

North East Lincolnshire Bus Service Improvement Plan Appendix Document

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Appendix 1 – How the North East Lincolnshire BSIP supports wider policy goals

Local Transport Plan – Transport Challenges

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

The challenges are to:

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

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

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

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

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

However, we are confident that, with the ambition of this BSIP, passenger numbers can be attracted so as to fully regain immediate pre-Covid-19 levels by the end of 2024/25; and we aspire to further year-on-year growth around 2% p.a., to 2029, ahead of ONS population growth projections for Yorkshire and Humber (0.25%) and NEL itself (static), as car users are progressively persuaded to transfer to the bus. Bus Back Better supports NELC's Economic Strategy (2021). This page shows, at a high level, the principal Measures proposed in the BSIP under the four key areas of that Strategy. Support for NELC's Outcomes Framework, Priorities and Commissioning Plan, LTP Challenges, and Bus and Information Strategy are set out in Appendices E1 and E2.

<p style="text-align: center;">Business Growth</p> <p><i>“To ... invest in our key employment areas ... including our industrial estates ... but also in our town centres ...”</i></p> <p>Measures to enable workers to access out of town, and / or shift -based, workplaces, include:</p> <ul style="list-style-type: none"> • Improvements to evening / Sunday bus services (frequencies) • Securing existing network (including support for Europarc services) • Review of key Local Strategies to Influence Bus Use <p><i>“Improved ... estate road infrastructure”</i></p> <ul style="list-style-type: none"> • Bus-only highway infrastructure Link roads to facilitate bus routes (e.g., 'Bus Bridge' near Europarc) 	<p style="text-align: center;">Green Economy</p> <p>National Bus Strategy / BSIP overall objective is modal transfer of motorised journeys away from private cars to buses, the greener mode.</p> <p><i>“To support the decarbonisation of transport ...”</i></p> <ul style="list-style-type: none"> • Low / Zero Emission Buses
<p style="text-align: center;">Skills</p> <p><i>“To create an environment where ... our residents have access to the necessary skills...”; and “To support the local workforce to develop the skills...”</i></p> <p>Measures to enable learners access training centres (see above for workplaces for apprenticeships etc.), include:</p>	<p style="text-align: center;">Place-Making</p> <p><i>“To transform our town centres into ... dynamic destinations for visitors...and where residents ... are proud of where they live...”</i></p> <ul style="list-style-type: none"> • Improvements to Sunday bus services (frequencies) - from hourly now, to every 30 minutes in future.

<ul style="list-style-type: none"> • Improvements to evening bus services (frequencies) – for evening adult education; • Securing existing network (including support for 5M service to “Catch” training centre) 	<ul style="list-style-type: none"> • Special promotion of selected bus routes e.g., #17 Cleethorpes 'Holiday' service. • High quality Grimsby bus station • Enhanced waiting environment at bus stops • Refreshed / locally targeted Branding / Marketing <p><i>“To ... support the evening / night-time economy”:</i></p> <ul style="list-style-type: none"> • Improvements to evening bus services (frequencies) - from hourly now, to every 30 minutes in future.
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The Enhanced Partnership (EP) will be developed to achieve the objectives of this BSIP, by the delivery of measures identified in the BSIP. In the same way, the BSIP is driven by existing NELC strategy and policy, principally the LTP (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.

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

A	Enable sustainable growth through effective transport provision.
B	Improve journey times and reliability by reducing congestion.
C	Support regeneration and employment by connecting people to education, training, and jobs.
D	Enable disadvantaged groups or people living in disadvantaged areas to connect with employment, health, social and leisure opportunities.
E	Provide safe access and reduce the risk of 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.

NELC Outcomes Framework

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

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

NELC Outcomes Framework 2016

LTP Theme	LTP Challenge	Outcomes
Supporting Growth	Challenge A – Enable sustainable growth through effective transport provision.	We attract and sustain business investment.
		Our quality of place improves
		Our community generates less carbon and benefits from energy efficiency
		We have good quality built and natural environment that is well maintained
	Challenge B – Improve journey times and reliability by reducing congestion.	We attract and sustain business investment
		Our quality of place improves
		We have good quality built and natural environment that is well maintained
	Challenge C – Improve journey times and reliability by reducing congestion.	We attract and sustain business investment
		Residents have the skills and confidence to secure and sustain well paid employment
		We are proud of where we live and work
Accessibility	Challenge D – Enable disadvantaged groups or people living in disadvantaged areas to connect with employment, health, social and leisure opportunities.	Vulnerable people get the support they need to live within their communities
		People have access to remote information and advice to support self-reliance and independence
		People have more control over purposeful and independent lives
		Children are ready for school

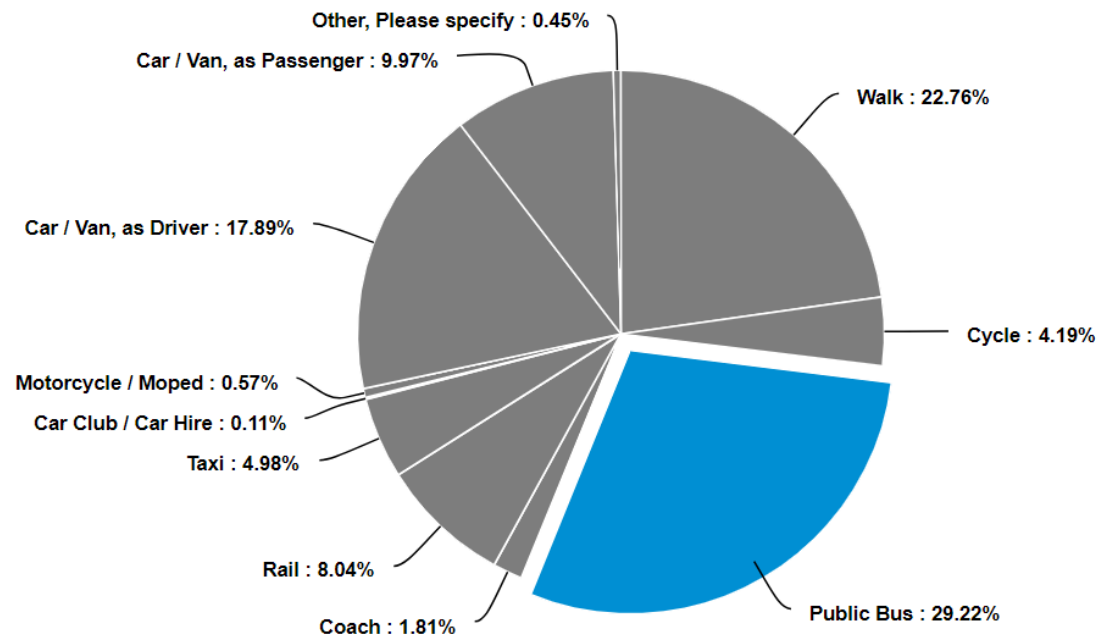
		and ready to learn
		Our learning provision is of high quality across all providers
		People of all ages have high aspirations and fulfil their potential to gain work
Safety, Security & Health	Challenge E – Provide safe access and reduce the risk of loss, death, or injury due to transport collisions or crime.	Children and adults get the help and support they need at the earliest opportunity
		Peoples health is protected
	Challenge F – Improve the health of individuals by encouraging and enabling more physically active travel.	Peoples health is protected
		We are proud of where we live and work
Transport & the Environment	Challenge G - Improve the journey experience on the local transport network.	People have access to safe, effective quality health and social care services
		We have a good quality built and natural environment that is well maintained
	Challenge H - Ensure transport contributes to environmental excellence, improved air quality and reduced greenhouse gas emissions.	Peoples health is protected
		Our community generates less carbon and benefits from energy efficiency
		We have a good quality built and natural environment that is well maintained

Appendix 2 – Stagecoach Bus Map

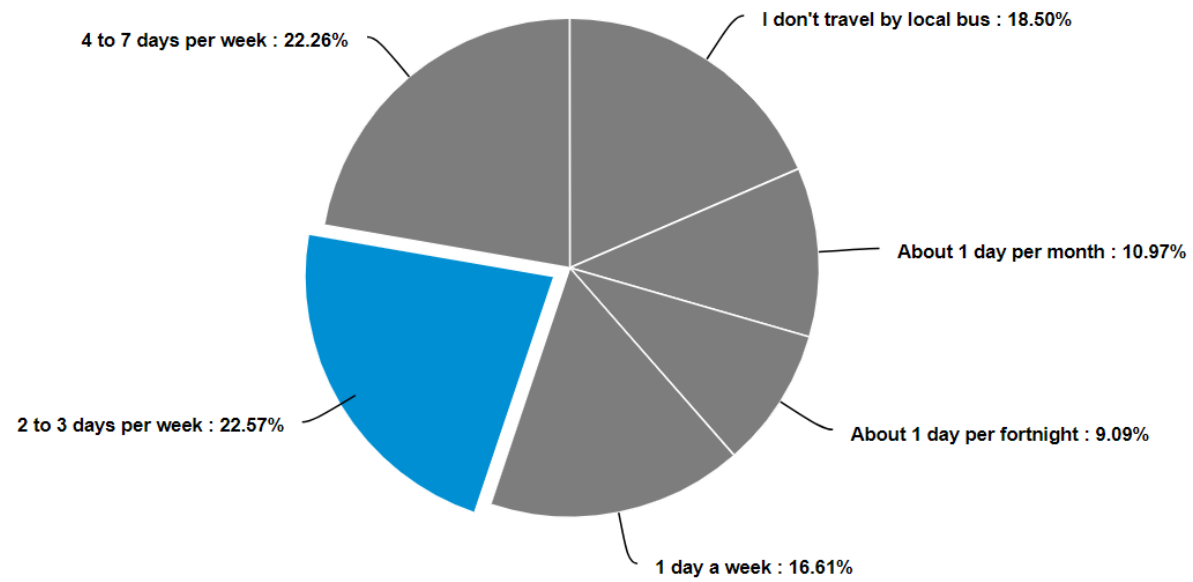


Appendix 3 – 2023 Bus Passenger Survey Consultation Results

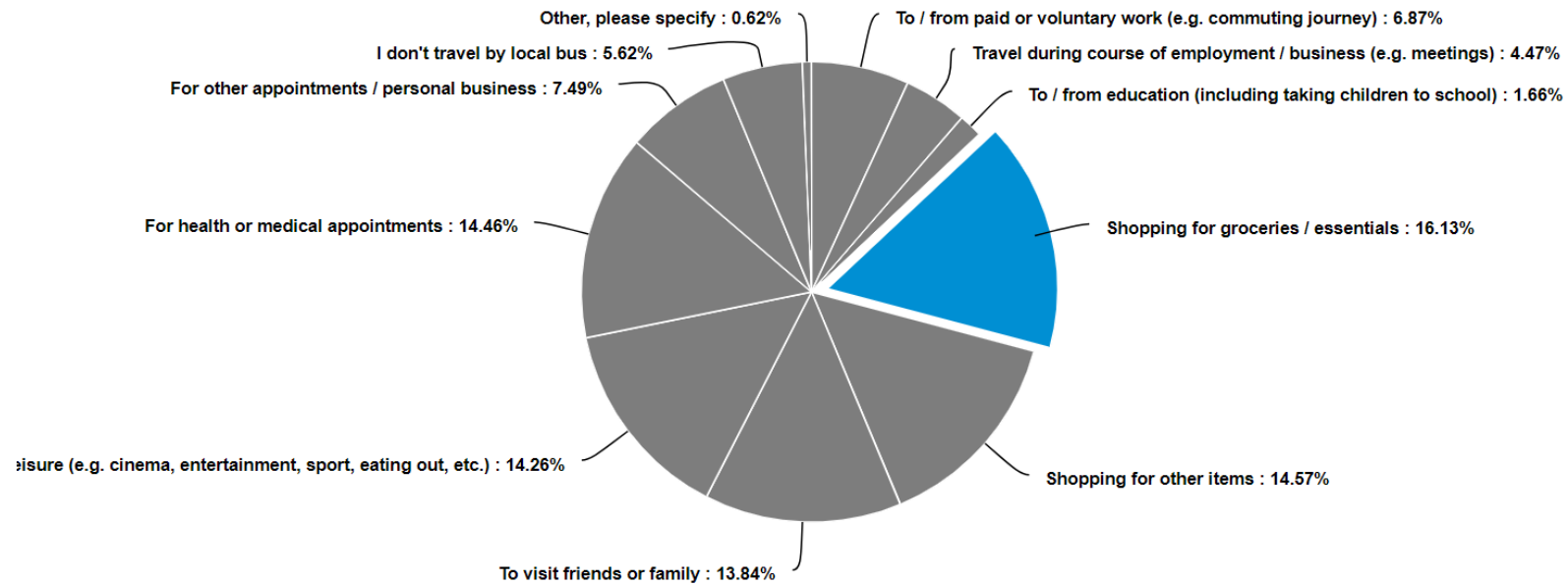
What mode of transport do you normally use? (Please select all that apply)



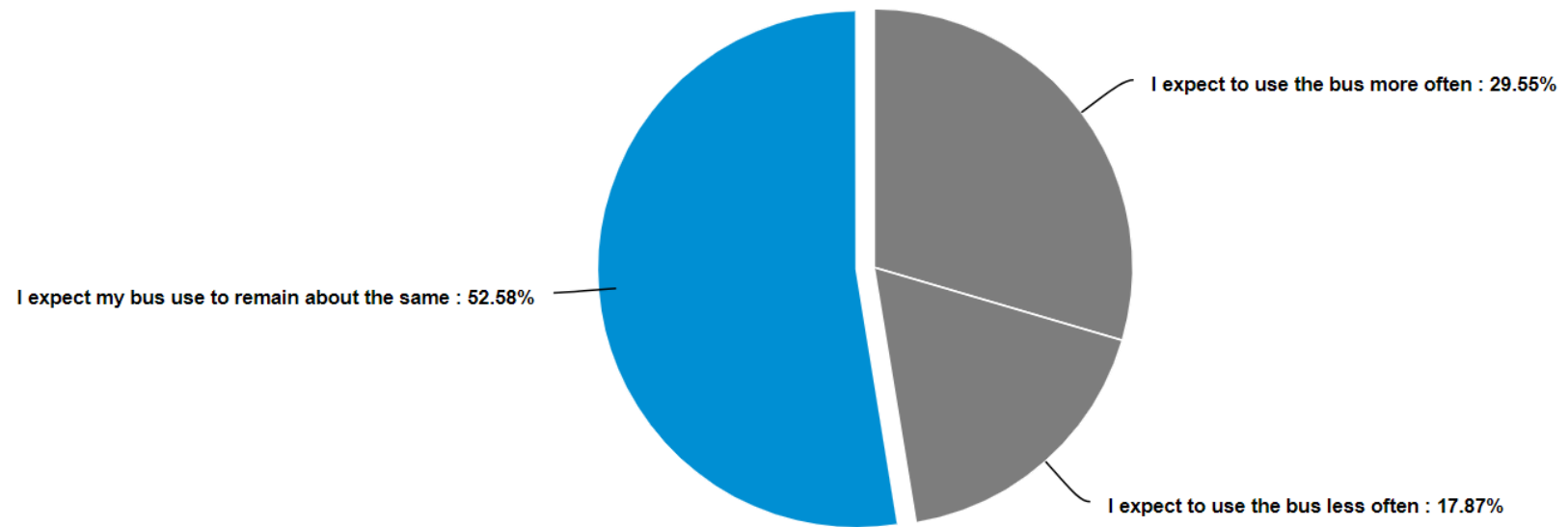
How often, if at all, do you typically travel by local bus?



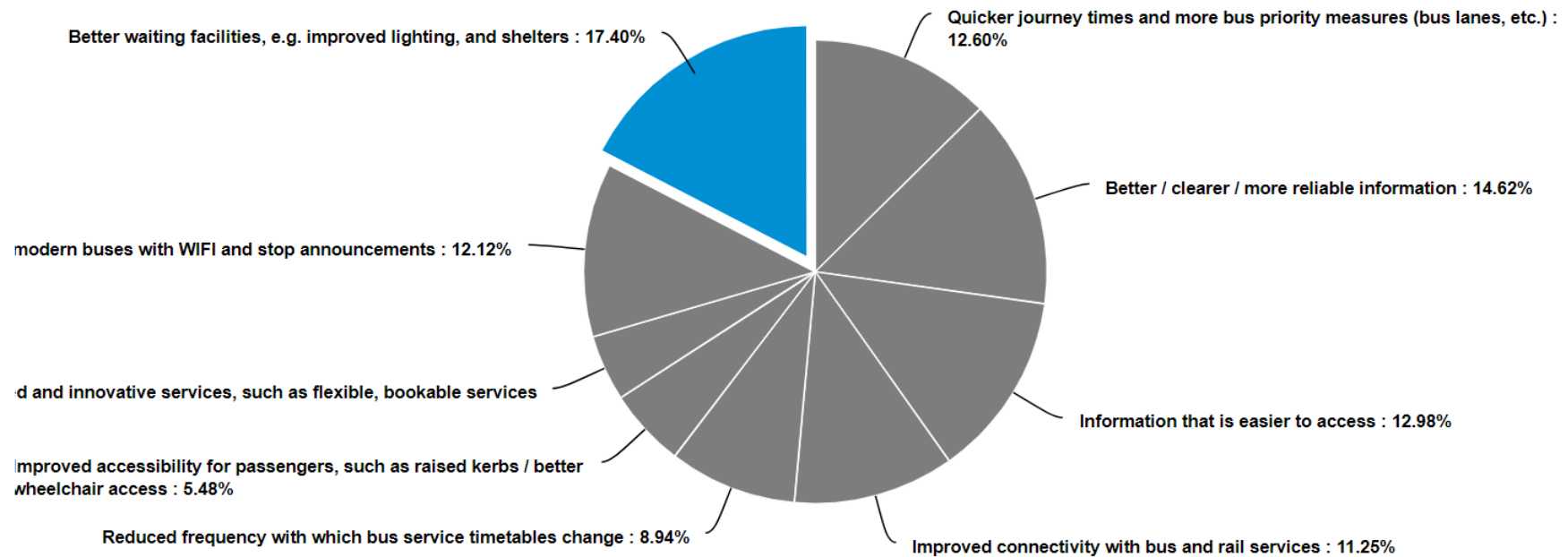
What types of journeys do you typically make by local bus? (select all that apply)



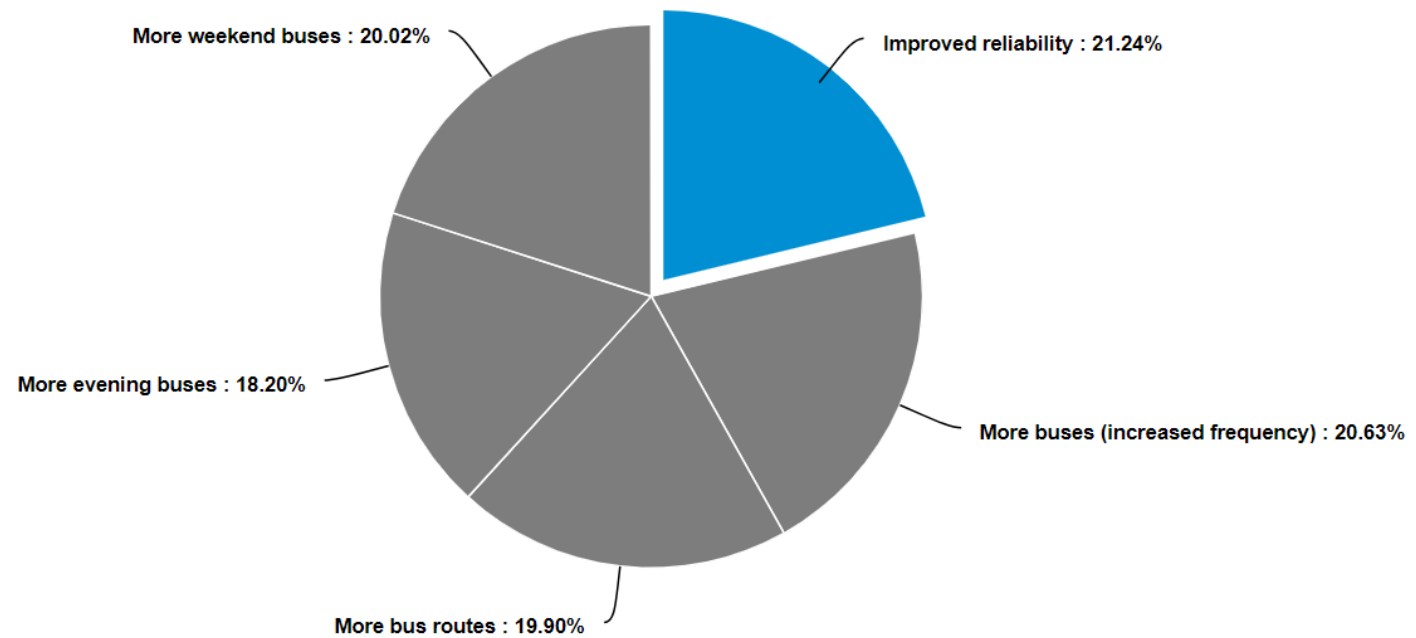
Given the planned changes through the Bus Service Improvement Plan, do you think your use of public transport will change in the future?



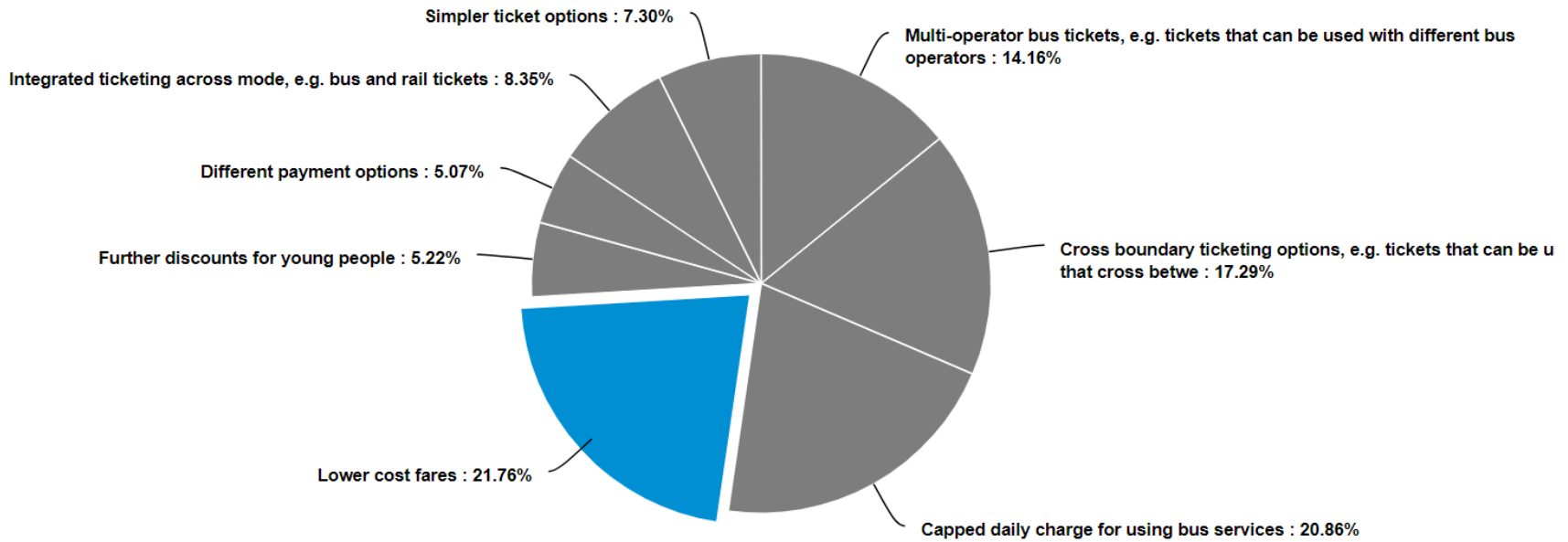
What improvements could we make to the bus service to help you use the bus more often? Select all that apply Accessibility



What improvements could we make to the bus service to help you use the bus more often? Select all that apply Routes/Frequency

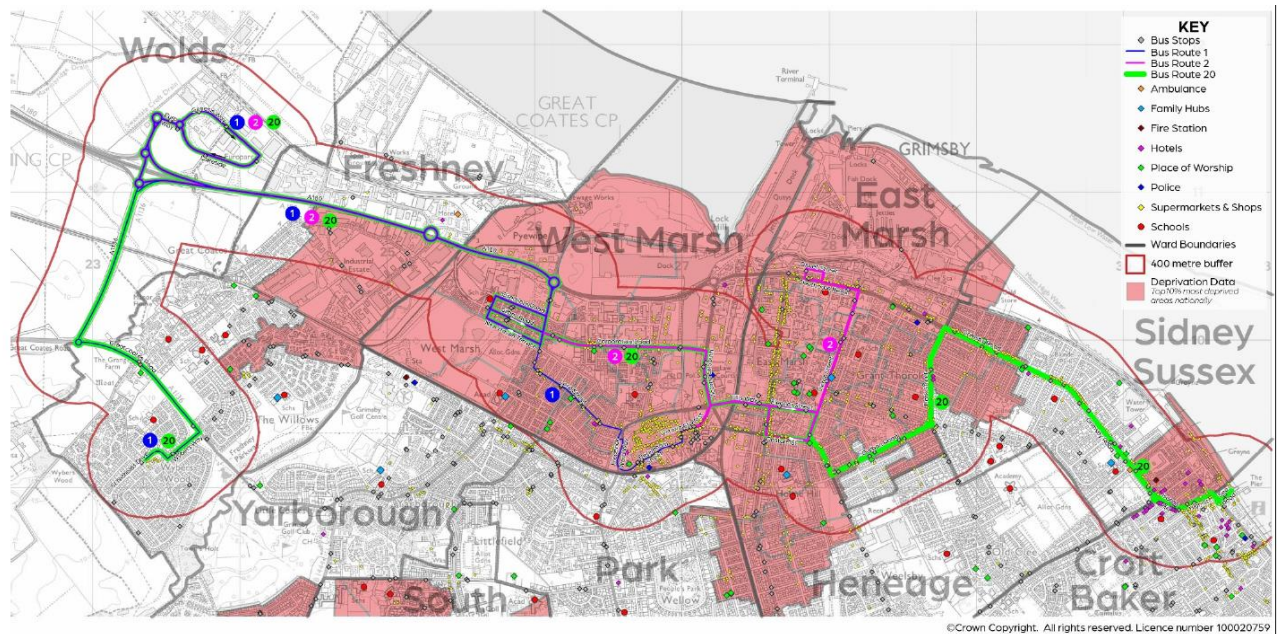


What improvements could we make to the bus service to help you use the bus more often? Select all that apply Tickets & Fares



Appendix 4 - Tendered bus services network cover

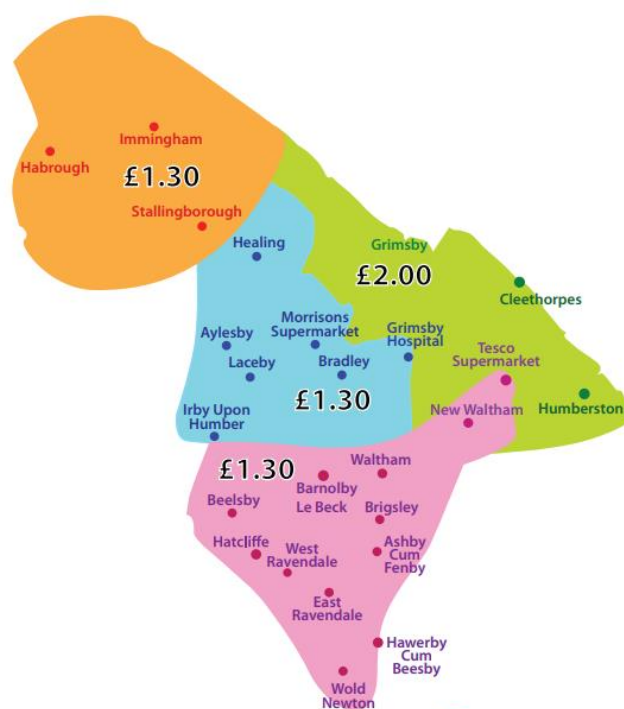
1, 2 & 20 Europarc bus services



Phone n Ride Network Coverage

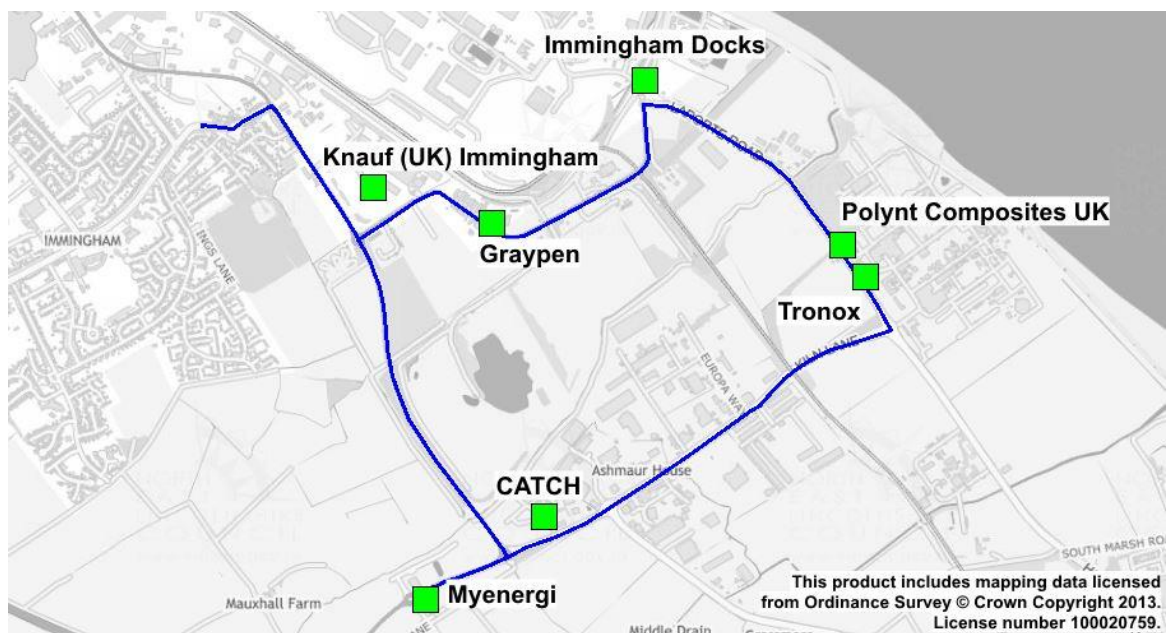
The weblink below provides further detailed information in relation to the Council's Phone n Ride Service; www.phonenride.com

The Phone n Ride service covers the whole of North East Lincolnshire on a demand responsive transport basis:

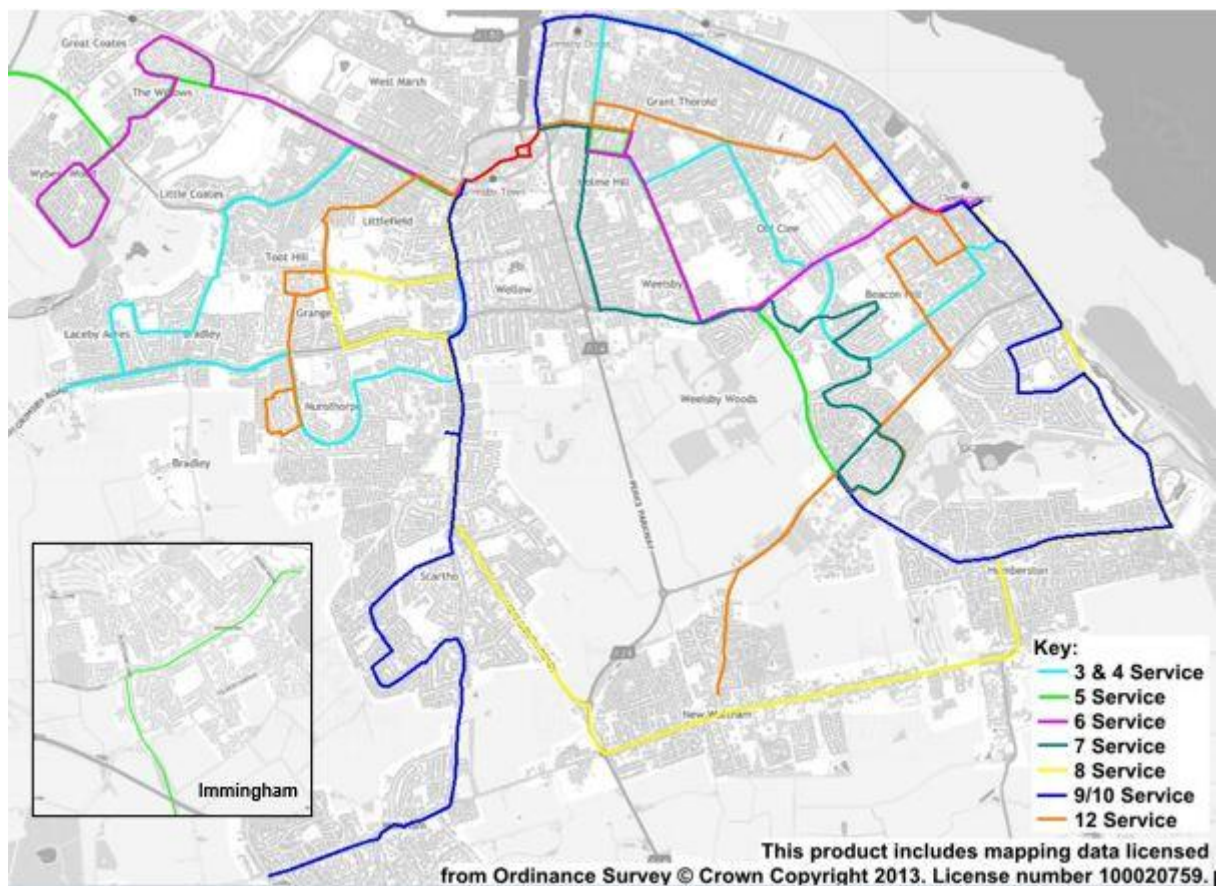


Weblink to Grimsby Cleethorpes Dial a Ride service; [Dial a ride | NELC \(nelincs.gov.uk\)](http://nelincs.gov.uk)

5M bus service Map

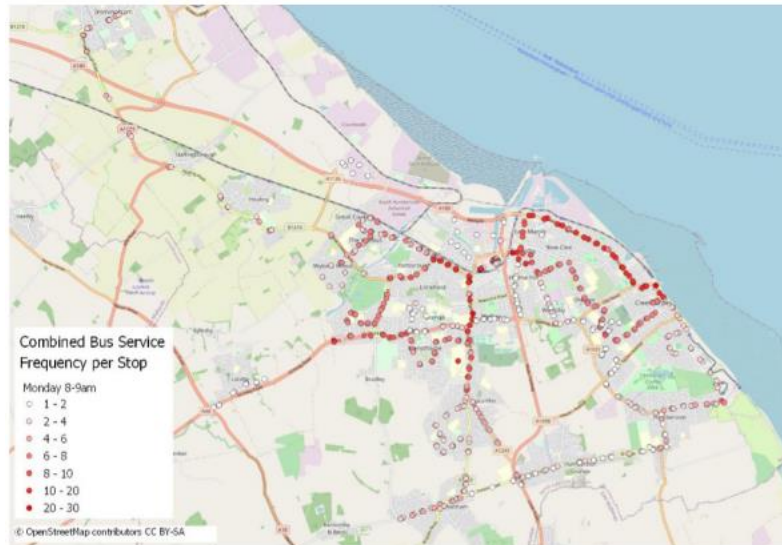


BSIP Supported Bus Services

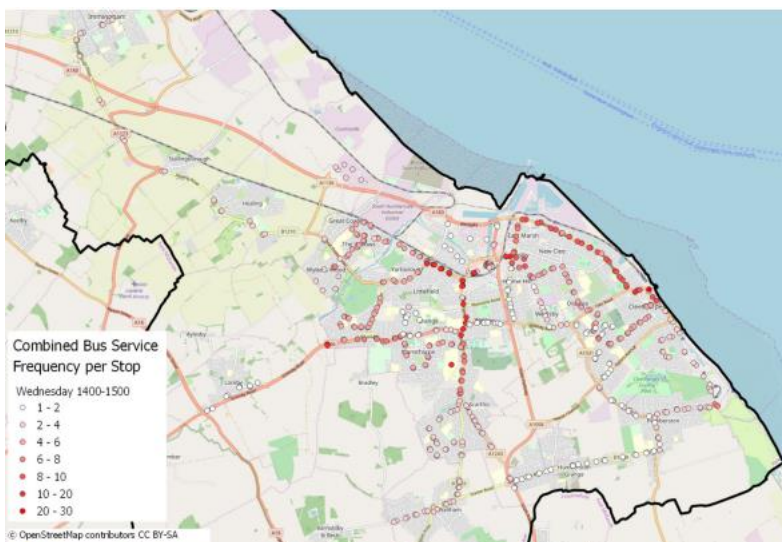


Appendix 5 – Original BSIP TRACC Analysis

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

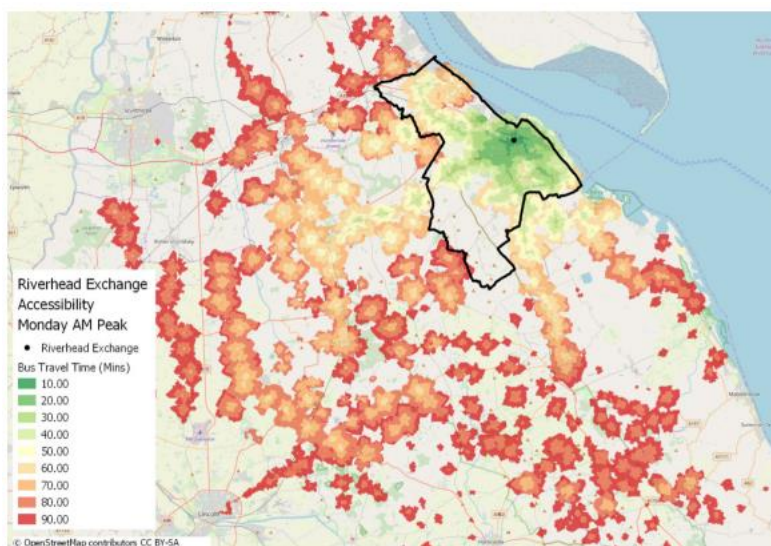


The next visualisation shows Wednesday 14:00 – 15:00, so as to compare off-peak with morning peak; it indicates that services are frequent (at least 4 buses per hour) on the core routes across the whole day.

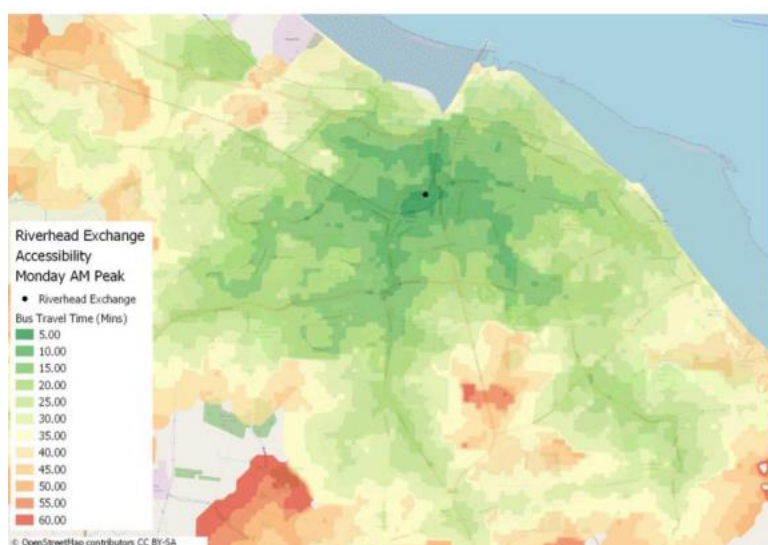


Travel Times to Grimsby Centre (Riverhead Exchange)

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

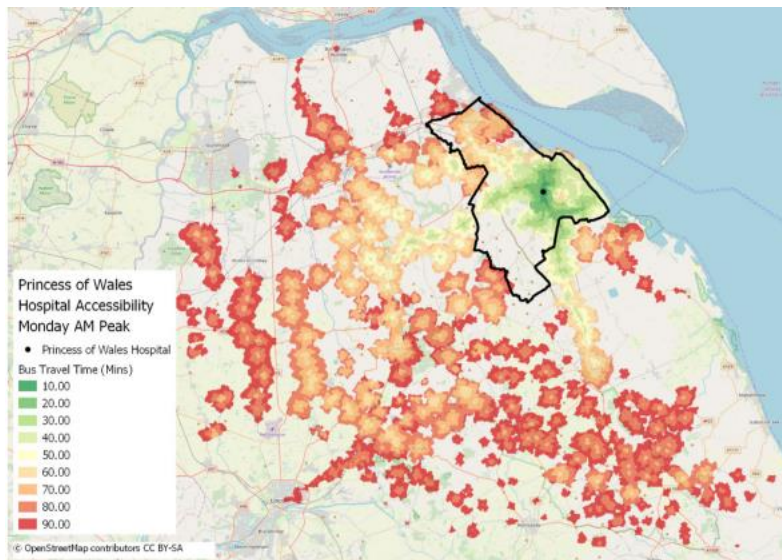


Within North East Lincolnshire itself, it is clear that key corridors have good access to the centre, although we may also identify some areas with room for improvement in access, such as New Waltham (the light orange area almost due south of the centre, about one fifth of the way up from the bottom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



Grimsby Hospital

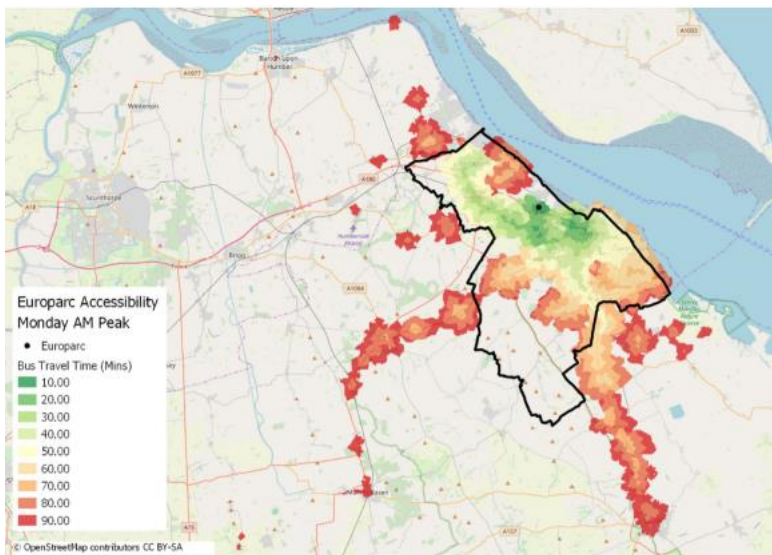
It is also acknowledged that access to the Diana, Princess of Wales Hospital in Grimsby is crucial for residents, not only across North East Lincolnshire itself but also the wider area – the northern half of ‘historic’ Lincolnshire. TRACC analysis of this wider area identifies a ‘patchy’ coverage of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

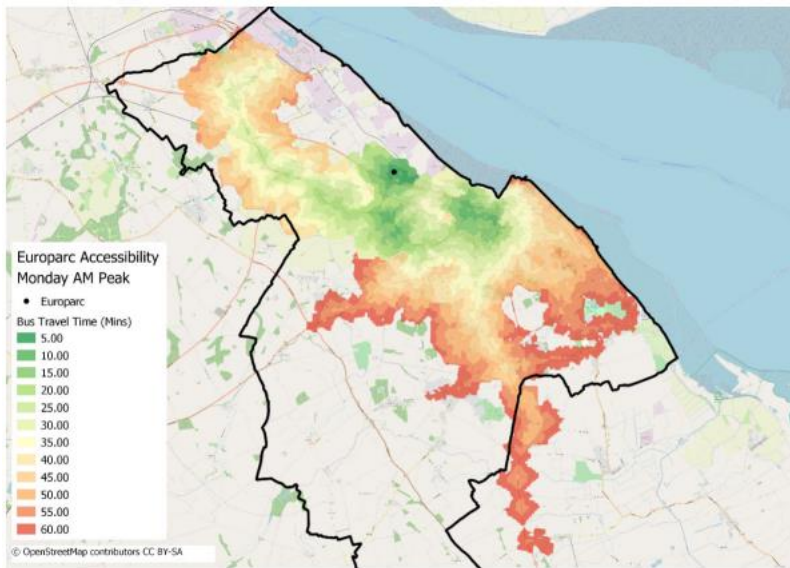


However, for access to the hospital from the urban area, accessibility remains relatively good, with most journeys from Grimsby itself and its own 'suburbs' taking less than 30 minutes – while, from most of Cleethorpes, journey times are around 50 – 55 minutes.

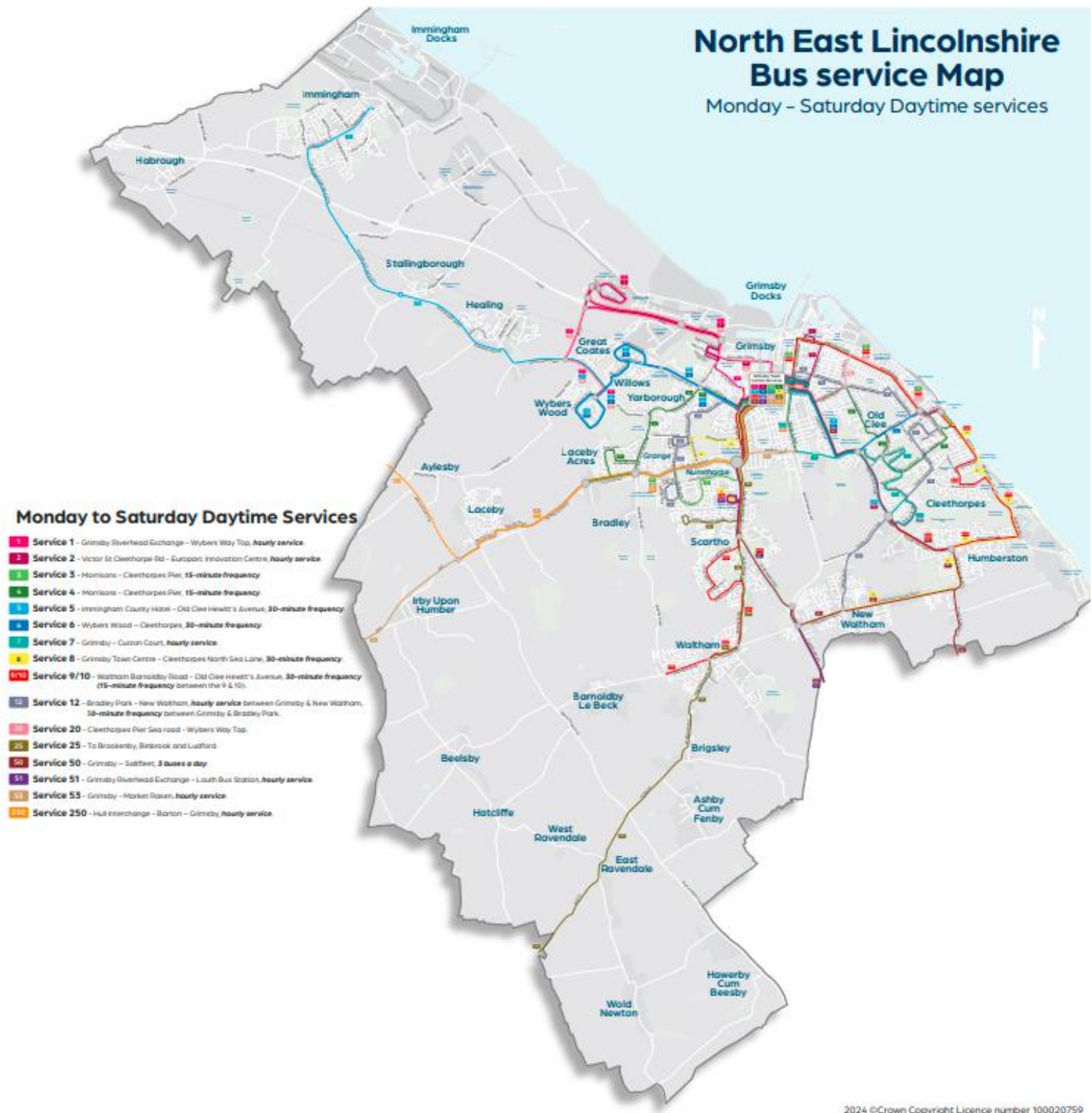
Europarc

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





Appendix 6 – Classification and mapping of bus network in North East Lincolnshire



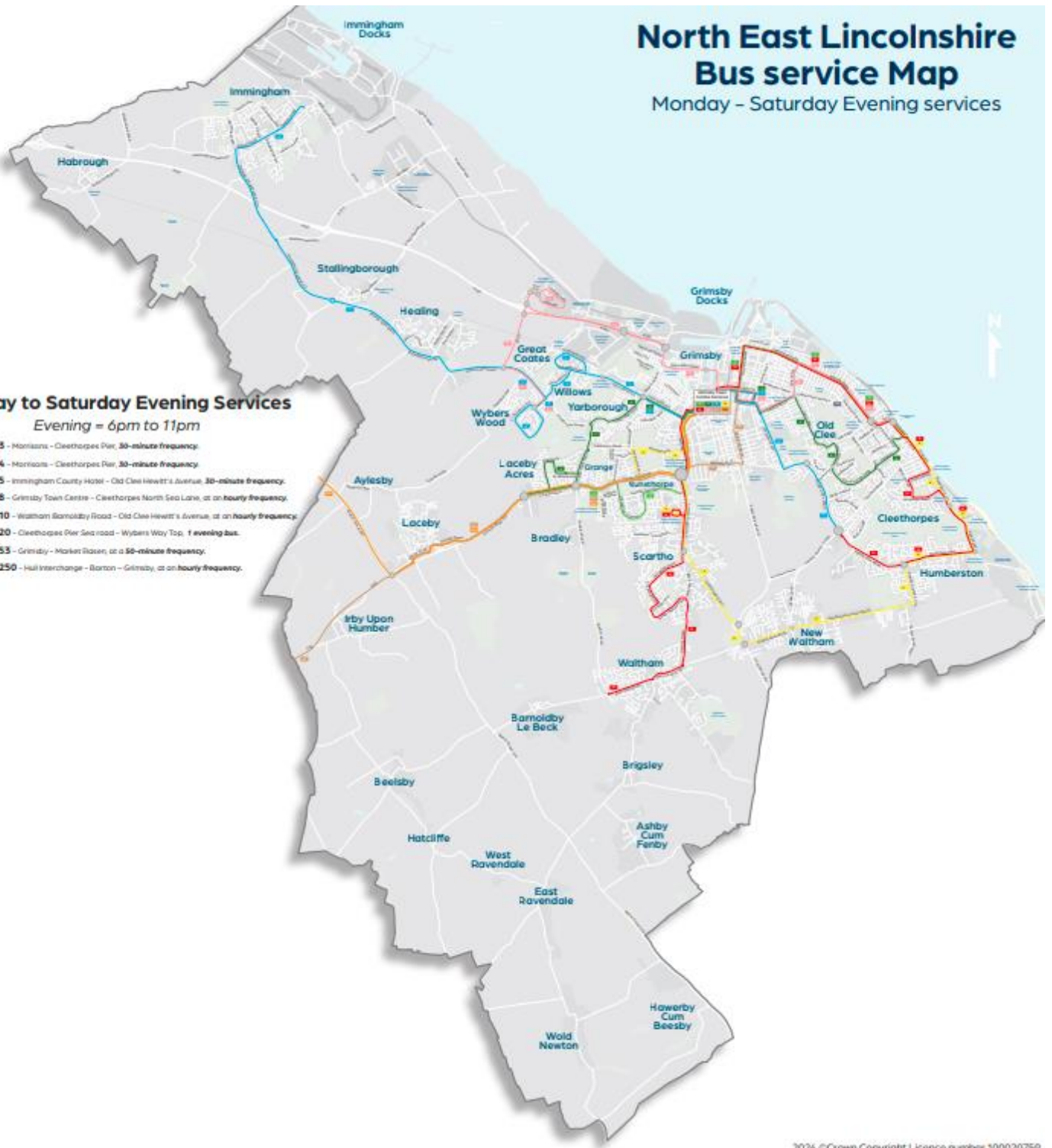
North East Lincolnshire Bus service Map

Monday - Saturday Evening services

Monday to Saturday Evening Services

Evening = 6pm to 11pm

- **Service 3** - Morrisons - Cleethorpes Pier, 30-minute frequency.
- **Service 4** - Morrisons - Cleethorpes Pier, 30-minute frequency.
- **Service 5** - Immingham County Hotel - Old Cleethorpe Avenue, 30-minute frequency.
- **Service 8** - Grimsby Town Centre - Cleethorpes North Sea Lane, at an hourly frequency.
- **Service 10** - Waltham Barnoldby Road - Old Cleethorpe Avenue, at an hourly frequency.
- **Service 20** - Cleethorpes Pier Sea road - Wybers Way Top, 1 evening bus.
- **Service 53** - Grimsby - Market Street, at a 50-minute frequency.
- **Service 250** - Hull Interchange - Barton - Grimsby, at an hourly frequency.



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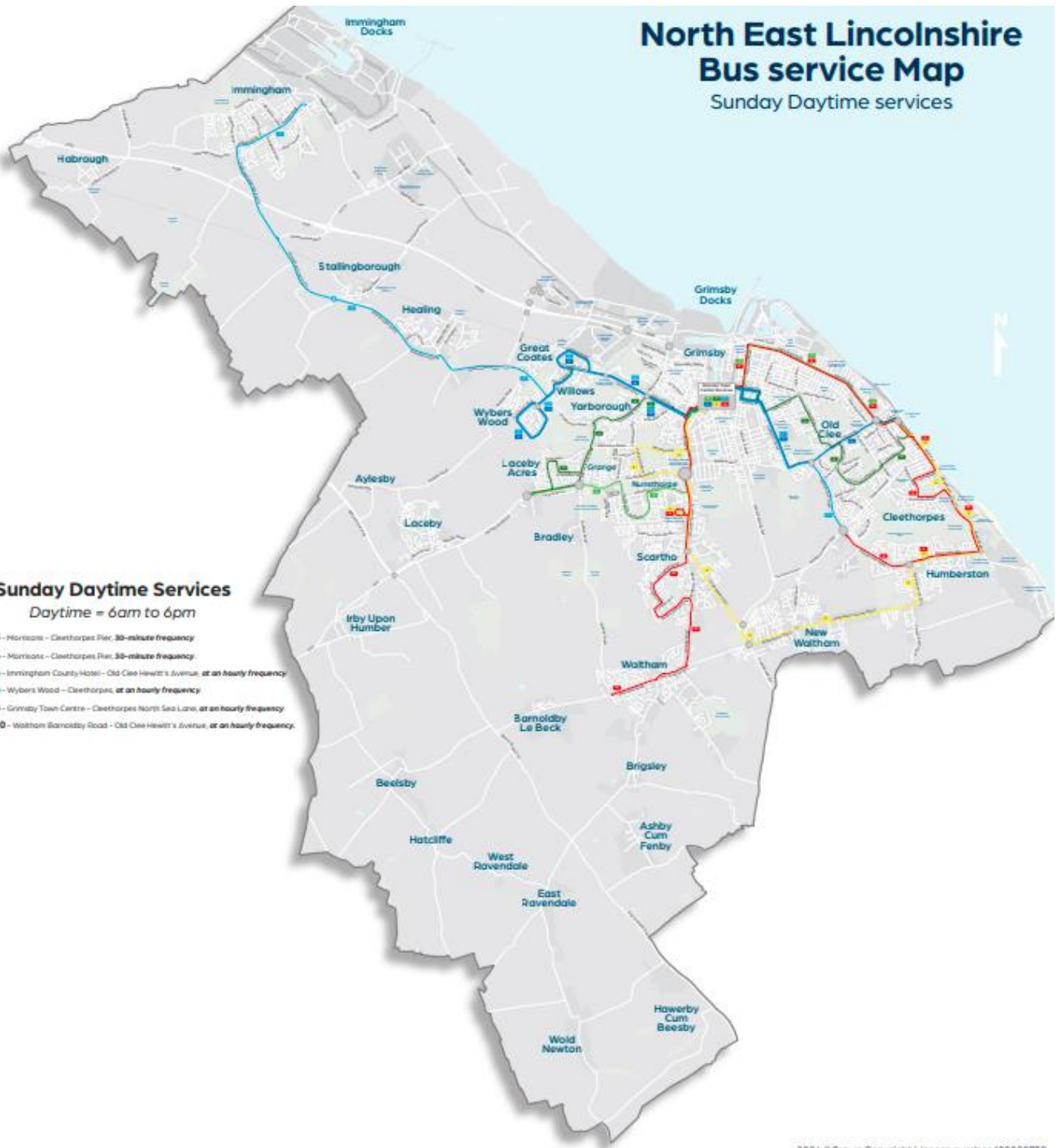
North East Lincolnshire Bus service Map

Sunday Daytime services

Sunday Daytime Services

Daytime = 6am to 6pm

- **Service 3** - Horncastle - Cleethorpes Pier, 30-minute frequency.
- **Service 4** - Horncastle - Cleethorpes Pier, 30-minute frequency.
- **Service 5** - Immingham County Hotel - Old Cleo Hewitt's Avenue, at an hourly frequency.
- **Service 6** - Wybers Wood - Cleethorpes, at an hourly frequency.
- **Service 8** - Grimsby Town Centre - Cleethorpes North Sea Lane, at an hourly frequency.
- **Service 10** - Waltham Barnoldby Road - Old Cleo Hewitt's Avenue, at an hourly frequency.



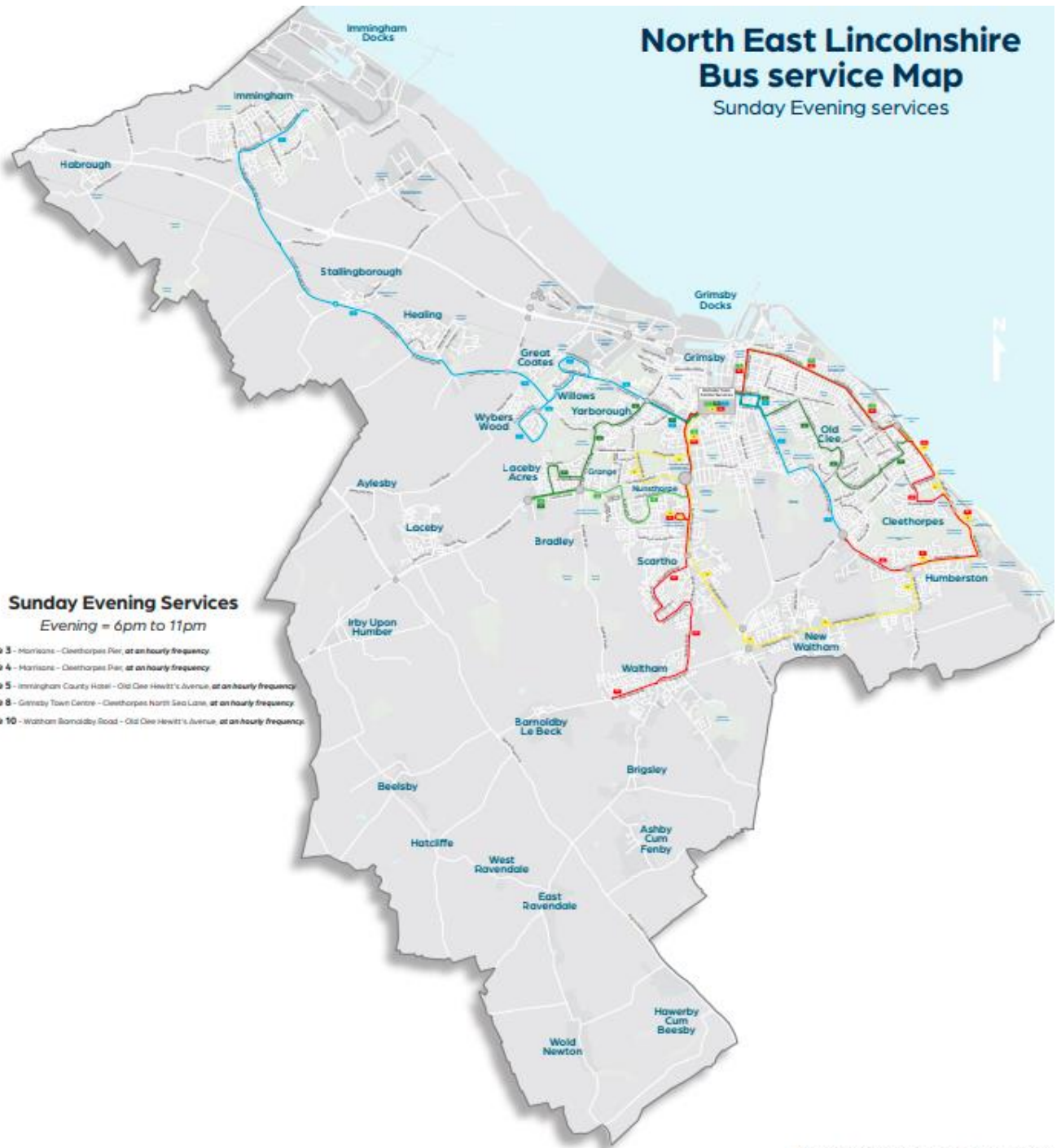
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North East Lincolnshire Bus service Map

Sunday Evening services

Sunday Evening Services Evening = 6pm to 11pm

- **Service 3** - Horrocks - Cleethorpes Pier, at an hourly frequency.
- **Service 4** - Horrocks - Cleethorpes Pier, at an hourly frequency.
- **Service 5** - Immingham County Hotel - Old Dee Hewitt's Avenue, at an hourly frequency.
- **Service 8** - Grimsby Town Centre - Cleethorpes North Sea Lane, at an hourly frequency.
- **Service 10** - Waltham Barnoldby Road - Old Dee Hewitt's Avenue, at an hourly frequency.



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Appendix 7 – Stretch Service Standards

Current Service Levels

Route Number	Current Day Time Frequency – Weekdays *	Current Evening Frequency – Weekdays **	Current Daytime Frequency – Saturdays *	Current Evening Frequency – Saturdays **	Current Daytime Frequency – Sundays*	Current Evening Frequency – Sundays**
1, 2 & 20	30 minutes	3 Services	30 minutes	3 Services	No Service	No Service
3 & 4	15 minutes	Hourly	15 minutes	Hourly	30 minutes	Hourly
5/5M & 6	30 minutes	Hourly	30 minutes	Hourly	Hourly	Hourly
7	Hourly	No Service	Hourly	No Service	No Service	No Service
8	30 minutes	Hourly	30 minutes	Hourly	Hourly	Hourly
9/10	15 minutes	Hourly	15 minutes	Hourly	Hourly	Hourly
12	Hourly	No Service	Hourly	No Service	No Service	No Service
250	Hourly	2 services	Hourly	2 services	No Service	No Service
51	Hourly	1 Service	Hourly	1 Service	No Service	No Service
53	Hourly	No Service	Hourly	No Service	No Service	No Service
25	Limited Service	No Service	No Service	No Service	No Service	No Service
50	Limited Service	1 service	Limited Service	1 service	No Service	No Service
Phone n Ride (DRT)	2 buses 6:30am to 6:30pm	2 buses until 6:30pm then No Service	2 buses 6:30am to 6:30pm	2 buses until 6:30pm then No Service	No service	No Service

*Daytime = 6am to 6pm / ** = 6pm to 11pm

Stretch Standards for service levels

Route Number	Possible Future Day Time Frequency – Weekdays	Possible Future Evening Frequency – Weekdays	Possible Future Daytime Frequency – Saturdays	Possible Future Evening Frequency – Saturdays	Possible Future Daytime Frequency – Sundays	Possible Future Evening Frequency – Sundays	Short Term Ambition	Long Term Ambition
1, 2 & 20	Every 20 minutes	Hourly	Every 20 minutes	Hourly	Hourly	Hourly		
3 & 4	Every 10 minutes	Every 30 minutes	Every 10 minutes	Every 30 minutes	Every 20 minutes	Every 30 minutes		
5/5M & 6	Every 15 minutes	Every 30 minutes	Every 15 minutes	Every 30 minutes	Every 30 minutes	Every 30 minutes		
7	No commercial business case	No commercial business case	No commercial business case	No commercial business case	No commercial business case	No commercial business case		
8	Every 15 minutes	Every 30 minutes	Every 15 minutes	Every 30 minutes	Every 30 minutes	Every 30 minutes		
9/10	Every 10 minutes	Every 30 minutes	Every 10 minutes	Every 30 minutes	Every 30 minutes	Every 30 minutes		
12	No commercial business case	No commercial business case	No commercial business case	No commercial business case	No commercial business case	No commercial business case		
250	Every 30 minutes	Hourly	Every 30 minutes	Hourly	Hourly	Hourly		
51	Every 30 minutes	Hourly	Every 30 minutes	Hourly	Hourly	Hourly		

53	Every 30 minutes	Hourly	Every 30 minutes	Hourly	Hourly	Hourly		
25	No commercial business case	No commercial business case	No commercial business case	No commercial business case	No commercial business case	No commercial business case		
50	No commercial business case	No commercial business case	No commercial business case	No commercial business case	No commercial business case	No commercial business case		
Phone n Ride (DRT)	3 buses 6:30am to 6:30pm	3 buses until 6:30pm then No Service	3 buses 6:30am to 6:30pm	3 buses 6:30am to 6:30pm	1 bus 8:00am to 16:00pm	No business case		

Appendix 8 – Super Stop Concept



Appendix 9 – BSIP Prioritisation Table

Priority Number	Measure	2025/2026		2026/2027		2027/2028		2028/2029	
		Capital	Revenue	Capital	Revenue	Capital	Revenue	Capital	Revenue
1	Core bus network bus priority	£110,000				£1,100,000			
2	Acceleration of Traffic Signal Priority	£214,359	£12,142	£65,000	£12,142	£65,000	£12,142	£65,000	£12,142
3	£1 Leisure and Shopping ticket		£396,000		£396,000		£396,000		£396,000
4	Limited Stop Express Bus Services		£500,000		£500,000		£500,000		£500,000
5	Secure existing bus network base				£288,000		£288,000		£288,000
6	Improvements to daytime bus service frequencies		£737,000		£737,000		£737,000		£737,000
7	Camara enforcement	£50,000	£20,000	£50,000	£20,000	£50,000	£20,000	£50,000	£20,000
8	Accessibility and inclusiveness - raised kerb bus stops	£1,056,250		£1,056,250		£1,056,250		£1,056,250	
9	Frequency Enhancements - 3 & 4 Services		£621,000		£621,000		£621,000		£621,000
10	Pre 9:30 Concessionary Fares Travel		£216,665		£216,665		£216,665		£216,665
11	Bradley Road Bus Service		£135,000		£135,000		£135,000		£135,000
12	Electric Buses - routes 3 & 4			£5,260,000					
13	Smart signage	£400,000	£80,000		£80,000		£80,000		£80,000
14	Real Time Bus Information	£30,000	£70,000	£30,000	£70,000	£30,000	£70,000	£30,000	£70,000
15	E-paper Bus Information, including an Information Officer	£3,853,798	£475,948		£475,948		£475,948		£475,948
16	Enhanced Parking Enforcement		£55,000		£55,000		£55,000		£55,000
17	Walking routes to bus stops - Improved Street Lighting on Core Bus Network	£847,810							
18	Bus Studies and Design Budget		£30,000		£30,000		£30,000		£30,000
19	Expanded role for Demand Responsive Transport		£350,000		£350,000		£350,000		£350,000
20	Supporting Employment and Future Growth		£500,000		£500,000		£500,000		£500,000
21	BSIP Project Management Resource		£140,000		£140,000		£140,000		£140,000
22	Improvements to weekday evening bus services		£500,000		£500,000		£500,000		£500,000
23	Additional CCTV on the core bus network	£560,500	£115,000		£115,000		£115,000		£115,000
24	Monitoring, Evaluation and Reporting		£16,000		£16,000		£16,000		£16,000
25	Discounted Fares for Young Persons		£100,000		£100,000		£100,000		£100,000
26	Fare reduction for apprentices in North East Lincolnshire		£100,000		£100,000		£100,000		£100,000
27	Improvements to weekend bus services		£200,000		£200,000		£200,000		£200,000
28	Additional promotional fares		£100,000		£100,000		£100,000		£100,000
29	Building awareness of ticketing and fares in North East Lincolnshire		£5,000		£5,000		£5,000		£5,000
30	Further Ambitious Fare Initiatives		£100,000		£100,000		£100,000		£100,000
31	Enhanced Cleaning Regime	£5,000	£30,000		£30,000		£30,000		£30,000
32	Better Points		£40,000		£64,000		£64,000		£64,000
33	Reducing disruption to local bus services		£74,400		£74,400		£74,400		£74,400
34	Improved bus passenger waiting facilities			£600,000	£40,000		£40,000		£40,000
35	Grimsby Bus Interchange Management Resource		£160,000		£160,000		£160,000		£160,000
36	Implementing the Bus Passenger Charter		£1,000		£1,000		£1,000		£1,000
37	Green bus travel plans		£82,200		£82,200		£82,200		£82,200
38	Delivering a network identity including marketing and promotion		£120,000	£500,000	£120,000		£120,000		£120,000
	Total	£7,127,717	£6,082,355	£7,561,250	£6,434,355	£2,301,250	£6,434,355	£1,201,250	£6,434,355
	Overall Total	£43,576,887							

Appendix 10 – Bus Service Prioritisation Matrix

Ref	Route/ Service/ Location	Origin / Destination	Scoring								Total Score
			Access to Employment	Access to Education	Access to Healthcare	Access to Leisure & Shopping / POI	Access to Residential Areas	Average car ownership in area	Average income of area	Risks and Constraints to Delivery	
13	Increased Sunday services / more options & routes on a Sunday	Origin & Destination	2	2	2	5	5	5	5	4	30
17	Day Time Service Frequency Enhancements	Origin & Destination	4	4	4	4	4	3	3	4	30
8	West Marsh, inc evening and weekend services	Origin	2	2	2	4	5	3	5	4	27
1	Grimsby Docks	Destination	5	2	2	2	2	5	5	2	25
3	Great Grimsby Business Park	Destination	5	2	2	2	2	5	5	2	25
15	Bradley Road	Origin & Destination	3	3	2	3	4	3	3	4	25
6	YMCA / St Hugh's Hospital, Peaks Lane	Origin & Destination	3	2	5	2	3	3	3	2	23
11	Grange Estate	Origin & Destination	2	2	2	2	4	3	5	3	23
14	Increased evening and early morning services / more options & routes in evenings and early morning	Origin & Destination	3	2	2	3	3	3	3	4	23
2	Immingham Docks	Destination	5	2	2	2	2	3	3	3	22
4	Estate Roads 2, 5, 6 & 7	Destination	5	2	2	2	2	3	3	2	21
5	Scartho Top	Origin	2	2	2	3	5	3	0	4	21
16	Early morning or late afternoon between Immingham / South Killingholme	Destination	4	2	2	2	2	3	3	3	21
12	Weelsby Road / Weelsby Woods / Peoples Park	Origin & Destination	2	2	2	4	4	0	3	3	20
7	Laceby Village, early mornings	Origin	3	3	2	3	4	0	0	4	19
9	Grimsby Crematorium, Weelsby Avenue	Destination	2	2	2	4	2	3	0	2	17
10	Humber Flyer (250) to Cleethorpes	Destination	2	2	2	4	2	0	0	3	15