

Bonner, Martin (GVA)

From: David Parker <David.Parker@stagecoachbus.com>
Sent: 18 August 2017 14:34
To: Redding, John
Cc: Matt Johnson; Paul Cornfoot; Steve.Walker@stagecoachbus.com
Subject: Re: Wynyard Park Meeting Minutes
Attachments: 170721 Stagecoach Meeting Minutes.docx

WITHOUT PREJUDICE

Hello John,

Apologies for my slight delay in circulating this note.

As noted from our discussion on 13 July 2017, it is apparent there remain a number of potential options in terms of how to serve the wider Wynyard development, and to provide desired 'connectivity' to other areas of the locality, and across the wider Teesside area, in the longer term.

In our discussions, it was recognised that the suggested bus service should be developed in such a way so as to remain concurrent with land release within the development, as this will encourage sustainable travel by residents and visitors. A key element to this would be a phased approach to highways consent, highways build, and highways access, permitting the bus service to remain contemporary with release and occupation of sites. This will require the identification and delivery of suitable infrastructure to support the bus service (including - but not limited to - highways gauge, highways geometry, parking restraint measures, bus stop accessibility, shelter provision, etc). We look forward to sharing our views on this matter in subsequent discussions.

In terms of bus service provision, we discussed three primary options, which I have summarised below:

Option 1) The operation of a bespoke local shuttle service which would link the Wynyard development to the centre of Billingham (The Causeway). With a vehicle resource cost of 2 vehicles, a timetabled interval of up to 20 minutes could be offered. This service would observe all bus stops within the development, and then run direct to Billingham Centre, at which point customers could then interchange with other bus services for onward travel to other destinations. We would estimate the initial price to be ballpark £305k pa for a Monday to Saturday daytime option. To improve the attractiveness of the public transport option, we would recommend the delivery of an evening and Sunday enhancement, for which the overall price would be ballpark £370k pa.

Option 2) A potential extension of the existing half hourly Stagecoach Service 35 from its current terminal loop at Wolviston Court, across to the Wynyard development. The extension of the existing bus service would provide a 30 minute frequency to Billingham Centre and onwards to Stockton. This option would require 2 vehicles, and we would estimate the initial price to be ballpark £305k pa for a Monday to Saturday daytime option. To improve the attractiveness of the public transport option, we would recommend the delivery of an hourly evening and Sunday enhancement, for which the overall price would be ballpark £430k pa.

Option 3) The operation of a pair of bespoke hourly bus links between Wynyard and Stockton Town Centre, which would combine to provide two buses per hour along common sections. Under this option, one journey each hour would operate direct via A19, with the other hourly departure diverting via Billingham Centre. Both routes would then serve Norton Road, and would largely run on a limited-stop basis. This option would require 2 vehicles (with an individual vehicle operating via the A19 on its outbound leg, returning via Billingham Town Centre on the inbound leg, with the other vehicle traversing these areas in the opposite order). Although journeys would be timed to provide a 30-minute

combined headway on the Stockton - Norton Road section, buses would need to be timed at approx 20/40 intervals within Wynyard. Whilst such a slanted headway would not be ideal, such a method of operations allows the vehicles to cycle around within the hour, and also provides scope in terms of 'scalability' (e.g. a combined 15 minute headway could be provided with four vehicles, a combined headway of 10 minutes could be provided with 6 buses, etc). We would also highlight that given the proximity of other potential developments in the wider Wynyard area, this headway imbalance could be moderated by the routing strategy of the bus service through Wynyard (e.g. operating alternately clockwise/ anti-clockwise, etc). We would estimate the initial price to be ballpark £305k pa for a Monday to Saturday daytime option. To improve the attractiveness of the public transport option, we would also recommend the delivery of an evening and Sunday enhancement, for which the overall price would be ballpark £370k pa.

Whilst Option 1 provides for a comparatively greater level of frequency within the development, successfully encouraging customer interchange for onward travel could prove a barrier to new customer growth, certainly over the longer term, and certainly when in comparison to other modes. Clearly, whilst difficulties of potential fares tariffs could be mitigated via through-fares offers, there would be an inescapable time penalty associated with interchange that may well prove difficult to overcome.

Although Option 2 obviates the customer interchange requirement, end-to-end journey times from Wynyard to Stockton would be circa 45 minutes. This would not compare favourably to journey times associated with private modes.

Whilst option 3 offers a lower overall frequency (compared to option 1), customers travelling to Stockton would not need to interchange, and journey times would be more comparable with private modes. As a result, I suspect option 3 would probably offer the greatest opportunity of longer term success.

As noted, either option would require a degree of "pump-prime" subsidy, and that it should be intended that this would be sourced via direct developer contribution. By working with key stakeholders, we would seek to develop and nurture the bus service offer with the intention that the service may become, over time, a fully self-sustaining offer, thereby reducing the level of developer contribution. In this regard, we would thus offer our commitment towards the effective marketing of any suggested new Stagecoach bus service, as well as offer assistance in other joint initiatives to encourage passenger growth.

Be advised all these prices assume an on-bus revenue yield of zero.

However, it would be our intention to deduct any on-bus revenue generated from the Wynyard area from this price, on a sliding scale following the service's revenue attaining predefined levels of yield.

As with all developments of this nature, it must be understood that the ballpark price quoted in this correspondence is the most probable scenario, current at August 2017, and clearly would need to be adjusted to take account of prevailing costs at the time of implementation, and also periodically reviewed. Whilst acknowledging this ballpark price is necessary for your own internal discussions, we would stress that it has been created "in confidence" and should be considered as such. Furthermore, our price has also been developed on the understanding of no further material change to our industry, or indeed local operating characteristics.

As noted, given this service would require the purchase of additional vehicles, a significant minimum term contract would be appropriate, we consider in the region of 7-10 years, depending on build progress. This period would enable the capital expenditure to be 'written down' adequately over an agreeable and sustainable duration. A sufficient lead-in period whilst necessary resources were sourced would also be necessary.

I trust this note is beneficial – please let me know if you require anything further at this stage.

Regards,

David John Parker
Head of Commercial
Stagecoach North East
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To

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24/07/2017 14:33 <David.Parker@stagecoachbus.com>,

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cc

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>, Matt Johnson

<Matt.Johnson@wynyardpark.com>

Subject

Wynyard Park Meeting Minutes

David / Steve,

Thank you for sparing the time to discuss the proposed developments at Wynyard with us recently.

Please find attached a brief minute of the meeting for your records.

At the meeting there was mention of a letter of support from Stagecoach setting out the potential to serve the development and ball park costs.

If this could be issued it would be greatly appreciated as it will be very informative to the Local Plan Examination in Public.

Kind Regards

John

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