



**John Godfrey**  
Principal Consultant

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**Qualifications:** St Andrews University – MA;  
Teesside Polytechnic – Diploma in Management Studies;  
Chartered Institute of Logistics & Transport – Chartered Member

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**John has over 40 years' experience in public transport operations and planning; with the Scottish Bus Group, Tayside and Taff-Ely Councils and independent operator Eden Bus Services, before joining TAS in 1996. Since then, he has played a leading role in over 200 projects across the entire public transport spectrum, from bus network analysis and design through reviews of education, social services and community transport or organisational audit to development of national strategy. John has a comprehensive understanding of passenger transport legislation, is expert in all matters involving concessionary fares and is a seasoned designer and presenter of transport-related seminars and training.**

**Recent projects which have benefitted from his wide experience include:**

**Welsh Government – Review of Concessionary Fares Reimbursement**

John reviewed the rate of reimbursement payable to bus operators for the Welsh national concessionary travel scheme in autumn 2015 and 2017. The commissions required him to work in consultation with SDG, advisors to CPT Wales, and we produced a joint report recommending a narrow range of possible rates. This was based on John's novel methodologies for determining the level of generation and the appropriate contribution to additional costs, enabling agreement to be reached for several years. John is now undertaking further work to review the calculation of operators' Average Adult Fares.

**European Bank for Reconstruction & Development – Public Service Contract Design**

Since 2017, in association with ARUP, John has produced detailed cost models for several operators in Kosovo, North Macedonia and Romania which determine payments for the provision of bus services under fair and transparent Public Service Contracts. These give the stability to enable large investments by EBRD in renewing buses and infrastructure, while promoting efficiency.

**Shetland Islands Council – Bus Network Redesign Project**

From September 2013, we assisted SIC and ZetTrans (the Regional Transport Partnership) to re-design and tender their mainstream home-to-school and public bus networks, following an abortive internal exercise. This led to successful procurement of the network at an annual saving of £1.1 million. John played a central role in this project, leading liaison and support to the SIC team, committees and bus operators (both remotely and on-site), and helping to build a partnership culture throughout the implementation of the new contracts in August 2014. Further support was provided for 2019 retendering.

**Department for Transport – Best Practice Guidance**

John was Project Manager for our acclaimed review of Best Practice Guidance for Bus Service Tendering in 2013, taking a leading role in the consultation processes, and in the drafting of the Guidance document. In our subsequent preparation of Best Practice Guidance in Bus Partnerships, John again acted as Project Manager, undertaking successful consultation workshops and interviews, and acting as internal 'critical friend' in drafting. The latter Guidance was overtaken by the Bus Services Act 2017, however.

**English Concessionary Fares Review – Arriva**

In early 2017, we were commissioned to undertake a pilot review of concessionary fares usage and reimbursement for one of Arriva's English bus subsidiaries following a change in methodology used by the local authority. The net result was a significant uplift to the reimbursement. Following this, through 2018/19 we have extended this work to all of Arriva's subsidiaries outside London.

**House of Commons Transport Committee – Inquiry into Bus Services in England**

John gave oral evidence to the Transport Select Committee in January 2019 on the funding of English bus services (outside London), with a particular focus on concessionary fares, which was well received by the members. This has led to further questions about fare concessions which the Committee may investigate in the near future.

**Outside TAS, besides family interests John sings with the Preston Orpheus Choir and is a volunteer on the heritage East Lancashire Railway.**