

**REVISED  
DRAFT**

**PRINCES RISBOROUGH  
COMMUNITY BUS**

**BUSINESS PLAN**

**14 JUN 2008**

## **INTRODUCTION**

1. The Princes Risborough Community Bus scheme will to be organized and run by Risborough Area Community Action (RACA). It will provide a scheduled service to transport people in the residential areas of Princes Risborough, Monks Risborough and Longwick to and from the centre of Princes Risborough; additional runs on Market Days to and from Loosley Row are envisaged.

## **EVIDENCE OF NEED**

2. The Princes Risborough Market Town Healthcheck of 2004 suggested there was a need to provide a transport service to convey residents from local residential areas into Princes Risborough town centre; this reflected earlier comments made by members of the community. As a consequence, in 2007, Risborough Area Community Action (RACA) in conjunction with Buckingham Community Action (BCA) conducted a Local Travel Survey involving the distribution of more than 3000 questionnaires; the population of Princes Risborough and Monks Risborough is excess of 8000. Just under 20% were returned of which 65% indicated they would be likely to use the service. These results showed that there was sufficient support for the introduction of a Community Bus to cater for the needs of those living in the residential areas of the town and immediately beyond which are outside reasonable walking distance.
3. The service will introduce a much-needed improvement in accessibility to shops, medical services and leisure facilities. Also, it will improve the quality of life for many of the elderly who currently find it difficult or impossible to walk into town. Furthermore, it will also reduce the number of cars making short journeys into a town already short of car-parking spaces.

## **PROPOSED SERVICES**

4. The proposed routes for the bus are detailed in Annex A. Scheduled stops will include the town centre, supermarkets, the Community Centre and Leisure Centre; stops are also planned for the railway station and the large new residential development, in its late planning stage, at Pictsmede
5. It is anticipated that the bus will operate weekdays from 0930 to 1630; this will permit it to make three return runs both mornings and afternoons to each of the three residential areas covered. On Saturdays the bus will operate from 0930 to 1330 providing three return runs both to each of the three residential areas covered
6. On Market days (Thursdays) and Saturdays the bus will make two return morning journeys to Loosley Row covering the heart of the village; currently, Arriva buses remain on the main road which means users from the village have a significant uphill walk to catch them.
7. When not in use, during evenings, Saturday afternoons and on Sundays, the bus will be available for hire by local groups.

**LEGAL FRAMEWORK**  
**STATUS OF THE PRINCES RISBOROUGH COMMUNITY BUS ORGANIZATION**

8. The Princes Risborough Community Bus organization will become a Company Limited by Guarantee.
9. The Princes Risborough Community Bus organization will become a Registered Charity.
10. The Princes Risborough Community Bus organization will join the Community Transport Association (CTA).

**OPERATING LICENCE**

11. The Princes Risborough Community Bus will be run under Section 19 of the Transport Act 1985.

**VEHICLE**

12. It is planned to buy a new bus, with seats for up to sixteen passengers; it will have low easy access for the disabled and children's buggies and will have a capacity for 3 wheelchairs.
13. It is intended to find a member of the local business community who will provide free secure overnight parking for the bus.

**HUMAN RESOURCES**

14. Overall control and management of the scheme will be exercised by a Board of Trustees which will be responsible for:
  - a. Overseeing the scheme to ensure it meets the aims and objectives of the Business Plan.
  - b. Ensuring there are sufficient volunteers to maintain the planned and published schedule.
  - c. Ensuring all regulatory requirements are met in respect of vehicle maintenance and security, driver qualification, Health and Safety, public liability and financial accountability.
  - d. Securing funding for the scheme to ensure its future viability.
  - e. Publicizing the scheme.
  - f. Canvassing user views on the performance of the scheme and recommendations on how it could be improved.
15. Specific members of the Board of Trustees will be appointed to be responsible for:

- a. Accounts and financial matters.
  - b. Marketing.
  - c. All aspects relating to the bus itself.
  - d. Health and Safety.
  - e. Bus schedule and timetable.
  - f. Customer relations.
16. The Board of Trustees will fulfil the requirements for the scheme to be run as a Registered Charity to enable it to be run as a Registered Charity.
17. A list of the Board of Trustees and their roles is given at Annex B.

### **STAFFING**

18. It is planned for day-to-day co-ordination of the service to be carried out by a minimum of two volunteers; however, if they are not found two part-time co-ordinators will be paid.
19. The Board of Trustees will not be paid nor is it is not planned to have any paid staff other than the two co-ordinators should volunteers for those posts not be found.

### **VOLUNTEERS**

20. The Board of Trustees will all be volunteers.
21. As detailed in para 18 above, it is planned for day-to-day co-ordination of the service to be carried out by a minimum of two volunteers.
22. A minimum of twenty volunteer drivers, ideally 40, will be sought; they will be given specialist driver training on the type of vehicle to be used.
23. Recruitment of volunteers has been and will continue to be primarily through the many organizations affiliated to the Risborough Area Forum. Additionally, it is planned to have an appropriate entry in the Princes Risborough Town Council magazine "Crosstalk".

### **FINANCIAL PLANNING AND FUTURE FUNDING**

24. The experience of other Community Bus schemes indicates that the full potential use of the bus is not achieved until approximately six months after the scheme is launched, the projected first year running costs reflect this. The projected cost of administration is low in anticipation of suitable volunteers being found for most of the tasks; canvassing for these will begin in the summer of 2008. The allowance made for vehicle maintenance is for annual servicing towards the end of the first year of ownership only, prior to this any maintenance or rectification would be covered by the vehicle warranty.
25. The cost of the initial setting up of the scheme and its first year funding are shown at Annex C.

26. The projected running costs of the bus in years two and three are set out in Annex D.
27. Bus running costs are based on:
- a. 24750 miles per year.
  - b. Diesel consumption 16 mpg.
  - c. Diesel price £1-50 per litre in first year, rising by 5% in each subsequent year.
28. Users of the bus who do not hold concessionary bus passes will be charged a fare of £1 per single journey. It is anticipated that approximately 98% of passengers will possess passes. Income from fare collection is based on:
- a. 48 single journeys each weekday, 24 each Saturday.
  - b. £1 per passenger per single journey for 50 full days and 25 half days per year.
29. The Concessionary Bus Pass scheme will/will not apply to the Princes Risborough Community Bus scheme.
30. Income from hiring the bus has not been estimated. Likely charges are in the region of £4.50 per hour plus 90p per mile.

### **FUNDRAISING**

31. The cost of setting up the service, especially the cost of buying a bus, and its initial running costs are dependent on grants and donations made by public and private organizations both local and national.
32. Initial funding will be sought from the Lottery, SEEDA (including the Rural Access to Services programme), Help the Aged, Age Concern and the Community Transport Association (CTA). Local organizations and businesses will be invited to contribute to the cost of setting up the scheme and, to a lesser degree, to its future running costs.
33. A local charitable organization has shown keen interest in the scheme and may help it with a legacy which it has been bequeathed.

### **MILESTONES**

34. A Time/Activity chart is at Annex E. Key milestones are:
- |  |              |
|--|--------------|
| a. Appointment of Board of Trustees.           | 01 Jul 2008. |
| b. Applying for Company and Charitable status. | 01 Aug 2008. |
| c. Start recruitment of staff and volunteers   | 01 Oct 2008. |
| d. Order bus.                                  | 14 Dec 2008. |

- e. Staff and volunteer training complete. 06 Apr 2009.
- f. Launch service. 20 Apr 2009.

### **MARKETING PLAN**

- 35. The service will be promoted via:
  - a. The Risborough Area Forum.
  - b. Distribution of leaflets.
  - c. Parish Council magazines, (if permitted).
  - d. The RACA web-site.
  - e. Local newspapers, radio and, on inauguration, local television.

### **MONITORING AND EVALUATION**

- 36. The Board of Trustees will review the service at least quarterly to evaluate whether or not the service meets passenger needs and whether it can be improved upon. Passengers will be consulted by questionnaire at least once annually.
- 37. The Board of Trustees will monitor the financial situation monthly during the first year of operation and at least quarterly thereafter.

### **SWOT EVALUATION**

- 38. The Board of Trustees believe that they have analysed correctly the potential customer need and use of the proposed service based on the questionnaire replies.
- 39. The growing and aging population of Princes Risborough, Monks Risborough, Longwick and Loosley Row suggest that there will be an increasing need for a Community Bus service.
- 40. The Board of Trustees believe that together they have the management and organizational skills necessary to run the proposed Community Bus service, the accountancy experience to ensure financial integrity and the necessary fund-raising experience in the local community
- 41. Whilst every effort has been made to assess realistically the potential need for the service, it cannot be guaranteed that the replies made by people in their questionnaire will be reflected in their use of the service.

**PRINCES RISBOROUGH COMMUNITY BUS**

**PROPOSED ROUTES.**

1.Longwick  
Thame Road WDC Recycling Collection Site  
Chestnut Way  
Lower Icknield Way  
Summerleys Road  
Station  
Manor Park Avenue                    Loop Mileage .....7...  
Stratton Road  
Church Street.

2.Kingsmead  
Mill Lane  
Place Farm Way  
Dunsmore Ride  
Dunsmore Ave                            Loop Mileage .....3...  
Wellington Ave  
Shortborough Ave  
West Mead  
Wellington Ave  
Longwick Road  
Duke Street

3.Highfield Road  
Berryfield Road  
Northfield Road  
Eastfield Road  
The Crescent                            Loop Mileage.....3...  
New Road  
Oak Road  
Chestnut Road  
Ash Road  
New Road  
Duke Street

4.High Street SE  
Horns Lane  
New Road NW  
Duke Street                              Loop Mileage.....1.6...  
Church Street  
Stratton Road  
Manor Park Avenue  
Station

**PRINCES RISBOROUGH COMMUNITY BUS**

**BOARD OF TRUSTEES**

Mr Malcolm Maultby	Chairman
Mr John Coombes	Funding
Mrs Sue Coombes	Treasurer
Mr Chris Blanchard	Bus schedule and timetable.
Mrs Anne Edwards	?
?	Marketing.
?	All aspects relating to the bus itself.
?	Health and Safety.
?	Customer relations



**PRINCES RISBOROUGH COMMUNITY BUS**  
**INITIAL PROJECTED COST OF SETTING UP**  
**&**  
**FIRST YEAR RUNNING**

	<b>INCOME (£)</b>	<b>EXPENDITURE (£)</b>
Fare Collection/Concessionary Fare Scheme re-imburement	9900	
Bus Purchase		60000
VAT Recovery	10500	
Company Registration		400
Licence		250
Insurance		1700
Diesel		10550
Insurance – Public Liability		500
CTA Subscription		100
Driver Training (40 X £100)		4000
Vehicle Maintenance		1000
Administration		500
Vehicle Depreciation per annum		6,000
<b>TOTAL</b>	<b>20400</b>	<b>85000</b>

**PRINCES RISBOROUGH COMMUNITY BUS**

**PROJECTED INCOME & EXPENDITURE**

**SECOND & THIRD YEAR**

	<b>INCOME (£)</b>	<b>EXPENDITURE (£)</b>
Fare Collection/ Concessionary Fare Scheme re-imburement	26400	
Licence		500
Insurance		4000
Diesel		21100
Insurance – Public Liability		1000
CTA Subscription		200
Driver Training (5 per annum x £100)		1000
Vehicle Maintenance		2000
Administration		1000
Vehicle Depreciation (£6000 per annum)		12000
Fund-Raising & Hiring to Local Organizations	16400	
<b>TOTAL</b>	<b>36390</b>	<b>42800</b>