TransWilts Travelpass Policy

Outline

The TransWilts Travelpass would be a zone-based ticket valid on rail and bus services in Wiltshire. We are proposing to make a formal bid submission to the FGW Customer & Communities Improvement Fund.

First Great Western have already led in introducing the Freedom Travelpass, valid on all train and most bus services, irrespective of operator, in the former Avon area:

https://www.firstgreatwestern.co.uk/your-journey/travel-connections/freedom-travel-pass

https://www.firstgreatwestern.co.uk/-/media/pdf/yourjourney/travelconnections/freedomtravelpass/freedom-travelpass.pdf

The Core Zone + Add on Zone structure of the Freedom Travelpass would be a great fit to our Draft Regional Bus Strategy, with North Wiltshire, West Wiltshire and Kennet acting as the Core Zones. Salisbury/South Wiltshire and Swindon would be acting as the Add on Zones. A copy of our Draft Bus Strategy, and a map illustrating the above can be found in the Appendix.

Background

First Bus operate a number of bus services in North and West Wiltshire, with one route extending down through South Wiltshire to Salisbury. In terms of other bus companies operating in North and West Wiltshire, Freedom Travelpass is the one integrated rail/bus ticketing product that Faresaver have fully signed up to, accepting it on all their routes into Bath. A Wiltshire version could therefore form the basis for a solution on corridors where Faresaver and First compete on both bus and rail, and in consequence the public don't have a ticket available to them that is valid across the board.

Elsewhere in Wiltshire, large bus companies such as Go (Salisbury/South Wiltshire) and Stagecoach or Thamesdown (Swindon) are likely to see a Wiltshire Travelpass as a natural addition to their ticketing portfolio. Whilst smaller ones such as Frome Minibuses, Coachstyle and APL Travel are also likely to be positive, not least because most of their services are operated under contract to Wiltshire Council anyway, who could (and undoubtedly would) insist on acceptance.

We have raised the prospect of mobile ticketing being made available across the different rail and bus operators. The technology already exists and is in use on First buses within Wiltshire and beyond. Also, when the time is right and appropriate technology does arrive, it will make it much easier to extend the TransWilts Travelpass ticket onto a smartcard platform.

The existing Freedom Travelpass is available in daily, weekly and monthly versions. Meaning that an equivalent Wiltshire version could be useful for commuting, leisure, tourism and a range of other public transport users.

We are already planning a major publicity programme, based on the concept of a 'TransWilts Integrated Corridor' bringing together coordinated rail and bus services across our community area. This initiative would greatly benefit users by having a simple combined ticketing approach - the TransWilts Travelpass.

<u>Outstanding financial issues</u>
It is hard to gauge the costs of the scheme from the information in the public domain. However, FGW plays a leading role in the Freedom Travelpass upon which our proposal is based, and therefore should have access to the relevant scheme information. We would seek FGW assistance in the detailed scheme costings.

Is the 80% maximum FGW contribution a 20% cash match? Whilst we would be happy to make a financial contribution to the scheme, and are now seeking to source additional outside funding, we do not have immediate access to surplus cash resources in this respect. Wiltshire Council advise that

they have no such financial resources available to contribute.

However, we are able to contribute a significant amount of volunteer and members time equivalent to meet the 20% contribution, including managing the publicity for the new ticket.

Experience and Resources

We have built up a strong promotion track record through our joint marketing work with FGW and Wiltshire Council in launching the new Swindon-Westbury rail services. We have been recognised as playing a key role in helping to achieve over 183,000 passenger journeys in the first year. We would bring that experience, enthusiasm and expertise to this project.

Appendix

Our Bus Policy :

1. Promote an overall Wiltshire Bus Strategy with a framework of services to improve the overall service at lowest achievable cost using a QCS style of bus administration scheme

2. Enhanced bus priority measures in the principal towns and city centres to improve reliability and journey times, including rail Park & Ride

3. Accessible bus stopping points with better facilities, accurate timetables displays with enhanced current service passenger information displays

4. Concessions made available to disadvantaged community sectors such as unemployed people, low income families, youth and elderly

5. Regular and frequent service timetables that facilitate employment travel, access to local services, shopping, leisure and use of tourism "Explorer" routes

6. Better timetable coordination between housing and schools, colleges, hospitals and employment

7. Better rail and bus timetable service coordination to improve the door to door experience, “TransWilts Integrated Corridors”.

8. Improved ticket integration across rail and bus transport corridors. A consistent, interchangeable and simplified fares scheme covering all bus operators.

9. Introduction of a “TransWilts Travel Pass” scheme & "Smart Ticketing" systems

10. Improved Community awareness and training in use of timetables to improve confidence in travel plans by bus and rail.

11. Particular awareness of issues relating to low mobility, disability and mental health in the use of public transport

12. More late and weekend services to reflect changing working patterns, particularly among low paid and entry level jobs

13. Cycle friendly Buses for tourism "Explorer" Bus-Cycle-Rail routes.

Administrative and Postcode boundaries
Gloucestershire
Oxfordshire
South Gloucestershire
North Wiltshire
Swindon
Kennet
West Berks
Bath & North East Somerset
West Wiltshire
Wiltshire
Somerset
Salisbury
Hampshire
Dorset
SO
SP
ST
SU
GL7
GL8
GL9
SN16
SN6
SN26
SN25
SN5
SN2
SN1
SN3
SN7
OX12
SN14
SN15
SN4
SN11
SN8
RG17
BA1
SN13
SN12
BA15
BA2
BA14
SN10
BA13
SN9
BA11
BA12
SP9
SP11
SP10
SP4
SP3
SP1
SP2
SP5
SP7
SP6
SO51
BA10
BA9
SP8
DT11
BH21
SO43
County and unitary authority boundaries
District boundaries
Postcode boundaries
Area covered by this atlas
Scale