

Medway's Bus Service Improvement Plan (BSIP)



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www.medway.gov.uk/bsip



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VERSION CONTROL			
Version No	Changes	By	Date
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Version 2.1	Updated	R Carmen/R Smith	July 2024

FOREWORD

Buses are a key part of our community in Medway, with more than 8 million people making journeys every year. Whether this is for work, school, shopping, health and wellbeing or leisure our buses are essential part of life for all, young and old, allowing us to travel in an affordable and sustainable way.

I am pleased to present our Bus Service Improvement Plan, which is designed to provide bus services for the community which are accessible for all, help us achieve our aims for climate change and reduce congestion on our roads. This ambitious plan reflects the challenging circumstances of the Medway Council area, as new travel patterns emerge in the post-Covid era.

It builds on the Council's ambitions for sustainable future for our community, our economy and our environment. Having this plan in place unlocks funding from the Department for Transport for another year allowing us to continue to support routes and fulfil our ambition to improve services.

New funds will allow us to continue to work hand in hand with all our local bus operators, to develop and improve our timetables, and to bring a better standard of bus service for the residents of Medway.

A huge thanks to all those from across the Council services, and our bus operator partners who have put this plan together.



Cllr Simon Curry

Portfolio Holder for Climate Change and Strategic Regeneration
Medway Council

June 2024

GLOSSARY

ABOD	Analyse Bus Open Data A government service that analyses bus service performance, using data from BODS (qv).
AQMA	Air Quality Management Area An area that requires action to improve the quality of the air.
BODS	Bus Open Data Service A statutory requirement on bus operators to provide timetable, live running and fares information in an electronic format.
BRG	Bus Recovery Grant A grant paid by the DfT (qv) to help bridge the gap between revenue and costs incurred in providing local bus services during and after the Covid period.
BSIP	Bus Service Improvement Plan This document. A plan to show how bus services can be improved,
BSIP+ (BSIP2)	Funding stream payable to Medway Council from the Department for Transport from the National Bus Strategy
BSOG	Bus Service Operators Grant A grant paid by the DfT (qv) to help recover some of the fuel costs incurred in providing local bus services.
CPT	Confederation of Passenger Transport The trade body for the bus and coach industry
DfT	Department for Transport The government department setting the requirements and funding for Bus Service Improvement Plans.
DRT	Demand Responsive Transport A service that does not run to a timetable but aims to meet requests for travel from individual people.
ENCTS	English National Concessionary Travel Scheme The statutory scheme that gives free bus travel, primarily to elderly and disabled people, at certain times of the day.
KCC	Kent County Council
LCWIP	Local Cycling & Walking Infrastructure Plans A plan that sets out priorities for cycling and walking infrastructure in the council area.

LTP	Local Transport Plan A plan that sets out priorities for the transport system in the council area.
MaaS	Mobility as a Service. A system, usually an app, which acts as a single account to buy bus and train tickets, pay for taxis and hire other modes of transport, such as e-scooters, bikes and cars.
ONS	Office for National Statistics A government body that compiles statistics.
PlusBus	A ticket sold only with a rail ticket for use on local buses.
ProjectCoral	A national project to introduce multi-operator, multi-modal, tap-on, tap-off ticketing.
PSV	Public Service Vehicle The legal definition of a bus
Traveline	The organisation that collates and publishes timetable information, and runs a national enquiry service, accessible by telephone or internet.
ULEV	Ultra Low Emission Vehicle

SECTION 1 – OUR BUS VISION

1.1 Background

1.1.1 Medway Council is a unitary authority in the South of England with a population of 282,702 (ONS mid-year estimate for 2022). This Bus Service Improvement Plan covers the whole of the Council area, for which there is a single Enhanced Partnership. Medway Council is also the Local Transport Authority.

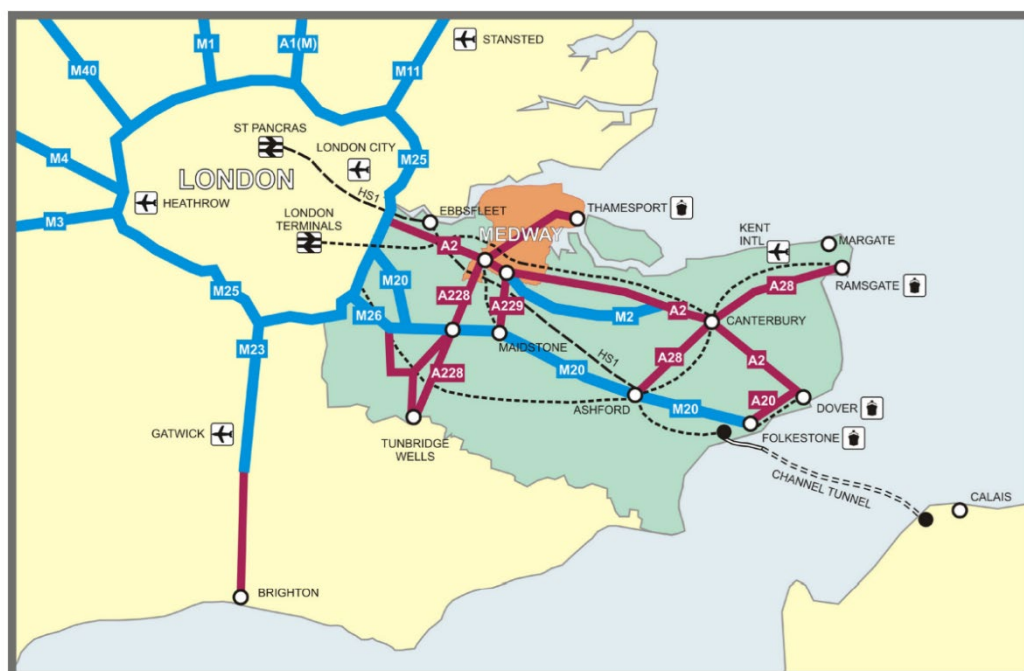


Fig 1- Location of Medway

1.1.2 It encompasses all registered local bus services, except for those which are excluded from the English National Concessionary Travel Scheme, even where these may be registered as local bus services in the Medway area.

1.1.2 Although we have produced separate BSIPs, we remain committed to working closely with our neighbours at Kent County Council, 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, such as the local Traveline team and undertake appropriate joint promotions. However, each authority has shaped its BSIP to match its own priorities more closely, although we have co-operated to produce a single Bus Passenger Charter covering both Kent and Medway, meaning passengers do not need to be aware of the boundary between the two authorities.

1.1.4 It is Medway Council's awareness and determination to tackle some of the underlying issues: -

- Congestion causing daily delays to timetabled services.
- The need to reach net zero by decarbonising the public transport network.
- The need to have a fully integrated public transport network.

1.1.5 The BSIP sits within a wider programme of public realm improvements and the public transport improvement are part of our active travel agenda.

1.2 Links to wider policies

1.2.1 Medway's current LTP3 runs from 2011 and 2026, and focuses on the following five plan priorities: -

- Regeneration, economic competitiveness and growth
- The natural environment
- Connectivity
- Equality of opportunity
- Safety, security, and public health

1.2.2 Key actions affecting buses are as follows: -

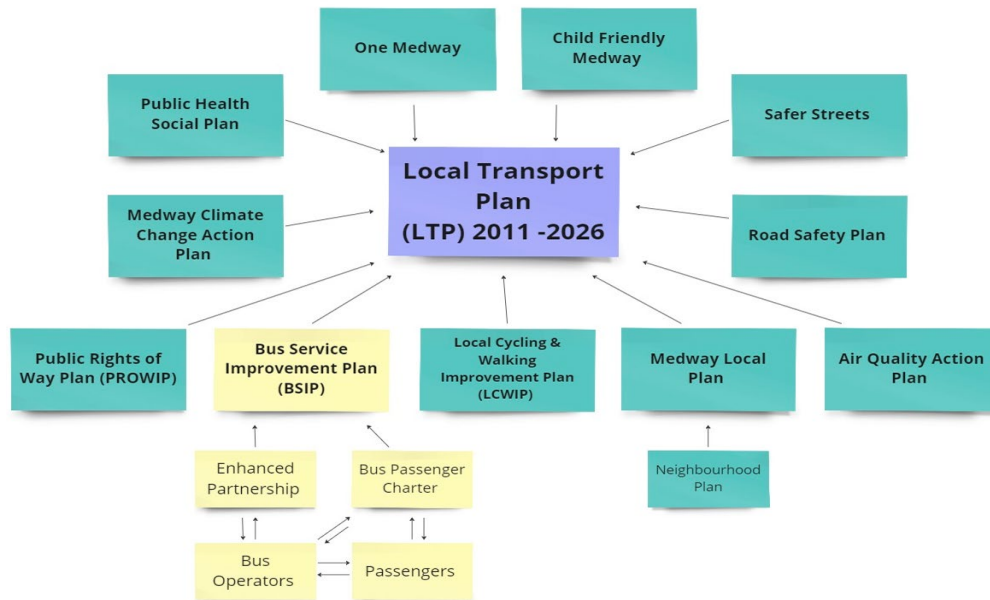
- Improving the quality of bus services, including the development of improved bus links and smart ticketing.
- Encouraging alternatives to the private car by improving the quality of bus services, including the development of Fastrack style bus links;
- More efficient management of the highway network including air quality, traffic management schemes and tackling congestion hotspots.
- Improved sub-regional public transport services and facilities to connect Medway with key business centres and labour markets, including improvements to rail stations.
- improving accessibility to bus services for people with mobility difficulties.
- supporting students to access the learning quarter by public transport, walking and cycling.
- Subject to funding supporting independence by maintaining key socially necessary bus services and providing transport services to day services.
- Revised design guidance for new developments that supports improved accessibility by walking, cycling and public transport.
- community transport schemes.

1.2.3 The LTP will be updated by 2026, where we will align closely with future BSIP updates.

1.2.4 The LTP is the umbrella document which will have various sub strategies feeding into it with regards to our Active Travel agenda, including the BSIP, Local Cycling & Walking Infrastructure Plans (LCWIP), Public Rights of Way

Improvement Plan (PROW), Road Safety Plan, Safer Streets, Public Health and Air Quality Action Plan, linking council priorities such as Child Friendly Medway for example, and our climate change action plan.

The diagram below shows how our policies are interlinked:



1.3 Our Bus Vision

1.3.1 Working with operators through our Enhanced Partnership this is Medway's bus vision.

A modern, sustainable public transport network for the residents of Medway that is reliable, accessible, affordable and carbon free, working collaboratively with partners to:

Put passengers at the heart of everything we do, supporting equal opportunity of access to employment, education and other key services.

Respond to Climate Change by reducing congestion and allowing buses to move more freely through our communities.

1.3.2 Medway's Enhanced Partnership members are: -

- Arriva
- ASD Coaches
- Chalkwell
- Nu-Venture
- Medway Council

1.3.3 Other representatives occasionally attend from Farleigh Coaches, Redroute, Kent County Council, and Confederation of Passenger Transport.

1.4 Enhanced Partnership between Medway Council and bus operators

1.4.1 Formal operator meetings, including Enhanced Partnership 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”. Medway’s Portfolio Holder Simon Curry attends the Enhanced Partnership meetings and has been instrumental in supporting bus operators which included a Bus Workshop in February 2024. Attendees to our Enhanced Partnership meeting also come from the Confederation of Passenger Transport (CPT), Kent County Council, and other suitable attendees from relevant council teams.



L-R- Roland Eglinton (Chalkwell), Cllr Simon Curry, Hardip Dosanjh (ASD), and Normal Kemp (Nu-Venture)

1.4.2 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.

1.4.3 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.

1.4.4 Medway Council’s Public Transport team’s office is based in the main building at Chatham Waterfront Bus Station alongside Arriva inspectors, and colleagues from Parking Enforcement, so we can react quickly with any situation. Being on site means that we are within the main transport hub.

1.4.5 There are currently three 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.

1.4.6 The three posts include a new Public Transport Planner funded using BSIP Capacity Grant who was recruited in January 2024 providing support for the Enhanced Partnership and other public transport projects.

SECTION 2 - CURRENT BUS OFFER TO PASSENGERS

2.1 Medway's Bus Network

2.1.1 The Medway Towns are a polycentric conglomeration of five towns, Strood, Rochester, Gillingham and Rainham, with Chatham at the centre. More information providing a background to Medway can be found in **Appendix 1**

2.1.2 The following commercial companies operate local registered bus services within Medway:

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

2.1.3 Arriva is the main commercial bus operator in Medway with 91.7% of bus passenger journeys in 2023/24.

2.1.4 Additionally, National Express operate longer distance coach services 007 and 022 between London Victoria Coach Station and Ramsgate/Dover, which stop at Hempstead Valley Shopping Centre, Gillingham just off the M2 at Junction 4. These are unregistered with the Traffic Commissioner,

2.1.5 Within **Appendix 2** a full list of bus routes serving Medway is available,

Medway produces a map showing all bus services with all key destinations, including employment destinations, health services, leisure, and tourist attractions and secondary schools. This is updated every year with the next on due in September 2024, and is available as a web version and printed leaflet.

Full size map available at [bus routes map page](#) and is in **Appendix 2a**

The current commercial network

2.1.6 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 12 to 30 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.

2.1.7 Medway's bus network has stood up well to the challenges of the Covid pandemic. All routes are still served, with some adaption to frequencies where demand is no longer as strong as it was. Arriva remains as the

dominant operator, running more than 90% of the network, the vast majority of it on a commercial basis. Despite a significant increase in costs, the Council has stretched its budget to ensure socially necessary services can still run, by removing journeys with very low passenger numbers, to ensure an economically efficient use of resources.

- 2.1.8 Full network map available at [bus routes map page](#) and is also shown in **Appendix 2a**, and Peninsula/Isle of Grain at **Appendix 2b**.
- 2.1.9 The majority of Arriva services Monday to Saturday daytimes are operated on a totally commercial basis. Arriva's network map is shown in **Appendix 2c**. Medway Council provides support for mainly evening services, and some Sunday services to provide a seven day a week service on all the main corridors. Route maps showing levels of frequency for Monday-Saturday daytimes, Monday-Saturday evenings, and Sundays are shown in **Appendix 2d**.
- 2.1.10 The high frequency services are as follows:-
- 101- (Twydall)- Gillingham- Chatham- Maidstone
 - 132- Hempstead Valley – Rainham- Chatham
 - 140/141/700- Bluewater- Strood- Rochester- Chatham
 - 145/146- Warren Wood- Chatham
 - 166- Lordswood- Luton- Chatham
 - 176/177- sections between Walderslade – Poachers Pocket; and Chatham- Medway Maritime Hospital- Gillingham
 - 182- Twydall- Gillingham-Chatham
- 2.1.11 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.
- 2.1.12 Arriva will be undertaking some timetable changes from September 2024. It is anticipated that this will be timing, and reliability improvements, and to look at serving a new secondary academy school opening in Strood.
- 2.1.12 Several cross-boundary links also operate.
- 101- Arriva – Maidstone- Chatham- Gillingham (commercial, with some BSIP2 support to increase evening frequencies from Chatham to Gillingham and Twydall)
 - 130- Nu-Venture- Twydall- Rainham- Hempstead- Bredhurst- Boxley- Maidstone (100% subsidised by Medway Council and Kent County Council, administered by Medway Council).
 - 142- Nu-Venture- Chatham – Blue Bell Hill- Kits Coty (100% supported by Medway Council and Kent County Council, administered

by Medway Council)

- 149/151- Nu-Venture- Chatham- Rochester- Strood- Cuxton- Halling – West Malling ((100% supported by Medway Council and Kent County Council, administered by Kent County Council)
- 166- Arriva- Chatham-Lordswood (commercial, with evening and Sunday journeys supported)
- 169/179- Chatham – Weeds Wood- Walderslade (100% supported by Medway Council and Kent County Council, administered by Medway Council)
- 190- Arriva- Chatham- Rochester- Strood- Higham- Gravesend (commercial with one early evening journey supported by Medway Council and Kent County Council, administered by Medway Council)
- 326/327- Chalkwell- Chatham- Gillingham- Medway Maritime Hospital- Rainham- Sittingbourne (100% supported by Medway Council and Kent County Council, administered by Kent County Council)
- 700- Chatham – Rochester- Strood- Bluewater (100% commercial)

2.1.13 There are also a number of commercial school routes in the 600 series provided by Arriva.

2.1.14 Cross boundary services as of 2017 can be seen on the map below in **Appendix 2e** (the last edition prepared by Kent County Council, with funding from Medway Council).

The current subsidised network

2.1.15 Current spending in 2023/24 is £1.592 m per annum. This excludes BSIP+ service uplift spending which is another £310K per annum.

2.1.16 All subsidised routes were retendered during 2022 on a short-term basis. In 2023, with the recovery from Covid more apparent long-term contracts after careful consideration of current passenger numbers. Recognising that costs were likely to increase substantially, a number of options were offered, which included the withdrawal of lightly used journeys. Typically, these comprised peak hour journeys which post-Covid were carrying few (or in some cases, no) passengers.

2.1.17 Costs have indeed increased significantly, and the revised network now has an annual equivalent cost of £1.592m, despite the actions taken to tailor the network appropriately to the new levels of use. As a result, the proportion of spending by category is significantly different, with off peak, evening and Sunday services all requiring greater support than before. These new contracts started on 27 August 2023, and the split of spending is now as follows compared to previous years.

Category of supported service	% of spending 2021	% of spending 2022	% of spending 2023
All day	43	27	33
Evenings	13	17	22
Infill journeys	11	8	3
School and commuter	10	9	13
Sundays	9	10	9
Mobility	8	6	7
Shoppers/off peak	6	24	12

Note- Does not include BSIP2 uplift services.

- 2.1.18 The categories of supported services are defined in **Appendix 2f** together with a map showing the split between routes which are fully commercial, part commercial, and fully supported by the council.

Bus Service Improvement Plan (BSIP) Phase 2 funding

- 2.1.19 Medway Council received a BSIP Phase 2 allocation of £0.76m. We discussed with operators what improvements could be undertaken to support the existing network, aiming to introduce journeys that would have a chance of being commercially viable by the time the BSIP Phase 2 funds are no longer available.
- 2.1.20 We have therefore identified improvements to key services as the primary use of our funding. We are spending around £0.3m per year of BSIP Phase 2 funding to strengthen key services from January 2024, primarily by adding more evening and Sunday journeys. The availability of more buses at these times should also help to grow the patronage on the daytime journeys, with passengers, especially those working outside office hours, finding it easier to use public transport at both ends of the day. Early indications have shown that the new uplifts have been welcomed including the return of a 155 Sunday service to Borstal and an evening service 2 to a local leisure destination, Dockside Outlet Centre.
- 2.1.21 The services which have seen an uplift in frequency are as follows:-
- **2 – Chatham Rail Station to Dockside Outlet Centre-**
Evenings- Every 30 minutes until 2325 Monday to Saturday evenings (previously service finished at 2000)
 - **101- Maidstone – Davis Estate- Chatham- Brompton- Gillingham- Twydall-**
Enhanced to run every 30 minutes until 0014 Monday to Saturday evenings (previously every 30 minutes Maidstone-Chatham and every 60 minutes on to Twydall)
 - **132- Chatham- Jezreels- Rainham- Parkwood- Wigmore- Hempstead Valley-**

Enhanced to run every 30 minutes until 2344 Monday to Saturday evenings (previously every 60 minutes from about 1900)

- **132- Chatham- Jezreels- Rainham- Parkwood- Wigmore- Hempstead Valley-**
Enhanced to run every 20 minutes until 1850 on Sunday daytimes (previously every 30 minutes).
- **155- Borstal- Rochester- Chatham-**
Reintroduction of Sunday daytime service hourly
- **166- Chatham- Luton- Lordswood-**
Enhanced to run every 30 minutes until 2341 Monday to Saturday evenings (previously hourly after about 1930)
- **166- Chatham- Luton- Lordswood-**
Enhanced to run every 20 minutes until 1800 on Sunday daytime. (previously every 30 minutes).

2.1.22 The date chosen to start the improvements reflected the point that the bus operators had overcome the driver shortage and were confident that additional work could be taken on at this point.

2.1.23 This was accompanied by a social media campaign, and mentions on local media including BBC South East Today, and Kent Online.

Funded by
UK Government

NEW YEAR ... NEW TIMETABLES

From 7 January 2024 several Arriva timetables are changing. Including

- More evening services on the 101, 132, and 166
- More Sunday services on the 132, 155, and 166
- More evening services to Dockside Outlet (1 & 2)

For full details go to
www.medway.gov.uk/buses
A Medway Bus Enhanced Partnership Initiative

MEDWAY CLIMATE CHANGE
CHILD FRIENDLY MEDWAYS
Medway Serving You

Advertising new uplifted frequencies using BSIP+ funding.

Accessibility to High Frequency services

2.1.24 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 59%. (updated for October 2022)

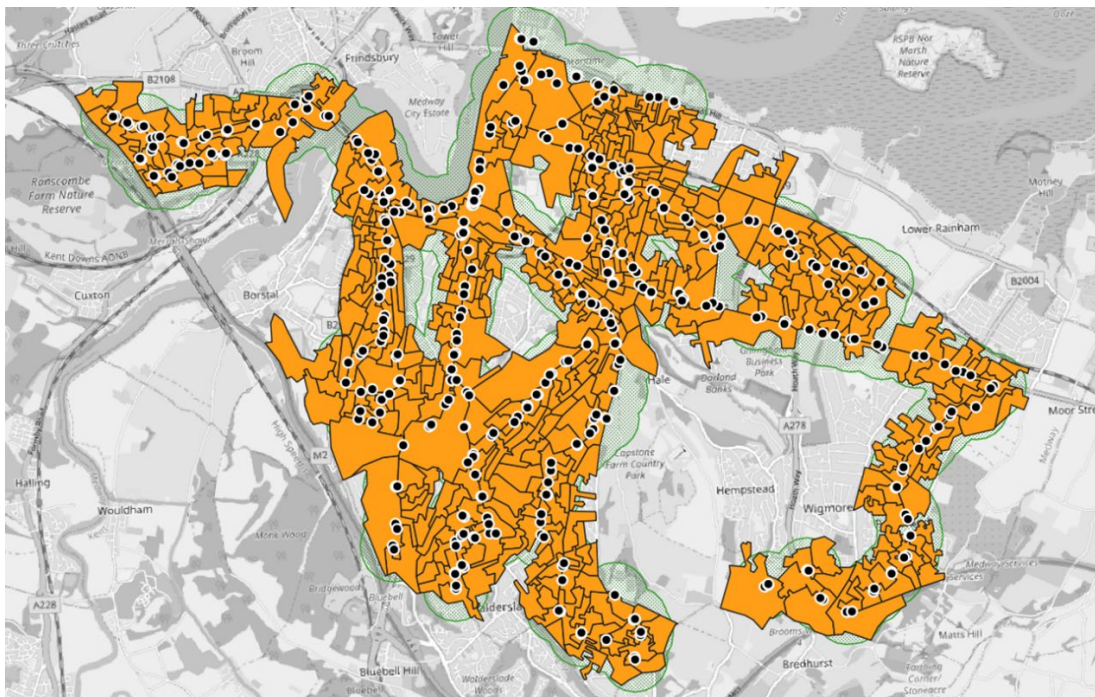
Bus Service Level	Dwellings	Total adults	Total population
High Frequency – At least every 15 mins or 4 buses per hour	59%	59%	59%
Medium Frequency – Every 20 mins or 3 buses per hour	21%	19%	19%
Access to at least a 20-minute bus service on weekdays	80%	78%	78%

High frequency services and population reach

2.1.25 Following Covid all commercial routes continue to operate, though the highest frequency is now every 12 minutes (previously every 10 minutes). Some unique sections of otherwise combined routes now only operate every 30 minutes, so coverage of high frequency services is now 1% lower than before 2022.

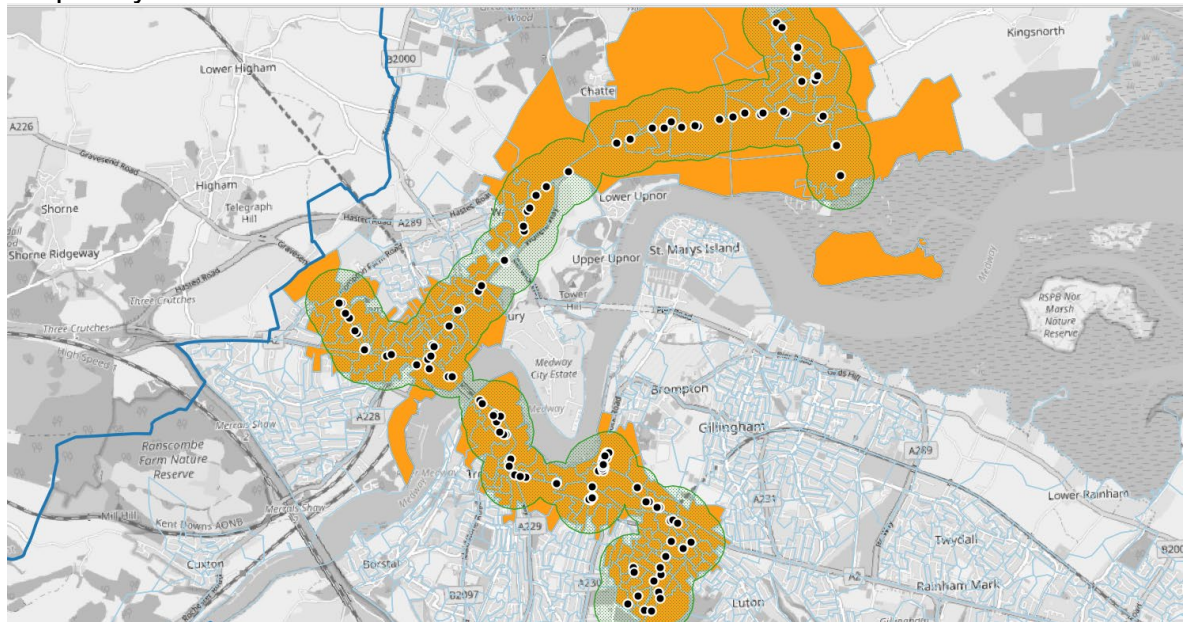
2.1.26 Customer patronage at Spring 2024 is reported by Arriva to be at the early 90% level overall, with ENCTS Concessionary usage lagging behind with the 70-80% range.

2.1.27 The access to High Frequency services is shown on the map below:-



Super output areas with access to High Frequency (at least every 15 minutes) bus services, updated for October 2022

2.1.28 Further analysis shows the addition Super Output areas if 20-minute frequency services are included



Super output areas with 20-minute bus services.

2.2 Bus Infrastructure

2.2.1 Most of Medway's buses interchange at Chatham Waterfront Bus Station. Built in 2011 for £9m, over 1,100 services a day depart. In recent years all lighting has been converted to LED, and an upgrade to RTI screens has taken place. However, its "futuristic design" is starting to show initial signs of ageing, and will require further investment soon, for example upgrades to CCTV, passenger information, and waiting facilities to improve the passenger experience.



Chatham Waterfront Bus Station

- 2.2.1 Within Medway there are nine bus priority lanes in operation at all times. These have been in operation for over 15 years on key sections of highway. Chatham Waterfront Bus Station (Globe Lane, and Waterfront Way), High Street (Chatham) and Canal Road are currently camera enforced. This will be rolled out to other bus lanes over the next year on sites in Chatham and Rochester. **Appendix 2g** provides details of the bus lanes/ priority locations.
- 2.2.2 There are 1013 bus stops in Medway with 86% having roadside information maintained by Arriva and the council, with 350 shelters maintained by Clearchannel and Medway Council. More information in **Appendix 2h**.

2.3 Vehicles and Decarbonising the bus fleet.

- 2.3.1 169 buses are used to provide bus services in Medway, including those that run in and out of the area.
- 2.3.2 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 median figure of 10 years, for non-metropolitan areas of England (Source: DfT Bus Statistics Table 06f).
- 2.3.3 Three quarters of these buses meet Euro V or Euro VI emission standards, as shown in the table below.

Emission standard	Total	% of fleet
Euro III	11	8.09%
Euro IV	21	15.44%
Euro V	80	58.82%
Euro VI	19	13.97%
Euro VI Retrofit	5	3.68%
Total	136	100.00%

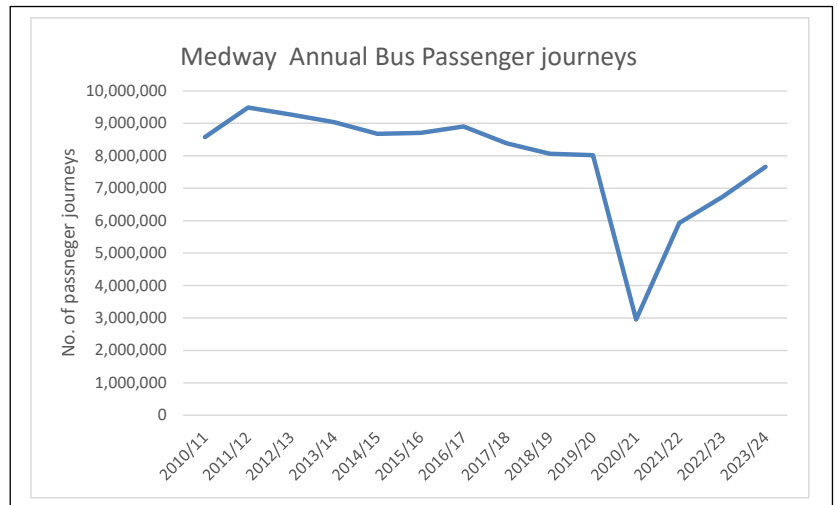
- 2.3.4 Medway Council will work with operators in partnership to introduce new buses, seeking funding opportunities to and look at the fuels they are using to look to decarbonising the fleet as soon as practicable. in conjunction with funding opportunities when they arise. However, the topography of the Medway area is challenging for battery electric vehicles, which would struggle to complete a whole day’s operation on a single charge, although further developments in technology are reducing this barrier. Operators have also stated that infrastructure costs and staff- retraining costs are also very substantial in the move to other vehicle fuel types.

2.4 Bus Passengers Numbers

- 2.4.1 Bus passenger numbers over the last 14 years is shown below. From a peak of 9.5 million in in 2011/12 numbers stabilised around the 8 million level pre Covid. Post Covid the numbers have come back up to 7.6 million.

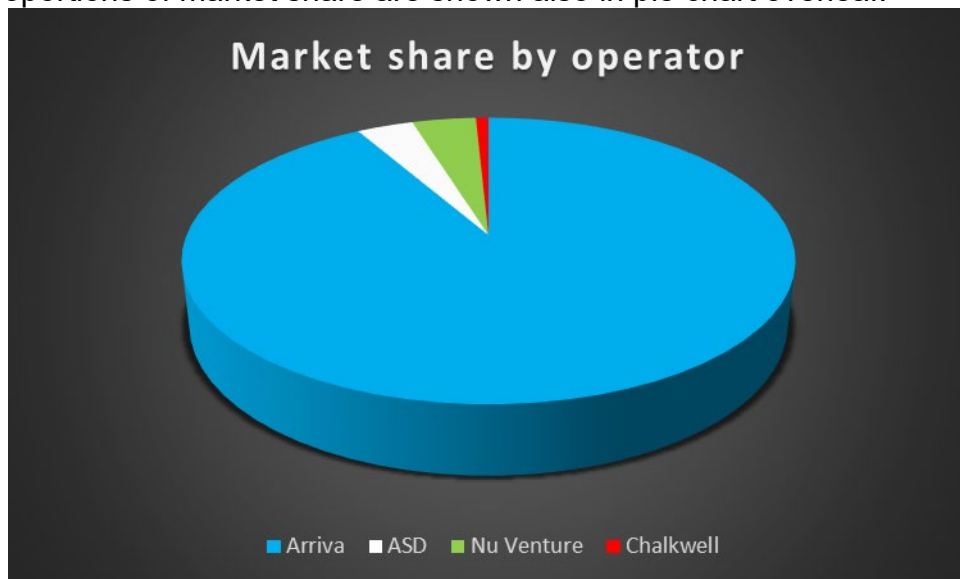
Year	Passenger journey no
2010/11	8,573,927
2011/12	9,488,188
2012/13	9,272,676
2013/14	9,032,102
2014/15	8,676,271
2015/16	8,709,267
2016/17	8,902,079
2017/18	8,383,939
2018/19	8,060,018
2019/20	8,022,306
2020/21	2,951,075
2021/22	5,926,045
2022/23	6,732,255
2023/24	7,657,389

2.4.2 The breakdown per operator in 2023/24 is as follows, which shows over 90% of bus passengers are carried on our dominant operator Arriva.



Arriva:	ASD	Nu Venture	Chalkwell	
7,020,337	270,271	306,472	60,309	7,657,389

The proportions of market share are shown also in pie chart overleaf.



2.4.3 A more comprehensive analysis also showing a comparison of journeys per head of population with Medway and different areas is in **Appendix 5**

2.4.4 One of Medway’s key targets is to **achieve 9 million passenger journey numbers per year by 2029/30.**

2.5 Fare Offer to Passengers

2.5.1 Since deregulation in the 1980s bus companies are free to determine the fares set on commercial bus routes. Fares need to be set at a rate that

makes bus travel an attractive prospect compared to other modes of transport, while ensuring they cover operational costs.

2.5.2 Alongside DfT, our operators, and other partners, there are a number of key offers for passengers with further information in **Appendix 2i**.

- Contactless payment on all Medway's buses
- £2 Bus Fare cap for single fares on Arriva and Chalkwell (at least until December 2024)
- Arriva Twilight fare of £1.70
- Weekly/ period tickets
- Medway Youth Pass Scheme
- PlusBus addition to railway tickets
- Discovery ticket
- ENCTS Older Person/ Concessionary Bus Fare scheme
- Bus promotions including free weekends

2.5.3 For 2024/25 Medway Council has negotiated a fixed payment arrangement for the ENCTS Concessionary pass scheme with our principal operator Arriva to ensure that the commercial network remains stable. However, as the reimbursement calculation has changed DfT must ensure that funding is available for future years to ensure stability is continued.

2.5.4 To ensure the good momentum is maintained with passengers returning to buses, the £2 fare cap has played an important role. Following December 2024, it is hoped that the voluntary scheme will be maintained to continue support the bus user, and avoid potential cliff edge hike in bus fares. CPT have produced an options report with suggestions for the scheme: - [CPT bus fares report](#)

2.6 Caring for our customers.

2.6.1 Medway Council alongside our operators see bus facilities and information as the key facets for helping customers, both existing, and potential ones, navigate bus services to ensure that it is as clear as possible and driving demand for bus services. **Appendix 2h** provided details of the way we disseminate information.

2.7 Summary of Medway's BSIP progress and spend to date.

2.7.1 Listed in **Appendix 3** provide more details on Medway's progress we have made to date with regards to our BSIP. £768K funding was received in 2023/24 for Medway Council from the DfT's BSIP2 fund, with a further £768K for 2024/25.

SECTION 3 – IMPROVEMENT PROGRAMME TO 2025.

3.1 2024/25 Programme

3.1.1 In February 2024 the Enhanced Partnership held a workshop to kick off the update to our BSIP and a look ahead to future schemes in the short, medium and long term. Attended by all our operators, the Portfolio Holder and council officers across a wide range of disciplines, the full and frank discussion has helped shape this document.

In April 2024 DfT officers also visited Medway so we could advise our progress and plans which included meeting bus operators, and CPT representatives. Our programme of schemes for 2024/25 are described below.

These are also summarised in shortened table as required by DfT in **Section 6**.

3.1.2 **Continuing support our existing socially necessary contracts so no cuts to services**

Medway Council will continue to support existing socially necessary contracts through 24/25 using council revenue topped up with BSOG funding, carried over BRG/LTF funding, and BSIP2 funding.

Cost £1.5 million (internal, BSOG, BRG/LTF, BSIP2)

3.1.3 **Additional evening and Sunday services on key routes**

Continue to improve frequencies on key routes subject to value for money and potential for commercial viability. £300K is already being used to support the 2, 101 132, 155, and 166 for improvements to evenings and Sunday services to increase frequencies. If other suitable improvements can be made at a cost effective level, we will expand services as and when appropriate potentially when Arriva look to amend timetables from September 2024. We are also introducing an extra evening journey to Warren Wood and Borstal with Nu-Venture from June 2024.

Cost £310K (BSIP2 funding)

3.1.4 **Proposal to have free summer holiday travel for children**

Medway Council will look to implement a free summer holiday travel initiative on buses when travelling with a fare paying adult to encourage families to use the bus as a more cost-effective means to travel, and to be available as an option rather than using a car. It is anticipated that this will run during the six-week school holiday.

Cost £60-80K (BSIP 2 funding)

3.1.5 Initiate a new bus service to leisure facilities and country park

Medway Council will look to support a new service during the school summer holidays running to a number of key leisure destinations, including the following destinations: -

- Dockside Outlet/Historic Dockyard
- The Strand Leisure Park and Pool
- Newly reopened Cozenton Park Leisure Centre
- Riverside Country Park

Following a tendering exercise, it is hoped the service will run between 10am and 6pm, seven days a week from 22 July to 1 September.

Cost- £150K TBC (BSIP2 funding)

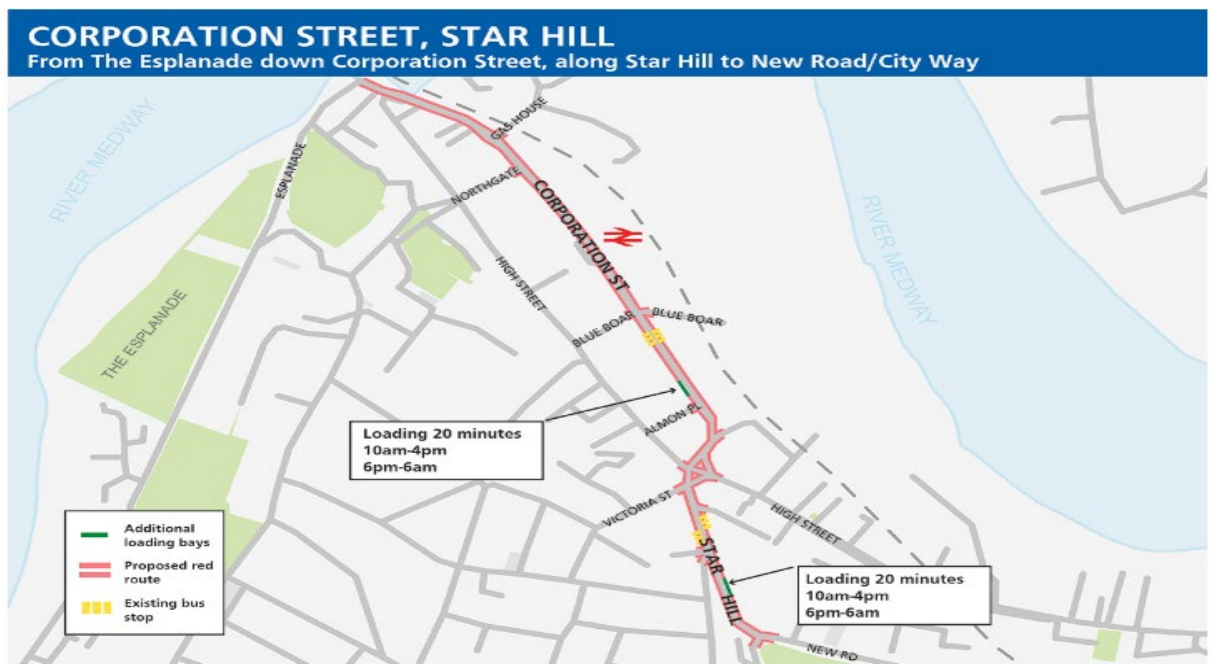
3.1.6 Red routes on key parts of highway

Alongside colleagues in Traffic Management and Highways a series of red routes will be going live from Summer 2024. It is anticipated that this will keep roads free flowing on key sections of the network which have high frequency bus services.

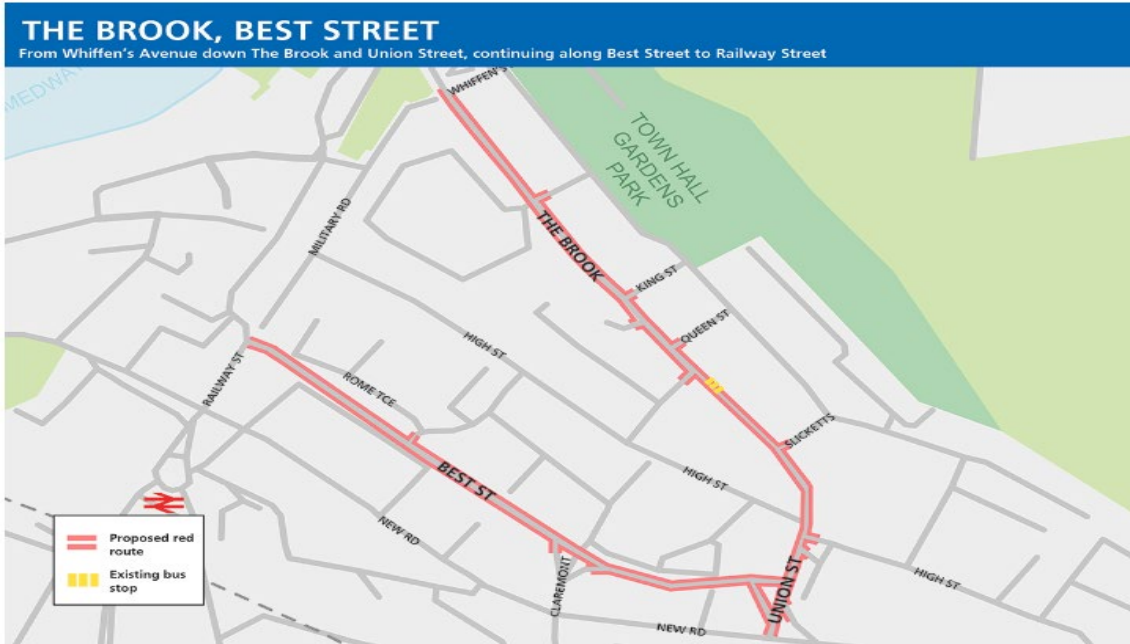
This will be building on the introduction of enforcement of yellow box junctions, and banned turns as part of moving traffic offences.

Cost- £805K (Safer Healthier Streets funding)

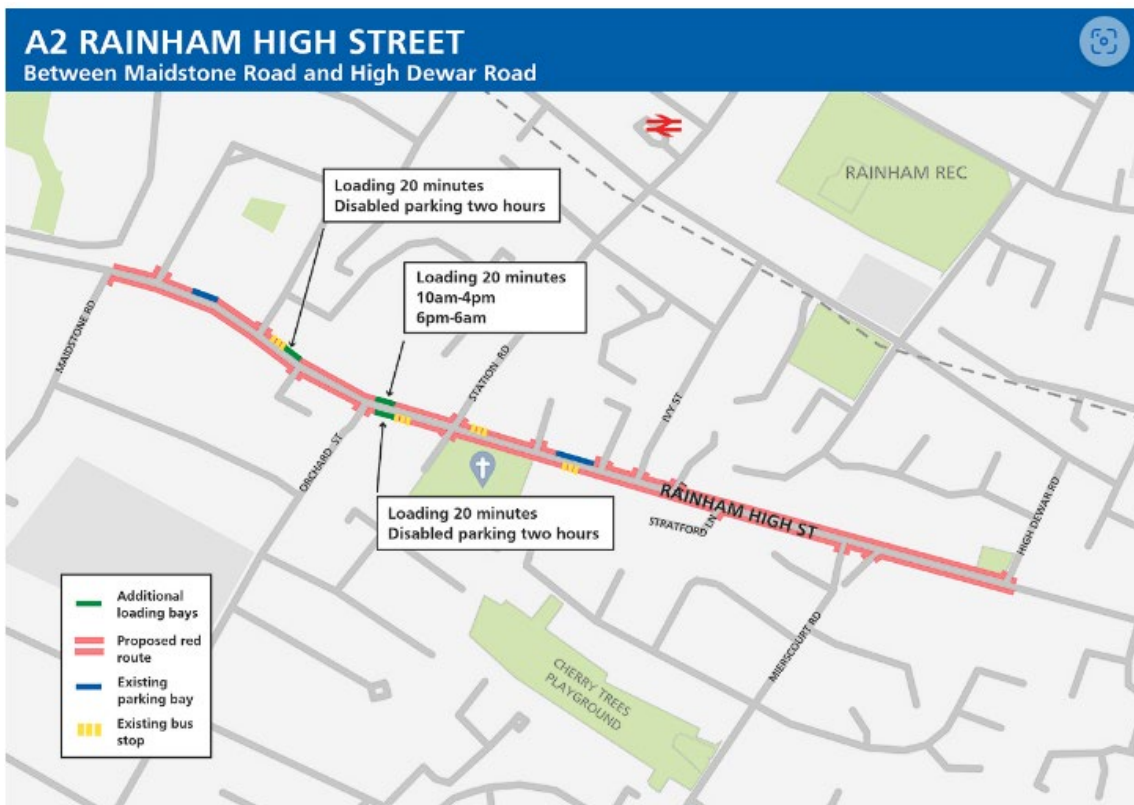
A2 Corporation Street/Star Hill- used by bus routes 133, 140, 141, 151, 155, 156, 172, 173, 191, 700 plus school buses (up to 20 buses per hour)



The Brook/Best Steet Chatham- used by 113, 132, 164 166, 175, 176, 177 plus school buses (up to 21 buses per hour)



A2 Rainham High Street-used by 120, 121,130, 131,132, 183, 326, 327, 783, plus school buses (up to 7 buses per hour)



3.1.7 Camera enforcement in Lordswood and other bus lanes

During 2024, the enforcement camera is set to go live at the Lordswood Shopping Centre terminus, This has been a notorious spot for misuse when

car drivers are visiting a local convenience store, ignoring the bus-only restrictions. This has been part of a wider improvements package at the terminus, including amendments of kerb lines, enforcement and footway resurfacing, which will improve accessibility for all, but especially mobility-impaired passengers

Cost - £35k (LTP funding)

Bus Lane enforcement will also be introduced by our Parking Enforcement team at the following Bus Lane locations subject to consultation: -

- A2 Rochester Corporation Street
- A2 Chatham Hill
- High Street Chatham/Upbury Way- The Brook

Cost- £50K (BSIP2 Funding)

3.1.8 Repairs, and improvements to bus shelters

We are looking to continue to undertake repairs to bus shelters for day to day vandalism and repairs, and will upgrade shelters to more robust materials, such as mesh to reduce ongoing maintenance cost where possible. We have started putting "Report a broken bus shelter" stickers on council owned bus shelters. The sticker has a QR code that takes them directly to the website where they can report a broken/vandalised bus shelter.

Cost - £70K (revenue funding/LTP)

Many of our council shelters are lacking lighting, so are planning to install new solar panels, and LED lighting at 24 bus stops on routes which have seen increased evening bus services in January 2024. This will improve customer safety and confidence. With agreement with DfT we will look to use BSIP2 funding to provide a capital upgrade to these shelters.

Cost- £60K (BSIP2 Capital)

3.1.9 Increase CCTV and public announcement provision at Chatham Waterfront Bus Station

Although incidents at the bus station are extremely rare, there is a lack of full CCTV in the concourse areas at our main bus station interchange, so we will look to investigate and improve the availability of cameras to improve surveillance and security. We would also like to invest in a new public address system as well to improve customer information. With agreement with DfT we will look to use BSIP2 funding to provide a capital upgrade to the CCTV and public address systems here.

Anticipated Cost - £70K (BSIP2 funding)

3.1.10 Improve driver toilet facilities at Chatham Waterfront Bus Station

At Chatham Waterfront Bus Station there are driver toilet, rest, and canteen facilities which all bus companies are able to use. This opened in 2011 and due to the heavy footfall and usage the toilets are looking tired and need an

urgent refresh. We are looking to give a full upgrade of the four toilets and cloakroom facility in 2024/25.

Cost- £10K

3.1.11 Free Bus weekends

In June and December 2023, we promoted bus services by having free bus weekends to provide an opportunity for the public to travel free up to 8pm on the Saturday and Sunday. We saw patronage uplift between 30-50% on the selected days and is a useful tool to get non bus users to try the bus, and to help in the cost of living crisis at this time. To reimburse the bus operators is in the range of £35-40K per weekend, and we are looking to have further free weekends in September as part of “Catch the bus month” with Bus Users UK, and on the weekends in the run up to Christmas to also deter car usage.

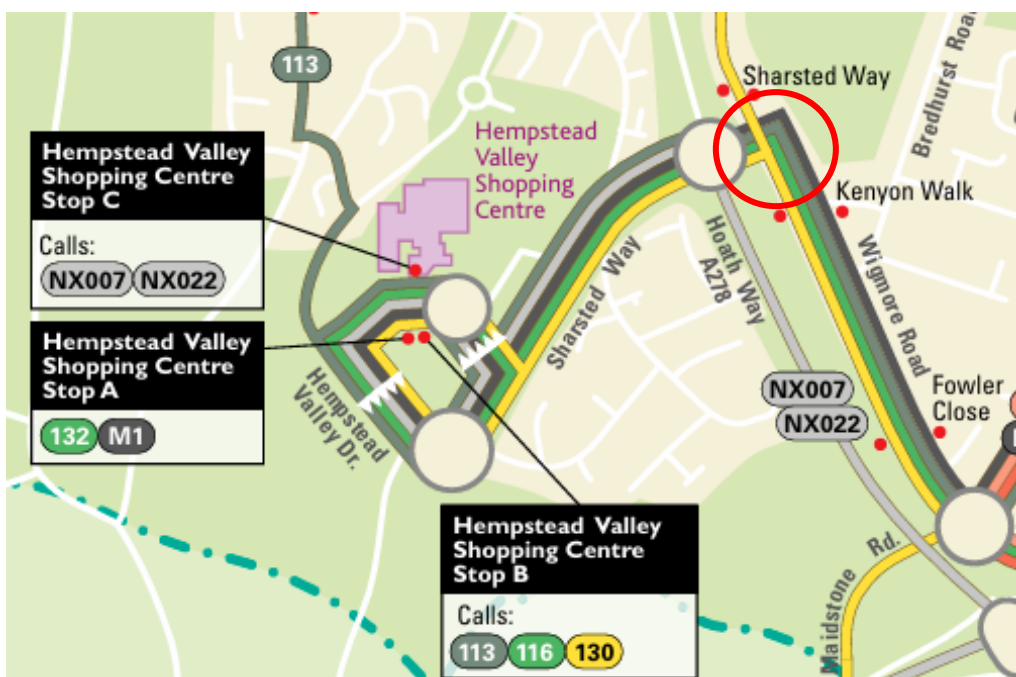
Cost- £140-150K (BSIP2)

3.1.12 Small scale accessibility improvements from LTP/S106 funding.

Across the network there are known congestion hotspots which affect all traffic movements including buses.

As part of small scale LTP and S106 improvements we are looking at the following junctions on the 113, 116, 130 and 132 bus services which does face unreliability issues. **Cost- £200K TBC**

- Wigmore Road/Hoath Way, Wigmore - this experiences queuing at peak times to the A278 roundabout as there is significant stacking in lane 1. We will look to lane redesignation to try and even the flow here- LTP Funding
- A2 Junction with Mierscourt Road - amendments to traffic islands and traffic signals to improve traffic flow here – S106 funding





Arriva bus at Wigmore Road- source Google maps



A2/Mierscourt Road junction, Rainham

3.1.13 Launch of Kent and Medway Bus Passenger Charter.

As many passenger journeys are not confined to the Medway area, our Bus Passenger Charter is a joint effort with our colleagues at Kent County Council, covering the whole of both authorities' areas. With colleagues at CPT, Bus Users UK our Bus Passenger Charter will be formally launched in 2024/25 and can be viewed in **Appendix 6**.

Cost- Minimal

3.1.14 Investigate Potential ticketing scheme across operators

We will continue to investigate with operators, suppliers and DfT ticketing schemes across all operators, potentially with the Medway Youth Pass offer as a first staging post for any new arrangements. However, we need to be mindful of set up costs and ongoing running costs, and/or commission charges for smaller operators. Some funding will be used to upgrade smaller operators' ticket machines as required.

Cost- £30K BSIP2

3.1.15 Improvements to wayfinding, and signage at Chatham Waterfront Bus Station

We will look to improve further waymarking and signage including destination information at Chatham Waterfront Bus Station. This will add to our earlier refurbishment, with stands and other information now colour-coded to allow passengers to find their bus more easily.

£5K- LTP funding

3.2 Bus Driver Shortages and DWP

3.2.1 Within Medway in Quarter 1 of 2024/25 all of Medway's operators have low vacancy rates with the driver market having settled after Covid.

3.2.2 Medway Council's Public Transport team continues to have quarterly meetings with the DWP's Medway Partnership Manager to ensure dialogue is maintained, and that we can signpost bus operators to ensure that they can benefit from DWP resources when job recruitment for drivers and other specialist staff is taking place.



DWP recruitment literature

SECTION 4- AMBITIONS AND PROPOSALS FOR 2025 AND BEYOND

4.1 Introduction

4.1.1 This is a key section of Medway’s BSIP outlining in brief our ambitions and proposals for improvement in the period after 2025. As per DfT guidance we are looking at a dual time horizon structure with a medium-term view from 2025/26 to 2028/29, and a longer-term view until the 2035. These are to be aligned with the National Bus Strategy topic areas for ambitions and proposals.

4.1.2 We have looked solely to 2035, as in the next two years we are anticipating the Medway Local Plan to be adopted, and a Local Transport Plan 4 coming forward from 2026.

4.1.3 The proposals will meet Medway’s key objectives of: -

- Reducing congestion that causes daily delays on the timetable
- The need to reach net zero by decarbonising the public transport network
- The need to have a fully integrated public transport network

Bus network planning and improvements to bus services

Until 2028/29	<ul style="list-style-type: none"> • Continue to create the conditions to support Arriva’s commercial network with the aim of achieving at least 10-minute frequency on the main services to key services and attractors. • Supporting 30-minute frequency in evenings, and 20 minutes on Sundays on main services budget permitting. • By 2026/27 conduct analysis of supported services in line with extension of contracts by September 2028. • Working with town planning colleagues to continue to ensure bus services are fit for purpose with new development sites coming forward, working with developers to ensure buses have access, and support funding available. • Continue to support socially necessary services when commercial services are not viable. <p>To maintain existing tendered services, additional support required at £500k per year for existing services, plus £310k for additional evening and Sunday services</p>
Until 2035	<ul style="list-style-type: none"> • Investigate a new bus hub at Strood railway station to provide better access to the west and services to the peninsula with the potential of using this as a feeder station. • Improvements to bus priority to the peninsula including at key

	junctions. Feasibility/design- £500K, total cost TBC
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Bus priority: delivering faster and more reliable services on priority routes

Until 2028/29	<ul style="list-style-type: none"> • With operators we will continue identify hotspot delay locations that can have simple interventions to improve their performance. This could include junction lining, bus stop clearways, and minor infrastructure works to bus stops and kerb lines. • Look to increase the number of traffic signals which can grant priority to bus services. However, there are some sites where buses approach from multiple directions, and we should agree, via the Enhanced Partnership, a set of protocols for how priority is granted at such locations. • We will consider the expansion of Red Routes from the initial sites identified in section 3, to other locations (such as zero tolerance routes) where the benefits are both in line with the National Bus Strategy and the Plan for Drivers. • Where clear benefits can be identified from introducing further bus lanes, such as enabling the same resource level to provide a more frequent service, we will seek to bring about an early implementation of such schemes. <p>Anticipated cost £2 million per year for future schemes</p>
Until 2035	<ul style="list-style-type: none"> • Larger scale bus priority schemes, and larger junction improvements will be considered at congestion hot spot sites identified in the LTP. <p>Anticipated cost to be confirmed</p>

Improvements to Fares and ticketing

Until 2028/29	<ul style="list-style-type: none"> • We have pledged support for Project Coral, which will introduce multi-operator tap-on tap-off ticketing as a national scheme. • Almost all commercial services are provided by Arriva, so fares and ticketing are led by their dominance. Ahead of tap-and-cap, we would like to introduce, as a minimum, a paper Medway day ticket that would be issued and accepted by all operators. A precedent already exists with the Discovery Ticket, which covers a wide swathe of South East England, and with all operators using the same ticketing technology, such a ticket can be scanned on each boarding to establish precise usage. Ideally such a ticket would be priced competitively to the National Bus Fare Cap, which would currently indicate a price of £5. This would require significant revenue subvention against the current Arriva day ticket price of £7. • Work with other transport operators such as Southeastern, and colleagues at KCC to ensure Medway residents benefit
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	<p>from wider transport ticketing initiatives.</p> <ul style="list-style-type: none"> • Continue supporting operators with latest ticket machines on bus. <p>Anticipate cost - £300K per annum</p>
Until 2035	<ul style="list-style-type: none"> • Potentially participate in the rollout of Mobility as a Service (MaaS) across Kent and Medway. • Open to future innovations such as Project Coral- and smart cities initiatives. <p>Cost -TBC</p>

Improvements to the bus passenger experience: improved bus stops, bus stations and interchanges

Until 2028/29	<ul style="list-style-type: none"> • Continue to upgrade bus shelters with programme of repairs and replacement with anti vandalism measures as required. • Continue working with Clearchannel to upgrade the shelter stock including digital advertising displays which provides an income to the council for further improvements. • Investigate and ensure key town centre stops are easy to use including Real Time Information if appropriate. • Investigate passenger waiting facilities at Chatham Waterfront Bus Station for better protection from inclement weather. • Continue roll out of bus stop improvements with raised kerb, and clearways to aid access to bus for those with mobility issues. • Investigate the re-instatement of the bus information centre at Chatham Waterfront Bus Station. <p>Cost- £250K per annum</p>
Until 2035	<ul style="list-style-type: none"> • New bus shelter contract will be coming forward from 2034/35. • Investigate a new bus hub at Strood railway station to provide better access to the west and services to the Isle of Grain and Hoo Peninsula with the potential of using this to develop feeder services within Strood and extending to Grain and Hoo Peninsula. <p>Cost - TBC</p>

Improvements to the bus passenger experience: improved bus information and network identity

Until 2028/29	<ul style="list-style-type: none"> • Continue to produce bus publicity working with Arriva Roadside infrastructure team to ensure most stops have up to date information. • Work with Arriva's publicity team to promote routes accordingly. • Preparation of independent companies timetables at stops. • Work with KCC to launch an integrated public transport portal and website covering Kent and Medway. <p>Cost - £50K per annum</p>
Until 2035	<ul style="list-style-type: none"> • Working with operators to promote routes, and at new initiatives which are cost effective and help with promotion and introduction to the network. <p>Cost- TBC</p>

Improvements to the bus passenger experience: accessibility, inclusiveness, personal safety and security

Until 2028/29	<ul style="list-style-type: none"> • Improve CCTV, and public address system at Chatham Waterfront Bus Station. • Improving lighting with LED upgrades at key bus shelters. • Increasing provision of more bus timetable information at stops. • Work with Kent Police, and Community Safety teams on reports of Anti-Social behaviour. • Continue with programme of raised kerbs, clearways, and accessibility improvements in vicinity of bus stops. <p>Cost - £100K per annum</p>
Until 2035	<ul style="list-style-type: none"> • Continue with ongoing improvements, as and when appropriate.

Improvements to the bus passenger experience: implementing the Bus Passenger Charter

Until 2028/29	<ul style="list-style-type: none"> • Launch of Bus Passenger charter in 2024 – Appendix 6. <p>Cost-minimal</p>
Until 2035	<ul style="list-style-type: none"> • Continue to work with companies, and suppliers, and as the Public Transport team to continue to implement the bus passenger charter.

Improvements to bus fleet

Until 2028/29	<ul style="list-style-type: none"> • Ensuring that Medway’s supported services meet the Next stop audio visual announcements by 2026 which may require some financial support. All stops should be called by the same name by all operators. The Council will provide assistance to operators, by ensuring that the NaPTAN database is kept fully up to date, and that any name changes proposed for individual bus stops are shared and agreed with relevant operators. • Medway's bus routes are not sufficiently profitable to generate funding for significant numbers of new vehicles. We have however benefited from mid-life buses brought in from elsewhere to upgrade the fleet. This means that the proportion of buses meeting Euro VI standards has improved since 2021. • We remain committed to working with Arriva and other operators by further improving the number of Euro VI buses within Medway e.g. by inviting tenders to give alternative prices for differing emission levels. • We remain unsure that electric buses are yet capable of completing a whole day's service in the demanding topography of the Medway Towns. This includes several routes which climb from not much above sea level to over 500 feet high during the course of a single journey, which can be as short as 4 miles. • It is noted that the new Alexander Dennis Enviro100 and Enviro 400 buses have a lower power requirement than previous generations of battery electric buses, and we are hopeful that technology continues to develop to give Zero Emission Buses a
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	<p>longer range that will be able to cope with the demanding conditions of the Medway.</p> <ul style="list-style-type: none"> • Medway Council is keen to work with hydrogen suppliers and to establish these in Medway, but this likely to require a new depot. (see below) <p>Cost of upgrading fleet to audio/visual next stop announcements - £2 million</p>
Until 2035	<ul style="list-style-type: none"> • Full electrification may require a new site to replace the existing Arriva depot. This is in a residential area within Gillingham and has no room for expansion. The site is tightly parked, and the extra space needed to provide charging points means that there is limited or no scope to accommodate the same number of electric buses as the current fleet of diesel buses. The close proximity of housing completely prevents the installation of hydrogen refuelling facilities at this site. <p>Cost of upgrading fleet – In the region of £80million, plus depot cost (£10-20 million)</p>

Longer Term Transformation of the network

Until 2028/29	<ul style="list-style-type: none"> • Review of supported services by 2026/27.
Until 2035	<ul style="list-style-type: none"> • We will work on a corridor-by-corridor basis to ensure that bus stops remain fit for purpose, including their location, accessibility for both passengers and buses, parking restrictions and facilities offered. • We will seek to ensure that new developments provide good access for bus services and passengers, including within the site where appropriate. • Seek to improve bus services to the Peninsula in conjunction with any new developments on a sustainable basis. • Creation of secure cycle hubs at bus stops in new developments to enable people to easily get from their front door to the bus stop. <p>Cost – unknown at present</p>

SECTION 5 - TARGETS, PERFORMANCE MONITORING AND REPORTING

This section will set out targets for improvements to bus services and how they will be monitored.

Although the targets will be agreed with operators in principle and indicate aspirations, these will be subject to change through the establishment of the Enhanced Partnership.

5.1 BSIP Targets

Targets	2023/24	Target for 2028/29	Description of how each will be measured
Journey time	76.08%	80%	Data from ABOD % of journeys on time at timing points Data from February 2024 All services – 76.08% Arriva- 75.1% 101- Gillingham- Maidstone-75.7% 132- Chatham- Hempstead- 76.9% 140- Strood- Chatham- 75.8% 145- Rochester- Chatham- 77.1% 166- Chatham- Lordswood- 81.1% 182- Twydall- Chatham- 76.3% Nu-Venture- 81.58% 130- Twydall- Maidstone- 87.1% 169- Chatham- Princes Park- 88.2% ASD- 74.2% 113- Chatham- Hempstead 77.8% 185- Chatham- Davis Estate – 86.2% Based on submissions in other BSIPs, these will be amended to figures in mph when ABOD is amended to allow corridor data runs to be set up.
Reliability	86.5%	98%	Data from ABOD Number of journeys run in February 2024
Passenger numbers	7,657,389	9,000,000	Data from operators
Average passenger satisfaction	54%	65%	NHT Survey (see below) – KBI06 – 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.
Network Coverage and accessibility to services	78%	80%	Access to at least a 20-minute bus service on weekdays.

SECTION 6- BSIP OVERVIEW

TABLE TEMPLATE

Name of Local Authority or Authorities	Medway Council
Enhanced Partnership(s) and/or Franchising Scheme(s) covered by the BSIP	Whole area
Date of publication	12 June 2024
Web address (URL) of the published BSIP*	Link to BSIP Webpage

***Please note the BSIP will be published on website after the General Election in July.**

Improvements programme to 2025	List of named schemes and measures Where appropriate provide location and cost	Budget/ est. cost (£k)
Continuing support our existing socially necessary contracts so no cuts to services	List of existing supported services as shown in Appendix 1	£1.5 million
Additional evening and Sunday services on key routes	Additional evening and Sunday services on key routes including 2, 101 132, 135, 166.	£310K
Proposal to have free Summer holiday travel for children	Free travel during school holiday on all bus routes in Medway	£60-80K
Initiate a new bus service to leisure facilities and country park for summer	Linking key destinations by bus during school holidays	£150K TBC
Red routes on key parts of highway	Restrictions on key parts of highway	£805K
Camera enforcement at Kestrel, and other bus lanes	New ANPR camera enforcement at 4 key bus lanes	£85K TBC
Repairs, and improvements to bus shelters	Ongoing maintenance of bus shelter infrastructure	£70K
Increase CCTV/ Tannoy provision at Chatham Waterfront Bus Station	Improvements to customer experience at main bus hub	£70K
Improve driver toilet facilities at Chatham Waterfront Bus Station	Overhaul of toilet facilities	£10K
Free Bus weekends	Free bus weekend for September for Catch the bus month	£140-150K
Small scale accessibility improvements from LTP/S106 funding.	Wigmore Road/Hoath Way A2/ Mierscourt Road	£200K TBC
Launch of Passenger Charter with KCC	Launch of document	minimal
Investigate Potential ticketing scheme across operators		£30K
Improvements to wayfinding, and signage at Chatham Waterfront Bus Station	New graphics and signs at CWBS	£5K

Ambitions and proposals for 2025 and beyond	Description of proposals listing named schemes/measures with location, where appropriate	Estimated cost/order of cost (£k)
Bus network planning and improvements to bus services	1) 10-minute interval services on key corridors during daytime, and half-hourly in evenings, 20 minutes on Sundays, plus support of socially necessary services to key centres, and services. By 2026/27 conduct analysis of supported services in line with extension of contracts by September 2028.	£1.8 million per annum + annual uplift cost.
	2) Investigate a new bus hub at Strood railway station to provide better access to the west and services to the peninsula with the potential of using this as a feeder station.	Feasibility/design-£500K, total cost TBC
Bus priority: delivering faster and more reliable services on priority route	1) Identify hotspot delay locations that can have interventions to improve their performance such as junction lining, bus stop clearways, and minor infrastructure work. •Increase the number of traffic signals with bus priority •Consider the expansion of Red Routes to other locations •Where clear benefits can be identified from introducing further bus lanes, we will consider such schemes	Anticipated cost £2 million per year
	2) Larger scale bus priority schemes, and larger junction improvements will be considered at congestion hot spot sites identified in the LTP.	Anticipated cost to be confirmed
Improvement to Fares and ticketing	Almost all commercial services provided by Arriva, the ticketing system is led by their dominance. Introduce a paper Medway day ticket that would be accepted by all operators. This would require significant revenue subvention. <ul style="list-style-type: none"> • Work with other transport operators to benefit from wider ticketing initiatives. • Continue supporting operators with latest ticket machines on bus 	£300k TBC

<p>Bus passenger experience: improved bus stops, bus station and interchange</p>	<p>Continue to upgrade bus shelters with programme of repairs and replacement.</p> <ul style="list-style-type: none"> • Continue working with Clear channel to upgrade the shelter stock • Investigate and ensure key town centre stops are easy to use • Investigate passenger waiting facilities at Chatham Waterfront Bus Station to protect from inclement weather • Continue roll out of bus stop improvements with raised kerb, and clearways to aid access to bus 	<p>Cost- £250K per annum</p>
<p>Bus passenger experience: improved bus information and network identity</p>	<p>CCTV at Waterfront Bus Station. Continued repairs and upgrades of existing shelters.</p>	<p>Ongoing costs- £50K per annum</p>
<p>Bus passenger experience: accessibility, inclusiveness, personal safety and security</p>	<ul style="list-style-type: none"> • Continue to produce bus publicity working with Arriva Roadside infrastructure team to ensure most stops have up to date information • Work with Arriva's publicity team to promote routes accordingly 	<p>Cost - £50K per annum</p>
<p>Bus passenger charter</p>	<ul style="list-style-type: none"> • Launch of Bus Passenger charter in 2024 • Continue to work with companies, and suppliers, and as the Public Transport team to continue to implement the bus passenger charter 	<p>Cost Minimal</p>
<p>Improvements to the Bus fleet</p>	<p>1) Ensuring that Medway's supported services meet the Next stop audio visual announcements by 2026 which may require some financial support</p>	<p>Cost - up to £2million (£13K per bus)</p>
	<p>2) Full electrification may require a new site to replace the existing Arriva depot. Cost to replace 169 likely to be in the region of £80million plus infrastructure costs</p>	<p>£80 million Plus infrastructure costs</p>

APPENDICES

Appendix 1 – Overview of Medway the area

The Medway Towns are a polycentric conglomeration of five towns, Strood, Rochester, Gillingham and Rainham, with Chatham at the centre.

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, A2 Rochester Bridge, and A289 Medway Tunnel).

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

As of 2022 the Medway's population stood at 282,702, which makes the population of Medway larger than places such as Brighton & Hove, Hull, Southampton, and Norwich for example.

While central Chatham remains the single most important destination in the Medway Towns, its dominance has declined significantly. The transport network is currently centred around Chatham, but there are also important centres at Strood, and Gillingham, with other town centres such as Rainham.

Full analysis of Medway's demographic information can be found here:-
[Medway Council Area Profile Summary](#)

Appendix 2 – List of bus routes serving Medway at June 2024

Service No Timetable	Route Details	Service Frequency:			Commercial / Supported
		Mon- Sat Daytime	Mon - Sat Evening	Sunday	
1 Arriva	Chatham Rail and Bus Stations – Universities at Medway – Dockside Outlet Centre – (Medway UTC and ASDA – University Campus) – The Strand	30 mins	-	Hourly	Commercial
2 Arriva	Chatham Rail and Bus Stations – Dockside Outlet Shopping Centre JOURNEYS SUPPORTED BY BSIP IN EVENINGS	30 mins	30 mins	2 journeys / hour	Commercial/ Supported
100 Arriva	Chatham Rail Station - Chatham - Chatham Maritime/ Historic Dockyard/ Universities – Dockside – St Mary’s Island	Mon- Fri – 9 journeys Sat- See 151	-	-	Commercial
101 Arriva	Gillingham – Historic Dockyard - Gun Wharf- Chatham - Chatham Rail Station - Huntsman's Corner – Davis Estate - Bridgewood - Springfield – Maidstone JOURNEYS SUPPORTED BY BSIP IN EVENINGS	12 mins	30 mins	20 mins	Commercial
102 Nu-Venture	Chatham- Brompton- Royal Engineers Museum/MidKent College- Gillingham ASDA	Mon-Fri 6 journeys	-	-	Commercial
113 ASD	Chatham- Luton- Waggon at Hale- Hempstead Post Office- Hempstead Valley Shopping Centre- Wigmore	60 mins	-	-	Supported
116 Arriva	Chatham- Universities- Mid Kent College- Gillingham- Medway Maritime Hospital- Jezreels - Tesco’s Rainham Mark- Twydall- Rainham- Parkwood- Wigmore- Hempstead Valley	30 mins	1 journey	-	Commercial/ Supported (early eve)
120 / 121 Nu-Venture	Chatham - Otterham Quay Lane (Rainham) - Darland - Chatham via Chatham Hill (120 - Otterham Park- Darland- Chatham via Chatham Hill)	5 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	(Chatham Rail Station) - Chatham - Jezreels - Rainham Mark - Rainham - Parkwood – Hempstead Valley	15 mins	30 mins	20 mins	Commercial/ supported (eves)
Arriva	EVENING & SUNDAY JOURNEYS SUPPORTED BY BSIP				
133 (193 Suns)	Chatham - Chatham Rail Station – Rochester - Strood - Cliffe Woods – Cliffe	Hourly	-	2 Hourly	Commercial/ Supported (Sun)
Arriva/ASD					
135	Chatham- Rochester- Warren Wood- Borstal			3 jrnys	Supported
Nu-Venture	EVENING JOURNEYS SUPPORTED BY BSIP				
140	Earl- Estate- Marlowe Park - Strood - Rochester - Chatham Rail Station – Chatham	20 mins	Hourly	30 mins	Commercial/ supported (Eve)
Arriva/ASD					
141	Earl Estate - Darnley Road - Strood - Rochester - Chatham Rail Station – Chatham	11 journeys (M-F)	See 700	8 journeys	Commercial
Arriva		7 journeys (Sat)			
142	Kit's Coty - Blue Bell Hill Village – Cookham Wood - Rochester - Chatham	3 journeys	-	-	Supported
ASD					
145	Chatham - Rochester – Warren Wood	12 mins	2 journeys	20 minutes	Commercial/ Supported (Eve)
Arriva (NV 135 Eve)					
151	(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	Supported
(149,549 school journeys)					
Nu-Venture					
155	Chatham – Chatham Rail Station - Rochester – Borstal	Hourly	-	1 hourly	Commercial/ Supported
Arriva daytime	SUNDAY JOURNEYS SUPPORTED BY BSIP				
156	Chatham- Rochester- Queen Mother Court- Borstal- Rochester- Chatham (Monday to Saturday)	3 journeys	-	-	Supported

Nu-Venture					
164 Arriva	Chatham - Magpie Hall Road - White Road Estate	20 mins	-	Hourly	Commercial/Supported (Eve/Sun)
166 Arriva	(Chatham Rail Station) - Chatham - Luton – Princes Avenue - Lords Wood - Gleaming Wood Drive SUNDAY JOURNEYS SUPPORTED BY BSIP	12 mins (M-F), 15 mins (Sat)	30 mins	20 mins	Commercial/Supported (Eve)
169 Nu-Venture	Chatham - Luton - Heron Way- Princes Park - Walderslade - Alexandra Hospital	8 Jrnys	-	-	Supported
170 ASD Coaches	Medway Valley Park - Medway Gate - Strood - Medway City Estate (Riverside Business Estate/Neptune Estate) – Chatham	Hourly	-	-	Supported
173 Nu-Venture	Chatham - Chatham Rail Station - Rochester - Strood - Frindsbury - Cooling Road- Wainscott- Lodge Hill Lane – Lower Upnor	7 journeys	-	-	Supported
174 Nu-Venture	Chatham- Rochester- Strood- Cliffe Road- Frindsbury- Salters Cross- Strood – Rochester- Chatham	3 journeys (M-F)	-	-	Supported
175 Arriva	Chatham – Chatham Hill- Medway Maritime Hospital- St Marks Church- Victoria Street Gillingham	30 mins	-	-	Supported
176 Arriva	(Walderslade Alexandra Hospital) - Walderslade – Weeds Wood- Weeds Wood Road – Huntsman’s Corner – Chatham Railway Station – Chatham (- Medway Maritime Hospital – Gillingham St Mark’s Church - Liberty Quays- Pier Road – Grange Road- Hazlemere Drive)	30 mins	See 177	Hourly	Commercial/Supported (Eve/Sun)
177 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)	30 mins	Hourly	Hourly	Commercial/Supported (Eve/Sun)
179 Nu-Venture	Chatham - Luton - Street End Road - Churchill Avenue - Weeds Wood - Walderslade - Walderslade Alexandra Hospital	3 journeys	-	-	Supported

182 Arriva	Chatham - Chatham Historic Dockyard - Brompton- Gillingham – Twydall	12 mins	See 101	See 101	Commercial
183 Nu-Venture	Twydall- Beechings Way- Hastings Arms- Hazlemere Drive- Grange Road- Gillingham Green- Church Street- The Strand- Pier Road- Gillingham Pier ASDA	2 journeys (M-F)	-	-	Supported
185 ASD	Chatham - Chatham Rail Station – Ordnance Street - Pattens Lane - Davis Estate	Hourly	-	-	Supported
190 Arriva	Gravesend – Strood – Rochester – Chatham Rail Station – Chatham	20 mins	-	Hourly	Commercial/ Supported (late pm)
191 Arriva /ASD (193 Suns)	Chatham - Chatham Rail Station - Rochester - Strood - Frindsbury- Wainscott - Chattenden - Hoo (- Hoo Marina)- High Halstow- Allhallows- Lower Stoke – Grain	20 mins to Hoo; Hourly to Grain	Hourly to Hoo	2 hourly	Commercial/ Supported (Eve/Sun)
197 Nu-Venture	Chatham - Chatham Rail Station - Rochester - Strood - Lower Upnor - Lodge Hill	5 jrnys	-	-	Supported
326/327 Chalkwell	Chatham- Brompton- Gillingham- Medway Maritime Hospital - Rainham - Newington - Sittingbourne (327 runs via Station Road, Upchurch, and Lower Halstow)	Hourly	-	-	Supported
417 Redroute Buses	Cliffe - Cliffe Woods – Higham – Gravesend	3 journeys	-	-	Supported
700 Arriva	Chatham – Rochester - Strood - Darnley Road- Earl Estate – Bluewater	20 mins	30 mins	30 mins	Commercial
783 ASD	Wigmore - Parkwood - Farthing Corner - Rainham Rail Station	Peaks am + pm	-	-	Supported
M1 ASD	Darland - Rainham Mark - Edwin Road - Wigmore - Hempstead Valley Saturdays only	Sats only	-	-	Supported

Dedicated School Bus Services

Service number	Route	Operator
150	Lordswood – Walderslade – Maidstone - Aylesford	Chalkwell
600*	Upnor - St. Mary's Island - Rochester - Rochester Schools - Chatham	Nu-Venture
633	Cliffe - Cliffe Woods - Strood Academy - Strood - Rochester - Rochester Grammar Schools	Arriva
638*	Peter's Village - Borstal - Warren Wood (Thomas Aveling School)	Nu-Venture
652*	St. Mary's Island - Wainscott - Strood - Cuxton - Strood Academy	Nu-Venture
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
669	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
673	Cuxton – Strood – Hundred of Hoo School	Nu-Venture
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	Red Route
	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
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

*These routes are supported by Medway Council

MY School Bus services

A network of pre booked school routes supported by Medway Council.

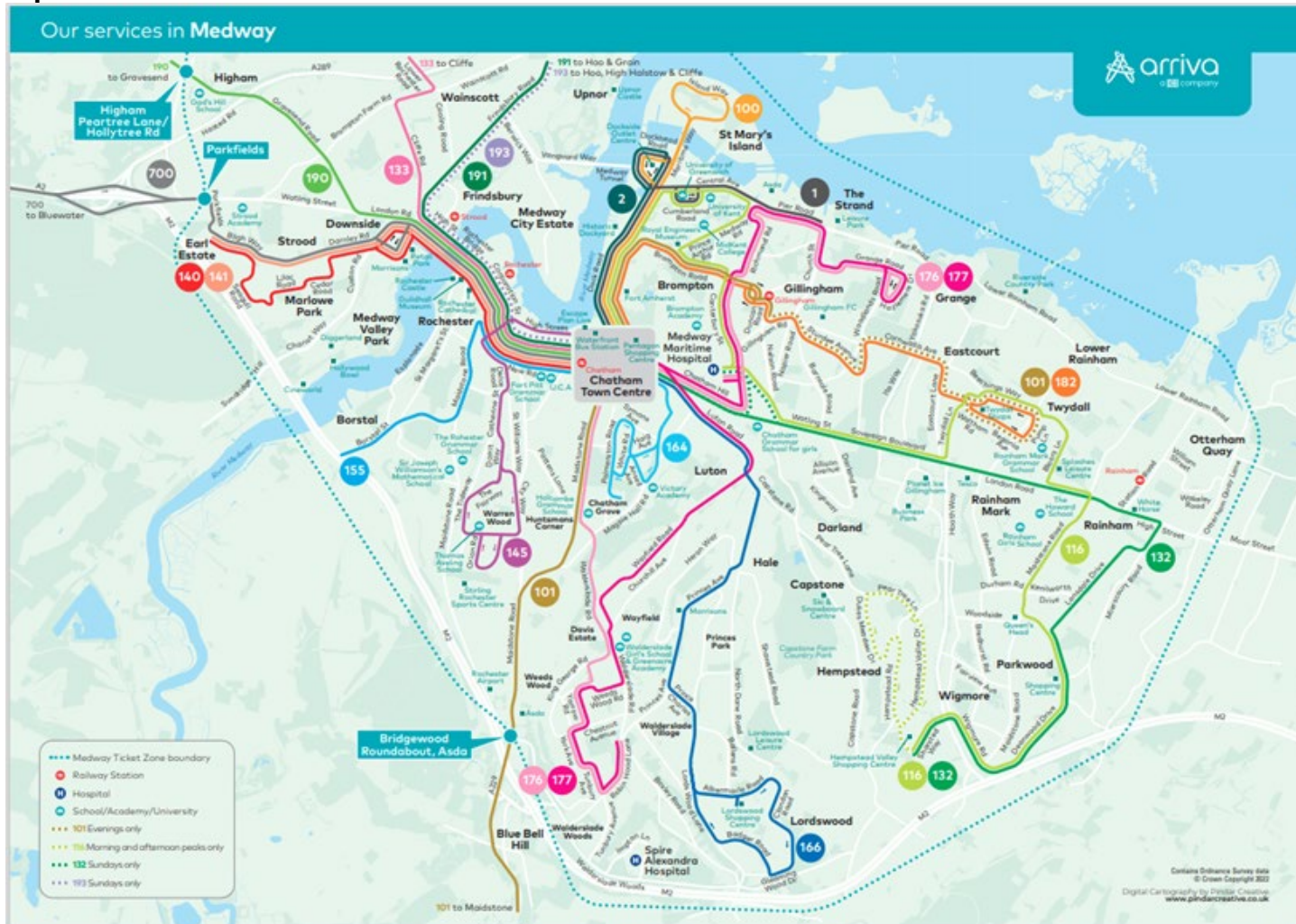
Service number	Route	Operator
MY1	Lordswood - Holcombe Grammar School - Greenacre - Walderslade - Victory Academy	Medway Council/ASD
MY2	Gillingham - Twydall - Rainham Mark Grammar School.	Medway Council/ASD
MY3	Gillingham - Twydall - Rainham School for Girls/The Howard School	Medway Council/ASD
MY4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

Appendix 2B – Map showing bus routes on the Hoo Peninsula and Isle of Grain



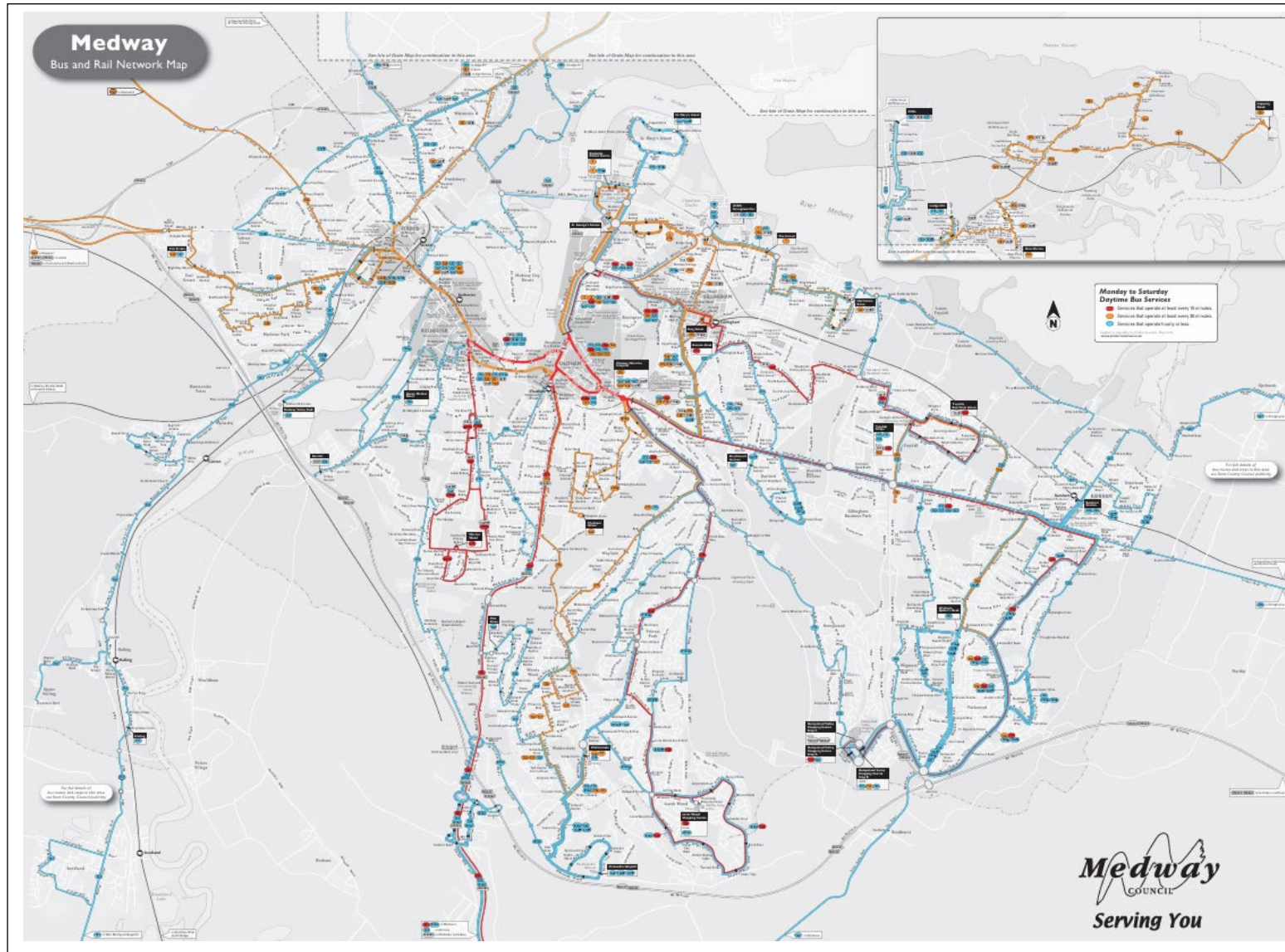
Bus services to the Peninsula

Appendix 2C – Map of Arriva’s bus network



Appendix 2D – Maps showing frequency of bus services.

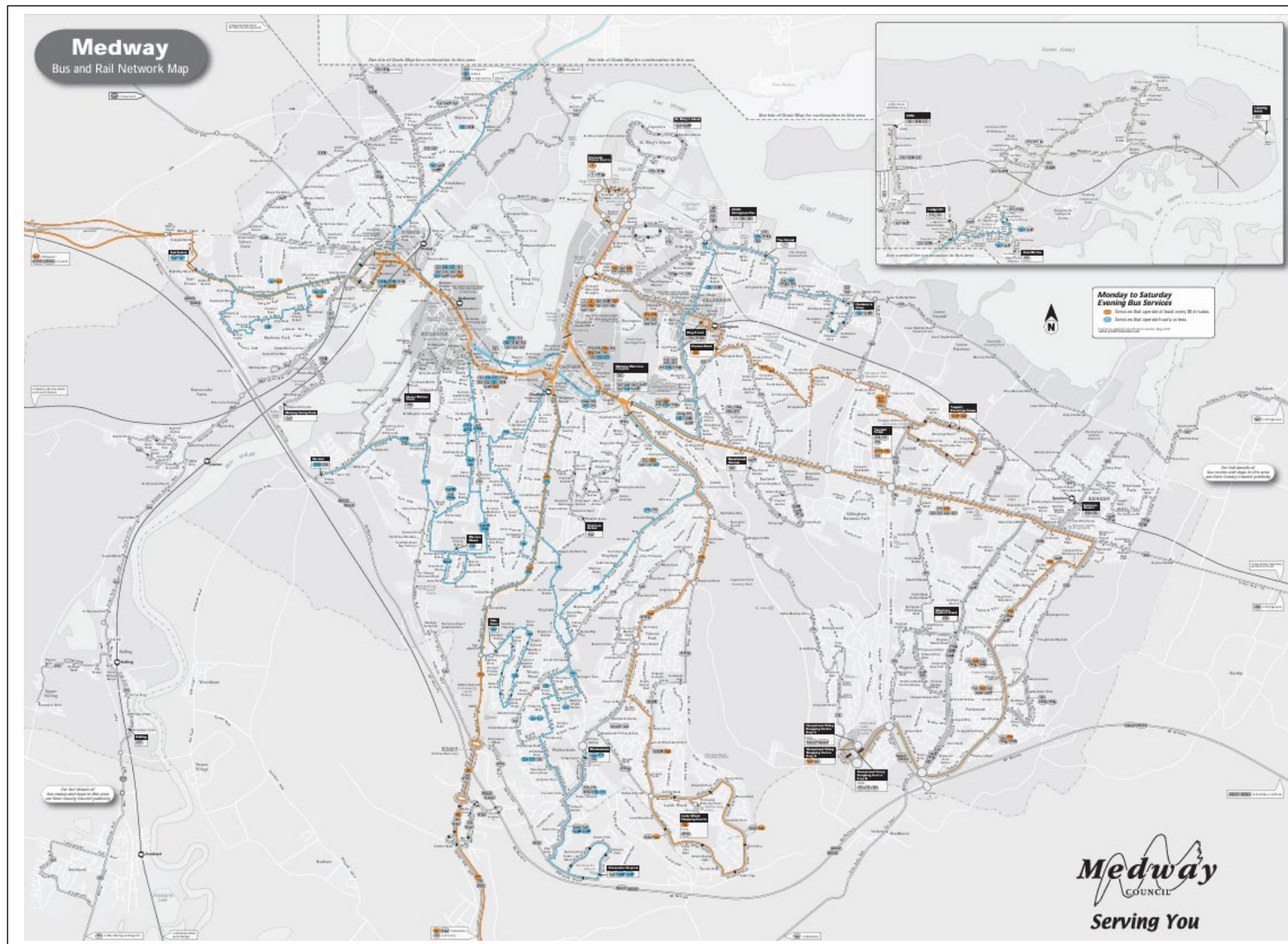
Monday to Saturday daytimes



Key

Red = Services operate at least every 15 minutes
Orange = Services operate at least every 30 minutes
Blue = Services operate hourly or less

Monday to Saturday evenings

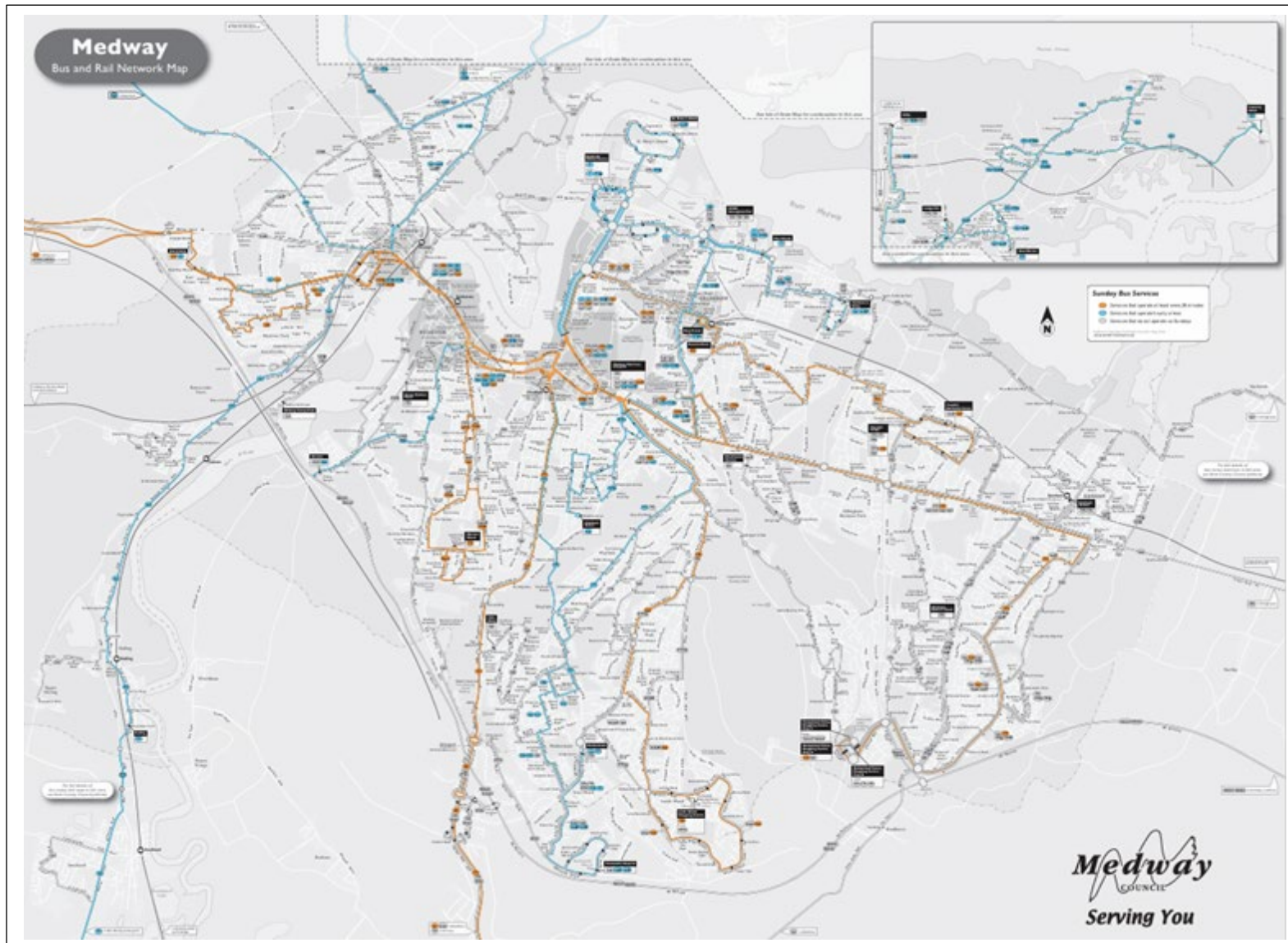


Key

Orange = Services that operate at least every 30 minutes

Blue = Services that operate hourly or less

Sunday



Key

Orange = Services that operate at least every 30 minutes
Blue = Services that operate hourly or less

**Appendix 2E – Map showing cross boundary rates between Kent and Medway
(Medway area in green shading)**



Appendix 2F – Categories of supported fares

All day services

Timetables are designed to meet as many needs as possible, within the constraints of efficient scheduling. Mainly at estates, suburban areas, and rural areas which would not support commercial services

113 – Hempstead – Chatham via Capstone

169- Walderslade- Chatham via Heron Way

179- Walderslade- Chatham via Weed Wood, and Churchill Ave

173- Chatham- Frindsbury- Salters Cross- Lodge Hill- Upnor

197- Chatham- Strood- Upnor- Lodge Hill

- **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. There are also links to Medway Valley Park, and Chatham Maritime which are significant leisure destinations. We have linked with colleagues at the Department for Work and Pensions to understand where there is the relevant demand.

170- Chatham – Medway City Estate- Strood- Medway Valley Park

- **Rural routes**

Four cross-boundary routes are subsidised, three 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.

The rural area immediately to the east of Rainham, although in Kent, looks in part to Medway for local services. Routes 326/327 provide links from Sittingbourne through this rural area to Rainham, Medway Maritime Hospital and Chatham, with some journeys tailored to meet specific education needs.

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.

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 home 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.

120/121- Otterham Park- Darland- Gillingham – Chatham

131/183- Twydall – Lower Rainham – Asda

142- Chatham – Blue Bell Hill

156- Chatham – Queen Mother Court

School and Commuter

Service providing commuter links to stations or am and pm school children movements.

783- Farthing Corner- Rainham Station

600- Upnor- St Mary's Island to Rochester/Chatham Schools

671- St Marys Island- Hundred of Hoo

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.

132- Hempstead Valley- Chatham

141- Chatham- Earl Estate

166- Chatham – Lordswood

177- Gillingham Grange Road- Walderslade

191- Chatham- Hoo

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.

176/177- Walderslade- Gillingham

191/193- Grain/Cliffe - Chatham

Infill journeys

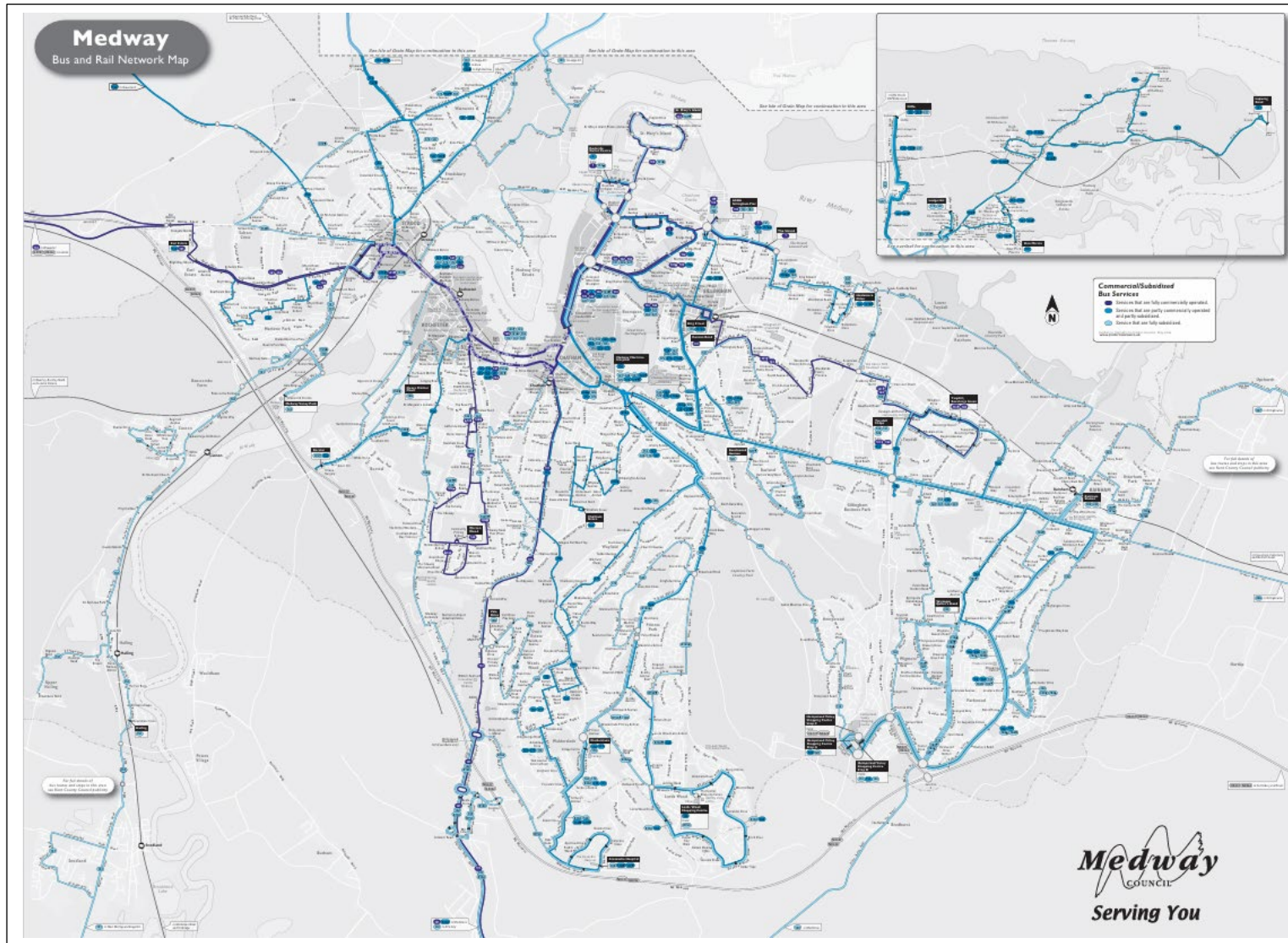
These fill in or extend gaps in the commercial operating day and enable a more comprehensive timetable to be presented. Such journeys should meet the council's criteria for cost per passenger journey for example the 141, and 191.

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.

Map showing Commercial/ Subsidised routes



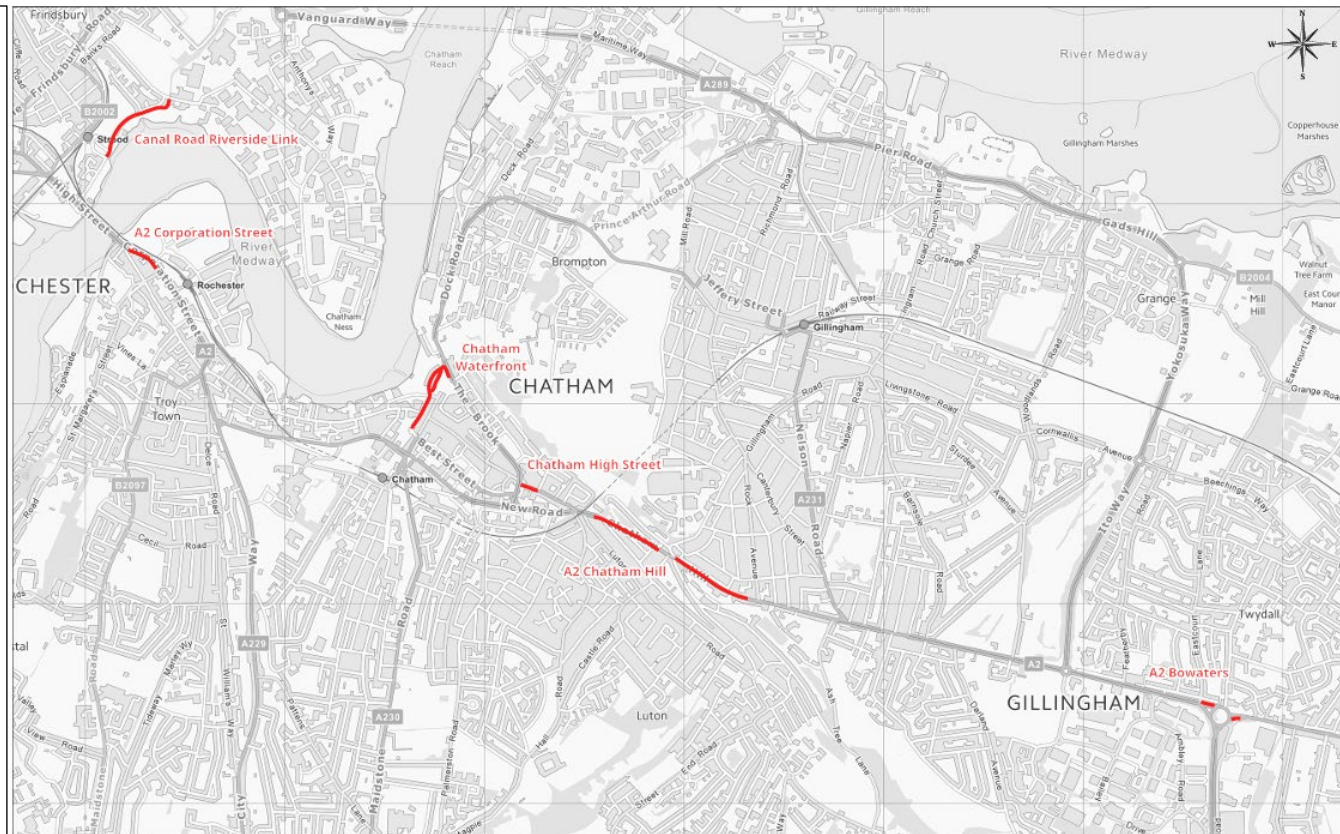
Key

Dark blue- fully commercial service
Blue- part commercial/part supported service
Light Blue- fully supported by Medway Council

Appendix 2G – Map showing bus lane location in Medway.

- A2 Chatham Hill (Westbound) * -405 metres
- A2 Chatham Hill (Eastbound) *- 437 metres
- Chatham High Street – Whiffens Ave to The Brook *- 88 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- camera enforced.
- Lordswood shopping centre terminus- 86 metres- to be camera enforced from Summer 2024 (not shown on map to the south)

Bus lanes highlighted with an asterisk will be future sites for camera enforcement during 2024/25



Bus Lanes within Medway

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Medway
Serving You
Scale: 1:17000 01/05/24
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Appendix 2H – Caring for our customers – passenger information/details.

Bus timetable information and publicity of services

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 [Medway Council bus website](#) . 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. This is next scheduled for a reprint in Autumn 2024

Where paper timetables are made available by operators, these are stocked in Medway Council premises such as libraries and contact points. They are also to be found in the Pentagon shopping centre in Chatham, close to the bus station. The position by one of the main exits ensures that they are highly visible.

Bus apps

Arriva offers its own app for its services, and smaller operators are using the MyTrip app from Passenger. Information also available at [Traveline website](#), [Bus times website](#) and via Google maps

Roadside Information

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. 86% of all Medway's bus stops have timetable information.

Real time information displays

We also have Real Time information Screens at the main public transport hub of Chatham Waterfront Bus Station with new E reader screens.

Across the network 70 older now defunct information screens have been removed. Since these were installed, technology has moved on with bus information now being available on bus apps, Google Maps and bustimes.org.

Mobile phone user statistics show that, as of 2023, 98% of all adults aged 16-24 in the UK have a smartphone. Among the older age groups, 86% of those aged 55-64 owned a smartphone device compared to 80% aged 65 and above (source: www.uswitch.com)

We will continue to look at installing and testing new RTI screen technology at selected high frequency stops when capital funding is available.

Bus shelter provision

Medway has 350 bus shelters, 165 owned by Clearchannel (many carrying advertising including digital), and 185 Medway Council owned shelters. These are in a varying condition and often subject to graffiti and vandalism. A cleansing regime is in place and repairs are undertaken when required.

Subject to funding we are upgrading shelters where possible and using new more vandal proof materials such as metal with mesh to reduce ongoing costs.

In partnership with Clearchannel, one shelter has had a bee-friendly living roof has been installed, together with a nearby a vertical meadow. It is hoped that future sites can be identified.



RTI information screen at Chatham Waterfront



Leaflet display in Chatham's Pentagon shopping centre

Appendix 2I – Fare offers to passengers – details.

Contactless payment on all Medway’s buses

All of Medway’s operators offer contactless payment as an option with debit/credit cards, and other methods such as Apple pay/Google pay. Cash is still accepted too. Under normal circumstances Arriva uses 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 was around £1 per km, although Arriva return fares were capped at the equivalent of a day ticket. Supported services will have the same faretable for the equivalent commercial route.

£2 Bus Fare cap for single fares (at least until December 2024)

Arriva and Chalkwell Coaches are taking part in the Government’s Bus Fare Cap Grant which subsidises single fares at a cap of £2.00. This scheme is due to run until the end of December 2024, but it is not known whether any scheme will continue after that date, and this does concern operators. The scheme does not generally include bus routes that are primarily for home to school journeys. Nu-Venture and ASD did not feel that they had the capacity to provide all the statistical information needed to participate in the £2 fare cap.

Arriva Twilight fare of £1.70

Arriva continue to offer the Twilight fare of £1.70 on any single journey after 7pm every day to endeavour to boost evening bus usage.

Daily/Weekly/period products

Weekly and longer period tickets considerably reduce the cost for regular travellers. One effect of the fare cap has been to encourage some bus users to trade back to single fares from previous return and period ticket purchases, which has a slightly negative impact on boarding times.

Arriva ticketing prices are available at [Arriva's website](#)

Medway Youth Pass Scheme

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 £15 administration fee. The number of passes in circulation is 2,400, and costs Medway Council in the region of £260K to subsidise. This is in addition to entitled scholars bus passes issued by the council.

PlusBus addition to railway tickets

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 railway 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. This means that people can add bus travel to their train ticket for more convenience. Details at [Plusbus](#)

Discovery Ticket

Medway bus passengers can benefit from the Discovery Ticket, which allows unlimited daily travel on services for most operators across the South East region, including Kent and Sussex. As at February 2024, an adult ticket for the scheme costs £10.00 for adults, £8.00 for children and £20.00 for a family ticket.



ENCTS Older Person/ Concessionary Bus Fare Scheme

The scheme is designed to remove 'cost of travel' as a barrier for significant numbers of passengers travelling off peak, with no charge to the user either for the pass or on-bus. As Transport Concession Authority, Medway Council has a statutory duty to provide passes for free bus travel for older and disabled people who qualify under the regulations of the scheme. In addition to those that have a statutory entitlement to the pass, on a discretionary basis, Medway make ENCTS passes available for companions with a C+ entitlement where the disabled passholder requires assistance to travel by bus.

ENCTS entitles the passholder to free travel on any registered local bus service in England during the operational hours of the scheme, 9:30am- 11:00pm on normal weekdays (Monday to Friday) and anytime on Saturdays, Sundays and public holidays. In Medway, Medway ENCTS passholders have the additional concession of being able to use the bus from 9am in Medway until last bus on weekdays.

Usage of the passes is now lower compared to passenger numbers before the pandemic, and usage is currently at around 80% of pre pandemic levels. In view of this, a promotion took place in August 2023 to offer longer days out by offering passholders free travel before 9am alongside Kent County Council.



Bus Promotions, including free bus weekends

Medway Council are keen to continue to work with all operators to support fares and ticketing promotions in their areas. We are keen to support the introduction of flexible ticketing to compliment changing working patterns (e.g. specified number of journey tickets over a designated time period) or allowing children to travel at a much-reduced rate or for free with a paying adult.

Two “free bus weekend” promotions were implemented in 2023. The aim was to both encourage lapsed users to try the bus again and to tempt potential new users to try the bus network, with the expectation that some would return after the promotions ended.

Firstly, a Free Bus Weekend was held in June in conjunction with Kent County Council. We tied in with the Big Weekend which was promoted by Visit Kent, offering free tickets to venues and attractions in the County. However, the promotion was marketed to a wider audience throughout Kent and Medway for travel on any bus service, not just those to Big Weekend venues. Free travel was offered on both the Saturday and Sunday from first bus until 20.00. When compared to a normal Summer weekend, the promotion showed an uplift of 33.7%. This represented an increase of 27.6% on the Saturday and 48.4% on the Sunday. Visit Kent asked their competition participants how they travelled to the venue that they chose, and this showed an increase in the percentage of bus usage, compared to previous years of their scheme. This was widely promoted in local media:-

[KCC Free bus weekend](#)
[Kent Online](#)

Also a free bus weekend was offered in Medway only of one of the shopping weekends up to Christmas in December 2023 offering free travel for any bus journey starting in Medway.

Over the weekend of 9/10 December, this was widely promoted via media channels in the run up to Christmas which cost us £35K to reimburse operators. Over the weekend which coincided with atrocious weather conditions we still saw an uplift of 24% on the Saturday, and 54% on the Sunday compared to the previous weekend.

[Kent Online](#)
[Medway Council website](#)



Appendix 3 – Summary of Medway’s BSIP progress and spend to date.

1. More Frequent and reliable services:

BSIP Policy	Explanation
Review service frequency	New uplifted frequencies have been introduced on evening and Sunday services, including the re- introduction of a Sunday service to Borstal where there is a potential future commercial viability
Increase bus priority measures	To provide traffic light priority, improved and better enforced parking restrictions, including yellow box junctions. Red routes to be introduced in 2024, with future scoping for bus priority schemes to continue
Increase demand responsive services	Medway Mobility service continues as a Dial-a-ride scheme,
Consideration of bus rapid transport networks	Potentially to be considered to London Commercial Park at Kingsnorth

2. Improvements to Planning/Integration with other modes:

BSIP Priority	Explanation
Integrate services with other transport modes	Buses continue to offer excellent interchange opportunities at Chatham, Gillingham and Rochester stations. A more limited service is offered to Rainham and Strood stations, which are not on main traffic routes. Chatham Waterfront Bus Station enables a journey from any part of Medway to another to be made with a single change of bus. PlusBus tickets can continue to be used on subsidised services can be established in the evenings.
Simplify services	All routes are numbered in one common series. Arriva produces roadside publicity for its services and the Council does the same for other operators (all of which are now contracted). Arriva has reintroduced a timetable booklet for all its Medway services, with leaflets available for other operators. The Council produces a bus map, roughly on an annual basis. Kent and Medway to launch Buys Passenger Charter in 2024. 876 (86%) bus stops have timetable information.
Review socially necessary services	Socially necessary services were retendered in September 2023 with no reductions in services.
Invest in Superbus networks	Our proposals continue to meet the Superbus criteria in the national bus strategy: “provides higher frequency, lower fare services”.

3. Improvements to Fares and Ticketing:

BSIP Policy	Explanation
Lower fares	<p>Arriva and Chalkwell are participating in the £2 fare cap initiative funded by the DfT.</p> <p>Our smaller operators did not feel they had the capacity to provide all the statistical information needed to participate in the £2 fare cap. We have however used some BSIP+ funding to ensure that the cap remains in place on journeys which passed on tender from Arriva to other operators.</p> <p>Two free bus weekends have taken place, and we will look to undertake more.</p> <p>The Council has pledged support for Project Coral.</p>
Simplify fares	All operators offer contactless ticketing. All contracted routes (except schools services) are required to accept Arriva tickets, for the benefit of passengers.
Integrate ticketing between operators and transport	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.

4. Improvements to Bus Passenger Experience:

i. High Spec Buses:

BSIP Policy	Explanation
Invest in improved bus specifications	Add audio-visual next stop announcements to buses, in line with any available funding. The bus fleet has been updated by mid-life vehicles cascaded from other parts of the country. Most buses now have on board charging.
Invest in accessible and inclusive bus services	548 (53%) bus stops feature raised kerbs, 603 (59%) clearways/other restrictions for better accessibility. Improvements in way finding and signage have occurred at Chatham Waterfront Bus Station.
Protect personal safety of bus passengers	Aim to improve CCTV coverage at Chatham bus station during 2024.
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 and look at school holiday promotions.
Invest in decarbonisation	The bus fleet has been updated by mid-life vehicles cascaded from other parts of the country. Most buses now meet at least Euro V standards. While battery range continues to improve, the topography of the Medway Towns still makes the all-day use of zero emission buses challenging.
Improve Driver Facilities	Improve driver facilities including toilets at Chatham Waterfront Bus Station.

Financial spend on buses from 2022-24

2022/23

Funding	Amount £
Revenue	
Concessionary Fare ENCTS	£3,759,445.54
Supported Services	£1,357,608.12
Medway Youth Pass	£183,275.13
MY Bus Closed door school bus service	£535,266 gross (Income rec'd of £170,189.48)
Bus Publicity	£21,676.63
Bus Shelter repairs	£15,028.71
Scholars Entitled Travel funding	£1,034,594.63 (student services funding)
Capital	
LTP Capital Spending Bus Stop improvements	£108,815

2023/24

Funding	Amount £
Revenue	
Concessionary Fare ENCTS	£3,811,782.36
Supported Services	£1,592,679.23
Medway Youth Pass	£240,374.98
MY Bus Closed door school bus service	£606,255 gross (income rec'd of £180,994.12)
Bus Publicity	£12,544.08
Bus Shelter repairs	£71,644.77
Scholars Entitled Travel funding	£1,300,921.12 (student services funding)
Capital	
LTP Capital Spending Bus Stop improvements	£64,708

Appendix 4 – Operator letters of support

Arriva



Rob Carmen
Senior Public Transport Planner
Public Transport Team
Sustainable Transport
Medway Council
Gun wharf
Dock Road
Chatham
Kent
ME4 4TR

3rd June 2024

Medway Council Bus Service Improvement Plan

Dear Rob,

We believe that the BSIP 2024 update created in partnership between ourselves, other operators and the council creates an exciting opportunity for Medway and partners to create the region we want to be part of.

The plans outlined in the BSIP and delivered through the Enhanced Partnership offer an opportunity to deliver an integrated and inclusive transport network across Medway, sustaining the existing level of service, levelling up and better connecting places, communities and economic assets within the area and beyond.

We are supportive of the Medway Council BSIP 2024 update and Enhanced Partnership which will deliver a range of improvements in the region which will better connect places, communities and economic assets and we are delighted to offer our support for this proposal.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'M. Jennings'.

Michael Jennings
Head of Commercial
Arriva Kent and Surrey Ltd

a  company

ASD Coaches



Integrated Transport
Medway Council
Gun Wharf
Dock Road
Chatham
Kent
ME4 4TR

30th May 2024

RE: Letter of Support for Medway's BSIP

To Rob Carmen,

As an independent local Bus Operator we are encouraged by Medway's Bus Service Improvement Plan (BSIP) and the targets set forth.

We are encouraged by the collective aim of all local operators to improve bus travel within Medway and continue with our full support of the BSIP proposed.

Yours Sincerely,

A handwritten signature in black ink, appearing to read 'Arun Dosanjh', written over a horizontal line.

Arun Dosanjh

Chalkwell Coaches



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www.chalkwell.co.uk
Tel: 01795 423982
Email: coachhire@chalkwell.co.uk

7th June 2024

To Whom It May Concern,

Bus Service Improvement Plan

I wish to confirm our broad support for the Medway Council Bus Service Improvement Plan. As an organisation involved in local bus services we look forward to the further stages of this process.

Kind Regards,



Roland Eglinton
Managing Director



Unit 2F, Deacon Trading Estate
Forstal Road
AYLESFORD
Kent ME20 7SP

Telephone: 01622 882288

Email: nuventurecoachesltd@yahoo.co.uk
Web: www.nu-venture.co.uk

3 June 2024

To whom it may concern

MEDWAY COUNCIL – BUS SERVICE IMPROVEMENT PLAN

I write in my capacity as co-owner and Transport Manager at Nu-Venture Coaches Ltd, a long-established Kent-based PSV operator (PK0000141) providing commercial and tendered services in both Medway and Kent.

My company has supported all the efforts in recent years of Medway Council not just as part of the 'Bus Back Better' and BSIP process but, moreover, in their very welcome recent re-alignment of political focus to support local bus.

I am very pleased indeed to confirm that we have made contributions to the current Bus Connectivity and revised BSIP processes, as detailed in this document.

A handwritten signature in black ink, appearing to read 'Norman Kemp'.

Norman Kemp

Director and Company Secretary

Green Buses in Kent and Medway

Nu-Venture Coaches Ltd
Registered in England No. 1239389
Registered for V.A.T. No. 204 7836 66
Registered office as above

Redroute Buses



Robins Wharf

Grove Road

Northfleet

DA11 9AX

Redroute.office@gmail.com

01474353896

12th June 24

To Whom this may concern,

RE: Medway's bus service improvement plan

I am happy to confirm the support of RedRoute buses for the BISP and look forward to working with college locally both with Medway and Kent County council to continue to make the improvements to the bus industry.

Please accept this as our letter of support for Medway's bus service improvement

Your sincerely,

Jenny Martensz

Transport Manager

Transport for the South East (TfSE)



Rob Carmen
Senior Public Transport Planner
Medway Council
Gun Wharf
Dock Road
Chatham
ME4 4TR

By email to: rob.carmen@medway.gov.uk

5 June 2024

Dear Rob,

Bus Service Improvement Plan

I am writing to you in your role as the council's representative for public transport, to support the Bus Service Improvement Plan (BSIP) that your Council has produced.

As you are aware, Transport for the South East (TfSE) is a partnership of 16 local transport authorities (LTAs). Following the approval of our Strategic Investment Plan in March 2023, we have been working with local authorities to help deliver the schemes that are set out within it.

TfSE has identified that buses will have a vital role to play in delivering the 2050 vision set out in our Transport Strategy, and in particular the target of achieving net zero carbon emissions from transport by 2050, at the latest. The delivery of local authority BSIPs will have a critical role to play in helping us to achieve this vision.

TfSE have provided Bus Back Better support to all 16 LTAs through additional in year funding from the Department for Transport (DfT) in 2022/23. Through our technical work, and extensive evidence base, we have been able to identify future ambitions for buses across our region. This support will continue through our Centre of Excellence work, where we will seek to improve capacity and capability and resolve skills gaps, to accelerate delivery.

The successful delivery of our strategic investment plan and our constituent authorities' Local Transport plans will be dependent upon a significant improvement in bus service provision. I therefore commend your BSIP as a vital step in setting our your ambition to improve bus services in your area.

Your sincerely,

A handwritten signature in black ink, appearing to read "Rupert Clubb".

Rupert Clubb
Chief Officer, Transport for the South East

Cc Robyn Smith

0300 3309474
tfse@eastsussex.gov.uk
transportforthesoutheast.org.uk
Transport for the South East, County Hall,
St. Anne's Crescent, Lewes, BN7 1UE

Appendix 5 Bus passenger numbers

5a Bus Passenger Numbers

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%
2020/21	2,951,075	-63.21%
2021/22	5,926,045	100.81%
2022/23	6,732,255	13.6%
2023/24	7,657,389	13.7%

5b Journeys per head of population

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	31.1	36.8
2017/18	78.2	252.2	38.4	29.2	35.4
2018/19	76.9	246.7	38.0	29.5	34.3
2019/20	72.3	233.3	36.2	29/1	32.8
2020/21	27.8	95.1	11.9	19.9	9.4
2021/22	50	168	24	20.6	22.5
2022/23	60	201	29	23.9	25.2

Passenger journeys per head of population (Source: [DfT Table BUS01f](#))

Appendix 6 – Bus Passenger Charter

Kent & Medway Bus Passenger Charter

A commitment to bus users of Kent and Medway

Issued 2024 version 1

This charter sets out what passengers can expect from their local bus services and how to complain if expectations are not met.

This charter will also cover certain elements related to the provision of bus services that Kent County Council (KCC) and Medway Council (MC), are responsible for. This includes bus stop infrastructure and publicity, including bus timetables for most Kent bus operators within Kent County Council's area. In Medway, Arriva undertake their own publicity, Medway Council is responsible for other operators.

This charter has been formed in conjunction with Kent and Medway bus operators while also taking account of guidance from Transport Focus. The charter will set and give bus users certain standards of services such as service punctuality, cleanliness of vehicles and customer care.

Bus services from the following bus operators are included:

1st Bus Stop	Hams Travel
Arriva Kent & Surrey	Kent Coach Tours
ASD Coaches	Metrobus-Brighton & Hove
Autocar Bus & Coach Services	Nu-Venture
Bayliss Executive Travel	R & J Coaches
Brian Jones Coaches	Redroute Buses
Brookline	Regent Coaches
Chalkwell Garage & Coach Hire	Scotland and Bates
Compaid Trust	Stagecoach South East
Compass Travel	Starline Coaches
Farleigh Coaches	Travelmasters
Go-Coach	

What you can expect from Kent County Council and Medway Council

- To work with bus operators to maximise the opportunities to provide as comprehensive network of bus services as is possible accounting for commercial, funding, and operational conditions.
- Up-to-date timetable information at every marked bus stop, where required.
- The ongoing maintenance of bus stop infrastructure (including the bus stop pole, flag, timetable case)
- Bus shelters:
 - In Kent, bus shelters are usually the responsibility of the local District / Borough Councils, or in some more rural areas Parish Councils.

- In Medway, bus shelters are the responsibility of Medway Council and Clearchannel.
- Consider requests for new bus stop infrastructure within budgetary constraints, ensuring any new bus stops are fully accessible.
- Improve the accessibility of public transport information. In Kent, this will include the introduction of a centralised source of online information.
In Medway, [Medway Council buses website](#) is a starting point for much of this aspiration.
- To work with bus operators to try and provide passengers with the best ticketing options available, while also promoting all multi operator tickets or council produced ticket options.
- KCC and MC commits to conduct ongoing reviews of the Passenger Charter with consultation on any revised versions. We will work closely with neighbouring authorities to ensure consistency for bus users.
- Planned timetable changes are advertised in good time wherever possible.
- To work collaboratively with bus operators to deliver the principles of local Bus Service Improvement Plans.
- To work on providing bus priority and effective roadwork co-ordination to help services run more reliably.

What you can expect from Bus Operators

- To work with KCC and MC to maximise the opportunities to provide as comprehensive a network of bus services as is possible accounting for commercial, funding, and operational conditions.
- Safe and reliable bus services operating as timetabled, with services not running early, and ideally not operating more than five minutes late, subject to the status of the highway network.
- Clean buses both inside and outside, while accepting sometimes it is hard to keep the outside of buses clean in adverse weather.
- Professional, fully trained, friendly, helpful drivers in their relevant company attire, who offer assistance to those that need additional help and overall good customer service.
- Buses that are fully accessible and enable the carriage of wheelchairs and buggies.
- Buses that have a working destination display showing the service number and destination.
- Planned timetable changes are advertised on websites and social media in good time wherever possible.
- To respond to all customer complains in a prompt and professional manner.
- To work collaboratively with Local Authorities to deliver the principles of local Bus Service Improvement Plans.

How passengers can help

- Be respectful of the bus driver, other staff, and fellow passengers.
- Travel with a valid ticket or pass.
- Pay by contactless (where available) or have the exact money ready.
- Tell us what needs fixing – bus stop infrastructure (i.e. pole, flag, timetable case) and (in Medway only) bus shelters.
- Not to cause damage to the seats and fittings, keep feet off the seats.
- Allow a wheelchair user to use the dedicated wheelchair space.
- Remember that not all disabilities are visible and vacate priority seating for those who require it if, you are able to sit somewhere else or stand.
- Abide by each bus operator's conditions of carriage.

To make a Comment or Complaint

- In the first instance, complaints regarding commercial bus services should be directed to the relevant bus operator.
- If you are not satisfied with the response from the bus company Bus Users UK can intervene on your behalf- [Bus Users UK](#)
- KCC and MC welcomes feedback from bus users as well as service suggestions about how Kent bus services can be improved.
 - In Kent, please email public.transport@kent.gov.uk .
 - In Medway, please email public.transport@medway.gov.uk

Bus users should continue to contact bus companies directly with any operational issues.

This charter can be made available in other formats. If you would like this information in another format or language, please email alternativeformats@kent.gov.uk, or call 03000 421553. The text relay service number is 180001 03000 421553.



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