



The Joint Derby City Council and Derbyshire County Council Bus Information Strategy

RECOMMENDATION

- 1.1 Cabinet to approve the Joint Derby City Council and Derbyshire County Council Bus Information Strategy.
- 1.2 Cabinet to approve future year progression of the strategy subject to funding arrangements being identified.

REASON FOR RECOMMENDATIONS

2. The City Council under the terms of the Transport Act 2000 is required to produce a Bus Information Strategy to "determine what local bus information should be made available to the public and the way it should be made available". This document fulfils this obligation.

SUPPORTING INFORMATION

- 3.1 The main aim of the Bus Information Strategy is to improve the availability, accessibility and quality of bus information for people in Derby and Derbyshire, so that they know what bus services are available to them to meet their travel needs.
- 3.2 This strategy continues the approach, which the City and County Councils have used in the development of their joint Local Transport Plan. It also recognises the fact that many of the bus services in the area cross the boundary between the City and County and therefore it would be logical to present information on these services in a consistent way.
- 3.3 For the purposes of the Transport Act 2000 "local bus information" means:
 - information about routes and timetables for local services to, from and within the area
 - information about fares
 - information on facilities for disabled people, travel concessions, connections with other public passenger services or other relevant subjects that the authority consider appropriate in relation to their area.

- 3.4 Improvements to information on products and services are of no advantage in themselves, they are only a means of bringing benefits to bus passengers. The strategy therefore focuses on when and where people need information before outlining the programme required to deliver this information.
- 3.5 The content of this strategy has been consulted on extensively in the City and County council areas. Amongst the groups whose opinions have been sought are council members, bus operators and user groups, the Joint Local Transport Plan Steering Group, Parish and District Councils, Government Office for the East Midlands and the Traffic Commissioner.

OTHER OPTIONS CONSIDERED

1. The Council is already legally obliged to provide certain information such as that provided through the national Traveline service but there are other items where this is not the case. For example the Council could stop producing printed bus information timetables and books and leave operators to do the job. This option is however not being proposed because:
 - the Council already has in place a well established and highly regarded system for gathering and producing some of the information requirements proposed, this includes the City Council website which has details of bus services in the city
 - there are some areas in the City and County where nobody would be interested in providing information
 - some operators lack the ability or resources to do the job
 - the Council has a clear role of promoting city wide services irrespective of operator networks
 - it would be difficult to ensure all the operators applied a similar standard everywhere
 - the existing system helps the council to raise awareness of public transport services and achieve its LTP targets.

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| Background papers: | Copy of the Joint Derby City Council and Derbyshire County Council Bus Information Strategy |
| List of appendices: | Appendix 1 - Implications |

IMPLICATIONS

Financial

- 1.1 The costs associated with the implications of this strategy are funded by existing public transport revenue budgets and Local Transport Plan Capital budgets for 2004/05. Additional resources are also being provided by the bus operators.
- 1.2 In order to progress the strategy in future years it will be necessary to provide additional revenue funding of approximately £25,000 per year for 2 years for an increased staffing resource. The need for this resource and the possible source of funding will be addressed within the strategy action plan.

Legal

2. The City Council under the terms of the Transport Act 2000 is required to produce a Bus Information Strategy.

Personnel

3. None arising directly from this report although additional staff resources will be required during the latter part of the implementation phase of this strategy.

Corporate Objectives and Priorities For Change

4. Improvements in the provision of bus information will contribute to a number of the corporate objectives and priorities for change:
 - strong and positive neighbourhoods - with good local services.
 - protecting and supporting people - to help people live independent lives in the way they choose.
 - a healthy environment - encouraging people to use public transport more.
 - continue plans to remove traffic from city centre streets.

