



## Minutes of Meeting

**Date:** 26.2.25

**Time:** 10:00

**Location:** Teams

Chair: Ross Cook (RC), Corporate Director  
 Natalie Amos (NA), Jonathan Woodward (JW) - **Herefordshire Council**  
 Stephen Priestnall (SP) - **oomph agency ltd**  
 James Heaney Regalado (JHR) - **Stagecoach**  
 Alex Clark (AC) - **Newport Transport**  
 Ian Davies (ID), Allan Field (AF) - **Yeomans**  
 Matt Evans (ME), Paul Lawry (PL) – **Sargeants**  
 Daniel Pierce (DP) - **Firstbus**  
 Christian Reed (CR) - **Stagecoach South Wales**

Apologies from  
 Nick Maddy -**Nick Maddy Coaches**,  
 Louis Dyson -**DRM**  
 David Land, Craig Lewis- **Herefordshire Council**

### 1. Welcome (Ross Cook)

- Encouragement for operators to share views and share objections and ideas

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### 2. Update from Steven Priestnall

- Introduction:
- SP provided a 10-minute update on the progress of the five work streams set up in January.
- Emphasis on collaboration and agile approach to implementation.
- Work Streams Overview:
- Steering Team: Reporting into the board.
- Project Management Review: Ongoing review of project management.
- Bus Times Access: Focus on making bus times easily accessible.
- Minimum Viable Product: Understanding the smallest piece of work for key audiences.
- Campaign Creation: Developing a campaign to promote bus services.
- Progress Highlights:
- Digital and Offline Timetables: Target outcomes for making bus times easy to access.
- Audience Research: Engaging with community groups and conducting surveys.
- Community Engagement: Collaboration with community services and bus operators.
- Creative Campaign: Ideas for promoting bus services, including guerrilla advertising.

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### 3. Revenue Spend Proposals

- Continued support for existing services and new proposals. Tables below of services discussed
- Emphasis on the need for patronage figures and stricter deadlines for new services and projects
- All operators agreed to the proposed routes, no objections given to the list below

**DRM**

Proposal	Description	Priority	Comment
1	Continued support for 420/420A & 469 services , improve timetable to cater for public needs	1	Need the cost for extra year on this one to continue having support

**Nick Maddy**

9	34 service change of route support - Cobrey farms from Coughton corner, as there is a lot of fruit pickers requiring transport.	4	Cost needed for route change
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**Sargeants**

Proposal	Description	Priority	Comment
2.	Change the Sunday services in Hereford as this is not working as it is, invest to have another bus on it	4	Cost for extra service for a Sunday Services in Hereford city

**Yeomans**

1	Re-instate hourly frequency on service 449	4/8	Cost for changing to an hourly service – to include Dorstone Peterchurch area am & pm peak to cover off T14 changes
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2	Continued support on the 492 core service		Cost needed for the next year funding
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**Hereford Council**

5	Change town services to reach more areas including Sunday services	4	Operators to put forward costs and a timetable and services ideas to improve Sunday network
6	Offer special deals for travel to encourage use , free late night /Wednesday travel , special offer family tickets for school holidays etc	3	Idea welcome for any schemes we can run to promote travel. Will put forward plans for a scheme for summer holidays

**4. Capital Spend Proposals**

- Focus on improving infrastructure in market towns and key bus stops adding RTI screens to all market towns
- Plans for solar lighting at dark bus stops.
- Collaboration with highways to improve traffic light systems for buses.

## 5. Next Steps and Deadlines

- Submission of detailed cost proposals by 7th March.
- Review and finalisation of proposals by end of March.

### Action Items

1. **All Operators:**
  - Submit detailed cost proposals for revenue spend by 7th March.
  - Submit details of any ticket schemes that would encourage patronage
  - Provide feedback on potential Bus stops that need upgrading and infrastructure improvements, including bus stops that would benefit from lighting
2. **Natalie Amos:**
  - Continue to coordinate with highways on traffic light system improvements.
  - Ensure timely submission of proposals to Dft.
  - Once Costs are submitted to confirm deadlines for the projects
3. **Ian (Yeomans):**
  - Confirm start date for the 492 service and ensure all necessary documentation is submitted.
4. **Paul Lawry:**
  - Provide footfall data for the 461 service.
5. **Steven Priestnall:**
  - Share slides and detailed updates with all attendees.
  - Continue engagement with stakeholders and prepare for post-Easter launch.

**Next Meeting:** 20.3.25

**Prepared By:** Natalie Amos

**Date:** 27.2.25