

BUS SERVICES

# Improvement Plan | October 2022



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# Foreword

As the new Cabinet Portfolio Holder for Transportation, Roads, Highways and Flood Prevention, it gives me great pleasure to support this revision of the Bus Service Improvement Plan (BSIP).



Whilst BSIPs are now a formal requirement for Local Transport Authorities, collaborative working between the Local Authority, East Yorkshire Buses and Stagecoach is something that Hull has been doing well for many years.

This document outlines that continued relationship, and our shared desire to give Hull residents, businesses and visitors bus services that encourage them to choose bus.

I am aware that buses need to be reliable, frequent, affordable and the routes accessible. They provide substantial environmental benefits and when blended with walking and cycling journeys, they can offer health improvements.

Bus services nationally have had significant pressures placed on them in recent years, such as working through the pandemic, reacting to the post-pandemic changes in work patterns (e.g. working from home) and nationwide driver shortages. It really has been a tough time for the bus industry. In Hull, our services have reacted more recently to shore up reliability, which is one of the cornerstones of a good service.

This BSIP continues to be influenced by the public consultation that took place for the previous version. For me, it is vital that the public is continually and actively engaged in improving bus services across the city; and given the Council's declared intention to be a child-friendly city, I am particularly keen to see young people better engaged in driving forward bus services improvement in our city.

I am encouraged that as a partnership we will also be focused on developing our communications and information to users and making it easier to find timely and relevant information.

As the Portfolio Holder, I am committed to improving our bus services and fully support our bus partnership and this jointly produced BSIP.

**Councillor Mark Ieronimo**





# Introduction

## Welcome to Hull's Bus Services Improvement Plan (BSIP).

The purpose of this document is to provide an update on how Hull, together with its partners, intends to further develop bus services in the city and beyond, in line with the Department for Transport's National Bus Strategy (NBS) - Back Bus Better 2021.

Following public consultation with bus and non bus users, we have determined that our key objectives are to provide passengers with:

- Faster, more frequent and reliable services
- Value for money
- Easier to understand information
- More comprehensive evening and weekend services
- Better integration between bus service operators and other modes of travel
- Greener transport
- Improved accessibility
- Safer travel

Within this framework, we intend to support 24/7 employment and the night-time economy with improved bus services on key routes, and encourage cross local authority boundary travel for work and leisure. We will use our city's incredible digital infrastructure and Hull City Council's smart city digital platform to further our objectives, and support new forms of active and/or climate friendly travel.



**Our plan contains short and long-term objectives, performance targets and an associated development programme. It also explains the positive contribution we aim to make on wider ambitions relating to:**

- **CO2 reduction**
- **Air quality improvement**
- **Public health**
- **Multi-modal travel**
- **Economic regeneration and employment growth**

It shows how, through ongoing customer research, feedback, management and governance, there will be a focus on all things mobility, and that different elements will be encouraged to work together to achieve common goals. It will ensure that there is synergy across all modes of travel, and that related development, investment, and associated projects are aligned.

This plan showcases our ambition, and what our strong bus partnership has already achieved. It explains the very strong position we are now in to achieve more. Nevertheless, it must be recognised that support from the Department for Transport is crucial to help us achieve our objectives, and we hope that this is a shared vision for our city, its place in the North, its residents, businesses, and visitors.

This is an evolving document which will be managed throughout the year, and updated annually, as required, by the DfT. Updates will show our progress, taking account of customer feedback and external influences, as well as technological, vehicle and energy advances. This will ensure that mobility programmes are aligned and that any new opportunities are explored.





# 1: Overview

## 1.1 BACKGROUND AND CONTEXT

Hull City Council continues working to bring together cross-party commitment on carbon reduction, health targets and mobility. This Bus Services Improvement Plan (BSIP) was originally developed in 2021, in response to the Governments' Bus Transport Strategy. Modal shift is a key focus of this, as is the need to connect with walking, cycling, trains and potentially bus rapid transit systems to achieve objectives.

### Consultation

In May 2022 Hull's leadership party changed, and one of the new leadership's first actions was to consult with residents and businesses in Hull on the subject of local transport. A transport questionnaire was sent to all households (and made available online) to gather feedback on their experiences of using the transport network. The results of the survey have recently been published and can be found at <https://data.hull.gov.uk/wp-content/uploads/Peoples-Panel-July-2021-Basic-Analysis.pdf>.

The survey identified that residents are concerned about congestion, and believe that recent changes have exacerbated delays on the network.

Alongside the transport questionnaire, a transport summit was held with key stakeholders in the city, to consider important strategic issues that should be addressed when the Local Transport Plan is revised.

#### The summit's key recommendations included:

- Developing the city's sustainable travel offer
- Using technology to deliver network improvements
- Providing the necessary infrastructure for electric vehicles
- Improving communication with residents.

Participation by residents, businesses, stakeholders and partners was warmly welcomed. Yet further engagement will be required to develop and shape the priorities for the city, and contribute to the ongoing development and enhancement of the Local Transport Plan and BSIP.



## Collaboration with neighbouring local authorities

Hull is surrounded by a neighbouring authority, the East Riding of Yorkshire Council (ERYC). As a result, its two bus companies operate cross boundary, to support the travel to work journeys of residents in both local authority areas. There are close links too with North and North East Lincolnshire.

A good relationship exists among our neighboring authorities. Conversations continue to take place to ensure there is synergy between our individual

BSIPs, and there is a strong appetite to work together to pursue connected targets.

One of the outcomes of our successful relationship with the East Riding of Yorkshire Council, is the joint funding application we have made to Transport for the North for a Bus Priority Scheme Feasibility Study.

If successful it will enable us to build on the work we completed during the formation of our respective BSIP proposals, by seeking analytical support and modeling to identify the most appropriate bus priority measures to consider as part of the ongoing review process.

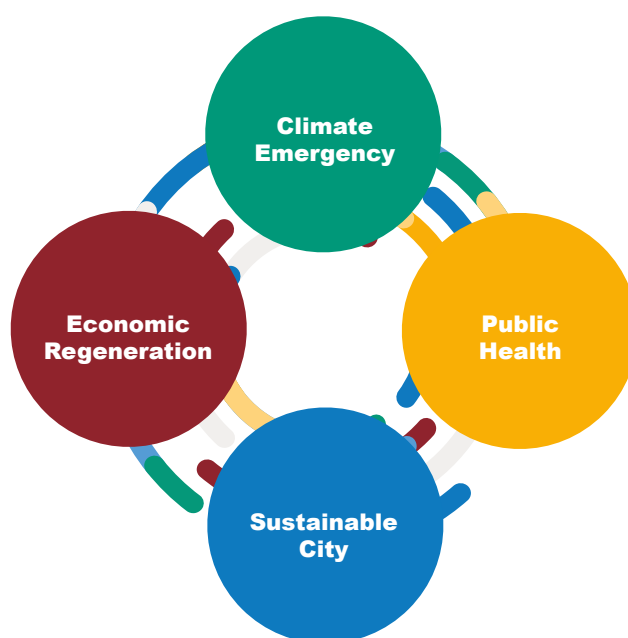
## BSIP review and refinement

The continuous review of this BSIP, along with the Local Transport Plan and feedback from consultation with stakeholders and service users, will ensure that buses continue to play a key role in achieving Hull's ambitions for a sustainable, healthy city that encourages managed growth. It will also ensure that new opportunities are explored, and that appropriate infrastructure is established to deliver easy-to-use, and valued travel.

There are several important performance targets suggested within the National Bus Strategy guidance, such as bus journey times and reliability which are included in this BSIP.

However, it's also important to understand that working towards these targets can have a very positive impact on a wider set of development objectives, relating to climate, public health, sustainability and economic regeneration.

**Whilst it is always possible to make tenuous links to a wide range of outcomes, this BSIP focuses at a high level on just four:**



The objectives shown in this BSIP will relate to these themes, and progress towards them will be reported on the performance dashboard we intend to create. This will be made publicly available, and in line with the outcome-based accountability performance framework.

## 1.1.2 LOCAL STRATEGIES, LOCAL TRANSPORT PLAN

**Local transport plans (LTPs) set the strategy for the management, maintenance and development of an area's transport system.**

Hull's current plan, LTP3 was produced in 2011 by Hull City Council. It follows on from two previous 5-year plans, and was drawn up to take a longer-term view, covering the 15-year period from 2011-26. Whilst we are still in this period, much has changed since 2011.

### Key changes:

- **The City Council has declared a Climate Emergency in recognition that a business as usual approach will not achieve sufficient change quickly enough.**
- **A 10-year City Plan for Hull has been developed, to create jobs for local people, deliver major investment and reduce household and welfare bills.**
- **Transport for the North has been established as a statutory transport body, and they have produced a new Transport Plan for the North.**

When working with partners and stakeholders to develop plans to transform transport within the City, it is important that we are clear about wider priorities for the City and the surrounding area. We need to understand how transport fits into the bigger picture of local, regional, national and international challenges and opportunities.

As with any city or rural area, buses are an essential form of transport, and this is particularly so for Hull due to its low car ownership and socio-economic make up. Hull's buses play a key role in moving people around our city, and millions of passenger journeys are made on our bus network each year.

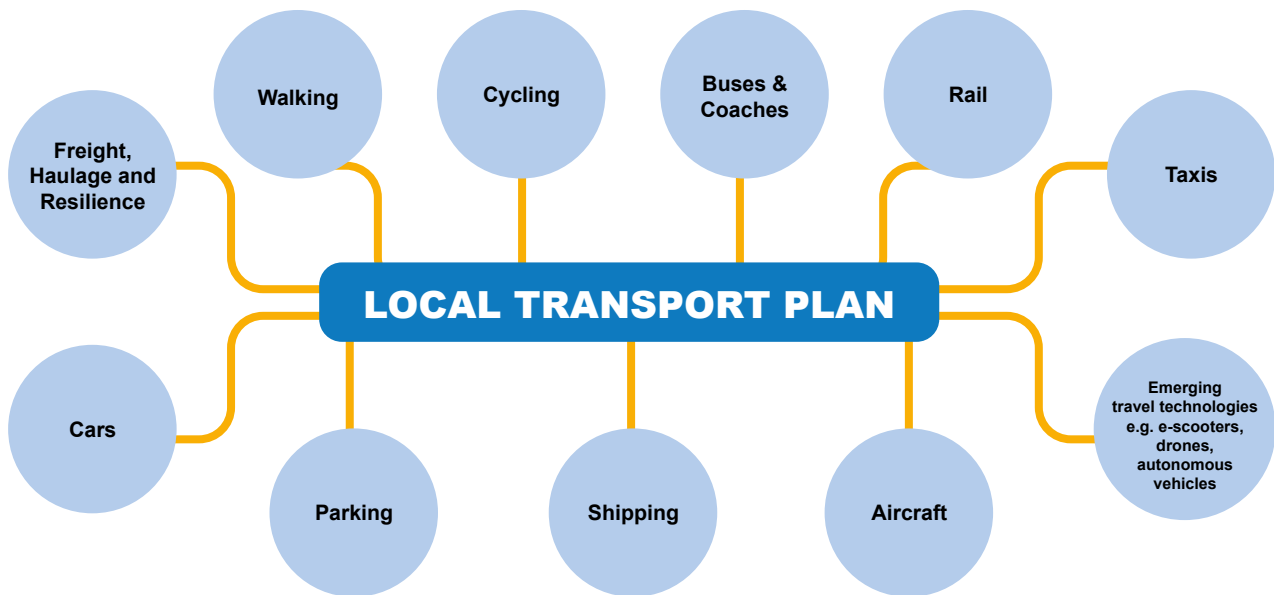
Nevertheless, buses are set to play an even more important role in the future, as we seek to make a positive impact on climate and public health, and connect services to other forms of transport including: walking, cycling, emerging new travel modes such as electric scooters. We will consider, for example, using Park and Ride outlets to help us integrate these modes, to find new multi-modal ways to travel for work, leisure, travel and just fun.

In developing this BSIP, it was quickly evident that it cannot sit in isolation. Instead it needs to take account of all modes of travel (shown in Fig 1). It is important that plans for each complement each other, and are focused on the achievement of common goals.





**Fig 1 – Modes of travel  
(not exhaustive)**



Plans for each of these have been set out by the Local Transport Plan.

It is also recognised that new forms of social transport will continue to develop, which need to be integrated into the wider public transport system.

These may include:

- E-scooters
- Drones
- Self-driving vehicles
- Transport Hubs
- Last mile hubs
- Others still on the drawing board, or in the minds of developers



## 1.2 CARBON STRATEGY

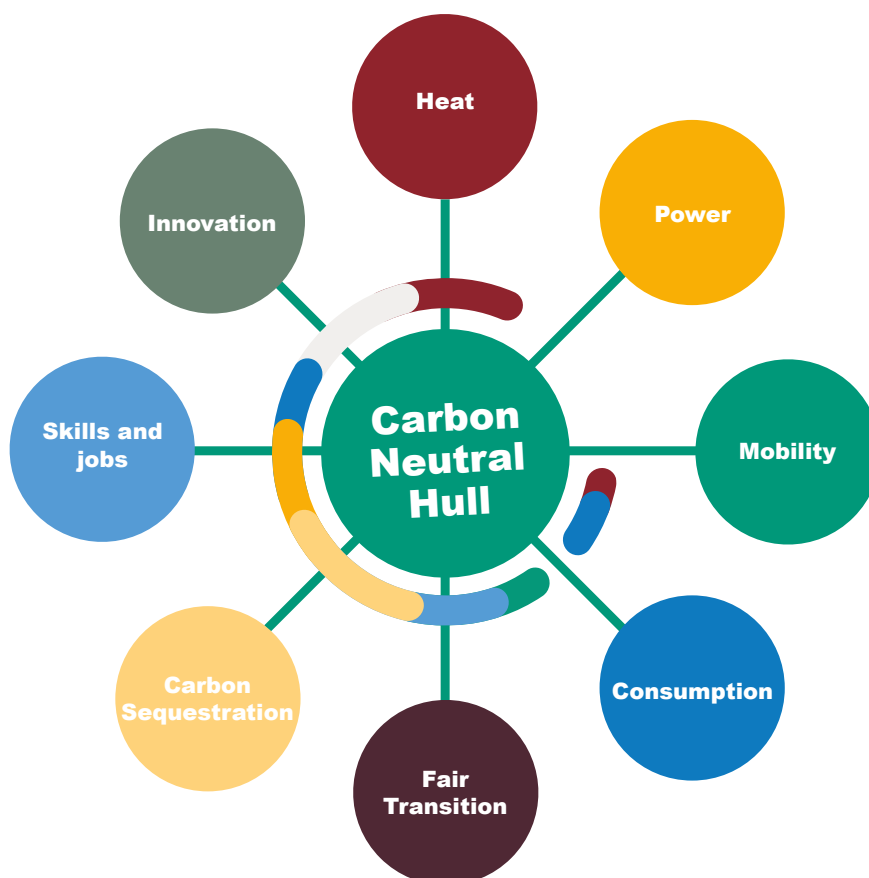
Hull City Council's decision to declare a climate emergency in March 2019 was a significant moment in our history - the point at which we made our commitment to carbon neutrality. It will be a key force in shaping Hull's future, during the next ten years and beyond.

A Hull People's Panel survey in June 2019 found that 68% of residents agreed there is a climate emergency, and 77% of residents thought that climate change is a threat. Addressing climate change is therefore a key issue for our residents. Our vision is for Hull to become a leading carbon neutral city within the United Kingdom (UK). We intend to take all possible action, under our control, to reduce emissions so that Hull becomes fully carbon neutral by 2030.

This is a big challenge, and one that requires significant policy and funding change which can only be delivered by Government. Therefore, based on the national net zero target for 2050, established within the Climate Change Act, and taking into account the current policy and funding landscape, Hull is aiming for a minimum carbon reduction of

77% by 2030 from its 2005 carbon emissions. Since we aim to achieve carbon neutrality 20 years earlier than the national 2050 target, the Council, together with partners, will campaign for national policy changes and additional funding to ensure that Hull achieves its objective.

The strategy is based around eight interlinking themes, relating to the economy, society and sustainability, and sets out 34 challenges as focus points for our efforts to become carbon neutral by 2030. The themes are interdependent, and it is only by seeing these in the round and working across them, that we can address the challenges. Some of the activity will require changes in Government policy, and increased levels of investment.



The actions identified in each theme are ambitious and require a pace and scale of change that we have not experienced before. It will require bold leadership and commitment across all sectors in the city, as well as fundamental changes in how we currently invest and do businesses. Organisations in the public, voluntary, education and private sectors in Hull, have a critical role to play in developing carbon neutral solutions for their organisations. They must educate their workforces about the changes required in day-to-day business operations, as well as in their lives away from work.

To achieve our decarbonation goal, Hull will need to generate much of its electricity from renewable energy sources locally, making use of our roofs and land inside and outside the city. The way we move in and around the city will be significantly different as we walk and cycle more. We will also, through investment in infrastructure, make public transport the easiest and first choice for travel. Our public transport (buses and trains), cars, freight trains, lorries, boats and ships will be powered by electricity and hydrogen. Our homes and offices will be more energy efficient and we will use electricity and/or hydrogen to heat and cook with.

Hull's carbon strategy requires the mobilisation of ideas within the city and an open mind to the technological changes that will be required in the next ten years. It does not, however, sit in isolation from other strategies and plans for Hull ([Chart 3](#)).

Instead, Hull City Council will ensure that its key strategies and plans align with the 2030 ambition and support the transition. The Council will work with others in Hull to help align activity with the vision. The strategy will begin the conversation in our city of how together, we can deliver on the commitment to become one of the leading carbon neutral cities in the UK by 2030.

Over the next 12 months we will undertake consultation with businesses and organisations across Hull on our Carbon Strategy's vision, challenges and actions to further refine them, identify new ones and bring together the resources and talent we need to address the climate emergency. Our Carbon Strategy represents a first step and will be reviewed annually, to capture changes in Government policy and funding, as well as innovation and ideas generated in Hull.

## 1.3 ENHANCED PARTNERSHIP AND BUS ALLIANCE

**Although our BSIP bid was unsuccessful in the first tranche of funding allocation by the DfT, the commitment and aspirations of all parties remain strong. We continue to focus on improving the city's bus service provision, in line with the local transport plan and in support of wider development objectives.**

Hull's bus network is served well by two well established and professional companies - East Yorkshire Buses (part of the Go-Ahead Group) and Stagecoach. And the city had, for a long time, benefited from a very strong Quality Bus Partnership which worked together on both strategic and operational bus related matters.

In June 2021, a desire and a formal commitment was made to the DfT to establish an Enhanced Partnership strategy in line with the National Bus Strategy guidance, and it was established in April 2022.

Additionally, the Quality Bus Partnership was transformed into the Hull Bus Alliance, with a new membership structure and a set of clearly defined objectives in support of Enhanced Partnership strategy and the BSIP.

It is building on the excellent working partnership with Hull City Council, that was established by the Quality Bus Partnership, as it works towards strategic and operational goals, with a strong focus on continuous improvement.



## Governance

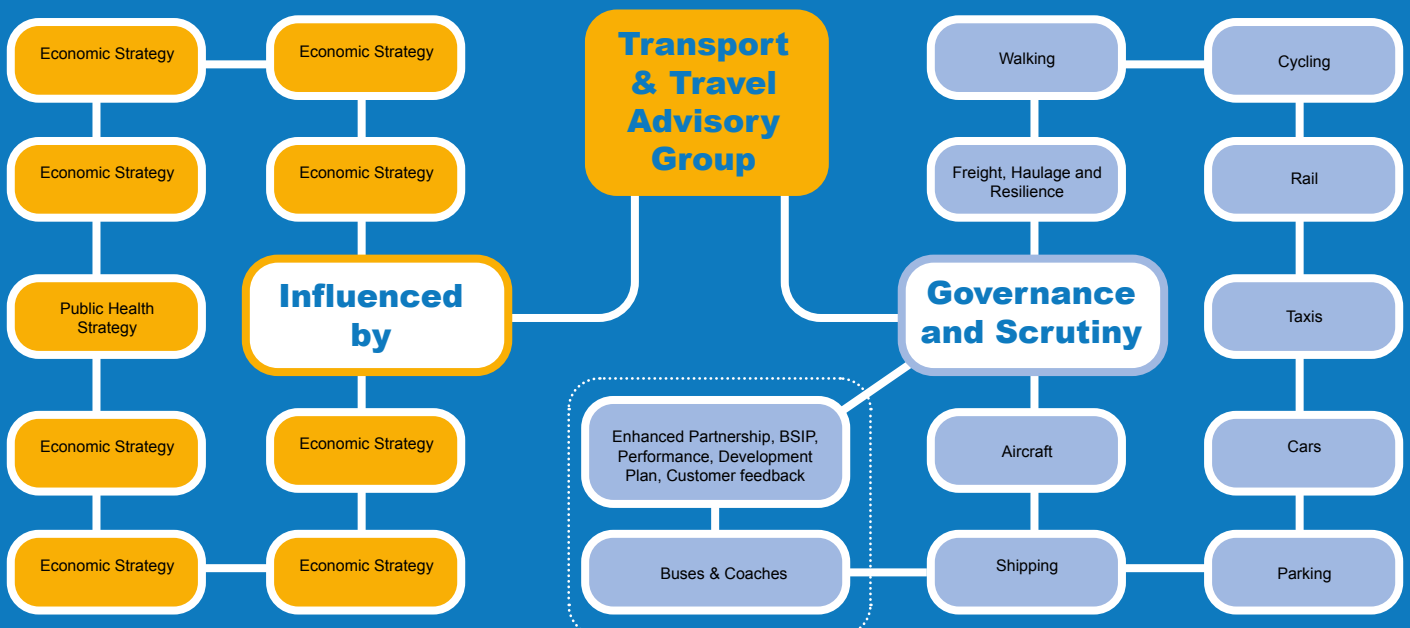
The Portfolio Holder of Transport of the Council attends Hull Bus Alliance meetings, and representatives of the Hull Bus Alliance attend joint public scrutiny meetings at Hull City Council, which is the Local Transport Authority.

As with climate change, Hull's Leader of the Council and the Chief Executive recognise that improving transport needs both long term vision, and a political cross-party approach.

To enable this to happen and to strengthen oversight, governance and openness, the Leadership of the Council requested that a political cross-party transport group be established.

As a result the Travel and Transport Advisory Group (TATAG) was established in August 2022, with oversight responsibility for all the modes of travel as shown below. Consequently the progress and achievements of the Enhanced Partnership strategy and BSIP, together with resident, business and visitor feedback, will be reportable and accountable to the TATAG going forwards. This does not remove the requirement for public scrutiny which will continue.

This illustrates how TATAG takes account of the related aims, plans and policies of different travel and transport strands. It also demonstrates how the Enhanced Partnership and the BSIP are overseen by TATAG.



# Bus Alliance Board

## OBJECTIVE

- Form Strategic Transport direction
- Plans and Solutions to underpin economic activity
- Ensure the legality, practicality and reputational effect of plans & proposals put forward by sub groups
- Responsible for licencing and Ticketing

## MEMBERS

- Bus Operators
- HCC Assistant Director Streetscene
- HCC Head of Service - Public Transport
- HCC Head of Highways, Transport Strategy and Design

### TRANSPORT OPERATIONS SUB GROUP

## OBJECTIVE

- Review bus network KPIs
- Review traffic flow and planned highway work
- Manage infrastructure repairs and maintenance
- Control operational day-to-day activities and resolve problems affecting the network
- Safety assessments of bus routes and stop locations, inc road features and access
- Management of the traffic light priority technology

## MEMBERS

- Council transport officer
- Highway officers
- Bus operator representatives at local level

### TRANSPORT INTERCHANGE SUB GROUP

## OBJECTIVE

- Management of the finance and delivery of service quality standards
- Health and safety
- Cleaning, facilities maintenance and repairs
- Customer and staff welfare

## MEMBERS

- Council transport officers
- Bus operator representative local level
- Train operator representatives
- British Transport Police

### MARKETING & CUSTOMER EXPERIENCE SUB GROUP

## OBJECTIVE

- Manage the provision of bus information and customer communications
- Develop a joint annual communication plan
- Liaise with the key stakeholder groups to obtain feedback and identify issues
- Compile details of ticket offers and sales

## MEMBERS

- Customers
- Retail
- Commerce
- Employers
- Education providers
- Young people
- Councillors

# 2. Current bus offer

## 2.1 LAND USE AND DEMOGRAPHICS

Hull is a very compact seven mile by five-mile city, with very little in the way of suburbs. It sits like one half of a spider's web on an estuary, with an adjacent major Highways England trunk

road (A63) running into the city. Hull is also split in two by a working tidal river which is crossed by moving bridges, and so the best use of road space is critical for movement around the city.



Map shows how Hull Rivers and how it is surrounded ER

As a city cut in two by a river, with a number of moving road bridges that are lifted or swung over 4,000 times a year, Hull's geography also requires effective and efficient bus journeys to deal with the natural delays caused by a twice a day, moving high-tide pattern.





Hull has been very active in installing cycle tracks and bus lanes, but some existing key corridor bottlenecks offer limited potential for infrastructure improvement.

## Cycleways

The total length of Cycleway is  
**111.05 MILES**

This includes off road track (shared with or segregated from pedestrians) adjacent to highway (e.g. Sutton Road), off road track remote from highway (e.g. Hornsea Rail Trail), on carriageway cycle / bus lanes and pop up infrastructure.

Breakdown for each type of cycle facility:

### ROUTES

### MILES

On Road Cycle Lane/Bus  
Cycle Lane

**55.88**

Off Road Cycle Track

**55.17**

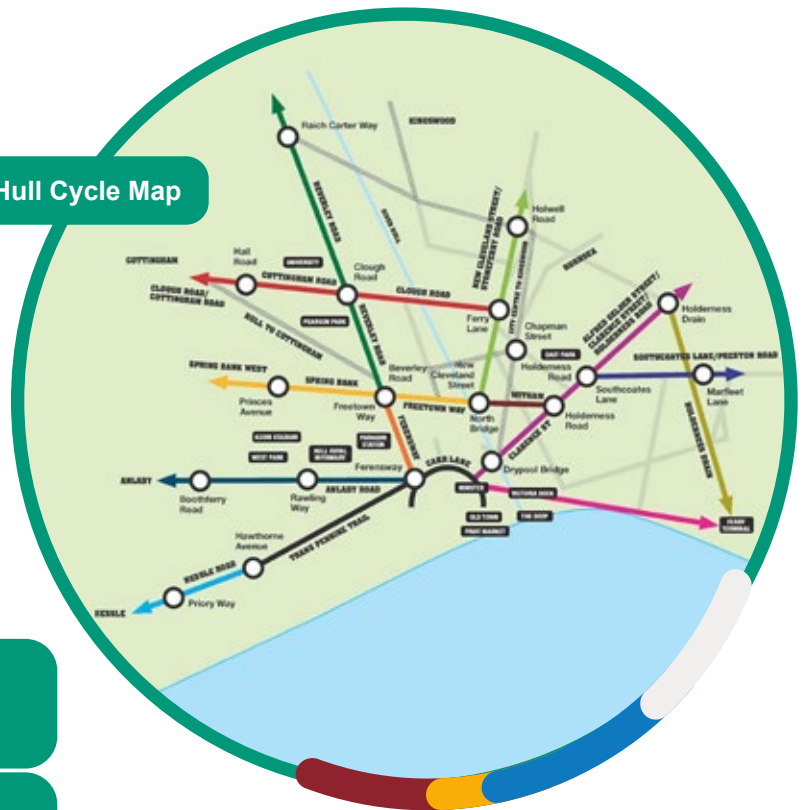
**TOTAL**

**111.05**

Recommended Cycle Route  
quiet streets traffic calmed  
areas etc

**18.32**

Hull Cycle Map



## Bus Lanes

We have invested in heavily in the development of bus lanes along key corridors, and extended their hours of operation.

### ANLABY ROAD

- **East bound**  
Distance: 1407m (0.9 miles)  
Hours: 09:30 - 18:30  
(formerly 07:00 - 09:30)
- **West bound**  
Distance: 872m (0.5 miles)  
Hours: 07:00 - 16:00  
(formerly 16:00 - 18:30)

### BEVERLEY ROAD

- **North bound**  
Distance: 459m (0.9 miles)  
Hours: 07:00 - 16:00  
(formerly 16:00 - 18:30)
- **South bound**  
Distance: 2393 m or 1.5 miles  
Hours: 09:30 - 18:30  
(formerly 07:00 - 09:30)
- **HOLDERNESS ROAD/WITHAM**  
• **East bound**  
Distance: 1495m (0.9 miles)  
Hours: 07:00 - 16:00  
(formerly 16:00 - 18:30)

- **West bound**  
Distance: 1841m (1.2 miles)  
Hours: 09:30 - 18:30  
(formerly 07:00 - 09:30)

### CLARENCE STREET

- **East bound**  
Distance: 242m (0.2 miles)  
Hours: 09:30 - 18:30  
(formerly 07:00 - 09:30)

### SPRING BANK

- **East bound**  
Distance: 419m (0.3 miles)  
Hours: 07:00 - 18:30

- **West bound**  
Distance: 771m (0.5 miles)  
Hours: 07:00 - 18:30

### FERENSWAY

- **North bound**  
Distance: 493 m (0.3 miles)  
Hours: 07:00 - 18:30

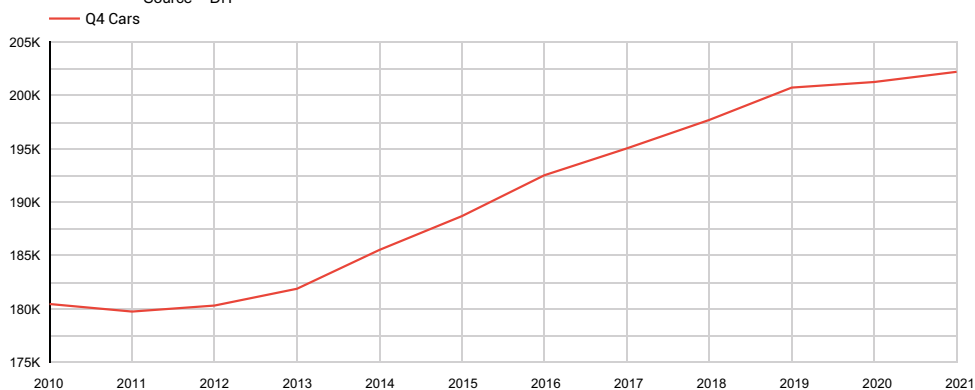
Hull does have some aces to play however, including digital connectivity that is the fastest in the UK, and linked to every home in the city. We also have the largest private, low-power, wide-area network in the UK.

In addition, the Council has invested significantly in a digital platform which acts as a city operating system. This takes data feeds from sensors, cameras, back office, and infrastructure systems such as Scoot to allow us to use artificial intelligence to react, respond, improve, communicate, forecast, and issue warnings in relation to current traffic levels and network issues. We do this in partnership with others, including with the emergency services and the NHS, for example.

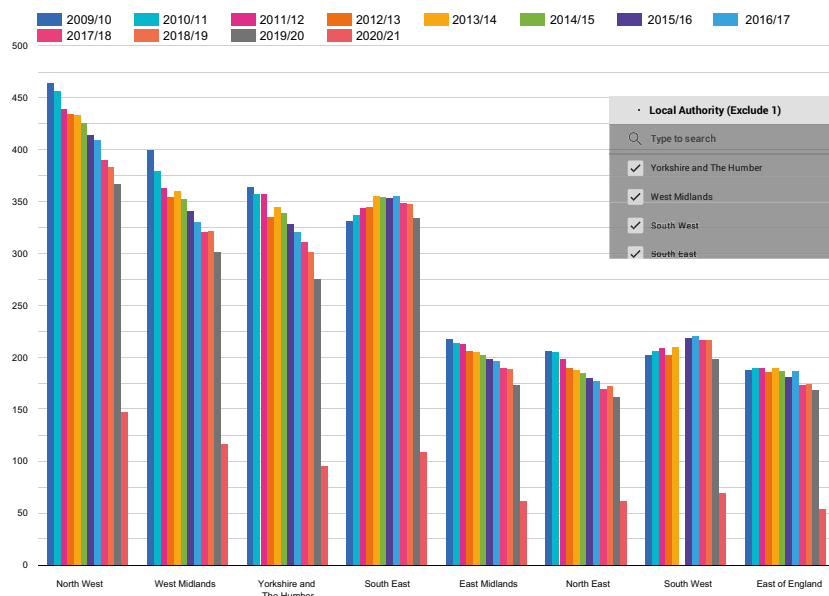
With its compact size, infrastructure, and digital connectivity, Hull is uniquely positioned to become a test bed for a wide range of additional transport and technology initiatives.

In comparison to many cities, Hull has low car ownership and a high level of deprivation, which make the use of buses essential for many. However, in line with the National Bus Strategy, our BSIP recognises that improving bus services presents a great opportunity to support economic regeneration and public health objectives, as well as the desire to travel for leisure. It can also make a significant contribution to Hull's 2030 carbon neutral strategy, developed in response to the climate emergency.

**Licensed Vehicles 2010 to 2021 HU Postcodes - As reported at each year's Q4**  
Source = DfT



**Regional Bus Passenger Journeys 09/10 to 20/21 (Millions) - Source: DfT Sept 22**



## 2.2 OPERATORS UPDATE - LEVEL OF SERVICE

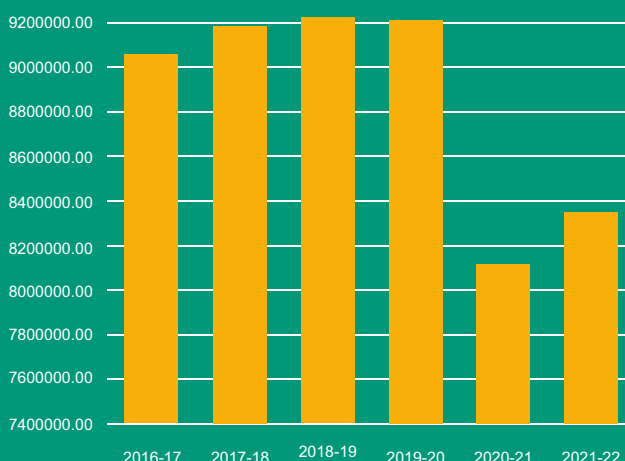
The city of Hull is served by two bus operators, Stagecoach and East Yorkshire Buses. Around 97% of the services are provided commercially, the remaining 3% are provided with council support .

The pandemic has affected the way buses are used here in Hull, as they have everywhere. People are working at home more frequently, and doing a greater part of their shopping online.

Generally speaking, bus usage is somewhat down on pre-Covid19 levels during the week as a result, however busier for us at the weekends as more people appear to be traveling at the weekends for leisure purposes.

The service levels and ticketing systems we will develop, as a result of this plan, must be sufficiently flexible to meet this new reality. Providing discounted travel for those who go into the office for just three days each week, is a good example.

Miles Operated



Around 300 buses are operated by the main bus operators in the city, whilst others provide extra provision for school services. Both Stagecoach and East Yorkshire Buses are committed to achieving a zero-carbon bus fleet by 2035 .

Working in partnership with Hull City Council, all are committed to providing the best possible bus network for the city, to deliver sustainable, environmental travel to support the local economy as we recover from the COVID-19 pandemic. City centre living, special events, social and leisure activities are the focus of encouraging people back into town, yet it is essential to reduce the number of cars on the road. Additionally, many cars traveling into Hull are making very short journeys – under 5 miles – and most are carrying just one person.

A bus can take up to 75 cars off the road and a typical bus passenger journey produces ten times less emissions than the same trip by car. So, by providing frequent services from all the residential areas throughout the day, it has always made sense to use the bus to help reduce traffic congestion and improve air quality.

Community transport is, in the main, provided by East Hull Community Transport (EHCT) and taxis both licenced and private hire are available around the city.





## Stagecoach

Stagecoach operates a fleet of

# 113 vehicles



70 of which are the latest Euro 6 low emission vehicles (62% of fleet) and 83 (73%) are Euro 5 or better.

The average age of buses in the Stagecoach fleet is 9 years old, with 33 vehicles (29%) that are all less than 5 years old (fleet list attached)

## East Yorkshire

East Yorkshire operates a fleet of

# 230 vehicles

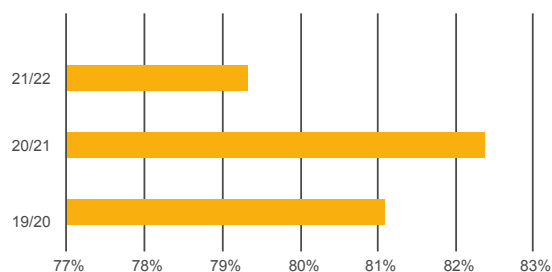


69 of which are the latest Euro 6 low emission vehicles (30% of fleet) and 89 (39%) are Euro 5 or better.

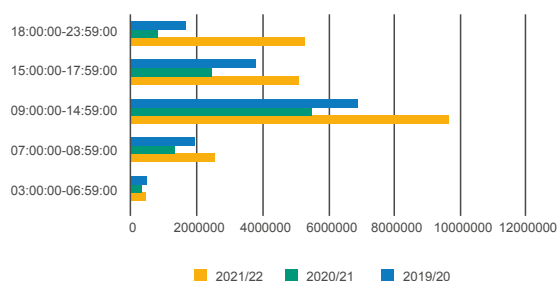
The average age of buses in the fleet is 11 years old, with 50 vehicles (22%) that are all less than 5 years old.

## 2.3 PUNCTUALITY

Overall Punctuality



Passenger Boardings by time and year



## 2.4 MARKET SHARE

# 60%

STAGECOACH

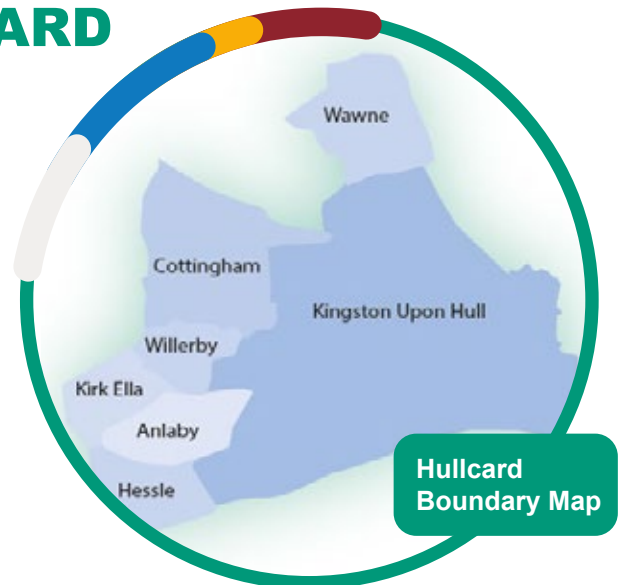


# 40%

EAST  
YORKSHIRE

## 2.5 HULL CARD / KAT CARD / SMART COMMUTE

Hull City Council, working with Stagecoach and East Yorkshire buses, introduced the Hull Card multi operator ticketing scheme at the start of 2016. Designed to allow seamless daily and weekly travel on both operators' services within Hull at a reduced cost, its sales have grown to around 80,000 in a typical year.



Hullcard Boundary Map

This success has led to the introduction of the KAT Card - for kids and teenagers, and the Hull smart commute scheme for Hull City Council employees.

The KAT weekly ticket is a Hull bus pass which offers kids and teens discounted travel. It allows anyone aged 19 and under to travel on any Stagecoach or East Yorkshire bus in Hull and parts of East Riding as much as they like, for just £12.

The Hull Smart Commute Card allows Hull City Council employees unlimited, reduced cost travel on both East Yorkshire and Stagecoach buses, within

the scheme's designated area. The card, whose cost is deducted directly from pay, is proving to be a very popular benefit for Council employees.

# 13: Achievements to date

Since October 2021, the Hull Bus Alliance has been reviewing the aims and objectives of this plan, to identify what could be achieved without the support of additional Government funding.

Here is an update on our recent achievements:  
The Hull Bus Alliance (HBA) is now holding regular operational and strategic meetings with bus operators and key network stakeholders, to review issues affecting the bus network.

QR codes have been introduced at all bus stops within the city to provide real time information for passengers.

Real-time passenger Information (RTPI) is also being relayed to bus passengers across the city via 36 screens. We intend to add vehicle tracking information to this in due course.

A total of 11,022 metres of bus lanes have been added to the network, together with bus gates. Bus lane priority times have been extended to enable bus operators to deliver consistently faster journey times across the day.

We are investing in WIFI to allow passengers to check their emails, social media feeds or simply read a newspaper during their journey.

Hull City Council conducted its largest ever transport survey, to understand more about how public transport is used in Hull, and people's experience of using our services. The results will be used to refine this plan, and determine what additional data may need to be collected to understand how to promote sustainable, active, multi-modal journeys.

A Transport Summit was held in October 2022 to better understand what needs to be done to make it easier to travel around the city, achieve sustainable economic growth, decarbonise transport and promote health, safety and well-being through the transport system.





## Interchange improvements

Hull Paragon Interchange is the main and only train station within the Hull City Council boundary, and we have a strong relationship with the train operator, Trans Pennine. Additional services into the city are provided by Northern Trains and LNER.

The Interchange is managed by Hull City Council in partnership with its key stakeholders:

- Trans Pennine Express
- Police, Humberside and British Transport
- Stagecoach
- East Yorkshire Buses



Different modes of transport converge within the interchange including walking, cycling and public transport, and managing this successfully presents an ongoing, and evolving challenge. **Recent investments include:**



**£170,000**  
on a **secure bike hub** catering for **160 cycles**, opened in September 2020.



**£500,000**  
on an investment programme for **49 real-time digital information screens**

Providing live bus information and support journey planning. These are already integrated into the Council's Smart City platform - City OS.



**£60m**  
of rail investment by Hull Trains in 2020, **to deliver faster journey times between Hull and London**

**Over £1.4m**  
of investment by **Trans Pennine Express** in new facilities, including waiting areas, information boards, enhanced booking office, toilets, and retail outlets.



# 4: Objectives/targets

Our BSIP aims to put residents, businesses, and visitors at the heart of the design, provision, and operation of our bus services. The objectives we have set, in line with the National Bus Strategy, will if achieved, make our bus services even more frequent and reliable, whilst providing even greater value. They will also make our buses easier to use,

by providing timely, user friendly information to support journey planning and ticket buying. We have targets too in relation to multi-modal travel, and the use of technology to support our aims. We are committed to monitoring our progress, and sharing the lessons we learn, as we strive for continuous improvement.



# Objective 1

## DFT THEME

**Greater prioritisation of buses in key corridors, to support passenger growth.**

## IMPROVEMENT PLAN

**Remove or reduce highway obstacles, to ensure that prioritised buses flow freely in key corridors.**

## DELIVERY PARTNERS

A cross partnership team led by the Bus Alliance Transport Operations subgroup, together with neighbouring councils.

## HOW THIS WILL BE ACHIEVED

A detailed review will be made of each key corridor, starting with:

- Holderness Road
- Beverley Road
- Anlaby Road
- Hedon Road

Officers will conduct the reviews, working to identify opportunities to promote the free flow of buses.

They will assess kerb-lines, street furniture, road markings, traffic signal phasing, loading and local traffic regulations, bus stop locations, and access to and around the city centre.

They will consider creating tailored urban clearways, or using dedicated bus gates. These will be implemented where possible.

We will use the highway permit scheme to avoid major works affecting more than one corridor at the same time.

Investment will continue to be made in traffic signals and their connection to traffic management systems, including the Council's smart city digital platform. These will be used to identify bottlenecks and give priority to buses where appropriate.

## MONITORING / KPIS

Annual percentage increase, within key corridors, in:

- Service running time
- Service punctuality
- Passenger numbers
- Modal shift

## DESIRED OUTCOMES

- Increase in bus frequency
- Improved service punctuality
- Improved journey times
- Reduced congestion
- Modal shift



**FINANCIAL SUPPORT REQUIRED / TO BE SOURCED**

**CLICK HERE | TO VIEW ALL IDENTIFIED OBJECTIVE (OVERVIEW) TABLE**

## Objective 2

### DFT THEME

**Intensive services, with investment in key corridors, and routes that are easier to understand.**

### IMPROVEMENT PLAN

**Simplify routes, especially those which are cross-city or to key locations. Increase the frequency of key, but commercially viable, bus routes, to support a 'just turn up' approach.**

### DELIVERY PARTNERS

Bus Alliance Transport Operations, and Marketing and Customer Experience subgroups.

### HOW THIS WILL BE ACHIEVED

Review the service frequency and hours of operation of key bus corridors, to ensure that they meet known and/or potential demand.

Explore the opportunity to introduce Bus Rapid Transit via express routes/Greenways to the city.

Develop Park & Ride facilities to the North and East of the city in addition to, and/or integrated with, transport hubs.

### MONITORING / KPIS

Annual percentage increase in:

- Service running time
- Service punctuality
- Passenger numbers
- Modal shift

Annual percentage decrease in:

- Congestion

### DESIRED OUTCOMES

- Increase in bus frequency
- Improved punctuality
- Reduced journey times
- Commercially viable services
- Modal shift
- Reduced congestion



**FINANCIAL SUPPORT  
REQUIRED / TO BE SOURCED**



## Objective 3

### DFT THEME

**Fares must be lower and simpler to provide best value for money for the customer.**

### IMPROVEMENT PLAN

**Promote best value fares, simplify pricing.**

### DELIVERY PARTNERS

Bus Alliance Marketing and Customer Experience subgroup, together with neighbouring councils.

### HOW THIS WILL BE ACHIEVED

Provide additional easy ways to pay including 'tap and pay', to support a single ticketing approach - buy a ticket and use any operator.

Build on the success of our existing Hullcard and KATcard multi-operator schemes.

Develop new, flexible ticketing options to support new patterns of demand, for example working or studying at home two days a week.

Review the travel needs of young people, and explore how their needs could be better met by the Hull KAT card proposition.

### MONITORING / KPIS

Annual percentage increase in:

- Passenger numbers
- Modal shift
- Number of flexible ticketing options
- Customer satisfaction surveys

### DESIRED OUTCOMES

- Growth in passenger numbers
- Modal shift
- Positive customer satisfaction survey results
- Increase in successful, flexible ticket options
- Reduction in subsidy required for the KATcard and supported services



**FINANCIAL SUPPORT  
REQUIRED / TO BE SOURCED**

**CLICK HERE | TO VIEW ALL IDENTIFIED OBJECTIVE (OVERVIEW) TABLE**

## Objective 4

### DFT THEME

**Services must be integrated with other modes.**

### IMPROVEMENT PLAN

**Provide passengers with a seamless experience when planning their journey and travelling by bus and rail, centred on our integrated, Passenger Interchange.**

### DELIVERY PARTNERS

Bus Alliance Marketing and Customer Experience subgroup, with neighbouring councils.

### HOW THIS WILL BE ACHIEVED

A newly formed, cross party governance group - the Traffic and Travel Advisory Group's (TATAG) - is being established.

It will ensure that all forms of mobility integrate, and work together to achieve wider targets relating to climate change and public health.

Our single ticket approach will be expanded to include integrated mobility options, such as secure cycle parking, city bikes, rapid transit systems, park and ride, community transport and taxis etc.

Building on what we already have, cross-city routes will be developed to allow users to travel in a more direct way. We will also work with rail companies to explore opportunities for closer integration.

Establish greater integration between social transport services and the core network, including a review of school transport provision.

Ensure the local bus network is sufficiently resourced to meet the needs of leisure and retail, as well as work and education purposes.

### MONITORING / KPIS

Traffic and Travel Advisory Group able to share positive outcomes in governance reports

Annual percentage increase in:

- Passenger numbers
- Modal shift

Annual percentage decrease in:

- Congestion
- Co2 emission levels

### DESIRED OUTCOMES

- Growth in passenger numbers
- Modal shift
- Positive customer satisfaction survey results
- Reduced congestion
- Reduced Co2 emission levels



# Objective 5

## DFT THEME

**The local bus network is presented as a single system that works together, with clear passenger information.**

## IMPROVEMENT PLAN

**Make buses simpler to use, provide clear information about routes and ticketing including for multi-operator journeys.**

## DELIVERY PARTNERS

Bus Alliance Marketing and Customer Experience subgroup.

## HOW THIS WILL BE ACHIEVED

A new Traffic and Travel website will be developed to include easy, clear, and timely information to support integrated multi-operator journey planning.

This will include information on ticket pricing and purchasing, timetables and the current status of services. Information on community and on-demand transport services will be included.

A traffic and transit team will be established to share live information about incidents or hold ups, and offer alternative journey advice.

Bus shelters will be upgraded, and their communication systems improved to offer more timely information and better journey planning capabilities.

## MONITORING / KPIS

Annual percentage increase in:

- Passenger numbers
- Modal shift
- Customer satisfaction surveys

## DESIRED OUTCOMES

- Growth in passenger numbers
- Modal shift
- Positive customer satisfaction survey results
- Improved communication
- Increased awareness of Hull's transport offer



## Objective 6

### DFT THEME

**The local network is presented as a single system that works together, with clear passenger information.**

### IMPROVEMENT PLAN

**Smart technologies will be used to support safer routes to bus stops, and provide accessibility information for users.**

### DELIVERY PARTNERS

Bus Alliance Transport Operations, and Marketing and Customer Experience subgroups.

### HOW THIS WILL BE ACHIEVED

Work with the police, CCTV and Hull City Council's grounds maintenance team to identify and develop safer routes.

Using the council's existing smart city platform, continue to roll out real-time bus, walking and cycling information.

Live information to be shared via bus shelters and apps, as well as in key locations such as hospitals, libraries and venues.

Smart technologies will be introduced to provide additional information and support to those with accessibility concerns, to improve and increase service provision.

### MONITORING / KPIS

Annual percentage increase in:

- Passenger numbers
- Modal shift
- Customer satisfaction surveys

### DESIRED OUTCOMES

- Growth in passenger numbers
- Modal shift
- Positive customer satisfaction survey results



**FINANCIAL SUPPORT  
REQUIRED / TO BE SOURCED**



# Objective 7

## DFT THEME

### Modern buses and decarbonisation

## IMPROVEMENT PLAN

### Implement a carbon neutral fleet by 2035

## DELIVERY PARTNERS

Bus Alliance

## HOW THIS WILL BE ACHIEVED

As hydrogen/electric options and their associated city energy infrastructure become more available and viable, the fleet and associated infrastructure will migrate to these technologies.

As part of the review of the network, we will identify and establish green express corridors, to be used by the first carbon neutral vehicles.

Our short term focus will be to remove older and higher emission buses from the network, whilst understanding the viability of the various technologies and implications for depot infrastructure.

We will also promote the green credentials of our new bus fleet to car drivers. We will encourage them to take the bus to reduce their own carbon footprint.

## MONITORING / KPIS

Annual percentage increase in:

- Proportion of bus fleet which has transitioned to carbon neutral
- Annual percentage growth in passenger numbers on identified green express corridors
- Positive economic impact
- Modal shift from cars to buses

## DESIRED OUTCOMES

- Growth in passenger numbers
- Proven economic benefits
- Decrease in emission levels
- Reduction in car journeys



**FINANCIAL SUPPORT  
REQUIRED / TO BE SOURCED**

## Objective 8

### DFT THEME

**Give bus passengers more of a voice.**

### IMPROVEMENT PLAN

**Seek continuous stakeholder engagement to complement the bus companies' internal feedback channels.**

### DELIVERY PARTNERS

Bus Alliance Marketing and Customer Experience subgroups.

### HOW THIS WILL BE ACHIEVED

Annual, local, independent market research will be undertaken to supplement the findings of the statutory body – Transport Focus.

A city-wide customer research survey of users and non-users, will be undertaken each year to inform future actions.

A Bus Customer Charter will be developed, published and made publicly available. This will be reviewed annually, in line with the Bus Service Improvement Plan, by an elected cross-party group.

The Council's governance and scrutiny processes will continue to provide a voice for the customer.

### MONITORING / KPIS

- Results of research will be monitored to assess performance against targets set by the Bus Customer Charter
- Annual percentage increase in success of the Council's governance and scrutiny reviews

### DESIRED OUTCOMES

- Improved customer satisfaction
- Growth in passenger numbers



**FINANCIAL SUPPORT  
REQUIRED / TO BE SOURCED**

# Objective 9

## DFT THEME

**More demand – responsive services and socially necessary transport.**

## IMPROVEMENT PLAN

**Review the existing demand for and provision of community routes, and services to support the night-time economy and 24/7 working.**

## DELIVERY PARTNERS

A cross partnership team led by the Bus Alliance Transport Operations subgroup, with neighbouring councils.

## HOW THIS WILL BE ACHIEVED

The provision of bus services in key industrial, health and entertainment/leisure areas will be reviewed.

Findings will be used to support the development of new or improved, timely services to locations that are hard to reach on public transport, especially for shift and night-time workers.

The initial focus will be to serve these areas with conventional public transport.

Demand Responsive Transit (DRT) and community transport provision will also be reviewed, to establish demand and identify potential route improvements. Findings will be used to inform the design of future services.

## MONITORING / KPIS

Annual percentage increase in:

- Passenger numbers
- Modal shift
- Customer satisfaction surveys

Annual percentage decrease in:

- Congestion
- Co2 emissions

## DESIRED OUTCOMES

- Growth in passenger numbers
- Modal shift
- Positive customer satisfaction survey results
- Proven economic benefits
- Decrease in emission levels



**FINANCIAL SUPPORT  
REQUIRED / TO BE SOURCED**

# Objective 10

## DFT THEME

**Longer term transformation of networks through Bus Rapid Transit and other measures.**

## IMPROVEMENT PLAN

**Continually develop bus services to form an integrated, sustainable transit system for the city's residents, businesses, and visitors.**

## DELIVERY PARTNERS

A cross partnership team led by the Bus Alliance Transport Operations subgroup, with neighbouring councils.

## HOW THIS WILL BE ACHIEVED

Bus Rapid Transit does not require large levels of infrastructure investment, but it's priority is to deliver shorter journey times.

We will endeavour to find new, potential Rapid Transit System (RTS) or Bus Rapid Transit (BRT) routes including, if possible, one from Beverley in the East Riding of Yorkshire, to support commuters.

This will require further cross-boundary, collaborative working with East Riding of Yorkshire Council and North & North East Lincolnshire Councils.

We will develop dedicated and collaborative

marketing activity, together with stakeholders, to promote sustainable travel. This will include improved destination information to support sustainable tourism.

Parking policies will be reviewed and updated to ensure that they support sustainable travel modal shift, inner city living and regeneration, whilst reducing congestion and improving air quality. Our aim is to increase the number of commuting and leisure journeys made by public transport.

Investment will be made in additional resources to allow us to develop 'Off the shelf' bids to secure external investment in sustainable transport.

## MONITORING / KPIS

Annual percentage increase in:

- Passenger numbers
- Modal shift
- Customer satisfaction surveys

Annual percentage decrease in:

- Congestion
- Co2 emission levels

## DESIRED OUTCOMES

- Growth in passenger numbers
- Modal shift
- Positive customer satisfaction survey results
- Proven economic benefits
- Decrease in emission levels



# Objective 11

## DFT THEME

**Identify locations for Transport Hubs to support seamless travel.**

## IMPROVEMENT PLAN

**Develop transport hubs at strategic locations to support multi-modal travel.**

## DELIVERY PARTNERS

A cross partnership team led by the Bus Alliance Transport Operations subgroup, with neighbouring councils.

## HOW THIS WILL BE ACHIEVED

Develop transport hubs at strategic locations to make it easier to cross the city, and city

boundary, with faster journey times, and greater multi-modal connectivity.

## MONITORING / KPIS

Annual percent increase in:

- Passenger numbers
- Modal shift
- Customer satisfaction surveys

## DESIRED OUTCOMES

- Growth in passenger numbers
- Modal shift
- Increased cross-boundary travel
- Positive customer satisfaction survey results



**FINANCIAL SUPPORT  
REQUIRED / TO BE SOURCED**

# Objective 12

## DFT THEME

**Consideration for sustainable transport required for any future developments of the city.**

## IMPROVEMENT PLAN

**The Enhanced Partnership will ensure that BSIP's sustainable transport aims are considered by, and included in, other city development plans such as those for housing, highways, retail and healthcare.**

## DELIVERY PARTNERS

A cross partnership team led by the Bus Alliance Transport Operations subgroup.

## HOW THIS WILL BE ACHIEVED

The Council's Planning, Housing and Highways Authority departments will invite the bus partners to give their feedback, as formal consultees, on relevant planning/development proposals.

This will ensure that consideration is given at the planning stage, to promoting accessibility, active travel, public transport provision and the implementation of this bus services improvement plan.

## MONITORING / KPIS

Annual percent increase in:

- Passenger numbers
- Modal shift
- Percentage decrease in subsidised services

## DESIRED OUTCOMES

- Growth in passenger numbers
- Modal shift
- Positive customer satisfaction survey results



**FINANCIAL SUPPORT REQUIRED / TO BE SOURCED**

# Objective 13

## DFT THEME

**Governance of the BSIP and improved communication.**

## IMPROVEMENT PLAN

**Provide up-to-date and comprehensive information about the achievements of this plan, against targets set.**

## DELIVERY PARTNERS

A cross partnership team led by the Bus Alliance and Transport Operations subgroup.

## HOW THIS WILL BE ACHIEVED

Develop a publicly available performance dashboard, to showcase achievements against targets, and related progress against the

Sustainable cities and communities British and International Standard BS ISO 37122:2019.

## MONITORING / KPIS

Annual percentage increase in positive outcomes relating to:

- Health
- Environment
- Economic regeneration
- Education
- Modal shift

## DESIRED OUTCOMES

- Improved customer satisfaction results
  - Success in funding applications
- Documented positive outcomes relating to:

- Health
- Environment
- Economic regeneration
- Education
- Modal shift



**FINANCIAL SUPPORT  
REQUIRED / TO BE SOURCED**

# IDENTIFIED OBJECTIVE (OVERVIEW)

	DfT theme	Improvement plan	Monitoring / KPIs	Desired Outcomes
OBJECTIVE <b>01</b> <a href="#">CLICK TO VIEW IN FULL</a>	Greater prioritisation of buses in key corridors, to support passenger growth.	Remove or reduce highway obstacles, to ensure that prioritised buses flow freely in key corridors.	Annual percentage increase, within key corridors, in: <ul style="list-style-type: none"> <li>• Service running time</li> <li>• Service punctuality</li> <li>• Passenger numbers</li> <li>• Modal shift</li> </ul>	Increase in bus frequency: <ul style="list-style-type: none"> <li>• Improved service punctuality</li> <li>• Improved journey times</li> <li>• Reduced congestion</li> <li>• Modal shift</li> </ul> 
OBJECTIVE <b>02</b> <a href="#">CLICK TO VIEW IN FULL</a>	Intensive services, with investment in key corridors, and routes that are easier to understand.	Simplify routes, especially cross-city, or to key locations, and increase their frequency, to support a 'just turn up' approach.	Annual percentage increase, within key corridors, in: <ul style="list-style-type: none"> <li>• Service running time</li> <li>• Service punctuality</li> <li>• Passenger numbers</li> <li>• Modal shift</li> <li>• Congestion</li> </ul>	Increase in bus frequency: <ul style="list-style-type: none"> <li>• Increase in bus frequency</li> <li>• Improved punctuality</li> <li>• Reduced journey times</li> <li>• Commercially viable services</li> <li>• Modal shift</li> <li>• Reduced congestion</li> </ul> 
OBJECTIVE <b>03</b> <a href="#">CLICK TO VIEW IN FULL</a>	Fares must be lower and simpler to provide best value for money for the customer.	Lower fares and simplify pricing structure.	Annual percentage increase, within key corridors, in: <ul style="list-style-type: none"> <li>• Passenger numbers</li> <li>• Modal shift</li> <li>• Number of flexible ticketing options</li> <li>• Customer satisfaction surveys</li> </ul>	Increase in bus frequency: <ul style="list-style-type: none"> <li>• Growth in passenger numbers</li> <li>• Modal shift</li> <li>• Positive customer satisfaction survey results</li> <li>• Increase in successful, flexible ticket options</li> <li>• Reduction in subsidy required for the KATcard and supported services</li> </ul> 
OBJECTIVE <b>04</b> <a href="#">CLICK TO VIEW IN FULL</a>	Services must be integrated with other modes.	Provide passengers with a seamless experience centred on our integrated, Passenger Interchange.	<ul style="list-style-type: none"> <li>• Traffic and Travel Advisory Group able to share positive outcomes in governance reports.</li> </ul> Annual percentage increase in: <ul style="list-style-type: none"> <li>• Passenger numbers</li> <li>• Modal shift</li> </ul> Annual percentage decrease in: <ul style="list-style-type: none"> <li>• Congestion</li> <li>• Co2 emission levels</li> <li>• Customer satisfaction surveys</li> </ul>	<ul style="list-style-type: none"> <li>• Growth in passenger numbers</li> <li>• Modal shift</li> <li>• Positive customer satisfaction survey results</li> <li>• Reduced congestion</li> <li>• Reduced Co2 emission levels</li> </ul> 
OBJECTIVE <b>05</b> <a href="#">CLICK TO VIEW IN FULL</a>	The local bus network is presented as a single system that works together, with clear passenger information.	Make bus journeys easy to plan and buses simple to use, by providing clear and timely information.	Annual percentage increase in: <ul style="list-style-type: none"> <li>• Passenger numbers</li> <li>• Modal shift</li> <li>• Customer satisfaction surveys</li> </ul>	<ul style="list-style-type: none"> <li>• Growth in passenger numbers</li> <li>• Modal shift</li> <li>• Positive customer satisfaction survey results</li> <li>• Reduced congestion</li> <li>• Reduced Co2 emission levels</li> </ul> 
OBJECTIVE <b>06</b> <a href="#">CLICK TO VIEW IN FULL</a>	The local network is presented as a single system that works together, with clear passenger information.	Use smart technologies to support safer routes to bus stops, and provide accessibility information for users.	Annual percentage increase in: <ul style="list-style-type: none"> <li>• Passenger numbers</li> <li>• Modal shift</li> <li>• Customer satisfaction surveys</li> </ul>	<ul style="list-style-type: none"> <li>• Growth in passenger numbers</li> <li>• Modal shift</li> <li>• Positive customer satisfaction survey results</li> </ul> 



## DfT theme

## Improvement plan

## Monitoring / KPIs

## Desired Outcomes

OBJECTIVE

07

Modern buses and decarbonisation.

[CLICK TO VIEW IN FULL](#)

Implement a carbon neutral fleet by 2035.

Annual percentage increase in:

- Proportion of bus fleet which has transitioned to carbon neutral
- Annual percentage growth in passenger numbers on identified green express corridors
- Positive economic impact

- Growth in passenger numbers
- Proven economic benefits
- Decrease in emission levels



OBJECTIVE

08

Give bus passengers more of a voice.

[CLICK TO VIEW IN FULL](#)

Seek continuous stakeholder engagement to complement the bus companies' internal feedback channels.

- Results of research will be monitored, to assess performance against targets set by the Bus Customer Charter.
- Annual percentage increase in success of the Council's governance and scrutiny reviews

- Improved customer satisfaction
- Growth in passenger numbers



OBJECTIVE

09

More demand – responsive services and socially necessary transport.

[CLICK TO VIEW IN FULL](#)

Review community routes, and provide services to support the night-time economy and 24/7 working.

Annual percentage increase in:

- Passenger numbers
- Modal shift
- Customer satisfaction surveys

Annual percentage decrease in:

- Congestion
- Co2 emissions

- Growth in passenger numbers
- Modal shift
- Positive customer satisfaction survey results
- Proven economic benefits
- Decrease in emission levels



OBJECTIVE

10

Longer term transformation of networks through Bus Rapid Transit and other measures.

[CLICK TO VIEW IN FULL](#)

Create an integrated, sustainable transit system for the city's residents, businesses, and visitors.

Annual percentage increase in:

- Passenger numbers
- Modal shift
- Customer satisfaction surveys

Annual percentage decrease in:

- Congestion
- Co2 emission levels

- Growth in passenger numbers
- Modal shift
- Positive customer satisfaction survey results
- Proven economic benefits
- Decrease in emission levels



OBJECTIVE

11

Identify locations for Transport Hubs to support seamless travel.

[CLICK TO VIEW IN FULL](#)

Develop transport hubs at strategic locations to support multi-modal travel.

Annual percent increase in:

- Passenger numbers
- Modal shift
- Customer satisfaction surveys

- Growth in passenger numbers
- Modal shift
- Increased cross boundary travel
- Positive customer satisfaction survey results



OBJECTIVE

12

Consideration for sustainable transport required for any future developments of the city.

[CLICK TO VIEW IN FULL](#)

The Enhanced Partnership will ensure that BSIP's aims are integrated with wider development plans and opportunities.

Annual percent increase in:

- Passenger numbers
- Modal shift
- Percentage decrease in subsidised services

- Growth in passenger numbers
- Modal shift
- Positive customer satisfaction survey results



OBJECTIVE

13

Governance of the BSIP and improved communication.

[CLICK TO VIEW IN FULL](#)

Provide up-to-date and comprehensive information about the achievements of this plan, against targets set.

Annual percentage increase in positive outcomes relating to:

- Health
- Environment
- Economic regeneration
- Education
- Modal shift

- Improved customer satisfaction results
- Success in funding applications

Documented positive outcomes relating to:

- Health
- Environment
- Economic regeneration
- Education
- Modal shift



Financial Support Required / to be sourced

# 5: BSIP Overview

## Table Template

Name of authority:  
**Hull City Council**

Date of publication:  
**October 2022**

Franchising or Enhanced Partnership:  
**Enhanced Partnership**

Date of next annual update:  
**April 2023**

URL of published report:

Targets	18/19	19/20	24/25	How each will be measured
Journey time			To be set in 2022/23	Data will be provided by the bus operators monthly. It will be reviewed and published every 6 months.
Punctuality			To be set in 2022/23	Data will be provided by the bus operators. It will be monitored in line with Traffic Commissioner standards, and be published every 6 months.
Passenger numbers	23.4m	26.1m	24.3m - 26.1m	Numbers will be reviewed and compared with national passenger data, to measure our growth performance against other areas.
Average passenger satisfaction	89% (2017)	Next Survey Due 2022	90% - 93%	We will carry out passenger surveys to monitor passenger satisfaction, and measure improvement.
Does your BSIP detail policies to: yes/no - Explanation - max 50 words				
Review service frequency	Yes	The Bus Alliance is committed to improving the frequency of bus services in all key corridors. We will simplify routes, especially those which are cross-city or to key locations. We will increase the frequency of key, but commercially viable, bus routes, to support a 'just turn up' approach.		
Increase bus priority measures	Yes	We will review the service frequency and hours of operation of key bus corridors, to ensure that they meet known and/or potential demand. Our work will include the removal/reduction of highway obstacles to ensure that prioritised buses flow freely in key corridors.		
Increase demand responsive services	Yes	Working with stakeholders, we will review the existing demand for and provision of community routes, and services to support the night-time economy and 24/7 working. We will also work with the NHS to identify demand for links to the city's two main hospitals, using existing network provision.		
Consideration of bus rapid transport networks	Yes	The Bus Alliance will explore the opportunity to introduce Bus Rapid Transit via express routes/greenways to the city.		
Integrate services with other transport modes	Yes	We will provide passengers with a seamless experience when planning their journey and travelling by bus and rail, centred on our integrated, Passenger Interchange. We will develop transport hubs at strategic locations to make it easier to cross the city, and city boundary, with faster journey times, and greater multi-modal connectivity.		
Simplify services	Yes	The Bus Alliance will work to improve accessibility by simplifying ticketing, timetables and bus maps. We will make bus journeys easy to plan and buses simple to use, by providing clear and timely information about routes and ticketing. A new Traffic and Travel website will be developed to include easy, clear, and timely information to support integrated multi-operator journey planning.		

## Does your BSIP detail policies to: yes/no - Explanation - max 50 words

<b>Review socially necessary services</b>	Yes	We will continue to review the supported bus network, and work with local areas to identify socially necessary services. Hull has a strong commercial network, with only 3% requiring financial support. Low car ownership in the city makes bus services especially important, and creates strong demand.
<b>Invest in superbuss networks</b>	Yes	We will continually develop bus services to form an integrated, sustainable transit system for the city's residents, businesses, and visitors. Simplifying services and improving their performance, will support investment in superbuss networks.
<b>Lower fares</b>	Yes	Hull's bus fares are already seen as value for money. The Bus Alliance Hullcard and Katcard multi-operator tickets offer further reductions. We will continue to work on expanding the Hullcard offer, including the introduction of a group ticket.
<b>Simplify fares</b>	Yes	Both operators reviewed their fares in 2022 to simplify their ticket options. Further work is planned by the Bus Alliance Communications and Market Subgroup, together with partner stakeholders, to identify new opportunities to simplify ticketing options, and offer attractive incentives.
<b>Integrate ticketing between operators and transport</b>	Yes	Building on the success of our existing Hullcard and KATcard multi-operator schemes, we will develop new, flexible ticketing options to support new patterns of demand, for example working or studying at home two days a week.
<b>Invest in improved bus specifications</b>	Yes	Investment is ongoing in new high specification buses by both main operators. Our Customer Charter supports our aspirations, and includes our vehicle specification standards. Our short-term focus will be to remove older and higher emission buses from the network, whilst understanding the viability of the various technologies, and their implications for depot infrastructure.
<b>Invest in accessible bus services</b>	Yes	Our bus information is already available in large print/Braille/other languages. Both operators are implementing next stop announcements on their buses. We will widen our Easy Rider wallet scheme, which is designed to alert drivers and interchange staff that a disabled passenger may need additional support. The Bus Alliance subgroups will work to improve engagement with disability groups.
<b>Protect personal safety of passengers</b>	Yes	Both main operators specify that their vehicles be equipped with CCTV. Hull City Council will work with partners to develop safer walking routes to bus stops. Bus stop lighting will be reviewed and improved. Smart technologies will support safer routes and accessibility information. Investment will be made in CCTV links to the Hull Interchange.
<b>Improve buses for tourists</b>	Yes	We will develop our Park & Ride bus service, and work with tourist attractions in the city on combined ticketing options. This will improve tourist experience and help to reduce congestion in the city. We will also provide multi-language information points. We will open the Park & Ride site for motor home overnight stays.
<b>Invest in decarbonisation</b>	Yes	The Bus Alliance has committed to having a carbon neutral fleet by 2035. As hydrogen/electric options and their associated city energy infrastructure become more available and viable, we will migrate to these technologies. We will identify and establish green express corridors, to be used by the first carbon neutral vehicles.
<b>Passenger charter</b>	Yes	Our Customer Charter outlines our aims in relation to quality, safety, reliability, cleanliness and presentation, environmental targets and accessibility.
<b>Strengthen network identity</b>	Yes	We will work with bus operators to revise and promote a new bus map, which simplifies the network and promotes accessibility. It will identify key network routes with dedicated branding, and promote links to cross city travel.
<b>Improve bus information</b>	Yes	A new Traffic and Travel website will be developed to include easy, clear, and timely information to support integrated multi-operator journey planning. This will include information on ticket pricing and purchasing, timetables and the status of services. Information on community and on-demand transport services will be included.
<b>Other</b>		

# APPENDIX 3 - SUMMARY OF BSIP DELIVERY COSTS - ESTIMATED

Estimated Cost per Fiscal Year - £000s

Objective Ref	Associated Action	Funding Type	22 to 23	23 to 24	24 to 25	25 to 30	30 to 35	Total £000s
A1.1	Minor adaptations to street furniture/lines and signs	Capital	200	200				400
A1.2	Refining of Traffic Regulation Orders	Revenue	50	50				100
A1.3	Installation of Intelligent Traffic Signals (already in train - DfT funded)	Capital						0
A1.4	Installation of traffic signals and controls to give bus priorities at pinchpoints	Capital	150	150				300
A1.5	Assessment of potential dedicated bus gates	Revenue	50					50
A1.5	Implementation of dedicated bus gates	Capital		50	50	250		350
B1.1	Undertake demand and modelling of key corridors to assess capability to increase in bus frequencies and hours of operation	Revenue		60				60
B1.2	Modelling of identified route for Bus Rapid Transit (BRT) system	Capital	175					175
B1.2	Undertake Business Case for BRT	Capital		100				100
B1.2	Design and Build Costs for BRT - Estimate	Capital				10,000		10,000
B1.3	Modelling of identified Park & Rides/Transport Hubs	Capital	175					175
B1.3	Undertake Business Case for Park & Rides/Transport Hubs	Capital		100				100
B1.3	Design and Build Costs for Park & Rides/Transport Hubs - Estimate	Capital				10,000		10,000
C1.1	Introduction of Single Ticketing System (Awaiting National System)	Capital			200	200		400
C1.2	Development of Traffic and Travel Website	Revenue	75					75
C1.2	Assessment of flexible ticketing options	Revenue	50					50
C1.3	Review of young person's travel to reduce costs of journeys	Revenue	0					0
C1.3	Concessionary Subsidy for Young Persons Travel	Revenue		100	100	500	500	1,200
D1.1	Expand integrated ticketing options to wider transport modes as available	Capital		10	10	50	50	120
E1.1	Formation of TATAG Oversight Group	Revenue						0
E1.2	Management of Integrated Travel streams	Revenue						0
E1.3	Feasibility and modelling of additional mini transport hubs to foster improved cross city/border and integrated travel	Capital	100	100				200
E1.3	Design and Build of costs for mini transport hubs (May or may not form part of B1.3)	Capital			5,000	5,000	5,000	15,000
E1.4	Development of cross-city routes (costs included in E1.3)	Capital						0
E1.5	Assessment of service Integrations with other local train stations - (costs included in E1.3)	Capital						0

### Estimated Cost per Fiscal Year - £000s

Objective Ref	Associated Action	Funding Type	22 to 23	23 to 24	24 to 25	25 to 30	30 to 35	Total £000s
E1.6	Assess and model the integration need between Public and Community Transport	Capital	50	50				100
E1.7	Assessment of demand requirements and potential economic growth for night-time economy, shift working, education and hard to reach employment hubs	Revenue	50	50				100
F1.1	Development of Traffic and Travel Website (Costs included in C1.2 above)	Revenue						0
F1.2	Formation of Traffic and Transit Team to monitor traffic management in real-time and manage the communications and technology associated with planned and reactive works on the network	Revenue	200	200	200			600
F1.2	Additional Traffic CCTV cameras and Internet of Things (IoT) sensors to monitor traffic flows and build into Smart City Platform	Capital	100	100	100			300
F1.3	Marketing and promotional costs to support the new Traffic and Travel website and to address issues raised in customer research survey	Revenue	100	50	50	50		250
F1.4	Roll out of improved bus shelters across the city & improved visitor experience at the central rail/bus/taxi/cycle integrated Interchange	Capital	200	200	100	500	500	1,500
F2.1	Roll out of real-time information, journey planning and smart technologies (supports F1.4 above)	Capital	600	600	300	600		2,100
F2.2	Introduction of smart technologies aimed at increasing real-time information, alerts and awareness for people with accessibility concerns	Capital	100	100	100			300
F2.3	Enabling safer routes to buses including CCTV, Lighting, Grounds and Shrubs changes to increase feeling safer on routes to and from bus stops	Capital	100	100	100	500	500	1,300
G1	Implementation of carbon neutral fleet infrastructure to support bus company investment in carbon neutral transport (Possible Defra overlap)	Capital						0
G2	Vehicles for Green Express Way passenger transport	Capital						0
G3	Removal of older, high emission fleet (Supported by G1 above)	Capital						0
I1.1	A review of the service provision to key industrial, health and entertainment/leisure areas	Capital						0
I1.2	Business case to support any non-viable but required routes as identified from I1.1 above							0
I1.3	Assessment of Demand Management and Community Transport Provision to form future business case	Revenue						0
J1.1	Modelling of identified potential BRT route (already covered by B1.2)	Capital						0
J1.2	Development of Transport Hubs (already covered by B1.3 and E1.3)	Capital						0
J1.3	Cross-boundary working including integrated transport (Costs unknown until various feasibility and modelling exercises have been undertaken as identified in each individual BSIP)	Revenue						0
J1.4	Collaborative marketing aimed at promoting sustainable travel (Some coverage in other marketing led actions above but targeted specifically towards green and active travel)	Revenue	100	100	100			300
J1.5	Review of Parking Strategy	Revenue						0
J1.6	Increase resource capacity to develop timely off-the shelf bids to foster external investments in sustainable travel and increase speed of approved projects making an impact on outcomes and objectives	Capital	250	250	250	750	750	2,250
K1.1	Collaborative input into city planning	Revenue						0
L1	Performance Dashboard linked to outcomes and targets - publicly available	Revenue	50	30				80
<b>Total</b>			<b>2,875</b>	<b>2,700</b>	<b>6,660</b>	<b>28,400</b>	<b>7,300</b>	<b>47,935</b>



# HULL BUS ALLIANCE BUS PASSENGER CHARTER

## INTRODUCTION

This Bus Passenger Charter covers bus services within the Hull City Council boundary.

This Charter sets out exactly what you can expect from us and explains how to make the most of our services. It also sets out how we will put things right if we don't meet your expectations, and your rights under UK legislation.



# WHAT YOU CAN EXPECT FROM US

## Helpful driving team

Our aim is to do all we can to make your journey as smooth as possible. For every member of staff, the needs of our customers come first. We want you to enjoy travelling with us. Our service exists to serve your needs, and we aim to make every journey a pleasant experience.

We will ensure that drivers have all passed a vocational driving test in compliance with all legal

requirements. Every driver undertakes periodic training, including customer service training. All our front-line staff wear company-issued uniform. We will ensure that they are smart and clean in appearance.

If for any reason your journey is seriously delayed, your driver will endeavour to tell you what the problem is and keep you updated.

## We aim to give you the best service

We know that reliability is what you expect from our services. We will do our utmost to keep to the timetables we advertise. We aim to run every bus on time. Normally, no journey should operate more than one minute early or five minutes late.

We arrange for regular independent monitoring of our performance. The Bus Alliance Board will publish a report on the quality and reliability of our bus services every six months.

Where we must change the service because

of roadworks or other factors (such as special events), we will advertise the fact as soon as possible on bus, on our website and on social media platforms.

In the event of significant disruption to services, full details will be passed on to Traveline, local radio stations and the local authority. Service updates are posted on our Twitter accounts and information about roadworks, diversions and road closures are posted on our websites.

If your journey is delayed by more than 20 minutes, we will refund your fare with a voucher for a local day rider ticket.

## Information about our services

We want to make sure that you never have a problem finding out when our services run or what they cost.

The ultimate destination and service number of the bus is shown on the front of buses, and the service number will also be displayed on the rear of the vehicle. Up-to-date timetable information is displayed at all bus stops.

We will publish a comprehensive timetable, which will include details of our services and a map of the route. We will also have all our other timetables available at local Travel Information outlets, clearly showing the date of introduction.

Service information is provided on our website including details of daily, weekly and longer period fares.

**[www.eastyorkshirebuses.co.uk](http://www.eastyorkshirebuses.co.uk)**  
**[www.stagecoachbus.com](http://www.stagecoachbus.com)**

You can also get service information through Traveline: telephone 0871 200 2233, text 82468 from bus stops showing a text code or online at **[www.traveline.info](http://www.traveline.info)**.

Notification of service changes will be available at least 21 days in advance, and information will be supplied to customers, on request, by post. Notices will also be available on buses.

## Making you welcome; helping you travel with confidence

We aim to make services available to the widest number of people and to provide seating near the entrance for elderly and disabled customers. We'll make reasonable adjustments to meet the individual needs of customers. All our buses meet the requirements of the Equalities Act.

We look for customer service and disability awareness skills when selecting our staff. We give all members of staff initial, and ongoing training, in helping people with disabilities travel confidently and safely.

We provide dedicated helplines for people with disabilities. We're able to provide timetable and fare information in accessible formats on request. We can provide large print timetables, maps and departure lists for bus stops. To request this, contact your local operating company.

We offer support notification cards that can help people with disabilities to make our staff aware of their needs.

**Stagecoach - Journey Assistance Cards**  
**East Yorkshire Buses - helping-hands**

Stagecoach have a scheme that allows people who use certain "class 2" mobility scooters to travel on buses with the scooter following an assessment. East Yorkshire Buses will carry certain "class 2" mobility scooters from summer 2023.

You can see more about the carriage of wheelchairs, small prams and buggies in the

**Stagecoach - Conditions of carriage**

**East Yorkshire Buses - conditions-carriage**





## PUTTING THINGS RIGHT

We know we won't always get it right, so our highly trained Customer Service teams are there to help you. Whether it's a basic ticket enquiry or a complaint, we will make it easy for you to contact us and have really clear processes for all of your queries.

We will publish transparent maximum response times for customer enquiries that we will always strive to adhere to. We aim to continuously improve what we do, using our membership of the Institute of Customer Service to stay ahead of industry trends.

Our customers will be given a voice through regular listening sessions and forums, together with high internal standards of research and insight gathering. We will engage an independent supplier to monitor all aspects of our customer performance, and we will ensure that the learnings are used wisely.

## Independent appeals

If you disagree with our response to any complaint, you have the option of approaching Bus Users UK ([www.bususers.org](http://www.bususers.org) or 0300 111 0001) who will try to resolve the issue for you. They may refer your complaint to the Bus Appeals Body ([www.busappealsbody.co.uk](http://www.busappealsbody.co.uk)). We will act on the Bus Appeals Body's recommendations.

## Your customer rights

You have a right to be provided with appropriate and comprehensible information about your rights when you use regular bus and coach services.

You are entitled to adequate information throughout your journey. Where feasible, and where you have made a request, we will provide the information in accessible formats.

We will not refuse to let you travel because of a disability that you have, unless it is physically impossible to carry you safely. If we lose or damage your mobility equipment, we will compensate you fully for its replacement or repair.

We have procedures for giving disability-related training to our staff.

In addition to our commitments above, you have a right for your complaint to be dealt with if it concerns any of the matters covered by this section of the Charter (headed "Your rights"), provided you submit it within three months.

We must respond to these complaints within one month of you submitting them and give you a final reply, stating whether your complaint is substantiated or rejected, within three months.

You have the right to appeal these complaints to Bus Users UK if you disagree with our response. Bus Users UK is subject to a three-month time limit for dealing with appeals and must refer unresolved complaints to a Traffic Commissioner.



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