Bus Service Improvement Plan

Derbyshire County Council and Partners

October 2021

DERBYSHIRE County Council

Contents

Executive Summary

There are some great bus services in Derbyshire which link our urban and rural communities to employment, education, health, shopping and leisure opportunities within the county and beyond. Overall customer satisfaction with our bus services stands at 93%, amongst the very highest anywhere in England.

Our local award-winning bus operators have a proud history of being **industry leaders** bringing forward innovative improvements in areas such as customer service, marketing, route branding and ticketing. We also have **excellent examples** of how Demand Responsive Transport services, delivered by a variety of operators including third sector **Community Transport** groups, have been used to provide transport to more rural locations and for less mobile residents in Derbyshire, providing vital lifelines and helping to **reduce social isolation**.

Despite all this great work, passenger numbers have still been in decline, a situation exacerbated by the COVID pandemic.

Derbyshire is far from unique in witnessing this pattern, but we are determined to grasp the opportunity provided through the National Bus Strategy to build "**Bus Back Better**" and reverse this trend. The National Bus Strategy will help us to deliver our **Vision** for Countywide Co-ordinated Sustainable Transport Services through the delivery of a **bold and ambitious** Bus Service Improvement Plan (BSIP) to deliver the following **overarching Objectives** for bus provision in Derbyshire:

- The first-choice mode for existing and new customers for most journeys across Derbyshire
- Available for more journeys and which grows to meet customer needs
- Affordable to use
- Environmentally sustainable
- Welcoming and friendly for existing and new passengers
- A connected network that helps reduce social isolation

Derbyshire is a large and diverse county with some unique characteristics and transport challenges. The large rural areas such as the Derbyshire Dales and the **Peak District National Park** currently have limited public transport provision but are amongst some of **Britain's most popular tourist destinations.** We do recognise that some market towns such as Buxton and Bakewell require improved connections with other settlements, and larger towns such as Chesterfield and Glossop and those with proud industrial pasts such as Swadlincote, Clay Cross and Bolsover, need investment in bus services to help fast track town centre regeneration and kick-start economic growth.

Our challenge is to **"level-up"** bus travel across the county by bringing all our services up to the high standards of our very best ones. We will do this by building on and expanding many of the **exemplary initiatives** we already have in place, such as real time passenger information, high quality 7 days a week 24 hours a day bus services to key employment sites such as East Midlands Airport, multi-operator/multi-modal ticketing, and traffic signal bus priority systems. Building on known successes means we can improve our bus offer **efficiently, cost effectively** and with **confidence**. Early on we will focus on **"quick wins"** and those measures that will deliver a real **"step change"** for current bus users, helping win back customer confidence post-COVID and converting non-users to bus travel.

In producing our BSIP we have considered all aspects of the **customer journey** and the various **quality attributes** of the passenger experience, from the availability of information, to the provision of bus shelters and facilities at interchanges and the enhancement of the on-board environment. We have carefully developed **over thirty measures** designed to improve every aspect of the customer journey. In developing these measures, we have **listened** to the voices of bus users and non-bus users to understand what is important to them, and considered data from existing research and the specially commissioned **BSIP survey** that we carried out in the summer of 2021. Some measures may seem basic or obvious, such as ensuring bus stops are clean and well maintained, improving service reliability and journey times through **bus priority** measures, or enhancing bus service frequencies. These improvements are **central to the National Bus Strategy** which specifically highlights that Local Transport Authorities need to implement measures in relation to bus service journey times, reliability and punctuality. Derbyshire County Council and our bus operator partners are committed to **speeding up bus journey times** and making them more reliable. High quality **bus priority measures** ensure an efficient network which in turn reduces costs and ensures affordability. These measures are vitally important to existing bus passengers and crucial to **attracting new customers** and realising a mode shift from the private car, particularly for the longer journeys that are most detrimental to the environment.

As well as focusing on the basics of what makes a great bus service, our BSIP contains an **exciting and innovative** strategic plan for **Connecting People and Places** through the introduction of a countywide network of **high-quality Transport Hubs** that will facilitate seamless integration between a **range of modes** of transport including scheduled bus services, Demand Responsive Transport (DRT), rail,

car and bicycle. Derbyshire's Hubs will be vibrant community-led facilities, featuring space for local activities and will be a focal point for electric vehicle charging (including buses), parcel collection, shared e-Mobility and car club initiatives. The Transport Hubs will be the principal places where the conventional, fixed route network interfaces with more **demand responsive flexible transport** services, with the whole countywide network bookable through a multi-modal system and marketed with a distinctively "**One Derbyshire**" unified identity. Our new countywide integrated DRT service offer will also include links to existing school, adult care and health bus services as part of a **"Total Transport"** solution.

Through our BSIP, operators will also be provided with the infrastructure they require to run buses reliably, and investment in **hydrogen and electric buses and associated infrastructure** will help protect our environment and ensure Derbyshire County Council is able to deliver on its wider decarbonisation targets.

We have worked closely with our bus operating and Community Transport partners in producing this BSIP, embedding their views and ideas into the document to give

them the tools they need to build **"Bus Back Better"**. Other organisations including all eight **District and Borough Councils** within Derbyshire have also been significantly involved in the development of the BSIP. We are delighted to have received their full support, which will help us to improve infrastructure, reduce reliance on **car parking** and actively encourage integrated sustainable transport as part of the planning process.

In addition, we have consulted a range of other important stakeholders from bus passenger **user groups** to **climate action activists** and the **Peak District National Park**. Importantly we have worked closely with our many **neighbouring Local Transport Authorities** and we have jointly put in place Memoranda of Understanding (MoU) to ensure that our individual BSIPs complement each other and allow seamless cross-boundary services.

Our BSIP also has the full backing and support of **senior Elected Members** at Derbyshire County Council and we have ensured that it complements other strategies being implemented by the Council including the new **Local Transport Plan, Town Deals Schemes, the East Midlands Freeport** and those strategies dealing with **carbon reduction**.

Our BSIP will be a living document that will be reviewed and updated on a regular basis by the **Enhanced Partnership Board** in the years to come. We will **report and publish** our successes to bus users, key stakeholders and partners, and highlight what actions we will take if things do not go quite to plan. We will work tirelessly throughout the life of the BSIP to **deliver our measures** on time to ensure that we meet the ambitious, challenging yet achievable, targets that we have set and agreed with our partners.

Our BSIP, as requested in the Department for Transport's (DfT) guidance, includes funding to support existing bus services. Accurate figures have been established in close liaison with our bus operating partners identifying a requirement for £20,169,600 over the course of our 5 year BSIP. This will be spent mainly in the early years of the BSIP to support services and complete their recovery from the lingering impacts of the pandemic.

With the appropriate funding outlined in the table below we know that we can build on our many successes and do even better, overcoming the effects of COVID-19 on our transport system, and allowing us to **deliver our BSIP Objectives**, address the Topics set by the DfT, and, achieve our Targets.

Table 1.　Total Capital and Revenue Funding Request Summary

Lead Topics	Year 1 (£m)	Year 2 (£m)	Year 3 (£m)	Year 4 (£m)	Year 5 (£m)	Total cost (£m)
Strategic Item – Transport Hubs	£0.050	£0.700	£1.200	£1.200	£0.700	£3.850
Intensive services and investment on key corridors, with routes that are easier to understand	£12.455	£10.740	£9.300	£8.198	£7.276	£47.969
There must be significant increases in bus priority	£0.860	£3.870	£3.880	£4.890	£4.900	£18.400
Fares must be lower and simpler	£2.050	£2.500	£2.500	£2.500	£2.500	£12.050
The local bus network is presented as a single system that works together, with clear passenger information	£1.550	£1.350	£1.350	£1.350	£1.350	£6.950
Modern buses and decarbonisation	£0.410	£4.275	£3.200	£3.200	£3.200	£14.285
Give bus passengers more of a voice and a say	£0.250	£0.295	£0.295	£0.295	£0.295	£1.430
Totals	**£17.625**	**£23.730**	**£21.725**	**£21.633**	**£20.221**	**£104.934**

Overview

In this chapter we will detail how we have worked with neighbouring Local Transport Authorities (LTAs) in developing the BSIP and how we have gained the support of key stakeholders. We will provide an outline of Derbyshire's unique characteristics as a county as well as explain the area to be covered by the EP, why we have chosen to introduce a EP rather than franchising, the length of our EP and how it will integrate with other policies such as the Local Transport Plan.

Partnership Working

Derbyshire County Council is truly excited by the unique opportunity the National Bus Strategy provides to enable us to build **"Bus Back Better"** which we will grasp. Customer satisfaction levels for bus travel in Derbyshire are already some of the highest in England. We will build on this foundation to make our services better still, entirely in accordance with the DfT's ambitious approach.

This ambitious Bus Service Improvement Plan (BSIP) is submitted by Derbyshire County Council in close collaboration with **all** the bus and Community Transport operators in the County, stakeholders such as the Peak District National Park Authority, the District and Borough Councils, bus user groups and liaison with adjacent Local Transport Authorities (LTAs). **Our BSIP covers the single upper tier administrative County of Derbyshire.**

Liaison which has taken place with other adjacent LTAs included the co-ordination and potential for joint BSIPs. This is particularly important for the **City of Derby** which is completely surrounded by Derbyshire. We have established Memoranda of Understanding (MoUs) with adjacent LTAs confirming our willingness to work together, and that each LTA will ensure any proposals will have a positive impact on their partners. The MoUs also set out how we will work closely and collaboratively with our neighbouring LTAs in the future to ensure **seamless cross-boundary transport**.

Importantly, we have the full support and backing of senior Elected Members, bus operating partners and key stakeholders as we embark on this journey. Elected Members and Senior Officers within the Council fully recognise the importance of bus services to achieve our wider economic, environmental and social agenda, and are already actively involved in our **BSIP Steering Board**.

The BSIP does not stand alone and was prepared with an involvement from **community groups**, as well as high level **regional bodies**, taking into account the wider contribution buses make to the local and regional economy and how the improvement in vehicle types will contribute to **'Net Zero'**.

Characteristics of Derbyshire

The BSIP developed by the County Council and its partners, and the **Enhanced Partnership** that will follow, covers the entire Derbyshire County Council area made up of eight Districts and Boroughs and shown in the map below.

Figure 1.   Area Covered by the Derbyshire BSIP

Derbyshire is a large and varied county which includes:

- A rich, **diverse heritage** with **spectacular landscapes** such as the Peak District National Park, and the **Derwent Valley Mills World Heritage Site** as well as many other unique attractions.
- The eastern part of Derbyshire comprises **ex-mining** and **heavy industrial communities** whilst western Derbyshire is extremely rural.
- **28 market towns** play a significant role in the local economy. Chesterfield is the area's largest town, with a population of just over 100,000 people
- The county is surrounded by **major conurbations** such as Greater Manchester and South Yorkshire to the north and Nottingham, Birmingham and Stoke on Trent to the south. In total around **9.5 million people** live within easy reach of Derbyshire
- The county has a **total population** of 802,694 people and this is expected to increase by 13% by 2043
- Projected **population growth** to 2043 is expected to vary across the county ranging from just 5.2% in Derbyshire Dales to 30.1% in South Derbyshire
- Derbyshire has an increasingly **ageing population** with the population aged 85 or over set to double by 2043
- 4.2% (33,7030) of people living in the county are from **Black and Minority Ethnic groups**
- Derbyshire's economy is worth nearly **£15 billion a year** and prior to COVID-19 had grown significantly over recent years

Enhanced Partnership or Franchising?

Whilst the potential to introduce **Enhanced Partnerships** (EPs) has been available for a number of years, the reality is very few have been formed across the country. The National Bus Strategy makes this now a more realistic option for areas such as Derbyshire. EPs bring with them many of the benefits which passengers want to see in terms of **better frequencies** on routes, wider network coverage and joint ticketing arrangements whilst allowing operators to continue to bring their commercial flair to the provision of services. As a result, at present, the County Council do not feel that the optimum circumstances exist to introduce bus franchising in the county, and alongside our operating partners and stakeholders we have concluded that an **EP is currently the most appropriate route** to deliver the ambitions of our BSIP. The BSIP Steering Board which has already been established, and which will **evolve into the Enhanced Partnership Board** in the coming months, has already been very actively involved in the production of the proposals in this document, showing the benefits of this regime immediately.

Our EP will last a **minimum of 10 years** as we recognise the process of introducing some of the measures in the BSIP and fulfilling their full potential will take time to complete. This extended period will also give our local bus operator partners the **confidence** they need to bring forward their own investments over a number of years sure in the

PHOTO BY: JEN MILES

knowledge that the EP will endure. We will, however, **monitor the progress** of the franchising process taking place in our neighbouring area, Greater Manchester, to see what impact it has on bus services in the area of Derbyshire immediately adjacent to the franchise area. This will also give us the opportunity to understand if a franchise model may become suitable for Derbyshire in the longer term.

Duration of this BSIP

The County Council's BSIP initiatives will be sustainable. The **first five years** are explicitly part of our funding request to DfT. Our 30 plus measures will be **viable in the long-term**, and we have developed outline implementation plans until 2029/30 and beyond. The BSIP is a **living document**, and as our successes are delivered, we will introduce further measures and work with neighbouring authorities to share best practice and learn from each other.

In Year 2, and annually thereafter, we will produce a **revised version** of our BSIP, rolling forward the investment proposals and detailing the advances to be made in each subsequent year. This will be informed by the **feedback** from the BSIP Steering Board (explained in Chapter 5 of this document), customers, and our **monitoring and evaluation** of the effectiveness of measures implemented to date.

Further, as the BSIP will be an **evolving plan**, it will react to events which occur in the economy and wider society including those that are not expected or controllable.

We have listened to the views of stakeholders when considering the importance and deliverability of various measures. The initial proposals to implement **ambitious measures** through our BSIP have been continually remodelled through operator meetings, workshops, and the guidance of the Steering Board to achieve the greatest effect as quickly as possible. **This active feedback process has been invaluable** to the development of the final BSIP.

Integrating with Derbyshire County Council Local Transport Plan (LTP) 4 (2022)

We already recognise the **pivotal role** of bus services in serving our **people** and the **community** through our existing Local Transport Plan which was published in 2011.

We are now working on a **new Local Transport Plan** to start from 2022, and this document will have the **BSIP embedded** within it. It will reinforce how important bus services are to the County Council's

wider transport plans, particularly in relation to the **decarbonisation** agenda, and acknowledge the value of a progressive EP with operators. To assist the integration of work, a member of the team developing the LTP has attended all BSIP working group meetings, ensuring close coordination of our strategies.

Current Bus Offer to Passengers

Introduction

In this chapter we will look at the bus offer in Derbyshire as it **stands today** and compare it to the **BSIP aims and objectives**. It provides an overview of the **operating environment** and the bus network.

We consider **ridership patterns** and factors that affect the use of local bus services. Most importantly we consider the **priorities of current and potential passengers** and what actions will drive up **sustainable passenger growth** and satisfaction levels.

Throughout all of this we will consider the **touch points** customers experience when using bus services, and how each of these can be improved. Inevitably, these will change over time, and we will respond positively to the circumstances as they evolve.

Analysis of Existing Local Bus Network Compared to BSIP Outcomes

Derbyshire, with its extremely varied topography and economy, is served by a **mixture of bus services**. At its core is a **network of commercial services**. The types of commercial bus services operated in Derbyshire range from **urban networks** in towns such as Chesterfield, to **longer routes** that link market towns and villages within the county, to **interurban services** that link settlements in Derbyshire with towns and cities in neighbouring authorities such as Sheffield and Nottingham. Many services in the south of the county also serve Derby City itself. Filling the gaps in this commercial network are the County Council's **supported bus** services. Figure 2 shows the current bus service network in the county while Figure 3 provides some key facts and figures relating to bus services in Derbyshire.

Figure 2. Bus Services in Derbyshire

Legend

☐ Derbyshire

Number of unique services

The width of the route line indicates the average weekday frequency of services on the link - a wider line represents a higher frequency and a narrow line represents lower frequency.

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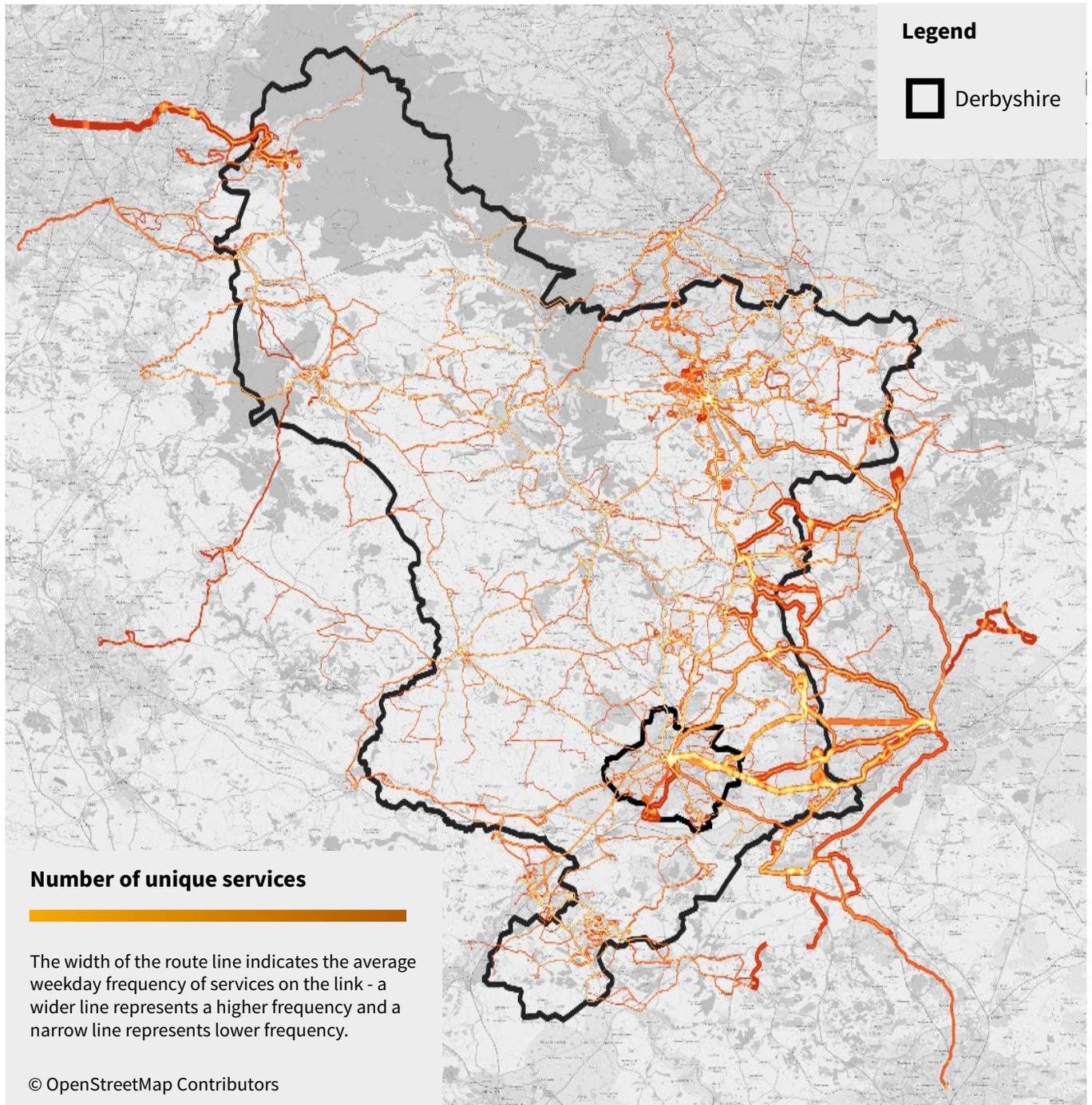
Figure 3.   Key Facts & Features of buses in Derbyshire

2.5 million miles of supported services offered	**14.1 million miles** of commercial services operated	**81% of journeys** are made on commercial services	DCC support 116 routes delivering **4.1m journeys a year**
DCC annual spend of **£14 million** on public transport	**18** different **bus companies** provide services	In 2019/20 there were **21.3 million passenger journeys**	In 2019/20 there were **7.5 million** concessionary passenger journeys

The above mileages include cross-boundary services

The Operating Environment

Bus services are a **pivotal part** of the transport network in Derbyshire. In our main towns, on the links between communities and in our rural areas, buses provide **high quality transport** that connect our residents to their **workplaces**, their local shops, their **schools** and **colleges, amenities such as hospitals** and the places where they love to spend their **leisure time**. Buses also play a key role for the transport needs of the **13+ million** people who visit Derbyshire every year, with its extremely mixed topography and economy.

Derbyshire does not have a single dominant bus service provider. The two largest companies are Trent Barton and Stagecoach Yorkshire. Both of these companies are innovative, highly respected and award-winning bus operators and provide a **mixture of purely urban, inter urban and rural services**. Most of Trent Barton and Stagecoach services operate in the more heavily populated eastern half of the county but some of the services do stretch into the Peak District and South Derbyshire. There are also a number of smaller **high quality independent service providers** such

as Hulleys of Baslow, who operate routes mainly in and around the Peak District, and Midland Classic, whose activities are concentrated in South Derbyshire. In addition, there are several major bus companies including First Bus in South Yorkshire and Arriva in Derby, whose network of urban routes cross into Derbyshire to serve more rural areas as well. A number of **third sector providers including**

Ashbourne Community Transport and **Derbyshire Community Transport** also provide services as part of the County Council's supported service network including our current DRT offer. In total **18 different companies** and organisations operate bus services across Derbyshire. Table 2 sets out the current mileage operated by the different bus companies in Derbyshire.

Table 2.   Table of operator split by mileage (Derbyshire only)

Operator Name	Estimated Annual Mileage	Mileage Split
Arriva	280,532	2.2%
Ashbourne Community Transport	92,000	0.7%
CT4N	73,556	0.6%
D&G	13,909	0.1%
Derbyshire Community Transport	37,430	0.3%
First South Yorkshire	50,193	0.4%
High Peak	1,372,138	10.7%
Hulleys of Baslow	570,433	4.4%
Kinchbus	137,506	1.1%
Littles Travel	283,269	2.2%
Midland Classic	576,796	4.5%
Notts and Derby	215,957	1.7%
Stagecoach East Midlands	567,712	4.4%
Stagecoach Manchester	153,808	1.2%
Stagecoach Yorkshire	2,983,316	23.2%
Stotts	28,809	0.2%
TM Travel	620,620	4.8%
Trent Barton	4,808,268	37.4%

Data Source: Operators and DfT Bus Open Data

As in all of the de-regulated bus markets in England outside of London, currently most bus services in Derbyshire are operated on a **commercial basis** by private bus companies that determine the routes buses take, the timetables that they operate to, and the fares they charge. The revenue these services generate must cover operating costs and provide a reasonable **operating profit to allow them to continue to operate**. Pre-COVID, approximately **81%** of all passenger journeys in Derbyshire were made on commercially operated bus services, with the

remaining passenger journeys being made using the County Council's **supported network** of routes.

Branding of specific services and routes is something Derbyshire operators have been using for many years with Trent Barton first introducing its "**spondon flyer**" brand back in 1994. This included **colour coded livery** on its vehicles, **improved information and roadside infrastructure** combined with a strong **marketing message**. The route branding concept resulted from **research undertaken** by the operator and showed how such innovations could

make bus services easier to understand and use with passengers identifying with particular brands. Many of the commercial services operating in the county are now branded including predominately rural services such as the **Swift** from Derby to Ashbourne operated by Trent Barton and inter urban routes such as the **Mansfield Miller** from Alfreton to Mansfield run by Stagecoach East Midlands.
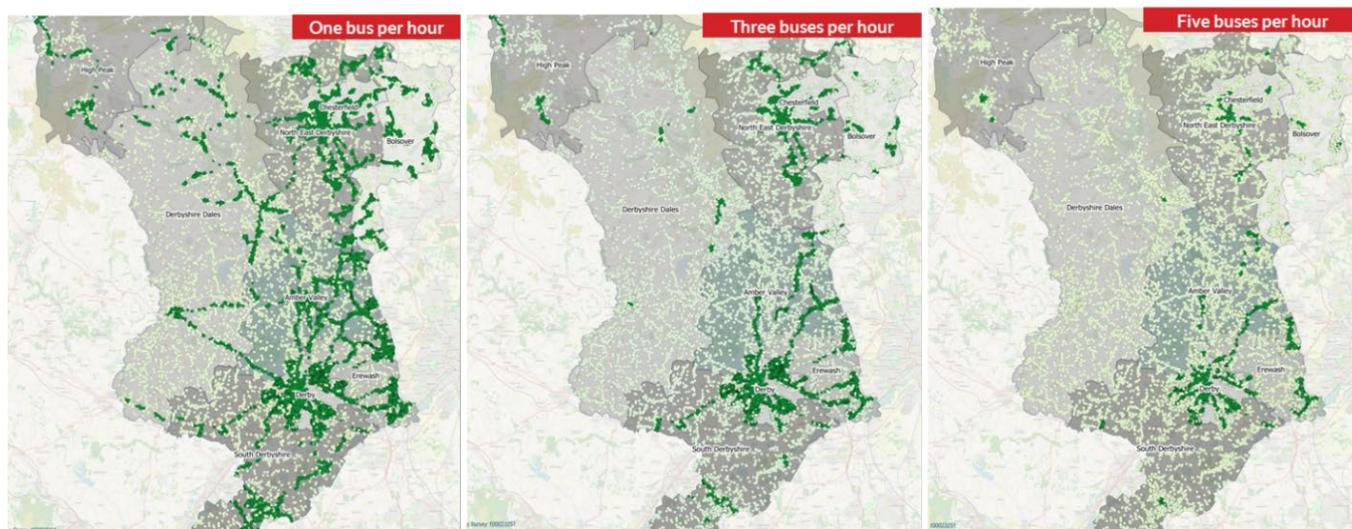
Passenger Analysis

In the preparation of our BSIP we have undertaken analysis of the number of people who **live within 400m of a bus stop** served by either one, three or five buses per hour. The maps below show access to morning peak bus services only. Enlarged versions of the maps are provided in Appendix A.

Figure 4.   Access to a Bus Service within 400m of a Household

As can be clearly seen from the green shaded areas on the above maps, where the darker shading shows greater accessibility, there are **significant differences** in service provision across the different areas of Derbyshire. In Chesterfield, our **main urban centre**, for example, 83% of the population has access to a morning peak bus service within a 400m walk compared to 49% in very **rural Derbyshire Dales**. Across Derbyshire very **few areas** outside the main towns and inter urban corridors have access to 5 or more bus services per hour at any time of the day.

Analysis of the network and engagement with **key stakeholders** and operators have identified many **positive features** of the current network, including **significant investment** in new vehicles over many years, the introduction of new services including **late night buses**, **express routes** and the extension of existing services to **new destinations**. A good example of this is the network of routes which has grown up to serve the area around East Midlands Airport and the adjacent East Midlands Gateway industrial park. These **key employment areas** are now served by direct routes operating 7 days a week 24 hours a day from a number of key towns in Derbyshire including Ilkeston, Long Eaton and Swadlincote. This has been achieved thanks to **close partnership working** between the County Council and other local authorities in the area, the main bus operators and major private sector employers including East Midlands Airport, SEGRO and DHL.

Despite the successes outlined above, a number of weaknesses have been highlighted by our analysis including the need for consistency of access to growth areas such as the new Freeport development at the East Midlands Intermodal Park and the expanding Markham Vale Industrial Park. Also, frequencies on a number of other existing services require improvement, particularly in the evenings and at weekends to serve people who work outside the **"normal 9-5"**, and to develop services for new and growing travel demands, including the **visitor economy**.

Some rural areas, such as the Derbyshire Dales and the Peak District National Park, have lower

levels of service provision, **reflecting the variable demand** in these areas. There is a need to better link provision to rural transport needs, potentially by the introduction of different types of solutions such as **more DRT services**.

Figure 5.   Derbyshire Key Characteristics

Key characteristics of our county that help define its economy, environment and patterns of transport we see today

The north and west of Derbyshire is predominantly rural and includes uplands within the Peak District National Park.

The south and east of Derbyshire is more low lying and includes part of the National Forest.

Chesterfield is the largest town in the County with a population of just over 100,000.

Most of the population live in a series of medium size towns scattered across the eastern half of the county in areas formerly dominated by coal mining and heavy industry.

Derbyshire is home to over 29,700 businesses that employ around 293,000 people and contribute £14.9 billion in economic output to the UK's economy.

Derbyshire is home to many major companies, including the Toyota main manufacturing plant at Burnaston.

Passenger Trends

Prior to the pandemic, despite the very best practices in bus service delivery being adopted in many parts of Derbyshire, there had been a **gradual decline** in bus patronage, from just over **30 million passengers** in 2009/10 to **21 million passengers** in 2019/20. A similar trend in passenger numbers is being seen across the **East Midlands as a whole**, as highlighted in the Figures overleaf.

Figure 6. Passenger Journey Trends - Derbyshire

Passenger journeys on local bus services: Derbyshire (per annum)
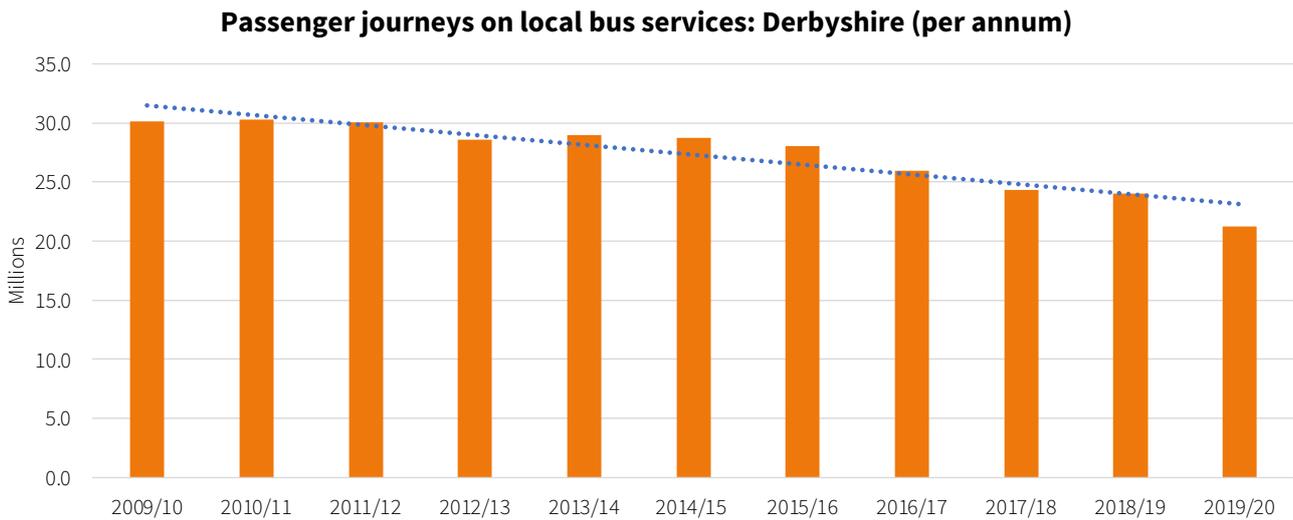
Figure 7. Passenger Journeys – East Midlands

Passenger journeys on local bus services: East Midlands (per annum)

Legend: Derby, Derbyshire, Leicester, Leicestershire, Lincolnshire, Northamptonshire, Nottingham, Nottinghamshire, Rutland
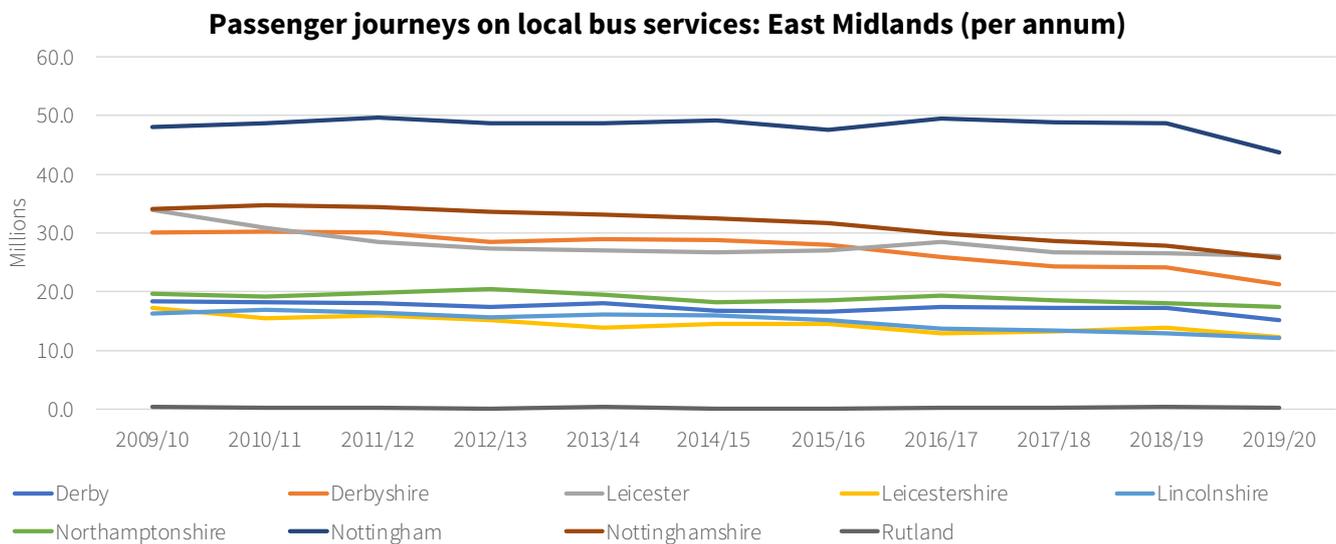
Bus Kilometres Operated

Between 2014/15 and 2019/20 the number of kilometres operated by buses in Derbyshire reduced by 17%, a trend that is **in line with other authorities in the East Midlands**, as shown in the Figures opposite. Over that period, commercial kilometres fell by 9% whereas supported kilometres fell by 43%, mainly due to the squeeze in local authority funding available and the transfer of some of these services into the commercial sector.

Figure 8.   Bus Kilometres - Derbyshire (supported and commercial)

Annual Local Authority Bus Kilometres: Derbyshire
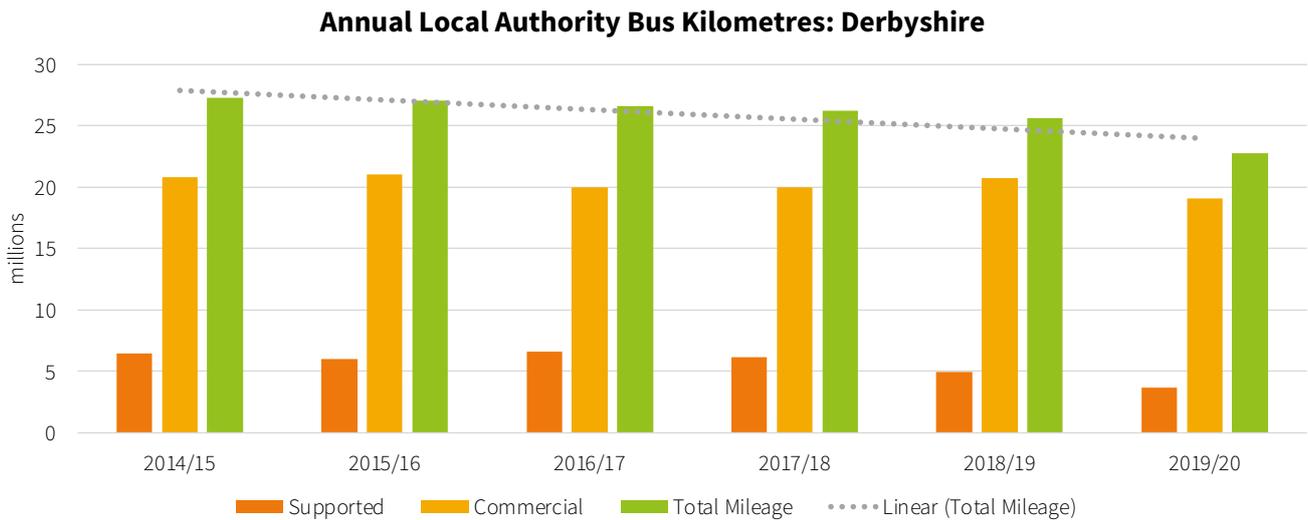
Figure 9.   Bus Kilometres - East Midlands

Annual Local Authority Bus Kilometres: East Midlands
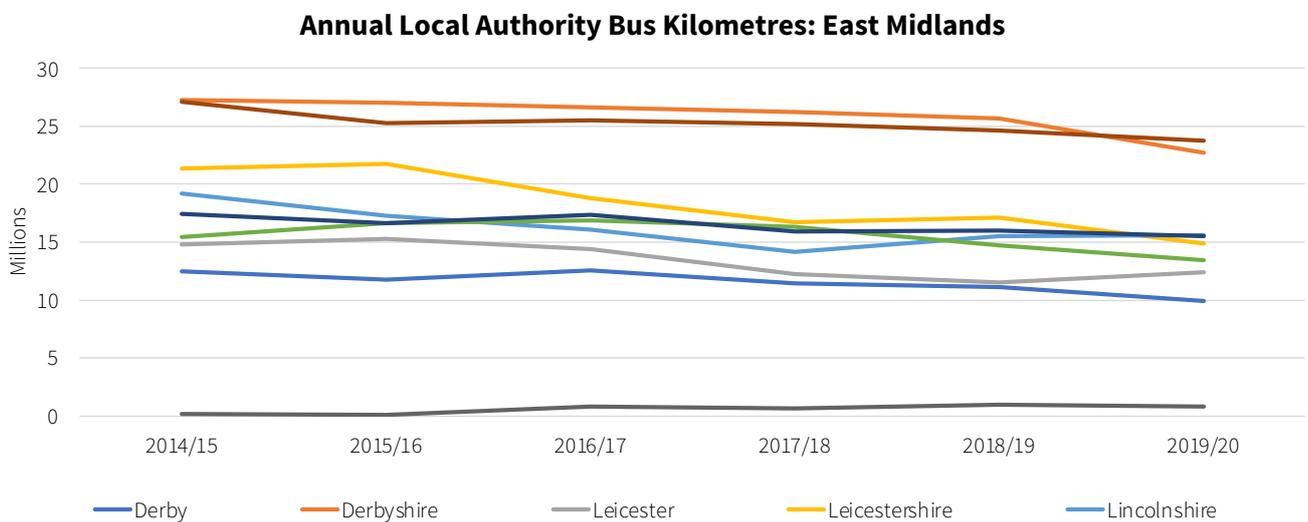
Fares and Ticketing in Derbyshire

There is a history of **highly successful ticketing innovation** in Derbyshire and this BSIP will build upon these **firm foundations**. One of Derbyshire's largest commercial bus operators, Trent Barton, has been at the forefront of **smart ticketing innovation** in the UK having invested in smart ticket machines back in 2008.

In 2020 Trent Barton migrated the **mango smart card** scheme to a new **Account Based Ticketing** mobile app, the **world's most advanced ticketing app** for buses. The new app provides customers with '**scan-on' and 'scan off'** convenience for bus travel, with 'best value' fares guaranteed for every journey. Customers can rest assured that they will always be charged the right price without having to pre-plan or know what ticket to ask the driver for. The app offers rolling capping and **fare reductions** for its

users. It ensures the **best value fares** for passengers and does not require a bank account. The app offers passengers the option to load value to their travel account in advance of travel at their local travel shop, in the form of cash or by payment card. This 'credit' is then spent as and when they travel, and they are notified when their account needs topping up. This initiative currently has limited coverage, but **extension** to more operators is already **under discussion within the EP**.

All operators offer a range of single, return, day, weekly and monthly tickets. Some have reacted to changes in people's work patterns post-COVID and have introduced carnets that provide more flexibility than traditional weekly and monthly tickets. Some of the range of ticketing options available are highlighted in the table below.

Table 3.   Fare examples in Derbyshire

Operator	Day		Week		Monthly		Group
	Adult	Young Person	Adult	Young Person	Adult	Young Person	
Trent Barton	£6.60*	£4.70	£41	£20	£118	£60	£16
Stagecoach Chesterfield	£4	£3	£13.20	£8.50	£49	£34	£12
Hulleys of Baslow	£6.50	-	£21	-	£70	-	£16
High Peak	£7.50	£5	£30	-	£95	-	£17
Midland Classic	£4.30	£2.90	£16.50	£12	£42	£30	£11
Spectrum	£5.80	£3.80	£24	£16	£85	£55	-
Greater Manchester System One **	£9	£3	£39	£9.70	£129	£35	-
South Yorkshire Travelmaster ***	£8.60	£4	£30.60	£14	£114.60	£56	-
Derbyshire Wayfarer	£13.40	£6.70	-	-	-	-	£24

Not available before 09:00 hours   ** *Covers parts of the High Peak in Derbyshire including Glossop and New Mills*   *** *Covers parts of North East Derbyshire including Eckington and Killamarsh*

In addition to the operator-specific ticketing products there are also a number of integrated ticketing options available. In Derby and in the built-up area of Derbyshire immediately adjacent to it the **Spectrum smart card** product can be used on virtually all bus services. This product comes in 1 day, 7 day and 28 day versions and can be topped up on bus or at Derby bus station.

Across the whole of the county there is also a **multimodal** ticket offer for bus users in the form of the **Wayfarer Day Rover**. The product has been available for many years and allows almost **unlimited bus and train travel** throughout Derbyshire and to key destinations immediately beyond the county boundary such as Sheffield for an entire day.

We currently also have **contactless payment** options on the majority of bus services in Derbyshire.

The ticketing offer in Derbyshire will be **enhanced** through this BSIP as we want to address some of the current problems. Different operators offer different day fare zones, and some zones are defined in quite complex ways and are difficult for bus passengers to understand, acting as a potential barrier to new passengers. Through the BSIP we will **address this**

complexity and we will deliver a new **bus only** version of the Wayfarer Day Rover ticket offering greater value for those customers. In time we will also develop weekly and monthly versions of this ticket.

Through our BSIP we will work with all operators to innovate and deliver **Account Based Ticketing** solutions on **all buses in Derbyshire,** by ensuring all operators have the state of the art ticketing equipment required to allow us to achieve this goal.

Fleet Information

As of June 2021, 35% of the combined bus fleet in Derbyshire was operating using vehicles with engines of **Euro 6** emissions standards with a further 41% at **Euro 5** level. Full details are shown in the table below. As we describe in Chapter 4, by 2029/30 Derbyshire will deliver a network that is **95% Euro 6 or better**, through the introduction of new vehicles, replacing old vehicles with new and by retrofitting some vehicles.

Table 4. Current Vehicle Emissions Standards in Derbyshire

Vehicle Emission Standards				
Euro 2	Euro 3	Euro 4	Euro 5	Euro 6
2%	9%	13%	41%	35%

Some Derbyshire operators have already invested in on board accessible technology including audio visual announcements. Currently **93%** of Trent Barton routes have **audio visual announcements** and several other operators are approaching the same level. Through this BSIP we will increase the number of buses across the whole network in Derbyshire that have audio and visual announcements, benefitting those passengers with visual and hearing **disabilities** and offering reassurance to the entire travelling public.

Traffic Levels and How they have Changed

The County Council has **21 sites** where we currently have the ability to monitor how the **road network is performing** in terms of traffic congestion and vehicle speeds on **key corridors**. They are shown on the map in Figure 10.

Figure 10. Vehicle Speed Monitoring – Key Corridors

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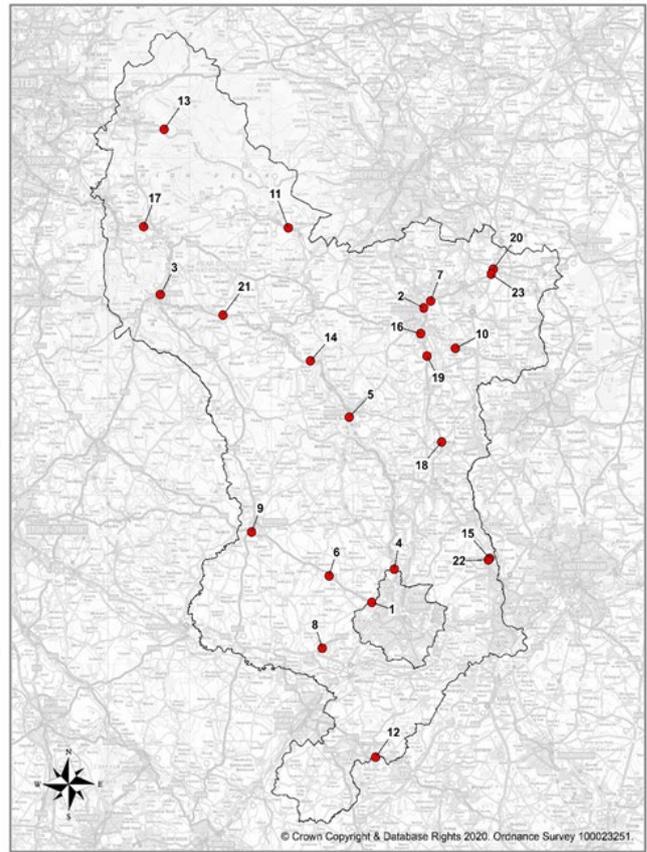
The two Figures below, compare **traffic** flows week by week over time pre and post COVID. Through the BSIP we will deliver **reduced congestion** and traffic volumes and **increase bus performance** in terms of punctuality, reliability and journey time through implementing bus **priority measures, monitored objectively by automated bus location systems**.

Figure 11. Derbyshire Traffic Flows from February 2020 onwards
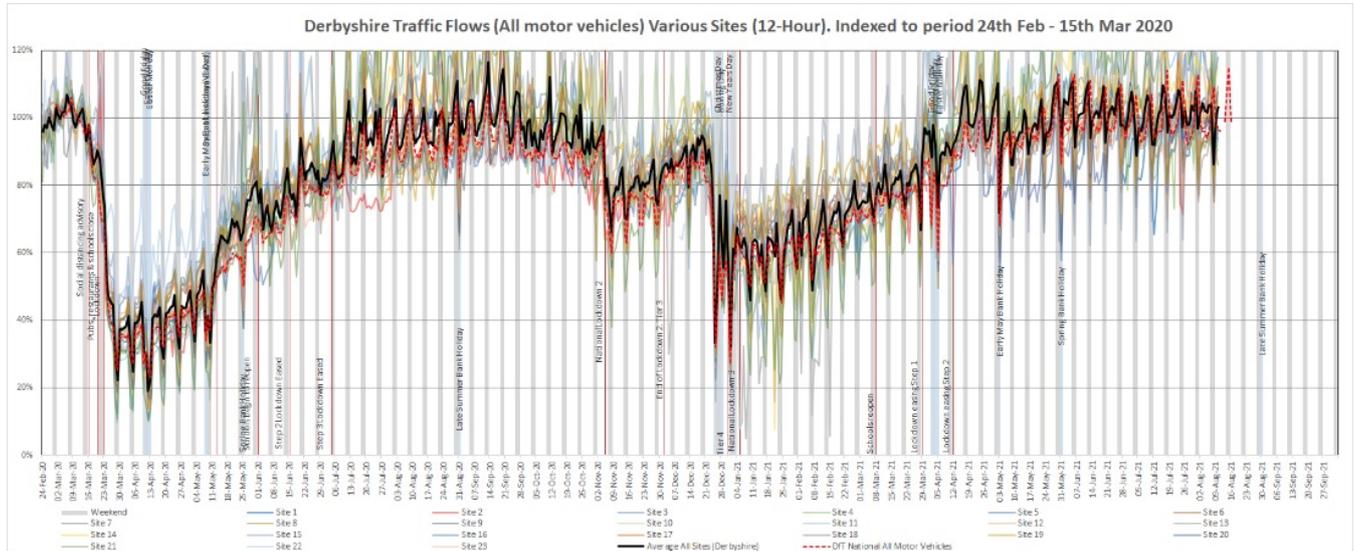
Figure 12. Derbyshire Vehicle Flows Relative to Baseline (100%)
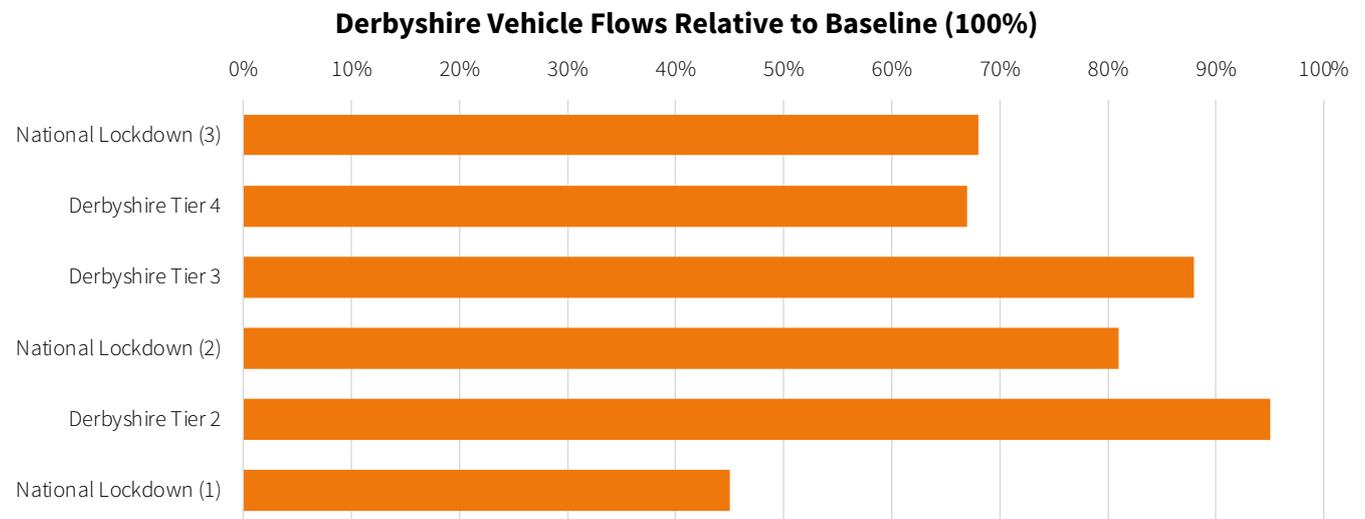
Local Transport Authority (LTA) Financial Support for Bus Services

Staffing

The County Council plays a **vital role** in the delivery of bus services and there are currently 11 staff responsible for managing and supporting the local bus network in Derbyshire. The team is led by a **Service Head** and the team's responsibilities cover:

- Network planning
- Contract Management
- Ticketing
- Concessionary Travel
- Timetable information and real time provision
- Infrastructure.

In addition, there is a further team of 11 staff who look after **mainstream school, adult care and special education needs transport**.

Supported Bus Network

Derbyshire procures local bus services through **competitive tendering** exercises. These are services that are **socially necessary**, but which do not attract enough customers to be commercially viable. There are three main types of tendered services:

1. Whole services where the Council specifies routes, timetables and fares. These routes tend to be in more rural areas or specific parts of urban areas where there are limited or no commercial services operating

2. Additional early morning, evening, weekend or seasonal journeys on routes which are commercially operated during most of the day

3. Derbyshire Connect DRT services which operate on a more flexible basis with the destination and times of operation based around passenger demand or particular needs rather than a specific route or timetable. Services include specific access to health and shopping bus options as well as more general DRT provision

The map below shows the **supported bus routes** including general tendered, **de minimis contracts** and **cross boundary routes**. A list of the supported bus routes is contained in Appendix B.

Figure 13. Supported Bus Network

© OpenStreetMap Contributors
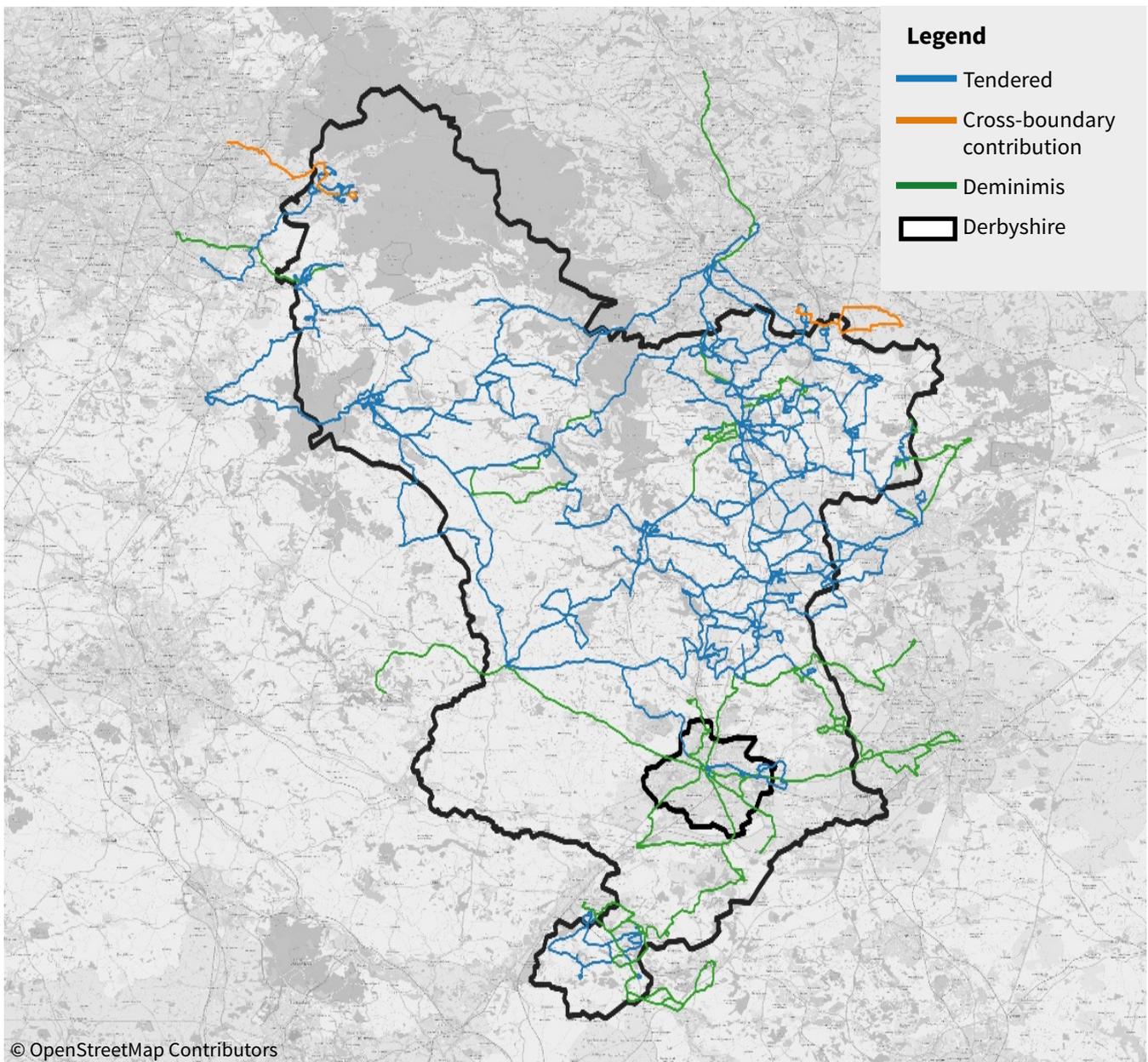
The **supported network** continues to develop, as was seen this summer when in conjunction with bus operators the County Council provided additional funding support to allow the **introduction of more journeys** on key routes, allowing **better integration** between buses and **train services**. This was specifically focused on improving transport options in the **Peak District National Park** for residents and visitors.

The network of **supported services** has been built up over many years and accounts for approximately **19% of all bus passenger journeys** in Derbyshire. These services are operated by a variety of different bus companies large and small, as well as third sector operators such as Community Transport organisations.

To enable the supported services to operate, the Council provides **£4.4m per annum to support** non-commercial services.

Figure 14. Key Facts - Supported Bus Services in Derbyshire

90
Contracts

116
supported
bus services

4.1m
passenger
journeys

Cost
£4.4m
a year
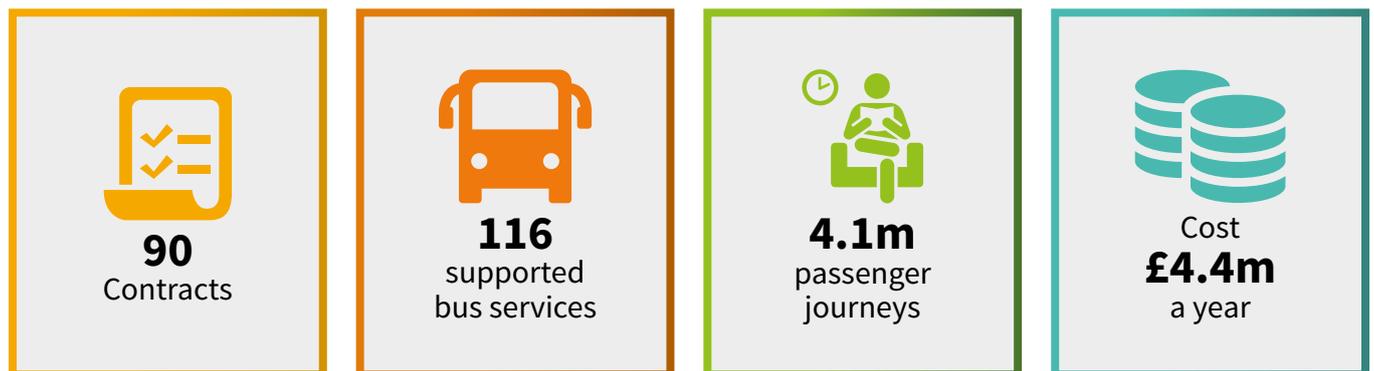
Concessionary Fares Payments to Operators

The County Council also pays operators for providing **free journeys** for older people and those with certain disabilities under the **English National Concessionary Travel Scheme** (ENCTS), known in Derbyshire as **Gold Card**. The payment mechanism means that operators are no better or worse off financially by providing these free journeys. In 2019/20 the cost of the ENCTS to the County Council was **£9.7m**.

The Council also funds the "b_line" **concessionary fare scheme** for **young people** which gives a **25% discount** on normal adult bus fares for anyone between the ages of 16 and 19.

Capital Investment

In addition to this annual revenue expenditure, approximately **£1.2m per** annum is allocated in **capital funding** for bus service infrastructure. This is spent on a variety of measures such as new bus shelter installations and other bus stop improvements**, bus priority measures** that help keep services moving and electronic **Real Time Information** signs.

Figure 15. Spending in Derbyshire

£9.7m
ENCTS

£1.2m
infrastructure

£4.4m
supported bus services

£15.3m
total spend
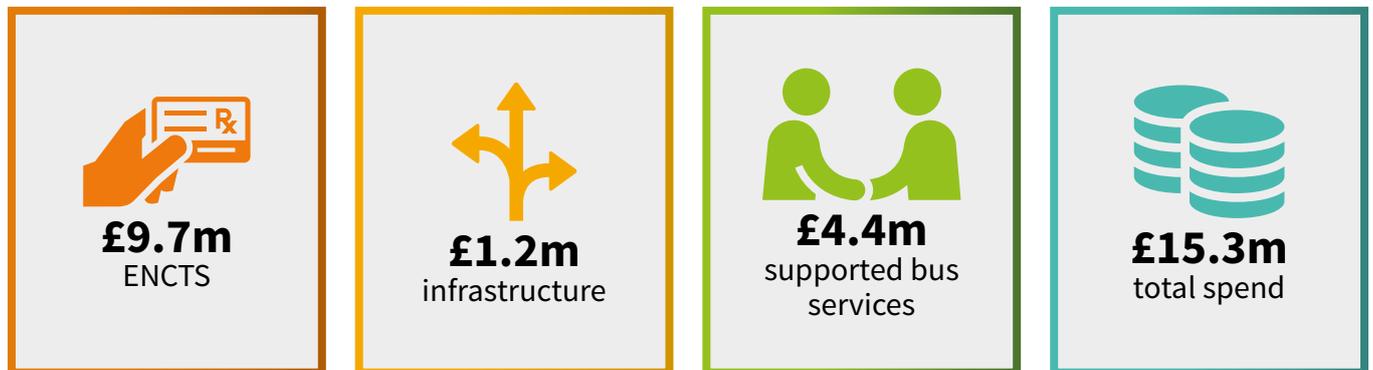
Other factors that affect the use of Bus Services

The Effect of COVID-19

As is the case throughout England, COVID-19 has had a **negative effect** on the use of commercial and supported services in Derbyshire. At the height of the pandemic, passenger numbers dropped to just 20% of pre-COVID levels. Passenger numbers, and therefore revenue, have now recovered to around 60-70% of pre-COVID levels. The bus network has only **continued to operate** throughout the pandemic thanks to **additional financial support** being provided to operators including:

- The COVID Bus Service Support Grant (CBSSG) and Bus Recovery Grant (BRG) provided by Government
- Support provided by the County Council via a continuation of the concessionary fare payments at pre-March 2020 levels
- Targeted support for the extension of some services by the County Council.

The County Council commissioned research in September 2020 to understand what **impact removing this funding** would have on bus services across Derbyshire. This showed that without the additional funding:

- Only 17% of routes would be likely to remain **largely unchanged**
- 39% of routes would be likely to be subject to **reduction in frequency**, **shortening of the operating day** or **removal of poorly used sections** of route
- 6% of routes would be likely to **survive** only with additional funding support from the County Council
- **38% of routes would be withdrawn altogether**

Only those bus services **highlighted in green** on the map below would be likely to continue to operate with **little or no change** in the absence of the support operators have received.

Figure 16. Potential COVID Effect on Derbyshire Network

Legend
- —— Low impact
- —— Frequency/route redaction
- —— Subsidy required
- —— Likely Degregister

© OpenStreetMap Contributors
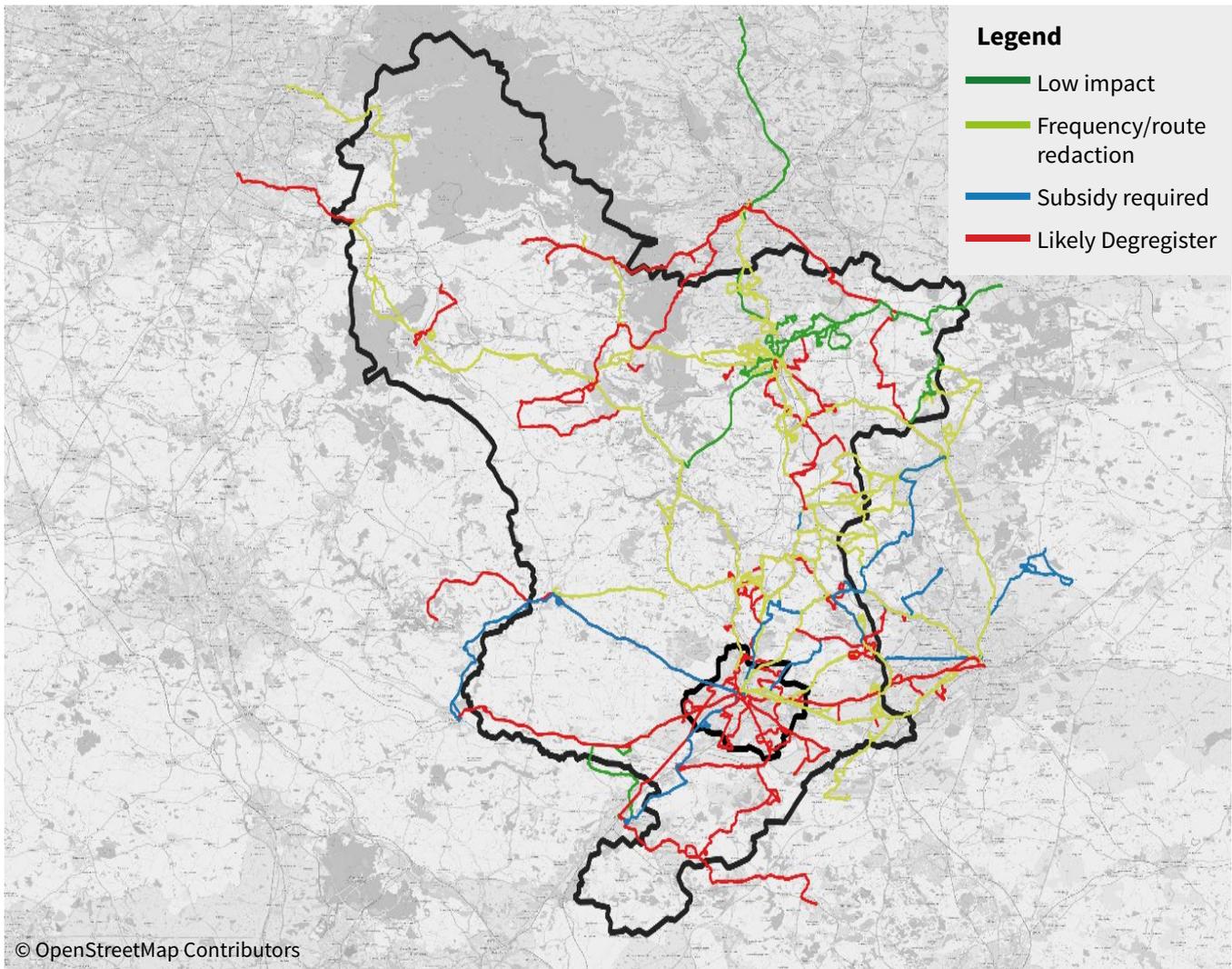
In response to the pandemic, the County Council inaugurated a **Transport and Infrastructure COVID Recovery Board** that has worked throughout the pandemic. This Board included experts from around the UK and Europe giving their time and expertise free of charge. The advice received from this Board is 100% aligned to the goals of building **"Bus Back Better"** and thus many elements that are contained within our BSIP have already been researched and prepared for, and – most importantly – it builds on **tried and tested** concepts which will increase demand to travel by bus.

The marketing proposals contained within our BSIP will also assist in **reversing the negative messages** about using public transport that have developed as a result of the pandemic.

Working Patterns

The pandemic has caused **changes to many working patterns** which may become permanent. There has been more home working, particularly amongst formerly office-based staff, and it is likely that this will continue over the next 3-5 years, if not longer. However, more home working may prove a **potential opportunity** if it encourages migration from cities into areas such as Derbyshire which have more greener spaces and a perceived **better quality of life**. People who previously lived in cities are more familiar with using public transport as a main mode of travel. This presents an opportunity for the BSIP to attract these potential new passengers and provide them with **additional bus services** that will cater to their demand.

External Variables Affecting Bus Use In Derbyshire

Bus networks do not operate in isolation, but are affected by **numerous influences**, many of which are **not controllable by the EP**, and some of which could be beneficial. Through discussions with many stakeholders - including local businesses, community groups and representatives of disabled people - there is an understanding in the BSIP team, about how these external "pulls and pushes" may affect our plans and their outcomes. Some of the key items are provided in the following table. Mitigations will be prepared as we review the BSIP.

Car parking issues	✗
Perceived costs of car travel compared to bus	✗
Decline in town centre shopping /need to redefine what town centres are for e.g. more leisure and night time economy	✗
Internet shopping /growth of online in general	✗
Difficulty in serving some very remote areas due to dispersed demand, especially for people with restricted mobility	?
Increase in the number of young people who don't have a driving licence	✓
Growing numbers of older/retired people	✓
Increasing understanding of the negative environmental impact of car travel	✓
Demand for "experiences" and to meet up with people again after the long periods of lockdown	✓

Listening to Our Stakeholders and Passengers

Introduction

It is **good to talk** and even **better to listen**. Key to developing and delivering a BSIP that our partners can embrace and jointly deliver has been a process of **engaging with a wide range of stakeholders**. We have also listened to the voices of bus users and non-bus users to understand the bus service improvements that are of most importance to them and which would encourage them to make more journeys by bus. We have considered the results of previous **Transport Focus Bus Passenger Surveys**, and we have conducted our own extensive **BSIP Customer Survey**. Throughout all of our work formulating this BSIP we have considered the various **touch points** customers experience when using bus services in Derbyshire and given consideration to how each of these could be improved.

It is **good to talk** and even **better to listen**.

Figure 17. Customer Touch Points

Seamless **attractive** **Great Value** *Simple to use* Easy to understand

Touch Point 1
The first aspect of the bus service customers experience is accessing the information needed to plan a journey. Whether you are at home or in the office you will be able to easily access accurate and up-to date information about bus services and great value ticketing all provided in a wide range of formats to help you plan your journey with confidence. You will be able to buy a number of ticket types in advance.

Touch Point 2
Whether you are waiting for your bus at your nearest bus stop, a Transport Hub or a busy interchange we will make sure that our infrastructure is accessible to all and provides a welcoming, well maintained, clean and safe environment for bus users. Many bus stops, interchanges and hubs will have real time information to offer reassurance that your bus is on its way.

Touch Point 3
Not only will we help ensure that your bus arrives on time but we will also ensure that the service is being provided using a fleet of modern well-maintained vehicles driven by professional, highly trained drivers. The onboard environment will be clean, there will be audio and visual next stop announcements on many buses. The overall environment will be welcoming and friendly.

Touch Point 4
When you arrive at your destination there will be clear onward signage helping you navigate to the town centre or railway station for example. Many services will be scheduled to facilitate connectivity with other bus services or other modes of transport such as the train. Customers will be provided with the ability to easily offer feedback to service providers through a wide range of channels.

Stakeholder Engagement

The County Council fully understands that **stakeholder buy-in** and support for the measures contained in this BSIP is absolutely vital. We have conducted **extensive consultation** with a wide range of stakeholders as highlighted in the table below and we are pleased to say that all have welcomed the opportunity to provide **meaningful input** and are supportive of the Plan and its objectives and outcomes. Appendix C includes a letter from the Peak District National Park Authority that notes "**the Peak District National Park Authority would like to offer its full support to the Derbyshire Bus Service Improvement Plan**".

Table 5.   Wider Stakeholder Consultation

Group	Consultation Type	
Bus Users/Non-users	Previous Transport Focus and bus operator surveys. New County Council survey undertaken in summer 2021 which attracted over 2,000 responses. Bus Passenger User Groups 1-2-1 meetings.	✓
Bus Operators	1-2-1 meetings, group meetings & workshops, BSIP Steering Board.	✓
Borough and District Council	1-2-1 meetings, and group meetings with Boroughs & Districts.	✓
Neighbouring Local Transport Authorities	1-2-1 meetings, group meetings, Steering Board, MoUs	✓
Other Stakeholders	1-2-1 meetings with: Peak District National Park, Climate Action Groups, organisations representing people with disabilities and local business representatives	✓

Public Consultation and Passenger Priorities

With customer satisfaction levels in Derbyshire already amongst the **highest in England** we have **great foundations** on which to deliver an even better transport system for the County and its bus users. Some of our bus services are already amongst the **very best** in the country in terms of the:

- ⚪ customer experience;
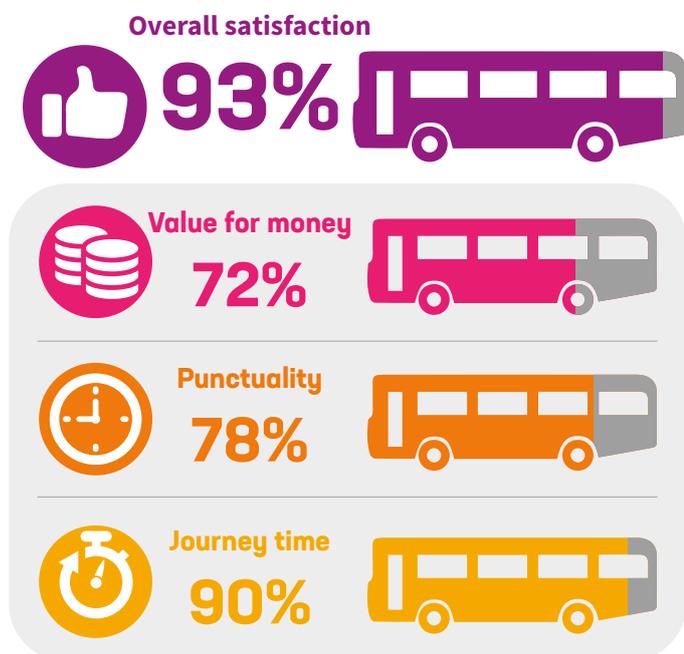- ⚪ range of tickets on offer; and
- ⚪ quality of vehicles.

BSIP funding will allow us to **make enhancements** to bring all operations up to **consistently high standards** on services everywhere. In order to achieve this, we wanted to understand where to target our measures, and what types of measures users, and non-users, wanted to see.

In formulating and prioritising our list of measures, we have considered the **results of previous customer** surveys including the **2019 Transport Focus Bus Passenger Survey**. Top-line findings from this survey are provided in Figure 18 below.

Figure 18. Transport Focus Top-line Findings 2019 of a Passenger Survey in Derbyshire

Headline result

Overall satisfaction

93%

Value for money
72%

Punctuality
78%

Journey time
90%

Which themes are affecting overall passenger satisfaction?

Bus Driver

Value for money

On bus environment and comfort

Timeliness

Journey time

Bus stop safety & information

Boarding the bus

Access to bus stop

Bus stop condition

Other

As well as establishing overall customer satisfaction levels and satisfaction with various aspects of the bus offer in Derbyshire, the 2018 and 2019 Transport Focus Bus Passenger Surveys asked bus users in Derbyshire what aspects of the bus services they would **most like to see improved**. The top four priorities remained constant in both 2018 and 2019 and are shown in the table below. This information has helped shape the measures we will deliver through our BSIP.

Table 6.   Summary of Service Improvements- Transport Focus Bus Passenger Survey 2018 and 2019

What could be improved?	2018	2019
Frequency/Routes	25%	23%
Bus: Design/comfort/condition	20%	19%
Bus Driver interaction with customers	9%	16%
Punctuality	12%	15%

We have also conducted a **brand-new survey** in 2021 as part of our BSIP preparation, which generated **2,038 responses** from a wide range of frequent and infrequent bus users. This new survey was necessary as we recognised that not all of the **previous datasets would be relevant** post pandemic. Figure 19 below shows the survey **sample profile** of the people who responded to **our 2021 survey**. Our survey sample represents a **wide range** of frequent and infrequent bus users, both male and female and fare paying and non-fare paying passengers. A full and detailed breakdown of 2021 survey results is provided in Appendix D.

The 2021 survey asked people to select the **top three improvements** they would most like to see in Derbyshire.

The most requested improvement across Derbyshire is **improved connectivity** with other bus and rail services (40%). This was the most requested improvement in respect of frequent bus passengers, infrequent bus passengers, concessionary pass holders and disabled passengers. These results focussed our thinking in respect of how we prioritise our interventions. Improving connections in Derbyshire has resulted in our focus on introducing a number of **Transport Hubs, Connecting People to Places**.

Figure 19. 2021 Survey Sample Profile

*Prefer not to say

Figure 20. Age of Respondents 2021 Survey
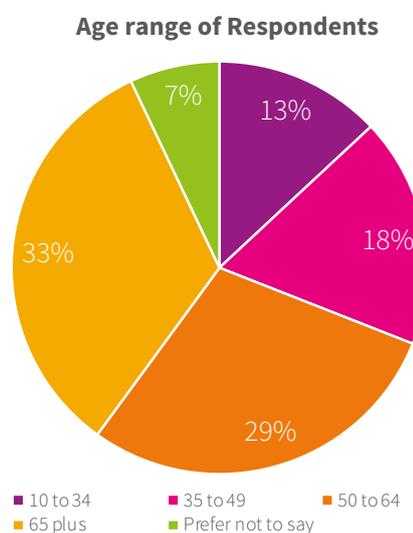
There were three improvements which were highlighted by 31% of respondents:

> **Improved reliability** and **quicker journey times** with **more bus priority**. Previous surveys by Transport Focus and bus operators consistently highlight the importance of punctuality and reliability to customers, and that these aspects of the bus service are key to driving up passenger numbers and customer satisfaction. This issue is addressed by our proposed measures.

> The provision of **Real-Time Information, RTI,** at bus stops and transport interchanges. Older people in particular want simple to understand information to be easily available. These areas are clearly addressed by our measures.

> **Improved ticketing offers** through more **simple and affordable tickets scored particularly highly with fare paying customers**. We have listened, and the Derbyshire BSIP will deliver new ticketing offers and products to enhance the current range.

Figure 21 below highlights which service features bus passengers would **most like to see improved**.

Figure 21. Improvements Passengers would like to see
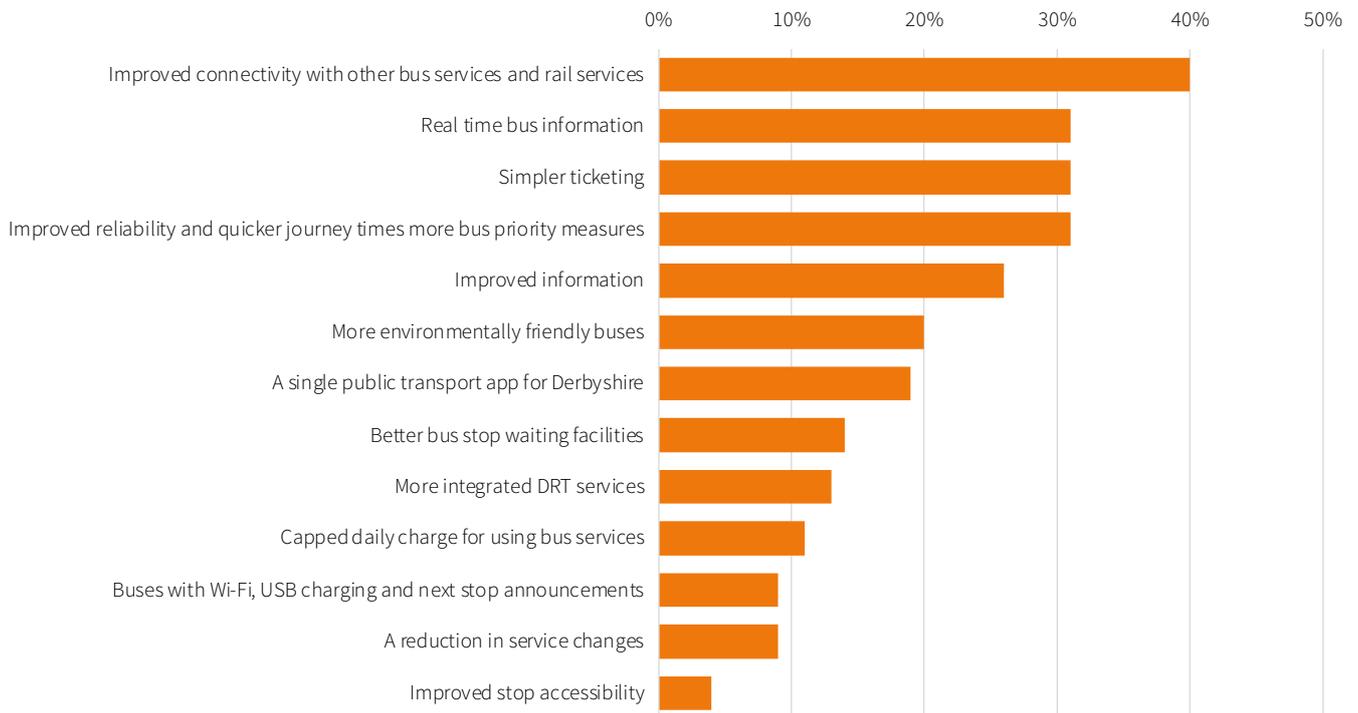
All of the survey results helped to provide **clear guidance** in respect of where we are doing well and highlighted where we **could do better**. They flagged key improvements we could make to bus services in Derbyshire to drive passenger growth. We have **listened to the voice of our customers**, and **clearly linked our Measures detailed in Chapter 4 to this feedback**.

Throughout the lifetime of the BSIP and beyond, we will **continue to consult** with bus-users and non-bus users. We will do this through annual **passenger surveys, interim surveys** where required and a formal consultation process associated with the **Enhanced Partnership** agreement and the introduction of a **Customer Charter**.

Main Areas of Additional Opportunity

In our 2021 BSIP survey only 10% of people said they expect to use the bus less in future and 20% said they expect to make more journeys in the future. There are therefore a number of areas and markets which could offer significant growth opportunities if this BSIP can provide the service and **infrastructure improvements people want**. The areas where we see particular opportunities are highlighted below.

Economic Growth Sites

There are a number of areas in and around Derbyshire where there will be significant **economic development** in the next few years including the Freeport at Etwall/Egginton that has the potential to generate 60,000 skilled jobs for the region. Continued development around East Midlands Airport and at the distribution warehouses at East Midlands Gateway and Markham Vale will generate additional **demand** for bus travel, particularly at times of the day outside the "normal 9-5" work day. Major redevelopment at Staveley and at the old Stanton Iron Works will see a mixture of new commercial and residential sites coming forward which present ideal opportunities for the kind of **improvements we are proposing** in this BSIP.

Town Centres

Following the pandemic, town centres will need to be **reimagined and focussed** more around the leisure economy, specialist shopping and residential development. Work being undertaken as part of the **Town Deal** programme in Clay Cross, Long Eaton and Staveley and the **Future High Streets** project in Heanor all point to the kind of major changes which our town centres are likely to see. This will present new opportunities for Derbyshire to work with bus operators and other stakeholders to **redesign their networks**, being responsive to fixed, but important events such as Town and Village Markets.

Parking

Parking in Derbyshire is a challenging issue that we have begun to address through the BSIP process. The County Council is responsible for managing enforcement of on-street regulations. **District and Borough councils manage off-street enforcement** and **set prices** for parking. The Peak District National Park Authority owns and manages 45 car parks throughout the National Park, with 27 of these free to use.

Parking provides a funding stream to authorities' budgets, but they also understand that cheap car parking and heavy traffic can have a negative impact on town centres and the wider environment. Cheaper and free parking is very difficult to compete with for bus services, but through the life of the BSIP we will **endeavour to increase car parking charges** as the bus offer **improves in parallel**. This issue has already been broached with Stakeholders. Overview details of car parks in Derbyshire are provided in the table below.

Table 7.   Overview of Derbyshire Public and Private Car Parking Charges

District/Borough	Overview and Prices
Amber Valley	Provides 29 pay and display car parks throughout four town centres of Alfreton, Belper, Heanor and Ripley. A number of car parks are free, most charge £0.50 to £0.60 per hour and £2.70 for over 4 hours.
Bolsover District Council	Provides 37 car parks across the district all with free parking
Chesterfield Borough Council	Provides 20 car parks ranging from short to long stay including two multi story car parks. Short stay car parks charge £0.80 for thirty minutes and £4.50 for up to 4 hours. Long stay car parks charge from £0.80 for 30 minutes to £5 for up to 12 hours. Multi story car parks charge from £0.80 for 30 minutes to £6 for 24 hours.
Derbyshire Dales District Council	Provide numerous car parks across their area including in towns such as Ashbourne, Bakewell and Hathersage. Some car parks offer free parking. For those that charge, prices range from £1.50 for one hour to All Day parking for £6.
Erewash Borough Council	Provide 24 car parks across Ilkeston and Long Eaton charging £1.00 for up to 3 hours parking and £3.00 for 3 hours and over.
High Peak Borough Council	Provide a number of car parks across their area. Prices range from £1.60 per hour to £6 for 4 to 10 hours and £7 for 24 hours. Rover Passes provide unlimited parking at £10 for 3-days and £20 for 7-days.
North East Derbyshire District Council	Provides 17 free car parks across Clay Cross, Dronfield and Eckington.
South Derbyshire District Council	Provides 19 car parks providing 759 spaces with no parking fees.
Peak District National Park	Provides 45 car parks, with 27 offering free parking. For those that charge parking costs range from £1.50 for 1 hour to £4.75 for the whole day. Weekly (£15) and annual (£40) permits are also available.

Tourism and Rural Locations

Derbyshire wants to grow its tourism market and the BSIP presents an opportunity to enable **"good growth"** in this sector. We will introduce new fixed route and DRT services in the Derbyshire Dales, the Peak District National Park and South Derbyshire, **enhance frequencies** on existing services, and use **Transport Hubs** and other innovations to encourage more people to visit our stunning county by bus.

The Peak District National Park is a **large trip attractor** for tourists and employment. Currently **over 13 million visitors** come to the park each year. In 2021, according to the Sykes Staycation index, the Peak District National Park was in the top **10 most popular destinations** and was the **fastest growing**

destination since 2019[1] thanks in part to the growth in popularity of "staycations".

The BSIP gives Derbyshire a chance to **expand the public transport network** and make it easier for visitors to enjoy the Peak District and Derbyshire using **sustainable travel modes**. Currently, many visitors rely on travelling in their car. Through the BSIP, Derbyshire will offer **more connections** between key destinations and rail stations and introduce **Transport Hubs**. This will also have the merit of **reducing the environmental impact** that the visitors have. Potential on-site **hydrogen refuelling** stations will assist in achieving **"Net Zero"**.

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1   The Sykes Staycation Index 2021 https://www.sykescottages.co.uk/blog/staycation-index-2021/

Adjacent Local Authorities

Many of the bus services in Derbyshire travel in and out of adjacent local authorities, and we have **coordinated our BSIP measures**, aims and objectives with neighbouring LTAs. This is highlighted through the MoUs that we have put in place and the liaison meetings that are being held with organisations such as the South Yorkshire Mayoral Combined Authority. Being located between **several conurbations**, the majority of operators provide cross boundary services, emphasising the benefits of our continual approach to **co-operation and collaboration** with these authorities.

Additional work is also taking place with **Transport for Greater Manchester** to agree arrangements for cross boundary services when the Regional Elected Mayor introduces franchising in their area.

Derbyshire County Council and the other local transport authorities in the D2N2 RTI group already have a history of working together to introduce a region wide system of roadside electronic Real Time Information signs at bus stops. We believe that by **working more collaboratively** with our neighbours and aligning our BSIP objectives, measures and targets we will achieve so much more than by working alone, and this partnership approach is one that we shall continue in order to ensure we take **full advantage** of all the opportunities open to us to increase passenger numbers and further improve our customer satisfaction levels. A specific example of co-operation is cited in **Measure 1** on the Key Corridors of the A619 and A632.

Our BSIP Journey

Overarching Objectives

Our analysis of the existing local bus network, the operating environment, opportunities, passenger research and extensive stakeholder engagement has guided the **development of our six overarching BSIP Objectives** for bus services in Derbyshire:

The first-choice mode for existing and new customers for most journeys across Derbyshire	Available for more journeys and which grows to meet customer needs	Affordable to use
Environmentally sustainable	Welcoming and friendly for existing and new passengers	A connected network that helps reduce social isolation

Outcomes

By delivering the above overarching Objectives through our ambitious BSIP, we will go on a journey with our bus operating partners and stakeholders that will move us to a position where **as a minimum** we will achieve the following Outcomes:

- **Consistency** of **good quality** comprehensive information, in a variety of different formats to cater for different markets and needs, allowing people to plan their journey and know with confidence when their service will arrive
- Improvements to **journey time, punctuality and reliability**
- An **increase** in high **quality walking routes** to bus stops and excellent branded roadside infrastructure including **new shelters** and **real time information displays** which are all maintained and cleaned to a good standard
- **Expansion** of modern **high-quality buses** across the whole of the network with on bus announcements and emissions of **Euro 6 or better** as standard

- An **expanding network** of services **including DRT** taking people to the places they want to go
- Welcoming and friendly staff **across the board**
- A unified **simpler ticketing offer** including multi operator tickets, automatic fare-capping and new discount tickets for young people and job seekers
- A **countywide** network of bus priorities to speed up journeys and improve reliability
- A **customer charter** setting out what **people can expect** in terms of services and how to raise concerns if they feel we failed to meet their expectation
- Provision of **ticketing offers** for large employers, educational establishments and health providers.

Headline Targets

Introduction

In this chapter we will set out our targets and in doing so highlight how and why they were chosen. We have set ourselves ambitious but achievable targets to monitor the progress of our BSIP.

The monitoring data for these targets will come from a variety of sources including the use of **BODS**, the **DfT's Bus Open Data Service**, interfacing with our new Traffic Management System (TMS) and regular surveys. Performance against targets will feed back into adjustments to our delivery plans whenever required. The targets have been developed through **extensive stakeholder consultation**, including a Workshop held with operators on 25th August 2021. Each target has a baseline, based on **objective data**. We have used statistics from 2018/19 and 2019/20 as an objective baseline against which to **measure performance**, and we will compare performance in each reporting period against previous results in order to understand trends over time.

We will report performance against our targets six monthly in the form of a clear and simple **dashboard of indicators**. Indicators are set out in detail later, but at headline level the dashboard will comprise statistics on:

- Passenger journeys
- Journey times and reliability
- User satisfaction
- Mode Share

Performance will be reported at a countywide level across the whole of Derbyshire.

To support this critical monitoring process, we will introduce a new full-time equivalent (FTE) **Bus Performance Officer** responsible for monitoring against the targets as well as general support for the EP board. We have requested funding for this post via the BSIP settlement.

How Targets Have Been Chosen

Our targets are **aligned with the measures** being put forward for funding in the BSIP – they are ambitious, and **some** will take time to achieve, but they will clearly **demonstrate successful progress** with implementation (or highlight areas requiring future corrective action). The targets are informed by insights gained from **Transport Focus Bus Passenger Surveys** and our own 2021 passenger surveys about exactly which aspects of the bus service in Derbyshire passengers and non-users would like to see improved. Feedback on the suggested targets has been received from all the bus operators in the county and also the Steering Board, and all our **partners have encouraged us to be ambitious**.

Our Bus Service Improvement Targets

Journey Time, Reliability and Punctuality Targets

Previous research carried out by the County Council and its partners, including operators and Transport Focus, consistently shows that **punctuality and reliability** are highly related to passenger numbers and customer satisfaction. This was reiterated in the guidance Transport Focus provided for setting BSIP Targets which we have considered when developing our own targets. **Improvement to journey times** is also key for customers who want **faster journeys** and bus operators who would be able to re-invest

time savings to **improve service delivery**. For this reason, our BSIP includes specific measures that will **tackle congestion** and delays to bus services in Derbyshire, applying differential priority to late running buses. **Our targets are linked to the measures and the areas that they are affecting**.

Our agreed targets for Journey Time, Reliability and Punctuality are set out in the table below.

Table 8. Journey Time, Reliability and Punctuality Targets

Outcomes	Actual 2018/19	Actual 2019/20	Target 2024/25	Target 2029/30	Data Source for measurement
The maximum actual journey time on a route in Derbyshire is within 15% of the minimum journey time	U/A	U/A	80%	85%	Via the TMS using geofences on corridors and specific hot spots, a large base of data will be gathered to accurately measure the effect of priority measures over an appropriate time period, matching with control sites where no BSIP work is currently taking place.
Percentage of journeys on time (start point)	U/A	U/A	95%	95%	*These figures are automatically available from the Government's ABOD (Analyse Bus Open Data) service.
Percentage of journeys on time (mid point)	U/A	U/A	86%	92%	*These figures are automatically available from the Government's ABOD (Analyse Bus Open Data) service.
Percentage of journeys early (up to 1 minute early)	U/A	U/A	5%	3%	*These figures are automatically available from the Government's ABOD (Analyse Bus Open Data) service.
Percentage of journeys late (up to 5 minutes late)	U/A	U/A	10%	5%	*These figures are automatically available from the Government's ABOD (Analyse Bus Open Data) service.
Satisfaction with Journey Time	84%	90%	95%	97%	Using transport surveys -the proportion of passengers surveyed responding 'very satisfied' or 'fairly satisfied' to applicable question
Satisfaction with Punctuality	71%	78%	87%	95%	

* U/A = Unavailable data

Passenger Growth and Customer Satisfaction

Increasing bus usage is vitally important if the bus network and operators are to have a **long-term commercial future**. Whilst Government and local

authority support has kept the bus network afloat over the last 18 months this is not sustainable in the long term, so it is essential that we **grow**

demand for services mainly via our ambitious BSIP. Increasing the number of people using bus services not only provides **economic sustainability** for the core network, it supports the Government's wider National Bus Strategy objectives and also ensures that buses enable the County Council to achieve its own Council Plan and **Climate Change Strategy** and improve the **wider environment**. More people travelling more often by bus helps us to achieve the following Derbyshire County Council Plan Objectives which are:

- Making Resilient, healthy and safe communities
- Effective early help for individuals and communities
- A prosperous and green Derbyshire
- Achieving net zero carbon emissions across Derbyshire by 2050

However, it is not just a case of increasing passenger numbers overall, we need to particularly concentrate on **different segments** in the market. So, for example, since the lifting of most of the COVID related restrictions bus operators have noticed that the number of journeys being taken by Gold Card **concessionary pass holders** is **still down significantly on the pre pandemic levels**. At the other end of the age scale we recognise that **young people** are a key current market for bus travel and that we need to **encourage them to use buses more in the future**. We have therefore decided to set targets for different market segments, eg the number of passengers under the age of 16.

The level of **user satisfaction** with the service is equally critical if we are to retain and grow patronage. Whilst the Transport Focus survey in 2018 and 2019 showed passengers' satisfaction with bus services in Derbyshire was already high, we have decided to set **ambitious and challenging targets** to ensure that our BSIP really makes a difference.

Table 9. Passenger Growth and Customer Satisfaction Targets

Outcome	Actual 2018/19	Actual 2019/20	Target 2024/25	Target 2029/30	Data Source for measurement
Passenger journeys	24.1m	21.3m	24.1m	26.45m	Data from operators on total journeys
Concessionary passenger journeys	8.5m	7.5m	7.5m	8.5m	Data from operators on concessionary journeys
Sales of Young Person tickets introduced via BSIP	U/A	U/A	+15%	+15%	Data from operators on sales of new concessionary ticket introduced in BSIP
Under 16 passenger journeys	U/A	U/A	+2%	+5%	Data from operators on sales of Under 16 tickets
Overall Journey Satisfaction	95%	93%	97%	98%	Using proportion of passengers responding 'very satisfied' or 'fairly satisfied' to applicable question in transport surveys
Satisfaction with Journey Time	84%	90%	95%	97%	
Satisfaction with Punctuality	71%	78%	80%	90%	
Satisfaction with Value for money	62%	72%	85%	87%	
Satisfaction with Bus Driver greeting/ welcome	86%	86%	95%	97%	
Satisfaction with Interior Cleanliness and Condition	84%	88%	95%	97%	
Satisfaction with Availability of seating or space to stand	91%	90%	95%	95%	

* U/A = Unavailable available data

Complementary Targets

We have also developed a number of **additional targets** for those aspects of the bus services which research and stakeholder engagement has told us are **important to our customers** – old and new – and our partners, and which will have a **positive effect** on other required outcomes. For instance, the improvement in the number of Euro 6 buses is seen as critical for achieving the published County Council Plan and Climate Change Strategy objectives and will contribute, as we know from customer feedback, to **attracting more people to bus travel**. These targets are provided below.

Table 10. Complementary Targets

Outcome	Actual 2018/19	Actual 2019/20	Target 2024/25	Target 2029/30	Data Source for measurement
Percentage of Euro 6 Buses (or better) in Derbyshire (local scheduled bus services)	U/A	35%	65%	95%	Data supplied by operators
Percentage of vehicles with next stop announcements (local scheduled bus services)	U/A	40%	55%	90%	Data supplied by operators
Number of stops with Real Time Information displays in Derbyshire	U/A	192	842	1500	Monitored centrally by the County Council
The numbers of new shelters installed.	U/A	U/A	200	400	Monitored centrally by the County Council
Percentage of bus stop infrastructure damage to be repaired within 48 hours of notification in Derbyshire	U/A	U/A	75%	95%	Monitored centrally by the County Council
Percentage of bus stop infrastructure inspected, cleaned and maintained quarterly in Derbyshire	U/A	U/A	75%	100%	Monitored centrally by the County Council
Number of signalled junctions with automatic bus priority applied via UTC and Automatic Vehicle Location systems	0	0	70	131**	County Council records

U/A = Unavailable data   *** This represents all traffic signal junctions in Derbyshire*

Modal Shift

Our Steering Board has **strongly recommended** that a **headline metric of modal shift** be included in our targets. To generate this figure, we will undertake passenger and more general household surveys to understand current usage of bus services compared to other forms of transport.

Table 11. Modal Shift Targets

Outcome	Actual 2018/19	Actual 2019/20	Target 2024/25	Target 2029/30	Data Source for measurement
Modal Share in Derbyshire for Bus	U/A	U/A	+4%	+9%	Bus passenger and household surveys, which will also establish base line.

* U/A = Unavailable data

Delivery

Introduction

In this chapter we set out in more detail the measures that we will deliver during the lifetime of the BSIP with full and appropriate funding from Government. The measures that we are proposing are based firmly on the objective evidence set out in Chapter 2. They are a response to our passengers' current and future needs, and address identified weaknesses in provision.

Our BSIP has been compiled in the context of the Council's wider policy framework and emerging Local Transport Plan.

Developing the measures has required **extensive partnership working** across Derbyshire. There have been meetings with a range of stakeholders from Derbyshire's District and Borough Councils, the **Peak District National Park Authority**, neighbouring local transport authorities, bus operators including commercial and third sector providers, local interest groups and other groups. **Passenger engagement** has been undertaken to understand what is important to current and non-users. This has all contributed to the development of the individual measures proposed below.

In developing the programme, we have also recognised the ambition which the **National Bus Strategy** is looking for in order to drive forward improvements. The measures we propose will fulfil our shared ambition to grow passenger numbers by making bus travel the **first choice for most journeys** across Derbyshire, achieved through improving standards to the very best in Derbyshire and then moving beyond these in a consistent manner.

Planning and Design

Derbyshire County Council recognises that the delivery of the ambitious measures contained within this BSIP must be **planned and designed** in detail, so that by April 2022 we will be working at a sprint. Therefore,

our proposals include for **preparatory work** prior to the announcement of the BSIP funding. This advance work will mainly involve the setting up of a **programme team** with appropriate **management and technical specialists**, particularly for the initiatives that will be implemented at an early point in our programme. The Gantt chart shown in Figure 24 defines the periods when preparatory work will be undertaken, some of which, on important items, will **occur prior** to the BSIP settlement.

We have positively planned for the success of our BSIP proposals, and as it is known that there is a **shortage of skilled staff** in the field of public transport, by making early progress we will ensure

that we have the **best and most experienced staffing in place**. This process has already commenced with the scheduling of the Steering Board meetings and associated progress that will be made with the formalisation of the Enhanced Partnership. Both of these actions will provide the necessary governance and assurance that Derbyshire's BSIP is properly structured before it starts and is maintained and augmented during its successful realisation.

Our Steering Board recognises the work to be undertaken prior to the BSIP settlement and has already compiled an agenda of work to be delivered by the County Council and bus operators.

Support for Existing Services

It will be noted later in this submission that our BSIP contains proposals for **guaranteeing the provision of existing bus services** as well as building on this firm foundation **to increase patronage** in accordance with the outputs defined in Table 9. Separate costings have been filtered out of our financial proposals to identify the costs associated with the provision of existing services. These costs

have been **accurately and objectively defined** via liaison with the organisations represented in the **Enhanced Partnership**. In addition, our work associated with the analysis of "vulnerable bus services" via the **DfT's Transport Demand Management** top up grant conducted in 2020, has been **updated in the autumn of 2021** to inform this aspect of our financial request.

Connecting People to Places

Our BSIP is holistic – whilst each measure adds value to our overall service for bus users, we have conceived them as part of a **total package** which will contribute to making bus travel economically sustainable beyond the lifetime of "**Bus Back Better" funding**, as well as tackling the growing pressures on the Derbyshire economy and environment. They are rooted in our analysis of where bus services can be improved and – especially

– in the findings articulated in Transport Focus research, supplemented by our own recent survey and stakeholder feedback.

The measures include some "tried and tested" items which we know work in the Derbyshire context, along with **bold new measures** all of which will set the strong foundations on which to build a **first-class transport system** fit for the 21st century.

Transport Hubs – "Our Large Scheme Proposal"

Derbyshire is a county of varied geography and travel needs and includes some of England's premier tourist destinations including the Peak District National Park and Chatsworth House. Whilst rail provides some spine public transport routes, buses are critical to environmentally sustainable travel, but the geography, dispersed population, and extensive rural nature of Derbyshire demands solutions that transcend current disjointed arrangements, and which are of value to the widest possible range of users. We are therefore proposing an integrated countywide scheme of interconnected Transport Hubs.

Our holistic Transport Hubs proposal builds on **extremely positive early feedback** from local communities and stakeholders including **Midlands Connect**, to roll out a network of Transport Hubs at key locations across the county. The Transport Hubs will be **attractive places** in which to spend time, accessible to everyone, well-connected and woven into the county's fabric. By following a **"placemaking" approach** and responding to user needs, existing barriers to modal shift to public transport will be overcome without major transport infrastructure. Our Transport Hubs will give access to **real time travel and tourist information**, bus parking and driver facilities. The critical element is that Transport Hubs will also integrate with wider community-led activity (eg, cafés, social inclusion activity spaces) to make them **attractive, vibrant locations** being the focal point for community electric vehicle charging and car-share schemes. They will support community enterprises such as parcel collection, the continued expansion of Shopappy in Derbyshire, and eBike/eScooter delivery opportunities for example via eLOV (electric cargo bike delivery company in Buxton and other areas).
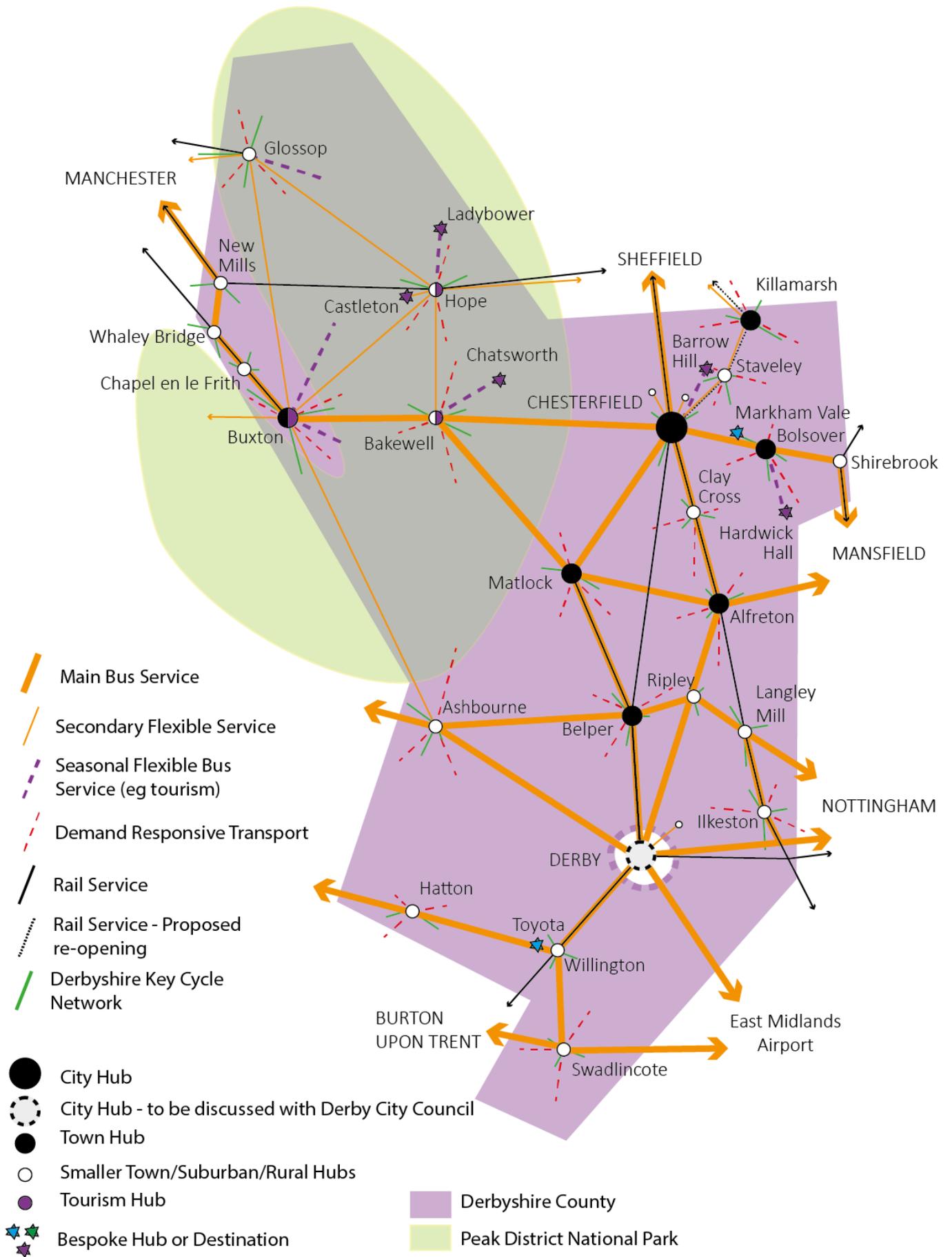
Our Transport Hubs will be easily **accessed via active modes** with secure cycle parking, and carefully sited so that existing (and new) conventional bus services can serve the Hubs. Most importantly the Transport Hubs will be the foundation for a network of flexible DRT services tailored to individual communities and visitors, operated by **zero-emission minibuses**, and supported by modern demand-responsive **booking systems** which facilitate rapid adjustments to planned operations.

Transport Hub users will have access to core bus services and where possible rail routes with schedules coordinated at fixed times at a Hub, and with **onward connectivity** provided by the flexible services as appropriate. These will therefore **complement the conventional network**, contributing to its long-term viability by feeding passengers to/from the longer-distance bus and rail network. **Flexible services** may replace existing supported fixed route services with low demand, serving as a cost-effective way of testing and kick-starting **first-mile/last-mile** transport provision attractive to existing bus passengers and private car users. Where the flexible services develop strong regular passenger flows (eg to a key education facility or workplace), these will transition to conventional fixed timetable operation. The zero-emission minibuses will be deployed efficiently across a **portfolio of flexible and fixed route services** delivering **Total Transport** to Derbyshire (integrating home-to-school and adult social care transport), maximising cost-effectiveness and ensuring as much of Derbyshire as possible quickly benefits from public transport with minimal environmental impact. This is critical to our **"Net Zero" decarbonisation** requirements for both visitors and residents alike.

All services – flexible or conventional, supported or commercial – will be bookable through a **single multi-modal system** ensuring that not only travel planning but also payment is integrated into a single transaction, with equitable revenue distribution through a back office that ensures a simple holistic experience for the passenger. The whole concept will be marketed via our **"One Derbyshire" brand**, based on emerging **Mobility as a Service (MaaS) best practice**. A map of the Derbyshire Hub Network Concept is shown in Figure 22.

Figure 22. Derbyshire Hub Network Concept

Legend:

Main Bus Service

Secondary Flexible Service

Seasonal Flexible Bus Service (eg tourism)

Demand Responsive Transport

Rail Service

Rail Service - Proposed re-opening

Derbyshire Key Cycle Network

City Hub

City Hub - to be discussed with Derby City Council

Town Hub

Smaller Town/Suburban/Rural Hubs

Tourism Hub

Bespoke Hub or Destination

Derbyshire County

Peak District National Park

Map labels:

Glossop, MANCHESTER, Ladybower, New Mills, Castleton, Hope, SHEFFIELD, Killamarsh, Barrow Hill, Staveley, Whaley Bridge, Chatsworth, CHESTERFIELD, Markham Vale, Bolsover, Chapel en le Frith, Shirebrook, Buxton, Bakewell, Clay Cross, Hardwick Hall, MANSFIELD, Matlock, Alfreton, Ashbourne, Ripley, Langley Mill, Belper, NOTTINGHAM, Ilkeston, DERBY, Hatton, Toyota, Willington, BURTON UPON TRENT, East Midlands Airport, Swadlincote

BSIP Building Blocks

Many of the required headline outcomes from the DfT's guidance will be delivered via a multitude of coordinated individual measures, culminating in the "**whole being far more than the sum of the parts**". An example of this integrated approach will be investment in **Key Corridors**, such as the A632 and A619 which will be the focus of **early work**. They serve some of the most **deprived communities** in Derbyshire, connecting people to employment, services such as hospitals, educational establishments and other essential amenities. The corridors will benefit from –

Enhanced service provision

Bus priority

Simplified and increased value ticketing

Integration with other modes, specifically rail

Common identity and provision of infrastructure, such as upgraded shelters

Upgraded vehicles, especially with respect to engine types and wheelchair accessibility

Upgrading and expansion of real-time information systems

Our plans for improvements to the A619 and A632 corridors will be developed in partnership **with Nottinghamshire County Council**, in accordance with our MoU, and as a result of our excellent working relationships. We have received formal confirmation from Nottinghamshire County Council that we will be **coordinating our work** on these key corridors to improve the entire passenger experience and understand that this will be noted in Nottinghamshire's BSIP.

Figure 23. A619 and A632 Corridors
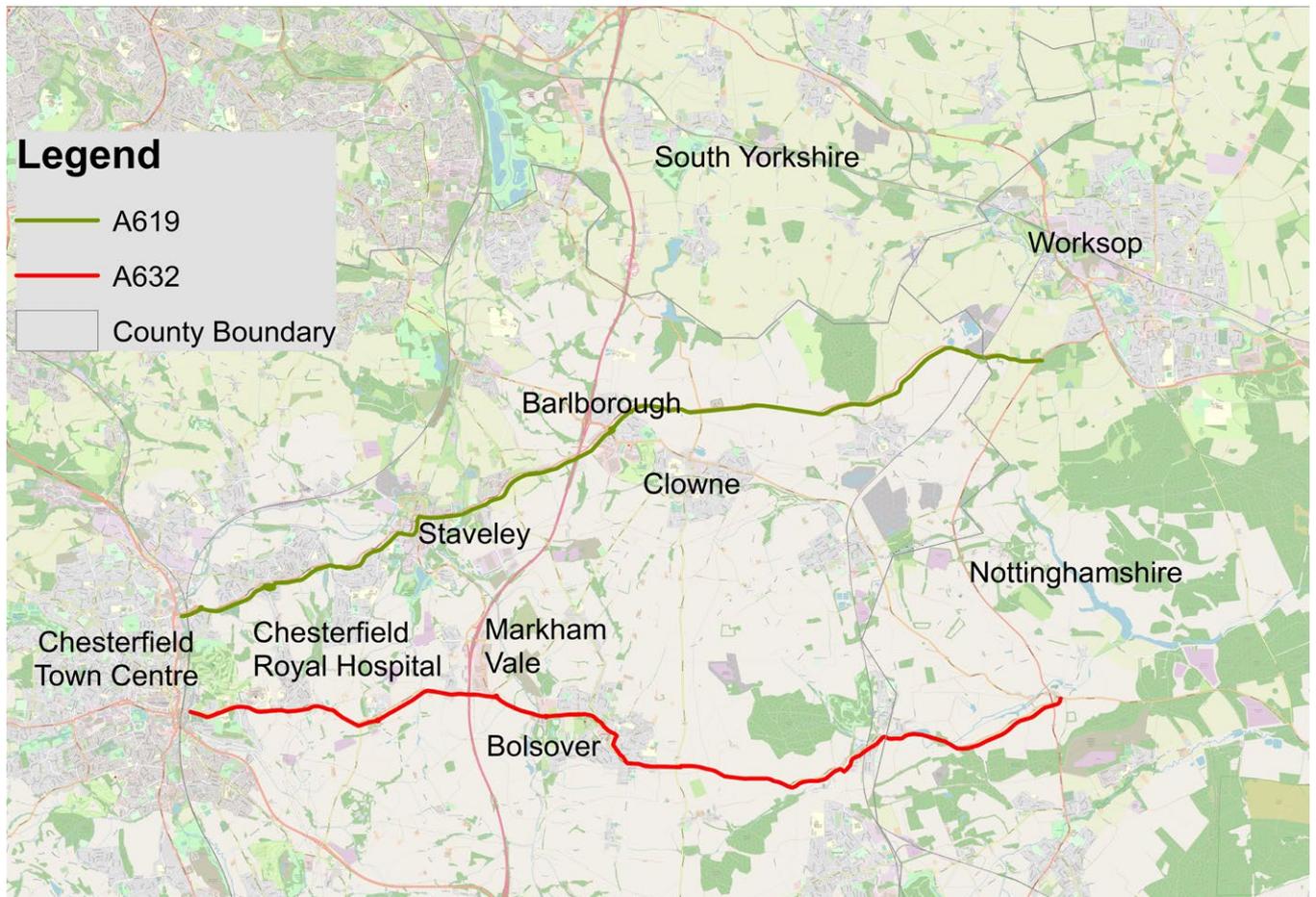
For convenience, the following discussion will concentrate on the **individual measures** that will **contribute to the holistic "whole"**. The measures put forward are listed below. The rationale behind the table is described within subsequent text, showing the importance of each measure to the overall BSIP outcome, and how quickly measures can be implemented with the appropriate level of funding.

Scheduling of the implementation of measures has also been carefully considered according to feedback from customers and other stakeholders, including a **Workshop with the BSIP Steering Board**, concentrating on the projects that are **important and deliverable quickly**, and then tackling those important items which have a longer lead time or which are technically or institutionally more complex. In some instances, we will focus on **hot spots of congestion, important corridors**, locations where an upgrade to match the excellence of other

areas is required, or countywide where this offers **benefits to all**. In anticipation of further support from the DfT to enable all our ambitions, we have already laid the foundations of the BSIP by:

- Holding 1-2-1 and group meetings with our neighbours
- Inviting neighbouring authorities to Steering Board sessions and other BSIP meetings
- Commencing a programme of priority for buses at traffic signals
- Adapting our Traffic Management System to collect and analyse data from BODS
- Bidding for additional capital funding from next year's Local Transport budget and also additional revenue support for increased staffing
- Integrating with the Council's "Net Zero" strategy
- Introducing Memoranda of Understanding with neighbouring LTAs

This work will be augmented and extended upon the announcement of BSIP funding.

Derbyshire's BSIP Measures and Projects in Detail

The measures below are categorised and **ordered in accordance with the specific "topics" provided within the BSIP guidance of 17th May**. Many of the discrete measures detailed below will strongly support the important measures that will be implemented as soon as possible to –

- Maintain service levels
- Improve connections
- Offer bus priority at traffic signals
- Lower fares for key groups
- Deliver real time information provision
- Serve key attractors (employment/services/visitor attractions)
- Provide additional resources (for fully enacting BSIP).

At the start of each set of measures we have summarised the BSIP Objectives, Outcomes/Targets and DfT Topics which they will address. Many of our measures **straddle more than one topic**, so the **most appropriate categorisation** has been chosen for the purposes of this document. For each set of measures, we have also provided a brief outline of the information and **evidence** we have considered

in their development, the issue they will address, or the benefit they will deliver. We have included a Gantt Chart Figure 24 showing our implementation timescale for measures. Together, the **38 measures** detailed below will help us achieve our **six overarching BSIP Objectives** for bus services in Derbyshire:

- The first-choice mode for existing and new customers for most journeys across Derbyshire
- Available for more journeys to grow to meet customer needs
- Affordable to use
- Environmentally sustainable
- Welcoming and friendly for existing and new passengers
- A connected network that helps reduce social isolation

BSIP MEASURES 1 TO 8

The measures below will allow us to achieve and meet the following:

- **BSIP Objectives:** "The first-choice mode for existing and new customers for most journeys across Derbyshire"; "Available for more journeys to grow to meet customer needs"; and, "A connected network that helps reduce social isolation".
- **BSIP Outcomes/Targets:** Increases in; Passenger Journeys, Overall Journey Satisfaction, and Modal Share
- **DfT Topics:** Intensive services and investment on key corridors, with routes that are easier to understand

These specific measures are proposed after detailed consideration of Steering Board feedback and the customer surveys conducted in Derbyshire. These

highlighted the importance of **improvements to bus service frequencies, network coverage and connectivity**.

Measure 1: Enhanced Frequencies & Corridor Improvements

Through the BSIP, we will **enhance frequencies** on a number of key urban and rural bus routes across the county. These enhancements will be delivered in a **coordinated manner** with the corridor infrastructure improvements taking place at the same time. On cross boundary services, measures will be jointly

developed with neighbouring authorities such as Derby City Council. An example of this coordinated approach can be seen in the improvements to the "Sixes" service from Derby to Belper before the pandemic, which saw frequencies increased from every 15 minutes to every 10 minutes. At the

same time **real-time information** (RTI) signs were installed at key stops along the route and new vehicles were introduced. This coordinated approach is something we want to replicate on other routes across the network. **Corridor improvements**, such as those proposed on the A632 and A619 (linking some former mining areas with town centres, and local hospitals) will include traffic signalling priorities, improvements to shelters, and RTI at all busy bus stops, in effect, creating a **Superbus** network.

At key locations, such as main town centres, we will invest in **super shelters.** On shared corridors we will use **Qualifying Agreements** to ensure that there is an even headway of buses and that operators accept each other's tickets in addition to multi-operator and multi-modal tickets being introduced as a result of this BSIP. The County Council's new Traffic Management System (TMS) has been configured to **identify bunching** automatically, enabling feedback to be sent to bus operators immediately via SMS, Twitter and/or email.

As necessary, we will review the bus service numbering systems, but it should be noted that duplicated service numbers are not currently a major problem in Derbyshire.

Measure 2: Additional Bus Services including DRT

Funding gained through our BSIP will allow us to provide more services to more people in **the rural and urban** areas of the county. One way by which we shall achieve this is by the greater use of **Demand Responsive Transport (DRT)**, which is also central to our Transport Hubs initiative. The County Council already supports a number of successful DRT initiatives through the Derbyshire Connect brand. Derbyshire County Council recognises that DRT has a vital role to play in delivering services to those people who live in smaller communities, rural areas and those who wish to travel at times when low volumes of passengers makes conventional bus services unviable to run; and for those who are unable to travel on a normal bus due to mobility or other issues.

As part of our **Transport Hubs Connecting People to Places** proposal, we will create a multi-purpose community orientated DRT service **linking into the mainstream scheduled bus routes** to assist those who are currently excluded from employment, social, medical and recreational activities and provide a seamless link with other transport modes.

Prior to extending the DRT matrix across the county based on a **Total Transport** solution, it is proposed to run four pilot projects targeted at the following sectors:

1. Rural area with no or limited experience of DRT;
2. The Visitor Economy and high activity tourism centres;
3. Operation in a small town and its hinterland; and
4. To enable access to employment for those who are unable to use other forms of passenger transport to reach the site.

The pilots will be delivered in partnership with our existing DRT operators including Ashbourne and Derbyshire Community Transport making use of existing back office functions to minimise costs and deliver value for money.

In addition to funding DRT services we will provide additional local scheduled bus services in **rural and urban** areas. We will extend the length of the operational day and provide additional journeys at weekends on existing services. In addition, we will also introduce new services similar to the **highly popular Hope Valley Explorer** service, which targets tourists. This service was successfully introduced in

2019 allowing visitors to leave the car behind, take the train and connect to the bus.

Measure 3: Set Service Change Dates

We know that customers value stability and this measure will provide customers with confidence that their bus services and fares will not be regularly changed. Therefore, in partnership with operators, we will introduce **four set service change dates** per year and work towards limiting fare changes to one per annum. This will allow the County Council and operators the time for meaningful consultation, and also provide the opportunity to consider the

requirements for tenders to fill any gaps in provision.

Introducing set change dates will also help facilitate the introduction of quality standards in respect of the **availability of timetable information** prior to changes being introduced. Service change dates will be co-ordinated with neighbouring authorities where cross boundary services are present. Indeed, this requirement has already been discussed with **all the East Midlands LTAs**.

Measure 4: Supporting Service Levels

As previously highlighted, without further funding only 17% of existing bus routes are expected to remain largely unchanged as we emerge from the pandemic. Through this BSIP we are requesting short-term financial support in order to continue with the existing level of bus services, at pre-COVID levels, and to expand where appropriate, so that we have a firm foundation on which

to "Bus Back Better". Thankfully, due to emergency support few services have been cut because of COVID and drastically reduced passenger numbers, but as passenger numbers stubbornly remain below pre-COVID levels, without additional short-term BSIP support it is highly likely that reductions in service levels will be required as operators adjust them to fit the incomes generated through fares.

Measure 5: Serving Key Attractors

Derbyshire County Council has undertaken a network review in partnership with stakeholders including the Districts, Boroughs and the Peak District National Park Authority which highlighted locations and trip attractors that are not adequately served by the bus network at present. **Derbyshire's economic future** is reliant on ensuring businesses continue to want to invest in Derbyshire and on other factors such as our success in attracting tourists. We will ensure that this growth is achieved in an environmentally friendly manner by providing

new and improved services to **key attractors** such as East Midlands Airport and Markham Vale industrial park.

With appropriate BSIP funding we will enhance existing services and provide new service options including DRT which will increase the number of people with access to employment. This is aligned to all our economic strategic plans for Derbyshire.

Measure 6: Bus Shelter Provision

Bus shelters and interchanges are "the shop window" for bus services. Our BSIP will facilitate a programme of improvements across Derbyshire and ensure that shelters are well maintained and regularly cleaned in order to provide the most welcoming and comfortable environment possible.

Following discussion with the Boroughs and Districts, the County Council intend to bring management of the **provision and maintenance of shelters under a single umbrella**. It is possible that, with the agreement of the current providers of shelters, Derbyshire County Council will take over direct responsibility. As part of this process we will instigate a programme of new shelters, upgrades/replacements of existing shelters, and a regular maintenance and **cleaning regime** to ensure consistently top-quality infrastructure for our customers.

These shelters will incorporate **"One Derbyshire" branding** to help strengthen the feeling of a unified network. The schedule of upgrades will be based on many elements, as noted previously, but will also be influenced by our targeted upgrades of specific **key corridors** (e.g. the A632/A619), and the needs of our town centres and Transport Hubs.

Importantly, new and refurbished shelters and immediate environs will be made as accessible as possible to **all members of our society**, integrating work here with improved walking routes to and from the bus stops/shelters.

As part of the improvement to bus shelters we will also look at the potential of including CCTV at specific stops to help reduce any perceived safety and security issue linked to waiting facilities.

The designs for these measures will also incorporate improvements as part of the County Council's **Walking and Cycling Plan,** to improve facilities - in particular - to key bus stops, facilitating **first/last mile access**. We will create a schedule of improvements on a four year programme.
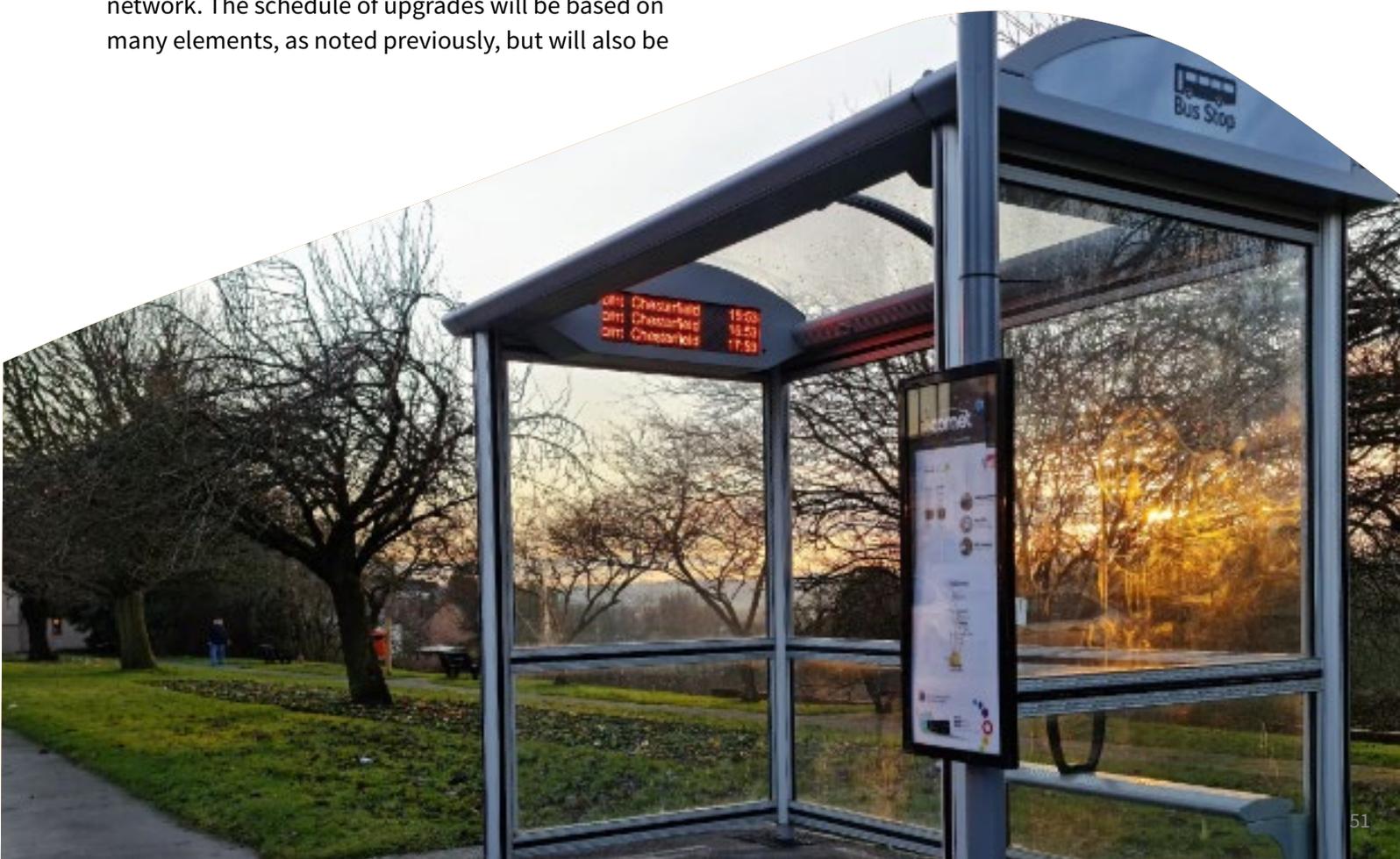
Measure 7: Marketing Campaign

We need to reverse some of the negative perceptions of bus travel that have developed during the pandemic and inform people about the wide range of innovative and effective measures that will revolutionise bus travel in Derbyshire, to make sure that we put buses on the agenda of every person who lives, works or visits Derbyshire. We will achieve this by delivering a series of **highly targeted marketing** campaigns throughout the life of the BSIP, integrating with other initiatives and promoting our **"One Derbyshire"** brand.

Our campaigns will follow a tried and tested formula that delivers results in terms of passenger growth. We will raise the profile of buses, providing **targeted groups** with details of their local bus services and other options such as DRT, and then provide a call to action – the reason to use the bus – in the form of an attractive ticket offer. With appropriate funding, we aim to run four **high profile marketing campaigns** each year throughout the life of the BSIP.

The announcement of the agreement of our BSIP in the Council's Cabinet meeting of 14th October has generated a massive quantity of positive local interest, something we will build upon downstream.

Measure 8: Planning Policies and Procedures

Feedback from operator and stakeholder experience has highlighted that sometimes new developments are not easily accessible by public transport.

As we deliver a step change in public transport in Derbyshire through our BSIP, we will make sure that excellent public transport provision is at the **heart of all new developments**. We will ensure that buses are able to easily access new developments and that the infrastructure is in place to accommodate public transport from the very **start of a development**. As part of the BSIP process, engagement has taken place with all eight Boroughs and Districts in Derbyshire to gain buy in from the local councils who are responsible for planning policies in their areas. Throughout the life of the BSIP we will work with these councils, for example in the Strategic Planning Framework proposed in "Vision Derbyshire", to ensure local planning policies are adapted to **take into account the vital role public transport** can play in the success of new developments, with people accessing these developments in an environmentally sustainable fashion.

BSIP MEASURES 9 TO 14

Summary of Measures 9 to 14
The measures below will allow us to achieve and meet the following:

- **BSIP Objectives:** "The first-choice mode for existing and new customers for most journeys across Derbyshire"
- **BSIP Outcomes/Targets:** Increases in; Passenger Journeys, Journeys on Time, Satisfaction with Journey Time, Satisfaction with Punctuality, Number of Signalled Junctions with Automatic Bus Priority, Overall Satisfaction.
Improvements to; Journey Times
- **DfT Topics:** There must be significant increases in bus priority

Surveys and stakeholder engagement have highlighted **punctuality** as one of the key areas where bus users would like to see improvements. Our extensive operator engagement has also highlighted that they wish to see increases in **bus priority** across Derbyshire, and they have supplied locations for potential interventions. Improvements to **punctuality**, **reliability**, and particularly **journey times** will allow operators to reinvest resources back into their schedules helping improve service efficiency.

Measure 9: Traffic Signalling Priority

This measure underpins the need to improve journey time, punctuality and reliability in all circumstances. A SCOOT-based Urban Traffic Control (UTC) System is already in place in Derbyshire as are countywide Automatic Vehicle Location (AVL) and Traffic Management Systems (TMS). These will be used to ensure that buses are given **priority at signalised traffic junctions,** helping keep services on time. Unlike bus lanes, these "softer" bus priority measures do not require additional highway space, are flexible, cost effective, and easy to install and maintain. **The design and implementation of this measure is already underway.**

By delivering a schedule of bus priority measures at all signalised junctions in Derbyshire starting in the first year of the BSIP, we will quickly improve **punctuality**, **reliability** and **journey times**. Within the first three years of BSIP, the majority of **traffic signal junctions in Derbyshire** will have automated bus priority and **by year 5, all signalled junctions in Derbyshire will have bus priority** as "standard". In Year 1 we will focus on hot spots (as identified by the bus companies and stakeholders). The traffic signal priority strategies will be constantly reviewed and refined using the BODS feedback into TMS and also reports from operators, and our new Pre-Emptive Traffic Management System (PTMS), an in-vehicle information system already financed by the DfT.

Measure 10: Addressing Network Pinch Points

As part of the development of the BSIP, bus operators have supplied the locations of network **hotspots** and **pinch points** which cause delay and affect reliability. This intelligence will be used to undertake a network study in consultation with stakeholders, supplemented by real time information systems and recent data. We will create **corridor-based approaches** to potential interventions for bus priority, and look at the appropriate solutions such as segregation and road space reallocation, etc.

Measure 11: Roadwork Management
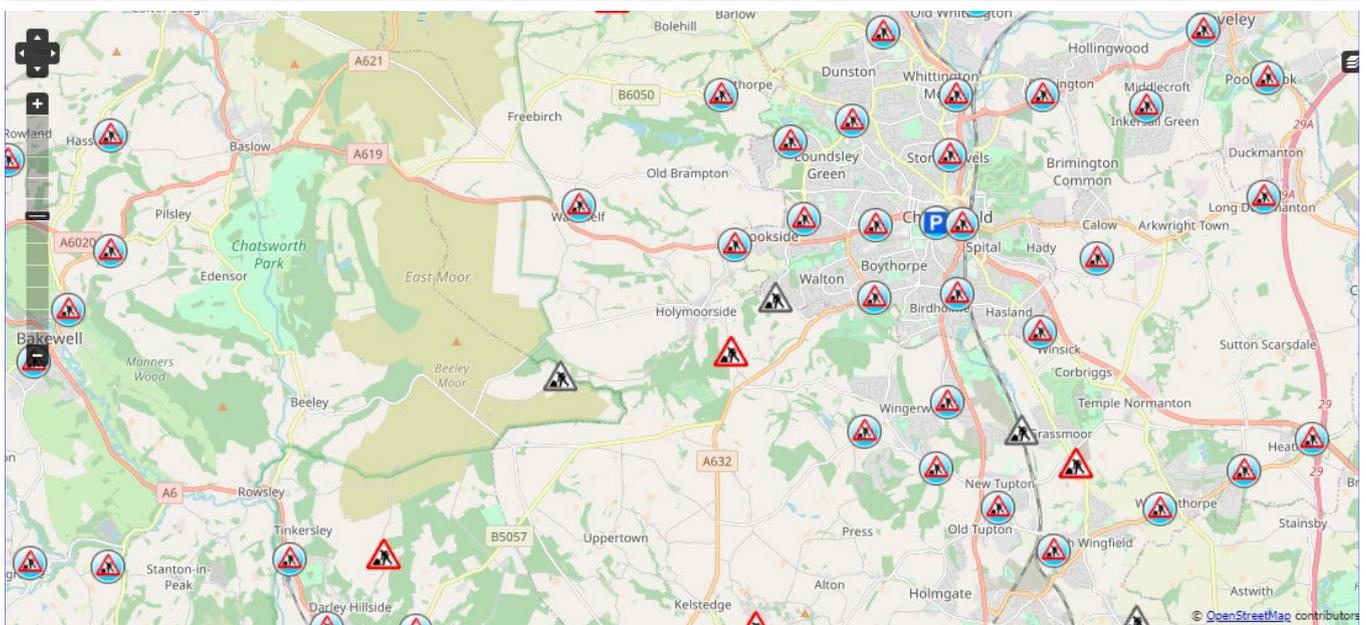
Through our extensive stakeholder engagement, operators have **constantly highlighted** the negative effect roadworks can have on service **punctuality** and **reliability**. We fully understand that roadworks need to take place, sometimes at short notice, but they can have a seriously **detrimental effect** on punctuality and reliability.

Using our new Traffic Management System, we will introduce a system of **on-line monitoring** of roadworks to alert bus operators directly via SMS,

Tweets and/or email of potential problems in **real time** and as soon as the Council is notified. More importantly, we have included in the BSIP proposals to **take control of the settings of temporary traffic signals**, facilitating timings (of each stage of the traffic signals) that are sensitive to actual conditions. This will be extremely valuable within the Peak District National Park, where variable traffic levels, especially in the Summer months, mean that existing temporary signal timings are nearly always sub

optimal, unduly delaying buses and their passengers.

To enable the advanced technology to be applied, we are in the process of modifying our system of **permits for roadworks** to insist on this technology. Finally, and integrating with other elements of the BSIP, we will use the facilities provided by our SCOOT-based UTC system in combination with the bus location system to give **priority to late running buses** at these roadwork sites.

Measure 12: Car Parking Enforcement

Illegally and inconsiderately parked cars can cause **traffic congestion** for all road users including buses. Through this BSIP we will ensure that our bus services become even more **reliable** and **punctual**, and we will reduce **journey times** by **tackling illegally** and **inconsiderately parked** cars in our

towns and on rural roads. Our BSIP will fund a number of additional **traffic wardens** and **camera enforcement vehicles** to help ensure that our buses can run punctually and reliably and meet the expectations of our bus users.

Measure 13: Bus Gates

In Derbyshire there are several **bus only approaches** to traffic signals. At these locations, we will, via the UTC system, give a late running bus **an absolute**

immediate priority upon arrival at the signals. This process is already underway and will represent a "quick win".

Measure 14: Review of Parking Charges

Parking charges are the responsibility of the eight Boroughs and Districts that make up Derbyshire. All have different parking charges and policies, as shown earlier, and we have engaged with each to discuss what changes could be made. It is apparent that any changes in car parking will need to be **delivered in parallel to improvements in bus services** and that adjustments cannot be introduced immediately. However, throughout the life of our BSIP we will commit to ensuring that the cost of parking a car for a whole day **is no less than the cost of a bus day ticket** for that area, and that those Boroughs and Districts which currently provide a free car parking permit for residents will offer a **free bus pass as an alternative**.

BSIP MEASURES 15 TO 17

Summary of Measures 15 to 17
The measures below will allow us to achieve and meet the following:

- **BSIP Objectives:** "Affordable to use"
- **BSIP Outcomes/Targets:** Increases in; Satisfaction with Value for Money, Overall Journey Satisfaction, Passenger Journeys, Modal Split, and Sales of Young Persons Ticket.
- **DfT Topics:** Fares must be lower and simpler

A key objective of our BSIP is to deliver a network that is **"affordable to use"**. In comparison with many other areas of England, satisfaction with **value for money** is relatively high in Derbyshire. The 2019 Passenger Focus survey showed that 72% of bus users in Derbyshire were fairly or very satisfied with value for money. This compared to an England-wide average of just 63%, and only three areas enjoyed a higher satisfaction score.

Despite achieving these levels of satisfaction, we are not complacent. Our own 2021 survey highlighted that amongst fare paying customers delivering **simpler** and **lower fares** is one of the key improvements that they would most like to see.

These measures will build on the firm foundations set by operators and the platforms developed by Travelmaster through which the Wayfarer Day Rover tickets in Derbyshire are already delivered. Using existing platforms and technology will allow us to **introduce these measures efficiently and cost effectively.**

Measure 15: Lower Fares for Key Groups

Derbyshire County Council will work with bus operators to introduce a suite of new concessionary tickets for customer groups such as **students**, **young people**, and **job seekers**. We will offer these targeted user groups **a 50% discount** on standard adult fares.

The targeted discounts will encourage **younger people** to continue using the bus at a time when they may be considering buying their first car. The measures will also help to **reduce social isolation**, and lend a helping hand to **those looking for work**. These discounts will help to **grow passenger numbers** and deliver higher levels of **overall customer satisfaction** by reducing the cost of bus travel.

Measure 16: Promotional Ticketing Offers

We will deliver a programme of highly **targeted ticketing promotions** linked to our marketing campaigns. We will work with our bus operator partners and marketing experts to identify **customer segments** who we can **target with fare offers**. We will develop **Green Transport Plans** for those key locations on our bus network that could generate even more journeys, such as large employment sites and hospitals. These offers will help encourage non-bus users to **try the bus for the first time** and encourage existing bus users to **make additional journeys**. Ultimately, these focused fare offers will allow us to deliver **customer growth** over the life of the BSIP.

Measure 17: Contactless Payment and Fare Capping

Most bus operators in Derbyshire already have smart electronic ticket machines (ETMs). However, to make ticketing simpler we will achieve **100% coverage** allowing every single bus to accept **contactless payments,** and **collecting data** that will be invaluable in planning future bus service improvements.

Investment in state-of-the-art ticket machines will allow the introduction of **fare capping** across the area covered by the BSIP and funding through this BSIP is sought to pay for **ETMs for small operators (<10 vehicles) and any additional equipment such as QR code readers required by other operators.**

BSIP MEASURES 18 AND 19

Summary of Measures 18 to 19
The measures below will allow us to achieve and meet the following:

- **BSIP Objectives:** "The first-choice mode for existing and new customers for most journeys across Derbyshire", "Affordable to use"

- **BSIP Outcomes/Targets:** Increases in; Satisfaction with Value for Money, Overall Journey Satisfaction, Passenger Journeys.

- **DfT Topics:** There must be seamless, integrated local ticketing between operators and this should be across all types of transport

Within Derbyshire there are already some **excellent examples** of **integrated ticketing** across modes. This includes the Derbyshire **Wayfarer Day Rover** Ticket and **Plusbus** both of which allow travel by both bus and rail. We will review how these offers could be improved, for example there are a number of railway stations in Derbyshire that currently do not offer Plusbus ticketing.

Measure 18: Introduction of Multi-operator Bus Ticket

A **multi-operator** and **multi-modal** bus ticket already exists in Derbyshire. The Derbyshire Wayfarer Day Rover ticket allows customers to make **unlimited trips** on trains and on bus services provided by most bus operators. The ticket can also be used to make some journeys outside of the county providing the journey starts or finishes in Derbyshire. This ticket will continue in an enhanced format, as it meets one of the key BSIP ticketing objectives.

In **Year 1 of BSIP**, we will introduce a bus only version of the Derbyshire Wayfarer Day Rover Ticket for the **whole of Derbyshire** including **weekly** and **monthly** versions. It will offer **great value** with its cost being benchmarked against the appropriate individual operator tickets. As this work progresses, the Wayfarer is likely to be replaced with more advanced multi-modal and multi-operator ticketing options, but its initial development, from this successful platform, allows a "**quick win**".

Over the life of the BSIP we will work with operators to **introduce lower cost** multi-operator tickets for smaller geographical areas, such as Chesterfield. Not only will we do this in respect of multi-operator tickets, we will achieve the same for multi-modal tickets to allow travel by train too. This measure will also assist with **connectivity of services**, one of the highest priorities highlighted by frequent and infrequent bus users in our survey.

Measure 19: Qualifying Agreements Introduced

Working with our bus operator partners we will put in place **Qualifying Agreements** to quickly deliver inter-availability of tickets on shared corridors. Customers just want to jump on the first bus that comes along going in their direction. Through this BSIP we will put the **customer first** and enable operators to **accept each other's tickets** whether they are return, day, weekly or monthly, facilitating easier and more seamless journeys for bus users. We will ensure through the BSIP that all multi-operator and **multi-modal** tickets are also accepted and **allow travel on DRT services** as well.

BSIP MEASURES 20 AND 21

Summary of Measures 20 to 21
The measures below will allow us to achieve and meet the following:

- **BSIP Objectives:** "The first-choice mode for existing and new customers for most journeys across Derbyshire", "Available for more journeys to grow to meet customer needs", and "A connected network that helps reduce social isolation".

- **BSIP Outcomes/Targets:** Increases in; Passenger Journeys, Improved Overall Journey Satisfaction, Increased Modal Share.

- **DfT Topics:** Service patterns must be integrated with other modes.

Surveys have indicated that **improved connectivity with other bus and rail services in Derbyshire** is the single most important improvement customers would like to see. We will therefore consider how to **improve connectivity** between multiple modes and how investment in the network will greatly help deliver **modal shift**.

## Measure 20: Improving Connections

When passengers are required to change between bus services or other modes, it can be perceived as an obstacle that passengers find challenging. There have been a number of studies around the topic, but it is widely accepted that for public transport to present a viable alternative to the car, **transitions between modes need to be as seamless as possible**. Connectivity relies upon **integrated ticketing**, wider availability of information, and improved waiting facilities, all of which are being dealt with by measures outlined elsewhere in this chapter.

Through our Improving Connections measure, which is to be integrated with other initiatives such as **Transport Hubs**, we will facilitate timetable reviews to foster better connections and co-ordination of bus services with other bus services and other modes including train and DRT.
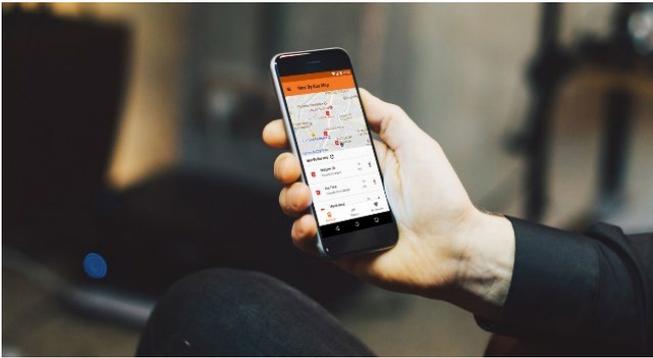
Measure 21: Park and Ride

Congestion is a problem in parts of Derbyshire. The Peak District National Park in particular has experienced a significant increase in staycation visitor numbers, as our constant liaison with officers from the National Park has identified. Through the BSIP we will work with all the Districts and Boroughs and the Peak District National Park to consider options for developing Park and Ride sites, perhaps combining with **Transport Hubs** as a surrogate to traditional Park and Ride. We are seeking funding to allow us to develop a feasibility study of potential park and ride sites, including seasonal "pocket" Park and Ride.

BSIP MEASURES 22 TO 27

Summary of Measures 22 to 27
The measures below will allow us to achieve and meet the following:

- **BSIP Objectives:** "The first-choice mode for existing and new customers for most journeys across Derbyshire", and "Welcoming and friendly for existing and new passengers".
- **BSIP Outcomes/Targets:** Increases in; Number of Stops with Real Time Information, Passenger Journeys, Overall Journey Satisfaction, and Modal Share.
- **DfT Topics:** The local bus network is presented as a single system that works together, with clear passenger information.

Using the bus for the first time can be daunting for many people faced with a multitude of operators, ticket types, information sources, etc. The measures below aim to **demystify using the bus** in Derbyshire and give non bus users the confidence to use services for the first time.

Transport Focus regularly publishes guidance highlighting that making buses as simple and as easy to use as possible will encourage more people to use public transport. The 2021 survey conducted by Derbyshire elicited responses from not only pre pandemic regular bus users but also non-current users, to understand the barriers and improvements which could encourage bus use. The responses helped to shape our BSIP, particularly setting of priorities. One third of respondents wanted to see **improved real-time information** at bus stops and interchanges. One quarter of respondents wanted to see information that was kept **up to date** and was **clear** and **easy to understand**. One fifth of respondents want Derbyshire to introduce a **single transport app** that incorporates information and ticketing purchase.

Measure 22: Brand for Buses in Derbyshire

Working with our bus operator partners, the County Council will develop an **overarching "One Derbyshire" brand** for the bus offer in Derbyshire. We will develop a cohesive brand for **information provision**, multi-operator ticketing and infrastructure such as has been achieved by the Intalink brand in Hertfordshire and the Robin Hood Network in Nottingham.

The **overarching brand** will help signpost customers to information, **multi-operator tickets**, the new regime of **shelter management**, and which organisations are responsible for each aspect of the bus offer. It will help highlight to customers the extent of the bus network in Derbyshire giving them the **confidence to try out new routes**, driving up passenger numbers.

Measure 23: One Stop Website

We will develop a new **one stop website** that will allow people to access all **timetable information**, **plan journeys** and **monitor their buses** in real time on their computers, tablets and mobile phones. The website will give customers the opportunity to

provide feedback, with **KPIs** in place for response times to comments that have been received. Again, this will be presented under the **"One Derbyshire"** single brand.

Measure 24: All Operator App

We will introduce a new countywide **all operator app** which will replicate the **One Stop Website**, providing all the information customers need to use services in a **clear** and **easy to understand** way. It will provide information on **bus fares** and allow customers to purchase multi-operator, multi modal and individual operator tickets. It will help in the

understanding of our bus services and make bus travel **easy and seamless**. This will be marketed under the **"One Derbyshire"** branded network, with all the various bus routes presented as a **single united integrated system** rather than a number of individual operator services. The app will link to our new website.

Measure 25: Real Time Information Provision

Derbyshire's research with bus users and non-bus users, as well as bus operators, has told us more real time information is likely to encourage people to use bus services. Derbyshire has already invested extensively in this area as part of the joint D2N2 (Derby, Derbyshire, Nottingham, Nottinghamshire) real time scheme and we will **increase** the number

of bus stops with real time information displays. We will ensure **displays are provided** at **all major bus interchanges** and **Transport Hubs**, at all **rail stations** and within **major public buildings** served by buses such as **hospitals**. Targeting of other locations will use a multi criteria assessment of passenger numbers, frequency of bus routes, and the

need to make connections. By the end of our BSIP, 60% of all bus stops in Derbyshire will have real time information displays. We will target our investment on the most **heavily used bus stops, expanding on existing real time systems** currently in operation in Derbyshire to maximise value for money. The expanded real time information signage network will assist the coordinated strategy, bringing together the teams across the D2N2 region that currently manage and distribute real time information systems. Building on the RTI system upgrade currently being delivered by Derby-Nottingham **Transforming Cities** project, and guided by the D2N2 RTI Partnership and its delivery strategy, we will seek to maximise the benefit of the system across the whole region.

Measure 26: Improved Roadside Information

Bus operators and bus users have both highlighted the need to improve the quality of printed roadside information. Bus stops will have a **timetable display case and timetable**. Roadside timetables will present information in a **clear** and **simple** format that is **easy for customers to understand** and will also feature **simple route diagrams**. On shared routes, the timetables of individual operators will be amalgamated to ensure that the customer has a **clear view** of the overall service provided. As part of this measure, we will also display **local area network maps** at key stops marketed under the **"One Derbyshire"** brand. We will require funding for the purchase of timetable cases, production of timetable information and its distribution.

Measure 27: Improved Bus Timetables

Older people in particular have told us that they really value availability of printed timetables. We will ensure that **individual timetables** are available in **printed format** for all services as they are a valuable way for passengers to find the times of their local services. They will include a **frequency** **guide** highlighting **first and last bus**, **full timetable information** and **route map**. Timetables will be available **on-bus** and through a wide range of **outlets countywide**. We will ensure that they present information in a **simple** and **easy to understand** way.

BSIP MEASURES 28 TO 31

Summary of Measures 28 to 31
The measures below will allow us to achieve and meet the following:

- **BSIP Objectives:** "The first-choice mode for existing and new customers for most journeys across Derbyshire", and "Welcoming and friendly for existing and new passengers".
- **BSIP Outcomes/Targets:** Increase in; Percentage of Euro 6 Buses (or better), Passenger Journeys, Overall Journey Satisfaction, Satisfaction with Interior Cleanliness and Condition, Percentage of Vehicles with Next Stop Announcements, and Modal Share.
- **DfT Topics:** Modern buses and decarbonisation

One fifth of respondents in our survey conducted in August 2021 indicated that investment in **greener** and more **environmentally friendly** buses would encourage travellers to increase bus usage for their journeys.

Through the implementation of the Derbyshire **Climate Change Strategy – Achieving Net Zero**, the Council is working with partners to **reduce emissions** and achieve a **"Net Zero"** target by 2050. The County Council has an ambitious target to reduce carbon emissions by 2032 or sooner through its **Carbon Reduction Strategy**. The Council is currently developing a **Climate Change Strategy** and **Action Plan** setting out how emissions will be further reduced in the future. Our BSIP will help Derbyshire to achieve these targets by introducing more low and **zero emission** buses, and by encouraging more people to use the bus and leave their cars at home. The BSIP will complement other strategies being implemented by the County Council to help eliminate emissions in the county.

Measure 28: Move Toward Euro 6 fleets

As of June 2021, 35% of the combined bus fleet was reported as being of a Euro 6 standard. In future, all the buses in Derbyshire that operate the highest mileage must be **Euro 6 as a minimum**. Derbyshire operators are committed to replacing non-Euro 6 buses with Euro 6 buses. We will increase the percentage of Euro 6 (or better) buses within the fleet to 95% by 2029/30. **No funding** is required for this as operators have committed to these standards as part of their partnership contributions.

Measure 29: Fleet Engine Retrofit

Some operators have indicated that they may prefer to retrofit some of their vehicles to bring their emission standards up to **Euro 6**. Retrofit technology **reduces roadside nitrogen dioxide** (NO_2) concentrations. All retrofit solutions used in Derbyshire will be those approved by the **Clean Vehicle Retrofit Accreditation Scheme** (CVRAS). Bringing existing vehicles to Euro 6 standards will help the County Council achieve goals set out in its wider **decarbonisation strategies** as well as those set out in the BSIP.

Measure 30: Zero Emission Buses

Not only are bus operators in Derbyshire committed to operating Euro 6 buses, they are also committed to delivering **zero emission buses** across Derbyshire. The County's **Low Carbon Mobility Task Force** (LCMTF) led by the private sector with representation at a senior level from the County Council and the City of Derby, will introduce a lower carbon economy in the Region through partnership working.

The LCMTF has been active for many months and, as part of its remit, is arranging for the introduction of **hydrogen dispensing stations**, initially for buses, but for wider use in the future. In addition, LCMTF is considering fast-tracking a public transport demonstrator for rural as well as urban **hydrogen/electric powered vehicles**.

Notwithstanding the work of the LCMTF, through this BSIP, funding is being requested for an **initial introduction of hydrogen powered buses** in Derbyshire which will be delivered within **the first four years of the BSIP**. This will include a contribution to the purchase of vehicles and refuelling facilities. This work, in the rural areas of Derbyshire, will be based on "**green H$_2$**", with hydrogen being produced on-site from renewable sources, drawing on results of the joint work over the past year with the **University of Sheffield and the Peak District National Park Authority**.

Measure 31: Minimum Vehicle Specifications

Working with our bus operator partners we will put in place **minimum vehicle specifications**. These will be reflected in our **Customer Charter**. Specifications will include features to improve accessibility such as **audio** and **visual** announcements, Wi-Fi, USB charging, CCTV, separate space for pushchairs, wheelchairs and luggage. We will create a **welcoming bus environment** where people feel comfortable and safe so that everybody can **travel with confidence**.

BSIP MEASURES 32 TO 35

Summary of Measures 32 to 35
The measures below will allow us to achieve and meet the following:

- **BSIP Objectives:** "The first-choice mode for existing and new customers for most journeys across Derbyshire", and "Welcoming and friendly for existing and new passengers".
- **BSIP Outcomes/Targets:** Increases in; Passenger Journeys, Overall Journey Satisfaction, Modal Share, Satisfaction with Bus Driver Greeting/Welcome, and Satisfaction with Interior Cleanliness and Condition.
- **DfT Topics:** Give Bus Passengers More of a Voice and Say.
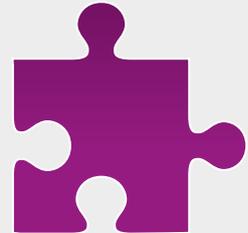
It is vital to listen to the views of our **most important stakeholders** - our **customers** - so not only will we give passengers a voice so they can tell us exactly what improvements they would like to see, we will also ensure that we keep them fully aware of the **progress we are making against our targets** in this BSIP. We will do this by ensuring regular BSIP **updates** are made available through a variety of channels including on the Derbyshire County Council website and supplemented by the availability of paper reports.

Operators already **listen to customer feedback** and **welcome all comments** received. Through this BSIP we will amplify the voice of the customer to ensure their feedback is heard clearly.

Measure 32: Establish Customer Charter

In partnership with operators the County Council will introduce a **Customer Charter** for bus services in Derbyshire. The Customer Charter will be based on our operators' existing arrangements, and best practice **guidance provided by Transport Focus**. This will include **money back and last bus guarantees** to ensure that people can always reach their destination. If alternative transport has to be arranged for people with disabilities, then the County Council will ensure that all vehicles used are **fully accessible**. The Customer Charter will **provide confidence** in services for existing bus users and non-bus users considering using services for the first time. It will **provide redress** on the occasions when things don't quite go to plan.

Together with bus operators, the County Council will define **minimum quality standards** that will be adopted by all operators and which will be aligned with the Customer Charter. The standards will cover all aspects of service delivery and all **touch points** experienced by customers while using local bus services. In particular we will ensure that **minimum standards** are set in partnership with bus operators in respect of **cleaning standards** and schedules. This is particularly important to customers following the pandemic. We will also ensure, for similar reasons, that there is a robust **cleaning schedule in place for roadside infrastructure** and **interchanges.** We will also set out customer care training standards to ensure the highest standards from our **Bus Drivers** who are "the face" of bus services in Derbyshire.

Table 12. Universal Quality Standards

Frequency and hours of operation	Reliability	Punctuality	Fares & ticketing
Changes to services	Bus stops, stations and interchanges	Journey times	Information to users
Customer support & feedback	Visual standards	Branding	Drivers
Data & monitoring	Customer charter		

Measure 33: Communication Strategy for Disruptions

Customers need information in good time to make alternative plans if they cannot use their normal bus services. We will develop a **communications strategy**, policies and procedures, to ensure that customers are made aware of changes to timetables, routes and fares, and disruptions to services. We will **communicate with passengers** using a wide range of channels including social media, dependent on the various customer profiles and their preference for communications media. This measure will **enhance customer** confidence in the bus services being provided.

Measure 34: Annual Surveys

To ensure that we continue to **listen to our customers**, and to measure progress against our targets, we will commission Transport Focus to carry out annual **Bus User Surveys** each year throughout the life of the BSIP.

We will also carry out **interim surveys** on any services that are highlighted in the annual surveys as not performing to standard. These surveys will be conducted by our "Community Bus Champions". We will, as required by the DfT, **publish our performance** against the targets set.

We will also establish a **Bus User Forum**, which will meet quarterly and will be organised and facilitated by our "**Community Bus Champions**".

Measure 35: Community Bus Champions

The County Council will employ a team of **"Community Bus Champions"** to engage with customers, lend a helping hand when required, taking the successful experience the Council has of leading the **Community Rail Partnerships** across Derbyshire as an example of what can be achieved. Work will include :

- Developing **Green Transport Plans** for major journey attractors such as large employers, hospitals, schools and colleges
- Establishing a network of **volunteer bus users' groups**
- **Working with schools** to encourage bus use
- Working with **disabled people**
- **Disseminating information** relating to service changes
- Delivering **Town Centre Information Days**
- Marketing the **"One Derbyshire"** network.

BSIP MEASURES 36 TO 37

Summary of Measures 36 to 37
The measures below will allow us to achieve and meet the following:

- **BSIP Objectives:** Additional Staff will ensure delivery of all BSIP Objectives.
- **BSIP Outcomes/Targets:** Additional Staff will ensure all BSIP Outcomes and Targets are achieved.
- **DfT Topics:** Staffing and procedures.

Measure 36: Additional Resources

In order to deliver this bold and ambitious BSIP, **additional staff resource is critical**. The implementation of our BSIP measures will require **project management** and specialist technical resources. We will require the following additional staff:

- A BSIP implementation **project manager**
- Three posts in the **roadside infrastructure team** which will include delivering bus priority measures
- Two posts with responsibility for **improving information provision**, including an expansion in the number of real time Information signs
- Two **Community Bus Champion** posts with responsibility for **community engagement**, and **marketing and promoting** the use of bus services
- Two posts to manage bus **service improvements**, including the **expansion of DRT** and **Transport Hubs**

- One post to deliver the **new ticketing** and **youth concessionary fares** arrangements
- One post to **monitor and report** on the various performance measures in the BSIP and to support the **Enhanced Partnership Board**.

These staffing costs have been calculated to be **less than 3%** of our total BSIP funding request.

Measure 37: Regular updating

As highlighted in Chapter 5, we will **review our BSIP** on a regular basis and **report our progress** to a wide range of stakeholders **including bus passengers**. Reviews will ensure that we react to changes in needs and expectations, and, the prevailing operating environment. Our BSIP will be a **living document** which will evolve and change over time to ensure that we **meet our targets** and **objectives**.

BSIP MEASURE 38

Summary of Measure 38
The measure below will allow us to achieve and meet the following:

- **BSIP Objectives:** "The first-choice mode for existing and new customers for most journeys across Derbyshire".
- **BSIP Outcomes/Targets:** Increases in; Passenger Journeys, Overall Journey Satisfaction, and Modal Shift.
- **DfT Topics:** Longer term transformation of networks through Bus Rapid Transit and other measures.

Measure 38: Introduce BRT Services

Bus Rapid Transit (BRT) is not currently considered to be appropriate in Derbyshire, although our focus on corridors with enhanced bus priority will in places provide similar outcomes. However, towards the end of the BSIP period, or when circumstances change, we will **instigate a study** to identify whether BRT should be actively pursued. Such circumstances may include **collaboration with nearby cities** or, perhaps, to and from the proposed **HS2 stations.**

BSIP Funding and Implementation Plan

Financial Support Required

The table below is a summary of the required financial support for our ambitious BSIP. This has been derived by a **bottom up approach from first principles** rather than assuming what level of support we would require for each different "output".

Table 13. Financial Support Summary

Topics	Year 1 (£m)		Year 2 (£m)		Year 3 (£m)		Year 4 (£m)		Year 5 (£m)		Total Cost (£m)
	Capex	Revenue	Capex	Revenue	Capex	Revenue	Capex	Revenue	Capex	Revenue	
Strategic Item – Transport Hubs	£0.050	£0.000	£0.500	£0.200	£1.000	£0.200	£1.000	£0.200	£0.500	£0.200	**£3.850**
Intensive services and investment on key corridors, with routes that are easier to understand	£0.040	£12.415	£0.000	£10.740	£0.000	£9.300	£0.000	£8.198	£0.000	£7.276	**£47.969**
There must be significant increases in bus priority	£0.850	£0.010	£3.800	£0.070	£3.800	£0.080	£4.800	£0.090	£4.800	£0.100	**£18.400**
Fares must be lower and simpler	£0.000	£2.050	£0.000	£2.500	£0.000	£2.500	£0.000	£2.500	£0.000	£2.500	**£12.050**
The local bus network is presented as a single system that works together, with clear passenger information	£1.150	£0.400	£0.900	£0.450	£0.900	£0.450	£0.900	£0.450	£0.900	£0.450	**£6.950**
Modern buses and decarbonisation	£0.210	£0.200	£4.025	£0.250	£2.950	£0.250	£2.950	£0.250	£2.950	£0.250	**£14.285**
Give bus passengers more of a voice and a say	£0.050	£0.200	£0.000	£0.295	£0.000	£0.295	£0.000	£0.295	£0.000	£0.295	**£1.430**
Total cost (£m)	**£2.350**	**£15.275**	**£9.225**	**£14.505**	**£8.650**	**£13.075**	**£9.650**	**£11.983**	**£9.150**	**£11.071**	**£104.934**

Implementation Plan

We anticipate that delivering all of these measures will take five years from April 2022. To allow us to plan the sequence of when measures will be introduced, we have developed a delivery plan which is shown in the Figure below. If our BSIP is to deliver all of the objectives and targets we have set, then it will require all of the **£104.934 million** shown in Table 13. However, as requested by the DfT, we have identified the measures which are a particular priority. The measures have therefore been ranked as follows in terms of funding need:

- Critical
- Very High
- High
- Medium
- Low

Figure 24. Delivery Plan

Derbyshire County Council - BSIP 2022-2027 - Indicative Timescale
All Measures

Derbyshire County Council BSIP Measures	Priority	21	2022	2023	2024	2025	2026	2027
Transport Hubs – "Our Large Scheme Proposal"	**Critical**							
Measure 4: Supporting Existing Service Levels	**Critical**							
Measure 5: Serving Key Attractors	**Critical**							
Measure 9: Traffic Signalling Priority	**Critical**							
Measure 15: Lower Fares for Key Groups	**Critical**							
Measure 20: Improving Connections	**Critical**							
Measure 25: Real Time Information Provision	**Critical**							
Measure 36: Additional Resources	**Critical**							
Measure 1: Enhanced Frequencies & Corridor Improvements	**V High**							
Measure 3: Set Service Change Dates	**V High**							
Measure 6: Bus Shelter Provision	**V High**							
Measure 7: Marketing Campaign	**V High**							
Measure 8: Planning Policies and procedures	**V High**							
Measure 10: Addressing Network Pinch Points	**V High**							
Measure 11: Roadwork Management	**V High**							
Measure 13: Bus Gates	**V High**							
Measure 16: Promotional Ticketing Offers	**V High**							
Measure 18: Introduction of Multi-operator Bus Ticket	**V High**							
Measure 19: Qualifying Agreements Introduced	**V High**							
Measure 28: Move Toward Euro 6 fleets	**V High**							
Measure 32: Establish Customer Charter	**V High**							
Measure 37: Regular Updating	**V High**							
Measure 2: Additional Bus Services including DRT	High							
Measure 12: Car Parking Enforcement	High							
Measure 17: Contactless Payment and Fare Capping	High							
Measure 23: One Stop Website	High							
Measure 24: All Operator App	High							
Measure 29: Fleet Engine Retrofit	High							
Measure 30: Zero Emission Buses	High							
Measure 31: Minimum Vehicle Specifications	High							
Measure 34: Annual Surveys	High							
Measure 14: Review of Parking Charges	Medium							
Measure 22: Brand for Buses in Derbyshire	Medium							
Measure 26: Improved Roadside Information	Medium							
Measure 27: Improved Bus Timetables	Medium							
Measure 33: Communication strategy for disruptions	Medium							
Measure 35: Community Bus Champions	Medium							
Measure 21: Park and Ride	Low							
Measure 38: Introduce BRT Services	Low							
Planning/Development-Implementation-Refinement/Operation								

Reporting

In this chapter we will highlight how we have established a BSIP Steering Board and how this will evolve into the body which will deliver an Enhanced Partnership, reporting on progress and ensuring that the BSIP remains an ever evolving document.

We have established a **Steering Board** to ensure that the Derbyshire Enhanced Partnership **delivers for customers** as set out in the Bus Service Improvement Plan. This Board has already been instrumental in guiding the various **working groups** and **reviewing** and **agreeing targets** and **measures contained** within this BSIP.

The Steering Board is currently made up of **senior representatives** from Derbyshire County Council, including the senior **Elected Members** responsible for transport; bus operators; and **community transport** providers. In agreement with all parties, bus operators that sit on the Board represent the views of all other bus operators in the county, with

Appendix C including the letters of support from these organisations. The Steering Board is chaired independently by **Professor Margaret Bell**, Science City Professor of Transport and Environment at the University of Newcastle and former Derbyshire resident. Professor Bell has provided **challenge** and **guidance** during our BSIP preparation as well as working with the County Council in relation to our post COVID-19 recovery strategy. Margaret's international experience and reputation has greatly augmented the skills brought to the Board by its other members.

As the Steering Board develops into the body that guides the implementation of our BSIP through an **Enhanced Partnership**, its membership will be widened in accordance with an agreed Terms of Reference. Representatives will be sought from groups such as **bus users**, **local businesses**, and the Derbyshire Borough and District Councils. Representatives of neighbouring **Local Authorities**

may also be invited - indeed, **Derby City Council** has been represented in many of our BSIP planning meetings.

Every 12 months, or at key reporting points, the Partnership will review **progress** that is being made against our targets, and where necessary adjust these to take account of changing circumstances, broadly:

- Where better progress has been made against targets, adjusting to more ambitious targets if it is considered that the improved progress can be sustained; and
- Recalibrating timescales for targets which prove to be more difficult to achieve than envisaged, so that monitoring takes place against more realistic timescales.

The results of the BSIP monitoring will be **published on Derbyshire's website** and will be used as the basis for the **wider consultation** process.

Conclusion

AMBI

Ambition is at the heart of Derbyshire's BSIP. Working with many stakeholders and also recognising the needs of adjacent Local Transport Authorities, our BSIP contains an integrated set of measures, addressing the needs of customers and the **DfT's desired outcomes**. Increased bus patronage and modal shift, lower fares and improved connectivity will be achieved through the compound effect of many integrated measures. This **multifaceted approach**, with a c**arefully planned programme of work**, will start before the financial settlement is known, so that in April 2022 our BSIP will launch at a pace rather than from a standing start.

Modal shift is our biggest ambition. Initial work will focus on important items such as **bus priority** that can, and will, be delivered very quickly building on our existing Traffic Management system to provide immediate benefits in terms of **punctuality and reliability**, and make buses the number one choice for most journeys in Derbyshire. Many of the **benefits will be realised quickly**, whilst others will take longer to mature. Our BSIP is designed to be **sustainable into the future** and as patronage increases so will fares revenue, reducing need for funding support.

"Bus Back Better", in Derbyshire, will mean just that. Our BSIP, though, is not just a defensive arrangement to revert to the pre-COVID situation but will **realise opportunities** to deliver many improvements that our customers and stakeholders want and, expect. We will listen to our customers via the **Customer Charter** and also the regular and frequent surveys, to refine our plans as the initial successes of our BSIP are delivered, building on strengths.

Innovation will be incorporated via an **integrated back office system** for DRT planning, booking and payment, and also for minimising the negative effect of roadworks by **controlling the timings of temporary traffic signals**. New technologies for a new era in public transport for Derbyshire will be a hallmark of our work.

T I O N

Transport Hubs form our overriding **Strategic Project**, providing massively increased **connectivity** for rural communities and those in the more urban areas that have not got the same accessibility to employment and services as other locations. Where trunk rail or bus services are not present or are infrequent, connectivity will be supplemented by **Demand Responsive Transport** using **low carbon** fuel sources. **Total Transport** will be at the heart of this, as the needs of the NHS and educational transport are considered within this holistic project connecting people to the places they wish to go, when they want to go.

Inclusiveness is at the heart of our BSIP, ensuring that all members of our communities can enjoy the benefits it will bring. **Accessibility across 100% of vehicles, real time information** at bus stops and on buses for hearing impaired people, next stop announcements for visually impaired people will be provided This will bring together people from across Derbyshire and beyond, whether they live in the deepest rural locations to bustling urban centres. Everyone will have access to our public transport network be it through conventional bus services or DRT, as we push our improvements forward nobody will be left behind.

Of pervading influence in this BSIP is contributing to **Net Zero** with a **modal shift** to public transport, including buses, with a focus on engine types, and the potential use of electric/hydrogen powered buses, with **locally generated energy** from renewable sources whenever possible. This will integrate and complement our Transport Hub strategic project.

None of the BSIP will be delivered in isolation. The work is already influencing our new **Local Transport Plan** and it also incorporates the needs of town centre revival and other local, regional and national investment in our communities. Our **Steering Board** arrangements with bus companies and the **Enhanced Partnership** have laid the foundations for the successful delivery of our BSIP, adapting it over time to meet prevailing circumstances and to **build on our successes** for the **benefit of the travelling public and our economy**.

Overview table

The following table provides an overview of the scope and scale of the ambitious Derbyshire BSIP.

Name of authority or authorities:	Derbyshire County Council
Franchising or Enhanced Partnership (or both):	Enhanced Partnership
Date of publication:	October 2021
Date of next annual update:	October 2022
URL of published report:	https://derbysbus.info/

Targets	2018/19	2019/20	Target for 2024/25	Description of how each will be measured (max 50 words)
Journey time	U/A	U/A	80%	The percentage of journeys where the maximum actual journey time is within 15% of the minimum journey time. Measured via the TMS using geofences.
Reliability	U/A	U/A	95%	Performance will be measured using the Government's ABOD (Analyse Bus Open Data) service
Passenger numbers	24.1m	21.3m	24.1m	Data from operators on total journeys
Average passenger satisfaction	95%	93%	97%	Using proportion of passengers responding 'very satisfied' or 'fairly satisfied' to applicable question in transport surveys

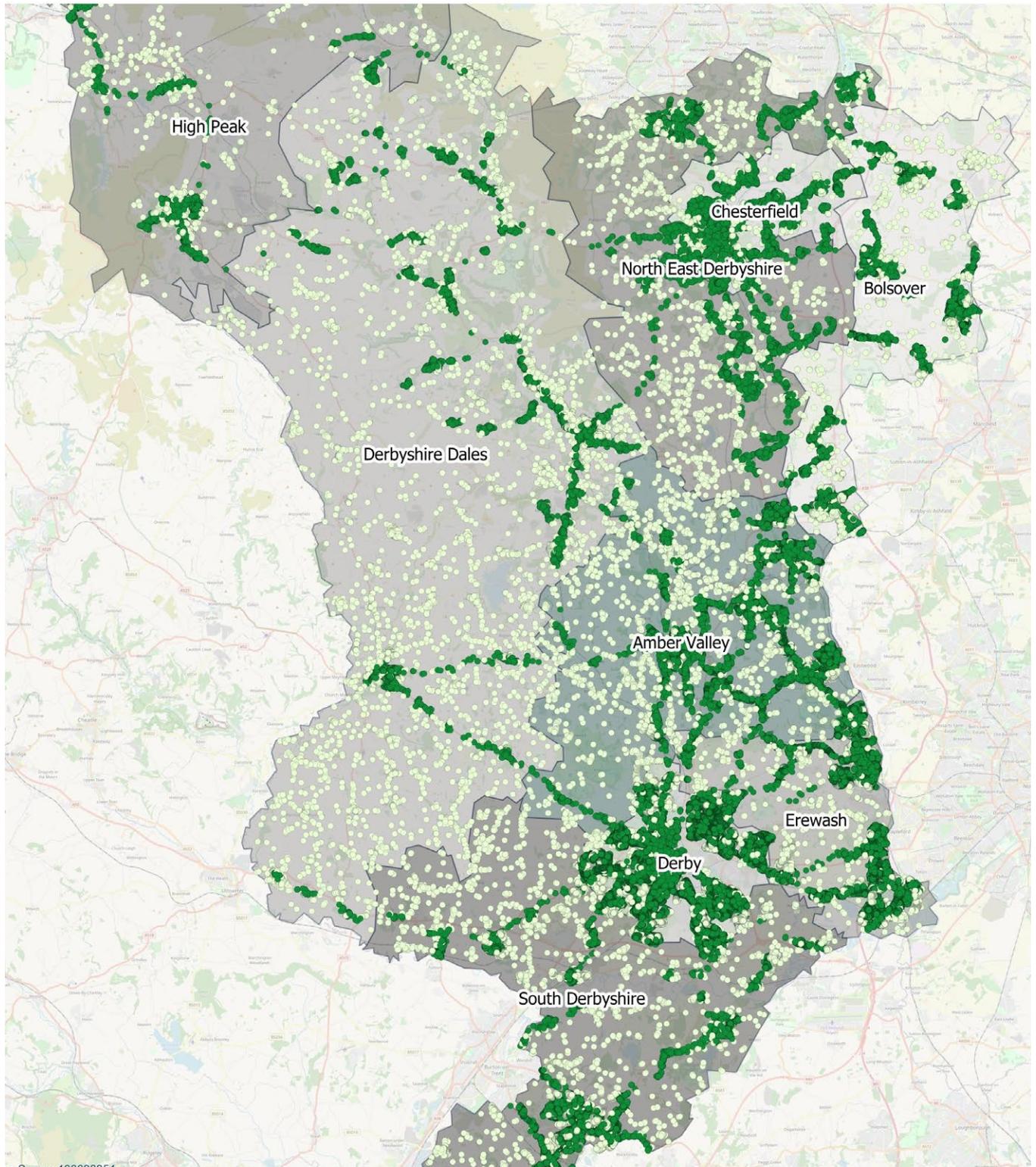| Delivery - Does your BSIP detail policies to:	Yes/ No	Explanation (max 50 words)
Make improvements to bus services and planning		
More frequent and reliable services		
Review service frequency	Yes	Depending on funding and changes proposed by operators we will increase frequencies on core corridors to every 10 minutes during the weekday daytime and every 30 minutes at other times. We wish to provide more access to services in rural areas, which may be provided by bus and/or DRT.
Increase bus priority measures	Yes	During the life of the BSIP we will introduce bus priority at **all** signalised junctions, bus gates and address a list of operator provided "hot spots". We will introduce more robust roadwork management and parking enforcement.
Increase demand responsive services	Yes	We will build on existing excellent Derbyshire Connect DRT services through the delivery of four brand new DRT pilots. DRT will be central to our Transport Hub proposals.
Consideration of bus rapid transport networks	Yes	We will instigate a study to identify whether BRT should be actively pursued. Such circumstances may include collaboration with nearby cities or, perhaps, to and from the HS2 stations.
Improvements to planning / integration with other modes		
Integrate services with other transport modes	Yes	Our Transport Hubs initiative will facilitate the integration of services delivered by various modes including bus and DRT. We will introduce new multi-operator and multi modal tickets. Operators are committed to looking for opportunities to improve connectivity between bus services and between bus and other modes such as train.
Simplify services	Yes	We will work with operators to simplify bus services through network reviews. This will include introducing turn up and go services where possible and by using Qualifying Agreements to create even headways on shared corridors.
Review socially necessary services	Yes	Socially necessary routes will be reviewed. Through the Enhanced Partnership, we will establish holistic area-based network reviews to review both the commercial and supported networks. We will further develop "Total Transport" and consider the use of DRT to deliver services.
Invest in Superbus networks	Yes	We will coordinate investment so that investment by operators in vehicle and timetable improvements is matched with investment in infrastructure in order to create a Superbus network on key corridors.
Improvements to fares and ticketing	Yes	We will introduce new multi-operator and multi modal tickets as well as discounted tickets for targeted groups such as Young People. We will also introduce automatic fare capping.
Lower fares	Yes	We will deliver ticketing offers aimed at delivering lower fares for passenger groups such as Young People and helping people back to work.

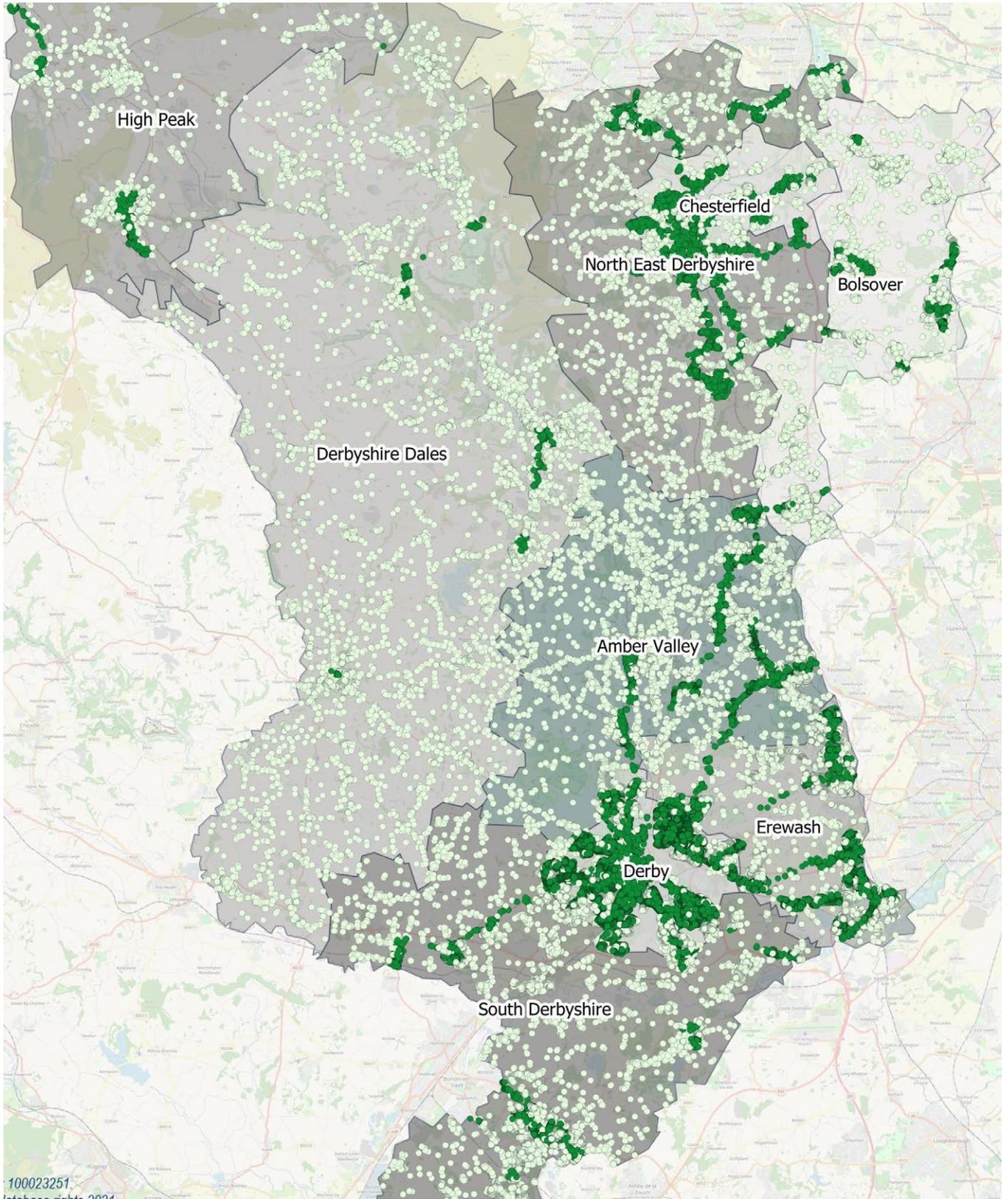| Delivery - Does your BSIP detail policies to:	Yes/No	Explanation (max 50 words)
Simplify fares	Yes	We will deliver simple to understand multi-operator day, weekly and monthly tickets. We will encourage operators to accept each other's tickets through the use of Qualifying Agreements on shared services and corridors so that passengers can jump on the first bus that arrives.
Integrate ticketing between operators and transport	Yes	We will deliver a multi-operator bus-only Wayfarer ticket available to use on all bus services across Derbyshire. We will review the existing multi-modal ticket and the availability of Plusbus tickets at all railway stations throughout the county.
Make improvements to bus passenger experience		
Higher specification buses		
Invest in improved bus specifications	Yes	Operators will commit to invest in minimum specification where there is investment in buses. Through our customer charter we will introduce minimum cleaning standards.
Invest in accessible and inclusive bus services	Yes	Operators will invest in more accessible and inclusive services through such innovations such as next stop visual and audio announcements. Any vehicles used to replace scheduled bus services will be delivered using accessible vehicles.
Protect personal safety of bus passengers	Yes	Personal safety of the network will be improved by additional CCTV cameras being deployed in many new bus shelters.
Improve buses for tourists	Yes	Derbyshire attracts c13 million visitors each year and additional bus services will be provided building on the success of initiatives such as the Hope Valley Explorer. The introduction of Transport Hubs will also encourage more sustainable tourism and travel by public transport.
Invest in decarbonisation	Yes	Derbyshire are committed to achieving net zero carbon emissions from the Council's estate by 2032. 95% of buses will be Euro 6 or better by 2029/30 thanks to investment in new buses and retrofitment. Hydrogen powered buses will start to be introduced within the first 4 years of the BSIP.
Improvements to passenger engagement		
Passenger charter	Yes	We will work with operators to introduce a simple but effective passenger charter with "money back" and "last bus guarantees" based on best practice and Transport Focus advice.
Strengthen network identity	Yes	Working with our bus operator partners, the County Council will develop an overarching "One Derbyshire" brand for the bus offer in Derbyshire.
Improve bus information	Yes	Passenger Information will be improved in many ways from the introduction of an all operator app, to the roll out of real time information and the provision of improved roadside information including timetables, route and network maps.

Appendices

Appendix A

Access to a Bus Service within
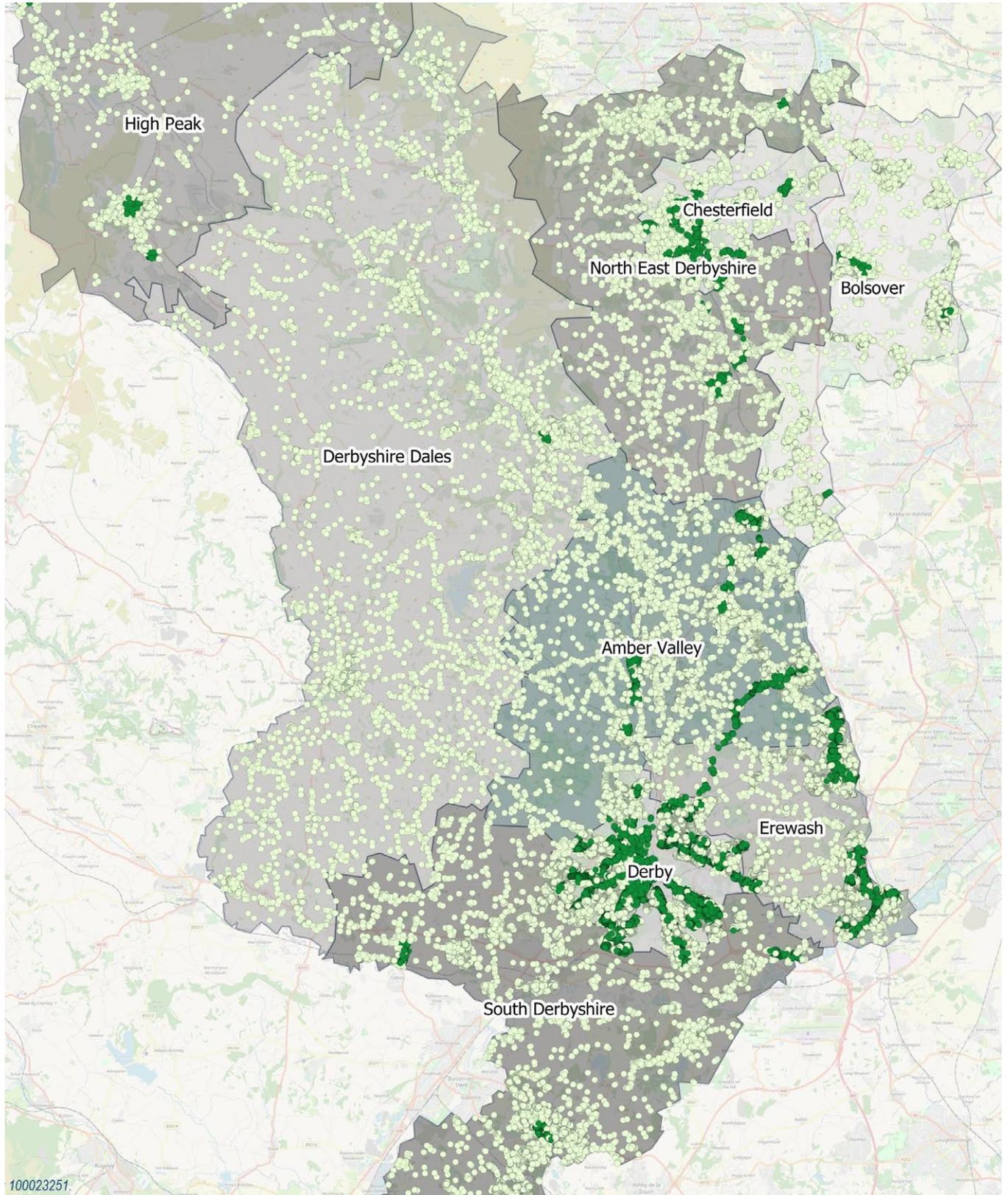400m of Household –
morning peak

One bus per hour

Three buses per hour

Five buses per hour

High Peak

Chesterfield

North East Derbyshire

Bolsover

Derbyshire Dales

Amber Valley

Erewash

Derby

South Derbyshire

100023251

Appendix B

List of Supported Bus Services

Company Name	Route Name/ Number
Arriva Midlands	2
Ashbourne CT	Derbyshire Connect DRT services
CT4N	14, 29
Derbyshire CT	Derbyshire Connect DRT services
First South Yorkshire	271, 272
High Peak	30, 55A, 58, 60, 60A, 76, 77, 113, 114, 190, 389, 390, 393, 394, 440, 441, 442
Hulleys of Baslow	13, 17, 25, 48, 63, 78, 110, 111, 171, 172, 173, 178, 257
Littles	9, 9A, 73, 113, 140, 141, 142, 143, 144, 147, 149, 150, 319
Midland Classic	9, 19, 19B, 19C, 21E, 22, 24, 213
Notts & Derby	59, 59A, 70, 137, 138, V3
Stagecoach East Midlands	1, 12, 23, 23B, 53A, 148, 151, 152, 153, 231
Stagecoach Manchester	237 **, 358
Stagecoach Yorkshire	1, 1A, 2B, 26 *, 26A *, 43, 44, 50, 56A, 65, 65A, 73, 74, 75, 80, 80A, 84, 90, 130, 169, 216, 217, 470, M1, M4, X17
Stotts	341 **
TM Travel	15, 16, 48, 48A, 49, 81, 252, 583
Trent Barton	6.1, 20, Ninety, Amberline, Swift

Contribution to Sheffffield City Region Mayoral Combined Authority contract

** *Contribution to Transport for Greater Manchester contract*

Appendix C

Letters of Support

This BSIP is accompanied by letters of support from the Peak District National Park and Bus Operators representing over 90% of registered mileage in the geographical area covered by this BSIP. The following have submitted letters of support:

- A1 Travel
- Arriva
- Ashbourne Community Transport
- Bagnalls
- Centrebus and High Peak Buses
- CT4N
- Derbyshire Community Transport
- First South Yorkshire
- Hulleys of Baslow
- Midland Classic
- Notts and Derby
- Peak District National Park
- Stagecoach East Midlands
- Stagecoach Manchester
- Stagecoach Yorkshire
- Trent Barton

Chris Henning
Executive Director of Place
Derbyshire County Council,
Environment and Transport,
County Hall,
Matlock,
Derbyshire
DE4 3AG

13 Highwood Road,
Uttoxeter,
Staffordshire,
ST14 8BQ

Dear Mr Henning

Derbyshire County Council – Bus Service Improvement Plan

I can confirm that Derbyshire County Council has consulted with us extensively as it has developed its Bus Service Improvement Plan (BSIP) in response to the National Bus Strategy. I also understand that there has been extensive consultation with a wide range of other stakeholders and neighbouring Local Transport Authorities.

During the development of the BSIP there have been a few Bus Operator meetings where measures and targets have been discussed and agreed, and all operators have been provided with the opportunity to comment on these. An Enhanced Partnership Steering Board has also been established which includes six operators who represent the interests and views of all service providers in the county including Community Transport providers.

We believe that the BSIP developed in partnership between the Council, ourselves, other operators and stakeholders creates an exciting opportunity to build "bus back better", and through collaborative working will result in a step change in service provision helping to deliver passenger growth and increased levels of customer satisfaction over its lifetime.

A1 Travel Uttoxeter, fully support Derbyshire County Council's BSIP and the measures contained within it. As a business we are making every effort to regrow customer demand following the pandemic, and we welcome the future funding from DfT to help support that recovery.

Yours sincerely

C L Walker
Owner – A1 Travel Uttoxeter

Derbyshire County Council
County Hall
Matlock
Derbyshire
DE4 3AG

19/10/21

Dear Sirs,

Derbyshire County Council – Bus Service Improvement Plan

In response to *Bus Back Better*, the National Bus Strategy for England, Derbyshire County Council has consulted with us in developing a Bus Service Improvement Plan (BSIP). The BSIP recognises the cross-boundary nature of many services, in particular those into the Derby City Council and Leicestershire County Council areas, and we would encourage Derbyshire County Council to continue to build upon this relationship in detailed development and delivery of the BSIP measures.

We believe that the BSIP document created in partnership between Derbyshire County Council, ourselves, and other operators creates an exciting opportunity to deliver an integrated and inclusive transport network across Derbyshire, sustaining the existing level of service, and better connecting places, communities and economic assets within the region and beyond.

A focus on public transport will prioritise investment in a sustainable future, supporting a green recovery from Covid-19 and tackling the climate emergency through the decarbonisation of the transport sector.

Arriva fully support Derbyshire County Council's BSIP and the measures contained within it. As a major bus operator we are making every effort to regrow customer demand following the pandemic, and we welcome the future funding from DfT to help support that recovery and build upon it to deliver the BSIP's ambitious targets on patronage growth, reliability, punctuality, journey times and overall passenger satisfaction.

Kind regards

Andrew Godley
Commercial Director

a **DB** company

Ashbourne Community Transport,
Community Transport Offices,
Blenheim Road,
Airfield Industrial Estate,
Ashbourne,
Derbys.
DE6 1HA
Tel: 01335 300670
http://www.ashbournect.org.uk

18 October 2021

Mr Chris Henning
Executive Director of Place
Derbyshire County Council
Environment and Transport
County Hall
Matlock
Derbyshire. DE4 3AG

Dear Mr Henning

Derbyshire County Council – Bus Service Improvement Plan (BSIP)

Ashbourne Community Transport (ACT) has been a member of the Enhanced Partnership Steering Board set up by the County Council to oversee the development of the BSIP since its inception.

During the development of the BSIP we have also attended a number of general Bus Operator meetings where measures and targets for future bus operations have been discussed and agreed, and all operators provided with the opportunity to comment on these. In addition, Derbyshire County Council has consulted with us as an independent operator.

I am therefore writing to confirm the support of ACT and its subsidiary company – the Ashbourne Little Bus Company - for the proposals set out by the County Council in the Plan. As the pioneers of delivering Demand Responsive Transport (DRT) services in rural areas under the Derbyshire Connect banner we are particularly pleased that the Plan includes a proposal to extend this form of service.

Our experience is that DRT has proven popular with passengers and encouraged more regular usage in areas where numbers travelling previously on scheduled and timetabled routes had been relatively low. We have also, with the agreement of DCC, delivered some 'total transport' services linking vehicles and County services and enabling more passengers to travel safely while maintaining social distancing. However we also accept that it is important to trial a activity before it is embedded and therefore welcome the proposal in Measure 2 of the Plan to pilot a range of DRT in different environments, including tourist hot spots; this will provide a basis for the new Transport Hubs and enable more multi-modal travel with links to rail and scheduled bus services.

Ashbourne Community Transport,
Community Transport Offices,
Blenheim Road,
Airfield Industrial Estate,
Ashbourne,
Derbys.
DE6 1HA
Tel: 01335 300670
http://www.ashbournect.org.uk

We believe that the BSIP developed in partnership between the Council, ourselves and other operators creates an exciting opportunity to build "bus back better". We understand from discussions at the Steering Board that there has also been extensive consultation with a wide range of other stakeholders (Including District Councils) and with neighbouring Local Transport Authorities, all of whom have registered their support for the proposals. We anticipate therefore that through collaborative working we can make a step change in service provision helping to deliver a sustainable public transport network, encourage passenger growth and increased levels of customer satisfaction over the lifetime of the Plan

Ashbourne Community Transport therefore offers full support to Derbyshire County Council's BSIP and the measures contained within it. As a business we continued to operate safely throughout the pandemic and have been working since to regain passenger confidence and to grow customer demand. Future funding from DfT will support that growth plan and enable vital new services to be developed in areas where there is currently no or very limited public transport provision.

Yours sincerely

Pat Laughlin
Director

Chris Henning
Executive Director of Place
Derbyshire County Council
Environment and Transport,
County Hall
Matlock
Derbyshire
DE4 3AG

Dear Mr Henning

Derbyshire County Council – Bus Service Improvement Plan

I can confirm that Derbyshire County Council has consulted with us extensively as it has developed its Bus Service Improvement Plan (BSIP) in response to the National Bus Strategy. I also understand that there has been extensive consultation with a wide range of other stakeholders and neighbouring Local Transport Authorities.

During the development of the BSIP there have been a number of Bus Operator meetings where measures and targets have been discussed and agreed, and all operators have been provided with the opportunity to comment on these. An Enhanced Partnership Steering Board has also been established which includes six operators who represent the interests and views of all service providers in the county including Community Transport providers.

We believe that the BSIP developed in partnership between the Council, ourselves, other operators and stakeholders creates an exciting opportunity to build "bus back better", and through collaborative working will result in a step change in service provision helping to deliver passenger growth and increased levels of customer satisfaction over its lifetime.

Central Travel (Woodville) Lts t/a Bagnalls Coaches fully support Derbyshire County Council's BSIP and the measures contained within it. As a business we are making every effort to regrow customer demand following the pandemic, and we welcome the future funding from DfT to help support that recovery.

Yours sincerely

Mr J Bagnall

Centrebus

Chris Henning
Executive Director of Place
Derbyshire County Council
Environment and Transport,
County Hall
Matlock
Derbyshire
DE4 3AG

RE: DERBYSHIRE COUNTY COUNCIL – BUS SERVICE IMPROVEMENT PLAN

In response to the National Bus Strategy for England, 'Bus Back Better'' Derbyshire County Council has developed a Bus Service Improvement Plan (BSIP) with full consultation and support of all bus operators across the county.

Centrebus & High Peak Buses fully supports the Council's BSIP and the measures contained within it. As a bus operator in Derbyshire, we are making every effort to recover from the Covid Pandemic, we welcome the funding from DfT to help with the recovery and deliver significant improvements to bus services in Derbyshire and help deliver our ambitious targets on patronage growth, reliability, punctuality, journey times and over passenger satisfaction.

Kind Regards

Andy Cook
Bus Network Manager
Centrebus & High Peak Buses

19th October 2021

Chris Henning
Executive Director of Place
Derbyshire County Council
Environment and Transport,
County Hall
Matlock
Derbyshire
DE4 3AG

Derbyshire County Council – Bus Service Improvement Plan

I can confirm that Derbyshire County Council has consulted with CT4N Ltd extensively as it has developed its Bus Service Improvement Plan (BSIP) in response to the National Bus Strategy. I also understand that there has been extensive consultation with a wide range of other stakeholders and neighbouring Local Transport Authorities.

During the development of the BSIP there have been a number of Bus Operator meetings where measures and targets have been discussed and agreed, and all operators have been provided with the opportunity to comment on these. An Enhanced Partnership Steering Board has also been established which includes six operators who represent the interests and views of all service providers in the county including Community Transport providers.

We believe that the BSIP developed in partnership between the Council, ourselves, other operators and stakeholders creates an exciting opportunity to build "bus back better", and through collaborative working will result in a step change in service provision helping to deliver passenger growth and increased levels of customer satisfaction over its lifetime.

CT4N Ltd fully support Derbyshire County Council's BSIP and the measures contained within it. As a business we are making every effort to regrow customer demand following the pandemic, and we welcome the future funding from DfT to help support that recovery.

Yours sincerely

Barry Allitt
Operations Director

Chris Henning
Executive Director of Place
Derbyshire County Council
Environment and Transport,
County Hall
Matlock
Derbyshire
DE4 3AG

☎ 01773 746652
@ contact@derbyshirect.org
🌐 www.derbyshirect.org

20 October 2021

Dear Mr Henning

Derbyshire County Council – Bus Service Improvement Plan

I have appreciated the way in which Derbyshire Community Transport has been consulted as part of the preparation of Derbyshire's Bus Service Improvement Plan (BSIP) in response to the National Bus Strategy. I also understand that there has been extensive consultation with a wide range of other stakeholders and neighbouring Local Transport Authorities. I am encouraged that Demand Responsive Transport and the needs of the elderly and isolated have been taken into account in its development

Derbyshire Community Transport has been involved in many of the bus operator meetings that have taken place in order to develop the appropriate objectives and targets designed to measure the impact of the plan. We are also active participants in the Enhanced Partnership Steering Board, where our views have been listened to and taken into account in the development of the plan. We believe that the Mobility Hubs as proposed in the plan will be an important element in improving connectivity between modes. As a Community Transport provider we see this essential if the passengers we typically carry are to be able to access the wider transport network.

Therefore, Derbyshire Community Transport supports Derbyshire County Council's BSIP and the measures contained within it, and we welcome the future funding from DfT to help support the recovery of passenger transport in the County.

Yours sincerely

Elizabeth Esnouf
Managing Director

Paul Hopkinson
Schools & Network
Manager
First South Yorkshire Ltd
Olive Grove
Sheffield
S2 3GA
Mobile: 07816 459159

Chris Henning
Executive Director of Place
Derbyshire County Council
Environment and Transport,
County Hall
Matlock
Derbyshire
DE4 3AG

Dear Mr Henning

Derbyshire County Council – Bus Service Improvement Plan

I can confirm that Derbyshire County Council has consulted with us extensively as it has developed its Bus Service Improvement Plan (BSIP) in response to the National Bus Strategy. I also understand that there has been extensive consultation with a wide range of other stakeholders and neighbouring Local Transport Authorities.

During the development of the BSIP there have been a number of Bus Operator meetings where measures and targets have been discussed and agreed, and all operators have been provided with the opportunity to comment on these. An Enhanced Partnership Steering Board has also been established which includes six operators who represent the interests and views of all service providers in the county including Community Transport providers.

We believe that the BSIP developed in partnership between the Council, ourselves, other operators and stakeholders creates an exciting opportunity to build "bus back better", and through collaborative working will result in a step change in service provision helping to deliver passenger growth and increased levels of customer satisfaction over its lifetime.

First South Yorkshire fully support Derbyshire County Council's BSIP and the measures contained within it. As a business we are making every effort to regrow customer demand following the pandemic, and we welcome the future funding from DfT to help support that recovery.

Yours sincerely

Paul Hopkinson
Schools & Network Manager

Hulleys of Baslow

Derwent Garage
Calver Road
Baslow
Derbyshire
DE45 1RP

Chris Henning
Executive Director of Place
Derbyshire County Council
Environment and Transport,
County Hall
Matlock
Derbyshire
DE4 3AG

19 October 2021

Dear Mr Henning

Derbyshire County Council – Bus Service Improvement Plan

It has been a pleasure to take part in the development of the Bus Service Improvement Plan (BSIP) in response to the National Bus Strategy. Working with other Operators, District and Borough Councils as well as adjoining LTAs, during a number of meetings, discussions and ideas were broad and varied, culminating in a focused and ambitious BSIP which will create a welcoming, reliable and sustainable public transport network for Derbyshire.

I am a member of our Enhanced Partnership Steering Board which brings together the interests and ambitions of all bus providers in the County from multi-national group subsidiaries, local independents and Community Transport and DRT providers.

I believe that this approach will contribute to the recovery of our industry, devastated as by the coronavirus pandemic, and through future development and growth to become the mode of transport of choice in Derbyshire. We are making every effort to stimulate customer demand and welcome future funding from DfT to support that recovery.

Yours sincerely

Alfred Crofts

Managing Director

Chris Henning
Executive Director of Place
Derbyshire County Council
Environment and Transport,
County Hall
Matlock
Derbyshire
DE4 3AG

15 October 2021

Dear Mr Henning

Derbyshire County Council – Bus Service Improvement Plan

I was delighted to hear that the Prime Minister announced in March 2021 the National Bus Strategy. It is clear there is an acknowledgement of the vital role that buses play in the lives of so many already and also the role they can play in the future to reducing congestion and the carbon footprint for the country.

It was also encouraging that from the outset Derbyshire County Council has taken a keen interest in developing a Bus Service Improvement Plan (BSIP) in response to the National Bus Strategy and have been in touch with us both individually and with other operators.

I'm sure that by working together to improve reliability of the network and increasing frequency will help improve the offering for our current passengers and attract new ones. Key to this is giving the authority better control over streetworks undertaken by utilities. Whilst it is clear and we accept that a lot of the infrastructure we need to live our 21st Century lives is brought to our homes under the highway and from time to time need repairing, as does the road itself, better planning to minimise disruption needs to take place. We hope that you will give the necessary powers to the Highways Authority to enable this to happen.

Midland Classic Ltd fully support Derbyshire County Council's BSIP and the measures contained within it. As a business we are making every effort to regrow passenger demand following the pandemic. We are thankful for the funding received so far through CBSSG and BRG welcome the future funding from DfT to help support that recovery with a view to developing a fully commercial network which will then help us to invest even further.

Yours sincerely
MIDLAND CLASSIC LTD
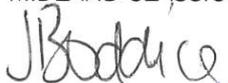
James Boddice
Managing Director

Chris Henning
Executive Director of Place
Derbyshire County Council
Environment and Transport,
County Hall
Matlock
Derbyshire
DE4 3AG

Dear Mr Henning

Derbyshire County Council – Bus Service Improvement Plan

I can confirm that Derbyshire County Council has consulted with us extensively as it has developed its Bus Service Improvement Plan (BSIP) in response to the National Bus Strategy. I also understand that there has been extensive consultation with a wide range of other stakeholders and neighbouring Local Transport Authorities.

During the development of the BSIP there have been a number of Bus Operator meetings where measures and targets have been discussed and agreed, and all operators have been provided with the opportunity to comment on these. An Enhanced Partnership Steering Board has also been established which includes six operators who represent the interests and views of all service providers in the county including Community Transport providers.

We believe that the BSIP developed in partnership between the Council, ourselves, other operators and stakeholders creates an exciting opportunity to build "bus back better", and through collaborative working will result in a step change in service provision helping to deliver passenger growth and increased levels of customer satisfaction over its lifetime.

Notts + Derby Buses fully support Derbyshire County Council's BSIP and the measures contained within it. As a business we are making every effort to regrow customer demand following the pandemic, and we welcome the future funding from DfT to help support that recovery.

Yours sincerely

Stuart Frost

Manager

Peak District National Park Authority
Tel: 01629 816200
E-mail: customer.service@peakdistrict.gov.uk
Web: www.peakdistrict.gov.uk
Aldern House . Baslow Road . Bakewell . Derbyshire . DE45 1AE

Chris Henning
Executive Director for Place
Derbyshire County Council
County Hall
Matlock
Derbyshire
DE4 3AG

Your ref:

Our ref: **A88/TN**

Date: **18 October 2021**

Dear Chris

Derbyshire County Council Bus Service Improvement Plan

The Peak District National Park was the first of the UK's National Parks to be designated in 1951. Key to the Park's designation was its location at the heart of England, surrounded by large industrial areas that traditionally looked to the Peak District for green space and recreation. At the time of the Park's designation in 1951, cars were relatively rare and the majority of travel to, from and within the National Park was made by public transport, walking and cycling.

In the seventy years since its designation, the Peak District's popularity as a visitor destination, particularly for day trips, has remained. It has been estimated that the Peak District received between 13-26 million visits per annum prior to the Covid-19 pandemic. Since the outbreak of the pandemic, the popularity of the National Park has, if anything increased. Outside of the lockdowns of 2020 and 2021 the Peak District has provided a connection to nature for millions of visitors during the pandemic. This has greatly benefitted the mental and physical health and well-being of these visitors' whilst aiding the recovery of the many tourist focussed businesses in the National Park.

Data from the Peak District National Park Visitor Survey (2015) indicated that the majority of visitors to the Peak District arrived by car (83%). Since the pandemic, various factors have seen that percentage rise, resulting in associated negative effects, particularly at popular visitor locations where demand outstrips capacity.

The Derbyshire Bus Service Improvement Plan (DBSIP) recognises the importance of the Peak District National Park to the residents and businesses of the county. The Plan draws on the close partnership working between the County Council and the National Park Authority on sustainable transport in recent years. The DBSIP sets out an approach aimed at maintaining existing bus service provision for the National Park in the immediate future and then expanding it to cater for demand in future years.

For the longer term, the aim is to deliver innovative approaches going forwards to encourage modal shift. for visitors to and residents of the Peak District and Derbyshire County. These

Chief Executive: Sarah Fowler
Chair: Andrew McCloy   Deputy Chair: James Berresford
Working together for the Peak District National Park:
▪ *To speak up for and care for the Peak District National Park for all to enjoy forever* ▪

approaches will include demand responsive transport and shared transport for visitors and residents of the Peak District and Derbyshire County. We believe that this approach is in keeping with the National Park Authority's advocated travel hierarchy consisting of active travel; public transport; and low carbon multi-occupancy private car travel.

If adequately funded, we believe that the Derbyshire Bus Service Improvement Plan will achieve the following aims:

    i)   wden access to the Peak District for non-car users;
    ii)   offer better access to services for residents;
    iii)   relieve pressure on popular visitor destinations; and
    iv)   deliver climate change benefits.

In recognition of the anticipated benefits to the National Park, its visitors and residents, the Peak District National Park Authority would like to offer its full support to the Derbyshire Bus Service Improvement Plan

Yours sincerely,

Sarah Fowler
Chief Executive

Tel. 01629 816323
Email: sarah.fowler@peakdistrict.gov.uk
Twitter: @peakchief

Our Ref: MC/CH

Chris Henning
Executive Director of Place
Derbyshire County Council
Environment and Transport,
County Hall
Matlock
Derbyshire
DE4 3AG

18th October 2021

Dear Mr Henning,

Derbyshire County Council – Bus Service Improvement Plan

I can confirm that Derbyshire County Council has consulted with us extensively as it has developed its Bus Service Improvement Plan (BSIP) in response to the National Bus Strategy. I also understand that there has been extensive consultation with a wide range of other stakeholders and neighbouring Local Transport Authorities.

During the development of the BSIP there have been a number of Bus Operator meetings where measures and targets have been discussed and agreed, and all operators have been provided with the opportunity to comment on these. An Enhanced Partnership Steering Board has also been established which includes six operators who represent the interests and views of all service providers in the county including Community Transport providers.

We believe that the BSIP developed in partnership between the Council, ourselves, other operators and stakeholders creates an exciting opportunity to build "bus back better", and through collaborative working will result in a step change in service provision helping to deliver passenger growth and increased levels of customer satisfaction over its lifetime.

Stagecoach East Midlands fully support Derbyshire County Council's BSIP and the measures contained within it. As a business we are making every effort to regrow customer demand following the pandemic, and we welcome the future funding from DfT to help support that recovery.

Yours sincerely,

Matt Cranwell
Managing Director
cc   File

![Stagecoach logo]

18th October 2021

Chris Henning,
Executive Director of Place,
Derbyshire County Council,
Environment and Transport,
County Hall,
Matlock,
Derbyshire,
DE4 3AG.

Dear Mr. Henning,

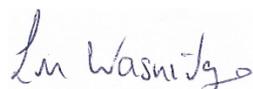**Derbyshire County Council – Bus Service Improvement Plan**

I can confirm that Derbyshire County Council has consulted with us extensively as it has developed its Bus Service Improvement Plan (BSIP) in response to the National Bus Strategy. I also understand that there has been extensive consultation with a wide range of other stakeholders and neighbouring Local Transport Authorities.

During the development of the BSIP there have been a number of Bus Operator meetings where measures and targets have been discussed and agreed, and all operators have been provided with the opportunity to comment on these. An Enhanced Partnership Steering Board has also been established which includes six operators who represent the interests and views of all service providers in the county including Community Transport providers.

We believe that the BSIP developed in partnership between the Council, ourselves, other operators and stakeholders creates an exciting opportunity to build "bus back better", and through collaborative working will result in a step change in service provision helping to deliver passenger growth and increased levels of customer satisfaction over its lifetime.

Stagecoach Manchester fully support Derbyshire County Council's BSIP and the measures contained within it. As a business we are making every effort to regrow customer demand following the pandemic, and we welcome the future funding from DfT to help support that recovery.

Yours sincerely,

Lee Wasnidge
Managing Director

PM/LG

Mr Chris Henning
Executive Director of Place
Derbyshire County Council
Environment and Transport
County Hall
Matlock
Derbyshire DE4 3AG

18 October 2021

Dear Mr Henning

Derbyshire County Council – Bus Service Improvement Plan

I can confirm that Derbyshire County Council have consulted with us extensively as it has developed its Bus Service Improvement Plan (BSIP) in response to the National Bus Strategy. I am also aware that there has been extensive consultation with a wide range of other stakeholders and, importantly, the various neighbouring Local Transport Authorities.

During the development of the BSIP there have been regular Bus Operator meetings where measures and targets have been discussed and agreed, and all operators have been provided with the opportunity to comment on these. We have played a full and active role in this process. An Enhanced Partnership Steering Board has also been established which includes six bus operators who represent the interests and views of all service providers in the county, including Community Transport providers. We are one of the six operators on the Steering Board.

We believe that the BSIP, genuinely developed in partnership between the Council, ourselves, other operators and stakeholders, creates an exciting opportunity to build "bus back better", and through collaborative working we hope will result in enhancements to service provision, helping to deliver patronage growth and increased levels of customer satisfaction over its lifetime.

Stagecoach Yorkshire fully supports Derbyshire County Council's BSIP and the measures contained within it. As a business, we are making every effort to regrow customer demand following the pandemic and we welcome the future funding from DfT to help support that recovery.

Yours sincerely,

Phil Medlicott
Managing Director

Yorkshire Traction Limited T/A Stagecoach Yorkshire, Unit 4 Eldon Arcade, Barnsley, S70 2JP
T: 01226 346730 **stagecoachbus.com**

Registered Office: Stagecoach Services Limited, One Stockport Exchange, 20 Railway Road, Stockport, SK1 3SW. (Registered in England & Wales No. 2381778.)

Chris Henning
Executive Director of Place
Derbyshire County Council
Environment and Transport,
County Hall
Matlock
Derbyshire
DE4 3AG

15th October 2021

Dear Chris

**Derbyshire County Council – Bus Service Improvement Plan (BSIP) 2021**

As a member of the BSIP/Enhanced Partnership Steering Board, alongside five other
Operator members and DCC Directors, Officers and Cabinet Members, I can confirm that
consultation and engagement with Operators has taken place through a number of
steering group and wider Bus Operator meetings, including Community Transport
providers, where measures and targets have been developed, discussed and agreed.

We believe that the BSIP developed in partnership between the Council, ourselves, other
operators and stakeholders creates an exciting opportunity to build "bus back better",
and through collaborative working will result in a step change in service provision helping
to deliver passenger growth and increased levels of customer satisfaction over its
lifetime.

On a personal basis, I can confirm that Derbyshire County Council has consulted with us
extensively as it has developed its Bus Service Improvement Plan (BSIP) in response to
the National Bus Strategy. I also understand that there has been extensive consultation
with a wide range of other stakeholders and neighbouring Local Transport Authorities.

Given the above, trentbarton fully support Derbyshire County Council's BSIP and the
measures contained within it. As a business we are making every effort to regrow
customer demand following the pandemic, and we welcome the future funding and
support from DfT to help support the recovery process.
Yours sincerely
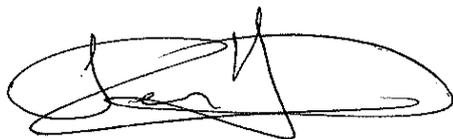
Jeff Counsell
Managing Director
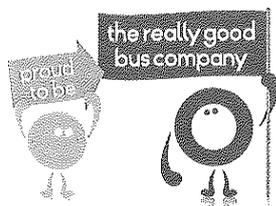
Background to Research

The National Bus Strategy

In March 2021, the Government published a new National Bus Strategy which sets out a framework for how bus services can recover from the Covid-19 pandemic and a vision for future improvements across England.

The strategy places a requirement on Derbyshire County Council, and the bus companies in our area, to work together to create a Bus Service Improvement Plan. This will involve developing bold plans for improving local bus services and encouraging more people to use them.

Government has pledged £3 billion in funding across the country to help deliver these plans, and Derbyshire is aiming to secure a fair share of that funding.

This Research

Derbyshire County Council wants to ensure that their Improvement Plan reflects the views of Derbyshire residents and those visiting or working in the county.

To collect the views of residents, visitors and those working in the county, the Council and SYSTRA worked collaboratively to develop an online consultation survey response form.

The consultation survey was available to complete online from 13th July to 19th August 2021. In addition, respondents could request a paper copy of the survey, and post this back to SYSTRA if they preferred.

This technical note has been developed to present the high-level results from this non-statutory consultation exercise and engagement with the community.

Sample profile

A total of 2,038 respondents completed the online survey, with the sample breakdown by key demographics highlighted in each of the tables below:

Table 1.   Gender

Gender	percentage
Man	41%
Woman	55%
Other gender identity /prefer not to say	4%
Base	100%

Table 2.   Age

Age Band	percentage
18-34	13%
35-49	17%
50-64	29%
65+	33%
Prefer not to say	7%
Base	100%

Table 3.   Disability status

Disability Status	percentage
No disability	74%
Yes, limited a lot	6%
Yes, limited a little	17%
Prefer not to say	3%
Base	100%

Table 4.   Concession status

Concession Status	percentage
No	62%
Yes	36%
Prefer not to say	2%
Base	100%

Table 5.   Frequency of bus use (Pre-Covid-19)

Concession Status	percentage
Frequent users (more than once a fortnight)	58%
Infrequent / non-users (less than once a fortnight)	42%
Base	100%

The sample breakdowns above demonstrate that

- More women completed the survey than men;
- The greatest number of responses were received from those aged 50 or over;
- Roughly one in four respondents has a form of disability;
- Just over one in three respondents held a bus pass or some form of concession; and
- There was a broad mix of frequent and infrequent/non bus users in the sample.

Open question

Before respondents were presented with a pre-set list of potential bus service improvements to choose from, they were asked, unprompted, to identify the types of improvements they would value.

A range of potential improvements were identified by respondents. A series of quotes have been included within this chapter to exemplify some of the points raised by respondents.:

○ Improvements to operations:

- Increasing the number of routes (e.g. greater range of destinations, routes to train stations, villages)
- Integrated ticketing with other modes
- Integrated timetabling with other modes
- More direct services / fewer changes
- More frequent services
- More reliable services
- Reduced costs of tickets
- Reduced crowding on services
- Simplified ticketing options
- Speed of journeys (reduce journey times)
- Safety on-board (e.g. enforcement of Covid measures)

"Making it more affordable, and cheaper than driving, it costs me more to use the bus for short journeys than to drive."

"A reliable and integrated service. Changes to different operators, long waits, and multiple tickets really do not provide an incentive to use buses."

"Integrated fares with rail network, more frequent buses."

"Better co-ordination with train services."

○ Improvements to the quality of buses and facilities on and off-mode mode, such as:

- Air conditioning
- Environmentally-friendly buses (e.g. electric)
- General cleanliness
- Improved amenities (e.g. seating, shelter) at bus stops
- Improved quality of information (e.g. easy to understand timetables)
- Improvements to bus stop access, so these can be reached safely
- Provisions for cyclists
- Wi-fi

"Being able to take my bicycle on all buses, so that I have the option of riding the return journey (or vice versa)."

"Bus stops to be made safer with better lighting plus shelters for bad weather."

"Being able to use an online service to easily see details of bus timetables. Being able to have live information at bus stops."

○ Extended hours of operation for:

- Concessionary passes (e.g. starting earlier at weekend)
- Bus services (i.e. services which start earlier or run later into the evening)

"Bus passes available to use say at 9.am, to avoid congestion at 9.30 whilst the pandemic is still around."

"More frequent buses THAT RUN LATER! Current bus route stops at around 8/9pm so can't enjoy an evening out without using private transport."

Closed questions

Frequency of bus use

During the three months before the Covid-19 pandemic, two in five (40%) respondents used a local bus service two or more days per week.

14% of respondents had never used local bus services in Derbyshire.

Table 6.   Thinking about the three months before the Covid-19 pandemic (pre-March 2020), how often, if at all, did you typically use a local bus service in Derbyshire?

Frequency	Percentage
4-7 days per week	19%
2 or 3 days per week	21%
1 day per week	12%
About 1 day per fortnight	8%
About 1 day per month	10%
Less than once a month	18%
Never	14%
Base	**100%**

The following segments were more likely to travel by bus frequently (at least once a fortnight):

- Those aged 18-34 (69%) and 65 and over (63%);
- Those with disabilities (74%); and
- Those with concessionary bus passes (69%).

Other modes of transport used

In the three months before the Covid-19 pandemic, the most common mode of transport used by respondents was walking, reported by just under three quarters (70%) of respondents. This was followed by bus (58%), private car/van as a driver, without passengers (54%) and private car/van as a driver, with passengers (40%).

Table 7.   Thinking about the three months before the Covid-19 pandemic pre-March 2020, what different forms of transport did you use for the journeys which you made (multi-select)?

Mode	Percentage
Walk	70%
Bus	58%
Private car / van (as a driver, without passengers)	54%
Private car / van (as a driver, with passengers)	40%
Private car / van (as a passenger)	38%
Rail	36%
Taxi (including companies such as Uber)	19%
Cycle	17%
Motorcycle / Moped	2%
Car club / hire car	1%
Other	2%

Journey purpose

Before the Covid-19 pandemic, journeys for leisure (54%) and journeys to shop for groceries or essentials (52%) were the most common journey types made by respondents, followed by shopping for other items (43%), and visiting friends or family (42%).

Table 8. Thinking about a typical week before Covid (Pre March 2020), what were your usual or most frequent reason(s) for travelling by local bus in Derbyshire (multi-select)?

Journey Purpose	Percentage
For leisure (e.g. cinema, entertainment, sports, eating out etc)	54%
Shopping for groceries/essentials	52%
Shopping for other items	43%
To visit friends or family	42%
For health or medical appointments	41%
To / from paid or voluntary work (i.e. commuting journey)	31%
For other appointment / personal business	20%
Travel during course of employment / business (e.g. meetings)	15%
To / from education (including taking children to school)	11%
Other	3%

- Females were more likely to state that they shopped for other items (46%), or visited friends or family (46%); whereas males were more likely to travel for leisure (60%);
- Those aged under 50 were more likely to travel to / from paid or voluntary work (48%); or during course of employment (24%) and leisure (58%); whereas those aged 65 or over were more likely to shop for groceries or essentials (63%) or travel for health and medical appointments (49%); and
- Respondents with a disability were more likely to shop for groceries or essentials (66%), or travel to health and medical appointments (64%); whereas non-disabled respondents were more likely to travel for leisure (61%).

Anticipated future bus use

Three in five (58%) respondents anticipated their bus use remaining the same as pre-Covid once all Covid-19 restrictions are lifted in the UK.

One in five (22%) anticipated making more or longer distance journeys once all restrictions have been lifted, compared to pre-Covid, compared to one in ten (9%) anticipated making fewer journeys.

Table 9. After all Covid-19 restrictions are lifted in the UK, how do you expect your use of local bus services will change, compared to how you used to travel before the Covid-19 pandemic?

Improvements	Percentage
I expect my bus use to remain about the same as before Covid	58%
I expect to use the bus for fewer journeys than before Covid	9%
I expect to use the bus for more frequently or for longer journeys than before Covid	22%
Don't know	11%
Base	100%

The following segments were significantly more likely to state they would use the bus more frequently:

- Males (24%);
- Those aged 18-34 (24%) and aged 65+ (26%);
- Those with disabilities (25%); and
- Those with a concessionary pass (25%).

Priorities for improvements

Respondents were asked to which improvements, from a list provided, would encourage them to use the bus for journeys currently made in another way, or not at all. The results are summarised below in Table 10.

Table 10. Which of the following improvements to bus services might encourage you to use the bus for journeys currently made another way, or not made at all (multi-select)?

Times each improvement selected within 'top three'	Percentage
Improved connectivity with other bus services and rail services	40%
Improved reliability and quicker journey times, with more bus priority measures (bus lanes etc.)	31%
Real time bus information at bus stops and interchanges	31%
A range of simple, low-cost, day, weekly and monthly tickets that can be paid for using contactless card, Apple Pay, etc; allowing travel on all bus services (including into neighbouring counties) and many rail services	31%
Up to date bus service information that is clear, easy to understand, and readily available	26%
Investment in greener and more environmentally friendly buses	20%
A single public transport app for Derbyshire, providing a range of information relating to timetables, disruptions, and ticketing information for all operators	19%
Better bus stop waiting facilities, such as regularly cleaned and more modern bus shelters	14%
More integrated and innovative services such as flexible, bookable, demand-responsive transport services	13%
Capped daily charge for using bus services	11%
Buses with on-board Wi-Fi, USB charging and next stop announcements	9%
A reduction in the number of times that changes are made to bus timetables and services each year	9%
Improved accessibility for passengers such as raised kerbs / better wheelchair access	4%
None of the above would encourage me to use the bus / use the bus more often	7%

As shown in Table 10, the priorities for improvement most commonly listed within respondents 'top three' were:

- Improved connectivity with other bus services and rail services;
- Improved reliability and quicker journey times with more bus priority measures (bus lanes, etc); and
- Real time bus information at bus stops and interchanges.

Those who did not travel frequently by bus pre-Covid were most likely to state that none of these improvements would encourage them to use the bus or use the bus more often.

Respondents were then asked, of each of the improvements they had selected, which single improvement would be most important to them. These findings are summarised below in Table 11.

Table 11. Of the improvements which you just identified as being important to you, which is most important to you?

Improvements	Percentage
Improved connectivity with other bus services and rail services	21%
Improved reliability and quicker journey times, with more bus priority measures (bus lanes etc.)	16%
A range of simple, low-cost, day, weekly and monthly tickets that can be paid for using contactless card, Apple Pay, etc; allowing travel on all bus services (including into neighbouring counties) and many rail services	14%
Real time bus information at bus stops and interchanges	10%
Investment in greener and more environmentally friendly buses	8%
Up to date bus service information that is clear, easy to understand, and readily available	8%
More integrated and innovative services such as flexible, bookable, demand-responsive transport services	6%
A single public transport app for Derbyshire, providing a range of information relating to timetables, disruptions, and ticketing information for all operators	5%
Better bus stop waiting facilities, such as regularly cleaned and more modern bus shelters	4%
Capped daily charge for using bus services	3%
A reduction in the number of times that changes are made to bus timetables and services each year	2%
Buses with on-board Wi-Fi, USB charging and next stop announcements	2%
Improved accessibility for passengers such as raised kerbs / better wheelchair access	1%
Base	100%

As shown in Table 11, priorities for improvement which were most commonly cited as being 'most important' to respondents were:

- Improved connectivity with other bus services and rail services;
- Improved reliability and quicker journey times, with more bus priority measures (bus lanes etc.); and
- A range of simple, low-cost, day, weekly and monthly tickets that can be paid for using contactless card, Apple Pay, etc; allowing travel on all bus services (including into neighbouring counties) and many rail services.

The improvements considered most important to respondents varied notably by:

- Age
  - Those aged 18-34 were more likely to value improved reliability and quicker journey times (21%); and a range of simple, low-cost, day, weekly and monthly tickets (24%).
  - Those aged 35-49 and 65+were more likely to value improved connectivity with other bus services and rail services (21% and 22% respectively)
  - Those aged 65+ were more likely to value up to date bus service information that is clear easy to understand (12%).

- Disability
  - Those with disabilities were more likely to value improved accessibility for passengers as most important (3%).
  - Those without disabilities were more likely to value improved connectivity with other bus services and rail services (21%); and more integrated and innovative services (7%).
- Concessionary passes
  - Those with concessionary bus passes were more likely to identify up to date information (11%); improved connectivity with other bus services and rail services (23%); and real time bus information at bus stops and interchanges (12%) as most important.
  - Those without concessionary bus passes were more likely to identify a range of simple, low-cost, day, weekly and monthly tickets (19%) as most important.
- Frequency of pre-Covid bus use
  - Those who travelled frequently by bus pre-Covid were more likely to identify improved reliability and quicker journey times (17%); and real time bus information at bus stops and interchanges (11%) as most important.
  - Those who did not travel frequently by bus pre-Covid were more likely to identify more integrated and innovative services (9%) as the most important improvement.

Conclusions

Before the Covid-19 pandemic, 58% of respondents were frequent bus users, and the most common journeys made by respondents were for leisure, or shopping for essentials including groceries.

58% of respondents anticipated that once all Covid-19 restrictions in the UK have been removed, their bus use will return to pre-Covid levels. 22% suggested their use would increase, or they would travel for longer distances once restrictions are removed, compared to pre-pandemic.

The five most commonly cited priorities for improvement, considering the full sample overall, were:

- Improved connectivity with other bus services and rail services;
- Improved reliability and quicker journey times with more bus priority measures bus lanes etc;
- Real time bus information at bus stops and interchanges;
- A range of simple low cost day weekly and monthly tickets that can be paid for using contactless card Apple Pay etc; and
- Up to date bus service information that is clear easy to understand and readily available.

Improving accessibility was of particular importance to those with disabilities impacting their day-to-day activities, whilst those with concessionary bus passes would value availability of up-to-date bus service information being readily available.

Those who did not travel frequently by bus pre-Covid were more likely to more integrated and innovative services as the most important improvements.

Appendix E

Glossary of Acronyms

ABOD   Analyse Bus Open Data

AVL   Automatic Vehicle Location

BODS   Bus Open Date Service

BRG   Bus Recovery Grant

BRT   Bus Rapid Transit

BSIP   Bus Service Improvement Plan

CBSSG   COVID Bus Services Support Grant

CCTV   Closed Circuit Television

CVRAS   Clean Vehicle Retrofit Accreditation Scheme

DCC   Derbyshire County Council

DfT   Department for Transport

DRT   Demand Responsive Transport

ENCTS   English National Concessionary Travel Scheme

EP   Enhanced Partnership

ETM   Electronic Ticket Machine

FTE   Full Time Equivalent

KPI   Key Performance Indicator

LCMTF   Low Carbon Mobility Task Force

LTA   Local Transport Authority

LTP   Local Transport Plan

MaaS   Mobility as a Service

MoU   Memorandum/Memoranda of Understanding

QR   Quick Response

RTI   Real Time Information

SCOOT   Split Cycle and Offset Optimisation Technique

SMS   Short Message Service

TMS   Traffic Management System

USB   Universal Serial Bus

UTC   Urban Traffic Control

Wi-Fi   Wireless Fidelity