

CABINET

DATE	9 December 2020
REPORT OF	Councillor Stewart Swinburn, Portfolio Holder Environment and Transport
RESPONSIBLE OFFICER	Clive Tritton, Interim Director of Economy and Growth
SUBJECT	1, 2 and 20 Europarc bus service - Review of existing service subsidy costs and options for future delivery
STATUS	Open Part Closed - Appendix 4A and 4B NOT FOR PUBLICATION as contains exempt information within paragraph 3 of Schedule 12A to the Local Government Act 1972 (as amended)
FORWARD PLAN REF NO.	CB 04/20/03

CONTRIBUTION TO OUR AIMS

The 1, 2 and 20 Europarc bus service contributes towards key Council priorities by enabling 'Stronger Economy and Stronger Communities'. Also, the bus services enables safe and sustainable access to employment, education, training and social opportunities.

EXECUTIVE SUMMARY

North East Lincolnshire Council (NELC) has subsidised the 1, 2 and 20 Europarc bus service since 2009/2010, and as part of the Council's on-going value for money approach, the local authority has completed a public consultation exercise and engaged with local businesses based on the Europarc site. This report reviews the existing subsidy costs, provides options for future delivery, and provides a recommendation for the future of the bus service subsidy.

RECOMMENDATIONS

It is recommended that Cabinet;

1. Authorises the Director of Economy and Growth in consultation with the Portfolio Holder for Environment and Transport to continue the existing 1, 2 and 20 Europarc bus services from 1 April 2021 to 31 March 2022.
2. Authorises the Chief Legal and Monitoring Officer to execute and complete all requisite legal documentation in relation to the matters outlined above.

REASONS FOR DECISION

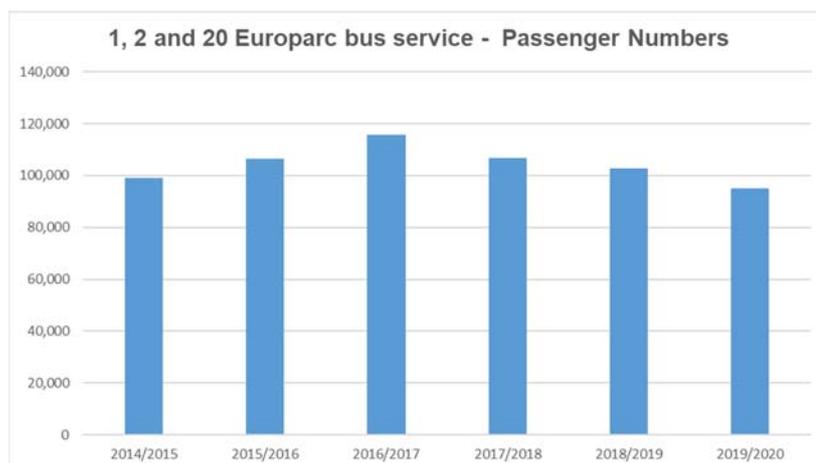
The recommendation allows the continuation of the existing 1, 2 & 20 Europarc Bus Service (option 1) and will enable progression towards the delivery of the Europarc bus bridge. The continuation of the existing 1, 2 & 20 Europarc bus service supports access to employment, health, education, training and local shopping by public transport.

Under the 1985 Transport Act, North East Lincolnshire Council has a duty to consider the delivery of socially necessary bus services. Socially necessary bus services are those that wouldn't be profitable for bus companies to run, and bus services which the local community require (e.g. late night buses, bus services to isolated housing estates or to employment sites). This report aims to identify the public transport requirements which would not otherwise be met and once identified, to secure what is appropriate.

1. BACKGROUND AND ISSUES

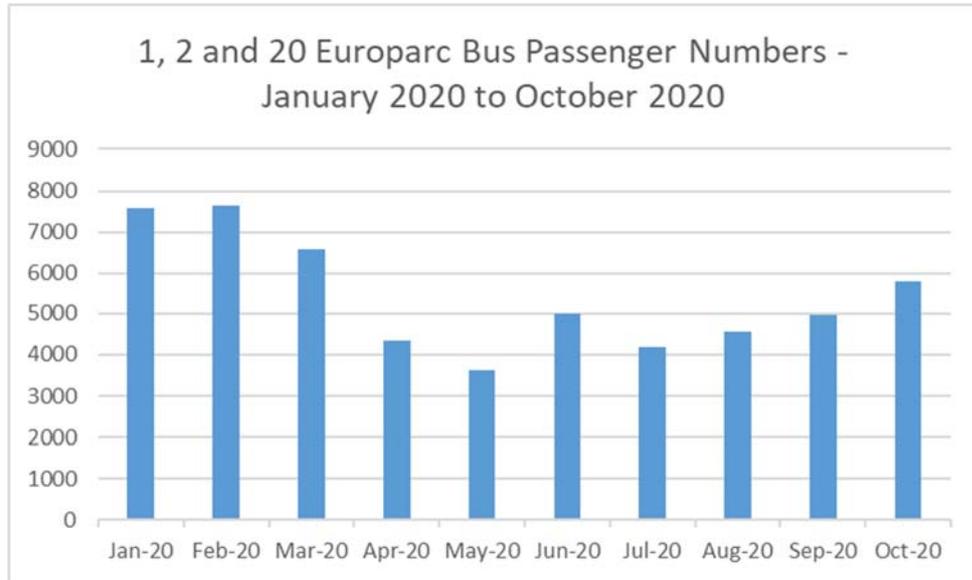
- 1.1 On 1 April 2016, NELC awarded a four-year contract to Stagecoach East Midlands (plus a possible two-year extension subject to high performance levels) for the delivery of the 1, 2 and 20 Europarc bus service. The 1, 2 and 20 Europarc bus service provides a regular timetabled local bus service to enable the local community to access employment, health, training, shopping and other key essential services (see Appendix 1A and 1E for existing route).
- 1.2 The Council budget for subsidised bus services in 2020/2021 is £162,000. The cost of the existing 1, 2 and 20 Europarc bus service is detailed in Appendix 4A as a closed item. The contract for the existing 1, 2 and 20 Europarc bus service has been extended until 31 March 2021. The contract extension has been funded by the Department for Transport (DfT) £93,411 2020/2021 Supported Bus Services Grant in order to allow Cabinet to consider the future of the 1, 2 & 20 Europarc bus service subsidy.
- 1.3 The 1, 2 and 20 Europarc bus service runs Monday to Saturday from 05:10am to 22:44pm (see route in Appendix 1A and timetable in Appendix 2A), the service is registered with the Traffic Commissioner as a locally registered bus service and is currently delivered using two low floor single decker buses which each have a capacity of 34 seats. The 1, 2 and 20 Europarc bus service route is displayed on the map in Appendix 1A with service 1 and 2 running along Victor Street, Grimsby Town Centre, Lord Street, Victoria Street South / Corporation Road, Gilbey Road, Europarc and Wybers Wood and the 20 service provides early morning and late evening connections (from Cleethorpes through to Europarc). The 1, 2 and 20 Europarc bus services fare structure have been fixed since 1 April 2019 and reflect the existing prices for distances travelled throughout North East Lincolnshire with a flat local maximum fare and the additional availability of a short hop fare when travelling short distances. In addition, Stagecoach East Midlands provide other ticketing options, including day rider tickets, weekly rider, four weekly, monthly tickets and annual tickets.
- 1.4 Between 2014/2015 and 2016/2017, the 1, 2, and 20 Europarc bus services experienced growth in passenger numbers (demonstrated by the table below).

Since 2017/2018 the 1, 2 and 20 bus services passenger numbers have declined and this is in line with other local and national trends;



(Note: An increase in bus passenger numbers is not always related to an increase in bus operator revenue i.e. passengers could be traveling with day or weekly period 'Megarider' tickets that may not increase revenue.)

- 1.5 The existing 1, 2 & 20 Europarc bus service contract is a “minimum subsidy” contract. A minimum subsidy contract allows the bus operator to retain the fares and take the financial risk of the fares revenue increasing or decreasing. An alternative option is for the local authority to award a “minimum cost subsidy” contract with the local authority retaining the fare revenue and take the financial risk of the fares revenue increasing or decreasing.
- 1.6 Stagecoach East Midlands has reported a reduction in passenger numbers and fare revenue on the 1, 2 & 20 Europarc bus service following the Coronavirus outbreak. The loss of revenue on the 1, 2 and 20 Europarc bus service from 18 March 2020 to 23 November 2020 is set out in Appendix 4B **as a closed item**. The DfT COVID-19 Bus Services Support Grant (CBSSG) has funded the loss of revenue on the 1, 2 & 20 Europarc bus service from 18 March 2020 to 23 November 2020. The CBSSG allowed local authorities to support local bus services such as tendered bus services that may be experiencing revenue shortfalls as a result of the Coronavirus. The graph below demonstrates the reduction in passenger numbers from February 2020 to October 2020:



1.7 The following options are available to NELC in terms of the future delivery of the 1, 2 and 20 Europarc bus service, with the main advantages and disadvantages listed which also includes budget implications;

Option	Advantage	Disadvantage
<p>Option 1 – Continue the existing 1, 2 and 20 Europarc bus services from 1 April 2021 to 31 March 2022 - Monday to Saturday. Frequency - Every 30 minutes. The bus service would be funded from existing Transport revenue budgets.</p> <p>Existing tender prices are valid until 31 March 2022.</p> <p>See Appendix 1A for route map.</p> <p>See Appendix 2A for timetable.</p> <p>£3,447 over existing 2020/2021 budget. Further information available in section 5.1.</p>	<p>Existing service is valued by its users and provides arrival and departure times that coincide with shift start and finish times.</p> <p>Enables and continues transport accessibility along Lord St, Corporation Road, Gilbey Road, Europarc and Victor Street.</p> <p>Provides a service six days a week.</p>	<p>Does not provide consistent seven day a week bus network coverage.</p> <p>Cost intensive.</p>

<p>Option 2A - Withdraw existing service and replace with a reduced hourly bus service - Service 2 (Bus station to Europarc via Lord Street or Corporation Road) and service 20 (Cleethorpes to Europarc to via Corporation Road) – Monday to Friday (Saturday service withdrawn).</p> <p>See Appendix 1B for example route map.</p> <p>See Appendix 2B for example timetable.</p> <p>Possible £54,896 cost saving. Further information available in section 5.1.</p>	<p>Ensures public transport provision is maintained.</p> <p>Reduced pressure on budgets.</p>	<p>When reducing the frequency of bus services, this can often lead to a reduction in passenger numbers.</p> <p>The current bus service operates Monday to Saturday and this option reduces the service provision to Monday to Friday. This option would leave areas currently served by the 1, 2 & 20 Europarc bus service without access to a bus service on a Saturday.</p> <p>This option will only be able to serve either Lord Street or Victoria Street South/ Corporation Road and the service will no longer be able to serve and Victor Street (Hope Street Medical Centre).</p> <p>Reduction in frequency of bus service.</p> <p>Reduced timetable does not fit with all Europarc shift start and finish times. If a bus passenger misses a bus they may have to wait another hour for the next bus.</p>
<p>Option 2B - Withdraw existing service and replace with a reduced hourly bus service - Service 2 (Bus station to Europarc via Lord Street or Corporation Road) and service 20 (Cleethorpes to Europarc to via Corporation Road) –</p>	<p>Ensures public transport provision is maintained and provides a service Monday to Saturday.</p> <p>Reduced pressure on budgets.</p>	<p>When reducing the frequency of bus services, this can often lead to a reduction in passenger numbers.</p> <p>This option will only be able to serve either Lord Street or Victoria Street South/ Corporation Road and the service will</p>

<p>Monday to Saturday (Saturday service not withdrawn).</p> <p>See Appendix 1C for example route map.</p> <p>See Appendix 2C for example timetable.</p> <p>Possible £20,149 cost savings. Further information available in section 5.1</p>		<p>no longer be able to serve and Victor Street (Hope Street Medical Centre).</p> <p>Reduction in frequency of bus service.</p> <p>Reduced timetable does not fit with all Europarc shift start and finish times.</p> <p>If a bus passenger misses a bus they may have to wait another hour for the next bus.</p>
<p>Option 3 – Withdraw existing services and replace with service 20 (Cleethorpes to Europarc to via Victoria Street South/ Corporation Road) – Monday to Friday.</p> <p>See Appendix 1D for example route map.</p> <p>See Appendix 2D for example timetable.</p> <p>Possible £149,897 cost savings. Further information available in section 5.1.</p>	<p>Ensures some level of public transport provision is maintained.</p> <p>This option would provide a bus service to Europarc at around 05:45, 07:20, 13:45, 17:45 and 21:45 i.e. peak shift times.</p> <p>Reduced pressure on budgets.</p>	<p>This option may not be able to serve Lord Street or Victor Street (including Hope Street Medical Centre).</p> <p>This option would result in loss of public transport provision outside of the peak shift times e.g. loss of regular day time bus services on Gilbey Road, Elsenham Road, New Haven Terrace, Corporation Road, Lord Street, Victor Street and Europarc.</p> <p>Current 20 service timetable does not include a trip which would allow employees to access Europarc for a 14:00pm shift start time.</p>
<p>Option 4 - Withdrawal of full subsidy.</p> <p>Should the Council withdraw the subsidy completely, the bus services could be withdrawn or a bus operator could run a service (unlikely to be at the current service</p>	<p>Additional reduced pressure on budgets.</p>	<p>Should the Council approve this option, it may leave Europarc and areas of high deprivation without access to a bus service.</p> <p>Access to job opportunities from areas of high deprivation are</p>

<p>levels) at their commercial risk.</p> <p>Possible £162,000 cost savings. Further information available in section 5.1.</p>		<p>reliant upon public transport availability especially following the Coronavirus outbreak.</p> <p>A commercial bus operator is unlikely to provide a replacement bus service in line with the existing timetable and frequency levels.</p>
<p>Option 5 – NELC makes an annual contribution (for bus operator vehicle depreciation costs) towards the purchase of vehicle or vehicles but this option may still incur ongoing revenue costs.</p> <p>One bus would be required to deliver an hourly bus service and two buses to deliver the existing frequency, timetable and route.</p> <p>£4,000 over existing 2020/2021 budget. Further information available in section 5.1.</p>	<p>Ensures public transport provision is maintained.</p>	<p>Requires an annual contribution towards the purchase of a bus and requires additional budget.</p>
<p>Option 6 – Go out to tender.</p> <p>Existing tender prices are valid until 31 March 2022.</p>	<p>Potential to reduce some revenue costs if more than one bus operator submits a tender submission.</p>	<p>There is a possibility that there could be a low number of completed tenders returned, bidding for the service.</p> <p>If another bus operator is awarded the tender, multi operator or through ticketing from Stagecoach East Midlands is unlikely to be available.</p> <p>Following the Coronavirus, tender prices are likely to increase due to reduced</p>

		fare revenue taken by bus operators.
<p>Option 7 – Provide the 1, 2 & 20 Europarc bus service on a Demand Response Transport basis.</p> <p>£54,000 over existing 2020/2021 budget. Further information available in section 5.1</p>	<p>This option has the potential to make mileage and operating cost savings by only running the service when it is required.</p>	<p>Journeys would need to be pre-booked.</p> <p>Requires additional resources such as back office (call centre) and IT (Mobile Phone Application).</p> <p>Should the booking system fail, a taxis may need to be provided which creates additional cost.</p> <p>Under the flexible bus service registration regulations all journeys must be pre-booked and it might not be possible to book 30 trips at short notice.</p> <p>Current passengers prefer the turn up and go concept and may not support the move to a demand responsive option.</p>

(Note: Option 2B was not included in the public consultation. Following a review, it was agreed this option should be available to Council Members).

- 1.8 The report is recommending Option 1. Should Cabinet consider options 2A, 2B, 3 or 4, NELC is required to provide the existing bus operator (Stagecoach East Midlands) with three months written notice of their intent to issue a contract extension, variation or cancellation (this would need to be issued by 1 January 2021). Options 1, 2A, 2B and 3 are available to the Council until 31 March 2022 and a tender will then need to be advertised by October 2021 in order to guarantee a bus service is provided from 1 April 2022.
- 1.9 NELC has consulted local businesses and local bus users on the available future options to deliver the 1, 2 and 20 Europarc bus service. The results of the consultation are summarised and included in a separate Appendix (Appendix 5).
- 1.10 Development of a full Europarc bus bridge business case is continuing towards obtaining external funding (Transport for the North, Lincolnshire Local

Enterprise Partnership, Department for Transport) to deliver the project. The scheme could provide a bus, cycle and pedestrian only bridge between Laforey Road and Europarc and provide the opportunity for the 1, 2 and 20 Europarc bus service to serve additional local employment sites in the Pyewipe Estate area. The bus bridge could also allow the 1, 2 and 20 Europarc bus service to generate additional revenue and the scheme could be part of a long term plan which aims to reduce the 1, 2 & 20 Europarc bus subsidy costs.

2. RISKS AND OPPORTUNITIES

- 2.1 **Crime and Disorder Risks** – The options provided are not expected to have negative impact on Crime and Disorder.
- 2.2 **Human Rights Risks** - The options provided are not expected to have negative impact on Human Rights.
- 2.3 **Equality and Diversity Risks** - Any buses used to operate this contract will comply with Public Service Accessibility Regulations 2000. The bus service enables people who do not have access to a car to reach jobs located at Europarc. Any potential loss of service will have a detrimental impact on all aspects of the local community and this has been captured in an equality and diversity impact assessment.
- 2.4 **Value for Money** – An EU compliant procurement exercise included a full value for money and quality assessment.
- 2.5 **Impact on the social, economic and environmental well-being of the Borough** - The options provided will have a positive impact (excluding option 4) on the well-being of local people and ensure access to Grimsby Town Centre and key employment sites such as Europarc. The existing bus service provides an alternative to the private car and helps to encourage residents to choose more environmentally sustainable methods of travel.
- 2.6 **Transport Accessibility Risks** - Should the Council choose to award option 2A or 2B, it will not be possible to serve both Lord St and Victoria Street South/ Corporation Road and only one street (either Lord Street or Victoria Street South/Corporation Road) is likely to be served by the Europarc bus service. The public consultation demonstrated 7% of passengers using the 1, 2 & 20 Europarc bus service board at Lord Street and 6% of passengers board at Victoria Street South/ Corporation Road. Passenger boarding data from the existing bus operator demonstrates from 30/04/17 to 13/02/20 around 24,000 trips (approximate) were recorded on Lord Street (Service 1) and 13,000 trips (approximate) on Victoria Street South/ Corporation Road (service 2).

3. OTHER OPTIONS CONSIDERED

- 3.1 The main options for future delivery of the 1, 2 & 20 Europarc bus service are detailed in the report (please refer to section 1.7). The following additional options are also available to local residents:

- 3.2 **Car sharing** - Liftshare.com is a free to join car share website which offers anyone who lives or works within North East Lincolnshire the opportunity to share their car journeys to and from work. The on-line system matches members who are making similar journeys.
- 3.3 **Cycling** - Overall cycle access to Europarc is adequate and serves most of the areas from where people could be reasonably expected to cycle to work on Europarc. A signed cycle route from the centre of Grimsby (via Lord St, Gilbey Rd, Estate Rd 1 and Laforey Rd) exists and a new off-road cycle link along Moody Lane and Woad Lane has recently been constructed to support cycle access to the South Humber Bank and Europarc. Typical journey times from Grimsby Town Centre to Europarc when cycling are around 20 minutes.
- 3.5 **Walking** - Walking is generally considered an option if journeys are less than 3km (2 miles) and the provision of quality lighting and good surfacing are key factors especially when journeys are likely to be made at night. Shift work at many of the factories on Europarc involves 24 hour working. It is unlikely that many of the people who currently access Europarc via the bus would desire to walk given the distances involved and possible security concerns.

4. REPUTATION AND COMMUNICATIONS CONSIDERATIONS

- 4.1 There are potential positive and negative reputational implications for the Council resulting from this report. A formal Highways and Transport Engagement Process has been agreed by the Council and ENGIE for all major schemes to ensure that reputation and communications are considered at an early stage of all schemes.
- 4.2 NELC has consulted local residents (online public consultation) and local businesses (drop in sessions held at the Innovation Centre to discuss the option of businesses contributing financially towards the 1, 2 & 20 Europarc bus service subsidy costs) on the available future options to deliver the 1, 2 and 20 Europarc bus service. In total 363 responses were received through the online public consultation and three businesses engaged with the Council. Local businesses highly value the existing 1, 2 & 20 Europarc bus service, but were unwilling to contribute financially towards the bus service subsidy costs. 63% of businesses advised they would favour a reduction in service rather than ceasing the service altogether.

5. FINANCIAL CONSIDERATIONS

- 5.1 The report recommends NELC funds the existing service in 2021/2022 (see Appendix 4A for estimated service costs). The table below provides the estimated cost savings or additional costs:

Option	2021/2022 – Cost Savings / (Additional Cost)
Option 1	(£3,447)
Option 2A	£54,896
Option 2B	£20,149
Option 3	£149,897
Option 4	£162,000

Option 5*	(£4,000)
Option 7	(£54,000)

*Option 5 would require an annual contribution towards the purchase of a bus.

6. CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS

6.1 Delivery of the 1, 2 and 20 Europarc bus service recognises the importance of the environment due the bus service encouraging the use of public transport. In doing so helping to encourage residents to choose more environmentally sustainable methods of travel.

6.2 If the Council withdraws the subsidy for the 1, 2 and 20 Europarc bus service and a commercial bus operator does not provide a replacement bus service, this may increase the number of local people using private cars, which may have a negative impact upon local air quality and create additional congestion on the local highway network.

7. CONSULTATION WITH SCRUTINY

7.1 The Economy Scrutiny Panel will be consulted on 1 December 2020.

8. FINANCIAL IMPLICATIONS

8.1 The continuation of the subsidy of the bus service will be met from within existing transport revenue budgets

9. LEGAL IMPLICATIONS

9.1 As alluded to above, s63 Transport Act 1985 places a duty on the Council to provide subsidised public passenger transport services where there are no commercial services and where the Council thinks appropriate, having regard to a combination of economy, efficiency and effectiveness.

10. HUMAN RESOURCES IMPLICATIONS

10.1 There are no direct HR implications contained within this report

11. WARD IMPLICATIONS

11.1 This matter affects the following wards: West Marsh, East Marsh, Wolds, Yarborough Ward, Freshney, Sidney Sussex and Croft Baker.

12. BACKGROUND PAPERS

12.1 Cabinet Report (August 2015). 1, 2 and 20 Bus Service - Options for continuation of the service.

12.2 Cabinet Report (February 2014). Recommendation to make contract award for the Europarc bus service (1, 2 and 20).

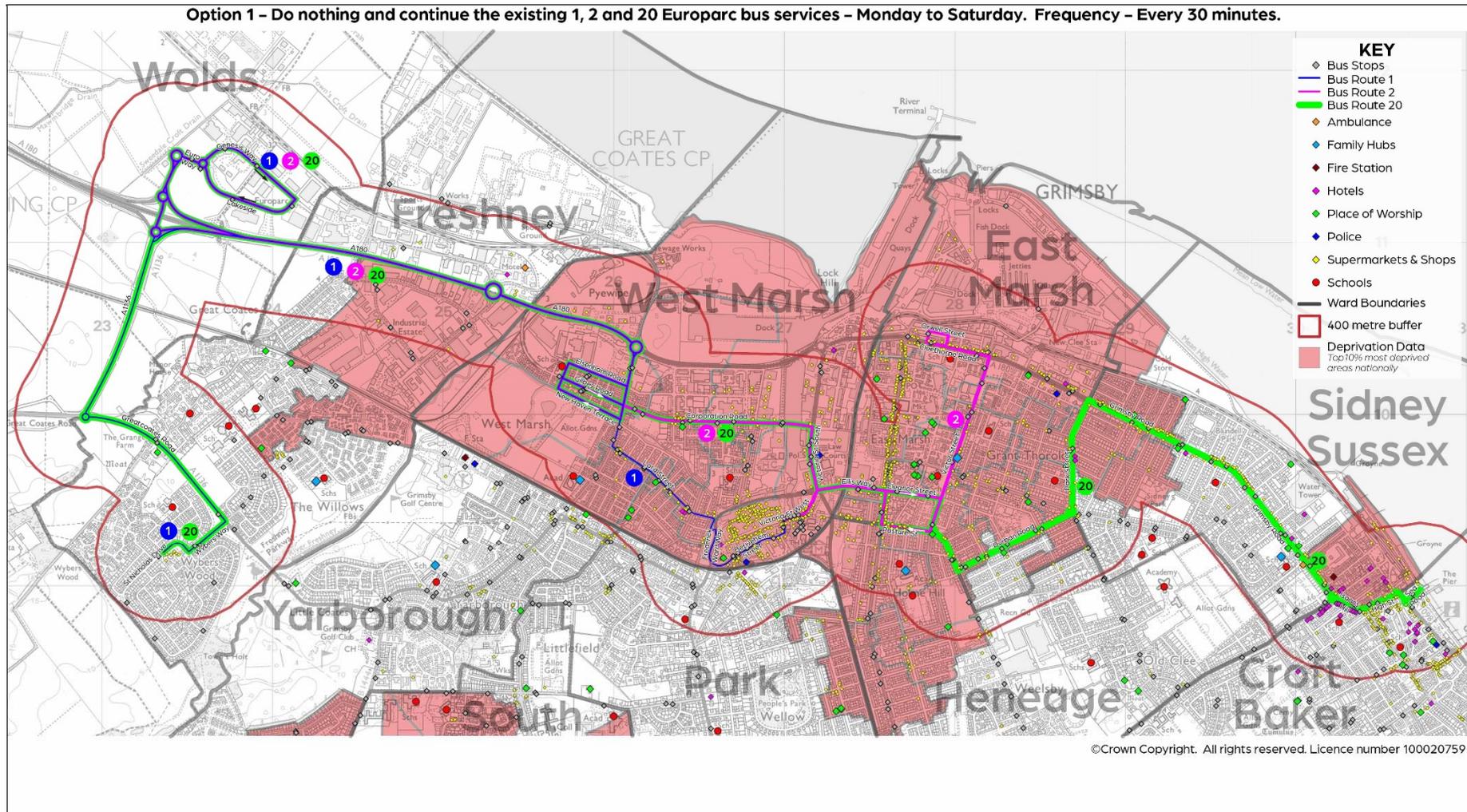
13. CONTACT OFFICER(S)

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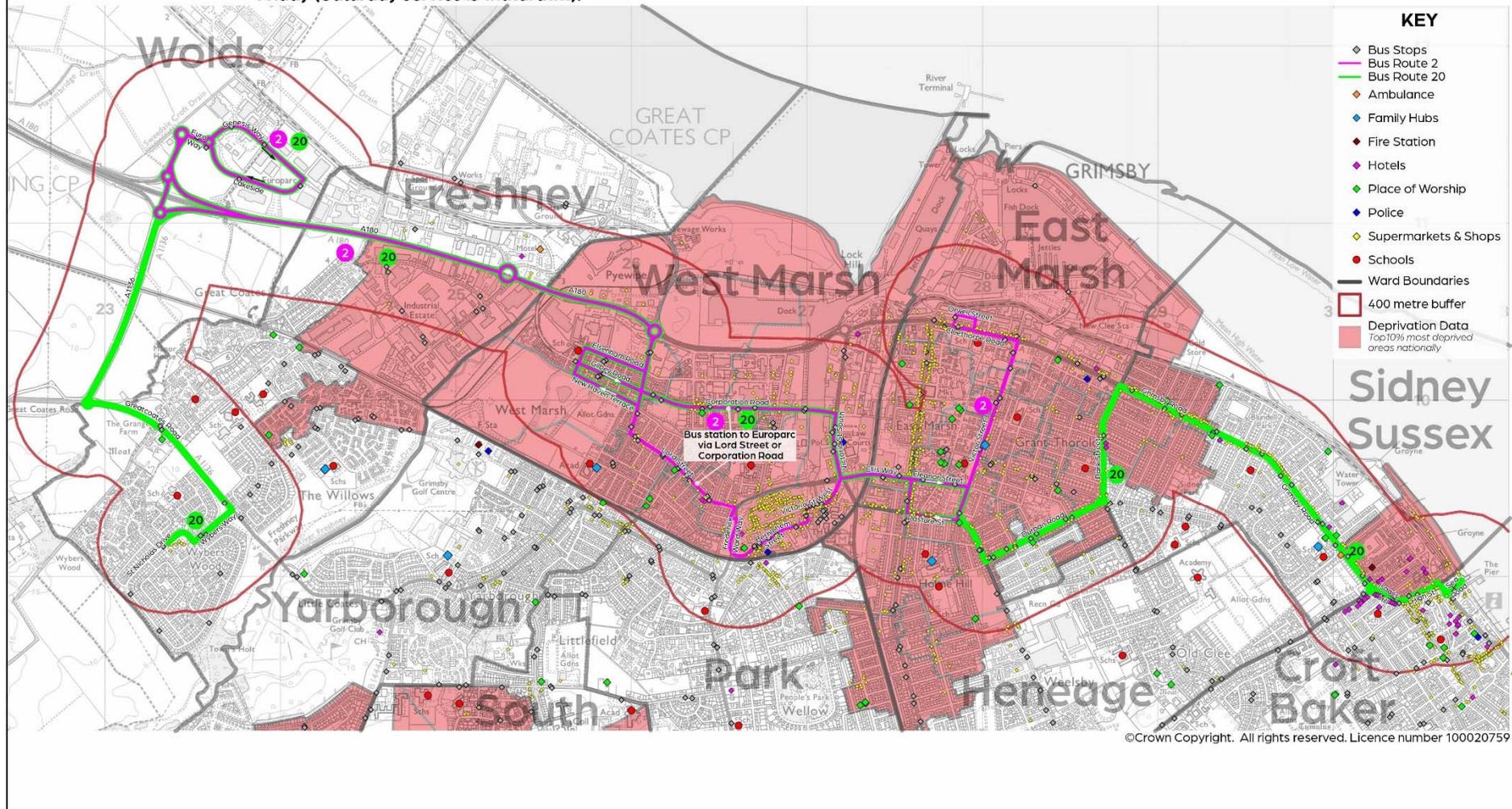
Appendix 1A – Option 1

Option 1 - Do nothing and continue the existing 1, 2 and 20 Europarc bus services – Monday to Saturday. Frequency – Every 30 minutes.



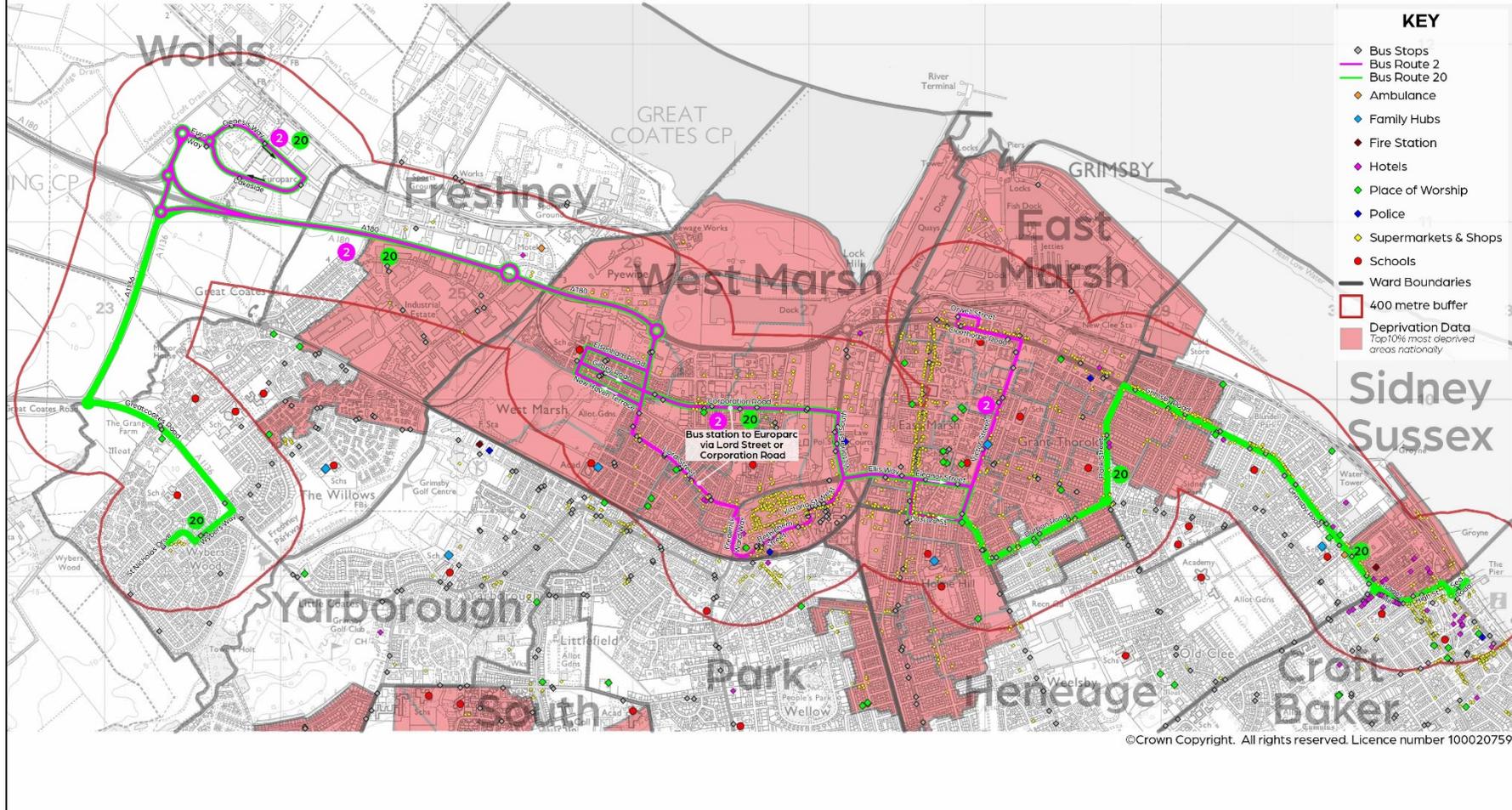
Appendix 1B – Option 2A

Option 2A – Withdraw existing service and replace with a reduced hourly bus service – Service 2 (Bus station to Europarc via Lord Street or Corporation Road) and service 20 (Cleethorpes to Europarc to via Corporation Road) – Monday to Friday (Saturday service is withdrawn).



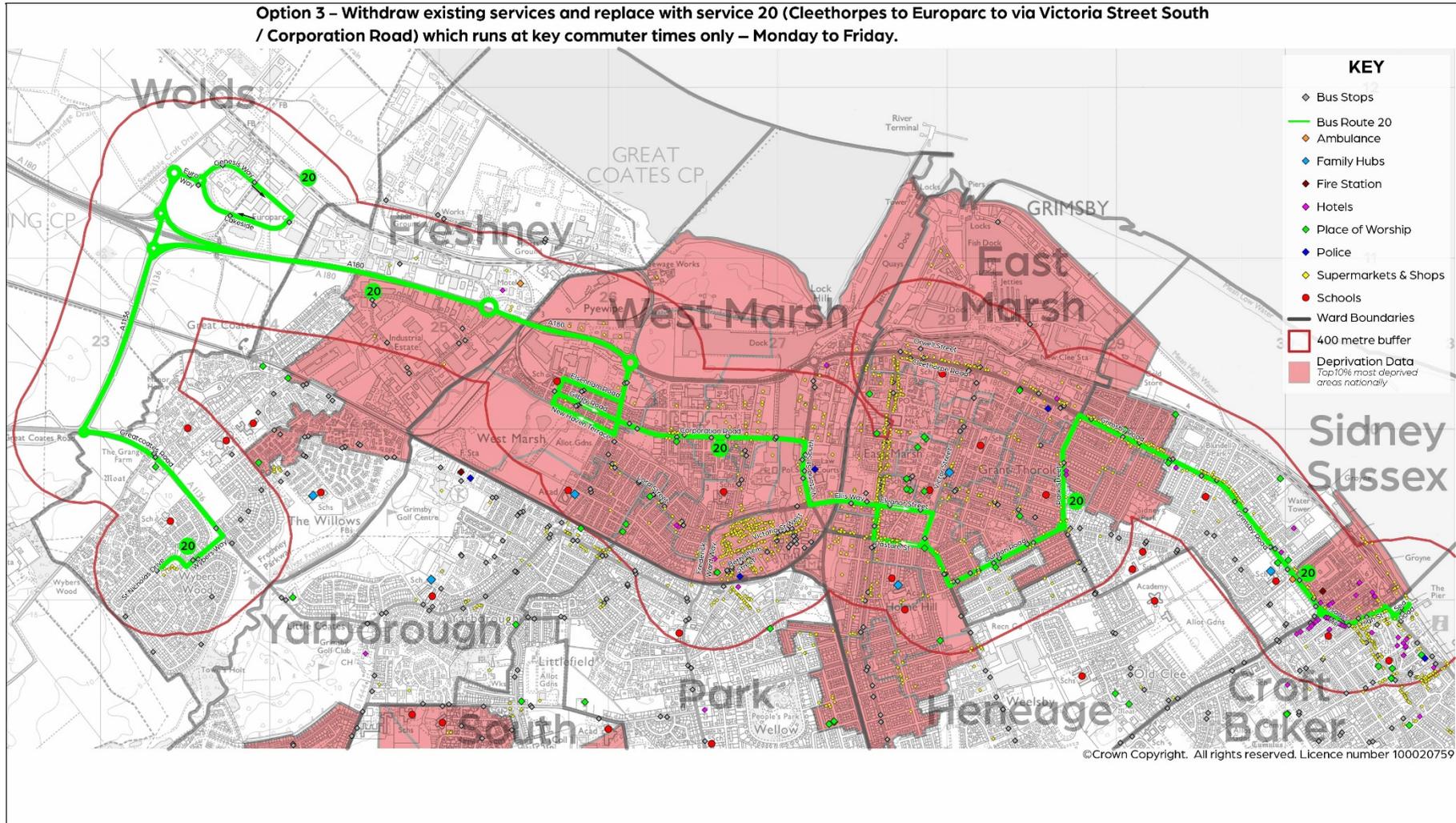
Appendix 1C – Option 2B

Option 2B – Withdraw existing service and replace with a reduced hourly bus service – Service 2 (Bus station to Europarc via Lord Street or Corporation Road) and service 20 (Cleethorpes to Europarc to via Corporation Road) – Monday to Saturday (Saturday service is not withdrawn).

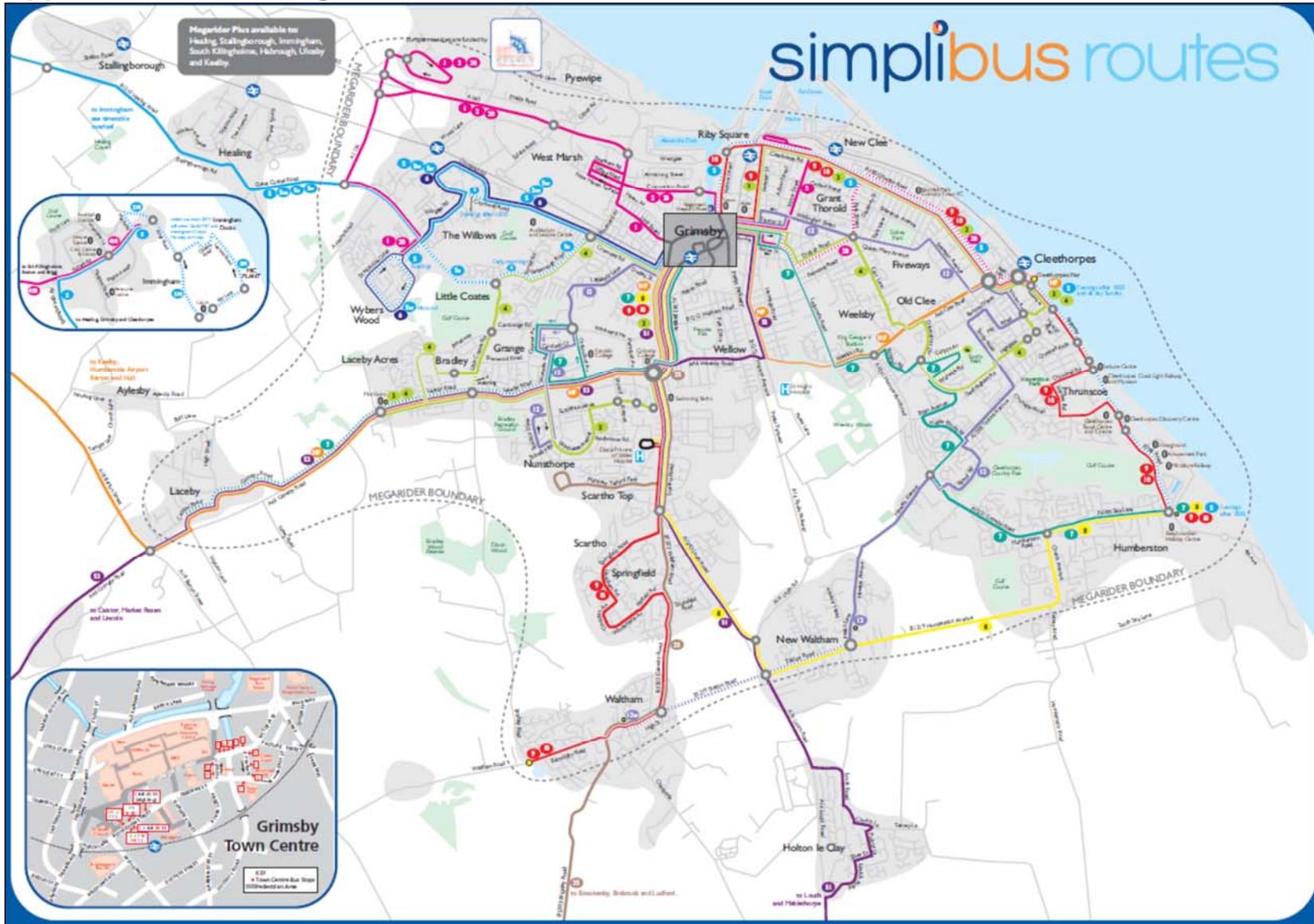


Appendix 1D – Option 3

Option 3 – Withdraw existing services and replace with service 20 (Cleethorpes to Europarc to via Victoria Street South / Corporation Road) which runs at key commuter times only – Monday to Friday.



Appendix 1E – Existing local bus network in North East Lincolnshire



Appendix 2A

Option 1 – Existing 1, 2 and 20 Europarc bus service timetable

simplibus routes 1 2 20								simplibus routes 1 2 20							
Great Coates ● Europarc ● Grimsby								Grimsby ● Europarc ● Great Coates							
Monday to Saturday except Bank Holidays								Monday to Saturday except Bank Holidays							
<i>route number</i>	20	1	2	1	2	1	2	<i>route number</i>	20	20	2	1	2	1	2
Wybers Way Top	0603	0728	-	0858	-	0958	-	Cleethorpes Pier	0510	0645	-	-	-	-	-
Great Coates Church	0605	0730	-	0900	-	1000	-	Durban Road Fiveways	0522	0657	-	-	-	-	-
Europarc Innovation Centre	0610	0735	-	0905	0935	1005	1035	Victor St Cleethorpes Rd	-	-	-	-	0905	-	1005
Gilbey Road	-	0742	-	0912	0942	1012	1042	Riverhead Exchange	0535	0710	0755	0835	0915	0935	1015
Lord Street	-	0745	-	0915	-	1015	-	Victoria Street Tesco	0538	0713	0800	-	0920	-	1020
Corporation Rd Hartwell Ford	0617	-	-	-	0945	-	1045	Corporation Rd Hartwell Ford	0540	0715	0802	-	0922	-	1022
Victoria Street Tesco	0620	-	-	-	0948	-	1048	Lord Street	-	-	-	0840	-	0940	-
Riverhead Exchange	0624	0752	0852	0922	0952	1022	1052	Europarc Innovation Centre	0545	0720	0813	0851	0933	0951	1033
Victor St Cleethorpes Rd	-	-	0905	-	1005	-	1105	Great Coates Church	0550	0725	-	0855	-	0955	-
Durban Road Fiveways	0631	-	-	-	-	-	-	Wybers Way Top	0553	0728	-	0858	-	0958	-
Cleethorpes Pier	0644	-	-	-	-	-	-								
<i>route number</i>	1	2	1	2	1	2	1	<i>route number</i>	1	2	1	2	1	2	1
Wybers Way Top	1058	-	1158	-	1258	-	1358	Victor St Cleethorpes Rd	-	1105	-	1205	-	1305	-
Great Coates Church	1100	-	1200	-	1300	-	1400	Riverhead Exchange	1035	1115	1135	1215	1235	1315	1335
Europarc Innovation Centre	1105	1135	1205	1235	1305	1335	1405	Victoria Street Tesco	-	1120	-	1220	-	1320	-
Gilbey Road	1112	1142	1212	1242	1312	1342	1412	Corporation Rd Hartwell Ford	-	1122	-	1222	-	1322	-
Lord Street	1115	-	1215	-	1315	-	1415	Lord Street	1040	-	1140	-	1240	-	1340
Corporation Rd Hartwell Ford	-	1145	-	1245	-	1345	-	Europarc Innovation Centre	1051	1133	1151	1233	1251	1333	1351
Victoria Street Tesco	-	1148	-	1248	-	1348	-	Great Coates Church	1055	-	1155	-	1255	-	1355
Riverhead Exchange	1122	1152	1222	1252	1322	1352	1422	Wybers Way Top	1058	-	1158	-	1258	-	1358
Victor St Cleethorpes Rd	-	1205	-	1305	-	1405	-								
<i>route number</i>	2	1	2	1	2	1	2	<i>route number</i>	2	1	1	2	1	2	1
Wybers Way Top	-	1458	-	1558	-	1658	-	Victor St Cleethorpes Rd	1405	-	-	1605	-	1705	-
Great Coates Church	-	1500	-	1600	-	1700	-	Riverhead Exchange	1415	1435	1535	1615	1635	1715	1735
Europarc Innovation Centre	1435	1505	-	1605	1635	1705	1735	Victoria Street Tesco	1420	-	-	1620	-	1720	-
Gilbey Road	1442	1512	-	1612	1642	1712	1742	Corporation Rd Hartwell Ford	1422	-	-	1622	-	1722	-
Lord Street	-	1515	-	1615	-	1715	-	Lord Street	-	1440	1540	-	1640	-	1740
Corporation Rd Hartwell Ford	1445	-	-	-	1645	-	1745	Europarc Innovation Centre	1433	1451	1551	1633	1651	1733	1751
Victoria Street Tesco	1448	-	-	-	1648	-	1748	Great Coates Church	-	1455	1555	-	1655	-	1755
Riverhead Exchange	1452	1522	1552	1622	1652	1722	1752	Wybers Way Top	-	1458	1558	-	1658	-	1758
Victor St Cleethorpes Rd	-	-	1605	-	1705	-	-								
<i>route number</i>	20	20													
Wybers Way Top	1808	2203													
Great Coates Church	1810	2205													
Europarc Innovation Centre	1815	2210													
Corporation Rd Hartwell Ford	1822	2217													
Victoria Street Tesco	1825	2220													
Riverhead Exchange	1829	2224													
Durban Road Fiveways	1836	2231													
Cleethorpes Pier	1849	2244													
<i>route number</i>	20														
Cleethorpes Pier	2110														
Durban Road Fiveways	2122														
Riverhead Exchange	2135														
Victoria Street Tesco	2138														
Corporation Rd Hartwell Ford	2140														
Europarc Innovation Centre	2145														
Great Coates Church	2150														
Wybers Way Top	2153														

Appendix 2B

Option 2A – hourly bus service - Service 2 (Bus station to Europarc via Lord Street) and service 20 – Monday to Friday (Saturday service withdrawn)

MONDAY TO FRIDAY										
Service	20	20	2		2		2	2	2	20
Cleethorpes Pier	0510	0650	2110
Fiveways Roundabout	0520	0700	then	2120
Grimsby Bus Station	0530	0710	0835	at	35	until	1435	1635	1735	2130
Victoria Street Tesco	0533	0713	0838	these	38		1438	1638	1738	2133
Corporation Road	0535	0715	0840	times	40		1440	1640	1740	2135
Stortford St/Gilbey Rd		0843		43		1443	1643	1743
Europarc	0540	0720	0851		51		1451	1651	1751	2140
Great Coates	0545	0725	0856		56		1456	1656	1756	2145
Service	20	2		2		2	2	2	20	20
Great Coates	0610	0900		00		1400	1600	1700	1800	2210
Europarc	0615	0905		05		1405	1605	1705	1805	2215
Stortford St/Gilbey Rd	0913		13		1413	1613	1713
Corporation Road	0622	0916	then	16		1416	1616	1716	1812	2222
Victoria Street Tesco	0625	0920	at	20	until	1420	1620	1720	1815	2225
Grimsby Bus Station	0629	0925	these	25		1425	1625	1725	1819	2229
Durban Rd/Fiveways	0639	times	1826	2236
Cleethorpes Pier	0645		1839	2249

Appendix 2C

Option 2B - hourly bus service - Service 2 (Bus station to Europarc via Lord Street) and service 20 – Monday to Saturday

MONDAY TO SATURDAY										
Service	20	20	2		2		2	2	2	20
Cleethorpes Pier	0510	0650	2110
Fiveways Roundabout	0520	0700	then	2120
Grimsby Bus Station	0530	0710	0835	at	35	until	1435	1635	1735	2130
Victoria Street Tesco	0533	0713	0838	these	38		1438	1638	1738	2133
Corporation Road	0535	0715	0840	times	40		1440	1640	1740	2135
Stortford St/Gilbey Rd		0843		43		1443	1643	1743
Europarc	0540	0720	0851		51		1451	1651	1751	2140
Great Coates	0545	0725	0856		56		1456	1656	1756	2145
Service	20	2		2		2	2	2	20	20
Great Coates	0610	0900		00		1400	1600	1700	1800	2210
Europarc	0615	0905		05		1405	1605	1705	1805	2215
Stortford St/Gilbey Rd	0913		13		1413	1613	1713
Corporation Road	0622	0916	then	16		1416	1616	1716	1812	2222
Victoria Street Tesco	0625	0920	at	20	until	1420	1620	1720	1815	2225
Grimsby Bus Station	0629	0925	these	25		1425	1625	1725	1819	2229
Durban Rd/Fiveways	0639	times	1826	2236
Cleethorpes Pier	0645		1839	2249

Appendix 2D

Option 3 - Service 20 – Cleethorpes to Europarc via Grimsby Bus Station

EUROPARC SERVICE			
MONDAY TO FRIDAY			
Service	20	20	20
Cleethorpes Pier	0510	0650	2110
Fiveways Roundabout	0520	0700	2120
Grimsby Bus Station	0530	0710	2130
Victoria Street Tesco	0533	0713	2133
Corporation Road	0535	0715	2135
Europarc	0540	0720	2140
Great Coates	0545	0725	2145
Wybers Way Top	0548	0728	2148
Service	20	20	20
Wybers Way Top	0608	1758	2208
Great Coates	0610	1800	2210
Europarc	0615	1805	2215
Corporation Road	0622	1812	2222
Victoria Street Tesco	0625	1815	2225
Grimsby Bus Station	0629	1819	2229
Durban Rd/Fiveways	0639	1826	2236
Cleethorpes Pier	0645	1839	2249

Appendix 3 – Additional background information

- **Average subsidy per passenger** – In 2019/2020 the average subsidy per passenger on the 1, 2 & 20 Europarc bus service was £1.65. The North Lincolnshire Council benchmark is a subsidy value of £3.00 per passenger.
- **What is the difference between supported bus subsidy and concessionary fares?**

A bus subsidy is paid to a bus company to operate a particular journey (e.g. at 17:00pm to a local college) or to operate a bus service throughout the day.

Local authorities are legally required to reimburse Concessionary fares in relation to revenue foregone and additional capacity costs to bus operators who accept elderly and disabled persons bus passes. The 2007 Concessionary Travel Act provides elderly and disabled people with free bus travel during statutory hours from 09:30hrs until 23:00hrs Monday to Friday, and all day on Saturdays, Sundays and Bank Holidays on locally registered bus services.

Appendix 5 – Public consultation results (see separate attachment)

Appendix 5 – Consultation Results

The Europarc bus service consultation included:

- 605 letters sent to businesses on 24 January 2020 discussing the Europarc bus service review,
- 605 letters sent to businesses on 6 February 2020 offering drop in sessions at the Innovation Centre on 18, 19 and 20 February 2020 to discuss the future of the Europarc bus service,
- 3 businesses attended the drop in session (including Wykelands),
- Officers made 10 follow up visits with Europarc businesses to ensure they had received the letters dated 24 January 2020 and 6 February 2020. All businesses visited had received both letters regarding the consultation and drop in sessions,
- Online public consultation received 363 responses.

Key Consultation Results

- Businesses highly value the existing Europarc bus service but unwilling to contribute financially towards the bus service
- 50% of people who participated in the public survey use the service at least 4 days a week
- 50% of people who participated in the public survey use the service to access work
- 31% of people normally board the bus in Grimsby Town Centre
- 27% of people normally travel to Europarc on the bus service
- If the bus service is reduced, 63% of people support an hourly Monday to Friday Europarc bus service

Business Response to consultation

Wykeland Group



25th February 2020

Jonathan Ford
Senior Transport Officer
Engie
New Oxford House
George Street
Grimsby
North East Lincolnshire
DN31 1HB

Dear Jonathan,

Europarc Bus Services

Further to your email of 24th February 2020 in respect of the above we set out below our concerns in respect to the potential changes to the Europarc bus service. We were hoping to meet with yourself and Mark Nearney yesterday but unfortunately this was cancelled.

We understand that you have met with all potentially affected businesses offering the three options below.

- Option 1 – Hourly bus service operating Monday to Friday
- Option 2 – Reducing to service 20 only at peak shift times
- Option 3 – Withdraw all Council funding

Option 1 – Hourly bus service operating Monday to Friday

We have consulted with a number of the businesses on Europarc and the feedback we have had is that the bus service is extremely important to the staff employed by these businesses who rely on the existing services to get to and from work. The main shift patterns seem to be 6am to 2pm, 2pm to 10pm and 10pm to 2am although 2 Sisters operate a day shift from 6am to 6pm and a night shift from 6pm to 6am.

The businesses based at Europarc rely on a 7 day service so we don't see a service restricted to week days only being sufficient for users.

We would like to see the existing service maintained but out of the options presented this is our preference but a weekend service needs to be offered to suit shift patterns of the staff employed on site.

Option 2 – Reducing to service 20 only at peak shift times

This option would considerably reduce the level of service and have a huge impact on the people employed on site that rely on it to get to and from work.



Option 3 – Withdraw all Council funding

We find the option of withdrawing all Council funding and cancelling all services to Europarc very concerning. We feel that this option should not be considered as far too many people rely on the bus service to get to and from work.

Wykeland along with the North East Lincolnshire Council are investing £x3.6 million developing two new premises for food uses and potential occupiers are always keen to understand the transport options on the site. We feel that a reduction to the service will make these units less marketable. It may also impact on the operations of existing businesses on the site. We are also making efforts into promoting sustainable transport methods and feel that by reducing the level of bus services will encourage the use of cars.

Prior to this notification we were working with NELC to bring forward a bus bridge which would connect Great Grimsby Business Park with Europarc. At the time of these discussions both NELC and ourselves thought this would ensure the long term viability of the service. It is surprising given the overall positive agenda on public transport and various sustainable travel initiatives that this is not being delivered. What we would like to see is exploring initiatives to make the bus service more sustainable not to reduce the existing options.

I look forward to hearing from you but please let me know if you need anything further from us.

Kind regards.

Yours sincerely

Jonathan Stubbs
Development Director

Business Response to consultation

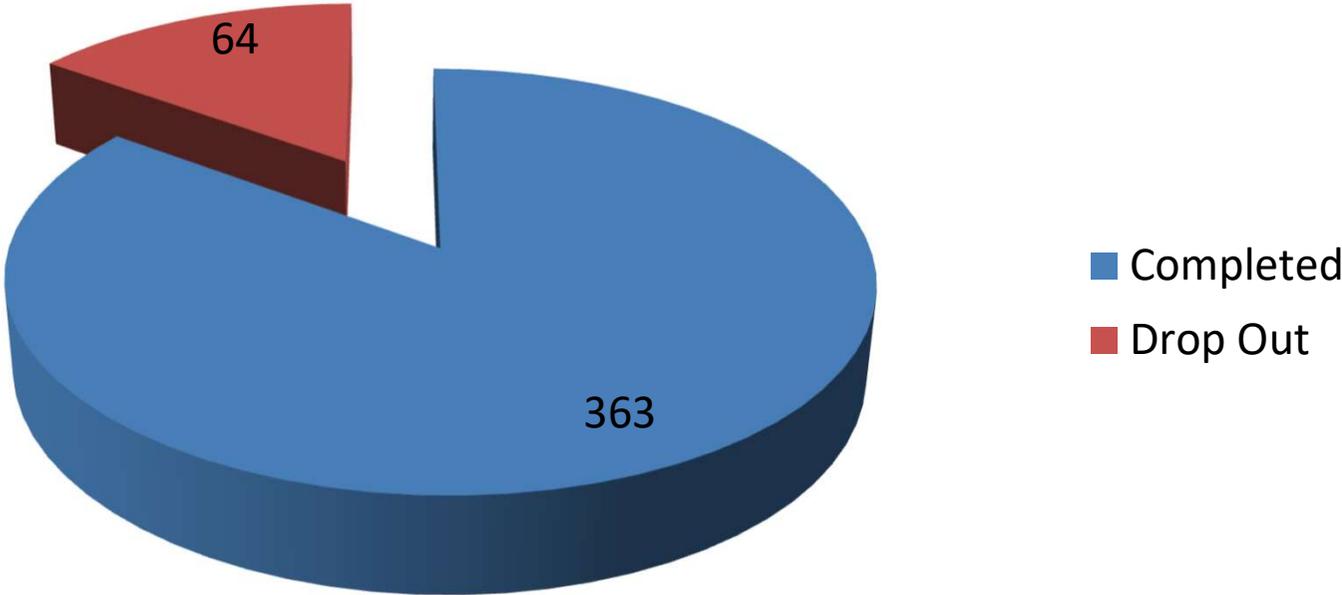
Name and address of business: <ul style="list-style-type: none">- New England Seafood, Genesis Way, Healing, Grimsby DN37 9TU
Number of employees: <ul style="list-style-type: none">- 201 employees.
Main shift times: <ul style="list-style-type: none">- 06:00am shift start time- 18:00pm shift finish time
Percentage of New England Seafood employees that rely on Europarc bus service to access work/ employment: <ul style="list-style-type: none">- Around 15% of New England Seafood employees rely on the 1, 2 & 20 Europarc bus services.
Which option would New England Seafood support and would either of the following meet business needs – hourly bus service, service 20 or withdraw funding? <ul style="list-style-type: none">- New England Seafood would support the hourly bus service option.- New England Seafood believe the service should be enhanced to include a Sunday Europarc bus service as staff cannot get to work on a Sunday.
Would New England Seafood be able to make a financial contribution towards any future bus service (i.e. hourly or service 20)? <ul style="list-style-type: none">- If all Europarc businesses make a financial contribution towards the Europarc bus service, New England Seafood might be willing to make a financial contribution towards the bus service.
If the bus service was withdrawn completely, how would this impact upon the business and would staff still be able to get to work? <ul style="list-style-type: none">- The withdrawal of the Europarc bus service would heavily impact upon the day to day operations of New England Seafood- New England Seafood staff would rely on taxis and the business might be expected to reimburse staff for the cost of a taxis.- Withdrawal of the bus service would have a big impact upon the business.

Business Response to consultation

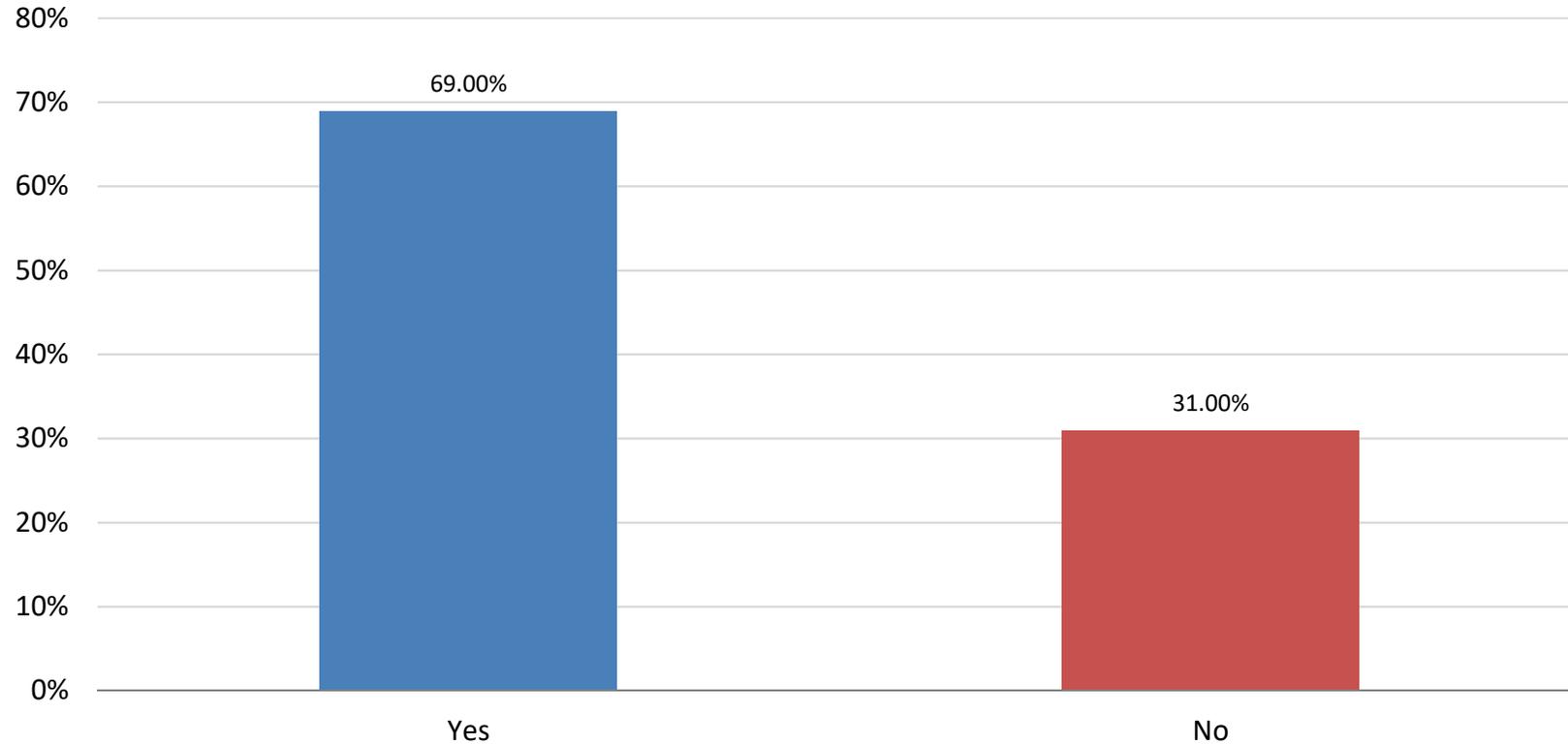
Name and address of business: <ul style="list-style-type: none">- 2 Sisters Meal Solutions, Unit 1, Pegasus Way, Europarc, Grimsby, DN37 9TS.
Number of employees: <ul style="list-style-type: none">- 218 employees.
Main shift times: <ul style="list-style-type: none">- 06:00am to 18:00pm and 18:00pm to 06:00am.
Percentage of 2 Sisters employees that rely on Europarc bus service to access work/employment: <ul style="list-style-type: none">- 50% of 2 Sisters employees rely on the 1, 2 & 20 Europarc bus services.
Which option would 2 Sisters support and would either of the following meet business needs – hourly bus service, service 20 or withdraw funding? <ul style="list-style-type: none">- 2 Sisters would support the hourly bus service option.- 2 Sisters believe the service should be enhanced to include a Sunday Europarc bus service as staff cannot get to work on a Sunday.
Would 2 Sisters be able to make a financial contribution towards any future bus service (i.e. hourly or service 20)? <ul style="list-style-type: none">- 2 Sisters would be unable to make a financial contribution towards the running costs of any future bus service.- If other businesses commit to a financial contribution towards the Euroaprc bus service, 2 Sisters may review.
If the bus service was withdrawn completely, how would this impact upon the business and would staff still be able to get to work? <ul style="list-style-type: none">- The withdrawal of the Europarc bus service would heavily impact upon the day to day operations of 2 Sisters and staff would not be able to get to work.- If the bus service is withdrawn, 2 Sisters would look to provide their own bus service for staff.

Summary of online public consultation results

Completion / Dropout

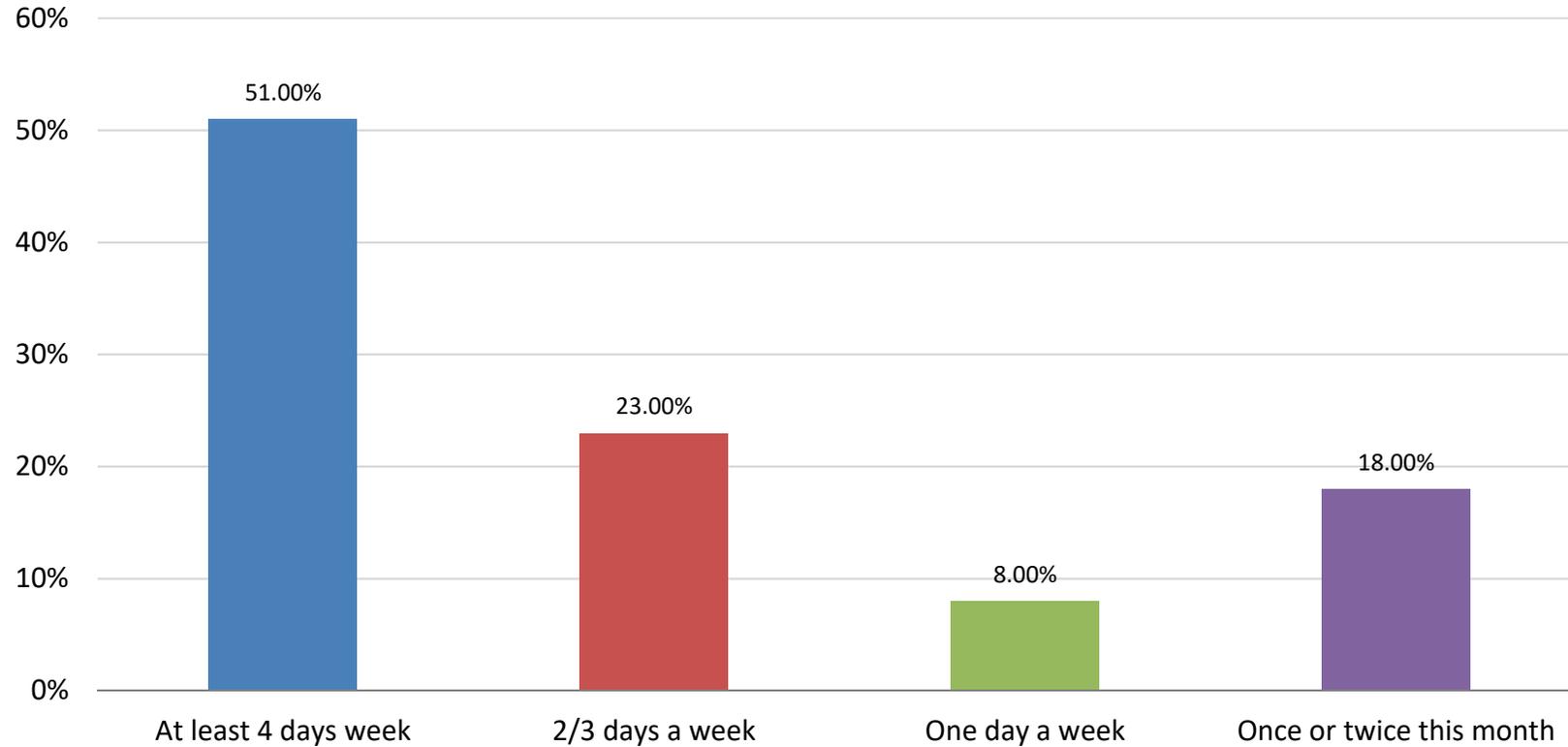


Have you used the 1, 2 & 20 bus services anytime within the last month?



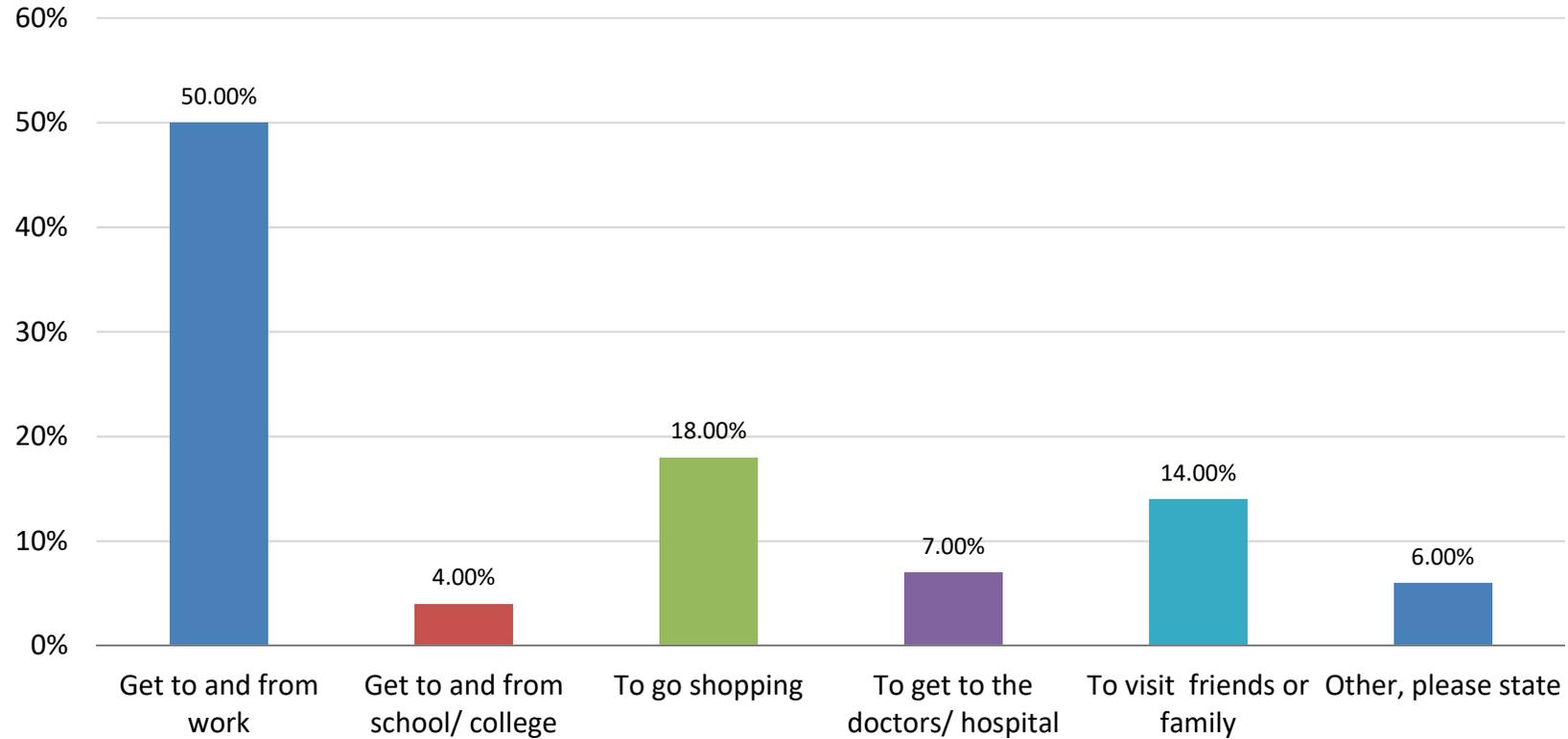
Mean : 1.308 | Confidence Interval @ 95% : [1.263 - 1.354] | Standard Deviation : 0.462 | Standard Error : 0.023

Within the last month how often have you used the 1, 2 & 20 bus service?



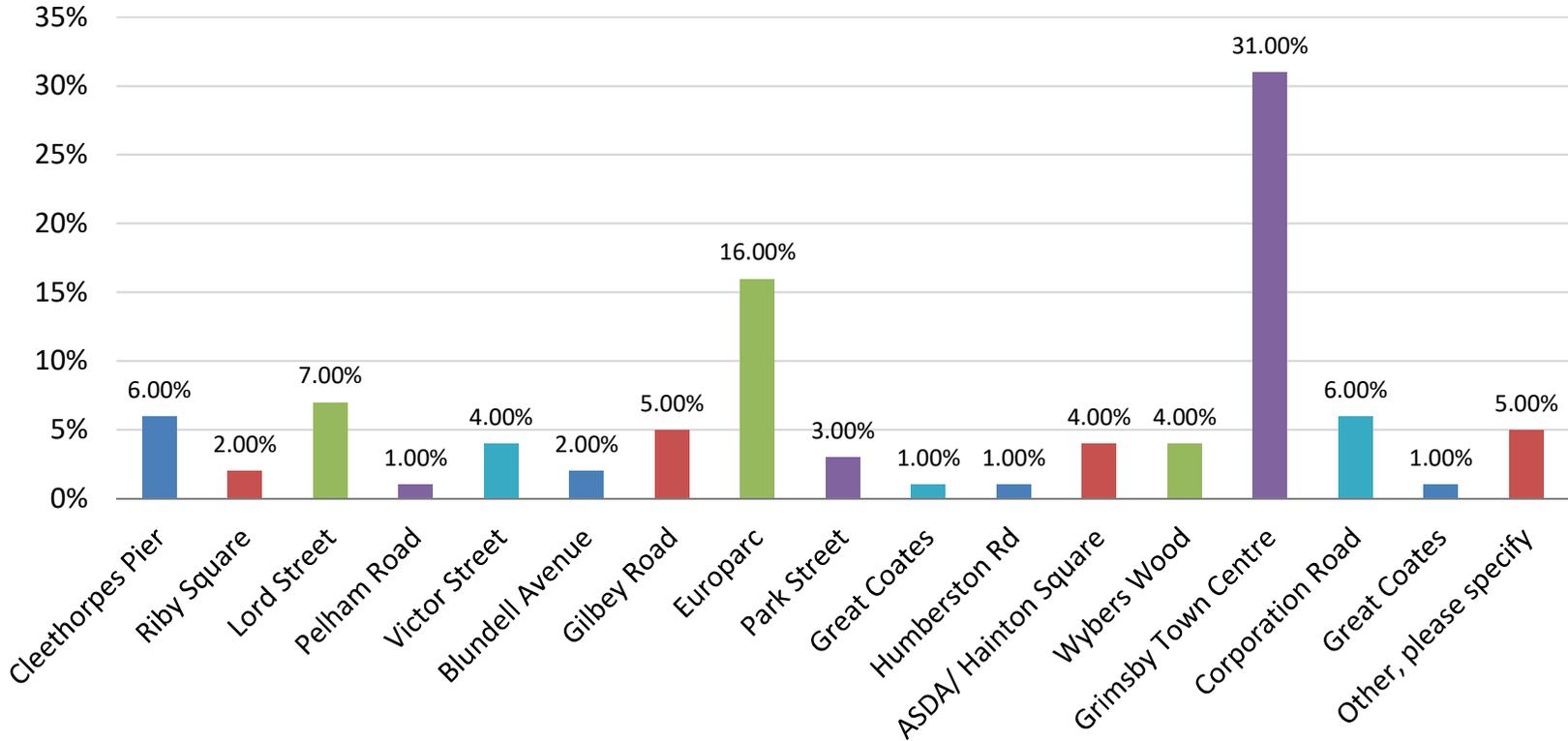
Mean : 1.929 | Confidence Interval @ 95% : [1.802 - 2.056] | Standard Deviation : 1.141 | Standard Error : 0.065

Why do you travel on the 1, 2 & 20 bus service? Please select all that apply.



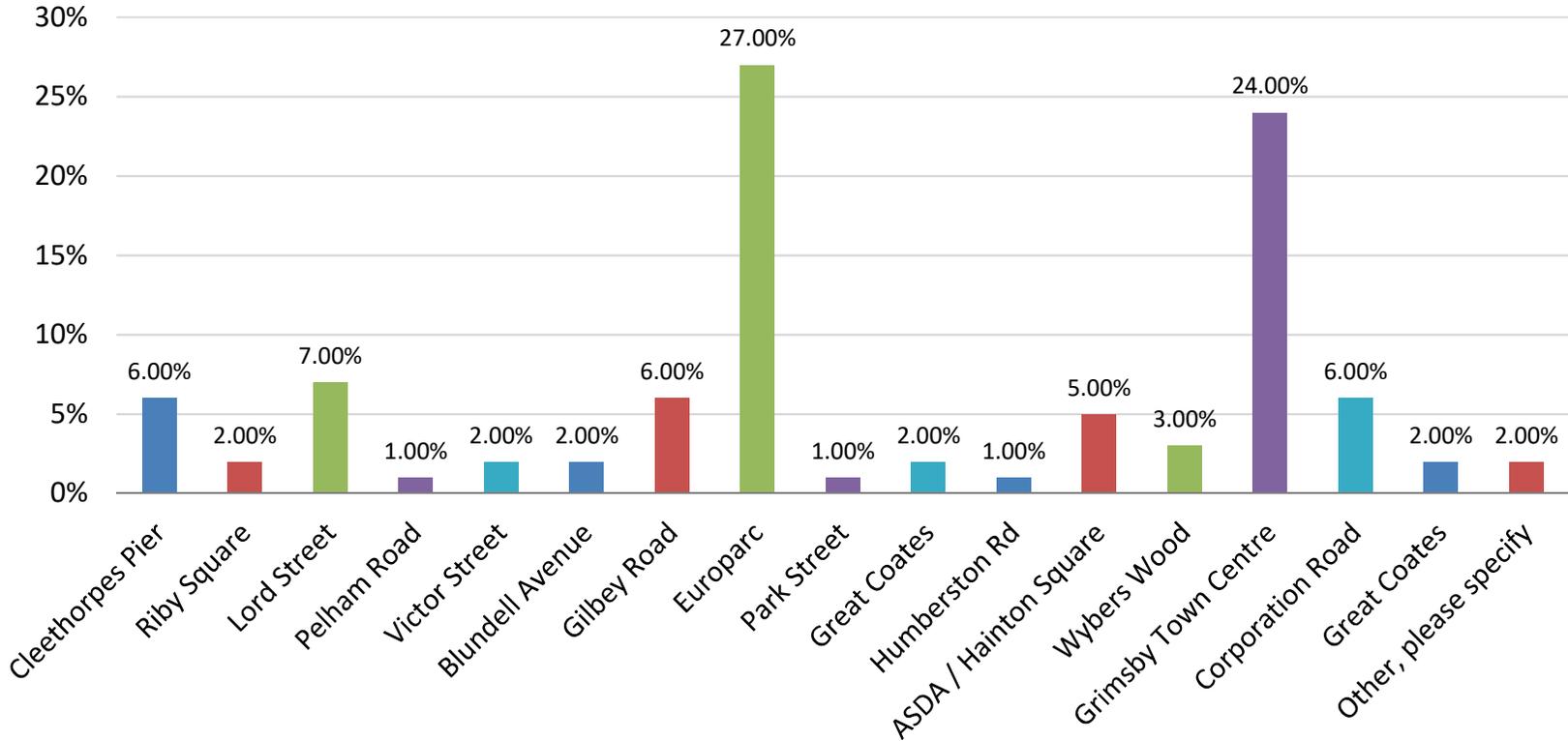
Mean : 2.512 | Confidence Interval @ 95% : [2.347 - 2.676] | Standard Deviation : 1.733 | Standard Error : 0.084

When using the 1, 2 & 20 bus service, where do you normally board the bus? Please select all that apply.



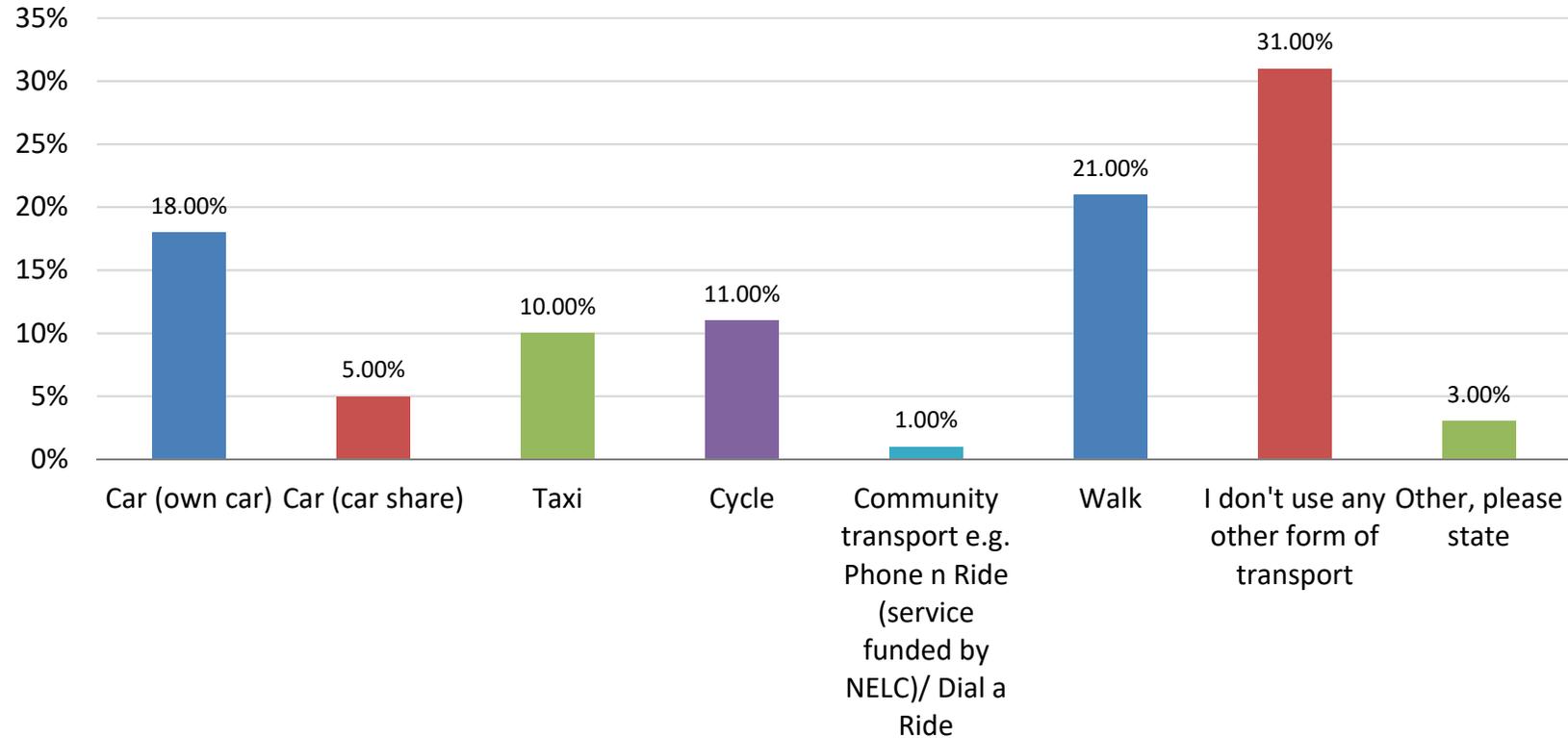
Mean : 10.190 | Confidence Interval @ 95% : [9.796 - 10.584] | Standard Deviation : 4.704 | Standard Error : 0.201

Where do you mainly travel to on the 1, 2 & 20 bus service? Please select all that apply.



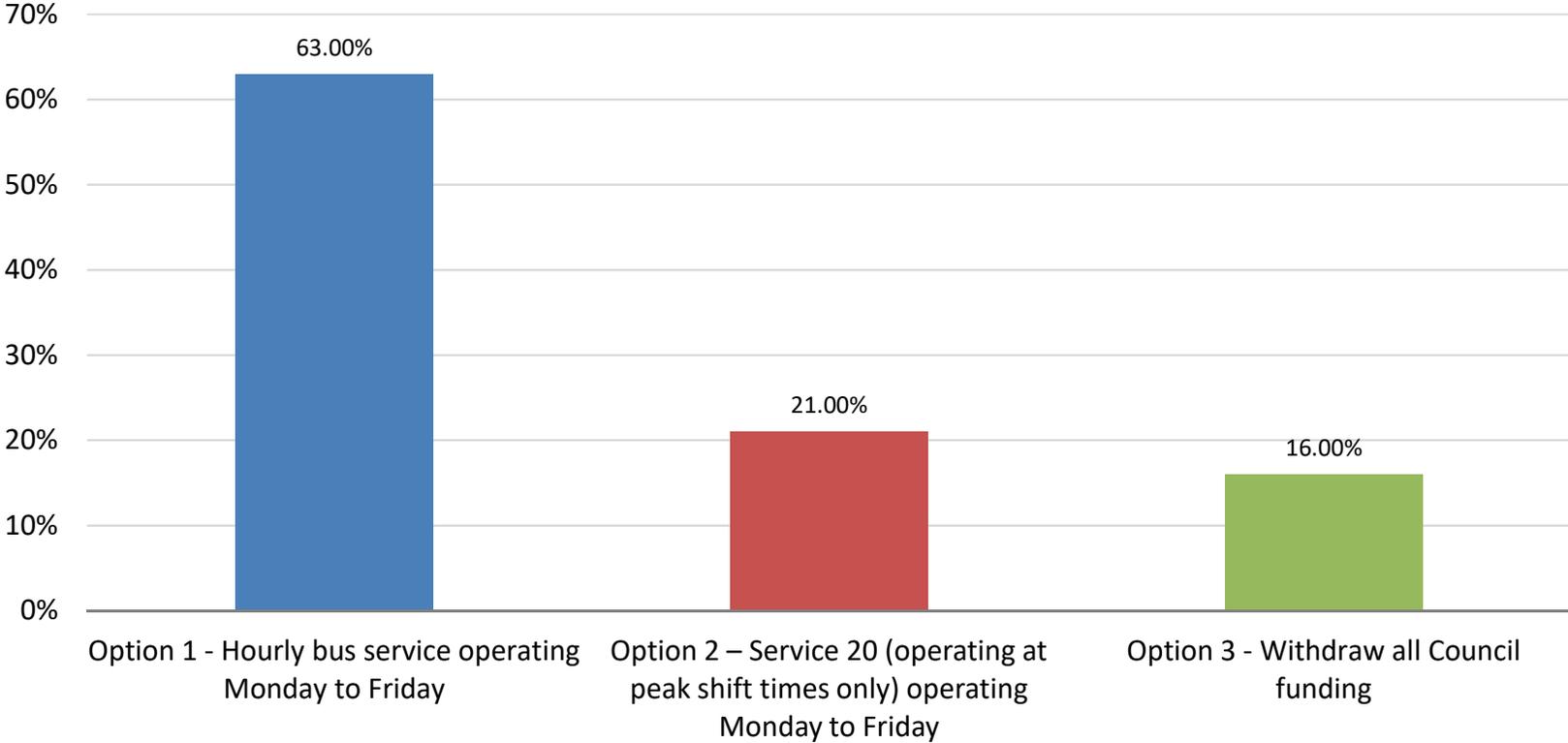
Mean : 9.579 | Confidence Interval @ 95% : [9.215 - 9.943] | Standard Deviation : 4.455 | Standard Error : 0.186

Do you use any other forms of transport? Please select all that apply.



Mean : 4.743 | Confidence Interval @ 95% : [4.528 - 4.958] | Standard Deviation : 2.357 | Standard Error : 0.110

Assuming one of the options has to be implemented and the service has to be altered which option do you support the most?

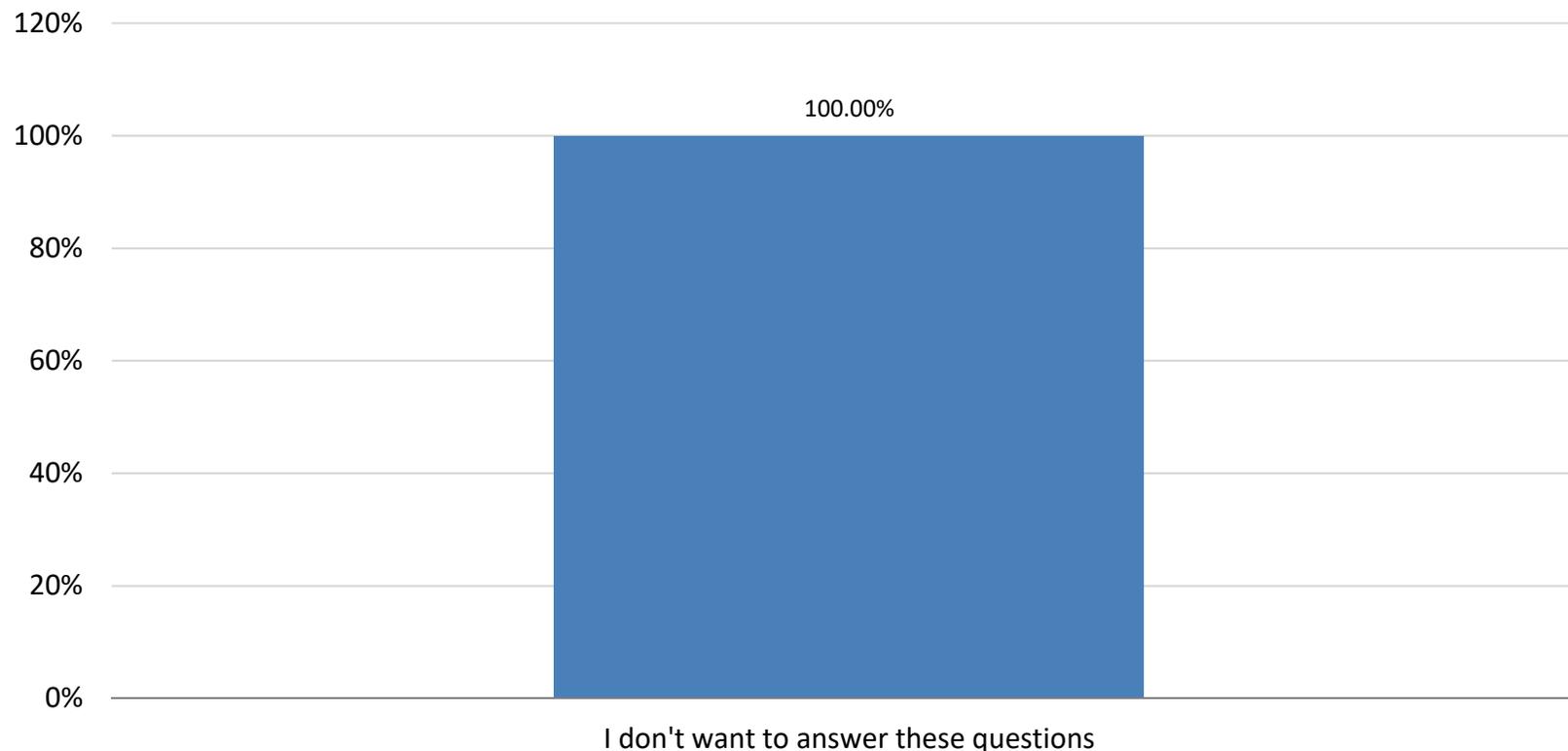


Mean : 1.525 | Confidence Interval @ 95% : [1.445 - 1.606] | Standard Deviation : 0.753 | Standard Error : 0.041



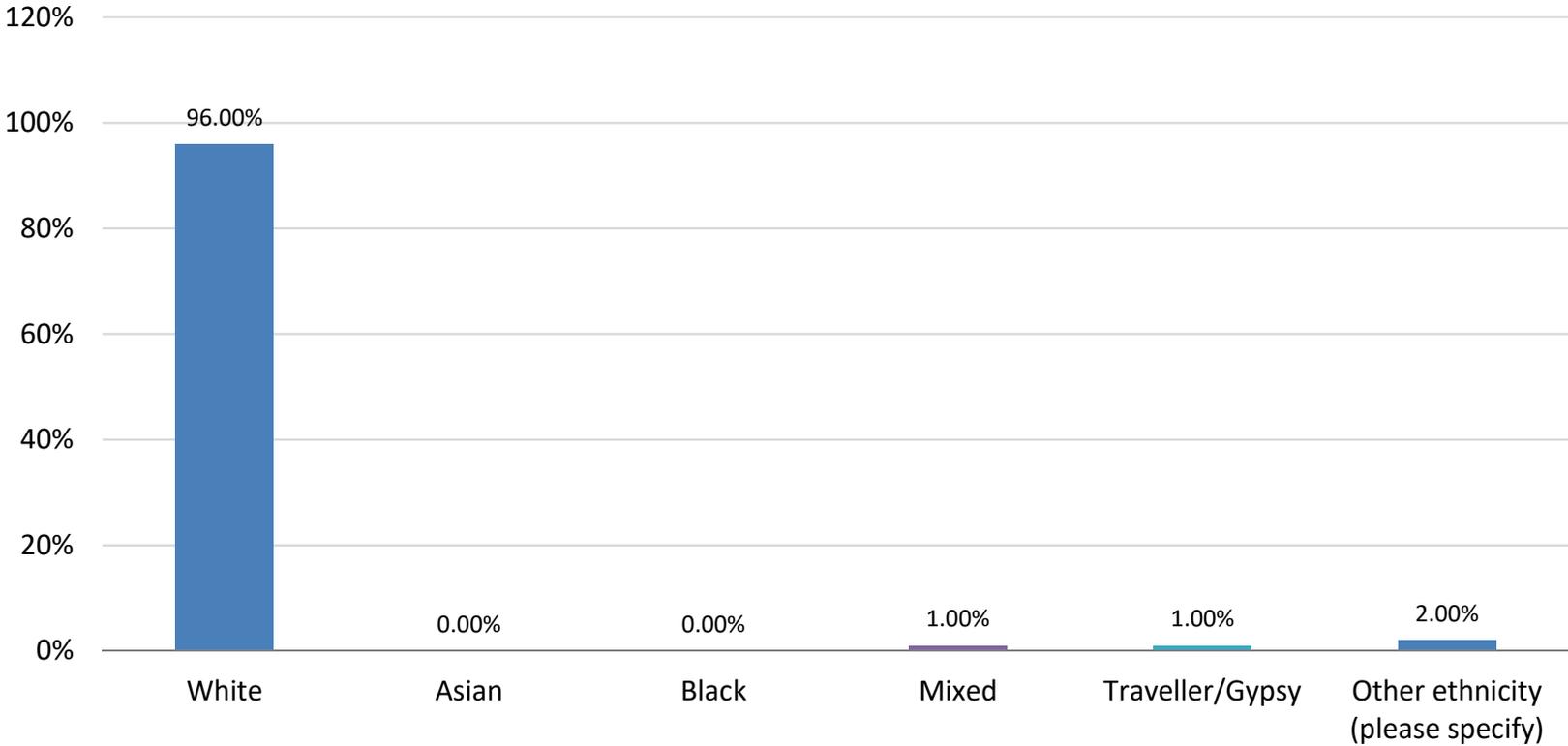
About You: In the collecting and using of your personal data for the purpose of this consultation, we will at all times act in accordance with the Data Protection Act. For further information on how we process your personal data including your rights and who will have access to your personal information please see our overall consultation and engagement Privacy Notice on our engagement framework webpage: <https://www.nelincs.gov.uk/consultation-and-surveys/engagement-framework/> This section is optional and you do not have to provide these details. However, by doing so, you would be helping us to ensure that we are

reaching people from all parts of our communities .



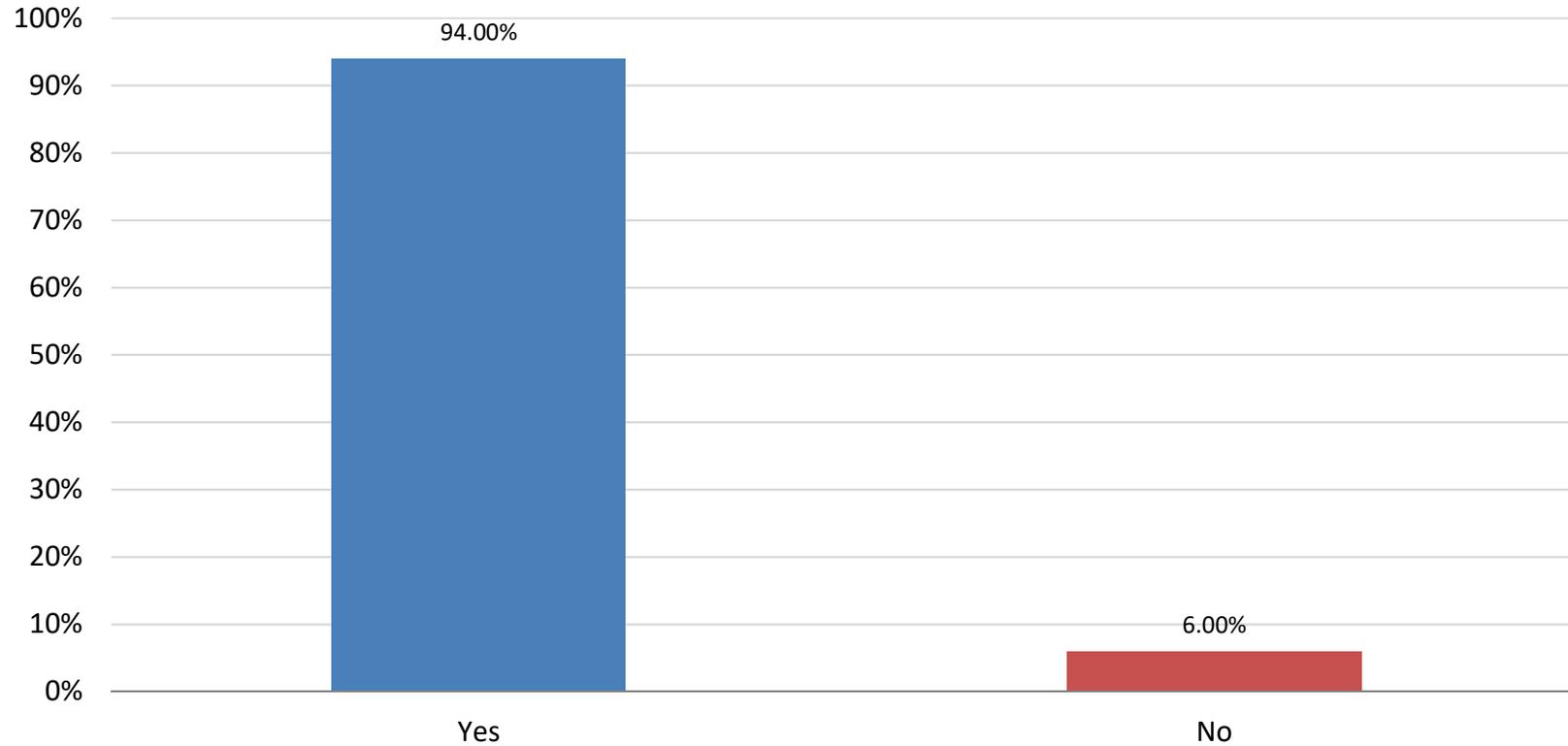
Mean : 1.000 | Confidence Interval @ 95% : [1.000 - 1.000] | Standard Deviation : 0.000 | Standard Error : 0.000

What is your ethnicity?



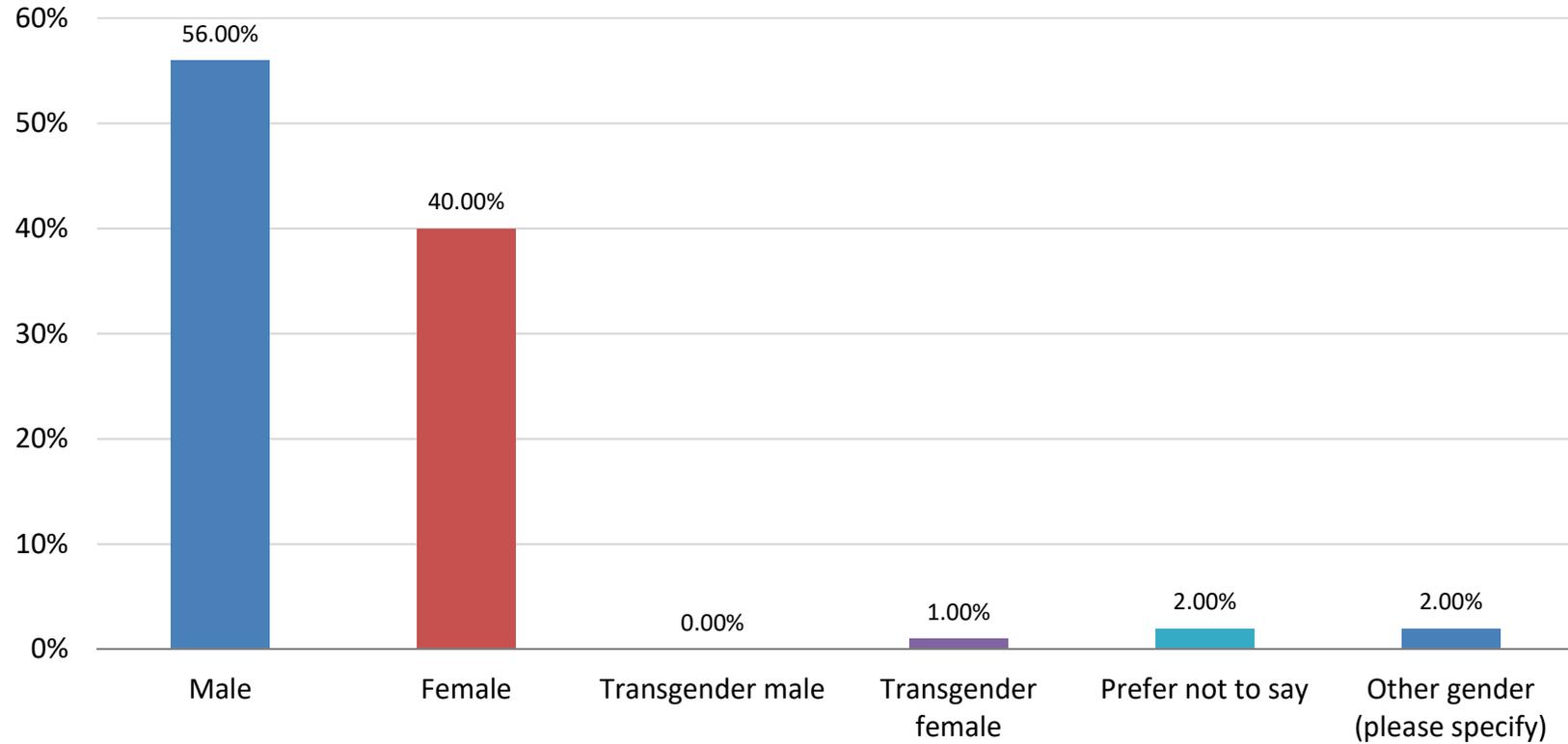
Mean : 1.177 | Confidence Interval @ 95% : [1.022 - 1.333] | Standard Deviation : 0.884 | Standard Error : 0.079

Is English your first language?



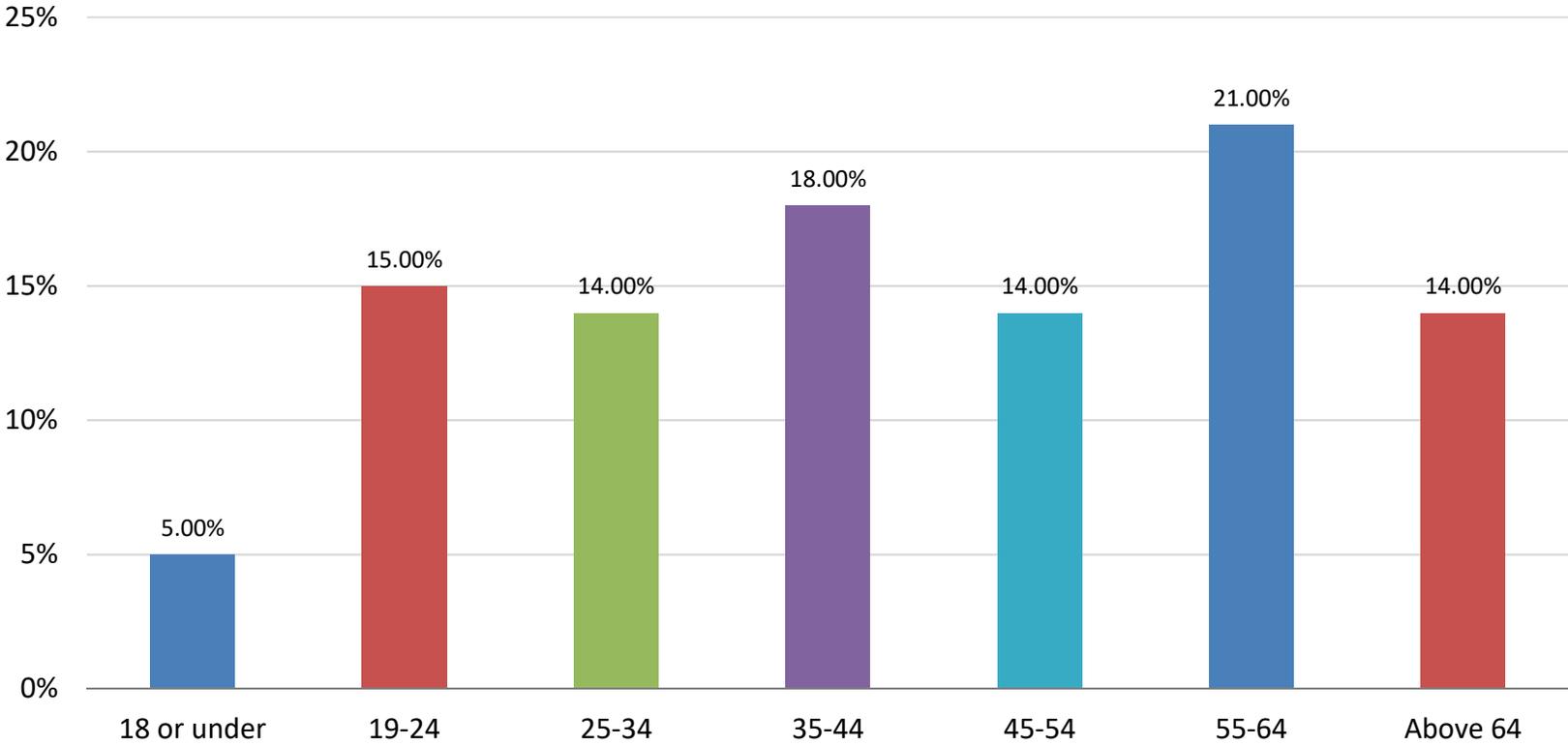
Mean : 1.057 | Confidence Interval @ 95% : [1.016 - 1.098] | Standard Deviation : 0.233 | Standard Error : 0.021

What is your gender?



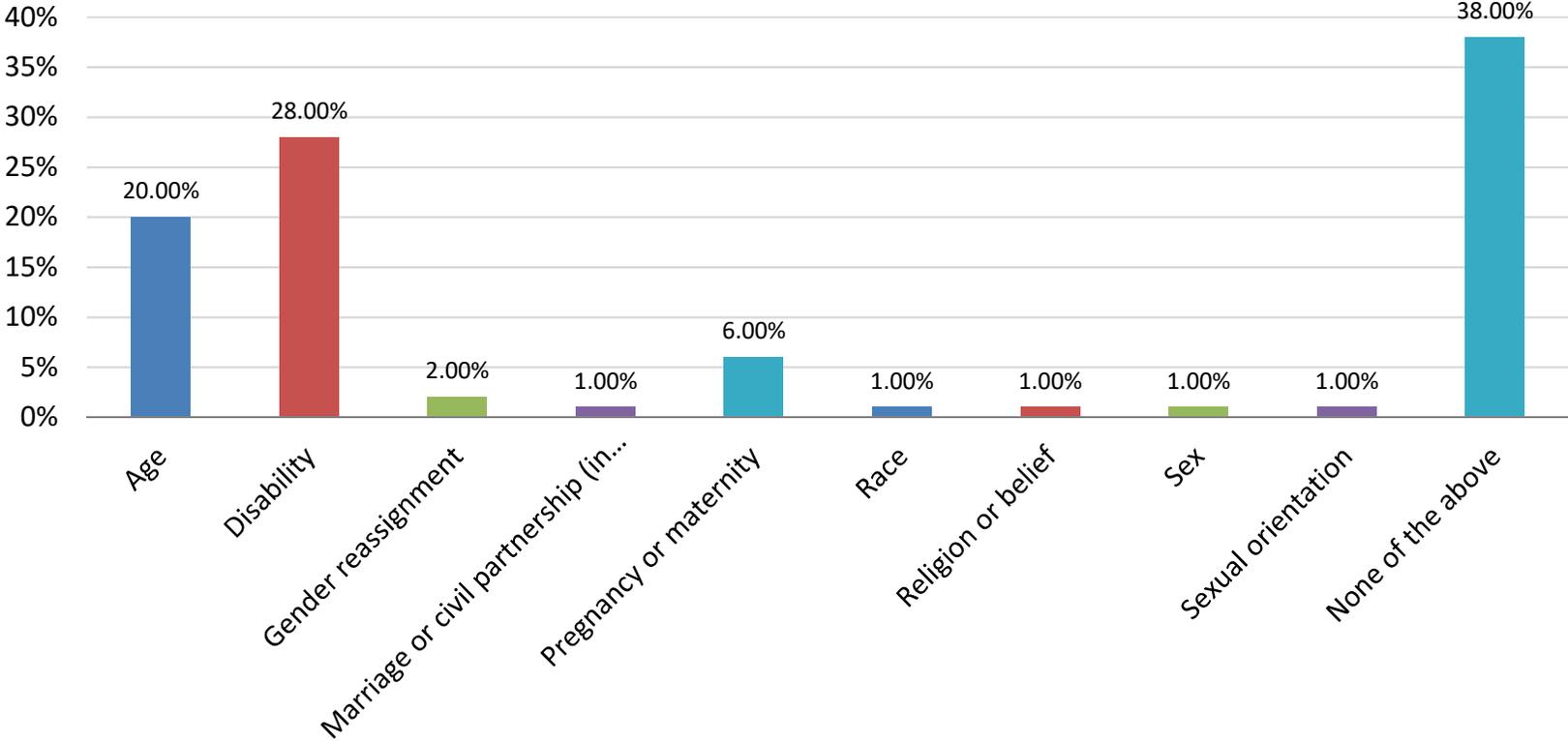
Mean : 1.565 | Confidence Interval @ 95% : [1.405 - 1.724] | Standard Deviation : 0.904 | Standard Error : 0.081

What is your age?



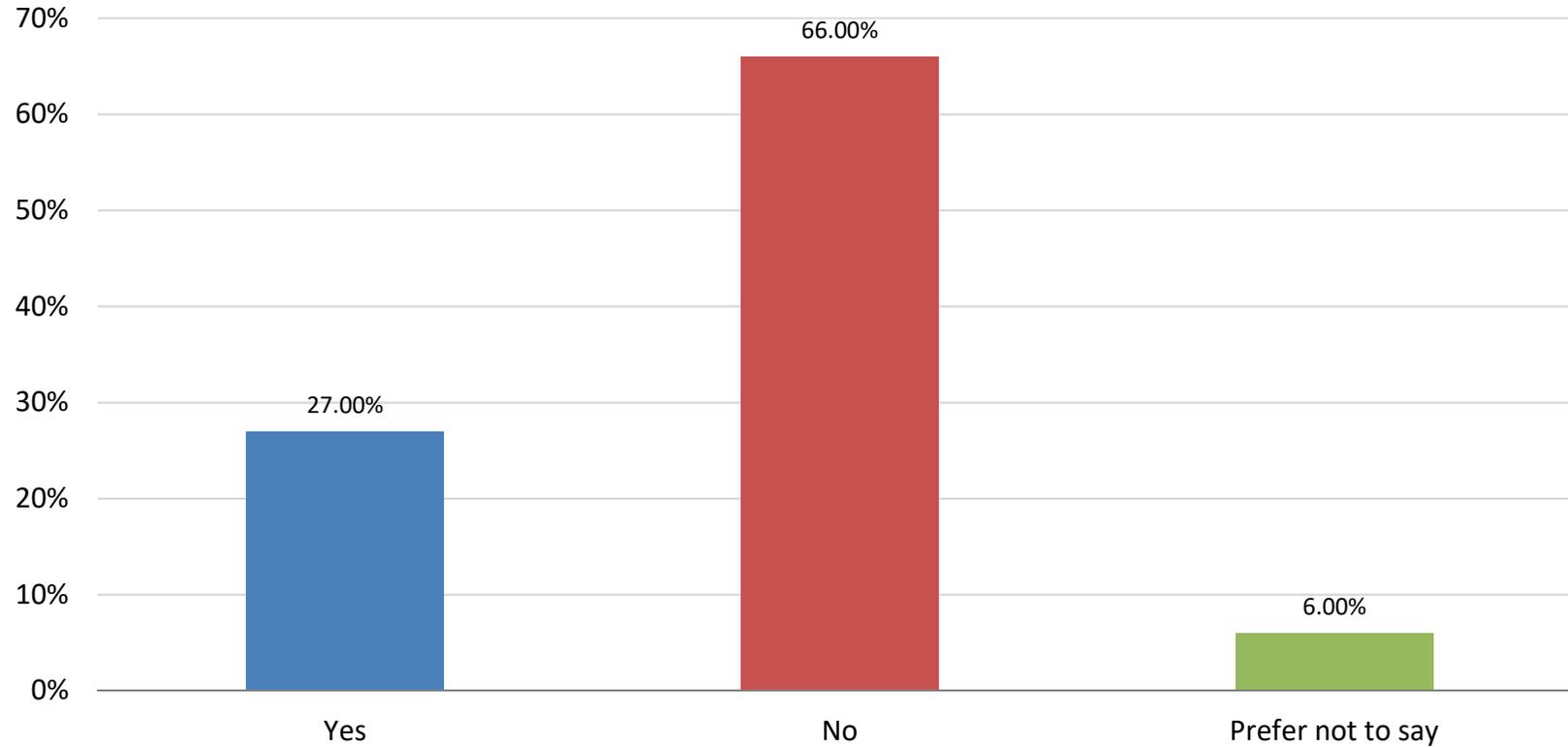
Mean : 4.379 | Confidence Interval @ 95% : [4.060 - 4.698] | Standard Deviation : 1.811 | Standard Error : 0.163

6. If any of these proposals went ahead, would it have any negative impacts on any person with the following characteristics that are protected by the Equalities Act?



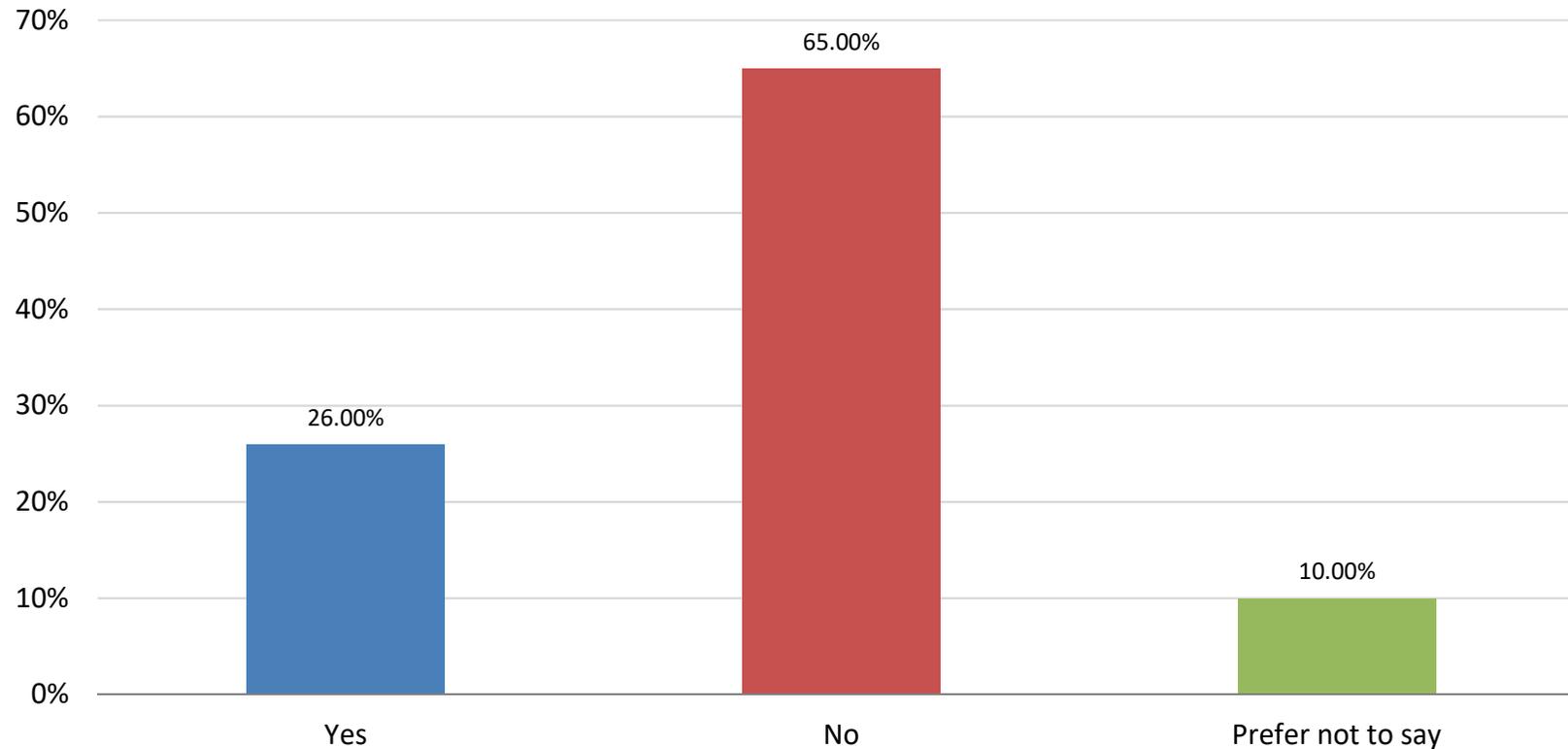
Mean : 5.298 | Confidence Interval @ 95% : [4.668 - 5.928] | Standard Deviation : 3.953 | Standard Error : 0.322

Do you consider yourself to have a disability?



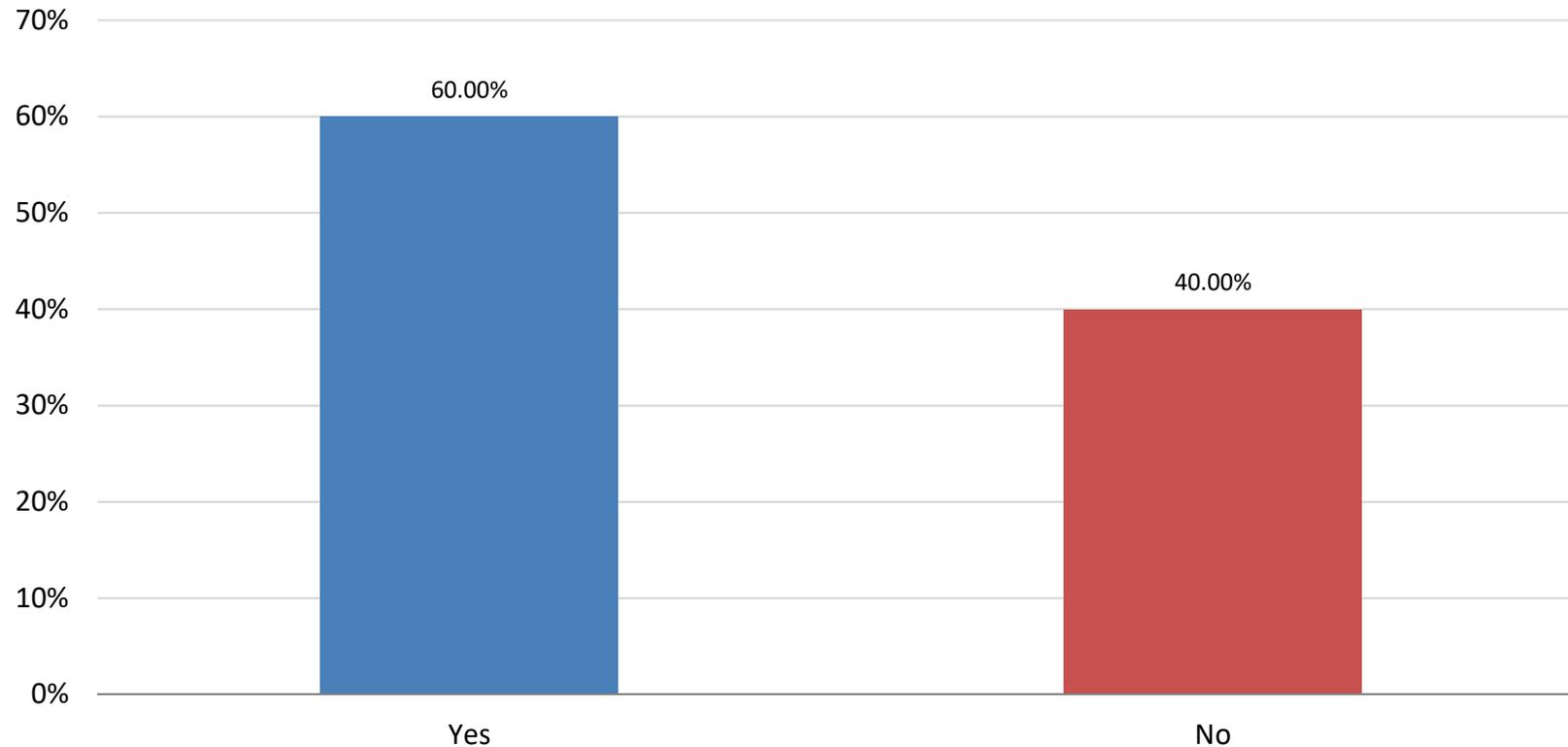
Mean : 1.790 | Confidence Interval @ 95% : [1.694 - 1.886] | Standard Deviation : 0.545 | Standard Error : 0.049

Do you have any long-standing illness, disability or infirmity? By long-standing we mean anything that has, or is likely to, affect you over a period of time?



Mean : 1.840 | Confidence Interval @ 95% : [1.739 - 1.941] | Standard Deviation : 0.574 | Standard Error : 0.051

Would you like to receive the results of this consultation and be informed about the launch of new consultations in North East Lincolnshire?



Mean : 1.403 | Confidence Interval @ 95% : [1.317 - 1.490] | Standard Deviation : 0.493 | Standard Error : 0.044