

This note provides a progress update on delivery of the Transport for South Hampshire¹ Better Bus Area Fund Project as at March 31st 2014.

Wi-Fi

Within our application we committed to delivering free Wi-Fi on 500 buses. We have delivered free Wi-Fi on 571 buses. Usage statistics are being collected and show an increasing use of the complementary service, average session times last twenty five minutes and consist of users downloading 10mb of data.



Next Stop Audio Visual

Within our bid we committed to delivering Next Stop Audio-Visual systems on 500 buses. However, we have awarded funding for the delivery of Next Stop Audio-Visual systems on 526 buses. To date, Next Stop Audio-Visual is available on 274 buses.

The delivery of Next Stop Audio-Visual systems has proved the most complex element of this programme, with linked technical issues around Automatic Vehicle Location (AVL) technology and the introduction of Real Time Information through the TfSHIoW Local Sustainable Transport Fund Bid. As you will know the programme end date for LSTF is March 2015 (a year later than for BBAF).

All operators except Stagecoach and First, have delivered Next Stop Audio Visual on their buses by end of March 2014. Stagecoach and First has confirmed that they will be able to deliver Next Stop Audio-Visual systems on their buses by March 2015, although we recognise that this is a year later than the initial deadline for BBAF programme completion.

LED Internal Lighting

In our application we committed to upgrading internal lighting to LED on 500 buses. To date, we have delivered LED lighting on 549 buses.



¹ Transport for South Hampshire rebranded in February 2014 to Solent Transport

Bus Refurbishments

Within our bid we committed to refurbishing 141 buses. Funding was awarded and works completed on 148 buses.



Brockhurst Roundabout and Associated BRT Improvements

A32 Brockhurst Roundabouts

Construction works, commenced at the A32 Brockhurst Roundabouts (Gosport) in June 2013 and were completed by September 2013. The scheme provides a new South Bound bus lane on the A32 to allow the bypassing of the A32 Fareham Road/Rowner Road junction, Upgraded signals to allow Selective Vehicle Detection and four new bus shelters that include CCTV and Real Time Information.



A32 The Crossways Junction



Construction works at the A32 Crossways/ Lees Lane junction (Gosport), took place between July and September 2013. The scheme provides contra flow bus lane on Lees Lane North. SVD for buses, on The Crossways and Lees Lane North approach to The Crossways/A32 Forton Road/Lees Lane North junction and new bus shelters that include CCTV and Real Time Information.

BRT Infrastructure in Gosport

Due to the cost of statutory undertakings being less than anticipated on the above schemes an underspend is anticipated which will be used towards additional BRT infrastructure measures in the vicinity of the identified schemes including a contribution towards the A27 Western Way Bus Gate and Bus Lanes schemes programmed for delivery between January and July in 2014.

Customer Service Charter

First Bus has published a new Customer Service Charter, which is available online from: http://www.firstgroup.com/ukbus/hampshire/help_contact/customer_charter/index.php. We had originally intended to produce a single Customer Service Charter, across all bus operators in South Hampshire. However, following discussion with operators, it is clear that each operator has its own style of communication with its customers, which they would like to maintain. In consideration of this we have agreed to a set of common principles that will be consistent across each operator's customer service charter.

Smart Application

The My Journey Journey planner (funded by the TfSH Local Sustainable Transport Fund) provides a mobile and web based platform to support the promotion of public transport information. This enabled the funds originally allocated to providing a smart app have been reallocated to support the delivery of the additional Wi-fi, LED, Next Stop Audio Visual and Bus Refurbishments.

NFC Tags

The funds originally allocated to providing a smart app have been reallocated to support the delivery of the additional Wi-fi, LED, Next Stop Audio Visual and Bus Refurbishments.

Apprenticeships

The apprenticeships project has gone particularly well. We committed to 16 new apprentices within the bid, but First have recruited 80 apprentice drivers, 7 customer service apprentices, and 1 apprentice engineer. In total, 90 apprentices have been recruited by bus operators within the TfSH area.

Marketing

The core area of this project is to devise and deliver a marketing strategy to promote *The Bus*. As this would naturally follow delivery of the capital infrastructure (e.g. Wi-Fi, Next Stop, LED, etc.) then this area of work has only recently begun to push forward.



This campaign is specific to bus travel and functions as a separate campaign on behalf of TfSH and local bus operators. The campaign consists mainly of a clever yet simple creative that challenges preconceived ideas around bus travel - 'The bus has changed. But can you change your mind?'



The campaign has been promoted via out door media including billboards, bus stop advertising and direct mail on key routes where the bus offers advantages over other modes of transport (in particular the car) and where our local buses have benefited from improvements. This includes improvements to internal specifications such as free WIFI, new upholstery, improved lighting as well as new bus lanes and real time information so that the customer can experience these improvements first hand.

The campaign has been supported by local radio campaigns that span the entire geography of South Hampshire. All communications have been directed to a bespoke microsite www.tryabus.co.uk that is linked to the bus operators and My Journey.

Other areas of spend within this strand include:

- A refresh of the Solent Travel Card marketing literature
- Expression of Interest Adverts
- Southampton City Council Legible Bus Network
- "Free on-board internet" stickers



A second stage of Marketing is currently being rolled out across South Hampshire also using the try a bus message and includes direct marketing, local road shows embracing the theme of changing perception by 'trying something different' and further advertising.

Monitoring

The Transportation Research Group at the University of Southampton is leading on this area of work for TfSHIoW. The evaluation methodology would follow the guidelines provided by the

Department for Transport. It would be based on self-completion customer satisfaction surveys distributed on-vehicle and adapted from those developed by Passenger Focus. These would be undertaken at four locations over four time periods (September 2012, March 2013, September 2013 and March 2014). A minimum total sample of 1,600 usable responses would be obtained. Emphasis would place on four MOSAIC groups, two that exhibit a high propensity to change (e.g. Group H: Couples and Young Singles in Smaller Modern Starter Homes and Group L: Active Elderly in Pleasant Retirement Locations) and two with a low propensity to change (e.g. Group F: Couples with Young Children in Comfortable Modern Housing and Group M: Elderly people on State Support). We have also budgeted for some focus group work targeted at non bus users.

Advice would also be given on evaluating the impact of marketing programmes, identifying the link between BBAF interventions and job creation and on validating the Sub Regional Transport Model assumptions.