



Southampton

BUS SERVICE IMPROVEMENT PLAN

October 2021



SOUTHAMPTON
CITY COUNCIL

Contents

Section 1 – Overview	4
1.1 Geographical Area Covered	4
1.2 BSIP Coverage.....	10
1.3 Why Southampton is choosing an Enhanced Partnership.....	11
1.4 Duration and Policy Alignment.....	11
Section 2 - Current bus offer to passengers	13
2.1 Overview of Buses in Southampton.....	13
2.1.1 Bus Patronage	13
2.1.2 Bus Journeys Per Head	14
2.1.3 Bus Punctuality	15
2.1.4 Passenger Views	17
2.2 Southampton's Bus Market Profile.....	18
2.2.1 Southampton's Bus Network.....	19
2.2.2 Bus Services	20
2.2.3 Bus Operators.....	23
2.2.3 Bus Infrastructure.....	25
2.2.4 Fare & Ticketing Structures.....	26
2.2.5 Interchange.....	30
2.3 LTA Financial Support	32
2.3.1 Supported Services.....	32
2.3.2 Concessionary Fares and Travel.....	32
2.3.3 BSOG	33
2.4 Other Factors Affecting Buses	33
2.4.1 Demographics.....	33
2.4.2 Car Parking	33
2.4.4 Air Quality	34
2.5 Analysis of Bus Services Against BSIP Objectives	35
Section 3 - Headline targets	37
3.1 Targets for journey times and reliability improvements.....	37
3.2 Targets for passenger growth and customer satisfaction.....	37
Section 4 – Delivery	38
4.1 The Vision	38
4.2 The Ambitions	38
4.2.1 Ambition 1 – A network that is accessible for all, integrated, and frequent.....	38
4.2.2 Ambition 2 - Buses are an attractive alternative – fast, attractive & reliable	41
4.2.3 Ambition 3 – Bus travel is affordable and achieves multi-operator access.....	42

4.2.4 Ambition 4 – Buses will be easy to understand and use	43
4.2.5 Ambition 5 - Buses are integrated with other modes and into the City	44
4.2.6 Ambition 6 – The City and District Centres are hubs within the network and buses support their sustainable growth	45
4.2.7 Ambition 7 – Modern buses lead the way for the decarbonisation of transport	45
4.2.8 Ambition 8 – Passenger input & Security	46
4.2.9 Ambition 9 – This is the First Step – the development of the integrated Southampton Mass Transit System.....	47
Section 5 – Reporting.....	50
Section 6 – Overview table.....	51
Appendix 1 – Summary of Current Bus Priority	55
Appendix 2 – Summary of Public Perception Survey.....	56

Section 1 – Overview

1.1 Geographical Area Covered

This Bus Service Improvement Plan (BSIP) sets out a high-level vision for buses in Southampton, that focuses on continuing to increase bus patronage through partnership, priority, inclusivity, integration, and affordability. It includes a road map towards achieving the vision and specific targets which will be supported through the establishment of an Enhanced Partnership in 2022.

This BSIP covers the Southampton City Council (SCC) Local Transport Area (LTA) as shown in Map 1. It also references to the wider Southampton City Region “Travel to Work Area” with a workday population of 445,000 which incorporates part of Hampshire – all of Eastleigh Borough, part of New Forest and Test Valley District Councils. The specifics of these are dealt with in the Hampshire BSIP but it is vital to acknowledge and collaborate on bus network improvements where there are significant cross-border interactions between neighbouring authorities and bus operators.



Figure 1.1 – The Southampton LTA area covered by this BSIP

Southampton is a major city on the south coast with a population of 254,000 over 51.8km². Southampton is an urban unitary authority and is a major employment, retail, healthcare, education and cultural centre for a wider City Region. The wider City Region extends into Hampshire incorporating Totton, the Waterside (area of New Forest alongside Southampton Water), Chandler’s Ford, Eastleigh, Hedge End and Hamble. The City Region is shown in Figure 1.2. The interaction with the surrounding City Region means that the BSIP will take account of bus services that travel into and from Southampton and SCC is collaborating with Hampshire on the BSIP. While there will be separate BSIPs there are common themes and synergies between each of them to ensure consistency and integration.

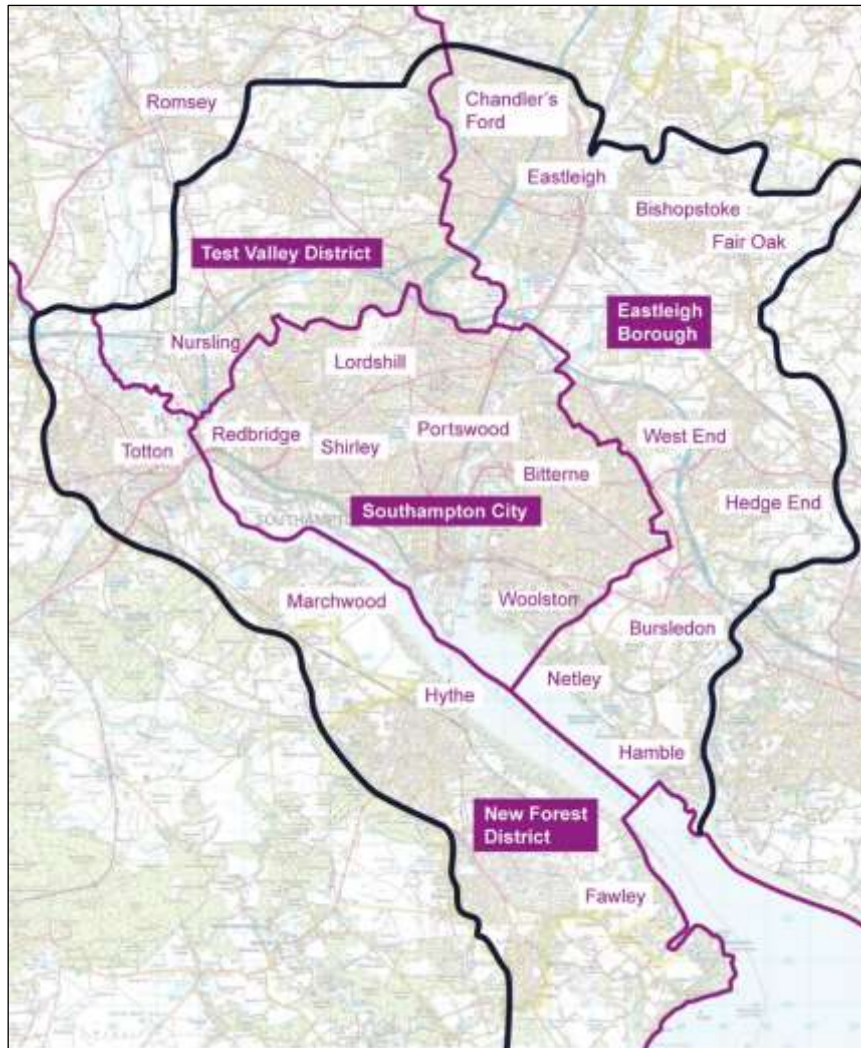


Figure 1.2 – Southampton City Region

The built-up area crosses the boundary creating a contiguous urban area set on the coast which has shaped people's journeys and the economic geography. This results in a significant amount of cross boundary journeys to and from Southampton. As Southampton doesn't have 360° access these journeys into the city are funnelled along a limited number of corridors and bridges.

Due to this close interaction, SCC works in very close partnership with Hampshire County Council (HCC) and with Isle of Wight and Portsmouth City Council LTAs on cross-Solent transport planning issues. This is through the Solent Transport partnership. Through Solent Transport, joint Local Transport Plan policies have been developed and there has been a history of successfully funded projects across the Solent – Local Sustainable Transport Fund (LSTF), Better Bus Fund (BBF) and Future Transport Zone (FTZ). All of which have helped to put the Solent area at the forefront of innovation and investment in buses and people's bus journeys.

Recently, SCC has worked jointly with HCC on development and now delivery of the £57m Southampton Transforming Cities (TCF) Programme. This is aiming to deliver cross-boundary corridor-based bus and active travel improvements across the City Region, with completion expected in 2023.





Economic Geography

The coastal geography has helped to shape Southampton's economy with the water providing the prosperity through the Port. But it also constrains the economy and how people

move about. The Rivers Itchen and Test form barriers to people’s common journeys, which presents a significant barrier between the east and west of the city. The River Itchen is only crossed by six road bridges – one of which is the M27 and another a narrow listed structure, meaning there are only four suitable bridges for buses. The width of the River Test estuary has supported the development of the Port, but it means that travel from west of Southampton is funnelled across one bridge – Redbridge Causeway.



Figure 1.3 Points of Interest in Southampton City

 <p>The Port of Southampton is the UK’s 3rd largest employing 15,000 people. Part of Solent Freport</p> <p>In 2019 it handled 1.8m people on cruises, Over 33.1mt of cargo in 4,074 vessel movements – 1.87m containers and 760,000 vehicles, and 5m ferry passengers to the Isle of Wight</p> <p>All worth £71bn to the UK</p>	 <p>Southampton Airport handled 1.78m passengers in 2019 flying to 40 destination in UK and Europe.</p> <p>Contributes £160m to UK economy.</p> <p>Linked to City Centre via U1 bus</p> <p>1.84m people use Southampton Airport Parkway station.</p>
 <p>University Hospitals Southampton NHS Trust provide health care services to 1.9m</p>	

people, plus specialist services to **3.7m** people

Major centre for teaching & research.

Staff of **11,500** treating around 150,000 inpatients, 624,000 outpatients annually.

The Universities of Southampton and Solent provide **35,000** students and **8,000** employees.

University of Southampton owns the UniLink bus brand

Following the deindustrialisation of Southampton and its growth in the second half of the 20th Century, this has led to a dispersed residential and workplace geography. Post-war local authority housing estates were created in the City Centre or on the outskirts and further suburban development in Bitterne, and outside of Southampton. The development of the M3, M27 and M271 opened access to large tracts of new development primarily accessed by car. This has resulted in newer employment centres being out of the city. In the City Centre there has been a growth in mixed use developments with the retail sector leading through the opening of West Quay, which has attracted up to 16m visitors a year.

Travel Patterns

Southampton has strong cross boundary travel flows, with as many people living in the city and travelling out for work, as coming into the city for work. Based on 2011 Census and transport modelling (Solent Sub-Regional Transport Model) 2019 strongest flow is between Southampton and Eastleigh – with 24,000 2-way flows daily – 7% of those journeys are by bus. With 60% of commuting trips less than 3 miles, there is scope for a greater proportion of these journeys to be made by bus and sustainable modes rather than by car.

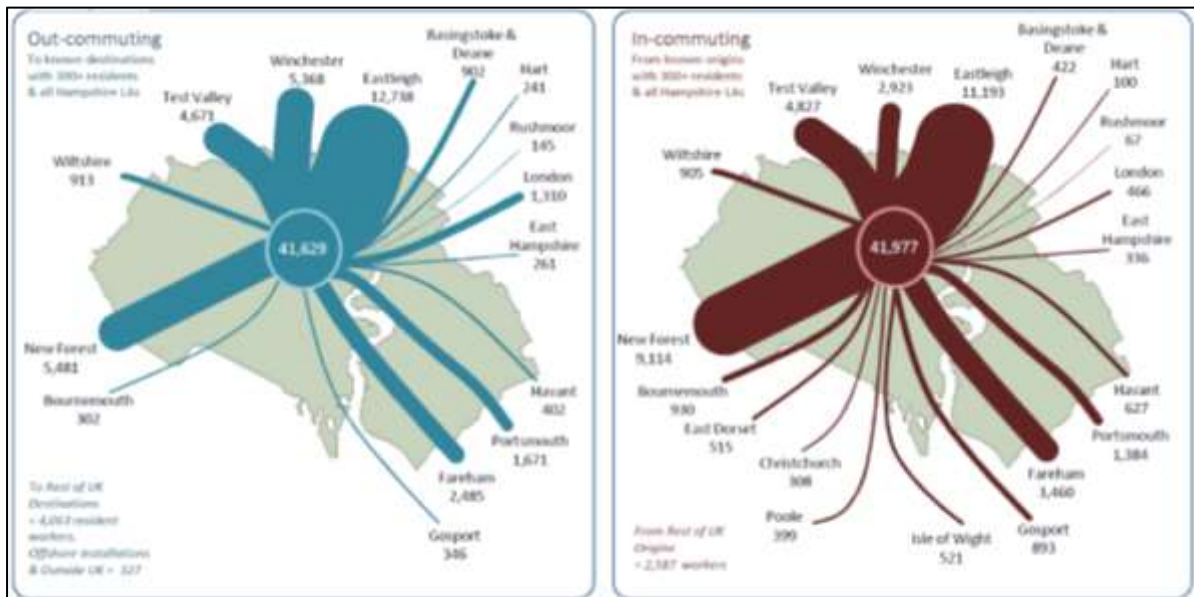


Figure 1.4 – In and Out commuting from Southampton (2011 Census)

Southampton is above the England and South East averages for bus mode share for travel to work with 9% of all trips to work in Southampton being made by bus¹. This mode share for bus compares to cities such as Bristol, Exeter and Derby, however, it is lower than cities such as Oxford, Brighton, Nottingham and Reading.

¹ 2011 Census

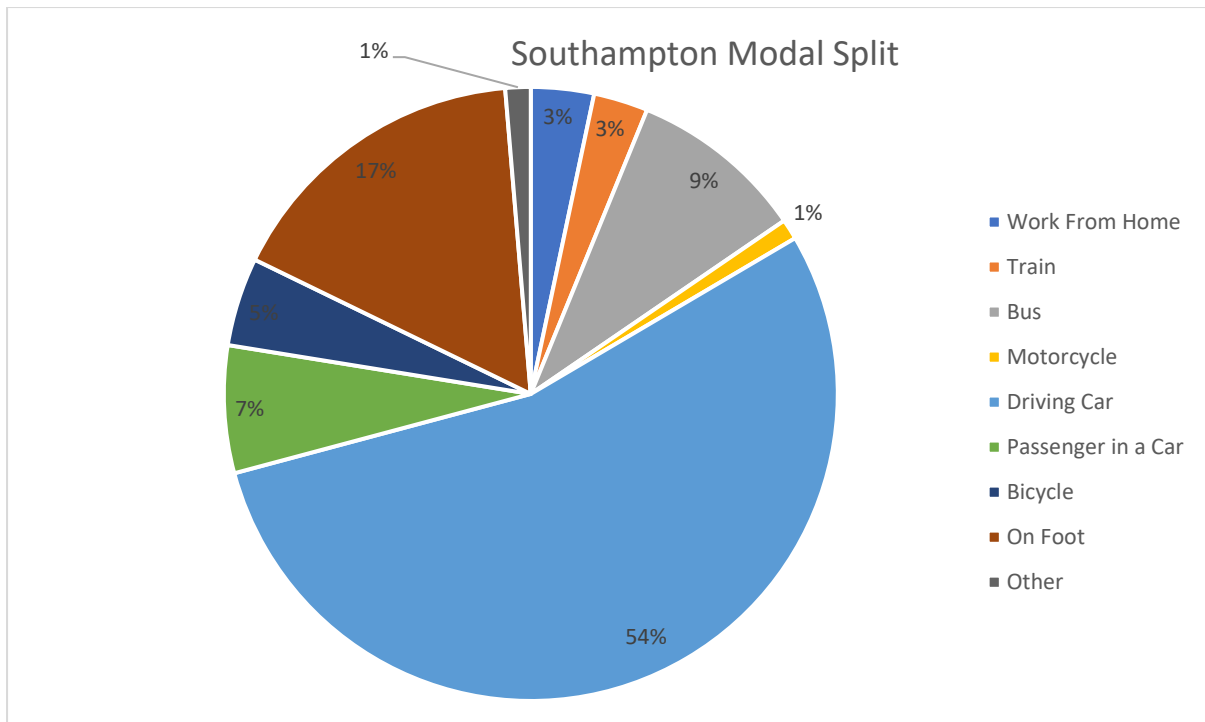


Figure 1.5 – Southampton Modal Split Travel to Work (2011 Census)

Each morning, over 29,000 people would travel into the City Centre on all corridors, with 56% of people travelling in a car, 18% on bus, 2% cycling, 10% by motorcycle, ferry and rail, and 13% walking². Of the main corridors shown in Table 1.1, buses carry the majority of people on the Shirley Road corridor (59%) and a high proportion across the Itchen Bridge.

Main Corridor	Total	Light Vehicles	Bus	Active Travel
Mountbatten Way	4,918	99%	0.6%	0.04%
Shirley Road	3,115	39%	59%	2%
The Avenue	2,906	75%	19%	6%
Bevois Valley	1,250	78%	19%	2%
Northam Bridge	5,102	84%	15%	>1%
Itchen Bridge	3,517	66%	30%	4%
Total	20,808	76%	22%	2%

Table 1.1 – Person Modal Split on main corridors into Southampton City Centre (2019 SCC Traffic Counts)

The Covid pandemic has impacted on bus travel and modal split in Southampton. The increase in home working has had an impact on the usage of bus as around 28% of people living in Southampton worked from home during 2020³. Bus usage dropped considerably with buses in Autumn 2020 carrying 60% of their pre-Covid patronage levels.

Future Growth

Southampton has some bold ambitions for the future for sustainable economic growth as set out below.⁴

² 2019 SCC AM Peak Modal Split Surveys

³ ONS 2020 Home Working Survey

⁴ Connected Southampton 2040 Transport Strategy

Southampton's Future

Between 2015 and 2036 £3bn is expected to be invested in development in Southampton creating 24,000 new jobs with 7,000 being created by 2026.

This will see a potential increase in population of 30,000 more people living in Southampton.

The growing population will require places to live, meaning over 19,500 new homes are required to be built in Southampton, and another 23,000 in the surrounding area.

The Port of Southampton is planning to double its throughput by 2035 and could be handling 3.46m people on cruises, over 3m containers, 1.8m vehicle exports, and 2.6m tonnes of bulk cargo.

This growth could see an additional 74,000 people trips being made – 11% more than now. To keep traffic levels at the same as today almost 40,000 of the additional trips will need to be made by public transport – primarily bus.

Deprivation

Southampton is one of the most deprived cities in the South East – with pockets of deprivation in it. 11% of the city's population live in the top decile of the most deprived areas of England. People living in these areas, which are either close to the City Centre or are located on the edge, have lower levels of car ownership. These areas also have higher levels of bus travel to work and reliance on buses for other journeys. Car ownership across Southampton is lower than average, with 30% of households in the city not having access to a car – this rises to 51% in Bevois ward close to the City Centre. These are shown in Tables 1.2 and 1.3 and on Figure 1.6.

IMD 2020 Southampton	Households Not Owning a Car	Method of Travel to Work			
		Walk	Cycle	Bus	Car
10% most deprived	42%	15%	4%	14%	54%
10% least deprived	16%	16%	7%	5%	54%

Table 1.2 – Method of travel to work and car ownership, Southampton, 2011 Census

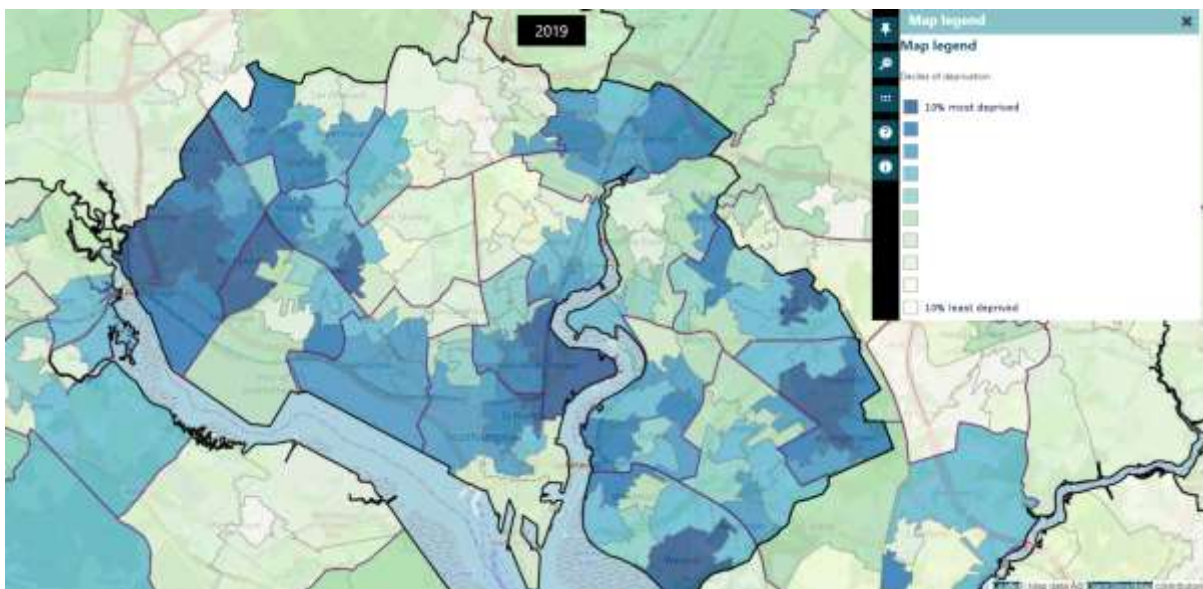


Figure 1.6 – Levels of Deprivation in Southampton

Car Ownership Levels in Southampton		Ward	No Cars in Household	1 Car or Van	2+ Cars or Vans
<p>Figure 1.7 Households with No Car/Van Ownership in Southampton by MSOA (2011 Census)</p>	Bargate	43.6%	43.1%	13.2%	
	Bassett	21.6%	43.5%	34.8%	
	Bevois	44.5%	39.9%	15.5%	
	Bitterne	33.5%	43.1%	23.4%	
	Bitterne Park	19.5%	47.4%	33.1%	
	Coxford	24.2%	47.6%	28.2%	
	Freemantle	29.7%	48.8%	21.5%	
	Harefield	25.9%	44.2%	29.9%	
	Millbrook	29.3%	45.0%	25.6%	
	Pear tree	23.5%	44.7%	31.8%	
	Portswood	32.0%	43.7%	24.3%	
	Redbridge	32.3%	44.2%	23.5%	
	Shirley	26.6%	45.3%	28.1%	
	Sholing	18.8%	45.7%	35.5%	
	Swaythling	32.6%	43.3%	24.1%	
Woolston	29.5%	45.2%	25.4%		

Table 1.3 Car Ownership Levels by Ward and MSOA in Southampton (2011 Census)

1.2 BSIP Coverage

During the preparation of the Southampton BSIP, SCC has worked very closely with its neighbouring LTAs particularly with Hampshire County Council.

All cross-boundary bus services go into Hampshire with 3 extending to Portsmouth or Wiltshire. Although there are cross-boundary services between the Southampton and Hampshire, the majority of 'turn up and go' high frequency bus services start and end within the city (or extend for a short distance into Hampshire) and therefore most of the bus mileage operated does not cross boundaries. Although SCC and HCC share common ambitions around integration, fares and ticketing and delivering bus priority, the challenges within Southampton have different characteristics compared to Hampshire. Levels of car ownership are lower and bus use per head of population in Southampton are higher than in Hampshire.

A City Region approach could be taken but to retain simplicity it has been agreed that initially each LTA's BSIPs will focus on the individual LTA areas with common statements and approaches. These could evolve overtime and EP Schemes may be cross-boundary for the cross-boundary corridors.

We have engaged with Portsmouth City Council to reflect the two inter urban services between Southampton, Fareham, Gosport and Portsmouth.

On this basis, the approach that has been taken is that Southampton, Hampshire and Portsmouth will each prepare their own BSIPs. However, in recognition of the important role that cross-boundary bus services play in connecting residential areas to employment areas and key services (such as hospitals), all SCC, HCC and PCC have collaborated closely in the development of our BSIPs to ensure that our ambitions and approaches to improving bus services are closely aligned. This joined up approach reflects how we will each work with bus operators and other stakeholders to improve the quality, reliability and attractiveness of bus services that operate across boundaries.

1.3 Why Southampton is choosing an Enhanced Partnership

The whole of Southampton administrative area will be covered by an Enhanced Partnership (EP).

SCC has a long history of effective voluntary partnership working with bus operators in Southampton. A voluntary Quality Bus Partnership (QBP) was developed in 2012 between SCC, Go South Coast and First Southampton. This approach has worked well for Southampton delivering sustained improvements for bus users and bus patronage growth over more than a decade. SCC have delivered investment in bus priority, quality bus stop infrastructure, including Real Time Information screens at bus stops, bus lane camera enforcement and in partnership with Hampshire have utilised government funding to provide Contactless Ticket Machines for all major operators in Hampshire. This investment has levered in private sector funding from bus operators for new fleets of vehicles, wi-fi on buses, and next stop announcements.

The following initiatives are examples that have been delivered within Southampton, which have helped to improve the quality and the attractiveness of local bus services and will be built upon through the BSIP and EP:

- Working with operators and HCC on the Southampton Transforming Cities Fund (TCF) funded measures currently being delivered between Totton and Marchwood and in Eastleigh in the City Region;
- Measures by SCC and bus operators starting with Better Bus Funding, LSTF and other funding to provide a consistent bus offer and to improve the product such as early adoption of payment by contactless card, WiFi and 'next stop' displays and announcements on all buses (available since 2013);
- Through the Solent Transport partnership implementation of the first multi-modal/multi-operator smartcard Solent Go outside of an ITA in 2012;
- Investment by bus operators to provide a consistent high quality bus service (through heavy investment in their bus fleets – reducing the average age of vehicles in Southampton to 2½ years) and initiatives to improve the bus offer such as good value urban zone weekly tickets targeted towards commuters;
- Heavy investment by operators in ultra-low carbon Euro VI diesel buses – both new vehicles and retrofits to existing bus fleets supported by DfT/ DEFRA Clean Bus Technology Fund); and
- Maintaining service levels on commercial and supported bus services.

For Southampton, the most appropriate route would be for the Enhanced Partnership approach. The existing QBP and the TCF programme along with the years of partnership working and investment by operators provides a strong foundation from which to develop the EP. Franchising, while available to SCC or HCC via DfT approval, would not achieve many of the objectives without significant resources from the Council. Franchising can take 3-4 years to develop, and this would not meet the Government's requirement to move swiftly to support public transport and ensure recovery from Covid. The bus network in Southampton has grown based on competition and has led to some sections having perceptions of over supply while other areas of the city are under served. EPs would allow SCC to work with HCC on cross-boundary routes reflecting the way people travel to and from Southampton as part of the wider City Region. This would be backed up by policies within the LTP, Local Plan and other Council documents.

1.4 Duration and Policy Alignment

The Southampton BSIP will cover the period up until 2030. It will be reviewed annually to ensure that there is an updated delivery plan and that the ambition for buses in Southampton remains.

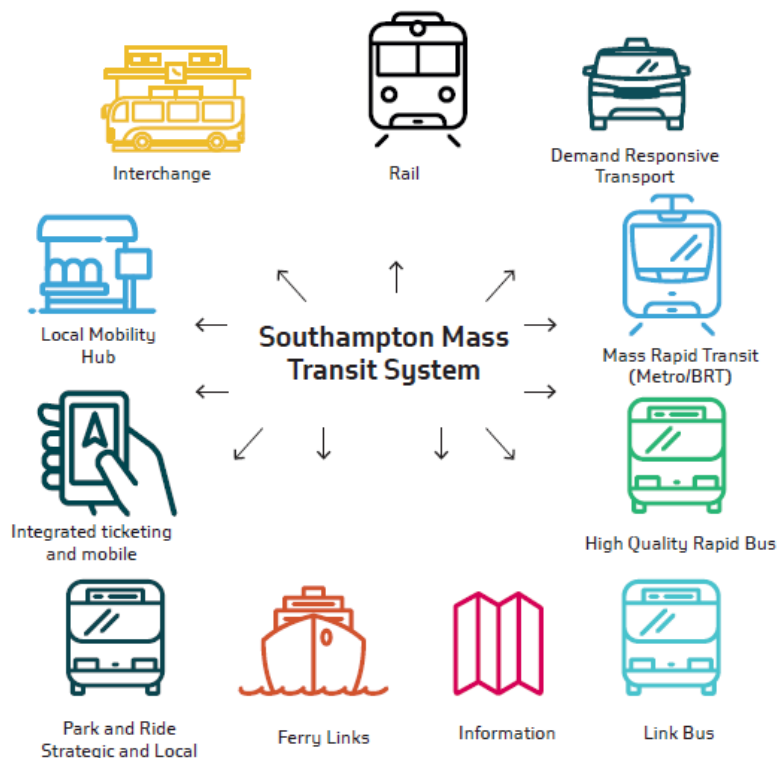
The first review will be in in summer 2022, with subsequent ones happening each year to review progress against the targets; and future delivery and funding plans and reviewing progress. This will mean that the BSIP is a live document and able to be agile to reflect any changes in local, regional or national policy or ambition. This will be carried out jointly between SCC, the bus operators and HCC – to incorporate TCF and cross-boundary services and activities.

Updates to the BSIP will be agreed in consultation with the relevant Cabinet Member.

The Southampton BSIP is fully aligned with the current long-term transport strategy for Southampton – Connected Southampton 2040 (LTP4). Over the next twenty years Southampton will be transformed with 19,500 new homes and 24,000 new jobs being created. To support this a well-functioning transport system is important for Southampton’s future success. This growth and transformation provides the opportunity to plan and invest in better and innovative transport infrastructure.

To achieve this, Connected Southampton sets out the ambition for buses as part of the wider Southampton Mass Transit System (SMTS).

The **Southampton Mass Transit System** is focused on transforming the public transport experience across Southampton and the wider area. This will bring the various modes of public transport together to form a coherent, inclusive and integrated system that puts people first. Its aim will be to allow people to travel easily around and across Southampton using a network of high-quality routes that make people’s journeys quicker, provide value for money, better integrated and more reliable. Specifically for bus, the aims of the SMTS will be realised by developing ‘Rapid Bus’ routes that have a reliable, fast and frequent ‘metro’ level of service that in the future could even be automated. Away from the main corridors, routes will then spread out across the city by either bus or other demand responsive methods. Where routes or modes intercept, interchange between them will be easy and the system will be united through an integrated value for money ticketing service that allows people to consume and pay for their journeys seamlessly.



The BSIP will reflect the policy ambitions in Connected Southampton, and the LTP Implementation Plans will incorporate actions from the BSIP.

Section 2 - Current bus offer to passengers

This section provides an analysis and data of how the current bus network compares to the BSIP aims and objectives set out in the subsequent sections.

2.1 Overview of Buses in Southampton

Bus services and usage in Southampton are well above the England average and Southampton is seen as an area that has bucked the national trends of declining levels of bus mileage, patronage and use per head.

Bus passengers contribute over £275m to the Southampton economy, when they reach their destination such as the City Centre⁵. As well as travelling to work or school, bus users make retail and leisure trips - spending on average £30 per retail trip and £26 per leisure trip⁶. Bus is the dominant public transport mode and provide connections to the City Centre, local District Centres, health care, education facilities and across the wider City Region.

Southampton residents and workforce made 20.7m journeys in 2019/20⁷ on 38 bus routes in the city. With bus passenger numbers increasing by 9% over the decade from 2009. Southampton was the 7th highest for bus journeys made per head of population – with 80.5 in 2019/20⁸.

In 2019/20 there were 5 million elderly and disabled concessionary passenger journeys, accounting for 23% of all journeys, with 77% being made by fare-paying passengers – compared to 72% for the South East as a whole. Students are a significant market for Southampton with the UniLink services that provide access to the University of Southampton's campuses from areas where students live.

There are two major bus operators in Southampton – First Group and GoSouth Coast who make up 95% of the bus market, and a smaller operator Xelabus, with a new operator Southampton Mini Link starting in October 2021.

This section looks at Southampton's bus network and the services provided by the operators.

2.1.1 Bus Patronage

Figure 2.1 shows the total number of bus journeys made in Southampton over the past decade. The level has increased by 9% since 2009/10 where 18.6m journeys were made, by 2019/20 this was 20.3m. This is contrary to the national picture where across England there has been a decline in number of bus journeys by 12%.

⁵ Southampton LTP3

⁶ PTEG Value of Urban Bus Report 2013

⁷ DfT Bus Statistics BUS0109

⁸ DfT Bus Statistics BUS0110

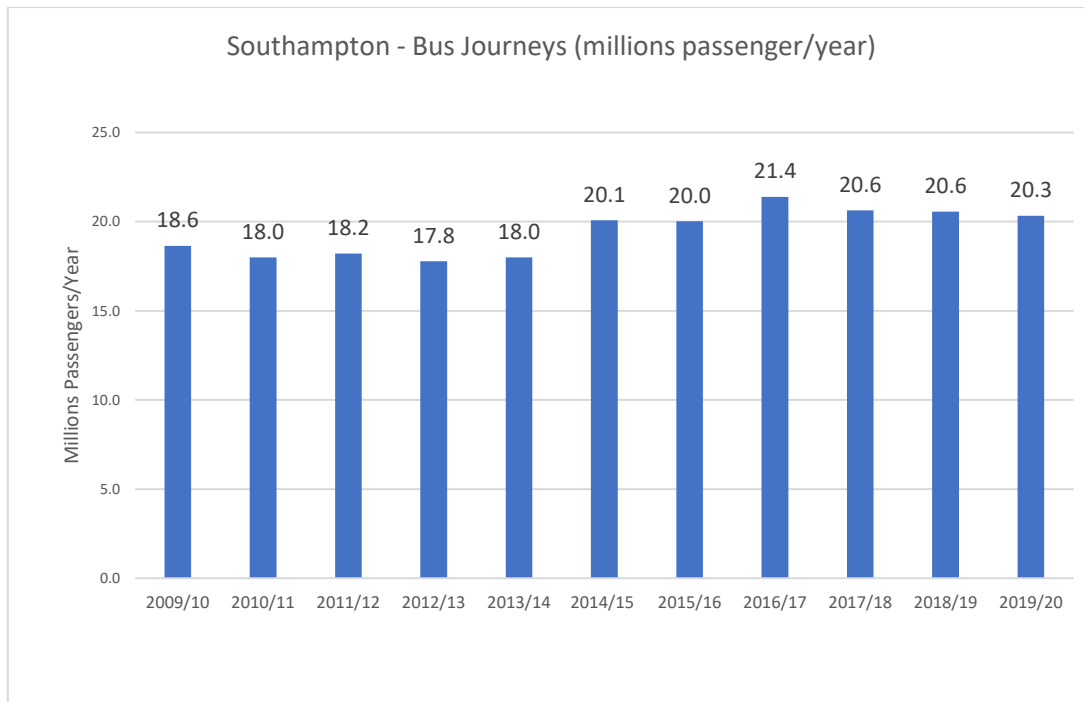


Figure 2.1 – Total Number of Bus Journeys in Southampton 2009/10-2019/20⁹

In 2020 the various national restrictions and lockdowns from the Covid-19 pandemic and initial Government advice to avoid public transport saw the number of bus journeys decreased dramatically. During the first lockdown passenger numbers were 70-80% down on 2019 and only 10m bus journeys were made in 2020/21. By September 2021 patronage was around 65% of pre-pandemic levels. As Southampton recovers from the pandemic the BSIP and EP are part of the approach to positively rebuild patronage and use of public transport. This will help to ensure that buses are supported long-term and that they can provide a service to the people living, working, and visiting Southampton.

2.1.2 Bus Journeys Per Head

Southampton has a strong level of bus journeys made each year by Southampton residents, shown in Figure 2.2. The number of bus journeys per head is the 7th highest in England, and strong for a non-ITA or single municipal bus operator area (e.g. Reading).

⁹ DfT Bus Statistics BUS0109, March 2021

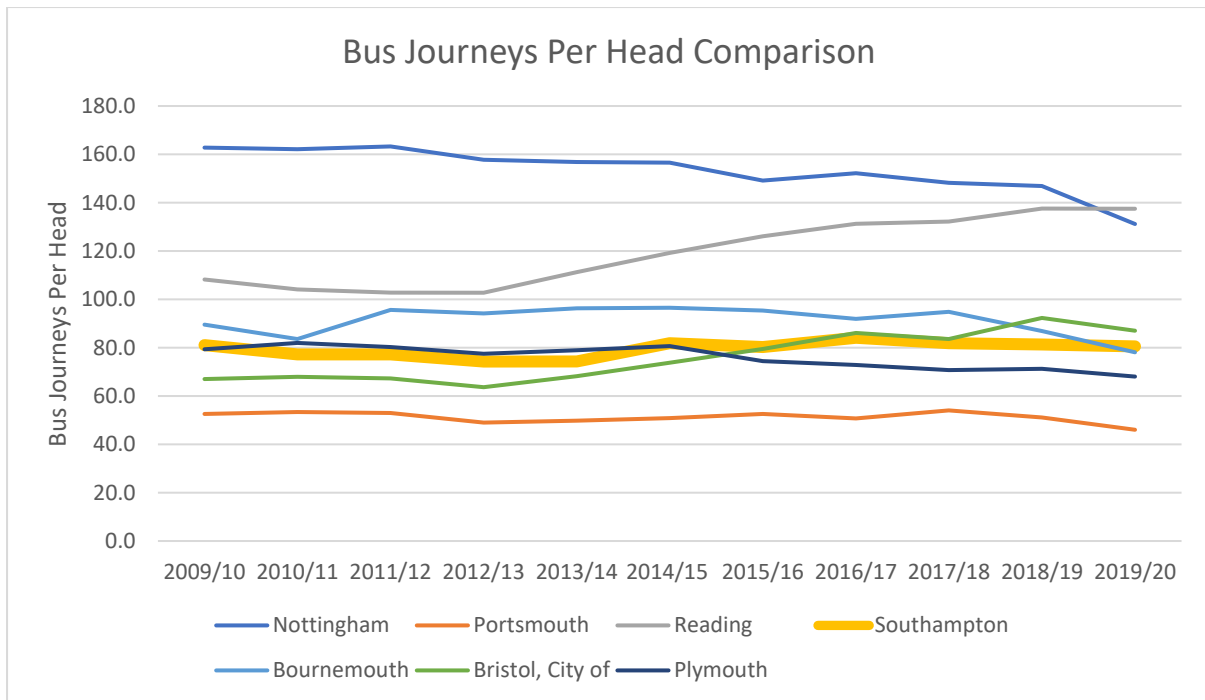


Figure 2.3 – Comparison of Southampton Bus Journeys Per Head with other LTAs¹⁰

The trend in Southampton shows that bus journeys have held up compared to 2009/10 and not declined compared to the other cities. Southampton remains one of the few places where the number of bus journeys made is either increasing or at a stable level.

2.1.3 Bus Punctuality

Bus Data

In the period 2005 to 2017 annual average bus punctuality in Southampton averaged between 71% and 81% for buses turning up on time (Figure 2.3). On time is calculated as 1 minute early and 5 minutes later than the scheduled time at a bus stop. Compared to other cities (Figure 2.5) Southampton performs slightly worse with a lower average punctuality.

Within Southampton, average bus speeds in the city are around 9.2mph, with some buses averaging as little as 8mph at peak times. This has not changed recently and this affects the punctuality of services.

Bus services are mixing with general traffic on the main corridors into the City Centre and this adds to the congestion. It can particularly affect cross-city bus services, with one cross-city service between eastern and western Southampton needing to add 9 minutes to its timetable since 2011 due to congestion on roads, bridges and in the City Centre. In the AM peak, by the time a bus has terminated in the City Centre it can have deviated from its scheduled running time by up to 8¾ minutes.

¹⁰ DfT Bus Statistics BUS0110, March 2021

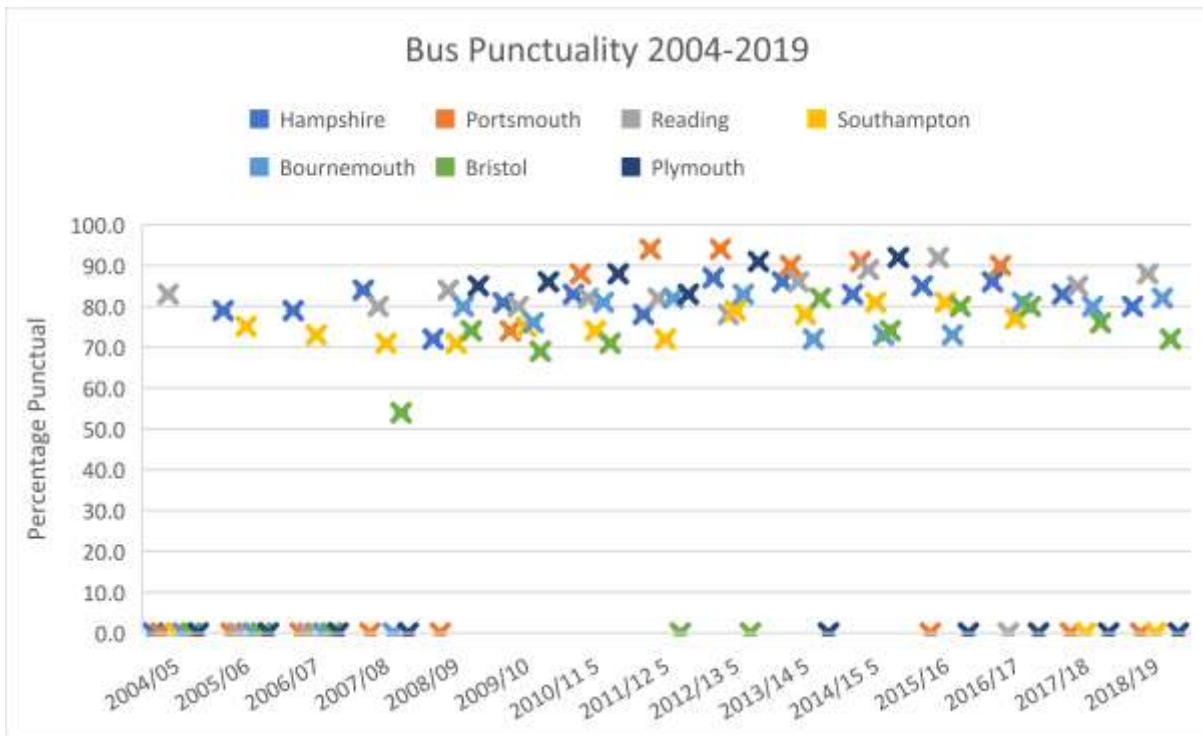


Figure 2.4 Bus Punctuality Comparison

Looking at individual services and types of service for 2020/21, bus services had an average punctuality of 89.05%. The lowest performing service is an inter urban that has a small proportion of its journey within Southampton. High frequency services perform well with a small differential between the best and worst punctual. The level of punctuality for cross city services varies considerably as these are most affected by the bridges and travelling through the City Centre. Delays in one part of the city has a consequence for reliability on the whole route.

Service	Average	High	Low
High Frequency (6+bph)	89.44	90.87	87.71
Inter Urban	88.74	92.16	77.5
Cross City	88.72	90.8	80.13
All	89.05	99.0	77.5

Table 2.1 Average Percentage Bus Punctuality 2020-21 (further data awaited)

Some bus corridors see a large differential between peak and off-peak services, one service can see a 30 minute differential on a heavily congested 1.3km section of route. The example in Figure 2.6 shows Shirley Road and the percentage difference in average vehicle speed between day and night time. The section from A35 to Central Station sees daytime speeds at least 40-60% of the night time, the section through Shirley District Centre sees speeds only making 20% of their night time equivalent.



Figure 2.5 Example of Impact of Traffic Conditions on Speeds and Buses – Shirley Road

2.1.4 Passenger Views

The views of passengers and non-users are important to understand the user experience and what they consider to be the most important issues for them. Both the main operators participate in the bi-annual Transport Focus Bus Passenger Survey. To inform this BSIP and the Enhanced Partnership process SCC ran an online public perception survey on buses and what people wanted for buses in Southampton specifically. Summary of these results in in Table 2.2.

	England	Bluestar	First
Overall	89%	89%	89%
Journey Times	85%	89%	85%
Punctuality	74%	80%	78%
Value for Money	66%	72%	54%
Customer Service	76%	83%	80%
Cleanliness	79%	89%	87%
Space	87%	89%	89%

Table 2.2 – Summary of Passenger/Public Satisfaction¹¹

The results of these surveys show that satisfaction with punctuality and the value for money nature of bus travel is low. While Southampton is above the England average this indicates that there is still requirement to improve the levels of satisfaction.

Areas that the BSIP will need to consider are journey times, punctuality, and the value for money of travelling by bus.

Southampton Bus Survey 2021

¹¹ Transport Focus 2019 Bus Passenger Survey – England, Bluestar and First South Coast (includes Portsmouth)

SCC carried out an online BSIP engagement survey received over 2,200 responses – 88% of whom were residents in the city. 10% stating they visited the city for work/leisure. 58% of respondents identified as female, with 40% identifying as male. The survey acted as a useful first step in detailing to current and potential future passengers the BSIP and EP process and the desire to understand their views on how to improve bus services in the city.

It was also useful in gaining understanding of changing travel patterns since the start of the Covid-19 pandemic, 20% of survey respondents stated they were likely to use the bus for fewer journeys than before the pandemic. Conversely, 13% of respondents said they were likely to use the bus for more journeys, with 55% stating their bus travel would remain the same as pre-pandemic.

The survey explored why some respondents chose to use the car over using the bus for certain journeys. The most common reasons given were that it was significantly quicker to use the car than the bus (38%) and buses not going to the places they wanted to travel to (37%).

Crucially, the survey focussed on what improvements to bus services would encourage people to use buses for more journeys in the city. 72% of respondents stated they would consider using buses more if journey times on local bus services were made quicker, and 78% would use the bus more if bus routes served the areas of the city where they currently don't. There were several other performance points of note. A proportion of respondents answered they would use buses "A great deal" more by a particularly large margin in the following points:

- Multi-operator tickets and fare capping across operators,
- Bus routes that serve areas of the city that they don't do currently,
- Lower fares,
- Simplified fares, and
- Safer waiting environment at bus stops.

There was also a degree of ambivalence to the point referring to availability of Wi-Fi on buses. Respondents did not feel particularly strongly about this point –answering 'to some extent', and also felt that these changes would not encourage them to use the bus very much. This is likely to reflect the growing availability and reliability of 4G / 5G coverage which users are likely to favour over connecting to a Wi-Fi provider.

A fuller breakdown of the survey results can be found in Appendix 2. As SCC continue to develop the EP with the bus operators, we will further engage with respondents to the survey and the wider public to meet the BSIP requirement to give bus passengers more of a voice in how services operate.

SCC are committed to working closely with the city's bus operators to develop a Bus Passenger Charter. The charter will outline bus users' rights to certain standards of service, including punctuality, vehicle cleanliness, proportion of services operated, information and redress. The charter will be published on the SCC website and will provide links to existing bus operator conditions of service and complaints procedures for passengers.

2.2 Southampton's Bus Market Profile

This section will go through how the bus market operates in Southampton, detailing the current bus network, how the bus operators work in Southampton, the state of the highway infrastructure – bus lanes and bus stops, fares and ticketing, interchange and an analysis of how what this means for passengers and how it meets the BSIP objectives.

2.2.1 Southampton's Bus Network

The current bus network in Southampton covers local intra-urban routes linking suburbs with District Centres then to the City Centre, and inter-urban routes that link the City Centre to surrounding towns and villages in Hampshire. This is shown in Figure 2.6.

The network is operated by two main bus operators – Go South Coast (GSC) and First Southampton. They operate 95% of all bus services in Southampton.

- GSC operate as Bluestar with 14 bus services operating inter and intra urban routes, and Salisbury Reds on 1 inter urban service.
- GSC are work in partnership with the University of Southampton to run the 4 UniLink services connecting the University to link to halls of residence, campuses, hospital and airport,
- GSC also partner with Red Funnel to operate the QuayConnect service between Southampton Central Station and Town Quay for the Isle of Wight ferry,
- First operate as CityReds 8 services operating inter and intra urban routes on and 2 Solent inter urban services.

There is a smaller operator Xelabus who runs 8 services which are either contracted or supported services. A new smaller operator, Southampton Minilink, has registered to start running a local service to Harefield and inter-urban to Ringwood in October 2021.



Figure 2.6 Southampton Bus Network (2019) SCC

Southampton's network is based on a hub and spoke network centred on the City Centre. There are 38 bus services in Southampton, covering 3.5m miles per year – over 4 times to the Moon and back. 71% terminate in the City Centre, however there are four high frequency cross-city services enabling quicker connectivity. This has created a largely radial pattern with high volumes of buses on those corridors and very little linkage between them.

This does mean people are funnelled into the City Centre to either continue their journey on the same service, change to another, or interchange with rail or ferry.

2.2.2 Bus Services

There are 37 bus services in Southampton. Table 2.3 sets out the individual bus services in Southampton, destinations service and their frequency.

Service	Route	Frequency (bus per hour)			Operator
		Mon-Sat	Evening	Sunday	
Quay Connect	Central Station-Town Quay	2	2	2	Bluestar
1	Southampton-Totton	4	2	2	City Red
1	Southampton-Winchester	4	1	2	Bluestar
2	Southampton-Eastleigh	4	1	2	Bluestar
2	City Centre-Millbrook	7/8	3	4	City Red
3	Southampton-Hedge End-Eastleigh	1	Limited	6/day	Bluestar
3	Thornhill-City Centre-Shirley-Lordshill	7	2	4	City Red
4	Southampton-Romsey	2	90mins	1	Bluestar
6	Southampton-Hamble	2	1	1	City Red
6	Southampton-Lymington	1	-	2hrly	Bluestar
7	City Centre-Townhill Park	6	3	4	City Red
7	Woolston-City Centre-Shirley-Lordshill	2	-	1	Bluestar
8	Southampton-Hythe & Calshot	1	Limited	4/day	Bluestar
8	Southampton-Hedge End	2	1	1	City Red
9	Southampton-Hythe & Fawley	3	1	2	Bluestar
9	City Centre-Sholing	2	2	7/day	City Red
11	Southampton-West Totton	3	-	1	Bluestar
11	City Centre-Woolston-Weston	6	1	4	City Red
12	Southampton-Calmore	3	1	1	Bluestar
13	City Centre-Harefield	2	1	1	City Red
16	City Centre-Townhill Park	4	1	2	Bluestar
17	Weston-City Centre-Adanac Park	6	2	4	Bluestar
18	Thornhill Park-City Centre-Millbrook	7/8	2	4	Bluestar
Hoppa 1	Bitterne-Midanbury	3/day (M, W, F)	-	-	Xelabus
Hoppa 2	Bitterne-Sholing	3/day (M, W, F)	-	-	Xelabus
Hoppa 3	Bitterne-Harefield	2/day (M, W, F)	-	-	Xelabus
U1	City Centre/NOC-University-Airport	7/8	3	4	UniLink
U2	City Centre-University	6	3	3	UniLink
U6	City Centre-University-UHS	3	1	1	UniLink
U9	Townhill Park-University-UHS	2/day	-	-	UniLink
X4	Eastleigh-Mansbridge-Hedge End	1	-	-	Xelabus
X4/X5	Southampton-Fareham-Portsmouth/Gosport	4	1	1	Solent
X7	Southampton-Salisbury	1	-	-	Salisbury Red
X10	Southampton-Bishop Waltham	1	-	-	Xelabus
X11	City Centre-Shirley-Lordshill	1	-	-	Xelabus
X12	City Centre-Shirley	6/7 per day	-	-	Xelabus
X21	City Centre-Southampton Science Park	3/day	-	-	Xelabus

Table 2.3 – Bus Services in Southampton

Most parts of Southampton benefit from frequent services to and from the city centre but there are also good services to places like the University Hospital Southampton, the universities, District Centres, and surrounding towns and villages in Hampshire. The District Centres of Shirley, Portswood, Woolston and Bitterne act as nodes for the bus network, with

both local city routes and inter-urban routes serving these centres before branching off to serve suburbs or into the wider City Region. This means that these centres are well served and support local people in accessing the goods and services there, maintaining them as thriving local hubs.

Frequencies change in the evening with most services decreasing their frequency from 1900. Some inter urban services stop operating from 1900 with most services stopping around 2300. After midnight only 3 services operate before ceasing around 0100.

Weekday frequencies are maintained on a Saturday; however Sunday operating has a reduced level of service with some services not operating at all. Those not operating are the supported services or the longer-distance inter urban. Frequencies are reduced with 52 buses per hour in the City Centre compared to at least 100 during a weekday.

The geography of Southampton means that there are a limited number of radial corridors for traffic and bus services to use, and it doesn't support reliable cross-city services as routes between east and west are funnelled across the River Itchen and no routes to the south. There are only three suitable bridges (Itchen, Northam and Cobden) that buses can use. This results in only 4 cross-city bus services connecting Millbrook and Shirley with Bitterne and Woolston-Weston respectively. Combined with traffic using these crossings, congestion and its knock-on effect on bus reliability, there are no other cross-city bus services beyond these. For example, with no direct connections between Bitterne and the Hospital or Woolston and the University a change needs to be made in the City Centre.

This radial nature of the bus network means that closer to the City Centre multiple services combine on certain road corridors creating very high frequency sections of bus network. These are generally from District Centres, such as Shirley, Portswood, Woolston and Bitterne, to the City Centre. This enables a turn up and go service along main corridors while serving the main housing areas.

However, there are areas of Southampton that do not have such a good bus service, for example Harefield, north of Lordshill, Freemantle, and Upper Shirley. These have hourly or less frequencies.

The UniLink network is slightly different and is focused on the University of Southampton's main Highfield campus with all services calling there. This reflects its primary role as a service for students and staff of the University, but services are open to all users.

Figure 2.7 shows that frequent services connect Southampton to Chandlers Ford, Eastleigh and Fair Oak. Areas such as Totton & Waterside, Hedge End and Romsey have lower levels of frequency. The bus network also serves further afield to Winchester, Fareham, Gosport, Salisbury and Portsmouth.

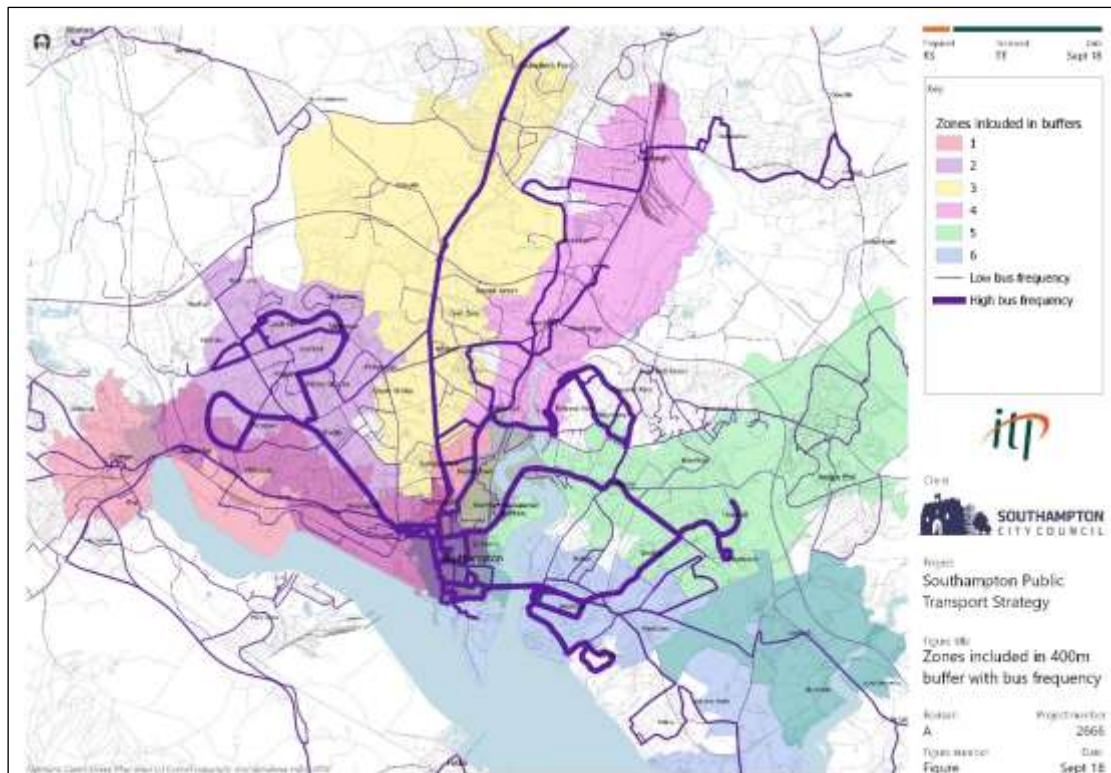


Figure 2.7 - Frequency and accessibility of bus services across Southampton – thicker the line the more frequent
 Low frequency = 1/bus hr, high = 30+/bus hr

There are specifically branded services associated with specific routes or destinations. Quayconnect is a City Centre shuttle service between Southampton Central Station and Town Quay for the Isle of Wight RedJet passenger ferry from Cowes. This is timed to connect the half-hourly RedJet with the London Waterloo bound train and is contracted to GSC by Red Funnel.

Figure 2.8 shows the distribution of bus frequencies on the network in Southampton. The busiest road (outside of the city centre itself) is A3057 Shirley Road, which carries 66 buses per hour in the peak (two directions) between Romsey Road and Waterloo Road – accounting for 6.4% of all vehicles the road; one bus every 15 vehicles. South of Waterloo Road to Southampton Central Station this rises to 94 buses (both directions) with the addition of the services from Totton and the Waterside. Other notable roads for buses are the A3025 Itchen Toll Bridge (68 buses), A33 The Avenue (46 buses), Portswood Road-St Denys (44 buses), A3024 Northam Road (36 buses), and A33 Millbrook Road West (22 buses).

It also highlights the areas of Southampton with the lower levels of service between the corridors. For example, Harefield in eastern Southampton, where some parts are in top decile of most deprived areas in England, is served by 2 buses per hour that runs on a one-way loop. This means that those at the start of the loop have a longer journey to get to Bitterne and then the City Centre. There is also a considerable distance (1+ mile) to the higher frequency corridors or Bitterne District Centre.

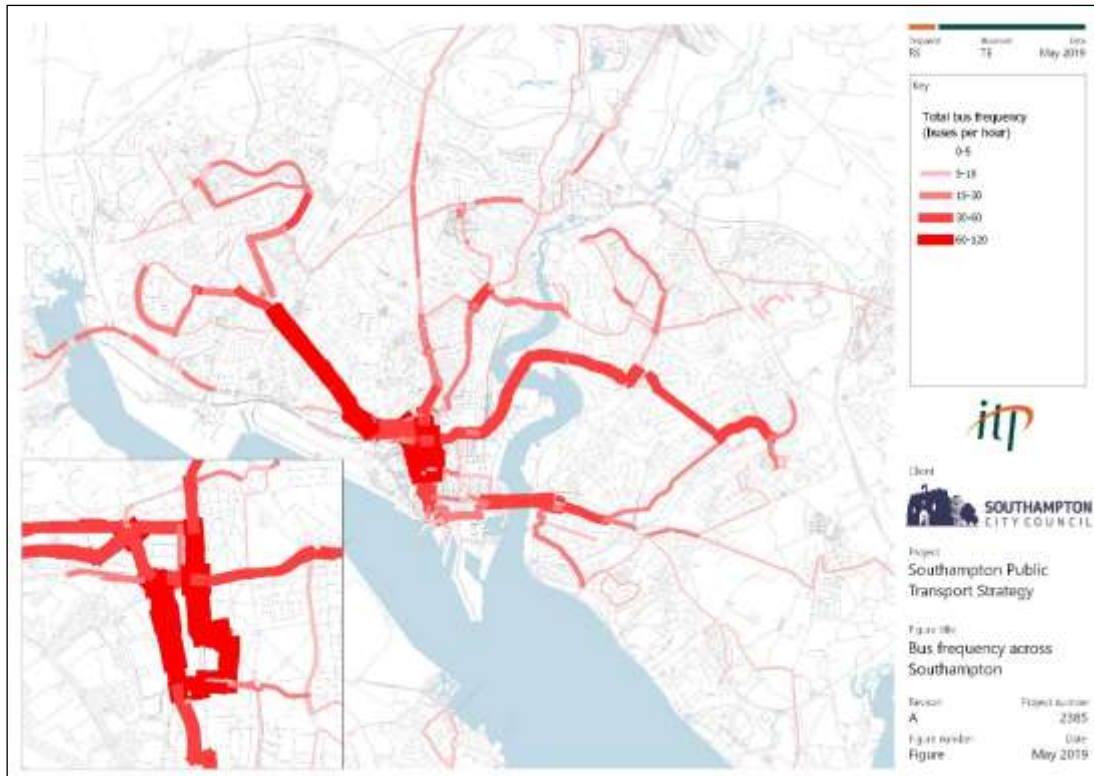


Figure 2.8: Bus service frequency by road link- thickness denotes service frequency (Sept 2018)

2.2.3 Bus Operators

This section summarises the operations of each bus operator covering services, destinations, and fleet. It sets out the market share for each operator based on annual patronage and bus services operated.

Go South Coast – Bluestar

Go South Coast (GSC) are the largest operator in Southampton running 51%, or 19 of the 37 bus services, and carry 70% of the annual patronage. As set out in Section 2.2.2 they operate the Bluestar, UniLink, QuayConnect and Salisbury Red services.

They operate a network of services serving the suburbs of Southampton and beyond to several towns and urban areas outside of the city. This is shown in Figure 2.9.

- Bluestar – 14 intra and inter urbans services to Millbrook, Lordshill, Shirley, Portswood, Townhill Park, Bitterne, Thornhill Park, Weston and Woolston; and to Totton, the Waterside (Marchwood, Hythe, Fawley), Lymington, Chandlers Ford, Winchester, Romsey, Eastleigh and Hedge End
- UniLink – 4 services to University of Southampton, University halls of residence, Southampton Airport, National Oceanography Centre, Portswood, Swaythling, and University Hospital Southampton – these are all open to students (via their halls fees) and the general public;
- QuayConnect – 1 service between Southampton Central Station and Town Quay for the Isle of Wight RedJet service; and
- Salisbury Red – 1 service to Salisbury.

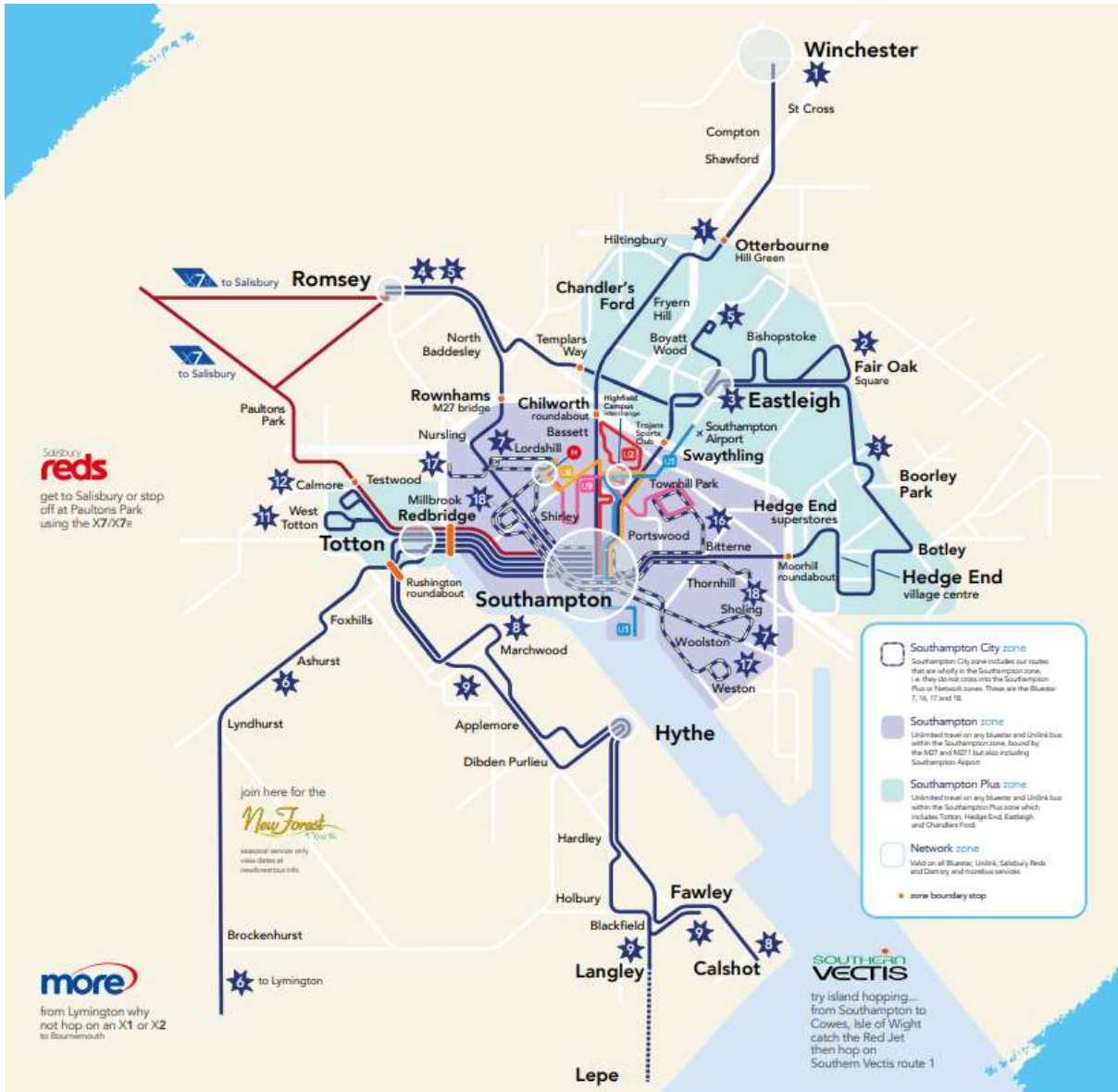


Figure 2.9 – GoSouth Coast Network Map – Southampton and wider area

GoSouth Coast operate 160+ buses in a combination of single and double deck. Depots are in Totton and Eastleigh.

Total Bus	Total	Double Deck	Single Deck	Euro VI Retro	Euro VI	WiFi	USB	Next Stop
Bluestar	131	89	42	49	66	106	109	108
UniLink	32	32	0	0	32	32	32	32

Table 2.4 – Bus Fleet - GSC

CityRed (First Group)

CityRed, part of First Group, are the second largest operator in Southampton running 27%, or 10 of the 37 bus services and carrying 28% of the annual patronage. As set out in Section 2.2.2 they operate the CityRed and Solent services.

They operate a network of services serving the suburbs of Southampton and beyond to some towns and urban areas outside of the city. See network map in Figure 2.10.

- CityRed – 8 intra and inter urbans services to Millbrook, Lordshill, Shirley, Portswood, Townhill Park, Bitterne, Harefield, Thornhill Park, Sholing, Weston and Woolston; and to Totton, Hedge End, Netley and Hamble; and

- Solent – 2 inter urban services to Fareham, Gosport and Portsmouth.



Figure 2.10 CityRed & First Network Map Southampton

They operate 65 buses mostly single decker from a purpose built depot in Portswood area of Southampton.

Total Bus	Double Deck	Single Deck	Euro VI Retro	Euro VI	WiFi	USB	Next Stop
65	6	59	42	23	52	10	65

Table 2.5 – Bus Fleet – First CityRed & Solent

Xelabus

Xelabus are the smallest operator in Southampton running 22%, or 8 of the 37, of the bus services but carry less than 1% of the annual patronage. The majority of Xelabus services are either contracted to a third party such as Southampton Science Park or supported by SCC as socially necessary service.

They operate a network of 8 services serving some suburbs of Southampton and beyond into Eastleigh. Four are contracted from SCC to provide local services to Shirley and Bitterne District Centres on specific days. One is an inter urban service to Bishops Waltham and is partially commercial.

Xelabus are also contracted to provide school and college buses to higher education establishments in and around Southampton, such as Itchen College in Sholing and Barton Peveril in Eastleigh.

They operate mostly single decker buses from a depot in Eastleigh.

2.2.3 Bus Infrastructure

Southampton has a variety of bus infrastructure to support people accessing the bus, providing information and providing buses with priority.

- Bus lanes or bus only roads, and priority at signals;
- Bus stops with raised kerbs, flags, information and shelters;
- Real Time Information; and
- On Board information.

In Southampton there is currently 2.98 miles of dedicated bus priority lanes either along main corridors into/out of the City Centre or providing bypasses to congested junctions. This is shown in Appendix 1. The bus lanes operate 24 hours 7 days and permit access for cycles, Southampton registered taxis and other authorised vehicles. There are 11 bus or

restricted sections of road (some shared with cycles, taxis and permit holders), mainly situated around the retail and cultural core of the City Centre.

There are 20 traffic signal junctions with bus priority operational. These are located mainly on the Shirley Road and Bursledon-Bitterne Road corridors. The priority system uses Automatic Vehicle Location (AVL) – vehicle locators on board the buses that interact with the main Urban Traffic Control (UTC) system. A further 12 junctions have bus priority installed but not yet commissioned.

There are 961 bus stops in Southampton with provision at the bus stop varying from a simple flag and pole to shelters with real-time information, raised kerbs, seating and lighting. 43% (410) of bus stops have shelters and SCC has an ongoing programme of renewing and upgrading stops to new high quality, high spec shelters that include information panels. Shelters are provided through a contract with ClearChannel.

Real time bus information provides live bus travel information at 229 bus stops – these are 3-line displays. In 2020 an initial trial of 6 new ‘TFT’ displays were introduced, with further phases to upgrade all RTI screens.



Eight key interchange points have information totems (in the City Centre, Southampton Central Station and at the University’s Highfield campus). Additionally, real time departure displays are in major buildings/employment hubs such as the Civic Centre, University Hospital and Town Quay. Bus operators provide data in an electronic format that can be automatically uploaded to the system and feed GPS locations of buses to the system through their on-bus ticket machines.

2.2.4 Fare & Ticketing Structures

The price point for a bus journey is a contributing factor in people’s decision making around how they will travel.

Fares in Southampton are competitive when compared to other cities, as shown in Table 2.5, and Southampton has some of the cheapest day and weekly fares in the UK. The history of competition and innovation between the main operators, along with an overarching multi-modal ticket offer has resulted in cheaper fares and supported patronage growth.

Fares are done on a zonal system and are broadly similar between operators and SolentGo but there can be significant price differences between Southampton zones and zones in Hampshire. The network zones for Bluestar, City Red and SolentGo are shown in Figures 2.11, 2.12 and 2.13.

Zone	Description	Fare	Single	Return	Daily	Weekly	Group*
Bluestar & UniLink							
Southampton City	Routes wholly within Southampton boundary	Adult	£2.00-2.50	£3.00-3.70	£3.40	£9.00	£7.70
		Child	£1.30-1.50	£1.80-2.00	£2.80	£10.00	-
Southampton Zone	Bounded by M271 & M27 but includes Airport	Adult			£3.70	£14.50-15.50	£15.50
		Child					-
Southampton Plus	Zone plus Totton, Hedge End, Eastleigh & Chandlers Ford	Adult			£6.00	£17.50-19.50	-
		Child	£2.00	£2.80	£4.60	£14.00	-
Network	Whole network including Winchester, Romsey, Waterside & Lymington	Adult			£8.00	£26.00	£24.50
		Child	£2.00	£3.40	£6.00	£16.50	-
First							
Southampton	Roughly bounded by administrative boundary	Adult	£2.00	£3.00	£3.50	£9.00	£8.00
		Child	£2.00	£2.00	£3.20		-
Southampton & Totton	Southampton plus Totton only	Adult			£5.50	£15.00-18.00	
		Child	N/A	N/A	N/A	N/A	
Southampton Plus	Southampton including West End, Netley, Hamble & Hedge End	Adult				£19.00-20.00	
		Child					
Hampshire	Across Hampshire (inc Fareham, Gosport & Portsmouth)	Adult			£7.00-7.50	£23.50-25.00	£13.00-45.00
		Child					
Xelabus							
Network	Southampton & Eastleigh	Adult			£8.00	£25.00	
		Child			£5.00	£17.00	
Solent Go Multi-Operator Multi-Modal							
Southampton Zone	Southampton and bounded by M27-M271	Adult			£5.00	£20.00	
Solent Zone	Solent area	Adult			£8.00	£30.00	

Table 2.6 – Comparison of fare zones and adult, child and group ticket offers, 2021

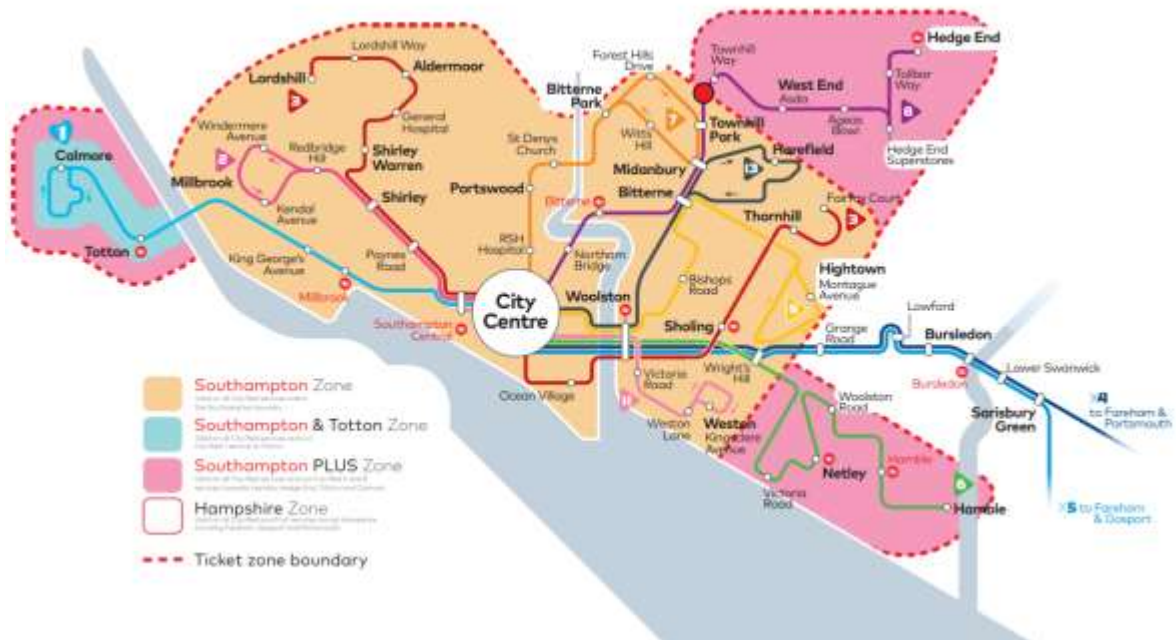


Figure 2.11 CityRed & First Network & Fare Zones

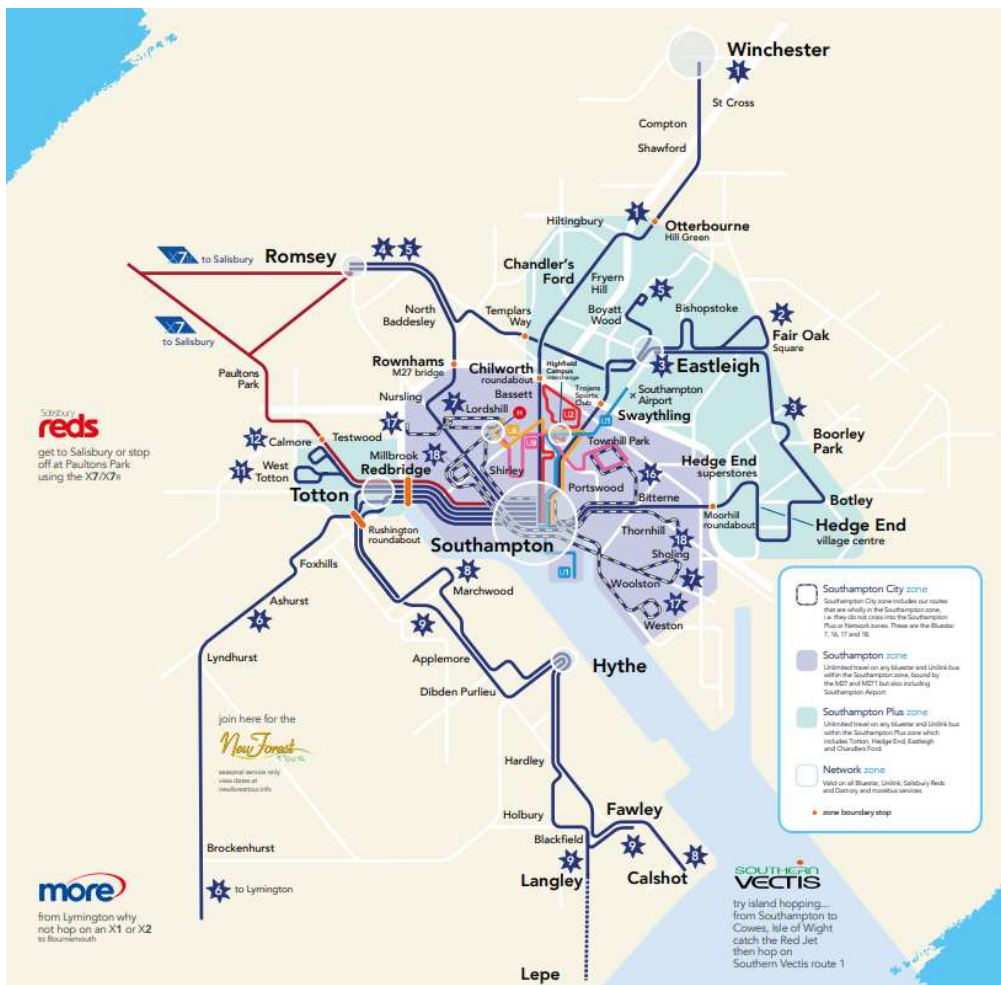


Figure 2.12 Go South Coast Network & Fare Zones

Each operator offers several other alternative fare options for number of trips, days, single, return, wider network tickets. All operators offer adult and child fares.

All operators offer child fares at 60-65% of the adult fare. These are available for those aged 5-15. At 16 the fare increases to the full adult fare. This can be a significant increase for those either still in education or not in employment.

For those travelling to college there are some products available that provide discounted college bus travel on public buses. Bluestar, UniLink and Xelabus provide offers ticket options for academic terms and years. These operate aged 16-19 and cover travel to further education colleges.

As part of their university halls fees, first year students at the University of Southampton get travel on all UniLink services included. All University students and staff get reduced price bus travel via the app.

Group travel is offered for up to 5 people travelling together at the same time and to the same place. This can provide good value for families and friends but is not a well-known ticket option.

All buses offer contactless payments via card and mobile(m)-ticket. M-tickets have increased in usage and are available via the individual operators apps and websites. There is a variety of products on sale – direct debit, daily, weekly and monthly. These are at a discount to the turn up fares. Both major operators in 2020/21 started to offer ‘Tap & Cap’ or ‘Tap On, Tap Off’ (TOTO) fares. These are capped at the day rate for the ticket and permit multiple journeys on and off an operator’s buses. These tickets are not yet available cross-operator. Through TCF all Southampton buses will be equipped with readers that will enable full TOTO.

There is a perception that fares are high, this is often from people who don’t use the bus. A SCC Survey indicated that 35% of respondents, both bus and non-bus users, were satisfied and very satisfied with the cost of travelling by bus, and 33% were dissatisfied and very dissatisfied. Among bus users there is high levels of satisfaction with the value for money of buses – Bluestar at 72%¹². 41% of those satisfied with the value for money feel that the cost of the bus against other modes of transport is good.

Comparable fares are among the cheapest in the UK. The weekly ticket offer is second cheapest on offer– Guildford was lowest at £7, and the daily tickets are on average 49% lower than the South East and 35% lower than the England averages.

Cost of Bus V Car

A comparison of daily parking, daily and weekly bus fares shows that Southampton does provides the cheapest parking, daily and weekly bus fares in the South East. Parking in most cities tends to be more expensive than the day rate for bus travel, however if there are multiple people travelling by bus the total cost can exceed the day parking rate.

Area	Daily		Weekly		Parking
	Mobile/TOTO	On Bus	Mobile	On Bus	Daily
Southampton	£3.00	£3.40-3.50	£9.00-£12.50	£9.00-£12.50	£5-8
Portsmouth		£4.50	£17.00	£18.00	£10-12
Solent Go	£5.00	N/A	£20.00	N/A	N/A
Brighton & Hove	£4.70	£5.20	£21.60	N/A	£23
Reading	£4.00	£4.00	£16.00	£17.00	£10-14
Bristol	£4.50	£5.00	£18.90	£20.00	£13.50
Plymouth	£4.70	£4.70	£21.00	£21.00	£5-12
Bournemouth	£4.10-4.40	£4.30-4.60	£19.50-20.00	£19.50-20.00	£5-20

¹² Transport Focus National Bus Survey 2019

Nottingham	£4.20	£4.20	£18.00	£18.00	£16
South East ¹³		£5.23	£18.74	£18.74	

Table 2.7 – Comparison of daily and weekly fares¹⁴

Multi-Operator Ticket

In 2013 Solent Go was launched as the first multi-modal multi-operator smartcard ticket offer outside of an Integrated Transport Authority (ITA). It succeeded the Solent Travelcard which was a paper based multi-travel card and the first scheme launched outside of an ITA through a partnership between the bus operators and LTAs.

SolentGo covers the mainland part of the Solent region of Southampton, Portsmouth and Hampshire. It is available as a smartcard and a m-ticket via the SolentGo app and bus operator’s apps. It offers a daily or weekly pass on bus and ferry (e.g. Gosport Ferry) but is priced at a premium compared to the daily or weekly offer on individual bus operators (see Table 2.6 and 2.7). There is currently no interoperability with the rail network – as part of the 2018 South Western Rail Franchise it was intended that Solent Go was integrated and has not been so yet. This has contributed to it having a much reduced or limited take up on bus – there is a higher take up on the Gosport Ferry.

There is no child fare available on SolentGo.

Figure 2.13 shows how sales of all SolentGo products have been increasing in each year with sales in 2019/20, until early 2020, above that of previous years. It should be noted that as a proportion of the total sales for bus and ferry travel this is a small percentage.

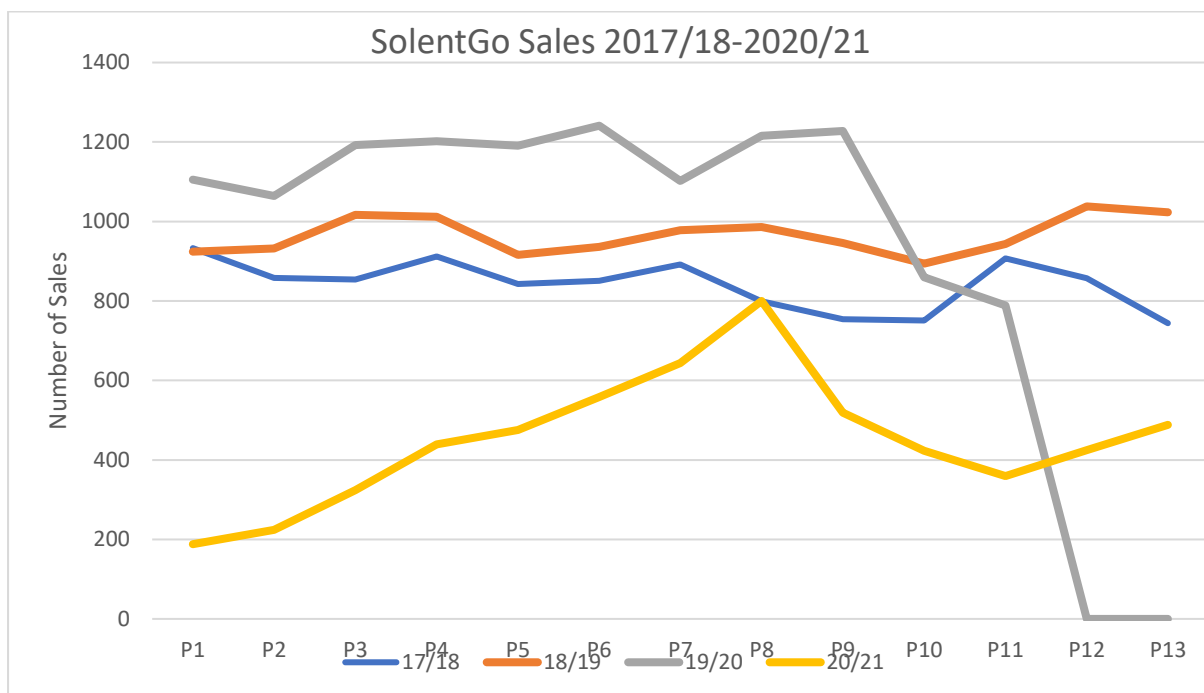


Figure 2.13 – Sales of SolentGo products 2017/18-2020/21

As part of the Solent Future Transport Zone there will be enhancements to SolentGo, integrating it with the emerging Mobility as a Service (MaaS) platform starting in 2022.

2.2.5 Interchange

The bus network is centred on the City Centre but there is no one single point such as a bus station for interchange between bus services. The routing of the bus network is also complex as buses arrived from different corridors and each individual bus service follows a

¹³ TAS Partnership 2019 National Fares Survey - [30281-REP-TAS-National-Fares-Survey-2019.pdf \(taspartnership.co.uk\)](https://taspartnership.co.uk)

¹⁴ Source – operator websites and local authority websites for parking – 2021 prices

slightly different routing around the City Centre. This has a knock on effect on bus reliability and crowding in certain areas of the City centre. Buses are also affected by vehicles accessing car parks, service areas, loading and concentrations of people acceding the bus at busy stops.

The network has developed from a historic pattern developed as the City Centre was developed in the post-war period and in response to more recent retail developments. The disjointed approach to the City Centre routing leads to additional mileage for bus operations and confusion for attracting new bus users who won't be familiar with the network.

Services call at a series of bus stops located in clusters and are numbered:

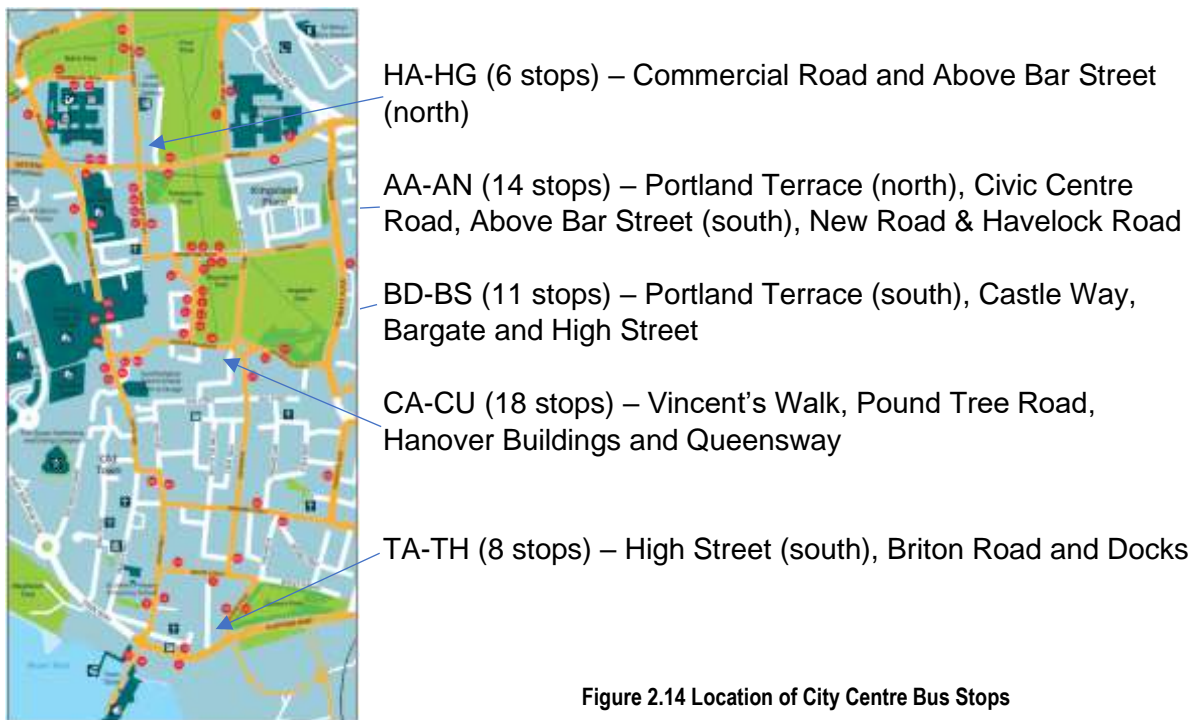


Figure 2.14 Location of City Centre Bus Stops

The busiest being Above Bar Street (south), Vincent’s Walk, Portland Terrace (south), Portland Terrace (north) and Civic Centre Road. Many of the stops are used for pick up and set down but stops in areas BD-BS and CA-CU are the key locations for terminating and layover of buses – these locations are primarily divided between Bluestar and First services. 27 services terminating in the City Centre where there can be up to 78 buses per hour terminating, with an additional 23 crossing the City Centre.

Interchange is done informally at the main bus hubs on Vincent’s Walk, Portland Terrace and around the Civic Centre.

Southampton Central Station is the other main interchange location, only the QuayConnect service terminates there on the south side of the station, along with services to the University and Airport which call there. On the north side buses from Totton & Waterside, Shirley-Romsey and the University call at a relatively modern interchange - upgraded with additional capacity in 2015 as part of Station Quarter North public realm project. These cater for most services at the station. The south side has 3 stops and is proposed to be upgraded as part of the TCF Programme by 2023.

The University’s main Highfield Campus is the hub for the UniLink services and has interchange with National Express coach services.

2.3 LTA Financial Support

2.3.1 Supported Services

Of the bus services in Southampton pre-pandemic 90% are operated at a commercial level. The level of funding from SCC to supported services has reduced by 96% since 2009.

The impact of Covid has seen a reduction in the number of bus miles done with services reducing frequency or hours of operation. As of Summer 2021 buses in Southampton were operating at least 90% of their pre-pandemic levels of mileage.

SCC currently financially supports four services wholly and these are operated by Xelabus. These services provide socially necessary services connecting people in areas often not served by commercial services with local shopping and health care centres on certain days of the week. The supported services are in Table 2.8.

Service	Route	Journeys Made	Annual Subsidy	%age subsidised	Weekly Mileage (km)	Annual Mileage (km)
X12	City Centre-Fremantle-Shirley	4 Journeys/Day Tuesday & Thursday	£23,000	100%	69.12	3594.2
Bitterne Hoppa 1	Midanbury-Bitterne	3 Journeys/Day (Mon, Wed & Fri)		100%	40.5	2106.0
Bitterne Hoppa 2	Sholing-Bitterne	3 Journeys/Day (Mon, Wed & Fri)		100%	73.4	3818.8
Bitterne Hoppa 3	Thornhill-Bitterne	1 Journey/Day (Mon, Wed & Fri)		100%	43.59	2266.6

Table 2.8 – Southampton Supported Services

2.3.2 Concessionary Fares and Travel

In 2019/20, there were 5m elderly and disabled concessionary passenger journeys made in Southampton. This accounted for 24% of all journeys. The remaining three-quarters of journeys were made by fare paying passengers, this is compared to 72% for the South East as a whole. Whilst the overall patronage has grown in recent years, the number of elderly and disabled concessionary passenger journeys has decreased by 1.6% since 2011/12.

Almost 30,000 older and disabled people passes were issued in Southampton in 2019/20, with older passes accounting for 88% of all passes issued. The proportion of eligible people taking up the pass in Southampton is lower than the South East average at 71%.

As Figure 2.14 shows, the proportion of concessionary fare travel out of overall bus journeys in Southampton is lower than Hampshire and comparable places. This reflects the different nature of the areas.

The Concessionary Fare scheme starts at 0900 to 0030 for Southampton residents and 0930 to 2300 for those non-Southampton residents. This is a local enhancement to the national scheme. The annual budget for Concessionary Fares is approximately £3.8m.

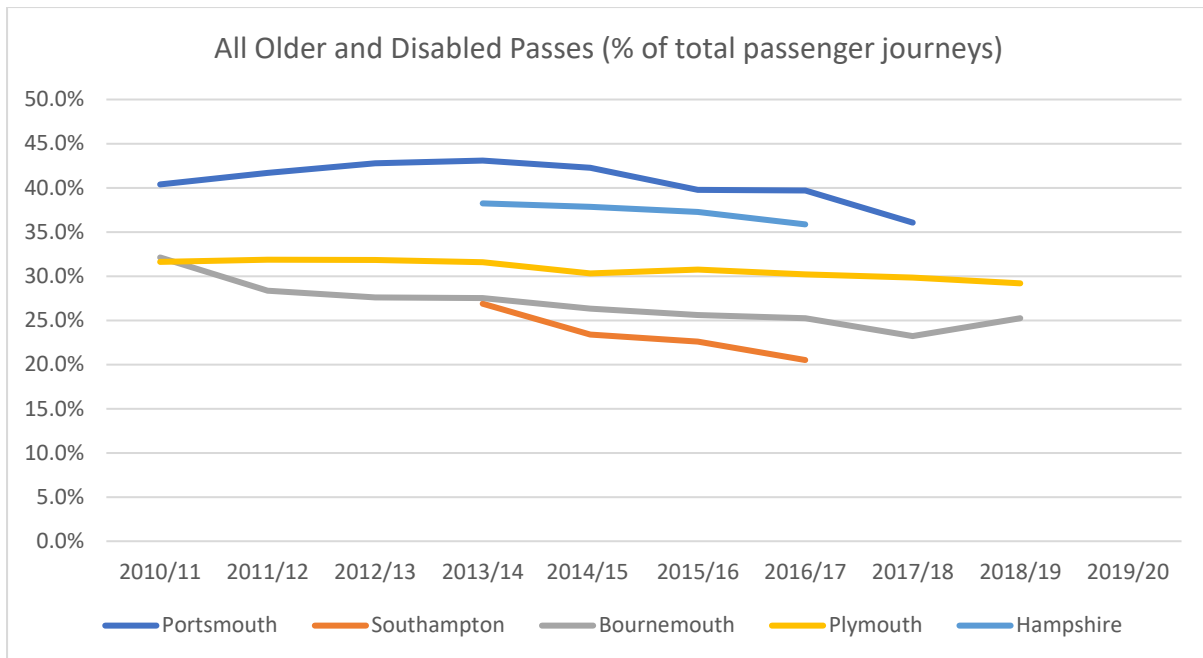


Figure 2.14 – Comparison of Concessionary Travel as proportion of all bus journeys

2.3.3 BSOG

SCC receives £75,112 of Bus Service Operations Grant (BSOG) annually. This goes towards the provision of the Supported Services set out in Section 2.3.1. The funding is ringfenced for service provision and the provision of infrastructure associated with those services.

2.4 Other Factors Affecting Buses

2.4.1 Demographics

Southampton's resident population is 254,000¹⁵, this has increased by 23.5% from 204,000¹⁶ in 1991. Southampton also has a relatively young population, with an average age of 32.2 (compared to a national and South East regional average age of 40)¹⁷. In 2017, 20% of the resident population was aged between 15 and 24 years (compared to 12.4% nationally). This is largely due to Southampton having over 40,000 students at its two universities – making up 18% of the population. In the Bargate ward within the City Centre, 37.2% of the population are aged 15-24 reflecting the large student population there.

The population is expected to increase to 270,000 in the early 2040s – 6% higher than now. The greatest increase will be in the 60+ category and this will affect future demand for concessionary bus passes and timings of bus services.

Southampton has 9,300 people claiming out of work benefits and 5.6% of 16-17yr olds are classified as Not in Education, Training or Employment (NEETs). Around 500 young people in Southampton are Young Carers.

2.4.2 Car Parking

In Southampton City Centre there are over 16,450 publicly available car parking spaces spread across on and off-street locations. These are operated by SCC and private operators such as NCP, Ikea or West Quay. Table 2.8 shows the split between the publicly

¹⁵ 2018 ONS Mid Year Population Estimates

¹⁶ ONS Mid Year Population Estimates 1991-2017

¹⁷ ONS Mid Year Population Estimates 2017

owned car parks, publicly accessible privately owned, and the number of on-street parking spaces.

Ownership	Spaces	Percentage of Spaces	All Day Parking Charge
SCC Off-Street Car Parks	5,143	31%	£5-8
Private Publicly Accessible Car Parks	9,660	59%	£5-10 (WestQuay)
On-Street Parking	1,647	10%	N/A
Total	16,450		

Table 2.9 – Car Parking in Southampton

The quantum and cost of parking is considered to be inexpensive in Southampton and an acting as an attractor to car-based trips into the City Centre for work or shopping. The presence of a large number of private publicly accessible car parks is a legacy of development over the past 20 years. The long-term approach in the LTP is to develop a ‘Parking Ring’ of car parks close to or on the Ring Road with good walking links into the City Centre allowing car parks in the centre to be relocated.

Parking standards for new development are provided in a Supplementary Planning Document (SPD). In high accessibility areas (on or within 400m of a high frequency bus route) and the City Centre the level of parking provision is reduced. This is to reduce parking demand and encourage use of sustainable and active travel.

2.4.4 Air Quality

Southampton is the eight most polluted UK city, with high concentrations of air pollution, particularly for Nitrogen Dioxide (NO₂/NO_x) and Particulate Matter (both 2.5 and 10). Southampton, and part of the New Forest, were identified by DEFRA in 2015 as one of the first tranche of cities unlikely to achieve NO_x limit values. Exposure to these emissions contributes to an estimated 110 early deaths a year – or 5.6% of all deaths in Southampton, compared to national average of 5.3%.

There are eleven Air Quality Management Areas (AQMAs) in Southampton with transport being the largest contribution in each of them.

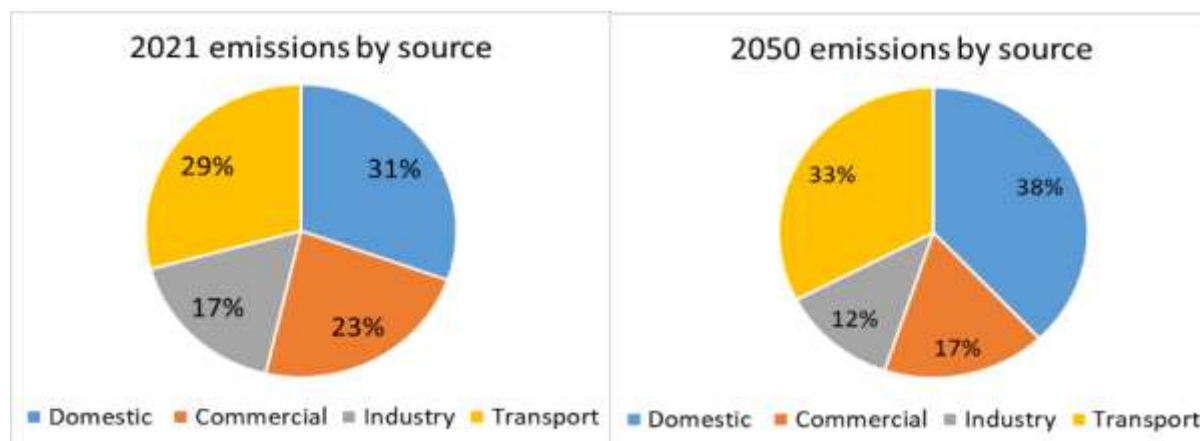


Figure 2.15 Carbon Emissions by Sector, Southampton 2021 and 2050

DEFRA has issued Southampton a ministerial direction to deliver a Local NO₂ Plan in partnership with the government’s Joint Air Quality Unit (JAQU). This includes the requirement to ensure that buses are Euro VI equivalent diesel standard or better.

Investment has started in making the bus fleet low emissions with new Euro VI vehicles or retro-fitting technology in older vehicles.

2.5 Analysis of Bus Services Against BSIP Objectives

This section provides an analysis for how Southampton’s bus network and services are performing against the BSIP and National Bus Strategy aspirations.

Aspect of bus service provision	Strengths	Weaknesses
Bus (network)	<ul style="list-style-type: none"> • A strong core bus network of frequent and direct services connecting city centres to majority of suburban areas • Radial bus network means main corridors have good frequency – ‘turn up and go’ frequencies • Sustained growth in bus patronage on flagship interurban and high frequency urban bus routes • High user journey satisfaction – 89% • A modern and attractive bus fleet with RTI, Audio-Visual displays, contactless payments and WiFi and charging points • Low emission and young (2.5yrs average) fleet compared to other cities and entirely Euro VI 	<ul style="list-style-type: none"> • Bus network predominantly operates on shared road space. Congestion at peak times, especially on key road corridors to/from centres of main towns, leads to reduced punctuality and journey time reliability, and increased journey times • Very high frequencies on Shirley and Itchen Bridge corridors potentially giving an imbalance to areas with little or no service • Pockets of ‘bus deserts’ in certain areas of city – Lordswood, Upper Shirley, Harefield due to lack of bus services (as these are not commercially viable to operate) or poor penetration of services • Limited service frequency to some suburban areas e.g. Hedge End, Romsey • Few cross-city services that don’t require interchange in City Centre – e.g. Bitterne to Hospital, Woolston to University, and no ‘orbital’ service • Accessibility from the east is impacted by geography and severance of the River Itchen and railway means bottlenecks impact reliability • Limited investment in the highway network for bus priority lanes • Terminal points are poorly lit with poor road surfacing
Bus Network (operators)	<ul style="list-style-type: none"> • Strong competition on some routes have led to low weekly fares • Strong operator brands and recognition with users • Smaller operators active and engaged 	<ul style="list-style-type: none"> • Some duplicated route numbers across different bus operators’ bus services – that may cause confusion for customers. • Reduction in support for less viable bus services
Bus Network (development)	<ul style="list-style-type: none"> • Ongoing evolution and development of the network, reacting to need • Aspiration for a Southampton Mass Transit System and integration with rail 	<ul style="list-style-type: none"> • Locations of new development have not been chosen with ease of serving by bus in mind, making it difficult to serve well with commercially viable bus services • Where no pump-priming funding is available to reduce financial risks, operators are reluctant or unwilling to take commercial risks to serve new development or to increase service frequencies where passenger numbers will take time to build up to cover the operating costs • Getting the network to integrate into the City as it grows with new development

Bus Network (City Centre)	<ul style="list-style-type: none"> Well served City Centre, with all bus routes terminating or passing through Elements of bus priority and bus lanes leading to City Centre – Northam Road and Shirley Road Bus travel is worth £275m to the economy 	<ul style="list-style-type: none"> No single focal point in the City Centre with complex and varied routing for buses Limited interchange at Central Station for services from the east Constrained, shared road space, radial in nature Limited capacity/space for terminating services to layover
Bus Network (Park & Ride)	<ul style="list-style-type: none"> Park & Ride has been identified through TCF as incremental approach starting at weekends/ major events in partnership with the NHS Trust 	<ul style="list-style-type: none"> No public P&R provision is currently available to serve journeys into Southampton city centre Hospital (staff only) P&R bus services are operated under contract and so are not currently integrated with local bus services Public P&R needs to compete with relatively low car parking tariffs and high supply
Socially necessary DRT & Community Transport provision	<ul style="list-style-type: none"> Active and supported community transport services, including community minibus, dial-a-ride and voluntary car share schemes Good supply of taxis and private hire vehicles in main urban areas, including taxi ranks at larger rail stations 	<ul style="list-style-type: none"> Scope and supply of service limited by funding constraints Lack of integration of community transport provision with hospital transport services and special educational needs transport
Bus-Bus, Bus-Rail & Bus-Ferry Interchange	<ul style="list-style-type: none"> All public transport modes accessible from City Centre Legible bus network branding and distinctive flags, shelters and maps In main towns, rail stations are key points of interchange, connecting the train network to the local bus network with good waiting facilities Multi-modal interchange opportunities at University, Airport, and ferry terminal at Town Quay Opportunity for further integration with cycling, micromobility, rail and walking 	<ul style="list-style-type: none"> Interchange in some town centres is spread out - with some public transport modes requiring a walk (e.g. between railway station and nearby bus routes). Limited high-quality interchange hubs, with facilities, apart from at some bus stations and key rail stations
Fares, ticketing and Multi-operator & multi-modal	<ul style="list-style-type: none"> Overall fares are cheaper than average but perception among non-users that they are higher Existing Solent Go multi-operator, multi-modal ticket covering South Hampshire, Southampton and Portsmouth – offers three ticket zones and carnet ticket products Involvement in Project Coral Tap On, Tap Off/Capped Fares has been introduced Solent Future Transport Zone and Mobility as a Service 	<ul style="list-style-type: none"> Interoperability and acceptance of bus tickets between operators Limited uptake of Solent Go ticket which is offered at a premium Child fares increases at 16 to full adult
Partnership and Investment	<ul style="list-style-type: none"> Good partnership working, showcased by very effective voluntary partnerships between operators and local authorities 	<ul style="list-style-type: none"> Covid-19 pandemic has resulted in decline in passenger numbers, which are likely to take time to recover to pre-pandemic levels. This reduction in

	<p>and successful bids to Central Government</p> <ul style="list-style-type: none"> • Sustained spend from SCC on infrastructure • Proactive commitment from key employers and institutions showcased by the success of the Unilink bus network • Sustained investment and development of the network from operators 	<p>revenue will affect ability to invest in fleet replacement and decarbonisation.</p> <ul style="list-style-type: none"> • Changes in political administrations and sufficient internal resource to be a strong & intelligent client
--	---	--

Section 3 - Headline targets

This section will set out the ambition and targets for buses in Southampton, the City Region, and specific corridors in the city. The performance of these targets will be reported on every six months via website <https://transport.southampton.gov.uk/connected-southampton-2040/bus-service-improvement-plan/>.

3.1 Targets for journey times and reliability improvements

Southampton Target – Reliable Bus Journey Times

- A year on year improvement in bus journey time reliability
- Corridor specific targets

Southampton Target – Reliability and Punctuality

Improve bus punctuality so that 95% of bus services operating to time

3.2 Targets for passenger growth and customer satisfaction

Southampton Target – Passenger Growth

Continue to grow annual bus patronage in Southampton and by 8% in the City Region as travel recovers from the Covid pandemic.

When patronage in Southampton reaches pre-pandemic levels for look to reach 25m journeys within 5 years.

Increase the people mode share of bus into the City Centre

Southampton Target – Passenger Satisfaction

Increase bus passenger satisfaction across Southampton

Section 4 – Delivery

4.1 The Vision

This section will set out how Southampton City Council, local bus operators and stakeholders will work together to deliver an improved bus offer for people living, working and visiting Southampton. Doing this is to achieve growth in the number of people using the bus, making it a viable alternative to the car, and supporting how people move around Southampton as it grows into the future.

As Southampton's economy recovers from the Covid pandemic we have the ambition that buses will play a vital role in getting Southampton moving. There have been some fundamental changes in how people get around, the times of day that they travel, and why they travel. Buses have always played an important part of the transport mix for Southampton and they will continue to do so contributing significantly to the local economy. As the economy re-builds we need buses to recover to where they were before the pandemic and then grow so they are a viable and attractive alternative to the car. As we look to a future and our commitment to be net zero carbon by 2050¹⁸ we need to support decarbonisation of all transport including buses.

There is an opportunity, bearing in mind the recent successful history of joint working in Southampton, to strengthen this partnership further. This collaboration will develop both the infrastructure and the bus services provided during the BSIP period.

A shared overall vision has been developed for the BSIP

That buses are an attractive choice where the bus network is built on reliability, carbon-neutral, integration, value for money, inclusivity & partnership to keep Southampton moving, to meet its needs now and in future

The BSIP will set out the approach the partnership will take and form the basis for the commitments in the Enhanced Partnership Plan and Schemes.

4.2 The Ambitions

This section sets out the shared ambitions for buses in Southampton between SCC, local bus operators and stakeholders.

4.2.1 Ambition 1 – A network that is accessible for all, integrated, and frequent

We will commit to maintain then develop Southampton's bus network so that it is accessible to all, looking at opportunities to enhance services and grow patronage. It will continue to be based on a nodal approach providing access and better connectivity to the main locations in Southampton, and the City Region (City Centre, District Centres, universities & colleges, hospitals, the Port & Airport, and employment hubs). The main arteries of the network will have a 'turn up and go' frequency of at least every 5 minutes as core.

We will take a corridor approach for assessing and developing plans for them incorporating accessibility, walking and cycling improvements. We will start with the corridors that have been identified in the LTP, looking at all services on it, then at bus services depending on how they are recovering from Covid, their level of service, and amount of delay for buses. From the corridors we will look at services as they branch off serving individual areas of the city. This will include a looking at how the whole network is operating now and whether there are areas of Southampton that require additional services, enhancement or changes.

To ensure that people can access buses the route to the bus stop and onto the bus needs to be easy, safe, and accessible. Through accessibility audits we will ensure that routes to the bus stops and footways are in a good order. To make sure that there are no digital deserts we

¹⁸ SCC Corporate Plan 2021

will include assistive technologies and independent travel training to help people – young and old – to live independently for longer.

‘Rapid Bus Corridor’ – the flagship corridors of the network are ‘turn up and go’ with a frequency of least every 5 minutes. These will often extend from the City Centre to District Centres or other key destination such as UHS Hospital, Eastleigh or Totton. From here they will branch out into residential areas. From the District Centres the corridors will be combined services that equal the high frequency service and will be commercially operated.

The aim for each corridor would be to reduce end-to-end journey times and stops, with improved service reliability and punctuality, and the customer experience and will be the focus of investment to get the biggest return.

The features of a Rapid Bus Corridor are bus priority, links with Park & Travel options (e.g. rail or micromobility), Express/Limited stops services, waiting facilities including larger Super Stops, journey information, modern zero emission vehicles, customer experience, information and technology.

We will use the identified Rapid Bus Corridors developed for TCF, two of which are being implemented through TCF. The corridors are:

1. Southampton to Totton and Waterside (TCF),
2. Southampton to Shirley and Romsey (inc. Lordshill & Redbridge),
3. Southampton to Chandler’s Ford,
4. Southampton to Portswood, Townhill Park and Eastleigh (TCF),
5. Southampton to Bitterne, Thornhill and Hedge End, and
6. Southampton to Bursledon, Hamble, Weston and Woolston.

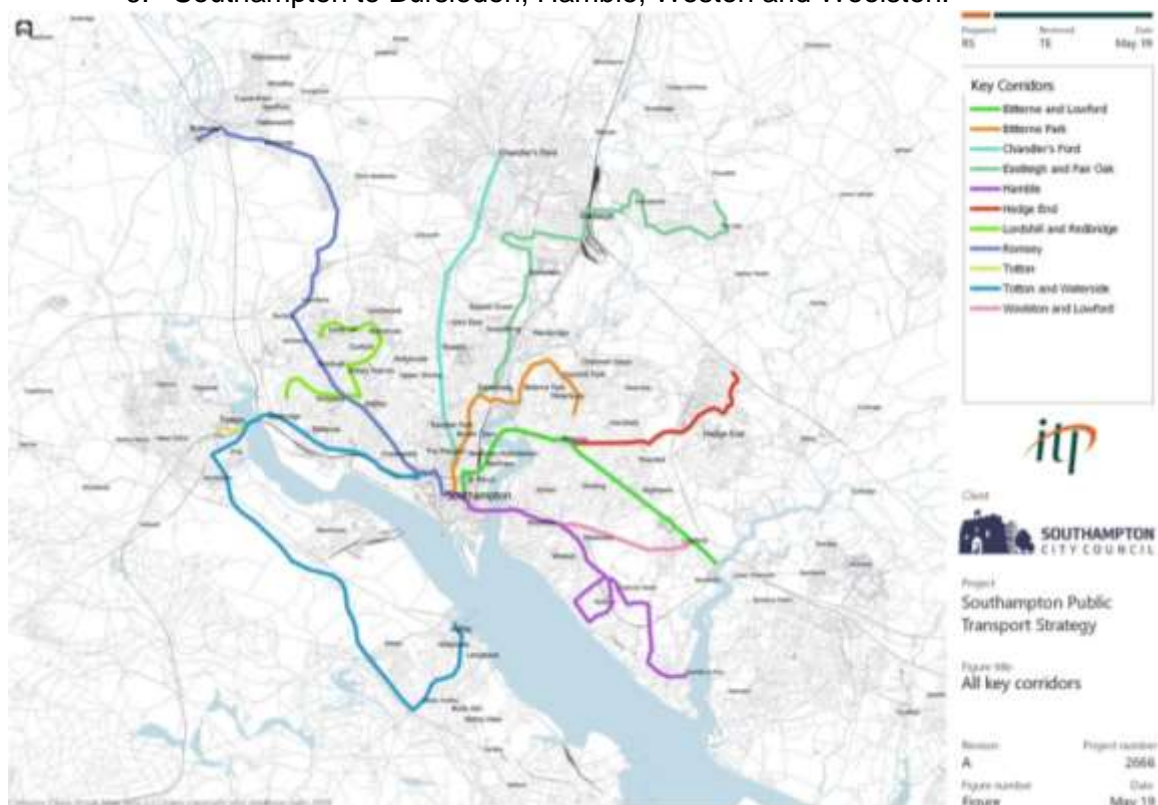


Figure 4.1 – Southampton Rapid Bus Corridors

Local Bus – off the main corridors where individual bus services branch off – these are often wholly commercial and connect into the residential areas. They merge together to make the Rapid Bus Corridors, and could provide a variation in level of service on that corridor – a combination of Express limited stop and all-stop.

Social Bus – the non-commercial where there is less demand or variable demand, these would also include flexible demand responsive transport. These may have no prospect of reaching commerciality and require ongoing financial support to deliver bus or DRT services. They could include crowd sourced routes or flexible minibus services, or conventional buses or specialist transport.

Park & Ride – develop a network of Strategic & Local Park & Ride (or Travel) sites where people can park and continue to their destination by bus, train, cycle, walking or car share.

Recovery Routes – which may have become unviable through the pandemic but need short-term support to enable them to survive, and then progress to Local or Rapid status.

Whilst this BSIP is focussed on improvements to services operating within the city boundary, we will work closely with other stakeholders, including HCC and National Highways, to overcome bus reliability issues outside of the city. Addressing issues on cross-border routes, such as congestion caused by the Strategic Road Network, can improve bus journey times on routes to/from the city.

The Rapid Bus Corridors will be the initial focus of investment over the next 5 years. But we will also look at what needs to be done on the Local Bus routes to complement and augment the corridor works.

We will:

- Continue to deliver the improvements along the TCF corridors and interchanges by 2023;
- Kickstart a Park & Ride service from Southampton West P&R (delivered through TCF) at weekends only initially (infrastructure funded as part of TCF) from 2023;
- Carry out an objective Journey Time Saving Study with the bus operators during 2022;
- Carry out a multi-modal study and plan for the Shirley-Romsey corridor (linked with cycle & walking plans) by autumn 2022 to ensure consistent service and priority and seek delivery from 2023;
- Develop and deliver the remaining Rapid Bus Corridors in partnership with Hampshire County Council – Chandler’s Ford and Bitterne-Thornhill-Hedge End by 2026;
- We will carry out accessibility audits to bus stops and prioritise footway improvements on bus routes as part of our annual maintenance programme;
- Work with SPECTRUM and other disability groups to develop assistive technologies to help make the bus a less intimidating experience for disabled users;
- Continue Independent Travel Training, including adults who would benefit from support in living independent lives;
- Continue business case work for funding to remove the major capacity and resilience bottleneck for buses at Northam Rail Bridge (on Bitterne corridor);
- Develop a programme for local bus pinch points on the Local Bus network;
- Continue to integrate the network with other modes including rail, shared mobility and cycle network;
- We will work in partnership with other stakeholders, including HCC, National Highways and Transport for South East (TfSE), to develop and deliver improvements to the Strategic and Major Road Network that help reduce severance and unlock bus travel benefits across the City Region;

- Finalise commerciality and enhancements to services to maintain pre-Covid network, then increase frequency, running day (earlier or later services), Sunday services. These include kickstart funding for:
 - Service enhancements in Harefield and Freemantle, increasing to half-hourly across the day and on Sundays;
 - Evening and Sunday services;
 - Services enhancement to increase frequencies in Upper Shirley, Townhill Park, and Lordshill;
 - New services between Harefield and the Hospital, and between City Centre, University and Southampton Science Park; and
 - Enhancements to the socially necessary services – Bitterne Hoppa, X12.

4.2.2 Ambition 2 - Buses are an attractive alternative – fast, attractive & reliable

We will make buses an attractive alternative to travelling by car by making them fast, attractive for new and existing customers, and be reliable. This is important as reducing journey times by bus will act as an attractor to get more people to use the bus. It also helps to improve the efficiency of the bus network, reducing operating and maintenance costs for the bus operators and enabling further investment in decarbonising the fleet and the fare offer to passengers.

We will commit to developing and delivery of bus priority along the Rapid Bus corridors that balances needs of bus users against other road traffic, looking at measures to help through local pinch points, and then use technology to enforce them. This will have the aim of improving end-to-end journey times and reliability so that buses are attractive for people to use.

Include:

- Targets for speeding up journey times with investment meaning faster, reliable and more attractive movement through main corridors;
- Turn up on time services, with a 'turn up and go' frequency as a core; and
- Confidence in predictable end to end journey times.

We will:

- To take a corridor approach in Journey Times Improvement Plans so that there is a demonstrable improvement in bus journey times balancing the needs of other users – using information provided by the bus operators and data to prioritise as part of either Rapid Bus Corridors or other local pinch points;
- Develop Express Bus services along Rapid Bus Corridors;
- Where there is the ability provide buses with priority to improve their reliability;
- Use Traffic Signal Priority widely across Southampton completing roll out of in-signal priority by 2024;
- Create opportunities to shorten bus journeys with bus only streets or accesses;
- Use parking and traffic management tools to reduce delay e.g. Red Routes, enforcement, and linking CCTV between buses, central Urban Traffic Control to manage traffic;
- Continue to enforce bus lanes and expand the network of cameras to other areas where there is contravention of bus lanes and other legal powers for enforcement of moving traffic offences from 2022;
- Provide consistent hours of operation for bus lanes and permitted vehicles – emergency services, Southampton registered taxis, cycles & scooters (subject to outcome of trial);
- Look at the parking pricing and supply in the City Centre;

- Through BBLP manage roadworks more efficiently using tools such as permits, CCTV, or co-ordinated utility works so that disruption from roadworks for buses is minimised; and
- Ensure that the maintenance of the highway and its assets creates a smooth ride quality for buses.

4.2.3 Ambition 3 – Bus travel is affordable and achieves multi-operator access

Travel by bus in Southampton is already among the highest in the country and this has helped support the growth of bus travel over the past decade. SolentGo was the first multi-modal smart ticket solution outside of a major ITA and helped to shape multi-operator ticketing. Recent investment has seen the launch of Tap On, Tap Off/Capped Fares within Southampton, and investment in the technology through TCF.

We will look to make tickets simple and easy to understand with affordable value for money fares. Multi-operator fares should not attract a premium over single operator fares. We will work towards a capped fare system that provides the best value for money for people travelling by bus regardless of operator.

We will improve the range of SolentGo products with Hampshire and Portsmouth through the new Mobility as a Service (MaaS) platform. This will include continued integration with other modes including the rail network, and public bike and scooter hire for green first and last mile journeys. Tap On, Tap Off technology, is fundamental for resolving issues around simplifying Solent Go fares.

We will look at innovative ticket products including making group and family travel affordable and supporting young adults with products that help them get to education, training, employment or leisure opportunities in Southampton and into Hampshire.

We will:

- Finalise the roll out of capped fares with Tap On, Tap Off readers in Southampton and then into the wider zones, so that people are charged the best value fare for their journey. This will help to simplify and make fares value for money recognising that people have different journey needs and use the bus at different levels of frequency;
- As the back office develops through the DfT and bus industry's Project Coral, we will work to expand capped fares to period tickets – weekly, monthly or multiple day (e.g. 3 out of 5). This will simplify fares and make it easier for passengers by giving them the best value fare for the journeys they make;
- Work with Solent Transport on the Solent Mobility as a Service (MaaS) product launching in 2022;
- Innovative fare and ticket offers such as £1 Evening Fares, for those actively seeking jobs, NEETs, Young Carers, and Family or Group Travel offers that make it good value for money for those wanting to travel by bus;
- Work with operators, and neighbouring LTAs on agreeing a consistent upper age limit for child fares across the Solent;
- Develop a Solent-wide Young Persons product, through the National Young Persons Travel Card project led by consortium of LAs and bus operators, that provides discounted bus travel;
- Provide tools that inform people about the bus, how easy it is to use, dispel some of the myths and then keeps them using the bus;
- Work with South Western Railways, and other Train Operating Companies, on integrating bus and rail travel, via SolentGo, MaaS, and PlusBus, using contactless or app;

- We will build on the existing SolentGo multi-modal product and its family of products so that more modes are included as it is integrated with rail and micromobility, the premium charged is reduced, and can provide more flexibility:
 - New zonal ticket for Southampton City Region that covers cross-boundary public transport trips,
 - New 'hoppa' tickets to allow multiple trips in a 60-minute period across operators,
 - Carnet tickets to give customers discounts on bundles of 5-day tickets,
 - Expand Solent Go to cover all local ferry and rail services in the Solent (initially South Western Railway but to include the other train operators).

4.2.4 Ambition 4 – Buses will be easy to understand and use

Southampton already has strong My Journey sustainable transport brand led by SCC with support from individual bus brands with Bluestar, UniLink and City Reds. This is alongside the Solent Go and emerging MaaS brands. The operators have invested heavily in the look, design and branding of the buses which are distinct and have good recognition.

In 2012-14 Southampton introduced the Legible Bus designs for a consistent standard of flag design, shelters, timetable information and stop name. This provides a complete information offer to bus users that is consistent. It has been rolled out on the main bus corridors and partially into some suburban areas. Timetables and maps are still paper based. There are still operator provided flags and timetable information that are regularly updated. Legible bus is a complementary offer to the Legible Cities suite of wayfinding and mapping systems for people walking.

There is no one overarching 'bus brand' that is Southampton specific and providing a simple gateway for users. There are the separate bus brands, the Legible Bus brand, My Journey, Solent Go and the emerging MaaS brand which does not make sense or benefit the end user. The approach is to simplify this that retains the individual bus operator's brands but has a Southampton ident as a wrap around.

Of the 961 bus stops, 43% have shelters and 24% have real-time information (RTI) screens. The RTI screens have been rolled out and trials of more flexible TFT/flat screens, which offer improved lighting day or night and can display images as well as text, have been introduced on Shirley Road.

SCC and the bus operators have a strong relationship of working together on promotion and marketing campaigns for buses supported by the My Journey brand. Each operator has their own marketing team for bespoke campaigns which provide additional profile raising for buses.

We will:

- Complete an audit of all bus stops in Southampton to develop a robust baseline on asset and condition in 2022;
- Improve all bus stops in Southampton to have as a minimum a Legible Bus Network flag and pole, a shelter where possible, bus stop road marking and clearway, lighting, safe routes to the stop, raised kerbs with accurate timetable and route information over a 4 year period;
- Develop a joint Service Level Agreement with BBLP, bus operators, RTI, shelter and electricity providers to ensure that bus stops and shelters are repaired and maintained quickly;
- Programme of auditing and improving bus stops
 - Enhanced Bus Stops - on main corridors and highest frequency routes with shelters, security (CCTV and lighting), RTI, timetable & maps, bus stop marking & clearway and seating;

- SuperStops – in busiest locations larger stops that have capacity for more buses and passengers, longer sections of raised kerbs, RTI, bus stop markings and clearways, larger shelters, timetable & maps, more information and onwards travel, security (CCTV and lighting), seating, opportunities for connections with micro-mobility and greening.
- Improve the timetable provision, including investigating e-ink screens that can provide the latest scheduled timetables for all services combined rather than individual operator paper versions – pilot in 2022, with wider roll out by 2025;
- Expand roll out of RTI to most stops with updated displays that are dynamic (e.g. TFT) and used for campaigns. Where a stop is flag only use an equivalent dynamic RTI display – SCC to lead with BBB funding – by 2025;
- Further rollout of Legible Bus Network branding in line with existing protocols regarding branding, which will replace any operator specific bus stop flags. All future stops being to the Legible Bus Network specification;
- Two windows per year will be identified when timetable changes (other than emergency timetables, contract services such as school/university and seasonal summer uplifts) are made, and this will be publicised by both the local authority and operators;
- Continue to work collaboratively on combined multi-operator multi-authority publicity and marketing campaigns for buses that aim to get people back on the bus and to attract new bus users;
- Retain the distinct branding for each operator but develop a Southampton or Solent 'ident' that provides a consistent local identity as the one unified point (i.e. the TfL 'roundel' or My Journey) for buses, and other forms of sustainable transport, that is used on buses, maps, promotion, at bus stops, MaaS, shelters, RTI, timetables etc;
- Work with communities, including schools at end of primary and secondary levels, to introduce students to the bus as the next generation of bus users – combined with any promotional offers;
- Work with the Southampton Travel Plan Network and Travel Demand Management programmes to promote bus more to workplaces;
- Commit to reviewing the online and print Southampton Public Transport Map annually to enhance integration with other public transport modes – rail and ferry, MaaS and micromobility.

4.2.5 Ambition 5 - Buses are integrated with other modes and into the City

Buses are an important part of the transport network and as the city grows buses will need to be integrated so that they can serve new developments and opportunities. Integration with other modes, particularly rail, ferry and micromobility, so there is a seamless and clean journey from door to door. Southampton is already rolling out a network of local mobility hubs where there is close integration between modes and a variety of travel options. This network can grow so that all forms of sustainable transport are integrated, and people are able to transition from one mode to another seamlessly whether that is by foot, bike, scooter, bus or rail.

Better interchange facilities and integration of other sustainable modes at our railway stations will help provide continuous and seamless journeys. Better connectivity to port and ferry terminals are also vital, including Town Quay - a gateway to Southampton from the Isle of Wight and New Forest via ferry and water. These terminals are often fragmented from the rest of the city and interchange with bus, and other modes, is poor.

We will:

- Complete the TCF Southampton Central Station interchange project to create a world-class gateway to Southampton and integrate with the Mayflower Quarter masterplan area;
- Develop a network of Local Mobility Hubs and Park & Travel sites working with private sector micro-mobility and shared mobility providers. Continue to roll out hubs beyond TCF in Shirley, Swaythling, Bitterne, Sholing, and Redbridge/Millbrook, and smaller versions at busier bus stops;
- Work with South Western Railway and other train operators to ensure greater integration of rail and bus with information, coordinating timetables, ticketing, and offers and on interchange facilities at local rail stations;
- Work with Red Funnel and ABP to improve the ferry-bus connections and facilities at Town Quay with bus and ferry information, ticketing and interchange facilities;
- Ensure that the emerging Southampton Local Plan includes buses with bus accessibility as a key part of creating a green and sustainable city, new developments will need to incorporate bus facilities, access if required, and contribute to bus schemes or routes, and ensure that developers contribute to delivery of public transport schemes and infrastructure.

4.2.6 Ambition 6 – The City and District Centres are hubs within the network and buses support their sustainable growth

The City Centre is the busy hub of the bus network with 100 buses per hour passing through it and offers longer-distance connections by rail. The City Centre is also the retail, cultural and employment hub of the City Region so should be the hub of the network. District Centres perform a similar role in a localised way, particularly for day-to-day retail or social needs. Both need to be served by bus to support their economic growth and function bringing in people for work, to spend money or for health care.

We will continue to support the City Centre and District Centres as the hubs of the bus network with high frequency bus services and high-quality interchange and waiting facilities.

As the City Centre grows and develops, we will incrementally evolve the bus network so that it provides direct access to the places where people want to go. The routing buses will be simplified with new hubs so that passengers know where to get their bus. A bus priority loop will be implemented over time connecting the main bus hubs – Albion Place, Above Bar Street and Vincent’s Walk.

We will:

- Deliver the bus hub improvements through TCF;
- Deliver improvements and upgrades to Vincent’s Walk bus hub;
- Upgrade bus stops and routes to them in District Centres to SuperStops (see Ambition 4);
- Update the real time bus information in busy locations such as West Quay, Civic Centre, Town Quay, Central Station.

4.2.7 Ambition 7 – Modern buses lead the way for the decarbonisation of transport

A modern and clean bus fleet that reduces the impact on the environment and provides passengers with a high quality space to travel is important to meeting carbon and passenger goals. Southampton already has a modern fleet with all vehicles operating in the city at a Euro VI or equivalent emissions standard. This has been achieved with a young fleet averaging 2½ years old and a retrofitting emissions programme over the past 4 years.

Southampton is legally required to reduce NOx and NO2 emissions and following the investment in Euro VI vehicles, there is a requirement to ensure these improvements are

maintained. All buses in the city need to be operating to at least a Euro VI standard or equivalent.

Customers are provided with a high-quality environment as Southampton was an early adopter for WiFi, USB charging, next stop displays and announcements.

Going forward we want to continue to be at the vanguard of providing clean zero emission and modern vehicles making the bus fleet in Southampton zero emission by 2030. We will work with the bus operators on the most efficient and effective technology including electric and hydrogen and the depot, charging and fuelling facilities required. These fuelling and charging facilities could then be available for Council or other vehicles to use. This shift to zero emission is starting with the ZEBRA application for all-electric buses for the UniLink fleet.

We will:

- Ensure that all buses in Southampton have next stop audio and visual announcements and USB charging points by 2023, upgrades to inter-city services with additional charging and tables;
- Ensure that all buses operating in the city are at least Euro VI compliant, with an agreement in place that any lower Euro rated vehicles will not operate in Southampton by April 2022;
- Work with all the bus operators to start to phase out diesel fleet from 2022 (if ZEBRA bid successful) and realise the full decarbonisation of the bus fleet in Southampton by 2030 – vehicles and charging or fuelling facilities;
- Operators who use the Rapid Bus network are required to implement a no idling policy. Unnecessary idling is defined as a period beyond 2 minutes where the bus is stationary e.g. waiting at bus stops for a timing point, or whilst waiting for many passengers to board or alight. No idling policies should be communicated with drivers and effectiveness evaluated periodically by operators through feedback from drivers;
- Submit a ZEBRA business case for the UniLink fleet for all-electric buses from 2022;
- Work with bus industry to develop continued innovative options for decarbonisation – electric or hydrogen - and enable delivery of facilities for buses to charge or refuel;
- Developing a marketing approach that showcases the environmental benefits of bus travel and other sustainable modes (e.g. the average number of vehicles taken off the road by a fully loaded bus, CO² saved, etc). This could also highlight cultural assets/messages to support City of Culture 2025.

4.2.8 Ambition 8 – Passenger input & Security

We are committed to working closely with the city's bus operators to develop a Bus Passenger Charter. The charter will outline bus users' rights to certain standards of service, including punctuality, vehicle cleanliness, proportion of services operated, information and redress. The charter will be published on the SCC website and will provide links to existing bus operator conditions of service and complaints procedures for passengers.

Security on board and waiting for the bus is important particularly for vulnerable users or those who may feel intimidated when using the bus. SCC has a network of traffic CCTV cameras and each bus operator has several on board (outside and inside facing) CCTV. We are aiming to link these together to provide ability to provide security. We are also looking at at-stop CCTV in shelters along with all stops being well-lit with safe routes.

Anti-social behaviour on bus and along bus routes, particularly at night, can add to perceptions about travelling by bus being unsafe. We have worked with Hampshire Police

on anti-social behaviour and damage to buses in particular areas of the city with increased patrols and CCTV.

Approach:

We will

- Work with Hampshire to update the existing First Hampshire charter to incorporate the CityRed services in Southampton area to ensure that there are clear provisions on punctuality, vehicle cleanliness, emission standards, proportion of services operated, information and redress;
- Work with Hampshire to develop a Customer Charter for Go South Coast and Xelabus with provisions on punctuality, vehicle cleanliness, proportion of services operated, information and redress;
- Work with operators to increase the proportion of buses operating with on-board CCTV;
- As part of bus stop infrastructure audit assess the access routes for lighting, security, overlooking (passive and visual), crossings;
- Work with Hampshire Police to make travelling by bus safe and reducing anti-social behaviour on bus and on bus routes;
- Work with operators, Police and BBLP, as operators of Citywatch, to link on-board bus CCTV into the system and enable operators to have appropriate access for dynamic traffic and incident management, and to keep passengers up to date on delays linking bus and highway technology tools – such as displaying roadside VMS messages on bus stop RTI screens;
- Ensure that bus stops are secure environments, with CCTV coverage (either in shelter or using existing networks) and are safe with lighting, level boarding and access, and where possible busiest stops such as retail areas, stations, schools or colleges, are covered by other CCTV networks.

4.2.9 Ambition 9 – This is the First Step – the development of the integrated Southampton Mass Transit System

Buses form an integral part of the public transport mix in Southampton and will continue to do so into the future. The aspiration, starting with TCF and set out in the LTP, is for an integrated system for public transport that consists of parts making up the Southampton Mass Transit System (SMTS). The ambition for Rapid Bus and Local Bus set out in Ambition 1 is part of the approach to the creation of the SMTS and the start.

To continue to grow the public transport market and mitigate the growth planned for Southampton, which could see a further 74,000 daily journeys made across the city, there needs to be a step-change in all public transport. To do this we will incrementally develop a high-quality public transport network that is future-proofed to deliver future ambitions for mass transit in Southampton and across the City Region in partnership with other stakeholders. Evidence from Belfast Glider, Eclipse in Fareham-Gosport and Bristol Metrobus bus-based rapid transit show that patronage can increase by 70% on the corridors it operates on.

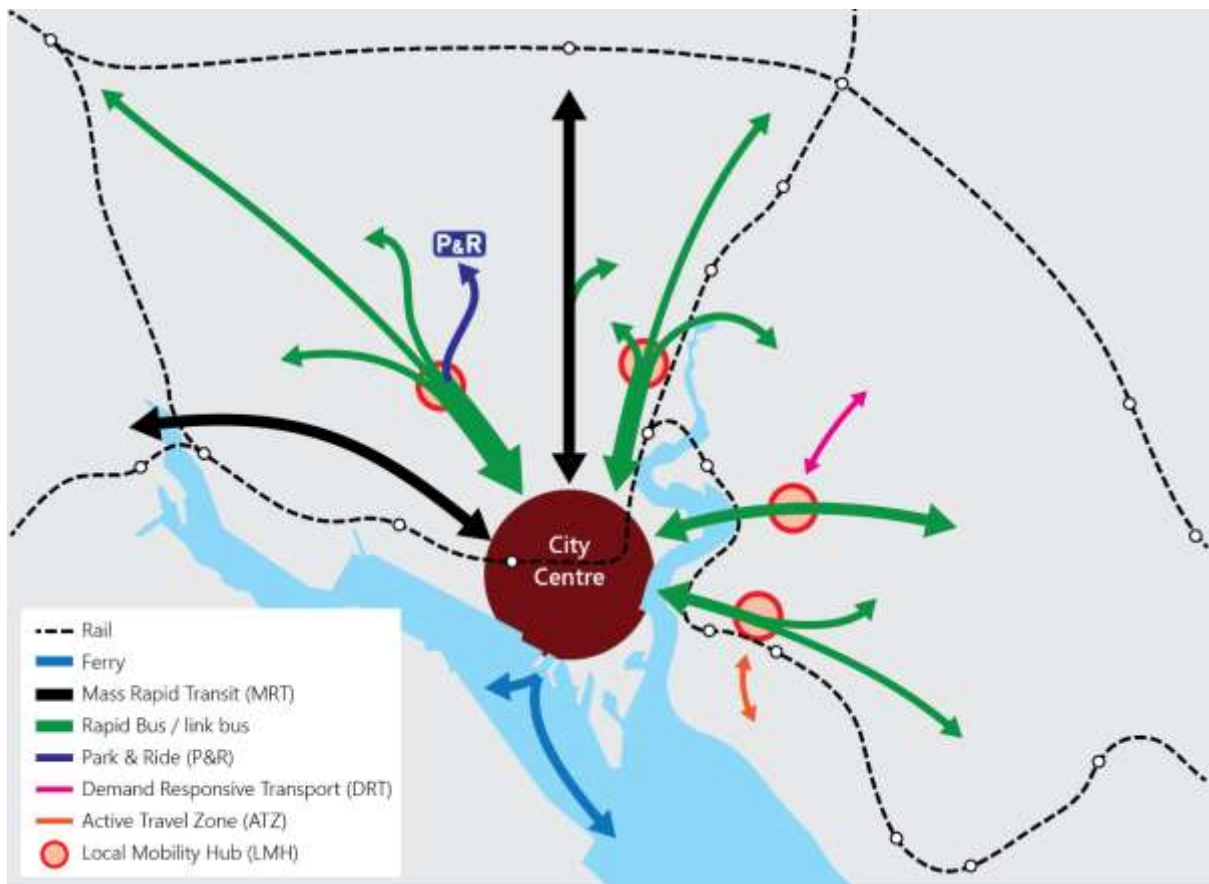


Figure 4.2 Southampton Mass Transit System Concept

The SMTS consists of:

- 'Metro' rail improving the current offer at suburban stations from 1 train per hour to 4 with modest improvements and connections to Waterside Rail, and Solent Rail Study;
- Bus based, or light rail, rapid transit on main corridors and into the City Centre to main destinations and interchanges – Central Station, Town Quay & Port, West Quay, Cultural Quarter, and St Mary's;
- The Rapid & Local Bus networks to connect residential areas to the District Centres, City Centre, and main employment hubs;
- Water based transport to Isle of Wight and the New Forest;
- Park & Ride at strategic and local locations for interchange between car and bus, rail and micromobility;
- Local Mobility Hubs at District Centres and other locations – linking with micro consolidation;
- Digital Demand Responsive Transport (starting with a FTZ pilot in 2022/23);
- Integration of the various elements through the Solent FTZ MaaS project and other common ticketing and contactless fares for travel in the City Region; and
- Multi-modal interchange at main transport hubs.

For this we will continue to develop the aspiration and plans during 2022 and 2023 working not just with the bus operators but within SCC, Network Rail, South Western Railway, ferry operators, neighbouring authorities (Hampshire, New Forest, Eastleigh & Test Valley), Solent Transport, ABP and other employers.

The aim will be to start to develop elements of the SMTS through to 2025 and then through business cases secure funding for elements during late 2020s. This acknowledges that elements such as rail and BRT require business cases and significant funding.

Section 5 – Reporting

SCC will publish a summary report every six months to show progress against the targets set out in Section 4. As the targets have monitoring dates of either Spring or Autumn, to ensure that results are received and analysed, and report approved, progress reports will be published in June and December each year.

We will report six monthly on:

- Overall patronage levels
- Overall punctuality

Annual reporting

- Progress against BSIP targets
 - o Bus Journey Times on Rapid Bus Corridors
 - o Passenger Growth and trends
 - o People mode share (based on annual surveys)
 - o Passenger satisfaction
- Progress against the BSIP ambitions and EP requirements

The reports will be published on the Connecting Southampton website -

<https://transport.southampton.gov.uk/connected-southampton-2040/bus-service-improvement-plan/>

Section 6 – Overview table

Southampton BSIP Overview Table

Name of authority	Southampton City Council
Franchising or Enhanced Partnership	Enhanced Partnership
Date of Publication	October 2021
Date of next annual updated	November 2022
URL of published report	https://transport.southampton.gov.uk/connected-southampton-2040/bus-service-improvement-plan/

Targets	2018/19	2019/20	Target for 2024/25	Description
Journey Time	TBC	TBC	On Rapid Bus Corridors reduce by minimum of 10%	From monitoring of bus and vehicle journey times
Reliability	TBC	TBC	95% of buses on time	From monthly monitoring of BUS1000 returns by bus operators
Passenger Numbers	20.6m	20.6m	8% growth pa	
Average Passenger Satisfaction				Use the annual Transport Focus Bus Satisfaction Survey and SCC led surveys on customer satisfaction

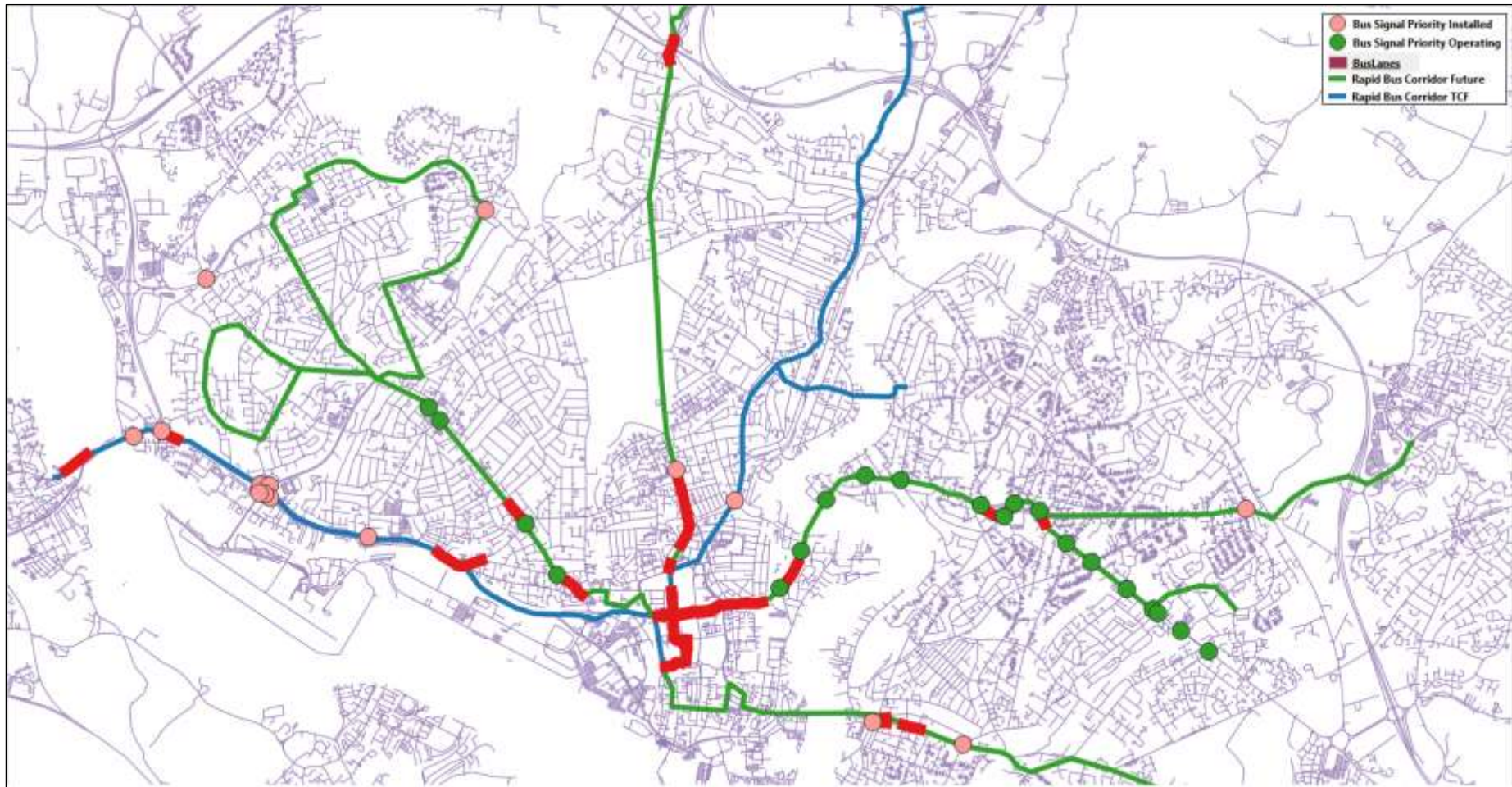
Delivery	Yes/No	Explanation
Make improvements to bus services and planning		
More frequent and reliable services		
Journey Time Improvement Plans	Yes	Improve journey times through multi-modal corridor plans with bus operators and work

		with them to reduce their Peak Vehicle Requirements supported by bus priority measures. Where appropriate, any resulting buses 'freed' up can be redeployed to improve frequencies on other routes to grow patronage.
Increase bus priority measures	Yes	Through TCF and future Rapid Bus Corridors implement bus priority measures
Increase demand responsive services	Yes	Solent FTZ Digital DRT project pilot
Consideration of bus rapid transit networks	Yes	Use funding to expand the development of Rapid Bus Corridors and then a bus/light rail rapid transit network as part of the Southampton Mass Transit System
Improvements to planning/integration with other modes		
Integrate services with other transport modes	Yes	TCF delivering improved interchange at Southampton Central Station and in City Centre, development of Local Mobility Hubs, further interchanges at stations and ferry terminals. Continue to invest in real time information and safe waiting areas. BSIP will be integrated into other supporting LTP plans, including the Walking Plan, which is being developed.
Simplify services	Yes	Work together on a Southampton 'ident' and simple public transport maps show all public transport modes. Coordinate timetable changes to twice a year.
Review socially necessary services	Yes	A proposal to carry out a review of socially necessary services ensure that SCC supported services provide good value for money as well as identify any areas which are under-served. Any additional funding that is secured will be prioritised to share risk and enable improvements to work towards commerciality
Invest in Superbus networks	Yes	Developing Rapid Bus Corridors and continued investment in quality and security of bus stops so they offer an attractive waiting environment and real time information – building on TCF.
Improvements to fares and ticketing		
Lower Fares	No	The existing range of fares in Southampton are already among the lowest in England, offering good value for money for users. Continue to invest in Tap On, Tap Off/Capped Fares so that multi-journey and multi-modal journeys are not disadvantaged. Commitment to make fares value for money. Consistent child fares and a new Solent Young Persons discounted fares product.
Simplify fares	Yes	The introduction of TOTO/Capped Fares will help making paying for bus travel

		simpler and easier for customers. Those paying cash/unable to use a bank card should not be disadvantaged with new products.
Integrated ticketing between operators and transport	Yes	Further enhancements to Solent Go as the multi-modal multi-operator ticket but seek to remove/reduce the premium and further integration through contactless/app based payments
Make improvements to bus passenger experience		
Invest in improved bus specifications	Yes	In recent years bus operators in Southampton have already invested heavily in their fleets to make them a modern, clean and attractive offer (new vehicles, low floor, next stops, USB, WiFi). This will continue, retaining Euro VI as the minimum standard and moving towards decarbonisation.
Invest in accessible and inclusive bus services	Yes	Continued bus operator investment on back of any bus priority measures. Continual rolling programme of bus stop and shelter improvements with raised kerbs, markings and routes to the stop. The operator investment has covered on-board facilities and equipment – further investment in USB charging and latest next stop announcements
Protect personal safety of bus passengers	Yes	CCTV on board buses and in shelters Access to the SCC Citywatch system to share data and images to Lighting and other improvements on routes to and from bus stops
Improve buses for tourists	No	While there is no dedicated tourist bus in Southampton, buses form a key part of the transport network and an improved bus offer from the Port for cruise passengers and towards the New Forest National Park will help to support sustainable tourism.
Invest in decarbonisation	Yes	Commitment from bus operators to remove diesel from fleets by 2030 Partnership bid between SCC, GSC and University of Southampton to ZEBRA fund for 32 all-electric double deckers in 2022
Improvements to passenger engagement		
Passenger charter	Yes	Work with bus operators and HCC on developing passenger charters for Southampton. Further Independent Travel Training.
Strengthen network identify	Yes	Continuation of the Legible Bus Network bus flags and shelters, develop a joint-marketing campaign with bus operators through the My Journey platform showcasing the benefit of the bus, and development of a Southampton 'ident' to

		work alongside the existing bus operators strong brands
Improve bus information	Yes	Twice yearly timetable changes, continued implementation of RTI screens, investigation and trial of 'e-ink' timetable information at stops, all stops to have a timetable case, annual Southampton Public Transport map
Other		
Cost and provision of car parking	Yes	Carry out a review of parking charges and supply in the City Centre to support economic growth and the buses so that parking and bus travel both offer value for money. Update the Parking Standards SPD and public transport accessibility standards as part of new Citywide Local Plan.

Appendix 1 – Summary of Current Bus Priority



Appendix 2 – Summary of Public Perception Survey

Summary

Demographics

- The Bus Improvement survey has attracted a lot of feedback from middle age/young adults and older – 31.55% of respondents are 25 to 44 years and 34.17% of respondents are 45 to 64 years.
- Most of those responding to the survey are local residents
- 57.67% of responders were female.
- Majority of respondents (43.52%) are all employed on a full-time basis working around 30 hours per week. Second highest number of respondents (24.36%) are retired.
- The majority of respondents stated they did not have a concessionary bus pass (70.86%)
- Around half of respondents always have access to a car, van, or motorcycle (49.72%).

Use of Local Bus Services

Methods of Transport Used Regularly.

- 73.34% use the bus
- 61.11% tend to walk
- 50.92% travel by car as the driver

The vast number of respondents currently travel by bus with the second most popular mode of transport being walking. It was noted in the responses that some people have since stopped using the bus as their main mode of transport as a result of the pandemic.

How Often Did Respondents Use the Bus Pre-COVID.

- 25.32% used the bus 2-4 days a week
- 22.98% used the bus 5 or more days a week

Pre-COVID, the majority of respondents used the bus multiple times in a single week.

Reasons For Using the Bus Pre-COVID.

- 58.46% used the bus to go shopping
- 56.75% used the bus for social reasons
- 33.54% used the bus to commute to and from work

Responses were evenly spread between using the bus for shopping and for social reasons. Some respondents specified that were not able to use the bus as services local to them were not close enough or were stopped entirely.

Change of Bus Usage Post-COVID.

- 54.82% do not expect their use of the bus will change
- 20.91% expect to use the bus for fewer journeys

By far and away the most popular response to this question was that people do not anticipate that their use of the bus would change post-COVID. Very few people who respondent to this question used the bus prior to COVID and did not foresee themselves using it post-COVID (5%). The second take-away from this is that 20.91% of respondents expected to use the bus for fewer journeys than before the pandemic.

Changes to Work Travel Patterns Post-COVID.

- 39.27% will see no change
- 23.80% will travel less and work from home more

Bus Use Changes at Certain Times of the Day Post-COVID.

Early Mornings (Before 07:00)

- 62.91% of respondents consider the bus at this time to not be applicable to them
- 23.33% are likely to use the bus about the same as they do now

Morning Peak (07:00 – 09:00)

- 42.49% of respondents consider the bus at this time to not be applicable to them
- 34.07% are likely to use the bus about the same as they do now

During the Day (09:00 – 16:00)

- 53.13% are likely to use the bus about the same as they do now
- 19.18% likely to use the bus more than they do at present at this time

Afternoon Peak (16:00 – 18:00)

- 48.99% are likely to use the bus about the same as they do now
- 19.09% consider bus use at this time to not be applicable to them

Evenings (After 18:00)

- 39.57% are likely to use the bus about the same as they do now
- 32.10% consider bus use at this time to not be applicable to them

Across all specified times, respondents tended to lean more positively into how their bus use would change at certain times of the day, answering that there would be no strong deviation from the frequency of which they would use the bus.

Respondents Reasoning for Taking the Car When Buses Are Available

- 38.74% find the car to be significantly quicker than the bus
- 37.14% find that the bus does not serve the places respondents need to get to
- 35.09% find the car to be more convenient
- 30.06% feel that the bus is not frequent enough
- 14.74% of respondents are concerned about the spread of COVID-19

Most popular reasoning for opting to travel by car rather than the bus stems from convenience, travel time, lack of access to the bus, and lack of frequency of services. Interestingly, people did not rate concerns of the spread of COVID-19 highly as reason enough for opting to use the car in favour of the bus.

Views on Local Bus Services

How Satisfied Were Respondents with Certain Aspects of Local Bus Provisions.

Reliability of Service

- 38.17% of respondents are satisfied with the reliability of service
- 21.01% are neither satisfied nor dissatisfied

Length of Journey

- 40.78% of respondents are satisfied with how long their bus journey takes
- 23.06% remain neither satisfied nor dissatisfied

Cost of Fares

- 23.12% are neither satisfied nor dissatisfied to the cost of fares
- 22.79% of respondents are satisfied with the cost of fares
- 20.64% are dissatisfied with the cost

Ability to Use One Ticket on Any Bus

- 22.06% are satisfied with how they can use one ticket on any bus
- 19.03% are unsure
- 18.40% are neither satisfied nor dissatisfied

Distance to Bus Stop at Beginning/End of Journey

- 40.39% of respondents are satisfied with where the bus stop is at the beginning/end of their journey
- 22.15% are neither satisfied nor dissatisfied

Time Service Starts/Ends

- 29.46% are satisfied with times the services stop/finish
- 21.56% are neither satisfied nor dissatisfied

Service Frequency

- 31.59% of respondents are satisfied at the frequency of their buses
- 22.53% were dissatisfied at the service frequency

Information Availability to Plan Journeys

- 37.16% of respondents are satisfied with the available information to help them plan journeys
- 23.79% are neither satisfied nor dissatisfied

Stations and Stops That Serve Other Modes of Transport

- 32.28% are satisfied with the stations and stops that serve other forms of transport
- 26.14% are neither satisfied nor dissatisfied

Facilities to Cater to Those with A Disability

- 27.09% are neither satisfied nor dissatisfied
- 19.81% are satisfied with the facilities that cater to those with a disability

Bus Quality

- 48.73% respondents were happy with the quality of the bus
- 24.36% were neither satisfied nor dissatisfied

Response to aspects of local bus provision were largely positive (nine out of the eleven in total). It should be noted that the second most consistent answer across all points were 'neither satisfied nor dissatisfied'.

Outliers to these points were "Facilities that cater to those with a disability" and the "cost of fares". The majority response to the first point was largely 'neither satisfied nor dissatisfied' – likely contributed towards by those who perhaps do not have a disability and are unlikely to be affected. The second point saw the majority of respondents choose "neither satisfied nor dissatisfied". It's also important to note that the cost of fares point saw a high number of "dissatisfied" responses (20.64%) second only to the point "frequency of service" which received 22.53% if "dissatisfied" responses.

To What Extent Would Changes to The Service Would Make Respondents Use Local Buses.

Journey times on local bus services made quicker

- 42.11% would consider using the bus to some extent if journey times on bus services were made quicker
- 30.39% would consider using the bus a great deal if this change occurred

Local bus services near you operating more frequently

- 42.71% would consider using the bus a great deal if bus services near the respondents operated more frequently
- 36.84% would consider using the bus to some extent if this change occurred

Bus Lanes on congested routes to speed up services and make them more reliable

- 40.59% would consider using the bus a great deal if there were bus lanes on congested routes
- 32.12% would consider using the bus to some extent if this change occurred

Local buses near you operating later in the evening

- 32.65% would consider using the bus a great deal if buses near the respondents operated into the evening
- 29.90% would consider using the bus to some extent if this change occurred

More Sunday bus services

- 35.21% would consider using the bus to some extent if there were more Sunday buses
- 30.74% would consider using the bus a great deal if there were more Sunday buses

Bus routes that serve areas of the city that they don't do currently

- 49.78% would consider using the bus a great deal if there were bus routes that serve areas of the city that don't do at present
- 28.40% would consider using the bus to some extent if this change occurred

Better connections between bus services and with rail, or other bus services

- 35.73% would consider using the bus to some extent if there were better connections between bus services and with rail etc
- 32.19% would consider using the bus a great deal if this change occurred

On-demand bus services that could be pre-booked

- 27.25% would not consider using the bus very much if there were on demand services that could be pre-booked
- 23.06% would consider using the bus to some extent if this change occurred

Vehicle quality and cleanliness

- 37.35% would consider using the bus to some extent if there was an improvement to vehicle quality and cleanliness
- 27.20% would consider using the bus a great deal if this change occurred

Services operated with electric or other zero emission vehicles

- 34.48% would consider using the bus a great deal if services operated with electric or zero emission vehicles
- 33.54% would consider using the bus to some extent if this change occurred

Availability of Wi-Fi on board local buses

- 28.16% would consider using the bus to some extent if there was Wi-Fi available on buses
- 26.87% would not consider using the bus very much if Wi-Fi was available

Availability of USB charging on board local buses

- 29.90% would consider using the bus to some extent if there was USB charging available on buses
- 25.84% would not consider using the bus very much if Wi-Fi was available

High quality customer service from bus drivers

- 38.59% would consider using the bus a great deal if there was a high quality of customer service from the drivers
- 37.54% would consider using the bus to some extent if there was a high quality of customer service from the drivers

Better facilities to cater for a disability

- 31.34% answered N/A to this point
- 26.32% would consider using the bus to some extent if there were better facilities to cater for a disability

Better on-bus information such as 'next stop' displays or announcements

- 37.98% would consider using the bus to some extent if there was better on-bus info
- 36.66% would consider using the bus a great deal if this change occurred

Lower fares

- 48.83% would consider using the bus a great deal if the fares were lowered
- 24.92% would consider using the bus to some extent if this change occurred

Simplified fares

- 48.36% would consider using the bus a great deal if the fares were simplified
- 25.45% would consider using the bus to some extent if this change occurred

Multi-operator tickets and fare capping (tickets and fare capping that can be used on more than one operator's buses)

- 59.89% would consider using the bus a great deal if there were multi-operator tickets and fare capping
- 20.45% would consider using the bus to some extent if this change occurred

Information on local bus services made easier to obtain and understand

- 43.57% would consider using the bus a great deal if bus information was easier to obtain
- 35.48% would consider using the bus to some extent if this change occurred

Improved bus stops or shelters

- 45.01% would consider using the bus a great deal if bus stops or shelters were improved
- 34.76% would consider using the bus to some extent if this change occurred

Safer waiting environment at bus stops

- 48.02% would consider using the bus a great deal if there were safer waiting environments at bus stops
- 31.03% would consider using the bus to some extent if this change occurred

Safer walking / cycling conditions to and from the bus stop

- 39.32% would consider using the bus a great deal if there were safer walking/cycling conditions to and from bus stops
- 30.65% would consider using the bus to some extent if this change occurred

Responses to this question were largely positive. 13 out of the 22 responses answered points with “A great deal”. The second most consistent answer across all points was ‘To some extent’.

There were a number of performance points of note. A proportion of responses answered “A great deal” by a particularly large margin in the following points:

- Bus routes that serve areas of the city that they don't do currently
- Lower fares
- Simplified fares
- Multi-operator tickets and fare capping
- Safer waiting environment at bus stops

There was also a degree of ambivalence to the points referring to availability of Wi-Fi and USB charging availability on buses. Respondents did not feel particularly strongly about these points – answering ‘to some extent’, and also felt that these changes would not encourage them to use the bus very much.