

# Service 700 Quality Bus Partnership

January 2006

If you would like a copy of this publication in another format (audio, Braille, large print, another language) please contact Highways and Transport  
West Sussex County Council, The Grange, Tower Street,  
Chichester, West Sussex, PO19 1RH  
Telephone 01243 777544  
email [env.dev@westsussex.gov.uk](mailto:env.dev@westsussex.gov.uk)  
[www.westsussex.gov.uk](http://www.westsussex.gov.uk)

Designed by West Sussex County Council,  
Environment and Development, Design and Cartography.  
Kieran Stigant, Director of Environment and Development  
January 2006



**KEY OBJECTIVES**

The service frequency long-term objective should be not less than 15 minutes Monday to Saturday daytime and half hourly evenings and Sundays along the whole route.

At key stops and along the route the following will be provided:

- Shelters and seats
- Accurate information
- Real time information (and on board vehicles)
- Accessible waiting facilities
- Bus Priority Measures

In addition, electronic passenger information will be provided at all major interchanges and bus priority measures will be provided at key junctions.

**PARTNERSHIP TARGETS AND PERFORMANCE INDICATORS**

<b>Patronage growth</b>	50% in 5 years (monitored by on bus surveys and ticket machine data)
<b>Reliability standards</b>	95% of buses must operate within 6 minutes of the stated timetable, unless traffic congestion or other circumstances beyond the control of the partners prevail. (Monitored by on street surveys and Real Time Information/Automatic Vehicle Location Systems)
<b>Customer Complaints</b>	To determine the proportion of customers satisfied by the service and strive toward a steady and verifiable growth in this level of satisfaction. (Monitored by on and off bus customer surveys)
<b>Cleanliness</b>	9 out of 10 buses inspected are clean to agreed standards (Monitored by on bus surveys)

Service 700 Quality Bus Partnership

Memorandum of Understanding

January 2006



### Overall objectives

The Quality Bus Partnership is a statement of the intent agreed by a range of partners working together to develop measures to enhance the Route 700 along the south coast. This will meet the strategic needs of the partners to the agreement and provide an improved quality bus environment for passengers.

This joint working will initially take the form of a voluntary quality partnership. Partners may in due course review and develop this voluntary agreement into a Statutory Quality Partnership, if that is their wish, which will then be subject to legal enforcement.

All members of the Partnership agree that this Memorandum is not intended to be legally binding upon the members and that the failure of a member to fulfil any provision of this agreement will not be ground for action by another member for breach of contract, damages or otherwise by virtue of this memorandum of agreement.

### Objectives of Service 700 Quality Bus Partnership

The main objective of this Quality Partnership is to increase the number and proportion of journeys undertaken by public transport along the entire route of Service 700 between Portsmouth and Brighton through co-ordinated and shared working between the signatories.

### Length of initial partnership

It is intended that the signatories to this agreement remain in the Quality Partnership from the date of signing for at least 5 years. Annually, the partnership should be reviewed to ensure that it is still focussed and relevant, and by year 4 it is intended that the partners will be in a position to agree to extend the period of joint working.

The partners to this agreement are:

Adur District Council  
 Arun District Council  
 Brighton and Hove City Council  
 Chichester District Council  
 Hampshire County Council  
 Havant Borough Council  
 Portsmouth City Council  
 Stagecoach South  
 West Sussex County Council  
 Worthing Borough Council

### Local Authority Responsibilities (continued)

policies and engineering designs and in accordance with the Disability Discrimination Act and subsequent Regulations.

To provide and maintain enhanced shelter and waiting facilities through the existing agreements with commercial shelter providers and through other funding sources, including good seating and lighting at identified stops. Local District, City and Borough Councils will have the primary responsibility for bus shelter maintenance. The provision of any new bus shelters will not necessarily be the responsibility of these Councils as any additional infrastructure provision could be funded through the planning process via section 106 developer contributions.

To maintain a budget for marketing and information initiatives in the Quality Bus Partnership service.

### Stagecoach South's Responsibilities

To fund, acquire and maintain modern, suitable, fully accessible, low emission new vehicles and to permit the installation and maintenance of on-board Real Time Information and Automatic Vehicle Location system equipment as may be provided by the Local Authorities. As part of this the operator must ensure that if vehicles are replaced within the duration of the Quality Bus Partnership, similar specification buses are provided and any equipment funded by the local authorities for this service is transferred.

In conjunction with local train operators, provide improved bus/rail interchange and through/integrated ticketing. To introduce and fund ticketing innovations at an early opportunity and to investigate the business case for the introduction of Smartcard schemes.

To maximise revenue opportunities through patronage growth rather than price increases.

To maintain a budget for marketing and information initiatives throughout the Quality Bus Partnership route.

To keep service frequencies under close review and, where the demand is forecast, to design and provide enhanced service frequencies.

To provide effective management, monitoring and control of the Service 700.

To commit resources to staff training and passenger care including disability awareness and equality training, the provision of a Customer Care Charter and the publication and sharing of customer service standards and statistics with other partners, bearing in mind any commercial confidentiality.

To provide high standards of vehicle cleanliness including periodic inspection and appropriate remedies when vehicles are in service

## DETAILED SCHEDULE

### All partners' responsibilities

To support and develop new initiatives to encourage greater use of public transport including the introduction and enhancement of travel plans throughout the route and within Local Development Framework (LDF) policies.

To contribute to the on-going local authority Information Strategies and to disseminate information on bus services as widely as possible along the route of service 700.

To co-ordinate developments and generally liaise with each other through designated/nominated individuals as points of contact.

To enhance overall passenger comfort, security and well being throughout the journey and to consider the environment of the approach and surroundings of major bus stops, to enhance the total journey experience.

To deal with comments received on the bus service in an efficient and appropriate manner

To agree an effective and meaningful monitoring system for the service and facilities provided by the partners

To agree a sharing of patronage data subject to commercial confidentiality conditions.

To seek wherever possible financial contributions and sponsorship towards the objectives, establishment and operation of the Quality Partnership.

To provide clear, concise and accurate passenger information via various media. To take account of national initiatives being developed for the dissemination of passenger information, and to ensure that information about new services, and changes to existing services, is widely available at least two weeks prior to their commencing.

### Local Authority Responsibilities

To ensure that provision for the bus service, information and facilities are taken into account in relevant planning consents.

Local authorities to fund, provide, develop and maintain at key stops and where required Real Time Information, Automatic Vehicle Location and Selective Vehicle Detection Systems, including on vehicle equipment and systems. Authorities will aim to ensure that their RTI systems are compatible with each other.

To review and enhance traffic management schemes and parking policies to encourage bus patronage, to provide bus priority and to reduce journey times through the provision of suitable bus priority measures, Traffic Regulation Orders and signal detection systems.

All authorities with Local Authority Parking Enforcement powers will ensure effective enforcement of Traffic Regulation Orders, including bus stop clearways, bus lanes and bus priority measures. Other authorities will actively encourage this to happen.

To improve and facilitate the development of and access to integrated modal interchange facilities, incorporating the needs of pedestrians and cyclists.

To encourage bus/rail integrated ticketing schemes and ticketing innovations, including Smartcards.

To establish regular dialogue with the operating company including consultation on traffic planning issues, hours of service operation and service changes / enhancements having due regard to commercial confidentiality.

To ensure that a strategy for providing appropriate levels of revenue support for the route 700 bus service is determined, and reviewed regularly, and to extend hours of operation e.g evening service.

To maintain efficient concessionary fares schemes, which seek to address local and cross boundary travel demands

To provide, develop and maintain appropriate accessible infrastructure through the implementation of planning and transport

### Scope and Vision

The Quality Bus Partnership is an essential element in delivering an integrated transport strategy across the South Coast, which will be further developed within the second round of Local Transport Plans. It will also complement the recently published Area Transport Plans in West Sussex, Punctuality Improvement Partnerships, Highway Agency policies for the A27 and the Department for Transport's vision for the development of all rail services in the region.

Through this Quality Bus Partnership, the partners aim to provide incremental improvements to local passenger transport through the development of bus service, information and infrastructure.

### The objectives are:

- 1) To reduce traffic growth by increasing the use of public transport relative that by the private car.
- 2) To achieve passenger growth by improving the quality of the service 700 route and raise the status of bus travel in the area by meeting a greater proportion of the community's travel needs.
- 3) To assist the achievement of defined and agreed targets contained within Area Transport Plans; County Local Committees; Local Development Frameworks and Structure Plans.
- 4) To plan and provide (within the constraints under which the partners operate) a bus service that is reliable, economic, inclusive, accessible and focussed upon passenger needs and integrated with all other modes of transport.
- 5) To ensure the provision and maintenance of a high quality operating environment by developing and implementing modern infrastructure schemes and information systems which will enhance the operation of the service.
- 6) To create a safer travelling environment, widen travel choice and reduce congestion and pollution.
- 7) To enhance the economic vitality of the South Coast
- 8) To integrate transport and land use planning to secure greater sustainability in meeting local transport movement needs.

The partners agree that these objectives are best promoted through an approach in which each party makes a voluntary commitment to co-operative working and a detailed management programme outlining specific responsibilities and actions. Working within this framework, each partner agrees to use its best endeavours to reach agreement on an action plan and investment programme. This would then be implemented in a co-ordinated manner (recognising potential constraints outside each partner's control) and measured through a series of performance standards as appended.

**COMMITMENT STATEMENT AND SIGNATURES**

We, the undersigned, hereby confirm our commitment and support to the new Quality Partnership for Service 700 as set out in this document:

*Signed:* *Date:*

	.....	.....
	.....	.....
	.....	.....
	.....	.....
	.....	.....
	.....	.....
	.....	.....
	.....	.....
	.....	.....
	.....	.....