

# North East Lincolnshire Bus Service Improvement Plan

12 June 2024



---

Working in partnership

## Contents

<b>Bus Back Better in North East Lincolnshire .....</b>	<b>5</b>
<b>Section 1: Our Bus Vision – The current situation in North East Lincolnshire .....</b>	<b>6</b>
1.1 North East Lincolnshire Enhanced Partnership.....	7
1.2 Duration of the published BSIP .....	8
1.3 BSIP Monitoring, Evaluation, and Review .....	8
1.4 BSIP alignment with the Local Transport Plan (LTP) .....	9
1.5 Transport Governance Approach.....	10
1.6 Our Bus Vision.....	10
1.7 BSIP Objectives.....	11
1.8 Greater Lincolnshire Combined Authority.....	11
<b>Section 2: Current Offer to Bus Passengers in North East Lincolnshire .....</b>	<b>12</b>
2.1 Overview of local bus services and infrastructure in North East Lincolnshire .....	12
2.2 Baseline spending on local buses in 2022/2023 and 2023/2024.....	14
2.3 LTA Supported bus service network .....	15
2.4 BSIP Supported Bus Services.....	16
2.5 Bus Services which are frequent, comprehensive and offer greater network coverage (NBS priorities).....	18
2.6 Development of Demand Responsive Transport during 2023/2024.....	19
2.7 Bus Priority which delivers faster and more reliable journeys (NBS priority) .....	20
2.8 Bus Priority Study.....	21
2.9 Current Bus Priority.....	22
2.10 Stakeholder Engagement.....	25
2.11 Timetabled Speeds.....	26
2.12 Spatial analysis.....	26
2.13 Sifting of the available potential bus priority measures .....	29
2.14 Next stages for Bus Priority.....	30
2.15 Bus punctuality in North East Lincolnshire .....	30
2.16 Bus Punctuality Improvement Partnership.....	31
2.17 Cheaper and Easier to use local bus services (NBS Priorities) .....	31
2.18 BSIP Fare Initiatives.....	32
2.19 Making local bus services easier to understand (NBS Priority) .....	33
2.20 Delivering better bus integration including better integration with other mode of transport (NBS Priority).....	35
2.21 Better to ride in high quality buses with the aim of moving towards zero emission buses (NBS Priorities) .....	36

2.22	Accessible and inclusive network (Infrastructure – NBS Priorities) .....	38
2.23	Striving for a better product (NBS Priority) .....	41
2.24	Further Analysis of Bus Network in North East Lincolnshire .....	44
2.25	Public Consultation, passenger priorities and the need for further improvement .....	47
2.26	Other key factors that affect the use of local bus services in North East Lincolnshire .....	50
2.27	Main areas of opportunity and conclusions .....	57
<b>Section 3: BSIP improvement programme to 2025 .....</b>		<b>58</b>
3.1	Progress since publication of 2021 BSIP .....	58
3.2	2023/2024 and 2024/2025 BSIP Delivery Programme .....	59
<b>Section 4: Ambitions and proposals for 2025 and beyond .....</b>		<b>69</b>
4.1	Summary of our future BSIP funding requirements .....	70
4.2	Detailed BSIP Funding requirements .....	70
4.3	2025/2026 to 2028/2029 Priorities and Proposals.....	70
4.4	Overall prioritised 2025/2026 to 2028/2029 BSIP Programme .....	81
4.5	2025/2035 BSIP Long term view .....	81
4.6	Letter of support .....	82
4.7	Classification and mapping of the bus network in North East Lincolnshire .....	82
4.8	Stretch Standards for service levels .....	83
4.9	BSIP Enhanced Network Coverage.....	83
4.10	LTA Priorities For Socially Necessary Bus Services.....	83
4.11	Minimum service levels .....	84
4.12	Understanding the use of local bus services at key interchange points.....	84
<b>Section 5: Targets, performance, monitoring, and reporting .....</b>		<b>85</b>
5.1	Passenger Satisfaction .....	86
5.2	Ridership Target(s) .....	87
<b>Section 6: BSIP overview table .....</b>		<b>88</b>

## Glossary

Term	Definition
NELC	North East Lincolnshire Council
DfT	Department for Transport
Stagecoach	Stagecoach East Midlands
LTA	Local Transport Authority (Note; NELC is the LTA for the North East Lincolnshire administrative area)
NBS	National Bus Strategy
BSIP	Bus Service Improvement Plan
EP	Enhanced Partnership
LTP	Local Transport Plan
RTI	Real Time Information
FTE	Full time equivalent
LTF	Local Transport Fund

## Bus Back Better in North East Lincolnshire

The 2021 National Bus Strategy (NBS) for England offered an opportunity for step changes in local bus services in North East Lincolnshire. This Bus Service Improvement Plan (BSIP) is produced in response to the opportunities offered through this Strategy (NBS), the requirement in 2024 to update BSIP and describes how a properly funded Enhanced Partnership (EP) will achieve its overarching goal to grow bus patronage back to pre-Covid levels, and then beyond, and to raise its market share. It was developed in collaboration with Stagecoach East Midlands (shortened to “Stagecoach” for this document), with input from smaller operators (Grayscroft, and Grimsby Cleethorpes Dial-a-Ride) and from community stakeholders.

An EP is an agreement between a local transport authority (LTA) and local bus operators to work together to improve local bus services. Each EP should consist of an overall plan, supported by schemes to achieve the aims of the plan. Bus services are a vital public service playing a major role in the way many people go about their daily lives. Prior to the Covid-19 pandemic, each week around 120,000 journeys (Average for 2019) 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 within the resort of Cleethorpes. Without them, the area’s roads would be more congested, the economy weaker and the air quality worse. Historically, people who use buses in our area think highly of the services provided; overall bus passenger satisfaction in North East Lincolnshire has previously ranked within the upper half of all the council areas surveyed by Transport Focus in their latest national study. This is supported by the 2023 Transport Focus survey data, with the overall satisfaction rating for North East Lincolnshire being 83%, which is higher than the average for all of England at 80%, and average for other urban areas at 82%.

In 2023, as part of the BSIP plan, North East Lincolnshire Council (NELC) ran a survey on bus usage in the area. The purpose of this survey was to dig deeper into patronage within NELC bus services at present, and into the future. Through the planning stages of the BSIP survey, it was clear that targeting the ‘non-bus users’ and/or ‘lapsed bus users’ was integral to a full picture of the potential for bringing the Bus Back Better in the region. It remains challenging to predict the future for local bus services as recovery from the COVID pandemic continues, and the BSIP sets out the current situation as of February 2024.

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

- Operator data, primarily Stagecoach.
- NELC records and data.

- NELC bespoke BSIP surveys, completed by 296 respondents.
- Transport Focus data, ongoing for 2023 and 2024.

Further information relating to bus operations, including BSIP measures are explored later in the BSIP.

## Section 1: Our Bus Vision – The current situation in North East Lincolnshire

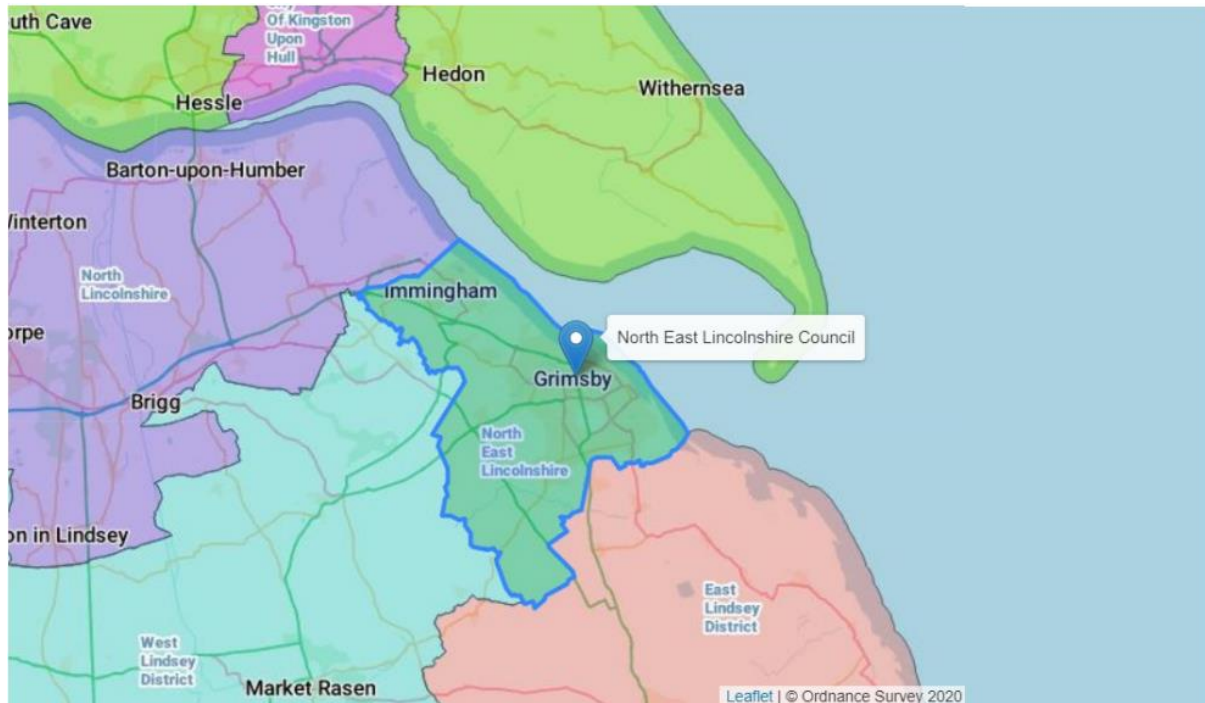
NELC is a Unitary local authority situated on the east coast of England, along the southern side of the mouth of the River Humber – the UK's 'Energy Estuary' and the gateway to Europe for the economies of the Northern Powerhouse and Midlands Engine. Our location, and the growth of the Ports of Grimsby and Immingham, have played a major role in our industrial development and continue to underpin our economy today. At 192 sq. km, NEL's land area is small – slightly smaller than Redcar & Cleveland, about one-twelfth the size of the East Riding of Yorkshire, and only a quarter the size of North Lincolnshire's 846 km<sup>2</sup>.

North East Lincolnshire has emerged as a leader in the renewable energy revolution with potential to become the UK capital of the offshore wind industry. Our vision is that by 2032, North East Lincolnshire will be nationally and internationally recognised as the UK's leading region for low-carbon energy and the UK capital of the renewable energy industry. North East Lincolnshire is the closest location to the existing and planned wind farms in the southern North Sea. Grimsby is the operations and maintenance hub at the centre of the UK's offshore renewables sector, enabling fast access to domestic and European markets. Almost 2,000 Grimsby people are currently employed in the renewables industry, and which allows the servicing of 7 wind farms with more than 500 turbines in the North Sea. This combined with the Town Partnership Deal which includes a number of transformative projects for the Grimsby area, North East Lincolnshire is therefore ideally suited to delivering a zero-emission bus fleet using electric power.

With the Humber as its north-east aspect, borders are with the unitary authority of North Lincolnshire to the west, and with the county of Lincolnshire to the south. Its sole conurbation, Grimsby with Cleethorpes, has a cluster of outlying estates and settlements within a radius of 5 miles, together with a string of villages north-westwards towards the small town of Immingham, whose extensive dock estate and associated industrial and commercial hinterland is a major feature of the area. While a very few inter-urban and rural bus routes from Grimsby provide links with Lincolnshire and Hull, the great majority of travel is self-contained within this, primarily urban, area.

A single operator provides all local, and all but one per week of the cross-boundary services. By contrast, Lincolnshire is a large rural county with many widely dispersed towns and villages. Bus services are a vital public service playing a major role in the way many people go about their daily lives. While a very few inter-urban and rural bus routes from Grimsby provide links with Lincolnshire and Hull, the great majority of travel is self-contained within this, primarily urban, area. Buses are already widely used for shopping and leisure trips – making them even

more attractive will help us Build Better High Streets, as these locations rely on maximum footfall to remain vibrant, living places. And buses will also play a part in rejuvenating our seaside resort in Cleethorpes, attracting more visitors, and improving access to our tourist attractions.



NELC aims to embed buses within our wider growth initiatives, as well as encouraging greater use of buses as a response to environmental challenges in North East Lincolnshire. 26.9% of households do not have access to a car in North East Lincolnshire which demonstrates the importance of providing local bus services which meet the needs of the local residents. Whilst the area does have good bus network coverage it is key to note that with appropriate funding, buses in North East Lincolnshire will be further embedded in all our economic regeneration projects, ensuring all our residents can access employment throughout the area. We recognise that funding is not unlimited. Our vision is to grow passenger numbers so that they can sustain a bus network which is even more extensive and of higher quality than before the pandemic. Residential and employment opportunities in North East Lincolnshire continues to grow, with the council supporting the development of new housing and employment sites, such as the newly built renewable energy manufacturing facility in Stallingborough. Major growth in housing, the future regeneration of the area can be seen in section 2.26 of this BSIP document.

## 1.1 North East Lincolnshire Enhanced Partnership

On 7th June 2021, NELC issued its formal statement of intent to proceed with an EP. The EP is intended to deliver the vision and ambition set out in the NELC BSIP 2024 – 2026. The map above clarifies the geographical area which the North East Lincolnshire Enhanced Partnership covers. The EP Scheme for buses was made in accordance with section 138G(1) of the Transport Act 2000 on 17 December 2021, for implementation from 1st April 2022.



Through the EP we will continue working collaboratively with bus operators and other partners to invest in improvements to the local bus network, improving fares, passenger experience, vehicle emissions and network performance. Technological innovations provide the potential to deliver a smarter network with integration between other modes of travel. We have the opportunity to deliver a bus network in the borough that works for everyone and decreases the need for private car trips which in turn helps to improve air quality in North East Lincolnshire. Such collaboration will of course continue under the EP. Our current EP document is available to view at: [Business cases and funding bids | NELC \(nelincs.gov.uk\)](https://nelincs.gov.uk/business-cases-and-funding-bids/)

## 1.2 Duration of the published BSIP

While a good number and range of measures have been developed over this compressed timescale and approved for full implementation, to the extent that funding granted certain of the more radical and impactful kinds of measures as recommended under the NBS will require further development. 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.

On this basis, this BSIP comprises a hybrid, of completely defined measures that are expected to be valid and complete until at least 2029, along with 'placeholder' measures in the form of such surveys, studies, etc., for replacement by worked-up initiatives to be announced in updated BSIP(s) in 2025/2026 onwards. However; in any event, this BSIP will be reviewed as a minimum every two years, whose effects will similarly feed through into the EP Plan.

## 1.3 BSIP Monitoring, Evaluation, and Review

The BSIP and EP Plan & Scheme is subject to regular monitoring and evaluation which includes:

- EP Board meet up to six times per year.
- In addition to the EP board, the Council works in partnership with the Grimsby Bus Forum (local people and local stakeholders with an interest in local transport),
- Quarterly progress reports (published on NELC website) are considered by the EP board and presented to key stakeholders.
- Quarterly progress reports are presented to key statutory consultees. Statutory consultees include local bus operators, NHS, Navigo, Council Members, Humberside Police, Transport Focus, Engage, Competition Markets Authority, North Lincolnshire Council, Lincolnshire County Council, and demand responsive transport operators.
- An annual progress report is published and presented to the Portfolio Holder for Environment and Transport. The progress report will review whether adequate progress is being made against KPI's and when needed the KPI's will be adjusted.
- Working in partnership with Transport Focus to understand bus passenger satisfaction surveys in a number of key areas.

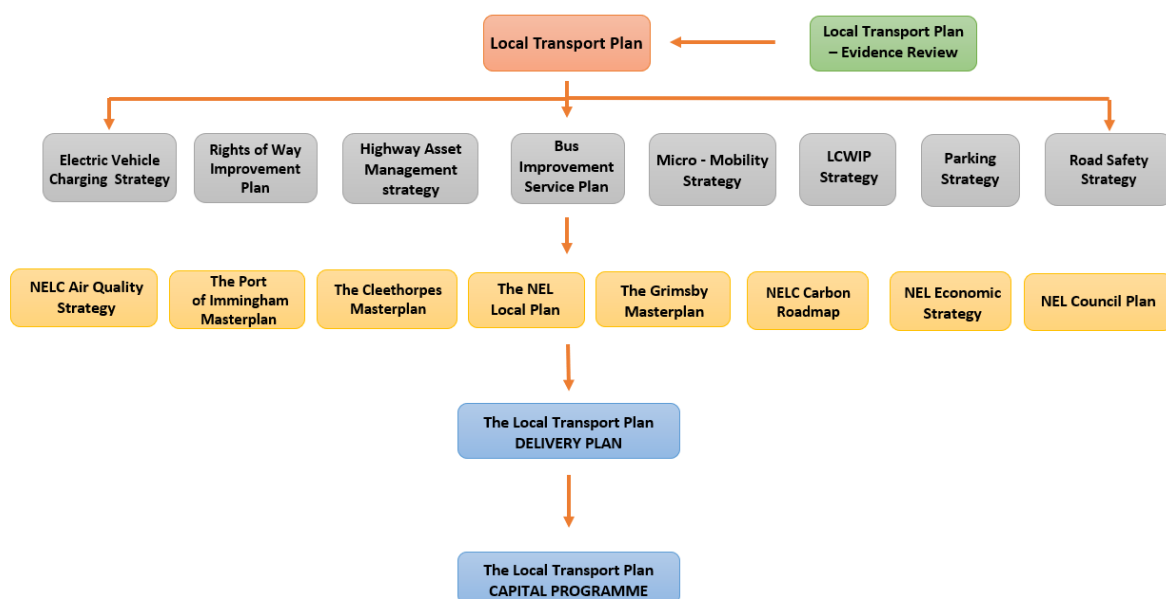
The Enhanced Partnership Scheme and Plan is updated as and when required.



## 1.4 BSIP alignment with the Local Transport Plan (LTP)

NELC outlines our key challenges and aims for transport in the area in our 2016 LTP. In meeting these regeneration, transport, and access goals, eight Local Transport Challenges have been devised in consultation with our stakeholders and partners. The LTP 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.
- Ensure that transport contributes to environmental excellence, including managing air quality and reducing transport-related greenhouse gas emissions.
- The LTP has been guided by an evidenced based approach, through the review of a range of relevant national, regional, and local policy and strategy documents, in which have shaped the transport vision for North East Lincolnshire. Supporting the delivery and development of the LTP will be an assortment of ‘daughter documents’, these documents are key strategies and plans from each of the key highways and transport areas, which will explore further the details of the specifics referenced in the Transport Strategy and Delivery Plan. The diagram below sets out the relationship between the LTP, the LTP supporting documents and the BSIP;



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

- The Council's 2016 'Outcomes Framework.
- The Economic Strategy.
- The Air Quality Strategy and associated 2020 Action Plan.
- The Community Safety Action Plan.
- The Health & Wellbeing Strategic Framework.

Appendix 1 provides a further basis of how the BSIP links in with other key council strategies.

## 1.5 Transport Governance Approach

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

The EP has been 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.

## 1.6 Our Bus Vision

The NELC run a survey on bus usage in the area. The survey was launched on 12th July 2023 to 1<sup>st</sup> September 2023. The purpose of this survey was to dig deeper into patronage within NELC bus services pre-pandemic, at present, and into the future. It is clear that targeting the 'non-bus users' and/or 'lapsed bus users' was integral to a full picture of the potential for bringing the Bus Back Better in the region. The 2023 survey also provided the opportunity to compare the results against the 2021 BSIP survey to revalidate our BSIP priorities.

Setting our vision for the bus in North East Lincolnshire is necessary to enable us to assess the options and opportunities presented to us now and in the future.

The vision will set the benchmark for what we want from the bus in North East Lincolnshire, which will form a vital part of our world-class integrated transport system. Based upon the results of the 2023 BSIP survey, results of which can be seen in section 2.25 of this BSIP document, the LTP goals, the existing approved Bus and Information Strategy, the views of EP members and the NBS, the vision of bus services in North East Lincolnshire is:

"A world-class integrated, reliable, zero emission transport system providing frequent inclusive travel for all across North East Lincolnshire;

- With excellent customer service and simple payment and ticketing options.

Customers will be able to make easy to understand and safe door-to-door accessible journeys, benefiting from new innovative & integrated transport solutions that meet the needs of a modern and diverse 21st Century economy, reducing the reliance on private single occupancy car journeys.”

## 1.7 BSIP Objectives

This BSIP lays out a clear, ambitious objectives for better buses in North East Lincolnshire, with local bus services that will support and integrate well with existing NELC policy aims. The BSIP objectives are linked to the vision for buses in North East Lincolnshire and also aims to link with the NBS Objectives;

- **More frequent** - with turn-up-and-go services on major routes and feeder or demand-responsive services to lower-density places.
- **Faster and more reliable** - with bus priority wherever necessary and where there is room.
- **Cheaper** - with more low, flat fares in towns and cities, lower point-to-point fares elsewhere, and more daily price capping everywhere.
- **More comprehensive** - ensure connectivity, adapt to changes in working and leisure travelling behaviour, such as enhancing evenings and weekends.
- **Easier to understand** - with simpler routes, common numbering, co-ordinated timetable change dates, good publicity, and comprehensive, accurate information online.
- **Easier to use** - with common tickets, passes and daily capping across all operators, simpler fares, contactless payment, and protection of bus stations.
- **Better integrated with other modes and each other** - including more bus-rail interchange and integration and inter-bus transfers.
- **Better to ride in** - with comfortable, high-specification, modern buses.
- **Greener** - zero emission buses (zero emissions of carbon at the tailpipe).
- **Accessible and inclusive network, by design** - not only bus vehicles but bus stations, bus stops, and access routes to bus stops.
- **Innovative** - harnessing entrepreneurship to constantly strive for a better product.
- **A safe mode of transport which is seen as safe** - addressing issues of personal safety and security on board and at stops as well as driver and vehicle safety standards.

Section 2 and the current offer to bus passengers in North East Lincolnshire has been structured around the above NBS objectives.

## 1.8 Greater Lincolnshire Combined Authority

As part of the Greater Lincolnshire devolution proposal, NELC will be working with North Lincolnshire and Lincolnshire council colleagues to develop the transport strategic approach for the proposed combined authority which is planned to be introduced in 2025.

The combined authority will enable for a new role leading the national debate on transport for rural communities to address challenges across the three areas and their neighbours. The combined authority will lead on all aspects of transport strategy, to bring together a single LTP, and reviewing existing public transport options to maximise the approach across all three

areas. This specifically looks at the BSIP and will bring together a joined up strategic approach to improve bus services across the combined authority for the benefit of all passengers.

With the combined authority having the strategic lead on transport, this will enable improved transport links across Greater Lincolnshire and provide a trade corridor to the east Midlands freeport and beyond.

## Section 2: Current Offer to Bus Passengers in North East Lincolnshire

### 2.1 Overview of local bus services and infrastructure in North East Lincolnshire

The local bus network in North East Lincolnshire essentially consists of:

- 18 locally registered bus services provided by Stagecoach (Appendix 2)
- 1 locally registered bus service provided by Grayscroft.
- 1 demand responsive transport service provided by Phone n Ride which is available to all residents. Further information in relation to Phone n Ride is available in Appendix 4.
- 1 community transport service which is provided by Dial a Ride and is only available to elderly and disabled people. Further information in relation to Dial a Ride is available in Appendix 4

#### Stagecoach

In 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 North Lincolnshire and Lincolnshire County Council areas. Minor cross-boundary services are operated by Grayscroft, just once per week, and are more like day excursion services for visitors to North East Lincolnshire. The bus network map in Appendix 2 is the latest (2024) published network map by Stagecoach; the only known omissions are the summer seasonal service (17) between Cleethorpes and Thorpe Park; the three times daily service (50) to Saltfleet, and also the Grayscroft services.



Almost all locally registered bus services across the borough are operated on a commercial basis with no direct financial support from the local councils; these comprise approximately 97% (excluding services currently supported through the BSIP) 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 previously delivered routes may have been fit for their purposes, there was appetite for targeted frequency increases, and in some locations for longer service hours, such as for shift workers.

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

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

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

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

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

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

In addition to the commercial routes there are also other bus services for which NELC currently covers costs or provides a subsidy. These services do not earn sufficient revenue

through fares to cover their own costs, and it is the funding provided by the Council which enables them to operate. There are four main types of Council supported services:

- Complete conventional routes where the Council specifies where the bus should go, and the key parameters for the timetable to be operated. 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 bookings, rather than to specific routes or timetables. Its operating hours are limited to 06:30am to 6:30pm (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 to complement adjustments to Stagecoach's network since deregulation and privatisation over 30+ years. With the obvious exception of Dial-a-ride, all three contracts were most recently won by Stagecoach. Whilst some of these services have been altered to take account of changes in demand some have remained essentially the same for a long time.

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

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

## 2.2 Baseline spending on local buses in 2022/2023 and 2023/2024

The tables below aim to set out the baseline spending on buses by NELC from 2023/2024, covers both capital and revenue spend, including supported services, concessionary fares etc.

The table below captures all NELC BSIP related funding:

<b>BSIP Revenue Funding</b>	<b>2023/2024</b>	<b>2024/2025</b>
BSIP Phase 1 (Revenue Funding)	£538,149	£857,926*
BSIP Phase 2 /BSIP+ (Revenue Funding)	£280,128	£280,128

BSIP Phase 3 / Network North (Revenue Funding)	£0.00	£893,000
Total Revenue Funding	£818,277	£1,795,222
<b>BSIP Capital Funding</b>	<b>2023/2024</b>	<b>2024/2025</b>
BSIP Phase 1 (Capital Funding)	£1,011,256	£2,225,255
Total Capital Funding	£1,011,256	£2,225,255
Total Revenue and Capital Funding	£1,829,533	£4,020,477

\*£288,000 to be carried forward into 2025/2026 for the delivery of local bus services.

The table below sets out NELC baseline funding for local bus services from 2022 to 2026;

Funding Category	2022-2023 Baseline budget (£000)		2023-24 Baseline budget (£000)		2024-25 Baseline budget (£000)		2025-26 Baseline budget (£000)	
	Resource	Capital	Resource	Capital	Resource	Capital	Resource	Capital
Local Transport Plan Capital Programme - public transport schemes**	0	230	0	125	0	110	0	300*
Tendered Bus Services	160	0	160	0	160	0	160*	0
Demand-Responsive Transport	189	0	62	0	82	0	82*	0
Concessionary Fares	2918	0	3045	0	3045	0	3045*	0
LTA BSOG	16	0	16	0	16	0	16*	0
NELC/ Equans – Naptan Data Management	6	0	6	0	8	0	8*	0
NELC/ Equans - Bus stop maintenance budget	20	0	20	0	20	0	20*	0
* To be confirmed or provisional								

### 2.3 LTA Supported bus service network

The NELC financial support (i.e. from LTA revenue budget) delivers the following tendered bus services in North East Lincolnshire (correct as of 7 March 2024);

Service Number	Route	Operational Times	Contract
1, 2 & 20	Victor St, Grimsby Town Centre, Europarc, Wybers Wood.	5:00am through to 10:30pm with a 30-minute frequency	Tendered service. Contract start date: 1 October



		throughout the day.	2022 to 30 September 2025 (possible one year extension).
Phone n Ride	Demand Responsive which serves the whole of North East Lincolnshire thus providing 100% accessibility.	6:30am to 6:30pm	Tendered service. Contract start date: 1 October 2022 to 30 September 2025 (possible one year extension).
5M	Immingham County Hotel to CATCH.	Early mornings and late afternoon only.	Tendered service. Contract start date: 1 October 2022 to 30 September 2025 (possible one year extension).
The table above clarifies the budgets for tendered bus services. Appendix 4 includes maps which clarify the areas which the tendered bus services serve.			

## 2.4 BSIP Supported Bus Services

In addition to the above, the following services are currently supported through the BSIP (as contracted services until 31 March 2026) noting the EP is aiming to ensure these services are commercially sustainable in the long-term:

Service	Route	Frequency	Summary of improvement
3/4	Morrisons, Laceby to Cleethorpes Pier	Every 15 minutes	Timetable extended on a Sunday evening and an additional trip at 6:45pm from Grimsby to Morrisons.
5	Grimsby to Tesco Hewitt's Circus	Every 30 minutes	Sunday services extended from Grimsby Town Centre to Tesco Hewitt's Circus via Ladysmith Road.
6	Wybers Wood to Cleethorpes Pier	Every 30 minutes (Monday to Saturday)	This route provides additional benefits with an extension to the Sea Road, Cleethorpes terminus, the introduction of new connections for Ladysmith Road and Clee Road (at peak and off-peak times). Also, the revised service re-introduce the direct link to and from Asda and improve

			<p>the frequency of buses arriving at Wybers Shops.</p> <p>This provides services to a large residential area in Grimsby with a new direct bus link to the resort of Cleethorpes.</p>
7	Grimsby Town Centre to Cleethorpes	Hourly	<p>This route provides the benefit of an extension to Hainton Avenue and Weelsby Road. This route provides accessibility from residential areas in Cleethorpes to Grimsby Town Centre and support the local economy in Grimsby Town Centre.</p>
8	Grimsby Town Centre to Sea Road	Every 30 minutes	<p>This route provides additional benefits with an extension to Westward Ho, Franklin College which provides improvements to further education and will link through to Kings Road and Sea Road.</p> <p>Additionally, the route has been extended from North Sea Lane and Sea Road.</p>
9/10	Tesco Hewitt's Circus to Waltham	Every 15 minutes	<p>This route provides additional benefits with an extension from North Sea Lane to Tesco Hewitt's Circus (this section of route provides a frequency uplift from every 30 minutes to every 15 minutes between the Country Park and Tesco Hewitt's Circus).</p> <p>This improved link provides a service to the new residential development (planning approval for 68 houses) with access to a bus service. Additionally, between North Sea Lane and Sea Road passengers have access to the 8-bus service every 30 minutes. This element of the plan improves access to work, shopping, further education and support the local economic centres in both Grimsby and Cleethorpes.</p>
12	New Waltham to Bradley Park	30 minutes frequency between Grimsby Town	<p>The improvement to this service is an increased frequency of the section of route between Grimsby Riverhead and Bradley Park.</p>

		Centre and Bradley Park.  Hourly frequency Grimsby Town Centre and New Waltham.	
--	--	--	--

Appendix 4 includes a map of where the BSIP supported bus services operate in North East Lincolnshire.

## 2.5 Bus Services which are frequent, comprehensive and offer greater network coverage (NBS priorities)

The development of the bus network during 2023/2024 has been delivered in line with the 2021 NBS objectives in mind which aimed to deliver more frequent, more comprehensive and with greater network coverage. On 7 May 2023 Stagecoach and NELC reviewed the local bus network through the EP and delivered a number of improvements which were funded by the BSIP. The improvements to the bus network aimed to make bus travel a more attractive option for residents, with the introduction of increased coverage and better accessibility across the borough. The improvements aim to provide more direct bus links between the region's key locations – providing better access to schools and colleges, new housing developments and shopping areas. The changes to the network included;

- The new 3 and 4 services (between Morrisons and Cleethorpes Pier) – new 3 or 4 service on a Sunday evening at 6:45pm between Grimsby Town Centre and Morrisons.
- The 5 service (Grimsby to Immingham) continues to run every 30 minutes. New Sunday services goes via Ladysmith Rd to Tesco at Hewitts Circus.
- The 6-service running between Wybers Wood and Cleethorpes Pier every 30 minutes (Monday – Saturday) via Ladysmith Road and Clee Road.
- The 8 service (Grimsby Town Centre to New Waltham). New extension to Westward Ho providing improved connections to Franklin College. Service also runs along Kings Road and Cleethorpes sea front terminating at Cleethorpes Pier.
- The 9/10 service (Waltham to Cleethorpes) operates every 15 minutes including an extended route to Tesco Hewitt's Circus.
- The 12 service (New Waltham to Bradley Park) operates every half an hour between Grimsby Town Centre and Bradley Park. There is also an hourly service between Grimsby Town Centre and New Waltham.
- The 51 service has maintained its hourly service between Grimsby and Louth with some minor changes to the timetable.
- The 250 service no longer runs to Cleethorpes and will terminate at Grimsby Town Centre. Passengers wishing to travel along Hainton Avenue and Clee Road should use the new 6 or 7 services.

Following the changes to local bus services on 7 May 2023, which were funded through BSIP, Stagecoach and NELC through the EP consulted with local bus users in July 2023 for feedback on these changes to the local bus network. The feedback provided from this has helped to shape further improvements which were made from Sunday 3 September 2023. Below are the minor changes to the network which commenced from Sunday 3 September:

- The 3 and 4 service times were amended to provide a more even frequency throughout the day alongside the 9/10 services between Cleethorpes and Grimsby.
- The 5 service was amended to ensure a 15-minute frequency is maintained in both directions between Willows Shops and Grimsby Town Centre. An additional journey in the morning is added to help address the issue with connections between service 5 and 10 in the early morning. Evening times have changed by five minutes to allow better connections with other services, particularly from Diana, Princess of Wales Hospital.
- The 6 service is amended to improve the punctuality of the services. Improvements have also been made to the Saturday afternoon timetable with journeys consistently extending to Cleethorpes all day.
- The 7 service operates via Belvoir Road to the Tesco layby on Humberston Road and returns 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 were amended to provide a more reliable service throughout the journey up to Cleethorpes Pier.
- The 9/10 service revised evening schedule extends the service to Hewitts Circus, providing a consistent service all day and providing more buses running into Cleethorpes and Humberston.

Appendix 4 includes a map which demonstrates the BSIP supported bus services in North East Lincolnshire.

## 2.6 Development of Demand Responsive Transport during 2023/2024

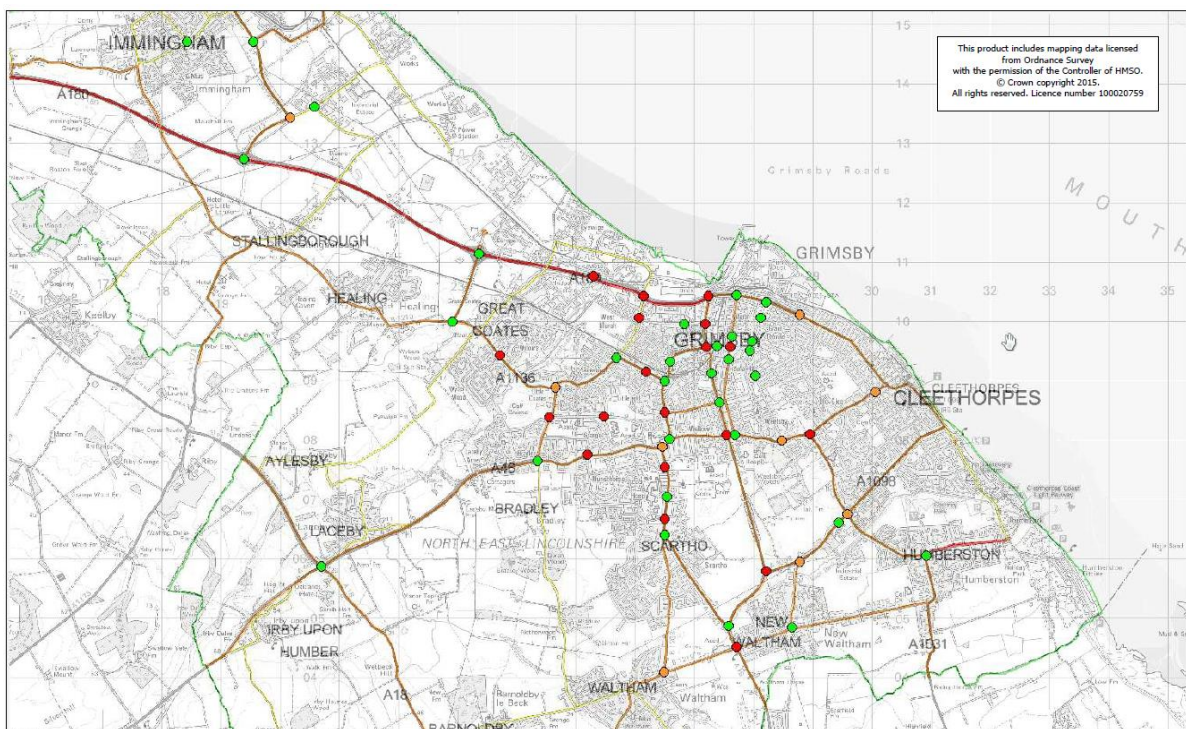
On 17 April 2023, NELC and Stagecoach delivered new passenger scheduling software on the Phone n Ride service. The delivery of the new software aimed to make the service more accessible to users of the service and also delivered a booking app which works alongside the new software. The app delivers a quicker way for passengers to make a booking, share ride information with family and friends, offers same day bookings within an hour of the requested trip time, real time app updates in relation to the arrival time of their booked journey and allows editing passenger numbers from the initial search screen and much more. The app will further optimise the passengers experience with easier and faster booking and increase passengers' confidence and safety when travelling. Using the new software on the Phone n Ride service, NELC will seek to develop the service offer to Phone n Ride passengers. Whilst the delivery of the new passenger scheduling software has been successful, the service continues to manage challenges with capacity, operational times, existing vehicle reliability

and single occupancy trips. Section 4.1 sets out how the EP board and 2025 BSIP aim to resolve these key issues.

## 2.7 Bus Priority which delivers faster and more reliable journeys (NBS priority)

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

Around 33 junctions recognised as congested to varying degrees which included the A180 at Westgate Roundabout, A180 at Pyewipe roundabout, and Tollbar and Little Coates Road / Cambridge Road. Journey time ‘extensions’ for buses are quite predictable and are generally adequately allowed for in the schedules, such that ‘on time’ running ( $\leq 5$  minutes late) was 90% in 2019/20; and significantly late running, when it does occur, is rarely attributable solely to normal congestion. Progressive installation of TSP (Traffic Signal Prioritisation) along highest priority corridors commenced in 2020 with further roll out of the technology through BSIP Phase 1 funding. Further TSP is due to be completed by the end of March 2025 and further analysis to analyse the efficiency of the technology.



Green – junction within capacity / Amber – junction slightly over capacity/ Red – Junction highly over capacity

## 2.8 Bus Priority Study

SYSTRA were commissioned by NELC to undertake a bus priority study in North East Lincolnshire and the information within this section aims to summarise the study. The study was split into two parts:

- **Part one:** Analysis of the current situation
- **Part two:** Identification and assessment of potential solutions

From this, 26 key issues were identified as impacting on bus journey times and punctuality in North East Lincolnshire. These were split into 4 themes:

- **Theme A:** Delays on key corridors. These issues are predominantly due to congestion and include Scartho Road, Bargate, Cleethorpe Road / Grimsby Road, Knoll Street / Kingsway / Alexandra Road, and Ellis Way.
- **Theme B:** Delays at junctions. These predominantly relate to buses being unable to make the required movements effectively due to the speed / volume of traffic. This includes non-signalised junctions such as Broadway / Laceby Road as well as signalised junctions such as Frederick Ward Way / Victoria Street South. This also includes junctions where the road layout makes bus movements difficult such as Morrisons roundabout.
- **Theme C:** Parking. These are locations where parked vehicles impede the movement of buses for example residential parking at Wybers Top Loop or school drop off / pick up parking at Lavenham Road.
- **Theme D:** Other issues. This includes issues that don't fit easily into other categories such as vehicle loading and bus stop infrastructure.

The second part of the report took the 26 issues identified in the first phase and proposed 53 potential measures to improve or resolve these issues. These solutions were then assessed following a multi-criteria approach which considered costs, deliverability, impact on bus users and impact on non-bus users. Given the high-level nature of this study the majority of these schemes have not been worked up in full detail and therefore a qualitative approach was taken to assign a score on a 5-point scale for the multicriteria assessment. From this, 26 measures were recommended to be taken forward to short-listing and an additional 8 measures were recommended in a reduced form. These measures broadly fell into the following categories:

Measure	Description
Amendments to signal trigger points	Currently TLP is triggered when a bus is running 3 minutes late and this measure could reduce the trigger point to 2 or 1 minute late.
Bus lane solutions	Dedicated bus lanes to help deliver punctual and reliable bus services.
Amendments to highway infrastructure (excluding bus lanes)	Highway infrastructure improvements to improve the journey experience, navigate through junctions more easily and quickly.



Parking restrictions	This measure includes providing double yellow lines. For example, along Belvoir Road in Cleethorpes cars often park on both sides of the road in the lead up to bank holidays. This can prevent the bus from running it's normal route and the measure would help to make the bus service more reliable.
Speed enforcement	This measure would aim to make it easier for buses to navigate a junction rather than waiting for long periods of time at a junction in order to cross into the flow of traffic.

In the final section of the report, recommendations for next steps were provided. Broadly, the recommended schemes deliver benefits proportionate to the associated cost and complexity of deliverability.

## 2.9 Current Bus Priority

The current provision for bus priority in North East Lincolnshire encompasses bus lanes and signal priority at certain junctions. The sections below summarise this provision.

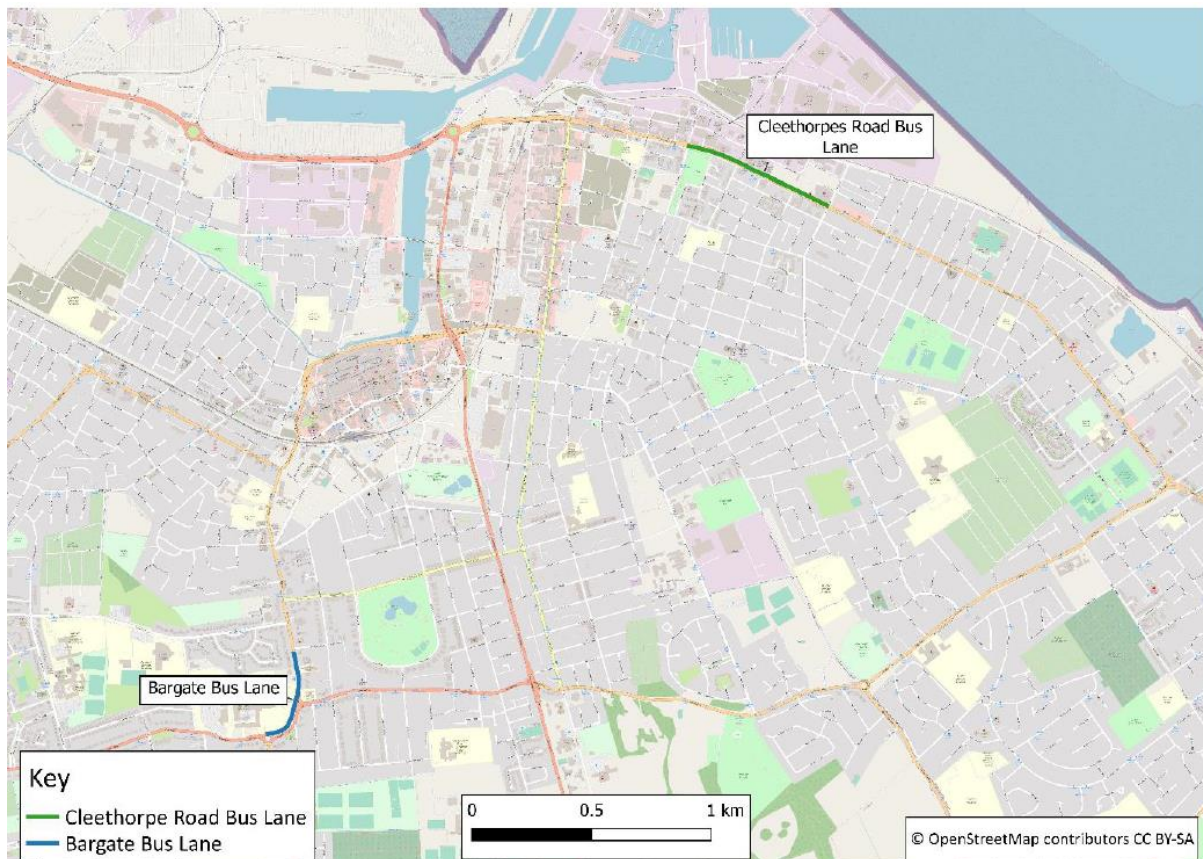
### Bus lanes

There are four separate bus lanes in North East Lincolnshire which are detailed in the table below.

Street	Side	Length	Time of operation
Bargate	North/ West	326m	Mon – Sat   07:30 – 09:30
Cleethorpe Road	North	400m	Mon – Sat   16:30 - 18:30
Cleethorpe Road	South	400m	Mon – Sat   07:30 – 09:30
Cleethorpe Road	South	78m	Mon – Sat   07:30 – 09:30

The location of the bus lanes in North East Lincolnshire is shown in the map below.





Most of the bus priority provision in North East Lincolnshire is concentrated in the morning peak period between 07:30 and 09:30, these bus lanes are focussed on buses heading towards Grimsby Town Centre. Please note these are operational times of existing bus lanes and any future bus lane operational times would be agreed between the EP and DfT. The exception to this is the bus lane on the North side of Cleethorpe Road which operates in the evening peak (16:30 to 18:30) and carries passengers out of Grimsby Town Centre towards Cleethorpes.

To understand compliance of bus lane usage, surveys were commissioned to monitor their usage. These surveys were conducted during the respective hours of operation of each bus lane on Saturday 11th June 2022, Tuesday 14th June 2022, Wednesday 15th June 2022, and Thursday 16th June 2022. The surveys were conducted in June as this is considered to be a neutral month for traffic data collection, allowing for the gathering of data in representative conditions outside of factors such as school holidays that could influence upon traffic volumes.

The data collected was provided per 15-minute period during the hours of operation and disaggregated by vehicle type. The number of non-compliant vehicles, disaggregated by vehicle type, over the hours of operation, is summarised below (average over Tuesday – Thursday for the weekday data and single day survey for the Saturday data).

#### Bus Lane Non-Compliance – Weekdays

Street	Motorcycle	Car	Van	Goods Vehicle
Bargate	0	467	52	1

Cleethorpe Rd	0	6	2	1
Cleethorpe Rd	1	3	2	0
Cleethorpe Rd	0	5	0	0

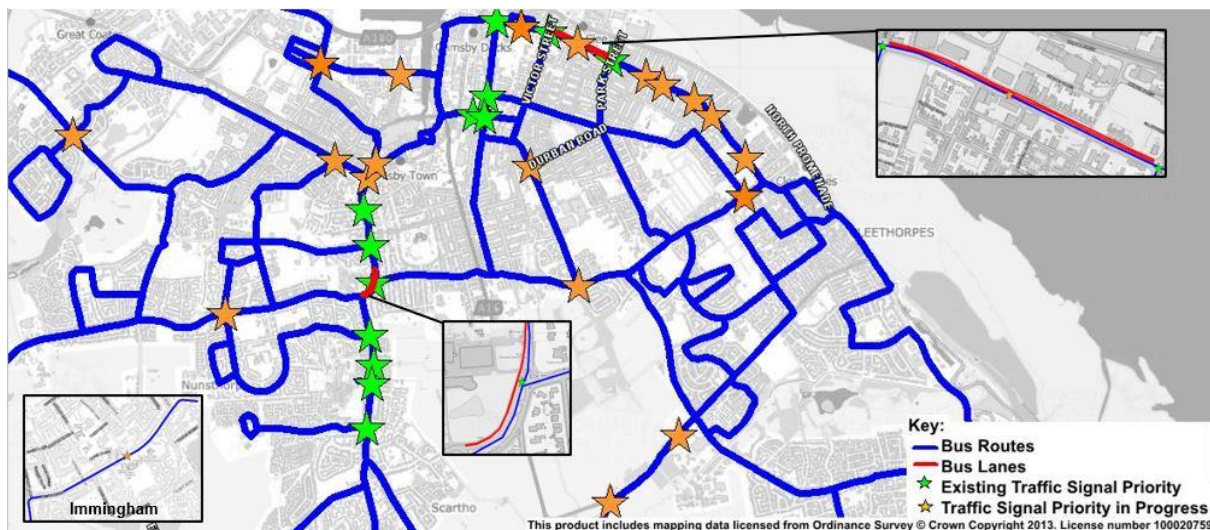
### Bus Lane Non-Compliance – Saturdays

Street	Motorcycle	Car	Van	Goods Vehicle
Bargate	0	372	27	0
Cleethorpe Rd	0	13	4	0
Cleethorpe Rd	1	6	2	0
Cleethorpe Rd	0	4	1	0

The tables above indicate that non-compliance at the Bargate bus lane is highest of the four sites with a significantly higher number of cars and vans using this bus lane compared to the others, this appears to occur on both weekdays and weekends.

### Traffic Signal priority

The second form of bus priority in operation in North East Lincolnshire is a signal priority system (known as TLP). The junctions at which this system is active are shown in the map below:



The system works as follows: buses in North East Lincolnshire are monitored at all times by a system managed by R2P. This system continuously monitors the performance of each particular bus against its schedule. If a bus is 3 minutes or more behind schedule (recently reduced from 5 minutes) on approach to any of the junctions shown in the figure above, then a request for signal priority for the relevant movement is sent to a separate system managed by Swarco. This 3-minute threshold has been set by NELC.

Once the request has been sent it is processed by a separate system which manages certain sets of traffic signals in North East Lincolnshire. The system assesses current road conditions e.g. length of queues at other arms of the junction to determine whether priority should be granted for the bus. At the time of undertaking this study it has not been possible to obtain data on the number of priority requests which have been granted. As a result the impact of signal priority can only be inferred from the request data provided by R2P.



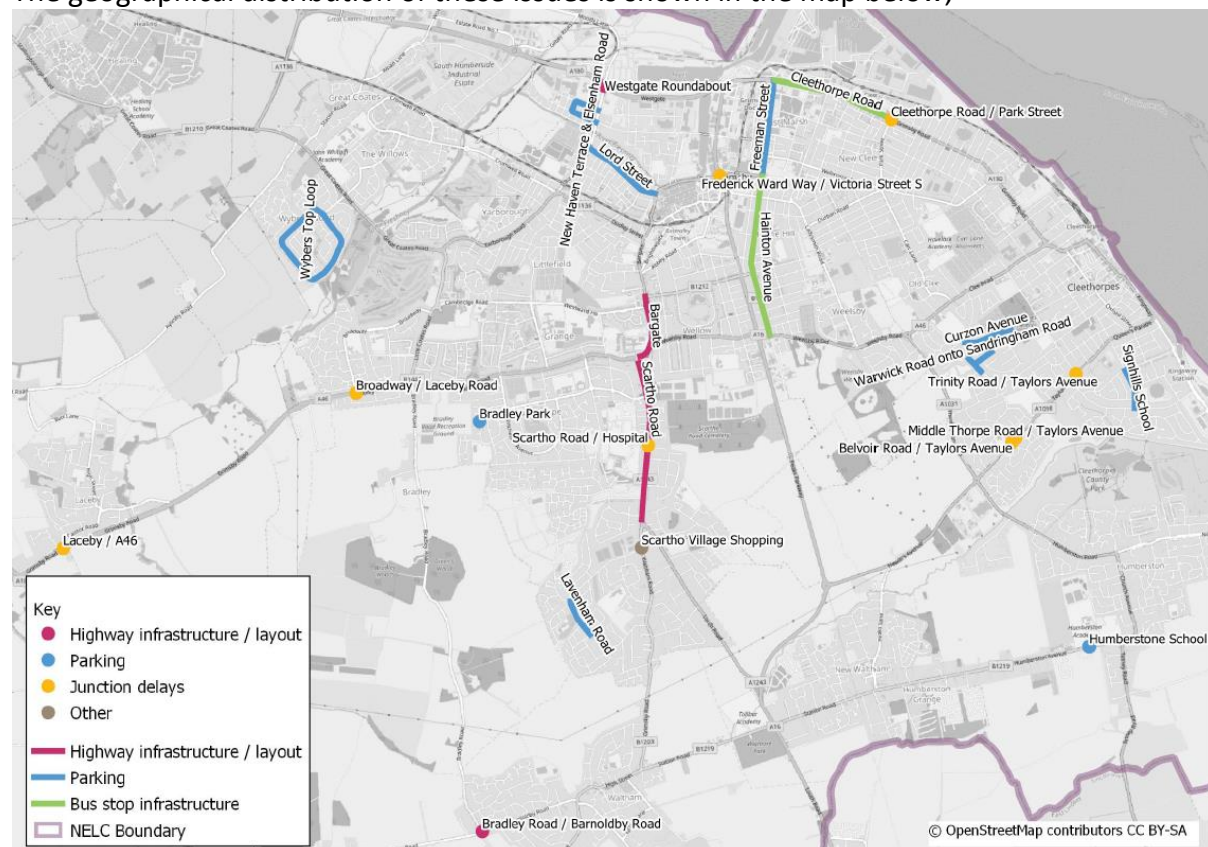
To analyse the dataset a sample of the R2P data was acquired from the NELC platform. Data was extracted for services 3, 4, 9 and 10 between 7th – 9th June 2022 and 14th – 16th June 2022. This resulted in 8,000 records which measure the lateness of a bus on approach to a TLP junction. These 8,000 records were sorted into 1,500 individual bus journeys. Analysis of the signal priority data indicates that if signal priority is requested at one junction, then by the next junction the bus, on average, ran 47 seconds earlier / closer to the schedule.

## 2.10 Stakeholder Engagement

As part of the bus priority study, Systra engaged with key stakeholders including local bus operators. The punctuality and reliability issues raised by the operators have been grouped into 5 themes, these are described briefly below;

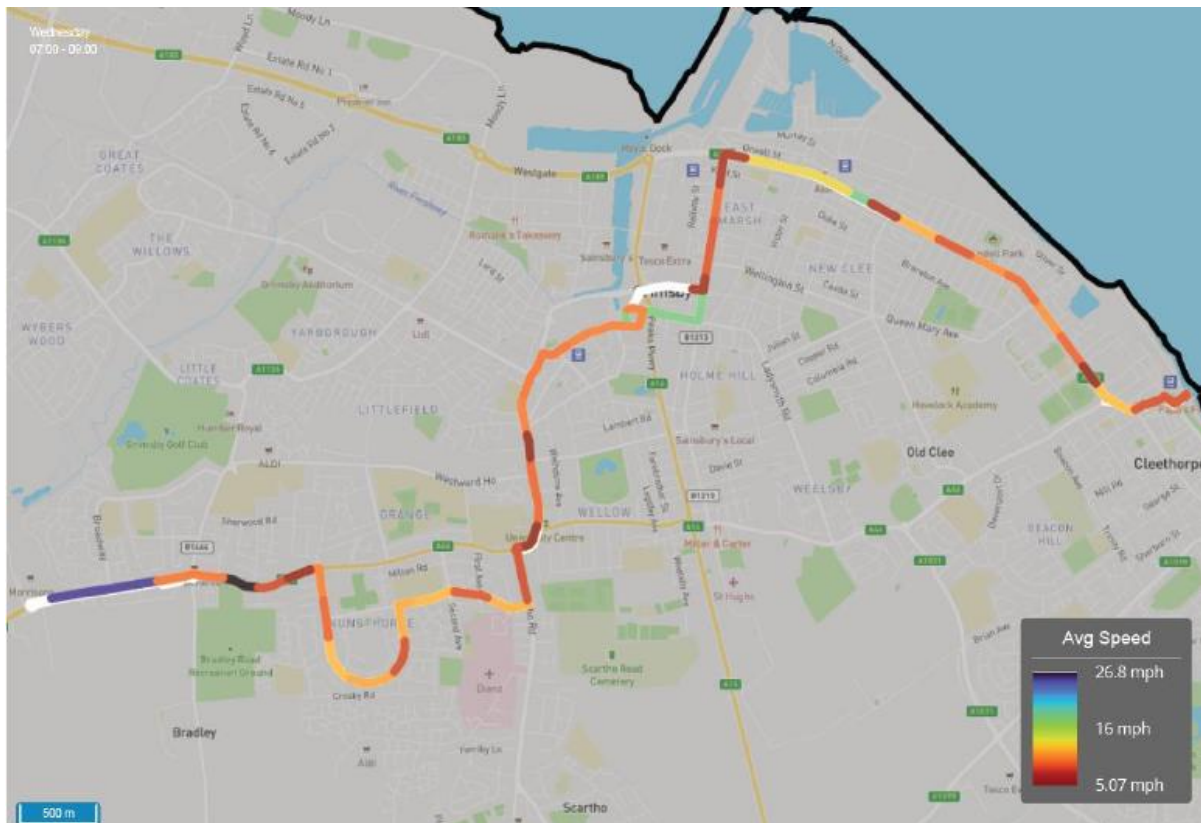
- Highway infrastructure / layout: this covers issues with the current road layout or other highway infrastructure that can cause delays to bus services
- Parking: this category covers conflicts with parked vehicles, some of which are constrained to specific time periods
- Junction delays: this covers junctions where buses face issues that can cause delays such as difficulty turning out of a junction due to the volume / speed of traffic
- Bus stop infrastructure: this includes places where the infrastructure at the stops themselves can contribute to delays such as flags being located in the wrong place causing delays to boarding and alighting
- Other: this covers anything that does not fit into the above categories

The geographical distribution of these issues is shown in the map below;



## 2.11 Timetabled Speeds

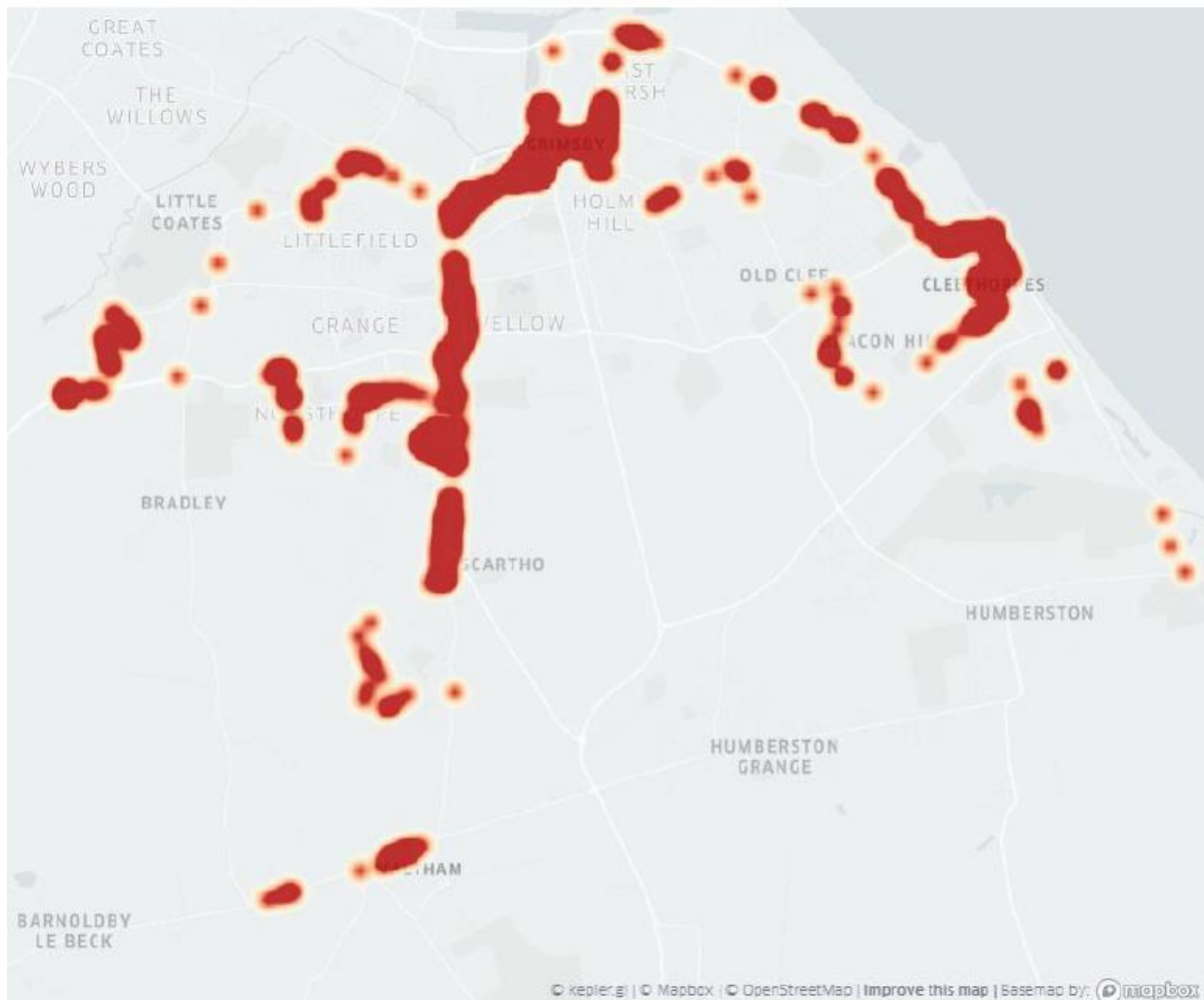
As part of the Systra Bus Priority study, Podaris, an online public transport planning tool, has been used to map timetabled speeds of bus services. Whilst this does not give an indication of the actual speed of buses it does help to indicate locations where buses are expected to travel slower and therefore may benefit from bus priority interventions. It should be noted that these timetabled speeds have not been compared to actual traffic speeds. An example of the analysis for service three which forms part of the core bus network is below;



The evidence indicates that the majority of the route appears to be operating at below 16 mph which is considerably lower than the road speeds for a lot of this route (predominantly 20mph and 30mph). The maps also show slow speeds at areas that have been identified in earlier analyses for example at Cleethorpe Road. The tables below summarises the top 10 slow speed sections in each direction, where possible other sources of information such as online mapping have been used to identify a possible cause for delays.

## 2.12 Spatial analysis

The map below represents an average weekday over the data collection period (using Tuesday – Thursday data). The maps show density of buses travelling at a user defined speed. Here speed is being used as a proxy for delay / congestion. The following screenshots present some of the key insights from this analysis, the first figure shows distribution of slower speed buses in the morning peak.



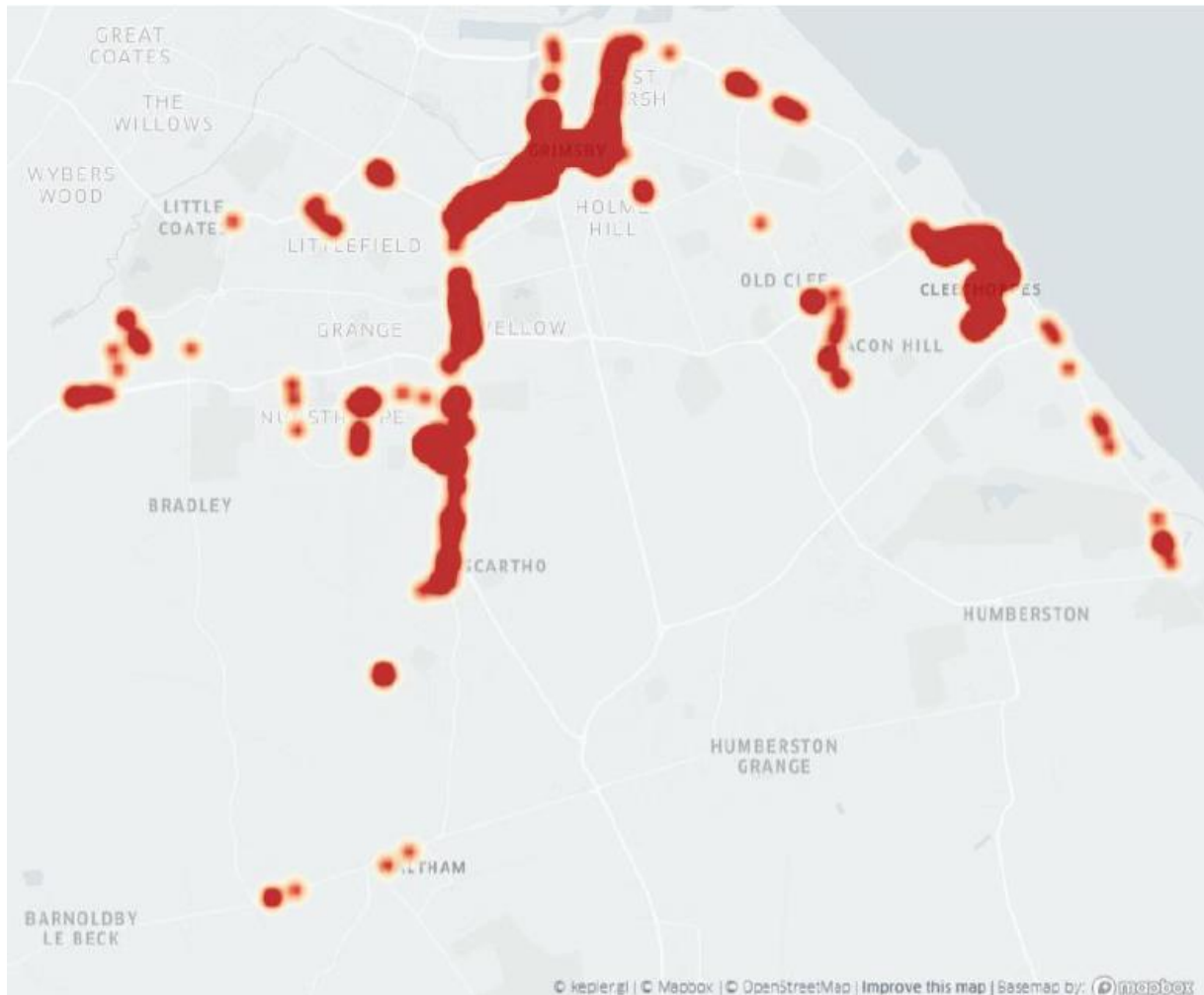
**Density of slow speeds in the morning peak (07:30 – 08:30, 5 – 10 kph)**

The map above shows that the following areas exhibit a high density of lower speed operation:

- Scartho Road including the hospital grounds.
- Bargate.
- Grimsby town centre.
- Cleethorpes: High Street, Alexandra Road, Knoll Street.

When the data is filtered between inbound / outbound there is clearly a directionality element of these delays. Scartho Road and Bargate for example have a high density of slow buses in the outbound direction (towards Grimsby / Cleethorpes) whilst the delays at High Street / Alexandra Road / Knoll Street are more pronounced in the inbound direction (also towards Grimsby). Delays in Grimsby Town Centre are prominent in both the inbound and outbound.

The figure below presents the same data for the inter-peak period;

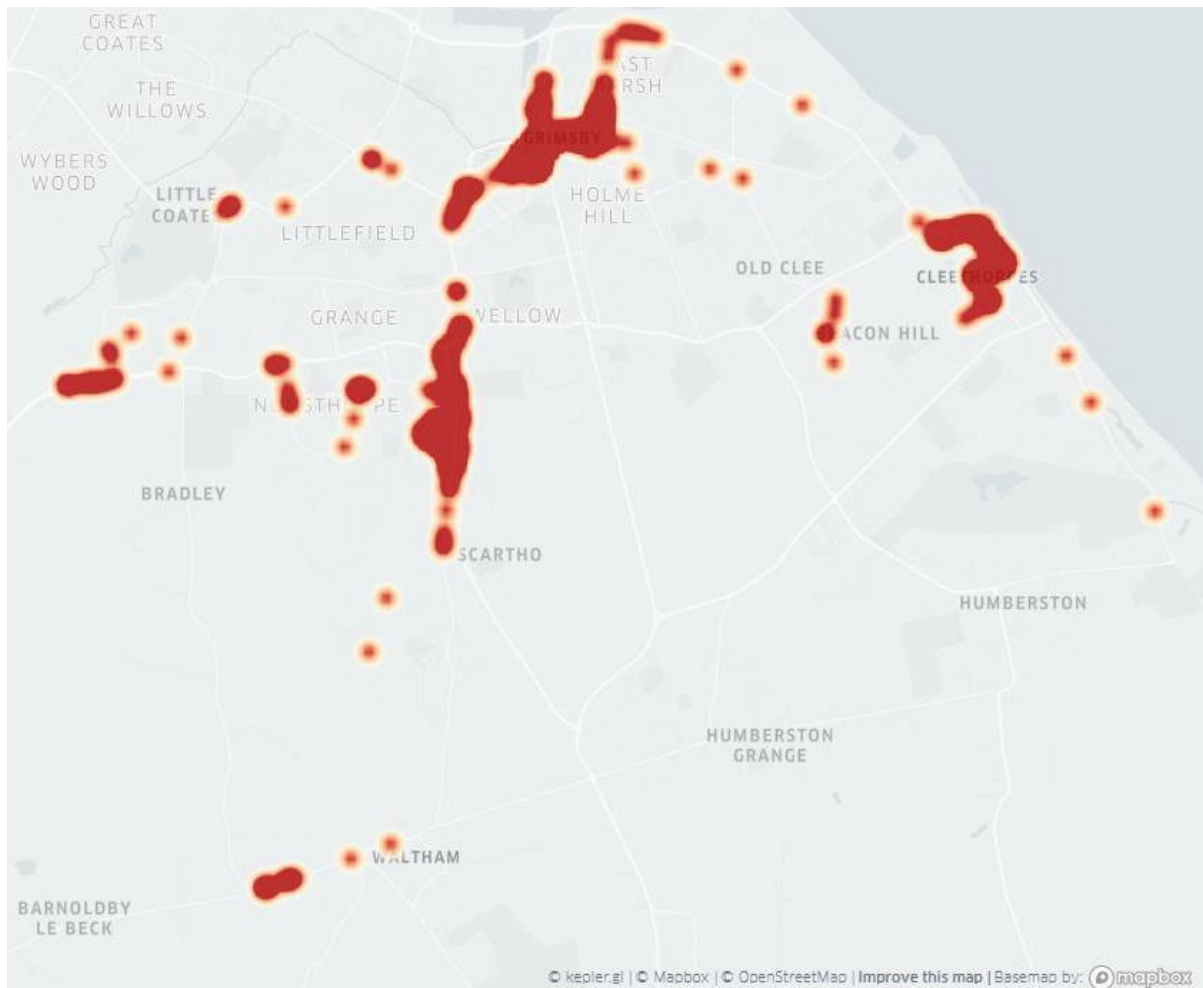


**Density of slow speeds in the inter-peak (13:00 – 14:00, 5 – 10 kph)**

The distribution of slow speeds in the interpeak is very similar to the pattern shown in the morning peak however the scale of the areas representing slower buses appears to be smaller. Furthermore, some areas, particularly Freeman Street, are more prominent in the inter-peak period compared to the morning peak.

Again, there is a directionality element to the results: Scartho Road and Bargate have a higher density of slower buses in the outbound (towards Grimsby / Cleethorpes) direction.

The final screenshot in this series shows the same information for the evening peak period.



**Density of slow speeds in the evening peak (16:30 – 17:30, 5 – 10 kph)**

The figure above appears to suggest that slow speeds are less pronounced in the evening peak period compared to the morning and inter-peak. Three of the high-density areas raised in the morning peak graph are still present: Scartho Road, Grimsby Town Centre and Cleethorpes (High street / Alexandra Road / Knoll Street). Notably, in the evening peak analysis Bargate does not appear as a location with a large density of slower speed buses unlike the other two maps. In terms of directionality, delays at Scartho Road are more prominent in the southbound direction whilst the other two hotspots appear more balanced.

Overall, analysis of this data has provided an indication of the key hotspots for bus delay in the area. This supports some of the observations made by the bus operator and aligns with other data such as signal priority delays and DfT 'A' Road speed data.

### 2.13 Sifting of the available potential bus priority measures

To prioritise, rank and potentially reject some of the options identified in the previous section a high-level qualitative, multi-criteria assessment has been used. This multicriteria assessment has considered the following dimensions.

- **Deliverability:** a qualitative assessment of deliverability ranked on a 5-point scale.
- **Cost:** a qualitative assessment of the expected scale of the cost ranked on a 5-point scale.



- **Impact on bus users:** a qualitative assessment of the potential scale of impacts (e.g. number of buses, length of time saving) ranked on a 5-point scale.
- **Impact on non-bus users:** a qualitative assessment of impacts on non-bus users e.g. implications for car drivers ranked on a 5-point scale.

## 2.14 Next stages for Bus Priority

Using BSIP Phase 1 funding NELC is working to address some of the issues identified in the SYSTRA Bus Priority Study. Further updates will be provided through the Council's EP document in relation to the delivery of the Bus Priority Measures once agreed by NELC, local bus operators and DfT which will be delivered during the financial year 2024/2025.

While the Council will seek to develop further options and business cases for bus priority, it should be noted sections of the public highway where the core bus network operates, such as Bargate is very narrow (road and footpath constraints), therefore the options to deliver physical bus priority measures (on a large scale) are very limited and it should be noted any bus priority measures along Bargate could be detrimental to other modes. Therefore, the focus of our business case development work (including developing detailed designs when feasible) will be to reduce journey times for all road users on the core bus network along Grimsby Road, Cleethorpe Road, Freeman Street, Victoria Street, Bargate and Scartho Road.

As mentioned above, during 2024/2025, it is envisaged the LTA will continue to seek to deliver a number of improvements which have been identified from the Systra Bus Priority study, but our future 2025 Bus Priority strategy will aim to reduce journey times for all road users (in line with current Government Plan). For example, one potential measure identified during the development of the 2024 BSIP (supported by the evidence from the Systra Bus Priority Study) would be to deliver Highway Smart Signage. It is envisaged this would include variable message signs to direct vehicles away congested parts of the highway network including directing vehicles to the nearest available parking spaces in Grimsby and Cleethorpes. This would then benefit local bus services as the signage would direct vehicles to less congested parts of the highway and also direct vehicles to parking which have spaces available rather than searching for parking spaces.

## 2.15 Bus punctuality in North East Lincolnshire

Bus services in North East Lincolnshire are generally some of the most reliable bus services in the country with the following levels of bus punctuality previously reported by DfT:

<b>Proportion of non-frequent bus services (fewer than 6 per hour) running on time</b>		
<b>Financial Year</b>	<b>% North East Lincolnshire</b>	<b>% England (outside London)</b>
2022/2023	91.1%	79.9%
2021/2022	91.9%	83.9%
2020/2021	95.4%	89.1%
Note: Data collected from AVL/ RTI System		

## 2.16 Bus Punctuality Improvement Partnership

NELC will continue to work in partnership with Stagecoach through the EP and has established a sub-group of the EP board which will focus on bus punctuality otherwise known as the “Bus Punctuality Improvement Partnership”. The Bus Punctuality Improvement Partnership will meet up to four times per year, the partnership will build upon the Systra study and work which will be delivered by the BSIP Phase 1 funding by further developing the evidence base and seeking to make highway improvements where possible. The objectives of the partnership are to:

- Develop a separate Bus Punctuality Improvement Plan by June 2026.
- Continuing to develop and refine the evidence base around bus punctuality and bus priority.
- A genuine commitment to co-operative working between bus operators and the local authority in order to continually review problems associated with the punctuality and speed of operation of bus services.
- Shared objectives to achieve measurable and on-going improvements to the punctuality of bus services.
- Reviewing targets for improvement and the way in which these improvements will be achieved.
- Achieving passenger growth through the delivery of a fast, reliable, punctual, and sustainable bus network.
- To deliver an improved service to customers to attract new passengers.

## 2.17 Cheaper and Easier to use local bus services (NBS Priorities)

Stagecoach provides a variety of fare offers to passengers which include:

<b>Ticket Type</b>	<b>Cost</b>
Singles and Returns	Adult single = £1.10 (capped at £2) Youth single = £0.80 Youth Return = £1.60
Day Tickets	Grimsby DayRider = £5.00 Adult Day Out = £9.50 – for travel across all of East Midlands
Group Tickets – for up to 5 people	Group DayRider = £12.00 Group Day Out = £20.00 – for travel across all of East Midlands
MegaRiders	7-day MegaRider = £18.00 28-day MegaRider Xtra = £66.00 Connect 7-day MegaRider = £31.00
Young Persons Tickets	7-day MegaRider = £10.00 (promotional price subsidised by NELC BSIP – normal price £14.00) 28-day/Xtra MegaRider = £53.00 Connect 7-day MegaRider = £27.00 DayRider = £3.00

	Day Out = £5.50 – for travel across East Midlands
Flexi Tickets	Grimsby 5 Day = £20.00 Grimsby 10 Day = £35.00 East Midlands 5 Day = £38.00 East Midlands 10 Day = £66.50
Concessionary Travel, elderly and disabled	Free local bus travel all day weekdays up to 11pm and free local bus travel all day weekends and bank holidays.

## 2.18 BSIP Fare Initiatives

Significant progress has been made by NELC and Stagecoach to make fares cheaper, easier to understand and easier to use. During 2022/2023, Stagecoach delivered a ticket carnet (on a commercial basis without BSIP support) which essentially provided one megarider zone for the whole of North East Lincolnshire. This simplified the megarider zone for passengers and allowed travel throughout the whole of North East Lincolnshire on one day or megarider ticket.

Stagecoach have participated in the National £2 fare scheme and the feedback which has been reported to the EP board is that the £2 national scheme has mainly benefited cross boarder bus services such as the 250 service which runs from Grimsby to Hull. The EP board has built on the National £2 fare scheme and has delivered a Leisure and Shopper ticket which allows local residents to travel for £1 per trip after 6pm Mondays to Fridays and £1 a trip all day during weekends. The scheme has seen passenger numbers increase by 31%

The EP board has also reduced fares for young people by delivering a £2 reduction on the Young Persons weekly Megarider ticket (reduced from £12 to £10). Again, the scheme has helped to increase passenger numbers by 36.6%. In order to compliment the Young Persons Megarider discount, while Young People are on college or school half term, the EP board has delivered a “Holiday Rider” ticket which discounts a Young Persons Day rider ticket from £2.70 to £1.50 per day. It is envisaged the holiday rider ticket discount will be funded by the BSIP throughout 2024/2025 as, during the February 2024 half term (10 Feb 2024 – 18 Feb 2024), achieved over 3,000 youth ticket sales. The holiday rider ticket is an excellent example of the LTA, local bus operators and local bus users (Young Persons Forum) working together to highlight the cost of travel for young people and all three stakeholders working together to develop a solution.

The 2021 North East Lincolnshire BSIP identified the need to deliver fare capping in North East Lincolnshire and this is the preferred approach. As previously mentioned in the BSIP, North East Lincolnshire has one principal bus operator therefore this simplifies ticketing arrangements in the borough. Following the provisional award of BSIP Phase 1 funding, DfT approved a business case for the delivery of Fare Capping in North East Lincolnshire. Originally the Fare Capping project should have been delivered during the 2023/2024 financial year but due to operational challenges, the project will now be delivered during the 2024/2025 financial year. The EP board will aim to ensure the delivery of the Fare Capping project and maximise any fare reduction initiatives.

During 2024/2025, the EP board will aim to continue to deliver the existing BSIP fare initiatives and seek opportunities to deliver further initiatives which reduce the cost of bus travel.

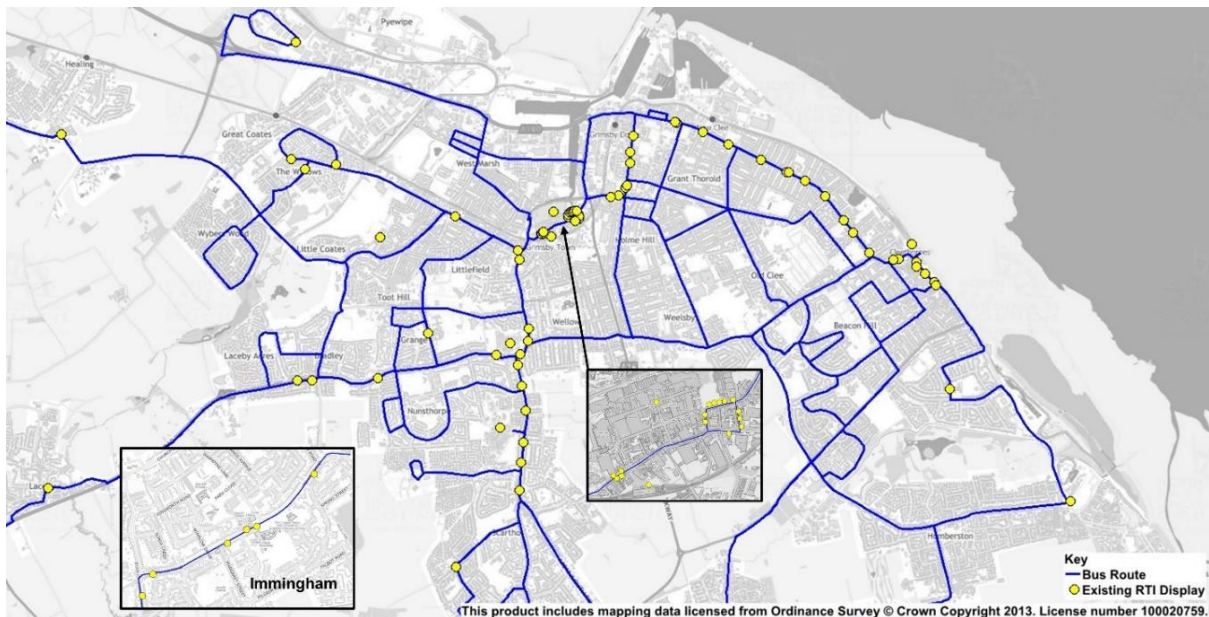
## **2.19 Making local bus services easier to understand (NBS Priority)**

The principal bus operator in North East Lincolnshire has already completed a significant amount of work to simplify the local bus network in North East Lincolnshire. For example, all bus routes are now numbers based upon a simple 1 to 12 numbering system and some routes as part of the May 2023 local bus service changes were separated. For example, the 7, 8, 9/10 (these local bus services run through the heart of Grimsby and Cleethorpes) prior to May 2023 were all connected with this often-confusing local bus passengers whether they stayed on their bus or changed buses at the North Sea Lane interchange point. The changes in May 2023 were designed to make using these services easier to understand.

The EP board aims to deliver clear and comprehensive information regarding local bus service provision in North East Lincolnshire. In North East Lincolnshire, this is achieved in the following ways;

### **Real Time Bus Information (RTI)**

NELC has developed a very comprehensive network of 79 on street RTI displays in North East Lincolnshire which all offer RNIB capabilities for blind and partially sighted people. The public generally provides positive feedback relating to RTI provision and the EP board is currently aiming to provide further RTI provision at every bus stop in the borough through e-paper timetables. The core bus network currently provides RTI provision and along with the provision of printed bus timetable information and bus operator apps, the main focus will be to ensuring ongoing accurate information is provided to local bus passengers. The RTI system is heavily dependent upon data supplied by local bus operators. Through the EP, the Council and Stagecoach regularly review the data which feeds into the RTI system and there are clear procedures and processes in place to ensure the data which feeds into the RTI system is updated on a regular basis. It is also important to note the RTI system is linked to the bus priority system and the RTI system is integral to driving the bus priority technology in North East Lincolnshire. The map below demonstrates the locations for on-street RTI provision in North East Lincolnshire;



### Bus Stop Timetable Information

Local bus passengers regularly request for individual printed bus stop timetable to be provided at bus stops in North East Lincolnshire. The EP board has secured agreement from DfT to reallocate BSIP funding to provide individual bus stop timetables at every bus stop in North East Lincolnshire. This will ensure every bus stop offers tailored timetable information specific to each bus stop in the borough. As part of this project NELC will seek to provide QR codes which will provide links to local bus fare information on bus operators websites.

Moving forward, NELC has ambitions to deliver e-paper timetables which would replace the need to print individual bus stop timetables by delivering a unit which is around half the cost of an RTI display. The e-paper timetables are capable of receiving updates to times electronically and they are also capable of receiving live journey updates.

### Communicating local bus service changes to the public

When local bus services change in North East Lincolnshire, the EP board has agreed the following standards;

- Prior to any service registrations being submitted to the Traffic Commissioner, NELC and Stagecoach will hold joint consultation events to discuss the future possible changes to the bus network. This will give the public the opportunity to provide their feedback on future possible changes to bus services. Prior to the event being held, NELC will publish a press release to promote the event which will encourage attendance.
- Once Stagecoach have finalised the plans for the changes to the bus network, Stagecoach will submit the proposed service changes to the local authority and the statutory 28-day consultation will commence. This will provide the Council with the opportunity to review the proposed changes to local bus services. This also provides the opportunity for Officers to brief Senior Managers, the Portfolio Holder for Environment and Transport and relevant Local Ward Cllrs. At this stage, NELC and Stagecoach will review bus stop provision, identify any changes to which bus services are served by which bus stops

(noting any impact on key interchange points in the Town Centre) and the necessary updates will be made in line with when the changes are planned.

- Once the local authority has signed the Traffic Commissioner proformas and the service changes have been submitted to the Traffic Commissioner, Stagecoach will provide new TransXchange files for the RTI system and local bus stop information will be reprinted and posted in line with the changes.
- A further event will be held to promote the changes to local bus services. This will provide the opportunity for the public to ask questions and pick up copies of the new timetables. NELC has also provided Stagecoach with a list of outlets in the borough which should stock bus guides (map and timetable guide) and the guides will be made available prior to the changes taking place. NELC will also promote future service changes on RTI signs to highlight future upcoming changes.

## **2.20 Delivering better bus integration including better integration with other mode of transport (NBS Priority)**

### **Timetable Changes**

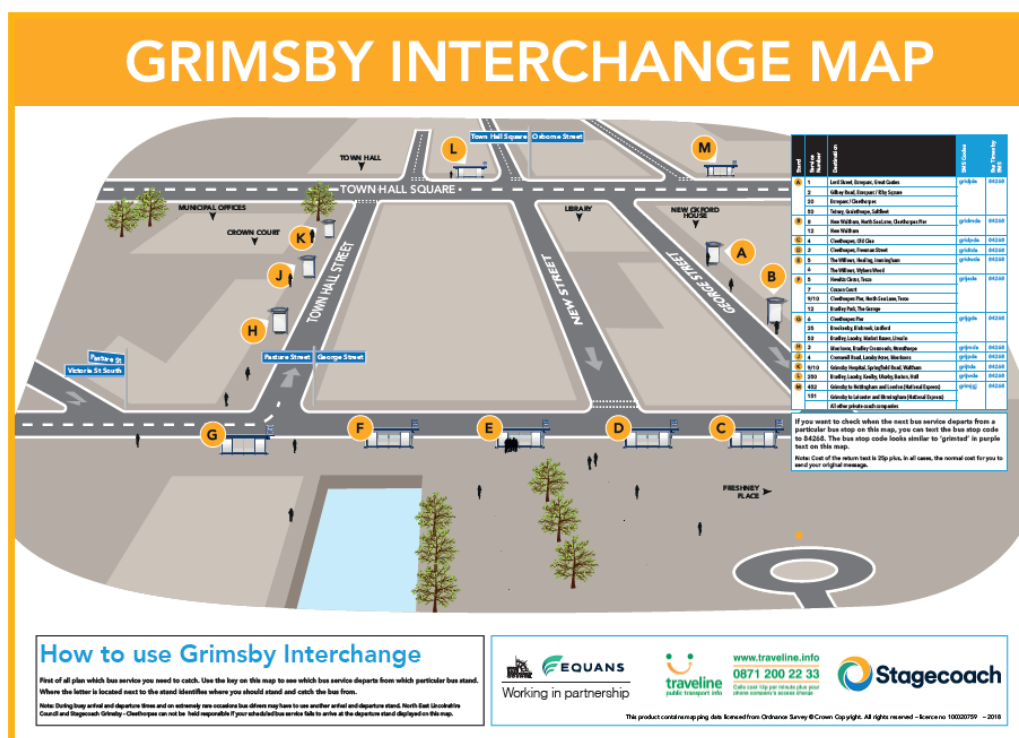
Within the North East Lincolnshire EP Scheme area, bus operators now aim to limit timetable changes for qualifying bus services to fixed annual timetable change dates, two per annum, in April and September, unless there are unforeseen circumstances.

### **Bus to Bus Integration**

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

All operators of qualifying bus services 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 identify and monitor principal connecting flows and optimise timetables to accommodate these. In order to improve bus to bus integration in Grimsby Town Centre, Interchange Maps have been produced to make it clearer for bus passengers where to catch on ward bus connections from;





## Bus to Rail Integration

Whilst bus operators report the numbers of people interchanging between bus and rail services are relatively low in North East Lincolnshire, both Grimsby Town and Cleethorpes Train Stations are within a 400 meters walking distance of local bus stops which provide access to a number of regular local bus services.

Our main local bus operator (Stagecoach) participates in the Plus Bus Scheme in North East Lincolnshire and through the EP we will seek to raise awareness of this key ticketing solution which aims to improve integration between bus and rail.

Both Grimsby Town and Cleethorpes train stations provide RTI departure screens for the nearest bus stops to the train stations. At Cleethorpes train station, the Council has previously invested in street lighting along Station Approach in order to improve the walking environment to and from the station.

## Door to Door Journeys

The BSIP has already highlighted that a comprehensive network is available in Grimsby and Cleethorpes, with excellent coverage of the rest of the area via interurban bus services, and currently supplemented by demand responsive transport (Dial-a-Ride and Phone-n-Ride).

## 2.21 Better to ride in high quality buses with the aim of moving towards zero emission buses (NBS Priorities)

Stagecoach is investing millions of pounds every year in people, vehicles, and systems to improve safety, as well as monitoring its performance at each of its companies and through a dedicated Board Health, Safety and Environmental Committee. Stagecoach is financing



programmes that are looking after the recruitment process which is discussed later within the BSIP. Nationally, Stagecoach has invested in on-board cameras (CCTVs) for passenger safety and security and rolled out unique 'intelligent' safer driving signs across its 500-vehicle coach fleet as part of a drive to improve safety on UK roads, but this is not available on buses in North East Lincolnshire. The partners expect to extend these initiatives into North East Lincolnshire as part of their partnership.

### **The Local Bus Fleet in North East Lincolnshire**

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

#### **Emission standards of the Stagecoach NEL Fleet (2023/2024)**

<b>Emission standard</b>	<b>Quantity</b>	<b>Percentage</b>	<b>National Figures*</b>
Euro VI	20	32.8%	21.9%
Euro V	14	23%	17.7%
Euro IV	8	13.1%	6.4%
Euro III	19	31.1%	4.4%
<b>Total</b>	<b>61</b>		

\*National Figures sourced from [DfT Annual Bus Statistics: England 2023](#).

All Stagecoach vehicles in North East Lincolnshire provide the following facilities for bus passengers;

- Contactless payments as standard.
- Low floor easy access vehicles.
- Spaces for wheelchairs, prams, and luggage.
- Fold up bikes are permitted on buses providing they fit into the luggage area.
- 17 vehicles provide on bus destination announcements & USB charging points. Through future fleet improvements it is envisaged further roll out of this technology will be delivered.
- CCTV coverage to support safer travel.

### **Front line bus driver training**

Stagecoach ensures all staff who deliver bus services in North East Lincolnshire receive high quality training. Customer service and disability awareness forms a key part of the training programmes, and the training is delivered to new staff and there is also a periodic training programme for existing staff. Bus drivers in North East Lincolnshire are provided with clear set procedures which they are to follow in emergency situations with drivers being able to communicate with the local depot when needed.

### **Customer relations**

Stagecoach contact details are available in a prominent and clear position on local buses in North East Lincolnshire which allows bus passengers to share their views on the quality and

performance of local bus services. Should a North East Lincolnshire passenger need to contact Stagecoach, they can be contacted in various ways including:

- Customer Service Telephone line: 0345 241 8000
- Twitter @stagecoachemids
- E-mail : [customer.services@stagecoachbus.com](mailto:customer.services@stagecoachbus.com)
- Complaints procedure is published on-line at [www.stagecoachbus.com](http://www.stagecoachbus.com)
- [Via the passenger charter](#)

Stagecoach aims to respond and resolve all correspondence within 5 working days. Should Stagecoach need to consult with Humberside Police to resolve a safety concern, existing procedures and processes are in place which may use CCTV coverage from local buses or using the new CCTV coverage from the Town Centre bus stops.

### **Additional facilities for bus passengers in North East Lincolnshire**

Our main bus operator Stagecoach, also provides a number of other elements which support bus passenger journeys in North East Lincolnshire which includes:

- Website with timetables, maps, journey planning facilities, live real time bus journey information to track passenger trips and service updates.
- Customer app with real time bus information updates, journey planning facilities, fare information, ticket purchasing is available through app and various other customer support facilities.
- Local bus operators in North East Lincolnshire also provide data to the DfT Bus Open Data Service such as Fares Information, Automatic Vehicle Location Data, and scheduled timetable information etc.
- Stagecoach also print and distribute a bus guide which includes timetables. The guide is distributed to a number of key locations in North East Lincolnshire such as AGE UK, Grimsby and Cleethorpes Central Library, Immingham Civic Centre etc.

Local fare information readily available via the Stagecoach website, app and Stagecoach also support the DfT BODS requirements with the information provided to a very high quality. The EP board will seek to build up on progress made and will aim to direct passengers fare information via press releases, at stop information and a user guide which explains fares. It is envisaged the annual user guide will be available in both electronic and paper format.

### **2.22 Accessible and inclusive network (Infrastructure – NBS Priorities)**

In addition to the above, the Council plays a key role in the delivery of bus infrastructure which supports bus passenger journeys in North East Lincolnshire. Current provision includes:

- 824 bus stops with bus stop flags,
- 11 bus stops in George Street, Victoria Street and Town Hall Street which function as our main bus interchange in Grimsby Town Centre. All stops offer shelter provision (with seating), RTI provision and information such as route and interchange maps.
- 338 bus stops provide raised kerbs to enable level access,
- Clearway bus stop road markings with signage to allow enforcement at 393 bus stops.

- 187 bus shelters.
- Provision of 824 timetable cases with printed information at every bus stop in North East Lincolnshire.
- Traffic Signal Priority at 30 junctions.
- RTI provided at 79 bus stops.
- NAPLAN Bus stop data management (National Public Transport Access Nodes – the database which lists all points of access to public transport in Great Britain).
- NELC use Symology to manage electronic records of all bus related infrastructure. As infrastructure is updated on the highway, the Symology records are updated as required.

NELC is committed to the Equality Act and the Public Sector Equality Duty. Our public survey explored these aspects. Improved accessibility for passengers such as raised kerb bus stops or better wheelchair access was the second highest priority amongst respondents and will be reflected in enhancements discussed in Section 4. Regarding accessibility, in previous Transport Focus surveys, 91% of passengers stating they had a disability expressed themselves satisfied with their bus service experience; and 93% of respondents were satisfied with the ease of getting on the bus (91% satisfied with ease of getting off). 86% of all respondents described themselves as satisfied with the convenience and accessibility of the bus stop location.

Using the above information will help the EP board to develop their future programmes around making the network accessible. For example, the Council has delivered 338 raised kerb bus stops and through the BSIP we aim to make the whole network of bus stops accessible to all. This will mean delivering an ambitious raised kerb bus stop programme at another 479 bus stops in North East Lincolnshire. As part of this programme, we would also take the opportunity to provide the necessary bus stop road markings and signage to allow enforcement at these bus stops. By providing the necessary bus stop road markings and signage, this will help to ensure buses can access the raised kerb and when required the necessary parking enforcement can be conducted. Ensuring the bus can easily pull up against the raised kerb not only benefits bus passengers, but this provides a level of bus priority and helps to ensure the buses run on time.

### **Stretched Service Standards for different categories of bus stops in North East Lincolnshire**

In reviewing the bus stop infrastructure, the Council deems the following to be of an appropriate stretch service standard for bus stops in the borough;

<b>Type of bus stop</b>	<b>Stretched Service Standards</b>
Bus stop at the start of the route which is mainly used for boarding.	Bus shelter (with lighting and CCTV), raised kerb, bus stop flag, timetable case, RTI, litter bins, raised kerb, clearway road markings.
A bus stop in the middle of the route (otherwise known as an intermediate timing point) which is mainly used for boarding buses. This could be on our key bus corridor.	Bus shelter (with lighting and CCTV), raised kerb, bus stop flag, timetable case, RTI, living roof, litter bins, raised kerb and clearway road markings.
A bus stop in the middle of the route (otherwise known as an intermediate timing	Bus shelter (with lighting and CCTV), raised kerb, bus stop flag, timetable case, RTI, litter

point) which is mainly used for boarding buses. This could be in the middle of a residential area.	bins, and raised kerb and clearway road markings.
Key interchange points e.g. Sea Road Cleethorpes.	Super stop (see Appendix 8 for example) concept which includes bus shelter with CCTV, lighting, pre purchasing ticketing facilities, seating, RTI, maps, litter bins, raised kerb, timetables and clearway road markings.
Bus Station/ Main Interchange	Covered waiting area, provision of multimodal information, RTI, pre purchase ticketing, toilets, baby changing facilities, lighting, litter bins, CCTV & Security, seating, simple, understandable on ward signage and clearway road markings.
Bus stop which is mainly used for disembarking buses.	Raised Kerb, bus stop flag, timetable case, litter bins, and clearway road markings.
The infrastructure listed in this table would be subject to an Enhanced Cleaning Regime which is outlined in Section 4.	

It should be noted, whilst the EP board does have aspirations to provide bus shelters, the Council notes the requirement to consult with local residents and businesses before they are installed which may prevent the provision of a bus shelter.

### **Current Town Centre Interchange facilities and need for a bus station**

The 2021 and 2023 BSIP survey's identified key issues with the current interchange facilities in Grimsby Town Centre which include;

- Presence of anti-social behaviour including alcohol and drug abusers at bus stops (such as Riverhead Exchange)
- Confusing bus terminus at on-street facilities (Grimsby's Riverhead Exchange spreads over George Street, Victoria Street West, and Town Hall Street)
- Introducing a hub in the southern quarter of the town centre will bring together transportation in a single hub supporting the town centre aspirations for regeneration with closer links to the rail station, cycle, and bus services, connecting pedestrian access to the retail and leisure offer in the town centre.
- A new transportation hub will provide a central point which will provide bus drop off and pick up, improving links for the town centre residential properties which will start to be developed in 2025/26 and the new community diagnostic centre and youth zone which are under development.

Therefore, it is a priority to deliver a centralised bus station in the Centre of Grimsby which will aim to resolve the issues highlighted above. NELC will aim to develop and promote such a hub in Grimsby, principally by replacing the on-street bus interchange which is a sub-optimally dispersed collection of stops across a cluster of nearby general-traffic streets – by a new, bespoke, bus station immediately adjoining the retail centre, with most services calling next to the railway station enroute. During 2024/ 2025 NELC will commence the demolition

of the existing Garden Street site and this will create the basis for the interchange. The facility is expected to be operational by the end of 2024/2025.

NELC are currently consulting other government departments, Homes England as an example, to explore opportunities for additional funding to support the wider regeneration of the town centre including the interchange. Following the government's announcement on the 26 February 2024 of the Local Transport Fund (LTF), of which NELC has been allocated £119,726,000 over 7 years, NELC is seeking the opportunity through this funding to enhance the facility and to deliver the following;

- multimodal information,
- real-time data,
- ticket purchase facilities,
- toilets including baby changing facilities,
- lighting,
- full accessibility,
- CCTV,
- seating within a covered waiting facility,
- simple and understandable onward signage.

## **2.23 Striving for a better product (NBS Priority)**

### **North East Lincolnshire Passenger Charter**

Through the EP, NELC and Stagecoach have agreed and published the North East Lincolnshire Passenger Charter. The charter is a publicly available document and can be viewed on the Council's website at [EQUANS Bus Passenger Charter NEL \(nelincs.gov.uk\)](https://nelincs.gov.uk/equans-bus-passenger-charter-nel) The North East Lincolnshire Passenger Charter has already benefited bus passengers in North East Lincolnshire. There are examples of bus passengers providing feedback to the EP regarding their bus journey either being late or cancelled at short notice. Upon the bus operator investigating their feedback, the bus passenger has been provided with a complimentary day rider ticket.

### **Disruption to local bus services**

The Council is working to minimise highway works disruption to local bus services. The Council operates the North East Lincolnshire Permit Scheme (NELPS) which co-ordinates planned streetworks to reduce disruption and keep traffic moving. The Streetworks team regularly meets with local bus operators every two weeks to ensure they are aware of current and future upcoming works. The Council has published information on their website which clearly sets out to utility companies the procedure which they need to follow when utility companies need to suspend the use of a bus stop, or a bus route needs to be changed on a temporary basis due to their utility works. The purpose is to minimise disruption to local bus passengers and to ensure the impact of utility works are minimised on the local bus network. To further develop this, the Council will use future BSIP funding to use the One Network system (currently used by the NELC Streetworks Team), to show where highway works conflict with bus routes, plan any associated diversion works, and minimise the risk to the bus service.

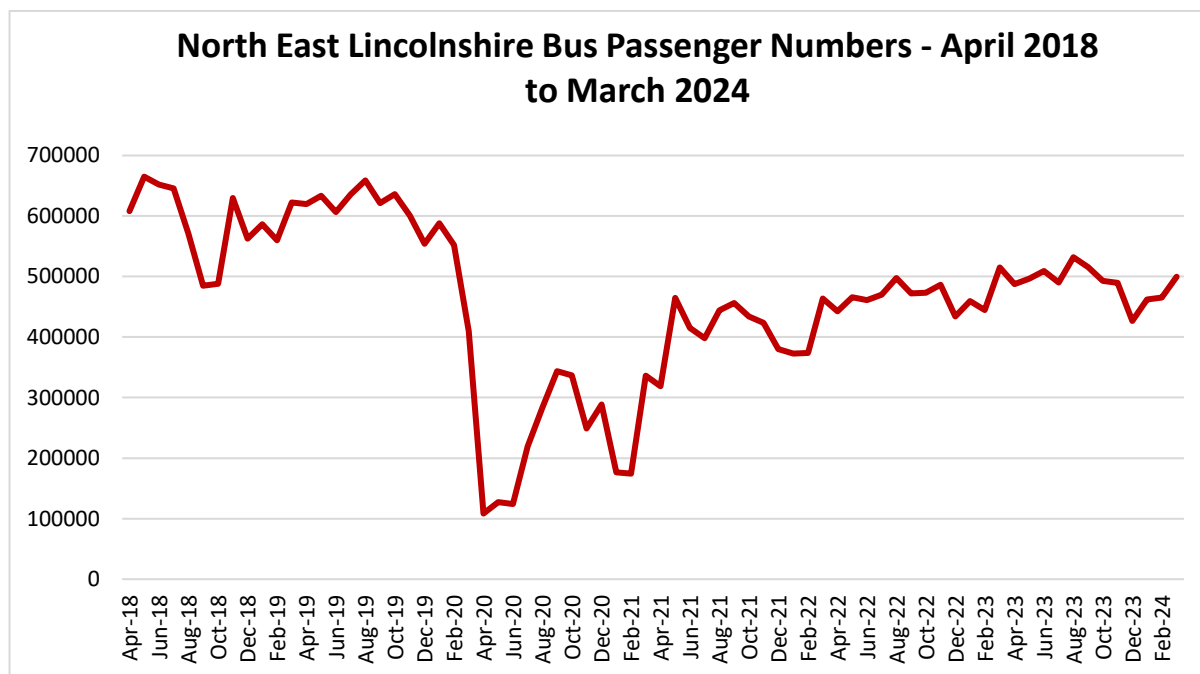
In addition, NELC will look to appoint a dedicated member of staff, who will focus on resolving any clashes on the highway between highway works and bus routes.

### Local bus services which are safe to use

The 2021 North East Lincolnshire BSIP identified that both bus drivers and bus passengers don't feel safe in the main interchange area in Grimsby Town Centre. With this in mind, NELC has delivered additional CCTV cameras which now cover all of the bus stops in the Town Centre interchange. The aim of this scheme is to help bus passengers feel safer when travelling and have the knowledge that the cameras function as deterrent to anti-social behaviour and that if there is an incident there will be CCTV coverage to capture the incident and help the Police during their investigations. In addition to the CCTV in the Town Centre, all Stagecoach buses have CCTV and if there are any incidents on the bus, Stagecoach work in partnership with Humberside Police as part of their investigations.

### Bus passenger numbers and use of the bus network

Information relating to ridership patterns has been gained through demand data from Stagecoach as well as from a NELC survey. It is clear that patronage has suffered badly since the COVID-19 pandemic, with an almost 50% drop in passenger numbers between 2019 and 2020 – though recent figures indicated that the steady recovery in monthly patronage had reached 88% of pre-Covid levels. However, it is expected that these numbers will continue to rise, therefore emphasising the need for bus service improvements to help nurture and encourage growth. The overall bus patronage data for 2018-2024 is set out below (Source: North East Lincolnshire bus passenger numbers, 2024):

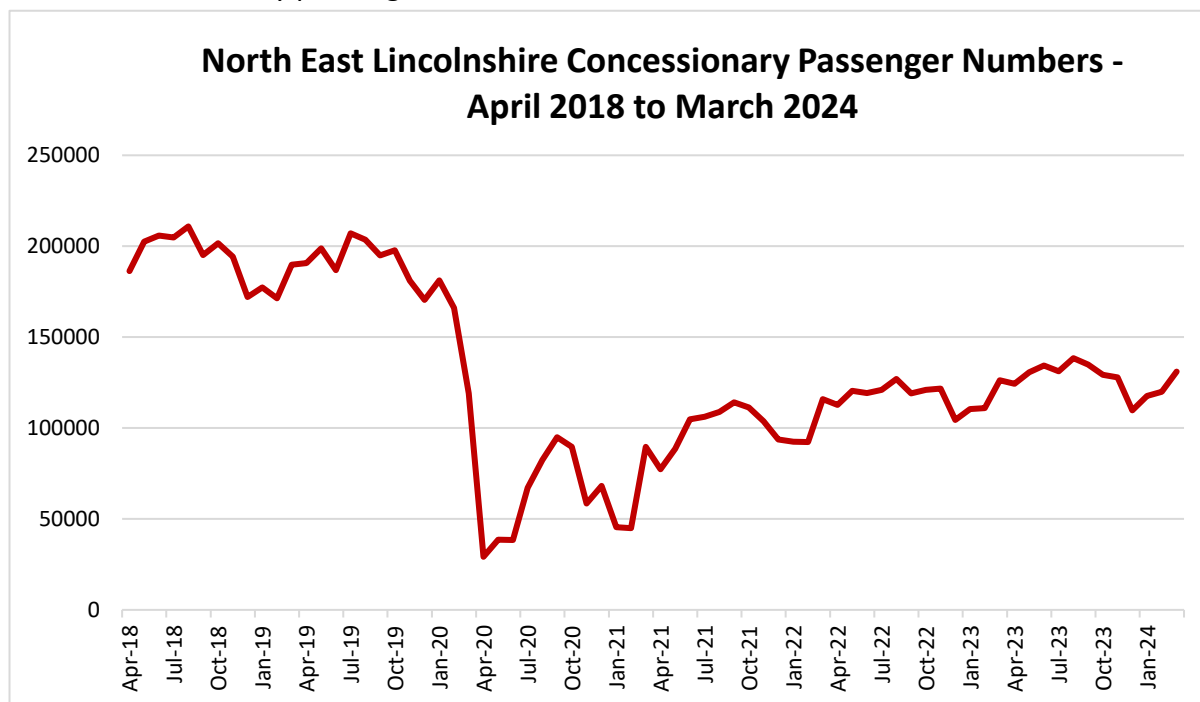


Overall, passenger numbers are showing a positive increase with 4.8% growth when comparing 2022/23 to 2023/24.



## Concessionary Passenger Numbers

Whilst the numbers of people with an active Concessionary bus pass in North East Lincolnshire have been approximately 22,000 since 2020, COVID does not seem to have affected the numbers of people either applying or renewing their bus pass. Concessionary bus passenger numbers are approximately 74% of pre COVID levels, this represents an area which has not recovered from the impact of COVID and there is clearly more work to do to achieve pre COVID Concessionary passenger numbers.

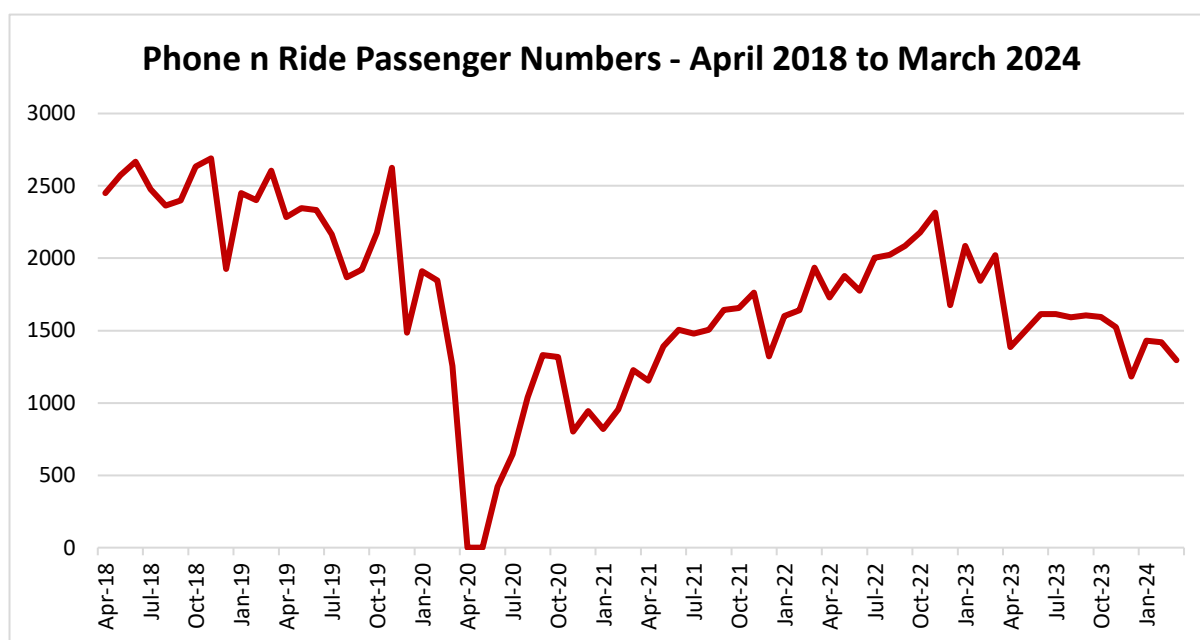


To help the EP board understand the reasons why Concessionary Pass Holders are not using the bus as often as they were before the pandemic, the Council has worked in partnership with Transport Focus to deliver a survey. The survey found the following key reasons for reduced usage;

- Increase in the use of online shopping.
- More home working.
- A reduction in disposable income combined meaning fewer 'leisure' trips.
- Shops and facilities being closed.
- Growth in the use of online and telephone healthcare appointments.

As part of the survey concessionary pass holders stated their use of local bus service would increase if buses were more frequent, went to more destinations directly, enabling less crowded buses that feel 'safer' to travel on and information was more readily available about local bus services.

## Demand Responsive Transport – Phone n Ride Passenger Numbers



### 2.24 Further Analysis of Bus Network in North East Lincolnshire

#### Strengths, Weaknesses, Opportunities and Threats (SWOT) relating to the bus network in North East Lincolnshire

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

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

Inadequate access to adult evening education / training impedes local development of skills and thereby depresses employment prospects. It is noteworthy that only 7% of respondents to our survey reported using the bus for travel to/from work. Although notably, Transport Focus found 26% of people surveyed to travel to work by bus (of an unweighted sample base of over 750) (TF,2023).

A SWOT analysis has been completed which captures the Strengths, Weaknesses, Opportunities and Threats of the bus network in North East Lincolnshire. The SWOT analysis will help to shape our BSIP plans for 2025 onwards.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Compact network based upon historical network coverage.</li> <li>• Key destinations are well served during daytime hours.</li> </ul>	<ul style="list-style-type: none"> <li>• Sometimes the bus passenger experience of using buses can be inconsistent.</li> </ul>

<ul style="list-style-type: none"> <li>• High levels of passenger satisfaction through Transport Focus Surveys.</li> <li>• High quality frequent and reliable network already exists.</li> <li>• Good value for money fares offered.</li> <li>• Strong existing partnership working between LTA and bus operator.</li> <li>• One of the largest bus operators in UK delivering bus services to a high standard in North East Lincolnshire.</li> <li>• Passenger numbers showing positive signs of recovery from COVID-19.</li> <li>• 100% accessibility provided through delivery of demand responsive transport.</li> <li>• Opportunities for integration between bus and rail journeys.</li> <li>• Lost mileage levels around 0.1%</li> </ul>	<ul style="list-style-type: none"> <li>• Various pinch-points and congestion hotspots remain.</li> <li>• Grimsby Town Centre has a collection of bus stops as main interchange which are confusing to use, and the Town Centre does not currently have a bus station.</li> <li>• Integration between bus and bus.</li> <li>• Evening and Sunday economy could be better served.</li> <li>• The rural – urban nature of NEL presents limitations and ‘dead mileage’ for operators accessing surrounding villages.</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• North East Lincolnshire bus network presents the opportunity to deliver a network of EV buses.</li> <li>• Opportunities to tackle congestion and strengthen bus priority across North East Lincolnshire.</li> <li>• Ability to improve attractiveness of bus services through increasing car parking charges, demand management and transport strategy.</li> <li>• Ability to raise the bar by moving from low frequency services to high quality and high frequency services.</li> <li>• Continued opportunities to reduce fares through BSIP.</li> <li>• Enhanced Marketing Plan to improve awareness and benefits of public transport.</li> <li>• Key Regeneration Projects such as the Grimsby Town Centre should be connected to the local bus network, especially in the evening.</li> <li>• 31% of households in NEL do not have access to a car which is an opportunity to increase bus use.</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Very low-cost car parking charges.</li> <li>• Unknown long-term impact of pandemic on confidence and use of local bus services, and likely future demands.</li> <li>• Return to pre-covid passenger numbers could take a number of years.</li> <li>• Competing demands for road-space from other sustainable modes (cycling and e-mobility etc).</li> <li>• Once BSIP funding ends, there is a risk that existing services, currently supported through the BSIP, are not commercially viable.</li> <li>• Continued growth in online shopping and medical appointments.</li> </ul>

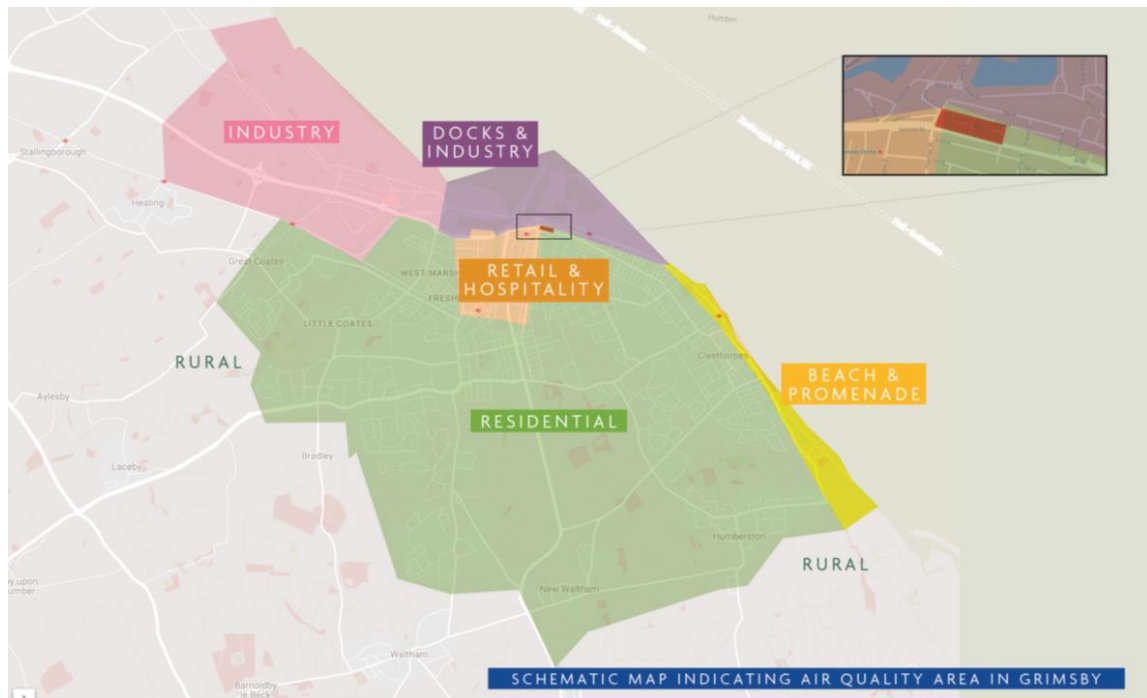
<ul style="list-style-type: none"> <li>Existing strong connections to Cleethorpes presents an opportunity for local bus services to expand support for tourism.</li> <li>As the Cleethorpes &amp; Grimsby Regeneration progresses, the Enhanced Partnership will seek opportunities to support the regeneration outcomes.</li> </ul>	
--	--

### Analysis of the bus network coverage in North East Lincolnshire

Further GAP (Good, Average, Poor) analysis of the existing network of Grimsby, Cleethorpes, and the surrounding areas, identified priorities for improvement in the existing bus network area. Our GAP Analysis process used TRACC, a Basemap tool used to model travel times using data inputs from the specific area. The models identify different levels of bus travel times, implying poor vs good for this aspect of the service. This is visualised in our GIS mapping of travel time heatmaps (Appendix 5), which indicate service levels and travel times to key trip attractors in the area (including models for Riverhead Exchange, Diana, Princess of Wales Hospital and Europarc). A second analysis displays service levels from primary bus stops in the Grimsby Cleethorpes areas. The key outcomes of this analysis are outlined below:

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

The map below aims to set out key urban centres and major trip attractors and can be compared against Appendix 6 which sets out the core bus network in North East Lincolnshire;

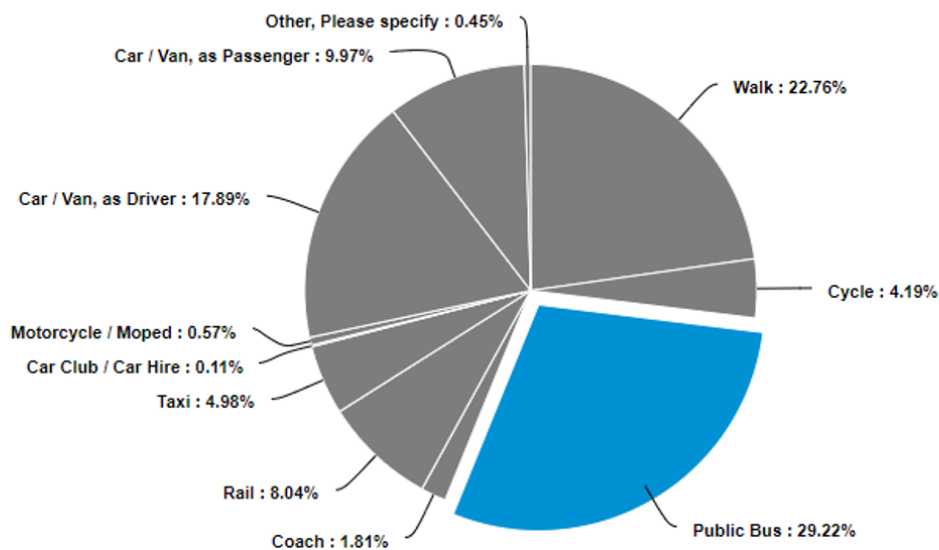


## 2.25 Public Consultation, passenger priorities and the need for further improvement

In 2021, as part of the BSIP, NELC ran a public survey about bus usage in the area. A similar survey has been completed again in 2023 and it is envisaged the survey will be run on an annual basis throughout the BSIP programme along the work of Transport Focus in North East Lincolnshire. The August 2023 survey received a total of 370 responses, with 296 of those completing the full survey (80% completion rate). The aim was to explore views of users and – crucially – non-users. North East Lincolnshire respondents told us they wanted to see:

- Lower Cost Capped Fares.
- More bus routes.
- More frequent bus services.
- More weekend buses.
- More evening buses.
- Better waiting facilities e.g. improved lighting and shelters.
- Improved reliability.
- More modern buses with Wi-Fi and stop announcements.
- Quicker journey times.
- Better, clearer, and more reliable information
- Information that is easier to access.

The 2023 BSIP survey asked participants to confirm the different forms of transport which they used;



For England, the National Travel Survey (2022) indicates that across public transport, trips increased by 17%, compared to 2020, but still remains 10% lower than the average trips in 2019.

The 2023 BSIP survey recorded that shopping was the most popular reason for travelling by bus:

ANSWER	PERCENT
Shopping for groceries / essentials	16.13%
Shopping for other items	14.57%
For health or medical appointments	14.46%
For leisure (e.g. Cinema, entertainment, sports, eating out, etc.)	14.26%
To visit friends or family	13.84%
For other appointments / personal business	7.49%
To / from paid or voluntary work (e.g. Commuting journey)	6.87%
I don't travel by local bus	5.62%
Travel during course of employment / business (e.g. Meetings)	4.47%
To / from education (including taking children to school)	1.66%
Other	0.62%

Other key findings from the survey included;

- 18% of survey respondents listed public bus as their chosen mode of transport, which is down 3% compared to the results from the 2021 survey data (pre-COVID pandemic).
- Of that 18%, 22% use the bus 4 to 7 days per week, with another 22% using the bus 2 to 3 days per week.
- The key trip motivators of the survey participants were 'shopping for groceries / essentials' and 'shopping for other items' with a combined share of 31%.
- The second most popular reason for travelling was for health and/or medical appointments (14%).
- Travel to voluntary or paid work was relatively low as a trip motivator, at just 7%.



- 53% of respondents expect their bus use to remain ‘about the same’ despite the planned BSIP measures, with 30% expecting to use the bus more.
- When asked what they would like to see through the BSIP to help people use the bus more often, the initiatives selected most often from those suggested in the survey were ‘Better waiting facilities e.g. improved lighting and shelters’ (61%), followed by ‘improved reliability’ (59%)
- Participants also expressed their desire for ‘More buses (increased frequency)’, alongside ‘More weekend buses’ and ‘More bus routes’ (57%, 56% and 55% respectively).
- Respondents were also asked an open question regarding desirable local bus destinations; the top 5 locations were:
  - Weelsby Road / Weelsby Woods / People’s Park
  - Brigg
  - Tesco Hewitts Circus
  - Scartho Top
  - Scunthorpe

The independent Transport Focus survey also reported that 85% of respondents were satisfied overall with their bus service in North East Lincolnshire (2023, at the time of writing this document), highlighting that there is a positive base on which to build. Customer service obviously encompasses a wide range of experiences, but from the Transport Focus survey it was noted that 87% of respondents were satisfied with the greeting and attitude of the driver. In Transport Focus surveys over many years, our bus services generally score within the upper half across all authorities for passenger satisfaction, with particularly high rankings for Value for Money. These findings ensured that the measures in section 4 are still relevant and of priority to the bus user and lapsed bus user.

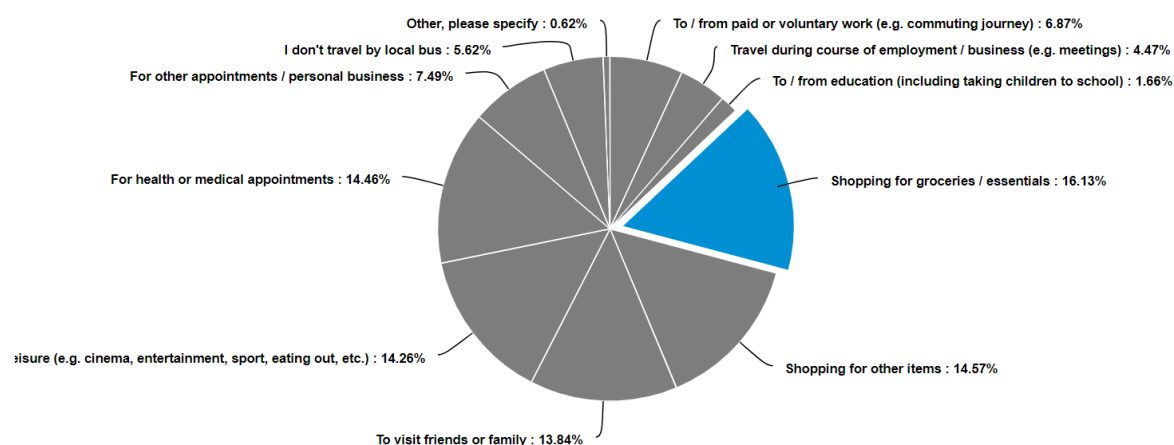
It is important to note the passenger priorities which were identified in the 2023 survey are very similar to the priorities which were identified in the 2021 survey. The bus passenger priorities identified will help to shape the 2025 plan and beyond. The BSIP is focused clearly on what residents said they wanted, as well as how bringing the Bus Back Better will underpin NELC’s strategies for economic regeneration, building Better High Streets, and rejuvenating its seaside resort. The streamlined key performance indicators are informed by that focus. Further detailed information relating to the 2023 consultation is contained in Appendix 3.

### **Future Bus Use**

As part of the 2023 bus passenger survey, the Council asked whether the planned BSIP improvements would increase the use of local bus services. The survey demonstrated the following positive feedback:

- 83% of people who completed the 2023 bus passenger survey advised they expect the use of local bus services to either increase or remain the same.
- 17% expect of people who completed the 2023 bus passenger survey advised they expect to use local bus services less.

## A summary of participant journey purpose from 2023 NELC BSIP Survey



### 2.26 Other key factors that affect the use of local bus services in North East Lincolnshire

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

- Economic regeneration - including access to a wider range of employment and training opportunities.
- Non car owners - Building back Better High Streets ensuring that the high street is accessible for all with or without a car.
- The rejuvenation of English seaside resorts - providing access to and around tourist attractions

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

#### Parking

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

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

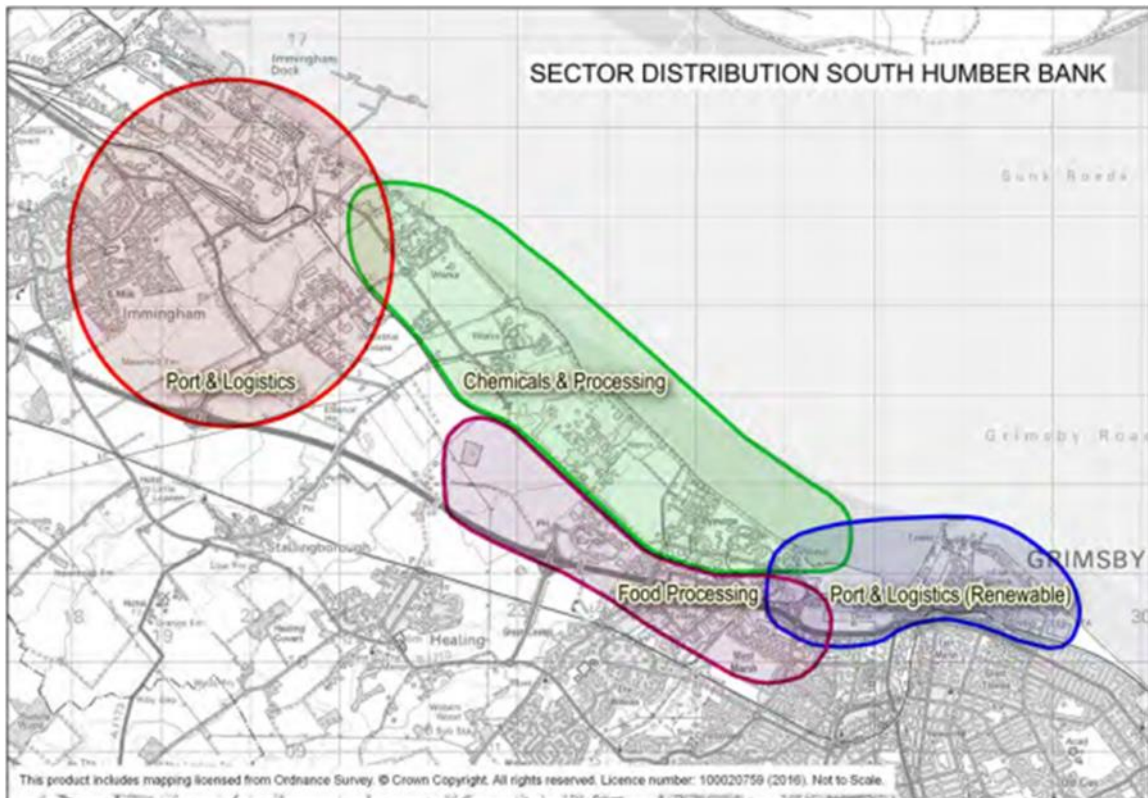
## **Future Housing, Employment and Regeneration**

### **Employment**

NELC is focused on creating opportunity for people, opportunities to seek employment, to have a home, and to be part of a strong community. Transport has an important role to play in facilitating sustainable development, but also contributes to wider aspects of sustainability, including health and environmental quality. Whilst behaviours, working patterns and lifestyle choices are changing transport choices, it is clear that new development will generate additional transport movements. For the long-term health of the local economy growth has to be sustainable. Regeneration aspirations will rely on effective transport links to enable employees and visitors to access new homes and workplaces.

The North East Lincolnshire Local Plan (Local Plan) identifies key locations for growth in employment, and through the BSIP, and EP will develop opportunities for local bus services to support this economic growth. The key locations for employment opportunities are as follows:

- Kiln Lane Industrial Estate
- Europarc & Great Grimsby Business Park
- Grimsby & Immingham Docks



## Housing

Many of the strategic housing sites identified in the Local Plan represent major extensions to the urban area. The sites will make a significant contribution to meeting the area's need for housing and are considered critical to the housing supply. Notably, the boroughs two major housing developments are Scartho Top and Grimsby West, with both developments providing an opportunity for local bus services to support accessibility and connectivity.

Scartho Top is a development of houses in the South Grimsby area of North East Lincolnshire. Construction started in the mid 1990's with the aim to eventually build 2,100 houses in an area of 169 acres (0.68k2), with a population of 7,000. There are plans to have a separate community with village shops, a school and possibly a public house in the next few years. To date, Scartho Top has 1,300 homes constructed.

Grimsby West is a strategic development site allocated in North East Lincolnshire Council's Local Plan. It is proposed to become a new community with around 3,500 homes, built by private housing developers, set around a new country park. Residents will have access to a new primary / secondary school and local centres and other areas of extensive open space. A new section of strategic highway will also link the A46 near Morrisons roundabout and the A1136 junction on the A180. The area dedicated to the Grimsby West site is located to the west of the existing urban edge of Grimsby, adjacent to the residential communities of Wybers Wood and Laceby Acres.



### Grimsby Town Centre Regeneration

The Grimsby Town Centre Masterplan (Framework) provides a long-term vision for Grimsby Town Centre. The Masterplan sets out the eight key principles for Grimsby:

- 1. Introduce more diverse uses into the town centre** – The masterplan encourages a greater mix of land uses in and around the town centre. This includes the introduction of new, flexible commercial space for future businesses, creation of new public spaces and opportunities for events and community activities, introduction of new residential uses, flexible space that accommodates educational, skills and training use, and a stronger mix of leisure uses that serve the needs of existing and future residents, and visitors to the town.
- 2. Reconnect the town centre with the waterfront** – The town centre includes major areas of water space and docks, but these are difficult to access and not always viable to visitors in the town centre. The water is a huge natural asset and improving access to it and making more of the water as a space for leisure, recreation and new uses will help bring new life into the town centre. The masterplan places significant emphasis on the integration of the new waterfront with the town centre.
- 3. Celebrate and enhance our heritage assets** – The masterplan seeks to breathe new life into Community ownership and support for Grimsby's unique heritage assets. The heritage of Grimsby can be found across the town in iconic buildings, such as the Minster, the Victoria



Mill Silo building, and Corporation Bridge. Just some of these buildings are accessible or used, and the masterplan seeks to better integrate these assets into the town centre, making them more connected and visible.

4. **Promote and support community ownership and participation** – A range of community engagement activities have been undertaken to shape the masterplan, influencing projects and priorities. Support for community-led initiatives and events, including cultural events and business initiatives will help introduce more diversity into the town centre.
5. **Improve permeability of the town centre** – The masterplan aims to improve movement and connectivity into and around the town centre, helping to create a more permeable town centre that is easier to access and move around. Having a more permeable town centre will also support more active travel, contributing to the health and wellbeing of the town. Specific priorities for improving connectivity include:
  - Improving the connections between Riverhead Square and Alexandra Dock, building on work already underway at Frederick Ward Way.
  - Creating new connections between St James Square and the River Freshney, including better links through the Freshney Place shopping centre.
  - Enhancing east-west connectivity between Freeman Street and Victoria Street/Alexandra Dock, including crossing the railway.
  - Opportunities for creating new north-south connectivity between Freeman Street, Alexandra Dock, and the heritage assets in the Kasbah area.
6. **Identify development opportunities** – The masterplan identifies strategic sites in the town centre for future redevelopment. This includes a combination of vacant sites and those sites that will become available for redevelopment throughout the life of the masterplan. In many cases, redevelopment of these sites will require support and investment, whether in terms of new infrastructure, access improvements or support with viability. Some of the sites are in Council ownership and others are not, requiring partnership working between the public and private sector. The redevelopment of these sites is a major component of the masterplan, creating opportunities for introducing new land uses and activities in the town centre which will have a wider catalytic effect on the regeneration of the town centre.
7. **Prioritise health and wellbeing** – The masterplan prioritises healthy lifestyles with an emphasis on walking, cycling and sustainable movement patterns through the town centre and across Grimsby. Improving access to the waterfront and opening up areas of new open space for leisure and recreational activities will also support this. Proposals in the masterplan focus on creating a more accessible, safer, and attractive town centre, which help improve quality of life and enhance the experience of people living, working, and spending time in the town centre. Enhancements in lighting, wayfinding and security measures will ensure the town centre feels safe and welcoming to all, throughout the day and into the evening.



8. **Enhance opportunities for employment, skills, and enterprise** – Ensuring existing and future residents of Grimsby are equipped with the skills needed to take advantage of these new opportunities is a priority for the masterplan. This means continued investment in skills and training - including digital skills - working closely with investors in the town centre, businesses and existing skills and training providers, and anchor institutions such as the Grimsby Institute.

A major regeneration project is currently underway in Grimsby Town Centre, which presents a real opportunity for local bus services. Horizon Youth Zone is a youth charity that sets to provide thousands of young people with the opportunity to discover their passion and their purpose. Horizon are leading on the delivery of a new Youth Zone, located in the heart of Grimsby, providing a safe and inspiring place for young people aged 8-19, and up to 25 for those with additional needs, to enjoy leisure time. To support the opening of this facility, which is scheduled for July 2025, the Enhanced Partnership will seek to provide a discounted, promotional ticket for those accessing the new Youth Zone, and work alongside OnSide, who are working to boost young people's confidence and independence with public transport.



### **Cleethorpes Regeneration**

Cleethorpes has a wealth of assets that can enable it to be at the forefront of this renaissance of the British coastal resort. Cleethorpes is blessed by natural assets, a history of impactful human investment and a progressive community. The Cleethorpes masterplan divides the waterfront into three distinct areas, each with distinguishing characteristics that provide leisure and business opportunities for a wide breadth of society.

Central to the three seafront character areas is Central Promenade, offering a reasonably well-preserved Victorian seaside experience - a long promenade, beach, pier, associated seafront cafés, shops and arcades, and the Pier Gardens public park. Proposals are to enhance Central Promenade's Victorian character with public realm improvements; seating, lighting, wayfinding, and public art, increasing opportunities to relax, play, and socialise along the seafront. The Vision and Masterplan proposes for Pier Gardens to receive a mini masterplan

of its own to create a series of ‘rooms’ that provide opportunity for events, play, exercise, relaxation, and wellbeing.

The 2022 Cleethorpes Masterplan provides an ambitious proposal for the North Promenade:



- 1. Review of carriageway, parking, and public realm** – To regenerate North Promenade and transform the zone into an attractive destination we need to create a “sense of place” that responds to the local environment and the proposed activities. The Council proposing to realign the car parking and allow vehicle access for disability access, deliveries, maintenance, short stay, and emergencies only. The current external space should be flush and repaved with a coordinated palette of high-quality materials. Changes in texture and colour should identify zones for transition or for resting and spill out areas. A new suite of street furniture should be installed to reinforce the new character and complement the recently added multi-use furniture.
- 2. Skate Park** – The North Promenade needs an animation focal point, one that will attract users throughout the year. Based on the engagement feedback the council have proposed a skate park and sports hub. Its location should be within the centre of the promenade to ensure that it is visible from Central Promenade in order to attract spectators and increase footfall for all the neighbouring units. It is essential that the skate park is surrounding by complementary use active frontages
- 3. Community and cultural multi-use centre/ venue** – A new beach front community and cultural multi use centre/ venue would have a positive effect on placemaking, providing diverse opportunities for community uses and commercial hire. Its proposed location, adjacent to the skate park, and with direct access to the sand, will provide an exciting place to visit and attract new users.
- 4. Bar and café** – New contemporary bars and cafés adjacent to the Community and Cultural hub, promenade and skate park will create a focus of activity and provide the intervention that addresses the lack of evening economy in this area. The use and position of this facility is critical for providing natural surveillance of the skate park and promenade while creating an active frontage to bring year-round life to the promenade.

5. **Overnight beach huts** – Informal, sea front, contemporary overnight accommodation will further contribute to attracting new visitors to North Promenade. Cleethorpes needs to diversify and increase the amount of tourist accommodation to ensure it caters for a wider range of visitors. This intervention proposes a range of 1 and 2 storey beach huts set in new gardens and offers direct access to the beach. This project would require the potential development on non-council land and discussions with the land owner would be needed.
6. **Events space** – Located at the end of North Promenade a new events site will provide a flexible space for a variety of pop-up attractions. The Masterplan proposes to establish the infrastructure for the space only; new surfacing, boundary treatment, signage, and electrical points.
7. **Tiered sea wall** – Access to the beach is currently limited; steps and ramps provide the occasional access point, but the majority of the promenade is bordered by a cast iron railing. Any future Environment Agency sea defence works should be encouraged and seen as an opportunity to remove the full length of the barrier and create an open set of steps leading down to the beach level. In addition to allowing continuous free access the steps will also provide a place to sit and gather.

## 2.27 Main areas of opportunity and conclusions

It is recognised that Bus Back Better sets a high bar for improving bus services, and NELC's ambitious BSIP will tackle each of the National Bus Strategy's aspirations in ways that reflect the needs of the area's residents as expressed in our survey – the buses they want in North East Lincolnshire should be more frequent, faster, and more reliable, cheaper, easier to use and understand, and more comprehensive than ever before. Analysis in this Plan has already flagged that the great majority of journey attractors are well served across the main part of the weekdays and Saturdays, but recognised that the principal 'evening and Sunday economy' (retail / leisure / evening classes etc.) is served at best very sparsely (hourly services), and that services could be better for commuting to some key employment and training centres, depressing the job prospects of non-car-owners (31% of households in NEL do not have access to a car or van, as compared with 15-21% in the three neighbouring local authority areas).

At the time of developing this BSIP (February 2024), bus patronage is around 88% of the pre-Covid-19 level. The principal operator (Stagecoach) is aiming to recover patronage and restore fundamental commercial viability across the core network, to avoid reductions in commercial mileage and as a foundation for a strong future.

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

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

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

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

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

## Section 3: BSIP improvement programme to 2025

### 3.1 Progress since publication of 2021 BSIP

Since the 2021 BSIP, NELC has made positive progress on the delivery of BSIP measures. In 2023, the Council, through the EP, provided BSIP revenue funding to Stagecoach to support the enhancements made on the 7 May 2023 to the 3/4, 5, 6, 7, 8, 9/10 and 12 services, including further enhancements to some of these services on the 3 September 2023. In addition, four new CCTV cameras have been installed within the Riverhead to improve bus passengers and drivers' safety at stands A – L and two new Parking Enforcement Officers have been appointed to target illegally parked vehicles that impact local buses on route or at bus stops. Stagecoach have reduced the cost of the young person's weekly MegaRider ticket from £12.80 to £10 and in early 2024 reinstated the Holiday Rider during the school holidays at £1.50 a day to enable cheaper travel for under 19s all year round. Using BSIP+ funding, a Leisure & Shopper ticket was introduced at £1 Monday – Friday after 6pm and all day on weekends, which has seen a 31% increase in patronage during this time. The Council updated 10 RTI displays within the Riverhead to new TFT screens, with 22 more locations plan for early

2024. Equipment has been installed at 16 junctions within the borough to enable Traffic Signal Priority for local buses, with the technology going live early 2024.

### 3.2 2023/2024 and 2024/2025 BSIP Delivery Programme

The following sections provide the BSIP delivery programme for bus improvements (both capital and revenue funding) until the end of the 2024/2025 financial year.

<b>Title of Scheme</b>	
Bus Priority Measures (BSIP Phase 1 - of Capital Funding)	
<b>Scheme Details</b>	
Following the completion of the Bus Priority Study, options have been presented to the Portfolio Holder for Environment and Transport. The options are now being presented to DfT for approval and it is likely the BSIP Phase 1 Capital Funding will need carrying into the financial year 2024/2025.	
<b>Scheme links with original NELC BSIP &amp; National Bus Strategy Objectives</b>	
This scheme aims to deliver a reliable, effective and a faster local bus network in North East Lincolnshire.	
<b>Delivery Timescale</b>	
2024/2025	
<b>Responsible Delivery Partner</b>	
NELC	
<b>Funding – Source + Allocations by Year (£)</b>	<b>2024/2025</b>
BSIP Phase 1 - Capital Funding	£909,662
<b>Outputs</b>	
These will improve bus service punctuality, and may bring modest reductions in schedulable journey times, in response to aspirations of existing and potential users.	

<b>Title of Scheme</b>		
Acceleration of Traffic Signal Priority Programme		
<b>Scheme Details</b>		
Traffic Signal priority allows local buses when they are running 3 minutes late to request priority at a junction. Since November 2020 NELC has been implementing a programme of traffic signal priority at junctions along key bus corridors. The BSIP Phase 1 funding has allowed NELC to accelerate the delivery of this project and in 2023/2024 a further 18 traffic signal priority junctions will be completed by the end of the 2023/2024 financial year. Independent analysis by Systra through the Bus Priority Study identified that if bus traffic signal priority is requested at one junction (e.g. junctions running bus traffic signal priority technology) then by the next junction the bus, on average, ran 47 seconds earlier / closer to the schedule. It should be noted the Traffic Signal Priority system is linked to the Real Time Bus Information. Without the Real Time Bus Information System, the Traffic Signal Priority system cannot function.		
<b>Scheme links with original NELC BSIP &amp; National Bus Strategy</b>		
This scheme aims to deliver a reliable, effective, and faster public transport network.		
<b>Delivery Timescale</b>		
2023/2024 – Delivery Complete & further scheme delivery in 2024/2025		
<b>Responsible Delivery Partner</b>		
NELC		
<b>Funding – Source + Allocations by Year (£)</b>	<b>2023/2024</b>	<b>2024/2025</b>
BSIP Phase 1 - Capital Funding	£145,675	£125,675



<b>Outputs</b>
These will improve bus service punctuality, and may bring reductions in schedulable journey times, in response to aspirations of existing and potential users. The NELC Bus Priority Study (November 2022) demonstrates that if bus traffic signal priority is requested at one junction (e.g. junctions running bus traffic signal priority technology) then by the next junction the bus, on average, ran 47 seconds earlier / closer to the schedule.

<b>Title of Scheme</b>		
Enhanced Partnership Delivery officer		
<b>Scheme Details</b>		
Taking forward our ambitions required a step-change in activity to support buses within the Council, and on behalf of our partners. BSIP Phase 1 funding has provided an EP Delivery Officer. The EP Delivery Officer has Project Managed the delivery of BSIP projects in North East Lincolnshire.		
<b>Scheme links with original NELC BSIP &amp; National Bus Strategy</b>		
This scheme aims to ensure all the required reporting, monitoring and evaluation is completed as required. This scheme also aims to ensure the BSIP is well managed and sufficiently resourced.		
<b>Delivery Timescale</b>		
2023/2024 delivery complete and further scheme delivery in 2024/2025		
<b>Responsible Delivery Partner</b>		
NELC		
<b>Funding – Source + Allocations by Year (£)</b>	<b>2023/2024</b>	<b>2024/2025</b>
BSIP Phase 1 Revenue Funding	£38,379	£38,379
<b>Outputs</b>		
NELC has appointed one member of additional staff as an EP Delivery Officer – specifically focused on managing the BSIP and EP, gathering evidence, working on local transport strategy and the monitoring and evaluation of the BSIP and EP.		

<b>Title of Scheme</b>		
Fare Capping by day / week		
<b>Scheme Details</b>		
<p>As in many areas of the country, day / weekly etc tickets are available which allow unlimited travel within their defined areas and validity periods; however, a user who buys one journey at a time may incur a greater cost than this. A fare cap would limit how much a person will pay for all journeys in one day, i.e. the passenger could make journeys such that, once the 'day ticket' total is reached, no further charge would be made that day (and possibly similarly for weekly etc. travel). This will be achieved by installing the necessary technology on bus and revising the fares structures with the aim of improving value for money for bus passengers.</p> <p>Following the provisional award of BSIP Phase 1 funding, NELC were required to develop a fare capping business case which has been approved by the DfT. The business case clearly sets out that Fare capping is our preferred approach in the future to ticketing.</p> <p>Stagecoach have delivered a significant amount of work to progress this workstream but unfortunately the fare capping project will not be ready for delivery and mobilisation on local bus services until the financial year 2024/2025. Once the project is delivered, local bus passengers will be able to buy tickets for the whole area or their local area and allowing bus passengers to use debit cards to tap on and tap off. It is envisaged the project will allow Stagecoach to explore the different factors that influence caps, and therefore revenue,</p>		



such as times of the day (peak and off-peak), and different demographic groups. Buses fitted with the BSIP funded fare capping technology are to remain in operation in North East Lincolnshire, or in the event of fleet cascades, the technology is to remain in the area.		
<b>Scheme links with original NELC BSIP &amp; National Bus Strategy</b>		
This scheme aims to deliver simpler, cheaper, and easier to use ticketing and payment options. The scheme also aims to deliver a fair price promise for bus passengers.		
<b>Delivery Timescale</b>		
2024/2025		
<b>Responsible Delivery Partner</b>		
Stagecoach		
<b>Funding – Source + Allocations by Year (£)</b>	<b>2023/2024</b>	<b>2024/2025</b>
BSIP Phase 1 - Capital Funding & Revenue Funding	£0.00	£105,000 Capital Funding and £50,000 Revenue Funding
<b>Outputs</b>		
This scheme will aim to increase the use of local bus services by making it easier, cheaper, and more attractive to travel on local bus services. The scheme will deliver revised fares and new technology on local bus services.		

<b>Title of Scheme</b>			
Bus Service Enhancements			
<b>Scheme Details</b>			
On 7 May 2023, Stagecoach, with support from the BSIP, enhanced a number of bus services, with further alterations made in September 2023. The services detailed in section 2 have been amended and will continue to be supported through the BSIP until at least March 2026.			
<b>Scheme links with original NELC BSIP &amp; National Bus Strategy</b>			
This scheme aims to deliver more frequent bus services and deliver effective and reliable local bus services in North East Lincolnshire.			
<b>Delivery Timescale</b>			
2023/2024 delivery on track with further scheme delivery in 2024/2025 & 2025/2026			
<b>Responsible Delivery Partner</b>			
Stagecoach			
<b>Funding – Source + Allocations by Year (£)</b>	<b>2023/2024</b>	<b>2024/2025</b>	<b>2025/2026*</b>
BSIP Phase 1 – Revenue Funding	£288,000	£288,000	£288,000
<b>Outputs</b>			
By maintaining a high-quality local bus network it is envisaged this will help the EP to achieve ambitious targets for bus passenger numbers. *Approval has been given by the DfT to carry revenue funding into 2025/2026 providing the funding is spent on supporting local bus services.			

<b>Title of Scheme</b>	
Acquisition & deployment of mobile CCTV units	
<b>Scheme Details</b>	
Installation of new CCTV cameras within the Riverhead has been completed, which ensures all 11 bus stops (A to L) are covered and monitored by the Council's Security Team.	
<b>Scheme links with original NELC BSIP &amp; National Bus Strategy</b>	

This scheme aims to deliver a safe and inclusive mode of transport.		
<b>Delivery Timescale</b>		
2023/2024 delivery complete with further scheme delivery planned for 2024/2025		
<b>Responsible Delivery Partner</b>		
NELC		
<b>Funding – Source + Allocations by Year (£)</b>	<b>2023/2024</b>	<b>2024/2025</b>
BSIP Phase 1 – Capital and Revenue Funding	£45,000 Capital Funding and £8,400 Revenue Funding	£4,200
<b>Outputs</b>		
The introduction of mobile CCTV units will enable Humberside Police and NELC's Neighbourhood Services Team to use the footage to tackle antisocial behaviour.		

<b>Title of Scheme</b>		
Discounted Fares for Young People		
<b>Scheme Details</b>		
<p>From the 3 September 2023, with support from the BSIP, Stagecoach reduced the price of the student MegaRider ticket from £12.80 to £10 per week for under 19s. To date Stagecoach have reported the Student MegaRider ticket sales growth of 36.6%.</p> <p>This workstream has also delivered the Holiday Rider ticket for young people in North East Lincolnshire which discounted a day rider ticket from £2.70 to £1.50 per day. The aim of this fare reduction is to encourage bus use during half term holidays and use the funding in a slightly different way while still meeting the original project aims and objectives.</p>		
<b>Scheme links with original NELC BSIP &amp; National Bus Strategy</b>		
This scheme aims to deliver simpler, cheaper, and easier to use ticketing and payment options. The scheme also aims to deliver a fair price promise for bus passengers.		
<b>Delivery Timescale</b>		
2023/2024 delivery complete with further scheme delivery in 2024/2025		
<b>Responsible Delivery Partner</b>		
Stagecoach		
<b>Funding – Source + Allocations by Year (£)</b>	<b>2023/2024</b>	<b>2024/2025</b>
BSIP Phase 1 - Revenue Funding	£94,970	£130,947
<b>Outputs</b>		
This scheme will encourage more young people to use public transport by challenging their existing and future travel patterns with the long-term aim of increasing bus passenger numbers.		

<b>Title of Scheme</b>		
Real Time Bus Information		
<b>Scheme Details</b>		
Delivery of new RTI displays. By the end of the 2023/2024 financial year the Council have delivered 32 TFT RTI Screens in North East Lincolnshire. The TFT screens provide clearer information, allow the Council to provide the public with specific advertising campaigns i.e. promote the £1 Leisure ticket and they also provide more robust 4G communications with the aim of providing accurate journey predictions for bus passengers.		
<b>Scheme links with original NELC BSIP &amp; National Bus Strategy</b>		

This scheme aims to deliver easier to understand local bus services, contribute to easy and safe door to door journeys and assist in the delivery of an excellent customer experience.		
<b>Delivery Timescale</b>		
2023/2024 delivery complete.		
<b>Responsible Delivery Partner</b>		
NELC		
<b>Funding – Source + Allocations by Year (£)</b>	<b>2023/2024</b>	<b>2024/2025</b>
BSIP Phase 1 - Capital Funding	£200,000	£0.00
LTP Capital Programme	£61,163	£80,000
<b>Outputs</b>		
Improved information is a specifically targeted BSIP outcome.		

<b>Title of Scheme</b>		
Enhanced parking enforcement		
<b>Scheme Details</b>		
NELC will provide up to two (FTE) Enforcement Officer resources (two new enforcement officers are now in post), to cover 07:30am to 8:30pm Monday to Friday, and 08:00am to 4:30pm on Saturday & Sunday, deployed on the principal bus route network, to reduce obstructions & impediments.		
<b>Scheme links with original NELC BSIP &amp; National Bus Strategy</b>		
This scheme aims to deliver a reliable, innovative, effective, and faster public transport network.		
<b>Delivery Timescale</b>		
2023/2024 delivery complete with further scheme delivery in 2024/2025		
<b>Responsible Delivery Partner</b>		
NELC		
<b>Funding – Source + Allocations by Year (£)</b>	<b>2023/2024</b>	<b>2024/2025</b>
BSIP Phase 1 - Revenue Funding	£49,400	£49,400
<b>Outputs</b>		
This activity will thereby contribute to consistent and reliable journey times throughout the day - aspirations of existing and potential users.		

<b>Title of Scheme</b>		
Monitoring and Evaluation		
<b>Scheme Details</b>		
All operators of qualifying bus services have undertaken bespoke, enhanced regular passenger surveys, in co-ordination with NELC, in order to supplement existing survey data from Transport Focus – including origin / destination surveys, performance benchmarking, etc., at intervals, for better gathering of travel data, as well as passenger satisfaction.		
<b>Scheme links with original NELC BSIP &amp; National Bus Strategy</b>		
This scheme aims to ensure all the required reporting, monitoring and evaluation is completed as required. This scheme also aims to ensure the BSIP is well managed and sufficiently resourced.		
<b>Delivery Timescale</b>		
2023/2024 delivery complete with further scheme delivery in 2024/2025		
<b>Responsible Delivery Partner</b>		
NELC & Transport Focus		
<b>Funding – Source + Allocations by Year (£)</b>	<b>2023/2024</b>	<b>2024/2025</b>

BSIP Phase 1 - Revenue Funding	£9,000	£9,000
<b>Outputs</b>		
All the required reporting, monitoring and evaluation is completed as required. This scheme also aims to ensure the BSIP is well managed.		

<b>Title of Scheme</b>
High Quality Grimsby Bus Interchange
<b>Scheme Details</b>
<p>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.</p> <p>NELC will aim to develop and promote such a hub in Grimsby, principally by replacing the on-street bus interchange which is a sub-optimally dispersed collection of stops across a cluster of nearby general-traffic streets – by a new, bespoke, bus station immediately adjoining the retail centre, with most services calling next to the railway station enroute. During 2024/ 2025 NELC will commence the demolition of the existing Garden Street site, this will create the basis for the interchange and the facility is expected to be operational by the end of 2024/2025.</p> <p>NELC are currently consulting other government departments, Homes England as an example, to explore opportunities for additional funding to support the wider regeneration of the town centre including the interchange. Following the government’s announcement on the 26 February 2024 of the Local Transport Fund (LTF), of which NELC has been allocated £119,726,000 over 7 years, NELC is seeking the opportunity through this funding to enhance the facility with multimodal information, real-time data, ticket purchase facilities, toilets, lighting, full accessibility, CCTV, seating and covered waiting facilities, simple and understandable onward signage.</p> <p>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 North East Lincolnshire, 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.</p> <p>The proposed new bus station would address the above issues, such as public safety concerns and antisocial behaviour issues, including providing quicker and easier access in and out of the town centre with fewer delays caused by the current layout. In addition, the bus station would provide other benefits associated with the much-improved customer environment described above, which will help to improve customer satisfaction and grow passenger numbers. It is anticipated that the new bus station will aid in making public transport an attractive alternative to the car and enable public transport access to all users.</p>
<b>Scheme links with original NELC BSIP &amp; National Bus Strategy</b>
This scheme aims to deliver faster, more reliable comprehensive, easier to use, integrated, accessible and a safer local bus network.
<b>Delivery Timescale</b>
2024/2025 & 2025/2026

<b>Responsible Delivery Partner</b>		
NELC		
<b>Funding – Source + Allocations by Year (£)</b>	<b>2023/2024</b>	<b>2024/2025</b>
BSIP Phase 1 - Capital Funding	£0.00	£1,705,499
<b>Outputs</b>		
‘Improved information’ and ‘Enhancements to bus stops and other key facilities’ are specifically targeted outputs, while many of the 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 have a positive impact on patronage numbers.		

<b>Title of Scheme</b>		
£1 Leisure and Shopper Ticket		
<b>Scheme Details</b>		
BSIP+ funding has enabled the delivery of a £1 Leisure & Shopper ticket on all Stagecoach bus services in North East Lincolnshire. This ticket provides £1 bus travel Monday to Friday after 6pm and all day on weekends. Between the 14 November 2023 and the 14 December 2023, Stagecoach reported a 31% growth in passenger journeys.		
<b>Scheme links with original NELC BSIP &amp; National Bus Strategy</b>		
This scheme aims to deliver simpler, cheaper, and easier to use ticketing and payment options.		
<b>Delivery Timescale</b>		
2023/2024 delivery complete with further scheme delivery in 2024/2025		
<b>Responsible Delivery Partner</b>		
Stagecoach		
<b>Funding – Source + Allocations by Year (£)</b>	<b>2023/2024</b>	<b>2024/2025</b>
BSIP+/BSIP Phase 2 - Revenue Funding	£280,128	£280,128
<b>Outputs</b>		
By facilitating increased participation in the local economy by affected groups, this contributes to ‘Full integration into wider Council initiatives.		

<b>Title of Scheme</b>		
LTA Contribution towards BSIP Measures – 2023/2024 Local Transport Plan Capital Programme		
<b>Scheme Details</b>		
As part of the 2023/2024 LTP Capital Programme NELC has approved a £61,163 Capital Contribution towards the BSIP for RTI. The Local Transport Capital Contribution of £80,000 for RTI is also provisionally included in the 2024/2025 LTP Capital Programme.		
<b>Scheme links with original NELC BSIP &amp; National Bus Strategy</b>		
This scheme aims to deliver easier to understand local bus services, contribute to easy and safe door to door journeys and assist in the delivery of an excellent customer experience.		
<b>Delivery Timescale</b>		
2023/2024 delivery complete		
<b>Responsible Delivery Partner</b>		
NELC		
<b>Funding – Source + Allocations by Year (£)</b>	<b>2023/2024</b>	<b>2024/2025</b>
Local Transport Plan Capital Contribution	£125,000	£80,000

<b>Outputs</b>
Improved information is a specifically targeted BSIP outcome

<b>Title of Scheme</b>
LTA Contribution towards BSIP Measures – 2023/2024 Maintenance of Bus Stops and Bus Shelters
<b>Scheme Details</b>
NELC and Equans maintain the local network of bus stops and bus shelters in North East Lincolnshire. There are approximately 824 bus stops and 187 bus shelters with an annual budget of £20,000 to maintain these key elements of the local bus network.
<b>Scheme links with original NELC BSIP &amp; National Bus Strategy</b>
This scheme aims to deliver an accessible and inclusive network by design and facilitating local bus journeys.
<b>Delivery Timescale</b>
2023/2024 delivery complete with further delivery in 2024/2025
<b>Responsible Delivery Partner</b>
NELC/ Equans
<b>Funding – Source + Allocations by Year (£)</b>
NELC/ Equans maintenance budget
<b>2023/2024</b>
<b>2024/2025</b>
£20,000
£20,000
<b>Outputs</b>
Enhancements to bus stops and other key facilities are specifically targeted outcomes, while many of the improvements to the passenger experience are amongst the aspirations of existing and potential users.

<b>Title of Scheme</b>
LTA Contribution towards BSIP Measures – NELC/ Equans – Naptan Data Management
<b>Scheme Details</b>
NELC maintains the NAPTAN bus stop records for North East Lincolnshire. The service is subcontracted to Nottingham County Council who manage and maintain this key element of the digital bus network. The NAPTAN records help to deliver other key services such as the DfT Bus Open Data Service, local bus operator electronic service registrations and local bus operator timetables/ app services. NELC and Stagecoach work closely in partnership to ensure the NAPTAN bus stop records are accurate. The NAPTAN records also deliver the Stagecoach on bus destination announcements system and both partners are working to make improvements to the naming of bus stops in order to ensure consistency amongst all of the systems which use NAPTAN records.
<b>Scheme links with original NELC BSIP &amp; National Bus Strategy</b>
This scheme aims to deliver easier to understand local bus information.
<b>Delivery Timescale</b>
2023/2024 delivery complete with further delivery in 2024/2025
<b>Responsible Delivery Partner</b>
NELC/ Equans
<b>Funding – Source + Allocations by Year (£)</b>
NELC/ Equans maintenance budget
<b>2023/2024</b>
<b>2024/2025</b>
£6,000
£8,000
<b>Outputs</b>
Improved information is a specifically targeted BSIP outcome.

<b>Title of Scheme</b>
Promotion of Concessionary Bus Travel



<b>Scheme Details</b>		
NELC will collaborate 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. A campaign will be delivered to promote Concessionary Travel. The campaign aims to rebuild people's trust to travel on buses again, promote concessionary fares and passes to a target audience and raise awareness of the current local bus services in North East Lincolnshire.		
<b>Scheme links with original NELC BSIP &amp; National Bus Strategy</b>		
This scheme aims to increase the use of Concessionary Bus Travel in North East Lincolnshire.		
<b>Delivery Timescale</b>		
2024/2025 & 2024/2025		
<b>Responsible Delivery Partner</b>		
NELC		
<b>Funding – Source + Allocations by Year (£)</b>	<b>2023/2024</b>	<b>2024/2025</b>
NELC/ Equans Revenue Budget	£500	£500
<b>Outputs</b>		
By facilitating increased participation in the local economy by affected groups, this contributes to 'Full integration into wider Council initiatives.		

<b>Title of Scheme</b>		
Printed Bus Stop Timetable Information		
<b>Scheme Details</b>		
Following a number of requests for local bus passengers and the bus passenger survey identifying the need for clear bus stop timetable information with scheduled bus times, this scheme will aim to deliver individual bus stop timetable information at 817 bus stops in North East Lincolnshire.		
<b>Scheme links with original NELC BSIP &amp; National Bus Strategy</b>		
This scheme aims to deliver easier to understand local bus services, contribute to easy and safe door to door journeys and assist in the delivery of an excellent customer experience.		
<b>Delivery Timescale</b>		
2023/2024 delivery on track with further delivery in 2024/2025		
<b>Responsible Delivery Partner</b>		
NELC		
<b>Funding – Source + Allocations by Year (£)</b>	<b>2023/2024</b>	<b>2024/2025</b>
BSIP Phase 1 Revenue Funding	£26,901	£0.00
<b>Outputs</b>		
Improved information is a specifically targeted BSIP outcome.		

<b>Title of Scheme</b>		
Bus Driver Recruitment and Retention in North East Lincolnshire		
<b>Scheme Details</b>		
Following the Covid-19 pandemic, there was a national staff shortage issue that was felt across the bus industry, and locally in Stagecoach East Midlands. As a result, Stagecoach took a proactive approach to recruiting drivers, such as:		
<ul style="list-style-type: none"> <li>• 4 weekly recruitment campaigns across numerous channels</li> <li>• Increased training resource, with three additional bus and two instructors</li> <li>• Agreed to increase the pay of staff by 14.2% within 18 months</li> </ul>		

As of September 2022, Stagecoach had over 120 recruits, reducing the staff shortages by two thirds. Stagecoach continues to manage driver recruitment and retention by:

- Regularly reviewing the recruitment process
- Doing wider advertising campaigns, including more targeted selection and multiple media channels.
- Employment terms and conditions are reviewed, including pay rates and greater range of benefits, i.e. discount schemes and support services.
- Greater flexibility and improvements to shift patterns and roster choices, including more part time working.
- Improvements in staff facilities, such as canteens, rest areas, and lockers.
- Greater use of internal communications, with quicker direct channels through staff intranet.
- Staff recognition schemes, e.g. 'Star of the Month'.

In North East Lincolnshire, Stagecoach is currently 27 drivers over establishment, with 8 in training, therefore are well prepared for the future and ongoing delivery of the North East Lincolnshire BSIP.

#### **Scheme links with original NELC BSIP & National Bus Strategy**

The scheme aims to ensure frequent and reliable bus services are provided in North East Lincolnshire.

#### **Delivery Timescale**

2023/2024 & 2024/2025, 2025/2026

#### **Responsible Delivery Partner**

Stagecoach

#### **Funding – Source + Allocations by Year (£)**

	<b>2023/2024</b>	<b>2024/2025</b>
N/A	£0.00	£0.00

#### **Outputs**

The work in this area by local bus operators will ensure frequent and reliable bus services are delivered which in turn will assist in achieving bus passenger number outputs.

#### **Title of Scheme**

Marketing and Promotion of Bus Routes

#### **Scheme Details**

Local bus operators of qualifying bus services 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.

#### **Scheme links with original NELC BSIP & National Bus Strategy**

This scheme aims to deliver easier to understand local bus services, contribute to easy and safe door to door journeys and assist in the delivery of an excellent customer experience.

#### **Delivery Timescale**

2023/2024 delivery complete with further delivery planned for 2024/2025

#### **Responsible Delivery Partner**

Local Bus Operators

#### **Funding – Source + Allocations by Year (£)**

	<b>2023/2024</b>	<b>2024/2025</b>
N/A	BAU*	BAU*

#### **Outputs**

Improved information is a specifically targeted BSIP outcome.

\*Business as usual

<b>Title of Scheme</b>		
Trial Enhancement of Service(s)/ BSIP Phase 3 bus services		
<b>Scheme Details</b>		
Based upon feedback obtained from the 2023 BSIP survey and requests from the public for bus service improvements, the Council reviewed a number of bus service improvements using a bus service prioritisation matrix (appendix 10). Following discussions through the EP board, the EP board intends to deliver the following, in line with appendix 10, and subject to DfT approval:		
<ul style="list-style-type: none"> <li>• Services 3, 4 – enhancement to every 10 minutes Monday to Friday.</li> <li>• Bradley Road Bus Service (peak service).</li> <li>• Pre 09:30am Concessionary Fares.</li> </ul>		
<b>Scheme links with original NELC BSIP &amp; National Bus Strategy</b>		
The above opportunities clearly link with the priorities of the NBS as they Partnership will deliver improvements to weekend services, improve accessibility, and deliver an improvement to evening bus service(s).		
<b>Delivery Timescale</b>		
2024/2025		
<b>Responsible Delivery Partner</b>		
NELC & Stagecoach		
<b>Funding – Source + Allocations by Year (£)</b>	<b>2023/2024</b>	<b>2024/2025</b>
BSIP Phase 1 – Revenue Funding	£0.00	£52,168
BSIP Phase 3 Funding – Revenue		£893,000
LTF / BRG Grant Funding		£59,333
<b>Outputs</b>		
By making local bus services more attractive to use and improving the quality of local bus services we aim to improve travel choices and ultimately increase bus passenger numbers.		

## Section 4: Ambitions and proposals for 2025 and beyond

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

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

- Distribution of funds actually allocated, across / between the Measures proposed, will be informed by the EP board, and be subject to ratification by the Council, as and when such allocations are advised by DfT. That is, EP will prioritise according to BSIP strategy, and will

respond / adjust to any shortfalls through normal programme planning processes, considering 'defer, de-scope, or delete' when matching implementations to funding.

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

#### 4.1 Summary of our future BSIP funding requirements

<b>Delivering our Enhanced Partnership from 2025</b>	<b>£43,576,887</b>
Bus network planning and improvements to bus services: service level and network coverage	£13,036,000
Bus priority: delivering faster and more reliable services on priority routes/corridors	£3,216,727
Improvements to fares and ticketing	£4,302,660
Improvements to the bus passenger experience, including waiting and interchange facilities.	£15,017,500
Improvements to the bus fleet	£5,260,000
Longer term transformation of the network	£2,120,000
BSIP Project Management	£624,000

#### 4.2 Detailed BSIP Funding requirements

This Section sets out the proposed measures and policies, including delivery to the extent that this can be defined at this stage, and explains how these will work together to improve bus services in the area and thereby meet policy / strategy objectives. Section 4 of the North East Lincolnshire BSIP has been developed in accordance with paragraph 76 of the January 2024 DfT BSIP guidance.

#### 4.3 2025/2026 to 2028/2029 Priorities and Proposals

<b>2025/2026 to 2028/2029 Proposal</b>
Bus network planning and improvements to bus services: service level and network coverage
<b>Scheme Details</b>
<b>Securing existing network base</b> – It is envisaged the current service improvements (BSIP Phase 1 improvements) which were delivered from 7 May 2023 may need further financial support to the end of 2028/2029. Whilst there has been growth in passenger numbers in North East Lincolnshire, it is anticipated

support may still be required for the local bus network. The annual estimated revenue cost of this measure is £288,000 per year.

In addition, further enhancements to services were made using the council's BSIP Phase 3 funding allocation, The BSIP Phase 3 funding allowed the EP to focus on the key urban corridor 3 & 4 services which link Cleethorpes with Grimsby and Morrisons Supermarket on Laceby Road. The services now operate every 10 minutes (previously every 15 minutes) during the day, Monday –Friday. This represents about a quarter of the bus operations provided by Stagecoach in North East Lincolnshire. As such, it offers immediate potential for self-sustaining passenger growth, and is therefore a high priority for investment. BSIP Phase 3 funding was also used to deliver a peak time Bradley Road Bus Service. These services will need future financial support to the end of 2028/2029. The estimated annual revenue cost for this is £787,836 per year.

**Supporting employment and future growth** – Associated British Ports (ABP) currently manages and maintains both Grimsby and Immingham Docks, which are two major employment sites for the borough, with Grimsby Docks being a targeted location for development and business growth. The Enhanced Partnership would seek to collaborate with ABP, and other associated renewables industry, to support travel to these key employment sites, either by extending existing bus routes, or creating a new route. The estimated yearly revenue cost for this measure is £500,000.

**Improvements to daytime bus service frequencies** – For an effective bus service, across the working / business day and principal commuting times, NELC seeks to establish a minimum standard of hourly services on its “Superbus” inter-urban connections, and a turn-up-and-go frequency with 10-minute daytime headways on all of its principal urban-area corridors, and better evening and Sunday frequencies than currently offered. Improving frequencies was the 2<sup>nd</sup> highest priority for respondents to our 2023 BSIP survey. The 9/10 (Waltham – Grimsby – North Sea Lane) services operate at lower frequency, every 15 minutes, respectively; This service could be brought up to this standard accordingly which would provide 6 buses per hour. The estimated revenue cost of this improvement is estimated at £737,000 revenue per year.

**Improvements to weekday evening bus services** – Support town centres’ evening economy – 14% of respondents to our survey said they currently use buses for leisure activities which most typically take place in the evening – enhancing the attractiveness of evening bus services can build on this foundation and help underpin our evening economy. ‘More evening buses’ was the 5<sup>th</sup> ranked priority affecting users’ experience of buses in our survey and this improvement would link with NELC Regeneration Plans for Grimsby Town Centre which will deliver significant regeneration including a new Cinema complex. Grimsby and Cleethorpes are generally well served on all bus corridors up until the early evening, to bring residents from the wider area into the town centres for evening activities – entertainment, socialising, other leisure, late-evening retail, evening classes, etc is a BSIP priority. However, for the homeward journey, the service intervals, and hence potential waiting time, are generally 60 minutes; against this, the convenience of a car, or even the expense of a taxi, may be more appealing than reliance on the bus service. The estimated annual revenue cost of this improvement is £500,000.

**Improvements to weekend bus services** - Making Journeys seven days a week by bus while the Saturday bus services / frequencies are essentially the same as Monday to Friday, the picture across the day on Sundays is much closer to current weekday late evening provision, i.e. generally hourly frequencies. While average travel volumes across the year in this area are low, half-hourly services on key routes – particularly over the Easter to September period - could well, as on weekday evenings, make bus travel much more viable for many potential users / journeys. ‘More weekend buses’ was the 3<sup>rd</sup> ranked priority for respondents to our survey.

Improvements to Sunday service headways on Town / Local services, to 30-minute, on at least 4 key corridors, across the existing traffic day. The estimated annual revenue cost of this improvement is £200,000.

**Expanded role for Demand Responsive Transport** - The Council's Phone n Ride service is currently delivered using two 13-seater mini buses (each bus includes one wheelchair space). The Phone n Ride service can access the vast majority of locations in North East Lincolnshire and helps to provide 100% accessibility to any location within the borough. The service is currently at capacity. For example, around 30% of the requested trips cannot be fulfilled because there is insufficient capacity within the service. In order to provide more capacity within the service (but continue to serve the whole of North East Lincolnshire) and increase service operational hours is estimated to cost £350,000 per year (revenue funding).

#### **Responsible Delivery Partner**

NELC & Stagecoach

#### **Total BSIP Scheme Funding Requirements**

<b>BSIP Funding Source</b>	<b>2025/2026</b>	<b>2026/2027</b>	<b>2027/2028</b>	<b>2028/2029</b>
BSIP Revenue	£3,043,000	£3,331,000	£3,331,000	£3,331,000
BSIP Capital	£0	£0	£0	£0

#### **2025/2026 to 2028/2029 Proposal**

Bus priority: delivering faster and more reliable services on priority routes/corridors

#### **Scheme Details**

**Core bus network bus priority** - During 2024/2025 NELC will commission a further study (including detailed design if feasible) to build upon the original Systra Bus Priority Study. The focus of the study will be to reduce journey times on the core bus network along Grimsby Road, Cleethorpe Road, Freeman Street Victoria Street, Bargate and Scartho Road. Also, it is envisaged there is an opportunity to deliver a bus lane along Cleethorpe Road (identified in original Systra Study), with a possible phase 2 extension along Grimsby Road, but both solutions require further work to understand the impact on the highway network, develop a detailed design and establish a feasible date for delivery. The estimated capital cost of this scheme is £110,000 for Cleethorpe Road extension, and £1.1m for the Grimsby Road extension.

**Acceleration of Traffic Signal Priority** – Additional to the 2023/24 and the planned 2024/25 Traffic Signal Priority locations, the EP will introduce more locations for signal priority, with the aim of having most, if not all junctions within North East Lincolnshire on a bus route operate signal priority equipment. The EP will support any associated signal upgrades to ensure signal priority is achievable. The estimated capital cost for traffic signal priority £5,000 per site, giving a total of £65,000 a year. During the installation of the 2023/24 traffic signal priority, a new hosted UTC-UX and bus priority system was identified, which would assist in optimising the North East Lincolnshire Network by connecting to R2P servers allowing real time information driven priority to be given to buses at strategic traffic signal locations across the authority and provide greater reporting and back-office equipment for the Council. The estimated one-off capital cost to introduce this system is £149,359, with an estimated yearly revenue cost of £12,142.

**Enhanced Parking Enforcement** - NELC seeks to continue the delivery of the 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. Working in partnership with Stagecoach, the Enhanced Parking Enforcement Officers will travel around the borough on local buses to



ensure the network is free of obstructions. The estimated revenue cost per year to fund two Enhanced Parking Enforcement officers is £55,000.

**Smart signage** – Highway smart signage has been identified during the development of the 2024 BSIP which is supported by the evidence presented in the Systra Bus Priority Study. It is envisaged this would include variable message signs to direct vehicles away from congested highway routes and to direct vehicles to the available parking spaces in Grimsby and Cleethorpes. This would then benefit local bus services as the signage would direct vehicles to less congested parts of the highway and also direct vehicles to parking spaces which have spaces available rather than searching for parking spaces. To deliver this project would require two members of staff to manage the back-office system. The estimated capital cost of this project is £400,000 and the estimated revenue costs are £80,000 per year.

**Camara enforcement** – Many bus services in North East Lincolnshire run past primary and secondary schools. During the peak drop off and pick up times they suffer from motorists parking in prohibited areas outside the front of the school. Not only does this present a key health and safety risk, but this also prevents the free flowing of buses and creates bus punctuality issues. The authority has had initial success with camara enforcement at a number of schools in North East Lincolnshire and this project would seek to expediate the delivery of camara enforcement at schools on key bus routes in the borough. The estimated capital cost of this project is £50,000 and the estimated revenue costs of this project are £20,000 per year.

**Green bus travel plans** – In order to offer alternative journey options with the aim of reducing pressure on the highway network, NELC would lead on the delivery of Green Bus Travel Plans and Commuter Plans. Partners will engage with local employers, such as the NHS Trust, to develop business travel plans which champion the use of the bus, supported by the appointment of a Green Travel Plans officer. Upon a Travel Plan being agreed by a local employer, their staff would be eligible to apply for a Commuter Plan which would provide discounted bus travel. The estimated revenue cost of this project is £82,200 per year.

#### **Responsible Delivery Partner**

NELC

#### **BSIP Funding Requirements**

<b>Funding Source</b>	<b>2025/2026</b>	<b>2026/2027</b>	<b>2027/2028</b>	<b>2028/2029</b>
BSIP Revenue	£249,342	£249,342	£249,342	£249,342
BSIP Capital	£774,359	£115,000	£1,215,000	£115,000

#### **2025/2026 to 2028/2029 Proposal**

Improvements to fares and ticketing

#### **Scheme Details**

**Discounted Fares for Young Persons** - Through the BSIP to date NELC and Stagecoach have made significant improvements to reducing the cost of bus travel for young people. The purpose of the measures has been to improve access to work, training, education, and leisure opportunities. To date the cost reduction to young person's megarider tickets has achieved an estimated 36.6% growth in passenger numbers. Linked to this measure, the Council and Stagecoach have worked in partnership to deliver a holiday rider ticket which reduced the cost of a day rider ticket from £2.70 to £1.50 which, during the February 2024 half term (10 Feb 2024 – 18 Feb 2024), achieved over 3,000 youth ticket sales. The Council and Stagecoach seek to continue the delivery of these successful schemes. The annual revenue cost of this measure is £100,000 per year.

**£1 Leisure and Shopping ticket** - Using BSIP+ funding the Council and Stagecoach have successfully delivered a Leisure and Shopping ticket which allows passengers to travel for £1 per trip after 6pm Monday to Friday and all-day weekends. The scheme has achieved estimated passenger growth of 31% within the first two months of delivery. The estimated annual revenue cost of this scheme is £396,000.

**Additional promotional fares** – The Council has ambitious plans to promote local bus services to all local residents in North East Lincolnshire. Annually the Council distributes a community guide to every home in North East Lincolnshire which showcases key projects which the local authority is delivering. Using the community guide, it is envisaged the local authority will be able to promote local bus services to all households in North East Lincolnshire with future versions including a local bus map, links to timetables, fare information etc and a voucher to encourage residents to use local bus services. The annual revenue cost of this measure is estimated at £100,000.

**Integration between bus and rail** - Stagecoach also participates in the PlusBus scheme, for through rail – bus tickets. The PlusBus zone covers almost the whole of North East Lincolnshire in an undifferentiated manner, so the partners will making shorter distance, local connections between bus and rail more attractive.

**Building awareness of ticketing and fares in North East Lincolnshire** - The EP board will seek to build on progress made by Stagecoach and will aim to direct passengers to fare information via press releases, at stop information and a user guide which explains fares. It is envisaged the annual user guide will be available in both electronic and paper format. The estimated revenue cost of this project is £5,000.

**Concessionary Fares** – Using BSIP Phase 3 funding, the Council is aiming to provide pre 09:30am Concessionary travel on all locally registered bus services in North East Lincolnshire. This enhancement to the Concessionary Fares scheme will enable local residents to health appointments before 09:30am including the new National Health Service (NHS) Diagnostics Centre in Freshney Place Shopping Centre. The estimated annual revenue cost of this enhancement is £216,665.

**Better points** – Better Points specialise in behaviour change technology and systems, collaborating closely with Local Authorities and development organisations. In areas where Better Points operates, people who have travelled sustainably can earn points, which is then redeemed for a voucher or free item, such as a drink at a local coffee shop. Using BSIP funding, the Council will seek opportunities to roll out the Better Points system to promote and encourage bus use in North East Lincolnshire. In addition, to support the local economy, Better Points will support local business's and charities wishing to take part in the scheme. The estimated revenue cost for this scheme is £40,000 for 12 months, with the option of additional add-on's ranging from £1,000 to £24,000.

**Fare reduction for apprentices in North East Lincolnshire** – The EP will seek opportunities to produce a discounted apprentice ticket for those ages 19 – 24 years. Linking to the existing discounted youth fares ticket, which reduces bus fares to under 19s, this initiative will continue to support youths going into further education and employment. The Partnership will seek to collaborate with local employers and colleges to provide this discounted ticket. The estimated revenue cost for this ticket is £100,000 a year.

**Further Ambitious Fare Initiatives** – Stagecoach currently offers a group day ticket for up to 4 people travelling together, which is cheaper than purchasing 4 individual day tickets. As a future BSIP ambition the EP will look to reduce the existing group ticket, either all year round or during seasonal periods, such as summer holidays. Similar to the current discounted youth fares ticket, Stagecoach will look to discount the

group ticket by 20%, inline with the ticket cost at the time of delivery. The estimated yearly revenue cost for this is £100,000.

#### Responsible Delivery Partner

Stagecoach

#### BSIP Funding Requirements

Funding Source	2025/2026	2026/2027	2027/2028	2028/2029
BSIP Revenue	£1,057,665	£1,081,665	£1,081,665	£1,081,665
BSIP Capital	£0.00	£0.00	£0.00	£0.00

#### 2025/2026 to 2028/2029 Proposal

Improvements to the bus passenger experience;

- Improved bus stops, bus stations and interchanges
- Improved bus information and network identity
- Accessibility, inclusiveness, personal safety, and security
- Implementing the bus passenger charter

#### Scheme Details

**High Quality Grimsby Bus Interchange** - 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.

NELC will aim to develop and promote such a hub in Grimsby, principally by replacing the on-street bus interchange which is a sub-optimally dispersed collection of stops across a cluster of nearby general-traffic streets – by a new, bespoke, bus station immediately adjoining the retail centre, with most services calling next to the railway station enroute. During 2024/ 2025 NELC will commence the demolition of the existing site, this will create the basis for the interchange and the facility is expected to be operational by the end of 2024/2025.

NELC are currently consulting other government departments, Homes England as an example, to explore opportunities for additional funding to support the wider regeneration of the town centre including the interchange. Following the government’s announcement on the 26 February 2024 of the LTF (LTF), of which NELC has been allocated £119,726,000 over 7 years, NELC is seeking the opportunity through this funding to enhance the facility and to deliver the following;

- multimodal information,
- real-time data,
- ticket purchase facilities,
- toilets,
- lighting,
- full accessibility,
- CCTV,
- seating and covered waiting facilities,

- simple and understandable onward signage.

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. In addition, the provision of improved amenities at the bus station will aid in bus driver retention.

The new bus station will address the above issues, such as public safety concerns and antisocial behaviour issues, including providing quicker and easier access in and out of the town centre with fewer delays caused by the current layout. The capital cost of delivering enhancements to the bus station is estimated at £10,000,000 (£1.7m of current BSIP funding and £8.3m of LTF). Through the BSIP we would seek to further enhance the facility with additional resources to manage the Interchange and the annual revenue cost of these additional resources would be £160,000 per year.

**Improved bus passenger waiting facilities** - Better waiting facilities e.g. improved lighting and shelters was ranked 6th most important for respondents to our survey, and some 72% of respondents indicated that this would help them to use buses more. The NBS states the need to consider the 'impact of roadside infrastructure (e.g. bus stops and shelters) on passenger safety, security and accessibility'. NELC manages 824 bus stops within its jurisdiction and 187 bus shelters. The majority of the bus shelters on the core bus network in North East Lincolnshire are at least 15 years old and are in need of replacement. Through this workstream NELC would replace all of the existing bus shelters on the core bus network with new and modern shelters that offer RTI, high quality bus network information, CCTV and improve sustainability (i.e. living roofs). The capital cost of this project would be £600,000 and £40,000 per year revenue cost.

**Enhanced Cleaning Regime** – Ensuring local bus stops and bus shelters are clean, free of graffiti and welcoming environments it is important to improving the local bus passenger experience. Therefore, the BSIP aims to deliver an Enhanced Cleaning Regime. This will ensure all bus shelters in North East Lincolnshire are cleaned on at least a quarterly basis which is to a significantly higher standard. NELC would also seek to provide an improved vandalism reporting system which would allow the public to easily report damage to bus infrastructure. The annual revenue costs of the Enhanced Cleaning Regime are £30,000 per year and the capital cost of this project is estimated at £5,000.

**Improved local bus information** - Accurate bus stop information is extremely important to bus passengers. This can either be provided via RTI at bus stops, via an app or through printed bus stop timetable information. The annual cost of providing RTI is estimated at £100,000 (£70,000 revenue per year and £30,000 capital) per year and through this project NELC has an ambitious plan to develop a comprehensive network of e-paper at all bus stops in North East Lincolnshire. The estimated capital cost of the e-paper is £3,853,798 with ongoing annual revenue costs of £475,948 per year (Pindar cost plus an Information Officer). This work stream would also ensure key interchange points in Immingham, Grimsby and Cleethorpes would be provided with up-to-date maps that display local bus routes.

**Delivering a network identity including marketing and promotion** - To deliver a strong network identity and to develop a local brand for local bus services in North East Lincolnshire would require further development. The EP board would seek to meet this DfT aspiration by delivering branded vehicles, branded infrastructure and it is estimated the capital cost of this improvement would be £500,000. This would deliver a strong

network identity which is coherent, consistent, strongly branded with typefaces, liveries and logos which would create unified branding in North East Lincolnshire. Also, there is further work to do in order to deliver co-ordinated marketing and promotional activities including promoting local bus travel to visitors which could help to reduce congestion when visitors travel to or travel within North East Lincolnshire. To deliver ambitious work within this area would require additional annual revenue resources of £100,000 per year. This would provide a dedicated Marketing and Communications Officer (one employed by NELC, and one employed by Stagecoach) and a £20,000 marketing budget per year.

**Accessibility and inclusiveness** - Currently 479 bus stops (40% of bus stops) are inaccessible to disabled or limited mobility passengers. Improved accessibility for passengers such as raised kerbs / better wheelchair access was ranked 2<sup>nd</sup> as a priority by respondents to our survey. The NBS reiterates the importance for safe and accessible travel for all, therefore, NELC plan to improve these aspects at bus stops throughout the area. NELC has ambitious plans to progress bus stop improvements, including at all 338 not fully accessible bus stops. The estimated capital cost of delivering a whole network of raised kerb bus stop in North East Lincolnshire is £4,225,000 (£1,056,250 per year for four years).

In addition, Stagecoach plan to provide greater training for drivers in disability awareness, customer care, safeguarding, diversity, and social inclusion, which is already covered through the in-house 'New Driver Training Programme' and the 'Driver CPC Retraining'.

**Additional CCTV on the core bus network** - BSIP Phase 1 funding has already been used to successfully deliver CCTV which covers all of the bus stops in our main interchange in Grimsby Town Centre. In order to ensure all of our bus stops on the core bus network are covered by CCTV, our ambitious plan aims to ensure all bus stops along Grimsby Road, Cleethorpe Road, Freeman Street/ Victoria Street, Bargate and Scartho Road are covered by CCTV. The CCTV would be used to collect evidence necessary for police intervention in order to address antisocial behaviour problems. This project would aim to help address anti social behaviour issues which were raised during the 2023 BSIP consultation. There is a total of 59 bus stops along the core bus network, 41 stops with a shelter, and 18 without. A significant increase in CCTV cameras would be required to cover the core bus network, therefore two additional CCTV Operators would be required to monitor the cameras. The estimated revenue cost for the Operators is £70,000 per year. In addition, the estimated revenue cost for the cameras is £45,000 per year and the estimated capital cost of this project is £560,500.

**Implementing the Bus Passenger Charter** - The Bus Passenger Charter has already been published in North East Lincolnshire with some notable successes identified within the BSIP document. In order to increase awareness of the charter amongst bus passengers, a small revenue marketing budget of £1,000 per year would be required.

**Walking routes to bus stops** – To enable the local authority to ensure key walking routes to bus stops are safe, well-lit thus ensuring our local walking environment does not present a barrier to accessing local bus services, NELC require a capital budget of £847,810. This project would ensure the lighting provision at bus stops on the core bus network would improve from P1 15 Lux Ave up to CE1 30 Lux Ave.

**Reducing disruption to local bus services** – The Council currently tries to minimise highway works distribution to local bus services. To further develop this, the Council will seek opportunities through future BSIP funding to use the One Network system (currently used the by the NELC Streetworks Team), which brings together sources of network intelligence from local, regional, and national highway authorities as well as the DfT. This is primarily for network management, but we will expand the tools used to automatically detect and avoid

clashes between roadworks and the bus routes to create, adjust and manage bus route disturbances in scheduled and real-time. In addition, NELC will look to appoint a dedicated member of staff, who will focus on resolving any clashes on the highway between highway works and bus routes. The estimated yearly revenue cost for this system is £34,400, and the estimated revenue cost for a dedicated member of staff is £40,000 per year.

### Responsible Delivery Partner

NELC

### BSIP Funding Requirements

Funding Source	2025/2026	2026/2027	2027/2028	2028/2029
BSIP Revenue	£1,046,348	£1,086,348	£1,086,348	£1,086,348
BSIP Capital	£6,353,358	£2,186,250	£1,086,250	£1,086,250
Other Capital (LTF)	£8,300,000			

### 2025/2026 to 2028/2029 Proposal

Improvements to the bus fleet

#### Scheme Details

**Electric Buses** - With the vast majority of North East Lincolnshire bus routes operated by Stagecoach, it is crucial our BSIP aligns with Stagecoach plans for carbon reduction. NBS (p41) refers to 'air quality issues and carbon reduction targets which improved bus services could address and set out actions collaborating with operators to transform the local bus feet to zero emission.' Given our location on the 'Energy Estuary', NELC is keen, and well-placed, to promote the 'green agenda', noting that:

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

NELC therefore intends to enable introduction of a fleet of electric buses on routes 3 and 4, two of the busiest of the nine services comprising the current 'Town' network, and which pass through Grimsby's Air Quality Management Area around Cleethorpe Road. In summary this would involve 20 diesel buses being replaced by buses using battery electric power, with the investment in charging facilities at the Stagecoach depot in Grimsby then providing a springboard for future purchases of zero emission buses to progressively convert the whole fleet by 2035. Total cost would be £8.7m, of which Stagecoach would contribute £3.4m. This represents around 1.6m, or 40% of, annual bus-km operated within North East Lincolnshire. Approximating fuel consumption by rule-of-thumb "6 miles per gallon" (2.1 km per litre), this would be approximately 750,000 litres of fuel each year. In the long term (3 to 5 years), these operations may be able to relocate to a purpose-built depot in North East Lincolnshire which would specialise in electric buses. The estimated capital cost of this measure is £5,260,000.

**Modern Buses** - Currently, the bus fleet within NELC features a diverse fleet of buses from a variety of manufacturers. Modernisation of the fleet is set to continue with every new bus including upgraded features as a standard. With the majority of NEL bus routes operated by Stagecoach, there is a commitment from the operator to provide modern features in all new buses, including, but not limited to:

- Leather seats
- USB charging ports



- Wi-Fi, as well as other features.

It is envisaged these types of improvements will be delivered in a commercial basis which will be driven by the Stagecoach fleet strategy for North East Lincolnshire. As and when new fleet is planned for North East Lincolnshire, this will be reported to the EP board.

#### Responsible Delivery Partner

NELC/ Stagecoach

#### BSIP Funding Requirements

Funding Source	2025/2026	2026/2027	2027/2028	2028/2029
BSIP Revenue	£0	£0	£0	£0
BSIP Capital	£0	£5,260,000	£0	£0

#### 2025/2026 to 2028/2029 Proposal

Longer term transformation of the network

##### Scheme Details

**Bus Rapid Transport** - Longer term transformation of networks through Bus Rapid Transit or similar North East Lincolnshire already benefits from a comprehensive local bus network. Like many smaller conurbations, Grimsby and Cleethorpes have relatively dispersed populations without the concentration of demand in sufficient volumes along radial corridors which would typically support a Bus Rapid Transit (BRT) solution. NELC will aim to where possible improve bus average speeds and reliability, there are no obvious corridors requiring “end-to-end” bus priority solutions. NELC will – therefore – continue to develop selected corridors in conjunction with our partner operators, but do not currently envisage a BRT or similar solution offering good value for money.

**Limited Stop Express Bus Services** – The EP board has noted the 2023 BSIP survey identified that quicker journey times were a priority for improvement, with this area being ranked the 4<sup>th</sup> highest priority. With this in mind, there is an opportunity for the EP board to diversify the local bus offer with an express bus service with limited stops. For example, an express service could operate from Cleethorpes, Grimsby, Immingham and beyond the borough on an express basis and all infrastructure for this type of bus service could be branded in line with the super stop concept. The estimated annual revenue cost of this improvement would be £500,000 per year.

**Bus Studies and Design Budget** – In order to develop the bus network in North East Lincolnshire and to provide future on the shelf ready schemes it is envisaged NELC will require an additional budget to provide sufficient capacity within this area. The funding would be used to develop the business case for improvements to both bus services and associated infrastructure. Example pieces of work which are required are around Park and Ride. All partners want to minimise the adverse impacts of busy traffic on our town centres, making them more attractive locations for everyone to visit and linking to our Building Better High Streets initiative. As part of this, the partners want to deliver Park and Ride, but it is critical that these sites are located in suitable locations – close to existing frequent bus services (producing a win-win for the operator and minimising operating costs for the “ride” element) but also ensuring they are at locations which will prove attractive to car users (typically on the edge of the most congested area). This will be pursued initially through a feasibility study and implementation for Park and Ride. Armed with the results of this strategic study, and additional funding, the partners would then move to delivery later in the lifetime of the Enhanced Partnership. Concurrently, opportunities will be explored and taken to set up ‘pop-up’ parking sites for P&R for ‘themes’, seasonal traffic, events, etc., within Innovative Services – P & R and tourist routes. It is envisaged

NELC will require an additional £30,000 revenue per year to develop bus related studies, business cases and detailed designs which will allow the authority to develop on the shelf schemes which are ready for future bus related funding opportunities.

#### **Responsible Delivery Partner**

NELC

#### **BSIP Funding Requirements**

<b>Funding Source</b>	<b>2025/2026</b>	<b>2026/2027</b>	<b>2027/2028</b>	<b>2028/2029</b>
BSIP Revenue	£530,000	£530,000	£530,000	£530,000
BSIP Capital	£0.00	£0.00	£0.00	£0.00

#### **2025/2026 to 2028/2029 Proposal**

BSIP Project Management

#### **Scheme Details**

To manage the BSIP project effectively requires the following resources

**BSIP Project Manager / Project Co-Ordinator** – To ensure robust delivery of the overall BSIP programme will require up to two project managers. This will ensure robust delivery of the programme and ensure all required project management documentation; project updates are provided on a regular basis and all required DfT reporting is completed. The estimated annual revenue cost of this measure is £80,000.

**Enhanced Partnership Delivery Officer** - Taking forward our ambitions will require a continued activity to support buses within the Council, and on behalf of our operator partners. It is therefore the intention to ensure funding is available for the EP Delivery Officer role specifically focused on taking forward our ambitions. The annual revenue cost of this measure is £40,000 per year.

**Enhanced Partnership Apprentice** – Recruiting experienced public transport officers in North East Lincolnshire can often be very difficult. The NELC public transport team has a strong track record of developing apprentices and them moving into more senior roles once suitably experience and qualified. The BSIP offers the ideal opportunity to provide on the job training and to experience a wide range of areas including project management, strategy development, collaborating with key external partners and scheme delivery. By funding an Enhanced Partnership Apprentice, this will help NELC to grow their own highly qualified and experience public transport officers. The estimated annual revenue cost for this measure is £20,000.

**Monitoring, Evaluation and Reporting** – Every six months, NELC will report specific report specific progress against the KPIs set out in Section 5, which will flag whether the measures being implemented are delivering on the goals of the Partnership. After debate within the EP, the results of this monitoring will be published on the NELC website. The EP Terms of Reference will set out more detailed governance arrangements.

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

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

To deliver the required monitoring, evaluation, and report, NELC propose to work in partnership with Transport Focus to ensure the necessary passenger satisfaction surveys are completed. This will assist the Council in understanding bus passenger satisfaction. The estimated annual revenue cost of the Transport Passenger Focus Satisfaction Surveys is £16,000 per year.

#### **Responsible Delivery Partner**

NELC

#### **BSIP Funding Requirements**

<b>Funding Source</b>	<b>2025/2026</b>	<b>2026/2027</b>	<b>2027/2028</b>	<b>2028/2029</b>
BSIP Revenue	£156,000	£156,000	£156,000	£156,000
BSIP Capital	£0.00	£0.00	£0.00	£0.00

#### **4.4 Overall prioritised 2025/2026 to 2028/2029 BSIP Programme**

In the event of NELC being awarded less funding than originally budgeted within this BSIP programme, appendix 9 includes all of the measures listed above within a prioritised table. NELC would then use the prioritised table to develop a revised programme within the available budget envelope.

#### **4.5 2025/2035 BSIP Long term view**

During the 2025 to 2025 period it is envisaged that local bus passenger numbers will return to pre-COVID levels. It is vital to the commerciality of the local bus network the EP achieves this key milestone to secure the long-term financial sustainability of the local bus network and secure the services which local residents rely upon to conduct their day to day lives.

The Council's Local Plan is the wider spatial plan that will drive long term growth and regeneration in the borough. The new emerging Local Plan includes the vision for North East Lincolnshire that by 2042...

*"North East Lincolnshire will have built on its national and international recognition as a centre for offshore renewables, focusing on operations and maintenance and contributing significantly to the Humber's 'Energy Estuary' status. Growth in key sectors, food, energy, chemicals, ports, and logistics, will be matched by a strong tourism and leisure offer. Evident through increased jobs and diversity of skills, the barriers to accessing jobs will have been broken down. This will be facilitated through the establishment of facilities to improve education and skills, and measures implemented to address housing need and affordability, and health and service needs, including countering deprivation issues in specific wards.*

*A platform for sustained sustainable economic growth will have been created, with conditions to capture and sustain more and better jobs in the area well established. Town centres will be successful, having widened their offer to the communities they serve. Environmental quality will be an established source of pride, aspiration, and confidence. The special character, biodiversity and distinctiveness of the Borough will continue to be protected and enhanced. The Borough's ecological and green infrastructure networks will have been improved, providing improved habitats and access to nature for local communities.*

*A commitment will have been demonstrated, to address the causes and consequences of climate change, including bringing about an overall reduction in the proportion of properties at risk from flooding. Good progress will have been made to make North East Lincolnshire a*

*forward-looking Borough where aspirations have been raised, and gaps narrowed in terms of social inequality; whether caused by health, education, age, disability, ethnicity, location, or other aspects. Housing initiatives will have successfully revitalised areas of low housing demand, and steps taken to lift housing delivery to support economic growth, recognising the need to provide housing to address demographic change, and meet the prospects for economic growth over the plan period and beyond; whilst providing choice within the housing market, and being sensitive to the scale and character of settlements” (North East Lincolnshire Council Local Plan 2024)*

The longer-term aspirations for the BSIP are to support this vision by ensuring that:

- Local bus services are appropriate to support longer-term economic growth in key sectors alongside a strong tourism and leisure offer in the borough.
- Local bus services are part of the solution to the problems of social inequality by helping to break down barriers faced by local residents accessing jobs and training opportunities.
- Local town centres are accessible by public transport, with services operating at times that mirror demand.
- The local bus fleet moves towards being powered by more sustainable fuels and technologies to support the Council’s net carbon zero aspirations. Alongside a modern electric bus fleet, the Council and Stagecoach will work towards a purpose-built bus depot linked to local renewable energy projects. This in turn could release waterside development opportunities in the centre of Grimsby.
- Biodiversity and green infrastructure are supported and improved alongside enhancements to public transport infrastructure.
- New homes are connected to key local services and attractions by frequent, high quality bus routes with simple fares and ticketing to provide an attractive alternative to other less sustainable travel modes.

#### 4.6 Letter of support

The BSIP has been developed in conjunction with the principal local bus operator, Stagecoach, who are responsible for approximately 99.95% of local bus kilometres in North East Lincolnshire. A letter of support for the BSIP has also been provided by the Portfolio Holder for Environment and Transport.



Stagecoach East  
Midlands Letter of S



Portfolio Holder  
BSIP Letter of Suppo

#### 4.7 Classification and mapping of the bus network in North East Lincolnshire

Appendix 6 includes a series of maps which set out the bus network in North East Lincolnshire e.g. weekdays, evenings, Saturdays, and Sundays.

## 4.8 Stretch Standards for service levels

Appendix 7 sets out the current local bus service frequency levels by weekdays (6am to 6pm, weekday evenings (6pm to 11pm), daytime Saturdays & Sundays (6am to 6pm) and evening weekend frequencies. It should be noted, where the table states “No commercial business case” this means our local bus operator has assessed potential improvements to local bus services in partnership with NELC through the EP board and without significant additional ongoing subsidy, an improvement is not recommended. Also, in making this assessment, it is unlikely the enhancement would ever be commercially viable.

The principal bus operator in North East Lincolnshire has already completed a significant amount of work to simplify the local bus network in North East Lincolnshire. For example, all bus routes are now numbers based upon a simple 1 to 12 numbering system and some routes as part of the May 2023 local bus service changes were separated. For example, the 7, 8, 9/10 (these local bus services operated through the heart of Grimsby and Cleethorpes) prior to May 2023, were all connected, and this often-confused local bus passengers whether they stayed on their bus or changed buses at the North Sea Lane interchange point. The changes in May 2023 were designed to make using these services easier to understand.

## 4.9 BSIP Enhanced Network Coverage

When considering the strategic development of the bus network using BSIP funding, NELC has developed a prioritisation matrix which will allow the EP board to consider the potential growth in bus passenger numbers, future commercial sustainability, and the value for money of each potential bus service improvement. Each potential bus network improvement is prioritised and scored based upon access to key essential services (employment, health, education), average car ownership in the area, average income in the area, risks, and deliverability. Using the prioritisation matrix, this will help the EP board to prioritise future improvements to the local bus network in North East Lincolnshire. Appendix 10 includes the current version of the bus service prioritisation matrix.

## 4.10 LTA Priorities For Socially Necessary Bus Services

When NELC consider the need for socially necessary bus services in North East Lincolnshire, the following factors are considered.

Bus services in North East Lincolnshire need to reflect the area’s widely varying geographic contexts. Demand for public transport is broadly affected by:

- Settlement size (population),
- Demographic characteristics (age and affluence in particular),
- Local service availability,
- Proximity of a major centre, with demand tending to fall with distance,
- Position with respect to the wider urban hierarchy, i.e. do a number of higher-order centres lie within proximity, dividing demand from a settlement.

In terms of their bus services, the rural areas of the can be divided into the following village typology:

- **Near-urban**, villages lying within 2-3 miles of the built-up area of a larger town (over 15,000 population) but not on a main road or clear public transport corridor,
- **Inter-urban**, villages lying on a main road or supporting a regular, generally hourly, or better route between two major centres,
- **Deep Rural**, generally more than 5 miles from the centre of a town centre and where the populations of individual settlements are under 1000, and mainly well under 400.

Based upon the above two factors the Council has developed minimum socially necessary bus service levels.

#### 4.11 Minimum service levels

Settlement Population*	Minimum service level
Less than 100	No minimum
100 - 500	One return daytime service each week to the nearest main centre or coverage by demand-responsive service
500 – 1000	Three daytime return journeys each week to the nearest main centre or coverage by demand-responsive service
1000 – 2000	An hourly daytime service Monday to Friday to nearest main centre or coverage by demand-responsive service
2000+	An hourly daytime Monday to Saturday service to the nearest main centre or coverage by demand-responsive service

\*Settlement is based on Census Data for Parishes

Where the Council needs to provide services for a smaller village within an area, rather than supporting conventional fixed route services, it can be more effective to provide a demand-responsive service such as Phone-n-Ride which we introduced to a number of areas in September 2005. Such a service allows smaller villages to enjoy access to a bus service (Monday-Saturday 06.30-18.30) which they would not otherwise receive. NELC will review service levels annually in order to identify areas where service levels fall below the defined minimum. The Council will seek to raise service levels where necessary to at least minimum levels as funds permit. Wherever possible, the Council will continue to exploit available grant funding to improve bus provision, especially in rural areas and at evenings.

#### 4.12 Understanding the use of local bus services at key interchange points

In North East Lincolnshire there are approximately 824 bus stops with the most common interchange points being:

- AM Peak Time:
  1. Grimsby Road (3 Service)
  2. Nunthorpe (3 Service)
  3. Durban Road (4 Service)



4. Grimsby Town Centre (3 service)
5. Grimsby Road (10 Service)
6. Laceby Acres (4 Service)
7. Carr Lane (4 Service)
8. Willows (6 Service)
9. Grimsby Town Centre (8 Service)
10. Grimsby Town Centre (4 Service)

- PM Peak Time:

1. Grimsby Town Centre (4 Service)
2. Grimsby Town Centre (3 Service)
3. Nunthorpe (3 Service)
4. Grimsby Town Centre (10 Service)
5. Grimsby Town Centre (9 Service)
6. Grimsby Town Centre (6 Service)
7. Freeman Street (3 Service)
8. Grimsby Road (3 Service)
9. Grimsby Town Centre (7 Service)
10. Sandringham Road (4 Service)

## Section 5: Targets, performance, monitoring, and reporting

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

Our BSIP includes some specific measures to tackle delays to buses, but the broader range of potentially stronger measures will be selected only after feasibility studies from 2023/24; hence, initial dependent targets - particularly journey times - are necessarily indicative at this stage. Meanwhile, scheduling, and operational efficiency should continue to improve punctuality and reliability.

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

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

Outcomes	Actual 2018/19	Actual 2019/20	Target 2024/25	Target 2029/2030	How will this be calculated?
----------	-------------------	-------------------	-------------------	---------------------	---------------------------------

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

## 5.1 Passenger Satisfaction

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

- Overall journey satisfaction;
- Overall value for money;

- Punctuality and / or wait time; and
- For a small number of the 'drill-down' detailed aspects, selected according to local priority, current low rating, or of course where both criteria apply.

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

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

<b>Outcomes</b>	<b>Actual 2018/19</b>	<b>Actual 2019/20</b>	<b>Target 2024/25</b>	<b>Target 2029/2030</b>	<b>How will this be calculated?</b>
Overall journey satisfaction	89%	90%	92%	95%	Using transport surveys proportion of passengers surveyed responding 'very satisfied' or 'fairly satisfied' to applicable question
Satisfaction with Journey Time	88%	89%	90%	92%	
Satisfaction with Punctuality	80%	79%	82%	84%	
Satisfaction with Value for Money	71%	72%	77%	78%	
Satisfaction with Bus Driver Greeting/Welcome	82%	79%	82%	85%	
Satisfaction with Interior Cleanliness and Condition	83%	80%	83%	85%	
Satisfaction with Availability of Seating or Space to stand	87%	87%	88%	89%	

## 5.2 Ridership Target(s)

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

<b>Outcome</b>	<b>Actual 2019</b>	<b>Actual 2020</b>	<b>Target 2024/25</b>	<b>Target 2029/2030</b>	<b>How will this be calculated?</b>
Passenger journeys	6.2m	3.0m	6.2m	6.8m	Data from operators on total journeys
16–21-year-old passenger journeys	Ticket product not currently offered				Data from operators on sales of young person tickets

## Section 6: BSIP overview table

BSIP Overview table (required format for all BSIPs)

<b>Name of Local Authority</b>	North East Lincolnshire Council
<b>Enhanced Partnership(s) and/or Franchising Scheme(s) covered by the BSIP</b>	Enhanced Partnership
<b>Date of publication</b>	12 June 2024
<b>Web address (URL) of the published BSIP</b>	<a href="https://www.nelincs.gov.uk/streets-travel-and-parking/highways-projects/business-cases-and-funding-bids/">https://www.nelincs.gov.uk/streets-travel-and-parking/highways-projects/business-cases-and-funding-bids/</a>

<b>Improvements programme to 2025</b>	<b>List of named schemes and measures</b> <i>Including locations, where appropriate.</i>	<b>Budget/estimated cost</b>
Bus priority infrastructure	Bus Priority Measures – <i>Various locations within the borough, as identified through the SYSTRA Bus Priority Study.</i>	BSIP Phase 1 Capital Funding - £909,662
	Acceleration of Traffic Signal Priority Programme – <i>Various junctions/ signals around the borough.</i>	BSIP Phase 1 Capital Funding - £271,350
Other bus infrastructure	Real Time Bus Information – <i>Various bus stops/ shelters around the borough.</i>	BSIP Phase 1 Capital Funding - £200,000 LTA Capital Contribution - £100,000
	High Quality Grimsby Bus Interchange – <i>Grimsby Town Centre.</i>	BSIP Phase 1 Capital Funding - £1,705,499
	Bus Stop and Shelter Maintenance – <i>Various locations around the borough.</i>	LTA Capital - £40,000
Bus service support	Bus Service Enhancements – <i>Enhancements made to the 3&amp;4, 5, 6, 7, 8,9/10 &amp; 12 services.</i>	BSIP Phase 1 Revenue Funding - £864,000*
	Printed Bus Stop Timetable Information – <i>All bus stops in NEL.</i>	BSIP Phase 1 Revenue Funding - £26,901
	Marketing & Promotion of bus routes	Business as usual

	Trial Enhancements of Service(s) / BSIP Phase 3 Bus Services	BSIP Phase 1 Revenue Funding - £52,168 BSIP Phase 3 Revenue Funding - £893,000
Fares support	Discounted Fares for Young People – <i>Available on all Stagecoach vehicles within NEL.</i>	BSIP Phase 1 Revenue Funding - £225,917
	£1 Leisure and Shopper Ticket – <i>Available on all Stagecoach vehicles within NEL.</i>	BSIP+ Revenue Funding - £560,256
	Promotion of Concessionary Bus Travel	LTA Revenue - £1,000
Ticketing reform	Fare Capping by day / week – <i>Available on all Stagecoach vehicles within NEL.</i>	BSIP Phase 1 Capital Funding - £105,000 BSIP Phase 1 Revenue Funding - £50,000
Other schemes & measures	Enhanced Partnership Delivery Officer	BSIP Phase 1 Revenue Funding - £76,758
	Acquisition & deployment of mobile CCTV units – <i>Grimsby Town Centre, primarily targeting bus stops A – L.</i>	BSIP Phase 1 Capital Funding - £45,000 BSIP Phase 1 Revenue Funding - £12,600
	Enhanced Parking Enforcement – <i>Targeting all bus routes and key bus stops within NEL.</i>	BSIP Phase 1 Revenue Funding - £98,800
	Monitoring & Evaluation	BSIP Phase 1 Revenue Funding - £18,000
	Naptan Data Management	LTA Revenue - £14,000

\* Approval has been given by the DfT to carry revenue funding into 2025/2026 providing the funding is spent on supporting local bus services.

<b>Ambitions and proposals for 2025 and beyond</b>	<b>Description</b>	<b>Estimated cost/order of cost.</b>
Bus network planning and improvements to bus services: service level and network coverage	Securing the existing network base – <i>Funding to provide ongoing support for the services enhancements made using BSIP Phase 1 funding (as of May 2023).</i>	Estimated revenue cost of £288,000 per year.
	Further service enhancements – <i>Continued support of the 3&amp;4</i>	Estimated revenue cost of £787,836 per year.

	<i>frequency enhancement and Bradley Road bus services, delivered using BSIP Phase 3 funding.</i>	
	Supporting employment and future growth – <i>Consulting with ABP and others in the renewables industry to support travel to employment.</i>	Estimated revenue cost of £500,000 per year.
	Improvements to daytime bus service frequencies – <i>Establish a minimum standard of hourly services on “Superbus” inter-urban connections, and a turn-up and go frequency on principal corridors.</i>	Estimated revenue cost of £737,000 per year.
	Improvements to weekday evening bus services – <i>Supporting the town centre evening economy. Enhancing the attractiveness of evening bus services.</i>	Estimated revenue cost of £500,000 per year.
	Improvements to weekend bus services – <i>Making journeys seven days a week by bus.</i>	Estimated revenue cost of £200,000 per year.
	Extended role for Demand Responsive Transport – <i>Increase capacity of existing Phone n Ride DRT service.</i>	Estimated revenue cost of £350,000 per year.
Bus priority: delivering faster and more reliable services on priority routes/corridors	Core bus network bus priority – <i>Extend existing Cleethorpe Road bus lane, with a possible phase 2 extension along Grimsby Road.</i>	Estimated capital cost for the Cleethorpe Road bus lane extension is £110,000.  Estimated capital cost for phase 2 Grimsby Road extension is £1.1m.
	Acceleration of Traffic Signal Priority – <i>Provide more Traffic Signal Priority equipment within the borough, and where possible, improve back office</i>	Estimated capital cost is £65,000 per year.  Estimated capital cost to introduce a new system is £149,359, with a yearly revenue cost of £12,142.



	<i>and reporting/ operating systems for signal priority.</i>	
	Enhanced Parking Enforcement – <i>Continue delivery of the Enhanced Parking Enforcement.</i>	Estimated revenue cost of £55,000 per year.
	Smart Signage – <i>Highway smart signage to provide variable messages to direct vehicles away from congested highway routes.</i>	Estimated capital cost of £400,000. Estimated revenue cost of £80,000 per year.
	Camera Enforcement – <i>Provide parking enforcement cameras, particularly outside of schools, to alleviate illegally parked vehicles impacting on local bus services.</i>	Estimated capital cost of £50,000, with an estimated revenue cost of £20,000 per year.
	Green Bus Travel Plans – <i>Offer alternative journey options with the aim of producing pressure on the highway network.</i>	Estimated revenue cost of £82,200 per year.
Improvements to fares and ticketing	Discounted Fares for Young Persons – <i>Continued delivery of existing youth fares scheme, including the HolidayRider.</i>	Estimated revenue cost of £100,000 per year.
	£1 Leisure and Shopper Ticket – <i>Continued delivery of the existing BSIP+ leisure &amp; Shopper bus ticket.</i>	Estimated revenue cost of £396,000 per year.
	Additional Promotional Fares – <i>Distribute a voucher for local bus services to residents, including promotion of the services, via the yearly community guide.</i>	Estimated revenue cost of £100,000 per year.
Ticketing	Integration between bus and rail – <i>Partners will make shorter distance, local connections between us and rail more attractive.</i>	N/A
	Building awareness of ticketing and fares in NEL – <i>Direct passengers to fare</i>	Estimated revenue cost of £5,000.

	<i>information via different means.</i>	
	<i>Concessionary Fares – Enhancing the existing Concessionary Fares scheme to provide pre 9:30 travel, delivered using BSIP Phase 3 funding.</i>	Estimated revenue cost of £216,665 per year.
	<i>Better Points – Providing Better Points technology in NEL to encourage bus use and benefit the local economy</i>	Estimated yearly revenue cost of £40,000, with up to £24,000 worth of add-on's.
	<i>Fare reduction for apprentices in NEL - A discounted apprentice ticket for those ages 19 – 24 years</i>	Estimated yearly revenue cost of £100,000
	<i>Further Ambitious Fare Initiatives - Reduce the existing group ticket, either all year round or during seasonal periods, such as summer holidays.</i>	Estimated yearly revenue cost of £100,000 per year.
Improvements to the bus passenger experience	<i>High Quality Grimsby Bus Interchange – Deliver a central hub, to replace the existing on-street bus interchange. Including additional resource to manage the Interchange.</i>	Estimated capital cost to deliver the Interchange is £10m (£1.7m of current BSIP funding and £8.3m of LTF).  Estimated revenue cost for the additional resource of £160,000 per year.
	<i>Improved bus passenger waiting facilities – Improve existing facilities for passengers by providing shelters, seating, lighting, CCTV, etc.</i>	Estimated capital cost is £600,000 and £40,000 per year of revenue costs.
	<i>Enhanced Cleaning Regime – Ensuring local bus stops and shelters are clean, free of graffiti, and a welcoming environment.</i>	Estimated revenue cost of £30,000 per year and estimated capital cost of £5,000.
	<i>Improved local bus information – Providing RTI displays, printed bus stop timetable information, and,</i>	Estimated yearly cost of RTI is £100,000 (£70,000 revenue and £30,000 capital).

	<i>where possible, a network of e-paper information at stops.</i>	Estimated cost of the e-paper is £3,853,798 with ongoing annual revenue costs of £475,948 per year (Pindar cost plus an Information Officer).
	<i>Delivering a network identify, including marketing and promotion – To deliver branded vehicles and branded infrastructure. In addition, seek opportunities to appoint a resolute Marketing and Communications Officer.</i>	Estimated capital cost for branding of £500,000.  Estimated revenue cost of £100,000 per year for two Marketing Officers, including £20,000 marketing budget.
	<i>Accessibility and inclusiveness – Provide raised kerb bus stops and provide better wheelchair access.</i>	Estimated capital cost of delivering a whole network of raised kerbs bus stop is £4,225,000 (£1,056,250 per year for four years)
	<i>Additional CCTV on the core bus network – Extend the bus stop CCTV to cover key bus corridors, including two additional CCTV Operators.</i>	The estimated revenue cost for the Operators is £70,000 per year. In addition, the estimated revenue cost for the cameras is £45,000 per year and the estimated capital cost of this project is £560,500.
	<i>Implementing the Bus Passenger Charter – increased awareness amongst bus passengers of the existing passenger charter.</i>	Estimated revenue cost of £1,000 per year.
	<i>Walking routes to bus stops – Ensure walking routes to bus stops are safe and well-lit.</i>	Estimated capital budget of £847,810.
	<i>Reducing disruption to local bus services – Using One Network to reduce clashes/ conflict between highway works and local bus services, including a resolute Officer to manage disruption to buses.</i>	The estimated yearly revenue cost for this system is £34,400, and the estimated revenue cost for a resolute member of staff is £40,000 per year.

Improvements to the bus fleet	Electric Buses – <i>Enable the introduction of a fleet of electric buses, targeting routes 3 &amp; 4.</i>	Estimated capital cost of £5,260,000.
	Modern Buses – <i>Upgrade vehicles to include leather seats, USB charging ports, Wi-Fi, etc.</i>	N/A
Longer term transformation of the network	Bus Rapid Transport – <i>Where possible, improve bus average speeds and reliability.</i>	N/A
	Limited Stop Express Service – <i>Provide an express service, connecting key areas, for example, Cleethorpes, Grimsby, and Immingham, with limited stop on high-speed routes/ roads.</i>	Estimated revenue cost of £500,000 per year.
	Bus Studies and Design Budget – <i>Additional budget to provide sufficient capacity to develop the bus network in NEL.</i>	Estimated revenue cost of £30,000 per year.
BSIP Project Management	BSIP Project Manager / Project Co-Ordinator - <i>To ensure robust delivery of the overall BSIP programme will require up to two project managers.</i>	The estimated annual revenue cost of this measure is £80,000
	Enhanced Partnership Delivery Officer – <i>Taking forward Council ambitions will require a continued activity to support buses within the Council, and on behalf of bus operator partners.</i>	Yearly revenue cost of £40,000.
	Enhanced Partnership Apprentice - <i>The BSIP offers the ideal opportunity to provide on the job training and to experience a wide range of areas including project management, strategy development, collaborating with key</i>	The estimated annual revenue cost for this measure is £20,000.

	<i>external partners and scheme delivery.</i>	
	Monitoring, Evaluation and Reporting – <i>Identify whether measures being delivered through the BSIP are delivering on the goals of the partnership.</i>	Estimated yearly revenue cost of £16,000 per year.