

Hampshire Enhanced Partnership Plan



Hampshire (Bus) Enhanced Partnership Plan

Contents

	Page
Section 1 – Overview	2
Section 2 - Current bus offer to passengers	9
Section 3 - Headline targets	52
Section 4 – Delivery – our vision and commitments	58
Section 5 – Reporting	73
Section 6 – Overview table	74
Appendix 1 – Prioritised measures for delivery	77

Section 1 – Overview

1.1 Geographical Area covered by this Enhanced Partnership

This Enhanced Partnership (EP) Plan for Hampshire sets a high-level vision for Hampshire's bus network, including journey time and reliability targets, and our plans to deliver them. It largely replicates the Hampshire Bus Service Improvement Plan (BSIP) that was published in October 2021. This EP Plan covers the single Local Transport Authority (LTA) area of **Hampshire County Council (HCC)**, the geographical area of which is shown in green in Figure 1 and was developed jointly with local bus operators. The County has a land area of 368,000 hectares.

Figure 1 – The area covered by the Hampshire EP Plan



The two coastal cities of Southampton (population ~253,000) and Portsmouth (population of ~215,000) are Unitary Authorities and are LTAs in their own right, and do not form part of the Hampshire LTA area.

Introduction to Hampshire – demography, travel patterns and local government structure

In 2020, Hampshire had a population of just under 1.39 million residents. In 2011, Hampshire had 728,980 households with 2.42 residents living in each household. In 2011, 91.8% of Hampshire's resident population were of 'White British' ethnicity. Those in other ethnic groups account for 8.2%. A total of 15% of the land area of Hampshire is defined as urban city or town but 78% of the population live in urban areas. Our cities, towns, villages and countryside are home to a wide range of leisure, cultural and historical attractions, including coastal harbours, rivers, beaches, theatres, the historic cathedral city of Winchester, chalk downland, two National Parks and a number of Areas of Outstanding Natural Beauty. Access to these assets are supported by our bus network.

This mixture of urban, suburban and rural communities results in a range of transport challenges, from rural isolation in more remote areas to poor air quality and congestion in parts of our cities, along with pockets of 'transport poverty'. Buses already play a key role in alleviating these problems. Buses are our most used form of public transport and make a real difference to people's everyday lives, allowing them to get to work, to visit friends and family, get to the shops, and to essential services such as schools, colleges, libraries, GP surgeries and hospitals.

The two cities of Southampton and Portsmouth are both important employment, retail and cultural centres and contain two important ports and two major regional hospitals, so see significant cross-boundary travel to and from Hampshire. Therefore, HCC does work very closely in partnership with both cities and with the Isle of Wight on cross-boundary transport issues, through the Solent Transport partnership. HCC has worked in partnership with them on a joint Local Transport Plan covering the Urban South Hampshire area and on delivering joint Local Sustainable Transport Fund (LSTF) projects. More recently we have jointly developed successful bids to the DfT's Transforming Cities Fund (TCF) to deliver corridor-based bus and active travel improvements covering the two cities and parts of their wider travel-to-work areas.

In Hampshire itself, whilst HCC is the upper tier local authority, there are 11 district or borough councils that are the lower tier authorities within Hampshire. The boundaries of these are shown in Figure 2. The 85% of the county that is rural includes parts of two National Parks (also shown on Figure 2).

Figure 2 – The main towns, strategic and main A-road networks and boundaries of the 11 Districts and two National Parks within Hampshire, and Southampton and Portsmouth

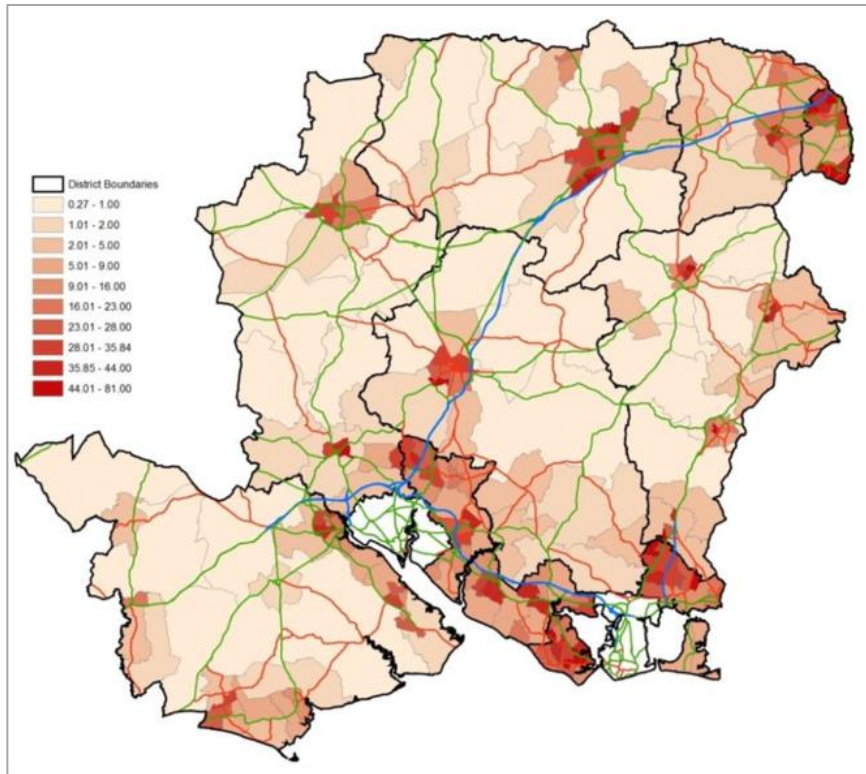


Coastal areas of southern Hampshire between the two cities of Southampton and Portsmouth along the M27 corridor are heavily urbanised, and have been a strong focus for new development.

Population Density

Hampshire as a whole has a population density of 493 residents per square kilometre. Figure 3 shows how population density varies between urban and rural areas, with the population highest in the main urban areas. The largest towns in Hampshire are Basingstoke, Winchester, Farnborough, Aldershot, Andover, Eastleigh, Fareham, Gosport and Fleet. Away from these larger urban centres are a series of several smaller “market towns” that serve an extensive rural hinterland, such as Alton, Lymington, Petersfield, Ringwood and Romsey.

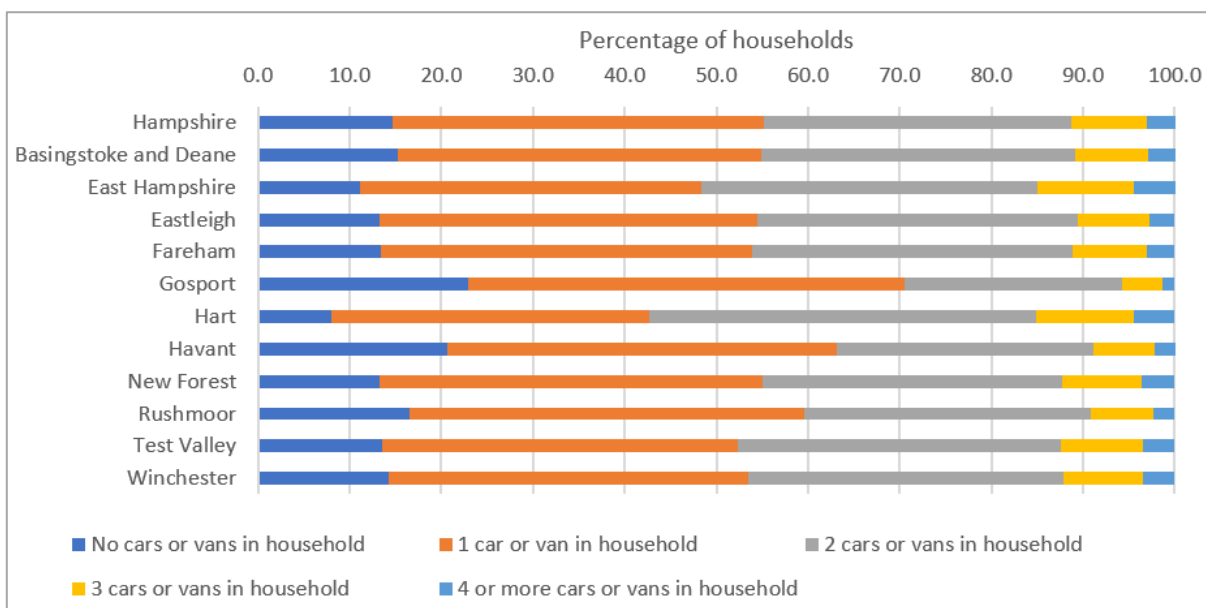
Figure 3 – Population Density in Hampshire (number of people per hectare)



Levels of Car Ownership and Use

As Figure 4 below shows, Hampshire has generally high levels of car ownership. In 2011, there were 545,250 cars available to Hampshire households, with 15% of households having no car available to them. The percentage of households with access to one or more cars in Hampshire is 85% compared to the national average of 73% and continues to rise. 45% of households in Hampshire have 2 or more cars – which is above the average for the South East of 40.6%. The number of three car households increased from 8.1% to 9.6% of households between 2001 and 2011).

Figure 4 – Percentage of households with different levels of car ownership for Hampshire as a whole and for each of the eleven Borough and District areas in the county



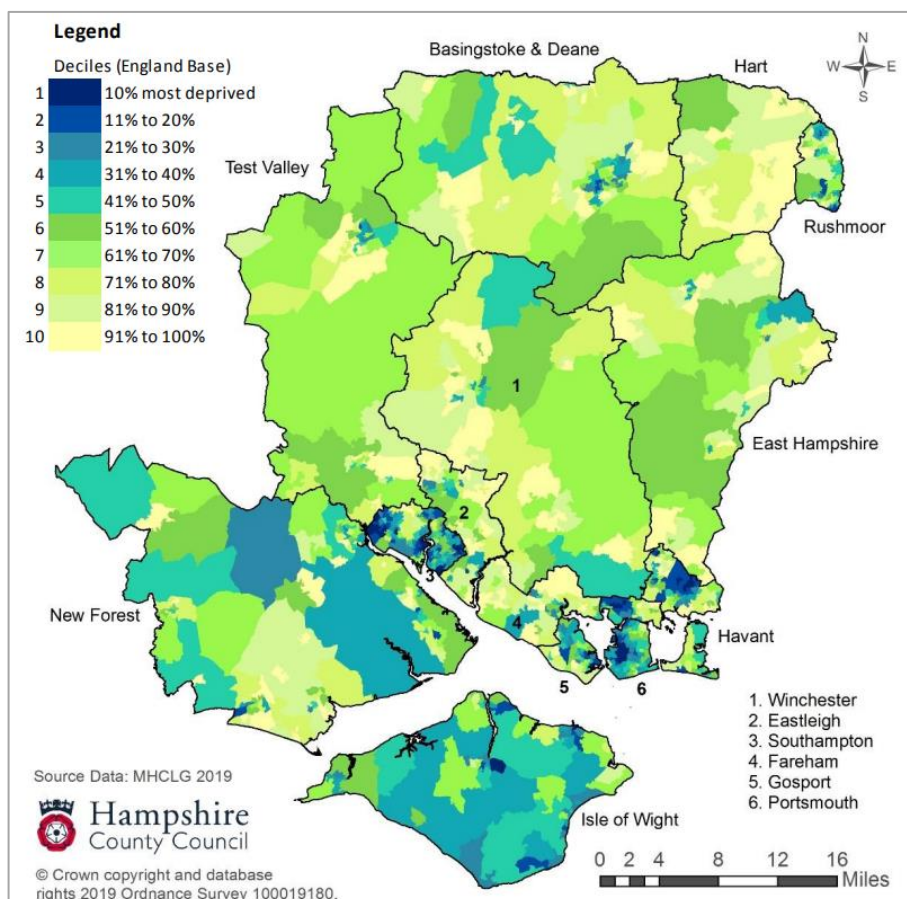
Hart District has the highest car ownership levels in Hampshire with 1.7 cars per household and only 8% of households with no car, while 57% have 2 or more. On the other hand, Gosport Borough has the lowest number of cars per household at 1.1 and the lowest proportion of households with 2 or more cars at 30%. The proportion of no car households is highest in Gosport (20%) and Havant (16.1%). Gosport and Havant are characterised by low median pay (below UK average), and pockets of deprivation.

Levels of car use are also high and Hampshire has diffuse commuting patterns, making certain commuting trips difficult to serve efficiently by bus. However, 31% of commuting trips are less than 5 miles, meaning that there is scope for a greater proportion of these journeys to be made by bus and sustainable modes rather than by private car. At a national level, the proportion of young people that hold driving licences in the UK is declining. For 16-19 year olds this has dropped from 48% to 31% and for 20-29 year olds 75% to 66%, in 2016. On the other hand, those aged 40-69 years old have consistently maintained the level of driving licences at 80%. It is unclear whether this is due to changes of behaviour other factors such as later car ownership.

Level of Deprivation

The 2019 Index of Multiple Deprivation provides a useful measure of how deprived places are relative to others in the England. Figure 5 shows across Hampshire as a whole, in 2019 there were 7 areas in the 10% most deprived areas in England (6 in Havant, 1 in Gosport).

Figure 5 – Map to show levels of deprivation of small areas (known as Lower Super Output Areas) within Hampshire, Southampton, Portsmouth and the Isle of Wight relative to all parts of England



In Hampshire, there are a total of 40 areas in the 20% most deprived areas in England (23 in Havant, 8 in Gosport, 3 in both New Forest and Rushmoor, and 1 in each of Basingstoke, Eastleigh, and Test Valley). In the same year, within Southampton there were 19 areas and in Portsmouth there were 15 areas in the 10% most deprived areas.

What all this means for our ambition to grow bus travel in Hampshire

There is therefore, both a challenge and opportunity in Hampshire to increase bus patronage. Firstly, an opportunity exists to capture and cater for the growing number of young people who do not have a driving licence and are therefore dependent on public transport or others for transport to opportunities. However, a challenge arises with the lack of clustering of young people, who are more likely to use buses, meaning that providing viable and attractive bus services is difficult. Due to high levels of car ownership in the county, there may be greater difficulty in fostering this modal shift than in other LTA areas. Overall, despite being a county of low levels of deprivation, Hampshire still has variable needs for public transport across the districts, particularly in relation to providing connectivity between towns and facilitating socially necessary journeys to facilities such as healthcare facilities and town centres, particularly for the growing elderly population.

1.2 Justification of why this EP Plan covers a single LTA area (Hampshire)

In preparing this EP Plan we have engaged very closely with all neighbouring LTAs, in particular Southampton City Council, Portsmouth City Council and Surrey County Council, (with whom we have the largest number of cross-boundary bus routes) in order to identify and agree common goals for improvements to our respective bus networks.

Although there are a number of cross-boundary services between the cities and Hampshire, the majority of 'turn up and go' high frequency bus services start and end within their unitary areas (or extend for a short distance into Hampshire) and hence the majority of bus mileage operated does not cross LTA boundaries. Although the three LTAs share common ambitions around integration, fares and ticketing and delivering bus priority, the cities also have different characteristics and challenges relating to bus networks compared to Hampshire. Levels of car ownership are lower and bus use per head of population in the cities are higher than in Hampshire. In some parts of Hampshire, under provision is a theme, particularly in more isolated, hard to serve rural communities.

HCC also work very closely with Surrey County Council on cross-boundary transport planning for the Blackwater Valley area, covering four towns within north east Hampshire and north west Surrey. As a significant proportion of local bus services in the Blackwater Valley do operate across the LTA boundary, with similar amounts of mileage in each, both LTAs have worked together to agree a common approach to improving bus services and targets within the four Blackwater Valley towns.

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

1.3 Why the Enhanced Partnership route has been chosen

HCC has a long history of effective voluntary partnership working with bus operators in Hampshire, aside from major schemes such as the Eclipse Bus Rapid Transit scheme between Fareham and Gosport. This approach has worked well for Hampshire delivering sustained improvements for bus users over more than a decade. HCC have delivered investment in bus priority, quality bus stop infrastructure, including Real Time Information screens at bus stations and busier bus stops and have utilised government funding to provide Contactless Ticket Machines for all major operators in Hampshire. This investment has levered in private sector funding from bus operators for new fleets of vehicles, wi-fi on buses, and next stop announcements. Some of these initiatives are pictured below.



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

- Measures by Hampshire County Council to improve bus journey times and reliability: most notably the development of the **Eclipse BRT busway** between Gosport and Fareham, which avoids congested sections of the A32 corridor, and 'The Star' bus lanes on the A3 in Waterlooville and Horndean, with further Transforming Cities Fund (TCF) funded measures currently being delivered between Totton and Marchwood in the Southampton Travel to Work Area and on key commuter corridors from Fareham, Havant and Waterlooville to Portsmouth in the Portsmouth Travel to Work Area);

- The **Blackwater Valley Gold Grid** project, in partnership with Surrey County Council, Enterprise M3 LEP (who contributed £4m from their Local Growth Fund) and Stagecoach has focused on the corridor of the Gold 1 service, which serves Aldershot, Farnborough, Frimley and Camberley; a successful and strategically important bus service for Blackwater Valley. Investment has been made in Farnborough Town Centre and at Farnborough Main station. The latest stage of this investment will be complete by the end of 2022 and has three main components:
 - A new 150m long southbound bus lane along Alexandra Road in North Camp to reduce congestion related delay for bus services;
 - Implementation of improved intelligent transport systems on the Blackwater Valley Gold Grid to provide bus priority through signal junctions to minimise delay to bus services;
 - Provision of Real Time Passenger Information at bus stops along Gold Route One to enhance the passenger service.

The project has built on significant investment of £4.5 million by the local bus operator in modernising their vehicle fleet on Gold One, complementing better linkages of active travel, bus and rail services and further opportunities to better link business parks and hubs to the public transport network.

- Measures by Hampshire County Council and bus operators to provide a consistent bus offer **rolling out new technology to improve the customer experience** and to improve the product such as early adoption of payment by contactless card, the Solent Go multi-operator smartcard, in-vehicle wi-fi, USB charging points and 'next stop' announcements on all buses (available since 2019), as well as real time information at nearly 500 bus stops;
- **Bus operator fleet investment and ticketing innovation** - to provide a consistent high quality bus service (through heavy investment in their bus fleets) and initiatives to improve the bus offer such as good value urban zone weekly tickets targeted towards commuters;
- Heavy **investment by operators in ultra-low carbon Euro VI diesel buses**, which now comprise 59% of buses that operate in the Hampshire, Portsmouth and Southampton area – both new vehicles and retrofits to existing bus fleets delivered through the DfT/DeFRA Clean Bus Technology Fund); and
- **Investing £3.5m a year to maintain bus service levels** on commercial and on the majority of supported bus service routes, to help support the bus network although budgets for socially necessary bus services have been reduced as part of wider local authority wide cost-reduction programmes.

It is the shared view of HCC and operators that a single Enhanced Partnership for the whole of Hampshire, result in better outcomes for bus services in Hampshire. Given the already close partnership working and strong relationships between HCC and bus operators, this approach is considered to be the best way of meeting the high level of ambition outlined in this EP Plan, rather than through a franchising approach.

This EP Plan represents an opportunity for HCC to extend its successful and productive partnership working arrangements with bus operators and neighbouring LTAs, in order to improve the offer to the local community, enhance facilities and develop a partnership that can help expand the commercial bus network in Hampshire.

1.4 EP Plan duration, annual review process and alignment with Local Transport Plan

The Hampshire EP Plan covers the period up until 31 March 2030 and will be reviewed annually. In summer 2022, and each year thereafter, the Hampshire EP Forum (a working group of HCC, bus operators, business groups and other stakeholders) will be convened to review the efficacy of the Hampshire EP Plan ambitions and progress made towards targets. Collective decisions will be taken as to whether the level of ambition needs to be raised or whether the existing content is sufficient. Neighbouring LTAs will have an opportunity to contribute their views. If the Forum makes revisions to the EP Plan, a report will be taken to HCC's Cabinet or the Executive Member for Economy, Transport and Environment in either October or November of the appropriate year for political decision and sign off of the revisions if advice received from legal services is that this is required.

This EP Plan is fully aligned with the emerging Hampshire Local Transport Plan 4 (LTP4), which will form the primary transport strategy for the County until 2050. The Hampshire LTP4 strategy is expected to include a goal of reducing car dependency, and the plans set out in this EP Plan to increase the level of bus use will play an important part in achieving this goal.



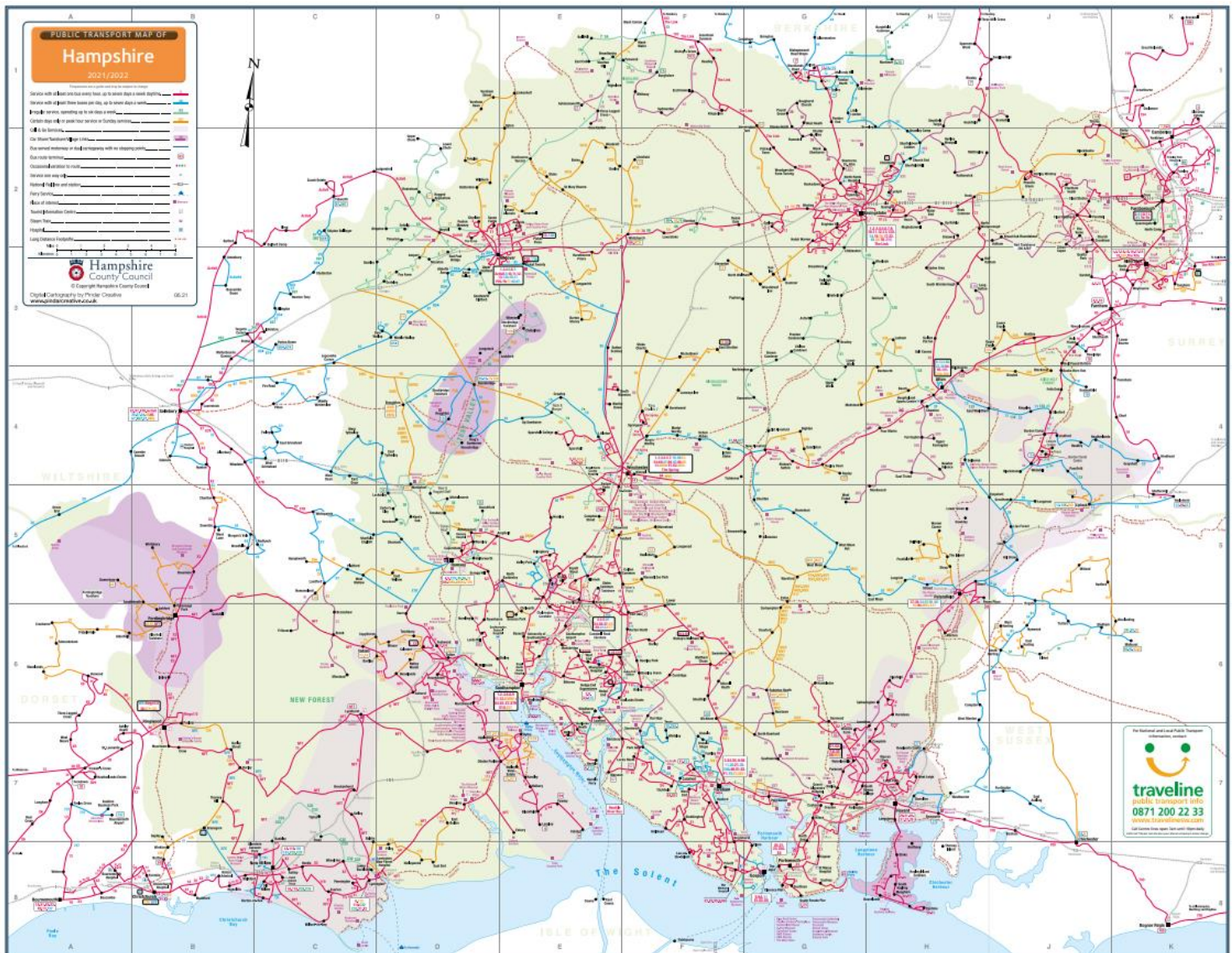
Section 2 - Current bus offer to passengers

2.1 Overview of the Hampshire bus network, level of use and punctuality

Bus services and usage in Hampshire are summarised in Figure 6. Bus passengers make a substantial contribution towards the Hampshire economy, being the most heavily used form of public transport in the County and a lifeline for those without an alternative. Levels of bus use reflect Hampshire being a large, predominantly rural, shire authority, with above average levels of car ownership.

The current bus network has been developed in partnership with and by commercial operators over time to meet changing levels of demand and travel patterns. 97% of bus service mileage in Hampshire is run by four bus operating companies – Stagecoach South, First Hampshire, Dorset and Berkshire, Go South Coast and Xelabus.

Figure 6 – Map and Overview of Hampshire bus network (map includes services into Southampton & Portsmouth LTAs)



31.1m bus journeys a year (2018/19)
21 bus journeys a year per resident

25 operators run 202 different bus services

10 million journeys a year made by 225,000 Concessionary pass holders

6,920 bus stops
1,960 bus shelters
~500 Real Time screens

First Hampshire run services under the CityRed, Solent, Eclipse and The Star brands and Go South Coast run services in Hampshire under the Bluestar, More, Damory and Salisbury Reds brands, and also operate UniLink services under contract to the University of Southampton. Stagecoach operate Winchester Park & Ride services for Winchester City Council. Table 1 summarises the number of bus services, the mileage operated and the number of passenger journeys for each of the four main operators.

Table 1 – Summary of the number of bus services run each day, and percentage shares of both mileage and bus journeys by each bus operator in Hampshire only*

Operator	Number of different individual bus routes operated per weekday (July 2021)	Percentage of mileage operated within Hampshire (from 1 June to 30 November 2021)	Approximate percentage of Hampshire market share of bus journeys made in 2019
Stagecoach South	94	70.2%	40%
First Hampshire	23	12.5%	35%
Go South Coast – Bluestar services	15	8.6%	16%
Other Go South Coast services (More, Salisbury Reds, Damory, UniLink)	22	3.6%	2%
Xelabus	8	2.3%	3%
Other bus operators	40	2.8%	4%
Total	202	100%	100%

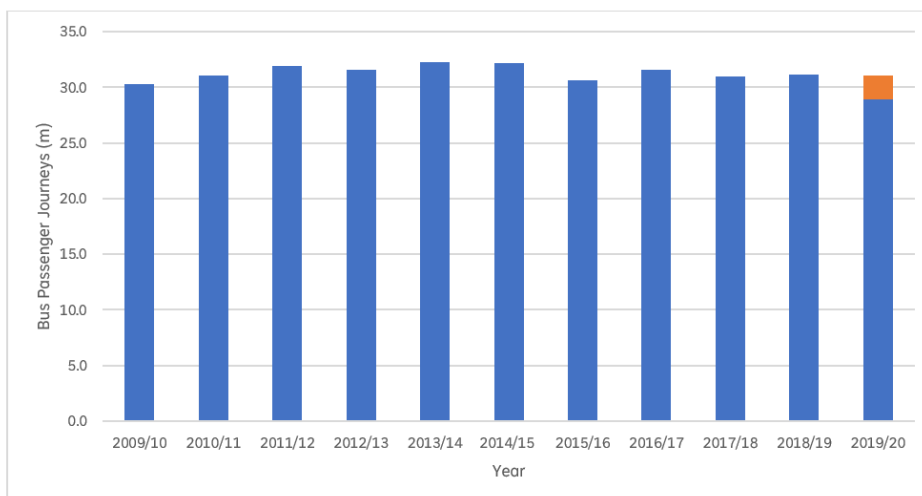
*excludes Car/taxi share and village link services, school and college services and coach services

Stagecoach have the largest market share within Hampshire, accounting for over 70% of bus mileage operated between June and November 2021 and around 40% of bus journeys within the county in 2019. First have the second largest market share in Hampshire with 12.5% of mileage operated and around 35% of bus journeys. The five Go South Coast brands have the third largest market share in Hampshire with 12.2% of mileage operated and around 18% of bus journeys. Xelabus services cover 2.3% of mileage operated and around 3% of bus journeys in the county.

Analysis of Bus passenger journeys

As Figure 7 shows, the total number of bus passenger journeys made within Hampshire over the last ten years as recorded by bus operators has remained relatively stable (although passenger numbers in March 2020 were significantly reduced due to the pandemic).

Figure 7 - Bus passenger journeys per year in Hampshire since 2009* as recorded by bus operators via the DfT PSV survey (Source: DfT Bus Data Table BUS0109a)



*For 2019/20, the actual number of journeys made shown in blue includes the impact of the C-19 pandemic, which saw significant reductions in bus use. The orange block shows what the total number of journeys in 2019/20 would have been based on the ten months April-January factored up.

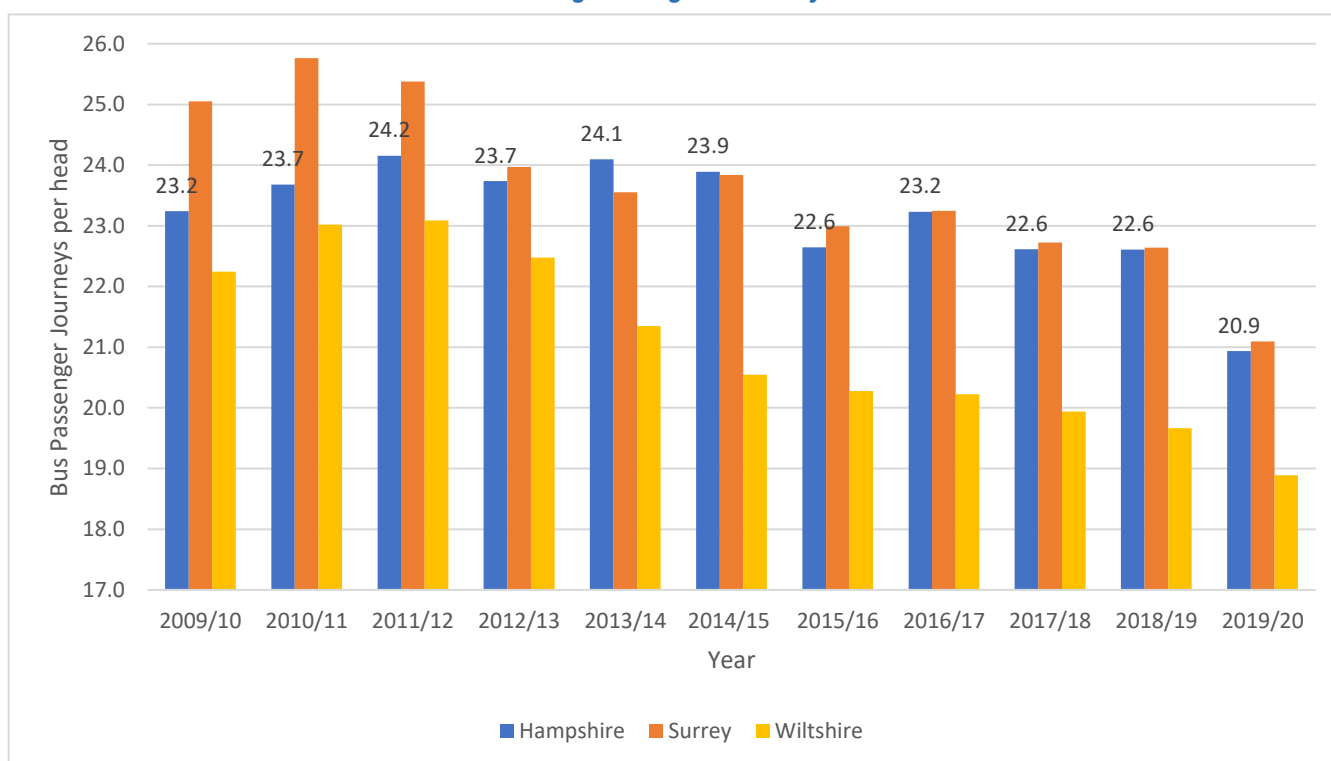
This relatively stable number of bus journeys made in Hampshire differs from the trend of gradual decline seen across English non-metropolitan LTAs as a whole.

Bus journeys in Hampshire as recorded by operators remained in the range of between 30.3m and 32.2m journeys per year until the Covid-19 pandemic. This, as seen in all areas of the UK, resulted in a significant and rapid reduction in bus journeys, from mid-March 2020 onwards as residents heeded the initial Government advice to avoid using public transport unless absolutely necessary.

However, bus use by late September 2021 had recovered to between 60% and 73% of pre-pandemic levels. There remains considerable uncertainty around how quickly bus passenger numbers could return to pre-pandemic levels, and this will depend on a variety of factors including the level of home working or hybrid working and how much online spending replaces some in-person shopping trips to town centres. Initiatives to promote bus travel are welcomed as are marketing efforts by operators.

When these passenger journeys are considered per head of population, this then equates to between 21 and 24 bus journeys per year on average by each Hampshire resident, as indicated in Figure 8. The numbers of journey per head of population has fallen since 2013.

Figure 8 – Change in Bus Passenger Journeys per head of Population over time since 2009 in Hampshire and two other neighbouring shire county LTAs



This is broadly the same level of bus journeys per head as in Surrey (which has a similar level of affluence) and higher than the levels of bus use in Wiltshire (which has more rurality). The fall in the number of bus journeys per head seen in Hampshire is repeated within these neighbouring LTAs.

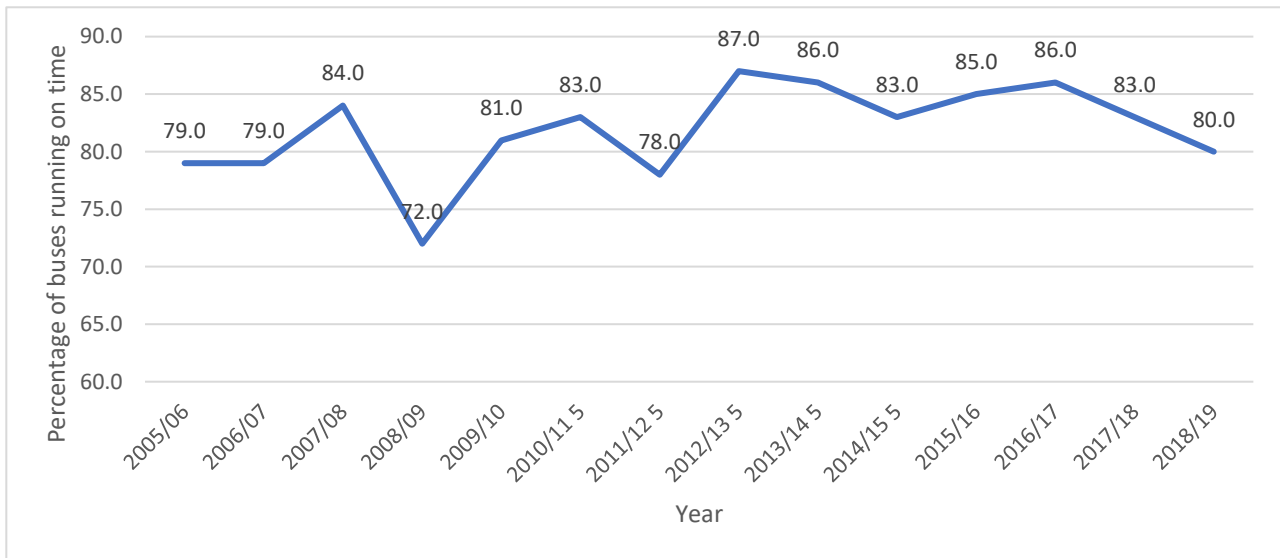
Whilst the bus kilometres operated on supported services have fallen, the rate of decline in bus kilometres overall in Hampshire has been lower than in South East England. Working in close partnership with local bus operators HCC has sought to maintain tender support wherever

possible. A number of innovative solutions have minimised the impact so the level of support has declined less than comparable upper tier shire authorities.

Analysis of Bus punctuality

As Figure 9 shows, bus punctuality has seen a trend of gradual improvement, despite a backdrop of increased traffic and increased levels of congestion. Average annual daily traffic flow on Hampshire roads grew by +17% between 2000 and 2019 (although growth was higher on the Strategic Road Network [+20%] than on the HCC road network, which saw growth of 14%).

Figure 9 – Changes in Bus Punctuality Levels in Hampshire since 2005/06



Factors that have helped support a gradual improvement in bus journey time reliability include operator investment in ticketing technology (which has helped speed up boarding times), operator investment in additional buses (on some bus routes where traffic congestion would have otherwise had an adverse impact on reliability) and complementary LTA investment in bus priority measures and bus stop infrastructure improvements. This investment has meant that bus punctuality in Hampshire has not deteriorated, and with good service frequencies on many corridors on a relatively modern fleet, has meant that levels of bus patronage in Hampshire have outperformed the general trend within shire authorities of declining bus use.

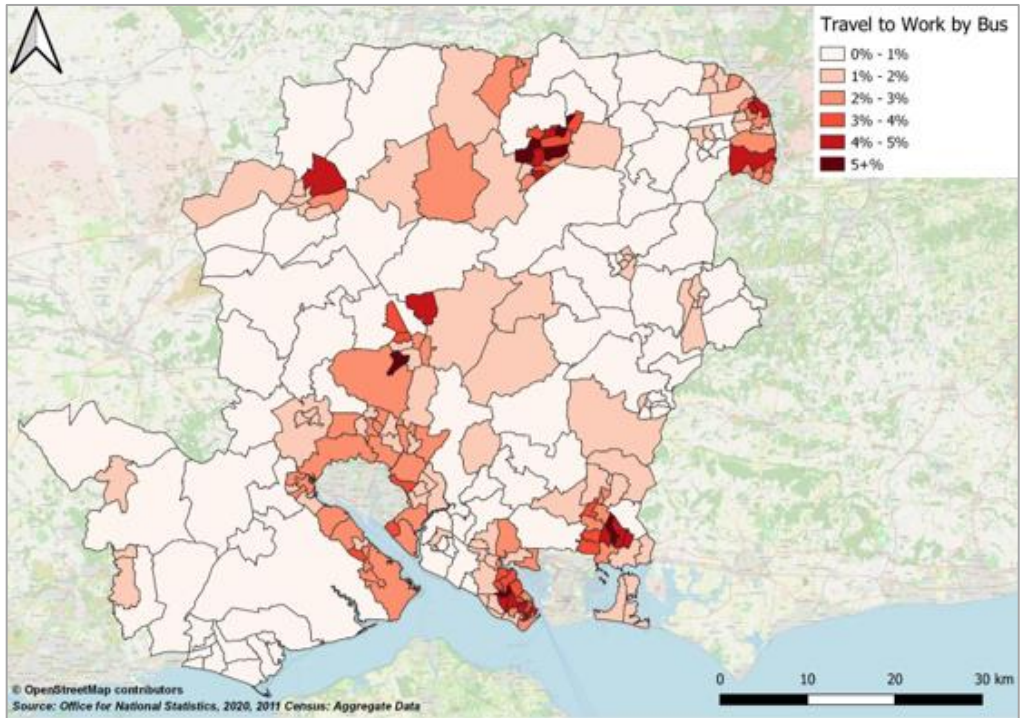
Trends in bus passenger journeys for work and education

The 2011 Census showed that buses were used by 12,400 Hampshire residents each day for travel to work (accounting for 4% of journeys to work, whilst cars and vans accounted for 65% of journeys to work). As Figure 10 overleaf shows, areas surrounding main urban centres, such as Southampton, Winchester, Basingstoke and Farnborough, have the highest percentages of commuting to work via bus.

One reason for the relatively low levels of travel to work by bus is that some employment areas are in out-of-town or edge of town business park or industrial estate locations that are not well served by or accessible by public transport. On average, ten times as many jobs in Hampshire are accessible by car as they are by public transport. This dispersed employment land use has arisen as a result of land use planning policies over the last 40+ years.

Farnborough, Aldershot and Basingstoke have the highest number of jobs accessible by public transport in absolute terms (53,165 and 48,658), but in percentage terms (10%, 12%) they perform poorly compared with other similar towns in the South East. In contrast, Winchester has relatively good public transport connectivity for its size (48,195 jobs accessible by public transport, equating to 17%).

Figure 10 – Map showing the variation in mode share for journeys to work by bus by Hampshire residents 2011



[Source: Office for National Statistics, 2020, 2011 Census: Aggregate Data.]

School Travel Census data suggests that in 2020 bus and taxi was used for 11% of journeys to school, and the level of bus use for school travel is largely unchanged since 2003.

2.2 Analysis of existing local bus services compared to National Bus Strategy outcomes

Bus Back Better Theme - A modern buses and decarbonisation

The age of the bus fleet operating within Hampshire and the adjacent unitary LTAs of Southampton and Portsmouth is relatively modern, with approximately 33% of the bus fleet registered since 2016 and 53% of the fleet registered since 2014. Figure 11 below shows the percentage of buses registered in each year since 2002 across the four largest operators.

Figure 11 – Graph showing year of registration of bus fleet of four largest operators in Hampshire, including services that operate in Portsmouth and Southampton (Source: operator fleet data)

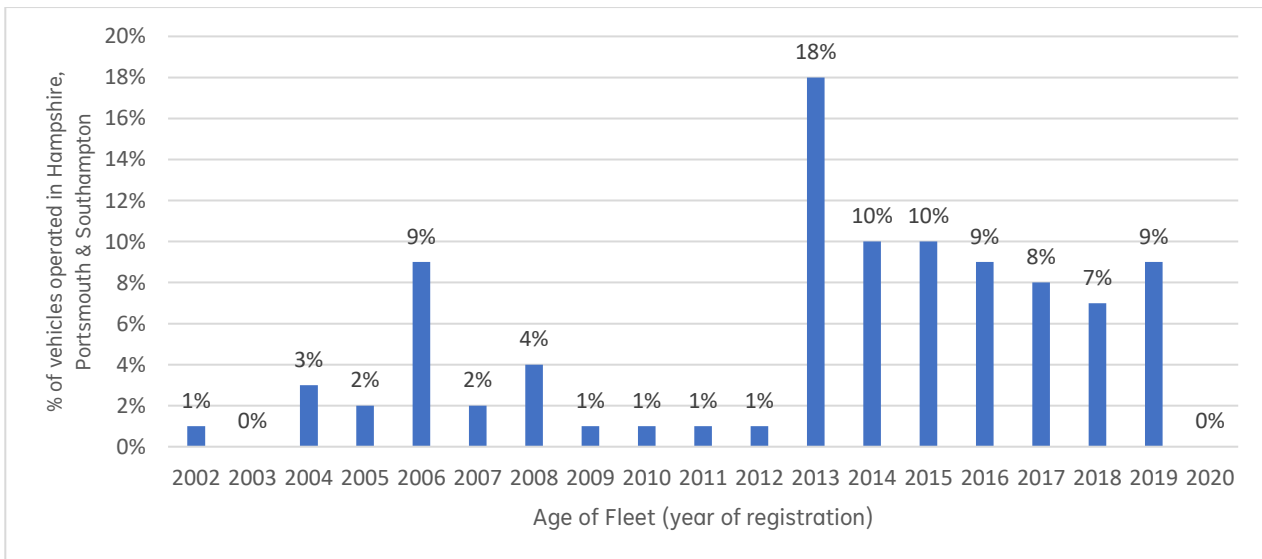
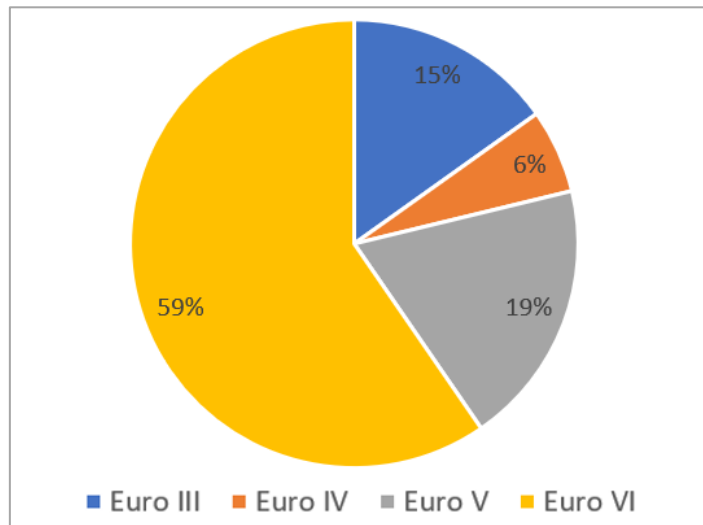


Figure 12 summarises the emission standards of the bus fleet as at November 2021, operating in Hampshire, Portsmouth and Southampton, nearly 60% of the fleet is at the Euro VI emission standard. Nearly 80% of the bus fleet is at either the Euro V or Euro VI emission standard.

Figure 12 – Breakdown of bus fleet operating in Hampshire, Portsmouth and Southampton by emission standard
(Source: operator fleet data)



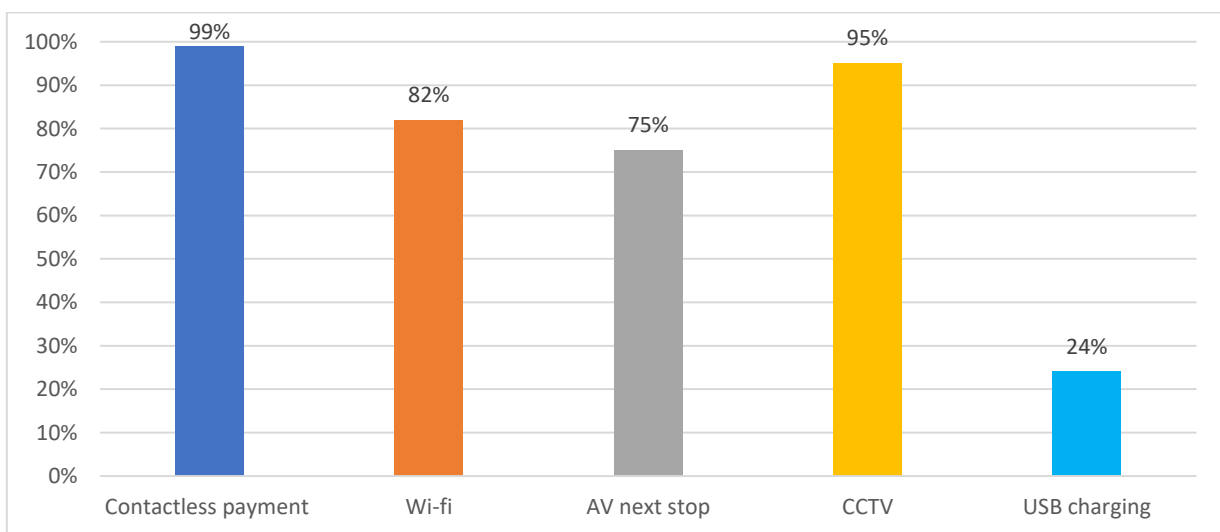
There are currently no Electric or Hydrogen buses in operation, although this could change if bids for ZEBRA funding are successful.

Bus Back Better Themes – Fares and ticketing, passenger safety

Alongside this investment in new vehicles, bus operators have also worked in partnership with Hampshire who have provided or secured funding for improvements, to offer bus passengers a range of technologies on-bus geared towards providing a safe, convenient and enjoyable journey experience. The current level of provision across the bus fleet operating in Hampshire, Portsmouth and Southampton is summarised in Figure 13.

99% of the bus fleet has contactless payment on bus, 95% have on-board CCTV, 82% have free customer wi-fi and 75% have audio-visual next stop announcements. At seat USB charging points are a more recent innovation, and are provided on 24% of the bus fleet, although this is likely to be provided within new vehicles that are added to operators fleets in the future.

Figure 13 – Level of on-bus customer provision within the bus fleet operating in Hampshire, Portsmouth and Southampton as of November 2021 (Source: operator fleet data)



Bus Back Better Theme – customer focus

At the England level outside London, Passenger Focus undertake annual surveys of passenger satisfaction. In autumn 2019, 89% of bus passengers in England outside London were satisfied with their overall journey. The figures for each large operator were 91% for Stagecoach and Go-Ahead (the parent company of Go-South Coast), and 84% for First. In autumn 2018, the equivalent figures were 88% overall across England and 90% for Stagecoach, 92% for Go-Ahead and 84% for First.

In January and February 2020, HCC undertook a public consultation on three proposed guiding principles that would underpin a new Local Transport Plan for Hampshire. Respondents who were both non-bus users and bus users, were asked for their views on improving public transport.

The feedback that was received about respondent's priorities relating to bus services included the following:

- 62% felt that HCC should investigate further “Developing a stronger partnership with public transport operators”;
- 22% felt that given limited funding, “Developing a stronger partnership with public transport operators” should be one of HCC's top three priorities for improving transport and travel;
- 57% felt that HCC should investigate further “trailing flexible and Demand Responsive services, including serving rural communities”;
- 54% felt that HCC should investigate further “Enhanced ticketing options providing better value for money”;
- 45% felt that HCC should investigate further “Changing parking supply, tariffs and location – such as reduction in urban centre parking supply in association with park and ride or mass transit systems”;
- 44% felt that HCC should investigate further “mass transit networks involving prioritised road space”;
- 48% felt that HCC should investigate further “Working with operators to continuously improve the delivery of travel information, making use of technology to increasingly provide accurate, personalised and ‘live’ journey information”; and
- 26% of respondents supported investment that would help “make public/ active transport more attractive e.g. affordable, convenient, easy, subsidise”

Stagecoach Group have an existing Customer Charter for their UK bus operations and local First Hampshire have developed a local Customer Charter for their Hampshire operations. These cover the areas set out in the DfT guidance.

Go-South Coast and Xelabus do not yet have equivalent charters for their bus services.

Table 2 below summarises the strengths and weaknesses of Hampshire's bus network following analysis, review of the current situation and stakeholder consultation. It considers how the current bus network compares to the Hampshire EP Plan ambitions outlined in Section 4 and to what extent the current network of bus services meets or falls short of these ambitions and expectations.

Table 2 – Strengths and weaknesses of the current Hampshire bus network

Aspect of bus service provision	Strengths	Weaknesses
Bus (network)	<ul style="list-style-type: none"> • A strong core bus network of frequent and direct services connecting town centres to majority of suburban areas within the main towns • A good network of inter-urban bus services connecting main towns • Radial bus networks in the main towns means key corridors have direct, high frequency bus links to town centres • Sustained growth in bus patronage on flagship interurban and high frequency urban bus routes • High user journey satisfaction • A modern and attractive bus fleet with low emissions, RTI, Audio-Visual displays, contactless payments and WiFi and charging points 	<ul style="list-style-type: none"> • Bus network predominantly operates on shared road space. Congestion at peak times, especially on key road corridors to/from centres of main towns, leads to reduced punctuality and journey time reliability, and increased journey times • Pockets of inaccessibility in rural areas of Hampshire due to lack of bus services (as these are not commercially viable to operate) or poor penetration of services • Limited service frequency to some suburban areas e.g. Hedge End, Boorley Green and rural areas e.g. central Test Valley, East Hampshire, central New Forest • Limited cross town urban bus services, meaning a greater need to interchange between different services in town centres for journeys across towns
Bus Network (operators)	<ul style="list-style-type: none"> • Limited levels of bus operator competition in most parts of Hampshire means that service patterns, timetables and fares have been stable • Strong operator brands and recognition with users • Smaller operators active and engaged 	<ul style="list-style-type: none"> • Duplicated route numbers across different bus operators' bus services that operate in the same towns – that may cause confusion for customers although in practice these services do serve different markets (intra-urban & inter-urban). • Reduction in support for less viable bus services
Bus Network (development)	<ul style="list-style-type: none"> • Limited competition between operators means network of bus routes and timetables have been stable • Ongoing evolution and development of the network, reacting to need 	<ul style="list-style-type: none"> • Locations of new development have not been chosen with ease of serving by bus in mind, making it difficult to serve well with commercially viable bus services • Where no pump-priming funding is available to reduce financial risks, operators are reluctant or unwilling to take commercial risks to serve new development or to increase service frequencies where passenger numbers will take time to build up to cover the operating costs
Bus Network (Town Centres)	<ul style="list-style-type: none"> • Well served town centres, with vast majority of bus route serving these • Elements of bus priority and bus lanes leading to some town centres (Fareham, Waterlooville, Farnborough) 	<ul style="list-style-type: none"> • Some towns have bus stations (Andover, Basingstoke, Eastleigh, Fareham, Gosport, Havant) or hubs (Farnborough) to act as single bus focal points, but others have complex and varied bus service routing (Lyndhurst, Hedge End) • Constrained, shared road space, radial in nature • Limited capacity/space for terminating services to layover

Aspect of bus service provision	Strengths	Weaknesses
Bus Network (Park and Ride)	<ul style="list-style-type: none"> • Good P&R services provided in Winchester with scope to expand - there is some inter-availability of tickets with a small 'add on' fare for access to the new leisure centre where customers change from the wider bus network onto the P&R to reach it. • Portsmouth has P+R site at Tipner, to intercept car journeys into city centre from M275, with scope to expand 	<ul style="list-style-type: none"> • No public P&R provision is currently available to serve journeys into Southampton city centre, although a weekends only service is planned. • Use of P&R has declined during Covid-19 pandemic • Portsmouth P+R bus services are operated under contract and so are not currently integrated with local bus services
Socially necessary, DRT & Community Transport provision	<ul style="list-style-type: none"> • Active and supported community transport services, including community minibus, dial-a-ride & voluntary car share schemes • DRT schemes including Call and Go and Taxishare schemes serving rural East Hampshire, Test Valley and New Forest • Good supply of taxis and private hire vehicles in main urban areas, including taxi ranks at larger rail stations 	<ul style="list-style-type: none"> • Scope and supply of socially necessary services has reduced as result of funding and budgetary constraints • Lack of integration of community transport provision with hospital transport services and special educational needs transport
Bus-Bus, Bus-Rail & Bus-Ferry Interchange	<ul style="list-style-type: none"> • All public transport modes accessible from town centres • In main towns, rail stations are key points of interchange, connecting the train network to the local bus network with good waiting facilities • Multi-modal interchange opportunities at ferry terminals and Southampton Airport/Southampton Airport Parkway 	<ul style="list-style-type: none"> • Interchange in some town centres is spread out - with some public transport modes requiring a walk (e.g. between railway station and nearby bus routes). • Limited high-quality interchange hubs, with facilities, apart from at some bus stations and key rail stations • Difficult to co-ordinate timings between modes at key interchanges
Multi-operator & multi-modal Ticketing	<ul style="list-style-type: none"> • Existing Solent Go multi-operator, multi-modal ticket covering South Hampshire, Southampton and Portsmouth – offers three ticket zones and carnet ticket products • The South Downs discovery ticket provides multi-operator adult, child and family bus day ticket covering all services operating within the South Downs National Park area • On some corridors such as the Activ8 Andover-Salisbury corridor, operators accept each other's tickets 	<ul style="list-style-type: none"> • Interoperability of bus tickets between operators • Solent Go ticket zone boundaries do not currently cover the wider Portsmouth TTWA or the wider Southampton TTWA although this is set to be addressed via the Future Transport Zone Mobility as a Service (MaaS) platform improvements. • Limited uptake of Solent Go multi-operator ticket – still a niche product.
Partnership and Investment	<ul style="list-style-type: none"> • Good partnership working, showcased by very effective voluntary partnerships between operators and local authorities and successful bids to Central Government • Sustained and committed spend from local authorities on infrastructure • Proactive commitment from key employers and institutions showcased by the success of the 	<ul style="list-style-type: none"> • Covid-19 pandemic has resulted in decline in passenger numbers, which are likely to take time to recover to pre-pandemic levels. This reduction in revenue will affect ability to invest in fleet replacement and decarbonisation.

Aspect of bus service provision	Strengths	Weaknesses
	Unilink bus network and use of Winchester Park and Ride by the Hospital Trust and university. <ul style="list-style-type: none"> • Sustained investment and development of the network from operators 	

The main generators of demand for local bus services tend to be urban centres with their strong retail, education and public service offers. The current frequencies of all bus services are listed on page 2 of the [Hampshire public transport map and travel guide](#).

There are several well-used inter-urban bus corridors, such as radial routes that run into the two cities of Southampton and Portsmouth such as routes linking Fareham, Cosham, Havant and Waterlooville with Portsmouth city centre, and from Chandlers Ford, Hythe, Totton, Fair Oak, Eastleigh, Hedge End, West End, Netley and Hamble into Southampton city centre. The north-south routes between Fareham and Gosport and linking the four Blackwater Valley towns on the Hampshire/ Surrey border (of which Camberley and Frimley are in Surrey and Farnborough and Aldershot are in Hampshire) are also very well used flagship bus corridors. These corridors have frequent bus services every 7-20 minutes and high levels of bus use.

Levels of bus use are also high on intra-urban routes within the main (larger) urban centres of Basingstoke, Winchester and Andover. The quality of bus services on these main corridors is high, which offer attractive high service frequencies of with buses running every 8-15 minutes on the busiest routes (with 2-3 buses per hour on most other urban routes). There is considerable variation in the frequency and quality of bus services within Hampshire, so rather than describing the characteristics of the network in general terms, it is more useful to summarise these for each of the larger local bus markets within Hampshire. Therefore, Sections 2.3- 2.9 of this chapter describe the bus network provided by bus operators within a series of local bus market profiles covering each of the six main urban areas in Hampshire (three of which extend across LTA boundaries).

The six urban bus market areas cover:

- The **Southampton travel to work area** (which comprises the City of Southampton LTA area, the whole of the Borough of Eastleigh, the Totton and Waterside part of New Forest District and the Valley Park part of southern Test Valley Borough)
- The **Portsmouth and South East Hampshire travel to work area** (all of the City of Portsmouth LTA area, all of the three Boroughs of Fareham, Gosport and Havant and the southern urban part of East Hampshire District.
- The **Blackwater Valley and Fleet area** (comprising the towns of Farnborough, Aldershot and Fleet in north east Hampshire and Camberley and Frimley in Surrey).
- The **Basingstoke** area
- The **Winchester** area
- The **Andover** area

Section 2.10 then gives an overview of bus, community transport, DRT and taxi share provision in rural areas.

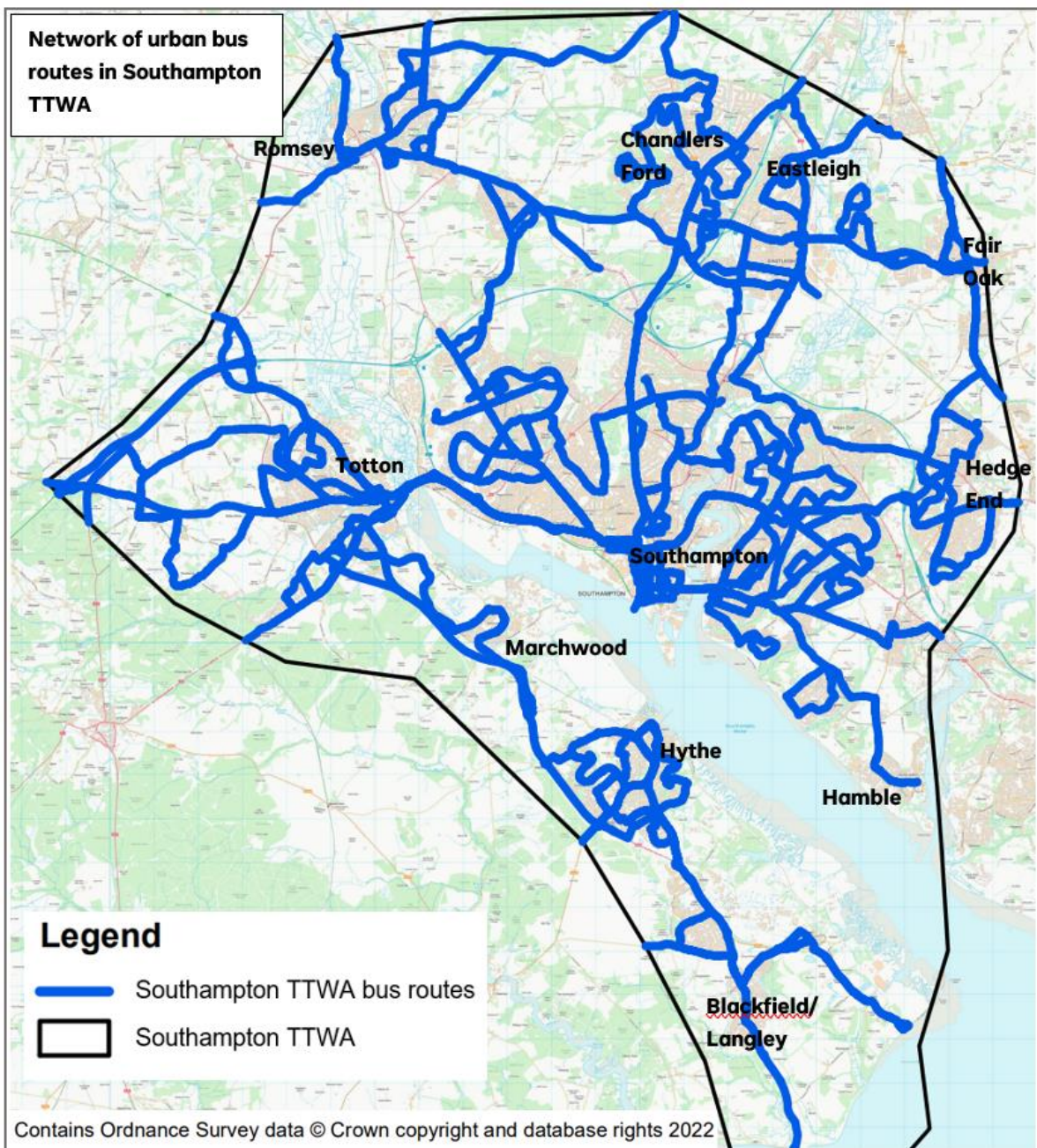
In addition to describing the extent to which bus services perform compared to the Bus Back Better ambitions, a series of local targets for bus journey time reduction and bus journey time reliability have been incorporated into the six urban area profiles, which reflect different and more nuanced levels of ambition for each that supplement the Countywide targets set out in Sections 3 and 4.

2.3 Local Bus Market Profile for the Southampton Travel to Work area

Overview of the Southampton TTWA

The Southampton travel to work area (TTWA) has a population of 485,100. It has a comprehensive network of intra and inter-urban bus services radiating out from Southampton city centre. Within the Southampton unitary LTA area, there has been an 18.5% increase in bus use since 2011, (with 20.3 million bus journeys made in 2019/20) and residents make 86 passenger journeys per head of population. Bus mode share in Southampton for journeys to work is 9.3%, rising in some parts of the city to 15%. Outside the city, bus use for travel to work is 2.5% in Test Valley Borough, 3% in Eastleigh Borough and 3.3% in New Forest District. The bus network in the TTWA is shown in Figure 14a.

Figure 14a – Map of bus network in the Southampton TTWA



All routes in Southampton serve the City Centre with most bus services terminating there and operates on a hub and spoke radial pattern. This largely radial pattern means there is little linkage between different radial corridors meaning people are funnelled to the City Centre to interchange with other bus services, or with rail. 30,800 people travel into Southampton City Centre each morning, of which around 20% travel in by bus. On certain corridors, such as Shirley Road, people travelling by bus already make up 65% of people trips.

Southampton city centre is the most popular destination for bus users. University Hospital Southampton, the University of Southampton (which has 25,000 students), Solent University (9,100 students) and Eastleigh and Romsey town centres are also key destinations. The Port of Southampton employs 5,000 people locally but is not well served by bus. Eastleigh is the main urban area within Eastleigh Borough, and has a bus station in the town centre a short walk from the train station. Eastleigh Borough Council provides support for bus services to Chandlers Ford and Hilingbury. Student travel to and from Barton Peveril College and Eastleigh College within Eastleigh is a significant driver of local bus demand.

The largest employment sectors within the TTWA are manufacturing and logistics with 28,750 jobs, health with 11,000, higher & further education with 9,100 and maritime and defence with 6,870. Across the TTWA as a whole, 22% of households do not have access to a car. This figure rises to 51% for wards in or next to Southampton city centre.

Bus frequencies range from 'turn-up-and go' (8-10 buses per hour [bph]) on flagship urban routes such as from Southampton to Milbrook, Weston and Thornhill areas of the city to hourly on routes to Lymington, Salisbury and Romsey). The two main operators within the Southampton TTWA are First Hampshire and Go South Coast, which share common sections of route through most district centres within Southampton before diverging to serve a number of different destinations. This competition has meant that bus fares are relatively low for those choosing daily (£3.40-£3.50 within the City or £6-7 for the TTWA) or weekly (£9 within the City or £17.50-19 for the TTWA) single operator tickets. Most local bus services in Eastleigh Borough are focused on Eastleigh Town Centre and are operated by Xelabus or Go South Coast, with two routes (Hedge End-West End-Southampton and Hamble-Netley-Southampton) operated by First.

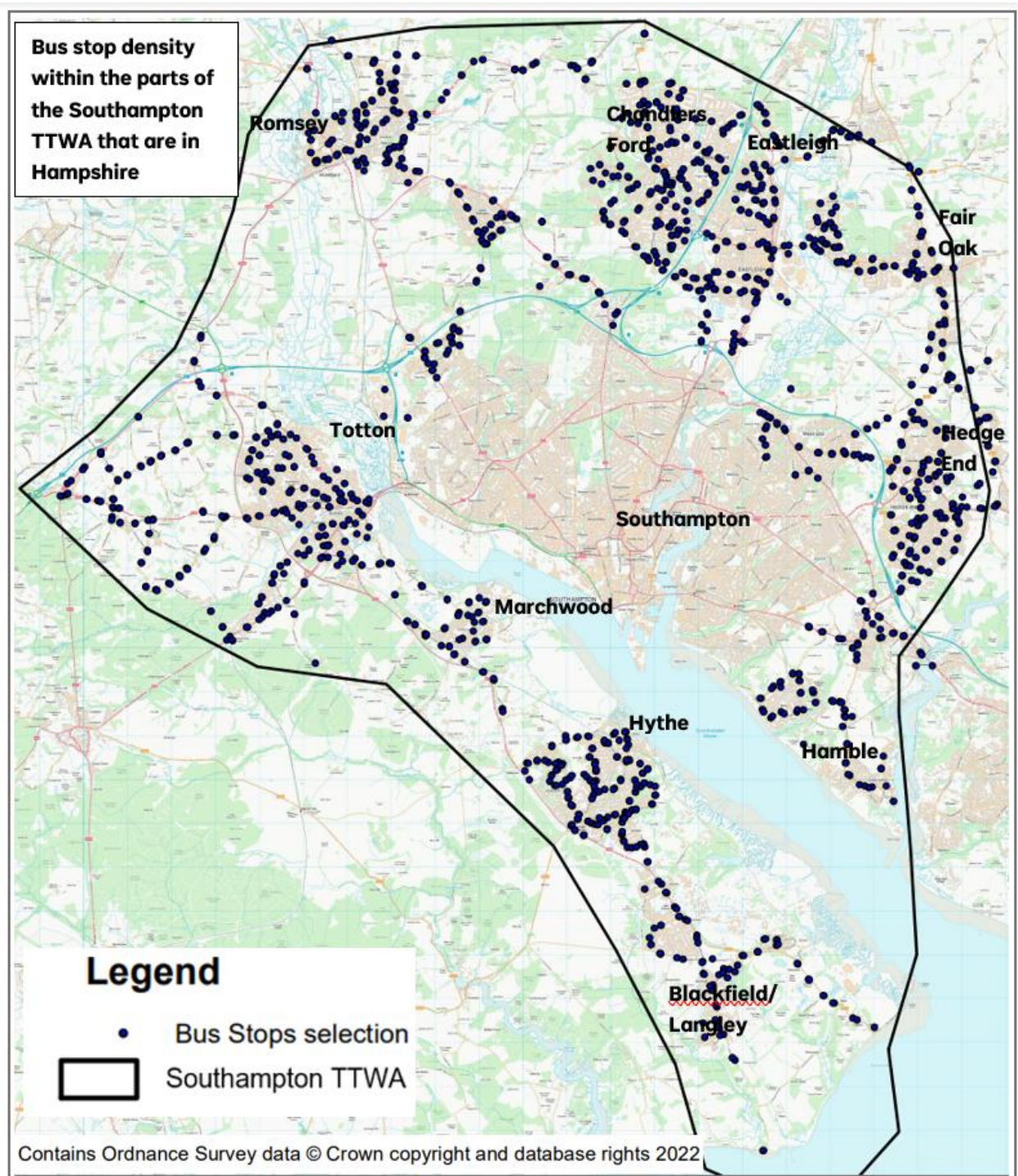
First operates predominantly intra-urban services within Southampton under the 'City Reds' brand. Other frequent First services operating beyond the unitary LTA boundary serve Totton (3bph), Netley, Hamble, West End and Hedge End (all 2bph). First also operate inter-urban services to Fareham (4bph), Gosport (2bph) and Portsmouth (2bph) under the 'Solent' brand.

Go South Coast operate a network of Bluestar services serving most suburbs of Southampton and beyond, serving several towns and urban areas outside the city. They also operate UniLink services under contract for the University of Southampton (UoS), as well as the Salisbury Reds branded X7 service to Salisbury. UniLink services are open to the public, and account for 57% of student journeys to UoS campuses. Patronage has grown on UniLink services by over 25% since 2011 and they now account for over 20% of all passengers carried on local bus services in Southampton. Bluestar provide local intra-urban services at turn-up-and-go frequencies within the Southampton unitary LTA area, and inter-urban services to Totton & Waterside, Romsey, Chandlers Ford, Winchester, Eastleigh and Hedge End. The Bluestar 1 route connecting Southampton to Chandler's Ford and Winchester (4bph) and the Bluestar 2 route connecting Southampton to Eastleigh and Fair Oak (4bph) have both seen strong passenger growth. Most bus services into Southampton from the Totton and Waterside area of the New Forest are operated by Go South Coast.

As Figure 12b shows, there are 961 bus stops in the city at a good density, of which 75% have raised kerbs, 410 (43%) have shelters and 229 (23%) have real-time information screens. There is currently no bus station or bus hub in Southampton that allows easy interchange between

services. Southampton Central railway station is well served by bus and is an important bus-rail interchange hub. Bus stop density is also good within the urban areas of Eastleigh, Totton, Hythe and Hedge End.

Figure 14b – Map showing bus stop densities within the Hampshire parts of the Southampton TTWA

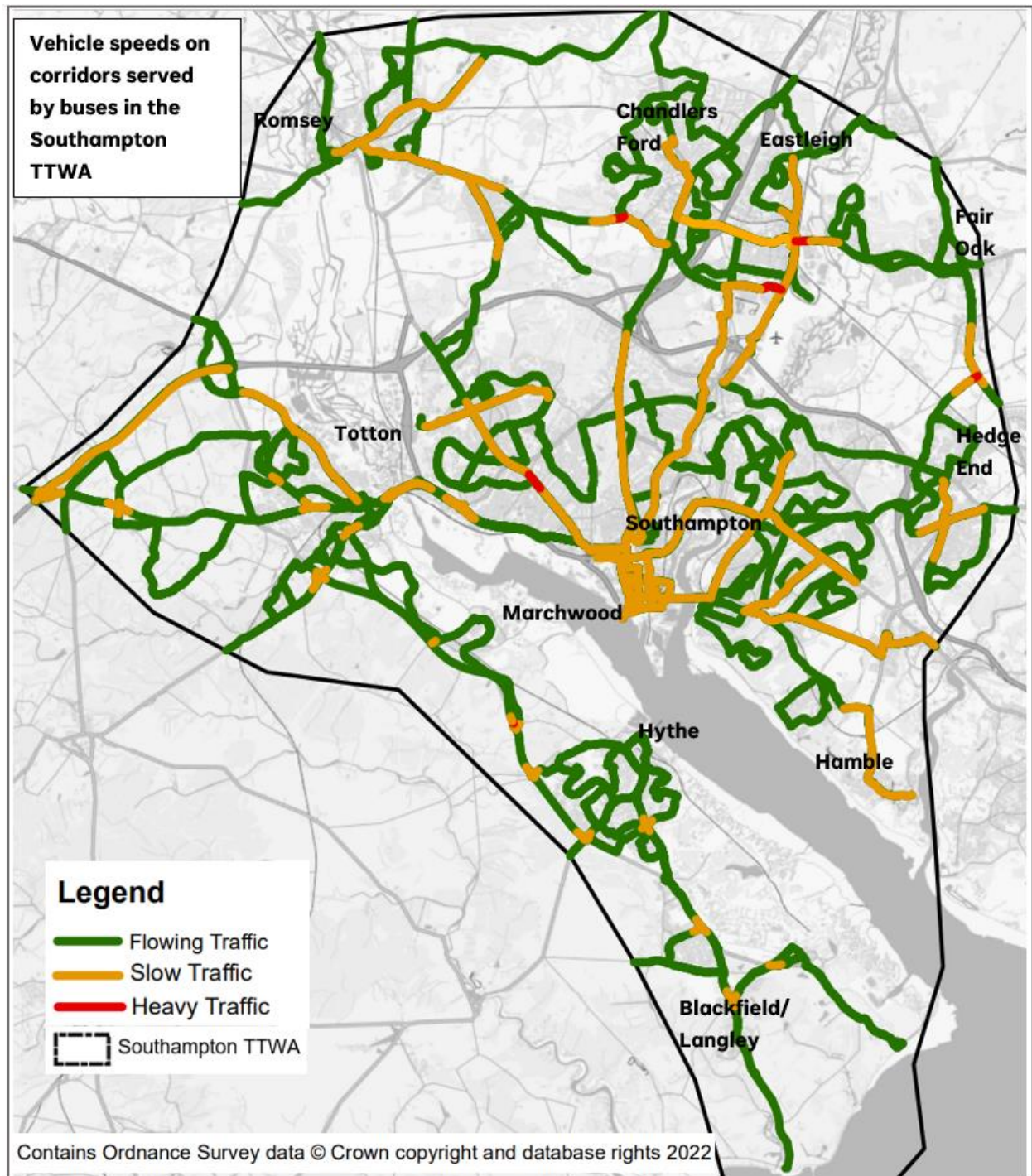


Southampton currently has 2.53 miles of dedicated bus lanes either along main corridors into/out of the City Centre or providing bypasses of congested junctions. The majority of bus lanes operate 24 hours 7 days and permit access for cycles, Southampton registered taxis and other authorised vehicles. There are also 11 ‘bus only’ streets (some shared with cycles, taxis and permit holders), mainly situated around the retail core of the City Centre and the Cultural

Quarter, which give people travelling to the pedestrianised core area by bus preferential access and greater accessibility than those arriving by private car. 20 junctions have been enabled with bus priority using on-bus Automatic Vehicle Location (AVL).

Figure 14c shows those corridors used by bus services which on average between 8am and 5pm that either experience flowing traffic, slow traffic or heavy traffic.

Figure 14c – Map of average vehicle speeds on bus routes in the Southampton TTWA



Sections of the road network within the Southampton TTWA where bus speeds are currently slow include on the A326 between Marchwood and Totton, on the A35 Redbridge Causeway approaching M271 Redbridge Roundabout, along A3057 Shirley High Street, along A33 Bassett Avenue, approaching University Hospital Southampton from A35 Winchester Road, on A3035 St.

Denys Road, on B3039 Saltmarsh Road and on A3025 Portsmouth Road either side of the Itchen Bridge. The proportion of non-frequent bus services running on time in 2016/17 for Southampton was 77% - below the average for the South East. Data indicates that there are sections of the bus network in the TTWA where bus speeds are less than 10kph. Bus punctuality is worst in the morning and evening peaks when the road network is busiest.

In the Hampshire part of the TTWA, there are delays on Bishopstoke Road approaching Eastleigh Town Centre and on Romsey Road and Southampton Road in central Eastleigh. Some of these bus congestion hotspots are being addressed via the Southampton Transforming Cities Fund programme. There is also peak hour congestion on Winchester Road and Alma Road in Romsey.

£68.5m of investment through the Southampton area [Transforming Cities Fund \(TCF\) project](#) is delivering a package of 27 active travel and bus priority improvements along four radial corridors within the TTWA over three years to March 2023. This includes TCF investment in bus priority, bus interchange and mobility hub improvements across the TTWA as well as a new Park and Ride site and weekend bus service.

Within Southampton, a [new bus hub](#) planned adjacent to Castle Way. TCF investment within the city will also see bus priority measures delivered to improve bus journey time reliability for services operating via the Cobden and Itchen Bridges and new bus priority measures in the city centre.

Within Hampshire, [the TCF investment](#) will deliver bus priority measures that will help improve bus journey time reliability and reduce journey times for bus services from Totton and the Waterside into Southampton including a [new northbound bus lane on the A326 Marchwood bypass](#), improvements for buses at Rushington Roundabout making Junction Road in Totton a bus and cycle only road and new bus stops in Totton, Hythe and Fawley.

The population of the TTWA is forecast to grow by 53,500 requiring the delivery of 42,600 new homes and 472,000m² of employment space in the period up to 2036. Around 19,450 new homes are expected to be required within Southampton in this period. A number of brownfield sites within central Southampton have been identified as [potential sites for mixed-use redevelopment](#), including the Mayflower Quarter.

In Eastleigh Borough, 14,950 new homes will be needed by 2036. A large proportion of these new homes are being built at Stoneham Park south of Eastleigh, at Woodhouse Lane in Hedge End and in Botley and west of Horton Heath. A total of 4,000 new homes are planned in the Waterside and Totton area, which includes 1,500 new homes on the site of the former Fawley Power Station.

Car parking within central Southampton is plentiful (16,450 spaces of which 5,143 are publicly owned off-street, 9,660 are in Private Publicly Accessible Car Parks and 1,643 are on-street) and both short stay and all day-parking is relatively cheap (all day parking costs between £5 and 8). Just under 60% of spaces are in privately owned car parks.

Within Romsey, all day parking is £4.40 in all long-stay car parks. Within Eastleigh town centre, there are over 1,200 parking spaces and all day parking costs £8.50.

There are also large amounts of Private Non-Residential parking in the city centre and free parking for staff within all the main business parks and industrial estates across the TTWA.

Key issues for bus services in the Southampton Travel to Work Area

- **Limited numbers of river crossings** into Southampton city centre concentrates traffic congestion on a limited number of radial routes, resulting in high variability of bus journey times in the AM and PM peaks.
- **Limited bus priority measures**, except for bus lanes on part of Shirley Road, The Avenue and Northam Road means that bus journey times are extended at peak times, although planned TCF investment will deliver more bus priority measures.
- **Bus journey times are increasing** - there is a trend of increasing excess wait time for frequent bus services in Southampton, which has increased from 1.8 minutes in 2012/13 to 2.6 minutes in 2016/17 - a 44% increase.
- Within Southampton, there are **significant numbers of buses operating on some radial corridors** where various different high-frequency routes converge which can result in localised congestion.
- Whilst the network is largely commercial, **on some bus routes, there are no late evening services** and reduced service frequencies on Sundays.
- **From places** such as Fawley, Romsey, Fair Oak, Botley and Hedge End, **bus journey times to Southampton are long compared to travel by private car**, so bus mode share for journeys to work from these urban areas is low.
- **Suburban areas and employment areas near the motorway network**, such as Hedge End, Nursling and western parts of Chandler's Ford have been **designed around access by private car. Bus networks in these areas** are circuitous and **do not offer attractive journey times**.
- **Parking in Southampton city centre is plentiful** (with just under 60% privately owned) and **is relatively inexpensive** for both short-stay and all-day parking. This discourages bus usage for travel to work.

Local targets for bus services in Southampton Travel to Work area

Southampton TTWA Target 1: Reduce average bus journey times in the Southampton Travel to Work Area by 4% by March 2025 and 10% by March 2030.

Southampton TTWA Target 2: Improve bus journey time reliability with 87% of services operating on time in the Southampton Travel to Work Area from March 2025 onwards and 92% by March 2030.

Southampton TTWA Target 3: Return bus passenger numbers to pre-Covid-19 levels by end of March 2023 and increase bus passenger numbers by 6% from 2022/23 levels over period April 2023 to March 2025 and 11.5% between April 2025-March 2030

2.4 Local Bus Market Profile for Portsmouth and South East Hampshire area

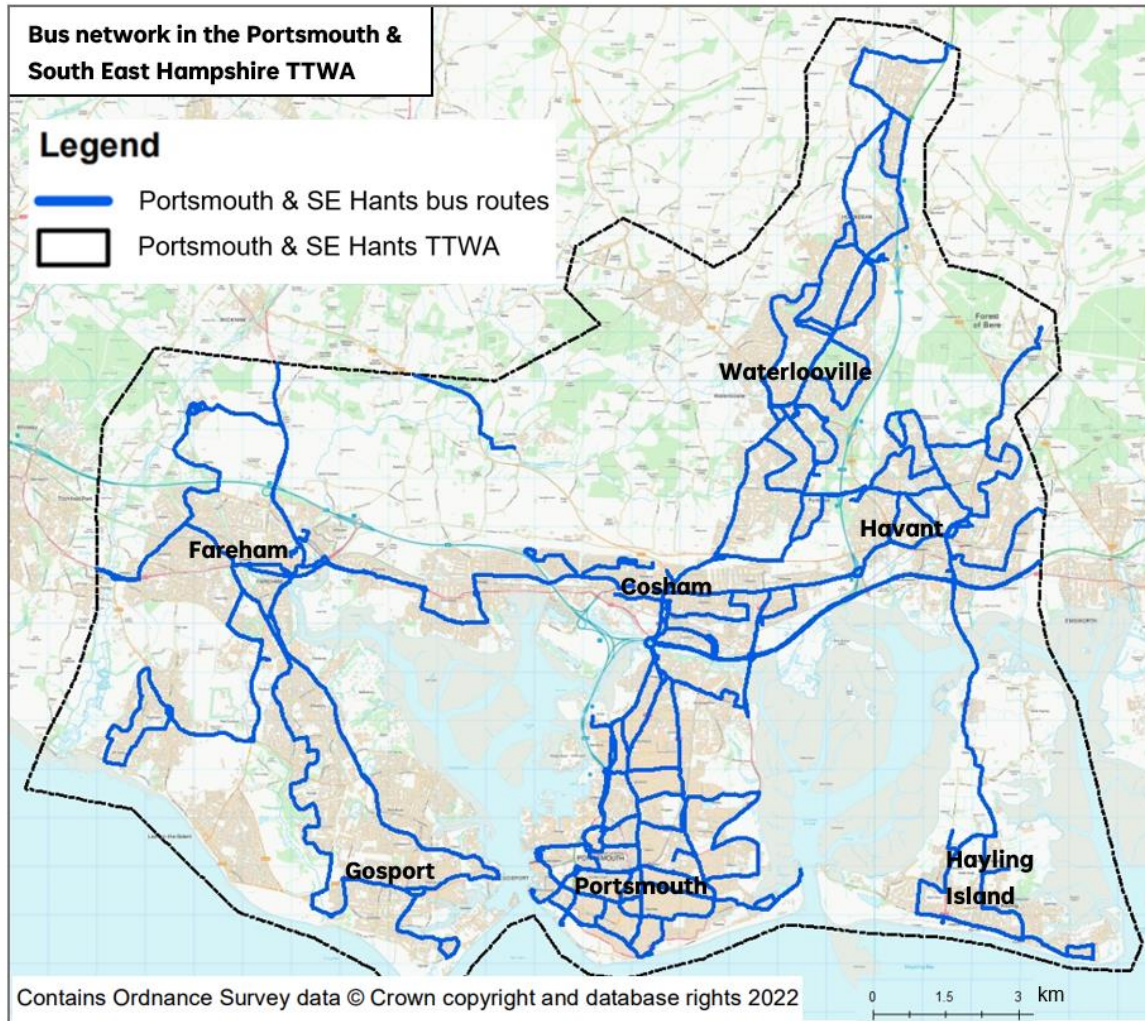
Overview of Portsmouth & SE Hampshire area

The Portsmouth and South East Hampshire travel to work area has a population of nearly 500,000. It covers all of the City of Portsmouth, the three Boroughs of Fareham, Gosport and Havant and the southern urban part of East Hampshire District. It contains a comprehensive network of intra and inter-urban bus services radiating out from Portsmouth city centre or from Gosport town centre. Figure 15a gives an overview of the bus network in the area.

The island and peninsula geography of the area focusses traffic onto a very limited number of radial routes. Within the Portsmouth unitary LTA area, since 2009, the number of bus passenger journeys has been relatively unchanged, varying between 10 million and 11.6million bus passenger journeys per year. Portsmouth residents make 42 bus passenger journeys per head of population.

The main bus interchange is at The Hard, next to Portsmouth Harbour train station, where passengers can change for ferry services to Ryde, Isle of Wight and Gosport.

Figure 15a – Map of bus network in the Portsmouth & SE Hampshire TTWA



The towns of Havant, Fareham and the urban centres of Cosham and Portchester are important nodes on the bus network. The Queen Alexandra Hospital in Cosham is the main hospital for the area and is well served by bus. Gosport, Fareham and Havant have purpose-built bus stations, although Fareham bus station requires investment to accommodate larger buses. Bus fares for those choosing daily single operator tickets are priced at (£4.20-£4.30 within the City, £4 a day for services within Havant, £5.50 on Eclipse services or £7-£7.50 for journeys within the TTWA).

A significant proportion of bus services in Portsmouth and south east Hampshire are operated by First Hampshire. The Eclipse Bus Rapid Transit corridor between Gosport and Fareham, delivered by Hampshire County Council in 2012, has a dedicated busway, along a former railway line with signal priority at junctions and offers bus services operating at 'turn up and go' frequencies.

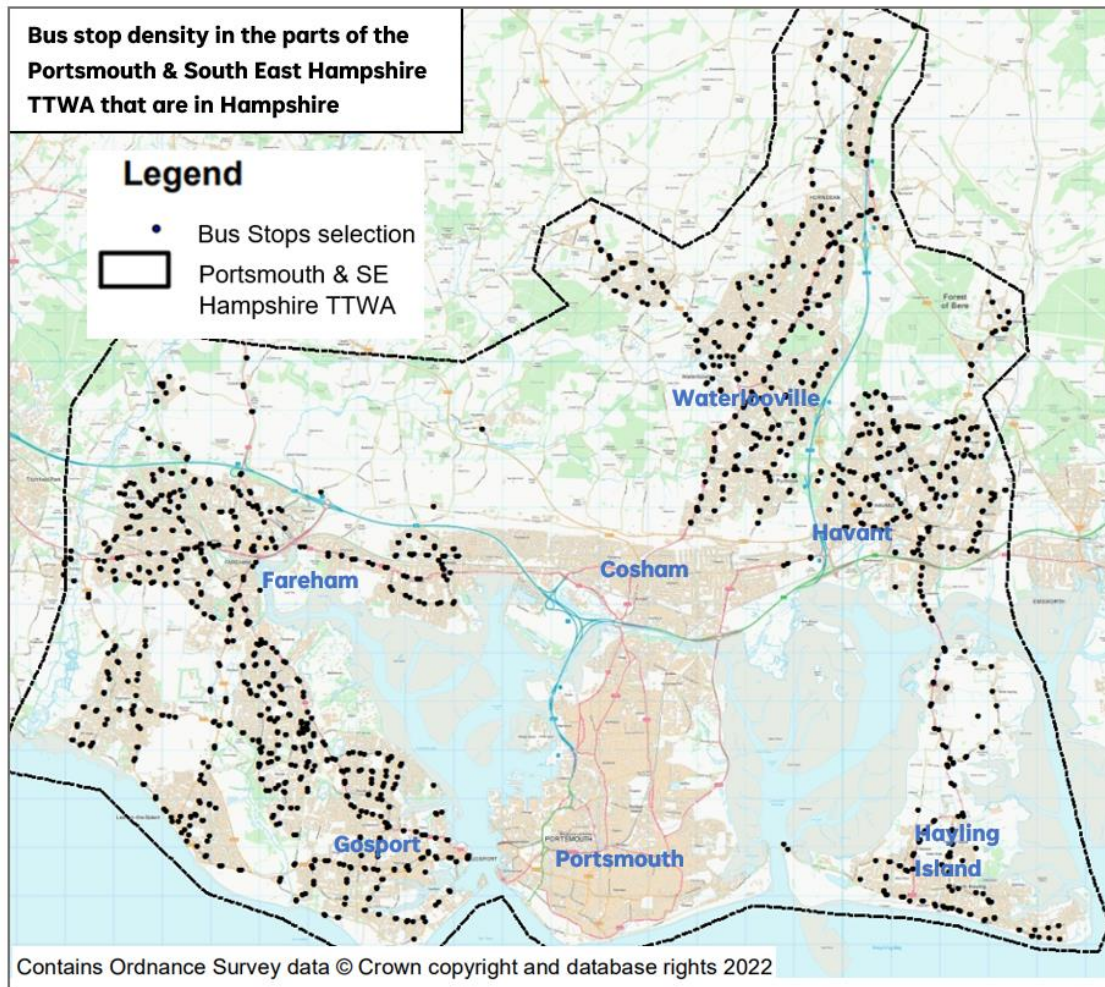
The E1 and E2 Eclipse flagship services that use the BRT busway have seen over 65% passenger growth and a 20% modal shift from car to bus since it opened. Tap-on tap-off tickets are currently being trialled on Eclipse services. This passenger growth shows the high potential for mode shift that exists in the area if comprehensive approaches to bus priority and improving the bus passenger experience are taken.

Stagecoach operate a number of well-used inter-urban bus services. These include high frequency services from Portsmouth to Anchorage Park, Havant and Leigh Park (6 bph) - the 23 flagship service, and the 700 Coastliner services continuing east into West Sussex from Havant

to Chichester and Bognor Regis (3 bph), as well as the 69 bus service between Fareham and Winchester via Bishops Waltham (hourly).

In the Portsmouth unitary area, there are around 600 bus stops and Real Time Information units have been provided at 243 busy bus stops. As Figure 15b shows, there is a good density of bus stops across the towns of Fareham, Gosport, Havant and Waterlooville.

Figure 15b - Map showing bus stop densities within the Hampshire parts of the Portsmouth & SE Hampshire TTWA

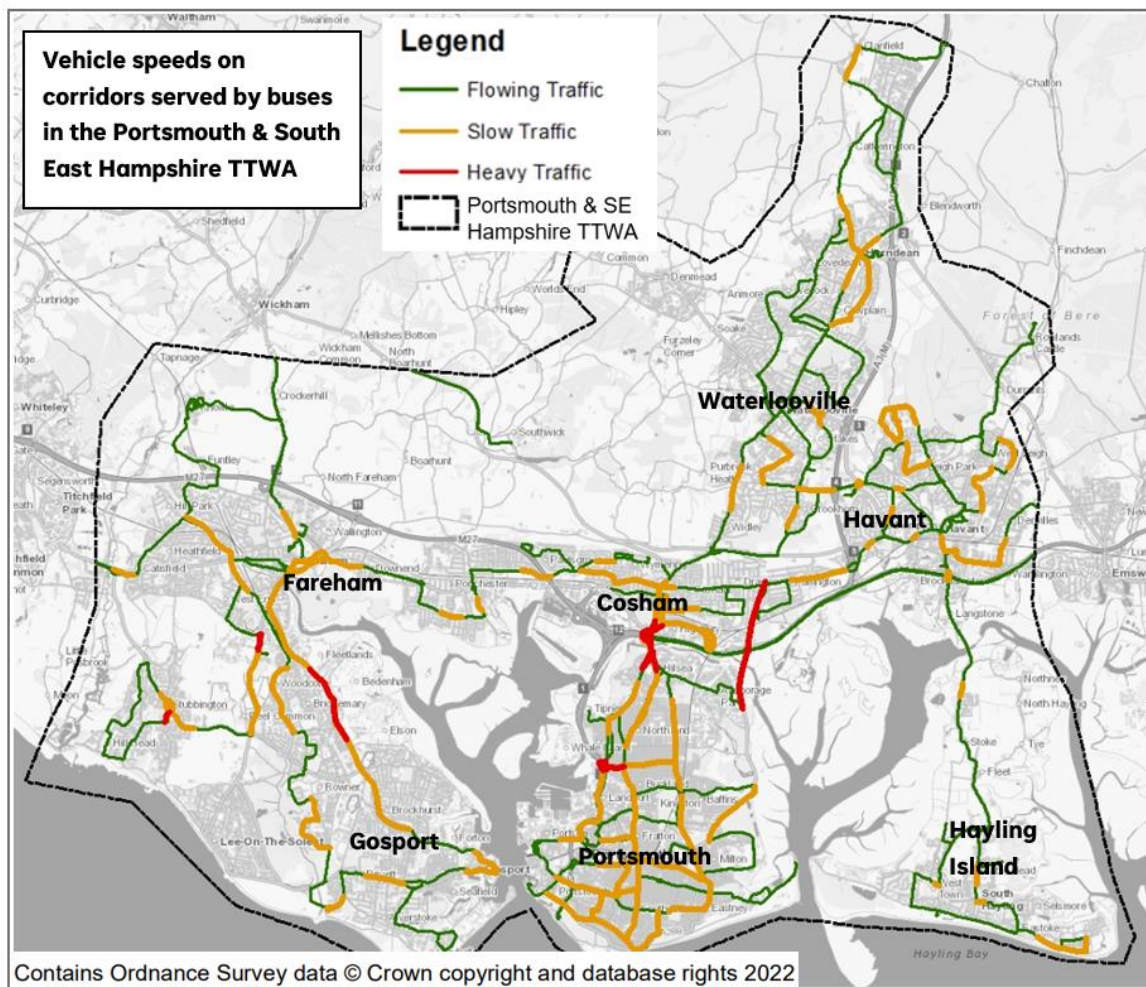


Within the city, there are extensive sections of bus lane along the A2047 London Road (southbound) into the city and five streets in the city centre that have bus lane enforcement cameras are Bishop Crispian Way (westbound), Commercial Road (southbound), Cavell Drive (both directions), Mile End Road (southbound) and Winston Churchill Avenue (eastbound). These are available for use by buses, Hackney Carriages, Pedal Cycles and Authorised Vehicles, and are enforced by cameras 24 hours a day, 7 days a week. Nevertheless, many of these are not continuous or extensive and hence more investment will be needed to make these bus lanes more effective and realise improvements in journey times. Outside of Portsmouth, the Eclipse busway and the A3 bus priority corridor (which sees high frequency services between Cowplain, Waterlooville, Cosham and Portsmouth on the 7 and 7C and between Clanfield, Waterlooville and Portsmouth on the 8, using 'The Star' branding) which uses 6.5km of bus lanes, signals that give buses priority at busy junctions, offer bus users journey time saving benefits. Also, a bus-only zone in the centre of Waterlooville benefits the 7 and 7C Star corridor services. Outside of these two corridors, there are limited bus priority networks, with discontinuous and fragmented priority.

Figure 15c shows bus routes in the TTWA which on average between 8am and 5pm that either experience flowing traffic, slow traffic or heavy traffic. The most congested routes are the two

main radial routes into Portsmouth – the A3 London Road between Cosham and North End, the A2030 Eastern Road between the Drayton and Anchorage Park and also the A32 in Gosport between Fleetlands and Bridgemary.

Figure 15c Map of average vehicle speeds on bus routes in the Portsmouth and SE Hampshire TTWA



A three-year Transforming Cities Fund (TCF) investment programme for the Portsmouth and South East Hampshire area worth £101.7 million (including £56m from the TCF) is delivering sustainable transport improvements including [South East Hampshire Rapid Transport \(SEHRT\)](#). This is an enhanced bus rapid transit network, enabled by a package of bus priority measures on key commuter corridors from Fareham, Waterloo and Leigh Park (in Havant) to Portsmouth that will enable the bus network to operate with improved reliability, reducing the delays that are currently experienced by users. This investment will enable new development and encourage mode shift from the private car. As part of this project, a completely new flagship bus route will be introduced between Leigh Park and Portsmouth, delivering significantly quicker end-to-end journey times than currently and improved waiting and on-bus environments. The delivery of a new northbound bus gate at Ladybridge roundabout will improve bus journey time reliability on The Star bus corridor between Portsmouth and Cowplain. It will also see the relocation and re-provision of a [new bus station for Gosport](#) well located for interchange with Gosport Ferry services to Portsmouth. The existing bus station is outdated and does not provide an attractive or welcoming waiting environment. The £5.9m investment in the new bus station at Gosport will help to increase customer satisfaction and help to attract more passengers through future proofing of the bus station to accommodate new electric vehicle sizes and allow for vehicle charging at a future date, as well as better passenger facilities (up to date RTI screens and transport information, coffee shop, toilets and weatherproof passenger waiting area).

Over 14,000 new homes are planned within Portsmouth by 2036. A major development, [Lennox Point](#), has been proposed on reclaimed land in Portsmouth Harbour west of the M275 at Tipner, which could provide around 3,500 new homes (within walkable car-free neighbourhoods) and incorporate a marine employment and green marine technology hub. The site would initially be served by extending Park and Ride bus services to connect with the site, providing frequent bus connections into the city centre. In the longer term the interchange would be a node on the South East Hampshire Rapid Transport (SEHRT) network.

In Fareham Borough, a new garden village of up to 6,000 homes is planned at [Welborne](#), north of the M27. The development will be served via a SEHRT high frequency BRT bus link to Fareham town centre and rail station operating up to every 10 minutes. In Winchester district, 3,500 new homes are being built at North Whiteley over next 10 years, offering scope to improve the current infrequent bus connections towards Fareham.

Parking in Portsmouth city centre is relatively inexpensive for all day parking, (£10-12) with high levels of availability which exceeds demand. There are 988 spaces in seven Council owned car parks (26% of city centre off-street parking spaces) and about 2,800 spaces in privately owned car parks across the city centre. Redevelopment of four privately owned car parks is proposed in the City Centre Masterplan. The Portsmouth Park and Ride site at Tipner has 663 spaces, costs £4 for all day parking and has bus priority measures on the route to the city centre. Bus services run 7 days a week and the journey time to the city centre is just 7 minutes. Parking in Fareham (£3.50 all day), Gosport (£6-7 all day) and Havant (£6 all day) town centres follow a similar pattern, with plentiful and relatively inexpensive parking available for both commuters and shoppers. This discourages bus usage for travel to work and for shopping trips.

Key issues for bus services in the Portsmouth and South East Hampshire area

- **Limited numbers of road crossings** onto Portsea Island (on which the City of Portsmouth is located) concentrates traffic congestion for the 41,500 people a day that commute into the city onto a limited number of radial routes, and limited bus priority measures mean that bus journey times are extended at peak times.
- **Buses** are generally perceived to be **unappealing** due to **slow routes, high fare costs**, the need for multiple interchanges and inconsistent links to and between key workplace and leisure areas. Bus services are frequently delayed. The average wait time for passengers being around 20-30% more than the scheduled wait time.
- Apart from on the Eclipse busway, the A3 bus priority between Cowplain, Waterlooville and Cosham and along the A2047 London Road (southbound), **bus lane provision in the Portsmouth and south east Hampshire area is discontinuous and fragmented**, meaning for large proportions of journeys, buses share lanes with private cars, and are subject to the same congestion and delays.
- Whilst the network is largely commercial, **on some bus routes, there are no late evening services and reduced service frequencies on Sundays**.
- Suburban areas and employment **areas near the M27 motorway**, such as Whiteley, Segensworth and Lakeside North Harbour have been **designed around access by private car, so their bus networks** are circuitous with **less attractive journey times**.
- **Ferry services** form an important part of the area's public transport network, yet these are generally **not well integrated with other parts of the network**. Interchange facilities between modes remain poor and services disjointed, with limited integration of timetables and ticketing.

Local targets for bus services in Portsmouth and South East Hampshire area

Portsmouth & SE Hampshire Target 1: Reduce average bus journey times in Portsmouth and South East Hampshire by 5% by March 2025 and 10% by March 2030.

Portsmouth & SE Hampshire Target 2: Improve bus journey time reliability with 90% of services operating on time in Portsmouth and South East Hampshire from March 2025 onwards and 95% by March 2030.

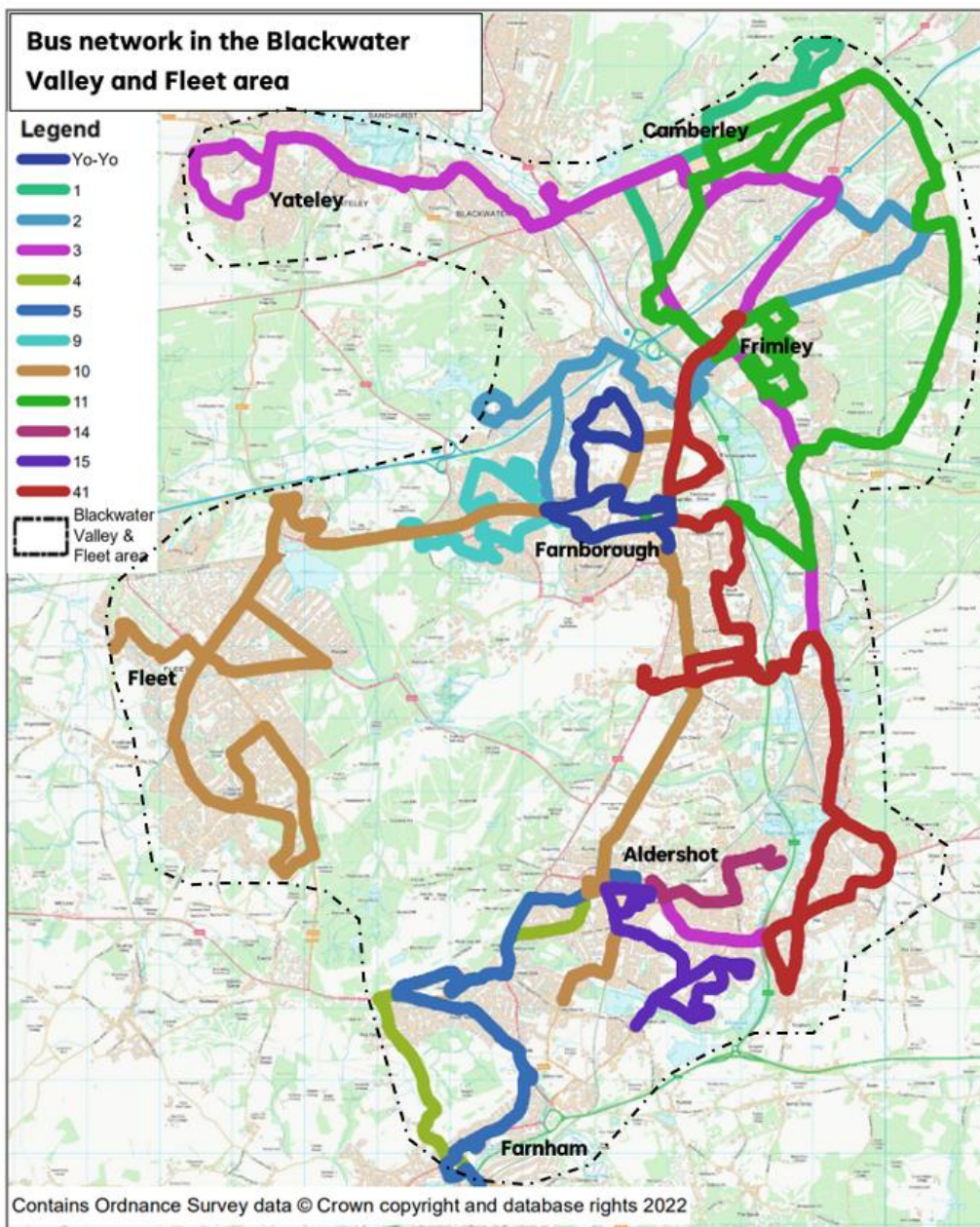
Portsmouth & SE Hampshire Target 3: Return bus passenger numbers to pre-Covid-19 levels by end of March 2023 and increase bus passenger numbers by 7% from 2022/23 levels over period April 2023 to March 2025 and 13% between April 2025-March 2030.

2.5 Local Bus Market Profile for the Blackwater Valley and Fleet area

Overview of Blackwater Valley and Fleet area

The Blackwater Valley is an urban area with a population of 257,800, straddling the Hampshire/Surrey border, covering the four towns of Camberley, Frimley, Farnborough and Aldershot, with frequent bus connections also connecting Farnborough with the nearby town of Fleet to the west. The bus network serving the Blackwater Valley and Fleet area is shown on Figure 16a.

Figure 16a - Map of bus network in the Blackwater Valley and Fleet area



The area has a highly complex pattern of travel demands. In Aldershot and Farnborough, in 2011, bus had a 3% mode share for travel to work. About half of the resident workforce are out-

commuting to a range of destinations and an even higher proportion of jobs available in the area are dependent upon in commuting. These complex and dispersed travel and commuting patterns make it challenging to provide an efficient bus network.

Most services are operated by Stagecoach. Bus fares for those choosing daily single operator tickets are priced at £6 covering all Stagecoach services within the area. Thames Valley Buses operate the 194 service from Bracknell to Camberley with some peak journeys extended to Farnborough. White Bus operate four bus services to Frimley Park Hospital and Camberley from Ascot, Bracknell, Staines and Woking.

The Gold 1 is the main flagship north-south bus service operated by Stagecoach that connects together the four Blackwater Valley towns with double deck high specification buses running every 10 minutes. The bus operator has had to reduce frequency to every 10 minutes due to traffic congestion impacting on reliability and would like to increase this service frequency back to every 7-8 minutes. Although the corridor is served well by bus priority, this is not continuous. This means that where buses are caught in general traffic congestion at peak times at a number of places along the route, including the Ham & Blackbird and St. Albans roundabouts and the Queens Avenue/ Redvers Bullers Road Roundabout, journey time reliability suffers, and an even spacing of buses at higher frequencies is not possible. The route also serves Frimley Park Hospital, the main hospital for the Blackwater Valley towns.

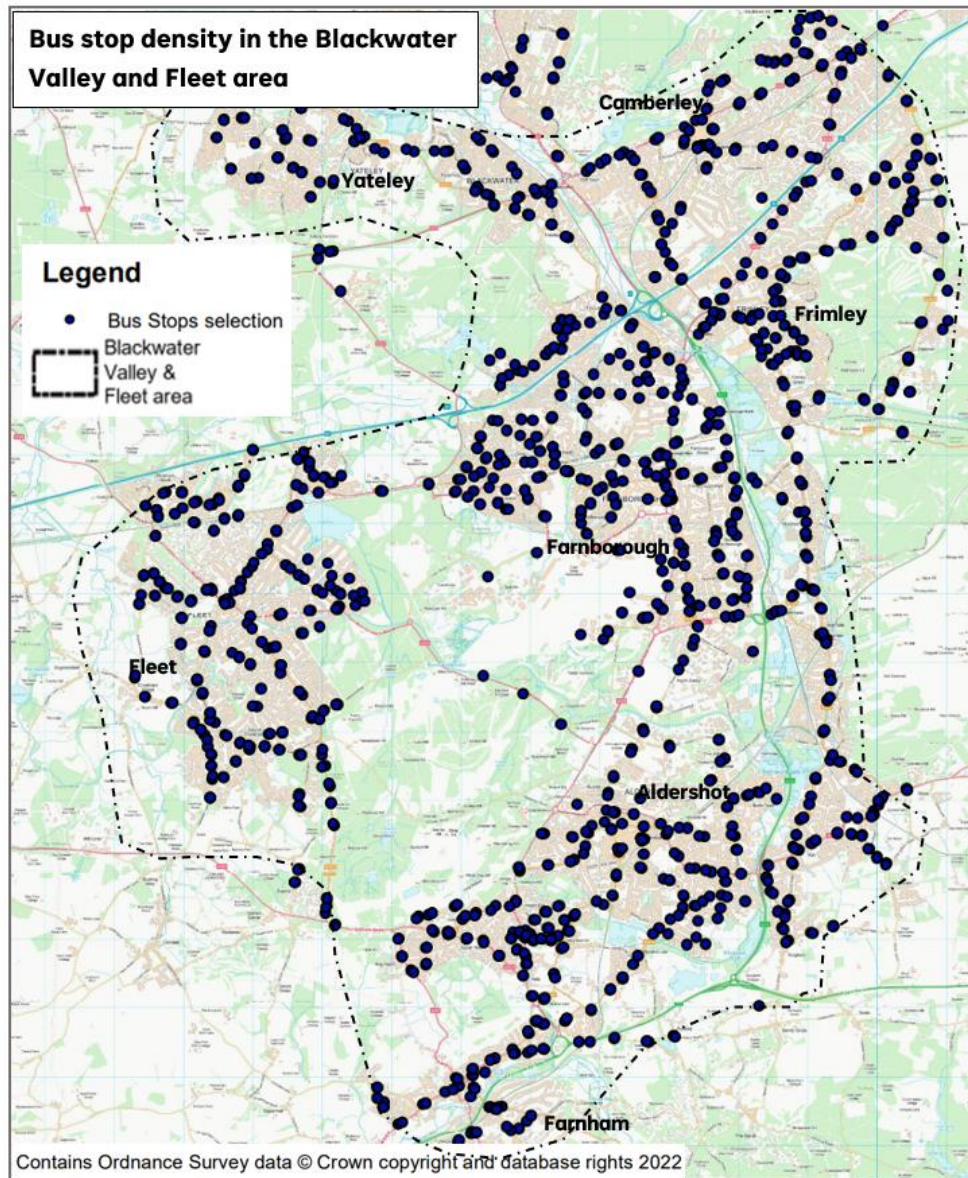
Other high frequency services are the 'Yo-Yo' route from Farnborough to the Prospect estate (every 10 minutes), the KITE service from Aldershot to Guildford (every 15 minutes) and the 4 and 5 operates between North Town, Aldershot and Farnham (every 15 minutes).

The 2 (every 30 mins) connects residential areas in the north of Farnborough to Farnborough town centre, Frimley Park Hospital and Camberley. The 3 (Yateley to Camberley with 50% of buses continuing to Aldershot via Frimley and Ash Vale) and 15 (Aldershot town centre to Tices Meadow and the Heron Wood Estate) services are also important 'core' bus services with 4 bph frequencies on their core routes. Away from these bus corridors, there are lower levels of public transport accessibility, particularly in suburban residential areas in north-west Farnborough and south and east Aldershot, and the 7 and 10 services provide connections from the nearby town of Fleet, west of the Blackwater Valley to both Aldershot and Farnborough respectively. The 194 service is extended during the morning and afternoon to Farnborough, for students making journeys to and from Farnborough College of Technology and The Sixth Form College, Farnborough.

There are sections of bus lane that were installed along the A325 corridor in Farnborough in the early 2000s between Farnborough College of Technology and Bradfords Roundabout, and a short stretch on Frimley Road heading north under the M3 motorway, which are used by the Gold 1 and the 11. As part of the Gold Grid project – Enterprise M3 LEP is providing funding for the Alexandra Road Priority Scheme – providing a new southbound bus lane from Queens Road down to a point just north of the roundabout itself, replacing current car parking spaces. When complete in autumn 2022, the scheme will improve bus journey time reliability on the Gold 1 corridor, but further investment will be needed.

The density of bus stops serving the Blackwater Valley and Fleet area is shown in Figure 16b.

Figure 16b - Map showing bus stop densities within the Blackwater Valley and Fleet area

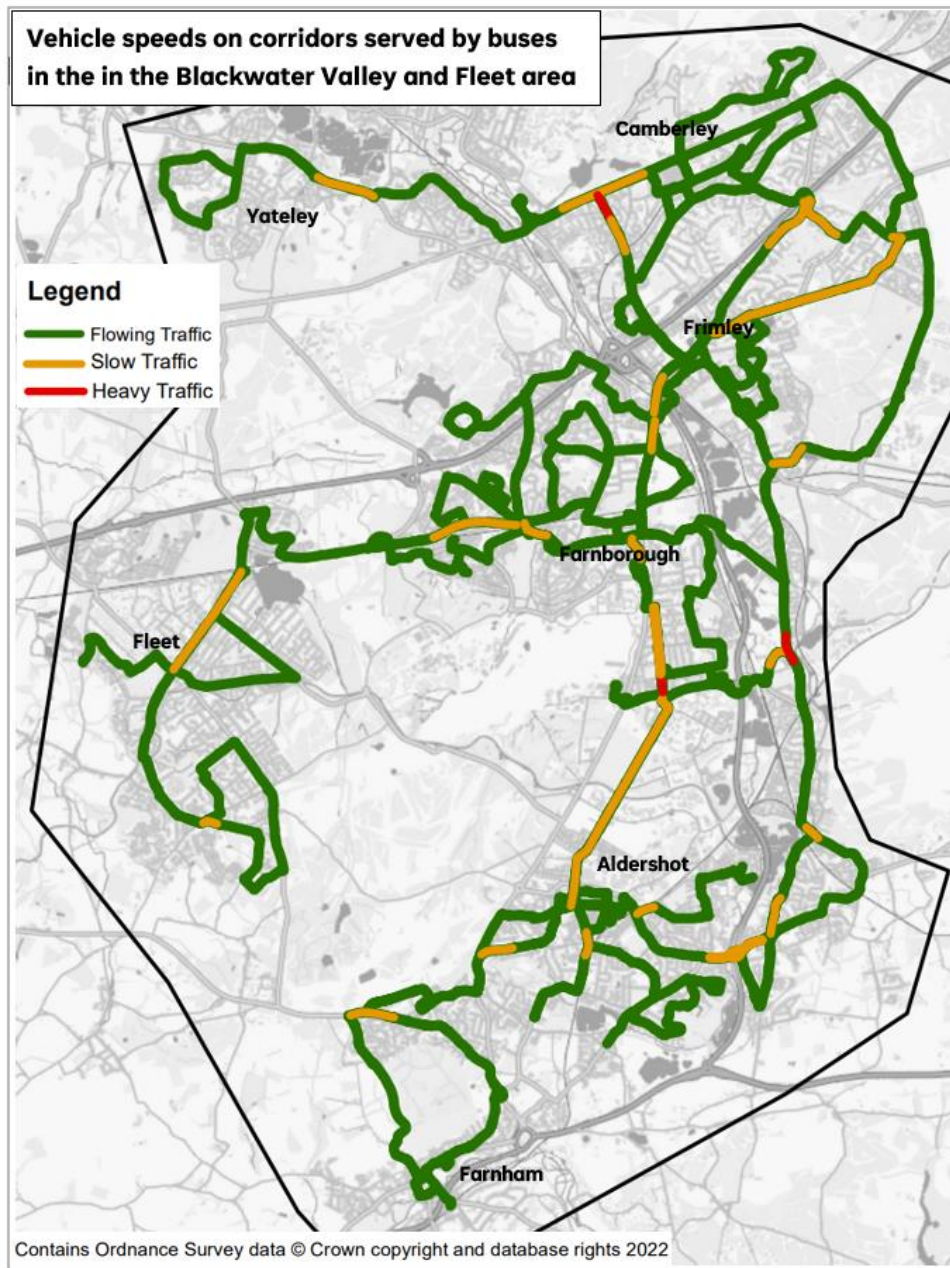


There is a high-quality bus/rail interchange at Farnborough Main station, which is served by the Gold 1 and 2 services throughout the day and Yo-Yo, 11 and 194 during the peaks. Aldershot currently has a bus station near the train station, but this does not offer an attractive waiting environment for customers. The main bus interchange is to be relocated to on-street bus stops within the town centre. A smaller bus-rail interchange facility is to be provided in the area to the front of the station building. The existing bus station site is earmarked for redevelopment. Farnborough, Aldershot and Camberley town centres are the most popular destinations for bus users. Farnborough College of Technology and The Sixth Form College, Farnborough are also significant destinations for the 8,000 and 3,000 students respectively who study there.

Farnborough Business Park, south of the town centre and north-east of Farnborough Airport is served by free shuttle bus service from and to both rail stations during the AM and PM peaks. Farnborough Aerospace Centre is another large, modern business park, off the A325 with BAE Systems, Philips UK and Zurich among the large office employers based there. This is also served by shuttle buses to the rail station at peak times. On the A327, to the west of Farnborough town centre, there are large modern offices for BMW UK and Alphabet and nearby Southwood Business Park is another key employment site.

Figure 16c below shows the corridors used by bus services that on average (between 8am and 5pm) either experience flowing traffic, slow traffic or heavy traffic. The most congested routes are the A325 south of Farnborough and between Farnborough and Frimley, the B3411 Mychett Road and B3411 Frimley Road between Camberley and Frimley.

Figure 16c Map of average vehicle speeds on bus routes in the Blackwater Valley and Fleet area



Within the Farnborough and Aldershot area, as part of the Rushmoor Local Plan, there is an overall supply of identifiable and deliverable housing land for 3,600 new dwellings for the period 2020-2025, which includes 1,550 new dwellings at Wellesley, north of Aldershot.

Within Surrey Heath 1,200 new homes are planned at Mindenhurst on the site of the former Princess Royal Barracks in the village of Deepcut, about 2.5 miles south east of Frimley.

The cost of all day parking in central area car parks in Farnborough (£4-£5.50) and in Aldershot (£3.60-£5) is low and parking availability is good.

Key issues for bus services in the Blackwater Valley and Fleet area

- Although there is existing bus priority on the main north-south A325 corridor, **buses are caught in general traffic congestion at a number of roundabouts** without continuous bus priority measures at peak times, meaning **journey times are longer**.
- **High levels of car ownership and use** within the four towns and **low cost of car parking** within town centre car parks.
- **Business park employment areas** including Farnborough Business Park and Farnborough Aerospace Centre are **located away from main bus corridors** and have large areas of free staff parking.

Local targets for bus services in the Blackwater Valley and Fleet area

Blackwater Valley Target 1: Reduce average bus journey times in Blackwater Valley and Fleet area by 5% by March 2025 and 10% by March 2030.

Blackwater Valley Target 2: Improve bus journey time reliability with 90% of services operating on time in the Blackwater Valley and Fleet area from March 2025 onwards.

Blackwater Valley Target 3: Return bus passenger numbers to pre-Covid-19 levels by end of March 2023 and increase bus passenger numbers by 6% from 2022/23 levels over period April 2023 to March 2025 and 11.5% between April 2025-March 2030.

2.6 Local Bus Market Profile for the Basingstoke area

Overview of Basingstoke area

Basingstoke is a large town in North Hampshire with a population of 113,190 that has seen very rapid expansion and growth in recent decades. Being a 'new town' its growth has been planned based around high capacity road systems and extensive parking provision, both within the town centre and in business parks and industrial areas. Whilst this has helped to support economic growth in Basingstoke and enabled the town to avoid the severity of many traffic problems experienced by neighbouring towns it has also encouraged car use over other forms of travel as car access is both relatively cheap and convenient.

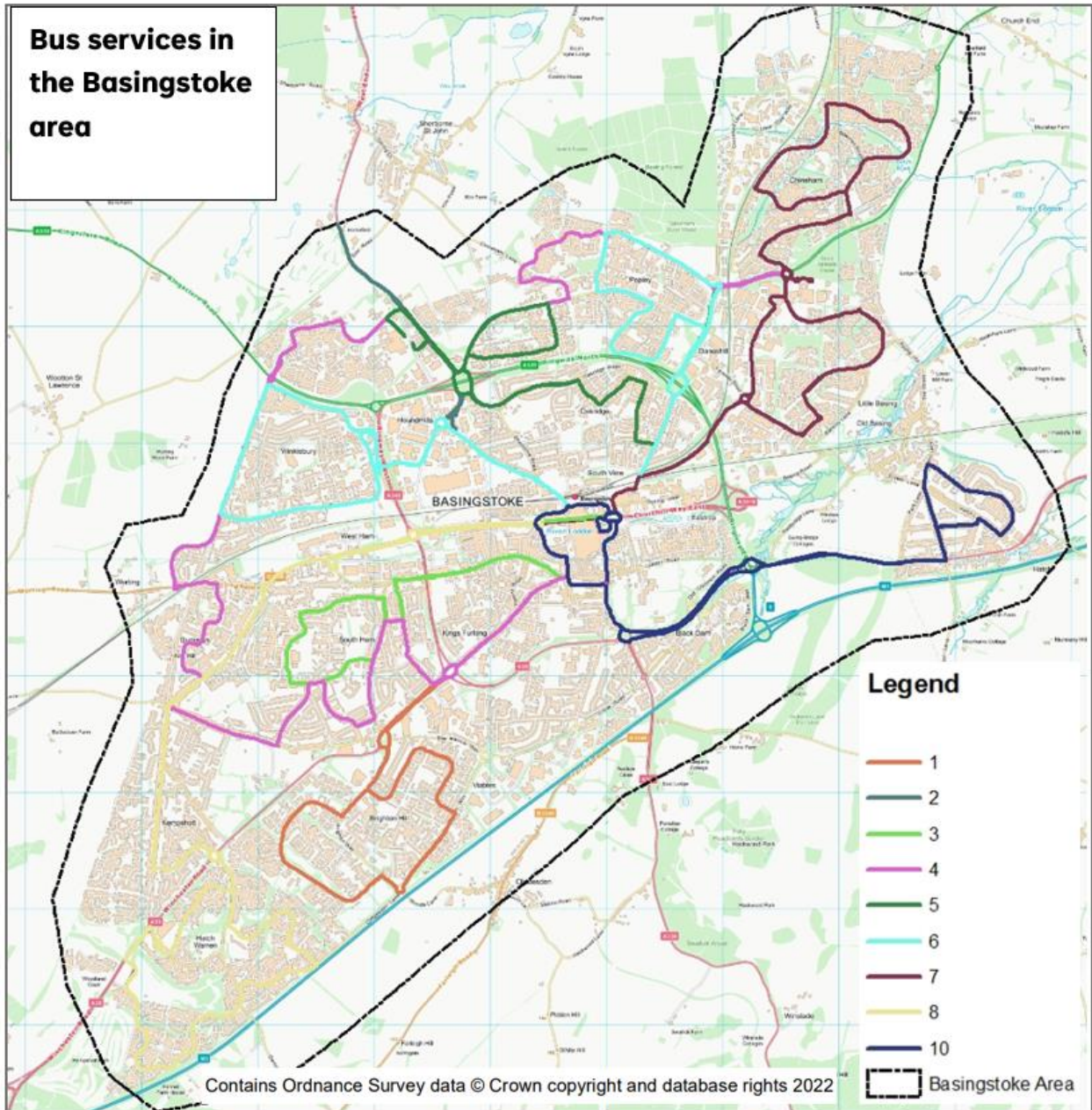
67% of residents use a car for journeys to work (70-75% in outer urban areas) and 5% of residents use the bus for journeys to work. The ward of Popley East, situated just north of Basingstoke town centre, has the highest percentage of travel to work by bus at 6.36% of commuter trips. New developments over recent years have been built on the edge of the town and as a result are more challenging to serve by bus. People living in these areas are more likely to continue to rely on car use unless there is significant investment in alternative sustainable transport modes.

The majority of local bus services in Basingstoke and the surrounding areas are operated by Stagecoach, and an overview of the network is shown on Figure 17a. Bus fares for those choosing single operator tickets are priced at £4.40 a day covering all Stagecoach services within the area.

High frequency 'turn-up-and-go' intra-urban services (4-6bph) link the town centre to the suburban areas of Popley, Winklebury, Brighton Hill, South Ham and Kempshott, Hatch Warren and Beggarwood. Frequent services (3bph) operate to Oakridge and Chineham.

The Stagecoach inter-urban bus network links Basingstoke to places such as Hook, Odiham, and Alton (1bph); Newbury (1bph branded as "The Link"); Andover, Overton and Whitchurch (2bph); and Tadley and Baughurst (5bph) – the latter being a well-used flagship route that also serves Basingstoke and North Hampshire Hospital.

Figure 17a – Map of bus network in the Basingstoke area



Basingstoke town centre is the most popular destination for bus users. To the east of the town centre and a short walk from the railway station is the 65-acre Basing View business park. Around 4,500 people currently work at the park and it is envisaged that the regeneration project has the potential to double the number over the next 15 years. Basingstoke College of Technology on the western edge of the town centre is also a significant destination for 2,000 full-time and 7,000 part-time students who study there.

Significant areas of new housing in Basingstoke are planned over the coming years including a development of up to 3,520 new homes at Manydown North, located to the west of Winkleybury.

As part of the Basingstoke Transport Strategy, it is proposed that a Mass Rapid Transit (MRT) network of high frequency bus corridors be developed within the town, including one to serve this new area of development.

Figure 17b shows the locations of bus stops and Figure 17c shows routes used by buses where which on average (between 8am and 5pm) either experience flowing, slow or heavy traffic.

Figure 17b – Map to show locations of bus stops in the Basingstoke urban area

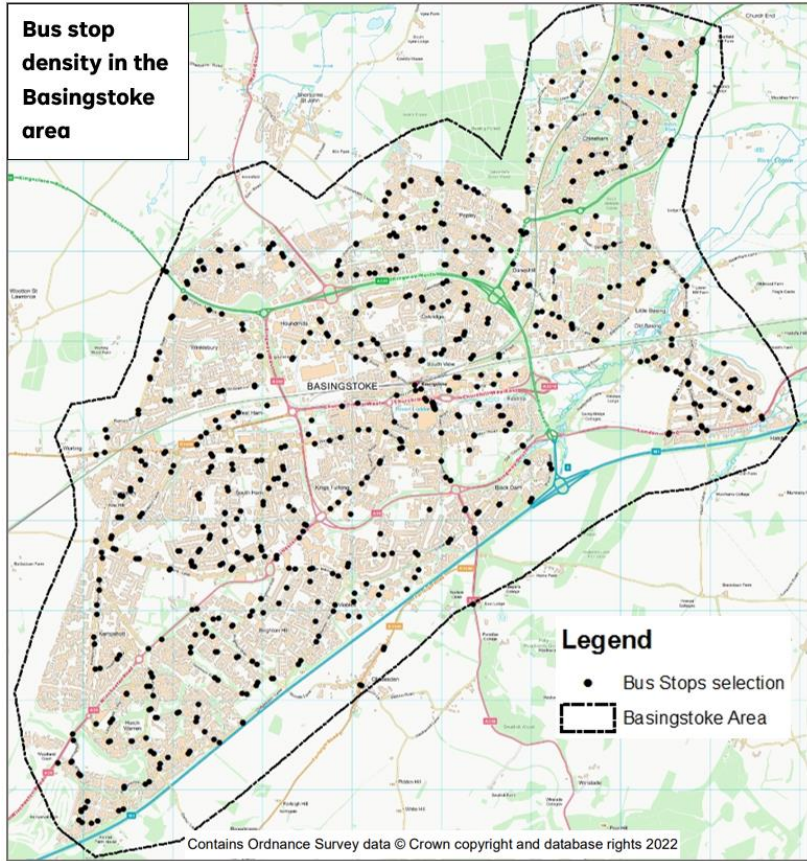
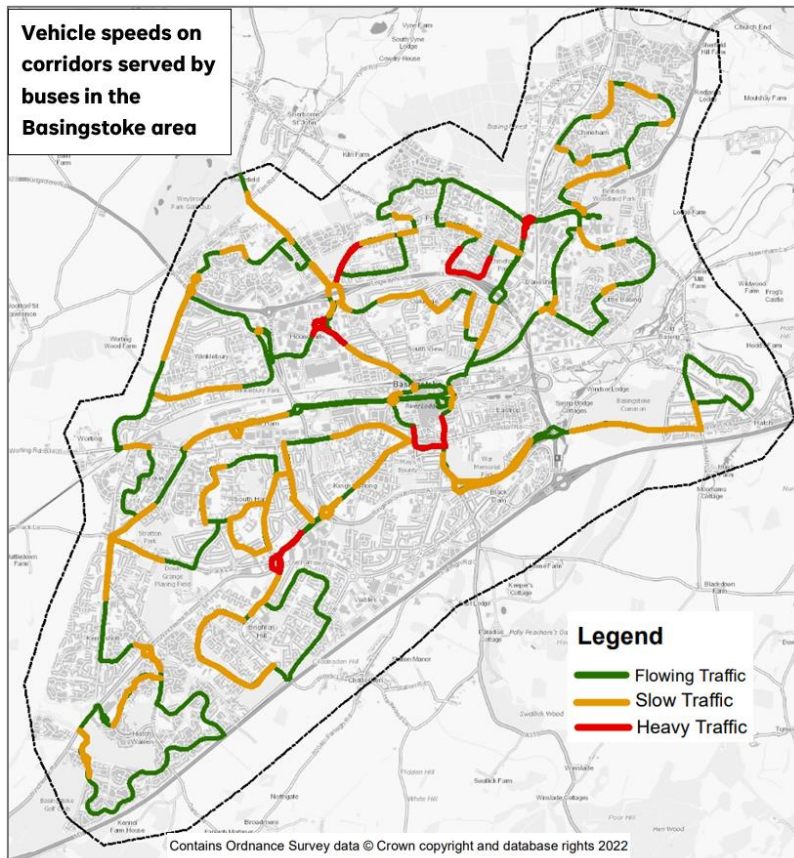


Figure 17c – Map to show average vehicle speeds on corridors served by buses in the Basingstoke area



The cost of all day parking in central area car parks is £8.50 for those with pre-paid card or £10.60 without discount, and in Basing View business park, there are extensive areas of private non-residential parking which are available free of charge to employees.

Key issues for bus services in Basingstoke

- Evidence collected for the [Basingstoke Transport Strategy](#) suggests that currently in Basingstoke, travel by bus is less attractive than travelling by car.
- **Use of public transport is relatively low**, particularly for journeys within the town, despite a frequent bus service between the town's residential areas and the town centre, as well as the rail station, despite the fact that 19% of households in Basingstoke do not have access to a car.
- **No bus lanes or priority measures.** Bus journey times are typically 2 to 3 times the equivalent car journey time.
- **Average bus journey speeds are slow** - average bus speeds throughout the town are 9-11 mph. Reliability and punctuality issues detract from bus use. Much of the delay incurred by buses occurs within the town centre area, especially at Eastrop roundabout for buses exiting from the bus station.
- **Parking in the town centre is relatively low cost** and plentiful.
- Forecasts suggest that without interventions that would support bus use, such as MRT bus priority or changes to car parking charges, bus use would decline by 18% by 2036 as a result of lower costs /faster journey times of car travel.

Local targets for bus services in Basingstoke

Basingstoke Target 1: Reduce average bus journey times in Basingstoke by 5% by March 2025 and 10% by March 2030.

Basingstoke Target 2: Improve bus journey time reliability with 89% of services operating on time in Basingstoke from March 2025 onwards and 93% by March 2030.

Basingstoke Target 3: Return bus passenger numbers to pre-Covid-19 levels by end of March 2023 and increase bus passenger numbers by 6% from 2022/23 levels over period April 2023 to March 2025 and 11.5% between April 2025-March 2030

2.7 Local Bus Market Profile for the Winchester area

Overview of Winchester area

Winchester is a historic mediaeval city that has a population of 47,896, with narrow streets within the city centre not suited to vehicular traffic and without space to provide bus lanes. It is a vibrant centre for employment, shopping, business, education, tourism and health care.

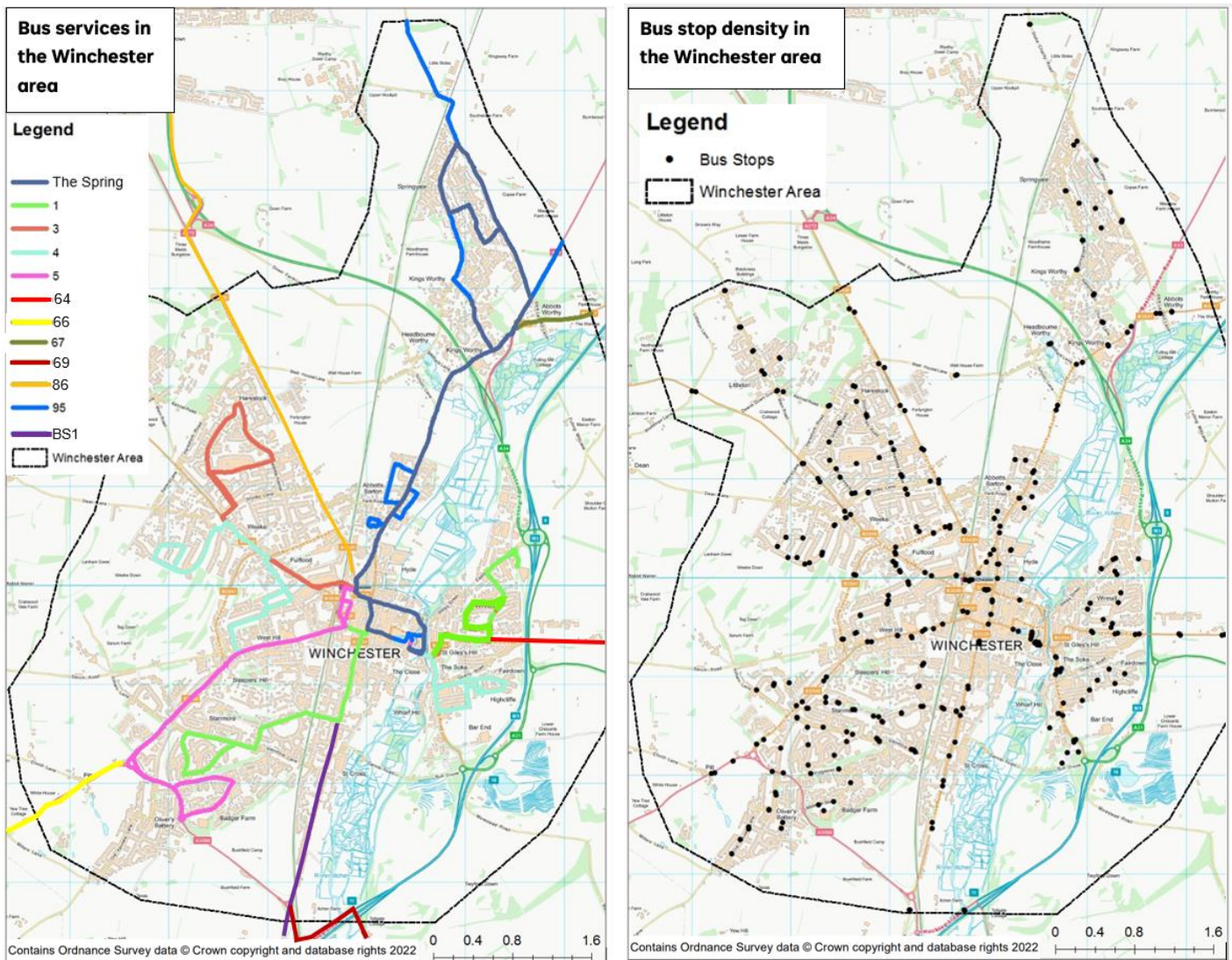
The main cause of congestion is the journey to work. These journeys tend to be in the peak hours and reflect Winchester's role as a centre of employment – for local government, healthcare, retail and legal and financial services. Around two thirds of people who work in the city commute into Winchester each day, in part due to high house prices. Each day 20,000 people commute into the city of Winchester, whilst a further 7,000 people travel out of Winchester to work in other locations.

Use of public transport is relatively low, particularly for journeys within the city, despite a frequent bus service between the town's residential areas and the city centre, as well as the rail station. 24% of households in Winchester do not have access to a car, and this increases to between 31% and 49% in the city centre, Stanmore and Winnall. 48% of residents use a car for journeys to work, 32% walk and 5% use the bus for journeys to work.

A significant proportion of urban and inter-urban bus services in the Winchester area are operated by Stagecoach. Winchester city has a well-established and frequent urban bus network

as shown in Figure 18a, most of which is commercially run. The main bus routes within the city connect Winnall, Stanmore, Weeke, Harestock, Badger Farm and King’s Worthy, although evening services are limited.

Figure 18a – Map of bus routes in the Winchester area & Figure 18 b – Density of bus stops



Bus fares for those choosing single operator tickets are priced at £4.40 a day covering all Stagecoach services within the area.

Longer distance bus services, also mainly commercially run, provide connections to Chandler’s Ford, Southampton, Romsey, Alton and Fareham. Of these inter-urban routes, the 64 to Alresford and Alton and the 66 to Hursley and Romsey are important bus links with 2 buses per hour. The 69 to Colden Common, Bishops’ Waltham and Fareham, operating hourly, is also useful inter-urban route. There are a series of other supported inter-urban bus services radiating out from Winchester connecting it with rural villages including Petersfield, Andover and Whitchurch.

The only other operator of commercial bus services in the Winchester area is Bluestar, who operate the high frequency Bluestar 1 inter-urban route (4bph) from Winchester to Chandler’s Ford and Southampton.

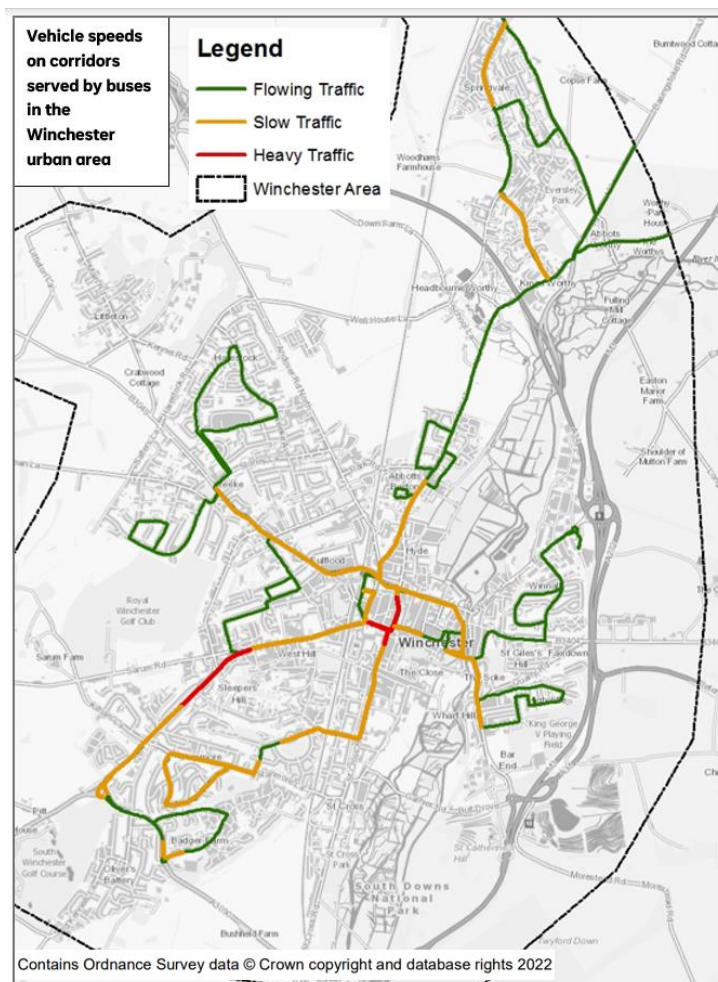
Winchester Park and Ride bus services (not shown on Figure 18a) have their own green Park and Ride branding, and are operated by Stagecoach under contract to Winchester City Council. Four Park and Ride (P&R) sites provide around 1,800 parking spaces between them. The four

sites are connected by one Park and Ride service which provides access to the city centre, Royal Hampshire County Hospital and the University of Winchester. This provides a service headway of every 7 minutes at peak and every 12 minutes between the peaks.

The city centre is the main destination for bus users, followed by the Royal County Hospital Winchester, on Romsey Road, west of the city centre. Peter Symonds College, is the main sixth-form college located north of the city centre. It has 4,000 students, many of whom use local timetabled bus services to access the college. The city has three secondary schools: King’s School, Westgate School and Henry Beaufort, which operate a number of school bus services for students from villages surrounding the city. 29% of 11-16 year-olds use public transport to travel to school.

Figure 18c shows the routes used by buses in Winchester that on average (between 8am and 5pm) either experience flowing traffic, slow traffic or heavy traffic. Areas of congestion include on B3040 Romsey Road, Jewry Street and B3335 Southgate Street. A large number of buses use a short section of bus only road from the train station to access City Road. These buses experience delay at the busy six-arm Carfax traffic signalised junction. Taxis are also permitted to use this bus only section. The only other bus priority measure is a short 100m section of bus lane east of the Badger Farm roundabout on the Romsey Road, which benefits Park and Ride bus services as well as local bus services from Romsey and Badger Farm.

Figure 18c – Map to show average vehicle speeds on corridors served by buses in the Winchester area



The City of Winchester Movement Strategy is seeking to achieve traffic reduction within the city centre and key to this is making more efficient use of roadspace by achieving modal shift onto Park and Ride and local bus services.

In terms of future development, the Central Winchester Regeneration redevelopment will see new commercial and residential development within the eastern part of the city centre. As part of this, the current bus station will be redeveloped, and a new on-street linear bus hub provided in the Friarsgate area. The Kings Barton housing development east of Weeke and Harestock is being built out and will see 2000 new homes. As part of the Movement Strategy, a need for a new 800-space Park and Ride site serving the north side of Winchester, a new bus lane on Andover Road and two new bus gates (on Chesil Street and Southgate Street) have been identified. Delivery of additional Park & Ride parking spaces on the edge of Winchester will enable some car parks in the city centre to be closed and redeveloped.

The cost of all day parking in central area car parks is high (£15 a day) to deter use by commuters. All day parking is less expensive at car parks located in more peripheral locations further away from the city centre (£7 a day). There are currently 1580 short stay parking spaces and 1860 long stay spaces in the city centre. The cost of Park & Ride all day parking is £3 a day, including return bus travel for up to 5 people per car. Although Park & Ride journey times are similar to those by car, this differential in the cost of parking helps encourage Park & Ride use. Before the pandemic, three of the four Park and Ride sites were operating at full capacity.

Key issues for bus services in Winchester

Evidence collected for the [Winchester Movement Strategy](#) suggests:

- A number of radial bus routes into central Winchester show significantly **high levels of journey time variability** which in turn impacts on bus service regularity. The corridors with the highest levels of variability are Alresford Road and Stockbridge Road. This is due to queuing traffic on Bridge Street and at the mini-roundabout with Chesil Street and traffic queues on the approach to the Carfax junction. There are also delays at peak times on Romsey Road between Battery Hill and the Hospital and on St. Cross Road between St. James' Lane and High Street.
- As Winchester is a historic mediaeval city, there isn't the physical space to accommodate bus lanes. The amount of current bus priority is very limited.
- Congestion in the city centre results in **low bus speeds**.

Local targets for bus services in Winchester

Winchester Target 1: Reduce average bus journey times in Winchester by 4% by March 2025 and 10% by March 2030.

Winchester Target 2: Improve bus journey time reliability with 87% of services operating on time in Winchester from March 2025 onwards and 92% by March 2030.

Winchester Target 3: Return bus passenger numbers to pre-Covid-19 levels by end of March 2023 and increase bus passenger numbers by 5% from 2022/23 levels over period April 2023 to March 2025 and 10% between April 2025-March 2030.

2.8 Local Bus Market Profile for the Andover area

Overview of Andover area

Andover is a relatively self-contained market town that has a population of 50,063 (2019) which is expected to rise to 54,810 by 2026, an increase of 9.5%. There are a range of public services and facilities spread throughout the town. Andover town centre is dominated by retailing, other commercial uses and Andover College surrounded by a number of housing areas and peripheral industrial estates. 70% of working residents are employed within the town and over a third of all trips made are under a mile in length.

Andover’s main employment sectors are storage / logistics; financial services and manufacturing / engineering businesses. British Army Land Forces Headquarters (HQ Land) are based in Andover as are Test Valley Borough Council and Andover College. There are three large industrial estates on the west and east edges of the town.

4% of the town’s residents regularly use the bus to undertake a journey within the town. Bus fares for those choosing single operator tickets are priced at £3.70 a day covering all Stagecoach services within the area.

The most frequent bus route is the 1 service that runs every 15 minutes and this serves the residential areas to the north of the town centre. The 6 service to East Anton and P20 service to Picket Twenty operates every 30 minutes.

The key inter-urban bus service is the Activ8 bus service that links Andover with Salisbury and Tidworth. There are currently 4 services per hour from Andover to Tidworth and 2 per hour to Salisbury. There is 1 bus per hour to Basingstoke via Whitchurch and a further one on just the Whitchurch to Basingstoke section of the route (the 76). Other services to Stockbridge (the 15), Middle Wallop and Over Wallop (the 17) and Newbury (7 and 7A see 4 per day run in each direction) are less frequent.

An overview of the bus network serving the town is shown in Figure 19a.

Figure 19b shows the locations of bus stops and Figure 19c shows the routes in Andover used by bus services which on average (between 8am and 5pm) either experience flowing traffic, slow traffic or heavy traffic.

Figure 19a - Summary of bus routes in the Andover urban area

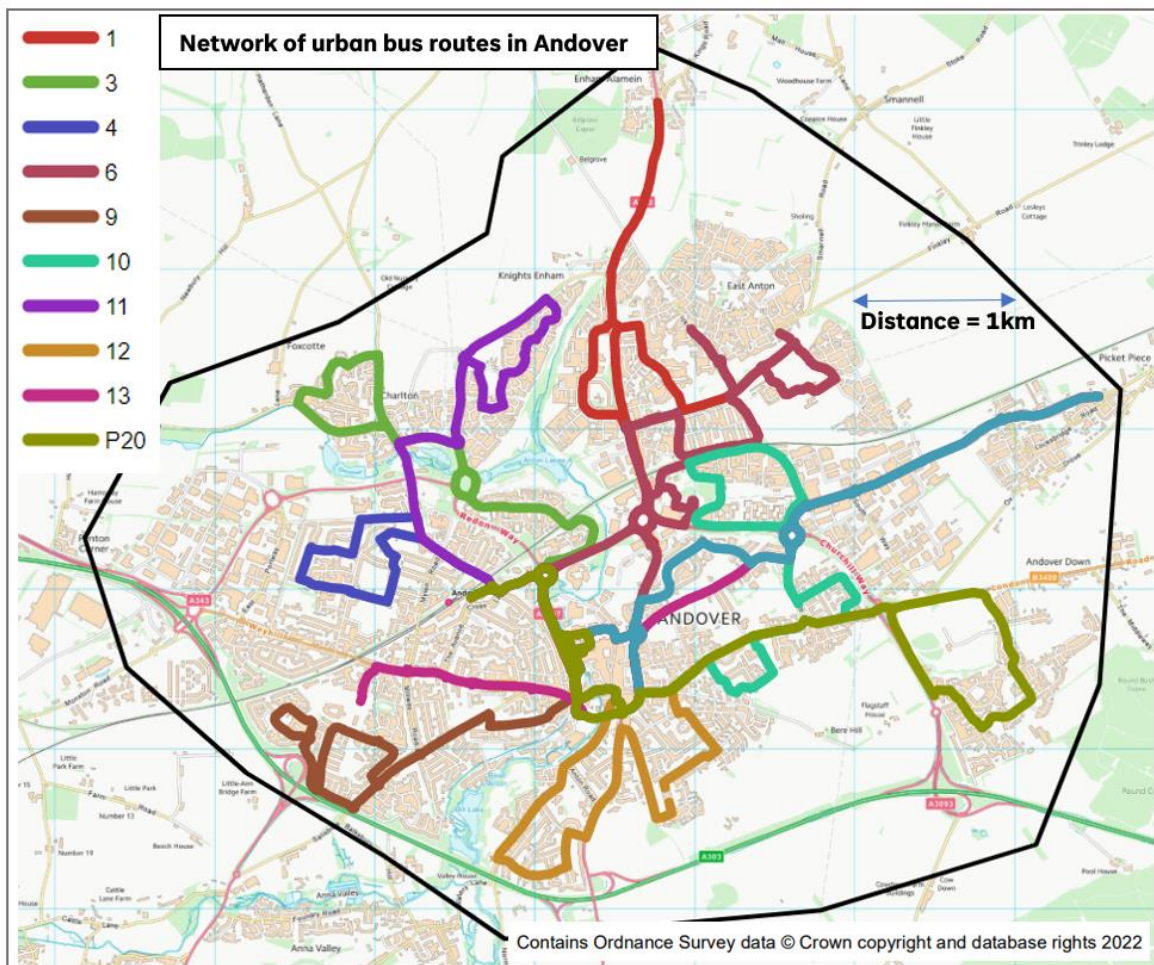


Figure 19b – Map to show locations of bus stops in the Andover urban area

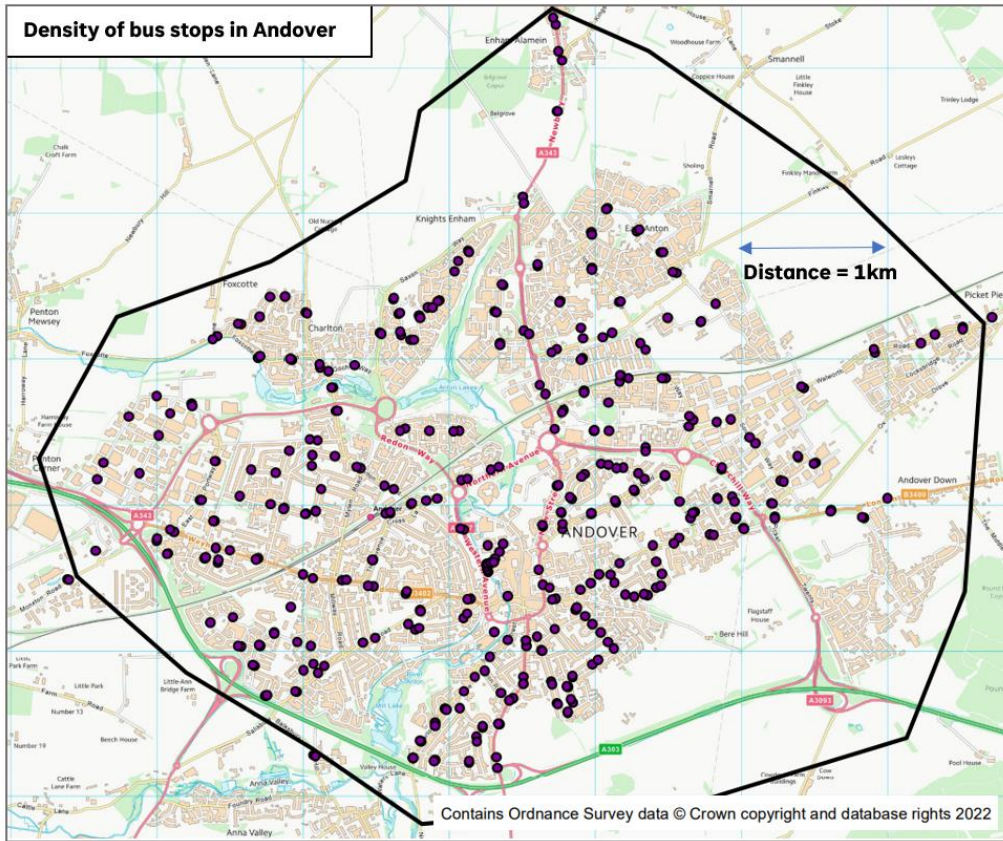
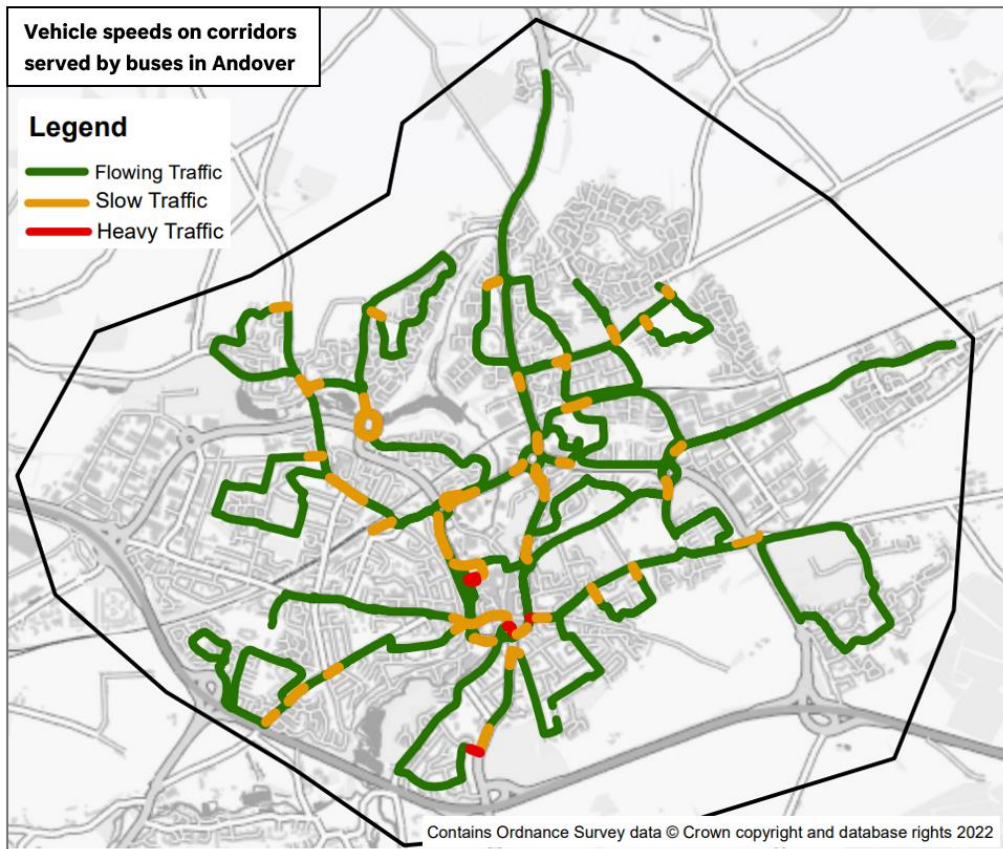


Figure 19c – Map to show average vehicle speeds on corridors served by buses in the Andover urban area



Existing bus priority within Andover is limited to a southbound bus only link beneath the railway line on the 6 service between Cricketers Way and River Way shown in Figure 20.

Figure 20 – Cricketers Way–River Way southbound bus only link



The bus station has seen £2.9m of investment, and re-opened in 2014, following a complete rebuild to increase its' capacity and offers improved facilities for passengers including an enclosed waiting area, café and office area for the bus operator Stagecoach and for Unity (formerly Test Valley Community Services), a charity who provides mobility and transport support for older and disabled residents, and other services for local businesses. 50 bus stops on the town bus routes that link to new housing areas under construction were upgraded using developer contributions, with raised curbs, new shelters, poles and flags.

The town has seen significant new development over recent years, with more planned. Developments underway or planned include 1,061 homes at East Anton, 534 homes at Picket Twenty, 150 homes at Harewood Farm and 82 homes at Picket Piece.

The current cost of all day parking in long stay car parks within the town centre is £4.40. In Andover, the Borough Council manages a total of 2,077 off-street public pay and display car parking spaces were available within the town centre in 15 car parks. About two thirds of all pay and display car parking tickets sold in Andover are for a duration of one hour or less (across all car park categories). Long stay car parks generate a very small proportion of both tickets sold and total income in Andover (5.4%). Season tickets sales also represent a relatively small proportion of the total tickets sold and car park revenue (9%).

Key issues for bus services in Andover

- **Low levels of bus use** within Andover, except for the Activ8 and 1 services as **bus fares are higher than the cost of short stay parking**.
- Apart from Activ8, the 6 and the P20, **provision of evening bus services is very limited**.
- Risks that when the developer pump-priming contributions that help to run the 6, 10, 12, 13 and 13A services begin to be phased out, these services may not be commercially viable at current frequencies if passenger growth is slow to build up.
- **Limited funding available for supported services** means that frequencies of these services are low.
- **Difficulties accessing Andover from** some of the **surrounding villages** not served by supported bus services.

Local targets for bus services in Andover

Andover Target 1: Reduce average bus journey times in Andover by 5% by March 2025 and 10% by March 2030.

Andover Target 2: Improve bus journey time reliability with 89% of services operating on time in Andover from March 2025 onwards and 93% by March 2030.

Andover Target 3: Return bus passenger numbers to pre-Covid-19 levels by end of March 2023 and increase bus passenger numbers by 6% from 2022/23 levels over period April 2023 to March 2025 and 11.5% between April 2025-March 2030.

2.9 Bus Market Profile for Rural Hampshire

Around 300,000 people live in rural communities within Hampshire. Distances travelled to work are higher in rural areas, where those living in sparser settlements and more dispersed employment opportunities will naturally mean workers commuting to, or within, rural areas incurring higher average distances to their place of work. In some cases this will be through necessity, with commuters travelling from more affordable housing in urban areas.

The parts of the two National Parks within Hampshire attract large numbers of visitors. 85% of visitors to the New Forest National Park arrive by car, and only 2% arrive by public transport. Both National Park Authorities are pro-actively working to encourage more visitors to access the parks via sustainable travel modes.

Visitor numbers are concentrated largely in seasonal influxes such as summer weekends and school holiday periods. This influx of car-borne visitors threatens many of the special qualities that draw both residents and visitors to the two National Parks in the first place.



In more sparsely populated rural areas there may only be irregular conventional bus services or services on certain days only, which is partially offset by a very active community-led transport services such as the Cango Bus Service, Call and Go services and Carshare/ Taxishare and village link schemes.

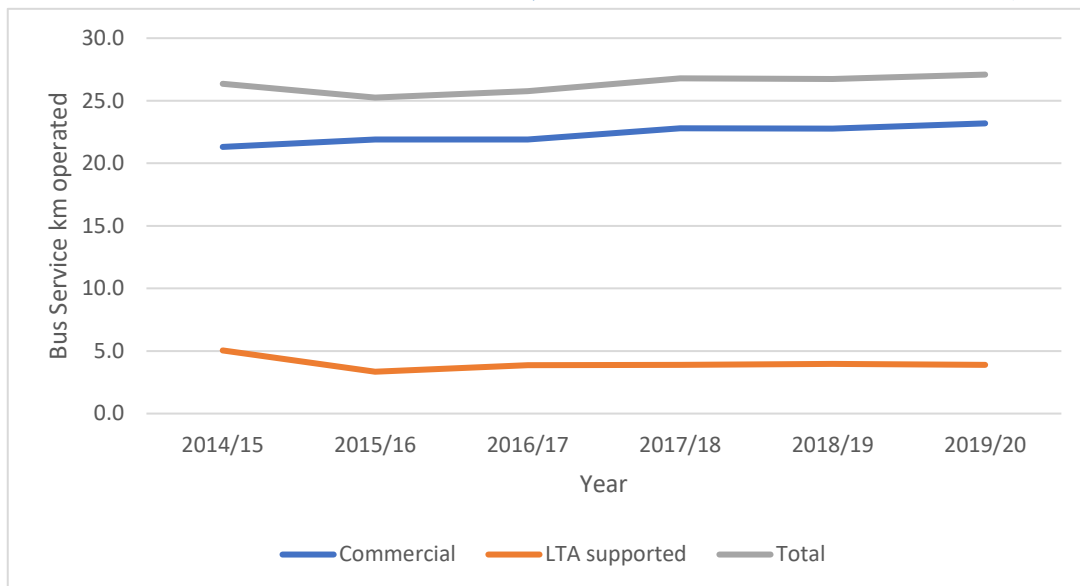
Currently in Hampshire there are:

- **6 Dial a Ride schemes** covering Basingstoke, Alton, Eastleigh, Fareham, Rushmoor and Winchester.
- **4 Call and Go schemes** covering East Hampshire, Havant, New Forest and Test Valley
- **8 Minibus Group hire schemes**
- **1 Cango scheme** in the southern New Forest linking the village of Sway to New Milton and Lymington
- [110 Good Neighbour Groups](#) that provide hospital and GP and social transport for residents of their local communities
- [29 Carshare/Taxishare schemes](#)

2.10 LTA financial support for bus services

As Figure 21 shows, the majority of bus service kilometres operated in Hampshire prior to the Covid-19 pandemic were provided on a commercial basis. Some operators report that the split between commercial and subsidised service mileage is based on best estimates.

Figure 21 - Split in km operated between Commercial and LA supported bus services in Hampshire from 2014 up until the start of the Covid-19 Pandemic (Source: DfT Bus Statistics Table BUS0208b)



In 2019/20, in percentage terms, 86% of bus services in Hampshire were run commercially and 14% of bus services were operated using LTA support. The proportion supported has reduced from 19% of bus services in 2014/15. General reductions in revenue grant funding from government for running a range of day-to-day local authority services has meant that prioritisation and reductions in support for bus services were made alongside reductions in spending on other services and activities.

The Covid-19 pandemic has had unprecedented impacts on society and the economy; and the effect on travel demand and behaviours has been dramatic. The Covid-19 Supported Services Grant (CBSSG), was designed to ensure bus services can continue to operate at full-service levels despite significantly reduced patronage levels. During most of 2020 and up to the end of August 2021, as a result of CBSSG, operators have been able to keep a core network of bus services running during to cater for essential journeys by households without access to a car (such as accessing work or food shopping).



From 1 September 2021 to March 2022, CBSSG was replaced with a new Bus Recovery Grant (BRG), which has been based upon a grant formula rather than ‘topping up’ operators to cover their costs. At the moment, there is considerable uncertainty over how long it will take for bus passenger numbers to recover to 100% of pre-pandemic levels.

As at 1st April 2021 HCC were providing the following LTA support per year for bus and taxi-share services:

- £1,954,201 (on HCC contracted bus services from HCC budgets)
- £318,812 (on Taxishares minus contributions)
- £30,848 to other LTAs to support cross-boundary services

Table 3 summarises which bus routes in Hampshire are financially supported and the extent of that support from upper and lower tier local authorities.

Table 3 – Summary of bus routes in Hampshire that receive LTA/ District/Borough financial support

Route No	Bus Service	Borough/ District	Nature of Financial Support
1	Brighton Hill - Basingstoke	Basingstoke & Deane	B&D support evenings/weekends
2	Baughurst - Basingstoke	Basingstoke & Deane	B&D support evenings/weekends
3	South Ham - Basingstoke	Basingstoke & Deane	B&D support evenings/weekends
5	Popley - Basingstoke	Basingstoke & Deane	B&D support evenings/weekends
6	Winklebury - Basingstoke	Basingstoke & Deane	B&D support evenings/weekends
7	Chineham - Basingstoke	Basingstoke & Deane	B&D support evenings/weekends
8	Hatch Warren - Basingstoke	Basingstoke & Deane	B&D support evenings/weekends
11	Oakley - Basingstoke	Basingstoke & Deane	B&D support evenings/weekends
76	Basingstoke - Overton - Andover	Basingstoke & Deane	B&D support evenings
76	Basingstoke - Overton - Andover	Basingstoke & Deane	Andover Young Persons Forum support evening journeys
14	Basingstoke - Tadley	Basingstoke & Deane	100% HCC Support including some developer contributions. All day timetable
12/ 15/ 17	Hatch Warren/South View/Black Dam – Basingstoke	Basingstoke & Deane	100% HCC Support. All day timetable
4	Basingstoke - South Ham - Chineham	Basingstoke & Deane	Service jointly funded by HCC, B&DBC and developer contributions. All day timetable
54	Hannington - Basingstoke	Basingstoke & Deane	100% HCC Support. All day t'tble on Wednesdays only (one return)
74	Overton Local Service	Basingstoke & Deane	100% HCC Support. All day on Tuesdays, Thursdays and Saturdays only (mornings only)
C41	New Alresford - Basingstoke	Basingstoke & Deane	100% HCC Support. All day
71	Warren Corner-Petersfield	East Hampshire	100% HCC Support. All day
250	Liphook Local	East Hampshire	100% HCC Support. All day
38	Alton-Selborne- Liss- Petersfield	East Hampshire	80% HCC Support. All day
94	Petersfield Local	East Hampshire	100% HCC Support. All day
206/ 208	Alton Locals	East Hampshire	100% HCC Support. All day
240	Alresford Local	East Hampshire	100% HCC Support. All day
18/ 13/ 23	Bordon to Haslemere	East Hampshire	35% HCC support, including some HTST. Does not include the 23 which is fully supported. Remainder commercial.
X6/ X7	Chandlers Ford - Hiltingbury (20% funded)	Eastleigh	Service is combination of HCC & EBC funding and commercial provision from operator
X9/ X10	Waltham Chase- Allbrook- Eastleigh(X9)/ West End- Bishops Waltham(X10)	Eastleigh	X9 75% HCC funded, X10 50% HCC funded - both daytime timetable
X15	Eastleigh/Hamble - Hedge End	Eastleigh	HCC & EBC Support. All day
X17	Bishops Waltham - Petersfield	Eastleigh	100% HCC Support. All day
E1/ E2	Eastleigh - Winchester	Eastleigh	90% HCC Support, 10% commercial. All day timetable
28/ 28A	Fareham - Whiteley	Fareham	100% HCC Support. All day timetable
F3	Fareham - Portchester	Fareham	100% HCC Support on additional day service.

Route No	Bus Service	Borough/ District	Nature of Financial Support
11	Fareham - Alverstoke	Gosport	100% HCC Support M-F, GBC 100% support weekend. All day timetable
20	Fareham - Wickham	Gosport	100% HCC Support. All day timetable
21	Fareham - Hill Head	Gosport	100% HCC Support. All day
7	Aldershot - Hartley Wintney	Hart	100% HCC Support. All day
D1/ D2	Waterlooville - Mead End / Hambledon	Havant	100% HCC support through developer contributions. All day timetable
27	Emsworth - Rowlands Castle	Havant	100% HCC Support. All day
112	Hythe/Beaulieu - Lymington	New Forest	100% HCC Support including some Home-School transport. All day timetable
H1/H2 T3/T4	Hythe Town Service & Totton-Cadnam	New Forest	100% HCC Support. All day
119/ 191/ 193	Lymington - New Milton & New Milton Locals	New Forest	100% HCC Support with exception of 119 Saturday which is funded by Lymington Town Council. All day timetable
712	Pilley - Priestlands School	New Forest	100% HCC Support. School timetable
761	Bunkers Hill - Priestlands School	New Forest	100% HCC Support. School timetable
777	Brockenhurst - Priestlands School	New Forest	100% HCC Support. School timetable
6	Lymington to Southampton	New Forest	35% HCC Support, remainder commercial. All day timetable
X2	Lymington to Bournemouth (12% funded)	New Forest	12% HCC and DCC funded. Remainder commercial
125	Ringwood-Bransgore-Christchurch	New Forest	HCC / DCC Supported. All day timetable
49	Damerham to Salisbury	New Forest	100% HCC / WC Support. All day timetable
41	Ash - Frimley Hospital	Rushmoor	100% HCC/SCC funded. All day service.
10/ 610	Farnborough to Quetta Park (1% funded)	Rushmoor	1% funded through HTST. Remainder commercial.
9	Farnborough - Southwood	Rushmoor	100% HCC Support with small contribution from RBC. All day timetable
X7R	Romsey-Sherfield English - Salisbury 6% funded	Test Valley	6% funded by HCC / WC. Remainder commercial.
35	Romsey - Braishfield - Ampfield	Test Valley	100% HCC Support with some HTST. All day timetable
36	Romsey - Lockerley	Test Valley	100% HCC Support. All day timetable
39	Romsey - Landford - Nomansland	Test Valley	100% HCC / WC Support. All day timetable
634	East Wellow - Romsey School	Test Valley	HCC through HTST and WC funded
5	Andover - Thrupton	Test Valley	100% HCC Support including some HTST. All day timetable
7/ 7A	Andover - Newbury	Test Valley	100% HCC Support. All day timetable
10	Andover to Admirals Way and River Way	Test Valley	100% HCC support through developer contributions. All day timetable
12	Andover to Leigh Road	Test Valley	100% HCC support through developer contributions. All day timetable
17	Andover - Over Wallop	Test Valley	100% HCC support through developer contributions. All day timetable
9	Andover to Floral Way and Berry Way	Test Valley	100% HCC support through developer contributions. All day timetable
11	Andover to Saxon Fields	Test Valley	100% HCC support through developer contributions. All day timetable

Route No	Bus Service	Borough/ District	Nature of Financial Support
C3 C4 C5 C6 C8	Andover Villages	Test Valley	100% HCC Support. All day timetable
13/ 13a	Andover to Picket Piece	Test Valley	100% HCC support through developer contributions. All day timetable
15	Andover - Stockbridge	Test Valley	100% HCC support through developer contributions. All day timetable
16	Houghton - Winchester	Test Valley	100% HCC support through developer contributions. All day timetable
6a & 63	Hyde-Winchester & Owslebury-Olivers Battery-Winchester	Winchester	100% HCC Support. All day timetable
46	Winchester - Valley Park - North Baddesley	Winchester	55% HCC Support, remainder commercial. All day timetable
95/ 96	East Stratton - Micheldever - Winchester	Winchester	100% HCC Support. All day timetable
67	Winchester - Alresford - Petersfield	Winchester	75% HCC Support including HTST. All day timetable
3	Winchester - Harestock service (2% funded)	Winchester	Winchester Town Forum via Winchester CC. Evening journeys only Th, F & S (2% funded)

NB: Basingstoke and Deane contract some services directly and these are not on the list

NB: Local Bus services that we provide support for via neighbouring local transport authorities (cross border) and they tender are not included

Table 4 summarises the DRT and taxi-share schemes in Hampshire that are financially supported.

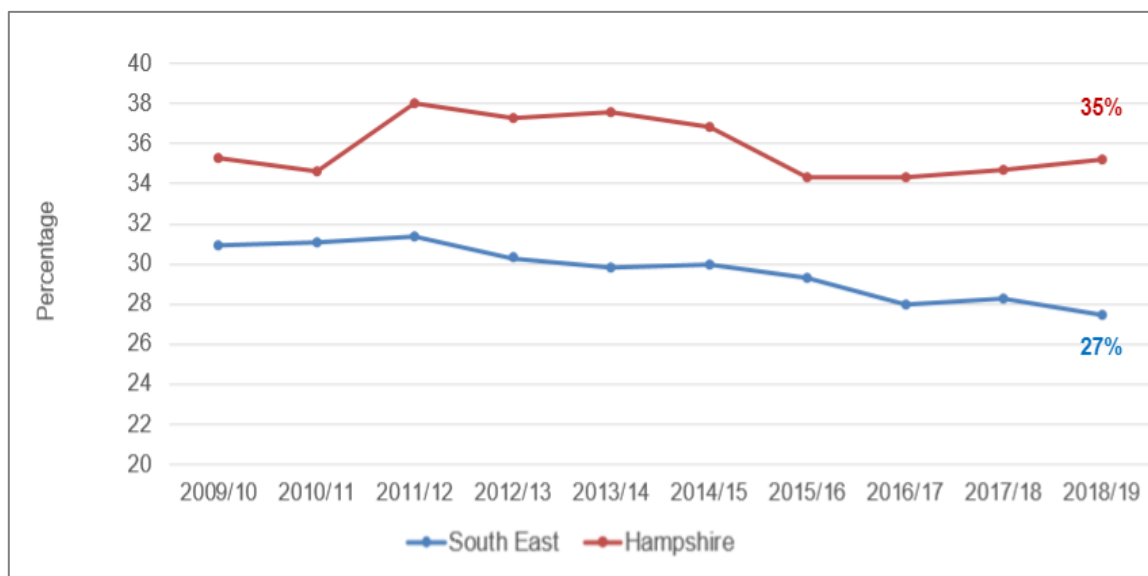
Table 4 – DRT and Taxi-share schemes that receive financial support

DRT Bus Route Number	Borough/ District	Nature of financial support
C32/C33 New Forest Cango Lymington-New Milton	New Forest	100% HCC Service Support. Consortium of Town / Parishes fund booking service. All day timetable
DRT Taxishare Route Number	Borough/ District	Nature of financial support
Hartley Wespoll Taxi Share	Basingstoke & Deane	100% HCC Support. All day timetable
Ashmansworth 23 Taxi Share	Basingstoke & Deane	Basingstoke & Deane BC support
205 carshare	East Hampshire	100% HCC Support. All day timetable
Bordon Town '28' Taxishare	East Hampshire	100% HCC Support - grant support. All day timetable
44 Chalvington& Campbell Taxi Share	Eastleigh	80% HCC and 20% EBC Support.
43 Valley Park Taxishare	Eastleigh	100% HCC Support. All day timetable
42 Stoke Common Taxi Share	Eastleigh	100% HCC Support. All day timetable
DRT Taxishare Route Number	Borough/ District	Nature of financial support
Hamble/Hound/Bursledon Taxishare	Eastleigh	50% HCC and 50% EBC. All day
Warsash to Locks Heath 57 Taxishare	Fareham	100% HCC Support. All day timetable
Burridge-Hedge End 26 Taxishare	Fareham	100% HCC Support. All day timetable
Burridge to Swanwick 27 Taxishare	Fareham	100% HCC Support. All day timetable
Linden Lea X57 Taxishare	Fareham	100% HCC Support. All day timetable
Knowle Village and Funtley Road 20	Fareham	100% HCC Support. All day timetable
210 Long Sutton	Hart	100% HCC Support. All day timetable
Hart Call And Go Taxishare 200A/200B/200F	Hart	100% HCC Support. All day timetable

70 Crondall-Ewshot Link	Hart	100% HCC Support. All day timetable
F111/121/131 Fleet, Crookham, Crookham Village and Elvetham Heath Taxishare	Hart	100% HCC Support. All day timetable
36 Service -Clanfield, Catherington & Lovedean taxishare	Havant	100% HCC Support. All day timetable
32 - Hayling Island Carshare	Havant	100% HCC Support. All day timetable
Fordingbridge Taxi Share	New Forest	100% HCC Support. All day timetable
35 Burley Car Share	New Forest	100% HCC Support. All day timetable
31 Fritham Taxi Share	New Forest	100% HCC Support. All day timetable
113 - Beaulieu Taxi Share	New Forest	100% HCC Support. All day timetable
Andover Villages C1 Taxishare	Test Valley	100% HCC Support. All day timetable
Over Wallop-Andover-Stockbridge 15/17	Test Valley	100% HCC Support. All day timetable
46 Chilworth & Upton Crescent	Test Valley	100% HCC Support. All day timetable
Stockbridge, Houghton, Longstock and King's Somborne Carshare	Test Valley	100% HCC Support. All day timetable
95 East Stratton Taxishare	Winchester	100% HCC Support. All day timetable
38 Southwick Taxishare Service	Winchester	100% HCC Support. All day timetable
16A Littleton, Crawley, Kings Somborne & Stockbridge	Winchester	100% HCC Support. All day timetable
16A Littleton, Crawley, Kings Somborne & Stockbridge	Winchester	100% HCC Support. All day timetable
96 Swanmore - Shedfield	Winchester	100% HCC Support. All day timetable

Figure 22 shows the proportion of bus journeys made in Hampshire by elderly and disabled concessionary pass holders.⁵

Figure 22 – Elderly and disabled concessionary journeys in Hampshire and SE England (as % of total passenger journeys)



2.11 Other factors that affect the use of local bus services

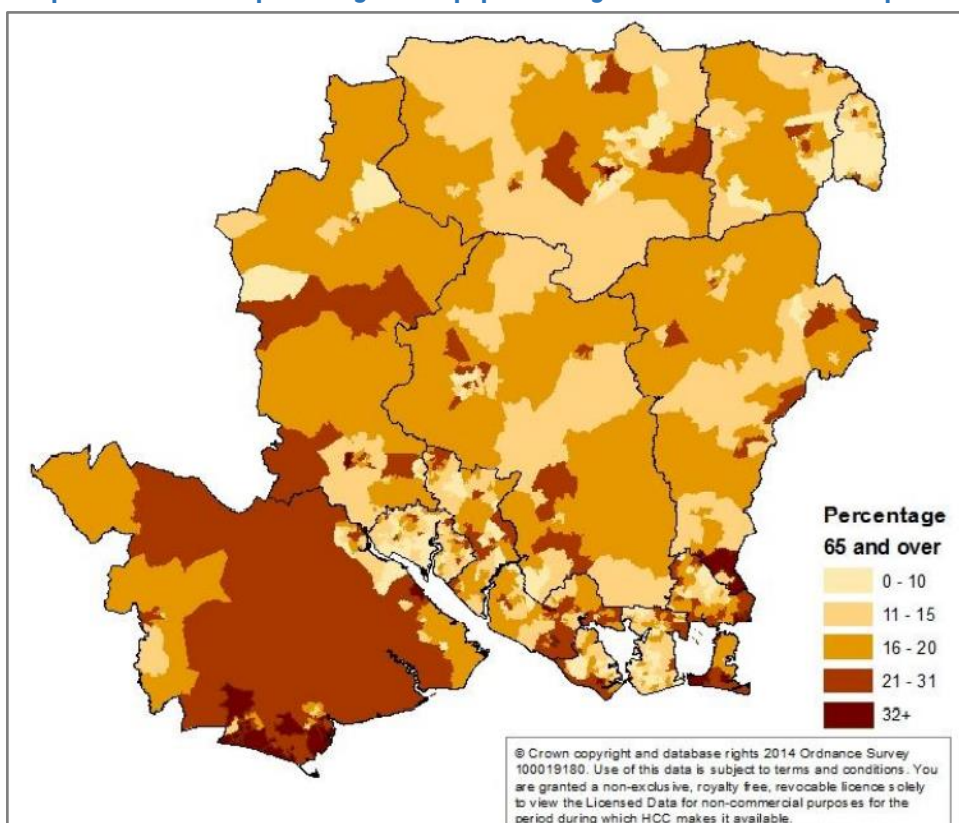
Ageing Population

The size of the population living in Hampshire is expected to increase to 1.5 million by 2041 (a 9% increase) on current levels.

The population in the 65+ age group is expanding most rapidly having increased by 49.4% since 1981. In 2011, 17% of the population of Hampshire was aged 65 or over. In 2011, 11% or 33,700 people aged 65 and over living in Hampshire were still in some form of employment.

Figure 23 below shows how the percentage of the population aged 65 or over in 2011 varies across Hampshire.

Figure 23 – Map to show how the percentage of the population aged 65+ varies across Hampshire (2011 Census)



Although the lower age for eligibility of concessionary passes is set to rise, this trend could mean that over time the future demand for concessionary bus passes could increase.

Car Parking cost and availability

Table 5, provides an overview of the extent and pricing of parking provisions in town and cities and the split between LTA and private sector provision.

Table 5 – Overview of Car Parking Cost and Availability for main urban areas within Hampshire and for unitary LTAs of Southampton and Portsmouth (Source: Unitary/ District data)

City/ Town	Total no of local authority short / med stay spaces	Total no of local authority long stay spaces	Total number of off-street spaces in public car parks excluding P&R	Daily cost of all day parking in long stay public car parks	Public/ Private split
Southampton	?	?	5,143	£5- £8	41%: 59%
Portsmouth	?	?	988	£10-£12	26%: 74%
Eastleigh	?	?	600	£8.50	50%: 50%
Romsey	563	235	798	£4.40	100%: 0%
Fareham	?	?	2,000	£3.50	100%: 0%
Gosport	?	?	909	£6- £7	100%: 0%
Havant	88	559	647	£6	100%: 0%
Farnborough	?	?	700	£4.50-£5	50%: 50%
Aldershot	?	?	690	£3.60-£5	58%: 42%
Basingstoke	515	1571	2,086	£8.50-£10-60	44%: 56%
Winchester	1,582	1,316	2,898	£7-£15	100%: 0%
Andover	1,733	344	2,077	£4.40	100%: 0%

Table 6 summarises expenditure in 2019/20 for each of the 11 lower-tier Districts and Boroughs and the two City unitaries on car parking including maintenance, ticket machines and enforcement activity. Within Hampshire, in Fareham, Gosport, Test Valley and New Forest the lower tier authority only enforces off-street parking, with HCC enforcing on-street parking. In March 2022 across the remaining 7 districts and boroughs (Winchester, Havant, East Hampshire, Rushmoor, Hart, Basingstoke & Deane, and Eastleigh), the lower tier authority is currently responsible for both on and off-street parking enforcement, although it is intended that HCC will take responsibility for enforcement of on-street parking in these areas in the near future.

Table 6 - Total Expenditure by local authority on car parking including maintenance, ticket machines and enforcement activity in 2019/20 (Source: DLUHC data)

Local Authority	Expenditure (£,000) on car parking in 2019/20 by Borough/ District or Unitary Council (including enforcement)
Southampton Unitary LTA area	£6,034
Portsmouth Unitary LTA area	£6,321
Eastleigh Borough	£810
Test Valley Borough (Romsey, Andover)	£1,439
Fareham Borough	£1,758
Gosport Borough	£930
Havant Borough	£1,287
Rushmoor Borough (Aldershot & Farnborough)	£1,718
Basingstoke & Deane Borough	£1,412
Winchester District	£3,322
Hart District	£527
East Hampshire District	£1,277
New Forest District	£2,187
Hampshire County Council (<i>for on-street parking in several Districts/ Boroughs</i>)	£3,275
Total for 11 Hampshire districts (excluding unitary LTAs of Southampton & Portsmouth)	£19,942

In 2019/20, across the Hampshire LTA area as a whole, there was a total expenditure of £19.9m on car parking by both upper and lower tier local authorities.

HCC Expenditure on Marketing of bus services

HCC spends £47,000 a year on marketing of local bus services. HCC produces the following:-

- Alresford, Alton, Meon Valley & Winchester Travel Guide
- Andover public transport guide
- Basingstoke Map
- Eastleigh map
- Farnborough, Fleet & Bordon public transport guide
- Hampshire map and frequency guide
- Havant & Petersfield travel guide
- New Forest travel guide
- Romsey map

2.12 Summary of bus usage and costs and targets for each bus market area

Table 7 summarises the mode share for bus, ticket costs, average bus speeds and average number of bus passenger boardings per day as well as targets for bus passenger growth for each of the six bus market areas.

Table 7 – Summary of population, mode share, day fare, speeds, passenger boardings and passenger growth targets for the six local bus market areas (Sources: HCC, Census & bus operator data)

Bus market area	Total urban population	Total mode share for bus for travel to work in urban parts of lower tier area (2011 census)	Current cost of an all-day (single operator) adult bus ticket	Average bus speed km/h	Average number of bus boardings on a weekday (pre-pandemic)	Target for % bus passenger growth Apr 2023-Mar 2025	Target for % bus passenger growth Apr 2025-Mar 2030
Southampton TTWA	486,100 (253,600 unitary only)	5.79%	£3.40 (inside unitary area); £6-7 for wider TTWA	14.8	60,000 (unitary only)	6%	11.5%
Portsmouth TTWA	500,000 (296,000 unitary only)	4.68%	£4.30 (inside unitary area); £7 for wider TTWA	Tbc	34,300 (unitary only)	7%	13%
Blackwater Valley	257,800	3.02%	£6	19.5	3,400	6%	11.5%
Basingstoke	113,190	3.74%	£4.40	22.0	12,300	6%	11.5%
Winchester	47,896	2.84%	£4.40	22.5	6,800 (excluding P&R)	5%	10%
Andover	50,063	1.92%	£3.70	24.6	2,700	6%	11.5%

Section 3 - Headline targets

This section sets out and summarises the headline and supporting targets that Hampshire County Council and local bus operators have together developed to help us monitor delivery of the ambition set out in Section 4 of the EP Plan.

Table 8 gives details of each headline target and an indication of the dates when each will be measured. Section 4 of the EP Plan links many of these targets directly to the delivery of a particular ambition and demonstrates why these targets have been chosen and how their achievement will lead to the successful delivery of the Hampshire EP.

The headline county-wide targets for average bus journey time, reliability and bus passenger numbers are complemented by similar local targets for each of the major towns and urban areas of Hampshire.

The local targets have been set out in Section 2, to demonstrate how they flow from addressing the local issues facing each local bus market area. These targets have been developed to reflect local circumstances, hence in the Blackwater Valley, Basingstoke and the Portsmouth and Southampton Travel to Work areas,

more challenging targets have been set in relation to journey times to reflect the greater opportunities that are offered by interventions in urban areas. Similarly a reliability target of 95% has also been set for both Portsmouth and Southampton Travel to Work Areas, which is consistent with targets contained in the Portsmouth and Southampton BSIPs and EP Plans.

In relation to the targets for passenger levels, if the new Omicron variant does not result in further prolonged restrictions on sectors of the economy (such as advice for people to work from home if they can) we would anticipate that with financial support from Bus Back Better funding we will be able to return to pre-Covid-19 patronage by April 2023. If the Omicron variant does result in reduced economic activity and reduced commuter and shopping journeys, then this recovery will be slower and therefore bus passenger numbers will not have fully recovered by this date.

Further investment from a range of funding sources can then enable additional bus passenger growth to be realised. The figures for Portsmouth TTWA reflect a higher potential for bus passenger growth in the area for increasing bus patronage via infrastructure measures that will help speed up buses. Significant housing growth in Andover will increase the population of the town and offers opportunities to increase bus use.

However, in consideration of the likelihood of achieving these targets, it is important to acknowledge that performance will be impacted by factors both within and outside the control of the local authority and bus operators and it is therefore important to understand the impact of external effects on bus service performance, satisfaction and passenger numbers.



3.1 Countywide and Local targets for journey time reduction, reliability improvements and bus passenger growth

Table 8 - Summary of targets set out in the EP Plan - NB: The targets related to bus journey times, reliability and passenger levels are initial proposals and may be amended. They will be confirmed once an assessment of data received from bus operators has been completed.

Ambition	Target	Date Measured
Countywide	Reduce average bus journey times for the representative bus routes listed in Table 9 as a whole by 4% by March 2025 and 9% by March 2030.	March 2023 and then annually
Countywide	Improve bus journey time reliability with 87% of the services listed in Table 9 operating on time (between 1 minute early and 5 minutes late) from March 2025 onwards and 92% by March 2030.	March 2025 and then annually
Countywide	Assuming that bus passenger numbers will return to around 80% of pre-Covid-19 levels by the end of March 2022, we will recover bus passenger numbers to 100% of pre-Covid-19 levels by March 2023.	March 2022 & March 2023
Countywide	Increase bus passenger numbers by 5% from 2022/23 levels over period April 2023 to March 2025 and 10% between April 2025-March 2030.	March 2024 and then annually
Countywide	Increase bus passenger satisfaction by 5% from a base of 89% in 2019/20 to 94% by March 2025.	March 2022 and then annually
Southampton	Reduce average bus journey times by 4% across the Southampton Travel to Work area by March 2025 and 10% by March 2030.	March 2023 and then annually
Southampton	Improve bus journey time reliability with 87% of services operating on time across the Southampton Travel to Work area from March 2025 onwards and 92% by March 2030.	March 2025 and then annually
Southampton	Return bus passenger numbers to pre-Covid-19 levels by end of March 2023 and increase bus passenger numbers by 5% from 2022/23 levels over period April 2023 to March 2025 and 11.5% between April 2025-March 2030.	March 2023 then annually
Portsmouth	Reduce average bus journey times by 5% in the Portsmouth Travel to Work area by March 2025 and 10% by March 2030.	March 2023 and then annually
Portsmouth	Improve bus journey time reliability with 90% of services operating on time across the Portsmouth Travel to Work area from March 2025 onwards and 95% by March 2030.	March 2025 and then annually
Portsmouth	Return bus passenger numbers to pre-Covid-19 levels by end of March 2023 and increase bus passenger numbers by 7% from 2022/23 levels over period April 2023 to March 2025 and 13% between April 2025-March 2030.	March 2023 then annually
Blackwater Valley	Reduce average bus journey times by 5% across the Blackwater Valley by March 2025 and 10% by March 2030.	March 2023 and then annually
Blackwater Valley	Improve bus journey time reliability with 89% of services operating on time across the Blackwater Valley from March 2025 onwards and 93% by March 2030.	March 2025 and then annually
Blackwater Valley	Return bus passenger numbers to pre-Covid-19 levels by end of March 2023 and increase bus passenger numbers by 6% from 2022/23 levels over period April 2023 to March 2025 and 11.5% between April 2025-March 2030.	March 2023 then annually
Basingstoke	Reduce average bus journey times by 5% in Basingstoke by March 2025 and 10% by March 2030.	March 2023 and then annually
Basingstoke	Improve bus journey time reliability with 89% of services operating on time in Basingstoke from March 2025 onwards and 93% by March 2030.	March 2025 and then annually
Basingstoke	Return bus passenger numbers to pre-Covid-19 levels by end of March 2023 and increase bus passenger numbers by 6% from 2022/23 levels over period April 2023 to March 2025 and 11.5% between April 2025-March 2030.	March 2023 then annually
Winchester	Reduce average bus journey times by 4% in Winchester by March 2025 and 10% by March 2030.	March 2023 and then annually
Winchester	Improve bus journey time reliability with 87% of services operating on time in Winchester from March 2025 onwards and 92% by March 2030.	March 2025 and then annually

Ambition	Target	Date Measured
Winchester	Return bus passenger numbers to pre-Covid-19 levels by end of March 2023 and increase bus passenger numbers by 5% from 2022/23 levels over period April 2023 to March 2025 and 10% between April 2025-March 2030.	March 2023 then annually
Andover	Reduce average bus journey times by 5% in Andover by March 2025 and 10% by March 2030.	March 2023 and then annually
Andover	Improve bus journey time reliability with 89% of services operating on time in Andover from March 2025 onwards and 93% by March 2030.	March 2025 and then annually
Andover	Return bus passenger numbers to pre-Covid-19 levels by end of March 2023 and increase bus passenger numbers by 6% from 2022/23 levels over period April 2023 to March 2025 and 11.5% between April 2025-March 2030.	March 2023 then annually
1a	To complete the categorisation of bus services in Hampshire into three categories (“flagship”, “core” and “non-core/non-commercial”) in partnership with bus operators by May 2022, then the categories will be reviewed annually.	May 2022 and then annually
1b	Ensure at least 75% of new capital and vehicle investment is related to the flagship or core bus network and economically important tourist services.	May 2022 and then annually
1c	Agree a specification for a minimum level of bus stop infrastructure and maintenance for all bus stops commensurate with their Hampshire Bus Network categorisation.	May 2022
1d	Carry out annual bus user perception survey – and include question asking them to score how easy the bus network in their area is to understand, to measure and track this metric.	By end December 2022 and then annually
2a	Reduce bus journey times by 10% by March 2025 on corridors where investment is made in bus priority (corridors will be defined in EP).	March 2025 and measure annually
2b	Improve journey time reliability by 5% on corridors where investment is made in bus priority.	March 2022 baseline and then annually
2c	HCC will work with operators to target enforcement at problem hotspots where contraventions regularly occur that cause delays to buses and will send bus operators monthly summary data showing level of enforcement activity undertaken at these hotspots.	Ongoing
2d	Achieve a reduction in response times for emergency vehicles of 10% by 2024/25 on corridors where bus priority measures have been introduced.	March 2025
3a	Install tap-on tap-off card readers on every bus and offer capped daily fares within each bus operators' own operating area by Autumn 2022.	November 2022
3b	Develop a consistent upper age limit for child fares common to all main bus operators for each bus operating area (subject to reaching agreement with neighbouring LTAs).	November 2025
3c	Deliver a discounted travel product for young people (16-21) with delivery through external funding to kick start the programme, by Autumn 2023	November 2023
3d	Develop a ‘how to use the bus’ awareness and information programme aimed at teenage children and young people, jointly with bus operators, to help promote and explain what travel by bus entails in simple easy to understand steps, by Autumn 2022.	November 2022
4a	The five new Solent Go ticketing products to be available via the Solent Go Mobility as a Service platform operators Websites, operators Apps and promoted by HCC, Southampton and Portsmouth City Councils and bus and ferry operators across South Hampshire and the two cities by spring 2022.	May 2022
4b	To identify all locations in Hampshire where there are not fully inter-available tickets by March 2022 and develop a strategy to provide passengers with a solution by March 2023.	March 2022 & March 2023
4c	To convene a Forum of major bus, rail and ferry operators to investigate the demand and opportunity for further integration of tickets across all modes by October 2022.	October 2022
5a	That all new Local Mobility Hubs and community services hubs developed by HCC and partners are designed in a way that encourages and enables increased levels of travel by bus. This will be monitored by annual surveys of hub users to	Annually following completion of a hub

Ambition	Target	Date Measured
	understand numbers of people using facilities and making onward travel journeys by bus from hubs.	
6a	By March 2023 all publicity material produced by the local authority and bus operators will clearly indicate other operators' services within the relevant area	March 2023
6b	We will identify all locations with common route numbers and agree a strategy to amend these where appropriate by September 2022.	September 2022
6c	Two windows per year will be identified within each local bus market area when timetable changes (other than emergency timetables, those services operated under contract such as school/university related services and seasonal summer uplifts) are made and this will be publicised by both the local authority and operators.	By October 2022
6d	By April 2022 operators will commit to provide full details of all scheduled service changes 28 days prior to their introduction, and that they will update all at stop printed information, where it is provided, by the day of the change. The local authority will ensure that this is publicised on the HCC website and Traveline a minimum of 14 days prior to the introduction of service and is included in real time feeds from the day of operations.	April 2022
7a:	To ensure that the large local bus operators deliver on their decarbonisation commitments by 2035 and by October 2022 develop a programme to support other local bus operators to submit bids for funding to enable them to commit to decarbonising their own fleets.	October 2022 & update annually
7b	HCC will develop a minimum Euro VI emissions specification to include within all future tenders for supported services, and work towards a requirement for zero emission vehicles in all tenders to become the norm by 2030.	December 2030
8a	To introduce new/ improved Customer Charter for all bus operators that run services in Hampshire by September 2022.	September 2022
8b	Establish a Hampshire Bus Users Consultative Forum which will discuss and give feedback on punctuality, vehicle cleanliness, proportion of services operated, information and redress and act as sounding board for improvements.	By April 2023 (will meet as & when required)
8c	Ensure all buses operating by First Bus, Go-South Coast and Stagecoach in Hampshire have on-board CCTV by December 2023 and all operators by December 2026.	December 2023 & December 2026
8d	Work with Parish Councils and District/ Borough Councils to ensure maintenance regimes are in place for the upkeep of all bus shelters in the county by December 2022.	December 2022
8e	Work with Parish Councils and District/ Borough Councils to invest in measures to improve walking routes to and from bus stops where safety and security issues are identified.	March 2023 & annually
9a	Agree set of criteria and design a demand prediction tool for funding new socially and economically necessary bus services and subject to securing BBB revenue funding, tender for these by October 2022.	October 2022
9b	Run rounds competitive bidding for DRT Challenge Fund where each successful scheme would receive sufficient funding for a two-year period and hold annual lessons learned reviews from each project that receives funding.	September 2022 and then annually
9c (1)	To complete a transport services expenditure mapping exercise for all contracts and services provided by HCC and Districts and Boroughs by March 2023.	March 2023
9c (2)	Develop an action plan for all contracts and services to achieve cost efficiency savings by September 2023.	September 2023
9d	To redesign our approach to mobility hubs to make it scalable and appropriate to rural areas, and engage with the private sector and local communities to allow for a financially viable model to be developed and monitor the impact of hubs.	March 2023
9e	To, funding dependent, work with providers to trial first mile last mile options and other community transport solutions connecting communities around our market towns and evaluate and monitor the impact and effectiveness of these trials on rural connectivity and ridership.	March 2025

Ambition	Target	Date Measured
9f (1)	To widely promote the Hampshire wide RTPI app (Hants RTI) specifically in rural areas to raise awareness of this form of information provision for bus passengers living in such areas with fewer journey opportunities	July 2022
9f (2)	To introduce new and improved technological solutions to HCC supported community transport services and taxishares by April 2023.	April 2023
9g	To improve the accessibility and perception of safety of public transport infrastructure in rural areas where investment is made to local bus services.	September 2024
10a	Each BRT system developed will be bespoke to the local area. The local authority commits to developing a suite of targets, aligned with the ambition outlined in Section 3, which is relevant for each specific corridor as an integral part of the development of each BRT Scheme (list BRT Schemes to be developed)	As required
10b	We will embed stronger public transport accessibility tests into development planning processes and will facilitate developers to better engage with their local bus at the pre-application and pre-master-planning stage. Bus operators will be a consultee on all planning applications involving >50 new dwellings and significant new office or retail floorspace. A new set of standards as to the expectation of a minimum standard of provision of infrastructure and bus services that will be required for different sizes of new development will be developed in partnership with developers and local planning authorities by September 2023. In discussions with LPAs and developers there will be a strong focus on enhancing the existing bus network first rather than developing new dedicated services, to maximise the wider community benefit.	September 2023

For the headline and area-based targets measurement will be through continual monitoring of a selection of routes across each area that are representative of the different types of services operating in the particular urban area. Therefore, the routes that make up the target include peak urban-services, flagship inter-urban routes, covering both commercial and subsidised services and including all the main operators in the area. Several cross-boundary routes are also included in the pool, but the sections of route listed below are largely within Hampshire. For the Countywide target this will be supplemented by rural operations and demand responsive transport, to ensure that all types of services in Hampshire are included within these targets.

The list of routes chosen is contained in Table 9 below. It is intended that this selection of routes will be reviewed annually to ensure remains representative of bus services.

Table 9 - Routes selected for target monitoring

Bus Number and Route Section	Area	Operator
Bluestar 1 - Chandler's Ford Precinct to Silver Hill, Winchester	Southampton TTWA	Bluestar
Bluestar 2 - Derby Road to St Nicholas Church, North Stoneham	Southampton TTWA	Bluestar
Bluestar 2 - Eastleigh Bus Station to Clock Inn	Southampton TTWA	Bluestar
Bluestar 3 - Eastleigh Bus Station to Clock Inn, Fair Oak	Southampton TTWA	Bluestar
Bluestar 4 - The Balmoral, Rownhams - Tadfield Road	Southampton TTWA	Bluestar
Bluestar 9 - Rushington Roundabout- Foxcroft Drive, Holbury	Southampton TTWA	Bluestar
1 - Totton-Millbrook, Southampton	Southampton TTWA	First City Red
7 - Hamble-Woolston	Southampton TTWA	First City Red
9- Hedge End – Bitterne	Southampton TTWA	First City Red
X4/X5 - Fareham-Lowford-Woolston	Southampton TTWA	First
X4 - Mansbridge-Hedge End	Southampton TTWA	Xelabus
X6/X7 – Eastleigh-Velmore	Southampton TTWA	Xelabus
3 - Cosham-Portchester-Fareham	Portsmouth & SE Hants	First
8 - Clanfield-Waterlooville-Cosham	Portsmouth & SE Hants	First

Bus Number and Route Section	Area	Operator
7 – Wecock Farm-Waterlooville-Cosham	Portsmouth & SE Hants	First
E1/E2 - Fareham-Gosport (BRT)	Portsmouth & SE Hants	First
X5 - Fareham-Lee on Solent-Gosport	Portsmouth & SE Hants	First
21 - Eastern Road - Farlington, Bedhampton - Leigh Park - West Leigh - Havant Bus Station	Portsmouth & SE Hants	Stagecoach
23 – Cosham – Drayton - Farlington - Bedhampton - Havant - Leigh Park	Portsmouth & SE Hants	Stagecoach
39 - Wecock Farm – Waterlooville – Purbrook - Crookhorn - Leigh Park - Havant Bus Station	Portsmouth & SE Hants	Stagecoach
700 – Emsworth – Warblington – Havant – Langstone - Hilsea	Portsmouth & SE Hants	Stagecoach
Gold 1 – Frimley High Street to Aldershot Bus Station	Blackwater Valley	Stagecoach
3/Kite – Tongham - Ash Road - Aldershot Bus Station	Blackwater Valley	Stagecoach
2 – Tadley - North Hants Hospital - Aldermaston Road - Basingstoke Bus Station	Basingstoke	Stagecoach
1 - Brighton Hill - Winchester Road - Basingstoke Bus Station	Basingstoke	Stagecoach
7 - Chineham Village - Chineham Centre – Lychpit – Daneshill - Basings View - Basingstoke Bus Station	Basingstoke	Stagecoach
8 & 76 - Hatch Warren – Buckskin - Churchill Way - Basingstoke Bus Station	Basingstoke	Stagecoach
5/46/66/P&R - Battery Hill/Romsey Road junction - Royal County Hospital - Winchester Bus Station/ Silver Hill	Winchester	Stagecoach
3 – Harestock - Stockbridge Road - Winchester Bus Station/ Silver Hill	Winchester	Stagecoach
Spring & 67 - Kings Worthy - Worthy Road - Andover Road - Winchester Bus Station/ Silver Hill	Winchester	Stagecoach
1 & 69 - St Cross - St Cross Road - Southgate Street - High Street - Winchester Bus Station/ Silver Hill	Winchester	Stagecoach
1 – King Arthurs Way - Andover Bus Station	Andover	Stagecoach
Activ 8 – Weyhill Road-Andover Bus Station	Andover	Stagecoach
P20 & 76 - London Road - Andover Bus Station	Andover	Stagecoach



Section 4 – Delivery

This section sets out how Hampshire County Council and local bus operators will work together to deliver the improved and enhanced bus network in Hampshire, in order to realise the planned growth in bus use.

The Covid-19 pandemic has led to shifts in travel behaviour, such as more home working for those who work in office-based roles and substitution of some journeys previously made by bus to instead travel by private car.

We need solutions to recover and build back better from the pandemic, while restoring faith in our bus network and improving it further. We know there is room for improvement, and we intend to do this by working collaboratively in partnership to improve the bus offer in Hampshire.

We share the same ambition - we want to deliver a bus network where buses offer Hampshire residents an attractive alternative to the private car.

This means that buses will be more frequent, more reliable, easier to understand and use, better coordinated and cheaper, providing a fully integrated service with simple, multi-modal tickets, more bus priority measures, high-quality information for all passengers in more places, and better turn-up and-go frequencies that keep running into the evenings and at weekends.



4.1 Our Proposed Vision

HCC and operators have a shared vision for improving bus services in Hampshire:

“Within Hampshire, the County Council and bus operators recognise that the bus has huge untapped potential to cater for a larger share of everyday journeys. Through a programme of co-ordinated and sustained investment, over the next decade we will deliver a renaissance in bus passenger travel, which will see the number of journeys made by bus increase year-on-year. This EP Plan will be a catalyst for bus passenger growth across the whole of Hampshire by creating the conditions to achieve a virtuous circle of investment and passenger growth. This will be a process of positive, sustained change. Growing bus use will contribute to a wide range of other policy objectives, such as de-carbonising travel, reducing inequalities and using road-space much more efficiently.”

4.2 The ten Hampshire commitments – how we will achieve our vision

This section is structured using the ten ambitions set by the DfT in part three of their BSIP guidance. Our headline Hampshire EP Plan Commitments are in blue boxes. Under each Commitment, we have set out the steps we will take to achieve the ambition, and our targets in the orange boxes.

BBB Ambition 1 - Deliver intensive services and investment on key corridors, with routes that are easier to understand

Hampshire Commitment 1: We commit to delivery of intensive services and focussing investment on our flagship bus corridors in Hampshire, and to ensure that bus routes and networks that serve the county are made easier to understand. We will:

- a) **Categorise the Hampshire Bus Network into the following three categories**, to ensure that the majority of investment secured will be focussed towards bus routes that have the greatest potential to serve and retain existing bus passengers and grow new markets:
- i) **“Flagship” bus routes**, wholly commercial bus corridors with very strong growth potential carrying around 50% of total passengers in Hampshire which will be our focus for future investment;
 - ii) **“core” bus routes** that are largely commercial carrying around 35% of total passengers where we will invest to boost passenger growth to enhance overall viability and levels of service; and
 - iii) **“Non-core/ non-commercial” bus route network** carrying around 15% of total passengers, but a higher share of mileage, that has no prospect of operating on a commercial footing, which will continue to require ongoing revenue support to deliver bus or DRT services that meet social/ accessibility needs (adopting new innovations and cost-efficient models for delivery).

Target 1a: To complete the categorisation of bus services in Hampshire into the three above categories in partnership with bus operators by May 2022, then the categories will be reviewed annually.

- b) **Prioritise capital and vehicle investment on the most intensively used bus corridors** (our flagship routes e.g. Eclipse, The Star, 23 Leigh Park-Portsmouth, Gold 1 linking Camberley and Aldershot, Bluestar 1 and 2, the 2 Basingstoke-Basingstoke, 1 Brighton Hill-Basingstoke, 1 Stanmore-Winnall, Winchester), but also deliver tangible improvements for passengers across the wider network.



- c) Ensure that **spare vehicles** released as a result of lower peak vehicle requirements following investment in bus priority measures (see Ambition 2) **will be redeployed to bolster frequencies** on other key routes that have strong potential for passenger growth.

Target 1b: Ensure at least 75% of new capital and vehicle investment is related to the Flagship or Core bus network and economically important tourist services annually from May 2022 onwards.

- d) **Deliver a consistent high standard and specification for bus stop infrastructure** across Hampshire with a level of information (real time and printed bus journey information) that is commensurate with the level of usage of each stop. This will also include maintaining the highway surface and pavements in the vicinity of each bus stop to ensure that kerbing, lining is of a high standard and that rutting of the carriageway surface is minimised through regular maintenance.

Target 1c: By May 2022 agree a specification for a minimum level of bus stop infrastructure and maintenance for all bus stops commensurate with their Hampshire Bus Network categorisation.

- e) Pro-actively market the Hampshire bus network as a viable alternative to travelling by private car via regular co-ordinated multi-operator marketing initiatives (*target provided under Ambition 6 below*)
- f) Ensure that each bus operators' and Local Transport Authority network maps are updated to also include information on complementary services provided by other operators that highlight the journey opportunities available from each neighbourhood. (*target provided under Ambition 6 below*)

Target 1d: Carry out annual bus user perception survey by December 2022, then each year thereafter – and include question asking them to score how easy the bus network in their area is to understand, to measure and track this metric.

BBB Ambition 2: There must be significant increases in bus priority

Hampshire Commitment 2: Reducing journey times will not only increase the attractiveness of services and drive up demand, but also improve efficiency and help bus operators to maximise fleet utilisation. Therefore, we commit to delivering comprehensive bus priority measures along bus corridors within our main urban areas, to speed up and improve reliability of bus services on well-used corridors. We will:

- a) **Develop prioritised plans for bus priority** for the most well-used urban bus network corridors (which will see high use by flagship and core bus route services) that taken together will form a coherent series of complementary measures to enable improved bus journey times and bus reliability.
- b) **Where there is the physical highway space available to do so, we will install bus lanes** that continue past traffic congestion hotspots (e.g. through junctions) and ensure that these are in operation all day, evening and night.
- c) **Provide bus gates and traffic signal prioritisation** in locations where there is not sufficient highway space to provide physical bus lanes.



Target 2a: Reduce bus journey times by 10% by March 2025 on corridors where investment is made in bus priority. Once funding levels are known, corridors will be defined within EP Scheme(s).

Target 2b: Improve journey time reliability by 5% on corridors where investment is made in bus priority.

- d) Ensure that **all existing and new bus lanes and bus gates are effectively enforced** once Hampshire is given the necessary legal powers to issue penalties for moving traffic offences under Part 6 of the Traffic Management Act 2004.

Target 2c: If support is shown via public consultation, HCC will look to introduce camera enforcement at four existing bus gates or bus only sections of road (at Norn Hill, Basingstoke, Alencon Link, Basingstoke, Waterlooville Precinct, Waterlooville and Station Hill, Winchester) and send bus operators monthly data showing the fines issued for contraventions at these hotspots.

- e) **Ensure that in accordance with HCC’s [Traffic Management Policy guidance use of bus lanes is restricted to local bus services, emergency service vehicles, taxis and pedal cycles only, to maximise their effectiveness.](#)** Taxis should normally be allowed in bus lanes unless there are operational reasons not to, such as where they could cause undue delay to buses and/or on high frequency bus routes. Where Selective Vehicle Detection is in operation it will generally not be possible to allow taxis to use bus priority measures. Pedal cycles may use bus lanes unless there is a particular safety issue.

Target 2d: Achieve a reduction in response times for emergency vehicles of 10% by 2024/25 on corridors where bus priority measures have been introduced.

- f) Ensure that **all that all bus priority infrastructure** and the associated highway is **maintained** to a high standard.

BBB Ambition 3: Fares must be better value and simpler

Hampshire Commitment 3: We will make ticket options easier to understand and improve the affordability of bus travel across Hampshire, but we will do this in a way that grows demand without undermining the viability of services. We commit to initiatives that will greatly simplify and reduce the complexity of tickets and fares, developing tap-on tap-off capped fares as the centrepiece of a clear, ticketing strategy that provides bus customers with improved clarity on fares and better value for money.

- a) We will **deliver tap-on tap-off readers and related technology upgrades on all of the bus fleet** operating timetabled local bus services in Hampshire, so that current Tap-On Tap-Off capped fares trials can be expanded to cover all of Hampshire. This would be an important first step towards offering a simpler range of single-operator bus fares that are priced attractively (with daily and weekly ticket fare capping in place) to meet the different travel needs of different kinds of bus passengers recognising that not everyone is a frequent bus user.



Target 3a: Install tap-on tap-off card readers on every bus and offer capped daily fares within each bus operators’ own operating area by autumn 2022.

- b) Tap On / Tap Off contactless **single operator daily and weekly ticket capping** is already possible, and **will be provided once buses are fitted with a second reader.** Multi-operator capping will follow once back office systems (developed by the bus industry through the DfT’s ‘Project Coral’) are complete. Fare capping will help to make fares much simpler and easier for customers to understand.



- c) We will work to **harmonise the upper age limit for child fares** across all bus operators, (recognising that for areas of high cross-boundary bus travel, differences may need to remain to achieve local harmonisation within such bus operating areas).

Target 3b: Develop a consistent upper age limit for child fares common to all main bus operators for each bus operating area (subject to reaching agreement with neighbouring LTAs) by Autumn 2023.

- d) We will work towards a regional **discounted travel product for younger people (16-21)**.

Target 3c: Deliver a discounted travel product for young people (16-21), with delivery through external funding to kick start the programme, by autumn 2023.

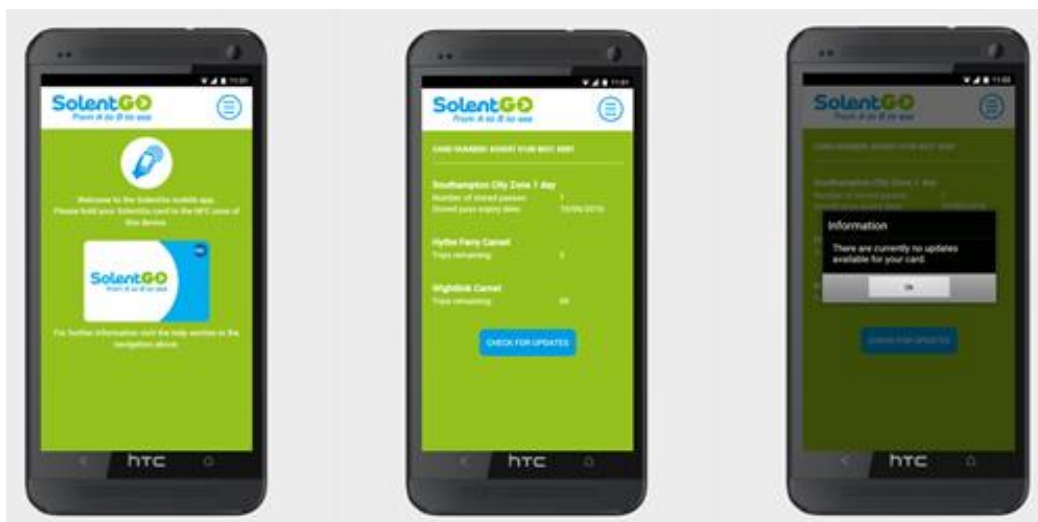
- e) We will **develop tools, videos and materials that help prospective bus passengers**, particularly young people, **to understand how easy it is to use bus services**, so as to break down perceived barriers that deter bus usage and help promote a positive image for bus use.

Target 3d: Develop a ‘how to use the bus’ awareness and information programme aimed at teenage children and young people, jointly with bus operators, to help promote and explain what travel by bus entails in simple easy to understand steps, by autumn 2022.

BBB Ambition 4: There must be seamless, integrated local ticketing between operators and this should be across all types of transport

Hampshire Commitment 4: We will improve the range of Solent Go multi-operator bus/ferry ticketing products covering the [South Hampshire area](#) including Southampton and Portsmouth (using the new Mobility as a Service platform) to meet the needs of customers, both through new markets arising from the pandemic, more use of technology and continuing integration to other modes (public bike and e-scooter hire schemes and passenger rail services). In other areas of Hampshire where there is overlap between operators, we will work with local bus operators to identify suitable joint ticketing arrangements.

- a) We will build on the existing Solent Go smartcard family of ticketing products that offer multi-operator combined bus and ferry tickets (including recently introduced carnet tickets that give customers discounts on bundles of 5 one-day tickets), by **developing additional integrated ticketing products** through the Solent Go Mobility as a Service platform.



These new products include:

- i. **new zonal tickets** for Southampton and Portsmouth city regions that will cover cross-boundary public transport trips;
- ii. **new ‘hopper’ tickets** to allow multiple trips in 60-minute period across operators;
- iii. provide **discounted Solent Go ticket products to jobseekers**; and
- iv. Expand Solent Go to also cover local rail services operated by South Western Railway (subject to Train Operating Company agreement).

Target 4a: The five new Solent Go ticketing products referenced above to be available via the Solent Go Mobility as a Service platform, operators websites, operators apps and promoted by HCC, Southampton and Portsmouth City Councils and bus and ferry operators across South Hampshire and the two cities by May 2022.

- b) We will **identify all areas in Hampshire where the lack of inter-available tickets, reduces the journey opportunities for bus passengers** and where this can result in a premium being paid for travel. For each of these locations we will **work with the local bus operators to identify joint ticketing arrangements** or resolve this through multi-operator capped ticketing delivered through Project Coral.

Target 4b: To identify all locations in Hampshire where there are not fully inter-available tickets by March 2022 and develop a strategy to provide passengers with a solution by March 2023.

- c) We will **review the need for fully-integrated ticketing across bus, rail and ferry across** Hampshire to help inform whether there is demand for such a ticket to be introduced, or whether the existing offer of Solent Go (covering South Hampshire) and Plusbus tickets elsewhere is sufficient for users’ needs.

Target 4c: To work closely with major bus, rail and ferry operators to investigate the demand and opportunity for further integration of tickets across all modes by October 2022.

BBB Ambition 5: Service patterns must be integrated with other modes

Hampshire Commitment 5: In extending the reach of bus services beyond current service patterns, we commit to ensuring that new early morning, evening and weekend services link in effectively to rail and ferry services and that mobility hubs are designed and located so as to encourage and enable easy onward travel by bus.

- a) Good two-way integration between bus, National Rail and ferry services is key to getting people to choose public transport for their whole journey. Within the main urban areas of Hampshire, bus-rail and bus-ferry integration is already very good, with bus services operating via station forecourts and ferry terminals (for local ferries linking Gosport and Portsmouth). In extending the reach of bus services to cover early morning, later evening and additional weekend services, consideration will be given to **enabling reliable connections with rail services**, recognising the needs of bus users travelling to other town centre destinations so these people are not inconvenienced as a result.



- b) With significant changes in the way many people work and changing shift patterns, buses have an important role to play in getting people to employment. We will work to **ensure bus services operate to align with demand of key workers at hospitals etc and investigate opportunities for buses to operate via business parks and major employment areas** where this currently is not the case.
- c) Learning from experience gained through TCF projects, HCC will work to **deliver new mobility hubs** at key interchange locations such as rail and bus stations within urban areas and village centres in rural areas, to provide a range of smart mobility, commercial and employment services tailored to the needs of that area (which could include EV charging points, remote delivery lockers, e-bike/ e-scooter hire, secure bike storage and collaborative workspaces that can be used for remote and flexible working) in one place, so as to improve the attractiveness and convenience of sustainable mobility relative to the private car.

Target 5a: That all new Local Mobility Hubs and community services hubs developed by HCC and partners are designed in a way that encourages and enables increased levels of travel by bus. This will be monitored by annual surveys of hub users to understand numbers of people using facilities and making onward travel journeys by bus from hubs.

BBB Ambition 6: The local bus network is presented as a single system that works together, with clear passenger information

Hampshire Commitment 6: We commit to ensuring that the local bus network is presented as a single system that works together, with clear passenger information. We will achieve this by:

- a) Building on the Back to Bus Covid-19 recovery industry-wide marketing initiatives, we will **carry out joint multi-operator marketing initiatives** to actively market and promote use of the bus as a travel mode, as a complementary overlay to operators’ own marketing and promotional campaigns. As part of this joint marketing, HCC will fully support these joint campaigns via its’ own social media and other communication channels.
- b) **Bus operators for their route networks in Hampshire will include bus services provided by other operators** that complement or serve the same radial corridors as

their own bus service networks **on their town network bus maps** to make clear the additional journey opportunities available by bus from using local bus services.

Target 6a: By March 2023 all publicity material produced by the local authority and bus operators will clearly indicate other operators' services within the relevant area.

- c) There are some locations where more than one operator uses the same service numbers on different routes running in the same area (e.g. Fleet, and Winchester.) We will identify these locations and **look to amend service numbers where appropriate if there is evidence that this is a cause of confusion, to provide clarity for passengers.**

Target 6b: We will identify all locations with common route numbers and agree a strategy to amend these where appropriate by September 2022.

- d) HCC will seek funding from new developments and from Bus Back Better to **deliver a rolling programme of providing real-time information screens at bus stops** to help provide customer reassurance and confidence in bus arrival times. We will look to **install 100 new or upgraded real time units and approximately 200 new real time units** in bus stop flags by March 2025.



- e) HCC and operators will work together to **deliver co-ordinated bus timetable changes**, so that these happen **at the same time of year within each depot operating area**. Emergency timetables in response to roadworks, tendered services to third parties other than HCC or Boroughs and Districts – such as UniLink (which have different vacation and term time timetables) and Park and Ride contracts or other services for schools, colleges or private bus contracts would be exempt from this.

Target 6c: By October 2022 two windows per year will be identified within each local bus market area when timetable changes (other than emergency timetables, those services operated under contract such as school/ university related services and seasonal summer uplifts) are made e.g. September/ October and March /April - and this will be publicised by both the local authority and operators.

- f) Operators commit to **share the information on timetable changes with sufficient lead-in time allowed** to ensure that HCC can ensure information can be publicised and accurate feeds are in place for real time information and Traveline journey planning information.

Target 6d: By April 2022 operators will commit to provide full details of all scheduled service changes 28 days prior to their introduction, and that they will update all at stop printed information, where it is provided, by the day of the change. The local authority will ensure that this is publicised on the HCC website and Traveline a minimum of 14 days prior to the introduction of service and is included in real time feeds from the day of operations.

BBB Ambition 7: Modern buses and decarbonisation

Hampshire Commitment 7: We commit to providing customers with a modern bus fleet with a high-quality on-bus environment that meets their needs and to working towards decarbonisation. We will:

- a) Ensure that we **provide next stop audio visual announcements and USB charging points on every bus** by 2025 to help improve the bus travel experience for customers.
- b) **Ensure that all buses that operate in Clean Air Zones are compliant with Euro VI or better emissions standards for NO₂ as soon as possible** and that services operating in the Blackwater Valley, Basingstoke, Winchester and Andover meet this standard by March 2025, provided funding for retrofitting vehicles is secured, and that remaining vehicles operating in remaining parts of Hampshire meet this standard by March 2028.
- c) **Work towards** realising the targets set by the three largest bus operators in Hampshire - Stagecoach, First Bus and Go-South Coast - **to achieve a fully zero-emission bus fleet by 2035, including giving full support to the current Portsmouth and Southampton ZEBRA bids.**



- d) First Bus, who operate extensive networks of bus services in the Southampton and Portsmouth travel to work areas have pledged not to purchase any new diesel buses after December 2022.
- e) Work with Xelabus to fully **decarbonise all their bus services in Hampshire by 2030 and all other operators of HCC tendered bus services by 2035.**

- Target 7a: To ensure that the large local bus operators deliver on their decarbonisation commitments and by October 2022 develop a programme to support local bus operators in their current and future bids for ZEBRA funding to enable them to decarbonise their own fleets.
- Target 7b: HCC will develop a minimum Euro VI emissions specification to include within all future tenders for supported services, and work towards a requirement for zero emission vehicles in all tenders to become the norm by 2030.

BBB Ambition 8: Give bus passengers more of a voice and a say (and bus services should also be safe and perceived to be safe by all)

Commitment 8: We commit to working to meet and exceed the needs and expectations of bus passengers in Hampshire and give them a stronger voice. We will:

- a) **Produce a Hampshire Bus Customer charter** for all bus services operating in the county that sets out clear provisions on punctuality, vehicle cleanliness, proportion of services operated, information and redress.

Target 8a: To introduce a new Customer Charter covering all bus services in Hampshire by September 2022.

- b) Fully **support other pro-passenger initiatives provided by operators** such as their dedicated phonelines for passengers to contact if their service doesn't turn up and **explore scope for a delay repay system.**
- c) We will **work with Bus Users UK towards establishing a Hampshire Bus Users Forum,** which will provide a forum for bus passengers to set out areas of the passenger experience that operators need to prioritise.

Target 8b: Establish a Hampshire Bus Users Consultative Forum by April 2023 which will discuss and give feedback on punctuality, vehicle cleanliness, proportion of services operated, information and redress.

- d) We will work with operators to **increase the proportion of buses operating in Hampshire with on-board CCTV.**

Target 8c: Ensure all buses operating by First Bus, Go-South Coast and Stagecoach in Hampshire have on-board CCTV by December 2023 and all operators by December 2026.

- e) We will work to **ensure that all bus shelters are maintained to a good standard of upkeep regardless of ownership.** We will also ensure that all future upgrades and improvements to bus shelters incorporate appropriate levels of lighting and will work with Boroughs and Districts so that where possible, well-used stops in town centre locations are covered by CCTV systems.



Target 8d: Work with Parish Councils and District/ Borough Councils to ensure maintenance regimes are in place for the upkeep of all bus shelters in the county by December 2022.

- f) We know that safety and security does not start and finish when people get on and off buses. We will therefore **work** within the local authority and through discussions with bus users, **to identify walking routes to key bus stops and ensure that they are direct, safe, accessible and well lit.**

Target 8e: Work with Parish Councils and District/ Borough Councils to invest in measures to improve walking routes to and from bus stops where safety and security issues are identified.

- g) We will **develop closer partnership working with the Police and Neighbourhood Watch groups in areas with high incidences of anti-social behaviour** and crime to help bus passengers feel safer whilst waiting at or walking to and from bus stops.

BBB Ambition 9: More 'socially necessary' and demand-responsive services

Hampshire Commitment 9: We commit to fully support bus operators as they seek to respond to challenges of short-term inflationary pressures and the need to increase revenues by attracting back customers who have stopped travelling by bus during the pandemic. This may require some form of short-term targeted revenue support, to retain current frequencies in order to provide a strong platform for achieving our shared ambitions for long-term sustainable passenger growth. Alongside this, we will trial innovative and value for money approaches to meeting the public transport travel needs of rural areas that cannot be viably served by conventional timetabled bus services through the Hampshire DRT Challenge Fund.

- a) Currently, bus passenger demand in Hampshire has recovered to between 60-73% of pre-Covid levels. In the short term, operators are facing inflationary pressures which the reduced levels of farebox income is likely to be insufficient to address. There is considerable uncertainty about the rate at which passenger numbers will continue to recover during the course of 2022, in light of the Omicron variant and continued hybrid and home working by some workers - and potentially beyond. Therefore, **some form of targeted short-term revenue support is likely to be required in order to safeguard bus service frequencies on routes where passenger numbers are recovering at a slower rate** and in order to avoid the need for above inflation fare increases which would run counter to Commitment 3. Such targeted and time-limited support would help to put our bus network in a strong position to subsequently realise our shared ambitions for long-term sustainable bus passenger growth.



- b) We will seek Bus Back Better funding to **secure revenue funding to deliver new or improved bus services where these meet a strong community economic or social need, where such services have reasonable prospects of becoming commercially viable in their own right** by the end of the funding period. We will endeavour to set tenders at a level that will enable operators to commit to invest in high quality vehicles. We will also expect our operators to provide an appropriate level of support, that would

see the subsidy profile reduce over time to demonstrate our shared ambition and commitment to commercially viable services.

Target 9a: Agree set of criteria and design a demand prediction tool for funding new socially and economically necessary bus services and subject to securing BBB revenue funding, tender for these by October 2022.

- c) We will **encourage** private sector **innovation and community-led bottom-up solutions** to meet the travel needs of rural areas effectively **via the Hampshire DRT Challenge Fund**. The creation of the Challenge Fund will allow for schemes of varying designs and scales to be trialled to enable us to respond to the individual needs of a range of rural communities. We will explore the potential of innovative use of Section 106 funding for rural areas where there is evidence that DRT could be more appropriate than conventional bus. Through this mechanism, we will seek to identify DRT models with the most chance of commercial viability.

Target 9b: Run rounds competitive bidding for DRT Challenge Fund each September where each successful scheme would receive sufficient funding for a two year period and hold annual lessons learned reviews from each project that receives funding.

- d) We will **develop stronger relationships within different departments of HCC with an interest in transport provision and with the NHS and Clinical Commissioning Groups (CCGs) and Boroughs and Districts**, in order to develop a more strategic and holistic approach to transport provision. We will seek to identify where journey duplication exists through multiple commissioners and promote more efficient and joined up approaches for meeting the transport needs of home-to-school transport, Dial-a-Ride, community transport, hospital-related transport and adult social care transport **to make better use of available vehicle resource and spending power for contracted services**. We will aim to reinvest any capacity this process releases back into improving the availability and efficiency of socially and economically necessary transport.

Target 9c: To complete a transport services expenditure mapping exercise for all contracts and services provided by HCC and Districts and Boroughs by March 2023, and develop an action plan to achieve cost efficiency savings by September 2023.

- e) We will **revise how we will tender contracts, moving towards longer contracts** (within procurement regulations) so as to help achieve consistency in quality across supported 'socially necessary' services and to **help provide enough certainty for the operators of these services to be able to invest in newer, cleaner vehicles**



- f) We will look to **reduce the number of longer journeys that need to be made from rural communities by championing** the introduction of **mobility hubs** funded through the private sector and owned within local communities to better connect communities and enable seamless interchange points.

Target 9d: To redesign our approach to mobility hubs to be relevant and appropriate to rural areas, engage with the private sector and local communities to allow for a financially viable model to be developed and monitor the impact of hubs.

- g) We will seek to promote improved mobility within rural areas of Hampshire by working in partnership with private sector micro-mobility / demand responsive transport providers in addition to the voluntary sector. We will firstly seek to **develop first mile last mile solutions suitable for rural areas**. Where these are not viable, we will seek to bring together local communities and community transport operators to **explore the opportunities for smaller minibus sized vehicles to provide services**. These will allow passengers to connect onto commercially viable bus services and rail / ferry services promoting the availability of economically necessary journeys within rural communities and reducing transport poverty.

Target 9e: Depending on funding, work with providers to trial first mile last mile options and other community transport solutions connecting communities around our market towns and monitor the impact of these on rural connectivity and ridership.

- h) We will seek to **utilise the latest technology** to ensure **our services are as flexible and accessible as possible**. We will ensure that rural residents have access to the same Real Time Passenger Information that their urban counterparts have through the provision of a **RTPI app** increasing confidence in the reliability and the sense of safety whilst using less frequent services. We will bring new technology to our taxishare and community transport services which enable **smarter scheduling capabilities** for community transport and a more flexible offer to passengers for taxi share services.



Target 9f: To widely promote the Hampshire wide RTPI app (Hants RTI) specifically in rural areas to raise awareness of this form of information provision for bus passengers living in such areas with fewer journey opportunities – by July 2022; and To introduce new and improved technological solutions to HCC supported community transport services and taxishares by April 2023.

- i) In areas where we plan to invest in bus services, we will seek Bus Back Better funding to **establish a fund to improve rural infrastructure** to enable rural residents to have better access to their bus services and feel safe whilst using them. We will work with the local communities who own Hampshire’s rural bus shelters to encourage them to make improvements through our Framework.

Target 9g: To improve the accessibility and perception of safety of public transport infrastructure in rural areas where investment is made to local bus services.

BBB Ambition 10: Longer term transformation of networks through Bus Rapid Transit and other measures

Hampshire Commitment 10: We commit to preparing plans and funding bids to secure investment to enable the longer-term transformation of networks through delivery of Bus Rapid Transit and other significant measures. We will:

- a) **Develop a high-quality, distinctive Bus Rapid Transit offer for the flagship urban bus corridors in Hampshire** (and across boundaries into adjacent LTA areas) **where operators have identified the strongest passenger growth potential.**



Target 10a: Each BRT system developed will be bespoke to the local area. The local authority commits to developing a suite of targets, aligned with the ambition outlined in Section 3, which is relevant for each specific corridor as an integral part of the development of each BRT Scheme (list BRT Schemes to be developed).

- b) Work with Local Planning Authorities to **align transport planning and town planning work more closely**, developing new standards and guidance to ensure that new housing developments are built in locations that are straightforward and commercially viable to serve well by extending existing local bus services and are **future-proofed, with layouts that make it easy to operate a bus service through them** and that these are accessible with walking distances to the bus route minimised.

Target 10b: We will embed stronger public transport accessibility tests into development planning processes and will facilitate developers to better engage with their local bus at the pre-application and pre-master-planning stage. Bus operators will be a statutory consultee on all planning applications involving >50 new dwellings and new office or retail floorspace. A new set of standards as to the expectation of a minimum standard of provision of infrastructure and bus services that will be required for different sizes of new development will be developed in partnership with developers and local planning authorities by September 2022. In discussions with LPAs and developers there will be a strong focus on enhancing the existing bus network first rather than developing new dedicated services, to maximise the wider community benefit.

- c) Work pro-actively to ensure that HCC and bus operator efforts to improve the quality and attractiveness of bus services are not diminished or weakened as a result of policies the parking strategies of Districts and Boroughs, **working with lower tier authorities to seek to annually benchmark the cost of parking in main urban centres so this is aligned with the cost of travel by bus** and that this becomes a consideration that informs District and Borough decision making regarding increases in the cost of town centre parking charges.
- d) In order to realise the full benefits of BRT and a revised parking strategy **some form of car restraint may be needed** if buses are going to lead the change in culture advocated by Government towards use of cars and public transport. This is not something Hampshire County Council can lead alone as it needs a coordinated approach from central Government, but the authority is committed to **working positively with Government in this area of policy**.

4.3 – A Level of Government funding commensurate with our level of ambition is required to deliver a better Hampshire bus network

Hampshire County Council and local bus operators are ready and willing to deliver the wide-ranging ambitious plans set out within this Hampshire EP Plan. The delivery plans outlined above fully address the ten DfT ambitions set out in their BSIP guidance.

The County Council and our local bus operator partners are fully committed to delivering and meeting the challenge set by Government.

However, to achieve everything sets out here will require significant levels of investment, we will only be able meet the aspirations set out here if sufficient funding is made available by Government to the local authority and our partners.

The **ambition above and associated targets have been developed, assuming that everything in this EP Plan is funded**. If the necessary funding is not made available then the HCC will amend our approach and targets, to be proportionate to the funding that is made available.

4.4. Process followed to identify priority locations for new bus infrastructure

To deliver this level of ambition, we have been working with operators and other key stakeholders to identify the key interventions that are likely to be needed to reduce bus journey times and improve reliability.

Appendix 1 sets out HCC's priorities for both **bus infrastructure investment** (following a review of locations proposed by bus operators where bus services are currently experiencing regular delays due to queuing traffic and congestion), **other capital investment** (safety and security, ticketing and bus stop infrastructure measures), and **revenue measures**.

HCC undertook a sifting and prioritisation process from a 'long list' of bus infrastructure proposals that was published in the Hampshire BSIP, which bus operators put forward, which took the form of a feasibility assessment. This considered a range of factors such as any physical highway space constraints, the number of buses using the route, deliverability (assessing whether infrastructure schemes could be delivered either by Mar 2025 or post April 2025), whether HCC has undertaken feasibility work already (such as for TCF or as part of Basingstoke & Winchester Transport Strategies), expected contribution towards achieving BSIP targets and whether the facility or measure is in line with emerging LTP4 priorities.

The capital measures along with revenue measures (including fares support, bus service support marketing and LTA costs) and policy measures (such as measures to improve the management and use of kerbside space, loading/ unloading and changes to the cost of car parking) were prioritised and an outline funding ask for Hampshire was submitted to the Government separately from the published Hampshire BSIP.

The lists of prioritised proposed capital and revenue interventions in Appendix 1 will be regularly reviewed by the EP Forum and will be further developed and subject to engagement with stakeholders as part of the EP as funding certainty improves.

Section 5 – Reporting

HCC will publish a report every six months to show progress made against the targets set out in Table 8. As most targets have monitoring dates of either March or September of each year, to allow sufficient time for the collation, analysis of the data, and the writing up of Hampshire EP Plan and Scheme monitoring reports, the intention is that the progress reports to be published by the end of May and November of each year.

The reports will be published on the HCC website under the “National Bus Strategy” heading at this url:

<https://www.hants.gov.uk/transport/publictransport>



Section 6 – Overview table

Table 10 below summarises the key outputs of the EP Plan and how it meets requirements set out in the Bus Back Better Strategy.

The purpose of this section is to give readers, including bus passengers, stakeholders and the Department for Transport, an overview of the commitments in the EP Plan which HCC and operators, in conjunction with neighbouring LTAs and District and Borough Councils will work towards to improve local bus services.

Table 10: Summary table of key EP Plan outputs

Name of Local Transport authority:	Hampshire County Council
Franchising or Enhanced Partnership (or both):	Enhanced Partnership
Date of publication of Hampshire BSIP (which subsequently became the EP Plan):	31 October 2021
Date of next annual update:	31 October 2022
URL of published BSIP and EP Plan:	https://www.hants.gov.uk/transport/publictransport

Metric	Average recorded for 2018/19	Average recorded for 2019/20	EP Plan Target for by end March 2025	Description of how each will be measured
Journey time	Figure being calculated	Figure being calculated	4% reduction	From monitoring of journey times on a sample of 34 representative bus routes (listed in Table 8). 4% reduction in average bus journey times by March 2025 and a 9% reduction by March 2030.
Reliability (bus punctuality)	80% (on all routes)	tbc	87% of services (in Table 8) on time	From monitoring of journey time reliability on a sample of 34 representative bus routes (listed in Table 8). 87% of services running on time by March 2025 then achieve 92% on time by March 2030.
Passenger Numbers	31.1	28.9	5% growth (over period Apr 2023-Mar 2025 from 2022/23 baseline)	Operator data on passenger boardings will be collated to produce monthly totals. These will be averaged to provide a 12 monthly average figure. Seeking to recover passenger numbers to pre-Covid-19 levels by March 2023 (from 80% in April 2022 to 100% by March 2023), then achieve overall 5% growth between April 2023 and March 2025. Will then look to achieve a further 10% growth in bus passenger numbers between April 2025-March 2030.
Average passenger satisfaction	88%	89%	94%	Annual surveys will be commissioned to measure customer satisfaction of a sample of bus passengers regarding different aspects of their bus journey.

Delivery – Does your EP Plan detail policies to:	Yes/No	Explanation (max 50 words)
Make improvements to bus services and planning		
<i>More frequent and reliable services</i>		
Review service frequency	Yes	We will work closely with bus operators to seek to reduce their Peak Vehicle Requirement on bus corridors through bus priority measures. The buses that are freed up will be redeployed to improve frequencies on those routes that have the strongest prospects to achieve passenger growth.

Delivery – Does your EP Plan detail policies to:	Yes/No	Explanation (max 50 words)
Increase bus priority measures	Yes	We are sifting and prioritising the proposals for bus priority provided by bus operators set out in Appendix 1. We will then develop a programme of investment in those measures that perform strongest. Alongside bus lanes, will include restrictions on on-street parking where this delays buses. Both bus lanes and TROs will be actively enforced.
Increase demand responsive services	Yes	We will explore and trial innovative solutions to meeting the transport needs of areas of Hampshire that it is not cost-effective to serve via conventional bus services.
Consideration of bus rapid transport networks	Yes	We will use BBB funding to expand on the TCF funded BRT and 'Rapid Bus' corridor improvements that are now being delivered in the Southampton and Portsmouth/South East Hampshire areas, and begin delivery of a mass rapid transit network for a number of main bus corridors in Basingstoke.
<i>Improvements to planning/ integration with other modes</i>		
Integrate services with other modes	Yes	Bus/rail and bus/ferry integration is already good. We will continue to invest in real time information and waiting areas to improve the offer and operators will ensure that waiting times for connections are minimised where possible.
Simplify services	Yes	Operators will work together to ensure maps and publicity show all services within a local bus travel area, including those of competitors. Where possible, timetable changes will be undertaken during the same months of the year.
Review socially necessary services	Yes	Operators need support as passenger numbers recover, and to address short-term inflationary pressures. Socially necessary services will provide good value for money whilst providing access to key services. Additional funding secured for service improvements will be carefully prioritised so as to share risk and enable services to become commercially viable.
Invest in superbuses networks	Yes	HCC will invest to improve the quality of bus stops to offer an attractive waiting environment and expand provision of at-stop real time information, building on TCF investment underway.
<i>Improvements to fares and ticketing</i>		
Lower fares	Yes	Operators' existing range of products represents good value for money for regular bus users. Investment in 'Tap-on tap off' will help ensure that customers making multiple bus journeys do not pay more than the cap. Consistency in child fares and new Young Persons discounted fares are being pursued.
Simplify fares	Yes	'Tap-on tap off' will help make paying for bus travel simpler and easier for customers.
Integrate ticketing between operators and other public transport modes	Yes	New Solent Go smartcard multi-operator tickets being developed that cover South Hampshire will better meet travel needs of bus passengers making cross-boundary journeys and saving part-time workers money.
Make improvements to the bus passenger experience		
<i>Higher spec buses</i>		
Invest in improved bus specifications	Yes	In recent years, bus operators have invested heavily in their bus fleets (new buses, on-board wi-fi and next stop audio visual announcements), which will continue.
Invest in accessible and inclusive bus services	Yes	In recent years, bus operators have invested heavily in their bus fleets. All are step free, and most of which can kneel to aid boarding and the newest vehicles have ramps. A significant proportion of bus stops have raised easy access cassette kerbs, and more will be rolled out.

Delivery – Does your EP Plan detail policies to:	Yes/No	Explanation (max 50 words)
Protect personal safety of bus passengers	Yes	The vast majority of buses have on-board CCTV. HCC will work with local councils to invest in improvements to walking routes to and from bus stops and ensure that street lighting is well-maintained.
Improve buses for tourists	Yes	Bus operators see seasonal tourist services as an important growth market. They will continue to invest in marketing these services to support car-free sustainable tourism.
Invest in decarbonisation	Yes	We will work hard to de-carbonise local bus services as quickly as possible, seeking funding through ZEBRA bids to facilitate this.
Improvements to passenger engagement		
Passenger charter	Yes	A Hampshire bus Passenger Charter will be developed by September 2022, setting out clear provisions on punctuality, vehicle cleanliness, proportion of services operated, information and redress.
Strengthen network identify	Yes	We will deliver joint-marketing initiatives that promote travel by bus on all Hampshire bus operators' services.
Improve bus information	Yes	We will ensure that online, app and at stop information is up-to-date and is clear and easy to understand.
Other – Better land use planning and pricing of car parking		
Bus friendly design of new developments	Yes	We will encourage Local Planning Authorities to locate sites for development in places that are easy to extend existing frequent bus services and ensure that internal layouts enable easy access by bus.
Cost of car parking	Yes	Work with Districts and Boroughs to seek to ensure that the cost of long-stay and medium stay car parking in town centres is higher than the cost of bus travel.

Appendix 1: Prioritised Facilities and Measures that HCC and operators would like to deliver as part of the Hampshire EP

For both prioritised lists below, the number of schemes (both facilities and measures) that will be progressed and the timing of delivery will be dependent on the amount of NBS funding secured.

List of prioritised bus priority infrastructure capital facilities

A long list of potential bus priority facilities was assembled from discussions with bus operators. This shortlist has been arrived at following a sifting and prioritisation process to identify those bus priority facilities that would deliver the greatest benefits – *NB. these are listed in priority order*

Priority	Scheme Title	Local Bus Market Area
1	Basingstoke MRT Eastrop Roundabout – priority measures at Bus Station exit	Basingstoke
2	Basingstoke MRT New Street southbound contraflow bus lane	Basingstoke
3	Farnborough N-S Bus Priority Corridor	Blackwater Valley
4	Basingstoke MRT B3400 Corridor Phase 1 - West Ham to Worting Road roundabouts bus lanes	Basingstoke
5	Havant Town Centre to A3(M)/A27 Bus Priority Corridor	Portsmouth & SE Hants TTWA
6	Basingstoke MRT A30 SW Corridor Phase 1 - Brighton Hill Roundabout to Winchester Road Roundabout	Basingstoke
7	B3330 Chesil St Bus gate Winchester	Winchester
8	Basingstoke MRT - B3400 and A30 SW Corridors Phase 2	Basingstoke
9	Fareham Bus Interchange improvements	Portsmouth & SE Hants TTWA
10	Gosport Bus Priority Corridor	Portsmouth & SE Hants TTWA
11	Winchester City Centre Bus Priority	Winchester
12	Basingstoke MRT A33 Corridor	Basingstoke
13	Bus priority Purbrook Way to Crookhorn rdbt, Purbrook	Portsmouth & SE Hants TTWA
14	A27 Bus Priority Improvements Portchester	Portsmouth & SE Hants TTWA
15	Basingstoke MRT A340 Corridor	Basingstoke
16	Chandlers Ford-Otterbourne Bus Priority Corridor	Southampton TTWA
17	Andover Eastern Bus Priority corridor	Andover

List of other prioritised capital facilities/ measures and revenue measures

Priority	Theme	Title of Initiative	Capital/ Revenue/ Both	Description
1	Inclusion and Safety	Bus safety and inclusion	Both	Mapping tool for improving safety (especially for women) and inclusivity on PT services and infrastructure e.g. Commonplace or similar. Roll out of CCTV onboard vehicles
2	Ticketing reform	Tap on Tap off (TOTO)	Both	Back office and reader costs
3	Bus Service Support	Additional support for bus services	Revenue	Pump priming for commercial viability
4	Fares support	Unified child fare	Revenue	Having a single age (up to 16yrs) for child fare eligibility across Hampshire
		Young persons discount fare scheme	Revenue	Provision of a Hampshire wide discount for 16-21yr olds
5	Other infrastructure	Bus Priority at Traffic Signals	Capital	Priority along non TCF travel to work junctions
		Bus stop infrastructure	Both	Improvements to accessibility and information provision, and signage (non-TCF or previous QBP areas)
		Real Time Passenger Information	Both	Additional RTPI battery flag displays on key corridors.
		Outstanding contactless ticket machines	Capital	To purchase remaining machines to complete Xelabus fleet to support their growth in vehicles
6	EP delivery: LTA costs	Staff resource and capacity	Revenue	EP Project Management / ongoing scheme development / comms / data collection & analysis / rural initiative resource

7	Marketing	Joint cross operator marketing initiative	Revenue	To launch a consistent ongoing Hampshire Bus marketing campaign which would encompass all the schemes within BSIP
8	Rural Transport	DRT and first mile / last mile pilots	Both	Establish Challenge Fund to trial wide variety of First mile / last mile and DRT schemes of differing scales utilising taxi, CT and bus

Zero Emission Buses

We have not prioritised proposals for zero-emission bus investment as this would be subject to bidding for funding from the DfT's Zero Emissions Bus Regional Area (ZEBRA) funding stream, which is awarded by a competitive bidding process. Two of the larger operators are at the time of writing part of ZEBRA bids (business cases being prepared), high level costings for further depot infrastructure for electric bus operation have been prepared and will be used in further future bids for ZEBRA funding.

Priority	Theme	Title of Initiative	Capital/ Revenue/ Both	Description
n/a	Zero Carbon Electric Buses	Electric Vehicle & Depot Infrastructure	Capital – from ZEBRA fund	Conversion to EV depots & operation Local Bus Conversion of CT minibuses to EV