

# Public and Community Transport in Shropshire



Matt Johnson  
Senior Public Transport Officer

# Transport Policy Team

- **Public Transport Services (£3.3 million)**
  - Subsidised local bus services
  - Park & Ride – Shrewsbury / Ludlow
  - Community Transport / Cars
  - Marketing & Promotion of Public Transport Services
  - ShropshireLink...
  - Other peripheral services
- **Concessionary Fares (£3.4 million)**
  - Bus Passes (Statutory responsibility)
  - Local Enhancements (Travel Tokens, Rail Cards etc...)
- **Capital Program**
  - Improvements to Infrastructure (Bus Shelters, Bus Stops etc..)
  - Purchase of vehicles

# Key Services ShropshireLink

## To book the bus....

Call the booking and coordination centre on;

**0845 678 9068**

## Days and times....

Varies by area of operation typically;

**Monday to Saturday 9.15am to 6.00pm**

Not available between 3pm & 4pm (School service)

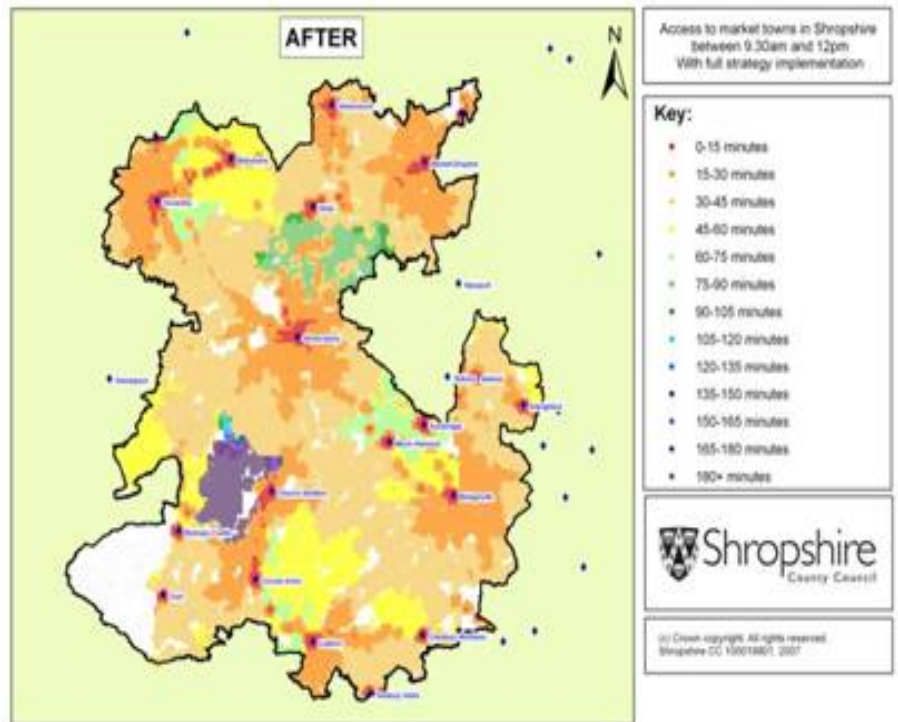
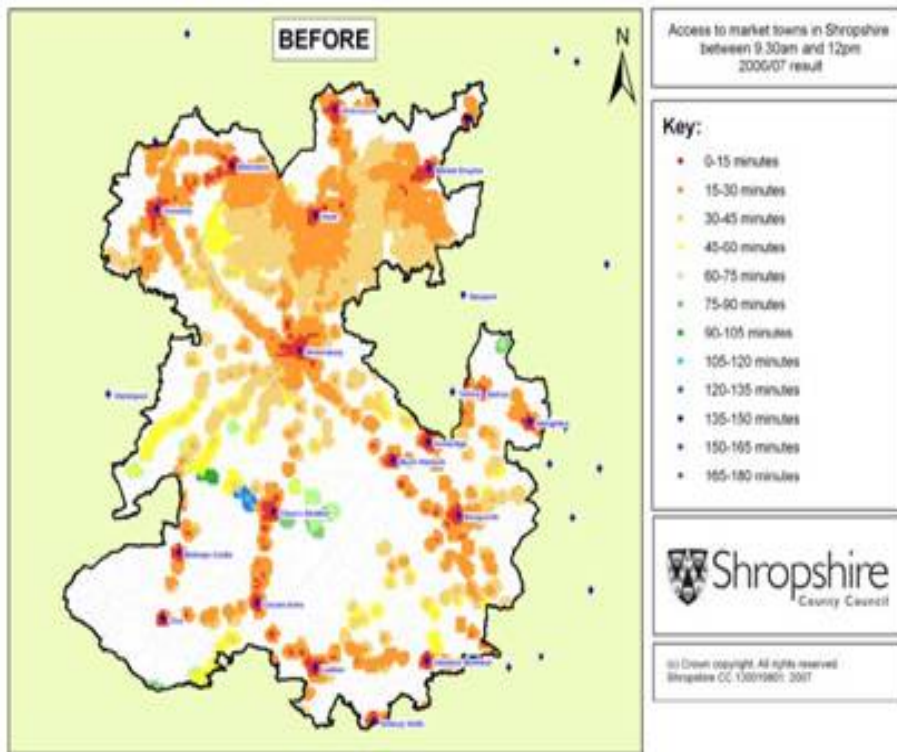
## Fares

Adult £1.35 (£2.70 return)

Child £0.70 (£1.40 return)

Concessionary Travel pass holders go free!

# Improving Rural Accessibility



# 6 Month Review

- Surveys – on bus, booking line, focus groups, drivers and booking staff seminars
- 73% “an excellent service”
- 88% “very satisfied” with the vehicle
- Minor amendments now made to zone availability
- New publicity and marketing strategy launched
- Still confident in min 15%pa passenger growth across first three years

# Question 1

Before the launch of ShropshireLink just 57% of rural households had access to their nearest market town on a minimum of two days a week. Following the launch what has this increased to?

A – 78%

B – 97%

C – 84%





## Question 2

To improve efficiencies the ShropshireLink service also operates a number of contracted primary school services. Approximately how much, per year, has this saved Shropshire Council per annum?

A – £64,000

B – £77,000

C – £141,000



## Question 3

Prior to the launch of ShropshireLink the rural local bus services carried an average of 1005 passengers per month. Last month this had increased by.....

A – 27 %

B – 107 %

C – 157 %



# Shropshire's Community Transport Sector

**Access to “essential services” *includes* the following categories:**

## **Healthcare**

- Hospital and visiting friends/relatives in hospital
- Visiting doctors, dentists, opticians, chiropodists and physiotherapists
- Transport to hearing aid and ulcer clinics
- Collecting urgent prescriptions

## **Shopping**

- Collecting pensions, personal business e.g. bank, building society, solicitors
- Transport to a bus stop or train station to catch an onward service
- Meeting people off the train or bus and taking them home
- Attending a funeral

# Volunteers at large...

- c. 400 Community Car drivers – 658,000 miles last year
- c. 100 Voluntary Car Service drivers – 63,000 miles last year
- 10 Community Transport Bus schemes – 64,000 miles last year

# Shropshire Council

## Budget Strategy – 2010 - 2011

- Proposals – Wider Budget Strategy
- Implications for Passenger Transport - £716,000
  - Remove subsidy from Sunday Services - £66,000
  - Remove subsidy from high cost service - £126,000
  - Increase fares on subsidised services - £19,000
  - Remove subsidy from Evening Services - £115,000
  - Increase Passenger Contribution Community Cars - £25,000
  - Increase Fares P&R £1.40 to £1.60 - £100,000
  - Remove Concessions on P&R - £135,000
  - Remove Concessions pre 0930 - £130,000
- To Respond;
  - Telephone; 0345 678 9013
  - Email; [tellus@shropshire.gov.uk](mailto:tellus@shropshire.gov.uk)
  - Web; [www.budgetsimulator.com/shropshire](http://www.budgetsimulator.com/shropshire)

# Looking to the future....

- Local Transport Plan
  - Action plan for improving transport facilities and services in Shropshire
  - Outline strategy and objectives for 15 years
  - Detailed three year action plan
  - Consultation January 2011
  - Website; Transport & Streets; Public Passenger Transport; Local Transport Plan.
- Bus Strategy
  - Within LTP
  - Defines minimum levels of service

**Matt Johnson**  
*Passenger Transport Policy,  
Shropshire Council*

t. 01743 253013  
e. [matt.johnson@shropshire.gov.uk](mailto:matt.johnson@shropshire.gov.uk)