



Bus Services Delivery Review

Technical note: Local Insights

February 2020



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Introduction

- 1.1 To inform the 30-year vision for bus service delivery in the CPCA area, various research activities were undertaken. These aimed to gain local insights into attitudes and perceptions towards existing bus services and obtain people's views on what future bus provision should look like. These activities took the form of on-street surveys, an on-line survey, focus groups and discussions with relevant stakeholders and interested parties.
- 1.2 These activities took place in November and December 2019 across Cambridgeshire and Peterborough. Wide representation was sought across urban and rural areas and amongst users and non-users of buses. Both quantitative and qualitative information was gathered.
- 1.3 This document is structured as follows:
 - On-street surveys - a summary of the methodology employed followed by the results of the survey analysis and summary of key findings.
 - On-line survey – a summary of the key quantitative findings, some of which have been analysed by geographic area (Cambridge, Peterborough, other urban, rural), and a summary of the qualitative comments.
 - Focus groups – a summary of the main themes emerging from the focus groups undertaken in both urban and rural areas with users and non-users of buses.
 - Stakeholder interests – a summary of the issues raised by stakeholders and interested parties.
- 1.4 The on-street and online surveys contained the same questions. A copy of the survey can be found in Appendix A.

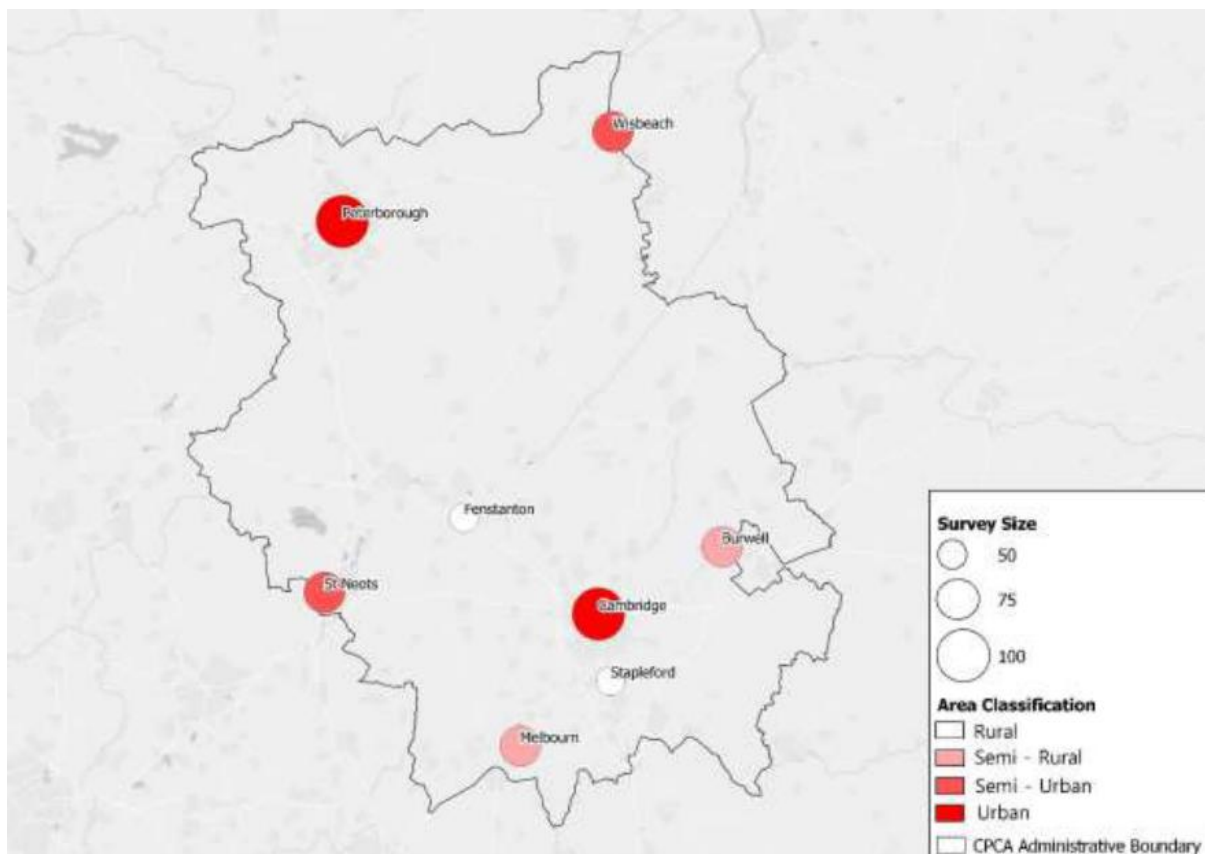
On-street survey

- 2.1 This section presents the methodology and main findings from the on-street survey which was carried out during November and December 2019.

Methodology

- 2.2 The aim of the on-street survey was to gather a representative cross-section of local attitudes towards existing bus services within the CPCA study area. A team of market researchers employed by The Research Solution were based in eight different locations across the study area covering large urban, small urban, semi-rural and rural areas (Figure 2-1).

Figure 2-1: On-street survey locations



- 2.3 Within these eight survey locations, a stratified sampling approach was used to gather a representative sample of 1,240 residents across six age categories with an even split between genders and those who use the bus and those that do not. For the purposes of the survey, bus users were defined as those survey respondents that used the bus

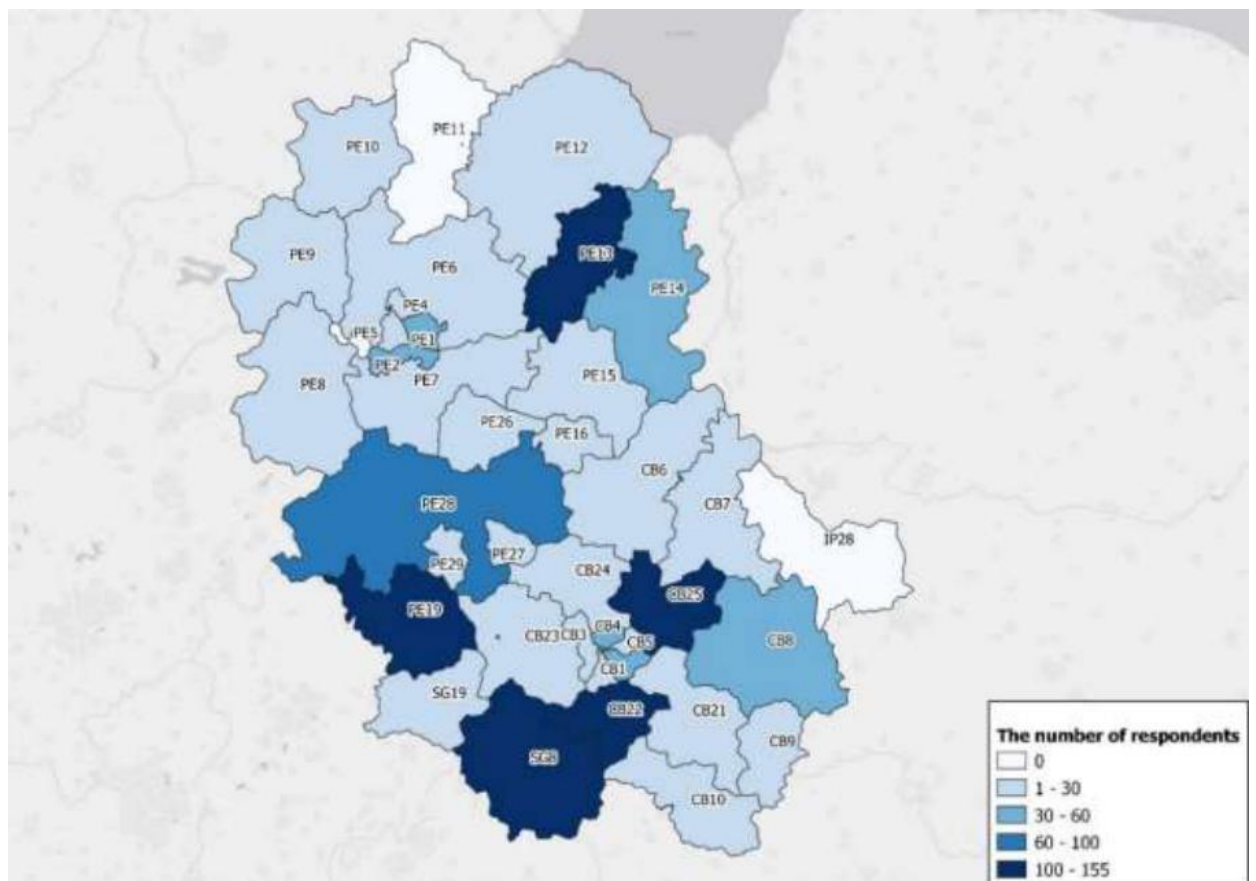
more than once a month and non-bus users as those that used the bus either less than once per month or never.

- 2.4 The survey used a mix of revealed and stated preference questions to understand the extent to which different factors could influence their perceptions and use of bus services. A copy of the full survey can be found in Appendix A.

Results

- 2.5 In total, 1,240 people participated in the on-street surveys. Figure 2-2 shows the home postcode location of those participating in the survey; please note only the first part of the postcode was sought as experience dictates that people are reluctant to provide a full postcode. The higher concentrations of survey participation in some postcode areas can in part relate to the survey locations set out in Figure 2-1.

Figure 2-2 Geographic distribution of survey respondents (n=1240)

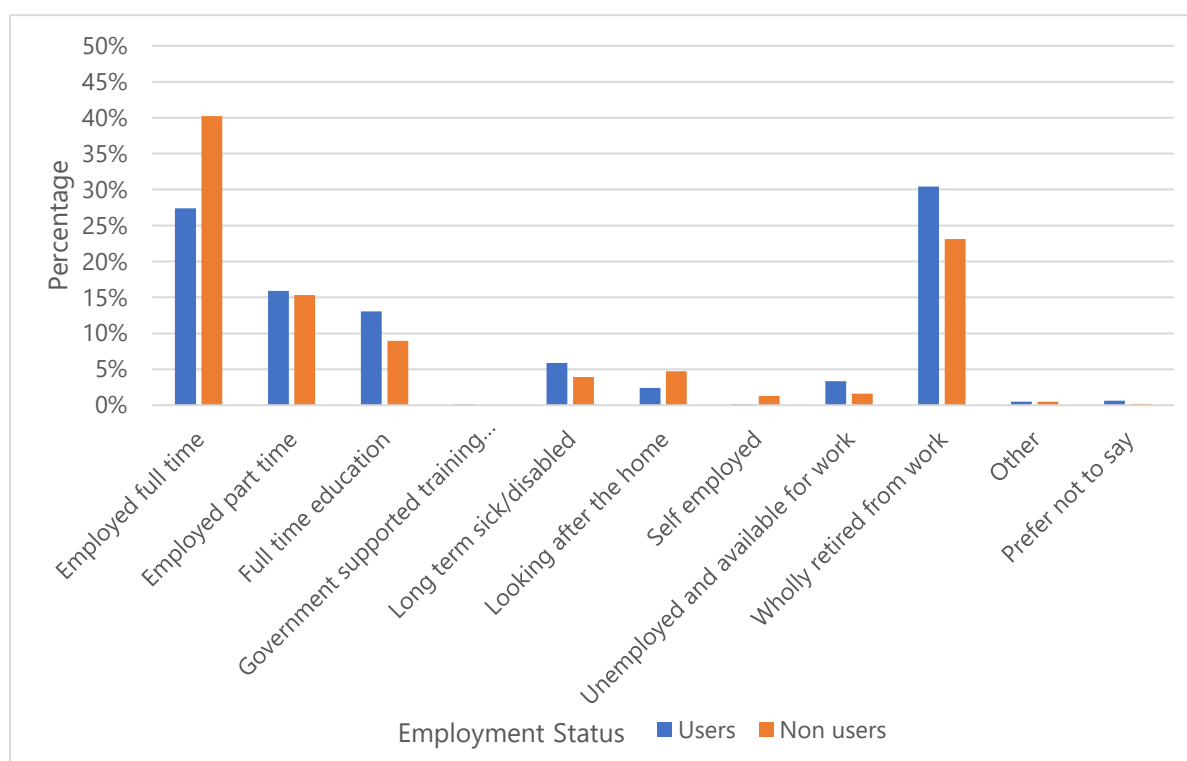


- 2.6 The age and gender split of all respondents are given in Table 2-1 and the employments status of respondents is presented in Figure 2-3.

Table 2-1 Age and gender of respondents (n=1240)

Category	Classification	Bus user	Non-bus user
Age	Under 18	12.4%	7.5%
	18-34	23.6%	23.9%
	35-54	18.3%	26.7%
	55-64	15.3%	19.5%
	65+	30.3%	22.1%
Gender	Male	43.1%	44.7%
	Female	57.1%	55.6%

Figure 2-3 Employment status of respondents (n=1240)



- 2.7 Respondents employed in full and part-time work and those wholly retired from work represent the highest proportion of responses in both categories. Of bus users, 43.5% were employed either full or part-time and 30.4% wholly retired from work, compared to 55.5% and 23.1% of non-users.

- 2.8 From this point onwards the analysis has been split to assess at the results from bus users and non-users survey separately to determine the differences in opinion regarding the use of services and aspirations for service improvements.

Bus users

- 2.9 Survey participants were asked how frequently they used bus services within the CPCA area. Their responses to existing bus use, enhancement of bus services and future bus provision is provided below.

Existing bus use

- 2.10 628 of responses (50.5%) stated they used the bus more than once per month and therefore fell into the bus user category. Table 2-2 below shows the breakdown of how frequently these bus users travelled on local services. The most common frequency was 2-4 days per week (36.5%) and 5 or more days per week (25.5%).

Table 2-2 Frequency of journeys taken by bus users (n=627)

Frequency classification	User
5 or more days a week	25.5%
2 - 4 days a week	36.5%
Once a week	10.8%
Less than once a week but more than once a month	12.6%
Once a month	14.5%

- 2.11 Journeys taken for shopping purposes were the most common trips that respondents made 'often' (43.4%); journeys for shopping or leisure purposes were the most common trips taken 'sometimes' (4.3.8% and 41.9% respectively); and 23.8% of users travelled 'often' for work purposes.
- 2.12 Similarities were found in the bus routes that people were using most frequently. The [Stagecoach service 11](#) from Newmarket to Cambridge and [The Busway Service A](#) from St Ives to Cambridge (operated by Stagecoach) were the services most frequently cited for work and shopping trips. For leisure trips, the Stagecoach service 11 was again mentioned frequently, as was the [Stagecoach service X5](#) from Oxford to Cambridge. A full list of services classified as used for work, shopping and weekend leisure purposes is given in Appendix B.

Existing bus provision

- 2.13 Bus users were asked about the service factors that were most important to them when deciding to travel by bus. The question asked users to rank their first, second and third most important issues to them. The distribution of these results is given in Table 2-3.
- 2.14 For 64.9% of respondents, the reliability of services was considered the most important factor. This ranked significantly higher than all the other factors. When looking at all factors across the rankings, second most important to reliability is frequency of service, followed by journey time in third. The cost of fare and the time the service starts in the morning and ends at night, followed closely, ranking fourth in the level of importance.

Table 2-3 Ranking of the importance of bus service factors by bus users
(n=624,621,567)

	1st Most Important	2nd Most Important	3rd Most Important
Ability to use one ticket on any bus	0.8%	3.8%	2.8%
Cost of fare	5.1%	11.1%	7.6%
Distance to the bus stop from start / end point of journey	2.6%	5.6%	9.2%
Ease of getting on and off the bus	2.6%	5.9%	5.5%
Frequency of service (i.e. number of buses per hour)	8.5%	29.6%	13.9%
Journey Time	8.2%	13.1%	9.3%
Low or zero emission buses	0.3%	1.1%	3.5%
Provision of journey planning information (e.g. websites)	0.0%	1.6%	3.0%
Provision of live information on vehicle arrival and departure times	0.2%	1.3%	4.1%
Provision of on-bus USB charging points	0.2%	0.5%	1.2%
Provision of on-bus Wi-Fi	0.8%	1.1%	3.7%
Reliability of service	64.9%	9.7%	5.6%
Seat comfort and leg room on the bus in your local area	1.1%	3.6%	8.3%
Stations and stops that allow interchange with other bus/rail services	0.3%	1.0%	4.4%
Time service starts in the morning and ends at night	3.2%	9.2%	11.5%
Other	1.3%	1.8%	6.3%

- 2.15 Looking at these issues by geographic area, in general similar opinions were expressed by those living in towns, cities and rural areas. Nevertheless, some differences were observed. Respondents living in towns and rural areas were approximately 9% more concerned with reliability and the frequency of services than the average. Those in cities were slightly less concerned with the reliability and frequency of services.
- 2.16 Considering responses by gender, there was little difference in views. Both male and female respondents rated the most important bus services similarly. The greatest difference was on journey time, with 10.1% of males seeing this as most important and 6.7% of females.
- 2.17 Comparisons of different age groups showed more difference. Reliability was very important to those who were 65+ (accounting for 71.8% of top rankings); whilst the figure was 57.4% for those in the 18-34 years group. Cost of fares was ranked as the most important factor by 10.8% of the 18-34s.
- 2.18 Measures to enhance the passenger environment, such as Wi-Fi, USB charging points and real-time information were generally considered to be less of a priority to users. Instead, they considered improvements to supportive infrastructure more important.

Enhancing bus services

- 2.19 The next set of questions looked at prioritising improvements that could be made to encourage people to use bus services more frequently. The results found that the most prioritised improvements were reliability and frequency. Cost of fare and the time the service starts in the morning and ends at night also featured quite high in terms of priority for improvement.

Table 2-4 Ranking of the priority of improvements by bus users (n=591,551,491)

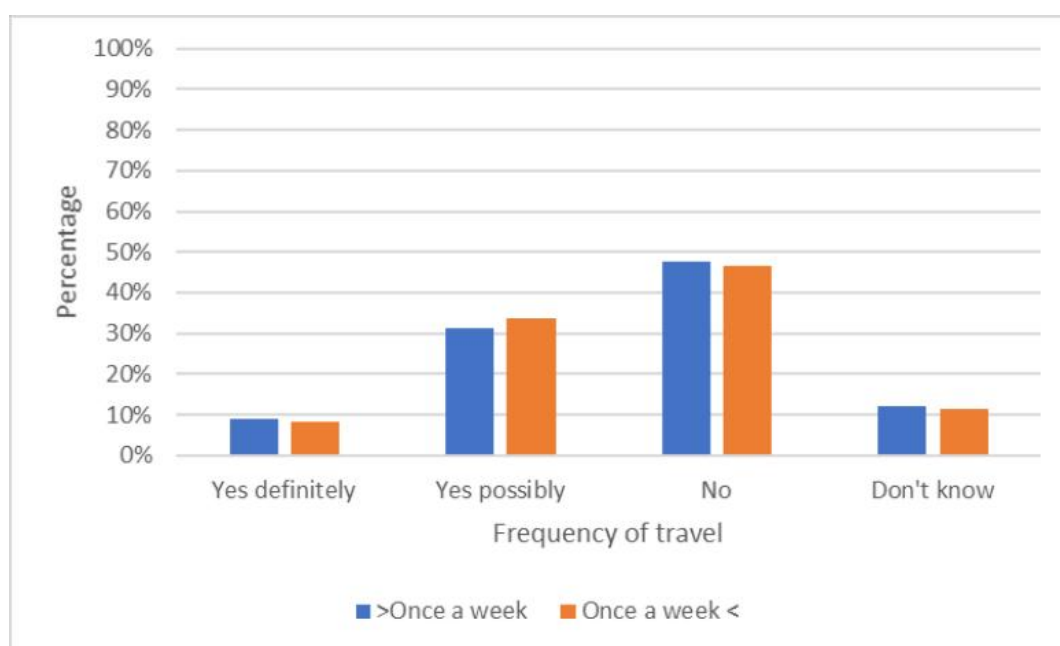
	1st Priority	2nd Priority	3rd Priority
Ability to use one ticket on any bus	0.3%	2.2%	0.4%
Cost of fare	9.1%	9.3%	8.6%
Distance to the bus stop from start / end point of journey	2.9%	2.9%	3.3%
Ease of getting on and off the bus	1.2%	2.4%	1.4%
Frequency of service (i.e. number of buses per hour)	17.1%	27.0%	16.3%
Journey Time	4.6%	7.1%	4.5%
Low or zero emission buses	1.2%	2.0%	1.2%
Provision of journey planning information (e.g. websites)	0.7%	1.5%	0.4%
Provision of live information on vehicle arrival and departure times	1.5%	4.4%	1.4%
Provision of on-bus USB charging points	1.4%	0.9%	1.6%
Provision of on-bus Wi-Fi	2.0%	3.4%	1.8%
Reliability of service	40.6%	18.1%	43.0%
Seat comfort and leg room on the bus in your local area	2.2%	2.5%	2.0%
Stations and stops that allow interchange with other bus/rail services	0.7%	1.3%	0.6%
Time service starts in the morning and ends at night	8.8%	11.3%	8.6%
Other	5.8%	3.8%	4.9%

- 2.20 Looking at these responses geographically there is no obvious departure from the average, except on 3rd priority responses. An additional 7% of rural and town users stated that the bus stop location was the third priority for them. An additional 7% of city residents stated that journey times was their third priority improvement.
- 2.21 Respondents were asked if their improvements were introduced, would they use bus services more. Of those that responded, 36.2% stated that they would use the bus services 'a little more'; 28.9% of respondents said that they would travel 'a lot more'; and 30.9% said it would make no difference.
- 2.22 When asked if they would be prepared to pay higher fares for these improvements, 47.8% of people said they would not; 31.8% said that they would possibly be willing to

pay higher fares; 8.5% said they would be willing to pay higher fares; and 11.8% of respondents did not know.

- 2.23 There was more resistance to pay higher fares for service improvements amongst respondents over 65 years (who would generally be eligible for free concessionary travel). Over 60% said they would not pay higher fares; only 3.4% said they definitely would. However, amongst those aged under 65, 10.7% said they would definitely be prepared to pay higher fares for improvements.

Figure 2-4 Willingness to pay higher fares to support service improvements by frequency of travel (n=619)



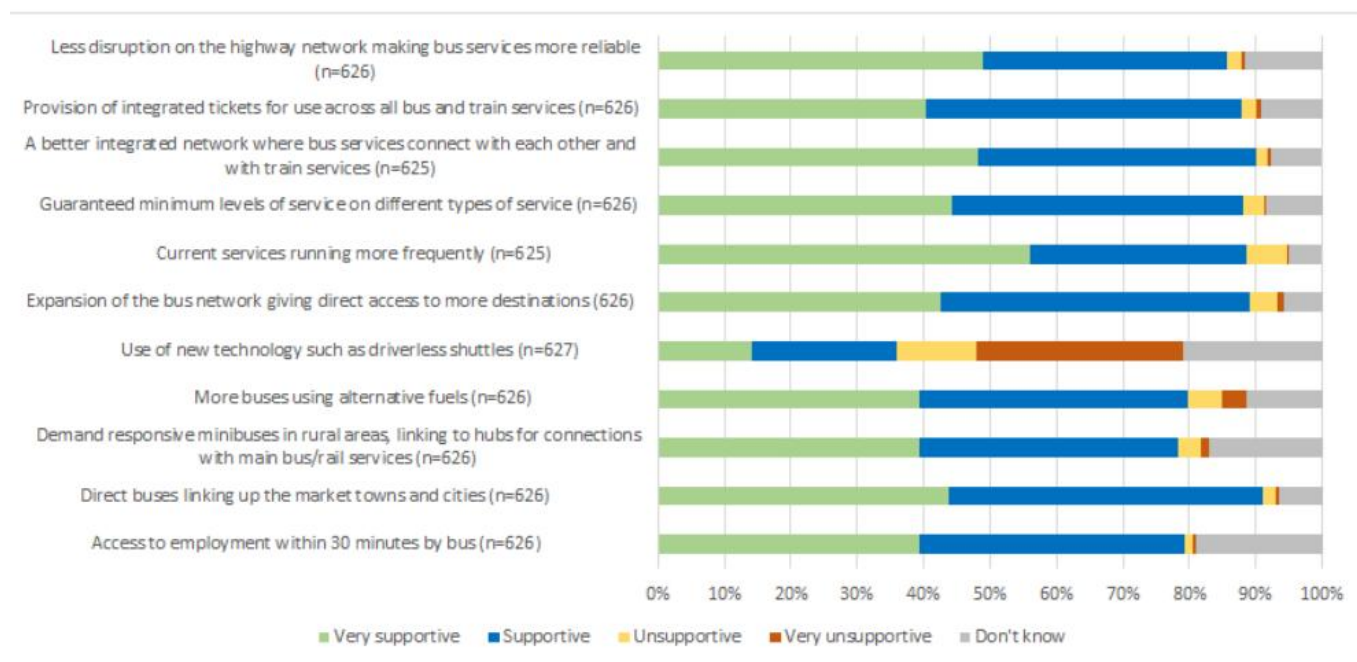
- 2.24 There is no significant disparity between those who travel more than once a week and less than once a week; the majority of both groups are opposed to higher fares.

Future Bus Provision

- 2.25 Moving beyond existing bus provision, bus users were asked about their levels of support for statements relating to the vision for significantly improving bus service provision in the CPCA area.
- 2.26 On average, users were 81.2% supportive or very supportive of the improvements proposed. Figure 2-5 shows that respondents were most supportive and very supportive of a better-integrated network where bus services connect with each other and with train services (90.1%) and direct buses linking up the market towns and cities (91.1%). Less disruption on the highway network making bus services more reliable and

the provision of an integrated network where bus services connect with each other received the highest counts of ‘very supportive’ responses. (49% and 48% respectively). Respondents were least supportive of the use of new technology such as driverless shuttles, 43% of respondents were unsupportive or very unsupportive of this measure.

Figure 2-5 Extent to which bus users support improvements to bus services (n=626)



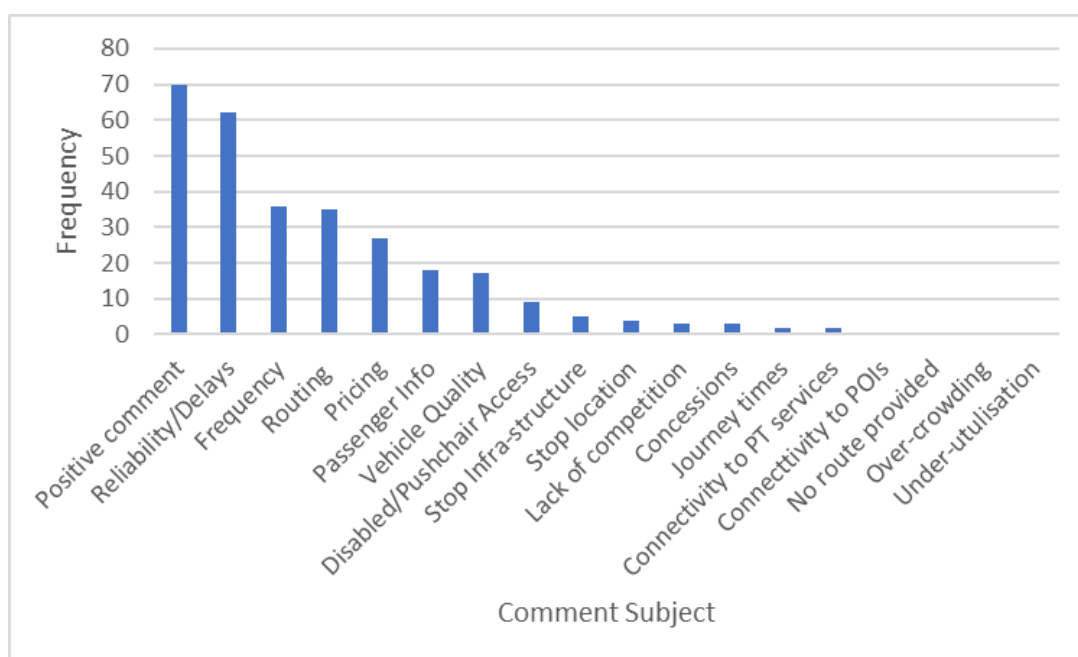
- 2.27 Looking at the responses to this question geographically, bus users in rural areas were equally as supportive on average as all users. Generally, those in Cambridge and Peterborough were less (-3.9%) ‘supportive’ or ‘very supportive’ of improvements. Alongside direct buses and a better-integrated network, less disruption on the highway network making bus services more reliable also received greater than 90% support by those in cities.
- 2.28 Finally, respondents were given the opportunity to provide any further comments they had on local bus services and 359 people provided answers¹. Figure 2-6 shows that the most frequently occurring subject provided as additional comments related to positive comments; 11.1% of all those surveyed provided positive comments such as “*Pretty pleased with what we have*”, “*The Delaine services are regular, well run and good value for money*” and “*The bus drivers are great*”.
- 2.29 A frequently cited concern raised by bus users was the reliability of their bus service, with 9.9% of respondents raising this as an issue. Other frequently expressed issues

¹ Excluding those who answered the question directly with a variation of ‘no’.

included routing (5.5%) and frequency (5.7%); 91% of those respondents who raised concerns on frequency, lived in rural areas or towns. Concerns were raised about the frequency of morning services most often, with many comments specifying that services failed to allow them to travel into work by bus. Of those raising this concern, 87% lived in rural areas or towns. Evening and weekends were often cited as times when the level of service was inadequate. People often claimed that using the bus for leisure purposes was not possible, due to a lack of evening or weekend services; 85% of these respondents lived in rural areas or towns.

- 2.30 Location-specific concerns were less frequently provided than those written comments collected through the online survey.

Figure 2-6 Further comments provided by bus users (n=359)



Non-bus users

Existing travel patterns

- 2.31 To identify non-bus users, survey participants were asked how frequently they used bus services within the CPCA area. The 614 respondents that stated they used the bus 'less than once per month' or 'never' were categorised as non-bus users. Looking at the those classed as non-users, 26.9% used the bus less than once per month and 73.1% never used the bus.

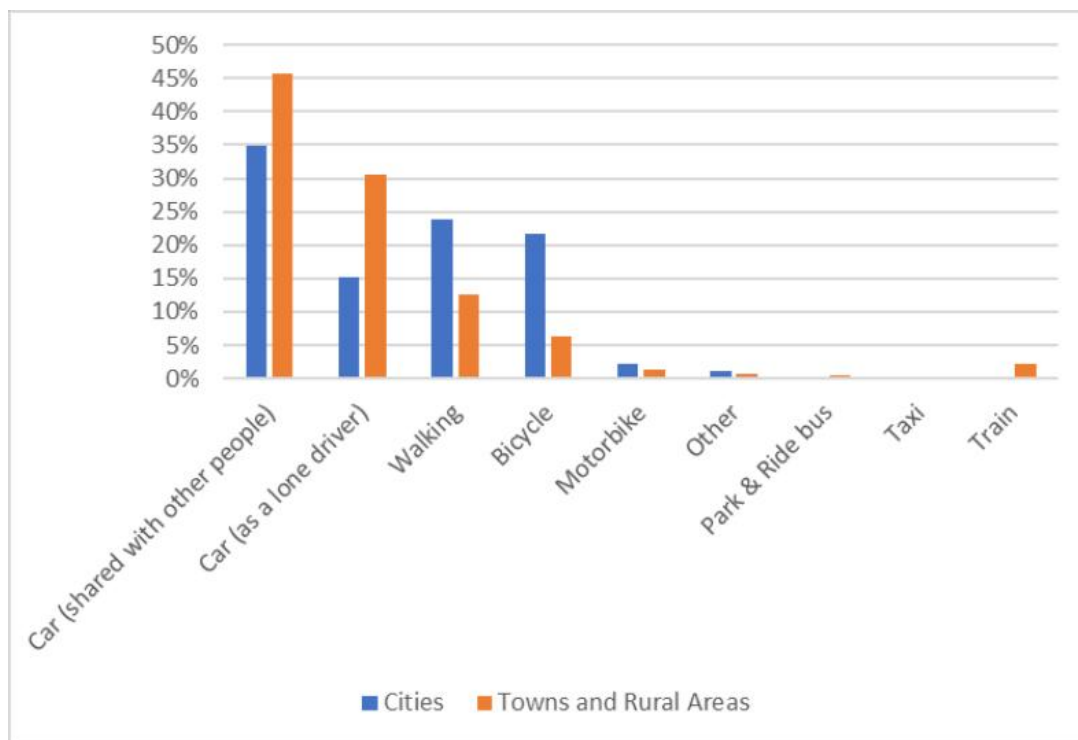
- 2.32 Despite the high number of respondents indicating they never used the bus, 94.6% were aware of a bus service they could use and just 5.4% were not aware of any local bus services.
- 2.33 Travelling for work for shopping or at the weekends was the most common reason to travel for those who travel less than once a month. Travel for work purposes represented the lowest share of journeys taken.

Table 2-5 Frequency of journeys taken by non-bus users (n=613)

Frequency	For work	For shopping	For leisure at the weekend
N/A	33.3%	0.2%	0.2%
Never	13.2%	6.2%	10.3%
Sometimes	4.9%	21.7%	23.2%
Often	48.6%	71.9%	66.4%

- 2.34 Looking more generally at non-bus users' travel patterns, Figure 2-7 shows what respondents considered as their main mode of transport for travelling around the local area. Almost three quarters (72.6%) of those surveyed stated that the car (as a lone driver) or car (shared with other people) was their main form of transport; 22.6% of respondents stated that active travel modes (cycling and walking) were the main transport mode in their area; and 2.1% stated that public transport modes (park & ride, bus and train) were the main transport mode.
- 2.35 Comparing those living in rural areas and towns to those in cities, the car was viewed as the main transport mode in both.

Figure 2-7 Main transport mode of non-users in cities and towns (n=513 & 92)



2.36 The main reasons respondents cited for not using local bus service more often is the attractiveness of the car over bus services - 57.9% of all non-bus users surveyed stated that the convenience of the car meant that they did not travel by bus more often; 39.2% of non-users cited faster journey times by car, and 21.8% noted that it was cheaper by car.

2.37 When these results were refined further to only include those who considered car (lone or shared) as their main form of transport (447 respondents), the percentage of respondents who cite car-based reasons increases - 74.2% of car users considered the convenience of the car a reason why they do not travel more often, 50% cited faster journey times via car and 27.5% cite that it is cheaper to travel via car.

Enhancing bus services

2.38 Non-users were asked about the improvements that they would prioritise to improve bus services. Table 2-6 shows that the reliability of service was cited as a high priority when considering travelling by bus (37.4%). This is consistent with the views of bus users. Frequency of services was the second most frequent priority of non-users.

2.39 The third most important result, excluding 'nothing would encourage me to use local buses more' was the time the service started in the morning and ended at night; 1.7%

more bus users felt that this was their third most important factor compared to bus users.

- 2.40 Those who expressed that nothing would encourage them was consistently high across each category provided; 22.7% of respondents on average gave this answer at least once in response to the question.

Table 2-6 Ranking of the priorities of non-bus users (n=621,599,574)

Factor	1st Priority	2 nd Priority	3 rd Priority
Ability to use one ticket on any bus	1.4%	2.0%	2.3%
Distance to the bus stop from start / end point of journey	3.5%	1.7%	2.8%
Ease of getting on and off the bus	2.9%	1.2%	1.9%
Frequency of service (i.e. number of buses per hour)	11.0%	29.9%	13.1%
Journey Time	7.6%	8.2%	10.3%
Low or zero emission buses	1.4%	1.7%	2.3%
Nothing would encourage me to use local buses more	17.1%	22.9%	28.2%
Provision of journey planning information (e.g. websites)	1.3%	0.0%	0.0%
Provision of live information on vehicle arrival and departure times	0.3%	1.0%	3.0%
Provision of on-bus USB charging points	0.2%	1.5%	0.7%
Provision of on-bus Wi-Fi	0.6%	0.7%	1.2%
Reliability of service	37.4%	10.2%	3.3%
Seat comfort and leg room on the bus in your local area	0.5%	1.2%	5.2%
Stations and stops that allow interchange with other bus/rail services	0.2%	2.3%	3.8%
Time service starts in the morning and ends at night	4.5%	5.0%	13.2%
Value for money of fare	7.4%	8.7%	4.9%
Other	2.7%	2.00%	3.83%

- 2.41 When these responses were split geographically, the highest priority of users in cities was the reliability of service (35.9%). Frequency was also a highly rated second (27.8%)

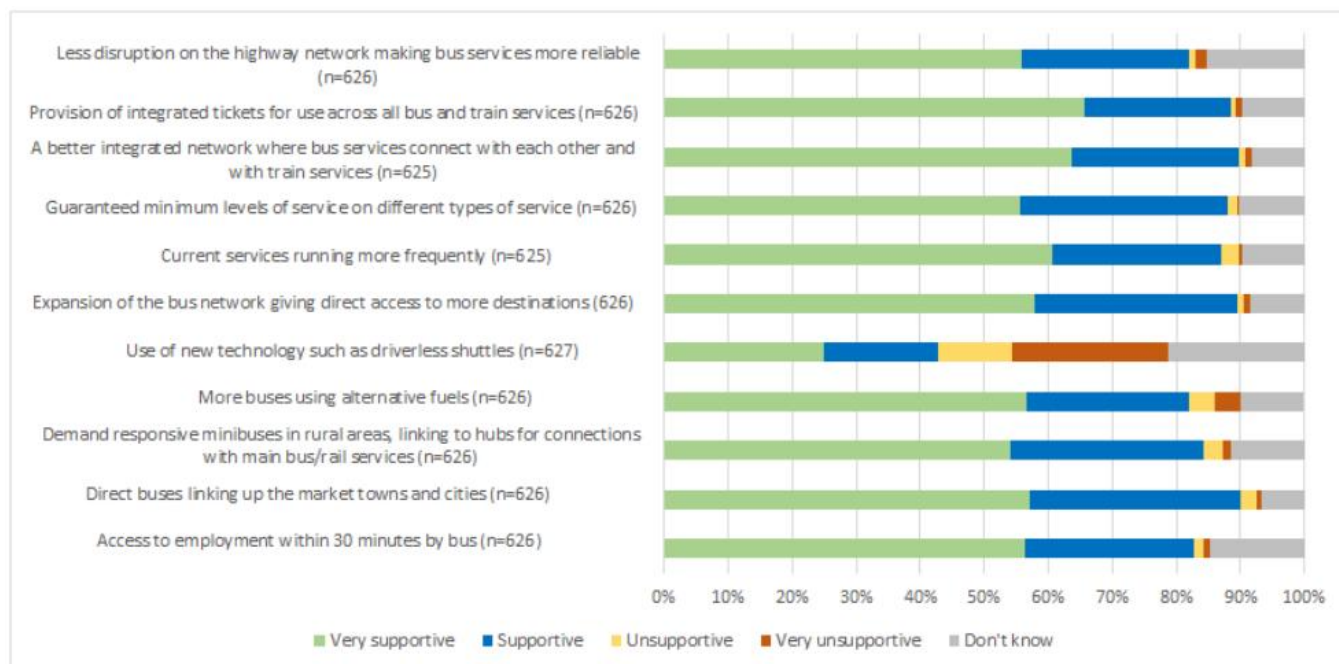
and third priority (14.8%). Reliability was a higher concern than the average for rural users (42.8%). Frequency was again a high scoring second priority (35%).

- 2.42 Reliability of service was more important to females (42.1% of first priority rankings) than males (32.6%) and was the highest first priority factor for both 18-34 and 65+ age groups.
- 2.43 Journey time was the priority for more 18-34s (11.6%) than those in the 65+ category (6.6%).
- 2.44 A higher proportion of males (23.4%) than females (12.4%) stated that nothing would encourage them to use the bus more.
- 2.45 If improvements were to be introduced, 50.9% stated that they would travel 'a little more' and 18.2% stated that they would travel 'a lot more'; 23.9% stated that it would make no difference, 7% less than bus users.

Future bus provision

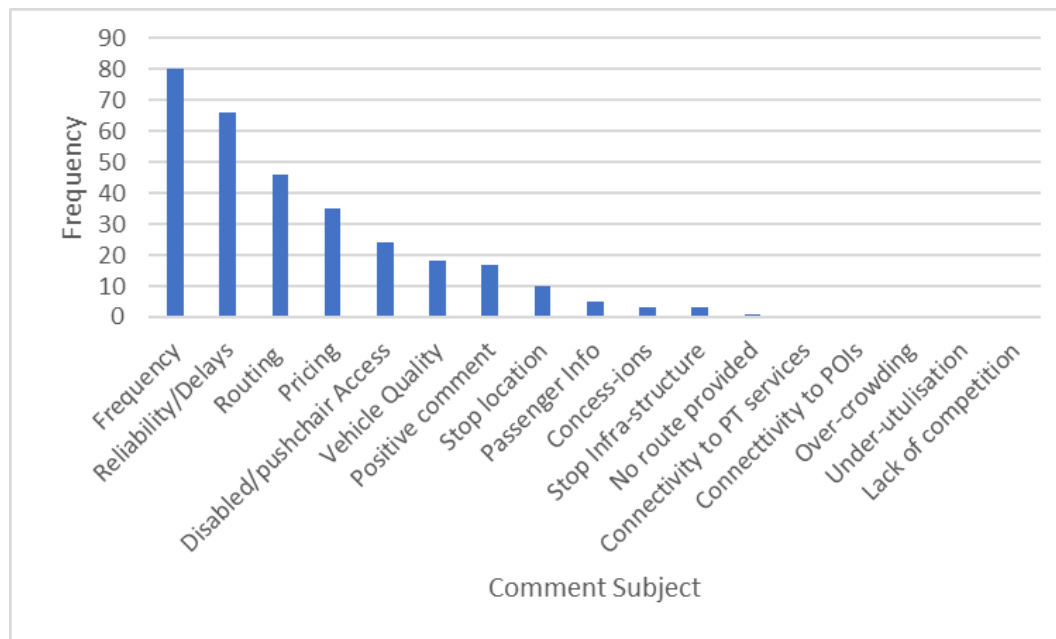
- 2.46 Non-bus users were asked about their levels of support for statements relating to the vision to significantly improve bus service provision in the CPCA area (
- 2.47 Figure 2-8).
- 2.48 Generally, non-bus users were more supportive of the statements than bus users, 82.4% of non-users were either supportive or very supportive of each question on average.
- 2.49 The provision of integrated ticketing scores the highest frequency of 'very supportive' responses amongst non-bus users (65.7%).
- 2.50 When considering responses that were answered as either 'supportive' or 'very supportive', the highest-scoring response was to 'direct buses linking up the market towns and cities'; 93% of all non-bus users surveyed supported this.
- 2.51 As with bus users, respondents were least supportive of the 'use of new technologies such as driverless shuttles'; 35.7% of respondents were either unsupportive or very unsupportive of this improvement. Although 8.3% fewer bus-users expressed this compared to users, the reception received to this question remained significantly poorer than others asked.

Figure 2-8 Extent to which non-bus users support improvements to services



2.52 Respondents were given the opportunity to provide any further comments they had on local bus services and 307 people provided answers (Figure 2-9). The most frequently occurring comment expressed by non-bus users concerned the frequency of services (13%). Generally, these comments expressed that the current service frequency was not high enough to allow them to travel with ease. Reliability and delays (10.7%) and routing (7.5%) were also commonly expressed as a concern, a trend reflected by users too. Positive comments were less observed.

Figure 2-9 Further comments provided by non-bus users (n=604)



- 2.53 Overall, non-bus users did not cite extensively specific time periods where they felt service frequency was inadequate, rather stating that frequency overall is poor. Where a time period was specified, the frequency of services in the evening was of the highest concern.
- 2.54 Generally, there were fewer location-specific concerns in the written comments than were raised in the online survey.

Summary

- 2.55 The on-street survey highlighted:
- Factors affecting the demand for travel by bus
 - Problems that bus users and non-users experienced or perceived
 - The extent of public support for improvements to bus services
- 2.56 The main findings of the on-street survey were as follows:
- Travel for shopping or for leisure purposes at the weekend were the most common purposes for using local bus services.
 - Reliability, frequency of services and cost of fares were important issues when considering improvements for bus users and non-bus users. Almost 65% of users and 78% of non-users considered reliability as a primary concern.

- Over 55% of non-bus users stated that the convenience of using the car meant that they did not use local bus services. Amongst those for whom the car was their main form of transport, this increased to almost 75%. Faster and cheaper journey times by car were also frequently stated as reasons for not travelling by bus.
- Over 65% of bus users and 69% of non-bus users would travel 'a little more' or 'a lot more' frequently if their chosen improvements were implemented. However, almost 31% of bus users and 24% of non-bus users said that it would make no difference to the number of journeys they made by bus.
- Under 37% of users would 'definitely' or 'possibly' be willing to pay higher fares to fund their chosen improvements. Over 47% were unwilling to pay higher fares. There is little disparity between the frequency that users travel and their willingness to pay.
- Generally, both bus users and non-bus users were supportive of potential improvements to local bus services. Over 80% of respondents from both groups were either 'supportive' or 'very supportive'. Direct buses linking towns and cities was the most supported improvement in outlying areas. Less disruption on the highway network, making bus services more reliable, and provision of integrated tickets for use across all bus and train services were the highest supported improvements in cities. Both groups were less supportive of using new technologies, such as driverless shuttles; over 35% of non-bus users and 40% of bus users were either 'very unsupportive' or 'unsupportive' of this measure.
- When given the opportunity to provide further comments, many bus users offered positive remarks. Even so, respondents from both groups referenced concerns including reliability, routing, pricing and frequency of services. Where further information on time periods was provided, respondents often felt levels of service were inadequate in the evening, at weekends and in the early morning (for bus-users).

Online Survey

Methodology

- 3.1 An online survey was developed, using the same questions as those used for the on-street survey. All respondents had access to the demographic questions but were then routed to 'user' questions and 'non-user' questions according to how often they used a bus – those answering 'less than once a month' or 'never' were classed as non-users and routed accordingly.
- 3.2 As with the on-street survey, the online survey aimed to gain insights of attitudes and perceptions towards existing bus services and obtain views on what bus service provision should look like in the future. However, the online survey gave the opportunity to reach a wider audience, allowing anyone in the CPCA area to provide their opinions. Although a quantitative task, unlike the on-street survey, the online survey does not provide a statistical representation of the population, as respondents were self-selecting.
- 3.3 The survey ran from 4th November to 15th December and was promoted by local authorities through social media, press releases and posters. A dedicated phone number was advertised for those who were unable to complete the survey online; via this number, a member of our staff completed the survey on behalf of the individual. Through the local authorities, information was forwarded to interest groups, travel plan coordinators, parish and town councils and other stakeholders that were considered to be in a good position to promote the survey.

Results

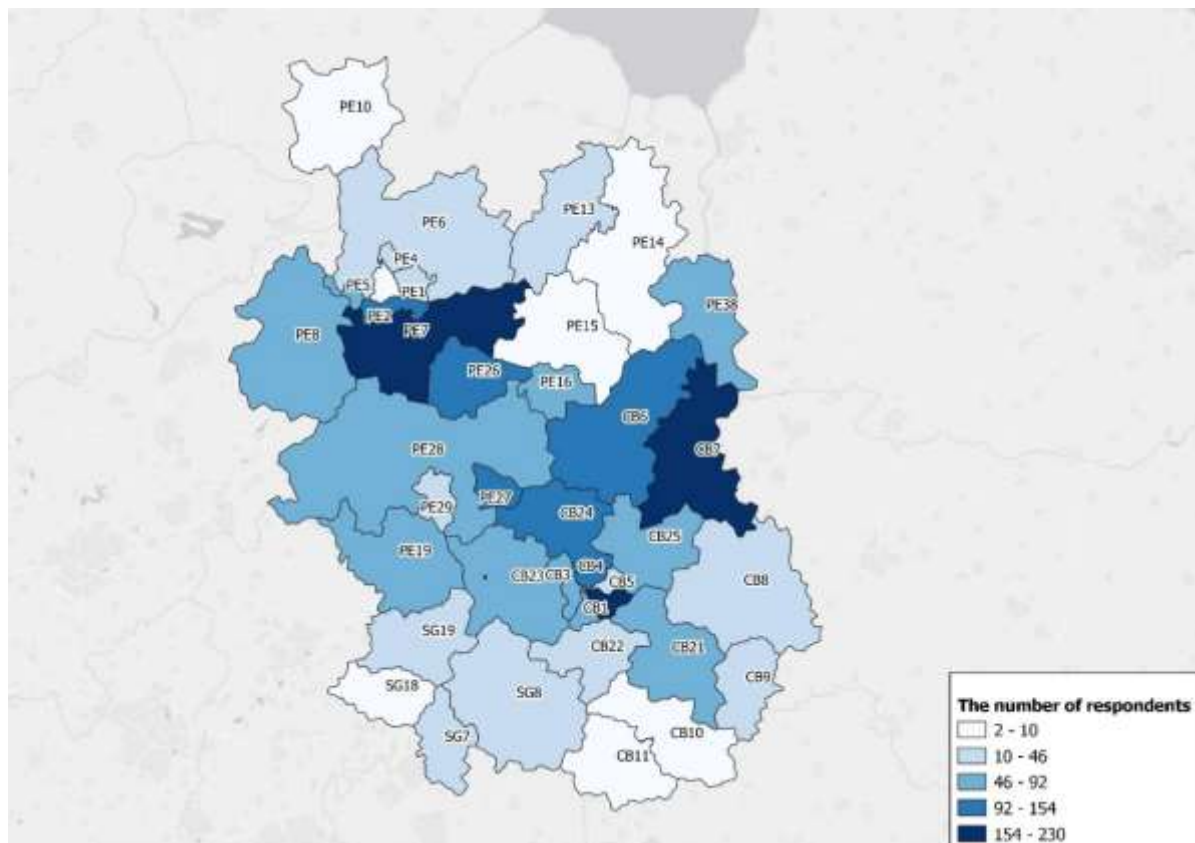
- 3.4 Following the structure adopted for the on-street survey, this section commences with an overview of the demographics of the survey pool. The results of the online survey were divided between bus users and non-users. In both sections, the analysis of the response of each question is provided, followed by a brief conclusion summarising the main findings.

Demographics

- 3.5 A total of 3926 people completed the online survey. However, 26% of those were only partially completed. Of those partially completed, 148 were deemed useful. The full

useful sample size was 3042. Of this sample, 2297 provided enough geographic information to allow geolocation to be undertaken.

Figure 3-1 Geographic distribution of survey respondents (n = 2297)



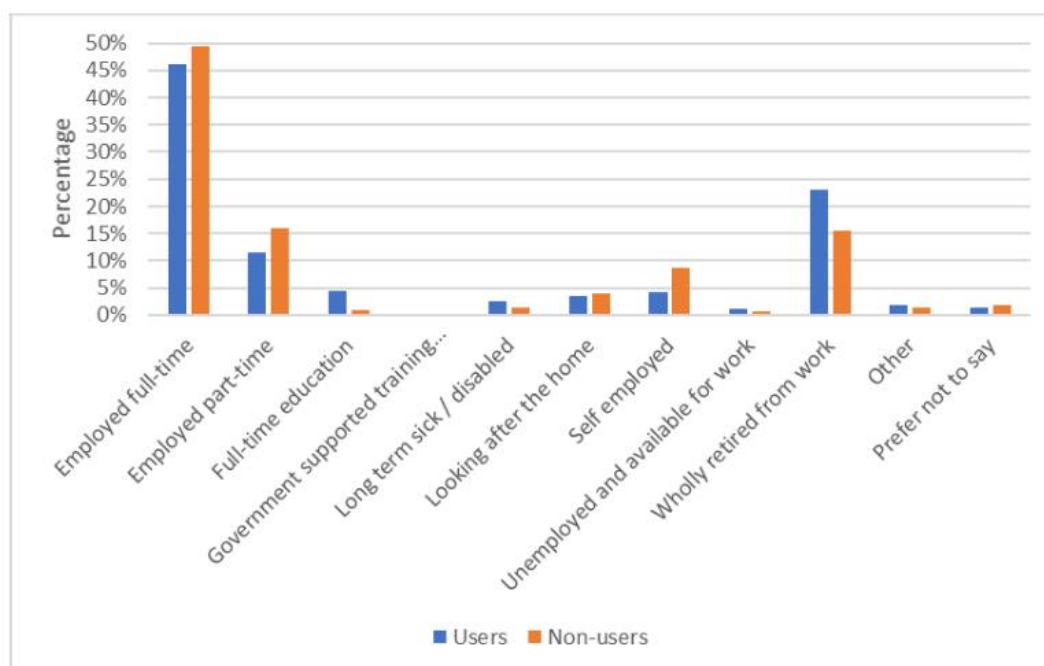
3.6 The age and gender split of the online respondents are given below.

Table 3-1 Age and gender of respondents (n=1897,1113)

Category	Classification	Bus user	Non-bus user
Age	Under 18	3.2%	0.2%
	18-34	21.2%	15.5%
	35-54	32.8%	48.4%
	55-64	15.8%	19.2%
	65+	24.7%	14.1%
	-/Prefer not to say	2.2%	2.6%
Gender	Male	33.3%	32.1%
	Female	63.7%	64.2%
	Non-binary	0.7%	0.6%
	-/Prefer not to say	2.3%	3%

3.7 The employment status of respondents is given in Figure 3-2.

Figure 3-2 Employment status of respondents (n=1897,1113)



- 3.8 Those who were employed, either full or part-time, represented the largest group of respondents; 57.5% of users and 65.4% of non-users identified themselves within this category. Those wholly retired from work were the third-largest group, 23.1% of users and 15.5% of non-users identified themselves in this category.
- 3.9 From this point, the analysis is split between bus users and non-users to show the differences in views between the two groups.

Bus users

- 3.10 A total of 1897 bus users were surveyed. Of these, 1592 provided location data which was geolocated. Where non-geographic analysis was undertaken, the sample of 1897 respondents was used. Where geographic analysis was carried out, the sample of 1592 was used.

Existing bus use

- 3.11 Survey respondents were classified as users and non-users by their frequency of travel. Those who travelled up to once a month were classified as users. The frequency of journeys taken by this group is displayed below.

Table 3-2 Frequency of journeys taken by bus users (n=1897)

Frequency classification	User
5 or more days a week	25.6%
2 - 4 days a week	28.7%
Once a week	16.2%
Less than once a week but more than once a month	19.7%
Once a month	9.8%

- 3.12 Those who travelled 2-4 days per week were the largest group and 5 or more days a week the second largest. Users who travelled at least once a week totalled 70% of all users surveyed. Journeys taken for shopping and leisure at the weekend were the most common trips taken 'sometimes' (51.8% and 55.5% respectively); journeys taken for work purposes were the most common trips taken 'often' (49.6%); whilst 22.5% of people 'sometimes' also used bus services for work.

- 3.13 Respondents were asked to state the services which they use most often and for what purpose. [The Busway Service A](#) was the highest mentioned route for those travelling for work purposes. At the weekend, for leisure and for shopping, [Park and Ride](#) services were the most commonly referenced services by users. A full list of the routes specified by users is shown in Appendix B.

Existing bus provision

- 3.14 Considering existing bus provision, bus users cited reliability as the first most important factor. Frequency scored highly as a first, second and third priority. The cost of fares was also a high scoring third priority for users. The results of this are shown in Table 3-3.

Table 3-3 Ranking of the importance of improvements issues for bus users
(n=1872,1865,1848)

	1 st Most Important	2 nd Most Important	3 rd Most Important
Ability to use one ticket on any bus	0.7%	3.4%	5.1%
Cost of fare	6.4%	13.6%	14.2%
Distance to the bus stop from the start / end point of journey	4.7%	6.2%	8.0%
Ease of getting on and off the bus	0.7%	2.1%	3.0%
Frequency of service (i.e. number of buses per hour)	18.9%	24.1%	15.7%
Journey time	6.1%	13.0%	11.5%
Low or zero emission buses	0.7%	1.0%	3.5%
Provision of journey planning information (e.g. websites)	0.3%	0.7%	2.0%
Provision of live information on vehicle arrival and departure times	0.3%	2.8%	5.2%
Provision of on-bus USB charging points	0.0%	0.0%	0.3%
Provision of on-bus Wi-Fi	0.0%	0.1%	0.7%
Reliability of service (i.e. bus turns up according to timetable)	52.7%	20.1%	10.7%
Seat comfort and leg room on the bus in your local area	0.4%	1.1%	2.8%
Stations and stops that allow interchange with other bus/rail services	1.0%	1.9%	6.3%
Time service starts in the morning and ends at night	7.1%	9.8%	11.0%

- 3.15 When looking at these results geographically, users in cities were marginally (5.8%) less concerned of frequency as their top priority compared with the average. Reliability was also a slightly (3.5%) greater concern for those in cities than the average. Users in towns and rural areas were notably more concerned about journey times than the average; over 21% of users cited this as one of their most important concerns. The count of users citing frequency as a concern was marginally lower than average for the town and rural users too.

Enhancing bus services

- 3.16 The survey asked people to prioritise improvements to local services. Generally, respondents prioritised improvements to the reliability and frequency of their service over softer measures such as Wi-Fi or real-time information. The cost of fares and the time the service started in the morning and ended at night were also higher scoring priorities for users. The results for this question are shown in Table 3-4.

Table 3-4 Ranking of the importance of improvements needed by bus users
(n=1842,1798,1737)

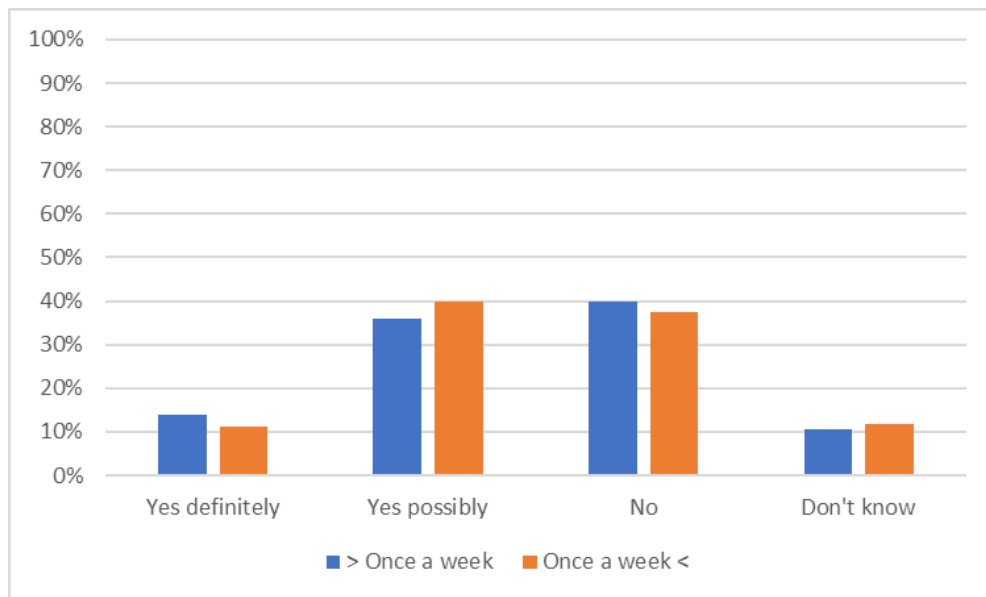
	1 st Priority	2 nd Priority	3 rd Priority
Ability to use one ticket on any bus	1.7%	3.3%	4.6%
Cost of fare	10.3%	12.9%	14.8%
Distance to the bus stop from the start / end point of journey	4.2%	6.3%	5.1%
Ease of getting on and off the bus	0.7%	1.5%	1.5%
Frequency of service (i.e. number of buses per hour)	26.3%	19.0%	15.8%
Journey time	6.7%	11.1%	9.9%
Low or zero emission buses	1.2%	2.1%	4.8%
Provision of journey planning information (e.g. websites)	0.5%	1.2%	2.2%
Provision of live information on vehicle arrival and departure times	0.9%	3.3%	5.0%
Provision of on-bus USB charging points	0.0%	0.2%	0.6%
Provision of on-bus Wi-Fi	0.1%	0.3%	1.2%
Reliability of service (i.e. bus turns up according to timetable)	32.4%	20.5%	13.7%
Seat comfort and leg room on the bus in your local area	1.2%	1.8%	2.1%
Stations and stops that allow interchange with other bus/rail services	2.0%	3.7%	7.5%
Time service starts in the morning and ends at night	11.8%	13.0%	11.1%

- 3.17 Aggregating these results between cities and towns and rural areas revealed further localised concerns. Users in cities generally stated, for their first priority, improvements to reliability to a greater extent (11%) than the average and improvements to frequency to a lesser extent (12.9%). Users in rural areas and towns considered frequency to be their first priority improvement to a greater extent than the average (5.2%). The time services start and end also scored higher than average, particularly as a second priority measure, where 3.4% more rural users cited this as a priority compared with the average.
- 3.18 When users were asked how these improvements would impact upon their frequency of travel, 63.8% would travel a lot more; 29.5% said they would travel a little more; and 5.6% would not travel more². When these responses are split geographically, the difference in results is negligible.
- 3.19 When asked if users would be willing to pay higher fares to fund their chosen improvements, 39.1% said that they would not be willing. Conversely, 50.1% of people would definitely, or possibly, be willing to pay for their improvements through higher fares³. This rose slightly to 51.4% amongst those who are under 65 years.
- 3.20 The willingness to pay higher fares amongst the online sample group was notably greater than the on-street survey sample.

² 1.1% answered 'don't know'

³ 10.8% answered 'don't know'

Figure 3-3 Willingness to pay higher fares to support service improvements by frequency of travel (n=1323,551)

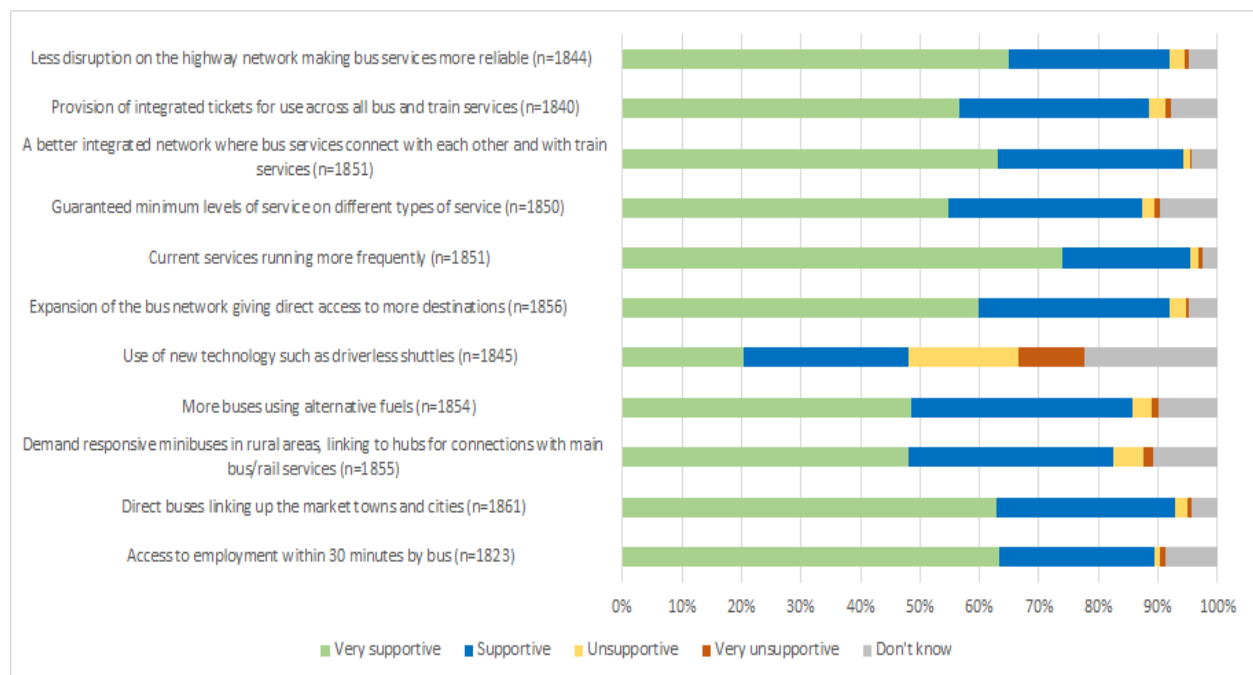


- 3.21 There is no significant disparity between bus users' frequency of travel and their willingness to pay. This is similar to the result observed in the on-street survey.

Future bus provision

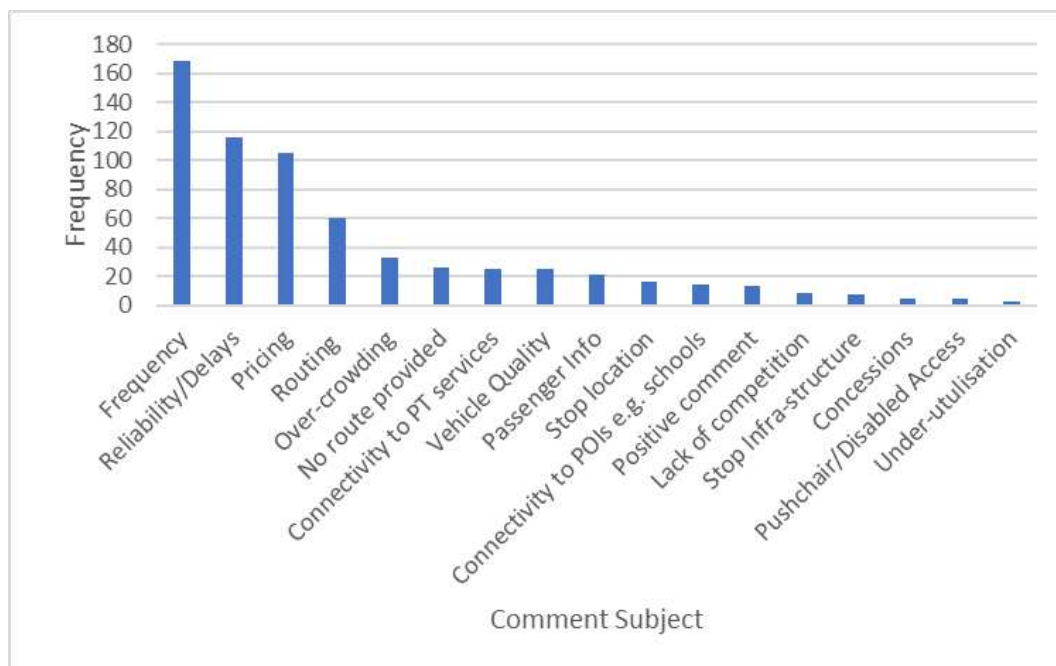
- 3.22 Users were asked to rate their support for different service improvements in the CPCA area. Over 86% of users were 'supportive' or 'very supportive' of the measures proposed by the survey. Users were 'very supportive' or 'supportive' of current services running more frequently (95.4%) than any other interventions. A better-integrated network, where services connect with each other and train services was also strongly supported. As was observed through the on-street survey, less than 50% of users were 'supportive' or 'very supportive' of the use of new technologies, such as driverless shuttles.

Figure 3-4 Extent to which bus users support improvements to bus services



- 3.23 Those in cities were, on average, 85% 'supportive' or 'very supportive' of the listed improvements. The intervention which users in cities most often rated as 'very supportive' was 'less disruption on the highway network'. Over 91% of city users were supportive of the expansion of the existing network to new destinations. Although users in cities were marginally more supportive of the use of new technologies, it remained the least supported intervention.
- 3.24 In rural areas and towns, over 86% were 'supportive' or 'very supportive' of the proposed interventions. The highest-scoring 'very supportive' or 'supportive' intervention was for current services running more frequently; over 95% of all those surveyed in these areas supported this. Access to employment within 30 minutes by bus, direct buses linking market towns and cities, and expansion of the existing bus network to serve new destinations were also 'supported' or 'very supported'.
- 3.25 Respondents were given the opportunity to provide further written comments. These results were coded using the same methodology and scoring system as for the on-street survey. A total of 879 written comments were made by respondents of the survey who considered themselves users of bus services. These comments were reviewed and coded.

Figure 3-5 Coded written comments from bus users (n=594)



3.26 The three most frequent concerns raised by bus users were frequency of services, current pricing (including structure and cost) and reliability:

- 19.2% of respondents felt that pricing was a problem. These comments often cited high fares, inability to pay via contactless onboard and confusing fare structures as problems.
- 13.1% of respondents noted reliability issues and delays as concerns, such as buses failing to keep to time or being caught in congestion.

3.27 Some users provided further detail on the time period where they felt the frequency of services was inadequate. The frequency of evening and weekend services were the two periods of greatest concern. Comments concerning these periods often noted how the lack of evening services restricted people's ability to travel for social or leisure purposes. Comments concerning weekend services highlighted infrequent or non-existent provision on Sundays.

3.28 Several recurring comments submitted by bus users related to specific sites or services. Some of these comments were also observed through the on-street survey and are set out below.

Overcrowding on the Cambridge - St Ives Busway

3.29 Although a number of positive comments were made in support of the Busway, many passengers quoted overcrowding as a problem, particularly at peak times.

“At peak times, buses fill up within a couple of stops, so adding extra services during that time would help.”

- 3.30 It was noted that overcrowding of services meant that buses might not stop further along the route, creating uncertainty for passengers. Respondents noted how overcrowding caused significant discomfort on board and acted as a barrier to travel. Some survey respondents attributed the overcrowding on some services to the use of single deck vehicles, such as Stagecoach route A.

“The Stagecoach A bus is single decker to Trumpington...This means often my entire 1hr 30min journey is spent standing up.”

- 3.31 The overcrowding of these buses, it was felt, caused delays to the services and reduced reliability of the Busway.

Addenbrooke's to Babraham Park and Ride delays

- 3.32 NHS staff are charged to park on-site at Addenbrooke's, causing an increase in demand for Park and Ride services, particularly at peak times. Congestion within the city centre and the hospital site was noted as causing unreliability.
- 3.33 Six comments were made in support of the introduction of a dedicated shuttle service between Addenbrooke's Hospital and the Babraham Park and Ride site. Currently, Park and Ride services serve Addenbrooke's Hospital on their route along the A1037 between Cambridge city centre and the Park and Ride terminal. Comments suggested that the Babraham Park and Ride was particularly prone to delays, which were in part caused by the demand for the hospital and by traffic in and around the city.

“Since starting at Addenbrooke's over 2 years ago, the Babraham Park & Ride bus service(s) ... are no longer reliable”

“A shuttle bus should be on a loop between the Park and Ride and Addenbrooke's Hospital for the rush hours so that we do not have to wait up to an hour”

Withdrawal of service 205 to Wittering

- 3.34 Over 40 specific concerns were raised over the cancellation of the 205 service, operated by Delaine between Wittering and Peterborough. Wittering is a village 14km west of Peterborough and home to many service personnel and their families stationed at nearby RAF Wittering. Previously, a regular bus service operated between the village and Peterborough, but the service was reduced by the current operator in early 2019.

The service was scheduled to be withdrawn on 20th December 2019⁴, raising many concerns from village residents through the survey.

“Cancelling the 205 service will effectively cut off Wittering including the RAF base. This service is used by service personnel, their dependants and civilians living in the village”

- 3.35 A lack of services in the village, such as supermarkets or healthcare, led to residents expressing concern over the isolation that would result from the cancellation of the service. Although a demand responsive service ('Call Connect') operates in the village, some respondents claimed that this service was unreliable and inadequate.

Non-bus users

- 3.36 Similar analysis was repeated for non-bus users. Those in this category were defined as using a bus less than once a month.

Existing travel patterns

- 3.37 Of the 1113 people categorised as non-users, 58.1% travelled by bus less than once a month and 41.3% never used the bus. 53.3% of respondents said that they were aware of a bus service which they could use; 40.9% did not have a service and 5.8% did not know.
- 3.38 The purpose and frequency of journeys taken by those who travelled less than once a month are displayed in Table 3-5.
- 3.39 Responses of N/A were the most common, suggesting that those who travelled less than once a month travelled in a sporadic manner and not for any one purpose. Generally, non-users were more likely to travel for shopping and leisure purposes at the weekend rather than for work. There was less willingness to travel by bus to work in this group than for users.

⁴ <https://www.peterboroughtoday.co.uk/news/traffic-and-travel/peterborough-villages-see-only-bus-service-scrapped-1-9148381>

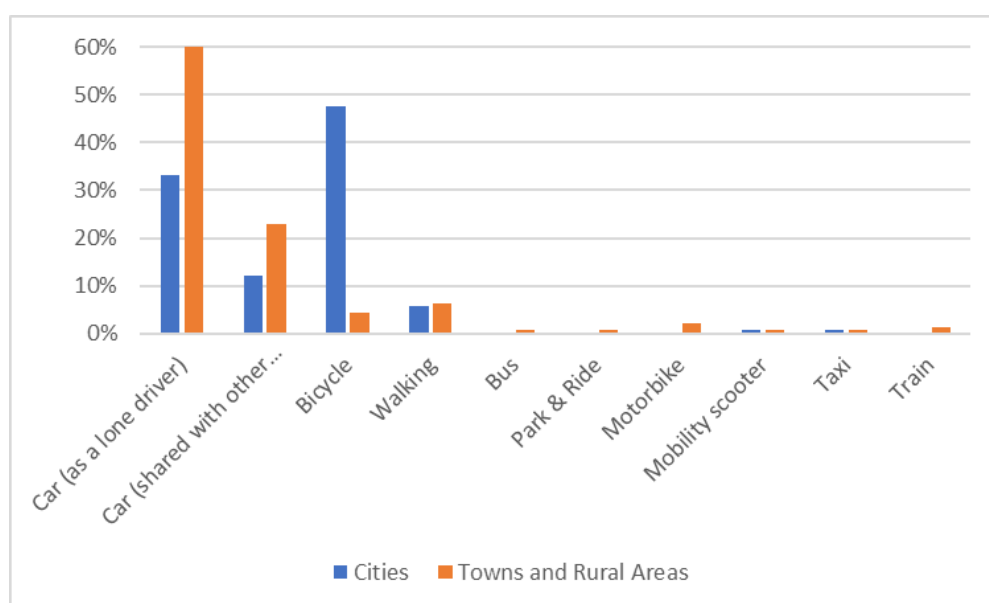
Table 3-5 Frequency of journeys made by non-bus users (n=636)

Frequency	For work	For shopping	For leisure at the weekend
N/A	40.9%	34.1%	35.2%
Never	24.1%	12.2%	14.1%
Sometimes	24.7%	26.4%	25.6%
Often	10.4%	27.3%	25.0%

3.40 Over 75% of non-bus users considered the car, either as a lone driver or shared with others, as their main form of transport. Cycling was the second most referenced mode, with over 16% of users citing this as their main form of transport in their local area.

3.41 When this result was divided geographically, disparities between cities and towns and villages were observed. In cities, 47.6% of residents considered cycling to be the main transport mode, whereas in towns and rural areas over 80% considered cars to be the main transport mode. This suggested disparities between travel choice in rural and urban areas, with some differences to those observed in the on-street survey.

Figure 3-6 Main transport mode of non-users in cities and towns and rural areas (n=124,292)



3.42 In analysing the reasons for not using local bus services, the highest scoring reasons were 'inadequate frequency' (38.7%), 'it is easier by car' (34.6%), 'buses do not go places I want to go' (33%) and 'journeys taking too long' (29%). These responses were

different from those observed on the on-street survey, where car convenience was highly regarded as a cause of not using bus services. Online respondents were more likely to reference problems with the bus service rather than car convenience.

- 3.43 When this data was filtered to only include those who said that the car was their main form of transport in their local area, 67.5% cited that it was easier to travel by car, 55.8% indicated that it was quicker by car and 35.2% that it was cheaper by car. This was similar to the on-street survey.

Enhancing bus services

- 3.44 Non-users were asked to rate their priority for improvements to the bus network in their local area. The distribution of these priorities amongst the sample is shown in Table 3-6.
- 3.45 The rating of priorities was generally more evenly split compared to users and non-users surveyed through the on-street survey. Nevertheless, as observed elsewhere, frequency and reliability were consistently voted priorities at least once. Additionally, value for money was a higher scoring first priority amongst non-users surveyed. Only a maximum of 1.5% of non-users surveyed however stated that nothing would encourage them to use buses more often, suggesting there was a willingness to try local bus services; this response was significantly lower than that observed by the on-street survey.

Table 3-6 Rating of the priorities of non-users (n=652,635,604)

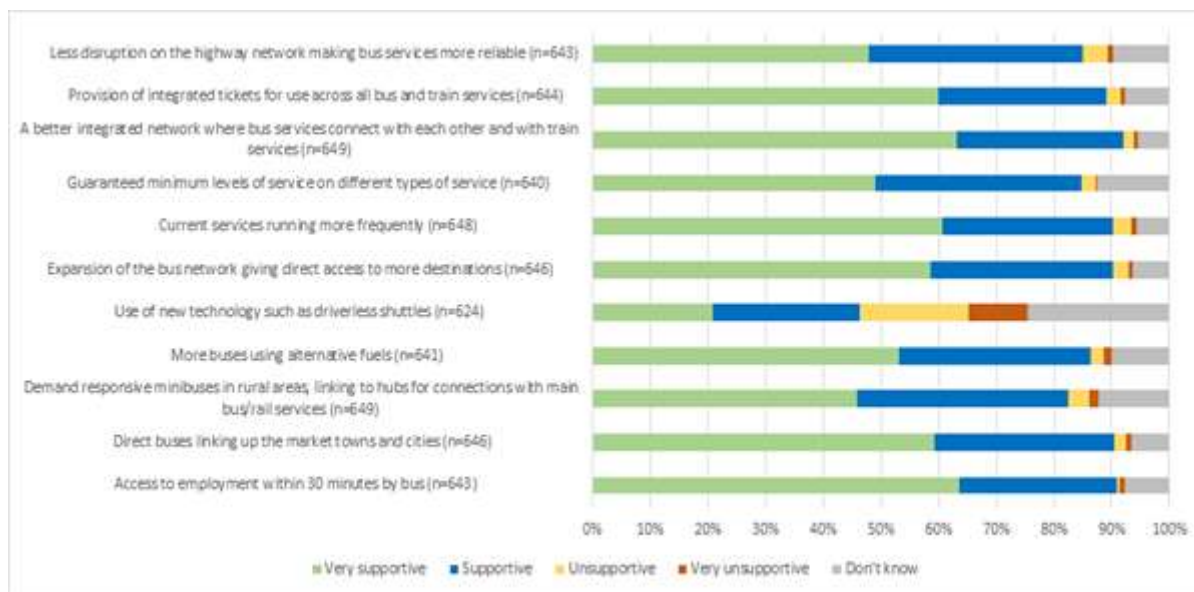
	1st Priority	2nd Priority	3rd Priority
Ability to use one ticket on any bus	2.1%	4.4%	5.6%
Distance to the bus stop	3.4%	1.9%	3.3%
Ease of getting on and off the bus	0.6%	0.6%	1.2%
Frequency of service	27.6%	18.6%	14.1%
Journey time	12.3%	17.6%	11.6%
Low or zero emission buses	1.5%	1.7%	4.6%
Nothing would encourage me to use local buses more	1.5%	0.9%	1.2%
Other improvement (write in comments box below)	5.7%	1.1%	6.0%
Provision of accurate live information on vehicle arrival and departure times	0.3%	2.7%	4.6%
Provision of journey planning information (e.g. websites)	0.6%	1.6%	2.3%
Provision of on bus USB charging points	0.0%	0.2%	0.3%
Provision of on bus Wi-Fi	0.0%	0.0%	0.3%
Reliability of service	14.6%	16.4%	14.6%
Seat comfort and leg room on the bus in your local area	0.5%	1.4%	0.8%
Stations and stops that allow interchange with other bus/rail services	0.8%	2.8%	7.9%
Time service starts in the morning and ends at night	10.4%	12.1%	8.1%
Value for money of fare	18.1%	15.9%	13.4%

- 3.46 These results were also analysed geographically. For those in cities, value for money was considered the main priority (31.5% of those surveyed). Value for money, reliability and frequency were also high scoring second and third priority improvements.
- 3.47 In rural areas, 37.2% of non-users considered improvements to frequency as their top priority, almost 10% more than the average. Over 20% stated journey times as their second priority and value for money was the third priority.
- 3.48 When asked if users would travel more often should their chosen intervention be introduced, over 44% answered 'don't know' or left the answer blank. Of those who did respond, 26.9% said they would be willing to travel a lot more and 26% a little. In cities, 59.1% would travel a little more and 36.5% a lot more. However, in rural areas, only 26.4% would travel a lot more and 18.4% a little more.

Future bus provision

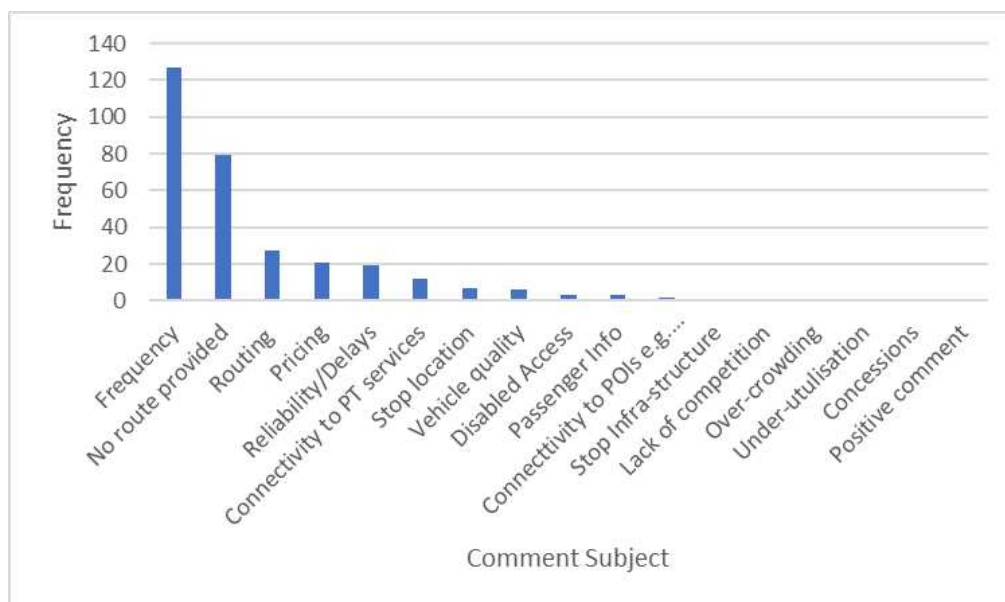
- 3.49 Non-users were also asked about their level of support for different interventions in the CPCA area; 84.3% of non-users were, on average, 'very supportive' or 'supportive'. The highest frequency of 'supportive' and 'very supportive' answers (92.1%) was for a better integrated network where bus services connect with each other and with train services. Expansion of the bus network, bus routes serving market towns and cities, and current services running more frequently also received more than 90% 'very supportive' or 'supportive' answers.
- 3.50 Looking at these results geographically, non-users in cities were slightly less supportive of improvements than the average (82.7%). Access to employment within 30 minutes by bus and a better-integrated network, where bus services connect with each other and with train services, were the most supported interventions. Over 90% of respondents in cities were supportive or very supportive of these measures.
- 3.51 In rural areas, over 86.6% of non-user respondents were supportive of the suggested improvements. However, this was about 5% less than rural bus-user respondents in the online survey. The highest supported improvements in rural areas were for a better-integrated network, where bus services connect with each other and with train services; direct buses linking up the market towns and cities; and expansion of the bus network giving direct access to more destinations. Each of these proposed recommendations received above 94% of 'supportive' or 'very supportive' responses.
- 3.52 The use of new technologies, such as driverless shuttles, was the least supported intervention by a significant margin. At no time on average or when split between geographical area was this supported by over 50% of respondents.

Figure 3-7 Extent to which non-users support improvements to services



3.53 Non-users were given the opportunity to provide additional written comments. Of classified non-users, 300 respondents opted to provide comments. This feedback was coded using the same methodology as adopted for analysis of written comments for users and for the on-street survey.

Figure 3-8 Comments made by non-bus users



3.54 Issues about frequency of services were most commonly cited by non-users; 42.3% of responses related to this. Many non-users stated that a service which was only provided at intermittent intervals during the day, such as one bus per two hours or one service per day, was not suitable for their needs; 25.6% of respondents also cited the

fact that no service was available within accessible distance from their house. Some comments furthered this point by stating that they would be willing to travel via bus if a service was provided that they could access.

- 3.55 Some non-users provided further detail on the time period where they felt frequency was inadequate. As with bus users, non-users felt that the frequency of evening services was the greatest problem currently. Non-users, however, had fewer concerns relating to weekend services than users.
- 3.56 Comments regarding particular issues were also raised by non-users and were similar to those documented under the user section above. In addition, comments on Isleham services were also prevalent.

Isleham services

- 3.57 Non-users expressed specific concerns less frequently. The most commonly occurring local issue was concerning the lack of services to Isleham. Over 20 survey respondents cited the lack of regular bus services to Isleham as a concern. Isleham is a village in East Cambridgeshire, 25km from northeast of Cambridge. In 2011 the village had a population of 2,378⁵. The village receives one service per day, operated by the Big Green Bus Company, a morning and evening return to Newmarket.

"Isleham has a virtually non-existent bus service, leaving those unable to drive or without a car cut off. Children in post-16 education are totally reliant on their parents for getting to college, or to the nearest form of public transport."

- 3.58 Many respondents stated concerns similar to non-users, expressing how there is no alternative transport except by private vehicle or taxi without a regular bus service. The destinations where services could operate, suggested by respondents, included Newmarket, Ely and Cambridge.

Summary

The main findings of the online survey (which support those of the on-street survey) are summarised below:

- The most common journeys taken 'often' by users was for work purposes. Trips for shopping and leisure were more likely to be taken 'sometimes'. Non-users were more likely to travel for shopping or leisure purposes than for work by bus.

⁵ <https://www.ons.gov.uk/help/localstatistics>

- Problems with the bus network were more often cited than the convenience of car use as barriers for travel by non-users. However, by those who drive, the convenience of the car was the main reason for not using the bus. Over 80% of non-users in rural areas considered cars to be the main form of transport. In cities, almost 50% of people considered cycling to be the main form of transport.
- Frequency, reliability, cost of fares and the time services start and end, were frequently referenced priorities for users. Frequency, reliability and the cost of fares were frequently considered as priorities for non-users.
- Over 90% of users would travel 'a little more' or 'a lot more' after the introduction of their chosen interventions. There was little difference between cities and rural areas in their willingness to travel. Only 53% of non-users would travel a little more or a lot more should their recommended improvements be introduced. Non-users in cities were more likely to travel 'a little more' or 'a lot more', after their chosen improvements were implemented, compared to rural areas and towns. Notably, 44% of non-users answered 'don't know' or left the answer blank.
- Over 50% of users would 'definitely' or 'possibly' be willing to pay higher fares to fund their improvements. There was little difference between how often users travelled and their willingness to pay.
- Over 86% of users, and almost 85% of non-users were 'supportive' or 'very supportive' of improvements. This figure was in-line with the results of the on-street survey. The expansion of the bus network and provision of integrated tickets for use across all bus and train services were the most supported improvements in cities, towns and rural areas. The use of new technologies was the least supported improvement, as observed in all surveys.
- Frequency, reliability and the cost of fares were the most commonly referenced concerns by users when given the opportunity to provide written comments. Frequency of services and a lack of services provided were the two most common written comment subjects by non-users. The loss of the Wittering bus service, the lack of service in Isleham, unreliability on services to Addenbrooke's Hospital and overcrowding on the guided busway were frequently referenced location-specific issues.

Focus groups

Methodology

- 4.1 Six focus groups were held in different parts of Cambridgeshire and Peterborough in order to understand public perceptions, and use of, existing bus services; gather ideas for improvement; and to understand the relative importance of different measures for improving bus services.
- 4.2 Focus groups were held in:
- Ramsey (mix of bus and non-bus users)
 - Wisbech (mix of bus and non-bus users)
 - Cambridge (bus users)
 - Cambridge (non-bus users)
 - Peterborough (bus users)
 - Peterborough (non-bus users)
- 4.3 These locations were chosen to engage with people living in different areas and with different experiences of bus and non-bus travel. The aim was to gauge the views of people of different ages.

Results

- 4.4 Across the six groups, some similarities and differences were noted, which are outlined below.
- 4.5 The main points from each group can be found in Appendix C.

Existing travel patterns and perceptions of bus services

- 4.6 Across both rural and urban areas, one of the main common points raised was an issue with timing and the ability to interchange with other bus or rail services.
- 4.7 In rural areas but also noted on a smaller scale in urban locations, it was highlighted that services finished too early in the day and sometimes did not begin early enough. The night-time economy and access to centres for leisure purposes was important for both rural and urban bus users.
- 4.8 Links to hospitals and the ability to reach medical appointments was highlighted by both rural and urban bus users. Currently, access to hospitals by public transport was

not viewed in a positive light due to poor timetables, connection issues, delays or overcrowded services.

- 4.9 In all focus groups, the reliability of services was raised as a key issue, whether people lived in the centre of Cambridge or in the rural area around Ramsey. Discussions were held about bus services being late but also in some instances not even turning up.
- 4.10 Another significant issue for both rural and urban participants, but also for bus and non-bus users, was the lack of an integrated ticketing system. Several participants from all six focus groups noted frustration in having to purchase separate tickets for different operators. Participants noted that this made journeys complicated and increased the cost of their journey.
- 4.11 In both the rural and urban locations, participants noted that directness of service was an issue. This was perhaps highlighted more in rural areas where buses often travelled through several villages before reaching a final destination.
- 4.12 Interestingly, in the Ramsey focus group, it was noted that participants would not necessarily have an issue with changing bus services to reach a destination if service timetables matched up. By contrast, in Wisbech, the group explained it was far more important to have a direct service without a need to change, even if it took longer.
- 4.13 Whilst the directness of bus services was raised by both bus and non-bus users, this issue seemed more important to non-bus users, who suggested that indirectness was a deterrent to using the bus.
- 4.14 Both rural and urban participants mentioned that communication from bus service operators is poor and could be improved. Several examples were raised including failure to communicate cancellations of bus services and conflicting information provided on apps.
- 4.15 The Busway was viewed positively, although there were concerns about overcrowding and expensive fares for shorter trips. Equally, people were keen to see new links to enable them to reach the Busway.
- 4.16 In the urban areas, particularly in Cambridge, traffic congestion was seen as a very big problem, particularly its impact on the reliability of bus services.
- 4.17 The frequency of bus services was an issue noted in all six groups, although was more of an issue for those living in rural areas, where some services only had a few irregular journeys.
- 4.18 Cost was discussed in all the focus groups. Many participants considered bus travel to be expensive. It was highlighted that there is a disparity in bus ticket prices for those

living in rural areas compared to those who are travelling around Peterborough and Cambridge. Those using season tickets for regular travel within the cities were more content with the cost.

- 4.19 Rural participants noted that a Sunday service would be an important improvement for them. However, this was not raised as often by urban participants who may have already had a Sunday service available.
- 4.20 In rural areas, both the Wisbech and Ramsey participants remarked on the lack of bus shelters.
- 4.21 Overall, the issues facing bus users were generally the same as those faced by non-bus users. These issues acted as barriers to using buses.

Future bus provision

- 4.22 Participants were asked about potential improvements in bus service provision. Common themes were:
 - Timetable improvements
 - Better integration
 - Smart and integrated ticketing
 - Demand responsive transport (DRT)
 - Affordability
- 4.23 During the Ramsey focus group, people commented that future timetables should better serve those trying to reach work or appointments, and improved integration would be important for future provision to enable people to change between services more easily.
- 4.24 Within other sessions, the need to integrate with rail services was an issue raised. Participants who didn't currently use the bus service said that if bus timetables linked more closely with rail timetables, they would be much more likely to use the bus.
- 4.25 The Ramsey focus group in general agreed that DRT was a good idea. However, the group held concerns as to whether DRT would be suitable for more spontaneous activities, such as shopping or last-minute doctor's appointments.
- 4.26 Bus users and non-bus users in a number of groups thought that DRT was a good idea. The Wisbech group liked the idea of DRT services linking up with main bus routes. However, in the Peterborough non-bus user group, there were some concerns; a large fleet of DRT vehicles would be required and there was a feeling that DRT could cost more than investing in conventional local bus services.

- 4.27 Across the focus groups, there were several questions about how much notice would be required in order to book a DRT service. A participant also made a strong point about the Wi-Fi and broadband services in rural areas (e.g. Ramsey) which are poor and could create issues when trying to use an app.
- 4.28 For bus users, the introduction of smarter ticketing and integrated fares was a key issue for future bus provision. It was also raised by some non-bus users. One participant felt strongly that bus operators in the future should track people's journeys more accurately (linked to smart ticketing) in order to better understand the movement of passengers and in turn plan bus operations more effectively.
- 4.29 Within some groups, concerns were raised about future funding for bus services. Bus users in Cambridge were open to a congestion charge if it was guaranteed that funding from this would be used to support public transport. One participant also suggested that a tourist or city tax, as adopted in some places abroad, could potentially be a good funding stream.
- 4.30 Across all six groups, there was consensus that future bus service provision should be affordable. It was agreed that costs create a barrier, especially for younger adults, single parents and those who were unemployed.
- 4.31 In the Wisbech group, there were some concerns about electric buses and how much mileage could be covered on a single charge. In the Peterborough non-bus user session, one participant felt very strongly that bus services needed to be electric and a lot cleaner in the future to convince people to use them.
- 4.32 Linked to electric buses, several participants felt strongly that buses had a key role to play in helping to address the climate crisis.
- 4.33 When each of the groups was asked about the importance of consistent branding (i.e. should buses all be the same colour), this was not an important issue.
- 4.34 Many participants felt that Wi-Fi and phone charging points were important for future bus services, but were perhaps not the top priority. In Wisbech, it was noted that these aspects were probably only required for longer routes and not necessary for more local services.
- 4.35 In the rural focus groups (Wisbech and Ramsey) people commented that buses were old and prone to breakdowns. They felt it was important to see investment in new vehicles in the future.
- 4.36 Across all groups, there was consensus that future bus service provision should maintain or develop links from villages to towns and cities and between towns and cities.

Prioritising improvements

- 4.37 In four of the focus groups, participants were asked to complete a paired comparison exercise (shown in Appendix D).
- 4.38 The top three priorities for bus services in the future, based on responses from all four groups, were:
- Buses run frequently
 - Regularity of service
 - Buses run on-time
- 4.39 The features of least concern were:
- Phone charging points
 - Comfortable/spacious seating
 - Run 24/7

Summary

- 4.40 In summary, the issues raised by bus users and non-bus users were similar. Highlighted priorities were reliability, frequency, interchange and integrated fares and ticketing.
- 4.41 By contrast, the issues facing those living in urban and areas were quite different. People in rural areas were more concerned about availability and frequency of services, poor quality buses and indirect journeys. They were also concerned about further reductions in service, seeing now that some places have little or no bus service.
- 4.42 However, it was important to note that some of the issues raised by rural, urban and bus and non-bus users would be resolved with similar solutions:
- Introducing smarter, integrated and affordable ticketing.
 - Creating timetables that allow integration with other public transport services, are simple to understand (even frequency) and operate at times people need to travel.
 - Better service planning and network design to enable people to get to where they want to go (e.g. work, health and leisure appointment) through faster direct services and integration.
 - Increasing the frequency of services.
 - Increasing reliability of bus services by reducing congestion.
 - Improving all forms of travel information and greater provision of real time information.

- 4.43 Looking to the future, DRT was considered an option for some rural areas, but the introduction of such schemes would need to be carefully considered with the needs and desires of each community in mind. Electric vehicles were considered very important to help address the climate crisis, but there were concerns around the practicalities of electric charging infrastructure.
- 4.44 There was recognition of the need for investment in bus services and vehicles in the future. However, there was concern about where the funding might come from. Suggestions included congestion charging and visitor or city taxes.

Stakeholder responses

- 5.1 Buses are an important topic of interest. Over and above the responses to the online survey, some individuals and organisations took the opportunity to provide additional comments and views. These generally pointed to the deficiencies of the current bus network and ways of improving services in the future in certain localities.

Written submissions

- 5.2 Some individuals and organisations provided additional submissions for consideration. These are summarised in the following table.

Table 5-1 Summary of written submissions

Individual (age group) or Organisation	Location	Summary of comments
Individual (35-54)	Orton Brimbles, near Peterborough	<ul style="list-style-type: none"> Stagecoach currently has total control. Future arrangements should involve council having more influence over services.
Individual (55-64)	Hilton, Huntingdonshire	<ul style="list-style-type: none"> Only two buses going to Cambridge and two returning; timing means they are unsuitable for any activity (work or leisure). Different tickets needed for different operators; cost is prohibitive. Park & Ride – car park often full after 0800. Buses to and from the Park & Ride and Biomedical Campus can be unreliable, with buses being late or not turning up. Cost of bus when more than two people travelling means it's cheaper to drive and park. To encourage use, buses need to be cheaper than using a car and frequent to offer convenience.
Individual (65+)	Ailsworth	<ul style="list-style-type: none"> Query about why there can't be a service via the hospital and Longthorpe which comes to Castor and Ailsworth.

Individual (age group) or Organisation	Location	Summary of comments
Individual (18-34)	Bar Hill	<ul style="list-style-type: none"> • New housing developments are unserved by buses; for example, Eddington has bus stops that have not been served. • Whippet U service reaches Eddington, but tickets not usable on Stagecoach; also U service does not serve Drummer Street area, reducing the ease of connections with other services. • Eddington is next to Longstanton Park and Ride, but Busway D services only travel once an hour and bus service times do not connect with the London commuter services. • Both Whippet U and Busway D have limited night-time services.
Burwell Local Facebook Group	Burwell	<ul style="list-style-type: none"> • Buses should run to locations other than Drummer Street; many residents of Burwell work at Addenbrooke's or need to visit the hospital for health reasons. A direct bus to Addenbrooke's would also allow young people to access Long Road and Hills Road sixth form colleges. • Buses should be more frequent than hourly, especially at peak times. • College students and city workers have to catch 0630 bus to get into Cambridge for 0900. • Cost of the bus service is high.
Individual (65+)	Wittering	<ul style="list-style-type: none"> • Peterborough needs a circular bus service to link suburbs.
Individual (65+)	Wittering	<ul style="list-style-type: none"> • Bus service 205 is a lifeline; it has already been reduced and is set to be withdrawn from 20 December
Individual	Peterborough area	<ul style="list-style-type: none"> • Location of bus stops not conducive to encourage bus use, particularly for new developments. • Need reasonable frequency of services covering business day and leisure times • Local buses don't serve Peterborough's rail station • Likes branding of routes / corridors by colour, as in Reading. However, comprehensive branding across the whole of Peterborough and Cambridgeshire might not be appropriate. • Need more smart ticketing to reduce dwell times of buses at bus stops.

Individual (age group) or Organisation	Location	Summary of comments
Individual (65+)	Orton Wistow	<ul style="list-style-type: none"> Many bus stops are in a very poor state. People sitting in seats designated for elderly or disabled people and refusing to move can be a problem. Stagecoach fails to reply to customer complaints. Faster and more direct buses would be better, particularly for people who are able to walk to main road. Would like to see conductors reintroduced.
Individual (65+)	Cambridge	<ul style="list-style-type: none"> Need to be careful with franchising bus services and the amount of money required to make it work. Has discussed with County Council for several years the need to improve electronic displays at bus stops. Has discussed with Stagecoach problems of bus bunching; problem is mainly down to traffic congestion.
Individual (55-64)	Cherry Hinton	<ul style="list-style-type: none"> Buses are poor quality - poor ride quality due to uneven road surfaces; heaters don't work; no on-bus displays giving next stop information; seats uncomfortable. Lack of second door for alighting slows boarding. Some drivers show little regard for passenger comfort, with heavy braking and rapid acceleration and clipping or mounting kerbs. Direct service not always quickest; instead of catching Citi 1 from Tesco directly to Addenbrooke's at 6:45am it can be quicker to catch Citi 3 then change onto outbound bus from Hills Road. This is probably due to the delays caused by large numbers of passengers boarding Citi 1.
Individual (65+)	Ailsworth	<ul style="list-style-type: none"> Lack of buses can lead to isolation for older people and many others without access to cars.
Toseland Parish Council	Toseland	<ul style="list-style-type: none"> Toseland has no bus service, since the Thursday only service to St Neots was withdrawn some years ago. Residents who work would need daily services to get them to the train station, or to a bus/coach stop that would get them to where they need to go. Access is available to the HACT dial-a-bus service, but this is expensive to subscribe to.

Individual (age group) or Organisation	Location	Summary of comments
Yaxley Parish Council	Yaxley	<ul style="list-style-type: none"> Considered that the survey missed out the category of travelling to school. Cambridgeshire County Council provides a bus service for those between 11 and 16 attending the catchment school, which is approximately four miles away. Once in sixth form (16-18) students must get public transport. Young people travel out of the village between 0745 and 0830 and return 1515-1600.

<p>Ely Community Bus Partnership</p>	<p>Ely</p>	<ul style="list-style-type: none"> • About 10 years ago a group of councillors and interested residents pushed for a new city service through the Market Towns initiative. A service specification was drawn up and a funding package confirmed through a s106 agreement on the new Sainsbury's store in 2012. Norfolk Green was awarded the contract for the operation of a 6 days a week circular service linking residential areas within the city centre, Sainsbury's and the railway station. This service achieved an annual ridership in excess of 50,000 in the fourth year of operation. • In 2017, funding from Sainsbury's was exhausted and the service was reduced to 3 round trips per day. As a result, numbers dropped to around 9,000 passenger journeys a year, most of which were made by concessionary pass holders. • In 2018, discussions were held with the County Council to restore an hourly service, along the lines of that originally provided. A tender exercise was undertaken, but the proposal was not implemented because of uncertainties around the future procurement and funding of contracted services and the transfer of responsibilities from the County Council to the Combined Authority. • Local services should be planned and provided on the basis of small networks, which in themselves can provide better connectivity between key points in the locality. • Market towns require services of at least hourly frequency. • There is a need to ensure that future developments in Ely are planned with access for buses in mind. The design of new neighbourhoods should include bus only gates between sections to reduce travelling time. • The Ely Community Bus Partnership conducted some market research with non-bus users. Findings included: <ul style="list-style-type: none"> • Reasons for not using the bus: lack of knowledge of what the services provide, frequency and reliability issues. • Desire from people to exploit the environmental benefits of bus travel and to be less car dependent. • Access to the network should be as close as possible to the origin of the journey; about five minutes' walk was considered the maximum.
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Individual (age group) or Organisation	Location	Summary of comments
		<ul style="list-style-type: none"> • A fare of around £2 return was seen as suitable for a local city service. • Bus stop facilities are considered important.
Werrington Neighbourhood Council	Werrington	<ul style="list-style-type: none"> • Werrington Neighbourhood Council, as part of Area Forum, undertook a Werrington Residents' Questionnaire, which was delivered to 5,500 households in October 2019. About 900 responses were received. • 25% of respondents were very concerned with public transport links. • When asked about the importance of improving bus service routes, 31% rated this as very important; 25% considered it very important that bus service frequencies were improved. • Some residents made additional comments about bus services: <ul style="list-style-type: none"> • It can take a long time for buses to get into the city centre (often over an hour for what would normally be a 10-15-minute car journey) – an express service was suggested. • Further suggestions included a direct peak time or hourly service into the bus station from Werrington/Walton, missing out the slow journey down Lincoln Road. • Stagecoach bus operates on an anti-clockwise circular route, visiting Werrington centre on its outward journey. This means that people cannot access the centre by bus from a large part of the village. Suggestions included running buses both ways around the Werrington loop. • Problems with bunching of buses, creating irregular levels of service. • Need more evening and Sunday buses.

Meetings and other information

- 5.3 The Fenland Transport and Access Group gave over one of its meetings to discuss bus services in its area, in order to feed thoughts into the CPCA Bus Services Delivery Review. Furthermore, East Cambridgeshire District Council set up its own Member Working Party to undertake more in-depth consideration of bus services in its area.
- 5.4 Discussions with stakeholders centred on the desire to see various improvements to bus services. In the rural areas, there was a need for more connectivity, with bus links to a range of destinations. Directness of routes and frequency of service were seen as important if services were going to be suitably attractive, particularly for those who currently use their cars. Equally, there was a need for extended times of operation (early morning and evening). It was recognised that more flexible types of transport would be the most effective way of serving areas of low population or with dispersed demands. Community or demand responsive transport (DRT) could provide feeder services to 'hubs' to meet up with main-line bus services or the Busway.
- 5.5 Members of the Fenland Transport and Access Group highlighted the importance of good information and the need to ensure people could be confident in using public transport. In rural areas, the need to improve services was vital as a first step to encouraging usage. The use of deterrents to car use ('sticks') were only seen as suitable for urban areas.
- 5.6 It was considered that rural bus service improvements would be dependent on additional revenue funding. There was some concern that this may deter action in the rural areas, with efforts concentrated on urban areas. However, at a workshop of local authority officers, there was a view expressed that bus services were already good in Cambridge, thus emphasising the need for improvements in rural areas and the market towns. It was also noted that areas of deprivation were to be found in more rural areas, such as Fenland.
- 5.7 The NHS provided a written response to the survey about bus services, having canvassed views of staff at the Cambridge Biomedical Campus. From an annual count in October 2019, it estimated that 8,500 journeys per day were made by bus to/from the Campus. Staff ranked reliability of service against the timetable and fares as the two most important factors in using buses. Journey times and the availability of good interchange also rated highly. Whilst there was a desire to see improvements, staff were not prepared to pay higher fares for them. In summary, the response concluded that *"staff were keen to see significant improvement in terms of bus services. If services*

are timely, reliable and at reasonable cost, then staff have confirmed they would use them."

- 5.8 Similar sentiments were expressed by Cambridge Area Bus Users (CABU). It noted that frequency was important, but then it was important to ensure that buses did not bunch together. Where headways were longer, say every 30 or 60 minutes, the need for reliability was greater. The directness of routes was also important. Some services took lengthy detours; whilst this extended the catchment, it also deterred people from making end-to-end journeys by bus.
- 5.9 Where services were hourly or less frequent, CABU noted that people had the added constraint of planning their activities around the bus service. Bus times might simply not fit with fixed employment times.
- 5.10 CABU suggested a need for network expansion and improved connectivity. It envisaged that this could be achieved by introducing more direct and connecting services, in order to eliminate indirect, meandering routes for longer-distance services. However, this would only work if connections were guaranteed. Equally, network-wide multi-operator ticketing would be necessary. Sales of tickets off-bus would help in speeding up boarding times, particularly on services with growing usage.
- 5.11 Smarter Cambridge Transport also considered the introduction of multi-operator ticketing to be important. It would support moves to enhance bus services and has made various propositions in recent years. It recognised the need for additional funding to introduce improvements, considering that measures such as workplace parking levy (as used in Nottingham) might be a means of doing this.
- 5.12 Operators expressed a range of views. As the main operator across the area, Stagecoach's greatest concern was congestion and its impact on the ability to run services efficiently and reliably (which in turn deter usage). Roadworks were also a problem and the operator was pleased to note the establishment of a highways liaison group, through which disruption caused for buses might be better managed. The disruption caused to the Busway services by the diversion due to the A14 works was particularly unwelcome, as it was delaying the introduction of planned service improvements and the launch of a new vehicle fleet of guided buses. Roadworks were also a problem in Peterborough, highlighted by Delaine.
- 5.13 Whippet also highlighted the problems of congestion, which impacted on its operation of the 'U' service.
- 5.14 Operators were supportive of measures to help improve bus services and were happy to work with local authorities to achieve enhancements. It was recognised that services

would be more attractive if they ran more often or had extended periods of operation, but this wasn't possible on a commercial basis, particularly in rural areas.

- 5.15 Operators recognised the need to continually update their fleets in order to reduce emissions. There was support for electric buses, but the high cost of these and the constraints of power supplies at depots and other locations were potential barriers.
- 5.16 There were mixed views on the different models for bus service delivery. However, an over-riding view was that it was important to have certainty and stability, to allow operators to plan ahead and invest, whether that be for commercially-provided services or ones supported and specified by local authorities and other bodies.

Appendix A – Survey

Location		Interviewer Name		Bus Route		Date		Time	
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(k) INTERVIEWER READ OUT:

Good morning/afternoon/evening. I am an interviewer from The Research Solution, an independent research organisation. We are conducting a survey of bus users and non-users in Cambridgeshire on behalf of the Cambridgeshire and Peterborough Combined Authority. Would you mind answering some questions? All your answers are treated with strictest confidence and in line with the MRS code of conduct and GDPR regulations.

(l) SECTION A - Screening Questions

(m)	QA1	Please can you provide the first four digits of your home post code? IF NOT a CB1-11 OR PE1-8, 13-16, 19, 26-29 postcode area and they don't work in a CB1-11 OR PE1-8, 13-16, 19, 26-29 postcode area please thank respondent and close interview.						Routing
								Continue

(n)	QA2	What was your age on your last birthday?						Routing
		Under 18	1		55-64	4		
		18-34	2		65+	5		
		35-54	3		Prefer not to say	6		Close interview

(o)	QA3	Gender						Routing
		Male				1		
		Female				2		
		Other				3		

(p)	QA4	How frequently do you use your local bus service?						Routing
		5 or more days a week	1	GO TO SECTION B	Once a month	5	GO TO SECTION B	
		2-4 days a week	2	GO TO SECTION B	Less than once a month	6	GO TO A5	
		Once a week	3	GO TO SECTION B				
		Less than once a week but more than once a month	4	GO TO SECTION B	Never	7	GO TO A5	

QA5	Is there a local bus which you could use if you needed to for some of the journeys you make? (e.g. to visit friends/family, go shopping or to and from work)							
	Yes (GO TO SECTION C)						1	
	No (CLOSE INTERVIEW)						2	
	Don't know (GO TO SECTION C)						3	

(q) SECTION B – Use of and Satisfaction with Local Bus Services (BUS USERS ONLY)

USE SHOWCARD 1

QB1	When you travel for the following journeys in your local area how often is this by a bus? (READ OUT EACH ACTIVITY AND CIRCLE ONE RESPONSE ONLY)						
QB2	Which bus route do you use most frequently to travel from your home for the following journeys? (READ OUT EACH ACTIVITY CODED AS SOMETIMES OR OFTEN (2 OR 3) AT QB-1 AND RECORD THE ROUTE NUMBER(S) WHERE KNOWN.)						
(r)	QB1					QB2	
		<i>Never</i>	<i>Sometimes</i>	<i>Often</i>	<i>N/A</i>	<i>Bus route number(s)</i>	Routing
	To work	1	2	3	4		Continue
	For shopping	1	2	3	4		
	For leisure activities during the weekend	1	2	3	4		

USE SHOWCARD 2

(s)	QB3	Which of these service factors are most important to you when deciding to travel by bus in your local area? Please choose the three most important factors in order of priority [CIRCLE ONE RESPONSE IN EACH COLUMN ONLY]				Routing
			Most important	2 nd Most Important	3 rd Most Important	
	Reliability of service (i.e. bus turns up according to timetable)	1	1	1	Continue	
	Journey time	2	2	2		
	Ease of getting on and off the bus	3	3	3		
	Seat comfort and leg room on the bus in your local area	4	4	4		
	Cost of fare	5	5	5		
	Ability to use one ticket on any bus	6	6	6		
	Distance to the bus stop from start / end point of journey	7	7	7		
	Time service starts in the morning and ends at night	8	8	8		
	Frequency of service (i.e. number of buses per hour)	9	9	9		
	Provision of journey planning information (e.g. websites)	10	10	10		
	Low or zero emission buses	11	11	11		
	Provision of live information on vehicle arrival and departure times	12	12	12		
	Provision of on-bus Wi-Fi	13	13	13		
	Provision of on-bus USB charging points	14	14	14		
	Stations and stops that allow interchange with other bus/rail services	15	15	15		
	Other (WRITE IN BELOW):	16	16	16		

USE SHOWCARD 2

(t) QB4	Which of these bus service factors are most in need of improvement in your local area? Please choose the three factors most in need of improvement in order of priority [CIRCLE ONE RESPONSE IN EACH COLUMN ONLY]				Routing
		1 st Priority	2 nd Priority	3 rd Priority	
	Reliability of service (i.e. bus turns up according to timetable)	1	1	1	Continue
	Journey time	2	2	2	
	Ease of getting on and off the bus	3	3	3	
	Seat comfort and leg room on the bus in your local area	4	4	4	
	Cost of fare	5	5	5	
	Ability to use one ticket on any bus	6	6	6	
	Distance to the bus stop from start / end point of journey	7	7	7	
	Time service starts in the morning and ends at night	8	8	8	
	Frequency of service (i.e. number of buses per hour)	9	9	9	
	Provision of journey planning information (e.g. websites)	10	10	10	
	Low or zero emission buses	11	11	11	
	Provision of live information on vehicle arrival and departure times	12	12	12	
	Provision of on-bus Wi-Fi	13	13	13	
	Provision of on-bus USB charging points	14	14	14	
	Stations and stops that allow interchange with other bus/rail services	15	15	15	
	Other (WRITE IN BELOW):	16	16	16	

USE SHOWCARD 3

(u) QB5	If your chosen improvements were introduced would you use local bus services? (ONE response only)		Routing
	A lot more	1	Continue
	A little more	2	
	It would make no difference	3	
	Don't know	4	

USE SHOWCARD 4

(v) QB6	Would you be prepared to pay higher fares to cover the cost of introducing these measures? (ONE response only)		Routing
	Yes definitely	1	Continue
	Yes possibly	2	
	No	3	
	Don't know	4	

(w) B7	To what extent are you supportive of the following statements relating to aspects of the vision to significantly improve bus service provision in your local area? (READ OUT AND CIRCLE ONE RESPONSE FOR EACH STATEMENT ONLY)					
		Very supportive	Supportive	Unsupportive	Very unsupportive	Don't know
	Access to employment within 30 minutes by bus	1	2	3	4	5
	Direct buses linking up the market towns and cities	1	2	3	4	5
	Demand responsive minibuses in rural areas, linking to hubs for connections with main bus / rail services	1	2	3	4	5
	More buses using alternative fuels (e.g. electric)	1	2	3	4	5
	Use of new technology, such as driverless shuttles	1	2	3	4	5
	Expansion of the bus network giving direct access to more destinations (i.e. new routes)	1	2	3	4	5
	Current services running more frequently	1	2	3	4	5
	Guaranteed minimum levels of service on different types of service (e.g. rural, interurban, city)	1	2	3	4	5
	A better integrated network where bus services connect with each other and with train services	1	2	3	4	5
	Provision of integrated tickets for use across all bus and train services	1	2	3	4	5
	Less disruption on the highway network making bus services more reliable	1	2	3	4	5

QB8 Do you have any other comments you wish to make about bus services in your local area?
(RECORD VERBATIM IN SPACE PROVIDED)

SECTION C – Use of and Satisfaction with local Bus Services (NON-BUS USERS ONLY)

USE SHOWCARD 1

(x) C1	How often do you travel around the local area for the following journeys? (READ OUT EACH ACTIVITY AND CIRCLE ONE RESPONSE ONLY)					
		<i>Never</i>	<i>Sometimes</i>	<i>Often</i>	<i>N/A</i>	
	To work	1	2	3	4	Continue
	For shopping	1	2	3	4	
	For leisure activities during the weekend	1	2	3	4	

(y)	QC2	What do you consider as your main mode of transport for travelling around the local area? (CIRCLE ONE ONLY)				Routing
	Car (as a lone driver)	1	Guided bus	8	Continue	
	Car (shared with other people)	2	Local bus service	9		
	Motorbike	3	Train	10		
	Other motor vehicle	4	Taxi	11		
	Walking	5	Other (write in below)	12		
	Bicycle	6				
	Park & Ride bus	7				

(z)	QC3	What are the main reasons you don't use the local bus service more often? (CIRCLE AS MANY AS APPLICABLE)		Routing
	It is easier / more convenient by car	1	Continue	
	It is quicker by car	2		
	It is cheaper by car	3		
	I prefer to walk / cycle	4		
	Buses are not frequent enough / do not run when I need them	5		
	Buses do not go to / go directly to places where I want to go	6		
	Bus fares are too high	7		
	Journeys take too long by bus	8		
	I have difficulty getting on and off buses	9		
	The nearest bus stop is too far away	10		
	Not safe on the buses/stops/stations/concerned about anti-social behaviour	11		
	I have difficulty getting to the bus stop/station	12		
	I do not know what bus services are available	13		
	Buses don't turn up when they're scheduled	14		
	Other (Write in below)	15		

USE SHOWCARD 2

(aa) QC4	Which of these elements of local bus services would need to be improved in order for you to consider using buses more often? Please choose the three factors most in need of improvement in order of priority [CIRCLE ONE RESPONSE IN EACH COLUMN ONLY]	Routing			
		1 st Priority	2 nd Priority	3 rd Priority	
	Reliability of service	1	1	1	Continue
	Journey time	2	2	2	
	Ease of getting on and off the bus	3	3	3	
	Seat comfort and leg room on the bus in your local area	4	4	4	
	Value for money of fare	5	5	5	
	Ability to use one ticket on any bus	6	6	6	
	Distance to the bus stop	7	7	7	
	Time service starts in the morning and ends at night	8	8	8	
	Frequency of service	9	9	9	
	Provision of journey planning information (e.g. websites)	10	10	10	
	Low or zero emission buses	11	11	11	
	Provision of accurate live information on vehicle arrival and departure times	12	12	12	
	Provision of on bus Wi-Fi	13	13	13	
	Provision of on bus USB charging points	14	14	14	
	Stations and stops that allow interchange with other bus/rail services	15	15	15	
	Other (WRITE IN BELOW):	16	16	16	Go to QC6
	Nothing would encourage me to use local buses more	17	17	17	

USE SHOWCARD 3

(bb) QC5	If your chosen improvements were introduced would you use local bus services? (ONE response only)	Routing	
	A lot more	1	Continue
	A little more	2	
	It would make no difference	3	
	Don't know	4	

USE SHOWCARD 4

(cc) C6	Please can you indicate the level to which you support the following measures making up Cambridgeshire and Peterborough Combined Authority's vision for significantly improving bus service provision in your local area? (READ OUT AND CIRCLE ONE RESPONSE FOR EACH STATEMENT ONLY)					
		Very supportive	Supportive	Unsupportive	Very unsupportive	Don't know
	Access to employment within 30 minutes by bus	1	2	3	4	5
	Direct buses linking up the market towns and cities	1	2	3	4	5
	Demand responsive minibuses in rural areas, linking to hubs for connections with main bus / rail services	1	2	3	4	5
	More buses using alternative fuels (e.g. electric)	1	2	3	4	5
	Use of new technology, such as driverless shuttles	1	2	3	4	5
	Expansion of the bus network giving direct access to more destinations (i.e. new routes)	1	2	3	4	5
	Current services running more frequently	1	2	3	4	5
	Guaranteed minimum levels of service on different types of service (e.g. rural, interurban, city)	1	2	3	4	5
	A better integrated network where bus services connect with each other and with train services	1	2	3	4	5
	Provision of integrated tickets for use across all bus and train services	1	2	3	4	5
	Less disruption on the highway network making bus services more reliable	1	2	3	4	5

<p>QC7 Do you have any other comments you wish to make about bus services in your local area? (RECORD VERBATIM IN SPACE PROVIDED)</p>

(dd)	QD1	Which of the following best describes you? (CIRCLE ONE ONLY)	Routing
		Employed full-time (30 or more hours per week)	1
		Employed part-time (less than 30 hours per week)	2
		Self employed	3
		Government supported training programme	4
		Full-time education (school / college / university)	5
		Unemployed and available for work	6
		Long term sick / disabled	7
		Wholly retired from work	8
		Looking after the home	9
		Prefer not to say	10
		Other	11
			Continue

SECTION D – Background Information

READ OUT - Thank you for taking part in this survey, before you go, I have a couple more questions to ask about you.

SHOWCARD 5

(ee)	QD2	Would you be willing to take part in a discussion group about bus services in your local area? Participants will receive a 'thankyou' of £30 for attending a one-hour discussion which would be held at a local venue.? (CIRCLE ONE ONLY)	Routing
		Yes (If yes record details in box below)	1
		No	2
			Continue

(ff)	RECORD RESPONDENT PERSONAL DETAILS FOR PURPOSE OF GROUP DISCUSSION		Routing
	Name:		Continue
	Address:		
	Postcode:		
	Telephone:		

The personal information collected in this survey will only be used by Cambridge and Peterborough Combined Authority, The Research Solution and ITP to identify people interested in participating in a discussion session on local bus services. It will not be disclosed to any further third parties except where the law requires us to do so. The information may be temporarily stored on SNAP Survey during the data collection process. Your personal information will be stored until June 2020. If you would like your information to be removed before then, please email itpadmin@itpworld.net

THANK RESPONDENT AND CLOSE

(gg)	DECLARATION – Interview conducted by myself with respondent in accordance with the instructions and the MRS Code of Conduct		Routing
	Name:		
	ID No:		
	Date:		

Appendix B – Journey type by service

On Street Survey Results

The most common route travelled for work, shopping and weekend leisure purposes by service number.

Route	Bus route number to work	Bus route number for shopping	Bus route number for leisure activities during weekend
1	16	29	24
2	11	29	23
3	10	20	19
4	7	12	13
5	11	15	20
6	8	12	14
7	7	39	34
8	6	10	8
9	3	5	3
11	32	76	64
12	5	9	8
13	6	8	5
16	1	2	2
18	6	8	6
19		3	
21			1
22			1
26			1
31	3	17	14
33	1	1	3
36	3	5	1
37	3	3	5
46	1	11	3
50		2	5

Route	Bus route number to work	Bus route number for shopping	Bus route number for leisure activities during weekend
55	1		1
56	2	17	10
57		1	1
60		3	4
61	4	33	31
62	1	9	7
63		6	8
64		1	3
66	2	19	16
68		3	4
73	1	3	3
74	1	3	3
75	1	1	
81		1	1
101	2	4	4
102	1	2	2
114		1	1
132		1	1
150		1	
201	1	1	
243	1		2
13A	2	4	3
13x	2	2	2
16A	1		
A	32	76	
B	14	53	
D	6	11	
PR4	1		
X	1		
X12	1		
X13	1		
X13 or 13	1		

Route	Bus route number to work	Bus route number for shopping	Bus route number for leisure activities during weekend
X3	1		
1A		3	
1A	1	1	
3B		1	
7a	1	3	
A/B	1	1	
Citi 5	1		
Citi 7	1		2
D	1		
Guided bus		1	1
Park and ride	1	8	3
q13a	1	1	
QB2a	1		
U	1	1	2
X1	1	14	15
X11	1		
X3	2	4	3
X4	3		4
X5	21	74	80
X8	1	1	
XL	8	27	30
XL1		1	1

Online Survey Results

The most common route travelled for work, shopping and weekend leisure purposes by service number.

Route	Bus route number to work	Bus route number for shopping	Bus route number for leisure activities during weekend
1	115	66	131
2	51	66	54
3	49	42	82
4	33	56	33
5	35	37	36
6	26	54	35
7	51	46	60
8	25	22	42
9	11	0	17
10	0	2	1
11	29	46	33
12	23	27	19
13	51	63	58
15	10	3	0
18	1	12	9
19	3	3	1
20	2	1	0
21	2	4	2
22	0	0	1
23	25	1	1
24	0	27	0
25	11	0	2
28	2	0	0
30	8	55	49
31	5	79	53

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32	1	0	0
33	1	14	9
35	6	18	14
36	1	13	6
37	1	2	1
39	3	10	11
45	0	1	0
46	0	4	0
50	0	1	3
56	2	2	1
61	6	9	6
62	1	8	3
63	10	4	2
65	0	1	0
66	5	21	54
75	1	5	2
101	1	15	21
102	2	5	5
113	0	1	0
114	0	1	0
117	3	0	0
123	0	1	0
125	0	8	0
127	0	1	2
128	0	1	0
150	0	3	1
152	1	0	0
190	0	1	1
201	6	4	5
204	0	1	
205	67	152	97
478	6	5	6

903	0	2	0
13A	12	18	14
7A	1	2	0
16A	1	1	1
1A	2	8	3
46A	1	2	2
A	167	124	132
A2B	2	23	1
B	50	116	108
C	2	0	1
Call Connect	2	4	2
CUH	1	0	0
D	1	89	35
H	3	0	0
R47	3	0	1
P&R	51	250	126
R	25	4	2
Shaws	0	12	0
U	44	23	21
X1	15	0	0
X11	4	0	20
X12	15	0	1
X13	12	5	7
X3	4	7	10
X4	0	19	9
X5	16	9	29
X8	2	9	29
X9	5	14	3
X61	0	0	0
XL	0	0	11
Zipper	0	2	4

Appendix C – Notes of focus groups

Title	Cambridge Focus Group – Bus users
Date	17/12/2019
Author(s)	Kirsty Whittaker
Project Code	3017
Version	1-2



Introduction

- 1.1 This note summarises a focus group discussion held in Cambridge with bus users, to understand their views regarding current and future bus service provision.
- 1.2 Attendance at the focus group was voluntary and people were recruited based on the completion of an online survey about bus services. A total of 12 people agreed to take part in the group; 11 people attended on the day. The session was held at Cambridge Central Library on Monday 2nd December and facilitated by ITP staff.

Group introductions

- 1.3 Table 1-1 shows the demographic breakdown of the focus group participants, who were all bus users.

Table 1-1: Focus group participants

Participant	Gender	Age range	Bus user/ Non-user	Home location
P1	Male	55 - 64	Bus User	Cherry Hinton (near Cambridge)
P2	Male	18 – 34	Bus User	Cambridge
P3	Female	35 - 54	Bus User	Cambridge
P4	N/A	N/A	N/A	Did not arrive
P5	Female	35 - 54	Bus User	Cambridge
P6	Male	55 – 64	Bus User	Cardinal's Green (near Cambridge)
P7	Female	35 - 54	Bus User	Stapleford (near Cambridge)

Participant	Gender	Age range	Bus user/ Non-user	Home location
P8	Male	55 - 64	Bus User	Soham (near Cambridge)
P9	Male	18 – 34	Bus User	Isleham (near Cambridge)
P10	Male	18 - 34	Bus User	Bar Hill (near Cambridge)
P11	Female	35 - 54	Bus User	Cambourne (near Cambridge)
P12	Male	65+	Bus User	Cambridge

Existing bus use and provision

- 1.4 As participants arrived, they were encouraged to answer some quick questions on a scale. Generally, it was considered that bus services had not improved in the last few years. When asked how important to their lives the local bus service was, most of the group indicated that it is very important.

Reliability

- 1.5 The reliability of services was a key issue raised by the group. There was agreement that services were not reliable enough; as a result, passenger numbers were declining.
- 1.6 P1 noted that services weren't just delayed by traffic and that a smarter ticketing system would help solve this issue.

P1 – “the bus is often very full, and the driver spends a lot of time selling tickets to each passenger, which creates a delay.”

- 1.7 There was consensus that traffic in Cambridge, particularly at peak times, was a very big problem.



Time and frequency of services

- 1.8 P8 noted that in Soham the first bus was 6:20am, but then there wasn't another bus until about 8:30am; this was no good for people travelling to work and meant that people used their car.

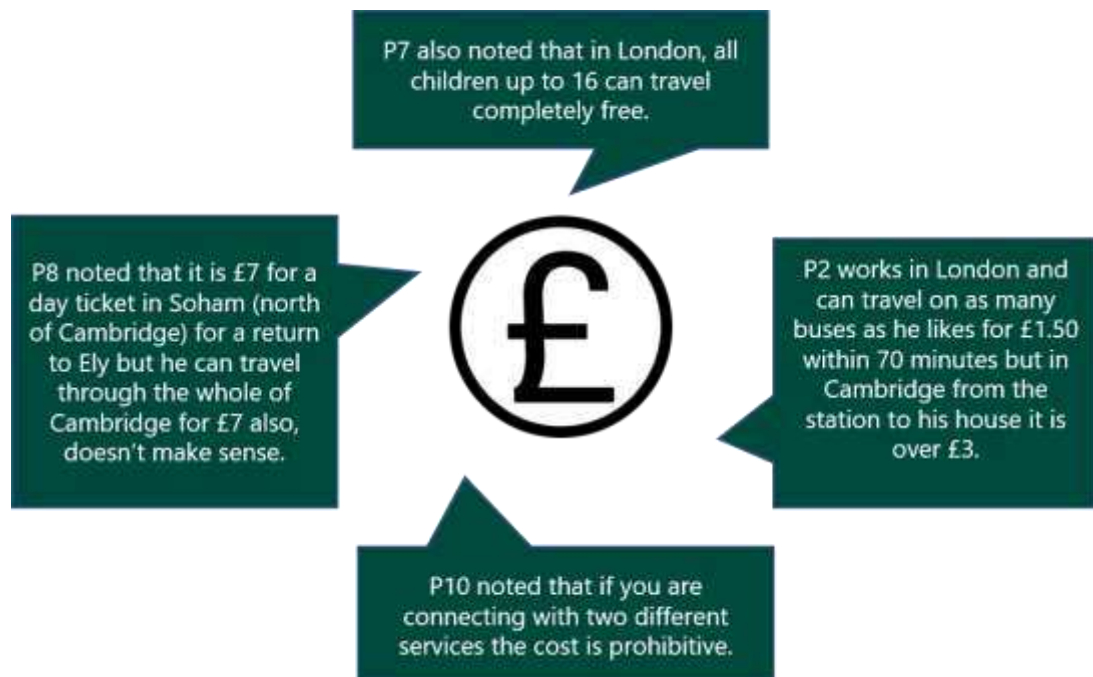
P5 – "it is more important for me that services are on time and not necessarily the frequency of the services."

- 1.9 The group agreed that a bus every 10 minutes on city services was preferable. This would help in planning journeys without needing to refer to a timetable; there would never be long to wait.
- 1.10 The group also noted an issue with bus bunching, it is common for two buses to come along at once instead of running separately to schedule.

Directness / interchange

- 1.11 P10 noted that people face a choice of a 40-minute detour on a bus that goes around all the villages or buying two different tickets to use services from two different operators.
- 1.12 P10 noted an issue with bus services connecting to train stations. From Bar Hill he could go to Cambridge station or Cambridge North. However, bus services weren't frequent enough and don't connect well with train times.
- 1.13 The group suggested that not all buses needed to go into the centre of Cambridge; direct services to peripheral employment sites would be helpful, such as biomedical campus.

Cost



- 1.14 Cost was a key issue raised by the group, the group also agreed that cost is a barrier for 16 – 18-year olds who must stay in education but can't always afford to travel by bus, instead parents are taking children by car and clogging up the roads.

"Public transport is not public, it's private" – P7 when discussing that public transport is run for profit and not as a service for the public.

Hospital travel

- 1.15 In Cambridge and the surrounding areas, hospital travel was considered important both for people attending appointments and for those working at hospitals.
- 1.16 P5 noted that there were often long queues at Addenbrooke's for bus services. The group agreed that buses could be very busy going to and from the hospital. Equally, buses had problems with other traffic in and around the area.

Communication

- 1.17 There was a general feeling that communication from operators was poor.
- 1.18 P1 noted that sometimes the live apps can give the impression that the bus has come even though it hasn't.

- 1.19 P7 cited a recent example of known roadworks occurring at the Catholic Church. P7 believes the bus operator should have communicated in advance with the county council and the planners about the road reconfiguration, this would have prevented issues with the bus stop location and the lack of space for cars to get past stationary buses. This issue was eventually resolved, and the bus stop moved further away from the junction. However, this highlights the importance of bus operators liaising with the county council highways team and others.
- 1.20 P9 noted there was a big issue with buses not always turning up in the morning in Fordham and that communication about delays and cancellations was very poor.

Future bus provision

Smart ticketing / integrated fares

- 1.21 For future bus provision, the group agreed that one of the most important aspects for them would be to see a smarter ticketing system and integrated fares.

P2 – “the biggest single issue with the buses is the lack of a single integrated fare.”

- 1.22 Tracking people’s journeys and tickets purchased correctly was an important issue for the group. For example, if a person bought a day rider ticket, they might make a number of journeys. However, the operator had no knowledge about how the ticket was used and the journeys made. It was felt that smarter ticketing would help give a better understanding of passengers’ journeys and help in the future planning of services.

Congestion charge

- 1.23 The group were in general agreement that they would be happy to see a congestion charge introduced in Cambridge, if the monies raised were used to fund improvements to public transport services.

CAM

- 1.24 P12 noted that there might be a danger of the proposed CAM service drawing attention away from bus services.

P12 - "In London, there are twice as many bus journeys as there are journeys on the underground."

Prioritising bus improvements

- 1.25 Participants were asked to take part in a paired comparison exercise, whereby they prioritised each of 11 attributes against each other. The top priorities were:
- Regularity of service
 - Low fares
 - Run frequently
 - The priorities of least concern were as follows:
 - Phone charging points
 - Comfortable/spacious seating
 - Zero emission buses
 - Weekly ticket exercise
- 1.26 When asked a hypothetical question about how much participants would be willing to pay for a weekly bus ticket, if the service entirely met their needs, answers ranged from £5 up to £32.
- 1.27 Some participants noted that they would be happy to pay slightly more for a countywide ticket compared to a ticket for the city and outskirts.
- 1.28 The most common value suggested for a weekly ticket was £15 (with four participants noting that figure).

Title	Cambridge Focus Group – Non-bus users
Date	17/12/2019
Author(s)	Kirsty Whittaker
Project Code	3017
Version	1-1



Introduction

- 1.1 This note summarises a focus group discussion with non-bus users in the Cambridge area to understand their views regarding local bus services.
- 1.2 Attendance at the focus group was voluntary and people were recruited, based on the completion of an online survey about bus services. A total of 12 people agreed to take part in the discussion group; nine people attended on the day. The focus group session was held at Cambridge Central Library on Monday 2nd December and facilitated by ITP staff.

Group introductions

- 1.3 **Table 1-1** shows the demographic breakdown of focus group participants, which consisted entirely of non-bus users.

Table 1-2: Focus group participants

Participant	Gender	Age range	Bus user/ Non-user	Home location
P1	Female	35 - 54	Non-User	Haverhill (near Cambridge)
P2	Male	35 - 54	Non-User	Sutton (near Cambridge)
P3	Female	35 - 54	Non-User	Swavesey (near Cambridge)
P4	N/A	N/A	Non-User	Did not arrive
P5	Female	35 - 54	Non-User	West Cambridge
P6	Female	65+	Non-User	Cambridge
P7	N/A	N/A	Non-User	Did not arrive

Participant	Gender	Age range	Bus user/ Non-user	Home location
P8	Male	35 - 54	Non-User	Cambridge
P9	N/A	N/A	Non-User	Did not arrive
P10	Male	55 - 64	Non-User	Trumpington (near Cambridge)
P11	Male	55 - 64	Non-User	Hilton (near Cambridge)
P12	Male	55 - 64	Non-User	Cottenham (near Cambridge)

Existing bus use and bus provision

- 1.4 The group had several concerns about bus services, but their main focus appeared to be around reliability, cost, and directness/interchanging services.

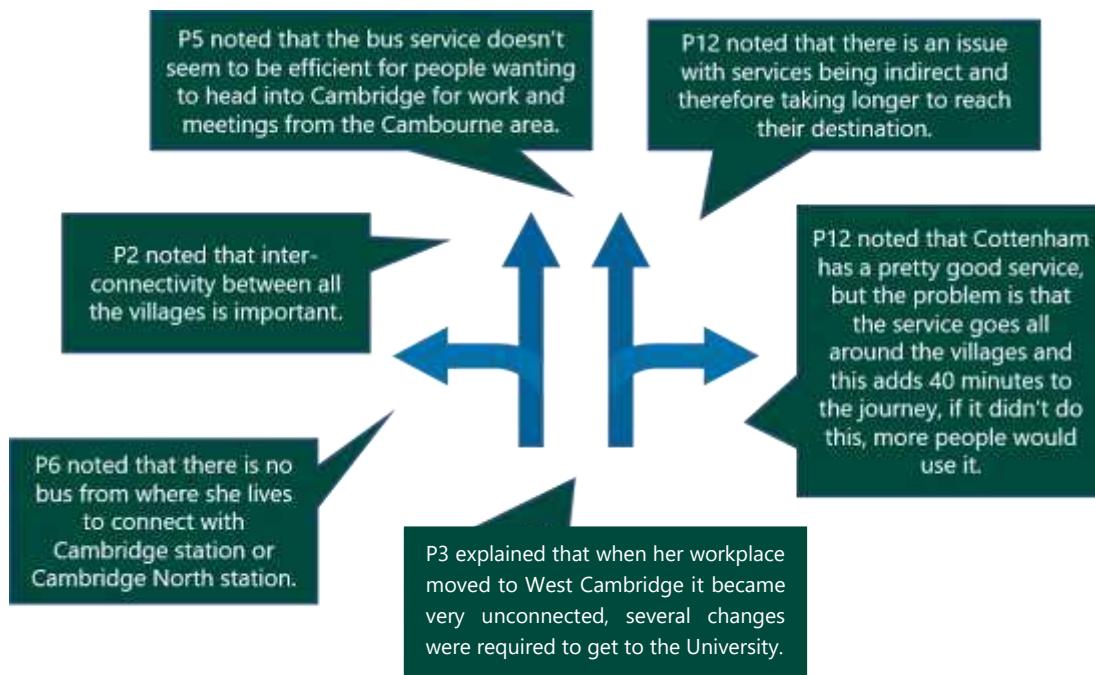
Reliability

- 1.5 P11 noted that unreliability was a big issue; some of his family members worked at the biomedical campus and drove to the park and ride (P&R) site at Trumpington. However, the P&R was often full and people who park on verges are ticketed. On the way home they must wait for a bus that doesn't always turn up.
- 1.6 P6 noted that delays were an issue with services in Cambridgeshire.
- 1.7 P1 noted that the bus services were expensive and unreliable.

Time and frequency of services

- 1.8 P11 said that for people to consider using the bus service it would need to get them into Cambridge to start work for 9am. The service would need to run into the evening to get people back home, even from leisure activities.
- 1.9 There was a consensus from the group that timetables needed to run up to 11pm at night at least.
- 1.10 P3 noted that services need to run into the evenings at a greater frequency than at present.

Directness / interchange



- 1.11 The group also noted that people trying to reach the biomedical campus had to catch a service into Cambridge city centre, but they don't really need to as the campus was on the outskirts.
- 1.12 P5 noted that currently it takes more than one bus to complete a journey, one must buy a ticket for each bus. Being able to transfer between buses on a single ticket would be a great improvement and would reduce the cost of travel, especially when travelling as a family.

Busway

- 1.13 P2 asked why there was nothing that picked people up from the satellite villages to get to St Ives for connections with the Busway.
- 1.14 P12 noted that prior to the Busway, villages were promised that they would receive feeder services, but this didn't happen.
- 1.15 P3 explained that buses at Swavesey on the Busway in the morning peak are often already full; it could be hard to get on a bus until after 9:30am.
- 1.16 P10 noted that the Busway from Trumpington goes to the biomedical campus and often buses are completely full at the Foster Road stop. Also, because of the detour via the campus there was a lack of a good/fast connecting service from Trumpington to the railway station.

- 1.17 P3 noted that the current busway fare structure imposes an unreasonably high cost for people making short hops in between the towns and villages outside Cambridge.
- 1.18 P6 noted that the guided busway is only for the Shire and does not provide any improvements to the city residents. The guided bus doesn't even stop on Histon Road.

Cost

- 1.19 P5 noted as soon as people had to pay for parking at park & ride sites, bus usage went down significantly.
- 1.20 P12 noted that the fare would not have to be that cheap for him to consider using the bus.
- 1.21 P5 said to get people who are taking children with them on the bus, the fare needed to be lowered significantly.
- 1.22 P3 noted that the fare structure of services was not good and assumed that everybody wanted to go to Cambridge; it was not flexible for those wanting to travel in-between.
- 1.23 P8 thought people would appreciate buses more when they had a free bus pass.

Communication



Miscellaneous

- 1.24 The bus service from villages into Trumpington (it used to continue to the city centre) often had just 4 or 5 passengers and was never full. It would be better to run vehicles only when there was sufficient demand, especially when thinking about environmental concerns.

P10 - "bonkers to run large buses around which are often empty."

- 1.25 P12 noted that the current system was service-driven rather than passenger-driven.
- 1.26 P11 felt that services were appalling and totally unusable; there was a focus on Cambridge, and anything further out was not important.
- 1.27 P5 noted there are several bus companies operating in Cambridge and it is tricky to get an overview of how the services fit together. This issue would be improved if it looked like an integrated system with information provided in a consistent format.

Future Bus Provision

Funding

- 1.28 P5 made an interesting point about North American cities charging a city tax to help pay for infrastructure/public transport etc. Could there be some sort of tourist tax for people visiting Cambridge?

P2 when asked how we should fund public transport "there's no free lunch".

Technology

- 1.29 P10 considered that one of the biggest issues with public transport was how it was running.

P10 - "I should be able to look at the computer screen and know when to leave the office for the bus."

- 1.30 P10 believed people should be buying into an arrival time system, i.e. working backwards, I want to be in Cambridge for xx:xx time therefore the on-demand service will pick you up at xx:xx time.

Ticketing

- 1.31 P10 explained he would like to be able to tap a credit card or a phone and then have the cost capped at a day rate (as in London).

Cost

- 1.32 P10 noted that for bus services to be used more frequently they needed to be the cheapest option.
- 1.33 P8 believed the bus service should be very cheap or free.

Demand responsive transport

- 1.34 P10 asked whether an on-demand service could be run across Cambridgeshire using taxis and minibuses. P10 believed a hybrid between a taxi and a minibus that completed on demand trips and used a sat nav that knew where people needed to be picked up would be a good idea.
- 1.35 P11 noted that through his work with Smart City Cambridge it has been highlighted that students are now booking Ubers instead of taking the bus because it is cheaper.

Prioritising bus improvements

- 1.36 Participants were asked to take part in a paired comparison exercise, whereby they prioritised each of 11 attributes against each other.
- 1.37 Several attendees did not wish to complete this exercise, one suggesting that it was leading.
- 1.38 One participant did complete the activity. This participant indicated that their top three priorities were:
- Zero emission buses
 - Low fares
 - Run on-time
- 1.39 The priorities of least concern were:
- Operate 24/7
 - Phone charging points
 - Comfortable/spacious seating

Title	Peterborough Focus Group – Bus users
Date	17/12/2019
Author(s)	Kirsty Whittaker
Project Code	3017
Version	1-1



Introduction

- 1.1 This note summarises a focus group discussion with bus users in Peterborough to understand their views regarding bus services.
- 1.2 Attendance at the focus group was voluntary and people were recruited based on the completion of an online survey about bus services. A total of 13 people agreed to take part in the discussion group and all 13 attended on the day. The focus group was held at Peterborough Town Hall on Tuesday 3rd December and facilitated by ITP staff.

Group introductions

- 1.3 Table 1-1 shows the demographic breakdown of the focus group participants. This focus group comprised of bus users only.

Table 1-3: Focus group participants

Participant	Gender	Age range	Bus user/ Non-user	Home location
P1	Male	55 – 64	Bus User	Wittering
P2	Male	35 - 54	Bus User	Wittering
P3	Male	35 – 54	Bus User	Wittering
P4	Female	65+	Bus User	Castor/Ailsworth (near Peterborough)
P5	Female	35 - 54	Bus User	Whittlesey
P6	Male	35 - 54	Bus User	Orton Brimbles (near Peterborough)
P7	Male	65+	Bus User	Alconbury Weston
P8	Female	55 - 64	Bus User	Peakirk

Participant	Gender	Age range	Bus user/ Non-user	Home location
P9	Male	65+	Bus User	Wittering
P10	Male	35 - 54	Bus User	Peterborough
P11	Male	65+	Bus User	Orton Wistow
P12	Male	55 - 64	Bus User	Wansford
P13	Male	65+	Bus User	Southoe

Existing bus use and provision

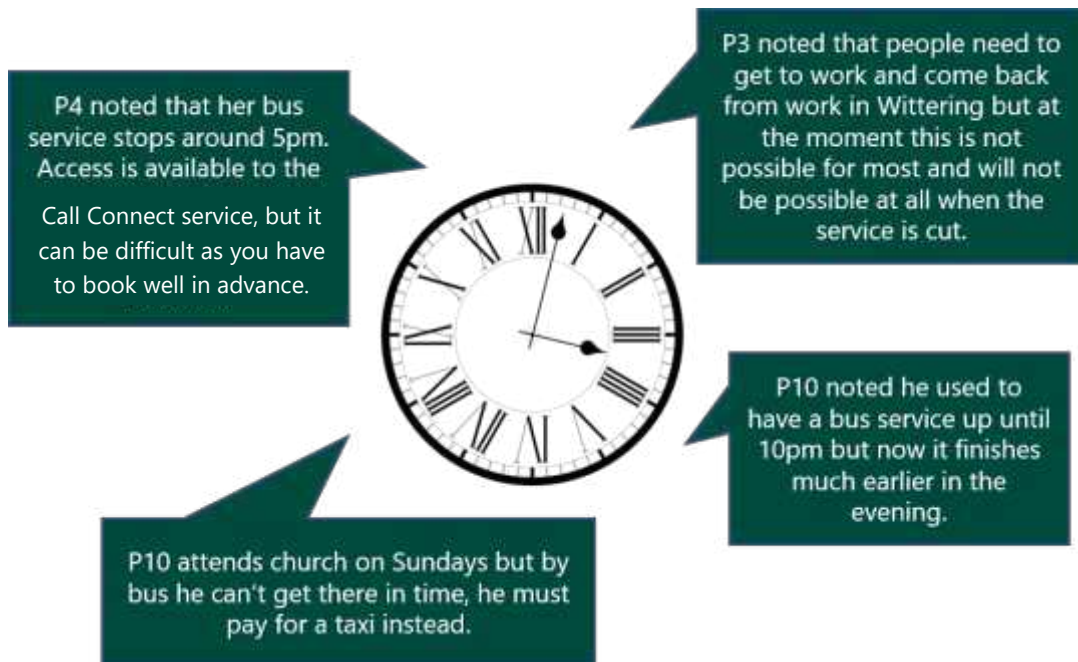
- 1.4 As participants arrived they were asked to answer some quick questions on a scale. During this activity the group was very split on the question "Private cars will no longer be a form of travel in 30 years' time?". Four people selected "greatly disagree" and four people selected "greatly agree" with the remaining participants selecting an answer somewhere in the middle. When asked if bus services had improved over recent years all participants selected "very much disagree".

Directness

- 1.5 P8 from Peakirk noted she was unhappy with the service and deemed it atrocious. It was expensive and she was unhappy to sit on the bus for two hours. She also noted that some Stagecoach drivers drove erratically.
- 1.6 The group agreed that bus services were elongated / indirect.

P8 - "Hour from Peakirk all the way round through Werrington, £8 for a return is extortionate. There is a more direct bus on a Wednesday that takes 15 minutes to get into town, this bus is jam packed."

Times and Frequency of Service



Cuts to services

- 1.7 P1 was from Wittering and explained since Delaine's took over services have been cut and the service would end completely on 20th December.
- 1.8 P12 lived in Wansford. He noted that older people were cut off from the high street and youngsters without cars were unable to get to where they needed to go due to the current bus service situation.

P8 - "a decent bus during the day so we can go and do the shopping would be good."

Reliability

- 1.9 P6 lived in Orton Brimbles; as he did not drive he was reliant on buses. He felt that services were unreliable, and he had safety concerns about them.

Ticketing

- 1.10 P10 noted issues with having to buy two tickets for using different operators.

Positive notes

- 1.11 P13 noted that between Milton Keynes and Cambridge the X5 service was good and operated every half an hour. However, he had to drive to St Neots to use the bus.

P13 discussing the X5 route - "Service virtually on time all the time, an excellent service."

- 1.12 P5 noted a big community feel on the bus, which she and her family enjoyed.
- 1.13 P7 said the local community bus service was good and everybody knew each other.

Future bus provision

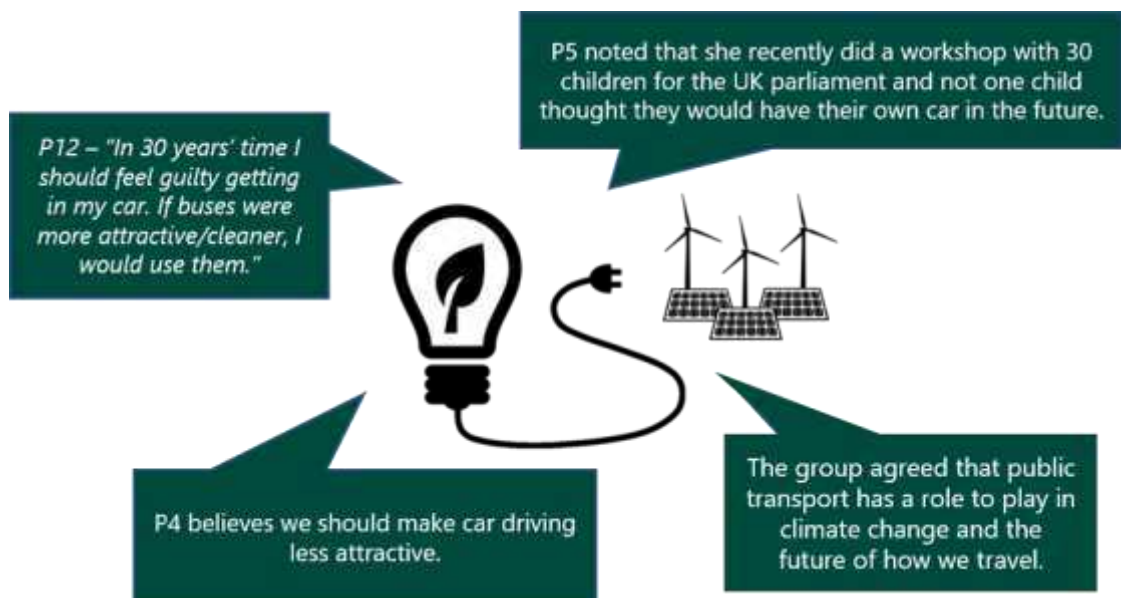
Maintaining services

- 1.14 For those who lived in Wittering, the most important thing they wanted was for the village to keep a bus service.

Encouraging modal shift

- 1.15 P12 noted in an ideal world he wouldn't use his car as much - he'd be using an electric bus and a reliable service.

Sustainability



Ticketing

- 1.16 P13 noted that he had used buses in Australia, where it was possible to get a two-hour timed ticket for travel any time of the day. After 6pm at night you could request to get off the bus at any point on the route.
- 1.17 P5 noted that the capped price system in London was very good and something that should be considered.
- 1.18 P6 said pricing structures were very confusing and could put people off. P6 used a Switzerland example where there was an integrated ticket system across bus, train and boat.

Costs

- 1.19 The group noted pricing was a barrier for some younger adults as they don't get paid as much. P5 noted if bus services were free for under 16s, young people would get used to using public transport and be more likely to continue using it as they got older.

Demand responsive transport (DRT)

- 1.20 P14 noted he liked the idea of an app to call up an on-demand bus service. P4 added that such services would need to be very simple to use.

Prioritising bus improvements

- 1.21 Participants were asked to take part in a paired comparison exercise, whereby they prioritised each of 11 attributes against each other. The top three priorities were:
- Run frequently
 - Zero emission buses
 - Regularity of service
- 1.22 The priorities of least concern were as follows
- Phone charging points
 - Operate 24/7
 - Journey without having to change bus

Weekly ticket exercise

- 1.23 When asked a hypothetical question about how much participants would be willing to pay for a weekly bus ticket if the service entirely met their needs, responses ranged from £8 per week up to £50 per week. Popular options were in the region of £10 - £15.

+Title	Peterborough Focus Group – Non-bus users
Date	17/12/2019
Author(s)	Kirsty Whittaker
Project Code	3017
Version	1-1



Introduction

- 1.1 This note summarises a focus group discussion with non-bus users from the Peterborough area to understand their views regarding local bus services.
- 1.2 Attendance at the focus group was voluntary and people were recruited based on the completion of an online survey about bus services. A total of 12 people agreed to take part in the discussion group, and 11 people attended on the day. The discussion group was held at Peterborough Town Hall on Tuesday 3rd December and facilitated by ITP staff.

Group introductions

- 1.3 **Table 1-1** shows the demographic breakdown of the focus group participants. This group comprised of bus users only.

Table 1-4: Focus group participants

Participant	Gender	Age range	Bus user/ Non-user	Home location
P1	Female	35 – 54	Non-User	Peterborough
P2	Female	18 – 34	Non-User	Peterborough
P3	Female	35 – 54	Non-User	Holme
P4	Female	35 – 54	Non-User	Peterborough
P5	Female	55 – 64	Non-User	Werrington
P6	N/A	N/A	Non-User	Did not arrive
P7	Female	35 – 54	Non-User	St Neots

Participant	Gender	Age range	Bus user/ Non-user	Home location
P8	Female	18 – 34	Non-User	Wittering
P9	Female	55 – 64	Non-User	Wittering
P10	Male	55 – 64	Non-User	Wittering
P11	Female	18 – 34	Non-User	Alconbury Weald
P12	Female	Prefer not to say	Non-User	Holme

Existing bus use and bus provision

- 1.4 As participants arrived, they were encouraged to answer some quick questions on a scale. During this activity the group indicated that they thought buses would be important in overall future transport provision.
- 1.5 When asked what the impact on their lives would be if they had to use buses as their main mode of transport, most of the group suggested their quality of life would be much worse.

Concerns for village routes

- 1.6 The participants from Wittering were concerned that they were so far away from Peterborough that people did not care about them.

P10 – “The impression I get is that the villages are out of sight and out of mind.”

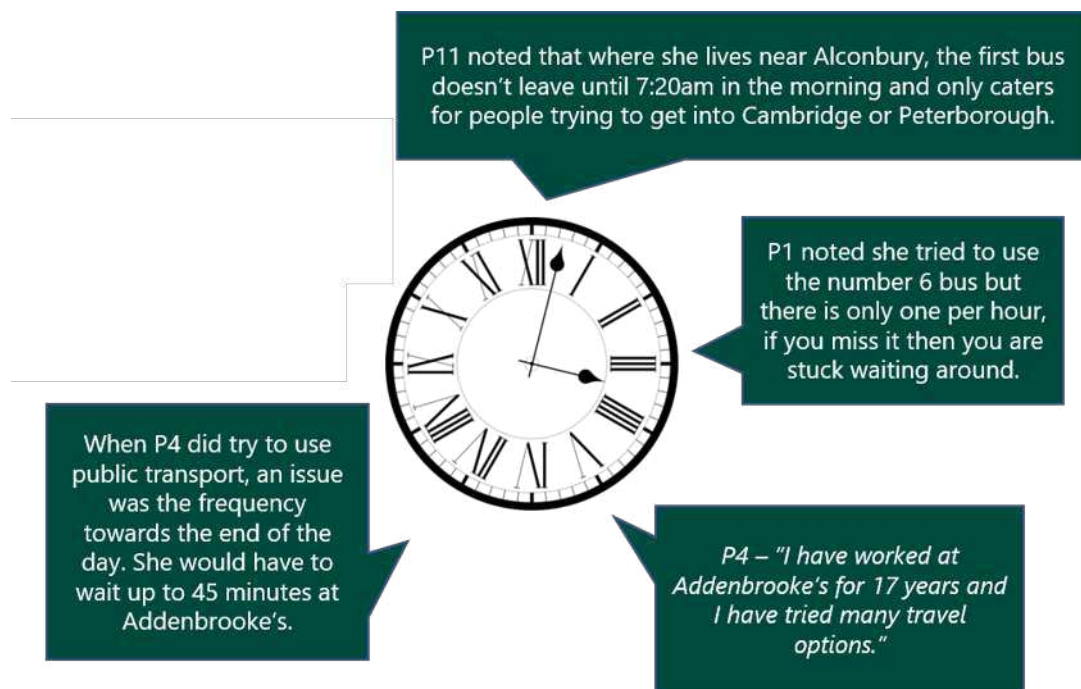
P9 – “Just because we live in a rural area, doesn’t mean we should get less.”

- 1.7 P3 noted that in Holme there was no real service; would it not be possible to extend the existing service from the next village along (Conington)?
- 1.8 P12 noted it was very difficult for teenagers and young adults in Holme as they tried to start work; they had to learn to drive.
- 1.9 P7 noted that there is no bus route between St Neots and Cambourne. St Neots has a lot of amenities that Cambourne do not have and it would be useful for residents of Cambourne to have a bus service that links to St Neots.

- 1.10 P7 believes a bus route linking St Neots and Cambourne would also decrease the number of train commuters using their cars and that several residents work in Cambourne but live in St Neots and vice versa.

Times and frequency of service

- 1.11 When asked what the most frustrating issues about bus services were, the group suggested frequency of buses.



- 1.12 P8 explained that she had been forced into driving as she used to get the bus; there was one per hour from Wittering and she used to catch it to Stamford. However, since Delaine's took over the service, there was no option to get to work in Stamford in time or to get home.

Reliability

- 1.13 P4 believed the reliability of services was a problem and links between stations were not very good.
- 1.14 There was consensus that the reliability of services was important and at the moment services weren't very reliable.

Cost

- 1.15 The group agreed that there was a disparity in fares for people who lived in areas outside of Peterborough and Cambridge. The group noted that fares were much cheaper in the cities.
- 1.16 The group agreed that the current fare structure was poor.
- 1.17 P11 noted that certain people were priced out of using public transport.

X5 service

- 1.18 P7 noted that local circular services were appreciated by older people.
- 1.19 The X5 was viewed as a very useful service linking Cambridge to Oxford. In St Neots in the peak period, people couldn't always get on the bus and had to wait for the next one.

Miscellaneous



- 1.20 P4 had tried several times to use the car less and attempted to commute by public transport to Addenbrookes. She noted that she tried to halve her car use by driving to the Busway, but this wasn't viable for parking. She had to drive for 40 minutes, struggle to find a parking space and then sit on the Busway for another 40 minutes, which wasn't a good option.

Call Connect Service

- 1.21 P10 noted that the Call Connect service had issues. His daughter didn't drive and sometimes rang for the service a week in advance but still couldn't get a space.

School and college travel

- 1.22 P8 noted that Stamford College had to put a bus service on themselves in order to get the students to campus.

- 1.23 There was a consensus from the group that the price paid for students travelling to compulsory education (16-18) was expensive.

P12 – “£240 a term to send my daughter to school.”

Directness

- 1.24 P5 noted that in North Werrington on the outskirts of Peterborough, the day to day bus services from Werrington should be more direct.

Safety

- 1.25 P2 was keen to highlight the safety perspective of travelling by bus, particularly when waiting during the winter months in the dark at unlit shelters/stops without CCTV.

Future bus provision

Demand responsive transport (DRT)

- 1.26 When discussing the option of DRT, P9 asked “wouldn’t you need a huge fleet?”. P10 felt that DRT might be more expensive than investing in actual bus services.

Community

- 1.27 P12 noted that buses were operated as a business and not a service. People wanted a service that would help the community.

Encouraging bus use

- 1.28 P2 believed that in order to encourage people to use the bus, parking should not be cheaper than a day rider ticket.

Connections and integration

When asked what needed to change or improve for people to use the bus more in the future, P11 noted that there would need to be more frequent services and better integration with rail services.

- 1.29 P11 - “Buses should start earlier to connect in with rail services.”

Title	Ramsey Focus Group – Mixed
Date	17/12/2019
Author(s)	Kirsty Whittaker
Project Code	3017
Version	1



Introduction

- 1.30 This note summarises a focus group discussion with bus users in Ramsey to understand their views regarding bus services across the Cambridge and Peterborough Combined Authority (CPCA) area.
- 1.31 Attendance at the focus group was voluntary and people were recruited based on the completion of an online survey about bus services. A total of 11 people agreed to take part in the discussion group and all 11 people attended on the day. The discussion group was held at Ramsey Library on Monday 2nd December and facilitated by ITP.

Group Introductions

- 1.32 **Table 1-1** shows the demographic breakdown of the focus group participants. This focus group was a mixed group, containing both bus users and non-bus users. A survey participant was categorised as a non-bus user if they selected “less than once a month” or “never” when asked how frequently they use local bus services.

Table 1-5: Focus group participants

Participant	Gender	Age range	Bus User/ Non-User	Home location (Village, Town, City)
P1	Female	Prefer not to say	Bus User	Ramsey
P2	Female	65+	Bus User	Ramsey
P3	Female	18 - 34	Bus User	Bury (near Ramsey)
P4	Female	18 - 34	Bus User	Forty Foot (near Ramsey)
P5	Male	35 – 54	Non-User	Bury (near Ramsey)
P6	Female	55 – 64	Bus User	Ramsey

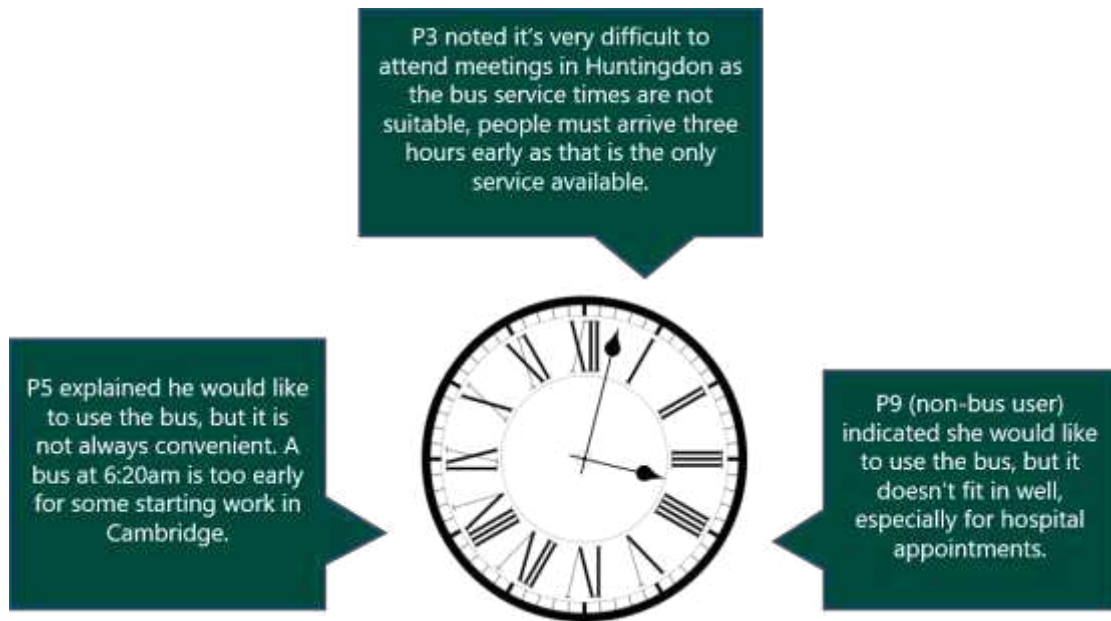
Participant	Gender	Age range	Bus User/ Non-User	Home location (Village, Town, City)
P7	Male	55 – 65	Non-User	Ramsey
P8	Female	18 – 34	Bus User	Ramsey
P9	Female	65+	Non-User	Ramsey
P10	Female	55 – 64	Bus User	Forty Foot (near Ramsey)
P11	Female	65+	Non-User	Forty Foot (near Ramsey)

Existing Bus Use/Existing Bus Provision

- 1.33 As participants were entering the discussion group, they were encouraged to answer some quick questions on a scale. During this activity there was a consensus from the group that bus services in the area have worsened over the last year. There was a mixed response about the local bus operator and most participants agreed that in 30 years' time cars will be less important, but buses will continue to play a part in the future of transport.
- 1.34 It was agreed by the group that people in Ramsey and the neighbouring villages are totally dependent on the car or taxi services which can often be expensive.
- 1.35 The group felt very strongly that Ramsey is often left out of plans:
"Ramsey is a town and it should be considered as a hub. – P1"
- 1.36 The group discussed several issues with local bus services including but not limited to; time, reliability, frequency and directness.

Times and frequency of service

- 1.37 Several participants at the focus group noted that the times of services do not match up with people's requirements for using the bus service. For example, reaching workplaces in neighbouring areas such as Huntingdon and St Ives is often not possible.



- 1.38 Another significant issue highlighted by the group was the difficulty job seekers face in trying to reach their appointments at their designated job centre. Many of these people are reliant on the bus service and if they are late, they can be sanctioned.

Hospital Travel

- 1.39 Attending hospital appointments was a significant issue raised by several members of the focus group. P8 noted existing bus services are not suitable for reaching hospital appointments and P10 explained that there are no Sunday services to get to Addenbrooke's Hospital which is one of the main referral options for people in Ramsey.

"Busway from St Ives is good to get to Addenbrooke's but if you can't get to St Ives it's no good." – P10

- 1.40 While there is a frustration from the group with traditional bus services and reaching hospital appointments, it was highlighted that the volunteer bureau does complete a lot of hospital trips and they are often inundated with calls. This service is a lifeline.

Reliability

- 1.41 The group agreed that reliability was a big concern in Ramsey, it was noted by several members of the group that on Monday mornings there have been numerous instances of the bus failing to turn up at all. Services were also deemed to be late on a regular basis.

"P1 – buses on the Ramsey routes are not good quality and regularly break down."

Interchange

- 1.42 It was noted by the group that RAF Wyton is a key interchange site. However, there is a difficulty in reaching RAF Wyton in the first place.
- 1.43 There was a consensus from the group that they do not necessarily have a problem with a requirement to interchange between services, it's the lack of matching up of the timetables and sometimes the issue with having to purchase a different ticket for a different operator that creates the problem.

Directness

- 1.44 Directness was another key issue raised by the group, P8 noted that bus services create a delay because they travel all around Huntingdon when there are already plenty of buses that serve this area. It was also noted by P4 that the Peterborough bus is shared with Forty Foot and Upwood, switching between which one it serves.

Community Buses



Busway

- 1.45 P6 would love to be able to use the bus service, sit on the bus and use the Wi-Fi to get her work done.

"Different world as soon as you get on the busway" – P6 highlighting the difference between the busway and Ramsey services.

Future Bus Provision

- 1.46 There was a consensus from the group that the main areas they would like to access by bus are:
- Huntingdon
 - St Ives
 - Peterborough
- 1.47 When asked what would encourage them to use the bus more in the future, the group agreed that the most important aspect would be improved timetables.

Demand Responsive Transport (DRT)

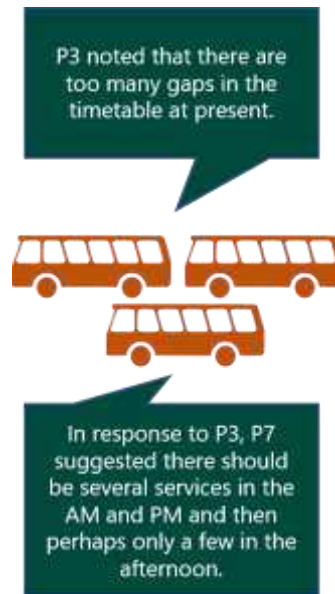
- 1.48 A discussion was held around the idea of demand responsive transport (DRT), the group believed this could work for activities that are more regular and planned such as work or shopping. However, this may not work for more spontaneous trips or last-minute doctor's appointments.
- 1.49 The group in general seemed intrigued by the idea of DRT but P8 noted this would depend on how much notice was required to request the service. P1 also made a very good point that Wi-Fi in Ramsey is poor so this could create some difficulties with app-based systems.

Night-time economy

- 1.50 P5 felt strongly that there should be more bus services in the evenings in future in order to support the night-time economy. It is important for people to be able to reach areas such as St Ives/Huntingdon for leisure purposes in the evenings. This would help encourage P5 as a non-user to use the bus service.

Frequency

- 1.51 For future provisions, when asked how frequent they would like services to be the group explained that timing of services is more important to them than frequency.



Prioritising Bus Improvements

- 1.52 As part of the focus group, participants were asked to take part in a priority comparison exercise (an example of this activity can be seen in Appendix D).
- 1.53 After analysing the data, based on the results from the Ramsey participants, the top priorities were:
- Run frequently
 - Run on-time
 - Regularity of service
- 1.54 Priorities of least concern were as follows:
- Operate 24/7
 - Phone charging points
 - Comfortable/spacious seating

Weekly Ticket Exercise

- 1.55 When asked a hypothetical question about how much participants were willing to pay for a weekly bus ticket if the service entirely met their needs answers ranged from £5 to £30.
- 1.56 The most popular figure placed on the value of a weekly ticket during this exercise was £25 (four participants).

Title	Wisbech Focus Group
Date	17/12/2019
Author(s)	Kirsty Whittaker
Project Code	3017
Version	1-1



Introduction

- 1.1 This note summarises a focus group discussion in Wisbech to understand and discuss views on local bus services.
- 1.2 Attendance at the focus group was voluntary and people were recruited based on the completion of an online survey about bus services. A total of 11 people agreed to take part in the discussion group; 7 people attended on the day.
- 1.3 This focus group was a mixed group of both bus and non-bus users. A survey participant was categorised as a non-bus user if they selected “less than once a month” or “never” when asked how frequently they use local bus services.
- 1.4 The discussion session was held at Wisbech Library on Tuesday 3rd December and facilitated by ITP staff.

Group introductions

- 1.5 **Table 1-1** shows the demographic breakdown of the focus group participants.

Table 1-6: Focus group participants

Participant	Gender	Age range	Bus user/ Non-user	Home location
P1	N/A	N/A	Non-User	Did not arrive.
P2	Male	65+	Non-User	Wisbech
P3	Female	65+	Bus User	Wisbech
P4	Male	65+	Bus User	Elm (near Wisbech)
P5	Female	55 – 64	Bus User	Wisbech

Participant	Gender	Age range	Bus user/ Non-user	Home location
P6	Female	55 - 64	Bus User	Wisbech
P7	N/A	N/A	Bus User	Did not arrive.
P8	N/A	N/A	Bus User	Did not arrive.
P9	N/A	N/A	Bus User	Did not arrive.
P10	Female	65+	Bus User	March
P11	Female	65+	Bus User	Elm (near Wisbech)

- 1.6 Two participants had to leave 10 minutes before the end of the session in order to catch their last bus home.

Existing bus use and bus provision

- 1.7 As participants arrived, they were asked to respond to some questions and statements on a scale.
- 1.8 They were asked to rate the operator of the bus service that they most often use; responses were split ranging from “very poor” to “excellent”.
- 1.9 When asked if bus services had improved over recent years, most of the group selected “very much disagree”. All the group highlighted that the local bus service is a “very important” aspect of their lives.
- 1.10 The group detailed the range of bus services used. These included: 66, 56, 60, 50, 46 and the XL.

Reliability

- 1.11 When asked about their biggest frustrations with bus services, there was a consensus that unreliability was the biggest issue. The lack of Sunday services was also highlighted, together with services not properly linking or joining up.
- 1.12 P2 noted that there was an issue for workers trying to travel around using the local bus service. Also, there were several pinch points where traffic was a big issue and caused delays to buses.

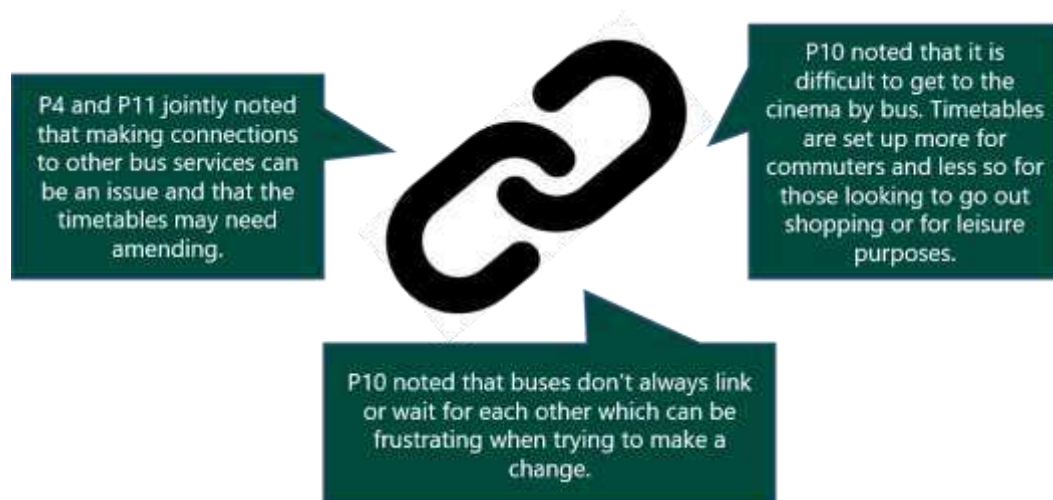
XL service/Lynxbus

- 1.13 Consensus of the group was that the XL service was very good and generally reliable and on time.

P11 – “clean & warm buses and reliable, running every half an hour.”

- 1.14 The group also noted that the Lynxbus services in Kings Lynn were also good.

Connections



Frequency

- 1.15 For some participants, the frequency of services was a real issue.

P5 – “there are buses every half hour from Walsoken but could Gorefield and Leverington be served instead? Would it be possible to stop three or four buses from Walsoken and use them for Gorefield and Leverington instead?”

- 1.16 It was noted that there was only one bus in the morning from Gorefield to Wisbech; there are no other buses throughout the day.

Ticketing

- 1.17 The group agreed that ticketing was an issue, with the need for different tickets on services run by different operators. An example given was travel from March to Wisbech, to then use the XL to King's Lynn, then a local bus to reach the hospital.

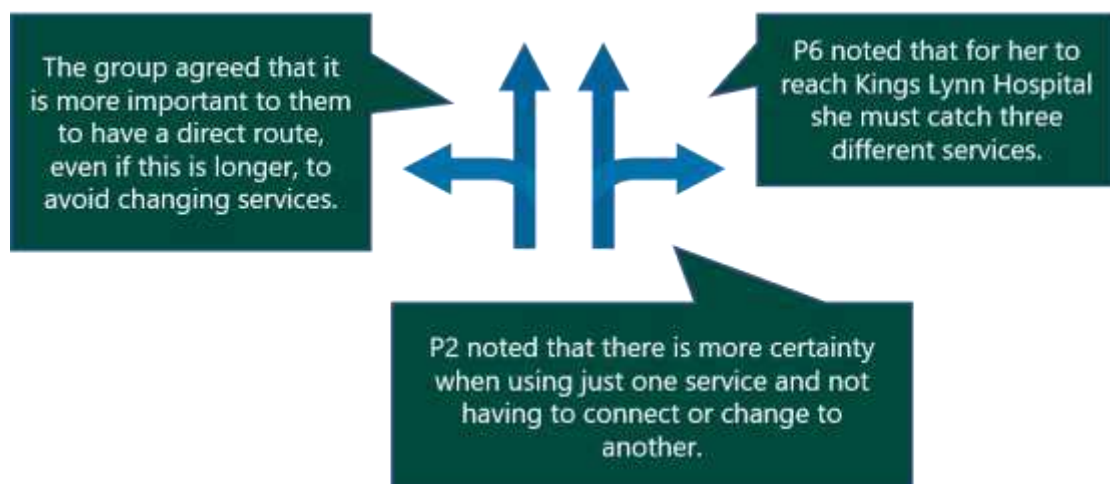
Shopping and hospital travel

- 1.18 The group noted that Kings Lynn was a key destination for hospital appointments and that many people look to Kings Lynn or Peterborough for shopping purposes.
- 1.19 The group highlighted the lack of a supermarket in the centre of Wisbech, so they are reliant on bus services to reach supermarkets elsewhere in the town.

Directness

- 1.20 Directness of services was another issue raised. An example was given of the bus between March and Peterborough that spends 25 minutes going around the residential areas of March before heading for Peterborough.

P10 – “it would be nice if March could be included on the XL service.”



Sunday services

- 1.21 Consensus of the group was that a Sunday bus service would be much appreciated. People felt trapped and unable to do anything on a Sunday, particularly those who couldn't drive or walk long distances.

Communication

- 1.22 The group felt that communication about services from bus operators was not good. It was not possible to find out about problems or breakdowns or action being taken to overcome issues.

Miscellaneous

- 1.23 There was a general view that the vibrancy and attractiveness of Wisbech had declined over the years, such as the diminishing market. This meant that people needed the bus less, contributing to the decline in bus services.
- 1.24 P3 noted there were sometimes issues on buses with competing demands from wheelchair users and passengers with pushchairs for the accessible spaces. It was difficult for drivers to deal with such situations.
- 1.25 P10 noted that the general lack of bus shelters was an issue.

P10 – “People are getting soaked waiting for the bus.”

- 1.26 The group suggested that Stagecoach were now running buses in the Wisbech area from Peterborough. They believed that contributed to poor timekeeping and unreliability.

Future bus provision

Electric buses

- 1.27 The group discussed issues around the use of electric buses in the future. Whilst agreed that generally electric vehicles were a good idea, there were concerns about the range of vehicles and their appropriateness in rural areas. P5 noted that it was still necessary to generate enough electricity somewhere. P2 explained that his son drove an electric van, but that it only had a 60-mile range.

Branding

- 1.28 When asked about service or network branding, the group didn't see that as important compared to having improved levels of service and reliable services.

Taxis / minibuses

- 1.29 P5 noted that taxis/minibuses linking up with other main services could be good. However, taxis could be difficult for people with wheelchairs, walkers or trolleys.
- 1.30 The group explained there was a Tesco bus, which was part subsidised by Tesco. It was a smaller minibus, which must be cheaper to run; the service was appreciated by those who used it.

New buses

- 1.31 For longer bus routes, it was felt that Wi-Fi and phone charge points were useful features. For shorter routes, these weren't necessary.
- 1.32 P2 noted that buses currently operating were old and suffered breakdowns, which created problems. Future bus service provision should include newer buses to avoid situations as noted by the group with the 66 bus. The group suggested that when a bus on another route broke down, the operator would often take the bus off service 66 to cover the other route.

Ticketing

- 1.33 The group agreed that future bus provision should include a better ticketing system.

"You can't get one ticket that you can use the whole day on all the buses". – P6



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