



Plymouth Passenger Transport Strategy

Introduction

Plymouth City Council

Local Transport Plan 2

2006-2011

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1 Executive Summary

Introduction

1.1 Plymouth City Council has developed the Plymouth Passenger Transport Strategy (PPTS) as a collection of sub-strategies drawn together by three overarching objectives. These are:

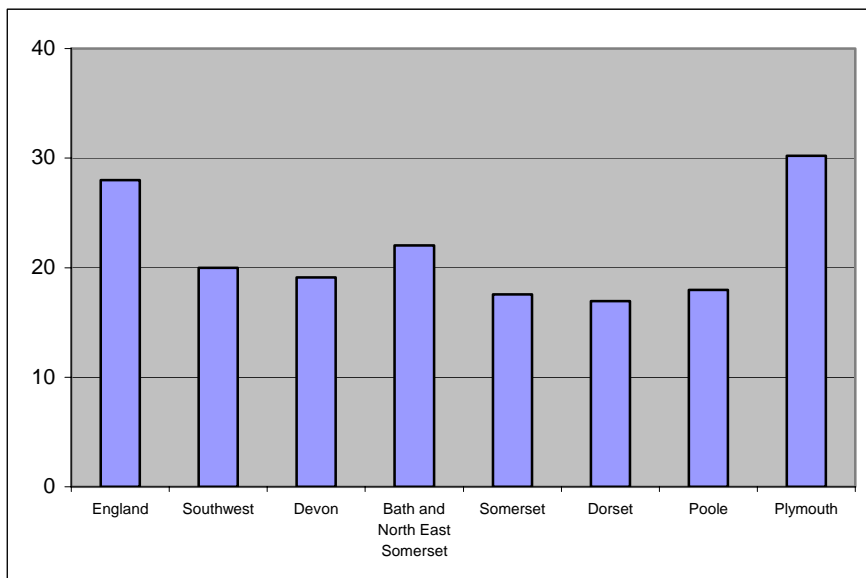
- To make best use of currently available infrastructure, services, and organisations;
- To improve the ability of the public to access school, work, and services safely; and
- To improve integration between sustainable modes.

In addition the PPTS meets the Council's statutory obligations to develop a Bus Strategy and a Public Transport Information Strategy.

Opportunities for Passenger Transport Growth in Plymouth

1.2 Plymouth is in an excellent position to achieve a growth in passenger transport patronage. The City boasts a large proportion of students, a group who are generally predisposed to use non-car modes of transport. There is scope for the growing numbers of tourists to be encouraged onto passenger transport particularly in view of the City's waterfront position, which offers great potential for innovative, water based passenger transport solutions. Finally, and perhaps most importantly, its residents have a lower average level of car ownership than those in other authority areas in the region and in England as a whole, as shown in Figure 1.1.

Figure 1.1 Percentage of Households Without Cars



(Source: 2001 Census)

- 1.3 In addition, Plymouth residents have indicated that they are generally willing to use passenger transport. In early 2005, a number of on-street interviews were conducted in Plymouth and its Travel To Work Area to help compile an evidence base to support wider LTP2 strategies. 91% of interviewees identified themselves as having regular access to a car. Despite this, 73% considered the option to travel around Plymouth by non-car means to be of importance. Such a high proportion suggests a willingness even by regular car drivers to utilise non-car modes of transport.
- 1.4 National trends indicate that with increases in economic prosperity come increases in car ownership levels. The anticipated rise in Plymouth's population of around 60,000 in line with the Vision for Plymouth will add to the demand for travel on the transport network. Accompanying growth in car use is likely to lead to increased congestion in the City, which in turn will impact negatively on the shared priorities of air quality, safety and accessibility unless managed interventions are implemented.
- 1.5 For these reasons the Council has embarked on an ambitious and progressive set of measures to promote passenger transport in the City.

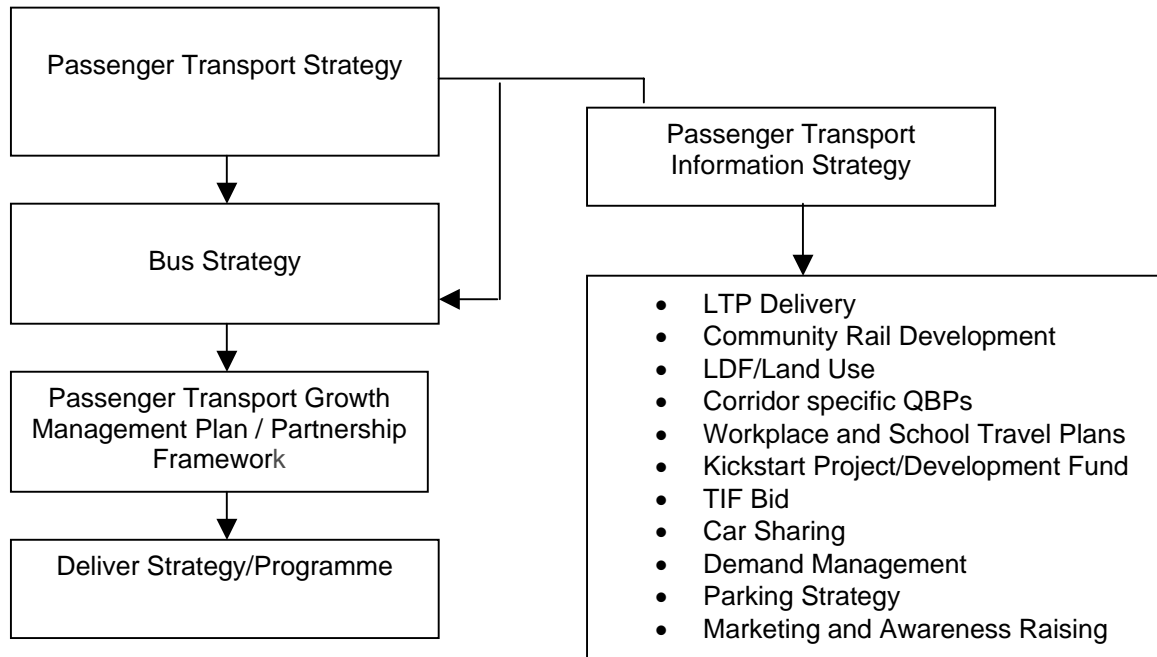
Plymouth Passenger Transport Strategy Contents

- 1.6 The PPT strategy is comprised of a number of complementary sub-strategies, which support Plymouth's second LTP (LTP2). These sub-strategies are:
- The Bus Strategy
 - The Passenger Transport Information Strategy
 - The Ferry Strategy
 - The Rail Strategy
 - The Community Transport Strategy
 - The Education and Social Services Transport Strategy
 - The Taxi and Private Hire Vehicle Strategy
- 1.7 This introductory document is divided into three further chapters. These are:
- Chapter 2: A summary of the objectives and key deliverables of each sub-strategy;
 - Chapter 3: A description of the suggested targets for each sub-strategy; and
 - Chapter 4: A brief description of opportunities for funding the PPTS.

Passenger Transport Strategy Delivery

1.8 Figure 1.2 shows how the PPTS and other important elements of the City Council's transport policy come together for delivery.

Figure 1.2 Framework for PPTS Delivery



2 Summary of Objectives and Proposals

2.1 Table 2.1 summarises the key objectives and proposals of the PPTS sub-strategies.

2.2 The timescales for delivery fall broadly within the following date ranges:

Short term: 2006 –2007

Medium term: 2007 – 2009

Long term 2010 +

Table 2.1 Summary of PPTS Sub-Strategy Objectives and Main Proposals

Sub-Strategy	Key Objectives	Summary of Main Proposals
Bus Strategy	<ul style="list-style-type: none"> • To increase bus patronage by working towards a step change in the quality and organisation of Plymouth’s bus services; • To improve accessibility for all residents of and visitors to the City by offering attractive high quality public transport options; and • To reduce congestion, road casualties and air pollution by enabling and encouraging mode shift from the private car to the bus. 	<p><u>Short term</u></p> <ul style="list-style-type: none"> • Introduce a Plymouth Public Transport Growth Management Plan. • Promote communication between public transport operators (including bus, rail, coach and ferry), Council officers, retailers, neighbouring authorities and all stakeholders. • Work with bus operators on punctuality improvement programmes. • Introduce low floor buses, raised kerbs at stops and bus boarders, new bus stations, shelters at stops, pedestrian access and information in a variety of formats. • Development of a City Centre bus station. • Pursue proposals to turn Royal Parade into a ‘bus only’ route. • Improve security at stops, on routes to stops, on buses and at key interchange locations. • Make information about bus services available through a variety of media and portals. • Introduce new technology such as Smartcards that will make travel more convenient. <p><u>Short-Medium term</u></p> <ul style="list-style-type: none"> • Implement a programme of bus priority measures on major corridors which link Park and Ride sites, interchanges and other key locations. • Develop access and demand responsive services to meet the needs of the less mobile in the community. • Develop a programme to implement a sequential change in the bus service from the current position towards a citywide High Quality Public Transport system. • Integrate bus services with other modes through improved and new interchanges at key

Sub-Strategy	Key Objectives	Summary of Main Proposals
		<p>locations.</p> <ul style="list-style-type: none"> Develop and begin implementing an inter-modal community based interchange system known as 'MobiHubs'. <p><u>Medium-Long term</u></p> <ul style="list-style-type: none"> Increase the number of Park & Ride sites serving the City.
Passenger Information Strategy	<ul style="list-style-type: none"> To ensure access to accurate and unbiased travel information for all residents and visitors to the City; To promote seamless journeys by public transport where it is not possible to provide direct services; and To increase security and reduce uncertainty for those using public transport for their journey. 	<p><u>Short term</u></p> <ul style="list-style-type: none"> Integrate RTPi with ferries both on-board and at landing stages. Bus stop flag improvement programme incorporating NAPTAN and SMS codes for text messaging. Continue roll out of RTPi on key corridors coupled with awareness raising of Internet, RTPi and SMS facilities. Continue roll out of 'I+' terminal information kiosks. Increase passenger security through improvements to the passenger waiting environment. <p><u>Medium term</u></p> <ul style="list-style-type: none"> Provide information that represents the needs of users including those with learning difficulties.
Ferry Strategy	<ul style="list-style-type: none"> To improve the quality and quantity of water-borne transport services in the City; To improve the appeal and safety of water-borne passenger transport by upgrading the infrastructure; and To better integrate ferries into the transport network. 	<p><u>Short term</u></p> <ul style="list-style-type: none"> Construct new Barbican landing stage at Commercial Wharf. Improve signage in relation to ferry terminals. Begin "off boat" sales of tickets. Investigate inter-modal ticketing to include ferries. Work to better inform visitors (and residents) about the routes and timetabling of ferry services. Hold twice yearly meetings with ferry operators. Improve ferry terminus at Cremyll (incorporating bus-ferry interchange and RTPi). <p><u>Short-medium term</u></p> <ul style="list-style-type: none"> Feasibility study for a Park and Sail scheme. <p><u>Short-long term</u></p> <ul style="list-style-type: none"> Develop an action plan for improvements to the condition of boarding points. Integrate timetables with other modes. <p><u>Medium term</u></p>

Sub-Strategy	Key Objectives	Summary of Main Proposals
		<ul style="list-style-type: none"> Construct new pontoon at Cremyll to increase berthing capacity. <p><u>Long term</u></p> <ul style="list-style-type: none"> Undertake uncompleted signage improvements. Investigate Smartcard rollout in relation to ferries. Implement a Park and Sail scheme in the eastern corridor.
Rail Strategy	<ul style="list-style-type: none"> To increase use of rail services by Plymouth residents; and To support and promote improvements to rail services to and within Plymouth. 	<p><u>Short term</u></p> <ul style="list-style-type: none"> Encourage and help facilitate the Looe and Tamar Valley Lines Community Development Plan. Undertake a station assessment. <p><u>Medium term</u></p> <ul style="list-style-type: none"> Implement a hierarchy of improvements at Plymouth rail station. Work with regional partners to undertake a Dawlish sea wall route diversion scoping study. Investigate the feasibility of improved frequency of services to Ivybridge Park and Ride. <p><u>Long term</u></p> <ul style="list-style-type: none"> Redevelop the City's main railway station into an 'integrated transport hub'. Through the Looe and Tamar Valley lines Community Rail Development Plan, reinstate the Bere Alston to Tavistock railway line 'The Drake Line'.
Community Transport Strategy	<ul style="list-style-type: none"> To reduce social exclusion throughout the City through increased transport opportunities for the most vulnerable members of society; To improve integration of community transport with the wider Plymouth City transport network; and To improve the efficiency of community transport. 	<p><u>Short term</u></p> <ul style="list-style-type: none"> Undertake an audit of the provision of community transport within Plymouth. Identify gaps in accessibility and service provision. Improve integration with other transport modes. Identify best type of Demand Responsive Transport (DRT) service. <p><u>Short-medium term</u></p> <ul style="list-style-type: none"> Identify funding sources for the expansion of community. Improve publicity and availability of community transport information. Offer an expanded level of service during weekends and for special excursions. <p><u>Medium term</u></p> <ul style="list-style-type: none"> Upgrade Plymouth's Community Transport website to include online booking for Dial-a-Ride and Voluntary Car sharing schemes. Ensure that coordinated links exist between Plymouth City Council's website and the Community Transport website. Obtain and utilise a GIS based scheduling system for the improved routing and scheduling

Sub-Strategy	Key Objectives	Summary of Main Proposals
		<p>of Dial-a-Ride services.</p> <p><u>Long term</u></p> <ul style="list-style-type: none"> • Enter into Service Level Agreements with providers of community transport in the city. • Improve coordination between Derriford Hospital and the community transport sector (ongoing).
<p>Education and Social Services Strategy</p>	<ul style="list-style-type: none"> • To make educational and social services transport more sustainable; • To reduce social exclusion throughout the City through increased transport opportunities for the most vulnerable members of society; and • To make best use of existing infrastructure in providing educational and social services transport. 	<p><i>Education</i></p> <p><u>Short term</u></p> <ul style="list-style-type: none"> • Undertake a 'staggered start times study'. • Appoint a Travel Plan coordinator. <p><u>Medium term</u></p> <ul style="list-style-type: none"> • Utilise GIS scheduling software to better plan and route services. • Expand the Smartcard scheme. <p><i>Social Services</i></p> <p><u>Short term</u></p> <ul style="list-style-type: none"> • Develop a set of guidelines to assist those in charge of social transport to assess each case more effectively. • Utilise guidelines and PJP to better assess the needs of carers and clients. • Work with taxi operators to improve the management of transport for people in care. <p><u>Medium term</u></p> <ul style="list-style-type: none"> • Incorporate GIS scheduling software with social services transport to better coordinate booking and scheduling of trips.
<p>Taxi and Private Vehicle Hire Strategy</p>	<ul style="list-style-type: none"> • To better integrate taxis and PHVs with other modes of transport in Plymouth; and • To provide a better quality service to help meet latent demand from the public. 	<p><u>Short term</u></p> <ul style="list-style-type: none"> • Improve ongoing monitoring of taxi ranks, increase spot checks, and enforce ranks. • Undertake an assessment of taxi ranks within the City and develop a hierarchy of rank improvements. <p><u>Short-medium term</u></p> <ul style="list-style-type: none"> • Work with taxi and PHV operators to better manage transport for the disabled. Implement programme of driver training in disability awareness. <p><u>Medium-Long term</u></p> <ul style="list-style-type: none"> • Implement the proposed rank improvements. • Investigate ways to better integrate taxis and private hire vehicles at interchanges (ongoing).

3 Targets and Monitoring

Table 3.1 Summary of PPTS Sub-Strategy Objectives and Targets

Sub-Strategy	Objective	Indicator	Target for 2010/11	Data Collection Method
Bus Strategy	<ul style="list-style-type: none"> To increase bus patronage by working towards a step change in the quality and organisation of Plymouth's bus services; To improve accessibility for all residents of and visitors to the City by offering attractive high quality Passenger Transport options; and To reduce congestion, road casualties and air pollution by enabling and encouraging mode shift from the private car to the bus. 	PT Patronage (BVPI 102) (journeys per year by bus or bus and other selected PT modes)		Bus operators' ETMs.
		Bus Passenger Satisfaction (BVPI 104) (% of bus users who are satisfied or very satisfied with bus services)	Maintain current rate of improvement of 2% increase per annum; achieve passenger satisfaction level of 70% by next survey in 2006/2007.	Household survey conducted every three years.
		Bus Punctuality (LTP5) (% of scheduled services one minute early to five minutes late; % of buses on time at intermediate timing points; % of buses on time at non-timing points; and average excess waiting time on frequent service routes).		Actual departure times compared with scheduled departure times at a mixture of bus stops (timing and non-timing points).
Passenger Information Strategy	<ul style="list-style-type: none"> To ensure access to accurate and unbiased travel information for all residents and visitors to the City; To provide information that promotes seamless journeys by public transport where it is not 	Satisfaction with Local Transport Information (BVPI 103)	Increase the percentage of users satisfied from 55% in 2003/4 to 72% in 2009/10.	Best Value User Satisfaction Survey

Sub-Strategy	Objective	Indicator	Target for 2010/11	Data Collection Method
	<p>possible to provide direct services; and</p> <ul style="list-style-type: none"> To increase security and reduce uncertainty for those using public transport for their journey. 			
Ferry Strategy	<ul style="list-style-type: none"> To improve the quality and quantity of water-borne transport services in the City; To improve the appeal and safety of water-borne passenger transport by upgrading the infrastructure; and To better integrate ferries into the transport network. 			
Rail Strategy	<ul style="list-style-type: none"> To increase use of rail services by Plymouth residents; and To support and promote improvements to rail services to and within Plymouth. 	Patronage on the Tamar Valley Community Railway Line (local indicator)	Increase annual patronage from 120,000 in 2005 to 132,000 by 2010. (2% growth per annum).	Data from train operator.

Sub-Strategy	Objective	Indicator	Target for 2010/11	Data Collection Method
Community Transport Strategy	<ul style="list-style-type: none"> • To improve integration of community transport with the wider Plymouth City transport network; • To improve the efficiency of community transport; and • To reduce social exclusion throughout the City through increased transport opportunities for the most vulnerable members of society. 	Patronage on Community Transport (Ring & Ride)	Increase in patronage on the two Plymouth Ring & Ride services by 32% from 6038 in 2004/5 to 8000 in 2010/11.	Data from service providers.
Education and Social Services Transport Strategy	<ul style="list-style-type: none"> • To reduce social exclusion throughout the City through increased transport opportunities for the most vulnerable members of society; • To make best use of existing infrastructure in providing educational and social services transport; and 			

Sub-Strategy	Objective	Indicator	Target for 2010/11	Data Collection Method
	<ul style="list-style-type: none"> To make educational and social services transport more sustainable. 			
Taxi and Private Vehicle Hire Strategy	<ul style="list-style-type: none"> To better integrate taxis and PHVs with other modes of transport in Plymouth; and To provide a better quality service to help meet latent demand from the public. 			

4 Funding the PPTS

4.1 This section identifies funding sources for the initiatives and proposals included within the PPTS sub-strategies.

Capital Funding

4.2 Capital funding for measures outlined throughout this document will be derived from a number of different sources. These are:

- **LTP2 allocations:** The Council will utilise LTP funding in appropriate ways to drive forward capital elements of the Passenger Transport Strategy.
- **Major Scheme bid:** Passenger transport is likely to feature as part of a Major Scheme bid during the period of LTP2.
- **Transport Innovation Fund:** Plymouth City Council is investigating the possibility of submitting a bid to the Transport Innovation Fund, which is likely to have a strong focus on passenger transport and demand management.
- **Rural and Urban Bus Challenge bids:** Where appropriate, the City Council will apply for Rural and Urban Bus Challenge funding to support new and expanded bus services.
- **Developer Contributions:** The Council will utilise monies gained through developer contribution to fund infrastructure and other improvements to passenger transport in the City.

Revenue Funding

4.3 LTP funds cannot generally be used to fund revenue based transport initiatives. For this reason it will be necessary to investigate new sources of funding, two of which are likely to be:

- **Parking Revenues:** The Council will utilise parking revenues to fund transport investments including improvements to public transport infrastructure.
- **Public Transport Operators:** In some instances the Council will seek to fund revenue based measures with contributions from operators through mechanisms such as Quality Bus Partnership (see Bus Strategy).