

**South East Hampshire
Bus Rapid Transit**

Eclipse

30 October 2015



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Business Performance Director



Eclipse – the product



- Our first high frequency service in the area in April 2012
- 7/8 minutes became every 6 minutes in October 2013
- High-specification buses have stood the test of time
 - Leather seats, wi-fi, Infotainment screens, Next Stop Announcements
- Staff still have to 'qualify' to join the Eclipse team
- Has its own set of performance indicators
- Continues to grow ridership

- Legally binding voluntary quality partnership agreement – worked up in true partnership
- A Partnership Board established

- **Key commitments:**

- **By First**

- Vehicle Quality
 - Frequency & hours of operation
 - Max one fare review per year
 - Staff training
 - Customer Charter/Refunds

- **By Hampshire CC**

- Maintenance of the highway with timeframes
 - Maintenance of the infrastructure
 - Cleanliness of infrastructure
 - Intelligent Transport Systems

- The agreement also allows for “profit share” subject to meeting various criteria when certain thresholds are reached

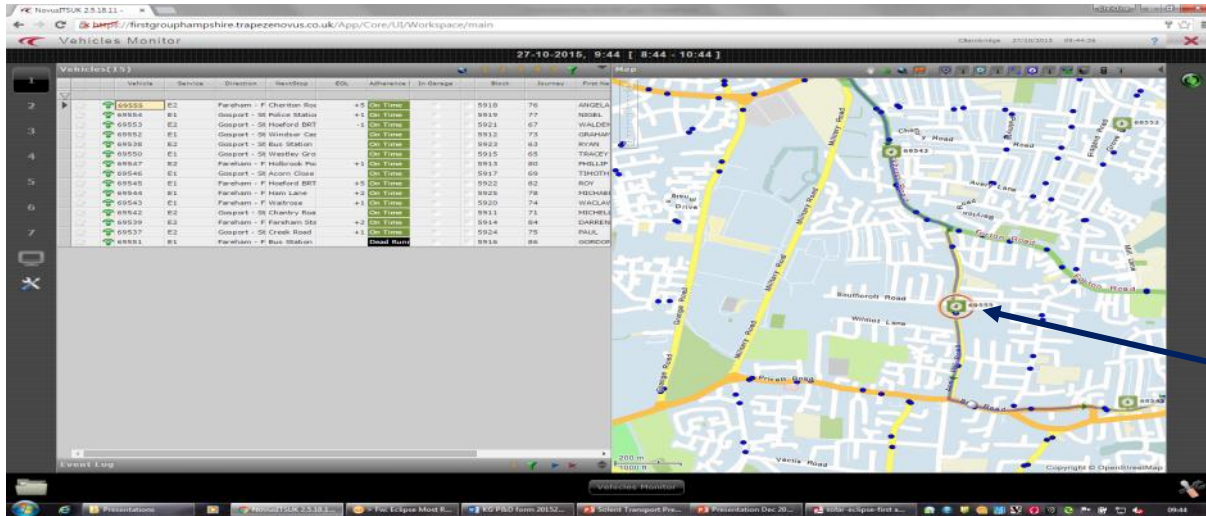


- Jointly commissioned between First and Hampshire CC
- Developed by local marketing agency The Escape
- The Brand had to be integral to the entire product range
- Brand delivery on the vehicle was developed by Best Impressions
 - Having a dedicated livery, which “turned heads”, but still recognises First as a brand



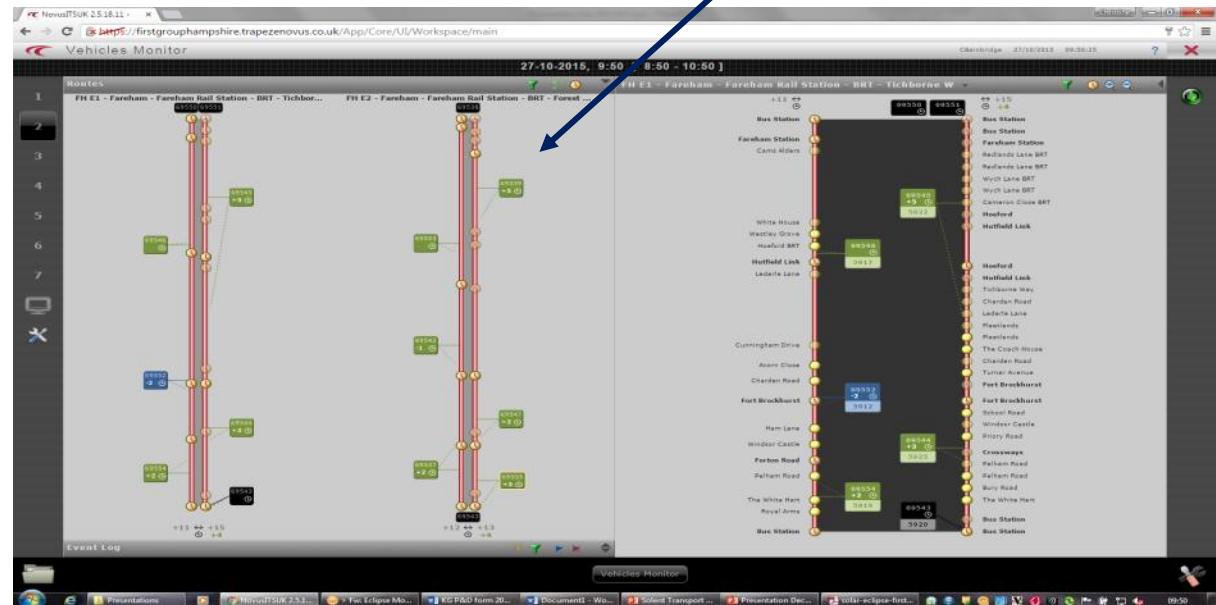
Brand Refresh – celebrating success





- Shows 'at a glance' service performance along the whole route

- Allows headways to be actively managed
- On-board radio system for direct communications
- Measures punctuality
- Used in designing timetables





- Makes bus travel more attractive
- Provides links to other transport modes such as train and ferry

- Allows for faster journey time
- By-passes congested areas
- Improves service punctuality



Year One

- 64% passenger growth on the service
- Over 1,300,000 customers
- 12% passenger growth on the corridor as a whole
- Buses are, on average, 57% full
- 10 minutes shaved off previous journey time
- Great customer feedback

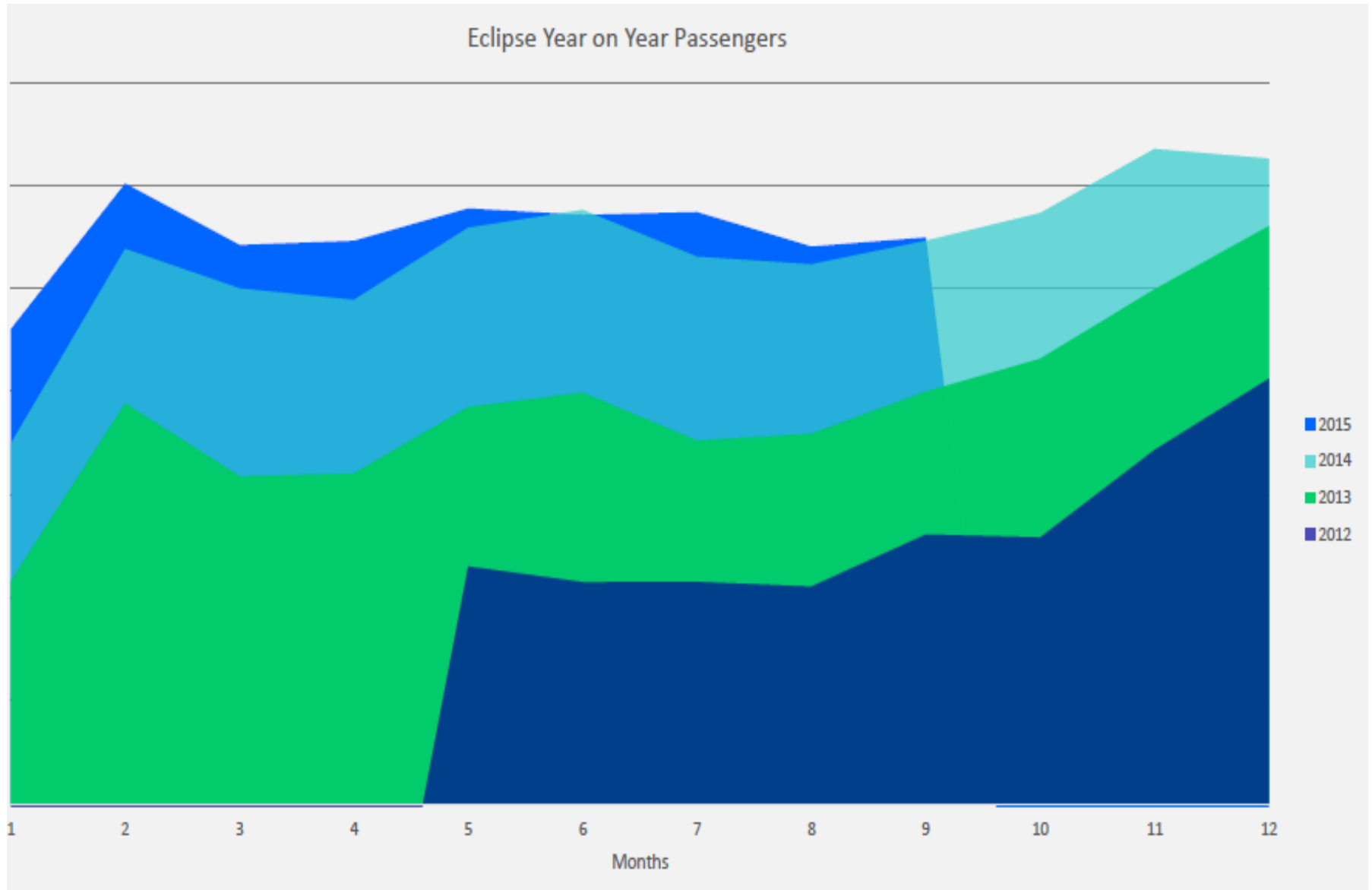
Year Two (Year on Year)

- 22% passenger growth on the service
- 11% passenger growth on the corridor as a whole
- More supply invested Oct 2013
- Great customer feedback continues
- Good social media comments continues
- Further priority installed on the route
- 21% modal shift

Year 3 >

- Growth continues
- 7% passenger growth to April 2015
- This year growth predicted to be 2%

Eclipse Year on Year Passengers



- Faster Journey times. E2 - 32 minutes to get from Fareham to Gosport and E1 - 37 minutes
- High frequency – no need to look up the timetable – just turn up
- Punctual – Eclipse average of 95% of journey's operate on time
- Leather seats, extra leg room, wood effect flooring, LED under-seat lighting, free wifi, next stop audio announcements, next stop displays, real time information
- RNIB fobs activate audio real time information for visually impaired customers at main stops

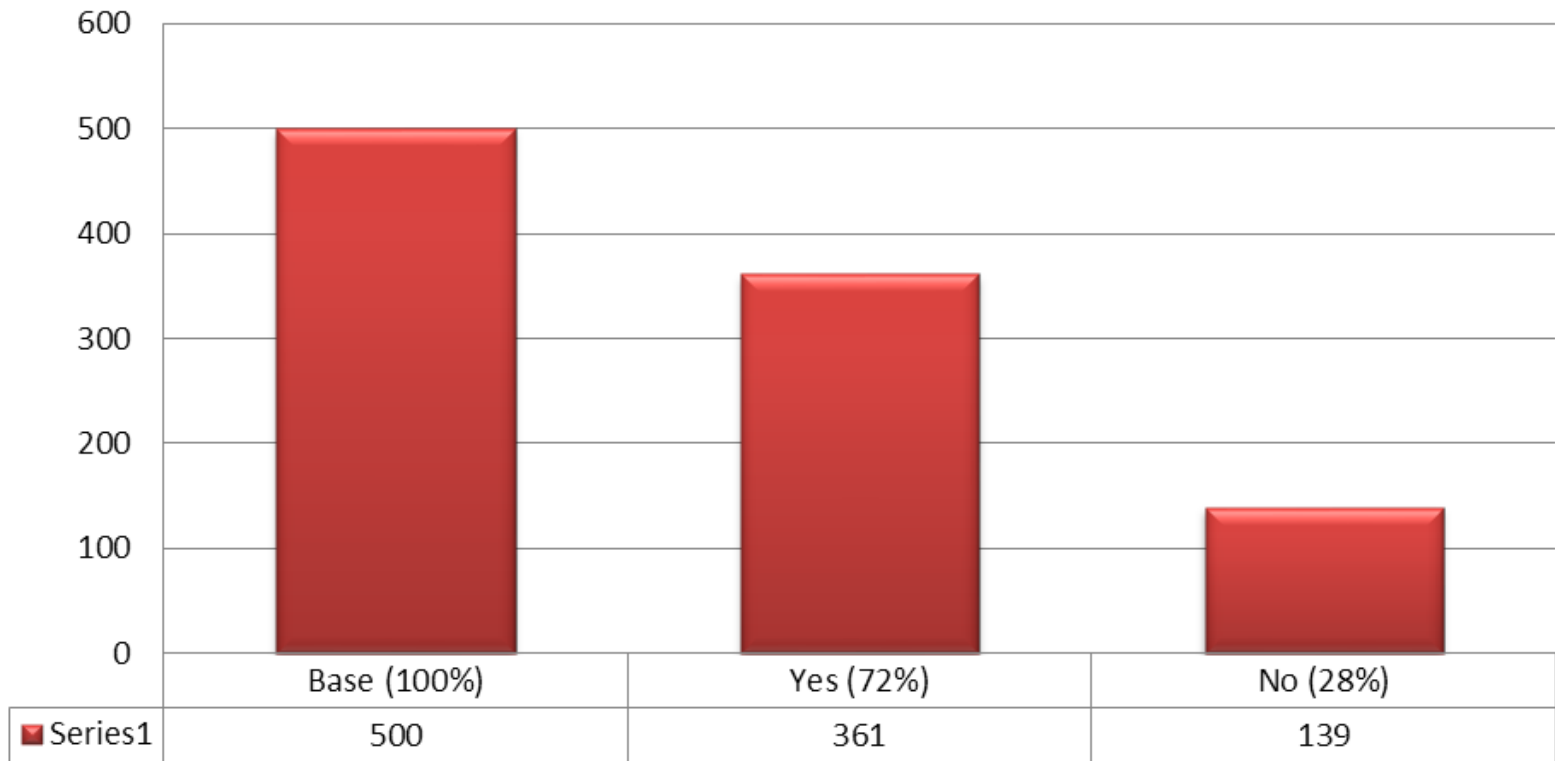


- Wifi moves to 4G speed
- Eclipse 'next generation' buses as part of Low Emissions bidding round
- If funding found for further dedicated busway journey times will improve further
- Additional stopping arrangements on busway identified
- Further improvements to encourage ticketless travel
- Modal shift continues to increase demand
- Possibility of BRT link to new developments

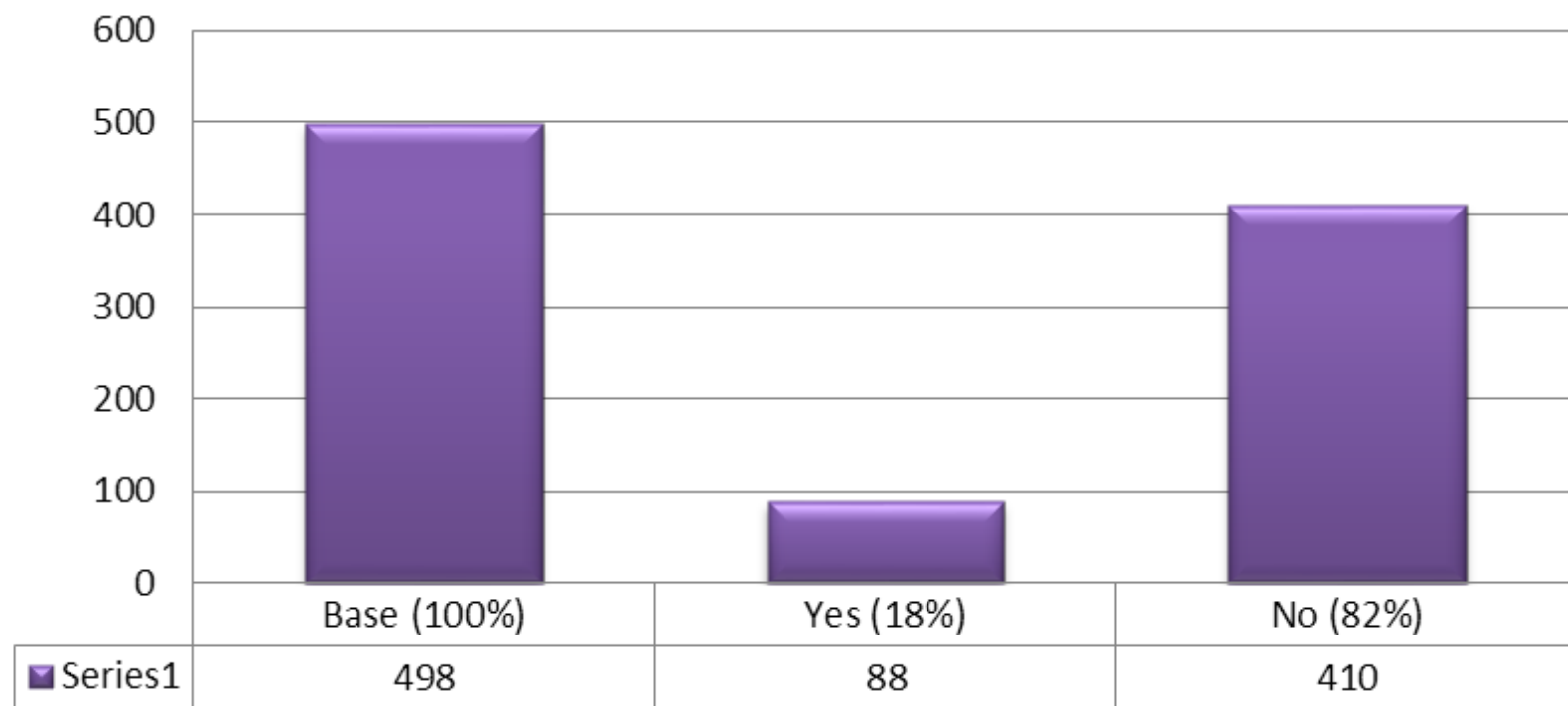
What do the Customers Think?

- Eclipse Passenger Interviews – Spring 2015
- 500 Face to Face Interviews

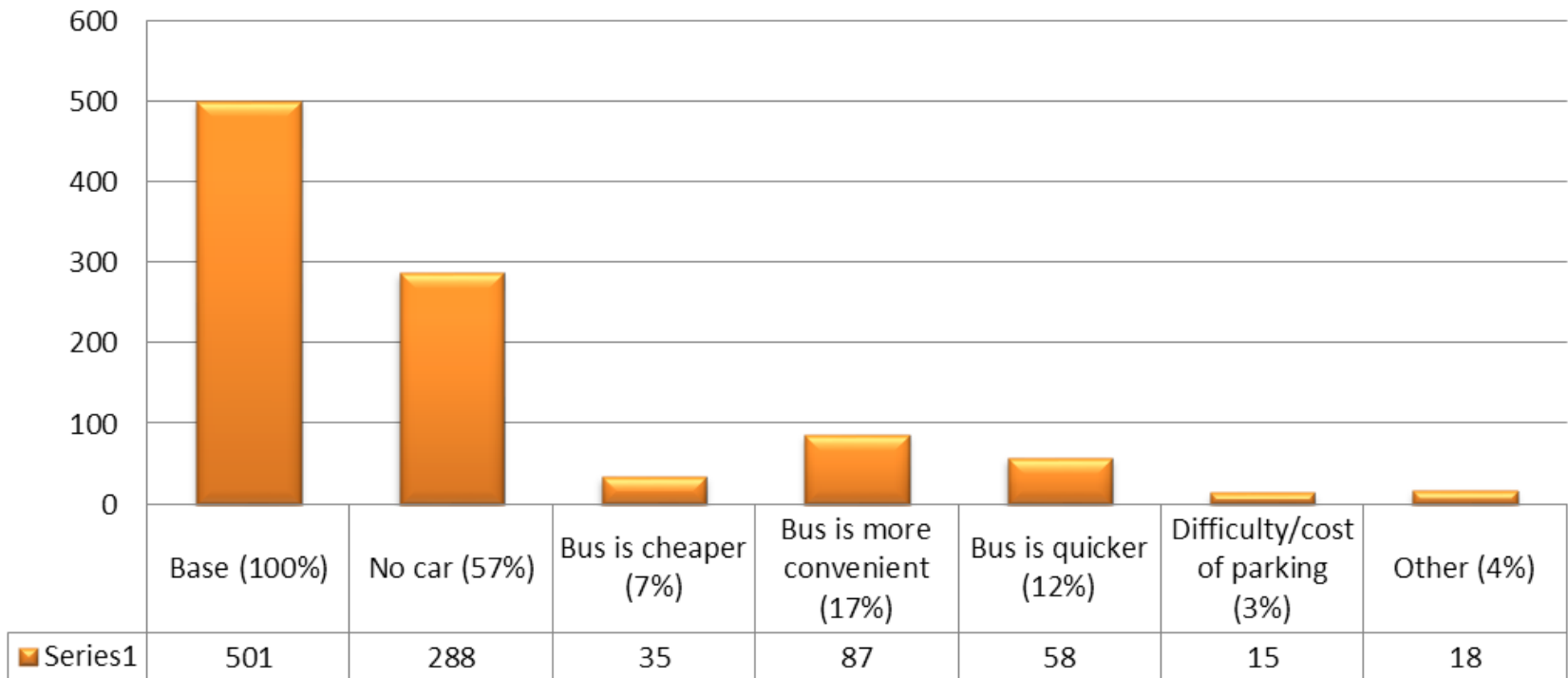
Q5. Did you use bus services between Gosport and Fareham before the Eclipse service?



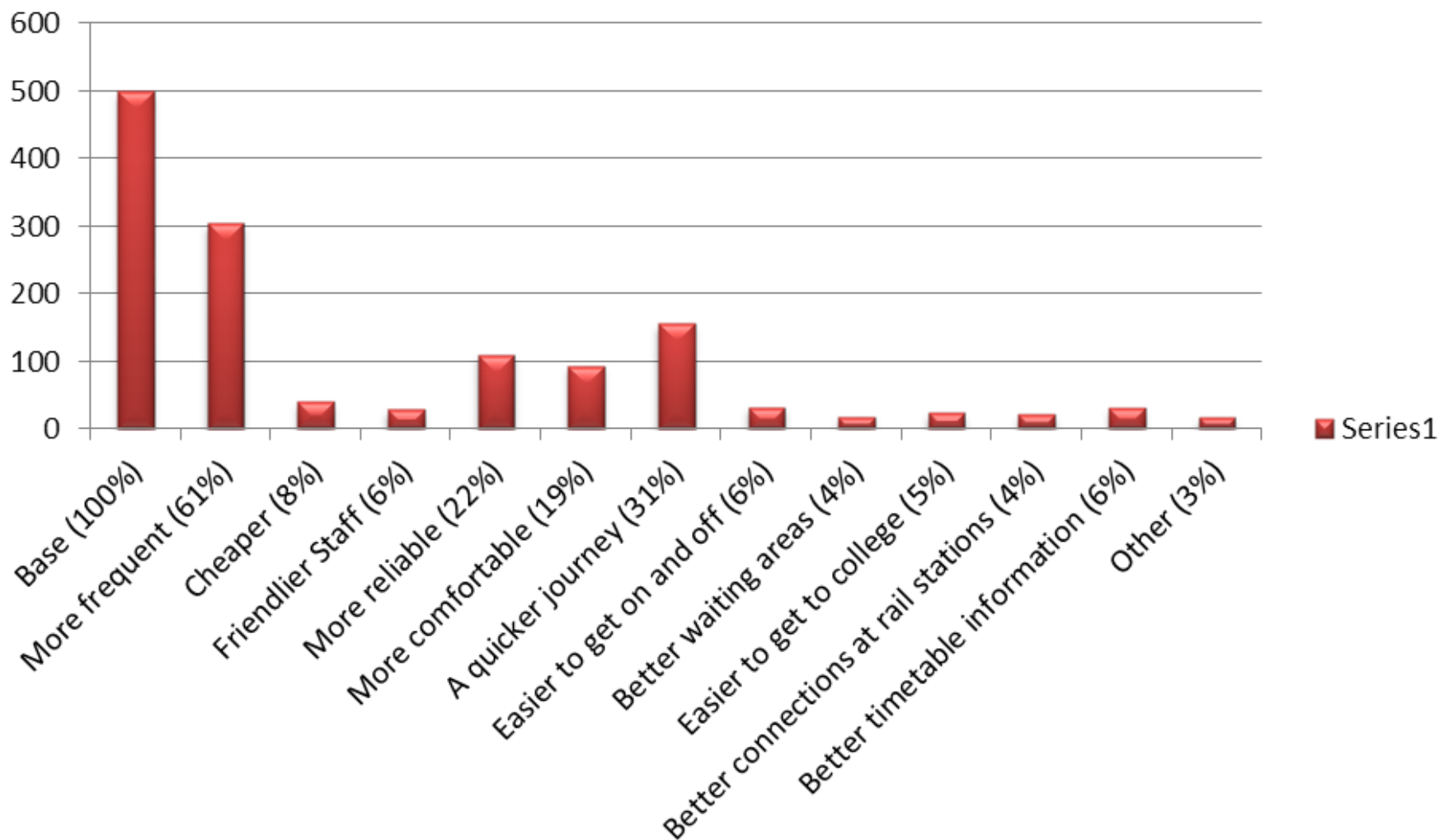
Q8. Do you have a car you could have used for this journey today?



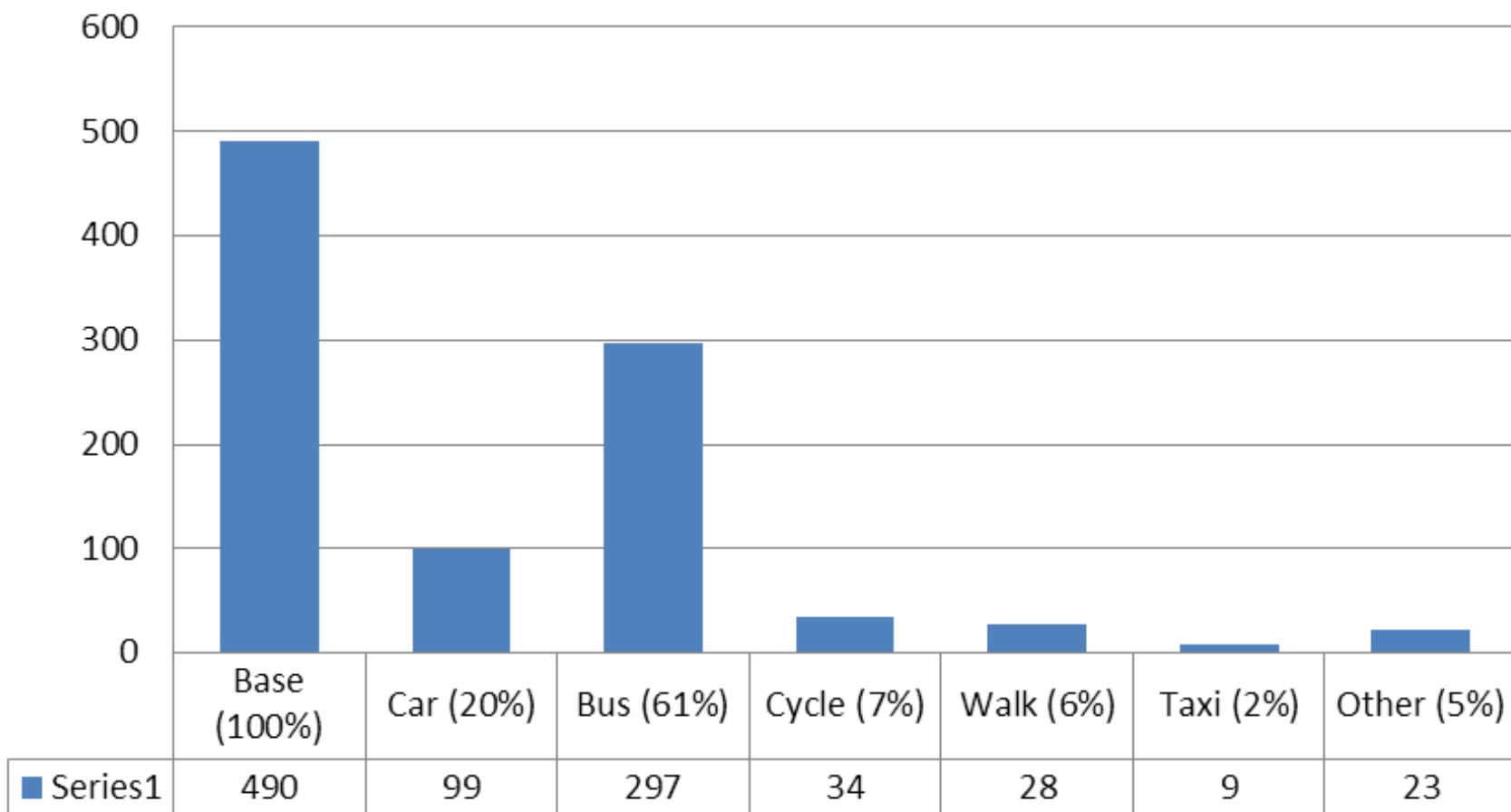
Q10. What is the main reason for using the bus for your journey today?



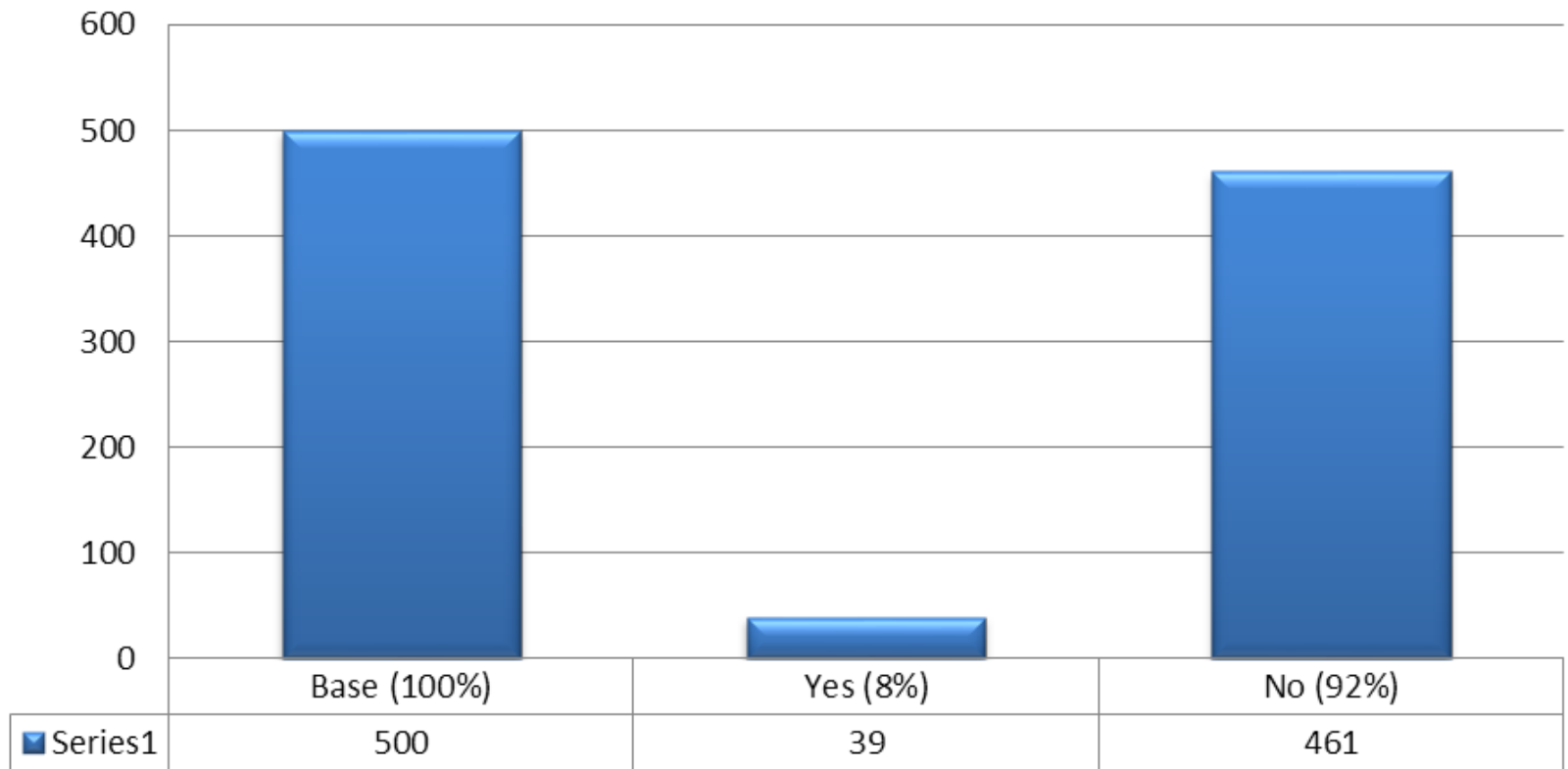
Q11. What is the main difference that the BRT routes have made to your journey?



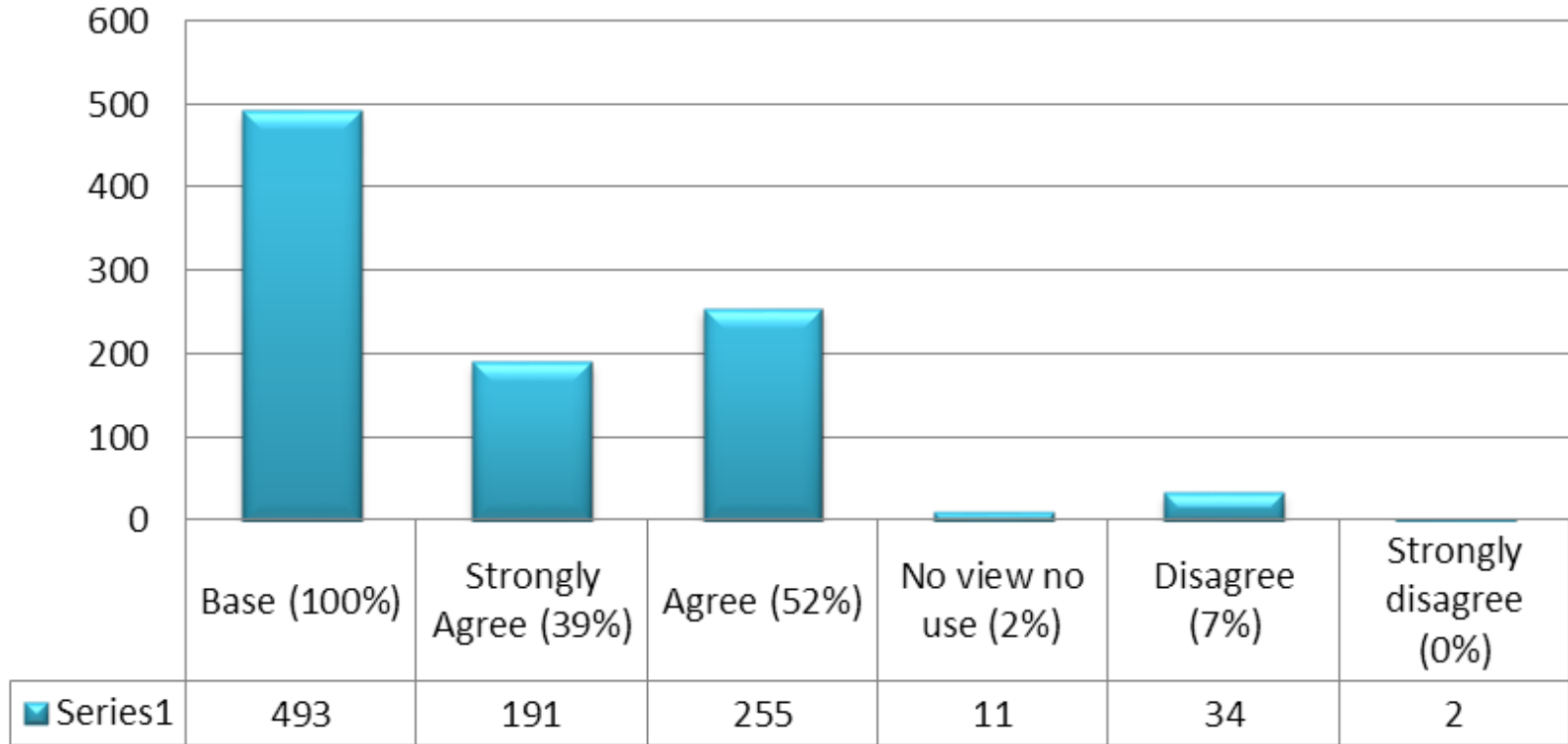
Q12. Before the opening of the BRT, how did you previously make your journey?



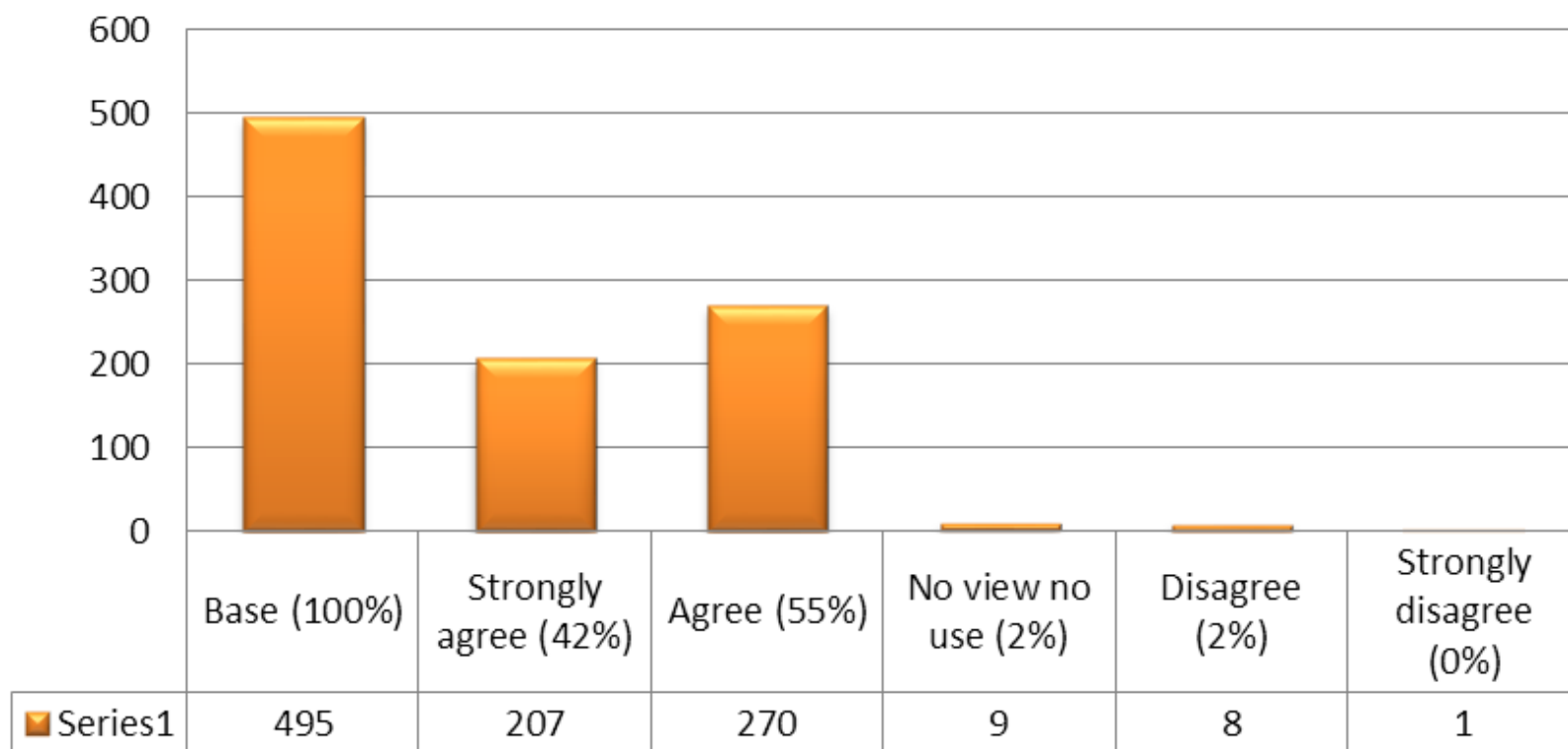
Q6. Will you be using a train as part of your journey?



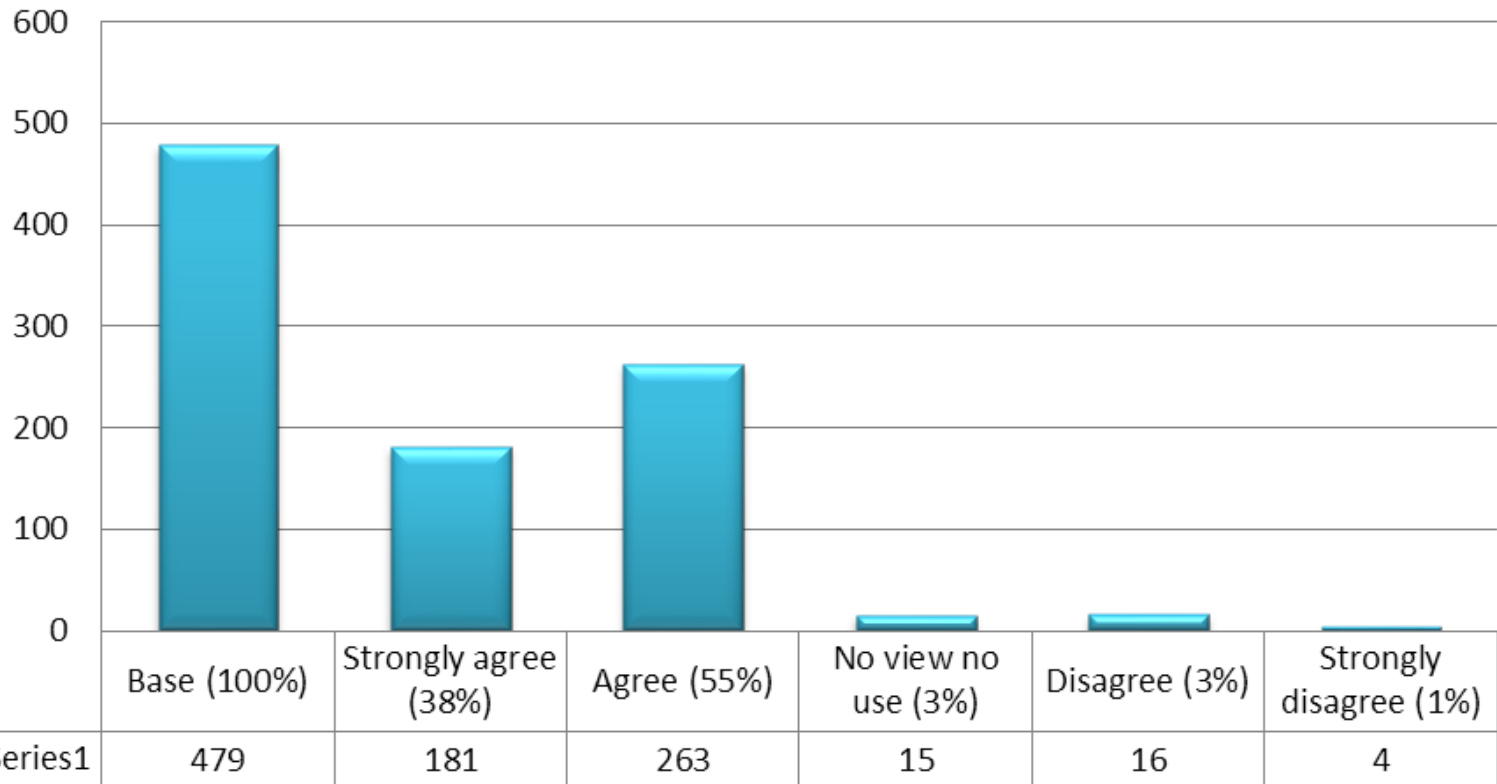
Q13. The bus is quickest way to my destination



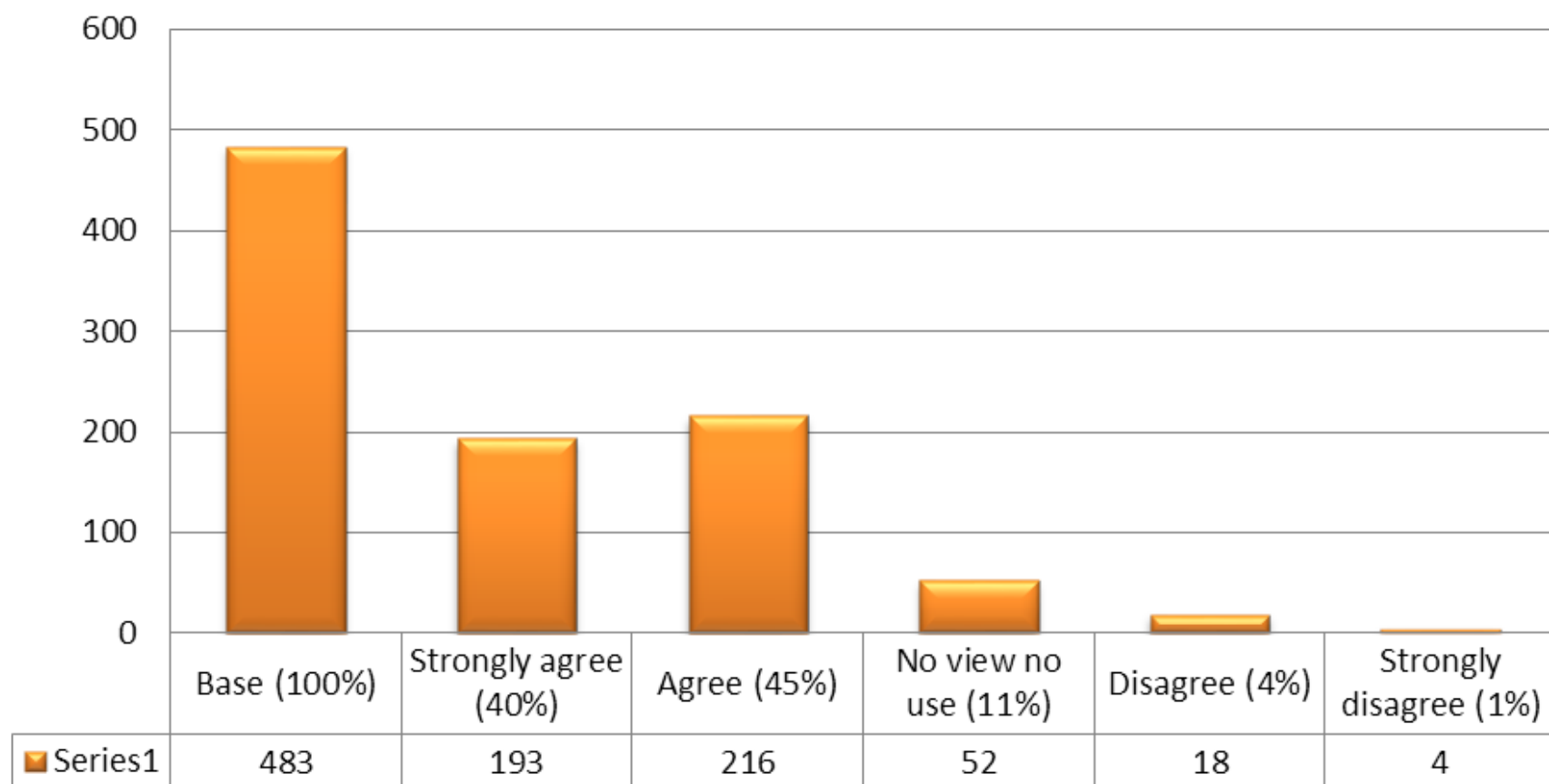
Q14. The bus is modern, clean and comfortable



Q19. The buses are frequent and reliable

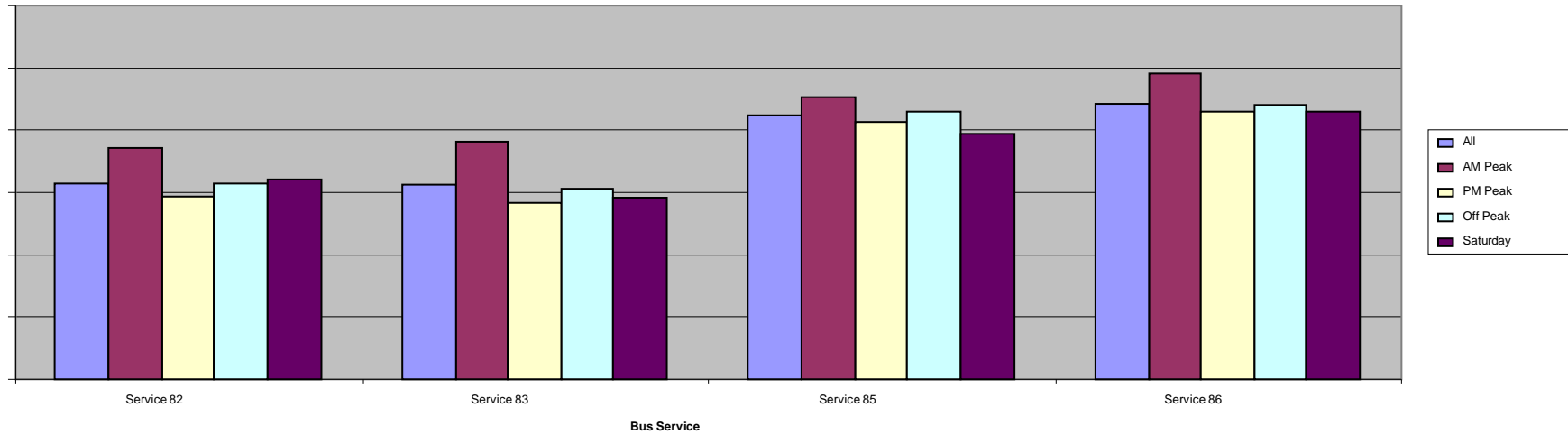


Q20. The Eclipse buses and route have improved the image of public transport

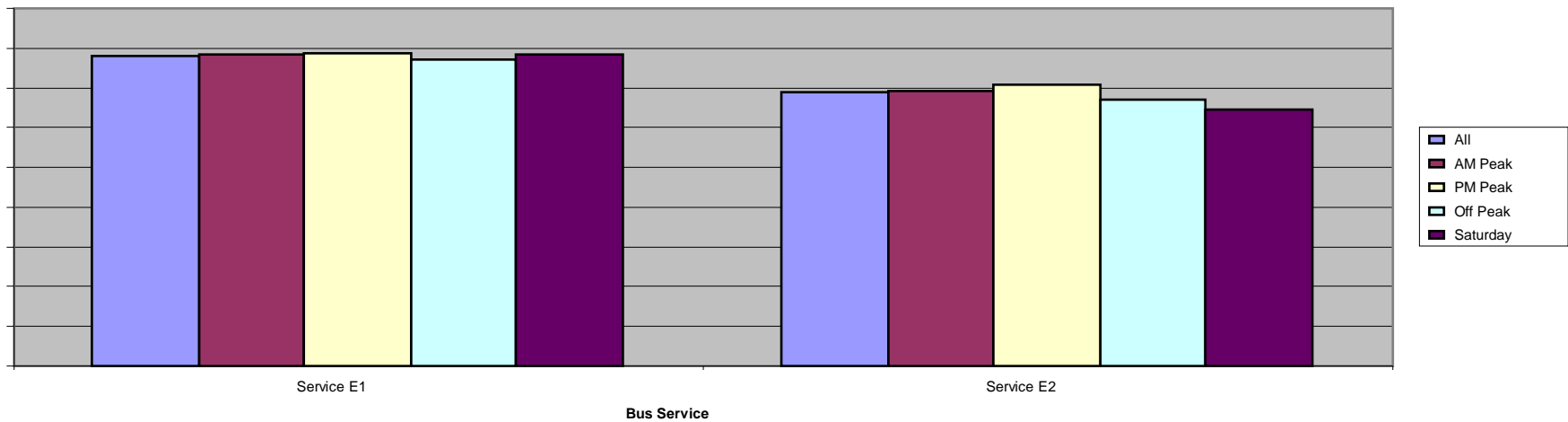


Bus Timed Runs – Average Journey Times **Gosport to Fareham**

Before Surveys - Timed Runs Gosport to Fareham



After Surveys - Timed Runs Gosport to Fareham



KPMG Study into bus infrastructure schemes

Key Message - Don't undersell the benefits

