Swindon Enhanced Partnership Plan and Scheme for Buses

August 2023

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Introduction

Buses and other passenger transport services play an important role in keeping people and places connected. Use of such services, rather than private car travel, also helps reduce congestion, improves air quality, and limits carbon emissions.

Swindon Borough Council and its bus operators wish to improve public transport connectivity and access to facilities and services and offer a viable alternative to car use. This will help overcome the setbacks of lost patronage suffered during the pandemic and seek to establish a virtuous cycle of growth and development. These aims are reflected in the Swindon Bus Service Improvement Plan (BSIP) published in October 2021.

Drawing on the BSIP, this document fulfils the statutory requirements set out by the Bus Services Act 2017 of an Enhanced Partnership (EP) Plan for Swindon. Initially, this will facilitate the introduction of an EP Scheme aimed at supporting and developing bus services across Swindon, with the aim of starting to achieve the objectives set out in the BSIP.

In accordance with the statutory requirements for an EP Plan, this document includes:

- Overview and map of the geographical area covered
- Factors affecting the local bus market
- Summary of passengers' experiences in using bus services and the priorities of users and non-users for improvements
- Trends in bus journey speeds and the impact of congestion on bus services
- Objectives that are sought for bus service provision
- Interventions needed to achieve the desired outcomes
- Governance arrangements
- Competition test

Context

The National Bus Strategy was launched in March 2021, with the aim of passengers across England benefiting from more frequent, reliable, easier to use and understand, better co-ordinated and cheaper bus services.

The strategy's prime aim is to develop, grow and improve bus services. This will help the bus industry counter the historic decline in use of bus services, recover from the effects of the Covid 19 Pandemic on the industry since March 2020 and enable it to be more carbon friendly by 2030. Measures are proposed as to how bus services will operate in future and how modal shift can be influenced and make buses more user friendly. This will focus on local authorities and bus operators working together to achieve better bus services and increase passenger usage.

Apart from those areas pursuing the case for bus franchising, authorities were required to put Enhanced Partnerships in place to facilitate the delivery of their BSIP ambitions and objectives.

Swindon Borough Council published a notice of intent to develop an Enhanced Partnership on 30th June 2021.

Swindon Borough Council, as LTA, was required to prepare and publish a Bus Service Improvement Plan (BSIP), in partnership with bus operators, by the end of October 2021. Swindon's BSIP is published here: www.swindon.gov.uk/downloads/file/7717/swindon_borough_council_bus_service_improvement_plan

The Swindon BSIP constitutes the public transport element of the Borough's Local Transport Plan (LTP). The current LTP was adopted in 2011 and a refresh is underway and has been consulted upon. The BSIP replaced the Council's Local Bus Strategy (Revised 2016). Accordingly, it forms part of the evidence base for, and

supports the delivery of, the Infrastructure Delivery Plan for the Swindon Local Plan Review to 2042. The Council has completed a final pre-submission (Regulation 19) consultation, and the Local Plan Review reaffirms the aspiration for the town to accommodate 23,500 new homes.

The BSIP supports the Council's key missions and priorities:

Combat Inequality – ensuring we make Swindon a fairer place, reducing disadvantage, make poorer areas richer and eliminate big disparities in life expectancy, education levels and social justice.

Build a Better Swindon – create a town ready for the challenge of the coming decades, understanding what facilities and infrastructure we need. Understanding the Council's direct and indirect role in improving the town centre and in creating more affordable housing while supporting and brokering support from the private sector.

Achieving Net Zero – ensuring we fully play our part as a Council and a town in combatting climate change. Working with communities to find new ways of doing things that help not hinder the natural environment.

In addition, the new Administration intends to focus on five shorter-term priorities over the course of its time in office. These have been determined following feedback from residents during the 2023 election campaign. These are:

- Get Swindon Moving
- Keep Council Tax as Low as Possible
- A Stronger Local Economy
- Get Tough with Developers
- Keep Residents Safe and Fight Knife Crime

The BSIP addresses the requirements of the National Bus Strategy. In so doing, it is intended to be the way of achieving the following outcomes in Swindon Borough:

- Define and deliver greatly improved bus service outputs and patronage as an effective approach to emissions reduction in both the short and longer-term, in support of the national binding trajectory to zero carbon.
- "Level-up" and support socio-economic convergence by positively transforming sustainable mobility across the most deprived areas, properly integrating them with the wider Borough economy.
- Reduce congestion and other serious impediments to productivity, and better connects growing employment locations to the labour market, especially those areas where available labour exists.
- Deliver high-quality, interconnected public transport options for everyone across the Borough as part of a consistent high-quality, better-integrated sustainable mobility offer.

The EP Plan summarises the main themes of the BSIP, setting out an analysis of local bus services in Swindon, the objectives for the quality and effectiveness of bus services and how the EP Scheme or Schemes are intended to achieve these objectives.

Policy context

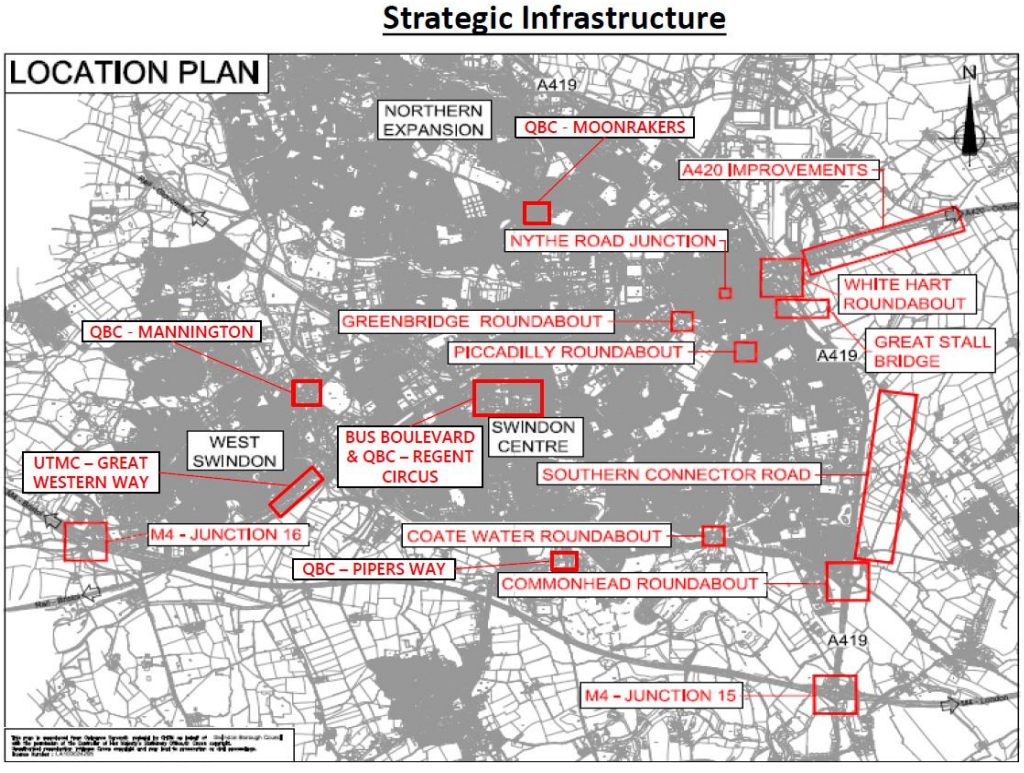
The Swindon Bus Service Improvement Plan contributes to the delivery of policy objectives outlined within Swindon's existing and emerging Local Plan, Local Transport Plan and other key policy guidance, that set out below.

Local Transport Plan

The Local Transport Plan sets out the transport policies and strategies of the local authority. It is the principal means of delivering the council's transport programme to achieve the strategic objectives of the council. The Plan is produced in two parts: the transport policies and strategies of the plan; and the implementation plan, which sets out the programme for delivering the strategic outcomes. Swindon's Local Transport Plan policy and strategy document (LTP4) was refreshed in 2022, following public consultation, and covers the period to 2036. The implementation plan is currently being developed in line with the latest government guidance on Climate targets and alongside the emerging Local Plan.

Swindon's third Local Transport Plan (2011) is in the process of being replaced by LTP4. It has a strong focus on greatly improving the quality and relevance of the bus service offer, in recognition of the fact that the growth anticipated even at that time, could never be accommodated within the local and strategic highway network without unacceptable impacts, even after the delivery of substantial highways capacity mitigation. Most of the planned major schemes illustrated in Figure 1 have been implemented.

Figure 1. Strategic Transport Context



LTP3, and accompanying Swindon Transport Strategy, identified three potential Quality Bus Corridors (QBC) that would offer fast, frequent and reliable bus corridors towards and into the principal Strategic Allocations: Tadpole Garden Village, Wichelstowe and the New Eastern Villages serving extensive existing parts of the town en-route.

The Council has commenced enabling works for a new Bus Boulevard. The £33m scheme, programmed for completion in Spring 2025, will provide a new public transport interchange as part of wider town centre regeneration.

Figure 2. Bus Boulevard Illustrative illustration

The evidence base for the LTP refresh concedes that no meaningful progress has been made achieving some of the objectives of LTP3. There has been reverse mode shift towards a higher level of car dependency, congestion and car journey times have worsened markedly, and there has been a small but clear reduction in the bus mode share, which the growth of the town cannot fully mask in patronage statistics. In fact, bus use from the newest developments is exceptionally low when benchmarked against the modal shift for new housing developments across town and cities of a comparable size. A review of priority destinations as well as the town centre will be undertaken to ensure that the needs of new developments are being met from initial and ongoing housing completions.

The **Local Transport Plan** is currently being reviewed. The BSIP forms the local bus service element of the Local Transport Plan. The LTP refresh has identified several themes and focuses on areas that have emerged or grown in importance since LTP3 was produced:

- Climate change and the need to work towards a low carbon economy
- Transport related social inclusion, accessibility and quality
- The role of new technology
- The importance on a joined-up approach to land use planning and transport planning

The refresh has also revisited some transport areas that may not have been given sufficient focus in the original policies or outcomes related to LTP3:

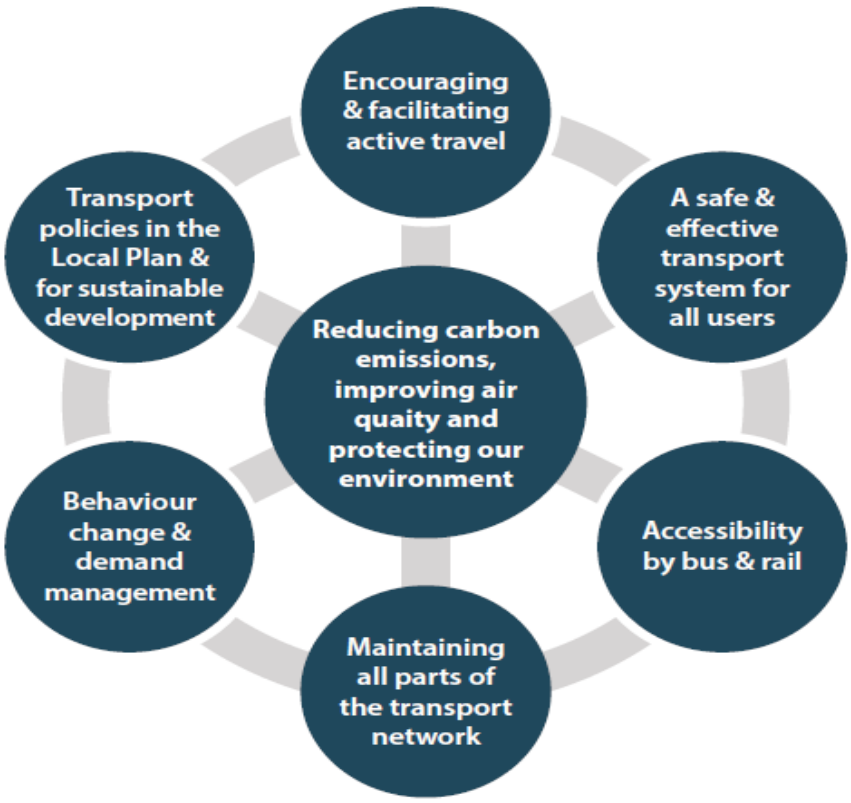
- The value of effective highway maintenance
- The impacts of development, regeneration and growth priorities
- The location of Swindon and its connectivity with other economic centres

The longer-term impact of the Covid-19 pandemic on Swindon's transport network has also been considered at a high level.

The 2021 Census indicated that 30.6% of employed people in Swindon mainly worked at or from home. This proportion was similar or a little lower than surrounding areas. With regards to people travelling to work, 78% travelled less than 10km distance. 5.5% of those travelling used the bus to get to work.

As part of developing the new LTP, the Council has carried out a local Conversation survey to gather the views of residents.

Figure 3. LTP4 Policy Areas



Relationship with other Swindon Borough Council Strategies

The **Swindon Borough Council Carbon Reduction Strategy 2020** details how the Council will manage and control direct emissions from Council activities, and how it will influence partners and their strategies to address wider impacts and indirect emissions.

'Mission Statement: Swindon Borough Council recognises the impact of climate change and the need to be sustainable and as such will be net zero as an organisation by 2030. In parallel to this, we will work with all interested groups in an effort to make the whole Borough net zero in line with national targets'

The **Swindon and Wiltshire Strategic Economic Plan (SEP)** (2016) updates and revises the Strategic Economic Plan which was approved by Government in April 2014. Its function is to provide a commentary around transport priorities for the town and wider region, including linkages between transport investment and

economic growth. In so doing it highlights the priorities and future opportunities for investment through to 2026.

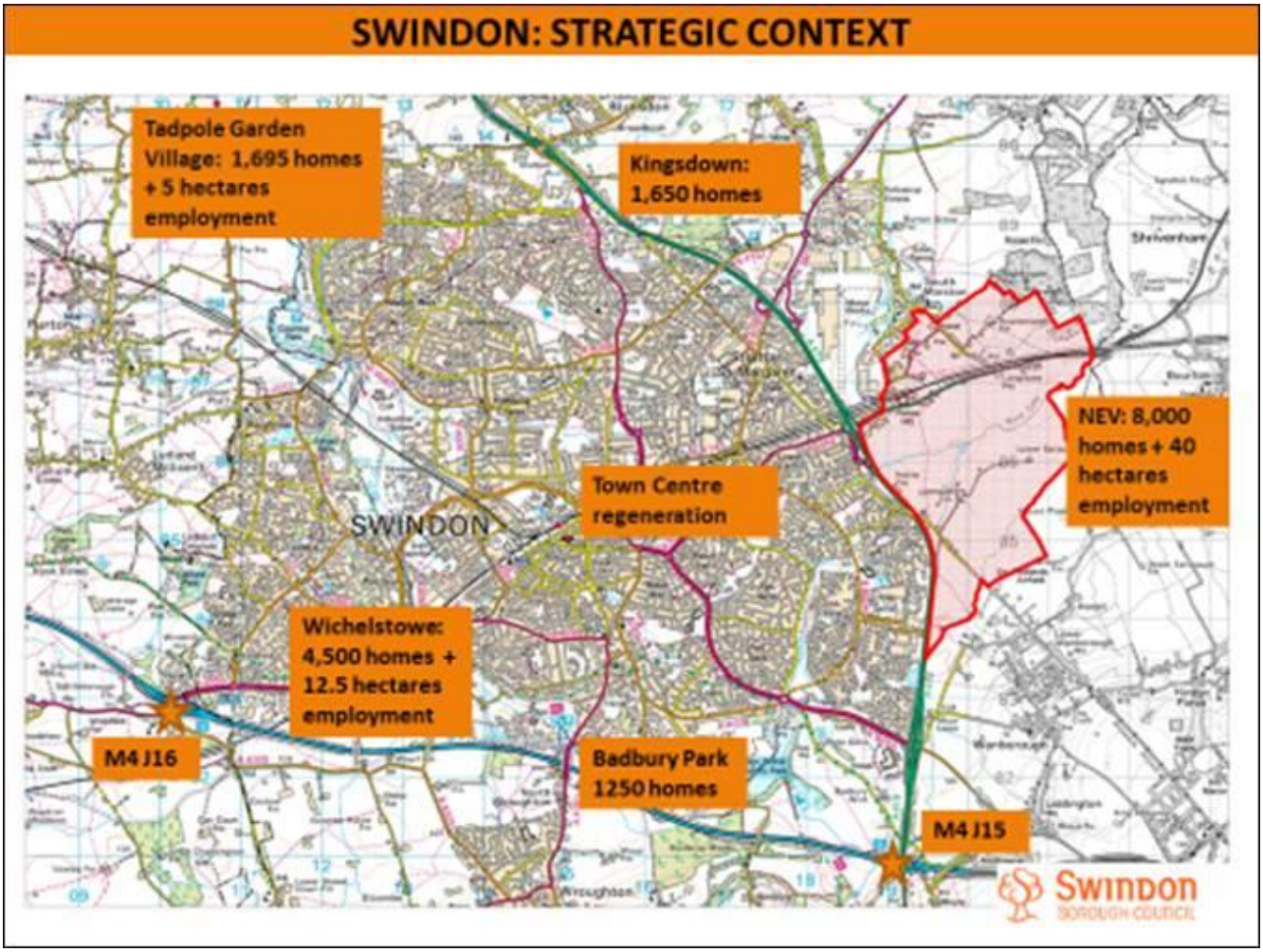
By 2026, the SEP aims for Swindon and Wiltshire to be world-renowned for innovation, entrepreneurialism and great quality of life. It focuses on the area's existing strengths and the base of established business sectors to build an outstanding, sustainable business environment in which the economy will thrive.

The **Swindon Local Plan** Review is currently under way. The main aspects of this comprise rolling forward the existing Local Plan to 2036, with 23,500 net additional dwellings over the 2018-2036 plan period and additional employment opportunities, including the Panattoni redevelopment of the former Honda site in South Marston which could provide between 7,000 and 9,000 jobs.

The delivery of Symmetry Park within the New Eastern Villages (NEV) is already enabling a further 1500 jobs (Amazon and Iceland Regional Distribution Centres).

Planned development is likely to increase the population of the Borough by 35,000. The majority of this development is directed to four main urban extensions at Kingsdown, Tadpole Garden Village, Wichelstowe and the New Eastern Villages (NEV) as illustrated in Figure 4.

Figure 4. Plan highlighting strategic context



The current proposals for the NEV and the redevelopment of the Honda site will draw heavily on access by bus, through the development areas and to the town centre and railway station. There is a need for both new bus services and integration with existing bus services to achieve the target modal share.

The **Swindon Town Centre Movement Strategy** (2020) sets out a plan of action to deliver improvement in all elements of the Town Centre's movement system from car parking, walking, cycling and public transport. Sitting alongside a refreshed Town Centre Masterplan, the multi-modal transport strategy is intended to support and facilitate growth and regeneration of the central area.

The Strategy is evidenced based and objectives led, ensuring that it responds to current and anticipated issues in a way that delivers the widest possible benefits to the Town Centre. Comprising 25 individual but interconnected interventions, the Strategy is specific and defines tangible actions whilst allowing sufficient flexibility in the detail of individual schemes to enable them to be refined, evaluated and optimised through on-going engagement with stakeholders.

Figure 5. Town Centre Movement Strategy and interventions

Priority Theme		Intervention	
1	Rationalise Street Network	A	Whalebridge Reconfiguration
		B	Rodbourne Area Action Plan
		C	Corporation Street Bottleneck
		D	Bus Boulevard Enabling Works
		E	Farnsby Street/Milton Road Corridor
		F	Station Road/Holbrook Way Corridor
		G	Commercial Road/Cromby Street Corridor
2	Maximise Bus and Taxi Accessibility	H	Fleet Street Bus and Urban Realm Enhancement
		I	Bus Boulevard
		J	RTPI and Selective Bus Detection
		K	Improve Taxi Rank Provision
3	Improved Walking and Cycling Environment	L	Heritage Action Zone Connectivity
		M	Cycle Parking Review
		N	Walking and Cycling Network Improvement
		O	Cross-Railway Connectivity
4	Improved Public Realm	P	Manchester Road Urban Realm Enhancement
		Q	Wood Street Urban Realm Enhancement
5	Effective Car Parking	R	Improve Evidence Base
		S	Strategic Capacity Assessment
		T	Improve car park quality and safety
		U	Enhance car park accessibility
		V	Increase public Electric Vehicle Charging Point supply
6	Maximise Capacity of Great Western Way Corridor	W	Event Management Plans
		X	Urban Traffic Management and Control (UTMC)
		Y	Localised Capacity Improvements

These will be reviewed alongside the development of Local Transport Plan 4, ensuring alignment of the two.

Swindon's Bus Market

Swindon's Bus Company, owned by Go South Coast (GSC), operates 73 buses from its Swindon operating centre, representing the bulk of the urban network. These routes cover the entire built-up area of Swindon, apart from certain neighbourhoods on the eastern flank and Freshbrook in the south west. Much of the network is run at high frequencies of every 10, 15 or 20 minutes, with services offering direct cross-town links.

Salisbury Reds, also part of GSC, provides an hourly service (X5) between Salisbury, Pewsey, Marlborough and Swindon, with support from Wiltshire Council.

Stagecoach West operates a fleet of 68 buses across urban and interurban services linking Swindon with Oxford, Chippenham, Marlborough, Royal Wootton Bassett, Trowbridge and Cirencester. Highworth and Wroughton are served by frequent services connecting with the urban area of Swindon.

The Council, as part of its own Local Bus Strategy (introduced in 2013 and revised in 2016), supports some bus services based on social need, and evening and Sunday services supplement daytime commercial services. These are funded through Bus Service Operators Grant and Developer Contributions (S106). With the current instability in the network and lower levels of use, the Council is supporting some services at risk of withdrawal.

In addition, the following cross boundary services operate with third party revenue support:

- Coachstyle operates a regular service between Swindon and Malmesbury contracted to Wiltshire Council.
- West Berkshire Council operates a service using its own minibus vehicle fleet from Lambourn.
- Stagecoach operates services to north and east Wiltshire, including the 80 to Marlborough and Tidworth, and the 53 to Purton and Cricklade.

Beyond the scope of the EP, Swindon is served by long distance scheduled coach services provided by both National Express and MegaBus. These do not call at the two main bus terminal points.

Swindon's Bus Network

There is a substantial town network, beyond which several inter-urban routes operate. As well as providing connectivity to Wroughton and Highworth, and across the Borough's boundaries, these services perform an important role on some radial routes within the town.

Between 2011 and 2019, the total number of local bus passenger journeys (i.e. boarding) in Swindon fell from 12.5 million to 11.9 million[1]. However, this masks a steady rise of boarding on out-of-town services, and a general decline in town routes, considered to be as a result of the declining attraction of Swindon town centre.

Growth on some services was stimulated by investment and fleet enhancements, supported by targeted s106 funding.

Swindon town services each have a daytime frequency that ranges from 2 to 6 buses per hour. By virtue of size and proximity, Wroughton and Highworth benefit from at least 4 buses per hour (BPH) into Swindon. Frequency is linked to demand and where demand increases this has been reflected by timetable improvements. This has been particularly evident on inter-urban service 55 (RWB-Calne-Chippenham) and S6 (Faringdon-Oxford) which has seen strong growth for some years.

There are a range of challenges for bus provision in Swindon:

- Relatively high car ownership
- Layout of the town and low-density residential areas mean that some services have extended journey times and low demand for buses
- Significant edge of town employment areas with good road access and poor bus connectivity
- Low demand means some bus services operate at less attractive frequencies
- Declining retail offer in Swindon town centre
- Structural changes in demand resulting from Covid pandemic

Equally, the town presents some opportunities for the bus. The significant development of employment and retail on the edge of the town present travel demands that could be exploited by the bus network if remodelled. The relevance of bus across parts of the town is limited, reflected in peak **bus mode shares well below the average for English non-metropolitan urban areas.** For example, the NDA has a 2011 bus journey to work mode share of just 4.1% on average, but ranges from 2.8 to 5.8%[2]. In West Swindon, built prior to 1990, the 2011 Census average is 6.1% but this masks wide variations between 4.3% in Roughmoor and Sparcells built in 1987-1990, to as high as 8% in the former local authority areas in Toothill built in the early 1970s. This compares with a figure for the contiguous built-up area of 6.3%. The average for urban areas in England is over 8%.

Figure 6. Swindon's Bus Company Network Map

[1] DfT Bus Statistics
[2] NOMIS Table QS703EW from Census 2011

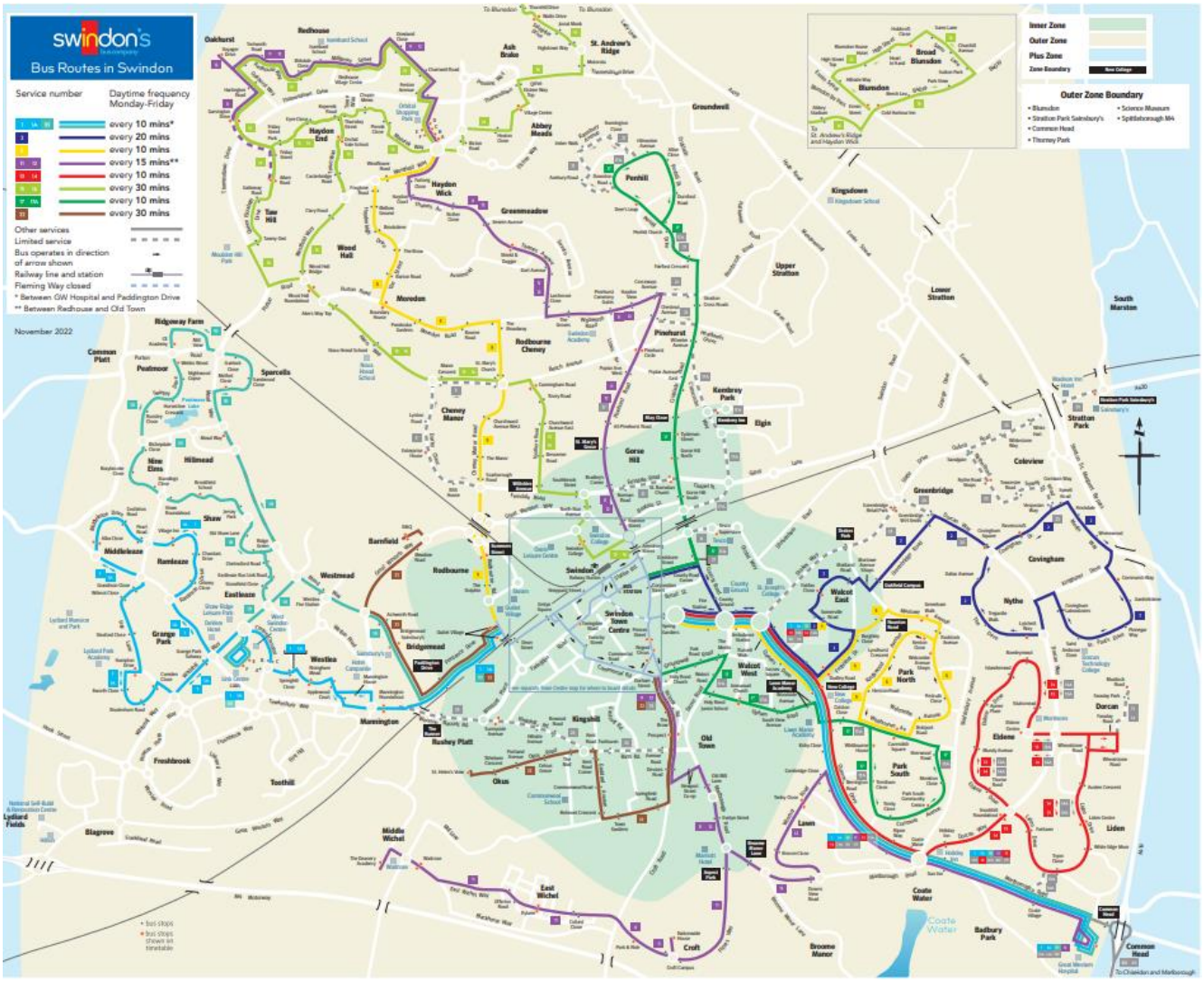
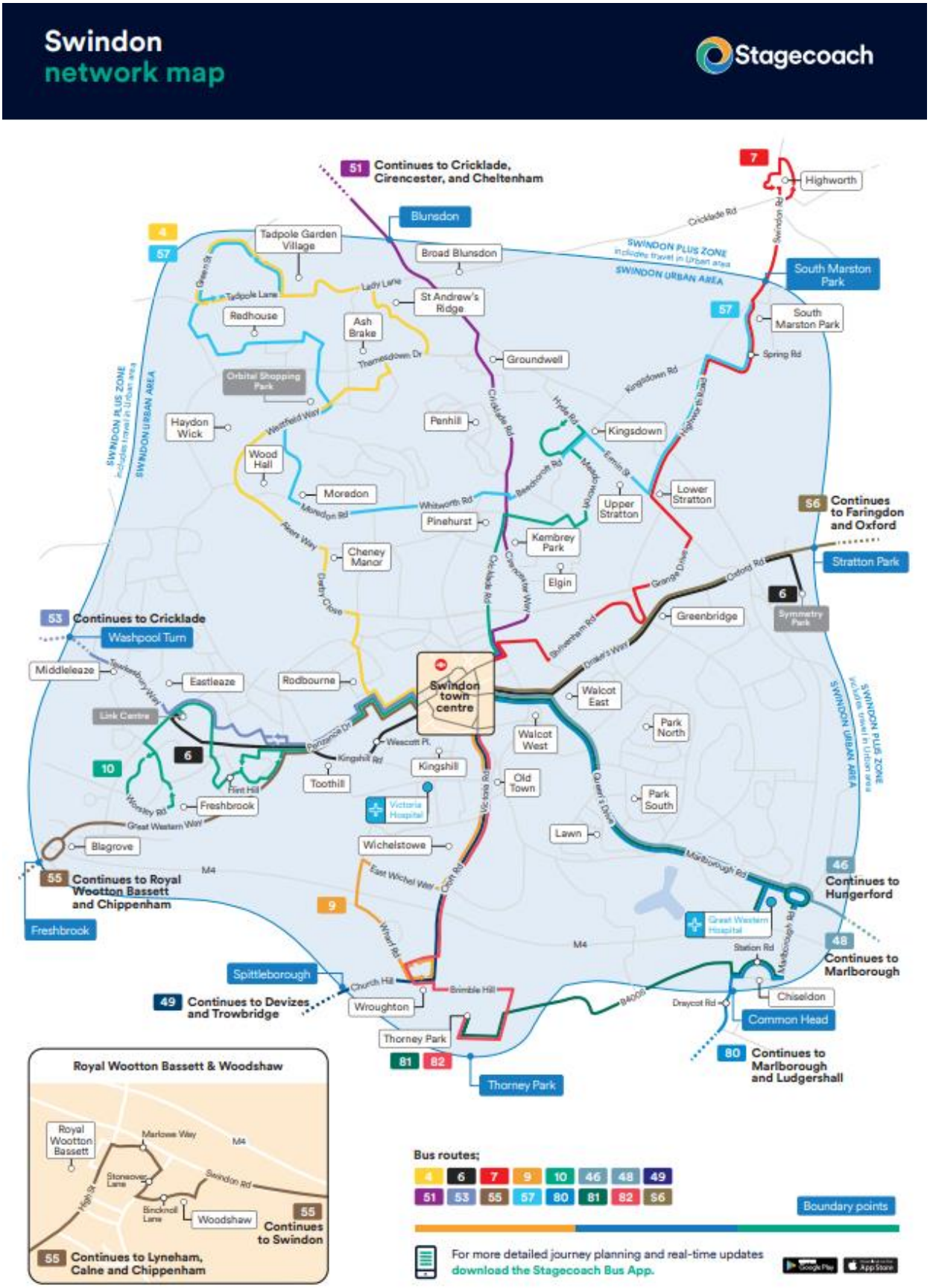


Figure 7. Stagecoach West Swindon Network Map



Passenger Satisfaction and Views on Improvement

Transport Focus last undertook a comprehensive survey of Swindon's bus passengers in 2019, following a previous survey in 2018 and 2017. These showed that customer satisfaction – which was already very high – rose significantly to the point that it was among the best figures nationally, as well as within the wider South West.

Following the sale of the municipal operator to Go-Ahead Group in 2017, there was an immediate series of major and highly visible investments in both the vehicle fleet, roadside publicity, and, shortly afterwards, the customer facing IT platforms and Apps. GSC immediately removed the "no change" policy, and the farebox cash vaults that were a legacy pre-dating deregulation in 1986.

Stagecoach also substantially upgraded its App in this period and introduced contactless payment. Major investments were made on new high-quality premium-specification buses on routes S6 and 55. Notably, the survey indicated that customer satisfaction on Stagecoach services increased to a similar degree as on GSC.

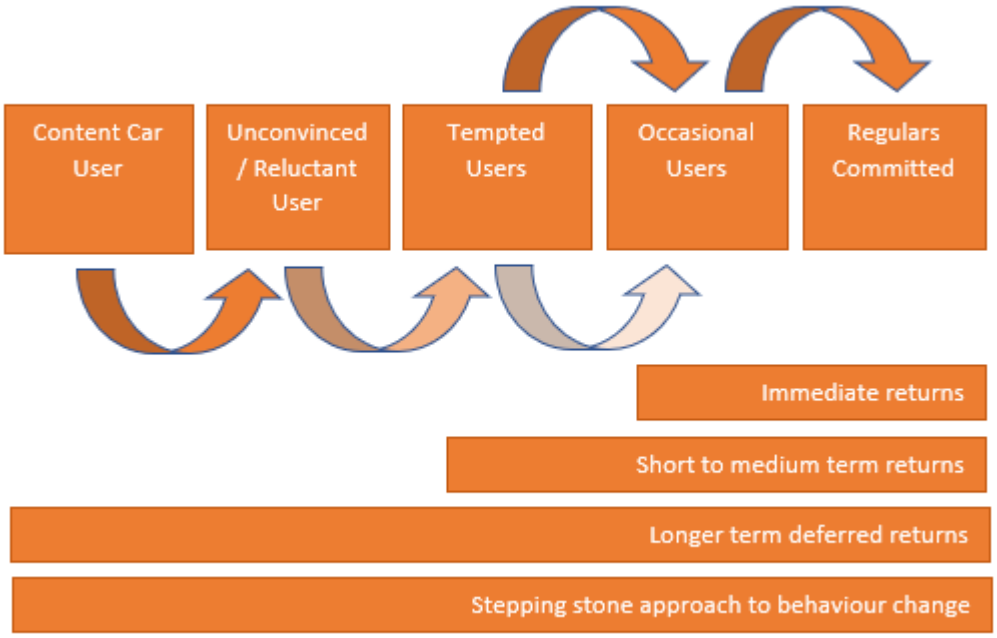
The Council sought views from stakeholders, elected members and the public in summer 2021, to inform the preparation of the BSIP. Whilst a range of comments were received from the public, the most common themes were:

- More frequent bus services
- Revisions to bus routes and new links
- Provision of buses later in the evening, night services and on Sundays
- Improvements to bus stops and passenger waiting facilities

Further, initial findings of the National Highways and Transport Survey 2021 highlights the highest satisfaction score at 76% of how easy buses are to get on and off PTB105). In terms of key themes, Public Transport scores highly at 61% compared to an NHT average of 55%. The survey was sent to 4,300 households across the Borough and 991 members of the public responded, representing an overall response rate for Swindon of 23.1% (compared to the national average of 23.8%).

In terms of encouraging more use of bus, it is important to understand how travel behaviour might be changed and who in particular might be influenced to use the bus. Based on the model in Figure 8, those that should be targeted are the 'unconvinced' or 'reluctant' user, content car drivers, the tempted users and the occasional user.

Figure 8. Influencing Travel Behaviour Chain. Our key target markets for bus based on Jillian Anable's model



Bus Journey Speeds and the Impact on Congestion

Despite the extensive highways construction since the 1960s, the growth of the town and growth in car ownership and use has resulted in traffic congestion. The junctions of the local network with the Strategic Road Network are typically problematic, along with other pinch points across the town, including much of West Swindon, where junctions designed in the 1970s and 1980s cannot address throughput, Old Town, the network around the out-of-town office park at Pipers Way, Oxford Road and the Cricklade Road north of the town especially at the Moonrakers junction. Despite their size, Great Western Way and Cirencester Way, through the centre of the urban area, are also congested at peak times. This is made worse by the restricted capacity of the highways links under the Great Western Main line.

Prior to 2005, efforts were made to offer bus advantage. There are extended lengths of bus lanes on Queens Drive, Fleming Way and Cricklade Road. Mode filters were pioneered to some considerable effect in the town, and these reserve extensive lengths of streets for free through movement by buses, in particular Penzance Drive, and through Gorse Hill which links to priority on Cricklade Road. 14 bus gates exist in the town, although not all on frequent routes. However, on many routes, bus priority is discontinuous, reducing the overall benefit.

Comprehensive data on traffic speeds and delay on the Swindon highways network is limited. However, the Council data does show that:

- Average journey times by car across the network have continued to extend since 2011
- There is increasing levels of unpredictable delay on the town's major arteries

- Average car journey speed to the town centre increased from 10.9 minutes to 11.7 minutes in the 2-year period 2014-2016 – a rise of 7.3%.

Operator data shows that the effect on buses is even greater, given that buses are unable to amend their route according to traffic conditions.

Delivery of Outcomes and Intervention Decisions needed to be made.

The town is on a renewed rapid growth trajectory over the 2021-2036 period, after several years of consolidation, across four planned expansion areas:

- SA1 Wichelstowe about 4400 dwellings, with 2800 yet to be delivered
- SA2 Kingsdown (East of A419) about 1750 dwellings
- SA3 New Eastern Villages about 8000 dwellings
- SA5 Tadpole Garden Village 1695 dwellings, near completion.

In addition, SA4 Badbury Park, Commonhead is nearing completion with about 1200 dwellings.

A further 1400 dwellings have been consented since 2012 outside the plan-led system in Blunsdon, east and west of the A419, in proximity to Tadpole Garden Village.

Successive Local Plans, supported by the Local Transport Plan and the subordinate Swindon Transport Strategy, have long recognised that the mobility needs of the enlarged town demand a substantial shift towards public transport, both from very large-scale urban extensions and existing residents. As evidenced by the Swindon Strategic Highways Model, (SSHM), including its latest version (2021) this is absolutely necessary for resulting demand to be accommodated within existing and deliverable network capacity. Accordingly, the main thrust of the new Local Plan will be about promoting the provision of development that is more sustainable in terms of travel, with the ability to make journeys on foot, by bike or public transport.

The Strategy seeks to consolidate the current commercial offer, with a strong focus on achieving radical improvements in bus journey time, reliability and frequency by delivering Bus Rapid Transit levels of service on the three key radial Quality Bus Corridors to the major expansion areas already identified in Council Policy, and where some progress towards delivery has already taken place.

To this, the BSIP adds a fourth potential QBC, extending existing bus priority measures beyond Mannington towards the established mixed use West Swindon area, which hosts some of the largest concentrations of employment in the Borough near M4 junction 16. This will be subject to detailed transport modelling and submission of a full Business Case. It is considered that the 4 QBCs could have the potential to significantly grow bus use along those corridors.

The strategy prioritises broader roadside infrastructure investments across the Borough, securing high value-for money and immediate impacts by prioritising stop specification and project delivery according to a clear service hierarchy. “Lean” processes will be used to help expedite this.

The radial town bus network is unable to offer competitive journey times to destinations outside the central area, such as to Great Western Hospital (near M4 junction 15).

Bus stop infrastructure

In line with a long-withdrawn 1973 MoT Circular, that was then transposed into Institution of Highways and Transportation Guidance, the Council and its predecessors prior to 1997 generally sought to ensure all homes were within 400m (5 minutes’ walk) of a bus stop within 400 metres. All stops in the urban area are marked.

The Council reviewed its bus stop provision in 2010, when stops were brought up to an agreed minimum standard across the Borough. This includes a flag and a timetable case, except at shelters where an information panel is incorporated on the shelter, and flags may not be provided.

There are inconsistent standards and quality of bus stop provision, including standards of access to/from stops. Some locations do benefit from the provision of Equalities Act compliant boarding areas, incorporating a 160-180mm precast smooth-faced Kassel kerb over 4m with 1m transitions.

A contract is in place with an advertising contractor for the provision and maintenance of bus shelters within the urban area and most of this is funded from advertising. There is a quite comprehensive level of provision especially on the core arterial routes which benefit from a high level of advertising exposure. A smaller number of non-advertising shelters are in place on side streets, within the terms of the contract. The contract has been in place for many years and many of the non-advertising shelters are significantly damaged. The assets in the main can be characterised as quite functional but utilitarian, most featuring plastic perch seating.

A small number of shelters, most importantly on Fleming Way which is the main terminal for the town network, is owned by the Council and these are a bespoke design.

The bus shelter contract does not consistently extend beyond the built-up area. In Wroughton as well as the smaller villages, bus shelters are owned by parish and town Councils. In one or two of the most recent developments, including Tadpole Garden Village, shelters have been provided by the developer and rather than being presented for adoption, will be retained by the development management company in due course.

Bus fares

Since 2016 Stagecoach and Swindon Bus Company (previously Thamesdown) have participated in one of the first multi operator SmartCard schemes in the country. The Swindon Multi Operator TravelPass ticketing agreement, covering tickets with a duration of 7 days or longer within the urban area. Beyond the edge of the town, the TravelPass Plus zone extends across the rest of the Borough as far as Royal Wootton Bassett, Purton, Cricklade, and Draycot Foliat in Wiltshire.

Single fare prices and zones are set by the individual commercial operator, the number of price bands is already low, leaning towards a flat fare structure in the town. Return tickets are not available from Swindon Bus Company or Stagecoach.

There is also a mutual acceptance of day tickets within the Swindon TravelPass and TravelPass Plus area between Swindon Bus Company and Stagecoach. There is an established an Evening Rider Plus ticket, offering unlimited travel after 18:00 until close of service, available for sale by both operators.

The current agreement for TravelPass and TravelPass Plus covers acceptance of printed and SmartCard based tickets. Swindon Bus Company have also introduced App based ticketing, the work hasn't been completed to move App tickets into the TravelPass agreements, however this is likely to happen in 2023. After which time flexible multi operator tickets will also be available across the network.

Rail users can buy an add-on Plus Bus ticket, providing unlimited travel on all buses operated by Swindon's Bus Company and Stagecoach across the Swindon urban area.

Historically there have been no parallel proprietary tariffs within the town and this creates an exceptionally simple and readily understandable tariff structure within the Borough.

Beyond Swindon the Wiltshire Day Rover is a ticket covers Swindon and Wiltshire and also extends as far as Cirencester (Gloucestershire) on Stagecoach service 51 and as far as Oxford on Stagecoach S6. This is a paper based ticket that can be bought on any operator's bus. This product is managed by Wiltshire Council.

Car Parking influence on Bus Service patronage within Swindon

Free public parking is readily available across the Borough, especially across out-of-town retail, service and employment locations.

Within the Borough payable parking is operated by the Borough Council in almost all cases, at a few on-street bays in Old Town, and within the town centre. The Council also manages 256 long-stay spaces at Swindon Town Football Club, outside the central area.

In addition, public payable parking is available at:

- the Rail Station, (GWR)
- the McArthur Glen Outlet Centre (McArthur Glen).
- Great Western Hospital

The budget for parking is £2.9m, which is made up of £162k bus lane enforcement, £67k on-street parking and £2.7m on car parks. This is offset by income from car parking charges and fees.

The availability and limited occupancy of both short-stay and long-stay parking in the town centre, even before COVID, indicates that town centre parking is over-provided for and that cheaper parking options are available beyond the Council's car park estate. This is despite the closure of the Parade/John Street MSCP in February 2021, removing several hundred spaces.

The main car parks not operated by the Council are as follows:

Regent Circus – UK Parking Control
Regent Centre (former Morrisons Car Park) - Euro Car Parks

There is some additional privately-owned parking as part of town centre office developments, in particular the Tricorn Centre and off-site at Bristol Street; and east of Regent Way. Parking is also available for staff at the Borough Council's offices.

Station parking includes the Council's own assets at Bristol Street and Bath Street. The parking on Network Rail's estate, is extensive and quite well located for the main station entrance. It is managed by APCOA for Great Western Railway. There is a headline rate. Season tickets are available. This is undercut at the privately-owned Signal Point Car Park, which is close to the station.

Outside the central area, the main chargeable public parking is at the Outlet Centre. Parking here is over-subscribed on peak trading days. This partly reflects the charges which are a nominal flat rate for up to 5 hours.

SBC is to undertake a strategic car parking review, which will assess need, capacity and provision.

Bus passenger information

Both main bus operators provide their own timetable information in paper and digital format. However, there is no comprehensive network map or guide, including timetables, though for many years after deregulation a unitary timetable book and map used to be published. This is a particular lack and especially perverse when it is considered that the ticketing and tariff structure within the town has always allowed full inter-availability of day and period passes across both operators' services, with no operator-specific network tariffs sitting alongside this, as is the case elsewhere in the UK.

Timetables on bus stops and timetable cases are all capable of presenting comprehensive timetable information. Generally, this shows a list of departures.

Until 2017 bus stop publicity was generated and posted by the Council for both operators, using Thamesdown Transport staff. This ceased after the sale. This material is now being separately generated by each operator and posted at each stop by their own publicity staff.

An investment in 50 real time passenger information (RTPI) displays within Swindon was made in 2006. The limited number of displays were installed only on the municipal operator's routes, due to Stagecoach not being in a position to be part of this process at the time. There was no particular focus on key bus routes, but rather, displays were dispersed across the town to offer a semblance of "equity" across each electoral ward. However, owing to financial constraints this has not been in operation since 2017. The BSIP recognises the value of RTPI, despite the prevalence of personal electronic devices that now present a range of real-time service data direct to the individual on-demand, across all stops. Reinstatement and extension of the RTPI system will be focused on the highest frequency and highest volume routes, to aid confidence especially among less confident and more casual users.

Bus fleet

As at the end of May 2023, the average age of buses serving Swindon was 10.7 years. Of the overall fleet, 35% met Euro VI emission standards and a further 28% met Euro V.

Bus priority measures

Swindon Borough Council currently has no strategic signalised central bus priority and only a very few sites that have local signalised bus priority. Buses are detected using inductive profiling so there is no means of giving individual buses priority based on timetable. The sites with signalised bus priority in place are:

- Pipers Way / Applebee Road – Bus priority at traffic signals to allow bus in bus lane to merge back onto Pipers Way.
- Pipers Way / Croft Road – Bus priority turning right into and coming out of East Wichel Way
- Victoria Road / Regent Circus – Bus priority N/B Victoria Road
- Wootton Basset Road / Penzance Drive – Turning right into Penzance Drive and existing Penzance Drive.
- Moonrakers junction – extension of the bus lane northbound on Cricklade Road, from the junction with Chestnut Avenue up to the approach to Moonrakers junction

In addition to the above, Swindon has various bus lanes, bus gates and bus only roads. These are documented in Schedules 1 and 2.

Part 1: Enhanced Partnership Plan

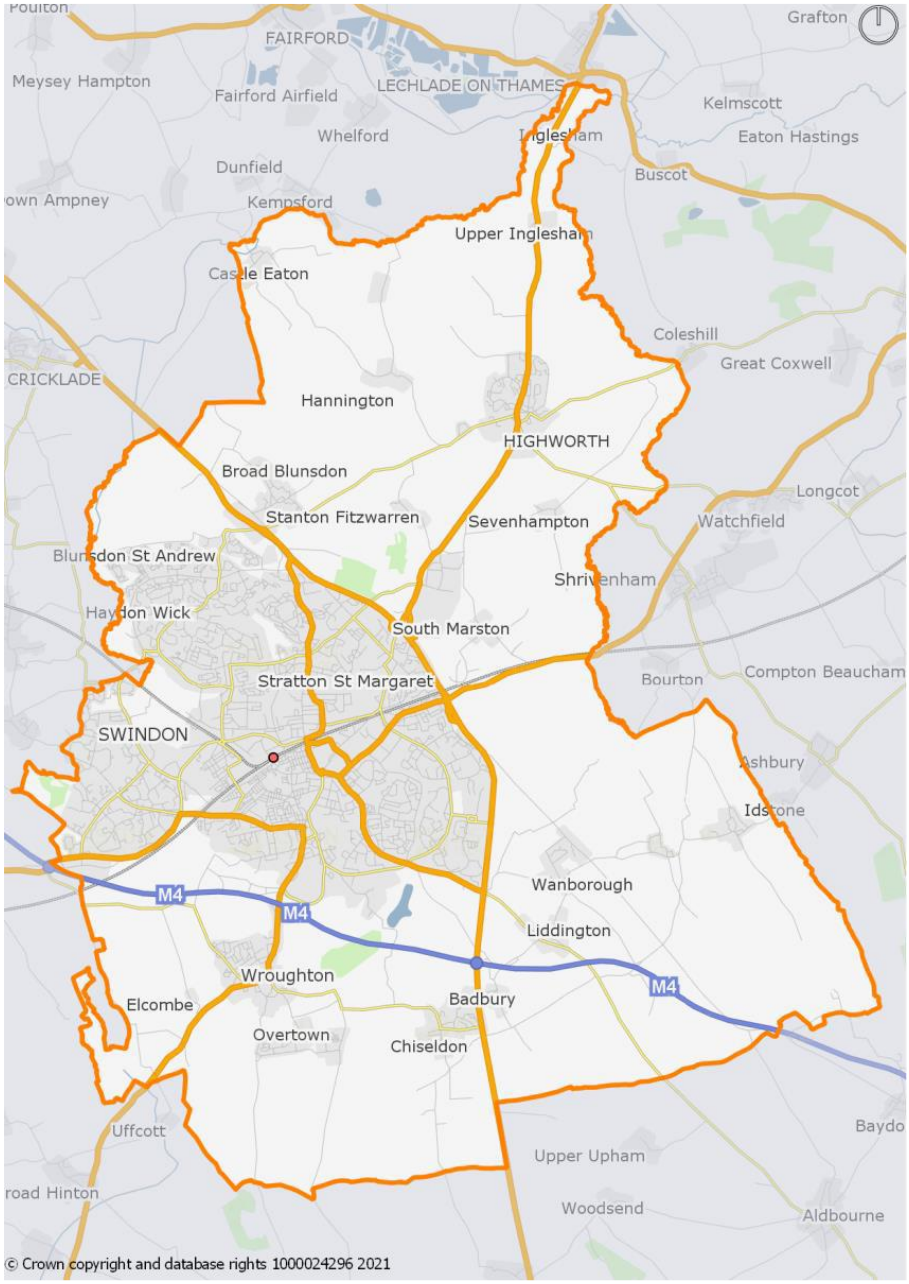
The Swindon Enhanced Partnership Plan for Buses is made in accordance with Section 138G(1) of the Transport Act 2000 by Swindon Borough Council.

The Plan comes into effect on XX 2023 and will remain valid until revoked.

Area covered

The Swindon Enhanced Partnership (EP) Plan covers the whole of Swindon Borough.

Figure 9. Swindon Borough Council administrative area



Plan vision, aims and objectives

Swindon Borough Council and bus operators have a shared vision for improving bus services in Swindon Borough, recognising it is time to connect people and their travel:

"Through a programme of coordinated and sustained investment we will deliver a renaissance in bus passenger travel, which will see the number of journeys made by bus increase year-on-year as part of an exemplar multi-modal transport network."

Swindon is at the beginning of this change. The development of the Bus Boulevard to replace the aging and tired looking bus station will be a positive investment and boost for bus services. However, initially bus services are being operated against a programme of major development which is causing an impact on the ability to develop and grow bus services. At present, the road closures mean that just maintaining bus service levels and patronage is the priority in order to ensure the bus network is in a good position to develop and grow once the Bus Boulevard is built. Maintaining and attracting bus passengers is a serious concern and aims and objectives have to be prioritised to ensure the network survives through this difficult period of change.

The overall aim is to improve the attractiveness of bus travel, to increase bus use and contribute to wider economic, social and environmental policy goals.

This will be achieved through several objectives to:

- Increase bus patronage and create an upward cycle of sustained improvements and growth
- Improve the attractiveness of public transport use through more service availability and frequency, faster journey times, better journey time reliability, simplified fares, attractive and comfortable waiting environments, good quality information and excellent customer service.
- Contribute to decarbonisation and tackling climate change.
- Create an overall integrated multi-modal transport system, with seamless interchange.

The Plan provides the backdrop for specific EP Schemes that will detail actions and developments to be taken jointly by partners to deliver improvement in bus services in Swindon that will help meet the above objectives.

The first EP Scheme seeks to outline and commit partners to measures that will help provide a stable and consistent network for users in Swindon and outlines a commitment to the development of other schemes as and when opportunities arise.

Within the Swindon BSIP, a range of interventions have been identified that address the aim and objectives set out above. As funding availability allows, these will be brought forward and implemented (either singly or in combination) in future Schemes made under the Enhanced Partnership Plan.

An EP Plan can only exist if there is at least one associated EP Scheme in place. Therefore, for as long as an EP Scheme is in place, a Plan must also be in place.

Funding sources

The Enhanced Partnership will draw on multiple funding sources to deliver the desired outcomes of the Enhanced Partnership Scheme(s), as appropriate. This includes, but is not limited to:

- Funding provided by Central Government
- Council capital funding
- Council revenue funding
- Developer contributions
- Operator investment
- Reinvestment of operator revenue generated by schemes
- Other external funding opportunities

Enhanced Partnership Plan governance

Following the publication of the National Bus Strategy, Swindon Borough Council worked with bus operators and other stakeholders to develop the BSIP.

The Council published a notice of intent to develop an EP on 30th June 2021.

An EP Board has been established to develop this Plan and accompanying Scheme. The Board may set up working groups to consider or develop particular elements of work, as required.

A separate Stakeholder Engagement Group brings together wider interests and will help and challenge to the Board and help shape future developments and EP Schemes.

The Board consists of the partners shown in Table 1 (signatories to the EP who commit to delivering measures and meeting particular requirements) and may invite other stakeholder representatives to attend Board meetings either occasionally or permanently.

Table 1. Partners and Stakeholder Engagement Groups for EP

Partners on EP Board	Stakeholder Engagement Group
Swindon Borough Council	Neighbouring local authorities
Swindon's Bus Company/Go South Coast	Community transport providers
Stagecoach West	Train operating companies
Coachstyle Ltd	National Highways
4K Travel	Scheduled coach service operators
Urchfont Community Bus	Taxi Forum
West Berkshire Council (as operator)	TravelWatch SouthWest
	Transport Focus
	Other SBC departments and SBC Portfolio Holder
	Business interests

Figure 10. Structure and governance of EP Board

The following statutory consultees have been consulted on the draft of this Plan:

- Transport Focus
- Traffic Commissioner
- Chief Officer of Police
- Competition and Markets Authority
- Neighbouring authorities

Monitoring progress

The success of the Enhanced Partnership will be monitored by SBC in accordance with the measures and metrics set out in the Bus Service Improvement Plan for Swindon.

Consultation and Engagement

Consultation with partners, businesses, special interest groups, elected representatives, and passenger representatives, including those who were engaged with during the development of the BSIP, will continue throughout the life of the EP and is integrated into the EP Governance structure. This will be through regular meetings, public consultation, and through passenger research.

Consultation will occur at the same time as the review of the BSIP and EP Plan, and, where appropriate, when specific schemes are being developed, monitored, and evaluated. Performance data used in the monitoring of performance against targets will be made available to consultees.

Feedback gathered during consultation will be analysed and reviewed to understand the impact on the network, passengers and the success of the EP/BSIP work and scheme delivery. This review of

feedback will be used to inform and update the BSIP on an annual basis and in the establishment of future EP Schemes.

Small and medium sized operators

It is important to ensure that the effects of the Enhanced Partnership do not unduly negatively impact smaller operators' ability to engage or to comply with requirements.

As such, the needs of small and medium-sized operators (SMOs) have been considered in the development of the Enhanced Partnership, with opportunities for all bus operators to participate throughout, either through individual discussions or through attendance at the Partnership meetings. The Plan seeks to support improvements in all aspects of bus provision, regardless of the size of operators providing services. Within the Enhanced Partnership Schemes, smaller operators may be given extended periods to comply with certain standards.

Competition

The Enhanced Partnership Plan and Scheme have been subjected to the Competition Test as set out in Part 1 of Schedule 10 of the Transport Act 2000. The assessment, undertaken by Swindon Borough Council, concluded that there would be no adverse impact on competition. The implementation of an Enhanced Partnership Plan and associated Scheme are 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.

Reviewing the EP Plan

Once the EP Plan is made, it will be reviewed by the EP Board at least annually, following the review of the BSIP. The Council will initiate each review and it will take no longer than 3 months to complete. Monitoring reports for the BSIP will be produced every 6 months to demonstrate progress towards the objectives and targets set.

Variations to the Plan

Any proposed variation to the Plan will follow the relevant statutory process, requiring statutory consultation and agreement through the operator objection mechanism.

Revocation of EP Plan

If, for some reason, it becomes necessary for the EP Plan to be revoked, the 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).

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.

Part 2: Enhanced Partnership Scheme

The Enhanced Partnership Scheme (1) for buses is made in accordance with Section 138G(1) of the Transport Act 2000 by Swindon Borough Council.

The Scheme comes into effect on XX 2023 and will remain valid until revoked.

Scope of the Enhanced Partnership Scheme

The EP Scheme will support the improvement of all Local Qualifying Bus Services operating in the EP Plan Area, namely the administrative Borough of Swindon, as illustrated in Figure 9.

The EP Scheme Commencement Date will be 7 days after it has been made. The EP Scheme will have no specific end date but will be subject to a review by the Authority in conjunction with the EP Board at least annually.

The Scheme applies to registered Local Bus Services with one or more stopping places within the EP Plan Area unless exempted under the Scheme. The following services are exempt from the requirements of the EP Scheme:

- 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 Enhanced Partnership area
- Any services operated under section 22 of the 1985 Act
- Any registered local bus service which is an excursion or tour
- Any other registered local bus service that the Operators and Council decide should be excluded from all or specific requirements of the Enhanced Partnership Scheme.

For the avoidance of doubt, a list of Qualifying Bus Services will be published at the start of each Council financial year.

Obligations on Swindon Borough Council

Swindon Borough Council will implement the following Facilities and Measures in the EP Scheme area, as set out in column C of the Table of Commitments.

Requirements in respect of local qualifying bus services

Operators of Local Qualifying Bus Services are expected to fulfil the obligations as set out in column D of the Table of Commitments.

Table 2. Table of Local Authority and Bus Operators' Commitments

Column A Element	Column B Description	Column C Local authority commitment (Facilities and measures)	Column D Bus operators' commitments
Customer focus			
(C1) Get Swindon Moving Community Group (The Group)	It is important to involve bus users in service developments and to understand their views and experiences. The Group will meet twice per year and include representatives of Youth Forum, disability and access groups, business and employer groups.	SBC will establish The Group by October 2023. It will co-ordinate and manage The Group and oversee its activities. The Group will determine its own working arrangements and meeting frequency, and will play a part in monitoring the progress made against the BSIP KPIs.	Operators will commit to attending Panel meetings and investigating issues raised at meetings.
(C2) Bus Passenger Charter	Charter setting out what passengers can expect when using bus services across Swindon Borough.	Working with operators, develop, agree and publish Bus Passenger Charter by October 2023. Monitor adherence to Charter and public feedback. Establish appropriate passenger feedback and engagement procedures by October 2023. Lead annual review and updating of the Charter.	Working with SBC, develop, agree, adopt a Bus Passenger Charter and adhere to it. Promote the Charter to passengers and encourage feedback. Agree how to proactively support and be part of any passenger feedback and engagement procedures by October 2023. Input into the annual review and updating of the Charter.
(C3) Inclusivity	Equality and inclusivity impact assessments	Carry out assessments on all scheme proposals and service developments, ensuring that they fully consider all needs and of those groups with protected characteristics.	Collaborate with any equality and inclusivity impact assessments carried out by SBC.
(C4) Transport Conversation	It is important to understand people's thoughts and suggestions on transport,	Following on from SBC's public engagement exercise (Transport Conversation), continue to	Support future engagement activities by promoting it on-bus and other

	along with their needs, in order to plan and develop appropriate provision.	undertake further work to gain an understanding of residents' and stakeholders' views on public transport provision and future needs.	communication channels, encouraging participation amongst bus users.
(C5) Bus Passenger Satisfaction	A key indicator of bus network performance is the level of satisfaction amongst bus passengers.	SBC will look at opportunities to measure passenger satisfaction and determine an appropriate method for doing this, including using Transport Focus' 'My bus journey' survey (and the funding of this)	Work with SBC to establish an appropriate method for ongoing measurement of bus passenger satisfaction with various aspects of bus service provision. Share the cost of any passenger satisfaction survey with SBC.
Network			
(N1) Quality Bus Corridors (QBC)	4 potential QBCs have been identified on which to focus measures to improve bus journey speeds, reliability and passenger experience.	Work with operators to identify, develop and assess proposals for improvement, ready for taking forward when funding becomes available.	Work with SBC to identify, develop and assess proposals for improvement, ready for taking forward when funding becomes available.
(N2) Network stability	Network stability is important to bus users and helps create an understandable network. This can be helped by limiting the number of occasions through the year that local bus service registrations (new; variations; cancellations) may be implemented and by extending periods of notice given for these.	Agree with operators a maximum of 4 set dates per year for service changes. Each date should be determined at least 9 months in advance. Allowance should be made as best endeavours to comply with this but changes brought about to circumstances beyond an operator's control, such as roadworks, would be taken into account.	Adhere to the maximum 4 dates agreed per year for the registration of local bus services. Allowance should be made as best endeavours to comply with this but changes brought about to circumstances beyond an operator's control, such as roadworks, would be taken into account. Provide SBC with 15 weeks' notice of registration cancellations and variations. This notice period may be reduced in exceptional circumstances, subject to the agreement of SBC, particularly where any service change would be in the interests of bus users.

(N3) Planning and development	Ensure that bus service considerations are built into redevelopment and new development proposals from the earliest possible time, including the location and provision of bus stops that are well connected with local walk/cycle routes	Involve bus operators in discussions around redevelopment and new development proposals at the earliest possible opportunity. Ensure agreement reached early on with developers around the provision of bus services and passenger infrastructure.	Suitable representation and engagement with local authority and developers.
(N4) Roadworks co-ordination and liaison	Ensure that systems are in place to minimise disruption to bus services from roadworks, including planning, coordination and communications.	Introduce January 2024 and maintain processes and procedures for SBC and utility companies to co-ordinate roadworks and liaise with affected bus operators over potential disruption at the earliest consideration of works. Have processes in place to notify bus operators of short notice and emergency roadworks by January 2024.	Active participation in agreed processes. Provide appropriate points of contact for liaison on roadworks and disruption to bus services.
(N5) Control centre	Provide a joined-up approach to monitoring and managing traffic congestion, disruption and the impacts on bus services.	Investigate opportunities to establish ways of jointly monitoring and managing traffic conditions and the impacts on buses.	Work with SBC to investigate potential ways to jointly monitor/control traffic and processes for mitigating impacts on buses.
(N6) New bus services	The BSIP includes ambitions to create two new orbital bus links, for implementation when funding is available.	Develop service proposals, discuss with operators and estimate likely costs by March 2024. When funding is available, procure the service(s) through competitive tender.	Provide critical analysis of proposals, providing insights on design and implementation of proposed services.
(N7) New DRT services	The BSIP includes ambitions to establish two new DRT services – rural areas to the north east and south east of the town when funding is available.	Develop service proposals and simulate potential provision to identify resource requirements/costs by March 2024. When funding is available, procure the service(s) through competitive tender.	Provide critical analysis of proposals, providing insights on design and implementation of proposed services.
Bus priority			

(B1) Signalised junctions	Providing priority and dedicated road space for buses is important in achieving reliable and punctual services and faster journey times.	Provide and maintain the facilities listed in Appendix A.	
(B2) Bus lanes		Provide and maintain the facilities listed in Schedule 2.	
(B3) Bus gates		Provide and maintain the facilities listed in Schedule 1.	
(B4) Hotspots programme	With traffic growth and new development there will continue to be locations where buses experience difficulties and delays.	Maintain a list of identified hotspots that may be tackled as opportunity and funding arises. Undertake feasibility work for potential measures and prioritise the list according to likely benefit for buses. Develop quantitative measures (heatmapping) to help prioritise potential measures (i.e. amount of delay and number of passengers impacted by delay). Seek opportunities to fund and implement schemes to address the hotspots.	Identify hotspots and potential measures to overcome them; submit these to SBC. Provide data/evidence to highlight the likely benefits of tackling each hotspot. Determine with SBC the prioritisation of the hotspots for feasibility and funding.
(B5) Enforcement of bus priority measures	Equally important to the provision of bus priority is its management and enforcement, ensuring that buses gain the greatest benefit from the facilities.	SBC will continue to enforce bus priority measures in line with the procedures set out in Appendix A, Schedule 1 and Schedule 2.	Report instances of misuse of bus priority measures.
Passenger infrastructure			
(P1a) Bus stops (existing)	Bus stops are important, setting the scene for the experience of a bus journey. They provide users with confidence and reassurance about the service.	SBC will provide and maintain bus stops in line with Appendix A1.1. Carry out an audit of bus stops to assess what facilities are available and their condition (by December 2024), to inform an improvement programme. Identify and prioritise improvements on bus stops on QBCs.	Dedicate some resource to assist SBC with a bus stop audit.

	An overall strategy is needed for bus stop infrastructure provision and maintenance, to ensure consistency and quality.	All bus stops will have hard standing on which to wait and be equipped with a bus stop flag and display indicating which services call there.	
(P1b) Bus stops (new)		New bus stops will be located and designed to fit in with the 'place', fully integrated with access routes and to accommodate wider interchange with other modes, including bikes and e-scooters. Similar principles will also be applied where opportunities arise to remodel or replace existing stops.	Provide passenger boarding data to assist in determining investment priorities.
(P2) Bus shelters	Bus shelters are important in providing comfort and shelter whilst passengers wait for a bus.	SBC will provide and maintain shelters (either itself or through third party arrangements) as set out in Appendix A1.1. SBC will manage a bus shelter replacement and improvement programme, as set out in the processes under element P1a.	
(P3) Central Bus Hub	At the centre of any bus network, it is important to have a focal point for buses. Not only does this facilitate interchange, but also helps make the bus network more visible.	SBC will put in place and maintain the Bus Boulevard.	
(P4) Real time information	Real time information is useful for reassuring waiting passengers and providing some certainty about bus arrival times.	Subject to available funding, reactivate real time information.	
Other infrastructure			
(F1) Park & Ride	Existing	Provision and maintenance of existing P&R site.	
(F2) Park & Ride	New sites	Investigate potential new sites at Acorn Bridge and near M4 J16.	

(F3) Mobility Hubs	Mobility hubs are designated places where people may interchange between different modes.	Investigate the potential for greater integration between cycling and bus through the establishment of local mobility hubs.	
Fares and ticketing			
(T1) Capped fares	It is beneficial for passengers to make journeys without having to consider beforehand which ticket product to buy. The ability to cap fares to set day, week or monthly rates is a useful way of achieving this. The facilitation of this across operators will require tap-on tap-off equipment on all buses. This will have the added benefit of improving data on bus use and journey patterns.	Set up a working group and programme with operators to consider and assess a way forward to streamline fares and ticketing across the network, including inter-operability, harmonisation and capping.	Participate in working group to consider all fares/ticketing matters and to determine a way forward.
(T2) Child fares	Harmonise the age that child fares discounts apply across operators.		
Marketing and promotion			
(M1) Passenger information	Co-ordinated provision of comprehensive information about bus services, including map, timetables (and bus stop displays) and fares.	Assist operators with the design and production of a single bus map for Swindon. Work with operators to determine responsibilities for provision of information.	Work together to lead on the production of a single bus map for Swindon Borough that includes all operators' services. Work with SBC to determine responsibilities for provision of information.
(M2) Bus/rail and bus/bus integration	Greatest levels of connectivity can be achieved through multi-modal integration.	SBC will engage with GWR to consider ways of improving integration through joint marketing, information provision and promotion of bus /rail connections.	

		SBC will provide wayfinding signage to facilitate interchange between the railway station and new Bus Boulevard, subject to funding. SBC will provide wayfinding signage to facilitate interchange at other appropriate locations, subject to funding.	
(M3) Multi-operator ticketing	A ticket already exists but is not well promoted.	Help promote the multi-operator ticket for travel across Swindon on all operators.	Promote multi-operator ticket options alongside operators' own tickets.
Decarbonisation			
(D1) Buses	It is important for the bus industry to play its part in improving air quality and reducing carbon emissions. Whilst overall, modal shift from car to bus can make a significant contribution, it will also be important to move towards bus fleets that are lower and zero emission.		All buses providing qualifying local bus services to be Euro VI or better by a date to be agreed and on other services by a date to be agreed.
(D2) General	Air quality improvement and reduction in carbon emissions will be reliant on tackling the impact of general traffic.	SBC will consider ways of reducing the impact of general traffic, considering measures to mitigate their impact within the development of LTP4 by December 2024.	Operators to present ideas for inclusion in the LTP4.
Other elements			
(O1) Monitoring	Ongoing monitoring is integral to the success of the EP to achieve the agreed BSIP targets**.** Monitoring reports will be produced every 6 months to demonstrate progress towards the objectives and targets set.	The Council will develop and specify the required datasets and the methodology for collection by December 2023. The Council will collate the data with assistance from the operators. Development of monitoring reports every 6 months to demonstrate progress towards the objectives and targets set.	Work with SBC to define relevant and appropriate datasets and methodology by December 2023. Operators to contribute to the collection and provision of data to the Council for the development of the 6 monthly reports.

	Monitoring of the performance of the network and passenger activity is a key part of the EPS and will include: • Passenger Satisfaction • Passenger Growth • Reliability • Journey time • Availability of services		
(O2) External funding	Maximise external funding for public transport provision and development	SBC to lead and/or support external funding bids	Co-operation in funding bids and provision of data within requested timescales.

EP Scheme management

Governance

An EP Board has been established to develop the EP Plan and this accompanying Scheme. The Board may set up working groups to consider or develop particular elements of work, as required.

A separate Stakeholder Engagement Group brings together wider interests and will offer assistance and challenge to the Board and help shape future developments and EP Schemes.

Figure 10 (Repeated). Structure and governance of EP Board

The Board consists of the following partners (signatories to the EP who commit to delivering measures and meeting particular requirements) and may invite other stakeholder representatives (such as any of those represented on the Stakeholder Engagement Group) to attend Board meetings either occasionally or permanently.

Table 1 (Repeated). Partners and Stakeholder Engagement Groups for EP

Partners on EP Board	Stakeholder Engagement Group
Swindon Borough Council	Neighbouring local authorities
Swindon's Bus Company/Go South Coast	Community transport providers
Stagecoach West	Train operating companies
Coachstyle Ltd	National Highways

4K Travel	Scheduled coach service operators
Urchfont Community Bus	Taxi Forum
West Berkshire Council (as operator)	South West Travel Watch
	Transport Focus
	Other SBC departments and SBC Portfolio Holder
	Business interests

The Enhanced Partnership Board meets and operates in accordance with agreed Terms of Reference.

Review of the EP Scheme

Once the EP Scheme is made, it will be reviewed by the Enhanced Partnership Board annually, following the review of the BSIP. The Council will initiate each review and it will take no longer than 2 months to complete.

The review will include consideration of:

- The arrangements for consulting passenger representatives on the effectiveness of the EP
- The objectives set for improving the quality and effectiveness of bus services

Variations to the EP Scheme

Variations in this section refer to changes to this EP Scheme that will be dealt with through the bespoke variation mechanism set out below. Where more significant changes or additions are suggested, these may need to be considered by the EP Board as a new EP Scheme.

Consideration will be given to potential EP Scheme variations raised by one or more of the representatives on the EP Board. The proposer of a variation should demonstrate how this might contribute to achieving the objectives set out in the EP Plan and current local transport policies. Such requests should be set out in writing and submitted to the Board administrator.

On receipt of a valid request for a potential variation, the Council will reconvene the EP Board, giving at least 14 days' notice for the meeting, to consider the proposal. If, at the meeting, the proposed variation is agreed by all Enhanced Partnership Board Partners present, the Council will make the EP Scheme variation, subject to approval by the Council.

Enhanced Partnership Board Partners not represented at the meeting will be deemed to be abstaining from the decision.

If there is not full agreement of all bus operator representatives who are affected by the existing Scheme or the proposed variation to the existing Scheme representatives present, then the proposed variation will be put to the operator objection mechanism, but with a reduced objection period of 14 days replacing Part 2 of the Transport Act 2000 section 138L (2) (c). The proposed variation will be advertised on the Council's website and emailed to operators of qualifying local services in the EP Scheme Area. Objections will only be considered to be valid where they are made by or on behalf of an operator who is affected by the proposed variation. If the proposed variation passes the operator objection mechanism, the Council will make the EP Scheme variation, subject to the approval of the Council.

In all cases, an EP Scheme or variation will only come into force if it is made by Swindon Borough Council. If, for any reason, the Council is not in agreement with the proposed EP Scheme or variation, it may exercise its right to not make the Scheme or variation, such that it does not come into force. In such a case, partners will need further discussions in order for the EP Board to make suitable amendments to the EP Scheme as necessary to satisfy the Council.

Revocation of EP Scheme

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

If, for some reason, the EP Plan is revoked at any time, the EP Scheme would automatically be revoked, as it cannot exist without an associated EP Plan in place. Equally, if this EP Scheme is revoked (and no other EP Scheme is in place), then the EP Plan would automatically be revoked.

If at any point in the future the area covered by the EP Scheme is included as part of a bus franchising scheme, as defined in section 123A(3) of the 2000 Act, the relevant requirements set out in this EP Scheme document will cease to apply from the commencement date of the franchising scheme.

Appendix A - Facilities - Existing

Traffic Signal Bus Priority

Using inductive profiling to detect buses, priority is given to buses at the following locations:

- Pipers Way / Applebee Road – Bus priority at traffic signals to allow bus in bus lane to merge back onto Pipers Way.
- Pipers Way / Croft Road – Bus priority turning right into and coming out of East Wichel Way
- Victoria Road / Regent Circus – Bus priority N/B Victoria Road
- Wootton Basset Road / Penzance Drive – Turning right into Penzance Drive and existing Penzance Drive.
- Moonrakers junction – extension of the bus lane northbound on Cricklade Road, from the junction with Chestnut Avenue up to the approach to Moonrakers junction.

SCHEDULE 1 - LENGTHS OF ROAD RESERVED AS BUS GATES

Table 3. Bus gates maintained and their locations

Name of Road	Direction of Travel	Length of Bus Gate	Hours of operation	Permitted Vehicles
Torun Way	Both Directions	From the junction with CasterbridgeRoad to the junction of White Eagle Road, a distance of approx. 97 metres	7 days a week 24 Hours a day	
Mazurek Way	Both Directions	From a point 20 metres west of theservice yard access for a distance of approx. 36 metres in a westerly direction.	7 days a week 24 Hours a day	Pedal Cycles
Ermin Street	Both Directions	From its junction with Hobley Drive to a point 10 metres south east of that junction.	7 days a week 24 Hours a day	Pedal Cycles
Ferndale Road	Both Directions	From a point 45 metres east of its junction with Kitchener Street to a point60 metres east of that junction.	7 days a week 24 Hours a day	Pedal Cycles
Upham Road	Both Directions	From a point 13 metres west of the junction to Queens Drive Service Road toa point 9 metres west of that junction.	7 days a week 24 hours a day	
Polaris Way	Both Directions	From a point 70 metres south west of its junction with Cockleberry Roundabout in a south westerly direction to a point 127 metres east of its junction with North Star Avenue.	7 days a week 24 hours a day	
Bristol Street	East	From its junction with Emlyn Square (west) to its junction with Emlyn Square(east)	7 days a week 24 hours a day	Pedal Cycles Taxis
Church Place (East and West Section)	East	Between its junction with Church Place (North and South Section) and a point 28 metres west of that junction.	7 days a week 24 hours a day	Pedal Cycles Taxis

Name of Road	Direction of Travel	Length of Bus Gate	Hours of operation	Permitted Vehicles
New College Drive	Both Directions	From its junction with Bilborough Drive to its junction with the exit road fromNew College.	7 days a week 24 hours a day	Pedal Cycles
Un-named Service Road to and from Asda Walmart	Both Directions	From a point 2 metres north of its roundabout junction with Lady Lane called 'Manor Farm' to a point 18 metres north of that point.	7 days a week 24 hours a day	Pedal Cycles
Un-named link road between Marlborough Road & Liden Drive	Both Directions	From its junction with Liden Drive to itsjunction with Marlborough Road (A4259)	7 days a week 24 hours a day	
Marlborough Road (Hospital access road)	West	From its roundabout junction with Waterside Way to its junction with the Marlborough Road (Hospital access road)	7 days a week 24 hours a day	
Un-named link road from Great WesternWay to Mannington Lane	West	From Great Western Way at a point approximately 50 metres north of the Mannington Roundabout for a distance of 253 metres in a westerly direction	7 days a week 24 hours a day	
Un-named link road between Chelmsford Road and Eastleaze Road	Both Directions	From its junction with Eastleaze Road toits junction with Chelmsford Road	7 days a week 24 hours a day	

Name of Road	Direction of Travel	Length of Bus Gate	Hours of operation	Permitted Vehicles
Un-named link road from the junction with Mannington Lane to Tewkesbury Way	South East	From its junction with Mannington Lane in a south easterly direction to its junction with Tewkesbury Way.	7 days a week 24 hours a day	
Penzance Drive	Both Directions	From the Penzance Bus Lane to thejunction with Rodbourne Road.	7 days a week 24 hours a day	Pedal Cycles Taxis
East Wichel Way (01)	Both Directions	Between its junction with Croft Road(A4361) and Cornwood Road	7 days a week 24 Hours a day	Pedal Cycles
East Wichel Way (02)	Both Directions	Between its junction with Foxham Way and Arnhill Road / Barbrook Road	7 days a week 24 Hours a day	Pedal Cycles
Stratton Road	Both Directions	From its junction with Stratton Slip Road (to Swindon Road) to its junction withGreenbridge Retail Park Road.	7 days a week 24 Hours a day	Pedal Cycles
Penzance Drive	South	The eastern link road for a length of 16.5 metres to the junction with Wootton Bassett Road.	7 days a week 24 Hours a day	Taxis
Penzance Drive	North	The centre link road for a length of 20.5metres from the junction with Wootton Bassett Road.	7 days a week 24 Hours a day	

SCHEDULE 2 – LENGTHS OF ROAD RESERVED AS BUS ONLY

Table 4. The existing lengths of road that are reserved for bus.

Name of Road	Direction of Travel	Length of Bus Only Road	Hours of operation	Permitted vehicles
Marlborough Road	Northwest (offside lane)	From a point 90 metres southeast ofits junction with the un-named link road to Liden Drive to its junction with that road.	7 days a week 24 hours a day	
County Road	South	The offside lane from a point approximately 20 metres south of itsjunction with Elmina Road to its junction with Manchester Road.	7 Days a week 24 hours of each day	Pedal CyclesTaxis
Fleming Way 01	North	(East of Princes Street) from the westbound carriageway into Corporation Street in a northerly direction.	7 days a week 24 hours a day	Taxis
Fleming Way 02	South	(West of Princes Street) From the eastbound carriageway into Princes Street in a southerly direction.	7 days a week 24 hours a day	Taxis
Princes Street 03	West	(Junction with Fleming Way east) from the southbound carriageway into Fleming Way in a westerly direction.	7 days a week 24 hours a day	Taxis

Name of Road	Direction of Travel	Length of Bus Only Road	Hours of Operation	Permitted Vehicles
A4311 Cirencester Way 02	South	The offside lane from a point approximately 85 metres south of itsjunction with Liddington Street for a distance of approximately 90 metres	7 days a week 24 hours a day	
Pipers Way	East	The offside lane from a point 7 metres north west of the centre lineof the south access of Wroughton Park and Ride, for a distance of 46 metres in a north westerly direction.	7 Days a week 24 hours of each day	
Wootton Bassett Road	West	The offside lane approximately 126metres west of the junction with Redpost Drive for a distance of 32 metres in a westerly direction.	7 Days a week 24 Hours a day	
Fleming Way (West)	West	The nearside lane from a point approximately 43 metres west of the western kerbline of Islington Street to apoint approximately 39 metres east of the eastern kerbline of Fleet Street	7 Days a week 7am to 7pm of eachday	Motorcycles Pedal Cycles Taxis Authorised Vehicles
Fleming Way (East) 01	East	The nearside lane from a point approximately 64 metres west of the western kerbline of Medgbury Place to apoint approximately 217 metres east of that kerbline.	7 Days a week 7am to 7pm of eachday	Motorcycles Pedal Cycles Taxis Authorised Vehicles
Fleming Way (East) 02	West	The nearside lane from a point approximately 235 metres east of the eastern kerbline of Medgbury Place to apoint approximately 65 metres west of that kerbline.	7 Days a week 7am to 7pm of eachday	Motorcycles Pedal Cycles Taxis Authorised Vehicles

Name of Road	Direction of Travel	Length of Bus Lane	Days/Hours of Operation	Permitted Vehicles
Holbrook Way	South West	The nearside lane from a point approximately 41 metres north east ofthe north eastern kerbline of Bridge Street to a point approximately 132 metres south west of that kerbline.	7 Days a week 7am to 7pm of eachday	Motorcycles Pedal Cycles Taxis Authorised Vehicles
Faringdon Road	West	The offside lane from a point approximately 11 metres west of the western kerbline of East Street to a point approximately 84 metres west ofthat kerbline.	7 Days a week 7am to 7pm of eachday	Motorcycles Pedal Cycles Taxis Authorised Vehicles
A4259 Queens Drive	Northwest	The nearside lane from a point approximately 106 metres south of the southern kerbline of Upham Road to a point approximately 126 metres east of its junction with the Magic Roundabout.	7 Days a week 7am to 7pm of eachday	Motorcycles Pedal Cycles Taxis Authorised Vehicles
A4311 Cricklade Road 01	South	55 metres north of northern kerbline of the northern arm of Grafton Road to a point approximately 51 metres south of the southern kerbline Okus Grove.	7 Days a week 7am to 7pm of eachday	Motorcycles Pedal Cycles Taxis Authorised Vehicles

Name of Road	Direction of Travel	Length of Bus Lane	Days/Hours of Operation	Permitted Vehicles
Penhill Drive	East	The nearside lane from a point approximately 40 metres east of the eastern kerbline of Inglesham Road toits junction with Cricklade Road.	7 Days a week 7am to 7pm of eachday	Motorcycles Pedal Cycles Taxis Authorised Vehicles
A4311 Cirenceste r Way 01	North	The nearside lane from a point approximately 165 metres south of thesouthern kerbline of Liddington Street to a point approximately 149 metres south of that junction.	7 Days a week 7am to 7pm of eachday	Motorcycles Pedal Cycles Taxis Authorised Vehicles
A4311 Cricklad e Road 02	North	The nearside lane from a point approximately 120 metres south of thesouthern kerbline of Liddington Street to a point approximately 87 metres north of the northern kerbline of Chestnut Avenue.	7 Days a week 7am to 7pm of eachday	Motorcycles Pedal Cycles Taxis Authorised Vehicles
A4311 Cricklad e Road 03	North	The nearside lane from its junction withMenham Close to its junction with Cirencester Way.	7 Days a week 24 hours of eachday	Motorcycles Pedal Cycles

Name of Road	Direction of Travel	Length of Bus Lane	Days/Hours of Operation	Permitted Vehicles
Regent Circus	East	From a point 31.4 metres east of the eastern kerbline of Commercial Road and Regent Circus for a distance of approximately 31 metres to the junctionwith Princes Street.	7 Days a week 7am to 7pm of eachday.	Motorcycles Pedal Cycles Taxis Authorised Vehicles
Princes Street 02	North	The nearside lane from the junction with Regent Circus to a point 131metresnorth of the northern kerbline of Gordon Road.	7 Days a week 7am to 7pm of eachday	Motorcycles Pedal Cycles Taxis Authorised Vehicles
Tewkesbury Way	East	The nearside lane from its junction withMannington Lane to a point 68 metres west of Mannington Roundabout.	7 Days a week 24 hours of eachday	Pedal Cycles
Penzance Drive	North East	The nearside lane from a point approximately 85 metres west of the section of Penzance Drive subject to abus gate to the Penzance Dr bus gate.	7 Days a week 24 hours of eachday	Pedal Cycles
Emlyn Square	South	The nearside lane from its junction withLondon Street to its junction with Faringdon Road.	7 Days a week 24 hours of eachday	None

Name of Road	Direction of Travel	Length of Bus Lane	Days/Hours of Operation	Permitted Vehicles
Highworth Road	East	From a point 40 metres north of the property boundary of Tranatore and Rulfcott for a distance of 218 metres in a southerly direction.	7 days a week7am to 7pm	Motorcycles Pedal Cycles Taxis Authorised Vehicles
B4006 Pipers Way	East	From a point 285metres southwest of the signalised junction of Pipers Way (B4996) with Applebee Road to a point in line with the southern kerbline of theun-named access road on the western side of the same junction.	7 Days a week 24 hours of eachday	None

Appendix A1

A1.1. Bus stops

There are 1102 NapTAN listed bus stops as of February 2022. In addition, there are 50 deleted bus stops.

There are 387 bus shelters, 349 owned by and maintained by an advertising provider under a contract arrangement with Swindon Borough Council and 38 owned by Swindon Borough Council.

There are also a small number of bus shelters owned by Wroughton Parish Council and Crest Nicolson.

Does this need more on our minimum requirements for safe waiting/waiting experience at bus stops and our approach for procuring new shelters/advertising. Also include link to the bus stop map on the SBC website map layers

A1.2. Bus Station

There is one bus station located in Swindon together with an interchange of bus stops located along Fleming Way Swindon which forms the function of an on-street bus station. Both these facilities will be replaced by one facility called the Bus Boulevard which is planned to be complete by Spring 2025.

A.1.3. Park and Ride

There is a plan for a park and ride as part of the New Eastern Villages (NEV) development.

Park and ride will be explored to encourage more inter mode connection rather than relying upon the interchange of bus and car.