



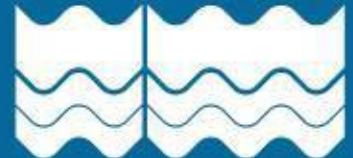
TRANSPORT HUB

CRAIG LAMBERTON

TEAM MANAGER

PASSENGER TRANSPORT TEAM

East Sussex
County Council



EAST SUSSEX COUNTY COUNCIL



BUS SERVICE IMPROVEMENT PLAN

WHAT IS A BSIP?

- East Sussex County Council and other councils had to draw up a plan and bid for national funding in 2021
- ESCC bid was successful, but!
- We asked for: **£99,195,500**
- We got: **£41,415,025**
 - 80% of our capital ask and 35% of our revenue ask
- Funding was to be until March 2025, money can now be used until March 2026 on bus service improvements
- Costs have risen (fuel, wages, parts) since 2021

MISSION

ENSURE THAT EAST SUSSEX RESIDENTS AND VISITORS ENJOY THE HIGHEST POSSIBLE QUALITY BUS SERVICES

- that are **frequent**; with a
- **comprehensive choice**

That help to **reduce congestion** and make a positive contribution to

better air quality and **decarbonisation**



AIMS

■ Enhance the Bus Network

Significant improvements in bus provision across the county;

- Frequency improvements
- Evening services
- Weekend services

■ Bus Priority

More bus priority schemes designed to

- **Improve punctuality** and
- **reduce journey times;**



AIMS

■ Fares & Ticketing

- Reduced fares for all with a focus on rural journeys
- **Simplify fares and ticketing**

• Rural Services

- A **step change** in terms of **improved services** for **rural areas** with a particular emphasis on **flexible / demand responsive** service provision



BSIP ALLOCATION OVERVIEW

- East Sussex County Council's BSIP allocation is **£41,415,025**
 - **£22,315,000** capital / **£19,100,025** revenue
- 2.5 year allocation to March 2025*¹
- We have received an allocation of just over half of what we asked in our BSIP submission
 - 80% of our capital ask and 35% of our revenue ask

*¹ We have had confirmation from the DfT that our bus network improvement funding can be used for an extended period of 1 year to March 2026



BSIP ALLOCATION – APPORTIONMENT

Bus Priority	£20,000,000
Bus Service Improvements	£13,000,000
Fares	£5,500,000
Other Infrastructure	£2,000,000
EP delivery	£500,000
Enforcement	£215,000
Marketing & Promotion	£200,000
Total	£41,415,000



BUS PRIORITY

Bus Priority - £20m

£20 million to Bus Priority (BP) which is:

- just under half of our overall allocation (48%) and 90% of our capital allocation
- £18.5m Physical Bus Priority
- £1.5m Traffic Light Priority at 33 junctions



BUS SERVICE IMPROVEMENTS

Bus Service Support - £13m

£13 million on bus service improvements

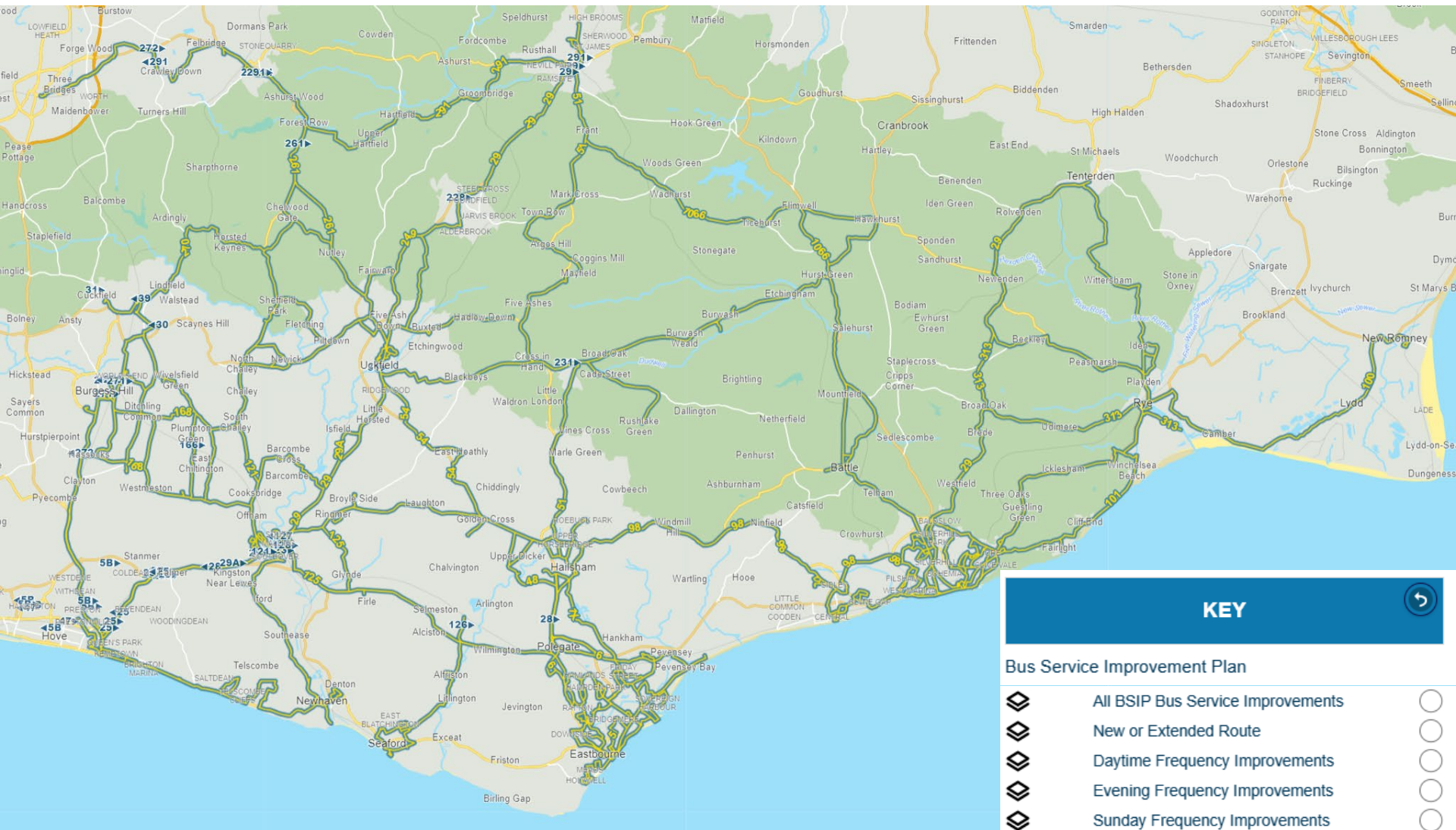
1. £10.5m conventional

- Conventional enhancements being
 - increased frequencies
 - extended operation into the evenings
 - more weekend services

2. £2.5m Digital Demand Responsive Transport (DDRT) provision

CONVENTIONAL BUS SERVICE IMPROVEMENTS

[East Sussex Bus Map \(cartogold.co.uk\)](http://cartogold.co.uk)



£2.5M DDRT

£2.5m Digital Demand Responsive Transport (DDRT) provision

Linking passengers to towns to access services or the wider public transport network.



flexibus

A flexible, on-demand service for the price of a standard bus

Download on the App Store | GET IT ON Google Play

Powered by **pingo** | Funded by HM Government | MORE BUS LESS FUSS | East Sussex County Council

Monday to Saturday (excl Bank Holidays)

7am-7pm

Flexibus services started on 9 May 2023 with 5 zones - with all 10 zones operational by the end of May

DDRT – 'FLEXIBUS'

Book via the app:
Call 01273 078 203

[Flexibus \(arcgis.com\)](http://arcgis.com)

→pingo



eastsussex.gov.uk

flexibus



**A flexible, on-demand
transport service, for
the price of a standard bus**

Book your ride with the app:
eastsussex.gov.uk/ESCCFlexiBus

Book your ride by phone:
01273 078203



Powered by



Funded by



MORE BUS LESS FUSS

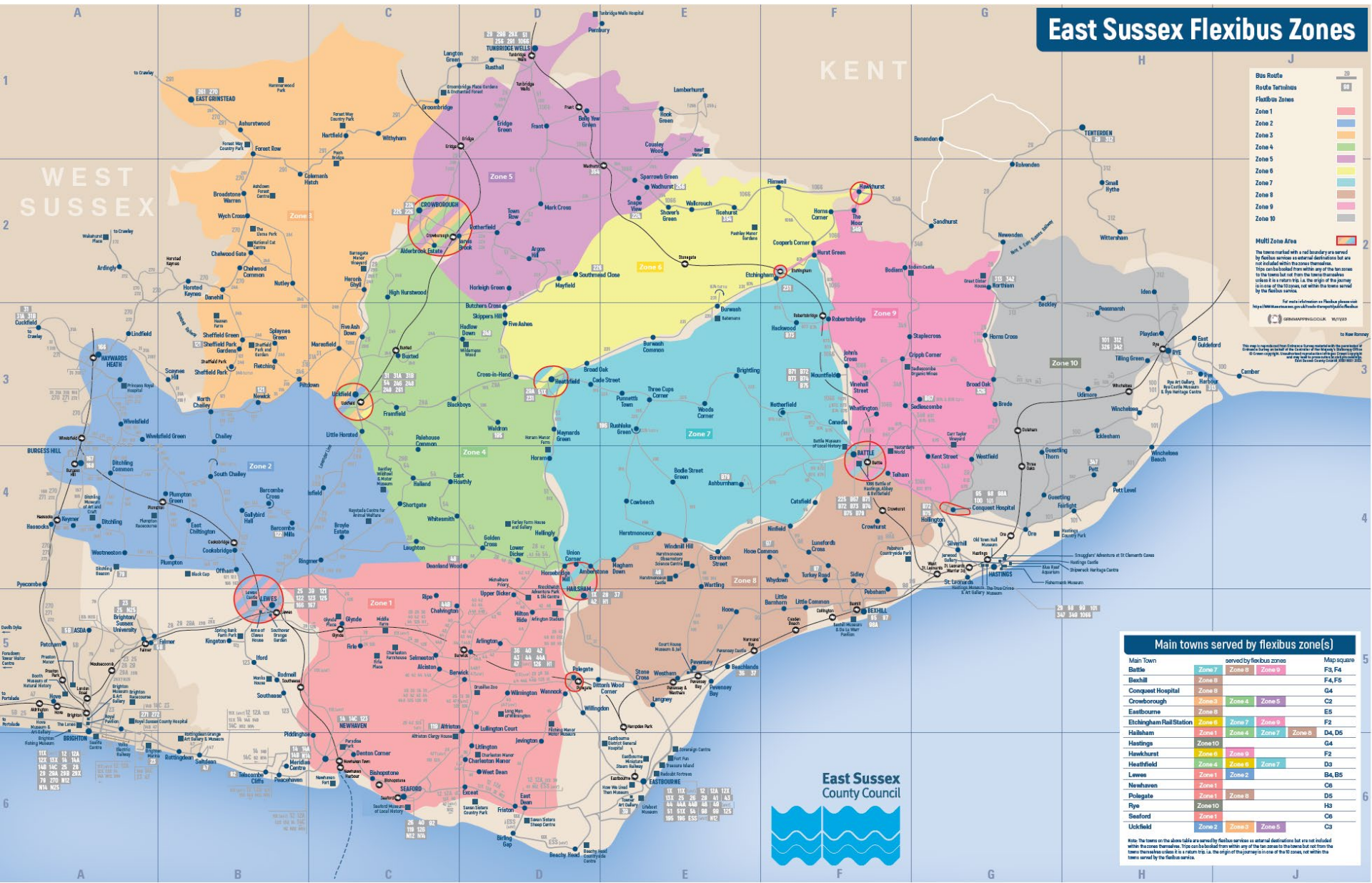


East Sussex
County Council



FLEXIBUS MAP

East Sussex Flexibus Zones Map



East Sussex Flexibus Zones

Bus Route
Route Terminus

Flexibus Zones

- Zone 1
- Zone 2
- Zone 3
- Zone 4
- Zone 5
- Zone 6
- Zone 7
- Zone 8
- Zone 9
- Zone 10

Multi Zone Area

The towns marked with a red boundary are served by flexibus services as external destinations but are not included within the zone themselves. Trips can be booked from within any of the bus zones to the towns but not from the towns themselves unless it is a return trip. i.e. the origin of the journey is in one of the bus zones, and within the zone served by the flexibus service.

For more information on flexibus please visit <http://www.eastsussex.gov.uk>

© EASTSUSSEX.COUNCIL 2015/16

Main Town	served by flexibus zones	Map square
Battle	Zone 7	F4, F5
Bexhill	Zone 8	F4, F5
Conquest Hospital	Zone 8	G4
Crowborough	Zone 2	C2
Eastbourne	Zone 6	E5
Elchingham Rail Station	Zone 6	F2
Halham	Zone 1	D4, D5
Hastings	Zone 10	G4
Hawkhurst	Zone 6	F2
Headfield	Zone 4	D3
Lewes	Zone 1	B4, B5
Newhaven	Zone 1	C6
Polgate	Zone 1	D5
Rye	Zone 10	H3
Seaford	Zone 1	C3
Uckfield	Zone 2	C6

Note: The towns on the above table are served by flexibus services as external destinations but are not included within the flexibus zones themselves. Trips can be booked from within any of the bus zones to the towns but not from the towns themselves unless it is a return trip. i.e. the origin of the journey is in one of the bus zones, and within the zone served by the flexibus service.





FLEXIBUS DATA

PASSENGERS & MILEAGE

8127

Total Passengers
Carried

945

Shared Trips

131

Wheelchair
Passengers

Vehicle Miles with Passengers

June

4,709

July

6,455

August

8,786

September

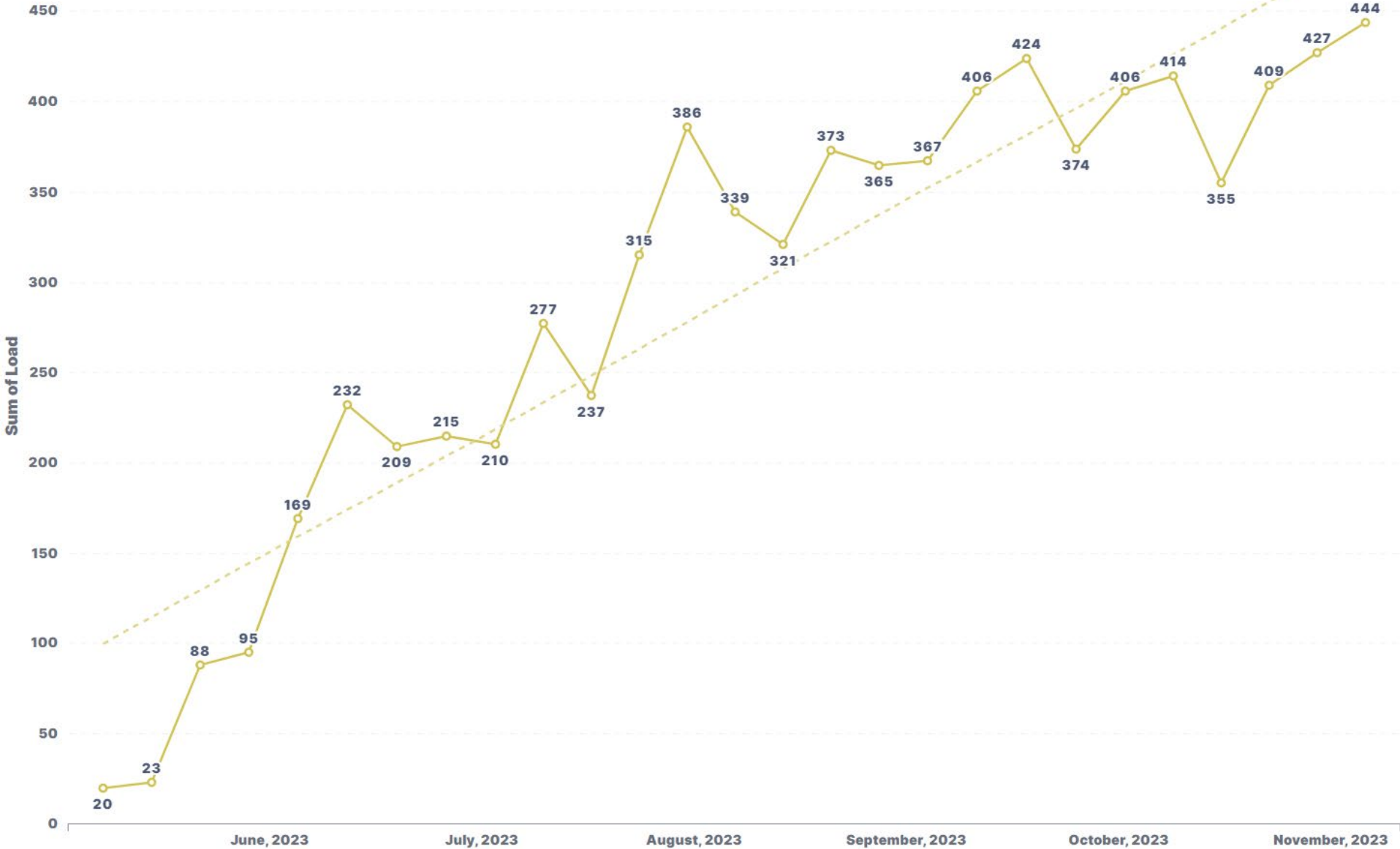
9,095

October

9,463

FLEXIBUS DATA

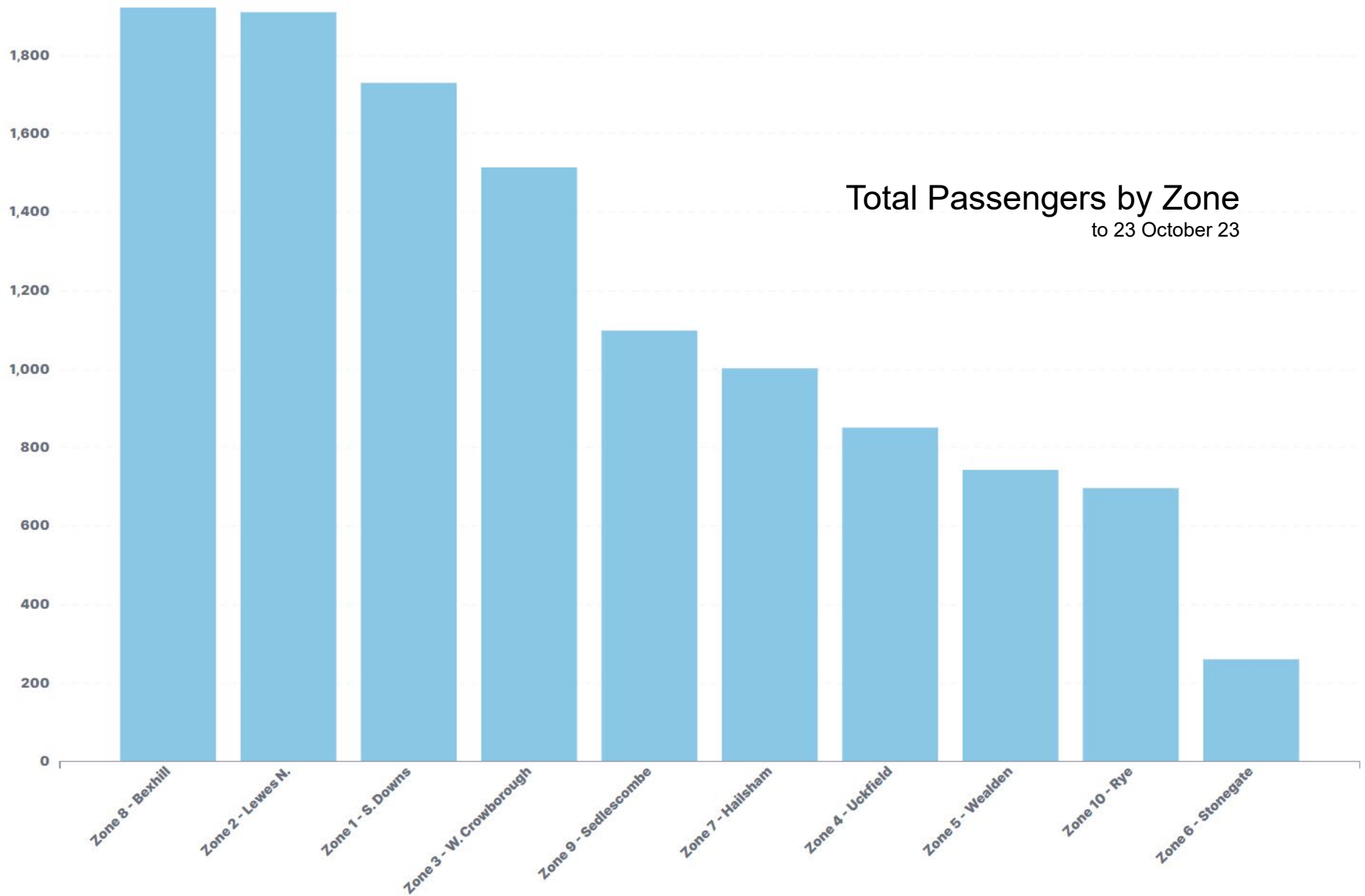
PASSENGERS PER WEEK





FLEXIBUS DATA

PASSENGERS PER ZONE



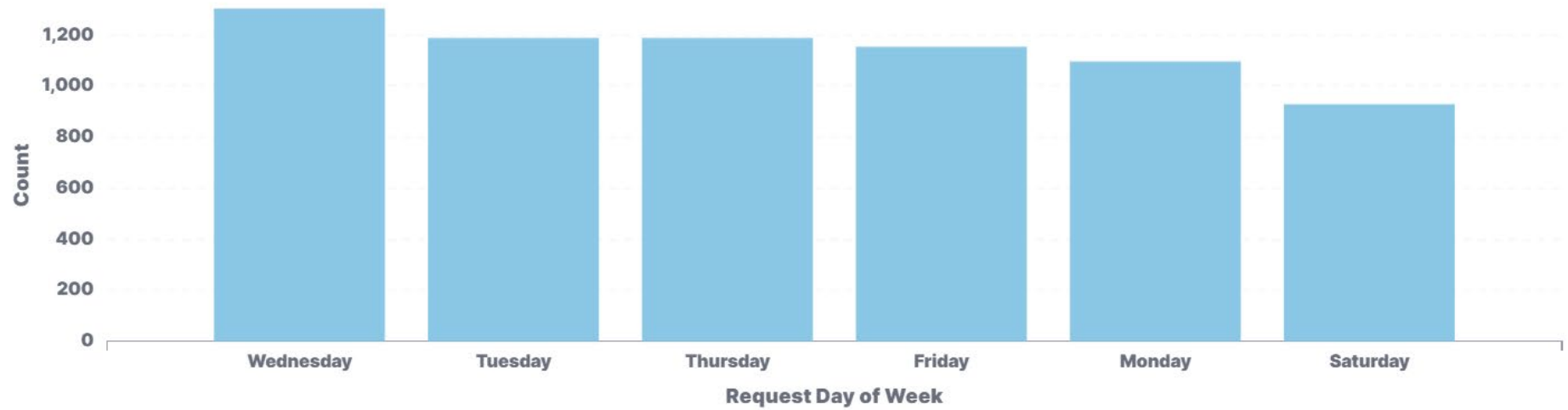
FLEXIBUS

PASSENGERS BY DAY AND TIME OF DAY

Completed Trips Requested Time by Hour



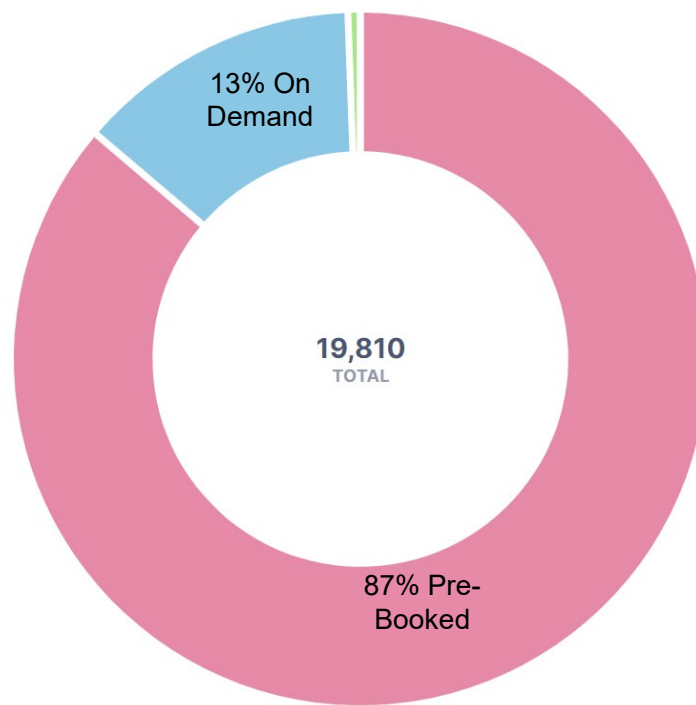
Completed Trips by Day



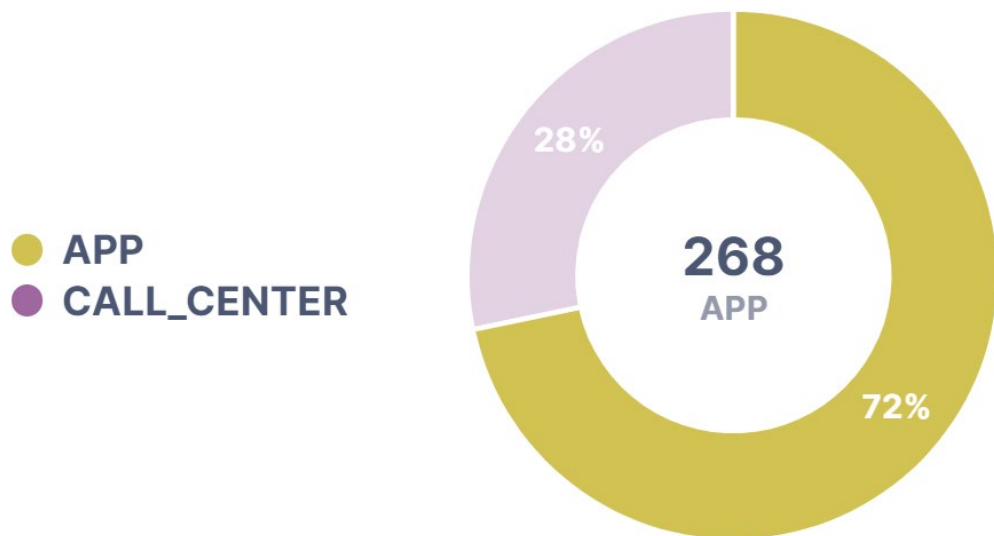
FLEXIBUS SIGNS UPS – BOOKING TYPE



On Demand / Pre-Booked



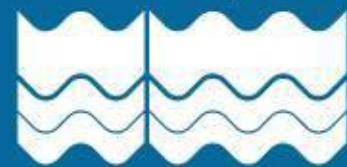
Call Centre vs App Bookings Last Week





FARE REDUCTIONS

East Sussex
County Council





FARE REDUCTIONS

Fares Support - £5.5m

£6m to fares support (reducing bus ticket prices) which can be broken down into two distinct schemes and the infrastructure required to deliver our BSIP ticketing proposals

1. £2.7m - Young Persons fare reduction
2. £2.7m - General Fare Reduction
3. £0.1m – Infrastructure*¹: technology and back office (mobile app smart ticketing and sophisticated and accurate fare reimbursement)

GENERAL FARE REDUCTIONS

1. Multi Operator Day Ticket - £5

2. Operators East Sussex Network Day tickets

Carnets of 5 and 10 available

B&H Buses App

The screenshot shows the 'My basket' screen in the B&H Buses App. At the top, it says 'My basket' with a back arrow. The main item is 'East Sussex DayRider'. Below the title, it says 'Please check the 'Terms & conditions' to check the ticket is valid for your journey' and 'Travel time from 00:00 until 04:00 next day.' There is a note: 'You need an internet connection to activate this ticket.' Below that is a link for 'Terms & conditions' with a trash icon. The price is 'Adult £5.00' with a quantity selector set to '1'. A note at the bottom says: 'If you feel like disappearing or know someone who has gone missing find Missing People for support. Call the free helpline on 116 000 which is confidential and non-judgemental.' At the bottom left, it says 'Mobile ticket' and at the bottom right, '£5.00'. At the very bottom, it says 'Discount codes can be applied at checkout' and 'Total of 1 item £5.00'. A green button at the bottom says 'Proceed to secure checkout' with a right arrow.

Stagecoach App

The screenshot shows the 'Mobile tickets' screen in the Stagecoach App. At the top, it says 'Mobile tickets' with a back arrow. The main item is 'Adult East Sussex Day Ticket'. Below the title, there are three bullet points: 'East Sussex Day Ticket', '1 x Adult', and 'Valid until end of service (04:30) on the day of activation'. A note says: 'A day's travel on Brighton & Hove Buses or Metrobus where each trip starts or finishes in East Sussex. First journey must start in East Sussex.' The price is '£5.00' and there is a yellow 'BUY NOW' button. At the bottom, it says 'Looking for a different ticket?' and a yellow button says 'LET US KNOW'.



YOUNG PERSONS FARE REDUCTION

1. Free & Flat Fares tickets < 19

i. **Accompanied** – free travel at all times (up to 4 people)

ii. **Unaccompanied** – £1 flat fare for off peak*¹ travel

2. 16 to 18 at the same fare as under 16

(based on operator's existing under 16 discount)

launched at the beginning of August

3. 19 to 29 years - 25% off adult day ticket price

*¹ after 6pm on school days and at all times on non school days (school holidays and weekends)

FARE REDUCTIONS FOR YOUNG PEOPLE

PROVING YOUR AGE

East Sussex Age Verification App



3i-D Card





OTHER INFRASTRUCTURE

£2m proposals for other infrastructure which encompasses Real Time Information, Mobility Hubs, Key Interchanges & Bus Stop Improvements:

- **Real Time Information (RTI) - £625,000**

to be installed throughout the county with a focus on key corridors

- **Key Interchanges - £625,000**

- **Bus Stop Improvements - £390,000**

funding will be focused on improvements that deliver the best value for money

- **Mobility Hubs - £300,000**

- **QR Codes - £60,000**

QR Codes at all stops in East Sussex providing real time information on smart devices

BUS STOP IMPROVEMENTS

KEY INTERCHANGES

Green Roof – Smart Lighting – Integrated Travel Information – In shelter RTI

3. Smart Lighting

Low level when the shelter is unoccupied
High level when the shelter is occupied
3 x separate light circuits to ensure that some lights are always operational even if one of the light circuits has a fault

6. Consistent graphic branding for Superstops which can be used on printed material/electronic information.
Coordinated and clear approach

1. Green Roof

2. Superhub green roof gutter with integrated drainage

12. Superstop/Rapid corridor branding colour. Used to reinforce message/story.

4. Tech channel
Lighting, cable runs, batteries, WIFI, 3rd party electronic devices

11. "Bench" type seating with handles & built in wireless charging

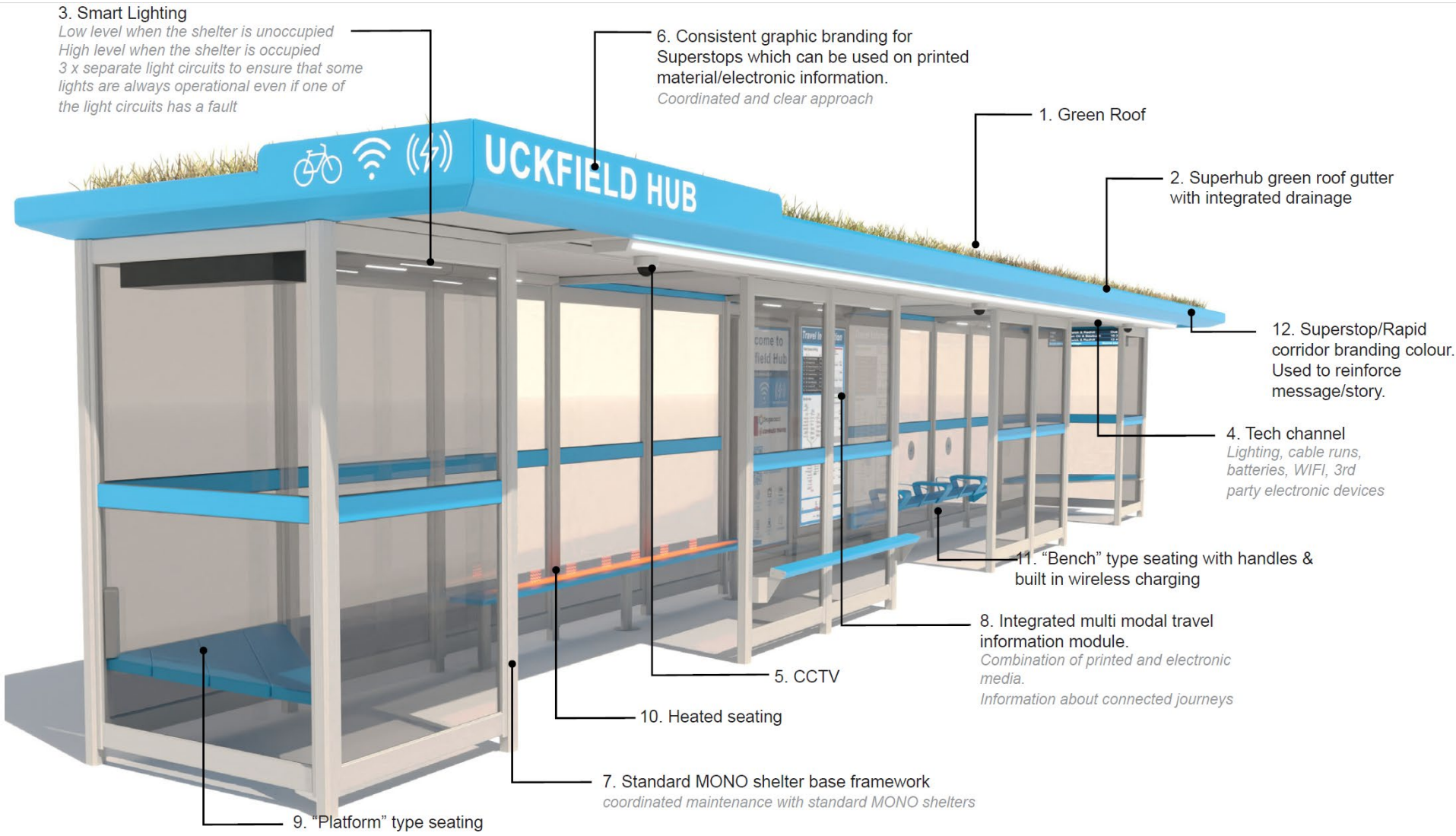
8. Integrated multi modal travel information module.
*Combination of printed and electronic media.
Information about connected journeys*

5. CCTV

10. Heated seating

7. Standard MONO shelter base framework
coordinated maintenance with standard MONO shelters

9. "Platform" type seating



BUS STOP IMPROVEMENTS

KEY INTERCHANGES

High quality lighting and CCTV



BUS STOP IMPROVEMENTS

MOBILITY HUB





OTHER BSIP SCHEMES

£910k proposals for other BSIP schemes which encompasses EP & BSIP Delivery, Enforcement and Marketing & Promotion.

£600,000 on delivery of the BSIP and EP

- ESCC Staff – new ‘Bus Team’ - £500,000
- Consultancy support - £100,000

£215,000 on enforcement

- ANPR - £135,000 – covering all current & future bus lanes
- Staff - £80,000 – 1 full time member of staff employed as a civil parking enforcement officer targeting parking infringements on bus routes and at bus stops

£100,000 on marketing and promotion

MARKETING & PROMOTION

'MORE BUS LESS FUSS'



**MORE
BUS
LESS
FUSS**

Funded by:

Department
for Transport


East Sussex
County Council



**MORE
BUS
LESS
FUSS**

Funded by:

Department
for Transport


East Sussex
County Council



**MORE
BUS
LESS
FUSS**

Funded by:

Department
for Transport


East Sussex
County Council



**MORE
BUS
LESS
FUSS**

Funded by:

Department
for Transport


East Sussex
County Council

MARKETING & PROMOTION FARES

MORE **BUS** LESS **FUSS**



Funded by
HM Government



no more **asking
mum** for a lift...

£1 for a
single
fare

for under 19s
on the buses

Single fares after 6pm on school days and
anytime on non-school days in East Sussex
eastsussex.gov.uk/BusFares



Version 1, March 22/23 120

MORE **BUS** LESS **FUSS**



Funded by
HM Government



a **day ticket** that can
be used on **all buses**...

for **£5**

19 to 29s pay £3.75
Under 19s pay £3.20

Visit our website for more information about
participating operators and eligibility criteria
eastsussex.gov.uk/BusFares



Version 1, March 22/23 120

MORE **BUS** LESS **FUSS**



Funded by
HM Government



family day out?
skip the car costs...

under 19s go
free

with an adult
on the buses

Visit our website for more information about
participating operators and eligibility criteria
eastsussex.gov.uk/BusFares



Version 1, March 22/23 120

MARKETING & PROMOTION CONCESSIONARY

MORE **BUS** LESS **FUSS**



She's got a
ticket to ride...
for free



Aged 66 or over?
Get your **free** bus pass now

Visit our website for more information
about concessionary bus fares

eastsussex.gov.uk/BusPasses



MORE **BUS** LESS **FUSS**



He's got a
ticket to ride...
for free



Aged 66 or over?
Get your **free** bus pass now

Visit our website for more information
about concessionary bus fares

eastsussex.gov.uk/BusPasses



MORE **BUS** LESS **FUSS**



They've got a
ticket to ride...
for free



Aged 66 or over?
Get your **free** bus pass now

Visit our website for more information
about concessionary bus fares

eastsussex.gov.uk/BusPasses



MARKETING & PROMOTION

ESCC, Facebook, Instagram & TikTok

[Linktr.ee/morebuslessfuss](https://linktr.ee/morebuslessfuss)

[Facebook.com/morebuslessfuss](https://facebook.com/morebuslessfuss)

www.instagram.com/morebuslessfuss/

[Marketing & Promotion Materials |
East Sussex County Council](#)

www.tiktok.com/@morebuslessfuss



BSIP KEY TARGETS

Delivering:

- **Passenger Growth**
- Journey time reductions
- Punctuality improvements
- Reliability improvements
- Improved Passenger Satisfaction

Note: These are the original BSIP targets (October 2021) and need to be amended to reflect the funding we have received compared to what was requested

Key Target Area	Target Date						Description
	18 / 19	19 / 20	20 / 21	21 / 22	22 / 23	24 / 25	
Journey time		Base		-2%	-3%	-5%	An overall journey time reduction on key journeys – based in timetabled journey times
Punctuality		74%	79%		85%	95%	To implement bus priority measures and timetable improvements that will improve reliability and achieve a minimum of 95% punctuality
Reliability		99.0%		98.0%	99.3%	99.5%	To reduce the number of lost miles / scheduled bus miles that are not operated
Passenger numbers		Base		To Pre Covid Levels	5%	15%	To considerably improve bus services, fares and ticketing and passenger information to achieve a step change in passenger numbers
Average passenger satisfaction	91%			92%	93%	95%	To considerably improve bus services, fares and ticketing and passenger information to achieve a step change in passenger satisfaction

BSIP KEY OUTCOMES

X km of additional bus miles per day / per year

DDRT provision across rural areas of East Sussex

Providing flexible public transport in rural areas

Delivering

Improved accessibility to town centres and other services (employment, education health, retail)

Resulting in

Social and Economic Benefits = Y



CO₂ Reduction – Z Tonnes per Year



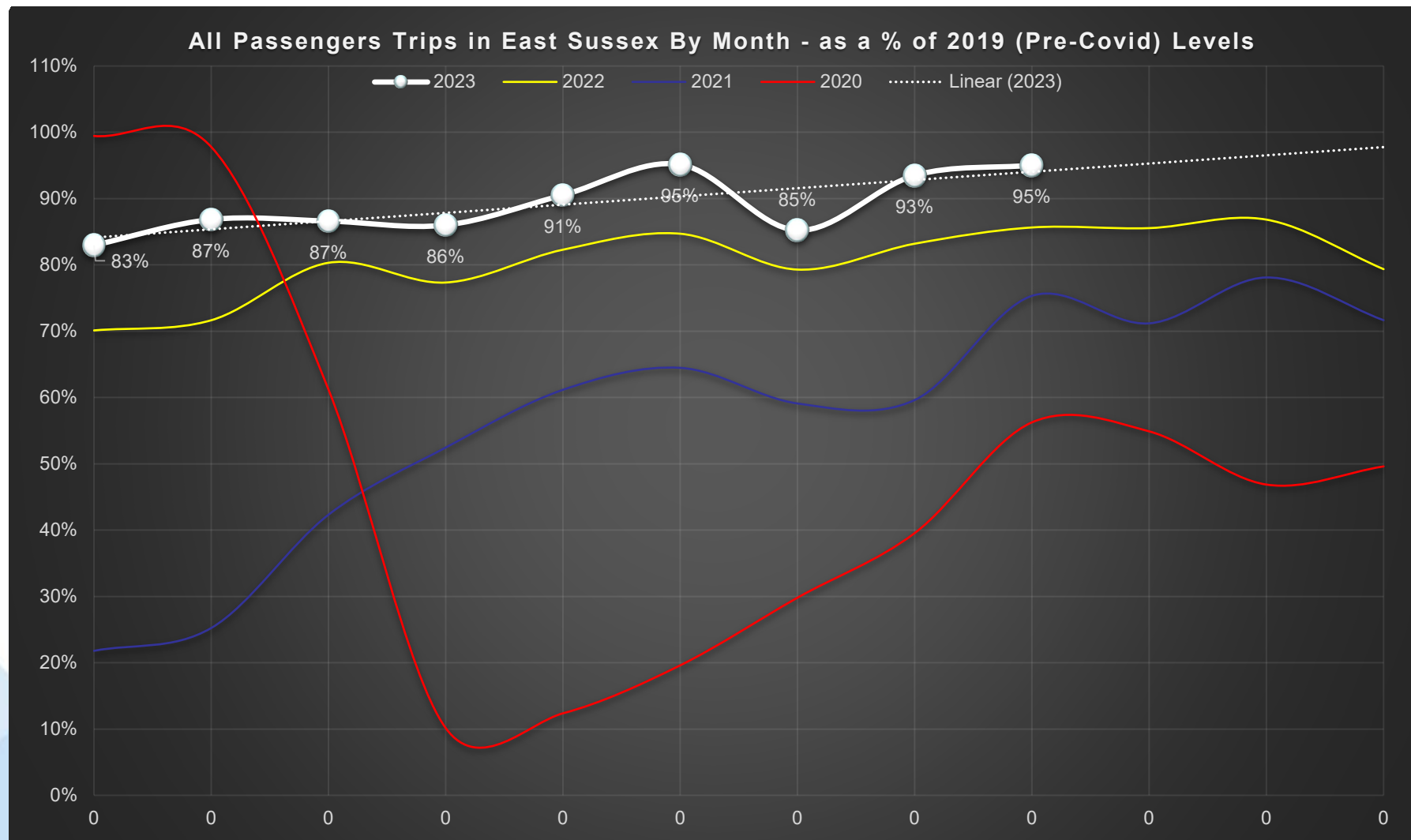


PASSENGER DATA

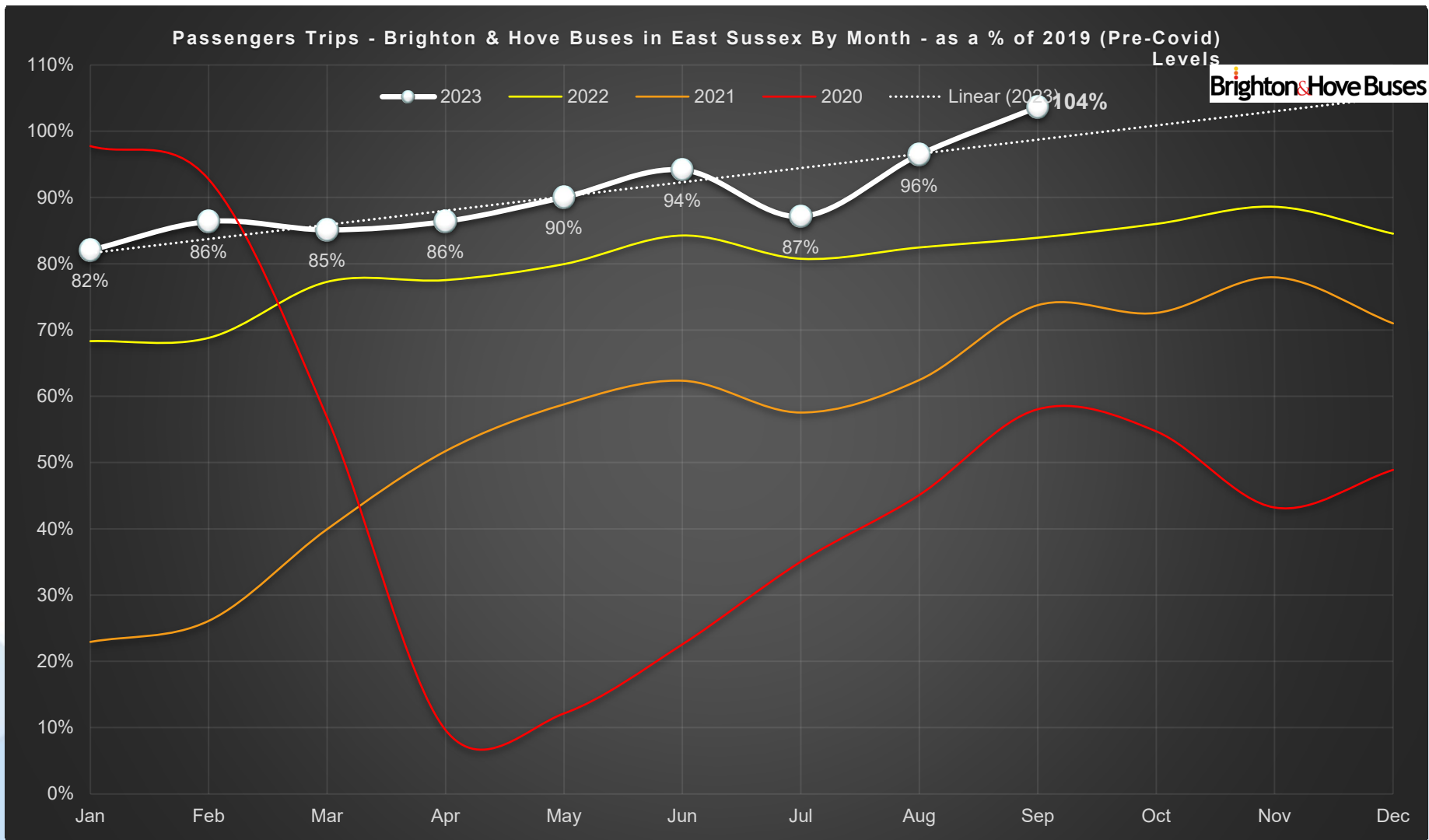
East Sussex
County Council



PASSENGERS TRIPS IN EAST SUSSEX

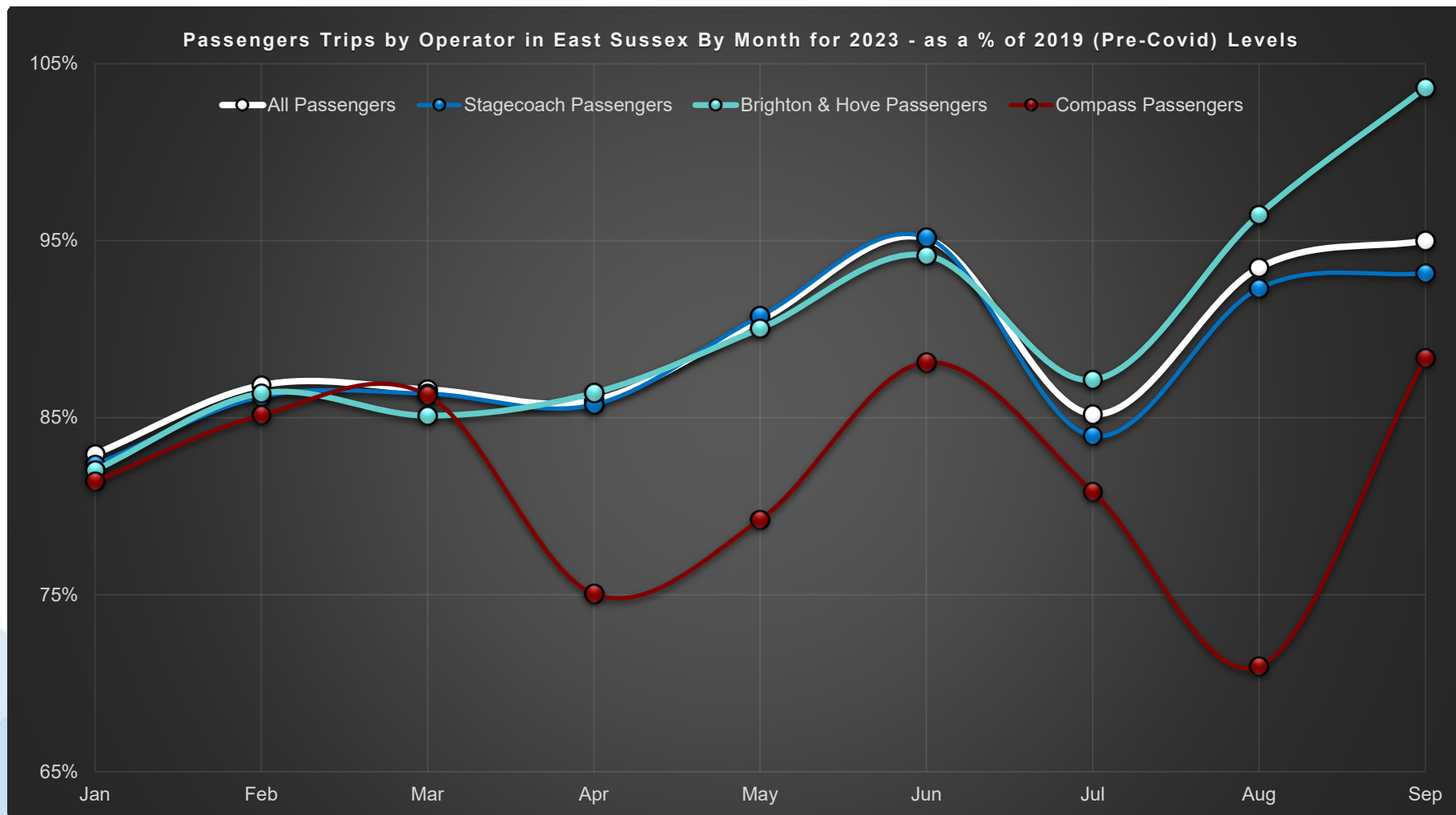


PASSENGERS TRIPS IN EAST SUSSEX



Brighton & Hove Buses

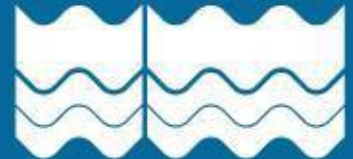
PASSENGERS TRIPS IN EAST SUSSEX



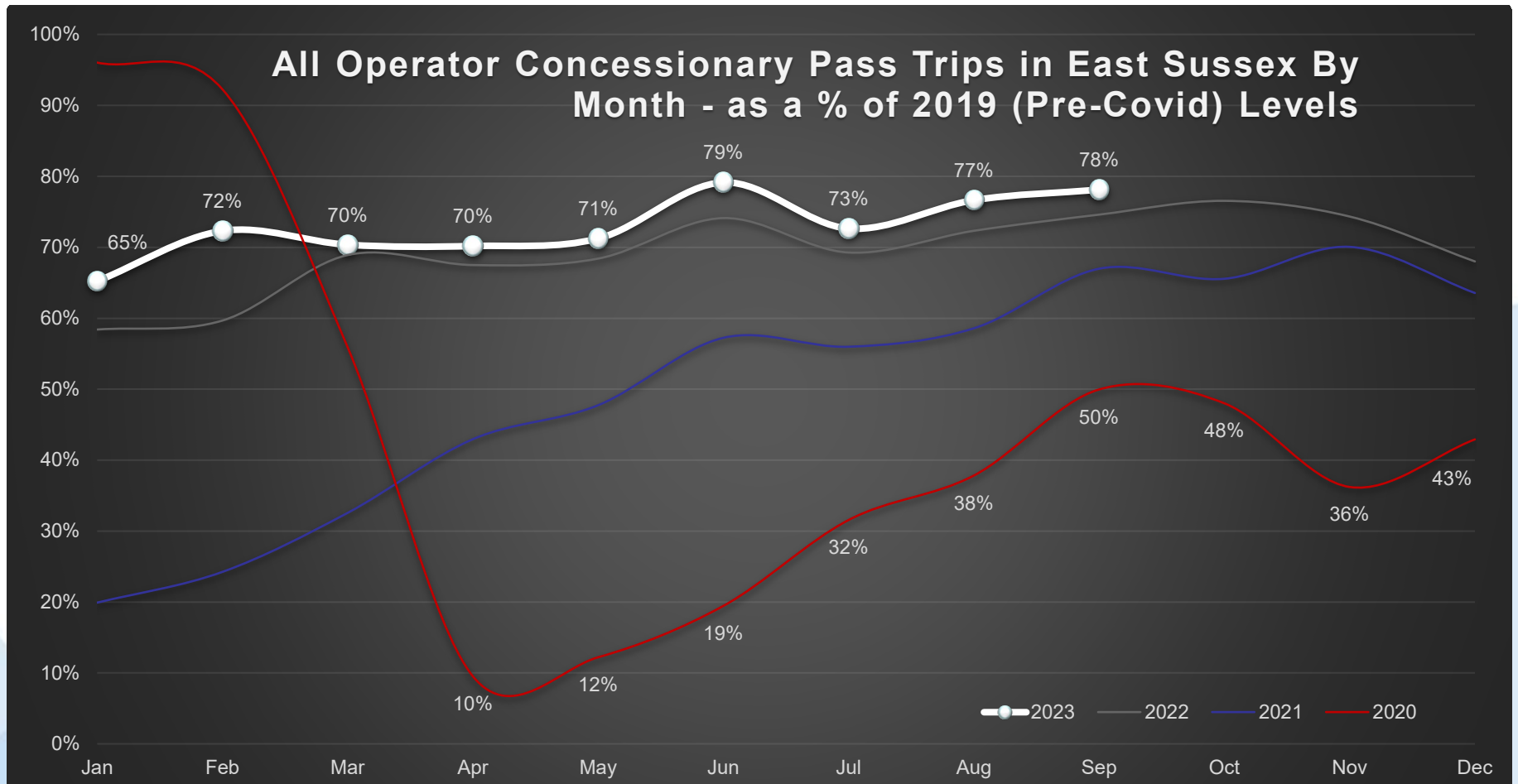


CONCESSIONARY PASSENGER DATA

East Sussex
County Council



Concessionary Trips – All Operators



Concessionary Trips – B&H Bus

