UK National Bus Strategy

Derby BUS SERVICE IMPROVEMENT PLAN

DRAFT

2021-2026

This document is draft and its contents, including targets and proposed delivery measures, are subject to change prior to its submission to the Department for Transport by 31 October 2021

This will follow further consultation with bus operators, the Cabinet Member for Streetpride and Public Spaces, Strategic Director of Communities and Place and Strategic Director of Corporate Resources as outlined within the accompanying Cabinet report

Contents

Section under construction – keep driving…

Executive summary

Section under construction - keep driving…

1. Introduction

1.1 What is a Bus Service Improvement Plan?

The National Bus Strategy "Bus Back Better" was published in March 2021. It called for all Local Transport Authorities (LTA) to produce a Bus Service Improvement Plan or BSIP by the end of October.

BSIPs are strategic documents that explain how Councils (LTA) and bus operators, working together through a formal Enhanced Partnership, will implement the actions of the National Bus Strategy.

The Department of Transport (DfT) says that ***"the overall aim of the BSIP and its individual sections is to explain the LTA ambition to improve buses and the plans and policies that will deliver them."*** BSIPs must:

- focus on delivering the bus network that LTAs (with operators) want to see, including how to address the under-provision and over-provision of bus services and ensuring buses integrate with other modes
- explain how they will grow bus use
- explain how they will be delivered

This document is the first BSIP for Derby. Importantly for our very first document, and because we are still in the process of establishing our Enhanced Partnership, details on the proposals in this report will follow on from this BSIP, allowing them to be informed by further consultation and engagement with stakeholders.

1.2 BSIP Oversight - the Enhanced Partnership

Derby City Council confirmed its commitment to establish an Enhanced Partnership in June 2021. The DfT require Enhanced Partnerships to be in place by April 2022. The BSIP is the foundation of an Enhanced Partnership agreement between the Council and bus operators.

The DfT has asked that all councils not already pursuing franchising introduce an Enhancement Partnership. This is a statutory arrangement under the Transport Act 2000 (as amended by the Bus Services Act 2017).

Our Enhanced Partnership arrangements will strengthen and enhance our current partnership through this more formal footing, alongside the oversight of the delivery and performance against shared targets and actions.

Our BSIP will be reviewed and refreshed annually, as required by the DfT. In this context the initial BSIP is a basic working document to provide a starting point for the Enhanced Partnership, which will develop the BSIP, update on progress against targets at least annually, and as we roll-out the proposals in this BSIP, we will evaluate and assess their impact. These updates will be taken through the decision-making processes of the organisations within the Partnership as appropriate. The

knowledge and intelligence gained will be reflected in our second BSIP which we will publish in October 2022.

1.3 Where does this cover?

This is the Bus Service Improvement Plan (BSIP) for Derby. The area covered is within the administrative boundary of our Local Transport Authority (LTA), shown in **Figure 1** below. This is the same area that will be covered by our emerging Enhanced Partnership. The enhanced partnership agreement with operators will be based on achieving the aspirations and targets outlined in this document.

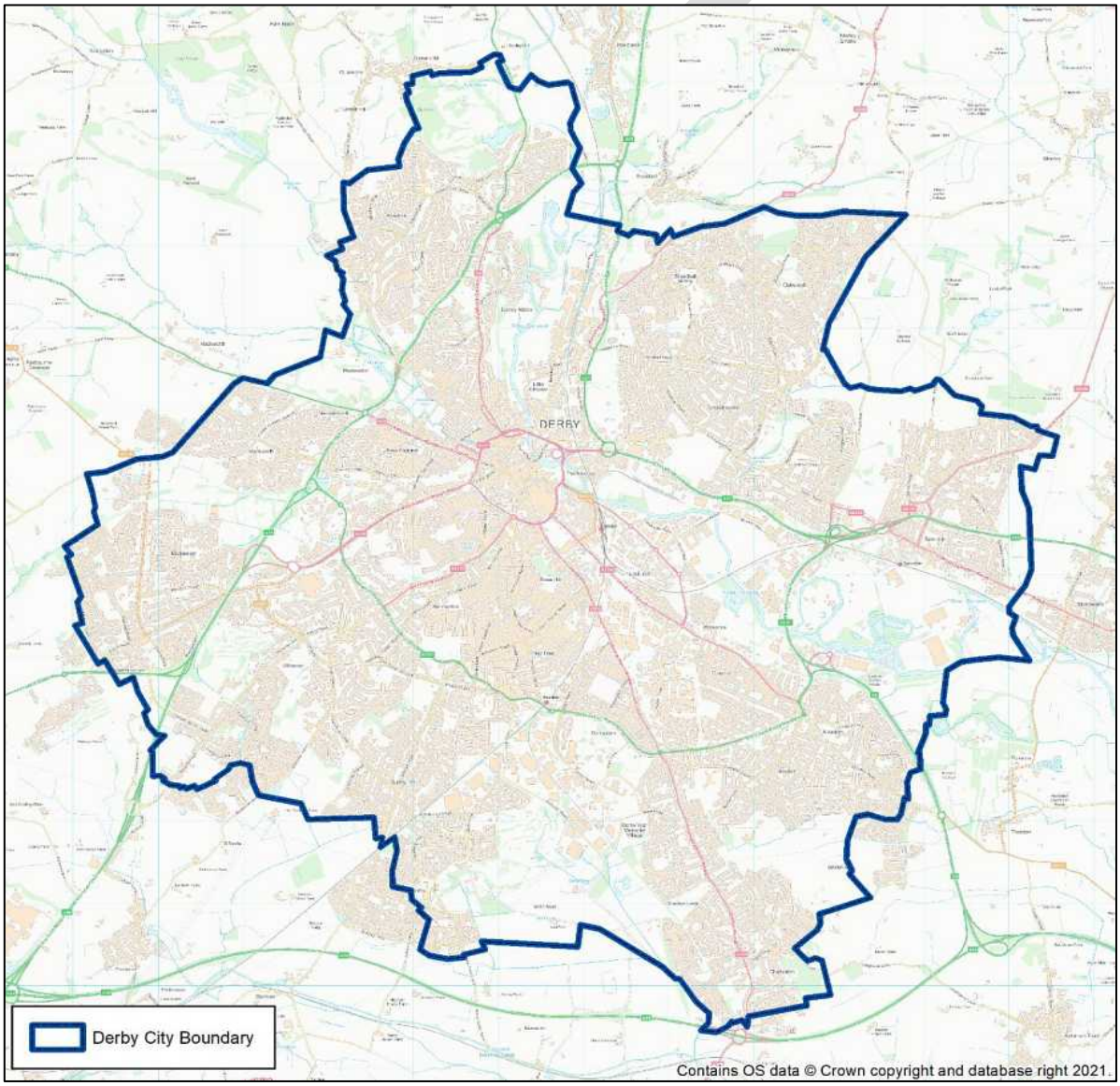

Figure 1 – Derby City Council BSIP boundary

1.4 Working collaborative across boundaries

The BSIP has been produced in collaboration between Derby City Council, bus operators and neighbouring authorities at the Derby administrative boundary. Derby

City Council has agreed a Memorandum of Understanding (MoU) with neighbouring authorities to signal our shared commitment to continue to work across adjacent LTAs and plan for structured liaison from the inception of our BSIPs and beyond.

The agreement covers a co-ordinated and integrated approach to cross boundary issues and to actively consider formal co-operation with the development and integration of enhanced partnerships. A copy of this MoU is contained in Appendix X.

For the future we will work towards covering a 'Greater Derby' area. This would allow our improvement activity to capture the new and planned developments on our boundary, where connectivity is essential. This would be like that shown in **Figure 2**.

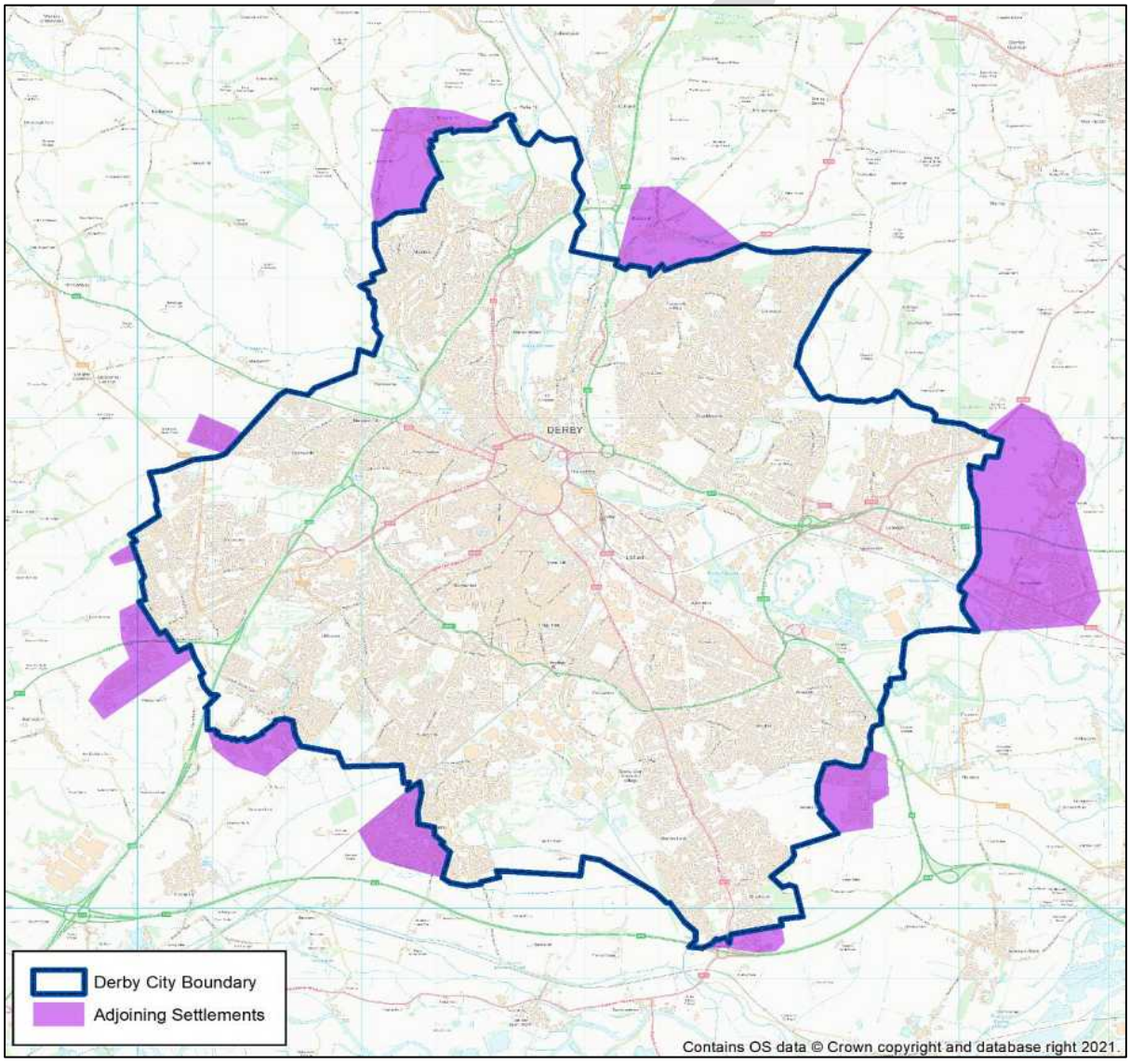

Figure 2 – Urban developments on the Derby boundary

1.5 Consultation and engagement

To create our first BSIP, we have worked closely with our bus operators and involved elected members, as well as passenger representatives and large employers in the city. An Equalities Impact Assessment will be carried out as part of the on-going

development of the BSIP. A full public consultation has not been possible because of the short timescales involved; however, a formal public consultation exercise will be conducted as part of the Enhanced Partnership process. This will provide rich data that be used to improve and develop the Enhanced Partnership arrangements and our BSIP.

Skylink Case study

Local Evidence of the benefits of improving bus services

The Skylink service is a good example of the economic and social benefits of investing in the bus network to providing high quality links.

The Derby/Leicester Skylink operates along with the Nottingham Skylink to provide a public transport link to East Midlands Airport from its three surrounding cities. A total investment of around £4.9 million was obtained from the airport, local authorities and a Department for Transport Kickstart funding bid. This enabled the development of a high quality, frequent service operating 24 hours a day, 7 days a week.

Usage and popularity of the Skylink network has grown over the decade from around 200,000 bus users in 2004 to over 1.7 million passengers in 2013/14. Whilst the service provides access to the airport for both traveller and employees, the routes travel through many local villages near the airport that prior to the service had very few, infrequent, daytime routes available to them.

The ability to serve both demographics of airport demand and local village demand has helped to sustain the service level. A bus user survey reflected this, of the travellers on the Derby/Leicester Skylink, 77% are just travelling along the route, compared to 6% who are flight passengers, 16% airport workers and 1% identified as other.

2. The national and local strategic context

2.1 National context

Bus Back Better – the National Bus Strategy

The new National Bus Strategy for England, Bus Back Better, was published in March 2021 and sets out Government's ambition to grow bus usage. The strategy's aim is to tackle negative perceptions of bus travel and create an environment where the bus is a positive choice for citizens rather than use private cars.

Local authorities were asked to signal their commitment to forming an Enhanced Partnership with operators by June this year and to produce a BSIP by October 2021. The Enhanced Partnership needs to be in place by April 2022. The National Bus Strategy is complemented by guidance on the development of BSIPs and updated guidance on establishing Enhanced Partnerships.

Key objectives of the National Bus Strategy:

- **Frequent services on major routes with feeder or DRT services elsewhere** - more frequent, with turn-up-and-go services on major routes and feeder or demand-responsive services to lower-density places.

- **Faster more reliable services** - faster and more reliable services, with bus priority wherever necessary and where there is room.

- **Lower cost tickets** – cheaper fares, with more low, flat fares in towns and cities, lower point-to-point fares elsewhere, and more daily price capping everywhere.

- **Comprehensive service provision** - more comprehensive service provision, with overprovision on a few corridors reduced to boost provision elsewhere and better services in the evenings and weekends, not necessarily with conventional buses.

- **Simpler to understand network -** easier to understand network, with simpler routes, common numbering, co-ordinated timetable change dates, good publicity, and comprehensive information online.

- **Simpler to use network** - easier to use network, with common tickets, passes and daily capping across all operators, simpler fares, contactless payment and protection of bus stations.

- **Integration –** bus network better integrated with other modes and each other, including more bus-rail interchange and integration and inter-bus transfers.

- **Cleaner -** a modern bus fleet which is zero-emission and contributes positively to Air Quality and decarbonization

- **Enjoyable travel –** comfortable, high-specification buses, on services where passengers feel safe and which are accessible and inclusive by design

2.1.1 Other national policy drivers

The Transport Decarbonisation Plan was published in July 2021 and its ambitions for bus travel are clearly linked to the aspirations of the National Bus Strategy. The Decarbonization Plan notes that travel by car has seen a greater speed of recovery following the Covid-19 pandemic. The plan aims is to rebalance this position to make the public transport the better alternative, increasing the use of buses and all other forms of public transport, not only as recovery after the Covid pandemic but long-term. It also aims to achieve a zero-emission bus fleet and further consult on a phase-out date for the sale of new non-zero emission buses, and on a phase-out date for the sale of new non-zero emission coaches.

Government has also set out an active travel policy to increase the number of shorter trips taken by these modes. 'Gear Change', published in 2020, has target of 2030 for half of all journeys in towns and cities to be by cycling or walking.

2.1.2 Future funding

The National Bus Strategy is clear that a failure to comply with the BSIP process will put at risk not only future funding for buses but also non-bus transport funding. This is related to both Local Authorities and bus operators.

2.2 The Derby context

Bus services have a vital role to play in the economic recovery of the city after the pandemic. We have already seen a dramatic change on our high streets and city centre as retail businesses have had to adapt and move online and employees moved to remote working. It is fundamental, therefore, to increase patronage and improve customer experience, promoting modern, attractive public transport as inclusive and accessible mobility for everyone.

A robust and valued public transport system brings benefits beyond simply getting from A to B. There are several significant strategic interventions being developed in Derby, such as a new City Centre masterplan, large scale regeneration projects, flood defence schemes, City of Culture bid development, decarbonization and energy projects and active community engagement. Co-ordinating our work and integrating our improvement proposals with our other strategic programmes and projects will mean we can have the maximum impact on our economy, our climate and our health.

2.2.1 The Derby City Council Plan and Derby Recovery Plan

In early 2020, the world was in the grip of the Covid-19 emergency and the Council has of course been at the forefront of tackling the with the NHS. The Council Plan and particularly its sister Recovery Plan has been shaped by these events and set out three main outcomes:

- Our Place – a city with big ambitions
- Our People – a city of health and happiness
- Our Council – focused on the things that matter

Improving public transport and promoting active travel will of course support our wider goals for health and sustainability. Central to this is the delivery of the Council's Transforming Cities Fund programme, which the Recovery Plan details:

- More people, who can, walking and safely using public transport (in line with COVID-19 regulations whilst these remain in place)
- 'Bus priority corridors' – upgrading junctions, infrastructure and RTI (real time information) at key junctions
- Cycle lane improvements along key routes to employment sites, including dedicated cycle lanes
- Creating a more welcoming gateway into the city that connects the station with the city centre, public transport, active travel links and routes into the city centre
- Smart mobility hubs

2.2.2 The Local Transport Plan (LTP) 2011-2026

The third Local Transport Plan sets out a series of goals and challenges for the city to give travel choice and to provide a sustainable network.

- ★ **Goal 1** To support growth and economic competitiveness, by delivering reliable and efficient transport networks
- ★ **Goal 2** To contribute to tackling climate change by developing and promoting low-carbon travel choices
- ★ **Goal 3** To contribute to better safety, security and health for all people in Derby by improving road safety, improving security on transport networks and promoting active travel
- ★ **Goal 4** To provide and promote greater choice and equality of opportunity for all through the delivery and promotion of accessible walking, cycling and public transport networks, whilst maintaining appropriate access for car users
- ★ **Goal 5** To improve the quality of life for all people living, working in or visiting Derby by promoting investment in transport that enhances the urban and natural environment and sense of place

The challenges are highly relevant to our BSIP and underpin the barriers to travel by bus that we see in the city:

- **Challenge 1:** Provide network efficiency, reduce unnecessary delays and facilitate economic activity
- **Challenge 2**: Maintain and improve transport infrastructure to address existing and future needs
- **Challenge 3**: Minimise the effects of any unpredictable events on the transport network, and enhance adaptation to the effects of climate change
- **Challenge 4**: Minimise the negative effects of travel and existing and new transport infrastructure on local communities, air quality and the wider environment
- **Challenge 5**: Minimise transport's contribution to climate change and improve energy efficiency
- **Challenge 6**: Provide safer travel opportunities and reduce road casualties
- **Challenge 7**: Provide good access to employment opportunities, key facilities and services for all residents and visitors to the Derby Local Transport Plan area
- **Challenge 8**: Encourage and enable all people and businesses to use sustainable travel options
- **Challenge 9**: Enhance the integration of transport in the urban environment to provide safe, secure and multi-functional space, promoting greater social interaction and natural surveillance

The Enhanced Partnership and BSIP will be aligned to the Derby Local Transport Plan (LTP). We will review the LTP for a further period to meet both local and government requirements and this will be co-ordinated and aligned with the BSIP process.

2.2.3 Climate change and decarbonization

The Council declared a climate emergency in May 2019 and is seeking to be net carbon zero by 2035. A Climate Commission has been established to refresh our citywide strategy and action plan. The current strategy identifies the need for smarter travel options so that people have a range of well provided, easily accessible and integrated lower carbon travel choices. One of the key objectives is for a efficient and effective public transport system that people choose to use.

The Climate Commission is supported by four Action Hubs including one for transport. The Transport Action Hub has representation from across business, travel and community organisations and is chaired by one of the local bus operators. It is developing a decarbonisation action plan with three clear priorities:

- Substitute trips
- Shift modes
- Switch fuels

2.2.4 Transforming Cities Fund

Derby already has ambitions improvement plans for our bus network underway through our Transforming Cities Fund (TCF) programme, including our Future Transport Zone fund. TCF is a three-year programme up to March 2023. It has

been the main focus of bus facilities investment and improvement in recent years. The funding associated with the BSIP will accelerate and enhance these initiatives meaning then can be have greater impact and longevity.

TCF is a joint fund with Nottingham City Council, which was awarded following the submission of a Strategic Outline Business Case, co-produced with DfT. The Tranche 2 TCF for Derby and Nottingham totalled £161m. The funding allows the two LTA's to develop schemes that encourage the connectivity and overall viability of the area in and between the cities.

Public transport is a fundamental part of the programme where we aim to promote an increase in journeys by low carbon, sustainable travel modes. This is not only to contribute to climate change objectives and make a positive contribution to public health, but also to increase accessibility to jobs and learning at the edges or beyond the boundaries of the two cities.
Key components of programme are:

- New smart mobility hubs on major radial routes
- Bus priority corridors – upgrading junctions and infrastructure to improve bus reliability on major routes
- Improved connectivity between the city centre, bus station and train station
- Improved journey times and reliability for buses
- Improved customer experience at the main interchanges and local bus stops
- Improved information provision and access to interactive journey planning
- Mass rapid transit – providing a high-quality zero-carbon transit route across the city centre, linking some key intra-city destinations and public areas
- Demand Responsive Transport – supplementary DRT to the city centre and rail station to key employment sites which will provide an innovative alternative to car travel for commuters
- Future Transport Zone: Mobility as a service and smarter ticketing, data driven insights and the sharing economy to help future-proof travel in the city. Integration of information and payment options to support uptake of new and existing mobility services.

2.3 Our BSIP focus - year one

Our BSIP proposes a programme of interventions to improve the public transport network in Derby and meet the aspirations of the National Bus Strategy over a period of 5 years. Government has indicated that our proposals should be ambitious and focused on increasing patronage to support, not only a service that has been

severely affected by the pandemic, but to make greater strides towards national growth, decarbonization and health goals.

We are very ambitious for our city and we want a public transport system that is prized by our citizens, employees and visitors alike. We believe the most important way to achieve the outcomes we want is to create a solid foundation, to be able to articulate our long-term plans that can be supported by consistent longer-term funding. We already have exciting plans as part of our current work and the BSIp is a real opportunity to add to these and maximise their impact.

Our first BSIP will therefore be focused on two major strands:

a. strengthening our understanding of bus service in the context of our public transport system and our economic, social and environmental aims

b. building on our existing local partnership activities and interventions to enhance and accelerate these appropriately to raise their ambition and impact

Giving ourselves this clear focus will ensure that our emerging Enhanced Partnership has:

- a shared position of where we are now alongside an evidence base which can be refreshed annually to anchor our future proposals for improvement

- confidence in its ability to deliver by gaining significant early benefits in quality and enhanced customer experience

- credibility in the city as a strong partnership that contributes to our whole city recovery post-pandemic and to greater mobility for everyone

3. Derby's Current Bus Network

Buses have long been a prominent feature of life in Derby and the city is generally well served by a commercial bus network, particularly along the main arterial routes in and out of the city. All services are commercially run by a few operators. Many of the services run outside the city boundary to other key centres of population such as Nottingham, Matlock and Burton-on-Trent.

There has been a Strategic Bus Partnership in the city for many years where the Council, bus operators and passenger representatives come together. It is a voluntary partnership, chaired by the Cabinet Member and is supported by operational sub-groups including a focus on the operation of the bus station. There is a good track record of successful working together to deliver improvements.

3.1 Summary of services (not including school services)

A summary of the services running based on summer 2021 timetables is attached at appendix X. There are also long-distance coach services that operate from Derby that, although not covered in this BSIP, will obviously benefit from many of the improvements proposed.

3.2 Bus patronage levels and trends

Prior to the Covid-19 pandemic there were 15.2 million passenger journeys in the year 2019/20 (April-March). The annual number of passenger journeys has declined over the past 10 years, and although this has included occasional uplifts, the overall trend has been reducing usage. The 2019/20 period ended at the start of the Covid-19 pandemic and it is possible that some of this reduction was the initial impacts, although this would not account for the total reduction from the previous year.

During the 2019/20 period there were 3 million journeys less than 10 years earlier, equivalent to 16.4% which is in line with the national average for England over that period. It should be noted though that in 2018/19 there were 17.2 million passenger journeys which meant that this was the greatest pre-Covid year on year decline during the period.

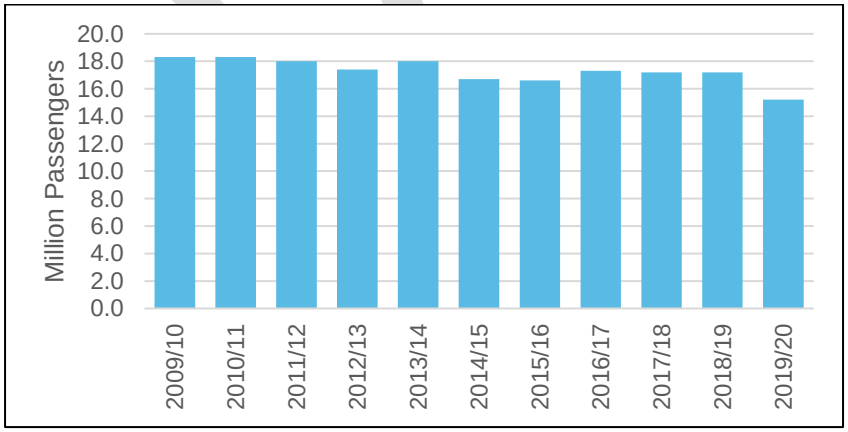

Figure x: Annual passenger journeys on local bus services in Derby

(Source: DfT Public Service Vehicle Survey Table 0109)

There has been a significant impact from the Covid-19 pandemic. An analysis of patronage data from the main operators shows that patronage in May 2021 was 44% below that in May 2019, prior to the pandemic.

The number of journeys per head of population has declined 21% from 75 per year in 2009/10 to 59 per year in 2019/20. Compared to other local cities, Derby has significantly fewer bus journeys per head of population than Nottingham, Leicester has more journeys per head although the gap has reduced over the past 10 years as Derby has had a lower decline than Leicester.

3.3 Density of service

Heat maps have been generated to show the concentration of both bus stop locations and bus services within Derby. Based on a 1km grid overlaid on the authority the number of bus stops within each grid square was counted along with the length of road network. Within each 1km square the bus stops per km of road network were calculated.

The number of individual bus services that operates within each 1km square was counted to generate the heatmap. This provides the expected result of the highest density of services appearing within the city centre and along the main arterial routes into the centre. It highlights that some of the outer residential areas only have a single bus service on offer to the residents.

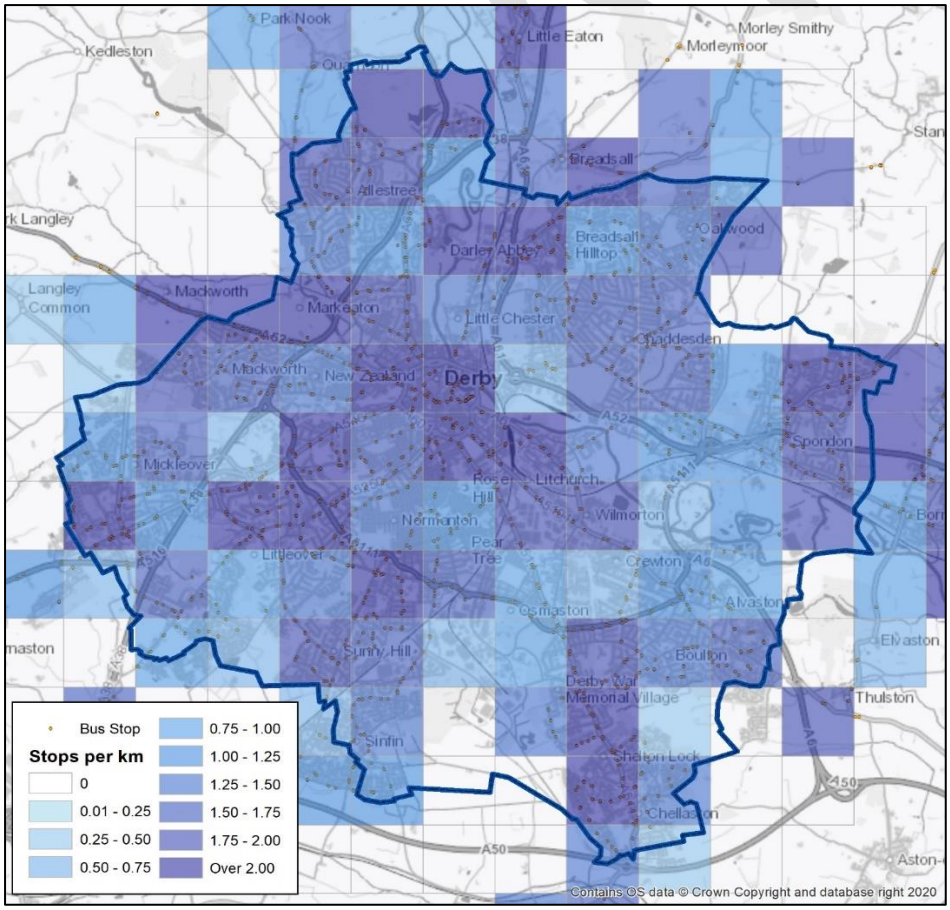

Figure *x* – Bus stops per road network km heatmap

3.4 Accessibility to service, particularly to a frequent service

An estimate of the proportion of the population within walking distance of a high frequency bus service was undertaken through an analysis of the populations and dwellings of census output areas that fell within a 400m walking catchment of served bus stops.

A high frequency service is defined as every 12 minutes or better within the assessment. Within Derby there are some services that operate between the city centre and residential areas within outer areas of the city. Within the residential area they operate a clockwise and anti-clockwise route, therefore halving the frequency operated on the main corridor within the residential area on a directional basis. These services have been included as a separate assessment within the analysis.

Table 1 shows that 20% of the population of Derby are within a 400m walking distance to a bus stop served by a high frequency service. When the services that operate alternate loops are also included, this rises to 41.6%.

The analysis shows that overall coverage is very high within the city with over 93% of the population within access of a bus service. It is acknowledged, however, that this statistic does not indicate that the bus service(s) available at these stops provide links to all the desirable destinations within the city.

	Population within 400m	**Dwellings within 400m**
High Frequency 12 min or better	20.0%	19.9%
High Frequency 12 min or better (inc alternate looping services)	41.6%	42.2%
All Regular Services	93.3%	93.2%

Table 1 – Proportion of population within walking distance of bus services

3.5 Fares and ticketing arrangements

Spectrum is the multi-operator bus travel ticket for Derby, which allows unlimited bus travel from 5am to midnight on the day of purchase on most Arriva, trentbarton, Kinchbus and Notts & Derby services within Derby and the built-up area of South Derbyshire immediately adjacent to the boundary of Shardlow Road and Stenson Fields. It excludes travel outside of the defined area.

Adult tickets are priced at £5.80 and child tickets at £3.80. 7-day and 28-day saver tickets are also available to purchase, with savings of approximately 41% and 48% respectively over a day ticket.

Spectrum cards are available from the bus station information office and can then also be topped up on participating bus services. Spectrum cards are not linked to an individual user so family and friends can share the card to make more efficient use.

Based on single ticket fares to the city centre, the average fare per km from the furthest most points in the city is £0.44 per km. More generally from within outer

region of the city is between £0.50 and £0.60 per km, this rises to around £1.00 per km for journeys that start nearer to the centre.

Discounted travel for young people is available under the b_line scheme. Young people aged 14 to 18 are eligible for a b_line2 card, this provides discounts on most bus travel throughout Derby City Council and Derbyshire County Council areas. 11 to 14 year-olds are eligible for a b_line1 card. This does not enable discounted travel for the holder but the card is proof of age for a child fare. There are additional benefits for b_line card holders as they can also be used to get discounts at a variety of shops and leisure facilities throughout Derby and Derbyshire.

3.6 Modal share

The modal share for the method of travel to work from the 2011 Census, for residents of Derby is shown in **Table *2***. This shows that in 2011 that 8.4% of journeys to work by Derby residents were made by bus. The Census measures the main method of travel so it is possible some recorded as train may also use the bus as part of their journey.

Compared to the average for the East Midlands the percentage travelling by bus within Derby is 2% higher. This is expected to an extent given the fact that it is a city with good bus network coverage.

Method of travel	Derby	East Midlands
Work mainly at or from home	6.3%	10.3%
Underground, metro, light rail, tram	0.1%	0.3%
Train	1.2%	0.8%
Bus, minibus or coach	8.4%	6.3%
Taxi	0.7%	0.4%
Motorcycle, scooter or moped	0.9%	0.7%
Driving in a car or van	62.3%	61.7%
Passenger in a car or van	5.5%	6.0%
Bicycle	3.4%	2.8%
On foot	10.8%	10.4%
Other method of travel to work	0.3%	0.4%

Table 2 – Travel to work mode split. (Source: Census 2011)

The geographic distribution of the bus user modal split from the 2011 Census shows that there is not an even spread across the city with some of the wards having very low single figure percentage modal splits for bus users, whilst other areas appear in the banding of 19%-30% bus users.

This geographic distribution provides a positive outlook on the potential modal splits that are achievable within the city with provision of punctual, frequent, and advantageous pricing.

3.7 Journey times and bus priority

Considering average bus times over the last 4 years, shows a general trend of gradually increasing speeds over the period. This is to be expected for 2020 and 2021 due to the reduction of traffic during the Covid-19 pandemic.

Within the services shown, the X38 has the highest average speed. This is due to running non-stop along the A38 dual-carriageway between Derby and Burton. It is therefore not representative of the other Derby centric services.

There are several services that have averaged around 10mph, these services run predominantly within residential areas and have less time on some of the main corridors than other services. This could be linked to additional time due to the turning manoeuvres required within residential areas and lower speed when travelling within them compared to a main corridor. More detailed analysis into the average speeds and travel times is planned through use of the Analyse Bus Open Data tools that are to be released to support BSIP development.

The temporal impact on bus speeds can be seen in that the afternoon period from 15:00 to 18:00, incorporating the PM peak period, consistently provides the lowest average speeds.

The impact of the pandemic has demonstrated the effect of traffic on the punctuality of services. Overall punctuality on one operators' services improved from 86% during the period 1April 2019–31 March 2020 to 94% during the following year from 1 April 2020 – 31March 2021 during which the lockdowns were in place along with stay at home advice.

3.8 Bus Lanes

Within Derby there are approximately 3.4km of bus lanes around and within the city centre. The locations of existing bus lanes are listed below:

- Uttoxeter New Road = 670m and 136m
- Friar Gate = 25m
- Victoria Street = 149m
- Albert Street = 181m
- Siddals Road = 45m
- Traffic Street = 234m (northbound) and 221m (southbound)
- Burton Road = 155m
- Normanton Road = 127m
- Railway Terrace = 12m
- Shardlow Road = 55m
- Chequers Road = 325m
- Nottingham Road =252m and 149m
- Phoenix Street = 148m (both directions)
- King Street = 148m (westbound) and 20m (eastbound)
- Osmaston Road = 167m

There are also bus gates in operation to aid the daytime movement of buses within the city centre providing links that are free from private vehicles.

3.9 Road congestion and traffic levels

Road congestion causes issues within Derby for bus operators. Historic data shows that overall congestion levels were reducing in 2019 compared to 2018, this was a general trend seen in most regions.

Within Derby there are several radial A roads that are suffering from over 70 seconds of delay per vehicle per mile on the key corridors into the city centre, with a number of links showing over 90 seconds of delay per vehicle per mile. These are links where buses are travelling within standard traffic for most of the route and therefore suffer from these delays along with the private vehicles.

3.10 Complementary measures: parking

Within Derby City Centre there is a large selection of parking available for private vehicles. Sites are operated by both the authority and private operators. The capacity of the city centre car parks is approximately 6,600 spaces.

The sites are predominantly around the city centre ring road with a small number within more central locations. The focus of a high quantum of the parking spaces is on the south-east side of the city centre where the Derbion Shopping Centre is located with nearly 200 shops and cinema at the location. There are also a cluster of locations to serve the rail station located to the east of the city centre.

Whilst the price of parking varies across the city centre there is a similar trend. Shorter term tickets are approximately £2.50 for two hours, as the length of time increases the parking equates to approximately £1.00 per hour for a five-hour ticket, at which point some locations provide a 12hr or 24hr option that reduces the equivalent hourly rate significantly.

3.11 Air Quality and emissions

DCC published their Air Quality Action Plan (AQAP) in October 2020. This sets out the authority's actions to improve air quality in Derby between 2019 and 2025.

DCC declared two Air Quality Management Areas (AQMAs) to highlight areas where the population are exposed to concentrations of NO2 in exceedance of the National Air Quality Objectives (NAQOs). The two AQMAs consist of a grouping of linked roads and described in the declaration as the following:

- AQMA No. 1, Ring roads – An AQMA encompassing the Inner and Outer Ring-Roads in the city, as well as some sections of radial roads and the entire length of Osmaston Road.
- AQMA No. 2, A52 – Sections of the A52, Derby Road and Nottingham Road in Spondon.

There are bus routes operating through most of the areas, the main exception being the north and west sides of the ring road. Routes generally route through the centre

or around the eastern side of the ring road to access the bus station on the eastern side of the city centre.

The action plan identified the implementation of the Clean Bus Technology Fund to target all buses achieving Euro VI compliance to reduce the NOx emissions from buses and help to meet the air quality targets. Derby successfully retrofitted 54 Derby based buses to achieve 100% Euro VI compliance.

3.12 Availability of information

Information regarding the bus services operating within Derby is readily available from a number of sources:

- 120 Real Time Information (RTI) displays at bus stops which are a mixture of TfT and LED displays
- 2 interactive kiosks at the bus station
- Each bay within the Bus Station and all stops within the City Centre have a timetable present at the stop
- Outside of the city centre the operators maintain the information provision at stops. Many bus stops have timetables at the stop.
- All of the operators provide up to date timetable information via their websites, there are also mobile apps available for the main operators along with live vehicle tracking.

https://www.arrivabus.co.uk/
https://www.highpeakbuses.com/
https://www.kinchbus.co.uk/
http://www.littlestravel.co.uk/
https://www.nottsderby.co.uk/
https://www.trentbarton.co.uk/

3.13 Bus fleet

There are over 215 buses used to deliver the current Derby bus network. Based on the available data, these have an age range from some that are 1 year old up to a couple that are 16 years old. The average age is 7.6 years old, with the individual fleet average ages ranging from 6.7 years old to 8.9 years old.

Of the available vehicle fleet information, 170 of the 215 vehicles, 79%, are EURO VI compliant. This is significantly better than the average for England outside of London that stood at 30% EURO VI compliance in the Department for Transports, England 2019/20 Annual bus statistics release (October 2020).

3.14 Local Operators & LTA operation

There is a strong history of partnership working between the Council and the operators. There has been a well-established Strategic Bus Partnership in Derby for many years, which is chaired by the Derby Cabinet Member and attended by the main bus operators and passenger representatives. It is supported by an operational group which deals with day-to-day issues including the bus station

operation. This provides governance for collective decision making and agility to respond to significant developments or issues such as improvements to the bus station or major flooding incidents.

The following bus operators have registered bus services within Derby:

- Arriva
- High Peak
- Kinchbus
- Littles Travel
- Notts & Derby
- trentbarton

High Peak, Kinchbus, Notts & Derby and trentbarton are all part of the Wellglade Group.

The majority of the services are operated by Arriva and trentbarton. A full list of current services is provided in Appendix X.

There are also operators who provide only school services that are registered services, these are:

- Harpurs Coaches
- Hawkes Coaches
- Viking Coaches

In the main the Arriva services operate wholly within the Derby City boundary, most trentbarton services operate across the city boundary. The operators do not directly compete for routes and provide complementary services.

Routes from the city of Derby link it directly to the county of Derbyshire and also onwards to Leicestershire, Nottinghamshire and Staffordshire. Direct services are available to both Nottingham and Leicester.

Derby City Council do not currently support any services financially. All are operated commercially.

The authority has a very small team of 3 staff working full time on public transport, which includes the Passenger Transport Team Leader. They are managed by a Group Manager who has significant input to the team.

3.15 Publishing of Timetables and Service Promotion

Each bay within the Bus Station and all stops within the City Centre have a timetable present at the stop, these are managed by the authority.

Outside of the city centre, the operators maintain the information provision at stops. Many bus stops have timetables at the stop, this varies by the operator serving the stop. As these are not managed centrally the exact number and status is not known, a review and consistent approach to this is currently being considered.

The promotion of services is undertaken by the bus operators and not the local authority. The exception is the production and placement of timetables at stops within the bus station and around the city centre

Branding and ticketing are managed by the operators. The trentbarton services are branded to reflect the locality served ensuring that they resonate with local people. For example, two of the services are called the Mickleover and the Allestree, these serve the Mickleover and Allestree areas of Derby respectively.

4. Targets

The BSIP seeks to set out what a successful bus service will look like in Derby and what improvements we collectively want to see. To support this, a set of targets will be confirmed in advance of submission to the DfT by 31 October, following agreement with operators.

The proposals will continue to be developed with operators so that the appropriate information can be provided in line with DfT guidance by 31 October.

The targets will be agreed in principle to show our ambition but they will be subject to change as we establish our Enhanced Partnership and are able to carry out further consultation and engagement.

Targets	2018/19	2019/20	Target for 2024/25	How will the targets be measured
Journey time	Specific to corridor	Specific to corridor	**TBA**	Bus journey times will be obtained from the Analyse Bus Open Data (ABOD) service. Private vehicle journey times will be obtained from floating vehicle data (FVD)
Reliability	Not available	86%*	**TBA**	Reliability data will be obtained from the Analyse Bus Open Data (ADOD) service for the percentage of on-time departures.
Passenger growth	17.2m	15.2m	**TBA**	Passenger numbers will be obtained from operators for the number of passengers boarding/travelling within Derby.
Customer satisfaction	96%	95%	**TBA**	A regular (minimum 6 monthly) passenger survey will be undertaken to obtain customer satisfaction levels.

The DfT require targets to cover journey times, journey reliability, passenger numbers and passenger satisfaction. Other targets will be considered as part of this BSIP and Enhanced Partnership development. This could include such things as number or RTI displays or percentage of the population within 400m of a frequent service, along with further environmental targets.

Progress against our targets and proposed actions will be provided every 6 months, as required by the DfT.

5. Delivery

As we have set out earlier, to ensure we can build on our current improvement plans and set the foundations for the future , our first BSIP will be focused on two major strands:

a. strengthening our understanding of bus service in the context of our public transport system and our economic, social and environmental aims

b. building on our existing interventions to enhance and accelerate these appropriately to raise their ambition and impact

The actions proposed will be subject to funding from the DfT who have indicated that this will be based on both formula and for specific large projects.

The proposals will continue to be developed with operators so that the appropriate information can be provided in line with DfT guidance by 31 October.

5.1 Bus priority infrastructure

Our discussions with bus operators have indicated that both the major operators in Derby consider traffic congestion to be the major issue preventing them from increasing the speed and improving the reliability of their services. Identification of congestion 'hotspots' and developing and implementing solutions is a key priority.

The TCF funding has concentrated on four corridors. These are the strategic corridors that connect major populations to the city centre:

- Nottingham Road
- Uttoxeter Road
- Mansfield Road/Alfreton Road
- London Road

A complex range of data has been used to assess options for improving bus journey times along the four corridors. Locations where typical traffic conditions cause delays for the existing bus services were identified as follows:

Nottingham Road Corridor

1. Willowcroft Road
2. Station Road / Lodge Lane
3. A52 Roundabout
4. Asda access
5. Acorn Way / Raynesway

6. Chaddesden Lane End, District Centre
7. Chaddesden Park Road
8. Pentagon Island

Mansfield Road / Alfreton Road Corridor

1. A61 Sir Frank Whittle Road / Alfreton Road / Croft Lane
2. Mansfield Road / Alfreton Road
3. Mansfield Road / Stores Road
4. Mansfield Road / A608
5. Hampshire Road / A608 / A61
6. Fox Street / St. Mary's Bridge / Phoenix Street

Uttoxeter Road Corridor

1. Western Avenue
2. Corden Avenue
3. A516 / B5020 Royal Derby Hospital
4. Manor Road / Kingsway
5. Uttoxeter Old Road / Junction Street / Boundary Road
6. Inner Ring Road / Stafford Street

London Road / Shardlow Road Corridor

1. A5111 Ring Road - Blue Peter Roundabout
2. A5111 Ring Road / London Road Roundabout
3. Ascot Drive / Pride Parkway
4. Midland Road

As a result of this review, each of the locations and schemes to improve the situation for buses were identified. Some locations are very difficult to improve because of a lack of space or the layout of the highway and surrounding constraints. Potential schemes have been developed and assessed where feasible to achieve some element of bus prioritisation, using physical features or technology.

Other locations for improvements to bus journey times and 'pinch points' will be explored with the operators and where not already done, all these will be evaluated and included in future BSIP.

Bus Operators were also asked to identify other locations or prioritise locations for improvements to bus journey times. Where not already done, all these will be evaluated and included in the next BSIP where possible. The list of sites identified by bus operators will be included in Appendix X.

A sum of £100,000 pa for four years has been included in the Funding Forms for this BSIP for the investigation of these sites and for the design of measures where appropriate. The funding requirement to construct these measures will be included in the next BSIP.

5.2 Bus infrastructure

The TCF corridor project has reviewed all the bus infrastructure on the 4 main corridors. The corridors have differing levels and quality of infrastructure and there is much variation within each corridor. The quality of the infrastructure is generally related to the passenger footfall at each stop and its prominence as an advertising shelter.

Many bus stops in prominent positions have been provided with Clear Channel advertising shelters. These are good quality shelters with lighting, seats and side panels and are generally well-maintained.

There are many examples of high-quality stops and shelters, but these are in the minority. Most stops would also benefit from some level of improvement or maintenance. The key destinations along the corridors in general are well served, with good waiting facilities.

The TCF proposed improvements aim to balance the cost of improvements against the likely use of the bus stop. The roadside infrastructure needs to be reviewed and inspected and a programme of improvements put forward as part of the BSIP.

5.3 Ticketing Reform & Fares support

Derby already has a multi-operator product (currently known as Spectrum) which is available in adult, young persons and child versions. Daily, 7-day and 28-day versions are available. Once the card is purchased it can be 'topped-up' on any bus.

It is anticipated that this product will be reviewed in terms of:

- Price
- Hours of Validity
- Options available (eg a card that can be uses on 7 separate days.)
- Targeted reduced fare options (eg Low flat fare for journeys to hospital, ticket for job seekers)

Work needs to be undertaken to evaluate the cost and effect of offering reduced fares on the network.

Once this review is complete and the new ticket has been finalised, it is proposed to change the name to 'Derby Go', which aligns with the network re-branding to be undertaken. Each operator will continue to offer its own products and contactless payment is available on all buses. Negotiations are underway to mount the 'Derby Go' ticketing software on a platform used by an existing operator.

The Funding Forms for this BSIP contain some support for this exercise in the form of support for the development and negotiation of options (£50K), New Smartcards (10K) and Marketing (£20K).

d) Bus service support

Derby is in the fortunate position of enjoying relatively high frequency services on the main corridors, without any requirement for revenue support. However, away from the main corridors frequencies are lower and these areas are often hard to serve without ongoing support. It is for this reason, that the authority has been investigating the role of DRT. A study has been completed which indicates that it is likely to be an appropriate option. Following on from this, a market testing exercise is shortly to be launched.

In parallel with this, the authority wishes to evaluate whether the frequencies offered on the main network are appropriate to the needs of the residents and visitors. It is anticipated that this may indicate that some frequencies should be enhanced, perhaps with the need for some revenue support initially, and that in some areas a DRT type option would be more appropriate, to supplement the existing low frequency service provision. As both of these outcomes could require some initial or ongoing revenue support, a cost benefit evaluation would need to be undertaken for this.

This BSIP is, therefore, proposing funding a fundamental network review (£50K), with the results to be implemented and funded from the next BSIP.

For the DRT pilot scheme, £3.25M has been secured through TCF to fund the vehicles for the pilot service, which is anticipated may include some electric vehicles. Should the DRT pilot be successful and a suitable provider is secured, the funding Forms for this BSIP will request for revenue support of up to £0.5M in Year 1, declining annually year on year for 5 years for further DRT development..

e) Low Carbon Vehicles

Though TCF the authority has also been planning a new electric transit service (known as eRT). It is anticipated that this electric Rapid Transit (eRT) route would run from Pride Park in the east into the city centre around a loop., linking key intra-city destinations and public areas. The eRT route would be a key investment in revitalizing the public transport offer in the city, providing a new and innovative service and experience, which would include some traffic-free routing.

The initial service is funded through TCF as a pilot exercise. Future phases of the project will be included in subsequent years BSIP.

f) Marketing

The local bus network in Derby already has strong local branding, with one of the two major operators using route branding, which names routes associated with the area served and uses unique colours for each. To break this strong route and area

branding would not be a positive step, but the overall network requires an identity for infrastructure and publicity. It is proposed to apply this 'Derby Go' branding, where appropriate, to run alongside the re-launched network ticket (also Derby Go). It is proposed to roll this branding programme out, initially on a trial basis.

The Funding Forms for this BSIP include £30K for the initial phase of this roll out. If successful, roll out to the whole network will be included in the next BSIP.

g) Improved information provision

Derby City Council are a partner in a passenger transport support hub which will virtually, and under one coordinated strategy, seek to bring together the teams across the D2N2 region that currently manage the real time information system, distribute digital bus service data and oversee the emerging centralised traffic light priority system. Building on the RTI and TLP systems, currently being delivered through Transforming Cities and guided by the D2N2 RTI Partnership and its delivery strategy, the virtual support hub will seek to maximise the benefit of these systems. In addition, it may expand into supporting our network coordination teams and their engagement with bus operators and passengers to reduce network disruption and enhance the passenger experience.

The scheme will also fund the maintenance of the RTI system, which consumes data from bus operators and pushes it out through multiple channels, including an estate of 2,000 displays across the region; the TLP system which supplies bus operator data to the three UTCs across the region and may fund access to one network's Bus Route Manager to reduce network disruption to bus services. The scheme will cover staffing costs required to manage the systems and will increase capacity to maximise the effectiveness of the systems in supporting passenger transport.

The BSIP funding requested to implement the above will be £212k in year 1, increasing to £234k in year 5.

In addition, it is proposed to increase the number of RTI sites by 10 per year for the next 5 years.

For these additional sites £75,000 pa has been included in the Funding Forms.

h) EP delivery: LTA costs

Currently, the City Council staff involved in the support for the bus network is limited (4 members of staff directly involved in the co-ordination of public transport services. In order to deliver the ambitious programme of improvements we are proposing an additional member of the team.

To cover these costs an additional £50,000 pa has been included in the funding forms.

In additional, to deliver the Enhanced Partnership and manage it over it inception years, we are proposing a consultancy or additional staff resource support of £50K pa for 3 years.

To cover these costs an additional £50,000 pa for 3 years has been included in the funding forms.

i) Other

Urban Community Hub

As part of the FTZ initiative, Derby is piloting an 'Urban Community Hub' scheme. This brings together a number of resources around a hub which looks to add value to the community and enables an ongoing transfer away from dependence on private cars for transport.

There may be potential to expand the 'Urban Community Hub' concept, particularly in relation to the public transport element. With this in mind, we have estimated £50,000 for each of the City's Wards. So a whole city roll out would cost approximately £800,000.

h) Passenger Charter

Derby City Council currently does not have a Passenger Charter and it will be important to develop this, applicable to all bus services operating in the City. It will be developed in close co-operation with the bus operators, passenger representatives and targeted engagement with equality and diversity representatives. The aim would be to improve passenger engagement, making the network more responsive to current and potential users. The brand of the charter would continue the theme 'Derby Go' thereby strengthening network identity.

Proposed actions		Frequent	Faster	Cheaper	Comprehensive	Simpler	Integrated	Cleaner	Enjoyable
Review service frequency	Fundamental Network Review is proposed which will look at higher frequencies on main corridors and DRT to supplement services elsewhere.	★	★	★	★	★			
Increase bus priority measures	Extend the improvements funded through TCF on the main corridors to all bus routes. Review 'pinch points' identified by operators and design solutions in the current BSIP period and implement in subsequent years.	★	★						
Increase demand responsive services	Complement and strengthen the DRT development to ensure that the service can be supported in its initial phase. It is anticipated that DRT could then be rolled out to supplement provision away from the main corridors.	★	★			★	★		
Consideration of bus rapid transport networks	Complement and strength the eRT development tol bring low emission vehicles to the city to link key city centre locations, such as the bus and rail stations. The proposal will ensure that the service can be supported in its initial phase.	★	★		★	★	★	★	★
Integrate services with other transport modes	Existing TCF projects seek integrate and link key employment and learning sites and to develop new, smart mobility hubs. DRT will also integrate with the main corridor routes through hubs.			★			★		
Simplify services	A fundamental network review will address simplification of services where it is shown to be required.				★	★			
Simplify fares	Review of the Spectrum product in terms of price and options available. There are also proposals to re-package the product with new marketing.			★		★			

Proposed actions		Frequent	Faster	Cheaper	Comprehensive	Simpler	Integrated	Cleaner	Enjoyable
Integrate ticketing between operators and transport	The authority is currently progressing towards a MaaS trial and are working on SmartHubs which will provide places for transport integration.				★	★			★
Invest in accessible and inclusive bus services	The current local bus fleet is accessible, although not all the fleet have features such as 'next stop' announcements. The new DRT fleet will be fully accessible with, at least some, vehicles battery powered.								★
Protect personal safety of bus passengers	The passenger facilities upgrades will be designed and implemented with personal safety as the key design component. Recent improvements to the bus station have seen improvements to CCTV and facilities for those with reduced mobility.								★
Invest in decarbonisation	The move to a zero-emission bus fleet is a share ambition. Provision of funding to accelerate take up of buses such as hydrogen, meets our Future Fuels ambitions.							★	
Passenger charter	The BSIP contains a commitment to produce and consult widely on a 'Derby Go' Passenger Charter								★
Strengthen network identity	Although individual operators and routes will retain their identities, it is proposed to market the network as 'Derby Go' on infrastructure, publicity and network ticketing				★	★			

Proposed actions		Frequent	Faster	Cheaper	Comprehensive	Simpler	Integrated	Cleaner	Enjoyable
Improve bus information	This BSIP contains ambitious plans to implement RTI at more stops. Paper timetables will also be available at all main boarding stops.				★	★			★

Section 5 – Reporting

Regular monitoring and reporting on the progress of the BSIP initiatives against targets is key to ensuring that these proposals have the desired impact on the network and its usage. DCC is committed to publicly reporting the progress against the targets every six months. The progress reports will be available from the authority's website [LINK ADDRESS].

The selected measures are based upon these where data is either already being gathered or will be easily obtained. Some additional measures that may be included in future BSIPs required additional data to be gathered. At the end of each six month period the data will be analysed for presentation within a summary report. It is envisaged that the report will present dashboard style statistics showing the progress over time and the target. The report will be designed to be easily interpretable by members of the public.

The sixth monthly reports will be high level and provide progress to date on each initiative, it is anticipated that there will be limited commentary within some of these reports. Our proposal is to provide more detailed commentary in every other sixth monthly report, which would then mean there is a more detailed report on an annual basis.