

ShropshireLink...

Flexibly Routed Rural Local Bus services in Shropshire:

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Shropshire – Background and context

- Population – c.290,000 - 0.91 persons per hectare
- 122,000 households, 55% live in main market towns, but these settlements only cover 2% of Shropshire's land area..
- 53% households have 2 or more cars (55%Eng)
- Bus journeys pa rural/urban - 6.75m
- £3.9m subsidy budget (excl P+R)

Current Accessibility Targets

- Accessibility to services (town centres) indicator
Percentage of (a) rural households and (b) rural households without access to a car, who are able to access a town centre by public transport or demand responsive transport service that is available on at least 2 days per week
- i) Accessibility to work indicator
Percentage of (a) people of working age (16 – 74) and (b) people in receipt of job seekers allowance, who are able to access a key employment destination within 45 minutes by a public transport service which operates at least hourly on 6 days per week.

Key principals

- Build on successes
- Improve efficiency and value for money
- Increase rural accessibility
- Better meet customer need- improve patronage
- Reduce environmental impact
- Achieve better integration and improved interchange

Overview of proposals

- Core service improvements
- New flexible ‘Shropshire Link’ services
- New, accessible vehicles
- Single booking service and improved interchange
- Clarity / integration for Community Transport Sector

Core bus services

- Direct Routes - Reduce journey times
- Increase frequency – 2 hourly frequency or better
- Comprehensive Mon – Sat Service
- Regular ‘Clock Face’ timetable
- Low Floor accessible and quality buses – Future aspiration



New Flexible Shropshire Link Services



- Full network of flexible “ShropshireLink” public transport services
- Available to all
- Concessionary fares valid
- Cover all rural areas in County-most on at least 2 days each week
- Guaranteed interchange with core network & rail services



ShropshireLink...

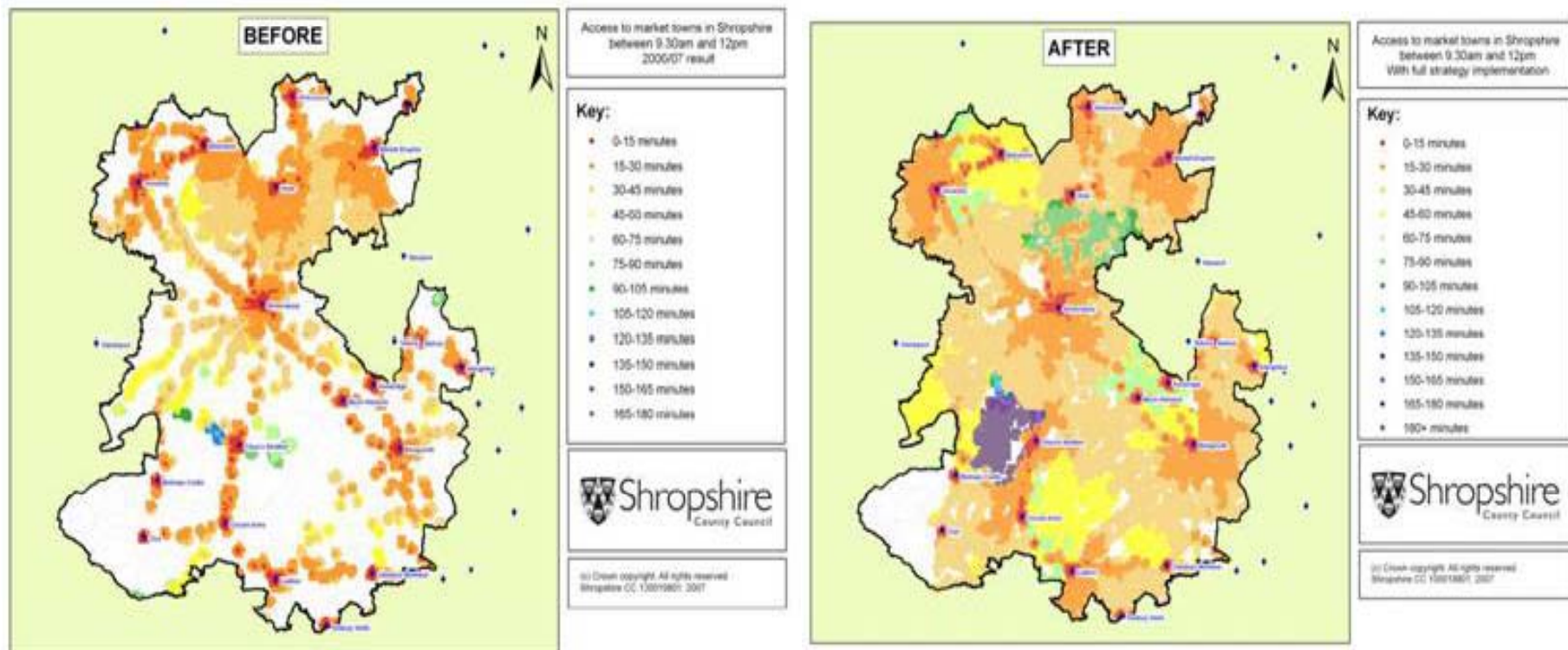
...flexible to your needs

To book your journey call ...

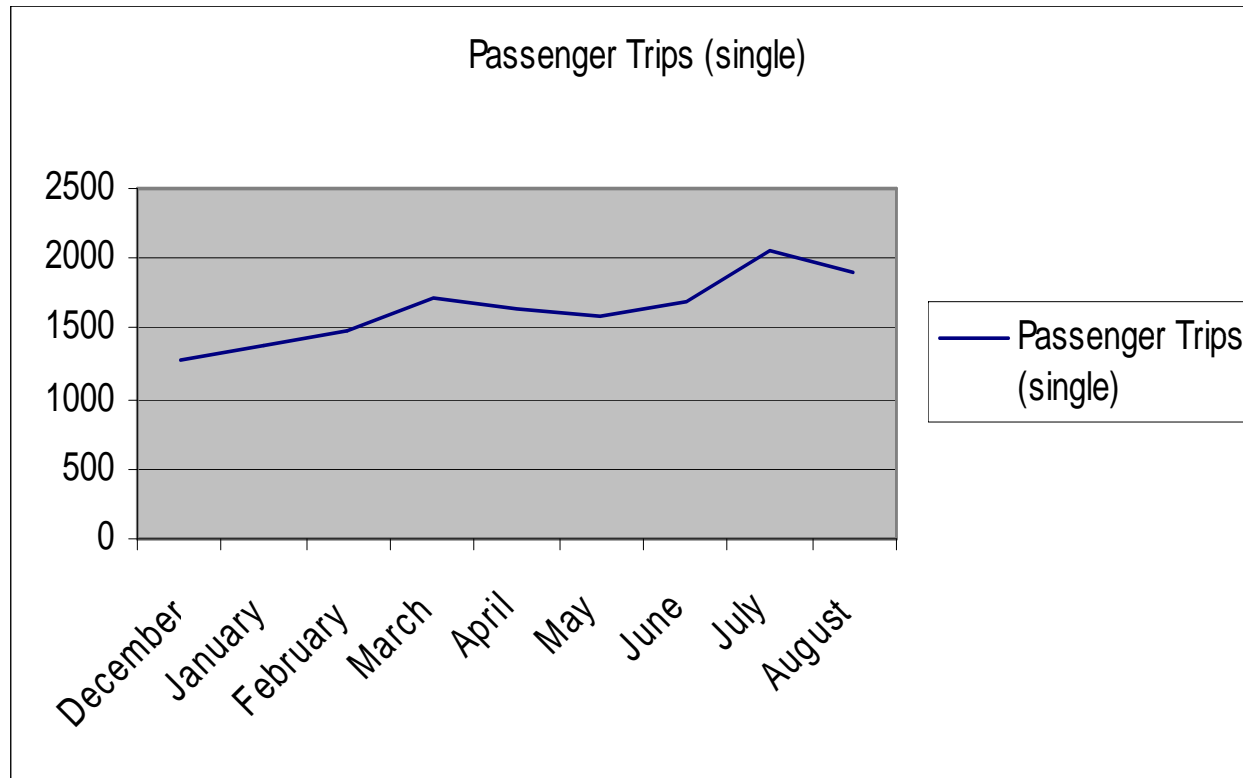
📞 **0345 6789068**

- Bookings between 7 days before travel and up to day before
- No forward/block bookings currently available
- “Spikes” in booking call levels now being managed across opening hours


Improving Rural Accessibility



Performance from Launch



Activity Since Launch (to end Aug 09)

- 1,121 passenger registrations
 - 8,060 calls
 - 14,744 passenger trips (single)
 - 61% more rural LBS trips since launch
 - 69% passengers are concessions
 - Av 13,000km per month fleet mileage
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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 to be made to zone drawing and availability
- New publicity and marketing strategy launched
- Still confident in 15%pa passenger growth across first three years

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