

Improving a rural transport network

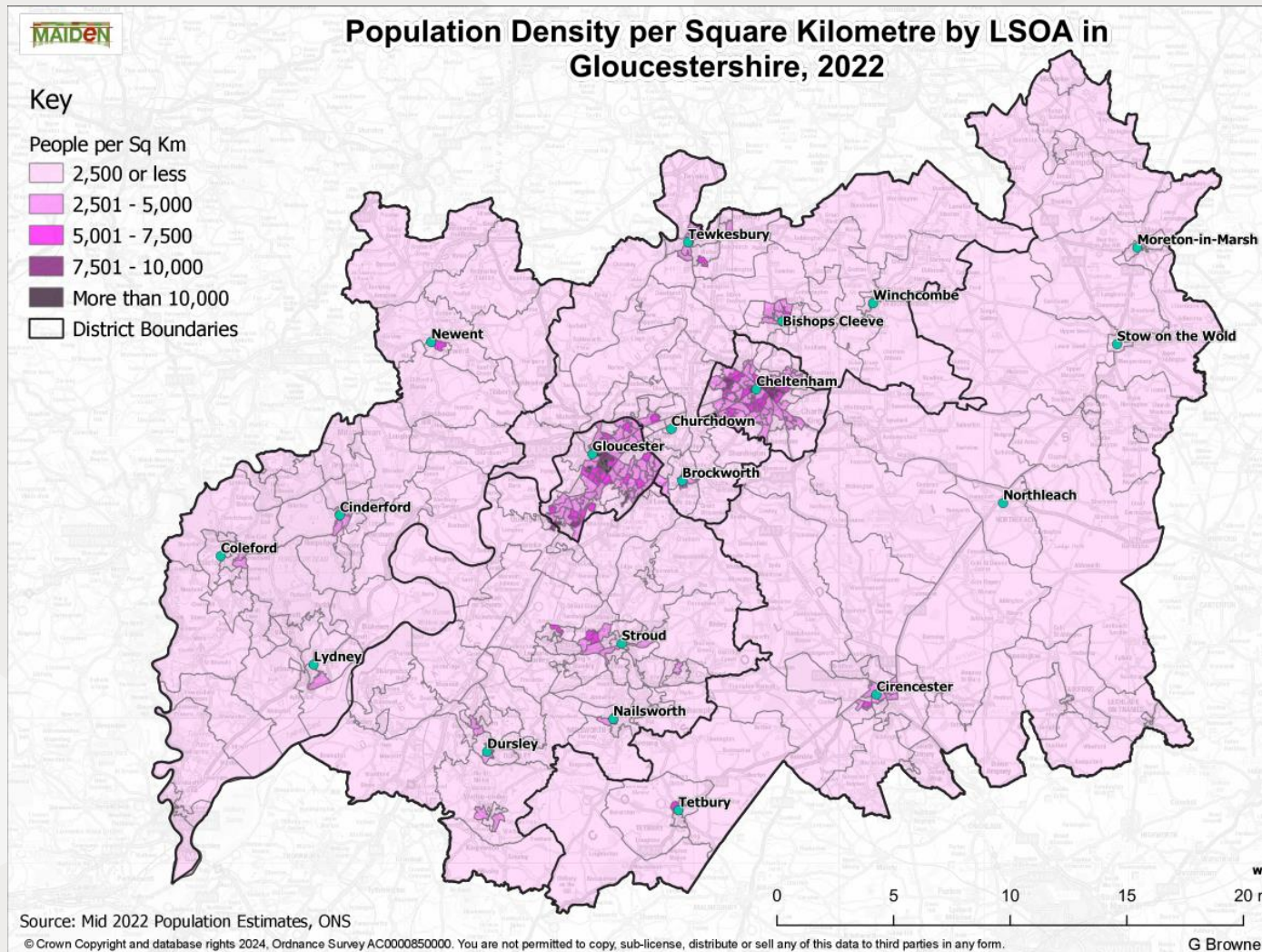
CTS Symposium 2025

Gloucestershire County Council



Gloucestershire

- Population = 659,276 (+1% per year)
- 2043 Projection = 735,482
- Area = 3,150 km²
- Gloucester and Cheltenham – major urban centre
- Other large towns (Stroud, Tewkesbury etc)

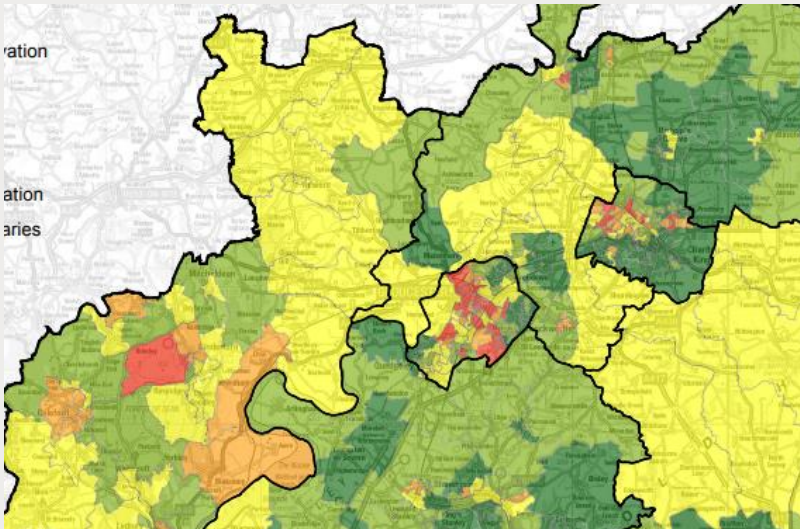


The Rural Picture

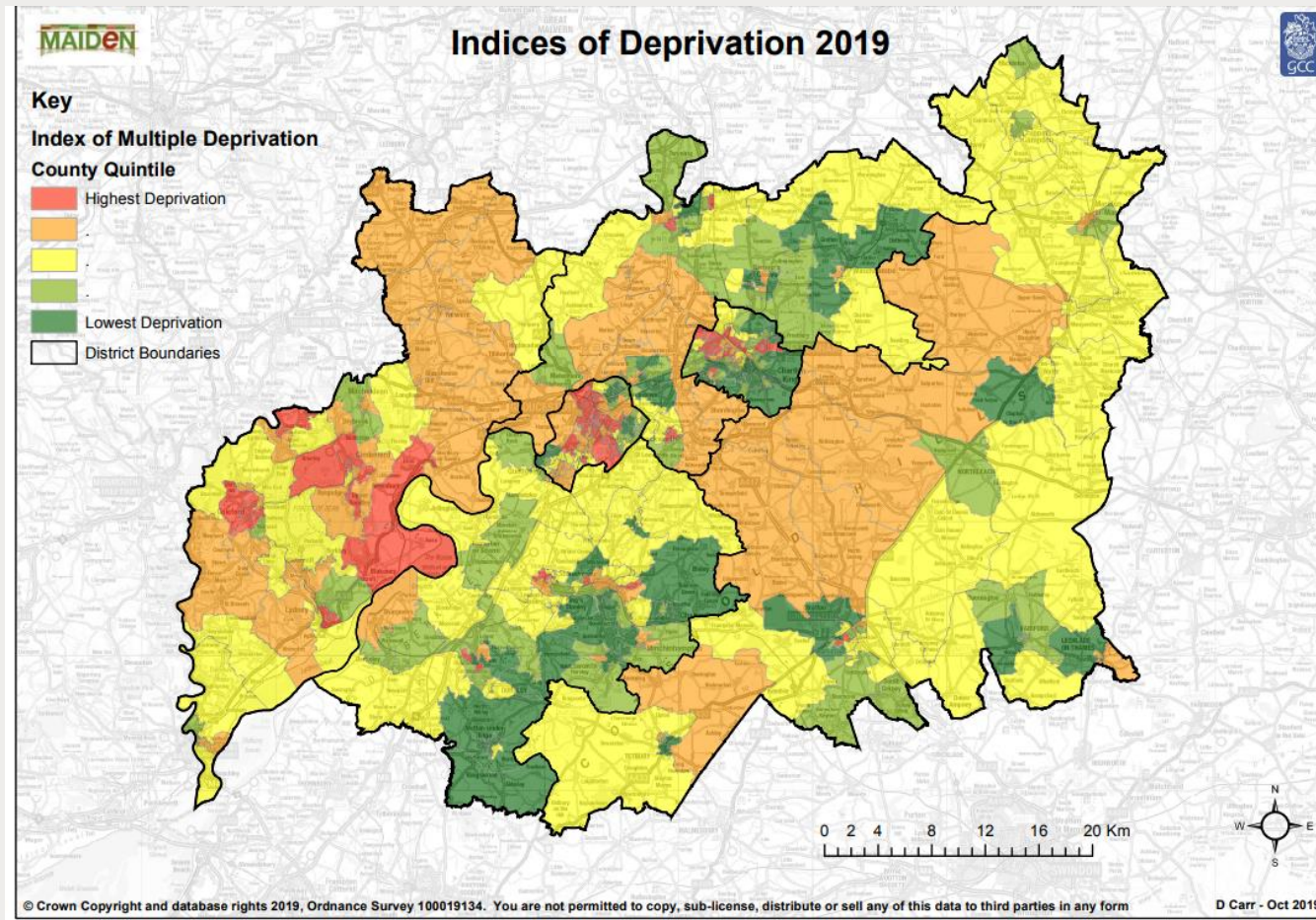
- Large areas of relative isolation
- Significant deprivation
- A growing problem
- Changing demographics

2019 Indices of Deprivation

National

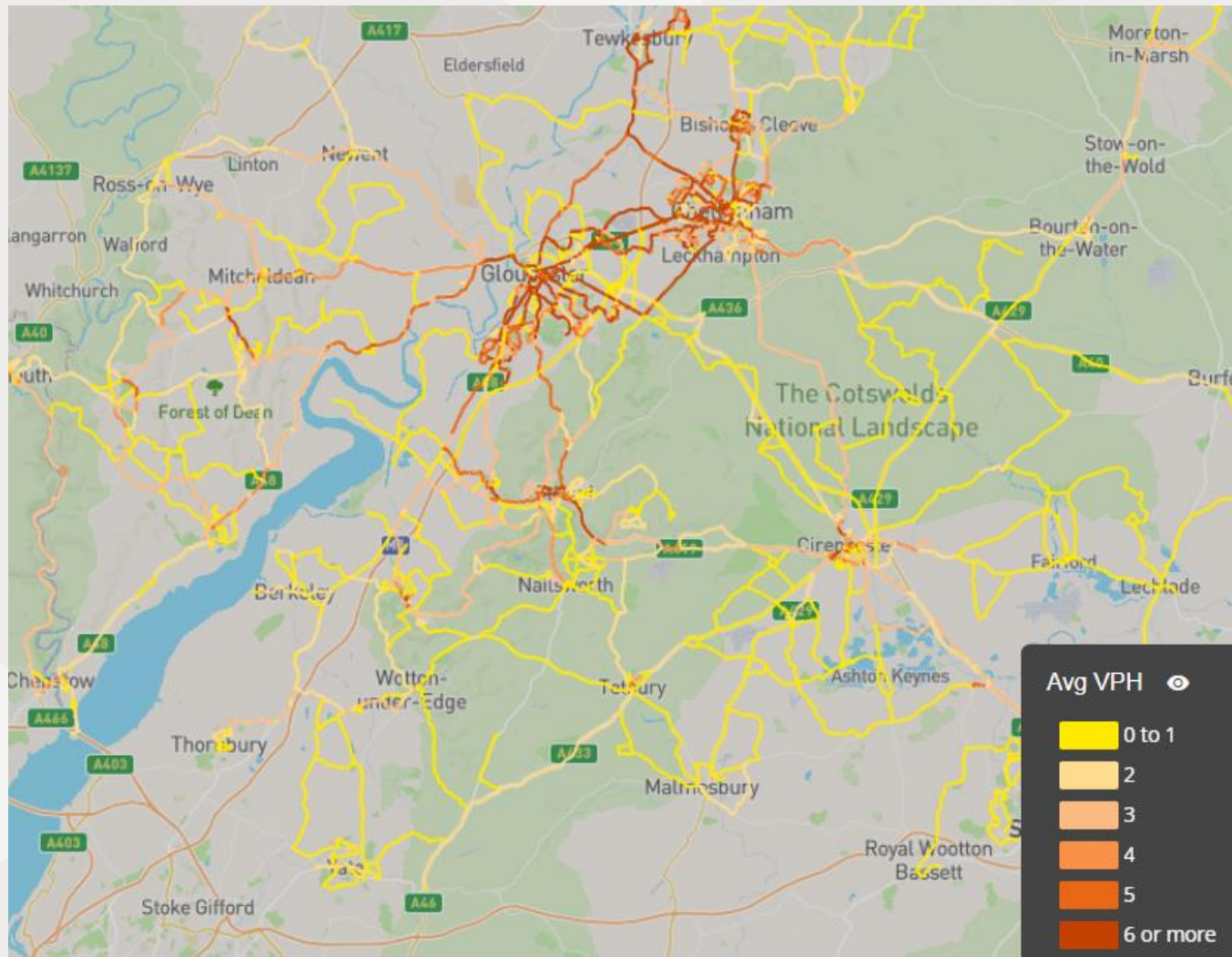


Local



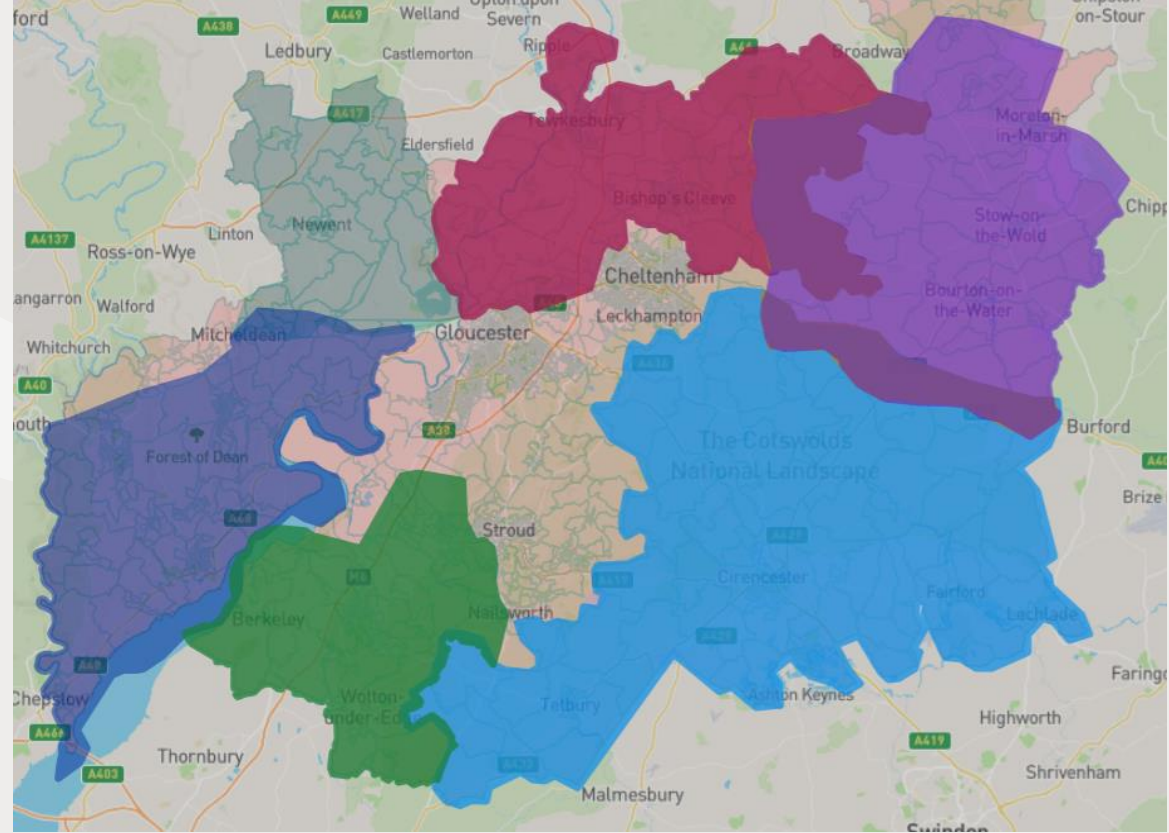
The Transport Network

- High frequency in urban areas
- Largely commercial
- Affected by Covid but recovering well
- Rural transport infrequent and declining
- Subsidised and expensive
- Reduced effectiveness

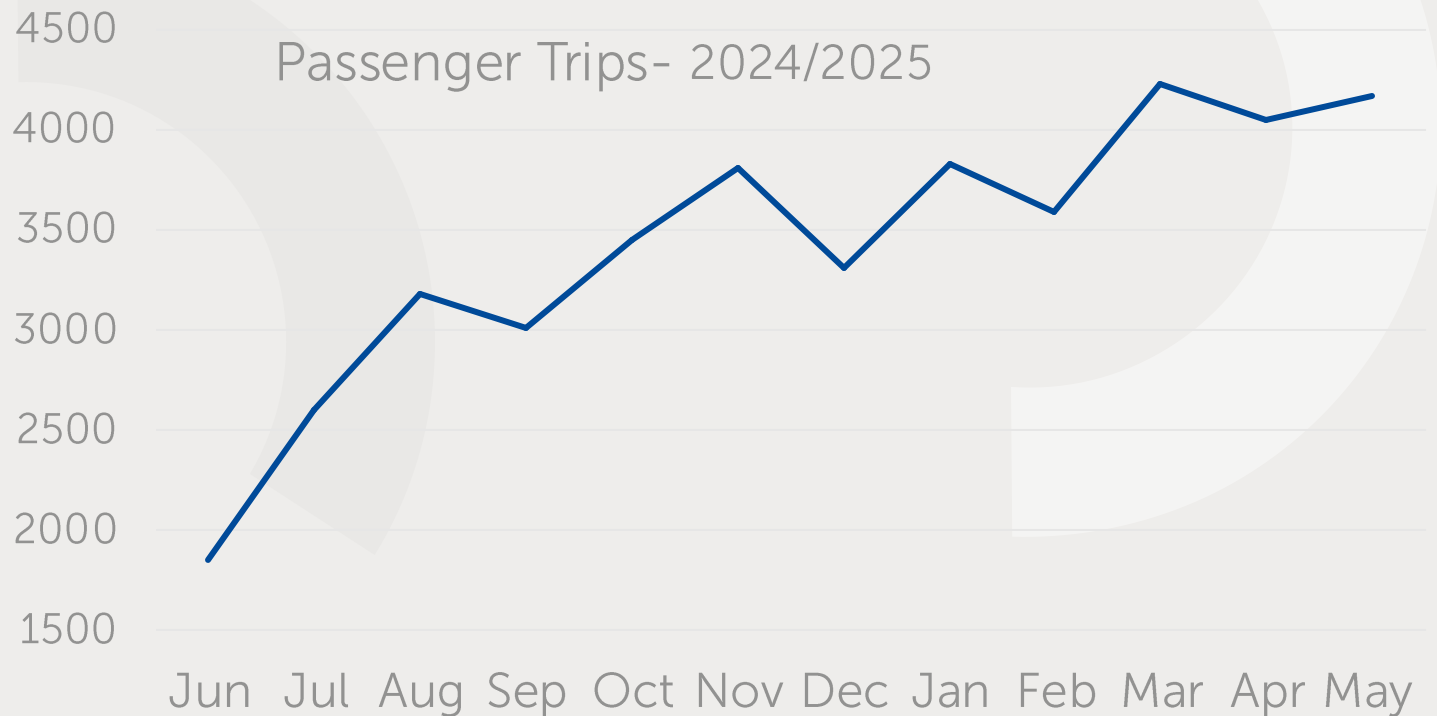


The Robin

Approx no. of usual residents	Robin Area Name
65,570	South Forest of Dean
21,985	Newent Zone
35,111	North Cotswolds
71,900	Tewkesbury District
63,790	South Cotswolds
61,010	Berkeley Vale

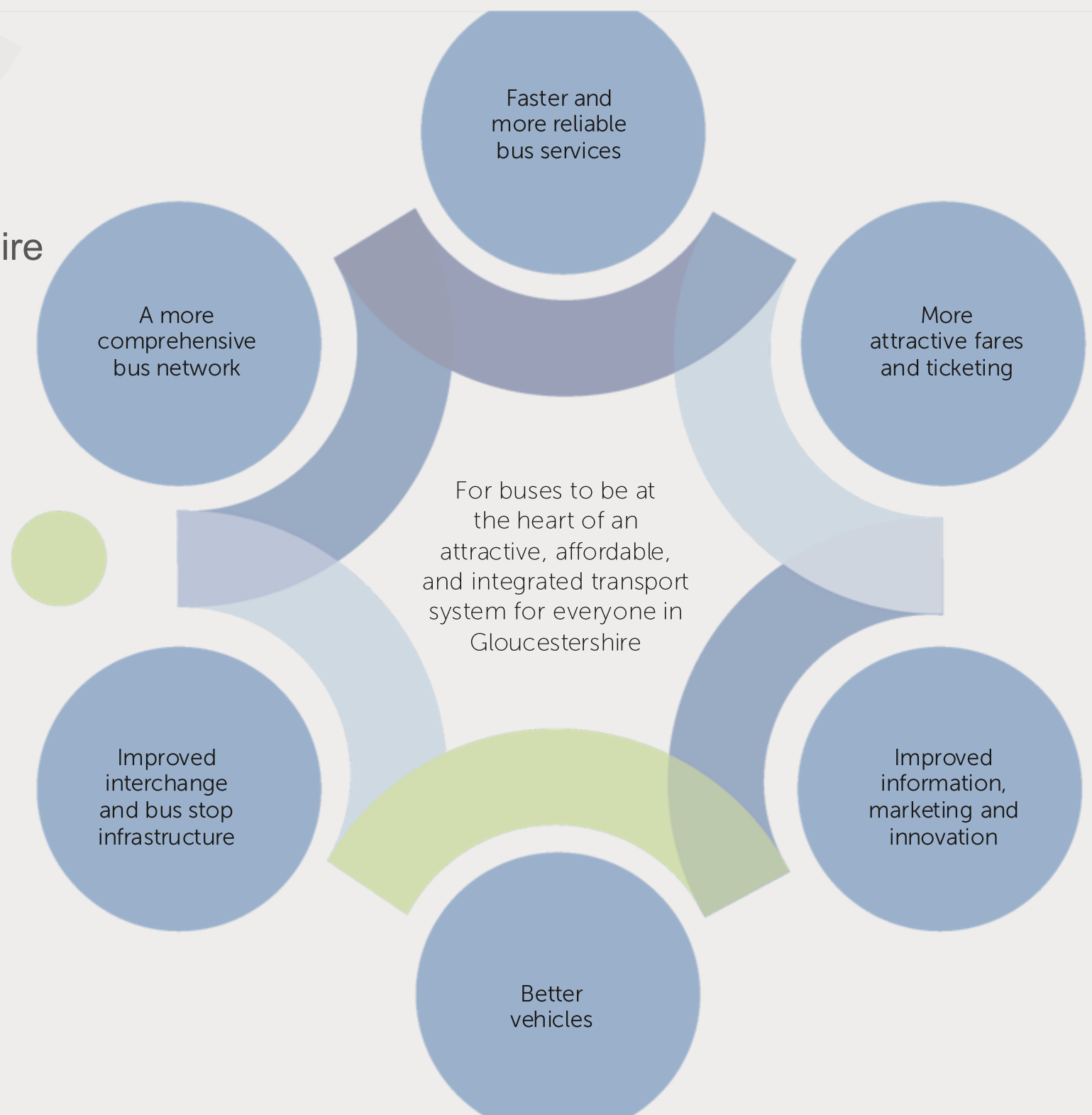


- Two areas in 2022; comprehensive cover (6 areas) from June '25
- Mon-Sat, 7am to 7pm
- Booking via a mobile app
- Dedicated in county Call Centre
- Accessible vehicles with clear branding



BSIP

The Gloucestershire BSIP 2024 vision



Bus Service Improvement Plan

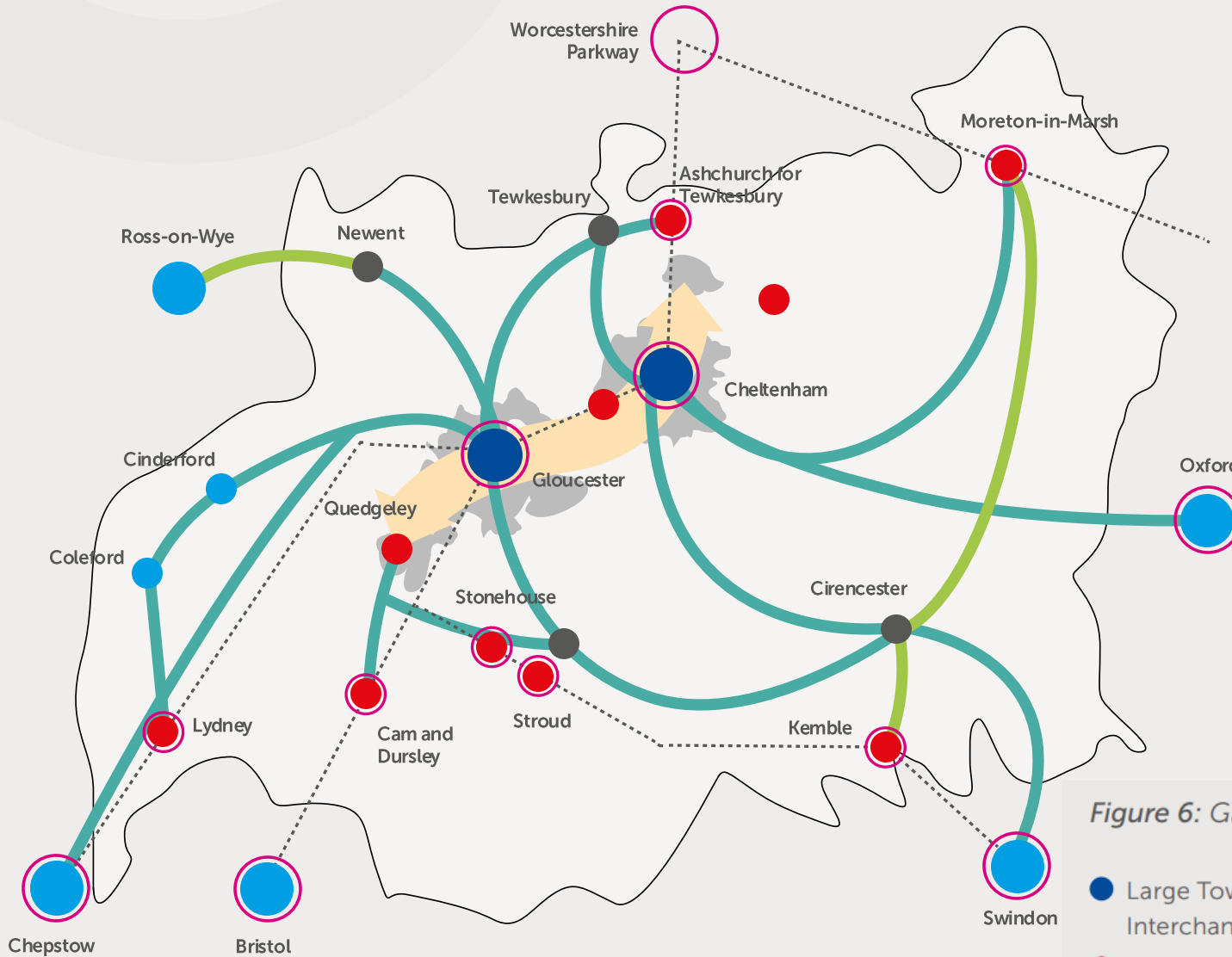


Figure 6: Gloucestershire's Bus Network Strategy

- Large Town / City Interchange Hub
- Strategic Transport Corridor Link Hub
- Strategic Market Town / Village Hub
- Rail Station
- Railway Line
- Mass Transit Zone
- Express Bus Connections
- Other Inter-Urban Bus Connections
- Potential Demand Responsive Transport / Local Bus Coverage
- Settlement

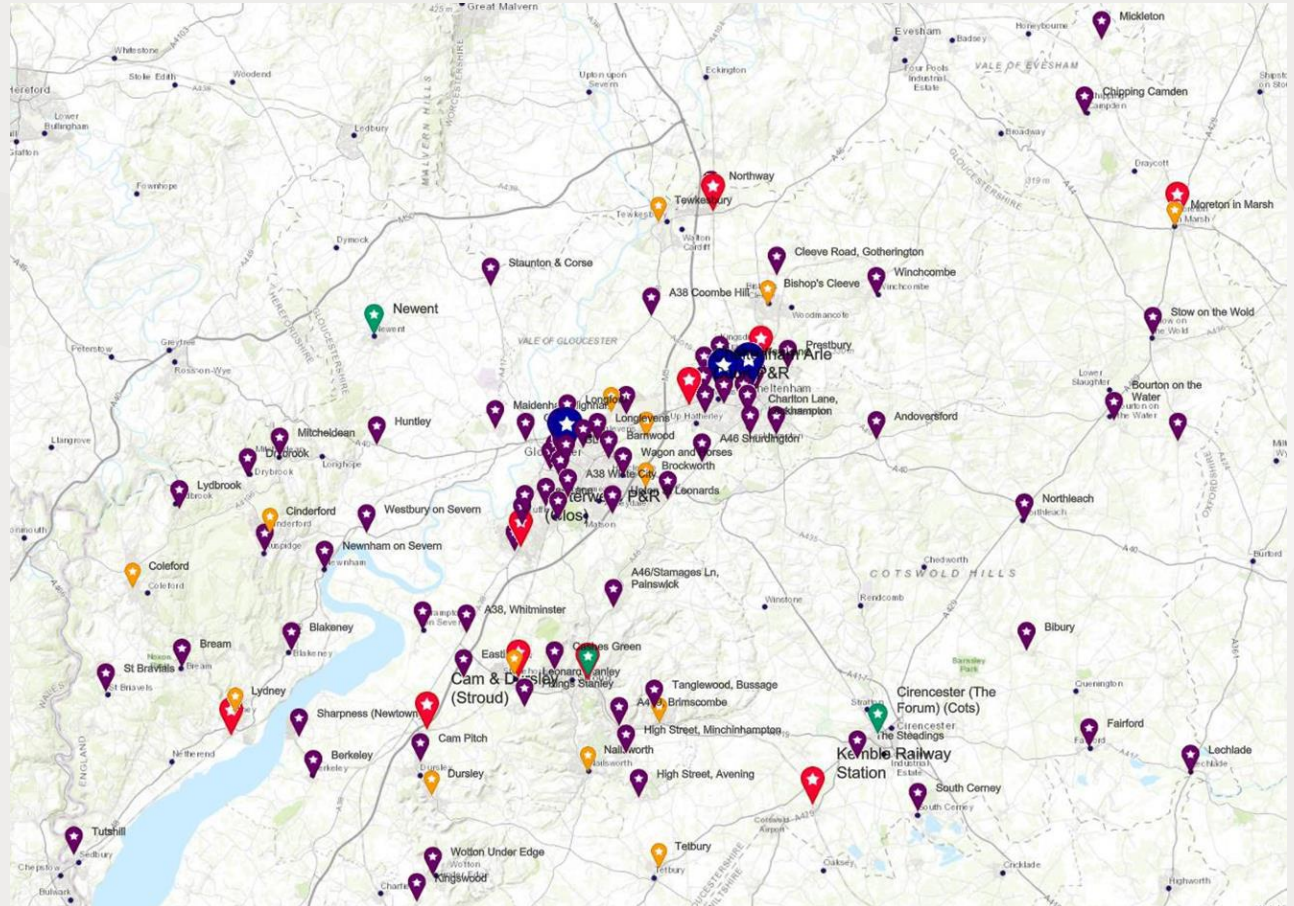
Interchange hub strategy

- Categorisation of bus stops
- Standardisation of assets
- Provides strategy for investment
 - GCC funds
 - DfT Funds
 - S106
- Multi-modal interchanges
- Safety as a priority
- Information is key
- Local context considered

Stroud Merrywalks “Strategic market town hub”

In recent years, however, the bus shelters at Merrywalks have deteriorated, Stroud District Council and GCC aware of condition of the shelters and their immediate surroundings.

New Bus Shelters, Vegetation clearance & bay relining, Real Time Passenger Information (RTPI) Board, Lighting and electrical improvements completed in April.



Future

- Multi operator ticketing
- Integration other modes

