

## **SUSTAINABLE TRANSPORT SEMINAR – SHIPLEY – 6<sup>th</sup> JULY 2004**

Presentation by Giles Fearnley – Chairman Keighley & District Travel Ltd.

- Sustainable transport needs all stakeholders to share a vision and to play their part in making it happen.
- Stakeholders must include local authorities at all levels, local businesses, retail as well as public transport operators.
- It is essential that transport policies are integral to all local authority policy decisions and that local authorities set an example by demonstrating a clear pro P/T statement through their words and actions.
- It's all about giving people choices – choices which they are prepared to consider on at least equal merit.
- The operators must provide reliable networks operated by clean and environmentally friendly vehicles and supported by strong information provision. The local authorities have their part to play through providing a good and secure bus stop environment (well-lit etc), shelters and of course bus priorities which are enforced, together with sharing the information issue.
- KDT's sister companies have very positive experiences of partnership working between local authorities and bus companies which deliver passenger growth of circa 5% per year consistently. These are particularly in East Lancashire and North Yorkshire where growth levels have been maintained for three or more years following investment by LA's in street furniture and bus priorities and by the bus companies in modern fleets, timetable enhancements, reliability etc. In Keighley early days of the Zone network is very encouraging and all parties will work to ensure the early passenger growth being experienced continues.
- Harrogate and District Travel has re-launched its Route 36 – Ripon to Harrogate to Leeds – with very high quality vehicles in a striking livery and with interiors including leather seats – ample leg room etc. This has been backed up by LA work on the bus stop environment and within three months passenger growth of between 7 and 8% is being experienced. Multi-modal research is currently being carried out by the University of Leeds but it is clear that a significant number of these new passengers have a car option for their journey but are now choosing the bus.

