



Progress with delivery and the future

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SHBOA – who are we:

- South Hampshire Bus Operators Association – set up around 2002
- Provides a single voice for industry wide matters in southern Hampshire
- Still provides for commercial freedom by operators
- First Hampshire & Dorset
- Stagecoach South
- Go South Coast
- Wheelers
- Emsworth & District
- Velvet
- Brijan
- Xela Bus



Market Place

- Most bus services are provided on a commercial basis with no financial support
- Gaps in the commercial market can be filled by LA ability to run a competitive tendering process where “socially necessary”
- Despite cuts in LA budgets much of the tendered bus market has been absorbed by commercial bus operators
- Commercial bus operations continue to grow
- Fares are set by the operators on a supply and demand basis
- Concessionary fares – reimbursed for revenue forgone



What we have delivered in partnership

- Hampshire
 - Introduced one of the first operator commercial multi-operator travel card across South Hampshire in 2002
 - 157 buses refurbished in the last 2 years with TfSH
 - All buses now fitted with internal LED lighting with TfSH
 - All buses now fitted with free to use customer wifi with TfSH
 - Next Stop Displays with audio announcements being rolled out to all buses within TfSH
 - Conversion of Solent Travelcard to SolentGo on a smart platform

What we have delivered in partnership

- Portsmouth, Fareham and Gosport

- BRT Fareham – Gosport
- The Star Portsmouth – Waterlooville
- Service 20/21
- Improved bus services to QA hospital from east, west and south
- Real time bus stop information
- Portsmouth P&R



What we have delivered in partnership

- Southampton

- CityRed
- Improved frequencies
- Commercial smartcards
- M-Ticketing
- BlueStar 1
- Real time bus stop information



This has provided leverage to enable us to deliver:

- 159 new buses (£25m) in year ending July 2014, further 9 for autumn 2014

Varying levels of good passenger growth is being delivered in the region



SHBOA
South Hampshire Bus
Operators' Association

Going Forward

- Greater focus on the infrastructure deliverables to aid road passenger transport
- Recognition that road passenger transport makes a significant positive impact on the economy
- Bus Rapid Transit
- High Quality Public Transport Corridors
- Partnership investment - BBAF