



# FUTURE OF RURAL PUBLIC TRANSPORT

**Melanie Watson**  
Independent Consultant

# **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





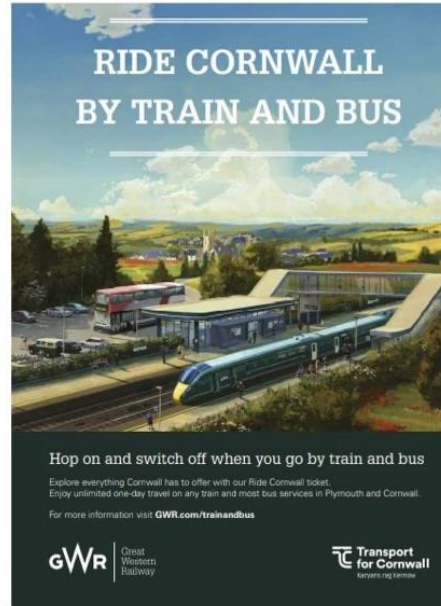
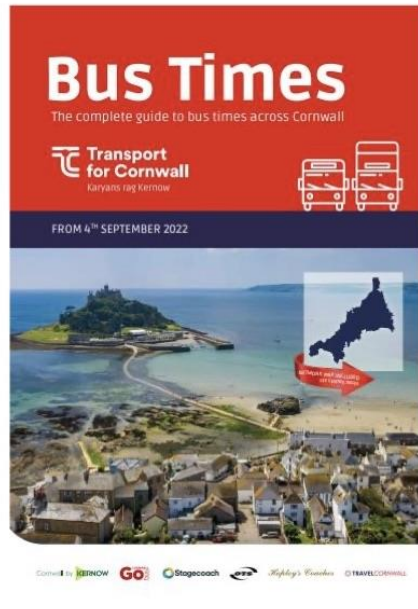
102 new buses – delivered through Covid-19.  
Best rural fleet in UK?

## 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](https://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|PR1A**

**RCH Treliiske**

40: RCH Trelemny Wing, Truro College, Cheverton, Porth Road, Cornubia, Carnarack, St Dav's Market Square, Redruth Railway Station, Redruth Truro

PR1: RCH Trelemny Wing, Truro College, Trevena Park, Cornubia, Victoria Square

PR1A: RCH Trelemny Wing, Truro College, Langarth Park P+R

**Mondays to Fridays (except Public Holidays)**

Time	Service	Destination	Notes	Time	Service	Destination	Notes
0649	PR1	Langarth Park P+R		1034	PR1	Langarth Park P+R	
0704	PR1	Langarth Park P+R		1049	PR1	Langarth Park P+R	
0713	PR1A	Langarth		1103	40	Redruth	
0719	PR1	Langarth Park P+R		1104	PR1	Langarth Park P+R	
0723	PR1A	Langarth		1119	PR1	Langarth Park P+R	
0734	PR1	Langarth Park P+R		1134	PR1	Langarth Park P+R	
0740	PR1	Langarth Park P+R		1149	PR1	Langarth Park P+R	
0753	PR1A	Langarth		1204	PR1	Langarth Park P+R	
0759	PR1	Langarth Park P+R		1213	40	Redruth	
0803	40	Redruth		1219	PR1	Langarth Park P+R	
0809	PR1	Langarth Park P+R		1234	PR1	Langarth Park P+R	
0813	PR1A	Langarth		1249	PR1	Langarth Park P+R	
0819	PR1	Langarth Park P+R		1303	40	Redruth	
0824	PR1	Langarth Park P+R		1304	PR1	Langarth Park P+R	
0833	PR1A	Langarth		1319	PR1	Langarth Park P+R	
0839	PR1	Langarth Park P+R		1324	PR1	Langarth Park P+R	
0849	PR1	Langarth Park P+R		1349	PR1	Langarth Park P+R	
0853	PR1A	Langarth		1404	PR1	Langarth Park P+R	
0859	PR1	Langarth Park P+R		1413	40	Redruth	
0900	PR1	Langarth Park P+R		1419	PR1	Langarth Park P+R	
0913	PR1A	Langarth		1424	PR1	Langarth Park P+R	
0919	PR1	Langarth Park P+R		1449	PR1	Langarth Park P+R	
0929	PR1	Langarth Park P+R		1503	40	Redruth	
0933	PR1A	Langarth		1503	PR1A	Langarth	
0939	PR1	Langarth Park P+R		1504	PR1	Langarth Park P+R	
0949	PR1	Langarth Park P+R		1513	40	Redruth	
1004	PR1	Langarth Park P+R		1519	PR1	Langarth Park P+R	
1013	40	Redruth		1523	PR1A	Langarth	
1019	PR1	Langarth Park P+R		1534	PR1	Langarth Park P+R	
				1543	PR1A	Langarth	

# 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**  **OTS**  **Hefley's Coaches**  **TRAVELCORNWALL**



# ONE TICKET

## Cornwall Ticketing Timeline



**ADULT** **£5** **£20** **ANY BUS, ANY ROUTE\***  
**ALL DAY** **ALL WEEK** **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**  
www.tfcornwall.co.uk [transportforcornwall.co.uk](http://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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