

Report to the Transport for South Hampshire Joint Committee

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Subject: **Better Bus Area Fund Delivery**

Purpose of the Report

To update the Transport for South Hampshire (TfSH) Joint Committee on the recent success of the bid that TfSH and South Hampshire Bus Operators' Association (SHBOA) submitted to the Department for Transport's (DfT's) Better Bus Area Fund (BBAF) and on the delivery plan.

Recommendations

- 1. The key role and support of South Hampshire Bus Operators Association in developing, funding and delivering this package is noted.**
- 2. The proposals for delivery of the Better Bus Area Fund package are noted.**

Introduction

1. In December 2011, Department for Transport (DfT) announced a new £50 million BBAF and invited bids up to a maximum of £5 million from Local Transport Authorities. The focus of the BBAF is to support the bus market (primarily in urban areas), and to realise benefits in the short term – with projects needing to complete by end March 2014.
2. TfSH submitted a joint bid for funding on behalf of the three TfSH authorities, covering the TfSH geographical area. The bid, developed in partnership with SHBOA, sought to raise the quality of bus travel in South Hampshire. The total cost of the proposals is £7.37 million, which can be broken down by a £4.48 million request for DfT funding, a £2.14 million commitment from bus operators, and a £0.75 million contribution from the three TfSH authorities.
3. In March, TfSH was awarded its full request for funding by the DfT, receiving the eighth highest allocation nationally.

The TfSH Better Bus Area Fund Project: ‘*Your Journey – Making Travel Time Your Time*’

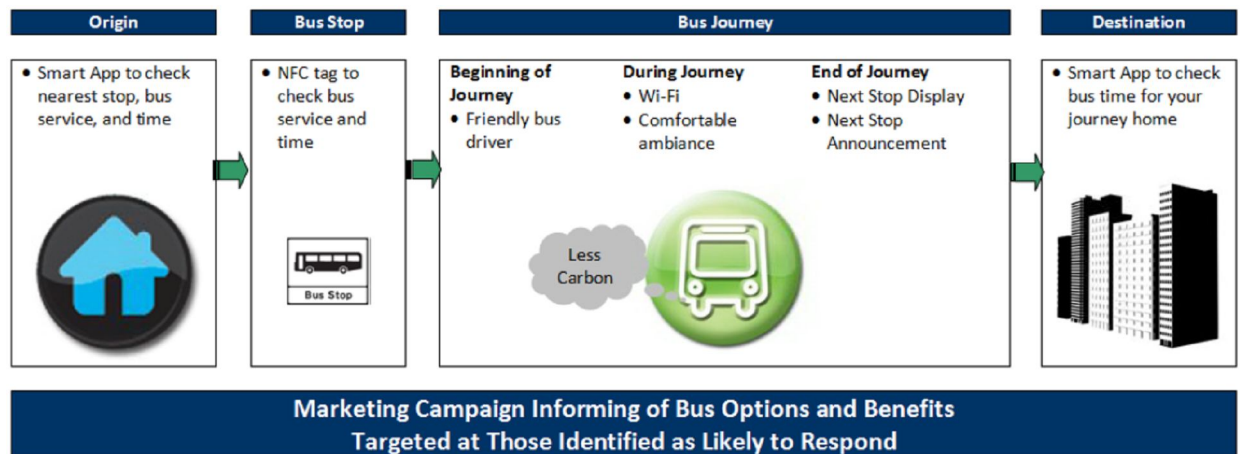
4. The successful bid aims to raise the quality of bus travel for all, and through this, change perceptions of the bus, with the outcome of an 8% increase in bus patronage, a 5.6% increase in public transport mode share, and 4,205 fewer tonnes of carbon emitted. The project aims to achieve this through addressing those features of bus travel that act as barriers to attracting new users and by providing facilities that will make bus travel a comparatively better option to the private car. By growing bus patronage and bus modal share, we will release highway capacity on the key radial routes into our urban centres and so improve journey times for all highway users.

5. The project components are summarised within Table 1.

Table 1 – TfSH BBAF Project Components

Project Component	Detail
<i>Wi-Fi</i> Enable Bus Fleet	Fit <i>Wi-Fi</i> terminals to at least 500 buses in the South Hampshire bus fleet (83%). <i>Wi-Fi</i> will provide an opportunity for those with laptops and smartphones to access the internet free and make better use of their travel time.
Next Stop Audio Visual Equipment	Fit Next Stop Displays and Next Stop Announcements to at least 500 buses in the South Hampshire fleet.
Bus Refurbishment	Refurbish at least of 141 buses (no more than six years old) in the South Hampshire bus fleet. This will include internal and external refurbishment of buses
Retro-Fitting of LED Lighting to Bus Fleet	Retro-fit LED lighting to 500 buses in the South Hampshire bus fleet. This will include internal and external lighting of buses and will deliver significant carbon reductions and improve on-board ambiance.
Customer Service Training and Charter	SHBOA operators will sign up to a single ' <i>Customer Charter</i> ' by March 2013.
Apprenticeships	SHBOA operators will introduce apprenticeship schemes providing opportunities for young people to begin a career in public transport. A minimum of 16 new apprentices will be recruited.
Marketing of "The Bus"	A significant marketing campaign seeking to promote use of the bus. This will be delivered on an area-wide basis as well as by targeting specific routes (such as BRT).
Rowner Roundabout BRT and Bus Priority Infrastructure	Deliver a bus priority improvement at a critical section of the on-highway running of the South East Hampshire Bus Rapid Transit (BRT) route between Fareham and Gosport, at the A32 Rowner roundabout.
Bus Information "Smartphone App"	Develop an innovative Smartphone <i>App</i> to enable passengers to obtain information on bus routes, times, fares, and location of stops in a holistic journey approach.
NFC Tags Bus Stops	We will install Near Field Communication (NFC) Tags at 4,500 bus stops in South Hampshire by March 2014.

6. The above stated components come together within a mutually supportive package, as set out in the figure below.



7. Our BBAF proposals complement our Local Sustainable Transport Fund (LSTF) package by seeking to generate modal shift to the bus, reduce congestion, improve journey time predictability, and reduce levels of existing and forecast car use. Both the LSTF package and these BBAF proposals form part of a wider transport implementation plan for South Hampshire that is being developed. Throughout these strands we have the same set of outcomes, barriers and objectives. This ensures that all measures progressed seek to realise the same outcomes.
8. Whereas our LSTF package targeted nine specific corridors, though this package we are taking a fleet-wide approach to generate benefits for all users (existing and new) and the complex journeys that they make in the highly urbanised South Hampshire area. Our BBAF proposals represent a concerted effort to raise the profile of the bus and complement wider sustainable transport to ensure that the South Hampshire economy grows whilst balancing the need for developing sustainably and reducing carbon emissions.
9. Our BBAF proposals will also exploit and benefit from the progress that is being made within the Hampshire County Council and Southampton City Council LSTF Tranche 1 programmes. For example, a campaign brand (Agenda Item 14) has been jointly procured by the two authorities to promote sustainable travel across the greater Hampshire area.

Delivery Programme

10. The components to be delivered within this project are set out within Appendix A, along with their allocated budgets (which each include an optimism bias). Whilst Hampshire County Council (on behalf of TfSH) is awarded the funding by DfT, much of the delivery of the project components will be by bus operators. As such, upon submission of claims, TfSH will reimburse operators up to a maximum of that stated

within the Project Initiation Document (which will be equivalent to their market share). The Project Initiation Document sets out maximum allocations for each project and for each delivery body. It will be for the delivery body to work within that budget. Claims exceeding the allocated budget will not be paid unless prior agreement is obtained.

11. There are just two aspects to this project which have an ongoing revenue liability (Wi-Fi and Next Stop Audio Visual Equipment). This liability will fall on the bus operators, who have agreed to it. There is no ongoing liability for the three TfSH Local Transport Authorities.
12. Officers attended the April SHBOA Board meeting to agree delivery leads, identify required preliminary work, consider the potential for efficiencies of delivery, and discuss indicative delivery dates. As a result of these discussions a Project Initiation Document has been drafted and signed-up to by all parties. The desire of SHBOA to take a lead and their proactive approach should be noted. Indeed, there is a willingness on the part of SHBOA to deliver ahead of the programme proposed within the bid submission.
13. Moving forward, the SHBOA Board meeting will provide the forum through which the delivery of the project is managed. TfSH officers will client manage the overall delivery programme and manage the six-monthly progress updates to DfT, that are stipulated within the determination letter.
14. Updates on progress with this project will be reported to this Committee and overall ownership of the project rests with the TfSH Joint Committee.
15. As outlined above, there are deliberate synergies between this project and the LSTF proposals (*an announcement on funding for the latter is expected in June*). In consideration of this, we will wait until the outcome of our LSTF bid is known before we deliver on some project components. For example, the Real Time Information proposals contained within the LSTF package would alter technical aspects of the Next Stop audio-visual facilities to be delivered within the BBAF package.

Conclusions

16. The key role that SHBOA has played in the development of the bid along with their financial contribution is most welcome. In addition, the key role that SHBOA will play in the delivery of this project is appreciated and is representative of a healthy public/private relationship that is delivering.
17. The focus of central Government on supporting bus travel, and public transport more widely, accords with the TfSH view that public transport provides the most viable opportunity to reduce congestion, reduce

carbon, improve productivity from a transport perspective and facilitate growth.

Appendix A – Project Components and Budgets (as set out in bid document)

		2012-13	2013-14
1. Wi-Fi Enable the South Hampshire bus fleet	Total £(K)	£ 623.22	£ 623.22
	Revenue	£ 123.22	£ 123.22
	Capital	£ 450.00	£ 450.00
	Local Contribution	£ 50.00	£ 50.00
2. Next Stop Display	Total £(K)	£ 311.75	£ 311.75
	Revenue	£ -	£ -
	Capital	£ 251.75	£ 251.75
	Local Contribution	£ 60.00	£ 60.00
3. Next Stop Announcement	Total £(K)	£ 169.50	£ 169.50
	Revenue	£ -	£ -
	Capital	£ 119.50	£ 119.50
	Local Contribution	£ 50.00	£ 50.00
4. Ticket Machine Development Costs (associated with Next Stop Display & Announcement)	Total £(K)	£ 45.00	£ 45.00
	Revenue	£ 45.00	£ 45.00
	Capital	£ -	£ -
	Local Contribution	£ -	£ -
5. Bus Refurbishment	Total £(K)	£ 777.10	£ 523.10
	Revenue	£ -	£ -
	Capital	£ 220.50	£ 213.50
	Local Contribution	£ 556.60	£ 309.60
6. Retro-Fitting of LED Lighting to Bus Fleet	Total £(K)	£ 265.13	£ 265.13
	Revenue	£ -	£ -
	Capital	£ 265.13	£ 265.13
	Local Contribution	£ -	£ -
7. Customer Service Training and Charter	Total £(K)	£ 89.00	£ 89.00
	Revenue	£ -	£ -
	Capital	£ -	£ -
	Local Contribution	£ 89.00	£ 89.00
8. Apprenticeships	Total £(K)	£ 179.50	£ 179.50
	Revenue	£ -	£ -
	Capital	£ -	£ -
	Local Contribution	£ 179.50	£ 179.50
9. Marketing of "The Bus"	Total £(K)	£ 735.25	£ 735.25
	Revenue	£ 220.00	£ 280.00
	Capital	£ -	£ -
	Local Contribution	£ 515.25	£ 455.25
10. Rowner Roundabout Bus Service Priority and Infrastructure	Total £(K)	£ 825.00	£ 275.00
	Revenue	£ -	£ -
	Capital	£ 689.00	£ 225.00
	Local Contribution	£ 136.00	£ 50.00
11. Bus Information Smartphone App	Total £(K)	£ 25.00	£ -
	Revenue	£ -	£ -
	Capital	£ 25.00	£ -
	Local Contribution	£ -	£ -
12. NFC Tags at Bus Stops	Total £(K)	£ 22.50	£ 22.50
	Revenue	£ -	£ -
	Capital	£ 22.50	£ 22.50
	Local Contribution	£ -	£ -
13. Monitoring	Total £(K)	£ 30.00	£ 30.00
	Revenue	£ 25.00	£ 25.00
	Capital	£ -	£ -
	Local Contribution	£ 5.00	£ 5.00
Grand Total of funding sought	Revenue	£ 413.22	£ 473.22
	Capital	£2,043.38	£1,547.38
Grand Total including local contribution	Revenue	£1,201.97	£1,201.97
	Capital	£2,895.98	£2,066.98

Section 100 D - Local Government Act 1972 - background papers

The following documents disclose facts or matters on which this report, or an important part of it, is based and has been relied upon to a material extent in the preparation of this report.

NB the list excludes:

1. Published works.
2. Documents which disclose exempt or confidential information as defined in the Act.

TITLE

LOCATION

None