

**BRISTOL CITY COUNCIL**

**Full Council**

**21 July 2015**

**Report of:** Place Scrutiny Commission (2014/2015)

**Title:** Integrated Public Transport – Scrutiny Inquiry Day  
Recommendations (5<sup>th</sup> March 2015)

**Ward:** Citywide

**Presenting Report:** Cllr Hiscott – Vice-Chair of Place Scrutiny Commission  
2014-15

**RECOMMENDATION**

To note the recommendations from the inquiry day (Appendix A).

To note the proposed Officer Action Plan (Appendix B) which suggests how each of the Scrutiny inquiry day report recommendations could be addressed.

**Summary**

The Place Scrutiny Commission hosted a Scrutiny Inquiry day on 5th March 2015 to enable councillors to consider and agree what better public transport integration should look like and in particular what outcomes should be sought. The commission agreed in April 2015 to submit their recommendations for discussion at Full Council in July 2015.

**Policy**

1. These recommendations are to be incorporated policy development as set out in Appendix B.

**Consultation**

**1. Internal**

The recommendations were discussed and agreed at Place Scrutiny in April 2015. Officers from the Transport Service were present for this discussion.

## **2. External**

External stakeholders including representatives from Network Rail and First were present at the inquiry day.

### **Context**

Bristol City Council's Place Scrutiny Commission is responsible for contributing to policy development and scrutinising the performance of the Council's Executive. It hosted a Scrutiny Inquiry Day on 5<sup>th</sup> March 2015 to enable councillors to consider and agree what better public transport integration should look like and in particular what outcomes should be sought.

All of Bristol's councillors were invited to the event, along with a number of external speakers and City Council officers.

The key questions and issues that the Inquiry was seeking to address were as follows:

- To understand the background of why we are where we are with regards to bus deregulation and other legislation
- To understand why we want better integration - what's the problem we're trying to solve?
- To consider and agree what better transport integration should look like and in particular what outcomes should be sought i.e. what do we want?
- To explore issues and opportunities for improving the integration of transport functions and activities across the wider Bristol area
- To identify the obstacles to better integration and how to overcome them.
- To consider a timescale for change – what are our realistic expectations.

The purpose of the Inquiry was two-fold; firstly as an informative and exploratory session for councillors and secondly as an opportunity to garner ideas on which functions and activities should be considered for greater integration.

The key discussion points and recommendations from the Inquiry Day are contained within Appendix A of this report.

### **Proposal**

See Appendix A.

## **Other Options Considered**

N/A

### **Risk Assessment**

Risk assessments would be incorporated into the actions proposed by officers in Appendix B.

### **Public Sector Equality Duties**

Equalities Impact Assessments would be incorporated into the actions proposed by officers in Appendix B.

### **Legal and Resource Implications**

Assessment of the implications of each recommendation would be incorporated into the actions proposed by officers in Appendix B.

### **Appendices:**

- APPENDIX A – RECOMMENDATIONS
- APPENDIX B – PROPOSED OFFICER ACTION PLAN

## **LOCAL GOVERNMENT (ACCESS TO INFORMATION) ACT 1985**

### **Background Papers:**

Full report of the Scrutiny Transport Inquiry Day – 5 March 2015  
(note: this has been e-mailed to the Lord Mayor, Mayor and all councillors, and is available on the Council's web site alongside this report).

## **APPENDIX A - RECOMMENDATIONS**

### **Key Priorities and Recommendations Place Scrutiny Commission Integrated Transport Inquiry Day (5<sup>th</sup> March 2015)**

#### ***I. Regional and Cross Boundary Issues***

- That the report and recommendations from the Inquiry Day are referred to both the West of England (WoE) Joint Scrutiny Committee and the West of England Joint Transport Board for their consideration and responses to the recommendations.
- Whilst the Place Scrutiny Commission would welcome the transport related benefits that a Combined Authority could bring, it is recognised that discussions about this are currently ongoing. In the meantime Commission Members were encouraged by what has been suggested could be achieved by further joint working across neighbouring authorities. The Commission therefore recommends that discussions should be progressed that aim to address cross-boundary issues by identifying opportunities for sub-regional collaboration, establishing the extent of control over the bus network, and agreeing the preferred model for integrated transport.
- That a further 'Integrated Public Transport' Scrutiny Inquiry Day to be arranged that encompasses the contributions from Bristol's neighbouring West of England authorities and that would seek to improve sub-regional public transport issues and how future transport related joint working across the neighbouring authorities can be improved.

## **II. Wider Transport Issues**

- Examine ways in which Bristol and its partners can reduce the need for road use by changing travel patterns e.g. by improving and encouraging opportunities for home working, remote working and implementing faster broadband connections etc.

## **III. Marketing**

- Develop a marketing strategy that takes account of the following points:
  - A 'positive' marketing strategy is required to attract new bus users.
  - Tackle the negative perception and image of public transport in Bristol through improved engagement and the sharing of success stories.
  - Use the launch of new buses, bus-stop redesign and information, apps etc. to raise the profile of buses thereby increasing usage.
  - Accessible information for all i.e. public transport network maps throughout the city.
  - Real-time information (RTI) needs to be more widely available.
  - Improve the level of customer service on buses.

## **IV. Smart Cards/Ticketing**

- Develop a local ticketing strategy that can be used flexibly on all modes of transport i.e. interoperability across the regional network (including rail journeys) on a time or journey basis. This needs to be suitable for all users including part-time and/or casual workers, young people and students, and be introduced as soon as possible.

## **V. *Traffic Management***

- That a universal approach to traffic management and network development be developed between West of England (WoE) authorities, to increase co-ordination and ensure that there is strategic overview at the planning stage and when developing operational infrastructure.
- Increase segregated public transport infrastructure such as bus lanes. On particularly congested routes, bus lanes should run for the entirety of that section. Currently there are pinch points on congested routes that negate the time saved from the existing bus lanes.

## APPENDIX B – PROPOSED OFFICER ACTION PLAN

### Bristol City Council Officer response

Officers welcome the recommendations from the Integrated Transport Inquiry Day in contributing to the overall strategic direction for transport across the region. The West of England authorities are committed, by Memorandum of Understanding (March 2014), to the production of a statutory Joint Spatial Plan for the four Unitary Authority areas. This plan, being developed over 2015/16, will:

- Consider the objectively assessed housing need for the WoE 2016 to 2036 as indicated by the WoE Strategic Housing Market Assessment 2015
- Set out the housing and employment land requirement to be delivered over the period 2016 to 2036,
- Indicate the strategic locations for future development, and
- Indicate strategic infrastructure requirements, including transport infrastructure.

The plan will be subject to examination, form part of the statutory Development Plan for each Unitary Authority and will inform the review of the Local Plans of each authority. It is a requirement that each council engage elected members in the preparation of the plan.

It is therefore proposed that the majority of these recommendations be fed into the process for developing the Joint Spatial Plan. This work is due to form part of the Place Scrutiny Work programme for 2015/16 which alongside OSM's tracking of all scrutiny recommendations and wider member engagement will enable robust tracking of the outputs of the inquiry day.

This below table sets out the proposed actions to be taken in response to the recommendations from the Place Scrutiny Inquiry day.

Ref	Recommendation	Proposed Action	Lead Officer
T1.PL.ID.	That the report and recommendations from the Inquiry Day are referred to both the West of England (WoE) Joint Scrutiny Committee and the West of England Joint Transport Board for their consideration and responses to the recommendations	The report has been issued to WofE Joint Scrutiny officer to pass to both committees. Bristol Scrutiny Officers to monitor progress & ensure responses are shared with Place Scrutiny. Propose that the report be circulated to all officers / members developing the Joint Spatial Plan	Service Manager Scrutiny

Ref	Recommendation	Proposed Action	Lead Officer
T2. PL.ID	<p>Whilst the Place Scrutiny Commission would welcome the transport related benefits that a Combined Authority could bring, it is recognised that discussions about this are currently ongoing. In the meantime Commission Members were encouraged by what has been suggested could be achieved by further joint working across neighbouring authorities. The Commission therefore recommends that discussions should be progressed that aim to address cross-boundary issues by identifying opportunities for sub-regional collaboration, establishing the extent of control over the bus network, and agreeing the preferred model for integrated transport.</p>	<p>This recommendation to be incorporated into the development of the West of England Joint Spatial Plan. Progress will be reported back through Place Scrutiny. In addition the Joint Transport Study will consider areas where collaborative working would be beneficial – this is being overseen by the Heads of Transport for the four WoE authorities.</p>	<p>Service Director Transport</p>
T3. PL.ID	<p>That a further ‘Integrated Public Transport’ Scrutiny Inquiry Day to be arranged that encompasses the contributions from Bristol’s neighbouring West of England authorities and that would seek to improve sub-regional public transport issues and how future transport related joint working across the neighbouring authorities can be improved</p>	<p>Propose that this be aligned to the development work of the Joint Spatial Plan and that this recommendation be raised with West of England Joint Scrutiny.</p>	<p>Service Director Transport &amp; Service Manager Scrutiny</p>
T4. PL.ID	<p>Examine ways in which Bristol and its partners can reduce the need for road use by changing travel patterns e.g. by improving and encouraging opportunities for home working, remote working and implementing faster broadband connections etc.</p>	<p>Changing travel patterns is been a core part of a number of council strategies (e.g. Bristol Work Place Programme). It is recommended this forms a key component of the West of England Joint Spatial Plan and Transport Study.</p>	<p>Service Director Transport &amp; Service Director Planning</p>
T5. PL.ID	<p>Develop a marketing strategy that takes account of the following points:</p> <ul style="list-style-type: none"> <li>• A ‘positive’ marketing strategy is required to attract new bus users.</li> <li>• Tackle the negative perception and image of public transport in Bristol through improved engagement and the sharing of success stories.</li> <li>• Use the launch of new buses, bus-stop redesign and information, apps etc. to raise the profile of buses thereby</li> </ul>	<p>TravelWest currently take the lead on the current marketing strategies for the buses in the city with First Bus and the other public transport providers. It is proposed that these recommendations are passed to TravelWest and the West of England communications team and that a report of their work be requested be brought to Place Scrutiny.</p>	<p>Service Manager Scrutiny &amp; Service Manager Communications</p>

Ref	Recommendation	Proposed Action	Lead Officer
	<p>increasing usage.</p> <ul style="list-style-type: none"> <li>• Accessible information for all i.e. public transport network maps throughout the city.</li> <li>• Real-time information (RTI) needs to be more widely available.</li> <li>• Improve the level of customer service on buses</li> </ul>		
T6. PL.ID	Develop a local ticketing strategy that can be used flexibly on all modes of transport i.e. interoperability across the regional network (including rail journeys) on a time or journey basis. This needs to be suitable for all users including part-time and/or casual workers, young people and students, and be introduced as soon as possible	Ticketing falls under the West of England Smartcard Board and this recommendation will be incorporated into its work as well as the broader Joint Transport Study.	Service Director Transport & Service Manager Scrutiny
T7. PL.ID	That a universal approach to traffic management and network development be developed between West of England (WoE) authorities, to increase co-ordination and ensure that there is strategic overview at the planning stage and when developing operational infrastructure	This recommendation will be referred to the Heads of Transport and as part of the Joint Transport Study work.	Service Director Transport & Service Manager Scrutiny
T8. PL.ID	Increase segregated public transport infrastructure such as bus lanes. On particularly congested routes, bus lanes should run for the entirety of that section. Currently there are pinch points on congested routes that negate the time saved from the existing bus lanes	This recommendation to be incorporated into the development of the West of England Joint Spatial Plan and Transport Study.	Service Director Transport & Service Manager Scrutiny

Reference key – T (Transport), PL (Place), ID (inquiry day).