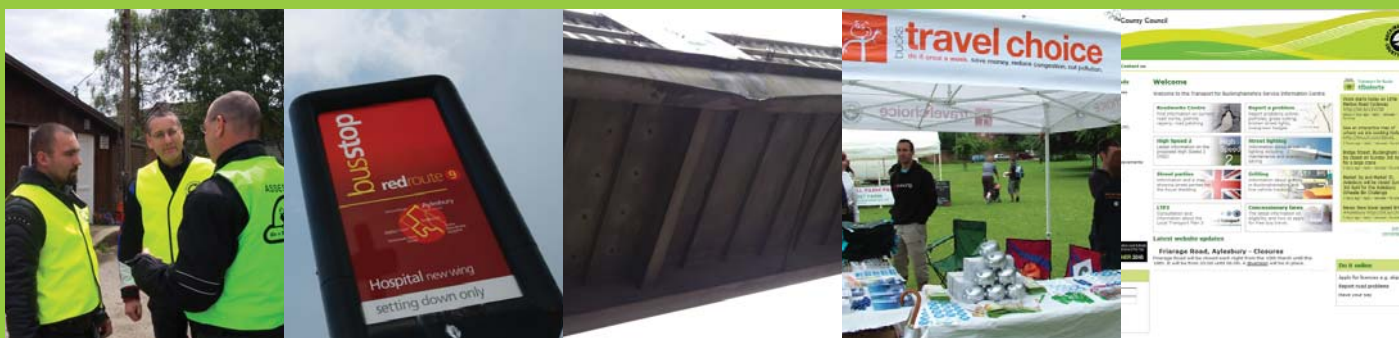




National Transport Awards 2011

**Transport Local Authority
of the Year**



Transport for Buckinghamshire



TRANSPORT LOCAL AUTHORITY OF THE YEAR 2011:

'Transport for Buckinghamshire'



Introduction:

Buckinghamshire County Council has experienced massive pressures during the past three years, including significant reductions in transport budgets, but despite this, the Council's transport service has achieved impressive results and taken efficiency to new heights.

Having a clear focus on Local Transport Plan priorities and targeting resources appropriately has been key to success, as has a massive step change in efficiency – achieved by a complete transformation of the service into a radical new public/private sector partnership.

The results speak for themselves and this bid for Local Transport Authority of the Year 2011 describes Transport for Buckinghamshire's journey during the last three years and the impressive results achieved to date.

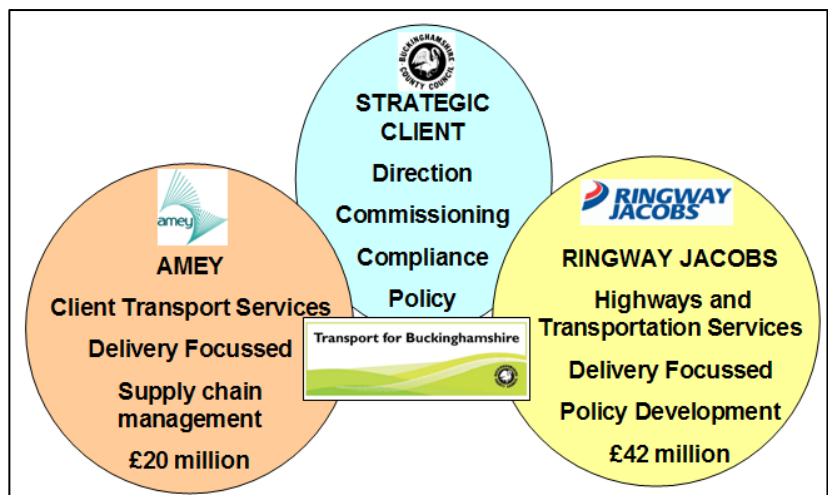
Transformation to create 'Transport for Buckinghamshire'

Transport for Buckinghamshire was created in 2008/09 and is a strategic public/private sector partnership between the County Council, Ringway Jacobs and Amey Plc – focussed on shared outcomes.

Creating Transport for Buckinghamshire required strong leadership in order to drive the massive change programme successfully and at the same time ensuring the delivery of high quality outcomes in sustainable transport.

The diagram shows the responsibilities of the three partners. The Council's strategic client is probably the 'thinnest' client team in the country – with only 5 members of staff (albeit at a senior level).

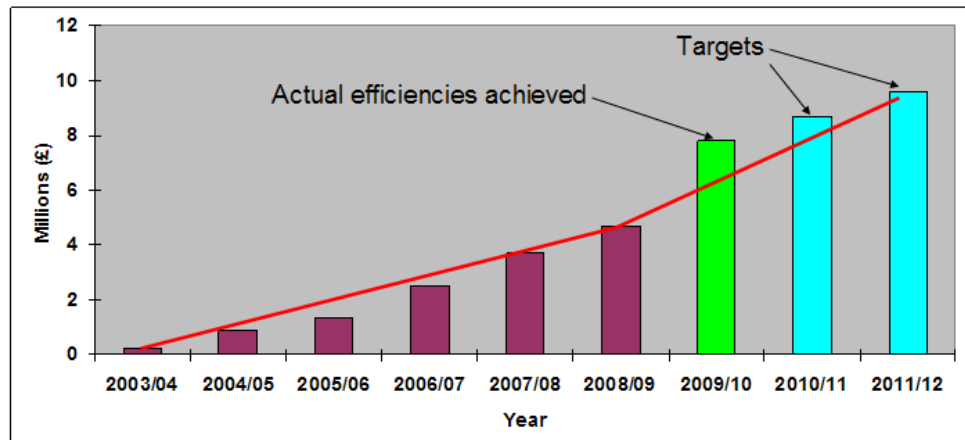
The effectiveness of the relationship was demonstrated recently in response to a major incident, when a footbridge spanning the A40 dual carriageway in Denham was seriously damaged by a passing lorry. Within 9 days of the incident, Transport for Buckinghamshire had removed the bridge and installed a fully functioning, permanent, pelican crossing. The work caused minimal disruption and generated lots of positive feedback (see our bid for Team/Partnership of the Year).



Efficiency savings:

It is worth mentioning the scale of efficiency savings achieved, because these are really impressive.

Between 2003 and 2008, £5 million of efficiencies had been made by the transport service. A further £5 million was required over the next three years to avoid service cuts. This was the catalyst to create Transport for Buckinghamshire and significantly



reduce overhead and back office costs. During the first year of operation, Transport for Buckinghamshire has already achieved a total of £5.1 million of revenue efficiencies (£3.1 million - transportation and highways and £2 million - home to school and social care transport) and a further £0.7 million in capital efficiencies. The graph shows the efficiencies within transportation and highways, but excludes home to school and social care transport, which if added, would make the graph even more impressive. The efficiencies savings have been audited.

Results:

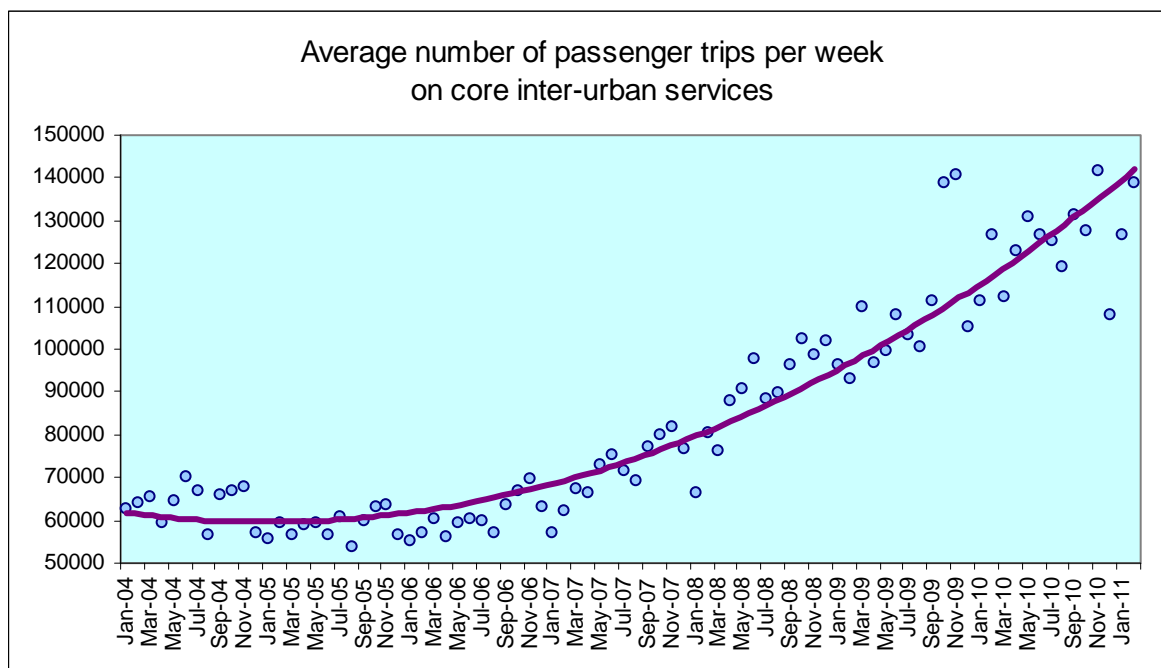
Along with the efficiency savings, we are proud to have delivered quality outcomes in sustainable transport – helping to support economic recovery and carbon reduction.

Bus:

We have seen steady bus patronage growth across Buckinghamshire. The graph below shows exponential growth on core inter-urban bus routes (further graphs for all bus services and our urban 'rainbow route' network are included at Appendix A - demonstrating similarly impressive results). The data is collected by the bus companies using wayfarer ticket machines, used for national indicator measurement.



Punctuality has increased by 10% (measured by GPS tracking) since the implementation of the "Bus Punctuality Partnerships" and "Route Improvement Partnerships" in 2009. The new NextBus website gets 5000 hits per week. Our flagship Line 280 service has seen a 26% increase in patronage in the last 6 months alone and we have many more equally impressive results for other bus routes (see our bid for Improvements to Bus Services).



Rail:

We work closely with Chiltern Rail to promote train travel, including the design and delivery of new infrastructure - a new parkway station north of Aylesbury, formally opened in 2009 and a new transport interchange at High Wycombe station, which opens in May 2011. The new facilities provide for all modes and are part of our joint strategy with the district councils to support economic growth in the two towns.



Using the most recent data supplied by the Office of Rail Regulation, rail travel has increased by 13% at Aylesbury station and 10% at High Wycombe and we are expecting further increases over time.

We are also taking a lead role with the development of East West Rail – a major rail scheme, supporting economic growth and sustainable travel, ultimately connecting Oxford and Cambridge, through Buckinghamshire and down to the Thames Valley and London.

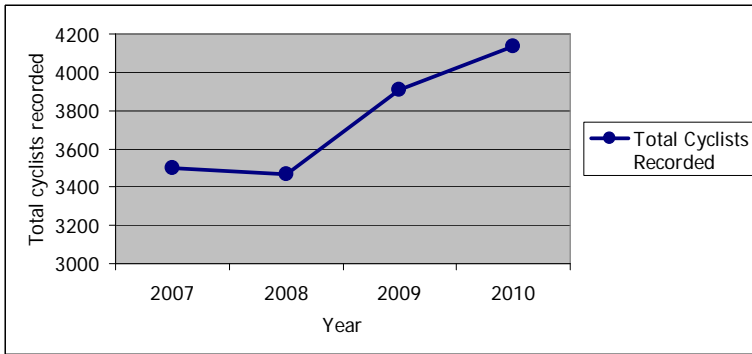
Cycling:

We have increased the number of people cycling – helping to reduce congestion, CO₂ and improve health. Aylesbury (one of the first Cycling Demonstration towns) now has nine dedicated gemstone cycle routes, which provide continuous high quality routes into the town centre – most of which has been completed since 2008. Our landmark ‘Bourg Walk’ Bridge and boulevard, completed in 2009 and situated on the ‘Pebble Way’ route, provides a direct link into the town centre, bus and railway stations.



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Aylesbury has seen an 18% increase in cycle trips (2007 - 2010) – as shown in the graph.



The number of bikes parked at the train station has increased by 35%. These results have been measured by automatic cycle counters and manual counts at the station.

Our cycling work has made a positive effect countywide where we have seen a 5% increase since 2007 – an excellent result, given

the largely rural and hilly nature of the County. We are also working with a local community group in Burnham to implement a cycling strategy in South Bucks as a legacy to the 2012 Olympics being held at the nearby Dorney Rowing Lake.

Travel Planning:

Our travel planning work with businesses and schools is contributing towards sustainable travel and helping businesses reduce their carbon footprint.

In 2008, a survey of businesses showed that 79% of employees travelled alone by car to work, with only 5% walking. The latest survey shows a massive improvement to 52% single occupancy car use, with a rise in cycling, car sharing and bus use. The figure for walking now stands at 18%, demonstrating the shift in mindset of commuters to adopt healthier ways to get to work.

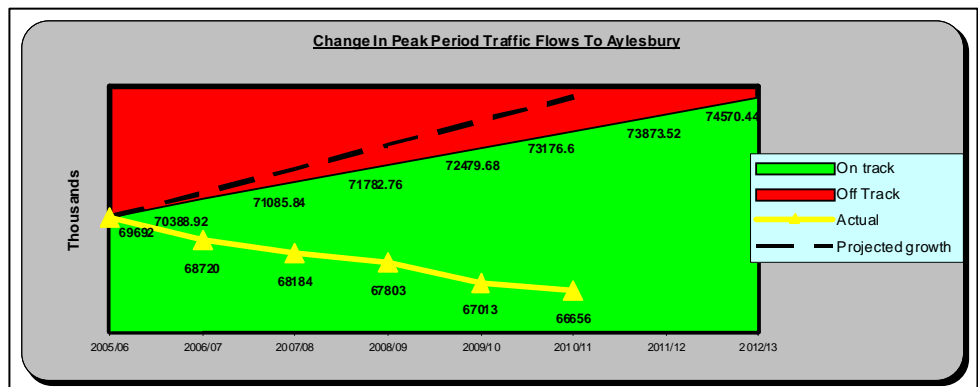


We measure the results using the itrace annual survey. We have similar positive results for school travel (see our bid for Travel Information and Marketing).

We launched 'Walk Wycombe' in 2010 in conjunction with the Primary Care Trust to encourage people to walk using a number of scenic routes, promoting the health benefits. We are now working with the PCT on further promotional campaigns.

We aim to do even more and have submitted a £5 million bid for Local Sustainable Transport Funding, jointly developed with businesses.

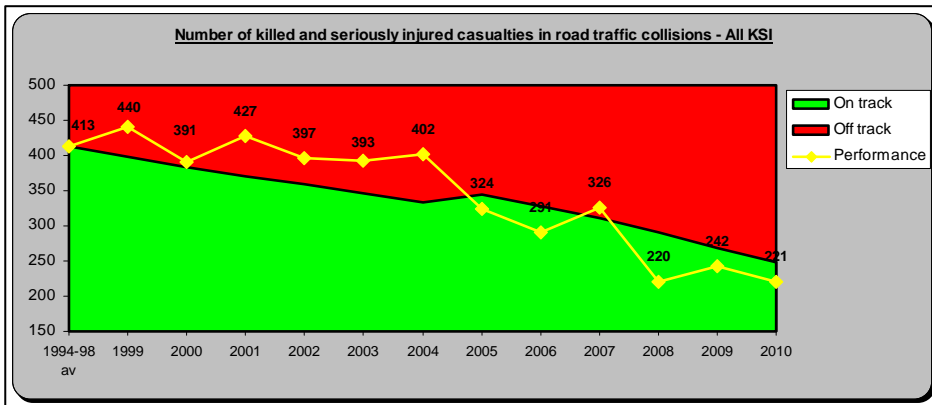
By promoting sustainable travel we have seen significant reduction in peak hour car travel in our two main towns (High Wycombe and Aylesbury). We believe this reduction is faster than national and regional



levels. The yellow line in the graph shows traffic flow in Aylesbury reducing year on year (Appendix B includes a similar graph for High Wycombe). We measure the results using automatic traffic counters.

Road Safety:

We have reduced injuries on Buckinghamshire's roads - meeting the national 2010 casualty reduction targets one year early.



The graph shows the reduction in Killed and Seriously Injured casualties (Appendix C shows similar positive results for Child KSI's and Slight injuries). The data is supplied by Thames Valley Police.

Our results have been achieved through a comprehensive approach - local safety schemes, education, training and publicity, targeting 'at risk' groups, our countywide speed limit review and supporting the local communities with, for example, 'Community Speed watch' (see our bid for Road Safety, Traffic Management and Enforcement).

... and we have just learned (April 2011) that EURORAP (European Road Assessment Programme) is reporting in its latest annual assessment, the A4128 route from Great Missenden to High Wycombe in Buckinghamshire is the most improved route in Great Britain in terms of road safety.

The 'Big Society' and localism:

We have a good track record of working with local communities.

One example is the Princes Risborough community bus – launched by the Town Council in 2009, running to a timetabled service using volunteer drivers, addressing local accessibility problems. We supported this project with technical advice and funding to kick-start the scheme – which is now self sufficient and successful. We are now encouraging other communities to consider doing likewise.

We have also commenced an innovative community transport project called 'Go Bucks'. This will coordinate a number of currently separate transport operations (e.g. car clubs, dial a rides, non emergency patient transport, community buses, 'wheels to work', home to school, social care transport, etc) creating an accessible, one stop shop for people who want transport. We see this project helping to provide better access to jobs and services, supporting economic recovery.



Carbon emissions:

Our CO₂ footprint from our operations is reducing. Along with launching a new, more fuel efficient, fleet of maintenance vehicles, a 'Masternaut' system has been installed on all

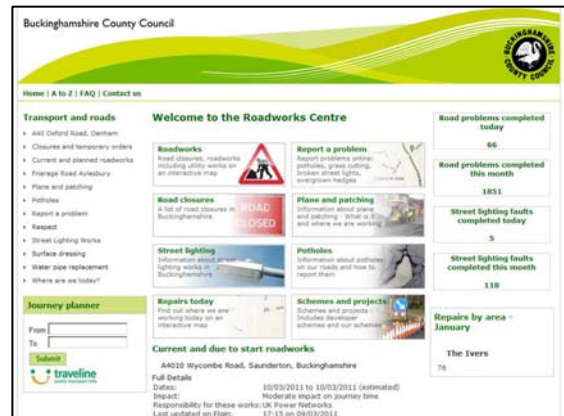
vehicles to track and monitor vehicle mileage and driving efficiency. The system is capable of identifying poor driver behaviour that leads to increased fuel consumption.

We have invested £500,000 in new technology and converted all our traffic signals to LED, saving 350 tonnes of CO₂ and £60,000 in energy annually. We have expanded our original streetlight switch-off project, to 'part night lighting' and 'light dimming' projects in urban areas.

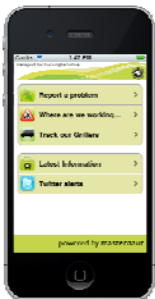
This work, along with the growth in bus use, cycling, walking and efficient routing of home to school and social care transport is helping reduce emissions and keeping us firmly on track to meet our target to reduce CO₂ by 4% by 2012.

Innovation:

We always look to find innovative and cost effective solutions to problems. One of our biggest challenges is meeting public expectations and we believe good communication plays a key role in this. In the winter of 2009 we were receiving a large number of calls and negative publicity, simply because people were finding it difficult to access information on how services were affected by the snow.

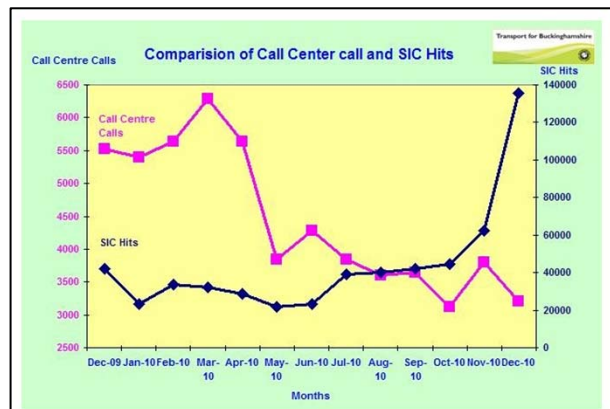


To address this, we designed a (www.transportforbucks.net) - a purpose built website to promote the entire service online. The public can receive up-to-date information on, for example, where we are working, our future programme and transport policy. We also launched a TfB 'app' to further increase public access and communication with our services.



We are now seeing fewer phone calls coming into the contact centre (see graph), a reduction in negative media and also positive feedback from the public.

Service Information Centre (SIC)



In March 2011, we successfully implemented a £4 million Urban Traffic Management Control System in Aylesbury.

With this in place, our traffic monitoring, management and information dissemination capabilities have been significantly enhanced and will support improvement of journey time reliability, tackling of air quality and the overall improvement in journey experience.

Staff – our most important asset:

Throughout our journey over the last three years, it has been important to fully support staff. Our results demonstrate their dedication and commitment in delivering quality outcomes and we celebrate individual and team success monthly – however large or small the achievement.

Working with the private sector is providing opportunities to gain commercial sector experience (and vice versa) and participate in joint training and development programmes – all of which is helping develop staff competencies.

We are now measuring our overall progress as a ‘business’ against the ‘European Foundation for Quality Management’. Our first year score is higher than average with strong performance in ‘Policy and Strategy’, ‘Customer Results’ and ‘Key Performance Indicators’.

The future:

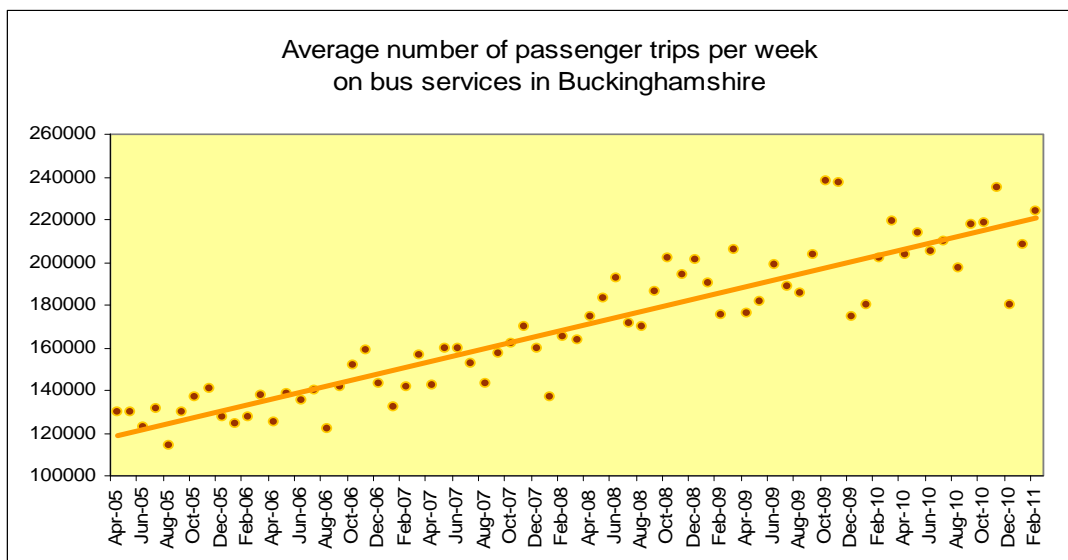
The results that we have achieved over the last three years, in the face of immense pressure and significant transformational change, demonstrate the success of Transport for Buckinghamshire. We now are moving forward on delivering the aspirations in our new Local Transport Plan (published in April 2011) helping us to focus further on supporting economic recovery and carbon reduction.

The recent government changes to transport capital funding (now 100% grant) will enable us to increase the positive impact of our sustainable transport work. Road and pavement repairs, in particular, will see a significant improvement - in response to the public who rank this as a top priority.

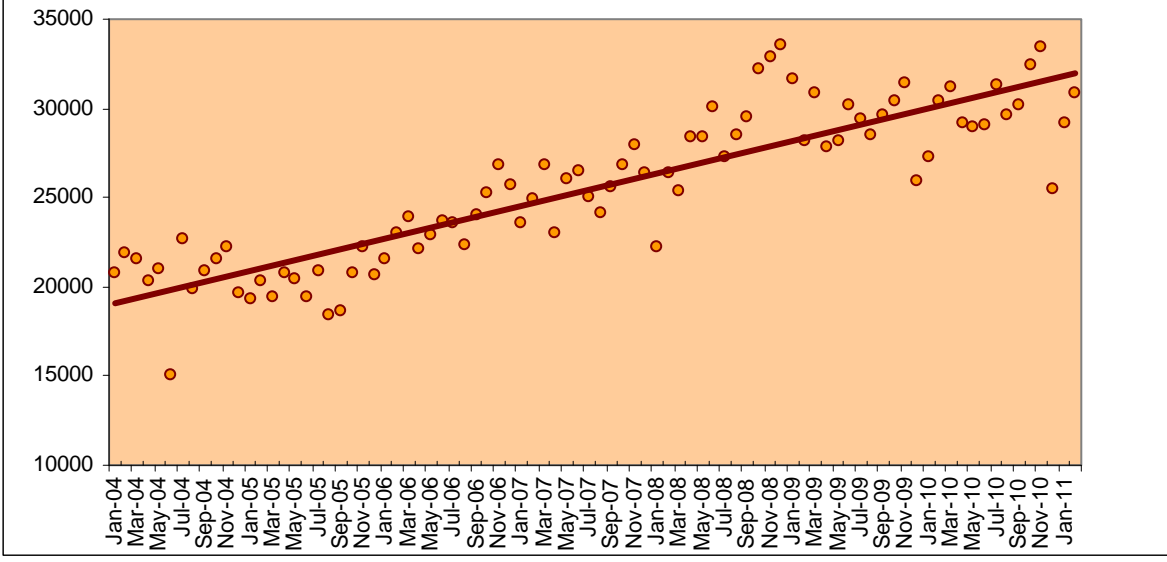
It can be truly said that TfB has delivered ‘far more with considerably less’ and we are not complacent and are continually seeking to find more innovative, efficient and effective ways of delivering transport services

26th April 2011

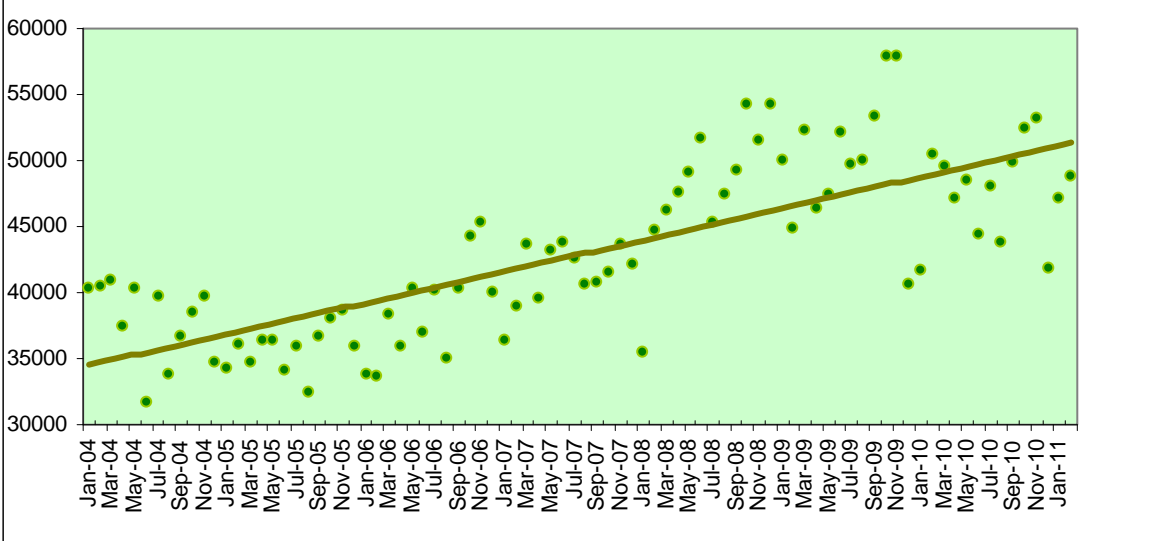
Appendix A – Bus Patronage



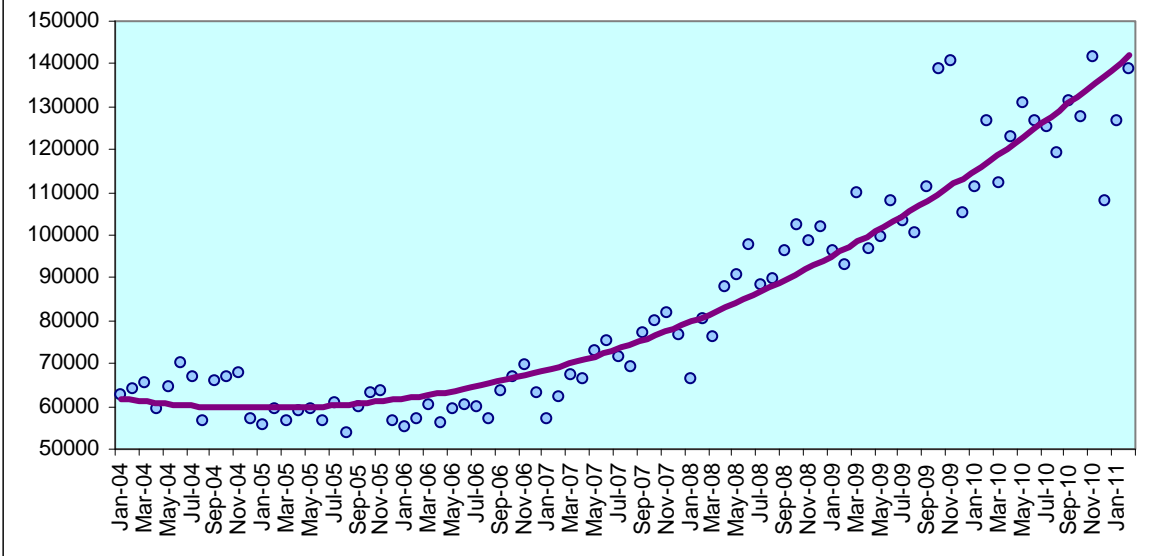
Average number of passenger trips per week on Aylesbury rainbowroutes services



Average number of passenger trips per week on Arriva's High Wycombe rainbowroutes services

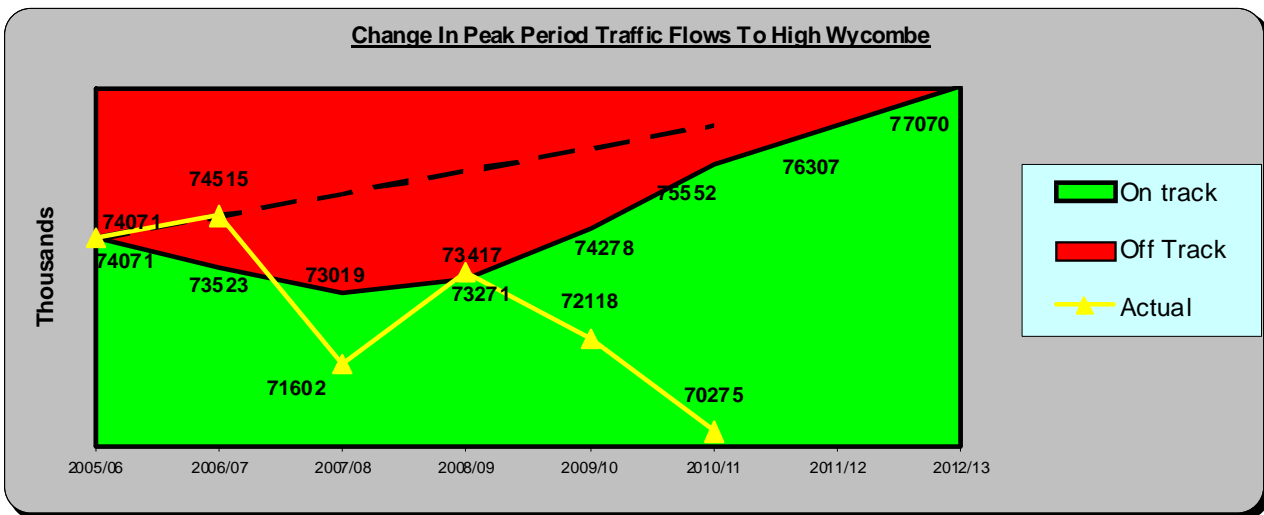


Average number of passenger trips per week on core inter-urban services

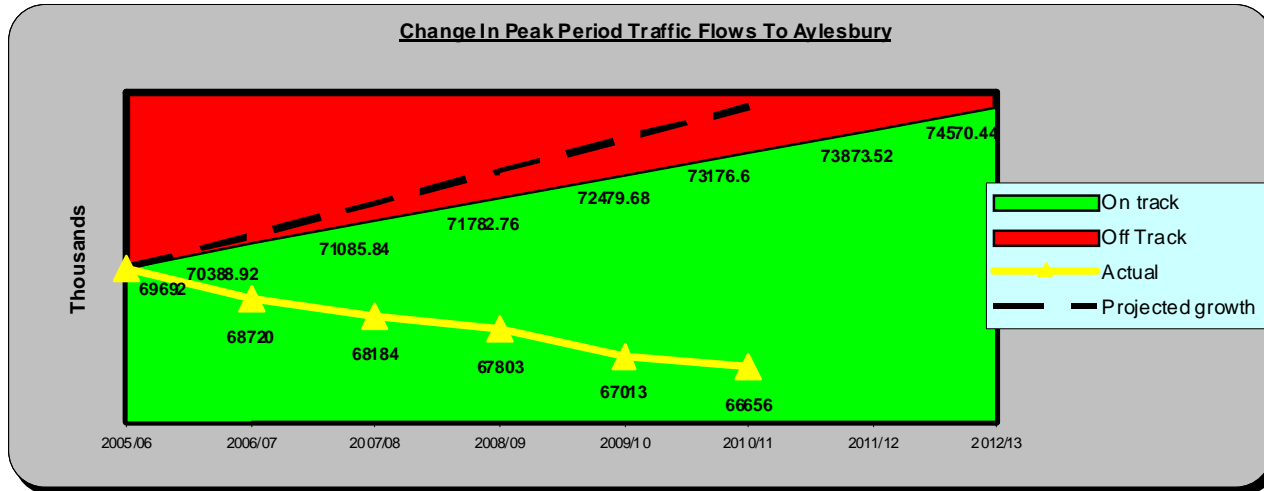


Appendix B – Peak Hour Traffic

Change In Peak Period Traffic Flows To High Wycombe



Change In Peak Period Traffic Flows To Aylesbury



Appendix C – Casualty Reduction

