

Executive Summary

1. Punctuality is always seen by customers as the most important aspect of any bus service.
2. The Duffield Road Bus Lane has put the interests of a very large number of bus users ahead of a very much smaller number of motorists.
3. It has worked. It is a huge success. Bus ridership has increased by 8.3% - **EIGHT TIMES BETTER** than other bus routes in Derby. This means greater prosperity for Derby and fewer cars in town - in line with the National agenda.
4. There have been significant savings in bus journey times and improved punctuality.
5. The new bus lane has benefited over 2 million passenger journeys a year.
6. Passengers say that adding more bus lanes is even more important than extra frequency or reduced fares.
7. Bus customers are destination-loyal – visiting the same place time after time. Motorists are not. Bus lanes make journeys into city centres quicker and more punctual, this broadens the catchment area, attracts extra customers and increases city prosperity.
8. There are Social Exclusion (Accessibility) issues; the quicker and more punctual the journey, the wider and more sustainable the travel to work/jobseeking radius becomes for those without other transport.
9. Legislation encourages Quality Partnerships which allow bus operators to plan quality investment programmes alongside bus priority measures to grow bus markets. These agreements form the nucleus of the Local Transport Plan, by which Department funding is secured for the City. This is a statutory, integral document.
10. *trent barton* has invested heavily in Derby in the expectation of such bus priority measures. It has one of the most modern, low-emission and easy-access major bus fleets in the UK.
11. The Commission should consider whether the bus lane should stay or go. Dilution or diminution in an attempt to moderate objection would render the measure ineffective and worthless.
12. The stakes could hardly be higher. Failure of this bus lane must signal that there will be no likelihood of any of the City's other Local Transport Plan pledges being politically deliverable either. Passenger numbers will fall. Vulnerable groups will suffer. Investment will be slashed. Fares will rise. Jobs will be lost. Congestion will increase. Retailers will lose trade.