

**AGENDA MANAGEMENT SHEET**

**Name of Committee**                      **Rugby Area Committee**

**Date of Committee**                      **24th May 2007**

**Report Title**                              **Quality Bus Corridor Scheme: Lower Hillmorton - Rugby Town Centre**

**Summary**                                      Rugby Area Committee is invited to express its views on whether the Lower Hillmorton – Rugby Town Centre Urban Quality Bus Corridor Scheme bus stop infrastructure enhancement works should be implemented, in view of the lack of reciprocal improvements by the bus operator on the route.

**For further information please contact**                      Nigel Whyte  
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**Would the recommended decision be contrary to the Budget and Policy Framework?**                      Yes/No

None

**Background Papers**

**CONSULTATION ALREADY UNDERTAKEN:-**                      *Details to be specified*

Other Committees                       .....

Local Member(s)  
(With brief comments, if appropriate)

Councillor R Dodd – “I shall be supporting this scheme wholeheartedly, and I would urge others who can see the benefits of this scheme to do the same.”

Councillor J Roodhouse – “The County Council has made a commitment to improve public transport in the Rugby area and this route was chosen for improvements as the main east west connection. The LTP process and recent discussions have built up local expectations for improvements to further increase the usage and also improve the passenger experience along with improving the local road scene environment at locations along the route. The increased usage demonstrates a clear need in this area of Rugby for improvements and I would ask that the Area Committee supports the proposed investment into this route as promised by the LTP process and that Local Members from the Eastlands Hillmorton Divisions meet with officers to bring forward proposals.”

Other Elected Members

Councillor K Browne  
 Councillor Mrs E Goode  
 Councillor Mrs J Lea } for information

Cabinet Member  
(Reports to The Cabinet, to be cleared with appropriate Cabinet Member)

Councillor M Heatley - for information

Chief Executive

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Legal

I Marriott – comments incorporated.

Finance

C Holden – agreed.

Other Chief Officers

.....

District Councils

.....

Health Authority

.....

Police

.....

Other Bodies/Individuals

.....

**FINAL DECISION**

**YES/NO** (If 'No' complete Suggested Next Steps)

**SUGGESTED NEXT STEPS :**

*Details to be specified*

- Further consideration by this Committee  .....
- To Council  .....
- To Cabinet  26th June 2007.
- To an O & S Committee  .....
- To an Area Committee  .....
- Further Consultation  .....

## Rugby Area Committee - 24th May 2007

### Quality Bus Corridor Scheme: Lower Hillmorton - Rugby Town Centre

#### Report of the Strategic Director for Environment and Economy

##### Recommendation

Rugby Area Committee is invited to express its views on whether the bus stop infrastructure elements of the Lower Hillmorton – Rugby Town Centre Quality Bus Corridor scheme should be implemented. The views of the Area Committee will be included in a future report to Cabinet.

## 1. Introduction

- 1.1 The Warwickshire Local Transport Plan 2006 (LTP) identifies Quality Bus Corridors (QBCs) as a key measure in delivering the local transport objectives of increasing bus patronage, improving accessibility and reducing social exclusion. The County Council is committed in the LTP to delivering eight QBCs by 2011. The LTP specifies that one of these will be the Lower Hillmorton - Rugby Town Centre corridor, scheduled to be completed in 2007/8. The LTP was formally adopted by the County Council in March 2006.
- 1.2 The LTP target is to achieve a 15% growth in bus patronage on bus services that have been improved as QBCs. Bus services that have already been enhanced as part of previous QBC schemes (including Service 4 in Rugby) have seen substantial increases in patronage, averaging almost 50%.

## 2. Proposed QBC Scheme: Lower Hillmorton – Rugby Town Centre

- 2.1 The County Council has been developing the above scheme to enhance bus stop infrastructure – including raised kerbs and where appropriate, bus shelters – along the Lower Hillmorton – Rugby Town Centre bus corridor. In partnership with these works, it was proposed that Stagecoach, the primary commercial bus operator on the corridor, would be able to enhance the frequency of Service 1 to every 15 minutes.
- 2.2 Negotiations have taken place between County Council officers and representatives from Stagecoach aimed at producing a business case to enable the service frequency to be increased to every 15 minutes. These negotiations

have included investigating the deliverability of the following Highway infrastructure works along the bus corridor and other parts of the Service 1 route in Rugby:-

- (i) Minor remedial works to the traffic calming measures on Lower Hillmorton Road to allow buses to negotiate them more easily.
  - (ii) Alterations to the High Street at the junction with Deerings Road to enable access by buses.
  - (iii) Providing a bus shelter at the bus stop on the main road outside Sainsburys in Overslade to enable the route to exclude the supermarket forecourt.
- 2.3 However, it has not been possible to identify a viable business case for the service frequency enhancements. In addition, Stagecoach introduced improved low-floor buses on the service in June 2005 and have therefore already captured a significant proportion of the potential patronage growth. Since the introduction of the low-floor buses there has been 40% growth in patronage and further growth may not be achievable.
- 2.4 Notwithstanding the above, there will remain a number of benefits for passengers in improving the infrastructure at the bus stops. Many bus passengers do not have a car available for their journey and a large number are elderly, possibly with a mobility impairment, or people carrying small children, shopping or luggage. The scheme would enhance the waiting environment and help in making buses physically accessible. These improvements would also increase bus information availability. As such, it could still be argued that the scheme will contribute towards the delivery of the local transport objectives of increasing bus patronage, improving accessibility and reducing social exclusion, albeit not to the same extent as a standard QBC scheme.
- 2.5 The LTP Capital Programme has earmarked approximately £300,000 to spend on bus stop infrastructure enhancements as part of the Lower Hillmorton – Rugby Town Centre QBC scheme.

### **3. Conclusion**

- 3.1 In the light of the above, it does appear possible that the funding earmarked for the Lower Hillmorton – Rugby Town Centre QBC might secure greater benefits if it were to be spent on public transport schemes elsewhere.
- 3.2 Rugby Area Committee is invited to express its views on whether the bus stop infrastructure elements of the Lower Hillmorton – Rugby Town Centre QBC scheme should be implemented. The views of the Area Committee will be included in a future report to Cabinet.

JOHN DEEGAN  
Strategic Director for Environment and Economy  
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Warwick

1st May 2007