



FUTURE OF RURAL PUBLIC TRANSPORT

Melanie Watson
Independent Consultant

OVERVIEW - A RURAL PERSPECTIVE

- Cornwall Context
- Background
- Service Provision
- Recent Funding – BSIP / BFP
- One Network, Timetable, Ticket, Brand
- Key Challenges
- Lessons Learnt

CORNWALL CONTEXT

- Growing population, over half a million – 10% growth by 2031
- 25% population over 65 – compared to 18% for England & Wales, ageing at faster rate
- 2 in 5 people live in small settlements of less than 3,000 people - rural
- Deep inequalities in health and wealth exist – low average salaries
- Inequalities in health, education and safety outcomes between different groups of people and different places in Cornwall – some of which most deprived in UK
- House prices around 9 times the average wage
- Rural isolation is a key issue, especially for children and young people

- Politically strong support for public transport, shown by significant investment in buses and rail over the last 8 years.

- One integrated ticketing platform – delivered 2017
- Contactless ticketing and infrastructure investment 2018/19
- Network review and new 8-year tendered contract – 2020

BACKGROUND

- Rural authority
- Devolution Deal 2015
- £15m public transport investment
- £35m+ Operator investment
- Led to One Public Transport System for Cornwall
- Voluntary Partnership with operators
- New innovative tender





102 new buses – delivered through Covid-19.
Best rural fleet in UK?

SERVICE PROVISION

- First are main commercial operator, covering around 1/3 mileage.
- Innovative 8 year options tender - 2019
- Ambitious Package bid agreed with Go Ahead for all tendered buses in Cornwall
- Integrated commercial and tendered mileage to provide better links, more connections and upfront investment in a new fleet
- Linked school journeys into the wider network to provide more cost effective mileage
- Also includes delivery of one brand and customer service centre
- New network launched as Covid-19 hit, lost opportunity for launch
- Network remains largely intact, with significant subsidy from Cornwall Council

Bus Service Improvement Plan for Cornwall

Developed by Cornwall Council and the Bus Partnership Group
October 2021



transportforcornwall.co.uk



BSIP & BUS FARES PILOT

- One of the successful BSIP authorities, but massive shortfall in revenue bid for
- But, separate award for Bus Fares Pilot - £23.5m
- Allows 4 year fares trial to recover and grow patronage
- First year outcomes achieved – recovered pre-covid patronage
- Landed positively.
- DfT pilot £2 now in operation – challenge around how this is sustainable for longer rural journeys?

IT'S TIME TO BUS

£5 ALL DAY ANY BUS, ANY ROUTE*

£20 ALL WEEK ANY BUS, ANY ROUTE*

UNLIMITED BUS TRAVEL ACROSS CORNWALL

BROUGHT TO YOU BY **Transport for Cornwall** Karyans rag Kernow

MAKE BIG SAVINGS BY BUS

SEE MORE BY BUS THIS SUMMER

£5 ALL DAY ANY BUS, ANY ROUTE*

£10 ALL DAY FAMILY** ANY BUS, ANY ROUTE*

UNLIMITED BUS TRAVEL ACROSS CORNWALL

BROUGHT TO YOU BY **Transport for Cornwall** Karyans rag Kernow

MAKE BIG SAVINGS BY BUS

UNLIMITED BUS TRAVEL ACROSS CORNWALL FOR A FIXED COST

If you're buying an **Adult All Day** or an **Adult All Week**, there's a new, easy way to pay...

New Tap & Cap

Simply tap your bank card or smart phone when you get on the bus and tap off when you arrive at your destination. **Tap & Cap** will cap your payments for you so you'll never pay more than you should. (Always remember to use the same payment card for each journey).

£5 ALL DAY ANY BUS, ANY ROUTE*

£20 ALL WEEK ANY BUS, ANY ROUTE*

BROUGHT TO YOU BY **Transport for Cornwall** Karyans rag Kernow

MAKE BIG SAVINGS BY BUS

ONE NETWORK

Integrated information

In the last 12 months, and with the Enhanced Partnership in place from April, partnership delivery has stepped up a gear.

In January this year, Go Cornwall Bus, working in partnership with Cornwall Council and the other operators, developed a microsite to bring together all the transport information for customers. This website provides ticket information, bus network map, timetable booklets, operator contacts and a link to plan your journey.



[Hello](#)

[Tickets](#)

[Our Services](#)

[Plan a Journey](#)

[Get in Touch](#)



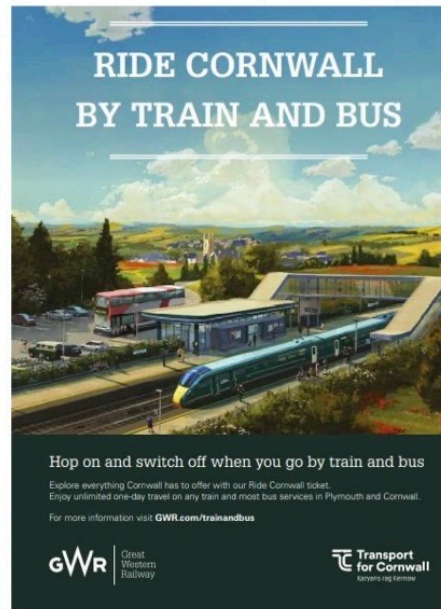
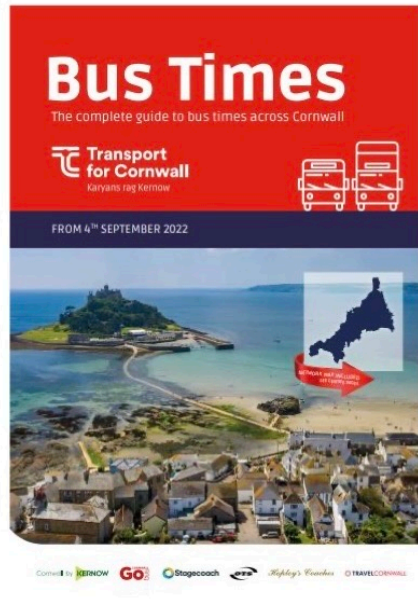
Download the complete guide to bus times across Cornwall

[Bus Times Guide Book](#)

If you're unsure about which services you need, or where you want to go, head to **Traveline** to plan a journey. If you need specific details about our services you can visit our websites or apps.

ONE TIMETABLE

Go Cornwall Bus & First South West joined forces to introduce a single public transport map featuring all bus services in Cornwall, accompanied in April by one set of 3 regional timetable booklets and then consolidated to one single timetable booklet in September.



GWR is also represented in our Enhanced Partnership and shares our vision for an integrated network. Working with GWR, on-board train announcements have been installed at the key bus / rail interchange points, announcing onward connections by bus and directing customers to transportforcornwall.co.uk for further information. Way finding between rail and bus stops has also been improved, alongside the rollout of TfC branding.

40 | PR1 | PR1A

RCH Treliske

40: RCH Treliskey Wing, Transmolestation, Pablaun Road, Chawearn, King Head, Coadhaby, Cawearck, St Day, Marke Copse, Rodelish, Railway Station, Redruth, Treco

PR1: RCH Treliskey Wing, Truro College, Truro Park, Gwent District, Wendea Junction

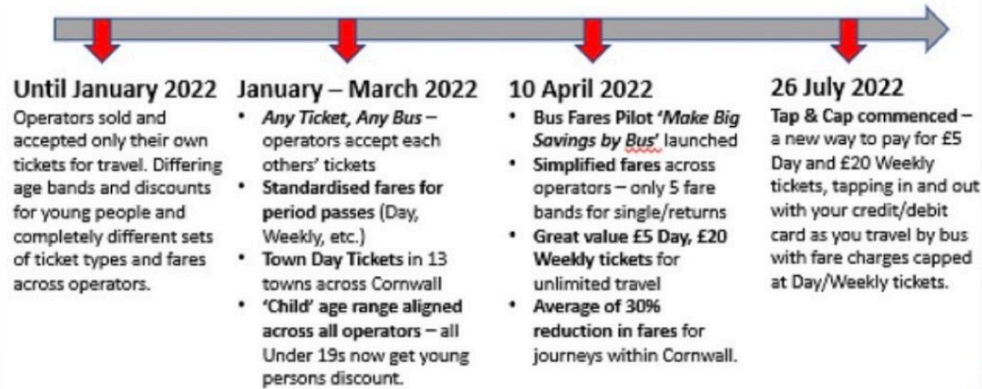
PR1A: RCH Treliskey Wing, Truro College, Langarth Park P&R

Mondays to Fridays (except Public Holidays)

Time	Service	Destination	Notes	Time	Service	Destination	Notes	Time	Service	Destination	Notes
0649	PR1	Langarth Park P&R		1034	PR1	Langarth Park P&R		1549	PR1	Langarth Park P&R	
0704	PR1A	Langarth Park P&R		1049	PR1	Langarth Park P&R		1609	PR1	Langarth Park P&R	
0713	PR1A	Langarth		1103	40	Redruth		1603	PR1A	Langarth	
0719	PR1	Langarth Park P&R		1104	PR1	Langarth Park P&R		1609	PR1	Langarth Park P&R	
0723	PR1A	Langarth		1119	PR1	Langarth Park P&R		1613	40	Redruth	
0734	PR1	Langarth Park P&R		1134	PR1	Langarth Park P&R		1619	PR1	Langarth Park P&R	
0749	PR1	Langarth Park P&R		1149	PR1	Langarth Park P&R		1623	PR1A	Langarth	
0753	PR1A	Langarth		1204	PR1	Langarth Park P&R		1629	PR1	Langarth Park P&R	
0759	PR1	Langarth Park P&R		1213	40	Redruth		1639	PR1	Langarth Park P&R	
0803	40	Redruth		1219	PR1	Langarth Park P&R		1643	PR1A	Langarth	
0809	PR1	Langarth Park P&R		1234	PR1	Langarth Park P&R		1649	PR1	Langarth Park P&R	
0813	PR1A	Langarth		1249	PR1	Langarth Park P&R		1659	PR1	Langarth Park P&R	
0819	PR1	Langarth Park P&R		1303	40	Redruth		1703	PR1A	Langarth	
0824	PR1	Langarth Park P&R		1304	PR1	Langarth Park P&R		1708	40	Redruth	
0833	PR1A	Langarth		1319	PR1	Langarth Park P&R		1709	PR1	Langarth Park P&R	
0839	PR1	Langarth Park P&R		1334	PR1	Langarth Park P&R		1719	PR1	Langarth Park P&R	
0849	PR1	Langarth Park P&R		1349	PR1	Langarth Park P&R		1723	PR1A	Langarth	
0853	PR1A	Langarth		1404	PR1	Langarth Park P&R		1729	PR1	Langarth Park P&R	
0859	PR1	Langarth Park P&R		1413	40	Redruth		1739	PR1	Langarth Park P&R	
0903	40	Redruth		1419	PR1	Langarth Park P&R		1743	PR1A	Langarth	
0909	PR1	Langarth Park P&R		1424	PR1	Langarth Park P&R		1749	PR1	Langarth Park P&R	
0913	PR1A	Langarth		1449	PR1	Langarth Park P&R		1759	PR1	Langarth Park P&R	
0919	PR1	Langarth Park P&R		1503	40	Redruth		1808	40	Redruth	
0929	PR1	Langarth Park P&R		1503	PR1A	Langarth		1809	PR1	Langarth Park P&R	
0933	PR1A	Langarth		1504	PR1	Langarth Park P&R		1819	PR1	Langarth Park P&R	
0939	PR1	Langarth Park P&R		1513	40	Redruth		1859	PR1	Langarth Park P&R	
0949	PR1	Langarth Park P&R		1519	PR1	Langarth Park P&R		1859	PR1	Langarth Park P&R	
1004	PR1	Langarth Park P&R		1523	PR1A	Langarth		1919	PR1	Langarth Park P&R	
1013	40	Redruth		1534	PR1	Langarth Park P&R					
1019	PR1	Langarth Park P&R		1543	PR1A	Langarth					

ONE TICKET

Cornwall Ticketing Timeline



ADULT **£5** ALL DAY **£20** ALL WEEK

ANY BUS, ANY ROUTE*
UNLIMITED BUS TRAVEL
ACROSS CORNWALL

*excludes park and ride and privately contracted journeys

Tap & Cap Now available for your ADULT £5 & £20 tickets

MAKE BIG SAVINGS BY BUS

REDUCTIONS ACROSS MOST FARES!

ANY BUS, ANY ROUTE*

TOWN ZONE DAY TICKET ADULT **£2.50** UNDER 19 **£1.50**

CATCH ME ACROSS CORNWALL ADULT ALL DAY **£5**

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ONE BRAND



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LESSONS LEARNT?

- No one size fits all – Cornwall building from a strong base
- It needs a lot of investment – Cornwall subsidise 50% of the mileage, but benefits are real and wide ranging
- Need to consider the ‘whole’ and how it fits together
 - Role of rail, school transport, CT, active travel, e-bike etc
 - DRT under review as part of wider network development
- Have to accept some compromises and trade offs
 - School transport integration
 - Post-16 college flows
- Need to understand journey patterns and prioritise some movements
- Network is key, but so is customer service and ticketing – needs to be seamless and reduce barriers
- More work needed around interchange – we can’t provide direct journeys for all
- Behaviour Change could be a key tool, but under funded / utilised to date?

KEY CHALLENGES

- Funding – rural transport networks are not commercially viable
- BSIP Priorities – most rural areas want revenue funding to underpin service provision – they did not get this
- Attractiveness to the customer – service levels are critical
- Fares – DfT £2 scheme welcome but how viable longer term?
- Rural authorities often have longer journeys made....
- Cornwall has put in a huge amount of subsidy to deliver – other areas don't see it as a priority?



PASSENGERS ARE
RETURNING - THEY
SHOULD BE AT THE
HEART OF OUR
THINKING.

TRANSPORT PROVIDES
A LIFELINE AND
CHANGES LIVES!

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