

Ambitions and proposals for 2025 and beyond				
NBS objective	Title of scheme or proposal	Additional description (optional - 60 words max)	Estimated cost (order of cost £M)	Costing accuracy rating
	Insert additional rows for more schemes or proposals			Low, Medium, High
<b>Service level and network coverage</b>	7am - 7pm Core Network	Improving minimum frequency to at least hourly across the county's core network of services linked to the LTP. Aiming to provide a more comprehensive network of services to improve frequency, accessibility, co-ordination/integration and ultimately increasing patronage.	£20,000,000 spread over a 4 year period (Revenue)	Medium
<b>Service level and network coverage</b>	Evening Buses and Express Services	Evening, weekend and express services – continuation of evening services with Taunton and from wider roll out to other key towns in the County, with journeys being provided where appropriate up until 1pm, increased weekend services and more direct routes to key destinations. Aiming to improve accessibility, co-ordination/integration and ultimately increasing patronage.	£4,000,000 spread over a 4-year period (Revenue)	Medium
<b>Service level and network coverage</b>	Digital DRT	Wider roll out of Digital DRT across the whole county, to the existing DRT provision and expansion of operating hours to meet the Core Network and act as feeder services. Aiming to improve accessibility, co-ordination/integration and ultimately increasing patronage.	£1,770,000 spread over a 4-year period (Revenue)	Medium
<b>Bus priority</b>	Taunton Bus Town Phase 2	This project aims to make bus travel faster, more reliable, and more attractive within the county town of Somerset. We will explore ways to further improve bus routes, reduce delays, and increase convenience for bus users. We will introduce measures to discourage car use and parking in the town centre, such as bus lanes, priority traffic signals, and parking restrictions.	£5,232,500 (Capital) £45,000 (Revenue)	Medium
<b>Bus priority</b>	Wellingon Bus Town	We aim to improve public transportation in Wellington by implementing a collection of bus priority measures throughout the town. These measures could include dedicated bus lanes, bus priority signals, and bus stop relocation/consolidation. We believe these measures will reduce delays and conflicts for buses and improve their journey time/reliability. We aim to increase public transportation usage and reduce car dependency.	£3,960,000 (Capital) £30,000 (Revenue)	Medium
<b>Bus priority</b>	Yeovil Bus Town	The goal of this project is to enhance bus services in Yeovil and its surroundings. We will conduct feasibility studies to help determine what parking restrictions and bus priority measures to apply that will reduce bus travel times. These measures will benefit the bus service and the transport system as a whole.	£8,236,000 (Capital) £35,000 (Revenue)	Medium
<b>Bus priority</b>	Minehead Bus Town	Minehead is a popular tourist destination that attracts many visitors. We propose a collection of bus priority measures that will reduce delay and increase reliability for buses, such as dedicated lanes. We will redesign some junctions to make them safer and more efficient for bus movements. These interventions will help make buses more attractive for residents and tourists alike.	£333,700 (Capital) £25,000 (Revenue)	Medium
<b>Lower and simpler fares</b>	Reduced Flat Fares in Towns	Roll out of discounted fares within the towns of Yeovil, Bridgwater and Frome. Continuation of lower fares scheme in Taunton. We will work with operators to identify the optimum price point which is affordable for passengers but sustainable for operators. Aims to make bus travel cheaper and more accessible, increasing patronage in the network.	£8,720,000 spread over a 4-year period (Revenue)	Low
<b>Lower and simpler fares</b>	Countywide Youth Fare 16-25 year olds	Roll out of concessionary youth scheme across Somerset providing discounted fares for young people aged 16-25 years. Aims to make bus travel cheaper and more accessible, ultimately increasing patronage.	£30,000,000 spread over a 4-year period (Revenue)	Medium
<b>Ticketing</b>	No Fuss Multi-Operator Ticket	Delivery of a countywide scheme to include daily fares caps and that of integrated ticketing for bus and long distance coach services. This will link with the DfT's Project Coral for developing the back-office system to manage multi-operator tickets. Aims to improve co-ordination, provide cheaper fares and make it easier to understand, ultimately increasing patronage.	£200,000 spread over a 4 year period (Revenue) Plus Technology costs associated with this depending on outcome of Project Coral – difficult to predict at this stage.	Low
<b>Waiting and interchange facilities</b>	Bridgwater Transport Hub	Our ambition is to create a transport hub in Bridgwater that will transform travel in and around the town. By integrating different modes of transport, including active travel options, we will make public transport more convenient and accessible for everyone. This will encourage people to choose buses which will reduce congestion, emissions and improve the quality of life in Bridgwater.	£686,000 (Capital)	Medium
<b>Waiting and interchange facilities</b>	Yeovil Transport Hub	Yeovil is a growing town that needs better transport options to reduce traffic and pollution. We want to create a transport hub in Yeovil that will link different travel modes, including active travel, and make public transport more convenient and attractive. This will help people choose buses over cars, which will improve the environment and quality of life in Yeovil.	£4,300,000 (Capital)	Medium
<b>Waiting and interchange facilities</b>	Wells Transport Hub	We aim to create a transport hub in Wells, a Somerset city that attracts many tourists. Numerous tourist coaches visit the city for the day, and we want to enhance and improve their experience. This will lower traffic, pollution and increase the attractiveness of Wells as a destination.	£686,000 (Capital)	Medium
<b>Waiting and interchange facilities</b>	Taunton Train Station	We propose to enhance Taunton train station by adding an interchange with more of the transport hub facilities. We aim to create a more seamless and enjoyable transition between bus, rail and other modes of transportation. This will increase the connectivity, convenience, accessibility, and attractiveness of public transportation.	£150,000 (Capital)	Medium
<b>Waiting and interchange facilities</b>	Bridgwater Train Station	Re-design and re-develop the Bridgwater Train Station to create a bus interchange to facilitate better integration between bus and rail travel. Provide more of the transport hub facilities.	£350,000 (Capital)	Medium
<b>Waiting and interchange facilities</b>	Wellingon Train Station	We have a vision to transform the Wellington Train Station into a fully integrated transport hub. Our project aims to design and develop the station area to create a bus interchange that will enable seamless connections between bus and rail services. We plan to provide transport hub facilities to support the convenience and comfort of travellers.	£120,000 (Capital)	Medium
<b>Waiting and interchange facilities</b>	Cornetown Transport Hub	We aim to add transport hub components to the Cornetown Park and Bus site. This will make it more convenient and attractive for people to use the bus to travel to Taunton. By doing so, we can reduce the traffic and congestion that affects the town centre, and improve the quality of life and mobility for everyone within the catchment.	£150,000 (Capital)	Medium
<b>Bus information and network identity</b>	Bus Travel - Information Strategy, Incentivisation of Bus Travel and Education	Development of a bus information strategy and resource to provide capacity for the application of the strategy across information provision, marketing, promotion and incentivisation. This will include development and delivery of a tailored educational training package for potential bus users, tackling barriers to use. Aims to make buses accessible, easy to understand and to overall increase patronage.	£350,000 spread over a 4 year period (Revenue)	Medium
<b>Bus passenger experience</b>	see Bus Information section above	see Bus Information section above	See Above	
<b>Bus fleet</b>	Taunton Park & Ride Electrification	Introduction of four electric vehicles for use on Taunton's Park & Ride service and associated infrastructure to support the move to electric. Aims to make public transport greener and better to ride in, with the overall aim of reducing carbon footprint.	£2,710,000 (Capital)	Medium
<b>Bus fleet</b>	Wider decarbonisation of the Fleet	Roll out decarbonisation of the bus fleet and associated charging infrastructure. Based on ZEBRA 2 principles for match-funding.	£60,000,000 (Capital)	Medium
<b>Bus fleet</b>	Carrying bikes on buses	Trial the implementation of bike carriers on buses to promote integration between active travel and public transport. Promotional activity to raise awareness and encourage usage.	£10,000 (Capital) £5,000 (Revenue)	Low
<b>Accessibility and inclusion</b>	Stop Design and Improvement Programme	Roll out of the bus stop improvement programme across the County. This follows an extensive review of stops and engagement with disability representative groups. Aims to improve accessibility, creating safe environments, that are easy to use and understand. Ultimate aim of increasing patronage.	£10,000,000 (Capital)	Medium
<b>Longer term network transformation</b>	Development of longer terms strategies.	Longer term strategies will be developed in-line with the emerging LTP and based on learning and best practice derived from existing BSIP schemes and proposed ambition from 2025, should funding be successfully secured.	To be determined	Low