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BUS SERVICE IMPROVEMENT PLAN (BSIP) 2021-2026



SECTION 1 – OVERVIEW

1.1 Context and BSIP extent

1.1.1 This Bus Service Improvement Plan covers the whole of the Medway Council area, for which there will be a single Enhanced Partnership.

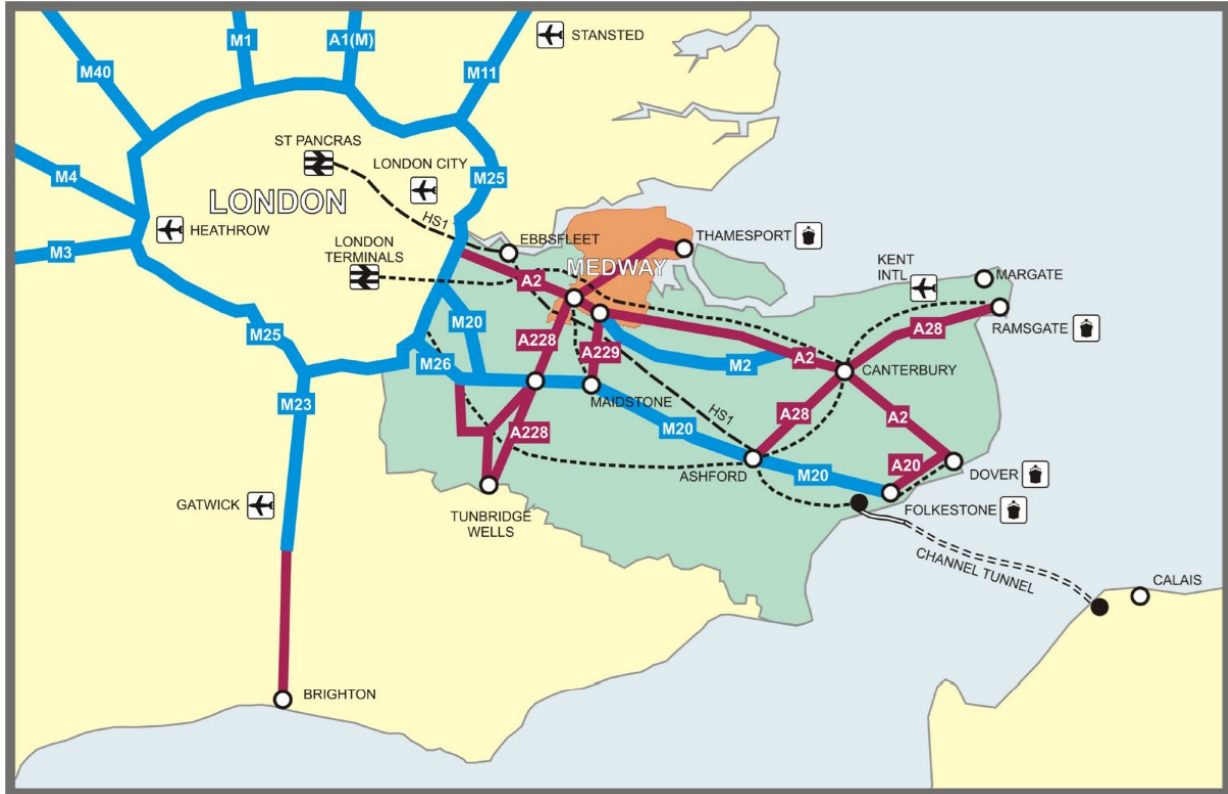


Fig 1- Location of Medway

1.1.2 It is not intended to cover services which are excluded from the English National Concessionary Travel Scheme, even where these may be registered as local bus services in the Medway area.

1.1.3 We are working collaboratively with our colleagues at Kent County Council, who are producing a BSIP for their own area. However, our plans remain separate for a number of reasons:

1. Only a handful of routes offer inter-urban cross-boundary travel.
2. Although the Medway/Kent boundary cuts through the Lordswood and Walderslade areas, with one exception, services crossing this boundary in the contiguous urban area are effectively short extensions of Medway-focussed routes.
3. Medway is primarily an urban area with a small rural hinterland; Kent is a large rural county with a plethora of widely dispersed urban settlements.
4. Medway's socio-economic make up is considerably different to that of Kent as a whole. It is a lower wage economy, while more than 35% of jobs are in lower skilled categories, compared to under 30% in Kent, and even fewer in the wider south east (*source: ONS annual population survey via nomisweb.co.uk*). Indices of Multiple Deprivation are much poorer in Medway than in Kent (see appendix 1).

5. As a unitary authority, Medway Council has certain powers that are not available to Kent County Council. These enable Medway's BSIP to include measures around bus shelters, off-street parking, street cleaning and planning policy, which are directly under this council's control. Kent also delegates some functions to districts, including parking enforcement, which in Medway is managed directly.
6. There are some widely differing policies e.g. current youth fares (cheaper in Kent) real time information displays (largely abandoned in Kent) which would lack consistency within a unified BSIP.
7. If funding granted is less than that bid, there would need to be a complex political process to determine how the reduction is shared between the two authorities. This will slow the delivery phase for both authorities.

1.1.4 We remain committed to working closely with our colleagues at Kent, as we always do. For example, some cross-boundary contracted services are managed by Medway, and others by Kent, with each authority contributing funds proportionate to the service mileage in their area. We share a number of systems, e.g. the local Traveline team, the Kent & Medway Connected smartcard, however do not think that a single BSIP is appropriate in this instance.

1.1.5 We acknowledge that this places a small extra burden on operators in Medway who will have to participate in two separate BSIPs, but we strongly believe our approach is the right one, for both Kent and for Medway to tailor their plans to their particular circumstances.

1.2 Review procedure

1.2.1 We anticipate that this first Bus Service Improvement Plan will be in operation until 2026 which will dovetail with the current third Local Transport Plan.

1.2.2 This Bus Service Improvement Plan will be reviewed every six months, and formal changes made annually, to feed into proposals contained within an Enhanced Partnership Plan.

1.2.3 We will use our existing quarterly Bus Operators Meetings (described in section 2), or arrange for additional meetings, to agree changes between the council and operators.

1.2.4 Full details of governance will be included within the Enhanced Partnership Plan, as required by legislation.

1.3 Alignment with wider Local Transport Plan

1.3.1 The current Medway Local Transport Plan covers the period from 2011-2026. It has five overarching priorities which cover many of the aims of a Bus Service Improvement Plan.

- Supporting Medway's regeneration, economic competitiveness and growth by securing a reliable and efficient local transport network
- Supporting a healthier natural environment by contributing to tackling climate change and improving air quality

- Ensuring Medway has good quality transport connections to key markets and major conurbations in Kent and London
- Supporting equality of opportunity to employment, education, goods and services for all residents in Medway
- Supporting a safer, healthier and more secure community in Medway by promoting active lifestyles and by reducing the risk of death, injury or ill health or being the victim of crime

1.4 Key congestion hotspots listed in the LTP

1.4.1 Although it is 10 years old, the list of congestion hotspots contained within the LTP largely coincides with those that have been highlighted by local bus operators.

- A229 gyratory junction with former Mid Kent College, Horsted, Rochester
- A2 Corporation Street junctions with The Esplanade & Gas House Road, Rochester
- A2 junctions and link between Chatham Hill and Canterbury Street junctions, Gillingham
- A2 junction with Canal Road, Strood
- A289 link between Four Elm roundabout and Medway Tunnel including Sans Pareil and Anthony's Way roundabouts and exit from Medway City Estate, Strood
- A2/A228 Strood town centre
- A228 junction at Darnley Arch Bridge, Strood
- A2 Star Hill junction with A229 City Way roundabout, Rochester
- A231 Dock Road junction with Wood Street roundabout, Gillingham
- A278 junction with Sharsted Way/Wigmore Road, Wigmore
- A2 junction with Mierscourt Road, Rainham
- A2 junctions with A278 Hoath Way & A289 Ito Way, Gillingham
- B2004 link through Lower Rainham

1.4.2 All bar the first and last have been identified as impacting on bus services, with particular emphasis placed on Strood town centre and its approaches, and the A2 corridor between Rainham and Chatham. In addition, congestion issues within Medway Maritime Hospital spill out and affect a wider area.

1.4.3 The impact of congestion has a negative effect on bus operator costs and the attractiveness of bus is not really covered. Recent trends in congestion require operators to add in additional peak resource which in turn not only slows down journeys but adds additional cost into the business which could have been reinvested in customers.

1.4.4 Conversely, a reduction in bus journey times through bus priorities can be re-invested in extra journeys. A saving of 2 minutes would enable the same number of buses that are needed to run every 12 minutes to run every 10 minutes - a 20% increase in service levels.

1.5 Public Consultation with LTP

1.5.1 Public concerns obtained from consultation within the LTP included:

- Efficient, reasonably priced, well-linked and timely public bus service from early morning to late evening
- Improvements in bus driver behaviour to passengers
- Ensuring that buses run on time
- No through service, it's a slow process having to change buses at Chatham
- Electronic bus display times should reflect the times of the buses arriving
- More buses at peak times
- The need for more park and ride locations
- Better access across the river

1.5.2 Bus operators contributed to the current Local Transport Plan, and even without an Enhanced Partnership, would have been expected to make input into its successor.

1.5.3 During the period covered by the LTP, we have delivered:

- A westbound bus lane and traffic signal priority on Corporation Street, Rochester.
- New bus stops have been established close to the relocated Rochester railway station, including pelican crossings to enable passengers to cross the road easily.
- Relocation of the principal eastbound bus stop in Strood town centre, now much closer to the retail core.
- Traffic restrictions on the approach to Chatham town centre, giving buses better access.



Corporation Street Bus Lane and Bus Advance signals

1.6 Passenger numbers

1.6.1 Steady growth until 2011/12 has since reversed, although appears to be stabilising. Figures for 2019/20 were partly affected by the start of the Covid pandemic, without which the year may have recorded passenger growth compared to 2018/19.

Year	Total	Year on year change
2004/05	8,288,927	-
2005/06	8,541,020	3.04%
2006/07	8,992,911	5.29%
2007/08	9,179,856	2.08%
2008/09	9,261,812	0.89%
2009/10	9,299,383	0.41%
2010/11	8,573,927	-7.80%
2011/12	9,488,188	10.66%
2012/13	9,272,676	-2.27%
2013/14	9,032,102	-2.59%
2014/15	8,676,271	-3.94%
2015/16	8,709,267	0.38%
2016/17	8,902,079	2.21%
2017/18	8,383,939	-5.82%
2018/19	8,060,018	-3.86%
2019/20	8,022,306	-0.47%

Medway Bus Patronage (Source: operator submissions to Medway Council)

1.6.2 Similar Department for Transport figures (Table Bus 0109a) show that although Medway has lost bus patronage over the period 2009/10 to 2019/20, the decline has not been as steep as the global figure for England (excluding London). Medway lost only 14.19% of passengers, compared to 16.68% nationally in England.

1.6.3 The reasons for patronage loss are not unique to Medway, and include:

- Reduction in the frequency of commercial services.
- Increasing journey times because of congestion.
- Parking charges and initiatives that encourage car use.
- Changes in shopping habits, particularly the growth in on-line shopping, and loss of major department stores in Chatham and Gillingham.
- Changes to ENCTS eligibility.
- Changes in working patterns, for example working from home.
- Complicated fares and perceived poor value for money.

1.6.4 Similar patterns of decline can be seen in London and Kent, especially when measured in the number of journeys per head.

Year	England	London	South East	Medway	Kent
2009/10	88.4	281.8	39.1	35.6	40.2
2010/11	87.7	281.5	39.4	34.3	40.2
2011/12	87.4	283.2	39.8	35.2	40.1
2012/13	85.4	278.6	39.6	33.6	40.7
2013/14	86.7	283.3	40.4	32.9	41.7
2014/15	85.2	276.8	40.0	32.5	38.3
2015/16	82.3	264.3	39.5	31.8	36.8
2016/17	80.3	254.9	39.3	31.2	36.8
2017/18	78.2	252.2	38.4	29.4	35.4
2018/19	76.9	246.7	38.0	29.7	34.0
2019/20	72.3	233.3	36.2	28.5	32.5
10-year change	81.80%	82.78%	92.69%	80.16%	80.73%

Passenger journeys per head of population (Source: DfT Public Service Vehicle Survey Table 0110)

1.6.5 Medway has a higher-than-average share of people commuting by public transport for urban South East England, as recorded through the 2011 census. A sizeable part of this can be attributed to London-bound commuters, using both rail and coach.

The figures for bus are slightly lower in the urban area, but as the census only records main method of travel, those commuters who use a bus to reach a railway station are not recorded. We therefore believe that the bus mode share is higher than shown.

Mode share for bus in Medway's rural area is higher than the average for rural South East England.

	Medway urban city and town	SE England urban city and town	Medway rural	SE England rural
Work mainly at or from home	3.53%	5.54%	4.57	10.44%
Underground, metro, light rail, tram	0.23%	0.31%	0.17	0.33%
Train	9.28%	6.51%	5.73	6.79%
Bus, minibus or coach	4.86%	5.26%	3.09	1.92%
Taxi	0.35%	0.45%	0.33	0.18%
Motorcycle, scooter or moped	1.09%	0.84%	1.36	0.77%
Driving a car or van	62.21%	59.66%	73.44	65.94%
Passenger in a car or van	6.28%	5.05%	5.02	3.87%
Bicycle	1.18%	3.48%	0.87	1.61%
On foot	10.46%	12.24%	4.91	7.40%
Other method of travel to work	0.54%	0.65%	0.51	0.75%

Mode share for travel to work, 2011 (Source: Nomis <https://www.nomisweb.co.uk/>)

NOTE: These figures are for people in employment only.

SECTION 2 - CURRENT BUS OFFER TO PASSENGERS

2.1 Medway – the area

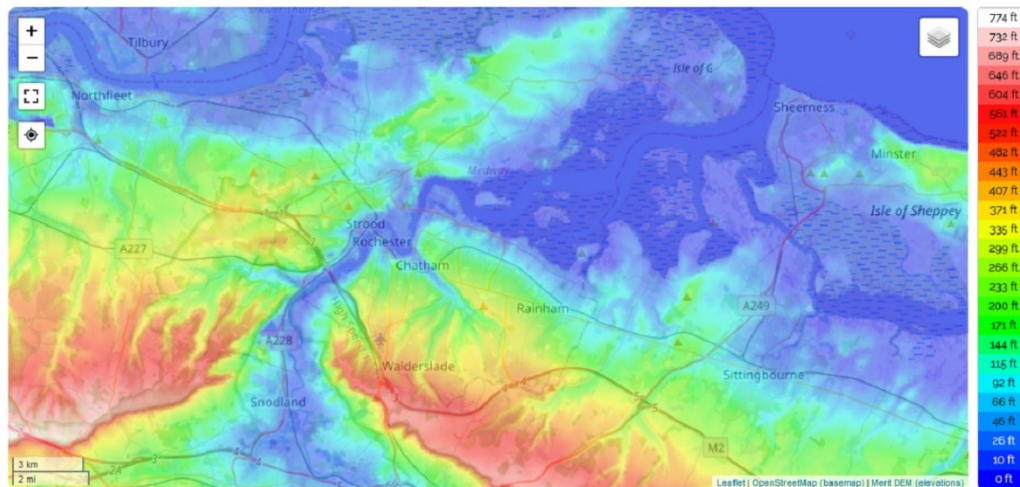
- 2.1.1 The Medway Towns are a polycentric conglomeration of five towns, Strood, Rochester, Gillingham and Rainham, with Chatham at the centre.
- 2.1.2 The topography of the area presents challenges to the transport network, including the barrier of the River Medway (just two crossing points for local users) and a hilly hinterland to the south, rising up to over 175m (500ft) and more reminiscent of the valleys of South Wales or towns either side of the Pennines. To the north is the Hoo Peninsula primarily composing of smallish villages, and industrial areas amongst areas of significant wildlife importance. To the south are the Medway Valley villages of Cuxton and Halling
- 2.1.3 As of 2019 the Medway’s population stood at 278,000, which makes the population of Medway larger than places such as Brighton & Hove, Hull, Southampton, and Norwich for example, but without the same retail punch.

Medway

Source: topographic-map.com

Topographic maps > United Kingdom > England > Medway

Click on the map to display elevation.

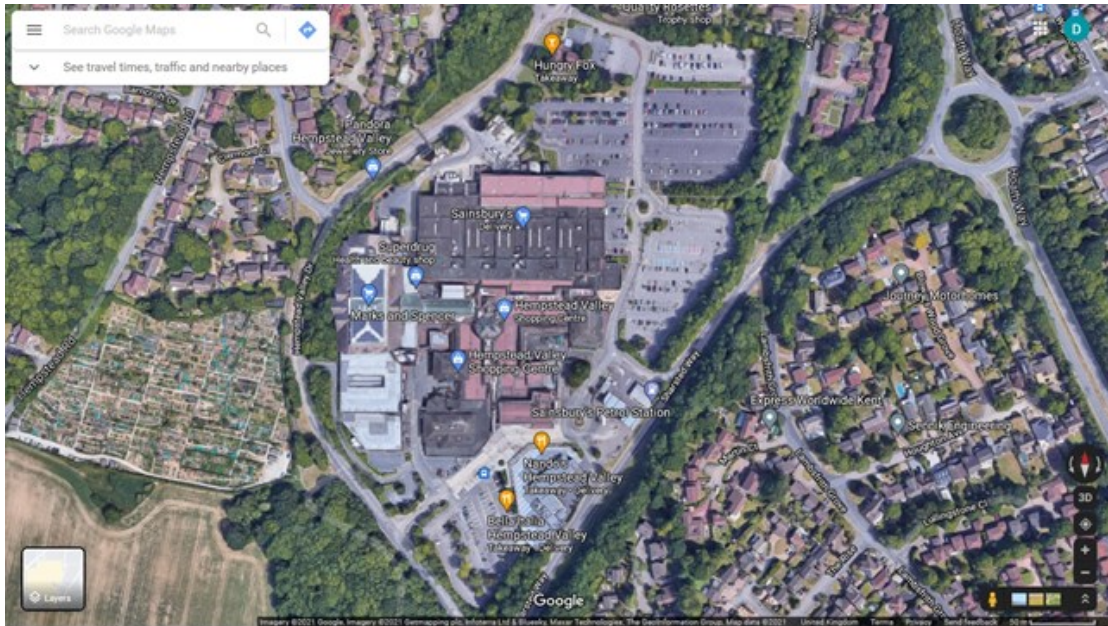


Topographic map of the Medway area



Steep gradients in Chatham

- 2.1.3 Unusually for south east England the area was heavily reliant on industrial employment, which has declined markedly since the closure of the Royal Navy's dockyard in 1984. Planning policies of the time established alternative employment sites more related to the trunk road network than their ability to be served by public transport, such as Medway City Estate. Chatham's status as a strong retail centre has also faded over time, now eclipsed by both Maidstone and the Bluewater out-of-town complex.
- 2.1.4 In economic terms Medway has benefited from considerable investment arising from its strategic location within the Thames Gateway Growth Area. A major transformation has taken place around the former naval buildings in Chatham creating the Medway Campus, home to three universities and Mid Kent College. A new community has been created at Chatham Maritime, where £400 million of public and private investment has created a showpiece living and working environment attracting large corporate names, but low usage of public transport.
- 2.1.5 Further economic development sites have come on stream on the Hoo Peninsula at the former brownfield site of Kingsnorth Power Station which is now London Medway Commercial Park with a significant Amazon depot. Medway Council is also creating the Rochester Innovations Park as a hub for start-up firms which is due come on stream in the next couple of years
- 2.1.6 In 2019 Medway received £170 million to upgrade infrastructure on the Hoo Peninsula as part of HIF funding. This will enable Hoo St. Werburgh to be developed further with much needed housing.
- 2.1.7 Hempstead Valley was the first out-of-town shopping centre to open in South East England, dating back to 1978. Although well-served by bus from the start, the model of copious free car parking has since been replicated to a lesser scale at other retail parks (such as Dockside and Horsted), as planning policies of the day encouraged. This remains a significant challenge to getting people to swap car travel for bus travel.



Hempstead Valley Shopping Centre and associated car parks (Source: Google Earth)

- 2.1.8 While central Chatham remains the single most important destination in the Medway Towns, its dominance has declined significantly. None of the alternative locations have strong enough demand to justify the same level of comprehensive bus services, so the network remains firmly based on Chatham.
- 2.1.9 The jewel in Medway's public transport crown is Chatham Waterfront Bus Station. Built in 2011 for £9million, over 1,100 services a day depart. Its futuristic design is starting to show initial signs of aging, and will require further investment soon, for example upgrades to passenger information.



Chatham Waterfront Bus Station

2.2 Medway bus network

2.2.1 The following companies operate local registered bus services within Medway:

- Arriva
- ASD Coaches
- Chalkwell Coaches
- Farleigh Coaches
- Nu-Venture
- Redroute Buses

2.2.2 Additionally, the following companies operate longer distance commuter coach/coach services which although registered via the Traffic Commissioner, offer limited or no facilities for local travel.

- Clarkes Coaches
- The Kings Ferry
- National Express

NOTE: Clarkes Coaches, and Kings Ferry are part of the National Express group.

2.2.3 Within Appendix 2 a full list of services is available.

Full size map available at

www.medway.gov.uk/downloads/file/4094/medway_map_side_web



Service details are shown in Appendix 2

2.3 The current commercial network

2.3.1 Almost all commercial services are operated by Arriva, largely following long-established routes. The more important services – mostly along main road corridors to large housing estates - run at intervals of 10 to 20 minutes during the daytime, but the night-time economy is not strong, and most services require subsidy to continue beyond early evening. Exceptions include the cross-boundary services to Maidstone and to Bluewater.

2.3.2 Medway Arriva map

Full size available at

https://www.medway.gov.uk/downloads/file/1849/medway_arriva_bus_network



Arriva route network – Services in Medway

2.3.3 The majority of Sunday services were supported financially by Medway Council, until a radical uplift in frequencies in 2012/2014 created sufficient demand for many to pass over to wholly commercial operation in subsequent years. Effectively this replicated the Kickstart scheme, with the risk of expansion shouldered by the council, in the expectation that the longer-term potential would relieve the council of the cost of supporting the routes.

2.3.4 Lower frequency services fill in some of the gaps, in part relying on school movements at peak times to cover the principal operating costs. Flows of school

children are sufficiently strong for a number of commercial journeys to be provided. Medway Council buys season tickets for eligible secondary pupils to use the bus network, in preference to providing contracted transport, while a small network of dedicated closed school routes is funded by the council, as a means of reducing travel by car for non-entitled pupils.

- 2.3.5 However, as costs increase and demand has fallen, some routes have ceased to be commercially viable for Arriva and have passed over to the subsidised network.
- 2.3.6 Two cross-boundary links also operate on a partially commercial basis. Chalkwell Coaches provide a roughly hourly daytime service from Sittingbourne (in the neighbouring borough of Swale) to Medway Maritime Hospital. Most journeys continue onwards to serve Gillingham town centre on the way to Chatham. A faster and more frequent train service (5 trains per hour) also connects Swale with Medway, so the primary focus of the bus service is to connect the smaller villages not served by the train. Sunday subsidised bus journeys were withdrawn in 2014 because of the exceptionally low level of demand.
- 2.3.7 Farleigh Coaches operates a resource-led service between Lordswood, Walderslade and Maidstone. Peak journeys are combined with school flows to create a commercially viable core, with some subsidy at other times.
- 2.3.8 Cross boundary services as at 2017 (the last edition prepared by Kent County Council, with funding from Medway Council). The Medway area is indicated by the green shading.



Medway bus network

2.4 The current subsidised network

2.4.1 Medway Council has no stated policy to determine what should comprise the socially necessary network. The primary measure is subsidy per passenger journey.

2.4.2 Current spending is £1.01m per annum (including allowances for cross boundary contracts):

Type of Service	% of spending
All day	43
Evenings	13
Infill journeys	11
School and commuter	10
Sundays	9
Mobility	8
Shoppers	6

2.4.3 The council's planning policies require developers to show how their proposals can

be served by public transport. Funding for new or improved bus services is obtained through the Section 106 process.

All day services

Timetables are designed to meet as many needs as possible, within the constraints of efficient scheduling. Co-operation with the operator, who provided raw data from the ticket machines, enabled careful replanning to reduce costs on one service, by altering the timetable to run with one bus all day, instead of requiring a second bus for what should have been a busy period, but was no longer affordable for a handful of passengers. The council hopes to repeat the exercise more widely, to inform the next round of tendering.

Meeting employment needs

The council has attempted to improve accessibility to the Medway City Estate, where peak hour traffic congestion is a problem. Notably a bus-only link has been created which gives faster journey times from the Strood direction, including easy interchange with trains at Strood railway station. Peak hour service levels have been increased to make travelling by bus more attractive using section 106 funding, although the availability of free car parking is a significant challenge to achieving modal shift.

Primarily off peak – shoppers' services

There are a number of smaller estates which are not on the main commercial network and are too far for potential passengers to walk to the main road. While traditionally off-peak demand may have been strong enough to justify a dedicated commercial service, changing societal factors such as more women working, lower motoring costs and the digital replacement of physical services, combined with higher costs have caused some to be unviable. Parts of the routes of these services may in places duplicate the commercial network, but not sufficiently that their role could be replaced by standalone feeder services.

Evenings

As noted above, the evening economy is not strong, with the principal destinations either out-of-centre (Chatham Maritime, Medway Valley Park) or beyond the council's boundaries (Bluewater, Maidstone). Indeed, the latter two justify commercial journeys into the late evening, with the Maidstone service having been kickstarted by the council in 2014.

Sundays

Many Sunday services are now provided commercially. The principal routes subsidised are the rural services to the Medway Valley and the Hoo Peninsula. Additionally, a route serving the hospital, and a short local service receive subsidy in the urban area. However, most routes finish around 6pm, and an extension into the evening would be desirable on the core route network, which would better cater for shift workers.

Rural routes

Three cross-boundary routes are subsidised, two managed by Kent and the other by Medway. Route 130 provides a link from the Rainham area to Maidstone, while the 151 runs south along the west bank of the River Medway towards West Malling. Here, the principal settlements are also served by a half-hourly train service which runs between Strood and Maidstone, so the role of the bus route is

influenced by the need to serve the areas which cannot conveniently access a station. The nature of a valley is that this requires the route to depart from the main road, climb into the hills and return by the same route to the main road.

Route 417 provides a link from Cliffe and Cliffe Woods to the nearest railway station at Higham (Kent) and onward to Gravesend provided by Redroute buses.

Infill journeys

These fill in or extend gaps in the commercial operating day and enable a more comprehensive timetable to be presented. Such journeys should meet the council's criteria for cost per passenger journey.

Mobility services

A demand responsive service, Medway Mobility, operated by ASD Coaches is provided for people who are frail and elderly, or have a disability, and unable to use conventional bus services. This serves different areas of Medway on specific days of the week, taking people from their doorsteps to the centres of Chatham, Rochester, Strood or Gillingham, plus Medway Maritime Hospital and Hempstead Valley shopping centre.

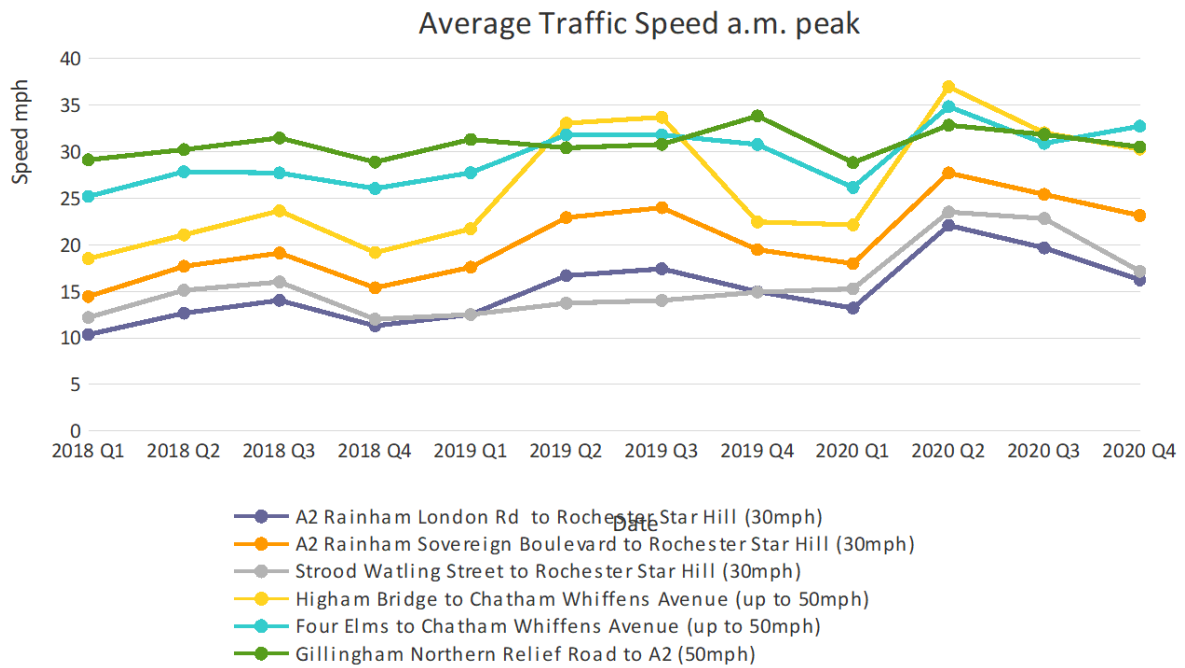
A special shoppers service, M1, runs on Saturdays, on a route serving many sheltered housing complexes, to the step-free Hempstead Valley shopping centre.

2.4.12 Community bus

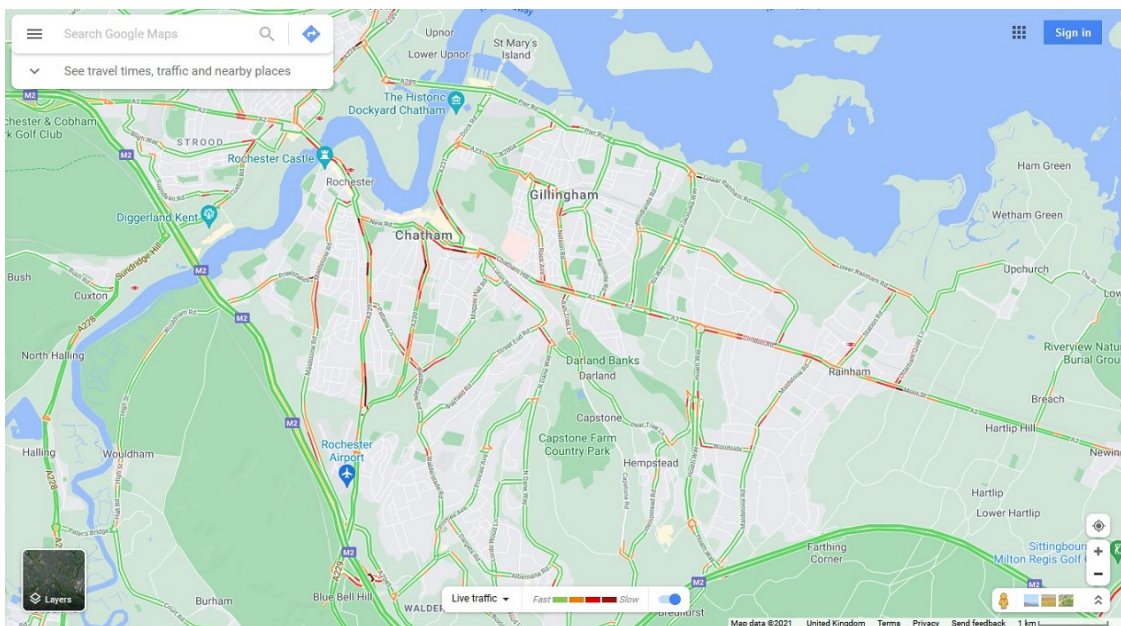
Medway Council funds the Villager community transport scheme, providing vehicles that have volunteer drivers. This has two fully accessible minibuses with seating for up to sixteen passengers, including space for up to three wheelchairs. It runs regular excursions to a range of destinations and offers low-cost minibus hire for local community and voluntary groups.

◦ **Traffic speeds**

- 2.5.1 Morning peak hour general traffic speeds have been measured consistently on five routes for several years. These are a mixture of roads with speed limits principally of either 30mph or 50mph, as shown in the key below. None are exactly equivalent to a bus route, so a precise comparison is not possible. The increase in speeds during the Covid pandemic will be noted.



2.5.2 A typical pattern of congestion in the morning peak is shown below.



AM congestion (Source: Google)

2.6 Bus Lanes

2.6.1 Within Medway there are the following bus priority lanes-

- A2 Chatham Hill (Westbound) -405 metres
- A2 Chatham Hill (Eastbound) – 437 metres
- A2 Corporation Street (Westbound)- 212 metres
- Canal Road Riverside Link- Camera enforced – 125 metres
- A2 Rainham Mark Bowaters (Westbound) – 55 metres
- A2 Rainham Mark Bowaters (Eastbound) – 145 metres
- Chatham Waterfront Bus Station and Waterfront Way- 522 metres

2.7 Accessibility to High Frequency services

2.7.1 The table below shows accessibility to high frequency bus services (over 12 minutes during weekdays). The percentage of the total population within 400 metres of these routes are 60%.

	Dwellings	Total adults	Total population
High Frequency - Selected OAs	60%	60%	60%
20 Mins Frequency - Selected OA	21%	19%	19%

High frequency services and population reach

2.8 Size and age of fleet used on local bus services

2.8.1 177 buses are used to provide bus services in Medway, including those that run in and out of the area.

2.8.2 The average age from figures supplied by the operators is 11.7 years, with individual fleets ranging from 9.7 years to 14.2 years. This compares to a national figure of 8.8 years, for non-metropolitan areas of England (*Source: DfT Bus Statistics Table 0605*).

2.8.3 Three quarters of these buses meet Euro V or Euro VI emission standards, as shown in the table below.

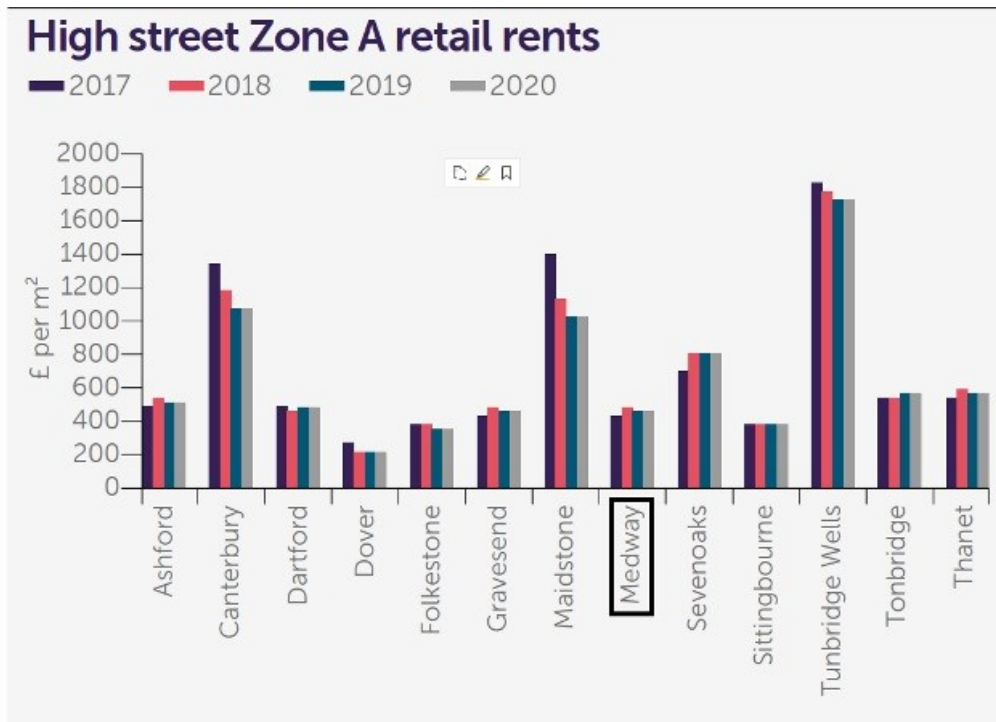
Emission standard	Quantity	Percentage	National figures 2019/20*
Euro VI	30	16.67%	51%
Euro V	105	58.33%	23%
Euro IV	17	9.44%	11%
Euro III	28	15.56%	16%
Total	177		

*National figures sourced from DfT annual bus statistics: England 2019/20

2.9 The main barriers to bus usage and growth in Medway

2.9.1 As described above, the main challenges are the dispersal of retail and employment locations, many of which outside the centre of Chatham offer free parking. Since the opening of the M2, the principal road network has changed so that it increasingly bypasses communities, the very place a bus must serve in order to pick up passengers. As a result, car-based journeys are often significantly faster than the bus alternative, as this still needs to travel along roads where passengers can board and alight.

2.9.2 The Covid pandemic has also affected the retail offer in central Chatham, with the large anchor Debenhams store having closed. The lower status of Chatham's retail facilities is illustrated by the cost of retail rents compared to the rest of Kent. Notably the nearby town of Sittingbourne is less than a quarter of the size of the Medway population, but rents are at similar levels.



Source: Kent Property Review 2020, after Cradick Retail

2.9.3 Further, during Covid, visitors to Chatham town centre have declined, while the area from which they have travelled has shrunk. The effect can also be seen in the secondary shopping centres. However, a long-term project seeks to improve the attractiveness of Chatham as a place to live, work and shop. £4million from the Government's Local Growth Fund in 2017 has subsequently been enhanced with £9.5million from the government's Future High Streets Fund. This is being invested in Chatham to further economic growth, improve housing opportunities with mixed commercial use, create more jobs and provide a vibrant town centre experience.

2.10 Typical fares

2.10.1 A tapering graduated fare scale applies on most routes, with return fares (available all day) offering an approximately 25% saving on the price of buying two singles. A short distance single in the urban area is around £1 per km, although Arriva return fares are capped at the equivalent of a day ticket. Nonetheless, this means that a large number of return journeys of just over 3km each way reach the £5.60 day ticket price, more than the equivalent return ticket on the rail network. However, longer journeys become progressively cheaper, with a return journey between rural Grain and Chatham (of over 50km) costing around 11p per km. Further details are shown in Appendix 3.

2.10.2 Weekly and longer period tickets considerably reduce the cost for regular travellers.

2.10.3 Medway Council funds a Youth Pass scheme, which allows holders to buy child rate single fares in the morning peak, when these are not available commercially. Versions are available for both under-16s and 16-18 year-olds, and are available for a £10 administration fee. The number of passes in circulation is 2,400.

2.10.4 PlusBus tickets are accepted on all contracted routes and Arriva services, except school journeys numbered in the 600 series. These are available to purchase in daily, weekly, monthly and annual versions, issued to/from Strood, Rochester, Chatham, Gillingham and Rainham stations. The Medway PlusBus zone boundary, which is determined by Arriva, excludes much of the rural area of the Hoo Peninsula, but does extend to some destinations just beyond the council's jurisdiction.



PlusBus coverage in Medway (Source: www.plusbus.info)

2.10.5 Discovery day tickets are issued and accepted on all local bus routes; these allow travel in most of Medway, Kent, Sussex and beyond.

2.11 Contact between Medway Council and bus operators

- 2.11.1 Formal operator meetings are held every quarter, together with monthly meetings to discuss roadworks. These are long-established, and one operator describes them as “a key strength of Medway’s current public transport policies”.
- 2.11.2 As well as local transport officers, there is attendance by officers representing other teams, including streetworks, traffic management and development planning. The emissions team also plays an active role. The format is, in many ways, already achieving the level of co-operation envisaged by an Enhanced Partnership. The small size of the teams involved means that it is often possible to resolve problems with a phone call or two.
- 2.11.3 Informal contact is continuous and wide ranging, while confidential information is shared between parties as appropriate. There is a good working relationship between operators and the council, although that does not mean that there is agreement on every topic.

2.11.4 There are currently two full time equivalent posts totally dedicated to public transport, though as noted other functions are regularly involved. These report to the Sustainable Transport Manager, in turn reporting to the Head of Integrated Transport.

2.12 Information for the public

2.12.1 Medway Council maintains a list of bus services on its website, with timetables available as PDFs, or alternatively as a link to the operators' website. These can be accessed from <https://www.medway.gov.uk/buses>. A comprehensive map is usually produced on an annual basis, in both paper and electronic formats. This shows all stops by name and uses the coloured line method for ease of use.

2.12.2 Where paper timetables are made available by operators, these are stocked in Medway Council premises such as libraries and contact points. The production of timetables for contracted services is a requirement of the contract. Arriva paper timetables usually incorporated contracted journeys on similar routes where these were run by other operators, but this is not the case for digital versions automatically produced from an electronic database.

2.12.3 Arriva offers an app for its services, and smaller operators are examining proprietary options for their services.

2.12.4 The Council works in partnership with Arriva, providing roadside timetable cases for that company to use. The company reciprocates by erecting all bus stop flags, irrespective of operator. Contracted and part-commercial services of other operators are produced by Medway Council, to a consistent standard similar to but distinct from those of Arriva. This helps highlight where the council is providing support.

2.12.5 We also have around 70 roadside real time information screens, including some located at other points of high footfall, including the Pentagon shopping centre at Chatham, Medway Maritime Hospital, the council's main office in Chatham, the visitor information centre at Rochester and at some railway stations. These are TV-screen style and can also be used to display messages and promotional information. Most also provide audio announcements of impending bus arrivals, although are currently reaching the end of their operational lives with failures often occurring.

2.13 Barriers to bus usage and growth

2.13.1 The National Highway and Transport Public Satisfaction Survey (NHT Survey) found that satisfaction with the bus service in Medway was at best average, and in a number of categories, substantially below national averages. The biggest gaps were on the indicators below:

Indicator No.	Satisfaction with:	Satisfaction Medway	Satisfaction nationally
PTIB07	Bus fares	40%	50%
PTIB04	Whether buses arrive on time	49%	56%
PTIB05	How easy buses are to get on/off	59%	63%
PTIB08	Quality and cleanliness of buses	69%	73%

2.13.2 These are key elements which would need to be tackled to attract more users to the bus service.

2.14 How we would wish to see this change

2.14.1 We do not regard any area as over bussed. Indeed, our aspirations are for the core route network to offer a bus every 10 minutes for the majority of the day (broadly 0700-1900 on Mondays to Fridays, possibly with a later start on Saturdays). At other times, buses should run every 30 minutes, except on Sundays, when buses should run every 20 minutes during shopping hours.

2.14.2 The secondary network would be more closely tied to the specific locations it serves, which could entail running frequent peak journeys for commuters, providing a clockface timetable for all users, or a tailored timetable to meet social needs, as with our existing routes 156 and 197.

2.14.3 Interchange without fare penalty should be possible, so that the need to change buses to reach some destinations is not perceived as a barrier for passengers.

2.14.4 Our rural network is heavily focussed on the movement of school children, using the largest sized bus possible. This enables off-peak services to be provided at marginal cost, which the change to a smaller vehicle would not save any significant amounts.

2.14.5 A change to demand-responsive operation potentially incurs both the full costs of school movements, and a second bus to provide the demand-responsive service. There is currently limited scope to use a smaller bus at peak times, but the situation may change when the proposed new rural town on the Hoo Peninsula comes to fruition.

2.15 Parking Policies

2.15.1 Previous planning policies have seen generous free parking provided at out-of-centre locations. This includes:

Dockside Outlet >500 spaces
Hempstead Valley >2000 spaces
Horsted Retail Park >500 spaces
Medway Valley Park >750 spaces
Strood Retail Park 330 spaces
Bluewater 13,000 spaces

In addition, supermarket car parking is free at most locations.

2.15.2 The council provides off-street parking in the five town centres, and some aimed at London commuters near rail stations and coach pick-up points. Please see Appendix 4.

2.15.3 Car parks at Globe Lane (171 spaces) and Whiffens Avenue (115 spaces) in central Chatham, and at Britton Farm in central Gillingham (approximately 100 spaces) have all been closed to permit residential development.

2.15.4 Current charges, showing increases implemented in April 2021, are shown below.

Off Street Parking

Dependent on the time permitted for a vehicle to stay within the car park, a variation of the below will be

Time Period in Hours	20/21 Tariff (pence)	21/22 Tariff (pence)	Increase %
0-0.5	50	70	40%
0.5-1	100	120	20%
1-2	150	170	13%
2-4	250	270	8%
4-6	350	370	6%
6+	520	540	4%
48	1000	1020	2%

Rochester Riverside MSCP

Time Period in Hours	20/21 Tariff (pence)	21/22 Tariff (pence)	Increase %
0-1	100	120	20%
1-2	150	170	13%
2-3	200	220	10%
3-5	250	270	8%
5-15	600	650	8%

On Street Parking

Dependent on the time permitted for a vehicle to stay within each parking location, a variation of the below will be charged:

Time Period in Hours	20/21 Tariff (pence)	21/22 Tariff (pence)	Increase %
0-0.5	50	70	40%
0.5-1	100	120	20%
1-2	150	170	13%
2-4	250	270	8%
4-6	350	370	6%
6+	520	540	4%
48	1000	1020	2%

Multi Storey Car Park (Brook & Pentagon)

Time Period in Hours	20/21 Tariff (pence)	21/22 Tariff (pence)	Increase %
0-1	100	120	20%
1-2	150	170	13%
2-3	200	220	10%
3-4	250	270	8%
4-5	300	320	7%
5-6	350	370	6%
6+	520	540	4%

Medway Council – Pay and Display charges from 1 April 2021

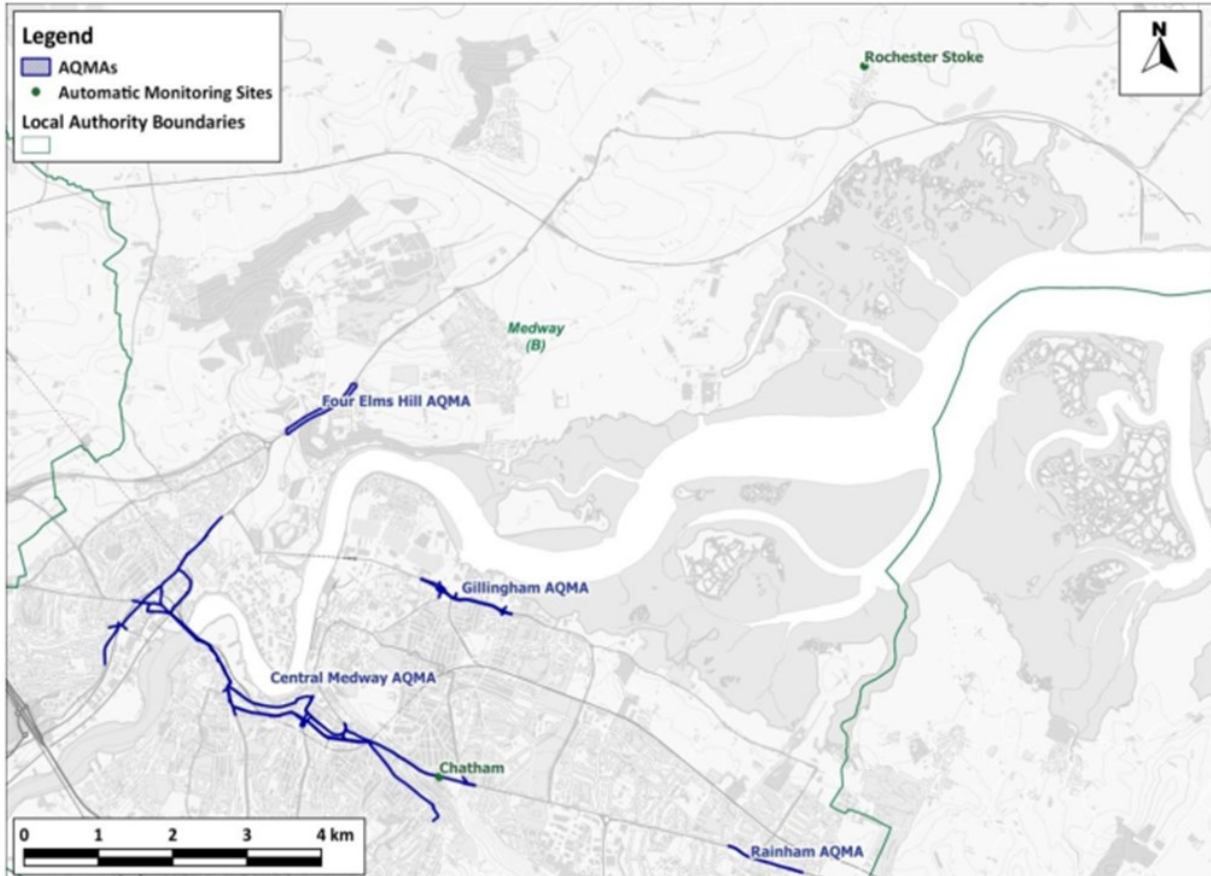
2.15.6 Parking enforcement is undertaken by Medway Council's parking team of 33 enforcement officers. The team regularly work from 0700 to 0100.



Medway Council CCTV Enforcement Vehicle

2.16 Air Quality and Climate Change

2.16.1 Medway has four AQMAs (Central Medway AQMA, High Street, Rainham AQMA, Pier Road, Gillingham AQMA and Four Elms Hill, Chattenden AQMA), all for exceedances of the annual mean nitrogen dioxide objective.



Map of Automatic Monitoring Sites and AQMA locations within Medway

- 2.16.2 When last reviewed in 2020 (www.medway.gov.uk/downloads/file/5577/air_quality_annual_status_report_2020), it was found that although the AQMA declared at Gillingham consistently records concentrations below the AQO, it was recommended that the AQMA remain in place due to ongoing development at Chatham Docks.
- 2.16.3 Medway Council's Air Quality Strategy <https://www.medway.gov.uk/airquality> recognises that "A more frequent bus service, with more modern low-or zero-emission buses, can contribute to air quality goals, by attracting passengers who would otherwise use a car." It includes three indicators relevant to bus services:
- Measure no. 6 - Increase proportion of Euro V, and subsequent (or equivalent) buses in fleet
 - Measure no. 7 - Increase bus patronage
 - Measure no. 8 - Improve bus flow and reliability
- 2.16.4 These are entirely compatible with the Bus Service Improvement Plan. It was estimated that these actions could reduce emission levels by 5%.
- 2.16.5 The Council have included reference to the Bus Service Improvement Plan in the recently adopted Climate Change Action Plan for Medway, see www.medway.gov.uk/climatechangeplan.
- 2.16.6 The action plan seeks to "reduce emissions from road transport by promoting and facilitating the uptake of electric and ultra-low emissions vehicles, encouraging modal shift through enhanced sustainable infrastructure, and tackling congestion hotspots."
- 2.16.7 It acknowledges the challenge of "Identifying and securing funding for initiatives and working with private companies in a challenging commercial environment as the economy recovers from the COVID-19 pandemic."
- 2.16.8 Actions within the plan that relate to the Bus Service Improvement Plan include:
- 6.2 *Continue to deliver bus infrastructure improvements and explore opportunities to facilitate the use of ULEV on bus routes in Medway.*
 - 6.2.1 *Maintain productive relationships with local bus operators with a view to establishing a 'Bus Improvement Plan' and introduce data reporting to include fleet comparison and journey time information.*
 - 6.2.2 *Explore opportunities for phased uptake of ULEV on supported bus routes.*
 - 6.2.3 *Work with local bus operators to develop a strategy that facilitates the introduction of electric buses in Medway, including the identification of funding opportunities at national level.*
 - 6.5 *Tackle congestion hotspots through Variable Message Signs (VMS), traffic signal infrastructure and programming upgrades and smart cities initiatives.*
 - 6.5.1 *Improvements to the operation of traffic signal controlled junctions and crossings through programming changes or upgraded equipment.*
 - 6.6 *Continue with our proactive and dedicated approach to improving air quality across Medway through the delivery of the Air Quality Action Plan.*
- 2.16.9 Medway Council will continue to seek additional funding from government and other available sources to improve fleet standards, whether that be retrofitting to Euro VI, or contributions towards the costs of new low or zero-emission vehicles thus allowing timely improvements to the AQMAs.

SECTION 3 - HEADLINE TARGETS

3.1 Reported Targets

Targets	2018/19	2019/20	Target for 2024/25	Description of how each will be measured
Journey time			OPERATOR SUGGESTION	Data from ABOD
Reliability				Data from ABOD
Passenger numbers	8,060,018	8,022,306		Data from operators
Average passenger satisfaction	57%	58%	65%	NHT Survey (see below) – PTIB06 – measure of satisfaction with the local bus service overall. This generally scores lower than the Transport Focus survey, which is usually a smaller sample size.

TO MEASURE JOURNEY TIME:

Suggest – three or four corridors, between selected timing points.

TO MEASURE RELIABILITY:

See below – in future: one figure required from operators, four can be taken from ABOD.

Previous performance available only from operators.

3.2 Potential Targets

3.2.1 Targets using data supplied by operators

- *Passenger numbers*
No. of passengers (Medway area)
No. of passengers boarding at Chatham bus station
- *Reliability*
%age of journeys operated

%age of journeys tracking*

%age of journeys on time*
%age of journeys late*
%age of journeys early*

*These figures are automatically available from the government's ABOD (Analyse Bus Open Data) service. Operators could choose to supply their own figures if they do not wish to use the ABOD data (but should explain why).

- *Euro engine standard*

(Consistent with Measure no. 6 in the Medway Air Quality Strategy:
Increase proportion of Euro V, and subsequent (or equivalent) buses in fleet).

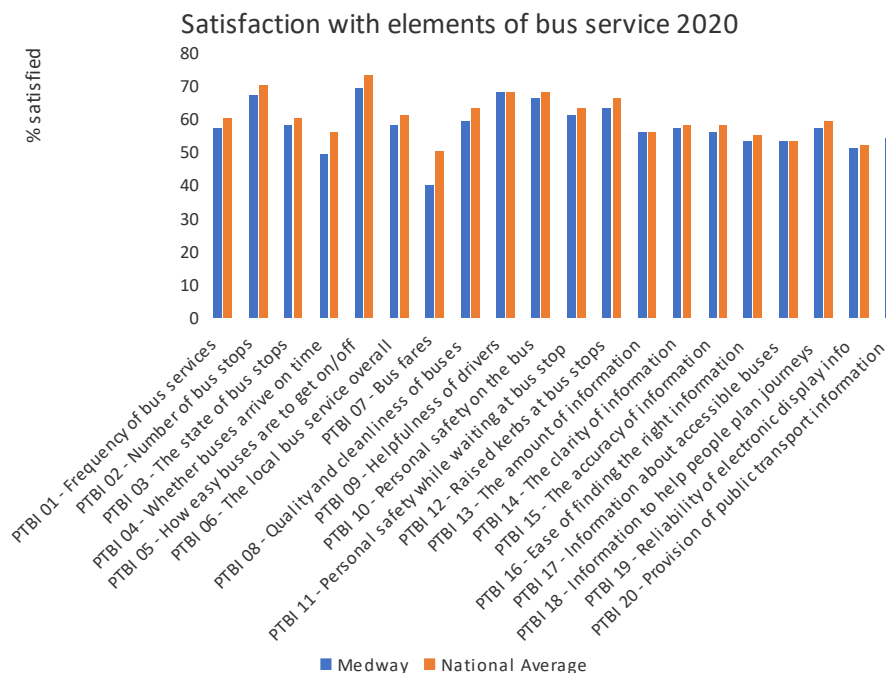
3.2.1 Targets using data supplied by the council

- Roadworks on network
No. of planned roadworks notified to bus operators
No. of planned roadworks not notified to bus operators
No. of emergency roadworks affecting bus operators
- %age of shelters cleaned (or number and target)
- %age of Real Time Information displays working
OR %age of stops with information
- %age of shoppers travelling by bus
(either by additional question to current town centre surveys, or by comparing footfall figures with no. of passengers boarding [this method probably only for Chatham]).

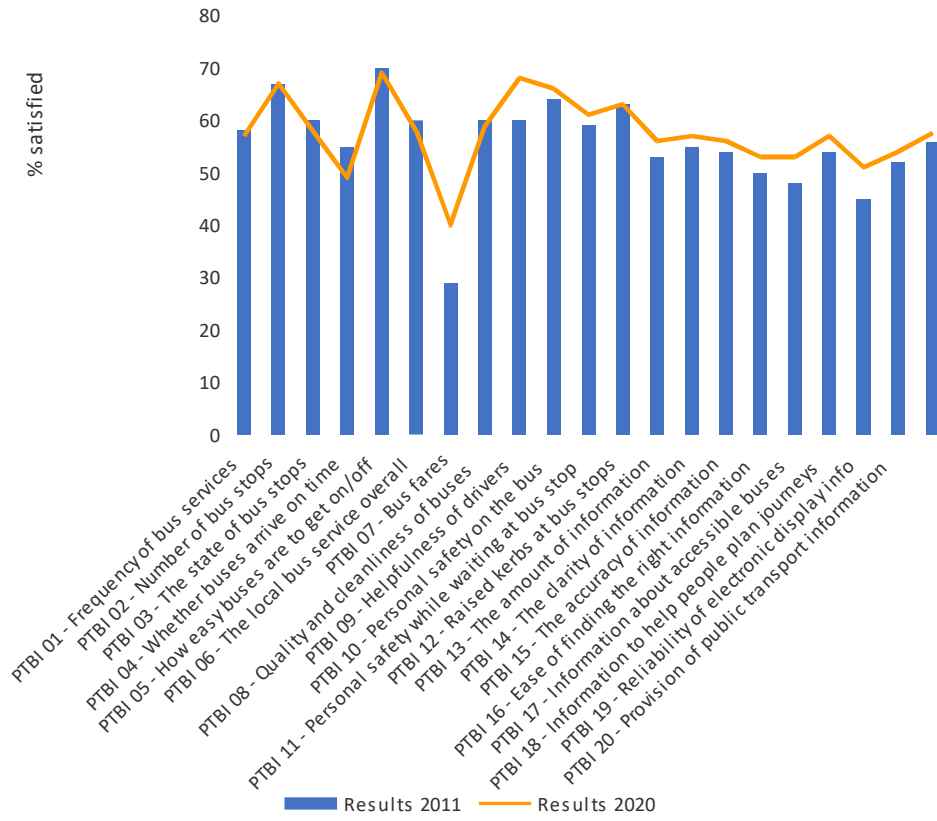
3.3 Passenger Satisfaction

3.3.1 Medway Council participates in the National Highway and Transport Public Satisfaction Survey (NHT Survey), which measures public satisfaction on various aspects of highways and transport. Currently 109 local transport authorities are surveyed, enabling benchmarking of individual authorities against national trends. Medway's figures are derived from 1171 public responses.

3.3.2 In most categories, there has been a small improvement over the last 10 years, though current results show that Medway is slightly below national figures. The lowest level of satisfaction, both nationally and in Medway, is for fares.



Trends in Bus Satisfaction



SECTION 4 – DELIVERY

4.1 Medway's BSIP Goals

4.1.1 This is the main body of the Medway's BSIP. Its purpose is to explain how the requirements set out in the Strategy are to be delivered. The purpose of this section is for the BSIP to set out detailed policies in each of the areas, explain delivery in more detail and how they each will work together to improve local bus services.

4.1.2 The grid below is how the Department for Transport expect to see it laid out.

Make Improvements to Bus Services and Planning:-

1. More Frequent and reliable services:

<u>Delivery - Does your BSIP detail policies to:</u>	<u>Yes/No</u>	<u>Explanation (max 50 words)</u>
Review service frequency	Yes	If funding is available, we will increase key routes to operate every 10 minutes during the day and every 30 minutes at other times.
Increase bus priority measures	Yes	To provide traffic light priority, improved and better enforced parking restrictions. To examine the scope for physical priority where appropriate, noting that it will take longer than other methods to come to fruition.
Increase demand responsive services	Yes	To be examined in conjunction with a new rural town on the Hoo Peninsula
Consideration of bus rapid transport networks	Yes	In conjunction with Housing Infrastructure Funded development at Hoo, to create a route into central Chatham.

2. Improvements to Planning/Integration with other modes:

<u>Delivery - Does your BSIP detail policies to:</u>	<u>Yes/No</u>	<u>Explanation (max 50 words)</u>
Integrate services with other transport modes	Yes	We will ensure PlusBus tickets can continue to be used on subsidised services and explore whether shorter connection times can be established in the evenings.
Simplify services	Yes	Although the key route network is already the basis of simplified services, the Gillingham and Rainham area requires review following recent developments.
Review socially necessary services	Yes	Both commercial and socially necessary routes will be reviewed as post-Covid levels of demand stabilise. We expect some currently commercial routes will cease to be so.
Invest in Superbus networks	Yes	Our proposals meet the Superbus criteria in the national bus strategy: "provides higher frequency, lower fare services"

3. Improvements to Fares and Ticketing:

<u>Delivery - Does your BSIP detail policies to:</u>	<u>Yes/No</u>	<u>Explanation (max 50 words)</u>
Lower fares	Yes	If funding is made available, we would seek to reduce maximum fares, initially with an all-operator ticket at single operator prices.
Simplify fares	Yes	A majority of operators have indicated their acceptance of a zonal fare structure, to replace individual fare stages, subject to funding.
Integrate ticketing between operators and transport	Yes	We hope to get agreement to introduce a localised version of the South East Discovery ticket, ahead of any technological developments to allow inter-modal inter-operator ticketing. This could be in versions both for Medway, and for Medway plus Kent.

Make Improvements to Bus Passenger Experience:-

1. High Spec Buses:

<u>Delivery - Does your BSIP detail policies to:</u>	<u>Yes/No</u>	<u>Explanation (max 50 words)</u>
Invest in improved bus specifications	Yes	Add audio-visual next stop announcements to buses, in line with available funding.
Invest in accessible and inclusive bus services	Yes	The proposals in this plan to develop and maintain bus services and infrastructure will offer good access to public transport for all members of the community e.g., improvements to bus stops so that buses can stop close and parallel to the kerb maximise easy access for all passengers.
Protect personal safety of bus passengers	Yes	Improve CCTV coverage at Chatham bus station
Improve buses for tourists		Most of Medway's tourist attractions can be reached easily on the key route network. We will work with tourism colleagues to improve awareness of public transport options.
Invest in decarbonisation	Yes	A progressive approach to replacing older buses and concentrating the least polluting technology on routes with long sections in Air Quality Management Areas.

2. Improvements to Passenger Engagement:

<u>Delivery - Does your BSIP detail policies to:</u>	<u>Yes/No</u>	<u>Explanation (max 50 words)</u>
Passenger charter		Awaiting further guidance from DfT
Strengthen network identity	Yes	To be considered when inter-operator ticketing is more widely available
Improve bus information	Yes	Format to be determined after public consultation

4.2 What does success look like?

- 4.2.1 Around two-thirds of Medway's population will be within easy access of a high-frequency core route bus service, which runs every 10 minutes during the daytime, and at no less than every 30 minutes in the quieter periods of the day.
- 4.2.2 Less frequent routes will provide for local needs, offering opportunities to interchange with the core route network, while still providing through links to key destinations.
- 4.2.3 Most bus stops will be protected with bus stop clearways, and all will be accessible to people with physical impairments. Shelters are at many stops, often with real time information displays, though such information is always available by app, covering all bus routes. Paper-based information remains at many stops to provide reassurance in a clearer format as possible.
- 4.2.4 Passengers can travel by tapping in and tapping out a bankcard and other payment media, or a pay as you go smartcard for younger travellers. Fares will be simplified to a small number of zones, and there will be no penalty for changing en route, irrespective of operator.
- 4.2.5 It will still be possible to pay with cash for the foreseeable future for individual journeys on board, both to cater for the estimated 1.2 million adults without a bank account (source: UK Finance), and to allow for the sale of multi-person tickets (e.g. family fares, as part of commitment to a child-friendly Medway) and tickets to travel beyond the local area (e.g. Discovery ticket). Foreign visitors may also benefit if their cards cannot be read in the UK.
- 4.2.6 Fare caps will apply to ticketless transactions, and the government-controlled railway will participate on equal terms.
- 4.2.7 As buses receive priority at traffic lights, together with the extra attention given to parking enforcement and management on the core route network and bus lanes on the busiest corridors, buses offer a consistent reliable journey time throughout the day.
- 4.2.8 Audio-visual information provides passengers with confidence as to where the bus is heading and lets them know in good time as it approaches their stop.
- 4.2.9 A fleet of lower-emission buses is steadily being replaced by zero-emission ones, as the technology develops so that they can cope with a long operating day, and the challenging topography of the Medway Towns.
- 4.2.10 Coupled with increases in walking and cycling, local destinations will predominantly be reached without needing to use a car.

4.3 Make improvements to bus services and planning

4.3.1 More frequent and reliable services

4.3.1.1 Review service frequency

Post covid we will aim to have suitable frequencies on the core route network

during the day and depending on route this could be in the range of 10-15 minutes. This will be ascertained with operators on a route-by-route basis.

Suitable frequencies for other periods could be up to every 20 minutes during Sunday daytimes, and up to every 30 minutes in the evening.

We need to ensure that we are pragmatic with the level of funding that we receive to ensure that the right level of provision at the right times and there maybe enhancements on “flagship” routes.

Other routes will be considered on individual merits. There is an expectation that some routes are unlikely to recover to pre-Covid patronage levels, and will require public support to continue operating. We will analyse such routes to understand whether the current timetable should be continued, or whether changes need to be made to match it more closely to the new level of demand. The amount of funding available will determine what can be achieved.

We work closely with our colleagues at Kent County Council and would expect to improve some cross-boundary services on a joint basis.

4.3.1.2 Increase bus priority measures

The primary locations for delay identified by bus operators coincide with those contained in our Local Transport Plan. That a number remain emphasises that there are no easy solutions, as well as competing demands, e.g. improvements for pedestrians and cyclists, which may have negative impacts for bus services.

Better parking enforcement and roadworks management will reduce casual disruption for buses, while improving the use of traffic signal technology will increase throughput of people (but not necessarily vehicles) at junctions.

Bus stops on core routes should be protected by Bus Stop Clearways, unless self-enforcing measures such as bus boarders are used.

We are interested in conventional buses but also in innovative ideas for journeys which are difficult to serve well with conventional buses. For instance, as stated in the Strategy, large workplaces and destinations with anti-social hours, such as hospitals or out-of-town business parks, could be given their own demand-responsive bus service.

4.3.1.3 Increase demand responsive services

We currently provide the Medway Mobility service, a demand responsive service for people who are frail and elderly, or have a disability, and unable to use conventional bus services. This serves different areas of Medway on specific days of the week, taking people from their doorsteps to the centres of Chatham, Rochester, Strood or Gillingham, plus Medway Maritime Hospital and Hempstead Valley shopping centre.

While it fulfils a specific need, the cost per passenger journey is considerably higher than for conventional public transport. We understand that the high costs have seen off all commercial provision of demand responsive services in urban

areas, even those that used non-PSV minibuses. Subsidy requirements would therefore be multiple times the limits we work in for conventional services.

However, there may be scope for a demand responsive service to provide a better level of service for the Isle of Grain, in conjunction with planned growth on the Hoo Peninsula for a new rural town. A frequent conventional bus service between Chatham and Hoo would continue to operate, but beyond Hoo, it could perhaps become a connecting DRT service, only setting down as needed, rather than following a fixed route.

DRT may also have a role in establishing demand at new developments, before fixed bus services are established. This could include employment sites as well as residential areas.

4.3.1.4 Consideration of bus rapid transport networks

The dense urban nature of the Medway Towns and limited roadspace means that establishing exclusive routes for bus use is difficult. However, there is scope for the new development on the Hoo Peninsula, which is supported by Housing Infrastructure Funds, to be connected by a Bus Rapid Transit system. To be truly successful, priority needs to be created within the urban area too.

4.3.2 *Improvements to planning / integration with other modes*

4.3.2.1 Integrate services with other transport modes

Frequent bus services stop outside Rochester and Chatham stations, and close to Gillingham station. Strood station is directly served by one half-hourly route, with other services a short walk away, or alternatively easily available at Rochester station (it is not possible for the majority of bus routes to serve both Strood town centre and the railway station in an effective manner).

Rainham station receives dedicated services at peak commuter times, and a limited service at other times. Unfortunately its location does not make it practical to divert other routes to stop more closely, as it would add a significant time penalty to the journeys of all other passengers. It is approximately 500m to the bus stops on the A2, from where frequent services operate.

Trains are sufficiently frequent during the day, that it is neither practicable nor necessary to make specific connections. In the evenings, trains continue to run at reasonable frequencies, but with three London origins (Victoria, St Pancras and the Thameslink route via London Bridge), it does diffuse demand on any particular train for onward connections.

A survey of passengers on the subsidised 783 commuter route from Rainham station found that the majority of customers wanted connections with Victoria trains. The timetable was redesigned to achieve this, but it is unclear that such action could be undertaken on evening routes.

The Medway PlusBus ticket can be purchased as an add-on to rail travel to

Strood, Rochester, Chatham, Gillingham and Rainham stations.

On the Medway Valley Line station at Halling, there are bus stops immediately outside the station. However, co-ordination of bus and rail timetables is difficult, because both modes require to make more important connections at other locations. The station at Cuxton is on a cul-de-sac some 250m from the nearest bus stops on the main road. There are no turning facilities for buses at the station, and even rail replacement buses only stop on the main road. However, both Halling and Cuxton stations have small catchment areas, and are used by fewer than 2000 people per week, according to figures from the Office of Rail and Road.

4.3.2.2 Simplify services

The core route network provided by Arriva is the building block for other services. It is relatively simple, radiating out from Chatham. However, the polycentric nature of the Medway Towns means that there are multiple secondary trip destinations, which require careful consideration in designing a network.

The network to the south and west of Chatham is simple and well-established. The area to the east, serving Gillingham and Rainham, has been subject to elements of regeneration and demographic change that means the current pattern of services needs reviewing. Arriva have already acknowledged this, and we will work together to identify a network more suitable for the 2020s.

We expect that revenue support would be needed to ensure that this network runs at our desired frequencies of 10 minutes during the daytime (Sundays every 20 minutes) and every 30 minutes in the evenings.

COVID-19 has threatened the viability of some previously commercially viable services. This BSIPs may need to explore which parts could become commercially viable again with the right capital investment (e.g., in bus priority), and which parts will not return to viability, but are socially or economically necessary – and how these could best be supported

4.3.2.3 Review socially necessary services

Medway Council keeps socially necessary services under constant review, though tries to limit changes between major retendering, except for those necessary to take account of outside factors (e.g., school hours changes, retail openings/closures, road layout alterations).

All current contracts expire during 2022, so their review forms an integral part of bus service planning this year. The still-developing pattern of recovering demand will make this a more challenging exercise than in previous years, and as revenue is at the operator's risk, we expect prices to increase significantly, anticipating lower demand than hitherto.

We are concerned that with people finding less need to travel, irrespective of the quality of service on offer, demand on some commercial routes may not recover to a level that can be sustained by the operator. This could place significant pressure on the council to fund more routes than at present. Without additional revenue funding, choices would have to be made between relatively busy but unprofitable

routes, and low use but socially necessary ones.

4.3.2.4 Invest in Superbus networks

We believe our proposals are broadly in line with the principles of a Superbus network, as described in the Bus Back Better strategy i.e. “provides higher frequency, lower fare services”.

Appropriate investment would see around two-thirds of Medway's population within easy access of a high-frequency core route bus service, which runs every 10 minutes during the daytime, and at no less than every 30 minutes in the quieter periods of the day.

A zonal scheme would offer simpler fares, lowered with government funding. Zonal fares will also facilitate the use of tap-in, tap-out technology, which would automatically calculate the best fare at the end of the day. This would be available across all operators and should be capable of extension to the railway for local journeys.

Consistent reliable journey times for bus passengers will be achieved with bus stops protected by clearways, priority at traffic lights, improved parking enforcement and bus lanes on the busiest corridors. Time savings will be ploughed back into increased frequencies.

Such a Superbus network, coupled with continuing improvements in walking and cycling, will result in a significant change to modal split in the area, with benefits for air quality and a more active, healthy population.

4.3.1 *Improvements to fares and ticketing*

4.3.3.1 Lower fares

We would wish to invest and support the technology and cost to introduce fare capping, eventually by tap-on, tap-off technology, but in the interim with a lower-priced all-operator day ticket, purchased on the bus. We would look to extend this to off-bus purchasing once all operators are able to read each other's technology, which would also enable fairer allocation of revenue between operators, to reflect actual use. Funding permitting, we will investigate the opportunity for further support for subsidising child and youth tickets.

4.3.3.2 Simplify fares

Arriva have put forward tentative proposals for a zonal fare structure, that would allow for simpler fares, including the introduction of tap-on, tap-off capping. The principle of cheaper, simpler fares is supported by one smaller operator. Funding would be needed to underwrite any losses that this may cause.

4.3.3.3 Integrate ticketing between operators and transport

Subsidised services have always been required to accept tickets issued by other operators for parallel journeys. As well as benefiting passengers, this has worked well for Arriva, with their network tickets the main choice for customers making

regular trips on other operators' services. This has however come at a cost to the council, as it means tender prices are higher than they would be than if the tenderer were to keep the revenue from all passengers. This approach should mean that the number of passengers using buses is greater than it would be if there was no inter-availability of ticketing.

Subsidised routes are also required to accept PlusBus tickets, for which the revenue also accrues to Arriva in the first instance. The current rules for distribution means there may be a significant time lag before other operators receive any revenue.

With the majority of our operators now sharing the same ticket technology, we are in the process of obtaining co-operation to share QR codes between operators. This will enable a more accurate understanding of the use of tickets across the subsidised network and look to determine the price of all-operator tickets.

4.4 Make improvements to bus passenger experience

4.4.1 Higher spec buses

4.4.1.1 Invest in improved bus specifications

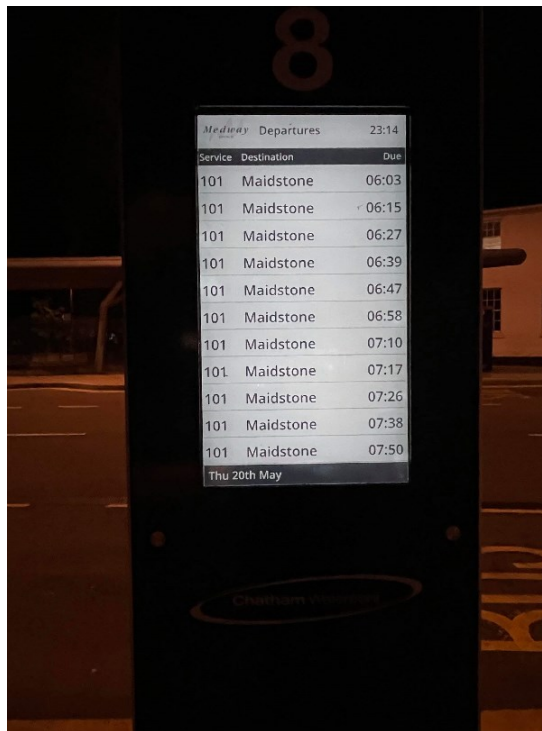
Many buses in Medway already have Wi-Fi and power points, and we would anticipate newer buses would arrive with these features.

If granted funding, we will assist operators in fitting audio-visual next stop equipment. It is already in place on Arriva's Sapphire buses, while a significant number of vehicles brought in from elsewhere (especially from London and the Fastrack network) have many of the fittings in place that are needed in order to implement such a system. We estimate retrofitting costs at £3500 for single deck buses and £4000 for double deck buses.

4.4.1.2 Invest in accessible and inclusive bus services

The Council will continue work to ensure that bus stops are easily accessible for buses, so that they can stop close to the kerb and offer the best access for less mobile passengers. This includes removal or modification of laybys, the installation of clearways, and the raising of kerbs.

All of our real time information bus stop displays also have audio announcements (except in Chatham bus station, where close proximity of stops would render clarity difficult). The majority of our screens are now reaching the end of their operational life, and replacement would offer an improvement of clarity, especially for visually impaired users. A trial installation of an e-paper screen at the bus station has resulted in a much better standard of display for all passengers, especially after dark.



E reader screen at Chatham Waterfront Bus station

We will expect paper timetables to be available for all services, if appropriate by request. Digital equivalents should also be provided, that can be formatted in larger print if needed by visually impaired customers.

The Council will continue to fund the Medway Mobility bus service, which provides mobility for those too frail to use conventional bus services.

4.4.1.3 Protect personal safety of bus passengers

Medway Council made a major investment in bus shelters around 10 years ago. As far as possible, these used battery-powered LED lighting, recharged by solar panels. In the event, the technology has not advanced sufficiently, the Council would like to upgrade these shelters with more efficient solar panels.

Similarly, the 10-year-old Chatham Waterfront bus station used CCTV technology that has since been superseded. We would like to upgrade it to the latest standards, as this would provide better coverage across the whole station.

4.4.1.4 Improve buses for tourists

Most of the tourist hotspots in the Medway Towns are within walking distance of railway stations and existing bus routes (all of which accept PlusBus tickets). During the summer a dedicated open top route is contracted to provide extra opportunities by connecting several of the main tourist sites.

For those further afield, onward journey posters at Medway's railway stations, showing bus connections, include certain tourist destinations, e.g. The Historic Dockyard and RSPB Cliffe Pools feature on the poster at Chatham station, see www.nationalrail.co.uk/posters/CTM.pdf.

We will also work with tourism colleagues to encourage more attractions to include details of access by public transport on their websites and in printed literature. There is a dedicated page for Arriva on the current www.visitkent.co.uk website, while in normal times, two-for-one offers at attractions have often been available for people arriving by public transport.

4.4.1.5 Invest in decarbonisation

Air quality in the area is not so poor that immediate action is required, according to the annual report 2020 www.medway.gov.uk/airquality, however we would expect the oldest buses with poor emission standards to be replaced as soon as possible. This is likely to be most quickly achieved with the import of mid-life buses from other areas.

This would be a first step towards a zero-emission network, pending an assessment of the suitability of existing depot premises for recharging of electric buses or other technology. Operators would also need to be certain that the hilly topography of the Medway Towns does not impair the range of a battery bus so much, that it is unable to complete a normal cycle of daily work. It is expected that technology will overcome this in due course, but many vehicles currently available cannot yet meet this requirement.

4.4.2 *Improvements to passenger engagement*

4.4.2.1 Passenger charter

For operators to suggest standards in conjunction with the Enhanced Partnership Plan due March 2022

Recent comment from DfT: “We are giving consideration to how we can develop a national passenger charter; however, we are in the early stages of thinking on this”.

Another source suggests Transport Focus may have an involvement.

4.4.2.2 Strengthen network identity

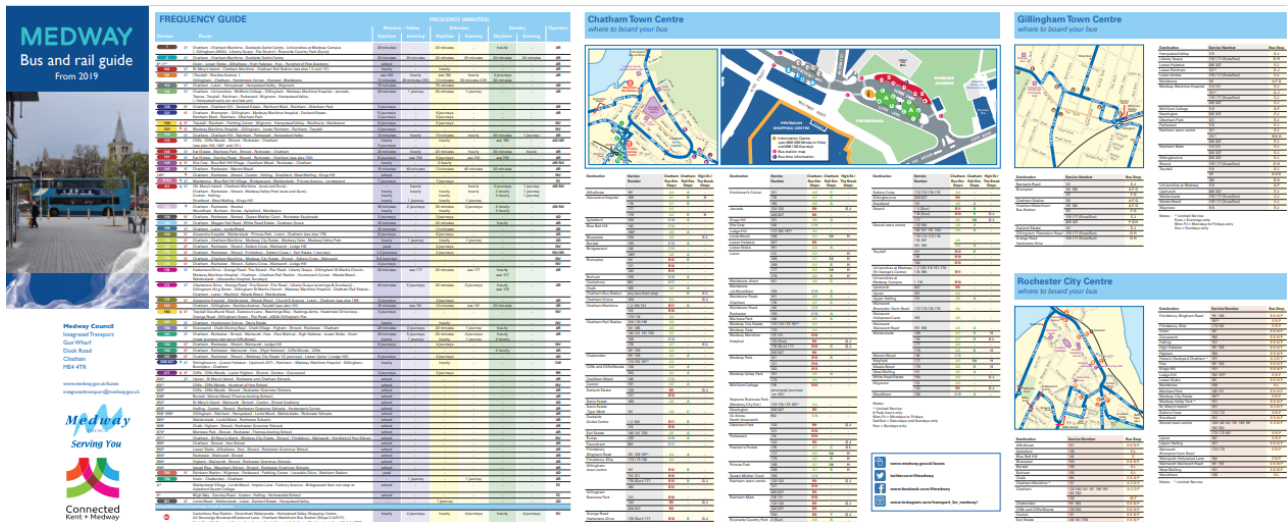
All routes have always used a single-number series, and we have no examples of duplicated route numbers. Where contracted journeys follow the same route as the commercial service which they supplement, the route number remains the same irrespective of operator.

All bus stops already bear the Medway Council logo and recognising our partnership with Arriva (which provides roadside infrastructure services) also Arriva's logo if they serve that stop.

We may consider asking operators to display an exterior sign or notice indicating the acceptance of Medway all-operator tickets. A balance has to be struck to recognise that buses may have other uses beyond providing Medway (or cross-boundary) local bus routes, such as rail replacement services or private contracts.

In the past Medway has produced an area wide bus map and will continue to do

so, budget permitting.



Medway Bus and Rail Guide extract (Source: www.medway.gov.uk)

4.2.2.3 Improve bus information

Medway Council remains committed to maintaining roadside paper displays for the benefit of passengers. We work in partnership with Arriva, providing cases for that company to use. Contracted and part-commercial services of other operators are produced by Medway Council, to a consistent standard similar to but distinct from those of Arriva. This helps highlight where the council is spending money.

We will with operators continually assess the need for paper displays as technology improves, but it is recognised that on street timetables are still recognised as one of the most important sources of information for passengers.

Should Arriva look to cease providing roadside information, we would consider following the principles established by the Hertfordshire Intalink partnership, to create a publicity fund, with contributions from operators. This could include revisions to the medway.gov.uk website, which by taking advantage of Bus Open Data, could present timetable information of all operators in a consistent format. Alternatively, this could be on a Kent-wide basis.

There are also approximately 70 roadside display screens, including some located at other points of high footfall, including the Pentagon shopping centre at Chatham, Medway Hospital, the council's main office in Chatham, the visitor information centre at Rochester and at some railway stations.

Medway Council bus stop departure lists include a QR code linked to the nextbuses.mobi address for that stop, so any passenger with a smartphone can receive real time information for all operators with the swipe of a phone. The QR code for westbound buses from Rochester railway station is reproduced below.



Sample QR code for bus departure information within Medway

4.5 Co-ordination with other public sector transport provision

- 4.5.1 The default position for school transport in Medway is to be catered for by public bus services. Most dedicated transport is therefore for special needs pupils who cannot use local bus services, and for which it is unlikely to be appropriate to be shared with a wider public.
- 4.5.2 In respect of hospital patient transport services, this is unlikely to add to journey opportunities within the urban area. There may be some scope in the rural fringes on the Isle of Grain and in the Medway Valley, although this needs to be carefully balanced about not reducing demand on conventional bus services such that they would no longer be viable.
- 4.5.3 Further, given that the specialist nature of vehicles used for patient transport services is closer to the specification of vehicles needed for special needs school transport, we think there would be greater financial benefit in co-ordinating these activities rather than local bus services. However, colleagues with extensive experience note that the health service has generally been inflexible in modifying its requirements to allow meaningful co-ordination with other activities. This position has been confirmed by the DfT's December 2017 "Total Transport: feasibility report & pilot review" which found one of the principal barriers was that "In many areas, it was difficult to engage with the health sector".

4.6 Other

- 4.6.1 At present there are no actions here.

Appendices

Appendix 1 - Indices of Multiple Deprivation 2019

The Indices of Deprivation are an important tool for identifying the most deprived areas in England. Local policy makers and communities can also use this tool to ensure that their activities prioritise the areas with greatest need for services.

They provide a set of relative measures of deprivation for small areas (Lower-layer Super Output Areas) across England, based on seven different domains of deprivation:

- Income Deprivation
- Employment Deprivation
- Education, Skills and Training Deprivation
- Health Deprivation and Disability
- Crime
- Barriers to Housing and Services
- Living Environment Deprivation

Each of these domains is based on a set of indicators. Each indicator is based on data from the most recent time point available on a consistent basis across neighbourhoods in England.

The table below shows the percentage of households in each decile, from 1 (the least well off) to 10 (the most well off).

Index of Multiple Deprivation (IMD) Decile	% in each decile		Cumulative	
	Medway	Kent	Medway	Kent
1	8.59%	5.65%	8.59%	5.65%
2	14.11%	8.98%	22.70%	14.63%
3	16.56%	7.54%	39.26%	22.17%
4	11.66%	10.20%	50.92%	32.37%
5	9.20%	13.53%	60.12%	45.90%
6	6.75%	12.08%	66.87%	57.98%
7	9.20%	12.97%	76.07%	70.95%
8	11.04%	10.20%	87.12%	81.15%
9	10.43%	9.09%	97.55%	90.24%
10	2.45%	9.76%	100.00%	100.00%

Source: <https://www.gov.uk/government/statistics/english-indices-of-deprivation-2019>

Appendix 2 – List of bus routes serving Medway

Service No Timetable	Route Details	Service Frequency:			Commercial/ Supported
		Mon- Sat Daytime	Mon - Sat Evenings	Sunday	
1 Arriva	Chatham Rail and Bus Stations – Universities at Medway – Dockside Outlet Centre – (Medway UTC and ASDA – University Campus) – The Strand – (Riverside Country Park (Sundays))	20 mins	-	Hourly	Commercial
2 Arriva	Chatham Rail and Bus Stations – Dockside Outlet Shopping Centre	20 mins	20 mins	20 mins	Commercial
100 Arriva	Chatham Rail Station - Chatham - Chatham Maritime/ Historic Dockyard/ Universities – Dockside – St Mary’s Island	Hourly	-	-	Commercial/ Supported (Sats)
101 Arriva	Gillingham – Historic Dockyard - Gun Wharf- Chatham - Chatham Rail Station - Huntsman's Corner – Davis Estate - Bridgewood - Springfield – Maidstone	12 mins	1 hourly (30 mins Chat- Maid)	30 mins	Commercial
113 Arriva	Chatham- Luton- Waggon at Hale- Hempstead Post Office- Hempstead Valley Shopping Centre- Wigmore	70 mins	-	-	Supported
116 Arriva	Chatham- Universities- Mid Kent College- Gillingham- Medway Maritime Hospital- Jezreels- (Darland one am & pm journey) - Tesco's Rainham Mark- Twydall- Rainham- Parkwood- Wigmore- Hempstead Valley (- Hempstead Post Office early am and pm only)	30 mins	1 journey	-	Commercial/ Supported
120/ 121 Arriva	Chatham - Otterham Quay Lane (Rainham) - Darland - Chatham via Chatham Hill (120 - Otterham Park- Darland- Chatham via Chatham Hill)	6 journeys Mon-Fri	-	-	Supported
130 Nu- Venture	Twydall Shops - Rainham - Farthing Corner - Parkwood - Wigmore – Hempstead Valley - Bredhurst - Boxley – Maidstone	8 jrnys M- F; 5 jrnys Sat	-	-	Supported
131 Nu- Venture	Gillingham ASDA - Lower Rainham - Berengrave Lane - Childscroft Road - Rainham – Twydall	2 jrnys Mon – Fri	-	-	Supported
132 Arriva	(Chatham Rail Station) - Chatham - Jezreels - Rainham Mark - Rainham - Parkwood – Hempstead Valley	12 mins (M-F) 15 mins Sat	Hourly	30 mins	Commercial/ supported (eves)

133 (193 Suns) Arriva	Chatham - Chatham Rail Station – Rochester - Strood - Cliffe Woods – Cliffe	Hourly	-	2 Hourly	Commercial/ Supported (Sun)
140 Arriva	Earl- Estate- Marlowe Park - Strood - Rochester - Chatham Rail Station – Chatham	20 mins	Hourly	30 mins	Commercial/ supported (Eve)
141 Arriva	Earl Estate - Darnley Road - Strood - Rochester - Chatham Rail Station – Chatham	8 jrnys	See 700	8 jrnys	Commercial
142 Nu-Venture	Kit's Coty - Blue Bell Hill Village – Cookham Wood - Rochester - Chatham	Hourly (M-F), 2 hourly Sat	-	-	Supported
145	Chatham - Rochester – Warren Wood	10 mins (M-F), 12 mins (Sat)	40 minutes	20 minutes	Commercial/ Supported (Eve)
151 (149,549 school journeys) Nu-Venture	(St Mary's Island-Chatham Maritime, Universities - Sundays) – Chatham - Chatham Rail Station – Rochester – Strood - (Medway Valley Park (Sun))-Cuxton - Halling -(Upper Halling) Snodland – West Malling - Kings Hill	Hourly	-	2 hourly	
155 Arriva daytime (Nu-Venture Evenings)	Chatham – Chatham Rail Station - Rochester - Borstal – Wouldham – Burham – Eccles - Aylesford – Maidstone				
156 ASD Coaches	Chatham- Rochester- Queen Mother Court- Borstal- Rochester- Chatham (Monday to Saturday)				
164 Arriva	Chatham - Magpie Hall Road - White Road Estate				
166 Arriva	(Chatham Rail Station) - Chatham - Luton – Princes Avenue - Lords Wood - Gleaming Wood Drive				
169 Arriva	Chatham - Luton - Heron Way- Princes Park - Walderslade - Alexandra Hospital				
170 ASD Coaches	Medway Valley Park - Medway Gate - Strood - Medway City Estate (Riverside Business Estate/Neptune Estate) - Chatham				
172	Chatham Bus Station - Rochester - Strood - Salters Cross - Rede Court Road -				

Nu-Venture	Brompton Farm Road- Hollywood Lane- Liberty Park				
<u>173</u> Nu-Venture	Chatham - Chatham Rail Station - Rochester - Strood - Frindsbury - Cooling Road- Wainscott- Lodge Hill Lane				
<u>175</u> Nu-Venture	Chatham- Chatham Maritime- Medway City Estate- Strood Rail Station- Strood- Frindsbury- Hollywood Lane- Liberty Park- Lodge Hill				
<u>176</u> Arriva	(Walderslade Alexandra Hospital) - Walderslade – Weeds Wood- Weeds Wood Road – Huntsmans Corner – Chatham Railway Station – Chatham (- Medway Maritime Hospital – Gillingham St Mark’s Church - Liberty Quays- Pier Road – Grange Road- Hazlemere Drive)				
<u>177</u> Arriva	(Walderslade Alexandra Hospital) - Walderslade – Weeds Wood – Wayfield- Luton – Chatham Railway Station) – Chatham - Medway Maritime Hospital – Gillingham St Mark’s Church (-Liberty Quays- Pier Road – Grange Road- Hazlemere Drive)				
<u>179</u> Arriva	Chatham - Luton - Street End Road - Churchill Avenue - Weeds Wood - Walderslade - Walderslade Alexandra Hospital				
<u>182</u> Arriva	Chatham - Chatham Historic Dockyard - Brompton- Gillingham – Twydall				
<u>183</u> Nu-Venture	Twydall- Beechings Way- Hastings Arms- Hazlemere Drive- Grange Road- Gillingham Green- Church Street- The Strand- Pier Road- Gillingham Pier ASDA				
<u>185</u> Nu-Venture	Chatham - Chatham Rail Station – Ordnance Street - Pattens Lane - Davis Estate - (Bluebell Hill Village)				
<u>190</u> Arriva	Gravesend – Strood – Rochester – Chatham Rail Station – Chatham				
<u>191</u> Arriva (193 Sundays)	Chatham - Chatham Rail Station - Rochester - Strood - Frindsbury- Wainscott - Chattenden - Hoo (- Hoo Marina)- High Halstow- Allhallows- Lower Stoke – Grain				
<u>197</u> ASD	Chatham - Chatham Rail Station - Rochester - Strood - Lower Upnor - Lodge Hill				
<u>326/ 327</u>	Chatham- Brompton- Gillingham- Medway Maritime Hospital - Rainham - Newington				

Chalkwell	- Sittingbourne (327 runs via Station Road, Upchurch, and Lower Halstow)				
<u>417</u> Redroute Buses	Cliffe - Cliffe Woods – Higham – Gravesend				
<u>700</u> Arriva	Chatham – Rochester - Strood - Darnley Road- Earl Estate – Bluewater				
<u>783</u> ASD	Wigmore - Parkwood - Farthing Corner - Rainham Rail Station				
<u>B150</u> <u>Farleigh Coaches</u>	Princes Avenue - Lordswood - Walderslade – Bridgewood - Blue Bell Hill Village – Maidstone				
<u>M1</u> ASD	Lords Wood - Walderslade - Wayfield - Luton - Darland - Rainham Mark - Edwin Road - Wigmore - Hempstead Valley (Wheelchair accessible) Saturdays only				

Dedicated School Bus Services

Service number	Route	Operator
A	Walderslade Village - Lords Wood - Impton Lane – Tunbury Avenue – Blue Bell Hill Village – Ringlestone - Aylesford Sports College	Farleigh Coaches
01	Hoo- Chattenden- Wainscott- Frindsbury- Strood- Rochester- Borstal- Burham- Eccles- Aylesford- Malling School- Holmesdale School	Farleigh Coaches
600	Upnor - St. Mary's Island - Rochester - Rochester Schools - Chatham	Arriva
633	Cliffe - Cliffe Woods - Strood Academy - Strood - Rochester - Rochester Grammar Schools	Arriva
638	Borstal - Warren Wood (Thomas Aveling School)	Arriva
652	St. Mary's Island - Wainscott - Strood - Cuxton - Strood Academy	ASD
653	Halling - Upper Halling - Cuxton - Bridgewood - Rochester Grammar Schools - Thomas Aveling School - Huntsman's Corner (South Chatham schools)	Arriva
658	Lordswood - Princes Avenue - Poachers Pocket - Huntsman's Corner schools - MidKent College - Thomas Aveling School - Rochester grammar schools	Arriva
659	Gillingham- Rainham- Wigmore - Parkwood - Hempstead Valley - Hempstead - Luton - Princes Avenue - Walderslade - Rochester Grammar Schools (does not serve Walderslade pm)	Arriva
660	Walderslade - Fostington Wood - Lordswood - Walderslade – MidKent College - Thomas Aveling School - Rochester Grammar Schools	Arriva
668	Chalk - Shorne - Higham - Salters Cross – Strood - Rochester - Rochester Grammar Schools	Arriva
670	Darnley Road - Marlowe Park - Earl Estate - Salters Cross - Strood - Rochester - Thomas Aveling School	Arriva
689	Chatham - Chatham Rail Station - Rochester - Strood - Earl Estate - Salters Cross - Frindsbury - Wainscott - Chattenden - Hundred of Hoo School (pm - returns only as far as Strood)	Arriva
692	Lower Stoke - Allhallows - High Halstow - Hoo - Chattenden - Wainscott - Strood - Rochester - Rochester Grammar Schools	Arriva
693	Salter's Cross- Wainscott- Strood- Rochester Grammar Schools	Arriva
694	Higham- Wainscott- Frindsbury- Strood- Rochester Grammar Schools	Arriva
695	Istead Rise- Meopham School- Strood- Rochester Grammar Schools	Arriva
	The following services are for the Hundred of Hoo School only:	
601	Cliffe - Cliffe Woods - Wainscott - Lodge Hill - Chattenden - Hundred of Hoo School	Nu-Venture
6	Grain - Lower Stoke - Hundred of Hoo School	Arriva
7	Grain - Hundred of Hoo School	Arriva
9	Allhallows - Fenn - Hundred of Hoo School	Arriva
10	High Halstow - Hundred of Hoo School	Arriva
671	St Mary's Island - Hundred of Hoo Academy - Chatham Maritime and Medway Tunnel (pm Frindsbury and Wainscott only)	Nu-Venture

MY School Bus services

A network of pre booked school routes

Service number	Route	Operator
<u>MY1</u>	Lordswood - Holcombe Grammar School - Greenacre - Walderslade - Victory Academy	Medway Council/ASD
<u>MY2</u>	Gillingham - Twydall - Rainham Mark Grammar School.	Medway Council/ASD
<u>MY3</u>	Gillingham - Twydall - Rainham School for Girls/The Howard School	Medway Council/ASD
<u>MY4</u>	Wigmore - Rainham Mark Grammar School	Medway Council/ASD
<u>MY5</u>	Parkwood - Rainham Mark Grammar School	Medway Council/ASD
<u>MY6</u>	Wigmore - Chatham Grammar School for Girls	Medway Council/ASD
<u>MY7</u>	Hempstead - Hempstead Valley - Wigmore - Rainham Mark Grammar School - Twydall - Chatham Grammar School for Girls	Medway Council/ASD
<u>MY8</u>	Isle of Grain to Strood Academy	Medway Council/ASD
<u>MY9</u>	Isle of Grain to Holcombe Grammar School	Medway Council/ASD

Appendix 3- Typical Bus Fares

Appendix Comparison of bus and rail fares												
Cheapest fare in each category is shown in bold	Journey	Distance (km)	Rainham – Gillingham	Rainham – Chatham	Rainham – Rochester	Rainham – Strood	Gillingham – Chatham	Gillingham – Rochester	Chatham – Strood	Chatham – Rochester	Rochester – Strood	
			5.8	6.7	8.8	9.8	2.3	4.3	5.3	2.1	3.1	1.2
Age range	Type	Mode										
Adult	Single	Bus	£3.80	£3.80	£5.60	£5.60	£2.90	£5.10	£5.60	£2.20	£2.90	£1.50
Adult	Single	Rail Peak	£4.20	£4.20	£4.50	£5.00	£3.10	£3.20	£3.50	£3.10	£3.20	£3.10
Adult	Single	Rail Off Peak	£4.20	£4.20	£4.50	£5.00	£3.10	£3.20	£3.50	£3.10	£3.20	£3.10
Adult	Return	Bus	£5.60	£5.60	£5.60	£5.60	£4.60	£5.60	£5.60	£3.60	£4.60	£2.50
Adult	Return	Rail Peak	£4.50	£4.70	£5.10	£5.50	£3.70	£4.40	£4.50	£3.50	£3.90	£3.50
Adult	Return	Rail Off Peak	£4.40	£4.40	£4.70	£5.30	£3.60	£3.80	£3.80	£3.50	£3.80	£3.30
Adult	One Day	Bus	£5.60	£5.60	£5.60	£5.60	£5.60	£5.60	£5.60	£5.60	£5.60	£5.60
Adult	Weekly	Bus	£22.00	£22.00	£22.00	£22.00	£22.00	£22.00	£22.00	£22.00	£22.00	£22.00
Adult	Weekly	Rail	£16.30	£19.30	£19.90	£21.50	£14.10	£15.60	£17.90	£13.20	£14.10	£13.20
Child	Single	Bus	£1.90	£1.90	£3.00	£3.40	£1.50	£2.60	£3.00	£1.10	£1.50	£0.80
Child	Single	Rail Peak	£2.10	£2.10	£2.25	£2.50	£1.55	£1.60	£1.75	£1.55	£1.60	£1.55
Child	Single	Rail Off Peak	£2.10	£2.10	£2.25	£2.50	£1.55	£1.60	£1.75	£1.55	£1.60	£1.55
<i>Note: Holders of a Medway Youth Pass receive a 50% reduction on bus fares</i>												
Child	Return	Bus	£3.00	£3.00	£4.80	£5.30	£2.30	£4.10	£4.60	£1.80	£2.30	£1.30
Child	Return	Rail Peak	£2.25	£2.35	£2.55	£2.75	£1.85	£2.20	£2.25	£1.75	£1.95	£1.75
Child	Return	Rail Off Peak	£2.20	£2.20	£2.35	£2.65	£1.80	£1.90	£1.90	£1.75	£1.90	£1.65
<i>Note: Holders of a Medway Youth Pass receive a 50% reduction on bus fares</i>												
Child	One Day	Bus	Not available- 50% reduction on adult single price before 9am with MYP									
Child	Weekly	Rail	£8.15	£9.65	£9.95	£10.75	£7.05	£7.80	£8.95	£6.60	£7.05	£6.60
Child	Weekly	Bus	£14.50 discounted to Arriva using Medway Youth Pass									
Family	One Day	Bus	£11.00	£11.00	£11.00	£11.00	£11.00	£11.00	£11.00	£11.00	£11.00	£11.00
Students												

Appendix 4 – Car Park Locations

Rochester	Almon Place Car Park (79401)	22	Short stay	
	Arden Street (79419)	On street		
Gillingham	Balmoral Gardens Car Park (79461)	126	Short stay	<5 hrs
	Bardell Terrace (79417)	On street		
Rochester	Berkeley House Car Park (79405)	12	Long stay	
Rainham	Birling Avenue Car Park (79465)	29	Long stay	
Rochester	Blue Boar Lane Car Park (79450)	123	Short stay	<5
Rochester	Boley Hill Car Park (79402)	22	Short stay	<5
	Britton Farm Top Car Park (79460)	27	Short stay	<4
	Britton Farm Underground Car Park (79459)			
Gillingham	Britton Street (79427)	176	Long stay	
	Brompton Road (79428)	On street		
Rainham	Cathedral Garage Car Park (79400)	78	Short stay	<5
Chatham	Church Street Car Park (79442)	18	Long stay	
Strood	Commercial Road Car Park (79409)	101	Long stay	
Rochester	Corporation Street Car Park (79451)	162	Short stay	<5
Rainham	Cricketers Car Park (79468)	92	Short stay	<4
Gillingham	Croneen's Car Park (79469)	190	Long stay	
Rochester	Easons Yard Long Stay Car Park (79472)	23	Long stay	
Rochester	Easons Yard Short Stay Car Park (79471)	22	Short stay	<5
	Fort Pitt Hill (79457)	On street		
	Gardiner Street (79422)	On street		
Rochester	Gas House Road Car Park (79412)	52	Long stay	
	Gillingham High Street (79432)	On street		
	Green Street (79430)	On street		
Strood	Grove Road Car Park (79473)	97	Long stay	
Chatham	Gun Wharf Car Park (79477)	209	Weekends only – long stay	
Chatham	High Street (79479)	20	Short stay	<4
Rochester	High Street Car Park 1 (79403)	20	Long stay	
Rochester	High Street Car Park 2 (79404)	22	Long stay	
Gillingham	James Street (79421)	45	Long stay	
Chatham	James Street Car Park (79444)	47	Long stay	
Gillingham	Jeffery Street (79425)	34	Long stay	
Gillingham	Jeffery Street Car Park (79463)	46	Short stay	<2
	King Street (79423)	On street		
Rochester	King Street Car Park (79406)	42	Long stay	
Gillingham	Littlewoods Car Park (79462)	39	Short stay	<2
	Lock Street (79426)	On street		
Rainham	Longley Road Car Park (79467)	193	Short stay	<4 hrs
Rochester	Lower High Street Long Stay (79415)	43	Long stay	
Chatham	Lower High Street Short Stay (79414)	On street		
Chatham	Market Hall Car Park (79475)	203	Short stay	<5
Gillingham	Medway Park (Black Lion) Car Park (79476)			
	Medway Street (79458)	On street		
Chatham	Nelson Terrace Car Park (79448)	24	Long stay	
	New Road Chatham (79413)	On street		
	New Road Rochester (79449)	On street		
Chatham	Old Road Car Park (79441)	83	Long stay	
Chatham	Queen Street Car Park (79437)	50	Long stay	
Gillingham	Railside Car Park (79470)	77	Long stay	
	Railway Street (79424)	On street		
Rainham	Rainham High Street Car Park (79466)	29	Long stay	
Chatham	Rhode Street Car Park (79443)	132	Long stay	
Chatham	Riverside Car Park (79434)	140	Short stay	<5 hrs
Rochester	Rochester Riverside MSCP Car Park (593)	302	Long stay	serves station
	Rope Walk (79456)	On street		
	Saxton Street (79429)	On street		
	Skinner Street (79420)	On street		
Chatham	Slicketts Hill Car Park (79438)	50	Long stay	
Chatham	St John's Car Park (79447)	139		
	Station Road (79418)	On street		
Rainham	Station Road Car Park (79464)	284	Long stay	
Strood	Temple Street Car Park (79410)	74	Long stay	
	The Esplanade (79416)	On street		
Chatham	The Paddock Car Park (79445)	52	Short stay	<5
Gillingham	The Strand Approach Road Parking Area	26	Long stay	
Gillingham	The Strand Car Park 1 (79481)	54	Long stay	
Gillingham	The Strand Car Park 2 (79482)	44		
Gillingham	The Strand Car Park 3 (79483)	40		
Gillingham	The Strand Car Park 4 (79484)	71		
Chatham	Town Hall Car Park (79435)	49	Long stay	
Chatham	Union Place Car Park (79439)	49	Long stay	
Rainham	Union Street Car Park (79407)	26	Long stay	
Chatham	Upper Mount Car Park (79440)	105	Long stay	
	York Avenue (79433)	On street		

Source: https://www.medway.gov.uk/directory/8/find_a_car_park