



Southampton

# BUS SERVICE IMPROVEMENT PLAN

December 2022



**SOUTHAMPTON**  
CITY COUNCIL

## 2022 Annual Update

This is an update to Southampton's Bus Service Improvement Plan (BSIP) for 2022 in line with the Government's guidance for BSIPs.

It includes:

- Updated data, statistics and analysis of Southampton, its bus and transport network, socio-economic make-up, and other relevant information;
- Review of what has been achieved in the year since the publication of the first BSIP in 2021, and an outline delivery plan for the coming year;
- Updates following feedback from the Department for Transport (DfT), bus operators, and partners; and
- Outline of common bus and related activities across the Solent Transport geography.

Another update to the BSIP will be due in Autumn 2023.

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Note: Appendices 5-7 are published separately.







Recently, SCC has worked jointly with a range of stakeholders, including Hampshire County Council, bus operators and the University Hospital, on the 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 2024.

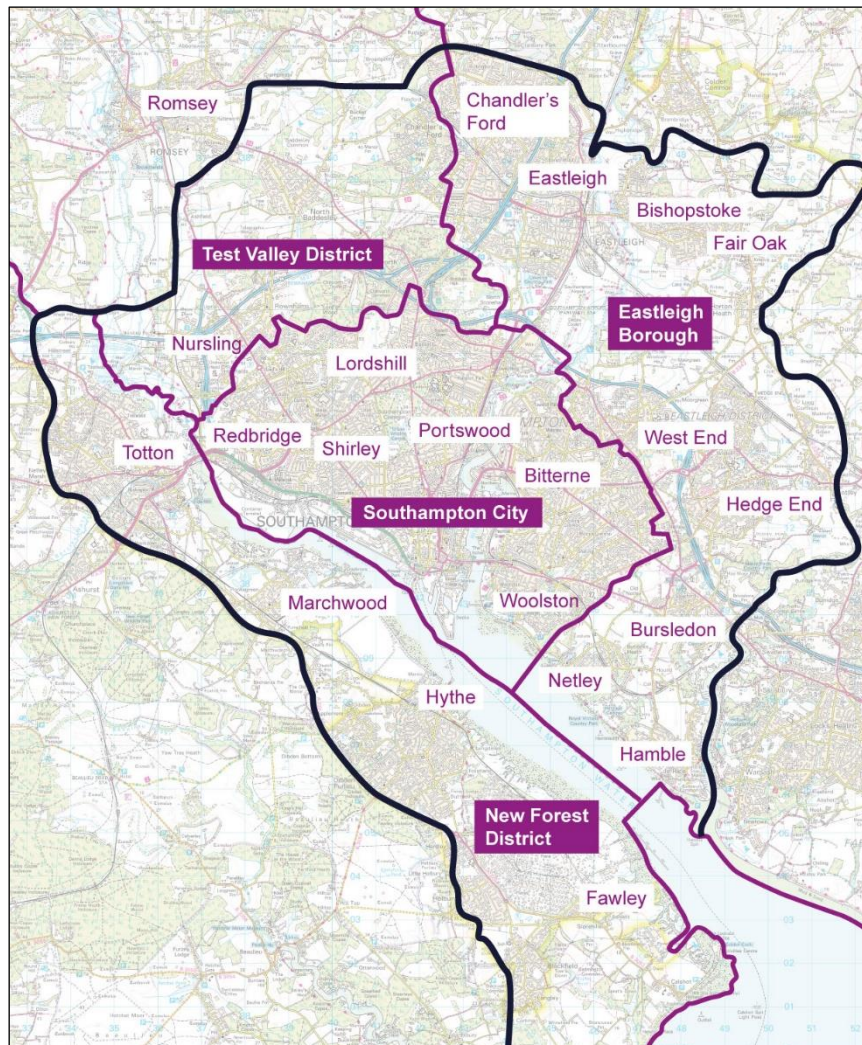


Figure 1.2 – Southampton City Region





SCC also 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. Southampton's BSIP considers this wider Solent area and while there will be separate BSIPs for the individual Local Transport Authorities (LTAs), there are common themes and synergies between each of them to ensure consistency and integration across the Solent.

This is through the Solent Transport partnership, through this partnership 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.

## 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 – A35 Redbridge Causeway.

 <p>The Port of Southampton is the UK's <b>3<sup>rd</sup></b> largest - employing <b>15,000</b> people. Part of Solent Freeport</p> <p>In <b>2019</b> it handled  <b>1.8m</b> people on cruises,  Over <b>33.1mt</b> of cargo in 4,074 vessel movements – 1.87m containers and <b>760,000</b> vehicles, and <b>5m</b> ferry passengers to the Isle of Wight</p> <p>All worth <b>£71bn</b> to the UK</p>	 <p>Southampton Airport handled <b>1.78m</b> passengers in 2019 flying to <b>40</b> destination in UK and Europe.</p> <p>Contributes <b>£160m</b> to UK economy.</p> <p>Linked to City Centre via <b>U1</b> bus</p> <p><b>1.84m</b> people use Southampton Airport Parkway station.</p>
 <p>University Hospitals Southampton NHS Trust provide health care services to <b>1.9m</b> people, plus specialist services to <b>3.7m</b> people</p> <p>Major centre for teaching &amp; research.</p> <p>Staff of <b>11,500</b> treating around 150,000 inpatients, 624,000 outpatients annually.</p>	 <p>The Universities of Southampton and Solent provide <b>35,000</b> students and <b>8,000</b> employees.</p> <p>University of Southampton owns the UniLink bus brand</p>

Following the deindustrialisation of Southampton and its growth in the second half of the 20<sup>th</sup> 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 as shown in Figure 1.3. 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.

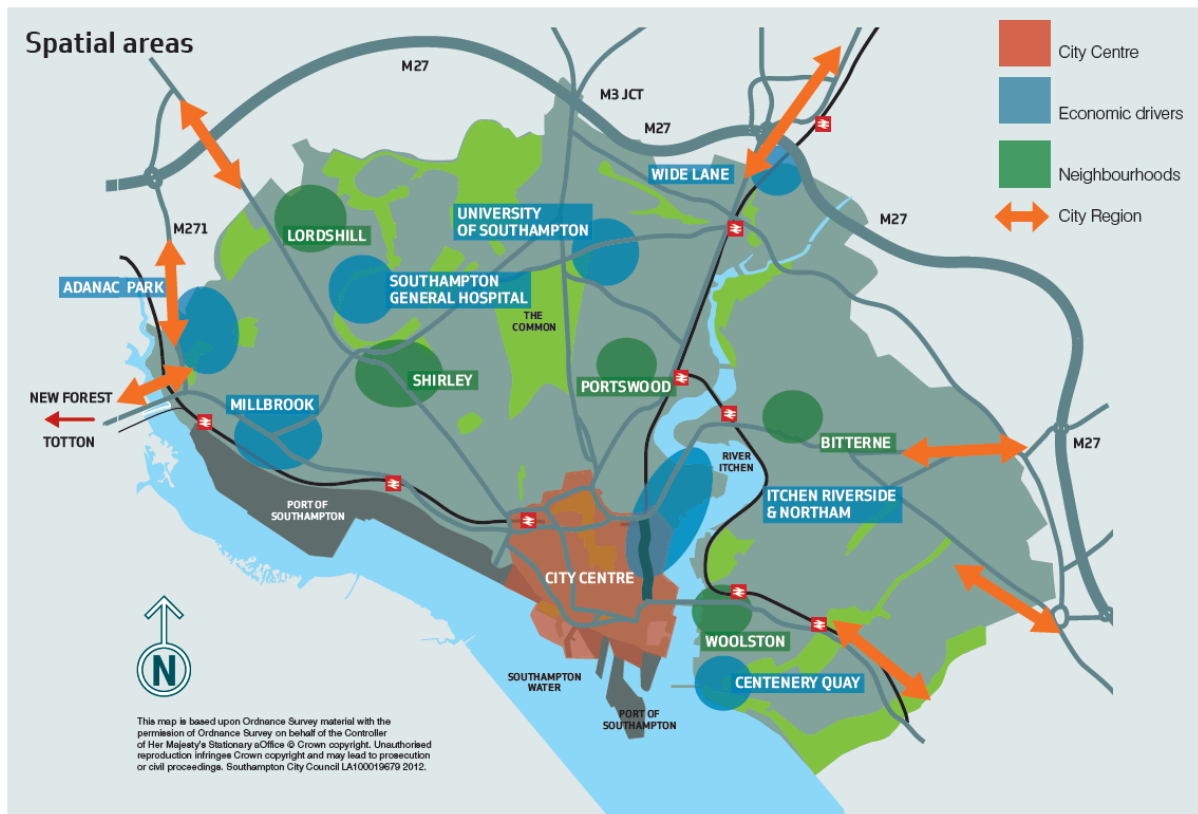


Figure 1.3 Points of Interest in Southampton City

## Travel Patterns

Southampton has strong cross boundary travel flows as shown in Figure 1.4, 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), the strongest travel flow in 2019 was 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.

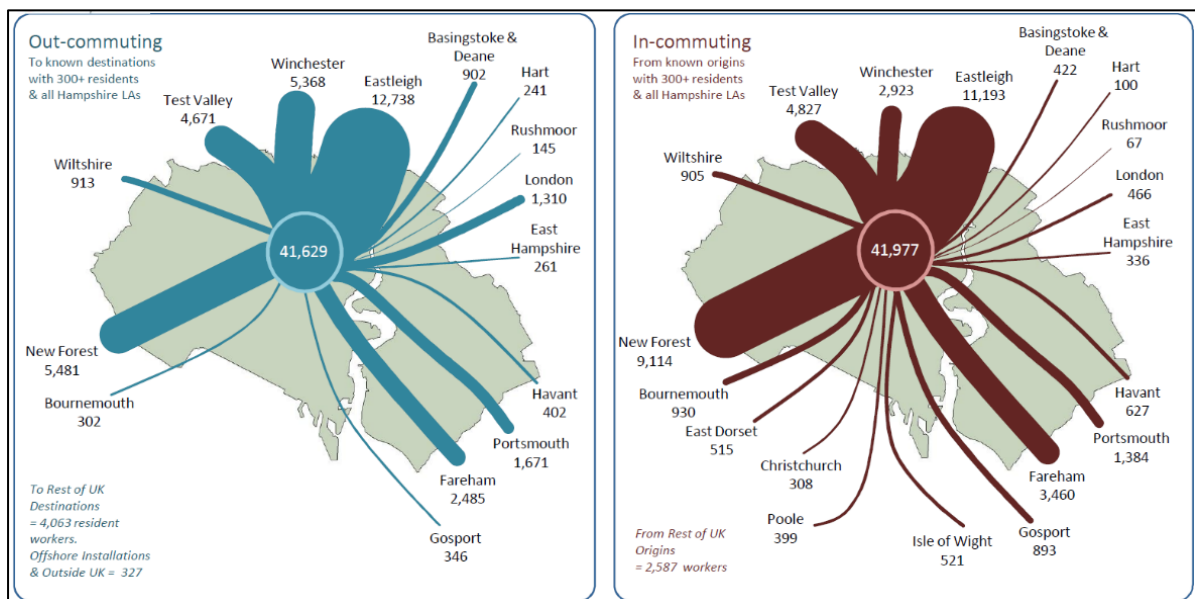


Figure 1.4 – In and Out commuting from Southampton (2011 Census)



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 bus (Figure 1.5)<sup>3</sup>. 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.

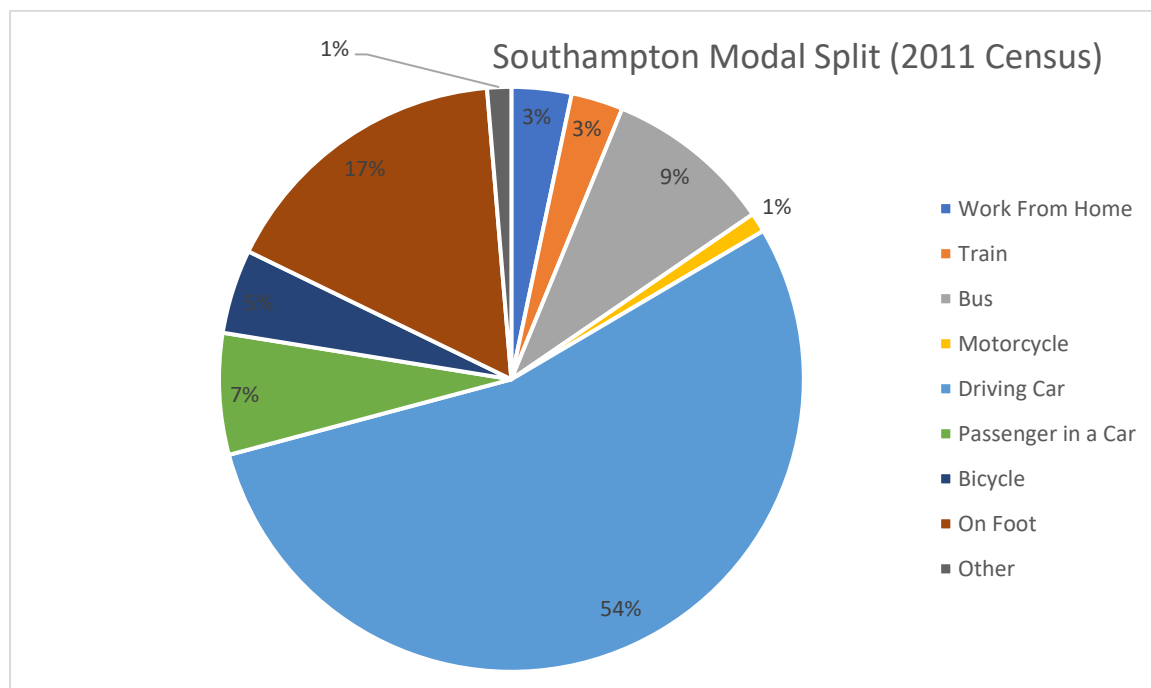


Figure 1.5 – Southampton Modal Split Travel to Work (2011 Census)

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% walking<sup>4</sup>. 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)

## Travel Trends Since 2020

Main Corridor	Total	Light Vehicles	Bus	Active Travel
Mountbatten Way	3,324	99%	0%	0%
Shirley Road	1,687	64%	34%	2%
The Avenue	2,512	81%	15%	4%
Bevois Valley	1,599	85%	13%	1
Northam Bridge	3,722	66%	15%	3%
Itchen Bridge	3,275	83%	30%	1%
Total	16,119	81%	17%	2%

Table 1.1 – Person Modal Split on main corridors into Southampton City Centre (2021 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 bus usage as around 28% of people living in Southampton worked

<sup>3</sup> 2011 Census

<sup>4</sup> 2019 SCC AM Peak Modal Split Surveys

from home during 2020<sup>5</sup>. Bus usage dropped considerably with buses carrying 60% of their pre-Covid patronage levels in Autumn 2020.

Bus travel continues to recover from the pandemic and is now around 85% of pre-Covid patronage levels.

## Future Growth

Southampton has some bold ambitions for future sustainable economic growth as set out in Figure 1.6<sup>6</sup>. This is expected to be met by investment totalling £3 billion by 2026.

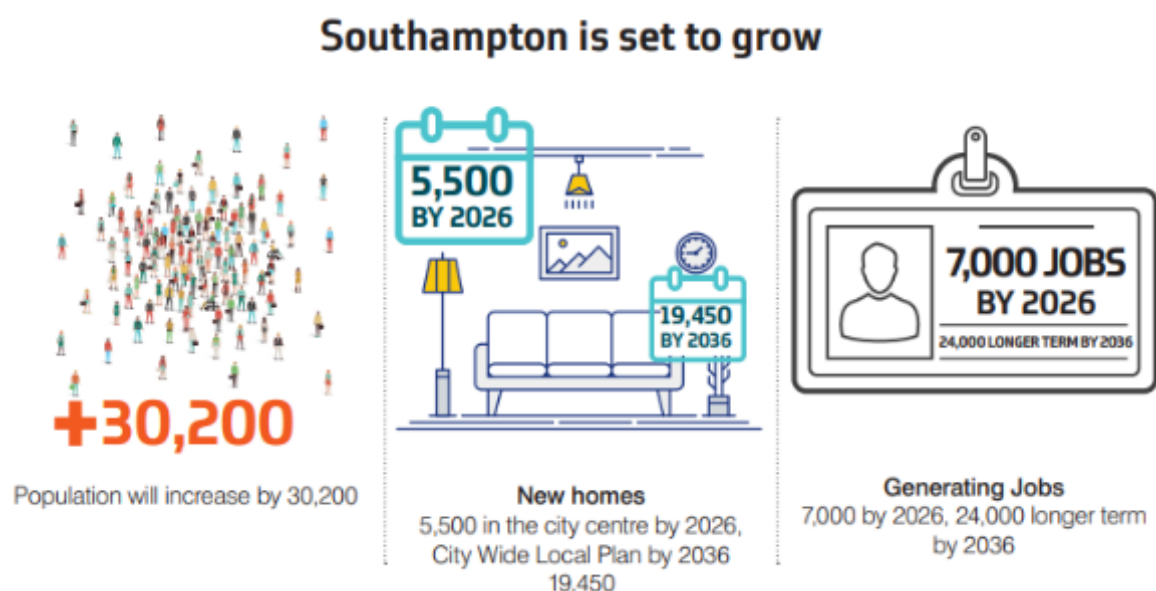


Figure 1.6 – Forecasted growth in population, homes and jobs (Connected Southampton 2040)

In addition to the forecasted housing and job growth within the city, a further 23,000 homes are planned for delivery across the wider City Region.

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.

When combined, this growth could see an additional 74,000 people trips being made – 11% more than 2019 levels. 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 1.7.

IMD Southampton	2020	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

<sup>5</sup> ONS 2020 Home Working Survey

<sup>6</sup> Connected Southampton 2040 Transport Strategy

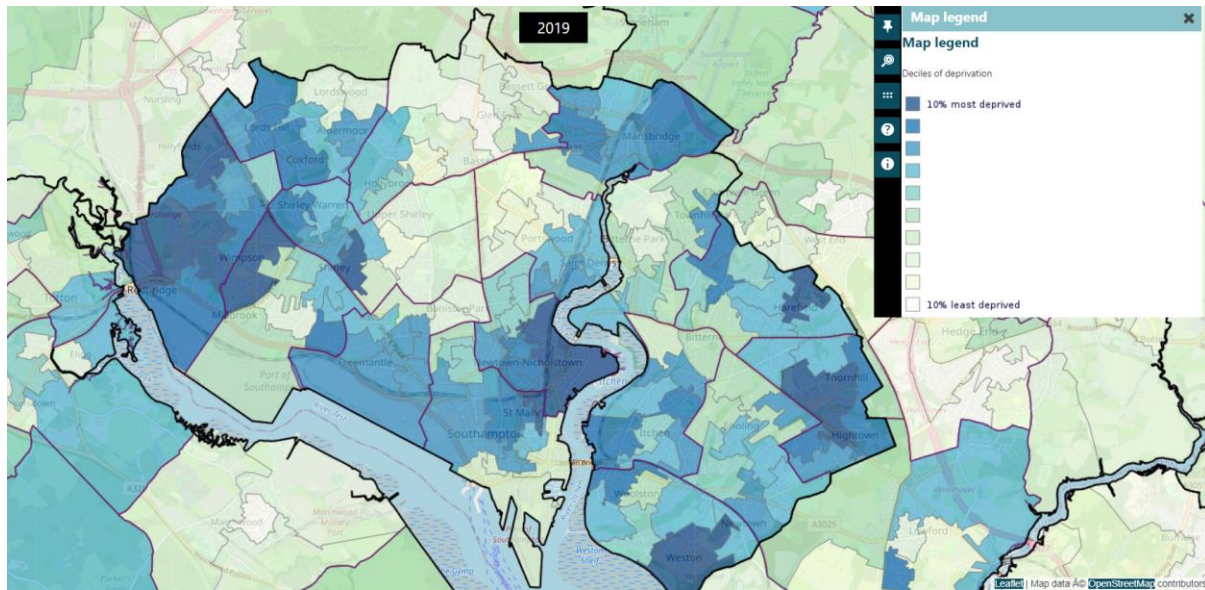


Figure 1.7 – Levels of Deprivation in Southampton

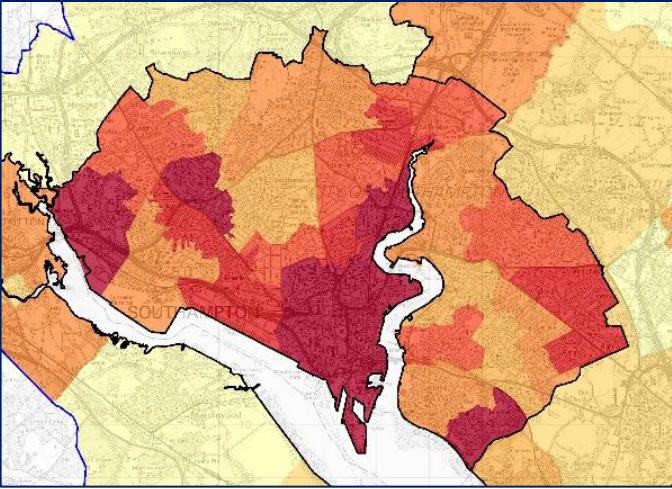
Car Ownership Levels in Southampton		Ward	No Cars in Household	1 Car or Van	2+ Cars or Vans
		Bargate	43.6%	43.1%	13.2%
		Bassett	21.6%	43.5%	34.8%
		Bevois	44.5%	39.9%	15.5%
		Bitterne	33.5%	43.1%	23.4%
		Bitterne Park	19.5%	47.4%	33.1%
		Coxford	24.2%	47.6%	28.2%
		Freemantle	29.7%	48.8%	21.5%
		Harefield	25.9%	44.2%	29.9%
		Millbrook	29.3%	45.0%	25.6%
		Peartree	23.5%	44.7%	31.8%
		Portsmouth	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

This BSIP focuses on Southampton LTA geography (Figure 1.1) and interaction with cross-boundary routes, including those that extend to Portsmouth, Hampshire, and Wiltshire. Individual BSIPs have also been published for Hampshire, Isle of Wight and Portsmouth that make up with wider Solent area.

Appendix 1 sets out the common BSIP ambitions across the collective Solent area, 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, transport hubs, education etc).

This collaborative approach reflects how we work in partnership across the Solent area to tackle strategic transport and planning challenges and to maximise opportunities. This includes liaison with



bus operators and other stakeholders to improve the quality, reliability and attractiveness of bus services that operate across boundaries.

Whilst Solent authorities work closely together, they each have different characteristics, including the geography, levels of deprivation and car ownership and bus use per head of population.

### 1.3 Why Southampton is choosing an Enhanced Partnership

The whole of Southampton LTA geography (shown previously in Figure 1.1) 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.

In this time, SCC has 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, has 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;
- Working with Solent Transport on developing and delivering the Solent Future Transport Zone (FTZ) projects in Southampton that support buses and reducing congestion - including Breeze Mobility-as-a-Service app, a public e-mobility hire scheme with scooters and bikes, first and last mile macro and micro freight consolidation, and developing a digital Demand Responsive Transport (DDRT) trial scheme in Southampton;
- Measures by SCC and bus operators starting with Better Bus Area Fund, Local Sustainable Transport Fund (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 is a live document covering the period up until 2030. It will be reviewed annually to report progress against deliverables (of which this is the 2022 update), ensure that there is an updated delivery and funding plan and that the ambition for buses in Southampton remains.

Reviewing the plan in this manner will mean it is agile and provides an opportunity to reflect any changes in local, regional or national policy or ambition. This will be carried out jointly between SCC, the bus operators, Solent Transport, and HCC – to incorporate TCF, FTZ and cross-boundary services and activities.

Updates to the BSIP will be agreed in consultation with the relevant Cabinet Member and engagement undertaken with stakeholders set out in Section 5 – Stakeholder Engagement & Governance.

The Southampton BSIP forms part of a suite of transport policies for Southampton and sits beneath Southampton's current long-term transport strategy – **Connected Southampton 2040 (LTP4)**<sup>7</sup> adopted in 2019. The BSIP will sit alongside Southampton's ten-year Cycling Strategy and other documents.

Connected Southampton 2040 sets out an ambition for buses to support Southampton as a successful and connected city with a zero-emission transport system that improves people's health and quality of life and the city's environment.

Buses form part of the **Southampton Mass Transit System (SMTS)** – which is designed to support Southampton in the future through a world-class public transport system that is integrated, innovative, inclusive and zero-emission.

The SMTS is a multi-modal multi-layered integrated public transport system that is not defined by one specific mode, but by what it is – a combination of several separate public transport elements and mobility. The ambition for the SMTS is to transform the public transport experience across Southampton and the wider area through this integrated, inclusive and integrated system that puts people first.

The elements of the SMTS are shown in Figure 1.8.

The backbone consists of metro-level heavy rail services in and around Southampton, a Mass Rapid Transit (MRT) network between the rail, and buses providing an important links for everyone to the City Centre, District Centres, Hospital, Port, Airport and Universities, and for Park & Ride from edge of city to City Centre or other destinations. The network and infrastructure will be supported by a back office system focused on MaaS.

Making bus travel more attractive and increasing the number of bus trips will help address challenges set out in wider Council strategies, including the Green City Plan, the Clean Air Strategy and the supporting Air Quality Action Plan, highlighted in Section 3.

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<sup>7</sup> [Connected Southampton 2040 Transport Strategy](#)

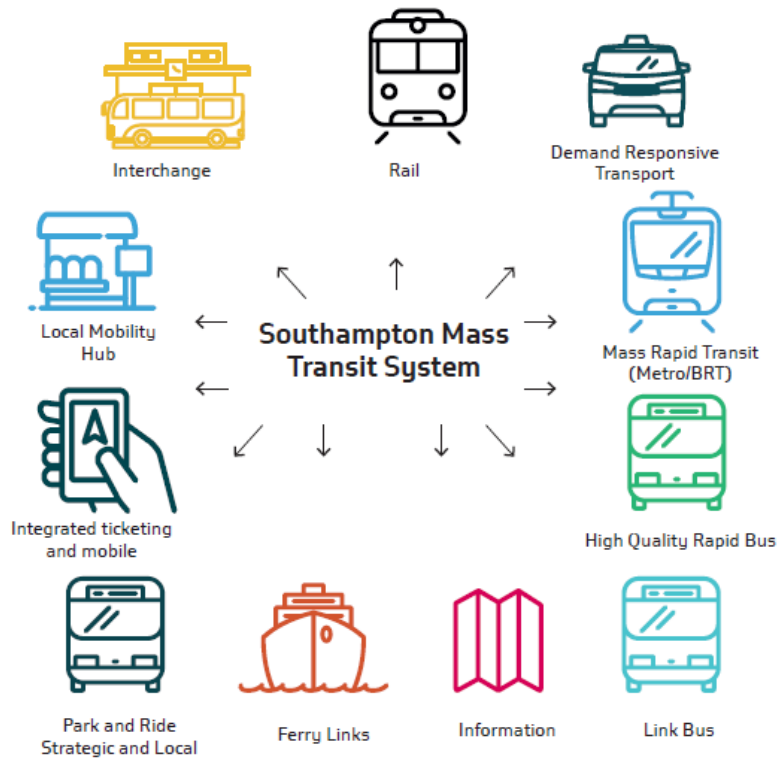
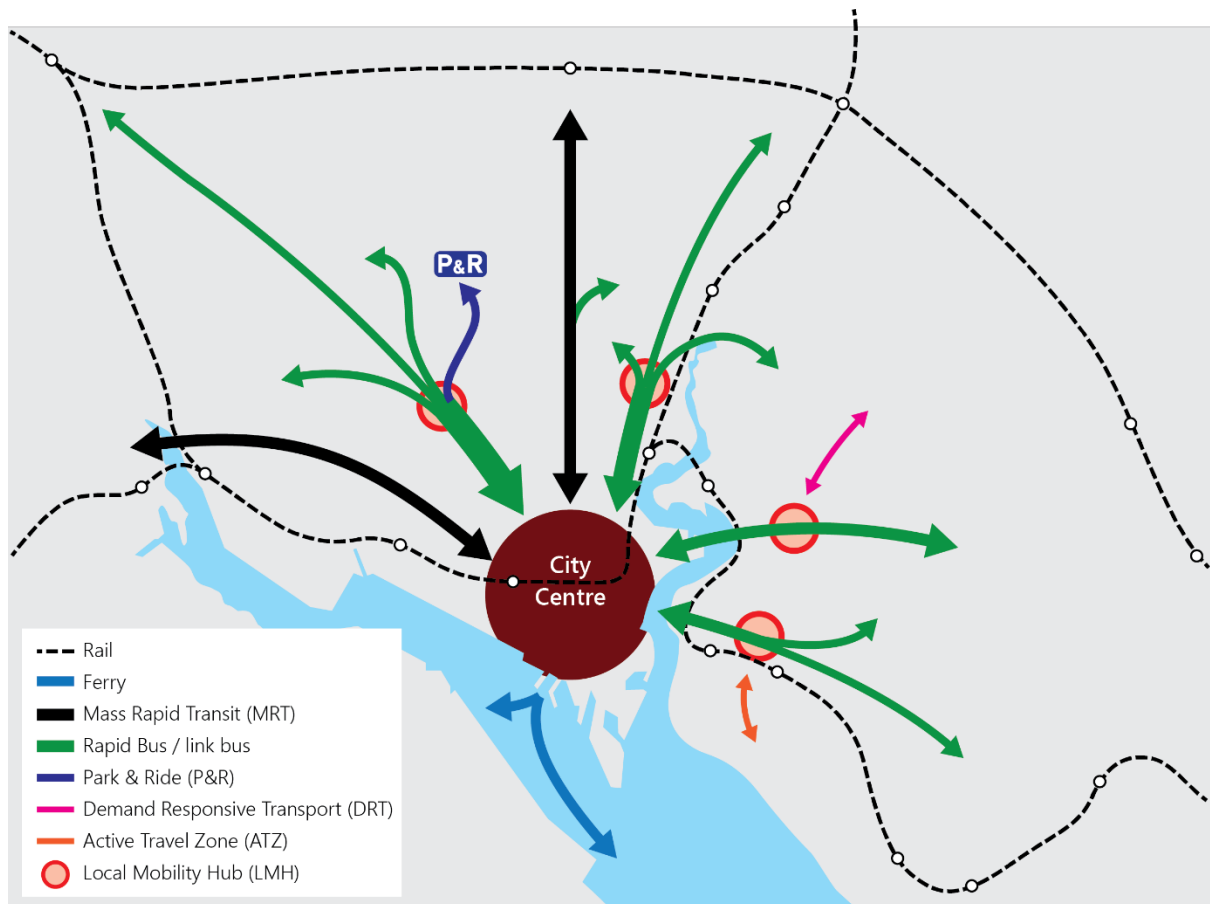


Figure 1.8 – Elements of the Southampton Mass Transit System

The bus element of the SMTS will be realised through:

- **Rapid Bus** – high frequency and high capacity bus corridors that follow the main arterial and radial routes from the City Centre to the neighbourhoods and to towns beyond in Hampshire. Bus services on these corridors could be limited stop for commuter or inter-regional journeys to provide similar end-to-end journey times as cars. These corridors are looked at holistically with data to identify pinchpoint or locations where journey times can be increased to attract people from their cars;
- **Link Buses** – provide accessible ‘feeder’ bus services that provide services away from the main corridors and feed onto the main Rapid Bus or MRT corridors complementing those services to create ‘turn-up-and-go’ frequencies;
- **Park & Ride** – strategic and local Park & Ride sites at the edge of Southampton or in locations that encourage modal shift to City Centre and other trip generators; and
- **Demand Responsive Transport** – encompassing bespoke door-to-door transport services, including digital options that provide affordable, accessible and flexible services.





The SMTS and rail improvements are being investigated separately as part of a Solent approach. These include improving local rail services, integration with other modes at stations, and ticket integration through MaaS.

## Section 2 – Delivery Highlights

Since the adoption of the BSIP in 2021 we have worked with bus operators and other partners on a range of projects and activities.

Delivery highlights have included:

- Worked with NHS to open Southampton West Park & Ride site for staff Park & Ride to the Hospital,
- New bus lane on Coxford Road-Lordshill Way and junction improvements delivery of bus priority measures and junction arrangement for Brownhill Way-Frogmore Lane junction;
- Upgrades to the traffic signal junctions at Thomas Lewis Way and St Denys Road and at Charlotte Place to include traffic signal bus priority;
- Bus priority installed at junctions on Portsmouth Road with Station Road and Wrights Hill.
- Upgrades to 18 bus stops with raised kerbs, markings etc;
- Tap On Tap Off Readers to enable capped fare implemented on all buses with operators;
- Initial launch of Breeze Mobility as a Service app;
- 43 bus shelters replaced;
- Completion of a post-COVID network review;
- Trials of two new fare offers; £1 Evening Fare and Group Fare Offer;
- Updated Bus Passenger Charter covering Southampton and Hampshire; and
- Developed and submitted funding business cases for ZEBRA and Levelling Up Fund.

A progress table of activities that are currently being developed and delivered is set out in Appendix 2.

### Ambition 1 Case Study – Southampton West Workplace Park & Ride



Providing facility for improved integration between modes, reduce journey times to key employer and reduce congestion at Hospital.

**Measure:** A 1,000 space Park & Ride constructed by the NHS at Adanac Park (Southampton West) close to M271 Junction 1 to support the expansion of the University Hospital Southampton (UHS) and reduce traffic congestion and parking around UHS campus. The facility is served by dedicated shuttle buses and public Bluestar 17.

The Park & Ride will initially offer staff only weekday services travelling to the hospital. It is planned that event or weekend P&R will be operated by SCC subject to funding. Other options include operating match-day Park & Ride services to St Mary's Stadium from January 2023.

The car park was built by the NHS and SCC supported through Transforming Cities (TCF) programme with improvements made to the bus route between the site and UHS. This includes the junctions at Brownhill Way and Frogmore Lane, bus priority lane at Coxford Road and Lords Hill Way junction, bus stops en-route and upgrade to interchange at Lordshill.

**Outputs:** Upgrades to nine bus stops, two junction improvements including traffic signal priority, and 170m of bus lane

**When:** Completed Summer 2022.

### Ambition 3 Case Study – ‘Five for £5’ Group Ticketing Offer



Enabling groups and families to travel by bus with a cheaper ticket.

**Intervention:** A trial of a lower cost Group Ticket in Southampton over Summer 2022. Supported by the Council and local bus operators, the offer allowed groups of up to five people unlimited bus travel around Southampton for just £5 instead of operator's £8 standard product.

The offer was introduced over the school summer holidays to encourage families and groups to spend time exploring the city to make most of events, shops and restaurants.

Over 26,000 tickets were sold during the initial nine-week trial to end of September. The trial has since been adapted to be a weekend only product and extended into 2023.

**Outputs:** A lower priced Group Ticket.

**When:** Summer 2022.

### Ambition 4 Case Study – Solent Go & Breeze MaaS

Improving integration and seamless travel between travel options

**Intervention:** Solent Go is a range of multi-operator bus tickets covering Southampton, Portsmouth and Hampshire - the mainland part of the Solent region. Solent go products are also available on the Hythe and Gosport ferries. Daily, 7 day, 28 day and 13 week bus products are available and a 5x day ticket carnet product was introduced in 2021, with further tickets to be launched in 2023 developed as part of the Solent FTZ programme. Paper, smartcard and m-tickets are available (some products only available via m-tickets/smartcard).



Breeze is the UK's first urban Mobility-as-a-Service (MaaS) app. Breeze makes it possible to travel around the Solent region using just one app and user account for journey planning and payment/ticketing across multiple modes of travel and transport operators. Breeze launched to the public in October 2022 providing journey planning for all modes of transport in the Solent region and providing access/payment/ticketing to e-scooter, bike and e-bike and three bus service providers. During 2023 ticketing/payment for rail, additional bus operators, ferry operators and other modes (such as car clubs and DDRT) will be implemented in the app.

**Outputs:** Additional Solent Go products and the Breeze App – including ticket purchasing, bus stop information and journey planning

**When:** Solent Go additional products in 2021 and Breeze app initial launch in 2022 – full launch in 2023.



In 2022/23 £8.6 million was spent on the delivery of bus infrastructure improvements and £5.6 million was available for concessionary fares, fare offers and to support bus services through recovery from Covid pandemic.

This has come from sources including the £57m TCF programme (with Hampshire), bus operators and other stakeholders. Other funding including DfT Local Transport Plan, Bus Recovery Grant and Local Transport Fund grants, and local funding from SCC, developer contributions and income from bus lane enforcement and bus stop advertising.

In addition to the funding outlined above, bus operators have also contributed towards the delivery of the BSIP through their respective investment programmes and in-kind contributions, including staff time and marketing.

As we move forward, the pace at which the BSIP ambitions are delivered could be impacted due to funding uncertainties. However, SCC will continue to bid for future funding opportunities in collaboration with bus operators and other stakeholders so the ambitions of this Plan can be realised in full.

## Section 3 - 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.

### 3.1 Overview of Buses in Southampton

Bus patronage 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 Centre<sup>8</sup>. 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 trip<sup>9</sup>. Bus is the dominant public transport mode and provide connections to the City Centre, District and Local Centres, health care, education facilities and across the wider City Region.

Southampton residents and workforce made 20.7m journeys in 2019/20<sup>1</sup> this decreased to 7.37m in 2020/21 and increased to 14.54m in 2021/22. Bus passenger numbers increasing by 9% over the decade from 2009. Southampton was the 7<sup>th</sup> highest for bus journeys made per head of population – with 80.5 in 2019/20<sup>1</sup> and 29.3 in 2020/21.

In 2019/20 there were 5 million older person 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 (operating as CityRed and Solent) and GoSouth Coast (operating Bluestar, UniLink, QuayConnect and Salisbury Reds brands) and consist of 95% of the bus market, and a smaller operator Xelabus.

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

#### 3.1.1 Bus Patronage

Figure 3.1 shows the total number of bus journeys made in Southampton over the past decade. Between 20011/12 and 2019/20 levels of bus journeys increased by 9.1% from 18.2m journeys to 20.3m. This was contrary to the national picture where across England there has been a decline in number of bus journeys by 12%.

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<sup>8</sup> Southampton LTP3

<sup>9</sup> PTEG Value of Urban Bus Report 2013

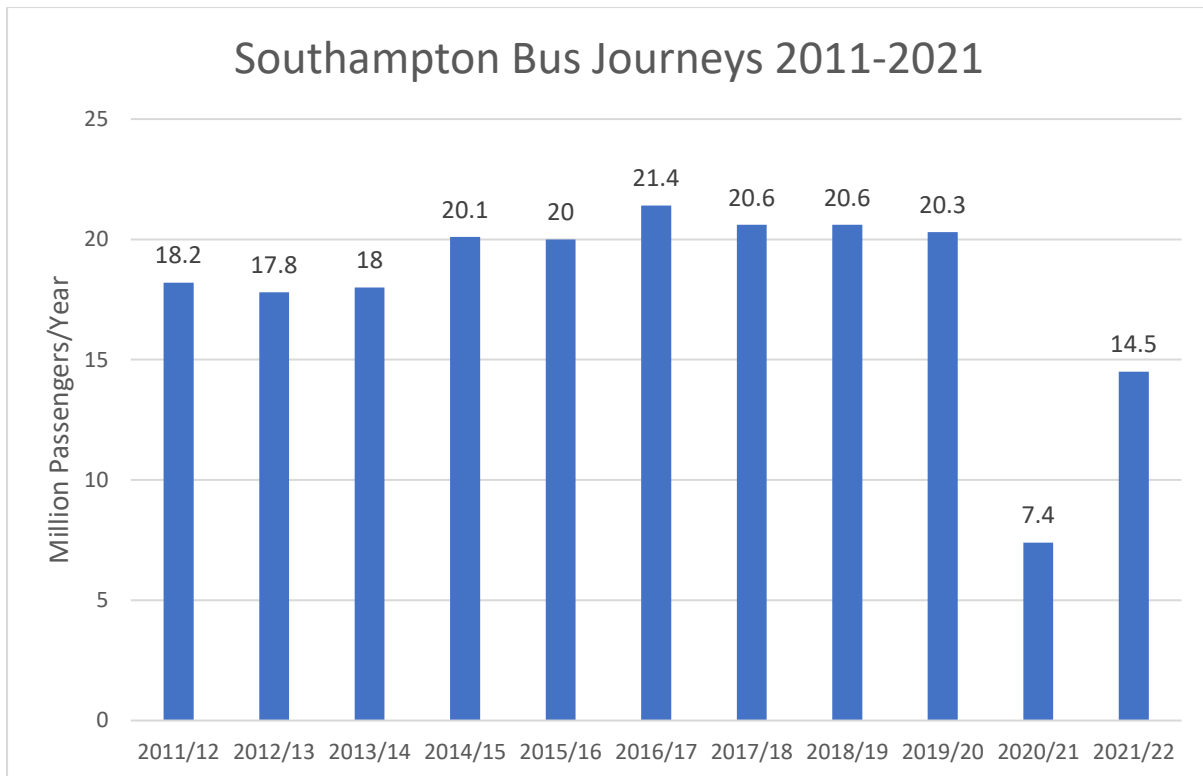


Figure 3.1 – Total Number of Bus Journeys in Southampton 2011/12-2021/22<sup>10</sup>

With the Covid-19 pandemic from March 2020 and various national restrictions, lockdowns and travel advice to avoid public transport saw the number of bus journeys decrease dramatically. During the first lockdown in 2020 passenger numbers were 70-80% compared to same period in 2019. In 2020/21 a total of 7.4m bus journeys made in Southampton – 63.5% decrease from 2019/20. This recovered in 2021/22 to 14.5m bus journeys made, and as of October 2022 patronage had increased to around 92% of pre-pandemic levels.

As Southampton continues to recover 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.

### 3.1.2 Bus Journeys Per Head

Southampton has a strong level of bus journeys made each year by Southampton residents, shown in Figure 3.2. In 2019/20, the number of bus journeys per head of population was the 7<sup>th</sup> highest in England (outside of London) at 80.5, and strong for a non-ITA or single municipal bus operator area (e.g. Reading).

<sup>10</sup> DfT Bus Statistics BUS0109, March 2021



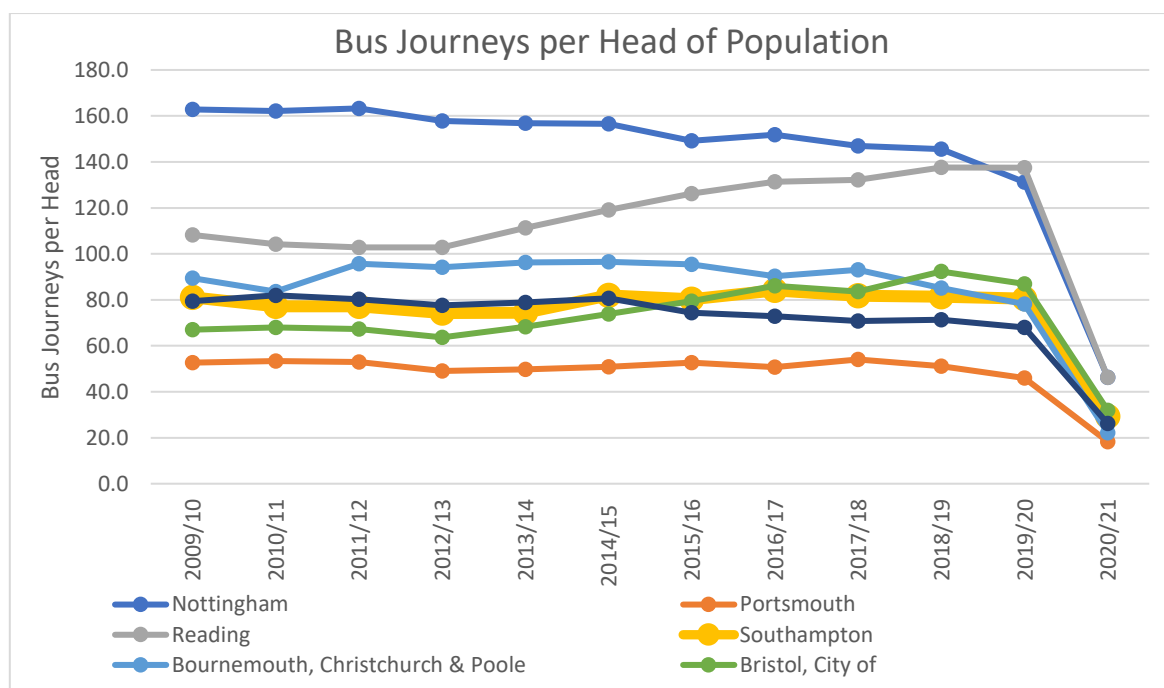


Figure 3.2 – Comparison of Southampton Bus Journeys Per Head with other LTAs<sup>11</sup>

The trend in Southampton shows that bus journeys were stable in 2019/20 and were not in decline compared to the other cities. In fact, Southampton was one of the few places where the number of bus journeys made was either increasing or at a stable level.

Despite the drop in bus travel during 2020/21, which saw bus journeys per head of population drop to 29.3, this was still the seventh highest in England outside of London as Southampton did not see such a significant drop compared to Nottingham and Reading.

### 3.1.3 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 3.4). In 2021 and 2022 annual average bus punctuality was 71.46% (2021) and 73.95% (2022)<sup>12</sup>. 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 10.2mph, with some buses averaging as little as 8mph at peak times (Table 3.1). This has not changed recently and this affects the punctuality of services.

Corridor (inbound only)	Average Speed (mph)
Western (from Totton)	17
Shirley	9
The Avenue	12
Portswood	9
St Denys Road	7
Bitterne	12
City Centre (Central Stn-Itchen Bridge)	8
City Centre North-South	8
City Centre East-West	10

Table 3.1 Average Daily Bus Journey Times selected corridors Oct 22<sup>13</sup>

<sup>11</sup> DfT Bus Statistics BUS0110, March 2021

<sup>12</sup> DfT Bus Open Data, Southampton, November 2022

<sup>13</sup> DfT Bus Open Data, Bus Speeds, November 2022

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.

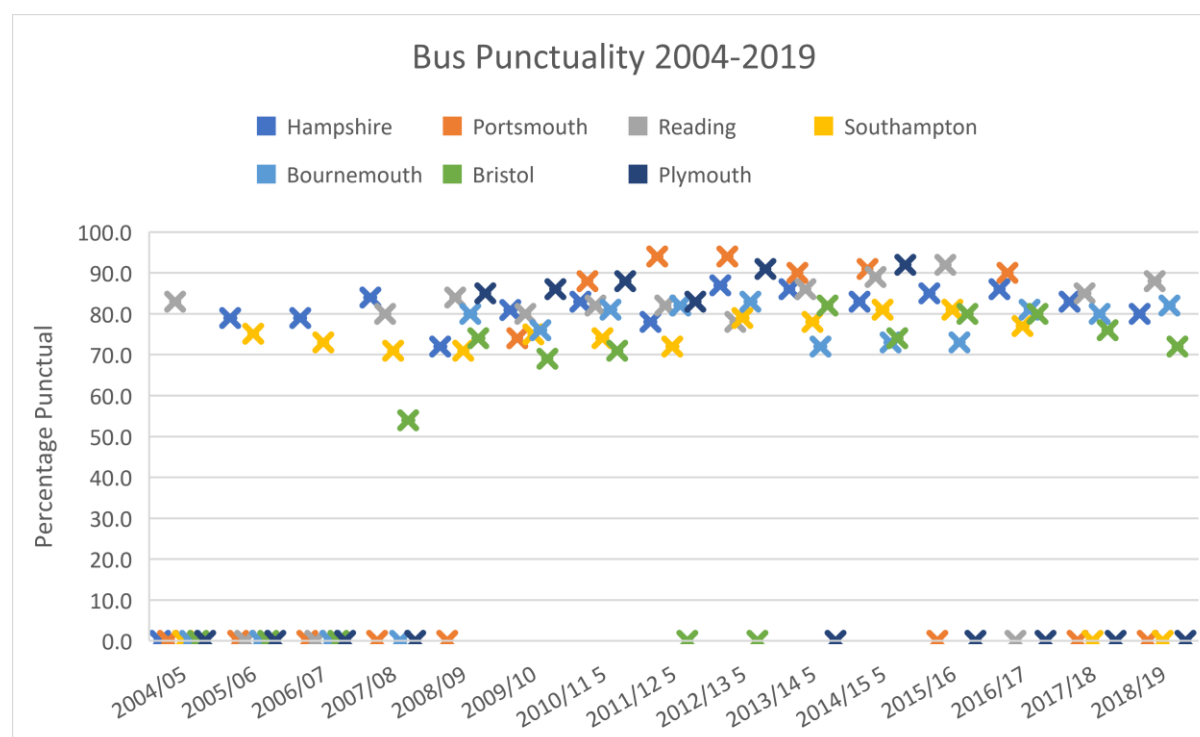


Figure 3.4 Bus Punctuality Comparison<sup>14</sup>

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 3.2 Average Percentage Bus Punctuality 2020-21

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 3.5 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.

<sup>14</sup> DfT Bus Punctuality Statistics

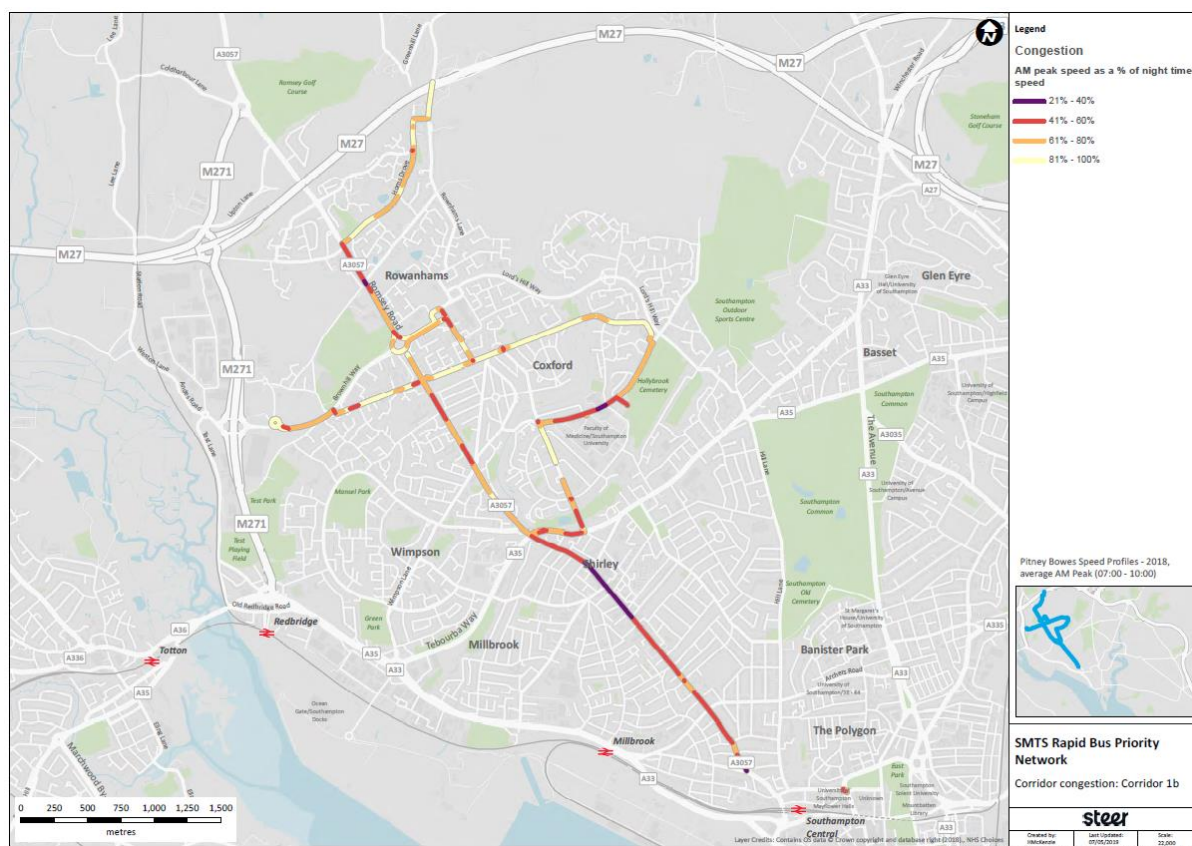


Figure 3.5 Example of Impact of Traffic Conditions on Speeds and Buses – Shirley Road

### 3.1.4 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. We have looked at national surveys – Transport Focus and National Highways Transport Surveys to inform this BSIP. Additionally, SCC has carried out an online public perception survey on buses and what people wanted for buses in Southampton specifically.

#### Transport Focus Bus Passenger Survey (2019)

Both the main operators participate in the bi-annual Transport Focus Bus Passenger Survey. The latest available version is 2019. Summary of the results for Southampton specific operators is in Table 3.3.

	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 3.3 – Summary of Passenger/Public Satisfaction<sup>15</sup>

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.

<sup>15</sup> Transport Focus 2019 Bus Passenger Survey – England, Bluestar and First South Coast (includes Portsmouth)

### Southampton Bus Survey (2021)

To inform the development of the BSIP, 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 & to some extent" (Figure 3.6) more by a particularly large margin in the following points:

- Multi-operator tickets and fare capping across operators (80% agreement),
- Safer waiting environment at bus stops (79%),
- Bus routes that serve areas of the city that they don't do currently (78%),
- Lower fares (74%), and
- Simplified fares (73%).

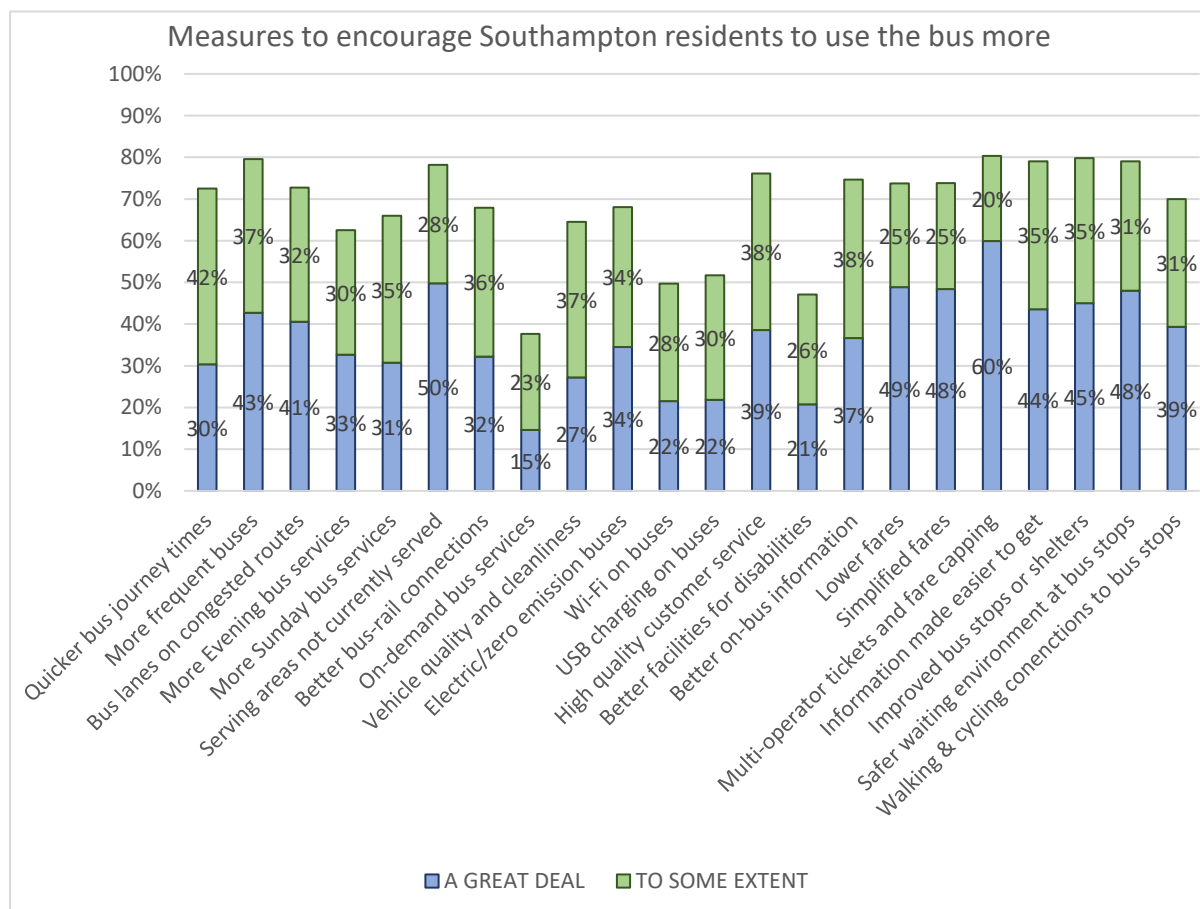


Figure 3.6 Agreement with measures to encourage greater bus use



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 3. 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 outlines 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.

This survey is being repeated in Winter 2022/23 and results will be analysed and incorporated into any future BSIP updates.

## **3.2 Southampton’s Bus Market Profile**

This section profiles Southampton’s bus market detailing the current bus network, how the bus operators work in Southampton, the state of the highway infrastructure – provision of 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.

### **3.2.1 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 connects Southampton to surrounding towns and villages in Hampshire. This is shown in Figure 3.7.

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 13 bus services operating inter and intra urban routes, and Salisbury Reds on 1 inter urban service;
- GSC are contracted by the University of Southampton to run the 4 UniLink services connecting the University to link to halls of residence, the University’s 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.

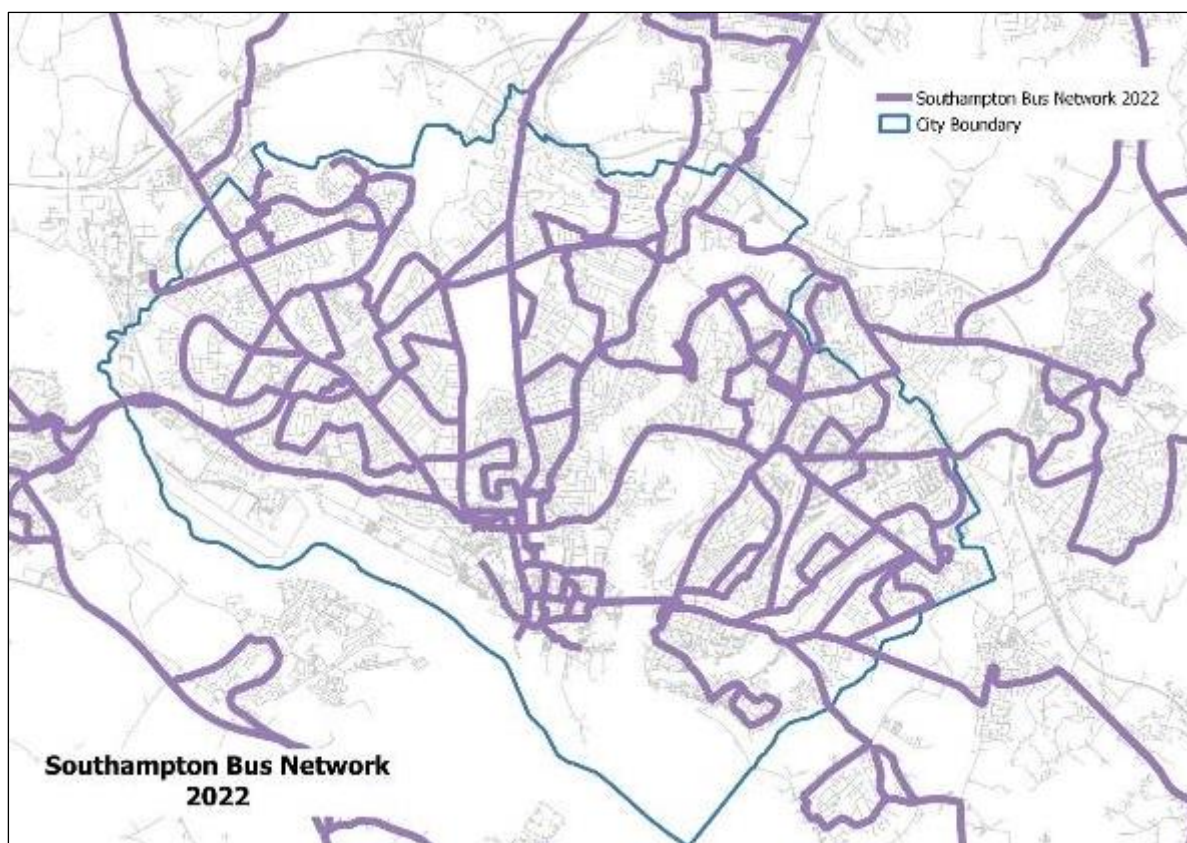


Figure 3.7 Southampton Bus Network (2022) SCC

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.

### 3.2.2 Bus Services

There are 36 public bus services in Southampton. Table 3.4 sets out the individual bus services in Southampton, destinations service and their frequency in 2022.

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 2230. After midnight only 1 service operates before ceasing around 0030.

There is a night time term time only service on the U1 service between the City Centre and University of Southampton campuses.

Weekday frequencies are maintained on a Saturday; however Sunday and Bank Holidays operations have 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 42 buses per hour in the City Centre compared to at least 90 during a weekday.

Service	Route	2022 Frequency (bus per hour)			Operator
		Mon-Sat	Evening	Sunday	
Quay Connect	Central Station-Town Quay	1	-	1	Bluestar
1	Southampton-Totton-Calmore	2	-	-	City Red
1	Southampton-Winchester	3	2	2	Bluestar
2	Southampton-Eastleigh	4	1	2	Bluestar
2	Weston-City Centre-Millbrook	6	3	4	City Red
3	Southampton-Hedge End-Eastleigh	1	Limited	6jnys	Bluestar
3	Thornhill-City Centre-Shirley-Lordshill	6	3	3	City Red
4	Southampton-Romsey	2	Limited	1	Bluestar
6	Southampton-Hamble	2	1	1	City Red
6	Southampton-Lymington	1	-	2hrly	Bluestar
7	City Centre-Townhill Park	4	2	3	City Red
7	Woolston-City Centre-Shirley-Lordshill	2	Limited	1	Bluestar
8	Southampton-Hythe & Calshot	1	Limited	4jnys	Bluestar
8	Hedge End-City Centre-Hospital	2	1	1	City Red
9	Southampton-Hythe & Fawley	2	1	2	Bluestar
9	City Centre-Sholing	1	-	-	City Red
11	Southampton-West Totton	3	Limited	1	Bluestar
12	Southampton-Calmore	3	1	1	Bluestar
13	City Centre-Harefield	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	6	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	6-7	3	4	UniLink
U2	City Centre-University	5	3	3	UniLink
U6	City Centre-University-UHS	4	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	First Solent
X7	Southampton-Salisbury	1	-	-	Salisbury Reds
X10	Southampton-Bishop Waltham	6 per day	-	-	Xelabus
X11	City Centre-Shirley-Lordshill	6 per day	-	-	Xelabus
X12	City Centre-Shirley	4 per day (Tu & Th only)	-	-	Xelabus
X21	City Centre-Southampton Science Park	3/day	-	-	Xelabus

Table 3.4 – Bus Services in Southampton

The geography of Southampton means that there are a limited number of radial corridors for traffic and bus services to use. This also does not support reliable cross-city services as routes between east and west are funnelled across the River Itchen and no ability for routes to go to the south. There are only three suitable bridges (Itchen, Northam and Cobden) that buses can use.

This results in 5 cross-city bus services connecting Millbrook, the Hospital 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 Townhill Park 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 and generate a turn up and go service along main corridors while serving the main housing areas.

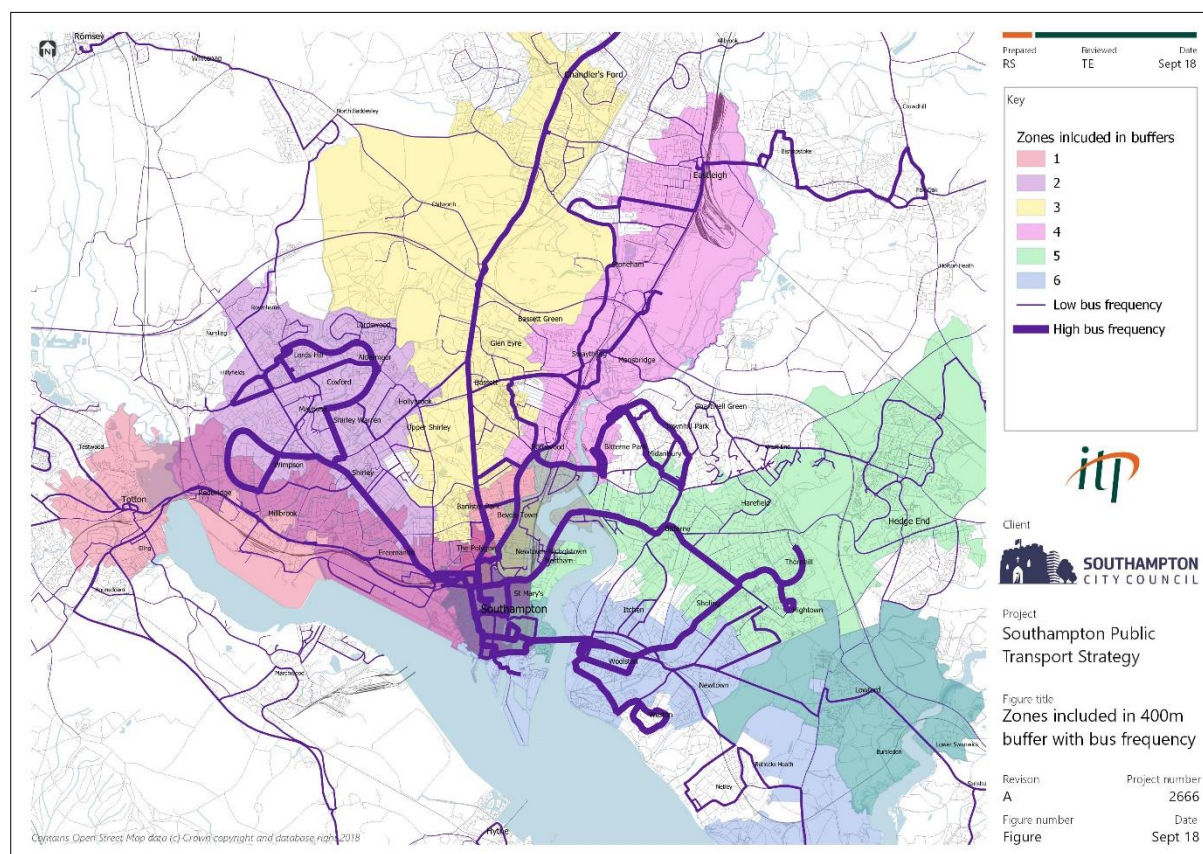
However, there are areas of Southampton that do not have such a good bus service, for example Harefield, parts of Sholing, north of Lordshill, Freemantle, and Upper Shirley. These have hourly or less frequencies.

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.

Some minor network changes were made in October 2022 with service frequencies on routes changes, re-routing and interworking of services:

- X10 reduced from hourly to two-hourly,
- CR8 extended from City Centre to University Hospital Southampton – creating a cross-city service from Hedge End and Bitterne to the Hospital,
- CR1 interworked with CR9 and CR13 in the City Centre to create a through bus allowing passengers from Harefield, Bitterne & Sholing to connect to Central Station, and
- Service frequencies increasing on certain routes as part of recovery from pandemic.

Figure 3.8 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 3.8 - 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 3.9 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), Portwood 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 1 bus 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.

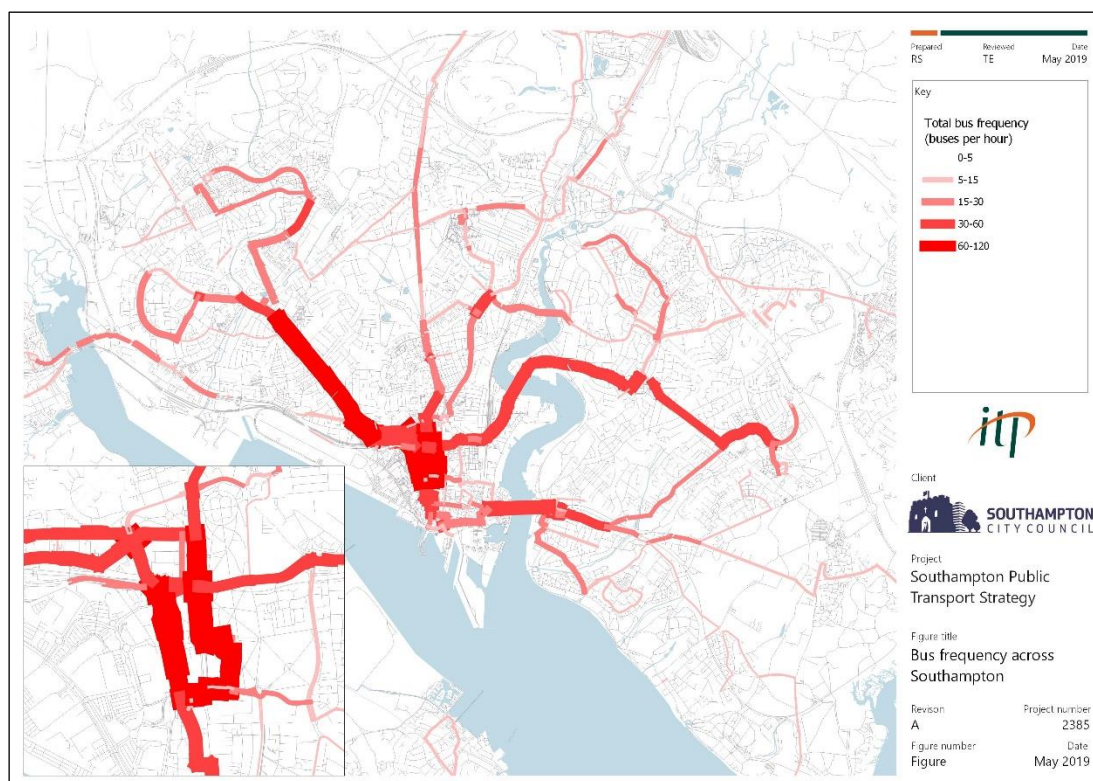


Figure 3.9: Bus service frequency by road link- thickness denotes service frequency (2019)

### 3.2.3 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

Go South Coast (GSC) are the largest operator in Southampton carrying 71% of the annual patronage across 53% of the 36 bus routes. 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 3.10.

- Bluestar – 12 intra and inter urbans services to Millbrook, Lordshill, Shirley, Portwood, 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, Portwood, Swaythling, and University Hospital Southampton – these are all open to students (via their halls fees) and the 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 3.10 – GoSouth Coast Network Map – Southampton and wider area 2022

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	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 3.5 – Bus Fleet –Bluestar

#### CityRed (First Southampton)

CityRed, part of First Group, are the second largest operator in Southampton carrying around 28% of the annual patronage across 25% of the 36 bus routes. As set out in Section 2.2.2 First operate the CityRed and Solent brands in Southampton.

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 3.11.

- 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.

Service changes in October 2022 extended the CR8 service from the City Centre to Hospital creating a cross-city service from Hedge End and Bitterne to Shirley and the Hospital.



Figure 3.11 CityRed & First Network Map Southampton

Following these changes one service has been temporarily supported by SCC (CR9 between Sholing and City Centre) and CR13 is partially supported by some early-morning term time only journeys.

Due to the pandemic, subsequent changes to travel patterns and the cost of living crisis, City Red has struggled to maintain and rebuild a sustainable network of routes. This will lead to the withdrawal of all bus services operated by First Bus within Southampton from February 2023. The Council will be working closely with other bus operators to explore opportunities to protect routes and to maintain current levels of service.

The First Solent X4/X5 services from Portsmouth, Fareham and Gosport will remain.

First Bus currently operate 66 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	4	62	66	0	66	00	66

Table 3.6 – Bus Fleet – First CityRed & Solent

## Xelabus

Xelabus are the smallest operator in Southampton with 22%, or 8 of the 36, 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.

The Xelabus network provides localised link bus services in some suburbs of Southampton (Upper Shirley, Bitterne, Lordshill and Freemantle) that are not served by commercial services. Xelabus also operates out of Southampton to Bishops Waltham and 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.

## 3.2.3 Bus Infrastructure

Southampton has a variety of bus infrastructure to support people accessing the bus, providing information and providing buses with priority as shown in Appendix 4.

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

### Bus Lanes and Bus Gate/Only Roads

In Southampton there is currently 2.99 miles of dedicated bus priority lanes either along main corridors into/out of the City Centre or providing bypasses to congested junctions. The bus lanes and bus gates are shown in Figure 3.12.



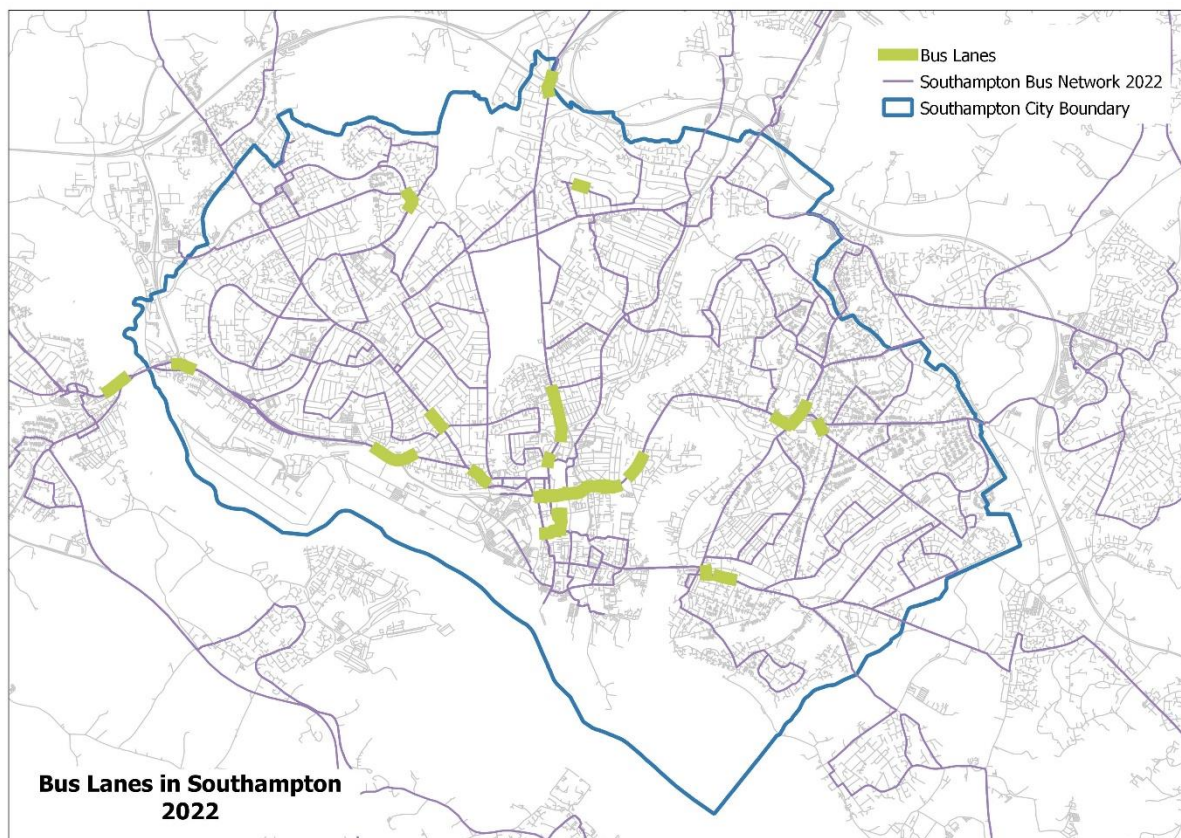


Figure 3.12 – Bus Lanes in Southampton

Bus lanes operate 24 hours 7 days and permit access for cycles, scooters in the Voi trial, Southampton registered taxis, and other authorised vehicles.

There are sections of bus only road at Bargate Street in City Centre and Coopers Lane in Woolston. Additionally there are two sections of Pedestrian Zone road that are open to buses on Above Bar Street, one section operates 0800-1800 only.

Four bus lanes in Southampton have camera enforcement to reinforce the restrictions ensuring that buses retain the benefits of the bus lane.

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.

Two new sections of bus priority have been completed in 2021/22:

- Coxford Road/Lordshill Way Bus Lane, and
- Violet Road (Cantell School) School Street Bus Gate (operates 0800-0915 & 1415-1545 Monday-Friday only).

Further sections are proposed through TCF on Millbrook Road West, Portswood Road and in the City Centre, subject to the outcome of consultation.

#### Traffic Signal Bus Priority

There are 38 traffic signal junctions that have active Traffic Signal Bus Priority. 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.

In 2021/22 Traffic Signal Bus Priority has been installed and activated at three junctions on The Avenue corridor. Thomas Lewis Way and St Denys Road junction was activated in Autumn 2022.

A further 17 junctions have bus priority installed but not yet commissioned.

26 junctions have been identified for traffic signal bus priority through TCF along Portswood, St Denys Road corridors and in the City Centre.



### Bus Stops

There are 974 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.

- 66% (650) of bus stops have accessible raised kerbs,
- 43% (410) of bus stops have shelters.

SCC uses the Transport for London (TfL) guidance for bus stop design which is considered over and above national guidance. A local Southampton 'Basis of Design' has been developed for bus stops to set out a minimum standard of provision at bus stops.

A trial of green bee-friendly roofs was implemented in 2021 at a small number of bus stops, including at Southampton Central Station. The ambition is to roll these out to other stops such as Albion Place, Shirley and Portswood.

SCC has an ongoing programme of renewing and upgrading bus stops to include accessible kerbs, lighting, security, and new high quality, high spec shelters that include information panels.

Bus shelters are provided through a contract with ClearChannel.



**Figure 3.13 – Green roof bus stop at Southampton Central Station**

### Real Time Passenger Information (RTPI)

Real Time Passenger 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.



Figure 3.14 – Newer TFT-style RTI Screens Southampton City Centre

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.

### 3.2.4 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

Fares on commercial bus services are set and determined by the bus operator.

Fares in Southampton are competitive when compared to other cities, as shown in Table 3.12, 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 CityRed and Bluestar is shown in Figure 3.15.

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.

Fare Type	Description	Fare	Single	Return	Daily	Weekly	Group*
Bluestar & UniLink							
Southampton City	Routes wholly within Southampton boundary	Adult	£2.50	£3.80	£3.50	£8.50-10.00	£8.00
		Child	£1.70	£2.00	£2.80	£10.00	-
Southampton Zone	Bounded by M271 & M27 but includes Airport	Adult			£4.00	£16.00-17.00	£8.00
		Child			£3.20		-
Southampton Plus	Zone plus Totton, Hedge End, Eastleigh & Chandlers Ford	Adult			£6.60	£19.50-21.50	£17.00
		Child	£2.00	£2.80	£5.20	£14.00	-
Network	Whole network including Winchester, Romsey, Waterside & Lymington	Adult			£9.00	£29.00	£24.50
		Child	£2.00	£3.40	£6.00	£16.50	-
Explorer		Adult			£10.00		
		Child			£6.70	£21.50	£27.00
First							
Southampton	Roughly bounded by administrative boundary	Adult	£2.00	£3.00	£3.50	£10.00	£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				£20.00	
		Child					
Hampshire	Across Hampshire (inc Fareham, Gosport & Portsmouth)	Adult			£7.80	£25.00-26.50	£16.00
		Child					
Xelabus							
Network	Southampton & Eastleigh	Adult			£8.00	£25.00	
		Child			£5.50	£18.50	
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 3.7 – Comparison of fare zones and adult, child and group ticket offers, 2022

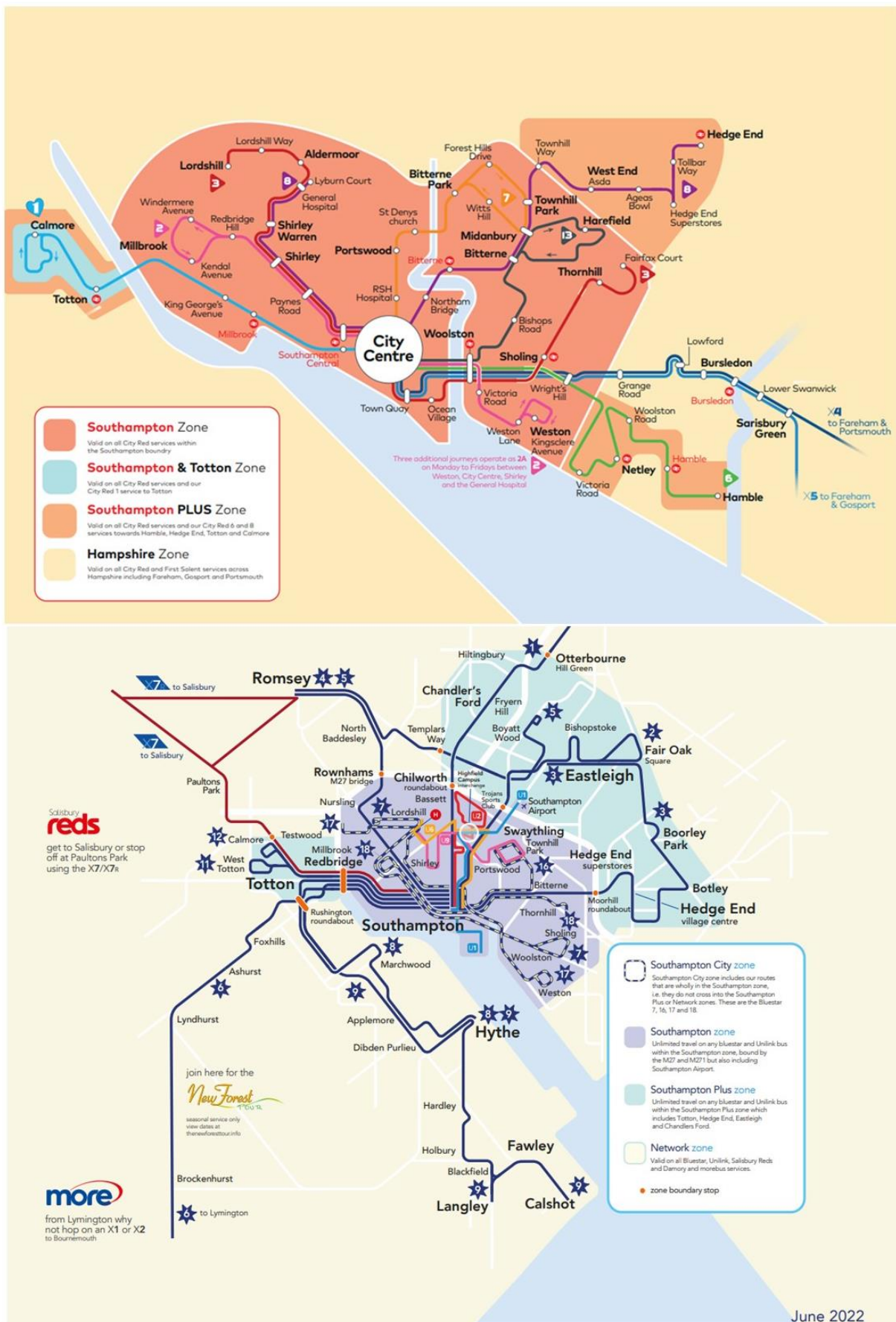


Figure 3.15 – CityRed and Bluestar Fare Zone & Network Maps



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%<sup>16</sup>. 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<sup>17</sup>.

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.

### Tickets

Operators offer a range of ticket types:

- Adult and child single and returns,
- Day, multi-day and multi-trip,
- Group
- Period – weekly, monthly or quarterly.

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.

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.

### Payment Methods

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.

All 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 have been equipped with readers that will enable full TOTO.

### Solent Go - Multi-Operator Ticket

Solent Go is a range of multi-modal multi-operator tickets and fare products, and at its launch in 2013 was the first offer outside of an Integrated Transport Authority (ITA). It succeeded the Solent Travelcard, launched in 2004, which was a paper ticket covering a single Solent region zone – including all of Portsmouth, Southampton and the parts of Hampshire between and around them.

With funding through the Local Sustainable Transport Fund (LSTF) Solent Travelcard was expanded and converted into SolentGo. The initiative was expanded to offer smartcard ticketing, additional travel zones and product durations, and included several ferry operators.

Solent Go currently covers the mainland part of the Solent region of Southampton, Portsmouth and Hampshire and the zone boundaries are shown in Figure 3.16.

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<sup>16</sup> Transport Focus National Bus Survey 2019

<sup>17</sup> [TAS Partnership National Fares Survey 2019](#)

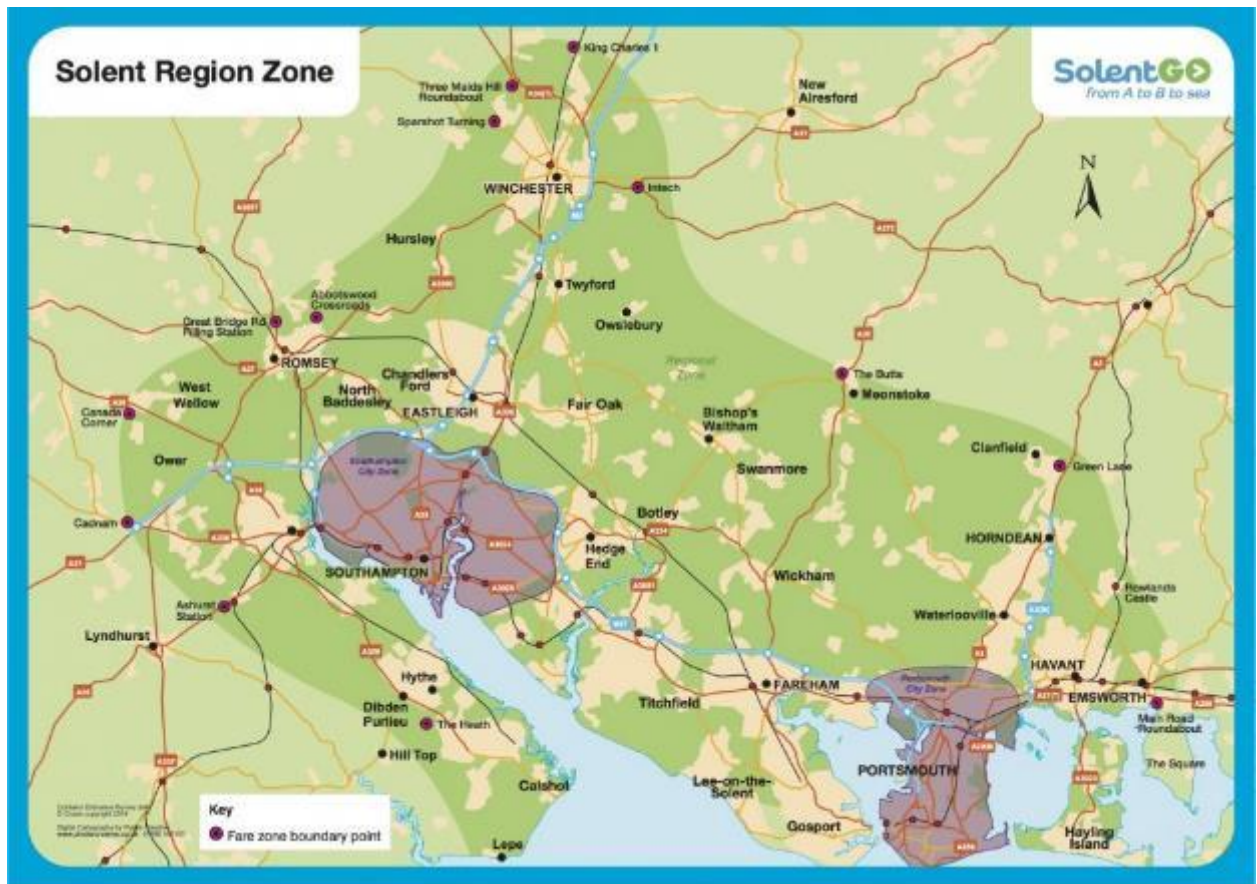


Figure 3.16 – SolentGo Fare Zone Boundaries

Bus products can be used on all operators' buses within the zone it is valid. Ferry products can only be used on Gosport and Hythe Ferries (previously available on cross-Solent routes by Hovertravel, Red Funnel and Wightlink but this was withdrawn in 2018 due to low usage).

Tickets can be purchased and used via several media options:

- As a paper ticket brought from the bus driver,
- Via an ITSO smartcard – brought via SolentGo website and credit is loaded to card via on-bus ticket readers and card readers at Gosport & Hythe ferry terminals,
- SolentGo app (Android only) to add products to smartcards,
- Bus operator travel offices, and
- Bus operators' own apps (FirstBus, Bluestar and Stagecoach).

Not all tickets are available via all ticketing methods, some tickets are only available as smartcard products.

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 Solent Go.

The fare and ticket structure is shown in Table 3.8.

Product family	Zone	Duration	Price	Ticketing methods		
				Paper	Smartcard	Bus Operators' apps
Bus tickets	Solent Region Zone	1 day	£8	Y	Y	Y
		5 non-consecutive days (Carnet)	£39	N	Y	Y(1)
		7 consecutive days (weekly)	£30	Y	Y	Y
		28 consecutive days (monthly)	£100	N	Y	Y (2)
		13 consecutive weeks (quarterly)	£280	N	Y	N
	Southampton City Zone	1 day	£5	Y	Y	Y
		5 non-consecutive days (Carnet)	£22.50	N	Y	Y(1)
		7 consecutive days (weekly)	£20	Y	Y	Y
		28 consecutive days (monthly)	£65	N	Y	Y(2)
		13 consecutive weeks (quarterly)	£185	N	Y	N
	Portsmouth City Zone	1 day	£5	Y	Y	Y
		5 non-consecutive days (Carnet)	£22.50	N	Y	Y(1)
		7 consecutive days (weekly)	£20	Y	Y	Y
		28 consecutive days (monthly)	£65	N	Y	N
		13 consecutive weeks (quarterly)	£185	N	Y	N
Ferry products	Gosport Ferry	2 Trip carnet	£4.30	N	Y	N
		14 Trip carnet	£26.40	N	Y	N
		56 Trip carnet	£104	N	Y	N
	Hythe Ferry	2 Trip carnet	£8	N	Y	N
		14 Trip carnet	£44	N	Y	N
		56 Trip carnet	£157	N	Y	N

Table 3.8 – Solent Go Ticket & Products

(1) Carnet tickets not available on the Stagecoach app currently

(2) Southampton City and Solent Region Zones 28-day m-tickets only available via Bluestar/UniLink app

The launch of SolentGo was accompanied by a significant marketing and promotion campaign, however in recent years marketing of SolentGo has been lower key. While bus operators provide information on their websites about SolentGo its profile remains low.

Research undertaken by SCC in 2019 found that 81% of polled (n=681) were not aware of SolentGo. Of public transport users' awareness increased to 28%. This low awareness, limited promotion and a 'premium' pricing compared to single operator products has led to low usage. Of those polled 1% were current users of SolentGo and 4% had ever used it.

Pre-Covid, there were approximately 3,000 active SolentGo cards, plus an unknown number of registered but inactive cards. In 2019/20 it was estimated that around 144,000 journeys were made with SolentGo – representing less than 1% of overall number of bus journeys in Solent.

Table 3.9 shows how sales of all Solent Go products (Southampton, Portsmouth and Solent zones) 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.

Sales of the Southampton City Zone have been low and this may be due to the lower average bus fares in Southampton compared to Portsmouth.

Year	Solent Region Zone	Portsmouth Zone	Southampton Zone	Total
2017/18	8,898	238	166	9,302
2018/19	9,851	698	468	11,017
2019/20	10,715	1,186	751	12,652
2020/21	4,746	633	361	5,740
2021/22	6,873	1,136	125	8,134

**Table 3.9 – Sales of Solent Go products 2017/18-2021/22**

Through the Solent Future Transport Zone (FTZ) there will be enhancements to Solent Go, including integrating it with Breeze - the UK's first multi-city Mobility-as-a-Service (MaaS) app.

The FTZ will develop new SolentGo multi-operator ticketing products, with the first carnets introduced in 2021.

SolentGo will be integrated with the Breeze app to allow for journey planning, payment and ticketing across multiple modes of travel and transport operators in one app.

Following extensive development in 2021 and 2022 Breeze launched to the public in October 2022 initially focused on micromobility. A fully functional version including rail and all buses in the Solent will go live in early 2023.

### **3.2.5 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 buses through the City Centre is complex as buses arrived from different corridors and each individual bus service follows a 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 alighting 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 as shown in Figure 3.17.



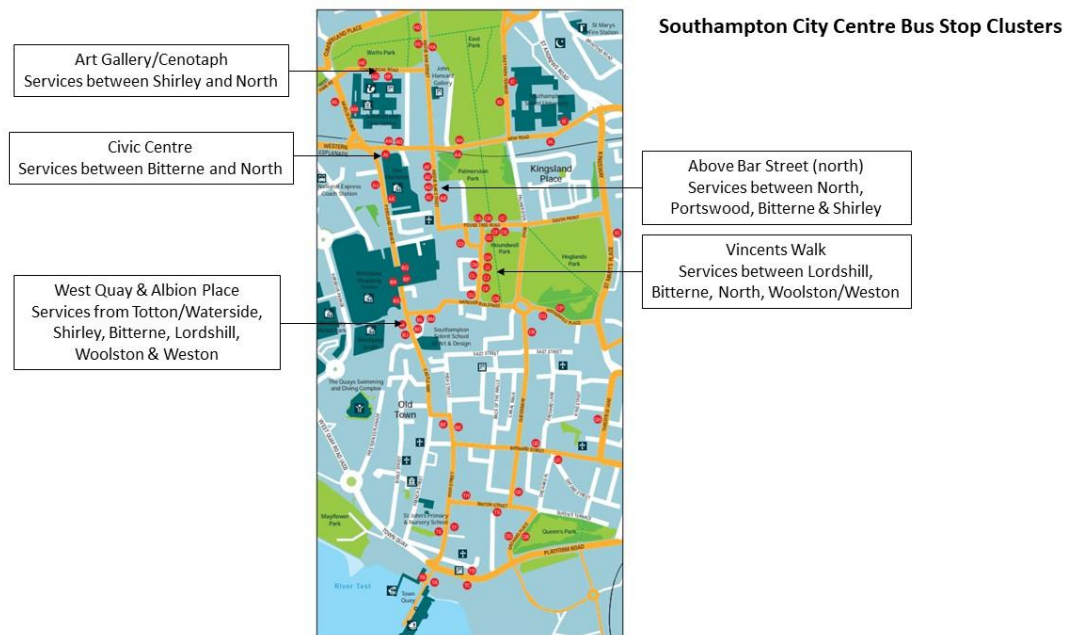


Figure 3.17 - Location of City Centre Bus Stops

The busiest clusters are Above Bar Street (south), Vincent's Walk, West Quay & Albion Place) and Civic Centre Road. Many of the stops are used for pick up and set down but stops in areas Albion Place and Vincents Walk are the key locations for terminating and layover of buses – these locations are primarily divided between Bluestar and First services.

23 services terminate in the City Centre with up to 57 buses per hour terminating, with an additional 27 crossing the City 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 2024.

There is a separate Coach Station on Western Esplanade approx. 350m east of Central Station but there is no interchange with local bus services.

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

### 3.3 LTA Financial Support

#### 3.3.1 Supported Services

Of the bus services in Southampton pre-pandemic, 90% are operated at a commercial level. The level of funding from SCC to support 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. This dropped to less than 40% of pre-pandemic mileage, and as of October 2022 buses in Southampton were operating at least 95% of their pre-pandemic levels of mileage.

As the network recovers SCC and the bus operators carried out a post-Covid Bus Network Review to identify the commercial stability and sustainability of the network. This was to identify services that would be at risk at the end of Bus Recovery Grant (BRG) funding. From this SCC is supporting additional bus journeys to ensure continued connectivity while patronage continues to recover.

SCC currently financially supports five services wholly and these are operated by Xelabus and First. SCC also partially supports one service operated by First.

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 3.10.

Service	Route	Journeys Supported	Annual Subsidy	%age Subsidised	Weekly Mileage (km)	Annual Mileage (km)
X11	City Centre-General Hospital-Lordshill	6 Journeys/Day Mon-Fri	£98,000	100	5,767	299,894
X12	City Centre-Shirley	4 Journeys/Day Tuesday & Thursday	£35,000	100	69.12	3594.2
Hoppa1	Midanbury-Bitterne	3 Journeys/Day (Mon, Wed & Fri)		100	40.5	2106.0
Hoppa2	Sholing-Bitterne	3 Journeys/Day (Mon, Wed & Fri)		100	73.4	3818.8
Hoppa3	Thornhill-Bitterne	1 Journey/Day (Mon, Wed & Fri)		100	43.59	2266.6
CityRed9	City Centre-Sholing	All Mon-Sat	£56,000	100	1,428	74,256
CityRed13	City Centre-Harefield	2x AM Journeys Mon-Fri Term Time	£5,000		106	3,922
			£194,000		7,527.61	389,857.6

Table 3.10 – Southampton Supported Services 2022

### 3.3.2 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. 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.

Just over 26,000 older and disabled people passes were issued in Southampton in 2021/22<sup>18</sup>, with older passes accounting for 88% of all passes issued. In 2020/21 there were 3.405m concessionary fare journeys made, with on average 131 journey made per pass. The proportion of eligible people taking up the pass in Southampton is lower than the South East average at 71%.

As Figure 3.18 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.

SCC has an annual budget for Concessionary Fares of approximately £4.64m.

The 2022/23 scheme follows DfT guidance based on the DfT's February 2022 Alternative Recovery Strategy to transition from paying on pre-Covid levels to paying on actual concessionary fares carried. This has enabled investment in trials of new fare offers such as a £1 Evening Fare and lower priced Group Fare offer introduced in partnership with the bus operators. However, both SCC and bus operators need to remain agile to ongoing changes to travel patterns and the potential need to review the current methodology if services become at risk.

<sup>18</sup> DfT Concessionary Fare BUS0822

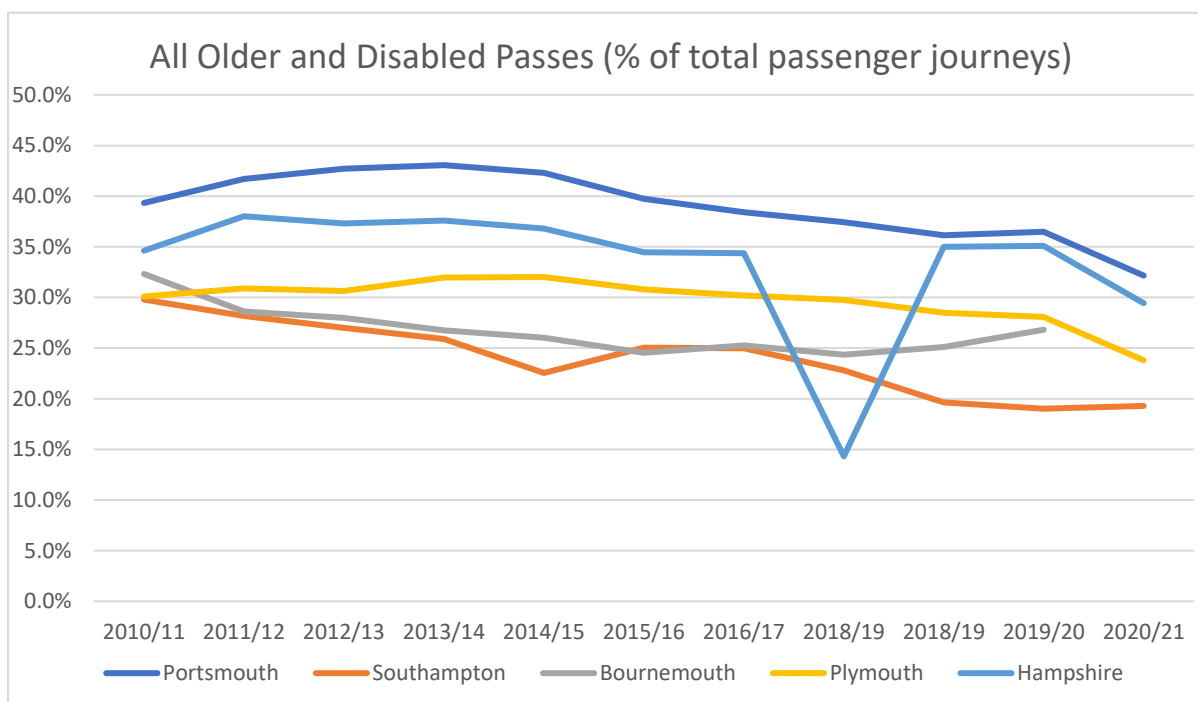


Figure 3.18 – Comparison of Concessionary Travel as proportion of all bus journeys<sup>19,20</sup>

### 3.3.3 Funding

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.

Additionally during 2022/22 SCC received £307,900 funding through the Bus Recovery Grant and Local Transport Fund from DfT. This is being used to support socially-necessary and marginal bus services as set out in Section 3.3.1.

## 3.4 Other Factors Affecting Buses

### 3.4.1 Demographics

Southampton's resident population is 249,000<sup>21</sup>, this has increased by 22.1% from 204,000<sup>22</sup> in 1991.

Southampton also has a relatively young population, with 10.5% of the population being aged 20-24 (30-34 year olds make up the biggest proportion nationally at 7%)<sup>23</sup>. In 2021, 17.3% of the resident population was aged between 15 and 24 years (compared to 11.7% nationally). This is largely due to Southampton having over 40,000 students at its two universities – making up around 18% of the population.

The population is expected to increase to 270,000 in the early 2040s – 8% 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.

<sup>19</sup> DfT BUS0113 Older & Disabled concessionary passenger journeys on local bus services 2020/21

<sup>20</sup> Bournemouth is up to 2018/19 before merger into BCP Council

<sup>21</sup> 2021 Census Outputs

<sup>22</sup> ONS Mid-Year Population Estimates 1991-2017

<sup>23</sup> 2021 ONS Census Population & Household Estimates

### 3.4.2 Cost of Bus V Car

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 3.11 shows the split between the publicly 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 3.11 – Car Parking in Southampton

A comparison of daily parking, daily and weekly bus fares shows that Southampton does provides the cheapest parking, daily and weekly bus fares (Table 3.12). 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	£3.50	£3.50	£10.00	£10.00	£5-8
Portsmouth		£4.70	£17.00	£18.00	£10-12
Solent Go	£5.00	N/A	£20.00	N/A	N/A
Brighton & Hove	£5.00	£5.50	£22.75	N/A	£23
Reading	£4.30	£4.50	£17.00	-	£10-14
Bristol	£6.00	£6.00	£23.50	£23.50	£13.50
Plymouth	£5.00	£5.00	£20.00	£20.00	£5-12
Bournemouth	£4.30	£4.50	£16.00	£20.00	£5-20
Nottingham	£4.70	£4.70	£20.00	£20.00	£16
South East <sup>24</sup>		£5.23	£18.74	£18.74	

Table 3.12 – Comparison of daily and weekly fares<sup>25</sup>

The quantum and cost of parking is 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.

### 3.4.3 Air Quality & Climate Change

Southampton experiences high levels of air pollution in certain parts of the city. The pollutants of greatest concern in the city are Nitrogen Dioxide (NO<sub>2</sub>) and Particulate Matter (PM). 6.3% of deaths in the city are contributed to by concentrations of PM2.5, higher than the average Southeast region value of 6.0%<sup>26</sup>. The majority of NO<sub>2</sub> comes from road transport while PM is mostly from domestic fuel burning and industry.

SCC were one of the first five local authorities required by central government to assess whether a charging Clean Air Zone was required to achieve compliance with the annual air quality limit for Nitrogen Dioxide (NO<sub>2</sub>). While a charging zone was not found to be necessary, central government issued The Council with a Ministerial Direction to deliver a Local NO<sub>2</sub> Plan – a programme of non-charging measure

<sup>24</sup> TAS Partnership 2019 National Fares Survey - [30281-REP-TAS-National-Fares-Survey-2019.pdf](https://taspartnership.co.uk/30281-REP-TAS-National-Fares-Survey-2019.pdf) (taspartnership.co.uk) TAS Partnership 2019 National Fares Survey - [30281-REP-TAS-National-Fares-Survey-2019.pdf](https://taspartnership.co.uk/30281-REP-TAS-National-Fares-Survey-2019.pdf) (taspartnership.co.uk)

<sup>25</sup> Source – operator websites and local authority websites for parking – 2021 prices

<sup>26</sup> [Public health profiles - OHID](https://phe.org.uk/public-health-profiles-ohid) (phe.org.uk)



which aimed to help mitigate the risk of non-compliance, largely by using incentives and disincentives to improve technology in taxi, bus, and freight sectors.

Early measures under The Local NO<sub>2</sub> Plan included the Clean Bus Retrofit Scheme which effectively secured Euro VI compliance across Southampton's operational buses. The Council continue to work closely with the Joint Air Quality Unit to ensure that The Plan has ensured compliance with the limit value.

Analysis shows that Greenhouse Gases (GHG) in Southampton has decreased by 50% since 2005 largely as a combination of increasingly decarbonised electricity, economic change, and gradual adoption of more efficient buildings, vehicles and businesses. With full decarbonisation and other factors Southampton's baseline of GHG emissions will fall by a further 26% by 2050. Currently, 29% of Southampton's emissions come from the transport sector, by 2050 is its predicted to be 33% without intervention.

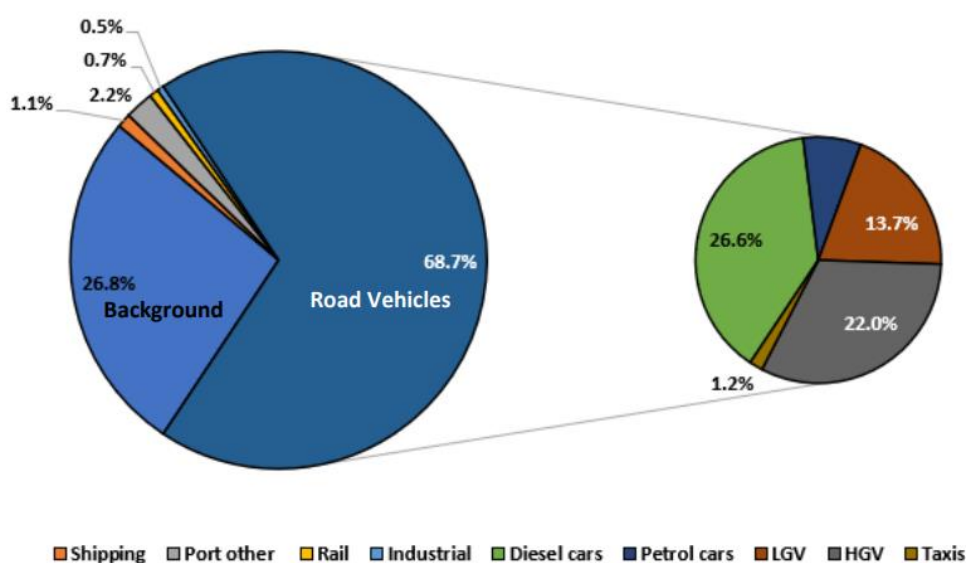


Figure 3.19 NO<sub>x</sub> contribution by source (average of all sites where source apportionment took place)

In addition, the Council has declared 10 Air Quality Management Areas through the Local Air Quality Management Framework for exceedances of the annual average air quality objective for Nitrogen Dioxide. While The Council have been able to monitor steady improvements in air quality in the city since air quality management began, The Council are committed to realising continued improvement in the city's air quality. As such, an update to The Council's Air Quality Action Plan is due to be adopted in 2023.

The Plan will set out the Council's approach to managing air quality over the next five years and includes a commitment to bus priority and adherence to Euro VI standards in the recognition that a consistent, timely, easy to use and clean bus service is a key way to reduce private vehicle dependency and improve air quality.

Further decarbonisation of the transport sector with more walking and cycling, enhanced public transport, electric and more fuel efficient vehicles will reduce the proportion of GHG emissions. Options include zero emission electric buses with a decarbonised source to tank approach.

### 3.5 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"> <li>A strong core bus network of frequent and direct services connecting city centres to majority of suburban areas</li> <li>Radial bus network means <b>main corridors have good frequency – ‘turn up and go’</b> frequencies</li> <li>Sustained growth in bus patronage on flagship interurban and high frequency urban bus routes</li> <li>High user journey satisfaction – 89%</li> <li>A modern and attractive bus fleet with RTI, Audio-Visual displays, contactless payments and WiFi and charging points</li> <li>Low emission and young (2.5yrs average) fleet compared to other cities and entirely Euro VI</li> </ul>	<ul style="list-style-type: none"> <li>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</li> <li>Very high frequencies on Shirley and Itchen Bridge corridors potentially giving an imbalance to areas with little or no service</li> <li>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</li> <li>Limited service frequency to some suburban areas e.g. Hedge End, Romsey</li> <li>Few cross-city services that don't require interchange in City Centre – e.g. Bitterne to Hospital, Woolston to University, and no ‘orbital’ service</li> <li>Accessibility from the east is impacted by geography and severance of the River Itchen and railway means bottlenecks impact reliability</li> <li>Limited investment in the highway network for bus priority lanes</li> <li>Terminal points are poorly lit with poor road surfacing</li> </ul>
Bus Network (operators)	<ul style="list-style-type: none"> <li>Strong competition on some routes have led to low weekly fares</li> <li>Strong operator brands and recognition with users</li> <li>Smaller operators active and engaged</li> </ul>	<ul style="list-style-type: none"> <li>Some duplicated route numbers across different bus operators' bus services – that may cause confusion for customers.</li> <li>Reduction in support for less viable bus services</li> </ul>
Bus Network (development)	<ul style="list-style-type: none"> <li>Ongoing evolution and development of the network, reacting to need</li> <li>Aspiration for a Southampton Mass Transit System and integration with rail</li> </ul>	<ul style="list-style-type: none"> <li>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</li> <li>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</li> <li>Getting the network to integrate into the City as it grows with new development</li> </ul>
Bus Network (City Centre)	<ul style="list-style-type: none"> <li>Well served City Centre, with all bus routes terminating or passing through</li> <li>Elements of bus priority and bus lanes leading to City Centre – Northam Road and Shirley Road</li> <li>Bus travel is worth £275m to the economy</li> </ul>	<ul style="list-style-type: none"> <li>No single focal point in the City Centre with complex and varied routing for buses</li> <li>Limited interchange at Central Station for services from the east</li> <li>Constrained, shared road space, radial in nature</li> <li>Limited capacity/space for terminating services to layover</li> </ul>

Bus Network (Park & Ride)	<ul style="list-style-type: none"> <li>• Park &amp; Ride has been identified through TCF as incremental approach starting at weekends/ major events in partnership with the NHS Trust</li> </ul>	<ul style="list-style-type: none"> <li>• No public P&amp;R provision is currently available to serve journeys into Southampton city centre</li> <li>• Hospital (staff only) P&amp;R bus services are operated under contract and so are not currently integrated with local bus services</li> <li>• Public P&amp;R needs to compete with relatively low car parking tariffs and high supply</li> </ul>
Socially necessary DRT & Community Transport provision	<ul style="list-style-type: none"> <li>• Active and supported community transport services, including community minibus, dial-a-ride and voluntary car share schemes</li> <li>• Good supply of taxis and private hire vehicles in main urban areas, including taxi ranks at larger rail stations</li> </ul>	<ul style="list-style-type: none"> <li>• Scope and supply of service limited by funding constraints</li> <li>• Lack of integration of community transport provision with hospital transport services and special educational needs transport</li> </ul>
Bus-Bus, Bus-Rail & Bus-Ferry Interchange	<ul style="list-style-type: none"> <li>• All public transport modes accessible from City Centre</li> <li>• Legible bus network branding and distinctive flags, shelters and maps</li> <li>• In main towns, rail stations are key points of interchange, connecting the train network to the local bus network with good waiting facilities</li> <li>• Multi-modal interchange opportunities at University, Airport, and ferry terminal at Town Quay</li> <li>• Opportunity for further integration with cycling, micromobility, rail and walking</li> </ul>	<ul style="list-style-type: none"> <li>• 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).</li> <li>• Limited high-quality interchange hubs, with facilities, apart from at some bus stations and key rail stations</li> </ul>
Fares, ticketing and Multi-operator & multi-modal	<ul style="list-style-type: none"> <li>• Overall fares are cheaper than average but perception among non-users that they are higher</li> <li>• Existing Solent Go multi-operator, multi-modal ticket covering South Hampshire, Southampton and Portsmouth – offers three ticket zones and carnet ticket products</li> <li>• Involvement in Project Coral</li> <li>• Tap On, Tap Off/Capped Fares has been introduced</li> <li>• Solent Future Transport Zone and Mobility as a Service</li> </ul>	<ul style="list-style-type: none"> <li>• Interoperability and acceptance of bus tickets between operators</li> <li>• Limited uptake of Solent Go ticket which is offered at a premium</li> <li>• Child fares increases at 16 to full adult</li> </ul>
Partnership and Investment	<ul style="list-style-type: none"> <li>• Good partnership working, showcased by very effective voluntary partnerships between operators and local authorities and successful bids to Central Government</li> <li>• Sustained spend from SCC on infrastructure</li> <li>• Proactive commitment from key employers and institutions showcased by the success of the Unilink bus network</li> <li>• Sustained investment and development of the network from operators</li> </ul>	<ul style="list-style-type: none"> <li>• 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 revenue will affect ability to invest in fleet replacement and decarbonisation.</li> <li>• Changes in political administrations and sufficient internal resource to be a strong &amp; intelligent client</li> </ul>

## Section 4 - Headline targets

This section considers the existing information and data presented in Section 3, and outlines targets for improvement, along with clear objectives, theory of change and how they will be measured. These are summarised here and 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 annual via website

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

### 4.1 Journey Times

A variety of targeted measures are proposed to reduce bus journey times compared to the car in Southampton to achieve the ambitions of the BSIP. This target is aligned with both the LTP target S10 (journey times by public transport) but also 2 TCF targets.

The outputs that help to achieve this are:

- Bus Priority measures
  - More bus lanes and bus gates/exemptions that help to improve reliability and journey times – in Southampton and working with Hampshire on priority for sections outside of Southampton used by cross-boundary services,
  - Traffic Signal Bus Priority across Southampton to improve traffic and bus flows,
  - A protocol that provides the methodology for traffic signal bus priority,
  - Whole route priority along a corridor for high-frequency routes, and
  - Bus stop layout design to enable quick bus access and egress.
- Ticketing
  - Tap On Tap Off – to speed up boarding by reducing dwell time
  - Breeze App – to speed up boarding by reducing dwell time
- Complementary Measures
  - Increased bus lane and other moving traffic offence enforcement,
  - Parking or loading restrictions to reduce obstructions
  - Roadwork management
  - Parking policy and charges for parking
  - Working with schools, communities and businesses.

### Target 1 – Journey Time Reduction

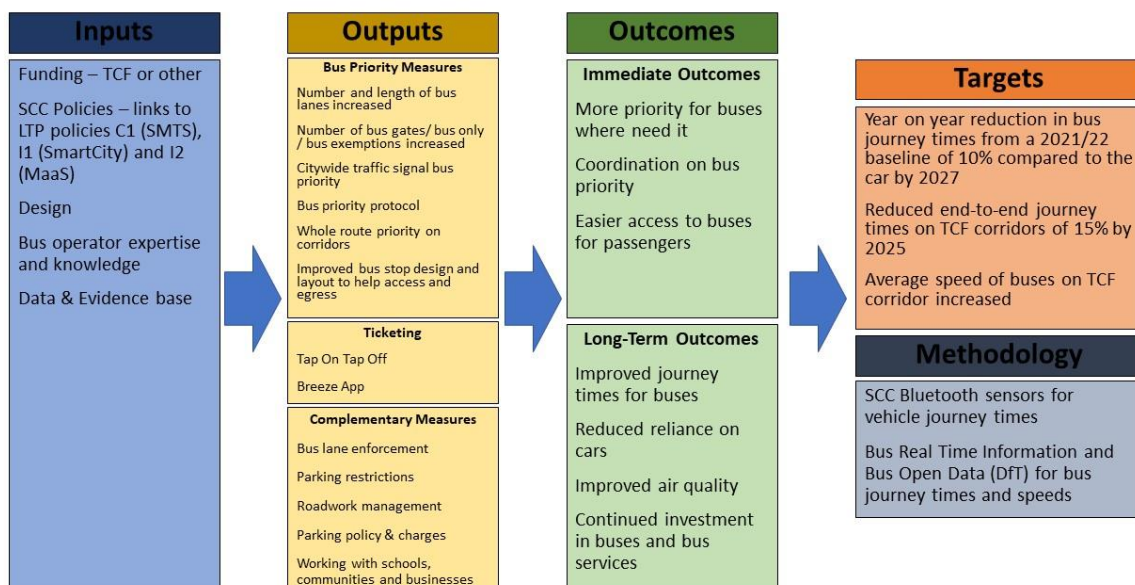


Figure 4.1 – Target 1 – Journey Times Theory of Change



### **BSIP1 – Journey Time Target**

From a 2019 baseline, if delivery of measures set out in Section 5 are funded and implemented, our targets for journey times are:

- Year-on-year reduction in bus journey times from a 2021/22 baseline of 10% compared to the car by 2027,
- Average speed of buses on TCF corridors increased:
  - Western (Millbrook Road West & Mountbatten Way),
  - Northern (The Avenue),
  - Portswood,
  - St Denys Road, and
  - Portsmouth Road.

## **4.2 Reliability and Punctuality**

This target is aligned with LTP target S10 (Public Transport Journey Times) and TCF targets on reliability improvements on TCF corridors.

This is to increase the reliability of buses in Southampton using scheduled operating measures to identify have reliable and punctual bus services are.

The measures in 4.1 on journey times will also support the achievement of this target as improve journey times will allow for improved reliability by reducing the variance in times passengers experience.

Data will come from the Real Time Passenger system and DfT Bus Open Source data for selected services.

We will be using the Traffic Commissioners definition of on-time for bus services, of buses that arrive no more than 1 minute early or 5 minutes late.

### **BSIP2 - Reliability and Punctuality**

From a 2019 baseline, by 2025:

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

## **4.3 Passenger Numbers**

The BSIP aims to get more people to travel by bus in Southampton. This has the benefits of reducing congestion, increasing people's opportunities and their quality of life through better access to service, employment, education, leisure and healthcare for all, improve air quality and help to support sustainable economic growth.

This target aligns with the LTP target S6 to increase public transport patronage levels. This will be important as bus patronage recovers from the Covid pandemic, and when it reaches pre-pandemic levels can look to continue the growth trajectory

Data will be collected from monthly returns from bus operators of patronage to generate a single aggregate figure for Southampton.

### **BSIP3 - Passenger Numbers**

From a 2019 baseline, by 2025:

- 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 look to reach 25m journeys within 5 years.
- Increase the number of bus journeys per head of population by x% by 2027
- Increase the number of Concessionary Fare travellers by 10% by March 2025 reversing the decline in these travellers.
- Increase the people mode share travelling by bus into the City Centre Increase the people mode share travelling by bus into the City Centre from 2019 baseline from 18% to 25%.

## **4.4 Passenger Satisfaction**

This aligns with our LTP target E3 on affordability and satisfaction with public transport in Southampton.

As outlined in Section 3.1.4 the primary sources for passenger satisfaction scores are the Transport Focus Bus Passenger Survey and the National Highways and Transport Survey for bus users and non-users.

### **BSIP4 – Passenger Satisfaction**

Increase bus passenger satisfaction across Southampton from a 2019 baseline, by 2025:

- Increase bus passenger satisfaction across Southampton
- Improve levels of satisfaction with bus fares from 52% to 55%
- Improve levels of satisfaction with disabled people using buses by 5% to 70%

## Section 5 – Delivery

### 5.1 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 in Southampton's transport mix 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 2050<sup>27</sup> we need to support decarbonisation of all transport including buses.

Buses are important for people to get around particularly if they don't have access to a car all the time. They provide connections to work, education, retail, leisure and to see friends and family. They are important for quality of life and well-being, improving air quality and reducing congestion – all of which improve pride in a place.

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:

**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.

### 5.2 The Ambitions

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

The measures we are proposing to carry out for each Ambition, subject to funding, are set out in Section 5.3.

#### 5.2.1 Ambition 1 – A bus network that is integrated, frequent and accessible for all

Having a stable bus network is important, the ambition is to sustain and develop Southampton's bus network so that it is accessible to all, integrates with other modes and has frequencies that provide a level of service that enables people to turn up and not have to consult a timetable.

80% of respondents to the 2021 SCC survey would use the bus more if services were more frequent. More evening and Sunday services was important for 63% and 66% respectively, and 79% said more buses to areas not currently served would encourage people to use buses.

This ambition aims to tackle some of the weakness and opportunities identified in Southampton's bus network:

- Strong corridors with high levels of patronage and frequency but affected by congestion
- Pockets of 'bus deserts' in certain areas of city – Lordswood, Upper Shirley, Harefield due to lack of bus services or poor penetration of services;

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<sup>27</sup> SCC Corporate Plan 2021

- 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 caused by the River Itchen and railway meaning bottlenecks impact reliability;
- Terminal points are poorly lit with poor road surfacing.

### Integrated & Frequent

The bus network is integrated within the Southampton Mass Transit System (SMTS). 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).

To achieve the ambition, corridors will be assessed holistically from end-to-end so we can continue to develop and deliver 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.

Away 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.

Within the SMTS the bus elements are:

SMTS Bus Element	Characteristic
<b>Rapid Bus</b>	<p>Flagship corridors that have a 'turn up and go' frequency of at least every 5 minutes radiating out from the City Centre. They extend to District Centres and then other key destinations UHS Hospital, University, Eastleigh or Totton. From the District Centres the corridors branch out into residential areas.</p> <p>Between the District Centre and City Centre the corridors will see a combination of services – both inter-urban limited stop and intra-urban services that combined give the turn up and go level of service.</p> <p>Each corridor will be assessed holistically and multi-modally to generate reductions in end-to-end journey times compared to the car (BSIP1 Target). The aim of this assessment (already done for TCF corridors) is to identify measures that improve service reliability and punctuality, accessibility to bus stops, and the wider customer experience. The focus of investment will be based on those that provide the biggest return in journey times and patronage generation. After TCF corridors on Western and Portswood these are likely to be Shirley and Bitterne corridors.</p> <p>Features that would be implemented on a Rapid Bus Corridor include extensive bus priority, traffic signal priority at all junctions, better waiting facilities including larger 'Super Stops', interchange with other travel option (e.g. micro-mobility or rail)</p> <p>These would be supported by Express or Limited stop services along with all-stop services, zero-emission vehicles, comfortable and accessible high quality vehicles that meet latest standards.</p> <p>Examples of Rapid Bus services are The Star in Portsmouth, and Premium in the West Midlands.</p> <p>These will be the initial focus of investment over the next 5 years.</p>
<b>Local/ Link Bus</b>	<p>Local, or Link, Buses operate away from the Rapid Bus corridors and services are often wholly commercial providing the connectivity into the residential areas. As the join the Rapid Bus Corridors they merge with the Express/Limited Stop services and other Local Bus services to generate the frequency.</p>



	<p>Features would be similar to Rapid Bus with targeted bus priority, high-quality waiting facilities, integration with micromobility, and same high-quality accessible zero-emission vehicles.</p> <p>Some of these services maybe socially necessary but are not commercially viable. Here the Council will assess whether to intervene to retain the service, subject to funding.</p>
<b>Demand Responsive Transport</b>	<p>These are the wholly non-commercial where there is less demand or variable demand. Could be operated via traditional buses or through Digital/Dynamic Demand Responsive Transport. These may have no prospect of reaching commerciality and require ongoing financial support to deliver a bus services.</p> <p>Options could include developing Digital/Dynamic Demand Responsive Transport (DDRT) – with a trial for Southampton planned for 2023/24. They could include crowd sourced routes or flexible minibus services, or conventional buses or specialist transport.</p>
<b>Park &amp; Ride</b>	<p>Develop a network of Strategic &amp; Local Park &amp; Ride (or Travel) sites where people can park and continue to their destination by bus, train, cycle, walking or car share.</p>

**Table 5.1 Bus Elements of the SMTS**

### Accessibility

To achieve the ambition, corridors will be assessed holistically from end-to-end so we can continue to develop and deliver 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. This covers both bus stops and the vehicles themselves.

Away from the corridors we will the 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.

For bus stops a standard 'basis of design' has been developed for TCF and will be applied to all stops in Southampton. These will be accompanied with accessibility audits to ensure that routes to the bus stops and footways are in a good order, secure and safe.

To make sure that there a no digital deserts we will include assistive technologies and independent travel training to help people – young and old – to live independently for longer.

All vehicles in Southampton will need to meet the Public Service Vehicle Requirements 2000 or better for accessibility.

### **Ambition 1 Measures**

#### Integrated & Frequent

##### Short Term – 2021-2025

- Develop, consult and deliver improvements that improve bus journey times and reliability along the TCF corridors
- Develop the business case to remove the major capacity and resilience bottleneck for buses at Northam Rail Bridge
- Finalise commerciality and enhancements to services to maintain pre-Covid network, then increase frequency, running day (earlier or later services), Sunday services, subject to funding and value for money:
  - 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
- Carry out an objective network wide Journey Time Saving Study with bus operators;
- Carry out a multi-modal study, designs and start to deliver projects for the Shirley-Romsey corridor to ensure consistent service, priority and delivery including pinch points at Romsey Road/Tebourba Way and Shirley Road/ Howard Road (Foyes Corner) in line with the emerging LCWIP;
- Work in partnership with other stakeholders to develop and deliver improvements to the Strategic and Major Road Network to reduce severance and unlock bus travel benefits

#### Medium Term 2025-2030

- Continue to integrate the network with other modes including rail, shared mobility and cycle network;
- Develop a programme for local bus pinch points on the Local Bus network;
- Develop and deliver remaining Rapid Bus Corridors in partnership with Hampshire County Council.

#### Accessibility

#### Short-Term 2021-2025

- Carry out accessibility audits to bus stops and prioritise footway improvements on bus routes as part of annual maintenance programme;
- Adopt the Bus Stop 'Basis of Design' for all stops;
- Work with SPECTRUM and other disability groups to develop assistive technologies to help make the bus a less intimidating experience for disabled users;
- All buses in Southampton continue to meet Public Service Vehicle Requirements 2000 regarding accessibility.

## **5.2.2 Ambition 2 - Buses are an attractive alternative – fast, reliable and attractive**

Buses need to be 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.

To do this we are developing and, subject to funding, delivering bus priority along the Rapid Bus corridors, looking at measures to help through local pinch points, and then use technology to enforce them. The aim of this is to improve end-to-end journey times and reliability, including:

- Targets for speeding up journey times with investment meaning faster, reliable and more attractive movement through main corridors;
- Installing bus priority arising from the Corridor Studies on the Rapid Bus 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.

Through the surveys there is support for bus lanes on congested routes to encourage people to use the bus – 73% would see this as a measures to use the bus more.

## **Ambition 2 Measures**

### Fast & Reliable

#### Short-term – 2021-2025

- Deliver bus priority measures through TCF including bus lanes, bus only roads and traffic signal bus priority to improve bus journey times and reliability:
  - Western (Millbrook Road West & Mountbatten Way),
  - Northern (The Avenue),
  - Portswood,
  - St Denys Road, and
  - Portsmouth Road.
- Start to deliver the City Centre Bus Priority Loop through TCF, and seek funding for remaining sections:
  - Portland Terrace & East Park Terrace Bus, Taxi & Cycle Only,
  - New Road bus lanes (Appendix 5), and
  - Future sections for Queensway, Bernard Street and Houndwell Place.
- Implement Traffic Signal Priority widely across Southampton and complete the roll out of in-signal priority to all traffic signals on bus routes;
- Take a corridor approach to develop Journey Times Improvement Plans so there is a demonstrable improvement in bus journey times;
- 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 the existing 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 2023;
- Provide consistent hours of operation for bus lanes and permitted vehicles – emergency services, Southampton registered taxis, cycles & escooters (subject to outcome of trial);
- 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

#### Medium Term 2025-2030

- Implement identified bus priority measures from the Journey Time Corridor Studies on Shirley and Bitterne corridors;
- Develop Express Bus services along Rapid Bus Corridors;
- Analyse design, consult and implement projects to shorten bus journeys with pinch point schemes such as Redbridge Hill, Itchen Bridge area, around University Hospital.

### Attractive

#### Short-term – 2021-2025

- Review parking pricing and supply in the City Centre;
- Ensure that the maintenance of the highway and its assets creates a smooth ride quality for buses.

## **5.2.3 Ambition 3 – Bus travel is affordable and achieves multi-operator access**

### Affordable

Lower and simpler fares was a popular response from the survey – 74% would see this as a measure to encourage them to use the bus more.

To get more people to use the bus more often, innovative and lower cost ticket products are proposed. This 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.

## Multi-operator

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.

Recent investment has seen the launch of Tap On, Tap Off/Capped Fares within Southampton, and investment in the technology through TCF. Multi-operator ticketing was the most popular with 60% saying that this would encourage them 'a great deal' to use the bus.

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.

Through the Solent FTZ Programme, the range of SolentGo products are being improved through the new Mobility as a Service (MaaS) platform. SolentGo was the first multi-modal smart ticket solution outside of a major ITA and helped to shape multi-operator ticketing. The Solent FTZ programme has a several projects that are directly relevant to buses:

- Breeze Mobility as a Service (MaaS) trial – the UK's first multi-city MaaS service to allow journey planning, ticketing and payment via a single app for the majority of transport modes across the Solent;
- SolentGo Enhancement: developing new products and retailing SolentGo via Breeze; and
- DDRT Trial – launch first Digital/Dynamic Demand Responsive Transit (DDRT) services in Solent area, and integrated into the Breeze app system.

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.

### **Ambition 3 Measures**

#### Affordable

##### Short-term – 2021-2025

- 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;
- Support 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.

#### Multi-Operator

- Work with Solent Transport on the Solent 'Breeze' Mobility as a Service (MaaS) product – launched in 2022;
  - Phase 1 2022 – Bluestar buses, Voi Escooter & Beryl bikes,
  - Phase 2 2023 – National Rail Ticketing, Xelabus, First/City Red & Ferry Operators
  - Phase 3 later 2023 – DDRT, Car Clubs, Taxis & Car Parking
- Through FTZ, 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:
  - Carnet tickets (pack of 5) for Southampton and Solent Region Zones (introduced 2021)



- New Southampton City Zone products covering that covers cross-boundary public transport trips
- New 'hoppa' tickets to allow multiple trips in a 60-minute period across operators
- Discounted SolentGo tickets for jobseekers,
- Solent Go Rail Product
- 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.

#### 5.2.4 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 Breeze MaaS brands. The operators have invested heavily in the look, design and branding of the buses which are distinct and have good recognition.

79% of survey respondents said easy to use and get information was a way of encouraging them to use the bus more.

##### Bus Stops & Passenger Information

Between 2012 and 2014 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.

##### Bus Marketing & Promotion

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 Breeze 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.

The Council 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. The FTZ Programme also carries out marketing and communications programmes to maximise awareness and uptake of the new travel options being trialled.

SCC and the bus operators have a strong relationship of working together on promotion and marketing.

#### **Ambition 4 Measures**

##### Short-term – 2021-2025

- 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;
- 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;
- Improve timetable provision, including investigating e-ink screens that can provide the latest scheduled timetables for all services combined rather than individual operator paper versions;
- Work with bus operators to minimise timetable changes to twice per year (other than emergency timetables, contract services such as school/university and seasonal summer uplifts) and for both the local authority and operators to publicise changes;
- Collaborate 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 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;
- Review the online and print Southampton Public Transport Map annually to enhance integration with other public transport modes – rail and ferry, MaaS and micromobility.
- 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.

#### Medium-term – 2025-2030

- 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.
- 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.

### 5.2.5 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.

#### **Local Mobility Hubs**

**Why:** to get improved integration and seamless travel between transport options

**Interventions:** a network of Local Mobility Hubs in and around Southampton are planned with the first coming through the TCF programme. These are in important places, such as local District Centres or at transport interchanges, and provide access to a range of alternative onwards travel options – for the first or last miles of people's journeys. This allows people to travel sustainably as possible to and from their bus journey.

Travel options include:

- Shared Micromobility – scooters or bikes
- Electric Vehicle Charging Points and access to cars or vans,
- High quality public transport infrastructure – larger bus stops or routes into stations
- Future 'click & collect' or micro-consolidation points for deliveries.

The first Local Mobility Hub is to be installed at Woolston Transport Interchange in Summer 2023, with a second at Portswood Broadway due in 2024.

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.

## Ambition 5 Measures

### Short-term – 2021-2025

- Complete the TCF Southampton Central Station interchange project to create a world-class gateway to Southampton and integrate with the Mayflower Quarter masterplan area;
- Kickstart a Park & Ride service from Southampton West P&R at weekends only initially;
- 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;
- Integrate BSIP ambitions into the emerging Southampton Local Plan including 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.

### Medium-term – 2025-2030

- Further 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.

## 5.2.6 Ambition 6 – Buses support sustainable growth in the City and District Centres

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.

### City Centre Movement, Access and Public Realm Concept



Figure 5.2 – Concept for City Centre Bus Priority Ring

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 (Appendix 6), Above Bar Street and Vincent's Walk.

### **Ambition 6 Measures**

#### Short-term – 2021-2025

- Complete the TCF Southampton Central Station interchange project (Appendix 7) 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;
- Integrate BSIP ambitions into the emerging Southampton Local Plan including 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.

#### Medium-term – 2025-2030

- 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.

### **5.2.7 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.

There is a continued willingness to collaborate on future funding bids seeking to secure funding for zero emission bus infrastructure as was started with the Zero Emission Bus Regional Areas (ZEBRA) bid – a partnership between SCC and Unilink.

### **5.2.8 Ambition 8 – Passenger Input & Security**

We will work collaboratively with the city's bus operators to make bus travel more attractive, including improving passenger safety. To support this we have introduced a new Bus Passenger Charter that



sets out bus users' rights to certain standards of service, including punctuality, vehicle cleanliness, proportion of services operated, information and redress. The charter is available on the SCC website and provides links to existing bus operator conditions of service and complaints procedures for passengers.

Security on board and waiting for the bus is important, 79% of survey respondents said that safer bus stops would make them use the bus more. This 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.

### **Ambition 8 Measures**

#### Short-term – 2021-2025

- Audit access routes to bus stops for lighting, security, overlooking (passive and visual), crossings as part of bus stop infrastructure;
- Improve security around bus stops with measures such as CCTV, lighting, level boarding and access.
- Work with Hampshire Police to make travelling by bus safer and reducing anti-social behaviour on bus and on bus routes;
- Increase the proportion of buses operating with on-board CCTV in partnership with operators;
- Collaborate with Citywatch partners to link on-board bus CCTV, and bus and highway technology tools into the system, and enable operators to have appropriate access for dynamic traffic and incident management..

### **5.2.9 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) shown in Figure 1.8. The ambition for a network of Rapid Bus and Local Bus routes 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.

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.

### Ambition 9 Measures

#### Short-term – 2021-2025

- Develop the aspiration for the Southampton Mass Transit System working with bus, train and ferry operators, Network Rail, neighbouring authorities (Hampshire, New Forest, Eastleigh & Test Valley), Solent Transport, ABP and other employers.
- Start to develop elements of the SMTS and prepare business cases to secure future funding.

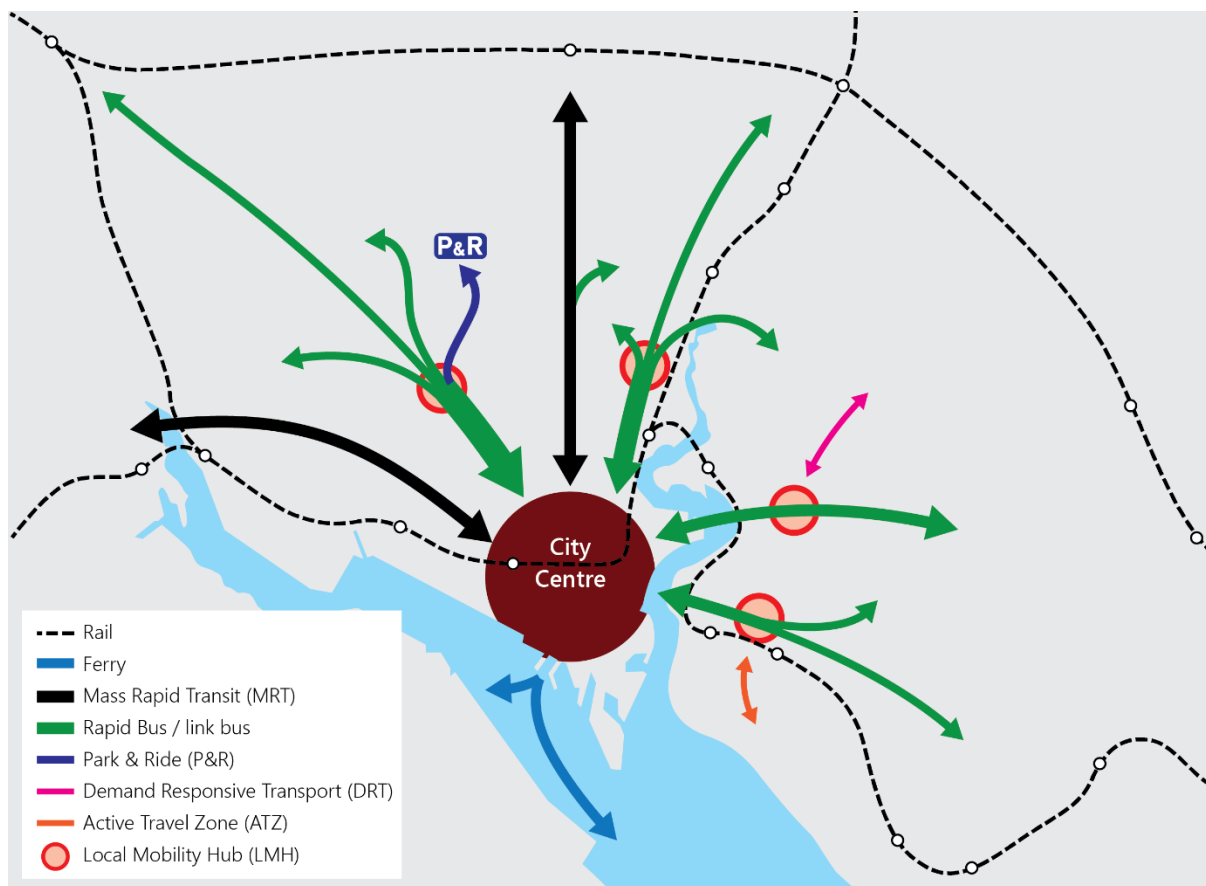


Figure 5.3 Southampton Mass Transit System Concept

## Section 6 – Governance & Reporting

### 6.1 Stakeholder Engagement

This BSIP has been prepared in collaboration with stakeholders, including residents and people working and visiting the city, local bus operators, and neighbouring authorities as outlined in Table 6.1.

<b>BSIP Development &amp; Review</b>	<b>Local Bus Operators</b> First Bus – CityReds Go South Coast – Bluestar, Unilink and Quayconnect Xelabus
	<b>Neighbouring Authorities, Regional &amp; Sub-National</b> Hampshire County Council Portsmouth City Council Solent Transport Transport for South East (TfSE)
	<b>Local Groups</b> Accessibility Forum (inc. SPECTRUM and Southampton Sight) Harefield Bus Campaign Residents via annual bus survey Workplace Travel Network

Table 6.1 – BSIP Development & Review – Stakeholder Engagement

Getting the views and opinions from a wide range of people is important in the development and application of the BSIP. A public survey was carried out in Summer 2021 and will be repeated annually get updated views on bus services and provision in Southampton.

Results and assessment of the 2021 Survey are in Appendix 3.

### 6.2 Governance

The governance structure for the implementation of the BSIP and Enhanced Partnership is robust and show in Table 6.2 below with Terms of Reference and Roles and Responsibilities in Appendix 8. This governance structure follows the existing voluntary partnership and Bus Punctuality Taskforce that was in place in Southampton.

The Enhanced Partnership for Southampton is expected to be established in Spring 2023.

For delivery an Enhanced Partnership Officer will be required who will manage the annual BSIP update and the management of and reporting on the Enhanced Partnership, governance boards and stakeholder liaison.

<b>Enhanced Partnership Board</b> Quarterly meetings Decision Making Body Receives Highlight Reports from EP Officer and any overview of progress from individual Working Groups Responsibility to oversee work on delivery of bus improvements as per the ambitions set out in the BSIP and schemes in the Enhanced	<b>Membership:</b> <ul style="list-style-type: none"> <li>Southampton City Council Cabinet Member for Transport &amp; District Regeneration,</li> <li>First Bus Hampshire &amp; Dorset Managing Director,</li> <li>Go South Coast Managing Director,</li> <li>Xelabus Managing Director,</li> <li>Director of Growth, Southampton City Council, and</li> <li>Head of Green City &amp; Infrastructure, Southampton City Council</li> </ul>
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<p>Partnership and to monitor and review progress of delivery of facilities and measures.</p> <p>Owner for Risk Register and discuss and rectify escalated items</p> <p>Will make recommendations to the Council and bus operators.</p>	<p><b>Observers:</b></p> <ul style="list-style-type: none"> <li>• Other bus, train and ferry operators</li> <li>• South Hampshire Bus Org Association</li> <li>• Neighbouring Local Planning Authorities</li> <li>• Solent Transport</li> </ul> <p>Other attendees may attend at the Chair's discretion</p>
<p><b>Enhanced Partnership Forum –</b></p> <p>Twice yearly meetings – one coinciding with Annual Conference</p> <p>Role to monitor progress and input into annual reviews/updates</p>	<p><b>Attendees representations of:</b></p> <ul style="list-style-type: none"> <li>• Southampton City Council</li> <li>• All local bus operators (inc. Hampshire)</li> <li>• University of Southampton (Owner of UniLink)</li> <li>• Local passenger train, ferry and express coach operators</li> <li>• Solent LEP and Solent Transport</li> <li>• Hampshire County Council and neighbouring Local Planning Authorities</li> <li>• Hampshire Bus Users Forum (when established)</li> <li>• Southampton Youth Council</li> <li>• Hampshire Police</li> </ul>
<p><b>Enhanced Partnership Working Groups</b></p> <p>Role to discuss issues and develop consensus, and input into specific tasks, including BSIP updates, task and finish work and corridor reviews.</p>	<p><b>Membership:</b></p> <ul style="list-style-type: none"> <li>• Southampton City Council</li> <li>• Neighbouring Authorities</li> <li>• Local bus operators</li> <li>• Other passenger transport providers</li> </ul>

Table 6.2 – Emerging Enhanced Partnership Governance

## 6.3 Annual Conference

As part of the new Enhanced Partnership an Annual Conference will be held with representatives from a range of organisations in addition to those attending the Board, Forum and Working Groups. Additional stakeholders will include representatives of bus user and specialist groups, businesses, TfSE and the Local Enterprise Partnership. The conference will include presentations and updates discussing progress and future opportunities to work towards the ambitions of the BSIP and Enhanced Partnership.

## 6.4 Resources

Responsibility for the development, monitoring and administration of the BSIP and Enhanced Partnership will be with Southampton City Council working in partnership with the local bus operators.

The lead area in SCC will be Transport Policy & Sustainable Travel Team within Transport & Planning Service Area shown in Appendix 8.

## 6.5 BSIP Targets & Benefits

The targets as set out in Section 4 are set out here. A tool is being developed to deliver effective annual reporting on the targets. This will be both qualitative and quantitative data to evaluate change and attempt to understand the reasoning. Table 6.3 shows the objectives, baseline, data sources and aspirational targets that have been set if the ambitions in Section 6 are funded and delivered.



Targets	Objective	Data Source	Baseline 2018/19	2022/23	2023/24	2024/25
<b>BSIP1 Journey Time</b>	Improve bus journey times compared to car by 2027	Bluetooth BODS <sup>28</sup>	Individual route targets to be set			
	Average speed of buses has increased to no less than 10mph citywide by 2025	BODS	-	10mph	11mph	12mph
<b>BSIP2 - Reliability</b>	Improve punctuality / reliability of bus services	BODS Bus Ops	86%*	89%	92%	95%
<b>BSIP3- Passenger Numbers</b>	Increase the number of people using local bus services in Southampton	Bus Ticket Machine Data	20.6 million	19m	20.6m	22.2m
	Annual number of bus journeys per head of population	DfT	81.4	75	81.4	83
	Increase the number of journeys made by concessionary fare pass holders	DfT	4.7 million	2.8m	4m	5.2m
	Increase the people mode share travelling by bus into the City Centre	SCC Modal Split Surveys	18%	15%	18%	21%
<b>BSIP4 - Passenger Satisfaction</b>	Improve overall satisfaction with local bus services	Transport Focus, SCC Annual Surveys	89%	91%	93%	95%
	Levels of satisfaction with bus fares (NHT Survey)	NHT Annual Survey	52%	51%	53%	55%
	Ease of disabled people getting on and off the bus (NHT Survey)	NHT Annual Survey	65%	65%	68%	70%

Table 6.3 BSIP Targets and Data Sources

To consider the effectiveness of the BSIP it is important that this range of data sources and plans are in place and reported on. The data collected will be used to assess the ongoing success of the BSIP and collation over time will allow for long-term analysis and monitoring. Data is collected monthly, quarterly and annually depending on the source. This is then presented in a dashboard to the Boards and then via the annual updates to the BSIP.

## 6.6 Reporting

Progress on the implementation of the Enhanced Partnership and projects relating to the delivery of the BSIP's ambitions will be done at each quarterly Enhanced Partnership meeting. These will include reporting on progress, financials and risk assessment. These will take the form of BI reports working closely with SCC's Project Management Office.

High level summary of the data collection towards the targets will be collected and reported to the Board as part of the standard reporting procedure.

SCC will publish a data summary report every six months to show progress against the targets in Figure 6.3. This will enable the tracking of progress against a baseline position and 2025 target. 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.

<sup>28</sup> DfT Bus Open Data Source

Annual Reporting	Six Monthly Reporting
BSIP1 Journey Times & Bus Speeds BSIP3 Annual Bus Passengers per Head, Concessionary Fares, City Centre People Mode Share BSIP4 Satisfaction with local bus services, bus fares, ease of disabled access	BSIP2 Bus Reliability BSIP 3 Bus Patronage

The six-monthly reports on progress against targets will be published on the Connecting Southampton website - <https://transport.southampton.gov.uk/connected-southampton-2040/bus-service-improvement-plan/>.

## Section 7 – Overview table

Southampton BSIP Overview Table

Name of authority	Southampton City Council
Franchising or Enhanced Partnership	Enhanced Partnership
Date of Publication	November 2022
Date of next annual updated	November 2023
URL of published report	<a href="https://transport.southampton.gov.uk/connected-southampton-2040/bus-service-improvement-plan/">https://transport.southampton.gov.uk/connected-southampton-2040/bus-service-improvement-plan/</a>

Targets	Objective	Baseline 2018/19	2022/23	2023/24	2024/25
BSIP1 - Journey Time	Improve bus journey times compared to car by 2027 (Analyse Bluetooth & BODS)	Individual route targets to be set			
	Average speed of buses has increased by no less than 10mph citywide	-	10mph	11mph	12mph
BSIP2 Reliability	- Improve punctuality / reliability of bus services (Analyse BODS)	86%*	89%	92%	95%
	Increase the number of people using local bus services in Southampton (ETM data)	20.6 million	19m	20.6m	22.2m
BSIP3 Passenger Numbers	- Annual number of bus journeys per head of population (DfT data)	81.4	75	81.4	83
	Increase the number of journeys made by concessionary fare pass holders (ETM data)	4.7 million	2.8m	4m	5.2m
	Increase the people mode share travelling by bus into the City Centre (LTP Surveys)	18%	15%	18%	21%
BSIP4 Passenger Satisfaction	- Improve overall satisfaction with local bus services (Transport Focus)	89%	91%	93%	95%
	Levels of satisfaction with bus fares (NHT Survey)	52%	51%	53%	55%
	Ease of disabled people getting on and off the bus (NHT Survey)	65%	65%	68%	70%

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
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 – Solent BSIP Package

The Solent BSIP package has been published separately and is available here:  
<https://transport.southampton.gov.uk/connected-southampton-2040/bus-service-improvement-plan/>

## Appendix 2 – Other Progress in 2022

Ambition	Intervention	Progress	Status
<b>Ambition 1 -</b>  <b>A network that is accessible for all, integrated and frequent</b>	- Continue business case work for funding to remove the major capacity and resilience bottleneck for buses at Northam Rail Bridge;	- Updated Strategic Outline Business Case for Northam Rail Bridge Replacement was submitted to the DfT in Spring 2022. The Business Case is currently being considered for funding by the DfT.	In-progress
	- Work in partnership with other stakeholders to develop and deliver improvements to the Strategic and Major Road Network;	- Ongoing collaboration is taking place between bus operators, National Highways and Hampshire and Southampton Council's to develop cross-boundary bus improvements. These improvements currently focus on improving bus journey times between the City Centre, Totton, Eastleigh and Hedge End. We have also worked with TfSE to integrate BSIP ambitions into the Strategic Investment Plan, which sets out the transport investment framework up to 2050.	
	- Finalise commerciality and enhancements to services to maintain pre-Covid network, then increase frequency, running day (earlier or later services), Sunday services.	- A post-COVID network review was undertaken in summer 2022 and additional support provided to bus operators where services were either marginally or not financially viable. Whilst this has led to some reductions in frequency and length of running day, SCC is committed to keeping this under review, in partnership with bus operators and local groups.	
	- Offer Independent Travel Training;	- Independent travel training is offered to vulnerable people living in Southampton as part of a rolling programme. The programme was paused during the pandemic and restarted in October 2022.	Ongoing
<b>Ambition 2 -</b>  <b>Buses are an attractive alternative - fast, reliable and attractive</b>	- Deliver bus priority measures to improve their reliability;	- New bus priority measures have been provided on approach to the new Southampton West Park & Ride, including Coxford Road and Lordshill Way, and Thomas Lewis Way. More information on Southampton West Park and Ride can be found here: <a href="https://transport.southampton.gov.uk/tcf/southampton-west-park-ride-completed/">https://transport.southampton.gov.uk/tcf/southampton-west-park-ride-completed/</a> . Further traffic signal priority measures will be delivered along Portswood Road and the City Centre.	In-progress
	- Use Traffic Signal Priority widely across Southampton;	- The number of traffic signals with active bus priority has increased to 38. These have been installed as part of junction upgrades delivered as part of our annual programme and along TCF corridors.	

	- 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;	- Consultation on applying for the powers to enforce Moving Traffic Offences was undertaken in October 2022. Application to Secretary of State to be submitted Winter 2022.	
	- The highway and its assets create a smooth ride quality for buses.	- In 2022, key bus routes were G12 resurfaced as part of the annual highways maintenance programme, including Vincents Walk and the Hanover Buildings to Bargate.	Ongoing
<b>Ambition 3 - Bus travel is affordable and achieves multi-operator access</b>	- 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;	- SCC, in partnership with local bus operators, has supported two fares offers in 2022, including a £1 Evening Fare and a £5 Group Fare. The weekend Group Fare offer which ended on 25th September has been extended to 31st March 2023.	In-progress
	- Work with Solent Transport on the Solent Mobility as a Service (MaaS) product launching in 2022; - 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; - 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;	- The soft launch of the Breeze journey planner took place in October 2022 and a hard launch is planned for early 2023. The initial launch included access to journey planning features and the ability to purchase bus tickets via the Breeze app. Further options, including enhanced purchase options, will be launched in early 2023.	
	- 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;	- Discussions with bus and train Operating Companies are underway to integrate bus and train ticketing options into the Breeze app. This additional functionality will be available in early 2023.	
<b>Ambition 4 - Buses will be easy to understand and use</b>	- Improve all bus stops in Southampton; - Expand roll out of RTI to most stops with updated displays that are dynamic (e.g. TFT) and used for campaigns;  - Further rollout of Legible Bus Network branding;	- Bus stops are being upgraded as part of the Transforming Cities and annual LTP programmes. Over the last year, 43 bus stops have been replaced in the east of the city and 8 shelters have had living roofs installed. 18 bus stops have also benefitted from access improvements, including raised kerbs, which have been funded from developer contributions. In addition, new SuperStop shelters have been ordered and will be installed in the City Centre, Woolston and Portswood over the 18 months.	In-progress



	- 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;	- SCC and local bus operators have developed and delivered fares offers in partnership to encourage people to travel by bus within Southampton. We are also developing a campaign focused on concessionary fares passengers, which will be rolled out in early 2023.	Ongoing
	- 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;	- Through the My Journey programme, we have been working with workplaces, schools and communities to promote public transport, including offering support in school and workplace travel planning, and delivering communications and marketing campaigns, such as promoting the £1 Evening Fare and Group Fare offers.	
	- Work with the Southampton Travel Plan Network and Travel Demand Management programmes to promote bus more to workplaces;		
	- Review the online and print Southampton Public Transport Map annually to enhance integration with other public transport modes – rail and ferry, MaaS and micromobility.	- The public transport map will be updated and republished in early 2023.	
<b>Ambition 5 - Buses are integrated with other modes and into the city</b>	- Complete the TCF Southampton Central Station interchange project;	- The new Southampton Central Interchange is planned for construction between Spring and Autumn 2023.	In-progress
	- Develop a network of Local Mobility Hubs and Park & Travel sites working with private sector micro-mobility and shared mobility providers;	- Co-design workshops have taken place with residents to inform the development of Local Mobility Hubs in Woolston and Portswood. Consultation on options took place in Summer 2022 and feedback is currently being integrated into final designs. The final hubs will be delivered between Summer 2023 and Spring 2024.	
	- 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 developers contribute to delivery of public transport schemes and infrastructure.	- The draft Local Plan has been prepared and consultation took place throughout Autumn and Winter 2022/23. The draft Plan includes policy levers that will ensure future developments give greater consideration to bus connectivity, including delivering and funding buses improvements.	
<b>Ambition 6 - Buses support sustainable growth in the City and District Centres</b>	- Deliver the bus hub improvements through TCF;	- Proposals for City Centre bus improvements are continuing to be developed. The latest scheme details for bus hub improvements can be found here: <a href="https://transport.southampton.gov.uk/media/2350/scc-city-centre-tcf-schemes-apbipt.pdf">https://transport.southampton.gov.uk/media/2350/scc-city-centre-tcf-schemes-apbipt.pdf</a> .	In-progress
	- Upgrade bus stops and routes to them in District Centres to SuperStops (see Ambition 4);	- Proposals to upgrade bus stops in Woolston and Portswood to SuperStops have been developed and will be delivered in 2023/24.	

<b>Ambition 7 - Modern Buses Lead the Way for the Decarbonisation of Transport</b>	- Submit a ZEBRA business case for the UniLink fleet for all-electric buses from 2022;	- SCC submitted a £8M ZEBRA bid to electrify the UniLink fleet in Spring 2022, which was unsuccessful. There remains a desire to submit future bids in the future to electrify the fleet.	Complete
	- All buses in Southampton have next stop audio and visual announcements and USB charging points, upgrades to inter-city services with additional charging and tables;	- All Bluestar and CityRed buses now have next stop audio and visual announcements.	In-progress
	- 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.	- As part of our Air Quality Management Plan, all buses operating in Southampton have been upgraded to meet Euro6 emissions standards.	
<b>Ambition 8 - Passenger Input and Security</b>	- Routes connected to bus stops are assessed for lighting, security, natural surveillance (passive and visual), and crossings, as part of bus stop infrastructure audits;	- The development of transport proposals includes auditing bus stops and the integration of improvements into the design process. Recent examples have included audits that have been undertaken to inform the development of bus improvements, including bus stop upgrades, in Woolston and Portswood. Proposals to install CCTV at key bus stops are also being delivered at ten bus stops in partnership with the Stronger Communities team.	In-progress
	- Work with Hampshire to update the existing First Hampshire charter to incorporate other services and to ensure that there are clear provisions on punctuality, vehicle cleanliness, emission standards, proportion of services operated, information and redress.	- A joint Hampshire and Southampton Bus Passenger Charter is being finalised and will cover the city and wider Hampshire area.	Complete
<b>Ambition 9 - Development of Integrated Southampton Mass Transit System</b>	- Develop the ambition and plans for the Southampton Mass Transit System.	- A study has been commissioned to support the development of the ambition for the Southampton Mass Transit System. Initial outputs have been received and the study is expected to conclude in early 2023.	In-progress

# Appendix 3 – Summary of Public Perception Survey Undertaken in 2021

## Summary

### CONNECTING SOUTHAMPTON

#### Bus Service Improvement Plan Survey Results

##### Bus Service Improvement Plan Survey

To support the development of our Bus Service Improvement Plan (BSIP) we carried out an online survey asking for people's views on how they use buses, the current state of local buses in Southampton and what improvements would make them use buses more.



**2,260**  
responses to the survey

##### They told us....



**Just over Half**  
had access to a private motor vehicle  
(car, van or motorcycle)



**58%**  
of respondents were  
female



**73%**  
use the bus on a  
regular basis



**61%**  
walk on a regular  
basis



**51%**  
drive on a regular  
basis



**20%**  
expected to use the  
bus less post-Covid



48% of respondents  
used the bus 2 or more  
times a week



Prior to Covid, respondents took the bus for shopping, leisure, health appointments or getting to work. Post-Covid, 24% would travel less and work from home more.

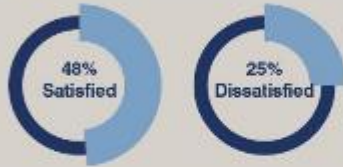
- X Convenience
- X Travel time
- X Lack of access to bus
- X Poor frequency of service

Reasons why people  
use car over bus



## Views on Local Bus Services

### Bus Reliability



48% of respondents were satisfied with the reliability of bus services, 25% were dissatisfied

### Journey Time



48% were satisfied with how long bus journeys took, while 23% were dissatisfied. 72% would use buses more if journey times were quicker

### Bus Frequency



42% of respondents are satisfied with the frequency of their buses, with 23% dissatisfied

### Bus Start and Finish Times



38% were satisfied with the times buses started in the morning and finished in the evening

### Additional Bus Services



79% would use the bus more if buses operated more frequently. 75% wanted more Sunday services

### Bus routes



79% would consider using the bus if there were bus routes that served areas of the city that they don't at present

### Quality



49% respondents were happy with the quality of the bus

### Facilities



46% wanted better facilities to cater for a disability

### USB & WiFi



50% wanted more USB charging and WiFi on buses

### Payment Method



49% of respondents used their bank card or mobile phone/smart watch to pay for their journeys

### Cost of Fares



33% of respondents were dissatisfied with the cost of bus fares, but 23% were satisfied with the cost of fares

### Changes to Fares



74% would consider using the bus if the fares were lowered. 73% would consider using the bus if the fares were simplified. 80% would consider using the bus if there were multi-operator tickets and fare capping

### Improved bus stops or shelters



80% would consider using the bus if bus stops or shelters were improved



78% would use the bus more if there was better and simpler information provided

### Safer waiting environment



79% would consider using the bus if there were safer waiting environments at bus stops





## 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

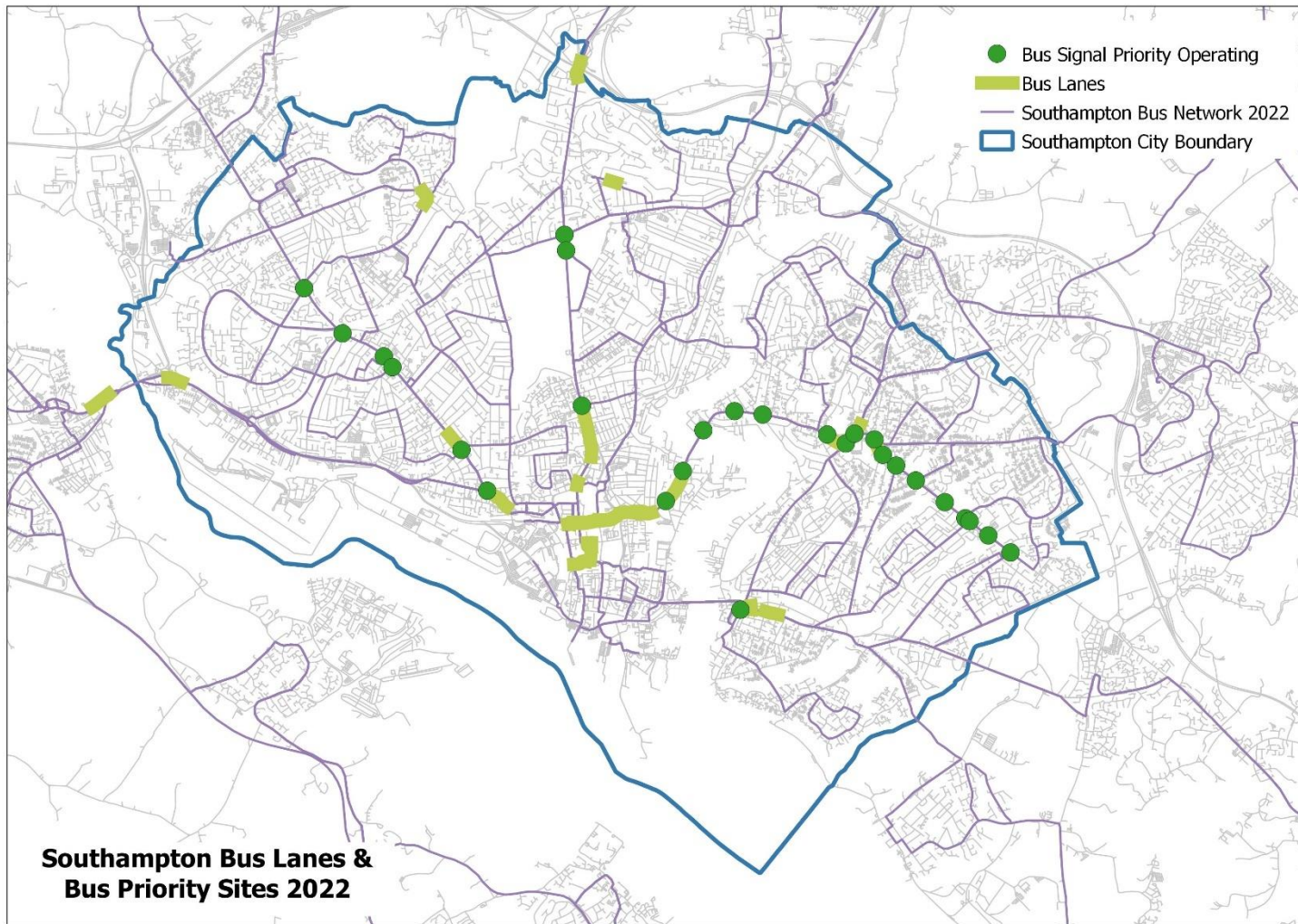
Responses to this question were largely positive. 13 out of the 22 responses answered points with "A great deal". The second most consistent answer across all points was 'To some extent'.

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.

## Appendix 4 – Summary of Current Bus Priority





Road	Priority Type	From	To	Length (m)	Operation
Redbridge Road	Bus Lane	Old Redbridge Road	Redbridge Roundabout	125	24hr
Paynes Road	Bus Lane	Waterloo Road	Millbrook Road West	412	24hr
Coxford Road-Lordshill Way	Bus Lane	Aldermoor Road	Aldermoor Close (opp)	171	24hr
Shirley Road	Bus Lane	Malmsbury Road	Howard Road	175	24hr
Shirley Road	Bus Lane	Tintern Grove	Commercial Road	165	24hr
The Avenue	Bus Lane	London Road	Banister Road	567	24hr
Chilworth Roundabout	Bus Lane	Bassett Avenue	M27 Overbridge	193	24hr
London Road	Bus Lane	Carlton Crescent	The Avenue	153	24hr
London Road	Bus Lane	o/s Giddy Bridge PH	Brunswick Place	39	24hr
Civic Centre Road	Bus Lane	West Marlands Road	Above Bar Street	55	24hr
Civic Centre Road	Bus Lane	Above Bar Street	Portland Terrace	86	24hr
New Road	Bus Lane	Park Walk	East Park Terrace	112	24hr
New Road	Bus Lane	Palmerston Road	Above Bar Street	193	24hr
New Road	Bus Lane	East Park Terrace	St Andrews Road	171	24hr
New Road	Bus Lane	St Andrews Road	Palmerston Road	184	24hr
Northam Road	Bus Lane	Brintons Road	Northam Rail Bridge	53	24hr
Northam Road	Bus Lane	Northam Rail Bridge	Old Northam Road	113	24hr
Northam Road	Bus Lane	Old Northam Road	Kingsway	103	24hr
Northam Road	Bus Lane	Princes Street	Britannia Road	231	24hr
Bitterne Road (Lances Hill)	Bus Lane	West End Road	Bitterne Road West	143	24hr
West End Road	Bus Lane	Maybray King Way EB Off	Bitterne Road (Lances Hill)	200	24hr
Maybray King Way	Bus Lane	Burseldon Road	Bitterne Road East	68	24hr
Portsmouth Road	Bus Lane	Enfield Grove	Manor Road South	151	24hr
Bargate Street	Bus Only Road	Portland Terrace	York Walk	153	24hr
Coopers Lane	Bus Only Road	Itchen Bridge	Portsmouth Road	46	24hr
Above Bar Street	Pedestrian Zone except buses	Commercial Road	Civic Centre Road	197	24hr
Above Bar Street	Pedestrian Zone except buses	Civic Centre Road	Sussex Walk	282	0800-1800
Vincents Walk	Bus Gate	Vincents Walk	Vincents Walk	85	24hr
Violet Road	Bus Gate	Copperfield Road	Primrose Road	171	0800-0930 & 1415-1545 Mon-Fri

## Appendix 8 – Transport & Planning Structure Chart

