

## Establishing groups and customer panels for BSIPs and Enhanced Partnerships

Local groups and customer panels are critical to the success of Bus Service Improvement Plans (BSIPs) and Enhanced Partnerships. We have put together some key considerations for setting up a local group.

### Clarity of purpose

It's vital to set out the general purposes of the Group, for example to:

- identify and raise awareness of local public transport needs and developments to all stakeholders
- enable public scrutiny of existing and proposed service delivery and infrastructure provision
- provide a mechanism for informed and constructive feedback
- consult on both current and future public transport policies, strategies and proposals
- ensure the voices of local people are heard

Establish a clear framework for the Group's activities, including:

- Terms of Reference
- Code of Conduct
- Objectives/responsibilities/limitations
- Mechanisms for communication both within the group and externally

### Participation

To ensure the Group is diverse and representative, all possible networks should be explored for recruitment such as:

- Town and Parish Councils
- Local businesses
- Schools, colleges and universities
- Hospitals, clinics and GP surgeries
- Youth groups and Youth Parliament representatives
- Disability interest groups
- Charities and places of worship
- Local Councillors
- Community transport providers
- Operators of commercial and supported bus services
- Train operators
- Passenger groups
- Chambers of Commerce
- Local Enterprise Partnerships

- Representatives for other travel modes such as cycling and walking to address modal shift and multi-modal journeys
- Representatives from surrounding counties as people travel across county borders

## **Recruitment**

A recruitment and selection process is vital to attract and retain the right candidates:

- Run a promotional campaign using local media (newspapers, radio and TV)
- Use social media including LinkedIn, Twitter and Facebook, targeting young people looking for CV enrichment or people returning to employment
- Talk to candidates to establish why they want to join and what they have to offer
- Prioritise people with a genuine desire to improve services rather than those seeking to air grievances or complaints
- Aim for no more than 12 people per Group and if you attract more, consider setting up specialist sub-groups such as rural/urban, ticketing, infrastructure, accessibility

## **Going forward**

Once your group is established:

- Nominate a Chair with the expertise to maintain order and focus
- Plan for quarterly meetings in person, virtual or hybrid
- Review the group's activities annually against targets set up front
- Communicate your successes to all stakeholders and the wider, local community

## **About Bus Users**

Bus Users is a charity that campaigns for inclusive, accessible transport. We are the only approved Alternative Dispute Resolution Body for the bus and coach industry and the designated body for handling complaints under the Passenger Rights in Bus and Coach Legislation. We are also part of a Sustainable Transport Alliance, a group working to promote the benefits of public, shared and active travel.

Alongside our complaints work we investigate and monitor services and work with operators and transport providers to improve services for everyone. We run events, carry out research, respond to consultations, speak at government select committees and take part in industry events to make sure the voice of the passenger is heard.

Bus Users UK Charitable Trust Ltd is a registered charity (1178677 and SC049144) and a Company Limited by Guarantee (04635458).

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