

Final
October 2022

Royal Borough of Windsor and Maidenhead Bus Partnership:

Part 1 – RBWM Enhanced Partnership Plan

24 October 2022

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Part 1 RBWM ENHANCED PARTNERSHIP PLAN

The RBWM Enhanced Partnership Plan for Buses is made in accordance with Section 138G(1) of the Transport Act 200 by the Royal Borough of Windsor and Maidenhead.

The RBWM Enhanced Partnership Plan was approved on 24 October 2022 and comes into effect on 24 October 2022 and will remain valid until revoked.

1 About this EP Plan

1.1 Introduction

1.1.1 RBWM is committed to creating a sustainable borough of opportunity and innovation. To enable this we are focussed on creating quality infrastructure that connects neighbourhoods and businesses as well as taking action to tackle climate change. To do this we need a bus network that is affordable, accessible, safe, convenient and integrated. The only way to do this is in partnership with the bus industry and the operators serving our borough.

1.1.2 In March 2020, the Government set out its plan for transforming bus services across the country in its National Bus Strategy ‘Bus Back Better’. In response to this, in June 2020, RBWM announced its intention to enter into an Enhanced Partnership (EP) with operators and published its Bus Service Improvement Plan (BSIP) in October 2020.

1.1.3 Based on the strategy set out in the BSIP, the guiding principles of the EP Plan and Scheme are as follows:

- **Partnership:** RBWM recognises that it cannot fully meet its obligations without closely working with local residents, businesses and stakeholders including operators of all bus services, to deliver the objectives of the EP Plan and Scheme.
- **Quality:** For the bus network to compete with other modes, it needs to be developed in a way that provides a quality service that is affordable, accessible, reliable, and available.
- **Responsive:** The Enhanced Partnership presents the opportunity to share access to more reliable, more frequent data on the bus network. Working with Bus Operators and other stakeholders, this data can be used to react to changes in demand patterns and to consistently review opportunities to increase patronage.
- **Monitoring and reporting:** A monitoring plan will be developed and deployed early in the life of the Enhanced Partnership. Through continuous monitoring of the bus network, the impact of investment from the DfT, RBWM and Bus Operators can be understood and future plans optimised.

1.1.4 The principal objectives of the EP Plan and Scheme align with those set out in RBWM’s BSIP), as follows:

- Buses will offer a quality service that provides accessibility to the widest cross section of the population
- Buses will provide people with an option to access work, services, and leisure activities
- Operators will offer and promote affordable fares and multi-operator ticketing
- The bus network will encourage integration with other modes of transport
- Information will be widely available and accessible to all users
- Infrastructure supporting the bus network will be contemporary, well-maintained, and consistent

1.2 Content

1.2.1 This document fulfils the statutory requirements for an EP Plan.

1.2.2 In accordance with statutory requirements in section 138 of the Transport Act 2000, the EP Plan document sets out:

Section 2 - Scope and validity of the EP Plan

Section 3 - RBWM current bus service offer

Section 4 - Candidate EP Scheme(s) - Facilities

Section 5 - Candidate EP Scheme(s) - Measures

Section 6 - Indicative funding requirements

Section 7 – Competition test

Section 8 - Bespoke arrangements for varying or revoking the EP Plan

1.2.3 In this EP Plan and any Schemes made pursuant to it, capitalised terms shall have the meanings ascribed to them in Annex 1-A.

1.3 Status

1.3.1 This Enhanced Partnership will supersede existing arrangements and acquire substantially greater legal status. Benefits include the enhancement of quality standards and access to funding for investment in public transport-related projects and activities which might not otherwise be available.

2 Scope and validity of EP Plan

2.1 Geographical coverage

2.1.1 The RBWM EP Plan area extends throughout the full administrative area of RBWM as defined by the purple boundary line in EP Plan Figure 1-1. Any changes to this boundary will represent an EP Plan variation, to be agreed in accordance with the Bespoke Arrangements of section 8 of this EP Plan.

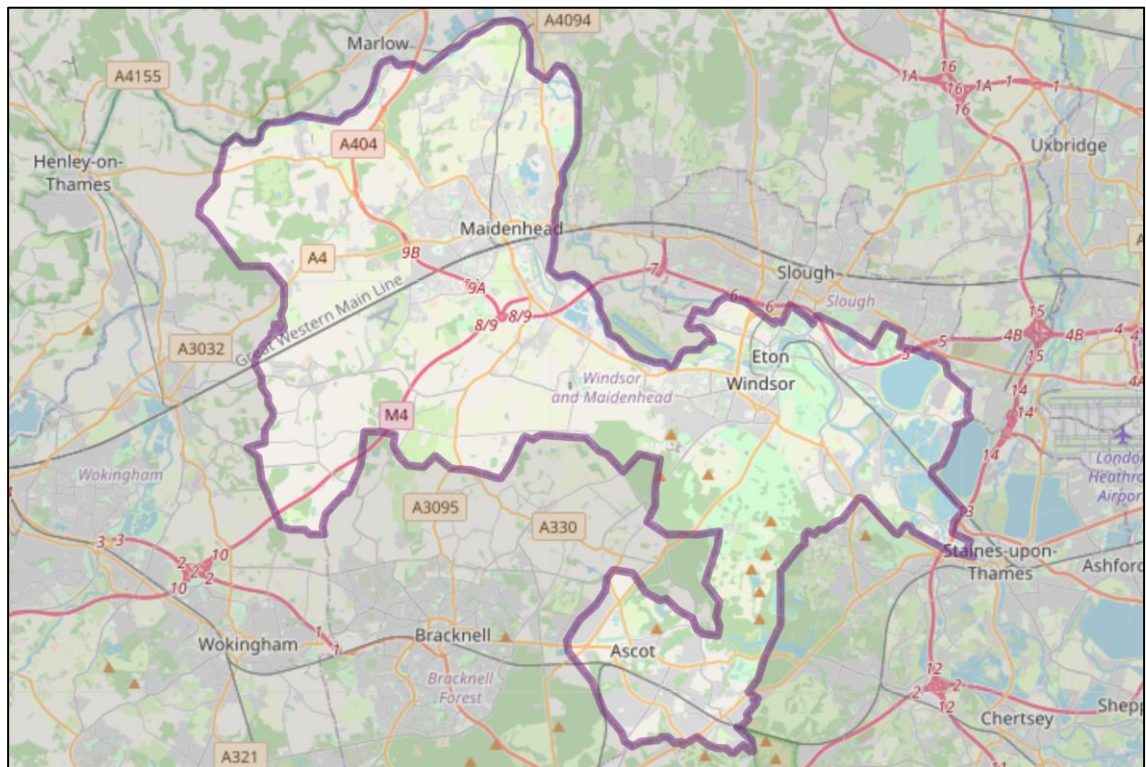


Figure 1-1 Geographic extent of RBWM EP Plan area

2.1.2 RBWM liaises with neighbouring authorities regularly to discuss cross-boundary bus issues and will continue to do so on a bilateral basis.

2.1.2.1 At the date of this agreement, all local authorities in Berkshire have developed their own independent Enhanced Partnerships. RBWM will explore the potential for establishing a single Berkshire EP Forum in lieu of the RBWM EP Forum and other EP forums established within Berkshire. If agreed, changes to the governance arrangements shall be subject to the bespoke arrangements for varying or revoking an EP Scheme.

2.2 Period of validity

2.2.1 The EP Plan and EP Scheme (1) were approved on 24 October 2022.

2.2.2 The Commencement Date of the EP Plan and EP Scheme (1) is 24 October 2022.

- 2.2.3 The EP Plan has no end date but will be reviewed every five years from the commencement date.
- 2.2.4 A full review of the effectiveness of the EP Plan (including its extent, objectives and partnership governance) and the EP Scheme (including Facilities and Measures provided, and Obligations imposed) and compliance of both with competition legislation will take place no less frequently than every five years.
- 2.2.5 The implementation of any changes to an EP Plan will be in accordance with the Bespoke Arrangements of section Table 1-6 of this EP Plan.
- 2.2.6 The implementation of any changes to an EP Scheme will be in accordance with the Bespoke Arrangements of the EP Scheme.

3 RBWM current bus service offer

3.1 Background

3.1.1 This section reviews the current bus offer in RBWM and identifies what the potential barriers to increased bus use are. It outlines where the bus network meets and falls short of expectations, and uses the barriers identified to make recommendations of suggested Measures and Facilities potentially to be taken forward in EP Scheme (1) and/or other future EP Schemes.

3.2 Policy context

3.2.1 In November 2021, RBWM full council agreed a new corporate plan for the next five years (2021-26). The overarching vision is to create a sustainable borough of innovation and opportunity framed around three objectives: thriving communities, inspiring place and a council trusted to deliver on its promises. Our priorities include taking action to tackle climate changes and its consequences, quality infrastructure that connects neighbourhoods and business and a ladder of housing opportunity to support better life chances.

3.2.2 The RBWM declared a climate emergency in June 2020 setting out the council's intention to implement national policy and ensure net-zero carbon emissions are achieved by no later than 2050.

3.2.3 In December 2020 the Environment and Climate Strategy was adopted which sets out how the borough will address the climate emergency across four key themes (Circular Economy, Energy, Natural Environment and Transport). The strategy sets a trajectory which seeks to achieve a 50% reduction in emissions by 2025.

3.2.4 The Council is addressing these ambitions in local policy; The Local Transport Plan (LTP) (2012- 26) adopts an evidence-based approach to transport planning and sets out high level policies for all aspects of local highways and transport provision within the Royal Borough, including public transport. The LTP provides an overarching set of policies within which more detailed plans and strategies can be prepared.

3.2.5 The Borough Local Plan (BLP) (2013-33) sets out a vision and framework for future development in the period to 2033, addressing local needs and opportunities in relation to housing, the economy, community facilities and infrastructure, as well as providing a basis for safeguarding the environment, adapting to climate change and securing good design.

3.2.6 With regards to supported bus services, the Transport Act 1985, Section 63(1)(a), explains that local transport authorities must: "... secure the provision of such public passenger transport services as the council consider it appropriate to secure to meet any public transport requirements within the county which would not in their view be

met apart from any action taken by them for that purpose.” This principle applies to Integrated Transport Authorities, County Councils, and Unitary Authorities.

3.2.7 There is no mandatory obligation for RBWM to fund any public transport services. However, it does have powers under the Transport Acts 1985 and 2000 and Local Transport Act 2008 to enter into agreements with public transport operators to provide subsidies for services which are not available commercially.

3.3 Bus Back Better: National Bus Strategy for England (2021)

3.3.1 The National Bus Strategy (Bus Back Better) was published in March 2021 by the Department for Transport (DfT) and provides a long-term strategy for encouraging the uptake of bus use on buses outside London. The strategy focuses on improvements that help deliver better bus services for passengers across England, to get overall patronage back to not only pre-COVID-19 levels but also to exceed it. The National Bus Strategy commits £3 billion of new funding to support this.

3.3.2 Local Transport Authorities (LTAs) and local Bus Operators must work at pace with local communities to plan and deliver a fully integrated service that will grow patronage.

3.3.3 The National Bus Strategy outlines a number of opportunities to improve bus provision up to the standards set within London. These include:

- Making services more reliable and more frequent
- Improving communication, accessibility, and inclusivity of services
- Improving co-ordination and integration between services and operators
- Improving bus fare value for money
- Making buses greener, safer, and more comfortable

3.3.4 In line with the requirements of the National Bus Strategy, RBWM published its local Bus Service Improvement Plan (BSIP) in October 2021 with a view to commence its delivery through an Enhanced Partnership from April 2022..

3.3.5 The EP Plan and Scheme will contribute to achieving the RBWM’s climate objectives, including the themes set out in the Environment and Climate Strategy, by aiming to improve the bus network across several areas including bus priority infrastructure, fares support and ticketing reform.

3.4 Local bus services

3.4.1 The Borough is generally rural with three core urban centres in Windsor, Maidenhead and Ascot. The bus services that operate in the Borough reflect this, with the significant majority of services focusing their routes on these urban centres, particularly in Windsor and Maidenhead town centres.

3.4.2 As of July 2021, there are 22 bus routes operating around the Borough. Thirteen of these are Council supported services (made up of 10 funding packages), and nine are run commercially by operators.

3.4.3 The commercial services operating in the Borough as of 31 March 2022 and the areas that they serve are scheduled in Annex 1-B. RBWM is committed to supporting local bus services where they cannot run commercially as they are essential to providing accessibility to all residents. They provide a form of public transport connecting residents to places of work and leisure where other options are lacking. Supported services also assist to deliver RBWM’s objectives around reducing carbon emissions following the declaration of a climate emergency and supporting sustainable housing and employment.

3.4.4 At the Commencement Date, there are 13No. supported bus services provided through 10No. funding packages in Windsor and Maidenhead. RBWM partly or wholly funds these services, equating to a total annual cost to the Council of approximately c.£870,000 in subsidies.

The supported services operating in the Borough as of 31 March 2022 and the areas that they serve are scheduled in Annex 1-C.

3.4.5 Figure 1-2 below compares the patronage levels of each supported bus service package, and the cost per journey of each service to the Council.

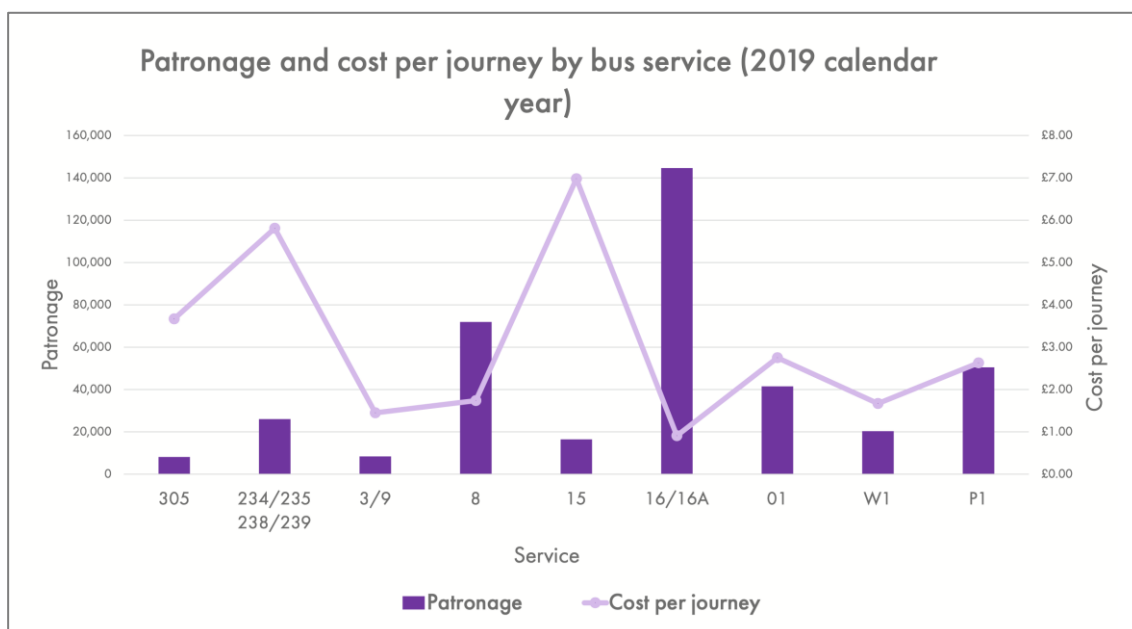


Figure 1-2 Patronage and cost per journey by supported bus service

3.4.6 The three White Bus supported services (routes 01, W1 and P1) operate in the Windsor and surrounding areas. These routes support residents in travelling to and

from the town centre from residential areas, with the P1 offering commuters and visitors to Windsor the opportunity to park just outside the town centre and travel in using public transport.

3.4.7 Thames Valley operate the 16/16A service which provides a service that connects Windsor and Maidenhead town centres, serving residential areas on the outskirts of both towns. Thames Valley also operates several supported services in Maidenhead, including the 3,8 and 9 which serve the town centre and surrounding residential areas.

3.4.8 The 234/235 and 238/239 are rural services which operate in Maidenhead and the surrounding villages to connect the town centre to rural communities.

3.5 Supported vs commercial services

3.5.1 Of the total Patronage within RBWM, the split between patronage on supported services and patronage on commercial services is relatively even, with March 2021 data showing commercial services slightly outweigh supported. For March 2021, a total patronage of 9,287 was recorded, of which 4,207 was on supported services, and 5,080 was on commercial services.

3.5.2 Figure 1-3 below shows the split of patronage on supported vs commercial services since March 2016. The significant drop in total patronage following March 2020 demonstrates the detrimental impact of the pandemic on all services.

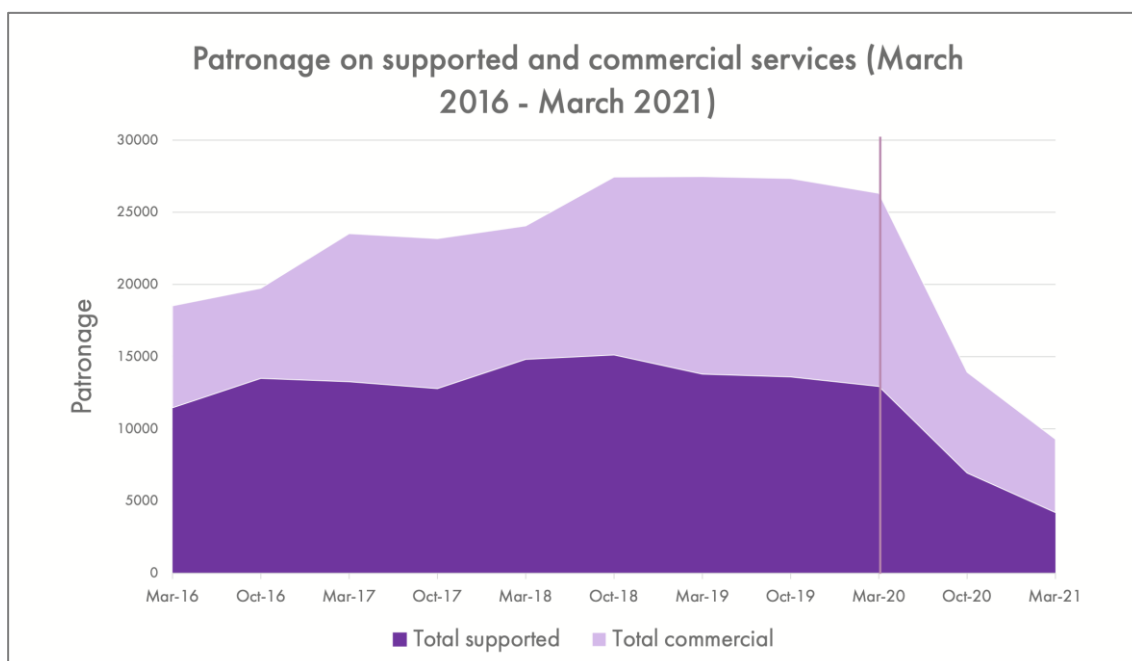


Figure 1-3 Patronage on supported and commercial services (Mar 16 – Mar 21)

3.5.3 RBWM recognises its duty to provide socially necessary services (as required by DfT) as they are essential in providing accessibility to all residents, analysis of the usage of

these services and their associated costs shows that there is opportunity to reduce the cost per journey of supported services and grow patronage.

3.5.4 As demonstrated in Figure 1-2, some services have a high cost per journey, due to low patronage on those routes. For example, the 234/235 and 238/239 services have a cost per journey of £5.81, and the 15 has a cost per journey of £6.98. Boosting patronage and reducing costs on these services helps to bring the cost per journey down, making them more economically viable for the Council to continue running them.

3.5.5 A potential method of achieving this is through a DRT scheme. This would provide a tailored service, reducing empty buses and the associated costs in addition to having the potential to unlock demand. A DRT scheme also has the benefit of reducing unnecessary bus trips and therefore reducing the climate emissions emitted, aligning with our Environment and Climate Strategy (2020).

3.6 Analysis of local bus services

3.6.1 Patronage

3.6.1.1 In 2019/20 there were 1.4 million journeys on local bus services in RBWM. This equates to 9.3 journeys per head. This is one of the lowest nationally. RBWM has ambitions to bring bus patronage up to the levels seen in the wider Berkshire area.

3.6.1.2 Figure 1-4 below shows the passenger journeys on local bus services between 2009/10 and 2019/20. Generally, bus usage is decreasing over this time, and has been even more impacted by the recent COVID pandemic.



Figure 1-4 Passenger journeys on local bus services

3.6.1.3 The Bus Back Better initiative and the development of our BSIP is the ideal way to set out aims and measures to reverse this trend and increase bus use across the Borough. Our aim is to not only get back to pre-COVID levels but to significantly increase bus usage.

3.6.1.4 Figure 1-5 below shows how RBWM compares with other Berkshire authorities, the South-east and nationally in terms of bus usage. This is based on journeys per head of population in 2019/20. The average bus trips per head for 2019/20 in RBWM was 9.3, compared to a wider Berkshire average of 17 (not including Reading).

3.6.1.5 It is acknowledged that Reading is significantly advanced in terms of its bus network. This is due to a number of factors including the dynamic of Council-owned bus services, and it being an urban centre that is also a university town. RBWM recognises that it does not have the infrastructure or demographic in place to achieve the levels of bus usage that Reading does, however we are working closely with our Berkshire partners to bring patronage up and have a successful bus network that runs cross-boundary.

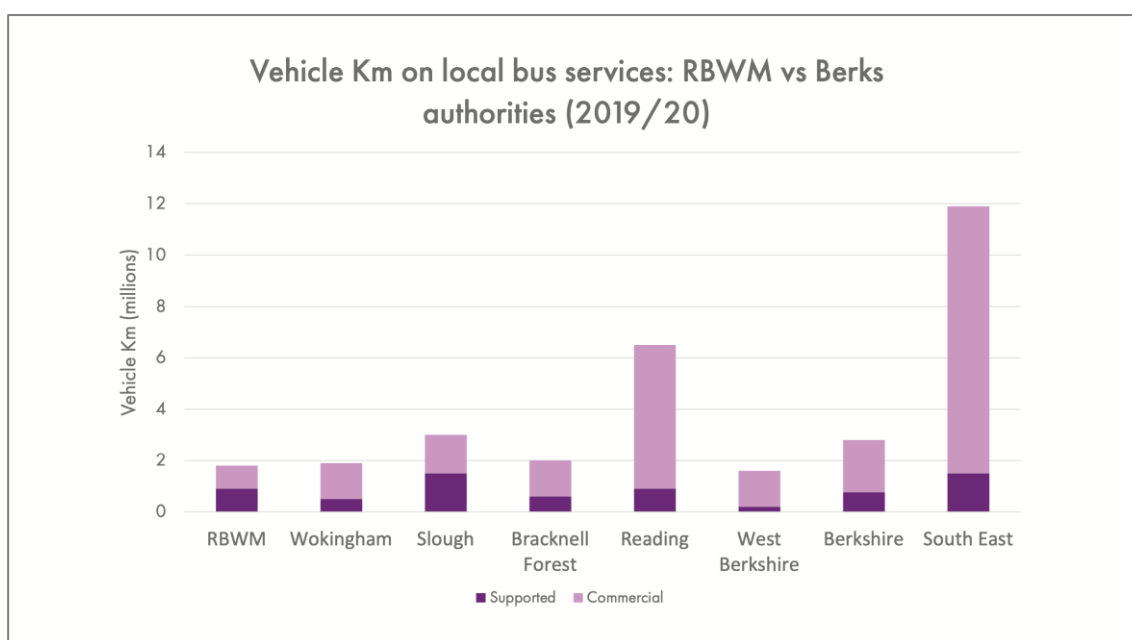


Figure 1-5 Passenger journeys on local bus services per head of population: RBWM vs Berks authorities (2019/20)

3.6.2 Distance travelled by passengers

3.6.2.1 Bus vehicle distance travelled has a similar trend with regards to performance against other Berkshire authorities. Figure 1-6 below shows this comparison. The graph shows the split between distance travelled on supported and commercial services.

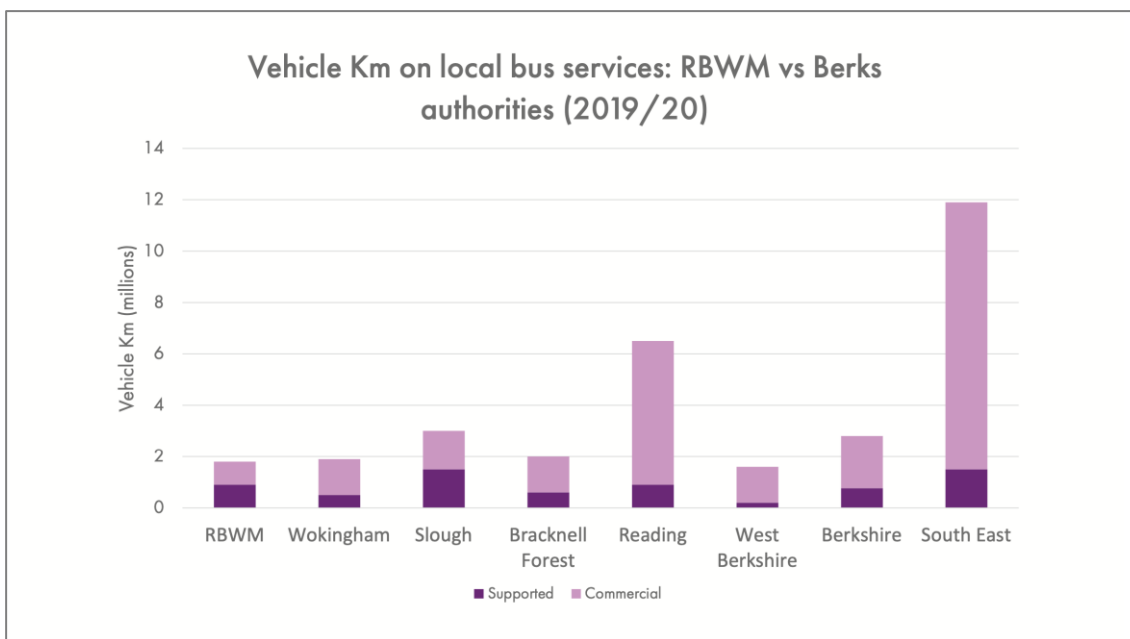


Figure 1-6 Vehicle Km on local bus services: RBWM vs Berks authorities (2019/20)

3.6.3 Total journey numbers

3.6.3.1 The pandemic has had a huge impact on bus services nationally and RBWM was no exception to that. We have collected data from operators on the total number of journeys for the first week of March and October in each year for the past 5 years. Figure 1-7 below shows this data, and it clearly shows the impact of the pandemic with the huge drop in patronage following March 2020.

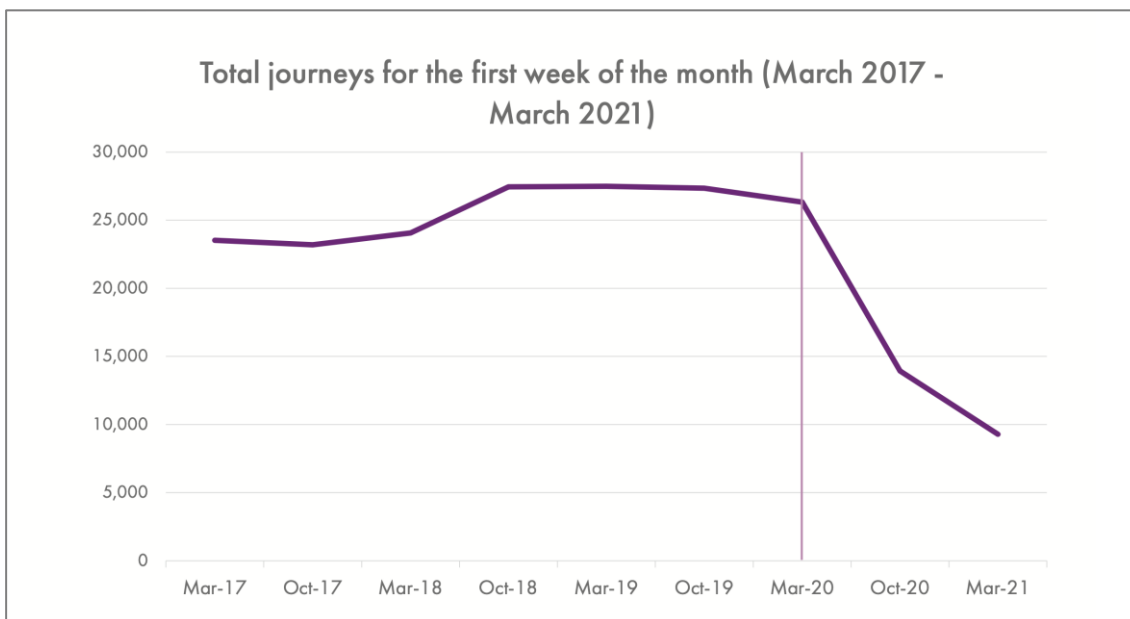


Figure 1-7 Total journeys for the first week of the month (March 2017 – March 2021)

3.6.3.2 Operators have indicated that as of July 2021 they are at approximately 70% of pre-pandemic levels. Despite restrictions being lifted bus usage has not returned to pre-COVID levels.

3.6.4 Research survey findings

3.6.4.1 RBWM has commissioned research to capture the views of both bus and non-bus users within the EP Plan area.

3.6.4.2 On-bus surveys were undertaken to capture the views of bus users on the current bus offer and how it can be improved.

3.6.4.3 Research on non-bus users was also carried out in the form of quantitative and qualitative research methods, to understand why those people do not use the bus, and crucially, what would persuade them to do so.

3.6.4.4 The following patterns were identified that demonstrate some of the typical behaviours of residents in the EP Plan area with regards to bus use:

- Whilst most people use the car (79.9% of sample), and nearly half use the train, approximately a third in the sample use the bus regularly. However, the bus is not usually the mode of transport they most often use, and the car dominates heavily as the preferred mode of transport. Even bus users are using other modes of transport (i.e., the car) more often than the bus.
- Rural residents tend to stay rural, but others tend to be travelling to/from towns in the area for social and work reasons.
- People who use the bus are more likely to commute using the bus, and the bus is used less often than it might be for social and leisure reasons
- The alternatives to taking the car which people consider are taking the train (but only if it really suits their work route – the car is favoured for its privacy, flexibility and quicker journey times) or taking an uber (for getting into towns like Windsor for weekend/evening socialising)

3.6.5 Fares and ticketing

3.6.5.1 Fares and ticketing play a vital role in bus usage. The prices of fares, the types of ticket available and how people can buy tickets make up part of the experience of using the bus, and therefore need to be considered in any development of a bus network.

3.6.5.2 In RBWM, there are 7 operators running services within the Borough, all of which have different ticket types with different prices. There isn't a multi-operator ticketing scheme that allows passengers to use the same ticket across several operators, meaning passengers must buy individual tickets for each service run by a specific operator.

- 3.6.5.3 Each operator has different methods for which passengers can buy a ticket, whether that be on bus, online or via app. The surveys suggested that the sheer number of ticket types provides a complicated environment for passengers wishing to undertake journeys that involve routes with more than one operator, acting as a potential deterrent to choosing the bus as the preferred method of transport.
- 3.6.5.4 RBWM train stations are part of ‘PlusBus’, a discounted bus ticket for people making a combined rail and bus journey. The ticket allows passengers to take unlimited local bus travel around town at the start, the end, or on both ends of your train journey.
- 3.6.5.5 With regards to prices, an analysis of fares on RBWM services showed that RBWM fares are the second most expensive compared with the five neighbouring authorities in Berkshire (see Table 1-1). This is based on the average cost of a day ticket across all RBWM services against an average of 6 services in the other authorities.

Table 1-1 Day ticket price comparison

Authority	Average day ticket price
Bracknell Forest	£6.07
RBWM	£5.30
Slough	£5.22
Wokingham	£4.18
Buckinghamshire	£4.18
Reading	£4.00

- 3.6.5.6 Both our non-bus user research and on-board surveys showed that fare prices were a barrier for people using the bus. On-board surveys showed that 7% of the sample said that fare prices were stopping them taking the bus more often.
- 3.6.5.7 The average satisfaction for ‘value for money’ was 4.33 (where 1 is low, 5 is high). The interviews with non- bus users showed that over half of the sample said that cheaper fares would be a key driver in increasing their likelihood to use the bus in the future.
- 3.6.5.8 Our research found that many non-bus user’s perceptions of costs were higher than actual costs. As a consequence, effective marketing that allows non-bus users to understand fare prices is likely to be impactful
- 3.6.5.9 Figure 1-8 below compares the average cost of owning a car per day with the average RBWM day ticket.

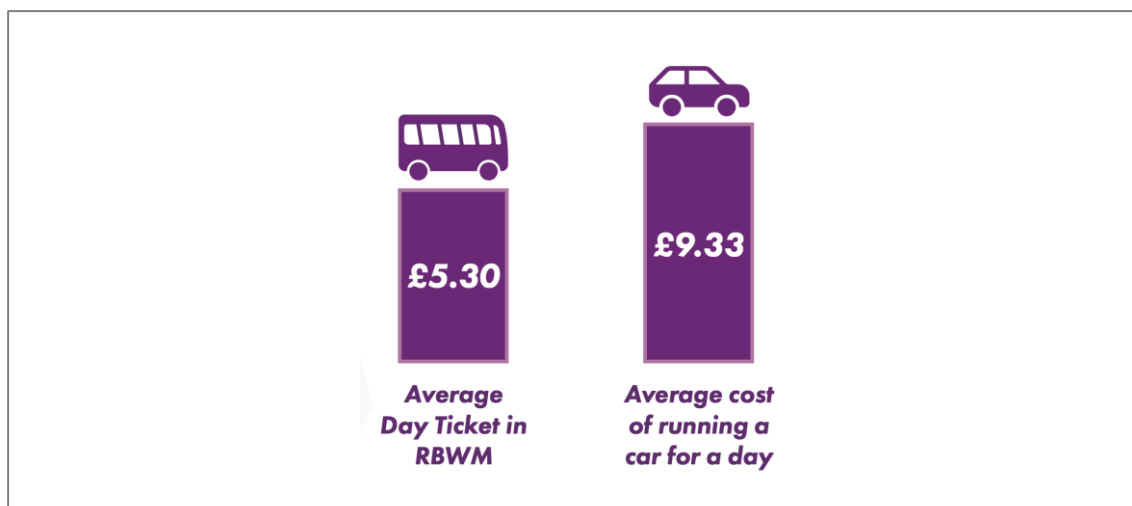


Figure 1-8 Cost of owning a car vs average bus day ticket

- 3.6.5.10 The average cost of running a car per day is 76% more than that of an average day ticket in RBWM. This is a significant difference, and demonstrates that generally people do not relate the actual cost of car trips to cost of the bus, including running costs, fuel, insurance and parking. This suggests that if people better understood the real costs of running a car and bus travel, the bus becomes a more attractive alternative.
- 3.6.5.11 Additionally, a suggestion that several interview respondents provided was to explore the option of discounts on fares for RBWM Advantage card holders. Local residents who pay Council tax to RBWM are entitled to a free card which gives discounts at a range of attractions, retailers, restaurants, council services and leisure activities. This could be extended to buses and provide further incentive to potential bus users.
- 3.6.5.12 The National Highways and Transport Network (NHT) conduct a yearly survey which includes questions around public transport. The RBWM satisfaction score for bus fares in 2019 was 43%. This compares to 50% for the Berks average, and 49% for the national average.
- 3.6.5.13 In terms of ticket schemes, 7% of our on-board survey sample said that the option of a multi- operator ticket would make them use buses more. Similarly, a phone app to plan journeys and buy tickets for multiple operators attracted 8% of the sample. We understand that some journeys involve routes across more than operator, and we want to capture those potential passengers that might use other methods of transport to avoid this additional cost and complexity.
- 3.6.6 Frequency of services**
- 3.6.6.1 In RBWM, services are relatively infrequent compared to that seen in urban centres nationally, with frequencies often hourly or at irregular intervals (differing times between services).

- 3.6.6.2 Bus services at weekends are reduced further, with only 8 of the 22 services operating on a Sunday. This takes away the option of taking the bus on the weekend, when people may have more reason to given that people may want to socialise and not want to drive. This presents an opportunity to target potential bus users at weekends who would usually rely on other modes such as taxis.
- 3.6.6.3 Table 1-2 below shows the frequencies of all the services operating in the Borough on a weekday, a Saturday and a Sunday.

Table 1-2 Route frequencies in RBWM

Operator	Route	Weekday	Saturday	Sunday
Arriva	37	Hourly	Hourly	-
Bear Buses	305	Irregular	-	-
First Bus	8	Half Hourly	Hourly	Hourly
	4	Half Hourly	Hourly	Hourly
Reading Buses	702	Hourly	Hourly	Hourly
	703	Hourly	Hourly	Hourly
Red Eagle	63/68	Irregular	-	-
Thames Valley	3	Hourly	Hourly	Hourly
	2	Hourly	Hourly	-
	7	Half Hourly	Half Hourly	Hourly
	8	Hourly	Hourly	-
	9	Hourly	Hourly	Hourly
	15	Irregular	Irregular	-
	16	Hourly	Hourly	Hourly
	53	Hourly	Hourly	-
	127	-	Every 2 Hours	-
	234/5	Irregular	Irregular	-
	238	Irregular	-	-
239	Irregular	Irregular	-	
White Bus	P1	Every 20 mins	-	-
	W1	Hourly	-	-
	01	Every 90 mins	-	-

3.6.6.4 The on-board surveys showed that 61% of the sample indicated that more frequent services would make them use buses more. This is significantly higher than any other reason given for why users would use the buses more, demonstrating its importance.

3.6.6.5 In the non-bus user research, one of the key barriers to people using the buses is they are thought to be 'too infrequent'. Respondents indicated that every 30/60 minutes was too infrequent to them, with some respondents saying that even every 20 minutes is too long. The consensus amongst respondents was that every 10-15 minutes would attract them towards using the bus as a regular method of transport.

3.6.6.6 The NHT 2019 satisfaction score for the frequency of bus services was 44%. This compares to 55% for the Berks average and 61% for the national average.

3.6.7 Punctuality

3.6.7.1 Punctuality in RBWM is favourable in comparison with nearby local authorities. Figure 1-9 below shows that for 2018/19, RBWM had the highest percentage of services running on time at 95% (defined as between 1 minute early and 6 minutes late). The figure of 95% is unusually high in comparison with previous years. Recent years typically see figures of between 85% and 90% of services running on time.

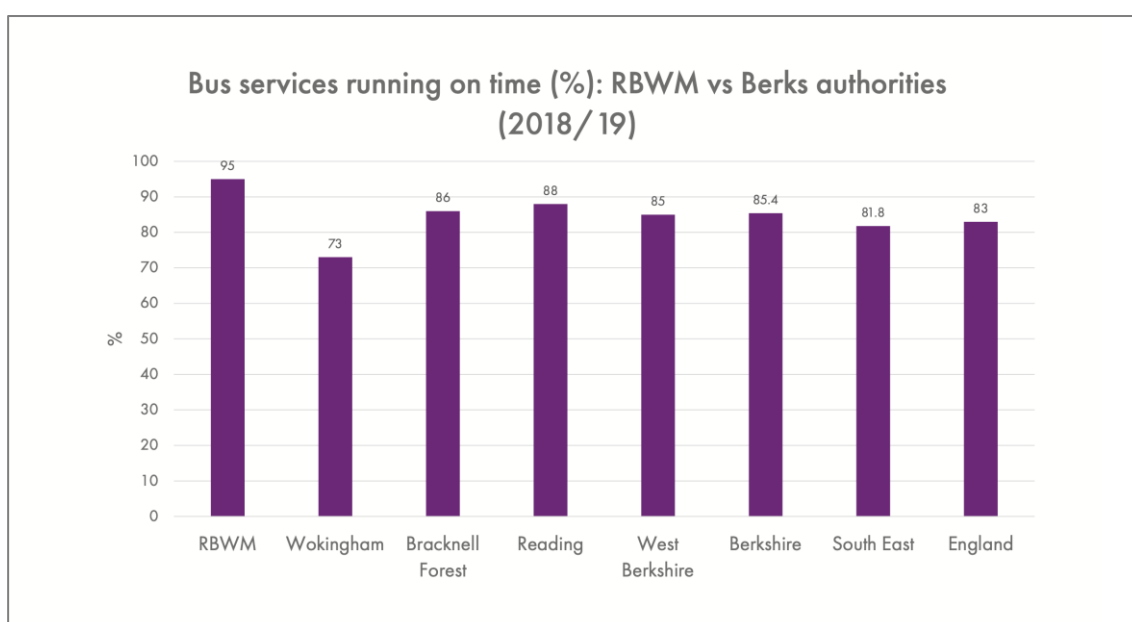


Figure 1-9 Bus services running on time: RBWM vs Berkshire authorities (2018/2019)

3.6.7.2 The 2020/21 figure for the percentage of services running on time within RBWM is 87%; despite a drop from 2018/19, this is still a relatively high percentage in comparison to nearby authorities. A reason for the higher percentages of services running on time in RBWM compared to other nearby authorities is likely to be because RBWM as an authority is more rural than many of our surrounding authorities, which

are largely urban centres (such as Slough and Reading). Operators may be able to make up time in the rural sections of routes, whereas services that operate only in town and city centres are likely to experience higher levels of congestion. Operators in RBWM are known to build time into their routes to level out the service and ensure that they are running on time.

- 3.6.7.3 Working with operators, we have been able to identify the points in the network that commonly experience delays. This allows the Council to focus Facilities and Measures on the ‘problem areas’, which can improve reliability with the aim of increasing patronage. The overwhelming majority of points raised by operators related to congestion in Windsor Town Centre, particularly on the High Street, causing delays to their services.
- 3.6.7.4 Going forward, the RBWM plans to monitor bus stop arrival and departure data (timing data) more regularly and have a larger dataset from which to make recommendations. Not all operators have access to this data, and it is often provided in different formats. We plan to work closely with operators to ensure they have the capability in place to collect and provide us with this consistent data.
- 3.6.7.5 Our on-board bus surveys showed that on average, passenger satisfaction of punctuality as 4.41 (where 1 is low, 5 is high), whilst 18% of the sample indicated that more reliable services would make them use buses more.
- 3.6.7.6 Our non-bus user research showed that a barrier for people using the bus is that routes take too long. It would appear that passengers want their length of the journey to be the same as the car, not 4 or 5 times as long.
- 3.6.7.7 The NHT 2019 satisfaction score for RBWM on whether buses arrive on time was 44%. This compares to the Berks average of 56%, and the national average of 58%. The Council recognises this as something that can deter potential bus users, and while bus services in RBWM have achieved a relatively high level of punctuality, there is potential to improve services to avoid delays and compete with journey times of that of a car.

3.7 Improving the network

- 3.7.1 For RBWM to improve the bus offer, the network must be designed to meet the demand.
- 3.7.2 From meeting regularly with our operators, we know that while some regularly review their routes using patronage and other useful data and make the appropriate changes to try to meet demand, some operators do not regularly review their routes due to resource or financial constraints. Some operators have not reviewed their routes in several years, meaning that there may have been changes in demand occurring that they are not adapting to and therefore losing existing and potential passengers.

- 3.7.3 Our on-board surveys showed that 20% of the sample said that no direct route/too many changes to their destination stops them from taking the bus more often. Similarly, our non-bus user research concluded that a general opinion is that buses do not travel to the ‘right destinations’.
- 3.7.4 Additionally, RBWM currently does not have an interchange / bus station within the Borough. Routes therefore often start and finish in town centres, waiting on the public highway which contributes towards congestion. Looking towards the future, improved interchange / bus stations could also play a key role in housing charging infrastructure for electric vehicles.
- 3.8 Improving bus infrastructure and information**
- 3.8.1 Some bus stops in Windsor and Maidenhead town centres have real-time information feeds (11 out of 48 bus stops in Windsor, 12 out of 48 bus stops in Maidenhead). Passengers are reliant primarily on Bus Operator timetables to determine when to expect bus services. Real-time information is available on the operators’ apps of many operators, which may be useful to some passengers. However, if passengers are taking a journey that involves two or more operators, or regularly travel on buses of more than one operator, it becomes more of a challenge to keep track of bus times.
- 3.8.2 Our on-board surveys showed that the average satisfaction score for the condition of the buses was 4.4 (where 1 is low, 5 is high). Furthermore, 9% of survey responses said that improved buses (WiFi, charging ports etc) would make them use buses more, and 4% said that better maintenance or improved bus stops would make them use buses more. Lastly, 13% said that access/more reliable access to real-time information would make them use buses more.
- 3.8.3 The NHT 2019 satisfaction score for RBWM on the state of the bus stops was 58%. This compares to 62% for both the Berks and national average. The score for the cleanliness and quality of buses was 64%, compared to 68% for both the Berks and national average. Scores around information scored particularly poorly, with a score for ease of finding the right information of 44%, compared to 53% for the Berks average of 53% and a national average of 55%.
- 3.8.4 Currently, there is no central place that passengers can look at to view Borough wide bus information. Having several operators running services in the Borough means that passengers have to look on different websites to find the information they require. In our research with non- bus users, many respondents stated that it would be particularly useful to have a central place to go for Borough-wide bus information, such as route maps, fare prices and timetables. Other Councils do provide this service, making the planning stage of the bus experience easier for passengers.

3.9 Targets

3.9.1 General

- 3.9.1.1 RBWM has developed a set of bold targets that reflect desired outcomes with respect to patronage, user satisfaction and reliability and journey times. They include short-term targets (up to 2023) and medium-term targets that we aim to meet by 2025, subject to ongoing issues related to the Covid19 pandemic.
- 3.9.1.2 A medium-term target for 2030 has been developed, but at this early stage in the development of the EP Plan and Scheme it is of necessity only indicative and could be unrealistic. It remains subject to validation or refinement over the short to medium term.
- 3.9.1.3 Targets have been decided in collaboration with operators and neighbouring authorities, and they represent the Council’s ambition to improve the bus network in RBWM. We have aligned the targets with those of other RBWM policies, including the Local Transport Plan (2012-26) and the Environment and Climate Strategy (2020-25).
- 3.9.1.4 Crucially, attainment of the RBWM targets are dependent on funding being received from DfT for many of the short, medium and long-term Measures outlined in the ‘suggested measures’ section.
- 3.9.1.5 RBWM acknowledge that targets may need to change as the Enhanced Partnership develops over the coming years. RBWM will take a dynamic approach to targets and continually review them to ensure they are consistently ambitious yet realistic. RBWM will work with Bus Operators to continually monitor and report against these targets.
- 3.9.1.6 The implementation of any changes to the EP Plan will be in accordance with the Bespoke Arrangements of section Table 1-6 of this EP Plan.

3.9.2 Patronage

- 3.9.2.1 RBWM is currently ranked as one of the lowest nationally in terms of bus use. Bus trips per head of population are just 9.3.
- 3.9.2.2 RBWM acknowledges that this should be improved. Analysis of the performance of neighbouring Berkshire authorities has been undertaken to understand what the patronage levels can look like in areas similar to our demographic. For this reason, the short-term target has been set to bring patronage as measured by trips per head of population up to 17. This is the wider Berkshire average (excluding Reading which has an exceptionally high bus trips per head of 137). This measure is subject to monitoring given the ongoing Covid19 pandemic and its impact on bus usage.
- 3.9.2.3 0 below sets out RBWM’s ‘patronage’ short, medium and long terms targets, subject to funding, validation and/or refinement.

Table 1-3 RBWM targets for patronage

Current position	Short-term target (up to 2023)	2025 target	2030 target (indicative only)
Bus trips per head of population: 9.3	Bus trips per head of population: 17 (i.e. current wider Berkshire average without Reading)	Bus trips per head of population: >20 (currently only Slough higher (27.8) out of Berkshire authorities excluding Reading)	Bus trips per head of population: >30 (depending on progress of other Councils, this would be the best of the other Berkshire authorities behind Reading)

3.9.2.4 In the medium-term, RBWM is targeting becoming one of the leading performing Berkshire authorities by targeting patronage levels of at least 20 bus trips per head of population.

3.9.2.5 In the long-term, RBWM is targeting becoming the leading performing Berkshire authority (excluding Reading), achieving patronage levels of over 30 bus trips per head of population.

3.9.3 User Satisfaction

3.9.3.1 Table 1-4 below sets out RBWM’s ‘user satisfaction’ short, medium and long terms targets, subject to funding, validation and/or refinement.

Table 1-4 RB RBWM targets for user satisfaction

Current position	Short-term target (up to 2023)	2025 target	2030 target (indicative only)
NHT survey: Local Bus Services overall score: 48%	NHT survey: Local Bus Services overall score: 62% (current wider Berks average)	NHT survey: Local Bus Services overall score: 70%	To be explored further in future versions of the EP Plan based on increased data and evaluation of short- term Measures.

3.9.3.2 RBWM lags behind other Berkshire authorities and nationally on user satisfaction, as measured by the NHT survey results, a survey conducted nationally by the National Highways & Transport Network.

3.9.3.3 The overall score for local bus services in RBWM is 48%, compared to 62% as an average for other Berkshire authorities. As a consequence, RBWM has set its short-term user satisfaction target to reach the average of the other Berkshire authorities.

3.9.3.4 In the medium-term, RBWM is targeting an increase to 70%.

3.9.3.5 A long term target has not been set. As with the other targets, this will be continually reviewed to reflect the bus network and may change depending on RBWM’s and Bus Operators’ progress.

3.9.4 Reliability and journey times

3.9.4.1 Table 1-5 below sets out RBWM’s ‘reliability and journey time’ short, medium and long terms targets, subject to funding, validation and/or refinement.

Table 1-5 RBWM targets for reliability and journey times

Current position	Short-term target (up to 2023)	2025 target	2030 target (indicative only)
% bus services running on time: 87%	% bus services running on time: >90%	% bus services running on time: >95%	To be explored further in future versions of the BSIP based on increased data and evaluation of short- term measures.

3.9.4.2 RBWM currently performs relatively well with regards to the percentage of journeys on time at 87%, continuous improvement is targeted. In the short-term, RBWM is targeting an increase to 90% or more. This is in the context of a 2018/19 reliability figure of 95%, albeit performance in that year would appear to be an outlier and not representative of sustainable levels. The short-term target allows some room to account for the impacts of the introduction of increased frequencies that may make achieving a higher figure more difficult.

3.9.4.3 In the medium-term, RBWM is targeting an increase to 95% or more. By 2025, RBWM expects to have instigated key developments across the bus network and started to address the problem hotspots on the network.

3.9.4.4 A long term target has not been set. As with the other targets, journey time targets will be this will be continually reviewed in response to infrastructure improvement Measures designed to reduce journey times for buses.

4 Candidate EP Scheme(s) – Facilities

4.1 Suggested Facilities – overview

4.1.1 Table 1-6 below lists the suggested Facilities that RBWM is minded to provide through the Enhanced Partnership, subject to the availability of funding and further due diligence. Unless explicitly referenced in the EP Scheme (1), implementation of any of these Facilities or others not identified here will require a change to the EP Scheme using the bespoke variation mechanism.

Table 1-6 Suggested Facilities

Facilities	Indicative funding requirement
<u>Short-term (<12m)</u>	
Create an RBWM bus webpage	Internal to RBWM
Make investment in technology for operators to improve passenger experience	c.£10,000 - £50,000
<u>Medium-term (12-36m)</u>	
Undertake roll-out of real-time information at bus stops in Windsor and Maidenhead town centres	Up to c. £750,000
Undertake improvements to bus stops in Windsor and Maidenhead town centres	Up to c.£50,000
Upgrade and make improvements to buses	Up to c.£50,000
Undertake feasibility study into potential highway infrastructure improvements	c.£35,000 - £65,000
Undertake feasibility study into a multi-operator ticketing scheme	c.£35,000 - £65,000
Undertake feasibility study into the construction of a bus station / interchange in Maidenhead	c.£35,000 - £65,000
<u>Long-term (36m+)</u>	
Undertake infrastructure Improvements	Up to c.£10m
Creation of a multi- operator ticketing scheme, including website and phone app	Up to c.£5m
The construction of a bus station / interchange in Maidenhead	c.£5m - £10m

4.1.2 Each of these suggested Facilities is introduced in outline in the paragraphs that follow.

4.2 Suggested Facilities – short-term (<12m)

4.2.1 Creation of a RBWM bus webpage

4.2.1.1 RBWM has identified as a potential short-term Measure the creation of an RBWM bus webpage with route maps, fare information and timetables. This would be regularly updated and make the passenger experience easier by having a central location where information is available from multiple operators. Passengers would not need to visit several operator’s website to retrieve information, making the ‘planning’ stage of a journey quicker and simpler.

4.2.1.2 RBWM will secure the design, procurement and launch of a new ‘Buses’ webpage, with cross-platform accessibility, but not be limited to:

- Service timetables for all registered local bus services in operating with RBWM for download or interrogation;
- Maps to illustrate main towns, villages and road served, and a network overview map;
- Journey planning;
- Fares information;
- News and events information; and
- Access to real time information, if driven by operators’ data.

4.2.2 Investment in technology for operators

4.2.2.1 RBWM has identified as a potential Measure investment in the necessary technology to permit all Bus Operators to continually collect and share bus stop arrival and departure time data across all services. So doing would continuously improve RBWM’s understanding of bus punctuality over time. This will help us in ensuring we have the right evidence base to deliver the medium- term measure of conducting a feasibility study on potential infrastructure improvements.

4.3 Suggested Facilities – medium-term (12-36m)

4.3.1 Real-time information at bus stops

4.3.1.1 RBWM has identified the provision of real-time information at bus stops improves the end-to-end passenger experience as a suggested Measure, by providing information to passengers waiting at bus stops on when their bus is expected. Having better access to information can help passengers plan their journey better, which is likely to attract new bus users and make current users take the bus more.

4.3.2 Bus stop improvements

4.3.2.1 Upgrades to bus stops in Windsor and Maidenhead town centre improve the end-to-end passenger experience, by providing a more pleasant environment for passengers to wait for and alight the bus. Standardising stops with neighbouring authorities helps passengers to understand the bus network and its link with neighbouring authorities, and improved shelters and lighting will make passengers feel safer. Upgraded flag poles and timetable cases provide better information for passengers, making their journey simpler and easier to plan. These benefits combined can help increase bus patronage in the Borough.

4.3.2.2 RBWM will provide new bus stop infrastructure at specific locations identified in consultation with the EP Forum, with improvements likely to incorporate some or all of the following:

- Real time information displays;
- Appropriate size and siting;
- Lighting;
- CCTV for security;
- Bench seating;
- Accessibility adjustments both to and at the bus stop; and
- Cleaning protocols and standards for bus stops.

4.3.3 Upgrade and make improvements to buses

4.3.3.1 RBWM has identified a potential Measure as working with operators to improve the technology on board buses. Upgrading and making improvements to buses, such as retrofitting WiFi, charging ports and next stop announcements improves the passenger experience by increasing comfort levels on the buses. It provides passengers the opportunity to work while on the buses, attracting potential new users and making existing users take the bus more.

4.3.4 Highway infrastructure improvements feasibility study

4.3.4.1 RBWM has identified a potential Measure the undertaking a feasibility study into potential highway infrastructure improvements to permit the prioritisation and scoping of potential interventions necessary address specific locations identified as suffering from poor reliability and the opportunities and risks associated with implementing improvements.

4.3.4.2 Highway infrastructure improvements, such as bus priority measures, would aim to reduce journey times for buses and improve reliability. This would make buses a more

attractive option for passengers, attracting new users and making current users take the bus more.

4.3.4.3 Only then might potential longer-term Measures be implemented to provide for designing, consulting on and constructing a programme of infrastructure improvements .

4.3.5 Multi-operator ticketing scheme feasibility study

4.3.5.1 RBWM has identified as a potential Measure carrying out a feasibility study into a multi-operator ticketing scheme allows RBWM to understand the opportunities and risks associated with introducing such a scheme. Multi-operator ticketing makes the passenger experience simpler and cheaper for those that make journeys that involve more than one operator. Should a scheme be introduced, passengers would no longer need to purchase multiple tickets, as tickets could be purchased and would be accepted on several operators.

4.3.6 Maidenhead bus station/interchange feasibility study

4.3.6.1 RBWM has identified as a potential Measure conducting a feasibility into the construction of an improved interchange facility / bus station in Maidenhead, with a potential long-term Measure being the designing, consulting on and constructing the improvements justified by the feasibility study.

4.4 Suggested Facilities – long-term (36m+)

4.4.1 Deliver highway infrastructure improvements

4.4.1.1 The scope of any infrastructure improvements will depend on the outcomes of the feasibility study. This will help us to inform the costs of any improvements. A cost of up to £10m allows us to explore transformative schemes, such as town-centre redesigns that will improve bus reliability.

4.4.2 Implement multi-operator ticketing scheme

4.4.2.1 The scope of any multi-operator scheme will depend on the outcomes of the feasibility study. This will help to inform the costs of the scheme. An indicative cost of up to c.£5m has been provided which would cover elements including the delivery of a commercial smart ticketing product, sales infrastructure, back-office functionality, marketing and promotion and the development of a website and phone app.

4.4.3 Deliver Maidenhead bus station/interchange

4.4.3.1 The scope of any scheme will depend on the outcomes of the feasibility study. This will help us to inform the costs of the construction of a bus station. A cost between c.£5million and £10million is provided due to the estimated costs of purchasing the land, designing, consulting and constructing the scheme.

5 Candidate EP Scheme(s) – Measures

5.1 Suggested Measures – overview

5.1.1 Table 1-7 below lists the suggested Measures that RBWM is minded to provide through the Enhanced Partnership, subject to the availability of funding and further due diligence. Unless explicitly referenced in the EP Scheme, implementation of any of these Measures will be require a change to the EP Scheme using the bespoke variation mechanism.

Table 1-7 Suggested Measures

Measures	Indicative funding requirement
<u>Short-term (<12m)</u>	
Undertake a review of RBWM bus network	Internal to RBWM
Create an RBWM bus passenger charter	Internal to RBWM
Provide continued funding of the existing supported services provision through 2022/23]	c.£870,000
<u>Medium-term (12-36m)</u>	
Provide funding of supported services (potentially adjusted further to the network review) at current levels through 2023/24 and 2024/25	c.£870,000 per year
Trial(s) of frequencies and more evening and Sunday services	Up to c.£1.5m for a 3-year trial (up to £500,000 per year)
Trial(s) of DRT	c.£150,000 - £500,000
Trial(s) of cheaper tickets and/or discounted fares for RBWM Advantage card holders	c.£900,000 for a 3-year trial (£300,000 per year)
<u>Long-term (36m+)</u>	
Undefined	

5.1.2 Each of these suggested Measures is introduced in outline in the paragraphs that follow.

5.2 Suggested Measures – short-term (<12m)

5.2.1 Review of RBWM bus network

5.2.1.1 RBWM has identified as a potential Measure working with operators to conduct a wider review of bus routes and stops within RBWM will help us to unlock any uncovered demand, ensuring key developments, estates and workplaces have an option of taking the bus.

5.2.1.2 With funding from DfT, RBWM can dedicate the resource to conducting this piece of work, which will include working with employers and developments to map origin/destination data of staff/residents and therefore make recommendations to ensure the maximisation of the bus network.

5.2.2 Develop and publish RBWM bus passenger charter

5.2.2.1 A Bus Passenger Charter gives passengers a voice with regards to bus travel, and can provide constant feedback from which we can work with operators to improve services. Passengers will be aware of what they can expect from operators delivering bus services across the Borough, which creates a more transparent relationship between RBWM, bus passengers and operators.

5.2.3 Fund existing supported bus services in 2022/23

5.2.4 At the Commencement Date, there are 13No. supported bus services provided through 10No. funding packages in Windsor and Maidenhead. RBWM partly or wholly funds these services, equating to a total annual cost to the Council of approximately £870,000 in subsidies.

5.2.5 Pending the findings of the review of the RBWM bus network, RBWM is minded to continue to retain the existing supported bus services unchanged through 2022/23.

5.2.6 Fund adjusted supported bus services in 2023/24 and 2024/25

5.2.6.1 RBWM is minded to sustain current investment levels in supported bus services through to at least the end of 2024/25. However, subject to the findings of the review of the RBWM bus network, RBWM is minded to adjust the supported bus services network to ensure the effectiveness of RBWM's ongoing investment is optimised.

5.3 Suggested Measures – medium-term (12-36m)

5.3.1 Design and deliver increased frequency/additional service trial(s)

5.3.1.1 RBWM has identified as a potential Measure a trial of increased frequencies and more evening and Sunday services aims to make bus users take the bus more, and attract current non-bus users. With support from the DfT, a trial allows RBWM and the operators to work together to see if increased frequencies can become commercially viable through increasing bus patronage in the Borough.

5.3.2 Design and deliver Demand Responsive Transport trial(s)

5.3.2.1 RBWM has identified a potential Measure as working alongside a chosen operator(s) to trial a DRT scheme that provides the possible opportunity to build the foundation for a potential new way of delivering some supported services.

5.3.2.2 A trial of an alternative type of bus service, such as a DRT scheme has the potential to make bus users take the bus more, and attract current non-bus users. With support

from the DfT, a trial allows RBWM and the operators to work together to see if a DRT can be commercially viable, and reduce the cost per journey on supported services.

5.3.3 Design and deliver cheaper ticket trial(s)

5.3.4 A trial of cheaper fares aims to make bus users take the bus more, and attract current non-bus users. With support from the DfT, a trial allows RBWM and the operators to work together to see if cheaper fares can become commercially viable through increasing bus patronage in the Borough.

5.3.4.1 A trial of discounted fares for RBWM advantage card holders aims to make bus users take the bus more, and attract current non-bus users. With support from the DfT, a trial allows RBWM and the operators to work together to see if discounted fares can become commercially viable through increasing bus patronage in the Borough.

6 Indicative funding requirements

6.1.1 In order for the RBWM to implement the entirety of the suggested Facilities and Measures identified in sections 4 and 5 respectively, an indicative maximum funding request from DfT is set out in Table 1-8 below.

Table 1-8 RBWM indicative maximum funding request from DfT

Period	Capital funding	Resource funding	Total
Short-term	Up to £550k	Up to £2.465m (over 3 years)	Up to £3.015m
Medium-term	Up to £1.3m	Up to £195k	Up to £1.495m
Long-term	Up to £25m	£0	Up to £25m
Total	Up to £26.85m	Up to £2.664m (over 3 years)	Up to £29.51m

7 Competition

- 7.1.1 The RBWM Enhanced Partnership has been subject to the Competition Test as set out in Part 1 of Schedule 10 of the Transport Act 2000. The assessment, undertaken by RBWM concluded that there will be no adverse impact on competition. The implementation of an Enhanced Partnership Plan and associated Scheme is aimed at delivering improvements to bus services for passengers in a deregulated environment. The Enhanced Partnership will not impact on competition, as operators will be free to amend and introduce services in the area, provided that the standards that apply to all operators are met.
- 7.1.2 For the avoidance of doubt, this EP Plan and Scheme has not been cleared by the CMA (Competition and Markets Authority) providing legal assurance that there will be no adverse impact for competition or that the EP Plan and Scheme is compliant with competition law.

8 Bespoke Arrangements for Varying or Revoking the EP Plan

8.1 Variations to the EP Plan

8.1.1 Under powers at s.138E of the Transport Act 2000, EP Plan Variations where this section is quoted will be subject to the bespoke voting mechanism also as set out in this section.

8.1.2 Consideration will be given to potential EP Plan variations highlighted either by a local authority, one of the organisations represented on RBWM EP Board, or by an operator of a Qualifying Bus Service. The proposer of a variation should demonstrate how this might contribute to achieving the objectives set out in the BSIP, EP Plan and current local transport policies. Such requests should be in writing and submitted to the Chair of the RBWM EP Board who will forward all requests onto all RBWM EP Board members within 10 working days.

8.1.3 On receipt of a valid request for a variation, RBWM will reconvene the RBWM EP Board, giving at least 14 days' notice for the meeting, to consider the proposed variation. Any proposal to proceed with the variation will lead to the Council notifying stakeholders and operators of the intention to vary the EP Plan. The planned variation will then be subject to the operator objection and consultation processes set out in s138L of the Transport Act 2000. Having passed through these, RBWM will make the EP Plan variation, subject to the approval of the Council.

8.2 Revocation of the EP Plan

8.2.1 If, for some reason, it becomes necessary for the EP Plan to be revoked, the RBWM EP Board will be reconvened and follow the same process as outlined in the section 'Variations to the Plan' (noting that the agreement will be for revocation and not variation).

8.2.2 If the EP Plan is revoked, then any associated EP Schemes will be revoked automatically, as a Scheme cannot exist without a Plan. Equally, if all associated Schemes are revoked, the EP Plan would automatically be revoked.

8.2.3 If at any point in the future, the EP Plan area is included in a Bus Franchising Area, the relevant requirements set out in this EP Plan document will cease to apply from the commencement date of the Franchising Scheme.

Annex 1-A Definitions

1985 Act	Transport Act 1985
2000 Act	Transport Act 2000
2017 Act	Bus Services Act 2017
Borough	Royal Borough of Windsor and Maidenhead
BSIP (or RBWM BSIP)	Bus Services Improvement Plan
Bus Operators (or Operators)	All providers of Qualifying Bus Services
Bus Strategy	As articulated in the Bus Services Improvement Plan
CCTV	Closed circuit television system, whereby static or mobile cameras are used to record offences or for surveillance and safety and security purposes.
Commencement Date	01 April 2022
Council	Royal Borough of Windsor and Maidenhead
EP	Enhanced Partnership
EP Scheme (1)	RBWM EP Scheme (1)
EP Scheme Area	Area to which this EP Scheme document applies.
EP Scheme Variation	This comprises either: A formal variation of the relevant EP Scheme as a result of the voting mechanism set out in the relevant EP Scheme. or An agreement signed by all relevant parties drawn up as a result of discussions between one or more Operators and the Borough, where both sides agree to perform agreed actions specified in such agreement, as set out in the (“EP Scheme Variation Agreement”). Each of which will then constitute a formal variation of the relevant Scheme for the purposes of s.138E(1) of the 2000 Act.
Euro VI equivalent standards	Euro VI diesel bus or a bus with CVRAS approved technologies retrofitted to a diesel bus to reduce NOx and PM emissions and achieve Euro VI equivalent standard

Exempted Services	<p>The following services are Exempted Services:</p> <ul style="list-style-type: none"> • Any schools or works Registered Local Bus Service not eligible for Bus Service Operators Grant • Any cross-boundary Registered Local Bus Service with less than 10% of its registered mileage within the EP Scheme (1) area • Any services operated under section 22 of the Transport Act 1985 • Any Registered Local Bus Service which is an excursion or tour • Any other Registered Local Bus Service that the RBWM EP Board through its voting mechanism decide should be excluded from all or specific requirements of the RBWM EP Scheme (1)
Facilities	Physical assets that are provided at specific locations along particular routes (or parts of routes) within the EP scheme area or new and improved bus priority measures. This is deemed for such purposes of section 138D(1) of the Transport Act 2000.
LEP	Local Enterprise Partnership
Local Transport Authority (LTA)	Royal Borough of Windsor and Maidenhead
Measures	<p>Those measures referred to in a Scheme shall be deemed as such for the purposes of s.138D(2) of the 2000 Act.</p> <p>Improvements with the aim of:</p> <p>Increasing the use of local bus service serving the routes to which the measures relate or ending or reducing a decline in their use; or</p> <p>Improving the quality of local bus service.</p>
Multi-Operator Ticketing	Common fares and ticketing product applied and accepted by multiple operators.
Non-qualifying Bus Service	Services excluded from classification as Qualifying Bus Services.
Qualifying Bus Service	<p>A Registered Local Bus Service with one or more stopping place within the geographical area of the RBWM EP Scheme (1), unless identified as an Exempted Service.</p> <p>A list of Qualifying Bus Services will be published at the start of each RBWM financial year.</p>
RBWM	Royal Borough of Windsor and Maidenhead
RBWM EP (or Enhanced Partnership or EP)	The EP covering the geographic extent of the administrative boundary of RBWM shown for identification purposes only edged green on the plan at Error! Reference source not found..

RBWM EP Board	The committee of selected RBWM Bus Operator representatives and RBWM representatives responsible for considering recommendations put forward by RBWM EP Forum and making decisions including specific EP Scheme Variations using the Bespoke Variation Mechanism.
RBWM EP Forum	The committee of all RBWM Bus Operators, RBWM representatives, and representatives of passenger groups, locals business, Local Enterprise Partnerships and neighbouring local authorities, responsible for considering all issues affecting RBWM EP, and making recommendations to RBWM EP Board in line with RBWM EP governance arrangements.
RBWM EP Plan	Document made pursuant to section 138A of the Transport Act 2000 and which is required to be in place for an EP Scheme to be made.
RBWM EP Scheme (1)	EP Scheme (1)
Real Time Information	Using technology to track the location of buses in real time. Information is transmitted to bus stops or devices to indicate to passengers the predicted arrival time at a particular point.
Registered Local Bus Service	As set out in Section 2 of the Transport Act 1985.
Requirements	Those requirements placed upon Bus Operators identified as such within a Scheme shall be deemed as such for the purposes of s.138C 2017 Act.
Schemes	RBWM Enhanced Partnership Schemes

Annex 1-B Commercial local bus services by operator at 31 March 2022

Operator	Route	Area Served
Arriva	37	High Wycombe – Maidenhead
First Bus	8	Slough – Heathrow T5
	4	Maidenhead – Heathrow T5
Reading Buses	702	Legoland – London
	703	Bracknell – Heathrow T5
Red Eagle	63/68	Slough – Maidenhead
Thames Valley Buses	2	Slough – Dedworth
	7	Maidenhead
	127	Maidenhead - Reading

Annex 1-C Supported local bus services by operator at 31 March 2022

Operator	Route	Area Served
Bear Buses	305	Staines - Colnbrook
Thames Valley Buses	3	Maidenhead
	8	Maidenhead
	9	Maidenhead
	15	Maidenhead – Windsor – Slough
	16	Maidenhead – Windsor
	53	Bracknell – Maidenhead – Wexham Park
	234/5	Maidenhead
	238	Maidenhead
	239	Maidenhead
White Bus	P1	Windsor park and ride
	W1	Windsor - Dedworth
	01	Windsor - Ascot

Annex 1-D Schedule of RBWM Candidate EP Scheme(s) – Facilities

Facilities	Indicative funding requirement
<u>Short-term (<12m)</u>	
Create an RBWM bus webpage	Internal to RBWM
<u>Medium-term (12-36m)</u>	
Undertake roll-out of real-time information at bus stops in Windsor and Maidenhead town centres	Up to c. £750,000
Undertake improvements to bus stops in Windsor and Maidenhead town centres	Up to c.£50,000
Upgrade and make improvements to buses	Up to c.£50,000
Undertake feasibility study into potential highway infrastructure improvements	c.£35,000 - £65,000
Undertake feasibility study into a multi-operator ticketing scheme	c.£35,000 - £65,000
Undertake feasibility study into the construction of a bus station / interchange in Maidenhead	c.£35,000 - £65,000
<u>Long-term (36m+)</u>	
Undertake infrastructure Improvements	Up to c.£10m
Creation of a multi- operator ticketing scheme, including website and phone app	Up to c.£5m
The construction of a bus station / interchange in Maidenhead	c.£5m - £10m

Annex 1-E Schedule of RBWM EP Candidate Scheme(s) – Measures

Measures	Indicative funding requirement
<p><u>Short-term (<12m)</u></p> <p>Undertake a review of RBWM bus network</p> <p>Create an RBWM bus passenger charter</p> <p>Provide continued funding of the existing supported services provision through 2022/23]</p>	<p>Internal to RBWM</p> <p>Internal to RBWM</p> <p>c.£870,000</p>
<p><u>Medium-term (12-36m)</u></p> <p>Provide funding of supported services (potentially adjusted further to the network review) at current levels through 2023/24 and 2024/25]</p>	<p>c.£870,000 per year</p>
<p><u>Medium-term (12-36m)</u></p> <p>Trial(s) of frequencies and more evening and Sunday services</p> <p>Trial(s) of DRT</p> <p>Trial(s) of cheaper tickets and/or discounted fares for RBWM Advantage card holders</p>	<p>Up to c.£1.5m for a 3-year trial (up to £500,000 per year)</p> <p>c.£150,000 - £500,000</p> <p>c.£900,000 for a 3-year trial (£300,000 per year)</p>
<p><u>Long-term (36m+)</u></p> <p>Undefined</p>	