

NORTH EAST LINCOLNSHIRE COUNCIL ENHANCED BUS QUALITY PARTNERSHIP PLAN

2022-2027

AND

NORTH EAST LINCOLNSHIRE COUNCIL ENHANCED BUS QUALITY PARTNERSHIP SCHEME

1 Introduction

On 7th June 2021 North East Lincolnshire Council (NELC) issued its formal statement of intent to proceed with an Enhanced Partnership (EP). The EP is intended to deliver the vision and ambition set out in the NELC Bus Service Improvement Plan (BSIP) 2022 – 2027.

The EP Scheme for buses was made in accordance with section 138G(1) of the Transport Act 2000 on 17 December 2021, for implementation on 1st April 2022.

The Department for Transport (DfT) has issued a letter to NELC, “BSIP: Indicative funding allocation for NELC “, dated 4th April 2022, setting out the priorities, conditions, and further Guidance, for confirmation of this funding. This second version of the EP Plan and Scheme has been developed accordingly.

This Enhanced Bus Quality Partnership Plan (EP Plan) should be read in conjunction with the North East Lincolnshire BSIP.

2 BSIP Objectives and Enhanced Partnership Approach

Fundamental to the proposals in this EP Plan and EP Scheme, is our overall vision of retaining and increasing patronage and modal share of public transport, through enhancing the attractiveness, relevance, and public awareness of the local bus system offer.

As developed for the BSIP, the measures support the following seven defined objectives:

- Reliable and effective public transport;
- An integrated transport system;
- Simple payment and ticketing;
- Safety, inclusivity, and accessibility;
- Easy door to door journeys;
- Excellent customer service;
- Modernisation, decarbonisation and zero emission vehicles.

The challenge of attracting passengers back to bus, especially where car travel is relatively easy and perceived to be inexpensive and convenient such as in North East Lincolnshire, should not be underestimated, and this will be the focus of much of the initial activity of the Partnership.

Through detailed discussions with the Partnership Stakeholders, bus operators and the neighbouring partnerships, we have identified a series of specific measures designed to improve the bus network provision in North East Lincolnshire and encourage greater use of the network.

These measures are detailed in the BSIP and form the basis for this EP Plan and EP Scheme. They demonstrate a commitment and ambition to enhance the bus service network in North East Lincolnshire, while remaining realistic and achievable for this principally urban and industrial, while relatively small, area, given a commitment to joint-working, funding and implementation.

The proposed measures have been categorised into short, medium and longer-term timeframes, dependent on their agreed priority, deliverability and the availability of funding. They are described in section 4 of the EP Plan and are shown, by timeframe, in Appendix B to the EP Scheme.

Throughout this Document, codes such as “(M013)” refer to Measures as identified in the BSIP.

Table 1: Objectives and Approach (subject to external Government funding)

BSIP objective	EP approach
Reliable and effective public transport	<ul style="list-style-type: none"> a) (M011) Uplift core urban corridor frequencies to 6 buses per hour. b) (M012) Standardise cross-boundary service frequencies. c) (M013) Improvements to evening service headways on Town / Local services. d) (M014) Improvements to Sunday service headways on Town / Local services, to 30-minute. e) (M015) Investigations into Early Inclusion of Housing / Commercial Developments f) (M021) Bus Priority Study and Punctuality Improvement Plan. g) (M026) Bus-only highway infrastructure: Europarc (Grimsby end) Bus Bridge. h) (M022) Acceleration of Traffic Signal Priority (TSP) programme. i) (M024) Information and Disruption Messaging Officer. j) (M025) A Disruption Messaging system. k) (M023) Enhanced Parking enforcement.
An integrated transport system	<ul style="list-style-type: none"> a) (M051) High-quality bus station

	<ul style="list-style-type: none"> b) (M052) Optimise connections in Grimsby between low-frequency bus services and each other c) (M053) Connections with rail services d) (M054) Improve Cross-Boundary Links to hospitals e) (M055) Feasibility study and implementation for Park and Ride f) (M056) Innovative Services – P & R and tourist routes g) (M036) Explore a more targeted PlusBus offer
Simple payment and ticketing	<ul style="list-style-type: none"> a) (M032) Develop discounted fare products for Students / Apprentices / Youths b) (M031) Fare Stage Rationalisation c) (M034) Introduce fare capping across NEL d) (M033) Introduce a ticket 'Carnet' for NEL e) (M035) Step up the rate and extent of promotional fares f) (M074) Enhancement of Contactless Payment
Safety, inclusivity, accessibility	<ul style="list-style-type: none"> a) (M111) Raised kerb access b) (M112) Survey + remedial works for footways etc around main stops c) (M114) Bus shelter improvements – upgrades, replacements, additions & CCTV at selected bus stops d) (M115) Booked passenger assistance e) (M083) Staffed lost property facilities f) (M116) Acquisition and deployment of 'mobile' CCTV units g) (M113) Enhanced cleaning regime for shelters h) (M092) Extending Phone-n-Ride's range to encompass to/from work journeys i) (M093) DRT efficiency & Best Practice study j) (M091) Expanded support for socially / economically necessary journeys k) (M101) Commuter travel plans l) (M102) Green Travel Plans officer m) (M054) Deliver economically and socially necessary service to Hospitals (particularly Castle Hill)
Easy and safe door to door journeys	<ul style="list-style-type: none"> a) (M061) Real Time Bus Information - Countdown displays at main stops - renew / extend scope

	<ul style="list-style-type: none"> b) (M062) Limited (to 2) & fixed annual dates for timetable changes c) (M063) Refreshed / locally targeted Branding / Marketing d) (M064) Special promotions of selected routes
Excellent customer service	<ul style="list-style-type: none"> a) (M081) a Bus Passenger Charter b) (M083) Improvement of lost property reporting and contact points c) (M082) Bespoke, Enhanced regular passenger surveys
Modernisation, decarbonisation and zero emission vehicles	<ul style="list-style-type: none"> a) (M073) Electric Buses b) (M071) Retrofit on-bus Comfort & Amenity Features c) (M072) Next Stop announcements

NELC has undertaken an assessment of the impacts of the EP Plan and Scheme on competition and believes it will not, or is unlikely to, have a significantly adverse effect on competition, for the purposes of Part 1 of Schedule 10 of the Transport Act 2000. Some 99.5% of vehicle mileage in the Plan Area is delivered by Stagecoach East Midlands.

As required by section 138F of the Transport Act 2000 ('the 2000 Act'), the Competition and Markets Authority (CMA) will be consulted on the proposals to ensure that the competition test at Part 1 of Schedule 10 of the 2000 Act has been met.

Document Structure

Part 1 of this document contains the NELC Enhanced Partnership Plan (the EP Plan).

Part 2 of this document contains the NELC Enhanced Partnership Scheme (the EP Scheme).

PART 1

THE NORTH EAST LINCOLNSHIRE ENHANCED BUS QUALITY PARTNERSHIP PLAN

This North East Lincolnshire Enhanced Partnership (EP) Plan for Buses is made by North East Lincolnshire Council (NELC) in accordance with Section 138G(1) of the Transport Act 2000. It is directly and solely derived from the North East Lincolnshire Bus Service Improvement Plan (BSIP), as first published in October 2021, and is the key enabler of that Plan.

1 Enhanced Partnership Plan Geographical Area and Time Period

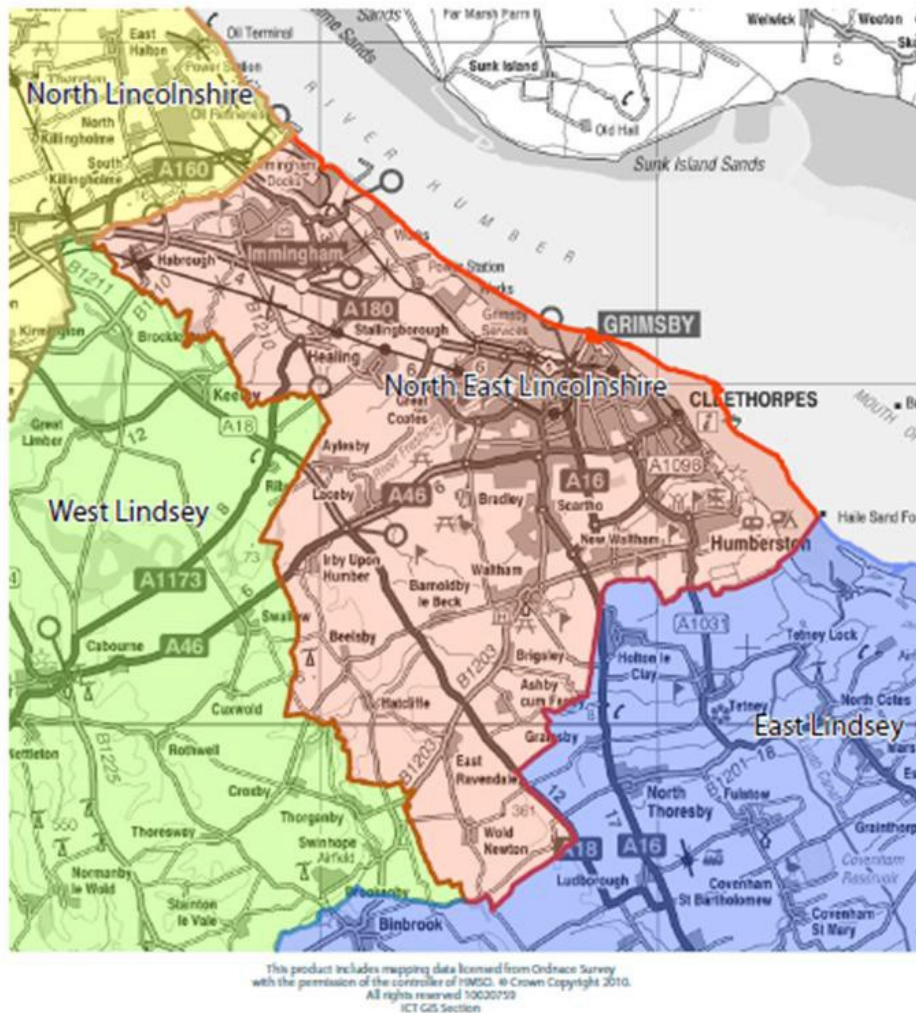


Figure 1: Enhanced Partnership area

The Enhanced Bus Quality Partnership Plan (EP Plan) will cover the whole of the administrative area of NELC, as shown in the map above.

The plan is for a period of five years covering the period 1st April 2022 to 31st March 2027. It will be reviewed no less frequently than annually, no later than 31st March of each year.

2 Passenger Experiences and Priorities

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 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.

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 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.
 - 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

The top 10 bus improvements from our survey are listed below.

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

It remains challenging to predict the future for local bus services as recovery from the COVID pandemic continues. 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.

3 Summary of Existing Bus Network

3.1 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. Mondays to Saturdays, between 07.00 and 19.00, the local services operate at 10- to 30-minute intervals according to route, while the interurban services are every hour or two hours. In the evenings and on Sundays, hourly intervals predominate. 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.

While a very few inter-urban and rural bus routes from Grimsby provide links with Lincolnshire and Hull¹, the great majority of the network connects the two main town centres, Grimsby and Cleethorpes, with each other and with settlements and travel attractors (retail, healthcare, employment, etc.) entirely within this, primarily urban, area. A single operator provides all local, and all but two *per week* of the cross-boundary, journeys. By contrast, Lincolnshire is a large rural county with many widely dispersed towns and villages. Hence, it is clear that a single Enhanced Partnership Plan and Scheme for the entire NELC area only, with collaboration and consensus with Lincolnshire regarding key cross-boundary services, is by far the most suitable option.

3.2 Current Bus Offer to Passengers

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

¹ This service does clip the eastern fringe of North Lincolnshire, but there is otherwise no direct service across that boundary.

purposes, there is appetite for targeted frequency increases, and in some locations for longer service hours, such as for shift workers.

The network map below is the latest (2021) published by Stagecoach; this is complete with the exceptions of the summer seasonal service 17 between Cleethorpes and Thorpe Park; the three times daily service (50) to Saltfleet; and also the once-weekly Hunts and Grayscroft services. There are also cross boundary bus services which operate between Grimsby and Louth (51 service), Grimsby and Lincoln (53 service) and Grimsby and Hull (250 service).



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 NELC 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%² 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, others have remained essentially the same for a long time.

3.3 NEL Bus network dimensions and performance

The bus network in Grimsby and North East Lincolnshire totals around 100 km³ 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 (from Stagecoach, Hunts and Grayscroft).

Core urban corridors (radiating from Grimsby town centre) with ≥ 4 buses per hour ('daytime') are:

- (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

² 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%.

³ Approximations by measurements of route segments on scale map; excludes 'special' (fewer than 3 per day) journeys.

3.4 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 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;
- **Revitalise High Streets** – ensuring that high streets are accessible for all, with or without a car; and
- **The rejuvenation of English seaside resorts** – providing access to and around tourist attractions particularly in Cleethorpes.

The measures set out in the EP Scheme will serve 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 EP Plan and Scheme 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.

3.5 Small and Medium-sized Operators (SMOs)

In general, it is important that the needs of small and medium sized operators (SMOs) are considered as part of the development of an EP plan and scheme; and Authorities should conduct a thorough assessment of which operators in the EP area(s) they consider to be SMOs.

Summary of SMO Assessment

The small percentage of annual vehicle mileage in North East Lincolnshire not operated by Stagecoach East Midlands, is split, roughly equally, between two smaller operators, namely Hunts Coaches and Grayscroft. Neither of these local operators have more than 40 vehicles in their fleets, or are parts of larger groups; it may reasonably be concluded, therefore, that neither have more than 250 employees, the recommended ‘ceiling’ for assessing this.

It is therefore concluded that, for the purposes of the EP, both Hunts Coaches and Grayscroft are defined as SMOs.

The principal concern of the DfT Guidance, as applied to SMOs in the context of EPs, is that SMOs are likely to be “disadvantaged in their ability to engage in aspects of developing the

scheme to deliver BSIP outcomes, but excluding such operators may reduce the overall effectiveness of BSIP delivery”.

However; in the case of NEL, these operators have, for many years, operated one return journey per week into NEL (Grimsby), from respective areas across rural Lincolnshire – with no aspiration to exceed two per week. They each contribute around 1 in 4,500 of the operated bus-km in NEL; and while their services are of benefit to residents of their Lincolnshire hinterlands, and NEL will continue to encourage such services; they provide no useful function for NEL residents, and their exclusion from the EP Scheme will make no difference at all to delivery of the BSIP.

For these reasons, both of their services are Exempted under NEL’s definition – though as a courtesy NEL will keep them informed of developments affecting their services.

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4 Congestion in North East Lincolnshire

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.

The characteristics of the local area road network are such that, though general congestion does impact the bus services, despite the widespread implementation of traffic signal priority installations, it does not do so disproportionately. Although comprehensive data on actual bus journey speeds is not to hand, this will be collated and monitored over the EP period; meanwhile, 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).

5 Complementary Policies

An overall policy within the current BSIP, is to review and improve alignment of broader but complementary policies, such as land use / development control (the Local Plan), decarbonisation, etc., with National Bus Strategy objectives, as appropriate for the area in our BSIP / EP.

One key example - 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 mode of transport, 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 such as congestion charging or workplace parking levies.

The EP 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 enable, and thereby bring about, matching increases in private parking charges.

6 Objectives and Outcomes

6.1 Objectives

The EP has been developed to achieve the objectives of the 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.

The Local Transport Plan identified these key Challenges:

- (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.

The objectives of the BSIP and EP Plan are intended to align with these Challenges and articulate how bus services can help to deliver them. The EP Plan objectives are

- Reliable and effective public transport;
- An integrated transport system;
- Simple payment and ticketing;
- Safety, inclusivity, and accessibility;
- Easy door to door journeys;
- Excellent customer service;
- Modernisation, decarbonisation and zero emission vehicles.

6.2 Outcomes

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 revitalise 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.

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 Enhanced Partnership Plan and Scheme.

It is expected and intended that improvements undertaken under this EP Plan and EP Scheme will beneficially affect neighbouring areas:

Generally, improvements across North East Lincolnshire, such as to bus priority infrastructure, and to quality and amenity of buses and stops / interchanges, will also benefit cross-boundary services, their existing passengers, and those attracted to the services;

Specifically, neighbouring areas will benefit immediately and directly from improvements in frequencies, and more modern buses, on interurban services.

6.3 Aims and measures

A series of measures have been selected for the complete EP Plan to fulfil the NELC Policy Aims and the priorities identified by existing and potential users aligning with them:

- Aim A: Reliable and effective Public Transport
 - Enhanced evening and weekend frequencies:
 - (M011) Uplift core urban corridor frequencies to 6 buses per hour
 - (M012) Standardise cross-boundary service frequencies
 - (M013) Improvements to evening service headways on Town / Local services
 - (M014) Improvements to Sunday service headways on Town / Local services
 - (M015) Investigations into Early Inclusion of Housing / Commercial Developments
 - Some tailoring of the network to improve how certain destinations are served:
 - (M021) Bus Priority Study and Punctuality Improvement Plan
 - (M026) Bus-only highway infrastructure: Europarc (Grimsby end) Bus Bridge
 - (M022) Acceleration of Traffic Signal Priority (TSP) programme
 - (M024) Information and Disruption Messaging Officer
 - (M025) A Disruption Messaging system
 - (M023) Enhanced Parking enforcement
- Aim B: An integrated transport system
 - Improved bus interchange facilities in Grimsby:
 - (M051) High-quality bus station
 - (M052) Optimise connections in Grimsby between low-frequency bus services and each other
 - (M053) Connections with rail services
 - (M054) Improve Cross-Boundary Links to hospitals
 - (M055) Feasibility study and implementation for Park and Ride
 - (M056) Innovative Services – P & R and tourist routes
 - Closer integration of the subsidised demand responsive services with each other, and with the wider commercial network:
 - (M036) Explore a more targeted PlusBus offer
- Aim C: Simple payment and ticketing
 - Clearer and more comprehensive information about services and ticketing products through a wide variety of sources:
 - (M032) Develop discounted fare products for Students / Apprentices / Youths
 - (M031) Fare Stage Rationalisation
 - (M034) Introduce fare capping across NEL
 - (M033) Introduce a ticket 'Carnet' for NEL
 - (M035) Step up the rate and extent of promotional fares
 - (M074) Enhancement of Contactless Payment

○ Aim D: Inclusive Travel

- (M111) Raised kerb access
- (M112) Survey + remedial works for footways etc around main stops
- (M114) Bus shelter improvements – upgrades, replacements, additions & CCTV at selected bus stops
- (M115) Booked passenger assistance
- (M083) Staffed lost property facilities
- (M116) Acquisition and deployment of 'mobile' CCTV units
- (M113) Enhanced cleaning regime for shelters
- (M092) Extending Phone-n-Ride's range to encompass to/from work journeys
- (M093) DRT efficiency & Best Practice study
- (M091) Expanded support for socially / economically necessary journeys
- (M101) Commuter travel plans
- (M102) Green Travel Plans officer
- (M054) Deliver economically and socially necessary service to Hospitals (particularly Castle Hill)

○ Aim E: Easy and safe door to door journeys

- Some potential to improve the feeling of personal safety whilst using buses:
 - (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

○ Aim F: Excellent customer service

- (M081) a Bus Passenger Charter
- (M083) Improvement of lost property reporting and contact points
- (M082) Bespoke, Enhanced regular passenger surveys

○ Aim G: Decarbonisation and zero emission vehicles

- A need to modernise the fleet and introduce zero emission vehicles:
 - (M073) Electric Buses
 - (M071) Retrofit on-bus Comfort & Amenity Features
 - (M072) Next Stop announcements

6.4 Headline Targets

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

Pending the conclusions of feasibility studies from 2022/23, targets - particularly journey times - are necessarily indicative at this stage. While the improvements will have phased introductions, we were confident that, with full funding for and the ambition of the BSIP, passenger numbers could be attracted so as to fully regain immediate pre-Covid-19 levels by 2024/25.

The indicative funding so far announced represents some 12% of the full BSIP bid – 15% of the Capital element and 8% of the Resource element. However, with prioritisation of the higher value (impact) for money options, it can be expected that around 25% to 50% of the ‘full’ improvements may be achievable.

Again, in light of the current state of knowledge being prior to the feasibility study outcomes, the targets presented here are re-statements of those reflected in the BSIP, predicated on ‘full funding’; subsequent revisions of the EP Plan will scale these according to projected outputs of implementations to be defined.

Outcome		Actual		Target	
		2018/19	2019/20	2024/25	2029/30
Operational	Proportion of non-frequent bus services (<6 bph) running on time (%)	95		97	98
	Average excess waiting time for frequent bus services (>=6 bph) (minutes)	(Currently not reported)		2.0	1.5
	Reliability (Lost km) (% of Scheduled km)	0.1	0.1	0.1	0.1
Passenger Satisfaction (%)	Overall Journey	89	90	92	95
	Journey Time	88	89	90	92
	Punctuality	80	79	82	84
	Value for Money	71	72	77	78
	Bus Driver welcome	82	79	82	85
	Interior Cleanliness / Condition	83	80	83	85
	Availability of Seating / Standing space	87	87	88	88
		2019	2020		
Passenger Journeys p.a. (million)		6.2	3.0	6.2	6.8

7 Implementation and Monitoring, Alignment, and Review

7.1 Implementation and Monitoring

The Enhanced Partnership Board will meet four times per year replacing the existing Voluntary Bus Quality Partnership, and receive reports from bus user groups and representatives about progress with providing the Facilities and measures described above. An EP Forum will be set up so as to gather input from passenger groups and other stakeholders such as local businesses and people with protected characteristics, and will meet at least twice per year. By this means, regular dialogue – supported by inputs from passenger research as envisaged in the BSIP - will review how well the EP Plan and EP Scheme are working. This Forum will also be tasked with managing and ensuring the passage of such proposals as may require approval at an appropriate level of authority within the Council.

Every six months, where monitoring allows this will include specific reporting against the KPIs set out (in draft) in Chapter 3 of the BSIP, 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 NELC's website.

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.

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.

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.

The EP Plan and Scheme have been developed in conjunction with the principal local bus operator, Stagecoach, who are responsible for 99.95%⁴ of local bus kilometres in North East Lincolnshire.

⁴ 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 at most (7 x 2 x 2 x 52) = 1,456 km per year, of the annual total for NEL of 3.3 million km (2019/20).

7.2 Duration, Review and Alignment with Local Transport Plan

While a good number and range of measures have been developed over this compressed timescale and approved⁵ 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 EP.

In any event, the BSIP, and the EP Plan itself, will be subject to annual reviews for formal updates, whose effects will be considered by the Partnership for inclusion, through the formal variation procedures as set out in Section 138L of the Transport Act 2000, into this 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 and EP Plan, 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', as drawn upon for the BSIP and as carried forward into the 2021 Framework, is also an important input, creating a delivery model that facilitates the council in moving towards a 'fully commissioning and enabling organisation'.

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.

⁵ While the first Bus Service Improvement Plan (2021) was approved by NELC Cabinet in October 2021, certain of the Measures may require further approval by NELC Scrutiny &/or Portfolio Holder &/or Cabinet, as scope and impacts are identified and developed. Approval will always be sought at the lowest delegated level.

PART 2

THE NORTH EAST LINCOLNSHIRE COUNCIL ENHANCED BUS QUALITY PARTNERSHIP SCHEME

The North East Lincolnshire Council (NELC) Enhanced Partnership (EP) Scheme for buses is made in accordance with section 138G(1) of the Transport Act 2000.

Section 1: Enhanced Partnership Scheme Content

This document fulfils the statutory requirements for an EP Scheme. In accordance with statutory requirements in section 138 of the Transport Act 2000, the EP Scheme document sets out:

This document sets out:

Section 2 - Scope of the EP Scheme and commencement date

Section 3 - Obligations on the Local Authorities

Section 4 - Obligations on Bus Operators

Section 5 – Governance Arrangements

Further details of facilities, interventions, etc. are set out in Appendices:

Appendix A: Identified Facilities and Schedules

Appendix B: Identified Measures and Schedules (BSIP)

Appendix C: Definitions

Appendix D: Inventory of Existing Facilities

Appendix E: Tabulated detail per intervention (scope, benefits, timescale, and operator commitments)

The EP Scheme can only be put in place if an associated EP Plan has been made. Therefore, this document should be considered alongside the associated EP Plan.

The EP Scheme has been jointly developed by NELC, and those bus operators that provide local bus services in the EP Scheme area. (NELC is the Highway Authority for all roads in the area with the exception of the A180 west of a point to the north-west of Grimsby town Centre, which is unaffected by the BSIP / EP; and there are no relevant lower tier authorities.) It sets out obligations and requirements on all of these bodies / organisations in order to achieve the intended improvements, with the aim of delivering the objectives of the associated EP Plan.

If any operator of qualifying bus services fails to abide by such standards, enforcement action can be taken by the Traffic Commissioners – including the cancellation of individual local bus service registrations.

Section 2: Scope of EP Scheme and Commencement Date

The EPS will cover the same geographical area as the EP Plan and will support the improvement of all qualifying local bus services operating in North East Lincolnshire, as defined by the administrative boundary of NELC.

The EP Plan and Scheme were made on 17 December 2021, for implementation on 1st April 2022. The Plan will have no end date but will be reviewed every five years from commencement.

The EP Scheme will remain in force for at least five years after commencement. It will have no specific end date but will be reviewed by North East Lincolnshire at least annually (Section 5).

Exempted Services

In accordance with the conditions set out in section 138C (11) of the Transport Act 2000, there are a number of local registered bus services, which operate within the Scheme area, which will be exempt from the requirements of the EP.

Services which are exempt include:

- Services registered as local bus services, but which are primarily intended for the carriage of school students at the start and end of the school day;
- Services which are registered as local bus services, but which operate no more than two journeys per day.

A list of exempted services will be regularly reviewed by the EP Board.

This EP Scheme includes a series of measures which, taken together, will represent a significant uplift to the quality of the public transport provision across North East Lincolnshire. The measures are listed in Appendix A. The EP will work up the detail of each of the proposed measures, including detailed targets and implementation dates, which will be included in the Scheme, through the bespoke variation process set out in Section 5.

Further measures may be added to this EP Scheme over time, using the bespoke variation process set out in Section 5.

Reporting and Consultation

The EP Board will receive six-monthly progress reports on the development of the EP measures and reports of the performance of the network against the targets set out in the BSIP and EP Plan. Where targets have been achieved or bettered, the EP Board will consider setting new and more challenging ones. Where targets have not been achieved, the Partnership Board will consider and recommend additional actions and measures to address the under-performance. These progress reports will be published on the Authority's website.

Measures which make material changes to bus services and/or infrastructure will be subject to a public consultation process, prior to implementation, to ascertain the views of passengers,

residents and other stakeholders who may be impacted by the development. Such measures may also require formal approvals within NELC at an appropriate level.

The EP Board will also provide an annual EP progress report, to be published by the Council, for approval by either NELC's Cabinet, Scrutiny, or the Portfolio Holder.

Section 3: Obligations on North East Lincolnshire Council

Delivery of the measures will place obligations on both the Authority and the bus operators, as summarised in Table 2, below. Details of the Obligations on Bus Operators are set out in Section 4.

These Obligations are conditional upon confirmation of BSIP funding as set out in the letter "BSIP: Indicative funding allocation for North East Lincolnshire Council", from the DfT to the NELC Transport Director, dated 4 April 2022.

In this and the following Section, the Outputs are highlighted so as to tie in with NELC's desired Outcomes, as set out in Section 6 of the EP Plan. More generally, the improvements in passenger experience / convenience / value for money will be expected to be reflected initially through Passenger Satisfaction scores, and subsequently through increased patronage.

North East Lincolnshire Council Obligations	Qualifying Bus Operator Obligations
Facilities <ul style="list-style-type: none">• To continue to provide, and (subject to funding) maintain, the Existing facilities for buses set out at Appendix A to this scheme• To work, in partnership with the bus operators, to investigate opportunities for the implementation of additional facilities to support the operation of buses, in accordance with the specific measures contained in Appendix B to this scheme. The delivery of these facilities will be dependent upon securing funding from the Department for Transport (DfT).• To provide Planned facilities (NELC 21/22 LTP Capital Programme – public transport) for buses set out at Appendix A to this scheme	

<p>Measures</p> <ul style="list-style-type: none"> To continue to invest in the bus network through provision of passenger waiting facilities, at-stop information, Real Time Passenger Information etc. To work, in partnership with the bus operators and neighbouring EPs, to look to deliver the measures set out in the BSIP, and contained in Appendix B to this scheme. This will include preliminary feasibility works for schemes proposed in the medium and longer terms. The delivery of these works will be dependent upon securing funding from the DfT and formal Council decision. <p>[Details of each of the measures will be agreed by the EP Board through the use of the scheme variation mechanism]</p>	<p>Measures</p> <ul style="list-style-type: none"> To work, in partnership with the Council and the neighbouring EP, to deliver the measures set out in the BSIP, contained in Appendix B to this scheme. This will include preliminary feasibility works for schemes proposed in the medium and longer terms. The delivery of these works will be dependent upon securing funding from the DfT. <p>[Details of each of the measures will be agreed by the EP Board through use of the scheme variation mechanism]</p>
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Table 2: Summary of the EPS obligations

The EP Scheme places a number of obligations on NELC. The authority already invests in the bus network. This includes expenditure on supported bus services, provision of passenger waiting facilities, at-stop information and Real Time Passenger Information and bus priority through the provision of bus lanes and bus gates. It is the intention that the Council will continue this existing support, subject to the usual budgetary review procedures.

Facilities

North East Lincolnshire Council will provide the following Facilities:

Bus Priority Corridors

NELC remains committed to implementing bus lanes on roads with frequent bus services, congestion, and sufficient space; yet, at the detailed level, it has tended to be the case that roads satisfying this third condition (sufficient space), have tended not to be those satisfying the first two. However; while the Bus Priority Study (below) will comprehensively review all feasible scopes for bus lane additions and extensions, tangible opportunities are already to be found across those traffic signals which, while located on bus routes, are not yet equipped with selective vehicle detection / traffic signal priority (TSP).

NELC will operate existing, and (M022) implement additional, selective vehicle detection for bus priority, at selected signal-controlled junctions and pedestrian crossings identified in Appendix A, with more detail in Appendix E. BSIP funding allocation will supplement funding

for these as already approved in the 2021/22 LTP Capital Programme and thereby augment the scope and impact of this programme, as informed by the Bus Priority Study in the second quarter of 2022-23. Modest initial expenditure in 2022/23 will fund the necessary scoping, design, and mobilisation of the implementations, followed by approx. 50% of implementations in each of 2023/24 and 2024/25.

Outputs: These will improve bus service punctuality, and may bring modest reductions in schedulable journey times, in response to aspirations of existing and potential users.

Bus Priority Systems: Real Time Bus Location Information Systems

(M061) NELC will commission the installation of new, and enhancement of existing, equipment for collection / transmission / processing of real time vehicle locations, to enable functioning of further Traffic Signal Priority installations (Appendix A), and as an enabler for additional real time information displays for customers at bus stops. It is planned that contracts will be in place in late 2022, for phased implementation across the remainder of 2022-23 and the early part of 2023-24.

Outputs: Those arising from TSP installations are described above, while improved information is a specifically targeted Outcome.

Strategic Bus Infrastructure: High-Quality Bus Station (Grimsby)

(M051) NELC will replace the existing 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 immediately adjoining the retail centre. 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. Given the design and mobilisation required, and the likelihood that other interventions should be undertaken earlier within available funding envelope; it is envisaged that construction will be concentrated in the 2024-25 year.

It is taken as axiomatic, and it is understood that DfT concur with the view, that a central bus station of this standard is a bare minimum expectation for a conurbation in Britain, as a fully functional, rather than dysfunctional, network hub. The current absence of such a facility in NEL, therefore represents a clear and early priority for 'levelling up' - and as such, in the absence of other funding forthcoming, a compelling case and high priority for BSIP funding, in order simply to get to 'base' standard for the UK.

Currently buses use, as the town centre terminal, a number of stops around three streets, traffic flows along which can be impacted by pedestrians, illegally / inconsiderately parked cars, and larger vehicles making deliveries. All these issues can cause delays to buses that would be avoided should there be a bus station with free flowing ingress and egress. The route around these streets can also be circuitous and add time to journeys.

The proposed new bus station would address many, if not all, of the above issues including providing quicker and easier access in and out of the town centre with fewer delays caused by these issues, as well as bringing many other benefits associated with the much improved customer environment described above, which will help to improve customer satisfaction and grow passenger numbers.

Outputs: 'Improved information' and 'Enhancements to bus stops and other key facilities' are a specifically targeted Outcomes, while many of the concomitant improvements to the passenger experience are amongst the aspirations of existing and potential users. The 'quality leap' from the existing arrangement, in terms of ambience and information as well as bus-to-bus interchange, is self-evident; and it is expected that this will pull back much of the patronage lost when the previous bus station closed in 2013.

Other Bus Infrastructure: Bus Stops

NELC will provide and (subject to funding) maintain all existing bus stops and passenger infrastructure as identified in Appendix D.

NELC will deliver (M114) an additional 4 passenger waiting shelters during the duration of the EP Scheme, as listed in Appendix A. Funding for these has already been approved in the 2021/22 LTP Capital Programme. Except where agreed otherwise by the Partnership, new shelters will include all of the following features:

- Appropriate size and siting
- Lighting (where possible)
- Bench seating (providing there is sufficient Highway space available)
- Accessibility adjustments both to and at the bus stop

NELC will maintain existing Real Time Passenger Information (RTPI) displays in a fit-for-purpose state, and replace any damaged displays, subject to funding availability.

The Council will deliver (M061) an additional 6 Real Time Passenger Information displays at agreed locations during the duration of the EPS, as listed in Appendix A. Funding for these has already been approved in the 2021/22 LTP Capital Programme.

As noted in the BSIP, the delivery of additional facilities is dependent on the Authority securing sufficient funding from the DfT through the National Bus Strategy. The Authority will work with the Partnership to develop a strategy for the delivery of additional facilities, which may be on a corridor or area basis, to support improvements to services and vehicles delivered by the bus operators.

The EP Scheme Bespoke Variation arrangements at Section 5 will allow for modifications to specific facilities arising from changes in the network, the operating environment or the available funding, and as the Partnership evolves and matures.

Outputs: Enhancements to bus stops is a specifically targeted Outcome.

Measures

Bus Priority Enforcement and Study

NELC, as highway authority, will develop with bus operators an evidence-based assessment process to determine the initial need and continued operational business case of any bus priority measures and / or enforcement system used under this EP Scheme. Effective interventions under this broad heading are seen as being amongst the most effective measures for improving service efficiency, journey times, reliability, punctuality, and the overall passenger experience – and hence, as drivers for increased patronage. The key challenge is to identify and quantify the most effective interventions achievable within the constrained budget.

In particular, NELC will, in collaboration with key bus operators, commission and contribute to (M021) a Bus Priority Study and Punctuality Improvement Plan, addressing complementary policy areas as well as those specific to bus operation. With the objective of improving bus journey times by minimising impediments, delays, and congestion impacts on bus flows, the Study will identify specific interventions, prioritising according to value (impact) for money. Its conclusions will direct the specific scopes and sequencing of interventions. Those under consideration include bus lanes (enhancements and additions); parking restrictions; prohibition of turns for general traffic; box junctions; facilitation of right turns for buses (additional signalised junctions or speed limit reductions); widenings e.g. selected corners and roundabouts; changes to bus stop layout; movement of street furniture; raised kerbs where this would significantly reduce dwell times through easier boarding.

This Study is planned to deliver conclusions and recommendations, and hence the selections and scopes of specific interventions, by late summer 2022. In common with many LTAs across the country, limitations of available resource, and the need to ensure that the most cost-effective interventions will be the ones to be taken forward, preclude the attainment of that stage of development any earlier. At that point it will be possible, and planned, to set out:

- The corridors that the priority measures will serve, with clear start and end locations;
- Targets for journey time savings, and any reductions in peak vehicle requirements (overall or for particular services) agreed with operators that the detailed scheme design will seek to achieve;
- The next steps and delivery timescales for the schemes including target operational dates;
- Requirements for consultation on schemes with potential adverse impacts, including measures to understand the full breadth of support, such as surveys of bus users on the corridor and representative polling – to be developed on a scheme-by-scheme basis.

Operators will be fully consulted at all stages of scheme development, principally through the meetings and other communication channels of the EP. Details of interventions will be adopted into the EP Scheme using the EP Scheme Bespoke Variation arrangements at Section 5.

Outputs: These will improve bus service punctuality, and may bring modest reductions in schedulable journey times, in response to aspirations of existing and potential users.

Enhanced Parking Enforcement

(M 023) NELC will provide two (FTE) Enforcement Officer resources, to cover 07.30 to 16.30 daily, extending to 20.30 on Tuesdays to Thursdays, deployed on the principal bus route network, to reduce casual obstructions & impediments. On the basis of current assumptions regarding DfT timescales for confirming funding, and hence commencement of the advertising / recruitment processes, staff should be in post around late 2022.

Outputs: This activity will thereby contribute to consistent and reliable journey times throughout the day - aspirations of existing and potential users.

Car Parking Strategy

As part of its commitments under Section 5 – Complementary Policies of the EP Plan, NELC will bring forward its next Review of the Parking Strategy – engaging with key Bus Operators – as part of the ongoing, incremental re-balancing between relative costs and convenience of the bus service as against the car alternative. This Review is scheduled to complete by the end of 2022/23; meanwhile, earlier this year, car parking charges in Cleethorpes have already been increased.

Security & Safety CCTV Cameras (mobile)

(M 116) NELC will tackle antisocial behaviour at shelters and stops where this occurs, by acquisition and deployment of 'mobile' CCTV units, to collect evidence necessary for police intervention to address the problem. Roll-out is targeted for winter 2022.

Outputs: Tackling this, evidently significant at times, deterrent, is an important aspiration of existing and potential users.

Future funding bids

NELC will, in partnership with the bus operators, identify all potential sources of funding to seek additional external contributions towards the ambitions of the Enhanced Partnership

Enhanced Resourcing of NELC Bus Team

In addition to committing to retain over the duration of the EP Plan and Scheme the same level of FTE resource within its Bus Team as in 2021-22, NELC will appoint one member of additional staff - (M001) as an Enhanced Partnership Delivery Officer - specifically focused on taking forward the ambitions and commitments set out in this EP Plan and Scheme. With the post having been advertised from early May 2022, the target timescale for filling the post is July 2022.

Promotion of Concessionary Bus Travel

NELC will work with operators to promote concessionary bus travel and to proactively inform local residents when the authority becomes aware that they are eligible for such a concession.

Outputs: By facilitating increased participation in the local economy by affected groups, this contributes to 'Full integration into wider Council initiatives'.

Commitments to Overall Funding

BSIP funding will be additional to previously planned 2022/23 bus funding levels, i.e., base funding for buses is not reduced:

Funding Category	2022-23 Allocations (£000)		2023-24 Allocations (£000)		2024-25 Allocations (£000)	
	Resource	Capital	Resource	Capital	Resource	Capital
BSIP Allocation (indicative)	496	342	521	670	432	2,225
Local Transport Plan	0	203	0	*312	0	*425
Tendered Bus Services	160	0	**tbc	0	**tbc	0
Demand-Responsive Transport	172	0	**tbc	0	**tbc	0

* Provisional programme subject to further NELC Cabinet approval

** To be confirmed

Section 4: Obligations on Operators of Qualifying Local Bus Services

Qualifying Local Bus Services

The obligations in the EP will apply to all registered local bus services in the area, other than those for which the Authority intends to exclude. Exemptions apply to services as defined in Section 2 of this Scheme.

Small and Medium-sized Operators (SMOs)

The EP Plan (as amended) provides the Assessment that Hunts Coaches and Grayscroft are SMOs, following DfT EP Guidance. It also explains why their services are Exempt from this EP Plan and Scheme.

Introduction

The scheme places a number of obligations on operators of qualifying bus services.

The operators already invest in the bus network through their service provisions and vehicles. It is the intention that the operators will maintain their ongoing investment by committing to standards of service that reflect future investments in vehicles and technology.

Subject to anonymised and non-disclosure agreements, operators should make every effort to comply with the requirements of the Partnership, including the timely provision of Automatic Vehicle location and patronage and ticket sales data, participation in ticketing schemes and meeting punctuality and reliability standards.

It recognised that some smaller operators could be disadvantaged, financially or administratively, in their ability to comply with the requirements of some of the proposed measures in a timely manner. Consequently, detailed discussions will be held with all such operators (of Qualifying Routes), on an individual basis, on timescales for implementation or other adjustments to measures and operator requirements.

Planned Measures

Re-Investment of Savings

Any operating expenditure savings resulting from new bus priority infrastructure and measures funded through the BSIP, are to be reinvested by the bus operators that benefit from them in other BSIP commitments; 'first call' upon these savings will be other items within the EP Scheme and Plan.

Facilities (such as bus priority infrastructure) and measures – individually or collectively – may be identified as enabling such savings; this would be expected to arise principally, though not exclusively, where journey time savings and reliability improvements enable services to be operated at unchanged frequency by fewer buses. Whenever this arises, this Scheme will be further enhanced – by means of a document agreed by the LTA and the affected bus operators - so as to specify:

- the operating cost information that operators should share on a transparent (and if necessary confidential) basis for each bus priority scheme and to what timescales;
- how and when that will be used to calculate the funding to be reinvested by the operators in improvements for passengers;
- what those improvements will be, who they will be set by and how the money will flow (including whether it will be reinvested directly by the operator concerned with the agreement of the LTA or will involve funding being contributed to support measures across the EP as a whole).

The document setting out the above will take the form of an Annex to this EP Scheme, and its inclusion will constitute a Variation, to be incorporated as set out in the Bespoke Arrangements for Varying the Enhanced Partnership Scheme, in section 5 (below).

Reliability and Punctuality

Across the EP Plan period, the partners will deliver a significant improvement in service punctuality: the bus operators will make their best endeavours to improve the proportion of buses operating on-time. The Partnership has set a challenging target to achieve 97% bus punctuality by 2024/25.

To facilitate this, the principal Operator will support and cooperate with NELC, to contribute to (M021) a Bus Priority Study and Punctuality Improvement Plan (subject to approval for NELC input).

Meanwhile, the EP expects maintenance of the current high standard of service reliability, by the operators making their best endeavours to contain the level of lost mileage within their control to within 0.1% for the duration of the EP Plan.

Fares and Ticketing Improvements

Across the following Initiatives / Measures, the principal Outputs of these are, variously, promotion of green, sustainable travel options; integration into wider Council initiatives, by facilitating increased participation in the local economy by particular groups; while 'more flexible ticketing' is a desired Outcome in its own right.

Zonal / Flat Fares

All operators of qualifying bus services will implement (M031 (enhanced)) a single-Zone Fares structure for the EP Plan & Scheme Area.

Fare Capping by Day & Week

(M034) All operators of qualifying bus services will implement daily and weekly limits on customer charging after a defined number of single trips have been completed, by installing any necessary technology and enhancing fares structures to enable this. Fare capping will be implemented by the end of 2022-23 financial year.

Ticket Carnets

(M033) All operators of qualifying bus services will implement multiple travel tickets, with no date restrictions and valid for 12 months, purchased in advance. Delivery of ticket products will include 'apps' on smartphones, and other off bus outlets, e.g. through schools and colleges or commuter plans (see also below, under "Promotional Fares"). Already introduced in April 2022, wider promotion and delivery of these tickets is expected to be introduced from January 2023.

Discounted fare products for Youths

(M032) All operators of qualifying bus services will offer, for ages 16-19 discounted single tickets, i.e. by raising the age threshold for full fare to 20 years. Day tickets will be at least 30% off the Adult price, and Season' tickets will be at least 20% off the Adult price. Operators will seek to provide further reductions in Youth fares, and/or facilitate the transfer of substantial college travel volume from existing closed contracts to the core bus network, to strengthen bus service financial performance and improve sustainability.

Initiatives as stated here were introduced April 2022; future initiatives are targeted for September 2022 onwards.

Increase frequency of Promotional fares

(M035) All operators of qualifying bus services will increase the extents and efficacies of promotional fares, including through engagement with local business / commerce; establishing Commuter Plans with major employers to promote buses to employees for commuting and leisure bus travel; commercial advertising through a range of channels including outdoor, social media, partner intranets, local radio, and traditional press to

promote green travel planning promotional fares; commuter planning packs, administration assistance, taster tickets.

The Commuter Plan scheme differs from traditional Travel Plans in that the former is specifically aimed at commuters and encouraging people to travel to work only by bus, involving monthly Commuter Plan tickets paid by deductions from salary and offering around 30% discount when compared to purchasing a similar ticket on the bus; while the latter (with a business) specifically reviews how staff travel to work, includes a set of objectives, mechanisms, a range of initiatives (including walking and cycling) and targets that can be implemented to reduce the impact of travel and transport on the environment. (Full details are provided in Appendix E.)

Feasibility work is to take place over Summer 2022 to identify key partners including major employers, etc. New commuter plan schemes to be established with staff signed up in Autumn 2022. Target of 300 new Commuter Plan members by March 2023.

While it would not be expected that 300 new members would translate to 300 return journeys per day transferred from car to bus, especially with the establishment of hybrid working; nevertheless, the increased bus patronage should bear some relationship to this dimension and magnitude.

Timetable Changes

Within the North East Lincolnshire EP Scheme area, bus operators will limit significant timetable changes for qualifying bus services to (M062) Fixed annual timetable change dates, two per annum, in April and September, unless there are unforeseen circumstances⁶.

A schedule of dates will be agreed and will be adopted into the EP Scheme using the EP Scheme bespoke variation arrangements at Section 5.

Timetable Alignment Between Low Frequency Services

All operators of qualifying bus services will (M052) Optimise connections in Grimsby between low-frequency bus services, so as to ensure that connections and onward travel are both robust and convenient, minimising wait times for connecting services. Operators will identify and monitor principal connecting flows, and optimise timetables to accommodate these. This will recognise the low frequencies applicable to most routes in the evenings and on Sundays.

Marketing and Promotion of Bus Routes

All operators of qualifying bus services will undertake (M063) Refreshed / locally targeted Branding / Marketing; and, (M052) Special promotions of selected routes. Examples include promotion of high frequency services as 'turn up and go', and the no. 17 Cleethorpes 'Holiday' service; other routes are to be promoted, such as based on themes, destinations, or events.

⁶ In that event, the bespoke variation arrangements may be applied.

Outputs: This activity particularly supports 'Full integration into ... initiatives aimed at regenerating North East Lincolnshire, helping to revitalise High Streets ... and supporting the rejuvenation of our seaside resort and tourist facilities'.

Route and Timetable Information

All operators of qualifying bus services will be expected to include all qualifying services within their operating area (regardless of who provides them) on their timetables and websites, or otherwise ensure that there will be a single set of multi-operator information available across all such operators. This is so that passengers do not need to consult multiple sources to find out about all the bus services they may wish to use or mistakenly believe there are fewer services than actually operate. (However; at the time of making this Scheme, and this revision, there is only the one operator of qualifying bus services, so this condition is not applicable, and / or already fulfilled.)

Outputs: Improved information is a specifically targeted Outcome.

Customer Satisfaction Survey

All operators of qualifying bus services will be expected to develop and undertake (M082) bespoke, enhanced regular passenger surveys, in co-ordination with NELC, in order to supplement existing survey data from Transport Focus – to include origin / destination surveys, performance benchmarking, etc., at intervals, for better gathering of travel data, as well as passenger satisfaction.

Passenger Charter

All operators of qualifying bus services will be expected to participate in the establishment of, and commit to delivery against, (M081) a Bus Passenger Charter, bespoke to the needs and priorities of the Plan & Scheme Area, whose purpose will be to set out what passengers can expect from bus operators delivering local bus services across the area. Aspects upon which commitments will be expected, are outlined in the BSIP.

Additional Measures

Many of the measures proposed in the BSIP are dependent on securing funding from the DfT through the National Bus Strategy. Operators will commit to working, in partnership with the Authority, other Stakeholders and with neighbouring EPs, to ensure that the funding is used, equitably, to deliver an enhanced bus service network. As funding allocations are released, specific Measures will be proposed by the EP Board from the BSIP for adoption into the Scheme through the bespoke variation process, and for NELC approval by Cabinet.

The scheme variation mechanism will allow for modifications to specific measures arising from changes in the network, the operating environment or the available funding, as the Partnership evolves and matures.

Section 5: Governance - Scheme Variation and Revocation

EP Board - Membership

The EP membership will include;

- One NELC Elected Member.
- NELC's Assistant Director for Housing, Highways, Transportation & Planning. The Assistant Director shall represent all members of the Council's Leadership Team and ensure a response is obtained in relation to any issues raised by the EP Board.
- One Regeneration Partnership Officer nominated by the NELC's Assistant Director for Housing, Highways, Transportation & Planning.
- Two Representatives of dominant participating bus companies.
- One Representative of other participating bus companies - Subject to the number of bus company representatives being equal to those representing the Council (Elected Members plus Partnership Officers).

One vote shall be allocated to each member only of the Board and the Board membership shall consist of 6 people from the outset those being as above. The EP Board shall appoint a chairman and a deputy chairman on an annual basis.

Members of the EP Board may, at its discretion and with the agreement of all Members, co-opt individuals from partner agencies and organisations with responsibilities towards local transport (including other local bus companies). It is envisaged separate meetings will be used to engage with local bus user groups and the EP Forum (as described in the EP Plan) in order to discuss operational transport issues including progress with and success of implementation of the EP Scheme, and these issues will be reported and discussed at the EP Board and feedback will be provided to the user group or Forum as and when required.

Meetings shall be considered quorate where at least one council representative and one bus company representative are present.

Decision making

Decisions of the EP Board need to be in line with existing decisions of the Council or will be subject to the decision-making processes of NELC as set out in the Council's Constitution, and in line with the decision-making processes of the participating bus operators.

For decisions requiring a formal vote within the EP Board meetings, in the event of a tied vote the status quo shall prevail. One vote shall be allocated to each member of the Board only.

If new members are co-opted onto the EP board voting rights will be allocated accordingly. Co-opting shall be subject to the number of bus company representatives being equal to those representing the Council (Elected Members plus Partnership Officers and Assistant Director).

Work Programme and Annual Report

The EP Board will agree an annual work programme setting out its key priorities and areas for action/improvement. A report on the activities of the EP will be presented to either NELC's Cabinet, Scrutiny, or the Portfolio Holder for Environment and Transport for review.

Frequency Of Meetings

The EP Board will meet four times per municipal year.

Meeting Procedure

The venue for EP Board meetings will be New Oxford House, George Street, Grimsby, North East Lincolnshire, DN31 1HB (or online via Microsoft Teams due to COVID-19). Meeting dates and times will be planned annually in advance.

Agendas and minutes will be produced by NELC. Minutes will be circulated within 2 weeks of the meeting.

The following basic agenda structure shall be:

- Apologies
- Standing Items:
 - Grimsby Town Centre Regeneration including Bus Station
 - Car Parking Strategy
 - Bus Priority including Park and Ride
 - Bus Service Improvement Plan including EV buses
 - LTP3 Update
 - External Funding Bids
- Bus Quality Partnership
- Future EP Developments
- Future EP Board Meetings
- Any Other Business

These arrangements and list of members can also be modified using a bespoke variation mechanism.

Review of EP Plan & Scheme

The EP Board will conduct an initial, mid-year review of the EP Plan and EP Scheme, to assess whether any modifications are necessary following its first six months in operation. This initial review will consider the working arrangements and the monitoring and reporting procedures.

In October 2022, NELC will request a meeting of the EP Board, to consider the review that shall complete no later than 31st October 2022.

Thereafter, the EP Scheme will be reviewed annually, by 31st March each year, following the publication of data on progress towards targets, as required by the BSIP. This will ensure that any necessary remedial action can be taken to deliver the targets set out in the BSIP.

The review process of the BSIP, EP Plan and EP Scheme will be conducted by NELC with input from the Enhanced Partnership Board and may be subject to approval (via a formal report) from North East Lincolnshire Council's Cabinet, Scrutiny, or the Portfolio Holder for Environment and Transport unless otherwise delegated to the Assistant Director for Housing, Highways, Transportation & Planning.

Bespoke Arrangements for Varying or Revoking the Enhanced Partnership Scheme

Variations to the EP Scheme can be made, provided that it will contribute to the implementation of the policies set out in the EP Plan and that the variation will benefit passengers or reduce traffic congestion, noise or air pollution.

The EP legislation allows flexibility to introduce new scheme content, amend existing content or revoke parts (or all) of a scheme, without the need to follow the full statutory variation procedure.

It is the intention that the mechanism for variation to the EP Scheme will utilise this flexibility and be a less onerous process. This will be particularly beneficial during the early years of the Partnership as patronage stabilises, post-COVID, the availability of funding is clarified and as the Partnership matures and gains confidence.

Therefore, all variations to the Enhanced Partnership Scheme will be subject to a bespoke voting mechanism as set out in this section.

Consideration will be given to a potential EP Scheme variation, partial or full revocation, proposed by Council, following NELC approval at an appropriate level of authority.

Other members of the EP Board may request consideration, via NELC approval processes, of a variation or revocation, in writing and submitted, by email, to North East Lincolnshire Council at transport@nelincs.gov.uk. The proposer of a variation should demonstrate how this might contribute to achieving the objectives set out in the BSIP, EP Plan and current local transport policies. Through the Chair of the Enhanced Partnership Board, all requests will be forwarded onto all Board members within 5 working days.

Any variation will need to be consistent with any original approvals. Should the variation make a significant change, a report may need to be considered by NELC's Cabinet, Scrutiny, or the Portfolio Holder for Environment and Transport unless there is already a relevant delegation of authority available. Following Council approval for a proposed variation or revocation of part or all of an EP Scheme, the Chair will convene the EP Board, giving at least 14 days' notice for the meeting, to consider the proposed variation or revocation proposal. Any Board members that are absent or not expressing a view at the meeting (either in person or in writing) will be deemed to be abstaining from the decision.

Any EP variation or revocation will require a simple majority vote of the Board in favour of the same.

Scheme Variation proposals on matters which are

- contrary to existing Council decisions or budget
- likely to be significant in terms of their effects
- on local communities and/or
- on financial impacts on the Council

will have been subject to a formal Council decision following the Council constitution and governance policies and processes. Council decisions are subject to call in and so decisions are not implementable until the call-in period has expired with no call ins, or the call in has been dealt with under the relevant Council process.

If the proposed variation is agreed by all bus operator representatives present, and if NELC also agrees, the EP Scheme variation will be made within seven working days and the revised EP scheme will be published on the Council website or a statement will be issued confirming that the scheme has been varied.

In the event that the Board recommends that the appropriate action would be to revoke the entire EP Scheme, the default Operator objection mechanism set out in the EPs and Schemes (Objections) Regulations 2018 (as may be varied from time to time) will be used to determine if that course of action should proceed.

In that event, the Steps taken will be as set out in paragraphs 7.27 to 7.33 of the DfT Guidance document, "The National Bus Strategy: Delivering Bus Service Improvement Plans using an Enhanced Partnership".

Appendix A: Identified Facilities and Schedules

The facilities that are subject to this Enhanced Partnership are outlined below. The planned facilities are subject to funding being available from the Department for Transport through the Bus Service Improvement Plan. An inventory of the Existing Facilities within the scope of this Scheme is provided in Appendix D.

	Existing facilities	Planned facilities (NELC Local Transport Plan Capital Programme)
Bus stops and shelters	<p>All bus stops / shelters within the ownership of NELC and within the administrative boundary of the Council in their state as of the making of this Partnership.</p> <p>These facilities include the following where they currently exist at each stop:</p> <p>Flags; Poles; Timetable display cases; Real time passenger information displays; Passenger waiting shelters; Seating; Raised kerbs; On-highway markings and parking restrictions; Lighting, including street lighting; CCTV.</p>	<p>Upgraded or new bus stops / shelters delivered through the EP Scheme, to include, where appropriate, additional facilities such as those at existing stops.</p> <p>Real Time Bus Information Signs to be delivered at:</p> <ul style="list-style-type: none"> •Freeman Street adjacent to Cobden Street •Freeman Street adjacent to Garibaldi Street •Freeman Street opposite Albert Street West •Freeman Street opposite Duncombe Street •Freeman Street opposite Cobden Street •Springfield Road / Lavenham Road junction <p>New Bus Shelters to be delivered at:</p> <ul style="list-style-type: none"> •Waltham Road, opposite Southfield Road •Louth Road, adjacent Southfield Avenue •Winchester Avenue, opposite Toynton Road •Wingate Road opposite Binbrook Way <p>Raised Kerb Bus Stops to be delivered at:</p> <ul style="list-style-type: none"> •Waltham Road outside Village Community Centre •Springfield Road outside Springfield Gospel Hall •Springfield Road outside no. 15 •Springfield Road: 2 no., between Well Vale and Bracken Park •Lavenham Road outside no. 39 •Lavenham Road between Langdale Avenue and School Entrance •Lavenham Road outside no. 50 •Coniston Avenue outside shops •Coniston Avenue opposite no. 52

Bus priority facilities	<p>Selective vehicle detection for bus priority at signal-controlled junctions, as are in operation as of the making of this Partnership.</p>	<p>Selective vehicle detection for bus priority (in favour of registered local bus services only) at the following signal-controlled junctions;</p> <ul style="list-style-type: none"> •Ellis Way & Holles Street junction •Ellis Way & Hainton Avenue (Hainton Square) junction •Freeman Street & Wellington Street junction •Freeman Street & Cleethorpe Road junction •Cleethorpe Road & Humber Street junction. <p>Additional junctions and crossings – a prioritised selection from the following 27 candidates:</p> <ul style="list-style-type: none"> •Clee Road x Brereton Avenue •Clee Road near Clee Crescent •Humberston Road near Belvoir Road (Tesco) •Boulevard Avenue. near Lord Street •Corporation Road x Boulevard Avenue •Corporation Road x Rendel Street •Cromwell Road near Marklew Avenue •Durban Road x Ladysmith Road •Great Coates Road x Larmour Road •Laceby Road near Chelmsford Avenue •Littlecoates Road near Broadway •Louth Road near St. Giles Avenue •Weelsby Road x Ladysmith Road •Yarborough Road near Norman Road •Hewitts Avenue x (near Tesco) •Waltham - High Street near Fairway •Laceby Road x Winchester Avenue •Peaks Lane x Hewitts Avenue •Kings Road x Thrunscoe Land •Corporation Road x Beeson Street •North Sea Lane near Bedford Road •Kings Road near Pleasure Island •Great Coates Road near Mayfair Drive West •Ladysmith Road near Health Centre •Pelham Road near Worsley Road & Health Centre •Pelham Rd near Highfield Avenue (o/s Sainsbury) •Laceby Road West of Bradley Cross Road
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Appendix B: Identified Measures and Schedules (BSIP)

QUICK WINS	
Better value fares for young people	→
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	→
Modernising demand responsive services	
Green travel plans	
Further simplification of existing fares <u>offer</u> , 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 (<u>subject to funding</u>)	
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	→
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	

Appendix C: Definitions

In this EP Plan, and any EP Scheme(s) made pursuant to it, the following terms shall have the meanings ascribed to them below:

1985 Act	Transport Act 1985
2000 Act	Transport Act 2000
2017 Act	Bus Services Act 2017
Authority	North East Lincolnshire Council
Bus Operators (or Operators)	All Operators of local bus services running Qualifying Bus Services in North East Lincolnshire, taken collectively.
Council	North East Lincolnshire Council
Enhanced Partnership Scheme Variation	<p>This comprises either:</p> <ul style="list-style-type: none"> • A formal variation of the relevant Enhanced Partnership Scheme as a result of the voting mechanism set out in section 5 <p>or</p> <ul style="list-style-type: none"> • An agreement, signed by all relevant parties, drawn up as a result of discussions between one or more Operators and the Authority, where both sides agree to perform agreed actions specified such agreement, as set out in section 5 (“Enhanced Partnership Scheme Variation Agreement”). <p>Each of which will then constitute a formal variation of the relevant scheme for the purposes of s.138E(1) of the 2000 Act.</p>
Facilities	Those facilities referred to in Appendix A, which shall be deemed such for the purposes of s.138D(1) of the 2000 Act.
Partnership Board	The committee of representatives of the Stakeholders responsible for ensuring the efficacy of the Enhanced Partnership in achieving its objectives, considering recommendations put forward by competent organisations, and making decisions including specific Enhanced Partnership Scheme Variations using the mechanism in section 5.
Plan	NELC Enhanced Bus Quality Partnership Plan
North East Lincolnshire Enhanced Partnership (or the	The Enhanced Partnership covering the geographic extent of the administrative boundary of North East Lincolnshire shown in figure 1 of the Enhanced Bus Quality Partnership Plan.

Enhanced Partnership)	
Measures	Those measures referred to in Appendix B of the Enhanced Partnership Scheme, which shall be deemed as such for the purposes of s.138D(2) of the 2000 Act.
Non-qualifying bus service	<p>Local bus services excluded from classification as a qualifying bus service.</p> <p>For the avoidance of doubt, a list of non-qualifying bus services will be published at the start of each Authority financial year.</p>
Qualifying bus service	<p>A registered local bus service with one or more stopping place within the geographical area of the Enhanced Partnership, with the exception of:</p> <ul style="list-style-type: none"> • Any schools or works registered local bus service not eligible for Bus Service Operators' Grant; • Any cross-boundary registered local bus service with less than 20% of its registered mileage within the Enhanced Partnership area; • Any services operated under section 22 of the 1985 Act; • Any registered local bus service which is an excursion or tour; • Any other registered local bus service that the Enhanced Partnership determines (through the voting mechanism in section 5) should be excluded from all or specific requirements of the Enhanced Partnership Scheme. <p>For the avoidance of doubt, a list of Exempt Bus Services, i.e. those not Qualifying, will be published at the start of each Authority financial year.</p>
Requirements	Those requirements placed upon Bus Operators identified as such within section 4 of the Enhanced Partnership Scheme and which shall be deemed as such for the purposes of s.138C 2017 Act.

Appendix D: Inventory of Existing Facilities

EXISTING BUS SHELTERS IN ENHANCED BUS QUALITY PARTNERSHIP PLAN & SCHEME AREA:

Ref*	Location	Postcode
3-0200	Belvoir Road c/o Pytchley Walk, Cleethorpes	DN35 0SE
3-0201	Belvoir Road c/o Ash Court, Cleethorpes	DN35 0RJ
3-0202	Belvoir Road c/o Aspen Court, Cleethorpes	DN35 0SJ
3-0203	Chichester Road opp. no 2, Cleethorpes	DN35 0HE
3-0204	Kingsway opp. Brighton Street, Cleethorpes	DN5 8QU
3-0205	Humberston Road nb n/o Belvoir Road, Cleethorpes	DN36 4AH
3-0206	North Sea Lane c/o Kings Road, Cleethorpes	DN36 4EP
3-0207	Kings Road opp. the golf course, Cleethorpes	DN35 0PN
3-0208	Kings Road opp. Meridian Point, Cleethorpes	DN35 0AG
3-0209	Kings Road o/s Events Arena, Cleethorpes	DN35 0PN
3-0210	Kings Road c/o North sea Lane, Cleethorpes	DN35 0PN
3-0211	Kingsway c/o Queens Parade, Cleethorpes	DN35 8QL
3-0212	Kingsway opp. Leisure Centre, Cleethorpes	DN35 0BY
3-0213	Middlethorpe Road opp. Ashby Road, Cleethorpes	DN35 9PR
3-0214	CS- North Sea Lane opp. no. 8, Cleethorpes	DN35 0PB
3-0215	North Sea Lane c/o Bedford Road, Cleethorpes	DN35 0QY
3-0216	North Sea Lane opp. Bedford Road, Cleethorpes	DN35 0QY
3-0217	North Sea Lane opp. Riverside Drive, Cleethorpes	DN36 4ET
3-0218	Sandringham Road opp. St Francis of Assisi Church, Cleethorpes	DN35 9HB
3-0219	Taylors Avenue c/o Gilbert Sutcliffe Court, Cleethorpes	DN35 9QP
3-0220	Thorpe Park o/s Main Reception, Cleethorpes	DN35 0PW
3-0221	Carr Lane opp. Miller Avenue, Cleethorpes	DN32 8JP
3-0222	St Peters Avenue c/o DeLacy Lane, Cleethorpes	DN35 8HP

Ref*	Location	Postcode
5-0225	Cromwell Road c/o Lynton Parade, Grimsby	DN31 2BD
5-0226	Little Coates Road opp. Rosemary Avenue, Grimsby	DN44 3NN
5-0227	George Road Stand A, Grimsby	DN31 1AA
5-0228	George Road Stand B, Grimsby	DN31 1AA
5-0229	George Road Stand C, Grimsby	DN31 1AA
5-0230	Victoria Street West Stand D, Grimsby	DN31 1HY
5-0231	Victoria Street West Stand E, Grimsby	DN31 1DA
5-0232	Victoria Street West Stand F, Grimsby	DN31 1DA
5-0233	Victoria Street West Stand G, Grimsby	DN31 1DA
5-0234	Town Hall Street Stand H, Grimsby	DN31 1HX
5-0235	Town Hall Street Stand J, Grimsby	DN31 1HX
5-0236	Town Hall Street Stand K, Grimsby	DN31 1HX
5-0237	Abbey Walk opp. no 10, Grimsby	DN31 1NB
5-0238	Great Coates Road opp. Station Road, Healing	DN37 9NS
5-0239	Great Coates Road c/o Station Road, Healing	DN37 9NS
5-0240	Great Coates Road opp. Village Hall, Healing	DN41 7QU
5-0241	Great Coates Road opp. No. 7, Healing	DN41 7QS
5-0242	Pelham Road o/s Oasis Academy, Immingham	DN40 1JU
5-0243	Pelham Road o/s Medical Centre, Immingham	DN40 1QD
5-0244	Pelham Road c/o Margret Street, Immingham	DN40 1PT
5-0245	Pelham Road opp. Highfield Avenue, Immingham	DN40 1NG
5-0246	Pelham Road c/o Highfield Avenue, Immingham	DN40 1JN
5-0247	Pelham Road o/s the County Hotel, Immingham	DN40 1AD

3-0223	Humberston Road sb n/o Belvoir Road, Cleethorpes	DN36 4AH
3-0224	Taylor's Avenue opp. Belvoir Road, Cleethorpes	DN35 0RP
3-0225	Hardys Road c/o Pearson Road, Cleethorpes	DN35 0DW
5-0200	Main Road opp. Butts Road, Aylesby	DN37 7AN
5-0201	Europarc, Genesis Way o/s Innovation Centre, Grimsby	DN37 9TS
5-0202	Europarc, Lakeside c/o Triago House, Grimsby	DN37 9TS
5-0203	Europarc, Lakeside s/o Europarc, Grimsby	DN37 9TS
5-0204	Europarc, Europarc c/o Lakeside, Grimsby	DN37 9TS
5-0205	Cromwell Road o/s Great Coates Primary School, Healing	DN37 9DA
5-0206	Cromwell Road o/s Chatteris House, Grimsby	DN37 9LN
5-0207	Cromwell Road opp. Leisure Centre, Grimsby	DN37 9LX
5-0208	Cromwell Road o/s Auditorium, Grimsby	DN31 2BN
5-0209	Cromwell Road opp Ravenscar Road, Grimsby	DN37 9LG
5-0210	Cromwell Road opp. Tintern Walk, Grimsby	DN37 9JE
5-0211	Estate Road no. 1 opp. Estate Road no. 4, Grimsby	DN37 9PH
5-0212	Fairfield Road c/o Fairfield Avenue, Grimsby	DN 33 3DS
5-0213	Fairfield Road opp. Fairfield Avenue, Grimsby	DN 33 3DS
5-0214	Hainton Avenue opp. Rialto Avenue, Grimsby	DN32 9QP
5-0215	Laceby Road o/s St Marks Church, Grimsby	DN34 5LW
5-0216	Louth Road c/o Spurn Avenue, Grimsby	DN33 2JG
5-0217	Moody Lane wb e/o Gilby Lane, Grimsby	DN31 2SJ
5-0218	Springfield Road c/o Well Vale, Grimsby	DN33 3JH
5-0219	Springfield Road opp. Mendip Avenue, Grimsby	DN33 3JE
5-0220	Weelsby Road opp. Devonshire Avenue, Grimsby	DN32 0PP
5-0221	Weelsby Road c/o Ladysmith Road, Grimsby	DN32 9ST

5-0248	Pelham Road c/o Kennedy Way, Immingham	DN40 1JU
5-0249	Queens Road opp. Prince Charles Drive, Immingham	DN40 1QR
5-0250	Stallingborough Road c/o Hume Brae, Immingham	DN40 1NN
5-0251	Laporte Road nb n/o Kiln Lane, Stallingborough	DN40 2PR
5-0252	East Riverside o/s Riverside House, Immingham Dock	DN40 2LZ
5-0253	Walk Lane opp. School Lane, Irby Upon Humber	DN37 7JT
5-0254	Grimsby Road o/s Morrisons, Laceby	DN37 7SQ
5-0255	Grimsby Road c/o Church Lane, Laceby	DN37 7DB
5-0256	Stallingborough Road opp. Keelby Road, Stallingborough	DN41 8BL
5-0257	Healing Road wb e/o Station Road Roundabout, Stallingborough	DN41 8BJ
5-0258	Healing Road eb e/o Station Road Roundabout, Stallingborough	DN41 8BJ
5-0259	Grimsby General Hospital adj. Main Entrance, Grimsby	DN33 2BA
5-0262	Waltham Road opp. St Helens Crescent, Briggsley	DN37 0RF
5-0263	Cravens Lane c/o St Margrets Crescent, Habrough	DN40 3AW
5-0264	Louth Road c/o Toll Bar Roundabout, New Waltham	DN36 4PP
5-0265	Station road opp. Toll Bar Avenue, New Waltham	DN36 4PN
5-0266	Station road c/o Pretymann Crescent, New Waltham	DN36 4PE
5-0267	Peaks Lane opp. No. 4, New Waltham	DN36 4QL
5-0268	Sutcliffe Avenue opp. No. 138, Nunsthorpe	DN33 1AP
5-0269	Meadow Drive opp. Lavenham Road, Scartho	DN33 3LD
5-0270	Cheapside o/s No. 7, Waltham	DN37 0LN
5-0271	Barnoldby Road opp. Westfield Road, Waltham	DN37 0BD
5-0272	Barnoldby Road c/o Brian Street, Waltham	DN37 0JP
5-0273	Barnoldby Road opp. Strirling Crescent, Waltham	DN37 0DR
5-0274	Kirkgate c/o Kirkside, Waltham	DN37 0LP

5-0222	Weelsby Road c/o Legsby Avenue, Grimsby	DN32 OPT	5-0275	Grimsby Road c/o Fairway, Watham	DN37 OPT
5-0223	Yarborough Road opp. Cross Coates Road, Grimsby	DN34 4EE	5-0276	Ellis Way inside Asda Car Park, Grimsby	DN32 9DL
5-0224	Wingate Road opp. Hilary Way, Grimsby	DN37 9DE			

* - References in Table are abbreviated from full references, by showing only final 6 characters.

Full CCUK references are 010-3003-0200 etc. to 010-3005-0276.

EXISTING BUS PRIORITY SIGNALLED JUNCTIONS IN ENHANCED BUS QUALITY PARTNERSHIP PLAN & SCHEME AREA:

- Scartho Road & Sutcliffe Avenue junction
- Scartho Road & Lime Tree Avenue junction
- Scartho Road & Scartho Top junction
- Scartho Road & Diana Princess of Wales Hospital junction
- Bargate & Westward Ho junction
- Bargate & Welholme Road junction
- Bargate & Augusta Street junction
- Bargate & Weelsby Road junction

Appendix E: Tabulated Detail of Interventions (Measures & Schedules)

Category – Bus Priority Infrastructure & Support

Title of Scheme			
Bus Priority Study + Punctuality Improvement Plan (including potential Bus Lane(s) etc.)			
Approximate length of Bus Lane / Priority Corridor(s)			
To be determined during the course of this Study			
Bus Services benefiting from the scheme			
<p>Specific details will depend on ‘successful candidate’ schemes from those under consideration; however, schemes themselves will be prioritised according to numbers of buses per hour affected, as well as the impacts (time savings) per bus journey.</p> <p>As a specific example: One corridor under consideration is (A180) Cleethorpe Road / Grimsby Road; if this is taken forward, benefits will accrue to:</p> <p>Service 3 – Cleethorpes to Laceby Rd</p> <p>Services 9 & 10 - Cleethorpes to New Waltham</p> <p>Service 5 (Sundays variant) - Cleethorpes to Immingham</p>			
Delivery Timescale			
<p>Scoping, design, and mobilisation completed in 2022/23;</p> <p>Implementations approx. 50% in each of 2023/24 and 2024/25.</p>			
Operator Commitment			
<p>Operators to work with the Council to identify hotspots. Final plans will be subject to public consultation and Council approval.</p> <p>Following the introduction of specific interventions or corridor treatments (such as bus lanes, priority signalling at junctions, parking restrictions, realignments, facilitations or prohibitions of turning manoeuvres, etc.), bus operators agree to review their journey times on services benefiting from these. Any resource savings or improvements to running times will be reinvested in delivering additional journeys with greater emphasis on their peak timetables. The schemes will also improve service delivery with better reliability and punctuality. Bus operators will provide pre and post journey times along with reliability and punctuality data for 6 months prior to commissioning of corridor improvements / new bus lanes / etc., and monthly data post introduction during the entire life of the EP. The data requirements may include individual routes and sections of the routes.</p>			
Funding – Source + Allocations by Year (£)			
BSIP	50,000	444,081	394,081

Title of Scheme			
Real Time Bus Location Infrastructure & Systems			
Locations			
<p>Various / as required, across the bus network: outputs will be used for and at</p> <p>(a) Key signalised junctions, for automated bus priority measures, within the Grimsby - Cleethorpes Conurbation (see below);</p> <p>(b) Existing bus stops already equipped with Real Time Passenger Information displays; and,</p> <p>Additional Real Time Passenger Information displays, at selected locations not yet so provided, focussing on the most frequently used of these stops (see below, under “Other Infrastructure”).</p>			
Potential Benefits from the Scheme			
Enabler for schemes identified above.			
Delivery Timescale			

Planning, design and procurement delivered by March 2023			
Operator Commitment			
(As outlined under these respective 'enabled' Schemes)			
Funding – Source + Allocations by Year (£)			
BSIP	100,000	100,000	0

Title of Scheme
Acceleration of Installation of automated bus priority measures at key signalised junctions within the Grimsby - Cleethorpes Conurbation, delivering a network strategy to improve journey times for the bus network
List of Junctions (candidates) (& Bus Services benefiting from the scheme / location)
<ol style="list-style-type: none"> 1. •Clee Road x Brereton Avenue (12, 250) 2. •Clee Road near Clee Crescent (4, 250) 3. •Humberston Road near Belvoir Road (Tesco) (7, 12) 4. •Boulevard Avenue. near Lord Street (1) 5. •Corporation Road x Boulevard Avenue (1, 2, 20) 6. •Corporation Road x Rendel Street (2, 20) 7. •Cromwell Road near Marklew Avenue (4, 5, 6, 12) 8. •Durban Road x Ladysmith Road (4, 7) 9. •Great Coates Road x Larmour Road (1, 5, 6, 20) 10. •Laceby Road near Chelmsford Avenue (7, 53, 250) 11. •Littlecoates Road near Broadway (4) 12. •Louth Road near St. Giles Avenue (8, 51) 13. •Weelsby Road x Ladysmith Road (7, 250) 14. •Yarborough Road near Norman Road (4) 15. •Hewitts Avenue x (near Tesco) (12) 16. •Waltham - High Street near Fairway (9, 10, 25) 17. •Laceby Road x Winchester Avenue (3, 7, 12, 53, 250) 18. •Peaks Lane x Hewitts Avenue (12) 19. •Kings Road x Thrunscoe Land (9, 10) 20. •Corporation Road x Beeson Street (2, 20) 21. •North Sea Lane near Bedford Road (7, 8) 22. •Kings Road near Pleasure Island (9, 10) 23. •Great Coates Road near Mayfair Drive West (1, 5, 20) 24. •Ladysmith Road near Health Centre (7) 25. •Pelham Road near Worsley Road & Health Centre (5) 26. •Pelham Rd near Highfield Avenue (o/s Sainsbury) (5) 27. •Laceby Road West of Bradley Cross Road (4, 53, 250)
Delivery Timescale
Strategic network Planning and Implementation Scoping – July - October 2022
Design Stage – From November 2022 to March 2023
Installation Period – Programmed across 2023/24 and 2024/25, with approx. 50% in each.
Operator Commitment
Following the installation of traffic signal priorities, bus operators agree to review their journey times on services benefiting this scheme. Any resource savings or improvements to running times will be reinvested in delivering additional journeys with greater emphasis on their peak timetables. The scheme will also improve service delivery with better reliability and punctuality. Bus operators will provide pre and post journey times

along with reliability and punctuality data for 6 months prior to introduction of new signalling priorities and monthly data post introduction during the entire life of the EP.			
Funding – Source + Allocations by Year (£)			
BSIP	20,000	125,675	125,675

Title of Scheme			
Enhanced Parking Enforcement (Key Bus Corridors)			
Scheme Details			
Two (FTE) additional Enforcement Officers, to cover 07.30 to 16.30 daily, extending to 20.30 on Tuesdays to Thursdays, dedicated to bus corridors.			
Potential Benefits from the Scheme			
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			
Delivery Timescale			
Recruitment of additional staff targeted for late 2022, assuming (a) 3 months from advertising to 'in post', and (b) confirmation of funding by September 2022.			
Operator Commitment			
Operators to work with the Council to identify hotspots, to guide optimal deployment of enforcement resource.			
Funding – Source + Allocations by Year (£)			
BSIP	49,400	49,400	49,400

Category – Strategic & Other Infrastructure

Title of Scheme			
High Quality Grimsby Bus Interchange			
Infrastructure and Services			
Replacement of 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 immediately adjoining the retail centre. 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 clear onward signage.			
Potential Benefits from the Scheme			
The existing interchange in Grimsby is served by every bus route serving North East Lincolnshire, so its pivotal importance cannot be overstated. Improvements in walking time, ambience, safety & security (and perception of these), between bus services and (a) town centre attractors, and (b) onward bus services. Improvements in presentation of real-time passenger information e.g. all routes simultaneously. Step change in general level of amenity and ambience for waiting passengers. Improvements in satisfaction (and attractiveness of bus travel), and hence attracting additional patronage; recapture of patronage levels lost as a consequence of closure of previous bus station (2014). Potential reduction in delays currently arising from buses having to contend with general traffic around central bus stops.			
Delivery Timescale			
In recognition of the nature of this Scheme, and of the greater priority of other Schemes for the capital element of the funding allocation in the earlier years, construction will be programmed for concentration in 2024-25. This implies the following indicative programme: Design and planning of scheme(s) – To complete by mid-2023 Public Consultation & Objection period – No later than Autumn 2023 (4 weeks) Resolution period (if required) – No later than January 2024 (2 weeks) Construction Period(s) – From April 2024, to complete by January 2025 Introduction (more-direct services) – From Spring 2025.			
Operator Commitment			
All services to use the new bus station; promotion of new facility. Operators to provide evidence in the form of current / historical data to assess financial and ridership impacts of same.			
Funding – Source + Allocations by Year (£)			
BSIP	0	0	1,705,499

Title of Scheme			
Security & safety of Passengers: Acquisition & deployment of mobile CCTV units			
Scheme Details			
Antisocial behaviour will be tackled at shelters and stops where this occurs, by acquisition and deployment of 'mobile' CCTV units, to collect evidence necessary for police intervention to address the problem.			
Potential Benefits from the Scheme			
Improved personal safety & security (and perception of same), and general improvement of this aspect of passenger experience, will improve satisfaction (and attractiveness of bus travel), and hence attract additional patronage.			
Delivery Timescale			
Roll-out targeted for before March 2023			

Operator Commitment			
Operators to work with the Council to identify hotspots, to guide optimal deployment of enforcement resource.			
Funding – Source + Allocations by Year (£)			
BSIP	20,700	4,200	4,200

Title of Scheme			
Delivering better and safe waiting environment with improved accessibility			
Bus Stops and Shelters			
<p>NELC will deliver (M114) an additional 4 passenger waiting shelters during the duration of the EP Scheme, as listed in Appendix A. Funding for these has already been approved in the 2021/22 LTP Capital Programme. Except where agreed otherwise by the Partnership, new shelters will include all of the following features:</p> <ul style="list-style-type: none"> • Appropriate size and siting • Lighting (where possible) • Bench seating (providing there is sufficient Highway space available) • Accessibility adjustments both to and at the bus stop <p>New Bus Shelters to be delivered at (routes served in parentheses):</p> <ul style="list-style-type: none"> • Waltham Road, opposite Southfield Road (9, 10, 25) • Louth Road, adjacent Southfield Avenue (8, 51) • Winchester Avenue, opposite Toynton Road (3) • Wingate Road opposite Binbrook Way (5, 6) <p>Raised Kerb Bus Stops to be delivered at (all served by routes 9 and 10 (only)):</p> <ul style="list-style-type: none"> • Waltham Road outside Village Community Centre • Springfield Road outside Springfield Gospel Hall • Springfield Road outside no. 15 • Springfield Road: 2 no., between Well Vale and Bracken Park • Lavenham Road outside no. 39 • Lavenham Road between Langdale Avenue and School Entrance • Lavenham Road outside no. 50 • Coniston Avenue outside shops • Coniston Avenue opposite no. 52 			
Potential Benefits from the Scheme			
Waiting environment at bus stops is a high priority for bus users, as are (especially for certain disadvantaged groups) accessibility considerations, to/from neighbouring footways as well as onto / off the bus. New / additional bus shelters within the conurbation will provide existing users with a waiting environment that feels safe and secure, as well as protection from adverse weather.			
Delivery Timescale			
<p>Planning, design and procurement – 1 October 2022 to 31 March 2023;</p> <p>Installation – 1 April 2023 – 31 March 2025.</p>			
Operator Commitment			
Operators commit to providing regular feedback on the condition of bus stops and shelters via their employees and passengers. Operators will share service change details and timetables 8 weeks prior to introduction of changes to ensure all bus stops carry the latest bus service information. In exceptional circumstances, the 8 weeks notification period can be reduced.			
Funding – Source + Allocations by Year (£)			
NELC LTP Capital Prog.	147,000	147,000	0

Title of Scheme			
Real Time Passenger Information Displays			
Bus Stops and Shelters			
<p>NELC will install and commission deliver new Real Time Passenger Information Displays at an additional 6 passenger waiting shelters during the duration of the EP Scheme, as listed in Appendix A. Funding for these has already been approved in the 2021/22 LTP Capital Programme.</p> <p>These will be at the following locations:</p> <p>On Routes 3 and 9:</p> <ul style="list-style-type: none"> •Freeman Street adjacent to Cobden Street •Freeman Street adjacent to Garibaldi Street •Freeman Street opposite Albert Street West •Freeman Street opposite Duncombe Street •Freeman Street opposite Cobden Street <p>On Routes 9 and 10:</p> <ul style="list-style-type: none"> •Springfield Road / Lavenham Road junction 			
Potential Benefits from the Scheme			
<p>Providing bus arrival times at bus stops provides reassurance to passengers. Our recent survey ranked “Better / clearer / more reliable information” within the top ten priorities for improvement with users and non-users. The last Transport Focus survey in NEL reported that satisfaction with information provision at bus stops stood at just 76%. Provision of more real time information screens will make a great contribution to the overall journey satisfaction result.</p>			
Delivery Timescale			
<p>Planning, design and procurement – 1 October 2022 to 31 March 2023; Installation – 1 April 2023 – 31 March 2025.</p>			
Operator Commitment			
<p>Operators commit to providing regular feedback on the condition of bus stops and shelters, including facilities such as these, via their employees and passengers.</p>			
Funding – Source + Allocations by Year (£)			
NELC LTP Capital Prog.	36,000	36,000	0

Category – Ticketing Reform

Title of Scheme			
Daily/Weekly Capping of fares based on ridership to reduce overall journey costs for frequent travellers			
Scheme details			
<p>Introduce a maximum cap on fares based on ridership and this should cost no more than the price of a multi operator day/weekly/monthly ticket.</p> <p>Install second readers (for contactless ticketing) on all buses operating in and out of NEL to allow “Tap on Tap off” and maximum capping.</p> <p>Funding will cover the necessary on-bus equipment, and advertising and publicity for this benefit, while also providing an element of contingency against initial revenue loss.</p>			
Potential Benefits from the Scheme			
This proposal will greatly encourage more frequent usage of buses in NEL and will provide longer term loyalty for existing regular commuters and aid patronage growth. Cost of travel will be cheaper based on 'the more you travel, the cheaper it becomes'. It will offer customers the best value fares for their journey/s.			
Delivery Timescale			
<p>Revised Fare Structure (single Fares Zone for NEL) – In place April 2022.</p> <p>Active promotion of revised fares structure - During the 2022/23 financial year.</p> <p>Introduction of technology for fares capping - From end of the 2022/23 financial year.</p>			
Operator Commitment			
Operators to provide evidence in the form of current/historical data to assess financial impact of fare capping. Operators will ensure buses are available for the installation of 2nd reader.			
Funding – Source + Allocations by Year (£)			
BSIP	155,000	50,000	0

Title of Scheme			
‘Carnet’ Tickets (Multiple travel tickets, with no date restrictions and valid for 12 months, purchased in advance, discounted rates).			
Scheme details			
For the Grimsby Day Rider and East Midlands Day Out, discounts are 20% off for any 5 days ("5 for the price of 4"), or 30% off for any 10 days ("10 for the price of 7"). The Capital expenditure is required for the wider delivery of ticket products through mobile app and other off bus outlets, e.g. through schools and colleges or commuter plans.			
Potential Benefits from the Scheme			
<p>This proposal will greatly encourage more frequent usage of buses in NEL and will provide longer term loyalty for existing regular commuters and aid patronage growth. Cost of travel will be cheaper based on the ‘bulk purchase’ principle.</p> <p>Promotion of Carnet tickets through Commuter Plans as 'taster tickets' for the wider scheme and/or products to complement flexible working patterns, i.e. mix of office-based and home working.</p>			
Delivery Timescale			
First introduction - April 2022; Wider promotion and delivery - from January 2023.			
Operator Commitment			
Operators to provide evidence in the form of current/historical data to assess financial impact of carnets. Operators will provide monthly data as required to evidence impact of this intervention.			
Funding – Source + Allocations by Year (£)			
BSIP	50,000	0	0

Category – Fares Support

Title of Scheme			
Discounted Fares for Young Persons (16-19-year-olds)			
Scheme details			
Following first-stage rollout in April 2022 (raising adult fare threshold from 16 to 20 years old), BSIP funding will enable further reductions in Youth fares and/or facilitate the transfer of substantial college travel volume from existing closed contracts to the core bus network.			
Potential Benefits from the Scheme			
<p>This scheme will encourage more young people to use public transport by challenging their existing travel patterns. This attractive proposal of offering at least 30% discount on all adult products (excluding season tickets, already discounted, at a further 20% discount at present) will aid increase in ridership numbers for this age group.</p> <p>Transfer of substantial college travel volume from existing closed contracts to the core bus network will strengthen bus service financial performance and improve sustainability.</p>			
Delivery Timescale			
These future initiatives are targeted for October 2022 onwards.			
Operator Commitment			
Operators will provide historical data requested by the Council to undertake a financial analysis and estimate cost projections based on population by age data for an initial estimate. From the date of scheme introduction, operators will provide all ticket sales data for Young Persons ridership on a monthly basis as part of their claim. The Council will not make any payments until the data has been provided.			
Funding – Source + Allocations by Year (£)			
BSIP	100,000	100,000	100,000

Title of Scheme			
Increase frequency of Promotional fares			
Scheme details			
<p>The Council will assist bus operators to increase the extents and efficacies of promotional fares, including through engagement with local business / commerce; establishing Commuter Plans with major employers to promote buses to employees for commuting and leisure bus travel; commercial advertising through a range of channels including outdoor, social media, partner intranets, local radio, and traditional press to promote green travel planning promotional fares; commuter planning packs, administration assistance, taster tickets.</p> <p><u>Specific detail on Commuter Plans:</u></p> <p>Essentially this is a scheme to reduce the cost of bus travel for commuters in North East Lincolnshire. Any commuter residing in North East Lincolnshire whose employer has applied to be part of the Commuter Plan scheme, can apply for a monthly Commuter Plan ticket which is paid by deduction from payroll – and would save staff around 30% as compared to purchasing a similar ticket on the bus. A trial scheme has previously been delivered with Northern Lincolnshire and Goole Hospitals, and in 2020/21, 466 individual Commuter Plans were issued to NHS staff.</p>			

The funding would allow for engagement with local business and commerce and BSIP funding will be directed to establishing Commuter Plans with major employers to promote buses to employees for commuting and leisure bus travel. Commercial advertising through a range of channels including outdoor, social media, partner intranets, local radio, and traditional press will promote green travel planning promotional fares; this will include commuter planning packs, scheme administration, bus taster tickets and Commuter Plan promotional fares.

The Commuter Plan scheme is different to a Travel Plan as it is specifically aimed at commuters and encouraging people to travel to work only by bus. A Travel Plan with a business specifically reviews how staff travel to work, includes a set of objectives, mechanisms, a range of initiatives (including walking and cycling) and targets that can be implemented to reduce the impact of travel and transport on the environment.

Potential Benefits from the Scheme

Encouragement of modal shift, i.e. increased bus use and reduced car use, by groups who would otherwise not consider the bus as an option for regular and / or leisure travel.

Delivery Timescale

Feasibility work is to take place over Summer 2022 to identify key partners including major employers, etc. New commuter plan schemes to be established with staff signed up in Autumn 2022. Target of 300 new Commuter Plan members by March 2023.

Operator Commitment

In addition to the above, operators will provide details to the Council regarding the current arrangements with organisations and will work closely with the Council to promote Green Travel Plans.

Funding – Source + Allocations by Year (£)

BSIP	30,000	30,000	30,000
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Category – Bus Service Support

Title of Scheme			
Frequency Boosts on Key Bus Corridors			
Scheme details			
Initially increasing daytime frequency on the 9 and 10 routes (Cleethorpes – Grimsby - New Waltham) from 4 to 6 buses per hour in total. Further initiatives e.g. daytime frequencies extended into early evenings are yet to be negotiated.			
Potential Benefits from the Scheme			
This will provide a truly “turn up and go” service that will encourage more people to use the 9 & 10 services, by reducing wait times, virtually eliminating the need to consult and ‘work to’ a timetable, increasing convenience and overall service attractiveness.			
Delivery Timescale			
Service 9 and 10 frequency uplift targeted for January 2023. Other milestones will be established in due course.			
Operator Commitment			
Operators will provide monthly data as required to evidence impact of this intervention.			
Funding – Source + Allocations by Year (£)			
BSIP	261,970	248,547	210,168
Stagecoach EM	500,000		

Title of Scheme			
Bus to Bus Connections			
Scheme details			
At locations where bus-to-bus interchange takes place between services operating less frequently than 3 buses per hour, Operators will review schedules so as to optimise connections, so as to offer robust margins for minor delays while minimising additional waiting time.			
Potential Benefits from the Scheme			
Significant reductions possible in some end-to-end journey times, with consequential increases in patronage and in passenger satisfaction (journey times, value for money, and ‘overall’)			
Delivery Timescale			
Reviews & analysis to take place across 2022, into 2023; for implementation of new schedules from April 2023 timetable change date.			
Operator Commitment			
This IS the Operator Commitment.			
Funding – Source + Allocations by Year (£)			
Stagecoach EM	(BAU)	(BAU)	(BAU)

Title of Scheme			
Marketing Campaigns and Promotion of Bus Routes			
Scheme details			
Bus Operators will undertake refreshed / locally targeted branding / marketing, and special promotions of selected routes. Examples include promotion of high frequency services as ‘turn up and go’, and the no. 17			

Cleethorpes 'Holiday' service; other routes are to be promoted, such as based on themes, destinations, or events.			
Potential Benefits from the Scheme			
Greater public awareness of options, improvements, travel opportunities, particularly targeting infrequent, and non-, users of local buses, leading to increased ridership.			
Delivery Timescale			
Delivery to commence by March 2023.			
Operator Commitment			
This IS the Operator Commitment.			
Funding – Source + Allocations by Year (£)			
Stagecoach EM	(BAU)	(BAU)	(BAU)

Title of Scheme			
Local Bus Passengers' Charter and Enhanced Customer Satisfaction Survey Regime			
Scheme details			
Bus Operators will work with the Council to develop, or review existing, Bus Passengers' Charter(s), so as to align with local needs and priorities. They will also develop and undertake bespoke, enhanced regular passenger surveys, in co-ordination with NELC, in order to supplement existing survey data from Transport Focus – to include origin / destination surveys, performance benchmarking, etc., at intervals, for better gathering of travel data.			
Potential Benefits from the Scheme			
Improvements to overall passenger satisfaction, from visibility and accountability regarding what levels of service / quality can and should be expected from Operators.			
Delivery Timescale			
Charter to be completed, presented, and widely advertised, no later than March 2023; Enhanced Customer Satisfaction Survey Regime to be in operation no later than March 2023.			
Operator Commitment			
This IS the Operator Commitment.			
Funding – Source + Allocations by Year (£)			
Stagecoach EM	(BAU)	(BAU)	(BAU)

(Ends)