Rural transport

Norfolk's

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The problem

- Large area of 24 villages and hamlets unserved by public transport
- 85sq miles – nearly 8,000 residents
- Fixed routes had been infrequent and took too long
- Post 16 students couldn’t get to their local FE college

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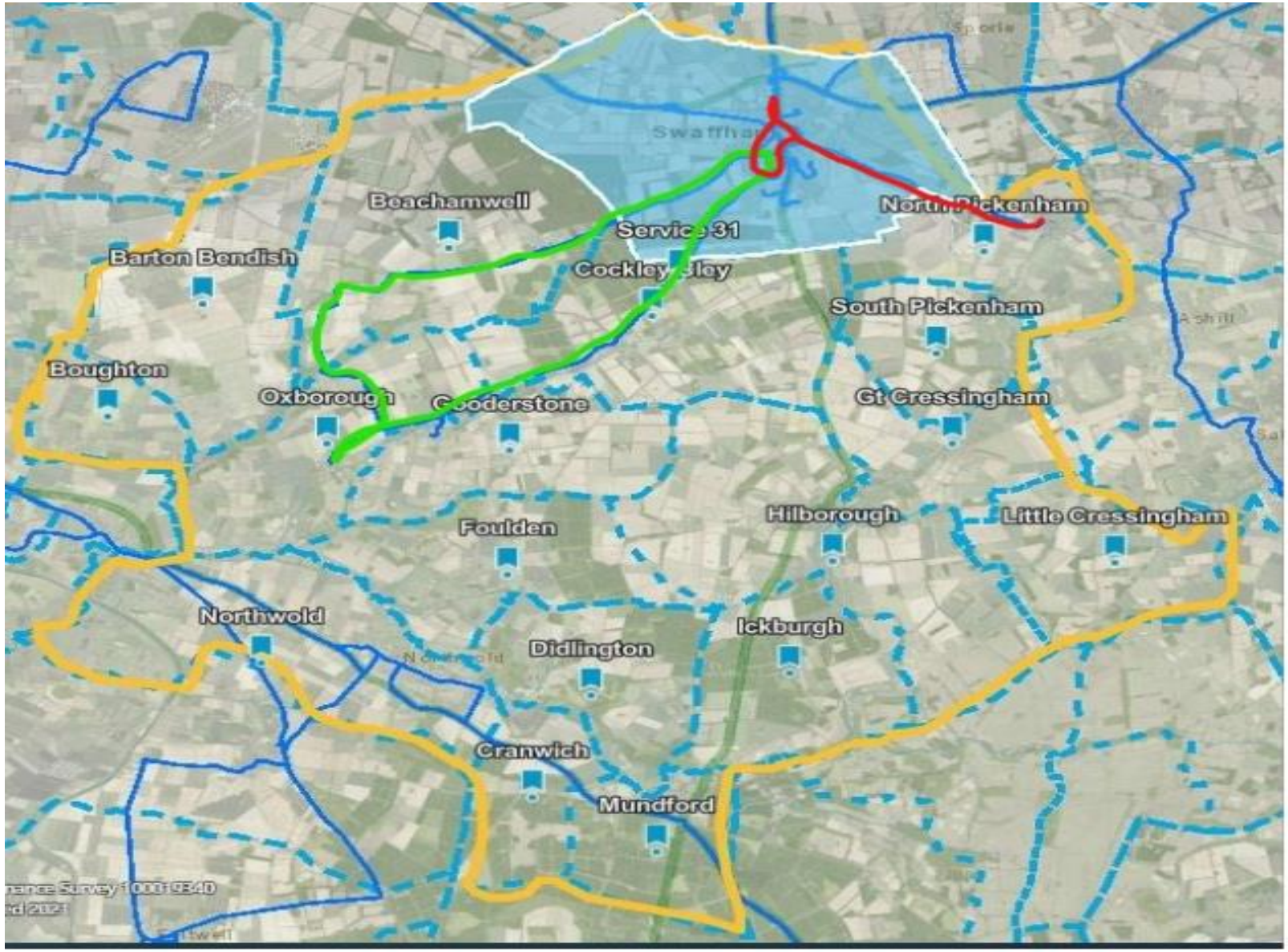
The area



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The vision – tradition + technology

- A demand responsive transport service for the whole area
- Links into Swaffham market town to provide onward travel
- A fixed school route to the local high school
- An App for bookings and routing
- A new brand
- Something for all ages – expand the passenger base

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The funding

- £700k from the Rural Mobility Fund over 4 years
- Money from the education transport budget
- S106 contribution
- Contributions from parishes and other stakeholders
- Constant eye on sustainability after the four years!

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The finished article

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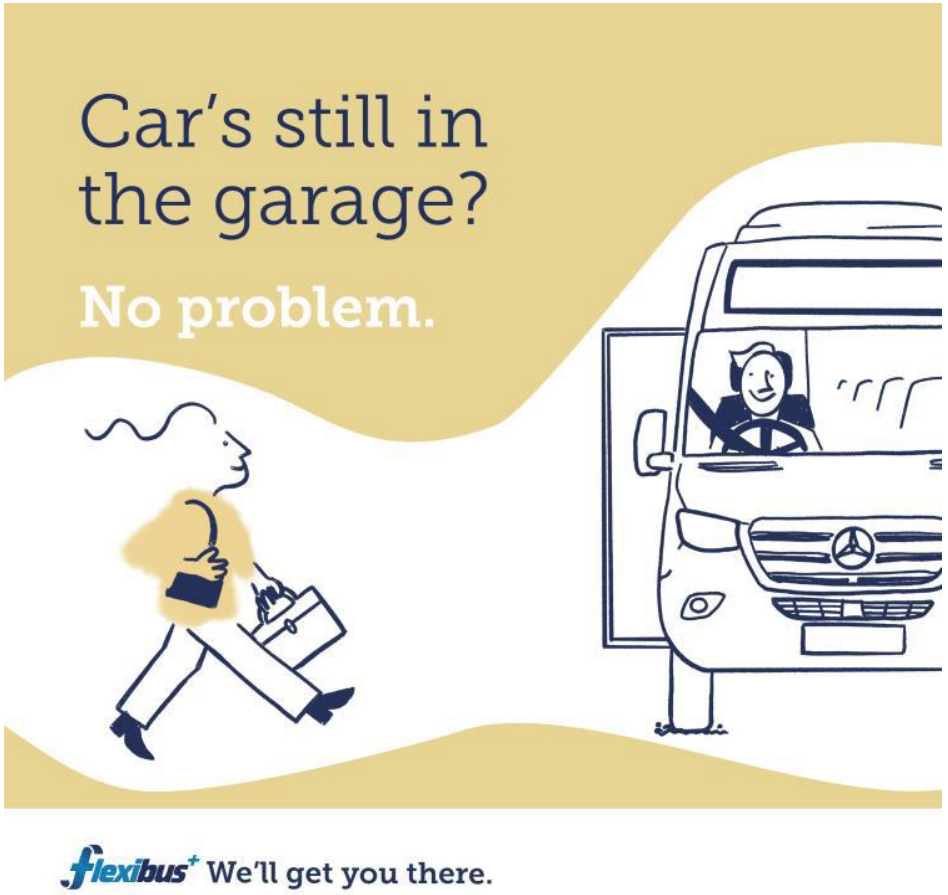
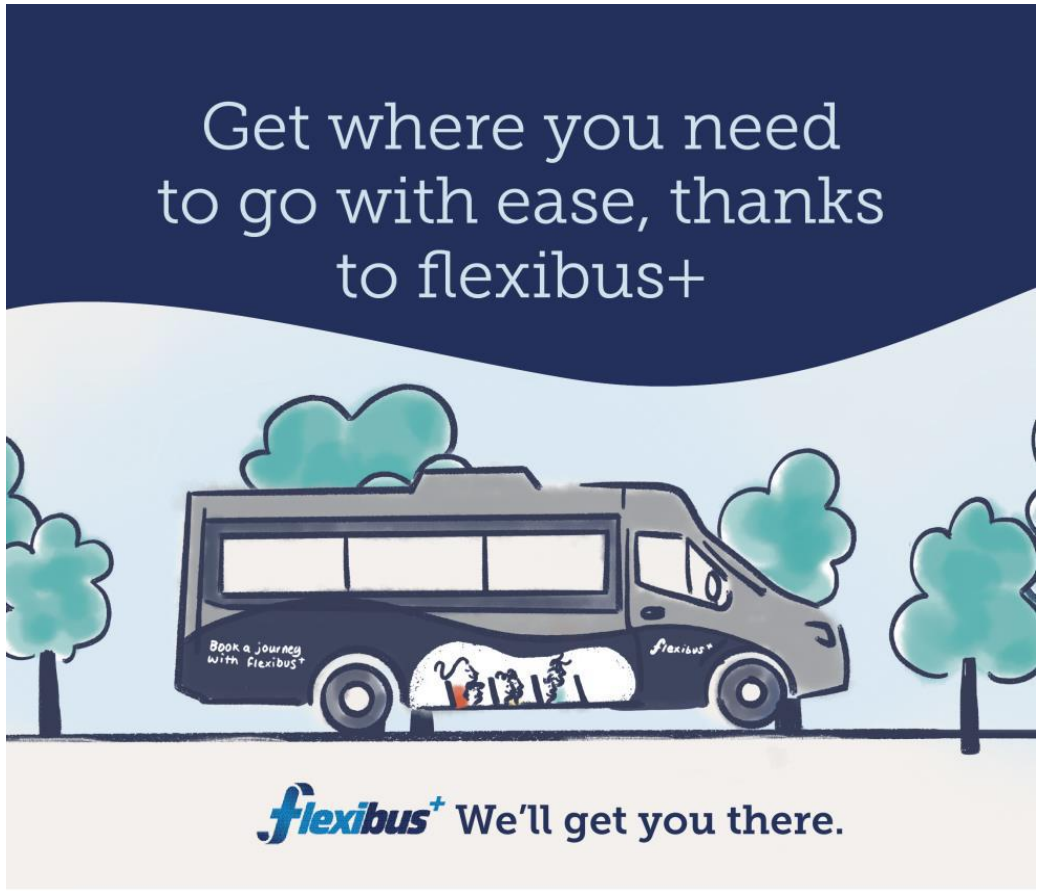
VECTARE Transport Made Simple

VIA





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Meeting friends in town?

No problem.

flexibus+ We'll get you there.

Norfolk County Council

We'll get you there.

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via

VECTARE

Get to where you need to be with ease, thanks to flexibus+

With flexibus+ you can book your journey to any of our stops across Swaffham and the surrounding area.

We know how tricky it can be to travel through the countryside, so if you need to make a one-off trip to a nearby village, you want to go shopping, get to a health appointment, visit the library or travel into Swaffham as part of your regular commute, we'll get you there.

Download our App and get your first journey free*.

* Offer runs until 30 June 2022

How to book via the flexibus+ App

Book your journey:

Step 1: Download the App
Step 2: Choose your pickup spot and your destination
Step 3: Select the number of passengers
Step 4: Choose the day you wish to travel
Step 5: Choose a departure or arrival time
Step 6: Pay for your journey then sit back and enjoy the ride

The App will keep you up to date with the location of the bus so you always know how far away it is.

Download the flexibus+ App from the Google Play store or Apple App Store to make your booking, or book by phone by calling 01760 305 022 (lines open Monday to Saturday, 07:00 to 19:00).

You can book your flexibus+ journey from 14 days in advance up to 5 minutes before you wish to travel – subject to availability

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The progress

- Journeys continue to increase
- > 400 App accounts created
- Some consistent passengers – completing 10+ bookings in the first few months
- Education movement included
- 32% of payments made via the App; 42% made on the bus; 26% ENCTS

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So has it worked?

- Yes – it provides a service to people who otherwise wouldn't have one
- But…….
  - 50% of the loaded miles are for only 1 passenger; 23% with 2 passengers
  - Cost per passenger journey is currently about £12

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Food for thought……

- Cost per passenger journey is high – is the area too big or the model wrong?
- Demand responsive is great for the passenger, but is it great for budgets? Would it be more viable to have an infrequent scheduled service or would no-one use it?
- Has the App helped build passengers? Would they have used the service anyway? Do we need such a fancy tool and would just a good scheduling tool suffice?
- Does the hub and spoke model work for passengers?

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