

# **BUS SERVICE IMPROVEMENT PLAN**

## Enhanced Partnership and BSIP

October 2021



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# 1 Overview

## 1.1 Introduction

North Lincolnshire Council (NLC) presents this Bus Service Improvement Plan (BSIP) in response to the National Bus Strategy (NBS) which supports opportunities to deliver significant improvements to our local bus services.

This BSIP aims to increase patronage firstly back to pre-pandemic levels and then beyond; improve passenger confidence; and increase customer satisfaction. This document was developed in collaboration with our main local operators: Stagecoach East Midlands, Hornsbys and East Yorkshire (who operate our Demand-Responsive Transport (DRT) service) with input from Isle Coaches and our key stakeholders.

Figure 1 BSIP Extent (North Lincolnshire boundary, coloured green in inset map)



## 1.2 Bus Service Improvement Plan Area

The Bus Service Improvement Plan covers the entirety of the North Lincolnshire Council area, for which there will be a single Enhanced Partnership (EP).

North Lincolnshire is situated on the east coast of England, along the southern side of the River Humber estuary. With the Humber as its northern aspect, North Lincolnshire borders Doncaster to the west, Bassetlaw to the south-west, West Lindsey to the south and North East Lincolnshire to the east. North Lincolnshire's 846m<sup>2</sup> land area is predominantly rural with six significant towns: Scunthorpe, Brigg, Haxey, Crowle, Epworth and Barton-upon-Humber – in addition to many smaller towns and villages. The area is home to over 172,000 people, supports over 70,000 jobs and over 6,800 businesses (Nomis local authority labour market profile). The area also has lower than average levels of employment. In June 2021, the North Lincolnshire employment rate

stood at 73.2% compared to the national average of 74.4% (Nomis local authority labour market profile).

North Lincolnshire Council is a unitary authority and therefore responsible for the provision of all local government services in the area. North Lincolnshire is part of the Greater Lincolnshire Local Enterprise Partnership (LEP). The area also falls within the locations covered by the Northern Powerhouse and Midlands Engine initiatives and therefore the Council is an active member of Transport for the North (TfN) and Midlands Connect.

As a result, North Lincolnshire sits at the heart of several economic corridors which offer opportunities for growth. The figure below illustrates that although North Lincolnshire is predominantly rural, it has routes of international and national importance.

Figure 2 Economic corridors



## Neighbouring authorities

**Whilst opportunities exist for working collaboratively with North East Lincolnshire Council, who are producing a BSIP of their own, plans remain largely separate for a number of reasons:**

- there are very few bus services actually in common – the areas on the boundaries of North Lincolnshire are very rural, as are the adjacent areas of North East Lincolnshire and Lincolnshire County Council;
- both Councils wanted to focus on areas where their measures were most likely to make a significant difference to bus passengers, and grow demand as much as possible – the volumes of passengers on the small number of cross-boundary bus services were unlikely to offer the greatest growth potential, and required very few interventions in terms of infrastructure (eg bus priority); however
- in a small number of cases there were some potential synergies, such as services from south of the Humber to Castle Hill Hospital, and these will be explored jointly by both Councils as their BSIPs mature.

There are some cross-boundary services which operate into Lincolnshire County Council's, East Riding of Yorkshire Council's and Hull City Council's areas. As part of this

process (in conjunction with neighbouring authorities if necessary) we will review opportunities to enhance cross boundary services. We also anticipate improving rural connectivity within the area through tailored solutions such as the expansion of our JustGo demand responsive transport (DRT) service.

### 1.3 Transport Governance Approach

Whilst NLC understands the additional powers that a franchise agreement could deliver, we have chosen to pursue the EP process given that the additional costs incurred via a franchise agreement are unlikely to be offset by any benefits generated by such an arrangement in this area. The EP process is less cost / resource intensive but will still allow us to plan and deliver many of the benefits which passengers would like to see such as frequency enhancements, improvements to passenger information and safety improvements at bus stops and on buses.





## 1.4 Timescales

Most of the measures included in this BSIP are expected to be delivered in the next 5 years, however many measures are expected to continue following this period.

In some cases more information is required for example through studies or further research before we can include a detailed description and a clear idea of what a measure will need to include. In other cases, such as in the case of bus priority, work has already been undertaken by operators through the Quality Bus Partnership (QBP) to identify pinchpoints / hotspots on our network. In these cases we will undertake further work to gain a more detailed understanding of the cause / extent of these issues and determine the most appropriate solutions in order to ensure best value for money on any proposed interventions.

We are expecting the BSIP to be reviewed on an annual basis, these updates will feed through into our EP work. These annual BSIP updates will also include detailed worked up measures where these are not available at this stage.

## 1.5 Links to local policy

We are currently working on refreshing a number of our local policies including our Local Plan, our Integrated Transport Strategy and our Scunthorpe town policies through the *Town Investment Plan* and the *Scunthorpe Town Centre Masterplan*. In preparing this BSIP we have consulted with colleagues preparing these documents. Throughout the EP process and especially upon annual review of the BSIP we will have further discussions with the teams preparing these documents to ensure that the EP / BSIP aligns with the latest policy.



## 2 Current Bus Offer to Passengers

### 2.1 Introduction

In this chapter, we will look at the bus offer as it stands today in North Lincolnshire, providing an overview of the operating environment and the bus network, as well as considering ridership patterns and factors that affect the use of local bus services. Most importantly we will consider the priorities of current and potential passengers, and what actions will drive user satisfaction levels and sustainable passenger growth.

We will highlight some of the steps that we will take to move from our current situation to a place where we are successfully meeting our BSIP objectives, with further detail provided in Chapter 4.

### 2.2 Overview of Network and Commercial Environment

Within North Lincolnshire, the companies that dominate the commercial bus sector are **Stagecoach**, which is part of a large national





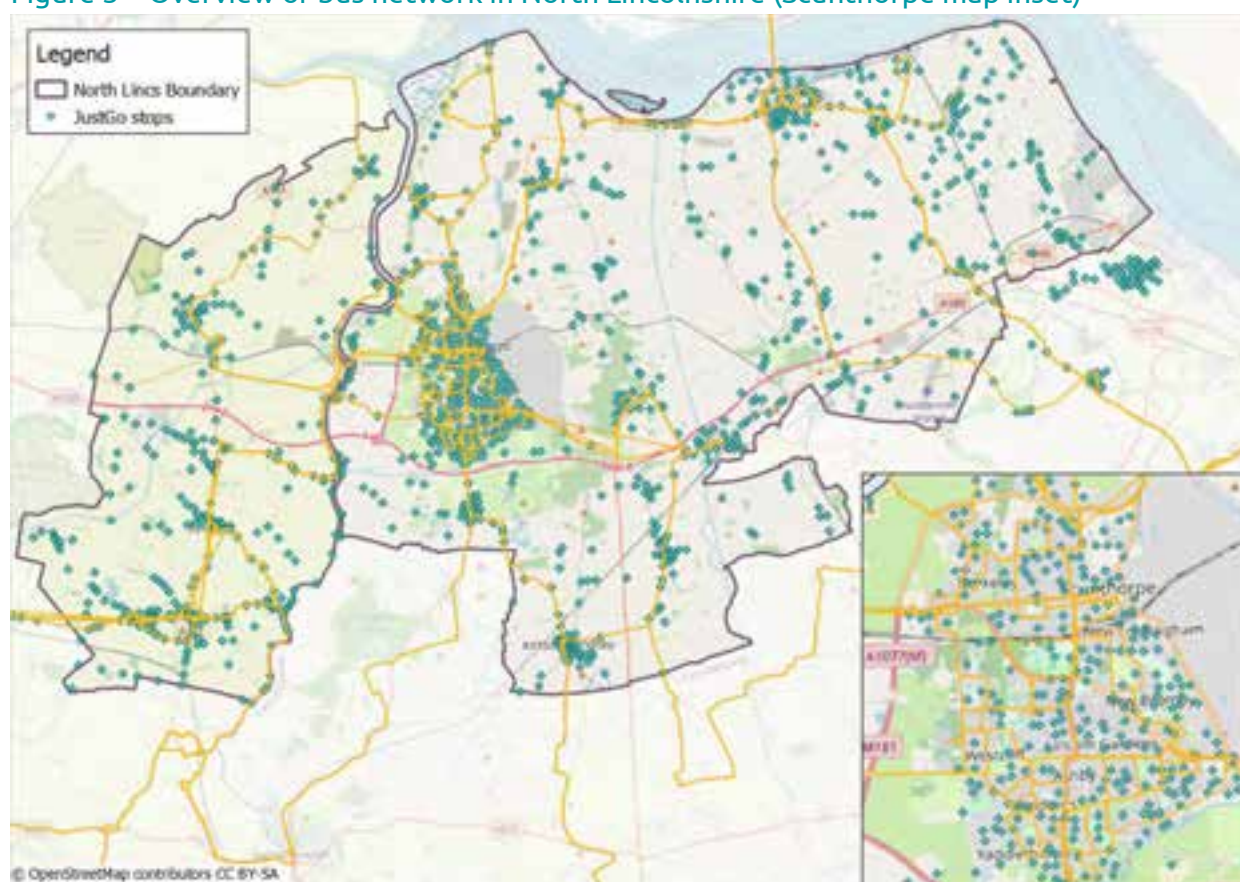
UK group, and **Hornsby**, a local family-run business based in Scunthorpe. These are complemented by services operated by **Isle Coaches**, and by **East Yorkshire Buses** who operate some scheduled services as well as the JustGo demand responsive transport (DRT) service in the area.

Although many services in North Lincolnshire are provided by Stagecoach, management of their local subsidiary has many delegated responsibilities, and its local bus services are planned with the needs of its passengers

in mind, and its local management is aware of the many local issues. Other services are provided by locally-based operators, who are responsive to the needs of local bus users, and the subsidised bus network contracted by the Council is designed in close conjunction with local users by officers with a detailed appreciation of the needs of North Lincolnshire.

The figure below provides an overview of the scheduled and demand responsive network in North Lincolnshire.

**Figure 3 Overview of bus network in North Lincolnshire (Scunthorpe map inset)**



The figure above indicates that the scheduled network is centred around North Lincolnshire's main urban centre: Scunthorpe. The densest coverage is in Scunthorpe itself with routes extending outwards to other key settlements such as

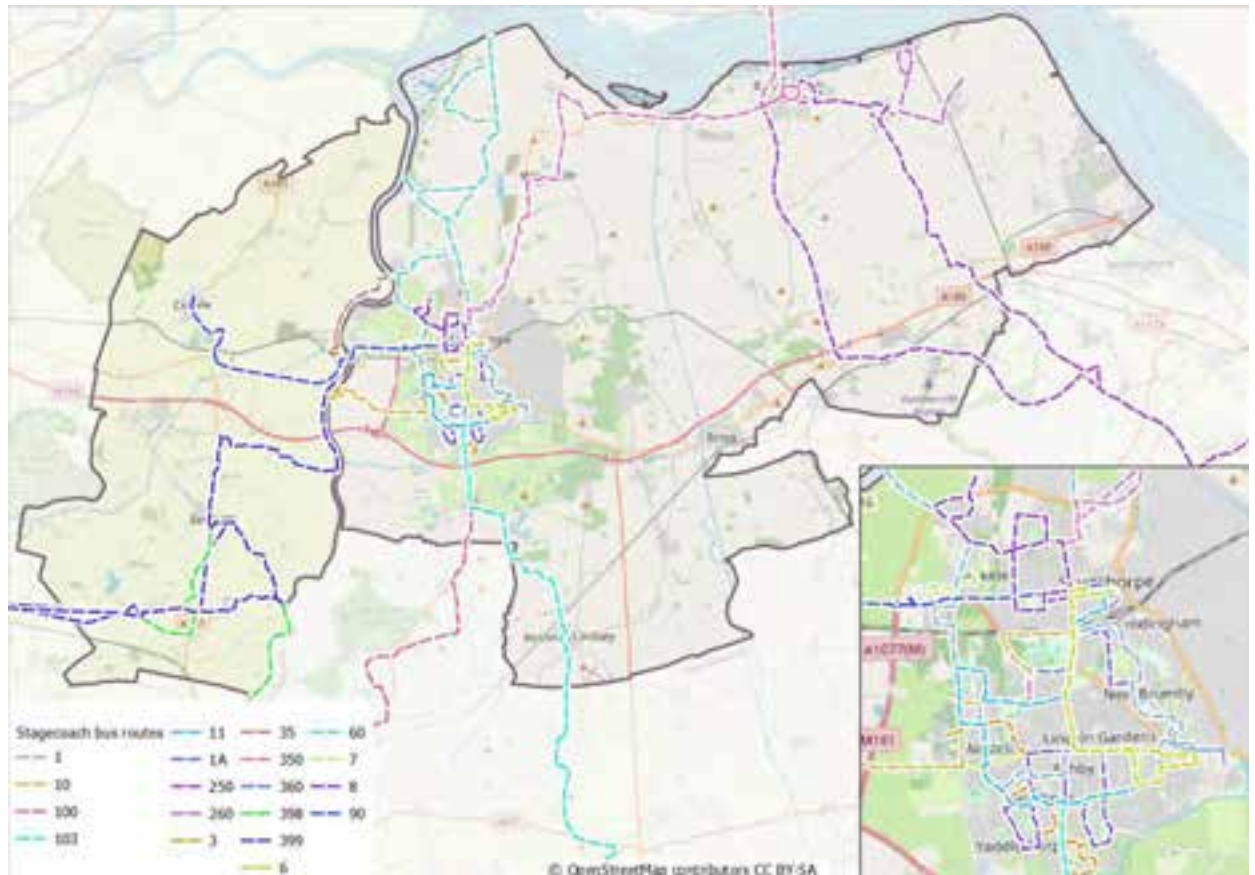
Barton and Brigg. The rural network is well-served geographically by the JustGo DRT service.

The sections below provide a more detailed review of bus operations in North Lincolnshire by operator.

## Stagecoach

Stagecoach is the largest operator in North Lincolnshire operating 16 different routes and prior to the pandemic covered 1.2m miles from its Scunthorpe depot per year. The Stagecoach routes are shown in the figure below.

Figure 4 Stagecoach bus routes



As shown in the figure above, Stagecoach operates most of the principal routes serving Scunthorpe, North Lincolnshire's urban centre. Stagecoach also provide cross-

boundary connectivity through a half hourly service to Hull and a service to Lincoln every two hours. The table below summarises the regular bus services operated by Stagecoach.

Table 1 Stagecoach bus routes in North Lincolnshire

Service Number	Route	Monday Friday	Frequency	
			Saturday	Sunday
<b>1</b>	Scunthorpe Bus Station – Gallagher Retail Park – Ashby – Lakeside Morrisons – Scunthorpe Bus Station	Half hourly	Half hourly	Hourly
<b>3</b>	Scunthorpe Bus Station – John Leggott West Common Ln – Quebec Rd Shops – Ashby – Scunthorpe Bus Station	Hourly	Hourly	
<b>4</b>	Scunthorpe Bus Station – Ashby – Lakeside Morrisons – Broughton – Brigg	Operated by Hornsbys	Operated by Hornsbys	Every two hours
<b>6*</b>	Scunthorpe Bus Station – Ashby Sunshine Hall – Grange Lane South Sharps Pub – Ashby Rd Priory Hotel – Scunthorpe Bus Station	Half hourly	Half hourly	
<b>7 / 8</b>	Scunthorpe Bus Station – Scunthorpe Hospital – Skippingdale Retail Park – Scunthorpe Bus Station	Hourly	Hourly	
<b>35</b>	Scunthorpe Bus Station – Scunthorpe Gallagher Retail Park – Armcofts Ingleby Arms	Hourly	Hourly	
<b>60</b>	Scunthorpe Bus Station – Flixborough – Normanby Village – Burton upon Stather – Thealby – Coleby – Whitton	Every two hours	Every two hours	
<b>90</b>	Scunthorpe Bus Station – Scunthorpe Gallagher Retail Park – Keadby – Ealand – Crowle	Every two hours	Every three hours	
<b>100/101</b>	Scunthorpe Bus Station – Ashby – Scotter – Northorpe – Gainsborough Bus Station – Lea Green – Kexby Corner – Stow – Saxilby High Street – Lincoln Bus Station	Hourly	Hourly	
<b>103</b>	Scunthorpe Bus Station – Messingham – Kirton in Lindsey – Blyborough – Hemswell – Ingham – Brattleby – RAF Scampton – Lincoln Bus Station	Every two hours	Every two hours	
<b>350/355</b>	Scunthorpe Bus Station – Winterton Tesco express – Ferriby Sluice – Barton Interchange – Humber Bridge Nth Approach – Hull Interchange	Half hourly	Half hourly	Every two hours
<b>250</b>	Cleethorpes – Grimsby – Laceby – Keelby – Ulceby – Wootton – Thornton – Barrow – Barton – Hull	Hourly	Hourly	
<b>255</b>	Barton – Hull	Mornings / evenings only	Mornings / evenings only	Mornings / evenings only

\*Operated jointly with Hornsbys



In addition to the regular services described above, Stagecoach also operates the following:

- Service 10 which operates between Scunthorpe and Burringham 3 times per day, Tuesday – Friday
- Service 11 which operates between Scunthorpe Bus Station – Lichfield Ave – Chancel Rd – Ashby High St Market – Scunthorpe Ashby Turn - Scunthorpe Bus Station, twice per day at 06:25 and 07:05, Monday and Saturday
- Service 399 which operates once per day

in the evenings in each direction between Scunthorpe and Westwoodside

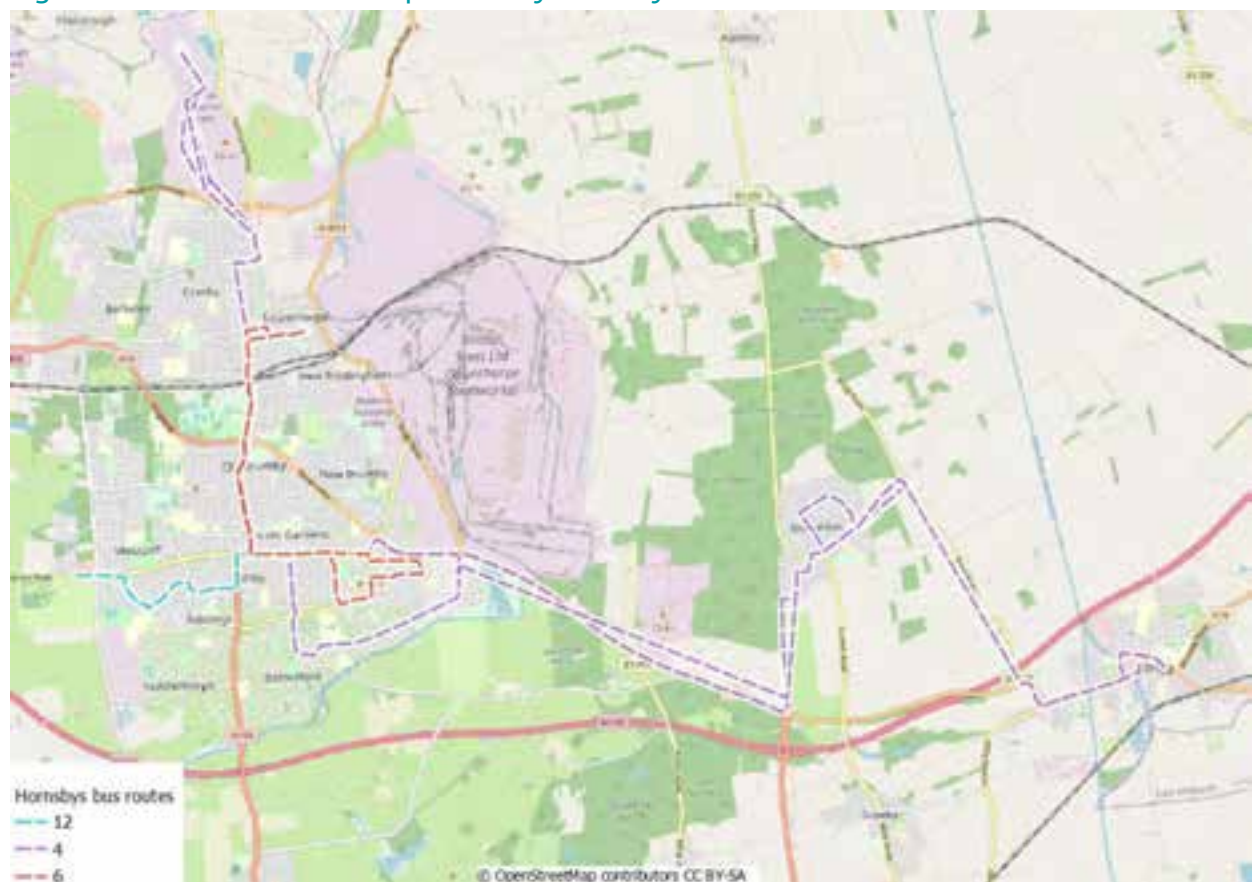
- Service 260 which operates 7 times per day around Barton on Mondays, Tuesdays, Wednesdays and Fridays
- Service 398 which operates once per day on Tuesdays between Belton and Gainsborough

Full details of Stagecoach services are provided at the following link: <https://www.stagecoachbus.com/promos-and-offers/east-midlands/scunthorpe-services>

## Hornsbys

**Hornsbys is the second largest operator in North Lincolnshire and operates 9 different routes covering 275,000 miles per year. The main bus services operated by Hornsbys are shown in the figure below.**

Figure 5 Main bus services operated by Hornsbys in North Lincolnshire



The table below summarises all regular services operated by Hornsbys.

**Table 2 Bus services in North Lincolnshire operated by Hornsby Travel**

Service Number	Route	Frequency		
		Monday Friday	Saturday	Sunday
<b>4</b>	Scunthorpe Bus Station – Ashby– Lakeside Morrisons – Broughton– Castlethorpe – Brigg	Hourly	Hourly	
<b>X4</b>	Scunthorpe Bus Station – Lakeside Morrisons – Scawby – Brigg – Wrawby – Barnetby	Every two hours		
<b>6*</b>	Scunthorpe Bus Station – Old Brumby – Ashby - Scunthorpe Bus Station	Half hourly	Half hourly	
<b>9</b>	Scunthorpe Bus Station – Scunthorpe Hospital – Scunthorpe Museum - Scunthorpe Bus Station	Half hourly		
<b>12</b>	Scunthorpe Bus Station – Brumby– Ashby– Riddings - Scunthorpe Bus Station	Hourly	Hourly	

*\*Jointly operated with Stagecoach*

In addition to the regular services described above, Hornsbys also operate the following services:

- Service 91 which operates hourly between 09:10 and 14:10 on Tuesdays, Thursdays and Saturdays only
- Service 92 which operates 3 times a day on Tuesdays, Thursdays and Saturdays only and serves the urban area of Brigg
- Service 94 between Brigg and Kirton in Linsey which operates 5 times per day
- Service 254 which operates hourly within Barton between 09:15 and 14:00 on Monday, Wednesday and Friday only

As shown in the figure and table, Hornsbys principally serve Scunthorpe, North Lincolnshire's urban centre with the 4 and the 6 services providing connectivity

within the town. They also operate service 9 which is a Park and Ride service between Scunthorpe bus station and the hospital. Hornsbys also provides connectivity to other settlements within North Lincolnshire with an hourly service to Brigg and a two hourly service to Barnetby.

Service 6 is already operated in partnership between North Lincolnshire's two main operators: Hornsbys and Stagecoach. This provides a 15 minute frequency on the circular route between Scunthorpe and Ashby. It is the second busiest bus service in North Lincolnshire.

Full details of the services operated by Hornsbys can be found at <https://hornsbytravel.co.uk/buses.php>

## Isle Coaches

Isle Coaches is a small family run operator principally serving the Isle of Axholme area in the West of North Lincolnshire. The services operated by Isle Coaches are summarised in the figure and table below.

Figure 6 Isle Coaches routes

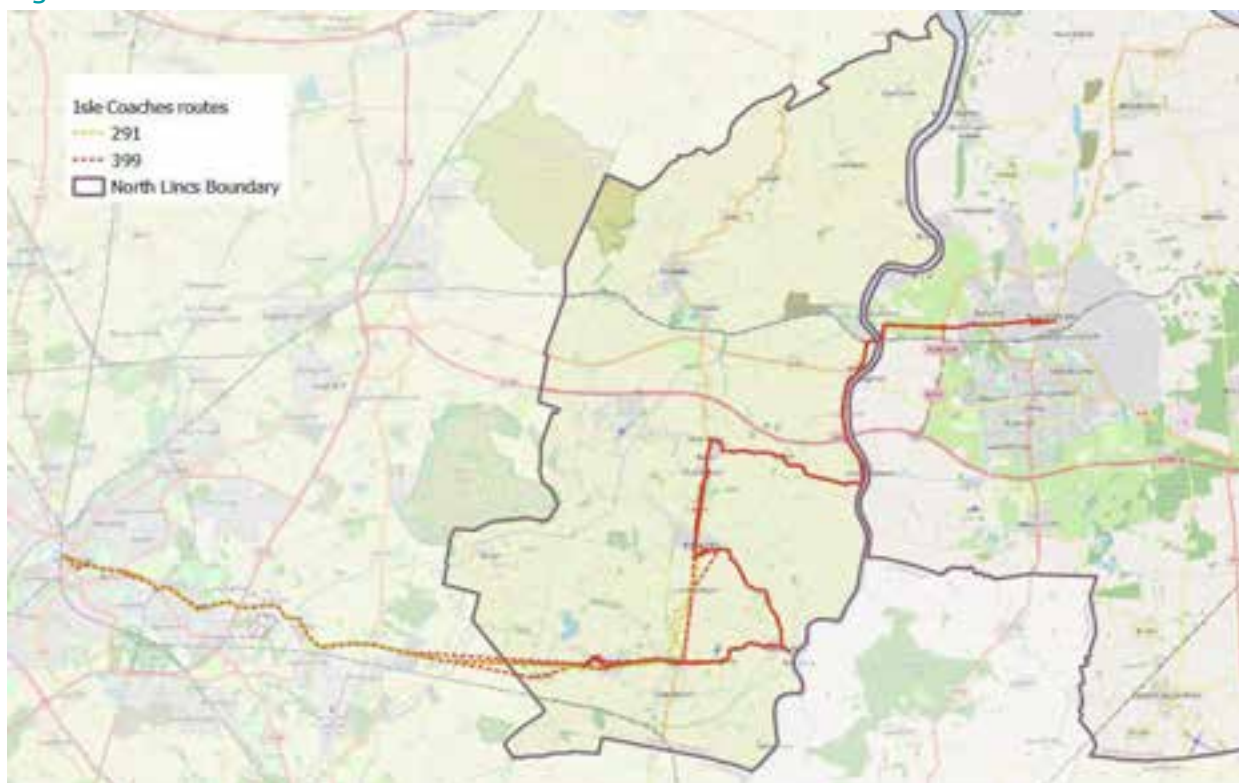


Table 3 Bus routes in North Lincolnshire operated by Isle Coaches

Service Number	Route	Frequency		
		Monday Friday	Saturday	Sunday
<b>291</b>	Doncaster Interchange – Bennetthorpe – Belle Vue – Cantley – Branton – Auckley – Blaxton – Westwoodside – Haxey – Burnham – Epworth – Owston Ferry	From Doncaster : 11:00 & 15:20 To Doncaster : 09:00 and 12:05	From Doncaster : 11:00 & 15:20 To Doncaster : 09:00 and 12:05	
<b>399</b>	Doncaster Interchange – Bennetthorpe – Belle Vue – Cantley – Branton – Auckley – Blaxton – Westwoodside – Haxey – Owston Ferry – Epworth – Belton – Beltoft – Butterwick – Althorpe – Gunness – Scunthorpe	Every two hours	Every two hours	

Both services operated by Isle Coaches are relatively infrequent with the 291 operating only twice per day in each direction and the 399 operating every two hours. However, both routes provide important

cross boundary connections to the town of Doncaster. In addition, Isle Coaches operates a once per day college service between Misterton and North Lindsey College.



## East Yorkshire

East Yorkshire buses operate important cross boundary connections between North Lincolnshire and the neighbouring authority of the East Riding of Yorkshire. These routes are summarised in the figure and table below.

Figure 7 Bus routes operated by East Yorkshire



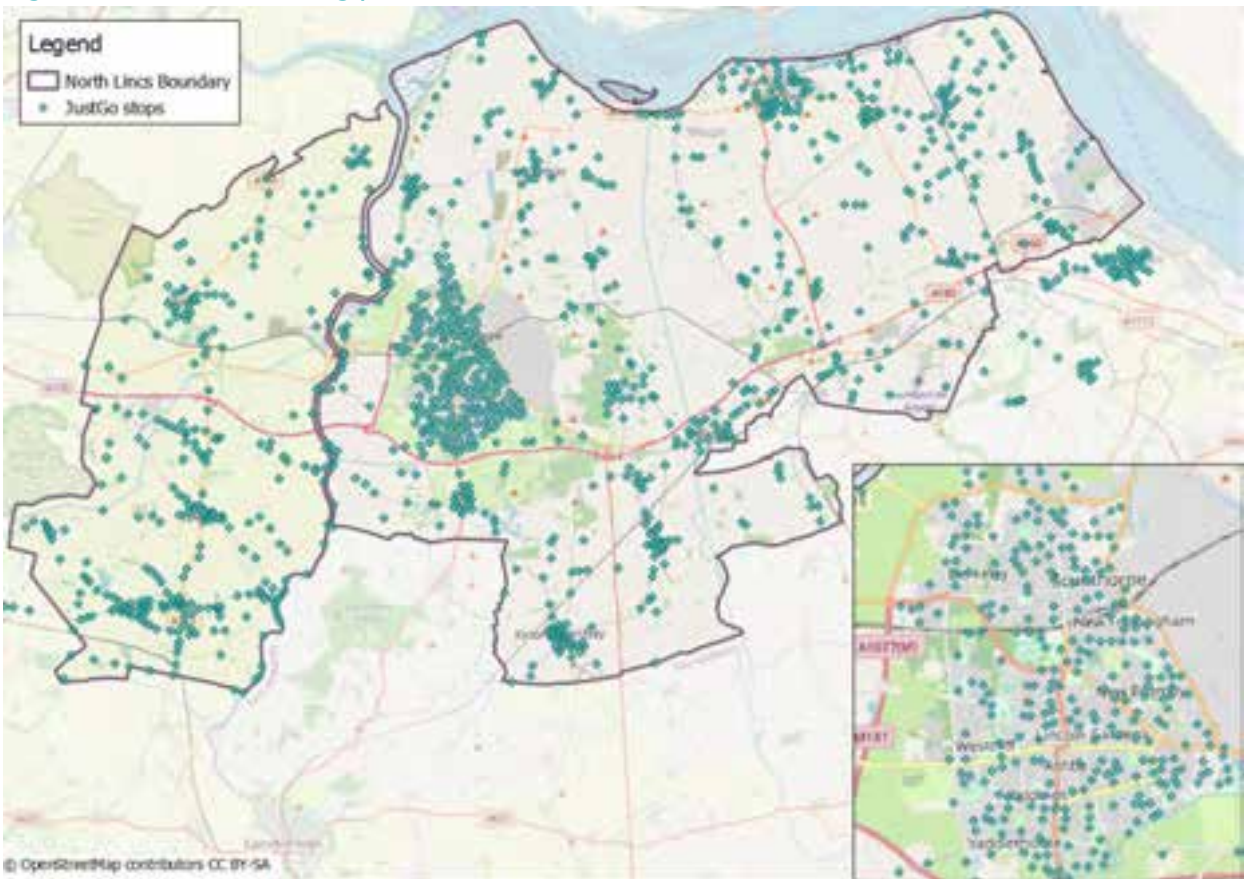
Table 4 Scheduled bus services in North Lincolnshire operated by East Yorkshire

Service Number	Route	Frequency		
		Monday Friday	Saturday	Sunday
<b>350</b>	Hull Interchange – Anlaby Park – Humber Bridge – Barton-upon-Humber Railway Station – Ferriby Sluice – Winterton – Scunthorpe Bus Station – Ashby Hornsby Depot	Every three hours	Every three hours	3 times per day
<b>360</b>	Goole North Street – Whitgift Main Road – Adlingfleet Garthorpe Rd – Luddington – Keadby opposite Althorpe Rail Station – Scunthorpe Bus Station	Twice per day		
<b>361</b>	Goole North Street – Whitgift Main Road – Adlingfleet Garthorpe Rd – Luddington – Keadby opposite Althorpe Rail Station – Scunthorpe Bus Station	Every two hours	Every three hours	

- Operates between 7am and 7pm Monday
- Buses are equipped with free WiFi and

- The figure below shows the location of meeting points which are the virtual bus stops where users can access the JustGo service.

### Figure 8 JustGo meeting points



The table below presents a breakdown of bus stop infrastructure in North Lincolnshire.

Table 5 Bus stop infrastructure

<b>Scunthorpe</b>	69	287	356	19%
<b>Other towns and rural areas</b>	136	269	405	34%
<b>Total</b>	205	556	761	27%

In addition there are 178 'custom & practice' stops in North Lincolnshire (30 in Scunthorpe and 148 in other towns and rural areas),

meaning in total there are 939 stops in North Lincolnshire.

### Summary of Network

As can be seen, there is a reasonable density of service around Scunthorpe, and linking Scunthorpe to the other main urban settlements in North Lincolnshire. This already includes a degree of integration between the two largest operators in North Lincolnshire – Stagecoach and Hornsbys. Away from the main urban settlements, although the services are less dense, the

modern DRT operation (JustGo) provides some coverage in more rural areas. All of this gives us a solid base from which to start our service enhancements, guided by the more detailed analysis of key aspects of the bus service which follows, and enlightened by the results of our survey of users and potential bus users, which we also describe later in this Chapter.

### Size and age of fleet used on scheduled local services

The table below summarises the fleet currently in operation on North Lincolnshire's main bus services.

Table 6 North Lincolnshire fleet characteristics (Stagecoach and Hornsbys scheduled services)

Emissions standard	Mini	Midi	Single decker	Double Decker	Coach	Total	%
<b>Euro 3</b>	-	7	3	10	-	20	39%
<b>Euro 4</b>	-	-	8	-	4	12	24%
<b>Euro 5</b>	-	-	11	-	4	15	29%
<b>Euro 6</b>	-	-	4	-	-	4	8%

Currently only 8% of the fleet operating in North Lincolnshire complies with Euro 6 emissions standards, those that do comply are smaller single decker vehicles. The

most common emissions standard across the fleet is Euro 3 (35% of vehicles), on average these vehicles are 16 years old. All of the double decker buses in operation



The FastCat fleet which serves the route

## Accessibility to High Frequency Services

**Figure 9** Accessibility for households in North Lincolnshire (1 bus per hour)



Figure 10 Accessibility for households in North Lincolnshire (2 buses per hour)

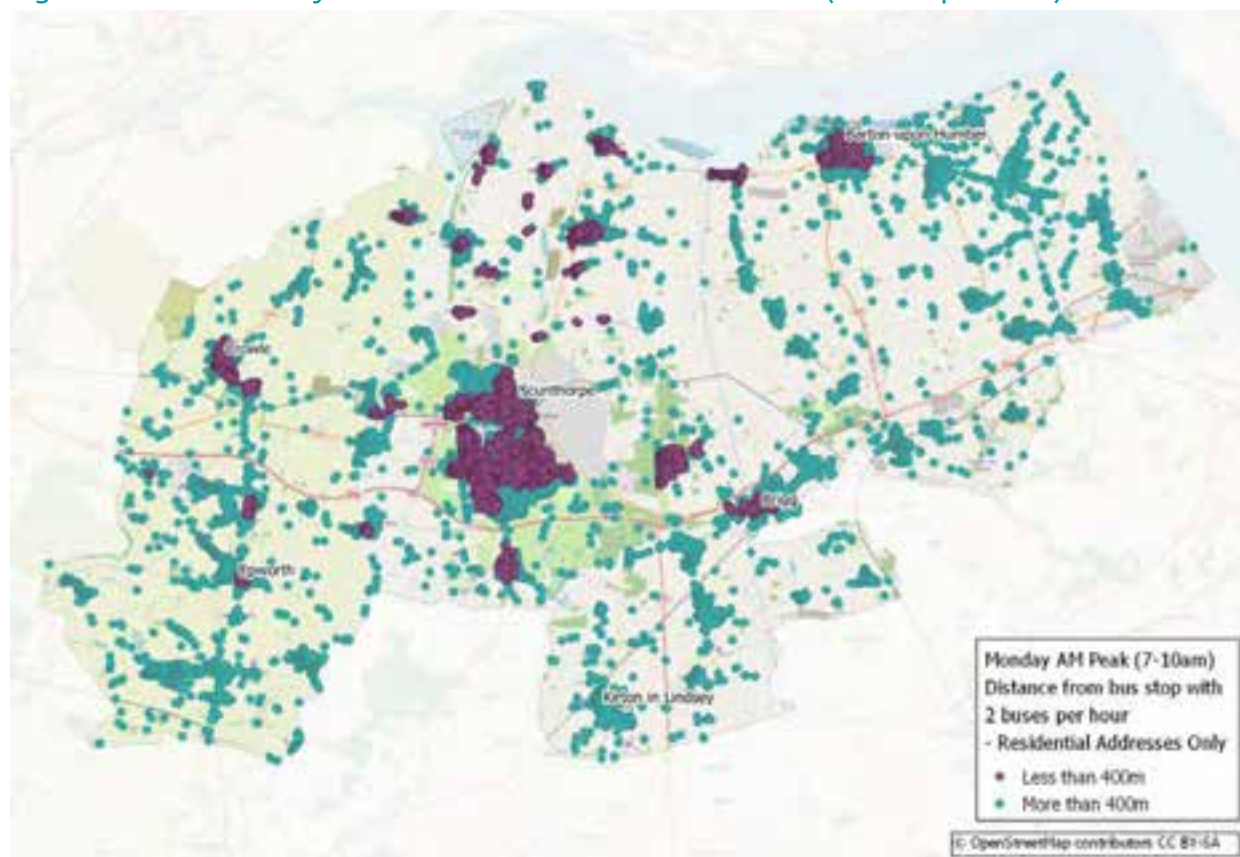
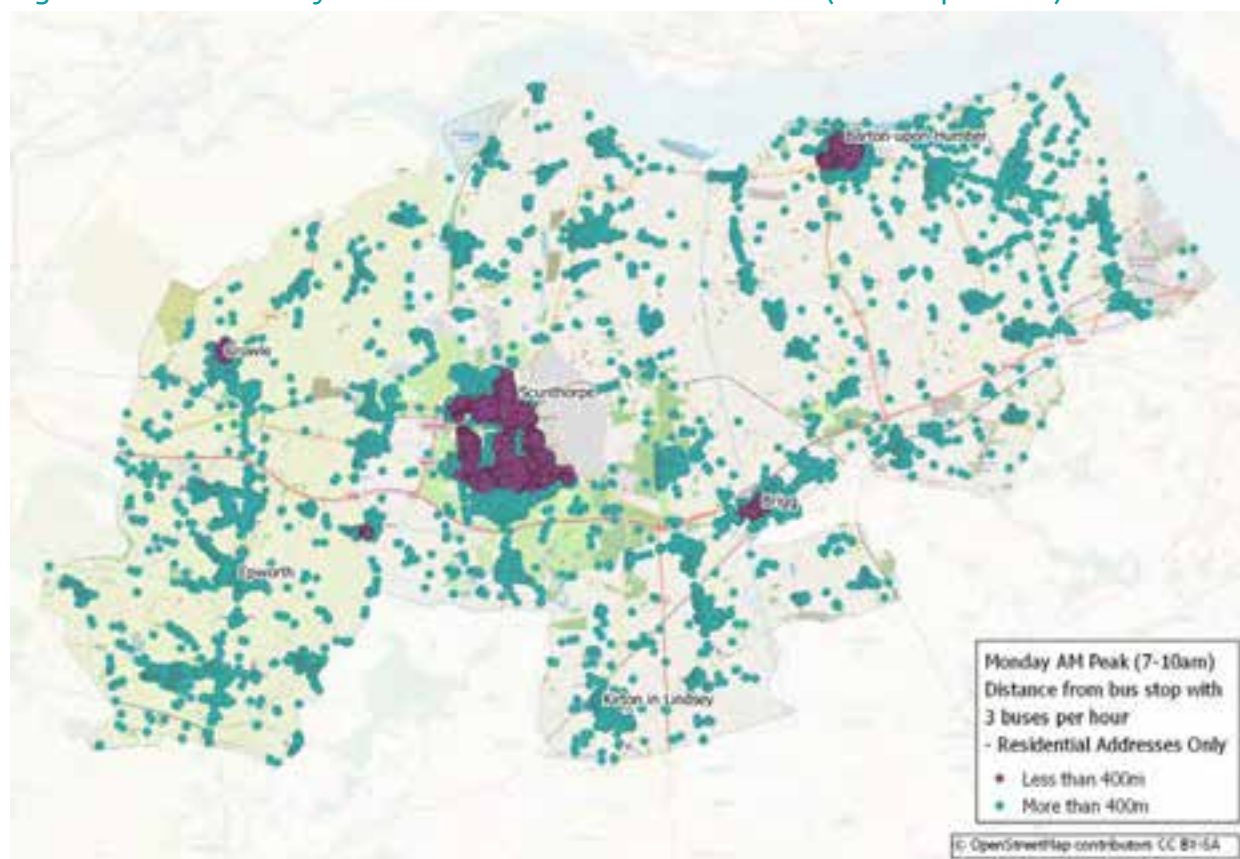


Figure 11 Accessibility for households in North Lincolnshire (3 buses per hour)



The figures above show that most of the significant settlements in North Lincolnshire have at

least one scheduled bus service every hour in the morning peak. Generally, only the central areas of Scunthorpe, Barton, Crowle and Brigg have 3 buses an hour. This demonstrates that while Scunthorpe is relatively well served by scheduled services

the rural areas are not. This underscores the importance of having a reliable DRT service, as this is the most cost-effective way of providing an attractive public transport system.

### Evening and Sunday services

**Evening and Sunday service provision is relatively poor across North Lincolnshire with very few of the scheduled services operating on Sundays or beyond 6pm Monday – Saturday.**

**Only four of the bus services which operate regularly Monday – Friday operate on a Sunday. These are summarised below.**

Table 7 Sunday services

Service no.	Route	Frequency
1	Scunthorpe Bus Station – Gallagher Retail Park – Ashby – Lakeside Morrisons – Scunthorpe Bus Station	Hourly
4	Scunthorpe Bus Station – Ashby – Lakeside Morrisons – Broughton – Brigg	Every two hours
350 / 355	Scunthorpe Bus Station – Winterton Tesco express – Ferriby Sluice – Barton Interchange – Humber Bridge Nth Approach – Hull Interchange	Every two hours

Sunday service provision is focussed on Scunthorpe as well as providing connectivity out of the area to Hull. However, even the services which do operate are infrequent. Rural communities have extremely poor connectivity on Sundays with neither scheduled services nor the JustGo DRT service operating.

Evening provision is also limited and again focusses on Scunthorpe with very little

provision for the rural community. JustGo stops operating at 7pm on weekdays and 8pm on Saturdays. Most scheduled services, even prior to the pandemic, cease operation between 6 and 7pm. The only service with significant evening provision is Service 1A (serving Scunthorpe Town Centre, Westcliff, Ashby and Brumby) which operates hourly between 7pm and midnight Monday to Saturday.



The figures below demonstrate the poor provision of Sunday and evening services.

Figure 12 Sunday service provision (households with 1 bus per hour)

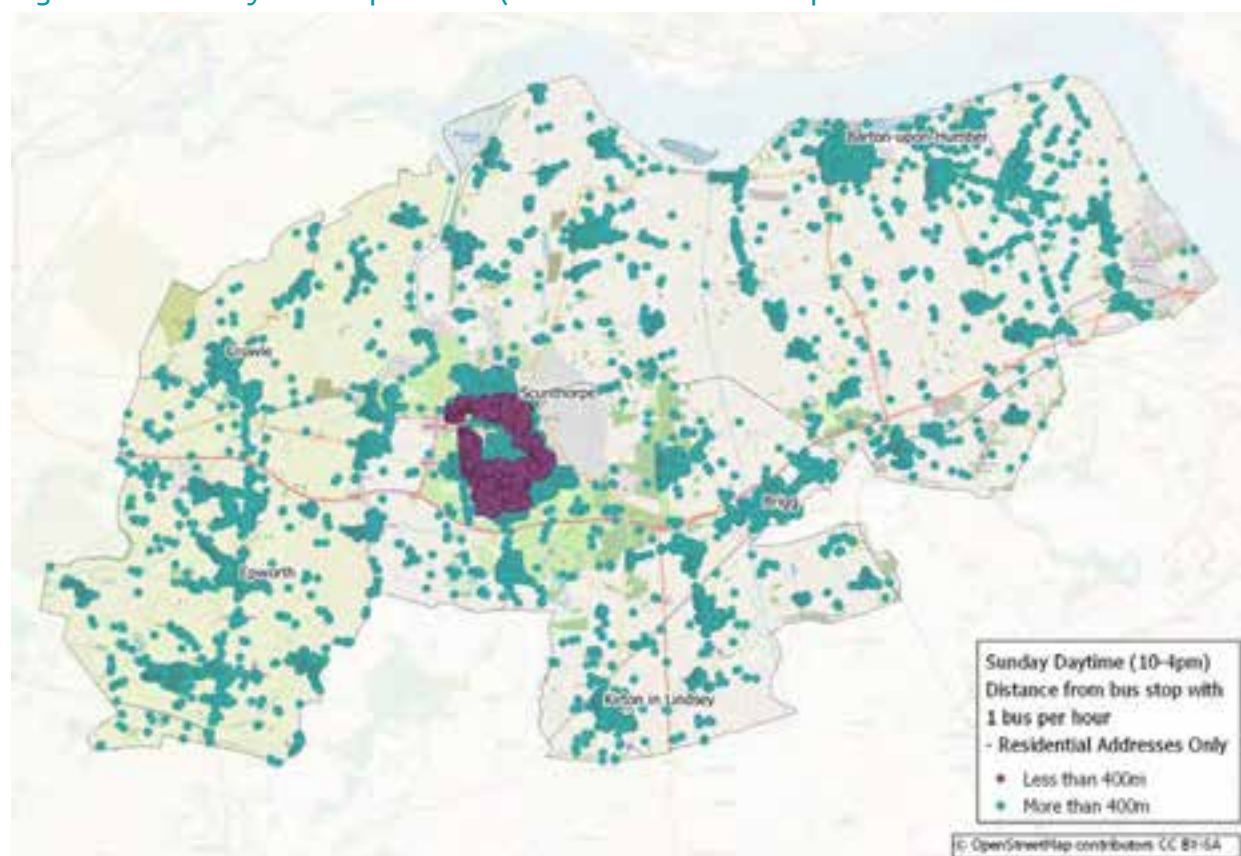
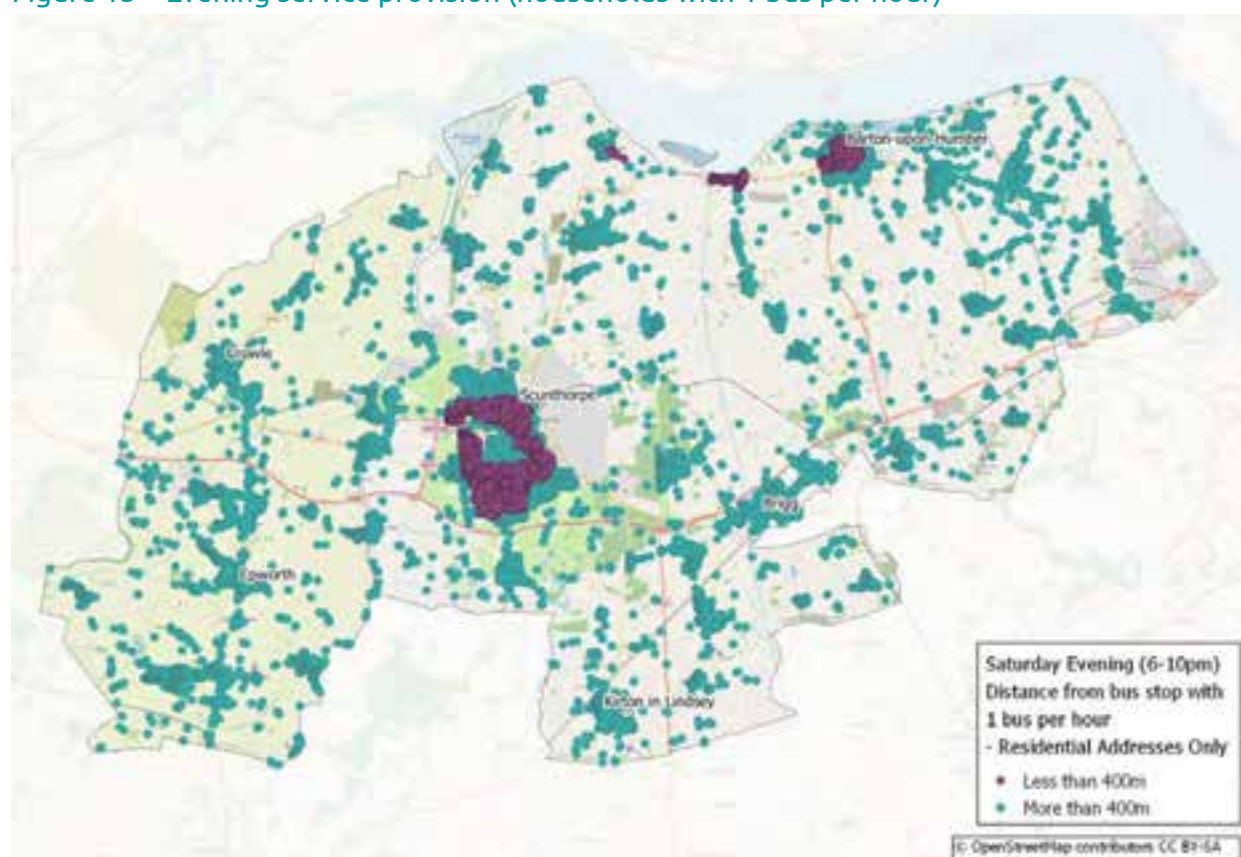


Figure 13 Evening service provision (households with 1 bus per hour)



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## 2.3 Consultation

**Engaging with operators in North Lincolnshire has been fundamental to identifying the problems faced by bus users and operators, and developing measures which will help to underpin sustained recovery followed by growth. We met with each of the principal bus operators in confidential one-to-one discussions, before convening group sessions to agree the objectives for our BSIP and the range of measures, which we set out later.**

Key insights from these conversations, which have particularly guided development of the BSIP, include:

- The commercial environment in North Lincolnshire is particularly difficult given the volume of concessionary trips and the rurality of the area
- Operators would like there to be better integration of public transport services, particularly between the DRT service and scheduled services
- Operators were supportive of a joint journey planning / ticket purchase system across North Lincolnshire
- Operators saw the value of increasing patronage in the youth (16 – 24) market through offering reduced fares

We have also spoken with the following key stakeholders:

- Department for Work and Pensions
- Local colleges
- The Community Rail Partnership
- Council officers from the following departments:
  - Education
  - Planning – town centre development
  - Planning – strategic sites such as Lincolnshire Lakes
  - Parking

Whilst many of these stakeholders had interests well beyond the specifics of local bus operations, they were extremely helpful in putting successful bus operations into a wider context in North Lincolnshire, so that bus services can benefit from positive developments throughout the council area,

and in turn play a role in making North Lincolnshire an even more vibrant and successful place.

Key insights from these conversations, which have particularly guided development of the BSIP, include:

- There are plans for major development in Scunthorpe town centre particularly focused around the leisure offer - bus services need to be aligned with this redevelopment
- There is a need to improve the public transport information available for passengers including paper timetables, real-time information and journey planning
- Several large workplaces in North Lincolnshire have shift working patterns and are not located in an urban centre – therefore these sites are poorly served / not served at all by public transport
- Parking charges have been pitched at a level considered optimal to revitalise the town centre – respondents fear that increasing these charges will reduce footfall

The public were offered an opportunity to provide their feedback in response to our online survey. The survey asked residents about their public transport use before the COVID-19 pandemic and their current use, as well as asking them to consider how they will use public transport in the future. We also asked respondents what could be done to encourage greater public transport use. In total we received just under 300 responses to our survey. As we “Bus Back Better” from

the pandemic, responding proactively to the needs of existing and future bus users, as highlighted through the survey, will be absolutely critical to the success of our BSIP, and we have placed considerable weight on the priorities respondents identified. The top five priorities identified were:

- Improved reliability / quicker journey times

- Improved waiting facilities, lighting, shelters and information boards
- Multi-operator bus tickets
- Clearer and more accessible information
- Improved connectivity with bus and rail services

## 2.4 Bus mode share

The table below summarises the Travel to Work mode split for North Lincolnshire.

Table 8 North Lincolnshire Travel to Work mode split (Census, 2011)

	North Lincolnshire Urban	Yorkshire And The Humber Urban	North Lincolnshire Rural	Yorkshire and the Humber Rural
<b>Work mainly at or from home</b>	2.6%	3.6%	6.2%	8.6%
<b>Rail</b>	0.4%	3.0%	0.7%	2.0%
<b>Bus, minibus or coach</b>	3.2%	9.8%	1.5%	3.2%
<b>Taxi</b>	0.4%	0.8%	0.1%	0.2%
<b>Motorcycle, scooter or moped</b>	1.2%	0.7%	0.8%	0.6%
<b>Driving a car or van</b>	65.0%	59.5%	76.4%	69.7%
<b>Passenger in a car or van</b>	8.3%	6.8%	4.9%	4.9%
<b>Bicycle</b>	5.6%	2.8%	1.8%	1.7%
<b>On foot</b>	12.7%	12.5%	6.9%	8.4%
<b>Other method of travel to work</b>	0.6%	0.6%	0.7%	0.7%

North Lincolnshire has a lower than average share of people commuting by public transport compared to Yorkshire and the Humber, as recorded through the 2011 Census. The data highlights how bus use in urban areas of North Lincolnshire stands at less than a third of the wider Yorkshire and the Humber level, and at less than a half in rural areas. Those driving to work account

for a total of 70% of North Lincolnshire commuters, compared to 61% for Yorkshire and the Humber. We know from early recovery from the pandemic, that it is likely these differences will have been exacerbated and that private car mode share could be significantly higher, further emphasising the need for prompt and robust support for local bus services to “Bus Back Better”.



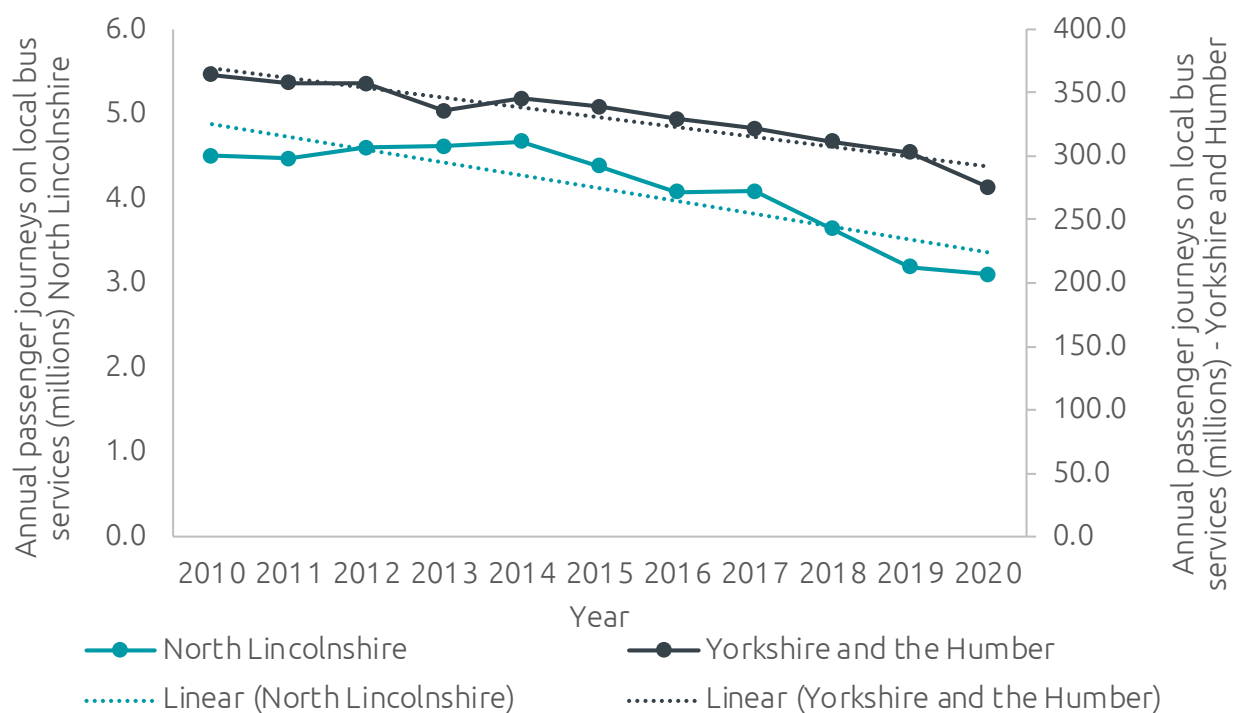
## 2.5 Overview of ridership patterns – scheduled services

**Information relating to ridership patterns has been gained through demand data from our operators as well as a survey undertaken by SYSTRA / NLC.**

Similar data provided by the Department for Transport (Bus 0109a) shows that the decline in bus patronage in North Lincolnshire has been steeper than the decline both regionally and nationally, as well as that

of neighbouring local authority North East Lincolnshire. North Lincolnshire saw a total decline in passenger numbers over the past ten years of almost three times higher than that experienced in England.

**Figure 14 Passenger journeys on local bus services – long term trend**



Turning to specific data for the principal local bus operators, the following graphs illustrate total passenger numbers since 2019. Understandably, the impact of the COVID19 pandemic is marked, and although there has been some recent recovery, passenger numbers remain well down on previous levels: It is clear that patronage has suffered badly since the advent of COVID-19,

with around 50% drop in passenger numbers from 2019 to 2020.

Although all principal bus operators were adversely impacted, the recovery appears to have been strongest for Stagecoach, with passenger levels at Hornsbys not even reaching 50% of pre-COVID levels by Summer 2021.

Figure 15 North Lincolnshire bus passenger numbers 2019 - 2021

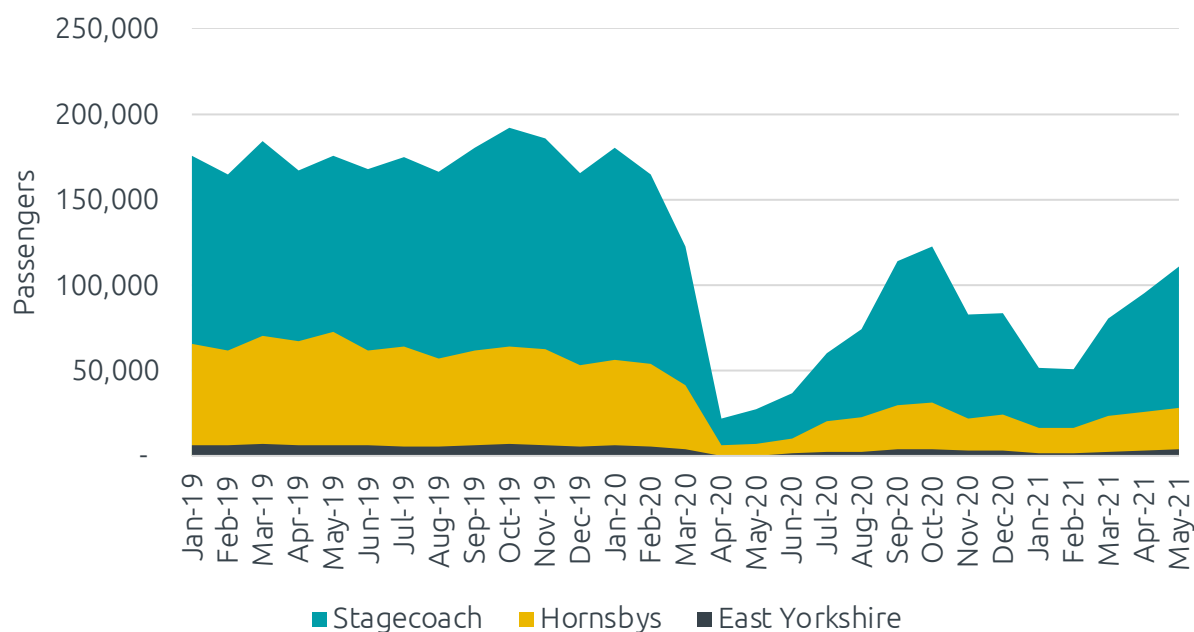


Table 9 gives a breakdown of the respondents to our online survey, showing that nearly half were regular bus users before the pandemic (at least 2 days per week). This gives us a robust basis for the conclusions we will draw to inform our BSIP proposals about how to make services better for bus users in North Lincolnshire. If bus use is to recover to previous levels, it will be critical to attract back users who have lapsed during the pandemic, so the responses of previously regular users will be particularly helpful.

**Table 9 Thinking about the three months before the Covid-19 pandemic (pre March 2020), how often, if at all, did you typically use a local bus service in North Lincolnshire?**

<b>4 to 7 days per week</b>	29%
<b>2 to 3 days per week</b>	19%
<b>1 day per week</b>	8%
<b>About 1 day per fortnight</b>	6%
<b>About 1 day per month</b>	10%
<b>Less than once per month</b>	11%
<b>Never</b>	16%

**Table 10 Now restrictions are lifted in the UK, how do you expect your use of local bus services will change, compared to how you used to travel before the COVID-19 pandemic?**

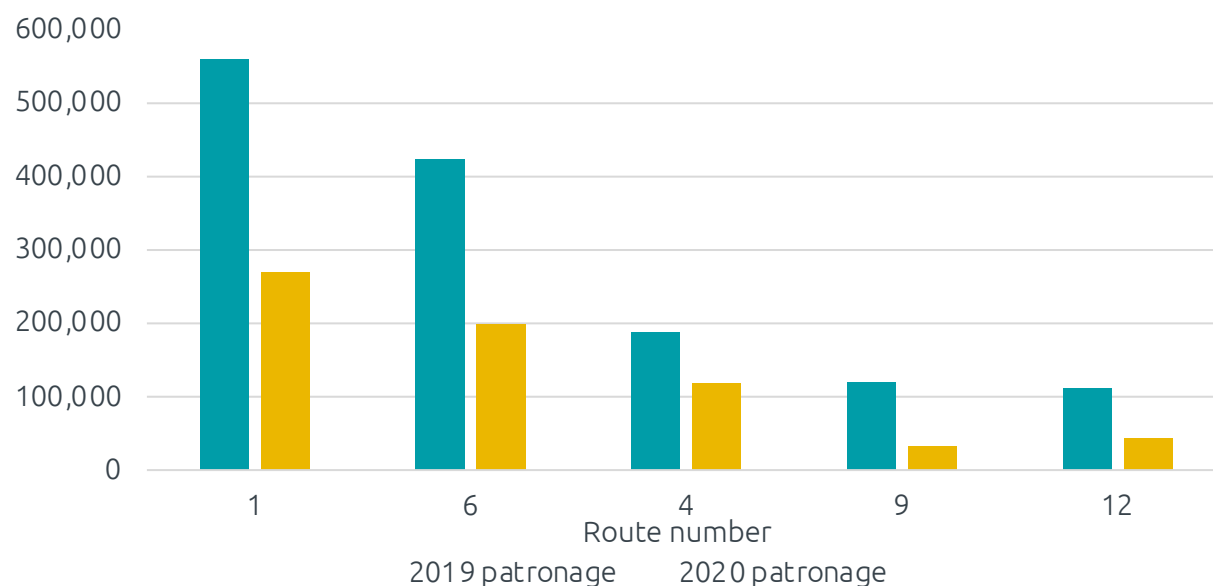
<b>I expect to use the bus more often</b>	32%
<b>I expect my bus use to stay the same</b>	40%
<b>I expect to use buses less often</b>	14%
<b>I don't know</b>	14%

In Table 10, we can see that when “Don’t Know” responses are excluded 1 in 6 respondents to our survey expect to use the bus less frequently than before the pandemic, posing a challenge in recovering passenger numbers; although more than 1 in 3 respondents expected to use the bus more often, which may help to compensate.

## Most used routes

The busiest routes in North Lincolnshire are the 1 and the 6, these are the principal urban routes which serve Scunthorpe.

Figure 16 Five most popular routes in North Lincolnshire



The starkness of the challenge we face is strongly illustrated in Figure 16 – most of the busiest bus services faced significant declines in patronage during the pandemic, and if we are to preserve our former commercial

bus network largely intact once emergency funding is withdrawn, then it is critical that we find ways of working with the major operators to boost passenger numbers on the core network.

## Passenger characteristics

The table below summarises the characteristics of passengers in 2019/20 and 2020/21 based on ticket sales data from Hornsbys and Stagecoach.

Table 11 Passenger characteristics

	Hornsbys		Stagecoach	
	2019	2021	2019	2021
Child	7%	6%	4%	7%
Concession	50%	41%	45%	28%
Standard	43%	52%	52%	65%

The concessionary market in North Lincolnshire was relatively large in 2019, accounting for approximately 50% of Hornsbys' passengers and 45% of Stagecoach's passengers. This demonstrates the difficult market that exists in North

Lincolnshire for the commercial operators given that such a large proportion of the market is driven by concessionary travel. The data shows that this market segment did shrink in 2021 likely due to Government's advice during the pandemic requesting



that people do not travel unless absolutely necessary as well as passenger perceptions of safety. The bus provides a crucial lifeline for these concessionary passengers and it is important that this BSIP considers ways to improve passenger safety to ensure these users can reconnect with necessary services and leisure activities.

The relative proportion of non-concessionary tickets sold prior to the pandemic also shows that we need to think carefully about how we attract non-concessionary passengers to our services, for example by better connecting to workplaces and leisure activities.

### Ridership by time of day

Although we only have detailed data for one of the local operators, Table 12 graphically illustrates the concentration of passenger activity between 0700 and 1800. That only 3% of patronage occurs after 1800 confirms the extremely limited role buses play in the evening economy, and that bus users without access to alternative modes will be extremely disadvantaged if working outside the “traditional 9 to 5”. As North Lincolnshire’s economy adjusts to post-pandemic patterns, it will be critical to re-examine the need for enhanced bus services at times of the day (and days of the week) when they have been

previously infrequent, or missing altogether. This may require us to examine flexible and cost-effective ways of providing services at quieter times of day when more expensive solutions are not justifiable.

**Table 12 Patronage by time of day (Hornsbys only, 2019 data)**

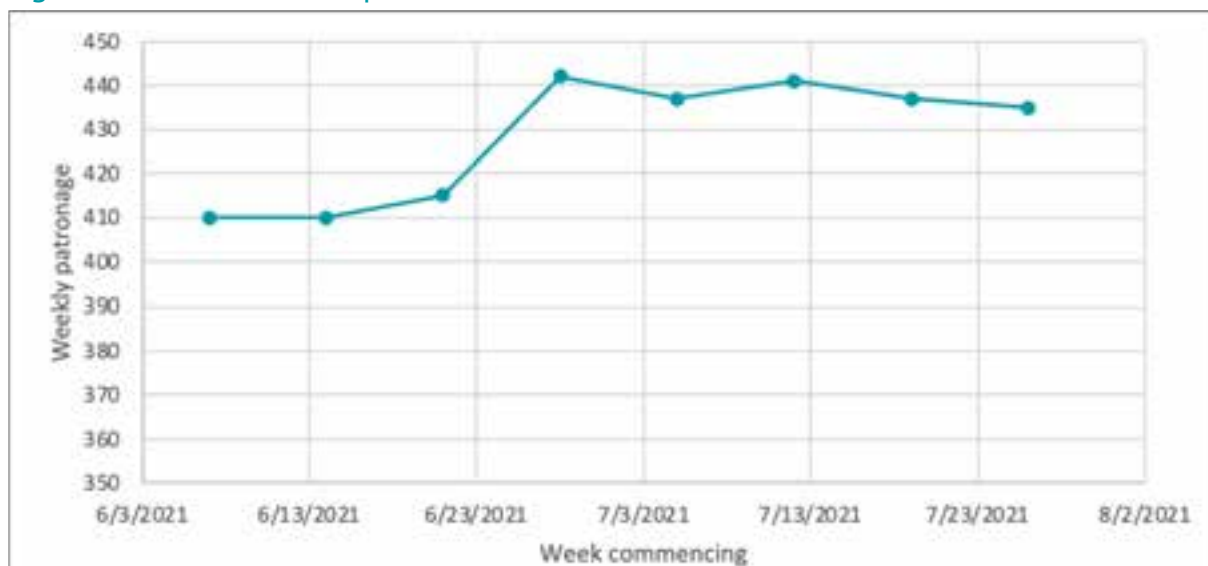
<b>Before 0700</b>	2%
<b>0700 – 0900</b>	15%
<b>0900 – 1500</b>	58%
<b>1500 – 1800</b>	21%
<b>After 1800</b>	3%



## 2.6 Overview of Ridership patterns – DRT

The JustGo service was only launched in September 2020 meaning that there is not a full year of data available which is unaffected by the COVID-19 pandemic. Data held for the service suggests that demand has been highest over Summer 2021 when the COVID-19 pandemic restrictions had eased. The table below summarises ridership throughout Summer 2021.

Figure 17 JustGo ridership – Summer 2021



The figure above indicates that over 400 people used the JustGo service each week in Summer 2021. This is positive as it shows relatively consistent ridership suggesting the service is building a good base of repeat users.

The table below shows a more detailed breakdown of the travel characteristics of these users.

Table 13 Ticket type split by day of week / time of day

Day	Child	Concession	Standard
Weekdays	12%	42%	46%
Weekends	3%	52%	45%
Weekday morning peak	21%	25%	54%
Weekday evening peak	27%	25%	48%
Weekday off-peak	3%	61%	36%

Table 13 gives some insight into different travel behaviours by day of week and time of day for DRT passengers. With few children/young people travelling off-peak, passenger numbers are dominated by concessionary users, but there are a significant number of peak-time passengers paying reduced

child fares – with few in this category at the weekend, there is a strong suggestion that children/young people are travelling largely for educational purposes, and do not use the bus for other activities such as leisure. Growing the young person's travel market will be an important element in

making bus operations in North Lincolnshire commercially viable in the long-term (ie encouraging young people to use environmentally friendly modes of travel rather than the car), so we must examine carefully how to respond in bringing forward our BSIP measures.

Our survey indicated that most respondents (86%) had never used the JustGo service. Of those that stated they had used the service only 44% were regular users (using the service once a week or more). The main reason respondents gave for not using the JustGo service was that they were not aware of the service (42%), it is therefore clear that more needs to be done to promote the service and better integrate with other

public transport in North Lincolnshire.

It should be acknowledged however that there have been technological issues with the operation of the JustGo service given how recently operations started and the impacts of the COVID-19 pandemic on available on bus capacities. This has meant that most trips carry relatively few passengers in comparison to capacity. This is not necessarily through lack of demand as there have been many reports to NLC of users trying to book a service but there being none available. NLC is working with East Yorkshire and Liftango (the technology provider) to try to improve the efficiency of the system.

## 2.7 Fares and ticketing

### Operator set fares

**This is a varied assortment of tickets priced and sold separately by operators. The ticket types offered by the two major operators in North Lincolnshire are shown below.**

Table 14 Stagecoach / Hornsbys fares

Ticket TypeS	Stagecoach		Hornsbys	
	Detail	Cost	Detail	Cost
<b>Single</b>	Varies by distance			
<b>Return</b>	Varies by distance		Scunthorpe return	£3.60
<b>Daily tickets</b>	Scunthorpe day rider	£3.70	Scunthorpe day rider	£3.70
	East Midlands Day Out	£9.30		
<b>Weekly tickets</b>	Scunthorpe 7 Day MegaRider	£12.00	Scunthorpe weekly Rider	£12.00
	Humber 7 Day MegaRider	£27.00	Service 4	£27.00
	Connect 7 Day MegaRider	£30.00	Service 90	£25.00
<b>Monthly tickets</b>	Scunthorpe 28 Day MegaRider	£45.00		
	Humber 28 Day MegaRider	£107.00		
	Connect 28 Day MegaRider	£120.00		
<b>Child tickets</b>	Scunthorpe day rider	£1.85	Day rider	£2.00
	East Midlands Day Out	£4.65	Holiday rider	£1.70
<b>Group Tickets</b>	East Midlands Group Day Out	£19.00		



In addition to the above, Stagecoach offers 50% off travel for jobseekers, and discounted travel passes are also available for students on specified routes.

The TAS National Bus Fares Survey: 2019 indicates that standard fares in north Lincolnshire are generally below the national average. In 2019 they found that the average fare for day travel was £5.24 compared to just £3.70 in North Lincolnshire.

Despite the value for money offered, the

huge variety of ticket types available could be overwhelming and confusing to potential bus users, particularly given that the cost of some tickets is inconsistent between operators. This BSIP will therefore seek to simplify fares through better integration between the operators. We recognise that some integration does exist (day tickets for Hornsby and Stagecoach can be used on either operator's services) but this is informal and does not allow for fair revenue allocation between operators.

## PlusBus

PlusBus tickets are accepted on all services operated by Stagecoach, East Yorkshire Buses, and Hornsby Travel. These are available to purchase in daily, weekly, monthly, and annual versions, issued

to / from Scunthorpe railway station. The Scunthorpe PlusBus zone boundary extends to destinations including Scunthorpe General Hospital, Scunthorpe United Football Club, and Lakeside Retail Park.

**Figure 18** Scunthorpe PlusBus Zone Boundary



## NLC fares / ticketing discounts

**As part of the English National Concessionary Travel Pass scheme, North Lincolnshire Council provide free bus travel Monday to Friday 09:30am to 11pm and free travel all day during weekend and bank holidays to qualifying passengers.**

In addition to the statutory scheme, the Council also provides the following discretionary enhancements for North Lincolnshire residents:

- Free travel on local bus services before 9.30am and after 11.00pm Monday to Fridays
- Free or discounted local train travel (50% off a standard class return, 34% off a standard class single). The concession may be available for any passenger journey made between any two
- Stations in North Lincolnshire
- Between any North Lincolnshire station and: Habrough, Healing, Stallingborough, Great Coates, Grimsby Town, Grimsby Docks, New Clee, Cleethorpes, Gainsborough Central, Market Rasen and Lincoln
- Free bus travel or discounted local rail travel for companions of disabled people who cannot use buses or trains on their own.

## 2.8 NLC's support for bus services

We work closely with the bus operators in our area, NLC currently has 4 staff members working on public transport within the council. We hold the following formal meetings with our operators:

- Quality Bus Partnership – 4 times per year
- Connected Transport Board – 6 times per year
- Liaison meeting with Stagecoach – 4 times per year

The subsidies we provide to our operators are complex, there are multiple types of subsidy in place which allow us to provide better public transport services for our residents. In 2020 / 21 we provided approximately £660,000 subsidy to our operators. Most of the subsidies we provide fall into the following groups:

- Weekdays – Subsidies to ensure a regular service can operate Monday - Friday
- Saturdays – Support for services operating on Saturdays
- Sundays and Bank Holidays – Support to ensure services operate on Sundays and Bank Holidays
- Early morning – Support for travel to work
- Evening – Support to operate services beyond 7pm to support the night-time economy
- Route extension – Support to geographically extend a route to a location which may not be commercially viable

The subsidies provided to local bus services are summarised in the table below.

Table 15 Bus service subsidies in North Lincolnshire

Route	Route Description	Subsidy Type					
		Weekdays	Saturdays	Sunday And Bank Holidays	Early Morning	Evening	Route Extension
1						✓ *	✓
1A				✓		✓	
3						✓ *	
4		✓	✓	✓			
X4		✓					
7		✓	✓			✓ *	
10		Tuesday / Thursday / Friday only					
11					✓		
35		✓	✓				
57f		✓	✓				
60		✓	✓				
90		✓	✓				
91/92/254	Brigg town services	✓	✓				
103		✓	✓				
260		✓					
360/361		✓					
398		Tues only					
399		✓	✓				

✓ \*- (1) 17:15 & 17:45 (3) 17:20 (7) 18:05

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 stops / flags and shelters
- Information including paper timetables

## 2.9 Punctuality and reliability

**As illustrated below, almost half of respondents to our survey were very or fairly satisfied with reliability, and just over half were very/fairly satisfied with buses being in time.**

We can compare this to data for selected local authorities in England collected as part of the regular Bus Passenger Satisfaction Survey by Transport Focus (most recently in 2019). This placed national satisfaction with punctuality in a range between 53% and 84% depending on the council, meaning that satisfaction in North Lincolnshire would be at the very lowest level of the national results.

In neighbouring authorities, satisfaction was considerably higher than reported in our survey: North East Lincolnshire (79%), Hull (77%), South Yorkshire (72%).

The findings of our survey are supported by data from Stagecoach which suggests that total punctuality was 78% in 2020 – 21.

**Table 16** Satisfaction with punctuality (NLC survey)

Satisfaction	Reliability	Buses Arrive On Time
Very satisfied	13%	10%
Fairly satisfied	36%	42%
Fairly dissatisfied	16%	16%
Very dissatisfied	15%	11%
Neither satisfied or dissatisfied	13%	12%
Doesn't apply/don't know	8%	9%

Despite the above issues with punctuality, services do appear to operate reliably with only 0.1% of mileage lost from Stagecoach services in North Lincolnshire in 2020-21.

Even before services were considerably reduced due to the pandemic only 0.3% of mileage was lost in 2018-19.

## 2.10 Passenger satisfaction

**NLC takes part in the annual National Highways & Transport Network Survey. This survey collects the public's views on various aspects of transport in local authority areas and includes specific questions regarding local bus services. The survey was issued to 3,300 households in North Lincolnshire with a response rate of 24.7% (higher than the national average of 23.8%).**

The survey indicated that 58% of respondents were happy with local bus services overall (in this case, 2% below the national average). The top 5 public transport satisfaction indicators were:

- Provision of bus stops – 84% satisfied
- How easy buses are to get on / off – 69% satisfied

- Helpfulness of drivers – 69% satisfied
- Personal safety on the bus – 69% satisfied
- Raised kerbs at bus stops – 68% satisfied

The density of stops appears to meet the needs of our residents, however we recognise there is a need to ensure that our bus stops are high quality, well-maintained and feel safe. Our bus stops often suffer from vandalism and are limited in amenity



features. Therefore, one of the measures in this BSIP will be to provide an enhanced programme of maintenance and provide

extra bus stop facilities such as shelters, seating and lighting where needed.

The 5 lowest ranked satisfaction indicators were:

Public transport information	Availability of community transport	Community transport fares	Information about accessible buses	Reliability of community transport
34% satisfied	49% satisfied	50% satisfied	50% satisfied	51% satisfied

We recognise that provision of public transport information across the area is poor. Information at stops is limited to paper timetables in metal casings with perspex windows which are often damaged either through vandalism or adverse weather. There is currently no provision of real-time information at any of our stops or in our bus station at Scunthorpe. In addition, paper timetables have been discontinued. Online

information can also be disjointed with passengers required to access information from each operator separately; there is no centralised portal for journey planning which can be confusing for potential passengers. Therefore, several of the measures included in this BSIP will be centred around enhancing the provision of information and enabling passengers to better plan journeys.

## 2.11 Other factors that affect local bus services

### COVID-19

The COVID19 pandemic has clearly had an adverse – and continuing – impact on bus patronage; as well as reducing overall levels of use, it is highly likely that the changes to working patterns and other travel behaviours will have long-lasting fundamental impacts on the market for bus travel in North Lincolnshire. Whilst the council and all stakeholders want to see a recovery in the market, it is unlikely that

this will occur simply by funding a return to pre-COVID service patterns and ways of delivering services. We must carefully target the funding we receive through this BSIP to measures which will make a real difference by attracting more users to our bus services and reacting flexibly and proactively to the requirements of bus users. Engaging regularly with users will be a key part of delivering our BSIP outcomes.

### Working patterns

23% of North Lincolnshire's employed population work in manufacturing, almost three times the national average of 8%; in total there are approximately 17,000 people employed by this sector in the area (ONS Business Register and Employment Survey, 2019). Having such a large proportion of our residents working in manufacturing means

that many people work shift patterns which do not align with the operational hours of our bus services meaning workers have no choice but to rely on the private car. Even for workers who have shifts which align with traditional public transport operational hours often there is not a scheduled service to / from their workplace.

## Parking

Parking in North Lincolnshire is a challenging issue, historically car park tariffs have been set at levels intended to attract people to our town centres and increase prosperity. In North Lincolnshire, visitors to Brigg, Ashby and Scunthorpe are entitled to two hours free parking. In addition, certain car parks are

free for any duration of stay after a certain time (the Parishes car park is free after 2pm whilst the Allanby Street car park is free after 3pm). With this parking policy in mind it is clear that more needs to be done to enhance the bus service to ensure its competitiveness with the private car.

## 2.12 Local policy

We have several policies / strategies both published and under development which set out our vision for how the area will develop

in the future. It is important that our public transport services complement this future planning.

## North Lincolnshire Local plan – Preferred Options (2020)

We are currently preparing a new Local Plan for North Lincolnshire setting out our ambitions for the area to 2036. Most recently we consulted on our Preferred Options document.

The vision for North Lincolnshire is that it will be the **best place for our residents to live, work, visit and invest**. We aim for the local plan to deliver the following outcomes for North Lincolnshire.

Figure 19 Local Plan outcomes for North Lincolnshire



The local plan seeks to:

- Create 11,500 new and highly skilled jobs in sustainable, innovative and key sectors
  - Largest strategic allocation at the South Humber Bank
- Deliver 8,380 new homes
  - Including 3,000 dwellings at the Lincolnshire Lakes strategic site

It is important that public transport provision is developed alongside future housing and employment in the area, ensuring that our residents can make sustainable travel choices with attractive connections between residential areas, employment sites, essential services and leisure activities.

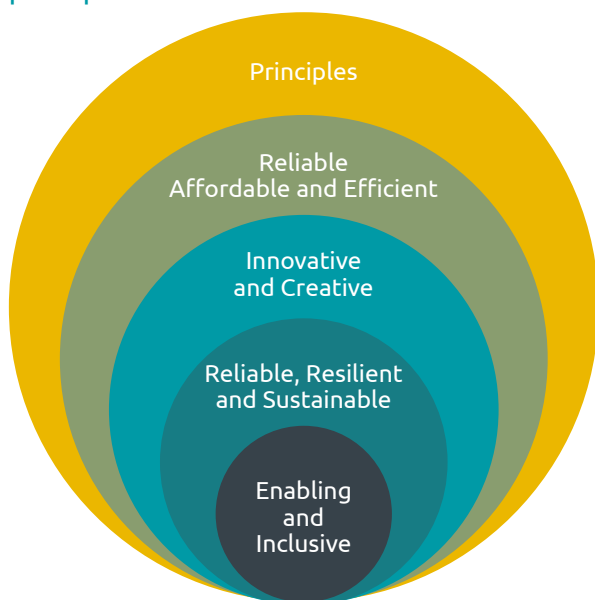
## Integrated Transport Strategy

**We are currently developing our Integrated Transport Strategy which will set out our vision for transport up to 2038. Our vision is to deliver:**

*‘Transformational transport networks that connect people, products, places and supports the delivery of council priorities’*

Our plan will be guided by the following principles:

**Figure 20** Integrated Transport Plan principles



It is important that this BSIP aligns with this upcoming strategy, particularly in delivering the plan's four priorities:

- 1 Connect North Lincolnshire locally, regionally nationally and internationally to support sustainable economic growth by implementing transport improvements in key development areas and along key strategic corridors
- 2 Develop a connected transport network which provides excellent access to employment, education, key local services and which is accessible to all
- 3 A net zero transport system across North Lincolnshire that meets needs and is available for everyone to use
- 4 Provide safe transport networks which improve quality of life and health and well being

## North Lincolnshire Council's Economic Growth Plan 2018 - 2023

**Our Economic Growth Plan sets out our vision to deliver increased prosperity in the area to 2023. The objectives of the plan are to:**

- Create opportunity
- Increase productivity
- Create higher value jobs
- Create higher level skills

- Increase employment
- Improve infrastructure

This will be delivered through 10 ideas including town centre and market town

regeneration, improving east-west and north-south connectivity, and growing the manufacturing and engineering supply chain hub.

### Scunthorpe Town Centre policy

**There are several policies / plans both published and under development which set out how Scunthorpe will evolve in the future.**

The Scunthorpe Town Investment Plan (2020) sets out our plan to deliver transformative change to the town. The ambition of our plan is to repurpose the

town centre to create a truly mixed-use offer and pull away from the current low quality retail and leisure offer.

*'Our ambition is to re-purpose the town centre to ensure vitality, vibrancy and create a sustainable community. Scunthorpe plays a significant part in addressing wider economic issues and it is acknowledged that retail will no longer be a prime driver of footfall. Mixed use development offering living, working and leisure opportunities will transform the town centre to create a vibrant hub and protect and create jobs. Once again becoming a "shop window" to North Lincolnshire to be proud of. Alongside our major sub-regional centre, the regeneration of our principle towns is key in supporting increased productivity, inclusive economy and sustainable employment to ensure longevity of our town centres.'*

Within the plan there are seven priority projects, three of which will need to have strong links with future public transport planning:

- **Development of Scunthorpe's New Cultural, Arts and Heritage offer** – create a new offer in Urban Centre of Scunthorpe, a 'one of a kind' in the region showcasing our regionally and nationally significant collections
- **Integrated health, innovation and emergency services hub** – deliver the land and conditions for creation of an integrated health, innovation and emergency services hub
- **Transforming the Scunthorpe Housing Market** – programme of housing delivery through a revolving fund in Scunthorpe by repurposing existing land, acquisition of key sites and utilisation of existing sites

The Town Investment Plan links to our upcoming Scunthorpe Town Centre Masterplan which sets out how the town centre could evolve over the next decade. The masterplan includes proposals to deliver improvements to Scunthorpe Bus Station, enhance public realm, create distinct and high quality 'quarters' in Scunthorpe with different purposes (e.g. retail, leisure or events), provide improved pedestrian and cycling connectivity, improve highway infrastructure and review our car parking strategy.

Also important is the Future High Streets Fund from which we were granted £10.67m by the Ministry of Housing, Communities and Local Government to redevelop the former Scunthorpe Market site to deliver a 46 unit student accommodation and 27,000 sq ft Enterprise and Innovation Hub by March 2024.



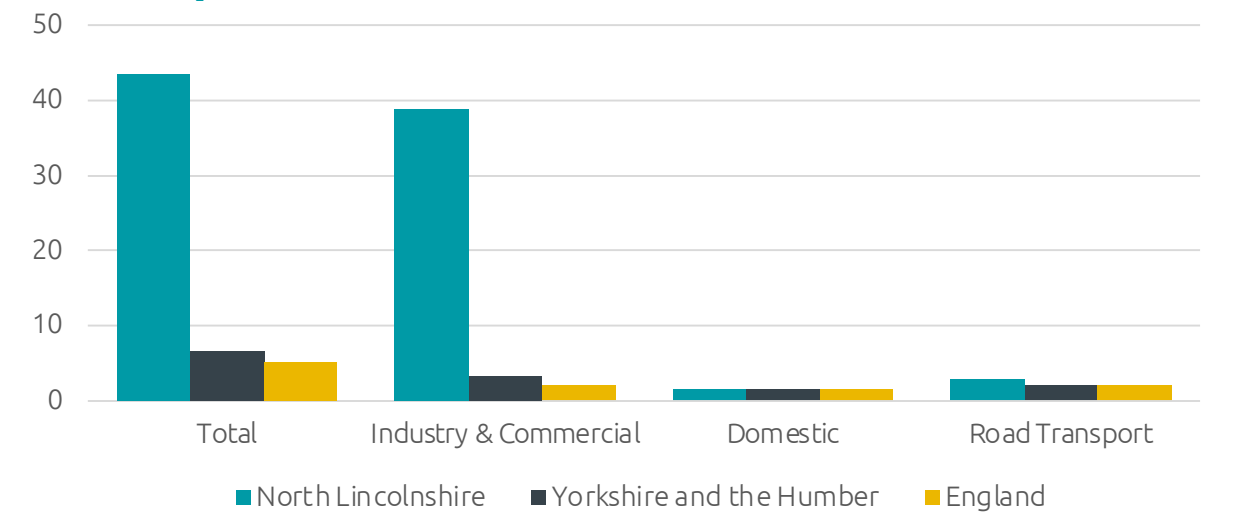
It is essential that we review our public transport network and enhance it in line with these future developments to ensure that we can effectively support regeneration, enable our residents can travel sustainably and improve access to opportunities for all.

Our BSIP measures are carefully designed to underpin the ambitious changes we want to deliver in and around Scunthorpe, so that we create a vibrant local economy which is environmentally sustainable.

We recognise the need to take action to reduce our impact on the environment. The figure below shows a breakdown of

emissions per 1,000 population for various sectors.

Figure 21 CO<sub>2</sub> emissions breakdown (2018)



The above shows that North Lincolnshire’s CO<sub>2</sub> emissions are significantly higher than regional and national rates. This is primarily industry related but road transport emissions are slightly higher than regional and national values.

To respond to this emissions challenge we have recently consulted on A Green Future which sets out our ambitions for North Lincolnshire’s environment. Our plan is centred around 8 aims:

- 1 Achieve net zero carbon emissions by 2030
- 2 Work with industry and commerce towards net zero emissions
- 3 Make decarbonisation the future of North Lincolnshire’s economic growth
- 4 Deliver sustainable energy and sustainable living
- 5 Minimise waste and use resources more effectively
- 6 Enhance and protect the natural environment
- 7 Ensure everyone feels the benefit of the environment and has a stake in it
- 8 Build a network of residents, businesses, the public sector and non-profit organisations to deliver the aims

It is important we reduce greenhouse gas and air pollutant emissions from our vehicles to align with the aims of this plan. As discussed earlier in this chapter, our bus

fleet is generally old with poor emissions standards, therefore work needs to be done to minimise the impact of our bus fleet on the health and quality of life of our residents.



## 2.13 Conclusions

Along with the Yorkshire and the Humber region as a whole, bus patronage in North Lincolnshire has been falling steadily since 2010. The COVID-19 pandemic has further reduced bus travel, with around a 50% drop in passenger numbers from 2019 to 2020. Although there has been some recovery, passenger numbers remain well below previous levels.

There is clearly a need to make changes to the public transport network in North Lincolnshire to encourage passengers to return to bus services and encourage new users to the network. This will be essential in ensuring that North Lincolnshire can develop sustainably and meet the targets of its green plan.

Our discussions with operators, the general public, key stakeholders and analysis of available data has indicated the following is required to increase bus patronage:

- There needs to be an **overhaul of information provision** in the area allowing people to access real-time information for their bus services and plan a journey on a single platform
- There needs to be **greater integration between operators** including the JustGo DRT network to ensure that the DRT is not abstracting passengers from scheduled routes, to attract more passengers to scheduled routes, and to improve clarity for passengers from a journey planning and ticketing perspective
- Our bus fleet needs to be retrofitted both to improve amenity features for passengers for **comfort and safety** and to comply with more recent emissions standards to **improve air quality** for our citizens
- Our bus stops need reviewing to ensure **facilities are fit for purpose** and an enhanced programme of maintenance needs to take place to ensure passengers feel safe and comfortable
- There needs to be **ticketing offers targeted at specific markets** to encourage bus use, for example for young people

# 3

## Headline Targets

### 3.1 Rationale for targets

We have established targets based on our analysis of the current situation set out in the previous chapter and as a result of our extensive discussions with bus operator partners. They draw on data readily available to either the Council or the operators, reducing the burden of data collection, but nevertheless will allow us to quickly and regularly assess the impact of the measures that we describe in Chapter 4.

In addition to the headline indicators suggested in the BSIP guidance, they are also informed by the Council's local transport plan goals, summarised below, so that we can also monitor performance against wider policy objectives. The Local Transport Plan also included a set of Performance Indicators and Targets, and where these would help to guide and monitor the BSIP we have included these in our Headline Targets.

#### **The Local Transport Goals for North Lincolnshire are:**

- Facilitate economic growth by targeting transport improvements in key development areas and along key strategic network corridors
- Reduce transport related carbon dioxide emissions and protect and enhance the natural and built environment through sustainable transport solutions
- Improve transport safety and security relating to death or injury from transport, in order to contribute towards safer and stronger communities
- Provide equal opportunities through improvements in accessibility to key local hubs and services by sustainable modes of transport
- Enhance people's health and wellbeing through the promotion of healthy modes of travel and provision of a high quality integrated transport system that contributes towards long term sustainable regeneration

To ensure that we “Bus Back Better” during the COVID recovery, the targets are stretching but achievable, reflecting our ambitious plans set out in Chapter 4.

Given the size of North Lincolnshire we intend that most targets will be Council-wide however, we recognise from our analysis of the current situation and the responses which we will describe later, that some

limited disaggregation would be informative, and therefore where we deem it appropriate we intend to collect and published data which differentiates the situation in Scunthorpe from that of the council area as a whole.

Performance against these targets will be reported against and published at least every six months.

## 3.2 Targets for journey times and reliability improvements

We know that journey time and reliability are important reasons for the modal choices passengers make – and we intend to improve on our baseline to ensure that buses become a more attractive alternative to the private car in North Lincolnshire.

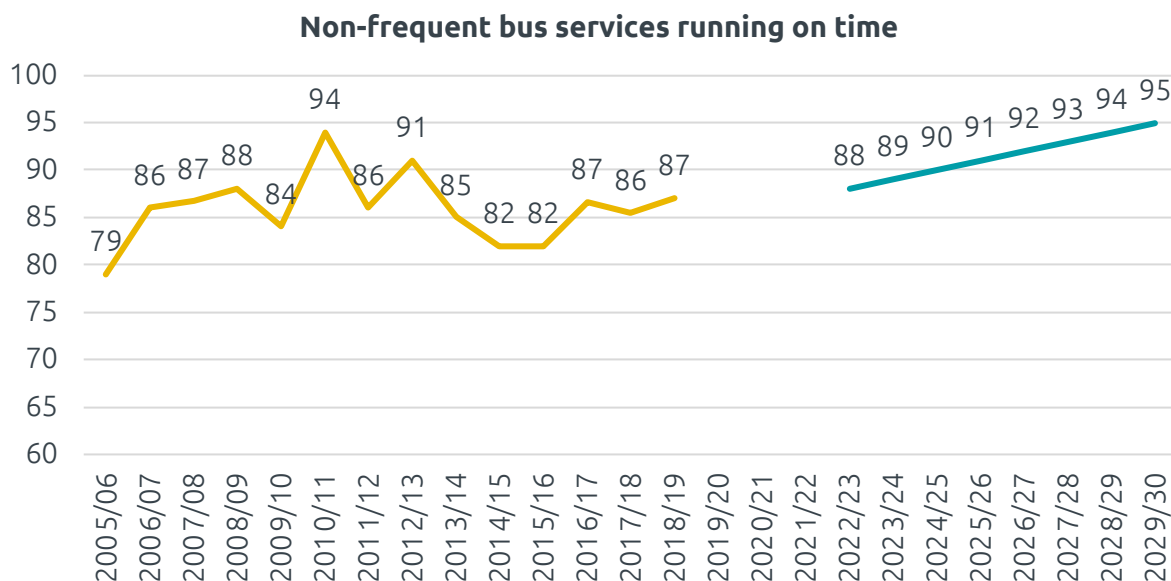
Our survey highlighted low levels of satisfaction with the punctuality and reliability of bus services in North Lincolnshire, and as a result this will need to be a key focus both of our measures and the targets which we set. We acknowledge that user satisfaction with these factors is simply not good enough, so we intend to set extremely stretching targets for improvements (whilst recognising the low starting point). We also intend to prioritise measures which have greatest potential impact on reliability and punctuality, and would therefore anticipate early – and substantive – improvements.

As Figure 22 shows, bus service punctuality in North Lincolnshire was poor seven or eight years ago, and although since then an improvement has been evident, we know from wider research and DfT statistics that we can do much better. Obviously services ran more punctually during the COVID lockdowns, when there were fewer passengers and low traffic volumes. Our target has therefore been based on continuing the recent trend in improvements (excluding years impacted by COVID), so that by 2024/25 we will have reached 90% of bus services running on time (a level of quality not seen for 10 years), continuing this improvement so that by 2029/30 we achieve 95% running in time. This would be the best performance in North Lincolnshire for over 20 years by then, and would bring us in line with the quality achieved in best performing authorities across England.





**Figure 22 Bus Service Punctuality in North Lincolnshire**



Source: Department for Transport statistics BUS0902

In significant parts of our Council area, congestion is quite limited and therefore reliability should be high and journey times attractive. However, our operators have highlighted a number of pinchpoints / hotspots in the Scunthorpe urban area which may lead to punctuality / reliability issues. Therefore, we propose to undertake a study to identify the scale and extent of these issues and determine the most appropriate interventions. We also propose to switch as many passengers as possible to cashless transactions to reduce boarding times and accelerate journeys. Measures B1 – B3, set out in Chapter 4, will all contribute to faster journeys and greater reliability. We have therefore established ambitious targets to improve reliability, particularly in Scunthorpe where we anticipate the greatest improvements are achievable.



Table 17 Target Punctuality and Reliability Performance Indicators

Outcomes	Actual 2018/19	Actual 2019/20	Target 2024/25	Target 2029/30	How will this be calculated
<b>Punctuality for all bus routes in North Lincolnshire</b>	87%	TBC	90%	95%	Data from operators on punctuality in North Lincolnshire as reported to DfT under Table BUS0902
<b>Reliability of services is determined using a metric called “lost kilometre rate (%)”</b>		99.8%	99.8%	99.8%	Lost km rate (%) = (total scheduled services (km) – total services operated (km)) / total scheduled services (km) x 100
<b>Satisfaction with journey times</b>	N/A	N/A	85%	95%	Measured via annual bus passenger survey
<b>Satisfaction with reliability</b>	N/A	49% (2021)	85%	95%	Measured via annual bus passenger survey
<b>Average journey times for two busiest routes (1 and 6)</b>		26.75 minutes	25.41 minutes	24.08 minutes	Data provided by operators for route 1 and 6.
<b>Percentage of journeys on time (start point)</b>	U/A	90.6%	95%	95%	Actual figures based on Stagecoach only. Combined figures will be automatically available from the government's ABOD (Analyse Bus Open Data) service
<b>Percentage of journeys on time (mid-point)</b>	U/A	76.9%	85%	92%	
<b>Percentage of journeys early (up to 1 minute early at mid-point)</b>	U/A	U/A	5%	3%	
<b>Percentage of journeys late (up to 5 minutes late at mid-point)</b>	U/A	U/A	10%	5%	

### 3.3 Targets for passenger growth and customer satisfaction

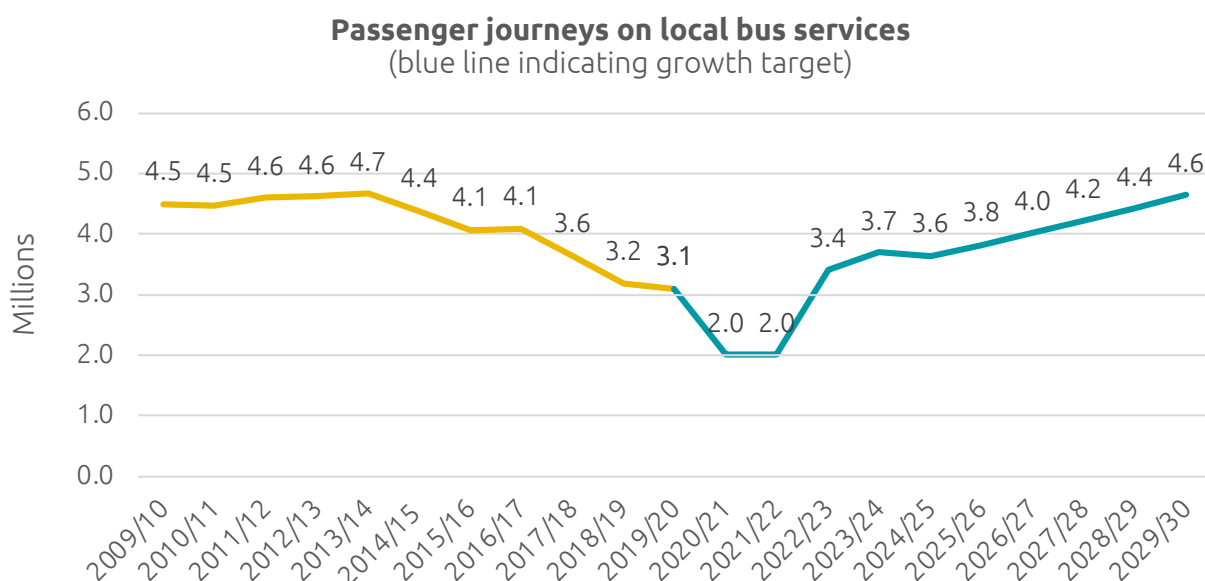
Growing bus patronage in North Lincolnshire must be economically sustainable – our plans in Chapter 4 are intended to underpin the existing commercial sector and help to “kick start” enhancements by providing short-term funding for services which will ultimately be assimilated into the commercial network without long-term subsidy.

It is important to see our ambitions in the context of longer term trends in North Lincolnshire, illustrated by the graph below. As can be seen, over the last 10 years bus patronage has declined steeply in the area,

and we want to be realistic about how long it may take to reverse the trend. In addition, the impact of the COVID-19 pandemic means that patronage for our local operators fell by 50% between 2019 and 2020.

We are therefore targeting a return to 2017/18 levels by 2024/25 (representing growth of 5% per annum in the first few years of the BSIP, compared to 2019/20) and maintaining that growth of 5% per annum through to 2029/30 which will return passenger levels to those last seen in 2013/14.

Figure 23 Bus Passenger Journeys – North Lincolnshire



Source: Department for Transport statistics, BUS0109a

Table 18 Target Bus Passengers Indicator

Outcomes	Actual 2018/19	Actual 2019/20	Target 2024/25	Target 2029/30	How will this be calculated
<b>Bus Passengers</b>	3.2m	3.1m	3.6m	4.6m	Data from operators on total journeys in North Lincolnshire as reported to DfT under Table BUS0109a
<b>16 – 24 year old passenger journeys</b>	Ticket not yet available		TBC	TBC	Data from operators following launch of ticket product

Table 19 Target Passenger Satisfaction Indicators

Outcomes	Actual 2018/19	Actual 2019/20	Target 2024/25	Target 2029/30	How will this be calculated
<b>Overall public transport satisfaction</b>		58%	75%	80%	National Highways & Transport Network Annual Survey
<b>Satisfaction with public transport information</b>		34%	60%	70%	
<b>Satisfaction with bus fares</b>		55%	65%	75%	
<b>Satisfaction with the state of bus stops</b>		56%	75%	80%	
<b>Satisfaction with the quality and cleanliness of buses</b>		62%	75%	80%	





# 4 Delivery

## 4.1 Introduction

This is the main section of our BSIP and sets out how the strategy will be delivered. It describes policies and interventions which, subject to available funding, operator approval and technological capability will be implemented to deliver the changes required to meet the BSIP targets outlined in section 3.

The proposed measures have been grouped into the topics outlined in the BSIP guidance. In some cases, the measures can fit into more than one category. Where this is the case the measure has been allocated to the topic in which it best fits.

For ease of interpretation, all measures have been given a number to enable cross referencing against supporting information. In addition all measures are clearly outlined using the format below:

### Measure: Detail of intervention



## 4.2 Intensive services and investment on key corridors, with routes that are easier to understand

In order to bring back passengers and promote growth in the bus market, it is crucial that bus services are improved to provide a more attractive offer to customers. This could be delivered through offering enhanced service frequencies and enhanced operational hours to better allow public transport to compete with private car travel. The measures below set out the ways that this will be achieved.

### Measure A1: Enhanced service frequencies on key corridors

The two most used bus services in North Lincolnshire are the 1 and the 6 routes. Route number 1, operated by Stagecoach, is a circular service between Ashby and Scunthorpe which serves the main residential areas of Scunthorpe. Before the pandemic, this service operated every 20 minutes. Route 6, operated by both Stagecoach and Hornsbys, links Ashby and Scunthorpe more directly than route 1. Before the pandemic this service operated every 10 minutes. Both services provide comprehensive coverage of the urban area of Scunthorpe which is the most suitable area for targeting frequency enhancements given that this is the focus of North Lincolnshire's population – this is our most important key corridor.

The COVID-19 pandemic has dramatically impacted the frequency of most bus services across North Lincolnshire and the 1 and the 6 services are no exception. Both services have been reduced to operating at half hourly frequencies (a reduction of up to 66% in the case of the 6). Therefore the BSIP aims to **restore frequency to both route 6 and route 1 back to pre-COVID levels, NLC seeks funding to support this for 3 years.**

### Measure A2: Improvements to evening service headways on scheduled routes

Most bus services in North Lincolnshire, even prior to the pandemic, cease operation between 6 and 7pm, including on Fridays and Saturdays. The only service with significant evening provision is Service 1A (which serves Scunthorpe Town Centre, Westcliff, Ashby and Brumby) which operates hourly between 7pm and midnight Monday to Saturday.

The lack of evening services limits the ability of the bus service to support the town centre's evening leisure economy and prevents it competing with other modes. Whilst the bus may be a viable alternative to other modes for early evening travel into the town centre, passengers are unable to make the same journey in reverse, or if there is a service, it only has an hourly headway. This means that the convenience of travelling by car or taxi may be more appealing to passengers (despite the higher cost of a taxi service). Two thirds of people who responded to our survey said they would be interested in using services if they were provided in the evenings.

Current evening bus service provision will also be insufficient to support the Council's aspirations for future development of Scunthorpe Town Centre. The Scunthorpe Town Centre Masterplan aims to create a leisure & retail quarter within the town centre which will provide cafes, bars, restaurants and other leisure activities alongside the town centre retail offer. It is essential that a comprehensive bus service which operates into the evenings is available to support these development aspirations as well as allowing these developments to operate more sustainably.

Therefore, to stimulate the evening economy and support the Council's future ambitions for the town centre this measure seeks to enhance evening service provision to half hourly, on at least three key routes, up until 23:00, as well as increasing service frequency to hourly on at least one cross-boundary service if possible (subject to agreement with the neighbouring authority).

### Measure A3: Improvements to provision of Sunday services

Most routes in North Lincolnshire do not operate a Sunday service at all. Those that do operate are infrequent. For example the 1 / 1a, which is the most used route in North Lincolnshire, only operates hourly on a Sunday. This limits opportunities for passengers to travel, which is of particular concern for those passengers for whom bus is the only transport option. In addition, this limits the vitality of the town centre as regular bus users are cut off from retail opportunities in Scunthorpe at the weekend.

Enhancing the services provided on a Sunday by increasing service frequencies and increasing opportunities to travel will stimulate passenger growth and contribute to achieving the aims set out in the previous section. **Therefore, this measure seeks to enhance Sunday service provision to half hourly, on at least two key routes and enhance service provision to hourly on at least one cross-boundary service if possible** (subject to agreement with the neighbouring authority).

### Measure A4a: A study to identify gaps in fixed routes

Fixed service provision in North Lincolnshire is predominantly centred around Scunthorpe, the biggest urban centre in the

local authority area. Despite the largely rural nature of most of North Lincolnshire, there are limited opportunities for passengers to travel between settlements outside of Scunthorpe. Services which do operate between other towns and settlements have more limited operational hours and are generally much more infrequent in comparison to urban services.

Initial analysis of data provided for the JustGo DRT service has indicated there is demand between some smaller settlements such as between Brigg and Barton-on-Humber. Therefore, a **study will be undertaken to identify potential gaps in scheduled services and then develop business cases where it may be viable to operate fixed routes**. This will ensure that capacity on the JustGo service can be better utilised elsewhere in the area and will serve to increase bus patronage across North Lincolnshire.

### Measure A4b: Establishment of new routes

Following the study referenced in Measure A4a, NLC will, subject to funding, **seek to provide up to two new scheduled services where demand for the JustGo service indicates this may be viable**. Initial analysis currently indicates that the following JustGo journeys are more popular:

- Brigg to Barton
- Brigg to Winterton / Winteringham
- Brigg to Barnetby / Kirmington

It is recognised that some journeys are being undertaken on the DRT service where a commercial route may actually be available potentially due to issues with frequency or calling points. Where this is the case we will also explore opportunities to enhance existing services.



### Measure A5: Support scheduled services throughout the COVID recovery

In addition to enhancing our local services we also seek to use this BSIP as an opportunity

to support our operators in continuing to run regular services over the next 3 years as demand recovers from the COVID-19 pandemic. This is to support our operators following the end of Bus Recovery Grant funding.

## 4.3 There must be significant increases in bus priority

The results of our survey indicate that around 30% of those who responded are dissatisfied with the reliability of bus services. As North Lincolnshire is a mostly rural area, congestion typically occurs within Scunthorpe (the urban centre of North Lincolnshire). Discussions with operators have indicated that there are a number of key congestion hotspots / pinchpoints within the town. The measures below set out show how the BSIP will respond to these issues in the short term.

These measures should be considered within the wider North Lincolnshire long-term policy context. The most significant proposal is the plan to develop 6,600 new homes

on the western fringe of the Scunthorpe urban area, known as Lincolnshire Lakes. The figure below shows the high level vision for the development which includes plans for significant alterations to the highway network. The introduction of this development and its associated highway works will present opportunities to review transport in the area and has the potential to help relieve congestion on the Scotter Road corridor. It is therefore essential that public transport considerations are included in future planning, policy K2 discussed later in this chapter has been included to address these longer term concerns.





Figure 24 Lincolnshire Lakes policies map



# Lincolnshire Lakes

## Policies Map

### Reference



### Proposed housing numbers by settlement

V1	800 Dwellings
V2	788 Dwellings
V3	887 Dwellings
V4	709 Dwellings
V5	1000 Dwellings
V6	1570 Dwellings

## Measure B1a: Develop Bus Disruption Study and identify interventions

## Measure B1b: Deliver interventions to resolve efficiency and safety issues

There are several hotspots / pinchpoints within North Lincolnshire where operators have raised that they face difficulties in operating their services safely and efficiently. These hotspots have been identified through the Quality Bus Partnership and discussed between council officers and operators.

**There is now a need** to build on this information and undertake a bus disruption study to confirm the scale and cause of these issues as well as flag if there are any additional locations experiencing issues. From this study, NLC will work with operators to **identify and agree interventions to resolve these issues (Measure B1b)** such as bus priority measures or parking enforcement.

Currently available information suggests that the following corridors may require interventions:

- Scotter Road corridor (including Berkeley Circle)
- Ashby Road corridor
- High Street, Messingham
- Cliff Gardens

At these locations, we will assess the following options within the feasibility study:

- Bus lanes
- Parking and loading restrictions / enforcement
- Traffic signal priority
- Bus gates

We will also consider wider policies / schemes which will impact at the identified corridors such as major housing developments, major employment developments and active travel.

Once the disruption study has been undertaken the extent and cause of issues at these locations (and other potential sites) will be understood meaning that bespoke interventions can be designed to tackle each issue. As this document is a live document, the details of these exact schemes will form part of future iterations of this BSIP.

### Measure B2: Introduction of a disruption messaging system

**The National Highways & Transport Network – 2020 Annual Authority Report** indicates that only 34% of respondents in North Lincolnshire are satisfied with public transport information (a 10% difference to the average).

Currently, there is no centralised bus disruption information system for bus passengers in North Lincolnshire. Each of the major operators has adopted their own approach and informs passengers of unplanned disruption on different platforms. Furthermore, there is no provision of real-time bus information at bus stops in North Lincolnshire, further limiting ease of access to information for passengers.

To resolve this, NLC will explore opportunities to **develop a centralised platform to inform passengers of potential disruption at the earliest opportunity across all operators.**

### Measure B3: Early consideration of public transport requirements in hospital relocation

One of the congestion hotspots raised by operators was the road network in the vicinity of Scunthorpe General Hospital. The hospital does currently operate a bus service (route 9) between Scunthorpe General Hospital and Scunthorpe bus station but operators have suggested that delay issues have persisted. One of the projects included in the Scunthorpe Town Investment Plan is for the delivery of an integrated health, innovation and emergency services hub which will include a new hospital.

The relocation of Scunthorpe General Hospital should therefore resolve congestion issues on the highway network surrounding the existing site. However, it is essential as part of the development of the new site that there is **early consideration of public transport requirements at the hospital working in partnership with NHS partners.** This is both to ensure that operators can serve their customers efficiently as well as to ensure that passengers receive a frequent and reliable bus service. This should also consider the provision of high quality waiting facilities, with clear passenger information, at the new hospital site.

## 4.4 There must be seamless, integrated local ticketing between operators and this should be across all types of transport

As discussed previously, there are currently five different operators that serve North Lincolnshire.

- Stagecoach: a national operator which operates most of the fixed route services in North Lincolnshire
- Hornsbys: a local company which operates a substantial amount of the fixed route services within North Lincolnshire
- East Yorkshire Motor Services: which operate cross-boundary services from North Lincolnshire into East Yorkshire
- Isle Coaches: which operate a small number of services between the Isle of Axholme and Scunthorpe

- Just Go (managed by East Yorkshire Motor Services): a DRT service for rural North Lincolnshire

Given the number of operators serving the area there is a large variety of ticket products available. In terms of integration between modes the Plus Bus scheme operates in Scunthorpe which allows rail users to pay a fee alongside their rail ticket for unlimited bus travel in the town for the day.

There is integration between the operators of scheduled services. There is an arrangement between Hornsbys and Stagecoach where both operators accept each the other operator's day tickets on their services, this is particularly important for service 6 (the second busiest route in North Lincolnshire) which is operated jointly between both operators. There is also integration between Stagecoach and East Yorkshire on Service 250 and 350.

However, current ticket integration does not extend between operators of scheduled services and the DRT and does not apply to single fares. Therefore the following measure has been proposed.

**Measure C1: Introduce an integrated ticketing / journey planning system across all operators in North Lincolnshire.**

Subject to funding and technology, a platform would be created that allows for the following:

- **Passengers can purchase one ticket for their entire journey provided it is within North Lincolnshire (on Stagecoach, Hornsbys or Just Go services)**
- **Passengers can plan their whole North Lincolnshire journey on one platform and clearly see where they would need to make interchanges**
- **Daily fare capping would be in place to prevent passengers incurring excessive costs**
- **Passengers would be able to pre-pay and purchase mobile tickets, which would be accepted by JustGo, Stagecoach and Hornsbys**
- **Revenue would be allocated fairly between operators**

The inclusion of this measure aligns with one of the priorities of North Lincolnshire's upcoming **Integrated Transport Strategy** which is to 'develop a connected transport network'. It also fulfils one of the Integrated Transport Strategy's further objectives to integrate the JustGo network with commercial and subsidised routes.

## 4.5 Fares must be lower and simpler

As discussed in the previous section there are currently a variety of fares available to passengers which differ between operators. Measure C1 described above will significantly simplify fares for passengers and offer a unified platform on which to purchase a simple choice of tickets which are consistent across the major operators in North Lincolnshire.

Whilst this provides a simplification of the variety offered by the current system, it is also important to consider the cost of the fares. The **TAS National Bus Fares Survey: 2019** indicates that standard fares in North Lincolnshire are generally below the national average. As a result the Council and operators are satisfied with standard fares.

However, it is recognised by both NLC and bus operators that more can be done to



encourage growth in passenger numbers by offering lower fares to specific markets. Consideration of fares structures ties in with one of the objectives of the upcoming **North Lincolnshire Integrated Transport Strategy** which is to introduce simple low fare structures to stem the decline in passenger numbers. The measures below set out how this will be achieved:

#### **Measure D1: Enhance provision of reduced fares for the youth market (aged 16 – 24)**

It is recognised by both Hornsbys and Stagecoach that more needs to be done to encourage more young people to use buses. At present, the market in North Lincolnshire has a large proportion of concessionary travel. It is thought that one of the reasons for this is the lack of discounted fares for young people. Of the 16 -25 year olds that responded to the survey who were regular bus users (at least once a week), over half responded that they were dissatisfied with bus fares.

Currently, once an individual turns 16 they are required to buy adult tickets from Hornsbys. Stagecoach offers discounted bus travel for Students up to the age of 19. Reducing fares for young people should better enable the bus to compete with other modes (such as purchasing their own car) and would hopefully encourage young people to continue to use the bus as they grow older.

Therefore, subject to government funding, the BSIP aims to **provide discounted fares for those aged 16 to 24.**

#### **Measure D2: Enhance provision of discounted job seeker, care leaver and apprentice fares**

In addition to providing discounted fares for young people, subject to appropriate funding, NLC will work with bus operators to **provide discounted fares for job seekers,**

**care leavers and apprentices across our network.** This will expand on existing ticketing offer from Stagecoach which allows job seekers to travel for half price.

#### **Measure D3: Enhance provision of group ticketing**

Travelling by bus as a group can be more expensive than using taxi services. Therefore, to encourage growth in bus passengers, NLC will work with operators to provide discounted fares for those travelling in groups across our network. This will expand on the existing ticketing offer from Stagecoach where passengers can pay £19 for a day ticket for up to two adults and three children.

#### **Measure D4: Increase frequency of promotional fares**

It is recognised by both the operators and NLC that more needs to be done to encourage non-users to use the bus service in North Lincolnshire. One way to do this is to **more frequently provide promotional / trial fares** which could also have the benefit of enticing existing passengers to make more journeys.

In order to offer appropriate promotional fare interventions, market research will be undertaken to identify which markets to target and how to effectively promote these schemes.

#### **Measure D5: Daily fare capping**

It is recognised that there are a variety of saver tickets (such as daily and weekly tickets) that offer better value for money than the purchasing of individual tickets. Daily tickets purchased through either Stagecoach or Hornsbys can be used for services operated by both operators.

However, purchasing a day ticket requires an element of pre-planning and passengers that do choose to purchase individual tickets are likely to incur excessive costs. Furthermore, day tickets are available for Scunthorpe (£3.70 for adults) or the wider East Midlands region (£9.30 for adults) with no tickets providing coverage of just North Lincolnshire.

Subject to funding and development of the technology to enable this, **NLC will seek to introduce fare capping across North Lincolnshire.**

This cap will ensure that passengers do not pay over a fixed amount for any travel they make during a single day. The fare cap will cover Hornsbys, Stagecoach and the JustGo DRT service.

It is acknowledged that work will be required to establish the exact cost of the fare cap and whether specific zones would need to be introduced (given the distances covered by rural travel in North Lincolnshire). This is both to ensure a fair revenue allocation for operators as well as ensuring value for money for passengers.

#### **Measure D6: Activity based promotional fares**

It is recognised by NLC that more needs to be done to promote the use of buses. One way this BSIP proposes to do this is by **offering activity / event based promotional fares.** This could be delivered, for example, by offering discounted bus tickets to people attending the theatre, using leisure centres etc.

## **4.6 Service patterns must be integrated with other modes**

The key integration challenge in North Lincolnshire will be the integration of the main commercial operators (Hornsbys and Stagecoach) with the JustGo DRT service.

Opportunities to integrate with other transport modes are more limited. There are 12 rail stations in North Lincolnshire but most of these are not heavily used with only 3 having patronage higher than 10,000 trips in 2019-20 (Office of Rail and Road, Table 1410). Most of these less used stations serve rural locations and are a considerable distance from the settlements they serve or have infrequent (less than hourly) services.

The three stations with higher patronage are Scunthorpe, Barton-on-Humber and Barnetby. At Barton-on-Humber the bus stop is located right outside the station whereas for Barnetby the closest stop is approximately 250m from the station entrance.

Scunthorpe has considerably higher rail patronage than the other two rail stations given it is the urban centre of North Lincolnshire. There is a bus stop located on the road directly in front of the station entrance. The rail station is an approximately 1km (12 minute) walk from the bus station. Given its higher patronage, Scunthorpe is the only station in North Lincolnshire where a Plus Bus ticket is offered allowing passengers to pay a discounted day rate for use of Stagecoach, East Yorkshire and Hornsby bus services in Scunthorpe.

Given the information above suggesting that the main challenge will be integrating scheduled routes with DRT and that the rail market in North Lincolnshire is relatively small, the measures proposed below are focussed on providing an improved interchange experience between services as well as improving the quality of the bus-rail interchange at Scunthorpe station.

### Measure E1: Improve the quality of the bus station

Scunthorpe bus station is in a good location, located close to the town centre retail offer, particularly The Parishes Shopping Centre. However, the facility itself is outdated, unattractive and exposed, creating an unpleasant waiting environment for passengers as well as an unattractive gateway to Scunthorpe for visitors.

Therefore, this BSIP will **improve the quality of the bus station** by considering the following elements: real-time bus information, real-time rail information, comprehensive CCTV coverage, sheltered passenger waiting facilities, toilets, lighting and full accessibility.



### Measure E2: Improve quality of bus passenger waiting facilities at Scunthorpe rail station and at Ashby Road

The bus operators have suggested that interchange between bus and rail at Scunthorpe rail station is currently very limited. However, the provision of bus waiting facilities at the station is relatively limited. Outside of the rail station there is a single bus shelter which is served by a limited number of bus services. The main bus routes operate along Ashby Road, approximately 180m west of the rail station. There are bus shelters located on both sides of the road.

If the waiting facilities are made more

attractive to passengers it may be possible to increase demand for bus services from the rail station. Therefore the BSIP aims to **improve the quality of bus passenger waiting facilities at Scunthorpe rail station and on Ashby Road** by exploring the following:

- Provision of real-time bus station at the bus shelters
- Improve quality of seating in bus shelters
- Provision of CCTV

### Measure E3: Improve wayfinding and access between the bus station and the rail station

Scunthorpe rail station is relatively isolated from the town centre. Upon exiting the station, pedestrians are faced with a main road and a large car garage with no clear signage indicating the way to the bus station. Furthermore, as referenced above, the rail station is located an approximately 12 minute walk from the rail station via main roads with limited pedestrian priority.

Given the above it is likely that the convenience of driving to / from the station, being picked up / dropped off or even the expense of taking a taxi will be seen as much more convenient than attempting to interchange between the bus and the rail station.

Therefore, to ensure better integration and encourage increased patronage it is important to **improve wayfinding and access between the bus station and the rail station** to ensure use of both modes within Scunthorpe feels integrated, simple and convenient. This will include promoting the electric scooters currently available to hire at both the bus and rail station as a means of travel between the two.

### Measure E4: Identify and enhance key bus stops on the rural network to provide interchange between fixed routes and JustGo

Currently there is no formal integration between scheduled services and the JustGo DRT service. In addition there is little evidence of passengers interchanging between scheduled services and JustGo.

Policy C1 seeks to introduce an integrated ticketing and journey planning platform between scheduled services and JustGo. In order for this to work and provide a convenient, pleasant and simple customer experience careful consideration needs to be made as to where the interchange between JustGo and the fixed route network takes place.

Measure E5 will therefore **identify and enhance key bus stops on the rural network to provide customer-focused interchange points between scheduled routes and JustGo**. As a minimum these stops will provide the following:

- A sheltered waiting area
- Seating
- Lighting
- Real-time bus information
- CCTV

Ideally these enhanced stops will be located close to public places such as shops to encourage informal surveillance and improve safety for the passenger.

Enabling integration between the two services will offer a better experience for passengers by reducing the amount of time spent routing via waypoints on the DRT service to collect other passengers on route. Identifying fixed interchange points will also ensure that investment in waiting facilities can be more easily directed and ensure that passengers are not dropped off from the DRT service at isolated rural locations with minimal information that feel unsafe

or unpleasant. It will offer a better deal for commercial operators by preventing the DRT abstracting trips from fixed routes whilst also encouraging new passengers to use commercial services from more rural areas which are not directly served by fixed routes.

### Measure E5: Ensure the bus network is integrated with community services

There are 7 community hubs in located across North Lincolnshire in Scunthorpe, Brigg, Barton, Crowle, Epworth, Ashby and Riddings. These hubs make it easier for North Lincolnshire residents to access information, advice and support and participate in activities to improve their health and wellbeing. As part of the BSIP, **NLC seek to ensure that each of these community hubs is well served by public transport and where necessary introduce new services, introduce new bus stops or enhance bus stops.**



### Measure E6: Review and enhance public transport accessibility to the airport

As part of this BSIP, NLC will review accessibility by bus to Humberside Airport and Doncaster Sheffield Airport and where necessary propose service enhancements that would enable better access to these airports.



## 4.7 The local bus network is presented as a single system that works together, with clear passenger information

Several of the measures described above, particularly C1 **Introduce an integrated ticketing / journey planning system across Stagecoach, Hornsbys and Just Go** and measure E4 **Identify and enhance key bus stops on the rural network to provide interchange between fixed routes and JustGo** already demonstrate how NLC and local bus operators plan to integrate the network.

Steps have already been taken to present the Scunthorpe town services operated by Stagecoach and Hornsbys as a single system. In 2018, bus services were renumbered to provide a more simple route numbering system from 1-12 under the Simplibus branding. The measures identified below are further interventions that will be made to unify the network across North Lincolnshire.

### Measure F1: Provide an enhanced journey planning system covering all operators

Linking to policy C1, subject to technology and agreements between operators, NLC will establish **a single journey planning system allowing passengers to plan a journey across Stagecoach, Hornsby and JustGo in North Lincolnshire**. This journey planning system will also need to link to Measure E4 to ensure that any interchange between JustGo and fixed routes is at enhanced bus stops.

### Measure F2: Real time information at key locations

The National Highways & Transport Network – 2020 Annual Authority Report indicates that only 34% of respondents are satisfied with public transport information (a 10% difference to the average). There is currently

no provision of real-time information for bus services within North Lincolnshire.

NLC will therefore, subject to funding and provision of necessary data from operators, seek to **introduce real-time information boards at main stops and the bus station**.

Analysis will be undertaken to identify the locations where real-time information would need to be implemented, based on passenger requirements. This will improve passenger perceptions of public transport information and also help to achieve the targeted growth in bus demand.

This measure aligns with the upcoming Integrated Transport Strategy which seeks to 'enhance digital developments including real time information'.

### Measure F3: Improved information at all stops

As referenced above, information is seen as a major issue in North Lincolnshire. In addition to having no real time information at any stops the information at bus stops can often be outdated or missing.

It is recognised that real time information may not be cost effective at all stops particularly those that are very rural and poorly used. Therefore, as part of the analysis to determine where real time information should be implemented, locations which are not selected to receive real-time departure boards will have **improved information**. This means that NLC will invest more time in ensuring the information at these locations is complete and up to date.

### Measure F4: Expand the Simplibus network

In 2018, Hornsbys and Stagecoach renumbered their services operating in Scunthorpe to the numbers 1-12 as part of the 'Simplibus' network. This provided simplicity and eased understanding for passengers.

This BSIP proposes to **expand the Simplibus network** to cover all routes in North Lincolnshire where possible, subject to operator approval. This would ensure consistent numbering for services across the area, would improve ticket integration, present the service as a single system and remove duplicate route numbers which can be confusing for passengers.

### Measure F5: Consistent branding for passenger information in North Lincolnshire

The branding of passenger information is disjointed with each of our commercial operators and our JustGo service having distinctive branding, this is one reason why our local bus services cannot be perceived as a single system.

Therefore, the BSIP aims to enable operators to adopt **consistent branding for passenger information, websites and bus stops under the Simplibus brand which has already been partially applied in North Lincolnshire.**

It is recognised that this may not be as easily applied to cross boundary services for example services to / from East Yorkshire.



### Measure F6: Actively promote and encourage safe, independent travel for young people

#### Measure F6a: Investigate opportunities to integrate school services with fixed route services

Both NLC and its bus operators would like scheduled services and school services to be better integrated. This will help to promote and encourage safe, independent travel for young people and will engage potential future bus users at an early age. **NLC will therefore commission a study to understand where scheduled and school services could be better integrated.**

It is acknowledged that until now integration has been difficult given that the Public Services Vehicle Accessibility Regulations (PSVAR) have not been applied to North Lincolnshire school transport until recently. This meant that buses used for school transport may not have been suitable for operating local bus services. It is expected that this issue should be resolved by April 2022 but funding may be required to support this.

### Measure F6: Actively promote and encourage safe, independent travel for young people

#### Measure F6b: Implement opportunities to integrate school services with fixed route services

Following measure F6a, and subject to the provision of funding, **NLC will seek to introduce integrated services based on the outcomes of F6a.**

### Measure F7: Fixed timetable changes

NLC will, in partnership with operators, commit to 3 fixed annual dates for timetable changes across all operators ensuring that our approach to the delivery of bus services is integrated, connected and coordinated. This will instil passenger confidence in information by providing more stability in the information available.

### Measure F8: JustGo promotional events

Over one third of respondents to our survey suggested they were not aware of North Lincolnshire's JustGo DRT service. To raise awareness of the service, North Lincolnshire will **hold 6 promotional events per year over a 2 year period.**

### Measure F9: Improve availability of physical information

To further improve passengers' confidence with using the public transport, North Lincolnshire will seek to improve availability of physical information including:

- **Scunthorpe bus route map and timetable leaflet**
- **Rural bus route map and timetable leaflet**
- **Rural bus route map and timetable poster in the bus station**



## 4.8 Modern buses and decarbonisation

NLC is currently developing A Green Future: Our Plan for Positive Change 2021 which will set out our ambitions for the environment. This plan has 8 aims which include:

- Achieve net zero carbon emissions by 2030
- Work with industry and commerce towards net zero emissions
- Make decarbonisation the foundation of North Lincolnshire's economic growth
- Build a network of residents, business, the public sector and non-profit organisations to deliver the aims

In addition, Stagecoach has an ambition of having a zero emission UK bus fleet by 2035.

It is important that this BSIP complements these aims where possible. This is made difficult, however, due to the circumstances of the market in North Lincolnshire where limited commercial revenues make large

scale investments in upgrading the fleet difficult to justify. This is further complicated by the diverse range of vehicles currently operating in North Lincolnshire which are of various ages, some as old as 2004. The measures below set out our approach to modernising buses and working towards achieving decarbonisation targets.

### Measure G1: Develop business cases to assess feasibility of retrofitting buses to Euro 6 emissions standards

Only 3 of the scheduled buses operating in North Lincolnshire meet the most recent Euro 6 emission standards for vehicles. These standards limit emissions of various air pollutants (including Nitrogen Oxides and particulate matter). Given the age of the fleet in North Lincolnshire, NLC will work with operators to **explore / develop**

**business cases to retrofit vehicles to meet Euro 6 emission standards.** This is a more cost effective short term method of reducing emissions in comparison to purchasing limited numbers of new vehicles whilst many of the older, most polluting buses continue in service.

#### Measure G2a: Undertake a review in 3 years' time to assess suitability of electric buses

Discussions with operators have indicated that they do not see electric buses as a viable option currently for services in North Lincolnshire considering the substantial costs involved in both implementing the charging / maintenance infrastructure, acquiring appropriate resources as well as the initial purchase costs. In addition the long distances covered by rural services mean that using electric buses may not be operationally feasible. This is a particular issue for the smaller operators.

Therefore, the BSIP **will seek to review this position in 3 years' time after the bus market has recovered and electric bus technology is more well developed to determine if there are any routes suitable for electric bus provision.**

#### Measure G2b: Introduce electric buses in North Lincolnshire

Subject to government funding, and the outcomes of G2a, **NLC will seek to introduce up to an all-electric fleet in North Lincolnshire** (the quantity of vehicles will be dependent on the outcomes of G2a).

#### Measure G3: Retrofit modern bus comfort / amenity features

As part of presenting the bus network in North Lincolnshire as a single system it is important that the on-bus environment for passengers is consistent. In addition, improving on-bus comfort and amenity will improve perceptions and help drive the growth in passengers that this BSIP is targeting.

Therefore NLC, in partnership with Hornsbys and Stagecoach, will explore opportunities and develop business cases to **retrofit modern bus comfort / amenity features on its older vehicles.** This could include:

- USB charging ports
- WIFI
- Leather seats

This would also ensure consistency with the on-bus amenity standards present on JustGo buses.

#### Measure G4: Improve on-bus passenger information

In connection with modernising the user experience on the buses and providing a consistent on-board experience NLC, in partnership with Hornsbys and Stagecoach, will, subject to funding, examine the potential to **improve on-bus passenger information** by providing audible and visual next stop announcements on key corridors. This will improve the perception of passenger information for all passengers but also help those with visual or physical impairments.

## 4.9 Give passengers more of a voice and a say

Currently there are limited formal opportunities for passengers to express their views outside of standard communication channels through customer service

departments at both the Council and with operators. NLC therefore propose the following measures in order to provide more opportunities for passengers to give



feedback and allow the Council and bus operators to better target interventions at specific market segments.

### Measure H1: Conduct more regular surveys targeting specific market segments

Currently the only regular survey of bus passengers in North Lincolnshire is the **National Highways & Transport Network Annual Survey**. This survey provides information on residents' views of various aspects of highways and transport in the area. As part of this survey there are several indicators which measure satisfaction with various aspects of public transport including perceptions of public transport as a whole, public transport information, and bus service characteristics such as frequency and number of bus stops.

Whilst this survey provides a good indication of public transport as a whole, the fixed national questions restrict the data which can be gathered and NLC cannot tailor the questions. In addition the sample size restricts the opportunity for all residents to provide a response (the sample size was 3,300 households whereas a Council run survey could be open to all residents).

Therefore NLC propose to **conduct four public transport specific surveys: two of which will target specific markets / services and two of which will examine general public transport use.**

### Measure H2: Establish a bus passenger charter

As part of the BSIP, NLC will establish a bus passenger charter in collaboration with bus operators in the area. This will build on operators' existing arrangements as well as best practice guidance provided by Transport Focus.

The bus passenger charter will set out how passengers can use bus services and what passengers can expect from operators in North Lincolnshire. It will include the following aspects:

- Punctuality of services
- Passenger satisfaction
- Cleanliness of vehicles and waiting facilities
- Accessibility of buses and services
- Customer feedback process
- Safety and security
- Information provision at stops, online and on the bus

### Measure H3: Sign up to Transport Focus annual surveys

In order to understand the views of our passengers in more detail, as well as benchmark our performance against other areas, NLC seeks to take part in the annual Transport Focus Bus Passenger Survey.

## 4.10 Services should be safe and perceived to be safe by all

It is important that public transport is safe (and perceived to be safe) in order to give passengers the confidence to travel. This is especially important in helping the bus market recover from the COVID-19 pandemic. The measures below set out how this will be achieved.

### Measure I1: Bus stop improvements at key locations

Passengers' first interaction with the bus network for each journey is at the bus stop. It is therefore important that the waiting environment is welcoming, fit-for-purpose and safe.

A comprehensive analysis of all of North Lincolnshire's bus stops will be undertaken to understand the current waiting facilities. Following this a prioritisation exercise will be undertaken to identify **locations where bus stop improvements** should take place. These improvements could include, but are not limited to, the following:

- Provision of a bus shelter or improvements to existing shelters
- Provision of seating
- Provision of litter bins
- Accessibility improvements including raised kerbs
- Improvements to pedestrian access
- CCTV

This measure links to one of the objectives of the upcoming **Integrated Transport Strategy** which seeks to improve roadside infrastructure to improve passenger safety.

As part of this objective we will also examine the need for, and if required provide, additional bus stops within our area.

### Measure I2: Enhanced cleaning at all bus stops

We seek to provide an enhanced cleaning regime for all our stops. **This would involve, four times a year, undertaking cleaning of:**

- **Shelters**
- **Timetable cases**

**As well as undertaking any general maintenance.**

### Measure I3: Enhanced CCTV coverage on buses

Not all buses in North Lincolnshire have CCTV provision meaning that perception of safety is patchy across the network. As part of ensuring consistency between all services as well as improving passengers' perceptions of safety, NLC will work with operators to deliver **CCTV coverage on all buses.**

## 4.11 More demand-responsive services and 'socially necessary' transport

North Lincolnshire already has a comprehensive demand responsive service through our JustGo service. This allows NLC to more effectively serve its predominantly rural area. The service allows passengers to travel anywhere across North Lincolnshire not covered by scheduled services.

Passengers can currently travel between 7am – 7pm Monday to Friday and 8am – 6pm on Saturdays. The service does not operate on Sundays and public holidays. NLC has also received funding from the Rural Mobility Fund to operate additional services on Friday and Saturday evenings to support the recovery of the local night-time economy post-COVID.

It is recognised, as part of this BSIP, that

there is a need to better integrate the DRT service with our scheduled network to ensure any funding can be spent efficiently. Therefore, the measures in this section should be considered in the context of our wider plans to integrate the DRT with scheduled services through a singular platform.

The measures below set out how the DRT will be enhanced and how we will more effectively provide access to workplaces and necessary services.

### Measure J1: A DRT service which operates 7 days a week

Currently the DRT service only operates Monday – Saturday. Measures listed

earlier in this section included improving service provision on Sundays for scheduled services. It is important that services for rural communities (and areas which do not receive enhanced Sunday provision) are brought in line with services to areas with scheduled routes. Therefore NLC will, subject to funding, **expand the DRT service to operate 7 days a week.**

**Measure J2: A bus service which effectively serves shift working patterns**

North Lincolnshire has a significant proportion of people who work shift patterns. Several workplaces in North Lincolnshire have chosen to provide their own bus services to support these staff. As part of the BSIP we will work with operators to **establish a better dialogue between businesses and bus operators.** This will allow us to **identify where there are gaps in the scheduled network and on the DRT service where we could effectively support access to work.**

**Measure J3: A DRT service which effectively supports the evening economy**

As part of the Rural Mobility Fund, NLC has acquired funding to operate services on Friday and Saturday evenings **to support the evening economy.** This is in line with measures set out earlier in this section to

improve service headways in the evening for scheduled services, in support of the social and leisure economy as it recovers from COVID19 restrictions.

Measures J1 – J3 align with the upcoming **Integrated Transport Strategy** which seeks the continuation and development of the JustGo service including extension of the hours of operation as well as providing better connectivity to work and employment.

**Measure J4a: Review provision of services to / from hospitals**

The main hospital serving the communities of North Lincolnshire is Scunthorpe General Hospital. Currently four scheduled services stop at the hospital: the 1, 1A, 7 and 8. In addition there is a dedicated hospital shuttle bus (service 9, provided by Hornsby travel) which operates between the bus station and the hospital.

In order to maintain and enhance connectivity an outcome of the BSIP is to **review provision of services to / from hospitals** and, if necessary, suggest additional services which should be operated to improve hospital access.

**Measure J4b: Enhance provision of services to / from hospitals**

Subject to funding, we would seek to **deliver interventions based on the outcomes of the study undertaken in J4a.**

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## **4.12 Longer term transformation of networks through Bus Rapid Transit and other measures**

The BSIP guidance suggests that local authorities should consider longer term network transformations such as Bus Rapid Transit. NLC have chosen not to explore BRT as part of this plan as the characteristics of North Lincolnshire (it is predominantly rural with relatively dispersed communities) do not typically support BRT.

In terms of long-term planning, there is a need to ensure that public transport is considered in planning policy at an early stage, particularly in relation to large housing and employment developments to ensure that future populations can travel sustainably. This is particularly important for large strategic developments such as

Lincolnshire Lakes which seeks to provide up to 6,000 new homes.

**Measure K1: Ensure public transport provision is incorporated to future development planning as soon as reasonably possible**

We will therefore ensure that the Council's planning department will liaise with Council public transport colleagues to ensure that **all future developments prioritise public transport provision over private cars**, with suitable access for buses to operate efficiently through the development, if necessary via bus-only infrastructure.

**Measure K2: Ensure public transport provision is aligned with developments to the rail network**

Feasibility studies are currently being undertaken to improve rail connectivity in North Lincolnshire. To enable better bus-rail integration we will ensure that **bus provision is reviewed at each rail timetable change (twice per year)**. This will ensure that the bus service can effectively support travel to and from rail stations.

**Measure K3: Influence and align with other key local policy documents**

NLC is currently drafting, consulting on or refreshing a number of local policy documents including:

- Our Local Plan
- A Green Future: Our Plan for Positive Change
- Our Integrated Transport Strategy
- Our Economic Growth Plan

Throughout the BSIP and EP process we will ensure our plans for the future of bus services are aligned with these other important policy documents. We will also seek to ensure the future of our bus network is considered within these plans including in relation to policy areas such as:

- Housing
- Employment
- Car parking
- Highways
- Active travel
- Education
- Concessionary fares

## 4.13 Regular Updates

Our BSIP will be a living document. Many of our early interventions take the form of working with our partners to identify the root causes of problems associated with buses in North Lincolnshire and the optimum solutions. The intention is that this will allow us to tailor later interventions in the form of major measures that are based robustly on the evidence collected.

The initial BSIP has been a collaborative effort between the Council and operators, and together we will continue to review progress against the targets which are

set out in Chapter 3. Drawing on early studies and our experience in the early implementation phases, we anticipate undertaking regular updates of the BSIP when we will adjust plans, bring forward additional ambitious proposals based on hard evidence, and take the opportunity to respond to any changes in external circumstances.

Regular updates will therefore take place at least every six months, informed by discussions with operators through the Enhanced Partnership Board.



# 5 Reporting

Our BSIP has been developed with insight and support from our local bus operator partners, and will form the basis of our Enhanced Partnership (EP).

The EP will be guided by a formally constituted Board, comprising Elected Members, Council Officers, and representatives of the operators. It is anticipated that the EP Board will meet six times per year and review progress towards the targets set out in Chapter 3, making decisions about how to ensure continued progress.

Statistics showing actual levels of performance will be produced every six months and reviewed by the EP Board. They will be published on the following page of our website: <https://www.northlincs.gov.uk/transport-and-streets/bus-passes-and-services/>



On an annual basis, the EP Board will undertake a formal review of the BSIP and progress against targets, so that it can identify any remedial action where the measures adopted are falling short of their anticipated impact; or to set more ambitious targets where progress has proved better than expected. It will also be a good opportunity to review the implementation plan, to optimise delivery and ensure that it continues to be focused on the best priorities for North Lincolnshire. There may also be a requirement to consider taking additional measures, in conjunction with our partners, due to changes in the operating environment or the needs of our bus passengers.



# 6

## Overview Table

### Name of authority or authorities :

North Lincolnshire Council

### Franchising or Enhanced Partnership (or both) :

Enhanced Partnership

### Date of publication :

October 2021

### Date of next annual update :

October 2022

### URL of published report :

<https://www.northlincs.gov.uk/transport-and-streets/bus-passes-and-services/>

Targets	2018/19	2019/20	Target for 2024/25	Description of how each will be measured (max 50 words)
<b>Journey time (satisfaction)</b>	N/A	N/A	85%	Based on regular passenger surveys
<b>Average journey time (1 and 6 routes)</b>		26.75 mins	25.41 mins	Data provided by Stagecoach
<b>Punctuality</b>	87%	TBC	90%	Punctuality as reported by DfT Bus Statistics and Scheduled mileage operated, based on statistics provided by operators
<b>Reliability / Scheduled Km Operated</b>	N/A	N/A	99.8%	
<b>Passenger numbers</b>	3.2m	3.1m	3.6m	Based on statistics provided by operators as reported to DfT under Table BUS0109a
<b>Average passenger satisfaction</b>		58%	75%	National Highways & Transport Network Annual Survey







Delivery	Does your BSIP detail policies to:	Yes/No	Explanation (max 50 words)
Make improvements to bus services and planning			
MORE FREQUENT AND RELIABLE SERVICES			
Review service frequency	Yes	Measure A1: Enhanced service frequencies on key corridors Measure A2: Improvements to evening service headways on scheduled routes Measure A3: Improvements to provision of Sunday services Measure A4: A study to identify gaps in fixed routes	
Increase bus priority measures	Yes	Measure B1a: Undertake a Bus Disruption Study and identify interventions Measure B1b: Delivery of interventions to resolve congestion issues	
Increase demand responsive services	Yes	Measure F8: JustGo promotional events Measure J1: A DRT service which operates 7 days a week Measure J2: A DRT service which effectively serves shift working patterns Measure J3: A DRT service which effectively supports the evening economy	
Consideration of bus rapid transport networks	No	Given the largely rural nature of North Lincolnshire, we do not consider that a BRT network would be a cost-effective solution, although we will introduce targeted bus priority as described above	
IMPROVEMENTS TO PLANNING / INTEGRATION WITH OTHER MODES			
Integrate services with other transport modes	Yes	Measure E1: Improve the quality of the bus station Measure E2: Improve quality of bus passenger waiting facilities at Scunthorpe rail station Measure E3: Improve wayfinding and access between the bus station and the rail station Measure E4: Identify and enhance key bus stops on the rural network to provide interchange between fixed routes and JustGo Measure F6: Investigate opportunities to integrate school services with fixed route services Measure K2: Ensure public transport provision is aligned with developments to the rail network	
Simplify services	Yes	Measure F4: Expand the Simplibus network Measure F7: Fixed timetable changes	
Review socially necessary services	Yes	Measure B3: Early consideration of public transport requirements in hospital relocation Measure J4: Review provision of services to / from hospitals	
Invest in Superbus networks	Not Yet	Given the nature of North Lincolnshire, we do not consider developing a Superbus network isolation from surrounding authorities would be beneficial – we will work with neighbours to investigate the concept further.	

Delivery	Does your BSIP detail policies to:	Yes/No	Explanation (max 50 words)
<b>IMPROVEMENTS TO FARES AND TICKETING</b>			
<b>Lower fares</b>	Yes		Measure D1: Introduce reduced fares for the youth market (aged 16 – 24) Measure D2: Introduce discounted job seeker fares Measure D3: Introduce group ticketing Measure D4: Increase frequency of promotional fares
<b>Simplify fares</b>	Yes		Measure C1: Introduce an integrated ticketing / journey planning system across Stagecoach, Hornsbys and Just Go. Measure D5: Daily fare capping
<b>Integrate ticketing between operators and transport</b>	Yes		Measure C1: Introduce an integrated ticketing / journey planning system across Stagecoach, Hornsbys and Just Go.
<b>Make improvements to bus passenger experience</b>			
<b>HIGHER SPEC BUSES</b>			
<b>Invest in improved bus specifications</b>	Yes		Measure G3: Retrofit modern bus comfort / amenity features Measure G4: Improve on-bus passenger information
<b>Invest in accessible and inclusive bus services</b>	Yes		Measure G3: Retrofit modern bus comfort / amenity features
<b>Protect personal safety of bus passengers</b>	Yes		Measure I1: Bus stop improvements at key locations Measure I2: Enhanced CCTV coverage on buses
<b>Improve buses for tourists</b>	Yes		Measure G4: Improve on-bus passenger information
<b>Invest in decarbonisation</b>	Yes		Measure G1: Develop business cases to assess feasibility of retrofitting buses to Euro 6 emissions standards Measure G2: Undertake a review in 3 years' time to assess suitability of electric buses
<b>IMPROVEMENTS TO PASSENGER ENGAGEMENT</b>			
<b>Passenger charter</b>	Yes		Measure H2: Establish a bus passenger charter Measure H1: Conduct more regular surveys targeting specific market segments
<b>Strengthen network identity</b>	Yes		Measure F5: Consistent branding for services operating exclusively in North Lincolnshire
<b>Improve bus information</b>	Yes		Measure B2: Introduction of a disruption messaging system Measure F1: Provide an enhanced journey planning system covering all operators Measure F2: Real time information at key locations Measure F3: Improved information at all stops Measure F9: Improve availability of physical information
<b>OTHER</b>			
<b>Integration with wider planning policy</b>	Yes		Measure K1: Ensure public transport provision is incorporated to future development planning as soon as reasonably possible

**North  
Lincolnshire  
Council**

[www.northlincs.gov.uk](http://www.northlincs.gov.uk)