

Attenborough Hall

QUALITY BUS

SUPPORTING GENERATION BUS

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Andy Gibbons Programme Manager (Buses) **Leicester City Council**

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Andy Gibbons
Programme Manager (Buses)
Leicester City Council

Toby France
Head of Commercial – East & South Midlands
Arriva UK Bus

Niki Park
Head of Passenger Transport, Community
and Environmental Services
Norfolk County Council

Zoe Hands
Managing Director
Manchester, Midlands, and South Yorkshire,
First Bus

Julian Peddle
Director
Centrebus

Peter Nathanail
Commercial and Operations Director
Vectare

Robin Pointon
Managing Director
GO Travel Solutions

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Toby France Head of Commercial – East & South Midlands **Arriva UK Bus**

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Supporting Generation Bus: Operator and Local Authority Partnerships

Toby J France
Head of Commercial
Arriva Midlands



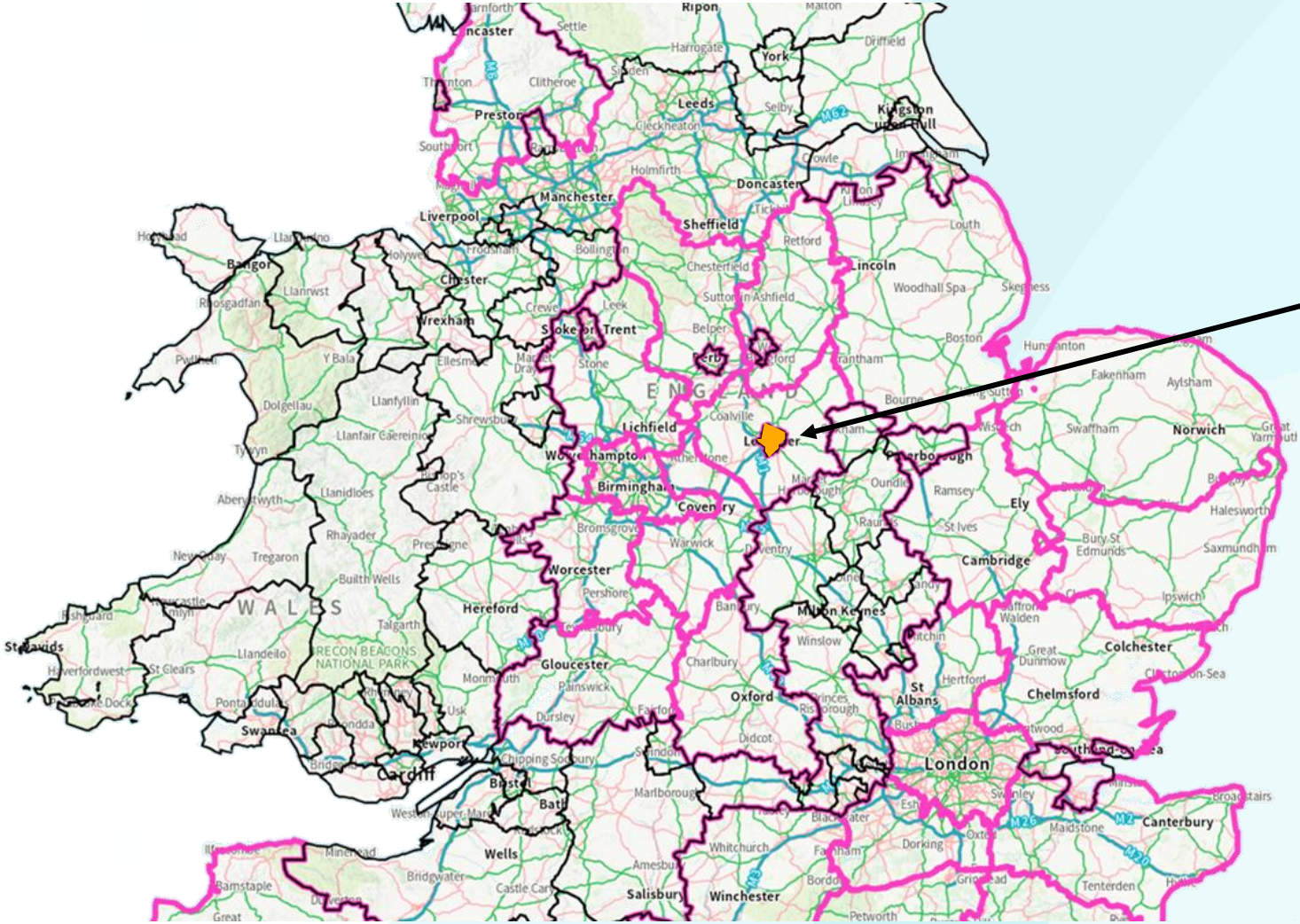
Our history in Leicester

11 May 1921 - The first motor bus service in Leicester commenced operation with Midland Red running in from Nuneaton and Hinckley; still in operation today as route 158

26 August 1922 – We opened our first depot in the City at Frog Island, introducing services to Oadby, Loughborough, Melton Mowbray, and Market Harborough



Partnerships across the Midlands



Partnerships across the Midlands

Derbyshire

Derby

Staffordshire

Leicestershire

TfWM



Warwickshire

West Northamptonshire

Oxfordshire

Milton Keynes

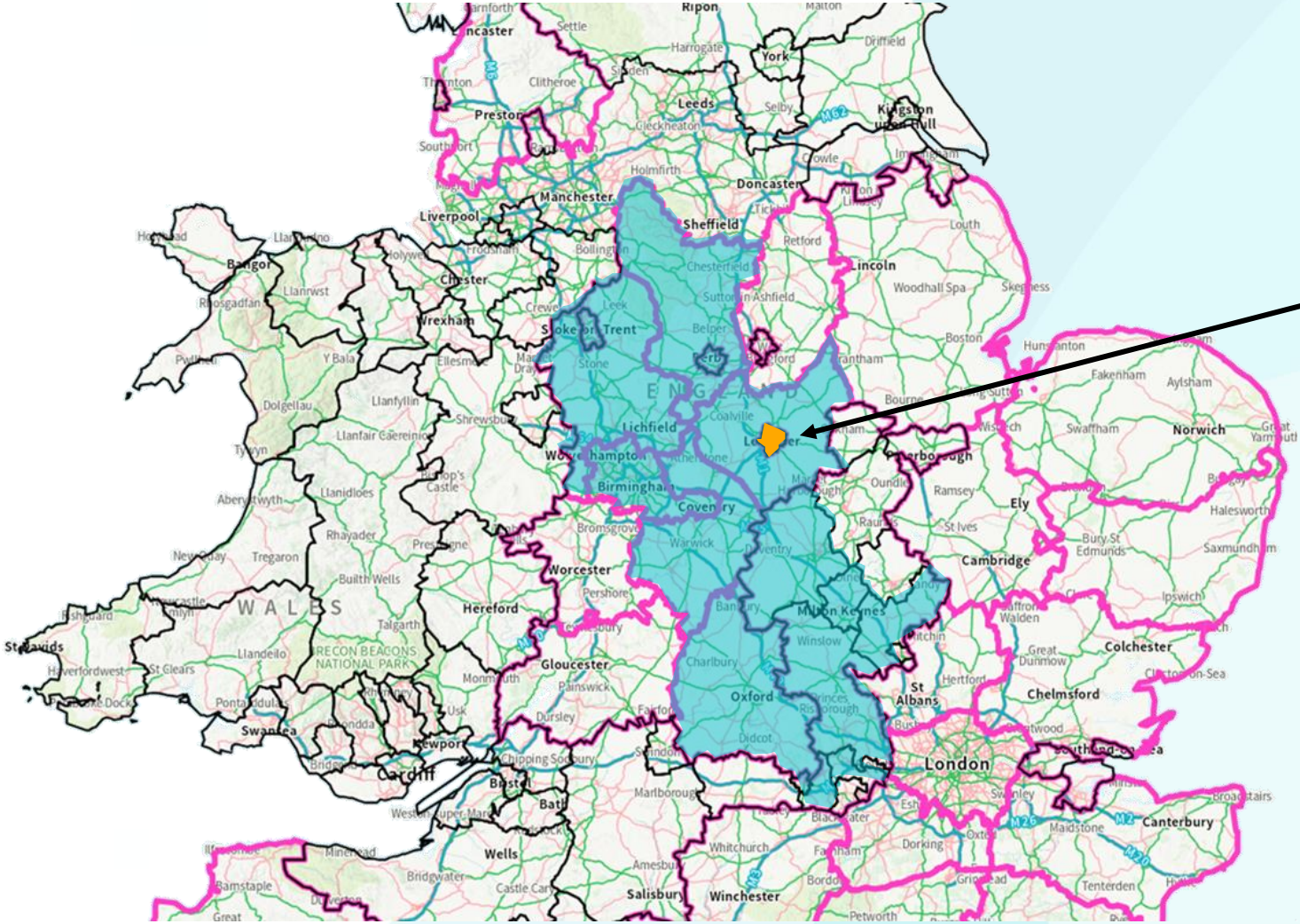
Reading

Central Bedfordshire

Wokingham

Buckinghamshire

RBWM



How do we measure success?

Successful partnerships between operators and local authorities are **not** about...

- Column inches
- Party politics
- Propping up inappropriate legacy networks in perpetuity



How do we measure success?

Successful partnerships between operators and local authorities are **not** about...

- Column inches
- Party politics
- Propping up inappropriate legacy networks in perpetuity

Successful partnerships **are** about...

- Working together
- Delivering sustainable benefits for the local community
 - Removing barriers to travel
 - Increasing attractiveness of public transport
 - Tackling congestion through bus priority
 - Building financially viable networks
 - Supporting modal shift and decarbonisation



What makes for a successful partnership?

Maturity from participating operators

Understanding **stakeholder aspirations** and **community needs**

Finding the **common ground**

- What is the shared objective?
- What is the LTA committing to in delivering this?
- What are the operators committing to?

Political engagement and buy-in, balanced with **recognition for the expertise** within the LTA's team and held by the commercial operators

Developing a **long-term approach** with the stability, support structures, and commitment to ongoing funding/investment to reach that aligned vision



Oxfordshire Enhanced Partnership Plan Scheme

January 2023



Leicester Enhanced Bus Partnership Plan 2022-2030

1 May 2022



West Midlands Enhanced Partnership Plan

October 2020



Sharing best practice

Derbyshire

Derby

Staffordshire

Leicestershire

TfWM



Warwickshire

West Northamptonshire

Oxfordshire

Milton Keynes

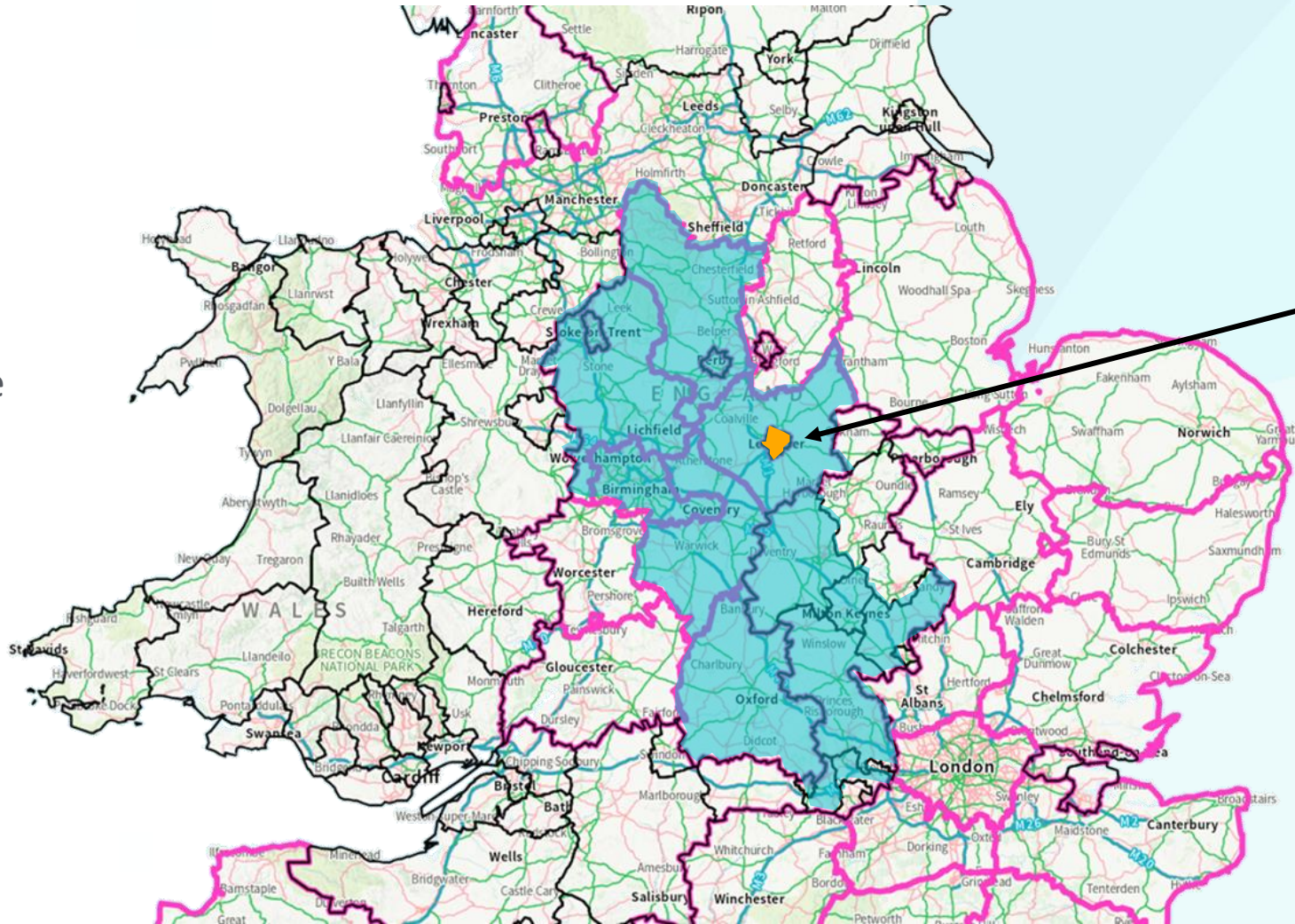
Reading

Central Bedfordshire

Wokingham

Buckinghamshire

RBWM



Key successes of partnership working

Network

Coordinated Timetables – delivering simpler, more regular, more reliable services

Seed funding – pump-priming new and enhanced services

Ticketing

Multi-Operator Ticketing – on-bus, mobile, contactless

Ticket simplification – alignment of product range and eligibility

Brand

Promotion of a joined-up network – multi-operator mapping, roadside infrastructure

Vehicles – livery or logos on discreet, self-contained networks

Comms & Marketing

Aligned plans and activity – coordinated activity with other partners to extend reach

Reinforcing key strategic messages - through Operator and LTA channels

Continuing to unlock opportunities

Using **data** and **technology**

- Holistic review of the wider network
 - Commercial sustainability
 - Tackling legacy tenders
- DRT may be part of the solution – hub and spoke
- MTC > ToTo / ABT > MaaS



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Unlocking **investment**

- Highway and infrastructure projects
- Pump-priming and longevity
- Targeting operator capex
- Central Government funding



Thank you



Toby J France CMILT, CMgr MCMI
Head of Commercial
Arriva Midlands



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Zoe Hands Managing Director Manchester, Midlands, and South Yorkshire, **First Bus**

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FIRST BUS

Enhanced Partnership +

Leicester

Zoe Hands





12,800
employees across
the UK



1.1m
passenger journeys
a day in 2022/23



Fleet of more than
4,500
buses operated



20%
market share outside
of London



51
depots and outstations
across the UK



Zero-emission bus fleet by 2035



Supporting Government aim to remove
all diesel-only trains by 2040



Setting science based targets
for sustainability



Net-zero emissions by 2050
or earlier



First UK public transport operator
to sign up to the TCFD guidelines



Signatory to the UN's Business
Ambition 1.5 pledge

26%

Passenger Volume Growth Y-O-Y

1.9% more passenger miles in Leicester Y-O-Y
Leicester outperforming growth seen elsewhere in Midlands
(Potteries +18%) Manchester (Oldham - 3%) and South Yorkshire
(Sheffield and Doncaster +4%).

9.1%

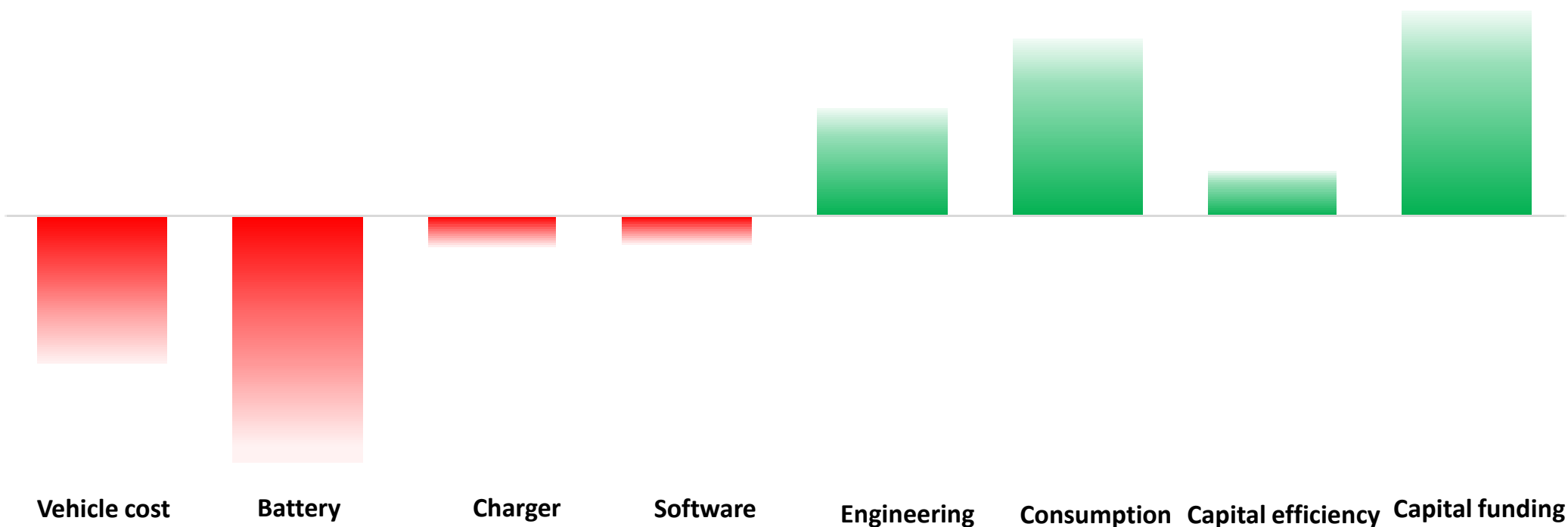
Punctuality Improvement (OTP)

Leicester outperforms our UK norms on all punctuality metrics
including journey start time, intermediate timing points (OTP) and
bus stop punctuality

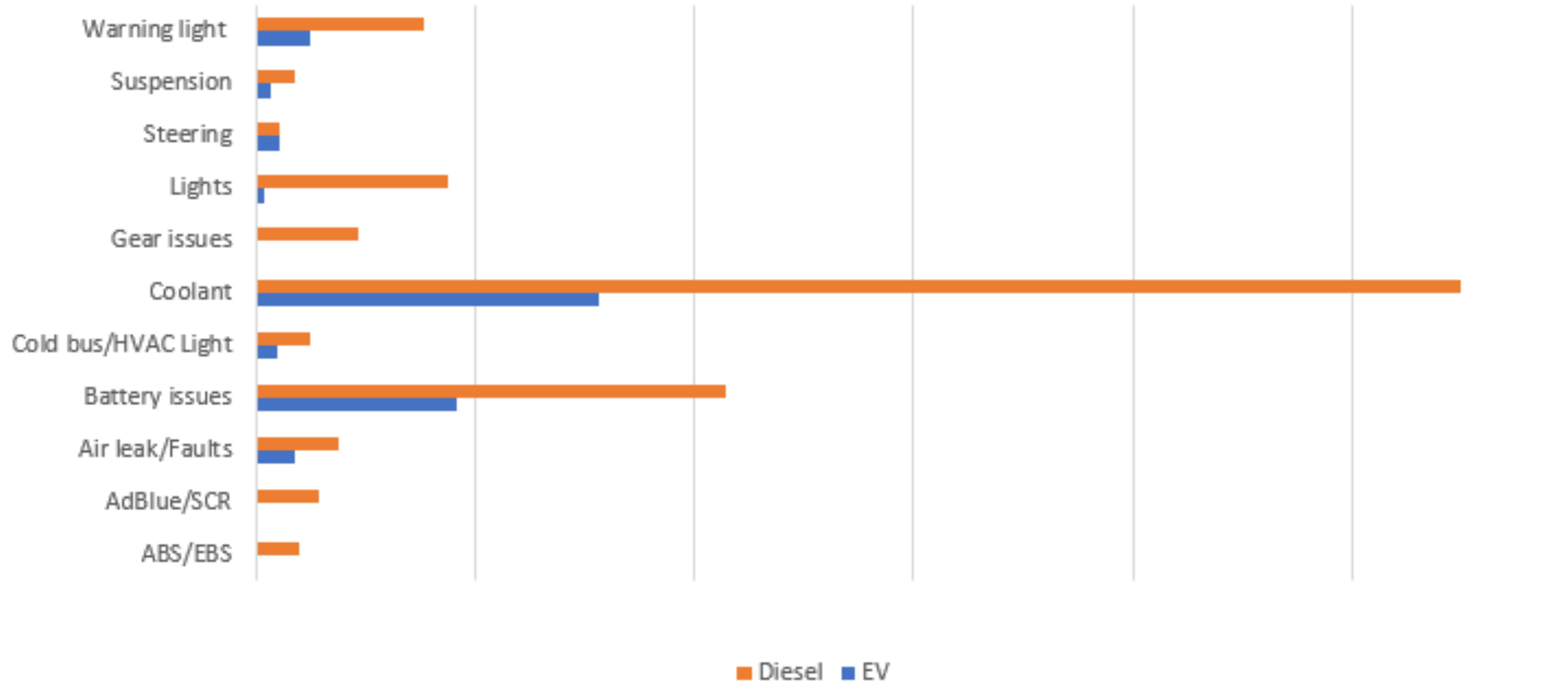


TCO

Co-funding, strategic partnerships and leveraging operational efficiency gains and adjacent revenue streams remain crucial to bridge the diesel vs. electric total cost of ownership gap.



Vehicle in service defects EV v Diesel EUROVI Since April 2023



68 Electric Buses
31 Diesel Buses





From March 2024, First have 650+ fast charge (75kW) EV chargers

Chargers



Our chargers have pay as you go payment mechanisms for B2B customers

Pay as you go



Our network will help unlock secure charger infrastructure for countless others

Unlocking

B2B Pilot

Successful pilot scheme with DPD who charge while we are out in service





Performance Improvement Plan (PIP) Title: SY Engineering Workforce Plan

Created:	18.09.23				
PIP Leader:	Carl Wolley				
Report(s):	Olive Grove and Doncaster				
Problem Statement:	South Yorkshire has large vacancy gap primarily due to not having competitive pay. The vacancy gap gives rise to higher lost mileage agency use and unacceptably long hours for management. The problem is compounded by a number of incumbent staff being low cost.				
Expected Improvement:	By Dec 2024: lost mileage in SY to reduce to 0.5%; engagement to improve by 12%; spare bus ratio down to 13%; major unit costs down by 25%; and vehicle recovery costs down by 50%.				
Action No.	Action	Owner	Due	RAG	Comments
1	Quantify cost of proposed pay increase and offset by expected savings.	MH	20.10.23	G	
2	Place poor performers on formal performance management.	JL	29.09.23	G	
3	Complete a TNA for each member of engineering inc. supervisors and managers.	SC	17.11.23		
4	Personal Development Plan in place for each member of engineering.	SC	08.12.23		
5	Align consistency management systems to TNA and PDPs	SC	30.12.23		

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Niki Park

Head of Passenger Transport, Community and Environmental Services

Norfolk County Council

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Norfolk's Enhanced Bus Partnership

Niki Park

November 2023



**Travel
Norfolk**
Travel smart



Norfolk context

- Large rural county – 2,074 square miles
- 66% of the population lives in small rural towns and villages
- High proportion of older people
- Tourism very important
- Norwich a big central draw – employment, university
- 15 bus operators - 75,200 kms per day

Fleet >100 vehicles	Fleet 50-100 vehicles	Fleet 10-49 vehicles	Fleet <10 vehicles
1 operator	2 operators	6 operators	6 operators

Norfolk's Bus Service Improvement Plan

- Four key objectives to encourage more passengers and enable modal shift:
 - To rebuild and increase passenger confidence
 - To have a green and sustainable transport offer
 - To have a public transport network that is the first-choice mode for most journeys, for existing and new customers
 - To have a simple, seamless and affordable fares and ticketing offer

Our priorities

- More **services** – filling gaps in rural areas
- Increased frequency on key routes
- Evening and Sunday services
- **Fares** discounts and fare capping
- **Bus priority** in urban areas
- Improved **waiting areas**
- More **real-time information**
- **Greener buses**
- **Better information**



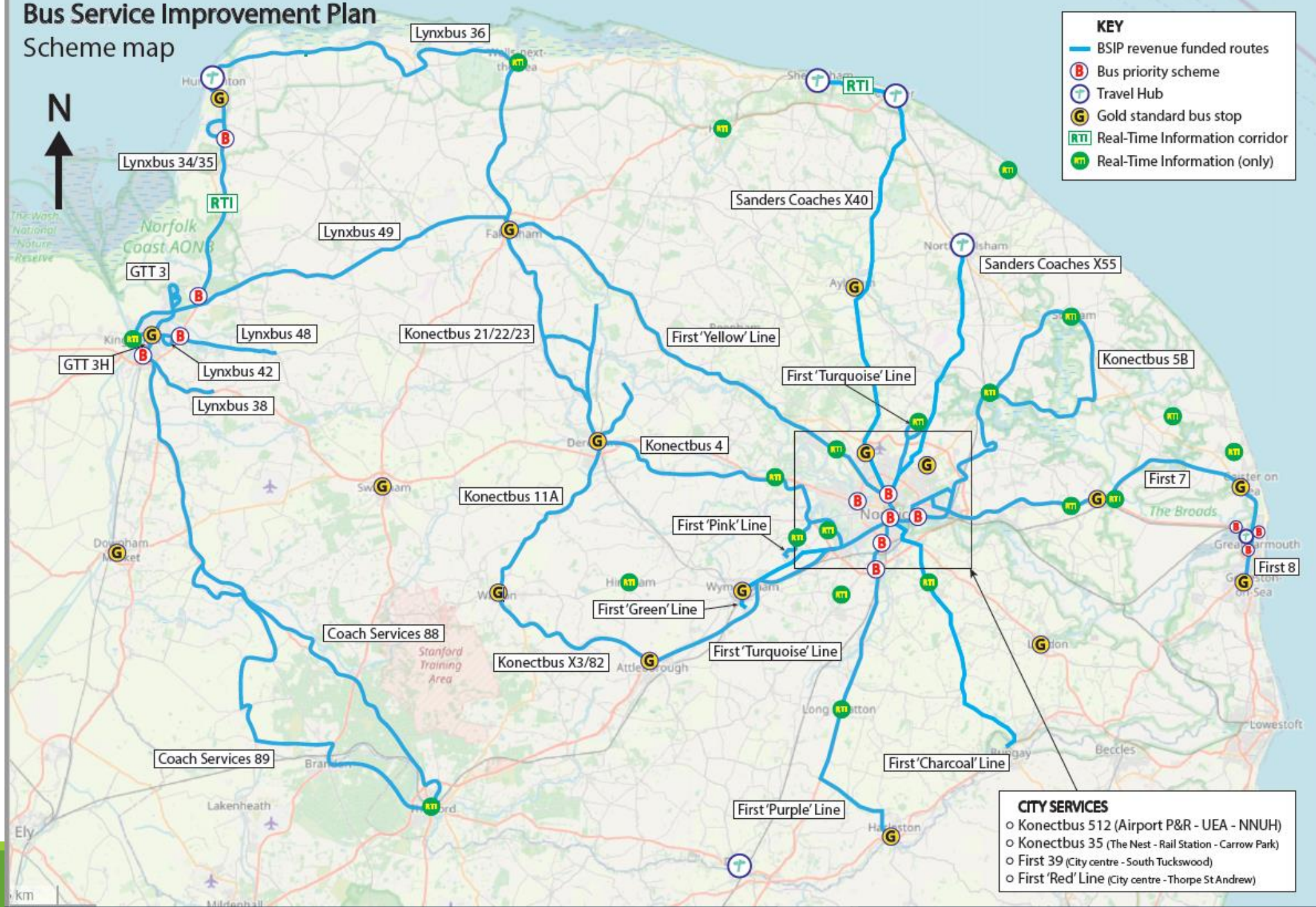
Bus Service Improvement Plan

Scheme map



KEY

- BSIP revenue funded routes
- B Bus priority scheme
- T Travel Hub
- G Gold standard bus stop
- RTI Real-Time Information corridor
- RTI Real-Time Information (only)



CITY SERVICES

- Konectbus 512 (Airport P&R - UEA - NNUH)
- Konectbus 35 (The Nest - Rail Station - Carrow Park)
- First 39 (City centre - South Tuckswold)
- First 'Red' Line (City centre - Thorpe St Andrew)

More and better services

- 10 services with increased frequency
- 9 new services
- 5 evening services
- 6 Sunday services

- New website and journey planner



Better waiting areas and information

- Multi-modal travel hubs
- Gold stops
- Real-time information

Norwich City Centre, St Stephens Street Stop BP		Scheduled	Expected
37	Mulbarton Calling At: Ipswich Road, Keswick crossroads	13:26	On Time
39	Hall Road Asda oad, Sandy Lane	13:33	On Time
36A	Harleston iam Thorpe, Upper Tasburgh, Long Stratton, Colegate End, Pulham Market, Pul	13:33	13:35
36	Long Stratton gham Thorpe, Upper Tasburgh	13:48	On Time
37	Mulbarton Calling At: Ipswich Road, Keswick crossroads	13:56	On Time
39	Hall Road Asda oad, Sandy Lane	14:03	On Time
36	Long Stratton gham Thorpe, Upper Tasburgh	14:18	On Time



Scan me to find out what time the next bus is

For journey planning see travelnorfolk.co.uk

Travel Norfolk
Travel smart

 **Bowthorpe Harpsfield adj Hudson Way**

* live bus times subject to availability

Reduced and simplified fares

- Flat fares in 2 urban areas
- 25% off weekly, monthly and group tickets
- Reduced Park & Ride fares
- Multi-operator ticket
- Fare capping



More reliable services

- Bus lanes
- Junction improvements
- Traffic light priority
- Managing disruption
- Tree cutting
- Parking



Greener offer

- 70 new electric vehicles by March 2024
- Will cover 51,000 miles per week within Norwich
- One of First's depot being fully electrified

Norwich
... we're going
electric



Key to a successful partnership

- Working together – not against
- Understanding each other's issues and priorities
- Resolve issues together
- Setting joint objectives
- Being fair and transparent
- Presenting a united front – no blame culture
- Planning ahead together

Key to a successful partnership



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Peter Nathanail
Commercial and
Operations Director
Vectare

Robin Pointon
Managing Director
GO Travel Solutions

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New Lubbesthorpe

Working in partnership to deliver better buses
for a new community.



New Lubbesthorpe New Community

- Sustainable Urban Extension (SUE) of 4,250 houses plus schools, local amenities and open space
- 4 miles west of Leicester
- Drummond Trust – developer and local landowner
- Planning authority – Blaby District Council
- Transport authority – Leicestershire County Council
- Significant transport obligations
- GO Travel Solutions engaged since 2018 and Vectare since 2022

Package of measures is key to success

Investment



Package of measures is key to success

Information



Package of measures is key to success

Incentives



LocalGO
New Lubbesthorpe

Join for FREE today

NEW!
Use our personal travel planning tool to plan your journeys!

Save money on bus, rail, cycling, car hire and more with LocalGO

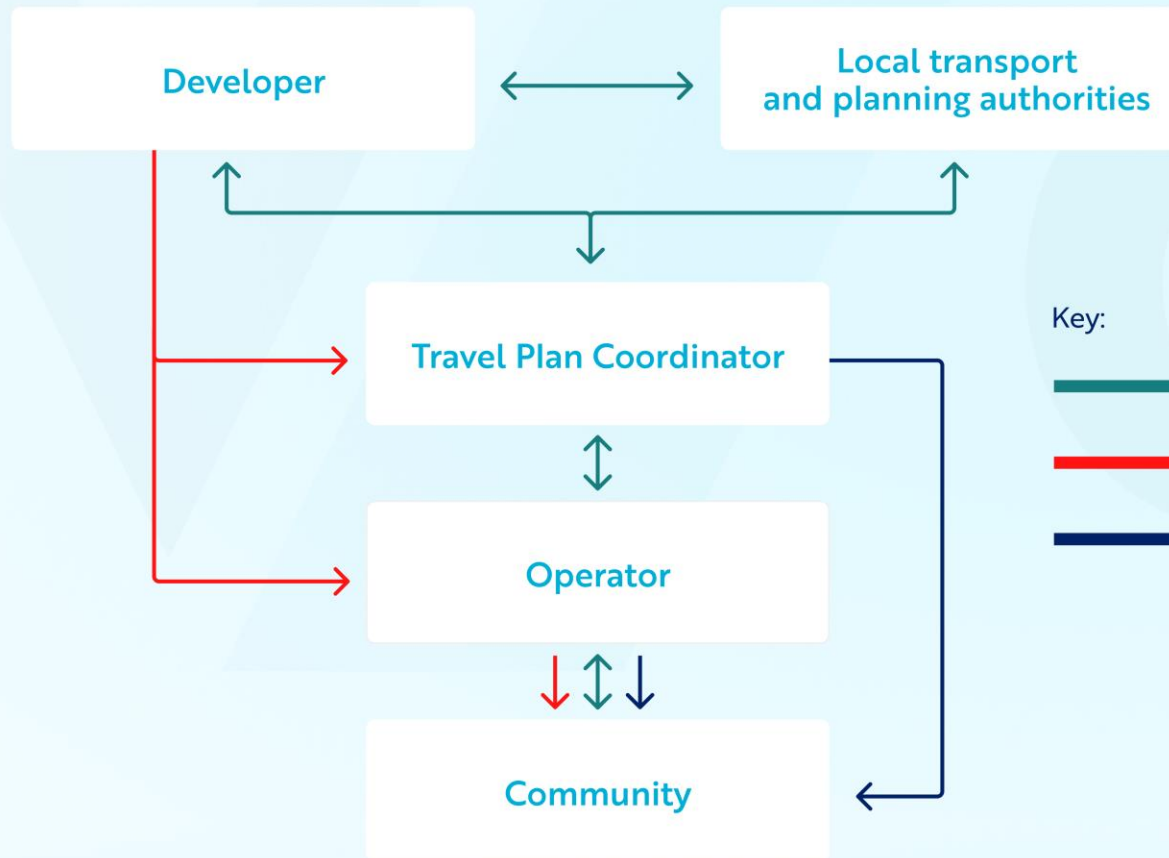
www.localgo.co.uk/newlubbesthorpe

Terms and conditions apply. Offers correct at time of print (May 2023).

The poster features a woman in a yellow top using a smartphone, a group of cyclists on a path, and a QR code in the bottom left corner.



Partnership working is key to success



Key:

-  Information
-  Investment
-  Incentives

**Developer + Travel Plan Coordinator
+ Operator + Local Authority**

New Lubbesthorpe buses buses in context

Buses connect people to places

- New developments need buses
- Access to employment, education and leisure
- Sustainable links to shops and services



New Lubbesthorpe buses buses in context

New developments are challenging bus territory

- Very low density, especially at start of occupation phase
- Many developments are not on established bus / rail corridors
- Bus operators unwilling to divert services where increases in journey times result



New Lubbesthorpe buses buses in context

But they also represent an opportunity...

- New house = new start = new travel habits - if a sustainable option exists, new residents may be passengers for life!



New Lubbesthorpe transport over time

APRIL 2019

ArrivaClick Leicester introduced, using New Lubbesthorpe funding by serving south west Leicester area (DRT)

AUGUST 2022

ArrivaClick replaced by NovusDirect and NovusFlex services, with more focus on New Lubbesthorpe (hybrid of DRT and fixed route)

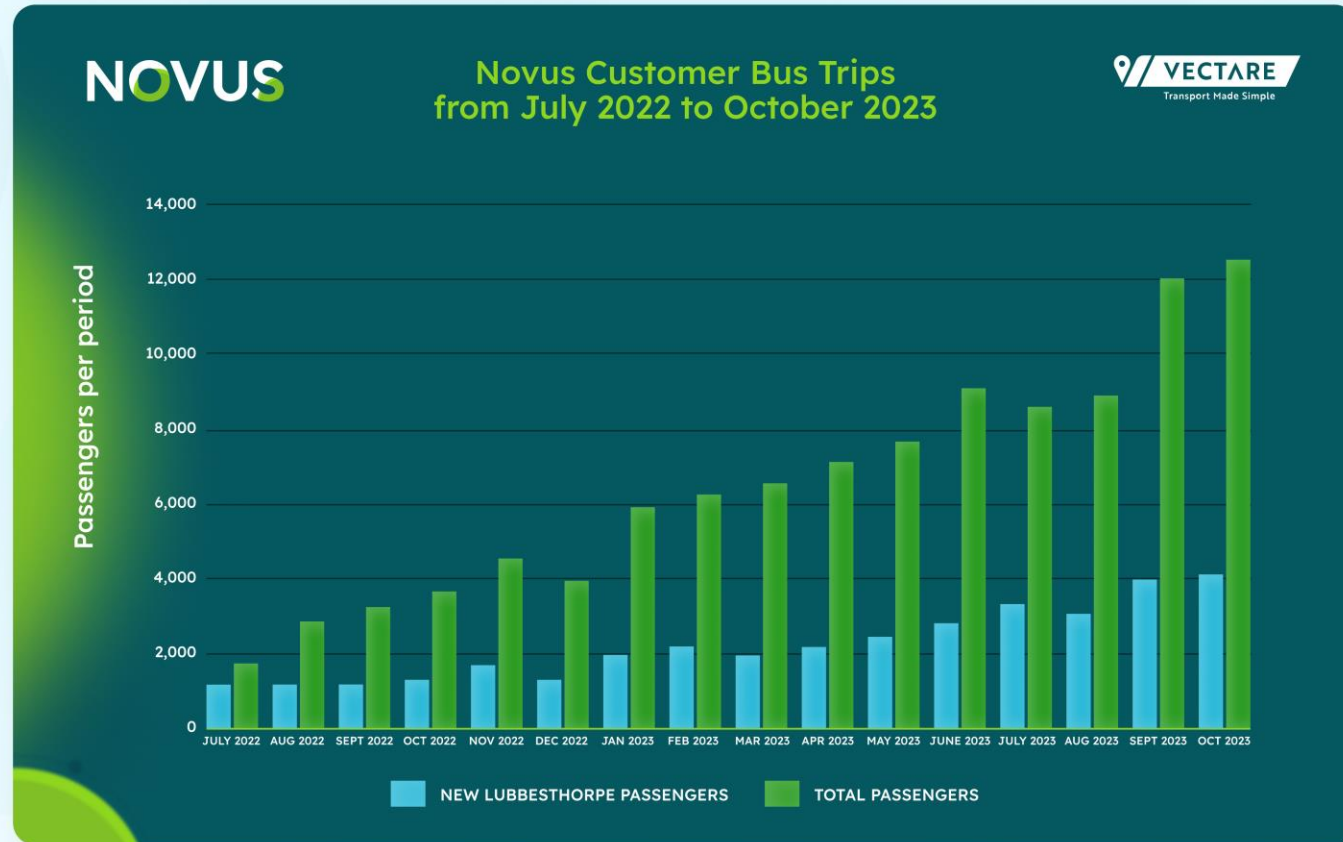
JULY 2023

NovusFlex replaced by NovusFosse, NovusDirect retained (network now fully fixed route)

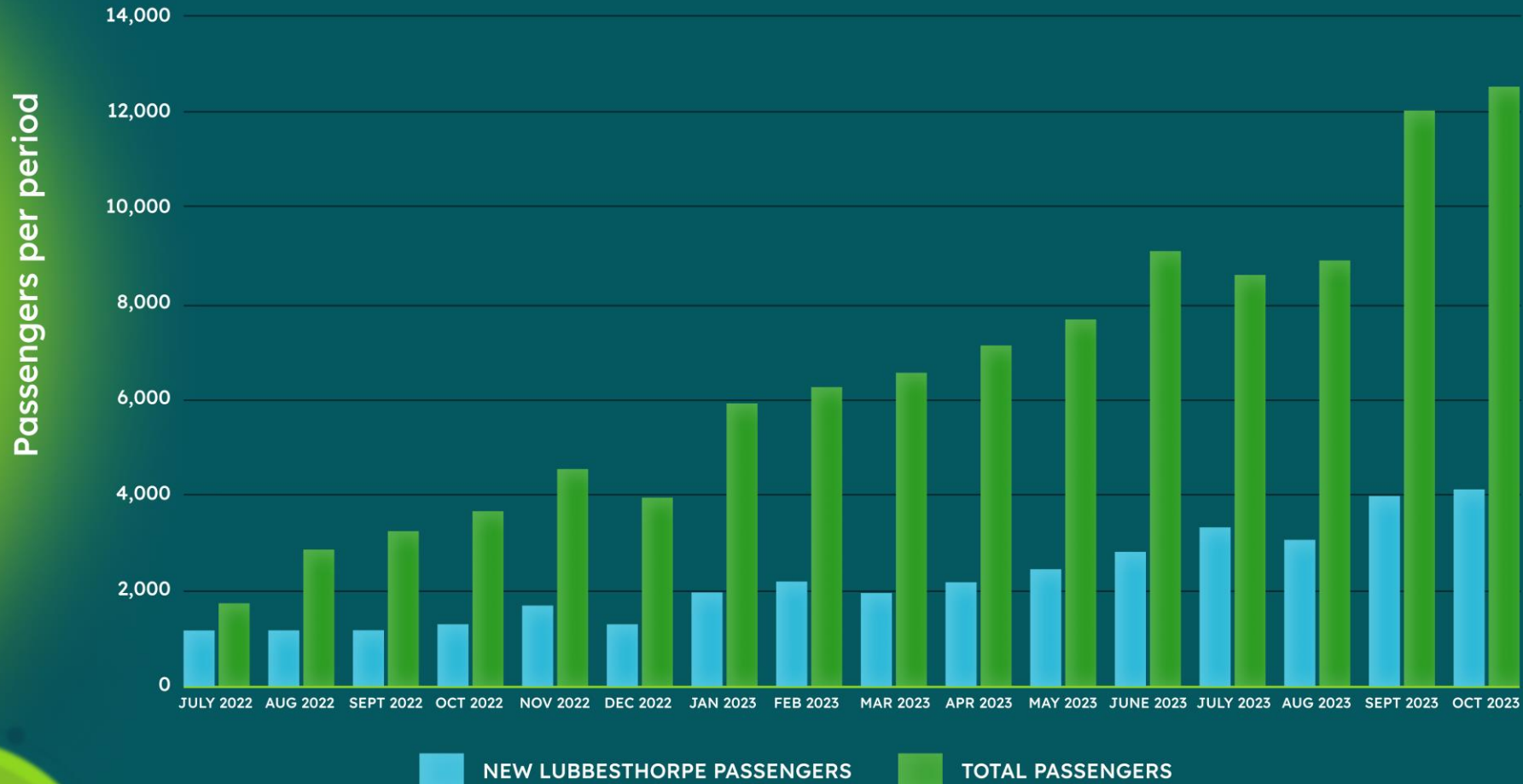
JANUARY 2024

PVR and frequency increase on NovusDirect due to patronage increases, NovusFosse retained

New Lubbesthorpe public transport in numbers



Novus Customer Bus Trips from July 2022 to October 2023



Which operating model works best?

DRT

- Low barriers to entry
- Minimal infrastructure requirement
- Fast and direct journey times
- Understand popular demand flows

Fixed Route

- More visible to potential future passengers
- Easier to promote
- More efficient when ridership increases
- Better integrated with journey planners

Want to know more?

Webinar

'Implementing sustainable travel solutions in new residential developments'

New Lubbesthorpe Case Study Webinar

 Thursday 16th November 2023

 10:00 - 11:00 AM

 vectare.co.uk/gotravelwebinar



Email info@go-travel-solutions.com for more details!

Contact Details



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