



## North East Joint Transport Committee

Tuesday, 26th October, 2021 at 2.00 pm

Meeting to be held in the Council Chamber, Gateshead Civic Centre, Regent Street, Gateshead, NE8 1HH

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## AGENDA

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	Page No
1. <b>Apologies for Absence</b>	
2. <b>Declarations of Interest</b>	
Please remember to declare any personal interest where appropriate both verbally and by recording it on the relevant form (and submit it to the Democratic Services Officer). Please also remember to leave the meeting where any personal interest requires this.	
3. <b>Minutes of the last meeting held on 21 September 2021</b>	3 - 7
4. <b>North East Bus Service Improvement Plan</b>	9 - 186
5. <b>Discharge of Transport Functions by Durham County Council</b>	187 - 195
6. <b>Transport North East - Transport Plan Progress Report</b>	197 - 210
7. <b>Capital Programme Management Framework</b>	211 - 226
8. <b>Appointment to Transport for the North General Purposes Committee</b>	227 - 229
9. <b>Exclusion of the Press and Public</b>	
The Joint Transport Committee may wish to exclude the press and public during consideration of item 10 by virtue of paragraph 3 of Parts 1 and 3 of Schedule 12A of the Local Government Act.	
10. <b>Minutes of the confidential meeting held on 21 September 2021</b>	231 - 232

**11. Date of next meeting**

The next meeting will be held on 16 November 2021 at 2.30pm, venue to be confirmed.

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**NORTH EAST JOINT TRANSPORT COMMITTEE**

**DRAFT MINUTES FOR APPROVAL**

**DATE:** 21 September 2021

Meeting held: Council Chamber, Gateshead Civic Centre

**COMMITTEE MEMBERS PRESENT:**

Councillor: M Gannon (Chair)

Councillors: C Rowntree, J Foreman, K Kilgour, G Sanderson, E Scott

**IN ATTENDANCE:**

Statutory Officers: M Barker (Monitoring Officer - Transport)  
P Darby (Chief Finance Officer)  
T Hughes (Managing Director, Transport North East)

Officers: A Graham, D Wafer, E Gilliard, E Goodman, E Scott, F Bootle,  
G Mansbridge, J Bailes, J Fenwick, J Sparkes, M Jackson, M  
Kearney, P Meikle, R Forsyth-Ward, R O'Farrell and T Male.

Others: Mayor J Driscoll

**28. APOLOGIES FOR ABSENCE**

Apologies were received from Councillors N Forbes, C Johnson and T Dixon.

**29. DECLARATIONS OF INTEREST**

There were no declarations of interest.

**30. MINUTES OF THE MEETING HELD ON 13 JULY 2021**

The minutes of the last meeting were agreed as a correct record.

### **31. TRANSPORT NORTH EAST – TRANSPORT PLAN PROGRESS**

The Committee received a report providing an update on progress made across the seven Delivery Plan categories in implementing the objectives of the North East Transport Plan and achieving the vision of ‘moving to a green, healthy, dynamic and thriving north east.’

From the report, the Committee noted that progress is being made with the Transforming Cities programme and of the 19 Tranche 1 schemes, 15 are now complete with the others nearing completion. It was also highlighted that the region has been identified by the government as a potential candidate to receive funding over a five-year period through the new City Regional Sustainable Transport Fund.

The Committee received a summary of the ‘Go Smarter, Go Active’ Active Travel Campaign launched in June 2021 and also noted that a regional bid totalling £28.7m for Active Travel Fund Tranche 3 was submitted on 9<sup>th</sup> August.

It was reported that joint working with bus operators is progressing well and work continues to develop an Enhanced Bus Partnership and Bus Service Improvement Plan. The Committee were advised that the government has confirmed a further £13.1m of funding to support Tyne and Wear Metro until the end of the current financial year.

The Committee also noted that work continues on the Tyne Pass Scheme to introduce barrierless travel for Tyne Tunnel. From the report, the Committee were also advised that the rail industry confirmed that the May 2022 ECML timetable change had been delayed to at least 2023 and that from December 2021 TransPennine Express will begin a new rail service between Newcastle and Edinburgh calling at a number of stations in Northumberland.

The Committee welcomed the new service from TransPennine Express and noted that this would improve connectivity to Northumberland. A discussion took place on the lack of capacity on the East Coast Mainline, it was noted that the Integrated Rail Plan has still not been published. It was suggested that this matter continues to be an agenda item at the meeting so that progress can be monitored as appropriate.

**RESOLVED:**

- (i) The Committee noted the contents of the report.

### **32. BUS PARTNERSHIP UPDATE**

The Committee received a report providing an update on progress made in delivering a Bus Service Improvement Plan (BSIP) and Enhanced Bus Partnership (EP) for the region.

The Committee received a summary of stakeholder engagement that had taken place and that is planned. It was also reported that the BSIP will set out what improvements will be delivered to bus services in the region through a partnership between the seven local authorities, Nexus and Bus Operators.

It was highlighted that £1,315,575 of Local Transport Authority Bus Capacity funding had been received from the DfT to support the development of the Enhanced Partnership and Bus Service Improvement Plan, which had largely alleviated the need for constituent authorities to contribute to the costs of developing this.

Cllr Sanderson requested confirmation of which Parish Councils that had been consulted as part of the engagement process; officers noted that this information would be provided outside of the meeting.

The Committee expressed the need to ensure that bus fares are affordable fares, a comment was also made noting that ridership could be improved with better fare integration across the bus and metro networks. Officers advised that integration was at the forefront of partner negotiations.

RESOLVED:

- (i) The Committee noted the progress in delivering the Bus Service Improvement Plan to lead to an Enhanced Bus Partnership.
- (ii) The Committee noted receipts of the Local Transport Authority Bus Capacity funding.

### **33. KEY ROUTE NETWORK CONSULTATION**

The Committee received a report providing information relating to the Key Route Network Consultation.

It was reported that the DfT is carrying out a consultation into potential proposals to give metro mayors and their combined authorities greater decision-making powers and accountability regarding the Key Route Network. It was highlighted within the report that the consultation closes on 24 September 2021.

The Committee were advised that a response from the Joint Transport Committee had been drafted.

RESOLVED:

- (i) The Committee approved the proposed response to the Key Route Networks Consultation.

### **34. CAPABILITY FUND UPDATE**

The Committee received a report providing an update on the Capability Fund.

It was reported that on 3 March 2021 notification was received from the Department for Transport that the region is to receive Active Travel Capacity Revenue funding for 2021/22. It was highlighted that the North East JTC is to receive £2,157,597 in revenue funding from the fund which matches the indicative allocation set out in March.

The Committee were advised that the funding would be spend on a range of measures to support active travel and behaviour change initiatives; a list of such measures was detailed within the report for information.

It was noted that funding would be distributed between Local Authorities and Transport North East; a table of proposed funding allocations was reported for information. It was further noted that a new fixed-term post would be created to analyse data at Transport North East.

RESOLVED:

- (i) The Committee noted receipt of the DfT's Active Travel Capacity Fund.
- (ii) The Committee approved the distribution of the fund to Local Authorities and Transport North East.
- (iii) The Committee approved the creation of a fixed term Active Travel Data Analyst post within Transport North East.

### **35. JTC SUBMISSION TO 2021 COMPREHENSIVE SPENDING REVIEW AND 'LEVELLING UP' WHITE PAPER**

The Committee received a report providing an overview of the region's submission to the UK Government for the 2021 Comprehensive Spending Review and Levelling Up White Paper. Appended within the agenda pack was the covering letter and brochure which sets out some of the priority transport actions required for the region that had been submitted to Government for consideration.

RESOLVED:

- (i) The Committee noted the Transport North East representations reported to the UK government's 2021 Comprehensive Spending Review and Levelling Up White Paper.
- (ii) The Committee agreed that the region continues to make representations to the Department for Transport, HM Treasury and other relevant departments, using the North East Transport Plan to communicate opportunities for investment and improvements in the transport network.

### **36. TRANSPORT BUDGET 2022/23 AND MEDIUM TERM FINANCIAL STRATEGY**

The Committee received a report providing a summary of the process and timetable for the approval of the levies and other budgets relating to the JTC. The report also set out the context and initial strategy for the development of proposals for budgets in 2022/23 and beyond.

It was highlighted that the ONS mid-year population estimates for 2020 have now been released. It was noted that the latest estimates show population increases in each Tyne and Wear Council area except Gateshead. A table illustrating the apportionment for the 2022/23 levy was noted based on a cash freeze basis.

The Committee were provided with an overview of financial challenges, particularly those faced by Metro where the forecasts showed a circa £19m shortfall. It was noted that the levy had been reduced and / stayed static for the last 10 years and that Metro has a high fixed cost base with only 45% of its operating budget being variable costs so making efficiencies or implementing service reductions was difficult.

The Committee were advised that there was significant challenges to balancing the budget next year as patronage on the metro was significantly below pre-pandemic levels and would remain so for the foreseeable future but the Government were withdrawing all Covid-19 support from April 2022. Currently only a small proportion of the Tyne and Wear Levy was allocated to supporting the metro.

From the report, the Committee were also advised that four options are being considered to support the Metro, these options included making a case for additional DfT support (and use reserves) and making a case for an increase to the levy (and use reserves). The Committee acknowledged the challenges faced by Metro; a comment was made suggesting that the most realistic options would be to increase the levy on Local Authorities or to reduce the number of services that Metro run.

The Committee also received an update on the Tyne Tunnels; it was confirmed that usage of the tunnels is approximately 94% of pre-pandemic levels which was encouraging. It was also noted that TT2 who operate the Tyne Tunnels have a separate budget as a private company and that the Combined Authority had been protected from the financial impacts of the reduced usage of the tunnels due to the construct of the concession agreement.

Cllr Sanderson asked whether TT2 were in danger as a result of the reduction in usage. In response it was noted that TT2 had been unsuccessful in securing support from the Government under the Sales, Fees and Charges reimbursement scheme. Regular discussions were held with TT2 and their liquidity and financial sustainability was not a major concern, with the outlook and recovery being strong. Members were reminded that the Committee had supported TT2 with an advance to facilitate the delivery of Free Flow scheme, which would be recovered over the remaining life of the agreement.

### **37. EXCLUSION OF THE PRESS AND PUBLIC**

RESOLVED:

- (i) The North East Joint Transport Committee agreed to exclude the press and public during items 11,12 and 13 by virtue of paragraphs 1,2,3, 4 and 5 of Parts 1 and 3 of Schedule 12A of the Local Government Act.

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## North East Joint Transport Committee

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**Date:** 26 October 2021

**Subject:** North East Bus Service Improvement Plan

**Report of:** Managing Director, Transport North East

### Executive Summary

The purpose of this report is to provide Joint Transport Committee (JTC) members with an update on the progress made to date in delivering a Bus Service Improvement Plan (BSIP) and Enhanced Bus Partnership (EP) for our region. The report attaches the final draft BSIP.

### Recommendations

The North East Joint Transport Committee is recommended to agree the BSIP for publication and submission to the Department for Transport.

## **1. Background Information**

- 1.1 The National Bus Strategy published by Department for Transport (DfT) on 15 March 2021 set out the opportunity to deliver better bus services for passengers, through ambitious and far-reaching reform of how services are planned and delivered. The Bus Service Improvement Plan (BSIP) is our region's response to this strategy.
- 1.2 The National Bus Strategy established £3bn of competitive funding, the BSIP is the North East's route to securing a portion of this funding to maintain current services and invest in improvements to others.
- 1.3 That National Strategy aligns with our region's published Transport Plan, a successful "BSIP bid" would help us to deliver its objectives and is a step to forming an Enhanced Partnership between JTC and bus operators, which will go live on 1st April 2022.
- 1.4 An ambitious BSIP allows us to avoid penalties government may place on us if we fail to act in line with their strategy.
- 1.5 The key milestones are:
- 30th June 2021: commit to establishing Enhanced Partnerships under the Bus Services Act
  - 31st October 2021: publish a local Bus Service Improvement Plan (BSIP) in line with the strategy requirements
  - April 2022: Have an Enhanced Partnership (EP) in place
- 1.6 At present bus ridership is significantly depressed as a result of the Covid-19 pandemic – in the order of 75% of pre-pandemic levels. Although the bus network has been in receipt of government support throughout the pandemic so far which has underpinned operators' ability to deliver a broadly consistent bus network, the Government has signalled that this support will cease at the end of this financial year.
- 1.7 Therefore, in order to avoid major funding shortfalls in the local bus network – and the inevitable reductions in services that would follow – it is essential that we secure Government revenue support through the BSIP.

## **2. Strategic Overview**

- 2.1 Our Bus Service Improvement Plan (BSIP) sets out a wide range of significant proposed improvements to every aspect of bus services that will be delivered through a formal Partnership of bus operators, the NEJTC, Local Authorities and Nexus.
- 2.2 Over 160 million journeys a year were made by bus in the North East before the Covid pandemic. Buses provided essential services during the pandemic, and bus ridership is making a rapid recovery as things open up again. We want the bus

network to play an even greater role in bringing healthy and fair economic growth across the region.

- 2.3 Buses are essential to delivering the vision set out in our North East Transport Plan: a green, healthy, dynamic and thriving North East. Increasing the share of travel by bus will support the Strategic Economic Plan for a growing and decarbonised economy. The bus is uniquely well placed to give access to work and training opportunities for everyone, and they can help with the health of our region too through lower carbon emissions and they are easy to integrate with walking, cycling or other active travel for part of the journey
- 2.4 It responds to the Government’s National Bus Strategy, and the NEJTC’s Transport Plan, both of which require that improvements to bus services are planned and delivered in order to achieve national and local objectives that include reducing carbon emissions and responding to climate change, helping our economy to grow, and making sure that everyone in our region can access employment, education and other opportunities using sustainable transport options.
- 2.5 North East England is a diverse region encompassing large and densely-populated conurbations, a surrounding geography of commuter towns and semi-urban villages and a much larger hinterland of former mining villages and beyond them sparsely populated rural and coastal communities. This is a plan which provides solutions tailored to the needs of expectations of people living and working throughout the environments we serve.
- 2.6 Significant local engagement with the public and with stakeholders over summer 2021 has endorsed the NEJTC’s strategic approach to improvements, which is set out in a document called “Your Vision for Buses”.
- 2.7 The government has confirmed that it has set aside £3bn nationally to deliver its National Bus Strategy. The proposals set out in this document require a major share of this funding if they are to be delivered in full, estimated at £803.9 million over a three-year period starting in April 2022.

£495.6 million of this funding is capital, to fund new bus priority infrastructure, waiting facilities, new buses, and new ITS equipment.
£123.6 million of this funding is revenue support, to subsidise the continuation of existing services in light of Covid-related financial shortfalls.
£184.7 million of this funding is revenue support to support the introduction of lower fares and expanded route networks.

- 2.8 Once the amount of funding to be provided by the Government is confirmed, one or more Enhanced Partnership Schemes will be developed that will make delivery commitments binding.
- 2.9 If the amount of funding provided is less than the amount sought, work will be carried out by the Partnership to establish which of the proposals in this BSIP is affordable, and to what extent.
- 2.10 This BSIP should therefore be read as a statement of what our region would like to achieve in order to improve bus services and to grow the use of buses; however

the extent to which those improvements will be delivered in practice is wholly reliant on the amount of funding that is allocated.

### **3. Current situation**

- 3.1 Covid-19 has had a major effect on people's use of buses, with patronage currently around only 60-75% of pre-pandemic levels. This position needs to be urgently recovered. If it cannot, our bus network will be financially unsustainable in the long-term and as a result either services are likely to need to be cut back, or a larger share of public subsidy provided on an on-going basis.
- 3.2 Before the pandemic, local buses accounted for 6.4% of journeys made in the North East (a measurement called "modal share"), in comparison to 64.1% by car and van. However, 49% of people told us that they would be open to using buses more often. This shows a strong potential for significant growth in bus use.
- 3.3 However just over a quarter of people told us that they're "not the kind of people who get the bus", highlighting a problem with the perception of bus services. This does not match people's experience on the ground; bus user satisfaction in our area is 91% according to Transport Focus.
- 3.4 When we asked about the barriers to using the bus more often, people said that bus fares are too high, they don't trust buses to turn up on time, buses are slow, and they don't always go where people need them to. Cleanliness and maintenance are also important to people in light of the Covid-19 pandemic.

### **4. Key Performance Indicators**

- 4.1 The more that people choose to use the bus network in the North East, the more successful we will be in delivering our strategic objectives such as reducing carbon emissions and responding to climate change, helping our economy to grow, and making sure that everyone in our region can access employment, education and other opportunities.
- 4.2 Furthermore, the more people that use the bus network, the more financially successful and sustainable it will become, opening the door to future growth and investment, and reducing reliance on public subsidy.

- 4.3 We have set some stretching targets to set the context for the improvements we need to make.

<p><b>Covid-19 recovery:</b> We will repair the damage caused by Covid-19 to bus ridership in our region by returning to the pre-pandemic level of 162.4 million trips by March 2023.</p>
<p><b>Grow bus patronage:</b> Once that has been achieved we will significantly grow bus patronage, targeting 10% growth on the 2019 baseline by March 2024 and a further 10% growth on 2019 figures by March 2025. We want to make sure this growth comes from all parts of the region and so the same target will apply for boardings at rural bus stops, and for patronage among young people.</p>
<p><b>Grow bus modal share:</b> We will increase the modal share of bus by 1 percentage point by March 2024, and by another 1 percentage point by March 2025. This target will apply both overall, and for journeys to work and education.</p>
<p><b>Grow bus passenger satisfaction:</b> In order to attract new bus use we need improved customer satisfaction which is already relatively high at 91%. Our target is for this to grow to 92% by March 2024 and 93% by March 2025.</p>
<p><b>Make buses faster, punctual and reliable:</b> Our investments in bus priority will speed buses up relative to general traffic. We want buses to be punctual both at their point of origin (95% in 2022/23, 96% in 2023/24 and 97% in 2024/25) and along their entire route (90% in 2022/23, 95% in 2023/24 and 95% in 2024/25). We also need buses to be reliable with a fixed target of 99.5% throughout the period of the BSIP.</p>
<p><b>Make buses greener:</b> We need to improve the environmental performance of our bus fleet and so we will target higher levels of investment each year so that all buses are Euro 6 or better by March 2025.</p>

## 5. Delivery

- 5.1 The following improvements have been identified by the Partnership as necessary to deliver our strategic objectives and to achieve our targets. However, the delivery of these proposals will depend entirely on the amount of funding that is ultimately provided by the Government.

## 6. Customer Experience

- 6.1 Network-wide ticketing and journey planning will be made available to passengers through a single dedicated website and accompanying app. We will also continue to provide leaflets and printed information.
- 6.2 We will develop a new and consistent brand for The Partnership that will be applied across the network, so that it becomes a recognisable symbol of public transport for the North East

- 6.3 The 400 bus stops with existing real-time information will be updated to a next generation system such as “E-Ink” which shows up-to-date real-time passenger information. A further 100 stops will be updated with the technology.
- 6.4 We will provide clear printed information at stops and stations, including in rural areas, and maintain it.
- 6.5 We will improve CCTV provision throughout our entire network, ensuring coverage of every major station and stop across the region. 700 moveable CCTV cameras will be available to be deployed across the region, in areas where there is demand for them or areas where there is deemed to be a safety risk. The cameras will be remotely accessible and information from them can be accessed on an on-demand basis.
- 6.6 We will provide seamless service information to customers, offering a single source of truth, feeding to any connected systems for passenger information.
- 6.7 All vehicles will be fitted with enhanced next-stop audio-visual equipment, charging points and Wi-Fi as standard.
- 6.8 We will develop a consistent training module to be delivered to all our colleagues who fulfil a direct customer experience role.
- 6.9 A taxi guarantee will give disabled passengers the peace of mind that if there isn't room for their wheelchair on board, a taxi replacement will be provided for them at no extra cost.
- 6.10 Turnaround cleaners will be employed at bus stations throughout our network. They will be available to quickly clean any operators bus to ensure a clean and pleasant journey on any bus.
- 6.11 All interchanges and rail stations will be supported with multi-modal passenger information, showing real-time information about connecting journeys.
- 6.12 Transport ambassadors will be available at key interchanges throughout the network to guide passengers and help them make the right travel choices.
- 6.13 Transport ambassadors will be available at key interchanges throughout the network to guide passengers and help them make the right travel choices.
- 6.14 Our promise to users is outlined in our Passenger Charter which is attached as appendix 2. This will be updated once the BSIP has been confirmed.

## **7. Fares and Ticketing**

- 7.1 Network One and its tickets will be valid for travel on all bus, Metro and Ferry services across the North East, as well as on rail services between Sunderland, Newcastle, Metrocentre and Blaydon. It will also cover Demand responsive Transport (DRT) services provided through our partnership. Network One, which is the trading name of Network Ticketing Ltd, will re-brand itself as part of the launch of the new product range.

7.2 Network One will simplify its zonal structure and price multi-modal tickets more attractively:

Zone	Multi modal/Multi operator target daily price – adult	Existing price
County Durham	£4*	N/A
Northumberland	£5*	N/A
Tyne and Wear	£5*	£7.80
All zone	£6.80*	£10.90

\*All proposed fares are undergoing modelling at the time of writing, and ultimate pricing will be subject to the level of subsidy available to each bus operator and Nexus (for the Metro), and the approval of the Board of Network Ticketing Ltd. It is expected that all prices will be reviewed from time to time and may be increased to reflect inflationary pressures.

7.3 A complete pricing structure will be developed using the daily fare as the starting point. The range of products will include weekly, monthly, annual, flexi (for commuters who travel regularly but not every day), and student discount.

7.4 To further improve the offer, additional low cost, multi modal, multi operator fares will be developed to make pricing more affordable in areas that are a short distance from a zone boundary.

7.5 Our multi-modal fares will be available in two forms:

- a ticket purchased before travel begins (from a bus driver, at a Metro ticket machine, online, or through a new app);
- a price “cap” that is automatically calculated and applied when a customer uses a contactless bank card, mobile phone payment app, or Pay As You Go smartcard to pay for travel. Through the BSIP we intend to put in place the back-office system and upgrade existing ticketing equipment to allow this to happen.

7.6 Our simplified multi-modal products will be displayed and advertised clearly throughout the region and will also feature in electronic and printed bus and Metro information, and in specific marketing campaigns.

7.7 We will introduce tickets for under 19s across the region, with a target £1.20 fare for single tickets and £2.50 region wide multi-modal fare cap. The mechanism for delivering this will be further explored.

7.8 The current Metro ‘Take the Kids for Free’ offer will be extended to cover all bus services in the region for a trial period in summer 2022.

7.9 We will carry out a study to examine whether local additions to the English National Concessionary Bus Pass scheme can be standardised throughout the region.

7.10 A care leavers’ concession will be available throughout the region. The fare to be set will be agreed through the Care Leavers’ Covenant.

7.11 The fares package we propose by its nature deals with integrated, multi-modal ticketing. Bus operators will continue to offer their own bespoke range of tickets

which in many cases will still be the cheapest way to travel by bus.

7.12 Some fares already on offer are very attractive. For example some operators offer a £1 evening flat fare for travel. We encourage all bus operators to adopt simple and affordable pricing structures and to simplify zonal pricing so that there is a common approach region-wide. Although this is out of scope for the EP and therefore this BSIP for legal reasons, we believe that bus operators will consider it under their own decision-making processes.

## 8. Network

8.1 We will work with operators to ensure that sufficient funding is available to maintain their current networks once Bus Recovery Grant ceases.

8.2 We will similarly work with local authorities and Nexus to ensure that they have sufficient funding to maintain their 'socially necessary' (secured) services.

8.3 There will be more early morning, evening and overnight services as well as better connections beyond our boundaries.

Category	Monday to Saturday Daytime	Sunday Daytime	Daily Evening	Overnight
Superbus	5-10	7-15	15-30	
Interurban Express	15	30	30	
Connect	30	60	60	
Rural	60-120	120		
Remote Rural and targeted groups	DRT, Special	DRT, Special		
Night network				60

8.4 **Superbus** will have two variants:

- Superbus Red Routes will run at least every five minutes from 0630 until 1830 on Mondays to Fridays and from 0730 until 1830 on Saturdays. There will be buses every 7-8 minutes from 0830 until 1830 on Sundays, every 15 minutes during the early morning and evening.
- Superbus Green Routes will run at least every 10 minutes from 0630 until 1830 on Mondays to Fridays and from 0730 until 1830 on Saturdays. There will be buses every 15 minutes from 0830 until 1830 on Sundays and every 30 minutes during the early morning and evening.

8.5 Superbus services will be made more attractive by the investment in bus priority provided for in the BSIP.

8.6 We will build on the success of our existing night buses by introducing them on Superbus Routes where there is established demand.

8.7 **Interurban Express** services will knit our region together better, providing fast links into our cities and major towns from the surrounding towns and villages. Buses will run up to every 15 minutes on Monday to Saturday daytimes and every 30 minutes in the evening and on Sundays. They will operate on a 'limited stop' basis within



cities to minimise journey times, complementing the Tyne and Wear Metro and National Rail network. Buses will provide high standards of comfort and on-board service.

- 8.8 **Connect** will be the network of socially and economically necessary links between the local, sub-regional and regional centres in our region, complementing the Tyne and Wear Metro, National Rail and interurban express services. Buses will run at least every 30 minutes on Monday to Saturday daytimes, hourly in the evening and on Sundays.
- 8.9 Rural routes will be tailored to the specific requirements of the communities they serve, with buses running at least every two hours on Monday to Saturday daytimes.
- 8.10 We will deliver a range of improvements in the rural areas of southwest Durham and west Northumberland, including better Monday to Saturday daytime services and new Sunday journeys where there is potential demand. In particular, we will introduce a new service to Kielder in the Northumberland National Park and ensure that buses run all year round to the UNESCO World Heritage site of Hadrian's Wall.
- 8.11 We will also ensure that rural services are fully integrated with other bus routes and modes of transport, as we know the importance of effective connections in rural areas.
- 8.12 We will launch two pilot rural DRT operations in the second year of our BSIP.
- 8.13 We will partner with schools in a pilot scheme to market our new home-to-school offer and, using centrally-procured route planning technology, plan efficient bus routes to the school considering the postcodes of subscribing families.
- 8.14 We will accelerate operators' existing bus replacement programmes so that all vehicles are Euro 6 standard or Zero-emission by March 2025.
- 8.15 We will trial hydrogen vehicles and install hydrogen refuelling stations to support them.

## **9. Highways and Infrastructure**

- 9.1 We will deliver major highways interventions to accelerate bus journey times and increase punctuality and reliability on 17 of our busiest corridors in the region:
- West of Newcastle (BRT),
  - Wallsend, Coast Road (BRT),
  - A188 / A189 North Tyneside,
  - Dunston,
  - Bensham Road,
  - Leam Lane,
  - Old Durham Road,
  - Chester Road, Sunderland,
  - A690 Sunderland,

- South Shields to Sunderland,
- South Shields to Newcastle,
- Blyth Cowpen Road,
- Cramlington,
- Morpeth,
- Seaton Burn,
- Durham A167.

- 9.2 The vast majority of bus routes in our network use these 17 corridors for all or part of their journey. As a result, the investment we are planning to deliver will have a major benefit for bus journey time, reliability and punctuality across the entire bus network in the North East.
- 9.3 Major highways interventions improvements will be delivered in two tranches:
- We are already developing business cases to deliver Tranche 1 schemes once rigorous public consultation has taken place and design work is complete;
  - Tranche 2 schemes are deliverable in the BSIP time frame, but not yet at Business Case so require further development and consultation.
- 9.4 We will also deliver a series of ‘spot fix’ interventions which will tackle isolated pinch-points which may not necessarily be situated along a high frequency corridor, but will contribute to better bus performance throughout the region. Examples include Northern South Tyneside, central Durham, Bishop Auckland, West Gateshead and Northern North Tyneside.
- 9.5 Our region is committed to investment in highways infrastructure which could include road space reallocation, junction redesign, traffic signal re-prioritisation, bus gates and other measures designed to improve bus services.
- 9.6 We will contribute to already planned investment in the regions highways in the Intelligent Traffic Systems (ITS) project to ensure the potential for bus priority in this project is maximised.
- 9.7 Our local authorities are also willing to consider changes to on-street parking and moving traffic enforcement on these and other corridors, to the extent that red routes could be introduced, subject to public consultation
- 9.8 We plan to bring a consistent standard throughout the region’s bus shelters and stops:
- 1350 shelters which are unwelcoming and poorly used will be replaced by modern facilities which will include lighting, CCTV and high-quality pedestrian access to increase safety;
  - 240 shelters and stops with particularly high usage will have an additional high specification applied;
  - a strategic plan will be developed to select ‘hub’ shelters that can serve as a community focus for interchange opportunities, between bus routes, with

cycling and walking, with National Rail, ferry, Metro and our Pocket Park & Ride and Kiss & Ride

- 9.9 We will replace all our bus stop 'flags' to ensure consistent standards throughout the region.
- 9.10 New bus stations will be delivered in Durham, Alnwick, Bishop Auckland and an additional Newcastle city centre bus station. There are further plans to improve bus access to North Shields Fish Quay and the International Advanced Manufacturing Park (IAMP).
- 9.11 We will introduce five new major Park & Ride sites in the region, served by high-specification articulated vehicles running a dedicated service for Park & Ride customers. These will benefit from the major highways infrastructure investments along our 17 busiest bus corridors.
- 9.12 We will establish formal 'Pocket Park & Ride' locations around the network, with a modest number of car parking spaces, supported by high-quality information and waiting facilities. These sites will be situated along major express bus routes and some will also serve as likely interchange sites between the DRT proposal set out in our Bus Network subsection and buses on our major corridors.

## **10. Bringing the BSIP to life**

- 10.1 A significant marketing budget will be used to drive growth in bus patronage and to highlight key improvements and initiatives. Activities will be delivered on the ground by a range of partners (including bus operators, Nexus and Local Authorities), augmented by partnership-level campaigns through contracts procured by Transport North East.
- 10.2 We will use dedicated team members to collaborate with businesses including industrial estates and sites, large public sector employees and hospitals, with the objective of encouraging employees to switch to the bus.
- 10.3 We will provide a dedicated team and budget to work with communities, especially those who currently feel excluded from public transport, to encourage greater bus use:
- a fund to allow volunteers to train as 'Community Bus Ambassadors' or 'Bus Buddies'
  - work with groups in minority and harder to reach communities, including people with Equality Act protected characteristics or other extra needs so that they can promote ideas to make buses more accessible for them and increase confidence in using the bus
  - Village, parish and town councils will be provided with marketing collateral backed up with promotional event ticketing offering discounted or free bus travel to community events
  - an 'Adopt a Bus' scheme with organisations such as schools to foster community engagement

- 10.4 We commit to exploring and engaging with people and businesses in the region over issues of car parking supply and potential deployment of work place parking levies, congestion charging, and strategic reduction in parking spaces to see if these can be effective tools which the region can adopt across our geography to encourage a switch to attractive, sustainable transport options such as buses.
- 10.5 We will also discuss the introduction of a relationship between the cost of car parking in major centres of retail and employment and the cost of travel on public transport, where it makes economic and strategic sense to do so.
- 10.6 We will create a North East Bus Partnerships team to manage the programme of investments and activities set out in this BSIP, and to oversee the performance of the bus network, to manage the partnership agreement.
- 10.7 We will put in place a formalised Change Management Process with community engagement at its heart, that will see all major changes that are proposed for our bus network to be clearly set out, consulted upon, and following the consideration of feedback, introduced in a structured and well-communicated manner.

## **11. Reporting**

- 11.1 A Bus Passenger Charter will apply on all bus services in our region to build customer confidence, and to improve consistency and transparency.
- 11.2 We will report on progress towards our KPIs on a six-monthly basis to our Bus Partnership Board, and onward to Department for Transport (DfT) and other key stakeholders, and publish the information on our website and in a non-digital format
- 11.3 Fully funded, our BSIP will ensure a strong bounce-back from the Covid-19 pandemic, ensuring buses are sustainable, and serving more places and more people at more times. Without a strong BSIP allocation, bus use will continue to decline, with severe social, economic and air quality consequences.

## **12. Reasons for the Proposals**

- 12.1 This report proposes that the BSIP is approved for publication and submission to the Department for Transport in response to the National Bus Strategy.

## **13. Alternative Options Available**

- 13.1 Not applicable to this report.

## **14. Next Steps and Timetable for Implementation**

- 14.1 The Bus Service Improvement Plan will be published on the Transport North East website ([transportnortheast.gov.uk](http://transportnortheast.gov.uk)) and the link sent to the Department for Transport by 31 October 2021. Ongoing work will then be undertaken in the development of the Enhanced Partnership Scheme, which must be in place by 1 April 2022.

## **15. Potential Impact on Objectives**

- 15.1 A successful Enhanced Partnership will help to deliver the objectives of the North East Transport Plan. In particular, the EP will support a green recovery through the provision of an attractive form of sustainable transport.

## **16. Financial and Other Resources Implications**

- 16.1 Failure to present an ambitious BSIP which aims to improve services across the region will not only impact on funding for buses, but also on any future transport related funding streams.
- 16.2 There are financial implications for operators and local authorities that arise from many, if not all, of the initiatives proposed in the BSIP. However it is not possible to quantify their full extent until we know how much funding is available from the Government and the specific contents of the Enhanced Partnership Scheme have been set out.

## **17. Legal Implications**

- 17.1 The Enhanced Partnership follows a statutory framework requiring legal notices and formal agreements. The EP will become legally binding upon the LTA, LAs and Bus Operators. Specialist legal advice has been sought in support of the development of the Enhanced Partnerships, particularly, in relation to subsidy control and competition law matters.

## **18. Key Risks**

- 18.1 Failure to comply with the requirements of the National Bus Strategy would risk the removal of existing bus funding support and therefore potentially cause severe damage to the existing bus network within the region.
- 18.2 There are also risks in relation to the provision of future central government funds by not complying.
- 18.3 The proposals outlined within this report and the actions and improvements proposed by the Bus Service Improvement Plan as well as the ongoing development of the Enhanced Partnership mitigate these risks. There are risks that schemes, services and policies in a BSIP and Enhanced Partnership could leave Authorities with long term commitments without central government financial support; the BSIP has been constructed to minimise this risk.

## **19. Equality and Diversity**

- 19.1 There are no specific equalities and diversity implications arising from this report.

## **20. Crime and Disorder**

- 20.1 The Bus Service Improvement Plan and Enhanced Partnership will address issues of safety and security to ensure that our bus services are both safe and

perceived to be safe by all.

## **21. Consultation/Engagement**

21.1 The process for developing and implementing an Enhanced Partnership necessitates statutory consultation with the public, bus operators and key stakeholders. Detailed consultation in the production of the Bus Service Improvement Plan has been undertaken with partners and is ongoing to develop the Enhanced Partnership Plan and Schemes. An extensive public engagement exercise underpinned development of the initiatives, as reported to JTC on 21 September 2021. In addition, this report has been received at the meeting of the Heads of Transport and Transport Strategy Board in accordance with the governance requirements of the Joint Transport Committee, feedback has been taken and integrated from both groups.

## **22. Other Impact of the Proposals**

22.1 None

## **23. Appendices**

23.1 BSIP and EP Project Dashboard – Appendix 1

## **24. Background Papers**

24.1 Bus Back Better – The National Bus Strategy: [Bus Back Better \(publishing.service.gov.uk\)](https://publishing.service.gov.uk)

The Bus Services Act 2017 – Enhanced Partnerships Guidance: [The bus services act 2017: enhanced partnerships \(publishing.service.gov.uk\)](https://publishing.service.gov.uk)

JTC Report – Vision for Buses (item 9): [Public Pack\)Agenda Document for North East Joint Transport Committee, 13/07/2021 14:30 \(northeastca.gov.uk\)](https://northeastca.gov.uk)

JTC Report – Bus Partnerships (items 9 and 10): [Public Pack\)Agenda Document for North East Joint Transport Committee, 15/06/2021 14:30 \(northeastca.gov.uk\)](https://northeastca.gov.uk)

Bus Service Improvement Plan outline resourcing form (the content of this document is exempt from publication pursuant to paragraph 3 of Part 1 of Schedule 12A of the Local Government Act 1972)

## **25. Contact Officers**

25.1 Philip Meikle, Transport Strategy Director  
E-mail: [philip.meikle@transportnortheast.gov.uk](mailto:philip.meikle@transportnortheast.gov.uk)  
Tel: 0191 433 3859

## **26. Sign off**

- The Proper Officer for Transport: ✓

- Head of Paid Service: ✓
- Monitoring Officer: ✓
- Chief Finance Officer: ✓

**27. Glossary**

BSIP – Bus Service Improvement Plan

EP – Enhanced Partnerships

JTC – Joint Transport Committee

NBS – National Bus Strategy

LTA – Local Transport Authority

LA – Local Authority

DfT – Department for Transport

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# North East Bus Service Improvement Plan

Moving to a green, healthy, dynamic and thriving North East

# Contents

**Foreword**

**Executive Summary**

**1. Overview**

**2. Current bus offer to passengers**

**3. Headline targets**

**4. Delivery**

**5. Reporting; Bus Passenger Charter**

**6. Overview table**

**Appendix A – Bus Passenger Charter**

**Appendix B – Letters of support**



# Foreword

I am delighted to introduce the North East Bus Service Improvement Plan (BSIP), setting out how – with the right amount of government funding behind us – we plan to make it easy for more people to use buses more often.

Buses are essential to our region and help us to achieve many of our objectives: carbon reduction, improving air quality, and getting people around sustainably to jobs, education and other opportunities. But too many people just don't see the bus as a viable option. We plan to change that – we are prepared to be bold and through this BSIP we aim to deliver a truly integrated, sustainable public transport system for the people of the North East.

The seven North East local authorities and bus operators have created this plan together in partnership, to revitalise the bus network and drive sustainable passenger growth. It aligns with our North East Transport Plan objectives and offers lower fares, faster buses, better timetables, and clear and simple information. If we are successful in securing the funding to underpin these initiatives, we

are confident we will encourage more people to choose to travel by bus wherever they can.

There's no denying that our transport network has been hit hard by the pandemic and there is much to do to bring passengers back and indeed attract new passengers to drive growth. Our BSIP outlines a series of initiatives and infrastructure improvements we would make to ensure this happens without delay.

This is a once in a generation chance to change the game; let's deliver something phenomenal for local people and drive real change.



**Cllr Martin Gannon,  
Chair of the North  
East Joint Transport  
Committee**

# Foreword

Across the region there have been over 162 million bus journeys each year. Most journeys are someone travelling to work, or education or for leisure, so it is clear to see that our bus network is a huge part of everyday life for many people in the North East.

Bus operators heavy investment in fleet and passenger improvements were successful in increasing passenger levels for the first time in a decade prior to the pandemic. Travel habits have of course been impacted as a direct result since, but operators are already working hard to bring passengers back, providing a safe, reliable and sustainable way for the public to travel and finding new ways of working, including on smart and integrated ticketing.

We're proud to be working in partnership with the local authorities to deliver the region's first Bus Service Improvement Plan, with a true alignment between bus services and highways matters that can deliver even better journeys for more passengers. I hope that Government sees this as an opportunity to invest in the true potential of the North East's buses, helping us to shift travel habits to be more focused around sustainable public transport which will be good news for us all.



**Martijn Gilbert, Chair,  
NEbus – bus operators  
association**

# 1. Executive Summary

This Bus Service Improvement Plan (BSIP) sets out a wide range of significant proposed improvements to every aspect of bus services that will be delivered through a formal Partnership of bus Operators, the NEJTC, Local Authorities and Nexus.

Over 160 million journeys a year were made by bus in the North East before the Covid pandemic. Buses provided essential services during the pandemic, and bus ridership is making a rapid recovery as things open up again. We want the bus network to play an even greater role in bringing healthy and fair economic growth across the region.

Buses are essential to delivering the vision set out in our North East Transport Plan: a green, healthy, dynamic and thriving North East. Increasing the share of travel by bus will support the Strategic Economic Plan for a growing and decarbonised economy. The bus is uniquely well placed to give access to work and training opportunities for everyone, and they can help with the health of our region too through lower carbon emissions and they are easy to integrate with walking, cycling or other active travel for part of the journey.

It responds to the Government's National Bus Strategy, and the NEJTC's Transport Plan, both of which require that improvements to bus services are planned and delivered in order to achieve national and local objectives that include reducing carbon emissions and responding to climate

change, helping our economy to grow, and making sure that everyone in our region can access employment, education and other opportunities using sustainable transport options.

North East England is a diverse region encompassing large and densely-populated conurbations, a surrounding geography of commuter towns and semi-urban villages and a much larger hinterland of former mining villages and beyond them sparsely populated rural and coastal communities. This is a plan which provides solutions tailored to the needs of expectations of people living and working throughout the environments we serve.

Significant local engagement with the public and with stakeholders over summer 2021 has endorsed the NEJTC's strategic approach to improvements, which is set out in a document called "Your Vision for Buses".

The government has confirmed that it has set aside £3bn nationally to deliver its National Bus Strategy. The proposals set out in this document require a major share of this funding if they are to be delivered in full, estimated at £803.9 million over a three-year period starting in April 2022.

£495.6 million of this funding is capital, to fund new bus priority infrastructure, waiting facilities, new buses, and new ITS equipment.

£123.6 million of this funding is revenue support, to subsidise the continuation of existing services in light of Covid-related financial shortfalls.

£184.7 million of this funding is revenue support to support the introduction of lower fares and expanded route networks.

We will develop one or more Enhanced Partnership Schemes that will make delivery commitments binding.

If the amount of funding provided is less than the amount sought, work will be carried out by the Partnership to establish which of the proposals in this BSIP is affordable, and to what extent.

This BSIP should therefore be read as a statement of what our region would like to achieve in order to improve bus services and to grow the use of buses; however the extent to which those improvements will be delivered in practice is wholly reliant on the amount of funding that is allocated.

### Current situation

Covid-19 has had a major effect on people's use of buses, with patronage currently around only 60-75% of pre-pandemic levels. This position needs to be urgently recovered. If it cannot, our bus network will be financially unsustainable in the long-term and as a result either services are likely to need to be cut back, or a larger share of public subsidy provided on an on-going basis.

Before the pandemic, local buses accounted for 6.4% of journeys made in the North East (a measurement called "modal share"), in comparison to 64.1% by car and van. However, 49% of people told us that they would be open to using buses more often. This shows a strong potential for significant growth in bus use.

However just over a quarter of people told us that they're "not the kind of people who get the bus", highlighting a problem with the perception of bus services. This does not match people's experience on the ground; bus user satisfaction in our area is 91% according to Transport Focus.

When we asked about the barriers to using the bus more often, people said that bus fares are too high, they don't trust buses to turn up on time, buses are slow, and they don't always go where people need them to. Cleanliness and maintenance are also important to people in light of the Covid-19 pandemic.

### Key Performance Indicators

The more that people choose to use the bus network in the North East, the more successful we will be in delivering our strategic objectives such as reducing carbon emissions and responding to climate change, helping our economy to grow, and making sure that everyone in our region can access employment, education and other opportunities.

Furthermore, the more people that use the bus network, the more financially successful and sustainable it will become, opening the door to future growth and investment, and reducing reliance on public subsidy.

We have set some stretching targets to set the context for the improvements we need to make:

- **Covid-19 recovery:** We will repair the damage caused by Covid-19 to bus ridership in our region by returning to the pre-pandemic level of 162.4 million trips by March 2023.

- **Grow bus patronage:** Once that has been achieved we will significantly grow bus patronage, targeting 10% growth on the 2019 baseline by March 2024 and a further 10% growth on 2019 figures by March 2025. We want to make sure this growth comes from all parts of the region and so the same target will apply for boardings at rural bus stops, and for patronage among young people.
- **Grow bus modal share:** We will increase the modal share of bus by 1 percentage point by March 2024, and by another 1 percentage point by March 2025. This target will apply both overall, and for journeys to work and education.
- **Grow bus passenger satisfaction:** In order to attract new bus use we need improved customer satisfaction which is already relatively high at 91%. Our target is for this to grow to 92% by March 2024 and 93% by March 2025.
- **Make buses faster, punctual and reliable:** Our investments in bus priority will speed buses up relative to general traffic. We want buses to be punctual both at their point of origin (95% in 2022/23, 96% in 2023/24 and 97% in 2024/25) and along their entire route (90% in 2022/23, 95% in 2023/24 and 95% in 2024/25). We also need buses to be reliable with a fixed target of 99.5% throughout the period of the BSIP.
- **Make buses greener:** We need to improve the environmental performance of our bus fleet and so we will target higher levels of investment each year so that all buses are Euro 6 or better by March 2025.



### Delivery

The following improvements have been identified by the Partnership as necessary to deliver our strategic objectives and to achieve our targets. However, the delivery of these proposals will depend entirely on the amount of funding that is ultimately provided by the Government.

#### Customer Experience

Network-wide ticketing and journey planning will be made available to passengers through a single dedicated website and accompanying app. We will also continue to provide leaflets and printed information.

We will develop a new and consistent brand for The Partnership that will be applied across the network, so that it becomes a recognisable symbol of public transport for the North East

The 400 bus stops with existing real-time information will be updated to a next generation system such as “E-Ink” which shows up-to-date real-time passenger information. A further 100 stops will be updated with the technology.

We will provide clear printed information at stops and stations, including in rural areas, and maintain it.

We will improve CCTV provision throughout our entire network, ensuring coverage of every major station and stop across the region. 700 moveable CCTV cameras will be available to be deployed across the region, in areas where there is demand for them or areas where there is deemed to be a safety risk. The cameras will be remotely accessible and information from them can be accessed on an on-demand basis.

We will provide seamless service information to customers, offering a single source of truth, feeding to any connected systems for passenger information.

All vehicles will be fitted with enhanced next-stop audio-visual equipment, charging points and Wi-Fi as standard.

We will develop a consistent training module to be delivered to all our colleagues who fulfil a direct customer experience role.

A taxi guarantee will give disabled passengers the peace of mind that if there isn't room for their wheelchair on board, a taxi replacement will be provided for them at no extra cost.

Turnaround cleaners will be employed at bus stations throughout our network. They will be available to quickly clean any operators bus to ensure a clean and pleasant journey on any bus.

## Customer Experience continued

All interchanges and rail stations will be supported with multi-modal passenger information, showing real-time information about connecting journeys.

Transport ambassadors will be available at key interchanges throughout the network to guide passengers and help them make the right travel choices.

Improvements will be made to wayfinding in major stations and interchanges through new posters showing where to catch your bus.

## Fares and ticketing

Page 34

Network One and its tickets will be valid for travel on all bus, Metro and Ferry services across the North East, as well as on rail services between Sunderland, Newcastle, Metrocentre and Blaydon. It will also cover Demand responsive Transport (DRT) services provided through our partnership. Network One, which is the trading name of Network Ticketing Ltd, will re-brand itself as part of the launch of the new product range.

Network One will simplify its zonal structure and price multi-modal tickets more attractively:

\*All proposed fares are undergoing modelling at the time of writing, and ultimate pricing will be subject to the level of subsidy available to each bus operator and Nexus (for the Metro), and the approval of the Board of Network Ticketing Ltd. It is expected that all prices will be reviewed from time to time and may be increased to reflect inflationary pressures.

Zone	Multi-modal / Multi-operator target daily cap fare – adult	Existing price
County Durham	£4*	N/A
Northumberland	£5*	N/A
Tyne and Wear	£5*	£7.80
All zone	£6.80*	£10.90

A complete pricing structure will be developed using the daily fare as the starting point. The range of products will include weekly, monthly, annual, flexi (for commuters who travel regularly but not every day), and student discount.

To further improve the offer, additional low cost, multi modal, multi operator fares will be developed to make pricing more affordable in areas that are a short distance from a zone boundary.

### Fares and ticketing continued

Our multi-modal fares will be available in two forms:

- a ticket purchased before travel begins (from a bus driver, at a Metro ticket machine, online, or through a new app);
- a price “cap” that is automatically calculated and applied when a customer uses a contactless bank card, mobile phone payment app, or Pay As You Go smartcard to pay for travel. Through the BSIP we intend to put in place the back-office system and upgrade existing ticketing equipment to allow this to happen.

Our simplified multi-modal products will be displayed and advertised clearly throughout the region and will also feature in electronic and printed bus and Metro information, and in specific marketing campaigns.

We will introduce tickets for under 19s across the region, with a target £1.20 fare for single tickets and target £2.50 region wide multi-modal fare cap. The mechanism for delivering this will be further explored.

The current Metro ‘Take the Kids for Free’ offer will be extended to cover all bus services in the region for a trial period in summer 2022.

We will carry out a study to examine whether local additions to the English National Concessionary Bus Pass scheme can be standardised throughout the region.

A care leavers’ concession will be available throughout the region. The fare to be set will be agreed through the Care Leavers’ Covenant.

The fares package we propose by its nature deals with integrated, multi-modal ticketing. Bus operators will continue to offer their own bespoke range of tickets which in many cases will still be the cheapest way to travel by bus.

Some fares already on offer are very attractive. For example some operators offer a £1 evening flat fare for travel. We encourage all bus operators to adopt simple and affordable pricing structures and to simplify zonal pricing so that there is a common approach region-wide. Although this is out of scope for the EP and therefore this BSIP for legal reasons, we believe that bus operators will consider it under their own decision-making processes.

We anticipate that if all of the investments are funded and delivered, bus patronage will grow by 20% in our region.

## Network

We will work with operators to ensure that sufficient funding is available to maintain their current networks once Bus Recovery Grant ceases.

We will similarly work with local authorities and Nexus to ensure that they have sufficient funding to maintain their ‘socially necessary’ (secured) services.

There will be more early morning, evening and overnight services as well as better connections beyond our boundaries.

Category	Monday to Saturday Daytime	Sunday Daytime	Daily Evening	Overnight
Superbus	5-10	7-15	15-30	
Interurban Express	15	30	30	
Connect	30	60	60	
Rural	60-120	120		
Remote Rural and targeted groups	DRT, Special	DRT, Special		
Night network				60

**Superbus** will have two variants:

- Superbus Red Routes will run at least every five minutes from 0630 until 1830 on Mondays to Fridays and from 0730 until 1830 on Saturdays. There will be buses every 7-8 minutes from 0830 until 1830 on Sundays, every 15 minutes during the early morning and evening. Superbus Green Routes will run at least every 10 minutes from 0630 until 1830 on Mondays to Fridays and from 0730 until 1830 on Saturdays. There will be buses every 15 minutes from 0830 until 1830 on Sundays and every 30 minutes during the early morning and evening.
- Superbus services will be made more attractive by the investment in bus priority provided for in the BSIP.

### Network continued

We will build on the success of our existing night buses by introducing them on Superbus Routes where there is established demand.

**Interurban Express** services will knit our region together better, providing fast links into our cities and major towns from the surrounding towns and villages. Buses will run up to every 15 minutes on Monday to Saturday daytimes and every 30 minutes in the evening and on Sundays. They will operate on a 'limited stop' basis within cities to minimise journey times, complementing the Tyne and Wear Metro and National Rail network. Buses will provide high standards of comfort and on-board service.

**Connect** will be the network of socially and economically necessary links between the local, sub-regional and regional centres in our region, complementing the Tyne and Wear Metro, National Rail and interurban express services. Buses will run at least every 30 minutes on Monday to Saturday daytimes, hourly in the evening and on Sundays.

**Rural routes** will be tailored to the specific requirements of the communities they serve, with buses running at least every two hours on Monday to Saturday daytimes.

We will deliver a range of improvements in the rural areas of southwest Durham and west Northumberland, including better Monday to Saturday daytime services and new Sunday journeys where there is potential demand. In particular, we will introduce a new service to Kielder in the Northumberland National Park and ensure that buses run all year round to the UNESCO World Heritage site of Hadrian's Wall.

We will also ensure that rural services are fully integrated with other bus routes and modes of transport, as we know the importance of effective connections in rural areas.

We will launch two pilot rural Demand Responsive Transport (DRT) operations in the second year of our BSIP.

We will partner with schools in a pilot scheme to market our new home-to-school offer and, using centrally-procured route planning technology, plan efficient bus routes to the school considering the postcodes of subscribing families.

We will accelerate operators' existing bus replacement programmes so that all vehicles are Euro 6 standard or Zero-emission by March 2025.

We will trial hydrogen vehicles and install hydrogen refuelling stations to support them.

### Highways and infrastructure

We will deliver major highways interventions to accelerate bus journey times and increase punctuality and reliability on 17 of our busiest corridors in the region:

- West of Newcastle (BRT), Wallsend, Coast Road (BRT), A188 / A189 North Tyneside, Dunston, Bensham Road, Leam Lane, Old Durham Road, Chester Road, Sunderland, A690 Sunderland, South Shields to Sunderland, South Shields to Newcastle, Blyth Cowpen Road, Cramlington, Morpeth, Seaton Burn, Durham A167.

The vast majority of bus routes in our network use these 17 corridors for all or part of their journey. As a result, the investment we are planning to deliver will have a major benefit for bus journey time, reliability and punctuality across the entire bus network in the North East.

Major highways interventions improvements will be delivered in two tranches:

- We are already developing business cases to deliver Tranche 1 schemes once rigorous public consultation has taken place and design work is complete;
- Tranche 2 schemes are deliverable in the BSIP time frame, but not yet at Business Case so require further development and consultation.

**1** We will also deliver a series of 'spot fix' interventions which will tackle isolated pinch-points which may not necessarily be situated along a high frequency corridor, but will contribute to better bus performance throughout the region. Examples include Northern South Tyneside, central Durham, Bishop Auckland, West Gateshead and Northern North Tyneside.

**3** Our region is committed to investment in highways infrastructure which could include road space reallocation, junction redesign, traffic signal re-prioritisation, bus gates and other measures designed to improve bus services.

We will contribute to already planned investment in the regions highways in the Intelligent Traffic Systems (ITS) project to ensure the potential for bus priority in this project is maximised.

Our local authorities are also willing to consider changes to on-street parking and moving traffic enforcement on these and other corridors, to the extent that red routes could be introduced, subject to public consultation.

We plan to bring a consistent standard throughout the region's bus shelters and stops:

- 1350 shelters which are unwelcoming and poorly used will be replaced by modern facilities which will include lighting, CCTV and high-quality pedestrian access to increase safety;
- 240 shelters and stops with particularly high usage will have an additional high specification applied;
- a strategic plan will be developed to select 'hub' shelters that can serve as a community focus for interchange opportunities, between bus routes, with cycling and walking, with National Rail, ferry, Metro and our Pocket Park & Ride and Kiss & Ride.

### Highways and infrastructure continued

We will replace all our bus stop 'flags' to ensure consistent standards throughout the region.

New bus stations will be delivered in Durham, Alnwick, Bishop Auckland and an additional Newcastle City Centre bus station. There are further plans to improve bus access to North Shields Fish Quay and the International Advanced Manufacturing Park (IAMP).

We will introduce five new major Park & Ride sites in the region, served by high-specification articulated vehicles running a dedicated service for Park & Ride customers. These will benefit from the major highways infrastructure investments along our 17 busiest bus corridors.

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Page 39

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- a fund to allow volunteers to train as 'Community Bus Ambassadors' or 'Bus Buddies'
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- Village, parish and town councils will be provided with marketing collateral backed up with promotional event ticketing offering discounted or free bus travel to community events
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### Bringing the BSIP to life

We commit to exploring and engaging with people and businesses in the region over issues of car parking supply and potential deployment of work place parking levies, congestion charging, and strategic reduction in parking spaces to see if these can be effective tools which the region can adopt across our geography to encourage a switch to attractive, sustainable transport options such as buses.

We will also discuss the introduction of a relationship between the cost of car parking in major centres of retail and employment and the cost of travel on public transport, where it makes economic and strategic sense to do so.

We will create a North East Bus Partnerships team to manage the programme of investments and activities set out in this BSIP, and to oversee the performance of the bus network, to manage the partnership agreement.

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Page 40

### Reporting

A Bus Passenger Charter will apply on all bus services in our region to build customer confidence, and to improve consistency and transparency.

We will report on progress towards our KPIs on a six-monthly basis to our Bus Partnership Board, and onward to Department for Transport (DfT) and other key stakeholders, and publish the information on our website and in a non-digital format.

Fully funded, our BSIP will ensure a strong bounce-back from the Covid-19 pandemic, ensuring buses are sustainable, and serving more places and more people at more times. Without a strong BSIP allocation, bus use will continue to decline, with severe social, economic and air quality consequences.



# 1. Overview

## Area covered

This Bus Service Improvement Plan (BSIP) covers seven local authority areas in the North East, consisting of two combined authorities.

**The North East Combined Authority (NECA)** (comprising of the local authority areas of Durham County Council, Gateshead Council, South Tyneside Council and Sunderland City Council).

**The North of Tyne Combined Authority (NTCA)** (comprising of the local authority areas of Newcastle City Council, North Tyneside Council and Northumberland County Council).

Although these Combined Authorities are Local Transport Authorities in their own right, they discharge their transport functions jointly through the North East Joint Transport Committee ('NEJTC'), which is a statutory body responsible for transport policy and delivery across the region.

**Transport North East** is the name of the officer group that supports the NEJTC in developing and delivering transport and strategy across the region.

**Nexus** is the trading name of the Tyne and Wear Passenger Transport Executive, responsible for delivering passenger transport in Tyne and Wear which is a largely urban sub-section of our area covering the local authority areas of Gateshead Council, Newcastle City Council, North Tyneside Council, South Tyneside Council and Sunderland City Council.

**NEbus** is the name of the local bus operators' association encompassing the providers of services across the North East. NEbus and the NEJTC work together collaboratively through an informal partnership ('The Partnership').

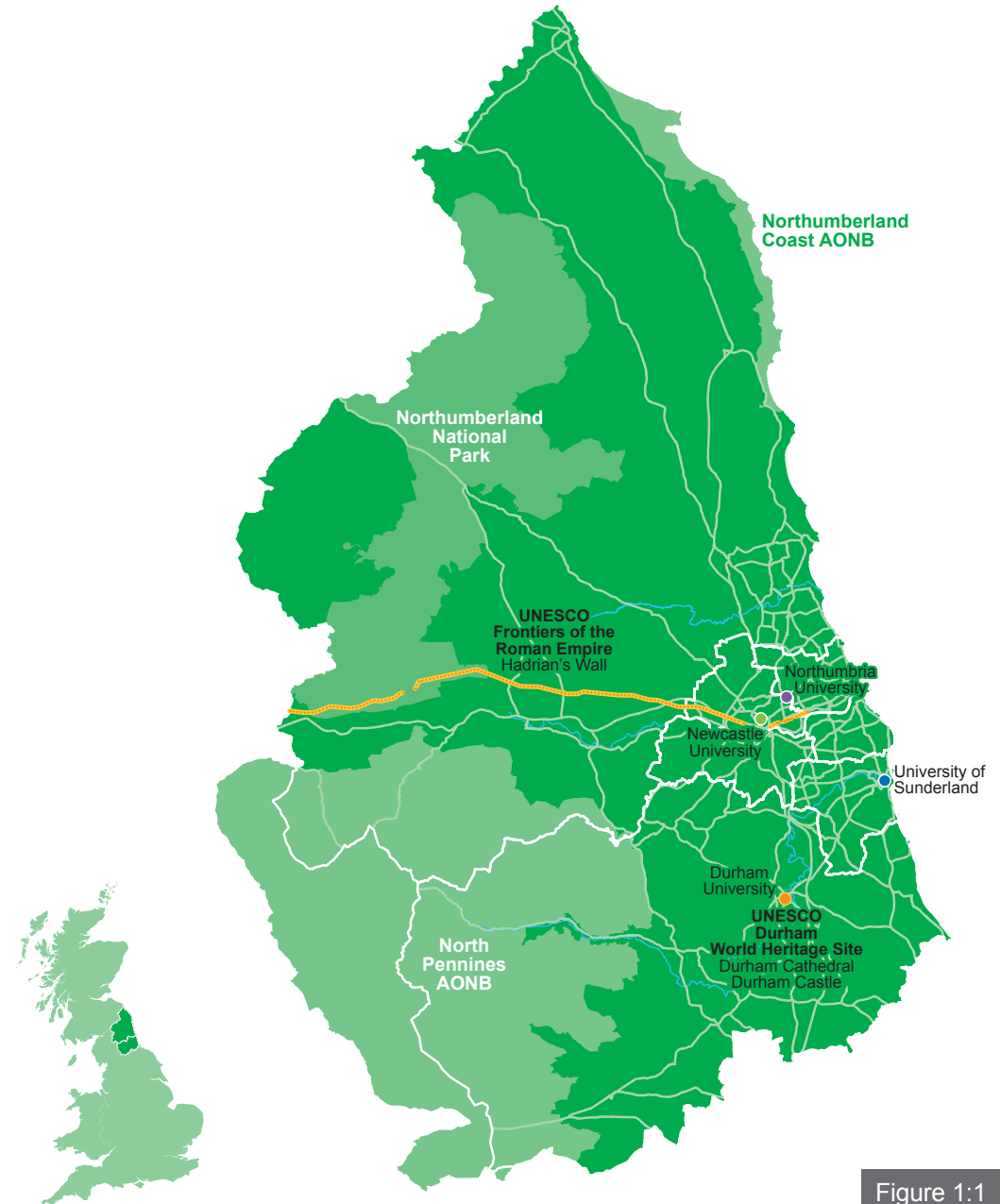


Figure 1:1

### Enhanced Partnership Plan and Scheme(s)

For many years the NEJTC has been working informally with the local bus operators individually and through their local association NEbus.

On 28 June 2021, the NEJTC gave notice of its intention to proceed with the development of an Enhanced Partnership Plan and accompanying Enhanced Partnership Schemes, as required by section 138F of the Transport Act 2000. The notice is displayed on the Transport North East website.

The proposed Scheme as currently envisaged, will cover the local government administrative areas of County Durham, Gateshead, Newcastle upon Tyne, North Tyneside, Northumberland, South Tyneside and Sunderland.

### Duration

The BSIP covers a three year period starting 1 April 2022 and ending in March 2025, although it does refer to investment plans in the years that follow.

### BSIP annual review

The BSIP will be reviewed annually, with a summary of changes published following the meeting of the NEJTC each year from 2023/24 onwards.

### Alignment

The North East Transport Plan ('The Transport Plan'), adopted by the NEJTC in March 2021, provides the strategic framework to support delivery of an improved, more seamless, coordinated and integrated transport system across the region. It sets out how transport can help support the wider goals of creating and sustaining more and better jobs in a growing and decarbonised economy, where social and health inequalities are greatly reduced.

The Transport Plan builds on 'Connected North East: Our Blueprint' (Blueprint), published in October 2020 as a collaborative project brought together by a number of North East partners. The Blueprint sets out how a connected North East can increase the prosperity, quality of life and health of the region by uniting the potential of digital and transport.

This BSIP is closely aligned with the Transport Plan and the Blueprint, as well as all relevant policies and plans of the NEJTC, the region's two Combined Authorities, seven Local Authorities and Nexus (the Passenger Transport Executive for Tyne and Wear).

In the remainder of this section, we explain the overarching links between this BSIP and our region's Transport Plan, including:

- An introduction to the Transport Plan's vision and objectives.
- Our 'Making the Right Travel Choice' policy statement which encourages people to choose active travel or public transport whenever it is possible for them to do so.
- Our region's document 'Your Vision for Buses' which sets out the high-level interventions or solutions required from our bus network to deliver our Transport Plan's vision and objectives.

## Introduction to the Transport Plan’s vision and objectives

The vision statement for our Transport Plan is: **“Moving to a green, healthy, dynamic and thriving North East”**.

This vision is supported by five strategic objectives for transport in our region. They are reflective of the critical strategic issues such as the Climate Emergency declared by each of our Local Authorities and Combined Authorities, our ambition for a clean and green recovery from the pandemic and the need to address the health of our region. Within the Transport Plan we explain why these objectives have been selected.

Our Transport Plan contains a live programme of planned interventions and is reviewed and updated regularly. The NEJTC receives a report updating on the actions we are taking to deliver the Transport Plan at each of their meetings.

*“We consider the delivery of this BSIP and the NEJTC’s commitment to enter into an Enhanced Partnership (EP) to be a crucial step in the delivery of our Transport Plan. Every proposal we make within the BSIP and the decisions we will take within the EP will support progress towards these objectives”.*



### Carbon-neutral North East

We will initiate actions to make travel in the North East net carbon zero, addressing our air quality challenges and helping to tackle the climate emergency.



### Overcome inequality and grow our economy

We will return the region to pre COVID-19 levels of employment and Gross Domestic Product (GDP), then move forward in pursuit of the ambitions set out in the Strategic Economic Plan (SEP).



### Healthier North East

We will encourage active and sustainable travel to help our region attain health levels that are at least equal to other parts of the UK.



### Appealing, sustainable transport choices

We will introduce measures that make sustainable modes of transport more attractive and an easy alternative for getting around the North East.



### Safe, secure network

We will ensure that people are confident about their safety and security when travelling around the North East.

Figure 1:2

# Making the Right Travel Choice – the policy at the heart of our Transport Plan

Central to our Transport Plan is a policy named: “Making the Right Travel Choice”. This policy sets out the actions we need to enable, through interventions on our transport system, to drive progress against our objectives.

**We understand in North East England that we should do more than just provide a sustainable transport network – we should make it attractive, so people want to use it.**

Page 45

Central to this Plan is our ambition to provide solutions to help people make greener travel choices where it is appropriate to do so and at a price they can afford.

In our region, with 56% of commuting trips under 10km and 37% under 5km, there is a significant opportunity to encourage shifts to active, sustainable and public transport types across the region, particularly in urban areas.

In 2018/19 there were 1,016 trips per person per year made in the North East. Of these, 442 were car journeys. (NUTS1 region)

Over the coming years, we have a significant opportunity to influence how people access public and sustainable transport across the region with better quality links.

We want to get more people in the North East to use sustainable travel types, such as walking, cycling and public transport, and encourage more sustainable travel patterns to achieve

all of the Plan’s objectives. People want public and sustainable transport infrastructure and services to be good enough that they offer a credible alternative to the use of their cars for some trips.

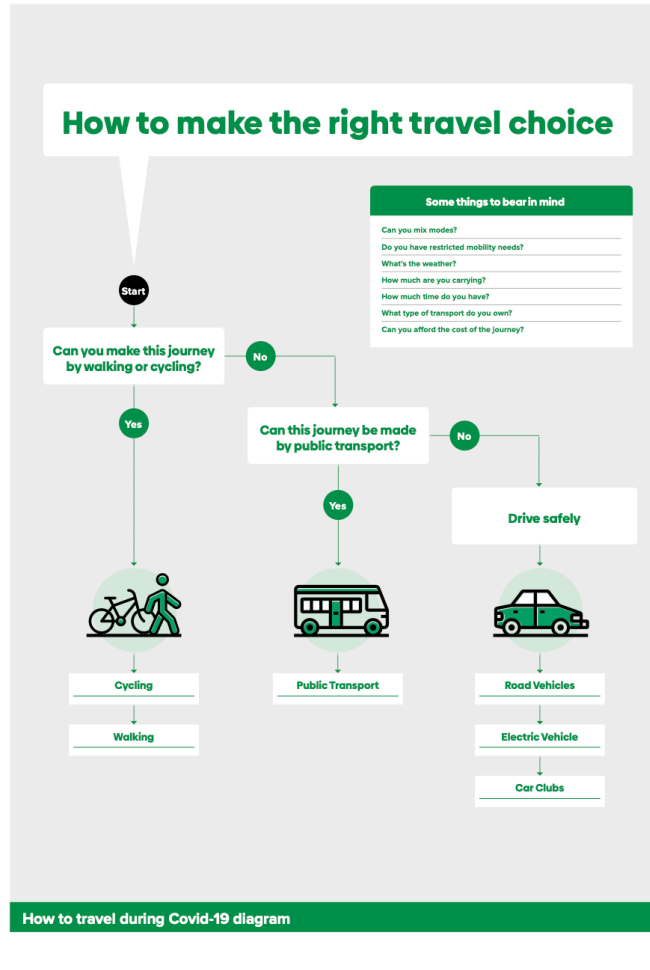
**Why?**

The reason behind why we want to do this is a simple one. If we can effectively help people make the most sustainable transport choice when it is viable, it will be the most cost-effective way of achieving the North East Transport Plan’s vision and objectives. Transitioning the number of journeys people make onto more sustainable and public transport types will drive our economy and improve our environment.

Transport underpins our daily lives and we specifically want to encourage people to make trips around the North East. Travelling to school, to work, to shops, to care for others and to socialise with friends improves our prospects, health and wellbeing, as well as benefiting the communities and local economies that make up our region.

**Helping people to make the right travel choice – Decision tree**

We want as many journeys in the region as possible to be made in a sustainable way; this means people in our region stopping to think about their travel choices before a journey gets underway. It is a “hearts and minds” exercise which encourages people to use alternatives to the car and enjoy the benefits of doing so, whilst essential road journeys for which there is no alternative can be improved as there will be fewer cars on the road.



Work is the catalyst to many journeys; and therefore we must work with businesses in our region to help them consider how they move employees around where alternatives to road journeys exist and as they newly come online during the currency of this Plan. We say more about this later in this section.

**Background**

The reasons why people make the travel and transport choices they do is often complicated and dependent on several factors and circumstances, which can change on a journey-by-journey basis. People’s travel choices are also repetitive and often undertaken out of habit rather than journeys being thought through on a regular basis to take differing circumstances into account. It is also important to recognise that people’s needs and experiences vary between the type of area they live in, for example urban or rural. We are aware that there are a variety of factors that influence a person’s travel choice. For example, a person may be making a journey of under two miles but is required to carry several heavy items of shopping and therefore needs to use a car. The same person may make the same journey to the shop the following day, but as they are only buying a few items which can be easily carried, they decide to walk. For some journeys, people may be travelling alone or with others. People may or may not have a disability. Our decisions are influenced by what mode is available (or what we believe is available) and how it suits our circumstances.

Figure 1:3 Page from North East Transport Plan

## ‘Your Vision for Buses’: How we have aligned our BSIP with the Transport Plan

Our policy of ‘Making the Right Travel Choices’, leaves no doubt: our region is committed to positioning buses as an appealing and sustainable transport choice which people should choose ahead of a car whenever possible.



In June 2021, the NEJTC published a high-level strategic vision document called ‘Your Vision for Buses’. This document was developed in partnership with our region’s bus operators and considers the role that buses can play in delivering our Transport Plan. In doing so, it sets out Ten Solutions for the bus network – and asks the region to consider and test these solutions. These Ten Solutions are aligned with the Government’s ‘National Bus Strategy’.

We then talked to the people and businesses in the North East through an informal engagement campaign called ‘the Big Bus Conversation’. We wanted to understand what people think we need to do to encourage bus use in circumstances where it is “the right travel choice”. Participants were asked to say how they would spend £10 across the Ten Solutions; this exercise gives us a broad understanding of people’s priorities.

Through ‘the Big Bus Conversation’ around 2,400 people confirmed that they thought the Ten Solutions we had already set out were the right ones to make buses an appealing and sustainable transport alternative, and attract more people towards using the bus. Our BSIP therefore proposes initiatives covering all ten of these solutions.

We established a Stakeholder Forum for businesses, services such as health and education, advocates for equalities groups and passenger and community representatives. Stakeholders contributed by email and through attendance at four multi-media events, which were well attended, both online and in person. The most rural parish councillors welcomed the ability to participate virtually, since ‘more buses to more places’ is their primary need. The DfT presented to the Stakeholders and took part in discussion, as did NEbus. The events confirmed the

Ten Solutions as the right priorities, and gave insights into the planning and delivery of Demand Responsive Transport (DRT), customer service for people with extra needs, and ways to support businesses and services to increase the use of bus by their staff and customers.











-  **An enhanced network that is simple and easy to understand**
-  **Faster and more reliable journey times**
-  **A simple and flexible fares structure**
-  **Better integration between modes**
-  **More early morning and evening services**
-  **Clear and consistent information that is easy to access**
-  **Improved safety and security**
-  **Cleaner and greener vehicles**
-  **Improved connectivity beyond our boundaries**
-  **A first-class customer experience**

Figure 1:4 ‘Your Vision for Buses’ was an enabler to our region’s ‘Big Bus Conversation’ which gathered the region’s views on bus travel and our proposed Ten Solutions.



The Big Bus Conversation toured our seven local authority areas in August 2021.

The Transport Plan, Blueprint, and Your Vision for Buses are available on the Transport North East website

[www.transportnortheast.gov.uk](http://www.transportnortheast.gov.uk)

The following logic map confirms the alignment between our region's Transport Plan and this BSIP.

Our region's Transport Plan has five objectives

To achieve these objectives, we need people "to make the right travel choice" - including where possible, choosing the bus before the car

'Your Vision for Buses' sets out ten solutions, which our region confirms are needed to persuade people to choose buses

This BSIP proposes initiatives which deliver against all of these ten solutions.

## 2. Current bus offer to passengers



This section sets out the current North East bus offer, examining the factors that combine to influence bus provision in the North East.

Services are inevitably tailored to geography, demographics and markets, with frequent services in the metropolitan and urban areas and more targeted services connecting our many other key locations. “Secured services”, which are bus services that are tendered and contracted by the local authorities and Nexus, respond to social need where commercially operated services are not viable, often in rural or remote areas, places that are hard to serve as part of an existing bus route, or at the extremities of the day.

### **Analysis of existing local bus services compared to BSIP outcomes**

In this section we provide analysis and data to show how the current network measures up against our BSIP targets as set out in Section 3 (‘Headline Targets’). We also explain the factors that affect the use of local bus services. Examples of our sources are outlined in figure 2:1

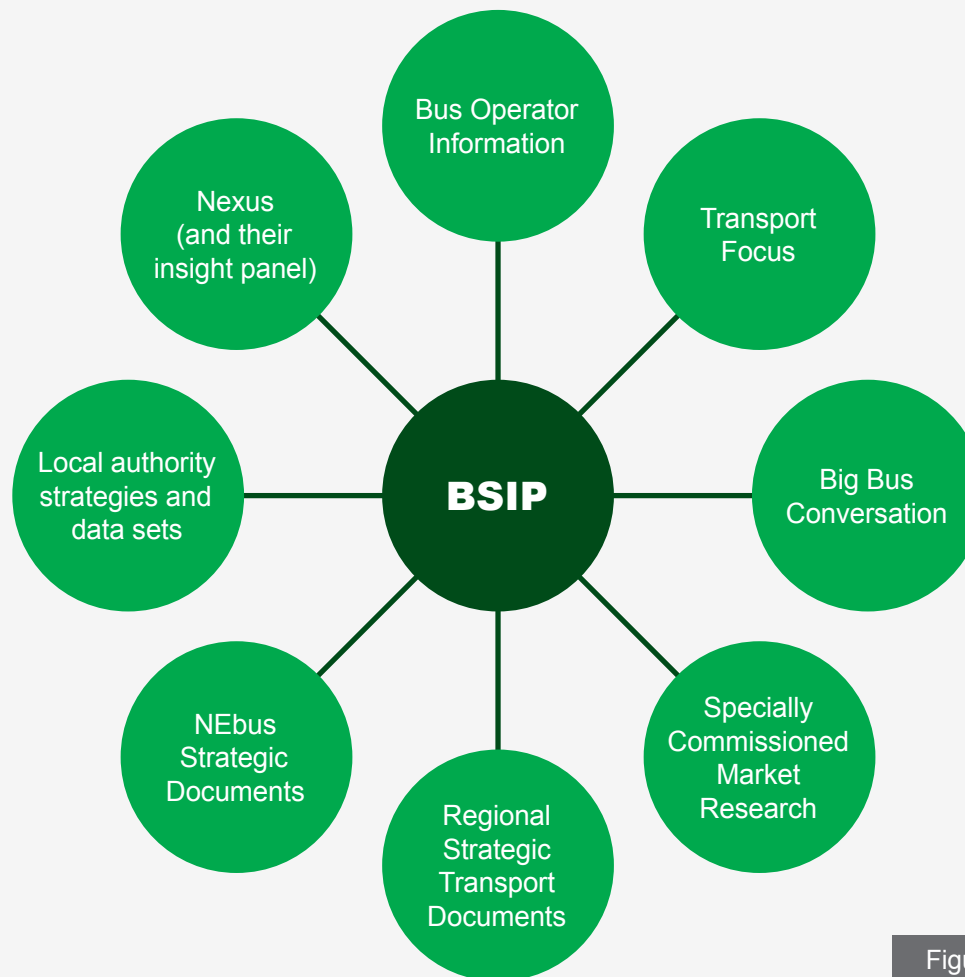


Figure 2:1 Data and information sources informing our BSIP

## 2. Current bus offer to passengers

Data and information in this section is presented at a strategic level. In Section 4 ('Delivery'), we deploy data and information at a more granular level to inform the case around each of the interventions we propose making to our network.

We have set a number of Key Performance Indicators to measure the success of this BSIP. Firstly we want to **repair the damage caused by Covid-19** to bus ridership in our region. We then want to progress to a position where a higher proportion of people choose the bus to travel, leading to **significantly increased modal share for bus** – especially for **journeys to work and education and in rural areas**. This will lead to **growth in bus patronage**. We know that this will only happen when people see tangible improvements made to bus services, which we will measure through **improved customer satisfaction**. Of course if we want passengers to be satisfied, buses must be **punctual and reliable**, and **buses need to be faster** and not caught in congestion.

Although getting more people on the bus and growing its modal share will of itself improve our environmental performance, we want to target a continuous improvement in the emission standards of our bus fleet.

### Reliability

We found that reliability was a concern for many during our independent research for the Big Bus Conversation. The sentiments expressed below demonstrate just how crucial it is that buses run on time. Buses connect people to work, education, healthcare and social events – all of which are essential when it comes to living a healthy and well-balanced lifestyle, which is something we want for the people of the North East. When buses fail to arrive on time it has a knock-on effect on each of these things, which undoubtedly puts people off using the bus service again.

“Bus reliability needs to be better. Cancellations need to be communicated quicker. Breakdowns are too common. Buses are overcrowded [and there are] people being left waiting for the next bus on commuter routes.”  
(Big Bus Conversation)

“We need real-time digital information on street bus stops as not everyone has internet, and there are problems in winter with reliability.”  
(Big Bus Conversation)

“Worst service in Chopwell there has ever been in terms of reliability issues. I want the present to work before we talk about the future.”  
(Big Bus Conversation)

“Better reliability and better info in advance of changes. More accurate Real-Time Information, tracking on the app.”  
(Big Bus Conversation)

When asked about what changes people would like to see to the network, Maureen on Facebook answered: “Turning up would be good. Always missing when I’ve gone for my bus from town.”  
(Big Bus Conversation)

### Punctuality at the start of a journey

**“Buses are unreliable”** Stated by 37%

Punctual bus services are essential in providing a reliable passenger experience. Punctuality in our region is better than the average for England but we need to do better to reach the target of 95%

(Punctual = between 1 minute early and 5:59 late)

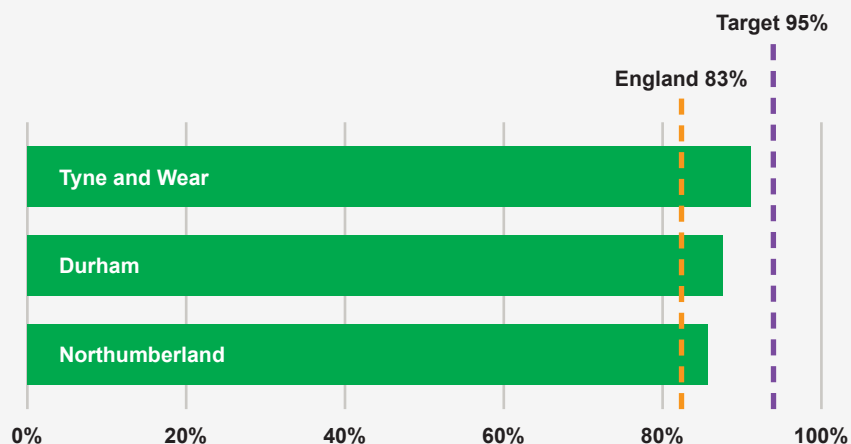


Figure 2:2 DfT data – bus punctuality against targets in 2018/19

Our buses are better than average for England, however they are falling short of the 95% punctuality target, as is shown in the graph to the left, which is broken down by different parts of our region (from Your Vision for Buses).

We know that punctuality is intrinsic to efficient bus travel and the continued use by the public of our bus network. We heard during the Big Bus Conversation that “buses are late often” and that there are “buses that constantly don’t turn up” which some felt should lead to penalties for bus operators, especially when late or cancelled services are scheduled at key travel times, as this falls below the expected standard of service.

A lot of people, especially those from low-income households without cars, rely on the bus to make connecting journeys on different modes of public transport in order to get from A to B. When the start time of a bus journey is delayed, this has the consequence of halting someone’s planned multi-modal journey, and again will most likely result in a lack of trust and confidence in the bus network, and may bring with it, social and economic repercussions for the traveller, for instance if this makes them late for work or a social engagement.

### Punctuality at timing points

Punctuality in the region has suffered from the rise in traffic post pandemic. In autumn 2021, a blended figure of operator data showed almost 20% of buses arriving at stops more than 5 minutes late or 1 minute early. During lockdown, performance on the least reliable routes reached 96%, showing what can be achieved if buses have a clear run.

Travelling by bus usually takes longer than travelling by car and one of the reasons for this is because of the amount of times buses are required to stop along routes.

There is still scope to cut down on the amount of key timing points our buses have to go through, to further reduce journey times and address passenger feedback like the following.

“It takes me two hours door to door [to get from] from Castleside to Newcastle for my work (including walking at either end – it is about one hour 25 minutes on buses and 10- to 15- minutes waiting)... make the bus to Newcastle direct so that it gets there before you’ve fallen asleep (that journey alone is more than an hour because all bus choices go round everywhere en route). Castleside even has a direct bus to Durham, but it is actually quicker to change in Consett because it is so slow to do that journey! There are basically too few bus routes, so every bus goes to every possible town and village en route, dragging the journey out.” (Big Bus Conversation)

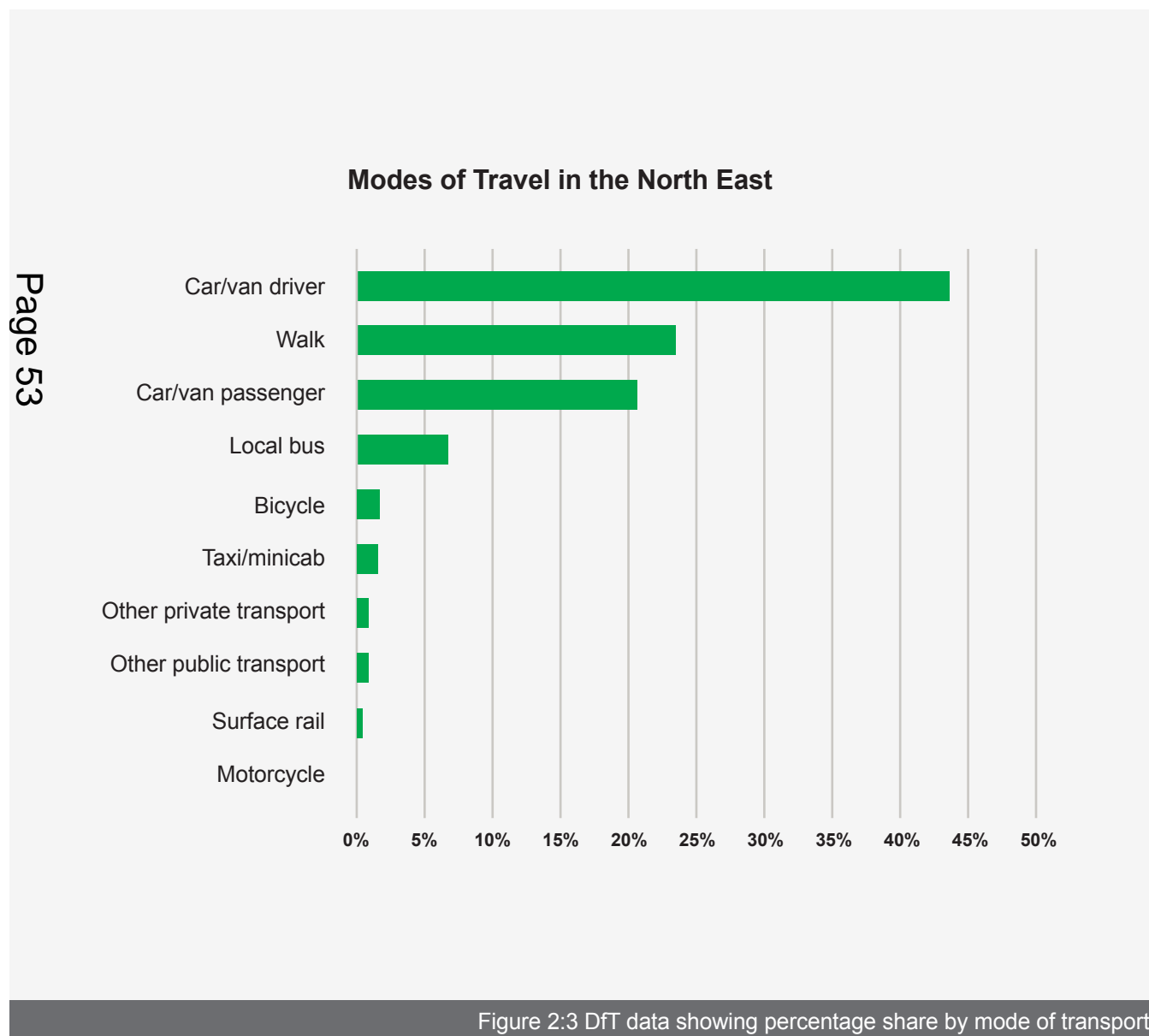
### Average bus speeds

The speed of a bus journey can be an off-putting factor when making a travel choice. We therefore need bus services to be as quick and efficient in terms of journey time as possible, to respond to feedback from the Big Bus Conversation that included: “Conductors on buses needed to speed up journeys”; “An Oyster card system would speed up bus boarding”; “More BUS ONLY lanes and traffic light priority for buses, and an end to speed humps or chicanes on bus routes” and the need for “shorter journey times with better links between Durham, Washington, Sunderland and Newcastle”.

Others think there is work to be done to introduce more express shuttle services to key locations from small villages that have minimal stoppage along the route (Big Bus Conversation), and this is backed up by the market research carried out for us.

We have listened and responded to feedback like this, and you will see this reflected in our section on highways and infrastructure where we outline plans for major investment in busy bus routes to speed up journeys and make the service as a whole more reliable.

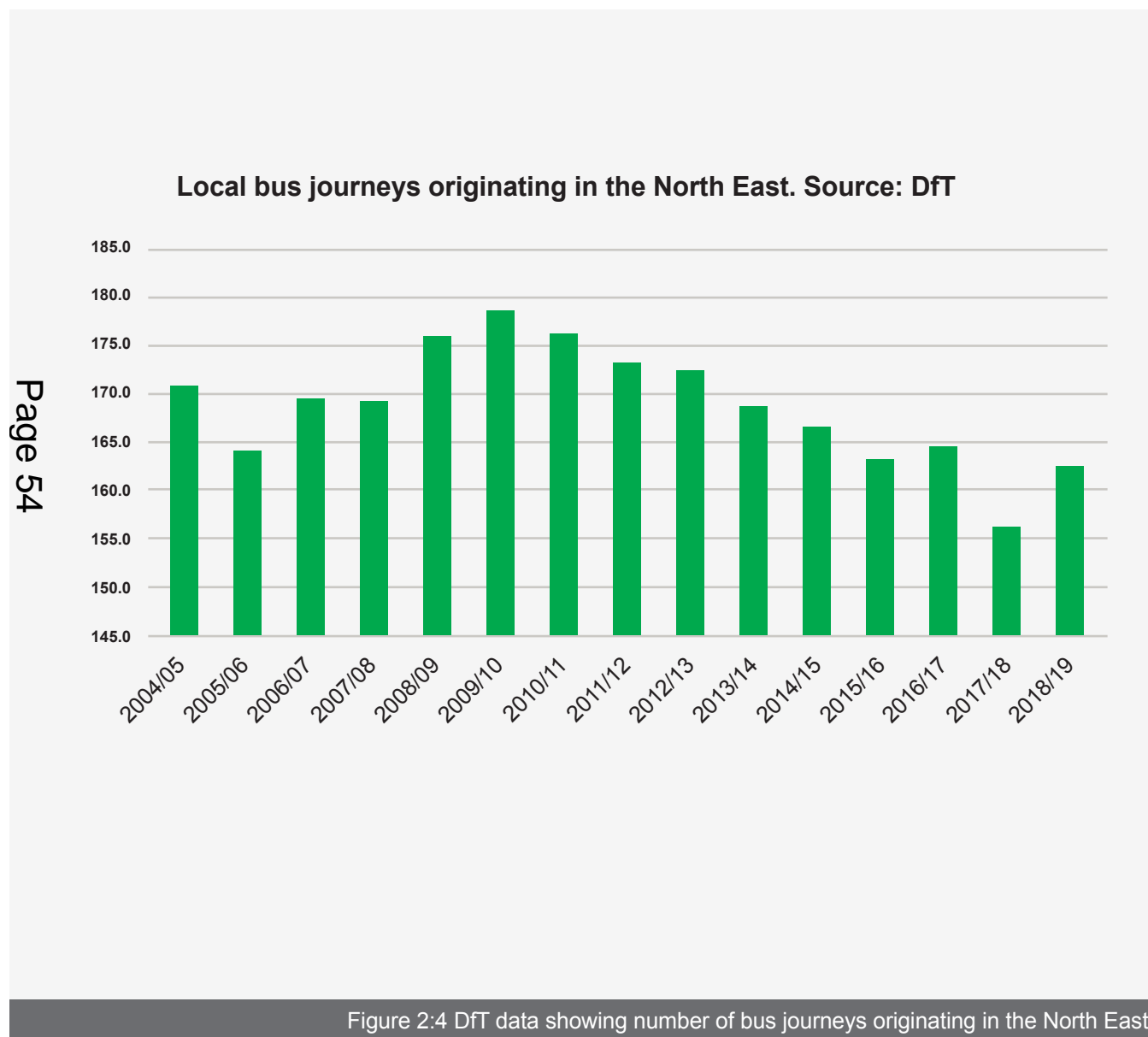
### Bus modal share



The graph to the left shows the percentage of trips by head in the North East according to DfT data (note that this currently includes journeys in the Tees Valley - at the EP stage, more granular data will be sourced in order to set a baseline for our region).

Car and van use, either as a driver or passenger, accounts for 64.1% of journeys made in the North East, in comparison to local buses which account for 6.4%. With 49% of people in our market research indicating that they would be open to using buses more often, there is a strong potential for significant growth in bus modal share from the current position. However, this potential will only be realised if the measures set out in the BSIP are funded, supported and well received by current car users.

### Patronage



Bus patronage has been declining for many decades although in recent years the picture has been more varied. There are a number of reasons for this, and qualitative market research data tells us that a quarter of those aged 75+ feel that ‘bus times don’t fit their needs’. This is especially important as we know people in this age bracket are most at risk of social isolation, with many seeing the bus as a lifeline to human connection.

Market research showed that 75% of BAME communities who are car users say they would consider switching to the bus for some journeys. There is therefore a real opportunity to grow patronage in BAME communities if barriers are removed.

The picture builds as we explore the data relating to those living in rural areas. 28% of people living in rural parts of the North East said that ‘the places [they] travel to aren’t easily reached by bus’ according to our market research.

### Customer satisfaction

This graph, based on data from Transport Focus, shows that 91% of people using bus in the North East were satisfied with their journey. While this is higher than the national figure of 89%, there is still room for improvement. 69% of respondents to our market research rated local bus services as excellent or good. However, for people in rural locations only 22% were positive about local bus services, compared to 30% who shared negative responses.

Many people who use buses in our region do not have another means of transport available to them. In Tyne and Wear alone 89% of bus users have no car available to make the journey and therefore they need the bus to be on time, clean, and have the necessary facilities they need for comfort and convenience. We know that improving customer satisfaction will be key to maintaining existing customers and keeping the patronage of those who make the change from car to bus.

Currently, 54% of the region's bus fleet is not at the engine emission standard of Euro 6 or higher.

#### Customer satisfaction – overall

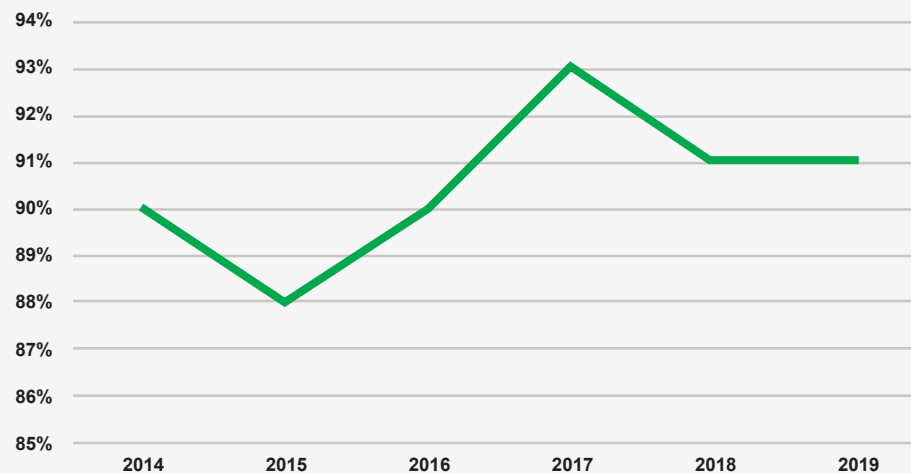


Figure 2:5

When we consulted the public as part of the Big Bus Conversation we heard that many people are also mindful of unnecessary carbon emissions coming from bus engines. Chris, via Facebook, said: “All drivers should switch off their engines when not picking up passengers. I’m sick and tired of fumes from bus engines”. Another person made the suggestion of “making buses electric to cut carbon emissions” when asked what solutions could be made to the bus network.

These are changes we need to make throughout the lifetime of the BSIP, otherwise we will continue to trail behind other regions in bringing about positive environmental change.

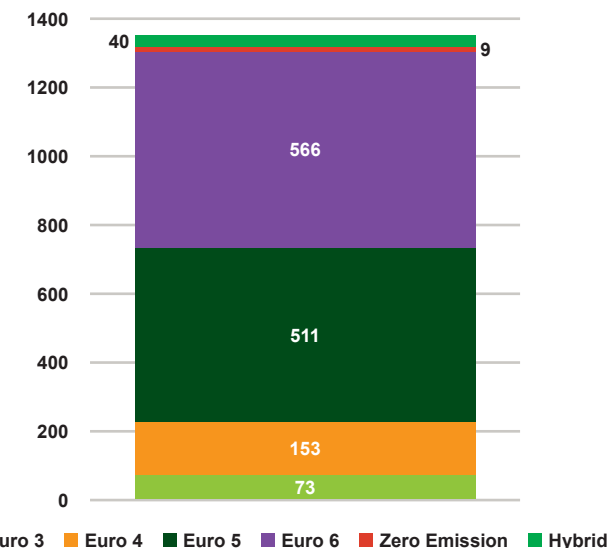


Figure 2:6 North East bus fleet by engine standard (Source: Operator figures)

### Existing financial support for bus services

In the current financial year (2021/22) a total of £74.858 million of local public funding has been used to support the bus network. This breaks down as follows:

	Durham £000	Northumberland £000	Tyne and Wear £000	Total £000
Subsidised Bus Services	2,556	1,231	14,833	18,620
ENCTS	11,932	4,902	35,710	52,544
Bus Stations/Infrastructure	196	26	2,154	2,376
Public Transport Information	88	25	1,205	1,318
				74,858

Page 56

Figure 2:7 Public funding of the bus network to date in 2021/22 (Source: Durham County Council, Northumberland County Council, Nexus)

In terms of subsidy of routes and mileage, the breakdown is as follows:

	Durham	Northumberland	Tyne and Wear	Total
Routes fully secured by public subsidy	44	45	69	159
Routes partly secured by public subsidy (e.g. evening and weekend services)	57	7	95	159
Other operations funded publicly (e.g. home to school)	219	774	247	1,240
Number of route miles supported	2,429,500	3,826,003	129,783.28	6,385,286.28
% of bus network supported (Note: subject to refinement)				10.31%

Figure 2:8 Subsidy of routes by LTA/PTE area (Source: Durham County Council, Northumberland County Council, Nexus)



### Other factors that affect the use of local bus services

In this section we set out information and data about factors which affect the use of bus services in our region including:

- Identified barriers to bus use.
- Perceptions and attitudes toward buses.

**Page 57**  
**D** Car parking: the extent and pricing of parking provisions in towns and cities and the split between local authority and private sector provision. Also, the amount spent by each local authority in our region on parking enforcement.

- Other competing and complimentary factors to the bus network in the North East.

To inform the action we need to take in our BSIP, we commissioned independent market research which amongst other outputs, is designed to offer insight into the perceptions and attitudes toward buses in our region.

The project methodology was quantitative, with a survey conducted online with a panel of respondents who were resident in

the North East. The work was undertaken between August and September 2021, with a survey of 712 interviews, spanning the whole region, and an online research panel used to source independent and reliable samples. Quotas and weighting were used to deliver a representative sample of the North East region in terms of age, gender, ethnicity and geography.

The key findings of the research follow:

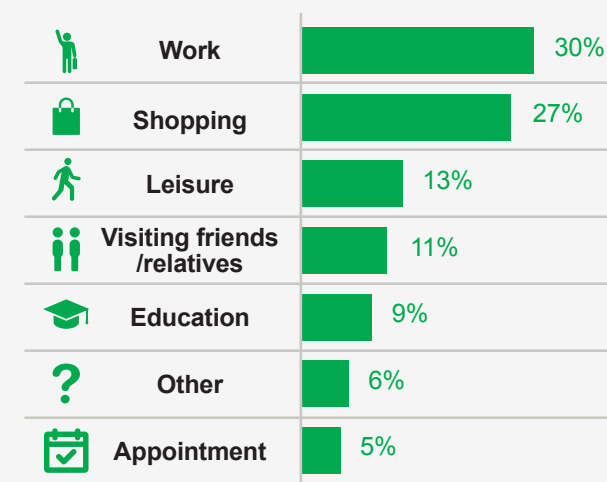
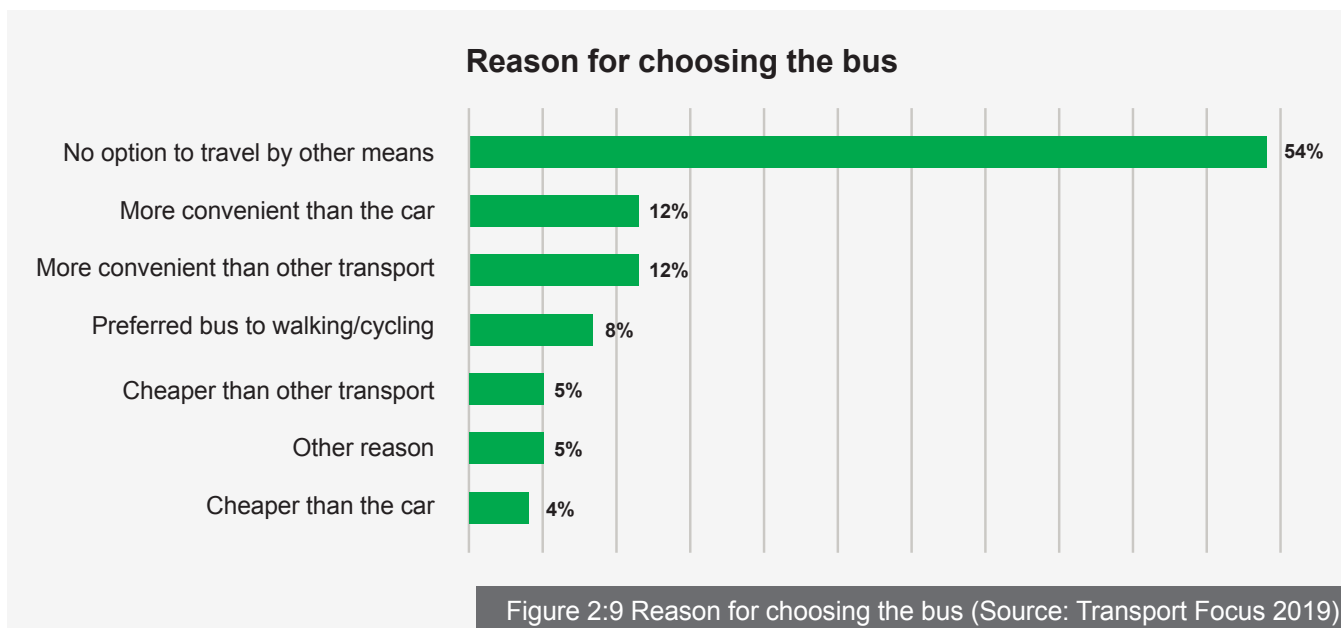
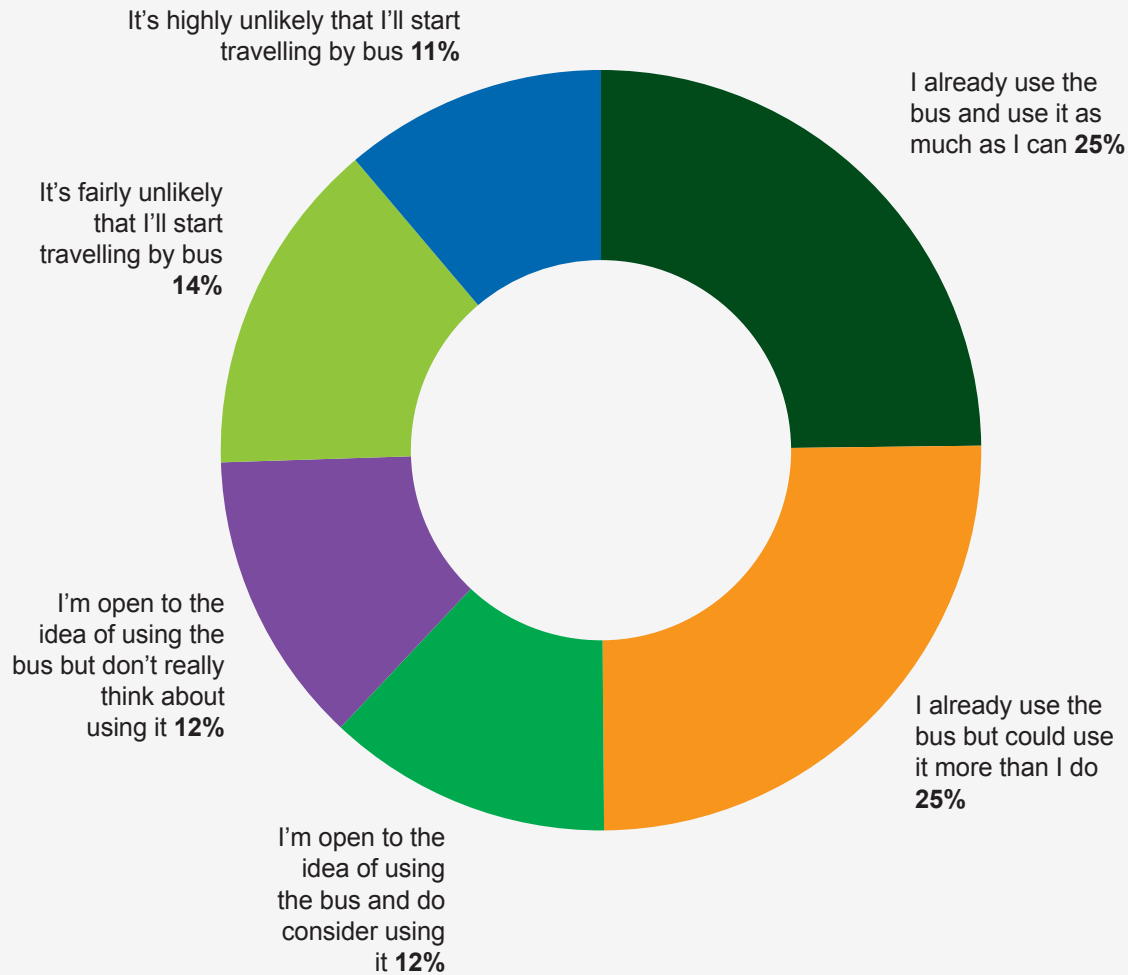


Figure 2:10 Purpose of bus journey (source: North East Transport Plan)

### Current behaviour – attitudes towards using the bus



One in two say they already use the bus, and are evenly split as to whether or not they could use it more. Similarly, one in four are open to the idea, and these residents are equally split as to whether or not they actively consider using bus. A further quarter feel it's unlikely they will start travelling by bus.

Figure 2:11 Findings from market research (Source: Bluegrass research 2021)

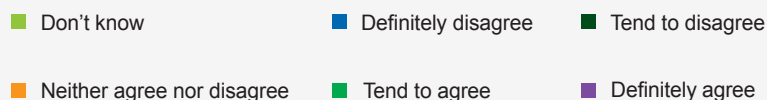


## 2. Current bus offer to passengers

The market research also asked residents to say whether they agreed with the statement:

### “I’m not the kind of person who gets the bus” – Agree or disagree

Page 59



Overall, a minority (just over a quarter) feel they are not the kind of person who gets the bus. And generally, opinions are similar across profiles.

Despite being more regular users, younger people are more likely to feel this way, and only one in ten of the oldest in the community would agree. Interestingly, a fifth of the most frequent users feel they're not the kind of people who get the bus, rising to over two in five of infrequent users.

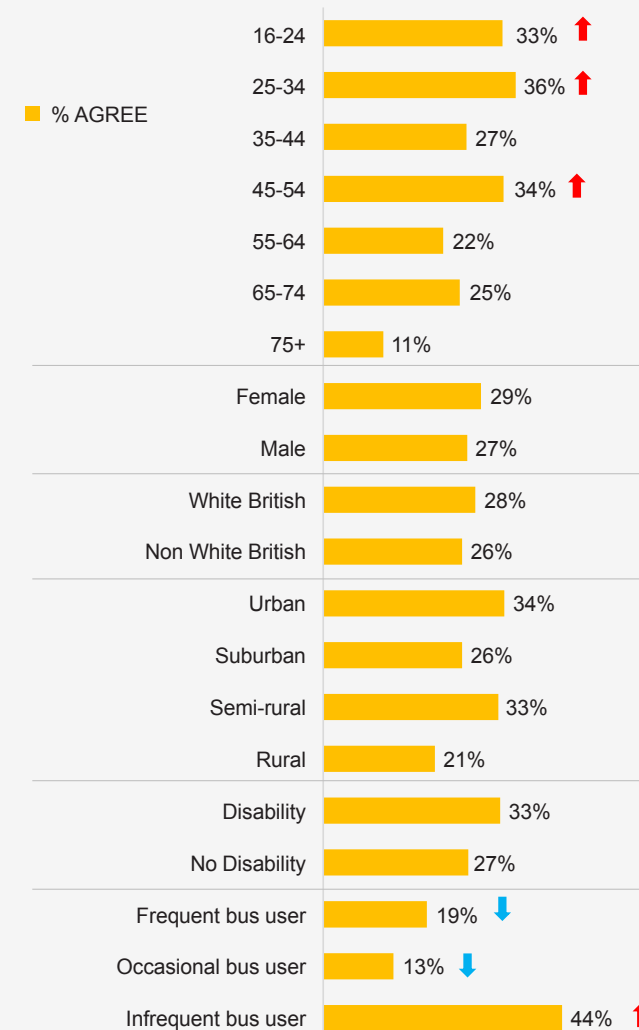


Figure 2:12 Findings from market research (Source: Bluegrass research 2021)



## 2. Current bus offer to passengers

Frequently used words included: expensive, slow, late, unreliable, old, dirty, crowded, stuffy, polluting, inaccessible, unsafe, indirect, confusing, noisy, poorly ventilated. Some positive words were also submitted, such as safe and punctual, but as the word cloud on the previous shows, these were not as commonly used as negative ones.

During discussions at our four stakeholder events, we picked up on discussions as to why people may not use the bus and heard some very negative feedback and perceptions including, “buses smell”.

As part of the Big Bus Conversation survey we also asked respondents to rate from 0 (strongly disagree) to 7 (strongly agree) how much they agreed with a number of potential barriers to using the bus. Scoring highest was bus fares being too high, followed by not trusting the bus to turn up on time, buses being slow and buses not going where people want them to go.

This supports the 2019 Nexus Insight Panel Survey findings which found these were the top three barriers to using buses:

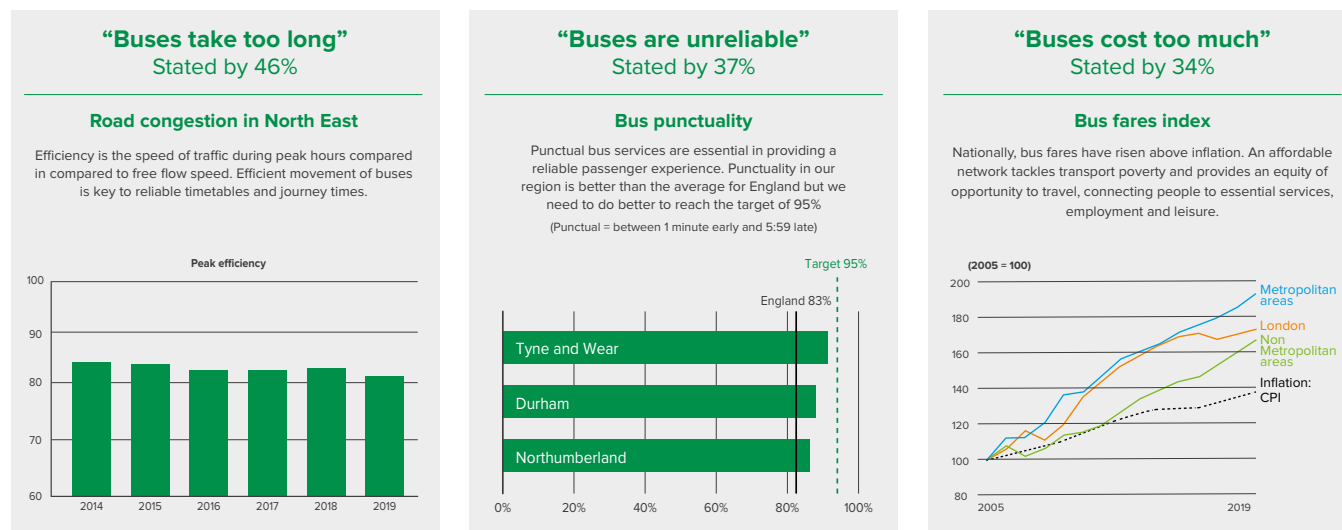



Figure 2:14



**Covid-19**

**1 in 5 people who are avoiding public transport are doing so because they don't feel safe to use it at the moment. Cleanliness and maintenance are much more important now and are likely to be legacies of Covid with increased user expectations in these areas.**

Transport Focus - Travel during Covid-19

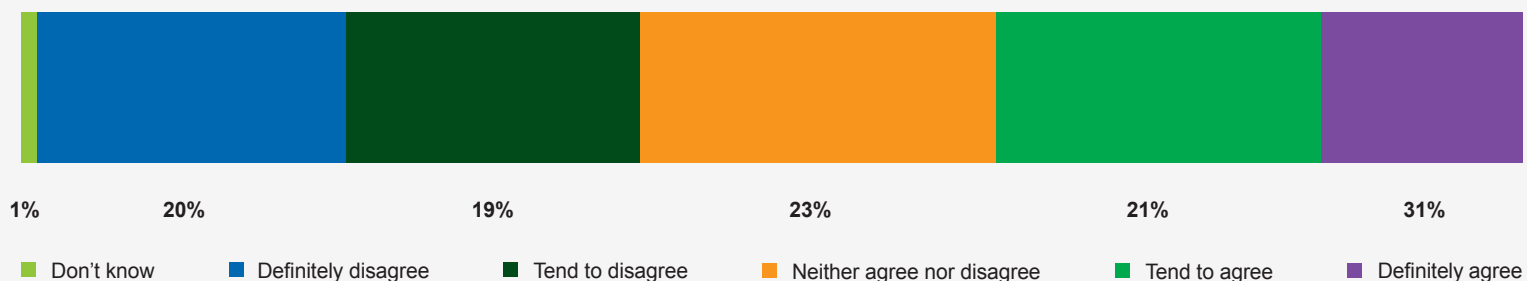
Figure 2:15

We also know that cleanliness and maintenance are issues which are all the more important to bus users and non-bus users in light of the Covid-19 pandemic.

## 2. Current bus offer to passengers

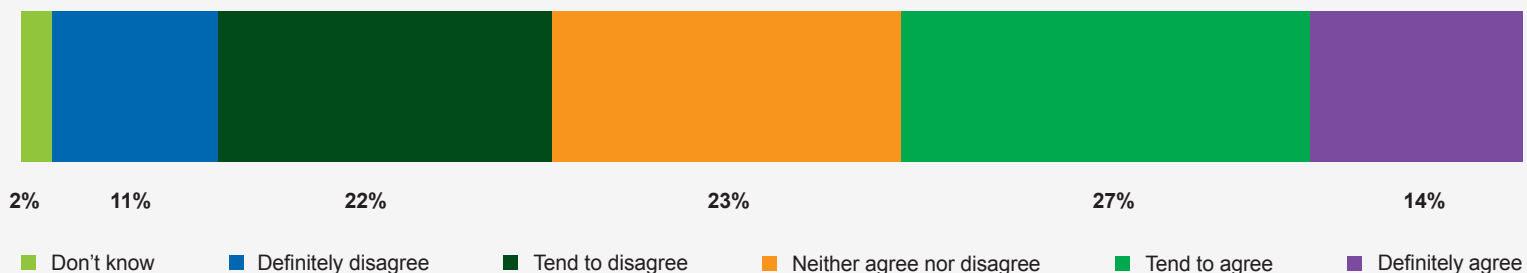
Additionally, the independent market research report provides further insight into barriers to bus use. One of the barriers identified was a lack of knowledge about service provision and fares: 34% of people who responded agreed with this, rising to 52% of those who class themselves as infrequent users.

**“I’m not all that familiar with the local bus service like how much a journey would cost or which bus stop to use”.**



Infrequent bus user 44%

**“The places I travel to aren’t easily reachable by bus”.**



Rural 69%

Infrequent bus user 53%

Figure 2:16  
Independent  
market research  
results 2021

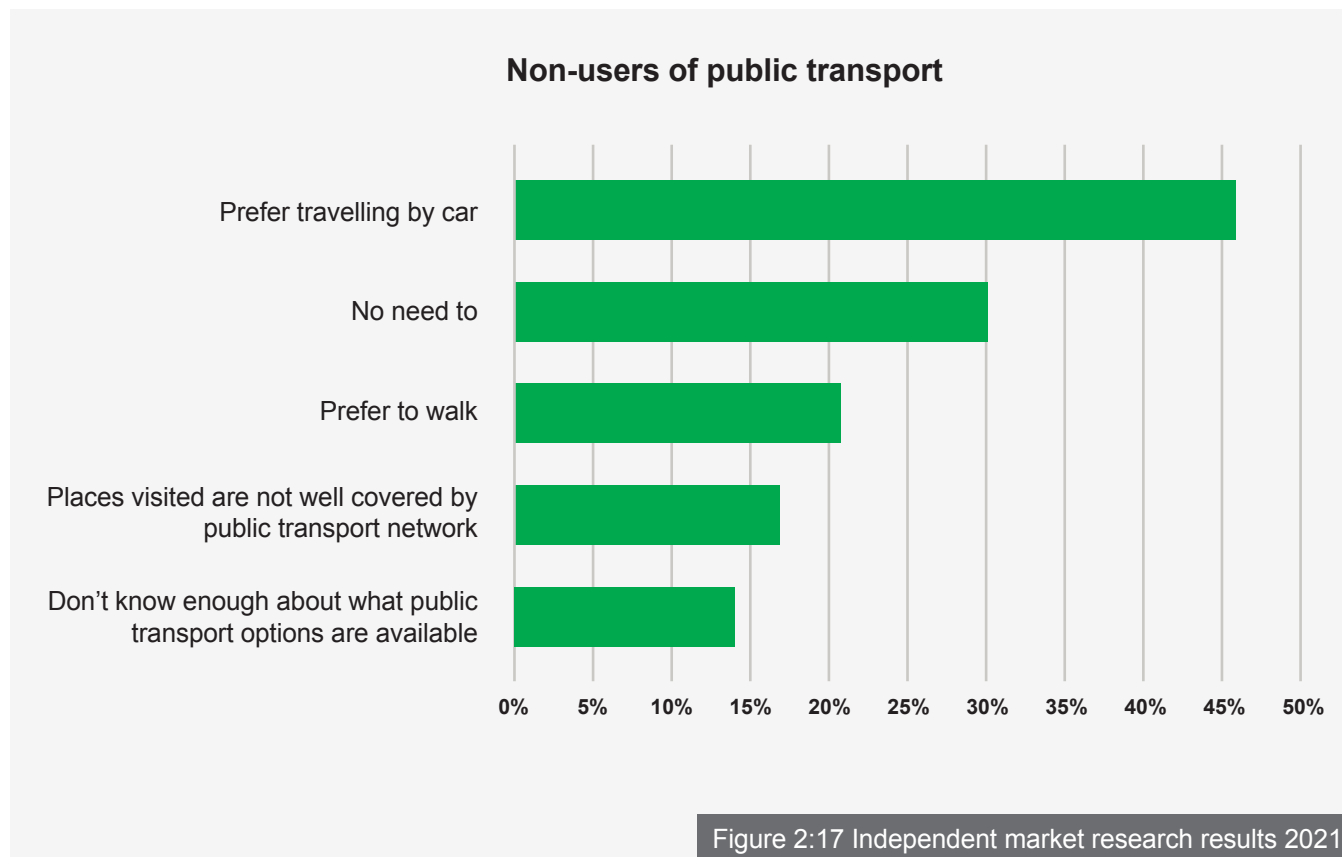
## 2. Current bus offer to passengers

14% of tourists who did not use public transport identified 'not knowing what was available' as a reason for not using public transport.

We know that in order to increase bus use for tourism in the North East we need to overcome these barriers to using buses, as well addressing some of the negative perceptions of the bus that are held by non-users. This is why we have built a number of initiatives into the delivery section of this SIP, so that with the correct level of funding we can bring about meaningful and long-lasting change.

A preference for alternative modes of transport (car and walking) are leading reasons for not using public transport to get around the North East during their visit.

Approximately 3 in 10 non-users felt that they had no need to use public transport.



### Car parking

The cost of car parking, especially in relation to getting the bus, often influences travel choices. The following table offers a summary of parking provision in each of the seven local authority areas which make up the North East.

	Estimated number of LA operated spaces	Average hourly rate to park	Estimated number of private sector operated spaces*	Average hourly rate
Durham	3,500	43p	2000	69p
Gateshead	2,123	£1.04	756	92p
Newcastle	6,004	£1.44	3743	£3.20
North Tyneside	2,544	95p	Unknown	N/A
Northumberland	11,821	0	0	N/A
South Tyneside	2,477	75p	270	Varies
Sunderland	2,958	£1.15	941	£1.47

\*Defined by operators of car parks, excluding parking sites operated by employers, entertainment venues etc.

Figure 2:18

Local authorities in the North East, spend the following amounts on parking enforcement annually:

Local authority	Budget allocated to parking enforcement
Durham	£650,000
Gateshead	£799,000
Newcastle	£2.2m
North Tyneside	Part of a contract
Northumberland	£2m
South Tyneside	£1.1m
Sunderland	£950,000

Figure 2:19 Parking enforcement spending (annual)



### Other factors which may influence competition between car and bus

Here we consider the overall transport market in which the bus operates in the North East. As our region's Transport Plan promotes "appealing sustainable transport choices", we must also consider sustainable transport modes such as rail, our Metro system and active travel and how these can be complementary to our bus network.

Page 65

### Relative affordability of bus and car travel

The first of the following charts sets out the cumulative gap between wages and the Consumer Price Index (CPI) for cars, and the Retail Price Index (RPI) for overall inflation, relative to growth in the cost of bus fares. It can be seen that wages have not kept pace with the RPI nor with the price of bus fares.

The second graph compares wages to the cost of these transport modes. For example the cost of a secondhand car has decreased when compared to wage growth, whereas the cost of bus fares has increased when compared to wage growth. This makes using the bus less appealing than purchasing a secondhand car.

The relative price of bus and car has become increasingly unfavourable to bus.

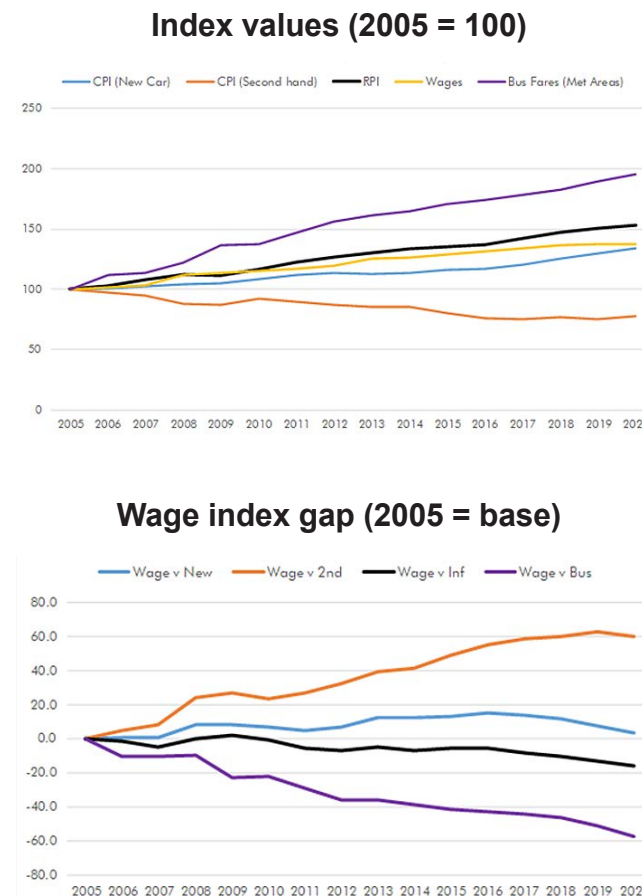
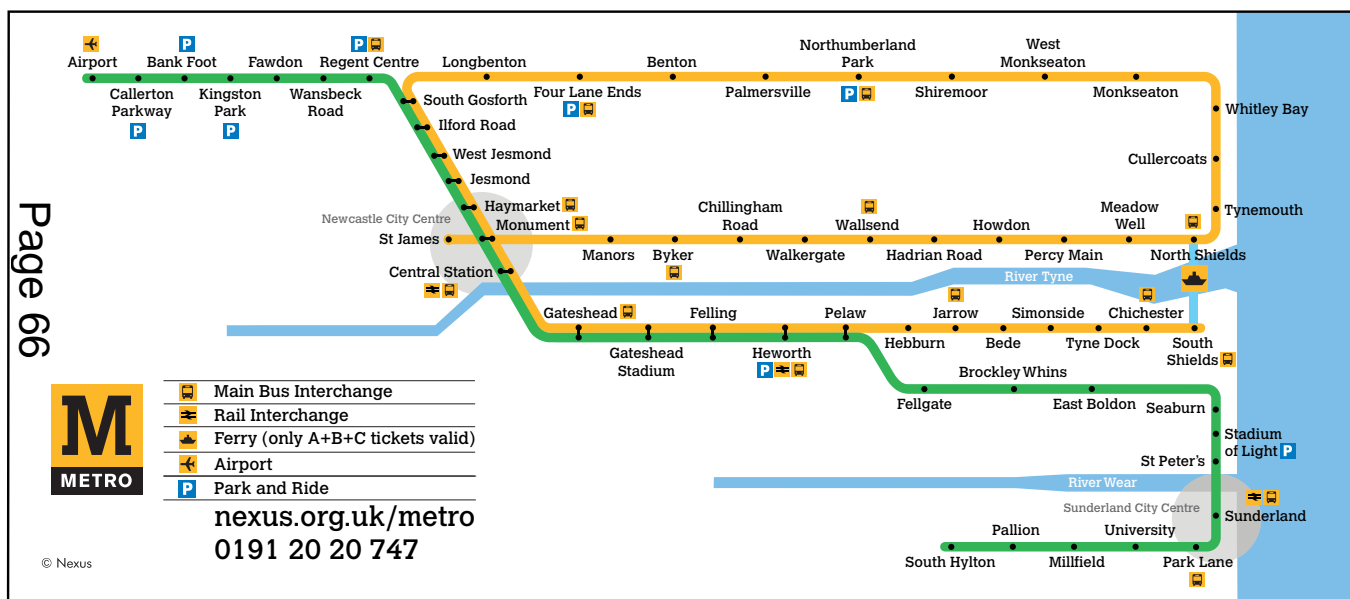


Figure 2:20

## The Tyne and Wear Metro system

The Tyne and Wear Metro system, which opened in 1980, was designed and constructed as the central feature of a fully integrated public transport system. A number of major interchange locations were built at the core of its infrastructure to make transition from bus to Metro simple. These three interchanges are highlighted on the Metro network map and during 2019, a new interchange was opened at South Shields.



Interchange between bus and Metro is aided by Network One multi-operator ticketing in Tyne and Wear, which we discuss in greater detail in Section 4 'Delivery' of our BSIP.

In 2019/20 9.6m Network One journeys took place, of which 5.8m included interchange. Of the 9.6m journeys, 2.8m were carried on Metro and 6.8m on bus representing 8% of Metro journeys in the region and 6% of bus journeys.

## Metro Gold Cards

In addition to Network One tickets, Tyne and Wear residents with an entitlement to English National Concessionary Travel Scheme (ENCTS) 'bus passes' can upgrade their ENCTS card by loading a Metro Gold Card product on to it for a payment of £12 each year, and residents of Northumberland can do this for £24. 164,000 Tyne and Wear residents have taken this opportunity, affording them access to bus and Metro. Metro Gold Card journeys account for 13% of all journeys on the Metro system, which in 2019/20 was 4.3m journeys.

## Integration between Metro and bus

The Metro and bus networks complement each other and interchange is generally accessible and well signposted. Many people transfer from bus to Metro, whilst those who perceive interchange as a high penalty take through journeys on the bus. The Metro appears a competitor to bus for some journeys, but it also brings people to the bus for the first leg of a journey they might otherwise make by car.

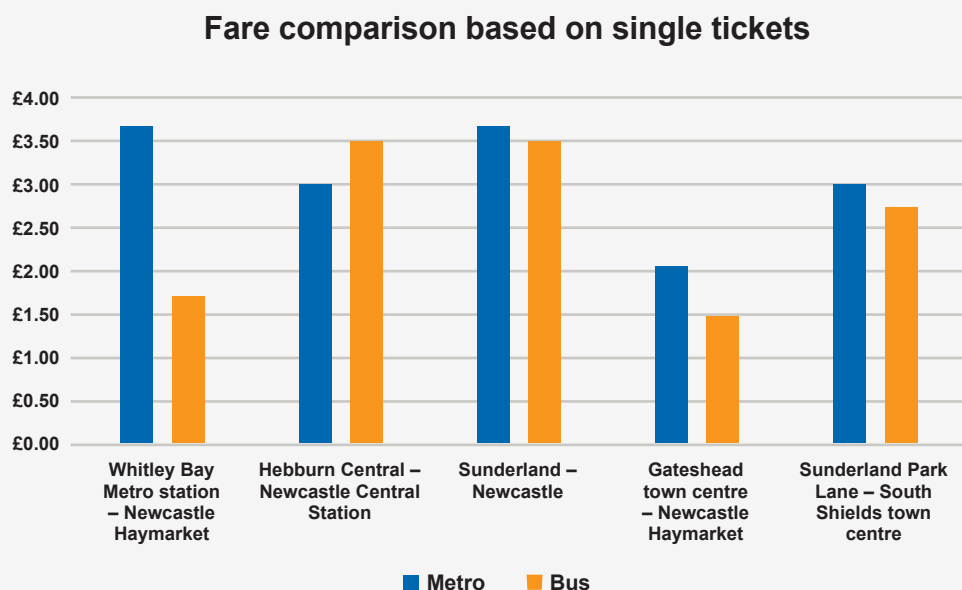
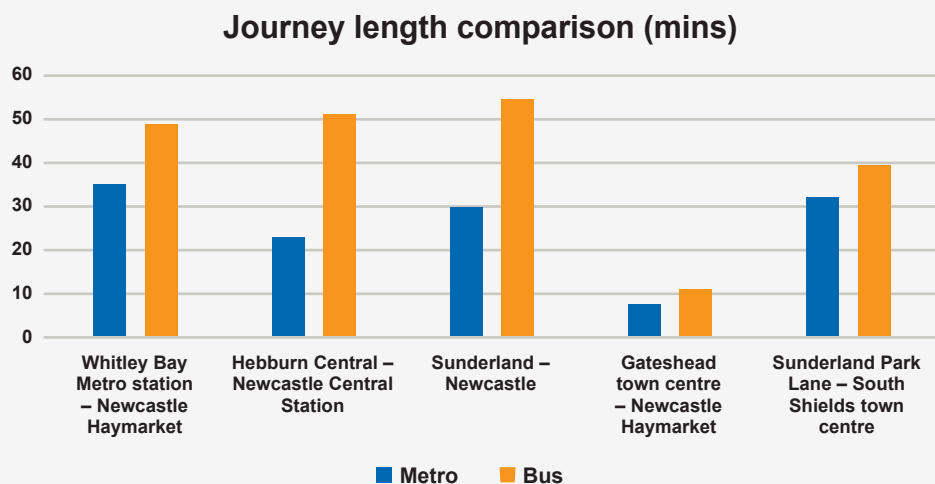


Figure 2:21 Metro/Bus comparisons

The first graph shows that for a sample of journeys that can be completed by either bus or Metro, the bus takes longer for every journey.

The second graph shows that for fare cost based on single tickets, buses compare favorably to Metro for some of the journeys, however Metro prices can also be cheaper, or near to the same cost. This means that the customer has a choice of transport which can depend on the customer’s priorities of a faster or cheaper journey.

Nevertheless the basic structure for integrated public transport continues to exist in our region. Network One provides integrated multi-modal tickets, transport interchanges continue to see many thousands of interchange journeys each day between bus and Metro, and peoples’ travel habits - often the same since childhood – continue to see a combined bus and Metro journey on many trips. Indeed for some trips a combined bus and Metro journey is the only viable public transport combination.

Through this BSIP we propose to grow the levels of public transport integration significantly to enhance connectivity across the region offering an attractive journey time at an affordable price, encouraging more people to choose public transport over private car journeys.

### Integration between bus and the national rail network

The geographic size of our region means that key centres are linked by rail, including 'Intercity' long distance trains. These services co-exist alongside well-used bus services, because buses serve more local places along the way and more 'first and last mile' origins and destinations.

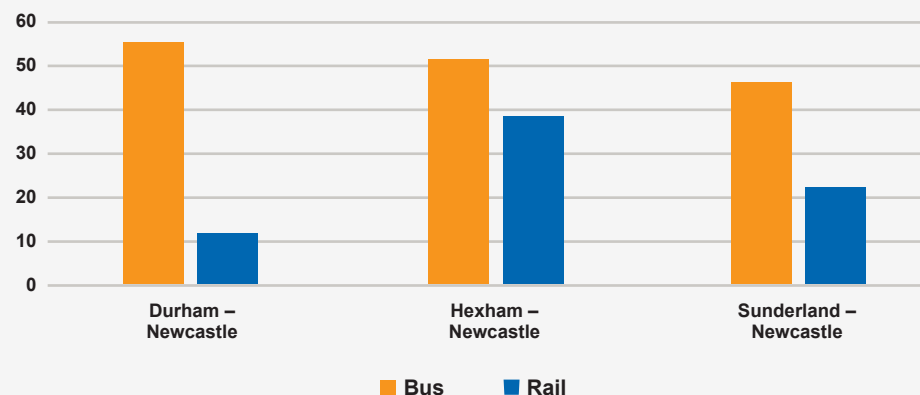
The graphs below show some sample journey times and fare comparisons between rail and bus.

For all of the journeys we are aware of, it is slower to travel by bus, however it is almost always cheaper. There will therefore be a significant number of people who travel by bus instead of rail even though it takes longer. This is a key driver behind some of the initiatives we have outlined within the Fares and Ticketing section of this BSIP.

### Integration between bus and active travel

We set out the modal share of active travel alongside other modes early in this section; and in Section One we have provided our travel hierarchy called "Making the Right Travel Choice", which states that active travel should be the transport mode of choice wherever possible.

Journey length comparison (mins)



Fare comparison based on single tickets

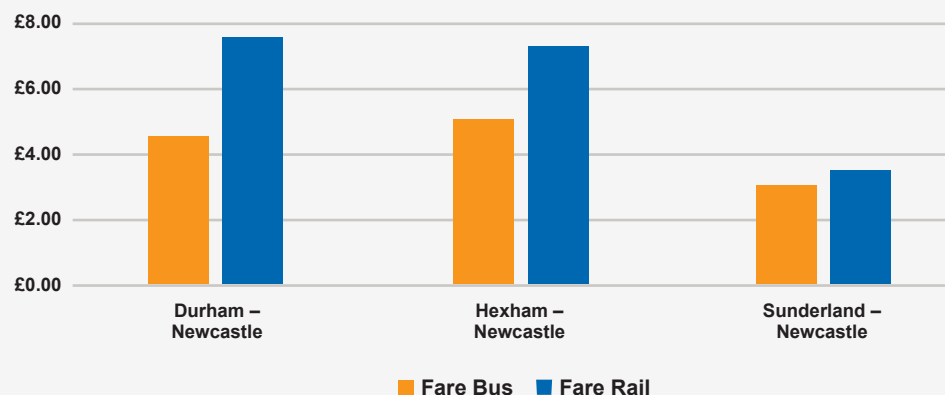


Figure 2:22

Fares are based on 'Anytime' tickets. They are weighted averages where more than one operator serves a route. Journey times are averages for all Monday to Friday trips, including all direct trains and express buses between the points shown.

## 2. Current bus offer to passengers

Active travel is wholly complementary to the bus network, especially as every bus journey starts and ends with an element of active travel.

Already, early measures are in place to promote the opportunity for multi-modal trips including bike and bus. For example, six Go North East routes have capacity to carry two unfolded bikes, and stations across the Tyne and Wear Metro system are fitted out with approximately 750 places for cycles, much of which takes the form of digitally operated cycle lockers.



## 3. Headline targets

This section shows our ambition to improve the North East bus offer and explains the Key Performance Indicators ('KPIs') by which we will measure progress.

The KPIs have been developed jointly through the Partnership and link to our Transport Plan objectives. Please see Section 5 for information on how we will report on a six-monthly basis.

In most cases we have chosen a baseline year of 2018/19 for our KPIs, because that was the last full financial and reporting year where bus ridership and road traffic levels were not affected by the Covid-19 pandemic.

Firstly we want to **repair the damage caused by Covid-19** to bus ridership in our region.

We then want to progress to a position where a **higher proportion of people choose the bus** to travel, leading to a significantly higher number people using buses – especially for journeys to work and education and in rural areas. This will lead to **growth in bus patronage**.

We know that this will only happen when people see tangible improvements made to bus services, which we will measure through **improved customer satisfaction**. Of course if we want passengers to be happy buses must be **punctual and reliable**, and **buses need to be faster** and not caught in congestion.

Although getting more people on the bus and growing its modal share will of itself improve our environmental performance, we want to target a continuous improvement in the emission standards of our bus fleet.

### Recovering from Covid-19

**KPI 1: Bus ridership to achieve 162.4m trips during the year 2022/23, returning us to the baseline level of 2018/19.**

At the time of writing, bus ridership is at approximately 75% of pre-pandemic levels, leading to major shortfalls of fare income. The bus network has received additional financial support throughout the Covid-19 pandemic from both national and local government, but both funding streams are likely to come to an end in March 2022.

We urgently need to recover bus ridership levels to pre-pandemic levels in order to reach a sustainable financial position for our bus system. We will be seeking financial support through this BSIP to support the bus network for the period between April 2022 and March 2023, by which time we expect through our early interventions to have returned ridership to the 2018/2019 baseline figure of 162.4m bus trips in the North East.

This is our most urgent target, and in many respects our most important one. If we do not achieve it our bus network will be financially unsustainable in the long-term and as a result either services are likely to need to be

### 3. Headline targets

cut back, or a larger share of public subsidy provided on an on-going basis. Neither scenario is appealing given that public finances are already under severe pressure, and road traffic levels throughout our region are already higher at most times of day than before the pandemic.

#### Modal share

**KPI 2: Modal share of buses to grow by 1 percentage point in 2023/24 from the baseline of 6.4%, and a further 1 percentage point in 2024/25.**

In 2018/19, the modal share of cars and light vans (as a passenger or a driver) in our region was 64%. Whilst this is higher than in most places in England outside central London, nevertheless it gives an idea of the scale of car dependency affecting many people and communities in the region. In considering this however we must recognise that our region is very large and diverse as described earlier with some of the most isolated rural communities in the country, and that for many people using a private car for travel is the only viable option.

However, that is not the case for everyone and certainly not for every trip. Through the interventions that we plan in this BSIP we intend not only to make buses faster, cheaper, more widely available and more reliable, but also to make them seen to be easier to use and access. As shown by our customer research, 30% of people simply don't see buses as a viable alternative for work and recreation journeys, rising to 37% when their family is in the car. More positively, 67% of current non-users said that they would consider using the bus if it was better, and 25% of existing bus users said they would consider travelling more frequently.

As we described in section 1, our Transport Plan's key policy is for people to make the right travel choice. Where people can travel by bus, they should do so rather than driving. We are therefore targeting a switch in mode share from private car use to buses.

A high proportion of daily trips are on journeys to work and education. Inevitably most of these trips are taken when most people start or finish work, school or college, and that is what leads to 'peak hours' on our transport network.

Although many people's work patterns have changed as a result of different ways of working during the pandemic, there is still a discernible and pronounced morning and

evening peak on our transport network. This is only likely to grow as more workplaces reopen and people settle into a new pattern of working – whether it involves flexible working or not.

The increase in traffic on our road network during peak hours causes congestion, leading to slower journey times and traffic queues where there is restricted road space and on the approach to busy junctions. This road traffic itself impacts on bus services, creating slow and unpredictable journey times and bunching.

Not only does road-based congestion cause frustration and delay – with a negative effect on economic productivity through lost time – but it also contributes to poor air quality at the busiest points of the road network and higher carbon emissions.

We therefore want to specifically target an increase in modal share of buses for journeys to work and education, to tackle these problems.

**KPI 3: Modal share of bus use for journeys to work and education to grow by 1 percentage point in 2023/24, and a further 1 percentage point in 2024/25.**



### 3. Headline targets

All members of The Partnership have an important role to play in delivering modal share targets. Highway Authorities and bus operators are equally accountable for delivering it and for revising the Plan and Schemes to have greater effect if the target is not being met.

#### Methodology for modal share:

Page 73  
Modal share will be measured for each of our main centres, and on key corridors. Measurement will be taken annually following the methodology for the DfT traffic counts (Road traffic statistics - North East region ([dft.gov.uk](https://www.dft.gov.uk))), supplemented by ANPR and cordon counts as necessary. The counts will be calibrated against our Customer Survey and the survey will be used to estimate six monthly updates which will be published in our Bus Passenger Charter report.

### Patronage

**KPI 4: Bus patronage to grow by 10% in 2023/24, and then by a further 10% in 2024/25.**

In 2018/19, bus patronage in our region was 162.4m trips. Bus patronage in our region has been declining for many years, although in the period immediately before the Covid-19 pandemic the declines had started to show some signs of levelling off, and in some areas was even starting to grow.

We set out in the North East Transport Plan and in Your Vision for Buses just how important bus ridership is to our region, and how beneficial it is to many of our strategic objectives.

Clearly we need bus patronage to start to grow strongly and on a sustained basis in order to have a financially sustainable bus network that meets the objectives of our Transport Plan.

We have already set out how we need bus ridership to recover from Covid-19 by achieving 162.4m trips during the year 2022/23. From that point onwards, we want

the major investments that are outlined in this BSIP to grow bus ridership significantly. This goes hand-in-hand with the shift in modal share from private car use that is set out in previous paragraphs.

**KPI 5: Bus patronage from people under the age of 25 to grow by 10% in 2023/24, and then by a further 10% in 2024/25.**

Although we want to target growth in the use of buses from all travelers – and of course many new trips will arise from the modal shift of people travelling to work and education – we want to specifically target growth in two sections of the North East community: young people, and people who live in rural areas.

Young people need to travel frequently – they travel to school, college, apprenticeships and jobs, and for social, sporting and retail purposes. They also tend to have relatively low incomes, whether being supported by their families, educational loans, or by having low-paid jobs. If they are old enough to drive a car, insurance and ownership costs can be prohibitive and so young people rely on public transport more heavily than many other groups.

### 3. Headline targets

In this BSIP we are looking to improve outcomes for young people, for example through the introduction of an affordable fare for under 19s throughout the region, simpler and cheaper multi-modal fares for students, better information provision embracing new technology, better integration between buses and with the Metro, and later evening services on many routes.

We therefore want to specifically target growth in bus use by young people.

Page 74

**KPI 6: Bus boarding at rural bus stops to grow by 10% in 2023/24, and then by a further 10% in 2024/25.**

As described earlier many of the communities in our region are rural and semi-rural, including some of the most isolated parts of the country. Bus services in these areas can be thin on the ground because demand is low and costs are high. Nevertheless, some people in rural areas rely wholly on public transport to get around – particularly older and younger people.

In this BSIP we are planning a number of improvements for rural communities in order to grow bus use. There are improvements to

some bus routes, an increased use of DRT, cheaper fares in many cases, and seasonal tourist bus pilots. We will also be working with town and village councils to help engender a sense of community ownership of rural bus services.

#### **Methodology for patronage:**

Patronage is measured by the bus operators and reported to us confidentially. Our systems provide a blended figure to avoid risk of breaching commercial confidentiality. We will publish the blended figure in our Bus Passenger Charter report six monthly. Our Charter Survey will explore whether people are making new journeys they did not make before.

### Customer satisfaction

**KPI 7: Overall bus passenger satisfaction to grow from a baseline of 91% to 92% in 2023/24 and to 93% in 2024/25.**

Where people do not already use buses often, we want them to see buses as a viable choice for travel. We also want people who already use buses, to use them more often. This is the only way that we can meet our targets for modal share and patronage growth.

Bus services in our region, when scored by existing users in surveys carried out by Transport Focus, tend to be scored relatively highly – 91%. This score is one of the highest in the country.

We need bus user satisfaction not only to remain this high, but to grow in order to retain existing users and encourage them to travel more often, and also to attract new users. This BSIP sets out a wide range of improvements to the bus network that will be reflected in growing satisfaction.

We will need to capitalise on high levels of passenger satisfaction by promoting scores to people who wrongly assume that travelling by bus offers a poor experience, and by promoting the high quality of service that already exists alongside the major improvements we will make through this BSIP.

Customer satisfaction scores are the responsibility of The Partnership, not the bus operators alone. Accountability for the component parts of ‘satisfaction’ will be agreed during the negotiation of the EP – for

### 3. Headline targets

example, if walking and waiting scores bring down the overall score, the responsibility lies with the Highway Authority; if on-bus journey experience, the responsibility lies with the Operator.

#### Methodology for customer

**satisfaction:** The Customer Satisfaction score will be that measured by Transport Focus. This gives an objective measure of overall Customer Satisfaction, and also a degree of granularity into the elements of the whole journey experience about which customers feel most and least satisfied. This leads into our action plan for annual revision of the BSIP.

### Bus performance

**KPI 8: Average speed of buses to grow, relative to the average speed of general traffic, in each year of the BSIP.**

Our Transport Plan calls for appealing, sustainable transport choices. If buses are seen to be fast and reliable, and – particularly during peak hour traffic congestion – faster and more reliable than private cars, we will be able to encourage more people to use them.

This BSIP contains extensive proposals to give buses priority at key points on the road

network, particularly on the approaches to town and City Centres. This includes bus lanes – in some cases fully segregated from all other traffic, ‘red routes’ to remove parked cars from arterial bus corridors, and priority for buses at busy junctions.

By putting these measures in place we want bus journey times to become faster and more consistent, no matter what is happening to overall traffic levels. Whilst we would like to see the modal share of buses grow as well as the number of people using them, external economic factors may lead to road traffic ebbing and flowing out of our control.

**Whatever happens to road traffic levels, we want buses to be getting faster.**

The Partnership will monitor performance at the following locations, and also agree further locations to monitor.

Place	KPI 8: Average speed	KPI 10: Punctuality at point of origin	KPI 11: Punctuality at all timing points
Gateshead	TBD	TBD	TBD
Newcastle	TBD	TBD	TBD
Sunderland	TBD	TBD	TBD
Durham City	TBD	TBD	TBD

#### **Methodology for bus average speed relative to general traffic speed:**

Before and after scheme measurements of point-to-point journey times for buses and cars on the same corridor / stretch of route. Highway Authorities to provide ANPR or other measurement of point-to-point run times for car and bus.

#### **KPI 9: Bus reliability to be 99.5% throughout the period of the BSIP.**

Punctuality and reliability play a critical role in attracting passengers to the bus network. If a service is perceived as unreliable it will deter people from using it. Although private cars also have unreliable journey times because they too get caught in congestion, people are generally more forgiving because with a bus system there is a belief that others – whether the bus company, the highway authority, or both – should have intervened to resolve the problem.

Bus operators themselves have an important role to play in how buses are perceived by travelers. Buses need to be reliable, in that

when people are waiting at a bus stop at the appointed time, they need to have confidence that the bus will arrive in the first place.

#### **Methodology for bus reliability:**

This is a standard report, which operators produce today for the Traffic Commissioner based on the percentage of scheduled mileage that is actually operated.

#### **KPI 10: Bus punctuality at point of origin to be 95% in 2022/23, 96% in 2023/24 and 97% in 2024/25.**

Punctuality is of course a key challenge because of road traffic as previously discussed. However, bus operators have far more control over the punctuality of the bus as it leaves its origin point. As the bus progresses through its route the responsibility is shared between highway authorities and the bus operator.

The major scale of interventions and investments proposed by the BSIP will contribute to far more reliable bus journey times, and far better punctuality. We are therefore proposing to target an improvement that goes beyond the statutory requirement set out in the Traffic Commissioners' targets for the origin point of buses.

As the Partnership develops, we will implement geographic specific monitoring to identify where on the network, improvements are most needed.

#### **KPI 11: Bus punctuality at all timing points point of origin to be 90% in 2022/23, 95% in 2023/24 and 95% in 2024/25.**

Although the Traffic Commissioners' targets require buses to be on time at least 95% of the time at all timing points, in practice road traffic congestion prevents this from being the case. We also expect a degree of disruption to our highways in the early years of this BSIP because of the installation of new highway infrastructure along a significant number of key bus routes.

### 3. Headline targets

We therefore propose to start by getting punctuality across all timing points up to the statutory target, and then to maintain it.

#### Methodology for bus punctuality:

This is a standard report, which operators produce today for the Traffic Commissioner based on the percentage of scheduled mileage that is actually operated. This uses the standard definition of 'Not more than 5 minutes late, not more than 1 minute early'.

Page 77

### Environmental performance

**KPI 12: Bus fleet emission standard to Euro 6 or better to be 63.2% in 2022/23, 80.8% in 2023/24 and 91.1% in 2024/25 and to be 100% at the start of 2025/26.**

The Transport Plan commits to a Carbon Neutral North East. All seven North East Local Authorities have declared a climate emergency and the City of Newcastle is planning to introduce a Clean Air Zone. We therefore need buses to play their part by having the lowest possible emissions, both for climate change and air quality purposes.

Furthermore 60% of people in our recent survey said that they would be encouraged to use the bus more if there were more electric buses and buses with the latest low-emission engines. In the Big Bus Conversation, 'Cleaner and Greener vehicles' was ranked fourth in the list of Ten Solutions from Your Vision for Buses. Clearly there is an opportunity to drive modal share and patronage growth through investment in low emission buses.

Our region already has a fleet of 9 fully electric buses in Gateshead, a fleet of natural gas-powered buses in Sunderland, and numerous hybrid buses. We are currently bidding into the Government's 'Zebra' fund for 73 additional fully electric buses, and this BSIP is proposing funding to accelerate the introduction and retro-fitting to Euro-6 standard, and the introduction of more electric vehicles.

#### Methodology for bus environmental performance:

The age and type of every vehicle in the North East bus fleet of the three main operators and most of the independent smaller operators has been recorded and analysed. A transition plan will be agreed for retrofitting some Euro 5 vehicles to become Euro 6, and for the retirement of older vehicles and replacement with Euro 6 or Zero-Emission vehicles.

## 4. Delivery

This section sets out the schemes, initiatives and policies we intend to introduce to meet the objectives of our Transport Plan, the National Bus Strategy, and to advance performance against the targets set out in our Bus Service Improvement Plan (BSIP). Most importantly, it is these measures which will enhance the experience of current bus users; and make bus use a more attractive proposition to those who don't currently use the bus.

Page 79

Within this section are five main subsections:

- **Customer Experience**
- **Fares and Ticketing**
- **The Network**
- **Highways and Infrastructure**
- **Bringing the BSIP to Life**

Each of these subsections is set out as follows, after introductory text boxes setting out what we will achieve and how it aligns with BSIP guidance:

- **Today's World** – here we will give a strategic overview and share data about issues relevant to the subsection from our current perspective.
- **Our opportunity** – here will set out what we believe can be achieved through making interventions relevant to this subsection.
- **Initiative description** – here we give details of each initiative broken down as:
  - **Current situation** – how we currently perform relative to this initiative.
  - **Potential** – what we believe can be achieved by acting in this area.
  - **Initiative description** – the detail of what we propose to deliver.



## 4. Delivery

### Customer experience



### This subsection introduces our plans to:

- Increase bus patronage through improvements at every touch point of the customer's experience.
- Simplify and make the bus network easier to understand through enhanced and simplified information provision both on and off bus.
- Present bus services as one, united, North East brand which is committed to delivering a first-class customer experience.
- Make every customer feel valued, by a consistent customer-focused approach, with a special focus on empathy with people who have extra needs.
- Introduce a Bus Passenger Charter which makes clear what every customer should expect and what to do if they feel let down.

### This subsection responds to the following requirements of BSIP guidance:

- Accurate and comprehensive information available at all points throughout the journey on and off bus.
- Presenting a network identity to passengers that feels like a coherent, consistent and strongly branded operation which gives people confidence in using it.
- Plans for the heavy promotion and marketing of the newly branded network.
- Customer safety has been considered at all points throughout their journey.
- Measures which facilitate end to end accessibility for passengers with mobility difficulties.
- Provide a high-quality staff service through consistent training.
- Steps to make sure the bus is an appealing transport option.
- A Charter that standardises how operators respond to passengers' concerns and complaints.

Our customer experience section is set out in the order of touch points customers pass through during the journey.

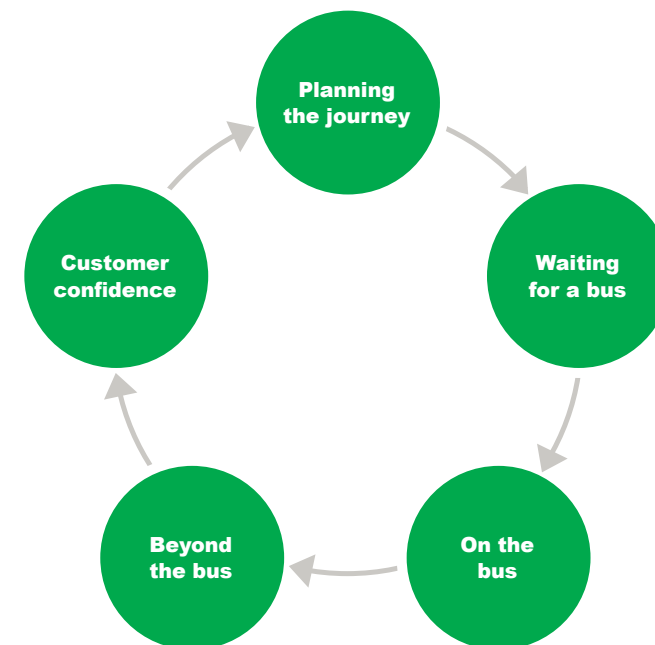


Figure 4:1 Touch points throughout the journey

### Today's world

The customer experience encompasses all stages of a journey: planning your route, waiting for the bus, the time spent on board, lighting from the vehicle at a stop or station, and contacting the bus operator after the journey.

There is a 91% overall satisfaction rate with buses in the North East. (Transport Focus)

Through our independent market research we know that there is a multitude of factors capable of impacting the overall customer experience. These range from the design and condition of buses, to interaction with the bus driver.

In addition, the stop, on board amenities, cleanliness, real-time information at stops and online, wheelchair and buggy provision, information about routes and passenger behaviour were all improvements suggested by people responding to the Big Bus Conversation (our engagement campaign which ran from 29 July – 10 September 2021).

Page 82

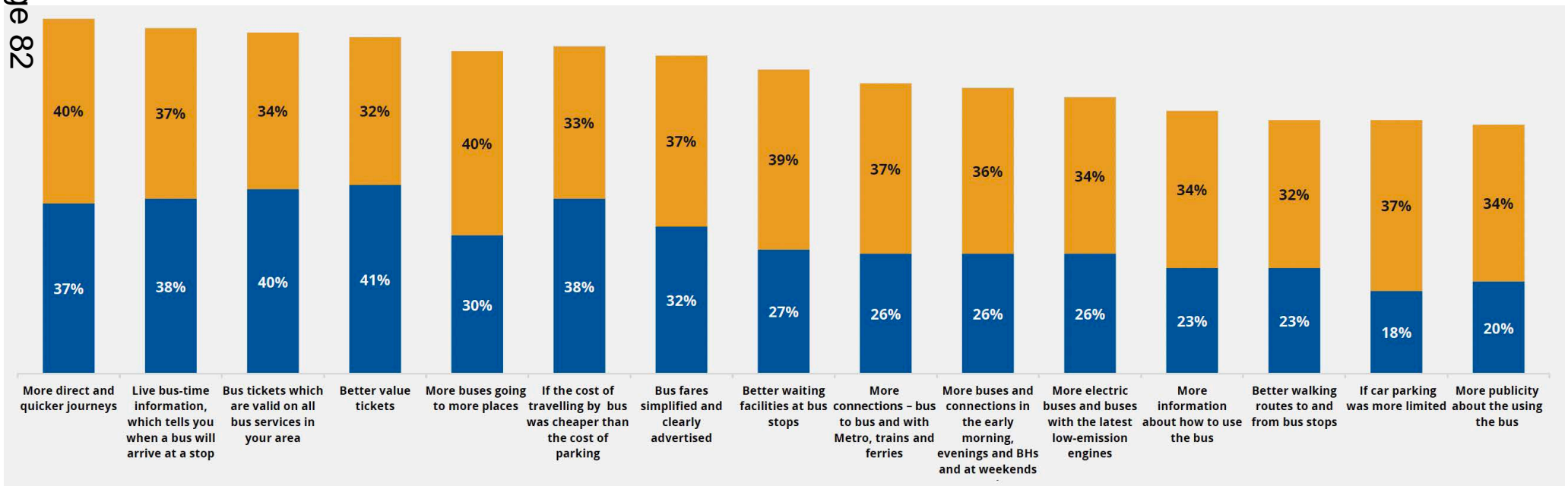


Figure 4:2 Encouragement to use bus more

### Planning the journey

Several online journey planners are available through Nexus, individual operators and third parties such as Citymapper. Our region also benefits from its own impartial, comprehensive journey planner in Traveline which covers multi-modal travel, however, this is a nationwide service which isn't tailored to the North East or responsive to short term changes in the area.

Provision of 'Where to catch your bus' posters at stations or in shopping and employment centres is infrequent and inconsistent. Off-system printed information is very limited.

One in three North East residents that we surveyed told us that they are unfamiliar with where and how to use local buses. (Big Bus Conversation)

Information on service disruption can be accessed through a variety of individual operator social media channels and operator apps. Our Urban Traffic Management Control (UTMC) centres monitor traffic levels but do not play an active role in managing bus services on the ground. A 'single source of truth' is being developed to feed all off-system and on-system information sources, and at the same time to feed traffic signal priorities. Two Intelligent Transport System (ITS) schemes have been awarded in the region by the Transforming Cities Fund. Both aim at 'Public Transport Reliability' and provide back office and front end delivery systems. One scheme does this for traffic signal priority, and the other for Real Time Passenger Information (RTPI). The benefit of developing the two programmes in concert is that they provide a common source of information to manage the bus signal priorities and to send information to customers – a 'single source of truth' based on Automatic Vehicle Location (AVL). The technology is the first of its kind in the UK and AVL data can be used in combination with data from Metro and Rail to feed all related Real Time Passenger Information (RTPI) infrastructure in our integrated transport system.

### Waiting for a bus

#### Customer facilities and features

Information provision varies widely throughout the network. All bus stops in Tyne and Wear have a printed timetable, though this does not include details of fares. The timetables are large print and clear. They have a small QR code in the bottom corner intended to provide real time information on when the next bus is coming, but the codes are sometimes obscured by the poster frame when the timetable is put up, and often fail to provide the necessary information.



## 4. Delivery – Customer experience

A smaller number of stops in Durham and Northumberland have printed timetables, and many of the stops where no information is present are in rural locations, where bus services can be very infrequent.

RTPI can be found at key stops and interchanges, but it isn't widely available – and when RTPI is available, it has been known to be unreliable at times.

The modernity and quality of waiting facilities range widely from high-quality interchanges in both rural and urban areas, to bus stops with no timetable, signpost or road markings.

South Shields Interchange is a modern, fully enclosed and staffed bus and Metro interchange with facilities including real-time information at stands, CCTV, food and drink shops and full accessibility by the highest modern standards. 'Where to catch your bus' posters are also rare at bus stations and interchanges. There are staff at some interchanges, but not all.

On a smaller scale, Blaydon Bus Station is a smaller interchange in a local town centre. Facilities here include large, covered shelters with perch seats, raised kerbs and real-time information.



## 4. Delivery – Customer experience

Northumberland has bus stations in most towns, and around 3,000 stops of which fewer than 1,000 have posted timetables. An example of this is the rural bus service in the Allendale Valley, which is south of Hexham. Most stops on this route are on lane corners and have no pole/flag and none have timetables. The bus will stop on demand when flagged by a waiting passenger.

CCTV provision at bus stops is minimal across the network, with most limited to City Centre coverage. Lighting at bus stops is also inconsistent, particularly in rural bus stops, which can be poorly lit.

### On the bus

In recent years investment by bus operators has seen new vehicles enter the fleet that feature onboard audio-visual displays, USB charging points and free Wi-Fi. Roughly 40% of buses in the region are fitted with audio-visual technology, but certain operators are further ahead with the roll out of this technology than others.

### Safety

A 2019, Nexus Insight Panel survey found that 17% of people surveyed said that the behaviour of other passengers on bus was a barrier to bus travel.

To increase the safety of the network and combat attitudes like the above, all major operators' vehicles are fitted with internal and external CCTV.

### Cleanliness

Recent research from Transport Focus has found that in 2021, cleanliness and maintenance is now much more important for both bus users and non-users as a result of Covid-19. All of our regions operators have implemented rigorous cleaning regimes which are inspected using fourteen touch points which are swabbed for traces of Covid-19 and no traces have been found. Once the vehicles are in service, however, the sheer volume of passengers using them can make them untidy at times.

'Buses are dirty, noisy and uncomfortable' (Big Bus Conversation)

### Branding & marketing

Branding is strong on the individual level for operators, Nexus, Traveline and Network One (regional ticketing product), with specific route branding on key corridors. Current branding works well on an individual level, but from a customer perspective, there is no common unified bus brand that encompasses the

whole network and ties all of the groups in the region together under one identity.

The vast majority of marketing also takes place on an individual operator or authority level, other than occasional communications from NEbus, there is no coordinated network branding.

Operator marketing on-bus is very effective both at promoting the bus offer and at building customer confidence that they are in a high-quality environment. Where buses in some parts of England display adverts for anything from colleges to dating sites, customers in the North East will typically see banners about bus ticket offers, the customer phone line to get help or give feedback, maps of the route the bus serves and tips on how to use the free Wi-Fi.

### Beyond the bus

To help customers get to their destination, wayfinding and signposts for their onward journeys are of a high standard in our network's key interchanges, but information to facilitate multi-modal journeys through the network is lacking. All Metro interchanges and a few key rail interchanges supply bus information, but the information falls far below what is needed to properly facilitate

## 4. Delivery – Customer experience

an integrated transport system. The real-time information about bus connections that is available is displayed on dated screens and is often not accurate.

All bus major operators and most small operators are on social media, but there is no common sentiment monitoring in place.

### Customer confidence

Each of our main operators has its own customer charter and complaints processes, which are broadly similar in their basic terms. The tendered services run by the smaller operators in our region are held accountable through Nexus' charter and complaints procedures. There is currently no co-ordination between the different operators when it comes to charters. None of the operators publish information about the complaints it receives and how it has responded, and some do not respond to complaints made on social media.

### Staff

All bus drivers undertake a minimum 35 hours' refresher training in a five year period. There is not, however, a customer service standard across the operators in the North East, nor a common approach to customer service.

At bus interchanges, there are roaming staff who can help customers with queries.

### Customers with extra needs

All the operators have dedicated policies for customers with extra needs, especially customers with disabilities. Staff have disability awareness training and customers are offered sunflower lanyards and / or journey assistance cards.

### Our opportunity

With appropriate funding for our BSIP, our EP will be positioned to deliver regional initiatives which improve the safety, security and reliability of the network and provide an enhanced customer experience for all.

There is significant opportunity to reach the 28% of people from the independent market research that said they were not the kind of person who gets the bus.

We know from our exploration of the barriers to bus use, that we can change this perception through the delivery of initiatives, specifically initiatives that focus on: the provision of seamless service information both on and off the bus; the creation of a

unified brand; having a consistent approach to customer service at every point in the journey; enhanced safety measures; the roll out of better audio-visual facilities and improved accessibility for all; and a binding Bus Passenger Charter. These initiatives will be bolstered by targeted marketing aimed at encouraging a modal shift to buses. This will be focused on showing that buses are a great option for everyone and that they are the future of affordable, sustainable and convenient travel. Further details of plans for marketing are outlined in the 'Bringing the BSIP to Life' subsection.

According to Greener Journeys, every £1 invested in bus infrastructure measures, such as improved bus shelters with CCTV and real time information, can generate more than £8 of economic benefit. With these initiatives and strong partnership working in place, we have a real opportunity to secure this level of economic gain for the North East.

### Initiatives

#### Real Time Passenger Information (RTPI)

##### Current situation

RTPI systems are limited throughout the North East and where they do exist, they can be unreliable and function poorly. The information that is available is not always real-time, as the systems work from scheduled data where they cannot match a vehicle on a trip. This means in many cases, the information provided to customer is incorrect.

##### The potential

Enhancements to information provision has the potential to encourage 67% of people to return to the bus who have previously been discouraged by a confusing network.

By making real-time journey information easily available to passengers, we can improve the level of confidence passengers have in the bus network. This will encourage more passengers to use the bus and to make more journeys by bus.

##### Initiative description

Through the Transforming Cities Fund (TCF), regionwide improvements are already planned to increase traffic prioritisation for buses and to provide second-by-second Accurate Vehicle Location (AVL). In addition, this funding covers the costs needed to set up a new back-office system hosted within Nexus to support these measures. The technology currently being trialled as part of this scheme, is the first of its kind in the UK and AVL data can be used in combination with data from Metro and Rail to feed all related RTPI infrastructure outlined in this section of the BSIP.

We will provide seamless service information to customers, offering a single source of truth, feeding to any connected systems for passenger information.

The data provided through the TCF improvements will feed into journey planning apps and information at stops and stations.

#### Information off-bus

##### Current situation

There is currently no single source of pre-journey information available across the North East. Each of the large operators, some smaller operators, Nexus and the Local Authorities have their own websites and digital platforms which present information relevant to their organisation in inconsistent styles and to varying degrees of timelines. Interactive network maps are available through some Local Authorities which have the scope to be expanded to be regionwide. In addition, third-party apps such as CityMapper can be used to display transport options between any two locations, usually with live timing.

We currently provide printed timetables at selected stops throughout our region and leaflets are available in a limited number of places.

The UTMC currently monitors traffic flow without specific attention to bus, meaning that messaging about disruption on the road network is at a general level to inform motorists and not, necessarily, made relevant to bus users. Some bus operators also use their social media channels to notify customers of delays and changes in real-time.





### Network branding

#### Current situation

The North East has multi-operator individual branding, along with that of Nexus, the seven Local Authorities, Traveline and Network One.

The existing branding is strong on an operator basis and there is extensive route-specific branding along key corridors. However, from a customer perspective, the complex range of brands, different fare offers, and complex timetables have significant limitations and are not tied together through a unified bus network brand.



Arriva X18 Northumberland Coast and Castles sightseeing bus. Photo credit: Gavin Duthie

#### Case Study:

### Boosting leisure travel along the North Northumberland Coast

Northumberland County Council has worked with Arriva, Travelsure and other stakeholders for several years to encourage more leisure travel by bus along the North Northumberland Coast.

The work is part of a drive towards more sustainable tourism and has delivered simple and easy to understand routes, co-ordinated schedules for both the summer and winter seasons, joint marketing using a common 'Coast and Castles' brand and a unique multi-operator Travelcard scheme covering a dedicated range of tickets. There is also regular liaison with customers, tourism groups and representatives from the North Northumberland Area of Outstanding Natural Beauty (AONB) to ensure that services continue to meet local needs.

Before the organisations started working together, services and tickets were very complicated and passenger numbers were in long-term decline. However, pre-Covid the bus operators were consistently recording growth of 1-2% per annum, allowing investment in new or refurbished vehicles and more journeys to be added to timetables (especially on Sundays and Bank Holidays).

Experience here shows that people will leave their cars behind for leisure trips if the product is right, and this type of partnership can be used as a blueprint for other parts of our region.

### The potential

A strong and consistent network brand can restore passenger's faith in the bus and reassure them that whatever bus or route they choose to take in our region, they will receive the same experience and quality of customer service.

A strong brand identity can make buses easier to understand for new customers and act as a signpost for people unfamiliar with the area network.

### Initiative description

We will develop a new and consistent brand for The Partnership that will be applied across the network, so that it becomes a recognisable symbol of public transport for the North East. This brand will be complementary to existing operator branding and will be visible on buses and multi-modal ticketing.

This brand will be applied consistently across infrastructure and passenger information. The brand will be used as the centre piece for the strategic marketing campaigns outlined in the subsection 'Bringing our BSIP to Life'.

### Information at bus stops

#### Current situation

The quality of information provision at bus stops varies widely throughout the region. The majority of stops have impartial, customised printed timetables, provided entirely by Nexus and the local authorities. A limited few have real-time information and some stops across the region lack any kind of passenger information. Shelter provision is discussed in detail in the Highways and Infrastructure subsection.

Real-time information is currently installed at 400 stops across the region, but where it is present, it can be unreliable and functions poorly. This means in many cases, the information provided to customers is incorrect.

“Would be amazing to have real times at more bus stops for people to check when this bus is coming and if there is any issues. Not everyone can check Facebook to see if a bus is running late or running at all.” (Big Bus Conversation)

“An accurate online service that tracks buses in real time and actually works.” (Big Bus Conversation)

Real-time information can also be acquired on a mobile phone through the NextBuses service provided by Traveline, the Nexus website and operator apps. This service is free for internet enabled devices and 25 pence per message for an SMS service. It relies, however, on the same information as the local RTPI.

75% satisfaction rating with information provision at the bus stop.  
(Big Bus Conversation)

### The potential

Through upgrades to information provision at bus stops, we can offer passengers in the North East a clearer and more consistent customer experience.

Bus stops are also the 'shop window' to the network as non-bus users walk by. Eye catching and simple information outlining the possible journeys from a local stop and fare information will ensure that bus is an option which should be considered.

Confusing information is one of the barriers to bus travel that is currently preventing increased patronage throughout the network. By simplifying information provision, we can expect to see an increase in new users.

Our Big Bus Conversation told us that unreliable information and inconsistent provision are fundamental problems, and when asked to allocate a £10 value against the proposed ‘Ten Solutions’ for our bus network, those who took part allocated an average of £0.95 against ‘clear and consistent information that is easy to access’.

Page 91

### Initiative description

The 400 bus stops with existing real-time information will be updated to a next generation system such as E-Ink which shows up-to-date RTPI. The data supply feeding this system will be provided by up-to-date AVL. These bus stops are located throughout our region at key locations including city, town, and village centres and near to important infrastructure such as train stations.

A further 100 stops will be updated with the chosen system at locations that are deemed to be most appropriate to install the technology.

We will aim to provide clear printed information at all stops and stations including the most rural, and maintain it.

The information will bear our consistent brand image. Between BSIP and EP, we will commission information design, consulting our customers and people who do not use bus services to establish the best way to



convey the most important information – route numbers, times, intervals, fares etc.

### Customer safety

#### Current situation

80% satisfaction rating of personal safety at the bus stop. (Transport Focus)

All major North East bus operators, including nearly all independent operators’ fleets are fitted with CCTV cameras inside and out,

to provide a safe and secure environment. Operators continue to invest as technology evolves. The majority have invested in additional safety measures including a vehicle location system, using mobile technology which immediately pinpoints the location of any bus or incident in real-time, improving response times and passenger support.

It became a statutory requirement for all buses to be fitted with AVL on 7 January 2021, so all buses live locations will be available.

Bus stop CCTV is limited to City Centre coverage, with very little coverage outside of central locations. Lighting is also inconsistent, with rural areas in particular often having very little lighting at bus stops.

### The potential

Fear of crime has been identified as a possible limiting factor to public transport use, and reducing this fear could increase patronage by 3% at peak times and 10% at off-peak times.

In real terms this could mean 2.4 million more passengers on our buses at peak times and 8 million more at off-peak times.

## 4. Delivery – Customer experience

Most people who have had a bad experience on public transport don't report it but on average they tell eight other people about it. Improving safety and perception of safety on public transport is a benefit to all users, especially those with protected characteristics whom the research shows are more vulnerable.

There is a need to tackle the number of unreported incidents that go unreported, to make sure passengers feel comfortable reporting the crime, and that they feel their reports are taken seriously and are properly addressed.

Walking to and waiting at the bus stop is also a deterrent to bus use, especially in a region which has long dark hours in the winter months. See Highways & Infrastructure sub-section for investment plans.

### Initiative description

We will improve CCTV provision throughout our entire network, ensuring coverage of every major station and stop across the region. 700 moveable CCTV cameras will be available to be deployed across the region, in areas where there is demand for them or areas where there is deemed to be a safety risk. The cameras will be remotely accessible and information from them can be accessed on an on-demand basis.

Improvements to lighting at stops will come through the planned refurbishments to a number of stops outlined in the highways and infrastructure section of the document.

Kim McGuinness, Northumbria Police and Crime Commissioner, recently launched the 'Safer Metros, Safer Buses, Safer Parks' initiative. Around £400,000, plus a £40,000 bus operators and Nexus partnership contribution, will be focused on improving the safety of women and girls on public transport and their perceptions of safety. Elements of the scheme include a new reporting app for crime and anti-social behaviour, body worn cameras for transport staff, street pastor style volunteers onboard buses and extra CCTV. TNE is part of the working group for the programme, and has already contributed case studies and proposals. Improving safety for women and girls will also improve the safety of public transport for all users, especially people with equalities protected characteristics.

A further £400,000 has been provided for improvements to parks, which has the potential to facilitate more journeys by bus by those people who previously would have avoided travel at night or through parks to reach their bus stops. Measures that improve the safety of active travel increase

the likelihood that people will leave the car at home in favour of the bus.

The money that has been made available for these schemes needs to be spent by March 2022 so it aligns with the start of the EP, and will lay the groundwork for safety improvements across our network.

### Information on the bus

#### Current situation

71% satisfaction rating of information on bus. (Transport Focus)

#### **Approximately 40% of the fleet of the main operators is currently fitted with next-stop audio-visual (AV) technology.**

Large operators are committed to purchasing audio-visual equipment as part of the standard specification for new buses, but small operators are led by contractual agreements. An enhanced specification for equipment is not standard.

## 4. Delivery – Customer experience

65% agree that AV systems are for all passengers, not just those with hearing and/or vision impairments.

97% agree AV systems are beneficial to passengers who are unfamiliar with a bus route. (Nexus Insight Panel)

### The potential

Providing AV technology on buses makes them far more accessible for those passengers who have visual or hearing impairments, and can encourage a return to bus for a large number of passengers.

AV technology also simplifies the journey experience for passengers, reducing anxieties around missed stops. A simplified journey experience can encourage passengers to get out and explore the North East and make the most of an improved network.

### Initiative description

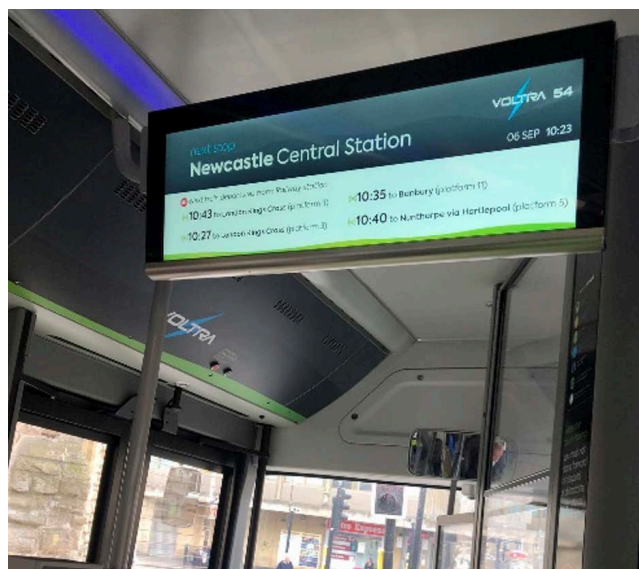
All vehicles to be fitted with enhanced next-stop AV equipment within year 1 or as soon as is practical, to assist all passengers with their journey and enhance the customer experience. This will make public transport more accessible for all and inclusive for those with disabilities.

Service disruption information will be displayed on the onboard screens and integrated with other technologies. This BSIP initiative aims to deliver an enhanced system over and above the minimum standards set out in legislation by the DfT to include accessibility features such as induction loops and connecting onward journey information.

### Customer-facing colleagues

#### Current situation

Customer feedback varies between groups with elderly and disabled passengers complimenting customer-facing colleagues on very high standards of empathy and care, whereas teenagers are less complimentary.



Certificate of Professional Competence (CPC) staff training is carried out on an annual basis by operators; however, this is designed to maintain professional skills and meet the needs of the individual organisation, and customer service elements are not co-ordinated in terms of content across the board.

83% satisfaction rating for 'the helpfulness and attitude of the driver' (Transport Focus).

### The potential

Additional customer service training can ensure consistency in the Bus skills of customer-facing colleagues across the network and act as encouragement for people to get back on buses in the knowledge that they are in good hands.

Our team having a better understanding of the local area, its attractions, and the network means they can promote the available offers to a wide range of new and existing customers and grow passenger numbers on services. Empathy for people with extra needs is a critical part of giving equalities act protected groups confidence to travel by bus.

### Initiative description

Customer experience colleagues include a wide range of employees from drivers to cleaners who meet passengers on their journeys.

We will develop a consistent training module to be delivered to all front-line bus staff in the North East in years one to two.

This module will be focused on local information, tourist information, enhanced customer service and equalities empathy, to help provide one consistent and friendly voice for the North East's bus services.

As part of the Northumbria Police and Crime Commissioners' 'Safer Metros, Safer Buses, Safer Parks' initiative, a module on safety and security will be developed and delivered to bus staff.



### Ride experience

#### Current situation

81% satisfaction score for interior cleanliness and condition (Transport Focus).

The quality of ride experience on buses throughout the UK has been transformed in recent decades. All buses are wheelchair accessible, which makes boarding, alighting and moving through the bus easier. Other improvements targeted at people with extra needs also make the journey better for everyone else such as 'Stop' buttons which can be palm-operated, within the reach of every seat; voice and screen information



about the next stop. Where buses in other parts of the country carry advertisements for shopping, dating, colleges, etc., NEbus operators recognise that there is a greater commercial return from building customer confidence. On buses in the North East, the advertising vinyls show the bus journey map, how to contact customer service, how to access the Wi-Fi, and other messages that make the customer feel they are in a cared for and high-quality environment.

All buses used on our network have wheelchair access and around 40% have AV technology installed. Many buses on flagship routes come with Wi-Fi and charging points as standard.

### The potential

By setting out provisions to make the bus ride more appealing, comfortable, and accessible, there is the potential to open ridership back up to a large number of customers who had previously written the bus off as unappealing or unpleasant.

**Customer perceptions of bus services are as important as their reality.** Improving the bus experience for passengers is key to shifting dated perceptions of what bus travel is and encouraging the modal shift back to using the bus.

Cleanliness of buses is a fundamental requirement to encourage people back, particularly in the wake of Covid-19. A large number of potential passengers are still avoiding public transport, a fear that needs to be addressed in order to allow for modal shift.

### Initiative description

To ensure a consistent and first-class journey experience for all passengers on our network, over time we will level up our fleet to include AV displays; charging points; comfortable seating and Wi-Fi as standard.

Buses in our region come with individual wheelchair and buggy spaces as standard, a practice which will continue unchanged. A taxi guarantee will be put in our Bus Passenger Charter, giving disabled passengers the peace of mind that if there isn't room for their wheelchair on board, a taxi replacement will be provided for them at no extra cost. This information will be widely advertised including on the bus and at bus stops.

We will take the necessary measures to ensure our network is accessible to all people, further details on waiting facilities and dropped curbs can be found in the Highways and Infrastructure sub-section of this BSIP.

Turnaround cleaners will be employed at bus stations throughout our network. They will be available to quickly clean any bus to ensure a clean and pleasant journey on any vehicle.

### Information at stations and interchanges

#### Current situation

Digital real-time bus information displays already exist in some key rail and Metro interchanges in the region but need upgrading from dated screens, and updating in line with the introduction of a new information system.

Signage directing customers who are interchanging between bus towards their next bus stop location is also limited. There are few 'Where to catch your bus' posters.

#### The potential

Through improving information provision across the whole public transport network, we can help to form the basis of a fully integrated transport system which offers a better alternative to personal car use.

Integration of modes allows passengers to make sustainable travel choices across the whole of the North East.

Access to bus information at key rail and Metro interchanges can attract a new set of customers, who previously hadn't considered using the bus and vice versa for rail and Metro, potentially growing the patronage system wide.

### Initiative description

All interchanges and rail stations will be supported with multi-modal passenger information, showing real-time information about connecting journeys.



The data that feeds these new displays will also come through the new AVL system that is being delivered as part of TCF.

Transport ambassadors will be available at key interchanges throughout the network to guide passengers and help them make the right travel choices.

Transport ambassadors will also function as an extra passenger safety measure as a way to report any concerns or problems.

Improvements will be made to wayfinding in major stations and interchanges through new posters showing where to catch your bus.

### Customer charter (beyond the bus)

#### Current situation

Each of the region's main operators have their own customer charters. They broadly align on common themes including safety; information provision; fares and reliability of services. They also outline the complaints procedure and the rights of customers. Smaller operators typically don't have customer charters.



Destination	Service	Time	Stand	Service	Time	Stand
Pelaw(M)	GRN	16:27	1			
Chester 1e Street	21	11min	L			
Whitley Bay	1	11min	E			
Metrocentre Interchange	97	12min	B			
Heworth Interchange	52	12min	M			
Monkseaton (M)	VEL	16:29	2			
Bishop Auckland Bus Station	X21	13min	L			
South Hulton(M)	GRN	16:30	1			
Heworth Interchange	93	16:30	C			
Winlaton Bus Station	49	14min	F			
St James via the Coast(M)	VEL	16:32	2			
Easington Lane	X1	15min	K			
Wardley Lingey Lane	57	15min	J			
Heworth Interchange	51	15min	J			
Newcastle Quayside	54	16:33	C			
Metrocentre Interchange	X66	16:35	G			
	28A	18min	E			
			A			

### The potential

The introduction of a network-wide passenger charter allows for accountability of services. The customer is given the confidence that their voice is heard and that their feedback and complaints will be taken seriously.

A charter sets out what passengers can expect and can create confidence in the network. This can encourage potential users who are tentative about the quality of the bus experience back onto the bus.

A successful charter will facilitate an improved feedback and complaints process, which in turn can be used to inform further decisions about the network to continually improve the customer experience.

### Initiative description

A key initiative of our BSIP and the following EP is our Bus Passenger Charter which will be consistent across our operators and Local Authorities.

Our Bus Passenger Charter is outlined in further detail in the Reporting section of this document.



**Delivery of initiatives in this subsection will help us realise our objectives:**

### Customer Experience

Network-wide ticketing and journey planning will be made available to passengers through a single dedicated website and accompanying app. We will also continue to provide leaflets and printed information.

We will develop a new and consistent brand for The Partnership that will be applied across the network, so that it becomes a recognisable symbol of public transport for the North East

The 400 bus stops with existing real-time information will be updated to a next generation system such as “E-Ink” which shows up-to-date real-time passenger information. A further 100 stops will be updated with the technology.

We will provide clear printed information at stops and stations, including in rural areas, and maintain it.

We will improve CCTV provision throughout our entire network, ensuring coverage of every major station and stop across the region. 700 moveable CCTV cameras will be available to be deployed across the region, in areas where there is demand for them or areas where there is deemed to be a safety risk. The cameras will be remotely accessible and information from them can be accessed on an on-demand basis.

We will provide seamless service information to customers, offering a single source of truth, feeding to any connected systems for passenger information.

All vehicles will be fitted with enhanced next-stop audio-visual equipment, charging points and Wi-Fi as standard.

We will develop a consistent training module to be delivered to all our colleagues who fulfil a direct customer experience role.

A taxi guarantee will give disabled passengers the peace of mind that if there isn't room for their wheelchair on board, a taxi replacement will be provided for them at no extra cost.

Turnaround cleaners will be employed at bus stations throughout our network. They will be available to quickly clean any operators bus to ensure a clean and pleasant journey on any bus.

All interchanges and rail stations will be supported with multi-modal passenger information, showing real-time information about connecting journeys.

Transport ambassadors will be available at key interchanges throughout the network to guide passengers and help them make the right travel choices.

Improvements will be made to wayfinding in major stations and interchanges through new posters showing where to catch your bus.

## 4. Delivery

### Fares and ticketing

### This subsection introduces our plans to:

- Simplify the structure of the multi-modal ticketing offer with a clear and consistent zone structure.
- Grow bus patronage through more affordable multi-modal and multi-operator daily caps.
- Intensify our focus on patronage growth amongst young people and families with a 'Kids go free' trial, £1.20 singles for under 19s, and a multi-modal £2.50 fare cap for under 19s.
- Further enhance the multi-modal offer through the inclusion of more rail routes.

Page 99

### This subsection responds to the following requirements of BSIP guidance:

- Targeted fare reductions and identified fares that are in need of reform.
- A commitment to delivering a multi-modal offer.
- Plans to make buses cheaper through low, flat fares and better value day tickets.
- Simplification of the ticketing offer across the network.

### Which three improvements would you prioritise?

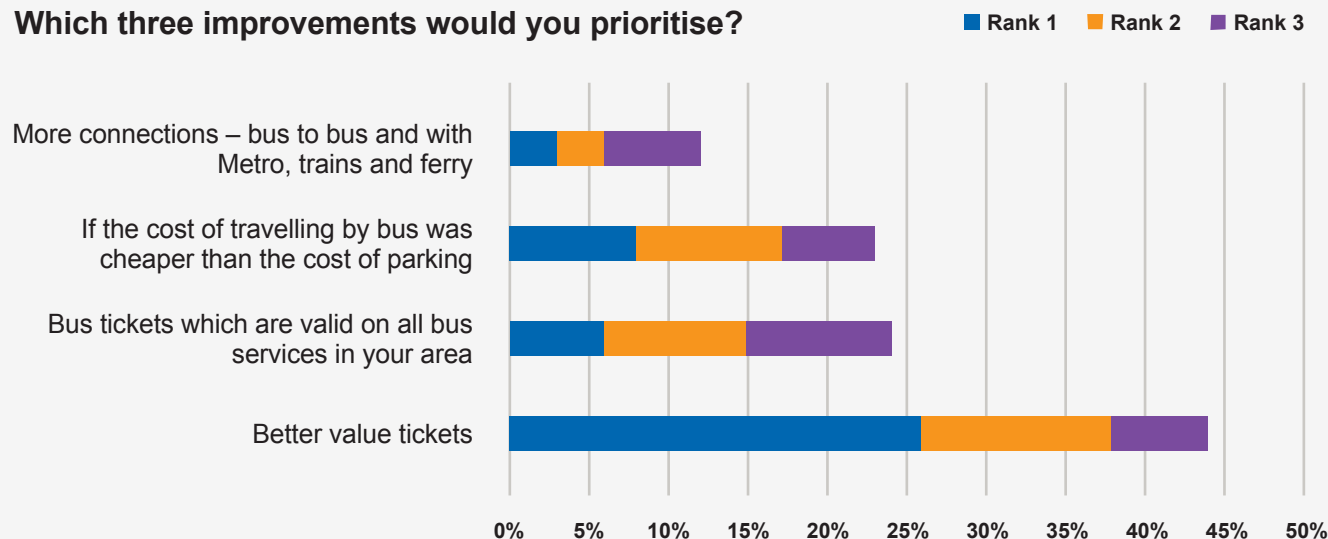


Figure 4:4 What 3 improvements would make people use the bus more

### Today's world

Our region operates an integrated public transport network, and our ticketing contains products that allow interchange between different operators and types of transport, including buses, Ferries, Metro and some local rail services. The introduction of an Enhanced Partnership will allow us to build on these foundations and implement enhancements which aim to improve the lives of people working, living and visiting North East England.

We benefit, as a region, from an organisation called NTL (Network One Ticketing Limited), the board of which is comprised of Bus operators and Nexus. Trading as Network One, Bus, Ferry, Train & Metro Tickets in the North East | Network One ([networkonetickets.co.uk](http://networkonetickets.co.uk)), NTL describe themselves as 'A Partnership of bus, Metro train and Ferry companies in Tyne and Wear'. As legal entity, NTL has been the vehicle delivering multi-modal and multi-operator ticketing in the North East since bus deregulation in the 1980s.

Tickets available through Network One can allow travel on bus, rail, Metro and Ferry across Tyne and Wear and on buses in Northumberland and County Durham, we outlined more information about Network One earlier in the document in Section 2.

Nexus also offers a number of different season ticket options through their Pop Cards which allow travel on Ferry, Metro, rail and bus. Pop is an ITSO-compatible system that allows for the purchase of tickets and production of a paperless token for travel across all Metro and most bus services in the North East, the card can also be used to access cycle lockers at Metro stations.

Network One 'All Zones' tickets can now be purchased on a Pop smartcard which means that people can use one smartcard for multi-modal travel across the region, regardless of which operator they are travelling with.

Contactless payment is available on most buses in the region, tap-on-and-tap-off payment is present at points throughout the network but not widely available.

Despite the promising progress that has recently been made in terms of multi-operator and multi-modal forms of ticketing, all operators continue to make the majority of their sales through their own range of fares and products. Consequently, there is still a complex range of brands, fare offers and a lack of standardised tickets for particular demographics such as young people. The following table shows a summary of the types of tickets available on our region's three main operators and tendered services.

Type of ticket	Options available
Adult single	Seven different types of tickets ranging in price from £1 to £7.70 based on a variety of different zonal and graduated distance-based systems. Smart ticketing is available throughout the network whereas tap-on-and-tap-off payment is available on a select few services.
Adult day	Four different ticket offers ranging from £3.90 to £8.50 available in paper and mobile form. Pay as you go day capping available on a limited number of services.
Week	Five options based on local areas and zones in some cases and region-wide options. Price ranges from £12 to £30.
4 week	Three options starting at £52 up to £100. Available in smart and mobile formats.
Annual	Three options available along with three accompanying corporate annual tickets. Prices range from £535 to £1,045.
Flexi-tickets	Only one option available.
Youth single	Five different options offered at a price range between £0.60 and £1.20 available in several formats including paper and smart. Under 16s can travel for £0.60 with a Pop Card in Tyne and Wear. Definitions of young people vary between operators and secured services.
Youth day	Three options at the cheapest £2.90, at the most expensive £5.50. Under 16s can travel for £1.10 with a Pop Card on all modes in Tyne and Wear.
Youth annual	15 week and annual youth tickets available on one of the three main operators.
Student	Limited number of options available in 4 week and annual versions.
Elderly people	ENCTS schemes are organised by the three Local Authorities and are broadly similar in their offers but have slight differences in start times, what is offered and other details. Further details of the ENCTS schemes are covered later on in this section.
Family offer	Operators take part in the Network One family offer.

Figure 4:5 A summary of bus operator ticket offers

### Our opportunity

Our research indicates that simpler fares and ticketing will be a key factor in attracting people to use the bus more often noting that our region currently only has a 65% satisfaction score for value for money. In our market research, 73% of frequent car users said that fares & ticketing changes would be needed to make them use the bus more. At the same time, successful fares offers can serve as a way of supporting the economy of the North East by allowing equity of opportunity to travel, connecting people to essential services, to places of employment and to tourist and leisure destinations. Fares that offer the best value for money are fundamental to helping our region, particularly in today's challenging economic landscape; and noting the large areas of multiple deprivation in the North East (outlined in our Transport Plan) and associated transport poverty.

Improved fares also offer a strong product for marketing campaigns, especially as many people attending our stakeholder sessions observed that people 'do not consider the true cost of running cars when comparing the price to bus tickets'.

As a result of the strong foundations in place because of NTL and Network One ticketing, our region is well placed to act quickly and within competition law through existing mechanisms to introduce new multi-modal and multi-operator ticketing products. Furthermore, thanks to Government investment in the Metro Flow project and other areas, which are highly complementary to our bus network and which are scheduled to go live during the currency of this BSIP, the strength of our multi-modal offer will increase further. With great value fares bringing together buses, Metro, Ferries and a new rail route, our region will have a highly attractive and appealing sustainable alternative to the car which is accessible to the majority of our population.

### Initiatives

#### All day multi-modal ticket

##### Current situation

We have previously described that our region has some of the base characteristics of a fully integrated multi-modal public transport network, such as smart card ticketing and multi-modal tickets, yet we know from our research that people find the offer difficult to understand, especially amongst non-users, 69% of whom stated this to be the case through the 2019 Nexus Insight Panel.

The closest product to a regionwide multi-modal capped ticket currently is offered through Network One as an Explorer ticket at a current price point of £10.90 for an adult, £5.70 for a child (under 15) and £20.60 for a family of up to two adults and three children for one day. The ticket does offer some extensions beyond our region into North Yorkshire. It is scarcely marketed beyond the Network One website.

Other multi-modal tickets are offered by Network One as weekly, four week and annual tickets. The price is based on a Network One zonal model which consists of 5 zones and the NTL 'plus' area which covers Northumberland and County Durham.

## 4. Delivery – Fares and ticketing

Network One Zones are inconsistent with those which have been established by bus operators and Nexus for their own ticketing.

Our region's Transport Plan explains that the majority of people who live in County Durham and Northumberland also work within their local authority area, with Newcastle the next largest work destination. No daily capped fares exist in Northumberland or Durham for travel exclusively within those counties using multi-operator or multi-modal tickets. Noting that Nexus Metro and Ferry services do not operate within Durham or Northumberland and that as mainline rail operators do not currently participate in Network One, the current focus is on the lack of multi-operator rather than multi-modal products.

'Buses cost too much' stated by 34% of people. (Nexus Insight Panel)

### The potential

Simple to understand, well marketed multi-modal tickets with attractive 'Headline fares', such as a multi-modal day cap, have the potential to persuade the 73% of non-bus users who could be influenced to switch by a simplified fares structure. Furthermore, the research we commissioned revealed that

'Where you live makes a difference – the further from the urban centres you are, the less practical bus is seen', from which we take multi-modal as a key opportunity. If bus's ability to bridge the 'last mile' from the railway station, Metro station or Ferry landing, to destination can be better celebrated through an improved multi-modal ticketing offer, then it will be easier to break into the third of people contacted in our market research who stated that 'the places I travelled to aren't easily reached by bus.' Furthermore, multi-modal may entice rail and Metro users who do not usually use the bus to try it out for journeys which they may usually choose the car for.

There is also opportunity to maximise benefits from current and recent investment in our region's rail network. If a means can be found to increase the scope of Network One's activities to heavy rail in County Durham and Northumberland, then stations such as the new Horden Peterlee station in County Durham could truly become part of a multi-modal ticketing offer.

Put simply, we believe **better multi-modal and multi-operator ticketing will increase the simplicity of the overall offer**, streamlining interchange between transport modes and different bus operators' services. Finally, with tickets which are interchangeable between operators, customers will no longer



be constrained to only use one operator on key corridors, meaning that they would experience an increase in frequency too.

### Initiative description

Network One and its tickets will be valid for travel on all bus, Metro and Ferry services across the North East, as well as on rail services between Sunderland, Newcastle, Metrocentre and Blaydon. It will also cover Demand responsive Transport (DRT) services provided through our partnership. Network One, which is the trading name of Network Ticketing Ltd, will re-brand itself as part of the launch of the new product range.



Figure 4:6 Proposed zones for multi-modal ticketing

Network One will simplify its zonal structure and price multi-modal tickets more attractively:

Zone	*Multi-modal / Multi-operator target daily cap fare – adult
County Durham	£4
Northumberland	£5
Tyne and Wear	£5
All zone	£6.80

Figure 4:7 Proposed multi-modal ticket prices

\*All proposed fares are undergoing modelling at the time of writing, and ultimate pricing will be subject to the level of subsidy available to each bus operator and Nexus (for the Metro), and the approval of the Board of Network Ticketing Ltd. It is expected that all prices will be reviewed from time to time and may be increased to reflect inflationary pressures.

A complete pricing structure will be developed using the daily fare as the starting point. The range of products will include weekly, monthly, annual, flexi (for commuters who travel regularly but not every day), and student discount.

To further improve the offer, additional low cost, multi modal, multi operator fares will be developed to make pricing more affordable in areas that are a short distance from a zone boundary.

Our multi-modal fares will be available in two forms:

- a ticket purchased before travel begins (from a bus driver, at a Metro ticket machine, online, or through a new app);
- a price “cap” that is automatically calculated and applied when a customer uses a contactless bank card, mobile phone payment app, or Pay As You Go smartcard to pay for travel. Through the BSIP we intend to put in place the back-office system and upgrade existing ticketing equipment to allow this to happen.

**Concessionary £1.20 single tickets for under 19s and target £2.50 region wide Under – 19 multi-modal fare cap**

**Current situation**

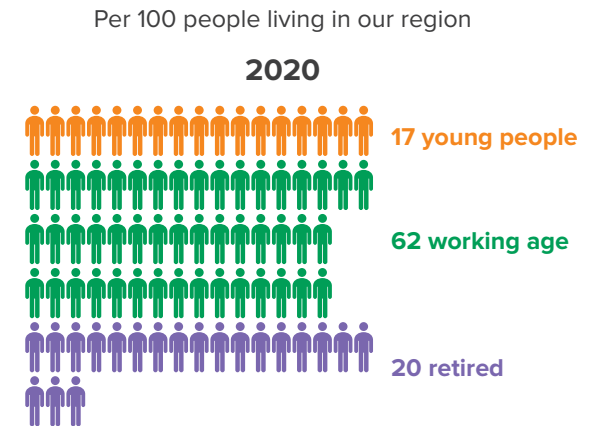


Figure 4:8 The age makeup of North East residents

Nearly half of young residents not in education, employment or training use the bus more than once a week. (Stratified Sample Survey)

Page 104

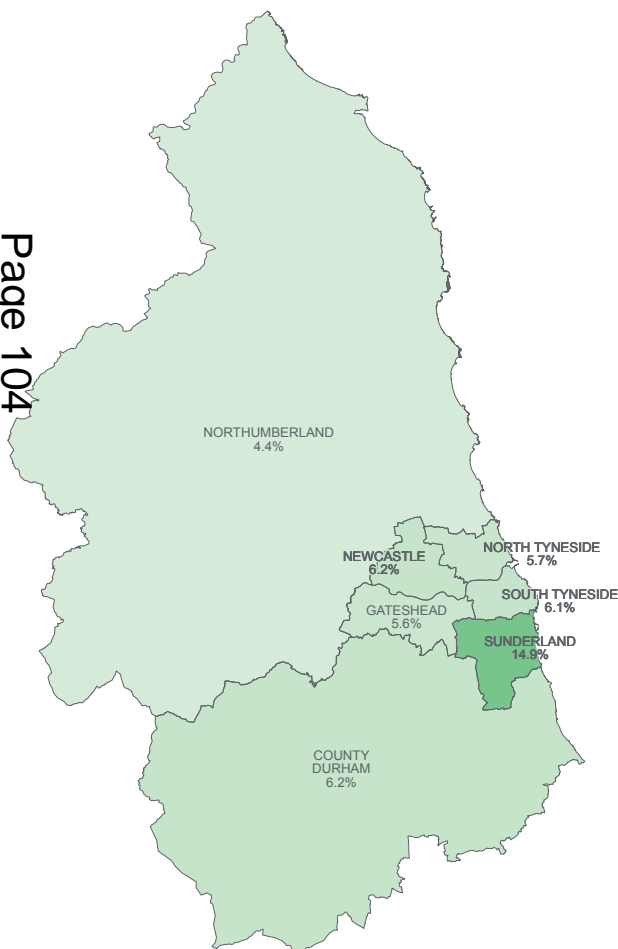


Figure 4:9 NEETS map of the North East

Bus fares represent a heavy cut of the disposable income of some groups. This disproportionately affects young people; even those in professional careers are on relatively low incomes when they start their career. For young people in apprenticeships, again their career prospects may be strong, but their starting salaries are lower. We also know that young people seeking less skilled work have a lower pay range.

This issue is particularly prevalent in the North East given our lower-than-average wages and employment levels.

Additionally, pockets of health and income inequalities are seen across the North East, with deprivation largely concentrated in urban areas. There are large disparities in levels of youth unemployment throughout our region. Some places like Blyth in Northumberland...

Unemployment rate by age band (%), North East LEP, England excluding London and England, Jan 2019 to Dec 2019

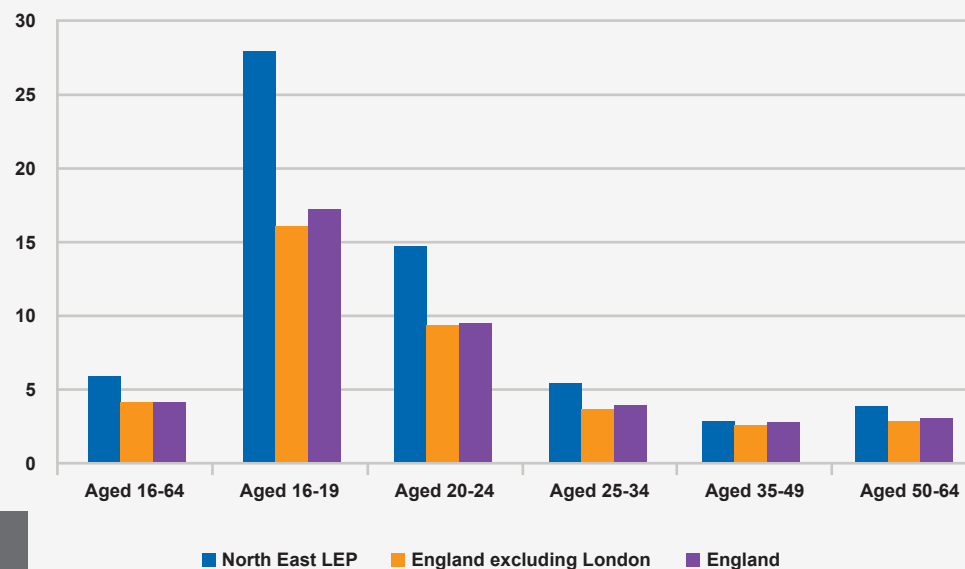


Figure 4:10 Unemployment by age in the North East



and deprived electoral wards like Byker have youth unemployment levels of 15% and 16% respectively. By contrast, affluent areas such as Gosforth and Corbridge both have levels of 1%. This demonstrates that levels of opportunity for young people in the North East are highly uneven depending on geography.

Single fares are available for Under-19s at a price point of £1.20 in some locations in our region; however, on longer distance services, for example those reaching into Northumberland, fares at this price cannot currently be achieved without subsidy to the operators.

Network One currently offers a ticket aimed at the Under-19 and student market but this product is only available in one and four week iterations. There are various other tickets by different operators that are designed for young people and students but there are few similarities between these.

As part of our 'Big Bus Conversation' we asked people what improvements they would make to bus services, here are some of their responses:

'Access, especially for young people 16-25 cheaper or free travel'.

'Make fares for younger people lower'.

'Free or very cheap fares that can be used across all bus and Metro services to encourage people to use buses rather than cars'.

### The potential

A well-placed offer aimed at Under-19s can work as a way of delaying young people applying for a driving license and buying a car which is often seen as a 'rite of passage'.

This issue is less prevalent in our urban areas, but still common in rural places, which is particularly relevant for the North East as 45% and 46% of County Durham and Northumberland respectively are classified as rural.

An all-encompassing Under-19 offer also functions as a way of increasing social and economic equality and inclusion, through improving access to education, training and work. This offer has the potential to help level the playing field for young people in our region by offering them equal access to opportunities.

### Initiative description

Through this BSIP we intend to kickstart the market in the Under-19 sector in areas where the cheapest fares are not yet available.

Subject to the level of BSIP funding being received, Under-19 single tickets will be introduced region wide at a target fare of £1.20. We will review the options to achieve this, including the introduction of a region wide concessionary scheme if required.

We also intend to offer a capped daily fare for Under-19s with a target price of £2.50. The final price will be subject to modelling and the level of BSIP funding available.

### Take the kids for free

#### Current situation

Only one of our region's main bus operators offers a family ticket. There are no other family specific offers available to bus passengers, however, the Tyne and Wear Metro recently ran a successful trial offer where you can 'Take the Kids for Free'. This offer is now a permanent ticket option on Metro.

#### The potential

The car for many families is the go-to form of transport for everyday activities like shopping, visiting attractions and playing sport. By offering an attractive ticket for families in conjunction with an enhanced network and other improvements to the bus service, the bus could become a viable replacement to the car for families in our region.

At the same time, this form of ticket would have a specific focus on helping to grow the leisure and retail market, supporting shopping centres like the Metrocentre and tourist venues such as the Beamish Museum.

#### Initiative description

We would like to be able to build upon the success of Metro's 'Take the Kids for Free' offer by extending this to all bus operators in the area.

#### Case Study:

#### Metro's 'Take the Kids for Free' offer

In early 2020, Nexus introduced a new offer for passengers called 'Take the Kids for Free'. This initiative allows up to three children (aged 11 and under) to travel for free with a fare paying adult. A fare paying adult was defined as anyone with a valid adult ticket, including season ticket holders and Gold Card holders.

The offer was initially introduced on weekends and proved to be successful before the onset of the Covid-19 pandemic. With restrictions lifted over summer 2021, Metro expanded the scheme to a daily offer. Over the period of summer 2021, 'Take the Kids for Free' generated an additional 74,000 passenger journeys on Metro and resulted in an overall 2% uplift in revenue taken on the system. Additional ticket purchases by adults taking children for a day out on Metro for free exceeded the loss in revenue for allowing children to travel for free.

The 'Take the Kids for Free' scheme required no capital investment or major changes to ticket ranges in order for it to be introduced.

## 4. Delivery – Fares and ticketing

Through a 'Take the kids for free' offer, up to three children aged 11 and under would be able to travel for free with a fare paying adult on any bus in the North East.

This offer will be trailed in the summer of 2022 to test its viability and passenger uplift.



### Purpose of bus journeys – NE residents

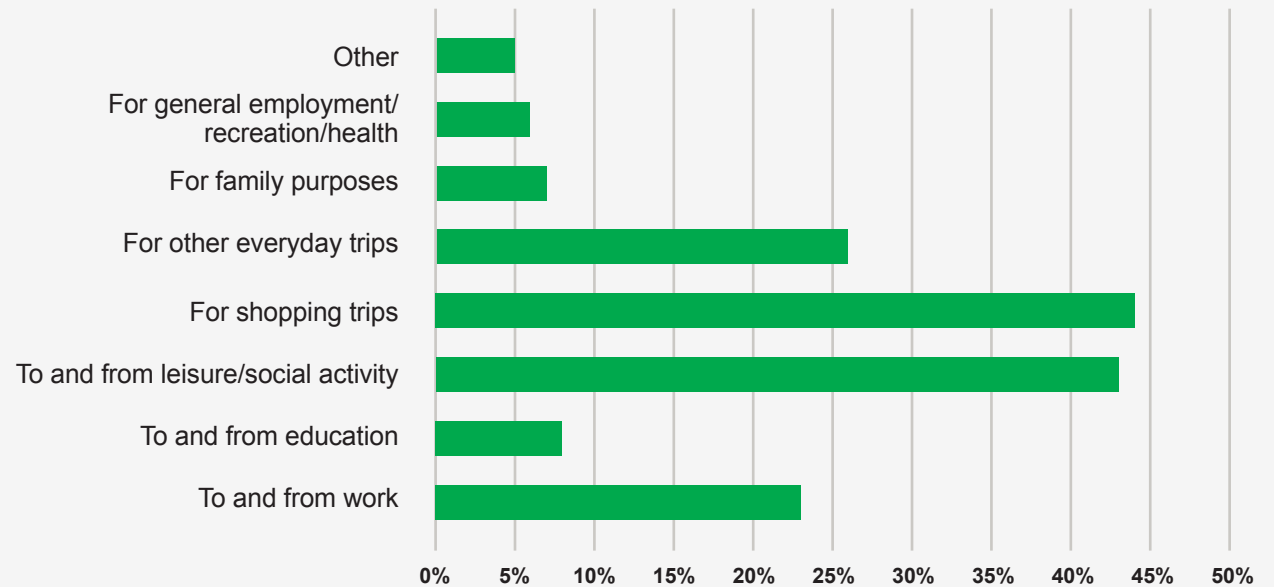


Figure 4:11 Purpose of bus journey

### ENCTS

#### Current situation



The 'English National Concessionary Travel Scheme' (ENCTS) is a national scheme. Bus operators are required to carry pass holders during the core times of 09:30-23:00 Monday to Friday, and at all times on weekends and Bank Holidays.

Three slightly different versions of the scheme, as allowed by the Transport Act 1985 and the Travel Concession Schemes Regulations 1986 apply, as there are three separate Travel Concession Authorities (TCAs) in the North East.

- Nexus (the Tyne and Wear Passenger Transport Executive)
- Durham County Council
- Northumberland County Council

Although all allow travel until the end of service, rather than 23:00, each has varying discretionary arrangements covering, for example, the treatment of the travel allowed with the pass pre-09:30.

Bus operators are reimbursed by each TCA using the general principle that operators should be 'no better or no worse off' as a result of carrying concessionary passengers and are therefore reimbursed for 'revenue foregone' or the sums of money that they would have received if the concession did not exist. The basis for the calculation of revenue foregone is the DfT calculator, using passenger volumes and average fares, although there are annual discussions between each TCA and each operator to agree the payments.

ENCTS payments for the 2021/22 year totaled £52.5 million. Nexus was responsible for £35.7 million of this money whilst Northumberland and Durham paid £4.9 million and £11.9 million respectively.

## 4. Delivery – Fares and ticketing

Element	Tyne and Wear	Durham	Northumberland
<b>Scheme for general free bus travel</b>	09.00 – 23.00 (M-F) All day at weekends and public holidays	09.30 – 23.00 (M-F) All day at weekends and public holidays	09.30 – 23.00 (M-F) All day at weekends and public holidays
<b>Scheme start time</b>	09.30	09.30	09.00
<b>Scheme end time</b>	None	None	None
<b>Travel prior to ‘free’ start time?</b>	Free for hospital appointment	50p for any journey	Free for hospital appointment
<b>Local rail inclusion?</b>	Discounted fare on Northern Rail services between Newcastle and Metrocentre/Blaydon	Half fare on certain: Chester-le-Street or Seaham to/from Newcastle or Middlesbrough (and any station inbetween) Bishop Auckland, Shildon, Newton Aycliffe or Heighington to/from Middlesbrough (and any station inbetween)	No
<b>Companion card allowing someone to travel free with ENCTS holder who requires assistance</b>	Yes	Yes	Yes
<b>Disabled pass eligibility enhancements</b>	24 hours (if in education or employment for at least 15 hours per week)	No enhancements	24 hours
<b>Metro Gold Card – free travel on Metro, Shields Ferry and on Northern Rail services between Newcastle and Sunderland after 9.30am</b>	Yes, £12 annual fee	Yes, £24 annual fee	Yes, £24 annual fee
<b>Under-16 scheme</b>	60p single, £1.10 all day multi-operator	No	No
<b>Taxi scheme for disabled persons</b>	Yes, Taxicard (£225 credit for £10 fee)	No	No
<b>Other</b>	Discounted fares on Shields Ferry for those without Gold Card	Durham Park & Ride, Link2 DRT	Some cross border services to Scotland (mutual cross border acceptance)
<b>Acceptance of other authorities’ ENCTS passes regardless of issuing authority</b>			

Page 109

Figure 4:12 Different ENCTS schemes by TCA

### Our opportunity

The bus network across the region saw an unprecedented and sustained reduction in passenger numbers as a result of the pandemic, especially the government instruction to avoid public transport, leaving it in imminent danger of collapse. The Government responded by providing grant funding direct to commercial bus operators and Local Transport Authorities (LTAs), and also asked TCAs to continue making payments for concessionary fares at pre-Covid budgeted levels.

In the North East, payments have continued at pre-pandemic levels.

Given ENCTS patronage has recovered to just over 60% of pre-pandemic levels with an expectation that it will grow further by the end of March 2022, this has resulted in an estimated payment of £10.9m across the three TCAs higher than would have been the case if reimbursement was based on the volume of ENCTS passengers carried.

### Initiative description

The Government hopes that the worst effects of the pandemic will have passed by the end of the 2021/22 financial year, such that at that time the requirement to reimburse operators

on a 'no better or no worse off' basis will be reinstated, with a phased approach, or 'sliding scale', for the transition back down to pay based on actual concessionary patronage levels in 2022/23.

For the purposes of the BSIP, we have assumed a risk that ENCTS passenger numbers reach an average of 80% of pre pandemic levels, which would represent a risk to bus revenues of £10.9m. This risk is included as a provision in the Finance Form, which may not be drawn down.

Given the broad similarities in ENCTS offers between the three TCAs, in year one of the Enhanced Partnership a study has been defined to propose rationalising between the authorities, to provide a simpler and more consistent set of schemes.

### Care leavers' Concession

#### Current situation

Care leavers often find it more difficult than other young people to access and stay in education, training and work. Lacking the family support that other young people have, travel makes up a large proportion of their disposable income.

### Potential

For a small but very important group of young people in the region, we can transform their opportunities by making bus access easier.

### Initiative

A care leavers' concession will be available throughout the region. The fare to be set will be agreed through the Care Leavers' Covenant.

Delivery of initiatives in this subsection will help us realise our objectives:

### Fares and ticketing

Network One and its tickets will be valid for travel on all bus, Metro and Ferry services across the North East, as well as on rail services between Sunderland, Newcastle, Metrocentre and Blaydon. It will also cover Demand responsive Transport (DRT) services provided through our partnership. Network One, which is the trading name of Network Ticketing Ltd, will re-brand itself as part of the launch of the new product range.

Network One will simplify its zonal structure and price multi-modal tickets more attractively:

All proposed fares are undergoing modelling at the time of writing, and ultimate pricing will be subject to the level of subsidy available to each bus operator and Nexus (for the Metro), and the approval of the Board of Network Ticketing Ltd. It is expected that all prices will be reviewed from time to time and may be increased to reflect inflationary pressures.

Zone	Multi-modal / Multi-operator target daily cap fare – adult	Existing price
County Durham	£4*	N/A
Northumberland	£5*	N/A
Tyne and Wear	£5*	£7.80
All zone	£6.80*	£10.90

A complete pricing structure will be developed using the daily fare as the starting point. The range of products will include weekly, monthly, annual, flexi (for commuters who travel regularly but not every day), and student discount.

To further improve the offer, additional low cost, multi modal, multi operator fares will be developed to make pricing more affordable in areas that are a short distance from a zone boundary.

Our multi-modal fares will be available in two forms:

- a ticket purchased before travel begins (from a bus driver, at a Metro ticket machine, online, or through a new app);
- a price “cap” that is automatically calculated and applied when a customer uses a contactless bank card, mobile phone payment app, or Pay As You Go smartcard to pay for travel. Through the BSIP we intend to put in place the back-office system and upgrade existing ticketing equipment to allow this to happen.

Our simplified multi-modal products will be displayed and advertised clearly throughout the region and will also feature in electronic and printed bus and Metro information, and in specific marketing campaigns.

### Fares and ticketing continued

We will introduce tickets for under 19s across the region, with a target £1.20 fare for single tickets and £2.50 region wide multi-modal fare cap. The mechanism for delivering this will be further explored.

The current Metro 'Take the Kids for Free' offer will be extended to cover all bus services in the region for a trial period in summer 2022.

We will carry out a study to examine whether local additions to the English National Concessionary Bus Pass scheme can be standardised throughout the region.

A care leavers' concession will be available throughout the region. The fare to be set will be agreed through the Care Leavers' Covenant.

The fares package we propose by its nature deals with integrated, multi-modal ticketing. Bus operators will continue to offer their own bespoke range of tickets which in many cases will still be the cheapest way to travel by bus.

Some fares already on offer are very attractive. For example some operators offer a £1 evening flat fare for travel. We encourage all bus operators to adopt simple and affordable pricing structures and to simplify zonal pricing so that there is a common approach region-wide. Although this is out of scope for the EP and therefore this BSIP for legal reasons, we believe that bus operators will consider it under their own decision-making processes.

We anticipate that if all of the investments are funded and delivered, bus patronage will grow by 20% in our region.



## 4. Delivery

### The network

### This subsection introduces our plans to:

- Grow bus patronage above its 2019 baseline, by providing an enhanced network that is simple and easy to understand and offers a safe, reliable and cost-efficient transport alternative to the car.
- Protect the bus network in the North East by providing support to services where this is required to assist recovery from the Covid-19 pandemic.
- Optimise alignment of 'capacity and demand' by standing ready to consolidate services on parts of the network, if the market indicates duplication.
- Grow bus patronage by 6.7% by increasing network coverage and enhancing routes where there is potential for sustainable growth.
- Increase accessibility to the integrated transport system for people in rural areas through new on-demand services focused on connections with main bus routes and railway stations.
- Build customer confidence by creating 'standard pattern timetables' with no variations of frequency or length of operating day.
- Support the green recovery and improve the health of our communities by investing in new vehicles and modifications to existing ones.
- Modally shift an estimated 2% of home to school journeys each year in traffic congested parts of our region by introducing a pilot technologically enabled scholars bus offer.

### This subsection responds to the following requirements of BSIP guidance:

- More demand responsive and socially necessary services.
- The local network is presented as a single system that works together with clear passenger information.
- Service patterns must be integrated with other modes.

### Today's world

The North East's bus network reflects the nature of the area in which it operates, with infrequent services in remote rural areas and high frequencies in dense, urban areas. The North East bus network in 2019/2020 covered approximately 62 million miles with approximately 1,352 buses operating. The four busiest bus stations are located in Tyne and Wear where the density of the network is greatest.

#### 115 Busiest bus stations in the North East:

- Eldon Square Bus station – Newcastle
- Haymarket Bus station – Newcastle
- Gateshead Interchange – Gateshead
- Park Lane – Sunderland

Combined total of 11 million passengers per annum.

Outside the urban core, there is a strong network of interurban services along main transport corridors. There is lesser provision in rural/peri-rural areas, and often, a lack of transport between towns and rural communities areas with the focus being on flows into the main urban hubs. In rural areas, service provision is dependent on the availability of subsidy and budgetary pressures have often resulted in this being reduced. Some links have been lost entirely, on others, frequency reduced or evening and Sunday services, in many cases, have ceased.

#### Answers provided to the question “Are there any solutions you would have liked to see, which are missing? If so, what are they?” during Big Bus Conversation:

- “More logical local links between towns and villages i.e. buses that go where locals want to go”
- “Connecting up more rural villages”
- “Shuttle services to and from village locations to main trunk routes for direct access to the city”.

Of all the bus routes in our region, 39% offer evening and early morning services but their frequency varies. Some half-hourly or better services run until nearly midnight, but in other cases, a frequent daytime service drops to hourly or lower and in some cases the evening service ceases by around 2100.

Cross-boundary services extend into the Scottish borders from Berwick in North Northumberland, from Western Northumberland and Country Durham to Cumbria and from Newton Aycliffe and south west Durham and Darlington and East Durham into Hartlepool. There are also services linking us to destinations in the Tees Valley such as Middlesbrough.

### Our opportunity

The opportunity presented to us in the BSIP is to tackle barriers to bus use, in order to meet the targets set out in Section 3 of this BSIP. Actions that we take to maintain and grow our network in terms of frequency and geographic coverage on the network, are crucial to this. Our vision encompasses the whole of our diverse region, from the predominantly urban centre of Tyne and Wear to the most rural and remote parts of County Durham and Northumberland.

**If we fail to take action, bus patronage may not recover to pre-pandemic levels.**

This would lead to reduction of less commercially viable network routes and lead to a private car dominated recovery from the pandemic. Fewer bus services would also leave many people in our region stranded, noting that 28% of households do not own a car – the highest proportion outside of London. In short, if the coverage of our bus network were diminished, people would not be able to reach work or education.

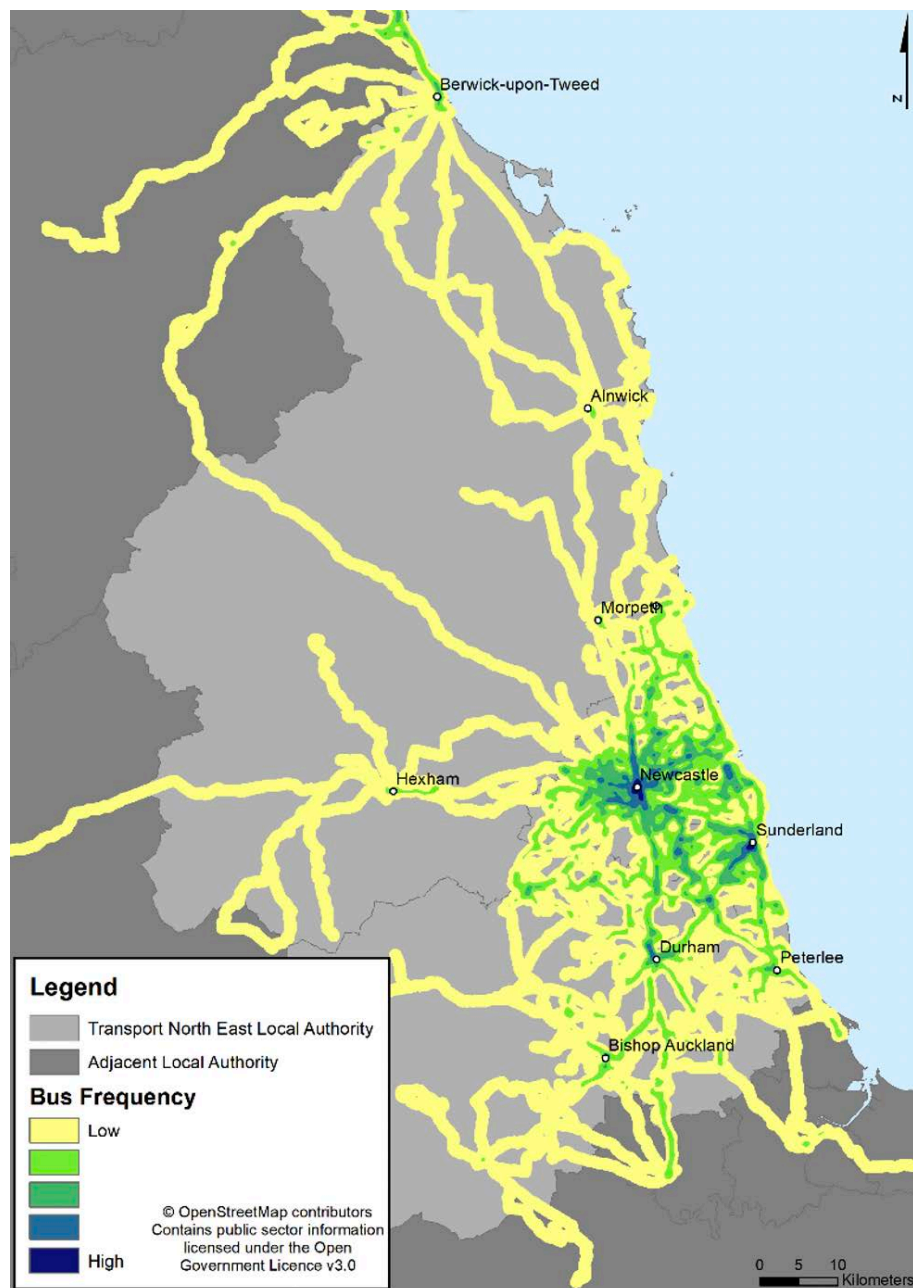


Figure 4:13 Heat map of the current bus network

### Initiatives

#### Maintaining our current levels of bus services as a minimum

##### Current situation

Our goal is to use our current network as a foundation, so that we can maintain our strong base of bus patronage in the North East and then grow from it, ultimately safeguarding and increasing patronage levels.

The Covid-19 pandemic resulted in a significant reduction in bus passenger numbers. Patronage is still currently between 20% and 30% lower than the same period in 2019, although we are beginning to see slow growth. Our stakeholders told us that the strong “avoid public transport” messaging of the early phases of the pandemic caused many people to choose other options instead of the bus, increasingly relying on private cars. Stakeholders felt that to an extent, people are using that as an excuse to drive in spite of knowing now that bus travel is safe.

##### The potential

It is vital that we protect the current bus network, so that the BSIP and EP do not begin with a weakened market base. A strong network base is the starting point for our Transport Plan objective of offering appealing, sustainable transport choices. As people

return to their pre-covid activities, they need to find in place the bus service they knew. By contrast, if the network is cut and people have to shift to using a car, there is a risk that they will not return.

Naturally, the number of passengers will increase as more people return to the office and places of education (leisure passengers have already rebounded), but the shape of the future market is uncertain with some research reporting that only 70% of people believe that they will travel in the same way as before.

Our opportunity is to ensure that BSIP revenue funding keeps the network stable, and that the initiatives in the BSIP and EP Plan & Schemes grow the market for bus; reach more people who would like to travel by bus now and attract people away from using cars.

##### Initiative description

We will work with operators to ensure that sufficient funding is available to maintain their current networks once the Bus Recovery Grant ceases. We will similarly work with local authorities to ensure that they have sufficient funding to maintain their ‘socially necessary’ (secured) services, to ensure that any requirements are correctly funded.

In 2018/19, revenue from bus services in our region was £230 million, including £160 million from fares, £52 million from local authority concession re-imbursement and £18 million from contract payments (for example, from local authorities or other stakeholders).

We have worked with bus operators and local authorities to forecast how revenue from the current network is likely to recover from the Covid-19 pandemic, based on performance since we started to move out of lockdown during 2021. We estimate that recovery will be 80% in April 2022, increasing by five percentage points per annum and returning to pre-pandemic levels after four years. However, our data shows that OAP/ Disabled concession passengers are not returning to the network at the same rate as fare-paying customers, which may mean that local authorities have to reduce concession re-imbursement.

Our bid therefore includes provision for £123.6 million over four years to support the network during its recovery from the Covid-19 pandemic. This includes £80 million to cover fares revenue and £43.6 million concession re-imbursement.

Any payments made to operators and local authorities to maintain the current network will be on the basis of supporting the whole

network (Network Support) rather than paying for individual routes. We will set key metrics to be achieved before any payments are made and appropriate checks and balances will be in place to monitor performance.

Whilst maintaining the current network, there may however, be good reasons to make minor changes in this period, for example, to serve new employment sites or to remove instances where passengers can be confused by the use of the same route numbers for wholly different services.

### Consolidation to reduce duplication and over-provision

#### Current situation

We acknowledge that there are particular locations across the network where there may be overprovision of bus services, and therefore, there is scope on the network for consolidation opportunities under the Enhanced Partnership. Transport North East has independently reviewed the current network in detail in order to identify what they might be.

#### Case Study:

### Newcastle – Metrocentre Service 100

Since it opened in 1986 Stagecoach (and its predecessors) have provided a dedicated shuttle service 100 linking Newcastle City Centre with the Metrocentre shopping complex, operating six times per hour with single deck buses. This has operated in addition to Go North East's longer distance services which also link Newcastle City Centre and Metrocentre, with a similar route and journey time, providing 14 mostly double deck operated departures each hour.

Each operator has its own range of tickets that are only accepted on its buses, meaning that Stagecoach ticket holders only have a choice of a bus every 10 minutes, whilst Go North East ticket holders have a choice of 14 departures each hour.

The independent review of services commissioned by Transport North East has identified this overlap in services as one area in which duplication can be reduced, and the resources saved, redeployed to either support the current network or to be reinvested in improved services.

Service 100 has now been temporarily withdrawn, releasing four buses and drivers. Passengers who previously used the 100 service are easily accommodated on the Go North East services, which will still provide 14 buses per hour (roughly a bus every 5 minutes) between Newcastle and Metrocentre and with Stagecoach tickets being accepted on the Go North East buses, these ticket holders have an improved choice of journey opportunities with more than double the number of buses available to use.

## 4. Delivery – The network

### The potential

Where there is duplication in a network, a more coordinated and integrated service has the potential to increase efficiency. For example, if eight buses per hour currently provide four buses from each operator at 3- and 12- minute intervals, with no ticket inter-availability, a coordinated service can offer an even six buses per hour at 10-minute intervals with inter-available ticketing. Whilst the number of buses per hour reduces by two, passengers have a bus every ten minutes instead of every 12.

The previous 'Newcastle – Metro Service 100' case study gives an example of what has been achieved in the North East under this initiative even whilst developing the Enhanced Partnership.

### Initiative description

Independent analysis undertaken by Transport North East suggested locations on the network where currently there is some duplication and there may be more capacity than is needed. A collaborative exercise was subsequently carried out, with Transport North East as an independent 'broker', first engaging each large and smaller operator in 1:1 discussion and then airing a blended solution in joint discussions.

However, as the bus market is constantly changing and recovering, we will take a flexible approach, under frequent review, which crucially will be based on market conditions.

We consider market conditions to be factors such as patronage, commercial situation, demand, as well as possible demand generated by other initiatives set out elsewhere in this plan.



### Bus network improvements

#### Current situation

Our vision to improve the bus network starts from a relatively strong position. More trips per capita are made by bus in our area than in most other English regions because we have a good network supported by well-developed bus priority measures.

We have many corridors with high-frequency services, and we have an excellent and well-used network of interurban express routes running into our cities, which are assisted by traffic priorities to maintain high performance.

In September 2020, a national survey by Transport Focus found that the biggest priority for bus passengers is more frequent services. This was fairly consistent across age groups and journey purpose and corresponds with our own research, especially in the Tyne and Wear area. We need to take this into account, as it indicates there may be potential to grow already frequent services.

However, the polycentric nature of the region means there are several towns that serve as local, sub-regional and regional centres, and many have poor links between them. Feedback from the Big Bus Conversation and our stakeholder engagement told us that people want more and better connections

## 4. Delivery – The network

between local places, not only the radial routes to the cities.

There are also many places that have few or no bus services at all. These are mainly rural areas that have very few local facilities, so people need to travel to take part in society. Low population densities have traditionally made rural areas difficult to serve viably by buses (even on a secured basis), but experience from our region and elsewhere suggests that innovative measures like Demand Responsive Transport and stoppage can be successful in filling gaps in the network.

Our region already has 24-hour services on five routes from Newcastle to Chester-le-Street, Durham, Washington and Sunderland, and from Sunderland to Ryhope and Seaham. They have been very successful, improving access to jobs and supporting the night time economy by giving people a safe way of getting home after work or going out with friends.

### The potential

The North East is a vibrant region, with large-scale employment opportunities, an excellent student offer, world heritage visitor sites and an evening economy that attracts tourists from neighbouring regions as well as the wider UK and overseas.

The BSIP presents an opportunity to invest in our bus network, including new or expanded routes where there is unmet demand or potential for sustainable growth.

The interurban corridors have pockets of high population, some of which are former mining villages where families have suffered inter-generational deprivation and for whom the bus is a link to economic, educational and social opportunities. These corridors link population centres to economic centres, and the excellent bus stations in Hexham, Morpeth, Consett and our City Centres can act as hubs. Enhancing this network would not only increase the size of the bus market but would contribute greatly to the region's social and economic growth.

Improving bus links between our local, sub-regional and regional centres would have a similar impact, especially where effective connections can be made with trunk services to/from our City Centres. This would encourage local economic and social activity.

In rural areas, frequent services are not necessarily required, but regular ones can be a lifeline by offering access to employment, education and social opportunities. We know from our experience on the North Northumberland Coast that investing in rural services encourages people to make new journeys and substitute car trips for bus trips.

More early morning, late evening and overnight buses can build patronage by giving people greater access to employment and allowing them to enjoy the nighttime economy. Our limited overnight services are already well-used, but targeted investment could make them into an effective network. Research by the Department for Transport showed that between 2018 and 2020 a total of 188 pedestrians, 93 car drivers and 97 car passengers were killed in dark light. Moving early morning, late evening and nighttime journeys to buses could help to reduce this.





Category	Monday to Saturday Daytime	Sunday Daytime	Daily Evening	Overnight
Superbus	5-10	7-15	15-30	
Interurban Express	15	30	30	
Connect	30	60	60	
Rural	60-120	120		
Remote Rural and targeted groups	DRT, Special	DRT, Special		
Night network				60

Page 121

Figure 4:14 An enhanced bus network for the North East

**Initiative description**

We will create an enhanced bus network that is simple and easy to understand and capable of taking everyone where they need to go for work, education, healthcare, shopping and leisure activities.

This will be based on minimum standards of service and length of operating day, as set out in the table above, so customers always know what to expect. Buses will run to ‘standard pattern timetables’ with no variations to routes at any time of the day (for example, in the evening or on Sundays).

Buses will work alongside Tyne and Wear Metro, National Rail and ferry services to create a truly integrated system where people can transfer easily between modes. There will be more early morning, evening and overnight services as well as better connections beyond our boundaries, reflecting recent and expected changes in work and leisure travel patterns. Cleaner and greener vehicles will help achieve our target for net-zero emission transport by 2035 and tackle the Climate Emergency declared by our two combined authorities as well as all seven Local Authorities.

Superbus will be the heart of the network offering high-frequency services in our urban areas that allow customers to simply ‘turn up and go’. There will be two types of Superbus services – Red Routes and Green Routes.



## 4. Delivery – The network

Superbus Green Routes will run at least every 10 minutes from 0630 until 1830 on Mondays to Fridays and from 0730 until 1830 on Saturdays. There will be buses every 15 minutes from 0830 until 1830 on Sundays and every 30 minutes during the early morning and evening. Some will also run overnight where there is established demand (see Night Network on page 101).

The network of Green Routes will cover a much wider area than the Red Routes, including towns and cities across our region. For example, service 6 will provide a 'trunk' link between Durham, Spennymoor, Bishop Auckland and West Auckland with buses continuing less frequently to Cockfield and Barnard Castle. It will connect people with the railway in Durham and Bishop Auckland and will be fed by other buses and Demand Responsive Transport at several local hubs along the route.

Superbus services will be made more attractive by the investment in bus priority provided for in the BSIP.

Buses operating every five and 10 minutes are widely regarded as 'turn up and go', but we will consider whether customer information requirements are higher at 10-minute frequencies than five.



Figure 4:15 Superbus Durham to Barnard Castle

Some existing high-frequency corridors have several overlapping services and we will simplify these to better meet customers' needs. Any operational efficiencies will be re-deployed to other parts of the network or used to meet growth in demand, as our regular review of market conditions determines.

Interurban Express services will knit our region together better, providing fast links into our cities and major towns from the surrounding towns and villages. Buses will run up to every 15 minutes on Monday to Saturday daytimes and every 30 minutes in the evening and on Sundays. They will operate on a 'limited stop' basis within cities to minimise journey times, complementing the Tyne and Wear Metro and National Rail network. Buses will provide high standards of comfort and on-board service.

We will make major investments in the links from Consett, Stanley and Morpeth to Newcastle, where our analysis shows potential to generate demand by running services of this standard. We will also increase early morning and evening services on several routes, benefitting communities across the region.

Connect will be the network of socially and economically necessary links between the local, sub-regional and regional centres in our region, complementing the Tyne and Wear Metro, National Rail and interurban express

services. Buses will run at least every 30 minutes on Monday to Saturday daytimes, hourly in the evening and on Sundays.

Rural routes will be tailored to the specific requirements of the communities they serve, with buses running at least every two hours on Monday to Saturday daytimes. In some places, we will provide a better level of service, for example where there is seasonal demand or an innovative way of delivering enhancements.

In particular, we will introduce a new service to Kielder in the Northumberland National Park and ensure that buses run all year round to the UNESCO World Heritage site of Hadrian's Wall. We will deliver a range of improvements in the rural areas of southwest Durham and west Northumberland, including better Monday to Saturday daytime services and new Sunday journeys where there is potential demand. We will also ensure services are fully integrated with other bus routes and modes of transport, as we know the importance of effective connections in rural areas.

### **South Northumberland Connect Example**

The National Bus Strategy identified South Northumberland as an area where the bus network could be developed because of its demographics and its patchwork of small industrial towns and large villages including Ashington, Bedlington, Blyth, Cramlington and Morpeth.

The area already has good bus links, as many of the towns and villages lie on frequent interurban express routes to/from Newcastle. Our plan will ensure they are all linked by services that run every 30 minutes on Monday to Saturday daytimes and hourly in the evening and Sundays.

This will be a big improvement in some places, not least between Cramlington and Morpeth where buses only run hourly on Monday to Saturday daytimes and there is no service at all on evenings or Sundays. The enhanced network will complement existing National Rail services at Morpeth as well as the proposed Northumberland Line and will improve access to work, education and leisure facilities across the area.

## 4. Delivery – The network

We will build on the success of our existing night buses by introducing them on all Superbus Red Routes and Superbus Green Routes where there is established demand.

Branded as Night Network, buses will run at least hourly and will mirror daytime services, using the same route numbers and following the same routes to assist marketing and customer confidence. Buses will also use the same stops, and the times will be co-ordinated to allow passengers to interchange between them easily.



Figure 4:16 Night Network

### Buses meet trains in Alnmouth – Integration in a rural area

In 2015, Arriva worked with Northumberland County Council to improve the bus service between Able, Warkworth, Alnmouth and Alnwick from hourly to half-hourly on Monday to Saturday daytimes. Adding an hourly X20 to the already hourly X18 created a dedicated link for Alnmouth railway station and allowed buses to be timed to meet trains. Since then, the number of people using buses to access the station has more than trebled, reducing traffic congestion at the station and helping to make the enhanced bus service more sustainable.

We will build on this in two ways. Firstly, we will work with bus and train operators to ensure that buses continue to connect with trains after the major review of the East Coast Main Line (ECML) timetable in 2023. Secondly, we will transfer this good practice to other rural places on our network, including Berwick-upon-Tweed on the ECML as well as Hexham and Haltwhistle on the Tyne Valley line.

### Demand Responsive Transport

#### Current situation

Currently County Durham is the only part of the region that has a comprehensive scheme of DRT that aims to complement the conventional bus service network. The Link2 service is open to everyone and aims to cater for people who do not have a suitable bus service or are unable to access regular bus services due to mobility issues. It can be used for any local journey, connecting with the bus network to travel further afield.

Tyne and Wear has a taxi card system to help people with mobility difficulties travel independently. It allows them to travel with one of our approved taxi companies at a discounted price. Members get issued with a card that is credited with a set amount of money every year - they use the money on their card to help pay towards each journey they make.

Both of these services are focused as a service for specific users for whom they are a lifeline; but they do not align with targets of these BSIP as they do not seek to grow modal share or bus patronage for the general population.

Our region has some of the most rural communities in England with 21% of our population living in rural towns and villages. Analysis for Northumberland alone, tells us that 37,000 residents of west Northumberland do not benefit from a bus service that allows for access to, key employment centres, significant further education sites, major shopping locations or evening recreation. Likewise, in County Durham, significant numbers of people live away from bus routes. In communities such as these, the car is the obvious transport mode, and there is no attractive sustainable alternative. Tyne and Wear also has rural communities in which the walking route to the main bus route may be too long for some, or the terrain may be challenging, again forcing groups of residents to the car.

Markets such as these are historically unattractive to bus operators because areas of low population density inevitably yield low passenger loadings and revenue over, a higher operating distance and therefore cost. The value for money consideration of local authorities providing services is also likely to be below.

### The potential

An estimated 560 million car trips take place in rural areas within our region each year based on the National Transport Survey published by the Department for Transport. Modal share for bus is also lower in Northumberland and Country Durham than in Tyne and Wear, demonstrating there is a balance to address and also market to break into if we are to achieve the targets of this SIP.

Commuting to work trends in the region also indicate that journeys on congested arteries on the approaches to Newcastle and Durham may well originate in rural areas. For example, 19,289 people cross the boundary from Northumberland into Newcastle each day. The Transport Plan sets out a clear policy for on-demand transport: “We must help more people to reach the sustainable transport network with more ‘on demand’ solutions”. When delivered to its full extent, our vision would be to provide a DRT solution linking every part of our network that established and future bus and rail routes are unable reach.

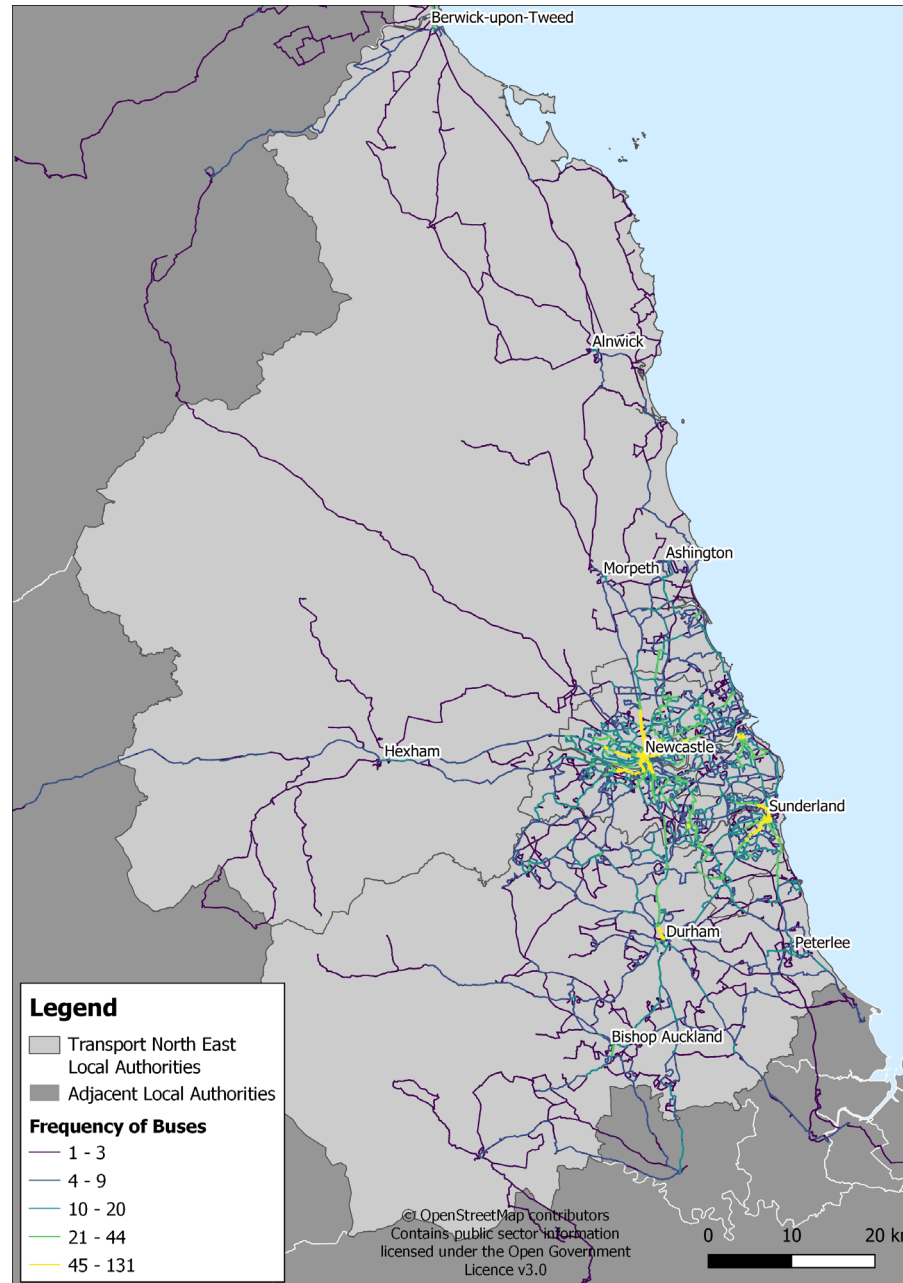


Figure 4:17 shows current network bus frequency with disparity to the west of the region

Throughout our Big Bus Conversation and stakeholder events, the people of our region have expressed enthusiasm for improved rural connectivity.

### Initiative description

In the first phases of the delivery of our DRT policy statement set out in the Transport Plan, which is intended, ultimately to provide a region-wide reach, we will launch two pilot operations in the second year of our BSIP. The first year will be dedicated to procurement and implementation ahead of the 'go live date' in 2023. The scale of the pilot will be 6 vehicles based in locations across the rural areas of Northumberland and 6 in County Durham.

In County Durham, our pilot will further develop the Link2 operation to enhance its capacity to link diffused or hard to serve demands with the broader travel network. The scope could include serving focused markets at different times as day, such as school transport, commuters and other community needs.

In Northumberland, our pilot DRT operations will focus on proving a concept designed to expand and complement the reach of the existing sustainable network. In Northumberland, vehicles will be geographically located so communities that

don't have any other form of public transport can make local trips and connect into the trunk 685, 808, X14, X15 and X18 bus routes, all of which this BSIP proposes investment both in terms of frequency, hours of operation and infrastructure. Our DRT operation will also provide connections to trains serving rural stations on the East Coast Mainline and Tyne Valley Line, which are scheduled to increase during the currency of the BSIP. We will take a similar approach in County Durham, allowing residents to make new local journeys as well as connecting with trunk bus services and the National Rail network. The full geographic area will be defined during the EP discussions. .

Rather than an unstructured 'book to go anywhere, anytime' with characteristics similar to a taxi, our DRT service will have a regimented operational day which could include:

- Offering local journeys where there is no alternative public transport available.
- Providing time-specific connections from communities to trunk route bus stops and railway stations to meet connecting services.
- Providing time-specific connections into routes serving schools or to GP surgeries or other essential services based on the operating times of that service.

We will take measures to ensure that our DRT offer to customers is a wholly integrated feature of our region's transport network:

- Advertised bus connections will be held, with either the trunk route bus or DRT service being required to wait. At railway stations, connection times will be planned to be reliable.
- Waiting amenities at connecting locations will be well lit with real-time information and where possible, these will be focused on the Pocket Park & Ride locations mentioned in our infrastructure subsection.
- Through-ticketing will be a key feature with fares initiatives set out elsewhere in this section being valid for use on the services and operators fares also being accepted subject to agreement of terms and conditions.
- Information, including real-time information will be a feature of our new app and website. Assuming it is technically possible, this will also be the route to booking, with voice-assisted technology solutions and telephone numbers also provided.
- The service will be branded as part of the network with staff required to undertake similar levels of training as their colleagues on the scheduled bus network.



**The DRT solution will be procured under the Enhanced Partnership; and whilst not all of our KPIs will apply because of the nature of the service, it will be subject to review by the partnership board.**

### **A new technologically enabled offer for home to school transport**

#### **Current situation**

Page 29  
In our region, 17.3% of the population are of school age, attending a total of 912 schools. School start times coincide with the busiest period on our road network each day with an estimated 132m car journeys for education being made in the North East each year. Data from Pop Blue, the smart card ticketing product for school-age young people in Tyne and Wear tells us that many parents drive children to school and that children return by public transport.

The data is backed up by verbatim feedback gathered in our Big Bus Conversation campaign and at stakeholder events, where parents reported that their need to drive to work is driven by their need to drop children at school.

Our Big Bus Conversation suggests a series of barriers to bus use for home-to-school journeys, with common themes such as difficulty accessing information and the perception of safety, security and reliability

of bus services being potential reasons why many don't consider the bus a viable option.

#### **The potential**

During the school summer holidays, the volume of traffic on the road network in the North East decreases by 15% in the morning peak, even the removal of a third of car journeys to and from school would save an estimated 44m car journeys in the region each year, reducing the negative effect of the associated economic and emission impacts.

Crucially, a reduction in journeys at this time would also make our roads safer. During 2019, 111 accidents occurred involving children during the peak commuting time in our region. DfT research suggests that up to 30% of incidents in which children are killed or seriously injured are caused by parked cars obscuring view of the road they are about to cross.

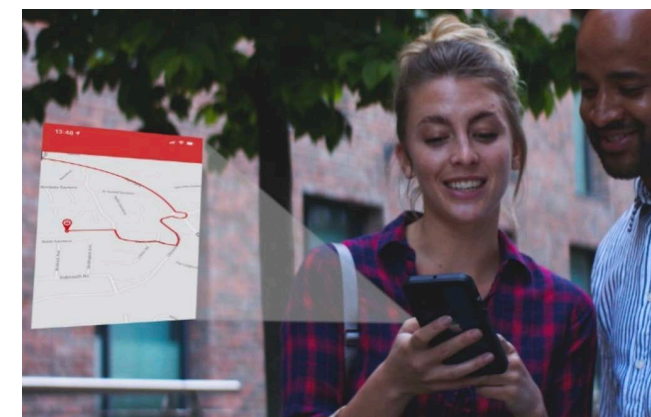
Any initiative which transitions younger people to public transport has potential for their long-term independence, eventually reducing the number of people in our region who see connectivity as a barrier to reaching employment or opportunity.

An increase in revenue in home-to-school transport would also be welcomed, diminishing the reliance on subsidies for these vital services.

#### **Initiative description**

We have identified 12 candidate schools in the region whose travel-to-school area impacts some of the most congested parts of our road network for inclusion in a pilot project, the aim of which is to transition the school run from car to bus.

We will partner with the successful schools in advance of each new school year to market the 'solution' of our new home-to-school offer and using centrally-procured route planning technology, plan efficient bus routes to the school considering the postcodes of subscribing families.



The need to inspire the confidence of parents in the refreshed service will be central to its offer:

- Child fares will be capped at a maximum daily rate and parents will be able to pay with direct debit or other means through a plan to suit their needs, safe in the knowledge that their children won't lose (or spend) their bus fare.
- Parents will be able to download an app which tells them the precise location of the bus, and 'pings' them to indicate that their child's Pop card has been used to board the bus and that the bus has arrived at school, or the drop off point on the way home.

We will procure the IT infrastructure through an established supplier and customise the interface to work with the Pop card system. Project management resources will be provided and additional staffing resource will be required to manage liaisons with schools in the pilot project.

Figure 4:18  
Existing North  
East Fleet

### Cleaner and greener vehicles

#### Current situation

The North East bus fleet is made up of 1,352 vehicles of varying ages and emissions standards. The average age of the fleet is approximately 8.9 years, which is substantially higher than the UK average of eight years.

Big Bus Conversation data showed 23% of passengers surveyed were concerned about the condition and cleanliness of the bus used for their journey.

The emissions standards of the vehicles that operate in the area vary from Euro 3 to full electric (zero-emission). Over 40% of the fleet

meets the Euro 6 standard, while 38% are Euro 5 and 17% are Euro 4 or lower.

There has been some investment in new, modern low emission vehicles across multiple providers over the last decade. For example, in 2013, Stagecoach deployed a fleet of bio-methane powered buses in Sunderland with a devoted gas refuelling facility at its depot in the city. More recently, in 2020, Go North East invested £3.7 million in new fully electric zero emission buses, which were partly funded by the Ultra-Low Emission Bus Scheme (ULEBS). Branded Voltra, the buses are powered by electricity that is sourced from zero-emission supplies such as solar, wind and hydro. They operate services 53 and 54 between Newcastle, Gateshead, Bensham and Saltwell Park.

NE Fleet	Euro 2	Euro 3	Euro 4	Euro 5	Euro 6	Zero Emission	Hybrid
<b>Midi</b>	0	12	19	144	51	0	0
<b>Single</b>	0	32	78	253	245	9	0
<b>Double</b>	0	29	56	114	270	0	40
<b>Total</b>	0	73	153	511	566	9	40
<b>% Total</b>	0%	5.4%	11.32%	37.8%	41.86%	0.67%	2.96%

## 4. Delivery – The network

However, Covid-19 has reduced investment below normal fleet replacement levels, as operators are concerned about the post-pandemic market, which means the average age of the fleet is increasing and there has been little progress to reduce emissions standards. The only confirmed vehicle orders are a further batch of nine zero emission electric buses for Go North East, which are due to be introduced in mid-2022.

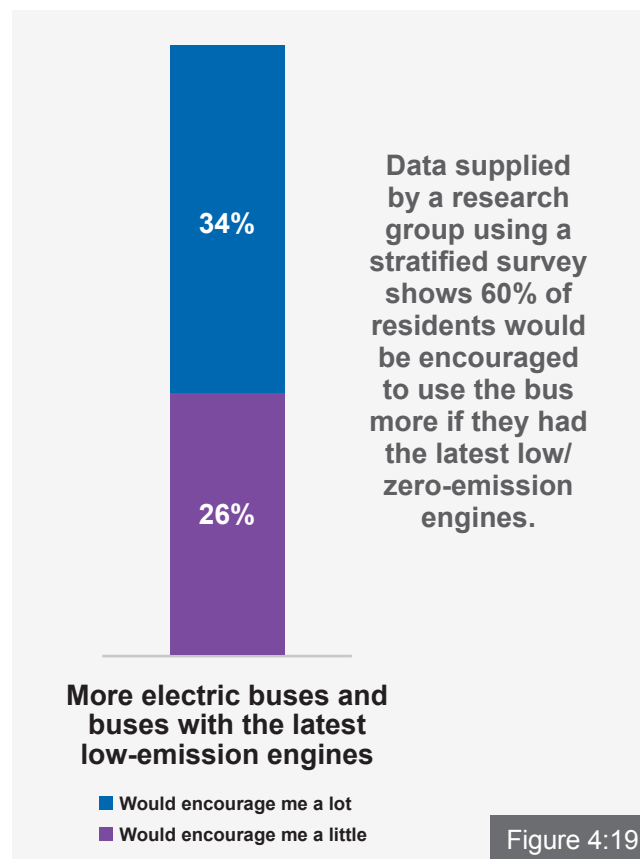
### The potential

The North East Transport Plan sets targets for Ultra-Low Emission Vehicles: all buses to meet the Euro 6 emissions standard by 2025; all buses zero emissions by 2035. These targets put focus on the level of support that will be required, not only for the smaller operators, but also for the larger operators as this renewal will fall out of the standard commercial environment.

Despite the size of this task there is optimism on the basis that the costs of zero-emission buses will continue to decrease and range increases. Through NEbus, there is a direction of travel with investment in cleaner fleets, we can however go further and there is ambition to do so.

As part of this improvement of the fleet, there should be a focus on the older buses in the fleet, because a bus of Euro 5 standard,

is still more environmentally friendly than multiple cars being on the road. Then the comparatively newer buses will increase patronage as cleaner and greener vehicles attract more passengers.



These greener vehicles will improve the air quality of the region (especially the denser urban areas) and contribute to the betterment of the health of the North East.

### Initiative description

Bus operators in the North East have committed to renew their fleets or retrofit them with emission reducing-technology. However, as previous government funded retrofitting has fitted many of the newer pre Euro 6 buses with exhaust equipment to bring them up to Euro 6 standard, retrofitting can now only be implemented on around 200 of the fleet due to vehicle age. Bus replacement will be the key driver of change. With 737 pre Euro 6 buses, and 20 Euro 6 buses that will reach the end of their life by 2025, some 557 will need to be replaced over the next four years in order to meet the 2025 deadline for a minimum of Euro 6 emissions, an average of 139 per year. We are seeking funding to upgrade the remaining 200 buses, at £18k each, a total of £3.6m.

With a fleet of 1,352 buses, and a standard vehicle life of 15 years, operators would normally purchase an average of 95 new buses every year in order to maintain average fleet age. However, we have only 14 years to replace almost the entire fleet, as we have only nine modern zero emission vehicles in the fleet, which increases the annual rate to 101 buses per year, 6 higher than the operators would normally invest in.

## 4. Delivery – The network

The operators have so far committed to buying 215 new vehicles over the life of the Enhanced Partnership (54 per year), With the need to speed up the replacement program over the four years 2022-2025 to achieve Euro 6 compliance, 139 vehicles will need to be purchased each year for four years, representing an increase of 44 per annum above the normal level. Through the partnership discussions will take place with the operators to understand how they will increase their purchasing of new vehicles to achieve the normal renewal rate that they need. As our plans require vehicle replacement to be speeded up by 44 vehicles per annum, we are seeking funding to purchase these zero emission buses per year for each of four years, at £480k per vehicle. From 2026 onwards, replacement would revert to the normal level of 95 vehicles per year.

We have already been accepted through the first stage of the ZEBRA bid, the final bid to be submitted in January 2022. If successful, a new fleet of 73 electric vehicles will be operating across the region. These vehicles would then join the fleet and replace a bus on a route of Euro 5 or lower. We would seek further funding through ZEBRA and the BSIP to replace more of the fleet with zero-emission buses.

There is desire amongst operators to trial hydrogen fuelled buses, as this is an emerging technology that offers a greater mileage range than electric buses. The 44 vehicles per year that we are bidding for will be part of this trial, and the cost of hydrogen refuelling stations is included in our bid.

The larger proportion of the fleet would then grow to be zero emission buses. To meet our goal set for 2035 we would not seek to bring any further Euro 6 buses onto the fleet, as these would then need to be replaced in less than 10 years from introduction.

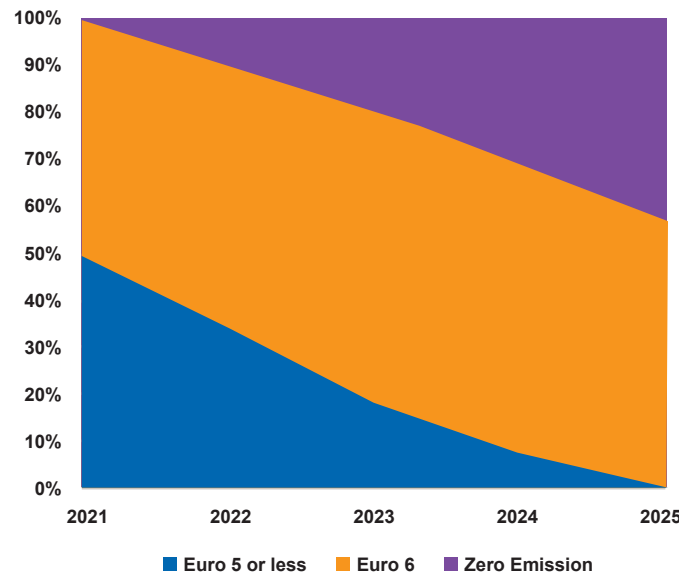


Figure 4:20 Indicative profile of vehicle emission standards

Delivery of initiatives in this subsection will help us realise our objectives:

### Network

We will work with operators to ensure that sufficient funding is available to maintain their current networks once Bus Recovery Grant ceases.

We will similarly work with local authorities and Nexus to ensure that they have sufficient funding to maintain their 'socially necessary' (secured) services.

There will be more early morning, evening and overnight services as well as better connections beyond our boundaries.

Category	Monday to Saturday Daytime	Sunday Daytime	Daily Evening	Overnight
Superbus	5-10	7-15	15-30	
Interurban Express	15	30	30	
Connect	30	60	60	
Rural	60-120	120		
Remote Rural and targeted groups	DRT, Special	DRT, Special		
Night network				60

**Superbus** will have two variants:

- Superbus Red Routes will run at least every five minutes from 0630 until 1830 on Mondays to Fridays and from 0730 until 1830 on Saturdays. There will be buses every 7-8 minutes from 0830 until 1830 on Sundays, every 15 minutes during the early morning and evening. Superbus Green Routes will run at least every 10 minutes from 0630 until 1830 on Mondays to Fridays and from 0730 until 1830 on Saturdays. There will be buses every 15 minutes from 0830 until 1830 on Sundays and every 30 minutes during the early morning and evening.
- Superbus services will be made more attractive by the investment in bus priority provided for in the BSIP.

### Network continued

We will build on the success of our existing night buses by introducing them on Superbus Routes where there is established demand.

**Interurban Express** services will knit our region together better, providing fast links into our cities and major towns from the surrounding towns and villages. Buses will run up to every 15 minutes on Monday to Saturday daytimes and every 30 minutes in the evening and on Sundays. They will operate on a 'limited stop' basis within cities to minimise journey times, complementing the Tyne and Wear Metro and National Rail network. Buses will provide high standards of comfort and on-board service.

**Connect** will be the network of socially and economically necessary links between the local, sub-regional and regional centres in our region, complementing the Tyne and Wear Metro, National Rail and interurban express services. Buses will run at least every 30 minutes on Monday to Saturday daytimes, hourly in the evening and on Sundays.

**Rural routes** will be tailored to the specific requirements of the communities they serve, with buses running at least every two hours on Monday to Saturday daytimes.

We will deliver a range of improvements in the rural areas of southwest Durham and west Northumberland, including better Monday to Saturday daytime services and new Sunday journeys where there is potential demand. In particular, we will introduce a new service to Kielder in the Northumberland National Park and ensure that buses run all year round to the UNESCO World Heritage site of Hadrian's Wall.

We will also ensure that rural services are fully integrated with other bus routes and modes of transport, as we know the importance of effective connections in rural areas.

We will launch two pilot rural DRT operations in the second year of our BSIP.

We will partner with schools in a pilot scheme to market our new home-to-school offer and, using centrally-procured route planning technology, plan efficient bus routes to the school considering the postcodes of subscribing families.

We will accelerate operators' existing bus replacement programmes so that all vehicles are Euro 6 standard or Zero-emission by March 2025.

We will trial hydrogen vehicles and install hydrogen refuelling stations to support them.

## **4. Delivery**

# **Highways and infrastructure**

### This subsection introduces our plans to:

- Accelerate bus journey times and improve reliability and punctuality for over 115 million current and future bus users each year with a programme of highways interventions;
- Improve the ‘walking and waiting’ experience at and around bus stations with a package of investment in new and updated facilities;
- Address congestion in City Centres through new Park & Ride facilities
- Transform the experience of bus travel in our region by coordinating infrastructure role out with the enhanced frequencies and customer offer set out throughout this BSIP.

### This chapter responds to the following requirements of BSIP guidance:

- Use of operators’ data to understand the problems.
- Focus on key corridors for bus prioritisation, with a wide array of interventions.
- Faster and more reliable, with bus priority wherever necessary and possible.
- Complement walking, cycling and other public transport, as well as accessibility and customer experience through upgrading our walking and waiting provisions.
- Consider the need to reduce congestion in key urban centres.

## Today’s world

The North East has a comprehensive and extensive road network comprising over 12,000 miles, linking major urban centres and rural communities. The network acts as a key artery for the region, linking businesses with markets, people with jobs, family and recreation, and enabling goods to reach businesses and the consumer. However, this network carries increasing levels of congestion, with high proportions of car usage in urban centres including Newcastle, Durham, Gateshead and Sunderland. This congestion imposes costs on our society, to the economy, where it is estimated to cost £400 per driver each year and is leading to increasing journey times; and to our communities, with 2,104 people killed or seriously injured on our roads between 2018 and 2020.





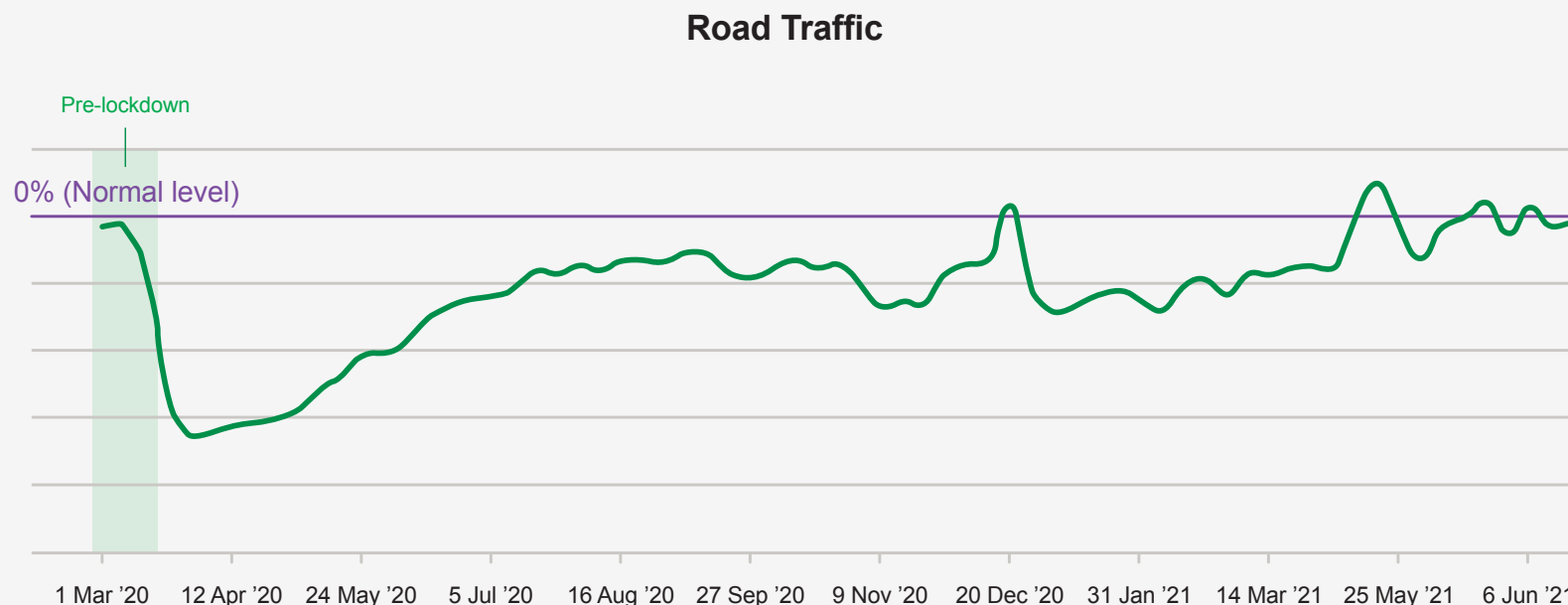


Figure 4:21 Road traffic levels

Traffic congestion is hugely damaging to our environment. Although research suggests that 71% of the UK see climate change as a serious threat, car use continues to grow. The average vehicle per household rate in the North East rose from 0.86 to 1.18 from 2002/03 to 2020, reflecting the trend of multi-vehicle car ownership. We have made impressive progress in reducing overall emissions in the region, reflecting our commitment to carbon neutrality, but

emissions from transport are significantly lagging behind wider reductions, with transport emissions rising from 24% of total emissions in 2009, to 35% 2019. The dramatic drop in traffic levels over the pandemic proved to be short-lived; with ongoing public concern about social distancing and travelling on potentially crowded public transport, as a result, road traffic levels reached pre-covid levels from mid-May and have remained high ever since.

In 2020, Gateshead and Newcastle Councils approved proposals to introduce a Clean Air Plan and submitted it to the Government for approval. This is intended to meet the legal obligation placed on both councils by the Government. The measures contained in the proposal include the introduction of a Clean Air Zone (CAZ) in Newcastle and Gateshead.



Our region already has a significant amount of dedicated bus infrastructure. Over 22 miles of bus lane exist in our region and many bus-only roads including the iconic High Level Bridge over the River Tyne, Gateshead Quayside with the internationally renowned Sage Gateshead and the A1114 dedicated bus-only road to the Metrocentre, the region's 2 million sq.ft shopping mall. Newcastle is a compact city, with many bus-only roads serving the City Centre.

Many of our urban centres have led the way in recognising the importance of buses. For example, the City of Sunderland has, over recent years developed comprehensive bus priority infrastructure. The historic UNESCO World Heritage City Centre of Durham already meets the BSIP aim of having a bus lane on every road wide enough to take one.

Length of bus lanes by each local authority (Miles)

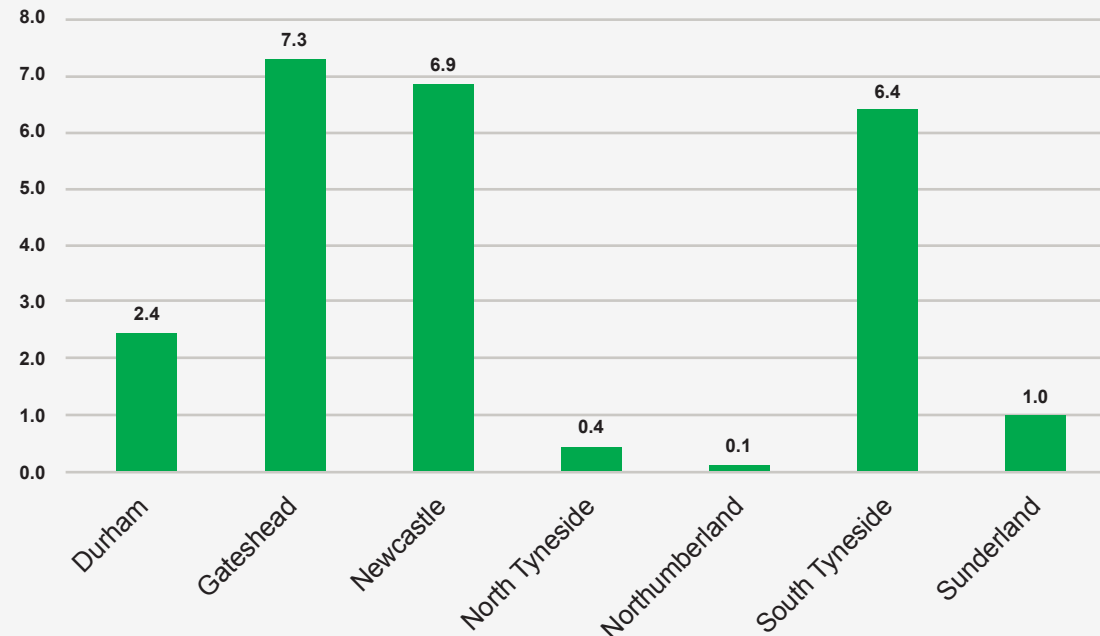


Figure 4:22 Bus lanes across the local authority areas

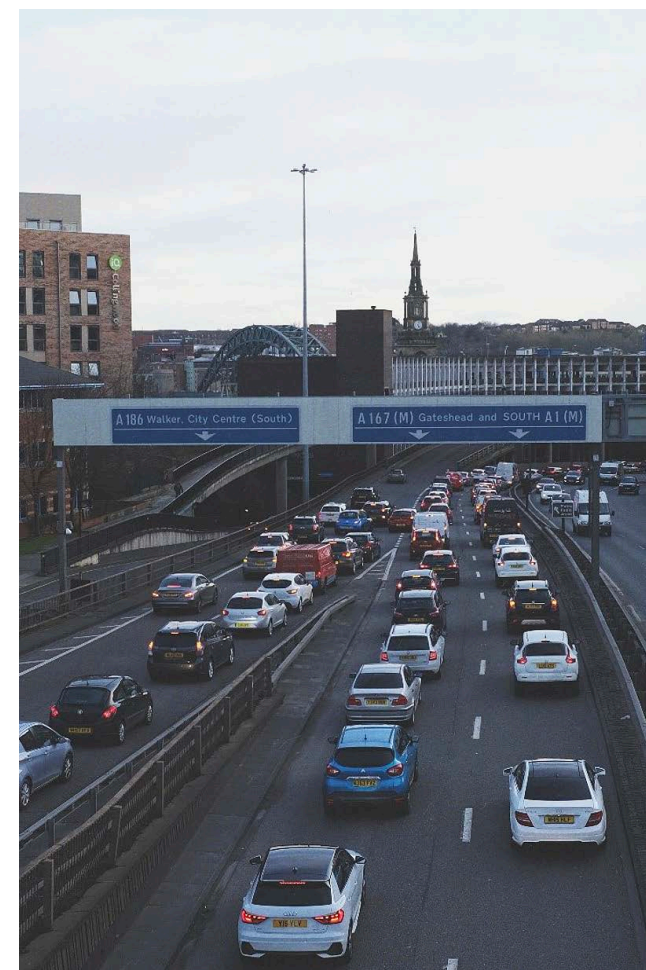
## 4. Delivery – Highways and infrastructure

The region currently benefits from established Urban Traffic Management Control (UTMC) centres and systems which provide real-time active management in response to congestion and accidents. These facilities are an asset to the region because of the interventions they are capable of making during disruption and also because of the data they generate. With additional resources they could do more, especially if capacity can be created within the centre for a greater focus on bus movements. Intelligent Traffic Systems (ITS) link into the centres, and function on two key arteries. A further package of bus-focused ITS investment across the region worth £19 million is imminent through our Transforming Cities Fund programme.

To date, whilst investment in bus infrastructure has followed established government guidance on producing business cases to prove its value, this has taken place without access to local data as rich as that has been generated through the Big Bus Conversation and our accompanying independent market research. As a consequence of this, aims have often been focused on dealing with how buses can overcome traffic congestion, or the fact that shelters need renewing in isolation, rather than considering a whole package of interventions, including customer facing initiatives which look at the bus experience

as a whole. Our region has a variable quality of bus shelters and waiting facilities, some of which are old stone or brick shelters which encourage antisocial behaviour. Some are in locations which can be difficult to reach as they are 'cut off' by the road system, or feel threatening to approach because they are poorly lit or unkempt.

Finally, whilst our region has a small network of dedicated bus-based Park & Ride sites such as three very successful sites serving the city of Durham, Great Park to the North of Newcastle, and a substantial parking estate at many of our combined bus/Metro interchanges, these have not wholly been strategically linked into our network of bus infrastructure. It is also the case that we have yet to fully capitalise on the potential of existing bus infrastructure schemes with the introduction of more Park & Ride sites adjacent to roads which offer bus priority measures.



### Our opportunity

Perceptions of the reliability and punctuality of buses in our region, as well as their actual performance, are a barrier to bus use. The opportunity to make significant capital investment in bus infrastructure will address this by accelerating bus journey times, and ensuring that buses run to time and are less susceptible to being turned around earlier in their journey because of late running.

Page 140  
 'More direct and quicker journeys' was identified as the most significant factor encouraging bus use in our market research, with 'better waiting facilities at bus stops' also identified as important.

In the Big Bus Conversation, when asked to distribute a £10 value against our proposed 10 Solutions, described in section 2 of this BSIP, an average of £2.70 was attributed to 'faster and more reliable journey times'. This was the highest figure of the 10 solutions made available to participants. We learned from our market research that 62% of infrequent users would be more likely to use the bus if there were more direct and quicker journeys.

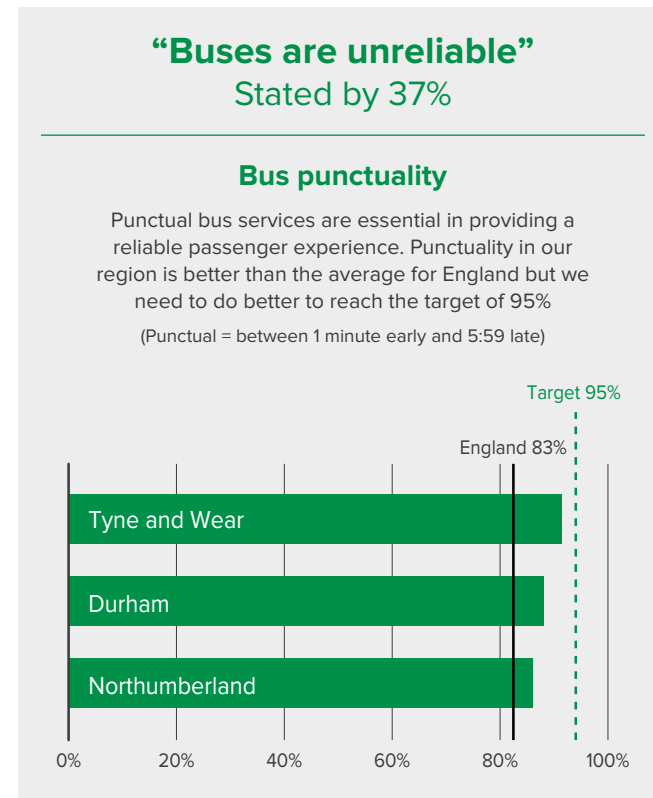
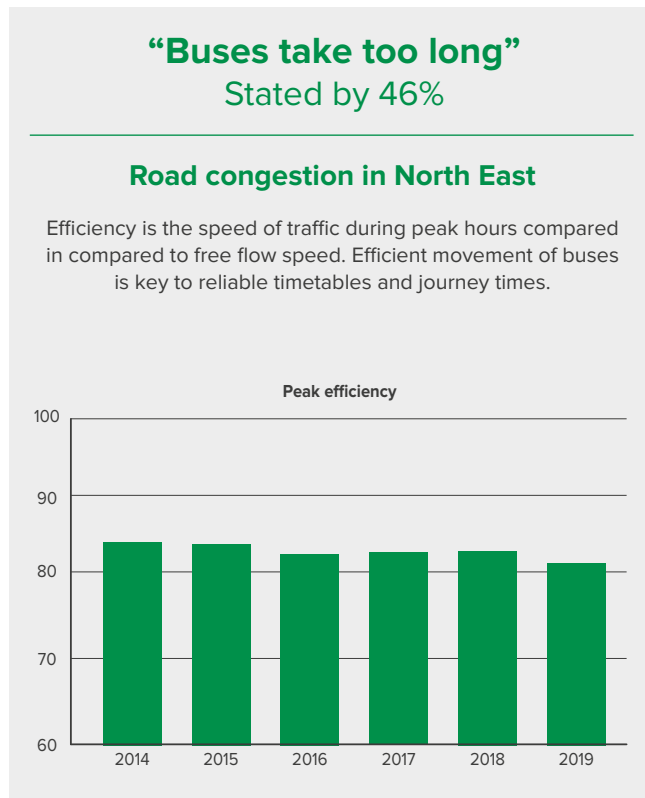


Figure 4:23

Buses take up less road space, than per person than cars. If less space is required for a functioning and efficient road network, this presents significant opportunity to redefine how space is used in town, cities and villages. The Blueprint defines a 'Healthy and Vibrant Places' work programme. If the amount of required road space for traffic is reduced, permanent options for regeneration are wider; and opportunities are opened up for seasonal activities such as economy boosting arts, cultural and sporting events.

BSIP  
141



**A double decker bus can take  
75 cars off the road**

(Greener Journeys)

There is a clear operational benefit to the transport system of migration to bus by car users as road capacity will be freed up for essential trips, making junctions and pinch points flow better and reducing other impacts on the strategic road network.

Crucially, emissions associated with car engines idling in congestion will be reduced and. There will be a Clean Air Plan covering Newcastle and Gateshead, and 8 Air Quality Management Areas across the region. All seven Local Authorities have declared a

Climate Emergency and have set ambitious, individual targets to cut carbon emissions by 2030. Buses will play a key role in achieving this.

With improved bus infrastructure capable of accelerating journey times, and improving punctuality and performance, we intend to attract people to bus from the 62% of infrequent users who our research tells us would be motivated to switch if journeys were quicker and more direct.

### Wrapping together infrastructure investment with other plans in our BSIP

Our BSIP also gives us the opportunity to address previous investment packages that have resulted from separate government funding streams, and deploy a corridor focussed approach which does not consider any single factor in isolation.

In the subsection of this document entitled 'Bus Network', we set out plans to drive patronage increases through enhanced frequencies. We believe that there is significant potential in aligning infrastructure enhancement with these operational plans, as well as other customer facing investments such as real-time information, better waiting facilities and better walking routes to and from stops.

Addressing each of these things together, when combined with our ambitious marketing plans, will send a strong statement to the target cohorts of infrequent bus users that our bus network is being transformed.

### Investment in our highways network for accelerated bus journey times, improved reliability and increased punctuality

#### Current situation

Earlier in this subsection, we provided information about the bus infrastructure which already exists in our region, including bus only roads, bus lanes and ITS corridors.

There are still, however, busy arterial routes into our cities and major towns which do not have infrastructure installed to a standard which meets their potential.

The Coast Road and The West of Newcastle Corridor are examples of this. Both play a key role in connecting people in our region to school, work, and leisure, but are too often sites of congestion and pollution. The current bus routes, while frequent, do not offer the high-quality, uninterrupted experience the challenge demands.

The Coast Road (A1058) runs from Newcastle City Centre through densely populated North Tyneside to the Coast. Although the Metro does provide an alternative to private cars for many in North Tyneside, along the Coast Road itself many residents and key sites are not within a walkable distance of the nearest Metro stop. Traffic generated by Silverlink

Retail Park, Cobalt Business Park, North Wallsend and other parts of North Tyneside and East Newcastle all come together on this key artery often resulting in significant traffic congestion.

The even more densely populated and heavily residential area of the west end of Newcastle is currently underserved by the higher speed public transport available elsewhere in the region (the Metro). Westgate Road is the direct route into the city from the A69, the main strategic road from the west of Northumberland and Cumbria into Newcastle which carries 38,000 vehicles a day. The A167 serves as the main artery into the center of Newcastle from the A1 and the A696, the trunk route coming from Newcastle International Airport, carrying 27,000 vehicles a day. Together, this means that they are some of the busiest routes into the city.

These are just two examples of corridors in the region, where priority infrastructure could be improved.

#### The potential

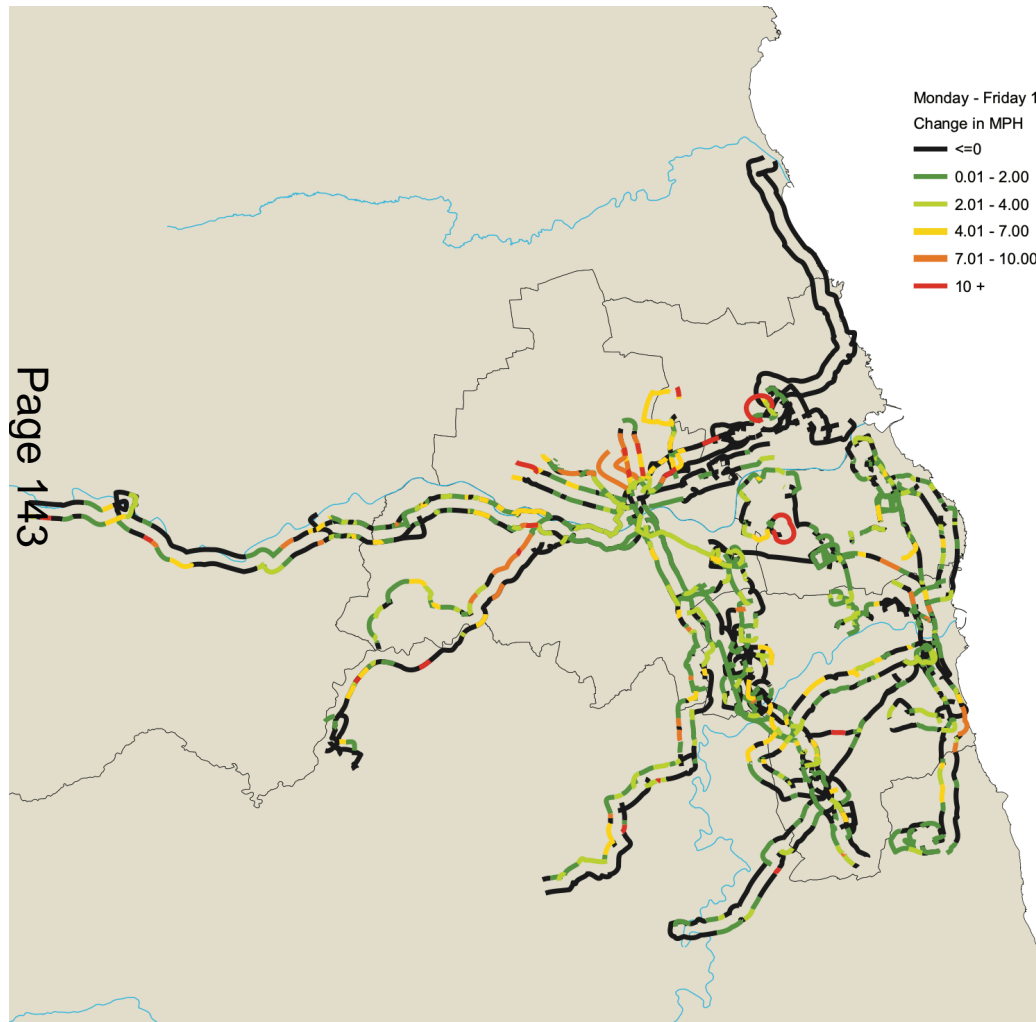
Staying with the example of the Coast Road, we know that the number of vehicles per day on that route alone is projected to increase from 45,000 in 2015 to 51,000 by 2029. Capturing these new journeys as bus ridership growth, rather than car use, will contribute to our ridership targets and assist in delivering our more strategic objectives such as a Carbon Neutral North East.

#### Initiative description

Subject to adequate levels of BSIP funding, we will act on our highways network to make interventions which accelerate bus journey times and improve punctuality and reliability for millions of current and new bus users every year.

This means that our region is committed to investment in highways infrastructure which could include road space reallocation, junction redesign, traffic signal re-prioritisation, bus gates and other measures designed to improve bus services.

Our local authorities are also willing to consider changes to on-street parking and moving traffic enforcement on these and other corridors, to the extent that red routes could be introduced, again which will be subject to rigorous public consultation.



Page 143

Figure 4:24 showing peak to off-peak bus speed variation

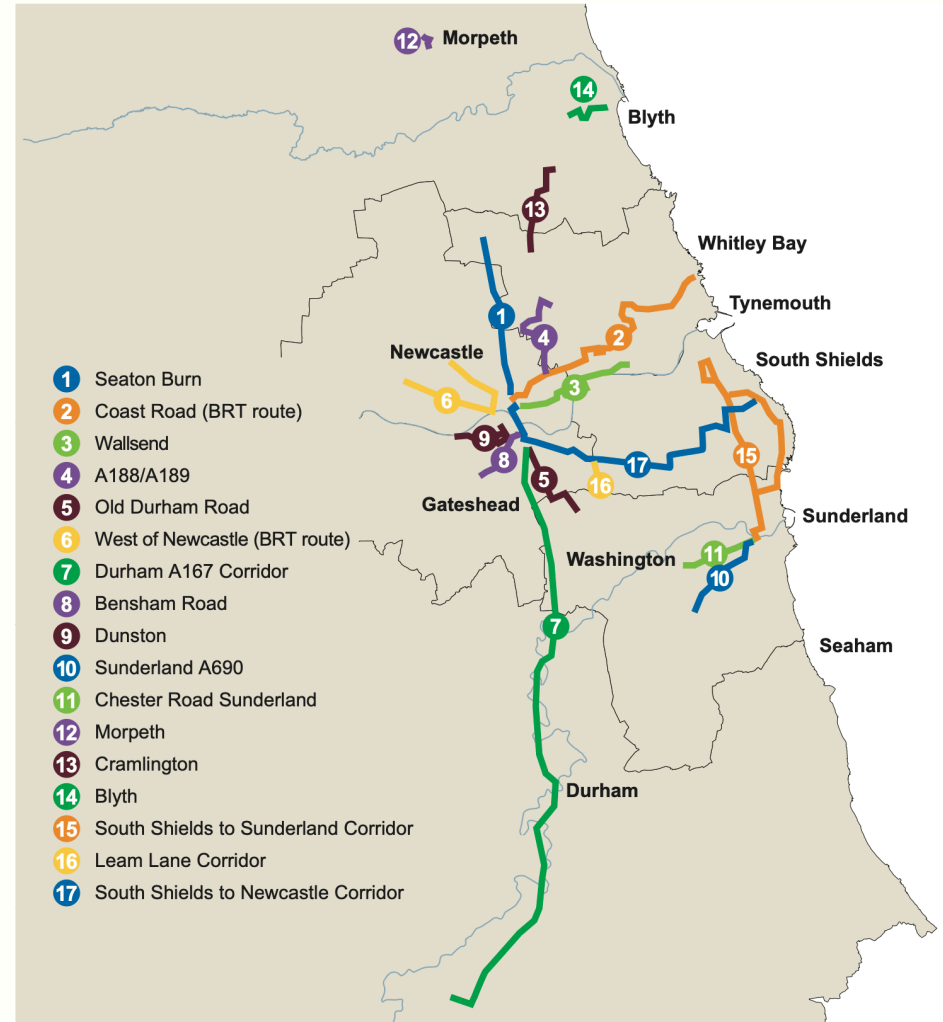


Figure 4:25 Showing our 17 proposed corridors for investment

We are clear that the development of such schemes to achieve maximum benefits should be subject to several design iterations and that rigorous and meaningful public consultation must be undertaken with all road users including local businesses and residents prior to final design and delivery.

Our ultimate ambition is to spread the highest possible grade of bus infrastructure region-wide for maximum benefit.

Figure 4:24 shows variations in bus speeds, using AVL data supplied by operators.

During the currency of this BSIP, there are actions we can take to address this variation by working in 17 of the most congested of these corridors as seen in Figure 4:25.

These busy bus corridors require investment and are spread throughout the region focused around the highest rates of congestion in order to achieve our objective of reducing journey times and increasing reliability. Areas of congestion and delay that are not covered by our 17 identified corridors will provide the foundations for further development of our corridor network.

We have identified two tranches of works we can undertake, implementing the type of changes we have set out earlier in this initiative description.

Tranche 1 is a programme of interventions, chiefly taken from a study commissioned in 2018 known as the North East Bus Priority Study. Those taken forward from the study for inclusion in this tranche have been recognised as being potentially deliverable by local authorities.

Tranche 1 includes the initial elements of what will be our first 'Bus Rapid Transit' corridor in the region; set on an East – West corridor through Newcastle City Centre, using the Coast Road and West of Newcastle corridors described earlier in this sub section.

Using funding secured from the North East Local Enterprise Partnership, we are advancing proposals from the study through the business case process so that we can be ready to commence delivery of Tranche 1 schemes as soon as possible after rigorous public consultation has taken place and design work is complete.

Tranche 2 schemes are based on operator and other traffic data and require further development with a greater extent of modelling and studies being required than Tranche 1. Many of these Tranche 2 schemes follow the identified congested corridors for investment in Tranche 1. A further 3 corridors from the initial 17 have also been identified as potential BRT routes in Tranche 2: Seaton Burn, Durham A167 and a Sunderland focused route.

Our final infrastructure interventions on highways will be a series of 'spot fix' interventions which will tackle isolated pinch-points which may not necessarily be situated along a high frequency corridor, but will contribute to better bus performance. Where these interventions are clustered along a particular road they will be developed into a 'whole corridor approach' in order to extend our current network of 17 corridors. Examples of clusters of 'spot fix' interventions exist in Northern South Tyneside, central Durham, Bishop Auckland, West Gateshead and Northern North Tyneside.



These highways improvements will also be bolstered by TCF investment in the ITS project, as well as the Real Time Information advantages discussed earlier in the customer experience sub-section, this project will deliver 300 signals enabled to communicate with late running buses and provide them with a hurry signal. We have an opportunity to maintain these systems through investing in effective data processing and hardware for passenger facing real time information systems. We will also invest in two coordinator roles based in the UTMC control room: one ‘Roadworks Tzar’ to monitor and coordinate roadworks to minimise effects on buses and one bus focused team member to broker bus prioritisation in the ITS project.

Interventions are aligned with the proposed service enhancements set out in the “Bus Network” subsection of this BSIP; and so, over time, customers should experience a full package of investments together, which on the busiest corridors will include:

Improvement for customers	Further details in this BSIP
Bus priority measures designed to accelerate journey times and increase punctuality and reliability	In this section
Improved waiting facilities with better walking routes to and from stops (further details are set out later in this subsection)	In the Walking and Waiting initiative of this subsection
Increased service frequencies and operating hours	In the Bus Network subsection
Real time passenger information	In the Customer Experience subsection
New vehicles	In the Bus Network subsection
Branded stops with enhanced information	In the Customer Experience subsection
Marketing initiatives to celebrate transformational changes to the bus network	In the Bringing our BSIP to Life Subsection

## 4. Delivery – Highways and infrastructure

The corridors identified for investment are:

Proposed investment	Corridor Name	Outcome
£ 19.8 million	West of Newcastle BRT	Bus Rapid Transit for over 11.5 million bus passengers each year travelling from Cumbria, West Northumberland, Newcastle International Airport and living and working along the route.
£700,000	Wallsend	Faster, more reliable and greener journeys for over 1 million bus passengers each year from residential and development zones to education and employment sites.
£27 million	Coast Road BRT	Faster, more reliable and greener journeys for over 13 million bus passengers each year to and from central Newcastle and North Tyneside as part of a BRT link.
£4 million	A188 / A189	Faster, more reliable and greener journeys for over 4 million bus passengers each year between communities, education and employment sites in North Tyneside.
£3 million	Dunston	Faster, more reliable and greener journeys for over 7 million bus passengers each year between communities, education, employment, retail and leisure destinations in Gateshead.
£4.5 million	Bensham Road	Faster, more reliable and greener journeys for over 7 million bus passengers each year between, education and employment sites in Gateshead.
£2 million	Leam Lane	Faster, more reliable and greener journeys for over half a million bus passengers each year between communities, education and employment sites in Gateshead.
£900,000	Old Durham Road	Faster, more reliable and greener journeys for over 6 million bus passengers each year between communities, education and employment sites in Gateshead.

## 4. Delivery – Highways and infrastructure

Proposed investment	Corridor Name	Outcome
£15.2 million	Chester Road, Sunderland	Faster, more reliable, and greener journeys for over 7 million bus passengers each year to and from central Sunderland from rural Sunderland and County Durham and towards towns such as Chester-le-Street.
£2 million	A690, Sunderland	Faster, more reliable and greener journeys for over 12 million bus passengers each year to and from central Sunderland's employment, education and leisure destinations from Houghton le Spring and Durham.
£59.5 million	South Shields to Sunderland	Faster, more reliable and greener journeys for over 13.9 million bus passengers each year between South Shields and Sunderland, as well as the many communities along the route.
£10 million	South Shields to Newcastle	Faster, more reliable and greener journeys for over 13 million bus passengers each year between communities, education and employment sites across Gateshead and South Tyneside with enhanced links to central Newcastle.
£1.6 million	Blyth, Cowpen Road	Faster, more reliable and greener journeys for over 4 million bus passengers each year between communities, education and employment sites across Northumberland.
£6 million	Cramlington	Faster, more reliable and greener journeys for over 9 million bus passengers each year between communities, education and employment sites across Northumberland, as well as for Cramlington Hospital and visitor journeys.
£255,000	Morpeth	Faster, more reliable and greener journeys for over 6 million bus passengers each year between communities, education and employment sites across Northumberland.
£500,000	Seaton Burn	Faster, more reliable and greener journeys for over 8 million bus passengers each year between communities, education and employment sites across Northumberland and faster links to Newcastle City Centre.
£4 million	Durham, A167	Faster, more reliable and greener journeys for over 12 million bus passengers each year to and from Durham City through to Gateshead over the Tyne Bridge into Newcastle.

### Upgrade of our facilities for walking to and waiting for buses

#### Current situation



Page 148



As outlined in customer experience, stops and stations in our region range widely from high-quality interchanges in both rural and urban areas such as Hexham bus station and South Shields interchange, to stops with no timetable, signpost, or road markings.

People reporting experiences of low-quality waiting provision at stops and interchanges is a serious problem for our region, with 51% of residents saying waiting at a stop is their main dislike about traveling by bus, rising to 60% for those with a mobility difficulty. We also believe that poor waiting facilities at stops acts as a deterrent to people who rarely or never use the bus, and as a barrier to those people considering changing modes. Engagement with our stakeholder groups helped us to appreciate the differing dimensions of accessibility when walking and waiting for the bus, as well as the creativity and variation possible in these facilities.

We also know that, whilst two-thirds of our residents live within a 5-minute walk of a stop or station, many live much further away. The experience of that walk, and the wait for a bus needs to compete with the convenience of car travel.

#### The potential

Upgrades to bus waiting facilities can hugely improve the experience for bus users and can help us break into the 66% of residents who stated, through our market research, that better waiting facilities at stops, would encourage them to take the bus.

As explained in the Customer Experience subsection, encouraging more people to use bus services will require the adoption of a whole journey approach, that considers the perception and quality of a journey from the point that someone decides to make a trip, to the point that they reach their destination. This will include the provision of high-quality waiting facilities that complement the surrounding urban realm, that provide up-to-date information on services and arrivals, and that provide a safe and secure environment at all times of the day, but particularly during the evening and through the hours of darkness.

Excitingly, the potential is there for our BSIP to complement other local and regional plans for regeneration and investment in our communities by integrating attractive and comfortable bus waiting facilities into high-quality urban realm. Attention will be paid to improving access to stops from homes and destinations, through enhancements to the surrounding walking and cycling networks.

## 4. Delivery – Highways and infrastructure

This, alongside the delivery of bus priority corridors will provide a strong focus on quality, reliability, and punctuality, and which it is intended will lead to a change in the perception of bus services, leading to an increase in patronage.

### Initiative description

As we have described earlier in this subsection, we will integrate our programme of stops and shelter upgrades with that of highways work on key corridors.

That said, we must address our region's most outdated stops and shelters wherever they are, so we plan a region-wide bus shelter and stop renewal programme, which will bring a consistent standard throughout the region's bus shelters and stops.

700 locations have been identified for renewal in Tyne and Wear, 500 in Durham and 150 in Northumberland. These improvements focus on outdated, often stone or brick, shelters which are unwelcoming and poorly used by customers. They will be replaced by modern facilities which will include lighting, CCTV and high-quality pedestrian access to increase safety and standards. We also will replace all our most simple bus stop 'flags' to ensure standards throughout the region. We will also build new 'flag' stops where they do not exist, for example in the Allendale Valley.

We have also identified 240 shelters and stops with established high usage, or those targeted for specific growth, for which a high specification will be applied - such as the one illustrated below. As set out earlier in this section, in order to provide the best possible customer experience, these will include: reliable real time information, with one source of truth, CCTV, lighting and high-quality pedestrian access.

Furthermore, a strategic plan will be developed to select 'hub' shelters that can serve as a community focus for interchange opportunities, between bus routes, with cycling and walking, with National Rail, ferry, Metro and our Pocket Park & Ride and Kiss & Ride schemes, which will be described in the following initiative.



Figure 4:26 shows bus stations and interchanges have been identified as in need of investment to renew facilities in order to attract new users to the bus. These upgrades will be subject to rigorous design and consultation, to ensure they meet specifications outlined in customer experience.

We also have plans for new bus stations in Alnwick, Durham City Centre, Bishop Auckland and an additional Newcastle City Centre bus station. There are further plans to improve bus access to North Shields Fish Quay, especially given the proposed new ferry interchange, and the International Advanced Manufacturing Park (IAMP). This project will enable over £400 million in private sector investment and the creation of over 7,000 new jobs by 2026/27 – meaning bus connectivity will be hugely important.

Many of our existing bus stations and interchanges are outdated and in need of major refurbishment. We will undertake a programme of investment at these locations to enhance and upgrade these facilities.

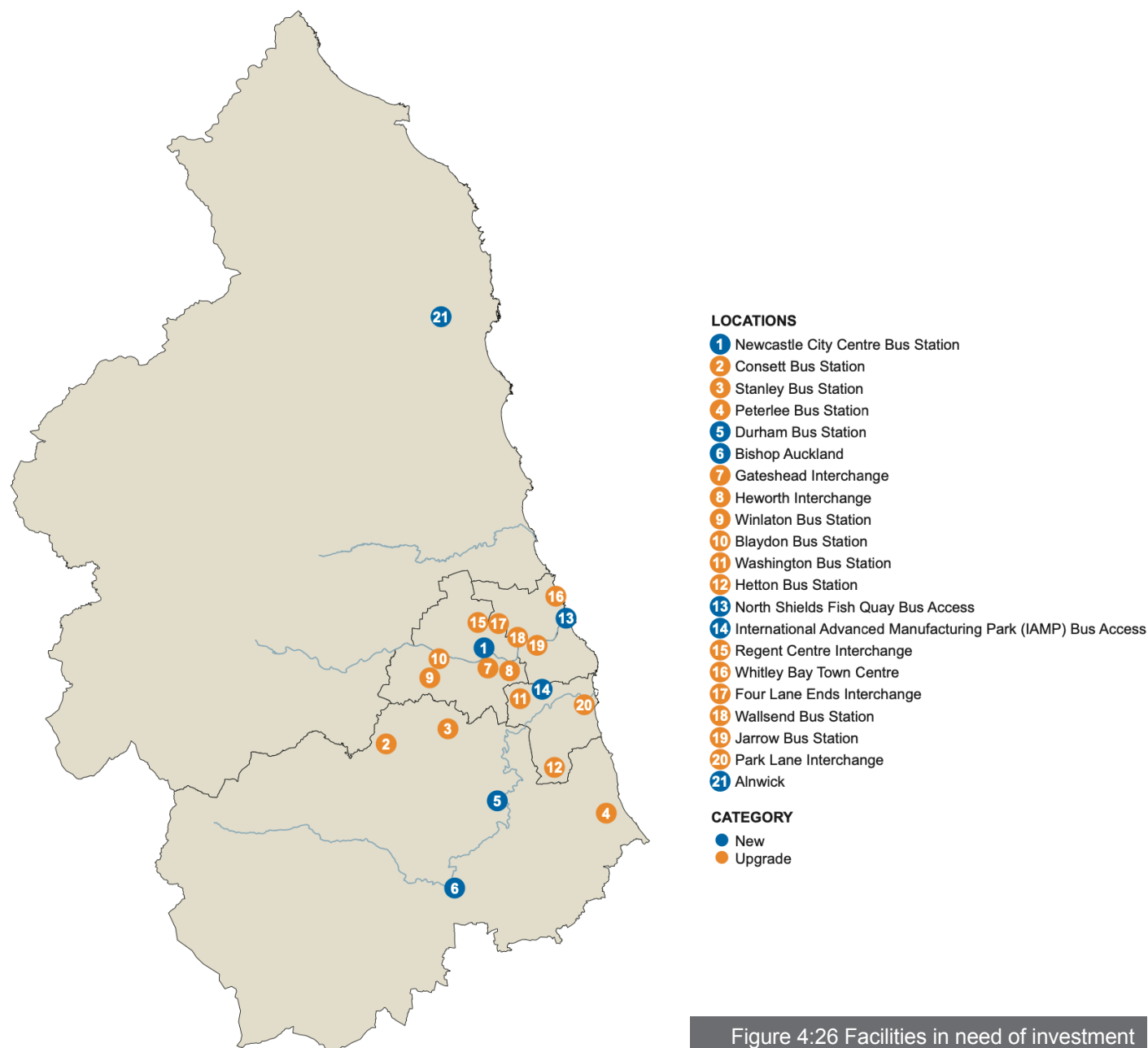


Figure 4:26 Facilities in need of investment

### Increasing our Park & Ride provision

#### Current situation

Across all modes, our region has an established Park & Ride offer with our current sites providing over 4,300 spaces at:

- Tyne and Wear Metro stations and bus interchanges

Three bus-based sites with dedicated bus links serving Durham city center

Newcastle's bus based Great Park site

- 19 National Rail stations across the region.

There are frequent examples of instances where people will park on roads, and in some cases, adjacent roads in housing estates to main bus routes, especially longer distance, express routes, to travel by bus.

#### The potential

Case studies across the UK and Europe, show that Park & Ride provision, when implemented to an appropriate standard, removes car traffic from town and City Centres and residential areas where congestion and pollution are highest.

It also enables removal of both on-and off-street parking provision in our town and City Centres, improving traffic flow, reducing conflict between cars and buses, and allowing land previously allocated as car parks to be put to more economically productive uses. Park & Ride has the added benefit of introducing more people to bus travel, and we believe that with a comprehensive network of Park & Ride sites, providing regular, reliable journeys from high-quality stops and on high-quality buses, we can begin to change some of the pre-conceptions about travel on buses in the minds of people that rarely use them.

We want to upgrade and improve our Park & Ride offer and increase the use of existing facilities in our region to encourage more people to continue their journeys by bus.

Smaller 'Pocket Park & Ride' sites could also increase connectivity for rural residents in our region, increasing the commercial viability of rural bus services but establishing hubs for bus services, meaning fewer stops on rural roads, which will attract passengers, improve reliability and increase the competitiveness of journey times in comparison to the private car.



### Initiative description

We plan to introduce five new major Park & Ride sites in the region, all of which will be aligned with the highways infrastructure investments set out earlier in this subsection.

One of the new sites would be at Stonebridge in Durham, increasing the number of Park & Ride sites in the city from three to four. We would also extend the existing Sniperley Park & Ride site by adding 312 additional spaces.

This well used Park & Ride is served by independent small as well as major operators and connects many communities and tourists to UNESCO World Heritage City Centre of Durham.

Four other sites will be chosen from 16 candidate sites including Follingsby, North of Newcastle and West of Newcastle, with the final sites being selected following optioneering and business case work. These candidate sites all sit on the corridors set out earlier in this subsection.

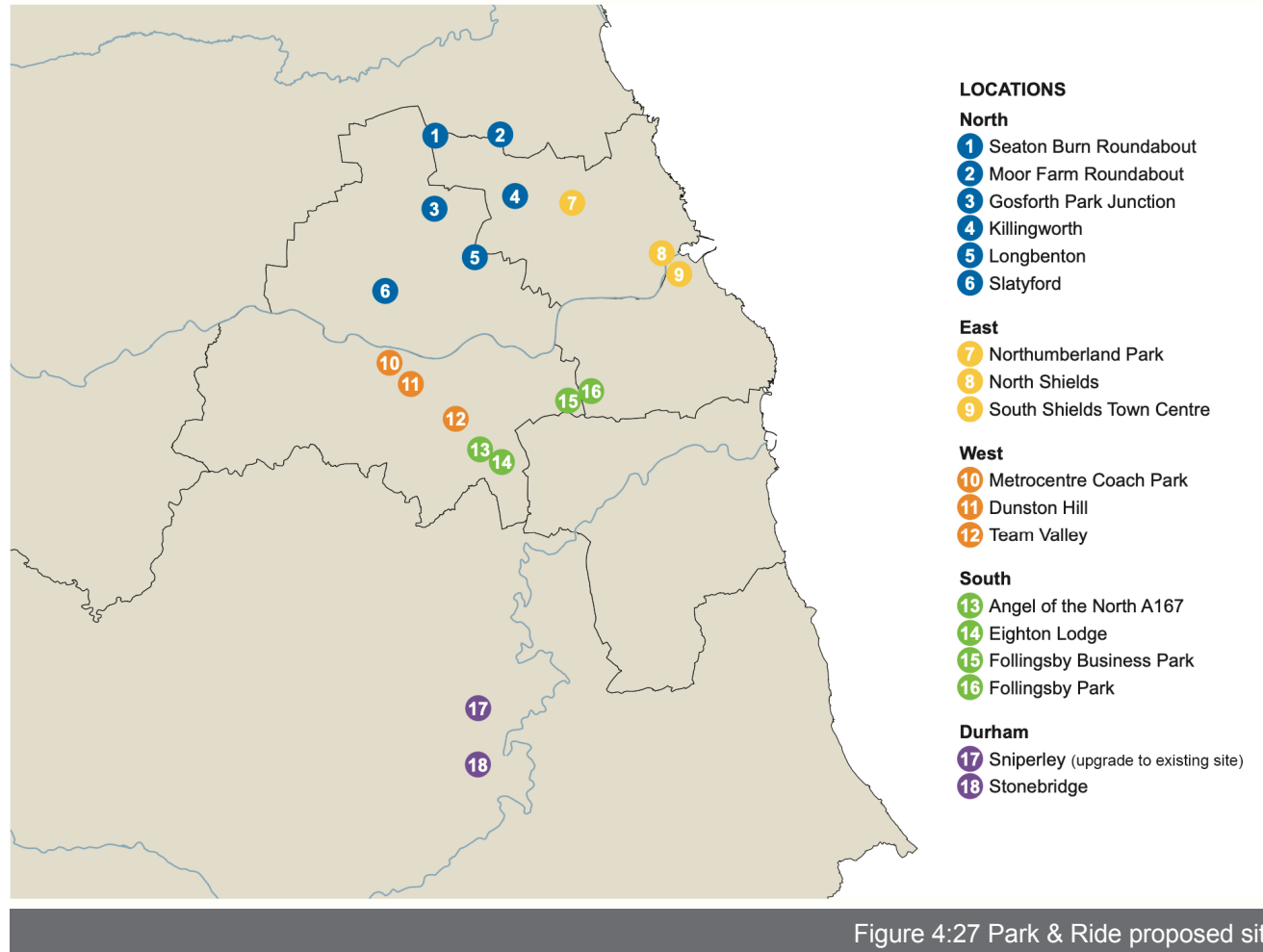


Figure 4:27 Park & Ride proposed sites



Our Park & Ride sites will be built to a minimum standard which includes:

- A zero carbon operational footprint;
- High specification articulated vehicles running a dedicated service for Park & Ride customers;
- Simple, prioritised access and egress from the road network into the Park & Ride site;
- High specification waiting areas with toilet facilities and commercial space for retail such as food outlets, dry cleaners and other services;
- Similar, high-quality waiting facilities at the City Centre end of the route, and;
- Prominent, variable message signing towards Park & Ride sites and intensive marketing of the site.

Further Park & Ride interventions will include the establishment of formal 'Pocket Park & Ride' locations around the network, with a modest number of car parking spaces, supported by high-quality information and waiting facilities. These sites will be situated along major express bus routes and some will also serve as likely interchange sites between the DRT proposal set out in our Bus Network subsection and buses on our major corridors.

Delivery of initiatives in this subsection will help us realise our objectives:

### Highways and infrastructure

We will deliver major highways interventions to accelerate bus journey times and increase punctuality and reliability on 17 of our busiest corridors in the region:

- West of Newcastle (BRT), Wallsend, Coast Road (BRT), A188 / A189 North Tyneside, Dunston, Bensham Road, Leam Lane, Old Durham Road, Chester Road, Sunderland, A690 Sunderland, South Shields to Sunderland, South Shields to Newcastle, Blyth Cowpen Road, Cramlington, Morpeth, Seaton Burn, Durham A167.

The vast majority of bus routes in our network use these 17 corridors for all or part of their journey. As a result, the investment we are planning to deliver will have a major benefit for bus journey time, reliability and punctuality across the entire bus network in the North East.

Major highways interventions improvements will be delivered in two tranches:

- We are already developing business cases to deliver Tranche 1 schemes once rigorous public consultation has taken place and design work is complete;
- Tranche 2 schemes are deliverable in the BSIP time frame, but not yet at Business Case so require further development and consultation.

We will also deliver a series of 'spot fix' interventions which will tackle isolated pinch-points which may not necessarily be situated along a high frequency corridor, but will contribute to better bus performance throughout the region. Examples include Northern South Tyneside, central Durham, Bishop Auckland, West Gateshead and Northern North Tyneside.

Our region is committed to investment in highways infrastructure which could include road space reallocation, junction redesign, traffic signal re-prioritisation, bus gates and other measures designed to improve bus services.

We will contribute to already planned investment in the regions highways in the Intelligent Traffic Systems (ITS) project to ensure the potential for bus priority in this project is maximised.

Our local authorities are also willing to consider changes to on-street parking and moving traffic enforcement on these and other corridors, to the extent that red routes could be introduced, subject to public consultation.

We plan to bring a consistent standard throughout the region's bus shelters and stops:

- 1350 shelters which are unwelcoming and poorly used will be replaced by modern facilities which will include lighting, CCTV and high-quality pedestrian access to increase safety;
- 240 shelters and stops with particularly high usage will have an additional high specification applied;
- a strategic plan will be developed to select 'hub' shelters that can serve as a community focus for interchange opportunities, between bus routes, with cycling and walking, with National Rail, ferry, Metro and our Pocket Park & Ride and Kiss & Ride.

### Highways and infrastructure continued

We will replace all our bus stop ‘flags’ to ensure consistent standards throughout the region.

New bus stations will be delivered in Durham, Alnwick, Bishop Auckland and an additional Newcastle City Centre bus station. There are further plans to improve bus access to North Shields Fish Quay and the International Advanced Manufacturing Park (IAMP).

We will introduce five new major Park & Ride sites in the region, served by high-specification articulated vehicles running a dedicated service for Park & Ride customers. These will benefit from the major highways infrastructure investments along our 17 busiest bus corridors.

Page 155

We will establish formal ‘Pocket Park & Ride’ locations around the network, with a modest number of car parking spaces, supported by high-quality information and waiting facilities. These sites will be situated along major express bus routes and some will also serve as likely interchange sites between the DRT proposal set out in our Bus Network subsection and buses on our major corridors.

## 4. Delivery

# Bringing the BSIP to life

### This chapter introduces our plans to:

- Deliver strong performance against our KPIs through effective **governance** of the Enhanced Partnership and adequate management resource.
- Drive increased modal share, bus patronage and revenue through data-driven strategic and tactical **marketing** campaigns.
- Empower communities and businesses to facilitate the move to augmented modal share and bus patronage through **community** bus and business partnerships.
- Meet the BSIP requirement to review the relationship between bus fares and car parking charges and to engage in dialogue with North East businesses about workplace car park levy.

### This chapter responds to the following requirements of BSIP guidance:

- Give bus passengers more of a voice and say.
- Joint working with stakeholders.
- Review the relationship between bus fares and car parking charges.



## Today's world

Prior to the publication of National Bus Strategy, bus operators and political leaders in the North East had already come together in a regular forum to discuss joint plans for the evolution of our region's bus network. This was inspired by both visioning work undertaken by NEbus, and the NEJTC's new Transport Plan. Both groups signalled their desire to work together to make buses work better for our region.

The NEJTC/NEbus forum requested that each local authority in the North East established a fully functioning Bus Board, at which elected members, bus operators, and local authority officers (including Nexus in Tyne and Wear) could discuss local issues of significance and work through solutions to them. This includes local operational issues, proposed route changes, waiting facilities, congestion hotspots, and strategies to deal with anti-social behaviour. The Bus Board model needs to be strengthened further, so that a real sense of shared ownership of the bus network is developed on behalf of communities.

The local bus operators frequently run their own marketing campaigns, often based around new initiatives such as a relaunched route or new buses. Equally Nexus promotes use of the Tyne and Wear Metro. There has not however been any co-ordinated strategic campaign of significance, to promote the benefits and use of public transport for many years.

Some great work is already being done in the region by local authorities, employers and business parks to encourage the use of public transport to travel to work. However this is not consistent across the sector, and there is limited, if any co-ordination from the centre which can lead to inconsistent messages.

Bus Boards are a useful tool to build shared understanding between bus operators and elected members who represent their communities. However, our stakeholder workshops demonstrated an appetite to empower communities more widely, to act as catalysts to bus ridership growth.

Our joint working with stakeholders has been successful in shaping the Transport Plan and the BSIP. The Transport Plan set out a number of areas for supporting strategies. For example, a Bus Strategy was due in 2021, which the BSIP fulfils. Parking is among the family of strategies to be prepared.

### Our opportunity

Our Enhanced Partnership and the National Bus Strategy will allow us to build on the established relationship between the Joint Transport Committee and the operators. We will form a North East Bus Partnership Board which provides effective and strategic governance to drive sound performance against our KPIs set out in Section 3 of this BSIP.

The North East Bus Partnership Board also allows us to position, support and resource communities and businesses to enable growth in modal share and patronage on our network.

To enable success, it is essential that we provide adequate resources to underpin and deliver the aspirations of the North East Bus Partnership Board.

If we fail to do so, the follow consequences may occur:

- Our North East Bus Partnership Board will not be fully positioned, supported or resourced to drive real change, and results orientated performance on our bus network.

- The capability of the North East Bus Partnership Board to actively collect data and other information about the performance of the network or the needs of stakeholders will be diminished.
- We will fail to take advantage of the opportunity for communities and other organisations to support us in our aims to transform bus patronage and modal share.

### Initiatives

#### The formation of the North East Bus Partnership Board and supporting management team

#### Current situation

The political and bus operating geography of the North East make it particularly complex to coordinate strategic actions across the bus network given the large number of operators, seven Local Authorities, two Combined Authorities and Nexus (the Passenger Transport Executive for Tyne and Wear).

Whilst bus network planning and contract management capabilities exist within Nexus and the County Councils of Durham and Northumberland, these departments already function at capacity. Existing team members' time is fully deployed on designing

and managing secured service contracts, and engaging with elected members and communities over localised issues.

Transport North East, the transport team which acts on behalf of the NEJTC, does have existing programme management capability, but has no dedicated bus resource. The £1.3m capability funding provided to our region has been allocated to a temporary team whose goal is to produce this BSIP and deliver an Enhanced Partnership by March 2022. Currently there is neither funding nor resource to provide a centralised capacity to support the Partnership Board and its strategic activity once the Partnership goes live.

### The potential

If adequate resources can be put in place, the North East Bus Partnership Board will be strongly positioned to drive solid performance against its KPIs through activities including:

- Effective deployment of both financial resources, including the programme of capital schemes included in this BSIP.
- Effective performance management and analysis to understand and communicate how the partnership is performing against its targets, and also to identify strategic actions which will enhance or correct performance.

- Collaboration and communication with stakeholders.
- Oversight and delivery of the strategic bus network marketing and supporting communications.

### Initiative description

This initiative outlines the management capacity which is required to support strategic activities overseen by the North East Bus Partnership Board.

To deliver activities outlined in the “Potential” section of this initiative, the partnership will require £1m subsidy each year for staffing and support, comprising of:

- A North East Bus Partnerships team, expected to be housed within Transport North East, to oversee performance, the management of the partnership agreement and the marketing and stakeholder activities designed to drive growth in bus patronage.
- Additional capacity within Transport North East for the programme management of additional capital schemes driven by the EP.
- Access to bus performance software and other resources including independent evaluation and business case support.

## The introduction of a formal Change Management Process

### Current situation

The current system for planning and communicating changes to the bus network, whether by commercial bus operators or by local authorities, is un-coordinated and variable in nature. Although there are examples of very good practice in our region, it can be the case that first-time bus users hear of an upcoming change is when their bus driver tells them.

Whilst changes are sometimes inevitable, all too often the message from businesses and local communities is one of disempowerment – that they have not been engaged with and something has been “done to them”, without their knowledge and without obtaining their input.

Our re-launched bus network is intended to be stable and sustainable; however it is inevitable that from time to time we will need to make changes to it. That could be for positive reasons, to respond to growing ridership or improved services covering more of the region’s geography; or it could be to respond to road congestion or financial pressures.

### The potential

We want The Partnership to empower our businesses and local communities to persuade people to switch to using bus. Only by working closely with them will they feel the sense of ownership that will see them embrace bus use as the best way to travel.

We have a unique opportunity to address this through the creation of the North East Bus Partnership Board, supported by Local Bus Boards in each local authority, a business-focused Bus Advisory Board and a renewed mission of community and business engagement.

### Initiative description

This initiative outlines the structure of a formalised Change Management Process that will see all major changes that are proposed for our bus network to be clearly set out, consulted upon, and following the consideration of feedback, introduced in a structured and well-communicated manner.

When a change to the route network or the partnership fares and ticketing structure is proposed (whether by operators or the Bus Partnership team), it will be designed and set out in a consistent and structured format. If the proposal is local in nature, it will be accompanied by a plan both for engagement

with the communities and businesses affected (whether local or region-wide), and for the communication of the change should it go ahead.

There will then be a pre-agreed period during which consultation over the change takes place. Where this is a local change to a route, the consultation process will be overseen by the Local Bus Board. Where the change is regional in nature, it will be overseen by the North East Bus Partnership Board.

The North East Bus Partnerships team will co-ordinate and arrange activities, although in many cases, the actual consultation materials are likely to need to be delivered by the organisation proposing the change.

When the consultation is complete and all feedback considered, the change proposal will be notified formally to the North East Bus Partnership Board along with a timescale for its implementation. It is not intended that the North East Bus Partnership Board has a “right of veto” over commercially-driven changes, although some proposals will have a financial implication which may require consideration.

It is recognised that some changes may need to be made at short notice, including changes responding to unexpected highways conditions (e.g. emergency roadworks) or are the result of external pressures (e.g.

an urgent requirement in order to comply with license conditions). In these cases, it may be appropriate for the consultation step to be shortened or missed altogether. However, the need to communicate clearly and transparently with bus users, Local Bus Boards and the North East Bus Partnership Board will remain a key principle.

### Patronage growth focused collaboration with businesses

#### Current situation

Earlier in this document we discuss the modal share for bus in the North East.

We learned during consultation for the North East Transport Plan in 2020, that employers often influence the travel choices of their staff. Anecdotally, consultees reported that: “it is easier to claim for car mileage than to submit expenses claims for public travel use”. Feedback from our business stakeholder forum also revealed a widespread belief that “people at senior levels don’t use the bus”, and “I use my car because buses aren’t reliable or if I have many meetings, it means multiple trips”.

Collaboration with businesses across the region about sustainable transport modes is inconsistent; however, organisations represented at our stakeholder events stated



that they would be willing to take steps to encourage employees to switch to the bus.

As an example, we learned about Durham University's approach with their 'Greenspace' campaign which sees staff and students able to travel for £1 per day on Arriva bus services within the Durham District Zone. Staff who travel to the University by bus are able to take advantage of Annual Corporate Discount Schemes for Arriva and Go North East services. We learned that staff who have moved to using the bus found it less stressful than driving and could use the time to read or catch up on emails. The fact remains that initiatives such as these are rarer than we aspire to in our region.

Bus operators in the region and Transport North East have established productive links with business representatives in the region. We have set up a Bus Advisory Board, contributing to the BSIP, which is chaired by Sarah Glendinning, the North East Regional Director of the Confederation of British Industry (CBI) and attended by representatives from the Local Enterprise Partnership (LEP) and North East Chamber of Commerce. Our assessment is that we

can put these strategic relationships to greater use by using them to pave the way to collaboration with businesses to drive buses modal share.

### The potential

In 2019 an estimated 297m journeys were made for commuting purposes, yet only 8% of these were made by bus. Conversely, with 76% made by car, commuters are a target market for transition to using the bus.

Results of an initiative driven by Quorum Business Park in North Tyneside demonstrate the positive outcome which can be achieved through consistent promotion of bus as a solution for employees.



### Case Study:

## Quorum Business Park

Buses have been key to Quorum Business Park's growth. The Park entrance is served by frequent buses to places in Tyne and Wear and South Northumberland. The Park has a dedicated Tenant and Travel Advisor who works in partnership with Arriva, Go North East and Stagecoach to provide free travel planning services, a central hub for ticket sales and discounts. Over the last ten years, Quorum has seen up to 25% of people using buses to travel to/from work.

### Initiative description

This initiative outlines our intention to collaborate with North East businesses to promote modal shift to bus.

Our North East Bus Partnerships team will collaborate with organisations including industrial estates and sites, large public sector employees and hospitals, with the objective of encouraging employees to switch to the bus.

Page 162  
“Please include all outlying hospitals within your rescheduling operation. We don’t all have cars and healthcare facilities are more frequently being moved out of town to more remote locations. Thank you.” Facebook response to the Big Bus Conversation

The team will proactively promote sustainable transport and active travel schemes; and they will support employers in accessing best value bus fares for employees. They will also showcase travel planning tools to produce tailored travel plans for employees to help them transition to using the bus.

Some larger employers already offer the ability to buy an annual season ticket and repay it in monthly instalments, deducted from

their wage. However this is not universally offered by all employers, and rules around tax incentives through “salary sacrifice” can be complex. Furthermore, the stereotype of senior people using cars is often reinforced by access to a company car scheme at certain grades. Where possible, the team will work with employers to find ways to improve incentives for the use of public transport.

### Patronage growth-focused collaboration with communities

#### Current situation

Attendees at our stakeholder events, including those from Parish Councils in rural communities, told us that a major challenge to growth in the bus market is the reluctance of car drivers to try the bus because of a poor perception of the service. However, 68% of respondents in our market research say they will switch at least some journeys to bus if we deliver on the Ten Solutions. We need to work with communities to increase awareness of the improvements that have been made to bus services in recent years, and in particular to ensure that communities can visibly see the progress that we will make in delivering the BSIP.

Stakeholder representatives, including parish councils, explained in discussion groups that

they could take steps to enable people to transition by bus, by showing local leadership to give people the confidence to switch, if they could access a resource and information to support them.

Whilst Parish councils are currently empowered to take decisions over issues associated with bus infrastructure such as bus stops and shelters, they are not resourced to lead community-led initiatives to drive increases in bus patronage.

Furthermore, despite the best efforts of bus operators to engage with communities, our region doesn’t currently offer resource or routes to enable community organisations or institutions such as schools, to collaborate with the bus industry or take advantage of positive media coverage which can be generated by such collaboration.

#### The potential

Our region has witnessed the benefits that improved links between transport operators and communities have the potential to yield through Community Rail Partnerships (CRPs) on our Tyne Valley and Bishop Line routes.

The Community Rail Network explains that: “Community rail partnerships are the backbone of the community rail movement, bringing together local groups and partners

along railway lines to work with industry, and delivering a range of community engagement and promotional activities. They promote understanding of the importance of local railways, in terms of improving mobility and sustainable travel, community cohesion and wellbeing, and social and economic development.”

Statistics compiled by the Office of Rail and Road, with help from the Rail Delivery Group, show that passenger numbers on community rail lines rose by 42% between 2008/09 and 2017/18, higher than the overall increase of 35%.

### Initiative description

This initiative outlines how we intend to grow passenger numbers through greater ‘grass roots’ level collaboration with communities along bus routes.

We will provide a fund to allow volunteers to train as ‘Community Bus Ambassadors’ or ‘Bus Buddies’ to encourage people to switch to using the bus, prioritising rural communities in our region.

We will also target work with groups in minority and harder to reach communities, including people with Equality Act protected characteristics or other extra needs so that they can promote ideas to make buses more accessible within communities and increase the confidence of communities in the bus network.

Village, parish and town councils will be provided with marketing collateral for them to use in their own initiatives, which could include posters on noticeboards or raffle prizes of free bus passes. Wherever possible community groups and local councils will be encouraged to mark all of their printed, online and social media event materials with a “come by bus” message. We will back this up where possible with promotional event ticketing offering discounted or free bus travel to community events.

Furthermore, we will explore the concept of an ‘Adopt a Bus’ scheme with organisations such as schools, to foster community engagement and take the opportunity to build rich narratives around certain bus routes to engage and inspire local children and their parents and carers to transition to the bus.

This initiative will be resourced through two Community Bus Partnership officers within the North East Bus Partnership team, who will oversee a dedicated budget each year. The budget will be used to train bus buddies and ambassadors; and provide funding pots which can be spent on specific community initiatives which could include artwork at bus stops, and specially liveried buses with designs by children on routes passing by their schools.

If the concept is proven and patronage is grown as a consequence of this initiative, further financial resource will be considered for this initiative by the Bus Partnership Board.

### Strategic, target-driven marketing campaigns

#### Current situation

Data on the attitudes of infrequent bus users and people who never use the bus at all has never been as rich as it is at this moment in time, as a consequence our up-to-date Big Bus Conversation and targeted market research, topping up data held by organisations such as Nexus.

As a consequence of this recent work, we are positioned with key insights, many of which are shared in Section 2 of this BSIP, which can be deployed by marketing specialists to support strong performance against the targets we outline in this BSIP.

Despite the insights gathered from the Big Bus Conversation, there is still scope to further the research into the attitudes of people who never use the bus at all, so that we have an enhanced body of research at a regional, strategic level to drive patronage growth and modal share.

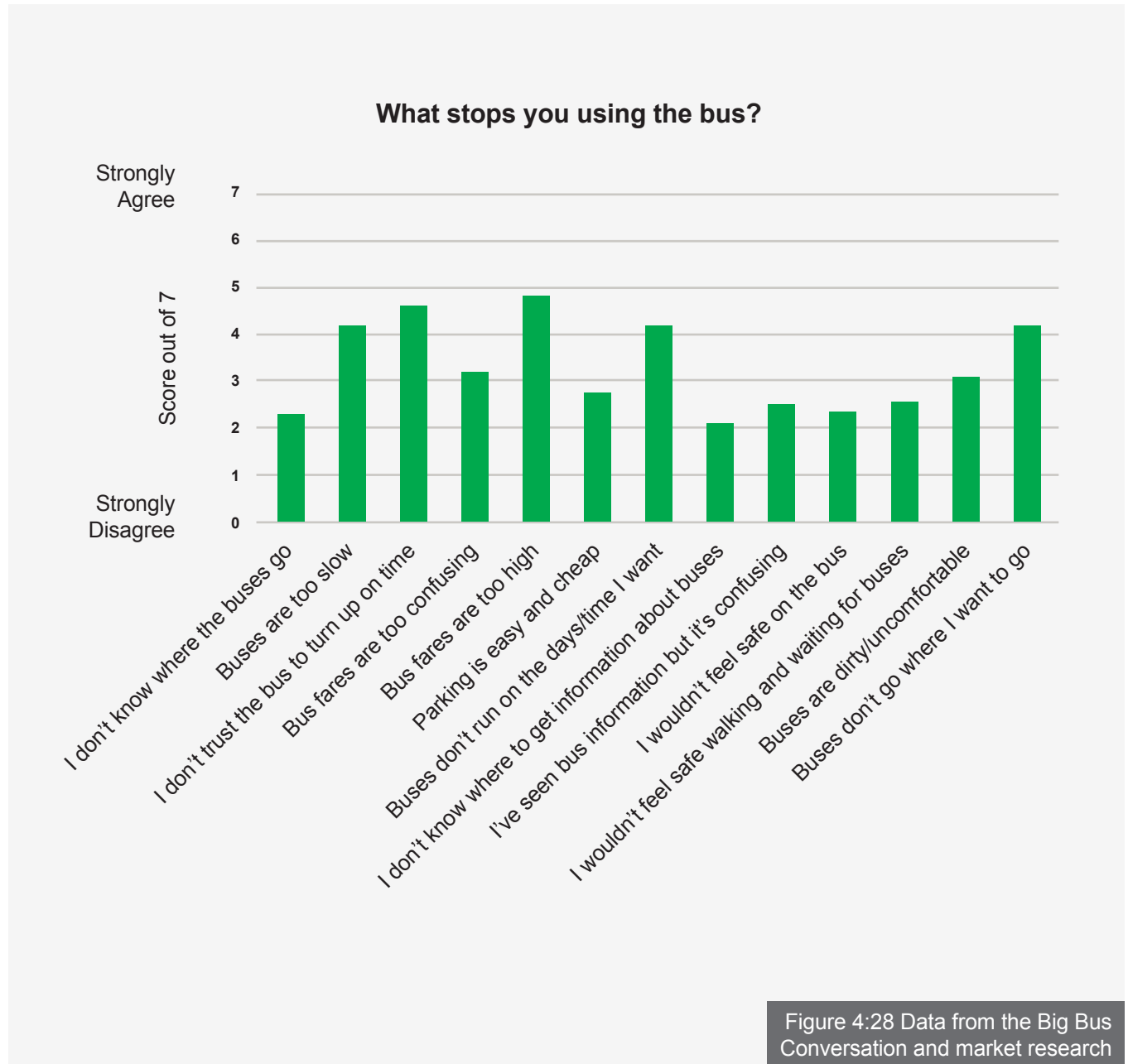


Figure 4:28 Data from the Big Bus Conversation and market research

### The potential

As well as the marketing of the new unified brand, as outlined earlier in this chapter, there is enormous potential to deploy strategic marketing campaigns to grow bus use from the 67.25% of people who said they were regular car users as part of the Big Bus Conversation survey.

We will build impactful campaigns centred around what we know from the Big Bus Conversation and market research, to be the primary concerns about buses for local people. The main concerns were that bus fares are too high, people don't trust the bus to turn up on time and that services don't run when they need them to.

With carefully-curated strategic network marketing, we can alleviate these concerns to show car users that the bus is an attractive, reliable and cost-effective solution to make the modal switch.

We will use learnings from Nexus' recent campaigns to encourage car users to switch to the bus and also former bus users to get back on the bus after the Covid-19 lockdown period. Their 'Rediscover Metro' and 'We're Ready When You Are' campaigns are particularly helpful for inspiration.

#### Case Study:

### Nexus – Rediscover Metro

Metro recently ran a similar campaign using video content to appeal to audiences in the hope of encouraging them to let Metro help them rediscover the all the things they'd missed over the last year and places they loved to visit.

They positioned Metro as the perfect vehicle for connecting people and places. This campaign is ongoing but to date, the film has received over 250K views and has resulted in an 11% increase in positive feelings towards the Metro for those that saw the advertising versus those who didn't.

### Nexus – We're Ready When You Are

Nexus ran a campaign recently to instill confidence in the travelling public post lockdown. Their 'We're Ready When You Are' campaign used social media advertising to deliver key messages about the Metro being a covid- safe way of travelling, with content being viewed over 1 million times.

### Initiative description

This initiative outlines how we intend to commission impactful marketing campaigns around the newly relaunched bus network and how we will position marketing to speak to the hearts and minds of North East people with the objective of increasing modal share and patronage. Strategic messaging and marketing will also be critical to promote the benefits of investment in bus infrastructure discussed in the Highways and Infrastructure subsection of this BSIP.

We require a significant marketing budget, with the objective of driving solid performance against the targets of this BSIP.

The Call to Action (CTA) for the people of the North East will be simple: to make travelling by public transport your first choice.

We will ensure we segment our audiences and tap into the types of media that they are most receptive to. We will use modelling from an audience insight tool to help with this categorisation and we will build audience personas for our different bus users to deepen our understanding of their evolving wants and needs, so we can respond appropriately.

Key messages in marketing collateral will include:

- Value for money ticketing.
- The positive customer experience on board.
- How fully integrated ticketing will work.
- The positive environmental impact of switching to bus travel.
- How the bus can bring people together.
- The safety and security of the bus network.
- The efficiency and sustainability of using bus.
- Cleanliness and hygiene of buses.

“There is a perceived notion that being on a bus means you are lesser than someone in a private car.”

Strategic marketing and advertising will be coordinated by the North East Bus Partnerships team on behalf of the Bus Partnership Board. Activities will be delivered on the ground by a range of partners (including bus operators, Nexus and Local Authorities), augmented by partnership-level campaigns through contracts procured by Transport North East.

### Review of North East parking policies

#### Current situation

Current car parking policy in our region is described earlier in this document in section 2. Decisions on car parking policy sit with each of the individual local authorities and are dependent on a range of factors, such as economic policy, rurality and the range of public transport options available.

#### Potential

The relationship between car parking charges and public transport fares can influence how people choose to travel, because of cost and time sensitivities which drive travel behaviours. Adaptations to parking policy, carefully linked to the introduction of an improved public transport offer, can be a means of gradually switching demand towards public transport in a sustainable manner. Instruments such as workplace parking levies can also act as a funding stream to assist with attractive, sustainable alternatives to the car.

### Initiative description

Our Transport Plan commits the NEJTC to publishing an Engagement Strategy this financial year to consider how we engage with communities and businesses in the region. One of the key factors for discussion in this process is considering how we encourage our region to consider the “Making the Right Travel Choice” policy we describe in section 1 of this BSIP.

We will commit to exploring and engaging with people and businesses in the region over issues of car parking supply and potential deployment of workplace parking levies, congestion charging, and strategic reduction in parking spaces to see if these can be effective tools which the region can adopt across our geography to encourage a switch to attractive, sustainable transport options such as buses. We will also discuss the introduction of a relationship between the cost of car parking in major centres of retail and employment and the cost of travel on public transport, where it makes economic and strategic sense to do so.

### Bringing the BSIP to life

A significant marketing budget will be used to drive growth in bus patronage and to highlight key improvements and initiatives. Activities will be delivered on the ground by a range of partners (including bus operators, Nexus and Local Authorities), augmented by partnership-level campaigns through contracts procured by Transport North East.

We will use dedicated team members to collaborate with businesses including industrial estates and sites, large public sector employees and hospitals, with the objective of encouraging employees to switch to the bus.

We will provide a dedicated team and budget to work with communities, especially those who currently feel excluded from public transport, to encourage greater bus use:

- a fund to allow volunteers to train as ‘Community Bus Ambassadors’ or ‘Bus Buddies’
- work with groups in minority and harder to reach communities, including people with Equality Act protected characteristics or other extra needs so that they can promote ideas to make buses more accessible for them and increase confidence in using the bus

Village, parish and town councils will be provided with marketing collateral backed up with promotional event ticketing offering discounted or free bus travel to community events

an ‘Adopt a Bus’ scheme with organisations such as schools to foster community engagement.

We commit to exploring and engaging with people and businesses in the region over issues of car parking supply and potential deployment of work place parking levies, congestion charging, and strategic reduction in parking spaces to see if these can be effective tools which the region can adopt across our geography to encourage a switch to attractive, sustainable transport options such as buses.

We will also discuss the introduction of a relationship between the cost of car parking in major centres of retail and employment and the cost of travel on public transport, where it makes economic and strategic sense to do so.

We will create a North East Bus Partnerships team to manage the programme of investments and activities set out in this BSIP, and to oversee the performance of the bus network, to manage the partnership agreement.

We will put in place a formalised Change Management Process with community engagement at its heart, that will see all major changes that are proposed for our bus network to be clearly set out, consulted upon, and following the consideration of feedback, introduced in a structured and well-communicated manner.



## 5. Reporting; Bus Passenger Charter

### This chapter introduces our plans to:

- **Report** on progress towards our KPIs on a six-monthly basis to our Bus Partnership Board, and onward to Department for Transport (DfT) and other key stakeholders, and publish the information on our website and in a non-digital format.
- Offer a **Bus Passenger Charter** (BPC) that applies on all bus services in our region to build customer confidence, to improve consistency and transparency.

Page 170

### This chapter responds to the following requirements of Bus Service Improvement Plan guidance:

- Enable passengers to hold local authorities and operators to account for delivering against the Bus Service Improvement Plan (BSIP).
- Set out the arrangements for publishing six-monthly performance, against BSIP targets.

### Today's world

At present there is neither a standard way of describing to passengers what they can expect from bus services in the region, nor a way of reporting on them.

The DfT produces national bus statistics on a periodic basis, some of which are broken down into regional level. Whilst these can be useful for understanding long-term trends, they are less helpful for ensuring that management takes action.

Individual bus companies produce detailed information and data internally to support both operational and strategic management; these however are commercially confidential and are only shared with local authorities under specific conditions, to achieve a common objective such as to calculate concessionary reimbursement or to build a business case for investment.

Local authorities and Nexus have access to a range of datasets including Nexus' 'Continuous Monitoring' data (ridership information to calculate concessionary reimbursement and to help calculate revenue shares for multi-modal tickets); market research; and data relating to the performance of highways. However, this information is all produced for specific purposes and is not bound together and

presented to the public through the lens of the performance of bus services as a whole for the region.

Transport Focus produces a Bus Passenger Survey to test satisfaction with bus services both generally and in a number of specific areas. The Transport Focus report, reports on satisfaction for Tyne and Wear, Northumberland and County Durham.

Passengers may have a certain level of expectation of performance or standard of service based on their relationship with their regular bus route. However, there is no consistent approach or a central source of information for passengers to determine what they are entitled to or whether that standard is being delivered upon. Customer Charters are widespread in the rail industry as a requirement under franchise contracts, and Nexus produces a Customer Charter for the Tyne and Wear Metro. In the bus industry in the North East, some operators have their own passenger charters such as Arriva and Stagecoach, but there is a no standardised or unified bus charter that applies across the board and binds all operators to the same promises and commitments.

### Our opportunity

The Partnership has agreed shared objectives and Key Performance Indicators (KPIs). We will review progress towards our KPIs on a regular basis to assess whether the actions we are taking are leading us to success or whether we need to take corrective action.

The Partnership provides an opportunity to reset many aspects of the North East's bus network, including addressing how bus passengers feel about the standard of service on offer and whether it meets their expectations. We will do this on a consistent basis, regardless of which operator customers are travelling with. We will achieve a far greater sense of community ownership over our bus network. We want local people to feel that the bus is a community asset that responds to their needs and helps them to achieve their goals and objectives. Once this happens, it is far more likely that people in the community will feel inclined to use the service on a regular basis.

We will set out a Bus Passenger Charter (BPC) that describes what passengers can expect from bus services in the North East. Having a charter in place will enable passengers to hold bus operators and local authorities to account for delivering against BSIPs. The BPC will signpost passengers to

routes for recourse, enabling them to provide feedback on how authorities and operators are performing in meeting their commitments in the BSIP.

### Initiatives

#### Reporting to the Bus Partnership Board and to Department for Transport

##### Current situation

The NEJTC receives a regular report, updating on activities to deliver the Transport Plan, and its Tyne and Wear Sub-Committee receives regular reports from Nexus regarding its activities, in particular in relation to the operation of the Metro.

Whilst occasional specific reports are produced in relation to the bus network in the region, no single report is regularly produced for the NEJTC or indeed for any other body. Whilst there are numerous individual sources of data and information that could be considered relevant to the performance of the bus network, these are not collated and brought together to provide a strategic overview.

##### The potential

By working together, The Partnership has an opportunity to bring together all relevant

sources of data and information relating to the bus network, to aid decision-making and to increase transparency for national and local government as well as for bus users and the general public.

The primary focus will be on reporting progress against our KPIs – as set out in section 3 of this BSIP. However, there is an opportunity to collate and combine other sources of information to help analyse and establish trends, to benchmark against other regions and other sectors, and to help identify potential areas for improvement and new investment.

##### Initiative description

We will produce a six-monthly report to the North East Bus Partnership Board. It will set out the latest available data by which to measure the partnership's performance against its KPIs.

The report will contain commentary to explain why targets are being met, not met, or exceeded, and will include supplementary information such as long-term trends, social and economic trends that may help to understand performance and benchmarking information.

The report will set out the actions that have been taken by The Partnership in the previous

six-month period, and the actions that are planned for the following six-month period.

As well as focusing and reporting on 'hard' data in the shape of KPI performance, we will also include qualitative data in the report, so that we can evidence how users actually feel about the network, and what has been said in relation to the new service provision. First-hand feedback like this cannot be underestimated, as it provides a true insight into the minds of the consumer. We will make every effort to record and analyse in-person customer feedback, as well as providing analysis of social media comments. This routine exercise will help us to set the KPIs within the context of the bus user and the narrative around the new network.

Local Bus Boards and the business and services-focused Bus Advisory Board will be consulted over the report. The report will be sent to the NEJTC and may also be provided to other stakeholders with an interest, such as individual local authorities and Nexus.

### Bus Passenger Charter

#### Current situation

Although some operators in the region have their own charters, there is no unified region-wide BPC which would be simple for the customer to use and understand, to ensure transparency of the measurements and targets set out in our BSIP and subsequent EP.

#### The potential

We want to empower existing bus passengers and attract new passengers by setting out clear and consistent standards and KPIs, and by being transparent in our achievement of these. Where KPIs are not being met and standards are falling short, we want to show how we intend to act to put right the situation, and a BPC is how we intend to do this.

#### Initiative description

Our BPC will ensure performance information is accessible and easy to understand. The BPC does not create any new legal relationship with passengers, it sets out our commitments to:

- Outline the standards of service customers can expect from buses in the North East, such as punctuality, vehicle cleanliness, proportion of services

operated, accessibility of buses and related infrastructure to groups with protected characteristics.

- Update on performance on a six-monthly basis relative to the KPIs for the Bus Partnership that are shown in section 3 of this BSIP.
- Make available six-monthly reports on our website, supplemented by communication channels appropriate to our audiences.
- Identify where KPIs are not being met and describe the measures we are taking to ensure we meet them in future.
- Advise customers on how to obtain local travel and general public transport information, and how to travel safely.
- Inform customers of the complaints process to follow if something goes wrong or the service falls below the expected standard, as well as providing routes to gather other feedback.
- Inform customers on how to offer improvement suggestions.
- Advise customers on who to contact and provide appropriate channels.
- Publicise upcoming planned improvements and changes and advise customers how they can play a part in future proposals.

## 6. Overview table

## 6. Overview table

<b>Name of authority or authorities:</b>	North East Joint Transport Committee
<b>Franchising or Enhanced Partnership (or both):</b>	Enhanced Partnership
<b>Date of Publication:</b>	26th October, 2021
<b>Date of next annual update:</b>	October 2022
<b>URL of published report:</b>	<a href="http://www.transportnortheast.gov.uk">www.transportnortheast.gov.uk</a>

Targets	2018/19	2019/20	Target for 2024/25	Description of how each will be measured (max 50 words)
<b>Journey time</b>	13.86 miles per hour in 2018	– 13.86 miles per hour in 2019	Target to be agreed through the partnership, will be a differential between journey speeds with growth in speeds for bus compared to general traffic	Existing bus journey times are measured and supplied by operators with little difficulty. Targets are set by modelling the impacts of each plan and scheme during the design phase.
<b>Reliability: existing</b>				This is a standard report which operators produce today for the Traffic Commissioner.
% scheduled mileage	TBD	TBD	99.5	
% on time at origin			97	
% on time at timing points			95	
<b>Passenger numbers</b>	162.4	TBD	196.5m	DfT patronage data reported as standard by bus operators.
<b>Average passenger satisfaction</b>	91%	91%	93%	Transport Focus surveys, increased to 6-monthly reporting.

Delivery – Does the BSIP detail policies to:	Yes/ No	Explanation (max 50 words)
<b>Make improvements to bus services and planning</b>		
<b>More frequent and reliable services</b>		
Review service frequency	Y	Review twice each year on a rolling programme around the region, with a blended corridors and centres approach. Consultation approach on route changes in the Charter promise.
Increase bus priority measures	Y	Bus gates, lanes, red routes, signal priorities, turning priorities, dedicated bus only roads. £250m capital programme to build upon the high level of bus priority already in the region.
Increase demand responsive services	Y	DRT local routes and feeder routes to Express services in Durham and Northumberland; Schools ‘DRT’ home-to-school pilot scheme.
Consideration of bus rapid transport networks	Y	Bus Rapid Transit network aspiration for the whole region. 5 routes identified, with 2 in Tranche 1 of the BSIP, building on existing priorities which facilitate frequent, high demand bus services.
<b>Improvements to planning / integration with other modes</b>		
Integrate services with other transport modes	Y	Integration with Metro, rail, also other buses and coaches. Local access focus with ‘hubs’ for bike-to-bus; walking and waiting programme of works to increase customer confidence and complement Active Travel. Park and Ride for 5 major corridors, plus ‘pocket park and ride’ particularly for Express bus services.
Simplify services	Y	The first action in the delivery programme is rationalisation of services to create an easy to understand turn-up-and-go network, and a review of route numbering to remove confusion where similarly numbered routes operate different services.

## 6. Overview table

Review socially necessary services	Y	The revised network encompasses socially necessary services and enhances them significantly.
Invest in Superbus networks	Y	The Guidance 'Superbus' concept is, here, 'Connect', through upgrading and bolstering our already strong small towns & villages networks. Superbus here has been used to describe the turn-up-and-go network.
<b>Improvements to fares and ticketing</b>		
Lower fares	Y	Lower all day ticket prices in all areas, with a £4 to £5 day cap for bus travel, and discounts for young people.
Simplify fares	Y	A simple 3 zone system replacing the current complexity of many offers; standardisation of operators' tickets periods (e.g. start the week on the same day); clear marketing and a single source App.
Integrate ticketing between operators and transport	Y	£6.80 all day, all zone, all modes, all operators ticket, covering bus, ferry, metro and some rail; reduced from £10.90. The £4 and £5 cap day tickets are also all-operator.
<b>Make improvements to bus passenger experience</b>		
<b>Higher spec buses</b>		
Invest in improved bus specifications	Y	Fleet replacement plan. Also AV and WiFi to be fitted to all buses in the region.
Invest in accessible and inclusive bus services	Y	Walking and waiting plan; fleet replacement plan (all low floor, easy access, high comfort); engagement with community groups and advocacy bodies to identify initiatives to promote bus travel for people with protected characteristics and extra needs.
Protect personal safety of bus passengers	Y	Increase CCTV coverage in-vehicle, with a radical uplift at stops. Walking and waiting plan to improve confidence. Joint work with the Northumbria Police and Crime Commissioner's programme to enhance the Safety of Women and Girls on Public Transport.



Higher spec buses continued		
Improve buses for tourists	Y	Active liaison with tourism stakeholders. Substantial funding for pilots to encourage sustainable tourism.
Invest in decarbonisation	Y	Car mode shift of 2% will make the biggest impact on the carbon footprint and the health of the region. Fleet renewal to Euro 6 and Zero Emission vehicles will transform the image and impact of bus.
Improvements to passenger engagement		
Passenger Charter	Y	Promises to customers across the region on reliability, delivery, and the means to give feedback on great service and to complain and see action taken on complaints.
Strengthen network identity	Y	Simplify the network; enhance it; single source of truth for real time information; unified branding of vehicles, bus stops and information; marketing campaigns and region-wide behaviour change programme.
Improve bus information	Y	Rural stop information significant upgrade; next generation Real Time Passenger Information at stops; single source of truth for RTPI and Apps; single App for customers with all information; printed information both at stop and off-system.
Other		
Increase mode share of bus	Y	Annually: DfT data, supplemented by ANPR and cordon counts as necessary.

## **Appendix A – Bus Passenger Charter**

[Content to follow]

## Appendix B – Letters of support

[Content to follow]

We have a unified ambition to grow bus patronage across our region

Email: [buses@transportnortheast.gov.uk](mailto:buses@transportnortheast.gov.uk)

Visit: [www.transportnortheast.gov.uk](http://www.transportnortheast.gov.uk)

## Appendix 2

### Bus Passenger Charter (of new unified network bus brand)

Publication date: XX

Valid until: XX (at which time the Charter is reviewed in consultation with operators and passengers)

This Charter sets out what you can expect when using local bus services under the NEW NETWORK NAME brand. These include all scheduled bus services operated by The Partnership ([www.xxx.xxx](http://www.xxx.xxx) provides a list of operators) as well as bus stops and interchanges provided by Local Authorities. Scheduled bus services means the routes and times that the operators publish they will run local buses.

It sets out what passengers can expect from the bus experience across the area, and how you can make a complaint in the event your expectations are not met.

Passengers have legal rights when travelling by bus, and these are not affected by the entitlements set out in this charter. Find out more about conditions of carriage and your legal rights here: XX

If you require this charter in an alternative format, please contact us at XX

### Our promise to bus passengers

#### We promise to operate a safe and reliable service

- **We will always prioritise your safety**

We will always put your safety and security first when travelling in the North East. With this in mind we will have CCTV onboard all of our buses and at bus stations and shelters, as well as improved lighting at bus stops. We pledge to design all new buses that join the fleet and any new stops and shelters that we build, with passenger safety in mind. We will also work continually with the police to tackle anti-social behaviour.

- **We will operate a reliable bus service you can trust**

We endeavour to run all services to time and your bus will normally arrive within 5 minutes of the scheduled arrival. We are working towards a bus punctuality and reliability target of 98% region-wide (this will exceed the Traffic Commissioner's target for bus operators), but we appreciate that external factors can affect our performance. When they do, we will mitigate any delays and minimise disruption to our customers as best we can. We will monitor how punctual our services are, and when we find a journey is routinely delayed, we will adjust the timetable where possible.

We promise that:

All our operators will run at least 99.5% of scheduled miles

All our operators will achieve punctuality targets: 95% on time at the start of the route in 2022/23 and 90% on time at timing points along the route.

There are two reasons that we have set a low timing points target in 2022/23. The first is that there has been an increase in car journeys after the Covid-19 pandemic and congestion is worse than it used to be. The positive reason is that we'll be doing the works to create bus priority so that journeys get better. Those works will mean some disruption at first, but will mean faster and more reliable journeys once completed. Our target for 2024/25 is 95% on time at timing points. It still isn't 100% because buses run on live traffic situations and are held up in unpredictable ways by traffic, pedestrians and even passengers sometimes!

- **We will treat all passengers equally and operate a zero tolerance hate policy**

We promise to always be courteous and respectful. All of our passengers are equals regardless of disability, gender, age, race, ethnic origin, religion, belief or sexual orientation.

We have a zero tolerance policy towards hate crime of any kind. Please help us in reporting any hate crimes you witness onboard to **XX** or by calling 101.

### **We will provide a consistently pleasant, clean and comfortable bus service**

We aim to reach a customer satisfaction target of 93% and we know a large part of this is dependent upon how well we look after North East's buses, bus stations and stops, keeping them clean, tidy, and presentable so that your bus journeys are always comfortable.

We will adhere to enhanced cleaning regimes throughout the day to ensure our buses are clean and covid-secure. The same commitment and cleaning regimen will apply to the daily upkeep of shelters and interchanges across the region, and we promise to regularly remove graffiti so that your waiting experience is as pleasant as your experience onboard.

### **We promise to always keep you informed**

- **We will provide easy to understand service information to help you plan your journey**

We will provide up-to-date and accurate information about North East buses, through a central source of information (the new network website, App etc.), and in a printable format. The App will allow you to track the bus in real time and on the go. We will ensure that digital screens showing real-time timetable information, along with next bus displays, key stops along the route and multi-modal fare information are available in all interchanges, stops and shelters. Each operator will also have details of their day, week and longer period tickets on their websites.

If we are experiencing disruption to services, we will add this to a live feed on our website and also tweet about it, as will individual operators on their channels. Drivers will also be kept up-to-date with details of network disruption to support passengers without access to the internet.

We will provide supplemental/linked information online and in bus stops for other transport services, such as Metro, ferry, and rail to aid those making multi-modal journeys.

- **We promise to keep you updated with planned changes and improvements to the network**

We will publicise upcoming planned improvements and changes on the network website and publicise how you can play a part helping us to develop future proposals to the network.



## **We promise to make your journey as easy as possible**

- **We will keep our services accessible to all**

Everyone is welcome to travel with us and we pledge to help anyone with extra needs to use our services. Our vehicles are equipped to carry wheelchairs and mobility scooters of an appropriate size. All North East bus drivers are trained to recognise Journey Assistance Cards which help customers with extra needs to discreetly alert our drivers to their individual needs.

Our drivers try to spot people who will be helped by kneeling the bus or lowering the ramp to reduce the stepping distance from the kerbside to the bus, and will always do so on request. If a bus is full and there is no available space or any unforeseen circumstances where a wheelchair user would have to wait for the next bus, we will arrange a taxi to transport you to your destination and we will cover the cost.

We will install audio-visual systems so that everyone on board has next stop information.

This is all part of our commitment to and responding to the requirements of people with protected characteristics as defined in the Equality Act.

- **We will operate our network with friendly and helpful team members to deliver an excellent customer service**

We pride ourselves on providing a warm and friendly welcome to all. Our bus drivers and bus staff are knowledgeable and always happy to help, whether that be to advise on the correct ticket for your journey, or to supply route information. If you want to contact the individual operator running your service, each operator's contact details are provided at the bottom of this Charter.

We value all feedback because it gives us an opportunity to listen and improve. We will usually answer your enquiry within **XX hours/days** but if our investigation into your issue takes longer, we will let you know. Your feedback is reported to our monthly Project Board and fed into our regular customer service training so that we can continue to provide a high-quality service.

## **We will continue to grow greener**

We already operate a lot of low emission buses, and even Zero Emission buses. We will invest in our fleet, reduce carbon emissions, and work with local authorities to improve the air quality of the areas we serve.

As part of the North East Transport Plan, there is an ongoing commitment to become carbon neutral in the North East. We have set an ambitious target to ensure our bus fleet meets the Euro 6 emission standard or better by 2025.

## **We promise to help if things go wrong**

We hope that you will have a great journey with us, but we know that sometimes things do go wrong. During disruption, we will endeavour to keep our customers informed and to provide alternative services, where possible. If you are dissatisfied, please do contact us and we will do our best to put things right for you. Where appropriate, we will find a means of redress for the problem you have encountered. All your comments, positive and negative, will be reported to our monthly Bus Board so that we can prioritise improvements to respond to your feedback.

## **Tell us whether you're delighted or dissatisfied**

Your customer experience sits at the heart of the new unified bus network, which is why we are always keen to hear feedback about our services so that we can continually improve our offering.

You can find us online at XX, and also on social media at XX. Alternatively, you can email XX or call XX. We know how important it is that your issues are heard and acted upon, which is why we will acknowledge all queries within 24 hours, and will provide a full response within five working days. If a response is not possible within this timeframe, you will receive an update within to advise you of this.

If your issue relates to a specific operator service, we suggest you contact the individual operator in the first instance on XX.

We are committed to resolving customer issues quickly, however if your query has not been resolved to your satisfaction, you can contact Bus Users UK, who review cases independently for compliance. / Bus Appeals Body/ Mention forums such as bus advisory board

[LIST NETWORK ADDRESS, OPENING HOURS AND SOCIAL CHANNELS AS WELL AS SOCIAL ICONOGRAPHY]

[Placeholder for Operators' contact details – all operators in the EP, large or small]

## North East Joint Transport Committee

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**Date:** 26 October 2021

**Subject:** Discharge of Transport Functions by Durham County Council

**Report of:** Portfolio Holder with Responsibility for Transport, Durham County Council

### Executive Summary

The purpose of this report is to advise the Committee of how Durham County Council has discharged the transport functions delegated to it by NECA for the 2020/21 year

### Recommendations

The North East Joint Transport Committee is recommended to note this report.

## **1. Background Information**

- 1.1 When NECA approved its constitution in April 2014, it delegated to Durham County Council transport functions contained in Parts 4 and 5 of the Transport Act 1985 and Part 2 of the Transport Act 2000. These primarily relate to securing socially necessary bus services, concessionary travel, and ticketing on local passenger transport services. Durham's Cabinet approved the delegation of these functions at its meeting of 16 April 2014 to the Corporate Director of Regeneration and Local Services in consultation with the Cabinet Portfolio Holder, Economic Regeneration.
- 1.2 During 2018, responsibility for transport functions became vested in a statutory Joint Committee comprising of representatives of the new North of Tyne Combined Authority and the North East Combined Authority. It was agreed in a Deed of Cooperation entered into by the seven constituent councils, that the transport functions delegated to the two counties would remain the same pending any decision by the new Joint Committee. No changes to the delegations have been proposed.
- 1.3 Attached at Appendix A is an account of the discharge of transport functions for 2020/21 agreed by the Corporate Director for Regeneration, Economy & Growth and Transport Portfolio Holder, Economy and Partnerships. Appendix A was reported for information to the County Council's Cabinet meeting on 15 September 2021.

## **2. Proposals**

- 2.1 Members are requested to note the report.

## **3. Reasons for the Proposals**

- 3.1 The NECA operating agreement requires that the relevant Portfolio holder provides reports when required to the North East Joint Transport Committee advising on how the delegated functions have been exercised.

## **4. Next Steps and Timetable for Implementation**

- 4.1 These are identified as far as practicable in Appendix A.

## **5. Potential Impact on Objectives**

- 5.1 The report describes how Durham County Council is discharging transport functions delegated by NECA.

## **6. Financial and Other Resources Implications**

- 6.1 The transport functions will be funded by the levy issued by NECA to Durham County Council.

## **7. Legal Implications**

- 7.1 This report is submitted in accordance with obligations contained in the Deed of Operation entered into by the constituent authorities on formation of the Combined Authority.

**8. Key Risks**

8.1 None specific in this report.

**9. Equality and Diversity**

9.1 None specific in this report.

**10. Crime and Disorder**

10.1 None specific in this report.

**11. Consultation/Engagement**

11.1 None specific in this report.

**12. Appendices**

12.1 Appendix A – North East Combined Authority (NECA) – Durham County Council  
Transport Activity Report 2020/21

**13. Background Papers**

13.1 The North East Combined Authority Constitution  
The North East Combined Authority Deed of Operation dated 29 April 2014  
The North East Combined Authority Deed of Cooperation dated 4 July 2018

**14. Contact Officers**

14.1 Andy Leadbeater, Integrated Passenger Transport Manager, Durham County Council, andrew.leadbeater@durham.gov.uk, Tel: 03000 268512

**15. Sign off**

- The Proper Officer for Transport:
- Head of Paid Service:
- Monitoring Officer:
- Chief Finance Officer:

## North East Combined Authority (NECA) Durham County Council Transport Activity Report 2020/21

### Introduction

1. This report covers the discharge of the powers delegated to Durham County Council (DCC) in the period April 2020 to March 2021. The Covid-19 pandemic has naturally had a very substantial impact on activity in this year, and continues to have a major impact.

### Organisational arrangements

2. The County Council continues to undertake its passenger transport functions through an 'Integrated Passenger Transport Group' (IPTG) in line with Government's best practice guidance. The IPTG delivers public transport, home to school transport, Special Education Needs (SEN) transport and adult social care transport. It also has close links with health, clinical commissioning groups and the North East Ambulance Service.
3. Integrating transport in this way is especially important in more rural areas, enabling the authority to create packages of work across sectors to maximise the use of vehicles and staff, ensure full use is made of existing local bus services for education and social work purposes and deliver consistency of standards across different modes. The opportunities to integrate commissioning and delivery of local authority transport with non-emergency healthcare transport have also helped to deliver a simpler and more understandable service for the user.
4. The Council also values the benefits of the harmonisation of policy and delivery across the economic development, planning, housing and transport functions. This approach ensures that we can maximise transport's contribution to economic growth in the County.
5. Due to the pandemic, IPTG staff have almost entirely worked from home during 2020/21, in line with almost all Durham County Council office-based staff. This has been successfully achieved as the Council was already proceeding to more flexible ways of working, with ICT systems and hardware largely in place already.

### Bus Service Network

#### *Current State of Commercial and Subsidised Networks and the Impact of Covid-19*

6. The pandemic has naturally had a major impact on the bus service network throughout the year with, at times, huge reductions in the patronage of services due to "lockdowns" and related changes in travel demands. At times radical changes in services necessarily were implemented at short notice. These arrangements have been managed successfully in the context of a long-term close and constructive relationship between Durham County Council and bus operators in the county. It is appropriate to record appreciation for the contribution made by all in the industry to maintaining services in challenging circumstances.
7. In the initial period pending the confirmation of the government's funding arrangements for bus services, timetables were radically reduced in frequency to provide an hourly service in most cases, in a simplified network that still covered all the places normally served. Monday to Saturday daytime services previously running hourly or less frequently were almost all retained at their normal level. Lower levels of service were operated in the later evenings and on Sundays.

8. The level of service was considerably increased once the Covid-19 Bus Service Subsidy Grant (CBSSG) arrangements were introduced by the government, with essentially normal networks running after the initial lockdown was lifted. Subsequently from late November 2020 a shortage of drivers caused certain Arriva services in the Durham area to revert to a slightly reduced frequency. The lockdown in January 2021 caused reduced frequencies to operate more widely, although more frequent services were not reduced to below two buses per hour and services normally operating hourly or less were unaltered in almost all cases.
9. Additional school time buses were introduced in September 2020 where material numbers normally used mainstream local bus services. This was done to ensure capacity was available in the context of restricted seat occupancy allowed on normal services, and to limit the contact between pupils/students and the general public. These measures have been funded by Durham County Council's allocation of Additional Dedicated Home to School and College Transport Grant.
10. The diverse geography of County Durham, including its many rural destinations, creates complex travel demands highlighting the importance of transport across our rural County. The local bus network plays a key role in our ambitions for County Durham and our wider plan for both transport and the economy.
11. A comprehensive network of bus services operates across almost all the county, although frequencies and coverage are reduced during later evenings and on Sundays, reflecting lower demands for travel. The majority of the bus network in County Durham has been essentially stable since October 2012 in terms of level of service and the service routes, although there have been periodic adjustments to details of timings reflecting better data now available from new tracking systems and an increasing impact of congestion on timetables.
12. Services operating without subsidy from Durham County Council ("commercial services") provide a high proportion of the network in most of County Durham. Most of the main towns of County Durham have at least two operators providing locally significant services without subsidy. Go North East (53%) and Arriva (42%) provide the majority of the services across the county. Three other firms also run locally significant bus services without subsidy.
13. Total bus boardings have been radically affected by the impact of the pandemic. It appears patronage in County Durham has closely followed the experience in other parts of the region. The degree of recovery as the lockdown measures ease remains a matter of concern, with potential large impacts.
14. Go North East's bus fleet benefitted from substantial numbers of new buses during 2020 following long-delayed deliveries originally due in 2019. This has meant many key services have been upgraded to Go North East's "X-Lines" branding, with high standards of passenger amenities.

#### **Secured Services Retendering Activity**

15. The Council's general practice is that contracts for bus services are arranged on 4-year cycles, holding a right to extend to 5 years. Almost all the Council's contracts run to 2021. This has meant that 2020-21 has seen little change in bus contracts. A successor was arranged for a small contract that ceased as the contractor was unable

to continue with effect from January 2021. Payments to contractors were maintained at normal rates even where services have been reduced, in line with the CBSSG arrangements. A Supplier Relief Scheme was introduced to maintain a significant proportion of normal payments to contractors for school and social care transport in periods when normal operation was suspended.

### **Concessionary Fares**

16. Reimbursement payments under Durham's concessionary fare scheme for older and disabled people form the major element of the County Council's spending on public transport. Largely fixed price arrangements have been negotiated with the two major operators, with "cap and collar" provisions to handle deviations from expected volumes.
17. In line with government requests, payments to operators were maintained at pre-pandemic levels except for a proportionate temporary adjustment reflecting the temporary reduction in services from January/February 2021.

### **Multi-Operator Ticketing Scheme**

18. The circumstances of the pandemic have delayed progress towards a formal multi-operator ticket scheme, although, as a contingency measure, operators have been accepting the equivalent tickets issued by other operators. A proper, comprehensive scheme continues to be a key objective and discussions to progress this have resumed in 2021.

### **Transport Focus Bus Passenger Satisfaction Survey**

19. The planned further round of surveys in autumn 2020 was not undertaken due to the pandemic. We expect this work will continue to be a key indicator that will resume when possible.

### **Park and Ride**

20. The Durham Park and Ride was suspended from late March to June 2020, when a staged resumption commenced, at slightly reduced frequency. Patronage has naturally been very substantially affected, to a greater degree than the general bus network. This reflects that a material part of the normal usage is for shopping and leisure purposes, and the closure of most city centre shops for periods of the year.

### **Community Transport (CT)**

21. The CT sector in County Durham has experienced a very difficult year, with most normal operations either suspended or operating at a much-reduced level. Some organisations took on new roles to provide support for people self-isolating or shielding, by doing deliveries etc.

### **Home to School/Social Care Transport**

22. Home to school and social care transport forms the major part of Durham's operations, with a total spend of approximately £15 million pa and over 1200 contracts in operation. This includes school transport buses that are paid for by parents and or schools, supplementing the statutory free travel provided by the Council. In the 2020/21 school year, about 6,500 pupils receive free travel to school from Durham County Council, with a further 3,000 pupils travelling under the non-statutory concessionary schemes.
23. While the closure of schools to most pupils in summer 2020 and from January to March 2021 caused the suspension of a lot of transport contracts, many contracts



continued to operate throughout the period with reduced numbers. Arrangements have been subject to a lot of short notice changes due to self-isolation of pupils and other changes in requirements. Enhanced measures to protect against health risks were introduced for the general return to school from September 2020, including some limitation of seat occupancy, enhanced cleaning and use of PPE. A supplementary payment was made on all contracts to reflect the additional requirements.

### **Travel Response Centre**

24. Durham has continued to operate a Travel Response Centre (TRC) for the booking of non-emergency patient transport to health appointments as well as the council's Link2 demand responsive transport service and Access Bus. The TRC handled over 30,000 calls in 2020/21 compared to 63,000 in the previous year as a result of reduced appointments and travel restrictions. Bookings are now returning to previous levels as restrictions ease. Referrals from social workers and other care staff for client travel to day care are also processed.
25. The Health Booking Service is delivered on behalf of the NHS Clinical Commissioning Groups in Durham. Following an eligibility assessment, patients are booked on to North East Ambulance Patient Transport Services. Patients and visitors who are ineligible for NHS patient transport are advised of alternative services providing access to hospitals or how to make their journey by public transport.

### **Public Transport Information**

26. The Council has continued to provide a comprehensive range of passenger information on local bus services operating within the County. This includes maintaining printed timetable displays at over 2,800 bus stops, providing 150 electronic information displays at bus stations and on-street stops, printed county public transport maps, printed timetable leaflets and a web based interactive bus map. The interactive bus map shows bus routes and individual timetables for all registered services in downloadable format.
27. Durham County Council has also continued to manage the processing and validation of public transport data for the regional and national data sets on behalf of Tyne and Wear, Northumberland, Durham and the Tees Valley local authorities. This data is required for national and regional journey planning, NextBus, electronic displays at bus stops as well as being used by third party applications.
28. From July 2020, the processing of data has been undertaken by Traveline Information Limited (TIL) under contract to Durham County Council on an interim basis. Each local authority has submitted their data directly to TIL for processing into the North East regional dataset for inclusion as part of the national data set.
29. The Council has continued to act as the regional contact for national data issues and represent the region at national working groups and meetings. This includes taking an active role in working groups for the DfT Open Data Initiative that will make changes to the way that bus operators provide information about their registered services and make it easier for bus passengers to plan their journeys through access to routes and timetables data, fares and tickets data and real time information.
30. The new regulations require bus operators to publish route, fares and vehicle location data to a central web service called the Bus Open Data Digital Service (BODDS) from January 2021 with requirements being phased in until 2023.

31. The council has provided support to help bus operators meet the new regulations. This includes the council acting as an agent to provide timetable data to BODDS for small bus operators where required. Data is currently being uploaded to BODDS on behalf of six small bus operators for services that operate in County Durham.

### **Real Time Passenger Information**

32. From July 2020, the data management role for the North East Real Time Passenger Information (RTPI) has been shared by Durham County Council and Nexus. Durham is responsible for processing, validating and submitting public transport data to the regional data broker for County Durham and Tees Valley led services. Nexus is responsible for Tyne & Wear and Northumberland led services.

### **DfT Access Fund 2017-2021**

33. Durham continued to be part of the successful Living Streets bid to the Department for Transport Access Fund. This project, entitled 'Walk To', was awarded £10m for the period 2017-2021 and was delivered by Living Streets in partnership with 10 local authorities. The project supported economic, health and environmental development in targeted areas through active travel to schools and workplaces. This externally funded project continued the Council's successful work with Living Streets since 2012.

### **DfT Capability Fund**

34. In March 2021, the DfT announced new revenue funding for sustainable travel, called the 'Capability Fund'. An indicative allocation of funding was stated for each local authority with spend needing to align with DfT priorities and with Local Cycling and Walking Infrastructure Plan delivery. Indicative funding of £301k was allocated to Durham County Council for 2020/21 and would enable continuation of the Living Streets 'Walk To' project as part of a range of projects for approval by the DfT.

### **Wheels to Work County Durham**

35. The successful County Durham Wheels to Work (W2W) scheme has continued to develop and has now expanded to cover the whole of the County. This scheme, established in 2016, provides people who are experiencing difficulties in accessing employment or training with the loan of a scooter until a longer-term transport solution can be found. The scheme is managed by Wheels to Work County Durham Charitable Incorporated Organisation (CIO).
36. The scheme has continued to operate during the Covid-19 restrictions, although the number of clients has reduced due to furlough and job losses as well as not being able to take on new clients due to the DVSA suspension of Compulsory Basic Training. The scheme operated 40 scooters and supported 46 people into work or training during 2020/21. A total of 214 people have been supported since the scheme started. The scheme is funded by Durham County Council transport revenue budget as well as Area Action Partnerships and the Local Transport Plan. External grant funding has also been successfully secured. Additional funding opportunities will continue to be explored.

### **New Horden Rail Station**

37. The new Horden Rail Station was opened in June 2020 as planned. The project cost of £10.55 million was funded by the Department for Transport New Stations Fund (£4.4 million) with the remainder provided by Durham County Council and the North East LEP.

The new station includes two 100 metre platforms connected by an accessible footbridge, shelters, seating, lighting, help points, CCTV, a car park and bus stops. A new access road, footpath and cycleway has also been created and a local bus service has been diverted to serve the station.

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## North East Joint Transport Committee

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**Date:** 26 October 2021

**Subject:** Transport Plan Progress Report

**Report of:** Managing Director, Transport North East

### Executive Summary

This report provides an update on progress made across a number of Delivery Plan categories in implementing the objectives of the North East Transport Plan and achieving the vision of ‘moving to a green, healthy, dynamic and thriving north east.’

A number of significant new changes are taking place on the East Coast Main Line route in the near future, including the introduction of the new Lumo open access service later this month and new services between Edinburgh and Newcastle that are planned to be introduced in December. A High Speed Two East virtual event took place earlier this month to highlight and discuss the various issues.

Transport for the North have begun the process of developing a new Strategic Transport Plan, which will be informed by an updated Northern Powerhouse Independent Economic Review, for publication in 2024.

Continuing progress is being made with the Transforming Cities programme and, of the 19 Tranche 1 schemes, 17 are now complete and the other 2 are nearing completion. Work is underway on two major Tranche 2 schemes, for Sunderland Central Station redevelopment and Durham Bus Station.

Work is continuing on the Zero Emission Vehicles policy following JTC’s agreement on the principles of the policy and engagement has taken place with all LA7 authorities to ensure that the regional policy aligns with their own strategies.

A new electric vehicle charging hub delivered through the Go Ultra Low North East project has been opened at the Angel of the North site in Gateshead.

The Tyne Pass Scheme to introduce barrierless travel for Tyne Tunnel users is scheduled to go live in November.

### Recommendations

The Joint Transport Committee is recommended to note the contents of this report.

## 1. **Background**

1.1 The North East Transport Plan sets out a vision of 'moving to a green, healthy, dynamic and thriving north east' through the delivery of transport improvements under seven policy areas:

- Connectivity beyond our boundaries
- Making the right travel choice
- Active Travel
- Public transport: travelling by bus, ferry and on demand public transport
- Public transport: travelling by local rail and Metro
- Private transport: travelling by car and using road infrastructure
- Research, development and innovation

Progress under various categories is outlined below.

There are also five objectives, which are:



Carbon-neutral north east



Overcome inequality and grow our economy



Healthier north east



Appealing sustainable transport choices



Safe secure network

The symbols have been used below to denote how the listed schemes / actions contribute to the achievement of the various objectives.

## 2. **Connectivity beyond our boundaries**

### 2.1 **East Coast Main Line activity update**



#### i) Background and importance

The East Coast Main Line (ECML) is a vital artery for North East England, carrying commuters, tourists, business travellers, students and freight. All of the other rail lines in our area are linked to the ECML and thus impacted by any changes to it.

On the ECML between Northallerton and Newcastle there is only one track running north and one running south. Consequently, this vital rail artery is narrow and increasingly clogged: crammed onto these lines are inter-city trains, local services and slow-moving freight. This bottleneck in our network means that the system is at capacity today and cannot accommodate further growth without sacrificing existing connectivity.

The rail industry makes major train operation and timetable (TT) changes twice a year in May and December. Work relating to these TT changes begins months (sometimes years) in advance of the change dates. The recent ECML May 2022 Timetable consultation was an example of a major TT overhaul involving significant changes across the National Rail network.

ii) May 2022 ECML Timetable Consultation

As advised in last month's update, the May 2022 ECML timetable changes will not now be introduced. Whilst we await feedback and a firm date or further details regarding the revised industry 2023 ECML proposals, officers are working with colleagues in the North East and through Transport for the North to assess our own rail service aspirations and any opportunities.

iii) Current situation – Timetable and service provision changes

The next timetable change will be in December 2021). The Train Operating Companies have received their December 2021 timetable offers back from Network Rail. This will also form the basis of the May 2022 timetable offer. December 2021 changes in the NE include:

- Northern improvements to facilitate:
  - 1 train per hour service between Newcastle – Morpeth – Chathill
  - 2 trains per hour service between Carlisle – Hexham – Newcastle
  - 3 trains per day service between Chester-le-Street & Durham
- **TransPennine Express** will introduce 5 trains per day between Edinburgh and Newcastle in December 2021 with plans to call at Edinburgh Waverley, Dunbar, Reston (once opened), Berwick-upon-Tweed, Alnmouth, Morpeth, Cramlington and Newcastle. although not all schedules can accommodate all calls for the time being due to capacity constraints. Cramlington calls will be converted to public calls once industry checks are complete. Services will be operated by new Nova 1 trains and tickets are on sale now.



- **The new Lumo** open access service between Edinburgh, Newcastle and London will also be introduced on the 25<sup>th</sup> of October 2021, as outlined in last month's report.

- iv) Current situation – Infrastructure and long-term solutions / improvements

A review of the rail network and corridors is expected once the government's long-awaited Integrated Rail Plan (IRP) is published. The IRP will set out how major projects such as High Speed 2 (HS2), Northern Powerhouse Rail (NPR) and other rail schemes will be phased and connected.

It was due to be published "early" this year but was delayed due to local election purdah rules and has not yet been released, the latest suggestion is that it will form part of the autumn Spending Review.

In order to consider and address the ECML infrastructure and congestion issues in our area, Transport North East (TNE) has agreed with Network Rail and Transport for the North (TfN) to part fund Strategic Outline Business Case work for a 7<sup>th</sup> path on the ECML.

A High Speed Two (HS2) East virtual media event was hosted by the North East on 15<sup>th</sup> October to highlight the ECML constraints and the need for HS2 to serve our area.

#### Next milestones

The introduction of new services between London, Newcastle and Edinburgh on the dates outlined above.



### Key risks

A delay in completing the industrial procedures for operational and safety requirements at Cramlington station resulting in trains being unable to call at this location.

2.2

RAG rating



### **Transport for the North**

TfN have begun the process of developing a new Strategic Transport Plan, which will be informed by an updated Northern Powerhouse Independent Economic Review, for publication in 2024. This region will have the opportunity to contribute to both documents.

TfN have begun the process to appoint a new Chair for the Board and Partnership Board (the same individual will fulfil both roles) with the aim to make an appointment next month.

TfN have sent a submission to DfT in respect of the forthcoming Spending Review and are seeking a three-year funding settlement which they believe would be better value for money than the one-year settlements granted in recent years.

### Next milestones

- A new Chair for TfN Board / Partnership Board will be appointed before the end of November.

### Key risks

- An insufficient funding settlement from government will make it difficult for TfN to fully deliver its investment programme and meet its decarbonisation objectives.

RAG rating



## **3. Making the right travel choice**

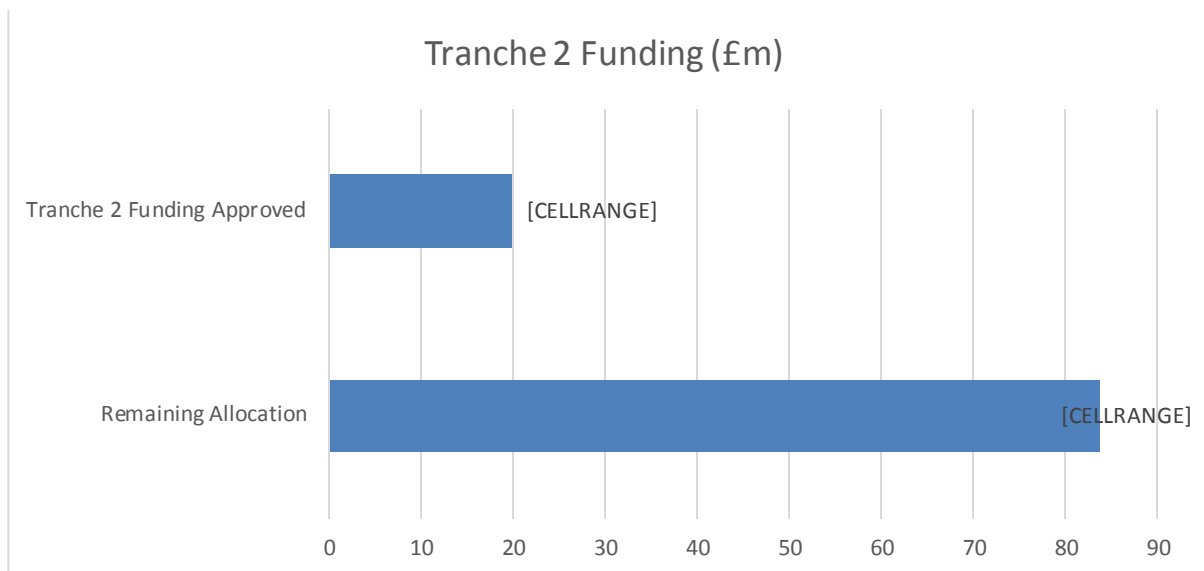
3.1

### **Transforming Cities Fund (TCF)**



Of the 19 Tranche 1 schemes, 17 are now fully claimed for and the other two are nearing completion. In Tranche 2, construction on the Sunderland Central Station redevelopment scheme has begun and construction on the new Durham Bus Station continues.

The chart below sets out a summary of progress.




Next milestones

- It is estimated that approximately five schemes are to be presented to JTC for approval in January 2022, with the majority of the remaining schemes being presented in March 2022.

Key risks

- Further delays in business case development could result in Tranche 2 schemes not being delivered by March 2023. There is therefore the potential that TCF funds could go unspent and be handed back to Government. A strategy to mitigate against this is being implemented, which details the process by which the TCF programme will be managed, including the removal, expansion or addition of schemes to ensure funding is fully spent.

RAG rating 

3.2

**Zero Emission Vehicle policy**



The principles of the Zero Emission Vehicle policy that is being developed for the region have been agreed by JTC and we have engaged with all the LA7 authorities to ensure that the regional policy aligns with their own strategies.

Next milestones

- The completed policy will be submitted to JTC for approval in January 2022.

Key risks

- Additional funding for ZEVs being announced before the Policy is fully agreed. To mitigate this, we are working at pace to develop the Policy.

RAG rating:



3.3

### **Go Ultra Low North East update**

Although the Go Ultra Low North East project's main activities have concluded, one of the remaining two electric vehicle (EV) hubs which was funded through this project opened to the public last month. The EV charging hub which is located at the Angel of the North is the third hub in Gateshead to have been installed through this project. The hub will be operated and maintained by Fastned through a procured contract.



#### **Next milestones / key risks**

Not applicable as this project is now complete.

## **4. Public transport, travelling by bus, ferry and on demand public transport**

4.1

### **Bus partnership development**



Good progress is being made on the Bus Services Improvement Plan (BSIP) and bus partnership development is covered under a separate agenda item.

5.

## **Private transport: travelling by car and using road infrastructure**

5.1

### **Tyne Tunnel**



In terms of traffic levels using the Tyne Tunnels, there is a continued improvement towards pre-Covid levels, but the situation remains unpredictable. On some days traffic is back to historic levels especially at weekends, but the morning peak is still particularly depressed. As a result, it is difficult to forecast when or if a full recovery will happen.

Work is progressing well on the Tyne Pass Scheme to introduce barrierless travel for Tunnel users. This is due to come into full operation from November 2021 and will modernise the outdated payment system, bringing significant environmental benefits in terms of reduced vehicle emissions and improved air quality.

During September and October an extensive media and marketing campaign has taken place to let Tunnels users know of the changes and explain how to pay once the barriers are removed. This has included TV, radio and newspaper adverts, as well as a social media campaign, engagement with community groups and leaflets being handed out to businesses and to users at the tunnels.

#### Next milestones

- The Tyne Pass scheme is planned to go live from November 2021. More details on the scheme are provided in regular reports to the JTC Tyne and Wear Sub-Committee.

#### Key risks

- There is a delivery and financial risk on the Tyne Pass Scheme, but that rests with TT2 who operate the Tunnels and who are responsible for implementation of the scheme and for enforcement of unpaid tolls.
- There will be a reputational risk to JTC if the Tyne Pass scheme is not delivered on time or produces adverse outcomes for users. Some users who have received an Unpaid Toll Charge Notice (UTCN) over the last few months under the interim Tyne Pass systems in place have been dissatisfied. It is therefore important that Transport North East continues to work with TT2 on clear messaging to users, distinctive signage and fair processes for UTCNs in order to provide customers with the best possible experience under the new Scheme. Officers will continue to work with TT2 towards these aims. Safeguards have been put in place via the Project Agreement with TT2 and via the processes for management of the Concession.

RAG rating:



## **6. Estimated Change in Traffic Flow in Tyne and Wear**

The following chart shows that at the start of the pandemic traffic levels dropped considerably but have now recovered significantly towards pre-covid levels and at times above.

Estimated change in traffic volume compared to Pre-Covid in Tyne & Wear to September 2021  
7 day moving average



**7. Proposals**

7.1 This report is for information. Members are asked to note the contents of the report.

**8. Reasons for the Proposals**

8.1 This report is for information purposes.

**9. Alternative Options Available**

9.1 Not applicable to this report.

**10. Next Steps and Timetable for Implementation**

10.1 Next steps are set out under each respective item.

**11. Potential Impact on Objectives**

11.1 Successful delivery of the various transport schemes and investment proposals outlined in this document will assist the JTC in delivering its objective to maximise the region’s opportunities and economic potential.

**12. Financial and Other Resources Implications**

12.1 The report provides an update and overview of progress against the seven Delivery Plan categories in implementing the objectives of the North East Transport Plan and achieving the vision of ‘moving to a green, healthy, dynamic and thriving north-east.’

12.2 The North East Transport Plan includes proposed / required investment totalling £7billion to achieve the aims and ambitions of the JTC, the majority of which is dependent on future funding decisions by central government. The financial and other resource implications aligned to the plan were agreed as part of the Transport Budget and Levies 2021/22 report to the JTC on 19 January 2021 and

in subsequent reports to augment and amend the budget as appropriate.

### **13. Legal Implications**

13.1 There are no legal implications arising directly from this report.

### **14. Key Risks**

14.1 Appropriate risk management arrangements are in place for each programme of work overseen by the delivery agencies responsible. Key risks are set out under each respective item.

### **15. Equality and Diversity**

15.1 Successful delivery of schemes to improve public transport, walking and cycling will help to address transport-related social exclusion and create a fairer society.

### **16. Crime and Disorder**

16.1 There are no specific crime and disorder implications associated with this report.

### **17. Consultation/Engagement**

17.1 Many of the schemes and proposals outlined in this report have been, or will be, the subject of engagement with appropriate stakeholders or the wider public.

### **18. Other Impact of the Proposals**

18.1 No specific impacts.

### **19. Appendices**

19.1 1 - Progress on Key Performance Indicators.

### **20. Background Papers**

20.1 None.

### **21. Contact Officers**

21.1 Tobyn Hughes, Managing Director, Transport North East  
[Tobyn.hughes@nexus.org.uk](mailto:Tobyn.hughes@nexus.org.uk)

### **22. Sign off**

- Head of Paid Service:
- Monitoring Officer:
- Chief Finance Officer:

### **23. Glossary**

23.1 All abbreviations or acronyms are spelled out in the report.

## Appendix 1

### Progress on Key Performance Indicators

<u>KPI</u>	<u>Direction of travel</u>	<u>Key insight</u>
<p><u>Sustainable Travel</u></p> <p>33% of journeys made by public transport, walking and cycling.</p> <p>Data Source: DfT National Travel Survey 2019, published August 2020.</p>	Increase	<p>Data in the National Travel Survey for 2020 shows that 37% of journeys are made by public transport, walking and cycling, which is an increase on the previous year.</p> <p>Other data sources have Metro and bus use remaining below pre-covid levels even after restrictions have been lifted in 2021, however cycling numbers are up in many locations.</p>
<p><u>Public transport accessibility</u></p> <p>45% People within 25 minutes of key employment, education and retail sites by public transport.</p> <p>Data source: Commissioned analysis August 2020</p>	No Change	Data is not yet available to update, however, there have been no major changes to infrastructure.
<p><u>Climate action</u></p> <p>CO2 emissions per capita: 1.7 tonnes CO2 emitted per person annually using transport.</p> <p>Data source: UK local authority and regional CO2 emissions statistics: 2019,</p>	No Change	Figures for 2019 have been released and show no change in the amount of transport related CO2 emissions.



<p>Department for Business, Energy &amp; Industrial Strategy, published June 2021</p>		
<p><u>Take up of ultra-low emission vehicles (ULEVs)</u></p> <p>0.34% Proportion of licenced vehicles in our region that are classed as ultra-low emission (end of 2019)</p> <p>Data source: Department for Transport vehicle licensing statistics</p>	Increase	0.48% of licenced vehicles in the region are classed as ultra-low emission (end of 2020). Data published May 2021.
<p><u>Air quality</u></p> <p>For 2019, the highest, median, hourly nitrogen dioxide reading was 26.9ug/m3 occurring in the morning traffic peak.</p> <p>Data source: Department for Environment Food &amp; Rural Affairs Automatic Urban and Rural Network (AURN)</p>	Decrease	For 2020, the highest, median, hourly nitrogen dioxide reading was 20.1ug/m3 occurring in the morning traffic, however this is expected to be unusually low due to lock down restrictions
<p><u>Network performance</u></p> <p>In terms of efficiency, in 2019 our regional network scored 71.8%</p> <p>Data source: Department for Transport congestion data.</p>	No Change	Data is not yet available to update
<p><u>Motor vehicle traffic</u></p> <p>Estimated vehicle miles per head in our region in 2019 5,077</p>	Decrease	Estimated vehicle miles per head in the region in 2020 were 4,064. We can expect that 2020 will be unusually

<p>Data source: Department for Transport National Travel survey, published August 2020</p>		<p>low.</p>
<p><u>Road safety: numbers killed and seriously injured</u>  Numbers killed and seriously injured (KSI) three year rolling average (2016-17 to 2018-19) 778  Data source: Traffic Accident Data Unit</p>	<p>Decrease</p>	<p>In the three-year rolling average from 2017 to 2020 there were 704 KSI.</p>
<p><u>Road safety: number of slight injuries</u>  Number of slight injuries three year rolling average (2016-17 to 2018-19) 3,275  Data source: Traffic Accident Data Unit</p>	<p>Decrease</p>	<p>In the three-year rolling average from 2017 to 2020 there were 2,934 slight injuries</p>

## North East Joint Transport Committee

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**Date:** 26 October 2021

**Subject:** Capital Programme Management Framework

**Report of:** Managing Director, Transport North East

### Executive Summary

The purpose of this report is to provide members of the Joint Transport Committee with an overview of a regional Capital Programme Management Framework and to seek approval from members for its adoption and implementation. The Capital Programme Management Framework is supplementary to the regional Transport Assurance Framework and outlines the decision-making and governance arrangements that are required to make changes to the live programme of capital schemes being delivered within the region, inclusive of the reallocation of previously agreed funding.

### Recommendations

The North East Joint Transport Committee is recommended to:

- i. Agree and approve the Capital Programme Management Framework, provided at **Appendix 1**.

## 1. Background Information

- 1.1 The regional Transport Assurance Framework, adopted in October 2019, sets out the detailed governance and decision-making arrangements, agreed with the Department for Transport (DfT), for supervising funding allocated to the North East Joint Transport Committee (JTC). However, there is a distinct gap in terms of outlining the decision-making processes and change control practices which are necessary to mitigate delivery risk and provide the effective management of a live capital programme.
- 1.2 The Capital Programme Management Framework, provided at **Appendix 1**, is intended to function as a supplementary document of the Transport Assurance Framework, outlining those change controls and decision-making processes, specifically in relation to the delivery of our live capital programme, including project and programme management control processes, prioritisation, and the reallocation of previously agreed funding where deliverability is constrained.
- 1.3 The Programme Management Framework provides and establishes the procedures for decision making across the entire transport capital programme regardless of funding stream.
- 1.4 At present, our capital programme is comprised of the Transforming Cities Fund (TCF) and Active Travel Fund (ATF). The Capital Programme Management Framework will be applicable across all existing and future sources of capital funding, where JTC has full funding responsibilities and where that funding is being used to fund a programme of capital schemes delivered by external bodies.

## 2. Proposals

- 2.1 This report appends, at **Appendix 1**, the proposed Capital Programme Management Framework, the purpose of the Capital Programme Management Framework is to detail the operating principles and the governance arrangements for decision-making within the live programme of capital schemes being delivered in the region. It offers stakeholders, including Government, the assurance that there is a robust framework in place to manage transport schemes in an appropriate way, ensuring value for money is maximised. As such, the Framework will:
- Provide a clear mechanism for managing and delivering a capital pipeline of schemes.
  - Be coterminous with and supplementary to the Transport Assurance Framework.
  - Identify clear change control processes with decision making and reporting processes embedded.
  - Dovetail with existing Department for Transport change processes.
- 2.2 Any capital programme changes, arising from the adoption of the Capital Programme Management Framework, will be subject to final decision by the JTC.
- 2.3 The Capital Programme Management Framework operates at two levels by providing a mechanism to appropriately manage scheme changes and

performance issues relating to scheme delivery and in providing a governance mechanism by which to provide a resolution to these issues.

2.4 The following sections highlight the high-level proposals which are expanded upon in the Capital Programme Management Framework provided at **Appendix 1**:

#### Scheme Changes

If at any stage of the project life-cycle there are significant changes to the delivery of a scheme previously agreed to be funded and provided with an indicative funding allocation, either due to increases in scheme costs, delays to the scheme programme or other deliverability issues, or if any scheme promoter proposes to change scheme elements which would elicit significant changes in terms of scheme scope, benefits, costs or timing - an assessment of the likely impact of proposed changes would need to be completed. All significant scheme changes would be presented to the Transport Capital Programme Board, where there is determined to be substantial enough changes, a decision to proceed with the scheme would be required to be agreed by the Joint Transport Committee

#### Underperformance and Non-Performance

Should a scheme which has been entered into the capital programme and provided with an indicative allocation of funding encounter conditions (e.g. technical, economic, delays) which are likely to significantly compromise the successful delivery of that scheme or have an overall material impact on the delivery of the programme from which the funds are derived, the scheme promoter will have a period of time to agree and implement an action plan. If, after the agreed time period set out in the action plan the scheme promoter has not been able to undertake corrective action as agreed, further action may be taken. The Capital Programme Board will be responsible for determining if an action plan is required and the detailed actions outlined within action plans, failure to meet the requirements of an action plan will be reported to the JTC.

#### Scheme Removal

If any scheme is determined to be undeliverable either as a proposal or within the allotted timescales dedicated to the programme of funding, if scheme changes are so substantial that it would warrant removal from a programme, or if a scheme promoter wishes not to proceed with a given scheme, this would be reported to the Transport Capital Programme Board and onwards to the Joint Transport Committee along with a recommendation to either reduce the scale of the programme or to replace the scheme with another scheme.

#### Reallocation and Re-prioritisation

Should a scheme be removed from a programme, in the first instance, any existing overprogramming present would be reduced. Should the removal of a scheme necessitate the re-allocation of funds, it is proposed that funds would be allocated to existing pipeline schemes, with priority given to those schemes previously submitted and included within the Transport Plan or those already within the programme which the specified funding is derived. When selecting a replacement scheme consideration will be given to:

- Affordability
- Deliverability

- Value for money
- Local Contributions
- Risk

This will ensure that an appropriate addition, extension of an existing scheme or replacement is selected. Where there are multiple schemes with the potential for programme entry prioritisation will take place, which will take into account the objectives of the funding stream and the aforementioned criteria. New entries to a programme would be proposed at the Transport Capital Programme Board and taken onwards for decision at the Joint Transport Committee.

### **3. Reasons for the Proposals**

- 3.1 This report proposes that the Capital Programme Management Framework provided at **Appendix 1**, is approved, and adopted, in order to complement the existing regional Assurance Framework and provide clear governance and decision-making procedures when proposing changes to our capital programme.
- 3.2 As the Transforming Cities Fund (TCF) draws towards its programme end date of the 31st March 2023, there is a pressing need to establish the internal governance mechanisms and the decision-making practices for the programme of interventions associated with TCF, including the steps that would need to be taken to adjust, amend or enter new schemes into the programme. This is essential in order to deliver schemes at the pace required to meet the regional funding profile and maximise the regional benefit of the TCF programme.
- 3.3 It is proposed the Capital Programme Management Framework is adopted to tackle these issues and will also encompass any new capital funds overseen by the JTC, the proposed approach will ensure that delivery is focused on both cost and project target delivery dates. In addition, project and programme related internal and external risks will also be regularly assessed, mitigated, and addressed. Where necessary, we will have a clearly identified process in place to de-scope and re-scope schemes, substitute schemes and bring new schemes in to the programme in order to meet the deadline for delivery of schemes.

### **4. Alternative Options Available**

- 4.1 Two options are presented to the North East Joint Transport Committee.
- 4.2 Option 1 – The North East Joint Transport Committee accept the recommendations set out in the report, and the Capital Programme Management Framework is applied across all existing funds and future sources of funding, where that funding is overseen by the Joint Transport Committee.
- 4.3 Option 2 – The North East Joint Transport Committee do not accept the recommendation set out in this report, in which case there will not be a mechanism agreed for making changes to the capital programme or a governance route to approve the reallocation of previously agreed funding.
- 4.4 Option 1, is the recommended option.

## **5. Next Steps and Timetable for Implementation**

- 5.1 Subject to Joint Transport Committee approval the Capital Programme Management Framework will be adopted immediately, regular reporting on the performance of the capital programme will be provided to Joint Transport Committee with proposed changes subject to the reporting and decision-making mechanisms outlined in **Appendix 1**. A further report will be provided to the next meeting of the Joint Transport Committee, this report will give an update on the progress of the Transforming Cities Fund and recommend any necessary applications of the Capital Programme Management Framework.

## **6. Potential Impact on Objectives**

- 6.1 Adoption of the Capital Programme Management Framework would provide the region with a clear decision-making framework for making changes to schemes which have previously been allocated funding. It mitigates against the high-level risks within the Transforming Cities Fund programme providing the flexibility to manage our capital programme proactively, without which there is a risk that the existing schemes within the TCF programme, in particular, fail to spend the full regional Tranche 2 TCF allocation. As such the Capital Programme Management Framework will aid in the delivery of the ambition outlined within the North East Transport Plan and mitigate the risk of underspend.

## **7. Financial and Other Resources Implications**

- 7.1 There are no specific financial or resource implications arising from this report.

## **8. Legal Implications**

- 8.1 There are no specific legal implications arising from this report.

## **9. Key Risks**

- 9.1 There are no key risks arising from this report.

## **10. Equality and Diversity**

- 10.1 There are no specific equality and diversity implications arising from this report.

## **11. Crime and Disorder**

- 11.1 There are no specific crime and disorder implications arising from this report.

## **12. Consultation/Engagement**

- 12.1 This report has been received at the meeting of the Heads of Transport and Transport Strategy Board in accordance with the governance requirements of the Joint Transport Committee. Feedback has been taken and integrated from both groups.

### **13. Other Impact of the Proposals**

13.1 None.

### **14. Appendices**

14.1 Appendix 1: Capital Programme Management Framework

### **15. Background Papers**

15.1 North East Transport Assurance Framework: [NORTH EAST JOINT TRANSPORT COMMITTEE \(transportnortheast.gov.uk\)](http://transportnortheast.gov.uk)

### **16. Contact Officers**

16.1 Jonathan Bailes, Designation Transport Programme Lead  
E-mail: [jonathan.bailes@transportnortheast.gov.uk](mailto:jonathan.bailes@transportnortheast.gov.uk)

### **17. Sign off**

- The Proper Officer for Transport: ✓
- Head of Paid Service: ✓
- Monitoring Officer: ✓
- Chief Finance Officer: ✓

### **18. Glossary**

JTC – Joint Transport Committee

DfT – Department for Transport

TCF – Transforming Cities Fund

TNE – Transport North East



# **CAPITAL PROGRAMME MANAGEMENT FRAMEWORK**

September 2021  
(DRAFT)

# 1. Introduction

## 1.1 Purpose of Management Framework

This document sets out the North East Capital Programme Management Framework, it is to be applicable to all capital funding sources managed by Transport North East on behalf of the North East Joint Transport Committee.

The Management Framework outlines the decision-making and governance arrangements that are required to make changes to the live programme of schemes within the region inclusive of the reallocation of previously agreed funding.

This document has been produced in accordance with the Department for Transport 'National Local Growth Assurance Framework Guidance' that ensures Local Enterprise Partnerships (LEPs) and Mayoral Combined Authorities (MCA) have the appropriate mechanisms and processes in place to manage funding delegated to them.

The Capital Programme Management Framework is intended to function as a supplementary document of the North East Transport Assurance Framework and will outline the decision-making processes and change control practices necessary to mitigate delivery risk and provide for the effective management of a live capital programme.

## 2. Governance

### 2.1 Governance Arrangements

The North East Joint Transport Committee (JTC) consists of the seven local authorities within the region: Durham County Council, Gateshead Council, Newcastle City Council, North Tyneside Council, Northumberland County Council, South Tyneside Council and Sunderland City Council. In Tyne and Wear the Passenger Transport Executive, Nexus, oversees public transport provision and owns and operates the Metro.

The JTC has responsibility for local transport funding, including funding for transport schemes devolved by Government. Transport North East is a specialist transport resource charged with overseeing the programme management and delivery of transport schemes from secured capital funds on behalf of the JTC.

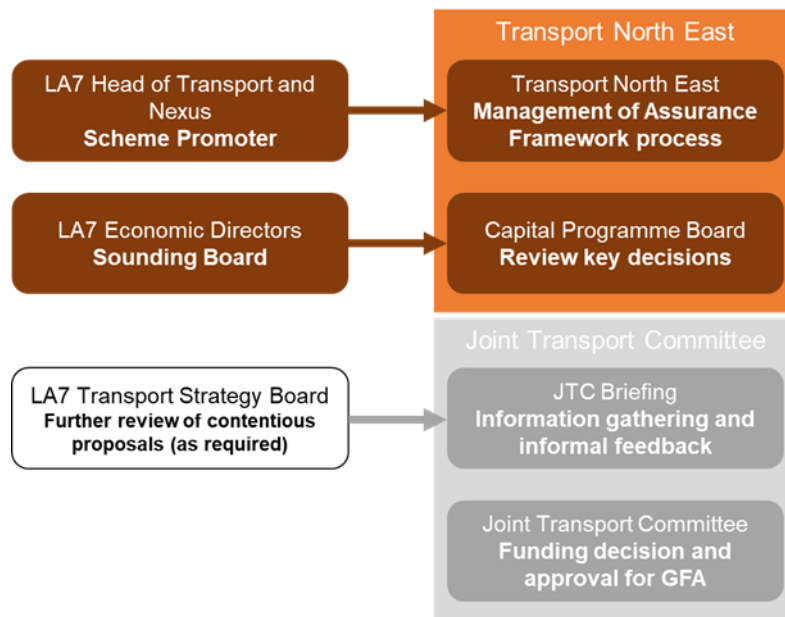
The North East Transport Assurance Framework and the North East Combined Authority Constitution outline, in detail, the governance arrangements and decision-making processes for all financial matters. The internal governance mechanisms and the proposed route for decision making for the Capital Programme Management Framework will accord with the requirements outlined in both documents. Any capital programme changes will be managed through existing mechanisms, with all final decision-making responsibilities held by the JTC. Section **4. Capital Programme Management** will outline the exact decision route for each individual change scenario to the capital programme.

In broad terms, the governance of our capital programme will be managed by the following:

- Transport Capital Programme Board (Outlines Recommendations)
- Transport Strategy Board (Advisory)
- Joint Transport Committee (Decision Making)

The Transport Capital Programme Board oversees the management of the capital programme on a day to day basis and is the first formal point at which recommendations for changes to the capital programme will be made, the Transport Strategy Board provides oversight and is advisory to the JTC whilst the JTC will act as the final decision-making body for significant material decisions relating to the capital programme and is ultimately responsible for approving the release of capital funding.

The governance structure for decision making with regards to the capital programme is outlined in the organogram below:



## 2.2 Reporting

Records of any decisions made at JTC meetings are recorded via meeting minutes, these are published on the North East Combined Authority (NECA) website. Records of the outcome of any due diligence processes required for changes to schemes will also be published on the NECA website. Regular updates on the capital programme will be provided to meetings of the JTC and these will be recorded through the JTC meeting minutes. Transport North East will also ensure compliance with government guidelines on publication, where appropriate.

## 3. Pipeline Entry

### 3.1 Transport Pipeline

The purpose of the Capital Programme Management Framework is to detail the operating principles and the governance arrangements for decision-making within the live programme of capital schemes being delivered within the region. It offers stakeholders, including Government, the assurance that there is a robust framework in place to manage transport schemes in an appropriate way, ensuring value for money is maximised.

The North East Transport Plan provides the regional pipeline of capital schemes, this pipeline is comprised of capital enhancement schemes split into seven categories of interventions:

- Helping people to make the right travel choice
- Upgrading North East Active Travel Infrastructure
- Bus, ferry and first and last mile
- Local rail and metro
- Road infrastructure
- Maintaining and renewing our transport network
- Connectivity beyond our own boundaries.

The Transport Plan committed to managing this pipeline of schemes as a live programme, as such there is a need to provide the flexibility to enter schemes into the programme so as to reflect emerging priorities or to continue to be responsive to potential funding opportunity. It is worth noting that once a scheme is ascribed to a particular funding source for delivery it is deemed to be part of the capital programme. In advance of that it is included as part of the Transport Pipeline as a scheme requiring development. All schemes which seek funding administered by JTC must be included within the Transport Plan pipeline.

### **3.2 Managing the Transport Pipeline**

The region has a track record in selecting and prioritising projects which balance objectives around the economy, environment, and society. It is important that the transport pipeline is considered to be a live programme that can be frequently updated, as such, a prioritisation process has been developed incorporating assessment against the vision and objectives of the North East Transport Plan to ensure strategic fit, in addition to the following considerations:

- Deliverability
- Scheme costs
- Value-for-Money
- Local Contribution
- Risk

Underpinning the transport plan pipeline are project proformas which summarise the detail of the schemes and which can be used as a reporting and monitoring tool. These link in turn to the region's Transport Assurance Framework which provides a series of assurance gateways, detailing how schemes progress from concept to delivery using an eight-stage process, therefore, some degree of prioritisation will have already been carried out prior to commencing more detailed scheme development and appraisal work.

In order to enter schemes into the regional transport pipeline and ultimately the capital programme, scheme promoters will be required to complete a proforma setting out details of the scheme, key objectives, outputs and a likely scheme cost alongside a programme of delivery. These proformas do not replace the need for the appropriate level of business case to be developed in accordance with Assurance Framework.

Completed proformas will be provided to the Programmes Team who will report the inclusion of pipeline schemes to Transport Capital Programme Board and Transport Strategy Board, subject to the satisfactory completion of the required proforma and any necessary due diligence. Scheme entry will be formally completed with inclusion in the North East Transport Plan when it is refreshed and adopted by the JTC, however, any schemes which provide satisfactory proformas will be considered to be part of the live capital programme prior to formal inclusion within the Transport Plan.

Project proformas are to be regularly updated by scheme promoters to reflect the development of schemes in accordance with the Assurance Framework. Development of schemes will be

reported to the Transport Capital Programme Board, Transport Strategy Board and Joint Transport Committee at regular intervals.

## 4. Capital Programme Management

### 4.1 Background

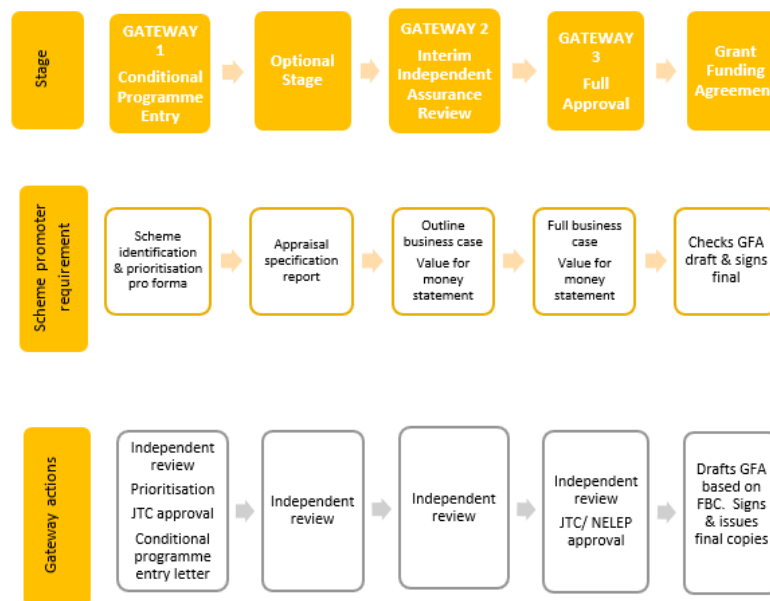
The regional Transport Assurance Framework sets out the detailed governance and decision-making arrangements, agreed with the Department for Transport, for supervising funding allocated to the North East Joint Transport Committee. However, the Assurance Framework does not cover the decision-making processes and change control practices which are necessary to mitigate delivery risk and provide the effective management of a live capital programme.

The Programme Management Framework therefore is complementary to the Assurance Framework, as it outlines those change controls and decision-making processes specifically in relation to the delivery of our live capital programme, including project and programme management control processes, prioritisation, and the reallocation of previously agreed funding where deliverability is constrained. The Programme Management Framework provides and establishes the procedures for decision making across the entire transport capital programme regardless of funding stream.

### 4.2 Decision Making

Once a scheme has been entered into the capital programme a range of funding opportunities will be sought. In order to be approved for funding scheme promoters must follow the detailed guidance set out within the North East Transport Assurance Framework.

Once schemes have an identified source of funding, have been provided indicative allocations, and are progressing through the Assurance Gateways outlined within the Assurance Framework schemes will be considered to be at the conditional programme entry stage, the JTC will not approve final funding allocations until a full business case has been assured and subsequently a Grant Funding Agreement has been signed as a deed with the scheme promoter. The Transport Assurance Frameworks Assurance Gateways are detailed below:



The following section (**4.3 Change Controls**) details the change controls and the decision-making route where a scheme has been provided with a funding allocation and is considered to be at the conditional programme entry stage but has been subject to:

- Significant changes; or
- Instances of Underperformance or Non-Performance

Section **4.4 Resolutions** will cover the impact of potential outcomes arising from these occurrences and how programme level changes will be managed and mitigated.

### **4.3 Change Controls**

This section outlines under what circumstances changes to the capital programme may be made, and the decision-making route required to enact those changes.

#### Significant Scheme Changes

If at any stage of the project life-cycle (including all stages of the Business Case development), there are significant changes to the delivery of a scheme previously agreed to be funded and provided with an indicative funding allocation, either due to increases in scheme costs, delays to the scheme programme or other deliverability issues, or if any scheme promoter proposes to change scheme elements which would elicit significant changes in terms of scheme scope, benefits, costs or timing - an assessment of the likely impact (quantified where practicable and possible) of proposed changes would need to be completed, aligned with the Department for Transport (DfT) change process. Through scheme promoter meetings any changes to schemes within the capital programme will be reported to the Transport Programme Team who would be responsible for ascertaining if a change could be considered to be significant, typically, though not exclusively, this would be where there is a variance of >10% in benefits, costs or delivery timescales.

All significant scheme changes would be presented to the Transport Capital Programme Board, where there is determined to be substantial enough changes, a decision to proceed with the scheme would be required to be agreed by the Joint Transport Committee, key factors which will be assessed and presented to the Joint Transport Committee, include:

- Whether the change in one element (scope, benefits, cost, time) is likely to negatively or positively impact upon the remaining scheme elements.
- The scale and quantum of the proposed change and what the resulting impact as a proportion of the whole programme including financial implications to the programme or expenditure profile resulting from the change.
- Whether the change is likely to negatively or positively impact upon the scheme's overall Value for Money (VFM).

#### Underperformance and Non-Performance

Should a scheme which has been entered into the capital programme and provided with an indicative allocation of funding encounter conditions (e.g. technical, economic, delays) which are likely to significantly compromise the successful delivery of that scheme or have an overall material impact on the delivery of the programme from which the funds are derived, the scheme promoter will have a period of time to agree and implement an action plan. If, after the agreed time period set out in the action plan the scheme promoter has not been able to undertake corrective action as agreed, further action may be taken. This action may include temporary or permanent suspension of any grant, repayment of any grant incurred or removal

of the scheme from the programme. The Capital Programme Board will be responsible for determining if an action plan is required and the detailed actions outlined within action plans, failure to meet the requirements of an action plan will be reported to the JTC who will be ultimately responsible for determining what subsequent measures will be taken.

#### **4.4 Resolutions**

This section outlines what resultant actions may be taken as a consequence of Significant Scheme Changes or instances of Underperformance or Non-Performance and what changes may arise at the programme level as a result, including the necessary decision-making route to approve programme level changes.

##### Scheme Removal

If any scheme is determined to be undeliverable either as a proposal or within the allotted timescales dedicated to the programme of funding, if scheme changes are so substantial that it would warrant removal from a programme, or if a scheme promoter wishes not to proceed with a given scheme, this would be reported to the Transport Capital Programme Board and onwards to the Joint Transport Committee along with a recommendation to either reduce the scale of the programme or to replace the scheme with another scheme. This would also necessitate Transport North East to inform the DfT or relevant funding body and to align with any specified funder change processes.

##### Reallocation and Re-prioritisation

Should a scheme be removed from a programme, in the first instance, any existing overprogramming present would be reduced. Should the removal of a scheme necessitate the re-allocation of funds, it is proposed that funds would be allocated to existing pipeline schemes, with priority given to those schemes previously submitted and included within the Transport Plan or those already within the programme which the specified funding is derived. When selecting a replacement scheme consideration will be given to:

- Affordability
- Deliverability
- Value for money
- Local Contributions
- Risk

This will ensure that an appropriate addition, extension of an existing scheme or replacement is selected. Where there are multiple schemes with the potential for programme entry prioritisation will take place, which will take into account the objectives of the funding stream and the aforementioned criteria. New entries to a programme would be proposed at the Transport Capital Programme Board and taken onwards for decision at the Joint Transport Committee.

## **5. Scheme Delivery**

### **5.1 Management**

Transport North East will carry out programme management of the capital programme and the agreed transport schemes within the north east programme, on behalf of the JTC, to ensure their delivery by scheme promoters. The identification of schemes, development of scheme proposals and completion of business cases is the responsibility of scheme promoters. This working arrangement will be underpinned by the establishment of formal grant funding

agreements that protect the financial interests of the JTC and enables the JTC to fulfil its responsibility to deliver value for money whilst setting out respective responsibilities including reporting and audit requirements.

## **5.2 Monitoring and Evaluation**

The Transport Programme Lead will be responsible for overseeing the day to day project delivery, monitoring and evaluation of the capital programme and will report to the various governance board and onwards to JTC on a regular basis and as required.

Once funding agreements have been signed for individual schemes, schemes will move from development to the delivery phase. There are a number of processes which support project delivery. Some of these will be undertaken for every project, where others will be invoked where necessary. The general approach will be to evaluate projects where lessons can be learned to inform future funding bids and where innovative approaches are being delivered. The detail of this will be discussed with individual projects at the earliest opportunity, however, all schemes will be expected to accord with the North East Monitoring and Evaluation Framework which outlines the specific requirements schemes will be expected to adhere to.

## **5.3 Risk Management**

Monthly capital programme updates are produced and presented to the Capital Programme Board, these updates contain both capital programme and scheme specific risk assessments. Schemes are ranked as red, amber or green according to progress and specific scheme level issues. Any projects ranked as red will be regularly reviewed to determine if action plans in line with the detail outlined in section **4.3 Change Controls** are required or to agree any mitigating immediate action/intervention.



## North East Joint Transport Committee

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**Date:** 26 October 2021

**Subject:** Appointment to Transport for the North, General Purposes Committee

**Report of:** Monitoring Officer - Transport

### Executive Summary

Transport for the North have recently established a General Purposes Committee to provide direction in relation to any matter other than rail franchise matters which is not reserved to the Transport for the North Board.

This report seeks approval for the appointment of representation to the General Purposes Committee.

### Recommendations

The North East Joint Transport Committee is recommended to:

- i. Nominate Councillor Martin Gannon as Member and Mayor Jamie Driscoll as Substitute Member to represent the regional group comprising NECA and NTCA on the Transport for the North General Purposes Committee.

## **1. Background Information**

- 1.1 On 1 April 2018, Transport for the North (TfN) became a Sub-National Transport Body. It has a local government-type governance structure comprising a Board, Rail North Committee, Scrutiny Committee and Audit Committee.
- 1.2 At its AGM on 29 September 2021, Transport for the North agreed that a General Purposes Committee should be established and has subsequently invited nominations for membership.
- 1.3 Membership of the General Purposes Committee must be made from Members and Substitute Members of the Transport for the North Board.

## **2. Proposal**

- 2.1 It is proposed to nominate Councillor Martin Gannon as Member and Mayor Jamie Driscoll as Substitute Member to the General Purposes Committee to represent the regional group comprising North East Combined Authority and North of Tyne Combined Authority.
- 2.2 Councillor Gannon and Mayor Driscoll are the lead representatives on the Transport for the North Board nominated by their respective Combined Authorities.

## **3. Reasons for the Proposals**

- 3.1 The proposals will enable NECA and NTCA to participate in the Transport for the North General Purposes Committee.

## **4. Alternative Options Available**

- 4.1 None

## **5. Next Steps and Timetable for Implementation**

- 5.1 The proposed appointments will be submitted to Transport for the North for agreement at the next Transport for the North Board on 24 November 2021.

## **6. Potential Impact on Objectives**

- 6.1 The appointments will enable NECA and NTCA to properly discharge their functions, thereby assisting in the delivery of their objectives.

## **7. Financial and Other Resources Implications**

- 7.1 There is no specific provision in the budgets to support expenses associated with membership of outside bodies and it is anticipated that these will be met by the constituent authorities.

## **8. Legal Implications**

8.1 The terms of reference of the General Purposes Committee are set out in Transport for the North's Constitution.

**9. Key Risks**

9.1 None

**10. Equality and Diversity**

10.1 There are no specific equality and diversity implications arising from this report.

**11. Crime and Disorder**

11.1 None

**12. Consultation/Engagement**

12.1 None

**13. Other Impact of the Proposals**

13.1 None

**14. Appendices**

14.1 None

**15. Background Papers**

15.1 None

**16. Contact Officers**

16.1 Mike Barker

[mikebarker@gateshead.gov.uk](mailto:mikebarker@gateshead.gov.uk)

**17. Sign off**

- The Proper Officer for Transport:

**18. Glossary**

NECA – North East Combined Authority  
NTCA – North of Tyne Combined Authority  
TfN – Transport for the North

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