



FUTURE OF RURAL PUBLIC TRANSPORT

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OVERVIEW – A RURAL PERSPECTIVE

- Cornwall Context
- Background
- Service Provision
- Recent Funding – BSIP / BFP
- One Network, Timetable, Ticket, Brand
- Key Challenges
- Lessons Learnt

CORNWALL CONTEXT

- Growing population, over half a million – 10% growth by 2031
- 25% population over 65 – compared to 18% for England & Wales, ageing at faster rate
- 2 in 5 people live in small settlements of less than 3,000 people - rural
- Deep inequalities in health and wealth exist – low average salaries
- Inequalities in health, education and safety outcomes between different groups of people and different places in Cornwall – some of which most deprived in UK
- House prices around 9 times the average wage
- Rural isolation is a key issue, especially for children and young people
- Politically strong support for public transport, shown by significant investment in buses and rail over the last 10+ years.

- One integrated ticketing platform – delivered 2017
- Contactless ticketing and infrastructure investment 2018/19
- Network review and new 8-year tendered contract – 2020

BACKGROUND

- Rural authority
- Devolution Deal 2015
- £15m public transport investment
- £35m+ Operator investment
- Led to One Public Transport System for Cornwall
- Voluntary Partnership with operators
- New innovative tender



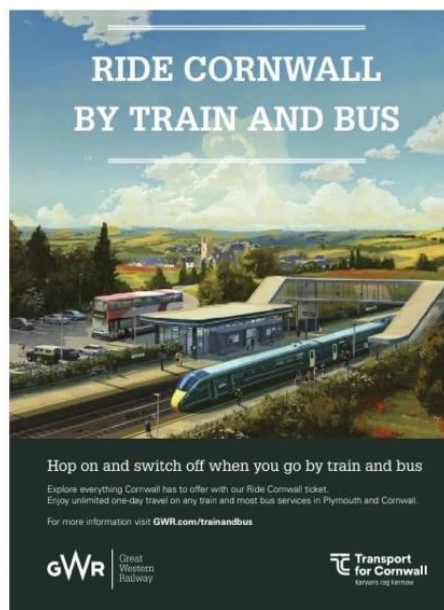
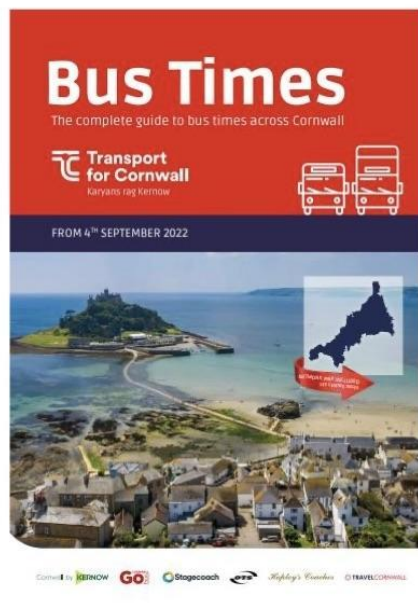


SERVICE PROVISION

- First are main commercial operator, covering around 1/3 mileage.
- Innovative 8-year options tender - 2019
- Ambitious Package bid agreed with Go Ahead for all tendered buses in Cornwall
- Integrated commercial and tendered mileage to provide better links, more connections and upfront investment in a new fleet
- Linked school journeys into the wider network to provide more cost-effective mileage
- Also includes delivery of one brand and customer service centre
- New network launched as Covid-19 hit, lost opportunity for launch
- Network remains largely intact, with significant subsidy from Cornwall Council

ONE TIMETABLE

Go Cornwall Bus & First South West joined forces to introduce a single public transport map featuring all bus services in Cornwall, accompanied in April by one set of 3 regional timetable booklets and then consolidated to one single timetable booklet in September.



GWR is also represented in our Enhanced Partnership and shares our vision for an integrated network. Working with GWR, on-board train announcements have been installed at the key bus / rail interchange points, announcing onward connections by bus and directing customers to transportforcornwall.co.uk for further information. Way finding between rail and bus stops has also been improved, alongside the rollout of TfC branding.

40		PR1	
RCH Treliske			
40	PR1	PR1	PR1
Mondays to Fridays (except Public Holidays)			
Time	Service	Destination	Notes
0649	PR1	Langarth Park P+R	
0704	PR1	Langarth Park P+R	
0713	PR1A	Langarth	
0719	PR1	Langarth Park P+R	
0723	PR1A	Langarth	
0734	PR1	Langarth Park P+R	
0740	PR1	Langarth Park P+R	
0753	PR1A	Langarth	
0759	PR1	Langarth Park P+R	
0803	40	Reduth	
0809	PR1	Langarth Park P+R	
0813	PR1A	Langarth	
0819	PR1	Langarth Park P+R	
0824	PR1	Langarth Park P+R	
0833	PR1A	Langarth	
0839	PR1	Langarth Park P+R	
0849	PR1	Langarth Park P+R	
0853	PR1A	Langarth	
0859	PR1	Langarth Park P+R	
0903	40	Reduth	
0909	PR1	Langarth Park P+R	
0913	PR1A	Langarth	
0919	PR1	Langarth Park P+R	
0929	PR1	Langarth Park P+R	
0933	PR1A	Langarth	
0939	PR1	Langarth Park P+R	
0949	PR1	Langarth Park P+R	
1004	PR1	Langarth Park P+R	
1013	40	Reduth	
1019	PR1	Langarth Park P+R	
1034	PR1	Langarth Park P+R	
1049	PR1	Langarth Park P+R	
1103	40	Reduth	
1104	PR1	Langarth Park P+R	
1119	PR1	Langarth Park P+R	
1134	PR1	Langarth Park P+R	
1149	PR1	Langarth Park P+R	
1204	PR1	Langarth Park P+R	
1213	40	Reduth	
1219	PR1	Langarth Park P+R	
1234	PR1	Langarth Park P+R	
1249	PR1	Langarth Park P+R	
1303	40	Reduth	
1304	PR1	Langarth Park P+R	
1319	PR1	Langarth Park P+R	
1334	PR1	Langarth Park P+R	
1349	PR1	Langarth Park P+R	
1404	PR1	Langarth Park P+R	
1413	40	Reduth	
1419	PR1	Langarth Park P+R	
1424	PR1	Langarth Park P+R	
1449	PR1	Langarth Park P+R	
1503	40	Reduth	
1503	PR1A	Langarth	
1504	PR1	Langarth Park P+R	
1513	40	Reduth	
1519	PR1	Langarth Park P+R	
1523	PR1A	Langarth	
1534	PR1	Langarth Park P+R	
1543	PR1A	Langarth	
1549	PR1	Langarth Park P+R	
1559	PR1	Langarth Park P+R	
1603	PR1A	Langarth	
1609	PR1	Langarth Park P+R	
1613	40	Reduth	
1619	PR1	Langarth Park P+R	
1623	PR1A	Langarth	
1629	PR1	Langarth Park P+R	
1639	PR1	Langarth Park P+R	
1643	PR1A	Langarth	
1649	PR1	Langarth Park P+R	
1659	PR1	Langarth Park P+R	
1703	PR1A	Langarth	
1708	40	Reduth	
1709	PR1	Langarth Park P+R	
1719	PR1	Langarth Park P+R	
1723	PR1A	Langarth	
1729	PR1	Langarth Park P+R	
1739	PR1	Langarth Park P+R	
1743	PR1A	Langarth	
1749	PR1	Langarth Park P+R	
1759	PR1	Langarth Park P+R	
1808	40	Reduth	
1809	PR1	Langarth Park P+R	
1819	PR1	Langarth Park P+R	
1859	PR1	Langarth Park P+R	
1859	PR1	Langarth Park P+R	
1919	PR1	Langarth Park P+R	

ONE NETWORK

Integrated information

In the last 12 months, and with the Enhanced Partnership in place from April, partnership delivery has stepped up a gear.

In January this year, Go Cornwall Bus, working in partnership with Cornwall Council and the other operators, developed a microsite to bring together all the transport information for customers. This website provides ticket information, bus network map, timetable booklets, operator contacts and a link to plan your journey.



[Hello](#)

[Tickets](#)

[Our Services](#)

[Plan a Journey](#)

[Get in Touch](#)



Download the complete guide to bus times across Cornwall

[Bus Times Guide Book](#)

If you're unsure about which services you need, or where you want to go, head to **Traveline** to plan a journey. If you need specific details about our services you can visit our websites or apps.

ONE BRAND



Transport for Cornwall

Karyans rag Kernow



I'm part of  **Transport for Cornwall**
Karyans rag Kernow

We accept each other's tickets

*excludes Truro, Penwith and Callywith College tickets

Cornwall by  **KERNOW**  **GO**  **Stagecoach**  **ETS**  **Hobley's Coaches**  **TRAVEL CORNWALL**

ONE TICKET

Cornwall Ticketing Timeline



ADULT

£5 ALL DAY

£20 ALL WEEK

ANY BUS, ANY ROUTE*
UNLIMITED BUS TRAVEL ACROSS CORNWALL

Tap & Cap

Now available for your **ADULT** £5 & £20 tickets

*excludes park and ride and privately contracted journeys

MAKE BIG SAVINGS BY BUS

REDUCTIONS ACROSS MOST FARES!

ANY BUS, ANY ROUTE*

TOWN ZONE DAY TICKET **ADULT £2.50**

TOWN ZONE DAY TICKET **UNDER 19 £1.50**

CATCH ME ACROSS CORNWALL **ADULT ALL DAY £5**

BROUGHT TO YOU BY **Transport for Cornwall**

transportforcornwall.co.uk



Bus Service Improvement Plan for Cornwall

Developed by Cornwall Council and the Bus Partnership Group
October 2021



transportforcornwall.co.uk



BSIP & BUS FARES PILOT

- One of the successful BSIP authorities, but massive shortfall in revenue bid for
- But, separate award for Bus Fares Pilot - £23.5m
- Allows 4 year fares trial to recover and grow patronage
- First year outcomes achieved – recovered pre-covid patronage
- Landed positively.
- DfT pilot £2 now in operation – challenge around how this is sustainable for longer rural journeys?

IT'S TIME TO BUS

£5 ALL DAY ANY BUS, ANY ROUTE*

£20 ALL WEEK ANY BUS, ANY ROUTE*

UNLIMITED BUS TRAVEL ACROSS CORNWALL

BROUGHT TO YOU BY **Transport for Cornwall** Karyans rag Kernow

MAKE BIG SAVINGS BY BUS

SEE MORE BY BUS THIS SUMMER

£5 ALL DAY ANY BUS, ANY ROUTE*

£10 ALL DAY FAMILY** ANY BUS, ANY ROUTE*

UNLIMITED BUS TRAVEL ACROSS CORNWALL

BROUGHT TO YOU BY **Transport for Cornwall** Karyans rag Kernow

MAKE BIG SAVINGS BY BUS

UNLIMITED BUS TRAVEL ACROSS CORNWALL FOR A FIXED COST

If you're buying an **Adult All Day** or an **Adult All Week**, there's a new, easy way to pay...

New Tap & Cap

Simply tap your bank card or smart phone when you get on the bus and tap off when you arrive at your destination. **Tap & Cap** will cap your payments for you so you'll never pay more than you should. (Always remember to use the same payment card for each journey).

£5 ALL DAY ANY BUS, ANY ROUTE*

£20 ALL WEEK ANY BUS, ANY ROUTE*

BROUGHT TO YOU BY **Transport for Cornwall** Karyans rag Kernow

MAKE BIG SAVINGS BY BUS

LESSONS LEARNT?

- No one size fits all – Cornwall building from a strong base
- It needs a lot of investment – Cornwall subsidise 50% of the mileage, but benefits are real and wide ranging
- Need to consider the ‘whole’ and how it fits together
 - Role of rail, school transport, CT, active travel, e-bike etc. DRT under review
 - How does good public transport support other areas – social care, access to jobs etc...
- Have to accept some compromises and trade offs
 - School transport integration / post-16 college flows
 - Access to more rural locations v journey times / reliability of services
- Need to understand journey patterns and prioritise some movements
- Network is key, but so is customer service and ticketing – needs to be seamless and reduce barriers to travel
- More work needed around interchange – we can’t provide direct journeys for all
- Behaviour Change could be a key tool, but under-funded / utilised to date?

KEY CHALLENGES

- Strategic vision, coupled with delivery expertise. Making transport a priority and joining the dots
- Funding – rural transport networks are not commercially viable
- BSIP Priorities – most rural areas want revenue funding to underpin service provision – they did not get this
- Attractiveness to the customer – service levels are critical
- Fares – DfT £2 scheme welcome but how viable longer term?
- Rural authorities often have longer journeys made....
- Cornwall has put in a huge amount of subsidy to deliver – it is paying off with continued growth but will require ongoing funding.



PASSENGERS ARE RETURNING –
THEY SHOULD BE AT THE HEART OF
OUR THINKING.

**PRIORITISE TRANSPORT-IT
PROVIDES A LIFELINE AND CHANGES
LIVES!**

 **Transport
for Cornwall**
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