

Southampton Enhanced Bus Partnership Forum

Wednesday 20 November 2024



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Solent
from First

Xelabus

 Hampshire
County Council

 SOUTHAMPTON
CITY COUNCIL

Agenda

- 1 Welcome & Introductions
- 2 Southampton EP update and progress since the last forum
- 3 Post budget update – what next for buses?
- 4 **Session** - Brainstorming Session – what do you want to see from the BSIP with further funding available?
- 5 Bus operator update
- 6 Any other business



1. Welcome & Introductions

Around the room introductions.



2. Enhanced Partnership Working Groups

a) BSIP+ Activities and Spend Update

Bus Service Support

Pump-Primed Services

- Experiencing +20% growth on B*13 & B*14, +5% on B*15, B*19 and B*20.
- Investing in additional journeys has provided a more attractive timetable that meets customer needs.

Shirley Services

- GSC has been awarded a new contract for Shirley services - 21 (formerly X11) and 22 (formerly X12) which commenced on Monday 28th October.
- Allows for better connectivity and wider range of tickets available across Bluestar and Breeze.

A bus user survey will be organised for BSIP+ funded services in early 2025 and feed into one-year monitoring report.



2. Enhanced Partnership Working Groups

b) BSIP+ Activities and Spend Update



Winter Marketing Campaign Message

'It's never been easier to use the bus' - over the period November to December 2024.

Straplines

More services and better buses, Fantastic value fares – a fair deal for all! (£2 and £1 singles).

A brand-new shiny bus hub, more bus lanes and better bus stops. Improved safety across the network.

Pay contactless using tap on tap off, plan journeys & buy tickets on the apps (Operator & Breeze).

Channels

Social organic, targeted social media, partner social platforms - Bluestar, First Solent, HCC & 'next door'.

A simple dedicated SCC web page featuring the campaign assets and narrative – tips on using the bus.

A selection of bus shelter 6-sheet posters via ClearChannel and SCC digital hubs.

Call to action

A competition to win a monthly bus ticket or Love 2 Shop voucher via a dedicated campaign web page: [It's never been easier to get the bus](#).



2. Enhanced Partnership Working Groups

b) Winter Bus Campaign

Examples of the campaign creatives.



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2. Enhanced Partnership Working Groups

c) 5 for £5 Group Ticket Offer

Summer 2024 Evaluation

- The '5 for 5' Group Ticket offer returned on Saturday 20 July and ran until Sunday 1 September.
- **25,954** tickets were sold at a cost of **£90,874** and an **average of 589 daily tickets**.
- Based on the ticket sales and the group sizes from the on-street survey **approximately 60,724 people benefited from the offer**.
- Peak days were at weekends and August BH was the highest with **almost 1,000 tickets sold on the Friday**.

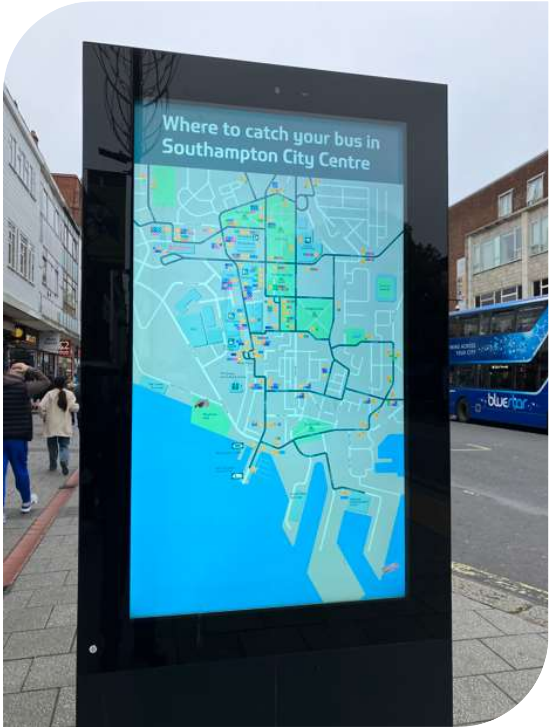
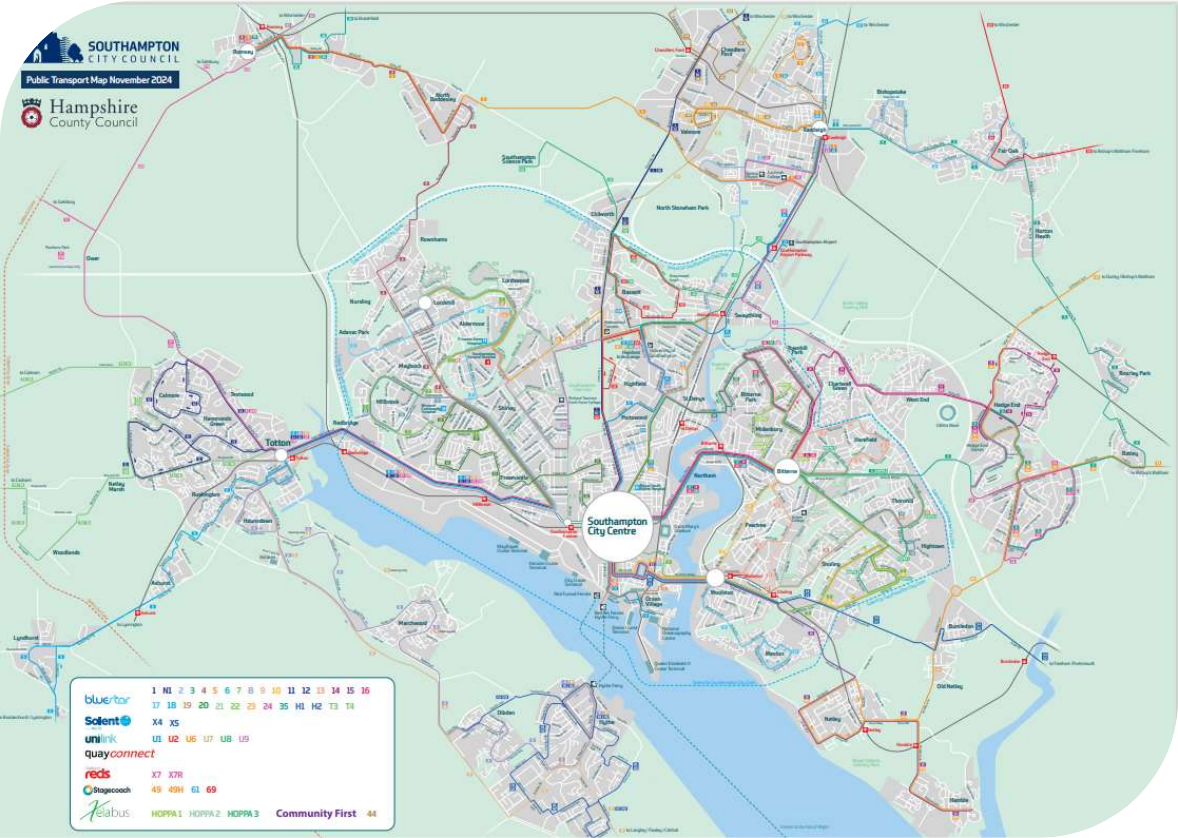
Christmas 2024 Offer

- Available from Friday 15 November until Sunday 5 January 2025.
- Messaging will promote both City Centre events and those in the wider city.



2. Enhanced Partnership Working Groups

d) Updated Public Transport Information & Wayfinding



2. Enhanced Partnership Working Groups

e) EP Work Programme



Workstream	Project	Nov	Dec	Jan	Feb	Mar
Bus Priority Infrastructure	Western Approach Bus Lanes	TRO		Delivery (subject to TRO)		
	Portswood – Lodge Road	Delivery				
	Portswood – Part-Time Bus Gate Trial			Trial		
	Ring Road In-Signal Bus Priority	Live				
	Moving Traffic Violations/RR/Lane Rental	Feasibility				
	City Centre Bus Priority Loop	Feasibility				
Bus Hubs & Stops	Albion Place Bus Hub	Operational	Official Opening			
	Bus Stop Upgrades (Shelters, RTI, Flags, Cleaning)	Harefield, Sholing, Lordshill & Hill Lane				
Bus Service Support	BSIP+ Enhancements - New Hill Lane service				Live	
	Replacement X11 & X12 (Bluestar 21 & 22)	Monitoring				
Fares & Ticketing	Group Fare Offer – Christmas 2024	Live				
	£1 Evening Fare	Live			Bus User Survey	
Other	Winter Marketing Campaign	Live				
	Civic Centre Road – Traffic Signal Renewal	Delivery				



2. Enhanced Partnership Working Groups

e) Albion Place Bus Hub



Improvements to Albion Place include the opening of the bus hub on 4th November, new urban garden and relocation of Bluestar Travel Shop opposite the new hub.



2. Enhanced Partnership Working Groups

e) Ring Road & East Park Terrace

Northern Inner Ring Road reopened in July 2024 and now provides bus priority at signalised junctions, new public spaces (e.g. Devonshire Square) and improved crossings.



In July 2024 East Park Terrace reopened as a dedicated bus, cycle and taxi only road between New Road and Charlotte Place Roundabout.



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2. Enhanced Partnership Working Groups

e) Marchwood Bypass & Rushington Roundabout

The new city bound bus lane and bus priority improvements up to the Rushington Roundabout was opened during Summer 2024. Frequency improvements to Bluestar 9 commenced from September.



2. Enhanced Partnership Working Groups

f) Work Programme Update



Policy/Strategy development:

- **EP Plan & Scheme** – currently under review and will be complete in March 2025.
- **Bus Route Investment Plans** have been drafted.
- **Mass Rapid Transit** – working with HCC and IoW to further develop vision for public transport and MRT (rail, MRT, bus, ferry). and integrating into other work programmes.
- **PT map update** – live on 1 November, with City Centre bus stop map displayed in digital totems.
- **Local Transport Plan Implementation Plan 2025-28** – summer 2025.
- **Local Area Energy Plan** – continuing to highlight energy challenges in the city and the need for fast paced investment.

Major Scheme Business Cases:

- Northam Rail Bridge Outline Business Case.
- West Quay Road Strategic Outline Business Case.

Current Projects

- Itchen Bridge Maintenance – details to be confirmed for 2025.



3. Post budget update – what next for buses?



A summary of the 2024 Autumn Budget

- The £2 national single fare cap ends on 31 December 2024 and will be replaced by a **£3 national single fare cap** until 31st December 2025. Bus operators are awaiting further guidance before deciding to participate.
- A further £670m has been allocated to deliver ambitions of **Bus Service Improvement Plans in 2025/26**.
- Southampton City Council will receive **£3.5M capital** and **£1M revenue**.
- A **multi-year settlement** to continue Bus Service Improvement Plan work from 2026/2027 up to 2029 is expected to be announced.
- It is expected that a further zero bus emissions tranche will be available to bus operators and local councils.



4. Session - Brainstorming Session – what do you want to see from the BSIP with further funding available?

To help shape our 2025 to 2030 plans, what would you like to see?

- For example, new bus services, better bus priority, more frequent timetables, new waiting facilities.



4. BSIP Ambitions

A bus network that is **frequent, comprehensive** and **accessible for all**

Buses are an attractive alternative - **faster and more reliable**

Bus travel is **affordable** and has **multi operator access**

Buses are **easy to understand** and **use**

Buses are **integrated with other modes**, each other and into the city



Southampton
Bus Service
Improvement Plan



Buses **support sustainable growth** in the Southampton area

Buses that are **better to ride** in and working towards **decarbonisation**

Buses are **safe** and passengers have input

Being **innovative** & developing the **Southampton Mass Transit System**

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The official crest of Southampton City Council, featuring a castle silhouette.
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5. Bus operator & stakeholder update

An opportunity for the city bus operators and stakeholders to provide an update:

- Bluestar
- First Solent
- Xelabus
- Hampshire County Council
- Solent Transport
- City stakeholders



All Breeze User Overview for October

as at 31-10-24

All Downloads¹	38,239
Month on month download percentage growth	4%
Monthly Active Users² Oct (MAU)	4,536
New Users Oct 24	1,524
New users Sept 24	1,937

1. Total downloads of Breeze app, not including uninstalls.

2. Monthly Active Users (MAU) = The number of individual users actively using the app during the one month period
Data period: 01/10/24 to 31/10/24 Comparison figures from 1st to 30th Sept 2024.

All STZ Breeze Trips + Southampton and Hants Data

Total Trips			
Mode	Trips 1 to 30 Sept 2024	Trips 1 to 31 Oct 2024	Sept to Oct 24 % +/-
Total Trips	4901	5176	5.6%
Bus	2863	2871	0.3%
Micro Mobility	1424	1608	13%
Train	566	617	9%
Hovercraft	31	54	74.2%
Ferry	12	24	100%
Car Club	6	2	- 66%

Southampton Specific Data – October 24

1331 contactable user accounts¹

305 Southampton residents registered for Mobility Credits.

Specific Hants CC User Data (inc Havant)² Oct 24

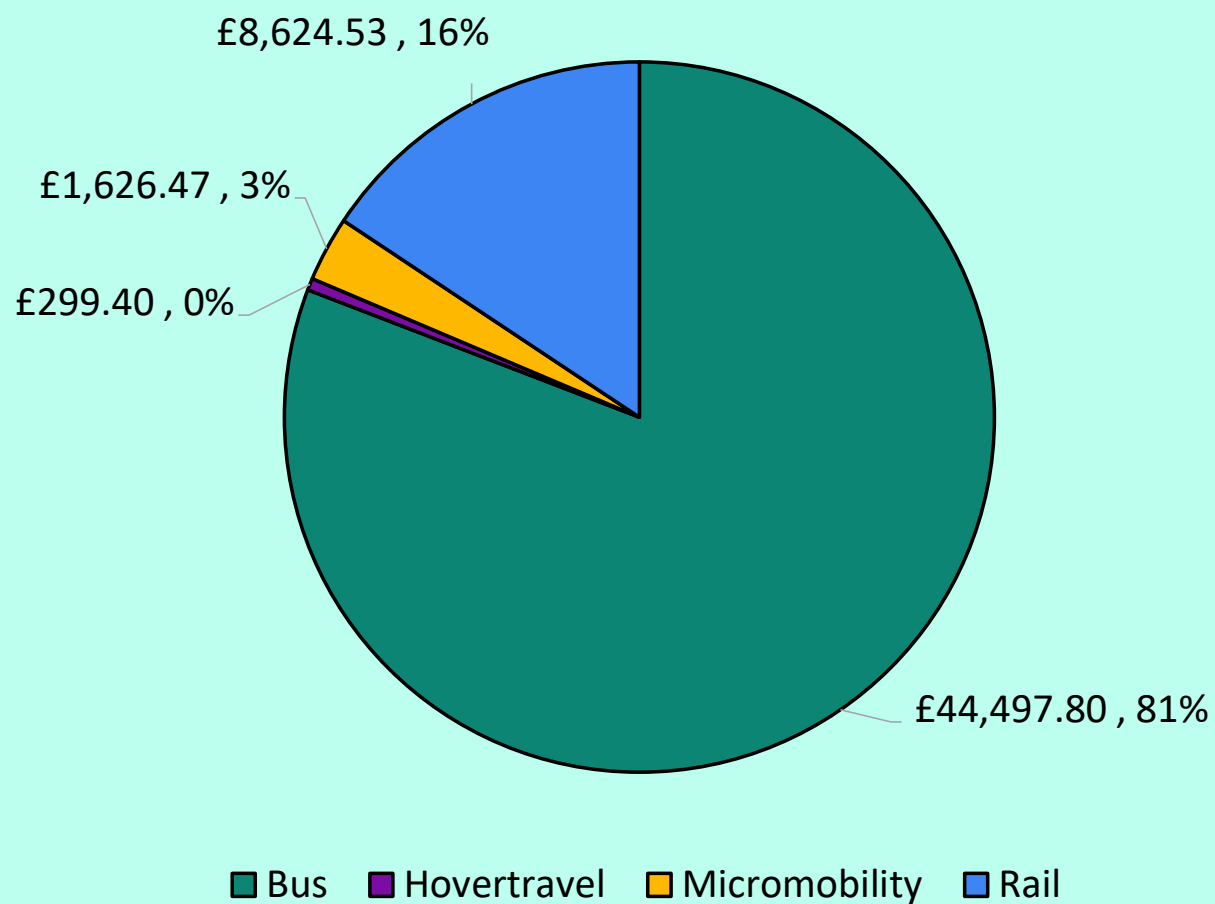
3099 contactable user accounts³

102 residents signed up for the Havant Mobility Credits scheme.

1. User accounts in the SCC area who have accepted to receive communications.
Data period: 01/10/24 to 30/10/24. Comparison data 1st to 31st Sept 24

Mobility Credits Trial Update

SCC Spend Split by Transport Type (6 Months)



We have now completed the mid-point survey, given at 6 months in, to all SCC Participants. We've included a summary here of the spend on public transport so far.

6. Any Other Business



Thank you for attending today



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