



<u>Committee and Date</u> Bishop's Castle, Chirbury & Worthen and Clun Local Joint Committee 28 September 2009 7.00pm	<u>Item/Paper</u> 5 Public
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11 September 2009

BUS SERVICES/SHROPSHIRE LINK SERVICE

Dear

ShropshireLink Service Development - Local Joint Committee Consultation

Shropshire Council is currently undertaking consultation on the ShropshireLink service.

ShropshireLink is a key element of the Councils Rural Transport Strategy. It provides a flexible, demand responsive Local Bus Service that is available on a pre-booked basis to all rural residents in the County. The service aims to take rural residents to their closest market town in order to be able to access "essential services". These include health and medical appointments, shopping and banking.

ShropshireLink dramatically improved the Councils performance in offering rural residents accessibility to their closest Shropshire market town. The service is a response to the increasing cost and limitations of the previous fixed route rural network. This generally comprised one day a week rural fixed route services that would, by definition, never be available to all rural residents. Since ShropshireLink however, the number of rural households with access to their closest Shropshire market town on a minimum of 2 days each week has risen from 37,974 (57%) to 66,623 (95%). ShropshireLink operates 6 days a week, Monday to Saturday with a minimum of two days a week in each area.

The ShropshireLink services can also, on demand, connect with the core service network, allowing travel further afield across the County between market towns.

ShropshireLink operates County wide, within 9 defined zones. Each zone is serviced by a new, fully accessible vehicle that can on request, operate on a door to door basis where required.

ShropshireLink was planned and launched following extensive involvement with local communities and their representatives. Given the efforts made in these planning stages to meet local need across the whole of the county, we are now delighted to be able to report that the service continues to add new users and increases month on month on the number of passenger trips that it provides. In the first month alone there was an increase of 25% in

rural bus passenger trips over the former fixed route rural network. The increase after the first 6 months is now 105%.

At its launch in November 2008, the Council undertook to review all aspects of the service following 6 months of operation. As part of this process, I would like to invite your Local Joint Committee to comment on the service in terms of its effect within your area. Following the consultation process as a whole, the Council will report on its findings.

Where there are opportunities to improve and adapt the service in the light of the feedback received, and where these changes can be accommodated operationally and financially, the service can be developed to even better meet the needs of rural residents.

The key aspects of ShropshireLink that the Council are seeking feedback, opinions and suggestions from your LJC area on are:

- The areas ("zones") of operation, with particular reference to your LJC area
- The days of the week, and the times within those days that ShropshireLink is available within your LJC Area
- Whether the service is giving residents in your area access to the appropriate local market town for their needs
- The design and style of ShropshireLink vehicle
- The booking line service
- The driving staff

This list is not exhaustive and we would also welcome further comment from your LJC on any other aspects of ShropshireLink that you would like to raise.

Please forward the response of your LJC to:

Mr Jonathan Hayes – Team Leader, Transport Policy and Publicity
Transport Policy
Shirehall
Shrewsbury
SY2 6ND
Jon.hayes@shropshire.gov.uk

Yours sincerely

Phil Crossland
Assistant Director – strategic Highways and Transport.

Additional information provided by Matt Johnson regarding the Shropshire Link for the Committee's information:

Shropshire Link service information up to the end of August 2009:

- There have been 1,121 passenger registrations county wide;
- The CSC Booking Line has handled 8,060 calls;
- There have been 14,744 passenger trips ;
- This means an increase in passenger trips by local bus in rural areas of 61% as compared to before the launch of the ShropshireLink ;
- 69% of current passengers travel for free on their Concessionary travel card ; and
- The vehicle fleet as a whole is averaging some 13,000km per month.

Operator Contact Details

AMN	Arriva Midlands	0844 800 4411
HCT	Horrocks Coach Travel	01588 680364
MIN	Minsterley Motors	01743 791208
SCC	Shropshire County Council	01743 245300
TAN	Tanat Valley Coaches	01691 780212
WTH	Worthen Travel	01743 851360

Shropshire Link - flexible to your needs ...

What is it?

Shropshire County Council has made travelling around your rural area easier, the new Shropshire Link service will give you improved access to your nearest market town.

The bus services are pre-bookable and operate flexibly on demand.

The county has been split into 9 Shropshire Link zones. Each zone is made up of several smaller areas operating on selected days between Monday and Saturday.

Shropshire Link will also connect to our high frequency bus services linking the main market towns and railway stations.

Who can use it?

Anyone can use the service by following some very simple steps.

The service will be provided by new low floor vehicles which are easily accessible for all. If you have any specific mobility needs please make this clear when booking your journey.

If you intend to connect to other bus services for onward travel please remember we cannot guarantee low floor vehicles on these services. Please contact the relevant operator for more information.

Concessionary Fares Passes are accepted on all services which allow eligible pass holders travel free of charge.

To book your journey call.....

 **0845 6789068**

How do I use it?

- Firstly find your area on the maps (you may also call the booking service who will find your area based on your address).

- Then answer these 3 simple questions:
WHO? WHERE? WHEN?

- **WHO** you are and your area or address
- **WHERE** you want to travel from and **WHERE** you want to go

- **WHEN** you want to travel

- Finally call the Shropshire Link booking service who will aim to meet your needs.

- Don't forget to book your return journey at the same time!

Core service connections

If you wish to connect with another bus or rail service, let us know at the time of booking and we will do our best to schedule the service to meet your connection.

To book your journey call.....

 **0845 6789068**

To book your journey please call at least 24 hours before you wish to travel. You can book up to 7 days in advance. Bookings are subject to availability.

Lines open;

Monday and Thursday 0800 - 2000

Tuesday, Wednesday and Friday 0800 - 1800

Saturday 0900 - 1300

If you require any further information or have any questions about the Shropshire Link bus services please telephone our friendly booking line for help and advice on the number above.

Whilst every effort has been made to ensure the accuracy of information within this document, Shropshire County Council or any of its agents cannot be held responsible for any errors or changes in the information given.



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Shropshire Link

Shropshire Link...
Zone 1
November 2008



Zone 1

including Pontesbury, Minsterley and Bishop's Castle



...flexible to your needs

Shropshire Link Operating Hours

Shropshire Link will operate the following hours in Zone 1:

The service will commence Mondays to Saturdays around 0915 with the last drop off at 1830*.

* During school terms Shropshire Link will not be available between 1530 and 1630.

Shropshire Link is operated by Shropshire County Council.

Shropshire Bus Services

Shropshire Bus service frequency details

The following services operate within Zone 1:

Service	Route	Days
71	Weishpool - Churchstoke - Bishop's Castle	Mon-Sat
548	Shrewsbury - Annescott - Pulverbatch	Mon-Sat
552/553	Bishop's Castle - Minsterley - Shrewsbury	Mon-Sun
558	Montgomery - Westbury - Shrewsbury	Mon-Sat
765	Bishop's Castle - Minsterley	Sch
766	Bishop's Castle - Colebatch - Bishop's Castle	Sch
767	Bishop's Castle - Montgomery - Welshpool	Mon
768	Bishop's Castle - Churchstoke - Minsterley	Sch
773	Bishop's Castle - Clun - Newcastle - Newtown	Tues
775	Newtown - Minsterley - Portesbury	Tues
780	Long Mynd & Shropshire Shuttle (seasonal service)	Sat, Sun, BH
782	Secret Hills Shuttle (seasonal service)	Sat, Sun, BH
860	Bishop's Castle - Craver Arms - Much Wenlock - Telford	Weeks

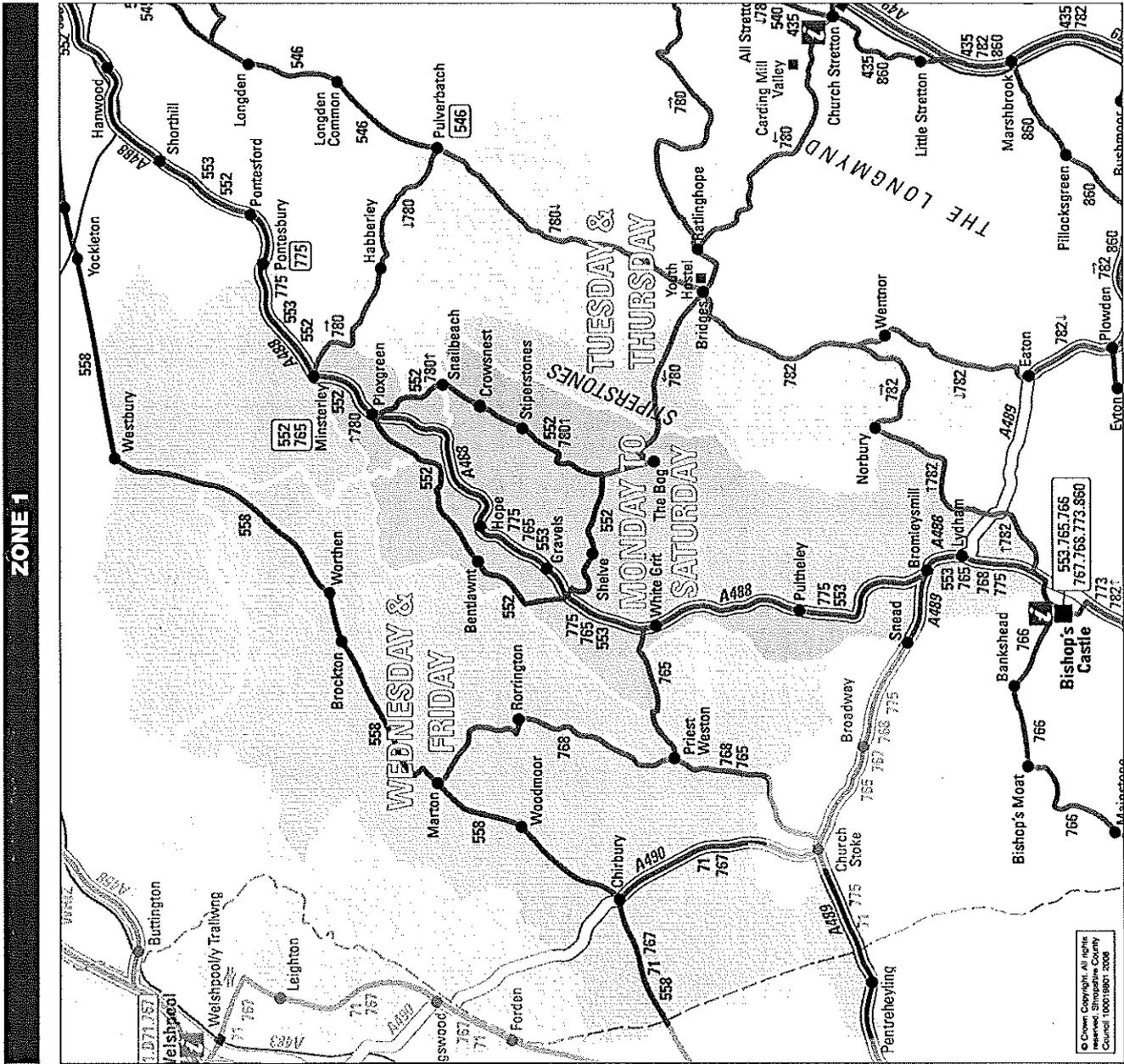
BH - Bank Holidays
Sch - School days only

Query - Should the second line above have a lower case 'b' for bus, and should 'services' be plural?



traveline
public transport info

www.traveline.info
0871 200 22 33
Calls from landlines cost 10p per minute
www.shropshire.gov.uk
e-mail: passtrans@shropshire-cc.gov.uk



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Operator Contact Details

AMN	Arriva Midlands	0844 800 4411
BE1	Bebb Travel Plc	01792 852102
HCT	Horrocks Coach Travel	01588 680364
LVP	Lugg Valley Primrose Travel	01568 612759
MIN	Minsterley Motors	01743 791208
OWM	Owens Motors	01547 528303
SCC	Shropshire County Council	01743 245300
WTH	Worthen Travel	01743 851360

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ShropshireLink...
Zone 2
 November 2008

Zone 2
 including Bishop's Cleeve, Bucknall,
 Clun and Craven Arms



ShropshireLink

Shropshire Link Operating Hours

Shropshire Link will operate the following hours in Zone 2:

The service will commence Mondays to Saturdays around 0915 with the last drop off at 1830*.

* During school terms Shropshire Link will not be available between 1530 and 1630.

Shropshire Link is operated by Shropshire County Council.

Shropshire Bus Services

Shropshire Bus service frequency details

The following services operate within Zone 2:

X11	Bulth Wells - Presteligne - Ludlow	BE1	Mon-Fri
435	Ludlow - Church Stratton - Shrewsbury	MIN	Mon-Sat
488	Bucknell - Herford	LVP	Weds
552/553	Bishop's Castle - Minsterley - Shrewsbury	AMN/MIN	Mon-Sun
738	Ludlow - Kington	AMN	Mon-Fri
765	Bishop's Castle - Minsterley	WTH	Sch
766	Bishop's Castle - Colebatch - Bishop's Castle	HCT	Sch
767	Bishop's Castle - Montgomery - Welshpool	HCT	Mon
768	Bishop's Castle - Churchstoke - Minsterley	WTH	Sch
773	Bishop's Castle - Clun - Newcastle - Newtown	HCT	Tues
774	Presteligne - Newtown	OWM	Tues & Thurs
782	Secret Hills Shuttle (School Service)	SCC	Sat, Sun, BH
860	Bishop's Castle - Craven Arms - Much Wenlock - Telford	HCT	Weds

BH - Bank Holidays
Sch - School days only

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0871 200 22 33

Calls from landlines cost 10p per minute
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public transport info

ZONE 2

