

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

General Update

Welcome to the last Bus Service Improvement Plan (BSIP) Quarterly Progress Report for 2023. This report will run through everything the Enhanced Partnership, between North East Lincolnshire Council and Stagecoach, has achieved this year, including the plan for 2024.

For the last BSIP Progress Report of 2023, we would like to invite you to a BSIP Q&A session (via Microsoft Teams). In this session, we will present a roundup of the 2023 BSIP delivery, provide you the opportunity to ask questions and discuss the future BSIP plans. Following the distribution of this report, a meeting invite will be circulated to bus operators, statutory consultees, and local Ward Councillors. Attendance is not mandatory.

In August's edition of the report, it outlined the plan for updating the Enhanced Partnership Plan and Scheme, in line with the latest BSIP delivery. The Council is pleased to announce that the update has been published, and can be found attached to this document:



Should you wish to view previous versions of the Enhanced Partnership Plan and Scheme, or cannot access the documents using the attachments, they can be found on the following link, under 'A National Bus Strategy for England':

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

To date the spend on BSIP projects totals £352,303.02 from a budget of £1,729,533 (including BSIP+) for the current financial year.

Delivery of BSIP measures

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

Bus priority measures – Through the Enhanced Partnership discussions are underway regarding the proposed bus priority measures. While these discussions are ongoing, NELC is mobilising, where possible, for the delivery of priority measures.

Acceleration of traffic signal priority programme – Purchase orders have been provided to suppliers, Now Wireless and Swarco, to enable the purchase and installation of Traffic Signal Priority at 16 junctions. The equipment has been received, and installation started WC 20 November 2023. Once all the equipment is installed, work can be done with R2P on the back-office system. As the BSIP progresses, additional junctions will be installed with priority equipment.



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Fare capping by day / week – The Council is discussing the delivery of the scheme with Stagecoach and the Department for Transport (DfT). It is envisaged that the scheme will be targeted for delivery in mid to late 2024.

Bus service alterations – When the last BSIP Progress Report was written, Stagecoach was preparing to make alterations on the 3 September to the 3, 4, 5, 6, 7, 8 & 9/10 services. Following these changes, Stagecoach have reported a growth in passenger numbers of 72% of pre-pandemic levels.

To promote and raise awareness of the service changes, the following promotion was done:

- Stagecoach East Midlands briefed all drivers on the service changes.
- A 'Bus It' event took place 1 week before the services went live. At this event, the new printed town guides were handed out to members of the public.
- Posters displayed on local buses prior to the change taking place.
- Updated printed town guides, additional to those handed out at the event, were made available at the following locations:
 - Grimsby Central Library
 - Cleethorpes Library
 - AGE UK Grimsby & Cleethorpes
 - Immingham Library
 - Immingham Civic Centre
 - Freshney Place
 - Diana Princess of Wales Hospital
- The council published a press release prior to the services going live.
- The council published a scrolling message on the RTI signs to inform of the service changes.
- The partnership ensured that Traveline and RTI signs showed the updated timetables following the change.

The partnership is pleased to say that the 3 September service changes, and the associated communications, has been well received by passengers, therefore, the above communications will be adopted for all future service changes.

Acquisition & deployment of CCTV units – Four CCTV cameras have been installed to cover all Riverhead bus stops, the cameras are live, and footage is being monitored by the NELC Security Team. Further information on the CCTV cameras can be found under 'Communications' on this Progress Report.

Discounted fares for young people – On the 3 September, the existing young person's MegaRider was reduced from £12.80 to £10 for under 19s. Following this reduction, Stagecoach have reported that growth sales have reached 68%. For the duration of the scheme, the partnership will regularly monitor the passenger data.



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Real time bus information – New displays have been ordered to replace the existing expired displays. The first 10 displays to be replaced with new TFT signs will be within the Riverhead. The supplier, R2P started installing the new displays WC 20 November 2023. Further displays have been ordered and NELC are collaborating with the supplier to agree the next locations for the displays.



Route	Destination	Due
8	Stagecoach Cleethorpes Pier	09:25
12	Stagecoach New Waltham Shops	8min
51	Stagecoach Louth Bus Station	09:40



Enhanced parking enforcement – Job adverts have been live for over three months to appoint new Civil Enforcement Officers (CEO), who will be dedicated to enforcing bus stops and bus routes, however, there has been no successful candidates. Options are being explored to boost the job adverts or appoint agency staff to the role(s), however, in the meantime, as of the 1 November 2023, existing CEOs will cover the wider bus network, particularly the bus stops, as part of their scheduled patrols.

Monitoring & evaluation – The Transport Focus survey is ongoing and is due to finish by the end of December 2023. A snapshot of the results to date can be found at the end of this report. In addition, the BSIP update survey has now closed, and the results of this survey will be published within the BSIP document early 2024.

BSIP+ – In our previous Progress Report, we referred to the indicative BSIP+ allocation the council are set to receive from the DfT. To enable this funding to be released, the council had to outline the intended use for this funding, for the DfT to consider.

The council are pleased to announce that on the 2 November 2023, the DfT approved the council's request and will provide NEL with £280,000, which will see the following delivered:

- Enhanced maintenance of the Riverhead bus shelters
- Promotional £1 Leisure and Shopper ticket



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Communications



Launch of the new Leisure and Shopper Ticket

On 12 November Stagecoach East Midlands, with support through the BSIP+, launched the promotional £1 Leisure & Shopper ticket!

This offer aims to increase leisure and shopping activity within the borough with cheap and sustainable travel. The reduced fare will encourage passengers to travel more frequently over the Christmas period, further supporting local leisure and retail businesses in North East Lincolnshire.

The BSIP survey, which was conducted earlier this year, found passengers used the buses mostly for leisure and shopping. Therefore, reducing the ticket fare by half its current capped price will hopefully encourage more people to use the bus for this reason.

The £1 fare is available for both adults and children. This is a promotional price for a limited time only, subject to uptake on bus tickets as well as funding.

To read more about the scheme, please click [here](#).

New CCTV Cameras in the Riverhead

Eleven bus stops at Grimsby Riverhead Exchange now have CCTV coverage to help combat anti-social behaviour in the area, creating a safer environment for bus passengers and bus drivers.

Four new CCTV cameras have been installed to cover bus stops A to L, and these cameras will not only prevent anti-social behaviour at bus stops, but will also reduce security costs, prevent crime and vandalism, and make bus drivers feel safer.

The initiative transpired after the BSIP surveys concluded that people didn't feel safe at bus stops, particularly those across the town centre.

To read more about the scheme, please click [here](#).



Future Good News Opportunities

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

- Continued promotion of the £1 bus fare, including late night shopping.
- Good news press release for the updated BSIP, including a snapshot of the public survey results.
- Once complete, a press release promoting the results of the Transport Focus survey.
- Press release for the delivery of additional junctions with Traffic Signal Priority technology.



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- Good news story for the delivery of additional RTI displays and the enhancement of existing displays.
- Good news story for the appointment of additional CEO.
- Continued promotion of the fare initiative schemes being delivered locally.

Passenger satisfaction

As part of the BSIP monitoring, Transport Focus have been commissioned to conduct surveys with local bus passengers. Passengers are randomly selected and asked for their views on the local bus services. The snapshot below shows the satisfaction data to date.

Item	2019 Data	2019 Average for England	BSIP 2024/25 Target	Results so far
Overall Satisfaction	90%	89%	92%	*88% ↓
Satisfaction with value for money	72%	64%	77%	*73% ↑
Satisfaction with bus stop	N/A	N/A	TBC	83%
Satisfaction with journey time	89%	85%	90%	91% ↑
Satisfaction with punctuality	79%	74%	82%	89% ↑
Satisfaction with driver	79%	76%	82%	88% ↑

*Please note, this data reflects results from February – August 2023, the Council are awaiting updated data from Transport Focus.

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

Next Steps

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

The next progress report will be published by the end of February 2024.

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

Delivery Plan for 2024/25

Including BSIP+, the council have an allocation of £3,227,477 for the 2024/25 financial year. The government have recently announced additional BSIP funding for authorities in the North & Midlands, however, at this stage the funding is indicative, and the details are not yet known, therefore, is not included within this report.

To date, the below schemes have been approved by the DfT and Enhanced Partnership for delivery in 2024/25:

- Continued delivery of bus priority measures
- Continued delivery of traffic signal priority
- Fare capping by day / week



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- High quality Grimsby Bus Interchange
- Continued delivery of bus service enhancements
- Support provided for the Riverhead CCTV
- Continued delivery of discounted youth fares
- Support provided for the Enhanced Parking Enforcement Officer(s)
- Continued monitoring & evaluation
- Trial enhancement of service(s)
- BSIP+ - Additional funding expected in November 2024, therefore planned schemes are not yet known.

The Enhanced Partnership, where possible, will prepare for the delivery of the 2024/25 schemes. It is envisaged that February's report will provide further details on the above schemes.

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

**Lani Lamming, Enhanced Bus Quality Partnership Co-ordinator,
(lanl.lamming@nelincs.gov.uk), or email the team at
transport@nelincs.gov.uk.**



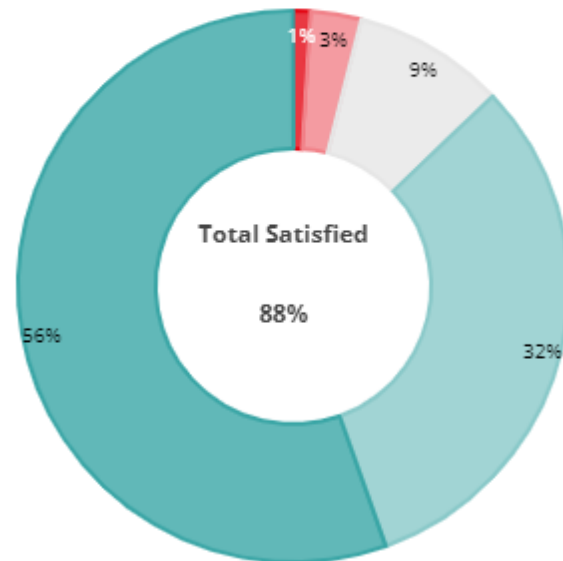
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The following slides are taken from the Transport Focus local bus satisfaction survey.

 Q9. How satisfied were you with your bus Journey? (Year to Date)



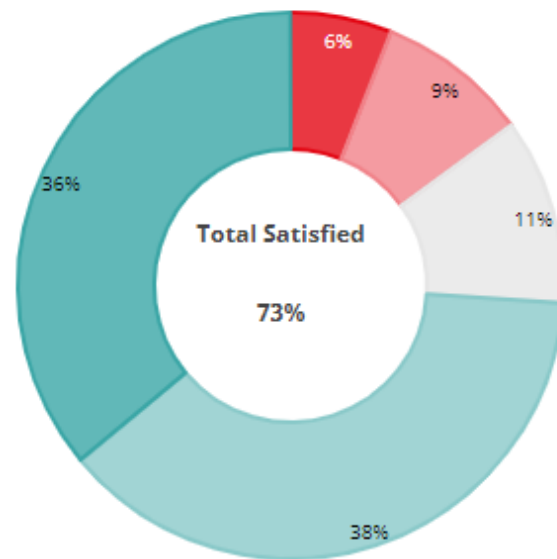
- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

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Q10A.How satisfied were you with the value for money of your journey? (Year to Date)




- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

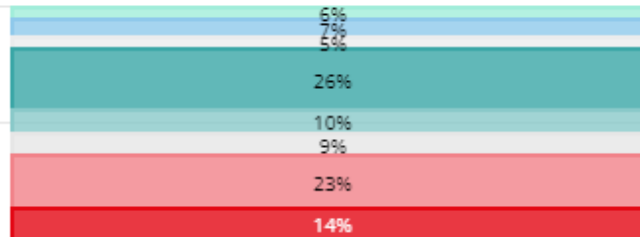


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 Q10B.What had the biggest influence on your rating of the value for money? (Year to Date)



Q10B: What had the biggest influence on your rating of the value for money?

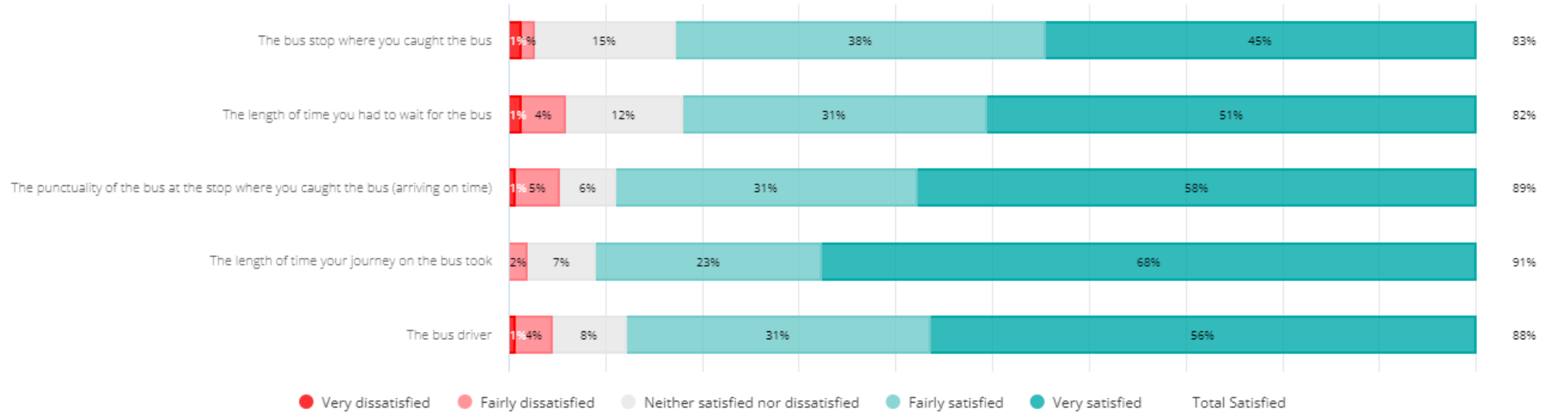
-  A reason not mentioned above (please type in)
-  The quality of the service for the fare paid
-  The fare compared to the cost of everyday items
-  The cost of bus fares now compared to what they were 12 months ago
-  The cost of bus fares here compared to those in other places
-  The cost of the bus compared to other modes of transport
-  The cost per journey for the number of journeys made with your ticket or pass
-  The cost for the distance travelled

* Note: that segment values may sum to more than 100%

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



"I can finish my shift step out the hospital and get on a bus and be almost dropped off outside my door"	Stagecoach	North East Lincolnshire	8	07/10/2023
"It was good because the driver was friendly and the interviewer was very friendly and nice to talk to"	Stagecoach	North East Lincolnshire	8	07/10/2023
"Good and in time"	Stagecoach	North East Lincolnshire	6	05/10/2023
"Good"	Stagecoach	North East Lincolnshire	10	01/10/2023
"Good is accuracy of the new timetable. Bad is the lack of buses"	Stagecoach	North East Lincolnshire	250	30/09/2023