

# Bus Service Improvement Plan

## Enhanced Partnership and BSIP

October 2021



Working in partnership

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# Bus Back Better in North East Lincolnshire

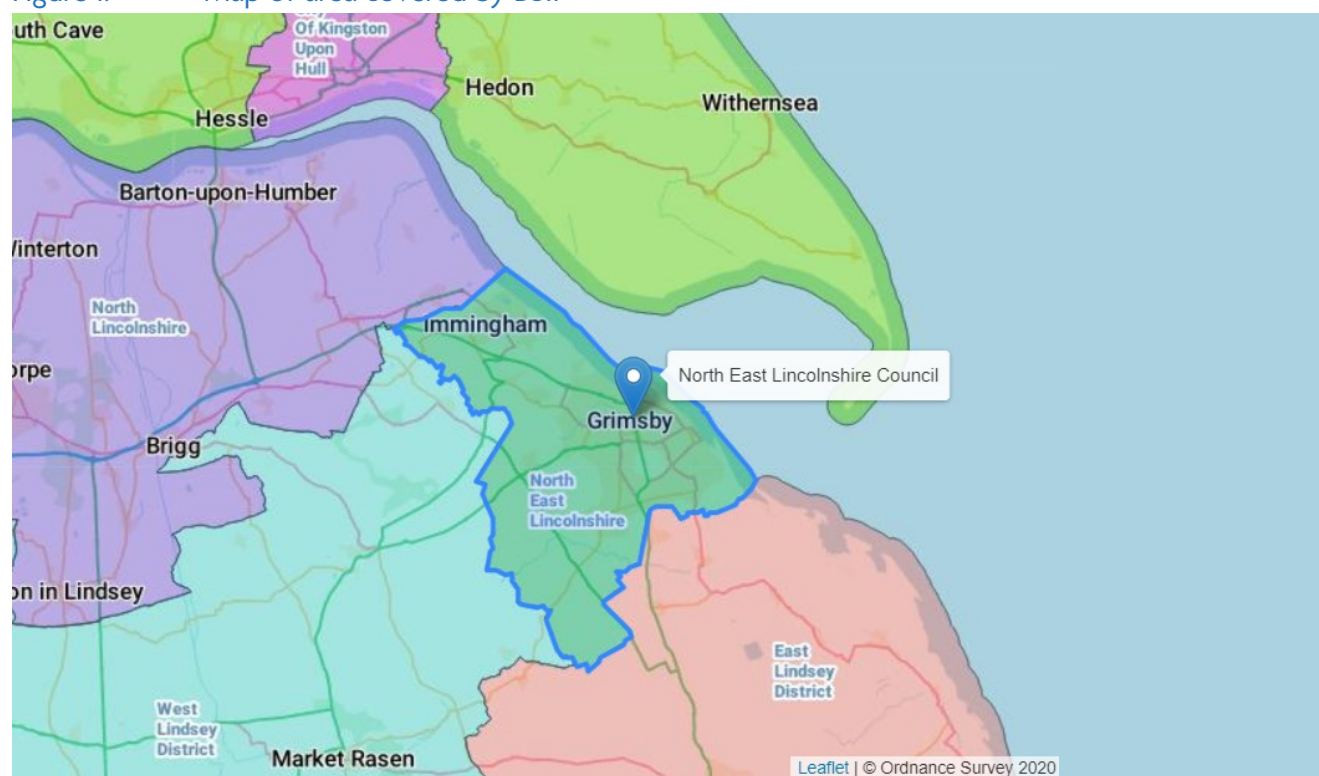
The 2021 National Bus Strategy (NBS) for England offers an opportunity for step changes in local bus services in North East Lincolnshire.

## The Current Situation in North East Lincolnshire

Bus services are a vital public service playing a major role in the way many people go about their daily lives. Each week around 120,000 journeys are made by bus in North East Lincolnshire, principally to / from and within the Grimsby – Cleethorpes conurbation.

North East Lincolnshire is home to 160,000 people and over 5,000 businesses, the growth prospects for our economy over the next decade are stronger than at any point in its recent past, and Better Bus Services will be critical to Levelling Up and helping all parts of our economy to Build Back Better.

Figure 1. Map of area covered by BSIP



In Transport Focus surveys over many years, our Bus Services generally score within the upper half across all Authorities for passenger satisfaction, with particularly high rankings for Value for Money.

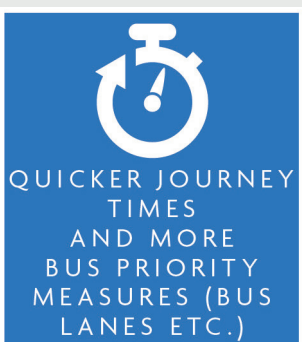
Only a minority of bus users are commuting to work by bus – the range of trip purposes is extensive, but often focused on shopping and leisure activities. Our Bus Service Improvement Plan needs to recognise everyone's needs.

## The Need for Improvement

Despite high levels of satisfaction amongst existing users, overall bus patronage has been declining in North East Lincolnshire for a number of years.

In 2021, as part of the Bus Service Improvement Plan, North East Lincolnshire Council ran a public survey about bus usage in the area. The survey received a total of 452 responses, with 366 of those completing the full survey (81% completion rate). The aim was to explore views of users and – crucially – non-users.

### North East Lincolnshire respondents told us they wanted to see:



## The Support North East Lincolnshire Council Seek

North East Lincolnshire Council wants to embed buses within our wider growth initiatives, as well as encouraging greater use of buses as a response to environmental challenges in North East Lincolnshire.

With appropriate funding, buses in North East Lincolnshire will be embedded in all our economic regeneration projects, ensuring all our residents can access employment throughout the area. We recognise that funding is not unlimited. Our vision is to grow passenger numbers so that they can sustain a bus network which is even more extensive and of higher quality than before the pandemic. This vision is reflected in our targets in Section 3. As an example, the frequency enhancement for core services 9/10 is supported by our local bus partner (Stagecoach) in the expectation that it can quickly achieve commercial viability; and many of the infrastructure enhancements will increase confidence in travelling by bus to create a virtuous circle of passenger growth. Financial sustainability has been at the heart of our optioneering process.

Buses are already widely used for shopping and leisure trips – making them even more attractive will help us Build Better High Streets, as these locations rely on maximum footfall to remain vibrant, living places.

And buses will also play a part in rejuvenating our seaside resort in Cleethorpes, attracting more visitors and improving access to our tourist attractions.

A summary of proposed measures follows, with more depth within the main document.

**The delivery of the Measures which constitute this Plan, and hence of the outcomes sought in the National Bus Strategy, are wholly dependent upon Government funding of this Strategy.**

**The funding North East Lincolnshire Council seeks (an initial £39m over 5 years) represents just £49 per person per annum in North East Lincolnshire. This compares with £95-£100 p.a. for Manchester, and £74-£94 p.a. for Tyne and Wear.<sup>1</sup>**

<sup>1</sup> Published accounts for Transport for Greater Manchester and Nexus show total grants for 2019 and 2020 of respectively (£m) 265 and 283 for TfGM (pop 2.8m), and 84 and 107 for Nexus (pop. 1.13m).





# Bus Back Better will support Wider Policy Goals in North East Lincolnshire

Our Transport Challenges: North East Lincolnshire Council (NELC) outlines our key challenges and aims for transport in the area in our 2016 Local Transport Plan. In meeting these regeneration, transport and access goals, eight Local Transport Challenges have been devised in consultation with our stakeholders and partners.

The challenges are to:

- Enable sustainable growth through effective transport provision;
- Improve journey times and reliability by reducing congestion;
- Support regeneration and employment by connecting people to education, training and jobs;
- Enable disadvantaged groups or people living in disadvantaged areas to connect with employment, healthcare, social and leisure opportunities;
- Improve the health of individuals by encouraging and enabling more physically active travel;
- Provide safe access and reduce the risk of loss, death or injury due to transport collisions or crime;
- Improve the journey experience on the local transport network; and
- Ensure that transport contributes to environmental excellence, including managing air quality and reducing transport-related greenhouse gas emissions.

## Bus Back Better Headline Improvements

The Bus Service Improvement Plan (BSIP) explains how it will address known issues, and that this will be principally through:

- Enhanced evening and weekend frequencies;
- Some tailoring of the network to improve how certain destinations are served;
- Improved bus interchange facilities in Grimsby;
- Closer integration of demand responsive services with each other, and with the wider commercial network;
- Clearer and more comprehensive information about services and ticketing products through a wide variety of sources;
- Some potential to improve the feeling of personal safety whilst using buses;
- An opportunity to modernise the bus fleet and introduce zero emission vehicles.

# Using Bus Back Better to support Economic Growth in North East Lincolnshire

While some of the Measures represent accelerations or expansions of existing programmes and operations which can be implemented quite rapidly; others will be new schemes, involving lead times, from a standing start in 2022; thus the improvements will have phased introductions, and see the usual 'lag' between service improvement and demand response.

However, we are confident that, with the ambition of this BSIP, passenger numbers can be attracted so as to fully regain immediate pre-Covid-19 levels by 2024/25; and we aspire to further year-on-year growth around 2% p.a., to 2029, ahead of ONS population growth projections for Yorkshire and Humber (0.25%) and NEL itself (static), as car users are progressively persuaded to transfer to the bus.

**Bus Back Better supports NELC's Economic Strategy (2021). This page shows, at a high level, the principal Measures proposed in the BSIP under the four key areas of that Strategy.** Support for NELC's Outcomes Framework, Priorities and Commissioning Plan, Local Transport Plan Challenges, and Bus and Information Strategy are set out in Appendices E1 and E2.

## ***"To ... invest in our key employment areas... including our industrial estates ... but also in our town centres ..."***

Measures to enable workers to access out-of town, and / or shift-based, workplaces, include:

- Improvements to evening / Sunday bus services (frequencies)
- Securing existing network (including support for Europarc services)
- Expanded role for DRT (Phone-n-Ride)
- Review of key Local Strategies to Influence Bus Use

## ***"Improved ... estate road infrastructure"***

- Bus-only highway infrastructure  
Link roads to facilitate bus routes (e.g. 'Bus Bridge' near Europarc)

## ***"To create an environment where ... our residents have access to the necessary skills..."; and, "To support the local workforce to develop the skills.."***

Measures to enable learners access training centres (see above for workplaces for apprenticeships etc.), include:

- Improvements to evening bus services (frequencies) – for evening adult education;
- Securing existing network (including support for 5M service to "Catch" training centre)
- Expanded role for DRT (Phone-n-Ride)

National Bus Strategy / BSIP overall objective is modal transfer of motorised journeys away from private cars to buses, the greener mode.

## ***"To be ... where our businesses and communities embrace a low carbon future..."***

- Commuter Travel Plans
- Green Bus Travel Plans Officer & Material

## ***"To support the decarbonisation of transport ..."***

- Low / Zero Emission Buses



## ***"To transform our town centres into ... dynamic destinations for visitors...and where residents ... are proud of where they live..."***

- Improvements to Sunday bus services (frequencies) from hourly now, to every 30 minutes in future.
- Special promotion of selected bus routes e.g. #17 Cleethorpes 'Holiday' service.
- High quality Grimsby bus station
- Enhanced bus stop / shelter cleaning regime
- Enhanced waiting environment at bus stops
- Park & Ride – Feasibility Study
- Innovative Services – P & R and tourist routes.
- Refreshed / locally targeted Branding / Marketing

## ***"To ... support the evening / night-time economy":***

- Improvements to evening bus services (frequencies - from hourly now, to every 30 minutes in future.



# Indicative Five Year Programme:

## QUICK WINS

Better value fares for young people	<b>£6.3m</b>
Enhanced evening and Sunday service levels	
Enhanced frequency on Services 9 & 10	
Improved services to key destinations	
Targeted marketing campaigns	
Bus Punctuality Improvement Plan	
Dedicated Partnership officer to guarantee delivery	



## YEARS 2 & 3

Zero emission buses on 40% of town network bus-km	<b>£19.8m</b>
Modernising demand responsive services	
Green travel plans	
Further simplification of existing fares offer, including fares capping	
Controlling disruption and improving messaging	
Improved enforcement of parking restrictions	
Improved facilities at bus stops	
Expanded passenger satisfaction surveys	
Improvements to traffic signal priority	
Implement recommendations of Bus Punctuality Improvement Plan (subject to funding)	
Improved facilities on buses	
Embedding buses in wider land use planning	
Investigation of optimum Park & Ride locations	



## YEARS 4 & 5

New high quality bus interchange in Grimsby	<b>£13.1m</b>
Implement findings of Investigation of optimum Park & Ride locations (subject to additional funding and open market tender competition.)	
New innovative tendered bus routes	
New bus-only link to Europarc	

# Overview

The 2021 National Bus Strategy (NBS) for England offers an opportunity for step changes in local bus services in North East Lincolnshire (NEL).

## 1.1 Introduction

This Bus Service Improvement Plan (BSIP) is produced in response to the opportunities offered through this Strategy (NBS), and describes how a properly funded Enhanced Partnership will achieve its overarching goal to grow bus patronage back to pre-Covid levels, and then beyond, and to raise its market share. It was developed in collaboration with Stagecoach East Midlands (shortened to “Stagecoach” for this document), with input from smaller operators (Hunts, Grayscroft, and Grimsby Cleethorpes Dial-a-Ride) and from community stakeholders.

An Enhanced Partnership (EP) is an agreement between a local transport authority (LTA) and local bus operators to work together to improve local bus services. Each EP should consist of an overall plan, supported by schemes to achieve the aims of the plan.

Bus services are a vital public service playing a major role in the way many people go about their daily lives. Prior to the Covid-19 pandemic, each week around 120,000 journeys<sup>1</sup> were made by bus in North East Lincolnshire, principally to / from and within the Grimsby – Cleethorpes conurbation, making it the most frequently used form of public transport in the borough. Buses take people to work, school, college, hospital, shops, leisure opportunities, and a range of other essential services supporting the wider economy across the area and reducing social isolation for residents. They also play a role in supporting sustainable tourism, principally around beach and holiday amenities. Without them, the area’s roads would be more congested, the economy weaker and the air quality worse.

People who use buses in our area think highly of the services provided; overall bus passenger satisfaction in North East Lincolnshire was ranked within the upper half of all the council areas surveyed by Transport Focus in their latest (Autumn 2019) national study, while satisfaction with value for money was ranked fourth. However despite this, overall bus patronage has been declining in North East Lincolnshire for a number of years, as it has in most other places across the country.

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<sup>1</sup> Average for 2019

In 2021, as part of the Bus Service Improvement plan, North East Lincolnshire Council (NELC) and SYSTRA partnered to run a survey on Bus usage in the area. The purpose of this survey was to dig deeper into patronage within NELC bus services pre-pandemic, at present, and into the future.

Through the planning stages of the BSIP survey, it was clear that targeting the ‘non-bus users’ and/or ‘lapsed bus users’ was integral to a full picture of the potential for bringing the Bus Back Better in the region.

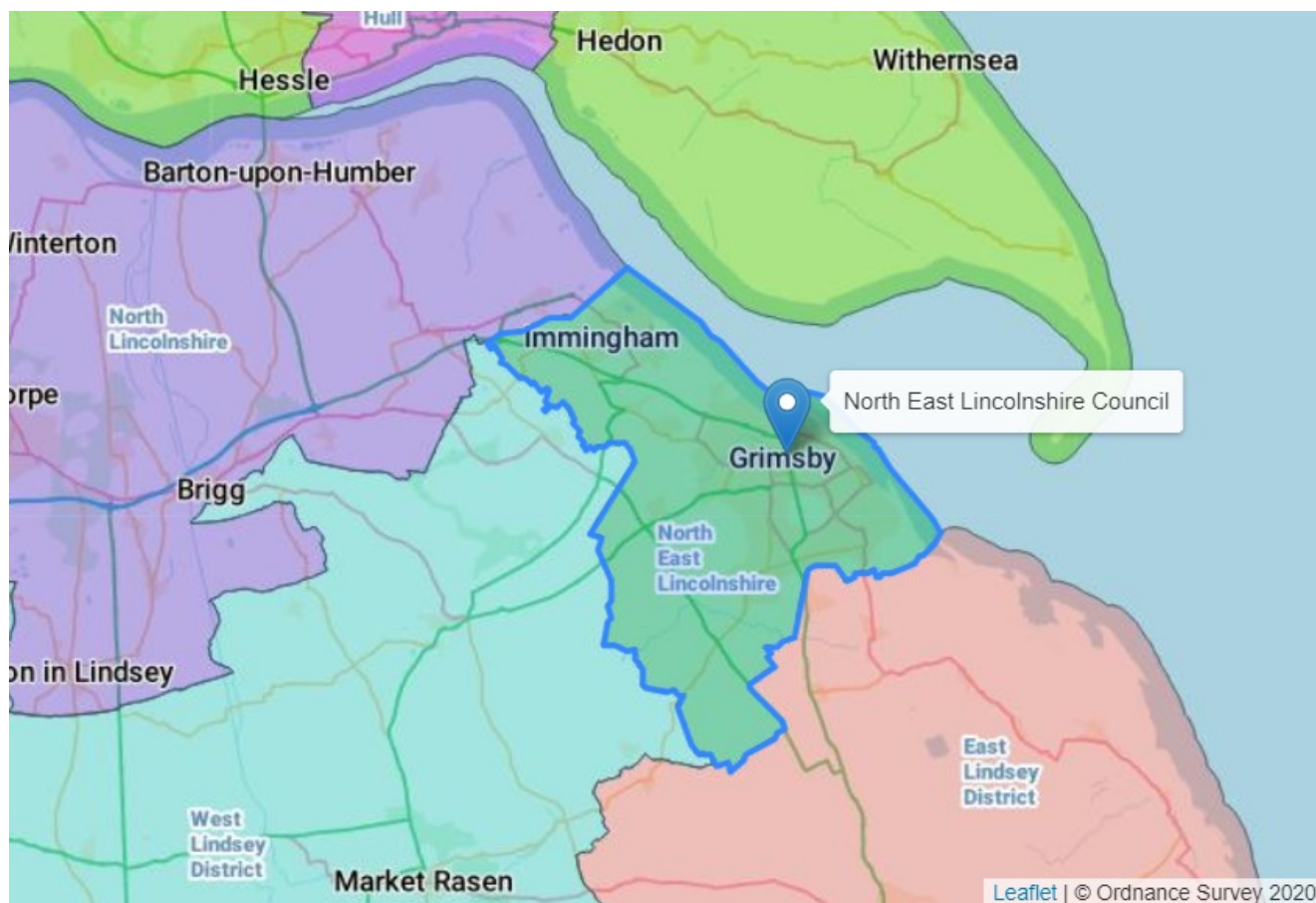
It remains challenging to predict the future for local bus services as recovery from the COVID pandemic continues, and the BSIP sets out the current situation as of September 2021 - there may be changes in the future. In response to our survey, 1 in 6 people told us that they may use buses less often in future than they did before the pandemic, a finding which is broadly in keeping with a nationwide survey undertaken by SYSTRA<sup>2</sup>. The North East Lincolnshire survey was launched on 26th July, with a 3-week live period, closing on the 9th August 2021.

This BSIP lays out a clear, ambitious vision for better buses in North East Lincolnshire, with a local bus service that will support and integrate well with existing NELC policy aims taken from the Long-term Vision for bus services across North East Lincolnshire, as stated in the long-standing Bus and Information Strategy:



We recognise that funding is not unlimited. Our vision is to grow passenger numbers so that they can sustain a bus network which is even more extensive and of higher quality than before the pandemic. This vision is reflected in our targets in Section 3. As an example, the frequency enhancement for core services 9/10 is supported by our local bus partner (Stagecoach) in the expectation that it can quickly achieve commercial viability; and many of the infrastructure enhancements will increase confidence in travelling by bus to create a virtuous circle of passenger growth. Financial sustainability has been at the heart of our optioneering process.

<sup>2</sup> <https://www.systra.co.uk/en/newsroom-37/latest-news/article/climate-change-still-high-on-the-agenda>



### **Bus Service Improvement Plan Area**

North East Lincolnshire Council (NELC) is a Unitary local authority situated on the east coast of England, along the southern side of the mouth of the River Humber – the UK’s ‘Energy Estuary’ and the gateway to Europe for the economies of the Northern Powerhouse and Midlands Engine. Our location, and the growth of the Ports of Grimsby and Immingham, have played a major role in our industrial development and continue to underpin our economy today.

Grimsby is the operations and maintenance hub at the centre of the UK’s offshore renewables sector, enabling fast access to domestic and European markets. This combined with Town Deal partnership deal which includes a number of transformative projects for the Grimsby area, North East Lincolnshire is therefore ideally suited to delivering a zero-emission bus fleet using electric power.

North East Lincolnshire has emerged as a leader in the renewable energy revolution with potential to become the UK capital of the offshore wind industry. Our vision is that by 2032, North East Lincolnshire will be nationally and internationally recognised as the UK’s leading region for low-carbon energy and the UK capital of the renewable energy industry. North East Lincolnshire is the closest location to the existing and planned wind farms in the southern North Sea.

At 192 sq. km, NEL’s land area is small – slightly smaller than Redcar & Cleveland, about one-twelfth the size of the East Riding of Yorkshire, and only a quarter the size of North Lincolnshire’s 846 km<sup>2</sup>.

With the Humber as its north-east aspect, borders are with the unitary authority of North Lincolnshire to the west, and with the county of Lincolnshire to the south. Its sole conurbation, Grimsby with Cleethorpes, has a cluster of outlying estates and settlements within a radius of 5 miles, together with a string of villages north-westwards towards the small town of Immingham, whose extensive dock estate and associated industrial and commercial hinterland is a major feature of the area.



As described more fully below, while a very few inter-urban and rural bus routes from Grimsby provide links with Lincolnshire and Hull<sup>3</sup>, the great majority of travel is self-contained within this, primarily urban, area. A single operator provides all local, and all but two per week of the cross-boundary services. By contrast, Lincolnshire is a large rural county with many widely dispersed towns and villages. Hence, it is clear that a single BSIP for the entire NELC area only, with collaboration and consensus with Lincolnshire regarding key cross-boundary services, is by far the most suitable option.



## 1.2 Transport Governance Approach

NELC understands the additional powers available through franchising (i.e. allowing private operators to bid for providing further bus services in the area on behalf of the Council). However, it is highly unlikely that any additional benefits of franchising would offset the considerable additional costs involved in preparing a franchising proposal and then delivering it, compared to the much less resource-intensive Enhanced Partnership (EP) mechanism.

The EP will be developed to achieve the objectives of this BSIP, by the delivery of measures identified in the BSIP. In the same way, the BSIP is driven by existing NELC strategy and policy, principally the Local Transport Plan (2016-2032) and the Bus and Information Strategy, each of which are guided by the NELC overarching strategies for housing, commerce, education, health, industry, and the environment.

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3 This service does clip the eastern fringe of North Lincolnshire, but there is otherwise no direct service across that boundary.

Strategic guidance for the BSIP is drawn from the key Challenges identified in the Local Transport Plan:

(A)	Enable sustainable growth through effective transport provision.
(B)	Improve journey times and reliability by reducing congestion.
(C)	Support regeneration and employment by connecting people to education, training and jobs.
(D)	Enable disadvantaged groups or people living in disadvantaged areas to connect with employment, health, social and leisure opportunities.
(E)	Provide safe access and reduce the risk of loss, death or injury due to transport collisions or crime.
(F)	Improve the health of individuals by encouraging and enabling more physically active travel.
(G)	Improve the journey experience on the local transport network.
(H)	Ensure transport contributes to environmental excellence, improved air quality and reduced greenhouse gas emissions.

### 1.3 Duration, Review and Alignment with Local Transport Plan

The timescale for preparation of this BSIP is acknowledged to be tight.

While a good number and range of measures have been developed over this compressed timescale and approved for full implementation, to the extent that funding granted under the NBS / BSIP permits; certain of the more radical and impactful kinds of measures as recommended under the NBS will require further study and assessment. Examples of this includes feasibility studies for initiatives such as bus priority measures and/or car parking policy. This will allow additional scoping, quantification, costing, and development of their specific details, to the levels necessary for delivery in the course of the Enhanced Partnership.

On this basis, this BSIP comprises a hybrid, of completely defined measures that are expected to be valid and complete for 3 to 5 years, along with 'placeholder' measures in the form of such surveys, studies, etc., for replacement by worked-up initiatives to be announced in updated BSIP(s) in 2022 and / or 2023.

However; in any event, this BSIP will be reviewed for formal annual updates, whose effects will similarly feed through into the Enhanced Partnership Plan.

Whilst the principal alignment will be with the Local Transport Plan as this articulates NELC's overall transport strategy, linkages to other key strategies have also guided preparation of the BSIP, most notably:

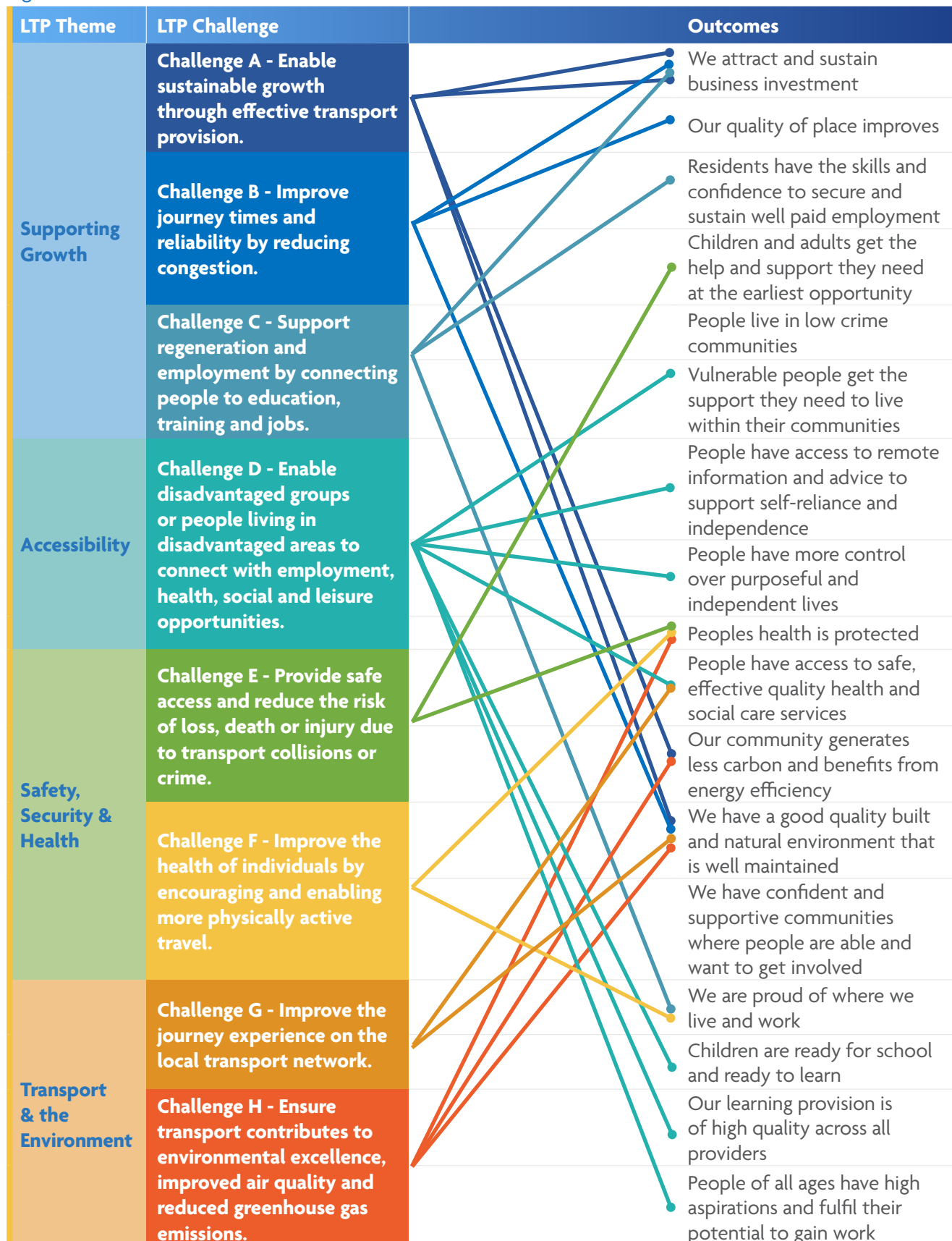
- the Economic Strategy;
- the Air Quality Strategy and associated 2020 Action Plan;
- the Community Safety Action Plan; and
- the Health & Wellbeing Strategic Framework.

The Council's 2016 'Outcomes Framework' is also an important input, creating a delivery model that facilitates the council in moving towards a 'fully commissioning and enabling organisation' (Figure 2).



This plan outlines the approach to commissioning in order to achieve the outcomes which will deliver the priorities of “stronger economy and stronger communities”. The framework has five broad themes, under which sit a range of outcomes which the council considers to be important in achieving its priorities as shown in the following diagram.

Figure 2. NELC Outcomes Framework 2016



## 1.4 Public Consultation and Passenger Priorities

In 2021, as part of the development of this BSIP, NELC and SYSTRA partnered to run a survey on bus usage in the area. The purpose of this survey was to dig deeper into patronage within NELC bus services pre-pandemic, at present, and into the future.

Through the planning stages of the BSIP survey, it was clear that targeting the 'non-bus users' and/or 'lapsed bus users' was integral to a full picture of the region's in term of consultation. The survey was launched on 26th July 2021, with a 3-week live period, closing on the 9th August 2021.

A total of 452 responses were gained, 366 of which completed the full survey.

Its findings explored the main barriers to bus usage and growth, identified as follows:

- Before the pandemic (pre-March 2020), 20.7% participants used the bus services within North East Lincolnshire.
- Of that 20.7%, 37% used the bus service 4 to 7 days per week, with 30% using bus services 2 to 3 days per week.
- The key trip motivator of the survey participants was 'Shopping for groceries and essentials' and shopping for other items' with a combined share of 32%.
- The second most popular reason for travelling was to see family and friends (14%).
- Travel to voluntary or paid work was relatively low as a trip motivator, at just 8% of our survey respondents.
- 67% of respondents expect their bus use to remain 'about the same' as all UK COVID-19 restrictions are lifted.
- When asked what improvements could be made to the bus service to help people use the bus more often, the initiatives selected most often, from those suggested in the survey, were 'Discounts for Young People' (83% of respondents), followed by 'Improved access such as raised kerbs' (76%).
- Participants also expressed their desire for 'More integrated and innovative bus services', alongside 'Reduced frequency of bus route changes' and 'Different payment options' (71%, 70% and 70% respectively).
- However, when presented with the option to rank which initiatives were most important to the respondent personally, the highest ranking 3 initiatives were respectively:
  - Lower cost fares
  - More bus routes
  - More buses (increased frequency)

This aligns with a number of 'open question' responses, suggesting new routes.

- The lowest ranked initiatives ranked as 'helpful to people' personally included:
  - Multi-operator bus tickets
  - Different payment options
  - More integrated and innovative services such as flexible bookable services
- Respondents were also asked an open question regarding improvements to their bus services, key themes are identified below with the remainder of responses in Appendix G.
  - Alteration of bus times to suit hospital, factory and school workers
  - Reinstatement of bus stations in the town centre and improved bus shelters, common mention of antisocial, inebriated behaviour at existing stops
  - Improved live bus information and timetable presence

- Widened service hours, particularly into the evenings and weekends
- Improve services to rural settlements

These findings guided the selection of measures identified in Section 4.

## 1.5 Opportunities

Key destinations (such as work, retail, education, healthcare, leisure) are often well-served during weekday daytime hours. However, the evening and Sunday economy is poorly served by sparse hourly services, of limited value to North East Lincolnshire's retail and leisure businesses.

Workplaces featuring shift-work are rarely served unless there are very high commuting flows. The local Jobcentre advises how this latter is, all too often, an insurmountable barrier to carless jobseekers.

Inadequate access to adult evening education / training impedes local development of skills and thereby depresses employment prospects. It is noteworthy that only 8% of respondents to our survey reported using the bus for travel to/from work. Although notably, Transport Focus found 26% of people surveyed to travel to work by bus (of an unweighted sample base of over 450) (TF, 2019).

The following maps show the extent of the bus network in North East Lincolnshire alongside cross boundary routes into other parts of Lincolnshire and Humberside, as well as the predominant land uses in the urban area of Grimsby and Cleethorpes.





Figure 3. Schematic map indicating land use across Grimsby and Cleethorpes

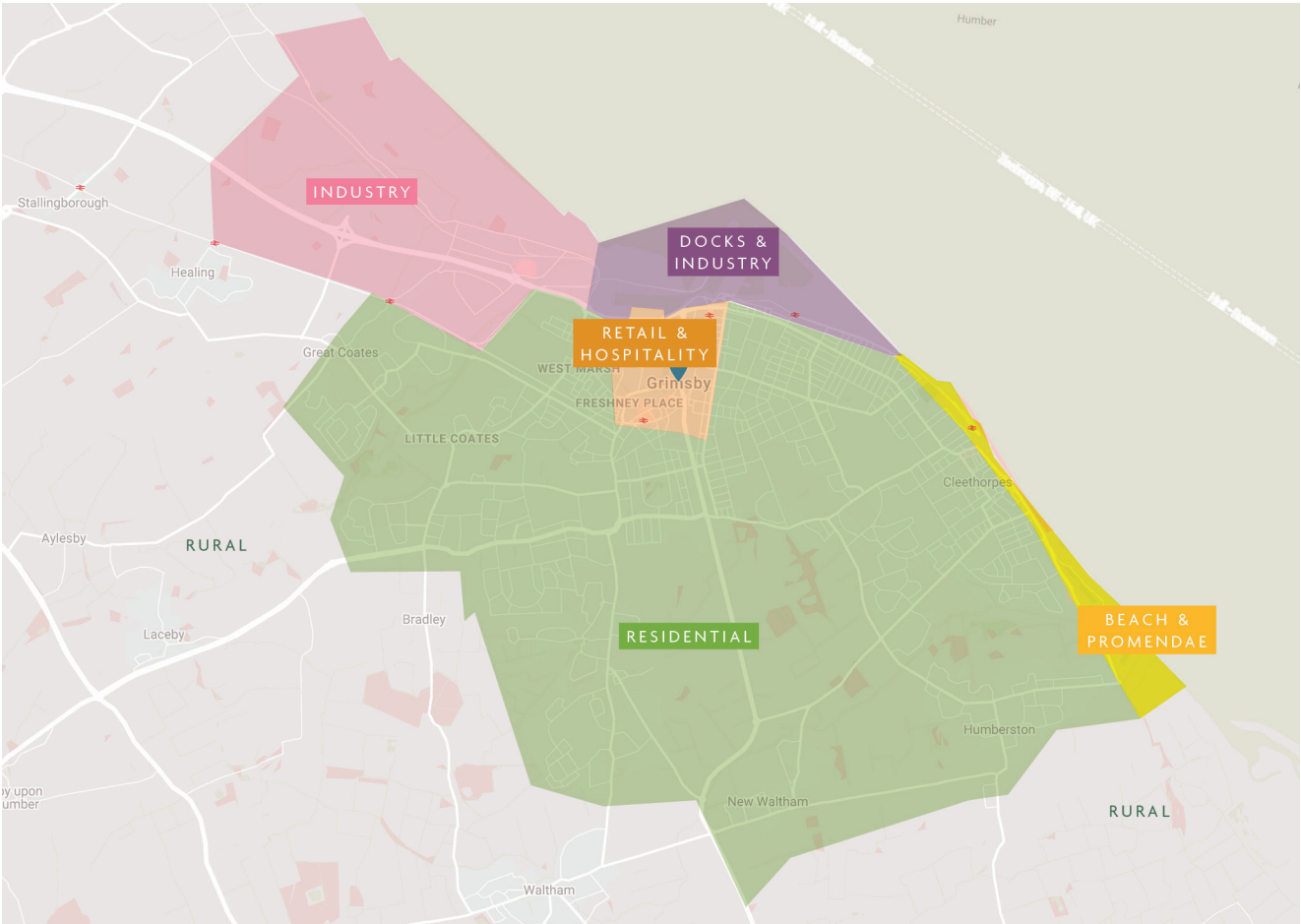
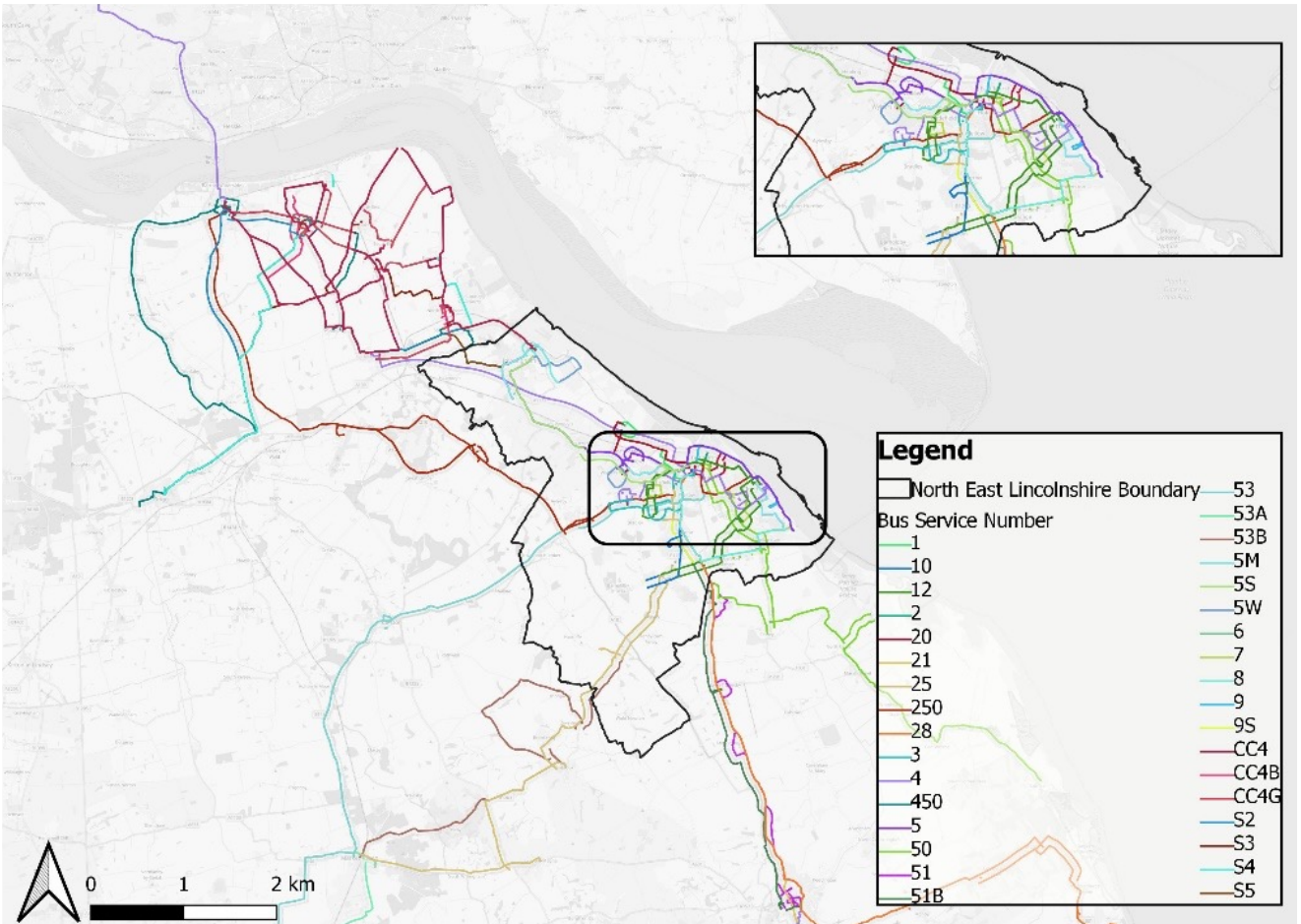


Figure 4. North East Lincolnshire bus network including cross-boundary services



# Current Bus Offer to Passengers

This BSIP drives improvements to local bus services in a number of ways which focus on the priorities identified through our survey.

## 2.1 Overview of network and commercial environment

Within North East Lincolnshire, the principal bus operator is Stagecoach, with a network of local bus services in Grimsby and Cleethorpes, and some longer interurban services, two of which cross the boundary into the Lincolnshire County Council area. Two minor cross-boundary services are operated by Hunts and Grayscroft, each just once per week, and are more like day excursion services for visitors to North East Lincolnshire.

Stagecoach buses are uniformly branded in corporate livery – NELC has identified no particular merit from a bespoke local livery, and in any case, it would be operationally challenging for our partner bus operators as vehicles are also used outside North East Lincolnshire.



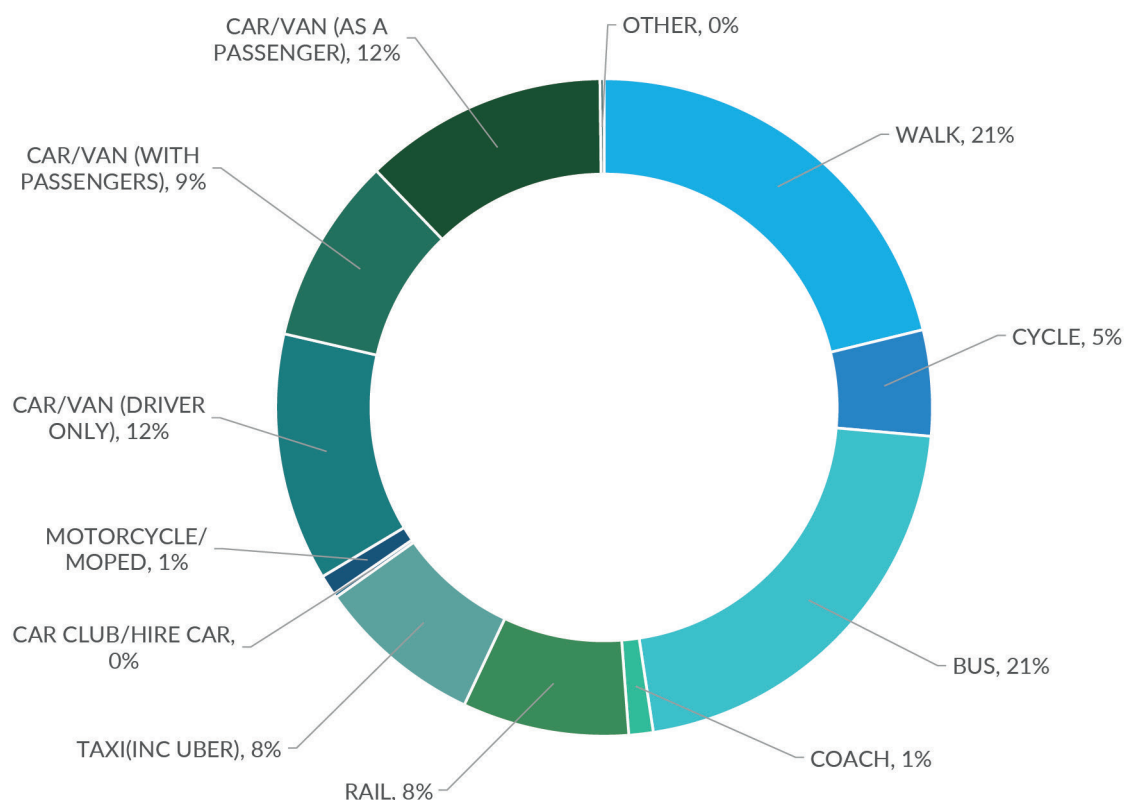


NELC and the regional Stagecoach management team enjoy a regular working relationship through an existing Bus Quality Partnership.

Almost all conventional / scheduled bus services across the borough are operated on a commercial basis with no direct financial support from the local councils; these comprise approximately 97% of all such passenger journeys. On these services the companies set the routes, timetables and fares so as to meet financial, and any wider, business objectives. Hence, services can and do evolve over time with timetables and routing altering to take account of changing demand and market conditions; although a review by Stagecoach in 2014 concluded that the network and frequencies that had been in place with little change for many years, should continue unchanged. However, notwithstanding the impacts of Covid-19, underlying growth in populations and economic activity have continued, alongside recent and ongoing regeneration – so, while the existing routes may well still be fit for their purposes, there is appetite for targeted frequency increases, and in some locations for longer service hours, such as for shift workers.

An indication of modal choices in the area as well as patterns of bus trip purposes can be seen in the below survey data:

**Thinking about the three months before the COVID-19 pandemic (pre-March 2020), what different form(s) of transport did you use?.**



For the United Kingdom, the National Travel Survey (2019) indicates that local bus mode share comprises just 5% of trips on average; the latest Census analysis (2011) indicated 4% for North East Lincolnshire.



It also states that on average people in the UK:



The network map in Appendix B is the latest (2021) published by Stagecoach; the only known omissions are the summer seasonal service (17) between Cleethorpes and Thorpe Park; the three times daily service (50) to Saltfleet, and also the Hunts and Grayscroft services.

While the Council neither funds nor controls these commercial services, it does provide a vital role in providing information; roadside infrastructure including stops and shelters; and bus priority and other measures.

In addition to the commercial routes there are also other bus services for which NELC currently covers costs, or provides a subsidy. These services do not earn sufficient revenue through fares to cover their own costs, and it is the funding provided by the Council which enables them to operate. There are four main types of Council supported services:

- Complete conventional routes where the Council specifies where the bus should go, and the key parameters for the timetable to be operated – but not the fares to be charged. These are currently restricted to routes (1, 2, 20) serving the Europarc, an out-of-town industrial complex with considerable early / late shift working.
- Additional or extended journeys to serve a major training centre, just beyond the main network, at start and finish times (5M, serving the Catch training centre near Immingham); these journeys / variants do not generate enough through fares income to cover their additional costs.
- Phone-n-Ride which operates on a more flexible basis with the destination and times of operation based around passenger demand or particular needs, in response to advance booking, rather than to specific routes or timetables. Its operating hours are limited to 06.30 to 18.30 (not Sundays).
- Dial-a-Ride (DAR) is a charity, closer to a volunteer-operated taxi service. The service is primarily for disabled and elderly passengers. The Council does not fund DAR as such, but DAR claims concessionary fares from NELC.

This collection of supported services has evolved in response to adjustments to Stagecoach's network since deregulation and privatisation over 30+ years, and between them they carried approximately 3%<sup>4</sup> of all bus passenger journeys in the Borough in 2019. With the obvious exception of Dial-a-ride, all three contracts were most recently won by Stagecoach. Whilst some of these services have been altered to take account of changes in demand some have remained essentially the same for a long time.

<sup>4</sup> Method: From Operator-supplied information on numbers of passengers by route and by month, calendar year 2019 selected; from totals for all services operating in NEL, 50% was deducted from the totals for each of the cross-boundary routes to obtain a 'NEL-only' journeys estimate; of these, the totals for routes 1, 2, 20, 5M, and 'PR' together, comprise just over 3%.

In addition to providing revenue / cost support for these operations, the Council also pays for

- The costs of the English National Concessionary Travel Scheme, for older people and those with certain disabilities
- School transport for children who meet certain distance or financial criteria
- Roadside infrastructure such as raised kerbs, bus stop flags and shelters
- Information including paper timetables (in cases at stops) and electronic real time information displays at stops
- Traffic Signal Priority for buses
- NAPTAN Bus stop data management (NATional Public Transport Access Nodes – the database which lists all points of access to public transport in Great Britain).

## 2.2 NEL Bus network dimensions and performance

The bus network in Grimsby and North East Lincolnshire totals around 100 km<sup>5</sup> of routes – around 35km each for ‘core’ (see below), and other, Town routes, and additional 10km each for services to Europarc, Immingham, and the LTA boundaries - using over 75 vehicles (including those from Stagecoach, Hunts and Grayscroft).

Overall satisfaction with the bus network is at 90%, whilst 72% rate its punctuality performance positively. Further to this, 89% of users are satisfied with bus punctuality (Transport Focus data, 2019).

The map in Appendix B demonstrates that Grimsby and Cleethorpes benefit from a comprehensive network of services. Less clear from the map is the set of core urban corridors. All radiating from Grimsby town centre, those currently served by at least 4 buses per hour ‘daytime’ are as follows:

- (E) ‘Coast’ via Cleethorpes Pier to North Sea Lane end.
- (E) ‘Inland’ via Carr Lane & Sandringham Road to Cleethorpes Pier
- (S) Nuns Corner – Springfield – Waltham
- (S/W) Nuns Corner – Nunsthorpe – Laceby Acres (hypermarket)
- (W/SW) Cromwell Rd (E.) – Little Coates – Laceby Acres (hypermarket)
- (W/SW) Cromwell Rd (E. and W. ) – Wybers Wood

For the most part, these – and other services - operate at generally suitable daytime frequencies, an observation underscored by the Transport Focus passenger satisfaction levels.

However, it is noted that in our own survey (SYSTRA/NELC Survey, 2021), “Lower cost fares”, “More bus routes” and “More buses – better frequencies” were in the top 10 highest priorities for improvements when participants were asked to rank initiatives which would be useful to them.

The top 10 bus improvements from our survey are listed on the right.

### What improvements could be made to the bus service to help you use the bus more often?

- **Lower cost fares**
- **More bus routes**
- **Increased Frequencies**
- **More weekend buses**
- **More evening buses**
- **Better waiting facilities e.g. improved lighting and shelters**
- **Improved reliability**
- **More modern buses with WIFI and stop announcements**
- **Quicker journey times and more bus priority measures (bus lanes etc.)**
- **Better / clearer / more reliable information**

Further GAP (Good, Average, Poor) analysis of the existing network of Grimsby, Cleethorpes, and the surrounding areas, identified priorities for improvement in the existing bus network area.

Our GAP Analysis process used TRACC, a Basemap tool used to model travel times using data inputs from the specific area. The models identify different levels of bus travel times, implying poor vs good for this aspect of the service.

This is visualised in our GIS mapping of travel time heatmaps (Appendix C), which indicate service levels and travel times to key trip attractors in the area (including models for Riverhead Exchange, Diana, Princess of Wales Hospital and Europarc). A second analysis displays service levels from primary bus stops in the Grimsby Cleethorpes areas. The key outcomes of this analysis are outlined below:

- Within NEL itself, it is clear that key corridors have good access to the centre, although we may also identify some areas with room for improvement in access, such as New Waltham and the industrial area north-west of the centre
- Intra-town journey times are better for access to central Grimsby, but there remain some areas with slow journey speeds, principally New Waltham and the industrial areas north-west of Grimsby
- Access to this key hospital is generally seen as 'good' from within the main Grimsby/Cleethorpes area, however TRACC analysis of this wider area identifies a 'patchy' coverage of bus services to access the hospital, identifying the room for improvements to this destination.
- Good journey times to Europarc are also limited to central Grimsby plus the corridor of villages out to Immingham, with no direct links or good connections to many of the area's residential areas – including much of Cleethorpes - for workers.

The Highway Strategy within NELC's Local Transport Plan (2016) has flagged (in section 3.7) that 19 of the 66 junctions are "highly over capacity" (Ratio of Flow to Capacity exceeds 1.0) at some time of the day, therefore drivers are likely to experience regular congestion and slower journey times; while improved reliability was ranked 6th in terms of number of times chosen by respondents to our survey. Therefore NELC worked in conjunction with Stagecoach to identify pinch-points where improvements could yield benefits for the operator and passengers – these are described in the respective section of Chapter 4.

Given the very high market share of Stagecoach, and the extremely infrequent nature of the only other commercial operators' services, multi-operator ticketing was not considered a significant issue, and Stagecoach already offer a relatively comprehensive range of multi-journey tickets. Nevertheless, some areas for improvement do exist (e.g. survey respondents placed a high weight on discounts for young people, albeit fewer respondents identified this as directly relevant to themselves), and these will be tackled as part of the Enhanced Partnership (see Chapter 4).

It is noted in NBS guidance (2021) that to assess the bus network dimensions and performance, a robust set of data is required from a number of key stakeholders. For that reason, data collection for the purposes of the North East Lincolnshire NBS strategy has been sourced from:

- Operator data, primarily Stagecoach East Midlands
- NELC records and data
- SYSTRA/NELC bespoke BSIP survey, completed by 365 respondents
- Transport Focus data, most recently in NELC in 2019

Further information relating to bus operations, including ticketing, fleet and operational systems are also explored further in Chapter 4.

The impact of the COVID pandemic has restricted data availability, and in other circumstances potentially valuable data is not collected (e.g. GPS tracking, and alighting points of passengers).

## 2.3 Overview of ridership patterns

Information relating to ridership patterns has been gained through demand data from Stagecoach as well as from a SYSTRA/NELC survey.

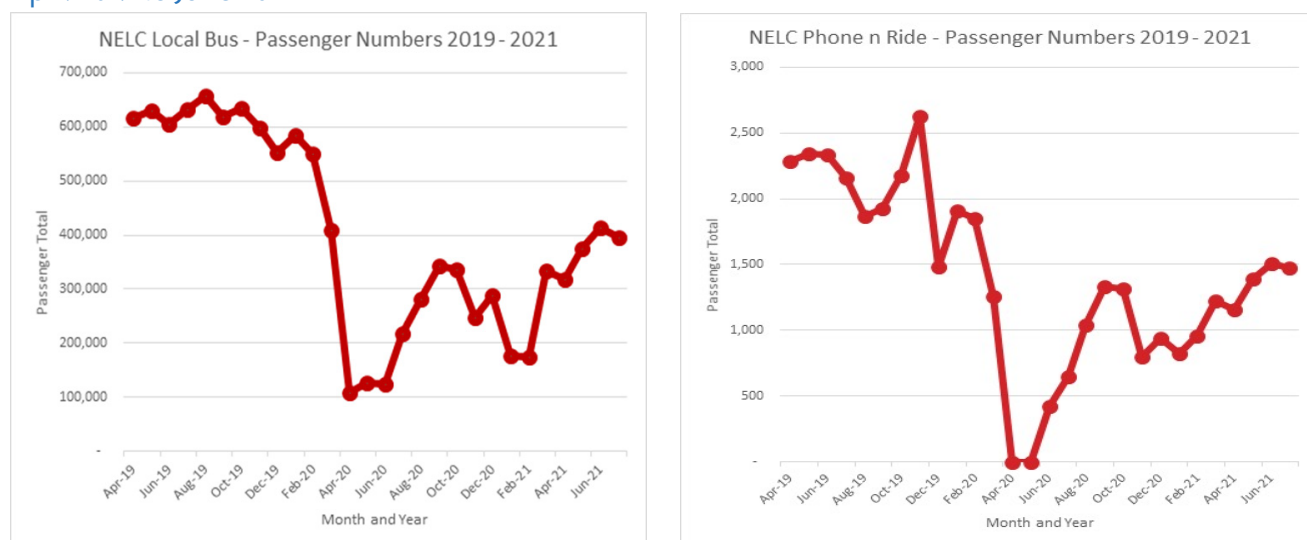
It is clear that patronage has suffered badly since the advent of COVID-19, with an almost 50% drop in passenger numbers from 2019 to 2020 – though recent figures (August 2021) indicated that the steady recovery in monthly patronage had reached 72% of pre-Covid levels. However, projections expect these numbers to once again rise as UK restrictions are lifted, therefore emphasising the need for bus service improvements to help nurture and encourage this regrowth.

**The overall bus patronage data for 2019-2021 is set out in a table below (Source: Stagecoach Data, 2021):**

YEAR	OPERATOR(S)	USER STATISTIC
2019	Stagecoach in North East Lincolnshire	6,241,420
2020	Stagecoach in North East Lincolnshire	3,009,368
2021 (up to July)	Stagecoach in North East Lincolnshire	1,108,220

(These figures do exclude carryings on other two operators' services in N E Lincolnshire; however, the annual totals of the latter, combined, would not reach 5 figures unless every journey was fully loaded, which we assume not to be the case.)

**Figure 5. Graphs showing monthly passenger numbers on local buses and on Phone-n-Ride from April 2019 to June 2021**

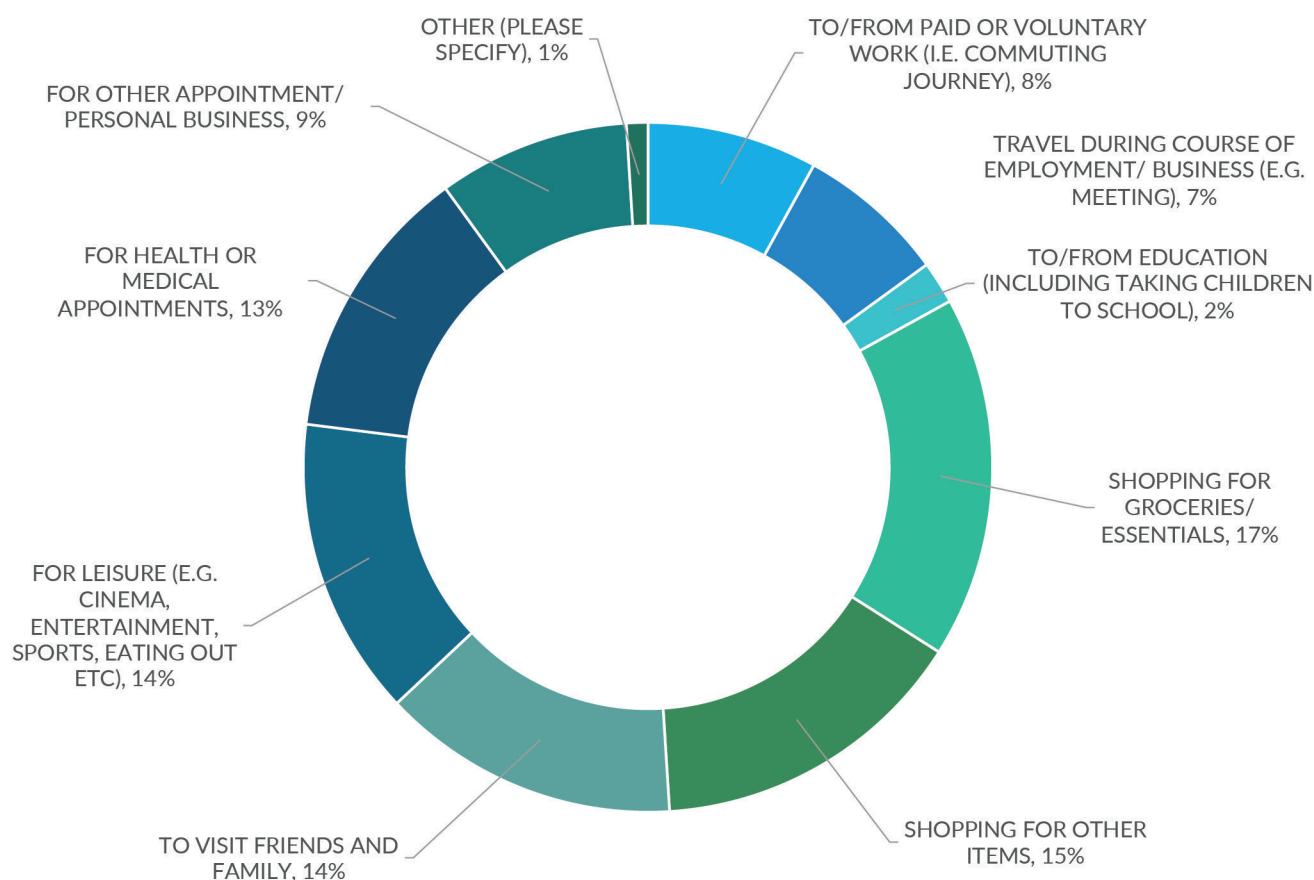


Ridership patterns were analysed by different travel purposes. An overview of 365 surveyed participants' reasons for travelling can be found alongside, providing an overview of bus journey purposes (but not, as numbers of journeys are not covered, a split / apportionment of these).

Thinking about the three months before the COVID-19 pandemic (pre-March 2020)...What types of journeys would you have typically made by local bus?

ANSWER	PERCENT
To / from paid or voluntary work (i.e. commuting journey)	7.58%
Travel during course of employment / business (e.g. meetings)	6.47%
To / from education (including taking children to school)	2.43%
Shopping for groceries/essentials	16.48%
Shopping for other items	15.47%
To visit friends or family	14.16%
For leisure (e.g. cinema, entertainment, sports, eating out etc)	13.85%
For health or medical appointments	13.35%
For other appointment / personal business	9.40%
Other (please specify)	0.81%
<b>Total</b>	<b>100%</b>

Figure 6. A summary of participant journey purpose from SYSTRA/NELC BSIP Survey



Further to this, clues as to future ridership patterns, in the absence of new interventions in the 'landscape' for travel options, can be gleaned from SYSTRA/NELC survey results, in answer to the question:



After all COVID-19 restrictions are lifted in the UK, how do you expect your use of local bus services will change, compared to how you used to travel before the COVID-19 pandemic?

Answer	Percent
I expect to use the bus less often	17%
I expect my bus use to remain about the same	67%
I expect to use the bus more often	17%
Total	100%

Note: As the “more” and the “less” (often) are not quantified, it cannot be inferred whether total bus journeys would increase or decrease.

Through analysis of network data, survey data and performance patterns, a number of data-driven initiatives were developed, in line with Stagecoach and NELC aspirations. Specific initiatives will be explored further in Chapter 4.

On the whole, our BISP initiatives are set to achieve the following in the area:



REDUCE THE NEGATIVE  
ENVIRONMENTAL  
IMPACTS OF CAR TRAVEL



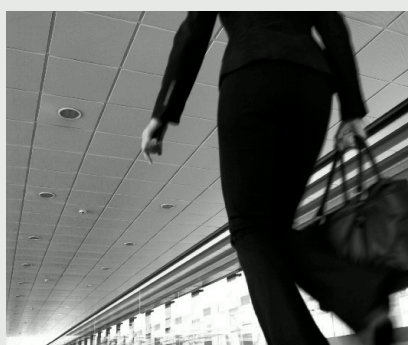
IMPROVE ACCESS  
TO EMPLOYMENT,  
EDUCATION AND  
TRAINING



TACKLE SOCIALLY  
EXCLUDED COMMUNITIES



FOSTER SUSTAINABLE  
ECONOMIC GROWTH



ALLOW TOURISM TO  
GROW IN A SUSTAINABLE  
WAY



ALIGN WITH THE  
NATIONAL ‘GREEN  
AGENDA’



## 2.4 Current situation compared to our BSIP objectives

### RELIABLE AND EFFECTIVE PUBLIC TRANSPORT

The NELC Highway Strategy (2016) identified in section 7.1, some 33 junctions recognised as congested to varying degrees - of which eight were 'scored' around or above half of the maximum (i.e. worst) possible (82), including A180 at Westgate Roundabout (54), A180 at Pyewipe Roundabout (52), and Tollbar and Little Coates Road / Cambridge Road (both 44). Journey time 'extensions' for buses are quite predictable and are generally adequately allowed for in the schedules, such that 'on time' running (<= 5 minutes late) was 90% in 2019/20; and significantly late running, when it does occur, is rarely attributable solely to normal congestion. Progressive installation of TSP (Traffic Signal Prioritisation) along highest priority corridors commenced in 2020; this programme may usefully be accelerated and extended.

The conventional bus route network connects all suburbs and settlements within 3 – 4 miles of Grimsby / Cleethorpes, with 2 to 6 buses per hour across the day time from Monday to Saturday. Places on inter-urban routes (3 routes, to respectively Hull, Lincoln, and Louth) are served generally hourly. This leaves only around 6 settlements within NEL with over 100 population, and none over 360, without any such service – other than Habrough, population circa. 650, which is served hourly by train to Grimsby / Cleethorpes (also Barton-on-Humber for bus to Hull) and is entirely within 400m of the station.

Cross-boundary journey opportunities in directions other than the above, are very limited. The next significant town to the west, Scunthorpe, is 25 miles from Grimsby; while there is a direct hourly train service, the bus journey takes two hours including one change (30-minute connection). The routes to the smaller towns to the south – to Mablethorpe - Alford and to Skegness – operate once weekly, for day trips into Grimsby; this may suffice for the demand, though outward day trips from NEL are excluded. (See 2.4 above for Stagecoach patronage data for 2019-2020.)

However, in the evenings, and on Sundays and Bank Holidays, all such services are hourly, deterring use of buses for evening and weekend activities – with an hourly bus service, users face a long wait unless they can accurately structure their travel to match the limited bus departure times. Our survey did flag some aspirations for improved evening and weekend services, albeit respondents placed greater emphasis on other elements of the bus service offered.

Meanwhile, early morning and late evening bus journeys to and from shift-working places of employment are restricted to the single principal corridor between Europarc industrial estate (where several are located), Grimsby, and Cleethorpes.

**The SYSTRA/NELC (2021) survey also investigated areas that may benefit from improved bus services, for instance participants anecdotally identified the following areas lacking service:**

*(These are an unedited selection of actual quotes from the survey)*

- “Weelsby Road area lacks a bus route”
- “Scartho top needs more buses”
- “Need more services to Laceby village as we feel cut off.... “
- “Not easy to get from Waltham to Cleethorpes, I’m required to change buses in Scartho or travel via Grimsby...”

- *“Hainton Avenue. It has to be the only part of the town that has not got its own local service and does not run at night or Sundays...”*
- *“I live on the Willows estate, it has been a very poor and shoddy service for years”*
- *“No service usable along Clee Road and Weelsby Road”*
- *“Laceby has no Sunday service”*

## AN INTEGRATED TRANSPORT SYSTEM

Given the presence of effectively just one major operator, with the two other operators offering only very infrequent services, integration between different bus services is very good and Stagecoach offers a comprehensive range of tickets facilitating interchange between services.

PlusBus is available throughout most of North East Lincolnshire for interchange at Grimsby Town or Cleethorpes stations. Nevertheless, respondents to our survey did tell us that they would like to see integrated ticketing across modes, which may highlight a lack of awareness of available options – which the partners will tackle as part of the enhanced information strategy in the EP.

In Cleethorpes, bus stops are about a 400m walk from the station, whilst in Grimsby the walk is somewhat shorter (typically less than 200m) – nevertheless, our measures recognise the need to deliver a step change in integration, especially in Grimsby where a new bus/rail interchange facility is proposed.

## SAFETY, INCLUSIVITY, ACCESSIBILITY

NELC is committed to the Equality Act and the Public Sector Equality Duty. Our survey explored these aspects. Improved accessibility for passengers such as raised kerb bus stops or better wheelchair access was the second highest priority amongst respondents and will be reflected in enhancements described in Chapter 4. In Transport Focus’ 2019 survey, 7% of respondents in North East Lincolnshire identified other passengers’ behaviour giving cause to worry or feel uncomfortable, a deterioration from the previous survey in 2017 (when the equivalent figure was 4%), but not atypical of similar council areas elsewhere in England. In 2019, 73% were satisfied with personal safety whilst at the stop, a decline from 80% in 2017.



Stagecoach is investing millions of pounds every year in people, vehicles and systems to improve safety, as well as monitoring its performance at each of its companies and through a dedicated Board Health, Safety and Environmental Committee. Stagecoach is financing programmes that are looking after the recruitment process. Nationally, Stagecoach has invested in on-board cameras (CCTVs) for passenger safety and security, and rolled out unique ‘intelligent’ safer driving signs across its 500-vehicle coach fleet as part of a drive to improve safety on UK roads, but this is not available on buses in North East Lincolnshire. The partners expect to extend these initiatives into North East Lincolnshire as part of their partnership.

The survey undertaken by SYSTRA and NELC prior to the bus strategy launch, also identified the following issues with waiting facilities:

- Antisocial behaviour at waiting facilities
- Presence of alcohol and drug abusers at bus stops (such as Riverhead Exchange)
- Litter, graffiti etc. in bus shelters
- Confusing bus terminus at on-street facilities (Grimsby’s Riverhead Exchange spreads over George Street, Victoria Street West and Town Hall Street)

Regarding accessibility, in the Transport Focus survey, 91% of passengers stating they had a disability expressed themselves satisfied with their bus service experience; and 93% of respondents were satisfied with the ease of getting on the bus (91% satisfied with ease of getting off).

86% of all respondents described themselves as satisfied with the convenience and accessibility of the bus stop location.

These findings were used to guide the priorities for measures within the BSIP, described in Chapter 4.

## EASY DOOR TO DOOR JOURNEYS

This Plan has already highlighted that a comprehensive network is available in Grimsby and Cleethorpes, with reasonable coverage of the rest of the area via interurban bus services, and currently supplemented by demand responsive transport (Dial-a-Ride and Phone-n-Ride). However a significant number of respondents to our survey highlighted more integrated and innovative services such as flexible, bookable services as being a priority for them, and therefore the Plan has identified how these services can be enhanced as part of the BSIP measures in Chapter 4.

## EXCELLENT CUSTOMER SERVICE

The Transport Focus survey reported that 90% of respondents were satisfied overall with their bus service in North East Lincolnshire (2019), highlighting that there is a positive base on which to build. Customer service obviously encompasses a wide range of experiences, but from the Transport Focus survey it was noted that only 73% of respondents were satisfied with the standard of onboard information, 76% with the standard of information at the stops, and 79% with the greeting and attitude of the driver.

When compared to the total England averages, NEL scores higher (90%) than the national average satisfaction level of 85.5% (Transport Focus, Autumn 2019). Similarly, national satisfaction with punctuality totalled just 68.5% (NELC 79%) and satisfaction with value for money at 63.5% (NELC 72%). Nevertheless, the partners want to do better, and enhanced customer service and information provision will be targeted via an improved Bus Passenger Charter as part of the EP, acknowledging the feedback from our recent survey.

## MODERNISATION, DECARBONISATION AND ZERO EMISSION VEHICLES

The table below illustrates the current Stagecoach fleet in North East Lincolnshire, which operates from a depot facility in Grimsby. The fleet is categorised by Emission Standards, whereby Euro VI represents the newest, least polluting buses and Euro III represents those producing greatest pollution.

Figure 7. Emission standards of the Stagecoach NEL Fleet (2019/2020)

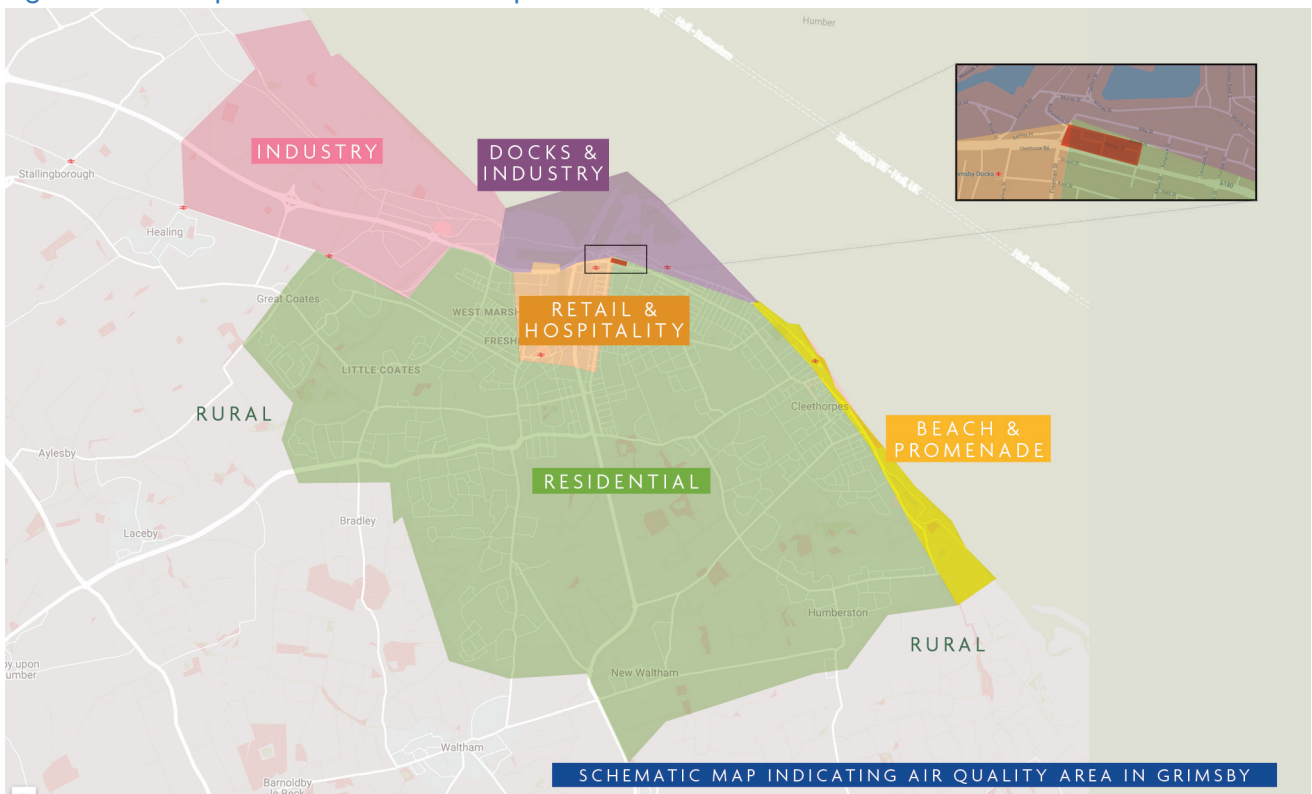
Emission standard	Quantity	Percentage	National figures 2019/20*
<b>Euro VI</b>	4	5.33%	51%
<b>Euro V</b>	50	66.67%	23%
<b>Euro IV</b>	1	1.33%	11%
<b>Euro III</b>	20	26.67%	16%
<b>Total</b>	<b>75</b>		

NATIONAL FIGURES SOURCED FROM DFT ANNUAL BUS STATISTICS: ENGLAND 2019/20

The existing fleet has predominantly Euro V Emission Standard vehicles. The existing Stagecoach fleet has an average age of 10 years (average registration year of 2011). The fleet is entirely diesel powered, but with the support of Stagecoach NELC has a strong ambition to modernise the fleet and introduce zero emission buses, so this will form one of our priority measures described in Chapter 4.

North East Lincolnshire has one Air Quality Management Area, as illustrated. Emissions from road traffic has been identified as the main contributor, therefore making buses cleaner and encouraging mode shift from cars to buses will both help to tackle the air quality issue around Cleethorpe Road / Riby Square in Grimsby.

Figure 8. A map to show the Cleethorpe Road AQMA





NELC's action plan to address the air quality issue includes:

- Improve public transport services, bus stop/train infrastructure & information and interchange facilities;
- Bus fleet upgrades; and
- Encouraging residents and visitors to North East Lincolnshire to use car share and public transport.<sup>6</sup>

## 2.5 North East Lincolnshire LTA's Financial Support for Bus Services

NELC provides relatively low levels of support (3% of vehicle-km, against the national average outside London of 12.3%) for the following non-commercial bus services (amounting to around £233k in 2021/22, alongside some one-off funding from DfT), as follows:

- 1, 2 and 20 Europarc bus service (2021/22 NELC Budget - £162,000) – the only services to this principal industrial / commercial zone.
- 'Phone n Ride' (2021/2022 NELC Budget - £71,300 plus one-off funding in 2021/22 via the external Department for Transport Access Fund Grant - £120,000) - Demand-Responsive Transport (DRT) available to all.
- 5M bus service (one-off funding in 2021/22 via the external Department for Transport Access Fund Grant - £17,000) – serves major training centre (Catch) at start and end of day.

## 2.6 Other Factors that Affect the Use of Local Bus Services

Bus travel is a derived demand – passengers rarely travel “just for fun”, but usually to access other services and activities. In North East Lincolnshire, the aim is to place buses at the forefront of much wider initiatives which will underpin our future success. Therefore three wider themes have been identified, within which the BSIP and the resultant EP will be embedded so that all residents and visitors to the area have the option of an attractive bus service alternative to the private car. These three themes are:

### **Economic regeneration**

INCLUDING ACCESS  
TO A WIDE RANGE  
OF EMPLOYMENT  
AND TRAINING  
OPPORTUNITIES FOR

### **NON-CAR OWNERS Building back Better High Streets**

ENSURING THAT  
HIGH STREETS ARE  
ACCESSIBLE FOR ALL,  
WITH OR WITHOUT A  
CAR

### **The rejuvenation of English seaside resorts**

PROVIDING ACCESS  
TO AND AROUND  
TOURIST ATTRACTIONS  
PARTICULARLY IN

The measures which are identified in Chapter 4 are therefore designed not only to respond to what our residents and stakeholders told us was important (largely articulated in earlier sections of this Chapter), but also to position the bus as a key part of sustainable recovery and regeneration along the coast and throughout North East Lincolnshire. By aligning the BSIP with these wider initiatives, this means that NELC and partners can exploit synergies between parallel policy strands, and double-up on investment opportunities compounding the value of the outcomes.

## 2.7 Parking

Parking strategy including pricing and delivering strategy which encourages bus use is a key issue in North East Lincolnshire. Both partners endorse the need to encourage bus travel as an alternative to the private car, but at the same time recognise that accessing key destinations from the more rural parts of North East Lincolnshire will always be challenging without driving, and therefore a purely anti-car strategy is not feasible. The Council is not in control of all land used for car parking, making practical measures difficult to deliver without implementing untargeted measures like congestion charging or workplace parking levies.

The BSIP will therefore explore opportunities to balance car and bus use for accessing our town centres, incrementally adjusting overall parking policies and charges in step with improvement to the bus service offer. This will include investigating park and ride opportunities, and ensuring that NELC tackles any illegal or problematic parking which disrupts the flow of buses in our towns. Meanwhile, any increase in the Council's parking charges will provide headroom for matching increases in private parking charges.

## 2.8 Main areas of opportunity

It is recognised that Bus Back Better sets a high bar for improving bus services, and NELC's ambitious BSIP will tackle each of the National Bus Strategy's aspirations in ways that reflect the needs of the area's residents as expressed in our survey – the buses they want in North East Lincolnshire should be more frequent, faster and more reliable, cheaper, easier to use and understand, and more comprehensive than ever before.

Analysis in this Plan has already flagged that the great majority of journey attractors are well served across the main part of the weekdays and Saturdays, but recognised that the principal 'evening and Sunday economy' (retail / leisure / evening classes etc.) is served at best very sparsely (hourly services), and that services could be better for commuting to some key employment and training centres, depressing the job prospects of non-car-owners (31% of households in NEL do not have access to a car or van, as compared with 15-21% in the three neighbouring local authority areas<sup>7</sup>).

7

<https://www.racfoundation.org/data/car-van-ownership-rates-by-local-authority-england-wales-data>



In our survey respondents were asked to focus on potential enhancements which would be useful to them (as opposed to desired improvements for all users), which gave the following Top Ten priorities. These were then taken into discussions with bus operator partners and shaped the measures set out in Chapter 4.



LOWER  
COST FARES



MORE  
BUS ROUTES



MORE BUSES  
(INCREASED  
FREQUENCY)



MORE  
WEEKEND BUSES



MORE  
EVENING BUSES




BETTER WAITING  
FACILITIES E.G.  
IMPROVED LIGHTING  
AND SHELTERS



IMPROVED  
RELIABILITY



MORE MODERN BUSES  
WITH WIFI AND STOP  
ANNOUNCEMENTS



QUICKER JOURNEY  
TIMES  
AND MORE BUS  
PRIORITY MEASURES  
(BUS LANES ETC.)



BETTER / CLEARER  
/ MORE RELIABLE  
INFORMATION

## 2.9 Conclusions

The split of bus vehicle mileage in NEL between commercial and tendered (supported) services is 97% : 3%, against the average for England outside London of 12% supported. At the time of developing this BSIP (August 2021), bus patronage is around 60% of the pre-Covid-19 level. The principal operator (Stagecoach ) is aiming to recover patronage and restore fundamental commercial viability across the core network, to avoid reductions in commercial mileage and as a foundation for a strong future.

This requires the help of steady, incremental encouragement away from car use and very cheap parking, towards a higher-quality bus offer facilitated by measures proposed in this BSIP, foremost of which are improvements in bus priority.

Thus, with the core network thriving and secure, the operator will be able to afford additional investment, such as further low-carbon buses and frequency improvements.

The existing network is reasonably comprehensive, and the fact that it is largely provided by one major operator brings inherent simplicity. Bus services in North East Lincolnshire consistently score well in Transport Focus passenger surveys, giving a robust foundation for service enhancements. However; the pre-existing decline in town centre footfall over some years, believed to be at least partly attributable to the rise of online shopping, compound by immediate and lasting impacts from the loss of the bus station in Grimsby, were already taking their toll upon bus patronage even before the Covid-19 pandemic. Nevertheless our analysis, the results of our survey, and insights from Transport Focus have highlighted that users (and potential users) would benefit from:

- Stabilising the network at no less than current service levels;
- Targeted fares promotions (notwithstanding Transport Focus' survey results showing high general satisfaction with value for money);
- Enhanced evening and weekend frequencies;
- Some tailoring of the network to improve how certain destinations are served (e.g. Europarc);
- Improved bus interchange facilities in Grimsby;
- Clearer and more comprehensive information about services and ticketing products through a wide variety of sources;
- Closer integration of the subsidised demand responsive services with each other, and with the wider commercial network;
- Some potential to improve the feeling of personal safety whilst using buses; and
- A need to modernise the fleet and introduce zero emission vehicles.

Each of these areas provide cross-over synergies with our wider initiatives for economic regeneration, building back better High Streets, and rejuvenating our seaside, placing buses at the heart of all these initiatives.

**The delivery of the Measures which constitute this Plan, and hence of the outcomes sought in the National Bus Strategy, are wholly dependent upon Government funding of this Strategy.**



# Headline Targets

As a reminder of our aims, and how the priorities identified by existing and potential users align with them:

## Aim A:

### RELIABLE AND EFFECTIVE PUBLIC TRANSPORT

Enhanced evening and weekend frequencies;

Some tailoring of the network to improve how certain destinations are served (e.g. Europarc);

## Aim B:

### AN INTEGRATED TRANSPORT SYSTEM

Improved bus interchange facilities in Grimsby;

Closer integration of the subsidised demand responsive services with each other, and with the wider commercial network;

## Aim C:

### SIMPLE PAYMENT AND TICKETING

Clearer and more comprehensive information about services and ticketing products through a wide variety of sources;

## Aim D:

### INCLUSIVE TRAVEL

## Aim E:

### EASY AND SAFE DOOR TO DOOR JOURNEYS

Some potential to improve the feeling of personal safety whilst using buses;

## Aim F:

### EXCELLENT CUSTOMER SERVICE

## Aim G:

### DECARBONISATION AND ZERO EMISSION VEHICLES

A need to modernise the fleet and introduce zero emission vehicles.

The BSIP is focused clearly on what residents and visitors said they wanted, as well as how bringing the Bus Back Better will underpin NELC's strategies for economic regeneration, building Better High Streets, and rejuvenating its seaside resort. The streamlined KPIs are informed by that focus.

### 3.1 Targets for journey times and reliability improvements

The choice of Outcomes, or of the dimensions for which we set Targets, is informed by the emphases and priorities within this Plan; while the targets themselves represent challenging, but achievable, growth and improvements over the longer forecasting timeframe for this BSIP.

Our BSIP includes some specific measures to tackle delays to buses, but the broader range of potentially stronger measures will be selected only after feasibility studies from 2022/23; hence, initial dependent targets - particularly journey times - are necessarily indicative at this stage. Meanwhile, scheduling and operational efficiency should continue to improve punctuality and reliability.

Metrics and targets will be as shown in the following Table; Data will be principally as provided by Operator, but sense-checked against that from ABOD (Analyse Bus Open Data) service.

While the improvements will have phased introductions, we are confident that, with the ambition of this BSIP, passenger numbers can be attracted so as to fully regain immediate pre-Covid-19 levels by 2024/25; and we aspire to further year-on-year growth around 2% p.a., to 2029, ahead of ONS population growth projections for Yorkshire and Humber (0.25%) and NEL itself (static), as car users are progressively persuaded to transfer to the bus.

Outcomes	Actual 2018/19	Actual 2019/20	Target 2024/25	Target 2029/30	How will this be calculated?
<b>The proportion of non-frequent bus services (fewer than 6 buses an hour) running on time in your area</b>	95%	n/a	97%	98%	<p>Punctuality (%) = Number of Actual Departures on Time Number of Actual Departures x 100</p> <p>Will be derived from DfT data (BUS0902)</p>
<b>Average excess waiting time for frequent bus services in your area during 2020-21? (6 or more buses per hour)</b>	Currently not reported by DfT	n/a	2	1.5	<p>EWT (min) = Average Actual Waiting Time (min) - Average Planned Waiting Time</p> <p>Will be derived from DfT data (BUS0903)</p>
<b>Reliability of services is determined using a metric called "Lost Kilometre Rate (%)"</b>	0.1%	0.1%	0.1%	0.1%	<p><b>Step 1</b></p> <p>Number of Lost Kilometres (Km) = Total Scheduled Services (Km) – Total Services Operated (Km)</p> <p><b>Step 2</b></p> <p>Lost Kilometre Rate (%) = Number of Lost KM (Km)/ Total Scheduled Services (Km) x 100</p>
<b>Satisfaction with Journey Time</b>	88%	89%	90%	92%	Using transport surveys proportion of passengers surveyed responding 'very satisfied' or 'fairly satisfied' to applicable question
<b>Satisfaction with Punctuality</b>	80%	79%	82%	84%	

## 3.2 Targets for passenger growth and customer satisfaction

### Passenger satisfaction:

Drawing on our survey data, targets will be set for the ‘universally’ important aspects:

- Overall journey satisfaction;
- Overall value for money;
- Punctuality and / or wait time; and
- For a small number of the ‘drill-down’ detailed aspects, selected according to local priority, current low rating, or of course where both criteria apply.

Our future survey regime will complement the regular Transport Focus surveys, potentially adding further categories, particularly where passenger satisfaction has been low or untested in local priority aspects as revealed by the recent online survey; these are the aspects where our BSIP targets will focus.

For example, “Further discounts for young people” rated as a high priority, while the latest TF satisfaction figure for Value for Money, amongst 16-34 age, was (a) the lowest of all satisfaction scores for the LTA, and (b) not stated since 2017.

Performance against these journey times and reliability improvement targets will be reported against and published every six months. For more details see section 1.

Outcome	Actual 2018/19	Actual 2019/20	Target 2024/25	Target 2029/30	How will this be calculated?
Overall Journey Satisfaction	89%	90%	92%	95%	Using transport surveys proportion of passengers surveyed responding ‘very satisfied’ or ‘fairly satisfied’ to applicable question
Satisfaction with Journey Time	88%	89%	90%	92%	
Satisfaction with Punctuality	80%	79%	82%	84%	
Satisfaction with Value for money	71%	72%	77%	78%	
Satisfaction with Bus Driver greeting/ welcome	82%	79%	82%	85%	
Satisfaction with Interior Cleanliness and Condition	83%	80%	83%	85%	
Satisfaction with Availability of seating or space to stand	87%	87%	88%	89%	

### Ridership target(s)

Bus passenger numbers have been obtained from Stagecoach as described in Chapter 2, and will form the benchmark for future targets as set out alongside.

Outcome	Actual 2019	Actual 2020	Target 2024/25	Target 2029/30	How will this be calculated?
Passenger journeys	6.2m	3.0m <sup>8</sup>	6.0m	6.8m	Data from operators on total journeys
16-21 year old passenger journeys	Ticket product not currently offered		tba	tba	Data from operators on sales of young person tickets

# Delivering our vision

Previous Sections set the geographical, socio-economic, and policy background to this BSIP, which seeks to harness NBS funds so that bringing the Bus Back Better drives forward public transport strategy objectives both national (NBS) and local (LTP etc.).

## 4.1 Overall approach

For ease of reference (e.g. to the financial summary), measures are identified by references prefixed by M (e.g. M013).

Bringing Buses Back Better requires cross-departmental working within the Council, to help embed buses within economic regeneration, building better High Streets, and rejuvenating our seaside resort – so an early action will be to carry out a **(M002) Targeted Review of Local Strategies to Influence Bus Service Use**.


Close attention to delivery is critical, and therefore **(M001) a dedicated Enhanced Partnership Delivery Officer** will be appointed to spearhead introduction of our ambitious plans.





The detailed costings of these measures are provided in Appendix A, but summarised below.


**In future, bus services in North East Lincolnshire will aspire to provide:**




GREEN,  
SUSTAINABLE  
TRAVEL  
OPTIONS FOR  
ALL WHO  
LIVE, WORK  
IN AND VISIT  
NORTH EAST  
LINCOLNSHIRE,  
OFFERING AN  
ATTRACTIVE  
ALTERNATIVE  
TO THE CAR  
FOR JOURNEYS  
WHICH CANNOT  
BE MADE BY  
WALKING AND  
CYCLING



FULL  
INTEGRATION  
INTO WIDER  
COUNCIL  
INITIATIVES  
AIMED AT  
REGENERATING  
NORTH EAST  
LINCOLNSHIRE,  
HELPING TO  
BUILD BACK  
BETTER HIGH  
STREETS AS THE  
AREA RECOVERS  
FROM THE  
PANDEMIC, AND  
SUPPORTING  
THE  
REJUVENATION  
OF OUR  
SEASIDE RESORT  
AND TOURIST  
FACILITIES



RESPONSIVENESS  
TO THE  
ASPIRATIONS  
OF EXISTING  
AND POTENTIAL  
USERS AS  
CLEARLY  
EXPRESSED  
THROUGH OUR  
COMPREHENSIVE  
SURVEY



EXTENDED  
HOURS OF  
OPERATION,  
MORE FLEXIBLE  
SERVICES AND  
TICKETING,  
IMPROVED  
INFORMATION,  
SELECTED  
NEW SERVICES  
TO KEY  
DESTINATIONS,  
AND  
ENHANCEMENTS  
TO THE FLEET,  
BUS STOPS AND  
OTHER KEY  
FACILITIES



GRIMSBY BUS INTERCHANGE

**NELC and its partners will do this by taking these actions.**

<b>Delivering our Enhanced Partnership</b>	<b>£ 39,264,126</b>
<b>Delivery Support</b>	£644,500
<b>Bus Service Improvements</b>	£11,587,500
<b>Vehicle Improvements</b>	£6,120,000
<b>Cheaper Bus Fares</b>	£855,000
<b>Bus Punctuality Improvements</b>	£873,350
<b>Infrastructure Improvements</b>	£17,996,676
<b>Information Improvements</b>	£1,087,100
<b>High Level Studies</b>	£100,000

While current assumptions are that funding will be allocated for 2022/23 and subsequent years, NELC is ready and able - if funding is committed and transferred early – to implement a number of these Measures early, bringing forward the delivery of benefits. Examples of these would include a number of the Studies; personnel resources such as Officers for Parking Enforcement, Travel Plans, and the Partnership itself; promotions and marketing; and areas already under NELC’s direct control such as enhanced cleaning, raised kerb bus stops, and so on. The following two major caveats run across the totality of this and future BSIPs, as shown.

**Caveat 1**

Indicative funding requirements are provided, for both ‘immediate’ implementation (scope already defined) measures, and for a range of feasibility / optimisation studies across ranges of possible near-future schemes. Costs are omitted for these near-future schemes and interventions, as these will be selected and scoped, according to conclusions from such studies, through project development processes. Hence, the 2022 and 2023 BSIP updates will inevitably include more specific schemes, and hence funding bids, from the ranges of possible schemes to be evaluated and selected through these Studies.

**Caveat 2**

Distribution of funds actually allocated, across / between the Measures proposed, will be informed by the EP board, and be subject to ratification by the Council, as and when such allocations are advised by DfT. That is, EP will prioritise according to BSIP strategy, and will respond / adjust to any shortfalls through normal programme planning processes, considering ‘defer, de-scope, or delete’ when matching implementations to funding.

**The delivery of the Measures which constitute this Plan, and hence of the outcomes sought in the National Bus Strategy, are wholly dependent upon Government funding of this Strategy.**

This Section sets out the proposed measures and policies, including delivery to the extent that this can be defined at this stage, and explains how these will work together to improve bus services in the area and thereby meet policy / strategy objectives.

The highest-level grouping is by NELC policy objectives; within these, measures are grouped principally according to the Topic headings as set out for paragraphs 68 to 101 of the DfT’s BSIP Guidance document (May 2021).

# RELIABLE AND EFFECTIVE PUBLIC TRANSPORT

## 4.2 Intensive services and investment on key corridors and routes that are easier to understand

### Review Service Frequency

#### **Levelling-Up of Daytime Frequencies on Key Corridors (Monday to Saturday)**

For an effective bus service, across the working / business day and principal commuting times, NELC seeks to establish a minimum standard of hourly services on its “Superbus” inter-urban connections, and a turn-up-and-go frequency with 10-minute daytime headways on all of its principal urban-area corridors, and better evening and Sunday frequencies than currently offered. Improving frequencies was the 3<sup>rd</sup> highest priority for respondents to our survey.

The key urban corridor is services 3 & 4 which link Cleethorpes with Grimsby and the Morrisons at Laceby Road – each service runs every 10 minutes during the day, Monday – Saturday. This represents about a quarter of the bus operations provided by Stagecoach in North East Lincolnshire. As such, it offers immediate potential for self-sustaining passenger growth, and is therefore a high priority for investment.

At present two services fall short of our daytime frequency target: services 53 (Grimsby - Lincoln); and 9 with 10 (Waltham – Grimsby – North Sea Lane) operate at lower frequencies, namely 2-hourly and every 15 minutes, respectively;

These services are to be brought up to this standard accordingly: **(M011) Uplift core urban corridor frequencies** to 6 buses per hour, and **(M012) Standardise cross-boundary service frequencies**. Under this heading, a special standard for the less-than-daily rural routes – including those served by other operators - may also be established.

The frequency increase on the Grimsby – Lincoln service will require joint cross-boundary BSIP funding / co-operation; at time of publishing this is provisional, and subject to Lincolnshire County Council's democratic processes.

#### **Support town centres' evening economy**

14% of respondents to our survey said they currently use buses for leisure activities which most typically take place in the evening – enhancing the attractiveness of evening bus services can build on this foundation, and help underpin our evening economy. ‘More evening buses’ was the 5<sup>th</sup> ranked priority affecting users’ experience of buses in our survey.

Grimsby and Cleethorpes are generally well served on all bus corridors up until the early evening, to bring residents from the wider area into the town centres for evening activities – entertainment, socialising, other leisure, late-evening retail, evening classes, etc. However, for the homeward journey, the service intervals, and hence potential waiting time, are generally 60 minutes; against this, the convenience of a car, or even the expense of a taxi, may be more appealing than reliance on the bus service.

While DRT (Phone-n-Ride) operating and booking hours may be extended (see also under that heading), with the current model this would be of little use for ‘short term planning’ journeys, i.e. whose need, or required time of travel, is indeterminable earlier than on the day, so DRT and the BSIP will review options which may enable new “real-time” booking



**(M013) Improvements to evening service headways on Town / Local services** , to 30-minute, on at least 4 key corridors, to close of service (c. 23.00 from Grimsby and Cleethorpes), every evening except Sundays.

### ***Making Journeys Seven Days a Week by bus***

While the Saturday bus services / frequencies are essentially the same as Monday to Friday, the picture across the day on Sundays is much closer to current weekday late evening provision, i.e. generally hourly frequencies. While average travel volumes across the year in this area are low, half-hourly services on key routes – particularly over the Easter to September period - could well, as on weekday evenings, make bus travel much more viable for many potential users / journeys. ‘More weekend buses’ was the 4<sup>th</sup> ranked priority for respondents to our survey.

**(M014) Improvements to Sunday service headways on Town / Local services, to 30-minute**, on at least 4 key corridors, across the existing traffic day.

### ***Growing the Network Alongside Housing and Employment***

As population continues to grow, and industrial activity continues to expand, so we see additions and expansions in housing estates and in workplaces such as industrial / commercial areas. These need to be served by the main bus network from an early stage, to enable and establish opportunities for and habits of bus travel. This includes ensuring adequate highway provision – which, without targeted intervention, may not exist at the outset. For example, at Scartho Top is an expanding housing estate which needs a bus service, but whose road network so far precludes effective provision of same – an enabling spine road, funded by the developer, is as yet in the future. So, to facilitate timely expansion, we will undertake **(M015) Investigations into Early Inclusion of Housing / Commercial Developments.**





## 4.3 Significant increases in bus priority

### *Comprehensive Delay Reduction Study*

While the NBS provides a rare and significant opportunity for new and additional initiatives, prioritisation of buses over general traffic will be an opportunity for a considerable 'pivot', to change strategic priorities and values. Quicker journey times and more bus priority measures was ranked in the Top Ten survey responses which would encourage more use of buses, and 16% of respondents to the Transport Focus survey identified traffic congestion/jams as a factor adversely affecting their journey time.

Subject to further discussion and in conjunction with Stagecoach, NELC will grasp the opportunity to undertake a **(M021) Bus Priority Study and Punctuality Improvement Plan**, following a wide review and study into factors which improve or worsen punctuality, particularly harnessing the intelligence to be provided by the local bus operator from its driver survey of regular and casual impediments, **across the full range of traffic management measures**. This will of course include bus lanes where these prove feasible and have not been the subject of unsuccessful trial, but also pinch points, short bus-only sections of road (one or both directions), one-way roads for general traffic with bus contraflow, tactical measures where parking / loading bays tend to result in obstruction, etc.

The study will identify where Stagecoach will be willing to enhance service provision in return for investment from National Bus Strategy funding, and where passenger volumes can grow as a result of faster journey times. While the bus operator has suggested Cleethorpe Road, Grimsby Road, Bargate, and Scartho Road amongst initial candidates, no locations or specific measures / interventions are ruled out or ruled in at this stage, although Scartho Road bus lane was recently removed in order to improve overall journey times<sup>9</sup>.

### *Europarc Bus Bridge*

**(M026) Bus-only highway infrastructure:** Europarc (Grimsby end) Bus Bridge.

The road network between Grimsby and the principal nearby industrial / commercial zone, Europarc, necessitates a considerable detour to reach it from the nearest residential, and inner commercial, areas of Grimsby. The principal impediments to provision of a more direct route are (a) a small river immediately along the Grimsby side of the Europarc, requiring a bridge across it to link to roads on the Grimsby side; and that (b) if such a road were to be provided, high levels of traffic would use it as a short cut, and impose too much traffic on roads not suitable for same. It is anticipated that BSIP funding would help continue Europarc services (subsidised by NEL), and to mobilise feasibility studies for this project.

However, a bus-only bridge in that location would

- eliminate wasted mileage and journey time, saving approximately 1 mile and 5 minutes per one-way trip;
- avoid any of the impact from general traffic; and
- make the bus more competitive with the car than now, for those with a choice.

The purpose of any bus-only highway infrastructure is clearly absolutely and solely dependent upon sufficient buses serving it, and hence bus passengers using it. In this particular case, the current services require revenue support . NBS funding – as part of **(M091) Expanded support for socially /**

**economically necessary journeys** - will be required to bridge this revenue gap, at least until this bridge can be served by the more direct bus routes that it will enable.

### **Early implementations**

#### **(M022) Acceleration of Traffic Signal Priority (TSP) programme**

Since November 2020 NELC has been implementing a programme of TSP at junctions along key bus corridors. NBS funding will accelerate and potentially augment this programme, to further reduce buses' late running.

Associated with direct priority measures, is the need to minimise journey time impacts from roadworks. Planned works are already co-ordinated and published by the local highway authority (HA), so that bus operators can view all plans and take appropriate action including better-informed operational, and journey, planning. To maximise the benefit from this, we will appoint an **(M024) Information and Disruption Messaging Officer**, to ensure earliest advice to the operators, and to proactively manage:

**A Disruption Messaging system (M025)**, to inform passengers and potential passengers in real time about potential road disruption at the earliest opportunity, enabling efficient planning of alternative routes etc. (rather than being surprised and further inconvenienced when 'stuck in it'). Better / clearer / more reliable information was ranked 10<sup>th</sup> in our survey.

The HA will develop a system to notify all bus operators of unplanned lane closures and road closures within 15 minutes of first notification, and will encourage/require utility companies to do the same. Subsequently operators must issue up to date service information to passengers via social media / text message / etc. This will help to address the finding from Transport Focus that 1 in 7 bus users identified roadworks as having an adverse impact on their travel time in 2019 (having worsened since 2017 when it was only 1 in 10).

**(M023) Enhanced Parking enforcement** and management (bus stops, tight spots, etc.), on the principal route network, will reduce casual obstructions & impediments, contributing to consistent and reliable journey times throughout the day, delivered by improvements such as CCTV or additional Enforcement Officer resources.



**BUS STOP IN GRIMSBY CENTRAL**

# AN INTEGRATED TRANSPORT SYSTEM

## 4.4 Services patterns integrated with other operators and modes

Improved connectivity between bus and rail services was ranked 14<sup>th</sup> in the responses to our surveys. Where bus services can pass within 200 metres of a railway station without adversely impacting passengers, services should be rerouted, and where possible timed to facilitate interchange for passengers.

- Local services across the main part of the weekday are frequent enough that planned connections are unnecessary; however,
- Railway stations should have a useful, or journey-friendly, minimum level of connecting bus service linking them to substantial local population areas.
- Adopt the Pulse Principle - timetables should be developed such that hourly buses all arrive and depart at the hub within the same window each hour to facilitate interchange. Hubs should include walking, cycling, and park and ride facilities.

NELC will develop and promote such a hub in Grimsby, principally by replacing the on-street bus interchange – a sub-optimally dispersed collection of stops across a cluster of nearby general-traffic streets – by a new, bespoke, **High-quality bus station (M051)** immediately adjoining the retail centre, with most services calling next to the railway station en route.

This interchange facility will contain at least:

- multimodal information,
- real-time data,
- ticket purchase facilities,
- toilets,
- lighting,
- full accessibility,
- CCTV,
- seating and waiting facilities,
- simple and understandable Onward signage.

NELC will work with Stagecoach to **optimise connections** in Grimsby between **low-frequency bus services and each other (M052)**, and in both Grimsby and Cleethorpes for connections **with rail services (M053)**; and also with other partners to improve **Cross-Boundary Links to hospitals (M054)**, particularly Castle Hill on the outskirts of Hull - as demanded by current distribution of healthcare facilities.

All partners want to minimise the adverse impacts of busy traffic on our town centres, making them more attractive locations for everyone to visit and linking to our Building Better High Streets initiative. As part of this, the partners want to deliver park and ride, but it is critical that these sites are located in suitable locations – close to existing frequent bus services (producing a win-win for the operator, and minimising operating costs for the “ride” element) but also ensuring they are at locations which will prove attractive to car users (typically on the edge of the most congested area).

This will be pursued initially through a **Feasibility study and implementation for Park and Ride (M055)**. Armed with the results of this strategic study, and additional funding, the partners would then move to delivery later in the lifetime of the Enhanced Partnership.

Concurrently, opportunities will be explored and taken to set up ‘pop-up’ parking sites for P&R for ‘themes’, seasonal traffic, events, etc., within **(M056) Innovative Services – P & R and tourist routes**.



## 4.5 Integrated ticketing across operator and mode

Stagecoach operate all<sup>10</sup> Regional routes into the area, as well as all local services; and provides through ticketing between them. There is therefore, at present, no significant gap in integrated ticket provision for buses within the NEL area.

Stagecoach also participates fully in the PlusBus scheme, for through rail – bus tickets. However, the PlusBus zone covers almost the whole of North East Lincolnshire in an undifferentiated manner, so the partners will **(M036) Explore a more targeted PlusBus offer** making shorter distance, local connections between bus and rail more attractive.

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<sup>10</sup> Except for the two, once-weekly, day trip journeys into Grimsby by other operators, which leave little time for onward same-day return travel; hence interchange demand is likely to be vanishingly small.





# SIMPLE PAYMENT AND TICKETING

## 4.6 Simpler & lower fares

In our survey, 'lower cost fares' ranked the highest in initiatives that were most important to bus users. While this could indicate an urgent area for improvement, it could be argued that 'everyone always wants cheaper', so this result should be treated with caution; Value for Money reached a 72% satisfaction rate within NEL in 2019 (Transport Focus), surpassed by only 3 of the other 30 council areas surveyed. However, it is also noted that this sample does not represent separately any youth responses, where value for money is deemed lower (NELC/SYSTRA Survey 2021).

Existing fare types include:

- Single Ticket – Adult and Youth
- Jobseeker ticket - available to job seekers with a Jobseeker Plus ID card
- Grimsby DayRider (and DayRider Plus)
- Grimsby 7-day MegaRider (and Grimsby Plus 7-day)
- Grimsby 28 Day MegaRider (and plus)
- Grimsby MegaRider Xtra

With passenger satisfaction high for adult fares, NELC is satisfied with standard fares. However; while the typical return trip ticket price into Grimsby or Cleethorpes from the suburbs and surrounding settlements is amongst the cheapest (for a typical 3-mile-each-way journey) across the whole of the East Midlands, it is also very close to the cost of 4 hours' car parking in the centres – while a return trip for two adults on the bus costs around 50% more than a whole day's parking. Hence, for people who have the choice, the bus often struggles to compete, on perceived cost, with the car – so, for a holistic approach to bus usage, regular reviews of town centre car parking capacity and charges need to address this. Nevertheless, some themes did emerge from our survey, which the partners would wish to tackle to help bring Buses Back Better.

### *Lower Fares for young people*

For youth fares, Stagecoach have accepted there is room for improvement on this, in order to increase youth satisfaction but also to increase access to education / training, and improve general mobility. In direct response to the clear messaging from our survey, in conjunction with NELC, Stagecoach will seek to **(M032) Develop discounted fare products for Students / Apprentices / Youths**, with potential for funding through the education system and NBS (to be explored by NEL).

As part of the simplification of fares within North East Lincolnshire, the BSIP aims to ensure that there would be low student, apprentice and youth fares as standard.

### *Extension of Zonal Fares*

For single journeys, there is already one 'universal' or flat fare for any journey within and between Grimsby, Cleethorpes, and their immediately adjoining suburbs / villages etc. (and a lower 'short hop' fare). However, this excludes the remaining settlements in NEL, namely the westward villages to Immingham, for which a higher fare is payable. Inclusion of journeys to / from these settlements into the same fare, would constitute the ultimate simplification – a single zone for the entire LTA area. However, zone expansion for commercial services comes at a 'price' of increasing the lower fares, which is not desired, to reduce the higher ones; a two-zone structure is therefore proposed.



With NBS funding to move to a simple two-zone fare structure for NEL:

**(M031) Fare Stage Rationalisation** will lead to only two different fares (of a kind e.g. adult single) for journeys of any distance within NEL).

- This can be based on a single boarding or it can be based on duration (e.g., within two hours of ticket issue or validation).
- Partners anticipate that as well as simplifying ticketing in the area, that this will also increase value for money amongst bus users (subject to careful transitioning).

This will be supported by publicity and promotion, while modelling will inform the optimal transition path to minimise loss from eventual future increases to shorter-journey prices. A further risk is that a 'fare drop-off' could cause an issue with areas outside of these fare zones expected to pay disproportionately higher figures 'across the boundary'.

### **Capped Daily Charge**

As in many areas of the country, day / weekly etc. tickets are available which allow unlimited travel within their defined areas and validity periods; however, a user who buys one journey at a time may incur a greater cost than this.

Subject to identifying the most appropriate technology and operation, Stagecoach will **(M034) Introduce fare capping across NEL**, for users of contactless payment media. This was the 12th highest priority for respondents to our survey.

The cap will limit how much a person will pay for all journeys in one day, i.e. the passenger could make journeys such that, once the 'day ticket' total is reached, no further charge would be made that day (and possibly similarly for weekly etc. travel).

- Stagecoach have indicated that work is already underway regarding a capped charge in the area. This approach will allow customers to buy tickets for the whole area or their local area, including the potential to use debit cards.
- Stagecoach are also expected to explore the different factors that may influence caps, and therefore revenue, such as times of the day (peak and off-peak), and different demographic groups.

The introduction and subsequent success of this scheme is dependent on the operator getting the suitable technology and operational functions in place, to for example, deal with processing debit card payments and refunds automatically.

### **Ticketing Carnets**

Of 365 survey respondents, 67% claimed their bus use would remain the same as pre COVID-19 restrictions. However, NELC and Stagecoach expect some, primarily commuting, habits may change dramatically as a result of extraneous variables such as the ongoing pandemic leading to more hybrid working regimes. This is supported by SYSTRA's own research, which found an expected 19% decrease in commuting post-pandemic (2021). Furthermore, 36% of the sample claimed they will be making fewer trips to respective UK town centres (SYSTRA, 2021).

Therefore, one further ticketing initiative is to **(M033) Introduce a ticket 'Carnet' for NEL**, as an alternative to e.g. a 7-day weekly pass.



A carnet would provide a book of tickets (which may be virtual for contactless), to use as and when desired, whilst still receiving the discount benefit of purchasing multiple journeys together, as in conventional season tickets.

- Stagecoach confirmed that this option is already being explored, to benefit North East Lincolnshire, subject to appropriate approvals from the DfT, as well as commercial viability for Stagecoach.
- Commercial viability would waive any need for support from NBS or other public funds.

### **Promotional fares**

Stagecoach have in the past offered, and heavily marketed, promotional or ‘trial’ fares, to raise awareness of bus travel opportunities and encourage early or additional take-up of their services, in connection with themes, events, etc.

Stagecoach will **(M035) Step up the rate and extent of promotional fares** to stimulate interest, ‘trying out’ the bus, and longer term demand.

### **Contactless Technology**

It is also intended to progress the **Enhancement of Contactless Payment (M074)**, to facilitate migration towards smartphone-based ticketing.



# SAFETY, INCLUSIVITY, ACCESSIBILITY

## 4.7 Safety, Accessibility, Comfort, Ambience

### *Waiting places and facilities*

Better waiting facilities e.g. improved lighting and shelters was ranked 6th most important for respondents to our survey, and some 72% of respondents indicated that this would help them to use buses more.

The NBS states (pg 41) the need to consider the ‘impact of roadside infrastructure (e.g. bus stops and shelters) on passenger safety, security and accessibility’.

NELC manages 817 bus stops within its jurisdiction. However, currently 338 stops (over 40%) are inaccessible to disabled or limited mobility passengers. Improved accessibility for passengers such as raised kerbs / better wheelchair access was ranked 11th priority by respondents to our survey.

The NBS reiterates the importance for safe and accessible travel for all, therefore, NELC plan to improve these aspects at bus stops throughout the area.

NELC therefore has plans to progress bus stop improvements, including at all 338 not fully accessible bus stops, through

- **Raised kerb access (M111)**
- **Survey + remedial works for footways etc around main stops (M112)**, including safe crossing access
- **Bus shelter improvements – upgrades, replacements, additions & CCTV at selected bus stops (M114)**

In Chapter 2, the adverse impacts of antisocial behaviour and confusing bus terminal arrangements were both flagged by respondents to our survey. NELC’s plan to re-create<sup>11</sup> a centralised bus station (**M051**, above) in the centre of Grimsby (site to be confirmed) will be a major advance against these problems, and incorporate- :



Further to this, the Council has committed to exploring the idea of **(M115) Booked passenger assistance** in partnership with Stagecoach, who would be expected to improve safety within the area and on all services; while Stagecoach would provide **Staffed lost property facilities (M083)** there.

<sup>11</sup> A bus station was previously located at Riverhead Exchange on Freshney Place, however closed in 2014 and was replaced with on street stops.



Antisocial behaviour will be tackled at shelters and stops where this occurs, by **(M116) Acquisition and deployment of ‘mobile’ CCTV units**, to collect evidence necessary for police intervention to address the problem.

NELC will also increase capacity for additional resources to support an **Enhanced cleaning regime (M113) for shelters**, and thereby maintain significantly higher standards in this area.

## 4.8 Demand responsive services and socially or economically necessary transport

### *Travel to Work context*

This category, while one amongst many which are socially / economically necessary, is highlighted as particular to this area.

Although traditional commuting patterns (9-to-5, Monday to Saturday) are generally well served, the area also has clusters of workplaces staffed on a shift pattern, typically 06.00 – 14.00 – 22.00, on a 7-day-week. The principal clusters are a few miles from, and approximately northeast of, central Grimsby - at Europarc, and along Moody Lane. These are currently served by conventional bus services across the ‘normal’ day (routes 1 and 2) and also at these early / late extremes (route 20); however, (a) this serves only one corridor out from Grimsby, albeit probably the most populous one, and (b) no services run on Sundays.

This leaves gaps from the other corridors, and indeed from everywhere on Sundays, in the conventional bus network; yet the DRT (Phone-n-Ride) service does not currently operate at these times. The local area Jobcentre advises that carless jobseekers have therefore been prevented from accessing these jobs.

In our survey, ‘More bus routes’ was ranked 2nd highest priority by respondents, and it has been previously commented about the apparent low mode share for buses and the low incidence of “commuting” (just 8% of all ‘selections’) as among purposes for trips made by bus in our survey).

Within nine miles across the NELC boundary – and therefore beyond the current geographical limits of the Phone-n-Ride service – are two small towns (Caistor and Louth) with clusters of workplaces which NEL area jobseekers may reasonably wish to work. While these are served by interurban services from Grimsby, the timings would mean nearly the full hour’s waits for working hours 8-to-4 or 9-to-5. Here, a ‘limited and specific’ (these places, work journeys, only) extension of the Phone-n-Ride service would likely be very helpful – but require expansion of resources.

### *Demand responsive transport (DRT)*

While in August 2021 it is far too early to gauge and reliably forecast the extent to which bus patronage may recover ‘post-Covid’ – itself a highly uncertain point in the future – the Operators will continue to monitor patronage, reporting to and liaising with NELC if and as services or frequencies become commercially unviable, and also threaten provision of socially or economically necessary services. In such cases, funding options will be sought accordingly to protect the latter.

Current provision of Demand Responsive Transport (DRT) is stated in Chapter 2, none of which is commercially viable but provides a range of socially and economically necessary journeys. While the Dial-a-Ride (DaR) service, requires minimal financial support from the Council (mostly just

concessionary fare reimbursement), the all-user Phone-n-Ride (PnR) requires continuing support, and NELC wants to build on the existing operation to provide a more flexible response to emerging travel needs, trialling new links more cost-effectively than with fixed route conventional services, and offering lower cost alternatives for enhanced evening and Sunday services. The current DRT offer also does not cater for the early / late journeys to and from work.

Beyond the maintenance of current service provision, immediate and specific measures will include **(M092) Extending Phone-n-Ride's range to encompass to/from work journeys**, (those not feasible by main bus network) particularly at key concentrations of shift-based workplaces (supplementing the single Europarc bus route):

- extend its hours to cover 05.00 to 23.00 weekdays;
- later hours also providing capacity for evening economy (including adult education);
- potentially (a) Sunday service, (b) 'nearby' cross-boundary range, both for access to work.

Further measures include a thorough **DRT efficiency & Best Practice study (M093)**, to explore

- issues & opportunities between PnR and DaR, such as modernised booking / back office systems, shared assets / staff ; and
- best practice & learning points from DRT – operation, booking, marketing, information, integration - elsewhere e.g. Sevenoaks, Milton Keynes.

### **Other socially or economically necessary transport**

The Europarc bus service mentioned above provides a socially / economically necessary services which requires revenue support; this Europarc bus service is to be extended<sup>12</sup> / amended **(M091)**, below), to also serve nearby employment zones in future. Evening uplifts in town centre service frequencies **(M013)**, above) may likely fulfil further such needs, for evening education / healthcare / employment access. **Expanded support for socially / economically necessary journeys (M091)** will allow us to safeguard our existing comprehensive network in the face of commercial pressures.

Partners will engage with local employers, such as the NHS Trust, to develop **(M101) Commuter travel plans** which champion the use of the bus, supported by the appointment of a **(M102) Green Travel Plans officer**.

Discussions with NELC's Independent Travel Trainers highlighted specific needs for learners to independently access Linkage College and provide learners who live at the Isaac's Hill/Grimsby Road area of Cleethorpes to access a quicker and more direct route to/from Grimsby Institute (of Further and Higher Education) and local secondary schools at peak times, supplementing existing service 53 on a slightly different route, which has been included within the overall planned changes to service 53 **(M012)**.

NELC has also identified an economic need to extend service 20 to/from Moody Lane which is incorporated into continued support for services 1, 2 and 20 **(M091)**.

Many residents of North East Lincolnshire work or attend Castle Hill Hospital in Cottingham, near Hull, which is outside the Council's area – while existing service 250 links NEL to Hull itself, it passes no closer than 4.5 miles to the hospital, so would require additional resources to serve this key destination. NELC intends to make arrangements for a suitable diversion or other connection to **(M054) Deliver economically and socially necessary service to Hospitals (particularly Castle Hill)**.

# EASY DOOR TO DOOR JOURNEYS

## 4.9 Single local transport system, with clear passenger information

With virtually all bus services in NEL being operated by the same company (Stagecoach East Midlands), for all intents and purposes, the bus services already comprise a single system.

The bus network within NEL must be clear to users, both current and lapsed.

Better / clearer / more reliable information was ranked in the top ten priorities for respondents to our survey, whilst information that is easier to access and reduced frequency with which bus service timetables change were both in the top twenty, affirming the need for users being able to understand, have access to, and experience the following:



EASY TO UNDERSTAND  
ROUTES



SIMPLER  
ROUTES



COMMON NUMBERING  
SCHEMES



CO-ORDINATED  
TIMETABLE CHANGE  
DATES



GOOD  
PUBLICITY



COMPREHENSIVE  
INFORMATION ONLINE

With most of these requirements already fully satisfied or optimised, it is recommended that the following are provided:

- **(M061) Real Time Bus Information - Countdown displays at main stops - renew / extend scope**
- **(M062) Limited (to 2) & fixed annual dates for timetable changes**
- **(M063) Refreshed / locally targeted Branding / Marketing**
- **(M064) Special promotions of selected routes** e.g. #17 Cleethorpes 'Holiday' service.

Regarding the latter of these; Stagecoach have existing marketing of routes in place within the area, including comprehensive website provision of routes, ticketing and comprehensive pricing structures. Promotions and marketing may boost the 'day trips' inbound market served by the other operators who currently provide a single weekly service each, especially in conjunction with additional day(s) of operation **(M012)**.

NELC has already engaged with Visitor Economy Services and Retail (our private sector lead partner for promotional activity) and Discover North East Lincolnshire to develop some initial concepts, including:

- buses as part of wider promotions such as tourist trails;
- promotions such as money-off opportunities;

- free or discounted tickets to employers for a week, for participating businesses to distribute to employees; and
- art initiative for children aimed at enhancing the bus stop environment, discouraging antisocial behaviour, and communicating positive messages (e.g. greener travel) in a more engaging way for different target groups.

Another measure to improve marketing of routes is for selected routes to be rebranded, according to the areas or trip attractors that they serve.

To increase ease of understanding routes within the NELC area, the delivery of multi-media marketing strategies is proposed.

In addition, partners will explore how to tailor some specific bus services to particular users, for example by:

- introduction of 'Seaside services', seasonal services aimed at the booming 'Staycation' Market in the UK – and tying into our vision of integrating Bus Back Better with wider initiatives to rejuvenate our seaside resort; or
- a special service could provide a feeder service to Blundell Park (Grimsby FC) on matchdays.

Both initiatives are based on successful tailored services in other towns, for example the Coastal Clipper in Great Yarmouth (see below) and the network of football services on matchdays in Reading.

Marketing for the above could include:



One route identified that could be conducive to this strategy is the existing summer-season #17 service, connecting seaside resort Cleethorpes with other attractions in the nearby, but not walkable, area.

Figure 9. Great Yarmouth 'Coastal Clipper' – example of marketing for selected routes





# EXCELLENT CUSTOMER SERVICE

## 4.10 Give bus passengers more of a voice and a say

### Passenger Charter

NELC has embraced the principles articulated in the NBS for **(M081) a Bus Passenger Charter** (BPC), by commissioning a BPC for NEL alongside development of this BSIP, to be maintained (under the EP) going forward. This will showcase a consistent commitment to a high standard of service to bus users; it will be developed following NELC approval of this BSIP.

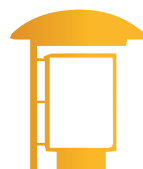
This BPC will set out what passengers can expect from bus operators delivering local bus services across this area, and will include commitments on:



PUNCTUALITY,  
WAITING TIMES,  
AND RELIABILITY



PASSENGER  
SATISFACTION –  
OVERALL, AND  
KEY ASPECTS



CLEANLINESS OF  
VEHICLES AND  
SHELTERS



PROVISION  
OF TIMETABLE  
AND REAL-TIME  
INFORMATION



ACCESSIBILITY  
OF BUS  
SERVICES



SAFETY AND  
SECURITY  
ACROSS THE BUS  
NETWORK



CONSULTATION  
ON SIGNIFICANT  
SERVICE  
CHANGES



FEEDBACK AND  
COMPLAINTS  
HANDLING

This Passenger Charter will build upon existing standards, such as that already provided by Stagecoach, the area's principal operator - and look toward the additional improvements in this BSIP.

The role of the Passenger Charter is to give confidence to existing passengers about their bus services, and to attract new bus users. It will be reviewed by the LTA and operators every three years, with passengers and passenger advocacy groups consulted on any revisions.

An up-to-date version of the passenger charter will be available at:

- Operator website links
- LTA website links

Paper copies and accessible versions of the passenger charter will be available from operator and council offices, including the new bus interchange in Grimsby. The passenger charter will also be displayed prominently at major bus stops and interchanges across North East Lincolnshire.

## Enhanced Passenger Survey

More directly than through the passenger charter, customer satisfaction must also be nurtured and monitored by specific customer relations staff and interactions.

Customer satisfaction is rated as high by Transport Focus in the area (90% very or fairly satisfied which is towards the upper level of satisfaction amongst non-metropolitan councils in England), however NELC and SYSTRA research continues to indicate specific areas of passenger dissatisfaction

Therefore potential measures under consideration to increase satisfaction are:

- **(M083) Improvement of lost property reporting and contact points**
- Increased, and clear, communication between operators through the Enhanced Partnership
- Introduction of **Bespoke, Enhanced regular passenger surveys (M082)** from NELC (in order to supplement existing survey data from Transport Focus and Stagecoach) – to include origin / destination surveys etc., at intervals, for better gathering of travel data.





# MODERNISATION, DECARBONISATION AND ZERO EMISSION VEHICLES

## 4.11 Modern Buses and Decarbonisation

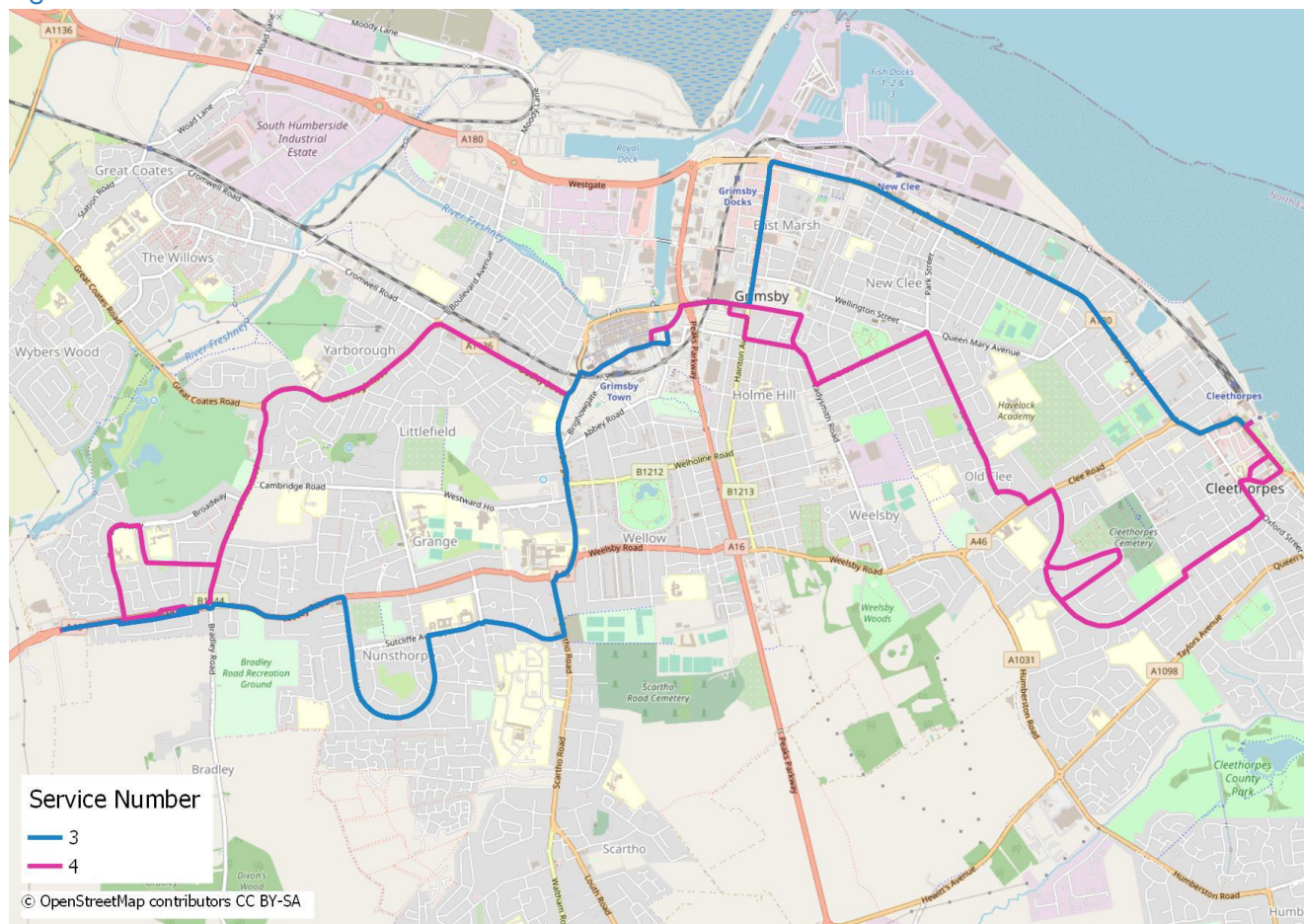
### Decarbonisation

With the majority of NEL bus routes operated by Stagecoach, it is crucial our BSIP aligns with Stagecoach plans for carbon reduction. NBS (p41) refers to ‘air quality issues and carbon reduction targets which improved bus services could address, and set out actions working with operators to transform the local bus feet to zero emission.’

Given our location on the ‘Energy Estuary’, NELC is keen, and well-placed, to promote the ‘green agenda’, noting that:

- In order to deliver decarbonisation, it is noted that Stagecoach (UK) is also aiming for Zero Emissions by 2035 (through technologies such as electric battery buses and biofuel).
- Stagecoach also note that capital grants could bring this date forward locally in some specific localities.

Figure 10. Route of Services 3 & 4



### (M073) Electric Buses

NELC therefore intends to enable introduction of a fleet of electric buses on routes 3 and 4, two of the busiest of the nine services comprising the current ‘Town’ network, and which pass through Grimsby’s Air Quality Management Area around Cleethorpe Road. More information is provided in

Appendix D, but in summary this would involve 20 diesel buses being replaced by buses using battery-electric power, with the investment in charging facilities at the Stagecoach depot in Grimsby then providing a springboard for future purchases of zero emission buses to progressively convert the whole fleet by 2035. Total cost would be £8.7m, of which Stagecoach would contribute £3.4m.

This represents around 1.6m, or 40% of, annual bus-km operated within NEL. Approximating fuel consumption by rule-of-thumb “6 miles per gallon” (2.1 km per litre), this would be approximately 750,000 litres of fuel each year. In the long term (3 to 5 years), these operations may be able to relocate to a purpose-built depot in NEL which would specialise in electric buses. If this occurs, there are opportunities to link this project with the NELC / ENGIE Solar Farm. If this is possible, the existing Victoria Street depot may become available for Regeneration purposes, aligning the investment with wider sustainability and regeneration initiatives..

### **Modern Buses**

Currently, the bus fleet within NELC features a diverse fleet of buses from a variety of manufacturers. Modernisation of the fleet is set to continue with every new bus including upgraded features as a standard.

With the majority of NEL bus routes operated by Stagecoach, there is a commitment from the operator to provide modern features in all new buses, including, but not limited to:

- Leather seats
- USB charging ports
- WiFi, as well as other features.

NELC and Stagecoach will explore / develop business cases to **(M071) Retrofit on-bus Comfort & Amenity Features** to the existing local fleet .

Through Stagecoach it is intended to introduce **Next Stop announcements (M072)**, useful to all but particularly helping visually or physically impaired users.

### **Longer term transformation of networks through Bus Rapid Transit or similar**

North East Lincolnshire already benefits from a comprehensive local bus network. Like many smaller conurbations, Grimsby and Cleethorpes have relatively dispersed populations without the concentration of demand in sufficient volumes along radial corridors which would typically support a Bus Rapid Transit (BRT) solution. In addition, although NELC will take action to improve bus average speeds and reliability, there are no obvious corridors requiring “end-to-end” bus priority solutions.

NELC will – therefore – continue to develop selected corridors in conjunction with our partner operators, but do not currently envisage a BRT or similar solution offering good value for money.



# Reporting

The Enhanced Partnership Board will meet up to six times per year replacing the existing Voluntary Bus Quality Partnership, and receive reports about progress with providing the Facilities and measures described above.

Every six months, where monitoring allows this will include specific reporting against the KPIs set out (in draft) in Chapter 3, which will flag whether the measures being implemented are delivering on the goals of the Partnership. After debate within the Partnership, the results of this monitoring will be published on North East Lincolnshire Council's website. The Enhanced Partnership Terms of Reference will set out more detailed governance arrangements.

Every 12 months the Partnership will review whether adequate progress is being made against the KPIs, and where necessary adjust these to take account of changing circumstances, broadly:

- Where better progress has been made against KPIs, adjusting these to more ambitious targets if it is considered that the improved progress can be sustained; and
- Recalibrating timescales for KPIs which prove to be more difficult to achieve than envisaged, so that monitoring takes place against more realistic timescales.

In Chapter 4 it was acknowledged that some measures will emerge in greater detail once key studies have been completed – in some circumstances it may therefore be necessary to introduce additional KPIs to reflect these new measures, and the annual review will offer an opportunity to introduce new benchmarks where these prove necessary.

## 5.1 Staff Support

Taking forward our ambitions will require a step-change in activity to support buses within the Council, and on behalf of our operator partners.

It is therefore the intention to appoint an additional **(M001) Enhanced Partnership Delivery Officer** specifically focused on taking forward our Bus Back Better ambitions.



## 5.2 Operator Support

The BSIP has been developed in conjunction with the principal local bus operator, Stagecoach, who are responsible for 99.95%<sup>13</sup> of local bus kilometres in North East Lincolnshire. Their Letter of Support will accompany this BSIP when published.

<sup>13</sup> Non-Stagecoach services traverse 7km between central Grimsby and the NELC boundary near Holton-le-Clay. One return journey per week by each of the two operators, constitutes  $(7 \times 2 \times 2 \times 52) = 1,456$  km per year, of the annual total for NEL of 3.3 million km (2019/20).





# Overview table

The following table provides an overview of the scope and scale of the ambitious North East Lincolnshire BSIP

<b>Name of authority or authorities:</b>	<b>North East Lincolnshire</b>
<b>Franchising or Enhanced Partnership (or both):</b>	Enhanced Partnership
<b>Date of publication:</b>	October 2021
<b>Date of next annual update:</b>	October 2022
<b>URL of published report:</b>	<a href="https://www.nelincs.gov.uk/streets-travel-and-parking/highways-projects/business-cases-and-funding-bids/">https://www.nelincs.gov.uk/streets-travel-and-parking/highways-projects/business-cases-and-funding-bids/</a>

Targets	2018/19	2019/20	Target for 2024/25	Description of how each will be measured (max 50 words)
<b>Journey time</b>	89%	n/r	92%	Passenger satisfaction with journey time as reported in Transport Focus survey
<b>Reliability</b>	95%	n/r	97%	Punctuality as reported by DfT Bus Statistics (BUS0902)
	99.9%	99.9%	99.9%	Scheduled mileage operated, based on statistics provided by Stagecoach
<b>Passenger numbers</b>	6.2m	3.0m <sup>14</sup>	6.0m	Provided by Stagecoach
<b>Average passenger satisfaction</b>	90%	n/r	93%	Derived from Transport Focus survey

Delivery - Does your BSIP detail policies to:	Yes/ No	Explanation (max 50 words)
<b>Make improvements to bus services and planning</b>		
<b>More frequent and reliable services</b>		
<b>Review service frequency</b>	<b>Y</b>	(M011-4) <sup>15</sup> Daytime frequencies on inter-urban, and key urban, corridors to level-up to good standard; Evening & Sunday frequencies to be doubled on key urban corridors.
<b>Increase bus priority measures</b>	<b>Y</b>	(M022) Accelerate TSP programme; (M021) Review of all punctuality factors including other priority measures -> Punctuality Improvement Plan; likely focus on Cleethorpe Road, Grimsby Road, Bargate, Scartho Road, etc as identified in the bus priority study; (M024/5) Roadworks notification + disruption messaging; (M026) Bus-only highway infrastructure (Bus Bridge for Europarc).
<b>Increase demand responsive services</b>	<b>Y</b>	(M092) Longer operating hours + Sunday 'special' for shift workers, and (M093) feasibility study into synergies with Dial-a-Ride provision
<b>Consideration of bus rapid transport networks</b>	<b>N</b>	Insufficient concentrations of dense demand to justify investment above planned bus priority measures, upgraded vehicles, etc which are included as standard in other measures
<b>Improvements to planning / integration with other modes</b>		
<b>Integrate services with other services / transport modes</b>	<b>Y</b>	(M051) Bus Station + (M052/3) timetable alignment on low frequency services; (M055) Park-&-Ride Study and Implementation for up to 2 sites / 3 routes; (M056) Innovative Services – P & R and tourist routes.
<b>Simplify services</b>	<b>N</b>	Not specifically targeted – network is provided by a single operator, and is relatively simple already
<b>Review socially necessary services</b>	<b>Y</b>	(M091) Expanded support for socially / economically necessary journeys (including extending supported Europarc services), also (M092) DRT especially for work journeys unfeasible by main bus network; possible synergies (M093) with Dial-a-Ride.; (M054) Improve cross-boundary links to key hospitals.
<b>Invest in Superbus networks</b>	<b>Y</b>	(M012) Standardise cross-boundary service frequencies: Interurban Superbus service 53 (Grimsby - Lincoln) will be enhanced in conjunction with neighbouring Lincolnshire County Council
<b>Improvements to fares and ticketing</b>		
<b>Lower fares</b>	<b>Y</b>	(M032-4) Youth fares schemes; Carnet; Daily capping. (M036) Better-targeted (refined) PlusBus zoning. Potential 'promotional' fares (M035) for themes / events / marketing.
<b>Simplify fares</b>	<b>Y</b>	(M031) Fare stage rationalisation / Two-zone structure for NEL; (M074) Enhancement of Contactless Payment.



Delivery - Does your BSIP detail policies to:	Yes/ No	Explanation (max 50 words)
<b>Integrate ticketing between operators and transport</b>	Y	Continuing PlusBus for rail / bus; negligible demand from non-Stagecoach operators to Stagecoach-only destinations, compared to added complexity to accommodate inter-operator tickets
<b>Make improvements to bus passenger experience</b>		
<b>Higher specification buses</b>		
<b>Invest in improved bus specifications</b>	Y	(M071) Leather seats; USB charging ports; WiFi, now standard on all new buses, possible retrofits subject to business case; (M072) 'Next Stop' automated announcements.
<b>Invest in accessible and inclusive bus services</b>	Y	(M111-4) Raised kerbs, survey walk routes to stops, improve waiting facilities including enhanced cleaning regime + upgrade programme
<b>Protect personal safety of bus passengers (+ ambience)</b>		
<b>Improve buses for tourists</b>	Y	Good product already, but will invest in promotion / marketing (M064)
<b>Invest in decarbonisation</b>	Y	(M073) bid for zero emission electric buses, initially on routes 3 & 4
<b>Improvements to passenger engagement</b>		
<b>Passenger charter</b>	Y	Will be developed (M081), and include 2 fixed timetable change dates per year (M062); supplemented by enhanced passenger survey regime (M082)
<b>Strengthen network identity</b>	N	With only one principal operator, network identity is already very simple. However NELC will work with Stagecoach to (M063) strengthen branding of local network.
<b>Improve bus information</b>	Y	(M061) update / increase Real Time Information ('Countdown') displays at main stops; (M063-4) advertising & promotions, especially summer #17. Also, enhanced level of promotion of (M101) Commuter Travel Plans and (M102) Green Bus Travel Plans.
<b>Other</b>		
<b>Other</b>		
<b>Other – Customer Care</b>	Y	(M115) Booked passenger assistance at interchanges; (M083) Lost Property facility at bus station; (M113) enhanced regime of shelter etc cleaning / de-graffiti etc.

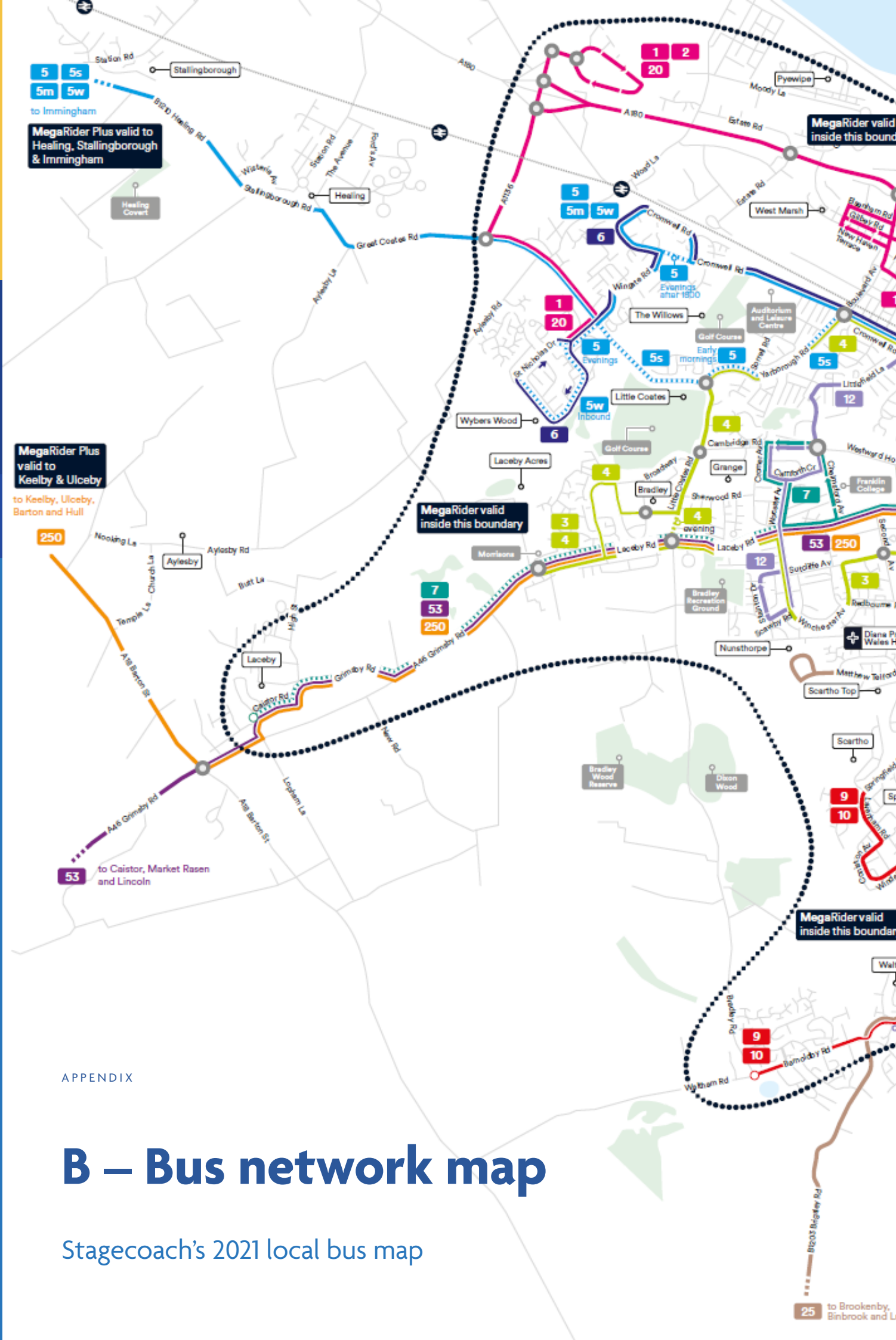






# A – Costings and Prioritisation of BSIP Measures

Ref	Prio.	Measure	2022/2023		2023/2024		2024/2025		2025/2026		2026/2027	
			Capital	Revenue	Capital	Revenue	Capital	Revenue	Capital	Revenue	Capital	Revenue
M021	1	Bus Priority Study + Punctuality Improvement Plan		£50,000								
M031	2	Fare stage rationalisation within NEL area										
M001	3	Enhanced Partnership Delivery officer		£35,200		£35,200		£35,200		£35,200		£35,200
M033	4	Introduce ticket Carnet for NEL	£50,000									
M035	5	Step up levels of Promotional fares		£30,000		£30,000		£30,000		£30,000		£30,000
M081	6	Passenger Charter		£5,000								
M022	7	Acceleration of Traffic Signal Priority Programme	£145,675		£125,675							
M034	8	Fare Capping by day / week	£105,000	£50,000		£50,000	£5,000,000	£50,000		£50,000		£50,000
M051	9	High Quality Grimsby bus interchange							£5,000,000			
M026	10	Bus-only highway infrastructure					£713,368		£713,368			
M091	11	Securing existing network base / Expanded support		£317,500		£317,500		£317,500		£317,500		£317,500
M052	12	Timetable alignment btw. low-frequency services										
M062	13	Fixed (2) annual dates for timetable changes										
M116	14	Acquisition & deployment of mobile CCTV units	£16,500	£4,200		£4,200		£4,200		£4,200		£4,200
M032	15	Discounted fare products for Youths		£150,000		£100,000		£50,000				
M061	16	Real Time bus information	£100,000	£50,000	£100,000	£50,000	£75,000	£50,000	£50,000	£50,000	£25,000	£50,000
M111	17	Raised kerbs / better wheelchair access	£75,120		£75,120							
M002	18	Review Local Strategies to Influence Bus Use		£50,000								
M093	19	DRT Efficiency & Best Practice study / synergies		£50,000								
M053	20	Timetable alignment with key rail services										
M023	21	Enhanced parking enforcement		£49,400		£49,400		£49,400		£49,400		£49,400
M092	22	Expanded role for DRT (Phone-n-Ride)		£200,000		£350,000		£350,000		£350,000		£350,000
M112	23	Review & repairs of walking routes to bus stops	£65,000		£65,000							
M082	24	Enhanced & Annual passenger survey regime		£3,000		£3,000		£3,000		£3,000		£3,000
M011	25	Uplift core urban corridor frequencies to 6 bph	£500,000	£500,000		£400,000		£300,000		£200,000		£100,000
M055	26	Park & Ride Feasibility Study & Implementation	£50,000			£950,000		£950,000		£950,000		£950,000
M063	27	Refreshed / locally targeted Branding / Marketing		£5,000		£5,000		£5,000		£5,000		£5,000
M114	28	Enhanced waiting environment at bus stops	£275,350		£275,350							
M113	29	Enhanced bus stop / shelter cleaning regime		£105,000		£105,000		£105,000		£105,000		£105,000
M013	30	Improvements to evening services		£500,000		£500,000		£500,000		£500,000		£500,000
M036	31	More targeted PlusBus zoning										
M102	32	Green Bus Travel Plans Officer & Material		£37,200		£37,200		£37,200		£37,200		£37,200
M101	33	Commuter travel plans		£45,000		£45,000		£45,000		£45,000		£45,000
M014	34	Improvements to Sunday services		£200,000		£200,000		£200,000		£200,000		£200,000
M054	35	Cross-Boundary Links to Hospitals		£200,000		£200,000		£200,000		£200,000		£200,000
M025	36	Disruption messaging system	£30,000									
M083	37	Improved Lost Property facilities & processes										
M115	38	Passenger assistance at interchange								£105,000		£105,000
M012	39	Standardise cross-boundary service frequencies		£80,000		£80,000		£80,000		£80,000		£80,000
M056	40	Innovative services - P&R and tourist route		£300,000		£300,000		£300,000		£300,000		£300,000
M073	41	Low / Zero Emission Buses	£657,500		£4,602,500							
M064	42	Special promotion of selected Bus routes		£40,800		£40,800		£40,800		£40,800		£40,800
M074	43	Enhancement of Contactless Payment	£48,100									
M024	44	Information and Disruption Messaging Officer		£55,000		£55,000		£55,000		£55,000		£55,000
M072	45	Next Stop announcements	£130,000		£130,000							
M071	46	Retrofit on-bus Comfort & Amenity Features	£300,000		£300,000							
			£3,230,245	£3,112,300	£6,355,645	£3,907,300	£5,788,368	£3,757,300	£5,763,368	£3,712,300	£25,000	£3,612,300



APPENDIX

# B – Bus network map

Stagecoach's 2021 local bus map





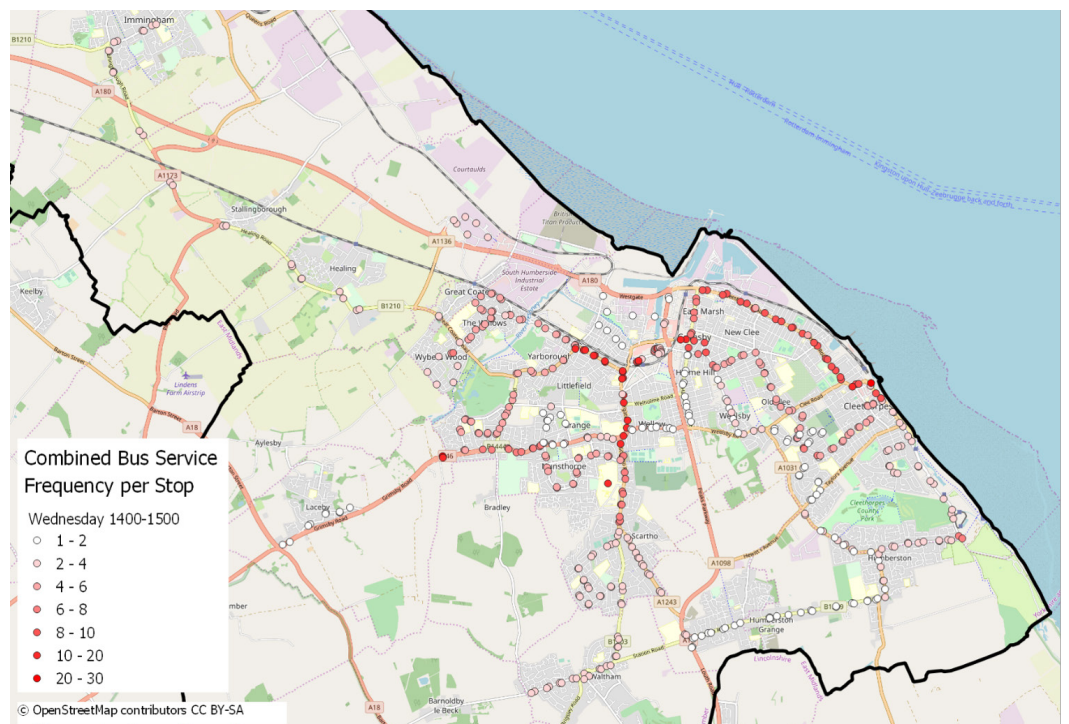
# C – TRACC and Gap Analysis

## Bus Stop Frequencies

The visualisation below, which shows Combined Bus Service Frequencies per stop in the morning peak hour (Monday 08:00-09:00), indicates the key corridors of access into the town centres.



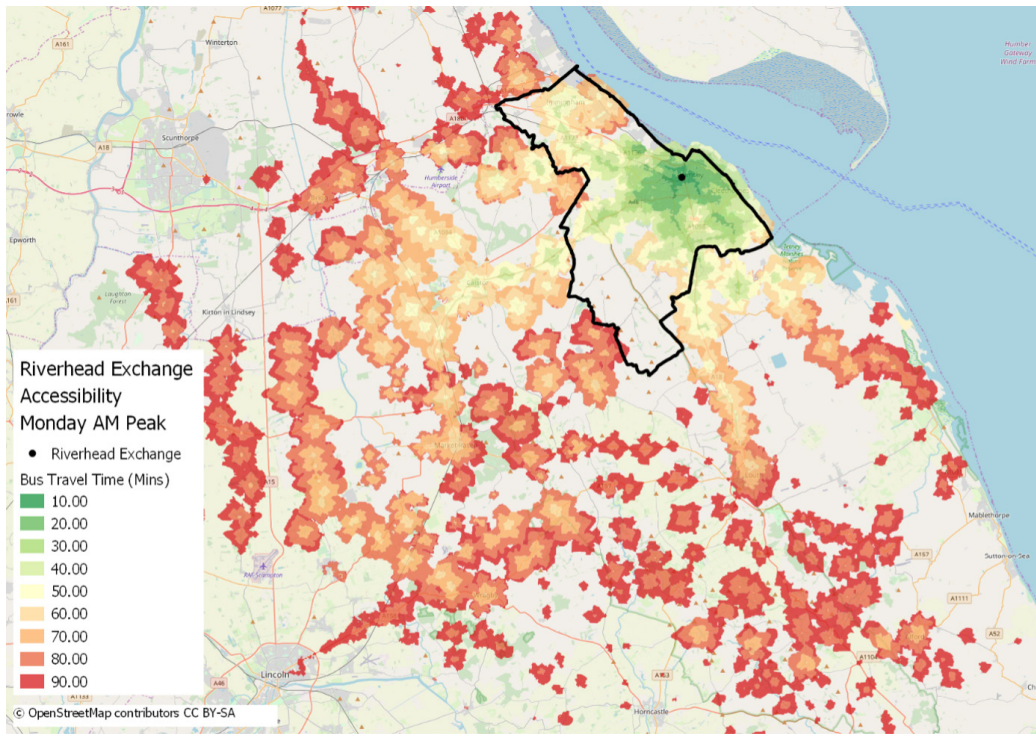
The next visualisation shows Wednesday 14:00 – 15:00, so as to compare off-peak with morning peak; it indicates that services are frequent (at least 4 buses per hour) on the core routes across the whole day.



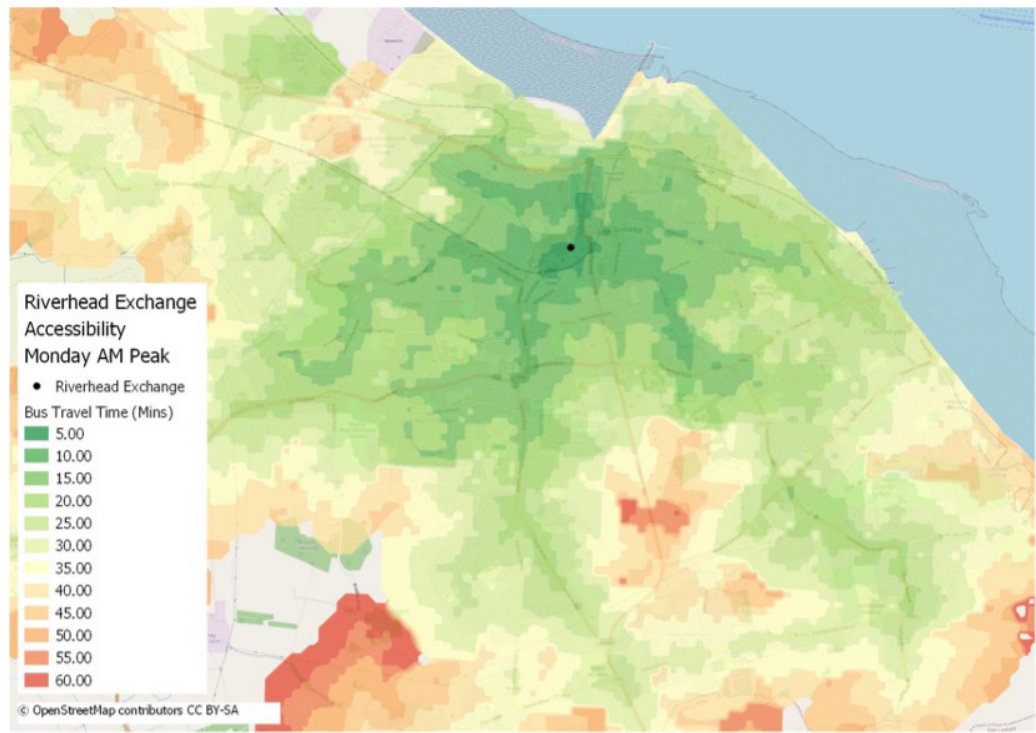


# Travel Times to Grimsby Centre (Riverhead Exchange)

As the centre-point to the bus network in within NEL, it is key to recognise the access to the Riverhead Exchange from the wider area. This analysis indicates that accessibility at Monday peak is patchy in more distant main towns (Scunthorpe – the next of these to the west - is outside the 90-minute range) and rural settlements.

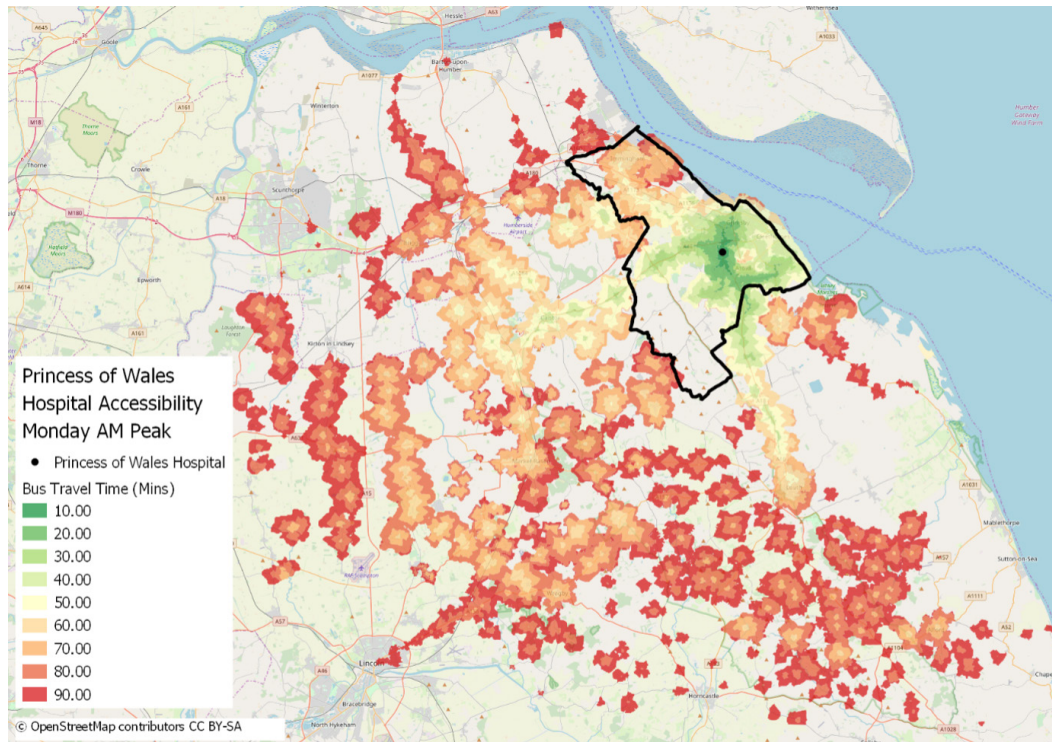


Within NEL itself, it is clear that key corridors have good access to the centre, although we may also identify some areas with room for improvement in access, such as New Waltham (the light orange area almost due south of the centre, about one fifth of the way up from the bottom of this map), and the industrial area north-west of the centre (first light orange patch in that direction). (The red patch ‘surrounded’ by green, is farmland with no settlements).

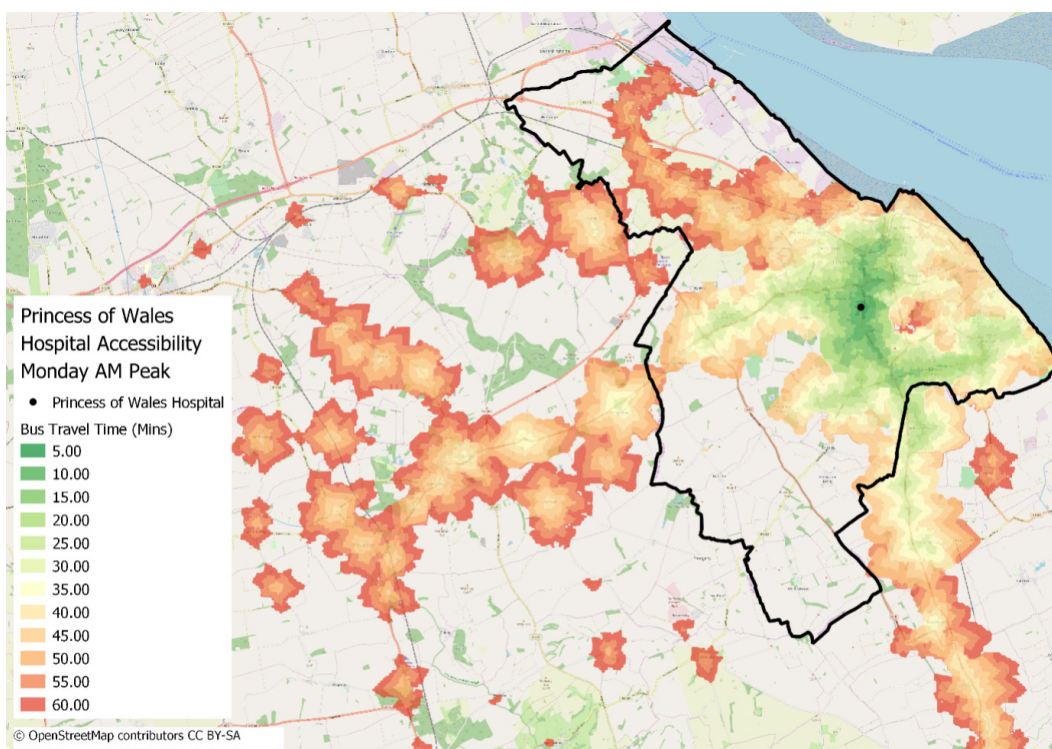


## Hospital

It is also acknowledged that access to the Diana, Princess of Wales Hospital in Grimsby is crucial for residents, not only across NEL itself but also the wider area – the northern half of ‘historic’ Lincolnshire. TRACC analysis of this wider area identifies a ‘patchy’ coverage of bus services to access the hospital, identifying the room for improvements to this destination.



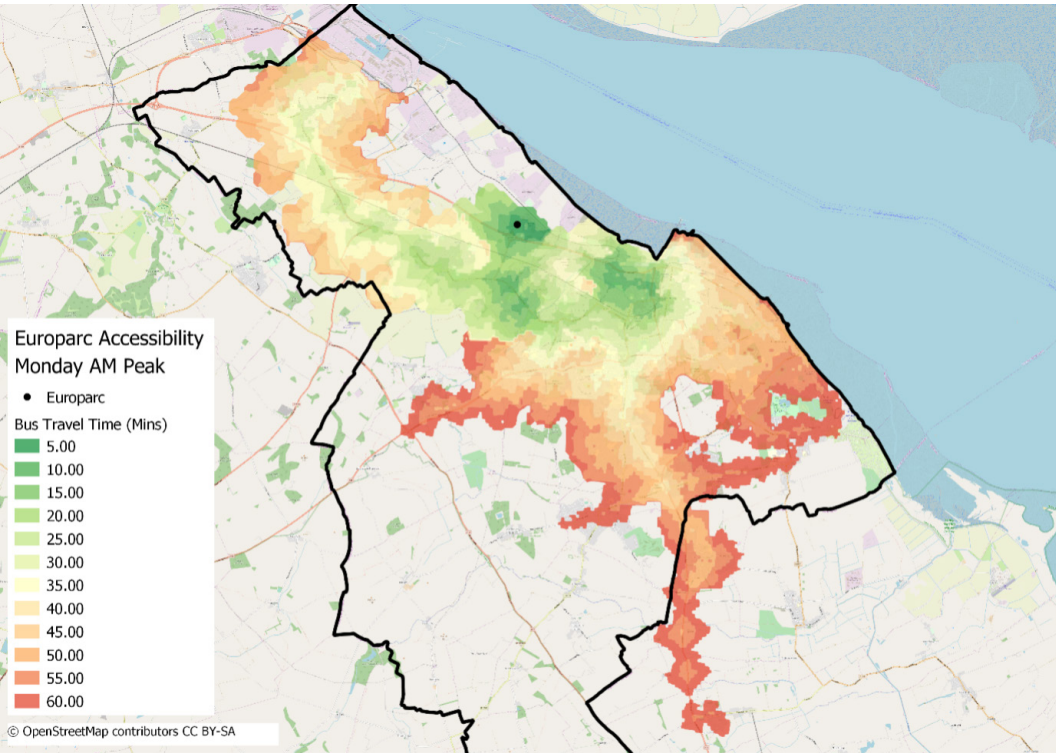
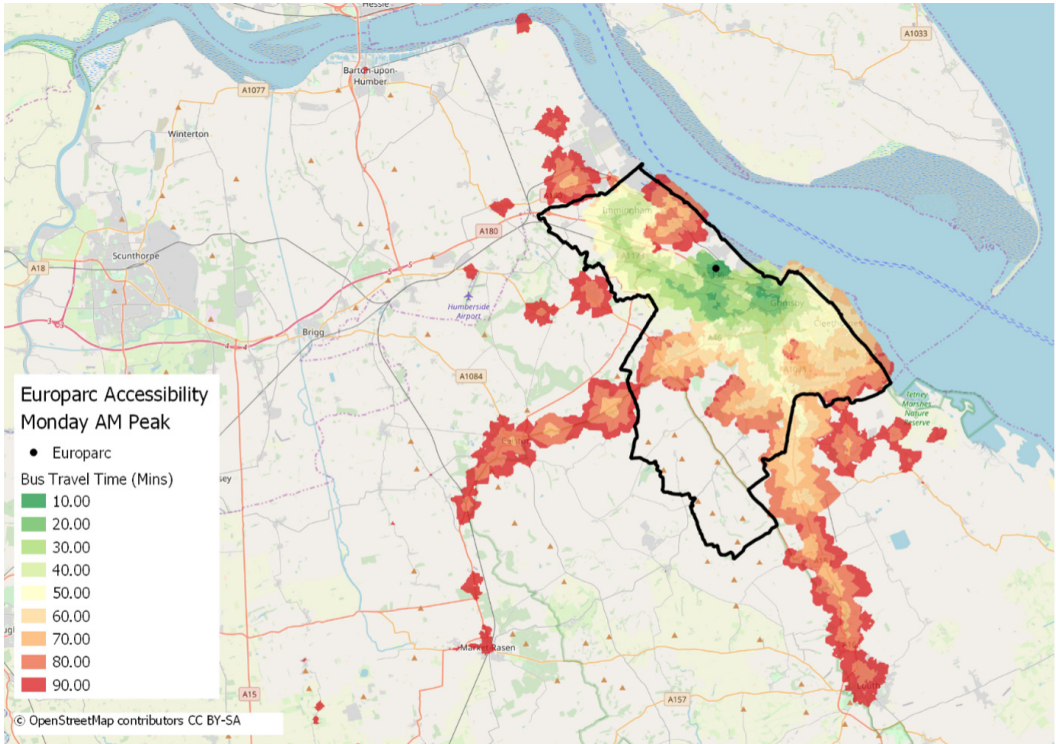
However, for access to the hospital from the urban area, accessibility remains relatively good, with most journeys from Grimsby itself and its own ‘suburbs’ taking less than 30 minutes – while, from most of Cleethorpes, journey times are around 50 – 55 minutes.





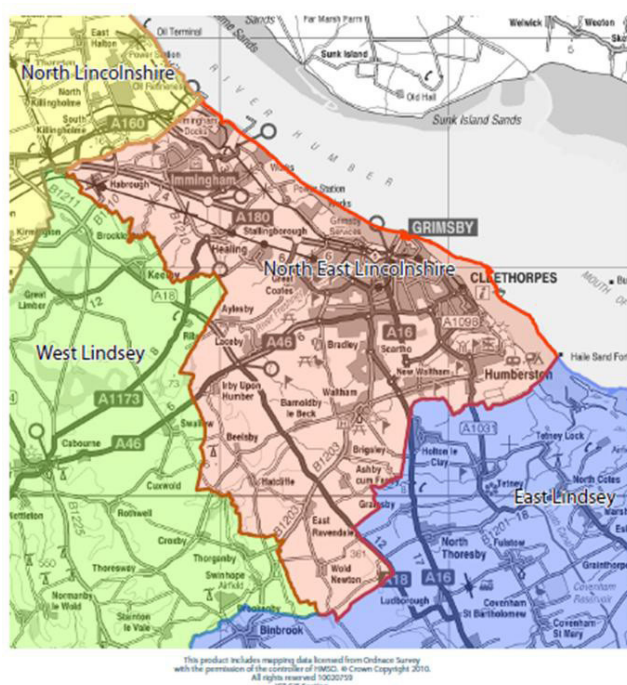
# Europarc

Europarc is one of the region’s key employment areas, with a number of industry and office-based workplaces in the park. However, we can see through gap analysis below that good access to it is limited to central Grimsby plus the corridor of villages out to Immingham, with no direct links or good connections to many of the area’s residential areas – including much of Cleethorpes - for workers. The access situation for shift workers, i.e. around 06.00 and 22.00, however, is much worse at present.



# D – Additional Information for Zero Emission Bus measure

North East Lincolnshire Council (NELC) is a Unitary local authority situated in North East Lincolnshire (NEL) on the east coast of England, at the mouth of the River Humber – the UK's 'Energy Estuary' and the gateway to Europe for the economies of the 'Northern Powerhouse' and 'Midlands Engine'. The location and the growth of the Ports of Grimsby and Immingham have played a major role in industrial development and continue to underpin the economy today.



The area is home to 160,000 people and over 5,000 businesses. The area stands on the brink of unprecedented levels of investment in the offshore wind industry - up to £60bn by 2030 which creates the opportunity to provide zero carbon electricity – with the potential to create long-term, skilled, and well paid jobs in engineering and supporting sectors. The Port of Grimsby lies at the heart of this burgeoning industry.

Grimsby is the operations and maintenance hub at the centre of the UK's offshore renewables sector, enabling fast access to domestic and European markets and combined with the Town Deal partnership deal, which includes several transformative projects for the Grimsby area, NEL is ideally suited to operating zero emission buses.

NEL has emerged as a leader in the renewable energy revolution with potential to become the UK capital of the offshore wind industry. The vision, by 2032, is that NEL will be nationally and internationally recognised as the UK's leading region for low-carbon energy and the UK capital of the renewable energy industry.

Tourism and the visitor economy is also a key sector for the local authority area, particularly for the seaside town of Cleethorpes. The STEAM Final Trend Report 2009 – 2013 showed that there were 11.47m visitor trips within NEL in 2013 boosting the economy by £493m. However, given the competitive nature of the industry, continued investment is required to ensure the market share is maintained and enhanced.

# North East Lincolnshire Bus Operators

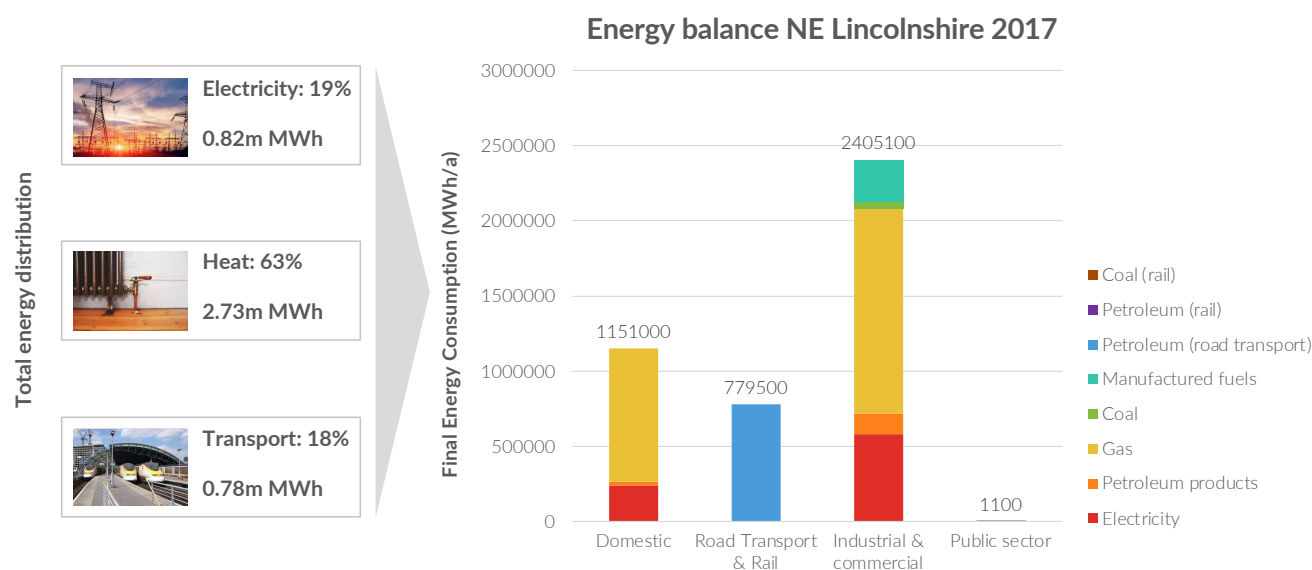
The bid has been developed by North East Lincolnshire Council in partnership with Stagecoach East Midlands (Grimsby Cleethorpes) who are North East Lincolnshire’s only local bus operator.

## The NELC Zero Emission Bus Regional Area application includes:

- Replacement of 20 buses with electric buses.
- These buses will operate routes 3 and 4, two of the busiest of the nine services comprising the current ‘Town’ network. This represents around 1.6m, or 40% of, bus-km operated within NEL. Approximating fuel consumption by rule-of-thumb “6 miles per gallon” (2.1 km per litre), this would be approximately 750,000 litres of fuel p.a. for these services.
- Capital infrastructure work at Stagecoach Grimsby Cleethorpes Depot on Victoria Street, Grimsby which would include the installation of 20 electric bus charging points, electrical or other power components (including associated Northern Powergrid works), civil engineering works, labour costs for installation, hardware & software and relevant survey work. This element can be delivered and managed by the Council’s Regeneration Partner “ENGIE” in partnership with Northern Powergrid.

## Decarbonisation ambition

This project is fundamental to NELC’s ambitions to become carbon neutral by 2050 and will be a springboard for other projects to evolve and inspire the community to adopt alternative forms of transport. Transport accounts for approximately 18% of the energy consumed in NEL (see figure below), therefore tackling emissions from road transport is key to this ambition. This project will act as a first step to significantly reduce fossil fuel use at the Stagecoach Grimsby Cleethorpes depot (the 3/4 routes use approximately 25% of the fuel at the depot).





In the long term (3 to 5 years), Stagecoach Grimsby Cleethorpes may be able to relocate to a purpose-built depot in NEL which would specialise in electric buses. If this occurs, there are opportunities to link this project with the NELC / ENGIE Solar Farm. If this is possible, the existing Stagecoach Grimsby Cleethorpes Victoria Street depot may become available for Regeneration purposes.

## Existing plans to support provision and operation of local bus services

This funding application has been developed through the NEL Bus Quality Partnership (BQP) of which Stagecoach East Midlands is a partner. A primary aim of the BQP is to increase public transport usage through improving the viability and sustainability of the local bus network.

## Complementary decarbonisation policies

In 2018, NELC was chosen to receive support to deliver a Local Cycling & Walking Infrastructure Plan (LCWIP). The plan looks to increase the number of cycling and walking trips especially for short local journeys where they represent a practical alternative to single occupancy car trips. The plan aims to provide safe and convenient routes to key facilities across the Borough.

The Council is currently delivering projects under the “Pedal & Stride to Economic Growth” Access Fund banner. The four-year project is delivering various activities including Residential Travel Planning, community-based Dr Bike cycle maintenance & information events, Bikeability & “Learn to Ride” cycle training, reduced cost public transport ticketing, and Wheels to Work projects. The project will improve access to schools and workplaces and support a reduction in vehicle emissions.

## Wider ambitions to increase public transport use

The high-level vision for public transport and bus services in NEL is ‘a growing network of quality bus services that is an alternative mode to the private car that residents and visitors can choose to use in increasing numbers’.

The overall objectives for public transport and local bus services in NEL are:

- contribute to enhancing the area’s environment, economy and quality of life by increasing accessibility for all.
- contribute to reducing traffic congestion.
- contribute to improving air quality.
- meet the travel needs of people and businesses in NEL.

## Community Benefits

Clearly the community in NEL will benefit significantly from the positive environmental benefits which zero emissions buses will bring on the area’s most significant bus route – these benefits are not just the direct enhancements to air quality, but the associated improvements to health from reduced exposure to pollutants from the diesel buses being replaced.

But we want to be more ambitious for our community than those simple benefits, valuable as they will be. As already mentioned, NEL has emerged as a leader in the renewable energy sector – this means that the electricity used to power the new bus fleet can be locally-produced and the new skills required in the local workforce will complement the wider structural changes in the local economy, helping to create a virtuous circle whereby local workers develop high-quality skills which are applicable not only to Grimsby-Cleethorpes but spill over into the wider community.

The Stagecoach workforce will require some retraining and the addition of new skills, which will help to futureproof the staff for job opportunities throughout the area as more and more local businesses switch to sustainable energy sources. Stagecoach apprentices will expand their versatility and range of skills by adding knowledge of battery-based powertrains and ancillary equipment to more traditional automotive skills. In terms of staff retention, 44 driving staff and 5 engineers / administrative staff are currently associated with the 3/4 route and would be retained at the depot.

We know that local economies thrive by creating concentrations of know-how and excellence – so building on NEL's renewables expertise and diversifying it into applications to electric vehicles would reinforce the area's credentials and offer an opportunity for North East Lincolnshire to be an exemplar of the value offered to communities through the Government's support for sustainable travel and the wider renewables industry.

In addition to the benefits outlined above, the scheme will also support wider regeneration schemes in the local authority area. The 3/4 routes themselves are one of the busiest in North East Lincolnshire and cover a vast area allowing environmental benefits to be wide-reaching. This improved environment will enhance other schemes including those included in the Future High Street Fund and the Town Deal (for example cleaner air will enhance the public realm benefits for the Riverhead Square public space scheme). The ZEBRA scheme will also provide enhanced sustainable connectivity to planned housing developments such as the 390-dwelling site on Little Coates Road (served by the number 4 bus service).

## Air quality challenge

The main source of air pollution in NEL is road traffic, with contributions from regional background and local sources. These include domestic and commercial space heating, rail, industry, aircraft, roads, point sources and other sources (ships and off-road emissions). In addition, emissions arise from the industrial areas in both Grimsby and Immingham. NELC has one Air Quality Management Area (AQMA), declared in 2010, for a breach in the nitrogen dioxide annual mean. The number 3 bus service operates through the AQMA 12 times an hour. Deploying electric buses in NEL will help reduce emissions in the AQMA and in surrounding areas.

It is expected a number of regeneration schemes (Grimsby West Housing Estate, Grimsby Town Centre Masterplan, Great Grimsby Town Deal etc) will be delivered in the long term all of which will impact upon air quality in North East Lincolnshire. Outside of the AQMA there are currently three areas with elevated levels of NO<sub>2</sub> within North East Lincolnshire. Future regeneration schemes could impact upon these identified hotspot areas and NELC's ZEBRA scheme will contribute to the prevention of further AQMA's being declared and ensure economic growth is unconstrained.

## How the proposal would address the local air problem

Using the Emissions Factors Toolkit (EFT) which is published by Defra and the Devolved Administrations to assist local authorities in carrying out Review and Assessment of local air quality as part of their duties under the Environmental Act 1995, NELC has calculated converting the number of buses required to operate the number 3 and number 4 bus routes to electric buses will reduce the following roadside concentrations:

Pollutant	Stagecoach East Midlands (Grimsby Cleethorpes) 3 / 4 Bus Service Annual Emissions kg/yr except CO <sub>2</sub> tonnes/yr
NO <sub>x</sub>	9,220
PM <sub>2.5</sub>	36 (Exhaust emissions only)
PM <sub>10</sub>	36 (Exhaust emissions only)
CO <sub>2</sub>	1,308

### Existing plans

This project aligns with NELC's Air Quality Action Plan (measure 3 identified in Appendix 18 of that Plan) which identifies the need for bus fleet upgrades including low emission buses. Delivering electric buses in NEL will help the Council to address wider air quality issues, including helping to address the AQMA. The AQMA area forms part of a key arterial route into Grimsby and Cleethorpes which experiences high levels of congestion and is surrounded by residential properties forming a canyon effect for the pollutants. These have been identified by air quality monitoring data within the AQMA. Deploying electric buses on these routes will help to mitigate the current vehicular emissions, which are exacerbated at congested peak times.

## Monitoring & Evaluation

NELC and ENGIE will develop an evaluation toolkit and monitoring report to specifically determine our success criteria. We will be pleased to cooperate with the Department in developing this to ensure we are clearly identifying the benefits achieved by our project. Projects such as our Local Transport Plan have already developed extensive monitoring and evaluation tools. Our approach to monitoring and evaluation is based on our experiences of LSTF schemes, Local Transport Plan Capital Programme, and other similar projects. We will report this information via statistics and commentary. We will also prepare several case studies highlighting experiences, successes, and lessons learnt and report these back to DfT.

There is a network of air quality monitoring sites within NEL and these include monitoring stations within the routes on which these electric buses will be operating. The data from these sites will be used to provide baseline conditions against which the impact of the new buses can be measured. This will enable the impact of the new electric buses on emissions levels to be identified.

This data will be supplemented by the monitoring that Stagecoach East Midlands routinely undertakes on the performance of each vehicle within its fleet, covering a range of parameters that reflect how each bus is being driven, including fuel consumption, distance travelled, and emissions data. This data is collected through on-board computers that monitor the performance of the engine. Stagecoach East Midlands will therefore be able to provide a comparison between the performance of the existing



diesel powered buses that operate on these routes currently, and the electric buses that will operate on the routes should this bid be successful. The data will also enable Stagecoach East Midlands to compare the economic performance of the respective vehicles, which will provide data that can be used in future business cases when investment decisions are being taken as the fleet is upgraded and new buses purchased.

Monitoring information will be used to inform the project evaluation, identify areas for improvement, acknowledge the achievements made and lessons learnt. Through the production of case studies headline information from the scheme can be shared to encourage the uptake of low carbon/ electric vehicles across North East Lincolnshire and beyond.

The DecarboN8 network brings together researchers, government, industry, and communities to design solutions which can be deployed rapidly and at scale. If the bid is taken through to the next stage, then our project also provides the opportunity to work in partnership with DecarboN8 which will work closely with the bid team assembled by North East Lincolnshire to:

- Improve the robustness of the monitoring and evaluation methods
- Connect the bid team to academic experts in electrification of heavy fleets, battery management, and vehicle to grid charge interactions
- Identify a competitive research fund which academics will be able to bid into which delivers insights for the project but also the wider UK e-bus market. This may be in the region of £50k-£100k but will be finalised during the bidding stage subject to DecarboN8's governance protocols.

# E – Linkages between BSIP Measures and Wider Objectives

North East Lincolnshire's BSIP was informed and guided by existing local and national policies and strategies, as well as by the National Bus Strategy (2021). This Appendix illustrates the key linkages between this BSIP, and the foremost of these Strategies – other than the Economic Strategy, which links were highlighted in the Bus Back Better Introduction section.

## (E1) LTP Themes and Challenges / NELC Outcome Framework

LTP Challenges	NEL Outcomes Framework - All people in NEL:				
	Enjoy & benefit from a strong economy	Feel safe & are safe	Enjoy good health & well being	Benefit from sustainable communities	Fulfil their potential through skills & learning
<b>Enable sustainable growth through effective transport provision</b>	(M051) High quality Grimsby bus station (M011-12) 'Level-up' daytime bus frequencies (M052-53) Timetable alignment between low-frequency services / with trains (connections) (M055) Park & Ride (M026) Bus-only highway infrastructure (M031-36) (Various fare reductions / ticketing improvements etc.)		(M092) Expanded role for DRT (Phone-n-Ride) (M093) DRT efficiency & Best Practice study / synergies (M054) Better Cross-Boundary links to Hospitals	(M101) Commuter Travel Plans (M102) Green Bus Travel Plans Officer & Material (M073) Low / Zero Emission Buses	(M092) Expanded role for DRT (Phone-n-Ride) (M093) DRT efficiency & Best Practice study / synergies

LTP Challenges	NEL Outcomes Framework - All people in NEL:				
	Enjoy & benefit from a strong economy	Feel safe & are safe	Enjoy good health & well being	Benefit from sustainable communities	Fulfil their potential through skills & learning
<b>Improve journey times and reliability [, including] by reducing congestion</b>	(M022) Traffic Signal Priority Programme (M021) Bus Priority Study & Punctuality Improvement Plan (M055) Park & Ride (M026) Bus-only highway infrastructure (M023) Enhanced parking enforcement (M011-12) 'Level-up' daytime bus frequencies				
<b>Support regeneration and employment by connecting people to education, training and jobs</b>	(M091) Securing existing network etc. (M092) Expanded role for DRT (Phone-n-Ride)			(M101) Commuter Travel Plans (M102) Green Bus Travel Plans Officer & Material	(M091) Securing existing network etc. (M092) Expanded role for DRT (Phone-n-Ride) M032) Develop discounted fare products for Students / Apprentices / Youths
<b>Accessibility to connect with employment, health, social and leisure</b>	(M111) Raised kerbs / better wheelchair access (M092) Expanded role for DRT (Phone-n-Ride) (M093) DRT efficiency & Best Practice study / synergies	(M111) Raised kerbs / better wheelchair access (M112) Review & repairs of walking routes to bus stops (M115) Passenger assistance at interchange	(M111) Raised kerbs / better wheelchair access (M054) Better Cross-Boundary links to Hospitals (M013-14) Improvements to evening & Sunday services (frequencies)		(M092) Expanded role for DRT (Phone-n-Ride) (M093) DRT efficiency & Best Practice study / synergies



LTP Challenges	NEL Outcomes Framework - All people in NEL:				
	Enjoy & benefit from a strong economy	Feel safe & are safe	Enjoy good health & well being	Benefit from sustainable communities	Fulfil their potential through skills & learning
<b>Safe access and reduce the risk of loss, injury</b>	(M083) Improved Lost Property facilities & processes	(M111) Raised kerbs / better wheelchair access (M112) Review & repairs of walking routes to bus stops	(M111) Raised kerbs / better wheelchair access (M112) Review & repairs of walking routes to bus stops		
<b>Improve health by encouraging active travel</b>				(M102) Green Bus Travel Plans Officer & Material	
<b>Improve the journey experience on the local transport network</b>	(M051) High quality Grimsby bus station (M013-14) Improvements to evening & Sunday services (frequencies) (M055) Park & Ride (M061) Real Time bus information (M063) Refreshed / locally targeted Branding / Marketing (M081) Bus Passenger Charter	(M061) Real Time bus information (M111) Raised kerbs / better wheelchair access (M112) Review & repairs of walking routes to bus stops (M114) Enhanced waiting environment at bus stops (M116) Acquisition and deployment of 'mobile' CCTV units (counter-ASB) (M115) Passenger assistance at interchange	(M081) Bus Passenger Charter (M082) Enhanced passenger survey regime (M113) Enhanced bus stop / shelter cleaning regime (M114) Enhanced waiting environment at bus stops (M054) Better Cross-Boundary links to Hospitals (M115) Passenger assistance at interchange	(M073) Low / Zero Emission Buses	
<b>Ensure transport contributes to environmental excellence</b>				(M073) Low / Zero Emission Buses; (M101) Commuter Travel Plans (M102) Green Bus Travel Plans Officer & Material Totality of BSIP through modal transfer to bus	

NOTE: 'WELL BEING' UNDERSTOOD TO INCLUDE BEING VALUED AND RESPECTED AS A CUSTOMER / PASSENGER.

## (E2) Bus and Information Strategy

This itself links with other local Strategies:

- Parking Strategy
  - (2.10) Strategy / policy (charges etc.) will be reviewed / adjusted incrementally, in step with improvements to the bus service offer.
  - M055 Park and Ride (feasibility and implementation for permanent schemes)
  - M056 Innovative services – including seasonal / event-based Park & Ride
  - M023 Enhanced parking enforcement
- NELC Outcomes Framework – see above (E1)
- Strategic Housing and Land Availability Assessment
  - M002 Review of key local strategies to embed bus as an option
- Social Exclusion (topic) – dependency upon adequacy of public transport
  - M013/14 Improvements to evening / Sunday bus services (frequencies)
  - M091 Securing existing network (including support for Europarc services)
  - M092 Expanded role for DRT (Phone-n-Ride)
  - M054 Better Cross-Boundary links to Hospitals
  - M111 Raised kerbs / better wheelchair access
- Travel Plan Guidance
  - M101 Commuter Travel Plans
  - M102 Green Bus Travel Plans Officer & Material
- Highway Asset Management Strategy
  - M022 Traffic Signal Priority Programme
  - M111 Raised kerbs / better wheelchair access
  - M112 Review & repairs of walking routes to bus stops
  - M113 Enhanced bus stop / shelter cleaning regime
  - M114 Enhanced waiting environment at bus stops
- Local Plan
  - (Transport aspects of this are supported / provided by other Policies etc.)
- NELC Economic Strategy – See above (Introduction)
- Bus Services Act 2017 – largely updated / superseded by National Bus Strategy 2021.
- NELC Local Transport Plan – See above (E1).
- NELC Bus and Information Strategy Vision:

Taking key words / phrases:

### **(a) Integrated**

- M051 High quality Grimsby bus station/
- M055 Park & Ride (permanent facilities) study and implementation
- M054 Better Cross-Boundary links to Hospitals
- M036 More targeted PlusBus zoning

### **(b) Reliable**

- M021 Bus Priority Study & Punctuality Improvement Plan
- M022 Traffic Signal Priority Programme
- M024 Information and Disruption Messaging Officer
- M025 Disruption messaging system

### **(c) Zero emission**

- M073 Low / Zero Emission Buses

### **(d) Inclusive**

- M092 Expanded role for DRT (Phone-n-Ride)
- M093 DRT efficiency & Best Practice study / synergies
- M115 Passenger assistance at interchange
- M111 Raised kerbs / better wheelchair access
- M032 Develop discounted fare products for Students / Apprentices / Youths

### **(e) Excellent customer service**

- M081 Bus Passenger Charter
- M083 Improved Lost Property facilities & processes
- M082 Enhanced passenger survey regime
- M115 Passenger assistance at interchange

### **(f) Simple payment and ticketing options**

- M031 Rationalisation of Fare Stages within NEL area
- M034 Fare Capping by day /week
- M033 Introduce ticket Carnet for NEL

### **(g) Easy and safe ... journeys**

- M061 Real Time bus information
- M111 Raised kerbs / better wheelchair access
- M112 Review & repairs of walking routes to bus stops
- M114 Enhanced waiting environment at bus stops
- M115 Passenger assistance at interchange
- M116 Acquisition and deployment of 'mobile' CCTV units (counter-ASB)

### **(h) Reducing reliance on ... car journeys**

- M013/14 Improvements to evening / Sunday bus services (frequencies)
- M012 Standardise cross-boundary service frequencies (including Grimsby – Lincoln, to 1 bph all day)
- M091 Securing existing network base / Expanded support
- M092 Expanded role for DRT (Phone-n-Ride)

● NELC Bus and Information Strategy – Objectives & Principles: Covered (different grouping) above. The remainder of that document details specific policies and standards; the NBS / this BSIP does not impact these, though the Measures will variously progress, fulfil, or relate to these. (A further cross-check between the various B&IS policies and the BSIP Measures would add no value to the above analysis.)



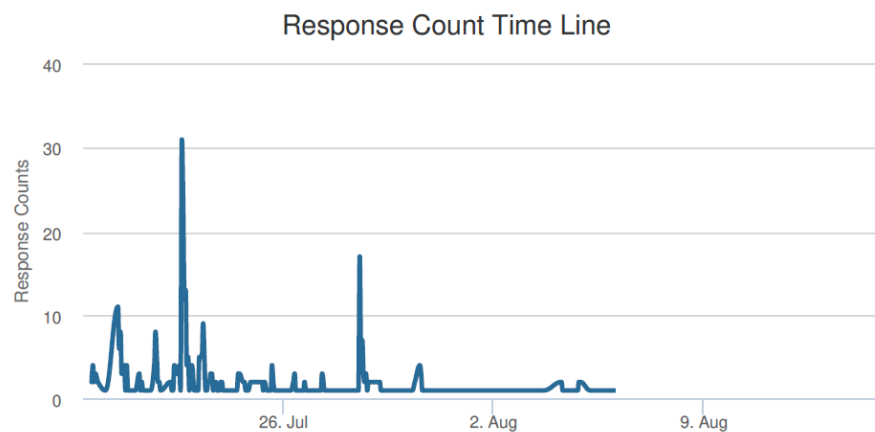
# F – Fares information

The Stagecoach range comprises

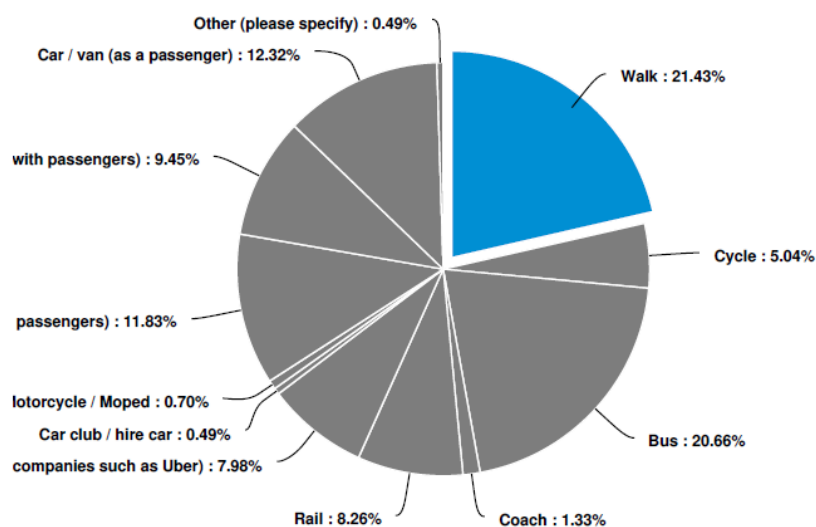
Existing fare types include:	Price (GBP, 2021)
<b>Single Ticket – Adult and Youth</b>	Adult Price - £1.80
<b>Jobseeker ticket - available to job seekers with a Jobseeker Plus ID card</b>	Jobseeker ticket - £0.90
<b>Grimsby DayRider (and DayRider Plus)</b>	£3.60 – Adult Price
<b>Grimsby 7-day MegaRider (and Grimsby Plus 7-day)</b>	£13.00 – Adult Price
<b>Grimsby 28 Day MegaRider (and plus)</b>	£48.00 – Adult Price
<b>Grimsby MegaRider Xtra</b>	£48.00 – Adult Price

# G – Survey Results and Responses

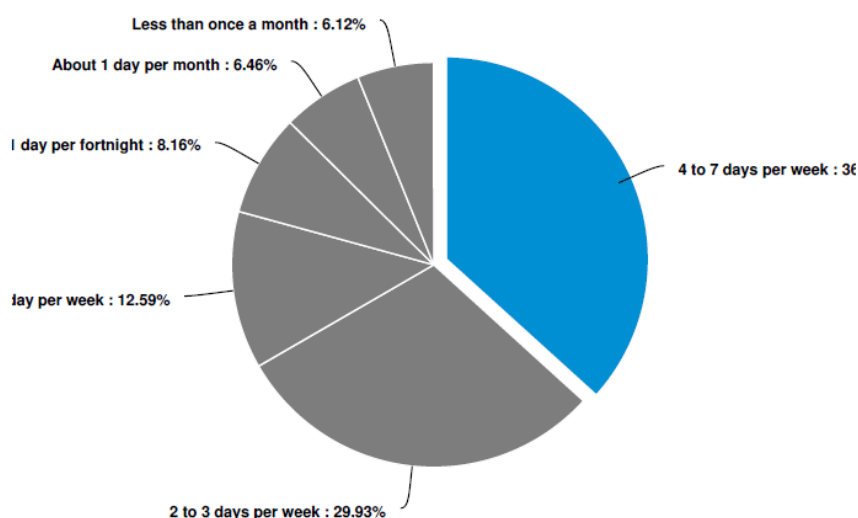
## Bus Service Improvement Plan - Dashboard



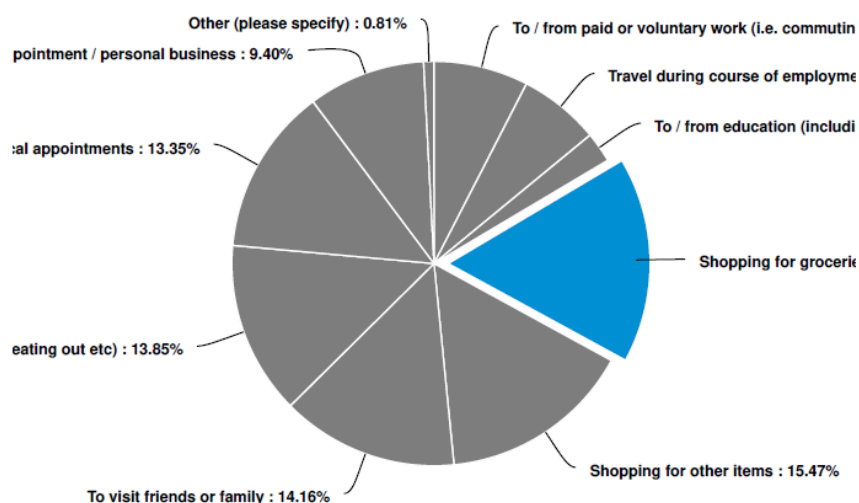
Thinking about three months before the COVID-19 pandemic (pre-March 2020), what different form(s) of transport did you use?



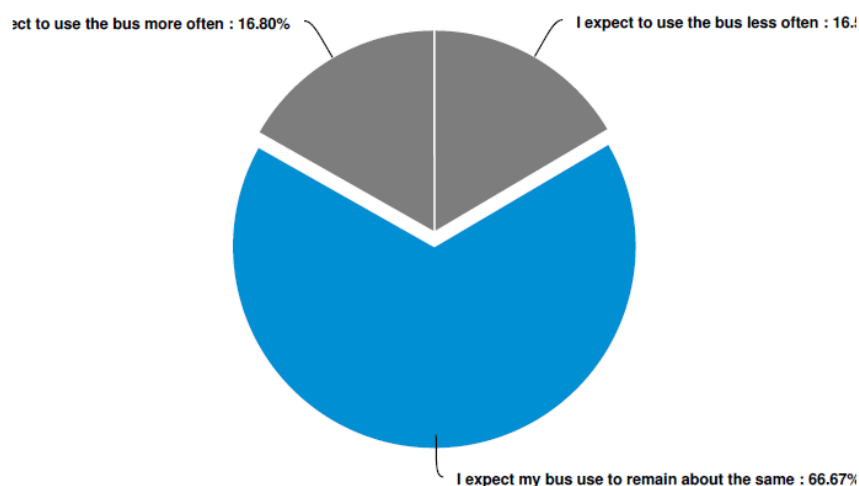
Again, thinking about the three months before the COVID-19 pandemic (pre-March 2020), how often, if at all, did you typically use a local bus service?



Thinking about the three months before the COVID-19 pandemic (pre-March 2020), what types of journeys would you have typically made by local bus?



After all COVID-19 restrictions are lifted in the UK, how do you expect your use of local bus services will change, compared to how you used to travel before the COVID-19 pandemic?





## What improvements could we make to the bus service to help you use the bus more often?

Question	Yes - this would help me
Better / clearer / more reliable information	89%
Improved reliability	89%
Information that is easier to access	88%
More bus routes	88%
More buses (Increased Frequency)	87%
Better waiting facilities e.g. improved lighting and shelters	85%
More weekend buses	80%
Lower cost fares	78%
More modern buses with WIFI and stop announcements	76%
Quicker journey times and more bus priority measures (bus lanes etc.)	73%
Improved connectivity with bus and rail services	73%
Capped daily charge for using bus services	72%
Cross boundary ticketing options, e.g. tickets that can be used for buses that cross between other parts of Lincolnshire	72%
More evening buses	71%
Simpler ticket options	69%
Multi-operator bus tickets, e.g. tickets that can be used with different bus operators	64%
Integrated ticketing across mode, e.g., bus and rail tickets	63%
Different payment options	61%
Reduced frequency with which bus service timetables change	59%
More integrated and innovative services such as flexible, bookable services	58%
Improved accessibility for passengers such as raised kerbs / better wheelchair access	48%
Further discounts for young people	35%

You listed the following options as 'helpful to you'. Please rank the top three options that are most important to you.

Average rank		1	2	3	4	5	6	7	8	9	10
Low cost fares	3.02										
More bus routes	3.07										
More buses (increased frequency)	3.44										
More weekend buses	3.64										
More evening buses	3.78										
Better waiting facilities e.g. lighting and shelters	3.94										
Improved reliability	4.37										
More modern buses with wifi and stop announcements	4.78										
Quicker journey times and more bus priority measures (bus lanes etc.)	5.30										
Better / clearer / more reliable information	5.72										
Improved accessibility for passengers such as raised kerbs/better wheelchair access	5.81										
Capped daily charge for using bus services	5.86										
Further discounts for young people	6.12										
Improved connectivity with bus and rail services	6.88										
Information that is easier to access	7.07										
Simpler ticket options	7.21										
Integrated ticketing across mode, e.g. bus and rail tickets	7.29										
Cross boundary ticketing options, e.g. tickets that can be used for buses that cross between other parts of Lincolnshire	7.55										
Reduced frequency with which bus service timetables change	8.15										
Multi-operator bus tickets, e.g. tickets that can be used with different bus operators	8.43										
Different payment options	8.73										
More integrated and innovative services such as flexible, bookable services	8.78										

**Are there any other improvements we could make to the bus service to help you use it more often?**

No

Better Sunday service

There are currently no direct bus routes to Morrison, Aldi or Tesco supermarkets from Scartho making shopping by car essential

keep to times

Make the price the same across NE Lincs rather than rip off residents of Immingham (who are already ripped off on council tax)

Mablethorpe put the return times back to normal I went for the day and missed last bus cos didn't realise it was at 3pm we can't spend a day there now it cost us £60 to get back by taxi

Drivers ejecting passengers for foul language and unsociable behaviour that intimidates elderly passengers and young families

More bus stops as further out there is a big gap between them

Have more bus stops nearer to me. I have non.

Drivers not been ignorant to wheelchair users.

More integration between various operators

More bus routes

Yes. Put the grimsby bus station back to where it was! Terrible since it moved.

Get rid of the intimidating presence of the people drinking etc in the bus shelters in town

A bus Station in Town Centre is a must so people like me can get on and off buses and get to the shopping area without having to cross a busy Road .I am a Walking Stick user and have problems walking

improved security

Not for me, but bus times that coincided with factory shift patterns were a big problem and still are for factory and others with fixed starting and finishing times.

Ensure that timetables are at individual bus stops.

cleaner buses. if it is dark as well you often cannot see through the windows to know if you are near your stop. more space. too many changes of bus to get where I am going

Specific buses at school kick out time. Being on a bus with loads of ignorant, loud, entitled and appallingly behaved teenagers is not a pleasure

A designated bus service to and from the hospital for staff, morning and afternoon.

More CCTV and security presence early morning and late evening to ensure confidence in safety

Stricter measures and enforcement against anti social behaviour on buses.

More out of the area buses on a Sunday

There should be bus that will run early in the mornings to make us meet up with early resumption times

Cleaner buses

Have a bus station so that all buses are at one point and easy to find rather than on streets

Should be a bus service that goes down Weelsby Road. This would help patients who have appointments at St Hughs Hospital and do not have their own transport. St Hughs is an Nhs hospital as well as private and some patients cannot afford taxis. Alot if elderley attend appointments and cannot believe that buses do not travel down Weelsby Road.

### Are there any other improvements we could make to the bus service to help you use it more often?

Show times buses due where they do not have next bus due information

More bus routes, such as one bus to go from Ladysmith Road/Weelsby area to the hospital and back again

Being disabled, with restricted walking, I cannot get to my nearest bus stop. Therefore I have no choice but to use my car. Plus I need to be nearer my destination than a, in many cases, a bus can get.

Better behaved children that use the buses

Just make sure the buses turn up on time, Bus 1 and 1A need much improvement.

Bus from Scunthorpe to Grimsby - only train service, no buses. Impossible to get to work for 9am as buses dont connect with trains, and bus only runs every 20 minutes to hospital. Just same for patients coming from Scunthorpe !

Better connection between buses. For example leaving a number 3 to catch another number bus to continue journey. Years ago buses waited for passengers to board buses .

For the 51 that goes into grimsby to be more regular. This will help the shops in North east lincolnshire.

Put real time displays in bus shelters to let you know which buses are due at that stop and when.

More evening buses

more direct route

Guaranteed connections between bus routes themselves and also other transport modes (including buses that serve the rail station)

Reliable messaging on the digital displays.

Better bus service from remote villages such as laceby

There are no buses to or from Laceby in evenings or weekends, yet the 3 & 4 wait for a long time at Morrisons. Surely one of these could make the extended trip to Laceby. The 2 buses that we do have during the day arrive within a few minutes of each other, then nothing for nearly an hour - they should be more staggered.

Stagecoach app is rubbish. Struggles to give me a shorter bus route when no 10 changes to no 8 at pleasure island in evening. It insists I go via Grimsby. Then it gives the same journey as 26 mins there but only 9 mins back, same route.

AS our Bus Service was removed from calling at Habrough. WE DO Not Have A BUS SERVICE AT ALL!!!!!!

Make one way or non weekly or daily riders cheaper. You keep saying its better for the Environment to take the bus than drive, yet your prices keep increasing. Another example of a company pretending to care about the Environment to increase sales.

More direct routes, say from waltham/new waltham to humberston or cleethorpes without having to go via grimsby -

A direct route from Immingham to hospital

No

Improve village access to bus routes

The vulnerable have to go to work so need to be protected and should feel safe to travel, therefore maintain obligatory wearing of masks on all bus routes until Covid is no longer a threat to the nation. Very few health conditions prevent a seated passenger from wearing a face covering. Maintain distancing between passengers who are not associated with each other.

Proper bus station instead of 1960s style of on street parking .

Yea bring back the old route for the number 5 bus from immingham so it goes down Yarbrough road there's no need for it going through the willows as they already have ample regular buses with the number 6 bus



**Are there any other improvements we could make to the bus service to help you use it more often?**

Yes build a proper bus station in Grimsby Town Centre and stop the Druggies / Alcoholics terrorising passengers at the town stops

The bus service is pretty good my problem is the bus station. When I go for a return bus to Cleethorpes there is always such congestion of buses together and it is gridlocked. It is also far to carry shopping for the elderly myself included.

Get rid of the plague of alcoholics and drug users that hang around Grimsby main town bus stops. There every single day and never moved.

Better bus station. More stops with shelters. Air conditioned buses.

Quicker fewer stops between Cleethorpes - Immingham

More pleasant waiting facilities, clean, comfortable, enclosed areas, especially at the Riverhead Exchange - cafe and toilets should be reopened. Bus stops should be monitored better - people who are clearly not using the buses and are instead just using bus stops as a social area should be moved on and have penalties if they return.

Local village routes

A bus that you can get straight to where you want to go

Give the over 60s free or cheaper fares. Empower drivers to sort badly behaved school children, this is frightening for the elderly. Pupils should use the school bus.

The village of Habrough is virtually isolated when it comes to bus travel, particularly to Immingham where all our local amenities are. Apart from a token one bus in and one bus back - scheduled at totally inconvenient times, we have nothing. Perhaps some additional connections could be considered, at various times of the day would help convince people to use the bus instead of cars?

make day riders on cards like the mega rider, as it would stop people giving it away to others to save them money

Waltham - Cleethorpes via Humberston

The bus stops in Grimsby town centre are a mess, hard to understand where to go for what service and, due to the spread-out nature of the stops, inconvenient to get to, crossing multiple busy roads to get to some stops. Of all the towns Ive been to Grimsbys central bus stop arrangement is an embarrassment.

We need the number 7 bus to run at weekend and bank holiday.

No

Clean buses

A central bus station like we used to have, so that all services could be accessed from one place. Where a choice of routes is possible, I would like to be able to see which bus arrives first. Where I live I have three services from the town centre but they dont go from the same or adjacent stops.

Times of buses located at bus stops. These have been removed from some of the bus stops in the area. Some bus stops have the electronic timetables which are excellent but others have no information whatsoever.

N/A

At the moment I do not consider them safe re Covid.

Direct routes from Immingham to Cleethorpes

Introduce a double/multi bus ticket that would mean no having to hold up buses when you need to use more than one bus for your journey. Perhaps a 2 or 3 hour journey ticket, usable on any bus during that time. Make fares clearer with zones and flat rates.

Seating at bus stops. Use of senior citizens passes before 9.30am

**Are there any other improvements we could make to the bus service to help you use it more often?**

better stops and time tables - cheaper fares and perhaps segregating children to the front of the bus - as they are super spreaders.

Bus no 5 to revert back to original route I have no way to get to doctors unless I walk

the bus stops in town are really antisocial places. bus stand C has people drinking alcohol in it all day which is very unpleasant to be around and really puts me off waiting for a bus there. buses also need to be cleaner and more pleasant

Reliability

linking up the rural areas, such as a bus that goes directly from waltham, holten-le-clay, new waltham, humberstone and cleethorpes more frequently without going into town to change to another 2 others in some cases.

Have more buses available in places where people can only get 1 bus. I can literally only get the number 12 (to get to St. Peter's) at certain times which is so unreliable for work. Why is there not more buses for my area?

Better service between cleethorpes and Europarc

Direct to Cleethorpes. Connecting Immingham to habrough train station

Get rid of mask wearing

Cleaner/modern buses

No

looking re routing busses (currently a number of busses go via grimsby road is that really necessary as weelsby road only has a limited service)

Need a proper bus station/exchange again so that you can easily change to another route and know when it was due

More disability priority seats Smartphone app to make stop request in case I cant reach the next stop please button

Bus available to villages

Run later in the evenings.

The bus times departing from the town centre are now too early for me (earlier than pre Covid) and so I now travel in my car. The next later bus departing the town centre is too late as there is an hour between the two.

Better bus times that connect with train times, More routes to cover a wider area of the area.

Bring the bus back to the Fifties please

Take a look at bus services in Malta, if you could achieve this level of service and cost you would make a huge improvement.

Help stagecoach by funding more and looking after drivers by giving them toilet facilities as well as buses only through the bus station with cameras

Put the bus station back to its original place

Make the vehicles have more windows and air-conditioning so they are less hot in summer.

I live on Scartho top, there are some great bus stops but no buses that use them regularly, would be great to have a regular bus service every day more than twice a day

Improve connectivity so that all parts of Gy/Clee are accessible with max. one change of bus.

Bus services to the outlying villages in south humberside. Tetney currently has no public transport.

**Are there any other improvements we could make to the bus service to help you use it more often?**

The no.12 bus service is a joke compared to other bus routes. As I now dont drive, and as an Parkinsons disease sufferer I cant get any week-end events. Also, the buses stop running in both directions far too early.

A Local bus service. that runs down Hainton Avenue. and also runs on Sundays and Bank Holidays Not one that runs from Cleethorpes To Hull and Back, or one that runs from Lincoln and back.

no

Have a dedicated local service at regular intervals, not one that just runs from Lincoln to Grimsby and returns and one that just runs from Hull to Cleethorpes and returns. also a bus one the runs on Sundays and Bank holidays.

Yes. For goodness sake do something about the crew of drinkers/druggies who hang out daily at C bus stop at the Riverhead. No decent person should have to wait for a bus under these conditions. In the last two months I have rung the police three times about this matter. No action taken.

I live on a main road through the town yet it is not on regular bus route as far as I know

last page of survey didnt work. I live on a main road to the town yet am not on a bus route.

Ban smelly people

Frequency and access

Covid cases high in this area. Need social distancing on buses and masks. Even during restrictions, seems like all of Grimsby were exempt. They should need medical evidence.

make the use free to use ,like london/manchester

Increased services and access

Shelter at each stop.

Where we live it seems you don't care about the West Marsh area, we need disabled friendly buses and more of them. Plus buses after 5.30 would be good

More weekend buses. I work Saturdays and like to go into my local seaside on a Sunday which is, a nightmare. And people do work Sundays. Buses that change from every 10 min then just after 6pm to every half hour. Im still trying to get home from work. And during covid make sure your windows are open. It shouldnt be down to me (62 with health issues) to open the windows.

Yes, when using buses in other towns they seem to be much cleaner, you can see out of the windows and there isn't food dropped on floors or seats (crisps for example)or empty drink cans / bottles rolling about the floor as there are on our buses. Also, although I don't know how you'd deal with it, bad language and anti social behaviour on the buses.

More computerised timetable at bus stop

Include the village where I live, Ashby cum Fenby

Can't understand why both busses come at the same time in the evening. It means an hourly service.

Make buses more cleaner and environment friendly

I think seats need to be higher, like trains they too are too low,Ihave difficulty getting out of low seats

I have kidney failure and cant walk too far to access a bus. Also where i live would take 2 buses to get me to my treatment.

A single Bus station in Grimsby. The present situation is chaotic, confusing and next to impossible for disabled/elderly people!

### Are there any other improvements we could make to the bus service to help you use it more often?

Yes. Take off 2 of the 4 stops between Scartho Roundabout and the DPW hospital, and take one of them into Scartho Top with exact same time tables. Not start at 9.30 and finish at 2 pm. Do it from the earliest normal time any of the buses-8,9,10 or 51 start from normally and finish at the same time they finish. Scartho Top needs a full time bus route which I would use every day!!

other areas to be catered for no buses near me without a 20 minute walk

Seat pitch needs to increase, the seats are too small for me due to my leg length

Re-instate the old bus station at Riverhead so all buses are in one easily accessible place rather than down side streets - current system must be very confusing for visitors to the town.

Information at all bus stops telling the next time a bus will be there

AS a resort...the buses could become a real feature. Start with our visitors and integrate with railway. EXPLORATION..make it exciting.

Move the bus stops back to where they originally where. As the placement of them now, is confusing and non functional.

Why does the number 3 and number 9/10 bus both run at the same time ? they both come together, it would make more sense if they ran 5 minutes apart, because if you just miss a bus you actually miss 2

More routes to places further away e.g Keelby and Killingholme areas, while I know there are routes to Keelby they are few and far between and aren't adequate for people who need reliable buses to get to and from work early mornings/late evenings.

Sack the manager of stagecoach

cleaner safer bus stops, asll with signage re times

More electronic timetable displays at stops beyond town centre

Make sure that there is plenty of ventilation on the buses and that windows are kept open and heating not on during summer months.

Lack of information is biggest concern as a person who doesn't use buses, no idea in town centre where the bus stops are that I need

Return Grimsby bus station to its original place and remove antisocial behaviour at the stands

all staff wear uniform. All staff be polite not rude

Sort the bus stands , always at least one stand has homeless or a gathering of people drinking. Have drivers take more control on a bus.

A regular bus service on WEELSBY RD

more regular sunday service, improved humber flyer service (more direct and available sundays)

Reverting to pre Covid timetables

Make fares the same across NE Lincs. Residents of Immingham already pay the most council tax but also have to pay more just to take a bus into Grimsby compared with residents from the likes of Waltham, Laceby, Humberstone, etc. and yet we only have the one service available. Is it really any wonder why passenger numbers are lower on the Immingham route compared to all the Grimsby/Cleethorpes routes?

EV buses

Tackle the drunks hanging around in Grimsby centre that stop anyone else using the bus station

More shelters , really spaced out on Grimsby Rd ,nothing from leaking boot to the high street

Better frequency of buses to Europac

Yes one bus straight from Immingham through to Cleethorpes without having to change.

no



### Are there any other improvements we could make to the bus service to help you use it more often?

Yes pick drivers that are customer friendly , I don't mean silly nice just learn a bit of customer service don't work with public if don't like the public

Have buses where I live on the 53 route there is town or lincoln what about the hospital or Cleethorpes?

Able to show and buy bus tickets on a stagecoach app on smartphones

Reinstate the bus pass that you cancelled. The smart commute.

Grimsby town centre stops are disgusting, drunks on C stand every day, swearing, shouting, abusing customers and bus drivers, need security or police to sort, just puts people off catching bus

Larger capacity buses on busy routes

Talk to Stagecoach about running buses on a one-way loop around the Gilbey Road part of Pyewipe, the bus drivers often have struggle passing buses from the other direction, and the stops are well placed either way you pick. (On the 1 & 2 routes which they cant alter as you subsidise them). All routes generally need a post-5:30pm bus for workers, some like the 12 to Bradley Park ends at half past 2, too early (I understand this is for the school buses, but if a solution can be found it would be useful), The 1 & 2 also need a later bus from Europarc before the 20 runs. Maybe reduce the 10 & 8 to hourly on a Sunday and also run the 9 & 7, as in the week, this would cover more areas. The Number 1 route extension from Europarc to Wybers Way is useless, maybe it should run to another area from town like the 2 to Riby Square does. The Humber Flyer bus takes way too long, its slower than its ever been, an hour and 40 minutes to Hull now and it no longer serves the airport, not ideal, not sure what can be done other than having the bus running down the A180 and A15, with villages from Laceby served by a rare bus to the airport, Brigg and Scunthorpe / Barton. Also at Riverhead Stand D, the bus information display is 55 minutes fast and is confusing some. A bus stop is lacking for Durban Road on the 7 route to Grimsby (one exist in other direction), making it awkward to reach Grant Thorald Park area, bus number 27765 (it has a picture of a driver called Tracy on the back) is inaccessible to wheelchair users as despite having a wheel chair place, additional seats are also in it, only bus in the fleet that I struggle to get my Mum on. I hope that the 17 open top bus will run in future again. The number 50 ends in Saltfleet which is the middle of nowhere, its only a short distance to Mablethorpe by bus, maybe it could extend? Overall though the bus service is quite simple, right price, right frequencies, good drivers and good routes in town.

Tickets you can use if you have to change buses IE trawl to Freeman at change at town with same ticket

Better frequency

Better ventilation; more buses on Sundays;

Dedicated school busses for beginning and end of school day as using these when the children do is a nightmare for my 88 year old Mum. Pupils are rude, disrespectful, antisocial and noisy.

More bus routes

The time tables before covid were much better than now especially the number 5 from Immingham on an evening

Toilets At bus stations.

The number 5 needs to bypass willows and wybers and go bk down Yarmouth Rd, stop going round wybers on the 6.50am bus from immingham, pointless no one ever gets on.

Bus routes to all the south bank industries

No

The amount of people drinking alcohol and smoking cannabis at the bustops stops me from using the bus. This also stops my disabled daughter from catching the bus from town. This requires improvement.

### Are there any other improvements we could make to the bus service to help you use it more often?

I would like to see more bus routes to areas that offer work (Industrial/business estates, factories ETC), and to be more available in the morning and evening to suit different work shifts because lots of people who want to commute to and from work struggle because of the lack of bus routes or availability to places that offer employment.

Sunday buses to Hull and other places for days out

Move the drunks from town bus stops

Put the old Humber Flyer back on the 250 takes too long and is very uncomfortable along the country roads.

ABLE TO PURCHASE BULK SINGLE TICKETS ON STAGECOACH APP IE 5-10 days worth of singles at cheaper rate and can be activated as an when required.

Evening buses needed on Laceby Acres

Improve integration between rail and bus at both Grimsby and Cleethorpes - in both towns there is no direct link. Time buses from Barton to Hull to meet the train from Grimsby and introduce through fares. Provide a service from Habrough to Immingham to connect with the train services.

More buses to Blundell Park on match days, a sort of football special

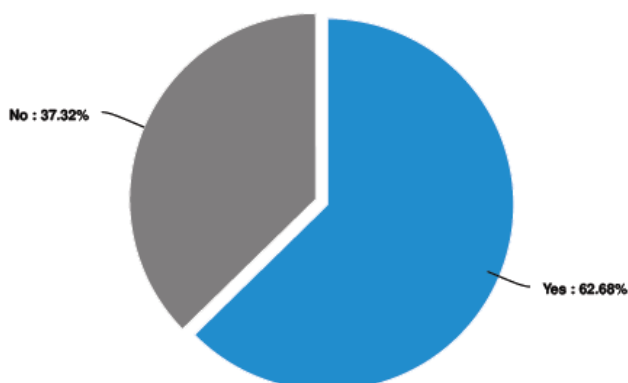
yes stop changing the routes the bus to immingham now takes longer than its old route also needs more services half hourly is no good

Pre-pandemic the Wybers Wood (WW) used to have four buses per/hour every 15 minutes. Today, four buses per/hour remain but, theres x2 20 minutes between buses and x2 10 minutes between buses. Having to wait twenty minutes with no shelter and seat on WW is undesirable

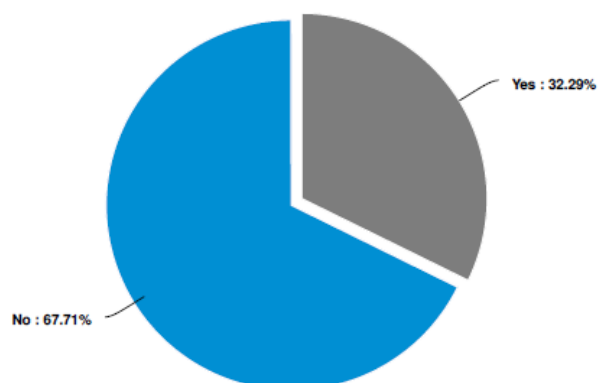
Modern buses with WiFi / usb

Where services are busier e.g. around 8am during school/college/work times using double decker buses rather than single decker to reduce crowding and people having to stand up. Or an alternative bus for use of school or college children, as this tends to cause overcrowding for people getting to work and hence makes buses late.

### Is there anywhere you would like to get to locally but are unable to get there on a bus?



### Do you have a concessionary bus pass entitling you to free travel?



**Please use this space to make any other comments about the local bus service.**

Need a proper bus station in Grimsby as we had before and not bus stops going around the block - local people and visitors alike do not know where to get the bus that they need

Weelsby Road area lacks a bus route

Do not feel safe with bus shelters scattered around the top town area a bus stop at pasture street victoria st junction instead of having to walk backwards from town

Scartho top needs more buses

Needs more evening services, more sunday services as there is no service on a Sunday or after 7pm.

Grimsby and Cleethorpes get the best service but pay the least. How is that fair?

I'd love to use it but I'd have to walk into town just to use it.

Totally inadequate for wheelchairs

Better/Wider coverage of the whole NELC area especially evenings and Sundays

More frequent buses

Put bus station back in gy Town centre

I am satisfied with the bus service in my Area including the Drivers .But more information and timetables with phone access for those who don't use a mobile phone would be an asset

journey times are too long and asb on buses is becoming more common

I live in Laceby, and its frustrating that most of the buses which serve the village come from further afield such as Hull and Lincoln, therefore they are frequently delayed. After working in Cleethorpes, in the evening I only have the option of 1 bus to catch back to Laceby, whereas just down the road, Morrisons is served at a very high frequency.

Priority measures to reduce bus journey times would encourage more use.

Get rid of the contract with ENGIE who are ripping us off! Get a UK company to work for the Council.

Would like direct service from Immingham to Grimsby & Cleethorpes without going through Wybers Estate.

Would be useful to have a direct link with other hospitals outside of area ie. Hull to avoid taking 2 or 3 buses to get there.

Stagecoaches absolute monopoly damages choice. The lack of child day rider tickets in term time is disgraceful and just encourages people not to pay for children over 5 but still look young.

Should be more buses available to accomadate the needs of the passengers.

Return bus times to stops

The Grimsby town center bus stops are all over the place and very confusing, they all need to be together in one bus station. I no longer understand the bus route numbers, The route numbers I grew up with and used most of my life changes a few years ago, it makes it difficult to know what busses go where and numbers seem to change at different times of the day. Very confusing.

The bus drivers on my route are always courteous and respectful.

Find buses after 6pm hitt and miss work till 6.30. Pm and have to hang round for a bus

Whilst I appreciate the need to cover different areas more direct routes would be appreciated

Why are bus services being amalgamated and frequency reduced?

Im in Hibaldstow an before covid we had a bus service,but now no bus so stranded.

Laceby currently doesnt have a Sunday service running a couple of the buses from morrisons into the village and back again even just a couple of times a day would be helpful to the elderly and young alike

**Please use this space to make any other comments about the local bus service.**

WE DO NOT HAVE ONE.

We need a competing Bus company to drive down fare costs and increase evening buses and reliability.

I think the top up ticket would be better...much like the oster they use in London

I found that up until Covid the bus service had improved in recent years compared to how it had become. Frequent busses on the timetable was great but frequently those busses that were timetabled did not arrive and this is a major issue when people rely on busses to get them to work on time, but regularly arrive late.

Bus service and drivers in general are excellent , But we need a central bus station .

you need a quicker service between Cleethorpes and Waltham. Express buses?

Please return the bus station to its previous place. Nothing wrong with admitting it was a mistake and everything would run much smoother the elderly who use them mostly would get dropped off near the shopping area and get the bus back from there also. Especially in the winter months it is a real problem

Grimsby / cleethorpes buses go nowhere like other towns

Ensure bus stops in town particularly the number 4 stop near the PO is clear of drunks & druggies so your customers can sit down & not listen to foul language!

What introductions are being implemented for more eco friendly transport, ie electric busses ect

More accessibility through local villages especially at evenings and weekends.

Number 5 or six should go to Cleethorpes

Drivers are surley, other passengers have poor personal hygiene, too infrequent to be of use, no help from driver getting luggage on & off. As the buses are deregulated and run privately what is the point of a council plan as stagecoach cannot be compelled to act. And as council are cutting subsidies this is a waste of public money.

Additional buses at varying times of the day will certainly attract people to use the bus...and not just running a trial for a couple of weeks and then saying Its not cost effective

Need more services to Laceby village as we feel cut off from the rest of the row.

Hate the bus. Waiting is impossible as cannot stand for long. Seats removed everywhere in local area. Only trips I do are to pick up grandkids or do heavy shop, both impossible with bus. Trips are interminable. Foul language on board. Other people around, usually on their phones.

donna nook nature reserve

I truly believe a well organised central bus station needs to be brought back, what was removed was far better than what we have now.

I have always been happy when using the service. I feel that the buses need to be really clean with the advent of COVID. Perhaps have sanitiser dispenser installed.

Many parts of Grimsby and Cleethorpes are well served, but there are noticeable areas where this is not the case. Reinstatement of routes that used to be part of the main system would consolidate the network, such as the 2,6,and15. Other services could be more frequent to cater for new housing developments on the outskirts of town, and park & ride buses would attract people from out of town. The developing housing areas in Humberston/New Waltham/Waltham/Holton Le Clay could justify an express service using Peaks Parkway.All local urban services should run at least every 30 minutes, otherwise potential passengers will find other ways of travelling, this is why few people use the infrequent Weelsby Road/Hainton Ave. services. It is also important to link Grimsby and Cleethorpes with other nearby towns. The 53 to Lincoln in particular should rrun every hour, and many other out-of-town routes should be more frequent.

N/A



**Please use this space to make any other comments about the local bus service.**

The buses need to be cleaner inside and all travellers and drivers wear a mask

I don't like having to change buses. It is much quicker to travel by car.

The majority of drivers are friendly, helpful and empathetic to both my limited needs and that of my wife. Bus route 1 is such a help to us as both stops are near to our property.

We need a better rural service, more buses on a Sunday/in the evening. And also, more needs to be done about ASB if it starts again. Bus travel has been so much more pleasant during lockdown. Less noise/mess/

I find that the local bus service has deteriorated in recent years due to the lack of investment. The fleet is in dire need of updating and expanding (There were 78 vehicles in service when GCT was sold to Stagecoach in 1993 and there are only 51 in service now.). A major expansion and new routes are required taking into account the large amount of residential development currently taking place across the borough.

When visiting some friends bus have to use 2 or more buses was better when we had a bus station but expensive to go into town and get on another bus. Having better prtions if you cannot get from A-b on one bus would help

Not a local area but direct travel to Brigg and Scunthorpe would be nice

the bus stops in town centre opposite the barge , stands C and D i think, are always filled with complete drug heads, who are shouting at people being a nuisance and makes it unsafe to wait for bus - crack head central - this has been a massive issue, they need collecting up and throwing somewhere for them to rot outside of public eye

the general experience isnt pleasant and waiting at bus stops is sometimes quite unnerving, especially in town with people drinking alcohol and hanging around the bus stops.

more frequency of rural bus services, there are more buses that go to morrison's passing me at the stops in town than there are people getting on them! Waltham is serviced well, every 15 minutes, but, to go to Hainton Avenue from town is ridiculous, not many buses service that area or Ladysmith Road from Waltham is 2 buses or a long walk from town. Having a doctors appointment at Weelsby Woods area is a nightmare, have to leave my house nearly 2 hours before!

We need to change the interconnecting services - these dont work were routes have differing frequency timetables

Not easy to get from Waltham to Cleethorpes, I'm required to change buses in Scartho or travel via Grimsby. Both routes mean a journey time of between 40 mins to an hour. Another method is to walk along toll bar avenue and catch a bus in New Waltham but still a journey time of 40 mins and weather dependent. A Bus route from Waltham via New Waltham / North Sea Lane to Cleethorpes would be beneficial.

Better hygiene on board and better temperature control on board. Cleaner waiting areas.

Killingholme,

Overall it's a good bus service, clean and reliable I'd like to see it made less expensive for the young, families and pensioners.

Your route finder suggests travelling into Gy town centre and then to Cleethorpes sea front to get to Cleethorpes town centre from North sea lane. A bus should travel along North Sea lane and along the sea front. A short journey and not two fares to travel a short distance.

At the moment the bus service is very poor, they are late and some times dont run at all, most of the buses are old and the drivers are rude.

Make sure all stop buttons work on buses after having missed stops

N/A

Needs more funding from council and help from council

**Please use this space to make any other comments about the local bus service.**

I feel people use services because they have no other means of travel. Why cant they have separate doors for getting on\off, and means to physically buy tickets before boarding? This causes a hold up at stops.

I have difficulty in walking so do not use the buses because I have to walk to scartho road. I have a bus stop outside my house on Scartho top but no bus service

Review bus timetables so that in an evening the few buses that there are are not within 6 or 7 minutes with a 53 minute wait until the next one ie Grimsby - Cleethorpes routes 3 and 10

Local bus services in my area are non existant. Even a link with Holton Le Clay would be an improvement and give me a link to Grimsby and Cleethorpes.

pretty good

Hainton Avenue. It has to be the only part of the town that has not got its own local service and does not run at night or Sundays WHY WHY WHY . we have only buses that run from outside of Grimsby - Cleethorpes

Its quite good. I used to live in Wellington, New Zealand, and Stagecoach there were a complete shambles!

Unable to comment as have not sure the bus for years, however, should be my bus pass this year and wonder whether I will be able to benefit at all.

I get my bus pass this year but not close to a bus route.

Buses are old and not cleaned often enough

all commercial buses should be electric powered.no buses stopping outside schools, if fumes being expelled.

As I've already said our area (West Marsh) is not well served at all, it feels like the forgotten place and not just for buses.

Having moved from Mablethorpe, I think the Grimsby service is brilliant, one of the best.

A car or bike is more convenient, and more comfortable

I wont use the bus on my own due to the antisocial behaviour at the town bus stops. Something needs to be done about this.

Times and bus routes I have found not very clear

Bring back our bus station! My answers here are based on my previous working-life experiences in attempting to use public transport services - e.g. the last bus to Immingham time-tabled to leave Before the last train arrived in Grimsby!

wish the drivers would enforce no smoking . yobs often do it

More morning busses as I start work at 5.45 in the morning and costing me fortune in taxis my first bus used to be 5.05 from nunsthorpe to cleethorpes

Last experiences were : unruly passengers, even at the bus stop, intimidating journey.

Its a very uncomfortable way to get into town

From main road very good. 20 min walk to it.

Should tie in with our railway..eco friendly. Has to be integrated to be efficient economical and appealing. So much to discover..Thornton Curtis an under appreciated asset.

The more frequency and more routes and promote a more environmentally message that using a bus would be.

Overall good service. Face masks should be mandatory for all passengers.

**Please use this space to make any other comments about the local bus service.**

Its not just the N.H.S. Workers who deserve a big thank you, so do the bus and train drivers. So here is my chance to say THANK YOU

It needs to be more reliable for workers who rely on buses being on time. This has improved through lockdown however now school and college children are starting to fill buses up more I fear it will go back to normal. I used to find myself having to get to work a lot earlier than necessary just to be on time because of issues with the bus.

No buses at all on a Sunday or into Laceby from the town centre or Cleethorpes after approx 5pm.

because of the pandemic i have now got my own transport as being judged and having aggression due to being mask exempt was too much

Stagecoach need to ensure they run services to published timetable or be able to advise on electronic displays if a bus service has been missed out

Previous grimsby bus station needs to be returned as it was fit for purpose and did a far better job than the current one after it has been put back the council should be required to get public consent before messing with it

Improve information, not everyone using buses is a regular, Travelling in Switzerland was so much easier than in my home town Also the drunks hanging round in Grimsby town bus shelters is unnerving and unpleasant

Would prefer bus station to go back to how it was

Weelsby Rd has a 53 service once an hour ( after lunch a gap) to Town, Humber Flyer half way down Rd again hourly. All buses stopped at 19.00hrs none on Sunday. Surely a regular service from Laceby via College down Weelsby Rd to Cleethorpes, every 20 mins would be used, we would I am sure the College would.

free bus travel for over 60s in line with rest of the country

Need buses all day sat / evening / Sunday bus service full stop

The Humber Link road would make an ideal bus route from Immingham (note, I say from; not just to like the council will probably try to implement). It would also make sense to restrict the types of vehicles on this road to encourage people to take the bus rather than use their private cars

Make the busses use the raised curbs, the drivers always say they cant when I complain. Apparently they are in the wrong place?

The buses are very out dated and you can feel every bump in a journey

A lot of the drivers are fine but some need to learn to be nicer , I know school buses aren't the easiest but sometimes a smile goes along way , also buses never turning up I walks 2 miles on a morning because twice my ward has been late because no bus came

I use buses daily to get to work and do my other activities. The bus drivers are mostly uneducated regarding hidden disabilities and assistance dogs.

Its a brilliant service, but the bus stops at the Riverhead (Stand D mainly) has been invaded by violent drunks who camp there 4 days a week.

Only one bus a hour on willows after half 6 and

It's rubbish

We dont have a local bus, only a very limited one Habrough to Immingham one day only to disappaer very soon. There is a regular service which comes out of Immingham and at the opposite end of the road justless than half a mile turns away from the village to Stallingbrough. Theres not even a service to our station from Immingham, which has regular trains to Manchester stopping in Habrough, people have to use the car park, our village is cut off both ends from what could be a service from Grimsby through to Immingham.

**Please use this space to make any other comments about the local bus service.**

Buses have been a godsend during pandemic as they gave me a way to get to work as I am a keyperson. Thank you. Only thing is immingham we get single deckers and serve immingham, willows, wybers, Also put double decker on at 5.15pm not enough space ,

I live on the willows estate, it has been a very poor and shoddy service for years

More bushes on an evening

We have two bus services through Lacceby into Grimsby. The only problem is they are both hourly and arrive within 5 minutes of each other.

Laceby has no sunday service

no service usable along clew road and wealsby road

Shocking how the closer to town you live ie nunsthorpe you have a bus every ten minutes but f you live out of town ie stallingborough your have a service every half hour and longer due to route change. Also stallingborough is classed as grimsby but it cost more as you (stagecoach) class it as immingham why is it dearer for people going to immingham to grimsby yet the same distance cleethorpes to waltham your paying grimsby fare and its cheaper. Prices dont work out right the same distance journey shouldnt cost more

Have selected my priorities and commented using this form.I used to attend meetings with Total Transport at the Town Hall as a transport user - will such meetings, or the like, be brought back?

As a woman and non driver who makes journeys alone through all times of the day it would make me feel a lot safer to have better shelters/lighting and seating and more interactive signs to show when the bus is due or any delays. More evening buses would also help not being sat around waiting late at night coming home from work.





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Working in partnership