studley Road	adj	Arrowdale Road	Stretch TFT 38"
5599	2000G502879	Matchborough	Matchborough Way	Opp	Matchborough Centre	Stretch TFT 28"
6043	2000G502881	Matchborough	Matchborough Way	Adj	Jackfield Close	Stretch TFT 28"
5600	2000G001401	Redditch	Church Green West	Northbound	Church Green West	Stretch TFT 38"
5752	2000G502921	Redditch	Station Way	Westbound	Station Way Top	Stretch TFT 28"
5751	2000G502923	Redditch	Station Way	Adj	Station Way Top	Stretch TFT 28"
3310	n/a	Redditch	Station Way	???	Redditch Rail Station	Departure Screen 32"
12654	Bus Station	Redditch	Station Way		Redditch Bus Station	Departure Screen 65"
12655	Bus Station	Redditch	Station Way		Redditch Bus Station	Departure Screen 65"
13136	Bus Station	Redditch	Station Way		Redditch, Bus Station	Totem 32"
5776	2000G502919	Smallwood, Worcs	Holloway Lane	Adj	Kings Arms	Stretch TFT 28"
6031	2000G502922	Smallwood, Worcs	Ipsley Street	opp	Trafford Park	Stretch TFT 28"

Unit ID	Bus Stop Ref	Locality Name	Street Name	Indicator	Bus Stop Name	Infrastructure
6042	2000G323108	Washford, Worcs	Matchborough Way	opp	Arrow Valley Social Club	Stretch TFT 28"
6041	2000G502882	Washford, Worcs	Matchborough Way	Adj	Arrow Valley Social Club	Stretch TFT 28"
6040	2000G014851	Winyates	Winyates Way	opp	Ibstock House	Stretch TFT 28"
5601	2000G014859	Winyates	Winyates Way	Adj	Winyates Centre	Stretch TFT 28"
5603	2000G014500	Woodrow, Redditch	Studley Road	Adj	Woodrow Centre	Stretch TFT 28"
5604	2000G014675	Woodrow, Redditch	Studley Road	opp	Woodrow Centre	Stretch TFT 38"
5777	2000G014676	Woodrow, Redditch	Studley Road	SE bound	North of Studley Road Island	Stretch TFT 28"
6032	2000G714676	Woodrow, Redditch	Studley Road	NW bound	North of Studley Road Island	Stretch TFT 28"

Worcester City Council Area

Unit ID	Bus Stop Ref	Locality Name	Street Name	Indicator	Bus Stop Name	Infrastructure
3842	2000G004056	Barbourne	Barbourne Road	Adj	St George's Square	Stretch TFT 28"
5758	2000G004058	Barbourne	Barbourne Road	opp	Gheluvelt Park	Stretch TFT 28"
5757	2000G004059	Barbourne	Barbourne Road	Adj	Gheluvelt Park	Stretch TFT 28"
5749	2000G006396	Blackpole, Worcs	Blackpole Road	Adj	Blackpole Inn	Stretch TFT 28"
5750	2000G007001	Blackpole, Worcs	Blackpole Road	Adj	Winchcombe Drive	Stretch TFT 28"
4323	2000G501984	Brickfields	Brickfields Road	opp	Red Dial Parade	Stretch TFT 28"
5770	2000G006620	Cherry Orchard	Bath Road	Adj	St. Mark's Church	Stretch TFT 28"
3838	2000G006700	Dines Green	Tudor Way	Adj	Primary School	Stretch TFT 28"
5756	2000G006706	Dines Green	Tudor Way	adj	Hathaway Close	Stretch TFT 28"
3791	2000G006771	Henwick Park	University Campus	adj	Students Union	Stretch TFT 28"
4879	2000G006771	Henwick Park	University Campus	adj	Students Union	Interactive 10"
6036	2000G157300	Henwick Park	Oldbury Road	Adj	University Gates	Stretch TFT 28"
5689	2000G005202	Lower Wick	Malvern Road	Northbound	Lower Wick Island	Stretch TFT 28"
3828	2000G005818	Lowesmoor	Lowesmoor Terrace	Stop 1	Lowesmoor	Stretch TFT 28"
3785	2000G004004	Northwick, Worcs	Ombersley Road	Adj	New Inn	Stretch TFT 28"
3786	2000G004038	Northwick, Worcs	Ombersley Road	Adj	Co-Op Store	Stretch TFT 28"

Unit ID	Bus Stop Ref	Locality Name	Street Name	Indicator	Bus Stop Name	Infrastructure
3787	2000G004044	Northwick, Worcs	Ombersley Road	opp	Beckett Road	Stretch TFT 28"
4783	2000G000903	Nunnery Wood	Approach Road	Adj	County Hall Shelter	Stretch TFT 28" Solar
3319	2000G000905	Nunnery Wood	Approach Road	opp	County Hall Shelter	E Ink 13" Solar
6046	2000G323024	Perdiswell	Droitwich Road	opp	Metal Castings	Stretch TFT 28"
3833	2000G502012	Perdiswell	Droitwich Road	opp	St Stephens Church	Stretch TFT 28"
4314	2000G502016	Perdiswell	Droitwich Road	opp	Penbury Street	Stretch TFT 28"
5765	2000G501894	Rainbow Hill	Astwood Road	Opp	Vauxhall Street	Stretch TFT 28"
6044	2000G501895	Rainbow Hill	Rainbow Hill	Adj	Dutton Street	Stretch TFT 28"
3839	2000G000904	Red Hill, Worcs	Spetchley Road	opp	Sixth Form College	Stretch TFT 28"
4325	2000G039800	Red Hill, Worcs	London Road	Westbound	Red Hill Top	Stretch TFT 28"
5679	n/a	Red Hill, Worcs	London Road	Westbound	Waitrose	Departure Screen 65"
5680	n/a	Red Hill, Worcs	London Road	Westbound	Red Hill Top	Departure Screen 65"
3797	2000G001570	Ronkswood	Newtown Road	opp	Trent Road	Stretch TFT 28"
3796	2000G001574	Ronkswood	Newtown Road	opp	Turnpike House	Stretch TFT 28"
3783	2000G005177	Ronkswood	Newtown Road	Adj	Turnpike House	Stretch TFT 28"
5694	2000G005381	St John's, Worcs	Bush Walk (A44)	Westbound	Bull Ring	Stretch TFT 28"
3829	2000G006705	St John's, Worcs	Bromyard Road	Adj	Broadway Grove	Stretch TFT 28"
3830	2000G006710	St John's, Worcs	Bromyard Road	Adj	Library	Stretch TFT 28"
3792	2000G006718	St John's, Worcs	Bromyard Road	adj	Comer Road	Stretch TFT 28"
3794	2000G006720	St John's, Worcs	Bromyard Road	adj	Bedwardine Inn	Stretch TFT 28"
5687	2000G016301	St John's, Worcs	Bull Ring	Eastbound	Bull Ring	Stretch TFT 28"
3795	2000G203900	St John's, Worcs	Bromyard Road	opp	Boughton Avenue	Stretch TFT 28"
3834	2000G502772	St John's, Worcs	Hylton Road	adj	Arena	Stretch TFT 28"
3835	2000G006600	St Peter the Great	St Peter's Drive	Northbound	Broomhall Green	Stretch TFT 28"
3841	2000G006608	St Peter the Great	St Peter's Drive	Adj	St Peter's Tesco	Stretch TFT 28"
6045	2000G006616	St Peter the Great	Bath Road	Opp	Norton Road	Stretch TFT 28"
6037	2000G059500	St Peter the Great	Worcester Road	Adj	St Peter's Island	Stretch TFT 28"
3840	2000G000700	Tolladine	Tolladine Road	Adj	The Farmers Boy	Stretch TFT 28"

Unit ID	Bus Stop Ref	Locality Name	Street Name	Indicator	Bus Stop Name	Infrastructure
3788	2000G000702	Tolladine	Tolladine Road	opp	Sherriff Street	Stretch TFT 28"
5690	2000G000713	Warndon	Cranham Drive	Adj	Brookthorpe Close	Stretch TFT 28"
5688	2000G007200	Warndon	Cranham Drive	Adj	Glovers Needle	Stretch TFT 28"
5748	2000G501957	Warndon	Tetbury Drive	Opp	Chatcombe Drive	Stretch TFT 28"
3789	2000G008301	Warndon Villages	Woodgreen Drive	Adj	Tolladine Wood	Stretch TFT 28"
3832	2000G008408	Warndon Villages	Woodgreen Drive	Opp	Wall Meadow	Stretch TFT 28"
3798	2000G001503	Worcester, City	Newtown Road	opp	Leopard Rise	Stretch TFT 28"
11569	n/a	Worcester, City	Newtown Road		Elgar Unit reception	Departure Screen 32"
3844-5	2000G002700	Worcester, City	Cathedral Square	opp	Cathedral	Kiosk 46"
6039	2000G004100	Worcester, City	Shrub Hill Road	opp	Shrub Hill Station	Stretch TFT 28"
6038	2000G004102	Worcester, City	Shrub Hill Road	Adj	Shrub Hill Station	Stretch TFT 28"
3790	2000G202504	Worcester, City	Sansome Street	adj	Sansome Street	Stretch TFT 28"
9992	2000G202501	Worcester, City	Foregate Street	opp	Foregate Street Station	Stretch TFT 28"
3846-7	n/a	Worcester, City	Corn Market		Corn Market - Totem	Kiosk 46"
3848-9	n/a	Worcester, City	The Cross		The Cross - Totem	Kiosk 46"
3850-1	n/a	Worcester, City	High Street		Guildhall	Kiosk 46"
12656	n/a	Worcester, City	Crowngate Centre	Waiting Area	Worcester, Crowngate Bus Station	Departure Screen 65"
13138	n/a	Worcester, City	Crowngate Centre	Waiting Area	Worcester, Crowngate Bus Station	Totem 32"
3910	2000G001598	Worcestershire Royal Hospital	Charles Hastings Way	Adj	A & E Unit	Departure Screen 55"
3827	2000G001599	Worcestershire Royal Hospital	Charles Hastings Way	Adj	Main Entrance	Departure Screen 55"

Wychavon District Council Area

Unit ID	Bus Stop Ref	Locality Name	Street Name	Indicator	Bus Stop Name	Infrastructure
6056	2000G003300	Badsey	Badsey Road	Adj	Horsebridge Avenue	Stretch TFT 28"
6066	2000G500770	Bengeworth	Davies Road	Adj	Digby Road	Stretch TFT 28"
6047	2000G001603	Droitwich Spa	St Andrews Road	Adj	Raven Hotel	Stretch TFT 28"
4319	2000G156701	Droitwich Spa	Saltway	Adj	Waitrose	Stretch TFT 28"
4318	2000G502702	Droitwich Spa	Queen Street	Adj	Queen Street	Stretch TFT 28"

Unit ID	Bus Stop Ref	Locality Name	Street Name	Indicator	Bus Stop Name	Infrastructure
5703	2000G000400	Evesham	High Street	Stand A	Evesham Bus Station	Departure Screen 65"
6065	2000G002301	Evesham	Waterside	opp	Waterside Hospital	Stretch TFT 28"
4315	2000G500952	Fernhill Heath	Droitwich Road	opp	Dilmore Lane	Stretch TFT 28"
6064	2000G779601	Four Pools, Evesham	The Link	opp	Morrisons	Stretch TFT 28"
6055	2000G002401	Hampton, Worcs	Pershore Road	opp	Cider Mill	Stretch TFT 28"
6063	2000G672007	Harvington, nr Evesham	Village Street	Adj	Harvington C Of E First School	Stretch TFT 28"
4326	2000G600011	Norton, nr Worcester	B4084	Stand A	Worcestershire Parkway	Stretch TFT 28"
4327	2000G600012	Norton, nr Worcester	B4084	Stand B	Worcestershire Parkway	Stretch TFT 28"
5794-5	n/a	Norton, nr Worcester	B4084	adj Stands	Worcestershire Parkway	Totem 65"
6053	2000G002501	Pershore	Broad Street	Adj	Abbey Tea Rooms	Stretch TFT 28"
6048	2000G002502	Pershore	Broad Street	Adj	Royal Arcade	Stretch TFT 28"
6069	2000G323019	Pershore	Worcester Road	opp	Loughmill Road	Stretch TFT 28"
6052	2000G324261	Pershore	Three Springs Road	Adj	Abbots Grange	Stretch TFT 28"
6051	2000G324262	Pershore	Three Springs Road	opp	Abbots Grange	Stretch TFT 28"
5686	2000G029703	Pinvin	Main Street	SW bound	Crossroads	Stretch TFT 28"
4324	2000G000800	Warndon Villages	Warriors Way	Adj	Rugby Ground	Stretch TFT 28"
4316	2000G502693	Witton, Worcs	Worcester Road	adj	The Oaklands	Stretch TFT 28"
4317	2000G502701	Witton, Worcs	Worcester Road	adj	Old Coach Road	Stretch TFT 28"
5692	2000G500941	Wychbold	Worcester Road	opp	Walkmill Drive	Stretch TFT 28"

Wyre Forest District Council Area

Unit ID	Bus Stop Ref	Locality Name	Street Name	Indicator	Bus Stop Name	Infrastructure
5766	2000G045900	Bewdley	Load Street	Westbound	Load Street	Stretch TFT 28"
5767	2000G045999	Bewdley	Load Street	Eastbound	Load Street	Stretch TFT 28"
5775	2000G045597	Birchen Coppice	Walter Nash Road East	adj	Birchen Coppice Shops	Stretch TFT 28"
9990	2000G502472	Foley Park	Stourport Road	opp	Clee Avenue	Stretch TFT 28"
5772	2000G502489	Foley Park	Stourport Road	adj	Clee Avenue	Stretch TFT 28"
9991	2000G502492	Foley Park	Stourport Road	opp	Foley Park	Stretch TFT 28"

Unit ID	Bus Stop Ref	Locality Name	Street Name	Indicator	Bus Stop Name	Infrastructure
6067	2000G196900	Greenhill, Kidderminster	Birmingham Road	Adj	Land Oak	Stretch TFT 28"
5769	2000G000215	Kidderminster	Oxford Street	Stand B	Oxford Street	Stretch TFT 28"
6035	2000G019001	Kidderminster	Comberton Hill	Adj	Railway Station	Stretch TFT 28"
5773	2000G047400	Kidderminster	Bewdley Road	Adj	General Hospital	Stretch TFT 28"
5768	2000G502451	Kidderminster	Oxford Street	Stand A	Oxford Street	Stretch TFT 28"
5774	2000G502514	Kidderminster	Bewdley Road	opp	General Hospital	Stretch TFT 28"
5693	2000G503104	Kidderminster	Comberton Hill	opp	Kidderminster Railway Station	Stretch TFT 28"
5771	2000G096996	Offmore Farm	Tennyson Way	opp	Chaucer Crescent	Stretch TFT 28"
4328	2000G610099	Spennells	Captain's Pool Road	adj	Turnstone Road	Stretch TFT 28"
6059	2000G045200	Stourport-on-Severn	High Street	adj	High Street	Stretch TFT 28"
7283	2000G045200	Stourport-on-Severn	High Street	adj	High Street	Interactive 10"
5762	2000G045201	Stourport-on-Severn	York Street	NW bound	York Street	Stretch TFT 28"
5941	2000G045203	Stourport-on-Severn	Dunley Road	adj	Swimming Pool	TFT 19"
5761	2000G195800	Stourport-on-Severn	Minster Road	adj	Windermere Way	Stretch TFT 28"
5760	2000G195898	Stourport-on-Severn	Minster Road	adj	Longboat Lane	Stretch TFT 28"
5940	2000G201200	Stourport-on-Severn	Minster Road	opp	Longboat Lane	TFT 19"
3836	2000G045102	The Walshes	Redstone Lane	opp	Woodhampton Close	Stretch TFT 28"

Bus Stops

There are 2,999 bus stop locations in Worcestershire. 2,039 of these are classed as marked bus stops, i.e. have road markings and some form of bus stop infrastructure. Approximately 39% of the marked bus stops feature up to date passenger information cases, with stop specific timetable information.

674 bus stops have a shelter. Worcestershire currently own and maintain 11% of the shelter stock in the County.

The remaining 89% of bus shelters which are currently outside of the county council's control, are owned and managed by advertising companies and City, District, Borough, Town and Parish councils.

A2 Facilities – Approved for Implementation by the Executive Board

All facilities approved for implementation will be subject to a robust formal decision making processes in line with the established policies of the county council. They will also be formally consulted on with local bus operators, who in most instances have already assisted in developing the schemes set out below;

Network Prioritisation Scheme

Ref	Area	Worcestershire Enhanced Partnership Status	Funding Status
NPF	Increase frequency of services on Worcestershire Strategic network.	Funding dependent	First phase allocated
NPS	Increase service level patterns to meet the needs of residents	Funding dependent	First phase allocated

NPF, NPS - Bus Service Enhancements – First Phase

Bus Services	Bus Operator	Details	Start Date
30	First Bus	Extension of Timetable Monday to Saturday	05 January 2025
35	First Bus	Extension of Timetable Monday to Saturday	05 January 2025
44/X44	First Bus	• Extension of timetable on Monday - Friday evenings – 18:00 till 23:00. • Extension of timetable towards Worcester with 6 extra journeys - 18:33, 19:03, 19:33, 20:33, 21:33, 23:03 • Extension of timetable towards Malvern with 6 extra journeys – 18:00, 18:30, 19:00, 20:00, 21:00 and 22:30 • Extension of timetable on Saturday evenings – 18:00 till 23:00 • Extension of timetable towards Worcester with 6 extra journeys - 18:33, 19:03, 19:33, 20:33, 21:33, 23:03 • Extension of timetable towards Malvern with 6 extra journeys – 18:00, 18:30, 19:00, 20:00, 21:00 and	05 January 2025
34	First Bus	Sunday hourly service	05 January 2025
X50	First Bus	• MF - Every 60 mins to every 30 mins • SAT - Every 60 mins to every 30 mins • SUN - Hourly service extended to Evesham, running every 60 mins	05 January 2025
3	Diamond Bus	• Offer an earlier morning journey on the Birchen Coppice estate. Current first departure at 0540 hrs. Move forward to 0510 hrs Monday to Friday • Frequency every 20 minutes at peak. Move to Every 15 minutes.	05 January 2025

Bus Services	Bus Operator	Details	Start Date
8	Diamond Bus	Introduce earlier services, 06:10 and 06:40 between Kidderminster and Bewdley	05 January 2025
12	Diamond Bus	• Additional journeys to be installed to provide a service until hospital closing times 2014 hrs • Introduce a Sunday Service. 0900 hrs to 1800 hrs.	05 January 2025

Ref	Area	Worcestershire Enhanced Partnership Status	Funding Status
NBC	Bus Priority - Address operator congestion and pinch points that are impacting services	Funding dependent - feasibility study to be delivered by 30 April 2025	First phase allocated

NBC - Bus Priority – Congestion Pinch Points for initial Feasibility Study Period - April 2025 to March 2026 – First Phase (NBC - Bus Priority)

Area	Congestion Locations/Intersections	Type of Congestion	Time of day when congestion occurs
Bewdley	Bewdley Bridge B4190	Bridge Closure	Complete Day
Bromsgrove	Rockhill to Bus Station	Congestion, pedestrian lights/zebra crossing, problems with 4 schools in the vicinity	Peak morning and afternoon
Bromsgrove	Bromsgrove Centre	Traffic	Complete Day
Evesham	Evesham centre and Abbey Bridge.	Heavy congestion	Peak times
Evesham	Evesham centre	Pedestrians and traffic lights	Saturdays (especially summer)
Evesham	Lenchwick into Evesham	Traffic	Various
Evesham	Evesham railway station into Evesham bus station	Traffic	Various
Evesham	Evesham bus station into Evesham Davies Road – College	Traffic	Various
Hagley	Hagley	Traffic	Complete Day
Hagley	Hagley/Birmingham Rd	Traffic	Peak Times
Halesowen	Halesowen Island	Traffic	Each service
Kidderminster	Kidderminster Hospital/Ring Road	Traffic	Peak Times
Kidderminster	Station Hill	Traffic	Peak Times
Kidderminster	Worcester Rd Island / Wilden Lane	Traffic	Peak Times
Kidderminster	Stourport Rd / Foley Park	Traffic / light junction	Peak Times and Weekends
Kidderminster	Mustow green	Traffic	Peak times

Area	Congestion Locations/Intersections	Type of Congestion	Time of day when congestion occurs
Lickey End	M42 Island / Birmingham Rd	Traffic	Peak times
Malvern	Geraldine Road	Congestion at end of school day	Afternoon
Pershore	Pershore Broad Street to Pershore High School	Traffic	Various
Pershore	Pershore High School to end of Station Road Traffic lights	Traffic	Various
Stourport-on-Severn	Stourport Bridge / High St	Traffic and congestion	Peak Times and Weekends
Worcester City	Worcester Centre	Traffic	Each service
Worcester City	Lowesmoor	Issues with parked vehicles	At all times
Worcester City	ASDA Pheasant St	Congestion, controlled crossing causing delays back into Lowesmoor	At all times
Worcester City	Sixth form college Spetchley Road	Congestion	Morning and afternoon peaks
Worcester City	Spetchley Road to the Oak Apple	Congestion	Morning and afternoon peaks
Worcester City	London Road	Congestion - getting across the Waitrose lights	Morning and afternoon peaks
Worcester City	London Road - The Commandry	Congestion	Morning and afternoon peaks
Worcester City	Deansway	Congestion	Morning and afternoon peaks
Worcester City	Newton Road - top of Newtown Rd (hospital) and the bottom of Newtown Rd	Motorway accident on M5 brings the area to a standstill	At all times
Worcester City	The Butts	Peak times and other issues around central Worcester affects this area all the time	At all times
Worcester City	A44 leading into Hylton Rd	Major pinch point areas which have a massive impact on bus punctuality	At all times
Worcester City	St John's area into City	Major pinch point areas which have a massive impact on bus punctuality	At all times

Alternative Service Provision

Ref	Area	Worcestershire Enhanced Partnership Status	Funding Status
APA	Provide alternative forms of transport where normal modes are not cost effective	Funding dependent	In progress
API	Improve integration of alternative Service provision into the Worcestershire Network	To be approved during Initial EP Plan (2023-26) - funding dependent	

Scheme Ref	Area/Zone	Details	From Date
APA	North East Worcestershire	Bromsgrove on demand service covering Bromsgrove and surrounding villages. Customers	July 2021

Scheme Ref	Area/Zone	Details	From Date
		pre-book buses for journeys anywhere within the service area, including to and from the town centre, Bromsgrove Railway Station or nearby villages.	
APA	North East Worcestershire	Expansion of service to Alvechurch, Hollywood, Rashwood, Stoke Prior, Upton Warren, Wychbold, Wythall	August 2024
APA	North East Worcestershire	Expansion of service to the East and North of the original zones	January 2025
APA	Malvern	South Malvern Hills area	June 2023
APA	Malvern	Expansion of service with new zones added to the north of the current zone to cover Taylors Lane and the Pear Tree Development area	January 2025
APA/API	Wychavon	The Wychavon coverage area will be broken into two zones; Northeast and Southwest using the X50 as a natural dividing line.	Spring 2025
APA/API	Central Worcestershire Countywide Model	Major expansion of WoD through the rest of the County to support fixed route network services	August 2025-Feb 2026
APA/API	North West Worcestershire	Major expansion of WoD in the North West of the County covering 3 Electoral Divisions.	January/February 2026

Bus Infrastructure improvements

Ref	Area	Worcestershire Enhanced Partnership Status	Funding Status
BIC	Progress to a consistent, uniform, accessible and quality provision of infrastructure that facilitates passenger transport use both on and off bus	To be delivered during Initial EP Plan (2023-26)	First phase planned

First Phase

Worcestershire's aspiration is to enhance bus shelters countywide. The number of shelters identified for review and subsequent replacement to a new standard of shelter by March 2027 are listed in the tabled below.

District	2024/25	2025/26	2026/27
Bromsgrove	9	2	3
Malvern		31	2
Worcester City	14	18	47
Wychavon	17		1
Total	**40**	**51**	**53**

In addition, under a new arrangement, 68x Worcestershire owned bus shelters have been added to a shelter cleaning programme with an initial clean planned to be carried out January 2025.

Technology and Innovation

Ref	Area	Worcestershire Enhanced Partnership Status	Funding Status
TER	Expand Worcestershire Real Time Information System	Funding dependent – see proposed expansion in table below	

Worcestershire's aspiration is to enhance, increase and replace end of life real time information displays across the county. The number of sites identified for review and subsequent installation of displays between April 2023 and March 2027 are listed in the tabled below.

District	2023/24	2024/25	2025/26	2026/27
Bromsgrove		4	5	TBC
Malvern				TBC
Redditch	1	1		TBC
Worcester City	1	1	11	TBC
Wychavon			13	TBC
Wyre Forest	2		10	TBC
Total	**4**	**6**	**34**	**TBC**

A3 Facilities for consideration subject to future funding, feasibility and Executive Board approval

Improving the Image of Bus Travel in Worcestershire

Ref	Area	Worcestershire Enhanced Partnership Status	Funding Status
TIS	Ensure that information on the Worcestershire Transport network is accessible for all users	To be delivered during Initial EP Plan (2023-26)	
TIE	Provide a safe and secure environment to Travel	Funding dependent – consider CCTV installations	First phase from April 2025

Bus Infrastructure improvements

Ref	Area	Worcestershire Enhanced Partnership Status	Funding Status
BIM	Deliver next generation mobility hubs to integrate Alternative Service provision and Active Travel with Local Bus Services	Funding dependent	
BIL	Consider income generation opportunities (ring-fenced back to Local Bus Network) (BIL)	To be approved during Initial EP Plan (2023-26)	

Modal Integration

Ref	Area	Worcestershire Enhanced Partnership Status	Funding Status
MIT	Focus on providing an integrated Passenger Transport network	To be delivered during Initial EP Plan (2023-26)	
MIC	Build on previous experiences and consider a partnership brand as a mechanism for promoting modes of Travel	To be approved during initial EP Plan (2023-26)	

Technology and Innovation

Ref	Area	Worcestershire Enhanced Partnership Status	Funding Status
TEZ	Consider Net Zero objectives when considering infrastructure	To be delivered during Initial EP Plan (2023-26)	
ZEB	Deliver Ultra-Low and Zero Emission Buses within the County	Funding dependent	
TEA	Deliver next generation accessible information on and off-bus	To be approved during initial EP Plan (2023-26)	
TED	Improve and develop mechanisms for improving data that can be presented in relation to the network	To be delivered during Initial EP Plan (2023-26)	

Annex B - Obligations on the Authority – Measures

B1 Measures – Previously agreed (existing)

Measures	Details
Funding	Worcestershire County Council will spend £4.75M on tendered bus service support in 2024/25 from all sources, excluding BSIP grant; funding for service support priorities from BSIP grant will be additional to this sum. Additionally, the county council in 2024/25 will spend approximately £5.4M on concessionary travel reimbursement to operators in Worcestershire. Funding for bus services will be reviewed annually, as part of the council's budget setting process and is subject to future government Revenue Support Grant allocations.
Bus Lane Enforcement	Bus lane enforcement will be carried out using cameras to be provided at Lowesmoor. Funding from enforcement is ringfenced back into public transport schemes. The cameras will be maintained and operated by the Local Highway Authorities as part of the Enhanced Partnership Scheme.
Bus Stop Timetables	At present the county council produces stop-specific information for approximately 35% of all marked bus stops in Worcestershire. Bus operators provide stop specific information for approximately 4% of all marked bus stops in Worcestershire
Real Time Information	At present the county council maintains 172 real time passenger information displays across Worcestershire
Multi Operator Ticketing	Currently Worcestershire provides two multi operating schemes, Connecta and Severn Card
Ticket Machines	Worcestershire supports bus operators with maintaining ticket machines
Data	Bus information data will be provided to the Traveline National Data Set and where required to the DFT Bus Open Data service, where the County Council is acting as an operator's agent. The county council will continue to support Traveline with the supply of data and will continue to use the Traveline information services, National journey planner, nextbuses and telephone information services.
NaPTAN	The county council will continue to maintain NaPTAN (National Public Transport Access Nodes) data for Worcestershire and consult with operators regarding bus stop changes.
Concessionary Travel	The county council and operators will work proactively together to promote concessionary bus travel to eligible residents. Work will be undertaken to encourage pass take up and the opportunities associated with free off-peak travel across Worcestershire.

B2 Measures agreed by the Executive Board for Implementation

Network Prioritisation Scheme - Bus Services Evidence-based Assessment Process

Objective	Weighting	Criteria	Scoring	Points	Total Score
Contract Type			None scored element		N/A
Strategic (Network North Proposals)	20%	Improved frequency	Improvements to frequency	3	12
			No improvements to frequency	0	
		Extensions to routes	Extensions to routes	3	
			No extensions to routes	0	

Objective	Weighting	Criteria	Scoring	Points	Total Score
		Additional Evening Services	Additional evening services added	3	
			No additional evening services	0	
		Additional Sunday Services	Additional Sunday services added	3	
			No additional Sunday services	0	
Bus service performance	**30%**	**Patronage trends - commercial potential**	Passenger numbers increasing	4	26
			Passenger numbers stable	2	
			Passenger numbers decreasing	0	
		Cost per passenger	Subsidy per passenger is less than £2	5	
			Subsidy per passenger is more than £2, but no more than £3	4	
			Subsidy per passenger is more than £3, but no more than £4	3	
			Subsidy per passenger is more than £4 but no more than £5	2	
			Subsidy per passenger is more than £5	1	
		Alternative / external funding options	External funding contributions or cost sharing secured	4	
			Potential for cost sharing or external funding	2	
			No funding / resource alternatives	0	
		Service usage	More than 50,000 passenger journeys per annum	5	
			More than 40,000 but not more than 50,000 passenger journeys per annum	4	
			More than 30,000 but not more than 40,000 passenger journeys per annum	3	
			More than 20,000 but not more than 30,000 passenger journeys per annum	2	
			Up to 20,000 passenger journeys per annum	1	
		Fare paying patronage recovery post-covid (compared to 2023)	4501+	4	
			3001-4500	3	
			1501-3000	2	
			0-1500	1	
			Decrease in FP passengers	0	
		Concessionary patronage recovery post-covid (compared to 2023)	3000+	4	
			2001-3000	3	
			1001-2000	2	
			0-1000	1	
			Decrease in Con Passengers	0	
Supporting the economy & environmental sustainability	**20%**	**Economic growth - journey purpose**	Both peak periods, evenings and weekends	5	17
			Both peak periods plus evenings (Mon-Fri)	4	
			Both peak periods (Mon-Fri)	3	
			Morning or evening peak period (Mon-Fri)	2	

Objective	Weighting	Criteria	Scoring	Points	Total Score
			Service operates off-peak/evenings only (Mon-Fri)	1	
		Sustainable economic growth	The route serves a significant (>1000 jobs) employment area	4	
			The route serves a moderate (500-1000 jobs) employment area	2	
			The route serves a low (<500 jobs) employment area	0	
		Impact on Carbon Emissions	The route directly serves an Air Quality Management Area (AQMA) and congestion hotspot	4	
			The route passes nearby an AQMA or congestion hotspot	2	
			No AQMA or congestion hotspots are served by the route	0	
		Contribution to carbon emissions based on vehicle type and age	Full EV and Hydrogen	4	
			Hybrid EV and Hydrogen	3	
			Euro 6 diesel	2	
			Euro 5 diesel or below	1	
Improving access & social inclusion	20%	Links to key attractors (accessibility to key service centres/major employers/healthcare) [4-2-0]	Good access to multiple and major trip attractors in different	4	16
			Access to some trip attractors along the route	2	
			Poor access to trip attractors	0	
		Accessibility (alternative transport options)	No reasonable alternative	4	
			Alternative rail service available (1km walking distance)	2	
			Alternative bus service available	0	
		Integration - transport interchange	More than 3 interchange points on route	4	
			1-3 interchange points on route	2	
			No interchange points on route	0	
		Socially Necessary - Areas of deprivation	Over 50% of the route length serves an area within 30% most deprived in the borough	4	
			Under 50% of the route length serves an area within 30% most deprived in the borough	2	
			The route does not serve an area within the 30% most deprived in the borough	0	
Deliverability	10%	Vehicles (requires additional PVR) [3, 0, -3]	No bus	3	15
			PVR 1-2	0	
			PVR 3+	-3	
		Staff availability (issues with driver availability) [3, 0, -3]	No issues with driver availability	3	
			Some issues with driver availability e.g., additional drivers required	0	
			Issues with drive availability need for additional drivers	-3	
		Affordability (overall - likely contract costs) [3, 0, -3]	Change to contract cost - up to £99k	3	
			Some change to contract cost - ££ £100-299k	0	
			Change to contract cost - £££ (over £300k)	-3	

Objective	Weighting	Criteria	Scoring	Points	Total Score
		Affordability (De Minimus - cap) [3, 0, -3]	Impact on DM	3	
			No Change	0	
			Minimal Impact on DM	-3	
		Cross boundary service [3, 0, -3]	No CB bus	3	
			CB bus - would need potential support.	0	
			CB no support from CB authority	-3	

Network Prioritisation and Network Enhancement Schemes

Ref	Area	Worcestershire Enhanced Partnership Status	Funding Status
NPR	Bus Priority – Mitigate the impact of Roadworks	To be approved during Initial EP Plan (2023-26)	

Improving the Image of Bus Travel in Worcestershire

Ref	Area	Worcestershire Enhanced Partnership Status	Funding Status
TIB	To develop a clearly defined and understood "brand" for the Worcestershire passenger transport network, used consistently across the network	To be delivered during Initial EP Plan (2023-26)	First phase allocated
TID	Continue to enhance the way Information is provided on Worcestershire's digital estate	To be delivered during Initial EP Plan (2023-26)	First phase allocated
TIP	Develop a passenger charter allowing users and non- users to engage with the authority including how Information will be presented and accessed	To be delivered during Initial EP Plan (2023-26)	March 2025
TIC	Co-ordinate and limit to a minimum the number of timetable changes for passenger bus services;	To be delivered during Initial EP Plan (2023-26)	March 2025

First Phase

Scheme Ref	Area	Details
TIB	Worcester/Evesham	Branding scheme to be developed and adopted with regards to enhanced services during 2025 (see A2). This branding will be used more widely on the Worcestershire network as schemes develop
TID	Worcestershire	First phase of the QR code project to be delivered during 2025 – consisting of approx. 500 plaques and 500 vinyls at bus stops. The QR codes, once scanned by a mobile smart phone, will provide bus users with a real time information departure board on their mobile phone

TIP	Worcestershire	Consultants to be commissioned to produce a draft Passenger Charter for review and approval by 31 March 2025
TIC	Worcestershire	Cost comparison analysis and study of the production and management of roadside publicity timetables to be completed by 31 March 2025 – includes consideration for expanding the number of stops with timetable cases

B3 Future measures to be agreed subject to future funding, feasibility and Executive Board approval

Network Prioritisation and Network Enhancement Schemes

Ref	Area	Worcestershire Enhanced Partnership Status	Funding Status
NPD	Bus Priority - Accelerate the delivery of Measures in Worcestershire	Subject to Feasibility Study findings and funding dependent	
NPE	Bus Priority - Introduction of additional bus clearways and look to make these enforceable	To be approved during Initial EP Plan (2023-26)	
NPN	Consider Education and Social Care Provision as part of the Worcestershire core network offer	To be delivered during Initial EP Plan (2023-26)	

Fares and Ticketing

Ref	Area	Worcestershire Enhanced Partnership Status	Funding Status
FTF	Review current Worcestershire Fare structures and consider simpler and lower fare structures	To be approved during initial EP Plan (2023-26)	
FTM	Review current multi-operator tickets and evaluate smart and Innovative ticketing products to meet evolving passenger requirements	To be approved during initial EP Plan (2023-26)	
FTO	Develop mechanisms for capping using tap on/ tap off technologies	To be approved during initial EP Plan (2023-26)	
FTV	Review current school ticketing offers	To be approved during initial EP Plan (2023-26)	

Annex C - Obligations on Local Bus Operators

C1 Existing Requirements

Bus operators in Worcestershire are required to:

- Use vehicles which are PSVAR compliant on registered public services
- Use vehicles which are fitted with ticket machines which;
    - Are able to accept and record the use of Connecta ticketing scheme
    - Are able to accept and record the use of the Severn Card
    - Are able to provide data as required by Bus Open Data legislation

Requirements set out by the DfT regarding Next Stop Audio Visual Systems (NSAVS):

- Following the introduction of the Public Service Vehicles (Accessible Information) Regulations 2023 (the Accessible Information Regulations), between 2024 and 2026 it will become mandatory for the majority of local bus and coach services to incorporate accessible information provision, improving the journey experience for all passengers, including passengers who are disabled

Newer vehicles

- Vehicles first used on or after 1 October 2019 must comply with the regulations from 1 October 2024 onwards.

2010s vehicles

- Vehicles first used between 1 October 2014 and 30 September 2019 must comply with the regulations from 1 October 2025 onwards.

Older vehicles

- Vehicles first used between 1 January 1973 and 30 September 2014 must comply with these regulations from 1 October 2026 onwards.

C2 Requirements Approved for Implementation by the Executive Board

Bus network obligations

1. Bus Operators will be proactively involved in scheme design and consultation and in working constructively with Worcestershire County Council to enhance the bus network to better serve local needs, where required, and support wider network improvements and economic development, subject to financial viability

2. Where investment is made by the county council that speeds up or otherwise improves bus journey times to a level that delivers cashable operating cost savings for a period of more than 12 months; for example, by releasing PVR from a route, this net saving will be reinvested in the network in a way jointly agreed between the council and the operator(s) benefitting. This could be in new services, increased frequency, measure to promote reliability, route extensions or extended hours/days of operation, ticketing and information and marketing improvements, fleet investment or other agreed enhancement.

3. Bus Operators will continue to share data with Worcestershire County Council on a confidential basis; this will additionally include data to determine operational cash savings, to be reinvested as agreed with Worcestershire County Council. Service

performance will be measured pre and post improvements to establish baselines. Each bus priority scheme may be assessed during the design process to enable an early understanding and forecast of the potential cashable saving per scheme to enable further information regarding future reinvestment.

Improve bus information

1. Operators will be required to share more service information on each others' services on websites and apps
2. Provide and produce relevant printed timetable information, maps and shared promotional information

C3 Requirements for consideration subject to funding, feasibility and Executive Board approval

Bus Services

1. Daytime bus service frequencies to increase and lengthen hours of operation. Services will be categorised into two improvement categories
    a. Urban networks
    b. Interurban services
2. Co-ordinate service headways between services including DRT and sometimes other operators to achieve increased frequencies

Timetable Change Dates

Timetable changes should be co-ordinated across operators to avoid duplication of work for Worcestershire County Council officers and confusion to passengers, with dates to be agreed by the EP Board six months prior to the start of the calendar year. Operators are able to make changes to timetables on other dates in agreement with Worcestershire County Council where:

1. It is an emergency change to take account of unforeseen circumstances
2. It is a temporary change caused by ongoing resourcing issues, short-term highway changes or roadworks
3. It is in response to permanent highway changes such as road closure or access to a new development
4. The change is dictated by a third party such as a neighbouring authority
5. Where services are subject to seasonal variations
6. Other such reasons that Worcestershire County Council feel appropriate.

Improvements to Planning / Integration with Other Modes

Simplify services

1. Review, where it is possible, routes that deviate away from the end destination, and where splitting or merging services might make the passenger proposition simpler and more direct
2. Where possible, bus services should link with other transport modes and timetables should reflect that connectivity
3. Bus operators to support DRT, Active Travel initiatives and future development of mobility hubs.

Improvements to fares and ticketing

Simpler Ticketing

In advance of funding being made available for the aspects of Simpler Ticketing referred to in the BSIP, Operators will use reasonable endeavours to collaborate with Worcestershire County Council to:

1. Make consistent existing 'own-operator' ticketing scheme boundaries in order to make the bus product simpler for passengers
2. Develop a multi-operator ticketing scheme agreement and identify the resource and funding requirements and any technical challenges
3. Develop ticketing schemes that meet BSIP and EP aspirations.

Improvements to fares and ticketing and services

1. Operators will participate in Worcestershire County Council's schemes to provide weekend ticket promotions
2. Operators will be encouraged to participate in Multi-operator ticketing schemes - continue to support Worcestershire Severn Card (Multi-Operator Student) as well as Connecta (multi-operator ticket).
3. Operators and Worcestershire County Council will work proactively together to recognise the benefits of intelligent and innovative ticketing and payment solutions, such as Smart ticketing and contactless payments, and support wider introduction of these into the County.
4. Operators will adhere to the requirements laid out in the Passenger Charter once approved and published. Operators will work with the Council to review and update the Passenger Charter on a regular basis.
5. Once agreed with the Traffic Commissioner, operators are required to notify passengers of upcoming service changes before commencement via their website, social media channels and on vehicles in the appropriate area. Where this cannot be done, such as an emergency or short notice road closure, the operator should endeavour to notify passengers as soon as possible.

Higher specification buses

1. CCTV to be installed on all buses to provide enhanced on-board security
2. Conversion of bus fleets to ultra-low and zero-emissions standards
3. Vehicle interiors to meet 'Dementia Friendly' standards and the inclusion of British Sign Language on NSAVS Displays

Innovation

1. Operators to ensure that new and innovative transport developments are shared across Worcestershire for the benefit of all Worcestershire residents.

Service Level Agreement (SLA)

For Provision of Roadside Bus Service Publicity and Real Time Information (RTI) In Worcestershire, working group to be established to work through the draft document.

Annex D – Record of Variations

The Enhanced Partnership Scheme was made in February 2024 and has been varied according to the Bespoke Variation Arrangements laid out in Sections 5 and 19 of the scheme as noted in the Variations of EP Scheme table below.

Variations of EP Scheme

Version	Ref	Date	Material Variations*	Notes
V1.0	1	July 2023	N/A	First publication
01 V1.0	2	January 2025	1.1, 5.3, 6, 19.1 Bus Operator definitions and proportions of total registered mileage within Worcestershire	Bus operator representation redefined from Large, Medium, Small to Groups 1, 2, 3 and proportions of total mileage amended to reflect current position in Worcestershire
01 V1.0	3	January 2025	10.6 Bus Priority – Mitigate the impact of Roadworks (NPR)	Monitoring - NPR 1 and NPR 2 split to show the targets for roadworks notifications to operators (a) and passengers (b)
01 V1.0	4	January 2025	17. Summary of obligations on authorities	Summary of obligations inserted
01 V1.0	5	January 2025	18. Summary of obligations on Operators	Summary of obligations inserted
01 V1.0	6	January 2025	Annex A Obligations on Authority – Facilities, expands on the summary of the EP scheme status	Enhanced Partnership Status structured to clearly define existing facilities, facilities approved for implementation and facilities for consideration
01 V1.0	7	January 2025	Annex B Obligations on Authority – Measures, replaces list of current bus lanes, these can be found in Annex A under existing facilities (A1 Bus Priority Schemes)	Enhanced Partnership Status structured to clearly define exiting measures, measures approved for implementation and measures for consideration
01 V1.0	8	January 2025	Annex C Obligations on Bus Operators, replaces list of bus lane enforcement, these can be found in Annex A	Enhanced Partnership Status structured to clearly define existing requirements, requirements approved for

Version	Ref	Date	Material Variations*	Notes
			under existing facilities (A1 Bus Priority Schemes)	implementation and requirements for consideration
01 V1.0	9	January 2025	Annex C SLA For Provision of Roadside Bus Service Publicity and Real Time Information (RTI) In Worcestershire	SLA inserted to support Worcestershire County Council in delivering Roadside Publicity, Asset Management and RTI services as detailed in the SLA separate attachment
01 V1.0	10	January 2025	Annex D Record of Variations, replaces the list of Real Time Information displays, these can be found in Annex A under existing facilities (A1 Real Time Information)	

* References to Paragraph numbers relate to numbering in the updated version.

Glossary of Terms

Reference	Term
20.1	**Active Travel Corridor** - A defined route for enhancements related to providing safe and viable journeys via sustainable means
20.2	**Alternative Service Provision** - New and innovative ways of providing public transport such as Demand Responsive Services
20.3	**AONBs** - Area of Outstanding Natural Beauty
20.4	**ANPR** - Automated Number Plate Recognition
20.5	**Audio visual** - Using both sight out sound, typically in the form of images and recorded speech
20.6	**BOD** - Bromsgrove on Demand service
20.7	**BODS** - Bus Open Data Service
20.8	**Build Back Better** - The UK Government's plans to support economic growth through significant investment in infrastructure, skills and innovation
20.9	**Bus priority** - various techniques used to improve service and reduce delay for buses at intersections or junctions.
20.10	**BSIP** - Bus Service Improvement Plan
20.11	**Cabinet** - The Cabinet is responsible for most day-to-day Council decisions. The Leader of the Council appoints councillors to the Cabinet and the Cabinet Members have specific areas of responsibility.
20.12	**Choose How You Move** - Sustainable Travel Demonstration Town Programme
20.13	**Capacity** - the maximum amount that roads can contain
20.14	**Commercial** - operated without financial assistance of any kind. Services of this kind are entirely dependent on its passengers to provide sufficient funds in the form of fares for it to sustain a profit.
20.15	**Commissioning** - The continual process of planning, agreeing and monitoring services
20.16	**Community Transport** – provides flexible and accessible community-led solutions in response to unmet local transport needs, and often represents the only means of transport for many vulnerable and isolated people e.g. community minibuses and voluntary car schemes
20.17	**Competitive tender** - a common method of procuring (buying in) a service. Operators submit a price and proposal (tender) to deliver a particular service; those with the highest score win the contract.
20.18	**Concessionary travel** - Free bus travel for elderly and disabled people on local bus services in England.

20.19	**Congested** - so crowded with traffic or people as to hinder or prevent freedom of movement.
20.20	**Connecta Scheme** - Worcestershire Multi Operator Ticketing Scheme
20.21	**Content Management System (CMS)** - Computer software used to manage the creation and modification of digital content
20.22	**Conventional Bus Service** - a bus service which operates on a fixed-route and with a fixed-schedule and stopping points
20.23	**Cross-boundary** - A bus service that crosses between two or more Counties
20.24	**DDA Compliant** - Services to be compliant with the Disability Discrimination Act (DDA) 1995
20.25	**Digital Estate** - reference to a collection of tangible owned assets, e.g, Real time information displays, smart shelters
20.26	**E-Ink** - A type of electronic display for text that is intended to imitate the appearance of printed ink
20.27	**Enhanced Partnership** - an agreement between a Local Transport Authority (LTA) and local bus operators to work together to improve local bus services
20.28	**Euro 6 compliant** - A set of limits for harmful exhaust emissions produced by virtually any vehicle powered by petrol or diesel engines
20.29	**Every Child Matters** – National Policy to ensure that all children get the support they need to: be healthy stay safe enjoy and achieve make a positive contribution achieve economic well-being
20.30	**Franchising arrangement** - Where the authority specifies the bus services to be provided, determining the routes, timetables and fares. Services are then operated under contract by private companies through a competitive tendering process
20.31	**Frequency** - time between two arrivals (or departures) of buses or trains
20.32	**GIS/ArcGIS** - Graphical Information System; a system that creates, manages, analyses, and maps all types of data
20.33	**Indices of Multiple Deprivation** - widely-used datasets within the UK to classify the relative deprivation of small areas.
20.34	**Infrastructure** - fixed installations e.g. bus shelters, poles, information screens displays
20.35	**Integration** – combining of different modes of transport to maximise ease and efficiency for the user in terms of time, cost, comfort, safety, accessibility and convenience
20.36	**Intelligent traffic signal priority** - Priority can be given to public transport vehicles at traffic signals.
20.37	**Interchange** - a place where services meet, often where passengers change from one service to another

20.38	**Inter-Urban** - routes that service two or more urban conurbations
20.39	**Journey time** - The time taken to make a journey
20.40	**Key Performance Indicator** - A quantifiable measure used to evaluate the success of a bus service
20.41	**Local Particulate Level** - the sum of all solid and liquid particles suspended in air
20.42	**Local Transport Plan 4** - Worcestershire County Council's plan to support economic investment and growth, by delivering transport infrastructure and services
20.43	**LSOA** - Census Lower Super Output Areas. A geographic hierarchy designed to improve the reporting of small area statistics in England and Wales.
20.44	**Modal shift** - replacing a saturated means of transport with another to make the first less congested, normally from the car to another mode.
20.45	**Mode** - the means by which a person travels, e.g. bus, train, cycle, walk
20.46	**MPV** - Multi-purpose vehicle
20.47	**Multi-modal transport** - Using a variety of transport options to reach a destination, e.g. bus, train, cycle, walk
20.48	**Multi Operator Ticketing** - Ticketing options that can be used across services provided by different operators, e.g. Connecta Scheme
20.49	**Modal integration** - Improving connections between different forms of transport, e.g bus, train, cycle, walk
20.50	**National Bus Strategy** – The UK Government's Strategy to set out how National and Local Government and the private sector will collaborate to meet the needs of local communities, to enhance the use of public transport
20.51	**National Highways & Transport (NHT)** - a service improvement organisation providing a range of benchmarking services for the Highways & Transport sector
20.52	**Network** - The total number of routes in a defined area
20.53	**Network Identity** - Harmonisation of bus, information and infrastructure.
20.54	**Operating costs** - the costs incurred by a transport operator in running a service, e.g., fuel, drivers' wages, maintenance
20.55	**Open for Business** - Worcestershire County Council is 'Open for Business' helping companies across the region to access and take advantage of the wide range of fully funded business assistance programmes available
20.56	**Passenger Charter** – Sets out what passengers can expect from bus operators delivering local bus services across their area, giving bus users rights to certain standards of service, including punctuality, cleanliness and information.

20.57	**Passenger transport** - any form of transport which carries members of the public (as opposed to private transport)
20.58	**Patronage** - the number of people using the service
20.59	**Performance Management Framework Model** - Agreed methodology for accessing contracted bus service performance
20.60	**Population density** - the number of people living within a defined area
20.61	**Procurement** - The act of buying goods or services
20.62	**Punctuality** - the ability of a bus service to be on time
20.63	**QR code** - A "Quick Response" barcode. A machine-readable label containing information about the item to which it is attached
20.64	**Quality partnership** - agreements between the Council and local bus operators to improve the quality of services and facilities within the scheme area
20.65	**Real time information** - information which provides the actual time of the service as opposed to the scheduled time
20.66	**Reliability** - the ability for a service to operate consistently and to the times that are scheduled.
20.67	**RTIG** - Real Time Information Group, an organisation in the UK supporting the development of bus passenger information systems
20.68	**Rural** - relating to villages and the countryside
20.69	**Sedum** - a layer of vegetation (living plants) deliberately put on top of a conventional roof surface and bringing a whole host of benefits to the environment
20.70	**Severncard** - Worcestershire County Councils Student multi operator ticketing scheme.
20.71	**SIRI** - A European standard to define a standard interface for real time information
20.72	**Stakeholder** - Residents, partners, businesses and community who may be potentially affected by decisions made relating to the Passenger Transport Strategy
20.73	**Statutory** - required by an act of statute (a formal written enactment of a legislative authority that governs a city, state, or country)
20.74	**Strategic Corridors** - represents an area where evidence suggests investment in transport infrastructure will enable transformational economic growth.
20.75	**Strategic grant** - a sum of money given to an organisation to deliver a service with specific objectives.
20.76	**Strategic Transport Evidence Base** - Provides evidence base using statistical and mapping data to inform decisions.

20.77	**Socio-demographic** - The characteristics of a population
20.78	**Subsidised services** – services which require financial support to enable coverage of operations, normally where the fares obtained on the services are not enough to cover the costs.
20.79	**Superbus** - Packages of schemes that work together to increase bus patronage in a defined area.
20.80	**Sustainable** - able to be maintained at a certain rate or level
20.81	**Transport Focus** - independent watchdog for transport users.
20.82	**Trip Attractors** - Geographical locations likely to generate passenger journeys.
20.83	**UTC** - Urban Traffic Control
20.84	**Urban** - relating to towns and cities
20.85	**Wayfinding** - The process of determining and following a path or route between an origin and a destination
20.86	**WOD** - Worcestershire on Demand
20.87	**Worcestershire's Local Enterprise Partnership** - partnership with business, local government, the third sector and higher and further education to aid economic growth.
20.88	**ZEB** - Zero Emission Buses
20.89	**ZEBRA** – Zero Emissions Bus Regional Area, a competitive tendering scheme by the Department for Transport for authorities to deliver Zero Emission Buses and Infrastructure.