



## **Bus Fares Pilot – Frequently Asked Questions**

**Scheme Start:** 10 April 2022

**Duration:** 4 years

**Cost:** £23.5m funded by UK Government

### **What's going on in Cornwall?**

Cornwall has been given £23.5million by UK Government to implement the country's first low fares Bus Fares Pilot (BFP). This award was announced in the National Bus Strategy in March 2021 as Superbus Network Funding and again in April 2022 when it was included in an announcement of £7bn to level-up major local transport schemes.

Lots of research, surveys and data suggest that the cost of bus travel is one of the biggest reasons people don't travel more by bus. The Government wants to understand if this is really true, and so they've given Cornwall Council some money to reduce the bus fares to see what happens.

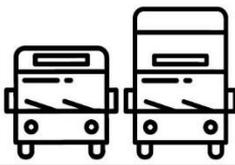
Will dropping bus fares mean people travel more? Will it encourage new people to leave the car and travel on the bus? Will it encourage people to change their tickets? These are the kind of questions we want to answer through the pilot.

### **So how are things changing in Cornwall?**

Actually, things have already changed! The first phase of the BFP focuses on developing consistent fares across most of the buses in Cornwall. Since January 2022 we've seen the following happen:

- *Any Ticket, Any Bus* - Bus companies in Cornwall have come together and now accept each other's tickets, a game-changing development for customers across the county who can now jump on and off any bus no matter who it's operated by. It applies to both return tickets and period passes (those

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valid for a day or longer) and means that passengers who previously bought a ticket and were restricted to using just one operator's bus, can now travel on any bus. It only applies to journeys that are wholly undertaken within Cornwall.

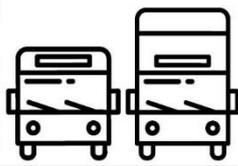
- There are now the same fares across period passes for key operators, which means no matter what operators' bus you get on, you know the cost for a day, week and month ticket will be consistent. These tickets are available across Cornwall and allow unlimited travel within the town zone on any operator's service.
- The 'child' age range has been aligned across operators. This means that across the county's biggest operators anyone under the age of 19 can buy a child ticket (although you might be asked to prove your age).

But this is just the start, from 10th April 2022 bus fares have changed further:

- Bus fares have become simpler to understand. We've reduced the number of tickets and fares that are available so it's less confusing for passengers. They still offer amazing value, but in a way that's easier to understand and more consistent. This might mean you've seen a change in your single and return fare as prices across the network are aligned.
- Fares became consistent - since January most period passes (those valid for a day or longer) have been consistent across key operators, there were some single and return fares (especially child fares) that varied depending on where you were in the county. These are now aligned and more consistent, so you know what you will be paying on any operator.
- The biggest news is that fares have been slashed: from 10th April most bus fares in Cornwall went down. For some tickets there is up to 44% saving, but on average it's around 30% across the county. This is only for journeys and tickets that are wholly within Cornwall, and doesn't affect every ticket – but on most you will see some saving.

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## Ok, great. How much am I going to save?

It depends what kind of ticket you get and how often you use the bus. Different fares have been cut by different amounts. You'll see the biggest savings on tickets that cover a longer distance - because we think the shorter trip fares were pretty cheap already. You'll also see more of a discount on the short period passes (like a day ticket) compared to a month ticket, as we're keen to encourage people who don't travel at the moment to give it a go.

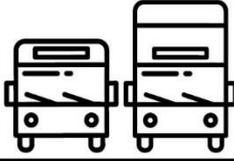
If you're an adult, you'll see more of a direct saving across all tickets, if you're a young person then the saving may vary depending on what area of the county you live in (because there were different levels of fare before), but it will mean the fares are consistent. Remember, it's only for journeys that take place wholly within Cornwall. Young person's age range discounts were aligned in January and so these tickets have already benefitted from a reduction.

A list of most of the tickets and discounts are detailed below:

Who's it for?	Type of ticket	What you would have paid	Prices from April 2022
Adult	Cornwall Day	£9.00	<b>£5.00</b>
	Cornwall 5 Day Bundle	£30.00	<b>£20.00</b>
	Cornwall Week	£28.00	<b>£20.00</b>
	Cornwall Month	£100.00	<b>£80.00</b>
	Cornwall Subscription	£90.00	<b>£80.00</b>
	Town Day	£3.00	<b>£2.50</b>
	Town 5 Day Bundle	£15.00	<b>£10.00</b>
	Town Week	£13.00	<b>£10.00</b>
	Town Month	£50.00	<b>£40.00</b>
	Town Subscription	£45.00	<b>£40.00</b>

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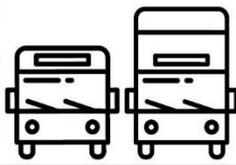
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Child	Cornwall Day	£4.50	<b>£4.00</b>
	Cornwall 5 Day Bundle	£15.00	<b>£13.50</b>
	Cornwall Week	£14.00	<b>£13.50</b>
	Cornwall Month	£50.00	<b>£45.00</b>
	Cornwall Subscription	£45.00	<b>£45.00</b>
	Town Day	£1.50	<b>£1.50</b>
	Town 5 Day Bundle	£7.50	<b>£6.00</b>
	Town Week	£6.50	<b>£6.00</b>
	Town Month	£25.00	<b>£22.50</b>
	Town Subscription	£22.50	<b>£22.50</b>
Family	Cornwall Day	£18.00	<b>£10.00</b>
	Cornwall Week	£56.00	<b>£40.00</b>

Who's it for?	Type of ticket	What you would have paid	What you will pay from April 2022
Adult	Single	£2.00	<b>£1.60</b>
	Single	£3.00	<b>£2.00</b>
	Single	£4.00	<b>£2.60</b>
	Single	£5.00	<b>£3.00</b>
	Single	£6.00	<b>£3.50</b>
	Return	£3.00	<b>£2.40</b>
	Return	£4.50	<b>£3.00</b>
	Return	£6.00	<b>£3.90</b>
	Return	£7.50	<b>£4.50</b>
	Return	£9.00	<b>£5.00</b>

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Child	Single	£1.00	<b>£1.00</b>
	Single	£1.50	<b>£1.40</b>
	Single	£2.00	<b>£1.80</b>
	Single	£2.50	<b>£2.20</b>
	Single	£3.00	<b>£2.70</b>
	Return	£1.50	<b>£1.50</b>
	Return	£2.25	<b>£2.10</b>
	Return	£3.00	<b>£2.70</b>
	Return	£3.75	<b>£3.30</b>
	Return	£4.50	<b>£4.00</b>

## Ok, great, but it's not that much of a saving on my ticket

Not all of the tickets have a big saving attached to them, but actually without the pilot all fares would have gone up. Just like energy prices are shooting up, across the rest of the country people are seeing their bus fares go up, and often by a big jump (as they have been frozen over the past couple of years due to Covid). So it might not feel like a big saving on some tickets, but actually it is – we think prices would have gone up by at least 8% if it wasn't for the pilot.

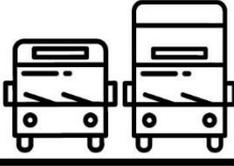
Also, the more you use the bus, the cheaper it becomes. There are some really great discounts on period passes like day and weekly tickets.

## Hmmm, seems like my ticket price has stayed the same

Not all of the tickets have been changed. Some tickets have stayed the same, either because they already offered really good value, or because they've stayed the same as we look to make sure that the fares are consistent across Cornwall. So, for example some of the child fares might not have changed for everyone, but they are now the same for any operator within Cornwall and also available to anyone up to the age of 19.

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Also, remember that without the pilot all fares would have gone up. Just like energy prices are shooting up, across the rest of the country people are seeing their bus fares go up, and often by a big jump (as they have been frozen over the past couple of years due to Covid). So it might not feel like you're getting a saving, but you actually are – we think prices would have gone up by at least 8% if it wasn't for the pilot.

### **Hang on, my ticket price has actually gone up**

We've done our best to make sure that most people's fares have gone down through the pilot. But we're also trying to simplify the fares across the county. In the past there have been a lot of different fares and tickets available on the bus, and at times it can get confusing. We want fares to be consistent and understandable, so a simplified fare structure has been introduced. For a small number of people the single and return fares may have gone up slightly, especially on very short journeys. This should only be a small increase. There are some big decreases on the Town Zone Day and Cornwall Day tickets that may offer better value now.

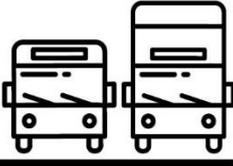
### **How come there's not a consistent discount across the tickets?**

From the work we have done, it seems like some tickets, like the Town Zone Day are already really good value. Additionally, we've introduced a low single/return fares band for short hop journeys where it wasn't in place previously for some operators, and increased the age range and discount on child tickets that means they were good value already – so we're not looking at changing these fares as much. Additionally, a key aim of the pilot is to try and attract people away from their car to use the bus, so we've looked at having a bigger discount on some of the shorter period passes, like the Cornwall Day ticket for adults, making it cheaper to use the bus than to park a car for the day.

It's worth remembering that this is only the first phase of the pilot, we'll be looking over the coming months at which tickets are working and which might need reviewing to get the best value for users in Cornwall. We'll also be looking at developing the ticketing offer in the long term.

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### **How will the tickets interact with one another?**

*Any Ticket, Any Bus* still applies, customers across the county are still able to jump on and off any bus no matter who it's operated by – only for journeys within Cornwall though.

### **I live in Cornwall but travel into Devon/Plymouth. Why don't I get a discount on my fares?**

The focus of the pilot is only on journeys that are wholly within Cornwall. Cornwall Council is unable to make exceptions for services that have a direct impact on the commerciality of bus services in another local authority area. Operators still offer a number of good value zone tickets in both Plymouth and North Devon which Cornwall residents still benefit from.

(Scheme funding was provided to Cornwall Council to establish a fares pilot within Cornwall to see if more people really will use the bus if the fares are reduced. This means that cross-border journeys are unable to be included.)

### **How long will the saving be in place?**

The Council has money for a pilot over 4 years, but the discount being offered at the moment won't be in place for that entire time. At the moment we don't know how popular the pilot will be – but we will be reviewing the tickets and fares on a regular basis and making sure they offer good value for the residents of Cornwall. As we move further into the pilot the discount on offer might go down as we think about exiting the scheme, but this depends on a lot of factors over the coming months.

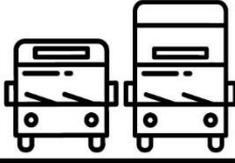
### **What about Park and Ride fares?**

At present there are no plans to further discount the Park and Ride fares, as these already offer a heavy discount for bus travel and parking combined. It's only £2 for a day ticket (and £1 on a Saturday) and there are some good family and multi-day tickets available as well. More info can be found at:

<https://www.cornwall.gov.uk/transport-parking-and-streets/public-transport/park-for-truro/>

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**Are there any tickets that have been removed?**

In order for our different bus operators to be able to work together to accept one another's tickets and simplify the fares for all customers across Cornwall a considerable amount of work was required to review over 10,000 fares options on over 200 bus services. This work has essentially reduced those fares options down to a more manageable and understandable range of fares shown in the table above.

The work to revise the fares and simplify the overall offer has led to certain tickets being withdrawn. One such ticket was the Looe Ticket, primarily a tourist-focused product, which previously offered travel in the Looe area.

While this product was due to be withdrawn in January 2022 as part of the first stage of simplification and rationalisation of fares, it was unfortunately omitted from the process. This anomaly was rectified when *Make Big Savings By Bus* commenced on 10 April and the product has now been withdrawn. Travellers in Looe can now travel anywhere across Cornwall for £5, (last year they could only travel within the local Looe area for this amount). If they are staying local, then they benefit from a £2.40 return ticket within the town.

**Is there anything else happening?**

Yes! You will start to see more of Transport for Cornwall – the partnership between Cornwall Council and our local transport operators – whether through advertising, news stories, updates online, etc. we're working closely together to make public transport easier to use and understand. Combined timetable information and marketing will be branded as Transport for Cornwall so that you know where to be able to use your tickets and find information for the whole network.

**Anything else you need to know?**

Please contact [busfarespilot@cornwall.gov.uk](mailto:busfarespilot@cornwall.gov.uk)

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