

HAMPSHIRE COUNTY COUNCIL

Executive Decision Record

Decision Maker:	Executive Lead Member for Universal Services
Date:	11 March 2024
Title:	Bus Promotional Marketing and Fares Initiatives
Report From:	Director of Universal Services

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1. The decision:

- 1.1. That the Executive Lead Member for Universal Services approves the final programme contained in the supporting report and endorses the expenditure of £200,000 of Bus Service Improvement Plan+ (BSIP+) funding to be spent on promotional and marketing initiatives, and on Travel Training for people who are not used to travelling by bus.
- 1.2. That the Executive Lead Member for Universal Services approves the final programme outlined in the supporting report and endorses the expenditure of £200,000 of BSIP+ funding on bus fares initiatives, in order to encourage people to try bus services and increase the number of regular bus passengers in Hampshire.

2. Reasons for the decision:

- 2.1. The County Council has been allocated £7.16m of BSIP+ funding by the Department for Transport to be spent over the 2023/24 and 2024/25 financial years. The funding will deliver a suite of measures to improve bus services and bus infrastructure and promote the bus network, as set out in the Hampshire Bus Service Improvement Plan.
- 2.2. By encouraging more people to travel by bus, these initiatives will contribute to the long-term financial viability of Hampshire's commercial bus network. The initiatives will support other projects being delivered by BSIP+ funding and bus operators' own investment to grow the bus network, e.g. pump-priming increased service levels on some of Hampshire's main bus corridors.
- 2.3. It was set out in the Officer Delegated Report approved by the Director of Universal Services on 16th January 2024 (see 'Other Significant Links' towards the end of the supporting report) that when the details of the bus fares initiatives and promotional activities have been finalised by the County Council in partnership with bus operators, final approval for the programme would be sought.

3. Other options considered and rejected:

3.1. BSIP+ funding is one-off government funding that is ringfenced to measures that grow the existing bus network and measures that improve and promote bus services. The funding cannot be spent on other projects, e.g. on-going financial support of the subsidised bus network.

4. Conflicts of interest:

4.1. Conflicts of interest declared by the decision-maker:

4.2. Conflicts of interest declared by other Executive Members consulted:

5. Dispensation granted by the Conduct Advisory Panel: none.

6. Reason(s) for the matter being dealt with if urgent: not applicable.

7. Statement from the Decision Maker:

Approved by:

Date:

11 March 2024

**Executive Lead Member for Universal Services
Councillor Nick Adams-King**