

# North East Lincolnshire's Bus Service Improvement Plan Quarterly Progress Report: August 2023

## General Update

Since the last BSIP Progress Report positive progress has been made, North East Lincolnshire Council and Stagecoach East Midlands continue to work in an Enhanced Partnership to ensure successful delivery of BSIP measures, and other public transport improvements.

In July North East Lincolnshire Council received confirmation from the Department for Transport (DfT) about BSIP+ revenue funding allocation. The revenue BSIP+ funding is additional to the £4.7m funding allocation the council is already set to receive. Options for the funding allocation are currently being considered by the council and will be submitted to the DfT in August.

The council has been preparing for the BSIP update and have commenced a public consultation to gather the thoughts of existing and potential bus passengers to ensure that the BSIP continues to accurately reflect this. The public consultation will close on Friday 1 September 2023 and anyone wishing to comment on the survey can do so via the following link:

<https://tell-us.questionpro.eu/a/TakeSurvey?tt=suvpKkgZI7mN6s0U1mSyXw%3D%3D>

In addition to updating the BSIP document, the council are also in the process of reviewing and varying the Enhanced Bus Quality Partnership Plan and Scheme to ensure they accurately reflect the approved programme of measures. Once the variation has been made, the document will be published on the council's webpage, in the following location, under the National Bus Strategy:

<https://www.nelincs.gov.uk/streets-travel-and-parking/highways-projects/business-cases-and-funding-bids/>

To date the spend on BSIP projects totals £53,018 from a budget of £1,729,533 for the current financial year.

## Delivery of BSIP measures

The following measures are being delivered as part of this year's BSIP programme:

**Bus priority measures** – Officers within the Equans Highways & Transport Department have considered the bus priority options developed as part of SYSTRA's bus priority study and have provided recommendations to the Portfolio Holder for Environment and Transport. Once a decision has been reached, the Transport Team can progress with delivery of bus priority measures.

**Acceleration of traffic signal priority programme** – Through the BSIP the council will install traffic signal priority at a number of junctions and the Transport Team are working to mobilise this project. It is estimated this project will be delivered by the end of October 2023.

**Fare capping by day / week** – The delivery of fare capping will see 'tap on, tap off' card readers installed on Stagecoach vehicles to enable fare capping. Stagecoach are currently collaborating with their central team to ensure successful installation and delivery of the technology on board local buses.



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**Bus service alterations** – Working in partnership, Stagecoach East Midlands and North East Lincolnshire Council delivered changes to several services in May this year. In July, the team hosted a public consultation event to gain feedback on the service changes and to understand additional areas for improvement. The event was well attended, and the feedback received is helping to shape the changes being made to local services next month. The planned changes are outlined below:



- The **3 and 4 service** times will be amended to provide a more even frequency throughout the day alongside the 9/10 services between Cleethorpes and Grimsby.
- The **5 service** will be amended to ensure a 15-minute frequency is maintained in both directions between Willow Shops and Grimsby Town Centre. An additional journey in the morning is added to help address the issues with connections between service 5 and 10 in the early morning. Evening times will be changed by five minutes to allow better connections with other services, particularly from Diana, Princess of Wales Hospital.
- The **6 service** will be amended to improve the punctuality of the services. Improvements will also be made to the Saturday afternoon timetable with journeys consistently extending to Cleethorpes all day.

The **7 service** will operate via Belvoir Road to the Tesco layby on Humberston Road and will then return to Grimsby Town Centre via Taylors Avenue, Middlethorpe Road, Brian Avenue, Warwick Road, and Curzon Avenue, to provide a two-way service to Hewitts Circus Tesco. Two additional journeys have been added to the 7 service from Grimsby Town Centre, Monday to Friday, at 3.40pm and 4.40pm.

- The **8 service** times will be amended to provide a more reliable service throughout the journey to Cleethorpes Pier.
- The **9/10 service** revised evening schedule will extend the service to Hewitts Circus, providing a consistent service all day and providing more buses running into Cleethorpes and Humberston.

**Acquisition & deployment of CCTV units** – BSIP funding will be used to deliver the installation of additional CCTV cameras. This will ensure all bus stops in the Grimsby Riverhead Exchange are covered by CCTV. Funding has been provided to enable the purchase of the equipment, and the council are awaiting confirmation from the supplier of the installation date.

**Discounted fares for young people** – The council and Stagecoach have reached an agreement regarding the methodology and level of discount for the young person's ticket. It is estimated the scheme will commence in September 2023, in line with the new school term, and will be available to youths / students / apprentices up to 19 years of age. Details of the planned promotion can be found under 'Communications' within this report.



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**Real time bus information** – The tender for real time bus information (RTI) has been awarded to R2P. The council and R2P are now working on the mobilisation phase which includes the implementation of new screen at key sites and back-office support system which will integrate into the drive traffic signal priority system.

**Enhanced parking enforcement** – Job adverts have gone live for additional Parking Enforcement Officer(s). The role of these officers is to target the bus network and bus stops to combat illegal parking impacting on the bus network. In the interim, existing Parking Enforcement Officers will target key bus stops and bus routes, where possible, whilst on patrol.

**Monitoring & evaluation** – As previously mentioned, as part of the BSIP update, the council has launched a consultation survey to gauge the public's views on the existing bus services and facilities, including their priorities for public transport. This survey will close on Friday 1 September 2023 and can be accessed via the following link:

<https://tell-us.questionpro.eu/a/TakeSurvey?tt=suvpKkgZI7mN6s0U1mSyXw%3D%3D>.

## Communications

### Service changes in September

In preparation for the 3 September 2023 local bus service changes, a programme of publicity has been planned. The following measures are being trailed and evaluated to ensure effective communication with bus passengers about changes to local services:

- Stagecoach East Midlands will brief all drivers to inform of the changes.
- A 'Bus It' event will be taking place on Wednesday 30 August 2023, 10am – 2pm at Grimsby Bullring.
- Posters will be displayed on board local buses prior to the service change taking place.
- Updated printed bus guides, which will be available at the Bus It event, and can also be collected from the following locations:
  - Grimsby Central Library
  - Cleethorpes Library
  - AGE UK Grimsby and Cleethorpes
  - Immingham Library
  - Immingham Civic Centre
- NELC will publish a press release prior to the service going live.
- NELC will publish a scrolling message on the bottom of RTI signs, for example "Timetable changes from 3 September 2023 – visit <http://stagecoachbus.com> or telephone 0871 200 22 33 for further info"
- RTI signs and Traveline to show updated timetables from 3 September 2023.

### Launch of new discounted 'Youth Ticket'!

To successfully advertise the discounted youth ticket, the council, in partnership with Stagecoach East Midlands will deliver the following promotions:

- NELC to publish a press release prior to the ticket going live.
- Stagecoach will produce a poster/ notice which will be put on local buses and shared with local schools and colleges to promote the ticket.
- Posters and leaflets to be displayed in local youth and community centres.



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- Stagecoach will advertise the ticket on their website.
- The Transport Team will host small events at local schools and colleges to promote the ticket in the new school term.
- The council and Stagecoach will host a small Bus It style event in a suitable location to promote the ticket.

## Future Good News Opportunities

The following good news opportunities are anticipated in the upcoming weeks:



- Good news press release for the installation of additional CCTV cameras, including a photo opportunity with Stagecoach and a 'Combatting Antisocial Behaviour' campaign.
- Positive work of the BSIP in delivering discounted youth fares, which will be included in the above marketing of the ticket.
- Press release for the RTI tender award, followed by a good news story for the delivery of additional RTI displays and the enhancement of existing displays.
- Good news story for the appointment of

additional Parking Enforcement Officers.

- Good news press release for the updated BSIP, including a snapshot of the public survey results.
- Once complete, a press release promoting the results of the Transport Focus survey.
- Press release for the delivery of additional junctions with Traffic Signal Priority technology.

## Passenger satisfaction

In order to monitor the effectiveness of the BSIP proposals, the council have commissioned Transport Focus to conduct bus passenger surveys with local bus passengers. Passengers have been randomly selected and asked for their views since the project went live earlier this year. The snapshot below shows that satisfaction with almost all elements has improved from the 2019 baseline and is well on track to meet the 2024/25 targets.

Item	2019 Data	2019 Average for England	BSIP 2024/25 Target	Results so far
Overall Satisfaction	90%	89%	92%	92% ↑
Satisfaction with value for money	72%	64%	77%	75% ↑
Satisfaction with bus stop	N/A	N/A	TBC	83%
Satisfaction with journey time	89%	85%	90%	82% ↓
Satisfaction with punctuality	79%	74%	82%	89% ↑
Satisfaction with driver	79%	76%	82%	88% ↑

A more in depth look at some of the key Transport Focus question is presented at the end of this update.

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## Next Steps

The council will continue to progress with the BSIP update and revising the Enhanced Partnership document ready for publication.

All BSIP schemes will continue to be mobilised, and relevant good news and communications will be delivered, as outlined above.

The next progress report will be published by the end of November 2023.

Should you wish to access previous progress reports, they can be found on the council's website, under the National Bus Strategy at <https://www.nelincs.gov.uk/streets-travel-and-parking/highways-projects/business-cases-and-funding-bids>.

**For any queries, comments or suggestions related to the BSIP, please contact:**

**Lani Lamming, EBQP Co-ordinator, ([lani.lamming@nelincs.gov.uk](mailto:lani.lamming@nelincs.gov.uk)), or email the team at [transport@nelincs.gov.uk](mailto:transport@nelincs.gov.uk).**



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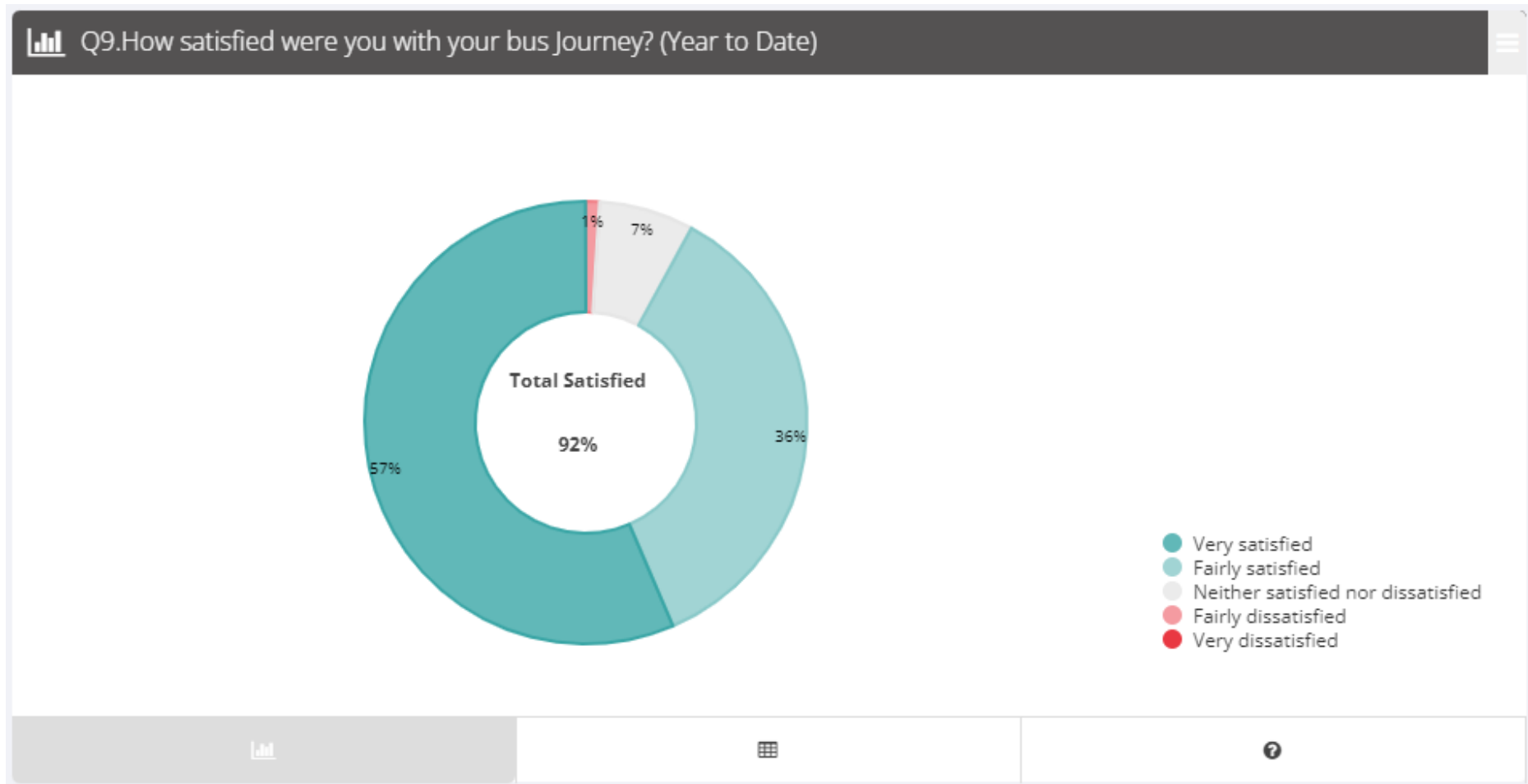


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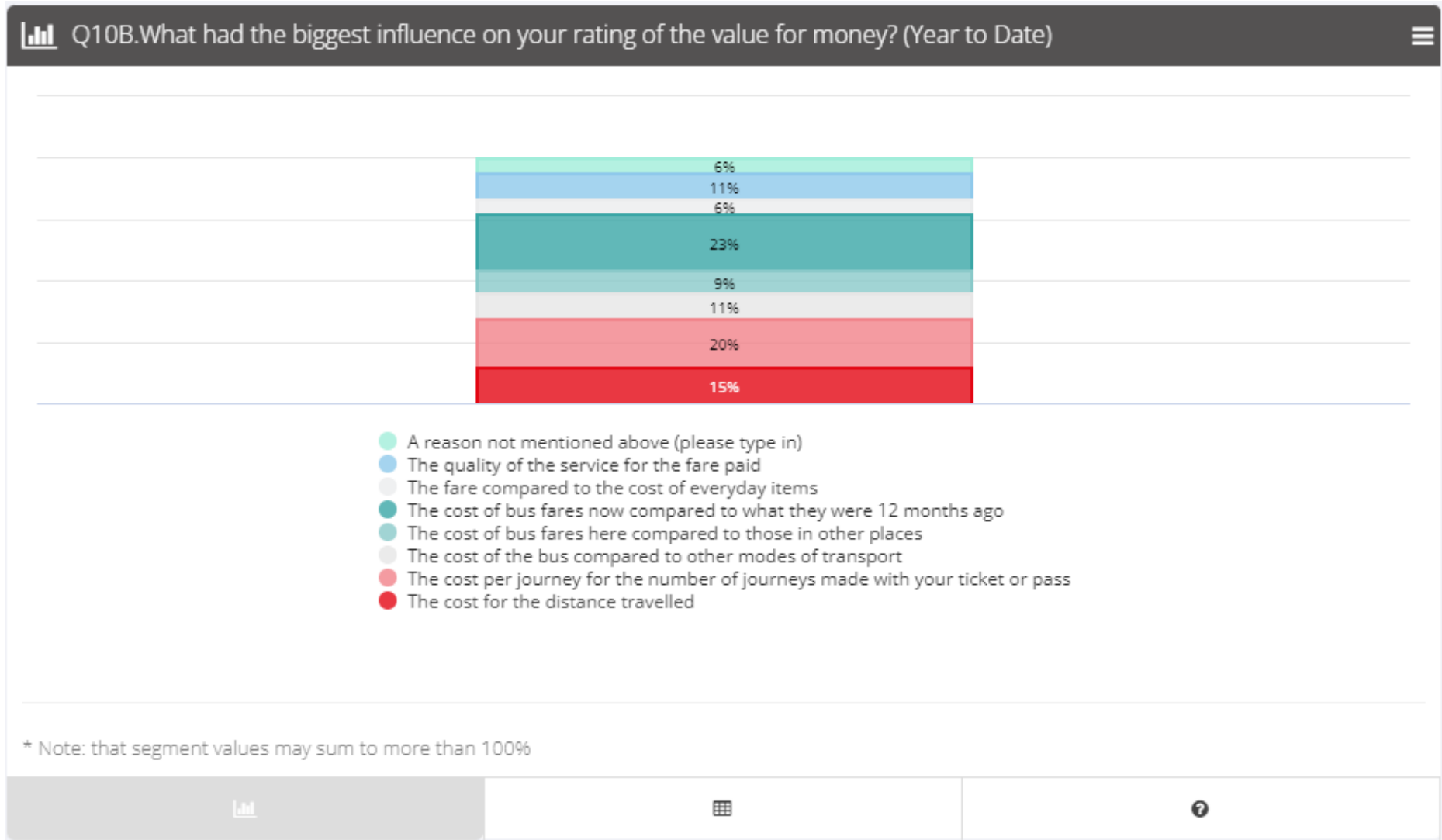
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The following slides are taken from the Transport Focus local bus satisfaction survey.



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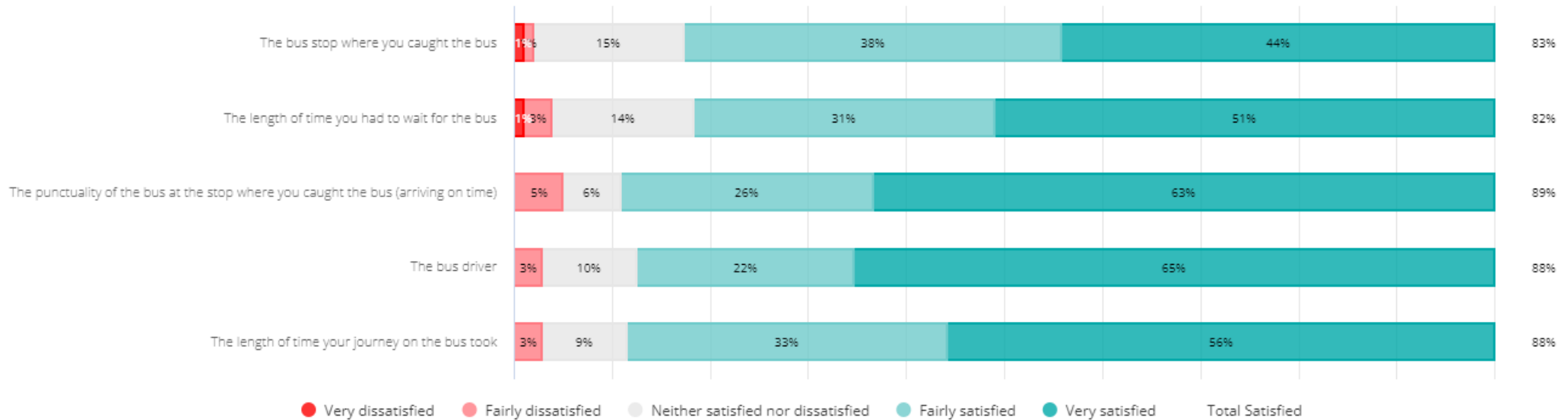
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Q8r1-Q8r5. How satisfied were you with each of the following during the journey? (Year to Date)



PassengerComments	
"The Bus arrived on time, got me to my destination quickly and was overall a positive experience"	"It was a good ride driver was polite and friendly"
"Journey was okay driver drove at decent speed"	"It was a good ride and driver was nice and friendly bus was clean"
"Not to busy at this time, buses are very frequent. Nobody seemed to be disruptive"	"Bus was on time, pleasant driver. I would like to add if there was digital information at bus stops (all off) this is helpful, but not all have this."
"Normal journey. Bus driver seemed relax; helpful to passengers."	"Pleasant journey, clean bus."