ENHANCED

Bus Partnership Plan For Hull

September 2023

Hull City Council

Stagecoach

East Yorkshire

HULL BUS ALLIANCE

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Foreword

As the Cabinet Portfolio Holder for Transportation, Roads, Highways and Flood Prevention, it gives me great pleasure to support the Hull Enhanced Bus Partnership Plan.

Whilst this plan is a formal requirement for Local Transport Authorities, collaborative working between the Local Authority, East Yorkshire Buses and Stagecoach is something that Hull has been doing well for many years. This document details that continued relationship, and our shared desire to give Hull residents, businesses and visitors alike great bus services that encourage them to choose buses over other forms of transport.

Our plan focuses on improving bus service reliability, frequency, cost effectiveness and accessibility. Bus transport provides substantial environmental benefits, and when blended with walking and cycling journeys, it can offer health improvements too. Bus services nationally have had significant pressures placed on them in recent years, such as the need to continue to provide services throughout the pandemic and reacting to post pandemic changes in work patterns (e.g., working from home), nationwide driver shortages, and high labour costs.

The post COVID period has been challenging for the bus industry. As a measure to improve services in the city, the frequency of buses on a few routes will be subsidised, based on agreed rationale. It is vital that the public is continually and actively engaged in enhancing bus services across the city; and given the Council's declared intention to be a child-friendly city, I am particularly keen to see young people better engaged in driving forward bus service improvement in our city. We will endeavour to provide additional bus services to match school opening and closing hours, which make it easier for young people to travel to and from schools and colleges by bus.

I am encouraged that as a partnership we will also be focused on improving both our communication with bus users and the quality of information we provide. We aim to make it easier for bus users to find timely and relevant information regarding bus stop locations. As the Portfolio Holder, I am committed to improving our bus services and fully support our Enhanced Bus Partnership. In Hull, our services have reacted more recently to shore up reliability, which is one of the cornerstones of a good service.

Councillor Mark Ieronimo

Portfolio Holder - Transportation, Roads, Highways and Flood Prevention

1.0 Introduction

Enhanced Bus Partnership Plan for Hull City is made in accordance with section 138G (1) of the Transport Act 2000 by: Hull City Council.

It comes into effect on 7th October 2023 and will remain valid until revoked.

On 15 March 2021 the Government published the National Bus Strategy (NBS) for England 'Bus Back Better'. The NBS requires the establishment of a formal, statutory (under Transport Act 2000), partnership arrangement, led by Hull City Council (HCC) as the Local Transport Authority (LTA), for all local bus services operated within the city boundary. Partnership arrangements can take the form of either a franchise or an Enhanced Bus Partnership, with the Council approving the development of an Enhanced Bus Partnership (EBP).

Hull City Council submitted its Bus Service Improvement Plan (BSIP) in October 2021, and it was reviewed in October 2022. The BSIP outlines the vision, aspirations, objectives and interventions that Hull City Council and bus operators will take to improve the local bus network.

The Enhanced Bus Partnership Plan for Hull is a strategic document that sets out the improvements needed to bus services to deliver the objectives set out by the BSIP. These include promoting bus services and improving the experiences of passengers travelling by bus through the provision of adequate facilities. It describes the requirements that need to be met by both the Council and the bus operators to achieve BSIP objectives, through the Enhanced Bus Partnership.

The EBP Plan has been aligned with the Hull City Council's Plan which sets out the City's spatial strategy, incorporating the specific elements of the Local Transport Plan 3 for Hull City [Hull City Council, 2020] which is the development plan for the city. The EBP Plan therefore closely follows the transport strategies outlined in these plans.

Buses play an important role in keeping people and places connected. Hull City Council and the local bus operators wish to further improve public transport, by delivering a reliable, resilient transport system which supports a thriving economy and growth for everyone.

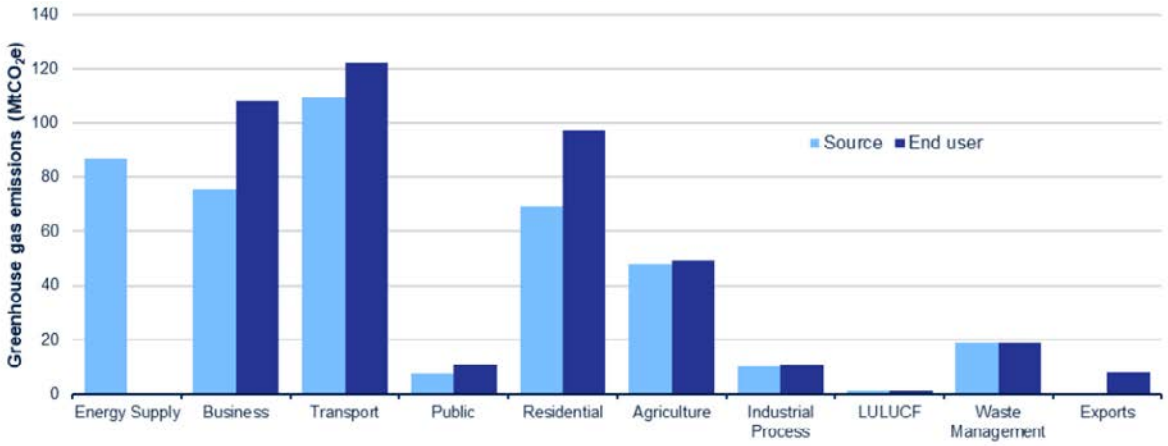
The EBP aims to promote inclusion by making buses the first choice for travel. Its vision therefore is for local buses to be more frequent, accessible and sustainable.

1.1 Necessity to improve public transport

The United Nations has reported (United Nations, 2021) that transport emissions continue to account for an alarming share of approximately one quarter of the total greenhouse gas emissions in the world.

Statistics from the Department of Business, Energy and Industrial Strategy (2021) state that transport emissions are the single largest source of net greenhouse gas emissions in the UK, i.e., 29%. (As presented in Figure 1.1 and Figure 1.2.)

Figure 1.1 Greenhouse emissions, UK by sector (Department for Energy Security and Net zero, 2021)



Source: Tables 1.2 and 7.1, Final UK greenhouse gas emissions national statistics 1990-2021 Excel data tables

To reduce global warming, it is imperative to control carbon emissions. The UK Government declared a climate emergency in 2019, which highlighted the urgent need to focus on achieving net zero emissions and address the challenge of climate change. The Department for Transport (DFT) is coordinating with local bodies to accomplish net zero. Promoting public transport has a two-fold advantage, reducing both emissions and transport congestion.

Figure 1.2 Proportion of net greenhouse gas emission in each end user sector, UK 2021.

Source: Table 7.1, Final UK greenhouse gas emissions national statistics 1990-2021 Excel data tables
Note: Other includes Public, Industrial Processes and the Land Use, Land Use Change and Forestry (LULUCF) sectors. The percentages may not sum to 100% due to rounding.

1.2 Design and scope for Hull EBP

1.2.1 The Enhanced Bus Partnership Scheme sets out the precise detail of how the BSIP vision and objectives will be achieved, including the commitments to be made by the local authority and the standards to be met by operators.

1.2.2 This report has been prepared in accordance with the NBS Guidance documents and Local transport plan. Reference has been made to the following documents wherever appropriate, in addition to other references listed in the Appendix 1B.

- **Bus Services Improvement Plan, Hull City Council, (2022-2035),**
- **Bus Services Improvement Plan, Hull City Council, (Oct 2022)**
- **Carbon Strategy for Hull, Carbon Trust (Nov 2022)**

1.3 Hull City Council's commitment

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. The Council has set up clear targets to achieve net zero emissions by 2050, and declared a climate emergency in March 2019. The Council aims to become a leading carbon neutral city in the UK by 2030. 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, Dec 2020).

1.4 Vision for decarbonising transport in Hull

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

- **Promoting behavioural change about how and when to travel.**
- **Investing in public transport infrastructure, car/journey pooling and e-bike schemes, making this an easy and convenient choice for people.**

The Bus Services Improvement Plan (BSIP) aims to link bus services with active modes of travel and intercity rail to achieve net zero emissions in the transport sector. (Hull City Council. BSIP, 2022).

1.5 Hull: Location

1.5.1 Hull is a port city of strategic importance to transport for the North of England, as well as UK PLC. It is situated on the northern banks of the Humber estuary, adjacent to the East Riding of Yorkshire, 25 miles (40 km) from the North Sea. The port has specialised in handling a range of bulk commodities, and is home to the UK's first enclosed cargo handling facility.

1.5.2 The port is connected by the M62, M18 and M1 through A180, M180, A63 and A15. There are a number of goods vehicles routed through the major roads which have an impact on operational speeds and road safety. (ABP Humberside, 2023)

1.5.3 Hull is well connected by rail. TransPennine Express, LNER, Hull Trains, and Northern Trains are the railway operators serving the city. There are regular railway services to major cities including London, Leeds, York, Sheffield, Liverpool and Manchester from Hull.

1.5.4 Hull has well-connected bus services provided by two major operators, East Yorkshire and Stagecoach East Midlands, with a total fleet of approximately 260 buses, operating 51 bus routes and approximately 1200 daily departure trips from Hull Paragon Interchange.

1.5.5 The City was declared the UK City of Culture in 2017 and hosted the Turner Prize. Notable attractions in the City are the Minster, the tidal surge barrier, Maritime Museum, Transport Museum, Ferens Art Gallery and The Deep aquarium.

1.5.6 In addition, the Council has invested significantly in a digital platform to act as a city-wide operating system, taking data feeds from sensors, cameras, back office, and infrastructure systems such as SCOOT (BSIP, 2023).

1.6 Hull's Bus Alliance

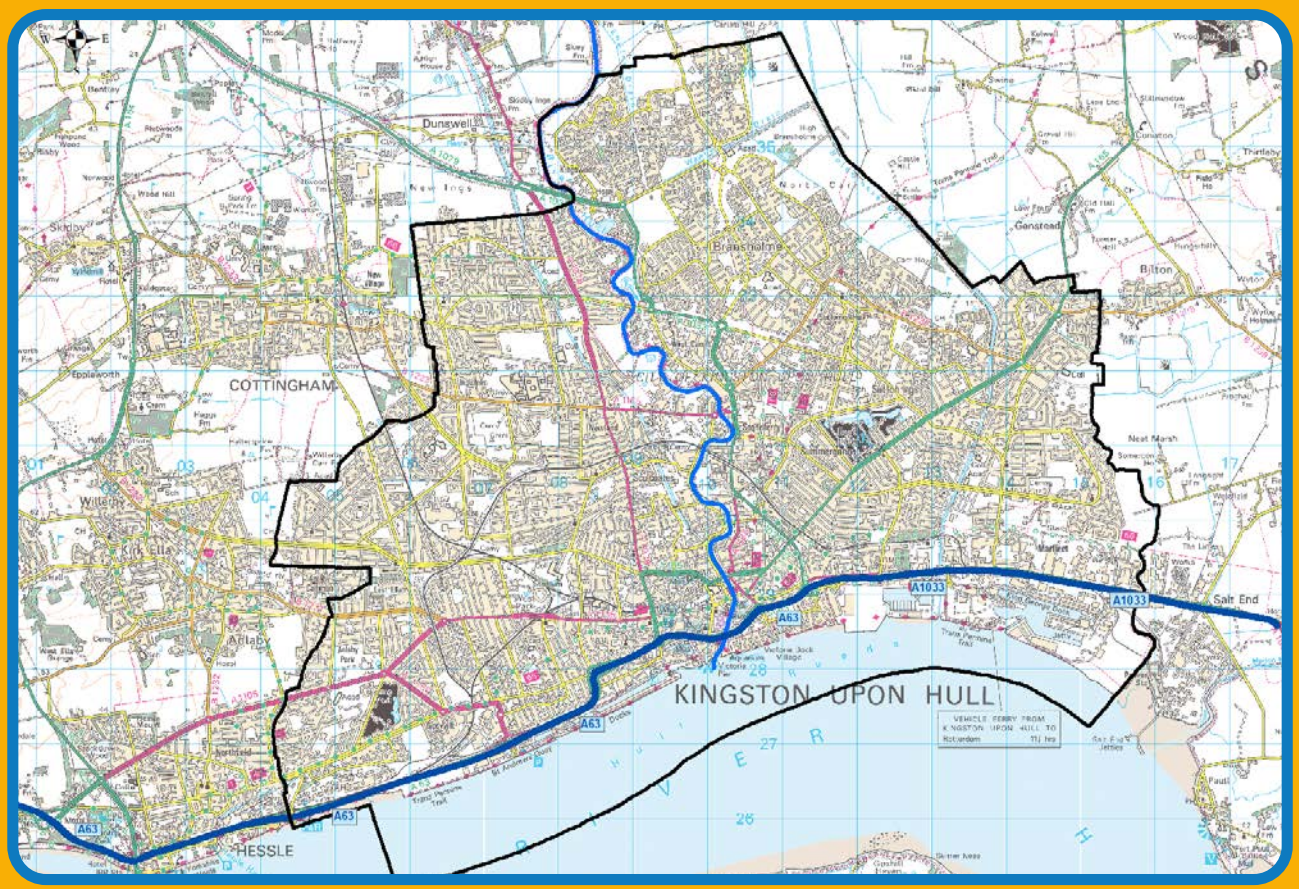
Hull's bus network is well served by two well-established and professional companies namely, **East Yorkshire Motor Services** and **Stagecoach EastMidlands** (registered as Lincolnshire Road Car Co Limited). An excellent working relationship exists between the bus companies and the local authority under the guise of a Quality Bus Partnership (QBP) - now known as the Hull Bus Alliance, and attended by the Cabinet Portfolio holder for Transportation, Roads, Highways and Flood Prevention. The Hull Bus Alliance also attends joint public scrutiny meetings at the Local Transport Authority. As the City is encompassed by the East Riding of Yorkshire Council (ERYC), the two bus companies operate cross-boundary to take account of the travel to work area (TTWA). This extends across both Local Authorities (LAs), and links to North and North East Lincolnshire.

Figure 1.3 Hull: Location

2.0 Plan area

Hull Enhanced Bus Partnership Plan area is presented in the Figure 2.1. The Hull City Council boundary is encompassed by East Riding of Yorkshire Council in the east, west and northern sides, and by the River Humber in the south. The EBP plan area covers a land area of 27.88mi^2 (7222.79 hectares). The Hull City Council land area is presented in the Figure 2.1 and in Appendix 2 map.

Figure 2.1 Geographic Area Covered in the Hull Enhanced Bus Partnership Plan



The City of Hull resembles one half of a spider's web on an estuary with a major Highways England trunk road (A63) running into the city. The City is split in two by a working tidal river crossed by moving bridges. (BSIP, 2022). The workforce in the combined area from East Riding of Yorkshire and Hull commute regularly across Council boundaries for work, education and leisure.

3.0 Plan period

- This Enhanced Bus Partnership plan provides a high-level bus strategy for the period commencing from December 2023 with no specific end date. It will be reviewed annually.
- The Hull Bus Service Improvement Plan (BSIP) and the Hull Enhanced Bus Partnership schemes will be reviewed annually. Should either BSIP or EBP Schemes warrant an amendment of the EBP Plan, then this will be facilitated in agreement with the EBP Partnership Board and implemented as a variation in accordance with sections 138K to 138M of the Transport Act 2000.
- Measuring the performance of the EBP plan and schemes will be essential to evaluate progress. The plan will be monitored by Hull City Council in conjunction with Hull Bus Alliance Group and the EBP Partnership Board. The Hull Bus Alliance Board constitutes representatives from Hull City Council, East Yorkshire Buses and Stagecoach East Midlands.

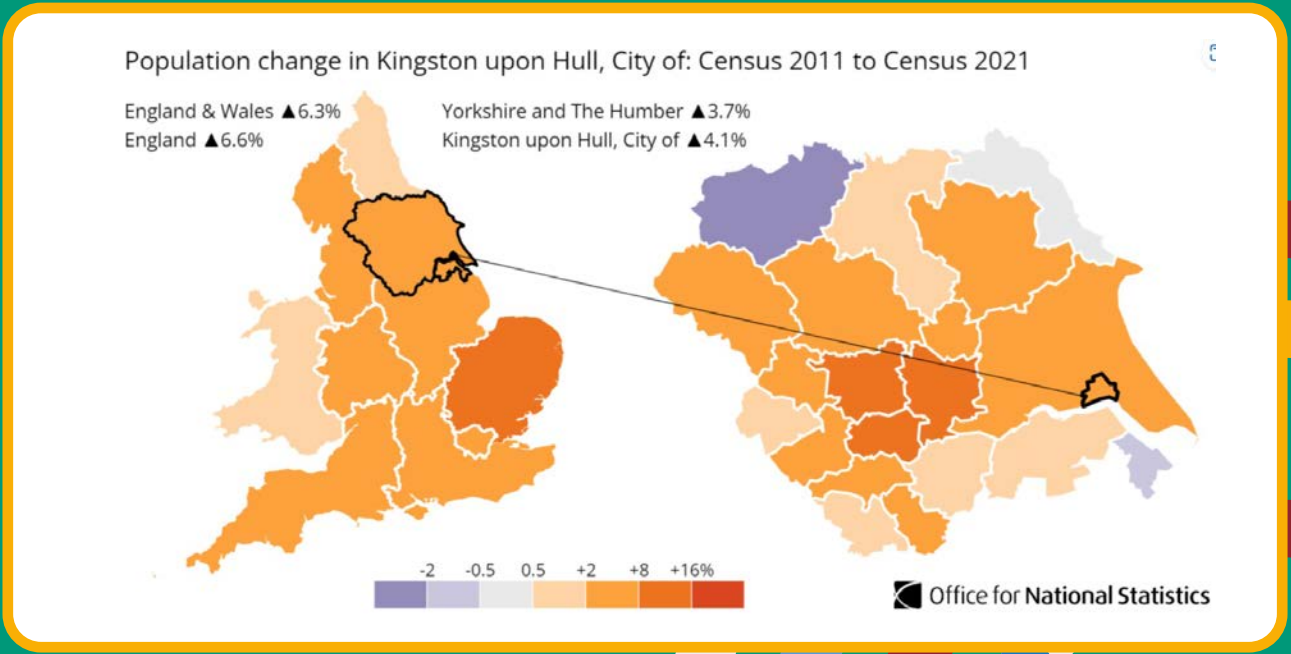
4.0 Factors impacting local bus market in the plan period

Bus patronage is influenced by several factors. The factors that affect or have the potential to affect the local bus market over the life of the plan are discussed in this chapter. It is recognised that Hull's change in demographic profile, economic activities, job market, regional and local connectivity and potential future developments are likely to impact bus patronage.

4.1 Hull demographic profile – potential bus passengers

In 2021, the population of Hull was 0.267 million. With a decadal growth of 4.1% and a population density of 3,732 people per square km, this was the most densely populated local authority area across Yorkshire and the Humber. It 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 6.6% since the 2011 Census).

Figure 4.1 Population growth in Hull City (Census, 2021)



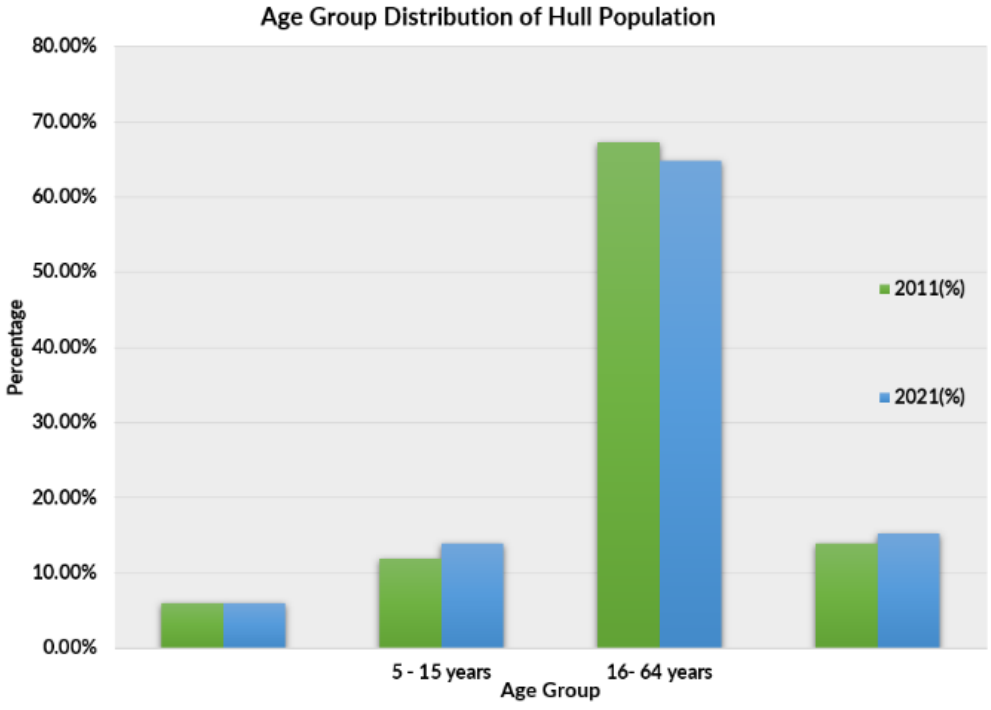
The median age remained 36 years in Hull, and the number of residents aged between 50 and 64 years increased by 1.5% in the last decade. This also indicates the potential work participation age group has reduced marginally. The reasons for this could be attributed to increasing number of households with single occupancy, or migration to other places for various reasons.

4.1.1 Age group distribution

The age group distribution of the population of Hull and its comparison between 2011 and 2021 census is presented in Figure 4.2. Age group distribution is important when quantifying work and educational commuter trips. It is used to estimate trip generation and per capita trip rates, to understand the demographic composition and variation compared to rest of UK, as this is likely to impact the travel behaviour and mode choice.

This gives an indication of the proportion of children of school age (13.9%), working age (64.8%) and the elderly (15.2%). This area had the joint lowest median age in Yorkshire and The Humber and England (40 years). The ratio of 50 to 64 years rose by 13.5%, while the number of residents between 20 and 24 years fell by around 19.2%.

Figure 4.2 Age group distribution of population of Hull (Census,2021)

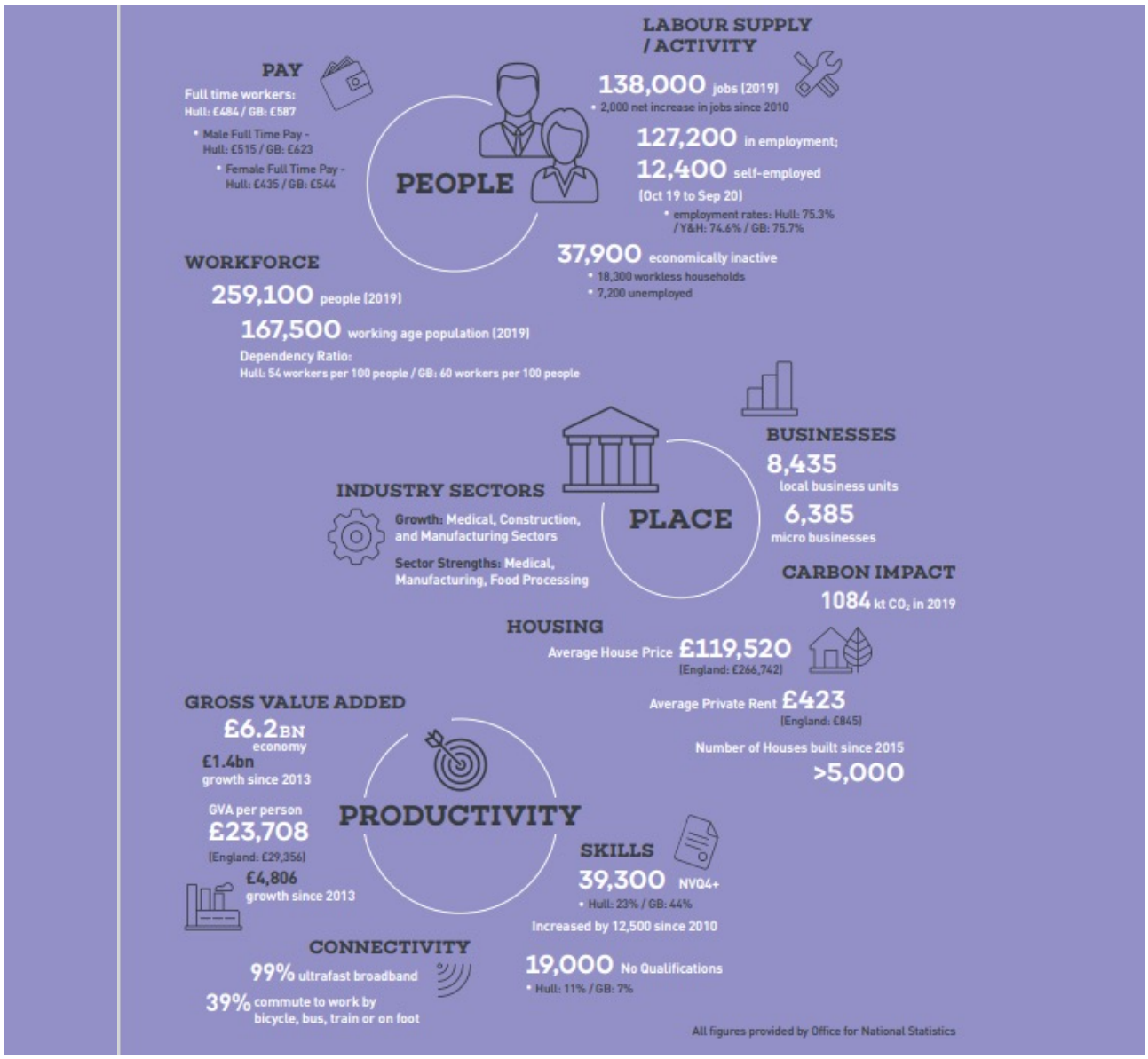


The reduction in numbers of those aged 20-24 years could be the result of moving away for work, or be an impact of the COVID pandemic. In general, the demographic profile has remained nearly constant between the two census counts (2011 and 2021). The UN estimated population projection for Hull, considering regional and local developments, is 0.35 million in 2035. (Macrotrends, 2023).

4.2 Hull Economic Facts

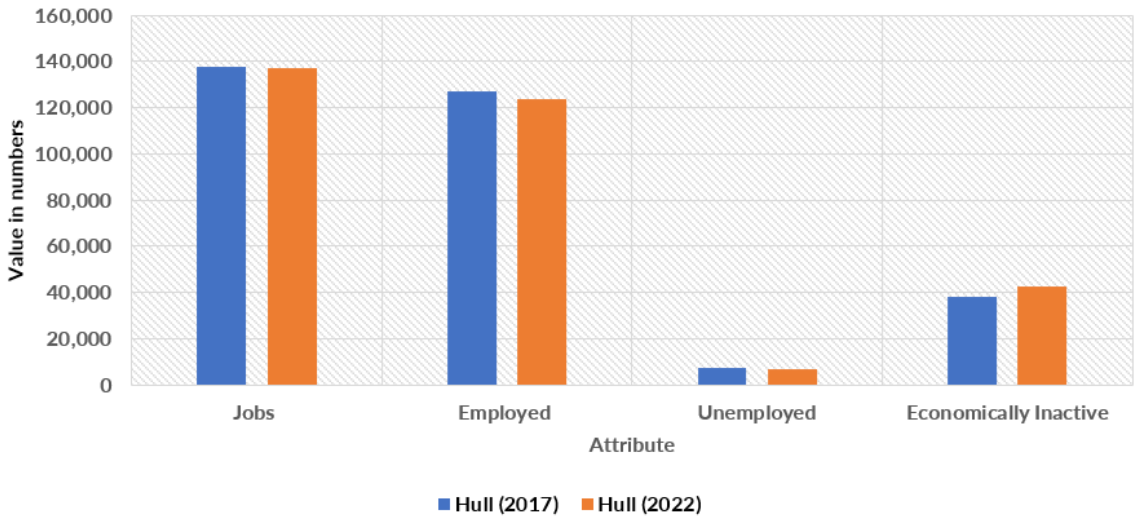
Key economic statistics are presented in Figure 4.3, and a comparison between job supply and the economically active workforce is presented in Figure 4.4 (HCC Economic Strategy, 2017). The economic output of Hull in terms of GVA is £6.05 billion and 137,000 jobs. The average per capita income is £22,454/annum. The number of people employed and the number of jobs in Hull has reduced marginally from 2017 to 2023. Transport services and economic growth are mutually dependent. Any change in the City's economy impacts Transport demand and vice versa.

Figure 4.3 Key Economic Statistics of Hull (HCC Economic Strategy, 2017).



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. The distribution of jobs across various sectors is presented in the bar chart in Figure 4.5

Figure 4.4 Comparison of Hull's employment statistics - 2017 & 2023



In comparison to the pre-COVID period, there has been a slight decline in the total number of jobs. There has been a small increase in those who are economically inactive in comparison to 2017, and a reduction in total number of people employed.

This clearly reflects that the economy is recovering post COVID, but employment levels have not yet reached pre-pandemic levels.

Figure 4.5 Job Opportunities by sector in Hull (HCC Economic Strategy , 2017)

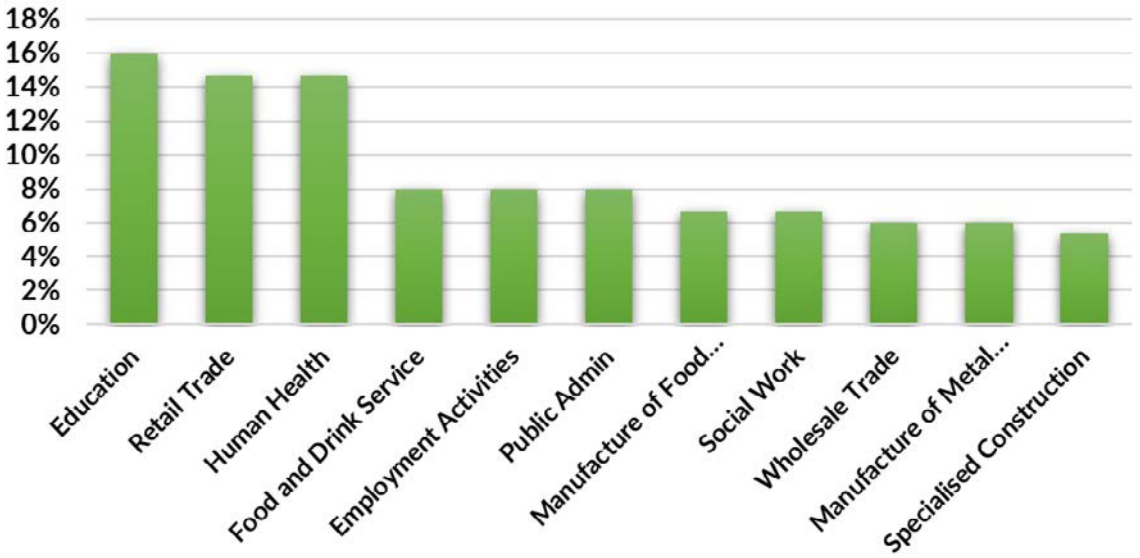


Table 4.1 Illustrates that Hull has Gross Value Addition (GVA) and labour demand slightly less than the national average. Therefore, at present the trip pattern and mode choices are different from the rest of UK. Car ownership levels are lower than the rest of England, making it easier to promote public transport in Hull.

Table 4.1 Key statistics of Hull

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 mi² (km²)	27.89 mi² (71.50 (km²)	50,301 mi² (130,278 km²)
Population density	9030/ mi² 3,486/ km²	434/ mi²
Population proportion in the group of age group 5-15 years	12.8%	13.1%
Population proportion in the group of Age 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%

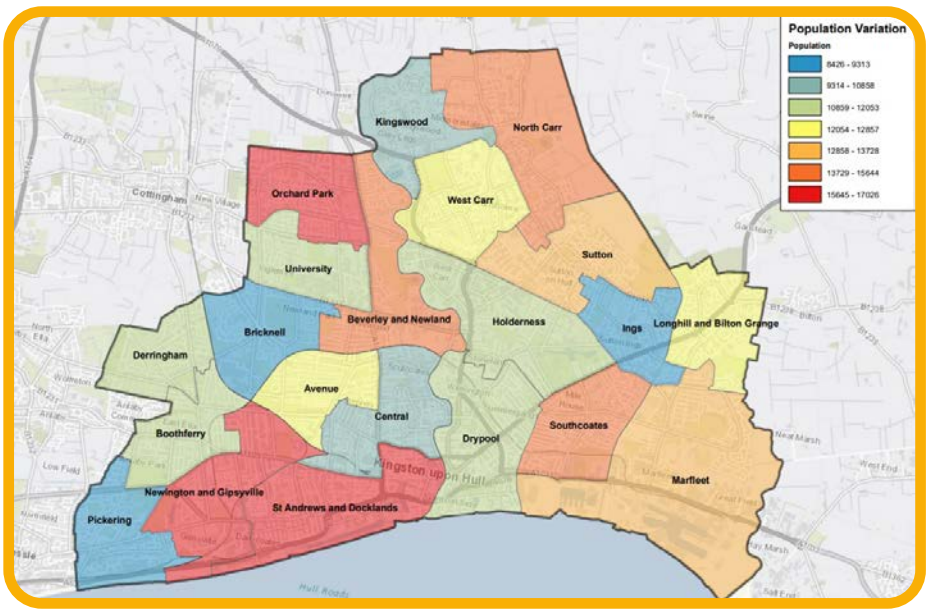
*GVA of predominantly urban (excluding London) in 2021– £ 750,000 million
*GVA of England in 2021 is £1,682,800 million

The data in Table 4.1 is the fundamental data used for estimating the trip generation. The preferred, predicted and the desired modal share can then be evaluated, which forms the basis for planning the bus services.

4.3 Population distribution by ward

Hull is divided into several zones: West Hull, Wyke, Northern Hull, Foredyke, East, Park and Riverside. There are 21 wards in total in Hull. The population distribution in Hull is presented in Figure 4.6.

Figure 4.6 Population of Hull by ward



It is evident in Figure 4.6 that Newington and Gipsyville, St. Andrews Dockland, Orchard Park (West Hull) are densely populated i.e., between 16,000 – 17,000. Bricknell and Pickering are sparsely populated wards with approximately 8500 residents.

Table 4.2 Residential units and the respective wards in Hull

S.NO	ZONE NAME	TOTAL RESIDENTIAL UNITS	WARDS	LANDMARK
1	East Area of Hull	401	Sutton, Ings, Longhill and Bilton Grange	Residential
2	Foredyke	239	West Carr, North Carr, Kingswood	Kingswood Park
3	Northern Area	239	Orchard Park, Beverley and Newland	Hull University
4	Park Area	279	Holderness, Southcoates, Marfleet	
5	Riverside Area	484	St. Andrews and Docklands, Newington and Gipsyville, Drypool	Dock, Commercial
6	West Area	244	Pickering, Boothferry, Derringham	
7	Wyke Area	108	Bricknell, Avenue, Central	City Centre

The details of the zones are useful in correlating the existing trips by buses and future projections in the short and medium term at zonal level.

4.4 Hull as a Smart Green City

Hull has a vision for transforming to a Smart Green City. This means promoting and enhancing greener and lesser polluting modes of transport. To achieve this and encourage behavioural changes, we need to understand the basics of transport planning.

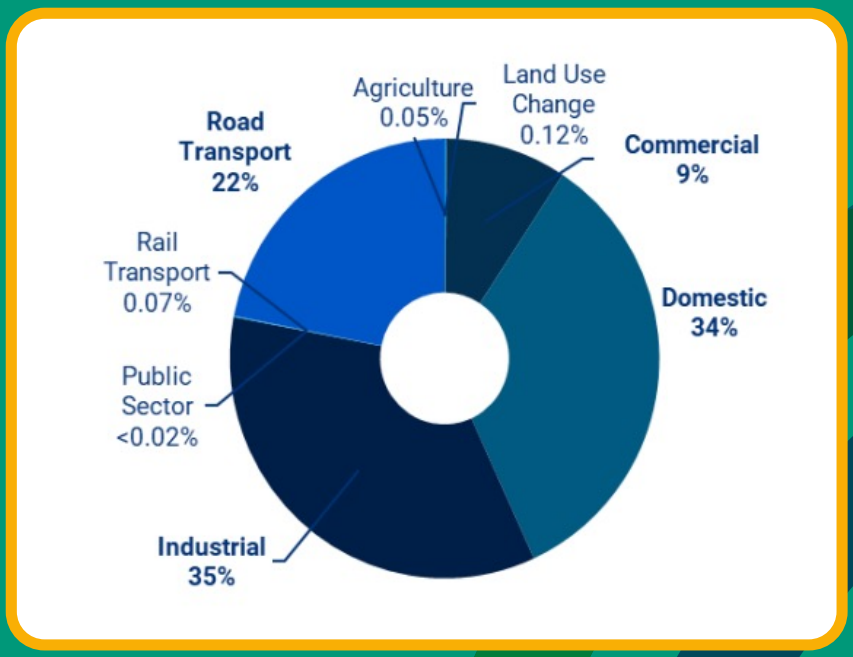
Unlike other services, transport is a derived demand. Attitude towards travel changed during the pandemic, facilitated by advancements in Information and Communication Technology (ICT).

We model future bus service demand on a range of factors including: workforce participation ratio, per capita income per annum, household size and composition, future investments, etc., The judicious application of the “decide and provide” concept will help in achieving the desired modal share in the city.

4.4.1 Emissions in Hull – 2018

Hull’s base line emission data (Hull City Council. Carbon Trust, 2018) were 1,109 ktCO2e. Most emissions are due to industrial activity (35%), road transport (22%) and domestic energy consumption (34%), as presented in Figure 4 7.

Figure 4.7 Carbon Emissions in Hull



Hull: Key Facts (Census, 2021)

Table 4.3 Key facts of Hull

Hull's population
267,100

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

Dwelling units:
126,200

Age

Median age 35.9

0-15	53,100▲	20%
16-64	173,100▲	65%
65+	40,800	15%

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

Deprivation

Indices of Multiple Deprivation

Of 317 local authorities in England:

4th **4th Most Deprived Local Authority in England ▼**
45% of residents live in top 10% deprived areas nationally

Domains

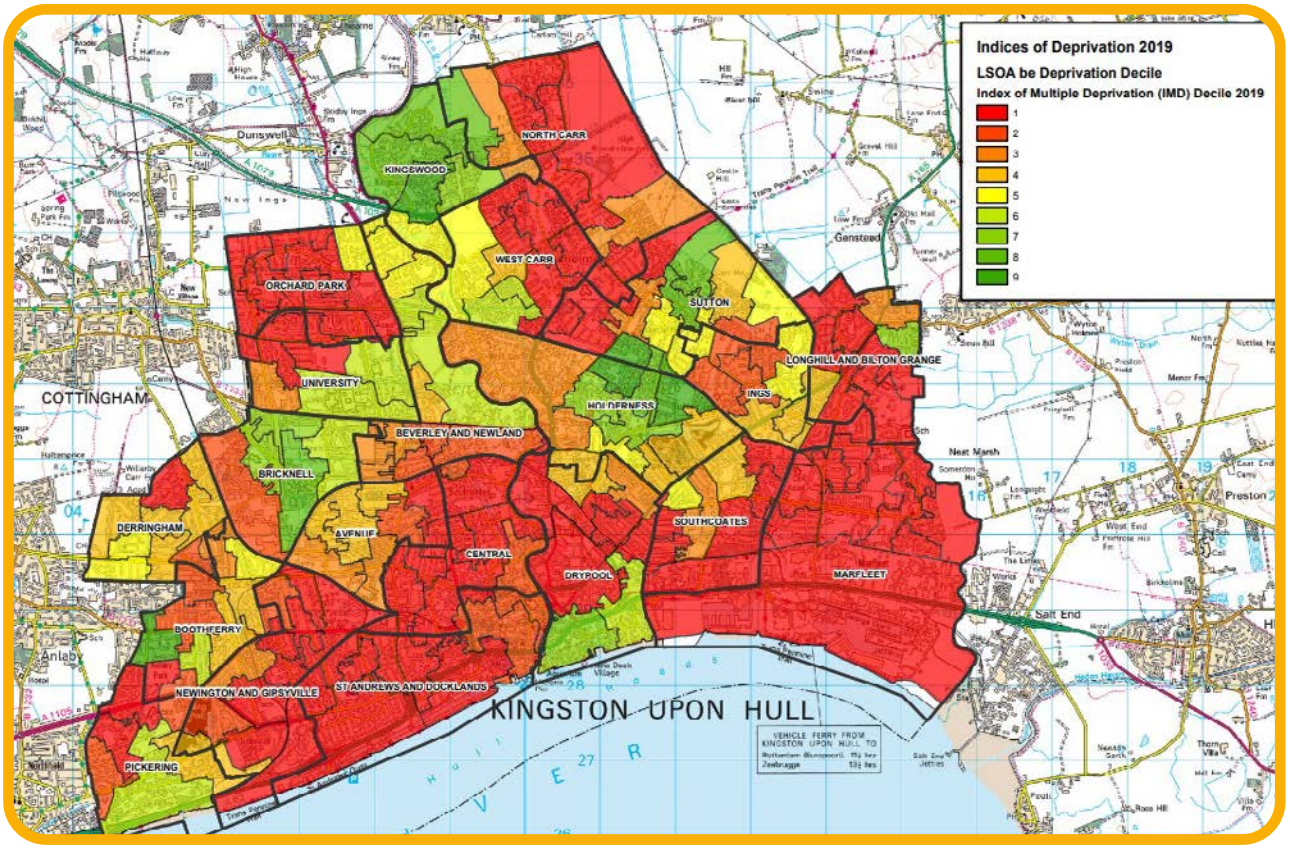
- **Income** 6th Most Deprived ▼
- **Employment** 7th Most Deprived ▼
- **Education and Skills** 4th Most Deprived ▼
- **Health and Disability** 20th Most Deprived ▲
- **Crime** 6th Most Deprived ▲
- **Housing and Services** 167th Most Deprived ▼
- **Living Environment** 32 Most Deprived ▲

NB: Rank of 1 denotes Hull is most deprived local authority in England

4.5 Deprivation indices in Hull

Hull is the fourth most deprived local authority in England. In income domain, crime and employment, it ranks 6th, 6th and 7th most deprived, respectively. Nevertheless, housing and services, and the living environment in Hull are ranked better viz, 167 and 32 among the other English councils. The deprivation indices by Lower Layer Super Output Areas (LSOAs) by Indices of Multiple Deprivation (IMD) 2019. National Deprivation decile is presented in Figure 4.8.

Figure 4.8 LSOA by IMD 2019 National Deprivation Decile in Hull



According to the IMD 2019, Hull is ranked as the 4th most deprived local authority in England (out of 317 local authorities). Previously, Hull was ranked as the 3rd most deprived local authority (out of 326) according to the IMD 2015. This means that Hull is relatively less deprived in 2019, compared to other local authorities, than it was in 2015. (HCC-Briefing Report, 2019)

- **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.**

Ward level IMD variation indicates that St Andrew's & Docklands is the most deprived ward in Hull, followed by Orchard Park, Marfleet and Central. Four of Hull's wards are amongst the 1% most deprived wards in England, with a further eight Hull wards among England's most deprived 10% of wards. Kingswood is Hull's least deprived ward (and is in the least deprived fifth of wards in England), followed by Holderness and Bricknell.

4.6 Regional transport connectivity in Hull

4.6.1 Regional rail connectivity:

The city has good interurban rail network connectivity. There are regular rail services from Hull to cities like London, Leeds, York, Sheffield, Liverpool and Manchester offered by TransPennine Express, LNER, Hull Trains, and Northern Trains.

The city also is a place for tourism, culture and events. Humber Street Sesh, Pride, Hull Fair, Freedom Festival, music events, rugby and football matches at the MKM stadium, Costello Playing Fields and University of Hull are notable major trip generators for visitors. During these events, local bus services have a great role to play in providing additional services.

4.6.2 Regional road connectivity

The A63 going west connects to the M62. The M62 motorway is one of the main east-west routes in the north of England, connecting Hull to Leeds, Manchester, Liverpool and the M1.

The Humber Bridge, just to the west of the city, forms an important road link across the estuary to Lincolnshire. More than eight million vehicles cross the Humber Bridge annually, linking Hull to a growing economic area on the south bank of the Humber.

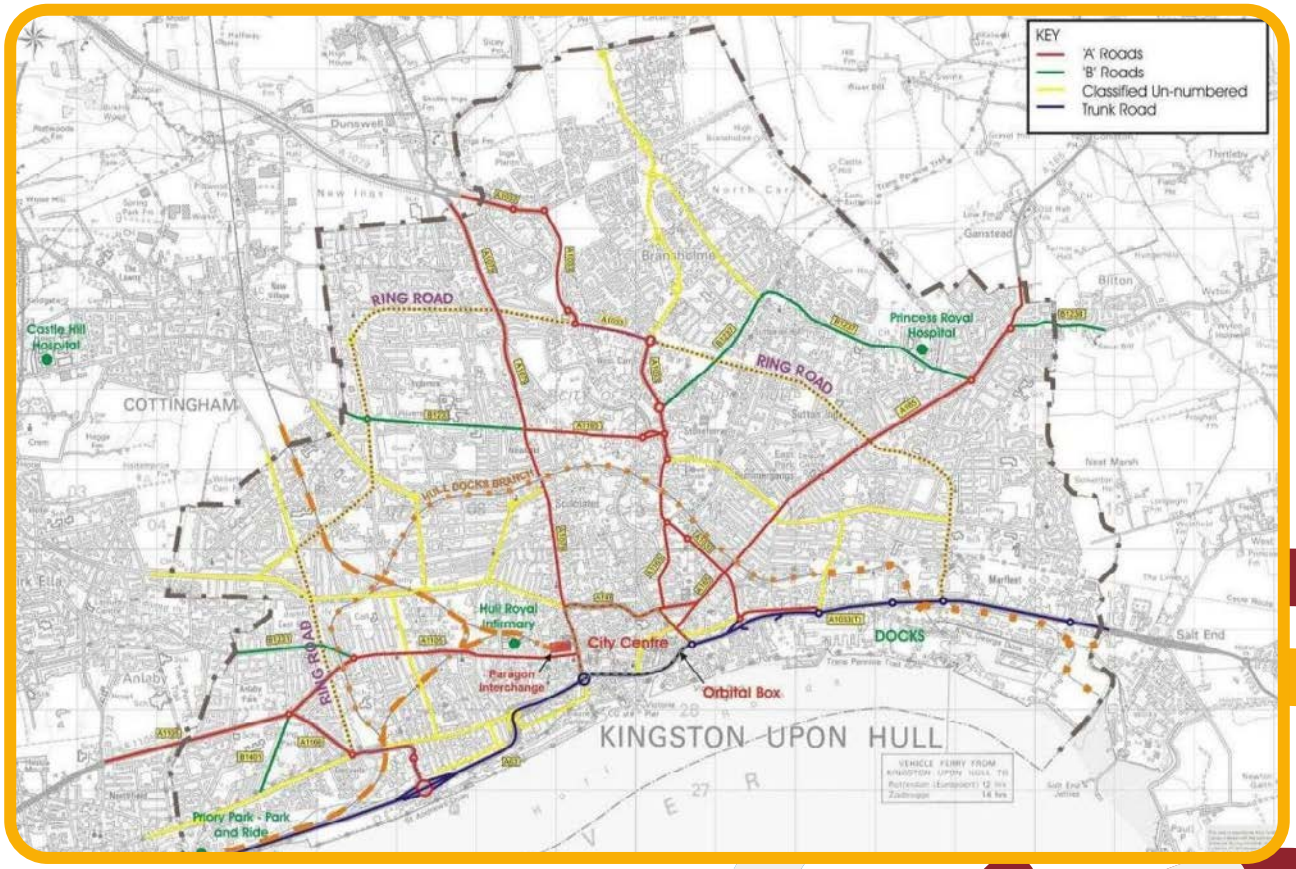
4.7 Road network classification

It is important to understand road network classification, as this indicates capacity and helps to quantify road congestion in terms of service levels. Road capacity data is essential when finalising traffic management schemes. The major roads of the city are classified as A, which constitute 30 road sections with existing and proposed roads (dotted lines) as presented in Figure 4.9. The main road corridors are as presented in the Table 4.4. A major road widening of the A63 is underway to develop it into to a four-lane divided carriageway with service roads. Based on the road configuration, the existing and desired level of service in the base year and future years can be quantified.

Table 4.4 Existing Road Network Classification in Hull

S.NO	MAJOR CORRIDOR NAME	CARRIAGEWAY
1.	Anlaby Road – A1105	Single carriageway in both directions with no central reserve, with few sections with central reserve
2.	Beverley Road – A1079	Single carriageway in both directions with central reserve at few sections
3.	Holderness Road – A165	A type road - Single carriageway in both directions with no central reserve
4.	Hedon Road – A1033 (T)	Hedon Road is a dual carriageway with central reserve from A63 until Saltend. Single carriageway in both directions with no central reserve
5.	Hessle Road – A63 (T) (Castle Street To Clive Sullivan Way)	A type road - Single carriageway in both directions with no central reserve
6.	Spring Bank	A type road - Dual carriageway in both directions with central reserve

Figure 4.9 Road Network Classification in Hull



4.8 Bus passenger usage per head of population

The Department for Transport (DFT - Annual Statistics 2022) has published data for local passenger journeys per head of population in 2021/22 for all English single tier and county councils. Peterborough was shown to have a mean value of 25 passenger journeys per head of population. Hull has 58.2 passenger journeys per head of population. (DFT - Annual Statistics 2022).

4.9 Proposed developments

Existing trip generation and mode choice are influenced by investments, the type of industry and employment generated. In the last decade Hull has attracted £4 billion investments from varied sectors, as presented in Figure 4.10. The impact of the proposed developments on the external road network will be considered when planning public transport services.

Figure 4.10 Key Investment Sites in Hull (Invest Hull, 2023)

Investment from the following industries is welcomed in Hull (Invest Hull, 2023):

- **Offshore low carbon and renewable energy**
- **Health and pharmaceuticals**
- **Knowledge, digital and creative technologies**
- **Ports and logistics**
- **Manufacturing, engineering and assembly**
- **Tourism and culture**

Investors are encouraged to explore opportunities in key strategic industrial locations as mentioned in Table 4.5. Trip generation rates will be used for estimating passenger demand, and the adequacy of bus services will be checked from time to time. Passenger perceptions about waiting times at bus stops, and crowding on buses - rated on a scale of 1 to 5 - will be captured in bus surgeries.

Table 4.5 Proposed development sites in Hull City

DEVELOPMENT SITE	PROPOSED DEVELOPMENT
Albion Square	Residential, office and retail space, an urban park and a multi-storey car park
Colonial Street	Brownfield - residential development
Humber Quays	Recreational development
Neptune Street	Residential, commercial development
St Andrews Quay East and West	Residential or Office space
High Street	Retail and Leisure
East Bank	Residential development
Stockholm business park	redevelopment proposed
Kingswood	Office/Employment, Car park
Yorkshire Energy Park	Education, Office/employment, Sports facilities, Harbour
Kingston Parklands	Residential and Commercial

4.10 Journey speeds in Hull

Journey speeds and travel time in the TomTom index for Hull are presented in Figure 4.11. (TomTom traffic index, 2023). The journey speed data is from September 2023:

MORNING PEAK PERIOD:

Morning Peak period is between 7:00 to 9:00 hrs (Reference: tomtom indices)

The journey speed is the slowest around 8:00 AM, and varies:

- **between 30.6 kph (19.01 mph) – 34.4 kph (21.38 mph) on weekdays**
- **between 49.9 kph (31 mph) – 51.9 kph (32.25 mph) at weekends**

EVENING PEAK PERIOD:

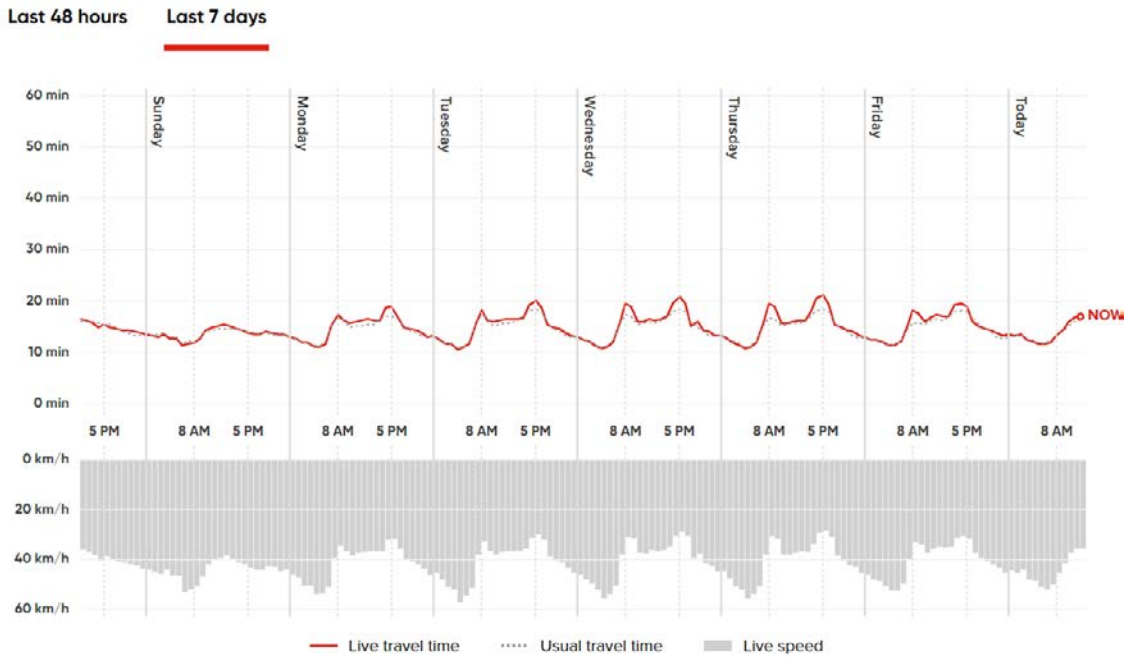
Evening Peak period is between 16:00 to 18:00 hrs (Reference: tomtom indices)

The journey speed was the slowest at 5:00 PM, and varies:

- **between 28.4 kph (17.6 mph) – 31.8 kph (19.76) mph on weekdays**
- **between 36 kph (22.37 mph)– 38.5 kph (24.04 mph) at weekends.**

The volume of single occupancy vehicles for commuter trips in Hull (54% of cars trips for work), is a greater challenge and affects the operational speeds of high occupancy passenger vehicles and mass transport.

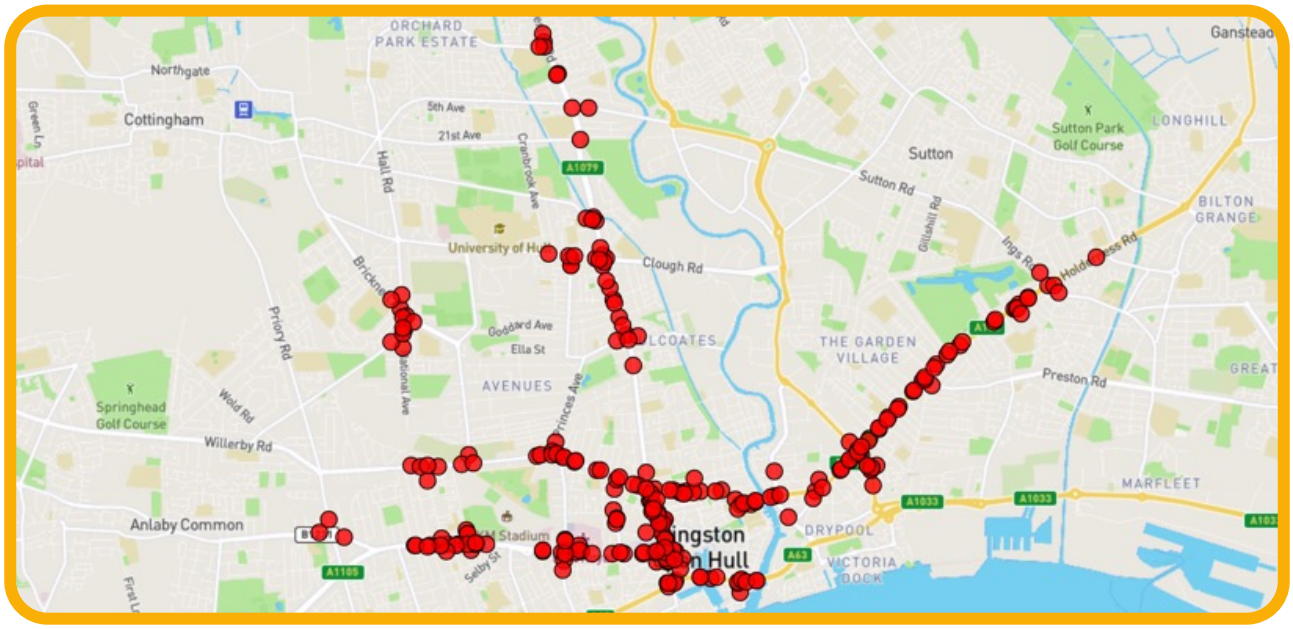
Figure 4.11 Hourly variation of speed and travel time per 10km in Hull (2nd September 23 to 9th September 23)



4.11 Live speed monitoring

Speed and volume data is an open data source available from the Split Cycle Offset Optimisation technique (SCOOT) Signal Coordination System in Hull. The data from the loop detectors will be used to monitor stream speeds. The location of the nodes is presented in Figure 4.12.

Figure 4.12 Locations of SCOOT sensors and detectors in Hull



The SCOOT loop detectors in Hull are on Spring Bank, A1079 Beverley Road, Castle Street, A1105 Anlaby Road and A165 Freetown Way. We will use the data they collect to monitor the impact of measures we take to improve the speed of these corridors.

The data is presented in Table 4.6

Table 4.6 Typical Live Speed data from Loop Detectors in September 2023 (12:00 hrs, Saturday)

S.NO	ROAD	LOCATION/LANDMARK	DIRECTION	LIVE SPEED	
				MPH	KPH
1	Beverley Road (A 1079)	Princes Elizabeth Playing Fields	Southbound	16.8	27.0
2	Beverley Road (A 1079)	Hall Toad Junction	Northbound	20.5	33.0
3	Beverley Road (A 1079)	Welwyn Park PO	Northbound	30.4	49.0
4	Beverley Road (A 1079)	Bethnal Green, Haworth Street	Southbound	21.7	35.0
5	Princes Avenue	Near Spring Bank Junction	Southbound	23.0	37.0
6	Princes Avenue	Near Spring Bank Junction	Northbound	24.9	40.0
7	Spring bank road	Derringham Street crossing	Eastbound	23.0	37.0
8	Spring bank road	Derringham Street crossing	Westbound	14.9	24.0
9	Castle Street A63	Humber Dock Street	Eastbound	16.8	27.0
10	Castle Street A63	Humber Dock Street	Westbound	14.9	

4.12 Relevant strategies from the Local Transport Plan (2020-26)

4.12.1 Strategies for the City transit in Hull

The Local Transport Plan has a vision 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). The quick action points related to the development of Public Transport strategy, as outlined in the LTP 3 (Hull City Council, 2020) are:

a) Develop a comprehensive city-wide Park & Ride system.

b) Support quicker and more reliable bus and Park & Ride journeys by enabling services to have priority and the quickest journey times.

c) Promote key corridors as a focus for sustainable travel modes (bus, walking and cycling) within and beyond the city.

d) Support better integration and interchange between bus, rail, cycling, walking and car journeys.

e) Explore opportunities for future mass transit systems for the city.

f) Address the reasons for delay on the network to ease congestion.

Hull has low car ownership levels, i.e., 40% of the households have no cars. This is conducive to promote active travel and there is an inherent demand for public transport services, owing to deprivation indices and low car ownership levels in Hull.

So, improving the level of services, journey times and reliability of bus services will automatically promote bus patronage. This will be done by finding and addressing root causes with a multi-perspective approach, and identifying the most appropriate and cost effective, sustainable solution.

The proposed delivery programme for city transit in the draft LTP 3 scheme, relevant to public transport are:

- **Review of existing bus priority measures within the strategic corridors**
- **Mini interchanges at district centres**
- **Main radial corridor improvement for sustainable transport**
- **Stoneferry corridor improvement scheme (A 1165): capacity improvements and cycle tracks**
- **Strategic Route corridors: addressing reasons for delay at key corridors**
- **Northern Park & Ride feasibility study**
- **Bus rapid transit feasibility study**

4.12.2 Strategic connectivity

The proposed Land Transport Plan has identified the following projects for development by 2026:

- **A1165 Great Union Street improvement feasibility study**
- **Permanent coach parking facility**
- **Transport for North lobbying and partnership working for rail enhancements and electrification (Selby to Hull)**
- **Sustainable shipping logistics flows**
- **New Sculcoates Bridge (River Hull)**
- **A63 Relief Road**

4.13 Parking strategy for Hull (2023-2030)

More people will choose sustainable modes of transport – walking, cycling or traveling by bus, if going by car is a less attractive option. The price of parking, in relation to the cost of bus travel, significantly influences choices. The city's parking strategy is reviewed each year, to ensure that it continues to support active travel or bus travel.

The draft parking strategy for Hull (2023-2030), sets out the following initiatives to support and promote sustainable travel:

- **To reduce the number of long stay car parking spaces to a maximum of 3,500 and a minimum of 2,750.**
- **To establish an annual review, a three year rolling parking pricing framework that supports greener travel, and a reduction in congestion.**
- **To reinvest any additional income raised by increased parking charges in supporting additional bus services and promoting greener travel.**
- **To introduce camera-led enforcement at school locations where appropriate to support safer routes to school, active travel, and modal shift.**

In addition the Park & Ride will be rebranded and marketed to encourage bus use. This is detailed in the EBP Scheme document.

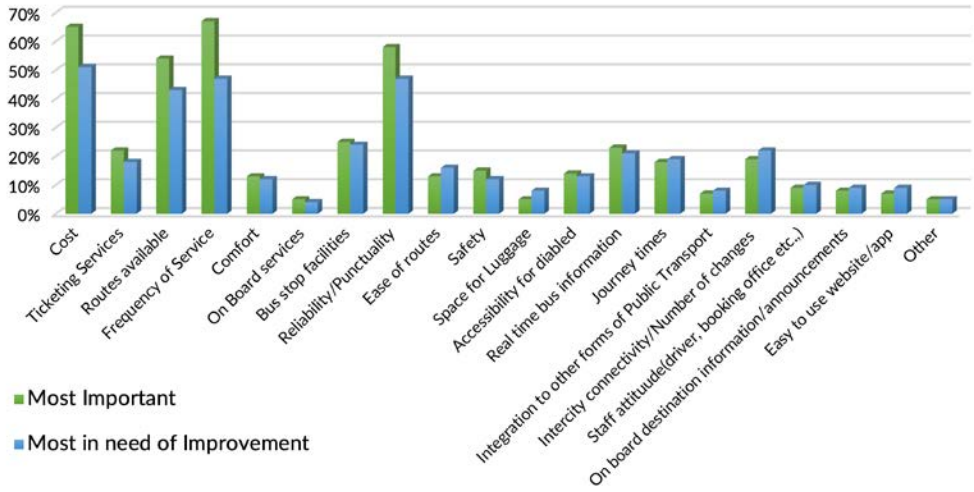
5.0 Bus passenger experiences and priorities

5.1 Bus passenger feedback (July 2021)

HCC conducted an online passenger feedback survey in July and August 2021, which included users and non-users of public transport. The sample included People's Panel members and non-members. With a total sample size of 3075 (1.2%), the survey captured residents of Hull (77%), East Riding (16%) and others (7%).

HCC collected details regarding: trip purpose, trip frequency, mode used for different trip purposes, user preferences and users' thoughts on promoting bus usage.

Figure 5.1 Feedback on bus services (People's Panel, 2021)



5.1.1 Feedback on improving traffic conditions in Hull

- **74% of respondents thought that better coordinated roadworks could reduce traffic issues in Hull**
- **47% felt that improving public transport, and 43% that promoting the Park & Ride facility in Hull could help to improve traffic flow**
- **37% thought that diverting commercial vehicles could also help improve journey speed**
- **Of the total respondents 49% preferred off-road cycle paths**

5.1.2 Non-bus users' preferences to shift to Buses.

The non-bus users expressed their willingness to shift under the following conditions:

- **Cheaper public transport tickets (46%)**
- **Better evening and weekend bus services (34%)**
- **Improved bus frequencies (32%)**
- **Better connectivity (31%)**
- **Reliability (27%)**

5.1.3 Mode Choice by Trip Purpose

In Hull, 8% - 13% of people use buses. The preferred modes of travel for work and education:

54% **cars**

18% **walking**

13% **bus**

11% **cycle**

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

Figure 5.2 Mode share by trip purpose in 2021 from People's Panel Analysis Report (2021)

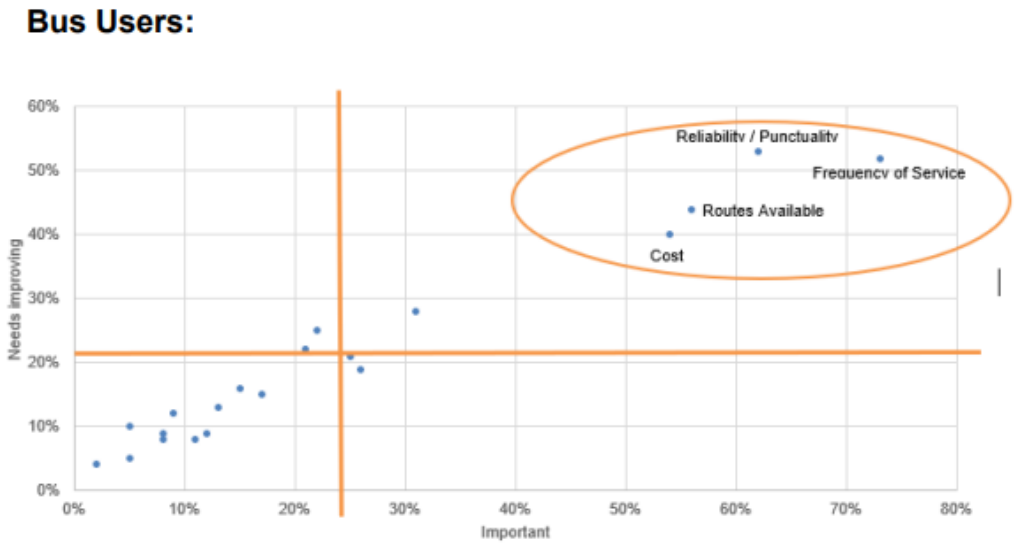
In conclusion, the major factors that impact people's use of public transport are:

- **Cost**
- **Public transport accessibility**
- **Frequency of service**
- **Reliability / punctuality**
- **Routes available**

Measures identified to improve traffic flow conditions and bus journey time:

- **Planning roadworks in off peak and off-season periods**
- **Diverting trucks and commercial vehicles from city mainly during peak period**
- **Prioritising buses through appropriate schemes helps to improve their reliability and punctuality**
- **Reviewing and simplifying bus routes based on existing and proposed developments**

Figure 5.3 Feedback of improvements required on bus services in Hull



5.2 Comparison of Ticket Fares in Hull

Data from 7th TAS National Bus Fare survey report (conducted by The TAS Partnership Ltd) published in 2022 was used to evaluate feedback on the costs of public transport in Hull. Three ticket types were used to compare ticket fares viz., single fare, day fare and weekly fare in the 7th TAS National Bus Fares survey, 2022.

5.2.1 Single Fare: The UK Government supported vulnerable bus users by announcing a bus fare price cap of £2 effective from January 2023 until December 2024.This was therefore excluded from the comparison.

5.2.2 Day Fare:

- The mean day ticket fare for buses in the UK cities was £4.70 and that of PTE (Passenger Transport Executive) Groups in the UK was £4.46 (7th TAS Fare Study, 2022).
- The Hull Card Day ticket is priced £5.20 per day in 2023 (in 2022 it was £5.00 per day) for multiple trips within the city.

Figure 5.4 Range of Day Ticket Prices by Market in UK (TAS, 2022)

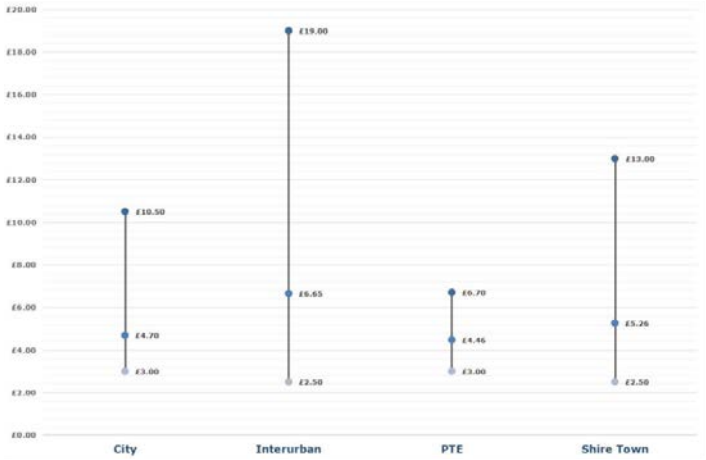
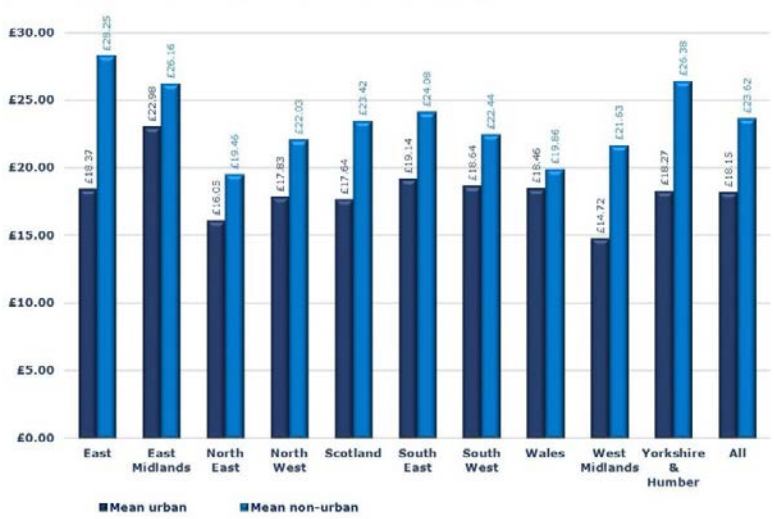


Figure 5.5 Mean Weekly Ticket Prices by Region in UK (TAS, 2022)



- **The East Midlands has the highest urban average weekly ticket cost at £22.98**
- **The North East has the lowest average non-urban weekly ticket fare at £19.46, with Wales as the only other one below £20**
- **The East of England has the highest average weekly ticket fare at £28.25, one of three above £25**
- **The weekly Hull Card ticket costs £18.90 which appears comparable**

The details of the Hull Card costs and proposed changes from October 2023 are presented in **Table 5.1.**

Table 5.1 Comparison of Bus Ticket Fares in Hull

S.NO	TICKET TYPE	2022-23	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 below age 19 yrs
3	Hull Card Day Ticket	£5.20	£4.90	£5.29	Daily unlimited travel
4	Hull Card Group Ticket	£13.80			Unlimited day travel for a group of 4
5	Hull Smart Commuter Card	£50.75			Unlimited monthly travel for Large Businesses

*7th TAS National Bus Fare Study, 2022

6.0 Existing bus network and services in Hull

Bus services in Hull are primarily served by the two bus operators, Stagecoach and East Yorkshire. Approximately 97% of the services are provided commercially, the remaining 3% are provided with council support. (BSIP, 2022).

To better utilise the services for economic growth, there is a need to focus on optimisation of the bus routes to the users. Hull bus services are well served by the two major operators with a total fleet of around 260 buses, 51 bus routes (same route number but different direction is considered as separate route), and approximately 1200 bus departures/day from the Paragon Interchange.

In addition to that there are school bus services and university buses sharing the educational commuter trips. Passenger transport for disabled children is managed by the Passenger Transport Team of the Hull City Council. Both Stagecoach and East Yorkshire Buses are committed to achieving a zero-carbon bus fleet by 2035.

Working in partnership with Hull City Council, all are 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 car users travelling into Hull make short trips with average vehicle occupancy less than two, especially combining school and work trips (BSIP, 2022). So, by providing frequent services from all the residential areas throughout the day, it has always made sense to use the bus to help reduce traffic congestion and improve air quality.

Figure 6.1 Bus fleet of the major operators serving Hull City

Stagecoach

Stagecoach operates a fleet of

113 vehicles

70 of which are the latest Euro 6 low emission vehicles (62% of fleet) and 83 (73%) are Euro 5 or better.

The average age of buses in the Stagecoach fleet is 9 years old, with 33 vehicles (29%) that are all less than 5 years old (fleet list attached)

East Yorkshire

East Yorkshire operates a fleet of

230 vehicles

69 of which are the latest Euro 6 low emission vehicles (30% of fleet) and 89 (39%) are Euro 5 or better.

The average age of buses in the fleet is 11 years old, with 50 vehicles (22%) that are all less than 5 years old.

Hull's bus routes connect the major arterial roads in line with fundamental urban planning concepts. As Hull is surrounded by the East Riding of Yorkshire, the two Councils are interconnected and have workforce commuting in and out for work, education and leisure. The key urban corridors of the bus network in Hull can be classified as:

- **Northern Corridor: Beverley Road (North and Northeast), sections of Holderness Road**
- **Eastern Corridor: Holderness Road (East Hull)**
- **Western Corridor: Spring Bank Corridor, Anlaby Road Corridor (West and Hessle Road, Hedon Road in Southwest)**
- **Southern Corridor: (via Humber Bridge)**

(refer Appendix 2 for Key road corridors in Hull)

The COVID pandemic has affected bus patronage in Hull as in the rest of the UK. However, patronage is improving marginally, and the number of passengers has reached 2018 figures, which can be evidenced from Table 6.1. The figures are rounded off to millions to exclude the competition between operators

There has been an increased preference for working from home and online shopping, in Hull 13% of the full-time workforce are working from home post covid. (UK Census, 2021). In England the total percentage of people working from home is reported as 31.5%. (UK Census, 2021)

6.1 Bus lanes

Bus lanes facilitate bus priority, and in Hull a total of 55.88 miles of road are bus lanes. There are bus lanes along all the major roads viz., Anlaby road, Beverley Road, Holderness Road, Spring Bank, Clarence Road and Ferensway. The bus lanes are proposed to operate during the peak period from January 2024.

Figure 6.2 Bus lanes in Hull

Bus Lanes

We have invested heavily in the development of bus lanes along key corridors

ANLABY ROAD
- **East bound**
  Distance: 1407m (0.9 miles)
- **West bound**
  Distance: 872m (0.5 miles)

BEVERLEY ROAD
- **North bound**
  Distance: 459m (0.9 miles)
- **South bound**
  Distance: 2393 m or 1.5 miles

HOLDERNESS ROAD/WITHAM
- **East bound**
  Distance: 1495m (0.9 miles)
- **West bound**
  Distance: 1841m (1.2 miles)

CLARENCE STREET
- **East bound**
  Distance: 242m (0.2 miles)

SPRING BANK
- **East bound**
  Distance: 419m (0.3 miles)
- **West bound**
  Distance: 771m (0.5 miles)

FERENSWAY
- **North bound**
  Distance: 493 m (0.3 miles)

Figure 6.3 Bus patronage in Hull

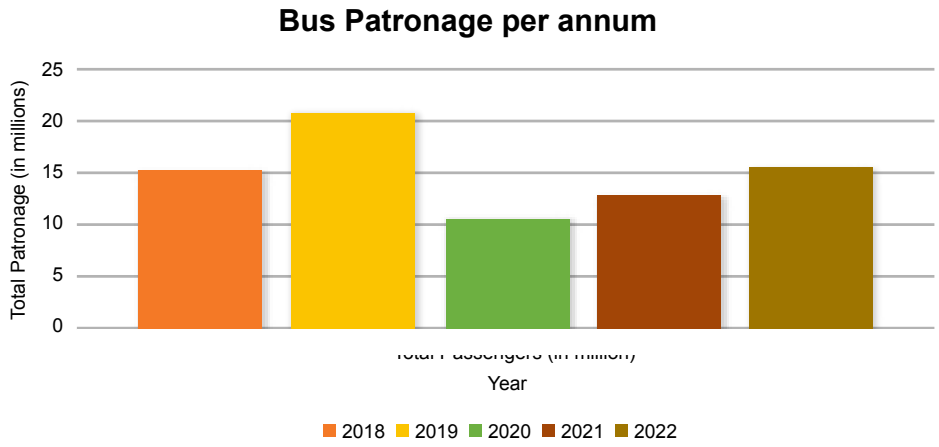


Figure 6.3, indicates a reduced punctuality from 2018/19 to the present year. The reasons are numerous and there are several factors that need to be studied in relation to: operators, operating conditions and challenges in the routes travelled including: roadworks, A63 upgrade works, traffic diversion along major corridors, increasing numbers of HGVs in the City, narrow carriageways etc.

6.1.1 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 Enhanced Partnership Scheme Document (September 2022).

6.2 Paragon Interchange and Bus Passenger facilities

Hull Paragon Interchange is the only railway station within the Hull City Council boundary, and we have a strong relationship with the train operator, TransPennine Express. Additional services into the city are provided by Northern Trains, LNER and Hull Trains. Hull Trains's services to London King's Cross start from Beverley.

The Interchange is managed by TransPennine Express and overseen by Hull City Council in partnership with its key stakeholders: Trans Pennine Express Police, Humberside and British Transport Police, and the bus operators East Yorkshire 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.

6.2.1 Bus stops and shelters
There are 1420 locations in which 327 have bus shelters including 19 Bee shelters.

6.2.2 Real time displays.
RTPI Screens are available at 36 locations at present, to provide live bus locations to the waiting passengers.

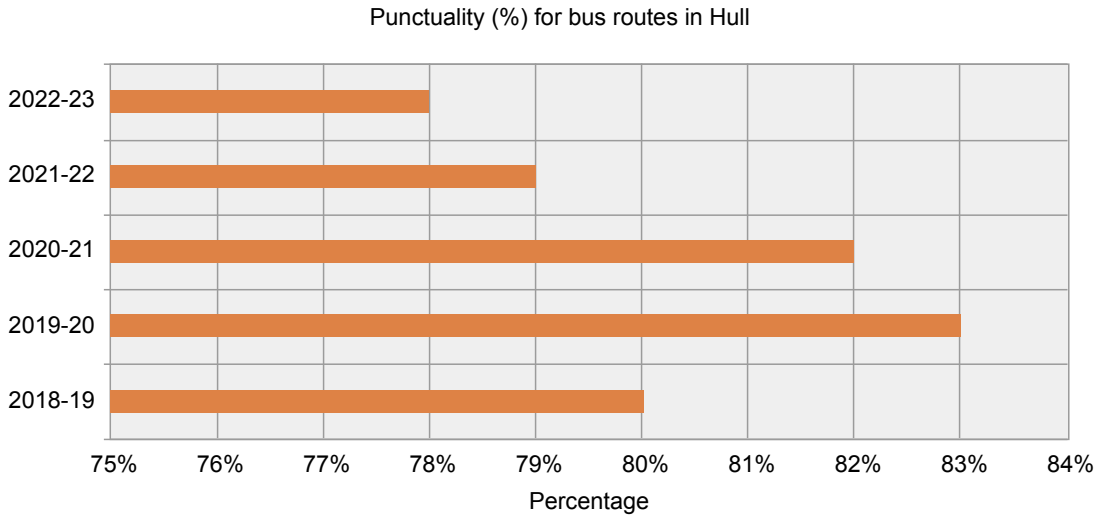
6.2.3 Park and Ride
Hull City Council provides the Park & Ride facility at Priory Park with 650 car parking spaces. The operational time of the parking spaces is between Monday to Saturday: 7:00 hrs – 19:00 hrs.

6.3 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 3. 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 Interchange to Bransholme, Kingswood, North Bransholme and Sutton via Beverley Road, Stoneferry Road or Holderness Road with North Point Shopping Centre or the Kingswood Retail and Leisure complex as terminus.**
- **The zones in the west of Hull, viz., Boothferry Estate, Hessle, Anlaby, Kirk Ella, Willerby and Cottingham are served by the Anlaby Road corridor 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 in south east Hull via Hedon Road.**
- **Places south of Hull viz., Barton, Scunthorpe, Grimsby (South) are connected via the Anlaby Road corridor.**

Figure 6.4 Overall Punctuality of bus services in Hull



Overall average punctuality of all the bus routes running on time in Hull is presented in Figure 6.4. The punctuality in the year 2022-23 was 78%. Live monitoring of speeds and delays in the city using RTPI data and periodic review with bus operators on a monthly basis is proposed to improve bus punctuality.

The corridors and the corresponding destinations in Hull are presented in Table 6.1

Table 6.1 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
	HOLDERNESS ROAD CORRIDOR	
5	Stoneferry Road, North Bransholme, Wawne (north, east)	10
6	James Reckitt Avenue, Sutton Village, Noddle Hill (east)	12, 33
7	Bellfield Avenue, Saltshouse Road, Kestrel Avenue (east)	8 Eastbound, 11
8	Victoria Dock, New Bridge Road (south)	16
	EAST HULL CORRIDOR	
9	Holderness Road, Longhill, ASDA Bilton (east)	56, 57 Eastbound
10	Skirlaugh, Hornsea, Bilton, Sproatley, Preston (east of Hull)	24, 277, 677
11	Holderness Road, Bilton Grange (east)	15
12	Portobello Street, Preston Road, Greatfield (east)	14
13	Holderness Road, Preston Road, Craven Park, Greatfield (east)	13
	HEDON ROAD CORRIDOR	
14	Hedon Road, Hedon, Paull, Patrington , Withernsea (south east)	75, 78, X7
15	Ferry Port, Hedon Road, Hedon, Withernsea	70,79, 173 (SO)
	HESSLE ROAD CORRIDOR	
15	Priory Park (Southwest Hull)	20
16	Bridlington Ave, Mizzen Road, Bricknell Estate (central Hull)	1c, 3b
17	Boothferry Estate (south west Hull)	1
18	Hessle Square (south 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
	SPRING BANK CORRIDOR	
24	Springbank West, Wold Road, Willerby Square (west)	54, 56 Westbound
25	Endike Lane, Orchard Park (west)	4
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

6.3.1 Subsidised services

Hull City Council in every financial year supports nine bus services, to make them commercially viable. The support for the routes will be continued for the benefit of public transport users.

6.3.2 Hull multi operator ticketing

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. This success has led to the introduction of the KAT Card in 2019 - for kids and teenagers, and the Hull smart commute scheme. The KAT weekly ticket is a Hull bus pass which offers kids and teens discounted travel. It allows anyone aged 19 and under to travel on any Stagecoach or East Yorkshire bus in Hull and parts of the East Riding at discounted fares. The marketing of Hull Card and KAT Card for the financial year 2022-23 is presented in the Figure 6.5.

6.3.2.1 Hull KAT Card

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

6.3.2.2 Hull smart commute scheme:

This is a scheme for travel on both Stagecoach and East Yorkshire Motor Services (EYMS) buses with one single card at a discounted rate for use within Hull, Anlaby, Hessle, Kirk Ella, Willerby, Cottingham and Wawne.

The marketing of Hull Card and KAT Card for the financial year 2022-23 is presented in the Figure 6.5.

Figure 6.5 Hull KAT Card and Hull commute card Details (2022-23)

6.3.3 Additional support for Concessionary Travel in Hull

All councils are obliged to fulfil the requirements of the English National Concessionary Transport Scheme (ENCTS). This provides travel to senior citizens and some disabled people within certain criteria.

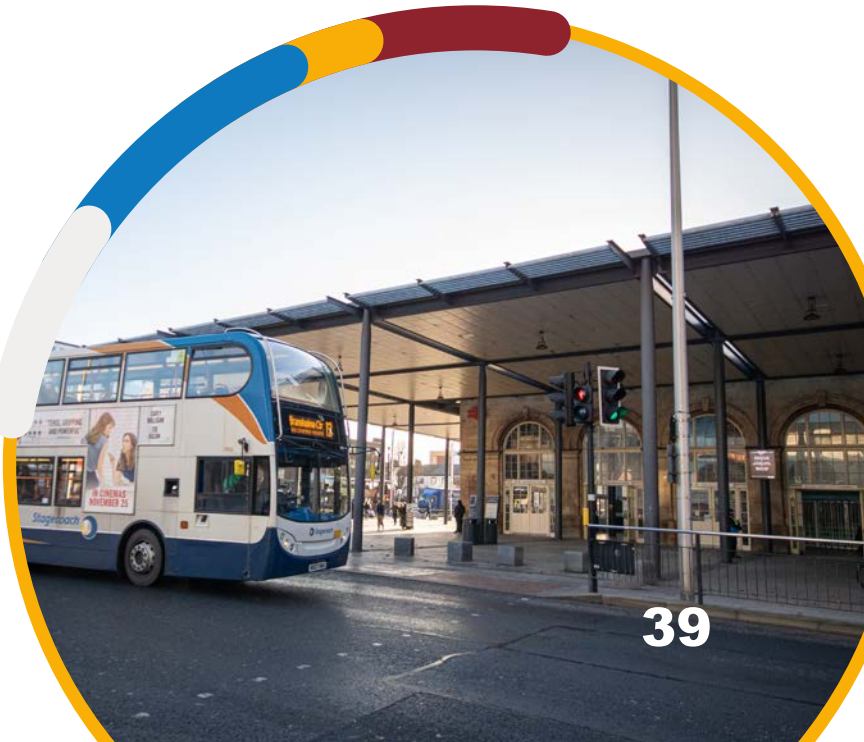
Based on ENCTS, senior citizens and people identified as disabled (according to criteria specified by the scheme) are entitled for a half-fare concession for travel on local buses at a "relevant time", defined as "any time on a Saturday or Sunday, or on any day which is a bank holiday in England and Wales or a time during the period from 9.30 a.m. to 11 p.m. on any other day".

The Council also provides free travel all day to those who qualify for the ENCT scheme. Their fares are reimbursed to the operators by the council based on rational formula. The passes are valid on regular bus services only and not excursions. Hull residents can use their passes for journeys starting within Hull, and journeys extending outside the city boundary.

6.4 Recent achievements (BSIP, 2022)

Here is an update of our recent achievements in our efforts to improve bus services in Hull.

- **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.**



7.0 Enhanced bus partnership plan objectives

The Hull Enhanced Bus Partnership plan is based on the Transport Vision and priorities for Hull, and are in line with Local Transport Plan (2011-2026) and Local Transport Plan Review 3(2020-2026) and BSIP Master copy (2020 - 2026). The transport vision statement for Hull (LTP 3, 2020) forms the basis for formulating the objectives of the EBP.

The proposed LTP3 objectives relevant to the EBP are:

- **to develop an integrated, high quality public transport system**
- **to emerge as a Smart Green City with advanced traffic control and monitoring systems**

7.1 Proposed EPB objectives, measures, desired outcomes, KPIs and targets

The objectives of the Hull Enhanced Bus Partnership Plan are based on the BSIP objectives, (BSIP, 2021) and feedback from the People's Panel survey in July 2021.

Table 7.1 Proposed EBP objectives, KPIs and targets for bus services

OBJECTIVE	PROPOSAL	DESIRED OUTCOME	MONITORING KPIS	TARGETS		
				2023/24	2024/25	2025/26
1. Improve the frequency of bus services	Review and improve the frequency of bus services, in identified routes at peak times on weekdays	More people using buses, greater passenger satisfaction	• Annual percentage growth in bus passenger numbers • Annual percentage growth in passenger satisfaction	2.6% -	0.8% 90%	0.8% 93%
2. Improve bus journey speeds	Improve the speed of bus journeys by removing obstacles and hindrances, and by adopting appropriate traffic management measures	Bus services running more punctually, leading to greater passenger satisfaction	• Annual percentage increase in bus punctuality • Annual percentage growth in passenger satisfaction • Annual percentage reduction in lost mileage per annum – a comparison of scheduled mileage to cancelled services as a measure of reliability	80% - 1.0%	84% 90% 0.75%	>88% 93% 0.60%
3. Support concessionary and contracted services	Continue to support concessionary schemes additional to ENCTS, and subsidise contracted services. Rebrand and promote the Park & Ride facility.	Equality of access to public transport for disabled and elderly people	• Annual percentage increase in bus passenger numbers • Annual percentage growth in passenger satisfaction	2.6% -	0.8% 90%	0.8% 93%
4. Increase bus passenger engagement	Encourage greater numbers of bus passengers to get involved, and provide their feedback via bus forums, bus surgeries, the People's Panel and Transport Focus groups.	Greater engagement of bus passengers in the process of improving bus services, leading to more people using buses, and improved passenger satisfaction	• Annual percentage growth in passenger satisfaction	-	90%	93%
5. To continually improve bus services	To set ambitious targets for the improvement of bus services, and review performance against targets on a quarterly basis	More reliable and punctual bus services leading to increased passenger numbers and satisfaction	• Annual percentage increase in bus passenger numbers • Annual percentage increase in reliability • Annual percentage increase in punctuality • Annual percentage growth in passenger satisfaction	2.6% 1.0% 80% -	0.8% 0.75% 84% 93%	0.8% 0.60% >88% 93%

8.0 Measures to promote buses (interventions and outcomes)

This section describes the measures we intend to take to promote bus use, which are in line with the BSIP objectives, as listed in Table 8.1. The identified measures will be implemented based on priority of needs.

Table 8.1 Comparison of Objectives of BSIP and EBP's Approach to Delivery

BSIP OBJECTIVES	EBP PLAN APPROACH TO DELIVER THE OBJECTIVES
1. **Bus priority to support passenger growth – Remove or reduce highway obstacles, to improve Level of Service (LOS) of buses**	1. Implement plan to reduce obstacles and improve LOS and journey speeds 2. Traffic management measures in the urban roads in the peak period
2. **Intensive services, with investment in key corridors** Simplify interurban routes, and routes to key locations. Increase the frequency of viable routes	1. Identifying and improving bus service frequency in key corridors 2. Re-examine routes based on user inputs and socio-demographic and land use changes
3. **Fares must be lower and simpler to provide best value for money for the customer.**	Promote best value fares based of scheme prioritization
4. **Services must be integrated with other modes.** Provide passengers with a seamless experience when planning their journey and travelling by bus and rail, centred on our integrated passenger Interchange.	1. Multimodal integration 2. Integrated ticketing Based on fund availability and prioritisation of allocation
5. **The local bus network is presented as a single system that works together, with clear passenger information.** Make buses simpler to use, provide clear information about routes and ticketing including for multi-operator journeys.	1. Increase the use of multi-operator ticketing 2. Popularise Hull Smart card 3. Provide additional passenger facilities, based on fund availability and prioritisation of allocation
6. **Modern buses and decarbonisation** Implement a carbon neutral fleet by 2035.	Update and follow up the bus operators' fleet replacement plan annually.
7. **Give bus passengers more of a voice.** Seek continuous stakeholder engagement to complement the bus companies' internal feedback channels.	Analyse and address bus passenger feedback from bus forums, bus surgeries, People's Panel and Transport Focus groups.
8. **More demand – responsive services and socially necessary transport.** Review the existing demand for and provision of community routes, and services to support the night-time economy and 24/7 working.	Review transport services and night service timetables based on estimated passenger demand and bridge the gap in supply – subject to fund availability.
9. **Longer term transformation of networks through bus rapid transit and other measures.** Continually develop bus services to form an integrated, sustainable transit system for the City's residents, businesses, and visitors.	Based on fund availability and prioritisation of allocation.

BSIP OBJECTIVES	EBP PLAN APPROACH TO DELIVER THE OBJECTIVES
10. Identify locations for Transport Hubs to support seamless travel. Develop transport hubs at strategic locations to support multi-modal travel.	Identify locations and propose suitable sites.
11. Consideration for sustainable transport required for any future developments of the city. The Enhanced Bus Partnership will ensure that the BSIP's sustainable transport aims are considered by, and included in, other City development plans such as those for housing, highways, retail and healthcare.	Identify locations and propose suitable sites to integrate with the active transport plan for Hull.
12. Governance of the BSIP and improved communication. Provide up-to-date and comprehensive information about the achievements of this plan, against targets set.	Maintain active governance and ensure that targets are followed up in subsequent reviews.

8.1 Measures to improve bus services in Hull

8.1.1 Improvement in bus frequencies

8.1.1.1. Improvement in bus frequencies of weekday, daytime services

Educational facilities, workplaces and residential areas need frequent and reliable bus services during morning and evening peak periods. Peak corridor frequency is the obligation of bus operators.

The peak period is based on observation. The exact peak period must be validated from the primary data on these key corridors. The existing peak hour frequencies of bus services in Hull are presented in Table 8.2.

The peak periods observed in Hull are:

- **Morning peak period: 7:00 hrs – 9:00 hrs – at this time the city peak and school opening timings overlap**
- **Evening school time: 14:45 hrs – 15:45 hrs**
- **Evening Peak period: 16.00 hrs – 18:00 hrs**

Table 8.2 Number of services in the Key corridors

S.No	Key Corridor	AM (07:00 - 09.00)*			PM (16.00 - 17.00)*		
		2023	2018	% Change	2023	2018	% Change
1	Anlaby Road - in-bound	40	65	38%	42	68	38%
	Anlaby Road - out-bound	36	62	42%	40	67	40%
2	Beverley Road - inbound	26	48	46%	22	51	56%
	Beverley Road - outbound	29	40	28%	28	34	17%
3	Holderness Road - inbound	44	64	31%	43	72	40%
	Holderness Road - outbound	44	70	37%	45	61	26%
		219	349	37%	220	353	38%

*The AM and PM period is assumed and needs to be validated with a primary traffic survey.

The comparison of frequencies for the three key corridors indicates that the number of services operated have reduced by 38% since 2018. The bus patronage in 2018 and 2023 is both approximately 15 million passengers per annum. The reasons for the reduction of services in peak period possibly is due to changes in land use, closure of industrial estates, more flexible hours of working and work from home option. Passenger demand for work and educational trips can be assessed from census data, traffic and travel survey data.

In Hull 13% of the total working population works from home. Excluding these trips, the number of commuting to work trips can be estimated using trip generation concepts. Work and educational commuter trips can then be used to quantify the peak period demand for buses. It is an established fact that increasing the frequency of services improves user satisfaction, and encourages shift from competing modes of travel.

This is the core measure identified for the EBP Scheme. Bus routes where passenger demand exceeds supply will be identified by the bus operators and Hull City Council, using agreed criteria. Routes may be subsidised to run more

The approach to prioritise the routes will be based on the following factors:

- Budget availability
- Cost per passenger journey based on total passengers (from surveys and data for existing services)
- Total passengers per journey - those who would not have access to an alternative, at least hourly, service within 400 metres
- Knowledge and detailed understanding of both historical and current context of services
- Feedback from residents, stakeholders and Members
- Demographic changes
- Car ownership levels
- Accessibility links work, education, healthcare and leisure

8.1 Measures to improve bus services in Hull contd...

8.1.1.2. More bus services at weekends, in the evenings and at night
A pilot study for assessing passenger demand in the evenings, and for night services is proposed. A decision will be made based on the pilot study results.

8.1.1.3. More frequent bus services to smaller towns and villages
East Riding of Yorkshire Council, the rural authority near Hull, plans bus services to neighbouring cities. Hull City Council and East Riding of Yorkshire Council are in the process of appointing a joint EBP officer, who will assess the frequency of rural to urban bus services.

8.1.1.4. Frequency of services to educational facilities
Bus services connecting educational facilities (excluding the institutions with school and university buses), will be assessed and deficits in demand will be addressed in the EBP Plan reviews. Bus frequencies will be estimated based on the 'decide and provide' concept, to encourage active travel and sustainable travel options. The map of the bus routes and educational facilities will be reviewed based on future developments and peak passenger travel demand. The corresponding places where improvement in bus frequencies is required, will be identified.

8.1.2 Review of accessibility to bus stops
The proximity of bus stops is a key factor that influences mode choice because overall travel time includes the time it takes to get to bus stops, usually by active travel or feeder services. For a bus stop to be considered accessible, it ideally needs to be located within 400m of the start of the journey. So, to understand the accessibility of bus stops from Hull's residential areas, education facilities and medical facilities, we checked their locations using ArcGIS.

The results are presented in Appendix 4 to 7.
Appendix 4: Residential
Appendix 5: Education
Appendix 6: Hull University - detail
Appendix 7: Medical facilities

8.1.3 Improving bus journey times
Measures will be taken to improve the punctuality of bus services, and achieve targets through the better management of roadworks, and the enforcement of traffic management measures. This will be undertaken as a priority. Journey speeds will be monitored continuously with real time data from the RTPI panels and SCOOT loop detectors in the corridors. Punctuality data will be reviewed to assess progress in HBA meetings, which are scheduled every quarter.

8.1.4 Bus Network Improvement
The Planning and Development Officers will be consulted regarding future proposals in the city, which will help to identify the need for new routes. Hull has a well-connected bus network, with routes spread throughout the City. There are no gaps in the available bus network in Hull. Bus routes in Hull are planned to serve the maximum number of residents, and are routed to cover the maximum geographic area.

8.1.5 Communication and consultation with passengers on significant changes.
Hull Bus Alliance (HBA) has created a subgroup - HBA Communication and Marketing Group, which hosts public bus surgeries around the City. This subgroup, together with the bus operators, will consult with the public regarding any proposed significant changes to the EBP, and communicate the benefits.

8.1.5.1. Hull Bus Forum: Passenger feedback
A bus forum is planned annually in Hull, which includes representatives from Bus Operators, bus passenger user groups, and the public. Its aim is to gather feedback from bus passengers in a systematic way.

The DFT Theme and the corresponding improvement plan set out in Hull BSIP (Hull BSIP, 2022) is presented in the table 8.3. Hull City Council has prioritised measures for this EBP, which is presented in Table 8.4. These measures/ improvement plans will be implemented subject to sufficiency of funds.

Table 8.3 Identified objectives and Improvement Plan (BSIP, 2022)

Identified Objective (overview)

	DfT theme	Improvement plan	Monitoring / KPIs	Desired Outcomes
OBJECTIVE 01	**Greater prioritisation of buses in key corridors, to support passenger growth.**	Remove or reduce highway obstacles, to ensure that prioritised buses flow freely in key corridors.	Annual percentage increase, within key corridors, in: • **Service running time** • **Service punctuality** • **Passenger numbers** • **Modal shift**	Increase in bus frequency: • **Improved service punctuality** • **Improved journey times** • **Reduced congestion** • **Modal shift**
OBJECTIVE 02	**Intensive services, with investment in key corridors, and routes that are easier to understand.**	Simplify routes, especially cross-city, or to key locations, and increase their frequency, to support a 'just turn up' approach.	Annual percentage increase, within key corridors, in: • **Service running time** • **Service punctuality** • **Passenger numbers** • **Modal shift** • **Congestion**	Increase in bus frequency: • **Improved punctuality** • **Reduced journey times** • **Commercially viable services** • **Modal shift** • **Reduced congestion**
OBJECTIVE 03	**Fares must be lower and simpler to provide best value for money for the customer.**	Lower fares and simplify pricing structure.	Annual percentage increase, within key corridors, in: • **Passenger numbers** • **Modal shift** • **Number of flexible ticketing options** • **Customer satisfaction surveys**	Increase in bus frequency: • **Growth in passenger numbers** • **Modal shift** • **Positive customer satisfaction survey results** • **Increase in successful, flexible ticket options** • **Reduction in subsidy required for the KAT Card and supported services**
OBJECTIVE 04	**Services must be integrated with other modes.**	Provide passengers with a seamless experience centred on our integrated, Passenger Interchange.	• **Traffic and Travel Advisory Group able to share positive outcomes in governance reports.** Annual percentage increase in: • **Passenger numbers** • **Modal shift** Annual percentage decrease in: • **Congestion** • **Co2 emission levels** Customer satisfaction surveys	• **Growth in passenger numbers** • **Modal shift** • **Positive customer satisfaction survey results** • **Reduced congestion** • **Reduced Co2 emission levels**
OBJECTIVE 05	**The local bus network is presented as a single system that works together, with clear passenger information.**	Make bus journeys easy to plan and buses simple to use, by providing clear and timely information.	Annual percentage increase in: • **Passenger numbers** • **Modal shift** • **Customer satisfaction surveys**	• **Growth in passenger numbers** • **Modal shift** • **Positive customer satisfaction survey results** • **Reduced congestion** • **Reduced Co2 emission levels**
OBJECTIVE 06	**The local network is presented as a single system that works together, with clear passenger information.**	Use smart technologies to support safer routes to bus stops, and provide accessibility information for users.	Annual percentage increase in: • **Passenger numbers** • **Modal shift** • **Customer satisfaction surveys**	• **Growth in passenger numbers** • **Modal shift** • **Positive customer satisfaction survey results**

Financial Support Required / to be sourced

	DfT theme	Improvement plan	Monitoring / KPIs	Desired Outcomes
OBJECTIVE 07	**Modern buses and decarbonisation.**	Implement a carbon neutral fleet by 2035.	Annual percentage increase in: • **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 passenger numbers** • **Proven economic benefits** • **Decrease in emission levels**
OBJECTIVE 08	**Give bus passengers more of a voice.**	Seek continuous stakeholder engagement to complement the bus companies' internal feedback channels.	• **Results of research will be monitored, to assess performance against targets set by the Bus Customer Charter.** • **Annual percentage increase in success of the Council's governance and scrutiny reviews**	• **Improved customer satisfaction** • **Growth in passenger numbers**
OBJECTIVE 09	**More demand – responsive services and socially necessary transport.**	Review community routes, and provide services to support the night-time economy and 24/7 working.	Annual percentage increase in: • **Passenger numbers** • **Modal shift** • **Customer satisfaction surveys** Annual percentage decrease in: • **Congestion** • **Co2 emissions**	• **Growth in passenger numbers** • **Modal shift** • **Positive customer satisfaction survey results** • **Proven economic benefits** • **Decrease in emission levels**
OBJECTIVE 10	**Longer term transformation of networks through Bus Rapid Transit and other measures.**	Create an integrated, sustainable transit system for the city's residents, businesses, and visitors.	Annual percentage increase in: • **Passenger numbers** • **Modal shift** • **Customer satisfaction surveys** Annual percentage decrease in: • **Congestion** • **Co2 emission levels**	• **Growth in passenger numbers** • **Modal shift** • **Positive customer satisfaction survey results** • **Proven economic benefits** • **Decrease in emission levels**
OBJECTIVE 11	**Identify locations for Transport Hubs to support seamless travel.**	Develop transport hubs at strategic locations to support multi-modal travel.	Annual percentage increase in: • **Passenger numbers** • **Modal shift** • **Customer satisfaction surveys**	• **Growth in passenger numbers** • **Modal shift** • **Increased cross boundary travel** • **Positive customer satisfaction survey results**
OBJECTIVE 12	**Consideration for sustainable transport required for any future developments of the city.**	The Enhanced Partnership will ensure that BSIP's aims are integrated with wider development plans and opportunities.	Annual percentage increase in: • **Passenger numbers** • **Modal shift** • **Percentage decrease in subsidised services**	• **Growth in passenger numbers** • **Modal shift** • **Positive customer satisfaction survey results**
OBJECTIVE 13	**Governance of the BSIP and improved communication.**	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** • **Modal shift**

Financial Support Required / to be sourced

Table 8.4 Prioritised Improvement Measures in HBA

OBJECTIVE (BSIP, 2021)	REF NO	IMPROVEMENT MEASURES
Objective A1: To remove or reduce the impact of highway obstacles with the aim of ensuring buses are prioritised in order that they have a free flow. There shall be demonstrable benefits to frequency, shorter journey times and cost value	A1.1	Minor adaptions to street furniture/lines and signs
	A1.2	Refining of traffic regulation orders
	A1.3	Installation of intelligent traffic signals
	A1.4	Installation of traffic signals and controls to give bus priorities at Intersections
	A1.5	Assessment of potential dedicated bus gates
	A1.5	Implementation of dedicated bus gates
Objective E1: Through a newly formed, cross-political party led Governance Group, all forms of mobility will be overseen to ensure they are integrated and seen to compliment and contribute to other stated ambitions associated with environmental climate change and public health	E1.3	Feasibility and modelling of additional mini transport hubs to foster improved cross city/border and integrated travel
	E.1.3	Design and build of costs for mini transport hubs
Objective F1: Journey planning, bus information and actual use of buses and their integration with other modes must be easy to understand, timely, offer simple route and ticketing information and be well communicated	F1.2	Additional Traffic CCTV cameras and Internet of Things (IoT) sensors to monitor traffic flows and build into Smart City Platform
Objective F2: Smart technologies will be used to foster safer routes to bus stops and accessibility information for both users and bus drivers.	F2.1	Roll out of real-time information, journey planning and smart technologies
	F2.3	Enabling safer routes to buses including CCTV, Lighting, Grounds and Shrubs changes to increase feeling safer on routes to and from bus stops
Objective G1 To implement a carbon neutral fleet by 2035	G3	Removal of older, high emission fleet

8.1.6 Hull Bus Passenger Charter

The Hull Bus Passenger Charter is a commitment from the bus operators to bus passengers. This is presented as Appendix in the EBP Scheme. It outlines the commitments and support of bus operators in journey planning, fares and discounts, drivers' competence, customer services and equality. The charter will be published on buses, at the Interchange, and on Council and bus operators' websites.

8.1.7 Improving information at bus stops

Timetables are already available at most bus stops. Where this is not the case, they will be provided – or a QR code linking to a timetable, will be made available. A route map is available in all major bus stops.

8.1.8 Rebranding, marketing and enhancement of Park & Ride facility

The Park & Ride facility at Priory Park will be promoted, which is a positive step in encouraging modal shift in Hull.

8.1.9 Improving Accessibility

We are committed to improving accessibility for the physically challenged, and providing space for at least one wheelchair or buggy on every bus.

We are committed to provide information regarding upcoming bus stops, with both audio and visual announcements. These will be implemented when new buses are purchased.

The measures, in the associated EBP scheme, to improve the frequency, punctuality and reliability of buses will be undertaken immediately. They address some of the major concerns of bus passengers in Hull.

9.0 Governance

9.1 EBP Forum Terms of Reference

9.1.1 **Background**
The Enhanced Bus Partnership (EBP) is a statutory partnership formed under the Transport Act 2000, as amended by the Bus Services Act 2017. The Enhanced Partnership is between Hull City Council as Local Transport Authority (LTA) and Go Ahead Ltd (operating as East Yorkshire Motor Services Ltd) and Lincolnshire Road Car Company Ltd (operating as Stagecoach Bus) that sets out how the parties will work together to deliver the Bus Services Improvement Plan (BSIP) outcomes. The parties have formed an Enhanced Partnership Board with representation from each of the parties as mentioned in Section 9.2.1 and this will be the strategic and decision-making body for the Enhanced Partnership. The Board sits within the governance structure outlined at Figure 9 1.

Whilst the Enhanced Bus Partnership Forum (EBP Forum) is not a meeting convened under the Local Government Act 1972 and is not subject to the Council's Constitution, activity delivered by the Council through the Partnership is accountable to the Travel and Transport Advisory Panel of the Council. Consequently both the Partnership and Panel are subject to the statutory requirements relating to public scrutiny via the Council's overview and scrutiny functions.

The Enhanced Partnership Plan and Scheme must be agreed by Hull City Council's Cabinet, or be approved by a delegated officer. This is because the LTA (in this case Hull City Council) has formal responsibility for making the Plan and Scheme, and they must therefore be agreed through the Council's formal decision making and governance processes.

9.2 Composition

9.2.1 **The Board shall comprise of four voting members.**

9.2.1.1. **Local Transport Authority (the Council)**

- The Portfolio Holder for Transportation, Roads and Highways as the lead member or nominated representative.
- The Lead Officer (or nominated representative) with responsibility for transport.

9.2.1.2. **Local Bus Operator Membership**
A representative of each:

1. **Go Ahead Ltd** (operating as East Yorkshire Motor Services Ltd)
2. **Lincolnshire Road Car Company Ltd** (operating as Stagecoach Bus)

And any commercial operator providing more than 25% of the mileage in the City will also be entitled to a Forum membership and a vote.

9.2.1.3. **The Chair of the Board will be the lead** LTA member and the Vice Chair will be nominated by the Operators.

9.3 Quorum

9.3.1 **The quorum for the Board shall be a minimum of two LTA representatives and a representative from each operator.**

9.4 Principles of Collaboration

9.4.1 **When carrying out their roles, Board members shall adopt the following principles:**

9.4.1.1. **To collaborate and cooperate:** establish and adhere to the governance structure set out in these terms of reference.

9.4.1.2. **To learn, develop and seek to achieve the full potential of the Partnership:** share information, experience, materials and skills to learn from each other and develop effective working practices, work collaboratively to identify solutions, eliminate duplication of effort, mitigate risk and reduce cost.

9.4.1.3. **To adhere to statutory requirements and best practice:** comply with applicable laws and standards including public procurement rules, data protection and freedom of information legislation and the Council's contract procedure rules.

9.4.1.4. **To act in a timely manner:** recognise the time-critical nature of the work/activity and projects and respond accordingly to requests for support.

9.4.1.5. **To apply the principles of good governance:** be objective and take decisions impartially, fairly and on merit, using the best evidence without discrimination or bias; be held accountable for decisions and actions; take decisions in an open and transparent manner; be honest and act in good faith; demonstrate leadership in line with the principles of good governance across the respective organisations and within the work of the Board.

9.5 Role and Functions

9.5.1 **The Board will:**

9.5.1.1. Facilitate continuous engagement between key stakeholders.

9.5.1.2. Act to progress discussions on the development of the EBP Plan and Scheme and comprehensive consultation on their contents.

9.5.1.3. Provide the mechanism through which the EBP agrees the EBP Plan and Scheme.

9.5.1.4. Agree, co-ordinate and ensure the implementation and delivery of the EBP Plan and Scheme and take such actions as required to deliver the improvements to bus services to meet the ambitions of the BSIP, based on prioritisation and availability of funding.

9.5.1.5. Ensure that the views and experiences of a wide range of stakeholders influence decision making, enable co-production of services, policy shaping and delivery. The Board may achieve this through its reporting lines with the Bus Partnership Forum (see Figure 9 1).

9.5.1.6. Consider recommendations from internal and external inspections and reviews to agree the actions needed to address any issues identified, and to evaluate the effectiveness of all schemes implemented.

9.5.1.7. Maintain an appropriate work programme and receive detailed reports, performance data and other related/required information from partner organisations for the Forum to undertake its responsibilities.

9.5.1.8. Provide regular reports on activity of the Board to the Council's Travel and Transport Advisory Panel and Scrutiny function namely through the Infrastructure and Energy Overview and Scrutiny Commission to maintain transparency and accountability.

9.5.2 **Decision making functions**

9.5.2.1. The Board has a duty to ensure that matters proposed and/or agreed are derived from the actions proposed in the BSIP.

9.5.2.2. Decisions which are outside of this framework must be referred to the Executive decision-making body of each voting organisation.

9.6 Variation of Terms of Reference

9.6.1 These terms of reference, including any annexes, may only be varied by written agreement of the Board and recorded in the minutes of the relevant meeting.

9.7 Voting

9.7.1 Hull City Council as LTA shall be entitled to two votes.

9.7.2 Each commercial operator who registers services with the Traffic Commissioners that cover more than 25% of the registered mileage in the city of Hull shall be entitled to one vote.

9.7.3 The LTA and the combined bus operators must always have an equal number of votes therefore any increase in Operator membership will lead to a proportionate increase in LTA votes.

9.7.4 Decisions of the Enhanced Partnership Board will be made by way of a simple majority of all members of the Enhanced Partnership Board. If a vote is tied the motion will be considered not approved, however the subject of the vote may be re-considered at future Enhanced Partnership Boards and put to further ballot.

9.7.5 In the event of disagreement with a majority decision, operators will be entitled to make their concerns known in writing to the Council. The Council will review the circumstances and consider whether these are such that use of its veto should be exercised as provided for below.

9.7.6 These controls ensure that the voting system does not allow an individual operator to influence the Enhanced Partnership to its own commercial benefit or to harm competitors.

9.7.7 The Council retains a right of veto, so that it may, in exceptional circumstances, exercise a veto over Enhanced Partnership Board decisions which it may reasonably believe may have anti-competitive implications, be in breach of UK subsidy control law or be otherwise contrary to the public interest.

9.8 Information Requirements in connection with the exercise of the functions

9.8.1 Where the Enhanced Partnership Board requests information from members of the Board to facilitate the performance of its functions, members of the Board shall supply the requested information within a prompt and reasonable time.

9.8.2 Partnership members will provide any necessary data to assist the Partnership in the delivery of its objectives. Members will not disclose any personal data about their service users, or any information that may allow for the identification of their service users for the purposes of the Enhanced Partnership. Each member organisation is responsible for ensuring that any personal data they share about their employees, e.g., the name of an officer delivering a specific project, is necessary and proportionate and does not breach personal data rights, as protected by the UK GDPR.

9.8.3 The Council is a public authority that is subject to the Freedom of Information Act 2000 (FOI) and the Environmental Information Regulations 2004 (EIR). It may be necessary to disclose to the public any information provided to the Council for the purposes of the Enhanced Partnership to meet the requirements of the FOI and/or EIR. Should the Council receive an information request that includes information held by the Enhanced Partnership, the Council will make all reasonable efforts to consult any member organisation that is the source of any relevant information, or that may be affected by its disclosure. Discretion as to the content of information released under FOI and EIR remains with the Council.

9.9 Procurement

9.9.1 For the purposes of the Enhanced Partnership, the Council, as the LTA and accountable body and recipient of BSIP funding, subject to the Memorandum of Understanding and/or as agreed by the EBP Forum to fall within the sole remit of the Council as LTA. Any procurement undertaken by the Council as LTA will be subject to the Contract Procedure Rules set out in its Constitution and all applicable public procurement law.

9.9.2 Any partnership member procuring goods, services or works using BSIP funding shall demonstrate value for money by seeking competitive quotes or tenders, or by such other method as shall first be approved by the LTA as accountable body.

9.10 Review, variation and revocation of EBP scheme

9.10.1 Once the EBP Scheme is made, it will be reviewed by the EBP Forum every six months following publication of data on progress towards targets, as required by the BSIP – this will ensure any necessary action is taken to deliver the targets set out in the BSIP. The Council (as LTA) will initiate each review.

9.10.2 The Enhanced Bus Partnership in Hull will be managed by two groups, the EBP Forum and the EBP Board. The Terms of Reference and related responsibilities and powers of the Board are set out in Section 9.5 above. The Hull Bus Forum will provide opportunities for discussing issues of all kinds affecting the Hull City bus network, consulting with and building consensus across the various stakeholders, and making recommendations and/or representations to the EBP Board for consideration. These may include bespoke variations to the scheme.

The forum will consult with the representatives of all operators running registered local bus services in Hull. In addition, other external organisations and stakeholders will be invited to participate in advisory roles:

The list of invitees is as follows:

- **all operators of local bus services that would be affected by any of the proposals**
- **organisations that represent local passengers**
- **other local authorities that would be affected by the proposals;(East Riding of Yorkshire)**
- **the traffic commissioners**
- **the chief officer of police for each area to which the plan relates**
- **Transport Focus**
- **the Competition and Markets Authority (CMA); and**
- **Existing Bus passengers on affected services**
- **Other large local businesses**

The Forum will be chaired by an independent person who has the approval of the EBP Board Members. Any variation or/bespoke arrangements shall be brought to the forum for consideration for future schemes.

9.10.3 The EBP Forum may also decide to review specific elements of any Scheme on an ad-hoc basis. EBP Forum members should contact the Hull City Council using the following email address - public.transport@hullcc.gov.uk - explaining what the issue is and its urgency. The LTA will then decide whether to table at the next scheduled meeting or decide for all/the necessary EBP Forum members to gather more quickly.

9.10.4 Bespoke arrangements for varying or revoking the Enhanced Partnership scheme.

9.10.4.1 Under powers at s.138E of the Transport Act 2000, Enhanced Partnership Scheme Variations where this section is quoted will be subject to the bespoke voting mechanism also as set out in this section.

9.10.4.2 Changes to or new flexibility provisions added to an EBP Scheme under s.138E of the Transport Act 2000 shall only be included in that EBP scheme if they satisfy the statutory objection mechanism as set out in The Enhanced Partnership Plans and Schemes (Objections) Regulations 2018.

9.10.4.3 Consideration will be given to potential EBP Scheme variations proposed by the Council, one of the Operators represented on the EBP Forum, or by another operator of local bus services. The proposer of a variation should demonstrate how this might contribute to achieving the objectives set out in the BSIP, EBP Plan and local transport policies. Such requests should be in writing and submitted to public.transport@hullcc.gov.uk. The LTA will forward all requests onto all EBP Forum members within five working days.

9.10.4.4 On receipt of a request for a variation under this section, the Council will convene the EBP Forum, giving at least 14 days' notice for the meeting, to consider the proposed variation. If the proposed variation is unanimously agreed, the LTA will make the EBP Scheme variation within seven working days and publish the revised EBP Scheme on its website. EBP Forum members who are absent or not expressing a view at the meeting (either in person or in writing) will be deemed to be abstaining from the decision.

9.10.5 Revocation of EBP Plan and Scheme

9.10.5.1 If the Council as LTA or another member of the EBP Forum believes it is necessary to revoke an EBP Scheme, the EBP Forum will be reconvened. If the decision is taken to revoke an EBP Scheme the statutory procedure will be followed. If at any point in the future, any area covered by this EBP Plan and Scheme is included in a bus franchising scheme, the relevant requirements set out in this EBP Plan and Scheme document will cease to apply to areas covered by the franchising scheme, in line with the arrangements set out in the franchising scheme.

Figure 9.1 Enhanced Bus Partnership Governance structure for Hull

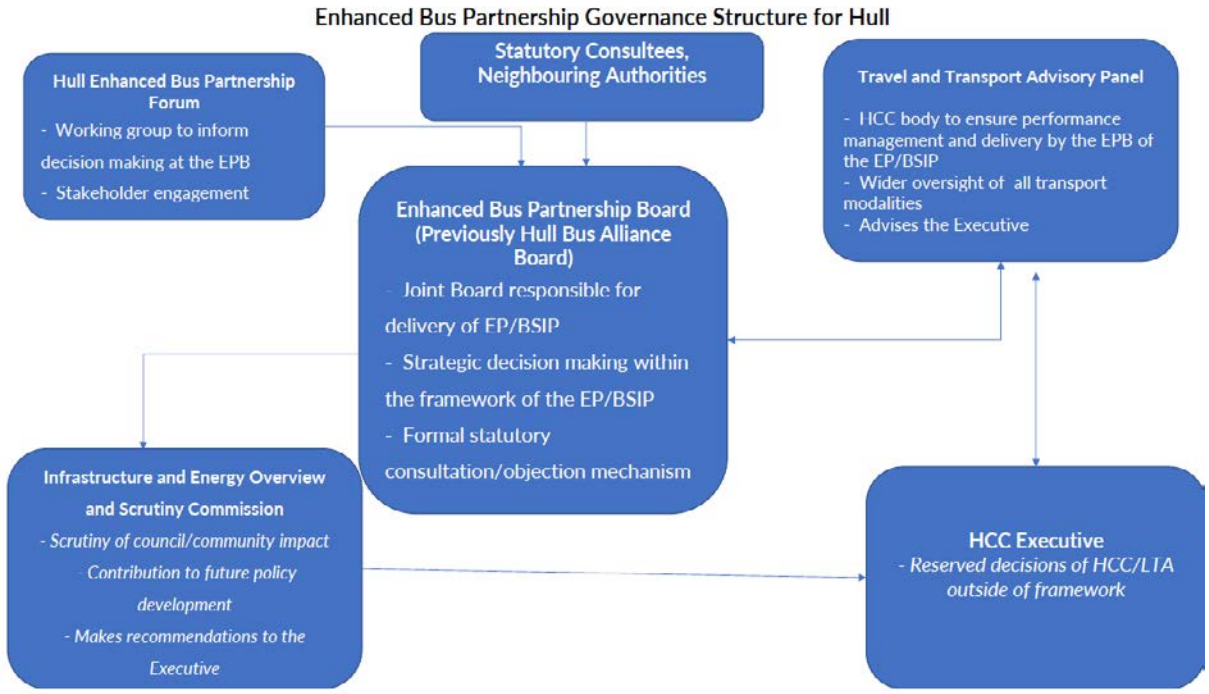
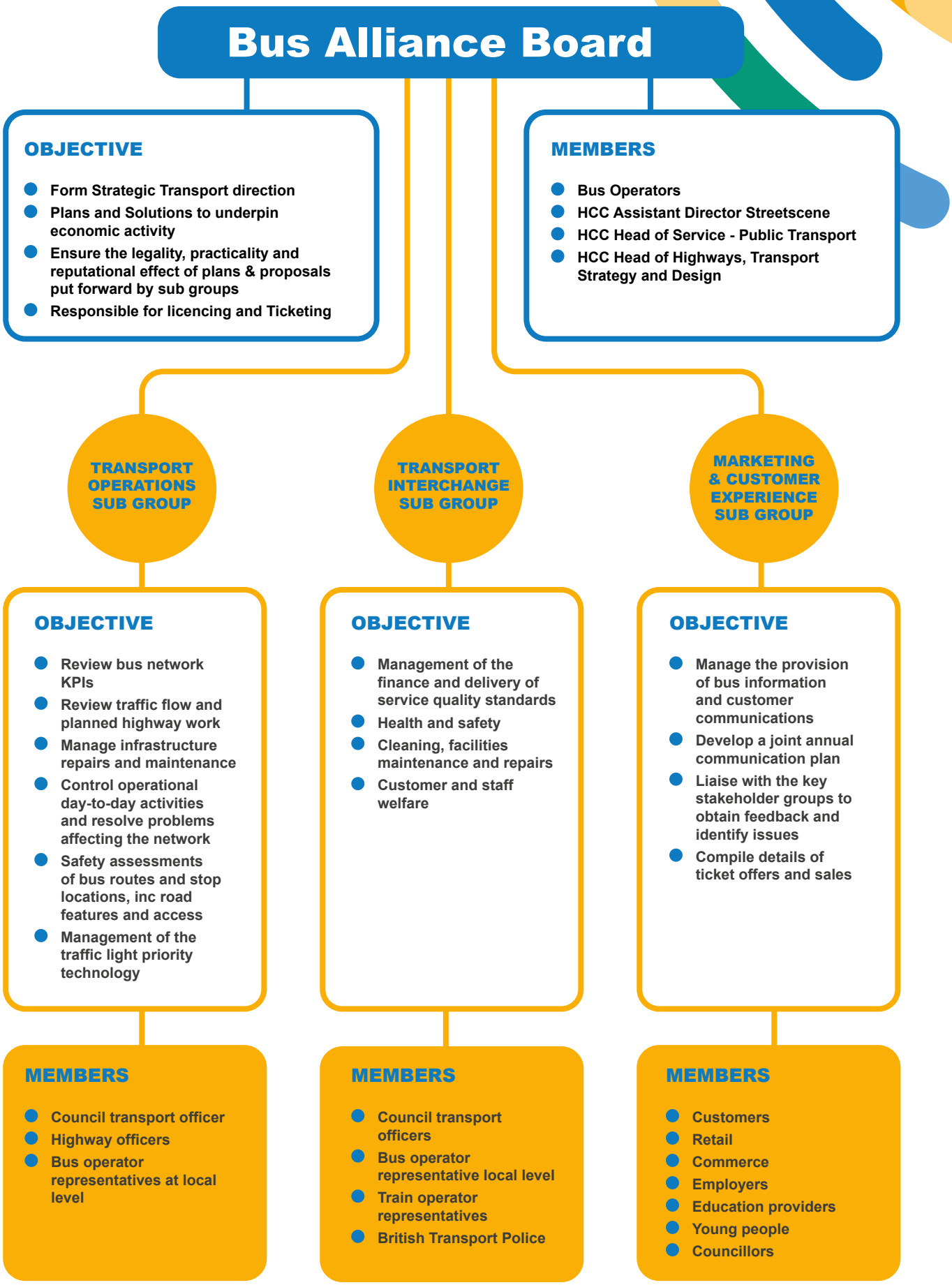


Figure 9.2 Enhanced Bus Partnership Board (Also referred as Bus Alliance Board)



10.0 Summary

The summary of the EBP for Hull is presented in ten chapters. The details in the individual chapters are:

Chapters 1,2 and 3 present an overview of the EBP, need for EBP, Plan period, geographic area covered in the Partnership plan.

Chapter 4 discusses the factors that influence or are likely to influence the bus market in Hull during the plan period.

Chapter 5 summarises analysis of feedback of the survey from People's Panel, of bus users and non-bus users in Hull.

Chapter 6 presents an overview of existing bus services, routes and coverage in Hull City boundaries.

Chapter 7 discusses the objectives of the Enhanced Bus Partnership Plan, desired outcomes and measurement.

Chapter 8 suggests the measures to improve bus usage.

Chapter 9 explains the Governance arrangements for the EBP.

Based on the EBP Plan the schemes identified are:

- Improving bus services in major corridors
- Improving journey speeds of buses
- Monitoring plans for improving the punctuality and reliability of bus services
- Providing additional CCTVs and EV charging points in the Interchange.

The Enhanced Bus Partnership Scheme published with EBP Plan gives the schemes prioritised commencing 7 days after the report has been made.

APPENDIX IA

Glossary of Terms

Bus Lane - signposted 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 particular 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.

HBA Hull Bus Alliance Board

HCC Hull City Council

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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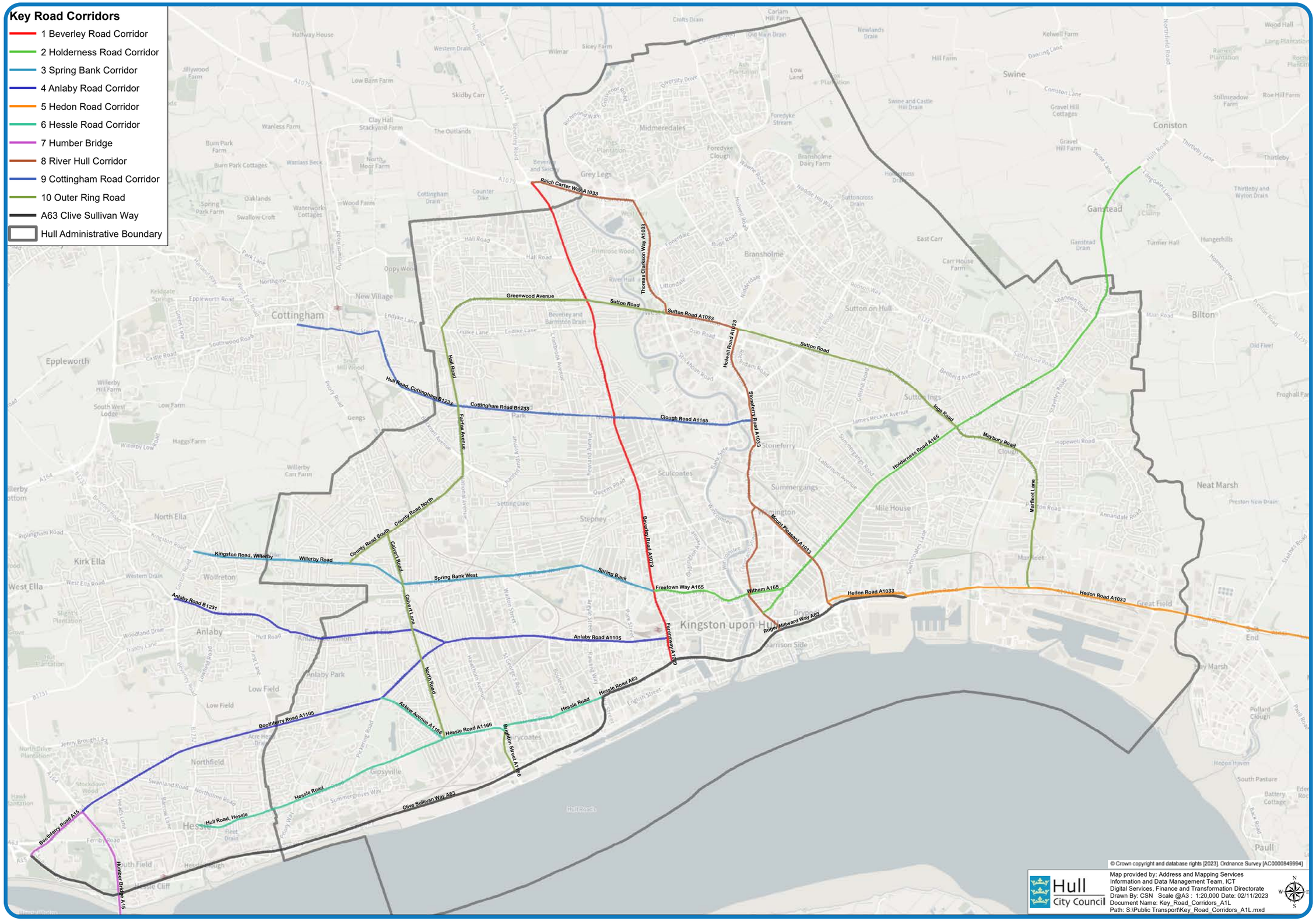
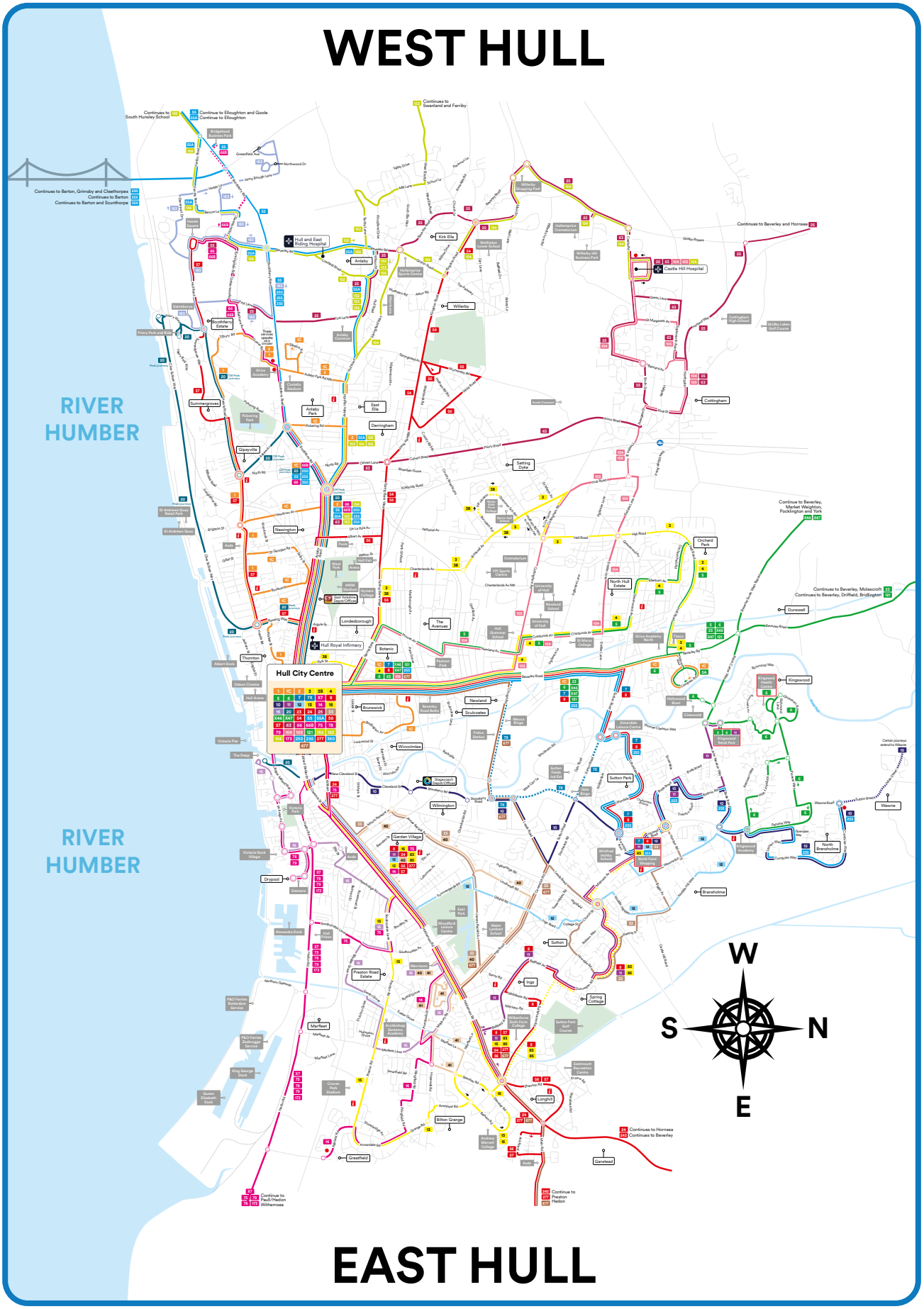
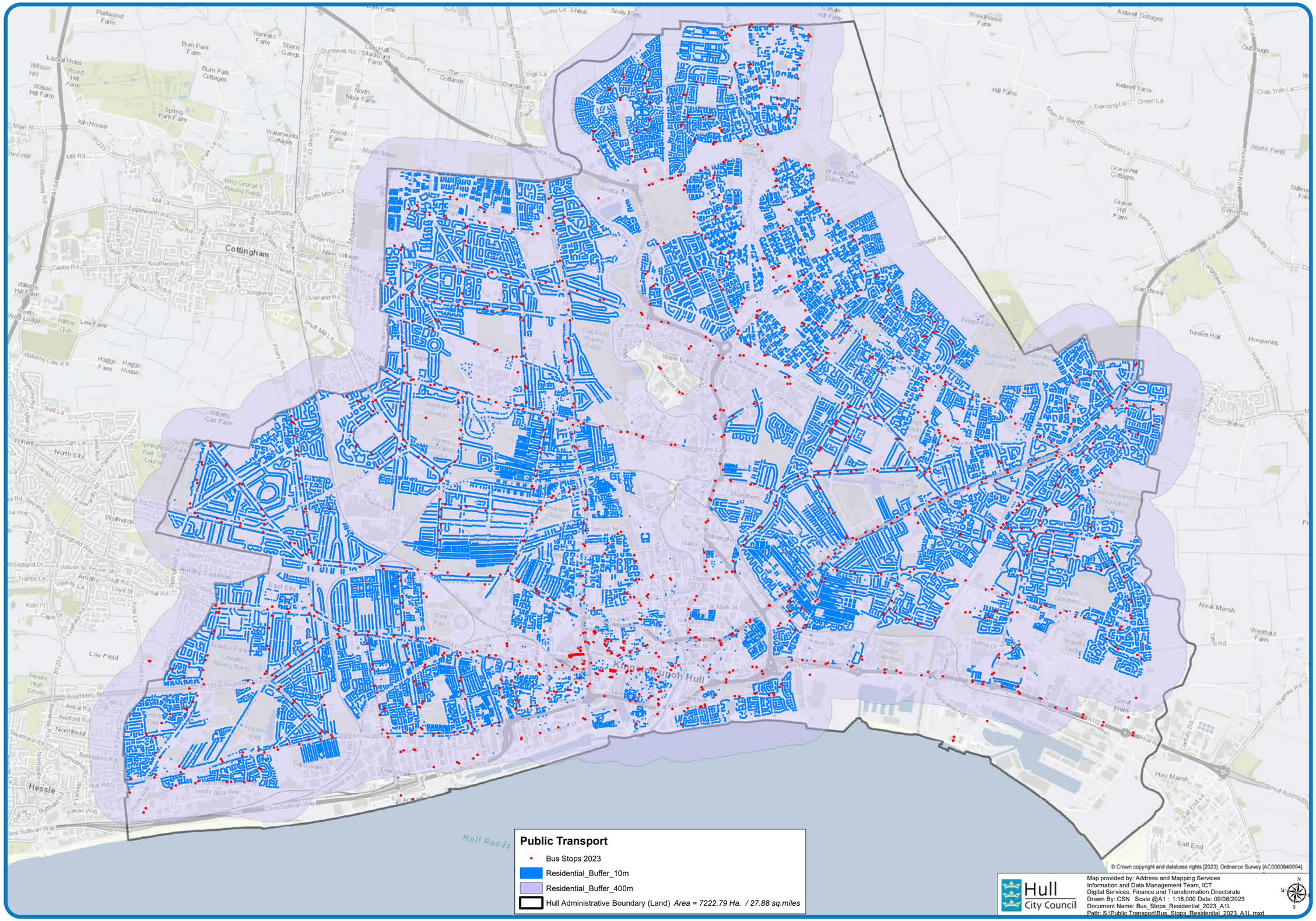
Appendix 2: Hull City land boundary



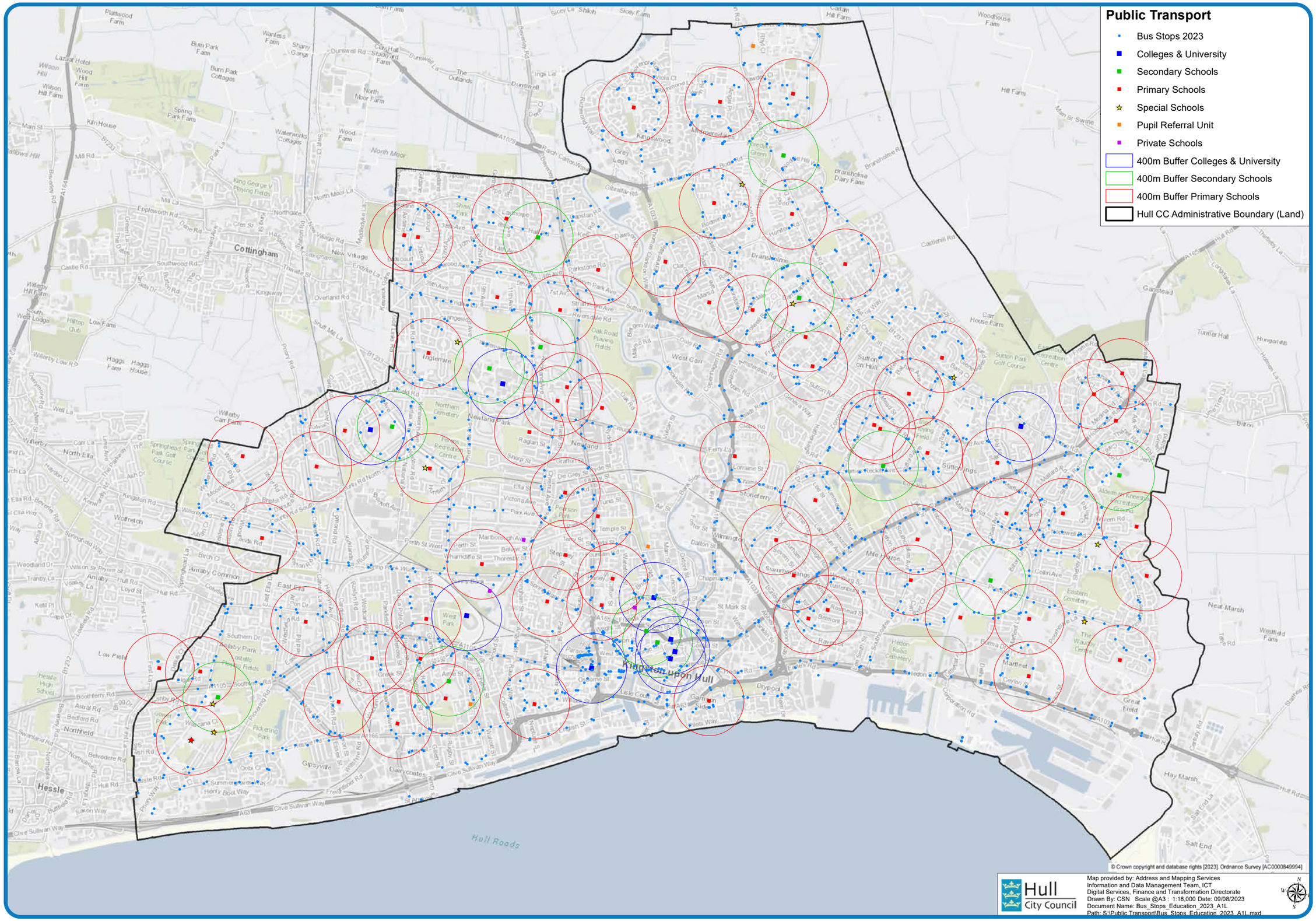
Appendix 3: Hull bus route map



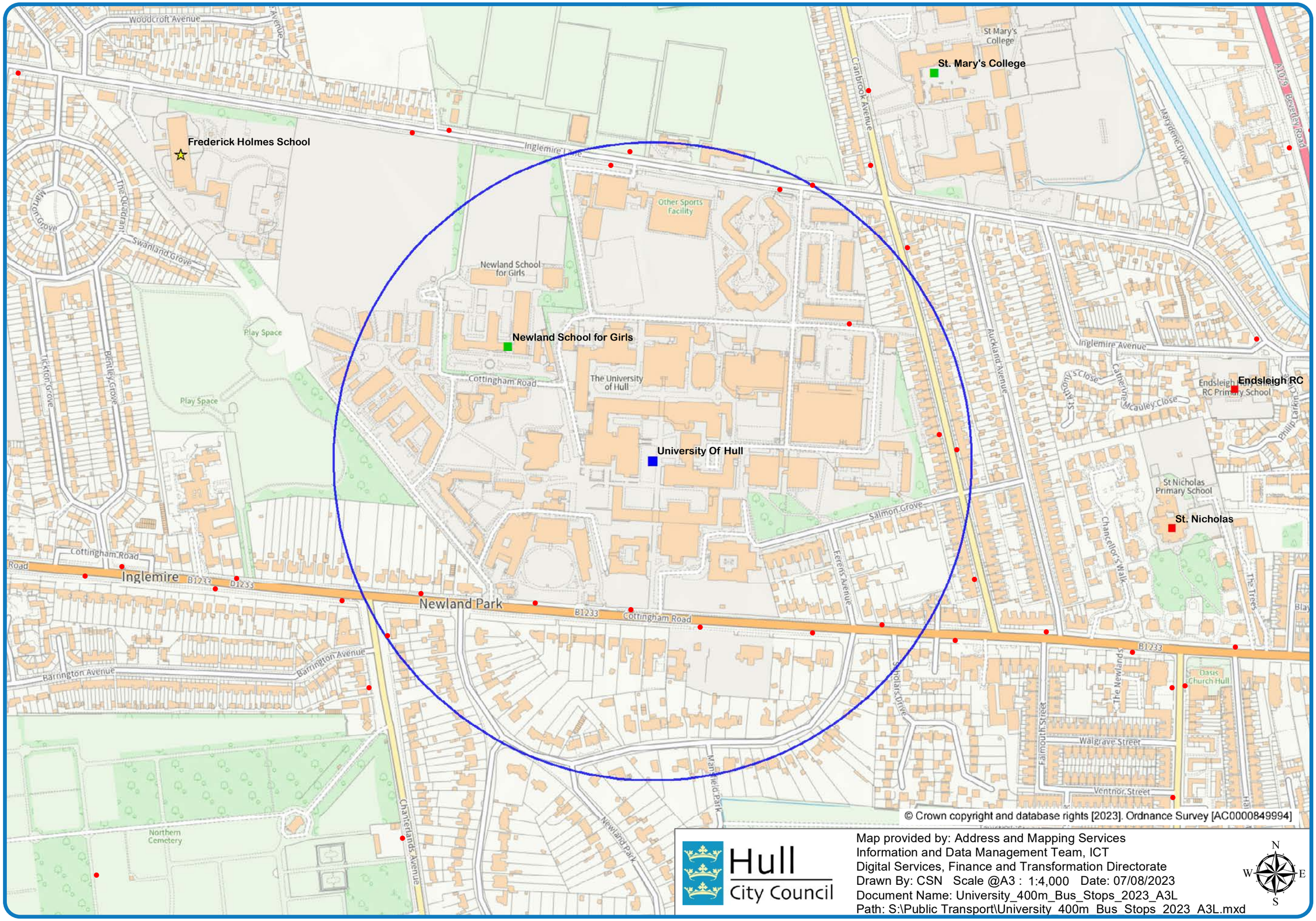
Appendix 4: Access to bus stop in residential areas in Hull



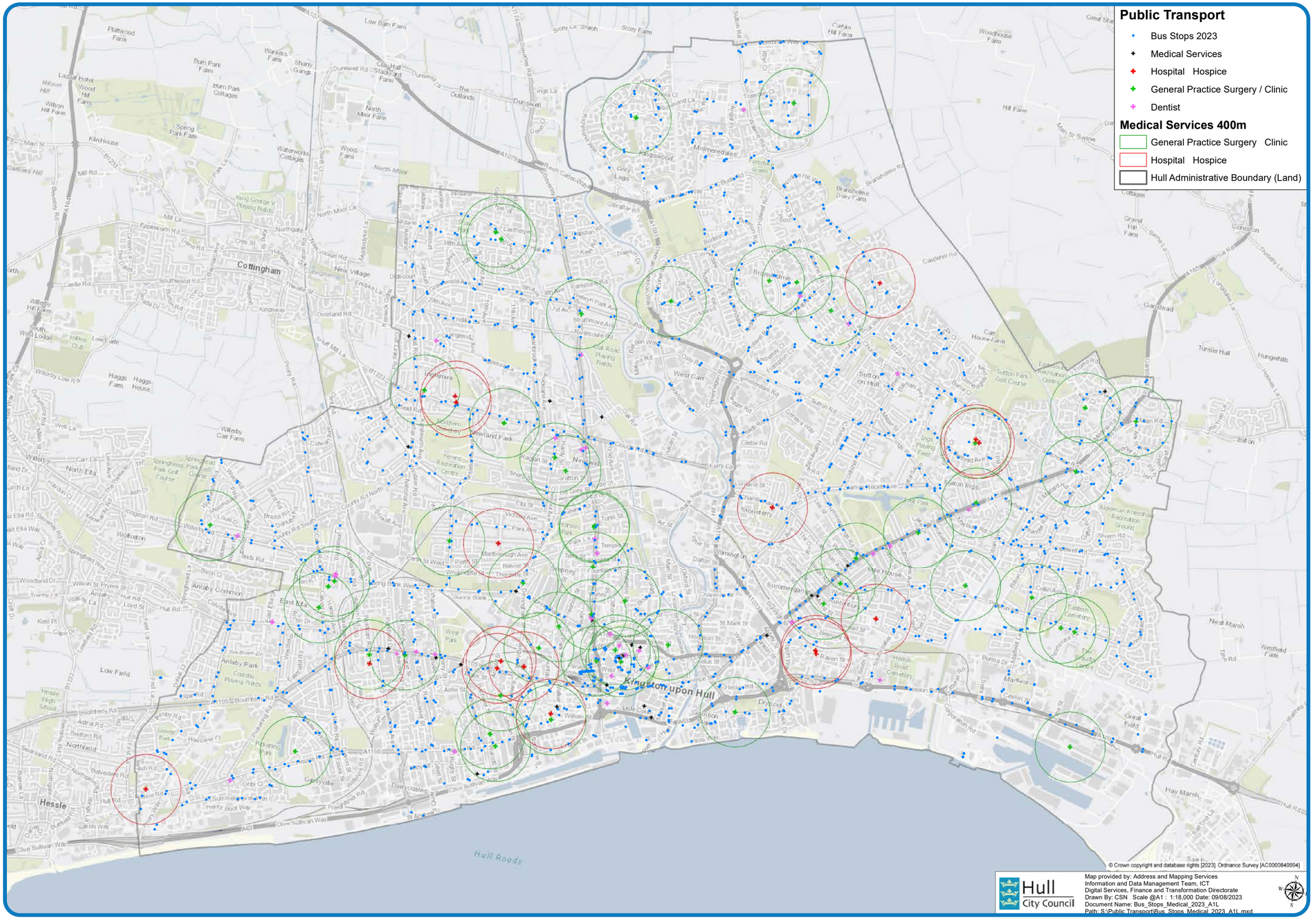
Appendix 5: Access to bus stop from education institutions in Hull



Appendix 6: Access to bus stop in a typical educational location in Hull



Appendix 7: Access to bus stop from medical facilities in Hull



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