



National Bus Strategy Transport Act 2000

# Enhanced Partnership Plan and Scheme

Bournemouth, Christchurch and Poole

1<sup>st</sup> February 2023

1<sup>st</sup> Revision May 2023



**Note: This Bournemouth, Christchurch and Poole Enhanced Partnership and Scheme has been updated following the first meeting of the EP Board on 28 April 2023. The changes concern the EP Board Governance Arrangements which are set out on page 54.**

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### **Part A: Enhanced Partnership Plan (2022/23-2027/28)**

**THE BOURNEMOUTH, CHRISTCHURCH AND POOLE ENHANCED PARTNERSHIP PLAN FOR BUSES IS MADE IN ACCORDANCE WITH SECTION 138G(1) OF THE TRANSPORT ACT 2000 BY:**

**BOURNEMOUTH, CHRISTCHURCH AND POOLE (BCP) COUNCIL**

#### **1. Definitions**

1985 Act	Transport Act 1985
2000 Act	Transport Act 2000
2017 Act	Transport Act 2017
Bus Gate	Short stretch of road carriageway that is restricted to use by buses and (where specified) taxis and other authorised vehicles as indicated on appropriate signage on the approach.
Bus Lane	Signposted lane, designated for use by registered local bus services and (where specified) taxis and other authorised vehicles, at the times also indicated by signage.
Bus Lane Enforcement	Action taken to ensure that bus lanes and bus gates are used only by authorised vehicles. This is often carried out by using cameras to record unauthorised use, with the issue of civil penalties to offenders under section 144 of the Transport Act 2000.
Bus Operator - Large, Medium or	Any single Bus Operator with registered mileage representing the following proportions of total registered mileage for Qualifying Bus

Small	<p>Services:</p> <ul style="list-style-type: none"> <li>• Large: equal to or greater than 10%</li> <li>• Medium: equal to or greater than 2.5%, but less than 10%</li> <li>• Small: less than 2.5%.</li> </ul> <p>For the avoidance of doubt, a list of Large, Medium and Small Operators will be published at the start of each BCP Council financial year.</p>
Bus Stop Clearway	As defined in accordance with paragraph 1(a) of Part 1 to Schedule 19 of The Traffic Signs Regulations and General Directions 2002 but which will permit a local bus to stand within the clearway for as long as maybe necessary up to a maximum period of 10 minutes.
the Council or BCP Council	Bournemouth, Christchurch and Poole Council
CCTV	Closed circuit television system, whereby static or mobile cameras are used to record offences or for surveillance and safety and security purposes.
Enforcement Camera	Roadside camera that records and produces suitable evidence of unauthorised use of bus lanes or bus gates for the Local Highway Authority to issue civil penalties under section 144 of the Transport Act 2000.
Enhanced Partnership	The Enhanced Partnership covering the geographic extent of the administrative boundary of Bournemouth, Christchurch and Poole (BCP) shown on the plan at Figure 1.
Enhanced Partnership Plan	Document made pursuant to section 138A of the Transport Act 2000 and which is required to be in place for an EP Scheme to be made.
Enhanced Partnership Scheme Variation	<p>This comprises either:</p> <p>(a) A formal variation of the relevant Enhanced Partnership Scheme as a result of the voting mechanism set out in section 5.</p> <p>or</p> <p>(b) An agreement signed by all relevant parties drawn up as a result of discussions between one or more Operators and the Council, where both sides agree to perform agreed actions specified such agreement, as set out in section 5 ("Enhanced Partnership Scheme Variation Agreement").</p> <p>Each of which will then constitute a formal variation of the relevant scheme for the purposes of s.138E(1) of the 2000 Act.</p>
Enhanced Partnership Board (EPB) or EP Board	The committee made up of BCP Bus Operator representatives, BCP Councillor and Director representatives responsible for considering recommendations put forward by the BCP Enhanced Partnership Working Group and/or the Enhanced Partnership Forum and making decisions including specific Enhanced Partnership Scheme Variations using the mechanism in section 5.
Enhanced Partnership Working Group (EPWG)	The working group made up of BCP Bus Operator representatives, BCP Council officers and neighbouring Local Transport Authorities.
Enhanced Partnership Forum or EP Forum (EPF)	The committee of all BCP Operators, the Council, and key stakeholders to include representatives of passenger groups, local businesses, the Local Enterprise Partnership and community/charitable organisations. The EP Forum will monitor the performance of the EPMB and make recommendations for improvement.

Euro VI equivalent standards	Euro VI diesel bus or a bus with Clean Vehicle Retrofit Accreditation Scheme (CVRAS) approved technologies retrofitted to a diesel bus to reduce NOx and Particulate Matter (PM) emissions and achieve Euro VI equivalent standards.
Facilities	Physical assets that are provided at specific locations along particular routes (or parts of routes) within the EP scheme area or new and improved bus priority measures. This is deemed for such purposes of section 138D(1) of the Transport Act 2000.
Local Highway Authority	Local Authority with responsibility for the maintenance of highway infrastructure in its local authority area. In the case of this EP Scheme, this means BCP Council.
LTA	Local Transport Authority
Measures	Improvements with the aim of: <ul style="list-style-type: none"> <li>Increasing the use of local bus services serving the routes to which the measures relate or ending or reducing a decline in their use; or</li> <li>Improving the quality of local bus services.</li> </ul>
Multi-Operator Capping	Common fares and ticketing product, applied across multiple bus operators, that will cap a user's travel cost according to the lowest price available for the journey or journeys made.
Multi-Operator Ticketing	Common fares and ticketing product applied and accepted by multiple operators.
Non-qualifying Bus Service	Services excluded from classification as Qualifying Bus Services.
Qualifying Bus Service / Registered Local Bus Service	A registered local bus service as set out in Section 2 of the Transport Act 1985 with one or more stopping place within the geographical area of the Enhanced Partnership, with the exception of: <ul style="list-style-type: none"> <li>Any schools or works registered local bus service not eligible for Bus Service Operators Grant</li> <li>Any cross-boundary registered local bus service with less than 10% of its registered mileage within the Enhanced Partnership area</li> <li>Any services operated under section 22 of the 1985 Act</li> <li>Any registered local bus service which is an excursion or tour</li> <li>Any other registered local bus service that the Operators (through the EP Board voting mechanism in section 5) and the Council decide should be excluded from all or specific requirements of the Enhanced Partnership Scheme.</li> </ul> For the avoidance of doubt, a list of Qualifying Bus Services will be published at the start of each BCP Council financial year.
Real Time Passenger Information (RTPI)	Using technology to track the location of buses in real time. Information is transmitted to bus stops or devices to indicate to passengers the predicted arrival time at a particular point.
Street Works Permit	Permit issued by the Local Highway Authority to any organisation that wishes to undertake street works, with the aim of managing works on the public highway. Local authorities have powers to operate permit schemes under Part 3 of the Traffic Management Act 2004 and The Traffic Management Permit Scheme (England) (Amendment) Regulations 2015.
Traffic Commissioner Powers	'Relevant registration functions' of Traffic Commissioners to the extent that they relate to a 'relevant service' both within the meanings given to them under section 6G(10) of the 1985 Act.

TRO	Traffic Regulation Order, made under the Road Traffic Regulation Act 1984 or any other enactment regulating the use of roads or other places.
Zero Emission Vehicle	Vehicle that emits no pollutants at its tailpipe.

## 2. Introduction

- 2.1 Bournemouth, Christchurch and Poole (BCP) Council and its predecessor Local Transport Authorities (Bournemouth, Poole, and Dorset) has worked in partnership with the Bus Operators in a voluntary Quality Bus Partnership arrangement for South East Dorset since 1999. This partnership has led to various achievements, including the introduction of Real Time Passenger Information; multi-operator ticketing; a significantly improved bus shelter stock; bus priority; and investment in a modern bus fleet. The partnership was instrumental in almost doubling the number of bus passenger journeys in Bournemouth and Poole between 2004/5 and 2010/11 and maintaining this level until 2014/15.
- 2.2 New powers were introduced by the 2000 Act (as amended by the 2017 Act) to extend this voluntary arrangement into a statutory Enhanced Partnership. This will offer benefits to the travelling public and wider community which could not be achieved with a voluntary arrangement. BCP Council published its intention to form an Enhanced Partnership with the Bus Operators on 30 June 2021 with a commencement date of 1<sup>st</sup> February 2023.
- 2.3 The BCP Enhanced Partnership will supersede the existing voluntary Quality Bus Partnership and acquire substantially greater legal status. Benefits include the enhancement of quality standards and access to funding for investment in public transport-related projects and activities which might not otherwise be available.
- 2.4 In accordance with government requirements, a Bus Service Improvement Plan (BSIP) was developed in partnership with the bus operators, taking into account the views of passengers, non-bus users and other key stakeholders.
- 2.5 The BSIP, taken together with the BCP Enhanced Partnership Plan and Scheme, will make a substantial contribution to the development and implementation of Local Transport Plan 4 policies. It will bring benefits to passengers using local bus services in Bournemouth, Christchurch and Poole by improving the quality and efficiency of the public transport network and support the efficient use of the road network and the delivery of sustainable growth, limiting the impacts of additional traffic congestion and air pollution.

## **The following objectives are identified in the BSIP**

(Note: the ranking of these has been adjusted following local public consultation between November 2021 and January 2022):

<b>BSIP Objectives</b>	<b>EP Approach</b>
<b>1.</b> <b>Making bus services more frequent</b>	<ul style="list-style-type: none"><li>• Bus priority (including bus lanes, bus priority at traffic signals, and bus gates which block other motorised vehicles) will be introduced to speed up bus services. This will result in a saving of the numbers of buses and drivers required which will be redeployed onto other routes where there is demand for higher frequencies, with the aim of bringing them up to “flagship” status.</li><li>• The Partnership will identify the funding required to increase the frequency of hourly services so that they can run every 30 minutes as well as other route enhancements to support passengers.</li><li>• Bus operator investment in new buses and vehicle improvements will be targeted on high frequency (“flagship”) routes and economically important tourist services. At least three quarters of annual investment will be in these services.</li></ul>
<b>2.</b> <b>Making buses faster and more reliable</b>	<ul style="list-style-type: none"><li>• A ranked list of interventions to give buses more priority, making them faster and more punctual, has been developed in partnership with the bus operators. This includes bus lanes, bus gates and expansion of traffic signal bus priority to improve journey times and so increase the number of passengers/bus users. The implementation of these facilities will be expanded as further funding becomes available.</li><li>• A review of on-street parking on busy bus routes where it slows buses down and makes services less attractive or convenient will be undertaken.</li><li>• Longer distance express bus routes, with fewer bus stops, will be considered to support people accessing work or training. We will investigate the feasibility and funding of express routes to improve commuting times, especially for the wider travel to work area.</li></ul>
<b>3.</b> <b>Making fares lower and simpler</b>	<ul style="list-style-type: none"><li>• The Getting About (multi operator) Ticket is currently available as a paper ticket and smartcard (which can be ‘topped-up’). It is proposed to also make this ticket available via mobile phones which could eventually replace the paper tickets and smartcards.</li><li>• The bus companies permit the contactless payment of fares through a ‘tap-on’ arrangement. A ‘tap-off’ facility enabling a daily ‘cap’ on fares, regardless of the number of journeys undertaken, was launched on a single operator basis by Morebus in June 2021. Dependent on the operator environment and national developments as part of ‘Project Coral’ this will be enhanced to a multi-operator tap-on, tap off scheme.</li><li>• Bus operators offer discounted travel to children and young people on a commercial basis (without external funding). The schemes operated are different, can be confusing and put people off travelling. We will develop and introduce a standardised young person’s fares offer applicable to all local bus service operators and implement this when funding allows.</li><li>• Most traffic congestion occurs during the peak hours as high numbers of people travel to work. We will develop fare</li></ul>

	<p>promotions/initiatives that would encourage more people to try the bus at peak times to help reduce congestion (and introduce as funding allows).</p> <ul style="list-style-type: none"> <li>• Fares promotions can also be useful to 'kick-start' new routes (e.g., from new housing developments) or support other activities (e.g., town centre shopping). The partnership will initially identify where fares initiatives can deliver passenger growth and develop business cases. This will enable bids for relevant funding to introduce any initiatives. Transport mitigation contributions from developers will be used for this purpose where appropriate.</li> </ul>
<p><b>4.</b></p> <p><b>Modernising and de-carbonising buses</b></p>	<ul style="list-style-type: none"> <li>• Buses need to be at the core of an air quality strategy, with policy interventions needed to focus on reducing emissions per passenger with encouraging modal shift from car to bus being the means to improve air quality. The ultimate goal is a zero-emission bus fleet delivered through electric or hydrogen power. In the shorter term, cleaner diesel engines and in particular those that meet the latest Euro VI standard will be prioritised. BCP Council will develop a minimum Euro VI emissions specification for all future tenders for supported services.</li> <li>• In addition, we will identify the costs to retro fit Euro V and older vehicles with Euro VI engine technology.</li> <li>• We will commission specialist support to work towards zero-emission vehicles to become standard for BCP bus fleets by 2035.</li> </ul>
<p><b>5.</b></p> <p><b>Improving integration of buses with other transport providers</b></p>	<ul style="list-style-type: none"> <li>• We will be improving liaison with other transport providers, (including rail, bike/e-scooter share, car club) to provide a more integrated approach and improve partnership working. We will also be progressing multi modal ticketing and integration initiatives for a multi-modal app- based scheme, delivered jointly with the Transforming Travel programme. In addition, we will be working with adjacent areas and will consider the wider regional bus network with a view to increasing awareness of regional journey opportunities, particularly around leisure and tourism.</li> </ul>
<p><b>6.</b></p> <p><b>Ensuring bus operators receive support to address the challenges resulting from the COVID-19 pandemic</b></p>	<ul style="list-style-type: none"> <li>• The local bus operators need to be supported as they seek to respond to the challenges of the COVID-19 pandemic. Bus patronage was severely impacted by COVID-19 and is yet to return to the levels experienced pre-pandemic. It has also been a period of cost pressures for the industry with challenges including fuel and energy costs plus driver shortages. As a result, there is likely to be a requirement for short-term targeted revenue support to retain current frequencies as well as providing a strong platform from which to achieve the shared ambitions for long term sustainable passenger growth. Subject to government funding, short-term financial support will be provided for services not currently commercially viable.</li> </ul>
<p><b>7.</b></p> <p><b>Improving safety, security and passenger facilities</b></p>	<ul style="list-style-type: none"> <li>• We will develop a specification for a minimum level of bus stop infrastructure and maintenance regimes for all bus stops. This will include better accessibility for people with mobility problems, improved perception of safety, more CCTV and lighting. Subject to gaining external funding, this specification will be used to upgrade the bus stop network by 2025.</li> <li>• We will install new passenger information displays incorporating CCTV at Poole Bus Station. The CCTV cameras will enable live streaming to the BCP Council control room.</li> </ul>

	<ul style="list-style-type: none"> <li>• We will provide live stream CCTV at 250 of the busiest bus stops in the BCP area.</li> <li>• All local buses within BCP will be fitted with on-board CCTV.</li> </ul>
<b>8.</b>  <b>Involving bus passengers</b>	<ul style="list-style-type: none"> <li>• We will support the formation of a representative Bus User/Advisory Group, to include prospective bus passengers, to identify measures needed to improve bus travel.</li> <li>• We will also develop a Partnership-wide Customer Charter for all bus services that operate in the BCP Council area.</li> </ul>
<b>9.</b>  <b>Making buses easier to use</b>	<ul style="list-style-type: none"> <li>• Improved ticketing is key to making buses easier to use and can give prospective passengers the confidence to travel. In addition to the fares and ticketing initiatives set out above, we will work towards incorporating other transport modes. We will improve liaison with other transport providers, (including rail, bike share, car club) to provide a more integrated approach and improve partnership working. We will also progress multi modal ticketing and integration initiatives for a multi-modal app-based scheme, delivered jointly with the Transforming Travel programme.</li> <li>• Passengers need good quality facilities at bus boarding points. This helps raise the profile of bus travel and improves confidence. We will continue to maintain and enhance, subject to funding, the transport interchanges in Bournemouth Square (Gervis Place), Bournemouth Travel Interchange, Poole Bus Station, Boscombe Bus Station, the Lansdowne and Christchurch High Street.</li> </ul>
<b>10.</b>  <b>Making buses easier to understand</b>	<ul style="list-style-type: none"> <li>• Frequent and uncoordinated timetable changes can be confusing for passengers and reduce their confidence to use buses. We will ensure that as far as possible timetable changes will be harmonised across bus operators so that two changes are made, suggested in March/April and September/October. This excludes emergency timetable changes and services that need to change at other times e.g., school/university related and seasonal summer uplifts.</li> <li>• As a tourist area, the BCP area encounters seasonal uplifts in travel creating congestion hotspots. We will develop a media campaign to promote bus services for visitors to the region to encourage bus use and help reduce congestion.</li> <li>• Some bus stops are served by summer sightseeing services as well as local bus services. This can lead to confusing bus information at stops and has created a need for co-ordination. Operators of summer only sightseeing services will be included in publicity protocols for the Enhanced Partnership, so the tourism bus offer is clearer.</li> <li>• The use of the same bus service numbers by different bus operators can be confusing for passengers if their routes are not the same. We will identify all incidences where services share common route numbers and agree a strategy to amend these where appropriate.</li> <li>• People who have not used the bus before, particularly young people, can feel daunted due to unfamiliarity. We will develop a 'How to use the bus' campaign aimed at young people/teenagers, to help promote and explain what travel by bus involves in simple to understand steps.</li> <li>• The bus operators currently promote their own services and have no reference to other operators' services. We will ensure that all publicity materials produced by the local authority and</li> </ul>

	<p>operators will clearly indicate other operators' services within the relevant areas.</p>
<p><b>11.</b></p> <p><b>Consideration of demand responsive transport and socially necessary bus services</b></p>	<ul style="list-style-type: none"> <li>• We will undertake a review of community transport provision across the BCP Council area to identify how community transport can better contribute to the overall public transport provision and identify funding opportunities to deliver improvements.</li> <li>• Also, we will undertake a detailed performance review of all subsidised services due for extension or renewal in 2024. This will ensure the local authority financial support for bus services achieves maximum benefit.</li> </ul>

2.6 This document fulfils the statutory requirements of an Enhanced Partnership as set out in the 2000 Act (as amended), including:

- A map of the geographical area it covers.
- All the relevant factors that the parties consider will affect, or have the potential to affect, the local bus market over the life of the plan.
- A summary of any available information on passengers' experiences of using bus services in the area and the priorities of users and non-users for improving them.
- A summary of any available data on trends in bus journey speeds and the impact of congestion on local bus services.
- What outcomes need to be delivered to improve local bus services in the plan area.
- What overall interventions the partnership believes need to be taken to deliver those outcomes.

2.7 BCP Council has undertaken an assessment of the impacts of the EP Plan and Scheme [made on 1 February 2023] on competition and believes it will not or is unlikely to have a significantly adverse effect on competition, for the purposes of Part 1 of Schedule 10 of the Transport Act 2000. The participating bus operators consider that this EP plan and scheme ensure an appropriate balance between EP objectives and competition law. Any future variation of the scheme will result in a review of any impact on competition.

2.8 The Competition and Markets Authority (CMA), has also been consulted in accordance with the statutory requirements on the proposals as required by section 138F of the Transport Act 2000. The response provided further guidance, noting that the responsibility for adherence to competition law rests with the partners. The CMA response was advisory and did not have the remit to cover whether this specific plan and scheme flagged any competition issues.

**3. Extent of the BCP Enhanced Partnership**

3.1 Both the BCP Enhanced Partnership Plan and Enhanced Partnership Scheme are proposed to extend throughout the full administrative borough of Bournemouth, Christchurch and Poole within its boundary (Figure 1). Any changes to this boundary will represent an Enhanced Partnership Scheme Variation, to be agreed as per section 5.

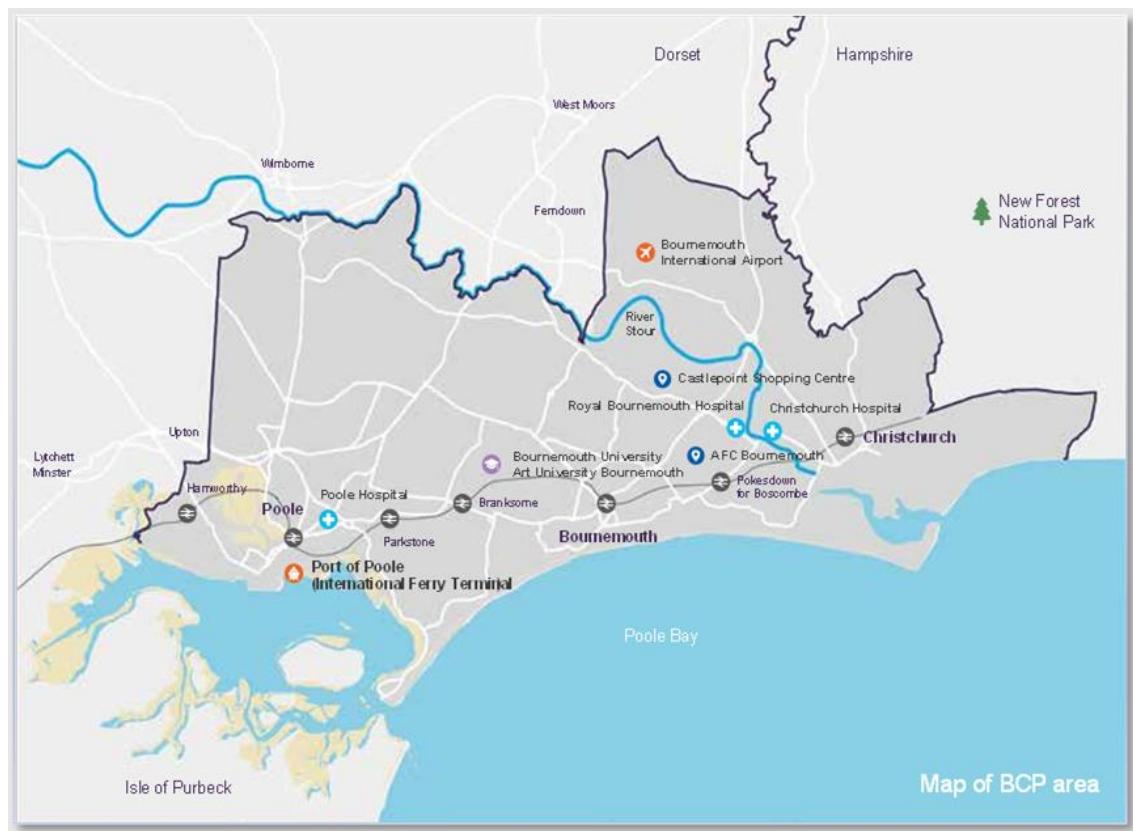


Figure 1: Geographic extent of the BCP Enhanced Partnership

3.2 BCP Council liaises with neighbouring authorities regularly to discuss cross-boundary bus issues. An Enhanced Partnership covering part, or all, of adjacent local authorities has been considered but will not be taken forward at this time. However, the partnership may consider this desirable in the future in relation to cross-boundary bus services and consistency of standards. Additional measures needed to cover cross boundary issues were raised by Dorset Council as part of their statutory consultation response.

3.3 This Enhanced Partnership Plan will be in place for 5 years from adoption (1<sup>st</sup> February 2023 to 31<sup>st</sup> January 2028). The Enhanced Partnership Scheme will have no specific end date but will be reviewed annually. A full review of the effectiveness of the Enhanced Partnership Plan (including its extent, objectives and partnership governance) and Enhanced Partnership Scheme (including measures and facilities provided, and requirements imposed) and compliance of both with competition legislation will take place during the 12 months prior to 31<sup>st</sup> January 2028, recommending changes to the Enhanced Partnership Plan and details of a varied Enhanced Partnership Scheme+ for adoption from 1<sup>st</sup> February 2028.

+ using the mechanism in section 5.

## 4. Bus Network Overview

### 4.1 Routes

The BCP area has a relatively comprehensive network of bus routes with around 60 services (including cross boundary). Most residential areas are within walking distance of a bus service and can access the town centres with reasonable journey times. However, there remains scope for significant accessibility improvements for many areas. BCP Council has published an all-operator Area Bus Map since the inception of the Quality Bus Partnership.

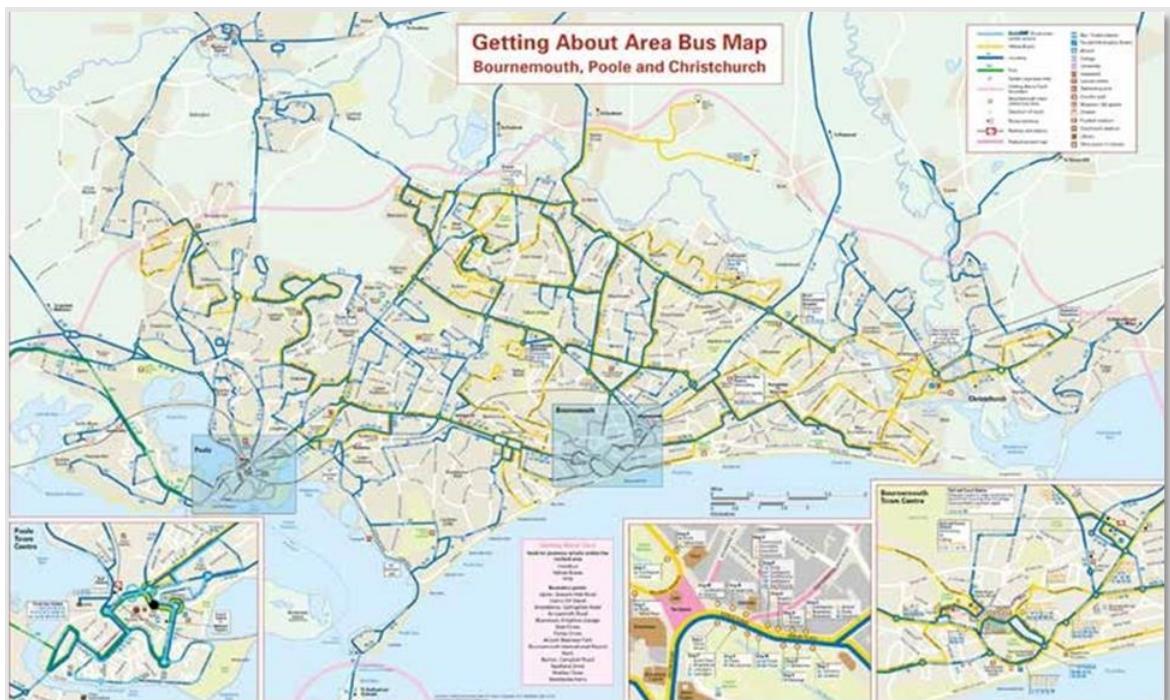


Figure 2: BCP Getting About Area Bus Map (extract)

Bus routes may be grouped into five main groups (with additional consideration for other services).

- **Flagship/priority**

Operate along wholly commercial bus corridors with high or very high frequencies. Some individual routes have a headway (the time interval between two vehicles travelling in the same direction on the same route) of 7-8 minutes during weekday and Saturday daytimes, 12 minutes during Sunday daytimes and reducing to 30 minutes into late evenings. Pre-pandemic night buses operated on three separate corridors. All flagship routes operate within the BCP Council area only. Figure 3 shows bus routes operating at a frequency of 6 buses per hour or more in an inbound direction.

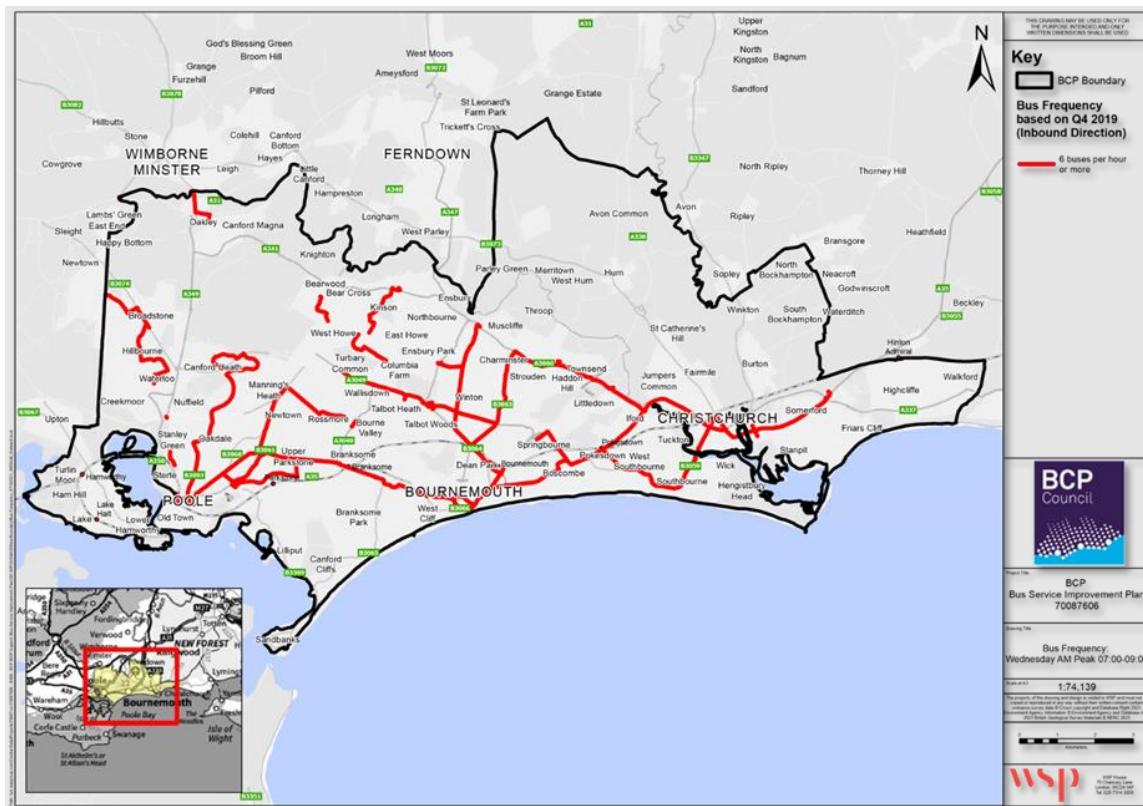


Figure 3: Six Buses per hour or more (2019)

- **Core**

Most routes fall into this category and would typically have 30-minute frequencies during weekday daytime, hourly during Sunday daytime and varied for evening provision. Some of these routes require council subsidy on a Sunday or in the evenings. Some of these routes are cross boundary serving destinations outside the BCP Council area.

- **Non-Core**

Designated as requiring financial support, through tender arrangements with BCP Council. Generally operated on an hourly frequency during Monday to Saturday daytime with no service for evenings and weekends. These routes are particularly important for residents with concessionary fare passes. These routes are unlikely to become commercial unless there are major interventions.

- **Recovery Routes**

Services that have become unviable through the COVID-19 pandemic and need short term support to enable them to survive and progress to core or flagship status.

- **Cross Boundary Routes**

Longer distance routes that serve areas surrounding us in Dorset, Hampshire and Wiltshire. They are vital for the travel to work sector and for leisure and tourism both for BCP visitors to access the attractions of the surrounding areas and for people to visit the BCP area as a regional shopping, leisure and healthcare destination.

- **Other**

- A network of registered local bus services, both commercial and supported routes, dedicated to school travel.

- Seasonal franchise open-top sightseeing services operate along the coastal strip. These are an important part of the visitor public transport offer.
- Poole has a town centre circular bus service, initially funded through developer contributions.
- There are several industrial estate and dedicated employee services.
- Community Transport is available (mainly serving older residents unable to use local bus services), but there is not a consistent offer across the BCP Council area, and the scope of services could be improved.

#### 4.2 Variable Route Coverage

The density of bus service varies across the BCP area. Several corridors show very high service levels with turn up and go frequencies during daytimes. Residents within walking distance of these corridors could rely on buses for their total local transport needs. Destinations including both the Royal Bournemouth Hospital and Poole Hospital are served by very frequent services. Bournemouth Railway and Coach Station (Bournemouth Travel Interchange) is connected to Bournemouth centre by a daytime frequency of every two minutes.

Other areas where a commercial service is not viable are served by hourly routes financially supported by the council with buses not usually available during evenings, Sundays, and public holidays. Several bus services in the Poole area operate commercially on Mondays to Saturdays daytime but require council subsidy in the evenings and on Sundays. Most areas of BCP have a core type service with good density of service available during day times but significantly less during the evenings, buses then are less likely to cover residents total local transport needs compared to corridors with flagship levels of service.

#### 4.3 Bus Patronage Levels and Trends

Bus patronage data for the BCP council area is only available for three years due to the authority's formation in 2019 and the most recent years are unrepresentative due to the COVID-19 pandemic. Historic data is available for the legacy authorities of Bournemouth and Poole, but not for Christchurch (previously part of Dorset County Council).

For BCP Council in 2019/20, overall patronage was 25.5 million. For the COVID-19 year of 2020/21 this fell to 8.8million, a 67% drop. For 2021/22 bus patronage recovered to just over 17m, two-thirds of the pre-pandemic level.

The combined patronage for Bournemouth and Poole almost doubled from 14.9 million in 2004/5 to 28.4 million by 2010/11. A high of 28.7 million was reached in 2014/15 but declined thereafter. In 2018/19 (the last year prior to council re-organisation), the combined patronage was 25.3 million passengers.

The reduction is more pronounced on a per head of population basis given that there has been population growth across BCP. Table 1 (below) provides a comparison of bus patronage in 2019/20 and in 2021/22.

## Local bus journeys per head of population 2019/20

Local		Comparison local authorities		Top three	
Bournemouth	78	Bath	62	Brighton & Hove	167
Poole	60	Plymouth	68	Reading	137
Neighbouring LTAs		Southend		Nottingham	
Dorset	18	Torbay	53		
Hampshire	21	York	71		
Wiltshire	19				
Lowest three					
Rutland				Rutland	5
Herefordshire				Herefordshire	9
Windsor & Maidenhead				Windsor & Maidenhead	9

In England to the year ending March 2021, the number of bus journeys fell by 2.5 billion or 61% - as this covered the first year of Covid.

## Local bus journeys per head of population 2020/21

Local		Comparison local authorities		Top three	
Bournemouth, Christchurch and Poole	22	Bath	15	Brighton & Hove	52
Neighbouring LTAs		Plymouth	26	Reading	46
Dorset	6	Southend	17	Nottingham	46
Hampshire	7	Torbay	20	Lowest three	
Wiltshire	8	York	17	Rutland	1
				Somerset	2
				Windsor & Maidenhead	3

Table 1: Local Bus Journeys per Head of Population 2019/20 and 2020/21

### 4.4 Public transport accessibility – journey times

A bus and rail accessibility map indicating travel time to the three main centres is shown below. People in the darkest (maroon) areas can reach the town centre by public transport in 15 minutes or less; paler colours indicate longer journey times. The palest yellow represents areas where the journey takes between 90 minutes and two hours. From areas shown as white on the maps it is not possible to access the town centre by public transport in less than two hours, or at all.

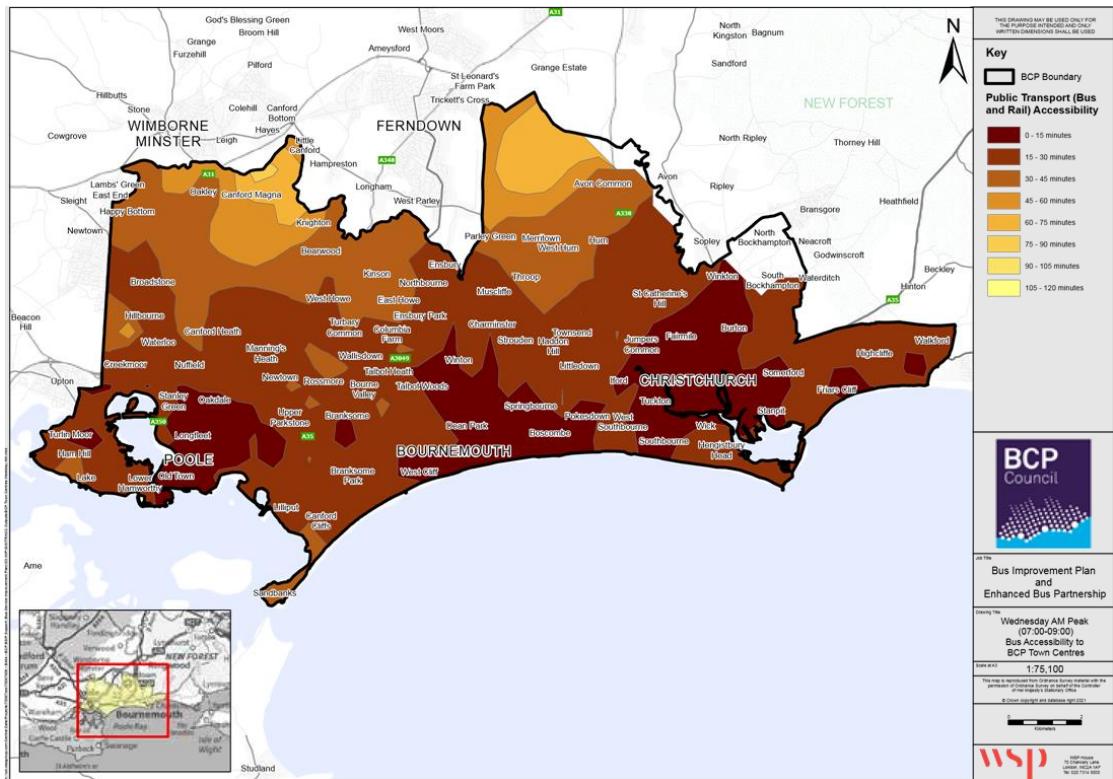


Figure 4: Accessibility to BCP Town Centres – Travel time in minutes

As would be expected, journey times are generally shorter the closer you are to the town centre. During weekdays, service levels support many residents of the borough accessing their nearest town centre by public transport in 30 minutes or less.

Trains allow faster journey times than buses, so areas immediately around stations have quicker journey times than those areas further away. This explains why Pokesdown and Branksome, for example, show as maroon on the Bournemouth part of the map, with journey times by rail just 7 minutes (Pokesdown-Bournemouth) or 5 minutes (Branksome-Bournemouth). The same applies to Hamworthy on the Poole side.

Three main town centres are reasonably well connected, with Christchurch-Poole timetabled to take 30-45 minutes in all the sampled periods and Christchurch-Bournemouth and Poole-Bournemouth scheduled to take 15-30 minutes in all sampled periods.

It is noteworthy that bus journeys between Poole and Wimborne are scheduled to take over half an hour for a trip which is less than 6 miles as the crow flies. The Morebus 4 services follows a circuitous route, showing the balance here is more towards serving communities in BCP rather than providing a fast direct link between the two towns.

#### 4.5 Fares

Until recently, bus passengers were faced with a potentially confusing range of fare options developed independently by the two principal bus companies. Both operators had different fare structures and zones, as well as choices to how a fare is purchased. There were also specific fare groups applied to some services on a promotional basis, usually where there was competition on a particular route or corridor. Since Bournemouth Transport ceased trading in August 2022 and Go South subsequently expanded their

network, this issue has reduced in significance. Only one route in the BCP area is currently operated by another operator (February 2023).

Table 2 below sets out sample bus fares in the BCP area and neighbouring authority areas.

**Sample bus fares in the BCP Council and adjacent areas 2022 (2020/21)**

	<b>Single</b>	<b>Return</b>	<b>Day ticket</b>
15-minute bus journey on high frequency route	(£2.00) £2.10	(£3.00) £3.10	
60-minute journey from adjacent travel to work area	(£4.80) £5.00	(£6.00) £6.00	
Premium Summer Only service	(£4.00) -----	(£4.50) -----	
Day ticket for high frequency route within BCP area			(£3.70) £3.70
Day ticket for all routes in core central area			(£4.30/4.40) £4.30/£4.40
Day ticket multi operator 'Getting About' – central area			(£5.00) £5.00
Day ticket covering wider travel to work area			(£6.20) £6.30
Day ticket covering all regional routes including travel to Wiltshire and Hampshire			(£9.20) £9.40

Table 2: Sample Bus Fares

Most registered local school bus services have fares that are higher-priced than network fares. Also, seasonal routes providing leisure trips tend to have premium fare arrangements.

Fare zones, as they are commercially set, are not linked to local government administrative boundaries. Fares applicable to the travel to work area adjacent to BCP are in more expensive fare zones. This, when combined with high car ownership levels and longer journey times, makes encouraging bus travel more challenging in these areas.

Inflation with fuel and labour costs, the impact of Brexit, the COVID-19 pandemic and the continuing conflict in Ukraine, all mean that the cost of providing bus services is rising, leading to pressure on bus fares, which in turn makes bus travel less attractive to passengers.

The current range and pricing of fares is typical a commercial operating environment. However, this can make the network appear less integrated to passengers.

#### 4.6 Bus Priority – Bus Lanes

The BCP area has **2.16 miles** (3.46 km) of bus lane (October 2021). Most of this provision is in Bournemouth and Poole. The existing bus lanes offer significant journey time savings to buses on the approaches to busy junctions, albeit they are generally relatively short in

length and only offer very localised journey time savings on routes. Furthermore, they only provide reduced and consistent journey times if the route/entrance to the bus lane is clear.

#### 4.7 Bus Modal Share and Trends

From the 2011 census the travel to work mode share by bus was **10%** compared with **64%** by car or van – this is marginally higher than the national average figure of **63%**. **15%** of these car/van journeys are less than two kilometres in length. In Bournemouth alone this equates to around 7,000 people driving less than two km to work each day.

An extensive local travel survey was conducted by pre-existing BCP Councils between October 2018 and January 2019. **60%** of people surveyed had travelled by bus in the last 12 months. This was higher than for cycling (33%) but lower than people who had driven (83%). 24% of people travelled on a bus at least once a week, compared to 80% who drove. Evidently, if a car is available, it is likely to be used regularly. The survey showed significant variations in travel patterns depending on where people live in the BCP area, linked to variations in car ownership and density of bus services.

For travel to school, based on survey information from 2019, **3%** of primary aged children and **24%** of secondary age in the BCP area regularly travelled to school by bus. The 2014 national travel survey showed **5%** and **29%** respectively, demonstrating that in the BCP area fewer children travel to school by bus compared to the national average.

#### 4.8 Average Bus Speeds - the impact on bus operation and use

Improvements in bus speeds in the BCP area are a priority objective of the partnership. Bus speeds are declining in urban areas both locally and nationally. Greener Journeys identified that in urban areas UK bus journey times are rising by almost 1% per year (The Impact of Congestion on Bus Passengers, Greener Journeys). Locally, buses are periodically being rescheduled as a reaction to reduced average speeds. Bus running times between Poole and Bournemouth in recent years have increased during peak times from 29 to 40 minutes and from Poole to Castlepoint from 53 to 67 minutes. Bus operators understand the relationship between increasing average bus speeds and passenger numbers – a 1% increase in speed is considered to deliver a 1% uplift in passengers (Greener Journeys).

The variation in operating speeds throughout the day and for days of the week can result in disjointed timetables, making them more difficult to understand and reducing passenger confidence to use them. Recovery time is often scheduled into peak hour timetables but not required at other times of the day when services may need to wait at timing points to get back on schedule. Bus operators have also reported the need for additional running time on Sundays due to traffic congestion.

As well as scheduling challenges for operators, progressively decreasing speeds impact on passenger numbers. If bus journey times had been maintained during the growth in congestion, there would arguably be, between 48% and 70% more fare paying bus passenger journeys today (The Impact of Congestion on Bus Passengers, Greener Journeys). Congestion, which causes the decrease in bus speeds, is also stifling economic growth and recovery from the pandemic. A core aim of the Transforming Travel programme is to alleviate congestion, by persuading more use of active travel and bus journeys, thereby freeing up the flow of traffic on the area's road network.

Focus on increasing bus speeds will help deliver significant passenger growth. There are a number of options to achieve this, including the enforcement of bus priority measures and Traffic Regulation Orders.

#### 4.9 Availability of Information

The way society obtains information is continually evolving and information relevant to bus services are part of this. It is important to ensure that such information is inclusive, available, and usable for all existing and future passengers, considering their wide variation in requirements.

The local area has benefitted from excellent bus operators with a good customer focus. Historical competition between bus operators has ensured high quality information has been provided. Their marketing and social media presence has raised the profile of bus companies in the local area. Although some activities do promote buses generically, it is inevitable in a commercial environment that the profile of the individual operator has been the main desired outcome for their marketing activity.

Morebus operate a town centre enquiry office at Poole Bus Station. Printed timetables remain available in recognition of these still being the preferred media by many passengers. BCP Council has an enquiry office at Bournemouth Rail and Coach Station (Bournemouth Travel Interchange) which, uniquely in the area, provides information about all operators, advising all options available for journeys. BCP Council produces an area bus map which details all operators' bus routes in the conurbation.

The bus companies provide comprehensive websites and apps with detailed information about their services and general provision. Separate apps provide ticket options and real time information. The value of being able to find details for all operators' services has long been recognised and all local bus service operators, together with BCP Council, are fully involved in National Public Transport Information Ltd (NPTI), which produces public transport information, principally through the website [www.travelinesw.com](http://www.travelinesw.com) but also through a call centre.

High quality information is provided at all bus stops in the BCP area and separate information is provided by each operator. During the summer months there are two seasonal open top sightseeing services in operation which results in three separate sets of information at some bus stops. A protocol is being developed to ensure information for all operators is displayed at bus stops in an 'easy to read' fashion.

BCP Council (and its predecessor authorities) has installed high numbers of real time passenger information displays, mainly at bus stops and, through partnership working with the bus operators and NPTI, the system is well maintained and provides accurate information.

The National Bus Strategy highlights the importance of a local passenger representative body. There is often confusion amongst the public with regards to some bus-related matters, whether it is the bus operator, local authority or central government that is responsible. The establishment of an appropriate local passenger group through the partnership would provide an independent channel to support the resolution of any issues.

#### 4.10 Size and Age of Bus Fleet

The size of the combined fleet operating in the BCP area is around **230** buses (October 2022). This includes vehicles that provide cross-boundary services to and from the neighbouring areas.

The age of the fleet varies considerably, the Local Sustainable Travel Fund supported Three Towns Travel project between 2012 and 2015 delivered over £20m (including local contributions) of public transport enhancements along the A35 Poole – Bournemouth – Christchurch corridor. As part of this, the operators committed to future investment in their fleets. Currently around 50 buses in the area are less than four years old though there remains a range of vehicle ages. It does, however, need to be recognised that as fleet sizes are increased to meet future passenger demand, there will inevitably be a period when the average vehicle age increases.



Figure 5: morebus and First vehicles

Modern buses, which mainly operate along the high-frequency/flagship corridors, provide amenities to passengers including Wi-Fi, next stop audio and visual announcements and at-seat device chargers. The availability of these facilities is usually standard for the high-frequency/flagship routes, but less so for other route types.

#### 4.11 Joint Ticketing

A multi-operator day ticket was introduced in 2010 enabling bus travel in the then separate council areas of Bournemouth, Poole and Christchurch. Originally only available as a paper ticket, this then progressed to become a smartcard in 2014 with revenue reimbursement to the operators based on journeys undertaken. The ticket is branded 'Getting About' with bus operator reimbursement undertaken by BCP Council and technical back-office support provided through Smartcard Applications Management Ltd. A weekly Getting About ticket was introduced in 2018.

The ticket was sold at a small premium, at around 11% higher than a single operator day or weekly ticket. The ticket supported passengers making journeys within the BCP area involving more than one bus operator and provided a more cost-effective overall journey. Unfortunately, use was low at around 0.05% of all passenger trips. When compared to

other commercial ticketing formats available, it was evident that the Getting About smartcard required updating. A mobile phone version of the ticket was developed for trial with a launch originally intended for March 2020. This was been delayed considerably due to the COVID-19 pandemic but was eventually undertaken in November 2021.



Figure 6: Getting About Multi-Operator smartcard

The Getting About ticket was a multi-operator ticket with revenue re-imbursed to the operators according to use. This is an example of where partnership arrangements have delivered passenger benefits. Additionally, during the COVID-19 pandemic, the bus operators successfully worked together to provide joint ticketing to local keyworkers.

Following the collapse of Bournemouth Transport in August 2022 and the decision by the Xela Group not to establish a permanent base in the BCP area, morebus have been the operator of all but one of the local bus services. As a result, there is currently no requirement for multi-operator ticketing and the Getting About Ticket has therefore been withdrawn. It will, however, be reintroduced should there be a requirement for it in the future.

It is proposed to develop ticketing options to include other transport modes. This includes bike-share and E-bike share (plus E-Scooter share should these become permanent following on from the current pilot scheme). The bikeshare and trial E-Scooter service are operated by Beryl in the BCP council area. In recognition of the importance of bikeshare as part of a sustainable journey and looking towards the implementation of mobility hubs, morebus now shows Beryl bike parking bays on their network maps. In addition, bike/e-scooter parking is being provided adjacent to key bus stops, providing an ideal first/last mile connection with services. Secure cycle parking gives confidence to passengers using their own bikes to access public transport services. The council will be piloting a facility in Poole town centre in partnership with the Dolphin Shopping Centre from early 2023, utilising an empty shop unit and supported by DfT Active Travel Funding. If successful, this will be rolled out to other locations.

A further proposed development is to include local rail journeys in the integrated ticket, building on the success of the PlusBus ticket (PlusBus is an add-on ticket that can be purchased with national rail train tickets to allow unlimited bus travel at participating destinations). Including local rail travel as part of an integrated ticket was supported in BSIP consultation responses.

#### 4.12 Partnership and Co-ordination Arrangements

The South East Dorset Voluntary Quality Bus Partnership (VQBP) was formed in 1999 and was refreshed in 2009. The partnership was instrumental in almost doubling the number of bus passenger journeys in Bournemouth and Poole between 2004/5 and 2010/11 and maintaining this level until 2014/15. Quarterly meetings steered the Partnership, and a prioritised list of interventions was maintained. The Partnership enabled effective and open communication between the councils and the bus operators with mutual understanding and respect.

Through both council and operator involvement in third party delivery organisations (e.g., National Public Transport Information Ltd and Smartcard Application Management Ltd), effective partnership working resulted in high quality public transport information and integrated ticketing respectively for residents and visitors. The council and operators are both well represented on the Boards of both companies.

The proactive approach of the bus operators to good publicity and marketing has meant the council has only needed limited intervention in this area.

#### 4.13 Bus Operator Background

The predominant local bus service operator in the BCP area is morebus. Morebus is the trading name of Go South Coast in the BCP area.

Go South Coast is a wholly owned subsidiary of the Go-ahead group, which operates buses in many parts of England. Locally, Go South Coast operates across central southern England with its core networks based in Southampton, Poole & Bournemouth, Salisbury, Swindon and the Isle of Wight, as well as serving the rural communities of Dorset, Hampshire and Wiltshire. In the BCP Council area Go South Coast operates under the morebus brand.

Within BCP and wider Dorset, morebus is the principal operator in the southeast Dorset conurbation with routes extending through to Blandford, Weymouth, Wimborne, Ferndown, Verwood and Dorchester. Rural services to the west of the BCP area are operated by Damory.

Around 50 services operate which include inter-urban, local town and conurbation wide services as well as the prestigious contract to operate buses on behalf of Bournemouth University, 'Unibus'.

Go South Coast has a history of working with public and private sector partners in developing initiatives in new vehicle technology. In the BCP area it has invested heavily in a modern fleet, which is largely Euro VI standard, including over 40 buses recently introduced on the main cross conurbation flagship m1 and m2 services, representing an investment of more than £6 million.

Morebus is a multi award-winning bus operator as part of the Go South Coast group and were bus operator of the year in 2017 and 2018 and take pride in the growth enabled by a stable enlarging network. Morebus interiors are designed to be dementia friendly with drivers trained as dementia friends.

First Bus in Wessex operate the Jurassic Coaster X54, between Poole and Weymouth. This service provides local travel for the Hamworthy area of BCP. It also links the communities and attractions in Dorset of Upton, Sandford, Wareham, Wool, West Lulworth, Lulworth Cove, Durdle Door, Winfrith, Osmington and Weymouth to the BCP area. Local Wessex buses operate in the Dorset Council area. With a selection of simple, attractive and value for money fares, First Bus in Wessex cover beautiful Dorset.

During the summer season a local company Discover Dorset, operates a City Sightseeing open top route for tourists. For the 2022 season Golden Tours also ran an open top sightseeing service operated locally by Yellow Coaches. There are several local coach companies, some of whom have previously operated registered local school bus services, usually under tender arrangements.

The BCP area is a prominent coach destination for visitors served by both National Express and Megabus. These operators also provide services from the BCP area to London as well as other UK destinations.

Based on fleet size (outside of the summer season) the approximate operator split is morebus – 99% with First having the remaining 1%.

#### 4.14 Branding

Morebus is the local branding in the BCP area for the Go South Coast services. Local registered routes operated with open top services when weather allows are branded Breezer.

BCP Council has developed a Transforming Travel brand focused on sustainable transport which now incorporates the BSIP and this Enhanced Partnership. There is also established local transport information branding as part of Getting About which is currently in abeyance.



#### 4.15 Local Transport Authority and Operator relationship

The voluntary Quality Bus Partnership has resulted in a constructive and purposeful relationship based on mutual understanding. There are also relationships in other areas including school transport and tourism partnership groups. This relationship provides the opportunity to air contentious issues, for example, the impact of some highway schemes on bus operation. BCP Council's Cabinet Member for Sustainability and Transport understands that local bus services have a particularly important role for both our residents and tourists.

#### 4.16 Local Transport Authority Staffing

Co-ordination of public transport is undertaken within BCP Council's Transport and Engineering Directorate. The staff structure of BCP Council is evolving following the creation of the new authority in April 2019.

BCP Council's Sustainable Transport Policy Manager leads a section covering both operational and strategic public transport activity, so both areas are within the same overall team. The concessionary fares service, including bus pass eligibility and bus operator reimbursement, is also within this team. There are three senior roles focused on buses and a further six roles with a bus involvement including staffing of the travel office at the Bournemouth Rail and Coach station.

#### 4.17 Supported Local Bus Services

The BCP Council annual spend on supported services is approximately £1 million (off-set by Bus Service Operators Grant). Since the creation of BCP Council in April 2019, despite budget pressures the network of supported bus services has been maintained. Most services are provided by longer term tender arrangements and the supported network is stable.

<b>Service No.</b>	<b>Route description</b>	<b>Operating days/times</b>
4	Poole – Broadstone – Merley – Wimborne	Evenings
4	Poole – Broadstone – Merley – Wimborne	Sundays
5	Poole – Canford Heath	Sundays
6	Poole – Canford Heath – Tower Park	Evenings
8	Poole – Creekmoor – Upton	Evenings
8	Poole – Creekmoor – Upton	Sundays
10	Poole – Sterte – Wessex Gate – Lytchett Matravers	Monday to Saturday
11	Poole – Kinson	Sundays
14	Poole – Bourne Estate – Wallisdown	Evenings
16	Poole – Bourne Estate – Bournemouth	Evenings
16	Poole – Bourne Estate – Bournemouth	Sundays
18	Bournemouth – Broadstone (West Way)	Monday to Saturday
20	Poole – Bournemouth / Bournemouth – Castlepoint	Monday to Saturday
23	Burton – Christchurch – Somerford	Monday to Sunday
25	Merley – Corfe Hills School	Schooldays
32	Bmth Sq – Merley – Poole	Monday to Saturday
33	Bournemouth – Bournemouth Hospital – Christchurch	Monday to Saturday
36	Talbot View Estate – Bournemouth – Kinson	Monday to Saturday
46	Throop – Avonbourne Academies	Schooldays
81	Charminster – Avonbourne Academies	Schooldays
448	Old Town/Hamworthy – Parkstone & Poole Grammar Schools	Schooldays
744	Baiter/Old Town – Oakdale Junior School	Schooldays
7A /7B/7C	Talbot/Bloxworth – Upper Parkstone – Tower Park	Monday to Saturday
Route One	Poole Town Centre Loop	Monday to Saturday

Table 3: List of BCP Council supported local bus services

#### 4.18 Local Transport Authority information provision

The bus operators provide high quality information to support bus users including printed timetables, websites, social media and at stop information. The real time information displays at bus stops and interchanges are local authority funded and maintained with involvement from the operators. The council produces a printed Area Bus Map detailing all operators and occasional bus promotional information. Bus information data is created and maintained to ensure journey planning systems and real time information feeds are kept accurate.

The information office at the Bournemouth rail and coach station provides details of all public transport services and travel advice, particularly to visitors to the area.

#### 4.19 Other initiatives

To support bus services and enhance the comfort of passengers, the BCP area benefits from a high proportion of stops with shelters, bus stop clearways and raised boarding kerbs. There are **1,324** bus stops in the area, **678** of which (51%) **have shelters** and **257 Real Time Passenger Information displays**. Additional new high specification bus shelters will continue to be provided as funding allows. This may be from Local Transport Plan funding, through highway scheme improvements or developer contributions.

BCP Council is currently delivering working **bus priority at over 40 of the busiest junctions** across its area (to be expanded to 65 junctions with BSIP funding). This is via 'hurry calls' to the traffic signals servers generated by the electronic ticket machines (ETMs) on the bus. At present, morebus has funded the software upgrades to its ETMs and is benefiting from the bus priority.

#### 4.20 Barriers to Bus Use and Growth

The South East Dorset voluntary Quality Bus Partnership delivered improvements to the bus offer throughout the conurbation and generated impressive passenger growth as well as high levels of passenger satisfaction. Recent surveys and views of the business community clearly convey that **congestion** in the area is impacting quality of life and economic potential. According to the Tom Tom traffic index of 2021, Bournemouth is the **fifth most congested city region in the UK**.

At the Dorset Local Enterprise Partnership conference in May 2019, 'Transport infrastructure and congestion' was voted the top main external constraint to business growth. Gains made through the current partnership are being eroded by the impact of congestion on bus services. Bus running time between Poole and Bournemouth in recent years has increased during peak times, from 29 to 40 minutes and from Poole to Castlepoint (shopping centre) from 53 to 67 minutes. Continued **increases in journey times will make the bus progressively less attractive to users and erode the financial viability of services** as operators need to put more resources in to maintain existing frequencies or alternatively stretch headways and suffer passenger loss.

Congestion in the area is also prevalent at off-peak times, especially during weekends and weekdays in the peak summer months when the weather is good. Running bus services to published timetables, whilst taking account of significant variations in congestion resulting from good weather, is highly challenging. The variation in journey times reduces confidence in bus travel as well as the willingness of passengers to take journeys where the bus could be part of the solution. Passengers being held up in traffic and not supported by any evident priority is considered unlikely to encourage use.

Interventions to date to solve congestion have had limited impact overall. There have been some successful schemes such as at the former Poole Civic Centre where a new dedicated bus lane was introduced to bypass the gyratory system. This saves up to 4 minutes per journey on the key Bournemouth to Poole high frequency route and 18,000

bus miles per annum overall. Similarly, improvements at the Sea View roundabout in Poole have reduced unnecessary bus mileage by providing new stop arrangements.

These improvements have, however, been negated by significant increases in journey times on other areas of the network. The key link between Bournemouth Station and the town centre is subject to extreme traffic congestion, particularly in the summer months. There is an urgent need for new facilities and measures to give buses and their passengers more priority.

The BCP area is polycentric with many of the local district centres having on-street parking. The bus operators have consistently identified the adjustment or removal of on-street parking in these areas as a priority to improve punctuality and reliability. A review of parking and loading arrangements on 'Quality Bus Corridors' was proposed in Local Transport Plan 3 though progress to date has been limited.

The requirement for consultation to modify Traffic Regulation Orders can result in challenges from Local Traders' Associations and public who often perceive that the viability of a local shopping area predominantly depends on free car parking. There is an identified need to present other perspectives and means to progress parking reviews in local district centres to deliver better operational conditions for buses and their passengers. The 'Bus Back Better' local consultation to inform BSIP priorities showed there was support for a review of district parking measures to prioritise buses. Of note was that many people responding were also motorists as well as bus users.

Reviews of on-street parking can also include corresponding public realm and environmental benefits to provide wider appeal.

A variation in the demographics and character across the area influences the level of bus service provided. East Dorset, part of the wider travel to work area, has the highest level of car ownership in the UK with 90% of households having access to at least one car. Both the tendency for residents to use their cars and the linked contribution to congestion makes providing attractive bus services particularly challenging. An outcome from the consultation was that many respondents both regularly use buses and also drive. This showed that there was understanding that measures needed to improve bus travel will impact on car journeys but there was still evident support to do so.

In the BCP area, **78% of households have access to at least one car** or van which is above the England and Wales average of 74%. Other smaller areas considered at council ward level in central Bournemouth and Boscombe have much lower levels of car ownership, with some approaching half of households not having access to a car. This contributes to making bus service operation more sustainable.

Significant investment between 2012 and 2015 in the Poole, Bournemouth, Christchurch corridor through the Local Sustainable Transport Fund (referred locally as the Three Towns Travel programme linking the three town centres along the A35) achieved a **7.5% increase in patronage over three years**. This provided local evidence that investment in bus stops, real time information and combined measures on a corridor can deliver

passenger growth. Improving facilities along a corridor can draw attention to other areas where improvements have not been prioritised and the passenger experience in the same council area can be inconsistent.

Other areas, most notably north-south and orbital corridors, require enhancement to the standard of the Three Towns Travel corridor. The complexity of addressing the bus operating environment and cost of providing new shelters in Bournemouth town centre resulted in the central area being excluded from the Three Towns programme. This has now become a high priority as a contribution to facilitating the delivery of improved bus services in the BCP area due to so many journeys involving this location.

**Parking charges** in the BCP area can be less than a return bus fare. Added to this, 80% of commuters who drive to work do not pay for workplace parking. The relative ease of using a car in the BCP area when compared to other cities with equivalent populations does not encourage modal shift. Brighton and Hove, and Cardiff are the nearest conurbations in terms of population and their transport environments are more supportive of public transport over cars.

In the 2020 National Highways and Transport survey, Bournemouth and Poole came highest in the country for satisfaction with bus information. This may suggest that focus should be elsewhere for interventions with a view to increasing patronage. Continued investment in bus fleets by the operators has resulted in modern buses operating in the area and the quality of vehicles helps to encourage use.

The majority of the bus network is now provided by Morebus. This has resulted in an integrated approach for services. Timetable books and maps now also showed the three tendered routes temporarily operated by Yellow Coaches.

Visitors from abroad are used to fully integrated public transport, including local rail services. The development of integrated ticketing and information across modes is therefore a priority for the future.

Detailed examination of the current network will be undertaken through the Enhanced Partnership process. **'No direct route/too many changes'** was the top reason given in a local transport survey as a barrier to bus use. Options include **increasing the frequency of existing core routes** or providing **new direct but less frequent routes**. Facilitating improvements to the commercial bus network through the Enhanced Partnership will also be explored.

With the exception of the Getting About multi-operator ticket (temporarily withdrawn as not required due to majority single-operator network), bus fares are a commercial decision for the bus operators. A reduction in fares would be welcomed by passengers, however, **addressing journey time and punctuality are higher priorities for existing bus users with fares considered more important to nonusers**. Fares are more expensive for longer journeys, for example, to places outside the BCP area where there is also less competition. Residents in areas with a high car ownership are less likely to use buses and do not benefit from the promotional fares available on high frequency corridors. The

limited scope and price premium of the multi operator Getting About ticket resulted in extremely low use compared to individual operator products.

The COVID-19 pandemic had a significant impact on bus services, and it is unclear how they will fully recover in the future. There remains a lack of confidence for many to use bus services following the easing of restrictions. Locally, concessionary fares passenger trips did not return to the same extent as fare payers during the summer of 2022 despite a publicity campaign led by morebus. A further concessionary travel publicity campaign will be undertaken during 2023. Without a strategic national campaign to re-assert local bus service use, passenger numbers will be slow to get back to pre-COVID-19 levels. There was also an impact on travel patterns with uncertainties around future commuting.

#### 4.21 BCP Car Parking Arrangements

There are 18,537 spaces under council control in the BCP area with 127 different locations, including on-street provision. The precise number of private spaces is not known.

Tariffs for council car parks based on a daily rate varies from £5 to £17.80. The highest rates are charged seasonally in car parks closest to the beach. A £5 daily rate is available for some peripheral car parks in town centre and business districts. By comparison the cost of return bus travel within the BCP area is £4.30-£4.50. For travel from the surrounding travel to work area this rises to £6.30.

Some car parks are time-limited, usually up to four hours and there are seasonal variations for car parks near the seafront, in some cases with three separate tariffs applied depending on the time of year.

Park and ride arrangements were provided for the first time during summer 2021 to beaches at Boscombe and Sandbanks with arrangements for Boscombe continuing in summer 2022. Prior to the COVID-19 pandemic, a pre-Christmas Saturday only park and ride service operated in Poole (this was suspended due to the site being used for COVID-19 testing). In addition, a park and ride bus and bikeshare service operated in Bournemouth for the 4 days of the annual Air Festival.

Parking can be used as a method of managing demand through availability, pricing and restrictions as all car journeys begin and end with parking. The link between parking costs and bus fares is part of the demand management influencing modal shift.

#### 4.22 Areas of Opportunity

Bus services link residential areas, employment centres, shopping, leisure and healthcare destinations across the BCP area. Service levels have been considered across the BCP area and accessibility to buses is generally good. One exception is the residential area of Branksome Park in Poole which lacks bus services though has a very low population density and a high car ownership level.

The Council works closely with Developers to ensure that appropriate funding for bus services and facilities are secured as part of the Planning process. This funding is then used to provide new routes or enhance frequencies to meet the needs of new residents. As an example, recent redevelopment along Magna Road for housing has secured funding to significantly improve bus services in the area, in addition to providing new shelters with real time information displays.

The Port of Poole (International Ferry Port) is not currently served by any direct bus services and as such there is not currently a link to Poole Railway station from the port. If the port develops as a cruise terminal, more transport options could reduce car dependency for access.

Bournemouth International Airport and its Aviation Business Park are served by a single bus service from central Bournemouth including the railway station. The airport and the business park have different public transport requirements and the current bus service needs significant improvement to provide comprehensive public transport access. Development at the site should enable significant improvements to the bus service.

The Wessex Fields development adjacent to the Royal Bournemouth Hospital provides an opportunity to improve bus services in the area but any services need to properly access the new development to be viable. Industrial estates, for example Nuffield in Poole, tend to be less well served by buses partly due to difficulties accessing the estate and poor pedestrian filtration from bus stops to the places of work. A small number of employers have initiated their own bus or coach services, but as these services are only available for colleagues of individual companies, they reduce the viability of public routes on the general network.

The public consultation that followed the BSIP identified a number of locations where bus services were not providing for all passenger needs. Some locations were in areas that did not sustain a regular hourly service. The difficulties of travelling to work by bus to industrial estates and the Bournemouth Airport Aviation Business Park were also mentioned. Travel to industrial employment where staff need to be present at a location is likely to sustain bus services, compared to town centre locations where office employment may reduce. The bus network is likely to evolve as a result.

The lack of bus services to access new retail provision in larger warehouse style stores, away from town centres (for example Mannings Heath Retail Park) was mentioned, with residents without cars unable to shop at such locations. There could be demand for bus access to these locations useful for retail customers and people that work there.

Routes focused on leisure have potentially more of an opportunity for earlier development than travel to work if trends evident from the pandemic continue. Services that allow visitors to access nearby destinations like the Purbecks and the New Forest National Park could generate demand. With 15 million visitors to the area each year, improving the public transport network regionally in conjunction with neighbouring authorities should achieve early benefits. By encouraging more local tourism trips by car or other sustainable transport modes, seasonal traffic congestion could be reduced.

The bus offer for travel to school varies with some schools well served by network routes and others relying on a patchy network of dedicated school services, some of which require council funding to run or needing premium fares to be commercially viable. The government funding available during the 2020-21 school year resulted in a highly effective partnership between BCP Council and the bus operators to enhance school routes resulting in additional students travelling to school and further education college by bus. These were withdrawn for the return to school in September 2021, however, lessons learned will be used to improve future arrangements.

#### 4.23 Evidence of the benefits of Improving Bus Services

##### **Economic**

Congestion is confirmed by the local business community as the main external constraint to economic growth. Local residents have also stated this is their top priority for improvement. The cost of congestion in the area was estimated at £270 million in 2017. The physical geography of the BCP area with coastline to the south, the River Stour to the north, New Forest National Park to the east and the Purbecks to the west, does not lend itself to road building, therefore, more efficient use of the local road network is considered the only tangible way to resolve local congestion. Measures prioritising bus travel and other sustainable transport modes will impact on road capacity for other road users. However, improving the provision for buses will encourage more use with some modal shift from car journeys, resulting in lower congestion levels on the wider network.

For local organisations, attracting and retaining talented people can depend on their sites being accessible by a range of transport options. A location poorly served by public transport will exclude some employees and customers. With some parts of the area having low levels of car ownership, it is important that transport provision allows all members of the community to contribute to the local economy through bus routes being available to as many residents as possible.

The bus operators are also local businesses, and there are direct benefits to the BCP economy through the expansion of local companies and the employment provided.

##### **Environmental**

BCP Council declared a Climate and Ecological Emergency and as part of the Corporate Strategy Sustainable Environment objective there is a commitment to 'Develop an eco-friendly and active transport network'. The Enhanced Partnership will consider options to increase both the number of bus passengers and improve the modal share of journeys by bus. Increasing the number and proportion of bus journeys, especially through modal shift away from the car, results in environmental benefits, including carbon reduction.

Progress with clean diesel bus technology has dramatically exceeded diesel car technology. Euro VI buses demonstrate a 95% reduction in nitrogen dioxide emissions compared to a Euro V bus. Retro-fitting buses to Euro VI standards would be beneficial in reducing harmful emissions. With bus fleets progressively becoming cleaner, a switch

from car traffic to sustainable modes including buses is likely to result in an improvement in air quality.

BCP Council will work with the bus operators and energy suppliers with a view to decarbonising the local bus fleet with the ultimate goal of a zero-emission bus fleet.

As businesses, the bus operators have established environmental targets. Their main activity of providing public transport delivers environmental benefits when public transport takes car journeys off the road. Decarbonising bus fleets, reducing the negative impact of air-quality from operations, cutting water use and reducing waste are all company activities delivering environmental benefits.

### **Social**

Bus use is particularly common for younger people aged 17-20; older people aged over 70; for women and girls; and most ethnic minority groups and people on lower incomes (National Audit Office – Improving local bus services outside London, 2/10/20). The 2018 BCP Council travel survey showed that people with a disability were more likely to travel by bus than those without. Based on the profile of people that use buses, improving the offer has equality benefits, particularly considering the Public Sector Equality Duty to 'Advance equality of opportunity between persons who share a relevant protected characteristic and those who don't.'

The BCP travel survey showed that in areas of BCP with higher levels of social deprivation, car ownership levels were lower and bus use higher compared to less deprived areas. The less prosperous communities are more reliant on public transport and, improvements through the BSIP and Enhanced Partnership will be beneficial to residents in a local levelling up context within the BCP area, giving better access to employment and other opportunities.

The general perspective of visitors is that the BCP area is relatively prosperous, with high profile locations such as Sandbanks noted for having some of the highest property values in the world. However, there are nine areas within BCP within the 10% most deprived rankings in England. Working towards improvements to bus services is likely to provide benefits to residents in these areas by developing a more inclusive transport network.

The value of the English National Concessionary Fares scheme in reducing social isolation for elderly and disabled people is well documented. Developing the local bus network will help further in reducing social isolation, as many of the more vulnerable residents rely more on bus services. A continuously improving bus network provides a more inclusive transport network allowing all residents and visitors full participation in the community, irrespective of whether they have access to a car.

#### **4.24 Views of Passengers and Third Parties**

There are a number of locally commissioned surveys which provide useful information regarding the current offer of the local bus network. Stakeholder engagement was carried out as part of the BSIP development process. A summary of the likely BSIP content was

presented, and responses were sought on whether the outcome of existing research is supported, or other priorities considered more relevant. Engagement was undertaken with a wide scope, including MPs, equality groups, business organisations, tourism partners, transport user groups and other transport providers.

The previous Bournemouth and Poole councils received Better Bus Area funding in 2013/14. This incorporated detailed **local research** to guide the desired outcome of encouraging existing bus users to increase their number of journeys undertaken, to gain new bus users and to ensure they have a positive experience to encourage future travel.

### **Findings from the research included:**

- There was an emotional pull of journeys by car compared to buses in terms of aspiration, control, security and comfort.
- Bus use was often driven by necessity (no car available) rather than by choice.
- Some journeys were less likely to be made by car – nights out, local shopping and to the beach. Journeys to and from school were most likely to be made by car.
- Locally people were more likely to use buses on a Saturday and later in the evenings than at other times/days.
- The main reasons that people did not use buses was that they are not convenient enough, they preferred car travel and found bus fares too expensive.
- 62% of respondents said they do not think too deeply about their travel habits, they just did it.
- Priorities to address for bus users included, more reliable and punctual services; reduced fares and promotions; and the availability of real time Information. Routes and frequency were lower down the list.
- Priorities for non-bus users were, reduced fares and promotions; and more reliable and punctual services.

The research concluded that it would be much easier to persuade existing regular bus users to use them more than to persuade those who do not use buses to any extent to use them, especially if they have access to a car. There is also scope to target an increase in bus use for specific travel scenarios rather than a blanket all travel approach. By focusing on the destination purpose for some activities, travel by bus can clearly be seen as a better option than the alternatives.

The local bus operators and BCP Council supported a **Transport Focus bus passenger survey** during autumn 2019. Locally, the satisfaction levels were high overall but value for money and punctuality were lower than other indicators. People were asked what their top priorities were. They were:

- Making buses more reliable and punctual.
- Making buses more frequent.
- Improved bus shelters and real time information.

Bournemouth and Poole Councils also undertook a **comprehensive local travel survey** between October 2018 and January 2019 with a large sample size. This provided some useful local demographics and equality perspectives:

- 60% of respondents had travelled by bus in the previous 12 months (compared to 33% who had cycled).
- 24% of people travelled by bus at least once a week. This figure was significantly lower for south east Dorset and Christchurch compared to Bournemouth and Poole.
- 80% of all respondents drove at least weekly.
- Residents in more deprived areas were significantly more likely to travel by bus frequently compared to people from less deprived areas.
- For those that travelled to work by car, 69% had a parking space at their workplace, with 76% of those having free car parking and for 4% their employer covered the cost.
- 25% of people had travelled to work by bus in the previous 12 months with 21% doing so five days a week or more. For journeys to/from school the number was much lower at 13% with 10% regularly travelling to school and 11% from school.
- Factors preventing use of public transport:
  - No direct route/too many changes - 61%
  - Total time taken - 57%
  - Cost - 47%
- Personal safety, lack of suitable tickets and lack of available information were much lower, all at 14%.
- Cheaper public transport fares; more reliable services; and additional bus routes were considered to be the most effective as sustainable travel initiatives. Higher parking fees/fewer car parking spaces were not favoured as options.

**Summary of the BSIP key stakeholder engagement:**

- There was evident support for measures to improve bus priority including mention of 'Red Routes'. Where parking is considered for removal from district shopping areas, alternative provision should be made for disabled people.
- The bus network should focus on improving journeys away from the town centres to improve connections to local shopping districts, out-of-town retail and healthcare needs.
- Noting that improvements have been made to east-west services, priority should be given to north-south routes.
- More express routes should be trialled.
- School bus services need to be reviewed to provide a better offer.
- Multi-modal ticketing, especially involving local rail, would be welcome.

**'Bus Back Better' Public consultation – November 2021 to January 2022**

Following publication of the BSIP, a detailed public consultation was carried out between November 2021 and January 2022 to seek views on the actions required to deliver the BSIP. Full details of the consultation can be found on the BCP Council website [Engagement HQ page](#).

**Summary of findings**

- There were 497 responses to the survey. 92% of respondents were BCP residents (182 Bournemouth, 118 Poole and 60 Christchurch). 24 respondents lived outside the BCP area.

- 77% were bus users and over 55% were people who travel through the BCP area for work, school, leisure or for other reasons.
- 37% of respondents said they had an English National Concessionary bus pass with 91% of those saying they had used it in the last 6 months.
- Respondents said the most important actions in the BSIP were:
  - Making bus services more frequent (60%)
  - Making buses faster and more reliable (54%)
  - Making fares lower and simpler (43%)

#### Interventions to deliver these actions (relative importance)

##### **Making bus services more frequent**

- Increase the frequency of hourly services (87%)
- Introducing bus priority measures (77%)
- Targeting bus operator investment' (75%)

Respondents' comments emphasised the importance of prioritising bus priority measures, the frequency of buses and the accessibility of buses particularly in more remote areas.

##### **Making buses faster and more reliable**

- Prioritise improvements to bus lanes, bus only routes and expansion of traffic signal bus priority (79%)
- Reviewing on-street parking on busy bus routes (76%)
- Considering longer distance express bus routes' (74%)

Respondents' comments emphasised the importance of prioritising improvements, reviewing on-street parking and adding longer distance express bus routes.

##### **Making fares lower and simpler**

- Explore fare promotions/initiatives that could encourage more people to try the bus at peak times to help reduce congestion (76%)
- Identify where fares initiatives can deliver passenger growth and develop funding bids (72%)
- Add a 'tap-off' facility to enable a daily 'cap' on fares for contactless payments on all of the local bus operator's services (67%)
- Develop and introduce a standardised young person's fares offer applicable to all local bus service operators (66%)
- Make the 'Getting About Ticket' on all operators' bus services available via mobile phones (63%)

Respondents' comments emphasised the importance of ensuring that any technological advancements considered older people who may not find this accessible. Respondents felt a Transport for London Oyster-style travel pass across all types of transport could be a useful addition.

The priorities indicated by the BCP Council Bus Back Better survey are broadly comparable to similar priorities identified nationally by Transport Focus with making buses more frequent/buses running more often common to both as the most requested improvement. Transport Focus identified buses going to more places as the second priority, this was less

evident as an outcome in the BCP survey, with passenger engagement needed to prioritise where if funding is available, which additional destinations should be served.

The outcome of the survey did not show any major surprises and the work to date of the South East Dorset Voluntary Quality Bus Partnership aligned with the priorities. Many responses highlighted safety and security concerns particularly at interchanges and bus stops. It's likely that the COVID-19 pandemic has heightened these concerns with less footfall at some locations which were much busier before.

## 5. EP Plan - Proposals for improvement

### 5.1 Vision

BCP Council and bus operators recognise that the bus has enormous potential to cater for a larger share of everyday journeys through a programme of co-ordinated and sustained investment. Over the next decade we aim to deliver a renaissance in bus passenger travel, which will see the number of journeys made by bus increase year on year. The EP Plan will be a catalyst for bus passenger growth, across the whole of BCP. By creating the conditions to achieve a virtuous circle of investment and passenger growth, this will be a process of positive sustained change. Growing bus use will contribute to a wide range of other policy objectives, such as de-carbonising travel, reducing inequality and better use of road space.

The following sections set out a range of measures and proposals that, based on national and local context, are intended to improve local bus services in the area and increase the number of people using them. The proposals should improve service punctuality and increase passenger satisfaction, which are the core monitored outcomes of the BSIP and Enhanced Partnership.

The COVID-19 pandemic led to shifts in travel behaviour, including more home working and some journeys previously made by bus are either being made by car, cycle or not undertaken at all. Solutions are needed to build back better from the pandemic whilst restoring confidence to use buses and improving the bus offer further.

The actions and interventions required to deliver the following measures are set out at section 2.5 above. These will form part of the current and future EP Schemes as funding permits.

BCP Council was one of 31 successful Local Transport Authorities prioritised for funding after evaluation of its BSIP. Specific proposals deliverable, of this funding, are detailed in the Enhanced Partnership Scheme.

### 5.2 Making bus services more frequent

**Making bus services more frequent** was the second highest priority requested improvement in the Transport Focus Survey. Key to improving frequency is attracting extra passengers to justify additional trips in a route timetable. Effective bus priority will speed up journey times making services more attractive, improve operating efficiency and enable frequency improvements.

The partnership has committed to review and categorise all routes to determine where investment in a particular corridor or route will deliver the greatest increase in frequencies to serve both new and existing markets. This will be based on data analysis which is currently being undertaken.

For hourly non-core and cross boundary services, increasing the frequency to half hourly will significantly improve the ability of these routes to meet passenger needs. This will require funding to implement on a kickstart/pump priming basis. With other measures in the BSIP it is anticipated over a longer period that some of the enhanced half hourly frequencies will become commercially viable. Appropriate passenger engagement will be required to prioritise improvements where need is highest. This includes the establishment of a local bus user/advisory group with effective representation from local passengers and business organisations.

The BSIP funding will provide for a small number of routes to have significant frequency improvements. The intended routes suggested by the bus companies with potential for greatest passenger growth are set out in Annex B.

Concentrating investment in bus priority measures on high frequency/flagship routes/corridors will benefit the highest numbers of buses and bus passengers. This will allow vehicle capacity to be released through journey time savings to improve frequencies in other locations with identified potential for growth.

Making buses more frequent will contribute to the targets of passenger growth and increased satisfaction with bus services as increasing frequencies, based on research is a high priority for improving bus services. Attracting additional passengers, with a corresponding reduction in car journeys will also improve the reliability and punctuality due to anticipated reductions in congestion.

### 5.3 Making buses faster and more reliable

Delivering **effective bus priority** has been identified as the most important improvement to be achieved through partnership working. The Better Buses research and Transport Focus surveys both showed that **making buses more reliable and punctual** was the top priority for bus users, from the passenger perspective this means buses on time at their particular stop. The Better Buses research also identified that non-bus users cited this as a reason for not using public transport.

The first stage is to develop coherent plans for bus priority focused on main corridors but ensure proposals complement each other resulting in combined time savings benefits.

Where road space is available, bus lanes will be considered to give priority at existing congestion hot spots. Existing **bus lanes** will be reviewed and where appropriate consideration will be given to extending their extent and duration if they are not already 24 hours.

Where space is not available, consideration will be given to providing a series of **bus gates** which will permit through travel for buses but exclude other motor vehicles. Where bus lanes or bus gates are not appropriate, **traffic signal priority** will be considered, expanding the number of junctions already providing this.

The BSIP funding will deliver several bus priority schemes -

- Bournemouth Station to Bournemouth Centre, with corresponding improvements to the main bus stops and operational benefits.
- Branksome - Poole Road/Bourne Valley Road junction– focused on signal re-configuration to improve flow of buses.
- Westbourne – revised on-street parking arrangements to benefit bus movements.

- Christchurch High Street and Bargates – operational and accessibility improvements through enhanced stop arrangements including revised parking arrangements to benefit bus movements.
- Southbourne – changes to bus stop layouts and alterations to on-street parking which are currently impacting bus flow.
- Purewell, Christchurch – revised parking arrangements to improve priority.

Bus lanes and bus gates will require **enforcement** to be effective. BCP Council expects to take up the powers to enforce moving traffic offences under the Traffic Management Act when these become available. The impact of on-street parking on bus punctuality along flagship bus corridors, particularly in local district centres is an on-going issue for the operators. Targeted enforcement will continue to be undertaken in liaison with the bus operators. The local 'Bus Back Better' survey identified some support for interventions to deliver bus priority – considering that many people that responded to the survey were also motorists there appears to be a recognition that some decisions that will affect motorists are necessary to improve the bus offer.

The Under Secretary of State for Transport, Baroness Vere of Norbiton, has stated that high streets need to be more bus friendly rather than being given over to car parking. Buses can be part of the recovery of the nation's high streets.

A recurring response in consultation and engagement is to increase the number of **express bus routes available**. Introduction of express routes combined with effective bus priority will deliver substantial time savings making buses far more attractive to residents in the travel to work area – where bus use is currently much lower.

Delivering effective bus priority, resulting in more punctual and reliable services, will address the main current concern of bus passengers and operators. Potential bus passengers are also evidently aware that congestion affects bus services based on the local Better Buses Area research. Improved bus priority will directly improve punctuality and reliability targets and as this is a high priority for passengers, also increase overall satisfaction and attract more people to use buses.

#### 5.4 Making fares lower and simpler

Advances in technology have enabled more ways to pay for bus travel. **Better value for money and easier to understand available fares are a priority.**

Young people's fares vary in terms of age brackets and level of discount between operators, however, this issue is far less significant since the collapse of Bournemouth Transport and the subsequent expansion of morebus services. The partnership is committed to align the remaining differences to provide a consistent and simplified offer to younger residents and visitors.

Contactless fares payments have been identified as a significant benefit for bus passengers as well as reducing dwell times at bus stops for bus operators. In recognition of the benefits of contactless fares payments, the bus operators in the BCP area were amongst the first in the country to introduce the technology. A further development of this is 'tap-on, tap-off' which adds the functionality of daily capping of fares. All major operators in the BCP Council area participated in 'Project Coral' as one of three trial areas to deliver multi-operator price capping. This was successfully delivered in July 2022, but then withdrawn due to Bournemouth Transport ceasing trading.

Daily fares capping via contactless payments is attractive to bus passengers wishing to make multiple journeys and in particular visitors to the area, many of whom may be from

overseas, who may not be familiar with local bus fares. It would be beneficial for it to be a multi-operator daily cap and ultimately multi-modal to include bikeshare and rail. Stakeholder engagement has identified multi-modal ticketing as being particularly beneficial.

It is understood that there are proposals for a government procurement of a back-office system to support multi-operator fares capping which is welcomed.

Fares initiatives will also be trialed to encourage mode shift on key corridors as an incentive to try the bus at peak times and as a tool to reduce congestion as well as supporting the local economy.

Reducing fares is the top priority for people who are not currently bus users. Therefore, achieving better value fares is likely to increase overall passenger numbers. This will help to reduce congestion and will improve bus journey times. There will be consequential punctuality and reliability improvements and there are likely to be corresponding increases in satisfaction with bus services.

The BSIP funding includes provision for significant fares reductions targeted at specific routes, to encourage growth in passenger numbers. The funding will also progress developments to integrated ticketing as part of making fares simpler.

Locally, making fares lower and simpler is a high priority but not as significant as making buses more frequent, faster and reliable. Transport focus research indicates an overall better value for money approach is more important, together with information about fares of all operators being available.

## 5.5 Making buses easier to understand

Currently the bus network is almost entirely provided by morebus services with just one service operated by First (X54). Bus services need to be viewed as part of a co-ordinated network to achieve the aims of the National Bus Strategy, noting that Enhanced Partnerships need to respect commercial considerations.

The bus network will continue to be evaluated using available information to identify the types of bus services that will encourage patronage growth and mode shift. Outcomes are expected to include higher frequencies on existing routes as well as new routes providing direct links for the first time.

Bus route numbering will be reviewed across the network to remove any duplication likely to cause passenger confusion.

Similarly, the consistency of route numbers and locations served throughout the day and days of the week will be reviewed to simplify the network and support passenger confidence.

Reducing the number of timetable changes each year provides more stability to the network, particularly if all operators make changes at the same time. Information sources including printed timetables and real time displays are more likely to be current if the number of changes is reduced.

Under current arrangements, where more than one operator serves a stop, each company has a separate timetable display and at some stops served by sightseeing tourist services, three sets of information are provided. This is confusing to passengers, particularly those that are not local, and can on occasions require the council to intervene so each operator is able to display their services. Progressing towards co-ordinated timetables to ensure

services are easier to understand is considered essential. To improve the clarity of bus stop information, operators of tourist services will be included in the roadside publicity requirements of the Enhanced Partnership.

The bus operators have a good record of liaising with major employers to offer bespoke arrangements for employees including fares discounts and flexibility taking advantage of the latest technology available. This encourages and supports those less familiar with using buses.

As bus services become easier to understand, more people, both locals and visitors to the area, are likely to use them, boosting the numbers relevant to passenger growth targets. More tourists using bus services will help reduce the seasonal congestion suffered in the BCP Council area, restoring confidence in using the bus network to travel at all times of the year.

The 'Bus Back Better' survey indicated that there was less of an issue locally with understanding of bus services and other interventions should take priority. The survey was nearly all completed by local residents so there could be a different perspective from tourists and visitors.

## 5.6 Making buses easier to use

Passengers find using a particular operator's services relatively easy to use as operators tend to be very skilled at marketing their own services. Using the bus network as a whole can be more challenging for some due to the differences in approach. This is, however, less of an issue following the collapse of Bournemouth Transport and the subsequent expansion of the morebus network.

Improved co-ordination of ticketing arrangements supports the network being viewed as more 'joined up'. Should new operators enter the local market, the Getting About multi-operator ticket will be reintroduced.

Integration with other transport modes makes local use more convenient and there are advantages to buses through increased use of other sustainable transport that help reduce congestion. Seamless ticketing to include the journey to and from the bus stop would be extremely beneficial for many passengers. There is already expertise through local private sector companies and integration has been progressed between buses and the local bike/e-scooter rental scheme. Rail is also a priority for integration, confirmed by responses to the 'Bus Back Better' survey, but progress with railway ticketing can be challenging due to the current rail ticketing system.

Protecting and developing transport interchange facilities encourages confidence in the network. Within the BCP area there are a range of facilities including bus stations at Poole and Boscombe; High Street interchanges in Bournemouth and Christchurch; a major multi modal interchange (rail, bus and coach) at Bournemouth Railway Station; and dedicated bus hubs at the Royal Bournemouth Hospital and Bournemouth University (Talbot Campus). These facilities, as a minimum, will be maintained and kept safe and secure. Where new developments are created, effective bus access will be identified at the start of the process and delivered accordingly. It was very clear from the local consultation that the amenity of interchange points was highly valued by passengers. This extended to smaller scale locations which were also viewed as important.

Mobility hubs, providing interchange between different modes including bus, bikeshare, and car clubs are part of the Mobility as a Service concept. Opportunities will be identified and taken to encourage and support interchange between sustainable modes.

Stakeholder engagement has identified the need for improvements in multi modal ticketing similar to those being developed in other areas of the country. Developments in technology, combined with local developments, are expected to result in better scheme opportunities and progress towards improved passenger numbers and satisfaction targets.

#### 5.7 Improving integration of buses with other transport providers

The bus operators have long-standing local brand identities, and the initial priority will be to restore patronage to pre COVID-19 levels and return services to commercial levels. Wider consideration of combined local branding will further contribute to building back the network and customer confidence. The Transforming Travel programme includes promotion of sustainable travel. There is the opportunity to link with the EP Plan to deliver a coordinated approach including bus travel.

Combining initiatives provides the opportunity to consider the bus network more holistically. The information gained from local research will be used to target promotional campaigns to increase awareness of bus services locally.

As leisure travel appears to be bouncing back quicker than commuting, for summer 2023 the combined bus offer for sustainable tourism will be promoted by focusing on travel around the area and particularly to the beach. Research has suggested that many people are more likely to travel by bus for recreational travel and initially this is likely to provide greater passenger growth than commuting which requires longer term interventions.

The BCP area is a focus for bus travel from the surrounding area for commuting, leisure, shopping and health. Outbound travel from the area is also focused on leisure visiting the adjacent scenic areas including the New Forest, the Purbecks and Cathedral city of Salisbury. In conjunction with neighbouring authorities, there is the opportunity to promote a regional bus network.

National Public Transport Information (NPTI) members have suggested that a regional campaign in the Southwest of England be undertaken to promote public transport when confidence to use buses has increased from its current level. The benefits of sustainable tourism, considering the importance of this to the economy in the south west, is a likely focus.

Initiatives to support bus passengers and operators have already been delivered through existing partnership arrangements (for example Real Time Passenger Information). Combined initiatives can be promoted to give a clear vision of partners working together to improve the bus network.

Measures already detailed include ticketing improvements. Progress towards more integrated publicity and better links with other sustainable transport are part of developing a single network system.

Accessibility improvements will help people who may not be able to fully use the bus network as easily as others. These need to be consistent across the network and include both physical interventions at bus stops, on-bus audio/visual improvements and inclusive information.

Integration also needs to include transport that people without access to cars rely on in certain circumstances for example, for hospitals, social care, community and education purposes. Progressing a total transport approach through liaison with other partners is a priority.

Providing multi-modal travel opportunities and improved integration of the bus network will make travel both by bus and other sustainable ways more viable. This will deliver higher passenger numbers and improve satisfaction as the transport network will be focused on overall delivery of sustainable mobility.

The BSIP funding will contribute to the development of a multi-modal transport app which is an existing commitment in the BCP and Dorset Transforming Travel programme.

#### 5.8 Modernising and de-carbonising buses

Modernising bus fleets delivers benefits to passengers through improved quality of vehicles which provide a more comfortable journey with amenities including wi-fi, audio and visual announcements, and device chargers. Longer distance cross-boundary routes may also have seats arranged around tables which support passengers wishing to undertake work or leisure activity on the journey.

BCP Council declared a climate and ecological emergency on 16 July 2019, committing the organisation to being carbon neutral by 2030 and the wider Bournemouth, Christchurch and Poole area by 2050. Investment in improved vehicle technology can support this objective by delivering benefits in both air quality and de-carbonisation. The BCP area is fortunate not to have the same poor air quality issues endured by other cities. However, lower emissions remain a priority and an option is to retrofit fleets to Euro VI standards. Buses need to be at the core of an air quality strategy, with policy interventions needed to focus on reducing emissions per passenger with encouraging modal shift from car to bus being the means to improve air quality.

One BCP operator has already made a reduction in absolute carbon emissions by 22% with an aim to achieve a zero-emission bus fleet by 2035. Further progress to cut water use and reduce waste are part of the overall strategy.

BCP Council will work with the bus operators and energy suppliers with a view to decarbonising the local bus fleet with the ultimate goal of a zero-emission bus fleet.

Passenger satisfaction is expected to improve with an increasingly modern fleet of buses operating in the BCP area. An increasing awareness of environmental issues, linked to the impact of transport on climate change and the contribution of buses to de-carbonisation, will also increase the environmental profile of buses. This should be reflected in the numbers of people travelling as sustainability becomes increasingly relevant in travel choice. Modernising and De-carbonisation of buses was ranked relatively high at No. 4 in overall priorities identified by the 'Bus Back Better' survey. Views were provided that Climate Change should be the main focus of BCP Council interventions as 'Environmental Impact' is the most important issue facing all of us. Improving and emphasising the environmental credentials of buses locally was considered important in attracting new passengers.

#### 5.9 Involving bus passengers and giving passengers a voice

Travelwatch Southwest provides a regional passenger voice. There is not currently a BCP specific bus users or public transport forum.

The BH Active Travel forum is a group of people with an interest in promoting better environments for cycling and walking. The arrangements for this forum provide a basis to initiate a separate local public transport forum or Bus Advisory Board and this will be explored through the partnership.

Existing customer service is well developed by the individual operators, but the partnership is committed to introducing a new improved customer charter for all bus operators that run services in BCP. This will cover provisions of punctuality, vehicle cleanliness, percentage of service kilometres operated and information.

Giving passengers a greater role in the provision of local bus services will lead to beneficial changes through constructive representation, resulting in increased satisfaction. Ongoing funding support for bus services from is dependent on local areas and operators co-designing a financially sustainable and passenger focused public transport network that meets the changing travel patterns post pandemic. Effective passenger representation will be required to develop this network with residents' needs. This is on-going as part of requirements for a stable bus network in advance of government financial support ending in 2023.

#### **5.10 Improving safety, security and passenger facilities**

Bus passengers need to feel safe and secure, both when travelling to and from bus stops or bus stations, waiting for the bus and during the bus journey. It is often perceived dangers of using public transport that deters travel as the number of reported incidents against passengers is small.

On-bus CCTV providing passenger security is currently on 90% of buses within BCP and this will be increased as older vehicles are replaced.

Closer partnership working with police, community and Neighbourhood Watch groups in areas with high incidences of crime and anti-social behaviour will help support passengers to feel safer.

Research from Transport Focus has shown that a high standard of bus shelters with real time information can help attract and retain bus passengers. The Partnership will continue to roll out high standard bus stop infrastructure with facilities including high specification, well-lit shelters, real time and printed information, and CCTV appropriate for the level of stop use.

Bus shelters in the BCP area that are fitted with Real Time Passenger Information displays also incorporate CCTV with recording. This system will be developed to enable live streaming to the council's control room for the security and protection of bus passengers.

A regular maintenance schedule for stops will be maintained to ensure the road surface is suitable and kept up to standard. Routes to and from the boarding and alighting stop also need to be safe and accessible, including vegetation clearance.

Passenger facilities, including bus shelters with real time information, have been highlighted by passengers as being very important in local surveys undertaken by Transport Focus. This was confirmed by the 'Bus Back Better' consultation with 89%, the highest value for all actions considered either important or very important, given to improvements at bus stops and shelters. The BSIP funding allocation will deliver ten new shelters at optimum sites to provide the greatest passenger benefits. Additionally, 50 new Real Time Passenger Information displays will be delivered and installed, increasing the coverage throughout the network.

Improving the offer in the BCP Council area will lead to increased passenger satisfaction and is also likely increase the number of passengers. The information and security enhancements at Poole Bus Station installed early in the Enhanced Partnership will

significantly improve safety and security at a location where there has historically been anti-social behaviour. The BSIP funding allocation will provide for safety and security improvements at Poole bus station where responses from the bus back better consultation showed passenger confidence concerns. Passenger security will also be enhanced through new at-stop displays incorporating CCTV at 250 locations live-streamed to the council's central system.

#### 5.11 Consideration of demand responsive transport and socially necessary bus services

The BCP area public transport network is supported by community transport operators. These offer door to door supported services for elderly, disabled or otherwise vulnerable members of the community who are unable to access the mainstream public transport network. Previous investigations have concluded that the local offer is underdeveloped for the latent demand in the local community. Parts of the BCP area have high numbers of older people, many with mobility problems resulting in a need for bespoke transport arrangements.

The local supply is a combination of voluntary sector and local authority direct provision.

The development and expansion of services has been inhibited by a number of challenges.

- A significant challenge has been a lack of sustainable Community Transport funding and this pressure has increased as a result of the COVID-19 pandemic.
- The formation of BCP Council brought together three very different community arrangements from the previous authority areas. A standard approach is required for BCP ensuring support is equal across the area.
- Insufficient staff resources have been available to effectively represent and champion the local community sector both within the local authority and existing and potential suppliers.
- Volunteer recruitment can be difficult, and the pool of potential volunteers has reduced with the impact of the COVID-19 pandemic.
- Legislative changes to the not-for-profit sector licensing regime have restricted opportunities for community transport groups to operate some commercial routes to cross subsidise loss making services.
- Cultural issues whereby community transport is tolerated at the margins but attempts to expand may be perceived as threatening by the commercial sector.

Community transport services can provide an important contribution to meeting overall bus transport needs.

BCP Council provides support through its Bus Subsidy budget for local bus services considered to be required to meet social need but are not commercially viable. These have historically been reviewed to ensure good value for money and that the subsidy is appropriately targeted. The annual spend on supported services is approximately £1 million (off-set by Bus Service Operators Grant). The majority of tendered services will need renewing or extending from April 2024 and a full review will be undertaken prior to this.

## 5.12 Bus rapid transit aspirations

In 2021 BCP Council commissioned a feasibility study on the potential for a mass rapid transit system. In general, the study found that relatively low population densities in the proximity of potential corridors; a lack of a distinct central business district; the area having three town centres; a lack of dominant radial corridors for trip flows and multiple spatial constraints; strongly suggests that a mass rapid transit system such as light rail or tram is not economically viable. The total number of passengers forecast to use a rapid transit system is lower than would be required to make a scheme commercially viable and would likely require a significant subsidy.

The report concludes and recommends:

- Light rail/tram based rapid transit is not considered for further development based on the current position and planned future growth.
- Future work is undertaken to understand the spatial constraints and compromises with respect to road space and parking to be overcome to develop the existing bus network, in order to provide similar positive outcomes to rapid transit based on our unique geography and transport network conditions.
- The opportunities provided by the National Bus Strategy and Enhanced Partnerships are maximised.

## 5.13 Ensuring bus operators receive support to address the challenges resulting from the COVID-19 pandemic

Throughout the development of the BSIP and the Enhanced Partnership, concerns for the bus network due to the impact of the COVID-19 pandemic have been frequently cited. During the first year of the Enhanced Partnership, bus travel will still be very much in recovery mode and support is needed for the existing arrangements whilst considering network expansion.

Recovery of bus travel in the BCP area is known to be stronger than in other areas, aided by leisure travel, particularly during the summer season. However, predictions anticipate passenger numbers to continue to recover at a slower pace than originally anticipated.

Maintaining the existing network is essential to restore passenger numbers to pre COVID-19 pandemic levels alongside consideration of developing the network from its current level. If the network shrinks, passenger number targets will be severely impacted. Fortunately, due to national bus recovery funding, now continuing until March 2023, BCP Council continuing concessionary travel payments at adjusted pre-COVID levels, and morebus continuing to operate most former Yellow Buses routes, services and frequencies have been maintained.

A network review has been undertaken in conjunction with the bus operators to identify a stable bus network from October 2022.

The 'Bus Back Better' survey showed good awareness that bus services had received financial support due to the impact of passenger decline through the pandemic. There is evident concern, at least in the short term, that some services may not be fully re-instated to pre-pandemic levels. For people that have continued to use buses, one of their main priorities will be to ensure that the network is maintained, by whatever means required.

## 6. Headline Targets

6.1 The following headline targets have been agreed with the bus operators. These targets will be reviewed in the light of available funding levels. Note: This table has been updated with 2020/21 values.

Targets	2018/19	2019/20	2020/21	Target for 2024/25	Description of how each will be measured
Journey time - average bus speed across BCP network	- (pre-BCP)	12 mph	12 mph	13.2 mph	Supplied by main operators based on actual journey times as required and then averaged.
Reliability - percentage of all bus services operating on time	Bmth 82%, Poole 83%	BCP 84.5%	88%	90%	The value of percentage of buses operating on time according to the Traffic Commissioners criteria. A value was supplied by both principal operators and then averaged. This will be updated by the operators as required based on operational data.
Passenger numbers	- (pre-BCP)	25,575,883	17,040,730	28,133,482 (10% increase)	Total passenger numbers boarding registered local bus services within BCP as supplied by the operators.
Average Passenger Satisfaction	- (pre-BCP)	93%	89%	95%	Obtained from Transport Focus surveys as this specifically seeks the view of local bus passengers. They will have awareness of changes to the bus network as part of the BSIP and be best placed to reflect this as part of surveys.

## 7. Funding arrangements

7.1 The Enhanced Partnership will draw on multiple funding sources to deliver the desired outcomes of the Enhanced Partnership Scheme:

- Government capital grant funding.
- Government revenue grant funding.
- BCP Council LTP capital funding.
- BCP Council revenue funding.
- Operator capital and revenue funding including reinvestment of revenue generated by schemes.
- Developer contributions.
- Other external funding opportunities.

## Part B: Enhanced Partnership Scheme

**THE BCP COUNCIL ENHANCED PARTNERSHIP SCHEME FOR BUSES IS MADE IN  
ACCORDANCE WITH SECTION 138G(1) OF THE TRANSPORT ACT 2000 BY:**

BOURNEMOUTH, CHRISTCHURCH AND POOLE COUNCIL

## Section 1 – EP Scheme Content

This document fulfils the statutory requirements for an Enhanced Partnership Scheme. In accordance with statutory requirements in Section 138 of the 2000 Act, The Scheme document sets out:

## **Section 2 - Scope of The Scheme and commencement date**

### **Section 3 - Obligations on the Local Authority**

## **Section 4 - Obligations on Bus Operators**

## Section 5 - Governance Arrangements

The EP Scheme can only be put in place if an associated EP Plan has been made. Therefore, this document should be considered alongside The EP Plan.

The EP Scheme has been jointly developed by BCP Council (acting also as the Local Highway Authority) and those bus operators that provide local bus services in the EP Scheme area. It sets out obligations and requirements on both the Local Transport Authority (LTA) and operators of local services in order to achieve the intended improvements, with the aim of delivering the objectives of the EP Plan.

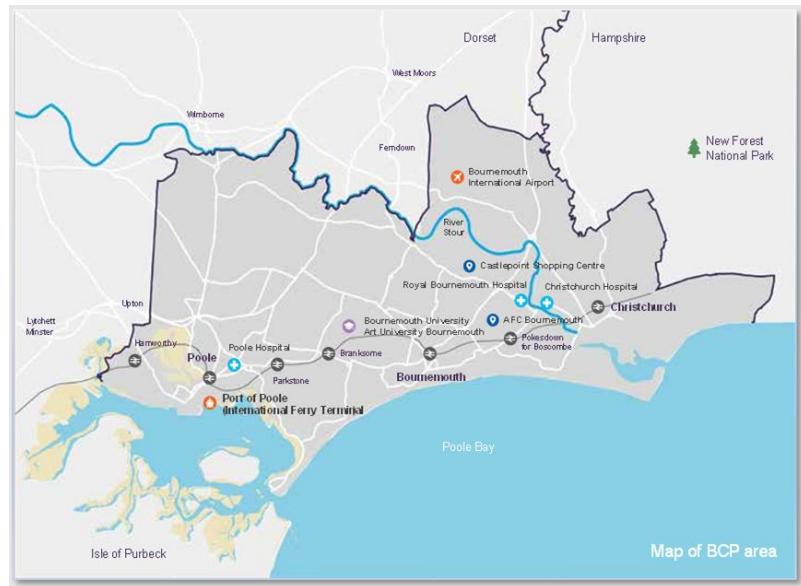
## **Section 2 - Scope of the EP Scheme and Commencement Date**

## Description of Geographical Coverages

The Scheme will support the improvement of all local bus services operating in the entirety of the BCP Council area.

## Map of EP Plan and EP Scheme Areas

The map below identifies the geographical area covered by the EP Scheme. The area is the same as that covered by the EP Plan.



## **Commencement Date**

The EP Plan and EP Scheme are made on 1<sup>st</sup> February 2023. The Enhanced Partnership Plan will be in place for 5 years from adoption (1<sup>st</sup> February 2023 to 31<sup>st</sup> January 2028). The Enhanced Partnership Scheme will have no specific end date but will be reviewed annually. A review of the effectiveness of the EP Plan (including its extent, objectives, and partnership governance) will take place during the 12 months prior to the fifth anniversary. Progress of the EP Scheme will be reviewed by the EP Board annually and publicly accessible reports will be prepared on a routine basis (see Section 5).

## **Exempted Services**

The following services are exempt from the requirements of the EP Scheme:

- a service which has part, or all its route registered as a local service in the EP geographical area, but where that part of its route is 10% or less of the overall route distance covered by the service from its service start to service end point.
- A service which is registered as a local service under section 6 of the Transport Act 1985, but which would otherwise be an excursion or tour within the meaning in section 137(1) of that Act is exempt from the headway requirements in section 4 of this agreement.
- A service that is specifically operating a registered service to/from or in connection with a special event (e.g., a music festival) or due to an emergency event or force majeure where the service in question is operational for up to but no more than 14-days continuously.

## **Section 3 - Obligations on the Authority**

### **Facilities<sup>1</sup>**

BCP Council will provide the following Facilities:

#### **Bus Priority (including Bus Lanes, Traffic Signal Priority, Bus Gates)**

The BCP area has 2.16 miles (3.46 km) of bus lanes and bus gates which will continue to be maintained.

A list of these is set out in Annex A

Additional Bus Priority schemes will be introduced and maintained.

A list of new Bus Priority schemes to be introduced under the EP Scheme is set out in Annex A

#### **New Bus Lanes**

New bus lanes may be added to the list at Annex A using a bespoke variation under the powers at s.138E of the Transport Act 2000.

All operators running local bus services along any part of the corridor that would be subject to the new bus lanes can object to the proposals. Those proposals will only go ahead if no objections are received.

Subject to funding, detailed scheme design and approvals, further Bus Priority schemes will also be introduced.

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<sup>1</sup> Provided under s.138D(1) of the Transport Act 2000

## Bus Stops, Bus Shelters and Interchanges

There are 1,324 bus stops in the BCP area, 678 of which (51%) have shelters. All bus stops and bus shelters will continue to be maintained.

The Bournemouth Travel Interchange is a council-owned facility which will continue to be operated and maintained. Boscombe Bus Station is also a council facility and will continue to be maintained. However, Boscombe Bus Station is subject to closure (no date currently set) as part of the Boscombe Town Master planning work funded through the Towns Fund. Alternative conveniently located and high quality on-street replacement facilities will be provided as part of this project.

Bournemouth Square (Gervis Place) will be improved as part of the BSIP funding allocation for the station to town centre bus priority scheme – transforming both the passenger experience and operational environment for buses, as well as improving safety, in the most used bus facility.

We will develop a specification for a minimum level of bus stop infrastructure and maintenance regimes for all bus stops. This will include better accessibility for people with mobility problems, improved perception of safety, more CCTV and lighting.

This specification will be used to upgrade the bus stop network by 2025, with this action having the highest overall support according to the 'Bus Back Better' consultation.

A list of planned new shelters (additional and replacements) is set out in Annex A. Ten new shelters will be provided as part of the BSIP funding allocation.

## Real Time Passenger Information (RTPI)

There are 257 Real Time Passenger Information displays in the BCP area. These will continue to be operated and maintained.

Additional RTPI screens will be installed as funding allows. 50 units are to be provided as part of the initial BSIP funding (see Annex A).

The BSIP funding will enable the installation of new passenger information displays incorporating CCTV at Poole Bus Station. The CCTV cameras will enable live streaming to the BCP Council control room. We will also provide live stream CCTV at 250 of the busiest bus stops in the BCP area. These facilities have been prioritised due to the specific security concerns raised specifically for Poole Bus Station and wider general safety issues, both evident in survey responses.

## Measures<sup>2</sup>

### Managing roadworks in the EP Scheme area

From 1<sup>st</sup> February 2023 the Local Highway Authority (LHA) will give all bus operators a minimum of 21 days' notice of planned roadworks that will disrupt bus routes, with the exception of emergency works.

For emergency works that have a significant impact on the bus operators, the LHA will instruct the relevant statutory undertaker or party to liaise with the bus operators to ensure that the impact on the bus operation is reduced as far as that is reasonably practical.

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<sup>2</sup> Provided under s.138D(2) of the Transport Act 2000

The LHA will hold a quarterly meeting to highlight the known forward programme for works on the highway that may disrupt bus operations. At this meeting the parties will also consider issues arising in the previous period and identify opportunities for improvement to reduce future disruption as far as practical.

The LHA will require in-house and 3rd parties working in the highway on bus routes to liaise with the bus operators and work to minimise the impact of any works on the bus operation as far as is practical. The LHA will enforce reasonable measures by making them a condition of the Streetworks Permit for the work issued under the provisions of the Traffic Management Act 2004.

The LHA will also hold planning meetings with the bus operators for events and seasonal traffic flows that have an impact on the bus network to ensure that the events are known in advance and to minimise the impact on bus operations as far as is practical.

Local Highway Authorities will develop with bus operators an evidence-based assessment process to determine the initial need and continued operational business case of any bus lane enforcement system used under this EP Scheme.

Any assessment arrangements will be adopted into the EP Scheme using the Enhanced Partnership Scheme Bespoke Variation arrangements at Section 5.

### **Bus Lane Enforcement**

The Local Highway Authority has expressed an interest in using the discretionary powers granted in the Traffic Management Act 2004 to enforce the list of bus lanes set out in Annex A. Subject to the required approvals and funding being available, the LHA will develop with bus operators an evidence-based assessment process to determine the initial need and continued operational business case of any bus lane enforcement system used under this EP Scheme.

Any changes made to the Scheme will be progressed via the Enhanced Partnership Scheme Bespoke Variation arrangements as set out in Section 5.

### **Bus Services**

- The Partnership will identify the funding required to increase the frequency of existing services so that they can run at reduced headways (e.g., Hourly to every 30 minutes or Half-hourly to every 20 minutes) as well as other route enhancements to support passengers. Decisions of which route to enhance have required detailed consideration to ensure as many passengers as possible benefit, ensuring the funding is appropriately targeted. Neighbouring authorities will also be consulted where services cross LTA boundaries.
- Utilising the BSIP revenue funding allocated, the bus operators have identified the routes set out in Annex B for implementation.
- Longer distance express bus routes, with fewer bus stops, will be considered to support people accessing work or training. We will investigate the feasibility and funding of express routes to improve commuting times, especially for the wider travel to work area.
- BCP Council will continue to provide financial support for bus services not provided commercially. These are considered by the council to meet passenger needs and offer value for money. Subsidised services may also be introduced on a trial basis with a view to becoming commercially viable over time. The BCP Council annual spend on supported services is approximately £1million (off-set by Bus Service Operators Grant).

- BCP Council will continue to assess the overall bus network, working with the bus operators, to identify any gaps in provision with a view to meeting unmet demand through commercially provided or subsidised routes as funding permits.

### **Fares and Ticketing, integrated ticketing**

- The Getting About (multi operator) Ticket was made available as a paper ticket and smartcard (which could be 'topped-up'). It was proposed to also make this ticket available via mobile phones which would eventually replace the paper tickets and smartcards. However, the Getting About Ticket has been withdrawn as not being currently required due to one bus operator providing the majority of services. It will be introduced if this situation changes in the future.
- The bus companies permit the contactless payment of fares through a 'tap-on' arrangement. Work was undertaken to add a 'tap-off' facility to enable a daily 'cap' on fares, regardless of the number of journeys undertaken as part of a national trial, on all operators' services. However, this is now not relevant following the collapse of Bournemouth Transport.
- We will deliver fare promotions/initiatives that could encourage more people to try the bus, including at peak times, to help reduce congestion.
- Improved ticketing is key to making buses easier to use and can give prospective passengers the confidence to travel. In addition to the fares and ticketing initiatives set out above, we will work towards incorporating other transport modes. We will improve liaison with other transport providers, (including rail, bike share, car club) to provide a more integrated approach and improve partnership working. We will also progress multi modal ticketing and integration initiatives for a multi-modal app-based scheme, delivered jointly with the Transforming Travel programme.
- Fares offers can be useful to 'kick-start' new routes (e.g., from new housing developments) or support other activities (e.g., town centre shopping). The Partnership will initially identify where fares initiatives can deliver passenger growth and develop business cases. This will enable bids for relevant funding to introduce any initiatives.
- Following notification of BSIP funding, the partnership reviewed fares and ticketing in accordance with the budget and guidance. The key measure will be a significant fares discount initiative targeted geographically on a specific routes or routes or a particular event.
- BSIP funding will be used to progress ticketing initiatives, including improvements to the Getting About Ticket. A multi-modal transport app to include travel planning, ticketing and multi-modal travel will also be introduced.
- The council has continued during 2021/22 and 2022/23 to provide English National Concessionary Travel Scheme (ENCTS) bus operator reimbursement at an adjusted pre-COVID level (rather than basing it on journeys undertaken). It is proposed that reimbursement for 2023/24 will revert to being on the basis of actual concessionary journeys as confidence in bus travel amongst concessionary passengers continues to grow. The council will also continue to promote the concessionary travel scheme and ensure the application process is accessible to its residents. This will include a publicity campaign in 2023/24 and continued support for bus operator promotion of the BCP Council "Connect" scheme through their own channels (e.g., the morebus 2022 campaign [The best things in life are free! - morebus](#)).

## Car Parking Review

- A review of on-street parking on busy bus routes where it slows buses down and makes services less attractive or convenient will be undertaken. This will initially form part of the delivery of the BSIP funded bus priority scheme. A further review will be undertaken of all other bus corridors during 2023/24.

## Promotions, bus information

- As a tourist destination, the BCP area encounters seasonal uplifts in travel creating congestion hotspots. We will develop a media campaign to promote bus services for visitors to the region to encourage bus use and help reduce congestion.
- Some bus stops are served by summer sightseeing services as well as local bus services. This can lead to confusing bus information at stops and has created a need for co-ordination. Operators of summer only sightseeing services will be included in publicity protocols for the Enhanced Partnership, so the tourism bus offer is clearer.
- People who have not used the bus before, particularly young people, can feel daunted due to unfamiliarity. Subject to funding, we will develop a 'How to use the bus' campaign aimed at young people/teenagers, to help promote and explain what travel by bus involves in simple to understand steps.

## Integration with other modes

- As set out above, we will be improving liaison with other transport providers, (including rail, bike/e-scooter share, car club) to provide a more integrated approach and improve partnership working. In addition, we will be working with adjacent areas and will consider the wider regional bus network with a view to increasing awareness of regional journey opportunities, particularly around leisure and tourism.

## Improving Air Quality

- Buses need to be at the core of an air quality strategy, with policy interventions needed to focus on reducing emissions per passenger with encouraging modal shift from car to bus being the means to improve air quality. The ultimate goal is a zero-emission bus fleet delivered through electric or hydrogen power. In the shorter term, cleaner diesel engines and in particular those that meet the latest Euro VI standard will be prioritised. BCP Council will develop a minimum Euro VI emissions specification for all tenders for supported services commencing in 2024.
- In addition, we will identify the costs to retro fit Euro V and older vehicles with Euro VI engine technology.
- We will commission specialist support to work towards zero-emission vehicles to become standard for BCP bus fleets by 2035.

## Involving Bus Passengers

- We will support the formation of a representative Bus User/Advisory Group, to include prospective bus passengers, to identify measures needed to improve bus travel.
- We will also develop a Partnership-wide Customer Charter for all bus services that operate in the BCP Council area.

## Consideration of demand responsive transport and socially necessary bus services

- During 2023/24 we will undertake a review of community transport provision across the BCP Council area to identify how community transport can better contribute to the

overall public transport provision and identify funding opportunities to deliver improvements.

- We will continue to provide financial support through bus subsidy for non-commercial bus services. This subsidy is currently approximately £1m per annum (off-set by Bus Service Operators Grant). We will undertake a detailed performance review of all subsidised services due for renewal or extension in 2024. This will ensure the local authority financial support for bus services achieves maximum benefit.

### **Ensuring bus operators receive support to address the challenges resulting from the COVID-19 pandemic**

- The local bus operators require support as they seek to respond to the challenges of the COVID-19 pandemic. Bus patronage was severely impacted by COVID-19 and is yet to return to the levels experienced pre-pandemic. It has also been a period of cost pressures for the industry with challenges including fuel and energy costs plus driver shortages. As a result, there is likely to be a requirement for short-term targeted revenue support to retain current frequencies as well as providing a strong platform from which to achieve the shared ambitions for long term sustainable passenger growth. Using government funding, short-term financial support will be provided for services not currently commercially viable.
- Following the announcement of further HM Government funding support until March 2023, BCP Council, and neighbouring authorities for cross boundary services, are required to co-design a financially sustainable passenger focused network. This needs to reflect changing travel patterns, post pandemic.

## **Section 4 - Obligations on Local Bus Operators<sup>3</sup>**

### **Service commitment**

- Bus operators commit to run all services in the BCP area registered with the traffic commissioner in line with the Traffic Commissioner guidance on local bus services except under exceptional circumstances such as industrial action, fuel availability or force majeure including, but not limited to, severe weather, pandemic (particularly where driver availability is affected) or significant damage to their property or fleet.
- Bus operators commit to run all council tendered services in the BCP area in line with the relevant service specification and operate in accordance with the Conditions of Contract for Passenger Transport.
- Bus operators will continue to explore opportunities to enhance current local bus service frequencies and establish if such enhancements will be commercially viable or if they will require initial or continued revenue funding from the council (subject to sources of revenue funding being available)
- Where possible (having regard to commercial and practical considerations and an approach where this can be achieved without worsening the offer to existing bus passengers), bus operators and Train Operating Companies (TOCs) will coordinate timetables between local bus and rail services where interchange locations are served as part of the public transport network.
- Bus operators commit to ensuring that all their drivers do 35 hours of periodic training every 5 years to keep their Driver Certificate of Professional Competence.
- Bus operators commit to work with the council and bus passenger representative groups to agree and maintain a Bus Customer Charter for all bus services operating

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<sup>3</sup> Under s.138C of the Transport Act 2000

in the BCP area by April 2023. The Charter sets out clear provisions on punctuality, vehicle cleanliness, proportion of services operated, information and redress.

### Service changes

- Bus operators will agree to standardise the dates of timetable changes for local operating areas to two dates per year across the local bus network in Bournemouth, Christchurch and Poole. Exceptions will be permitted for services where it is of benefit to customers to make changes outside of these dates. This could apply to school and tourism related services, coordination of services with other modes such as rail and ferry or in response to long term road works or unforeseen issues such as the pandemic and significant driver shortages.
- Bus operators will commit to provide full details of all scheduled service changes 28 days prior to their introduction. The full details are needed to enable Traveline to be updated and this requirement will not apply to any unscheduled changes due to coordination of services with other modes such as rail and ferry or in response to long term road works or unforeseen issues such as the pandemic and significant driver shortages. Operators will also update all at stop printed information, where it is provided, by the day of the change.

### Operator Re-investment Mechanism

- Where investment in any single facility or corridor of combined facilities as detailed in Annex A equates to measurable journey time savings on a route(s) over levels agreed no more than three months prior to delivery of the facility, Bus Operators will, within three (3) months of the facility generating measurable and agreed time savings undertake to carry out the following:
  - (a) Where the measurable journey time saving allows one or more buses to be removed from the route(s) vehicle cycle (operating pattern) to achieve the same operating pattern the Bus Operator will redeploy these within the local bus network to either increase frequency on the same route(s) (increasing the operating pattern) or increase service elsewhere across the network in agreement with the Enhanced Partnership Board whilst maintaining the same operating pattern on the original route(s) affected; or,
  - (b) Where the measurable journey time saving does not allow one or more buses to be removed from the route(s) vehicle cycle (operating pattern) but does otherwise reduce journey time by an agreed figure on the route(s) the Bus Operator will commit to investing in additional local bus journey improvements using the operational time saved at a level commensurate with the cumulative timesaving across all journeys within one operational day in order to extend public timetable(s) outside of original operating hours prior to the facility being implemented (e.g., this may lead to new evening and weekend trips).

### Referencing other operators' services

- Bus operators will ensure that network maps and timetables they produce, include information on complementary services provided by other operators that highlight the journey opportunities available from each neighbourhood.

### Service/route numbers

- Bus operators will identify all instances of multiple routes having the same number and will agree and implement changes to resolve any duplication.

## Fares and Ticketing

- Bus operators will continue to offer discounted travel to children on a commercial basis (without external funding). The bus operators have agreed to work with the council to introduce a standardised young person's fare across all operators in 2023/24.
- If and when it is reintroduced, bus operators will continue to sell, accept and promote the BCP Council Getting About multi-operator ticket.

## Vehicle investment and standards

- Bus operators will only operate buses that meet the disability requirements outlined in the Public Service Vehicle Accessibility Regulations 2000.
- All local buses operating within BCP will be fitted with on-board CCTV.
- All local buses operating within BCP will be fitted with contactless ticket machines.
- Where bus operators provide contactless ticket machines, next stop audio visual announcements and USB charging points on their buses to help improve the bus travel experience for customers, they will commit to ensure these are operational and kept in good working order.
- Bus operator investment in new buses and vehicle improvements will be targeted on high frequency ("flagship") routes, routes improved with Transforming Cities Fund(TCF) investment where journey times savings can be demonstrated from bus priority interventions and economically important tourist services. At least three quarters of annual investment will be in these services.

## Data provision

- Bus operators will respond to data requests by BCP Council in a timely manner where this may be required to fulfil the obligations of the EP Scheme including for monitoring and evaluation purposes. Such data will be used in accordance with any Non-Disclosure Agreements in place with operators.

## Local bus service frequencies, headways and interchange

- Bus operators will have regard to the views of the Board when planning to make any local bus service changes and will seek to work with the council on any potential mitigations where frequencies are reduced due to viability. Where appropriate bus operators and the Council together will be required to make reasonable endeavours to operate even headways across corridors where two or more services combine and to coordinate timetables between services across the network to enable increased interchange.

## Section 5 – Governance Arrangements

### 8. Enhanced Partnership Governance and Review arrangements

#### 8.1 Enhanced Partnership Board (EPB)

The role of the EPB will be to:

- Oversee the delivery of the Enhanced Partnership Plan and Scheme(s)
- Manage the relationship between the partners

- Identify priorities and aims/targets or future 'EP Schemes'
- Identify additional measures that the EP will need to take
- Identify any additional facilities required to meet the objectives of the EP

The EPB will comprise of the lead representatives from the bus operators (Principal Operator and Smaller Operators) and the Council (Service Director for Infrastructure and Portfolio Holder for Climate Response, Environment and Energy), plus additional staff/officers agreed with the chair in advance.

The Principal Operator is defined as the operator with the highest passenger numbers from the most recent full year that has patronage data available. This is determined by the Senior Responsible Officer (SRO - Service Director for Infrastructure) to avoid commercial sensitivities.

The Principal Operator to attend EPB meetings with two representatives and each will have one vote.

All Smaller Operators are entitled to attend but the applicable vote is assigned initially to the operator with the second highest passenger numbers based on the previous years' passenger numbers. If this operator does not attend, then the vote transfers to the next operator in term of mileage until the voting representative is settled.

The representative of the Smaller Operators will have one vote.

BCP Council representatives will have a vote each for the Cabinet Member, SRO and Head of Transport making three votes in total. Delegation can apply but the total votes remain at three.

#### Voting allocation summary

- (a) BCP Council – 3 votes
- (b) Principal Operator (Go South Coast) – 2 votes
- (c) Smaller Operators – 1 vote

The Chair will be elected for the next year, with an expectation that this will rotate between the Council and Operators. The Chair does not have a casting vote.  
Guest attendees will be allowed at the discretion of the Board.

The Board is quorate providing at least two voting members attend from both BCP Council and the operators.

The Board will meet quarterly with additional meetings at the discretion of the Board. The voting procedure for membership selection will be a simple majority and be administered by BCP Council.

Role of EP Board members:

Representatives will be responsible for ensuring attendance at all EP Board meetings in that year and ensure they have fully reviewed and understood all meeting papers in advance of attendance.

## 8.2 Enhanced Partnership Working Group (EPWG)

The Enhanced Partnership Working Group (EPWG) will be a working group comprising BCP Council officers, neighbouring LTAs and BCP Bus Operators. The EPWG will meet

six weeks in advance of the EP Board and will make recommendations for consideration by the EP Board.

The EP Working Group will be chaired by a BCP Council Officer and administered by BCP Council.

Key stakeholders (e.g.) Community Transport Operators, Passenger representatives, BCP Council Officers etc, will be invited to attend this group to consider specific agenda items.

#### **8.3 Enhanced Partnership Forum (EPF)**

To support the Enhanced Partnership Board (EPB) there will be an Enhanced Partnership Forum. This will facilitate a forum for discussion by key stakeholders to include representatives of passenger groups, local businesses, the Local Enterprise Partnership and community/charitable organisations. The Forum will monitor the performance of the EPB and make recommendations for improvement. It is proposed that the forum meets every 6-12 months with additional ad hoc meetings convened as required.

#### **8.4 Review of EP Scheme**

The EP Scheme will be reviewed by the Board annually following publication of data on progress towards targets, as required by the BSIP. This will ensure any necessary action is taken to deliver the targets set out in the BSIP. BCP Council will initiate each review.

Consultation with partners, businesses, special interest groups, elected representatives, and passenger representatives, including those who were engaged with during the development of the BSIP, will continue throughout the life of the EP. This will be through regular meetings, public consultation, and through passenger research (through annual Transport Focus surveys). Consultation will occur at the same time as the review of the BSIP and EP Plan, and, where appropriate, when specific schemes are being developed, monitored, and evaluated. Performance data used in the monitoring of performance against targets will be made available to consultees.

Understanding local bus service user perceptions of EP Plan and EP Scheme success is critical. On an annual basis BCP Council will capture and present the customer satisfaction results linked to the local bus network through the National Highways and Transport (NHT) Survey. In addition to the NHT Survey, BCP Council and Bus Operators will consult at least annually in line with the BSIP review period on the performance of the local bus network and various facilities and measures put in place to make substantive improvements. This consultation will take the form of quantitative and qualitative data gathering through a range of potential channels, including but not limited to: face to face interviews; online surveys; focus groups.

Feedback gathered during consultation will be analysed and reviewed to understand the impact on the network, passengers and the success of the EP/BSIP work and scheme delivery. This review of feedback will be used to inform and update the BSIP on an annual basis and in the establishment of future EP Schemes.

The Board can also decide to review specific elements of the scheme on an ad-hoc basis. Board members should contact BCP Council explaining what the issue is and its urgency. BCP will then decide whether to table the issue at the next scheduled meeting or make arrangements for all or the necessary Board members to gather more quickly.

### **9. Bespoke Arrangements for Varying or Revoking the Enhanced Partnership Scheme**

- 9.1 Under powers at s.138E of the Transport Act 2000, Enhanced Partnership Scheme Variations where this section is quoted will be subject to the bespoke voting mechanism also as set out in this section.
- 9.2 Changes to, or new, flexibility provisions added to the EP Scheme under s.138E of the Transport Act 2000 shall only be included in the EP scheme if they satisfy the statutory objection mechanism as set out in The Enhanced Partnership Plans and Schemes (Objections) Regulations 2018.

#### 9.3 Proposer of a variation

Consideration will be given to potential Scheme variations highlighted either by the Local Transport Authority, one of the organisations represented on the EP Forum, or by an operator of local bus services. The proposer of a variation should demonstrate how this might contribute to achieving the objectives set out in the BSIP, the EP Plan and current local transport policies. Such requests should be in writing and submitted to [busstrategy@bcp council.gov.uk](mailto:busstrategy@bcp council.gov.uk). BCP Council will forward all requests onto all EP Board members within 10 working days.

#### 9.4 Decision-making process and bespoke objection mechanism

On receipt of a request for a variation under this section, BCP Council will reconvene the EP Board, giving at least 14 days' notice for the meeting, to consider the proposed variation. If the proposed variation is agreed by all bus operator representatives present, and if BCP Council also agrees, the LTA will make the EP Scheme variation within seven working days and publish the revised EP Scheme on its website. EP Board members who are absent or not expressing a view at the meeting (either in person or in writing<sup>4</sup>) will be deemed to be abstaining from the decision.

BCP Council or operators of local bus services may put forward specific proposals for introducing bus priority measures on an individual section of defined highway or bus corridor.

Those operating local services on that corridor may also put forward a package of improvements to local bus services that they agree to introduce if the bus priority measures are delivered.

If the LTA agrees and the operators of local services on that corridor confirm in writing to the LTA their acceptance of these arrangements, the LTA will vary the scheme using these bespoke arrangements to include those arrangements and the obligations on bus operators will come into force [70 days<sup>5</sup>] after the agreed package of bus priority measures has been implemented by the LTA.

#### 9.5 Revocation of an EP Scheme

If the LTA or another member of the EP Board believes it is necessary to revoke the EP Scheme, the EP Board will be reconvened. If at any point in the future, any area covered by this EP Scheme is included in a bus franchising scheme, the relevant requirements set

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<sup>4</sup> This could also include proxy voting, if the operators concerned provide written confirmation to the LTA.

<sup>5</sup> The statutory registration period, but may be longer if, for example, operators have to take delivery of new vehicles.

out in this EP Scheme document will cease to apply to areas covered by the franchising scheme, in line with the arrangements set out in the franchising scheme.<sup>6</sup>

#### 9.6 Data Sharing

Members of the Board, Enhanced Partnership Working Group and the Forum must respect the confidentiality of any data or other information that is shown to them in confidence as part of their membership of the Board, Working Group and Forum. This also extends to any permanent or temporary working groups.

**Annex A** – Schedule of Facilities

**Annex B** – Schedule of Measures

**Annex C** – Scheme Targets

**Annex D** – List of Bus Operators Participating in the Enhanced Partnership

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<sup>6</sup> Section 123H(6)-(8) of the Transport Act 2000

## Annex A

### Schedule of Facilities

#### Bus Priority

##### Current Bus Lanes

Area and Road	Between	Length (m)	Direction	Hours of Operation
Creekmoor, York Road	York Road - Creekmoor Lane Bus Gate	45	Southbound	24 hours – no coloured road markings
Poole, Wimborne Road	Heckford Road – Stadium Way	255	Southbound	24 hours – no coloured road markings
Poole, Kingland Road	George Roundabout to bus station entrance.	170	Eastbound	24 hours – no coloured road markings
Poole, North Street	Towngate Bridge – High Street	40	Southbound	24 hours coloured road markings
Poole, Parkstone Road	Birds Hill Road, Alverton Avenue	174	Eastbound	Mon-Fri 8.30-9.30 am and 4.30-6pm
Poole, North Road	Civic Centre	21	Both directions	24 hours Entrance markings
Alderney, Ringwood Road	Alderney Avenue – Herbert Road	336	Southbound	24 hours – no coloured road markings
Branksome, Poole Road	Doyne Road – St Aldhelm's Road	125	Westbound	24 hours, no coloured road markings
Branksome, Poole Road	Vicinity of Eagle Road	163	Eastbound	24 hours – no coloured road markings
Westbourne, Poole Road	Frizzell Roundabout	27	Eastbound	24 hours – coloured road markings.
Bournemouth, Gervis Place	Exeter Road – Westover Road	213	Both directions	24 hours – no coloured road markings.
Bournemouth, Coach House Place	Nr Station	118	Both directions	24 hours – coloured entrance markings
Bournemouth East Cliff, Christchurch Road	Derby Road – St Swithun's Road South	237	Westbound	24 hours – coloured road makings throughout
Bournemouth East Cliff, Christchurch Road	Opp. Lynton Court to Knyverton Road	161	Eastbound	24 hours – coloured road markings throughout
Bournemouth Cemetery Junction, Wimborne Road	Stokewood Road to Cemetery Junction	309	Eastbound	24 hours – no coloured road makings or faded.
Winton, Wimborne Road	East Avenue Roundabout to Bryanstone Road	211	Northbound	8:00-9:30 am and 4:30 to 6:00 pm.

Bournemouth, Lansdowne Road	Beechey Road to Cemetery Junction	320	Westbound	24 hours
Bournemouth, Castle Lane West	Bournemouth War Memorial Homes	145	Eastbound	24 hours
Bournemouth, Castle Lane East	Cooper Dean towards Royal Bournemouth Hospital	345	Eastbound	24 hours
Bournemouth, Castle Lane East	Royal Bournemouth Hospital to Cooper Dean Roundabout	246	Westbound	24 hours
Bournemouth, Castle Lane East	Royal Bournemouth Hospital exit lane.	20	Westbound	24 hours
Bournemouth, Castle Lane East	Tesco Extra	62	Eastbound	24 hours
Bournemouth, Castle Lane East	Holdenhurst Avenue and Chaseside	76	Westbound	24 hours
Bournemouth, Royal Bournemouth Hospital, Deansleigh Road	Two short bus lanes for exit from Royal Bournemouth Hospital	8+9	Eastbound/Southbound	24 hours
Christchurch, Fountains Roundabout	For bus access to high street.	32	Southbound	24 hours

### Additional Bus Priority measures

A new section of bus lane will be installed on Ringwood Road, Poole (southbound), funded by Transforming Cities Fund (TCF).

### Table of Schemes (BSIP) funding

Making bus services more frequent, faster and reliable		
Town and Location	Facility	Funding
<b>Bournemouth</b>	<p><b>Bournemouth Station to Town Centre Bus Priority Route</b></p> <p>Bus priority infrastructure on the key corridor from Bournemouth Railway Station (Travel Interchange) to Bournemouth Town Centre (Gervis Place). This 2km scheme will provide a direct priority route for buses giving guaranteed journey times and bypass significant traffic congestion, particularly during the holiday season.</p> <p>The following services will benefit:- 1.Morebus m1,m2,1,2,3,4,5,6,13,17,32,50, 737,X1,X2,X3,X6.</p> <p>Approximately 1 bus per minute - in each direction.</p> <p>The measures and facilities to prioritise buses and assist passengers will include:- - Creation of new two-way bus route via Old Christchurch Road, Hinton Road/St. Peter's Road to Gervis Place bus stops. This will permit direct access to Bournemouth Town Centre for westbound buses.</p>	BSIP/LTP

	<ul style="list-style-type: none"> <li>- Review on-street parking locations to support two way bus movement and the provision of bus gates as appropriate.</li> <li>- Create new westbound bus stops on Old Christchurch Road to serve the businesses, restaurants and retail in this area.</li> <li>- Redevelopment of Town centre bus stop areas (Gervis Place and Westover Road) to reduce conflicting vehicle movements causing congestion, widen pavements to provide improved passenger waiting areas with new shelters, RTPI, accessible boarding kerbs and safe crossing points.</li> </ul>	
<b>Poole</b>	<p><b>Branksome, Poole Road/Bourne Valley Road Bus Priority</b></p> <p>Review and reconfiguration of Bourne Valley Road/Poole Road traffic signals to improve flow of traffic on key A35 Poole Road and approaches to Branksome Roundabout. Outline design for further bus priority at this junction to include east-bound bus priority on Poole Road.</p> <p>The following bus services will benefit from this improvement:</p> <p>Morebus m1,m2, 16, 18</p> <p>Approximately 1 bus every 2-3 minutes in each direction.</p>	BSIP/LTP
<b>Bournemouth</b>	<p><b>Westbourne Bus Priority</b></p> <p>Bus priority infrastructure on Poole Road from County Gates to Seamoor Road of 0.4km. Benefitting the following bus services:</p> <p>Morebus m1,m2, 12; 16; 18; 20; 50; 415; Golden Tours; U4.</p> <p>Approximately one bus every 2 minutes along Poole Road which is one way.</p> <p>Review provision of on-street parking which at present is on both sides of road which causes significant delays to buses on this key East-West corridor. Introduce build-outs, planters and parklets. Improve pedestrian access with widened pavements at bus passenger waiting areas, bus passenger waiting areas and better crossing points. Lengthen bus stop clearways and provide adequate layover facilities.</p>	BSIP/LTP
<b>Christchurch</b>	<p><b>High Street and Bargates Christchurch</b></p> <p>Bus priority infrastructure from Christchurch Railway Station to Castle Street of 0.75km. Benefitting the following services:</p> <p>Morebus 1; 1a; 1b; 4; 24; 33; 727; 788; 789; C11; X1; X2</p> <p>Approximately one bus every 3 minutes in each direction.</p>	BSIP/LTP

	<p>1) Provide bus lay-bys of increased length with widened footways at principal stops to help ease bus congestion. Improve accessibility with raised boarding kerbs and crossing points. Install new shelters and RTPI at key town centre stops.</p> <p>2) Review and reallocate on-street parking on Bargates causing delays.</p>	
<b>Bournemouth</b>	<p><b>Southbourne Bus Priority</b></p> <p>Review and reallocate on street parking causing delays to buses. Bus priority infrastructure on Seabourne Road and Southbourne Grove of 1km, including lengthening bus stop clearways as appropriate.</p> <p>Benefitting services Morebus U3, m2, 1,1b, 33, 755, 788</p> <p>Approximately one bus every 3 minutes in each direction.</p>	BSIP/LTP
<b>Christchurch</b>	<p><b>Purewell Bus Priority</b></p> <p>Bus priority measures from Stony Lane to Stanpit of 0.6km. Benefiting the following bus services:</p> <p>Morebus 1a; 4; 23; 24; 788; BFE; X1; X2.</p> <p>Approximately one bus every 3 minutes in each direction.</p> <p>Review on-street parking causing delays to buses, particularly where road widths are insufficient and reallocate. Consider Residents' Parking Scheme and use of off-street car parking.</p>	BSIP/LTP
<b>Bournemouth, Christchurch, Poole</b>	<p><b>Provide bus priority at 65 signalised junctions for all major operators' services.</b></p> <p>BCP Council is currently delivering bus priority at 42 junctions for morebus vehicles with an established direct interface between the Council's Traffic Signals system and the operator's Electronic Ticket Machine (ETM) provider. This link provides "hurry calls" or extended green signal time for late running buses, reducing dwell time at key junctions. Tranche 1 and 2 of this project has now delivered and tested successfully</p> <p>The scope of this project will be extended (Tranche 3) to include a further 23 sites, creating a comprehensive network of priority across the conurbation. In addition, the ETMs on outstanding fleet will also be upgraded to enable journey time savings across the network.</p> <p>This will benefit all local bus services due to the spatial distribution of the sites.</p>	BSIP/LTP

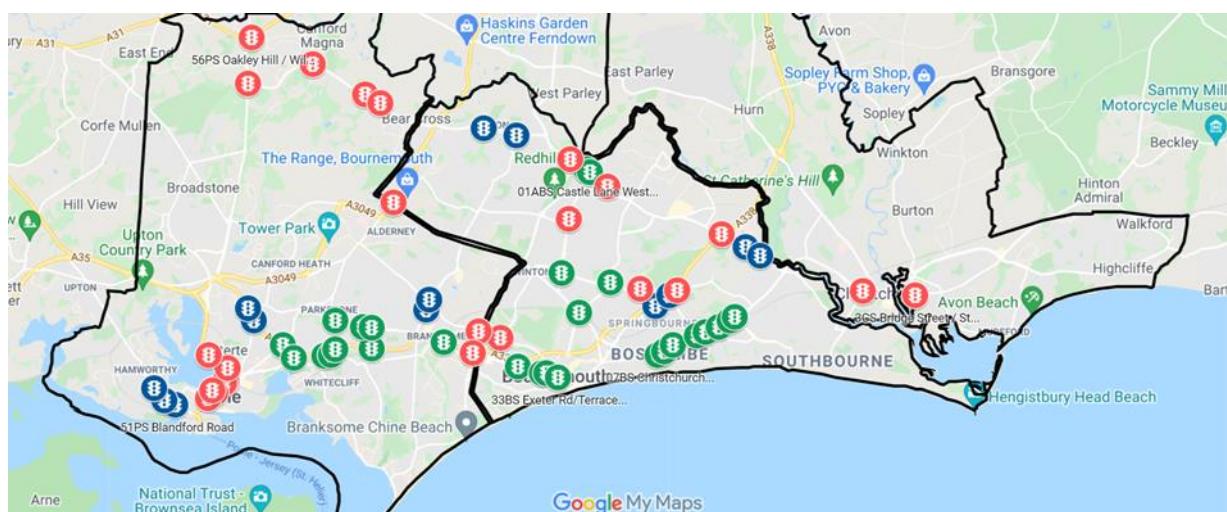
## Bus Priority at Traffic Signals

Priority for buses at key junctions is being delivered through a programme of measures across BCP. At present vehicles in the morebus fleet have additional software on the Ticketer Electronic Ticket Machines to generate “hurry calls” direct to the Siemens Traffic Control system.

The map below shows locations:-

- In green where Bus Priority is currently active
- In blue where Bus Priority is currently being tested
- In red where Bus Priority will be provided in the future

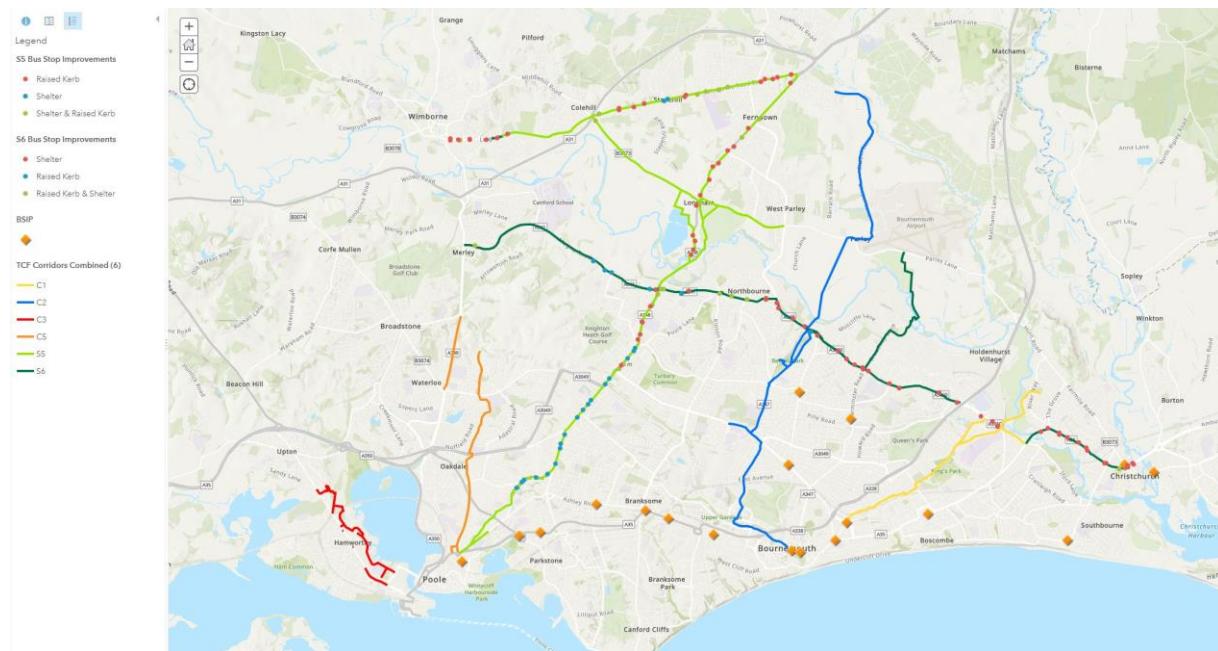
It is proposed to expand priority to include other operators vehicles as part of the BSIP in 2022/3 including First Bus. It is also proposed to increase the number of junctions with bus priority as further funding becomes available.



## Planned new shelters (additional and replacements)

Transforming Travel Schemes		
Poole town centre, to/from Ferndown and Wimborne, S5 corridor.	20 new/replaced bus shelters 8 new/replaced raised kerbs	TCF
Merley, Poole to/from Christchurch S6 corridor.	41 new/replaced bus shelters 12 new/replaced raised kerbs.	TCF

The map below shows the locations of the additional and replacement bus shelters (and raised boarding kerbs) that will be installed as part of the Transforming Cities Fund (TCF) programme. Note that the map also shows TCF improvements on the S5 corridor that are in the Dorset Council area (north of the River Stour) and not part of this EP Scheme.



## Additional Bus Shelters and RTPI screens (BSIP funding)

Facilities – safety, security and bus passenger experience.		
<b>New bus shelters and raised kerbs</b>	<b>10 locations across BCP Council area.</b> Provide 10 new bus shelters which meet current passengers' needs including fully accessible seating, wheelchair space, raised boarding kerbs and improved information provision. These will be located at the busiest stops not currently benefitting from a bus shelter or to replace substandard/life-expired shelters.	BSIP/LTP
<b>New Real Time Information displays</b>	<b>50 locations across BCP Council area.</b> Provide additional displays at 50 busiest stops (not currently equipped) giving real time information and disruption messaging.	BSIP/LTP
<b>Poole Bus Station improvements</b>	<b>Real Time Information displays at 15 stands CCTV improvements linking to BCP Council control room.</b> Provide information totems at 15 stands giving real time and disruption information. Units have inbuilt CCTV cameras for passenger security linked to the Council's Control Room to give comprehensive coverage of all waiting areas.	BSIP/LTP
<b>Bus Shelter Security Improvements</b>	<b>Providing CCTV coverage in 250 shelters with monitoring through BCP Council control room.</b> High Resolution cameras will be installed at the busiest 250 bus stops across the conurbation. These will be linked by live stream direct to the Council's CCTV Control Room, giving added monitoring and security to bus passengers.	BSIP/LTP

## Annex B

### Schedule of Measures

The following measure is jointly funded by the Transforming Cities Fund programme and BSIP funding.

<b>Measures – local bus network as a single system and integration with other modes.</b>		
<b>Multi Modal Integration</b>	<p><b>Provide Mobility as a Service (MaaS) app to deliver journey planning and single payment options.</b></p> <p>Live travel planning and route planning for BCP area plus South Hampshire (including Southampton, Portsmouth, Winchester, Havant and the Isle of Wight) plus ticket sales. To include major bus operators; South Western Railway and Beryl bikeshare.</p>	TCF/BSIP

The following measures will be introduced with the BSIP funding. They are subject to additional processes, including statutory consultations, and council approvals.

<b>Making bus services more frequent, faster and reliable.</b>		
<b>Bus Priority Schemes –</b> <ul style="list-style-type: none"> <li>• Bournemouth Station to Town Centre Bus Priority Route</li> <li>• Westbourne Bus Priority</li> <li>• High Street and Bargates Christchurch</li> <li>• Southbourne Bus Priority</li> <li>• Purewell Bus Priority</li> </ul>	<p>On-street parking.</p> <p>Review and reallocate on street parking causing delays to buses. Parking Services Enforcement Team to prioritise bus routes.</p>	BSIP/LTP
<b>Review of Fares, making them lower and simpler.</b>		
<b>Modal Shift Fares Initiatives</b>	<p>Targeted fares promotions to include route-specific offers with half-price fares plus other discounted travel events (e.g. pre-Christmas).</p> <p>Getting About Multi-Operator Ticket</p> <p>Area aligned with BCP boundary and fares freeze.</p> <p>A half-price fares offer will be implemented following the government's £2 fare cap (January to March 2023). It is currently proposed that this will be implemented on the Poole to Canford Heath morebus routes 5 and 6.</p>	BSIP
<b>Measures – local bus network as a single system and integration with other modes.</b>		
<b>Multi operator Tap on tap off</b>	<p><b>Multi operator daily capping as part of existing development 'Project Coral'</b></p> <p>Across Go South Coast and other operators services a daily capped fare will apply over a full day. This will depend on the bus operator environment at the time.</p>	BSIP
<b>Measures - Network enhancements, making buses more frequent.</b>		
<b>Commercial services</b>	<p><b>Increased frequencies/journeys on existing routes.</b></p> <p>Increase the frequency of existing services so that they can run at reduced headways (e.g., Hourly to every 30 minutes or Half-hourly to every 20 minutes)</p>	BSIP

	<p>routes that currently operate at a lower frequency, targeted to deliver effective passenger growth.</p> <p><b>The morebus 13 route operating between Bournemouth and Wimborne via Ferndown currently operates every 30 minutes. The frequency of this service will be increased to every 20 minutes.</b></p>	
<b>Tendered services</b>	<p><b>Increased frequencies/journeys on existing routes.</b></p> <p>Increase the frequency of existing services so that they can run at reduced headways (e.g., Hourly to every 30 minutes or Half-hourly to every 20 minutes)</p> <p>routes that currently operate at a lower frequency, targeted to deliver effective passenger growth.</p> <p><b>The 18 route operating between Bournemouth and Broadstone via Westbourne and Canford Heath currently operates hourly. The frequency of this service will be increased to every 30 minutes.</b></p>	BSIP
<b>Measures -Targeted campaigns, making buses easier to understand</b>		
Sustainable Tourism	<b>Summer 2023 seasonal campaign to encourage sustainable tourism.</b>	BCP
<b>Measures - Local Transport Authority</b>		
<b>Costs and resource for EP</b>	Employee costs to include technical, business, communications, finance, monitoring, management and consultancy.	BSIP/BCP

## Annex C

### Scheme Targets

The targets shown in the table below are an Annex to The Scheme. Future targets will be confirmed in light of available funding.

### Scheme Targets

KPI	Targets	2018/19	2019/20	2020/21	Target for 2024/25	Description of how each will be measured
<b>T1</b>	Journey time - average bus speed across BCP network	- (pre-BCP)	12 mph	12mph	13.2 mph	Supplied by both main operators based on actual journey times as required and then averaged.
<b>T2</b>	Reliability - percentage of all bus services operating on time	Bmth 82%, Poole 83%	BCP 84.5%	88%	90%	The percentage of buses operating on time according to the Traffic Commissioners criteria. A value has been supplied by both principal operators and then averaged. This will be updated by the operators as required based on operational data.
<b>T3</b>	Passenger numbers	- (pre-BCP)	25,575,883	17,040,730	28,133,482 (10% increase)	Total passenger numbers on registered local bus services within BCP as supplied by the operators.
<b>T4</b>	Average Passenger Satisfaction	- (pre-BCP)	93%	89%	95%	Obtained from Transport Focus surveys as this specifically seeks the view of local bus passengers. They will have awareness of changes to the bus network as part of the BSIP and be best placed to reflect this as part of surveys.
<b>T5</b>	Local bus fleet – better standards and lower emissions					Percentage of vehicles in the bus fleet which are Euro VI or zero emission buses.
<b>T6</b>	Core network mileage operated					Distance operated on core bus network (Commercial & Supported) Services.
<b>T7</b>	Accessibility of local bus network					Proportion of the BCP local population within a 400-metre walking distance of a local bus service.
<b>T8</b>	Number of bus shelters	- (pre-BCP)	678	678	700	Bus shelters at bus stops support and encourage bus passengers to use buses.
<b>T9</b>	Number of RTPI Display Screens	- (pre-BCP)	257		275	
<b>T10</b>	Percentage of buses fitted with CCTV		tbc		100	

## **Annex D**

### **List of Bus Operators Participating in the Enhanced Partnership**

Go South Coast T/A morebus

First Hampshire, Dorset & Berkshire T/A First Bus

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