



## Minutes of Meeting

**Date:** 8.1.25

**Time:** 14:00

**Location:** Plough Lane, Hereford HC

Chair: Ross Cook, Corporate Director  
Cllr Philip Price, Dr Dave Land, Craig Lewis , Natalie Amos,  
Jonathan Woodward - **Herefordshire Council**

Richard Walker, Glyn Langston-Jones, Ann-Cathrin Riessman  
**Department for Transport**

Stephen Priestnall -**oomph agency ltd**

James Heaney Regalado -**Stagecoach**

Alex Clark -**Newport Transport**

Ian Davies, Allun Field -**Yeomans**

Matt Evans, Paul Lawry - **Sargeants**

Apologies from  
Paul Walker, **CEO HC**.  
Christian Reed -**Stagecoach West**,  
Nick Maddy -**Nick Maddy Coaches**,  
Louis Dyson -**DRM**  
Daniel Pierce - **Firstbus**

### 1. Welcome (Ross Cook)

- Introductions around the room and opening remarks from Ross Cook.
- Encouragement for operators to share views and foster collaboration.
- Emphasis on working as a team to improve services and infrastructure through dialogue and collective input.
- Opportunity for investment in infrastructure and technology to enhance operations.

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### 2. Key Updates

#### David Land:

- The Enhanced Partnership (EP) is a collaborative effort for mutual growth and investment in the Hereford Network.
- The objective is to increase footfall, benefiting all operators.
- This meeting is the first in a series aimed at building relationships and the EP framework.

#### Craig Lewis:

- Focus on making the EP organic, with input and decisions coming collectively from operators.
- Transition from a consultant-led approach to a collaborative one, ensuring sustainability.
- Plans to upgrade infrastructure, including main bus stops, with operator input.
- Development of a multi-year plan to address feasible aspirations.

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### 3. Department for Transport (DfT) Update

- Aim to reverse the decline in bus patronage over the past four decades by:
  - Improving reliability and service availability.

- Enhancing connectivity to schools, work, healthcare, and retail.
  - Ensuring safety, particularly for women and girls.
  - Integrating buses into the wider transport system.
  - Providing accessible and accurate real-time information.
  - Keeping services affordable and environmentally friendly.
  - Funding allocation for Herefordshire:
    - **BSIP 2025/26 Capital Funding:** £1,108,112
    - **BSIP 2025/26 Revenue Funding:** £1,867,493
    - **Bus Capacity & Capability Grant:** £63,000
    - **Annual Local Authority BSOG Funding:** £218,580
  - Transition to multi-year settlements for funding allocations after Phase 2.
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#### 4. Natalie Amos

- Emphasis on updating EP regulations collaboratively.
  - Meetings scheduled with operators to gather individual input.
  - Focus on increasing patronage and revenue through improved service quality.
  - Introduction of new software to streamline information management.
  - Commitment to improved communication with customers, addressing frustration from lack of updates.
  - Jonathan and Natalie are pursuing CILT Level 3 to better understand operator needs.
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#### 5. Operators' Feedback

##### Newport Bus:

- Issues with overloading during peak hours.
- Reliability challenges due to unpredictable traffic.
- Positive feedback on Herefordshire's infrastructure and network map.

##### Sargeants:

- Antisocial behaviour requires better police involvement.
- Flooding and traffic impact punctuality.
- Suggestion to focus on safety, reliability, and affordability.

##### Ross Cook:

- Need to enhance public communication through RTI and social media.

##### Allun Fields:

- Resource constraints in updating the public during disruptions.
- Proposal for a bus lane on Belmont Road to address traffic delays.
- Call for marked bus stops in villages.

##### Ian Davies:

- Highlighted the need for bus priority measures to incentivise public transport.
- Suggested adjustments to traffic lights at Tesco's roundabout.

##### James Heaney Regalado:

- Requests for RTI screens at more stops and improved SIRI feeds.
- Importance of CCTV, lighting, and main route stop upgrades.

##### Cllr Price:

- Advocated for a Hereford bypass to alleviate congestion.
  - Proposed a centralised app for real-time public information.
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#### Stephen Priestnall oomph- Presentation on Capability funding

- Objective - how to make getting a bus easier
- Working with HC and the operators to get more passengers on the network.
- Test and learn on steps to improve the network and the rider experience
- To have a steering team to align with the EP plan
- To have a 3-year agile programme, it will not be easy

- Connect the operators to work together
- Have the ability to change direction if something is not working
- Need to market the network

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**6. Closing Remarks (Ross Cook)**

- Commitment to ongoing dialogue and collaboration.
- Action points to be discussed in the next meeting.
- Encouragement to test and refine ideas collectively.

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**Action Points**

1. Schedule follow-up meetings with operators to gather detailed feedback.
2. Reach out to local authorities to build collaborative relationships.
3. Explore potential capital investments for infrastructure upgrades.
4. Coordinate with highways to address identified bottlenecks and priority measures.
5. Develop a steering team to align with the EP plan.

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**Next Meeting:** TBC**Prepared By:** Natalie Amos**Date:** 13.1.25