

West of England Bus Service Improvement Plan (NSC & WECA)

Overview & Key Information

Bella Fortune - Head of Transport & BSIP

21 February 2023



BSIP Aims

Bus Service Improvement Plan

- sets out our plans to improve bus services to meet the requirements of the National Bus Strategy 'Bus Back Better' (March 2021)
- builds on JLTP4 (2020), NSC Active Travel Strategy (2020) & West of England Bus Strategy (2020)
 - "We aim to create a connected region, fit for the future, which will promote active and sustainable travel, improve community health and reduce private vehicle journeys.
Success in delivering this vision will mean more travel by bus, less reliance on car travel, which is essential to achieving the West of England's economic, environmental and quality of life ambitions."
- how buses contribute to our regional ambitions to develop a well-connected sustainable transport network that works for residents
- Deliver on our Climate Emergency declarations by stimulating behaviour change and addressing bus market decline - transport emissions are the largest sector for NSC.

The 3 main aims are:



Make the bus convenient

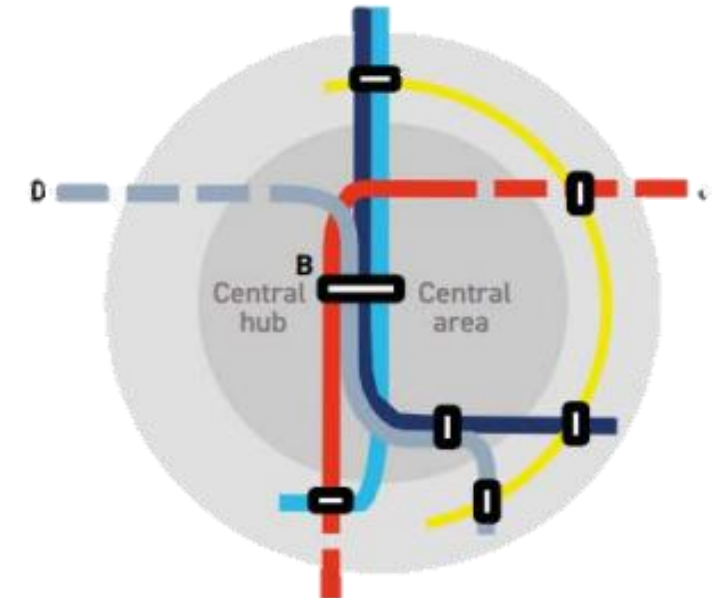



Make our public transport network co-ordinated




Deliver a positive customer experience

Future Network



 Cross-city high frequency services

 Orbital high frequency services

7 BSIP objectives (the ideal bus network)

Objective 1

High mode share for buses

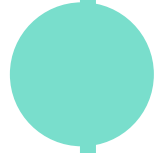
- Good access to bus services & destinations from all parts of the area
- Positive contribution to decarbonisation
- Positive contribution to sustainable housing and employment growth
- Declining need for subsidy
- Ambitious trajectory for modal share
- Robust enforcement of MTO, parking, and traffic restrictions
- Extensive bus priorities as continuous as possible
- Good co-ordination of road works



Objective 2

High quality bus service - cohesive, comprehensive, and simple

- Co-ordinated radial and orbital services
- Easy interchange
- Turn-up-and-go daytime frequencies
- 24/7 services on core urban and principal inter-urban corridors
- Demand-responsive services in low-density areas
- High standard of punctuality
- Journeys times comparable to or better than car travel
- Sufficient capacity to meet demand
- Provision of service to new developments at early stage, funded by developer contributions
- No more than two major change dates per year
- Good links to rail services
- Consistent, clear, and distinctive branding



Objective 3

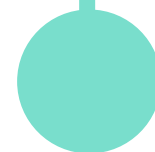
High quality waiting environment

- Bus stops, bus stations and interchanges to be accessible & inclusive by design and safe
- High quality, branded interchanges at key locations, including rail stations
- Good pedestrian/wheeling accessibility to adjacent residential areas and passenger destinations .

Objective 4

High vehicle standards

- Progression to zero emissions through bids
- Euro VI meanwhile emission standard
- High levels of cleanliness, comfort, and security for passengers
- Full accessibility - pushchairs, luggage, wheelchair space
- Audible and visible “Next stop” information



Objective 5

High quality information

- Bus Information Strategy
- Consistent, distinctive brand for the whole network on all media
- New app - times, accessibility information, fares, and live running
- Printed and interactive maps for whole network
- Town/city plans for urban areas
- Maps at interchange stops and local centres (pedestrian routes and road crossing points)
- Fares information - including multi-operator tickets - on Traveline
- Real-time information system to cover all services
- Targeted information on route and network changes
- Consistent naming of bus stops and interchanges
- Heavy promotion and marketing

Objective 6

High level of passenger satisfaction

- Bus Passenger Charter to set out what standards passengers can expect, including punctuality, vehicle cleanliness, accessibility, proportion of services operated and redress
- Improve public consultation on route and network changes
- One customer service contact point for whole network
- Measurement of passenger satisfaction to include value for money and provision of information
- Targets for punctuality and journey times

Objective 7

Low fares, simple ticketing, and easy means of payment

- Low flat fares in Bristol, Bath, Weston-super-Mare, and other urban areas
- Lower point-to-point graduated fares outside urban area
- Multi-operator branded ticketing as the norm
- Daily and weekly capping
- All operators equipped to take contactless payment, EMV ticketing and m-ticketing
- Reduction in fares for young people and standard discounts for children and students.

BSIP targets

01

Bus journey time

Reduce average bus journey times on designated corridors by 2% by 2025 and by 10% by 2030.

02

Punctuality

Achieve 95% of services running on time, defined as being no more than 1 minute early or 5 minutes late, by 2030.

03

Single Passenger Journeys

Return to pre-pandemic patronage levels by 2025 and grow patronage by at least 24% from that level by 2030.

04

Passenger Satisfaction

Increase passenger satisfaction to 89% for 2025 and 95% for 2030.

05

Bus decarbonisation

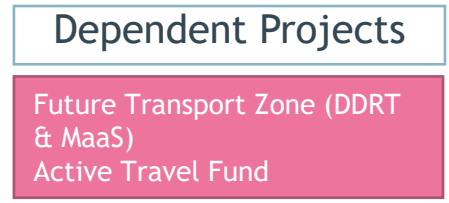
By 2023 all buses operating in BSIP area will meet the Euro VI emission standard. By 2030, at least 75% of the local fleet will be either zero-emission or ultra-low emission and by 2035 all buses will be zero-emission.

Timeline



Date	Action
March 2021	National Bus Strategy published
June 2021	Decision on EP or Franchising approach taken
October 2021	BSIP submission to DfT
November 2022	Funding confirmation letter £57M Shared NSC/WECA Revenue & £48M NSC Capital
February 2023	Enhanced Partnership legally 'made' (BSIP delivery mechanism)
28 February 2023	DfT funding release
22/23, 23/24, 24/25	3 year programme of BSIP Grant Delivery Phase 1: (~ 3 months) Mobilisation and project initiation Phase 2: (~ 6 months) Project expansion and initial delivery Phase 3: (~ 18 months) Project normalisation and benefits realisation Phase 4: (~ 6 months) Project completion and transition to BAU

BSIP Structure



Bus Service Improvement Plan



Enhanced Partnership
 This will be the delivery model for the BSIP - forming a framework for investment into the local bus network.
 Legal agreement between operators and councils.
 Governance incorporates the Bus User Forum, EP Advisory Panel, EP Board.

CAPITAL - NSC £48m BSIP, WECA £406m CRSTS

REVENUE - £57m shared NSC & WECA

B: Bus Priority

Our vision is to enable bus priority measures across our key routes and connections to deliver journey times on the network which are reliable and comparable to or better than car travel.

City Region Sustainable Transport Settlement Schemes:

- Bristol City Centre (inc Long Ashton)
- Bath City Centre
- Bristol to Bath - Bristol to Emery Rd
- Bristol to Bath - Transport Hub
- Bristol to Bath - Keynsham to Bath
- M32 Park and Ride
- Portway Corridor
- Portway P&R Access and egress
- Chipping Sodbury to Hambrook Corridor
- Thornbury to North Bristol
- Bristol to Hengrove metroBus extension
- Bristol to Hengrove - Malago Road / Whitehouse Lane
- Somer Valley to Bath & Bristol
- Stockwood to Cribbs Causeway

NSC BSIP Capital Schemes:

- A38 at Barrow Gurney
- A370 Long Ashton bypass
- A370 at Brockley Combe
- A370 at Wood Hill
- A370 at Congresbury Smallway junction
- A369 at Beggar Bush Lane
- A369 Martcombe Road.
- Queenways Worle / A370 B3440
- A370 Backwell Signals
- Worle High Street Bus Gate
- Uphill Roundabout
- A369 Portbury Hundred
- A369 Rownham Hill
- B3133 Southern Way/Central Way RAB
- Ettlingen Way RAB/M5 J20
- Tickenham Rd/North Way/All Saints Ln
- A38 Churchill Signals
- A38 Lime Kiln RAB

NSC BSIP Capital Schemes:

- Transport Hubs:
- Weston Central
 - Worle High Street
 - Clevedon Triangle
 - Clevedon Seafront
 - Portishead High Street
 - Portishead Marina
 - Nailsea Station
 - Backwell Rodney Road
 - Yatton High Street or Station
 - Satellite - Long Ashton
 - Satellite - Cleeve
 - Satellite - Congresbury
 - Satellite - Pill
- 300 shelters and stops
 - First and last mile

A: Intensive Service

Our core initiative focuses on our ambitions to deliver a high frequency, accessible bus network.

G: Modern Buses

We are committed to transitioning the bus fleet to zero emissions across the BSIP area as a contribution towards reaching net zero by 2030.

H: Passenger Voice

We want to empower bus passengers in the BSIP area, giving them a greater say in the services they use with LTAs and Operators. We also want to ensure there is a safe environment at all stages of the passenger journey.

C: Fares

We want a simpler fares system that gives better value for money. To do this, we want to present passengers with a more consistent offer, improved pricing especially for young people and families, and enable fares which support future ticketing systems.

E: Integrated Services

We want a bus network which provides good access to services from all parts of the region and links to key passenger destinations & other modes.

I: Non-intensive Services

Our ambition is to provide public transport services to all those who need it. This will require provision of demand-responsive services to low-density areas.

D: Integrated Ticketing

Our integrated ticketing plan aims to provide a single consistent offer to customers across the region

F: Brand & Marketing

Our initiatives focus on developing a common brand for the whole local public transport network with co-ordination of marketing activities with operators, the development and implementation of travel guides and journey planning tools, and publishing a new Bus Information Strategy for the West of England

J: Longer Term

Looking to the future, we want to lead a greener recovery, which secures a long-term reduction in car dependency and an increase in the use of alternative, sustainable transport modes, including bus travel.

NSC/WECA Delivery - Joint Working

Matrix organisation with cross functional workstreams. WECA & NSC MOU signed. Each workstream uses specialists from different areas of WECA and NSC as appropriate to support the progression of the project.

Joint Governance via existing WoE Directors and Mayor/Leader.

Network & Services

The working group will focus on delivering an cohesive and high quality bus Network for all the community in the region.

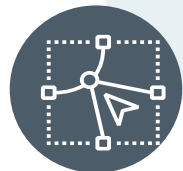
Outputs:

Initiatives:

- A: Intensive Services
- I: Non-intensive Services

Values: £26.8m

Other considerations:
Unitary Authority Plans,
DRT



Fares & Ticketing

This group will deliver a simple and easy to use integrated and flexible Ticketing and Fares solution for the region.

Outputs:

Initiatives:

- C: Fares
- D: Ticketing

Values: £22.1m

Other considerations:
FTZ MaaS,
GBRTT, WEBOA



Passenger Experience

The group will work to create a bus brand for the region, providing high quality information for bus users and aiming to delivery high level of customer satisfaction

Outputs:

Initiatives:

- F: Branding & Marketing, RTI
- H: Passenger Voice

Values: £5.8m

Other considerations;
Bus User Forum, FTZ MaaS
(integrated services)



Enhanced Partnership & Integration

This group will focus on creating a good service with high quality environment and vehicles alongside our partners for during and after the infrastructure works.

Outputs:

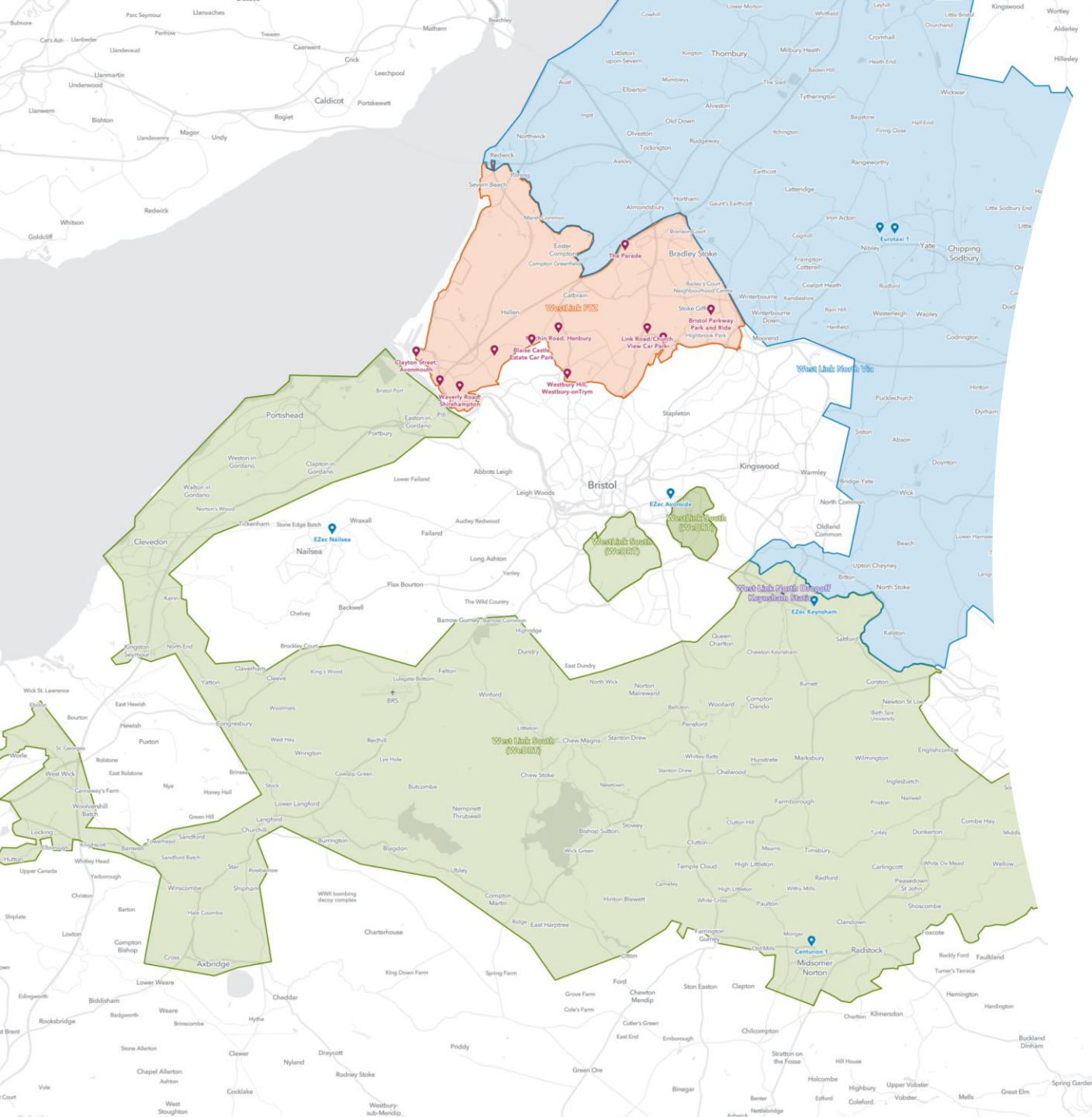
Initiatives:

- E: Integrated Services
- G: Modern Buses
- J: Longer Term

Values: £2.8m

Other Considerations: Control
and Management of the EP





Work Packages - Network & Services

- Current funding allocation £26.8m
- Funding is only for new or ‘additional’ services
- Demand Responsive trials (partnership with Future Transport Zone)
- Review of network to support the service rollout
- Longer term review of the network to ensure future viability and commerciality

Progress to date:

- DRT to be launched 3 April 2023
- Commercial bus service improvements for April negotiated e.g. some X1,X4,X7 are operating near full capacity at peak times and require additional capacity, other areas have lost commercial services
- Supported services review for September start

A hand is holding a white travelwest Travelcard with a pink stripe at the bottom. The card is being held in front of a metal surface, possibly a turnstile or a ticket machine. The word 'travelwest' is printed in a sans-serif font, and 'Travelcard' is printed in a smaller font on the pink stripe. A small logo consisting of four colored squares (red, blue, green, yellow) is positioned above the 't' in 'travelwest'.

Work Packages - Fares & Ticketing

- Current funding allocation £22.1m
- Operator fare reduction and simplification
- Supporting the progression to multi-modal ticketing as the norm

Progress to date:

- WoE fares package implemented Autumn 2022 - review of impact underway
- Next fares package to add focus on jobseekers, young people & key workers
- National integrated ticketing workstream sits alongside BSIP - multi operator ticketing - operational from Spring 2024 (phased roll out)

Work Packages - Passenger Experience

- Current funding allocation £5.8m
- Enhanced roadside passenger information
- Comprehensive marketing and promotions
- Improved Travel Guides and journey planning
- Online and digital content
- Real Time Information system upgrades
- Developing a bus passenger charter

Progress to date

- Developing a new brand identity for WoE sustainable transport
- Developing an app for DRT booking

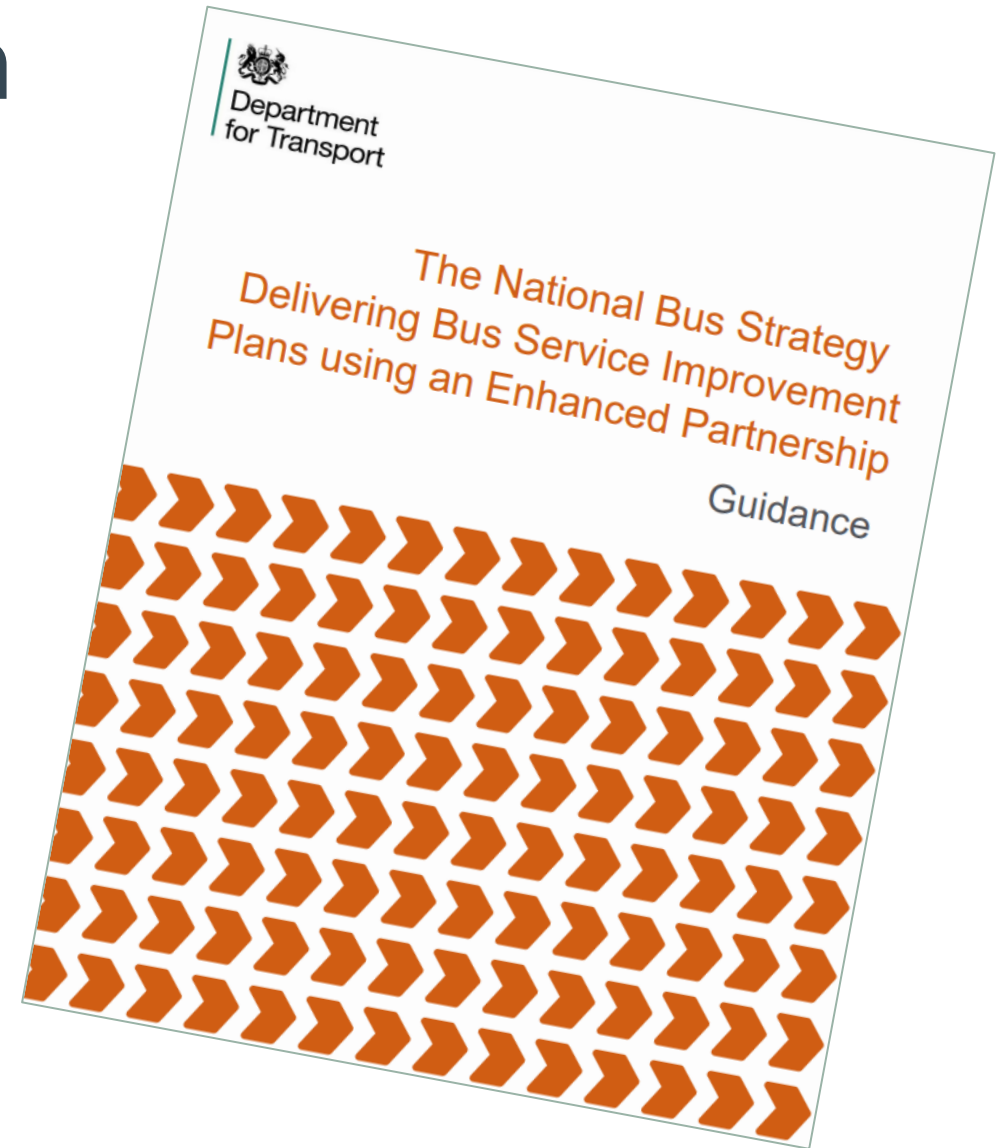


Work Packages - Enhanced Partnership & Integration

- Current funding allocation £2.8m directly, but inherent in other work packages
- Establish the agreement through consultation
- Amending 6 monthly as infrastructure is developed
- Develop a clear long term plan through key policy documents

Progress to date

- EP negotiated with operators
- EP consultations (operator & statutory) completed
- Legal making of EP now completed (9 February)
- Permanent governance being set up - EP Advisory Board, Bus User Forum, Enhanced Partnership Board.



Work Packages - Infrastructure

- Funding £454m - NSC £48m in BSIP, WECA £406m in CRSTS
- Timescales NSC by April 2022-2025, CRSTS by 2021-2027
 - 300 bus stop & shelter improvements
 - 12 transport hubs
 - 18 bus priority schemes
 - 11 TRO schemes
- Links to BAU & MTFP - sustainable legacy position
- Focus to reverse bus market failure, make buses more reliable and cheaper to run
- Delivering the EP commitments - Statutory legal agreement with obligations on both Operators and Local Authorities

Progress Update:

- First 7 schemes local engagement completed and response published on website - delivery programme starts 13 March
- NSC are delivering the first BSIP infrastructure scheme
- Progressing the D&B contract for next 11 bus priority schemes
- First and Last Mile ATAP consultation closed yesterday
- Developing a bus stop/shelter standard for WoE and procuring a framework for stops/shelters and outline design for hubs

First 7 infrastructure schemes:

- A370 Long Ashton Bypass [13 March-11 April]
- A38 Barrow Gurney Signals [11 April-10 July]
- A370 Brockley Combe [10 July-26 Oct]
- A369 Martcombe Road / M5 Junction 19 south (HOV Lane)
- A369 Begger Bush Lane signals
- A370 Wood hill / Wroughton
- A370 Smallway Congresbury signals



Who to contact?

Bella Fortune -
Head of Transport
and BSIP

Carl Nicholson -
Head of Passenger
Transport

Rob Thomson -
Head of BSIP
Infrastructure

Samantha Cordrey
- Communications

More recruitment
is in train...

WECA Matrix Team:
Peter Mann - WECA
Head of Transport
Operations