



Bus Service Improvement Plan for Hull

June
2024

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Foreword

As the Cabinet Portfolio Holder for Transportation, Roads, and Highways, it's a great pleasure to support and endorse this revision to the Bus Service Improvement Plan (BSIP).



A BSIP is a formal requirement for every local transport authority, such as the council since it helps to promote collaborative working between us and the bus operators within our area.

In practice, Hull City Council, East Yorkshire Buses, and Stagecoach have been working closely together to enhance bus services in the city for many years, through the Hull Bus Alliance (HBA).

Established in 2022, as an evolution of the quality bus partnership, the alliance aims to improve bus services and ensure that residents and visitors in Hull have access to reliable and affordable transport options.

In December 2023, the alliance received Enhanced Partnership status from the Department for Transport (DfT) and is now working towards the delivery of various improvements.

These include increasing the frequency, reliability, and punctuality of bus services to and from Hull, and providing more late evening and weekend services to promote and support the evening economy. The alliance is also promoting public engagement through bus forums and HBA Drop-in sessions, to streamline bus user feedback.

As a partnership, the alliance is also focused on developing its communications with passengers and potential new customers, as well as making it easier to find timely and relevant service information.

This document outlines the strength of the HBA's continued partnership, and shared desire to give Hull residents, businesses, and visitors the bus services they expect and deserve.

It is only by achieving this, that we will encourage people to choose buses as their preferred mode of transport.

Councillor Mark Ieronimo

**Portfolio Holder - Transportation,
Roads and Highways**



1.0 Introduction

Welcome to Hull's Bus Service Improvement Plan (BSIP). The purpose of this document is to provide an update on how Hull City Council, together with its partners, intends to further develop bus services in the city and beyond, with reference to the Department for Transport's (DfT) National Bus Strategy (NBS) - Back Bus Better 2021, and NBS Guidance to Local Authorities and Bus Operators (DfT, 2024).

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

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

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

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

- **Reduction in carbon emissions**
- **Air quality improvement**
- **Public health**
- **Multi-modal travel**
- **Economic regeneration and employment growth**

It will ensure that there is synergy across all modes of travel, and that related development, investment, and associated projects are aligned, to achieve the HBA's wider ambitions. This plan showcases our ambition, and what our strong, unified bus partnership has achieved through the years, together with our commitment to further progress.

Support from the Department for Transport (DfT) has been vital in helping us to work towards our shared vision for our strategically located northern city, its residents, businesses, and visitors, for 2025. We require continued support to make our ambitions a reality.



1.1 Hull's Bus Alliance (HBA) and Enhanced Bus Partnership (EBP)

Hull's bus network is well served by two well-established and major bus companies: East Yorkshire Buses and Stagecoach East Midlands (registered as Lincolnshire Road Car Co Limited). An excellent working relationship exists between the bus companies and the local authority in the guise of a Quality Bus Partnership (QBP) - now renamed as the Hull Bus Alliance, led by the Cabinet Portfolio Holder for Transportation, Roads and Highways.

The Hull Bus Alliance also attends joint public scrutiny meetings at the Local Transport Authority. As the city is surrounded by the East Riding of Yorkshire Council (ERYC), the two bus companies operate cross-boundary to accommodate the travel to work area (TTWA) to the north, east and the west of Hull. Bus services also link Hull to North and Northeast Lincolnshire in the south, via the Humber Bridge. The HBA opted for Enhanced Bus Partnership (EBP) and in December 2023, its EBP Plan and scheme were approved by DfT.

1.2 BSIP context

This Bus Services Improvement Plan (BSIP) was originally developed in 2021, in response to the UK Government's National Bus Transport Strategy. Promoting the use of public transport is its key

focus, as is the need to connect with walking, cycling, trains and potentially bus rapid transit systems to achieve objectives.

1.3 Consultation

In May 2022 the views of residents and businesses in Hull about local transport were gathered through public consultation. A transport survey questionnaire was shared with all households (and made available online) to collect people's feedback on their experiences of using the transport network. The results of the survey have been published and can be found at <https://data.hull.gov.uk/wp-content/uploads/Peoples-Panel-July-2021-BasicAnalysis.pdf>.

The survey identified that residents are concerned about congestion and believe that recent changes have exacerbated delays on the network. Alongside the transport questionnaire, a transport summit was held with key stakeholders in the city, to consider important strategic issues that should be addressed when the Local Transport Plan is revised.

1.4 City background

1.4.1 Location and connectivity

Hull is a port city of strategic importance to transport for the north of England. It is situated on the northern banks of the Humber estuary, surrounded by the East Riding of Yorkshire Council (ERYC), 25 miles (40 km)

from the North Sea. The port specialises in handling a range of bulk commodities and is home to the UK's first enclosed cargo handling facility. The A63 is the major trunk road which connects the port to other parts of the country.

- Hull is well connected by intercity railway lines. TransPennine Express, LNER (London Northeastern Rail), Hull Trains, and Northern Trains are the railway operators that serve the city. There are regular intercity railway services to London, Leeds, York, Sheffield, Liverpool, and Manchester from Hull.
 - Bus services from Hull Paragon Interchange are provided by East Yorkshire Buses and Stagecoach
- East Midlands. Together, they operate a total fleet of 225 buses on 46 bus routes from the interchange. 34 of these routes operate primarily within the city boundary, and their performance against KPIs is shown in section three.
- Hull has a vision for transforming to a Smart Green City. This necessitates promoting and enhancing lesser polluting modes of transport.

Figure 1.1 Hull: Location



1.4.2 Major trip attractions

The City of Hull is surrounded by the ERYC and rural county council areas, whose residents regularly travel to Hull for leisure and medical purposes.

- Hull was declared the UK City of Culture in 2017 and hosted the Turner Prize. Major annual events in Hull include the Humber Street Sesh (August), Freedom Festival (September), Hull Fair (October), and Hull Pride.
- Notable attractions in the city include the Minster, the River Hull tidal surge barrier, Maritime Museum, Transport Museum, Ferens Art Gallery, and The Deep aquarium. (Appendix 4)
- Concerts and local events are organised at Connexin Arena, Zebedee's Yard, Humber Street, Trinity Market, Sewell Group Craven Park Stadium, Hull New Theatre, Hull Truck Theatre, Walton Street (Anlaby Road), The Marina, and Hull City Hall.
- MKM stadium and Sewell Group Craven Park Stadium host football and rugby matches.
- Hull Royal Infirmary and Castle Hill hospitals are renowned multi-specialty NHS hospitals serving residents of both Hull and the ERYC.



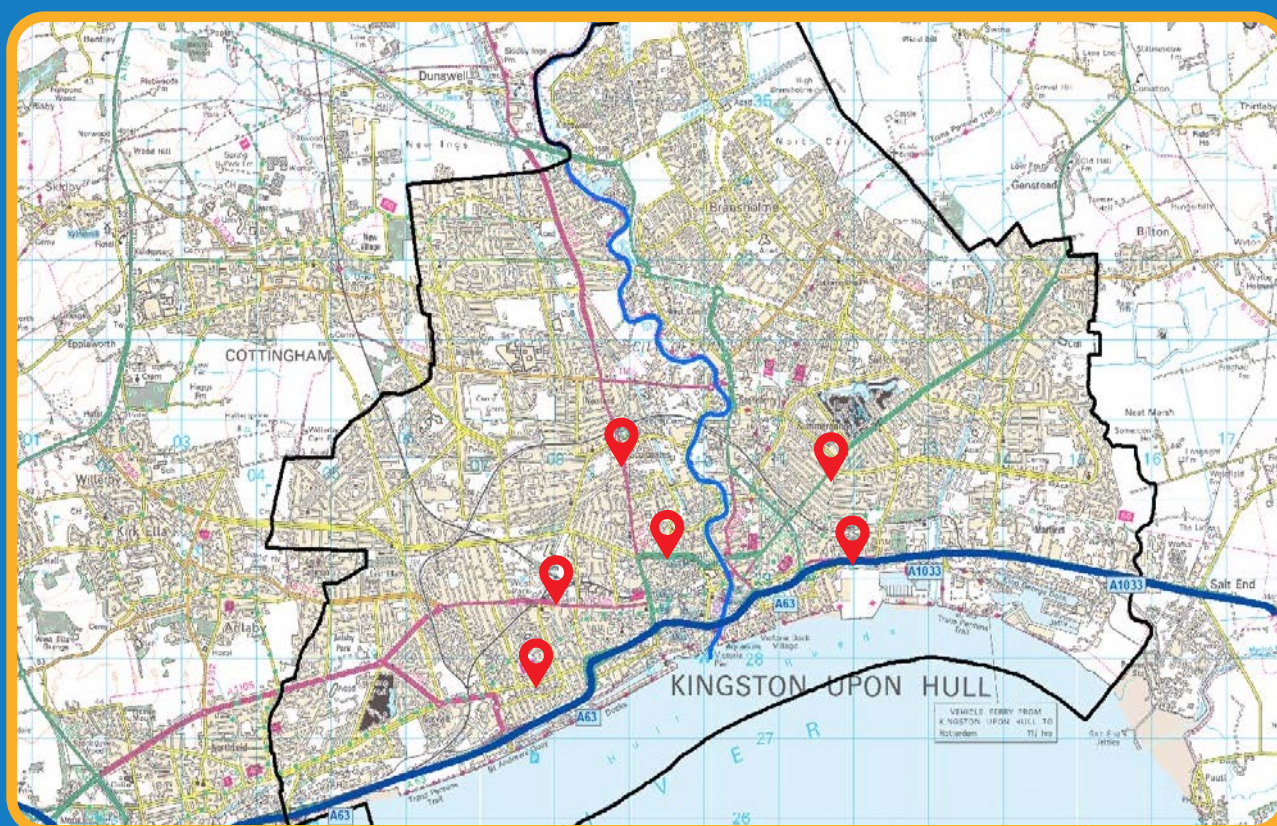
1.5 BSIP plan area

Hull is a very compact seven-mile by five-mile city, with very little in the way of suburbs. It sits like one half of a spider's web on an estuary, with a major Highways England trunk road (A63) running east to west through it. Hull is also split in two by a working tidal river which is crossed by moving bridges, so making the best use of road space is critical to support free movement around the city.

The BSIP area is presented in Figure 1.2. The Hull City Council boundary is surrounded by the ERYC to the east, west and north sides, and by the River Humber to the south. The plan area covers a land area of 27.88m² (7222.79 hectares). Hull City Council's land area is presented in Figure 1.2.

- **Beverley Road:** city centre to the north
- **Holderness Road:** city centre east to west
- **Hedon Road:** city centre to south east
- **Spring Bank Road:** city centre to the west
- **Anlaby Road:** city centre to the west
- **Hessle Road:** city centre to south west

Figure 1.2 Geographic area covered by the BSIP for Hull



Residents in the combined ERYC and Hull City Council areas, regularly commute across council boundaries for work, education, and leisure.

1.5.1 BSIP plan period

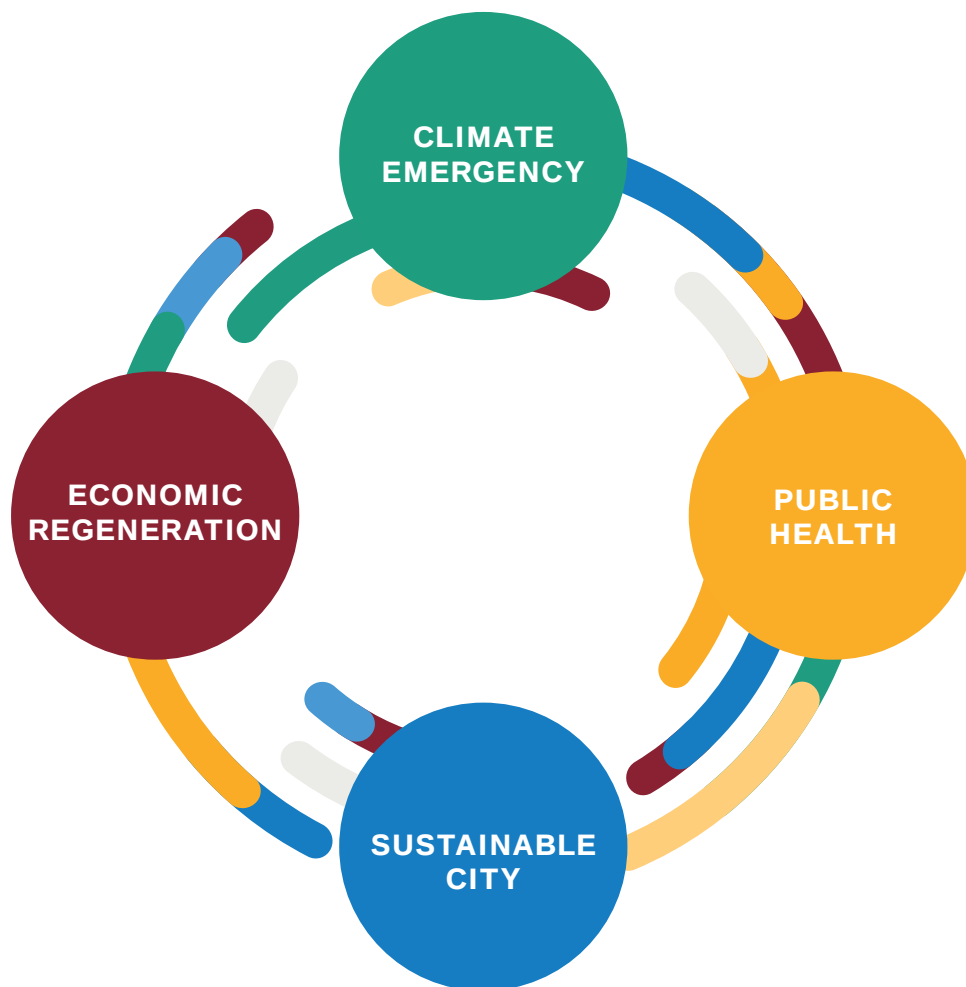
This BSIP covers the period from June 2024 to 2035. It will be reviewed against the requirements set out by the DfT, and

the Local Transport Plan (LTP). The LTP is currently under review, and the BSIP will be updated in line with any new provisions.

1.5.2 BSIP review

Continuously reviewing this BSIP, to ensure that it takes account changes in the LTP and feedback from consultation with stakeholders and service users, will ensure that buses continue to play a key role in achieving Hull's ambitions for a sustainable, healthy city that encourages managed growth. It will also guarantee that new opportunities are explored, and that appropriate infrastructure is established to deliver easy-to-use, and valued travel.

There are several important performance targets, suggested by National Bus Strategy guidance, such as bus journey times and reliability, which are included in this BSIP. However, it's also important to understand that working towards these targets can have a strong positive impact on a wider set of development objectives, relating to climate, public health, sustainability, and economic regeneration. Whilst it is always possible to make tenuous links to a wide range of outcomes, this BSIP focuses at a high level on just four objectives.



1.6 Carbon Strategy

Hull City Council's decision to declare a climate emergency in March 2019 was a significant moment in our history - the point at which we made our commitment to carbon neutrality. It will be a key force in shaping Hull's future, during the next ten years and beyond. Hull City Council is committed to promoting the use of public transport to reduce carbon emissions and improve air quality, which in turn improves the health and well-being of residents.

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

This is a big challenge, and one that requires significant policy and funding change which can only be delivered by Government. To support Hull in achieving this vision, Hull City Council engaged Carbon Trust, a company that works on decarbonisation, to identify what we need to do to reduce emissions to net zero by 2050. (Carbon Trust, 2020).

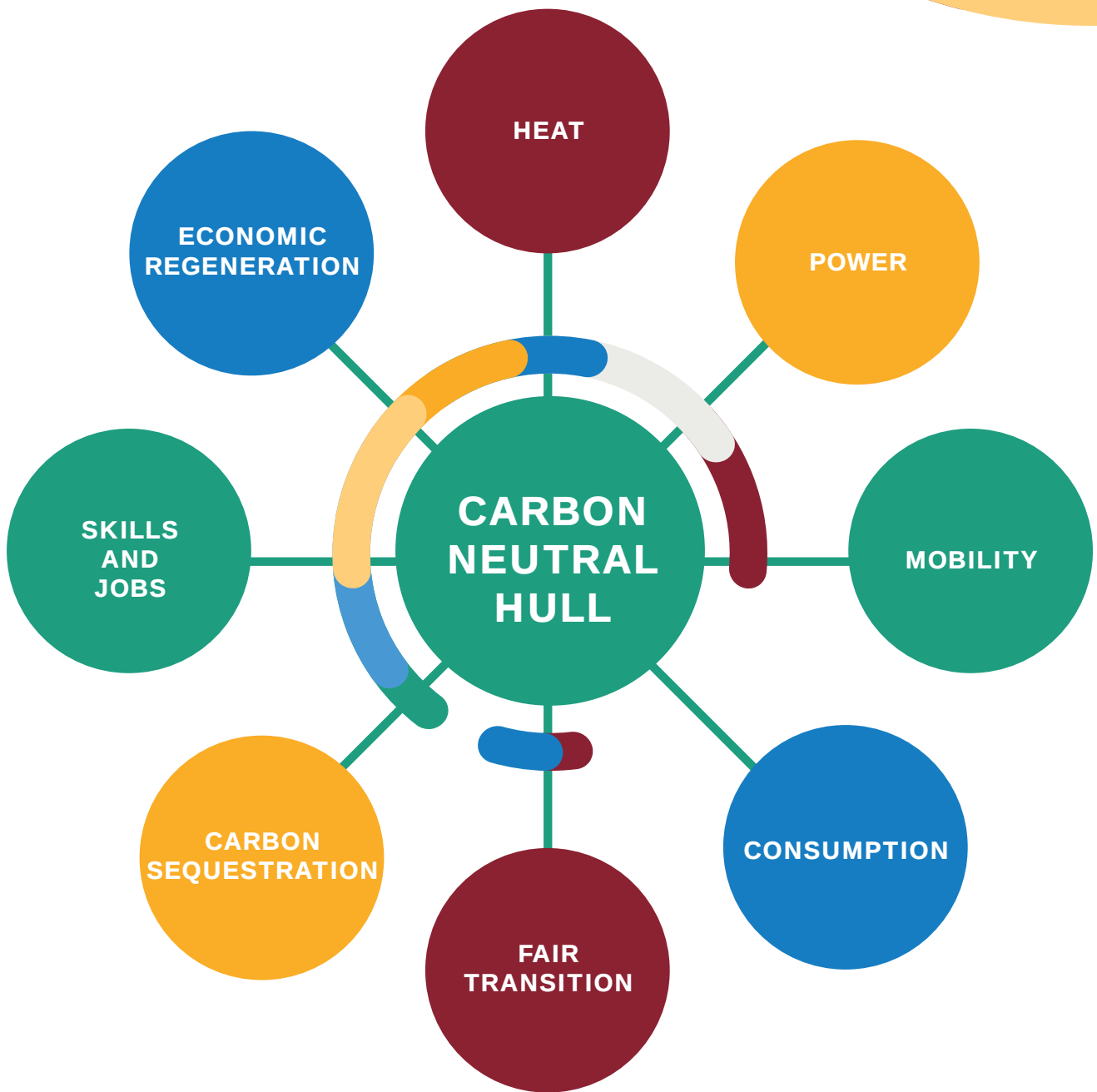
The strategy is based around eight interlinking themes, relating to the economy, society, and sustainability, and sets out 34 challenges as focus points for our efforts to become carbon neutral by 2030. The themes are interdependent, and it is only by seeing these in the round and working across them,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

1.6.1 Decarbonising transport

Carbon Trust suggested the following strategies to support the decarbonisation of transport in Hull: (Carbon Trust, 2020).

To achieve its decarbonisation goal, Hull will need to generate much of its electricity from renewable energy sources locally, making use of roofs and land, inside and outside the city. The way we move in and around the city will be significantly different as we walk and cycle more. We will also, through investment in infrastructure, make public transport the

easiest and first choice for travel. Our public transport, cars, freight trains, lorries, boats, and ships will be powered by using less polluting fuels. Hull City Council continues working to bring together cross-party commitment on carbon reduction, health targets and mobility.



1.7 Strategies from the Local Transport Plan (2011-26)

Local transport plans (LTPs) set the strategy for the management, maintenance, and development of an area's transport system. Hull's current plan, LTP3 was published in 2011 by Hull City Council. It follows on from two previous 5-year plans and was drawn up to take a longer-term view, covering the

15-year period from 2011-26. Whilst we are still in this period, much has changed since 2011. Work on the next 15-year plan for 2027 – 2042 is underway, and future revisions of the BSIP will reflect key changes made in the next LTP.

Key changes:

- The City Council has declared a climate emergency in recognition that a business-as-usual approach will not achieve sufficient change quickly enough.
- A 10-year city plan for Hull has been developed, to create jobs for local

people, deliver major investment and reduce household and welfare bills.

- Transport for the North has been established as a statutory transport body, and they have produced a new Transport Plan for the North.

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

The LTP3 (2020 – 2026) has set the following priorities for the city:

Priority 1: A cycling and walking city

Priority 2: City public transit corridors

Priority 3: Strategic connectivity

Priority 4: Smart Green City

Making walking and cycling a preferred choice for short trip length is our priority as emphasised in our LTP. The city center will continue to be transformed by a network of high-quality pedestrian streets and public spaces, integrated with public transport services, and cycling infrastructure.

Buses are an essential form of transport, and this is particularly so for Hull due to low levels of car ownership in the city, and its socio-economic make up. Buses are set to play a vital role in the future, as we seek to make a positive impact on climate and public health and connect services to other forms of transport including walking, cycling, and emerging new travel modes.

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

1.7.1 Strategies for Hull city transit

The Local Transport Plan's vision is to promote active travel for short trips and develop well-connected transit corridors. At present, 22% of Hull's emissions come from the transport sector. (HCC - LTP3, 2023). With the allocated Zebra 2 funding in 2024

and additional capital investment from the bus operators, 40 new electric buses will be introduced in Hull. Action points relating to the development of public transport strategy, as outlined in the LTP 3 (Hull City Council, 2020), are:

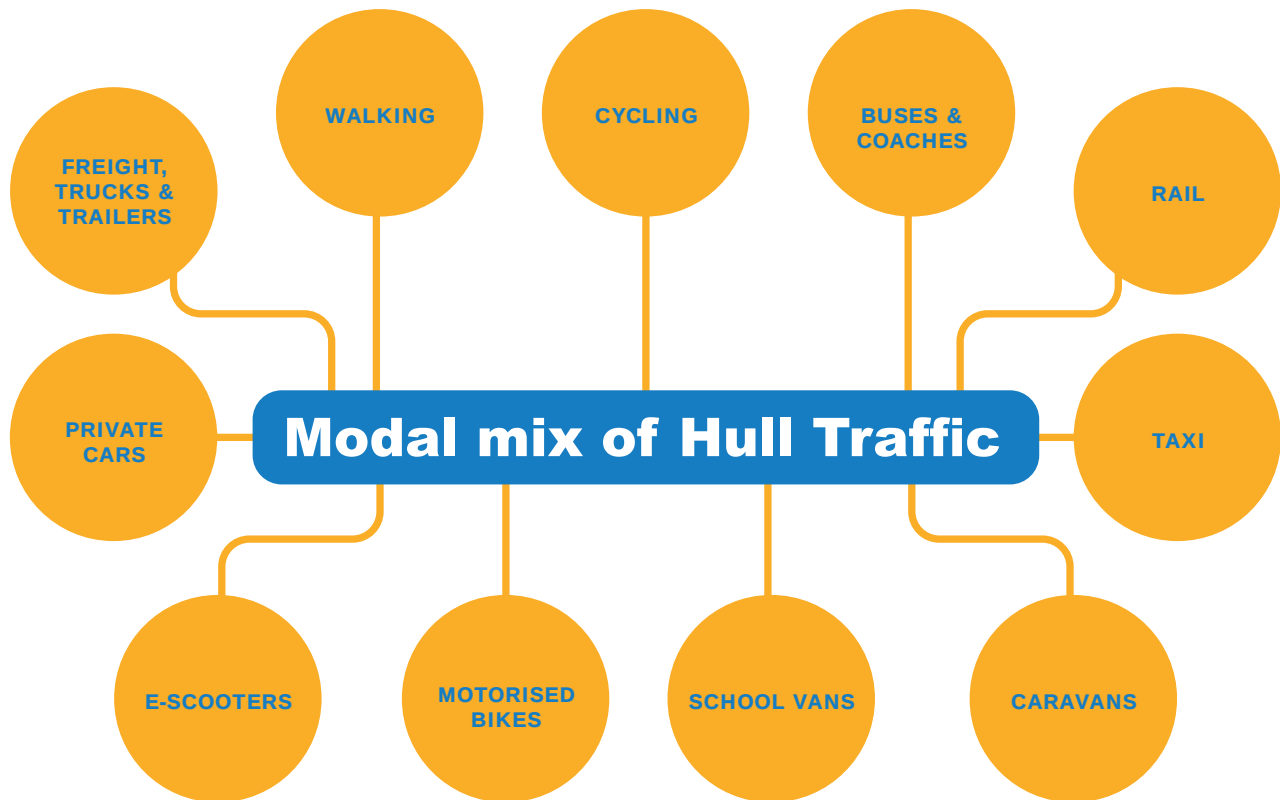
- Support quicker and more reliable bus and Park & Ride journeys by prioritising these services to deliver faster journey times.
- Promote sustainable travel modes (bus, walking and cycling) in key corridors, within the city and beyond.
- Support better integration and interchange between bus, rail, cycling, walking and car journeys.
- Ease congestion on the network by addressing any reasons for delay.

Plans for each of these have been set out by the Local Transport Plan. There is strong demand in Hull for public transport, since 40% of households do not own a car. Therefore, improving the number, speed and reliability of bus services will promote bus patronage, and active travel. This will be achieved by finding and addressing root causes of poor performance and taking a multi-perspective approach to identify the most appropriate and cost effective, sustainable solutions.

It is also recognised that new forms of last mile connectivity will continue to develop, and seamlessly integrate with the wider public transport system. These include but are not limited to automated/self-driven vehicles, and multimodal transport hubs. The public transport improvement initiatives proposed by the draft LTP3 scheme are:

- Review existing bus priority measures within strategic corridors.
- Develop mini interchanges at district centres.
- Improve main radial corridors to support sustainable transport.
- Improve the Stoneferry corridor (A 1165) to increase capacity and add cycle tracks – completed.
- Address reasons for delay in strategic corridors.
- Undertake a feasibility study for the creation of a park & ride facility for the north of the city.
- Conduct a feasibility study for rapid transit buses.

Figure 1.3 Multimodal mix of Hull Traffic



1.8 Hull Community Plan (HCP) (2024 – 2034)

Hull community plan is shaped by and for the people of Hull. Our six ambitions for Hull and how these are addressed in BSIP is as follows:

1. Ambition: Safe and welcoming neighbourhoods:

Community Plan: To provide safe streets with good transport making it easier to get around.

BSIP Proposal: This is addressed in BSIP through its improvement plans for enhanced bus frequencies and new routes.

2. Ambition: A healthier and fairer Hull
Community Plan: To develop comprehensive and integrated services ensuring equality of access and targeted support when needed.

BSIP Proposal: BSIP proposes improved access to health care through Demand Responsive Transport (DRT) in partnership with ERYC for Castle Hill Hospital and Hull Royal Infirmary and additional new routes connecting East Hull to Castle Hill Hospital.

3. Ambition: Reaching our potential:

Community Plan: Children and young people have access to good health, education, and transport.

HCC Provision: Hull KAT card, for under 19 years is subsidised by Hull City Council, to facilitate young people having access to public transport at a discounted fare.

4. **Ambition: Economic growth that works for all:**
Community Plan:
 - a) Improve access to work and connecting people to opportunities.
 - b) Improve transport and digital connectivity and choice.**BSIP Proposal:** Enhanced bus frequencies in the key transit corridors and routes connecting major employment and commercial area.
5. **Ambition: Responding to climate and nature emergency:**
Community Plan: Carbon Neutral City by 2030, Net Zero by 2045.
BSIP Proposal: HCC and ERYC jointly secured ZEBRA 2 funding. This funding in

addition to the Stagecoach East Midlands and EYB's capital will introduce 40 zero emission electric buses to the network, upgrading its fleet and help in improving the air quality for Hull's residents.

6. **Ambition: Our Culture, our heritage our city**
Community Plan: Our culture and heritage will champion accessibility for all.
BSIP Proposal: Public transport in the city provide equality of access and take into consideration the varied needs of its user groups. A regular interaction is planned with special user groups help to understand the transport needs.

1.9 Collaboration with neighbouring local authorities

Hull is surrounded by the East Riding of Yorkshire, North Lincolnshire, and North East Lincolnshire councils. As a result, Hull's two bus companies operate cross boundary, to support the travel to

work journeys of residents in each local authority area. This is achieved with close links to bus services to North and North East Lincolnshire.

1.9.1 Devolution of Hull City Council (HCC) & ERYC

HCC and ERYC have proposed a devolution deal in 2023, which would create a combined authority that acts as a strategic entity, to add value at a more strategic and wider geographic level. A public consultation was conducted in the months of January and February 2024 to understand the collective opinion of the wider population. The results of public consultation are yet to be announced.

A good relationship exists between Hull and its neighboring authorities. Conversations continue to take place to ensure there is synergy between individual BSIPs, and there is a willingness to work together on shared goals. If the Devolution deal is finalised, the

authorities will discuss and share a timeline with the DfT, to produce a combined BSIP document for the total geographic area of HCC and ERYC, in 2025.

Outcomes of Hull's successful relationship with the ERYC, include the joint funding application made to Transport for the North for a bus priority scheme feasibility study, the joint application for ZEBRA 2 (Zero Bus Emissions Bus Regional Areas) funding, and joint proposals for demand responsive transport for medical services for hospital appointments in West Hull. Additionally, a joint Enhanced Partnership Officer role is proposed between the councils for improving the cross-boundary bus partnership working.

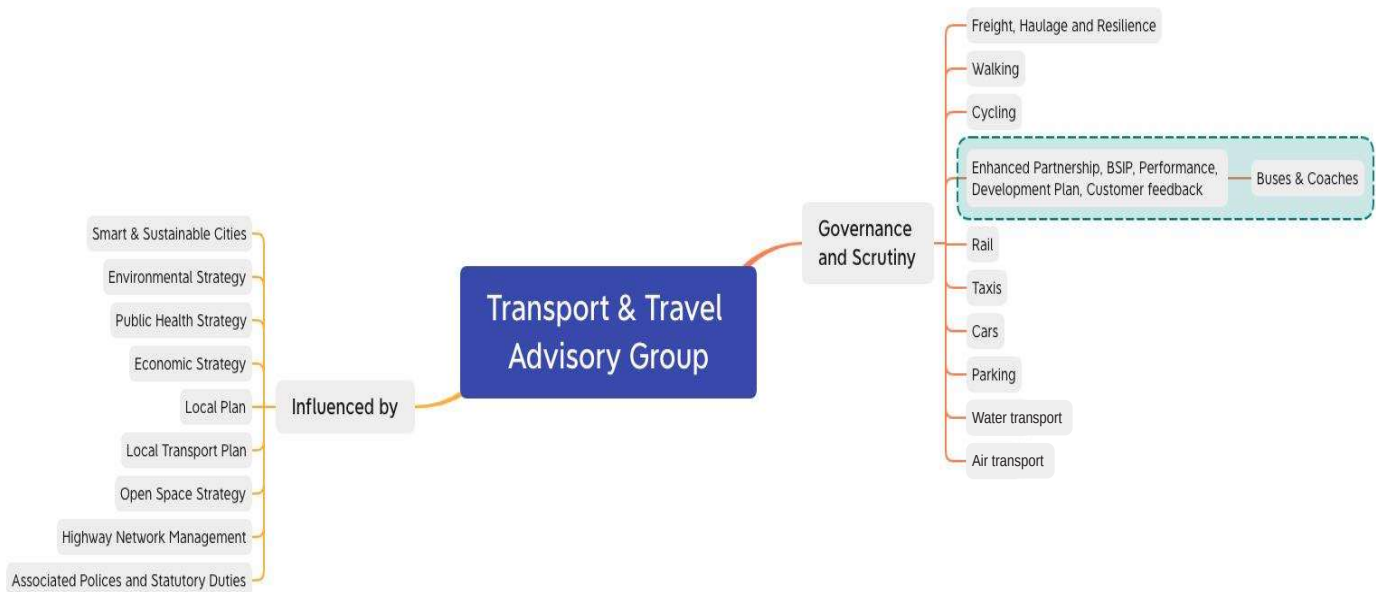
1.10 Governance

Hull City Council's Portfolio Holder for Transport attends Hull Bus Alliance meetings, and representatives of the Hull Bus Alliance attend joint public scrutiny meetings at the Council, which is the Local Transport Authority. As with climate change, Hull's Leader of the Council and the Chief Executive recognise that improving transport needs both long term vision, and a political cross-party approach.

To enable this to happen and to strengthen overseeing, governance, and openness, the Council's leadership requested that a political cross-party transport group be established. As a result, the Travel and Transport Advisory Group (TATAG) is proposed, with responsibility for overseeing all the modes of travel shown below.

Consequently, the progress and achievements of the Enhanced Partnership strategy and BSIP, are reportable and accountable to the TATAG going forwards, as are resident, business, and visitor feedback. This does not negate the need for public scrutiny, which continues. Figure 1.4 illustrates how TATAG takes account of the related aims, plans and policies of different travel and transport strands. It also demonstrates how the Enhanced Partnership and the BSIP are overseen by TATAG.

Figure 1.4 - TATAG and relationships with BSIP and Enhanced Partnership



1.11 HBA subgroup responsibilities

1.11.1 HBA Transport operations subgroup:

Work on ambitions relating to bus services under the DfT theme: faster, reliable, more frequent, cheaper, more comprehensive,

easier to understand, better integrated with other modes, better to ride in and reduction in carbon emissions from transport.

1.11.2 HBA Transport Interchange subgroup:

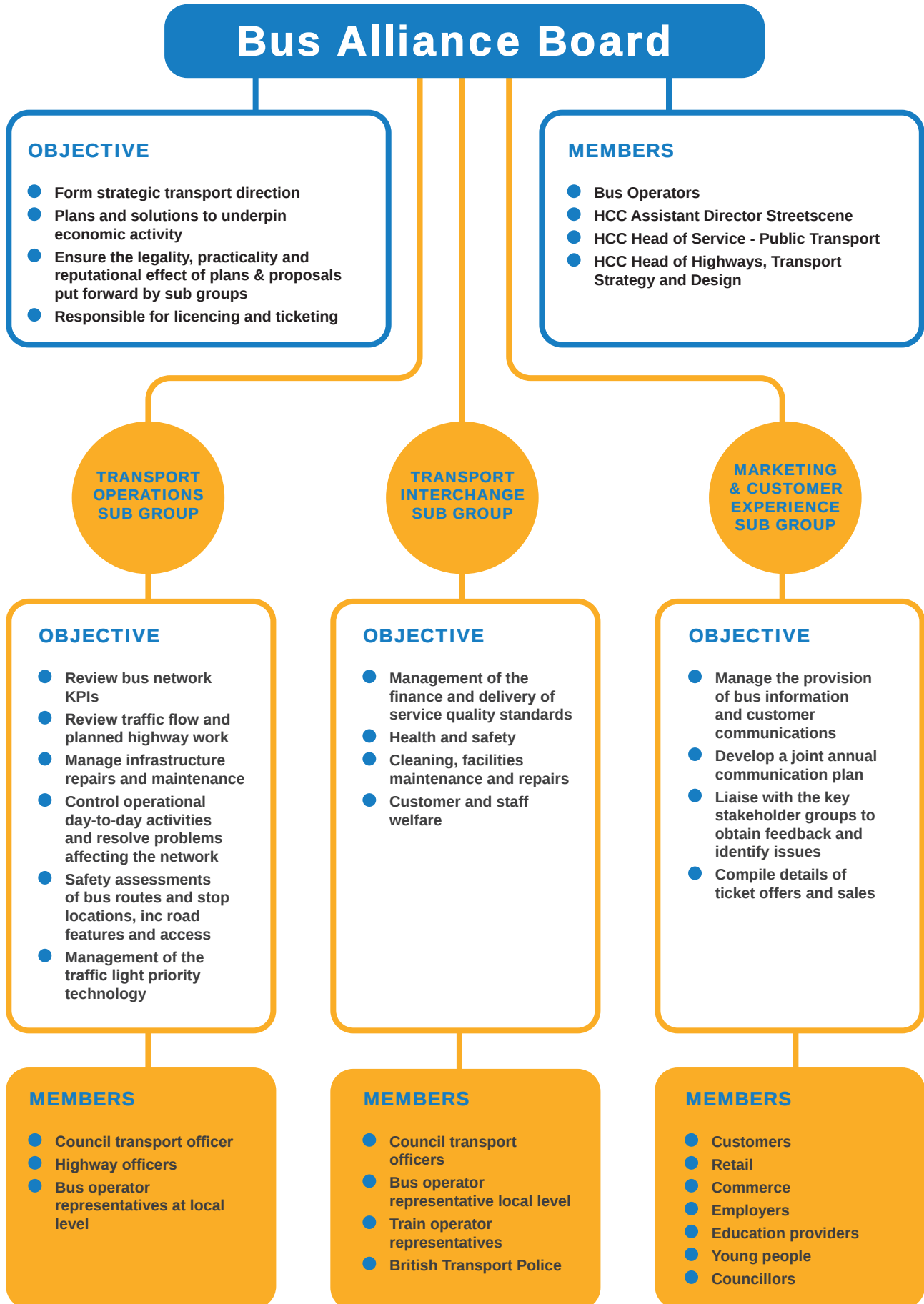
Provide information that is easier to understand, and services that are better integrated with other modes. Implement the

bus passenger charter, request, and review passenger feedback. Improve customer service, and the safety, and security of bus passengers. Monitor and reduce anti-social behavior.

1.11.3 HBA Marketing subgroup:

Market new services, incentives, offers, and promotions. Communicate news of bus service improvements, service changes and the merits of bus travel.

Figure 1.5 Hull Bus Alliance Board



2.0 Our bus vision & overview

This section provides an overview of the city, its location, geography, and demographics, as well as its Local Transport Plan (LTP) and strategies, and how these relate to the BSIP.

Bus vision for Hull

“Our goal is to provide an **efficient, reliable and safe public transport system** that promotes **environmental, social and economic wellbeing**, with key services that accommodate the travel needs of our varied user groups.”



2.1 Hull: Key stats

Hull's population of 267,000 (2021 census) is growing at a rate of 4.2% per annum which is 1.3% less than the average for the rest of England. It has an economic output in terms of GVA (Gross Value Added) of £6.05 billion, and 137,000 jobs. The average per capita income is £22,454 per annum.

Transport services and economic growth are mutually dependent. The key sectors and industries offering the largest employment opportunities in Hull are education (12%), retail (11%) and health (11%) aggregating to 34% of the total job market.

Hull's population density of 9,030/mi² is high compared to 434/mi² for the rest of England. There are 0.3% fewer children in Hull than the average for rest of England. The elderly population in the city is 3% higher than the national average. Hull is ranked the 4th most deprived area in England. 72% of the resident population is employed full time, of which 13.2% are reported to work from home.

Table 2.1 Hull - Key statistics

ATTRIBUTES	HULL (CENSUS, 2021)	ENGLAND (CENSUS, 2021)
Population	267,000	56,490,048
Growth rate from 2011-2021 Per annum	4.2%	6.5%
Area in mi ² (km ²)	27.89 mi ² (71.50 (km ²))	50,301 mi ² (130,278 km ²)
Population density	9030/ mi ² 3,486/ km ²	434/ mi ²
Population proportion aged 5-15 years	12.8%	13.1%
Population proportion aged 16-65 years	66.0%	63.0%
Gross Value Added (Billion £ per annum)	£ 6.048 billion	£ 75.02* billion (GVA of predominantly urban area in England)
		168.28* (GVA of predominantly urban area in England)
Full time workers	72%	55.7% (25,632,523)
Work from home	13.2%	31.5%

Figure 2.1 Key facts of Hull

Hull: Key Facts (Census, 2021)

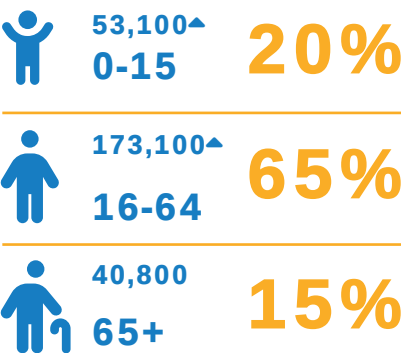
Hull's population
267,100

Population growth
rate, density:
**4.2%,
9030/ mi²**

Dwelling units:
126,200

Age

Median age 35.9



Household Composition:

One Person	39,400	34.2%
Single Pensioner	14,000▲	12.1%
Other Single Person	25,500▼	22.1%
Family	69,300	60.0%
All Pensioners	7,300▲	6.3%
Married: No Children	10,600▼	9.1%
Married: Children	17,100▼	14.8%
Cohabiting: No Children	8,400▲	7.3%
Cohabiting: Children	9,500	8.2%
Lone Parents	15,500▲	13.4%
Other	900	0.8%
Other	6,800	5.9%
With Children	2,500▼	2.2%
All Students or		
All Pensioners	4,200	3.7%

Transport
public transport
usage:
58.6%
passenger trips /
population head


Car
ownership:
No cars:
40.6% of
households
(National Average: 25.8%)

Mode share
of Public
Transport:
8% - 13%
(People's Panel, 2022)
National average: 25.0
passenger trips/population



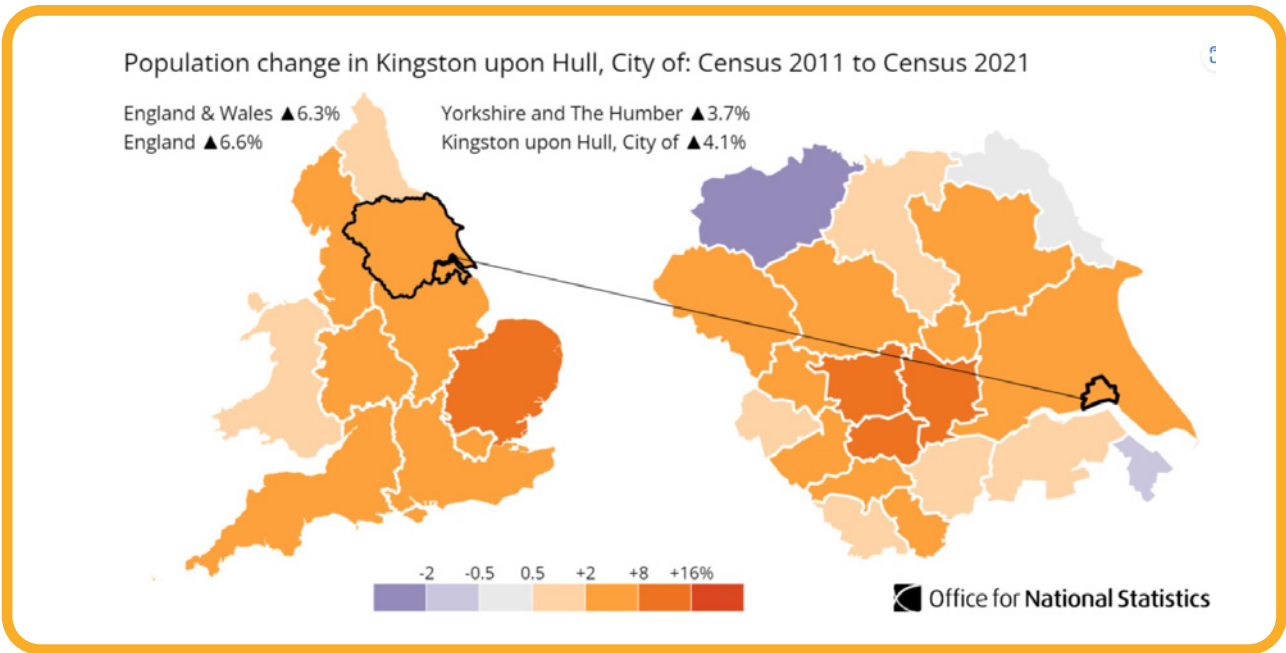
2.2 Hull Demographic Profile

2.2.1 Population

Hull is the fourth largest city in the Yorkshire and Humber region. Population growth has followed a similar trend to that of Yorkshire and the Humber (3.7%) but is lower than the overall population of England (up 6.5% since

2011 Census). The median age remained approximately 36 years in Hull, and the number of residents aged between 50 and 64 years increased by 1.5% in the last decade. This also has resulted in a reduction in population in working age group.

Figure 2.2 Population growth in Hull City (Census, 2021)



2.2.2 Population distribution by age

Age group distribution is important when trying to determine how many trips are made for work or education purposes.

In general, Hull's demographic profile has remained nearly constant between the two census counts (2011 and 2021). The area had the joint lowest median age in Yorkshire and The Humber and England (36 years).

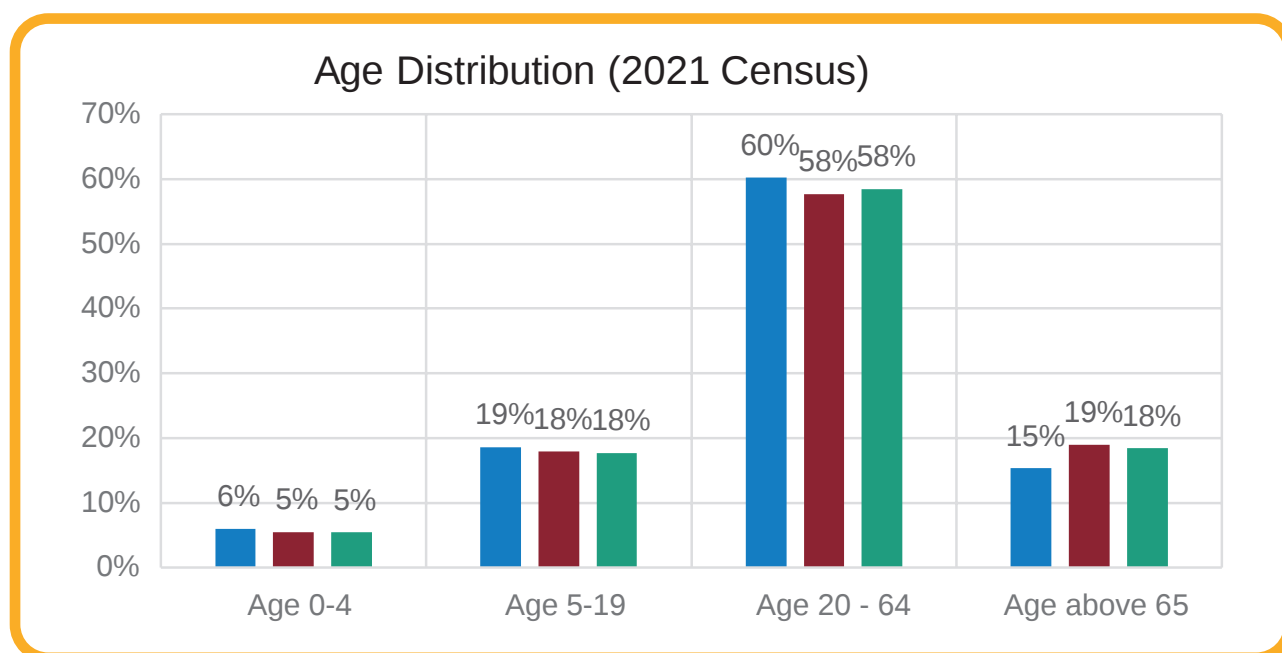
The United Nations' estimated population projection for Hull, considering regional and local developments, is 0.35 million in 2035. (Macrotrends, 2023).

Table 2.2 details Hull's age group distribution - children and teenagers (25%), working age group between 20 to 64 (64% approximately) and the elderly (15%).

Table 2.2 Population Distribution of Population by Age

AGE GROUP	HULL	YORKSHIRE AND THE HUMBER	ENGLAND
Total aged 0-4	15,954	298,557	3,076,950
Total aged 5-19	49,562	981,714	9,980,920
Total aged 20 - 64	160,673	3,159,519	33,030,875
Total aged 65 - 69	12,220	280,709	2,767,496
Above 70	28,604	760,279	7,633,807
Total	267,013	5,480,778	56,490,048

Figure 2.3 Population by age group for Hull, Yorkshire & England



The population of children and teenagers is 1% higher and working age group 2% higher than Yorkshire and rest of England. The percentage of elderly (above 65) is 3 - 4 % less than rest of

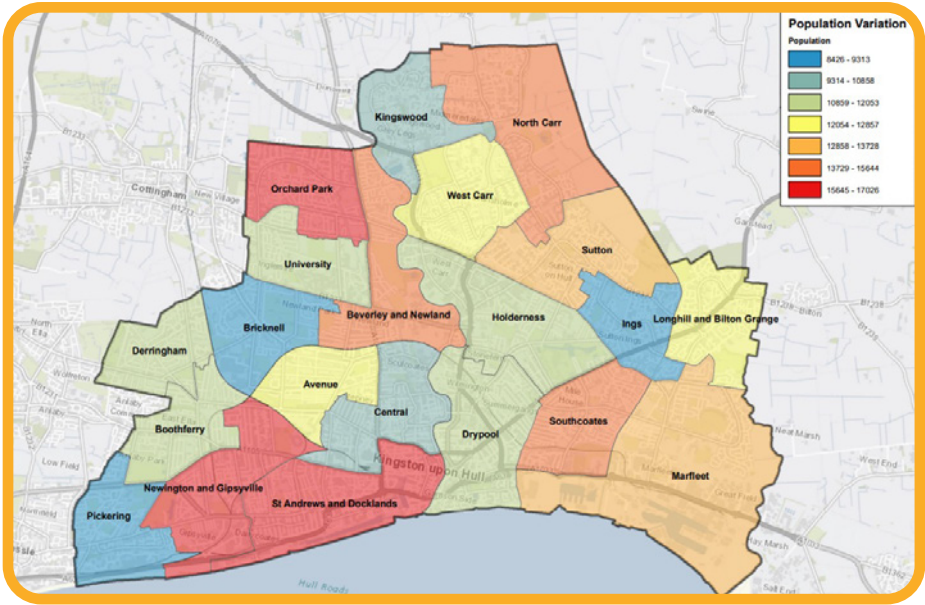
England. An understanding of age distribution of the city helps in the planning of ticket options, and campaigns to propose bus use.

2.2.3 Population distribution by ward

Hull’s population distribution is presented in Figure 2.4. Figure 2.4 shows that Newington and Gipsyville, St. Andrews Dockland, Orchard Park (West Hull) is densely populated i.e., between

16,000 - 17,000. Bricknell and Pickering are sparsely populated wards with approximately 8,500. Decisions about bus route service frequency are based on population density, and travel patterns.

Figure 2.4 Population of Hull by ward



2.2.4 Household size

The average household in Hull contains 2.27 people, as compared to 2.3 in Yorkshire and 2.36 in the rest of England (ref Table 2.3).

We use this figure to estimate the percentage of population served by/has access to public transport.

Table 2.3 Comparison of Household size with Yorkshire and Rest of England

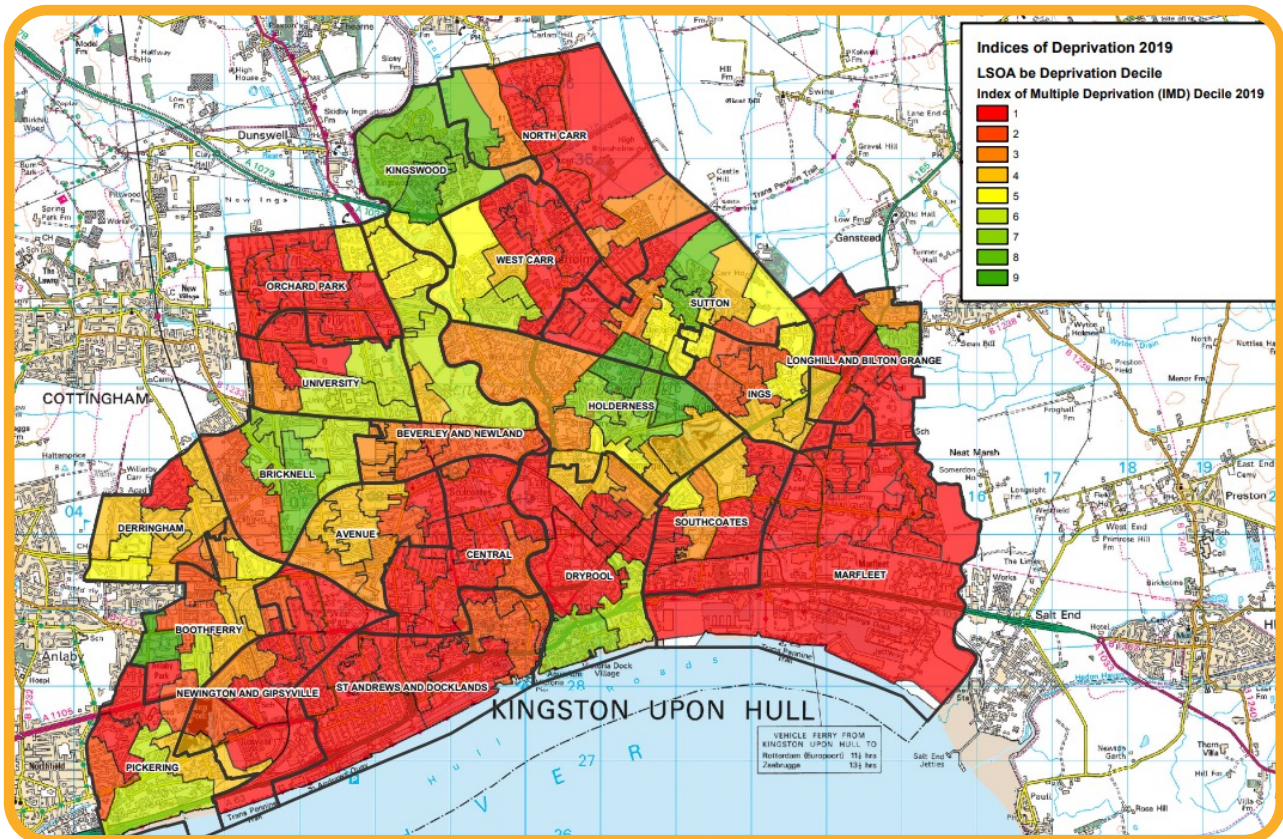
NUMBER OF PER- SONS IN A HOUSE- HOLD IN %	HULL	YORKSHIRE AND THE HUMBER	ENGLAND
1	34.2	31.5	30.1
2	32	34.9	34
3	15.9	15.3	16
4	11.5	11.8	12.9
6	1.4	1.4	1.5
7	0.5	0.5	0.5
8 or more	0.3	0.3	0.4
Average Household Size*	2.27	2.30	2.36

2.2.5 Deprivation indices in Hull

Hull is the fourth most deprived local authority in England. It ranks 6th in income domain, 6th in crime, and 7th in employment. In contrast, it ranks 167 for housing and services, and 32nd for the living environment, which compares

favourably to the rest of England. Deprivation indices by Lower Layer Super Output Areas (LSOAs), indices of Multiple Deprivation (IMD) 2019, are presented in Figure 2.5.

Figure 2.5 LSOA by IMD 2019 national deprivation decile in Hull



- 90 of the 166 LSOAs in Hull (54%) are amongst the 20% most deprived in England; a small increase from 87 (52%) in 2015.
- Only four LSOAs in Hull in 2019 are among the 20% least deprived in England; compared with one LSOA in 2015.
- No LSOA in Hull was amongst the 10% least deprived in either 2015 or 2019.



2.2.6 Mode share

In Hull, 8% - 13% of people use buses for trips related to work, education, leisure, and medical appointments. The preferred modes

of travel for work and education are: (Bus passenger feedback (July 2021)).



54%
cars



18%
walking



13%
bus



11%
cycle

Around
7% - 8%
preferred
buses for
medical and
shopping trips.

3.0 Current bus offer

Bus services in Hull are primarily provided by two bus operators, Stagecoach East Midlands, and East Yorkshire Buses. As of 31 March 2024, approximately 11% of the services are operated either with the Council's full support, deminimis funding, or additional support for enhanced frequencies.

Together, the operators manage a fleet of around 225 buses, and 46 bus routes which start from Paragon Interchange. The performance of 34 of these are analysed against the key performance indicators (KPIs) outlined in Table 3.1. Of the 34 routes being analysed, 23 are operated by Stagecoach East Midlands and 12 by East Yorkshire Buses. Both Stagecoach East Midlands and East Yorkshire Buses are committed to achieving a zero-carbon bus fleet by 2035.

In comparison to many cities, Hull has low car ownership and a high level of deprivation, which make the use of buses essential for many.

This BSIP recognises that improving bus services presents a great opportunity to support economic regeneration and public health objectives, as well as the desire to travel for leisure. It can also make a significant contribution to Hull's 2030 carbon neutral strategy, developed in response to the climate emergency.



The pandemic has affected the way buses are used here in Hull, as they have everywhere. People are working at home more frequently and doing a greater part of their shopping online. Bus usage is reduced compared to pre-Covid 19 levels during the week as a result, however more people are travelling at the weekends for leisure purposes.

Working in partnership with Hull City Council, the Hull Bus Alliance is committed to providing the best possible bus network for the city, to deliver sustainable, environmental travel to support the local economy as we recover from the COVID-19 pandemic.

City centre living, special events, social and leisure activities are the focus of encouraging people back into town, yet it is essential to reduce the number of cars on the road. Additionally, many cars travelling into Hull are making very short journeys – under 5 miles – and most are carrying just one person.

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

In addition, the Council has invested significantly in a digital platform which acts as a city operating system. This takes data feeds from sensors, cameras, back office, and infrastructure

systems such as SCOOT, to allow the use of artificial intelligence to react, respond, improve, communicate, forecast, and issue warnings in relation to current traffic levels and network issues. This is done in partnership with others, including the emergency services and the NHS.

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

A bus can take up to 75 cars off the road and a typical bus passenger journey produces ten times less emissions than the same trip by car. So it has always made sense to try to reduce traffic congestion and improve air quality by providing frequent bus services to and from residential areas throughout the day. Community transport is, in the main, provided by East Hull Community Transport (EHCT) and taxis. Both licensed and private hire, are available around the city.

In addition to that there are school bus services, university buses, and home to school transport for children with special needs.

Stagecoach

Stagecoach operates a fleet of

119 vehicles



71 of which are Euro 6 low emission vehicles (60% of fleet) and 95 (80%) are Euro 5 or better.

The average age of buses in the Stagecoach fleet is 9.4 years old, with 31 vehicles (26%) that are all less than 5 years old.

East Yorkshire

East Yorkshire operates a fleet of

106 vehicles



38 of which are Euro 6 low emission vehicles (36% of fleet) and 77 (72%) are Euro 5 or better.

The average age of buses in the fleet is 10.4 years old, with 50 vehicles (22%) that are all less than 5 years old.

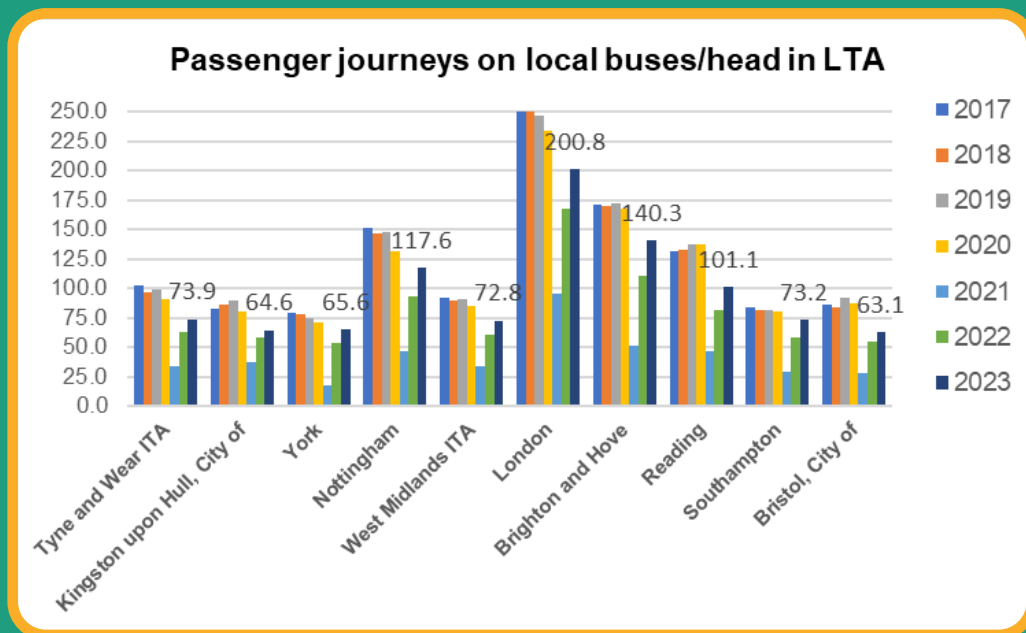
3.1 Bus passenger usage with rest of UK

The Department for Transport (DfT - Annual Statistics 2023) has published data for local passenger journeys per head of population in 2022/23 for all LTAs in England. Of the 92 LTAs, Hull ranks ninth in total bus passenger journeys made per head of population. The mean value is 38 passenger journeys per head of population for England, including

London. Hull has 64.2 passenger journeys per head of population.

Figure 3.1 shows passenger journeys on local buses per head from 2017 to 2023, for LTAs ranked 1-10. As a general trend, 2021 saw the fewest bus passenger journeys, but this has gradually increased in the past two years for each of the LTAs.

Figure 3.1 Passenger journeys on local buses/head in LTAs in England



3.2 Key transit corridors in Hull

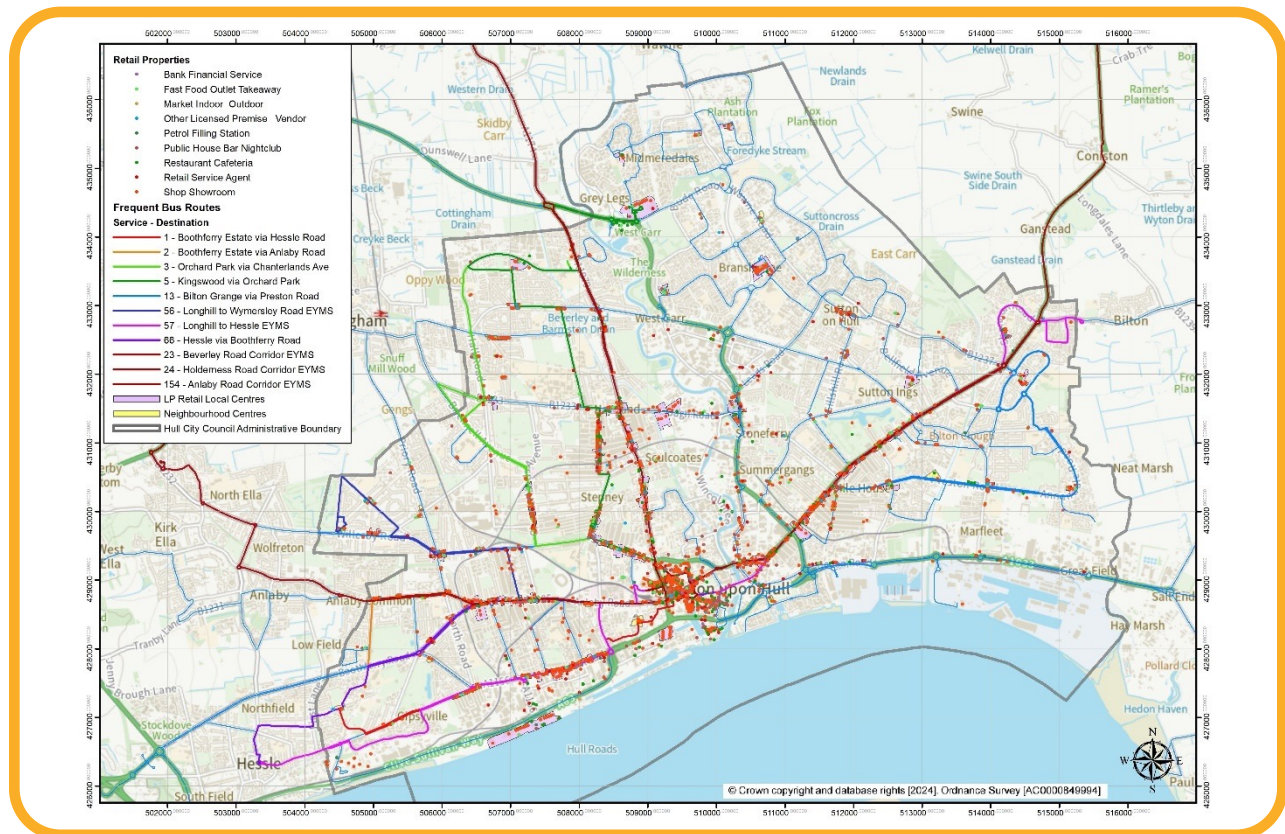
Hull's bus routes connect major arterial radial corridors. As Hull is surrounded by the ERYC, the two councils are interconnected by these key corridors:

- Northern corridor: Beverley Road
- Eastern corridor: Holderness Road (East Hull)
- Western corridor: Spring Bank, Anlaby Road, Hessle Road
- A63: trunk road running east to west, providing connectivity to the port.

Table 3.1 Existing road network classification in Hull

S.NO	MAJOR CORRIDOR NAME	CARRIAGEWAY
1.	Anlaby Road – A1105 (western corridor)	Single carriageway in both directions, with a central reservation in a few sections
2.	Beverley Road – A1079 (northern corridor)	Single carriageway in both directions with a central reservation in a few sections
3.	Holderness Road – A165 (eastern corridor)	A-type single carriageway in both directions with no central reservation
4.	Hessle Road – A 63 (western corridor) (Castle Street to Clive Sullivan Way)	A-type single carriageway in both directions with no central reservation

Figure 3.2 Radial road corridors in Hull



3.3 Bus routes and services in Hull

Hull has an extensive network of bus services, as shown on the bus map (Hull City Council, 2023), included as appendix 7. Almost all these services are operated commercially.

- The bus routes to Orchard Park and North Hull Estates are routed via Chanterlands Avenue/Cranbrook Avenue/Newland Avenue/Princes Avenue or Beverley Road. These services also serve Hull University on Cottingham Road.
- Bus services to North and East Hull connect the city centre from Paragon Interchange to Bransholme, Kingswood, North Bransholme and Sutton via Beverley Road, Stoneferry Road or Holderness Road, to the North Point Shopping Centre, or the Kingswood Retail and Leisure complex.
- The zones in the west of Hull - Boothferry Estate, Hessle, Anlaby, Kirk Ella, Willerby and Cottingham are served by the Anlaby Road and Spring Bank corridor buses.
- Bus services to the west of Hull continue beyond the city boundary to places such as Anlaby, Cottingham, Hessle, and Willerby, and serve Castle Hill Hospital and Hull Royal Infirmary.
- The interurban routes cover the services to Hedon Road, Hedon, Paull, Patrington, Withernsea to the southeast Hull via Hedon Road.
- Places to the south of Hull including Barton, Scunthorpe, Grimsby (South) are connected via the Anlaby Road corridor.
- The corridors and corresponding destinations in Hull are presented in Table 3.2.

3.3.1 Bus frequencies in key transit corridors

The main transit corridors of Anlaby Road, Beverley Road, Holderness Road, Spring

Bank and Hessle Road have a maximum waiting time of 15 – 20 mins during morning and evening peak times on weekdays.

Table 3.2 Bus frequency in main corridors

BUS CORRIDOR	DIRECTIONS	DAYS	AM PEAK (7.00 TO 9.30)		PM PEAK (16.00 – 18.30)	
			Maximum Waiting Time (in Minutes)	Number of Services	Maximum Waiting Time (in Minutes)	Number of Services
ANLABY ROAD	OUTBOUND	MON-FRI	15	37	15	37
	INBOUND	MON-FRI	15	37	20	15
BEVERLEY ROAD	OUTBOUND	MON-FRI	10	37	15	33
	INBOUND	MON-FRI	15	37	15	35
HOLDERNESS ROAD	OUTBOUND	MON-FRI	20	33	15	37
	INBOUND	MON-FRI	20	36	15	36
HESSLE ROAD	OUTBOUND	MON-FRI	20	13	20	12
	INBOUND	MON-FRI	20	13	20	12
SPRING BANK	OUTBOUND	MON-FRI	30	13	20	18
	INBOUND	MON-FRI	20	19	20	16

3.3.2 Supported bus services

In every financial year, Hull City Council provides de minimis support for six bus services. Support for these routes will continue until 2026, benefiting public transport users. This is provided in addition to the support outlined in Chapter 4 to increase the frequency of services in key corridors.

Table 3.3 Bus corridors and major destinations from Hull Interchange

S.NO	DESTINATIONS	
BEVERLEY ROAD CORRIDOR		ROUTES
1	Beverley Road, Kingswood (north, east)	6
2	Beverley Road, Sutton Park, Bransholme (east)	7, 8 Westbound
3	Beverley, Bridlington, Market Weighton, Pocklington, York (north - interurban)	23, 121, X46, X47
4	Cottingham Road, University, Cottingham, Castle Hill (west)	105
5	Greenwood Avenue, Orchard Park	4
6	Bridlington Avenue, Mizzen Road	21
EAST HULL CORRIDOR		
7	Stoneferry Road, North Bransholme, Wawne (north, east)	10
8	James Reckitt Avenue, Sutton Village, Noddle Hill (east)	12, 33
9	Victoria Dock, New Bridge Road (east)	16
HOLDERNESS ROAD CORRIDOR		
10	Bellfield Avenue, Saltshouse Road, Dunvegan Road (east)	8 Eastbound 11
11	Holderness Road, Longhill, ASDA Bilton (east)	56, 57 Eastbound
12	Skirlaugh, Hornsea, Bilton, Sproatley, Preston (east of Hull)	24, 277
13	Holderness Road, Bilton Grange (east)	15
14	Portobello Street, Preston Road, Greatfield (east)	14
15	Holderness Road, Preston Road, Craven Park, Greatfield (east)	13
HEDON ROAD CORRIDOR		
16	Hedon Road, Hedon, Paull, Patrington, Withernsea (south east)	75, 78, X7
17	Ferry Port, Hedon Road, Hedon, Withernsea (south east)	70,79, 173 (SO)
HESSLE ROAD CORRIDOR		
16	Boulevard, Hawthorn Ave, Sibelius Road	61
17	Boothferry Estate (west Hull)	1
18	Hessle Square (west Hull)	57 Westbound
ANLABY ROAD CORRIDOR		
19	Hull Royal Infirmary, MKM Stadium, Boothferry Estate (west)	2
20	Hull Royal Infirmary, MKM Stadium, Hessle Square (west)	66, 66B
21	Barton, Scunthorpe, Grimsby (south)	250, 255, 350
22	Anlaby, Swanland, Castle Hill (west)	152, 153, 154
23	Elloughton, Goole, Gilberdyke, Priory Road, Cottingham (west - Intercity)	55, 55A, 63
24	Askew Avenue, Hessle High Road, Priory Park (west)	20
SPRING BANK CORRIDOR		
25	Spring Bank West, Wold Road, Willerby Square (west)	54, 56 Westbound
26	Princes Avenue, Newland Avenue, Orchard Park (west central)	5
27	Princes Avenue, Newland Avenue, Endike Lane (west)	104
28	Chanterlands Avenue, Bricknell Avenue, Orchard Park (west)	3, 18

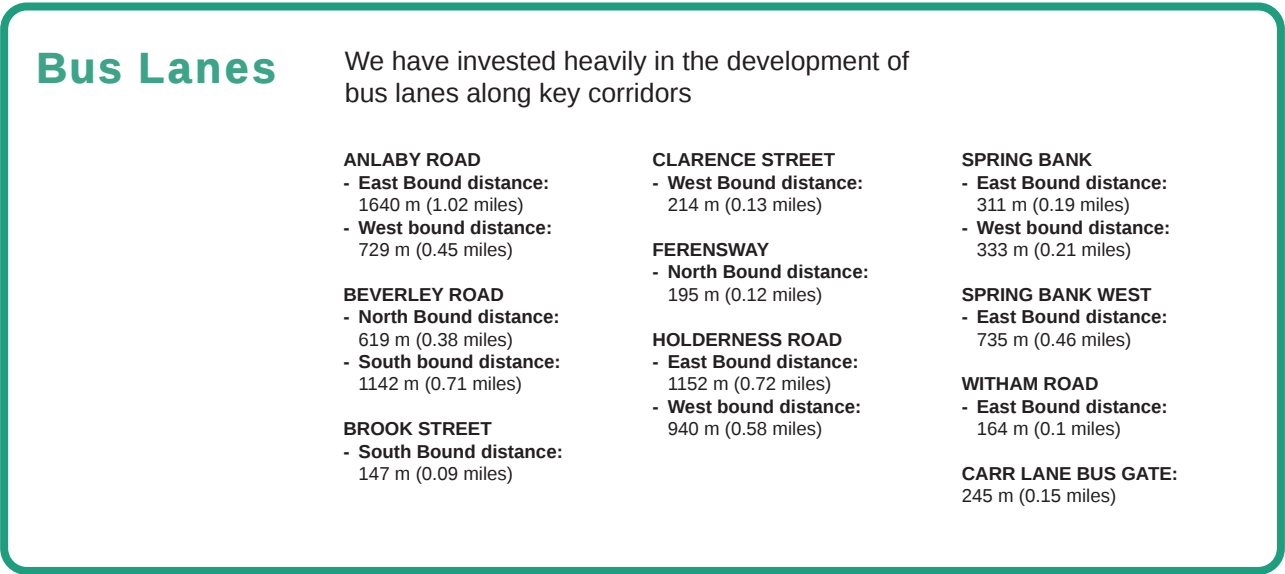
3.4 Bus Infrastructure

3.4.1 Bus lanes and Bus Gate

Bus lanes facilitate bus priority, and in Hull a total of 5.33 miles of road are bus lanes. There are bus lanes along all the major radial roads: Anlaby road, Beverley Road, Holderness Road, Spring Bank, Clarence Road and Ferensway. The bus lanes operate

for buses and emergency vehicles between 7.00 – 9.30 hours, and 16.00 -18.30 hours allowing for peak travel times in the morning and evening. There is a bus gate in Carr Lane.

Figure 3.3 Bus lanes and Bus Gate in Hull



3.4.2 Cycle tracks

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

Cycleways

The total length of Cycleway is
111.05 MILES

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

Breakdown for each type of cycle facility:

ROUTES	MILES
On Road Cycle Lane/Bus Cycle Lane	55.88
Off Road Cycle Track	55.17
TOTAL	111.05



Recommended Cycle Route, quiet streets, traffic calmed areas etc.

18.32 Miles

3.4.3 Paragon Interchange and bus passenger facilities

Hull Paragon Interchange is the only railway station within the Hull City Council boundary, and the council enjoys a strong relationship with the train operators TransPennine Express, Northern Trains, LNER and Hull Trains. Hull Trains' services to London King's Cross start from Beverley.

The Interchange is managed by TransPennine Express and Bus Concourse is overseen by Hull City Council in partnership with its key stakeholders: Humberside Police, British Transport Police, and the bus operators, East Yorkshire Buses, and Stagecoach East Midlands. Different modes of transport converge within the Interchange, including walking, cycling and public transport, and managing this successfully presents an ongoing, and evolving challenge.



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



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

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



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

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



3.4.4 Bus stops and shelters

There are 1420 bus stops in total, 327 of which are equipped with shelters. Along Hedon and Hall Roads, there are 19 bee

shelters, with wildflower roofs designed to attract bees and other pollinating insects, that are currently at risk from climate change and habitat loss.

3.4.5 Real time displays

Real time passenger information (RTPI) screens are currently available at 36

locations, to provide live service updates to waiting passengers.

3.4.6 Park and Ride

Hull City Council provides the Park & Ride facility at Priory Park with 650 car parking

spaces. This service is operational between the hours of 7:00 hrs – 19:00 hrs, Monday to Saturday.

3.4.7 Closed circuit television (CCTV) surveillance for bus lane enforcement

Bus lanes are presently under CCTV surveillance to facilitate traffic regulation and

enforcement. The locations of the CCTV cameras used for monitoring bus lanes are presented in the Enhanced Partnership Scheme (December 2023).

3.5 Hull Bus Alliance offers to bus passengers – Hull multi operator ticketing.

To help people with travel costs, and to cope with the rising cost of living, the UK Government announced a bus fare price cap of £2 for a single journey, effective from January 2023 to December 2024. This has mainly encouraged those making

long-distance commuter trips to choose buses as their preferred mode of transport. However, few bus routes have been excluded from the DfT fare cap (DfT, 2022).

3.5.1. Hull Card Day

Hull City Council, in collaboration with Stagecoach and East Yorkshire Buses, introduced the Hull Card multi operator ticketing scheme at the start of 2016. It was designed to facilitate seamless daily and

weekly travel on both operators' services within Hull at a reduced cost. The ticket cap is **£5.20** for the whole day for unlimited travel anywhere in the city, and parts of East Riding of Yorkshire.

3.5.2 Hull Card Week

Hull Card Week – this ticket costs £18.90 and allows unlimited travel for a week within the city.

3.5.3 Hull KAT Card

The KAT weekly ticket is a Hull bus pass which offers kids and teens discounted travel. It allows anyone aged 19 or under to travel on any Stagecoach or East Yorkshire Bus in Hull and parts of the East Riding of

Yorkshire at discounted fares (£13.5 per week for unlimited travel, HCC supports KAT card with a subsidy of £3.51 per KAT Card ticket). Promotional materials for the Hull Card and KAT Card for the financial year 2022-23 are presented in Figure 3.4.

3.5.4 Hull Smart Commuter scheme

This is a scheme for Hull City Council employees and the employees of large businesses. It allows travel on both

Stagecoach and East Yorkshire Buses with a single card at a discounted rate for use within Hull, Anlaby, Hessle, Kirk Ella, Willerby, Cottingham and Wawne.

Table 3.4 Comparison of Bus Ticket Fares in Hull

S.NO	TICKET TYPE	2023 - 2024	LONDON (2022)*	REST OF UK AVERAGE (2022)*	REMARKS
1	Hull Card Weekly Ticket	£18.90	£23.30	£19.39	Unlimited weekly travel
2	Hull KAT Card Weekly Ticket	£13.50			Unlimited weekly travel for passengers under 19 years
3	Hull Card Day Ticket	£5.20	£4.90	£5.29	Daily unlimited travel
4	Hull Card Group ticket – Day price	£13.80			
5	Hull Smart Commuter Card	£46.00			Unlimited monthly travel the employees of Hull City Council and large businesses.

Figure 3.4 Hull KAT Card and Hull Smart Commuter Card Details (2023-24)



3.5.5 Bus Passenger Charter

A bus charter has been agreed by the qualifying bus operators in the city, which sets out their responsibilities and obligations. These are set out below:

JOURNEY PLANNING

- Service updates and disruptions will be reported in the first instance through the operators' communication channels and will be conveyed to Hull City Council within an agreed time frame.
- Notification of service changes will be available at least 21 days in advance and notices will also be available on buses, with an exception for emergency road closures and road works.
- No journey should operate more than one minute early or five minutes late. This will be regularly monitored and initiatives for improving the performance (and underlying causes) will be discussed in the Hull Bus Alliance and EBP Review meetings.
- If the journey is seriously delayed, the driver will keep the passengers informed and updated about the delay.
- If journeys are delayed by more than 20 minutes, the ticket fare will be refunded with a voucher for a local day rider ticket, for buses within the urban network.

FARES AND DISCOUNTS

- Details of daily, weekly, and monthly ticket fares will be available on operator websites.

DRIVER COMPETANCE

- All drivers have passed a vocational driving test in compliance with all legal requirements, and receive periodic training, including customer service training.

CUSTOMER SERVICE

- Customers' independent feedback and complaints will be gathered through regular feedback sessions and forums and will be analysed with suitable mitigation measures taken.

EQUALITY

- Buses will meet the requirements of all applicable equality laws.
- Dedicated helplines for people with disabilities will be available, with timetable and fare information provided in accessible formats on request.

3.6 Key Performance Indicators

3.6.1 Bus Passenger Growth

The Covid 19 pandemic reduced bus patronage in Hull, as it did in the rest of the UK. So, to provide a clearer view of whether bus passenger numbers are rising or falling, we present data from three financial years – 2021/22, 2022/23 and 2023-Jan 2024.

the data presented in Figure 3.5 shows the total number of passengers, for Hull-registered bus routes whose mileage is predominantly in the city. The growth in passenger numbers from 2021/22 to 2022/23

was 3%, but there has been no significant growth so far in this financial year, 2023/24.

In 2021 bus passenger numbers were highest between September and December – accounting for 42% of the yearly total. In contrast, just 14% of passengers travelled in the period January to March of that year. The figures for 2022 and 2023 show a more stabilised pattern of usage, with just an 8 or 9% variation throughout the year.

Figure 3.5 Bus Passenger trips in Hull (2021 – 2024)

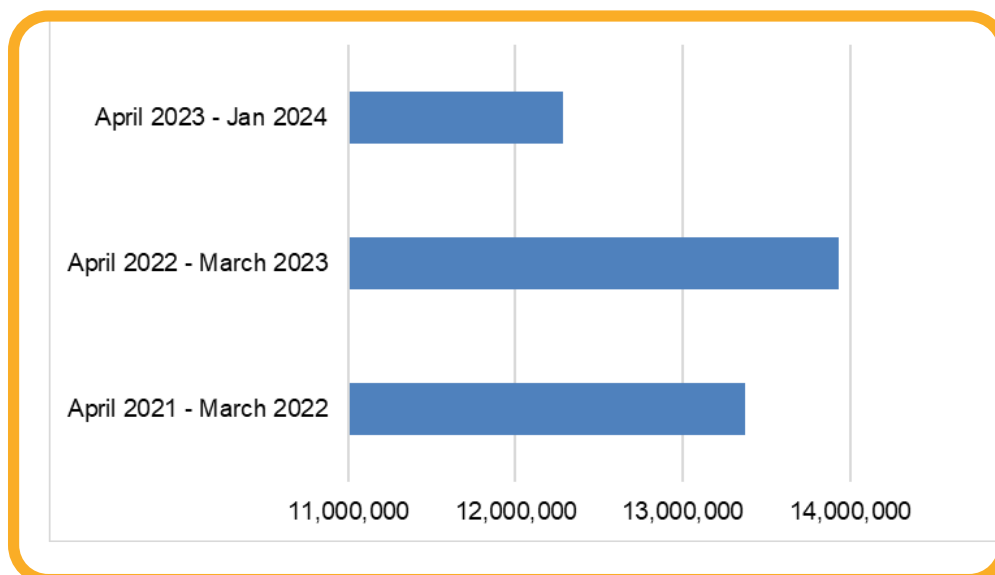
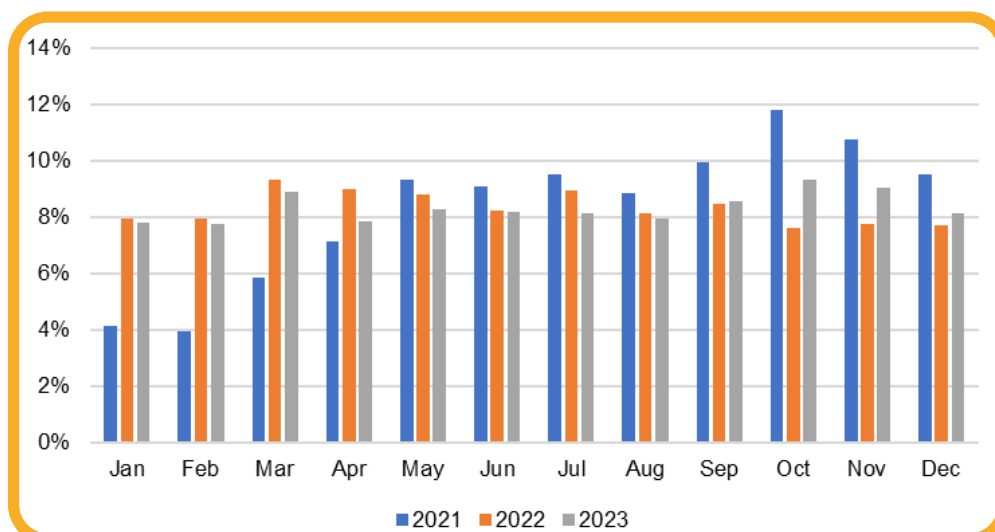


Figure 3.6 Seasonal variation of Bus Passengers in HCC



3.6.2 Concessionary fares travel

During the 2022/2023 financial year 3.7 million passenger trips were made in Hull by concessionary pass holders. Under the English National Concessionary Travel Scheme (ENCTS) concessionary pass holders are entitled to free travel between 09.30 hrs and 23.00 hrs. In Hull,

concessionary pass holders are entitled to free travel with no time restrictions. Since 11% of Hull bus journeys are made outside of the ENCTS' permitted hours, allowing concessionary passes to be used at any time for work, leisure or medical appointments promotes bus usage, and increases public transport's modal share.

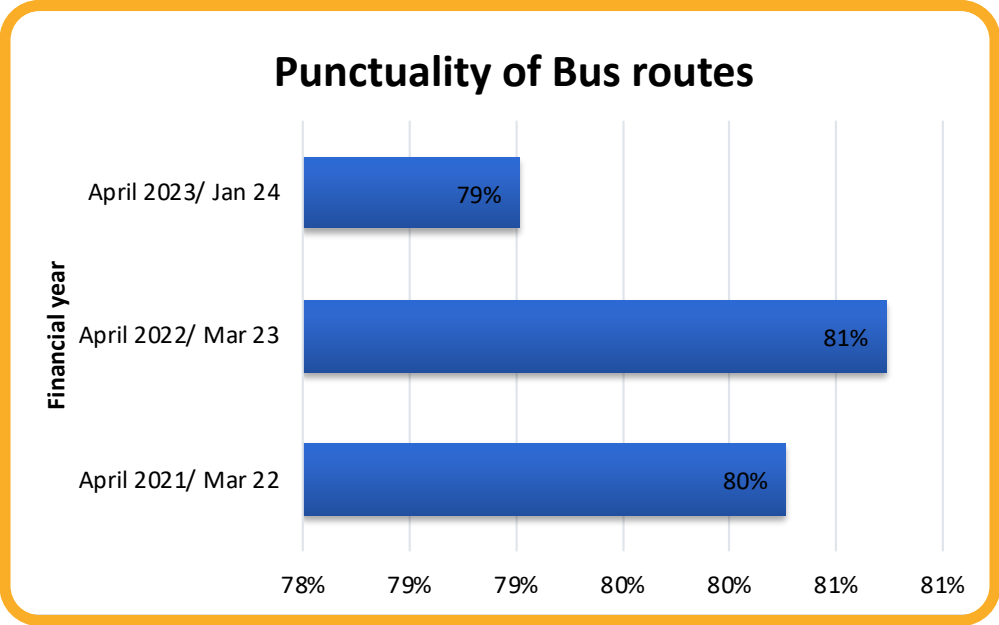
3.6.3 Punctuality

The punctuality of bus services in Hull, during the financial years 2021-2022, 2022-2023 and 2023 to Jan 2024 is shown in Figure 3.7. The results are based on the performance of 34 separate bus routes, which start and finish in Hull or the ERYC, and whose mileage is predominantly within the city. They include routes operated by both bus companies, and a few which are jointly operated.

In comparison to the past three years, there has been a slight reduction in punctuality so far this year. Some of the reasons for this are the disruptions caused by road works – particularly along the A63, bridge works, and emergency road closures in the key corridors like Holderness Road.

This situation will be monitored closely and reported on regularly. Ideas for improvement will continue to be developed.

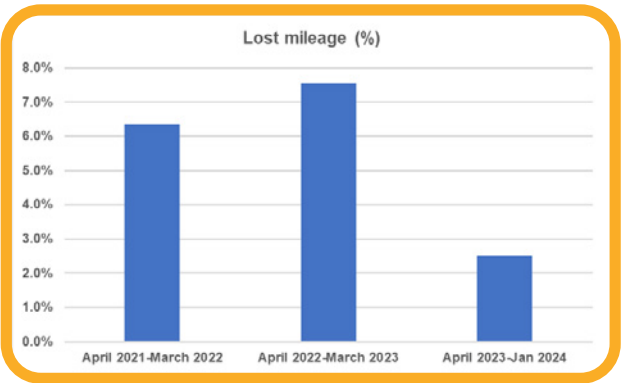
Figure 3.7 Bus punctuality (2021 - 2024)



3.6.4 Reliability (lost mileage)

The figures for lost mileage (Figure 3.8) show a reduction in the current financial year, compared to the previous two. This indicates that fewer bus services have been cancelled – which represents an improvement in performance against a key KPI. The reason for cancellations is due to staffing which was a challenge for all UK bus operators over the last couple of years. In Hull, both operators have worked hard on staff recruitment and retention measures including improving pay, terms, and conditions.

Figure 3.8 Lost mileage data for buses



3.6.5 Journey time in major corridors

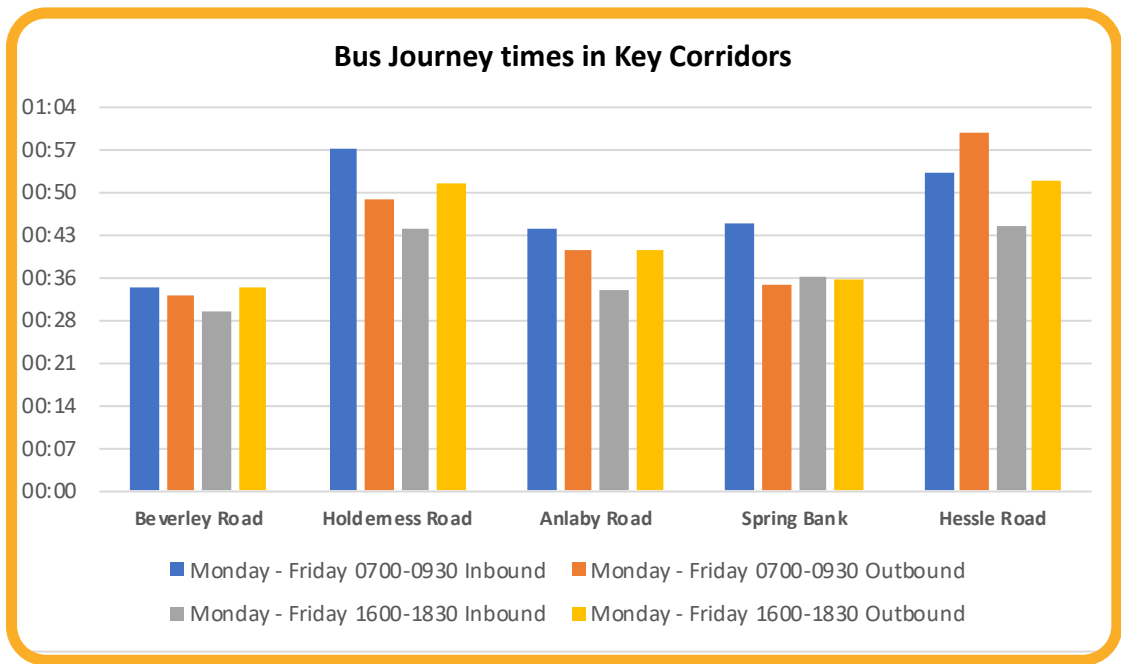
Data on bus journeys around the clock, and for seven consecutive days along selected bus routes in key transit corridors, was analysed to determine journey times and speeds. This found no significant variation in average speed during the morning and evening peak hours on typical weekdays. The data can be extracted for any time, and for any bus journey from its start to finish.

bus open data, SCOOT data and data from related sources, and create a single interface for different operations teams. It is hoped that this will help them to monitor and improve journey speeds for bus users.

Figure 3.9 presents average bus journey times on weekdays in key transit corridors in Hull. For the same time period (morning and evening peak) there was no significant variation in bus journey times in the respective corridors.

Hull City Council has appointed Simplifai AI (Artificial Intelligence) systems to extract

Figure 3.9 Bus journey times, for selected routes in key transit corridors



3.7 HBA User Interaction and Feedback Sessions:

HBA drop-in sessions are planned throughout 2024 to gather bus user feedback and promote engagement.

Five sessions will be held at the following locations: Paragon Interchange, Queen Victoria Square, and Tesco, Orchard Park, Hall Road.

The first user feedback session was conducted on 1 February 2024 at Tesco, Orchard Park, Hall Road. In general, feedback suggested the need to improve reliability and bus shelters, and the provision of night services to better match employee shift times.

A bus forum was held at Hull University Bus forum on 6 February 2024, to better understand the travel needs of university students. Feedback included requests for new fare incentives, additional services to suit student work, and educational trips. As a result, a student survey will be conducted to gather additional information on potential demand and travel patterns, to inform the development of tailored products and services.

Youth Parliament Session: Members of the HBA conduct an interactive session with the Youth Parliament, which is made up of school students, every year. It is a valuable opportunity to gain feedback and address concerns, with the common purpose of improving public transport.

3.8 Recent improvements (2023)

- Enhanced frequencies of services 1,2,13,56,57, late night services and weekend services
- Enhanced Park & Ride services on Sundays and Thursdays during the festive season
- Service time changes to allow sufficient running time to improve punctuality.
- Updated ticket machines and implementation of QR (quick response) readers.
- Expansion of Hull Card products - youth/student and possible day tickets.
- Better connections and services for National Health Service (NHS).
- Annual customer satisfaction survey to track progress on issues which matter to passengers.
- Identify transport hubs across the network and improve facilities in heavily used locations.
- Won the Zero Emission Buses (ZEBRA 2) of 5.7 million with ERYC to introduce 40 electric vehicles to the network.

3.9 Challenges for public transport use

Some of the challenges for public transport use are traffic congestion, because of roadworks and major accidents. Whilst this may be a temporary constraint, the road closures for improving the intersection capacity, bridge works, road overlays and road widening will help in long term

improvement in road network capacity and traffic safety.

Antisocial Behaviour (ASB) is monitored continuously, for people to feel safe using buses. Bus information also needs to be improvement within the Hull bus network.

3.10 Hull Public Transport Team

The public transport team is managed and operated by a team, under the guidance of Cabinet Portfolio

Holder for Transportation, Roads and Highways and Senior Executives of Hull City Council.

- Cabinet Portfolio Holder for Transportation, Roads and Highways
- Assistant Director, Streetscene Services
- Head of Traffic and Transport Operations
- Public Transport Manager
- Senior Interchange and Park & Ride Officer
- Route Support Officers
- Interchange Supervisors
- Strategic Transport Assistant
- Bus stop Assistant
- Bus stop Surveyor (Proposed)

Achievements

Since October 2021, the Hull Bus Alliance has been reviewing the aims and objectives of this plan, to identify what could be achieved with available funds.

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

QR codes have been introduced at all bus stops within the city to provide real time information for passengers. Real-time passenger Information (RTPI) is also being relayed to bus passengers across the city via 36 screens. We intend to add vehicle tracking information to this in due course.

A total of 5.33 miles of bus lanes has been added to the network, together with bus gates. We are investing in WIFI to allow passengers to check their emails, social media feeds or simply read a newspaper during their journey.

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

A Transport Summit was held in October 2022 to better understand what needs to be done to make it easier to travel around the city, achieve sustainable economic growth, decarbonise transport and promote health, safety, and well-being through the transport system. In addition, improvements to the Interchange are planned to enhance passenger facilities, information systems, CCTV surveillance and real time displays.

4.0 Improvements Programme 2024/25

Hull has been allocated £3.0269 million for BSIP + funding and BSIP 3 revenue funding 0.756 million of this needs to be spent by September 2024 and the balance by March 2025.

This section details the capital and revenue projects which are in the pipeline, and on track to be completed during the financial year 2024/25. They aim to achieve the short-term deliverables of

the BSIP. The plans have been finalised through discussion with the bus operators. Each BSIP measure has been linked to one of the DfT themes, relating to passenger priorities.

4.1 Bus service support

- **Enhanced bus frequencies on identified routes.**
The frequency of buses will be increased to every 15-20 minutes, on routes where

services had been reduced because of the pandemic shown in Table 4.1.

Table 4.1 Routes for frequency enhancements

ROUTE	ORIGIN	DESTINATION	REMARKS
1	Hull City Centre	Boothferry Estate	West Hull via Hessle Road
2	Hull	Boothferry	West Hull via Hessle Road
13	Hull	Greatfield and Bilton Grange	East Hull – Holderness Road
56	Longhill	Wymersley Road	Hessle Road corridor (EW)
57	Hessle	Longhill	Hessle Road corridor (EW)

- **Enhanced Bus frequencies in the Key corridors**
The bus routes in key corridors which have

been identified for improvements to reduce waiting times are detailed in Table 4.2.

Table 4.2 Identified Corridors for Bus frequency Enhancements.

ROUTE	ORIGIN	DESTINATION	REMARKS
1	Hull City Centre	Boothferry Estate	Hessle Road
2	Hull	Boothferry	Hessle Road
7	Hull	Northpoint	Beverley Road
8	Hull	Bransholme	Beverley Road
12	Hull	Bransholme	Holderness Road
13	Hull	Greatfield and Bilton Grange	Holderness Road
54	Hull	Willerby Square	Spring Bank road
56	Longhill	Wymersley Road	Holderness Road
57	Hessle	Longhill	Hessle Road
63	Hull Interchange	Castle Hill Hospital	Anlaby Road
66	Hull	Hessle	Anlaby Road
104/105	Hull	Castle Hill Hospital	Beverley Road Princes Avenue
154	Hull	Castle Hill Hospital	Anlaby Road
1,2,3,8,10	-	-	Evening Frequency enhancement

- **Night buses**
There will be continued support until March 25 for bus routes that connect the city centre with the neighbouring councils, to promote the night-time economy.

- **Accessibility**
Demand-responsive transport is proposed for East and West Hull residents, offering a door-to-door service to the major hospitals - Castle Hill Hospital and Hull Royal Infirmary. This is tendered jointly with ERYC.

4.2 Discounted fare

Fare support of £1 per journey (onward and return) for Park & Ride services will be extended to promote Park & Ride in the city.

Two subsidised schemes offering discounted travel – the KAT Card and the Hull Card - will operate during the six weeks of the school summer holidays. Night buses are also offered a discounted fare of £1.

4.3 Public Transport Team

Budget has been allocated for two additional roles in the team: Route Support & Data Officer and Bus Stop Surveyor, and additional staff training in support of team objectives.

4.4 Innovation

To promote passenger safety and offer better customer service, a transport Hub has been made available to passengers in the Interchange, staffed

by British Transport Police, Interchange supervisors and security teams.

4.5 Passenger feedback

A city-wide survey will be conducted to gather detailed information from different groups of bus passengers. In addition, night bus users and

university students will be surveyed to understand their travel patterns and levels of demand.

4.6 Marketing

A marketing budget has been allocated to let people know about the more frequent buses and promote bus passenger usage.

4.7 Bus related infrastructure

A proposal for investment in real time displays for bus shelters will be submitted to the DfT. When approved, this will be completed.

Table 4.3 Improvement programmes for the financial year 2024-25.

OBJECTIVE (BSIP, 2021)	LIST OF SCHEMES AND MEASURES	DETAILS
MORE FREQUENT	Bus service support	Bus frequency enhancements for identified routes. 1,2,13,56,57(from 1st April 24)
		Bus frequency enhancement for key corridors (from 1st September 24) 1,2,7,8,10,13,54,56,57,63,66,104/105,154
MORE COMPREHENSIVE	Night bus services	Night bus services & patrol 5,6,8,13,57,66 and104.
	New routes	Proposed New services: East Hull to Beverley East Hull to Castle Hill Marfleet service, Park and Ride
ACCESSIBLE		Medi bus DRT West Hull, Medi bus East Hull
CHEAPER	Fares support	Night buses Park & Ride Holiday rider (reduced KAT card) Family ticket (6 weeks) DRT Medi bus
INVESTMENT IN TEAM	Additional staff, Staff training & upskilling	Bus surveyor (12-month post) Regional business training Training for Hub staff
	Monitoring and reporting for continual improvement	Software, staff, training
INNOVATION	Innovative ideas	Hub refurbishment
PASSENGER SATISFACTION	Passenger feedback survey for night buses, university students, all bus commuters	Customer surveys Customer satisfaction surveys Data management
PROMOTING PUBLIC TRANSPORT	Marketing HBA	Service frequencies, Hull Card/KAT Card Travel champions
RELATED BUS INFRASTRUCTURE	Other bus infrastructure:	Capital: real time display

I 5.0 BSIP Ambitions: 2025 - 2035

This section sets out our ambitions and proposals for the improvement of bus services in the medium term (2025 – 2029) and long term (2025 – 2035), in line with the council’s LTP and DfT guidelines. They are based on a review of the current situation, and the improvements we intend to make during 2024. The council’s objectives are outlined in the following section.

Table 5.1 BSIP Ambitions for 2025 – 2035.

DFT THEME	AMBITION/ OBJECTIVE	KEY METRICS	DESIRED OUTCOMES	YEAR
MORE FREQUENT	Intensive services, with investment in key corridors, and routes that are easier to understand. Ambition 1: Simplify routes and increase the bus frequency.	Annual percentage increase within key corridors, in: • Service running time • Service punctuality • Bus patronage • Modal shift Annual percentage decrease in congestion	• Increase in bus frequency • Improved punctuality • Reduced journey times • Commercially viable services	2024 – 2035
FASTER AND RELIABLE	Objective: Improved prioritisation of buses in key corridors, to support passenger growth. Ambition 2: • Remove or reduce highway obstacles, for improved journey times	Annual percentage increase, within key corridors, in: • Service running time. • Service punctuality • Bus patronage	• Increase in bus frequency • Improved service punctuality • Improved journey times • Reduced congestion	2025-2026
CHEAPER	Fares must be lower and simpler to provide best value for money for the customer. Ambition 3: • Lower fares and simplify pricing structure.	Annual percentage increase, within key corridors, in: • Passenger numbers • Modal shift • Number of flexible ticketing options • Positive customer satisfaction survey results	• Increase in bus frequency • Growth in passenger numbers • Modal shift • Positive customer satisfaction survey results • Increase in successful, flexible ticket options • Subsidy for the KAT Card, new offers	2025-2029

DFT THEME	AMBITION/ OBJECTIVE	KEY METRICS	DESIRED OUTCOMES	YEAR
MORE COMPREHENSIVE	More demand – responsive services and socially necessary transport Ambition 4A: Socially Necessary Transport Review community routes and provide services to support the night-time economy and 24/7 working. • More frequent evening and weekend bus services • Additional buses during major events • Additional Saturday night buses Ambition 4B: Demand Responsive Transport • A DRT for medical buses	Annual percentage increase, within key corridors, in: • Passenger numbers • Modal shift • Number of flexible ticketing options • Positive customer satisfaction survey results	• Increase in bus frequency • Improved punctuality • Reduced journey times • Commercially viable services • Improved passenger safety during late night travels, and reduced risk of accidents	2024-2026
EASIER TO UNDERSTAND	Present the local bus network as a single system that works together, with clear passenger information Ambition 5: Make bus journeys easy to plan and buses simple to use, by providing clear and timely information. Ambition 6: Use smart technologies to support safer routes to bus stops and provide accessibility information for users.	Annual increase in growth in: • Passenger numbers • Modal shift • Positive customer satisfaction survey results	Annual percentage increase in: • Bus passengers • Modal shift • Improved customer satisfaction survey results • Reduced congestion • Reduced carbon emissions	2024-2026
IMPROVED INTEGRATION WITH OTHER MODES	Services must be integrated with other modes of transport Ambition 7: Provide passengers with a seamless experience centered on our integrated, Passenger Interchange Identify locations for transport hubs to support seamless travel. Ambition 8: Develop transport hubs at strategic locations to support multi-modal travel.	Annual percentage increase in: • Bus passengers • Modal shift • Positive customer satisfaction survey results Annual percentage decrease in: • Traffic congestion • Reduced carbon emissions	Annual percentage increase in: • Bus passengers • Modal shift • Improved customer satisfaction survey results • Reduced congestion • Reduced carbon emissions	2027-2032

DFT THEME	AMBITION/ OBJECTIVE	KEY METRICS	DESIRED OUTCOMES	YEAR
BETTER TO RIDE IN	Modern buses and decarbonation Ambition 9: Implement a carbon neutral fleet by 2035. Longer term transformation of networks through Bus Rapid Transit and other measures Ambition 10: Create an integrated, sustainable transit system for the city's residents, businesses, and visitors	Annual percentage increase in the proportion of bus fleet which has transitioned to carbon neutral - Annual percentage growth in passenger numbers on identified green express corridors - Positive economic impact	- Growth in passengers - Proven economic benefits. - Decrease in emission levels. - Modal shift - Improved customer satisfaction surveys - Reduced Congestion	2030-2035
GREENER & STATE OF THE ART				
ENHANCED BUS PARTNERSHIP	The need for sustainable transport should be prioritised in the planning of future developments in the city Governance of the BSIP and improved communication Ambition 11: Provide up-to-date and comprehensive information about the achievements of this plan, against targets set.	Annual percentage increase in positive outcomes relating to: - Health - Environment - Economic regeneration - Education - Modal shift	- Improved customer satisfaction results - Success in funding applications Documented positive outcomes relating to: - Health - Environment - Economic regeneration - Education	2021-2035
INNOVATIVE AND ACCESSIBLE, INCLUSIVE, AND SAFE MODE	Ambition 12: Give passengers more of a voice Plan drop-in sessions and bus forums throughout the year. Gather special user feedback in focus group discussions.		Improved customer satisfaction results	2021 - 2035



Ambition 1 (2025 to 2035)

DFT THEME: MORE FREQUENT

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

OUR PROPOSAL:

Simplify routes and increase bus frequency in key transit corridors.

DELIVERY Bus Alliance Transport Operations, and Marketing and
PARTNERS: Customer Experience subgroups.

ACTION PLAN:

Review the service frequency and hours of operation of buses in key corridors, to ensure that supply meets demand. Explore the opportunity to introduce Bus Rapid Transit via express routes/Greenways to the city. Develop Park & Ride facilities to the north and east of the city in addition to, and/or integrated with, transport hubs.

KEY PERFORMANCE INDICATORS (KPIs):

- Service running time
- Service punctuality
- Bus passenger numbers
- Modal shift
- Traffic congestion

DESIRED OUTCOMES:

- Increase in bus frequency
- Improved punctuality
- Reduction in journey times
- Commercially viable services
- Increase in modal shift
- Reduction in traffic congestion

Ambition 2 (2024 to 2026)

DFT THEME: FASTER AND RELIABLE

Greater priority for buses in key transit corridors.

OUR PROPOSAL:

Remove or reduce highway obstacles, to ensure that buses flow freely in the corridors.

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

ACTION PLAN:

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

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

Officers will conduct reviews, to identify opportunities to facilitate the free flow of buses. They will assess kerb lines, street furniture, road markings, traffic signal phasing, loading and local traffic regulations, bus stop locations, and access to and around the city centre. They will consider creating tailored urban clearways or using dedicated bus gates. These will be implemented

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

Investment will be made in traffic signals and their connection to traffic management systems, including the Council's smart city digital platform. These will be used to identify bottlenecks and prioritise bus flow. Simplifai AI systems have been involved in creating a user interface to monitor and record bus open data, Inrix and SCOOT data, for optimising signal timings, and reducing journey times. A pilot study is scheduled in April 24.

KEY PERFORMANCE INDICATORS (KPIs):

- Service running time
- Service punctuality
- Bus passenger numbers
- Modal shift
- Traffic congestion

DESIRED OUTCOMES:

- Improved punctuality
- Reduction in journey times
- Commercially viable services
- Increase in modal shift

Ambition 3 (2025-29)

DFT THEME: CHEAPER

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

OUR PROPOSAL:

Promote best value fares and simplify pricing.

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

ACTION PLAN:

Provide additional easier ways to pay including 'tap and pay', to support a single ticketing option usable in all buses irrespective of the operator.

Build on the success of our existing Hull Card and KAT Card multi-operator schemes. Develop new, flexible ticketing options to support new patterns of demand, for example working or studying at home two days per week.

Review the travel needs of young people and explore how their needs could be better met by the Hull card proposition, and new offers where viable. QR readers (Quick response readers) will be introduced in all the buses and all student travel cards will be issued as a QR ticket.

KEY PERFORMANCE INDICATORS (KPIs):

- Bus passenger numbers
- Modal shift
- Number of ticketing options
- Customer satisfaction

DESIRED OUTCOMES:

- Growth in bus passenger numbers
- Increase in modal share
- Positive customer satisfaction survey results
- Increase in successful, flexible ticket options
- Reduction in subsidy required for the KAT card and supported services

Ambition 4 (2024-26)

DFT THEME: MORE COMPREHENSIVE

More demand, responsive services, and socially necessary transport.

OUR PROPOSAL:

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

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

ACTION PLAN:

The provision of bus services in key industrial, health and entertainment/leisure areas will be reviewed. Findings will be used to support the development of new or improved, timely services to locations that are hard to reach by public transport, especially for shift and night-time workers.

The initial focus will be to serve these areas with conventional public transport. Demand-responsive transit (DRT) and community transport provision will also be reviewed, to establish demand and identify potential route improvements. Findings will be used to design future services.

KEY PERFORMANCE INDICATORS (KPIs):

- Passenger numbers
- Modal shift
- Customer satisfaction surveys
- Congestion
- Carbon emissions

DESIRED OUTCOMES:

- Growth in bus passengers
- Increase in modal share
- Improved customer satisfaction
- Increased economic benefits
- Reduced emissions

Ambition 5 (2024-26)

DFT THEME: EASIER TO UNDERSTAND

Present the local bus network as a single system that works together, with clear passenger information.

OUR PROPOSAL:

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

DELIVERY PARTNERS:

Bus Alliance Marketing and Customer Experience subgroup.

ACTION PLAN:

The traffic and travel website will be further developed to include easy, clear, and timely information to support integrated multi-operator journey planning. This will include information on ticket pricing and purchasing, timetables and the status of services, in addition to information on community and on-demand transport services.

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

KEY PERFORMANCE INDICATORS (KPIs):

- Passenger numbers
- Modal shift
- Customer satisfaction surveys

DESIRED OUTCOMES:

- Growth in bus passengers
- Improved customer satisfaction
- Improved communication
- Increased awareness of Hull's transport offer

Ambition 6 (2024-26)

**DFT THEME: EASIER
TO UNDERSTAND**

OUR PROPOSAL:

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

DELIVERY PARTNERS: Bus Alliance Marketing and Customer Experience subgroup.

ACTION PLAN:

Work with the police, CCTV and Hull City Council's grounds maintenance team to identify and develop safer routes. Using the council's existing smart city platform, continue to roll out real-time bus, walking and cycling information.

Live information to be shared via bus shelters and apps, as well as in key locations such as hospitals, libraries, and venues. Smart technologies will be introduced to provide additional information and support to those with accessibility concerns, to improve and increase service provision.

KEY PERFORMANCE INDICATORS (KPIs):

- Passenger numbers
- Modal shift
- Customer satisfaction surveys

DESIRED OUTCOMES:

- Growth in bus passengers
- Improved customer satisfaction
- Increased awareness of Hull's transport offer

Ambition 7 (2027-2032)

DFT THEME: BETTER INTEGRATED WITH OTHER MODES

Services must be integrated with other modes of transport.

OUR PROPOSAL:

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

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

ACTION PLAN:

A newly formed, cross party governance group - the Traffic and Travel Advisory Group (TATAG) has been established. It will ensure that all forms of mobility integrate and work together to achieve wider targets relating to climate change and public health. Our single ticket approach will be expanded to include integrated mobility options, such as secure cycle parking, city bikes, rapid transit systems, park and ride, community transport and taxis etc.

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

Greater integration between social transport services and the core network will be established, including a review of school transport provision.

We will ensure the local bus network is sufficiently resourced to meet the needs of leisure and retail, as well as work and educational purposes.

KEY PERFORMANCE INDICATORS (KPIs):

- Passenger numbers
- Modal shift
- Traffic congestion
- Carbon emissions

DESIRED OUTCOMES:

- Growth in bus passengers
- Increase in the mode share of bus transportation.
- Improved customer satisfaction
- Reduced traffic congestion and carbon emissions

Ambition 8 (2027-2032)

**DFT THEME: BETTER INTEGRATED
WITH OTHER MODES OF TRANSPORT**

**Identify locations
for transport hubs
to support seamless
travel.**

OUR PROPOSAL:

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

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

ACTION PLAN:

Develop transport hubs at strategic locations to make it easier to cross the city and city boundary, with faster journey times, and greater multi-modal connectivity.

**KEY PERFORMANCE
INDICATORS (KPIs):**

- Passenger numbers
- Modal shift
- Customer satisfaction

DESIRED OUTCOMES:

- Growth in bus passengers
- Increase in the mode share of bus transportation
- Increased cross boundary travel
- Improved customer satisfaction

Ambition 9 (2030-2035)

DFT THEME: GREENER AND BETTER TO RIDE IN

Modern buses and decarbonisation.

OUR PROPOSAL:

Implement a carbon neutral fleet by 2035.

DELIVERY Bus Alliance Transport.
PARTNERS:

ACTION PLAN:

As hydrogen/electric options and their associated city energy infrastructure become more available and viable, the fleet and associated infrastructure will migrate to these technologies. As part of the review of the network, we will identify and establish green express corridors, to be used by the first carbon neutral vehicles.

Our short-term focus will be to remove older and higher emission buses from the network, whilst understanding the viability of the various technologies, and implications for depot infrastructure. We will also promote the green credentials of our new bus fleet to car drivers. We will encourage them to take the bus to reduce their own carbon footprint.

KEY PERFORMANCE INDICATORS (KPIs):

- Proportion of bus fleet which has transitioned to carbon neutral
- Passenger numbers
- Economic impact
- Modal shift from cars to buses

DESIRED OUTCOMES

- Growth in bus passengers
- Economic benefits
- Improvement in air quality
- Reduced carbon emissions

Ambition 10 (2030-2035)

**DFT THEME: GREENER
AND BETTER TO RIDE:**

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

OUR PROPOSAL:

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

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

ACTION PLAN:

Bus Rapid Transit does not require large levels of infrastructure investment, but its priority is to deliver shorter journey times. We will endeavour to find new, potential Rapid Transit System (RTS) or Bus Rapid Transit (BRT) routes including, if possible, one from Beverley in the ERYC, to support commuters. This will require further cross-boundary, collaborative working with the ERYC, and North and North East Lincolnshire Councils. We will develop dedicated and

collaborative marketing activity, together with stakeholders, to promote sustainable travel. This will include improved destination information to support sustainable tourism. Our aim is to increase the number of commuting and leisure journeys made by public transport. Investment will be made in additional resources to allow us to develop 'off the shelf' bids to secure external investment in sustainable transport.

KEY PERFORMANCE INDICATORS (KPIs):

- Annual percentage growth in passenger numbers
- Modal shift
- Customer satisfaction

DESIRED OUTCOMES:

- Growth in bus passengers
- Improvement in mode share
- Improvement in customer satisfaction
- Increased economic benefits
- Reduced carbon emissions

Ambition 11 (2021-2035)

DFT THEME:

Enhanced Bus Partnership

OUR PROPOSAL:

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

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

ACTION PLAN:

Develop a publicly available performance dashboard, to showcase achievements against targets, and related progress against the Sustainable Cities and Communities British and International Standard BS ISO 37122:2019.

KEY PERFORMANCE INDICATORS (KPIs):

- Annual percentage growth in passenger numbers
- Modal shift
- Environment
- Health
- Education
- Economic regeneration

DESIRED OUTCOMES:

- Improved customer satisfaction
 - Allocation of funds for bus and allied infrastructure/services:
- Documented positive outcomes relating to:
- Modal shift
 - Environment
 - Health
 - Education
 - Economic regeneration

Ambition 12 (2021-2035)

DFT THEME:

Innovative and Accessible, inclusive, and safe mode
Give bus passengers more of a voice.

OUR PROPOSAL:

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

DELIVERY PARTNERS: Bus Alliance Marketing and Customer Experience subgroups.

ACTION PLAN:

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

A Bus Customer Charter for Hull is available for public use and reference (available at: <https://www.travelhull.co.uk/downloads/download/17/bus-passenger-charter>).

The ambition is for the Bus Customer Charter to be reviewed annually, alongside the Bus Service Improvement Plan, by an elected cross-party group. The Council's governance and scrutiny

processes will continue to provide a voice for the customer.

Regular passenger feedback sessions will continue to be organised. Bus surgeries, renamed as HBA drop-in sessions, and bus forums will continue to collect passenger feedback, which will be taken into consideration, when prioritising BSIP and other public transport fund allocation. In addition, regular feedback from disability groups will be sought to ensure equity in facilities, services and operations.

KEY PERFORMANCE INDICATORS (KPIs):

- Results of feedback/interactions to assess performance.
- Performance in the Council's governance and scrutiny reviews

DESIRED OUTCOMES:

- Improved customer satisfaction
- Growth in bus passenger numbers

6.0 Targets, Performance Monitoring and Reporting

6.1 BSIP Targets

- Our progress towards the BSIP targets we set in 2021, is detailed in this section, with supporting evidence. The initial BSIP targets for the LTA, included journey time, punctuality, passenger numbers and average passenger satisfaction.

6.2 Summary of targets for Hull

Our BSIP targets going forwards have been set in accordance with NBS (DfT, 2024). They have been determined for 2024/25 and 2025/26, and will be reviewed and set annually beyond 2035, to be realistic and achievable. The performance targets which will be monitored from 2024 include:

Performance against the targets will be reported and published on the Council's bus service improvements webpage annually. The KPIs and evaluation methods we are using are presented in Table 6.1

- Punctuality
- Lost mileage
- Bus passengers per annum,
- Bus passenger growth rate,
- Improvement / change in average journey times for buses in the key corridors per annum and
- Bus passenger satisfaction.

Table 6.1 Targets, Performance monitoring and reporting

KPIs	APRIL 23/ JAN 24*	24/25 (TARGET)	25/26 (TARGET)	MONITORING AND REPORTING
Punctuality	79%	84%	>88%	Punctuality is monitored and discussed every month in line with Traffic Commissioner standards. It is discussed in HBA meetings and published annually in BSIP or EP update.
Reliability - lost mileage as a %	2%	0.75%	0.6%	The percentage of lost mileage to planned mileage is used as a measurement of reliability and reported every month.
Bus passenger growth rate	-	0.8%	0.8%	Annual bus passenger growth rate is measured against targets.
Improvement in average journey time for buses (Key corridors)	Base year journey time	3%	5%	Information gathered by INRIX and Scoot will be used to analyse bus journey times in key corridors, on different days and at different times. Measures will be taken to shorten journey times, and results will be reported.
Bus passenger satisfaction in %	-	90 %	93%	Surveys are planned for Spring 2024. The feedback we receive will be reported, as will our plans for improvement. The results of the actions we take will be carefully monitored and reviewed. We will carry out passenger surveys and feedback sessions to monitor passenger satisfaction, to support the continual improvement of our services.

*Actual performance until January 24.

I 7.0 DfT: BSIP Overview Table Template

Name of authority: **Hull City Council**
 Date of publication: **5 June 2024**
 Franchising or Enhanced Partnership: **Enhanced Partnership**
 Date of next annual update: **June 2025**

URL of the published report:
 XXXXX

Improvement Programme April 2024 – March 2025.

IMPROVEMENT PROGRAMME TO 2025	LIST OF SCHEMES AND MEASURES (INCL. DETAILS OF LOCATION & COST)
Bus priority infrastructure	-
Other bus infrastructure	Install real time display panel if the proposal is approved by DfT. Installation of real time display panels if the proposal is approved by DfT.
Bus service support	Provide service support for enhanced corridor frequency on routes 1,2,7,8,12,13,54,56,57,63,66,104,105,154 - 15 min - 20 min from Monday to Saturday. Introduce/increase night buses on routes 5,6,8,11,13,57,66,104 to promote night time economy.
Fares support	- Discounted fares for night buses, and Park & Ride services. - Holiday rider - discounted KAT card for summer holidays for the under 19s, together with discounted group tickets for a period of six weeks. - Family ticket at discounted fares for the six-week summer holiday. - Discounted Fares for DRT for medical trips.
Miscellaneous	Marketing costs to promote increased frequency, Hull and KAT Cards, and travel champions. Additional costs for innovative projects: Transport Hub refurbishment, regional business training, training and support for Hub staff, bus surveyor role, customer satisfaction survey, data management software.

Improvement Programme April 2024 – March 2025.

AMBITIONS AND PROPOSALS FOR 2025 & BEYOND	DESCRIPTION (60 WORDS MAX) OF PROPOSALS LISTING NAMED SCHEMES/MEASURES WITH LOCATION WHERE APPROPRIATE (2025 - 2035)	FUNDING TYPE
Service level and network coverage	Scheme 1 Key Corridor Service Enhancements: Support for more frequent bus services in key corridors, with additional evening, and weekend services.	Revenue
Bus priority	Scheme 2 Assessment of potential dedicated bus gates	Capital
	Scheme 3 Implementation of dedicated bus gates	Capital
	Scheme 4 Key corridor demand assessment: Undertake demand and modelling of key corridors to assess capability to increase in bus frequencies and hours of operation	Capital
	Scheme 5 Bus priority at identified Traffic signals: Installation of Traffic signals and controls to give bus priority	Capital
	Scheme 6A Bus Rapid Transit (BRT) System: Modelling of identified route for Bus rapid system, Undertake Business case for BRT	Capital
	Scheme 6B Design Build Costs for BRT Estimated design and build costs for BRT	Capital
Lower and simpler fares	Scheme 7 Provide a concessionary subsidy for young people under 19 years	Revenue
Ticketing	Scheme 8 Single ticketing system: Introduce a single ticketing system.	Capital
	Scheme 9 Integrated ticket: Expand integrated ticketing options to wider transport modes as available	Capital
	Scheme 10 Flexible ticket: Assessment of flexible ticket options	Capital
Waiting and interchange facilities	Scheme 11 Bus shelter: Roll out of improved bus shelters across the city & improved visitor experience at the central rail/bus/taxi/cycle integrated Interchange	Capital
Bus information and network identity	Scheme 12 Traffic and Transit team: Formation of Traffic and Transit team to monitor traffic management in real time and manage the communications and technology associated with planned and reactive works on the network	Capital

AMBITIONS AND PROPOSALS FOR 2025 & BEYOND	DESCRIPTION (60 WORDS MAX) OF PROPOSALS LISTING NAMED SCHEMES/MEASURES WITH LOCATION WHERE APPROPRIATE (2025 - 2035)	FUNDING TYPE
Bus passenger experience	Scheme 13 Marketing & promotional costs to support the new traffic and travel website and to address issues in customer research survey and sustainable travel	Revenue
	Scheme 14 Sensors and Internet of Things for Smart City Platform: Additional Traffic surveys & Internet of Things sensors to monitor traffic flows and build into Smart City Platform	Capital
	Scheme 15 Journey Planning Roll out of real-time information, journey planning and smart technologies	Capital
	Scheme 16 Safer Routes Enabling safer routes to buses including CCTV, Lighting, Grounds and Shrubs changes to increase feeling safer on routes to and from bus stops	Capital
Bus Fleet	Scheme 17 Fleet Transformation: Support fleet transformation to Zero emissions buses 2025-2035 Scheme 18 Smart technologies	Capital
Accessibility and inclusion	Scheme 18 Smart technologies: Introduction of smart technologies aimed at increasing real-time information, alerts and awareness for people with accessibility concerns	Capital
Longer term transformation of the network	Scheme 19 A Park & rides/Transport Hubs: Modelling of identified Park & Ride/Transport Hubs, Undertake a business case for Park & Ride/Transport Hubs	Capital
	Scheme 19 B Park & rides / Transport Hubs: Undertake Business Case for Park & Rides/Transport Hubs	Capital
	Scheme 20 Mini Transport Hubs: Feasibility and modelling of additional mini transport hubs to foster improved cross city/border and integrated travel	Capital
	Scheme 21 Public and Community Transport: Assess and model the integration need between Public and Community Transport	Capital
	Scheme 22 Increasing Resource capacity: Increase resource capacity to develop off-the shelf bids to foster external investments in sustainable travel and increase speed of approved projects making an impact on outcomes and objectives	Capital
	Scheme 23 Traffic regulation orders: Refining Traffic regulation orders	Revenue

I APPENDIX IA

Glossary of Terms

Bus Lane - sign posted lane, designated for use by registered local bus services and (where specified) taxis and other authorised vehicles, at the times also indicated by signage.

Bus Lane Enforcement - action taken to ensure that bus lanes and bus gates are used only by authorised vehicles. This is often carried out by using cameras to record unauthorised use, with the issue of civil penalties to offenders under section 144 of the Transport Act 2000.

Bus Passenger Charter - document setting out the commitment of the Council and bus operators to ensure certain standards are met for each journey.

Bus Gate - Bus gate describes a short bus lane often used as a short cut for public transport.

BSIP - Bus Service Improvement Plan

Enforcement Camera - roadside camera that records and produces suitable evidence of unauthorised use of bus lanes or bus gates for the Local Highway Authority to issue civil penalties under section 144 of the Transport Act 2000.

EBP - Enhanced Bus Partnership

EBP Plan - Enhanced Bus Partnership Plan

EBP Scheme - Enhanced Bus Partnership Scheme

Facilities - physical assets that are provided at specific locations along routes (or parts of routes) within the EBP Scheme area. This is deemed for such purposes as section 138D (1) of the Transport Act 2000.

Hull Enhanced Bus Partnership Board - the decision-making body of the Hull Enhanced Bus Partnership.

Hull Enhanced Bus Partnership Forum - group providing external insight and constructive challenge on the Hull Enhanced Bus Partnership; able to make recommendations for decisions to the Hull Bus Service Enhanced Bus Partnership Board.

Hull Enhanced Bus Partnership Plan - document made pursuant to section 138A of the Transport Act 2000 and which is required to be in place for an EBP Scheme to be made. Local Authorities - prescribed under section 23 of the Local Government Act 2003.

Hull EBP Scheme Area - area to which this EBP Scheme document applies.

Local Highways Authority - Local Authority with responsibility for the maintenance of highway infrastructure in its local authority area. In the case of this EBP Scheme, this means Hull City Council.

IMD - Indices of multiple deprivation (IMD) are widely used datasets within the UK to classify the relative deprivation (essentially a measure of poverty) of small areas. Multiple components of deprivation are weighted with different strengths and compiled into a single score of deprivation.

LSOA - A Lower Layer Super Output Area is a Geographic Area. Lower Layer Super Output Areas (LSOA) are a geographic hierarchy designed to improve the reporting of small area statistics in England and Wales. Lower Layer Super Output Areas

PLC - Public Limited Company

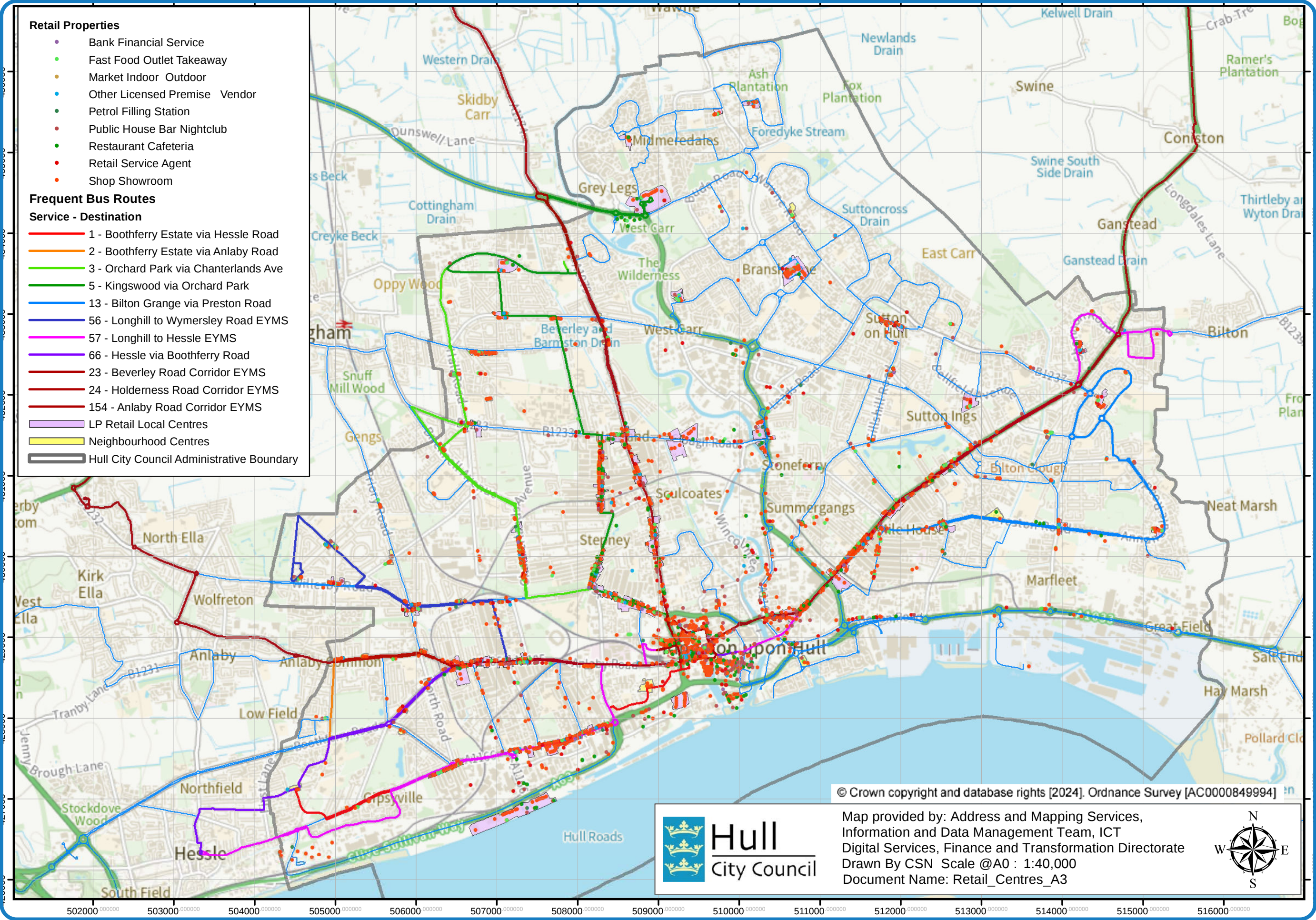
SCOOT - is the Split Cycle Offset Optimisation Technique that enables groups of traffic signals work in coordination for ease in traffic flow and reduced congestion. Sensors pick up traffic data and use it to synchronise the lights, so capacity is increased, and delays reduced.

APPENDIX 1B

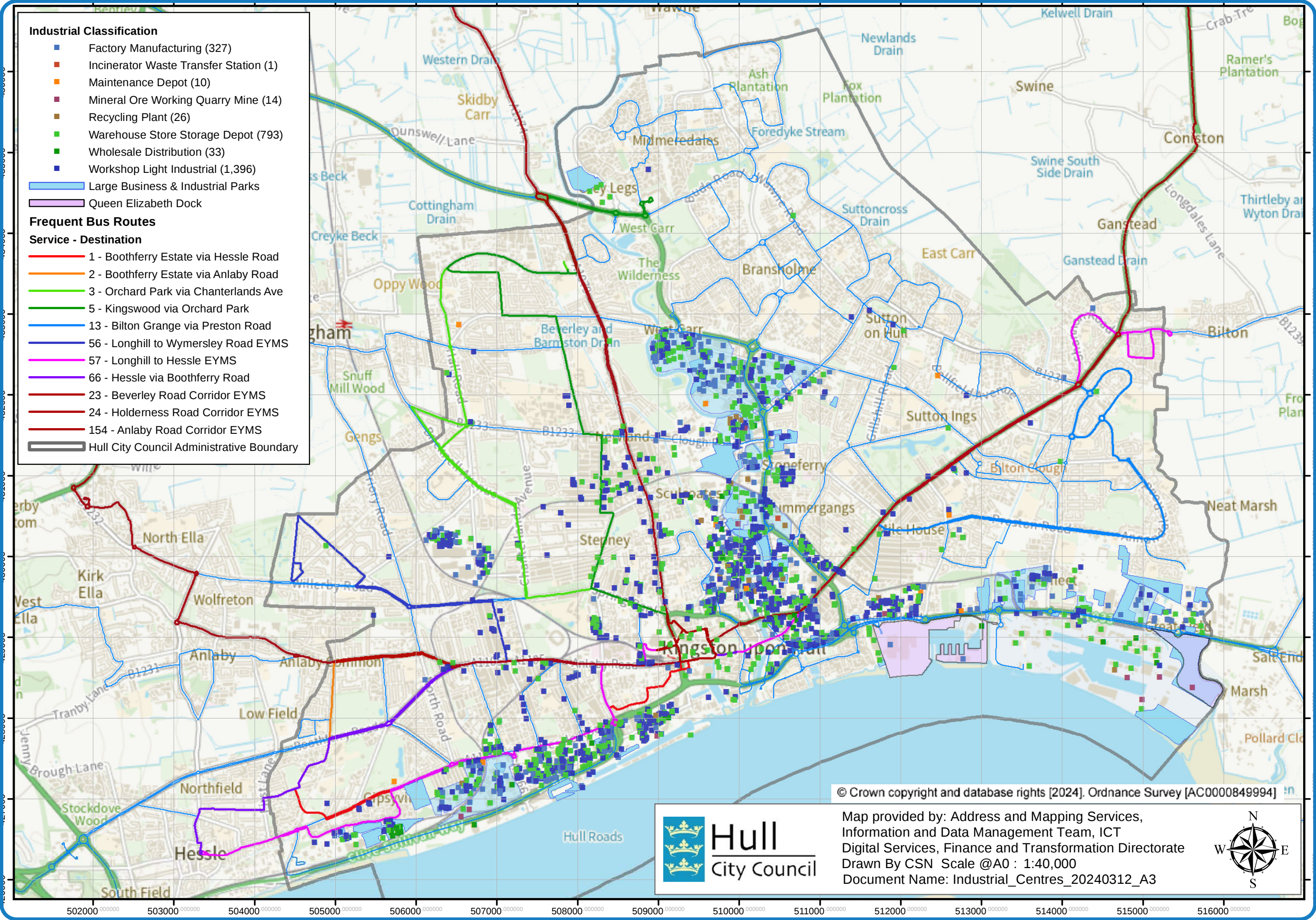
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Appendix 2: Frequent Bus routes and Retail Centres in Hull



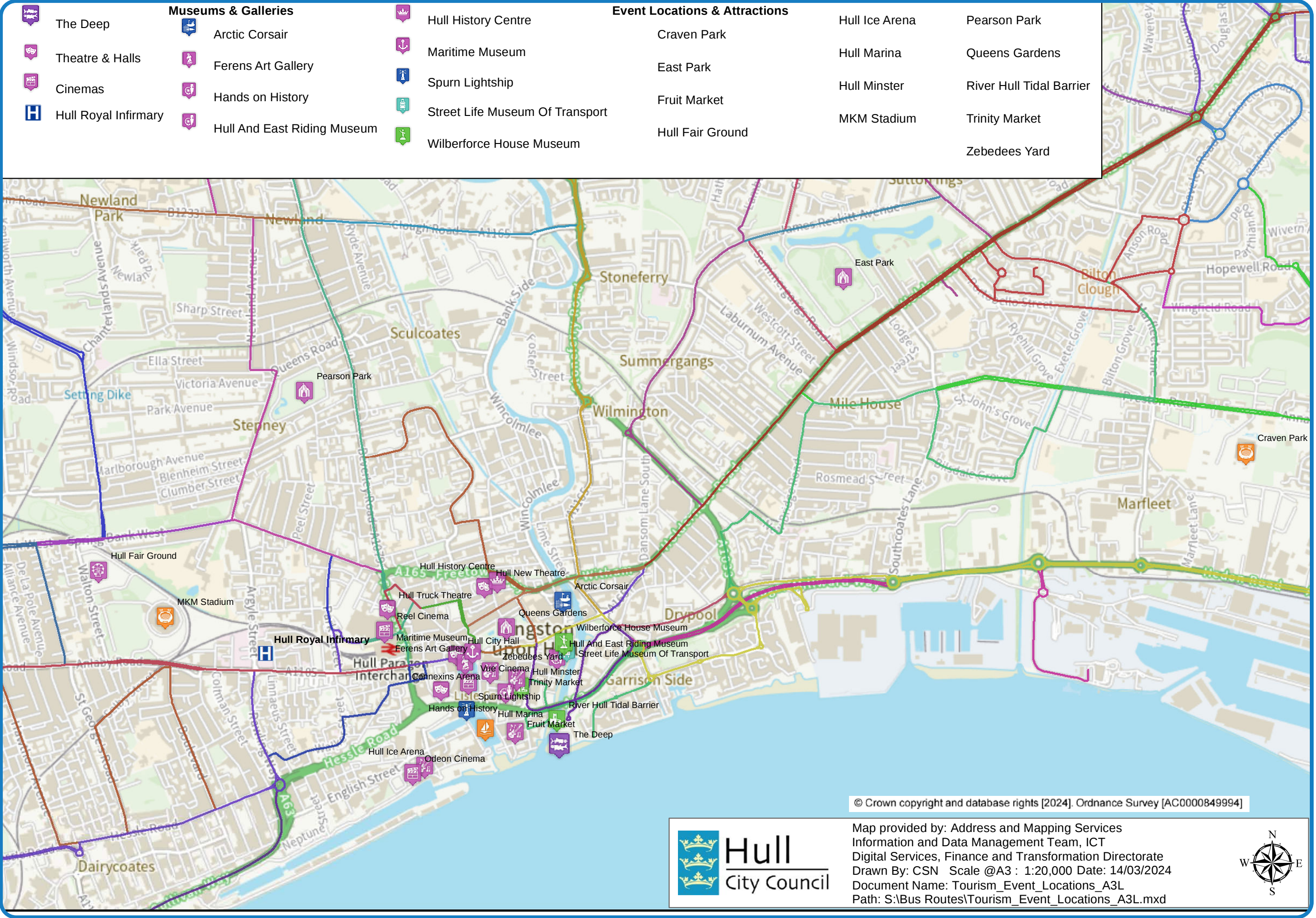
Appendix 3: Frequent Bus routes and Industrial Centres in Hull



Appendix 4: Tourism Locations at City Centre



Appendix 5: Main Event Locations in Hull



Appendix 6: Hull Bus Alliance Bus Passenger Charter

HULL BUS ALLIANCE BUS PASSENGER CHARTER

INTRODUCTION

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

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



WHAT YOU CAN EXPECT FROM US

Helpful driving team

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

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

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

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

We aim to give you the best service

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

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

Where we must change the service because

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

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

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

Information about our services

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

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

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

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

www.eastyorkshirebuses.co.uk
www.stagecoachbus.com

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

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

Making you welcome; helping you travel with confidence

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

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

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

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

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

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

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

[Stagecoach - Conditions of carriage](#)

[East Yorkshire Buses - conditions-carriage](#)



PUTTING THINGS RIGHT

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

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

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

Independent appeals

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

Your customer rights

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

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

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

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

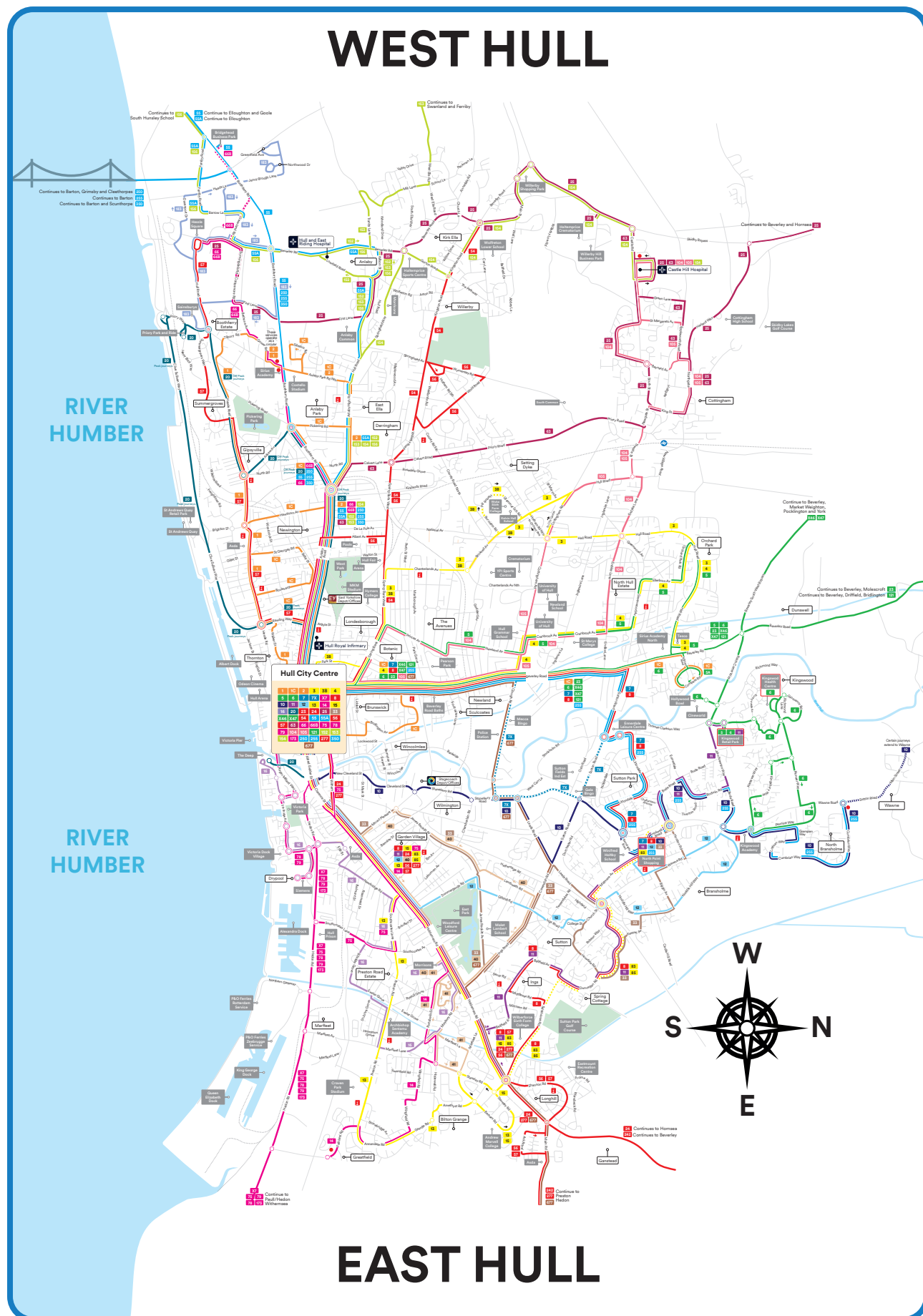
In addition to our commitments above, you have a right for your complaint to be dealt with if it concerns any of the matters covered by this section of the Charter (headed "Your rights"), provided you submit it within three months.

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

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



Appendix 7: Hull Bus map



**This document can be made available in
other languages or formats if required.**

**To request another format,
please contact us on (01482) 300300**