Title	Herefordshire Public Consultation Summary
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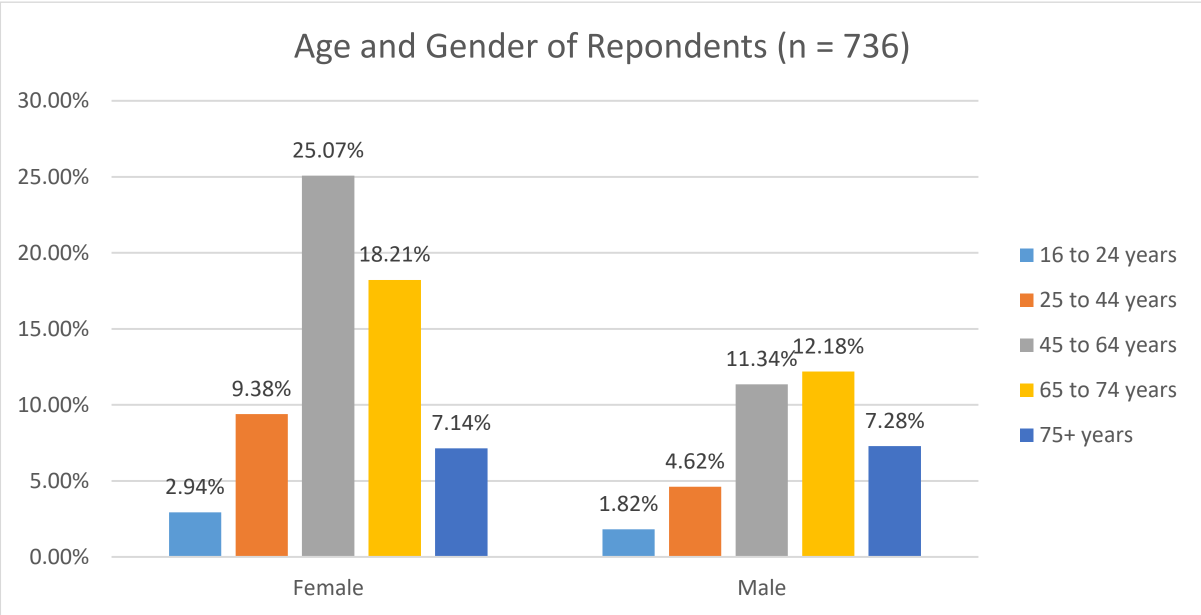
1. Overview

1.1 There were 753 respondents to the public consultation which ran from Friday 15th July to Sunday 16th August. Of these 96% were local residents, with the remaining respondents being visitors to the area or representatives of local groups and businesses.

1.2 More females (62%) than males (37%) responded, with the 45-64 years old category being the main age group of respondents. There was slight under representation of the under 24s (5%). See figure 1 below for a further breakdown of respondents.

Figure 1. Age and gender of respondents



1.3 32% of respondents never travelled by bus and 41% of respondents don't expect this to change post-pandemic (see figures 2 and 3 below).

Figure 2. Bus frequency

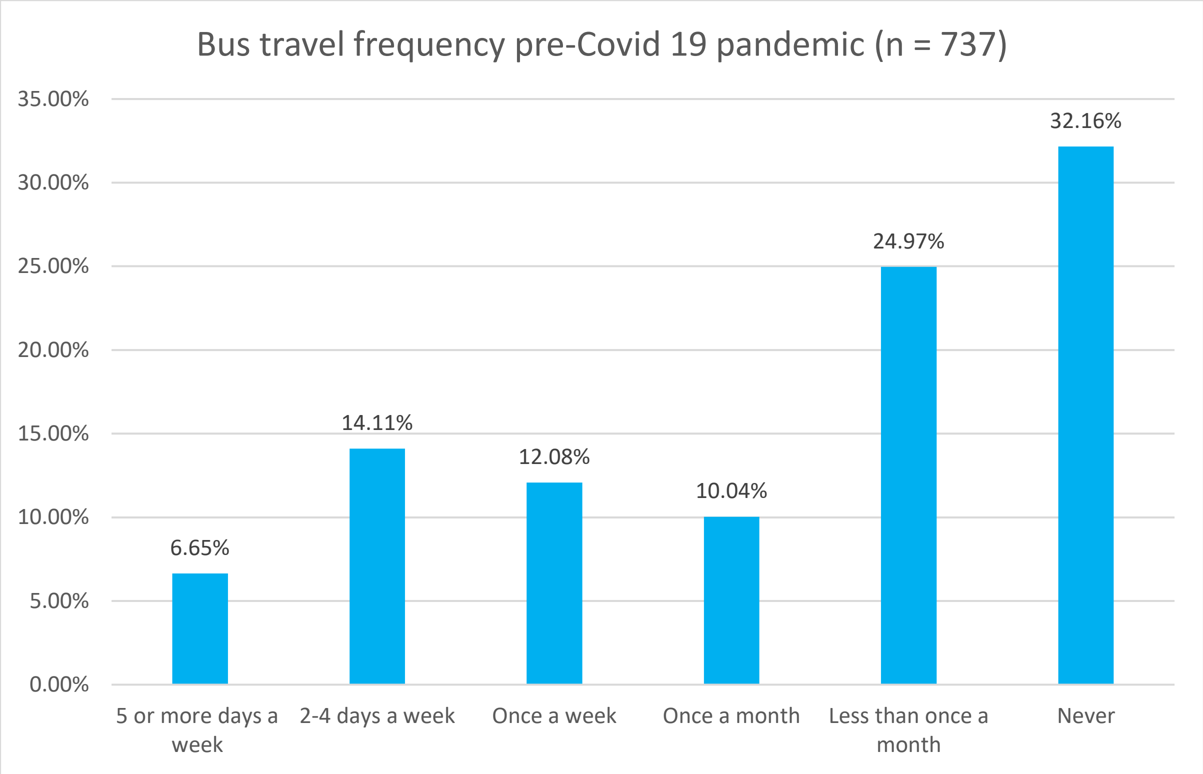
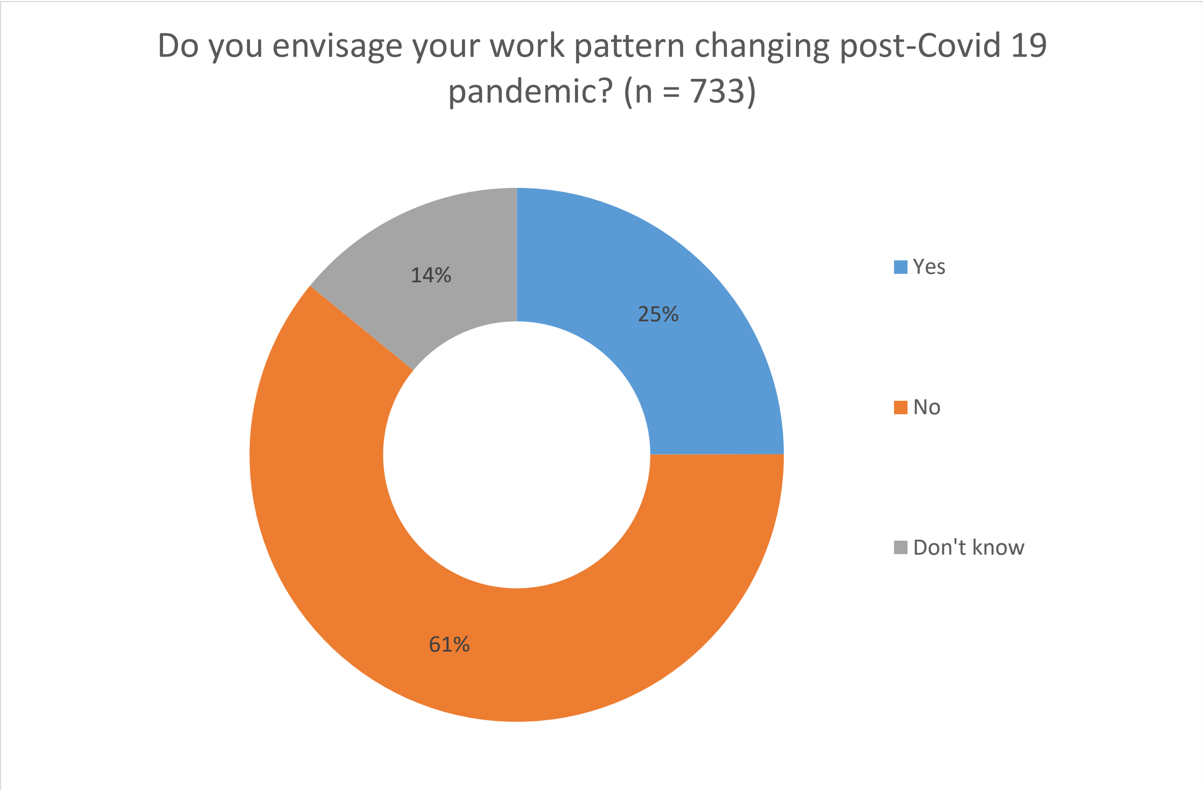
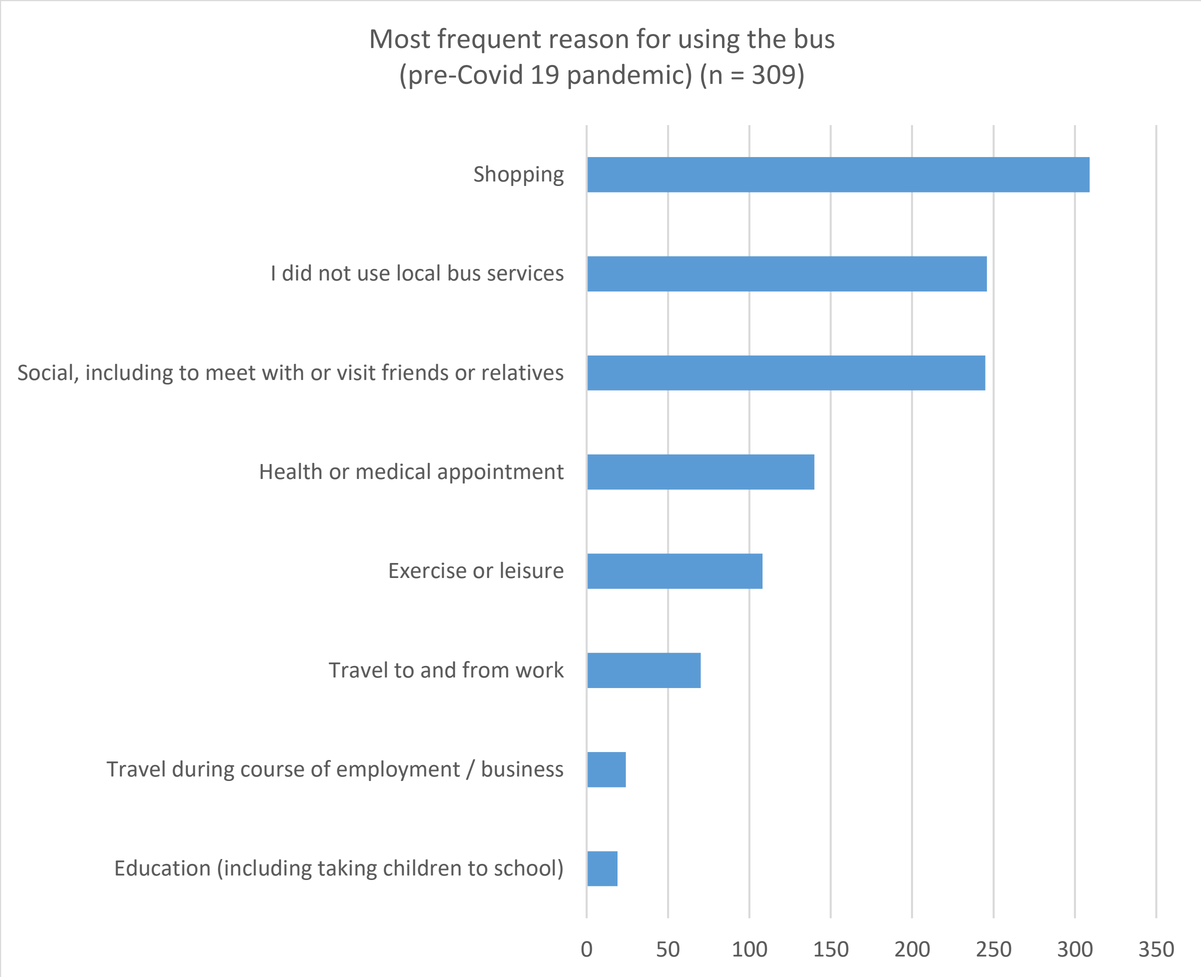


Figure 3. Post-Covid expected bus use



1.4 The greatest use of bus was to go shopping, followed by social, including visiting friends and family, and healthcare appointments (see figure 4 below)

Figure 4. Reasons for bus travel



2. Satisfaction with Current Bus Services

Bus users

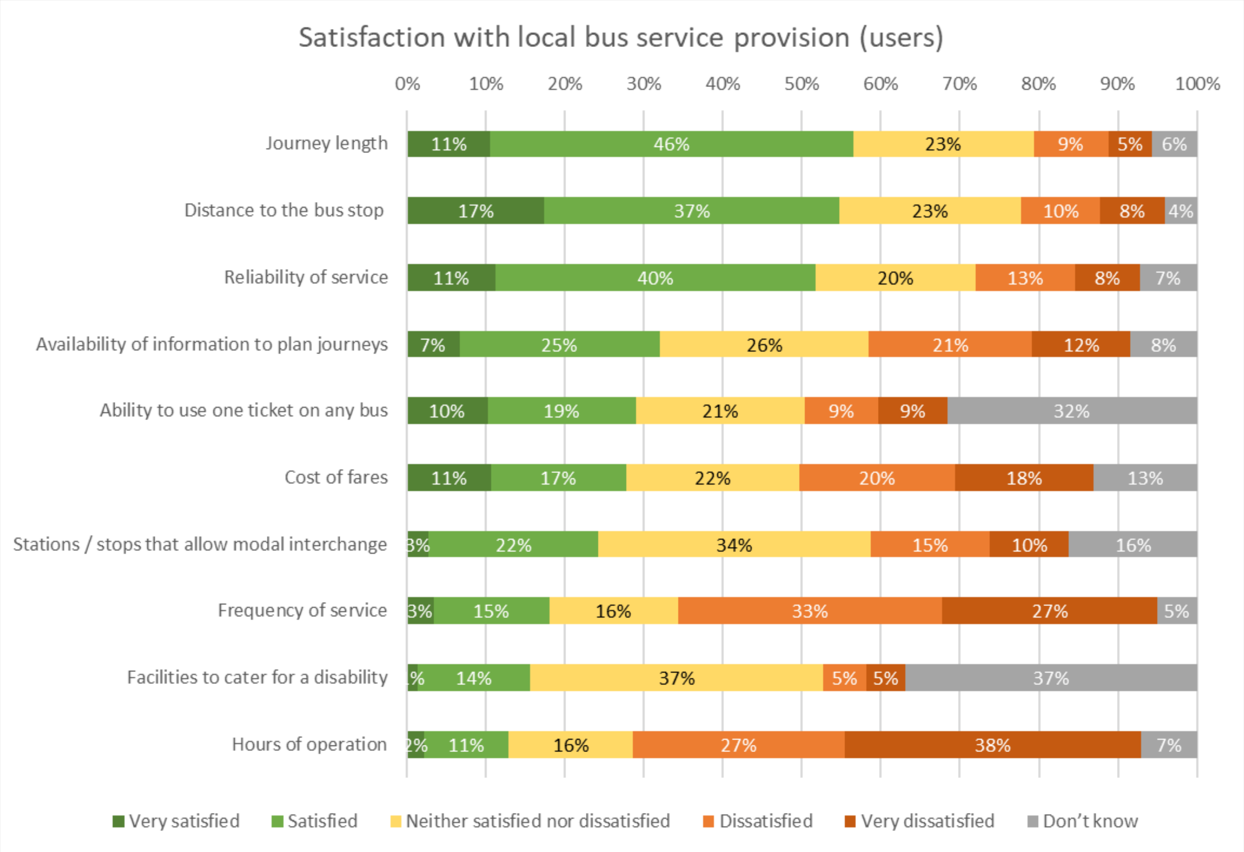
2.1 Amongst bus users (those who responded as having used the bus at least once - 68%), the satisfaction with local bus provision can be seen overleaf (figure 5).

2.2 The areas of greatest satisfaction were journey length, distance to the bus stop and reliability.

2.3 The areas of least satisfaction were hours of operation, facilities to cater for disabilities (although this category also received the most “don’t know” responses), and frequency of services.

2.4 Alongside facilities to cater for a disability, the categories that received the most “don’t know” responses were multi-operator tickets (32%), intermodal services (16%) and cost of fares (13%).

Figure 5. Satisfaction with bus services - users

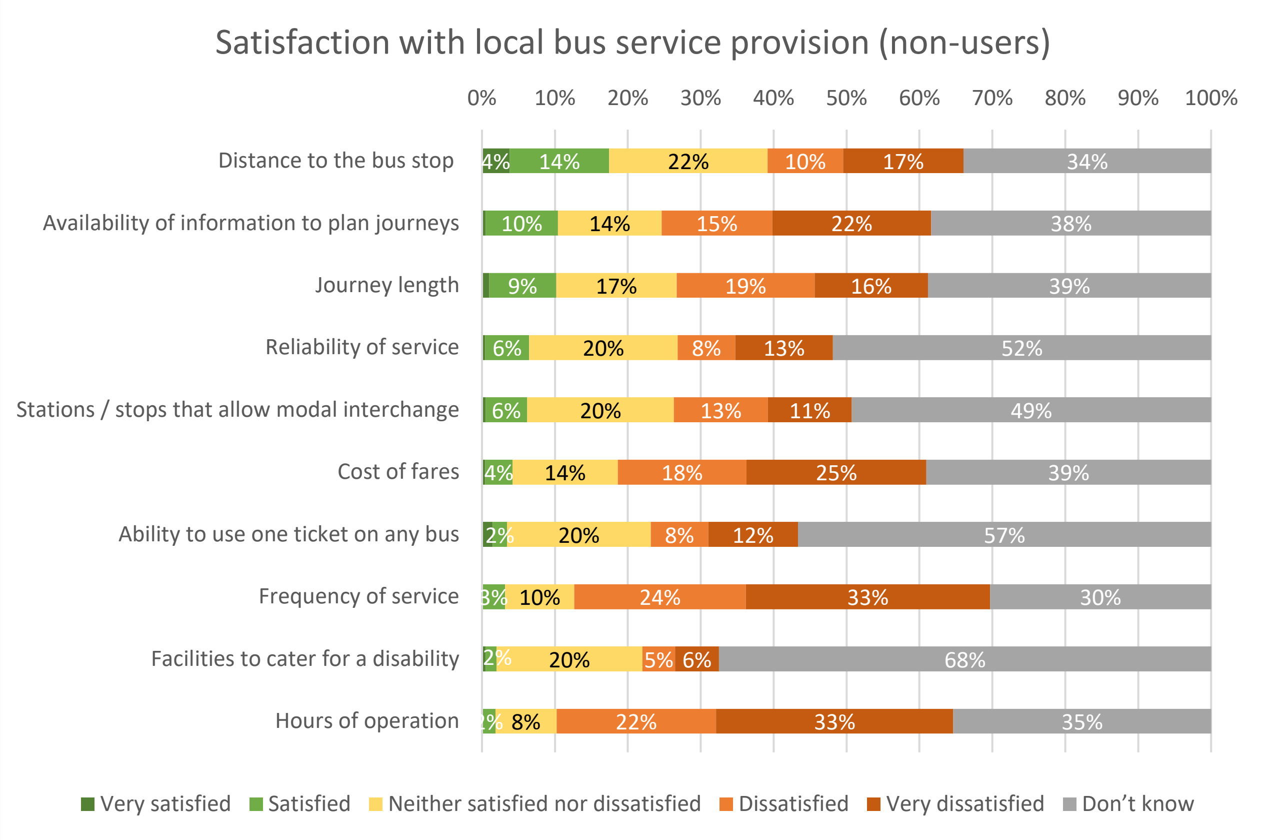


Non-bus users

2.5 Of those who responded as never having used the buses in Herefordshire (32%), satisfaction with local bus provision can be seen below (figure 6).

2.6 Although these respondents will have less experience of bus services, the areas of (perceived) satisfaction were the distance to bus stops, ability to plan journeys and journey length – suggesting some respondents have considered using the bus.

Figure 6. Satisfaction with bus provision - non-users

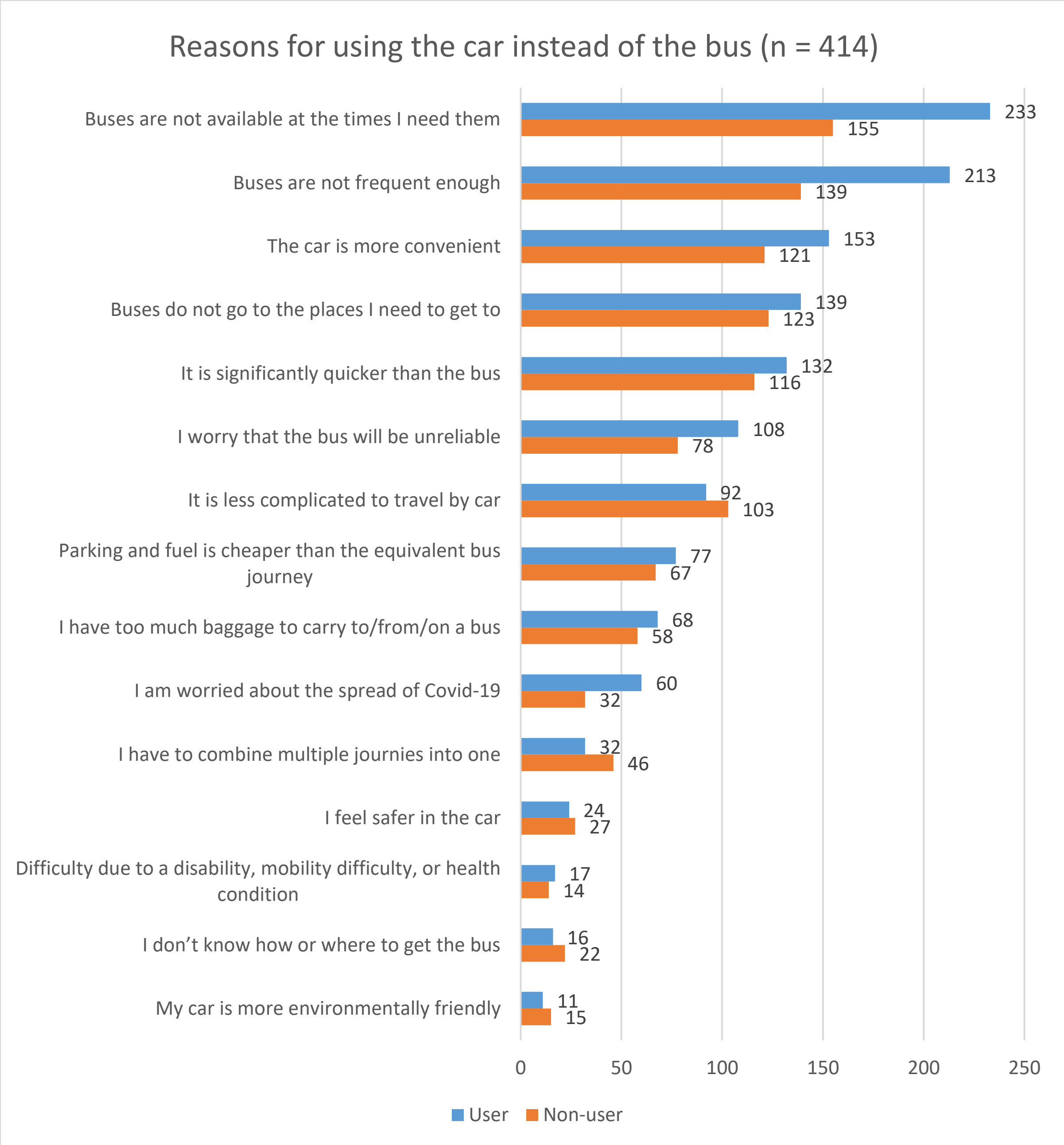


3. Key Barriers to Bus Use

3.1 Amongst both users and non-users of the bus the main barrier to using the bus as opposed to the car is that buses are unavailable when needed and that they are not frequent enough.

3.2 For the most part the reasons bus users give for opting for the car align with non-bus users, however there is a perception amongst non-users that the bus is a more complicated way to travel. This is summarised in figure 7 below.

Figure 7. Reasons for using the car over the bus



4. BSIP priorities

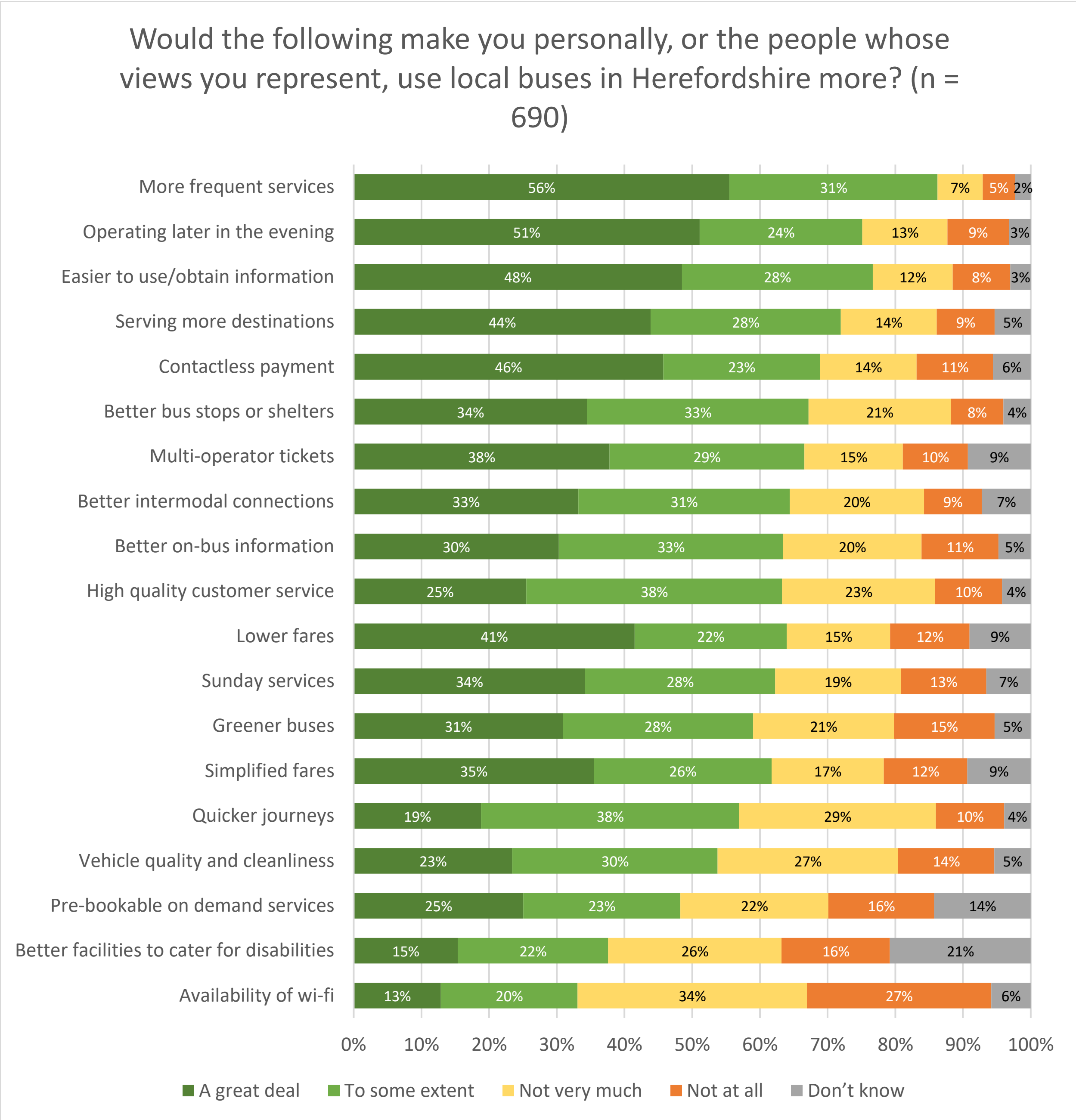
4.1 The factor which would make respondents use the bus more was more frequent services (87%), followed by information surrounding the buses being easier to understand and obtain (76%) and longer operating hours (75%). This corelates with the main reasons for travelling by car rather than bus being that buses are not available when needed, they're infrequent and don't go to the places people wish to travel to. Over half of respondents felt that the car was quicker and more convenient than the bus.

4.2 Actual bus quality, such as Wi-Fi provision and vehicle cleanliness were deemed far less important than frequent and reliable services.

4.3 Despite 50% of people not being satisfied with the cost of fares, lower fares ranked 11th out of 19 bus improvement methods, with multi-operator tickets and contactless payments being higher ranked.

4.4 These can be seen summarised in figure 8 below.

Figure 8.BSIP priorities



4.5 For both users and non-users, the top four priorities were aligned, with more frequent services being the highest priority (88% and 83% respectively), followed by information about journeys being easier to obtain and use (79% and 74%), contactless payments being number 3 (78% and 73%) and more destinations served at 72% and 71%.

4.6 For bus users the fifth most requested change to bus services was multi-operator tickets (69%) followed by later hours of operation (68%). For non-users these were reversed with later hours of operation being a higher priority (68%) than multi-operator tickets (67%).

4.7 For both groups the provision of Wi-Fi was the least popular measure with only 41% of users and 34% of non-users indicating it would encourage them to use the bus more.

4.8 For both categories an increased provision of facilities for disabled people were the poorly ranked (32-33%), however amongst disabled respondents this increased to 60% for users and 55% for non-users.

4.9 An increase in Sunday services was also ranked as a low priority with 46% of users and 47% of non-users indicating it would increase their likelihood of using the bus.

Bus users	Non-bus users
More frequent services (88%)	More frequent services (83%)
Information easier to find/use (79%)	Information easier to find/use (74%)
Contactless payment (78%)	Contactless payment (73%)
Serving more destinations (72%)	Serving more destinations (71%)
Multi-operator ticket (69%)	Operate later in evening (68%)
Operate later in evening (68%)	Multi-operator ticket (67%)

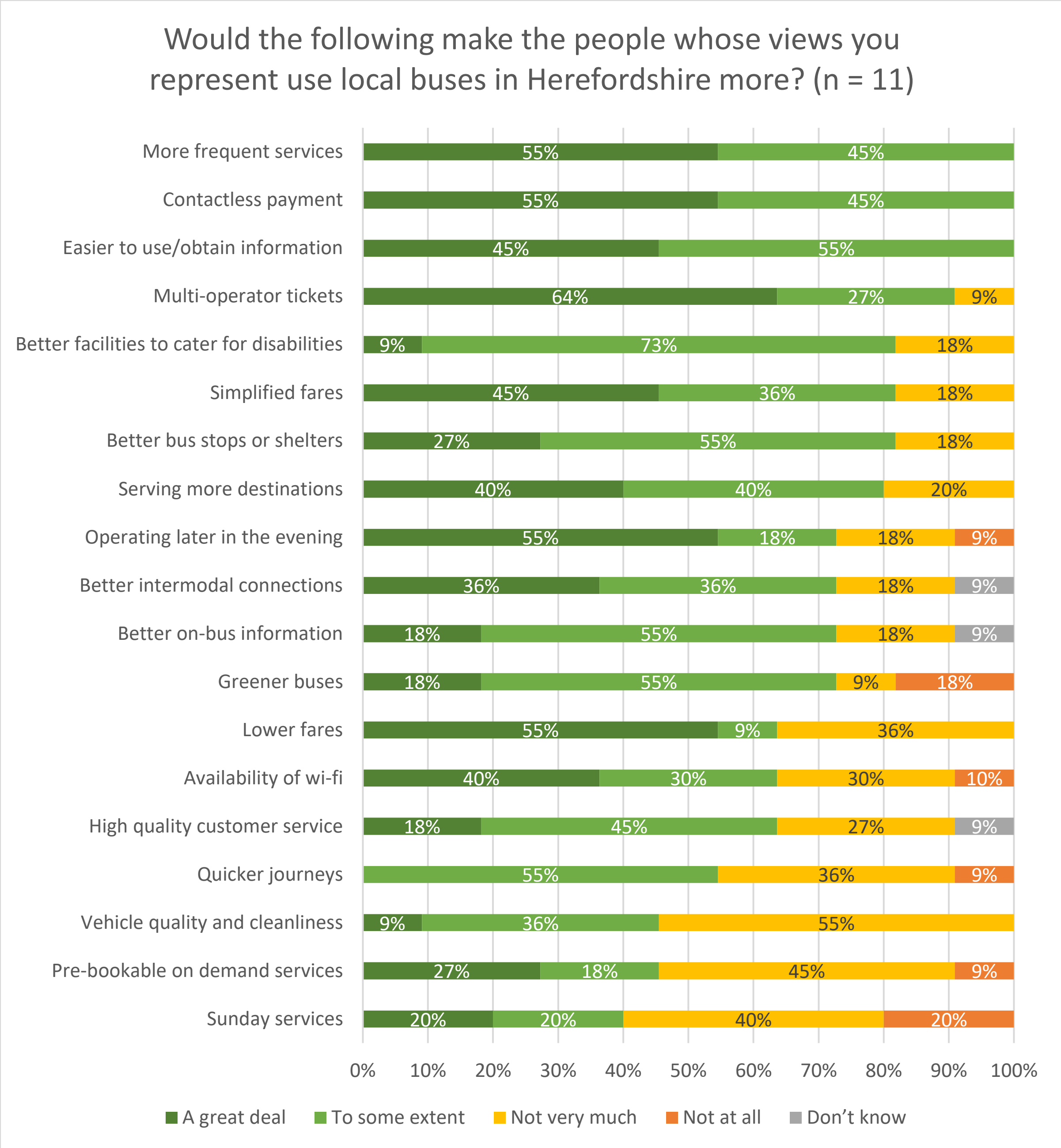
Business and Group Representatives

4.10 Figure 9 (below) shows the BSIP priorities for business and group representatives. Whilst this was a small sample size of 11 it highlights the differing priorities compared to the general public.

4.11 More frequent services had 100% popularity, making it the top priority which echoes the views of local residents. Contactless payment was equally prioritised by representatives, whereas it ranked 3rd in the general results. This is followed by easier to use and obtain information, again 100% but with a higher proportion of "To some extent" respondents, which was a high priority for local residents.

4.12 The lowest priority for business and group representatives was more Sunday services (40%) compared to 62% for general responses, this is not unexpected given most business don't operate on a Sunday. The provision of Wi-Fi, which was the lowest ranked priority generally (33%) was ranked 13/19 for representatives (70%), possibly to encourage work whilst travelling. Pre-bookable services and vehicle cleanliness and quality ranked lowly in priorities for both representatives and general respondents.

Figure 9. BSIP priorities for business and group representatives



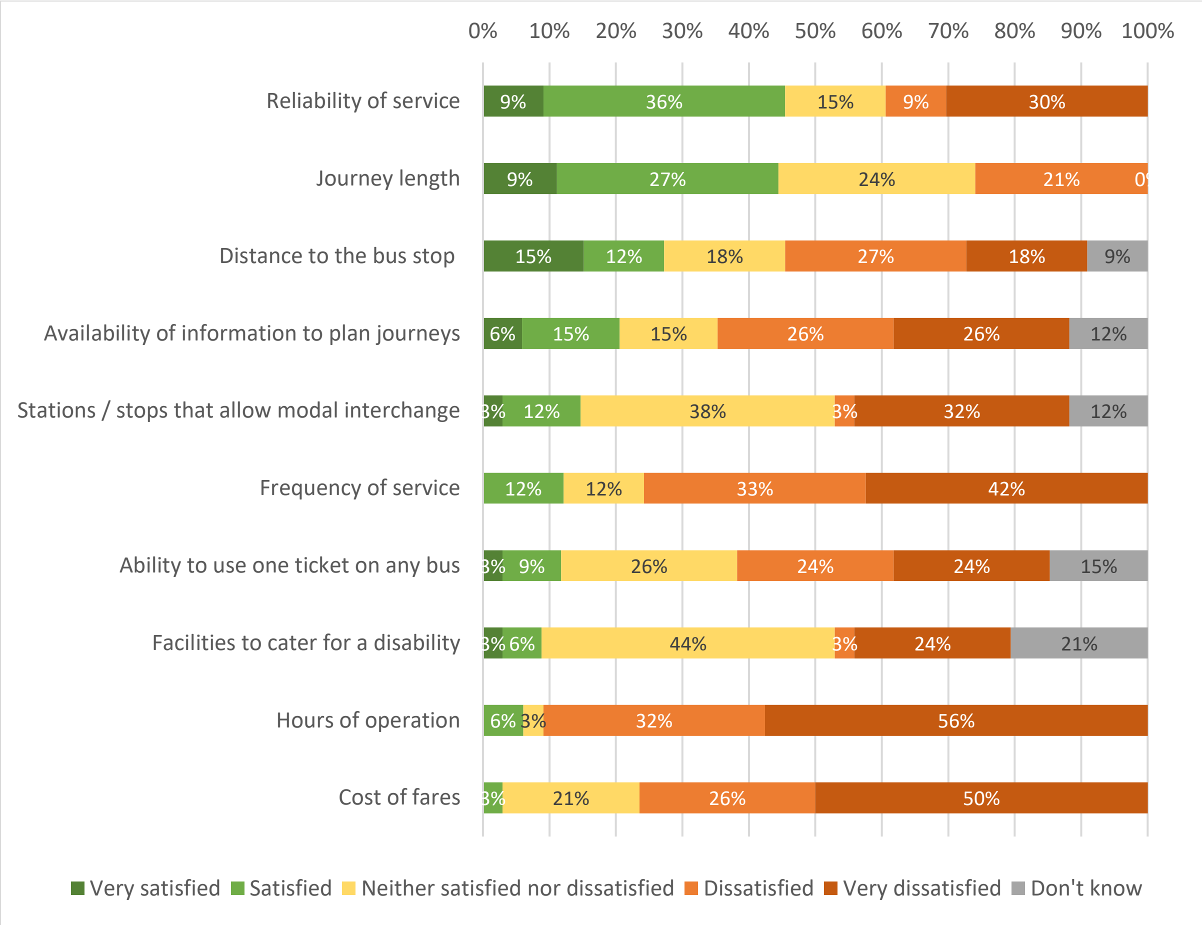
5. Results by age demographics

5.1 Figure 10 shows that overall respondents under 24 are not happy with local bus services. Under 24s are most satisfied with the reliability of the service (45%), followed by journey length (36%) – however although these are the categories with the highest levels of satisfaction over half of respondents are not happy with them.

5.2 The cost of fares was the area of least satisfaction, with only 3% of respondents feeling "satisfied" and none responding as "very satisfied".

5.3 Hours of operation was the second least satisfied category (6%) and the option with the most active dissatisfaction(88%). Cost of fares also received large amounts of dissatisfaction (76%), followed by frequency of service (75%).

Figure 10. Satisfaction with local bus service provision of 16-24 year olds (n=34)



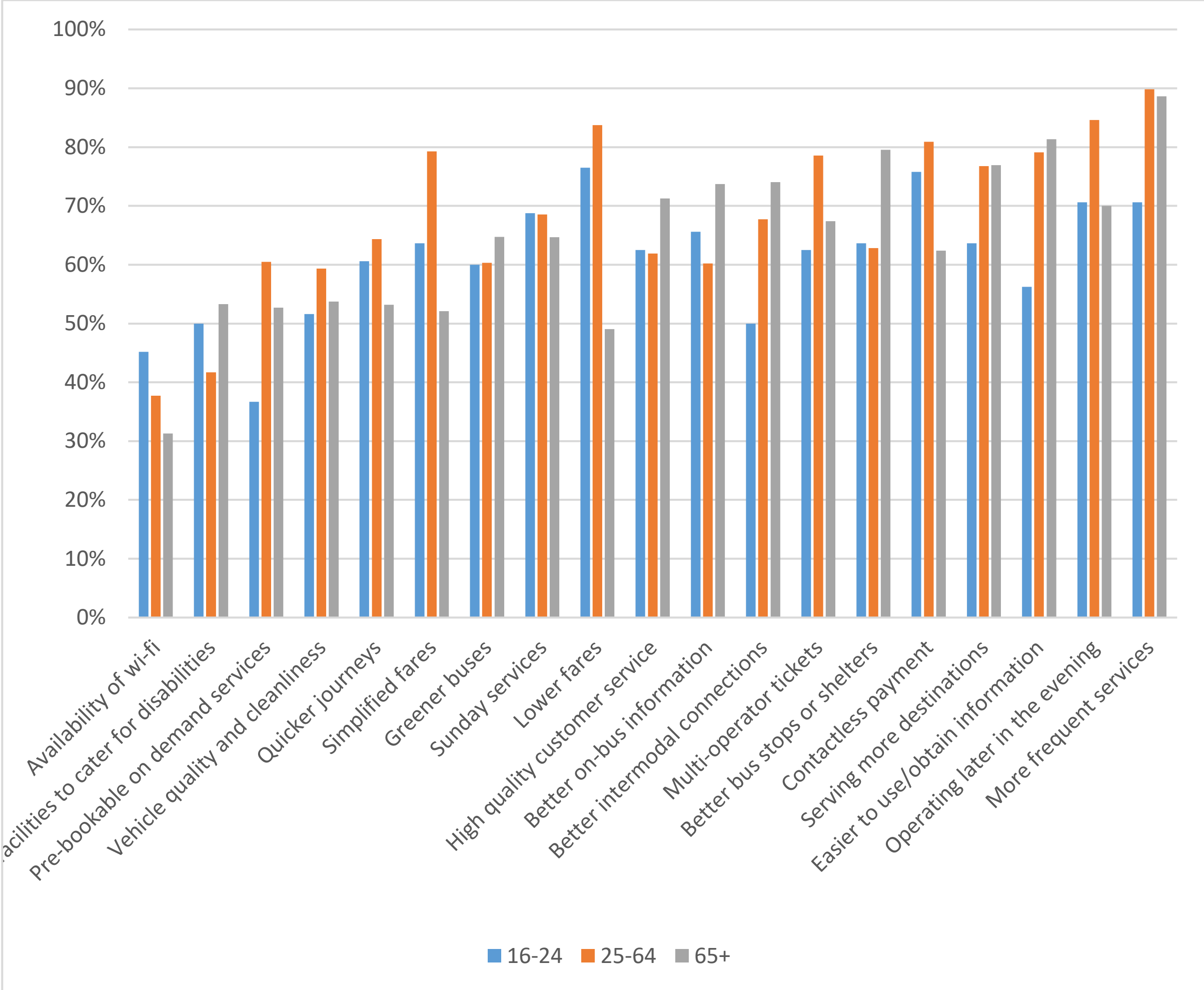
5.4 As shown in figure 11 there are discrepancies in priorities between age groups.

5.5 The most popular improvement measure for those under 25 was lower fares (76%) and contactless payments (76%). In both these categories these received more enthusiasm by the 25-64 category (84% and 81% respectively) and less enthusiasm for those aged 65+ (49% and 62%).

5.6 The second most popular category for 16-24 year olds was later hours of operation and more frequent services (71%). More frequent services was 25-64 year olds highest priority (90%) and over 65s's (89%), however operating later in the evening only received 70% of positive responses for those aged 65+; it did however rank as 25-64 year olds second priority (85%).

5.7 The least popular improvement for 16-24 year olds was pre-bookable on demand services (37%), followed by Wi-Fi (45%) and better inter-modal connections (50%).

Figure 11. Positive responses to BSIP measures by age (n=753)



6. Workshop outcomes

6.1 Two workshops were undertaken as part of the BSIP development programme. One with Elected members (17th August 2021) and one with a wider stakeholder group (19th August 2021).

6.2 The key outcomes from the workshop with Elected members included:

- Supportive of initiatives to train PSV drivers locally
- Important to recognise the leisure/tourism potential of bus services
- Supportive of the concept of improved frequencies and consistent core network
- Agreement with draft vision and objectives

6.3 The key outcomes from the workshop with Stakeholders included:

- Desire to see more consistent provision / improved frequencies (hourly service on core routes 0700 – 2200 on 7 days per week
- More links between market towns (e.g. Kington – Leominster)
- Concerns around the operation / image of City Bus Station
- Herefordshire Council should take lead in information provision
- Vision and objectives – more ambition and more explicit objectives