

Delivering the Bus Strategy

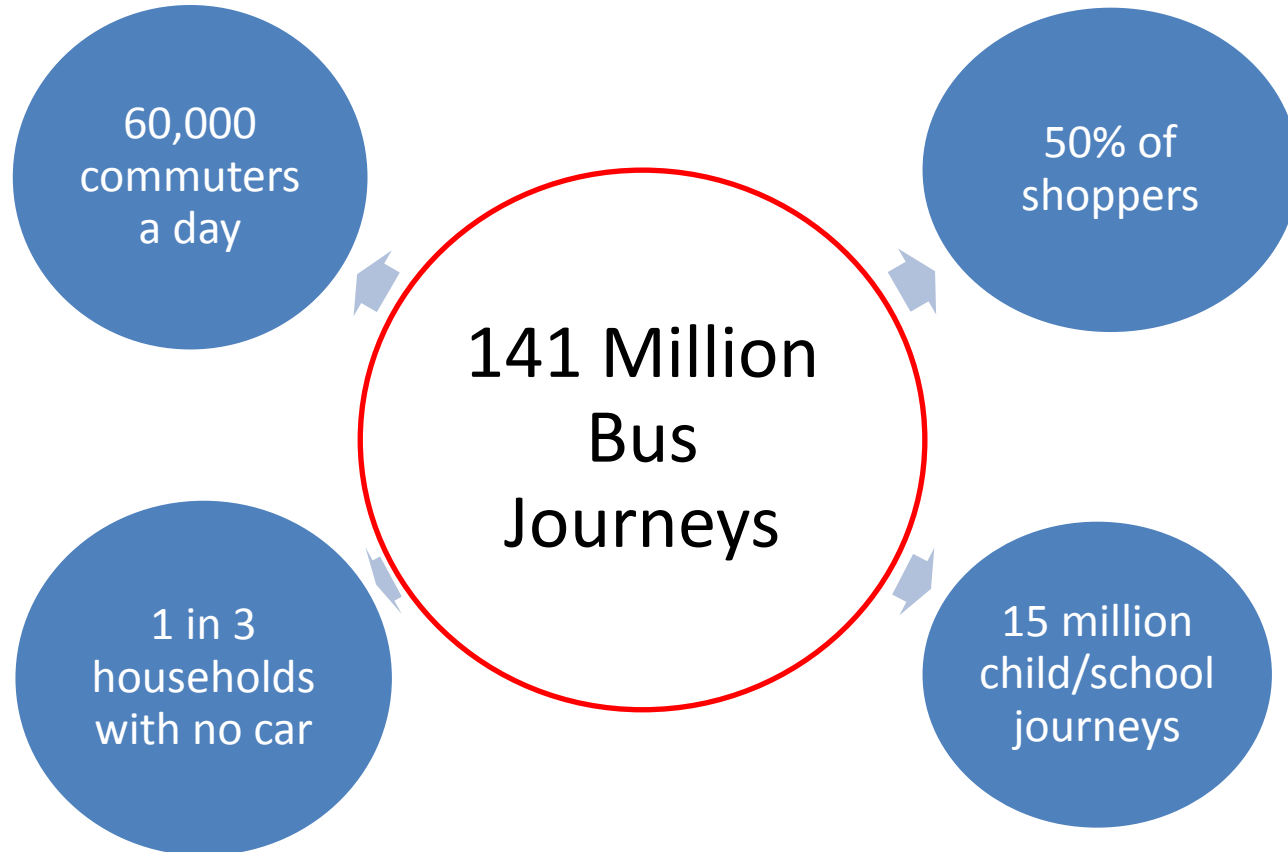


all change

Because buses *matter*

Why buses matter:

An essential public service



A complicated market

- Services provided by three different companies, plus Nexus contracts
- Unstable routes, frequent changes and inconsistent consultation
- Complicated fare systems and age rules
- Lack of planning as a public service to meet economic and social needs



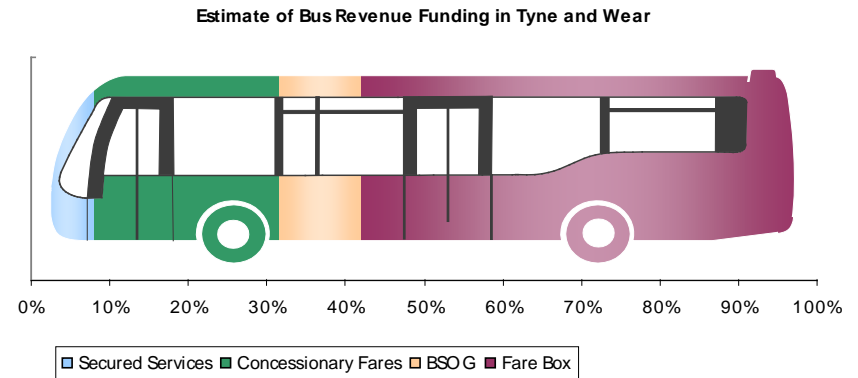
Confusing for customers

- Dozens of different brands and operator identities
- More than 100 different choices of ticket
- Multiple information and customer service lines
- Buses with the same number going to different destinations



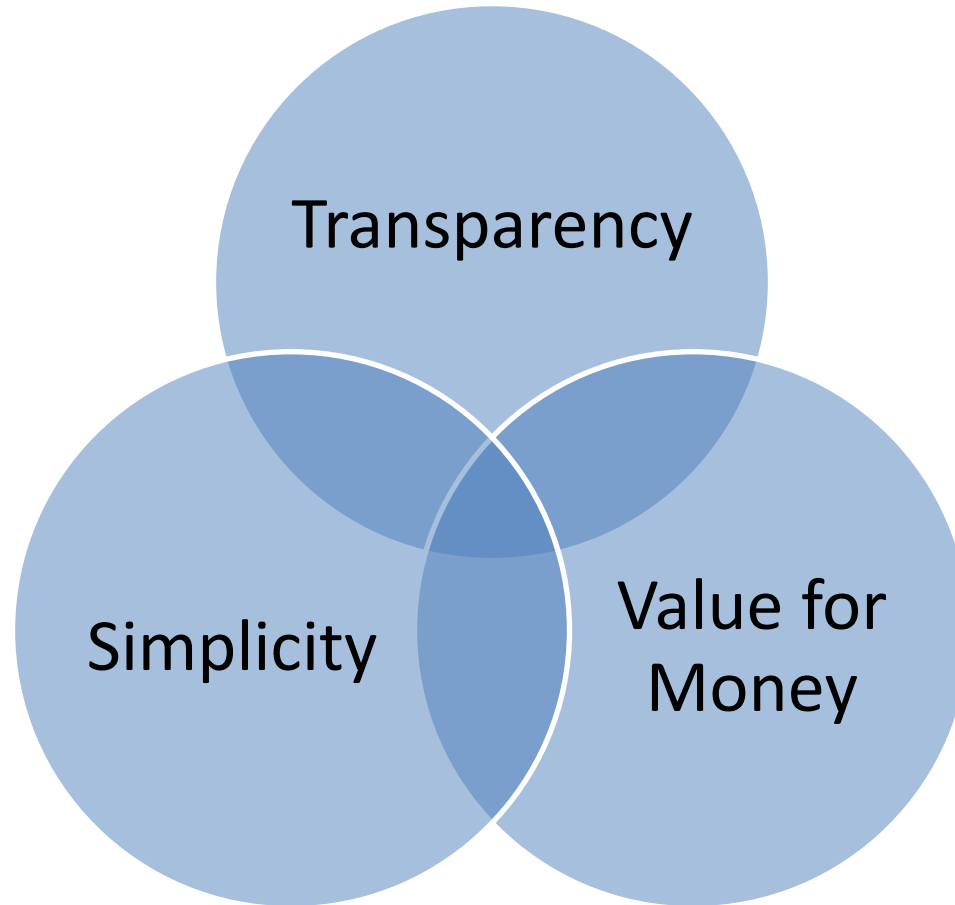
The problem today:
Unsustainable costs

- Bus passenger numbers falling
- Companies depend on 45% income from taxpayer - £62m per year
- Service cuts expected in the coming years
- Nexus cannot afford to fill new holes in the network

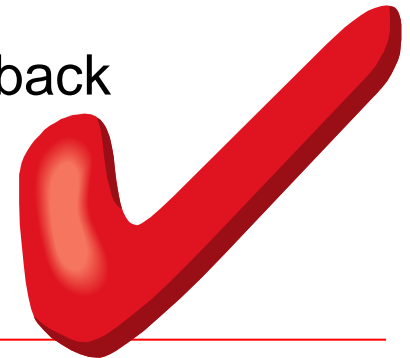


Where we want to be:

A better public service

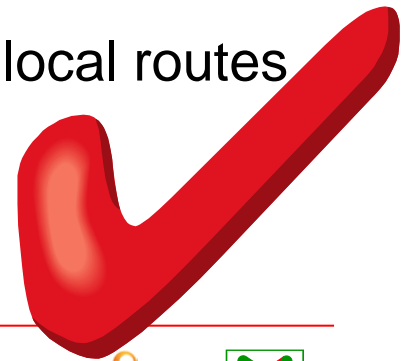


- One accountable and accessible single body responsible for all aspects of bus services (including fares)
- Clear targets for reliability, cleanliness, security and standards
- Following annual review consultation where routes and services may change
- One easy and transparent address for customer feedback



Where we want to be:
Simplicity

- A public transport network, not individual routes
- Clear branding to knit services together and inspire confidence
- A simple fare structure covering all buses and Metro
- One single source for all travel information and ticket sales
- High-quality core network every 10 minutes, backed by local routes



Where we want to be:
Value for money

- Any public money paid as a result of competitive process
- Fare revenue put back in to better services
- New deal on fares for young people and full-time students
- Open competition to achieve the best deals from private companies
- Attracting the best in customer service and vehicle quality

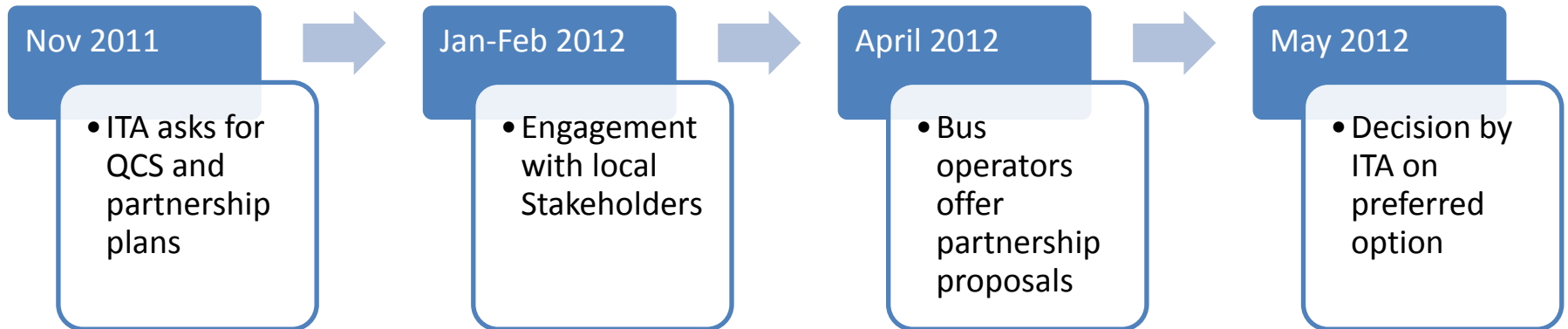


Quality Contracts Scheme

- ITA takes responsibility for fares, routes, frequencies and standards
- Open competition for companies to operate groups of services
- ITA collects fare revenue to re-invest in services
- No local buses can operate without ITA consent
- Similar system to London, and the Metro operating model

Voluntary partnership

- Agreement between Nexus, local authorities and bus companies
- Operator commitments on routes, timetable and the range in which fares can change
- Commitments from Nexus and councils on infrastructure management
- Agreement on network changes, including consultation
- Operators retain fare revenue and profit from their own services





all change

Because buses *matter*

Where we want to be:
Questions?

