



Southampton

# BUS SERVICE IMPROVEMENT PLAN

June 2024

SOUTHAMPTON CITY COUNCIL

# Contents

# 2024 Update

This is an update to Southampton's Bus Service Improvement Plan (BSIP) for 2024 in line with the Government's guidance for BSIPs.

It includes:

- Review and update in line with the latest Government guidance published in January 2024 to set out a **shared bus vision** for Southampton between Southampton City Council and local bus operators.
- Updates to **current offer to bus passengers** making use of the latest metrics to provide a record of change since 2021 – particularly following major changes to Southampton's bus network in February 2023 after the withdrawal of all First's City Red services from the city.
- Setting out the **improvements programme to 2025,** including projects that have started such as major new bus hubs and priority in the City Centre to service enhancements, and our headline targets for achieving the bus vision.
- A **cross Solent approach** that shows how we are working on bus initiatives with neighbouring authorities in Hampshire, Isle of Wight and Portsmouth.
- Using the outcomes of our 2023 Bus Survey to develop **ambitions and proposals for beyond 2025 to 2030** showing how buses will continue to be a vital part of Southampton's transport system into the future.
- Reporting on **targets and performance monitoring** with an updated Evidence Base.

The next review of this BSIP will be due in **2025**.

# Section 1 – Our Vision and Ambitions

## 1.1 Introduction

This updated Bus Service Improvement Plan (BSIP) sets out our shared vision for buses in Southampton.

This vision is focused on continuing to **increase bus patronage in Southampton through partnership, priority, inclusivity, integration, and affordability**.

It sets out the current offer to bus passengers in Southampton and the wider City Region, includes our current improvement programme to 2025, and a road map of ambitions and proposals to 2030 towards meeting the vision.

This BSIP will be monitored and reported to the established Southampton Enhanced Partnership which was established in April 2023.

## 1.2 BSIP Coverage

Southampton's BSIP covers the Southampton City Council LTA geography (Figure 1.1), this is the same boundary as our Enhanced Partnership Scheme made in 2023.


**Figure 1.1 – The Southampton LTA Boundary**

Southampton is a dense urban authority on England's south coast with a population of 263,768[1]. It is a major employment, retail, healthcare, education and cultural centre for the south.

The built-up area crosses the administrative boundary creating a contiguous urban area – the wider Southampton City Region with a population of 479,500 and a coastal geography. Southampton does not have 360° access and its location has shaped people's journeys and the economic geography. People's journeys are funnelled along a limited number of corridors and bridges.

Being part of the City Region there is significant interaction with the surrounding areas Hampshire including Totton, the Waterside (area of New Forest along Southampton Water), Romsey, Chandlers

[1] HCC Mid-Year Population Estimates 2022

Ford, Eastleigh, Hedge End and Hamble. There are strong links further to Winchester, Fareham, Portsmouth and Salisbury, and across the Solent to the Isle of Wight via ferries to Cowes.

Due to the geography and the cross-boundary travel patterns into the City Region and Solent our BSIP also outlines improvements, ambitions and proposals into Hampshire, Isle of Wight and Portsmouth. These have been identified in discussion with Hampshire County Council, Isle of Wight Council and Portsmouth City Council – individually and through the Solent Transport partnership.

Individual BSIPs have been prepared for Hampshire, Isle of Wight and Portsmouth but where there is commonality and projects across the Solent area set out in Appendix 4. For the City Region, SCC has worked with HCC to develop a joint improvement programme to 2025 and the ambitions to 2030 which are reflected in both BSIPs.

This collaborative approach reflects how we work in partnership across the City Region and Solent area to tackle strategic transport and planning challenges and to maximise opportunities. This includes liaison with bus operators and other stakeholders to improve the quality, reliability and attractiveness of bus services that operate across boundaries.

Through the Solent Transport partnership, a new Solent Transport Strategy is being developed – which will include the BSIP ambitions – due to be completed in 2024. Through this joint working there has been a history of successfully funded projects across the Solent – Local Sustainable Transport Fund (LSTF), Better Bus Fund (BBF) and Future Transport Zone (FTZ). All of which have helped to put the Solent area at the forefront of innovation and investment in buses and people's bus journeys.

In addition to the Southampton and Solent BSIP approach, we are also working closely with the Sub-National Transport Body – Transport for the South East (TfSE) to develop and integrate BSIP ambitions at a regional-level. This has included working with TfSE and its members, including 15 other Local Transport Authorities, infrastructure providers and other stakeholders, to identify and integrate bus improvements into the long-term vision for the region set out in the TfSE Transport Strategy and Strategic Investment Plan up to 2050.

## 1.3 Enhanced Partnership Scheme

The whole of Southampton LTA geography (Figure 1.1) is now covered by an Enhanced Partnership (EP). This is the same geography as this BSIP.

The Enhanced Partnership Plan and Scheme was 'made' by Southampton City Council at its Cabinet meeting in April 2023. The published scheme[2] covers three areas of obligation and measures:

- **Obligations and measures for the City Council** for existing and future bus priority (covering bus lanes, gates, streets, restricted movements, traffic signals etc), rapid bus corridor(s), bus stops, real-time information, information provision, enforcement activities, journey planning, concessionary fares, supported bus services, roadworks and bus service registrations.
- **Obligations and measures for the bus operators** for existing and future bus services, training, vehicle standards, bus priority, information, investment, timetable changes, bus service registration, ticketing options, and data.
- **Joint obligations and measures for the City Council and bus operators** for existing and future work on Solent Go, the Bus Passenger Charter, marketing promotion, major infrastructure business cases, and Route Investment Plans.

## 1.4 BSIP Duration

The Southampton BSIP is a live document covering the period **up until 2030**. It will be reviewed annually to report progress against deliverables (of which this is the 2024 update), ensure it remains compliant with guidance, including setting out short-term investment plans and developing longer-term ambition and proposals.

Updates to the BSIP will be agreed in consultation with the relevant Cabinet Member and engagement undertaken with stakeholders as set out in Section 5 – Targets, Performance Monitoring and Reporting.

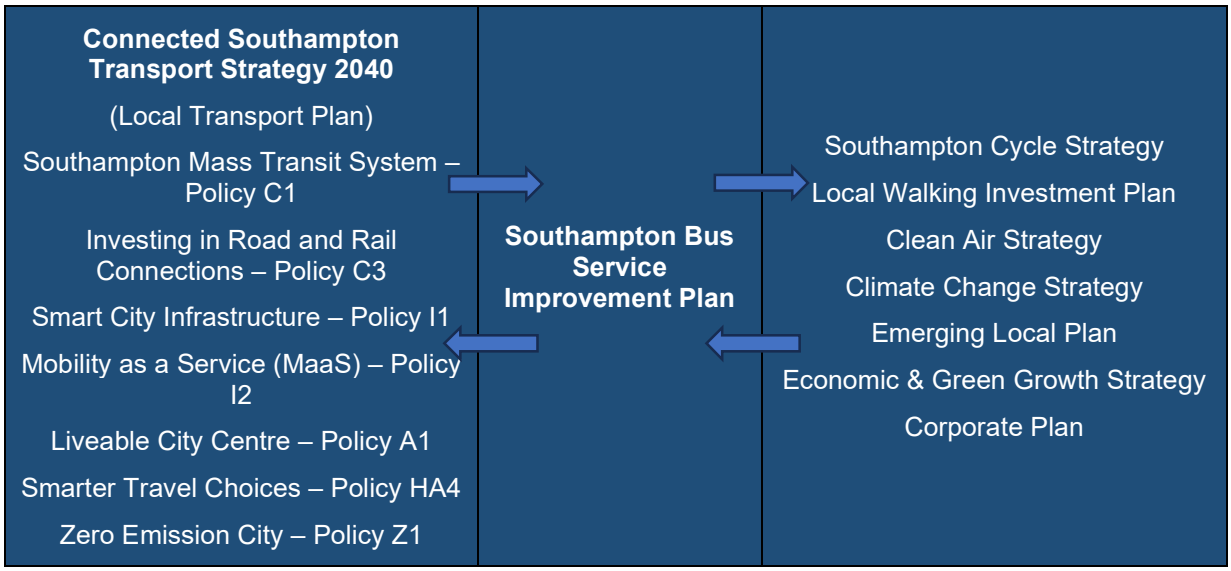
[2] Southampton Enhanced Partnership Plan & Scheme - southampton-enhanced-partnership-plan-and-scheme-approved-text.pdf

## 1.5 LTP Alignment

The Southampton BSIP forms part of a suite of transport policies for Southampton and sits beneath Southampton's current long-term transport strategy – **Connected Southampton 2040 (LTP4)**[3] adopted in 2019.

The vision for Connected Southampton 2040 is to **change from seeking to maximise the movement of vehicles to instead focus on improving the efficiency of transport corridors and places and making it easier for people to get about by a range of different travel choices.**

The BSIP will sit alongside Southampton's ten-year Cycling Strategy, Local Walking Improvement Plan and other transport documents, as well as the emerging Local Plan, Clean Air Strategy, Climate Change Strategy, Economic & Green Growth, and SCC's Corporate Plan.




Connected Southampton 2040 sets out an ambition for transport in Southampton to maximise the movement of people rather than vehicles by making transport corridors more efficient and creating places that make it easier for people to get about by a range of travel choices. The BSIP supports several of the LTP Policies, detailed above, including developing the Southampton Mass Transit System, creating a Liveable City Centre, supporting people to make smarter travel choices, and creating a zero-emission city.

The **Southampton Mass Transit System (SMTS)** is designed to support Southampton in the future through a transformative world-class public transport system that is integrated, innovative, inclusive and zero-carbon that puts people first.

It is a multi-modal multi-layered integrated public transport system that is not defined by one specific mode, but by what it is – a combination of several separate public transport elements and mobility. The backbone consists of metro-level heavy rail services in and around Southampton, a Mass Rapid Transit (MRT) network between the rail, and buses providing important links. The network and infrastructure will be supported by a back-office system focused on Mobility as a Service (MaaS).

## 1.6 Our Bus Vision

This section will set out a shared 'Bus Vision' for Southampton developed between Southampton City Council, our local bus operators, Hampshire County Council, stakeholders, and the public. This vision is closely aligned with both Connected Southampton 2040 and the National Bus Strategy's simple approach of "to grow bus patronage and mode share by making buses an attractive alternative to the car for far more people"[4].

Through the Enhanced Partnership we will work together to achieve this vision to deliver an improved bus offer for people living, working, and visiting Southampton to drive up patronage through making buses a viable alternative to the car for far more people.

[3] Connected Southampton 2040 Transport Strategy
[4] Bus Back Better (publishing.service.gov.uk) page 28

**To make buses in Southampton an attractive and accessible choice for people, so we can continue to increase the number of people using the bus and its mode share.**

**Achieved through partnership working to make buses reliable, zero-emission, integrated, affordable and inclusive.**

Buses have always played an important part in Southampton's transport mix, and they will continue to do so. They are important for people who either do not have access to a car all of the time or chose not to use one. They are important for our economy (contributing over £275m a year), people's well-being and quality of life, the environment, to see family and friends, getting to education, leisure, and other opportunities in and around Southampton.

As we look to the future, Southampton can be part of the solution to tackling climate change. We have already set out our commitment to be a zero-carbon city by 2035[5] and decarbonising all forms of local transport is vital to achieving this, including the decarbonisation of the bus fleet.

## 1.7 Our Ambitions

To deliver our vision for buses, we have identified nine ambitions which are aligned with the National Bus Strategy's (in bold):

A bus network that is **frequent, comprehensive** and **accessible for all**

Buses are an attractive alternative - **faster and more reliable**

Bus travel is **affordable** and has **multi operator access**

Buses are **easy to understand** and **use**

Buses are **integrated with other modes**, each other and into the city

Southampton Bus Service Improvement Plan

Buses **support sustainable growth** in the Southampton area

Buses that are **better to ride** in and working towards **decarbonisation**

Buses are **safe** and passengers have input

Being **innovative** & developing the **Southampton Mass Transit System**

Section 3 sets out how we will deliver on these ambitions in 2024/25 and Section 4 sets out our longer-term aspirations for 2025 to 2030.

[5] SCC Corporate Plan 2021

# Section 2 – Current Bus Offer to Passengers

This section provides a selected analysis and key facts of how Southampton's current bus network compares to the BSIP vision, and ambitions set out in Our Vision for Buses, including the extent of the commercial and supported bus networks, recent trends in passenger numbers, bus punctuality, accessibility to services and concessionary travel. Figure 2.1 highlights some of the key features of the current bus network.

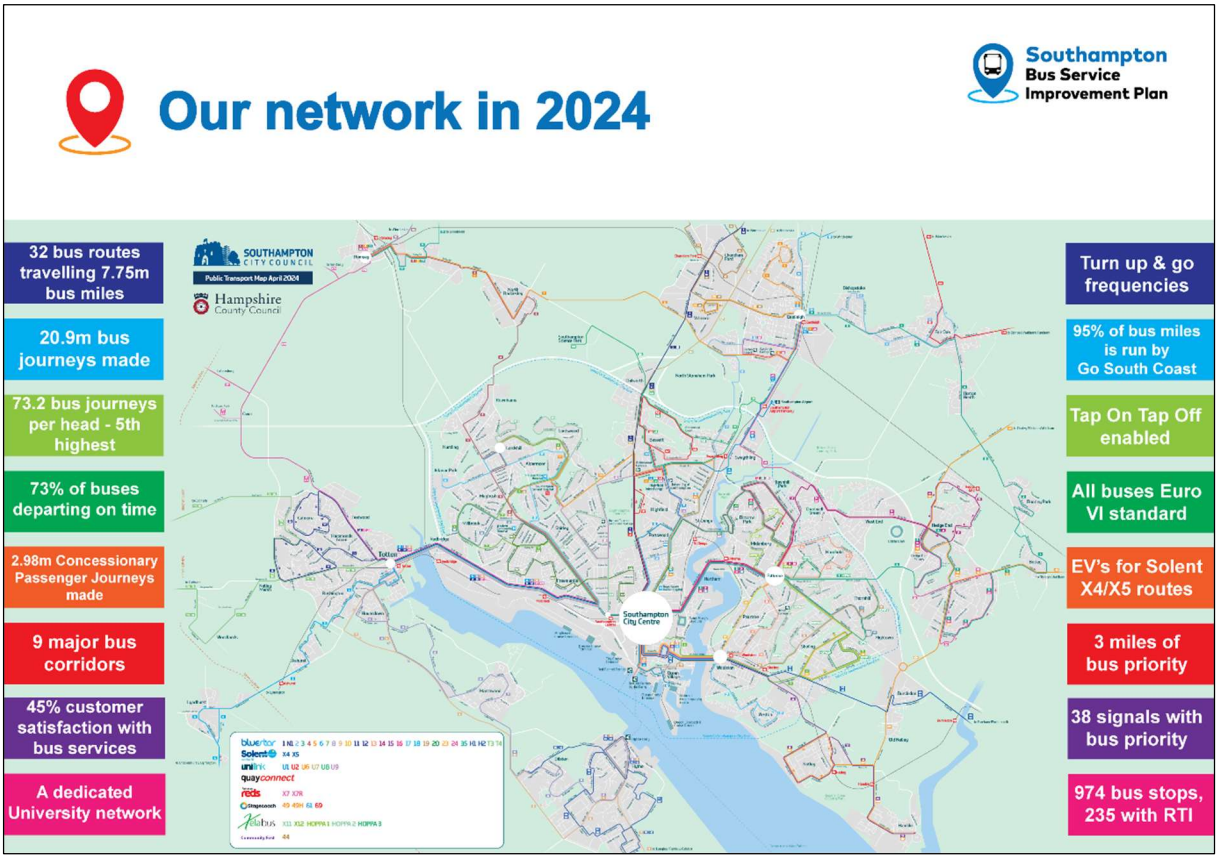



**Figure 2.1 – Key features of the bus network**

A more detailed analysis including geography, socio-economic factors, bus networks, planned development, resources at Southampton City Council, policy alignment is set out in Appendix 1 Evidence Base.

**Summary of Southampton's Bus Network Performance**

**20.971M** bus journeys were made in 2023/24 – **13% higher** than in 2022/23 and the highest since 2016/17.

Residents made **73.2** bus journeys per head in 2022/23 and Southampton was the **5th highest** – third outside of London or an ITA behind Reading and Nottingham.

With **12.41M bus km** travelled in 2022/23 this was 43% higher than a decade before.

**73.33% of buses departed on-time** - down from 81.42% in 2022/23.

Concessionary passholders made **2.98M** journeys in 2023/24 accounting for **14%** of all journeys – down from 5.3m journeys in 2016/17 where they accounted for a quarter of all journeys made.

**£34M** spent on supporting and improving bus passengers, services and infrastructure since 2022.

## 2.1 Introducing Southampton's Bus Network

Bus patronage and usage in Southampton are well above the England average and Southampton is seen as an area that has bucked the national trends of declining levels of bus mileage, patronage and use per head.

As of May 2024, 95% of bus service mileage in Southampton are run by one bus operating company – Go South Coast under their Bluestar, Unlink, Salisbury Red and Quayconnect brands. The remaining bus service mileage is operated by First Solent with services to Fareham, Gosport & Portsmouth, and smaller operator Xelabus who do contracted services for SCC.

Prior to this there were two major bus operators in Southampton with First Bus operating their City Red and Solent brands alongside Go South Coast, together comprising of 95% of the bus market.

On 18 February 2023 First Bus ceased operating their 11 City Red bus routes in Southampton. Bluestar replicated 9 of the routes and have also taken on 2 former Xelabus routes as part of the Unilink network. The two former City Red routes that were not replicated as they duplicated existing Bluestar routes.

Two new bus services entered service in 2023:

- U7 between Southampton Airport Parkway station, University of Southampton and Southampton Science Park, and
- U8 from University of Southampton to Winchester Art School via M3.

The whole public transport network in the Southampton City Region and that of Go South Coast are in Appendix 3.

## 2.2 Trends in Bus Passenger Journeys

Figure 2.2 shows the total number of bus journeys made in Southampton over the past decade. Between 2011/12 and 2019/20 levels of bus journeys increased by 9.1% from 18.2m journeys to 20.3m. This was contrary to the national picture where across England there has been a decline in number of bus journeys by 12%.

As with other areas the Covid-19 pandemic had a significant impact on bus passenger numbers, in the first lockdown in 2020 passenger numbers were 70-80% compared to same period in 2019. Since then, there was a subsequent recovery in patronage with 2023/24 seeing **20.971m** passengers – 13% higher than 2022/23 and similar levels seen during the mid-2010s.

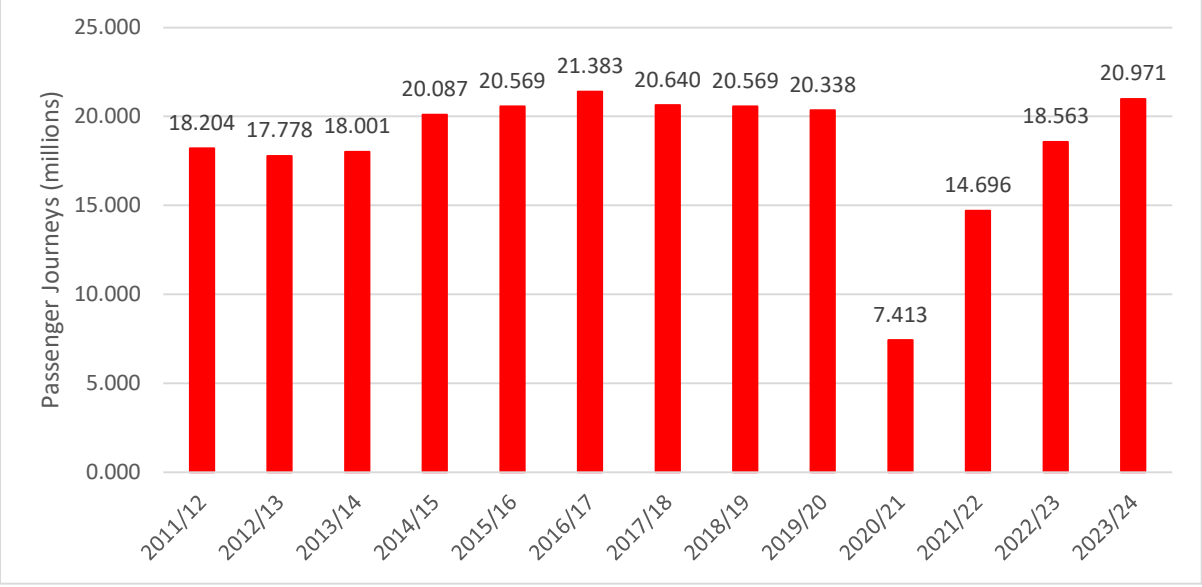



**Figure 2.2 – Total Bus Journeys in Southampton 2011/12-2023/24[6]**

[6] Bus Operator Submissions & DfT Bus Statistics BUS01e November 2023

Compared to other cities (Figure 2.3), Southampton continues to perform well and only Reading and Bristol have seen patronage recover better.

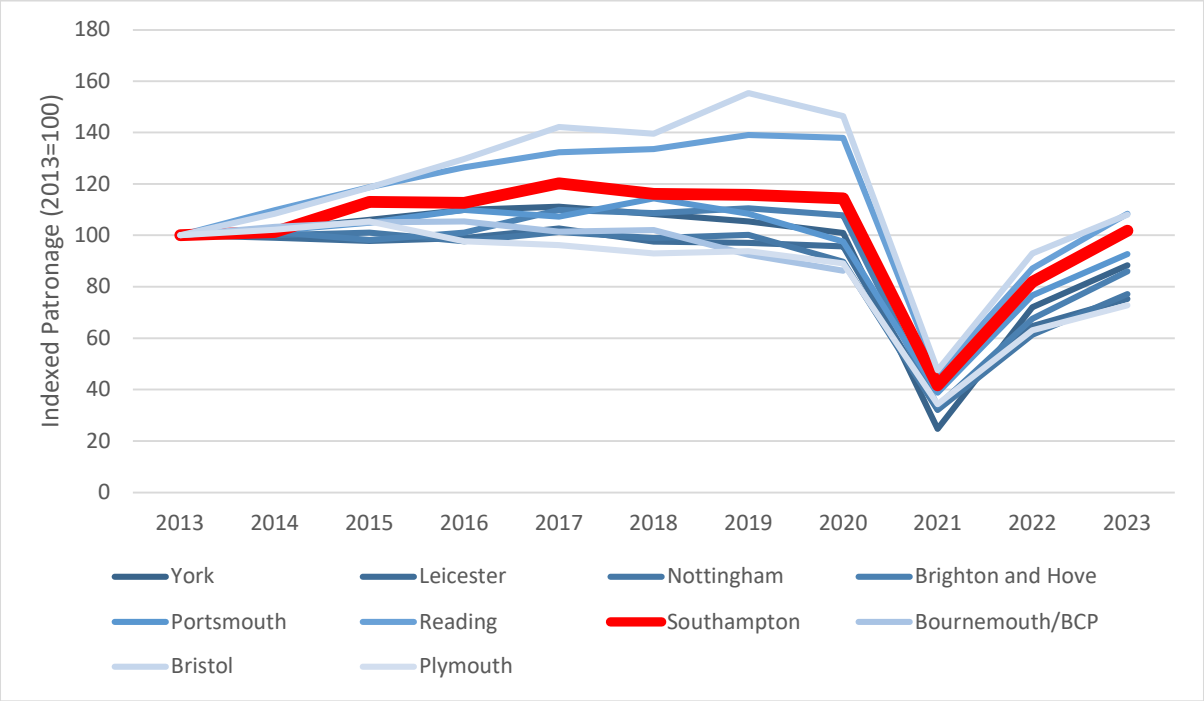



**Figure 2.3 – Index Bus Patronage Southampton and other cities 2011/12-2022/23[7]**

## 2.3 Bus Journeys Per Head

Southampton has a strong level of bus journeys made each year by Southampton residents, shown in Figure 2.4. Southampton was one of the few places where the number of bus journeys made was either increasing or at a stable level.

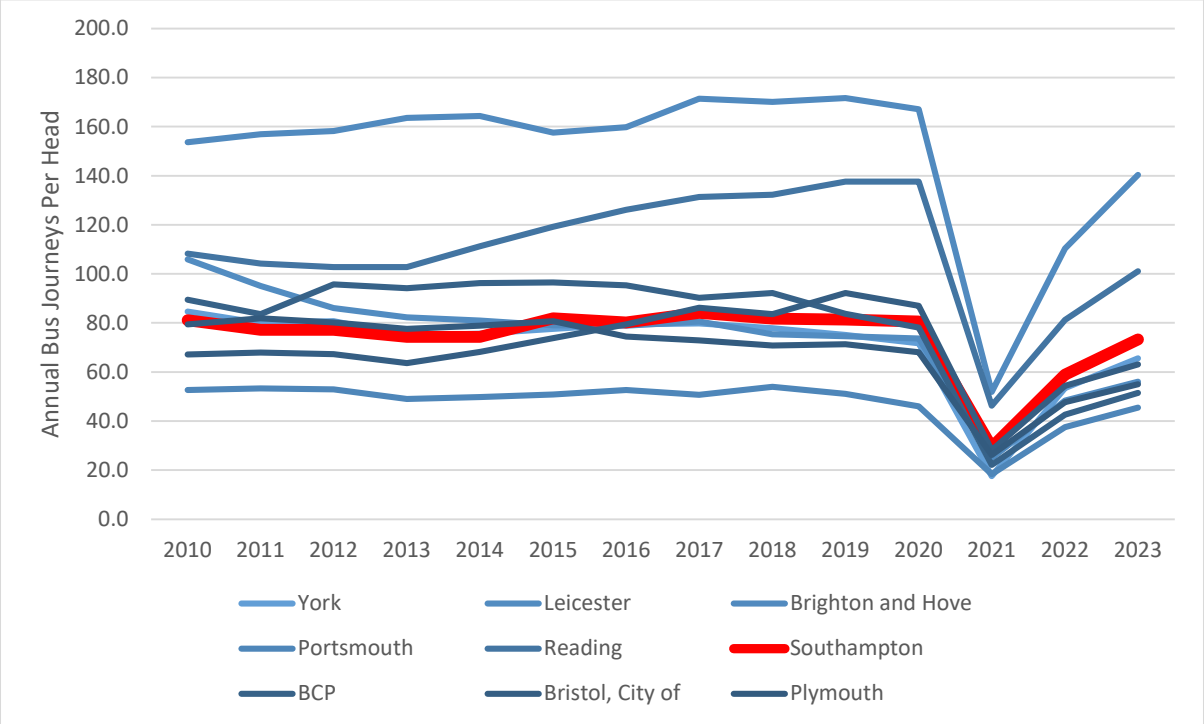



**Figure 2.4 – Comparison of Southampton Bus Journeys Per Head with other LTAs[8]**

[7] DfT Bus Statistics BUS01e November 2023
[8] DfT Bus Statistics BUS01f

Levels of bus use reflect Southampton's demographics and relative deprivation levels, particularly correlated to levels of car ownership.

In 2019/20, the number of bus journeys per head of population was the 7th highest in England (outside of London) at 80.5, and strong for a non-ITA or single municipal bus operator area (e.g. Reading). This dropped to 29.3 in 2020/21 – still the 7th highest and Southampton did not see such as significant drop compared to Nottingham and Reading.

In 2022/23 Southampton's bus journeys per head was **73.2 and the 5th highest in England** (3rd outside London and an ITA). The level of demand for bus does well considering the levels of car ownership – a bus passenger trip rate of around 65 would be consistent with the proportion of no-car households that Southampton has.

## 2.4 Bus Kilometres

Figure 2.5 shows the bus service kilometres (KMs) operated in comparator authorities and Southampton indexed to 2012/13. Bus KMs operated in Southampton has remained at or above the 2012/13 baseline – an increase of 20% in 2016/17 which then reduced into the pandemic to 84% of 2012/13, and since has increased significantly to **12.41m km (7.75m miles) in 2022/23 – 43% higher than a decade before**.

This may be due to the changes in the bus network in February 2023 when Bluestar took on the majority of First's City Red services and in some cases increased the service frequency and times. The only other comparator authority to see this level of increase was Bournemouth, Christchurch and Poole (BCP) – combination of the change in authority boundaries and the demise of Yellow Buses in 2022.

Of the other authorities Leicester, Nottingham, Portsmouth and Plymouth were seeing decreasing bus KM operated in 2020. Portsmouth was 64% of the baseline KM operated with a significant decline.

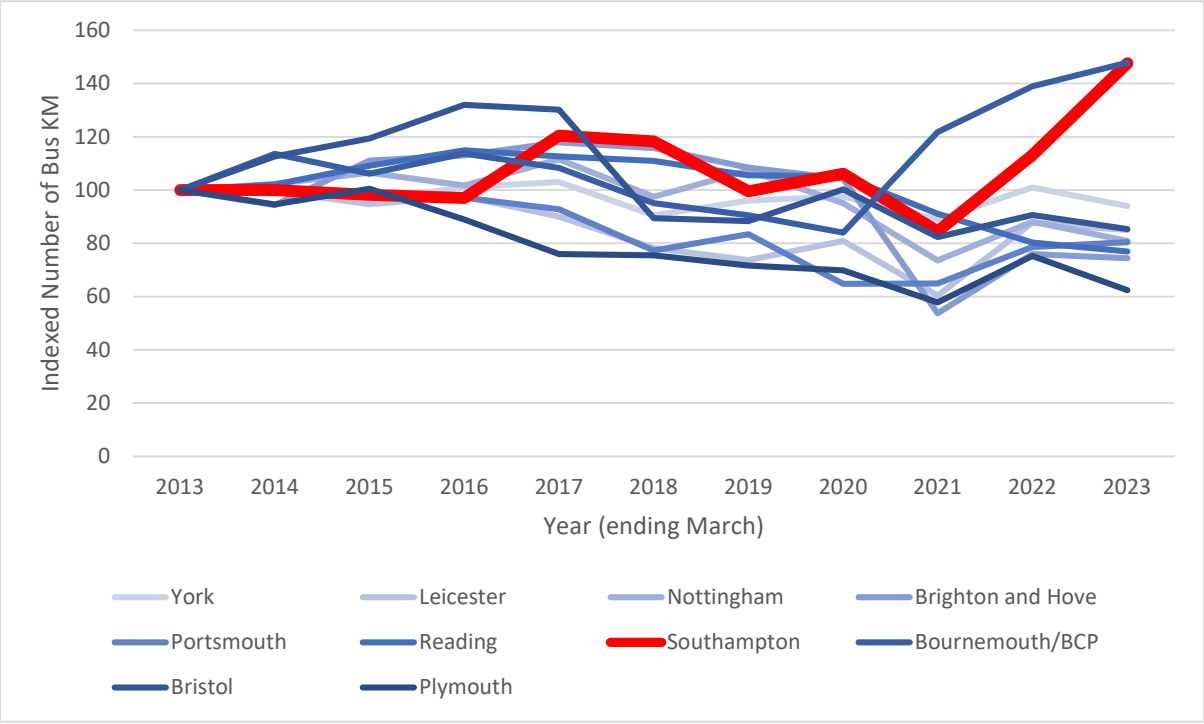



**Figure 2.5 Indexed Bus KMs Operated (year to March) 2013-2023**

## 2.5 Bus Punctuality Trends

In 2023 the annual average punctuality for all buses in Southampton was **73.33%** - this is buses departing 'on-time' (within parameters 1 minute early and 5 minutes later than the scheduled time at a bus stop). In 2021 and 2022 annual average bus punctuality was 87.42% (2021) and 81.42% (2022)[9] – as shown in Figure 2.6.

[9] DfT Bus Open Data, Southampton, November 2022

Compared to other cities (Figure 2.6) Southampton performs slightly worse with a lower average punctuality.

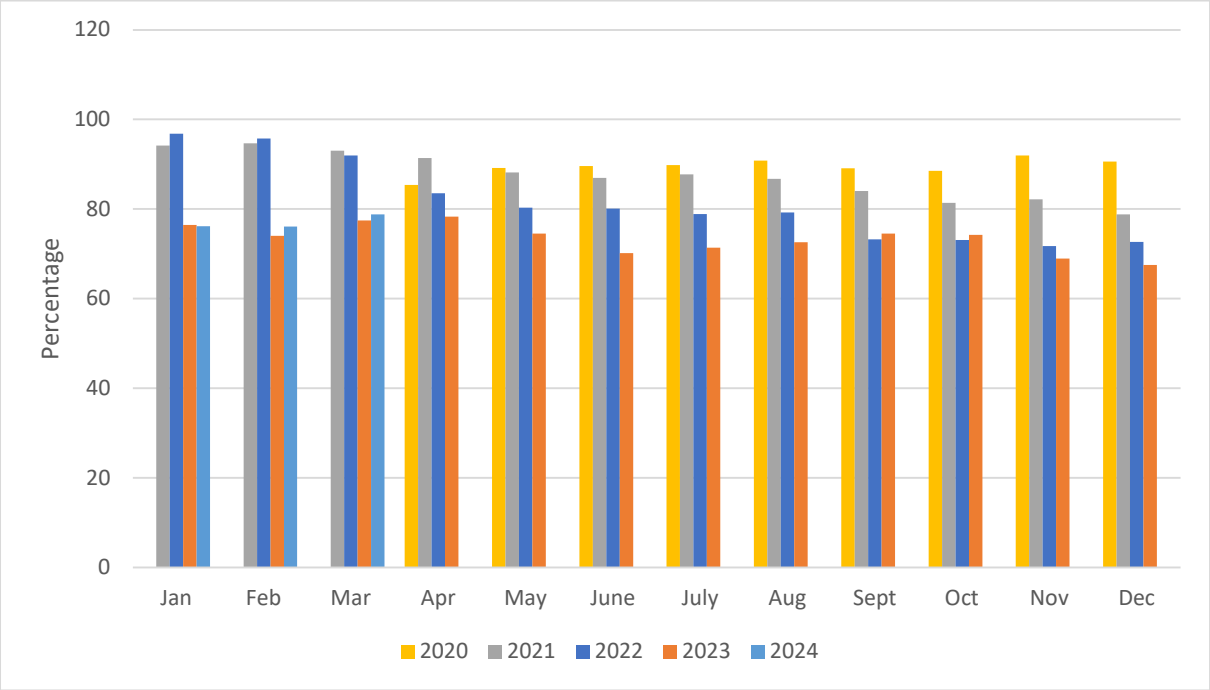



**Figure 2.6 Monthly Bus Punctuality in Southampton 2020-2024**

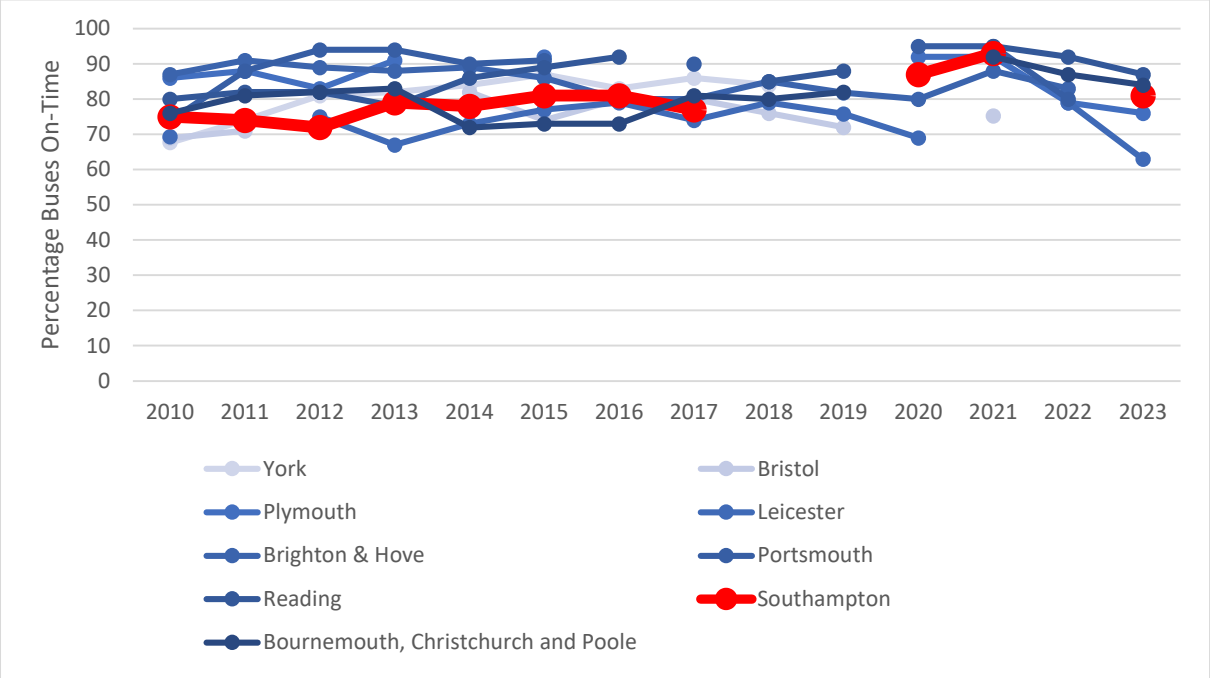



**Figure 2.7 Bus Punctuality Comparison[10]**

Looking at individual services and types of service for 2023/24, bus services had an average punctuality of 78.88%. This has decreased since 2020/21 from 89.05% - noting that this year had significantly lower levels of traffic because of the pandemic.

- Over the past year there has been major roadworks in the area including on A35 Redbridge Causeway. This saw the proportion of buses operating on-time between Southampton, Totton and the Waterside drop to between 41 and 67% during Summer 2023;
- The lowest performing service is an inter-urban that has a small proportion of its journey within Southampton;

[10] DfT Bus Punctuality Statistics BUS09a November 2023

- High frequency services perform well with a small differential between the best and worst punctual;
- The level of punctuality for cross city services varies considerably as these are most affected by the bridges, hotspots such as around the Hospital or Shirley, and travelling through the City Centre. Delays in one part of the city has a consequence for reliability on the whole route.

| Service | Average | High | Low |
|---|---|---|---|
| High Frequency (4+bph) | 81.80% | 90.52% | 70.42% |
| Inter Urban | 68.44% | 79.09% | 54.46% |
| Cross City | 72.51% | 78.78% | 68.97% |
| Low Frequency (>2bph) | 74.08% | 83.48% | 67.82% |
| All | 74.73% | 78.88% | 71.81% |

**Table 2.1 Average Percentage Bus Punctuality 2023/24**[11]

## 2.6 Passenger Views

The views of passengers and non-users are important to understand the user experience and what they consider to be the most important issues for them. SCC has carried out its own research with public and businesses through online surveys in 2021 and 2023 to understand how people use buses, their attitudes towards buses, and what people want to encourage them to use buses more. Details on the survey responses are in Appendix 2.

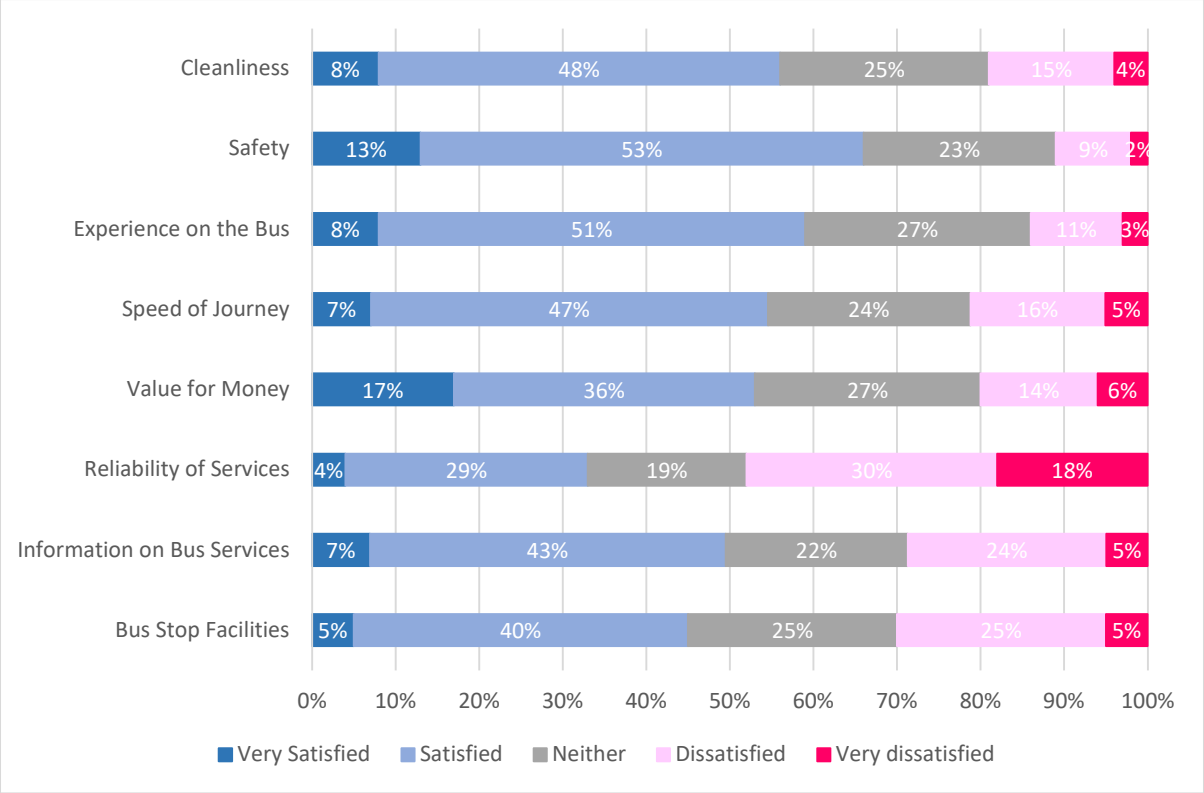



**Figure 2.8 Satisfaction with bus services in Southampton, 2023 SCC Survey**

The key findings from the 3,200 responses to the 2023 survey (run 23rd October-12th November 2023) were:

- **37% of respondents used the bus regularly**, with those under 25 using the bus the most;
- Satisfaction with bus services in Southampton is divided, **33% of bus users were satisfied with the bus services**, and 48% dissatisfied – satisfaction was highest for safety, experience on the bus, cleanliness, speed of journey and value for money;
- Support for phasing out of the more polluting buses in favour of zero emission vehicles – **64% supported that**, and 26% agreed that they would be encouraged to use the bus more (although 50% were neither);

[11] SCC Data from Bus Operators, 2023/24

- The highest response for encouraging people to use the bus more was for suitably timetabled or **more frequent services (65%)**, **quicker or more direct bus routes (57%)**, and **improved bus stops (47%)**;
- **A third of respondents said they had safety concerns when using the bus**, this went up to almost half of disabled respondents and those aged 25-24 – items raised included available of seating inside the bus, other passengers, safety at the bus stop and cleanliness of the bus.

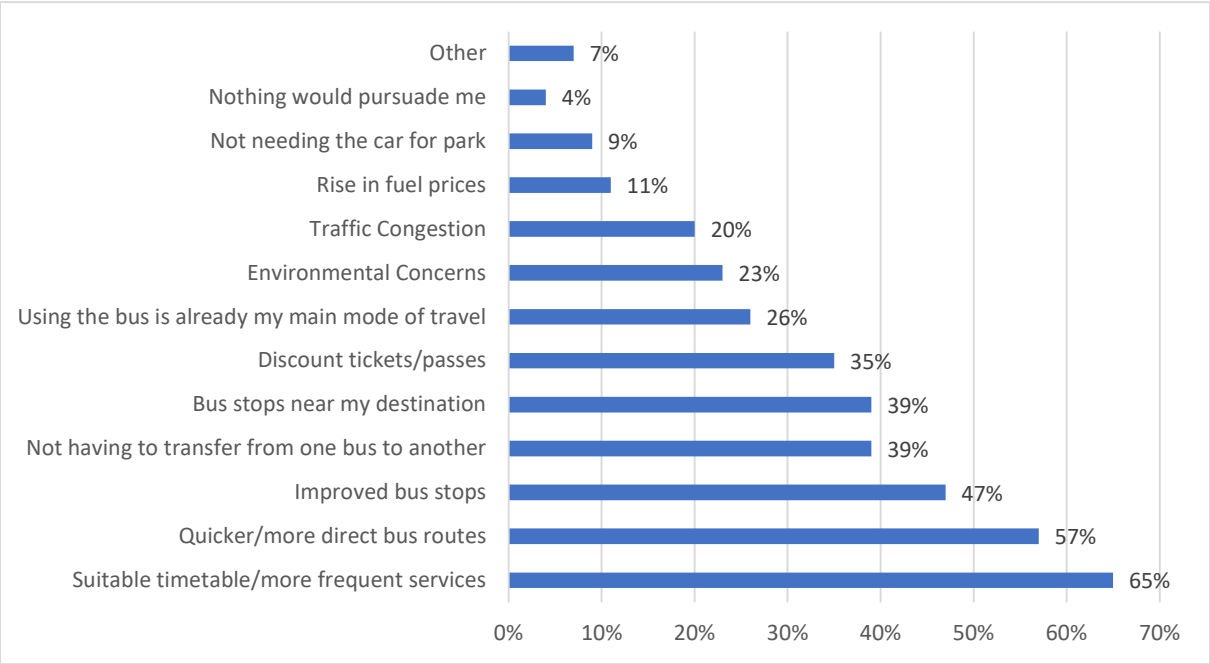



**Figure 2.9 Agreement with measures to encourage greater bus use**

## 2.7 Supported Services

SCC currently supports 4 services in Southampton, with the remaining operating at a commercial level (Figure 2.10 and Table 2.2). These services provide socially necessary services connecting people in areas often not served by commercial services with local shopping and health care centres on certain days of the week.

In 2023/24 SCC spent £194,000 on supporting these services with funding either from the DfT's Local Transport Fund/Bus Recovery Grant or SCC's General Fund.

| Service | Route | Days of Operation | Frequency | Cost in 2023/24 | %age Subsidy |
|---|---|---|---|---|---|
| X11 | City Centre-General Hospital-Lordshill | Monday-Friday | Hourly 1000-1500 | £98,000 | 100 |
| X12 | City Centre-Shirley | Tue & Thurs | 4 Journeys/Day | £35,000 | 100 |
| Hoppa1 | Midanbury-Bitterne | Mon, Wed & Fri | 3 Journeys/Day | | 100 |
| Hoppa2 | Sholing-Bitterne | Mon, Wed & Fri | 3 Journeys/Day | | 100 |
| Hoppa3 | Thornhill-Bitterne | Mon, Wed & Fri | 1 Journey/Day | | 100 |
| Bluestar 10 | City Centre-Sholing | Mon-Sat | Hourly 0800-1800 | £134,000 | 100 |
| | | | | **£194,000** | |

**Table 2.2 – Southampton Supported Services 2024**

Figure 2.11 shows the level of million vehicle KM operated commercially and those receiving funding from SCC to support services - this has reduced by 96% since 2009 to 0.01m in 2023.

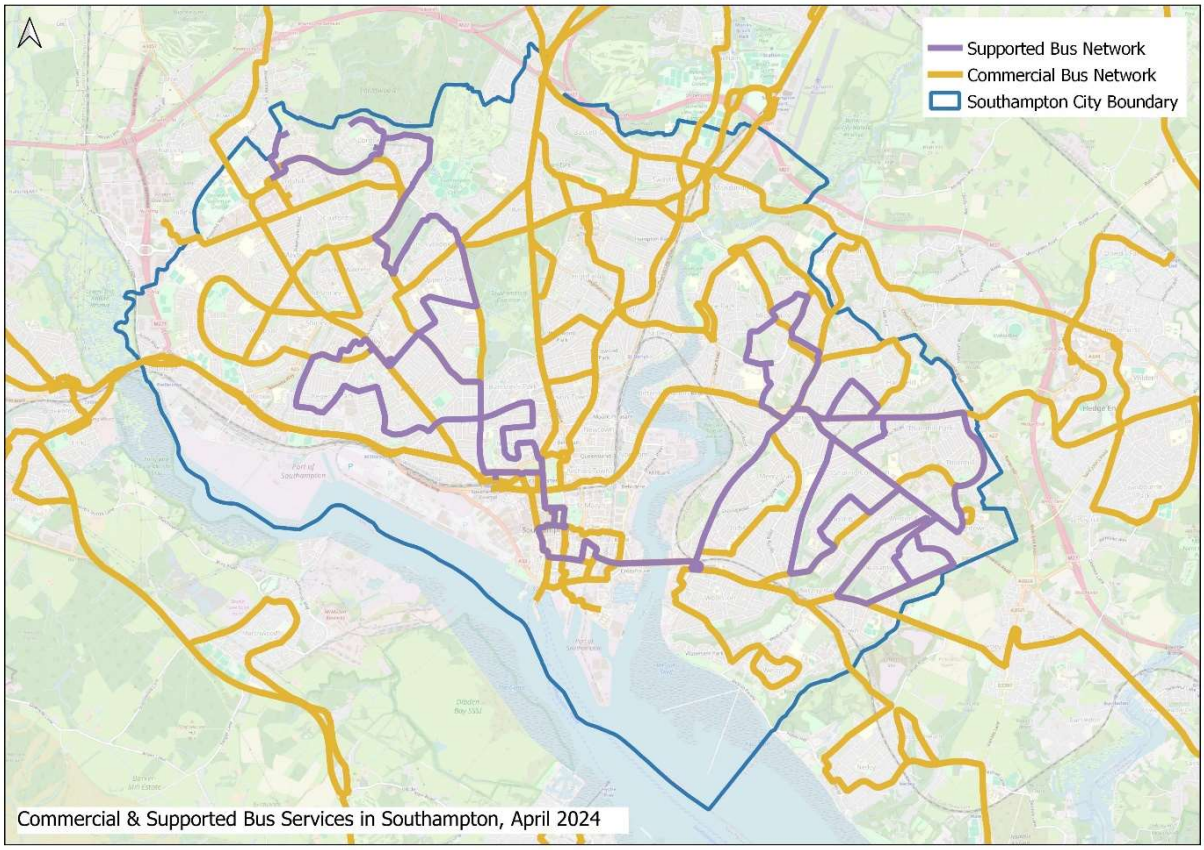



**Figure 2.10 Commercial & Supported Bus Services in Southampton**

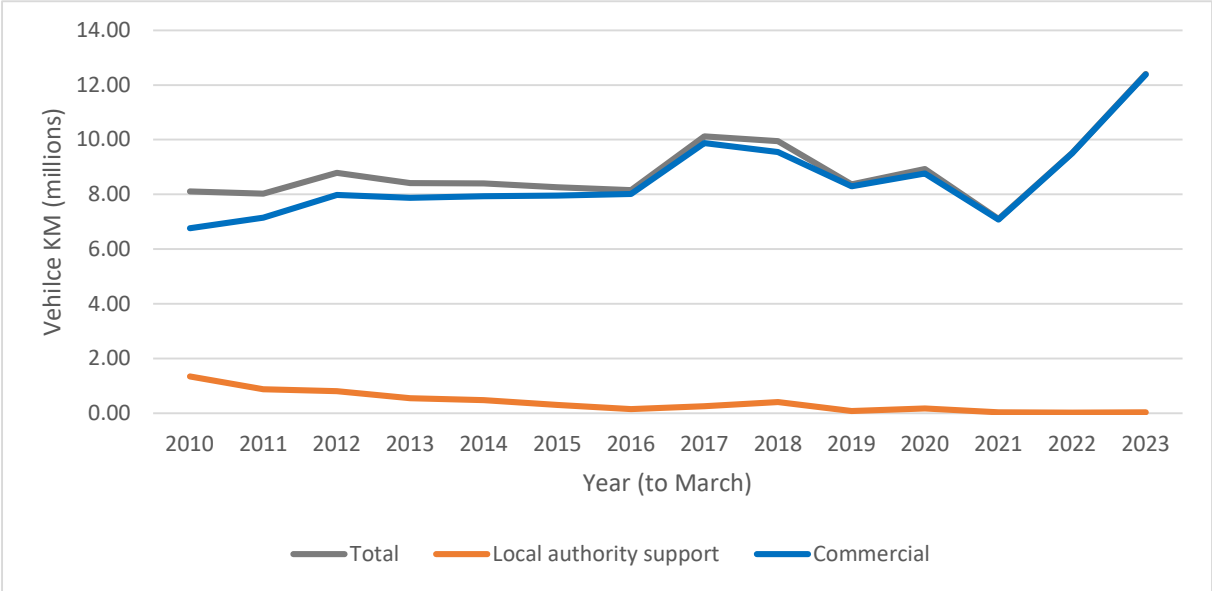



**Figure 2.11 – Bus Vehicle KM operated in Southampton by service type[12]**

## 2.8 Concessionary Fares and Travel

Southampton City Council is the Travel Concession Authority (TCA) for the English National Concessionary Travel Scheme (ENCTS) for Southampton. The ENCTS allows eligible people to apply for a free pass that enables them to travel for free on all buses in England after 0930 on weekdays and across the weekend. The ENCTS is available to all older people over the state

[12] DfT Bus Statistics BUS02d_km November 2023

pensionable age and those with disabilities that meet criteria set by the DfT. Other passes such as companion or carer passes are available as well.

Southampton has a local enhancement the ENCTS where free travel starts at 0900 to 0030 for Southampton residents only with non-Southampton residents 0930 to 2300 for those non-Southampton residents.

SCC currently has an annual budget for Concessionary Fares of approximately £4.2m.

In 2023/24, there were:

- 2.98m elderly and disabled concessionary bus passenger journeys made in Southampton.
- Concessionary Fares accounted for 14.2% of all Southampton's bus journeys – remaining 85% were fare paying passengers – compared to 72% across the South East.
- Passholders made on average 105 journey made per pass.
- Over time the number of concessionary fare journey has decreased from 4.783m in 2017/18.

| Year to March | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
|---|---|---|---|---|---|---|---|---|---|
| Concessionary Fare Journeys (millions) | 4.5 | 5.0 | 5.3 | 4.7 | 4.0 | 3.9 | 1.4 | 2.4 | 2.8 |
| Proportion of Total Bus Journeys (%) | 23 | 25 | 25 | 23 | 20 | 19 | 19 | 16 | 15 |
| Number of Passholders | 28269 | 26120 | 29488 | No Data | | 26276 | 26074 | 23796 | 24973 |
| Number of Journeys per Pass | 166 | 173 | 149 | | | 138 | 131 | 100 | 105 |

**Table 2.3 Concessionary Fare Journeys in Southampton (years ending March) 2015-2023[13]**

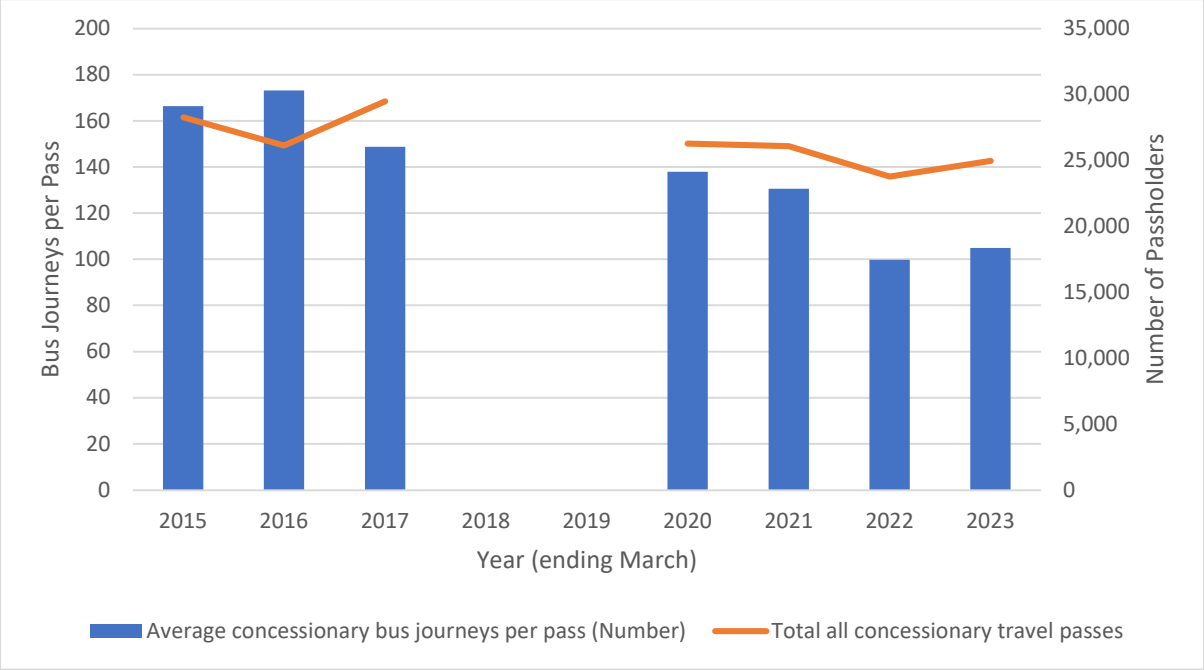



**Figure 2.12 Concessionary Travel Passes and Average Journeys/Pass 2015-2023[14]**

## 2.9 Funding

The funding SCC has spent on buses in 2022/23 and 2023/24 is set out in Table 2.4. Funding has come from SCC General Fund (covering SCC own spending and the Local Government Settlement), external funding sources such as S106 Developer contributions, DfT grants and capital projects such as TCF. In both years SCC has spent over £17M on buses.

[13] DfT Bus Statistics BUS
[14] DfT Bus Statistics BUS

| Scheme Category | 2022/23 | | 2023/24 | | Source |
|---|---|---|---|---|---|
| | Revenue | Capital | Revenue | Capital | |
| Supported Services | £183,248 | | £244,793 | | SCC, BRG/LTF |
| Concessionary Fares | £3,686,968 | | £3,277,315 | | SCC |
| Other Fares & Ticketing | £21,384.00 | £199,657 | £147,620 | £0.00 | SCC, S106 |
| Bus Priority Measures | £0.00 | £5,676,326 | £0.00 | £4,603,217 | TCF, LTP |
| Infrastructure | £41,441 | £7,259,703 | £43,244 | £8,884,993 | TCF, LTP, BSOG |
| Zero-Emission Buses | £0.00 | £68,265 | £0.00 | £0.00 | |
| Marketing | £10,356 | £0.00 | £10,746 | £273 | SCC |
| Other | £309,390 | £0.00 | £118,570 | £0.00 | S106, BRG/LTF |
| Total | **£4,252,787** | **£13,203,951** | **£3,842,288** | **£13,488,483** | |
| | **£17,456,738** | | **£17,330,771** | | |

**Table 2.4 SCC Spending on Buses 2022/23 & 2023/24**

## 2.10 Analysis of Bus Services Against BSIP Ambitions

This section provides an analysis for how Southampton's bus network and services are performing against our BSIP and National Bus Strategy aspirations.

| | Strengths & Opportunities | Weaknesses & Threats |
|---|---|---|
| Bus (network) | • A strong core bus network of frequent and direct services connecting city centres to majority of suburban areas.<br>• Radial bus network means **main corridors have good frequency – 'turn up and go'** frequencies.<br>• Sustained growth in bus patronage on flagship inter-urban and high frequency urban bus routes.<br>• Now one dominant operator.<br>• 54% user journey satisfaction.<br>• A modern and attractive bus fleet with RTI, Audio-Visual displays, contactless payments, WiFi and USB charging points.<br>• Low emission and young fleet (average vehicle ~7 years old) compared to other cities and entirely Euro VI. | • Bus network predominantly operates on shared road space. Congestion at peak times, especially on key road corridors to/from centres of main towns, leads to reduced punctuality and journey time reliability, and increased journey times.<br>• Very high frequencies on Shirley and Itchen Bridge corridors potentially giving an imbalance to areas with little or no service.<br>• Pockets of 'bus deserts' in certain areas of city – Lordswood, Upper Shirley, Harefield due to lack of bus services (as these are not commercially viable to operate) or poor penetration of services.<br>• Limited service frequency to some suburban areas e.g. Hedge End, Romsey.<br>• Few cross-city services that do not require interchange in City Centre – e.g. Bitterne to Hospital, Woolston to University, and no 'orbital' service.<br>• Accessibility from the east is impacted by geography and severance of the River Itchen and railway means bottlenecks impact reliability.<br>• Limited investment in the highway network for bus priority lanes<br>• Terminal points are poorly lit with poor road surfacing.<br>• One dominant operator could lead to reduced competition and innovation. |
| Bus Network (operators) | • The historic strong competition on some routes led to low weekly fares and even with<br>• Strong operator brands and recognition with users<br>• Smaller operators active and engaged | • One major commercial operator following the withdrawal of the other<br>• Reduction in support for less viable bus services |
| Bus Network (development) | • Ongoing evolution and development of the network, reacting to need.<br>• Aspiration for a Southampton Mass Transit System and integration with rail and ferry. | • Bus priority planned on key routes to improve journey times.<br>• Where no pump-priming funding is available to reduce financial risks, operators are reluctant or unwilling to take commercial risks to serve new development or to increase service frequencies where passenger numbers will take time to build up to cover the operating costs.<br>• Getting the network to integrate into the City as it grow with new development. |
| Bus Network (City Centre) | • Well served City Centre, with all bus routes terminating or passing through.<br>• Elements of bus priority and bus lanes leading to and in the City Centre – Northam Road, Portland Terrace, New Road and Shirley Road. | • No single focal point in the City Centre with complex and varied routing for buses.<br>• Limited interchange at Central Station for services from the east. |

| | | |
|---|---|---|
| | • Development of a Bus Priority Loop to bring buses closest to the heart of the city.<br>• Bus travel is worth £275m to the economy | • Constrained, shared road space, radial in nature.<br>• Limited capacity/space for terminating services to layover |
| Bus Network (Park & Ride) | • Park & Ride has been identified through TCF as incremental approach starting at weekends/ major events in partnership with the NHS Trust. | • No public P&R provision is currently available to serve journeys into Southampton city centre.<br>• Hospital (staff only) P&R bus services are operated under contract and so are not currently integrated with local bus services.<br>• Public P&R needs to compete with relatively low car parking tariffs and high supply. |
| Socially necessary DRT & Community Transport provision | • Active and supported community transport services, including community minibus, dial-a-ride and voluntary car share schemes.<br>• Good supply of taxis and private hire vehicles in main urban areas, including taxi ranks at larger rail stations. | • Scope and supply of service limited by funding constraints.<br>• Lack of integration of community transport provision with hospital transport services and special educational needs transport. |
| Modal Integration | • All public transport modes accessible from City Centre.<br>• Legible bus network branding and distinctive flags, shelters and maps.<br>• In main towns, rail stations are key points of interchange, connecting the train network to the local bus network with good waiting facilities.<br>• Multi-modal interchange opportunities at University, Airport, and ferry terminal at Town Quay.<br>• Opportunity for further integration with cycling, micromobility, rail and walking. | • Interchange in some town centres is spread out - with some public transport modes requiring a walk (e.g. between railway station and nearby bus routes).<br>• Limited high-quality interchange hubs, with facilities, apart from at some bus stations and key rail stations.<br>• Limited interchange and access into the Hospital campus. |
| Fares, ticketing and multi-operator & multi-modal | • Overall fares are cheaper than average but perception among non-users that they are higher.<br>• Fare offers have been able to offer - £1 evening fare and seasonal group offers.<br>• Involvement in Project Coral and the launch of Breeze as a multi-modal multi-operator app – first outside an ITA.<br>• Tap On, Tap Off/Capped Fares has been introduced.<br>• Existing Solent Go multi-operator, multi-modal ticket covering South Hampshire, Southampton and Portsmouth – offers three ticket zones and carnet ticket products.<br>• Trials of Mobility Credits through Breeze. | • Interoperability and acceptance of bus tickets between operators.<br>• Future of Solent Go ticket which is offered at a premium and not as relevant for Southampton with one dominant operator.<br>• Financial longevity of Breeze.<br>• Child fares increases at 16 to full adult. |
| Partnership and Investment | • Long record of partnership working that has now evolved into an established Enhanced Partnership, including neighbouring HCC on the board.<br>• Sustained spend from SCC on infrastructure.<br>• Proactive commitment from key employers and institutions showcased by the success of the Unilink bus network.<br>• Sustained investment and development of the network from operators. | • Changes in political administrations and sufficient internal resource to be a strong & intelligent client.<br>• Lack of resource from LTAs and no BSIP capital funding received means aspirational projects beyond TCF not able to be implemented yet. |

# Section 3 – Improvement Programme to 2025

This section sets out what has been achieved in Southampton since 2022 and how this is delivering. It then presents what our delivery programme for bus improvements is to end of financial year 2024/25. This is using the known funding envelope available from BSIP grants plus all other budget sources – SCC funds, Developer Contributions, Local Transport Plan (LTP), Levelling Up Fund (LUF) and Transforming Cities Fund (TCF).

**Highlights since 2022**

- Bus priority infrastructure in the City Centre at Portland Terrace and as part of a Safer Routes to School project
- New £5m multi-modal interchange and gateway at Southampton Central Station
- Upgrades to 117 bus shelters
- Upgrades to frequencies on services to Harefield, Thornhill, Lordshill and University Hospital Southampton
- Launch of Breeze – the first multi-modal MaaS app now reached 27,000 users, and Mobility Credits Trial through Breeze
- Changes to the network following the First City Red withdrawal in 2023
- Ongoing Transforming Cities programme in the City Centre at Albion Place, East Park Terrace and the Ring Road
- Fare offers – long-standing £1 Evening Fare and Group Travel offers in Summer and Christmas holidays in 2022 and 2023.

## 3.1 Bus Priority and Bus Infrastructure

- As part of Safer Routes to School a new **bus gate been installed at Bassett Green School** as part of a School Street. The school is on an important bus route between University of Southampton and University Hospital Southampton;
- Further implementation **real-time information** screens including 5 new TFT screens in the City Centre and new multi-modal information screens in Above Bar Street;
- As part of Active Travel schemes on Hill Lane, St Mary's Road and around St Mark's School **bus shelters have been upgraded** and traffic signals have **bus priority installed**;
- Continued programme of upgrading bus shelters through the contract with ClearChannel including **nine new shelters with green roofs** to boost biodiversity.

## 3.2 Transforming Cities Programme

The £57M Southampton Transforming Cities Programme continues with further funded bus priority and infrastructure measures being delivered on key commuter routes from Southampton Totton & Waterside, Eastleigh and Bursledon and in the City Centre, which are set to complete during 2024:

- **Portland Terrace Bus Gate** installed in the City Centre, operating from November 2023 and camera enforced from February 2024 this forms the first segment of the proposed City Centre 'Bus Loop'. Portland Terrace was a busy traffic route through the heart of the City Centre carrying 11,000 vehicles a day (including ~475 buses a day) and separated West Quay South from the Bargate area. Since becoming bus only Portland Terrace now sees 1,100 vehicles a day, with same number of buses.
- **East Park Terrace Bus Road** with new public realm and spaces outside Solent University to connect with the Central Parks. This could take 3,700 vehicles from this road and just leave it as a bus route with high priority for people walking.
- **Albion Place Bus Hub** on the site of two closed car parks to be a major hub for buses in the City Centre with 7 new bus stops and designed so it is sympathetic to the historic Old Town and Castle Walls adjacent to it with new paving, wayfinding and public art, micromobility spaces, safe crossing points across Castle Way, and better lighting, planting and security measures.
- **Enhanced bus stops** on corridor from Totton, University, Eastleigh and Bursledon.

- **Traffic signal upgrades** at The Avenue/Burgess Road, Burgess Road/Glen Eyre Road, St Denys Road/Thomas Lewis Way and St Denys Road/Priory Road including bus priority with pedestrian and cycle segregated crossing facilities.
- Signals at St Denys Road/Belmont Road were **removed and replaced** with a zebra crossing and modal filter on side road to remove a delay point approaching Portswood.
- **Woolston Local Travel Hub** adjacent to Woolston Station that will provide a range of onward travel options including EV charging and micromobility with walking and cycling connections to the station and bus stops.

As part of TCF, Hampshire County Council have a programme of works on-site or completed:

- **Super stops** in the Fair Oak, Bishopstoke, Eastleigh, Totton, Applemore and Hythe areas installed in early 2024.
- **Marchwood Bypass Bus Only Road** and **Rushington Roundabout Bus Lane** in Totton to reduce journey times on Bluestar 9.
- **Changes in Totton Town Centre** to help improve bus journey times.

### Southampton Central Station (Southside Interchange)

A £5M scheme delivered in 2023 through the TCF programme a new gateway to the City Centre and Port has been created at the south side of Southampton Central Station, in partnership with South Western Railway and Network Rail.

This has created a new space and multi-modal interchange that has transformed the tired area on the southern side of the station so it's a fresh welcome to Southampton. The public realm has been upgraded with new paving, public art work and shelters that echo the art deco nature of the station itself.

The project provides onwards routes and facilities for the Port, ferries and cruise terminals and onwards into the City Centre, University and Hospital.

The new interchange includes:

- Larger pedestrian space with new paving, wayfinding and public art;
- Bus stops for 3 buses with new art deco green roof shelters and real-time information – with buses serving Town Quay, City Centre, University, Hospital, and longer-distance zero emission buses to Fareham & Portsmouth;
- New cruise waiting lounge in art deco design with green roof;
- Micromobility spaces for escooter and ebikes, and additional cycle parking;
- Safe pedestrian crossing points through the car park and across Western Esplanade;
- Reconfigured drop off and car park with additional disabled parking bays and planting;
- Taxi ranks at the station front and a waiting area on Western Esplanade; and
- Better lighting, planting and security measures, and onwards walking and cycling routes.

## 3.3 Bus Fleet and Service Investment

- Investment in **maintaining and pump-priming in nearly commercial or socially necessary bus services** to maintain links to Upper Shirley, Freemantle, Lordshill, Harefield and Sholing.
- Using BSIP+ to do **initial pump-priming** of additional evening services to Harefield on Bluestar 13 and weekend services on Bluestar 19 between Thornhill and Lordshill.
- Through **HCC's BSIP+ programme** upgrades to night and weekend frequencies on Bluestar 1 to Winchester and Bluestar 2 to Eastleigh via Portswood.

- First Solent introduced **62 new all-electric zero-emission buses** through a Portsmouth City Council (PCC) and HCC's ZEBRA funding on the X4/X5 service between Southampton, Fareham and Portsmouth.

**Bluestar Fleet Investment**

Bluestar have invested nearly £5M in new buses in 2024 so that all of Southampton's buses are now Euro VI compliant.

Following the withdrawal of First Bus City Red services on 18 February 2023 the following day Bluestar introduced replacement services. This meant that no part of the city was not served by a bus if it had been previously.


To achieve this Bluestar drafted in 25 buses from Go Ahead fleets across the country, ranging from 2006 Volvo B7 double deck buses to 2010 Optare Versa single deck buses, plus other buses from Go South Coast fleets to accommodate the increased schools and college work from September 2023.

In January 2023, the majority of the drafted in fleet has been replaced with 2008 new to Go Ahead London Optare E400 buses, which were retrofitted to Euro VI compliance when in London, and 2018 ADL E200MMC single deck buses from sister company More Bus.

In April 2024, 16 brand new ADL E400MMC double deck buses which will be allocated to busy Bluestar 2 and 7, with the remaining new buses allocated across the fleet.

Through the monthly EP Working Group and operator liaison meetings Bluestar were able to keep SCC informed of the plans for the fleet. This was particularly useful when dealing with communications from residents about the quality and standard of the buses.

## 3.4 Fare Offers and Ticketing

Since 2021 SCC have worked with bus operators to introduce fare offers to encourage people to use the bus. These have been funded by SCC or via external funding such as BSIP+ or S106 developer contributions.

- **Group Fare 'Five for a Fiver'** during Summer 2022 and 2023 and Winter/Christmas 2022 and 2023. This provided up to five people with all-day single operator travel for £5. In Summer 2023, 20,769 tickets were sold benefitting an estimated 76,630 people who collectively saved around £62,300 on their travel as a group. The offer will be returning in Summer and Christmas 2024 funded from BSIP+.
- **Mobility as a Service app Breeze** was launched in 2022 combining ticketing options for bus, train, micromobility (escooter and bike hire), car club and ferry along with journey planning into one app. Funded through the Solent Future Transport Zone (FTZ) the Breeze app has been downloaded over 27,000 times with over 5,000 active monthly users. Further integration of modes and payment methods is planned over 2024.
- **Solent Go**, the multi-operator travel card, has seen upgrades to respond to changes in travel patterns post-pandemic. In 2023, the Portsmouth City Region zone was expanded with the Southampton City Region staying the same, and a series of carnets of tickets produced.

**£1 Evening Fare**


The £1 evening single fare (after 6pm) on all buses in Southampton was launched as a trial in June 2021 as part of a package of incentives, including free evening parking, to support Southampton's night-time economy as it emerged from the pandemic. In 2022, evening parking charges were reintroduced, but the £1 Evening Fare has continued, and Bluestar now run the offer to all services including those that travel outside of Southampton.

The offer has been successful with 2.5m journeys made in 2023, and with the support of BSIP+ funding, has now been extended until March 2025.

The £1 evening fare complements by the national £2 single fare cap funded by the Department for Transport.

## 3.5 Civil Enforcement of Traffic and Parking Contraventions

- In 2022, SCC secured new powers to enforcing **moving traffic contraventions**, such as yellow box junctions, banned turns and roads prohibiting motor vehicles. These will focus on selected 'hotspots' for congestion and bus delays – including Portland Terrace Bus Gate, various sites around City Centre (following reviews of road and sign markings and installation of cameras). This is in addition to the existing powers SCC held for enforcing bus lanes and School Zig Zags. All have the objective of keeping the highway network moving and safe including for buses through reducing congestion.
- Additionally, SCC is seeking to further improve congestion by management of roadworks through a **lane rental scheme** and investigating the potential for **Red Routes on strategic corridors** over the course of 2024/25.
- SCC also has reviewed its **parking tariffs** for on and off-street parking in the City Centre and tolls for the Itchen Bridge. As explained in the Evidence Base, all-day parking, evening and Sunday parking charges were revised in January 2024.

## 3.6 Marketing

- In Summer 2023, a joint **concessionary fares campaign** was rolled out in partnership with Hampshire, Portsmouth and Isle of Wight. The radio campaign resulted in 157,000 impressions and 98% of listeners listened until the end of the advert.
- Digital media campaigns for Breeze and the national £2 single capped fare.

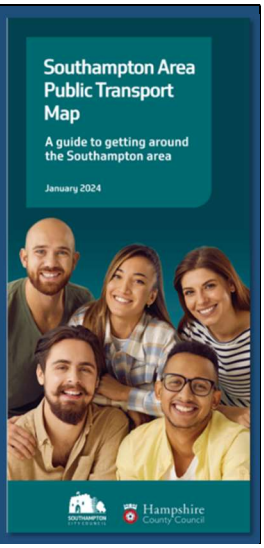
**City Region Public Transport Map**

To provide clear and accessible information to the public an updated Southampton Area Public Transport Map was published in January 2024. Recognising that some public transport (bus, ferry and train) journeys in Southampton don't stop at the administrative boundary and continue to the wider City Region area.

To help people plan their journeys a new map guide now includes all bus, rail and ferry services in the wider Southampton area which includes Totton & Waterside, Romsey, Chandlers Ford, Eastleigh, Hedge End, and Bursledon-Hamble areas of Hampshire.

Funded through SCC's BSIP+ and developed jointly with Hampshire County Council it is available online via the respective council websites and potentially future printed runs.

Aligning with the required 2 network changes a year a digital update was done in April 2024 to include Bluestar bus service changes.



## 3.7 Bus Charter & Bus Survey

- In June 2023, SCC published a **Bus Passenger Charter** developed in partnership with local bus operators and HCC and PCC. This has been promoted via webpages, on bus, and referenced in publicity materials and online.
- SCC carried out a second Bus User Survey in Autumn 2023 which has allowed the Council to gather the public's views about bus services, use and what improvements they would like to see.
- Two Enhanced Partnership Forums have been held and attended by local Members, the bus operators, neighbouring authorities, large employers, and local residents.


## 3.8 Bus Driver Recruitment and Retention

SCC has worked closely with the local bus operators to understand their needs and challenges for recruiting and retaining bus drivers. Following the Covid-19 pandemic, and the 2023 network changes between City Red and Bluestar, bus operators experienced a shortage of drivers and vehicles.

These challenges were managed through:

- Agreements and close working before and during the transition so First's drivers could be recruited by Bluestar and carry out training and familiarisation without detrimental impact on bus service operations.
- Operators taking proactive steps to fill their vacancies including pay, short-term use of drivers from alternative depots, and increasing number of driver training places. At monthly EP Working Groups and Operator Liaison meetings operators were able to update on the driver situation as it evolved.
- As of Spring 2024, there are no reported issues with driver recruitment and retention vacancies at depots filled. This has also helped with service frequency increases funded through BSIP+ which could be implemented quickly.
- Driver recruitment continues to be monitored at EP Working Groups and if any challenges arise then SCC can work proactively with the operators to support.

## 3.9 2024/25 Programme

Our investment plans for 2024/25 on projects that directly affect buses are set out in Table 3.1. This is using known funding sources such as SCC, BSIP+, Transforming Cities, Levelling Up and LTP. This totals almost **£38.6M** of spend on buses in Southampton, plus additionality from the PCC's ZEBRA electric buses on X4/X5.

| Scheme Name | Scheme Description | Status | Budget (£k) | Source |
|---|---|---|---|---|
| **Service Level & Network Coverage** | | | | |
| Frequency Enhancements (Southampton) | Pump-priming of additional journeys on two bus services for 18 months:<br>• Extra evening services on Bluestar 13 from City to Harefield,<br>• Frequency enhancement on Bluestar 19 between Weston and Lordshill via City & Shirley, increase at weekends from 3/hr to 4/hr | Implemented February and April 2024 | 387 | BSIP+ |
| Frequency Enhancements (Hampshire) | Pump-priming of frequency enhancements and additional hours on cross-boundary services from HCC's BSIP+ benefiting Southampton:<br>• Night bus services on Friday & Saturday on Bluestar 1 between Southampton and Winchester,<br>• Frequency enhancement on Bluestar 2 weekdays to 4/hr between Southampton and Eastleigh via Portswood,<br>• Frequency enhancement on Bluestar 4 between Southampton and Romsey,<br>• Frequency enhancement on Bluestar 9 between Southampton and Hythe/Fawley – returning to 3/hr from 2/hr weekdays,<br>• Frequency enhancement on Bluestar 14 between Southampton and Hedge End | Bluestar 1 and 2 implemented in April 2024, remaining due September 2024 | HCC | BSIP+ (HCC) |
| New Bus Service – Hill Lane | New bus service from City Centre to Lordshill via Hill Lane and Outdoor Sports Centre running hourly Mon-Sat to provide access to the Sports Centre, Colleges, Station and Lordshill. Promotional activities to support launch. | Due to start 2nd September following tendering | 174.2 | BSIP+ |
| Supported Services | Reconfiguration of the X11 and X12 services concurrent with new Hill Lane bus to serve Shirley.<br>Continued support for socially necessary services between City and Sholing (Bluestar 10), and Bitterne Hoppas | Shirley services due to start September 2024<br>Others from April 2024 | 231 | BSIP+ |
| **Concessionary Fares** | | | | |
| ENCTS | 2024/25 Concessionary Fare scheme for Southampton including enhancements | April 2024 | 3,800 | SCC |
| **Fares Support & Ticketing Reform** | | | | |
| £1 Evening Fare | Continuation of £1 Evening Fare | Continuing to March 2025 | 75 | BSIP+ |
| 'Five for Fiver' Group Fare | Return of Group Fare offer for 5 people travelling together during Summer and Christmas periods in 2024 | Summer and Christmas 2024 | 130 | BSIP+ |

| | | | | |
|---|---|---|---|---|
| Breeze Mobility Credits | Trial of Mobility Credits with selected Council Tax Support applicants in Southampton | During 2024/24 | 250 | FTZ |
| Breeze Mobility as a Service App | Continuation of the role out and promotion of Breeze across the Solent | Ongoing | 2,200 | FTZ |
| **Bus Priority Infrastructure** | | | | |
| East Park Terrace | Bus, cycle and walking access along East Park Terrace to support the redevelopment of Solent University. | On-site, due to complete June 2024 | 3,150 | TCF |
| Northern Ring Road | Junction improvements at 6 junctions (West Park Road, Commercial Road, Devonshire Road, Grosvenor Square, Bedford Place and London Road) with upgraded traffic signals, closure of Devonshire Road, bus priority, cycle & pedestrian crossings and junction improvements to aid bus access in the City Centre. | On-site, due to complete July 2024 | 5,623 | TCF |
| Above Bar Street & Commercial Road | Making Above Bar Street (south) 24hr Pedestrian, Cycle & Bus Zone instead of 8am-6pm, Above Bar Street (north – Guildhall Square) 24hr Pedestrian, Cycle & Bus Zone, and Bus Only Section Commercial Road. Closure of Bargate Street to all traffic including buses to convert to new public square | In design, on-site Autumn 2024 | 150 | LTP |
| Civic Centre Place | Upgrade to traffic signal obsolete traffic signals with bus priority and bus only turns to/from Civic Centre Road to Portland Terrace | In design, on-site early 2025 | 500 | LTP |
| Portswood Road (Portswood Broadway) | Introduction of a trial peak time only bus gate between St Denys Road/Highfield Lane and Westridge Road from January 2025 for 6 months, along with complementary Active Travel Zone measures. | Implemented January 2025 | 500 | TCF |
| Portswood Road/High Road Swaythling | Junction and traffic signal improvements for buses to help improve bus journey times, particularly during peak periods. | Implementation 2025 | 500 | TCF |
| Portswood Road/ Lodge Road Junction | Changes to junctions of Portswood Road/Lodge Road and Bevois Valley Road/Bevois Hill to include bus priority, cycle and pedestrian facilities, segregated cycle route and upgraded bus stops | In consultation, on-site Autumn 2024 | 800 | TCF |
| Millbrook Road West Bus Lanes | Eastbound bus lane using existing widening approaching Regents Park Road and on approach to Millbrook Roundabout eastbound off-slip | In consultation, on-site Autumn 2024 | 200 | TCF |
| Marchwood Bus Bypass & Rushington Bus Lane | Northbound bus only lane along the A326 and signal-controlled junction to allow buses to turn into the Marchwood Bypass.<br>Improvements to the Rushington Roundabout to allow buses to have priority when turning right towards Totton. | On-site, due to complete Autumn 2024 | 6,000 | TCF |
| Traffic Enforcement | Implementation of programme of Moving Traffic Violations enforcement at locations with persistent issues affecting congestion and delaying buses, Lane Rental Permits for roadworks, and Red Routes on Shirley and Portswood corridors | Autumn 2024 | 110 | LTP |
| Bus Priority Technology | Installation of bus priority technology in traffic signals not on TCF corridors | 2025 | 200 | LTP |
| **Bus Infrastructure** | | | | |

| | | | | |
|---|---|---|---|---|
| Albion Place Bus Hub | Purpose built bus hub in the City Centre and adjacent urban park, improving connections in the City Centre | In build, due to complete Autumn 2024. | 4,972 | TCF |
| Woolston Travel Hub | Walking, cycling and bus improvements connecting to the Woolston Interchange and Woolston station (increase in train services), including the introduction of a Local Mobility Hub, crossing improvements and new or upgraded bus and cycle facilities. | On-site, due to complete June 2024 | 755 | TCF |
| Bus Stop/Shelter Improvements | Rolling programme of bus stop improvements and bus shelter upgrades including green roofs, upgrade to 8 bus stops around Outdoor Sports Centre (Levelling Up) | Throughout year | 224 | LTP, LUF, TCF |
| Roadside Infrastructure | Rolling programme of upgrades to real-time information screens and new ones | Throughout year | 169 | LTP, TCF, BSIP+ |
| **Other Strategic Transport** | | | | |
| Northam Rail Bridge | Major renewal and enhancement scheme to widen and repair the road over rail bridge to reduce traffic congestion and improve bus journey times to and from the City Centre. Outline Business Case in preparation with Network Rail | OBC submitted Winter 24/25 | 2,363 | DfT, SCC |
| West Quay Road | Long-term project looking at realignment of West Quay Road and major sustainable travel corridor on former alignment to Mayflower Park, and along Town Quay as part of creating a worldclass waterfront at Mayflower Park-Town Quay | A strategic business case is currently being prepared with Associated British Ports (ABP). | 110 | TfSE |
| **Zero Emission Buses** | | | | |
| Electric Buses | First Solent are now operating new battery electric buses on the X4 & X5 services from Portsmouth, Fareham & Gosport, funded through PCC's ZEBRA1 bid. | Entered service April and May 2024. | 5,000 | ZEBRA1 (PCC) |
| New Buses | Bluestar have invested nearly £5M in 16 new Euro VI compliant double deck buses for Bluestar services 2 & 7. On top of this, they have also invested in 18 six-year-old Euro VI compliant single deck buses and 11 double decker buses. | Entered service April and May 2024. | 5,000+ | Bus Operator |
| **Marketing** | | | | |
| Bus Campaign | Joint multi-media campaigns throughout the year to support new services (e.g. Hill Lane) or offers (Group Fare) or to widen awareness of buses | Throughout year | 214 | BSIP+ |

**Table 3.1 2024/25 Southampton Bus Investment Programme**

# Section 4 – Ambitions and Proposals for 2025-2030

This section sets out the proposed measures we are proposing for buses in Southampton up to 2030 and beyond that have been agreed between SCC, local bus operators and stakeholders. These are aligned to the National Bus Strategy ambitions and the local Southampton ambitions.

Our forward programme seeks to build on the foundations provided by the TCF programme by continuing to deliver bus priority and infrastructure improvements along the remaining Rapid Bus Corridors as well as delivering future phases of the City Centre Bus Priority Loop, and fare and ticketing offers, and initiatives to make travelling by bus safe and attractive.

Our plans form the basis for the evolution of the public network to form the foundations for the **Southampton Mass Transit System (SMTS)** which brings together other forms of public transport into one cohesive system.

## 4.1 Bus Network Planning and Improvements to Bus Services – Service Level and Network Coverage

A bus network that is **frequent, comprehensive** and **accessible for all**

Buses are **integrated with other modes**, each other and into the city

Buses **support sustainable growth** in the Southampton area

The 2023 BSIP survey provided insight into what would encourage people to use the bus - highest responses were for **suitably timetabled or more frequent services (65%)**, quicker or more direct bus routes (57%), and improved bus stops (47%).

Buses are an important part of the city's transport network – sustainably connecting people to the places they need to travel to. As the city grows buses will continue to play a key role in the transport system so that people are connected from door-to-door, including to and from new developments. As the city grows with new residents and jobs buses will need to be integrated into the development, SCC is currently masterplanning the City Centre and developing a new Local Plan which puts accessibility to public transport as a key policy for sustainable future growth.

Integration with other modes is vital, the TCF projects at Southampton Central Station, Albion Place and Woolston are starting to create new travel hubs and multi-modal interchanges and we want this to continue. Southampton Central Station is an important interchange for the city but some modes such as coaches are separated and the ambition is for a new multi-modal interchange incorporating rail, buses, coaches, cycles, taxis and micromobility at the station. Other interchanges are also required in the District Centres, in the City Centre such as Vincents Walk, and at University Hospital Southampton.

For the purposes of planning and prioritising future investment, we have categorised Southampton's bus network into three main categories Rapid Bus, Link Bus and Local Bus (Table 4.1 & Figure 4.1). For each category we have set out the aspirational stretch standards that they should aspire to with further detail in Appendix 5.

| Rapid Bus | Link Bus | Local Bus |
|---|---|---|
| The flagship commercial bus routes in Southampton that have the highest level of patronage – 15 bus services carry 89% of the patronage (Figure 4.1) | Commercial services that link to residential areas from the City Centre – 10 services carrying 10% of the patronage | Wholly supported services by SCC – 5 services that carry 0.5% of the patronage |
| Frequency of at least 4 buses/hr within Southampton, 3/hr on routes into Southampton. | Frequency of at less than 3 buses/hr (2 outside Southampton), or limited operating hours | Less than 1/hr or infrequent hours or days of week |

| | | |
|---|---|---|
| Have strong growth since 2020, and prospects to continue to grow with pump-priming and infrastructure | Modest levels of growth but do have prospects for uplift with support to cover the additional operating costs | Provide socially necessary or where the commercial bus network is not viable. No prospect of becoming commercial. |
| Provide connections to District Centres and key destinations and residential areas | Provide links from communities such as Hedge End, Hamble and Sholing to the City Centre | Provide links from communities to District Centres |
| Form the focus of investment in infrastructure, service enhancements (frequency to 6-8/hr (turn up and go), hours of operation – moving to 24/7, journey time reductions to be similar to a car, based on the BRIP outputs. | Investment would increase hours into evenings, become evenly spaced, serve additional destinations (e.g. Central Station from east), Sunday services, or support services in Hampshire if marginally commercial. | Will always require funding, to be reviewed to see how to make commercial – either as part of another service or transitioned into another operating model e.g. DRT. |

**Table 4.1 – Categories of Southampton's Bus Network**

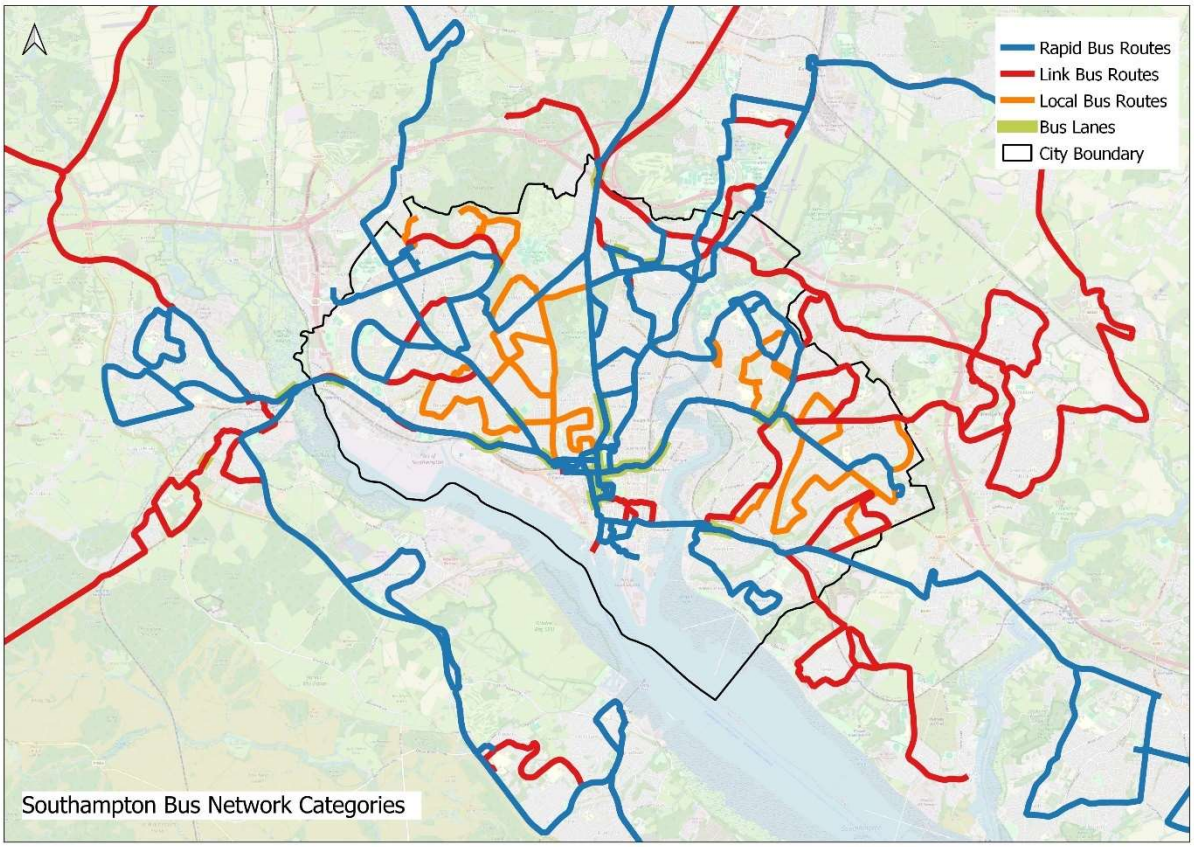



**Figure 4.1 – Rapid Bus Routes in Southampton**

| Route | Operator | Frequency (bus/hour) | Category | Start & End Points | Key Destinations |
|---|---|---|---|---|---|
| 1 | Bluestar | 4 | Rapid | Southampton-Winchester City Centre | City Centre, Southampton Common, Hampshire Corporate Park, Chandlers Ford, Winchester |
| 2 | Bluestar | 4 | Rapid | Southampton-Fair Oak | City Centre, Portswood, Eastleigh Town Centre, Fair Oak |
| 3 | Bluestar | 2 | Link | Southampton-Eastleigh | City Centre, St Mary's Stadium, Bitterne, Hedge End, Boorley Green, Eastleigh Station |
| 4 | Bluestar | 2 | Rapid | Southampton-Romsey | City Centre, Southampton Central Station, Shirley, Lordshill, North Baddesley, Romsey |
| 6 | Bluestar | 1 | Link | Southampton-Lymington | City Centre, Southampton Central Station, Port of Southampton |

| | | | | | |
|---|---|---|---|---|---|
| | | | | | (Western Docks), Totton, New Forest National Park, Lymington |
| 7 | Bluestar | 2 | Link | Sholing-City-Lordshill | Sholing, Woolston Centre & Station, City Centre, Southampton Central Station, Shirley, University Hospital Southampton, Lordshill |
| 8 | Bluestar | 1 | Link | Southampton-Marchwood/Hythe | City Centre, Southampton Central Station, Port of Southampton (Western Docks), Totton Station & Town Centre, Marchwood, Hythe |
| 9 | Bluestar | 3 (from Sept 24) | Rapid | Southampton-Hythe/ Fawley | City Centre, Southampton Central Station, Port of Southampton (Western Docks), Totton, Hythe, Fawley |
| 10 | Bluestar | 1 | Local | City Centre-Sholing | City Centre, Woolston Centre & Station, Bitterne, Sholing |
| 11 & 12 | Bluestar | 4 (combined) | Rapid | City Centre Totton/Calmore | City Centre, Southampton Central Station, Port of Southampton (Western Docks), Totton Town Centre |
| 13 | Bluestar | 2 | Link | City Centre-Harefield | City Centre, Woolston Centre & Station, Itchen College, Bitterne |
| 14 | Bluestar | 2 | Link | Southampton-Hedge End | City Centre, St Mary's Stadium, Bitterne, Utilita Bowl (Cricket), Hedge End Retail Parks, Hedge End Station |
| 15 | Bluestar | 2 | Link | Southampton-Hamble | City Centre, Woolston Centre & Station, Netley, Hamble |
| 16 | Bluestar | 4 | Rapid | City Centre Townhill Park | City Centre, St Mary's Stadium, Bitterne, Townhill Park |
| 17 | Bluestar | 6 | Rapid | Adanac Park-City-Weston | Adanac Park, Lordshill, University Hospital Southampton, Shirley, Southampton Central Station, City Centre, Woolston Centre & Station, Weston |
| 18 | Bluestar | 6 | Rapid | Millbrook-City-Thornhill | Millbrook, Shirley, Southampton Central Station, City Centre, St Mary's Stadium, Bitterne, Thornhill |
| 19 | Bluestar | 4 | Rapid | Lordshill-City-Thornhill | Lordshill, University Hospital Southampton, Shirley, Southampton Central Station, City Centre, Woolston Centre & Station, Sholing Station, Thornhill |
| 20 | Bluestar | 4 | Rapid | City Centre-Townhill Park | City Centre, Royal South Hants Hospital, Portswood, Townhill Park |
| 24 | Bluestar | 1 | Link | Hedge End-Mansbridge-Eastleigh | Hedge End Retail Parks, Utilita Bowl (Cricket), Southampton Airport Parkway, Southampton Airport, Eastleigh Town Centre & Station |
| Hoppa 1, 2 & 3 | Xelabus | 4/day, 3x week | Local | Bitterne | Bitterne |
| Quay Connect | GSC | 1 | Local | Central Station-Town Quay | Southampton Central Station, West Quay, Town Quay (Ferries to IoW) |
| U1 | Unilink | 6 | Rapid | City Centre (NOCS)-University-Airport/ Eastleigh | Town Quay (Ferries to IoW), City Centre, Portswood, University of Southampton, Southampton Airport, Southampton Airport Parkway, Eastleigh Town Centre & Station |
| U2 | Unilink | 4 | Rapid | City Centre-University-Glen Eyre | Southampton Central Station, City Centre, University of Southampton |
| U6 | Unilink | 4 | Rapid | City Centre-University-Hospital | Southampton Central Station, City Centre, Solent University, Royal South Hants, Portswood, University of Southampton, University Hospital Southampton |
| U7 | Unilink | 1 | Link | Southampton Airport Parkway-University- | Southampton Airport, Southampton Airport Parkway, University of |

| | | | | | |
|---|---|---|---|---|---|
| | | | | Southampton Science Park | Southampton, Southampton Science Park |
| U8 | Unilink | 1 | Link | University-Winchester (School of Art) | University of Southampton, Winchester (School of Art) |
| U9 | Unilink | 1/day | Local | Townhill Park-University-Hospital | Townhill Park, University of Southampton, University Hospital Southampton |
| X4/X5 | First Solent | 3 | Rapid | Southampton-Fareham-Portsmouth | City Centre, Woolston Centre & Station, Bursledon, Fareham Station & Town Centre, Porchester, Portsmouth (City Centre & Hard Interchange) |
| X7/X7R | Salisbury Reds | 1 | Link | Southampton-(Romsey)-Salisbury | City Centre, Southampton Central Station, Totton, Romsey (X7R), Salisbury |
| X11 | Xelabus | 1 | Local | City Centre-Lordshill | City Centre, Shirley, University Hospital Southampton, Lordshill |
| X12 | Xelabus | 4/day | Local | City Centre-Shirley | City Centre, Southampton Central Station, Shirley |

**Table 4.1 – Categorisation of Southampton's Bus Services**

**Proposed Measures**

| **Medium Term 2025-2030** |
|---|
| Develop package of improvements to **Rapid Bus routes** based on Bus Route Improvement Plans (BRIPs) developed with Hampshire County Council that take a data led approach to understanding the routes (journey times, demand – current and future, punctuality, and opportunities) and proposed holistic improvements to the whole route covering bus priority, journey time reductions & frequency enhancements, bus stop infrastructure, marketing, connections etc.<br>With stretch targets for each route to improve frequency and punctuality and look at making the route operating hours 24hr where appropriate (e.g. Bluestar 1, 2, 17, 18, 19 & Unilink U1), how they are promoted and making them easy to understand. Appendix 5 sets out aspirations for each Rapid Bus route. |
| Work with operators to improve frequencies, punctuality and journey times on **Link Bus services** (e.g. early, later services, better evening frequencies, Sundays) to make them more attractive and achieve patronage growth on and opportunities to enhance the network based on expected demand from Local Plan growth. |
| Develop a **multi-modal interchange for Southampton Central Station** incorporating bus, rail, MRT, coach, taxi, cycling, micromobility and development. |
| **Enhanced interchange** between modes, bus services and at major destinations:<br>• Bus hubs in the City Centre at Vincents Walk, Above Bar Street and Town Quay,<br>• Bus hub at University Hospital Southampton and Royal South Hants Hospital,<br>• Travel Hubs in Bitterne, Shirley and Lordshill District Centres – including integration with other modes such as micromobility<br>• Work with South Western Railway and Network Rail on implementing Station Travel Plan activities including interchanges at Bitterne, Sholing & Millbrook stations |
| Develop, and where funded implement, **new bus services** that provide better connectivity to key or underserved destinations, including:<br>• Outdoor Sports Centre via Hill Lane,<br>• University Hospital Southampton and University of Southampton from Totton, Bitterne and Hedge End,<br>• Port of Southampton – cruise terminals,<br>• Universities from Woolston and Bitterne,<br>• Park & Ride from West (M271 J1) and North (M27 J5). |
| Look at where **Local Bus services can be changed** – e.g. X11 and X12 are superseded by a Hill Lane bus service, but sections of those routes will not be served so an enhanced 'Shirley Hoppa' service is additionally proposed to maintain connectivity to Shirley.<br>These Local Bus services will continue to be supported. |

| |
|---|
| **Ensure new developments contribute** towards achieving BSIP ambitions, including providing funding towards or delivery of a bus-friendly environment, new bus facilities, access arrangements, and bus schemes or routes. |
| Work in partnership with other stakeholders (e.g. TfSE, the Port, HCC, or National Highways) to develop a **Mass Rapid Transit (MRT) for Southampton** as part of the<br>. Work with other transport operators and network providers to look at Strategic and Major Road Networks to identify and develop schemes that affect bus services to reduce severance and unlock bus travel benefits. |
| **Long Term (2030 onwards)** |
| Develop and start to **deliver a MRT for Southampton** with HCC and TfSE focusing on three corridors:<br>• Southampton to Eastleigh,<br>• Southampton to Romsey,<br>• Southampton to Hedge End, and<br>• City Centre, Central Station Interchange and Access to the Port |
| Continue to integrate the bus network with other modes including rail, micromobility and cycling including delivering the multi-modal interchange at Southampton Central Station. |
| Continue to update BRIPs to actively deliver punctuality and further frequency improvements where needed. |

## 4.2 Bus Priority: Delivering Faster and More Reliable Services on Priority Corridors and Routes

Buses are an attractive alternative - **faster and more reliable**

Buses need to be an attractive alternative to travelling by car. By making bus journey times quicker and more reliable they become attractive for people to use them. Improving journey times also helps to improve the efficiency of the bus network, reducing operating and maintenance costs for the bus operators and enabling further investment in vehicles and cheaper fares.

The BRIPs that are being developing identify potential bus priority along the identified Mass Rapid Transit and Rapid Bus corridors (Figure 4.2), measures to help through local pinch points, and use of technology and moving traffic offence powers to enforce them. Existing bus lanes in Southampton will continue to be maintained.

From the BSIP surveys there is support for bus lanes on congested routes to encourage people to use the bus – **73% would see this as a measure to use the bus more**.

The types of bus priority measures that we will seek to deliver, subject to funding, consultation and design, for bus priority include:

- Bus lanes,
- Bus priority in traffic signals,
- Junction changes to help the bus,
- Filling in laybys and creating bus boarding points at bus stops,
- Parking and loading restrictions, and banning turns, and
- Use of enforcement powers for moving traffic violations, bus lanes & gates, Red Routes, and lane rental schemes to manage roadworks.

New sections of bus priority are being delivered through TCF in the City Centre, Marchwood Bypass, Rustington Roundabout, on Millbrook Road West at Regents Park Road, and Portswood Road.

Future sections are being identified through the BRIPs to provide a pool of proposed bus measures covering low-cost bus stop improvements with boarders, bus priority in traffic signals, moving traffic enforcement or junction works, and higher cost schemes including bus lanes and highway structures that intersect with the railway and Strategic Road Network. These are cross-referenced with other projects and strategies such as highways maintenance, active travel schemes including delivery of the Southampton Cycle Network (SCN), traffic signal upgrades, and public realm projects.

The BRIP Corridors are:

- Western – services to Millbrook, Redbridge, Totton and the Waterside,
- Shirley – services to Shirley, Hospital, Millbrook, Redbridge, Lordshill and Romsey,
- Hill Lane – services to Upper Shirley, Outdoor Sports Centre and Lordshill,
- The Avenue – services to University of Southampton, Chandlers Ford and Winchester,
- Portswood – services to Bevois Valley, Portswood, University of Southampton, Southampton Airport and Eastleigh,
- Bitterne – services to Northam, Bitterne, Thornhill, West End and Hedge End,
- Woolston – services to Woolston, Weston, Sholing, Bursledon and onwards to Fareham and Portsmouth.

The details on the frequency and service aspirations are shown in Table 4.2 along with the bus priority infrastructure types required to achieve that. The bus priority infrastructure is shown in Figure 4.3 and detailed in Appendix 5. These will be subject to further design, modelling, and consultation.

Large infrastructure projects such as **Northam Rail Bridge** will also help deliver on bus priority - removing a bottleneck on the Bitterne corridor and allow for bus priority to be implemented.

This bus priority network then forms the foundations for the Southampton Mass Transit System as part of the longer-term transformation of the public transport network (Figure 4.1).

In the City Centre a **Bus Loop** (Figure 4.4 & Table 4.3) of streets or accesses for buses is being developed. The loop will include bus only roads, bus gates and bus lanes on Civic Centre Road, New Road, Palmerston Road, Queensway, Bernard Street, High Street, Castle Way & Portland Terrace, and be supported by upgrades to bus priority on Commercial Road, Above Bar Street and East Park Terrace. Bargate Street will be closed to all traffic to accommodate the expanding the pedestrian core of the City Centre with the approach that this is replaced by the Bus Loop.

The first section of this Loop was implemented in 2023 at Portland Terrace, and East Park Terrace and Above Bar Street and Commercial Road bus only roads and closure of Bargate Street will follow during 2024.

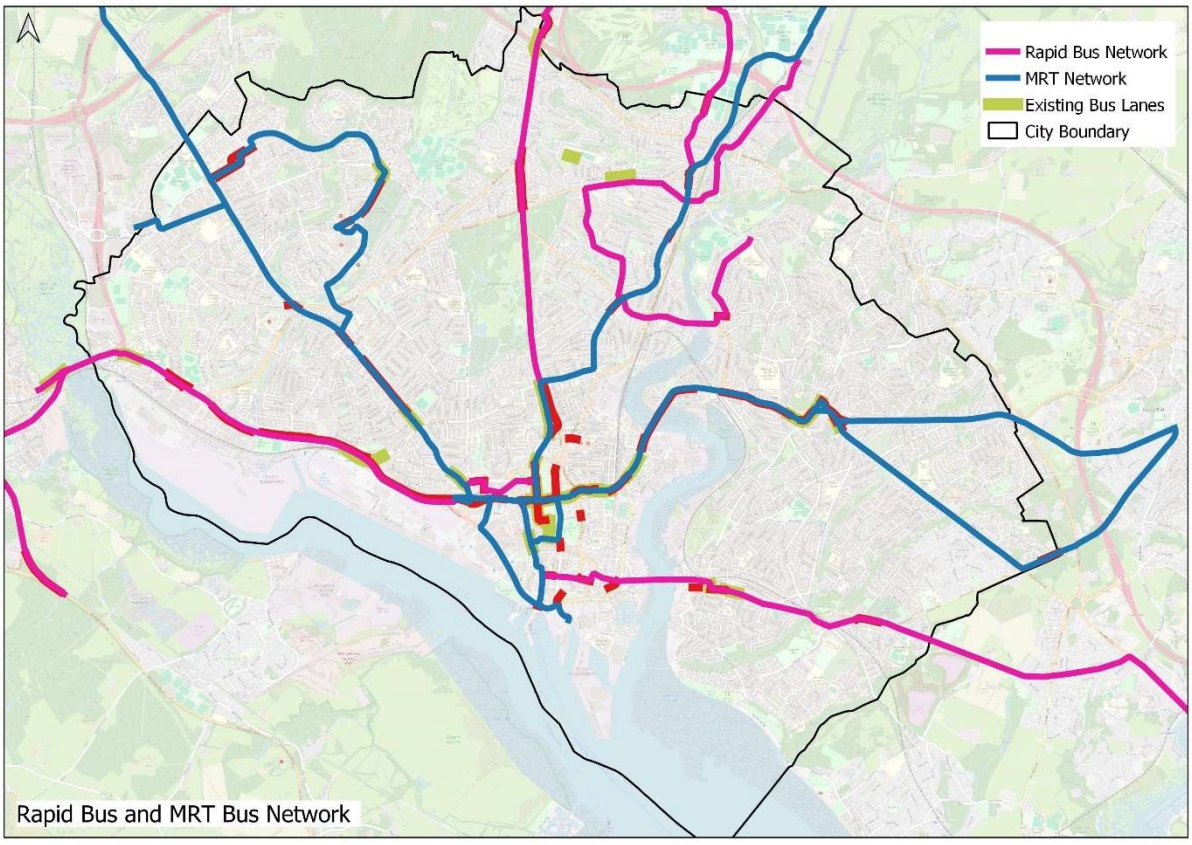



**Figure 4.2 Aspirational MRT & Rapid Bus Network**

| Corridor | MRT/ Rapid | 2030 Aspirations (from-to) | | | | | Bus Priority Measure | Estimated Cost (£Ms) | | | Development Status | Timeframe |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Buses/ Hr | | Journey Time Change | Operating Hours | | | 2024-25 | 2025-2030 | 2030- | | |
| Western | Rapid Bus | 7 | 14 | 5-12mins | 0555-2350 | 0500-0100 | Bus Lanes<br>Traffic Signal Bus Priority<br>Bus Layby Infill & boarders | 8.76 | 13.65 | 0 | Feasibility Detailed design for Millbrook Road West | 2025-2030 |
| Shirley | MRT & Rapid Bus | 20 | 35 | 5-6 mins | 0455-0030 | 0000-0000 | Bus Lanes<br>Traffic Signal Bus Priority<br>Bus Layby Infill<br>Red Route Banned Turns | 0 | 30.62 | 7.52 | Pre-feasibility | 2028-2035 |
| Hill Lane | Link Bus | 1 | 2 | 5 mins | 0700-2000 | 0600-2300 | Traffic Signal Bus Priority<br>Bus Layby Infill<br>Junction Improvements | 0.11 | 0 | 7 | Pre-feasibility | 2025-2035 |
| The Avenue | Rapid Bus | 7 | 17 | 4-9mins | 0530-0100 | 0000-0000 | Bus Lanes<br>Traffic Signal Bus Priority<br>Bus Layby Infill & boarders | 0.7 | 17.44 | 0 | Pre-feasibility | 2026-2030 |
| Portswood | MRT & Rapid Bus | 20 | 34 | 2-9mins | 0515-0040 | 0000-0000 | Bus Lanes<br>Traffic Signal Bus Priority<br>Bus Layby Infill<br>Red Route Banned Turns | 6.93 | 2.45 | 0 | Detailed Co-Design for Portswood Broadway Feasibility remaining | Portswood Broadway Jan 25 2026-2030 |
| Bitterne | MRT & Rapid Bus | 13 | 21 | 2-5mins | 0450-0030 | 0000-0000 | Bus Lanes<br>Traffic Signal Bus Priority<br>Bus Layby Infill<br>Red Route Northam Rail Bridge | 0.98 | 98.7* | 42.7 | Feasibility | 2027-2035 |
| Woolston | Rapid Bus | 18 | 28 | 2-8mins | 0430-0030 | 0000-0000 | Bus Lanes<br>Traffic Signal Bus Priority<br>Bus Layby Infill | 0 | 5.74 | 0 | Pre-feasibility | 2028-2030 |
| City Centre | All | | | | | | | 14.56 | 24.43 | | Pre-feasibility to Implementation | 2025-2035 |

**Table 4.2 List of Potential Bus Priority Measures by Corridor**

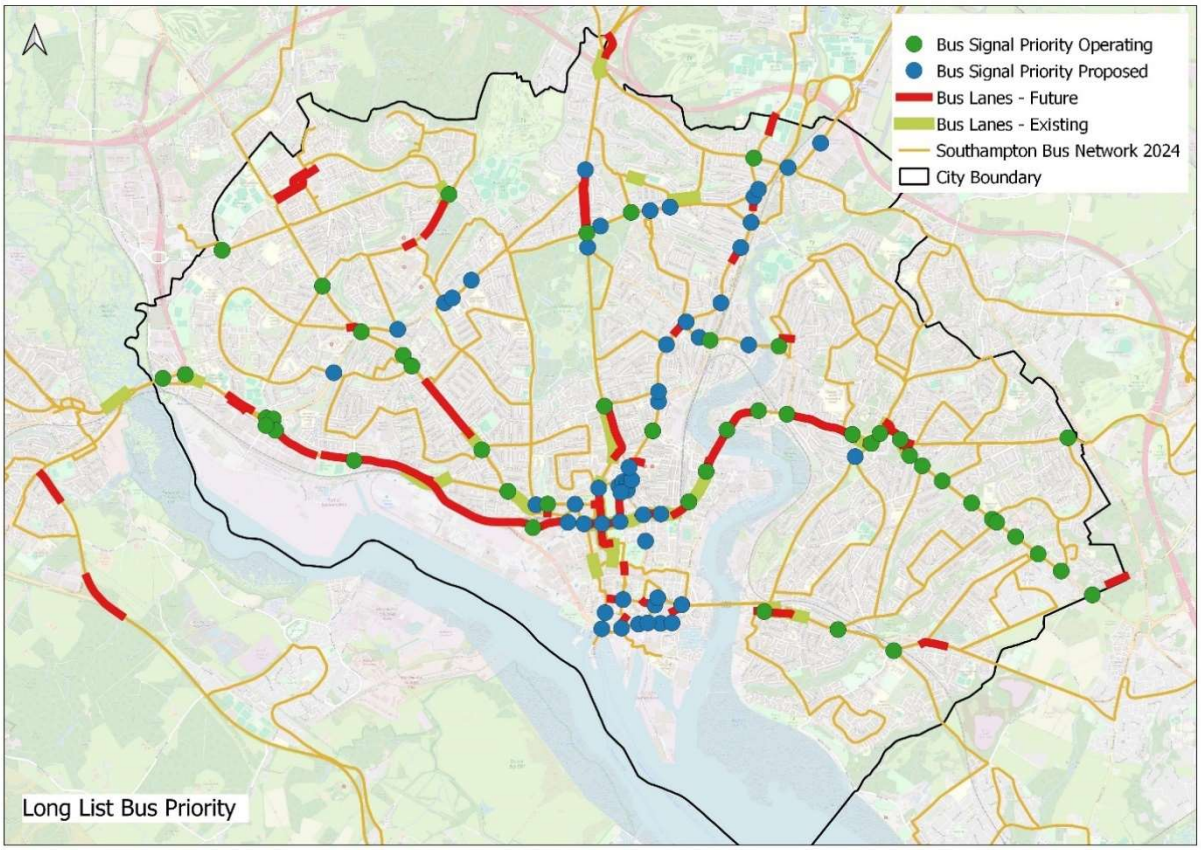



**Figure 4.3 Aspirational Bus Priority (Lanes and Signals)**

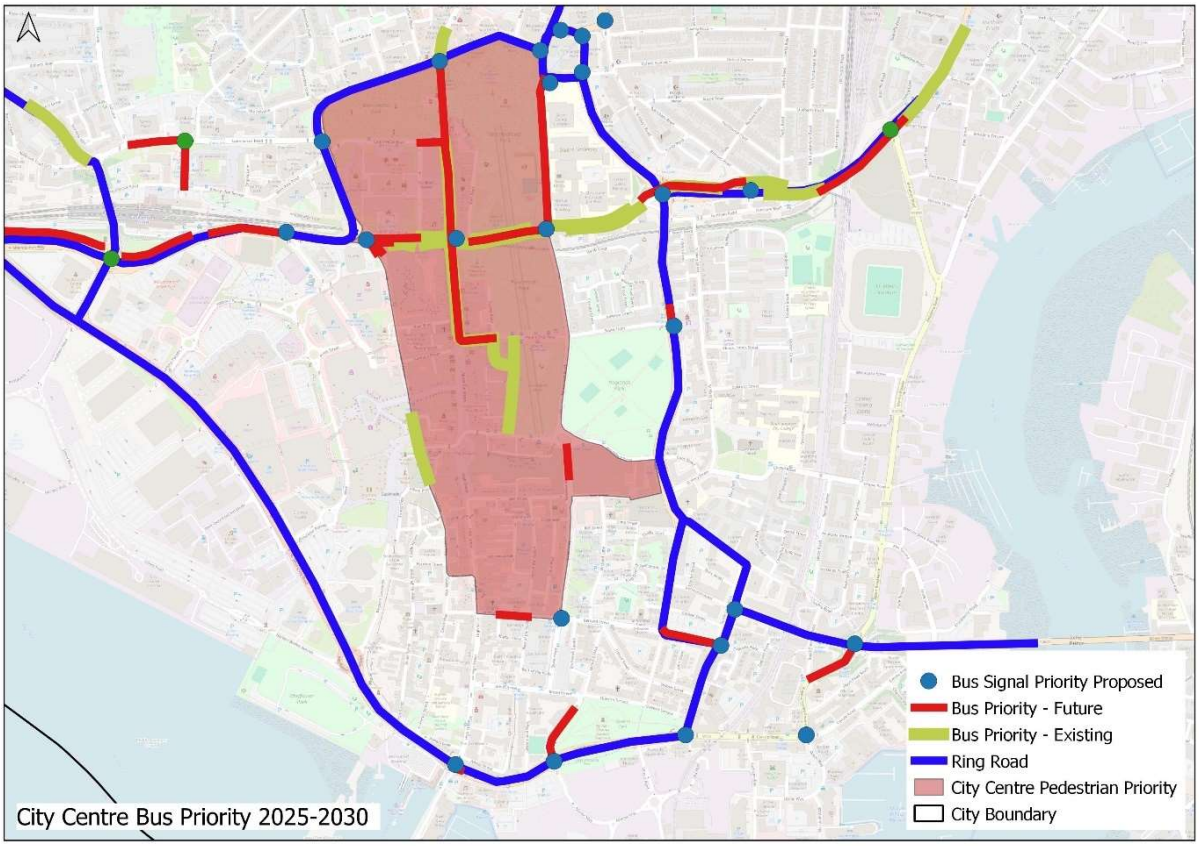



**Figure 4.4 City Centre Bus Priority**

| Road | Bus Priority | Delivery Timeframe |
|---|---|---|
| Portland Terrace | Bus, taxi & cycle only | 2023/24 |
| Above Bar Street (Cenotaph) | Extend existing restriction | 2024/25 |
| Commercial Road | Bus only road | 2024/25 |
| Above Bar Street (Guildhall Square) | Upgrade existing restrictions and enforcement | 2024/25 |
| Above Bar Street (south) | Upgrade existing restrictions to 24hr and enforcement | 2024/25 |
| East Park Terrace | Bus, taxi & cycle only | 2024/25 |
| New Road | Existing bus lanes upgraded | 2024/25 |
| Civic Centre Road/ Portland Terrace | Restricted turns and traffic signal upgrade | 2024/25 |
| Western Esplanade | Eastbound bus lane | 2025-2030 |
| Civic Centre Road | Changes to public realm and removal of central reservation | 2025-2030 |
| New Road | Bus, taxi & cycle only section in Central Parks | 2025-2030 |
| Northam Road | Eastbound bus lane | 2025-2030 |
| Vincents Walk & Hanover Buildings | Extension of existing bus only access area and bus hub upgrade | 2025-2030 |
| South Front | New bus only access from Kingsway into South Front | 2025-2030 |
| Queensway | Bus, taxi & cycle only section at Hanover Square | 2025-2030 |
| Bernard Street | Westbound bus lane between Queensway and Market Place | 2025-2030 |
| Bernard Street | Eastbound bus lane between Threefield Lane and Terminus Terrace, and junction improvements | 2025-2030 |
| Orchard Place | Southbound bus lane | 2025-2030 |
| Town Quay/ High Street | Junction changes to provide right turn pocket for buses only | 2025-2030 |
| Various Junctions | Traffic signal bus priority | 2024/25 (Ring Road)<br>2025-2030 (all junctions) |

**Table 4.3 City Centre Bus Priority Timeframe**

**Proposed Measures**

| Medium Term 2025-2030 |
|---|
| Delivery of **bus priority and infrastructure** from the BRIPs to start to create Rapid Bus corridors, subject to funding, design and consultation:<br>- Western from Totton to City Centre (starting with Millbrook Road West at Regents Park Road),<br>- Shirley,<br>- The Avenue,<br>- Portswood (starting with Portswood Broadway),<br>- Bitterne,<br>- Woolston, and<br>- City Centre Bus Loop (starting with Bargate Street closure, Above Bar Street, Commercial Road, East Park Terrace & Portland Terrace) |
| Analyse, design, consult and implement projects to shorten bus journeys with **pinch point schemes** such as Redbridge Hill, Bullar Road gyratory, Itchen Bridge area, around University Hospital |
| Implement **traffic signal bus priority** in all traffic signals on bus routes in Southampton |
| **Bus infrastructure improvements** identified in the BRIPs including bus stops so that there is demonstrable improvement in bus journey times |
| Develop major scheme business cases for funding for significant infrastructure project at **Northam Rail Bridge** to remove the pinch point with wider bridge including bus priority lanes, junction change, bus stop improvements |
| Develop major scheme business case for **West Quay Road** to realign the road and create a sustainable travel corridor on the existing alignment to act as the core for the wider redevelopment of the Mayflower Quarter. |

| |
|---|
| Use **parking and traffic management tools** to reduce delay e.g. Red Routes, enforcement, and linking CCTV between buses and the central Urban Traffic Control to manage traffic |
| Continue to **enforce the existing bus lanes and gates** and expand the network of cameras to other areas where there is contravention of bus lanes and other legal powers for enforcement of moving traffic offences |
| **Provide consistent hours of operation** for bus lanes and permitted vehicles. |
| **Coordination of roadworks and Lane Rental Permit** system from 2025 so that disruption from roadworks for buses in minimised |
| Continual review of **car parking pricing and supply** in the City Centre |
| **Maintenance of the highway** and its assets to create smooth ride quality for buses |
| **Long Term 2030 onwards** |
| Continue implementation of bus priority and infrastructure on Portswood, Shirley and Bitterne corridors to turn these to **MRT standard** |
| Implementation of the **West Quay Road** project including the sustainable travel corridor for the MRT on the existing alignment as part of the Mayflower Quarter development |
| Continual updating of BRIPs to actively continue to investigate where bus priority is required to improve bus journey times to the stretch target for each corridor/route. |

## 4.3 Improvements to Fares and Ticketing

Bus travel is **affordable** and has **multi operator access**

### 4.3.1 Affordable Fares

Having lower and simpler fares was a popular response from the BSIP survey – **74% would see this as a measure to encourage them to use the bus more**.

Both Go South Coast and First Solent offer Tap On Tap Off (TOTO) contactless single operator daily and weekly ticketing capping in Southampton. Since introduction the numbers of people paying this way has increased and recent investment in ticket machine upgrades is helping to speed up boarding times at bus stops.

As technology and people's confidence with TOTO improves this will continue to make improvements in reducing dwell times at bus stops as people not needing to tell the driver where they are going and being issued with a ticket.

We will continue to support TOTO and look at the boundaries for zones including Southampton City and Southampton Plus to see if they can be merged.

The fare offers we have implemented locally have been positively received and seen patronage growth. The national £2 single fare has had a limited impact on patronage within Southampton as single fares were already £2, but on inter-urban services there has been a greater impact as this has significantly reduced costs for people and increased patronage. Combined with the local £1 evening fare offer this has made bus fares simpler in Southampton, and we want to see this continue.

We will continue to work hard to make ticket options easier to understand and improve the affordability of bus travel in Southampton to grow demand and make services viable. To get more people to use the bus we will work on a range of targeted, innovative and lower cost ticketing options, and work on simplifying and reducing the complexity of fares. This could include (subject to funding):

- Simplifying and reducing the complexity of fare;
- Developing capped fares that gradually reduce the impact of the end of the national £2 cap working with Project Coral for capped fares;
- Promotions for groups/families, evening travel, weekends, & school holidays;
- Tickets and fares to support young people, people getting into education, training and employment (e.g. jobseekers, refugees, care leavers, post-16 education, SEND);
- Promotions and marketing to 'Try the Bus' that can be linked to events, weekends, frequency enhancements, new services, or following timetable improvements; and

- Use of Mobility as a Service product Breeze for multi-modal journeys and Mobility Credits to help people on lower incomes, or as part of a package of measures for residents in new developments.

### 4.4.2 Multi-Operator

With the roll out of TOTO technology in Southampton and the launch of Breeze as a Mobility as a Service app we are on the way to getting multi-modal and multi-operator ticketing. The bus network changes in 2023 have made multi-operator ticketing less relevant to Southampton, but **60% of respondents in the 2023 survey indicated that multi-operator ticketing would encourage** them 'a great deal' to use the bus.

**Case Study – Breeze Mobility Credits**

A trial of innovative Mobility Credits using Breeze was launched in Southampton, Portsmouth and the Isle of Wight in January 2024, following an initial launch in Havant in 2023.

People less than 30 years old and in receipt of Council Tax Benefit were invited to participate in the trial that would see them gifted £50 credit per month in the Breeze app for travel.

Over 1,110 people in Southampton were invited to participate, with 391 applying and 305 actively participating as of May 2024.

Over this time, there have been a total of £29,746.89 of bus ticket sales from participating Southampton area residents (representing 39.2% of the overall Solent area Mobility Credits schemes bus sales).

Breeze is the UK's first multi-city MaaS service, developed through the Solent FTZ programme, to allow journey planning, ticketing and payment via a single app for most transport modes across the Solent. Beyond 2025 there needs to be a plan for Breeze that enables it to become a 'one-stop' shop for planning multi-modal journeys and booking tickets for through journeys – whether that is micromobility to bus or bus to rail or bus to ferry.

Multi-operator bus capping will follow once back-office systems (developed by the bus industry through the DfT's Project Coral) are complete. We view these as complementary with Breeze allowing the multi-modal options to be developed in Southampton and the City Region.

Breeze is also trialling Mobility Credits in Southampton, where a cohort of people are invited to participate and given a set amount of credit in breeze for all travel. We are working on options for this initiative to become part of planning obligations for new developments.

Under Breeze the range of SolentGo products are being improved – these have limited relevance for Southampton currently but will have a greater role to play for multi-modal journeys. SolentGo was the first multi-modal smart ticket solution outside of a major ITA and helped to shape multi-operator ticketing.

**Proposed Measures**

| **Medium Term 2025-2030** |
|---|
| Development, and subject to funding, delivery of a range of **innovative ticketing offers** in Southampton and City Region<br>• Simplifying the range of tickets so it is easy for people to understand when buying online;<br>• A range of tickets or Mobility Credits in Breeze to support people get into education, training and employment particularly for jobseekers, refugees, young carers, care leavers, post-16 education, SEND etc;<br>• 'Try the Bus' such as free travels at weekends or Sundays, cheaper fares, promotions etc linked to frequency enhancements, new services, or following timetable improvements;<br>• Making the College Tickets year-round rather than term-time only<br>• Consistent child fare ages and percentage reduction;<br>• Promotion and marketing to support frequency improvements;<br>• Flexible/capped season tickets; |

| |
|---|
| • Working with partners on products that support people without access to smartphone, bank accounts, or digitally excluded to ensure that they can access the same products, tickets and fares as those with smartphones. |
| Working with operators **on fare structures** and offers that encourage people to use the bus and grow patronage for Southampton and the City Region, subject to funding:<br>• Simplifying and reducing the complexity of fares;<br>• Developing capped fares that gradually reduce the impact of the end of the national £2 cap working with Project Coral;<br>• Evening Fare Promotions - £1 after 6pm;<br>• Cheaper Group Travel – '£5 for Five' during school holidays and then at weekends throughout the year;<br>• A Youth Fare to support young people aged 16-24;<br>• Enhancements to the Southampton concessionary fare scheme;<br>• Reviewing the Southampton and Southampton Plus zones to create a City Region Zone. |
| Continuation of **Breeze** as the Mobility as a Service product for seamless, integrated local ticketing across different public transport modes in Southampton – bus, rail, ferry, micromobility and car clubs, etc. To ensure that it becomes fully multi-modal multi operator allowing through journeys to be booked in one place. |
| Continue to invest in **TOTO and smart ticketing readers** to reduce boarding times and ensure faster journeys |
| Work with operators, and neighbouring LTAs on agreeing a consistent upper age limit and percentage for child fares across the Solent |
| Continue to monitor and evaluate Breeze, and evolve the programme to become self-sustaining or with minimal support from LTA grant allocations |
| Provide tools and campaigns that inform people about the bus, how easy it is to use, dispel some of the myths and then keeps them using the bus |

## 4.4 Improvements to the Bus Passenger Experience

Buses are **safe** and passengers have input

The 2023 BSIP survey reported that on average, **a third of respondents said they had safety concerns** when using buses, or that safety concerns put them off travelling by bus. This increased to almost half of disabled respondents and 42% of those aged 25-34. Key areas were availability of seating, other passengers, personal safety at bus stops, cleanliness of the bus and personal space.

### 4.4.1 Improved Waiting and Interchange Facilities

Buses are one part of the journey by bus, passenger journeys will begin and end at a bus stop and they will need to access that stop. Bus stops are the 'shop window' for buses and need to present the right and quality information to existing and prospective bus passengers. Having high quality safe bus stops that are accessible and safe is important as that initial gateway to the bus network. Improving personal safety at the bus stop tackles one of the highest safety concerns from the public.

The over 900 bus stops in Southampton vary by quality of provision. However, we have developed a standard for three levels of bus stop – standard, enhanced and super. As a minimum all bus stops should have raised kerbs and a hard surfaced waiting area, bus stop flag & timetable case, bin, lighting, safe routes to and from the stop, and a bus stop cage. Depending on their location and use additional features such as shelters, seating, real time information, CCTV, planting, cycle parking/micromobility, provision for people with mobility, visibility and hearing impairments, and other features to improve personal safety.

There are over 100 buses per hour passing through the City Centre as the main hub of the bus network – connecting people to retail, employment and culture. The City Centre's bus network also provides onward travel connections by rail and ferry. Southampton's five District Centres perform a similar role to the City Centre in a localised way, particularly for day-to-day retail or social

needs. Both need to be served by buses to support their economic growth and function - bringing in people for work, to spend money or for health care.

We will continue to support the City Centre and District Centres as the hubs of the bus network with high frequency bus services and high-quality interchange and waiting facilities. As part of this, we will continue to integrate buses by creating travel hubs that offer onward connections by rail, ferry and micromobility, so there is a seamless and connected journey from door to door.

Southampton is already rolling out a network of Local Travel Hubs where there is close integration between places (such as District Centres), modes and a variety of travel options. This network will grow so that all forms of sustainable transport are integrated, and people are able to transition from one mode to another seamlessly whether that is by foot, bike, escooter, bus, ferry or rail.

Better interchange facilities and integration of other sustainable modes at our railway stations will help provide continuous and seamless journeys. We have already improved the interchange at Southampton Central Station and are on-site at Albion Place to create a new bus hub in the City Centre. Further bus hubs are planned for Vincents Walk, Above Bar Street, University Hospital, Bitterne, Shirley and Lordshill.

Better connectivity to port and ferry terminals are also vital, including Town Quay - a gateway to Southampton from the Isle of Wight and New Forest via ferry. These terminals are often fragmented from the rest of the City Centre and District Centres, and interchange with bus, and other modes, is poor.

### 4.4.2 Improved Bus Information and Network Identity

Southampton has a strong sustainable transport brand in My Journey and the Breeze app, which was launched in Autumn 2023, as well as individual bus brands with First Solent, Bluestar and Unilink. The operators have invested heavily in the look, design and branding of the buses which are distinct and have good recognition.

79% of 2023 BSIP survey respondents said having buses that are easy to use and get information on was a way of encouraging them to use the bus more.

Passenger Information

Over 30% of Southampton's bus stops have real time information screens provided, but these can be improved so that they show more accurate information about the services stopping there. We are working to have all bus stops with a bus stops flag, pole and timetable case in the Legible Bus standard so that the bus stop name and up to date timetables can be provided.

We have updated a public transport map for the City Region that shows all public bus routes along with rail stations and ferry services. This is available online and can be distributed to visitors such as cruise passengers so they can explore the wider area.

Building on Legible Cities – a suite of wayfinding and mapping systems, Southampton has introduced complementary Legible Bus. Legible Bus provides a consistent standard for bus stops across the city, including shelters, flag design, timetable information and stop name. It has been rolled out on the main bus corridors and partially into some suburban areas. Timetables and maps are still paper based. There are still operator provided flags and timetable information that are regularly updated.

Bus Marketing & Promotion

There is no single overarching 'bus brand' that is Southampton specific and providing a simple gateway for users.

There are the separate bus brands, the Legible Bus brand, My Journey, Solent Go and the Breeze MaaS brand, which does not make sense or benefit the end user. The approach is to simplify this so that individual bus operator brands are retained but have a Southampton ident as a 'wrap-around' – this could follow the Legible Bus typeface & iconography.

SCC and the bus operators have a strong relationship of working together on promotion and marketing. An example of this is the development of comms materials for the £1 evening fare offer and the 5 for £5 group travel offer, which were designed by Bluestar and contain the logos of all participating operators and the Council.

SCC also works closely with Hampshire, Isle of Wight and Portsmouth on joint campaigns promoting sustainable travel, including bus. Examples of this include the radio campaign that was rolled out in

Summer 2023 to encourage concessionary fare passholders to travel by bus and the Hampshire 'Your Bus' campaign.

### 4.4.3 Accessibility and Inclusion

We want to continue making it safer and easier for all people to travel by bus. Nearly half of BSIP survey respondents with a disability (48%) said safety concerns put them off using the bus.

To remove this barrier to bus travel, we will continue to roll out measures that improve the safety and attractiveness of bus travel, including assistive technologies and independent travel training to help people – young and old – to live independently for longer. This could include sessions working with SEND education providers on introducing young people to the bus at the depot and providing experience of using the bus away from the pressure of day-to-day services to build up their independence when using the bus.

We will also continue to work with bus operators to ensure that buses are modern and equipped with the latest features, including on and off-board audio and visual announcements, and that bus stops have legible real time information displays with live information and good levels of surveillance.

We will also continue to audit bus stops for accessibility (minimum standards including raised kerbs and information) and improve the routes and environment around bus stops.

All vehicles in Southampton will need to meet the Public Service Vehicle Requirements 2000 or better for accessibility. This includes driver training and awareness around accessibility and inclusion.

### 4.4.4 Buses are Safer and Seen as Safe

We will continue to work collaboratively with the Southampton's bus operators to make bus travel more attractive, including improving passenger safety. Security on-board and waiting for the bus is important, 79% of survey respondents said that safer bus stops would make them use the bus more. This is particularly important for vulnerable users or those who may feel intimidated when using the bus.

The Bus Passenger Charter sets out standard for the condition and cleanliness of the bus.

We have been carrying out walking audits in the City Centre and District Centres to investigate ways to improve walking routes for all, and this includes bus stops. We are developing tools to help assess our existing bus stops and use tools such as Healthy Streets to check designs for new transport schemes to ensure that they improve the wider environment for all people.

SCC has a network of traffic CCTV cameras, and each bus operator has several on-board (outside and inside facing) CCTV. We are aiming to link these together to improve security. Additional CCTV in bus shelters will also be considered along with all stops being well-lit and having safer walking routes.

Anti-social behaviour on bus and along bus routes, particularly at night, can add to perceptions about travelling by bus being unsafe. We have worked with Hampshire Police on anti-social behaviour and damage to buses in particular areas of the city with increased patrols and CCTV.

### 4.4.5 Bus Passenger Charter

A joint Bus Passenger Charter was published for Hampshire and Southampton in Autumn 2022 (Appendix 6). This Charter sets out bus users' rights to certain standards of service, including punctuality, vehicle cleanliness, proportion of services operated, information and redress.

The Southampton Bus Passenger Charter is online - Our charter for bus passengers (southampton.gov.uk) and provides links to existing bus operator conditions of service and complaints procedures for passengers. The Charter is reviewed periodically as part of the Bus Service Improvement Plan.

A Southampton Bus Forum has also been established, first meeting in November 2023 and this acts as an advisory system to the Council and bus operators. Attendees include local residents, businesses and workplaces, Councillors, neighbouring authorities along with the bus operators and other public transport operators – rail and ferry. These will continue to meet twice a year and input into reviews of the BSIP.

**Proposed Measures**

| Medium Term 2025-2030 |
|---|
| **Bus Stops & Interchange** |
| Ongoing programme of auditing and upgrading bus stops, working with local community and stakeholders (such as disabled groups, community groups etc):<br>• Standard bus stops<br>• Enhanced Bus Stops - on main corridors and highest frequency routes with shelters, security (CCTV and lighting), RTI, timetable & maps, bus stop markings & clearway and seating;<br>• SuperStops – the busiest locations need larger stops that have capacity for more buses and passengers, longer sections of raised kerbs, RTI, bus stop markings and clearways, larger shelters, timetable & maps, more information and onwards travel, enhanced security (CCTV and lighting), facilities for mobility/visual/hearing impaired, seating, opportunities for connections with micromobility and greening. |
| Develop future improvements for Southampton Central Station Interchange – including bus, rail, coach, micromobility, taxi, cycles, as part of City Centre Masterplan, to create a world-class gateway to Southampton |
| Work with South Western Railway on their Station Travel Plans to ensure greater integration of rail and bus with information, coordinating timetables, ticketing, and offers and on interchange facilities (including bus stops) at local rail stations. |
| Work with Red Funnel and ABP to improve the ferry-bus connections and facilities at Town Quay with bus and ferry information, ticketing and interchange facilities, and the Town Quay development. |
| Further develop and deliver a network of Local Travel Hubs and Park & Travel sites working with private sector micro-mobility and shared mobility providers. Future Travel Hubs including Hospital, Shirley, Swaythling, Bitterne, Sholing, and Redbridge/Millbrook, and smaller versions at busier bus stops |
| **Bus Information** |
| Expand roll out of RTI to most stops with updated displays that are dynamic (e.g. TFT) and used for campaigns. Where a stop is flag only use an equivalent dynamic RTI display |
| Continue to improve timetable provision, including investigating e-ink screens that can provide the latest scheduled timetables for all services combined rather than individual operator paper versions |
| Collaborate on combined multi-operator multi-authority publicity and marketing campaigns for buses that aim to get people back on the bus and to attract new bus users, including the Southampton Public Transport Map |
| Retain the distinct branding for each operator but develop a Southampton or Solent 'ident' that provides a consistent local identity as the one unified point that is used on buses, maps, promotion, at bus stops, MaaS, shelters, RTI, timetables etc |
| Work with communities, including schools at end of primary and secondary levels, to introduce students to the bus as the next generation of bus users – combined with any promotional offers |
| Work with the Southampton Travel Plan Network and Travel Demand Management programmes to promote bus more to workplaces |
| Further rollout of Legible Bus Network branding in line with existing protocols regarding branding, which will replace any operator specific bus stop flags. All future stops being to the Legible Bus Network specification |
| **Accessibility & Inclusion** |
| Work with communities to carry out audits of bus stops so that they provide safe personal security, accessibility and inclusion |
| Interior design of the buses to continue to evolve so they are safe and inclusive spaces – ranging from CCTV, driver training and awareness, design of the seats, easily accessible spaces for wheelchairs |
| Work with SEND education providers to provide activities and education for young people on Independent Travel Training |
| All vehicles to comply with PSVR 2000 or better |
| **Safety** |
| Audit walking routes to bus stops for lighting, security, overlooking (passive and visual), crossings as part of bus stop infrastructure |

| |
|---|
| Improve security around bus stops with measures such as CCTV, lighting, level boarding and access |
| Audit the bus stops themselves including siting, the surrounding environment |
| Investigate improvements to RTI system so passengers know the expected arrival of late buses or when cancellations have occurred |
| Work with operators on staff training and procedures around safety on bus and at bus stop |
| Work with Hampshire Police to make travelling by bus safer and reducing anti-social behaviour on bus and on bus routes |
| Increase the proportion of buses operating with on-board CCTV in partnership with operators |
| Collaborate with Citywatch partners to link on-board bus CCTV, and bus and highway technology tools into the system, and enable operators to have appropriate access for dynamic traffic and incident management |
| **Bus Passenger Charter** |
| Review the existing Bus Passenger Charter and update as necessary |
| Bus operator reviewing their complaints procedures and linked to the Passenger Charter |
| **Long Term 2030 onwards** |
| Implement the multi-modal transport hub at Southampton Central Station – linked with development in and around the station and station capacity including additional platforms. |
| Continued accessibility audits for bus stops, fleet, continual training and awareness, and Independent Travel Training. |

## 4.5 Improving the Bus Fleet

Buses that are **better to ride** in and working towards **decarbonisation**

A modern and clean bus fleet that reduces the impact on the environment and provides passengers with a high-quality space to travel is important to meeting carbon and passenger goals. This is particularly important for Southampton as it is legally required to reduce NOx and $NO^2$ emissions. To support this, there has been continued investment in Euro VI buses across the city and there is a requirement to ensure that these are maintained. As part of the Enhanced Bus Partnership, all bus operators are required to operate at least a Euro VI standard or equivalent.

77% of BSIP 2023 survey respondents agreed that **buses that do not meet the highest standards for emissions should be phased out.**

Over the last year, Bluestar have invested nearly £5 million in 16 new double decker buses with the latest Euro VI engines – bringing the average vehicle age down to around 7½ years. First Solent's X4/X5 services are now fully electric vehicles operating between Southampton, Fareham and Portsmouth using ZEBRA1 funding from PCC.

Continuous investment in the bus fleet means customers are benefiting from a high-quality environment including WiFi, USB charging, next stop displays and announcements. Recent investment in the Bluestar fleet has seen the introduction of dementia-friendly lighting and USB-C charging points.

There is a collective aspiration to decarbonise the bus fleet operating in the city, however constraints in the current electrical grid network in and around Southampton is currently hampering these efforts. Work on a Local Area Energy Plan will include examining how depot operations can have increased energy supply to make electric bus fleet viable.

We want to continue to be at the forefront of providing clean, zero emission and modern vehicles and deliver on this ambition by 2038. There is a continued willingness to collaborate on future funding bids seeking to secure funding for zero emission bus infrastructure as was started with the Zero Emission Bus Regional Areas (ZEBRA) bid – a partnership between SCC and Unilink.

We will continue to work closely with partners energy providers and the Department for Transport, to identify the most efficient and effective technology for Southampton, including electric and hydrogen.

All vehicles in Southampton will need to meet the Public Service Vehicle Accessibility Requirements 2000 or better.

**Proposed Measures**

| Medium Term 2025-2030 |
|---|
| Work on proposals to decarbonise the bus fleet and subject to grid capacity start to implement fully electric buses in Southampton and upgrade bus depots – including a Local Area Action Plan with the power companies to understand and increase local grid capacity. |
| Ensure that all buses in Southampton have next stop audio and visual announcements, are dementia-friendly, and USB charging points, and upgrades to inter-city services with additional charging and tables, and other innovative features. |
| Ensure that all buses operating in the city are at least Euro VI compliant, with an agreement in place that any lower Euro rated vehicles will not operate in Southampton. |
| Operators who use the Rapid Bus network are required to implement a no idling policy. |
| Continue to develop marketing approaches that showcase the environmental benefits of bus travel (e.g. the average number of vehicles taken off the road by a fully loaded bus, $CO^2$ saved, etc) and other sustainable modes. |
| **Long Term 2030 onwards** |
| Work in partnership with bus operators, and the DfT, to develop innovative electric or hydrogen options, including vehicles and charging or fuelling facilities, to phase out the diesel fleet and realise the full decarbonisation of the bus fleet in Southampton by 2038. |

## 4.6 Longer Term Transformation of the Network

### Being **innovative** & developing the **Southampton Mass Transit System**

To continue to grow the public transport market and mitigate the growth planned for Southampton, which could see a further 74,000 daily journeys made across the city, there needs to be a step-change in all public transport. The aspiration, set out in Connected Southampton 2040 (LTP) and started with TCF, is for an integrated public transport system for the Southampton City Region called the **Southampton Mass Transit System (SMTS)**, shown in Figure 4.5 and in Appendix 7.

Buses will form an integral part of the SMTS and the ambition for a network of Rapid Bus, Link Bus and Local Bus routes will form a core part of the SMTS. Alongside this the SMTS includes improving local rail services as part of Solent Metro (to get a higher frequency of service to local rail stations across the Solent area) and the development of a **Mass Rapid Transit (MRT)**.

The MRT could be Bus Rapid Transit or Rubber Wheeled Tram-style vehicles aiming to reduce journey times by building upon Rapid Bus Corridors to provide connectivity across the City Region to Eastleigh, Romsey, and Hedge End with a hub around the City Centre and the multi-modal interchange at Southampton Central station. TCF is laying the foundations for the MRT, and the full network will build on that with greater priority, higher frequency, bespoke vehicles and branding. Figure 4.2 shows how the bus priority being delivered supports the future MRT network.

A Feasibility Study, developed in partnership with Hampshire County Council, has investigated the network and technology for the MRT. Evidence from Belfast Glider, Eclipse in Fareham-Gosport and Bristol Metrobus – all bus-based rapid transit - show that patronage can increase by 70% on the corridors it operates on. The Feasibility Study indicates that between 2.3m and 3m additional public transport trips could be made annually.

The MRT forms the long-term ambition for public transport, alongside buses and rail, and to do this we will incrementally develop a high-quality public transport network that is future-proofed to deliver future ambitions for mass transit in Southampton and across the City Region in partnership with other stakeholders.

**Proposed Measures**

| Medium Term 2025-2030 |
|---|
| Further develop the aspiration for the Southampton Mass Transit System, specifically the **Mass Rapid Transit** element working with neighbouring authorities (HCC, Eastleigh, Test Valley & New |

| |
|---|
| Forest Councils), businesses such as ABP, Airport and University. Then to develop Business Case for funding from suitable funding sources. |
| Develop the brand concept for the MRT |
| Deliver the bus priority elements which are acting as the first points on the journey for the Mass Transit |
| Progress the Integration and interchange elements of the SMTS |
| Working with Network Rail on developing the Solent Rail proposals |
| **Long Term 2030 onwards** |
| Start to deliver the first phases of Mass Rapid Transit –<br>- Southampton-Eastleigh corridor and City Centre Loop (including access to the Port and Central Station Interchange) identified as first<br>- Subsequently followed by Southampton-Romsey and Southampton-Hedge End,<br>- Depots and power. |

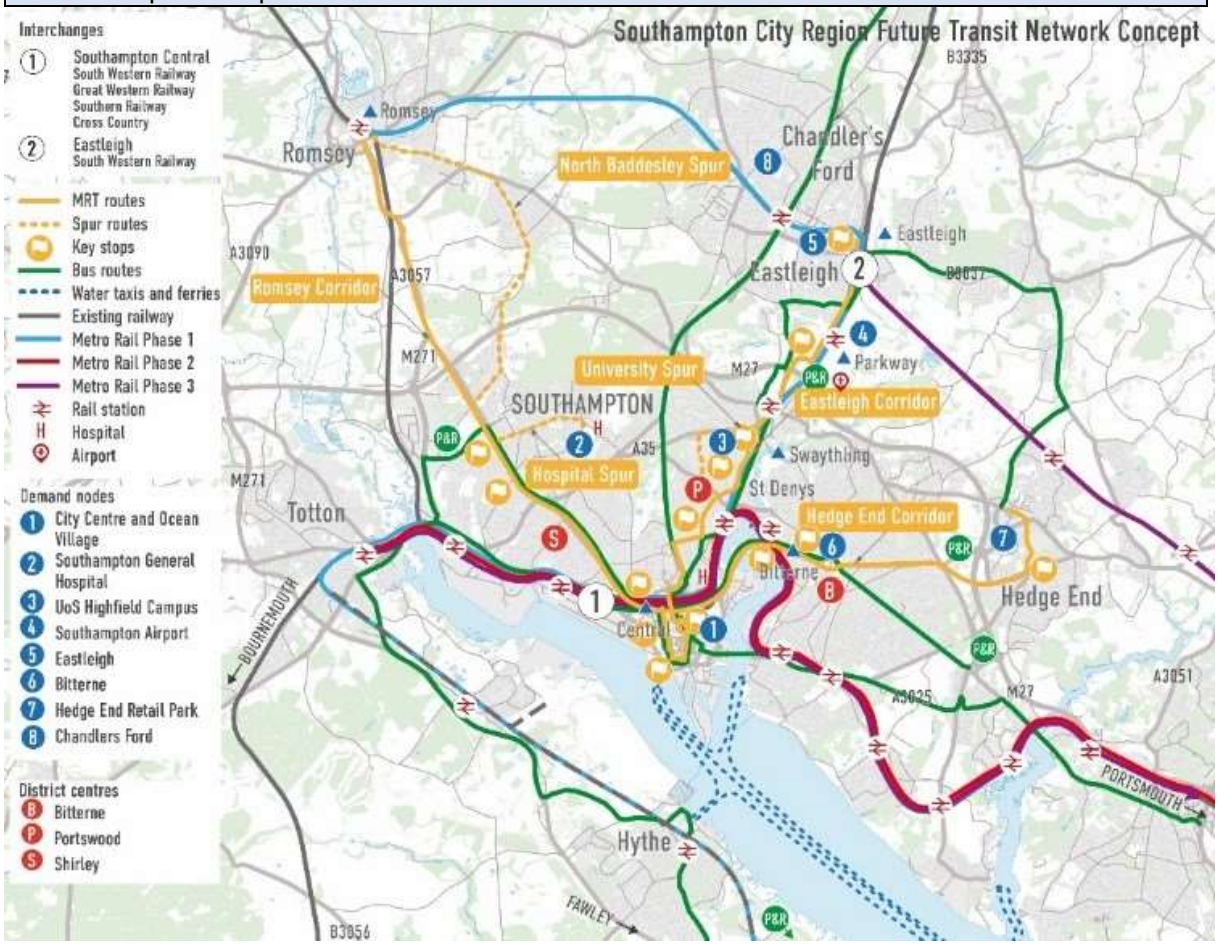



**Figure 4.5 – Elements and Concept of the Southampton Mass Transit System**

# Section 5 – Targets, Performance Monitoring and Reporting

## 5.1 BSIP Ambitions & Objectives

The BSIP will be monitored against how we are performing against our ambitions and objectives.

Table 5.1 sets out the objectives for the BSIP and how they relate to our vision and ambitions, and how these objectives can be achieved.

| Objective | Ambition(s) | How to Achieve |
|---|---|---|
| BSIP 1 Quicker bus journey times | 1, 2 | Bus Priority Measures – bus lanes/gates/only roads, traffic signal bus priority, whole route priority, bus stop layout, bus interchanges/hubs<br>Ticketing – 'tap on tap off' ticketing and MaaS<br>Complementary – bus lane and moving traffic enforcement, Red Routes, parking restrictions |
| BSIP2 Reliable bus services | 2 | Bus Priority Measures as above<br>Ticketing measures as above<br>Roadworks and diversions co-ordinated and early warning, including with SCC Highways Manager |
| BSIP 3 More people travelling by bus | 1, 2, 3, 4, 7 | Reduce bus journey times<br>Improve the reliability of buses<br>Reduced range of fares<br>Communications, information, marketing and education for users and non-users |
| BSIP 4 More people are satisfied with buses | 7, 8 | Reduce bus journey times<br>Improve the reliability of buses<br>Individual measures |
| BSIP5 Network Coverage & Accessibility | 1, 4, 5, 6 | Improved frequency of services to key destinations (e.g. Hospital, Port, Airport)<br>Extended hours of operation for key services<br>Individual measures |

**Table 5.1 BSIP Objectives**

Targets have been identified for each of the objectives and Table 5.2 lists these and the proposals that support the achievement of them. Through the EP we will seek to identify and secure the necessary funding to deliver the schemes identified as being required to deliver these targets.

The targets will be monitored using both qualitative and quantitative data that evaluate the impact of projects and attempt to understand the reasoning.

To consider the effectiveness of the BSIP it is important that this range of data sources and plans are in place and reported on. The data collected with be used to assess the ongoing success of the BSIP and collation over time will allow for long-term analysis and monitoring. Data is collected monthly, quarterly and annually depending on the source. This is then presented in a dashboard to the EP Board and then via periodic updates to the BSIP.

## 5.2 BSIP Targets

| Objectives | Outcome | Summary of Measures | Existing | Baseline 2024 | 2030 Target | 2030 Stretch Target |
|---|---|---|---|---|---|---|
| BSIP1 – Quicker Bus Journey Times | Reduce average bus by 10% compared to average car journey times | Bus Priority – more bus lanes, traffic signal bus priority, bus stop design, whole route priority<br>Ticketing and MaaS – 'tap on tap' off and capped fares<br>Complementary – parking restrictions, moving traffic, Red Routes<br>Behaviour change activities with workplaces and schools | TCF financed schemes on Western and Portswood corridors aim to reduce bus journey times by 10 mins | Targets set out in individual Bus Route Improvement Plans | | |
| | Reduce average bus journey times on Rapid Bus within Southampton by 20% | | | | 20% | 25% |
| BSIP2 Reliable bus services | Improve punctuality / reliability of bus services | Bus Priority – more bus lanes, traffic signal bus priority, bus stop design, whole route priority<br>Ticketing and MaaS – 'tap on tap' off and capped fares<br>Complementary – parking restrictions, moving traffic, Red Routes<br>Sharing information on future roadworks and developing traffic plans with operators | Across Southampton on-time buses recorded at 73% from bus operator data BUS0902 81% (2022/23) | 73% | 92% | 95% |
| BSIP 3 More people travelling by bus | Return patronage back to pre-Covid levels, and then increase the number of people using local bus services by 2.5% each year | BSIP sets out the priorities from engagement with public to address frequencies, punctuality and coverage. | Southampton had 20.98m bus passengers in 2023/24 which is 103.5% of pre-Covid. Target is for 2.5% increase annually.<br>Stretch target is 5% each year. | 20.98 million | 24.3 million | 28.1 million |

| | | | | | | |
|---|---|---|---|---|---|---|
| | Increase annual number of bus journeys per head of population | | Southampton saw 83 bus journeys per head. Target is also to be 3rd highest non-ITA Target is aligned with population grow as well as | 83* | 86* | 99* |
| | Increase the number of journeys made by concessionary fare pass holders | | DfT | 3.0 million | 3.5 million | 4 million |
| | Increase the people mode share travelling by bus into the City Centre | | SCC Modal Split Surveys | 18% | 25% | 30% |
| BSIP 4 More people are satisfied with buses | Improve overall satisfaction with local bus services | | Transport Focus, BSIP survey | 89% | | |
| BSIP5 Network Coverage | Enhancements to the network to improve accessibility to services and destinations | Frequency of services to key destinations (e.g. Hospital, Port, Airport, District Centres) Hours of operation of key services | 2024 Bus Connectivity Assessment | | Key Destinations – 4/hr 24hr buses - 10 | Key Destinations – 6/hr 24hr buses - 12 |

**Table 5.2 BSIP Targets and Data Sources**

## 5.3 Reporting

Progress on the implementation of the Enhanced Partnership and projects relating to the delivery of the BSIP's ambitions will be reported at each quarterly Enhanced Partnership meeting. This will include reporting on progress, costs and risks.

Progress on delivering the BSIP will also be reported to the EP Forum. This is a public and stakeholder meeting responsible for monitoring progress on delivering the BSIP and helps shape plans and proposals for bus improvements.

In addition to reporting to the EP Board and Forum, the Council will publish a data summary report every six months to show progress against the targets in Table 5.2. This will enable the tracking of progress against a baseline position and 2030 target. As the targets have monitoring dates of either Spring or Autumn, to ensure that results are received, analysed, and approved, progress reports will be published in June and December each year. These will take the form of BI reports working closely with SCC's Project Management Office.

| Annual Reporting | Six Monthly Reporting |
|---|---|
| BSIP1 Journey Times & Bus Speeds<br>BSIP3 Annual Bus Passengers per Head of Population, Concessionary Fares, City Centre People Mode Share<br>BSIP4 Satisfaction with local bus services, bus fares, ease of disabled access | BSIP2 Bus Reliability<br>BSIP3 Bus Patronage |

**Table 5.3 – Summary of BSIP Reporting**

The six-monthly reports on progress against targets will be published on the Connecting Southampton website - https://transport.southampton.gov.uk/connected-southampton-2040/bus-service-improvement-plan/.

# Appendix 1 – Evidence Base

# Appendix 2 – Summary of 2023 Public Perception Survey

# Appendix 3 – Network Maps

# Appendix 4 – Solent BSIP Package

# Appendix 5 - Long-List of Bus Aspirations

# Appendix 6 – Southampton & Hampshire Bus Passenger Charter

# Appendix 7 – Southampton Mass Transit System (SMTS)



Southampton

# BUS SERVICE IMPROVEMENT PLAN

**APPENDIX 1 – EVIDENCE BASE**

June 2024

SOUTHAMPTON CITY COUNCIL

# Contents

# 1 Geography & Demographics

## 1.1 Geography

Southampton City Council is a dense urban unitary authority within Hampshire on England's south coast responsible for the City of Southampton (Figure A2-1).

The city's urban fabric is influenced by its coastal geography with 2 rivers dissecting it, this limits the number of crossings. As a result Southampton doesn't have 360° access and people's journeys into the city are funnelled along a limited number of corridors and bridges.

There are five road crossings across the River Itchen from eastern Southampton to the City Centre, which is located at the confluence of the rivers Itchen and Test. There is no crossing of the Test until Redbridge 5.4km west.

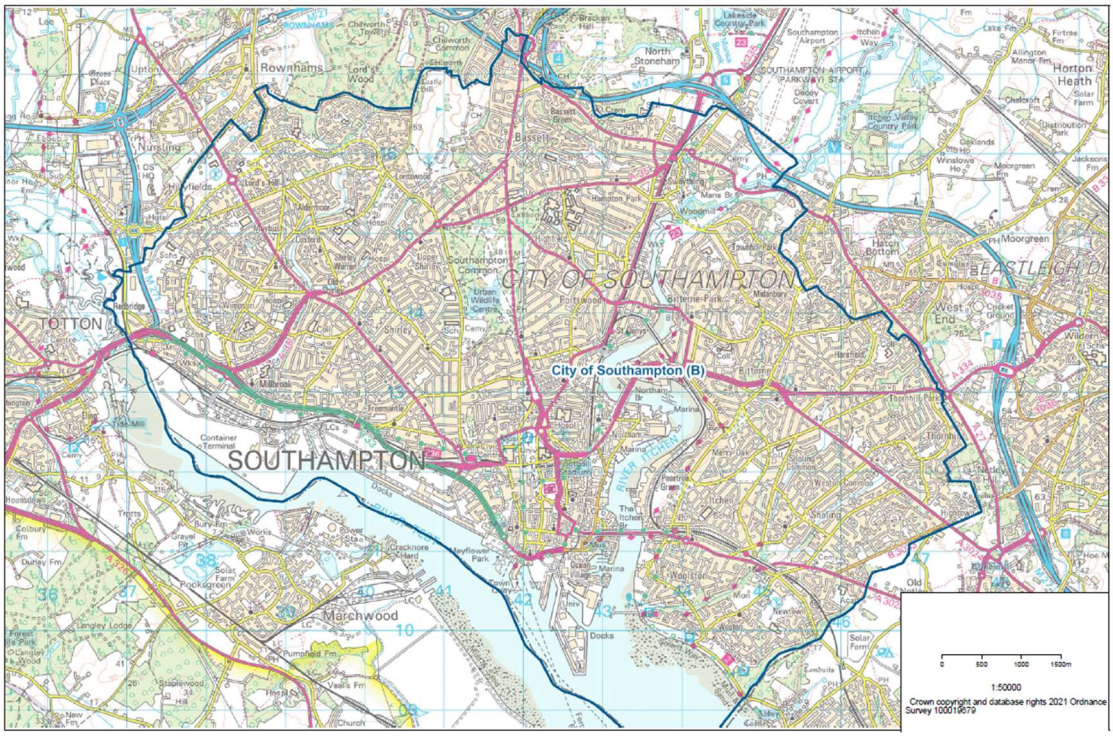



**Figure A2-1 Southampton City Council area**

## 1.3 Southampton City Region

Southampton forms part of a wider **City Region** with a workday population of 479,500. The Southampton City Region extends into Hampshire incorporating Totton, the Waterside (area of New Forest alongside Southampton Water), Chandler's Ford, Eastleigh, Romsey, Hedge End and Hamble, shown in Figure A2-3.

This cross-boundary built-up area has created a contiguous urban area but again is influenced by its coastal geography of rivers, inlets and peninsulas. The locations of employment compared to where people live have resulted in a significant amount of cross boundary journeys to and from Southampton.

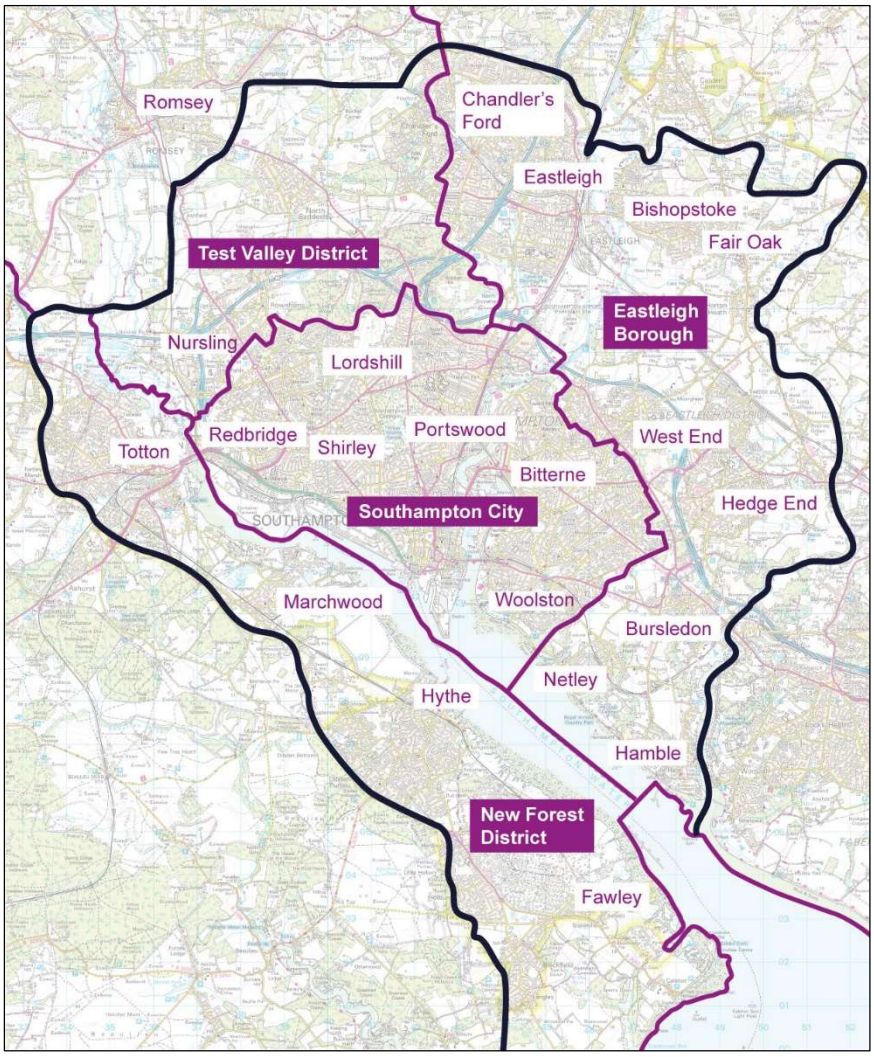



**Figure A2-3 – Southampton City Region**

## 1.2 Demographics

Southampton City itself has a residential population of 263,768[1] in 102,300 households[2] over 51.8km² giving a population density of 5,092 people/km².

The city has a younger population profile in comparison to England as a whole, the median population age in Southampton is 34yrs (2021), compared to England median of 40yrs[3]. While 86% of the population is aged under 65, the number of people aged 65-84 has increased by 13.7% to 29,676 between 2011 and 2021 censuses. Figure A2-2 shows the population breakdown of those living in Southampton[4].

[1] HCC Mid-Year Population Estimates 2022

[2] Census 2021 – 2021 Census Profile for areas in England and Wales - Nomis (nomisweb.co.uk)

[3] Census 2021 – Population and household estimates England & Wales, ONS, 2022

[4] Census 2021 – Population breakdown by age

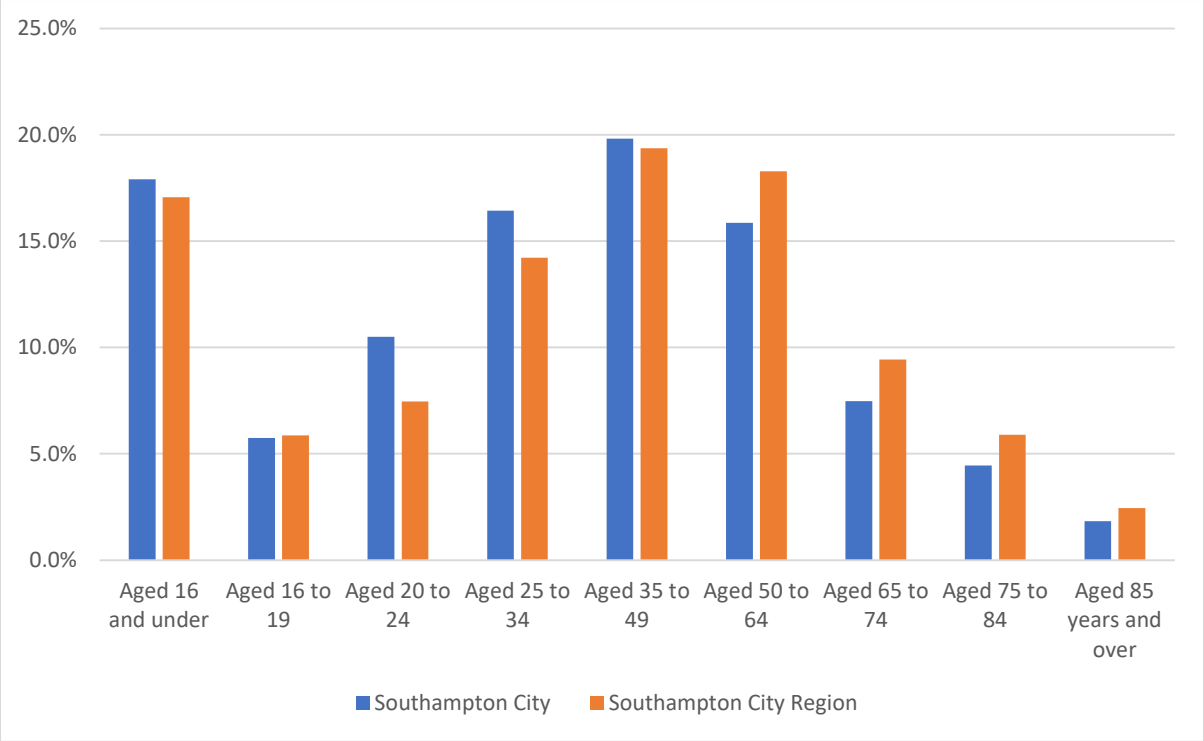



**Figure A2-2 Population Breakdown by Age – Southampton City & City Region**

Southampton is a culturally diverse city with 68.1% of usual residents white British and over 150 languages are spoken in the city – school census in 2022/23 found that 30.2% of school pupils has a first language other than English.

At the City Region level the residential population is 495,863, Southampton makes up 53.1% of that population. The population breakdown by age is shifted with higher proportion of people aged over 25 across the City Region compared to Southampton itself – 82% of the population is aged under 65 – this is as result of the University population within the city.

This population profile means that there will be a variety of transport need that the BSIP will need to consider in order to ensure that the needs of all are sufficiently met.

## 1.4 Transport Network

Southampton is well-served by the transport network. There are five routes into the City Centre, with the main route into the city is M271 which links with A33 to the Port of Southampton and City Centre.

The M271 links to the Strategic Road Network (SRN) connecting Southampton with London via M27-M3, the Midlands via the M3-A34, east to Portsmouth and Brighton via M27-A27, and west to Bournemouth via A31.

Other routes – A35, A3057, A33, A335, A334 and A3025 connect Southampton with Totton (and via A336 the wider Waterside area), Romsey, Chandlers Ford, Eastleigh, Hedge End and Bursledon. All these routes link with the SRN on the M27 and M3.

Rail links connect Southampton nationally to London, Midlands and the North, Bristol, Cardiff, Bournemouth & Weymouth, Portsmouth and Brighton.

The city is served by an international airport, in neighbouring Eastleigh Borough but adjacent to the city boundary. This has direct flights to 17 destinations in UK and Europe.

# 2 Spatial Demographics

## 2.1 Economically Inactive

Economically inactive people ae defined as those who are retired, students, those who are unable to work and those unemployed.  2021 census data shows that 38% of the population were economically inactive – 15% retired and 10.6% students (England average is 30%). This reflects the wider population as Southampton is a young city and has two large universities but also the increases in the older population.

Data is displayed by Census Lower Super Output Area (LSOAs) in Figure A2-3.

Economic inactivity is not equally distributed across the city, with lower levels of inactivity seen in Sholing, Bitterne Park and Upper Shirley. The highest levels of economic inactivity are clusters around the City Centre, University in Portswood and Bassett, and in Redbridge, Millbrook, Thornhill and Weston.

Across the City Region the lowest levels of economic inactivity area in Chandlers Ford, Eastleigh, Hedge End and parts of Totton.  The highest levels of economic inactivity are in parts of Hedge End, Romsey and the Waterside – however these areas also have higher proportions of retired people.

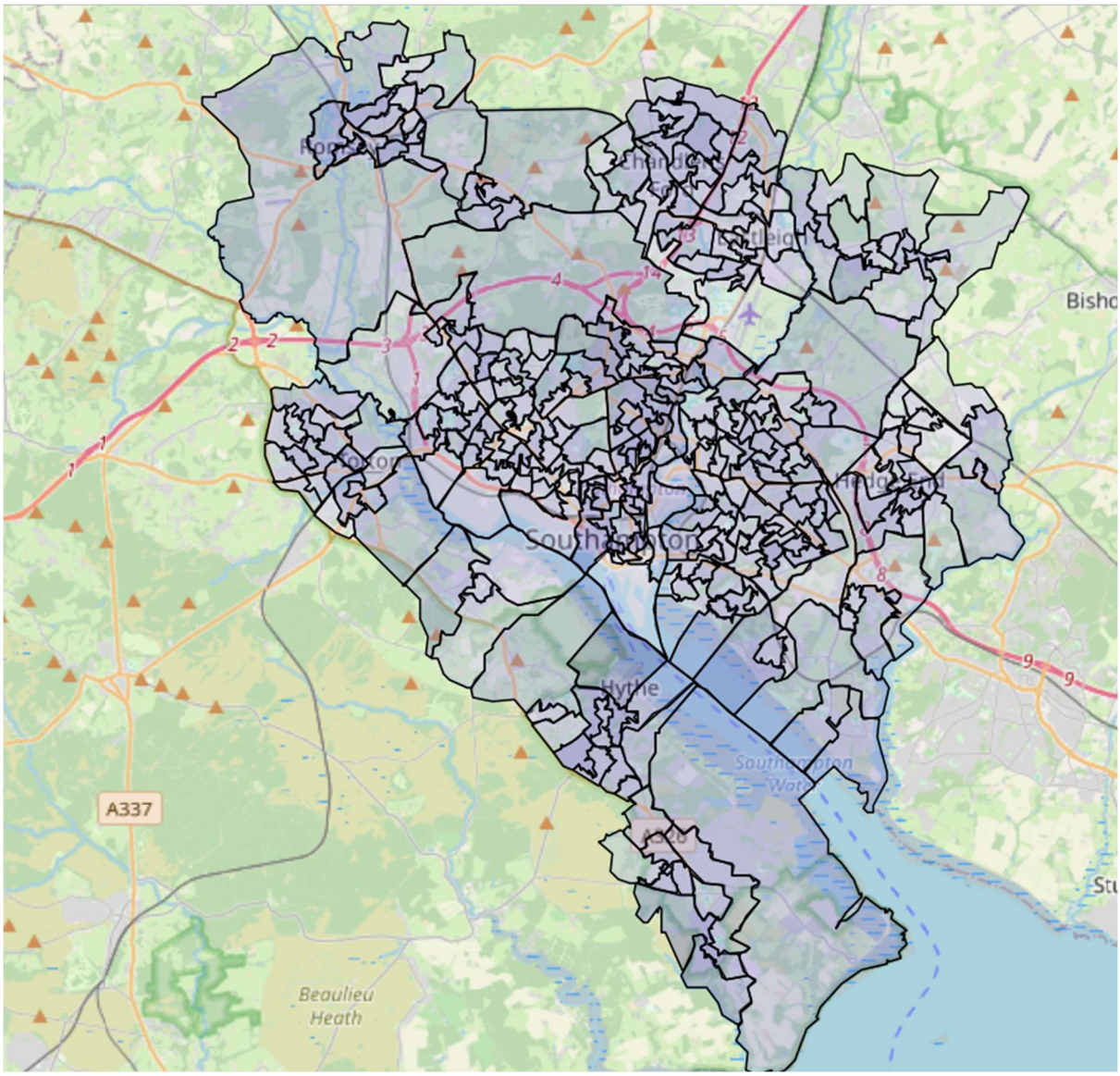



**Figure A2-3 Economic Inactivity by LSOA**

When adding the bus network the areas with lowest levels of economic inactivity are residential are also served by very high frequency buses (6+ buses per hour (bph)). Where there is lower economic inactivity in Sholing, Bitterne Park and Upper Shirley these are served by bus but in some areas a much lower frequency.

## 2.2 Car Ownership

Car ownership across Southampton is lower than average, with 27.1% of households in the city not having access to a car which is higher than the England average of 26%. Average cars to households is 1.1, which rises to 1.43 in more affluent areas and lowest is 0.59 in the City Centre – where car ownership is also lower.

Higher levels of car ownership are found in Bassett, Bitterne Park, Sholing and Peartree wards, with households have multiple cars here. The wards with the lowest levels of car ownership are around the City Centre (Bassett and Bargate), Redbridge, parts of Shirley and Weston – with 44.5% of households in Bevois ward not owning a car. While those closest to the City Centre have low levels of car ownership – proximity to better connectivity and opportunities there – these are areas of high deprivation. This is similar for Redbridge and Weston. Part of Portswood are close to the University and have a higher student population.

In the City Region there is a difference in the levels of car ownership, with Eastleigh, New Forest and Test Valley having between 1.54 and 1.6 cars per household and between 11 and 12% of households with no cars. The levels of multiple car owning households (3 or more) is might with 12-14% of households having that level of ownership.

These are shown in Table A2-1 and Figure A2-4.

| Ward/ District | Cars Per Household | No Cars in Household | 1 Car or Van | 2+ Cars or Vans |
|---|---|---|---|---|
| Bargate | Not available at Ward level | 44.2% | 44.6% | 11.5% |
| Bassett | | 17.5% | 45.3% | 37.2% |
| Bevois | | 44.5% | 38.6% | 16.9% |
| Bitterne | | 28.9% | 42.5% | 28.6% |
| Bitterne Park | | 17.8% | 46.7% | 35.5% |
| Coxford | | 22.4% | 44.6% | 32.7% |
| Freemantle | | 30.9% | 48.3% | 20.7% |
| Harefield | | 22.1% | 43.3% | 34.6% |
| Millbrook | | 26.8% | 44.0% | 29.2% |
| Peartree | | 20.4% | 23.6% | 36% |
| Portswood | | 30.4% | 44.6% | 25% |
| Redbridge | | 25.7% | 44.5% | 29.8% |
| Shirley | | 25.4% | 43.8% | 30.9% |
| Sholing | | 17.0% | 43.7% | 39.3% |
| Swaythling | | 28.9% | 41.9% | 29.2% |
| Woolston | | 23.8% | 47.2% | 28.9% |
| Southampton | 1.10 | 27.14% | 44.16% | 28.70% |
| Eastleigh | 1.54 | 11.93% | 39.82% | 48.25% |
| New Forest | 1.57 | 12.43% | 39.17% | 48.33% |
| Test Valley | 1.60 | 11.10% | 37.98% | 50.92% |

**Table A2-1 Car Ownership Levels by Ward and MSOA in Southampton (2021 Census)**

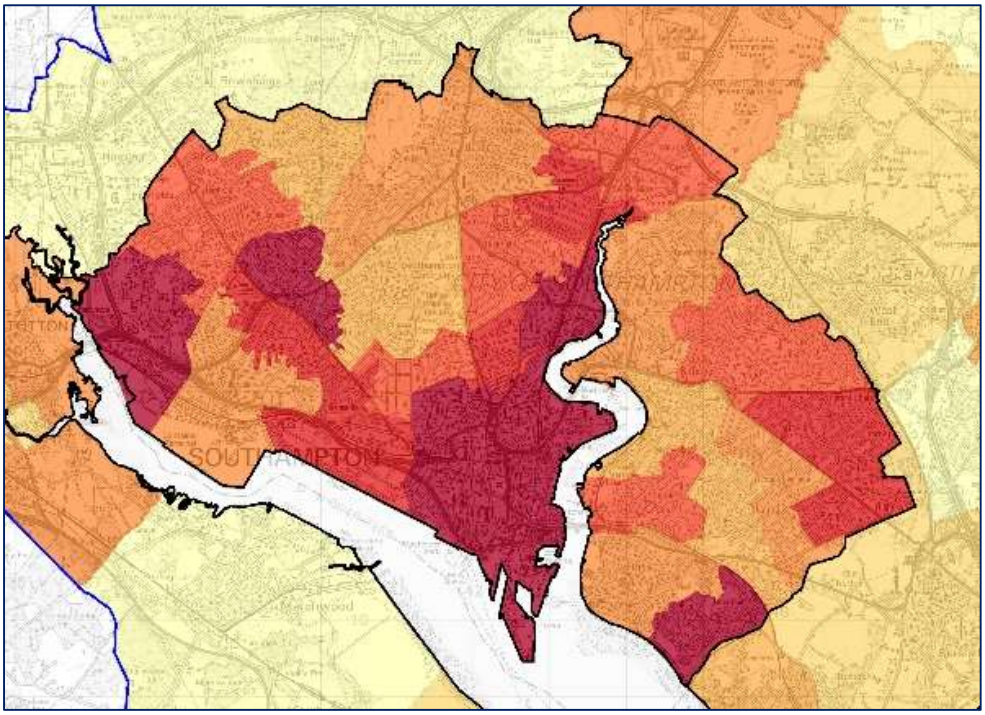


**Figure A2-4 Households with No Car/Van Ownership in Southampton by MSOA (2011 Census)**

When mapped against the bus network, where there are infrequent bus services such as Upper Shirley, Peartree and Sholing there appears to be higher levels of car ownership. There are factors influencing car ownership but there is potential for better bus services to capture some latent demand for bus travel in those areas.

Where there is lower levels of car ownership these tend to have the very high frequency bus services that provide a vital connection for people living there. There is the need to retain and strength these services to maintain and grow patronage on those routes.

## 2.3 Population Density

Figure A2-5 shows the population density with Southampton based on Census 2021 data. The average population density is 49.9 people per hectare. This is higher than the England average of 4.3 people per hectare.

Southampton has the 2nd highest population density among our comparators and is the 2nd most densely populated area among the South East's 64 local authorities. Portsmouth is the most densely populated at 51.5 people per hectare, with the Isle of Wight least at 3.7 people per hectare.

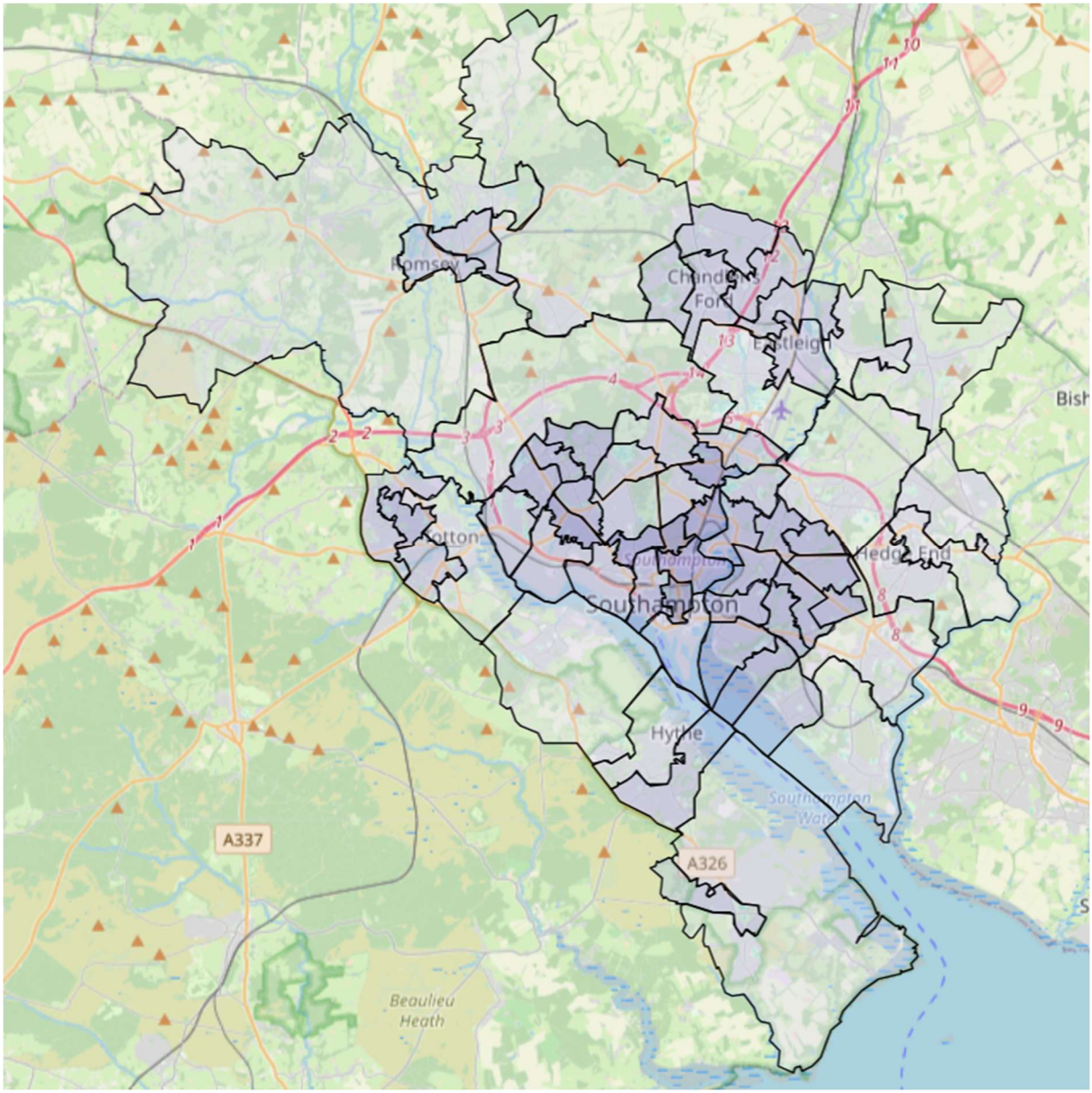



**Figure A2-5 Population Density**

The highest population densities are in the areas around the City Centre such as Ocean Village, or terraced streets in Newtown, Polygon, Inner Avenue or Freemantle. The lower densities tend to on the edge of the city in Bassett, Bitterne, Sholing or Lordswood.

The bus network serves the densely populated areas with very high frequency services, particularly around the City Centre.

## 2.4 Deprivation

Southampton is a relatively deprived city, based on average deprivation rank of its neighbourhoods, Southampton is ranked 55$^{th}$ most deprived (out of 317 local authority areas): more deprived than comparators of Bristol (82$^{nd}$), Leeds (92$^{nd}$) and Sheffield (93$^{rd}$). Southampton has 19 neighbourhoods within the 10% most deprived in England accounting for 11% of the city's population, shown in Figure A2-6. People living in these areas, which are either close to the City Centre or are located on the edge, have lower levels of car ownership. These areas also have higher levels of bus travel to work and reliance on buses for other journeys (where people are travelling to work).

When looking at the wider City Region there are pockets of deprivation in the Waterside and Eastleigh with communities in top 20% most deprived nationally. The majority of the City Region is within the least deprived neighbourhoods.

| IMD 2019 Southampton | Households Not Owning a Car | Method of Travel to Work | | | | |
|---|---|---|---|---|---|---|
| | | Walk | Cycle | Bus | Car | Work from Home |
| 10% most deprived | 35.5% | 11.5% | 2.9% | 9.6% | 58.2% | 13.6% |
| 10% least deprived | 11.7% | 6.8% | 2.4% | 4.7% | 39.3% | 44.5% |
| All Southampton | 27.4% | 12.1% | 3.0% | 6.6% | 48.8% | 25.6% |

**Table A2-3 Car Ownership & Method of Travel to Work in Southampton – 2021 Census**

The IMD income deprivation domain provide more information on deprivation within Southampton. Table A2-4 outlines the breakdown on quintiles within Southampton, 69.7% are within the least 60% of income deprived LSOAs; however, 12% are within the most deprived quintile. Across Southampton the highest levels of income deprivation are in the Northam, Weston, Thornhill, Harefield, Shirley and Redbridge-Millbrook areas. This is not uniformly distributed across Southampton but these are areas with social housing. The areas with lowest levels of income deprivation are broadly along a central spine through north of the City Centre towards Chilworth – covering Upper Shirley, Highfield and Bassett areas.

Comparing the bus network to IMD distribution, all of the LSOAs in income quintile 1 currently have access to a bus stop with very frequent services. The less frequent bus services tend to be in areas which are classified in quintile 5 – exception is services along The Avenue and around the University in Highfield which are at least 4/hour.

| IMD Income Quintile | Number of LSOAs | Percentage of LSOAs |
|---|---|---|
| 1 (most deprived) | 35 | 12.3% |
| 2 | 52 | 18.1% |
| 3 | 62 | 21.2% |
| 4 | 61 | 21.3% |
| 5 (least deprived) | 81 | 27.2% |

**Table A2-4 IMD Income quintile distribution in Southampton**

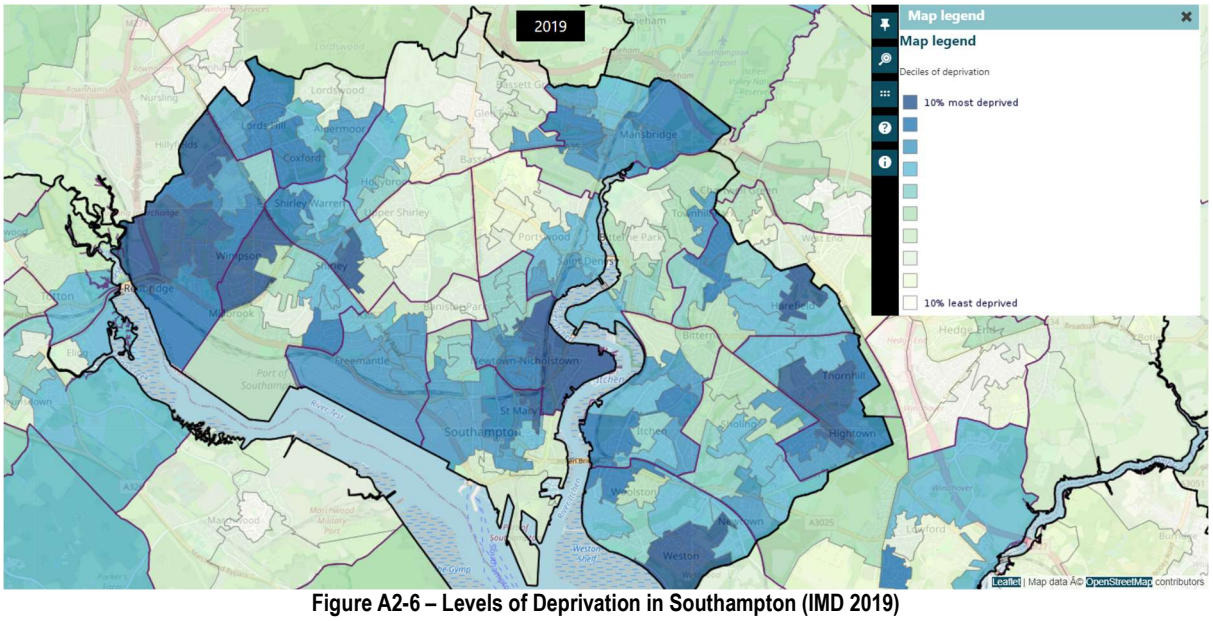



**Figure A2-6 – Levels of Deprivation in Southampton (IMD 2019)**

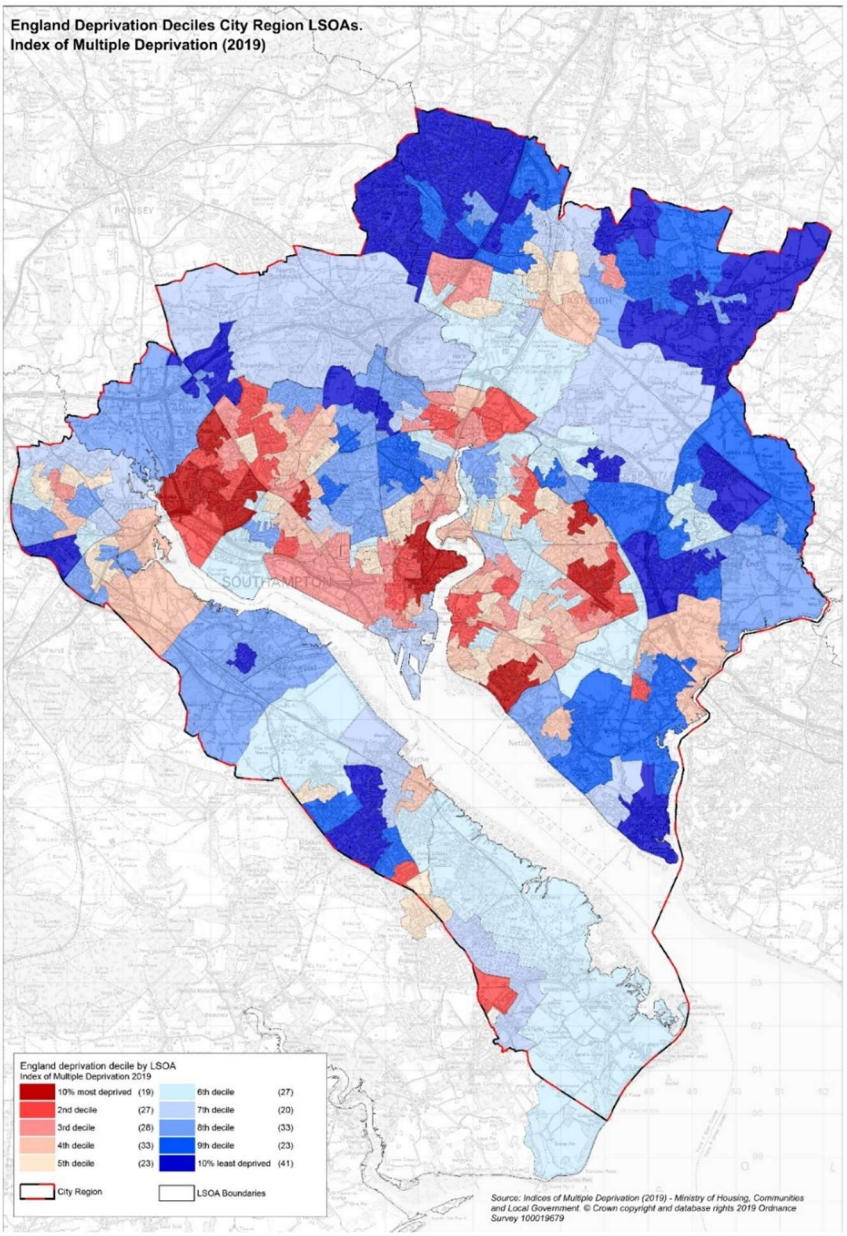



**Figure A2-7 Deprivation Across Southampton City Region**

## 2.5 Summary of Spatial Demographics

This section has highlighted the diversity of socio-demographics in Southampton and the City Region. The city has areas of significant deprivation, and overall is ranked highly for an authority in the South East. Car ownership is broadly in line with the England average. Levels of economic inactivity are also broadly in line with the England average.

The distribution of the highest levels of deprivation and this correlates with areas of economic inactivity and households without cars.

When considering access to frequent bus services, the most frequent are concentrated along the main A-road corridors and then branch off to serve residential areas. There are some areas of Southampton with less frequent bus services such as Upper Shirley, Lordswood, parts of Bitterne, Peartree and Sholing. The aeras with less frequent bus services tend to correlate with higher car ownership and lower levels of income deprivation. Where the higher frequency bus services branch from the main corridors they are serving

areas with lower car ownership and higher levels of income deprivation. These provide important links and markets for buses.

Overall in Southampton there is a diverse range of socio-demographics which vary across the city.

## 2.6 Railway Stations and annual demand

Southampton has eight railway stations, all of which are managed by South Western Railway.

Southampton Central station is the busiest station, and 5th busiest in the South East, with over 5.49m passengers using it in 2022/23[5]. It is on the South West Main Line between London, Basingstoke, Winchester and Bournemouth & Weymouth with 3tphs. Services from here go to those destinations plus Portsmouth (2 trains per hour), Brighton (1tph), London Victoria (1tph), Cardiff & Bristol (1tph), the Midlands & North via Reading (1tph). Southampton Central is also an important transport hub, with interchanges on both sides of the line to buses and a bus connection to Town Quay for the Isle of Wight and Hythe ferries. The Coach Station is close by.

The other seven stations are suburban with most served by 1 train per hour – considered a rural level of service. Redbridge, Millbrook, St Denys and Swaythling are on the South West Main Line providing local connections to Salisbury, Romsey, Eastleigh & Chandlers Ford. St Denys is the junction with the West Coastway line east to Brighton and Portsmouth, on this line are Bitterne, Woolston and Sholing stations.

The bus network interacts with the rail stations at all of Southampton's stations except for St Denys where the nearest bus route is over 500m away on St Denys Road. The largest interchange is at Southampton Central with all buses heading west from the City Centre calling there. The other stations are served by higher frequency services but in some cases bus stops are not at the station but located within 200m. SCC and the train operator South Western Railway have worked together to develop Station Travel Plans for all stations and have been cross-referenced with the BSIP. A summary of the Station Travel Plans are included in Appendix x.

Within the City Region are Southampton Airport Parkway, Eastleigh, Romsey, Totton and Chandlers Ford stations that have varying levels of service. Eastleigh is the second busiest in the City Region on the South West Main Line.

Table A2-2 shows patronage at the rail stations in Southampton and the City Region from 2016 to 2022. Rail patronage has been steadily increasing in period to 2019/20, with Southampton Central seeing 303,000 more passengers in 2018/19 compared to 2016/17. The suburban and rural stations with a lower level of service has remained broadly steady, the stations in the Hampshire towns have seen decreasing patronage.

| Station | 2016/17 | 2017/18 | 2018/19 | 2019/20 | 2020/21 | 2021/22 | 2022/23 |
|---|---|---|---|---|---|---|---|
| Southampton Central | 6,361,392 | 6,538,356 | 6,664,714 | 6,351,828 | 1,448,076 | 4,294,330 | 5,495,672 |
| Eastleigh | 1,673,974 | 1,630,158 | 1,665,426 | 1,502,918 | 374,764 | 907,938 | 1,089,664 |
| Southampton Airport Parkway | 1,842,710 | 1,671,518 | 1,700,314 | 1,592,654 | 233,020 | 780,160 | 1,079,070 |
| Hedge End | 511,852 | 506,716 | 522,492 | 496,968 | 97,412 | 274,014 | 339,596 |
| Romsey | 503,002 | 516,758 | 520,856 | 486,766 | 126,650 | 328,886 | 384,366 |
| Totton | 293,282 | 285,124 | 219,220 | 256,554 | 75,754 | 176,992 | 200,278 |
| St Denys | 306,040 | 293,400 | 279,642 | 253,520 | 68,914 | 147,764 | 175,824 |
| Botley | 163,836 | 162,070 | 156,754 | 136,918 | 34,436 | 104,380 | 125,444 |

[5] ORR Station Entries & Exist

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Chandlers Ford | 230,174 | 220,262 | 207,192 | 164,990 | 38,800 | 94,656 | 128,806 |
| Woolston | 162,586 | 154,960 | 148,444 | 137,158 | 37,128 | 91,822 | 104,868 |
| Netley | 105,740 | 97,892 | 91,130 | 88,108 | 25,292 | 64,764 | 73,804 |
| Bursledon | 60,092 | 54,012 | 60,754 | 62,040 | 16,768 | 47,822 | 54,750 |
| Hamble | 114,982 | 108,194 | 111,232 | 95,384 | 39,496 | 72,282 | 80,268 |
| Sholing | 116,240 | 104,066 | 109,134 | 101,626 | 35,736 | 73,474 | 86,890 |
| Bitterne | 89,798 | 95,832 | 85,280 | 75,634 | 19,646 | 55,388 | 65,298 |
| Swaythling | 132,288 | 125,950 | 116,106 | 93,266 | 23,694 | 57,640 | 63,280 |
| Redbridge | 43,148 | 42,586 | 43,996 | 39,500 | 11,984 | 27,416 | 28,894 |
| Millbrook | 40,170 | 36,826 | 39,474 | 33,162 | 10,822 | 20,988 | 25,426 |

**Table A2-5 Railway Station Usage in Southampton**

# 3 Sources of Demand

## 3.1 Mode Share & Travel Patterns

From the 2021 Census, Southampton was above the England and South East averages for bus mode share for travel to work with 6.6%[6] (8.9% of all employed) of those travelling to work in Southampton being made by bus (Figure A2-4).

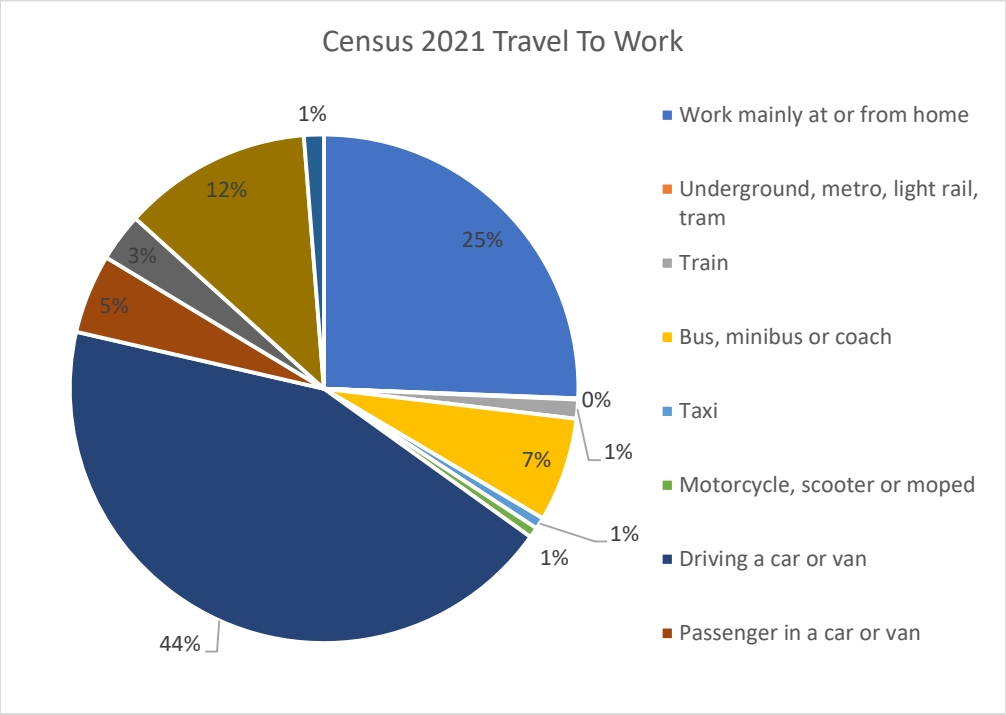



**Figure A2-4 – Southampton Modal Split Travel to Work[7]**

The mode share for bus compares to cities such as Bristol, Plymouth and Leicester, however, it is lower than cities such as Oxford, Brighton, Nottingham and Reading. The pandemic has altered travel patterns with a greater proportion of the workforce working from home resulting in bus travel being down compared to 2011.

| Authority | Bus | Work from Home | Driving |
|---|---|---|---|
| **Southampton** | **6.6%** | **25.6%** | **43.7%** |
| Nottingham | 11.8% | 25.5% | 38.9% |
| Leicester | 7.0% | 19.1% | 43.4% |
| Bristol | 6.1% | 38.6% | 33.1% |
| Portsmouth | 5.1% | 29.6% | 47.9% |
| Brighton | 7.1% | 42.7% | 25.1% |
| Plymouth | 6.3% | 21.2% | 51.2% |
| Oxford | 8.9% | 38.8% | 23.4% |
| Reading | 7.4% | 39.3% | 31.4% |
| Exeter | 4.8% | 30.6% | 37.2% |

**Table A2-1 – Method of Travel to Work Census 2021[8]**

[6] 2021 Census Method Travel to Work – this covers people travelling to work, pandemic related conditions may affect this

[7] 2021 Census Travel to Work, for all responses, Census 2021 was at a time of change and restrictions

[8] 2021 Census Method of Travel to Work

Of those travelling to work in 2021 (i.e. those not working from home/furloughed), 80% of people were travelling less than 10km to work. 27% would be less than 2km and 33% between 2km and 5km – distances covered by bus travel.

Southampton has strong cross boundary travel flows as shown, with as many people living in the city and travelling out for work, as coming into the city for work. Based on transport modelling undertaken with the Solent Sub-Regional Transport Model, the strongest travel flows are between Southampton and Eastleigh – with 24,000 2-way flows daily[9] – 7% of those journeys are by bus. With 60% of commuting trips less than 3 miles, there is scope for a greater proportion of these journeys to be made by bus and sustainable modes rather than by car.

Each morning over 25,400 people travelled into the City Centre on all corridors and through Southampton Central Station. 61% of people travelled in a car, 18% by bus, 2% by cycling, 3.2% by motorcycle, ferry and rail, and 12% walking[10].

The impact is shown in Table 1.2. Of the main corridors, buses carry the most people on the Shirley Road corridor (59%) and a high proportion across the Itchen Bridge.

| | All People | | In Vehicles | | By Bus | | By Active Travel | |
|---|---|---|---|---|---|---|---|---|
| | 2019 | 2023 | 2019 | 2023 | 2019 | 2023 | 2019 | 2023 |
| Mountbatten Way | 4,918 | 4,103 | 99% | 98% | >1% | 1% | >1% | >1% |
| Shirley Road | 3,322 | 2,783 | 37% | 31% | 55% | 62% | 8% | 7% |
| The Avenue | 2,906 | 2,807 | 75% | 73% | 19% | 24% | 6% | 3% |
| Bevois Valley | 1,250 | 1,702 | 79% | 84% | 19% | 14% | 2% | 1% |
| Northam Bridge | 5,102 | 4,166 | 84% | 89% | 15% | 10% | >1% | >1% |
| Itchen Bridge | 3,517 | 3,969 | 66% | 72% | 30% | 25% | 4% | 3% |

**Table A2-2 – AM Peak Person Modal Split on main corridors into Southampton City Centre 2019 & 2023[11]**

## 3.2 Education

In Southampton there are a total of 76 schools - with 10 infants, 8 juniors, 37 primary, 12 secondary, 1 all-through, and 8 special/alternative provision schools.

The distribution of schools is even although there are more primary stage schools on the western side of the city where there is more population. Secondary schools are split evenly, although St Mark's All-Through school in Shirley means there are more on the western side. There is only 1 secondary school (St Anne's) servicing central Southampton – the area with the highest population density.

There are 5 further education (16+) colleges/sixth forms in Southampton – Itchen College, City College, Richard Taunton's College, Bitterne Park Sixth Form, and St Anne's Sixth Form. Itchen and Bitterne Park are the only further education providers in the east of the city. In the wider City Region there are colleges in Eastleigh (Barton Pevrill and Eastleigh), Hamble and Totton. All the Colleges provide bespoke bus transport as they have a wider catchment area than just Southampton. For example, Itchen College has bus services covering Eastleigh, Chandlers Ford, Southampton, Fareham-Gosport, Segensworth-Park Gate and other rural areas of Hampshire.

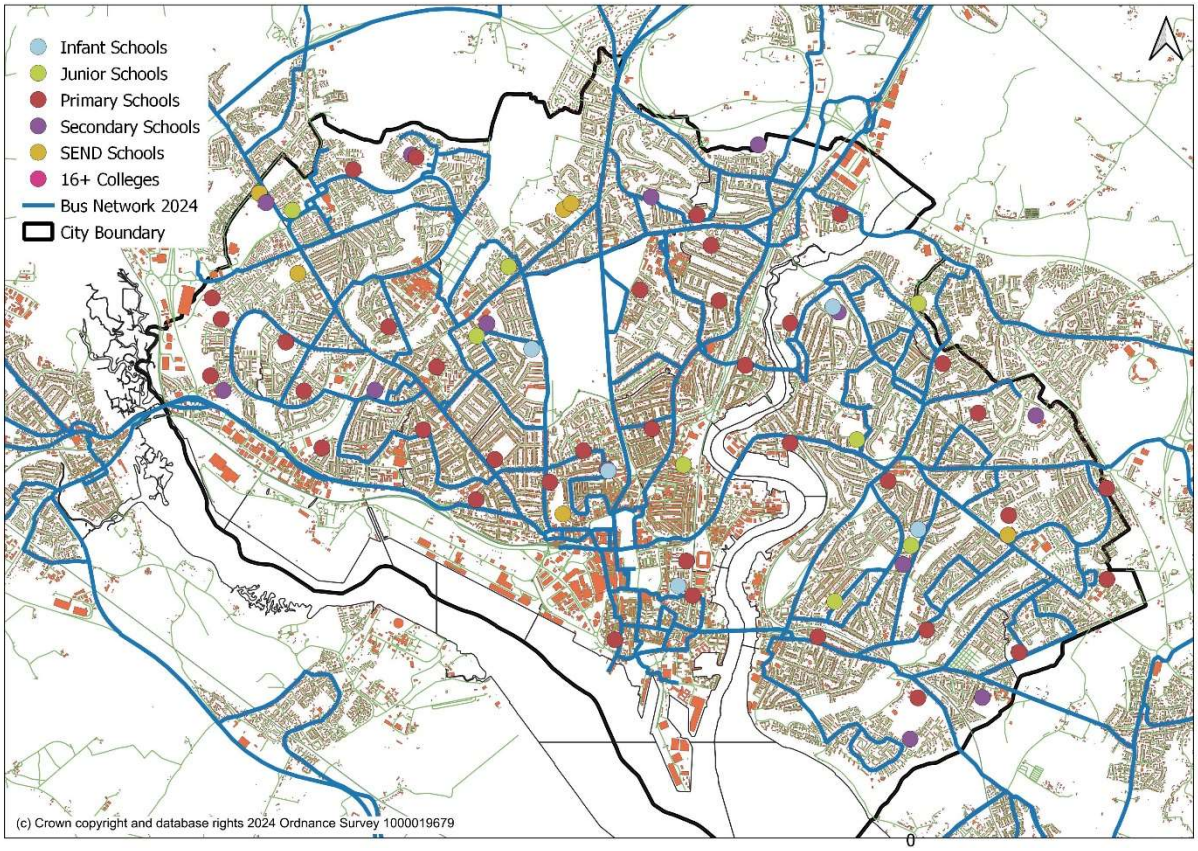
Bus operators offer discounted college bus travel for aged 16-19 which allows travel during term-time (including half-terms but not Christmas, Easter or Summer holidays). This provides an x% discount compared to tickets over the same period.

[9] 2011 Census Travel to Work origin & destination

[10] 2023 SCC AM Peak Modal Split Surveys

[11] 2021 SCC Modal Split Traffic Counts

Map A2-9 shows location of educational establishments and proximity to the bus network, and Table A2-6 shows how many are close to high frequency bus services.




**Map A2-9 Location of Education Establishments & Bus Network**

| Educational Level | Within 400m of a high frequency bus service |
|---|---|
| All-Through | 100% |
| 16+ Colleges | 60% |
| Secondary | 50% |
| Primary | 73% |
| Infant/Junior | 50% |

**Table A2-6 Educational Establishments and Bus Services**

When looking at the proximity of the schools to the highest frequency bus routes primary and secondary schools are not as well served – only half of secondary schools are close to a high frequency bus corridors – with Sholing Technology College, and Woodlands in eastern Southampton and Oasis Lordshill being on a half-hourly bus services (Bluestar 13 and 4 respectively) and Oasis Mayfield is close to 4 bus per hour X4/X5 in Sholing.

The All-Through school at St Mark's is on Shirley Road which is the highest frequency bus corridor in Southampton. Of the 16+ establishments 3 are close to bus routes around Bitterne Park, The Avenue and the City Centre, however the largest are either not served by bus (Richard Tauntons) or Itchen College is around 500m from Bursledon Road. As noted these have their own bus transport that brings students to the college itself.

## 3.3 Education Trip Generation

Working with the Colleges in Southampton the Council has an understanding of how students get to Richard Tauntons and Itchen Colleges. A high proportion of students come from within Southampton and generally split according to the side of the city the college is located. Itchen draws heavily from the eastern wards and central area, and Richard

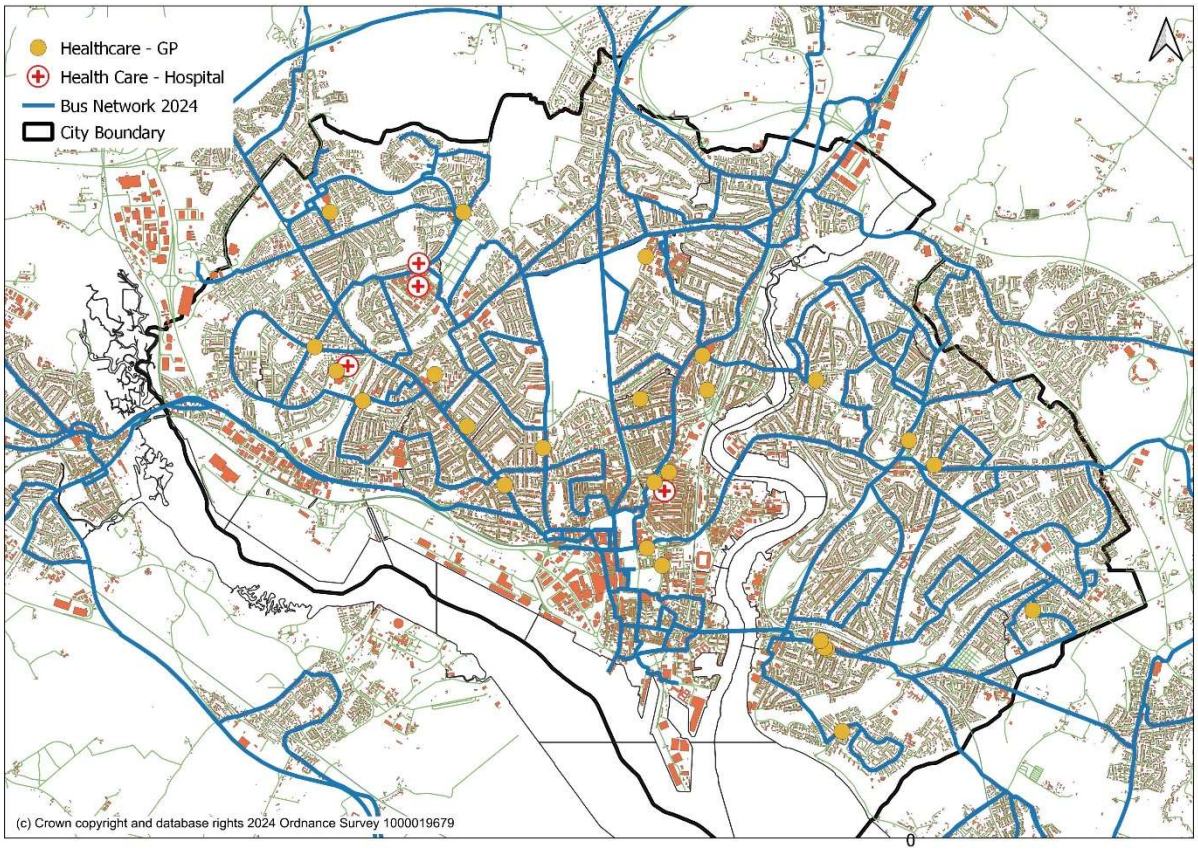
Tauntons' intake is from western and central areas. Itchen also has intake from surrounding area through its dedicated network of bus services.

There is a high level of student travel from Southampton to colleges in Eastleigh as well.

## 3.4 Health

In Southampton there are four NHS hospitals offering a range of clinical and healthcare services.

- The Royal South Hants with urgent treatment centre, close to the City Centre,
- Western Community Hospital in Millbrook,
- Princess Anne (maternity) in Coxford, and
- The main University Hospital Southampton (also known as the General Hospital) with A&E, teaching, specialist cancer, neuroscience, oncology, pathology and cardiology services and other treatment in Coxford – adjacent to the Princess Anne.




**Map A2-10 Health Care Facilities & Bus Network**

The Western Community Hospital is not directly served by a high-frequency bus route – the nearest high frequency bus stops are 500m away. There are 25 GP surgeries in Southampton, most of which are close to a frequent bus route. Those that aren't are distant from a high frequency route in St Denys, Hill Lane or parts of Millbrook.

## 3.5 Major Employment Centres

Southampton is a major employment, retail, healthcare, education and cultural centre with Southampton ranked within the top 10% cities for 'good growth'[12].

[12] Good Growth for Cities: Unlocking the potential of our cities (pwc.co.uk)

The coastal geography has helped to shape Southampton's economy with the water providing the prosperity through the Port. But it also constrains the economy and how people move about.

The Rivers Itchen and Test form barriers to people's common journeys, which presents a significant barrier between the east and west of the city. The River Itchen is only crossed by six road bridges – one of which is the M27 and another a narrow listed structure, meaning there are only four suitable bridges for buses. The width of the River Test estuary has supported the development of the Port, but it means that travel from Totton and the Waterside to the west of Southampton is funnelled across one bridge – A35 Redbridge Causeway.

Following the deindustrialisation of Southampton and its growth in the second half of the 20th Century, this has led to a dispersed residential and workplace geography. Post-war local authority housing estates were created in the City Centre or on the outskirts and further suburban development in Bitterne, and outside of Southampton in Eastleigh, Hedge End and Chandlers Ford. The development of the M3, M27 and M271 opened access to these large tracts of new development primarily accessed by car. This has resulted in newer employment centres being out of the city as shown in Figure A2-3.

The largest concentration of employment is in the City Centre there has been a growth in mixed use developments with the retail sector leading through the opening of West Quay, which has attracted up to 16m visitors a year.

Outside of the City Centre the predominant concentrations of employment activity are west of the Itchen in the Northam, Millbrook, Highfield (University), Shirley (Hospital), Swaythling (Mountpark), and Test Lane-Adanac Park (cross boundary) areas. The east of the city is predominantly residential with the largest employment concentration in Woolston around Hazel Road and Marine Employment Quarter.

The largest single employers in the city are the Port of Southampton, University of Southampton, Solent University and Universities Hospital Southampton NHS Foundation Trust.

| | |
|---|---|
| **The Port of Southampton is the UK's 5th largest[13] - employing 15,000 people locally. Part of Solent Freeport.**<br><br>**Contributes £2.5 billion to UK economy and welcomes 1.847m people on cruises annually to its five cruise terminals.**<br><br>**Over 31.3mt of cargo in 4,074 vessel movements – 2.1m containers and 900,000 vehicles, and 5m ferry passengers to the Isle of Wight.** | **Southampton Airport handled 444,000 passengers in 2022[14] flying to 17 destinations in UK and Europe.**<br><br>**Contributes £160m to UK economy.**<br><br>**Linked to City Centre, University of Southampton and Portswood via U1 bus**<br><br>**1.079m[15] people use Southampton Airport Parkway station.** |

[13] UK maritime statistics: interactive dashboard (dft.gov.uk) 2022

[14] avi0102.ods (live.com)

[15] table-1410-passenger-entries-and-exits-and-interchanges-by-station.ods (live.com)

| | |
|---|---|
| University Hospitals Southampton NHS Trust provide health care services to **1.9m** people living in Southampton and south Hampshire, plus specialist services to **3.7m** people across southern England & Channel Islands<br><br>Major centre for teaching & research.<br><br>Staff of **13,000** treating around **160,000** inpatients, **650,000** outpatients annually.<br><br>Served by **5** bus routes | The Universities of Southampton and Solent provide **35,000** students and **8,000** employees.<br><br>Includes research locations at Southampton Science Park and UHS' main campus.<br><br>University of Southampton owns the UniLink bus brand |

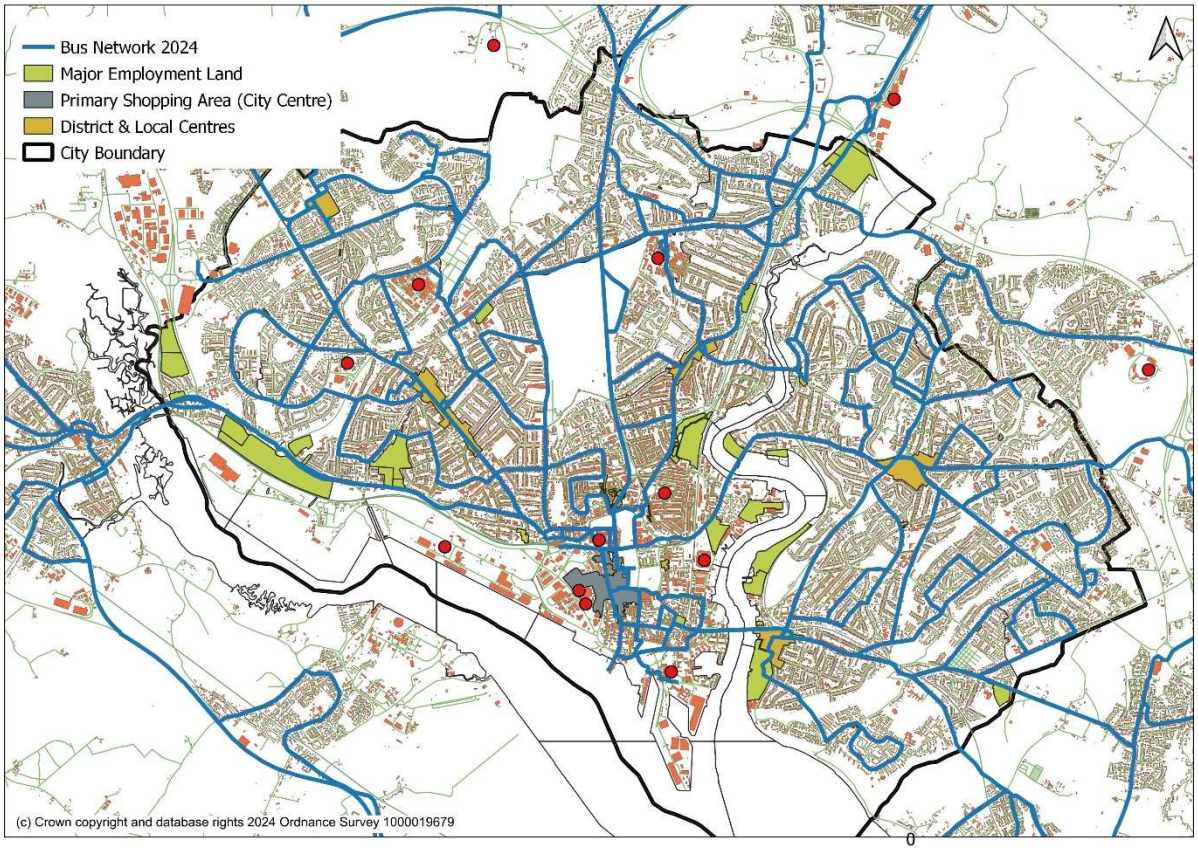



**Figure A2-11 Employment Areas and Bus Network**

## 3.6 Future Development - Strategic Sites

Southampton has some bold ambitions for future sustainable economic growth as set out in Figure A2-12.

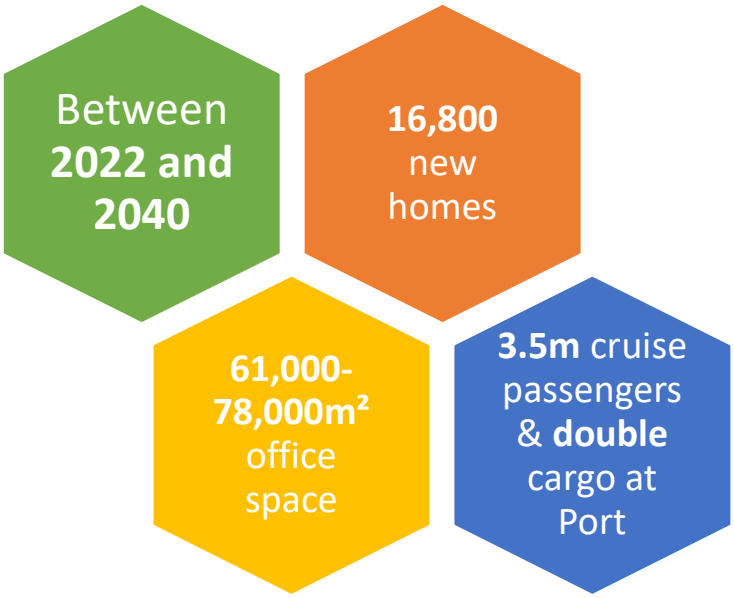



**Figure A2-12 – Forecasted growth in development in Southampton[16] (Draft City Vision 2040)**

In addition to the forecasted housing and job growth within the city, a further 23,000 homes are planned for delivery across the wider City Region.

A draft City Vision (Local Plan for Southampton) detailing out how the housing and office space will be delivered in period up to 2040.

The Port of Southampton is planning to double its throughput by 2035 and could be handling 3.46m people on cruises, over 3m containers, 1.8m vehicle exports, and 2.6m tonnes of bulk cargo.

Figure A2-12 outlines the strategic housing sites in Southampton as set out in the emerging City Vision. All the sites benefit from being close to the existing bus network with the exception of the LeisureWorld and wider World-Class Waterfront area along West Quay Road. This area does not have any bus service as it is currently predominantly low-density employment or retail. As the area regenerates over coming years it will become a focus for residential led mixed development allowing the public transport network to grow.

As part of the masterplanning and bus network planning major road changes are proposed to West Quay Road which would create a new public transport led spine improving accessibility to the area.

[16] Draft Plan with Options (southampton.gov.uk)

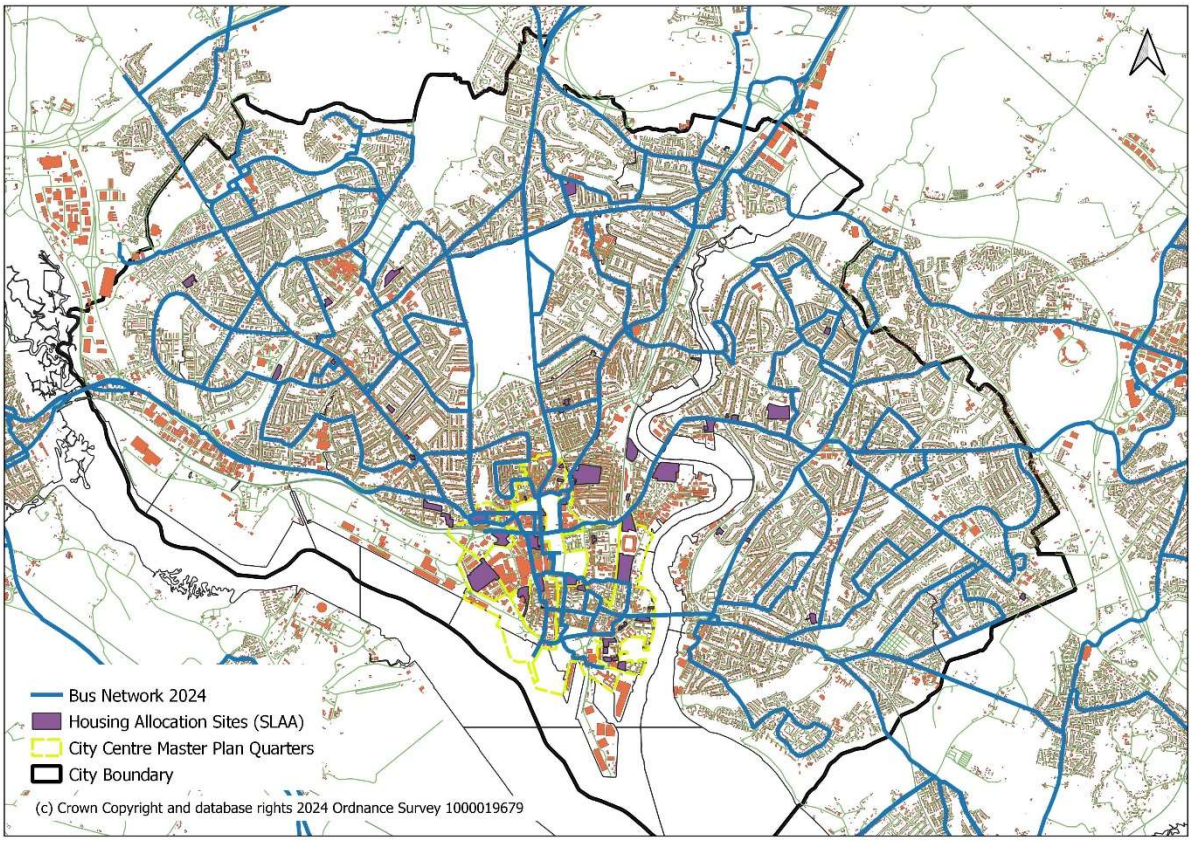



**Figure A2-12 Strategic Sites & Bus Network**

When combined, this growth could see an additional 74,000 people trips being made – 11% more than 2019 levels. To keep traffic levels at the same as today almost 40,000 of the additional trips will need to be made by public transport – primarily bus.

## 3.6 Origin destinations for journey to work

Census data has been used to understand work travel patterns in Southampton and the levels of people leaving or entering the city for work. This can be done a detailed level for the destinations in Southampton.

At the time of the 2021 Census there were significant disruptions to travel patterns due to the Covid-19 pandemic. Travel patterns since then have slowly emerged based on traffic data SCC is getting an understanding of daily patterns but there are differences across the week. Midweek days are busier than Mondays or Fridays and there is lesser distinct peak on in the morning. What is uncertain is the level of home working.

Data has been used from 2011 and 2021 Census excluding working from home to provide a picture of how people who were travelling to work travelled.

### 3.6.1 Journey to and from Southampton

Figure A2-13 show the level of in and out commuting from Southampton from 2011 Census for all modes of transport.

There are 41,977 people who commute into Southampton to work from outside of the city. The biggest flow is from Eastleigh Borough with 11,193 followed by New Forest (9,114) and Test Valley (4,827). This is not surprising given that these areas bound Southampton and the urban areas are almost contiguous. There is travel from further afield in the Solent area – Winchester, Fareham and Portsmouth local authority areas.

Out commuting from Southampton to work outside of the city follows similar patterns with Eastleigh Borough being the dominant destination. There are workplaces at Southampton

Airport, Southampton Science Park, Chandlers Ford (Chestnut Avenue), Hedge End and Hamble that are significant draws. Flows to New Forest are lower reflecting the smaller number of employment destinations there. Test Valley and Winchester are stronger. Over 1,300 people travelled to London.

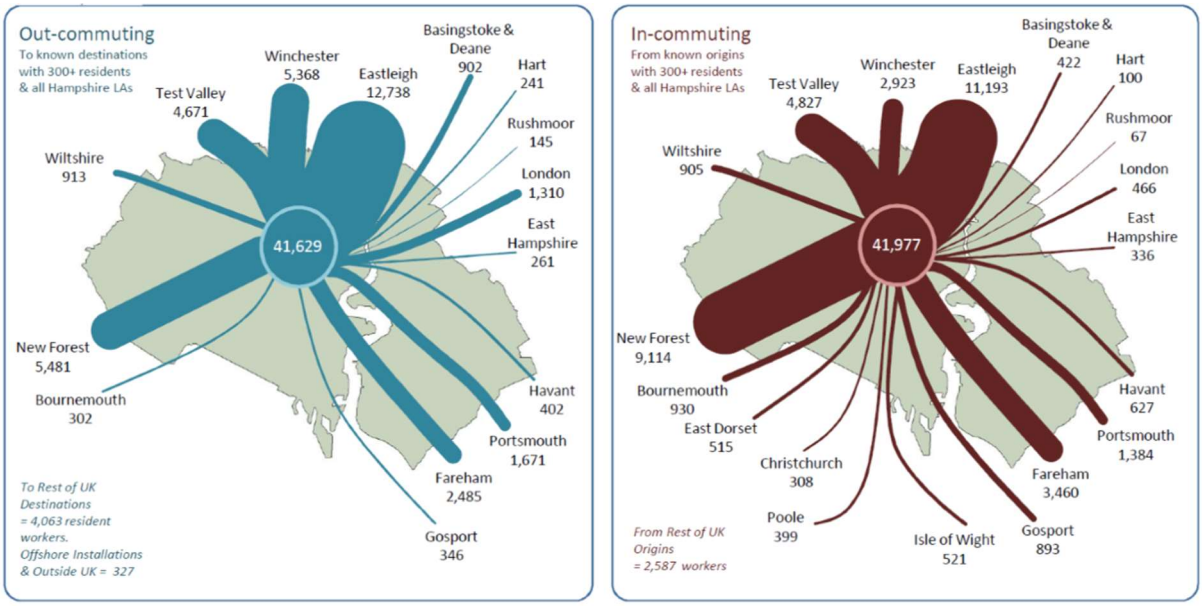



**Figure A2-13 In and Out Commuting from Southampton (2011 Census)**

When combined, the levels of commuting between Southampton and Eastleigh are the strongest inter-authority in the Solent with 83,606 movements to work.

Within Southampton itself, 53,597 people both live and work in the city. Overall just as many people commute into Southampton as commute out indicating that the city has poor levels of self-containment. The destinations of these commuters is in neighbouring local authorities indicating short length trips to work.

Of the in-commuters (2011) to Southampton bus mode share is 4.8%, whereas outcoming is 5.7% and within the city 14%. Places of origin with the strongest bus mode share include West End, Netley and Hythe.

For out-commuters (2011) from Southampton overall bus mode share is 5.7%. destinations with the strongest bus mode share include Waterside, southern Eastleigh town (including the Airport), central Chandlers Ford, Hedge End and Rownhams & Nursling. There is some high levels of bus travel to Portsmouth.

The highest flows for people working in the City Centre travelling bus from within Southampton come from Shirley-Lordshill (1,441), Woolston (1,227) and Sholing (2,049) areas. From outside Southampton the highest flows are from Eastleigh (330), New Forest (228) and Test Valley (95).

### 3.6.2 Destinations within Southampton

This section looks at the destinations of people working in Southampton – whether they be travelling into the city or within it.

There are 96,800 people travelling into and within Southampton for work, with the largest destination for workers being the City Centre – covering the retail core including West Quay, Retail Parks and Above Bar Street, office space around Central Station, and the Eastern Docks, followed by the University Hospital Southampton campus, and the A33 Corridor which contains the Port's Western Docks and Millbrook Industrial Estates.

| Location | Total | Train | Bus | Car | Passenger | Bicycle | On foot |
|---|---|---|---|---|---|---|---|

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| University of Southampton | 5,832 | 85 | 361 | 2,428 | 192 | 604 | 1,477 |
| University Hospital Southampton | 11,174 | 56 | 939 | 5,949 | 516 | 502 | 2,257 |
| A33 Corridor (Port & Millbrook) | 9,747 | 137 | 417 | 6,381 | 449 | 470 | 898 |
| Southampton City Centre | 42,501 | 1,746 | 5,899 | 19,141 | 2,257 | 1,875 | 6,903 |
| West Southampton (other) | 14,384 | 172 | 928 | 8,307 | 675 | 615 | 2,337 |
| East Southampton (other) | 11,850 | 130 | 868 | 7,107 | 677 | 353 | 1,872 |
| Total | **95,488** | **2,326** | **9,412** | **49,313** | **4,766** | **4,419** | **15,744** |

**Table A2-7 Number of Workers arriving in Southampton by Destination (all modes)**

When looking at those travelling by bus there were 9,412 trips into Southampton. The distribution of trips is similar to all modes with the greatest number in the City Centre followed by the University Hospital Southampton campus. However, the proportion of workers travelling by bus to the Port area is lower than the main University of Southampton campus.

### 3.6.3 Work shift and end times

Not all of the employment areas of Southampton work the traditional '9am-5pm' pattern – a shift further changed by the Covid-19 pandemic. In improving the bus network it would be useful to understand start and end of shift time, where areas operate longer or 24 hours as a way of increasing patronage. This can then be mapped against current bus service start and finish times.

- University of Southampton – generally 08:00-18:00,
- West Quay and retail & leisure parks – the retail element of West Quay operates between 08:30 and 20:00, West Quay South is leisure orientated and open until 23:00,
- University Hospital Southampton – operates 3 shifts across the day for clinical staff with non-clinical and consultant staff working core hours,
- Port of Southampton – this depends on the area of work, the Port operators 24/7 and has different travel arrangements depending on the area – cruise workers tend to work 04:00/06:30-15:00/17:30 depending on the vessel calls, and
- Millbrook, Northam & Woolston Industrial Estates – generally 07:30 to 16:00.

### 3.6.4 Summary of Origins & Destinations

This section has outlined how people travel into and out of Southampton for work and where the main concentrations of employment is within Southampton. There is as many people travelling into Southampton for work as commuting out of the city for work. The biggest catchment areas in Eastleigh and New Forest are well served by bus, however Hedge End is not and remains an area poorly served by bus.

The patterns of development over time has resulted in a concentration of employment locations along the M27 and M3 corridors which are in locations that are not conducive to bus services. Within the city the main employment locations – City Centre, Port, University, Hospital and Millbrook Industrial Estates - are served by frequent bus services but maybe not across the whole day with some areas having shift working.

For the most part, the majority of locations in Southampton with the highest number of workers travelling to them, such as City Centre or Hospital, have regular bus services providing access to them. There is limited connectivity to locations close to the M27 such as Hedge End or Chandlers Ford with limited potential for bus travel.

# 4 Air Quality & Climate Change

Southampton experiences high levels of air pollution in certain parts of the city. The pollutants of greatest concern in the city are Nitrogen Dioxide ($NO_2$) and Particulate Matter (PM). 6.1% of deaths in the city are contributed to by concentrations of PM2.5, higher than the average England value of 5.8%[17]. The majority of $NO_2$ comes from road transport while PM is mostly from domestic fuel burning and industry.

SCC were one of the first five local authorities required by central government to assess whether a charging Clean Air Zone was required to achieve compliance with the annual air quality limit for Nitrogen Dioxide ($NO_2$). While a charging zone was not found to be necessary, central government issued The Council with a Ministerial Direction to deliver a Local $NO_2$ Plan – a programme of non-charging measure which aimed to help mitigate the risk of non-compliance, largely by using incentives and disincentives to improve technology in taxi, bus, and freight sectors.

Early measures under The Local $NO_2$ Plan included the Clean Bus Retrofit Scheme which effectively secured Euro VI compliance across Southampton's operational buses. The Council continue to work closely with the Joint Air Quality Unit to ensure that The Plan has ensured compliance with the limit value.

Analysis shows that Greenhouse Gases (GHG) in Southampton has decreased by 50% since 2005 largely as a combination of increasingly decarbonised electricity, economic change, and gradual adoption of more efficient buildings, vehicles and businesses. With full decarbonisation and other factors Southampton's baseline of GHG emissions will fall by a further 26% by 2050. Currently, 29% of Southampton's emissions come from the transport sector, by 2050 is its predicted to be 33% without any intervention.

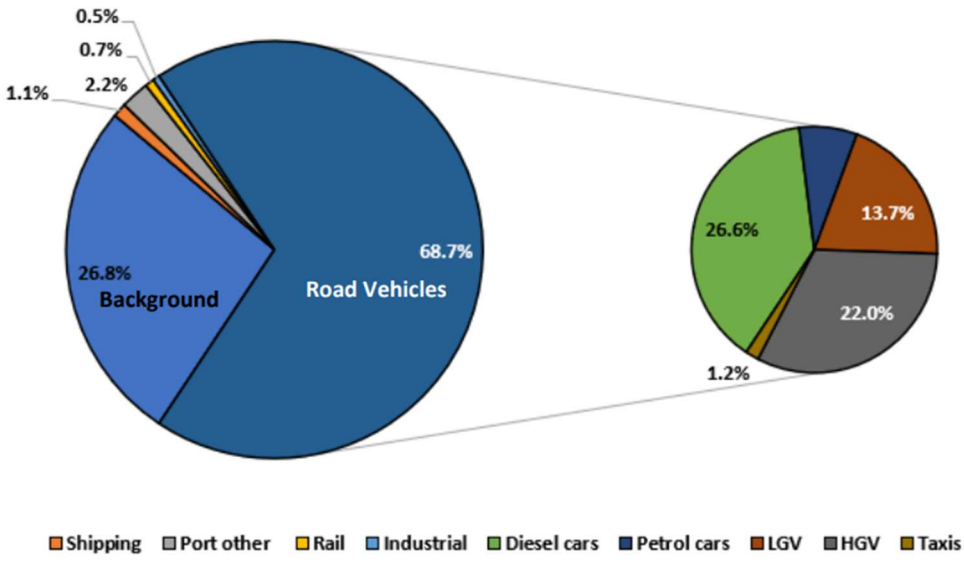



**Figure A2-14 NOx contribution by source (average of all sites where source apportionment took place)**

In addition, the Council has declared 10 Air Quality Management Areas through the Local Air Quality Management Framework for exceedances of the annual average air quality objective for Nitrogen Dioxide. While The Council have been able to monitor steady improvements in air quality in the city since air quality management began, The Council are committed to

[17] Public health profiles - OHID (phe.org.uk)

realising continued improvement in the city's air quality. As such, an update to The Council's Air Quality Action Plan was adopted in 2023 and the Council is seeking to revoke some AQMAs where compliance has been reached.

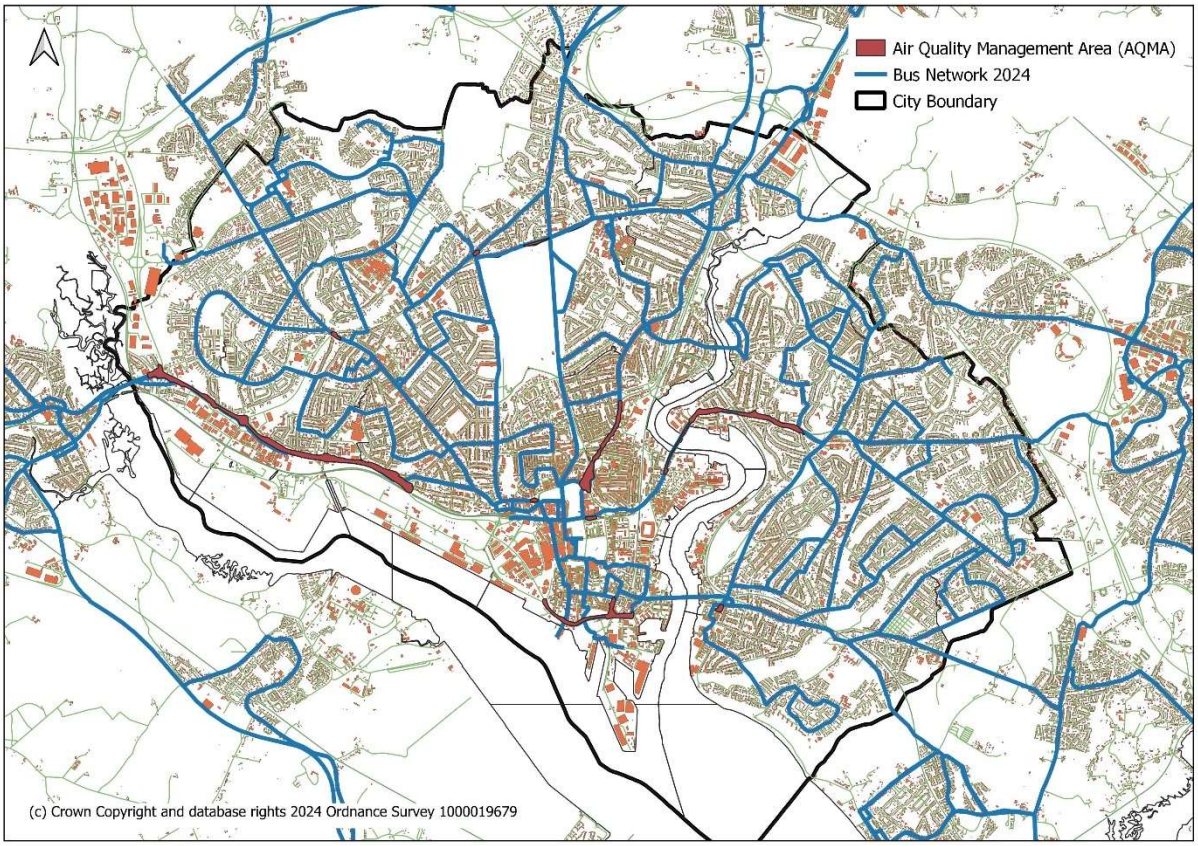



**Figure A2-14 AQMAs and Bus Network**

The Plan will set out the Council's approach to managing air quality over the next five years and includes a commitment to bus priority and adherence to Euro VI standards in the recognition that a consistent, timely, easy to use and clean bus service is a primary way to reduce private vehicle dependency and improve air quality.

Further decarbonisation of the transport sector with more walking and cycling, enhanced public transport, electric and more fuel efficient vehicles will reduce the proportion of GHG emissions. Options include zero emission electric buses with a decarbonised source to tank approach.

# 5 Current Bus Network

## 5.1 Bus Routes & Frequencies

### 5.1.1 Pre-Covid (January 2020)

Figure A2-15 shows Southampton's bus network in January 2020 that were operating the AM peak at the time. This allows for a comparison with the bus network before and after the Covid-19 pandemic.

In January 2020 Southampton's bus network was radial with high frequency services on these corridors and with limited services of less than one bus per hour during the AM peak – serving West End Road, Upper Shirley, Midanbury and Lordswood.

There were 38 bus routes serving Southampton, this includes longer-distance services to Lymington (Bluestar 6), Salisbury (X7/X7R), Fareham-Gosport & Portsmouth (X4/X5) and Bishops Waltham (X10).

The majority of the network operated commercially by two operators - Go South Coast (through its Uni-Link and Bluestar brands) and First Hampshire & Dorset (through its CityRed and Solent Rangers brands). Other services were provided by smaller operator Xelabus who did mostly SCC supported services serving Bitterne, Upper Shirley, Freemantle, Midanbury and Lordswood where services were not commercial.

Services on the radial corridors were frequent with buses operating at 10 minute or better frequencies. Where multiple frequent services combined the corridor frequency mirrored London with Shirley and Itchen corridors have 20-30 buses per hour in each direction. This was a result of the competition between the bus operators which increased frequency and resulted in lower fares for passengers.

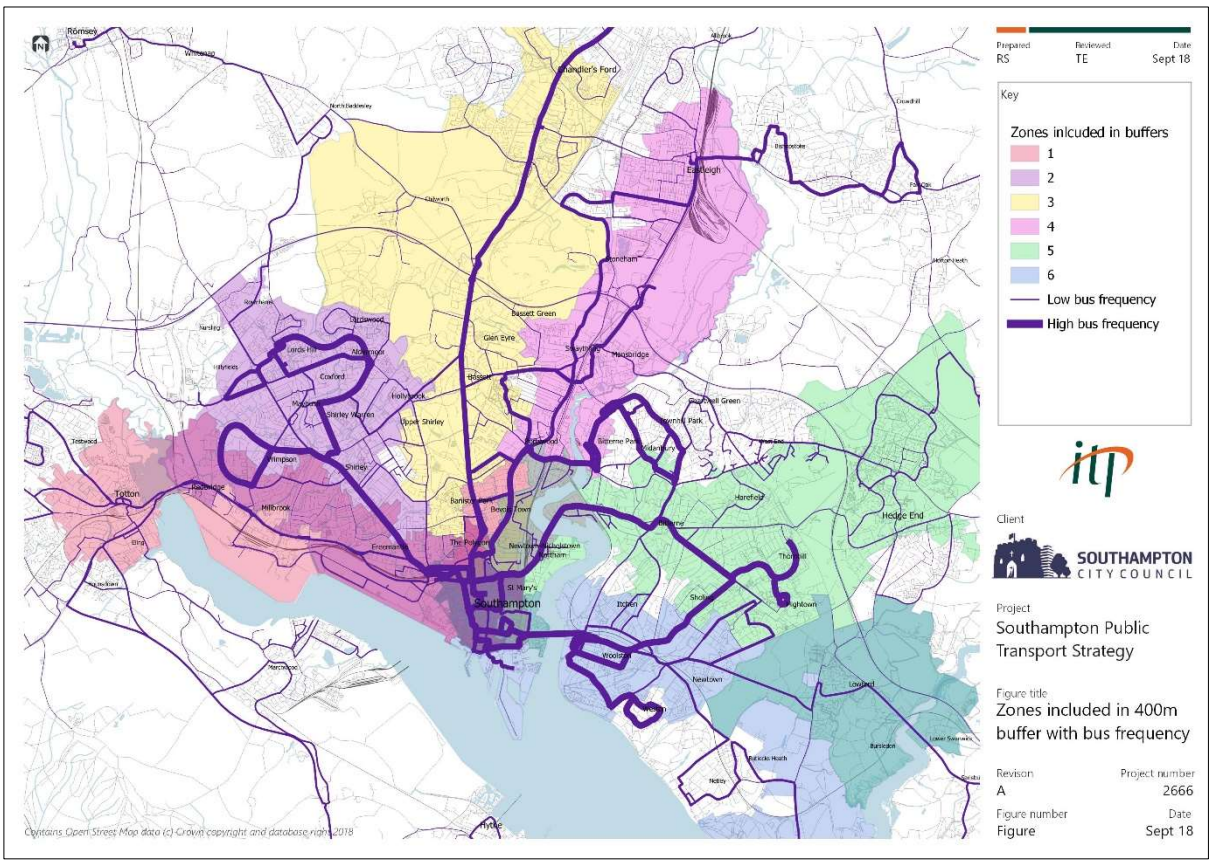



**Figure A2-15 Southampton Bus Network & Frequency January 2020**

Figure A2-16 shows which corridors and routes were operated by the two main companies, and those run by Xelabus as the third small operator. The Uni-Link services were focused on the University of Southampton as a hub and Bluestar operated on every corridor from the City Centre. First were focused on a route to Totton, services from Millbrook and Lordshill via Shirley to Weston and Thornhill, and a disparate network on the eastern side radiating from Woolston and Bitterne to suburban estates.

Xelabus operated 2 inter-urban services to Bishops Waltham and from Hedge End to Eastleigh via West End and Mansbridge.

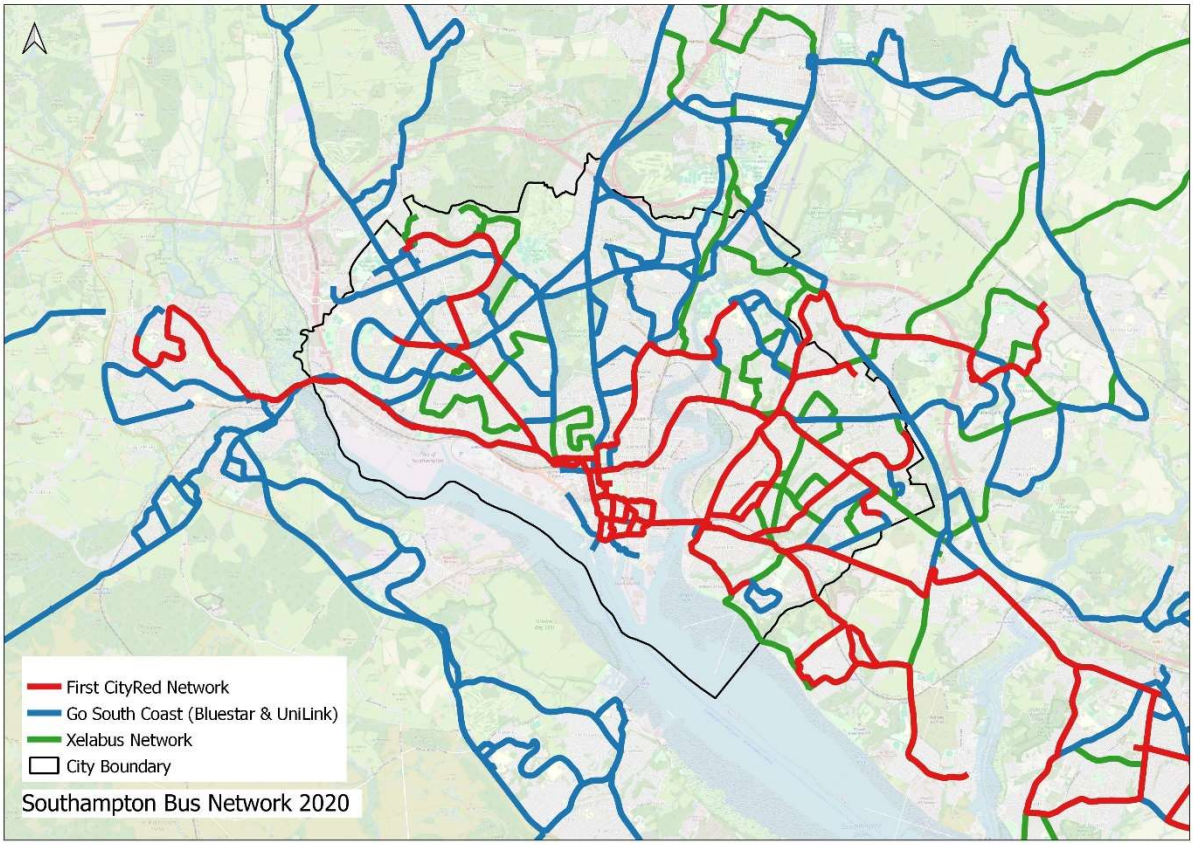



**Figure A2-16 Southampton Bus Operators January 2020**

### 5.1.2 Present Bus Network (June 2024)

Southampton's bus network as of June 2024, including all bus services that operate as of April 2024 is shown in Figure A2-17.

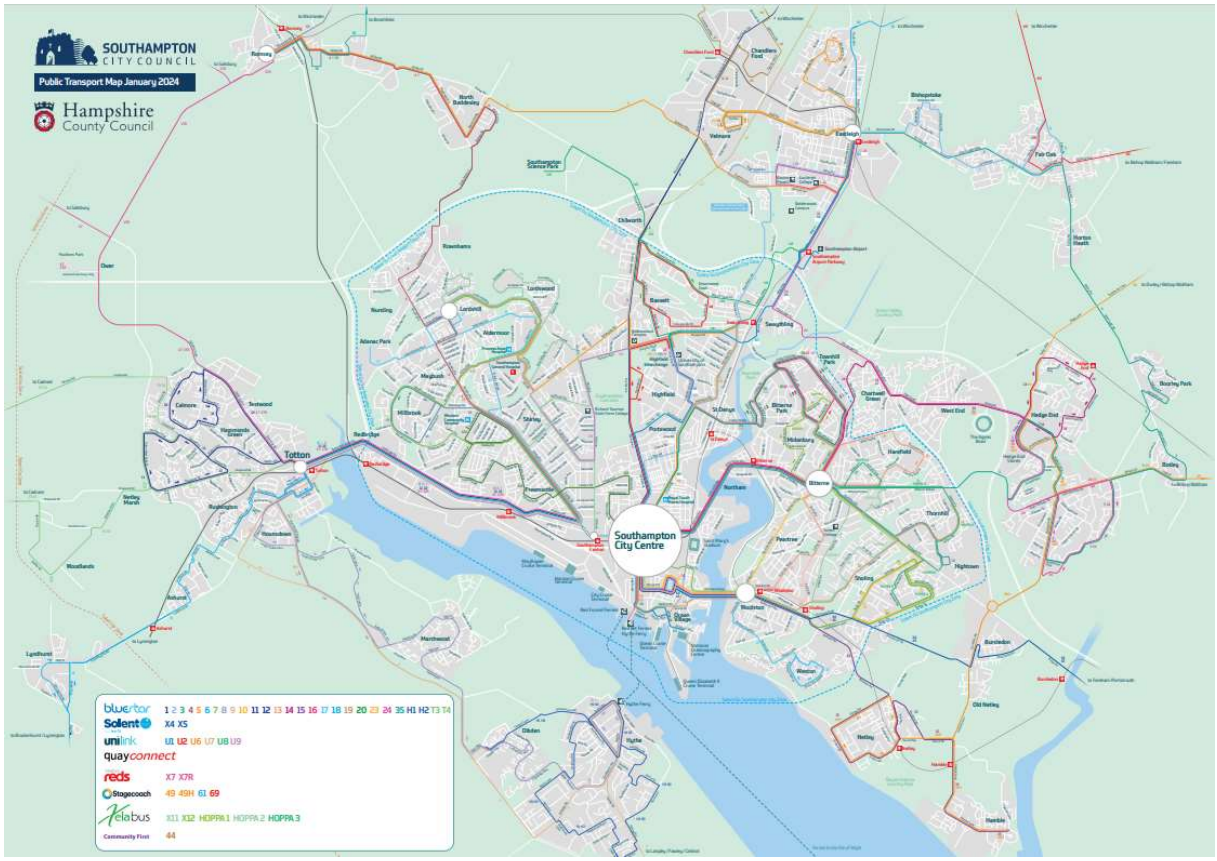



**Figure A2-17 Southampton's Bus Network (April 2024)**

The bus network remains based on a hub and spoke network centred on the City Centre remains with local intra-urban routes linking suburbs with District Centres then to the City Centre, and inter-urban routes that connects Southampton to surrounding towns and villages in Hampshire.

There are 32 bus services in Southampton with most routes operated by Go South Coast (GSC) through their subsidiary brands Bluestar, Uni-Link, Salisbury Reds and QuayConnect operating 27 bus routes - 80% of Southampton's bus services.

Network Description

Of the bus services 71% terminate in the City Centre, and there are four high frequency cross-city services from east and west enabling connectivity. This has created a largely radial pattern with high volumes of buses on those corridors and very little linkage between them. This does mean people are funnelled into the City Centre to either continue their journey on the same service, change to another, or interchange with rail or ferry.

Most parts of Southampton benefit from frequent services to and from the city centre but there are also good services to places like the University Hospital Southampton, the universities, District Centres, and surrounding towns and villages in Hampshire. The District Centres of Shirley, Portswood, Woolston and Bitterne act as nodes for the bus network, with both local city routes and inter-urban routes serving these centres before branching off to serve suburbs or into the wider City Region. This means that these centres are well served and support local people in accessing the goods and services there, maintaining them as thriving local hubs.

The geography of Southampton means that there are a limited number of radial corridors for traffic and bus services to use. This also does not support reliable cross-city services as routes between east and west are funnelled across the River Itchen and no ability for routes

to go to the south. There are only three suitable bridges (Itchen, Northam and Cobden) that buses can use.

This results in 4 cross-city bus services connecting Millbrook, the Hospital and Shirley with Bitterne-Thornhill and Woolston-Weston respectively. Combined with traffic using these crossings, congestion and its knock-on effect on bus reliability, there are no other cross-city bus services beyond these. For example, with no direct connections between Bitterne or Townhill Park and the Hospital or Woolston and the University a change needs to be made in the City Centre.

This radial nature of the bus network means that closer to the City Centre multiple services combine on certain road corridors creating very high frequency sections of bus network. These are generally from District Centres and generate a turn up and go service along main corridors while serving the main housing areas.

However, there are areas of Southampton that do not have such a good bus service, for example parts of Sholing, Lordshill North, Lordswood, Freemantle, and Upper Shirley. These have hourly or less frequencies, or are served once or twice a day.

The Unilink network is slightly different and is focused on the University of Southampton's main Highfield campus with all services calling there. This reflects its primary role as a service for students and staff of the University, but services are open to all users.

The network for each operator is described here.

Go South Coast

Across their four brands, GSC operate 27 services – 87% of all the services.

- Bluestar – 20 intra and inter urbans services to Millbrook, Lordshill, Shirley, Portswood, Townhill Park, Bitterne, Harefield, Thornhill Park, Weston and Woolston; and to Totton, the Waterside (Marchwood, Hythe, Fawley), Lymington, Chandlers Ford, Winchester, Romsey, Eastleigh, Fair Oak, Hamble, and Hedge End;
- UniLink – 6 services to University of Southampton, University halls of residence, Southampton Airport, National Oceanography Centre, Portswood, Swaythling, University Hospital Southampton and Winchester – these are all open to students (via their halls fees) and the public;
- Quayconnect – 1 service between Southampton Central Station and Town Quay for the Isle of Wight RedJet service; and
- Salisbury Reds – 1 service to Salisbury.


**Figure A2-18 GSC's Southampton City Network**


**Figure A2-19 GSC Wider Southampton Focused Network**

First Solent

First Solent they only operate 1 service – 3% of services in the city with their network shown in Figure A2-19.

The service is:

- X4/X5 from Southampton to Portsmouth via Fareham.

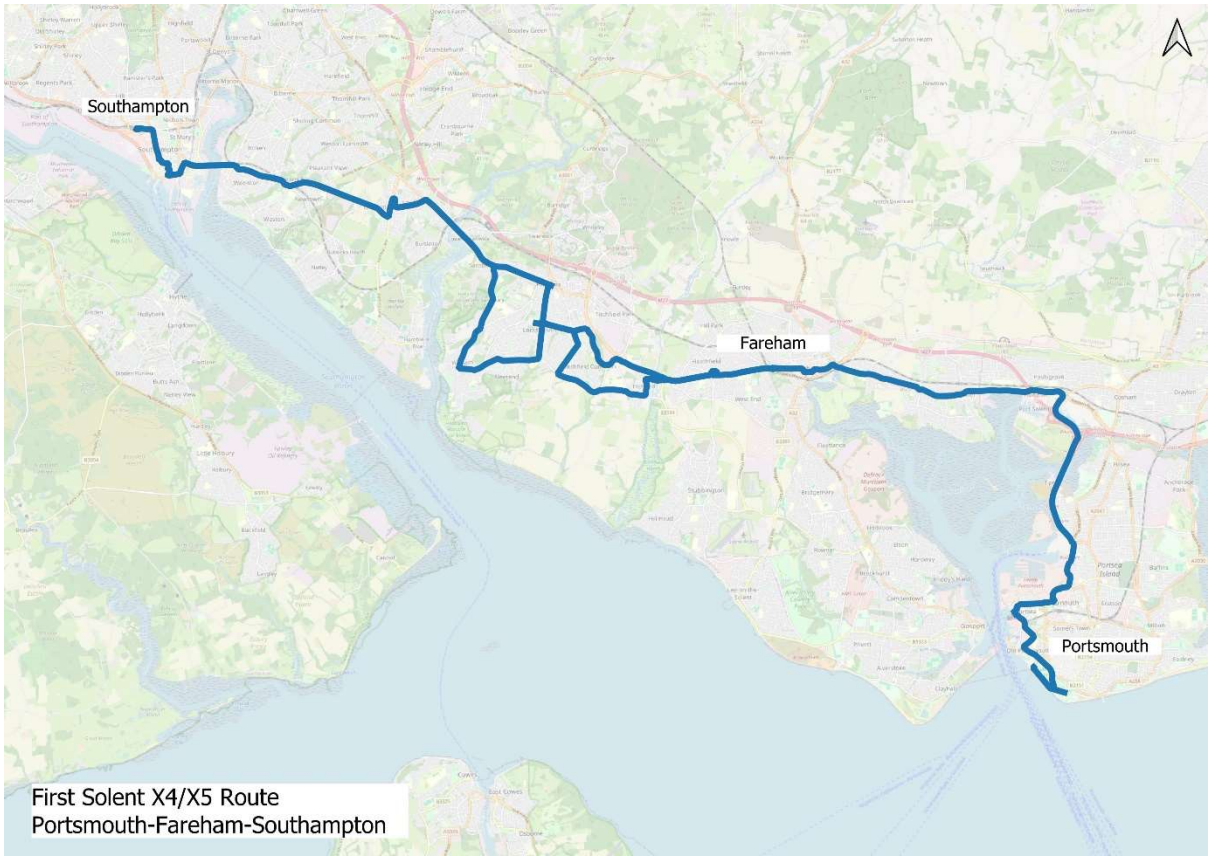



**Figure A2-20 First Solent Routes to Southampton**

Xelabus

Xelabus runs 3 routes which are either contracted or supported services and are the smallest operator in Southampton with 10% of the bus services but carry less than 1% of the annual patronage. All the services operated by Xelabus in Southampton are supported by SCC as socially necessary services in areas that are not served by commercial services.

- X11 – City-Lordshill via Shirley,
- X12 – City-Shirley via Freemantle, and
- Bitterne Hoppas – 3 services linking surrounding areas to Bitterne District Centre.

Xelabus also operate some college bus contracts for Itchen College.

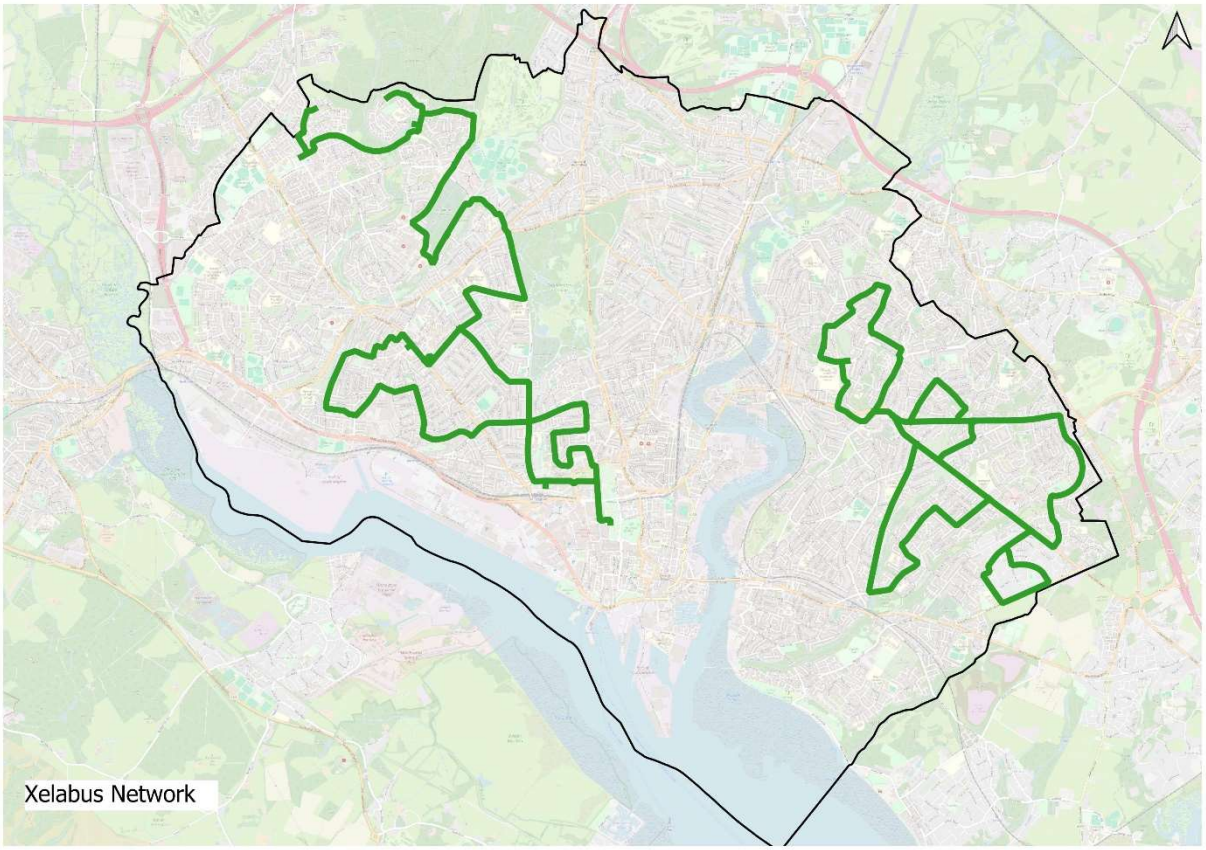



**Figure A2-21 Xelabus Routes in Southampton**

Overall Network Frequencies

The frequencies of the bus network across the week and weekends are shown in Table A2-9.

| Service | Route | Departures from Southampton | | 2024 Frequency (bus per hour) | | | Operator |
|---|---|---|---|---|---|---|---|
| | | First Bus | Last Bus | Mon-Sat | Evening (after 1900) | Sunday | |
| Quayconnect | Central Station-Town Quay | 0637 | 1827 | 1 | - | 1 | Bluestar |
| 1 | Southampton-Winchester | 0515 | 0010 | 3 | 2 | 2 | Bluestar |
| N1 (Fri & Sat) | Southampton-Winchester | 0110 | 0410 | - | 1 | - | Bluestar |
| 2 | Southampton-Eastleigh-Fair Oak | 0530 | 0020 | 4 | 2 | 2 | Bluestar |
| 3 | Southampton-Hedge End-Eastleigh | 0625 | 2010 | 1 | Limited | 6jnys | Bluestar |
| 4 | Southampton-Romsey | 0615 | 2325 | 2 | 1 | 1 | Bluestar |
| 6 | Southampton-Lymington | 0900 | 1855 | 1 | - | 2hrly | Bluestar |
| 7 | Lordshill-City Centre-Sholing | 0607 | 2245 | 2 | Limited | 1 | Bluestar |
| 8 | Southampton-Hythe | 0625 | 1840 | 1 | - | 5jnys | Bluestar |
| 9 | Southampton-Hythe & Fawley | 0650 | 2315 | 2 | 1 | 2 | Bluestar |
| 10 | City Centre-Sholing | 0650 | 1820 | 1 | - | - | Bluestar |
| 11 | Southampton-West Totton | 0725 | 2155 | 3 | Limited | 1 | Bluestar |
| 12 | Southampton-Calmore | 0555 | 2325 | 2 | 1 | 1 | Bluestar |
| 13 | City Centre-Harefield | 0632 | 2315 | 2 | Limited | 1 | Bluestar |
| 14 | Southampton-Hedge End | 0550 | 2130 | 2 | Limited | 1 | Bluestar |
| 15 | Southampton-Hamble | 0535 | 2110 | 2 | Limited | 1 | Bluestar |
| 16 | City Centre-Townhill Park | 0535 | 2325 | 4 | 2 | 2 | Bluestar |
| 17 | Weston-City Centre-Adanac Park | 0455 | 0042 | 6 | 2 | 4 | Bluestar |
| 18 | Millbrook-City Centre-Thornhill | 0515 | 0010 | 6 | 3 | 4 | Bluestar |
| 19 | Thornhill-City Centre-Shirley-Lordshill | 0459 | 2322 | 4 | 3 | 3 | Bluestar |
| 20 | City Centre-Townhill Park | 0550 | 0005 | 4 | 2 | 2 | Bluestar |
| 24 | Eastleigh-Mansbridge-Hedge End | 0610 | 1740 | 1 | - | - | Bluestar |
| U1A/C/E | City Centre/NOC-University-Airport/Eastleigh | 0515 | 0038 | 7/8 | 4 | 4 | UniLink |
| U1N | City Centre-University-Eastleigh | 0105 | 0320 | - | 4jnys | - | UniLink |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| U2 | City Centre-University-Bassett | 0640 | 0007 | 5 | 3 | 3 | UniLink |
| U6 | Central Station-University-UHS | 0607 | 2345 | 4 | 2 | 1 | UniLink |
| U7 | University of Southampton-Winchester (Term Time only) | 0700 | 1810 | 6/day | - | - | UniLink |
| U8 | University of Southampton-Airport Parkway-Southampton Science Park (Term Time only) | 0625 | 1815 | 1 | - | - | UniLink |
| U9 | Townhill Park-University-UHS | 0650 | 0650 | 1/day | - | - | UniLink |
| X4/X5 | Southampton-Fareham-Portsmouth/Gosport | 0814 | 1824 | 4 | - | 2 | First Solent |
| X7/X7R | Southampton-Salisbury (X7R via Romsey) | 0910 | 1810 | 1 | - | - | Salisbury Reds |
| Bitterne Hoppas | 1 – Bitterne-Midanbury<br>2 – Bitterne-Sholing<br>3 – Bitterne-Thornhill-Sholing | 0923 | 1323 | 3jnys M, W & F | | | Xelabus |
| X11 | City Centre-Shirley-Lordshill | 0900 | 1400 | 6 per day | - | - | Xelabus |
| X12 | City Centre-Shirley | 0945 | 1345 | 4 per day (Tu & Th only) | - | - | Xelabus |

**Table A2-8 – Bus Service Frequencies in Southampton (April 2024)**

Frequencies change in the evening with most services decreasing their frequency from 1900. Some inter urban services stop operating from 1900 with most services stopping around 2230. After midnight only 1 service operates before ceasing around 0030.

There are two night buses - a Friday & Saturday time term time only U1N service between the City Centre, University of Southampton campuses and Eastleigh, and hourly Friday & Saturday night buses on Bluestar 1 between Southampton and Winchester.

Weekday frequencies are maintained on a Saturday; however Sunday and Bank Holidays operations have a reduced level of service with some services not operating at all. Those not operating on a Sunday are the supported services or the longer-distance inter urban. Frequencies are reduced with 42 buses per hour in the City Centre compared to at 77 during a weekday.

Figure 3.8 shows that frequent services connect Southampton to Chandlers Ford, Eastleigh and Fair Oak. Areas such as Totton & Waterside, Hedge End and Romsey have lower levels of frequency. The bus network also serves further afield to Winchester, Fareham, Gosport, Salisbury and Portsmouth.

There are some specifically branded services associated with specific routes or destinations. Quayconnect is a City Centre shuttle service between Southampton Central Station and Town Quay for the Isle of Wight RedJet passenger ferry from Cowes. This is timed to connect the half-hourly RedJet with the London Waterloo bound train and is contracted to Bluestar by Red Funnel.

Figure 3.9 shows the distribution of bus frequencies on the network in Southampton. The busiest road (outside of the city centre itself) is A3057 Shirley Road, which carries 66 buses per hour in the peak (two directions) between Romsey Road and Waterloo Road – accounting for 6.4% of all vehicles the road; one bus every 15 vehicles. South of Waterloo Road to Southampton Central Station this rises to 94 buses (both directions) with the addition of the services from Totton and the Waterside. Other notable roads for buses are the A3025 Itchen Toll Bridge (68 buses), A33 The Avenue (46 buses), Portswood Road-St Denys (44 buses), A3024 Northam Road (36 buses), and A33 Millbrook Road West (22 buses).

It also highlights the areas of Southampton with the lower levels of service between the corridors. For example, Harefield in eastern Southampton, where some parts are in top decile of most deprived areas in England, is served by 2 bus per hour that runs on a one-way loop. This means that those at the start of the loop have a longer journey to get to Bitterne and then the City Centre. There is also a considerable distance (1+ mile) to the higher frequency corridors or Bitterne District Centre.

### 5.1.3 Changes to the Bus Network (2020 to 2024)

Since 2020 there have been major changes to the bus network in Southampton, these are summarised in Table A2-8.

The bus network experienced a major network change in February 2023 when First Group removed all its City Red services from Southampton. This moved Southampton from a two operator model to one dominant operator through GSC. GSC took on all but 2 of City Red routes (CR1 and CR2 were not taken on as they repeated high frequency GSC routes). This meant that no part of Southampton would be lose a bus service and in some cases bus frequencies were increased.

First retain a presence through their First Solent service to Fareham-Portsmouth.

Further changes to the Xelabus routes meant that 3 further bus routes were withdrawn – X4 between Eastleigh and Hedge End, X10 to Bishops Waltham and X21 City Centre to Southampton Science Park. GSC took on one route between Hedge End and Eastleigh via West End and Mansbridge.

Additionally, the University of Southampton reviewed its UniLink network operation with GSC and added two additional routes between the University and Winchester and between Southampton Airport Parkway and Southampton Science Park.

| Withdrawn Service | Route | Replacement | Frequency |
|---|---|---|---|
| CityRed 1 | City-Totton - Calmore | None | N/A |
| CityRed 2 | Weston - Woolston-City-Shirley | None | N/A |
| CityRed 3 | Thornhill-City-Lordshill | Bluestar 19 | 4/hr Weekdays |
| CityRed 6 | City-Hamble | Bluestar 15 | Same |
| CityRed 7 | Townhill Park-City | Bluestar 20 | 4/hr Weekdays |
| CityRed 8 | City-Hedge End | Bluestar 14 | Same |
| CityRed 9 | City-Sholing | Bluestar 10 | Same |
| CityRed 13 | City-Harefield | Bluestar 13 | Half hourly Mon-Friday, more in evenings, Sunday service |
| X4 | Eastleigh-Mansbridge-Hedge End | Bluestar 24 | Same |
| X10 | Southampton-Bishops Waltham | None | N/A |
| X21 | City-Southampton Science Park | U7 (part – University-Science Park) | Hourly (Term Time) |

**Table A2-9 – Changes to Southampton's bus network**

As part of the University's evaluation of the UniLink fleet to best meet the needs of students, staff and the public new bus services were introduced in September 2023:

- New U7 service from University of Southampton to Winchester via M3 (term time only), and
- U8 Southampton Airport Parkway-University of Southampton-Southampton Science Park.

These provide connections from the University to its satellite Arts College in Winchester and between Southampton Airport Parkway station and Southampton Science Park. This provides a commuter connection from mainline station to both the University and the Science Park which is not conveniently served by the commercial bus network. The Science Park has lost a direct bus connection to the City Centre with the withdrawal of the X21 service.

## 5.2 Bus Fleet

Go South Coast

Go South Coast (GSC) are the dominant operator in Southampton, operating their Bluestar, UniLink, QuayConnect and Salisbury Red brands.

They operate 195 buses in a combination of single and double deck. Depots are in Southampton (the former First depot at Empress Road), Totton and Eastleigh.

All buses are either Euro VI or retrofitted Euro VI standard.



| Year of Reg | Euro4 to 6 | Euro 5 to 6 | Euro 6 |
|---|---|---|---|
| 2008 | 8 | | |
| 2009 | 22 | | |
| 2013 | | 31 | |
| 2014 | | 5 | |
| 2015 | | 3 | 7 |
| 2016 | | | 3 |
| 2017 | | | 23 |
| 2018 | | | 70 |
| 2019 | | | 7 |
| 2024 | | | 16 |
| | 30 | 39 | 126 |

**Table A2-9 – GSC Bus Fleet**

First Solent

First Solent currently operate 5 single decker from their Fareham depot into Southampton for the X4/X5. Portsmouth City Council and Hampshire County Council have secured additional DfT ZEBRA funding for zero-emission electric buses on the X4/X5 which launched in April 2024 in spring 2024.

| Total Bus | Double Deck | Single Deck | Euro VI Retro | Euro VI | Electric | WiFi | USB | Next Stop |
|---|---|---|---|---|---|---|---|---|
| 5 | 0 | 5 | 0 | 0 | 5 | 5 | 5 | 5 |

**Table A2-10 – Bus Fleet – First Solent**

Xelabus

They operate mostly single decker buses from a depot at Barton Park Industrial Estate in Eastleigh.

## 5.3 Bus Stops

As of April 2024, there are 1,060 bus stops in Southampton with provision at the bus stop varying from a simple flag and pole to shelters with real-time information, raised kerbs, seating and lighting.

Of these bus stops:

- 66% (650) have accessible raised kerbs,
- 43% (410) have shelters.

Bus stops are distributed evenly across Southampton meaning x% of residents are within 400m of a bus stop.

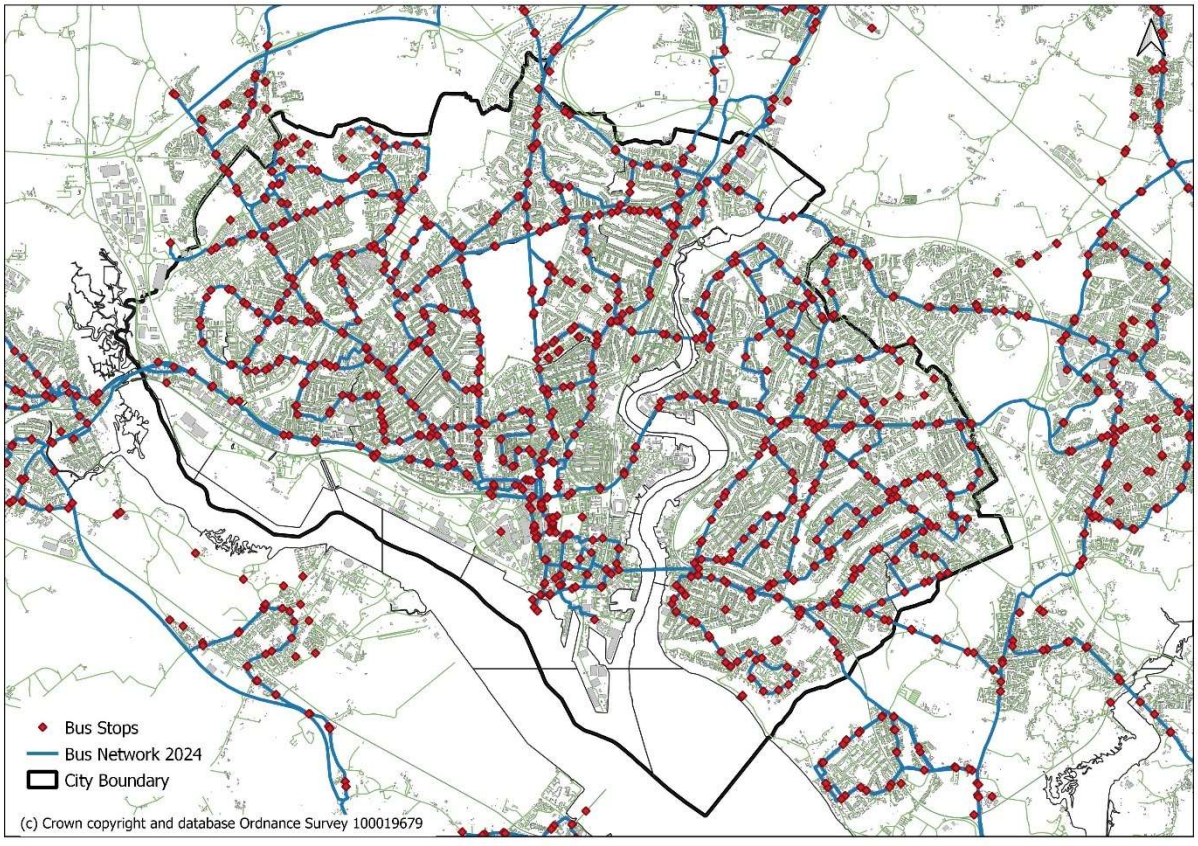



**Figure A2-22 Distribution of Bus Stops in Southampton**

There is a standard for bus stop design based on the Transport for London (TfL) guidance for bus stop design which is considered over and above national guidance. A local Southampton 'Basis of Design' has been developed for bus stops to set out a minimum standard of provision at bus stops.

Developed in 2012 the Legible Bus Network suite of measures seeks to provide a standardised set of bus stop infrastructure facilities – bus stop pole, flag and timetable case

which are provided by SCC.  Bus operators provide paper timetables and marketing information for the bus services that use the bus stop.


**Figure A2-23 Legible Bus Network Infrastructure – pole, flag and timetable case**

As part of the Legible Bus Network a new bespoke bus shelter was developed for Southampton.  These Bus shelters are provided through a contract with ClearChannel.

A trial of green bee-friendly roofs was implemented in 2021 at a small number of bus stops, including at Southampton Central Station.  The ambition is to roll these out to other stops such as Albion Place, Shirley and Portswood.

**Figure A2-24 – Green roof bus stop at Southampton Central Station**

SCC has an ongoing programme of renewing and upgrading bus stops to include accessible kerbs, lighting, security, and new high quality, high spec shelters that include information panels.

Bus Interchanges

The bus network is centred on the City Centre but there is no one single point such as a bus station for interchange between bus services.

The routing of the buses through the City Centre is complex as buses arrived from different corridors and each individual bus service follows a slightly different routing around the City Centre. This has a knock on effect on bus reliability and crowding in certain areas of the City centre. Buses are also affected by vehicles accessing car parks, service areas, loading and concentrations of people accessing the bus at busy stops.

The network has developed from a historic pattern developed as the City Centre was developed in the post-war period and in response to more recent retail developments. The disjointed approach to the City Centre routing leads to additional mileage for bus operations and confusion for attracting new bus users who won't be familiar with the network.

Services call at a series of bus stops located in clusters as shown in Figure A2-26.

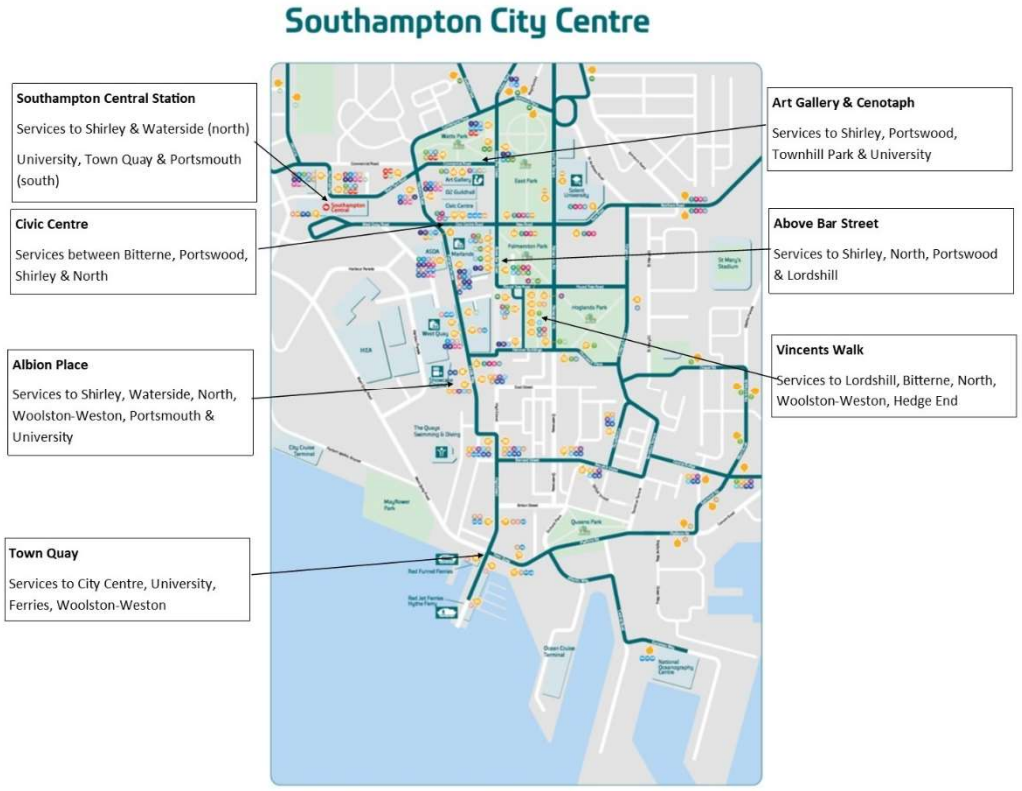



**Figure A2-26 - Location of City Centre Bus Stops**

The busiest clusters for passengers boarding, shown in Figure A2-27, are Albion Place (18%), Vincents Walk (17%), Above Bar Street (15%) and Civic Centre. Many of the stops are used for pick up and set down but stops in areas Albion Place and Vincents Walk are the key locations for terminating and layover of buses.

Albion Place is being upgraded to a purpose-built bus hub through TCF, due to complete in Autumn 2024. This replaces 2 surface level car parks in the heart of the City Centre with a facility that has 7 bus stops to enable terminating and through buses to operate. Adjacent will be a new urban park – the first in the City Centre for 100 years that provides a connection to the old Town Walls and extensive views towards the Docks.

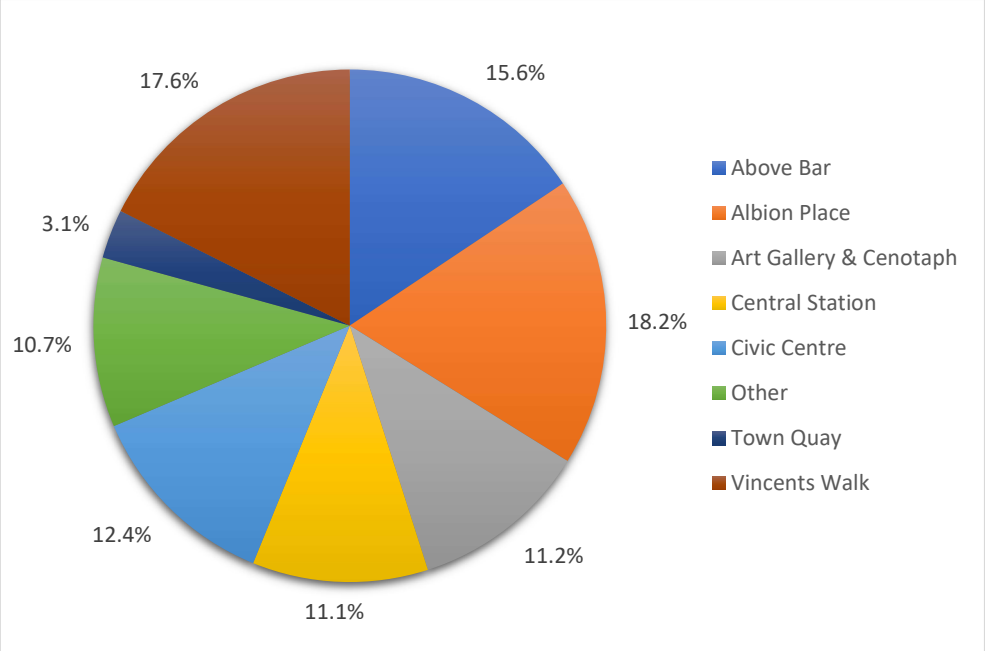



**Figure A2-27 Distribution of Bus Boardings in City Centre (2023)**

Southampton Central Station is the main intermodal interchange location between rail and bus and taxi (with micromobility services). Buses serve both sides of the station with the majority on the northern side going to Totton & Waterside, Shirley-Romsey and the University. The area around the northside was upgrade with new public realm and bus facilities in 2015.

On the southern side three services terminate – Quayconnect, U6 to University and X4/X5 to Fareham & Portsmouth. The south side was upgraded in 2024 with a new bus stop, passenger waiting facilities, public realm, taxi rank and parking part of the Southampton TCF Programme.

**Figure A2-28 Southampton Central Station (South side) Interchange**

There is a separate Coach Station on Western Esplanade approx. 350m east of Central Station but there is no interchange with local bus services.

The University's main Highfield Campus is the hub for the UniLink services and has interchange with National Express coach services.

Real Time Passenger Information (RTPI)

Real Time Passenger Information provides live bus travel information at 229 bus stops – these are 3-line displays.

In 2020 an initial trial of 6 new 'TFT' displays were introduced, with further phases to upgrade all RTI screens being rolled out in Harefield, Millbrook and Portswood.


**Figure A2-29 – Newer TFT-style RTI Screens Southampton City Centre**

Eight key interchange points have information totems (in the City Centre, Southampton Central Station and at the University's Highfield campus). Additionally, real time departure displays are in major buildings/employment hubs such as the Civic Centre, University Hospital and Town Quay.


**Figure A2-30 Multi-Modal Travel Information Totem, Above Bar Street**

Bus operators provide data in an electronic format that can be automatically uploaded to the system and feed GPS locations of buses to the system through their on-bus ticket machines.

## 5.4 Bus Fares

This section outlines the fares charged by the bus operators in Southampton as of April 2024.

The price point for a bus journey is a contributing factor in people's decision making around how they will travel. Fares on commercial bus services are set and determined by the bus operator.

All operators offer child fares at 60-65% of the adult fare. These are available for those aged 5-15. At 16 the fare increases to the full adult fare. This can be a significant increase for those either still in education or not in employment.

For those travelling to college there are some products available that provide discounted college bus travel on public buses. Bluestar, UniLink and Xelabus provide offers ticket options for academic terms and years. These operate aged 16-19 and cover travel to further education colleges during term-time.

The fares for each operator are set out in Tables A2-11 to A2-14.

| Passenger Type | Fare Zone | Ticket Type | Purchasing Method | |
|---|---|---|---|---|
| | | | App/Online | On Bus |
| Adult | Southampton Zone | Single | £2.00 | £2.00 |
| | | Return | £4.00 | £4.00 |
| | | Dayrider | £4.00 | £4.20 |
| | | 7 Days | £14.00 | |
| | | 30 days | £52.00 | £53.00 |
| | | 90 days | £140.00 | |
| | | Annual | £480.00 | |

| | | | | |
|---|---|---|---|---|
| | | Bundle of 5 | £18.00 | |
| | | Bundle of 10 | £33.50 | |
| | | Bundle of 20 | £70.00 | |
| | | Multi-Trip Single Tickets – 12 Trips | £17.50 | |
| | | Multi-Trip Single Tickets – 24 Trips | £33.50 | |
| | | Multi-Trip Single Tickets – 36 Trips | £48.50 | |
| | Southampton Plus | Single | £2.00 | £2.00 |
| | | Return | £4.00 | £4.00 |
| | | Dayrider | £6.90 | £7.00 |
| | | 7 Days | £21.00 | |
| | | 30 days | £75.00 | |
| | | 90 days | £182.00 | |
| | | Annual | £610.00 | |
| | | Bundle of 5 | £33.00 | |
| | | Bundle of 10 | £65.00 | |
| | | Bundle of 20 | £128.00 | |
| | Bluestar & UniLink Network Zone | Day | £9.60 | £9.70 |
| | | Bluestar & Unilink Network Zone Bundle of 5 | £45.00 | |
| | | Bluestar & Unilink Network Bundle of 10 | £88.00 | |
| | | Bluestar & Unilink Network Bundle of 20 | £174.00 | |
| | Network Explorer | Day | £10.50 | £10.50 |
| | | 7 days | £31.00 | |
| | | 30 days | £119.00 | |
| | | 90 days | £275.00 | |
| | | Annual | £900.00 | |
| Child (5-15yrs) | Southampton Zone | Single | | |
| | | Return | | |
| | | Day | £3.40 | £3.40 |
| | | 7-day | £11.00 | £11.50 |
| | Southampton Plus Zone | Single | | |
| | | Return | | |
| | | Day | £5.50 | £5.50 |
| | | 7 days | £17.50 | £17.00 |
| | Bluestar & Unilink Zone | Day | £7.20 | £7.20 |
| | | 7 days | £20.00 | £19.50 |
| | Network Explorer | Single | | |
| | | Return | | |
| | | Day | £7.00 | £7.00 |
| | | 7-days | £26.00 | £25.50 |
| Group (up to 5) | Southampton Zone | Day | £8.50 | £8.50 |
| | Southampton Plus Zone | Day | £18.00 | £18.00 |
| | Network Explorer Zone | Day | £28.00 | £28.00 |

**Table A2-11 Table of Fares – Go South Coast (Bluestar, Unilink, Salisbury Reds)**

Go South Coast operate a zone system for their tickets, the network zones are below, and shown in Figure A2-27.

- Southampton Zone – covering Southampton City broadly within the boundary of the M271, M27, Southampton Airport and eastern city boundary,
- Southampton Plus zone – extending to Totton, Chandlers Ford, Eastleigh, Hedge End, and Hamble;
- Bluestar Network Zone – the whole Bluestar operating area
- Network Explorer – including operations in Bournemouth-Christchurch-Poole and Salisbury.

| Passenger Type | Fare Zone | Ticket Type | Purchasing Method | |
|---|---|---|---|---|
| | | | App/Online | On Bus |
| Adult | Hampshire | Single | £2.00 | £2.00 |
| | | Return | £4.00 | £4.00 |
| | | Day | £7.80 | £7.80 |
| | | Night | | £4.00 |
| | | 7 Days | £27.00 | £27.00 |
| | | Monthly | £100.00 | £100.00 |
| Child (5-15yrs) | | Single | | |
| | | Return | | |
| | | Day | | £5.00 |
| | | Week | £17.00 | £18.00 |
| Group (up to 5) | | Day | £16.00 | £16.00 |

**Table A2-12 Table of Fares – First Solent**

| Passenger Type | Ticket Type | On Bus |
|---|---|---|
| Adult | Single | £2.00 |
| | Return | £4.00 |
| Child (5-15yrs) | Single | £1.50 |
| | Return | |

**Table A2-13 Table of Fares – Xelabus**

At the time of writing both GSC and First Solent are participating in the Government's Cost of Living promotional £2 single fare in England - this started in February 2023 and currently due to run to December 2024. This has had limited impact in Southampton where single fares were £2 and a return is less than £4 (price of two promotional singles) and a Day ticket is £4. It has benefited passengers on routes coming into Southampton from outside of the city where single fares would have been substantially more.

Fares in Southampton are competitive when compared to other cities, as shown in Table 3.12, and Southampton has some of the cheapest day and weekly fares in the UK. The history of competition and innovation between the main operators, along with an overarching multi-modal ticket offer has resulted in cheaper fares and supported patronage growth. Although prices have increased in past 2 years they are still below national averages.

| Location | Operator | Adult | Child |
|---|---|---|---|
| Southampton | Bluestar | £14.00 | £11.00 |
| Portsmouth | First Solent | £19.00 | £14.00 |
| Bournemouth | Morebus | £18.50 | £15.50 |
| Bristol | First | £23.50 | £11.80 |
| Plymouth | Plymouth Bus | £24.00 | £18.00 |
| Brighton | Brighton & Hove Bus | £25.00 | £12.40 |
| Reading | Reading Buses | £17.00 | £13.00 |
| Leicester | Aviva Buses | £20.00 | £15.00 |
| Coventry | National Express WM | £17.00 | £8.50 |
| Guildford | Stagecoach | £16.00 | £12.00 |

| | | | |
|---|---|---|---|
| York | First York | £18.00 | £8.75 |

**Table A2-14 Weekly Ticket Comparison**

Table A2-14 shows comparable weekly fares from other cities, indicating Southampton's remain among the cheapest in the UK. The weekly ticket offer is second cheapest on offer– Guildford was lowest at £7, and the daily tickets are on average 49% lower than the South East and 35% lower than the England averages[18].

There is a perception that fares are high, this is often from people who don't use the bus. A SCC Survey indicated that 35% of respondents, both bus and non-bus users, were satisfied and very satisfied with the cost of travelling by bus, and 33% were dissatisfied and very dissatisfied. Among bus users there is high levels of satisfaction with the value for money of buses – Bluestar at 72%[19]. 41% of those satisfied with the value for money feel that the cost of the bus against other modes of transport is good.

As part of their university halls fees, first year students at the University of Southampton get travel on all UnilLink services included. All University students and staff get reduced price bus travel via the app.

Payment Methods

All buses offer contactless payments via card and mobile(m)-ticket. M-tickets have increased in usage and are available via the individual operators apps and websites. There is a variety of products on sale – direct debit, daily, weekly and monthly. These are at a discount to the turn up fares.

Since 2022, all buses in Southampton are fitted with ''Tap & Cap' or 'Tap On, Tap Off' (TOTO) fares. These are capped at the day rate for the ticket and permit multiple journeys on and off an operator's buses. The facilities have been funded via the Southampton TCF Programme.

## 5.5 Solent Go - Multi-Operator Ticket

Solent Go is a range of multi-modal multi-operator tickets and fare products, and at its launch in 2013 was the first offer outside of an Integrated Transport Authority (ITA). It succeeded the Solent Travelcard, launched in 2004, which was a paper ticket covering a single Solent region zone – including all of Portsmouth, Southampton and the parts of Hampshire between and around them.

With funding through the Local Sustainable Transport Fund (LSTF) Solent Travelcard was expanded and converted into SolentGo. The initiative was expanded to offer smartcard ticketing, additional travel zones and product durations, and included several ferry operators.

Solent Go currently covers the mainland part of the Solent region of Southampton, Portsmouth and Hampshire and the zone boundaries are shown in Figure A2-31.

[18] TAS Partnership National Fares Survey 2019

[19] Transport Focus National Bus Survey 2019

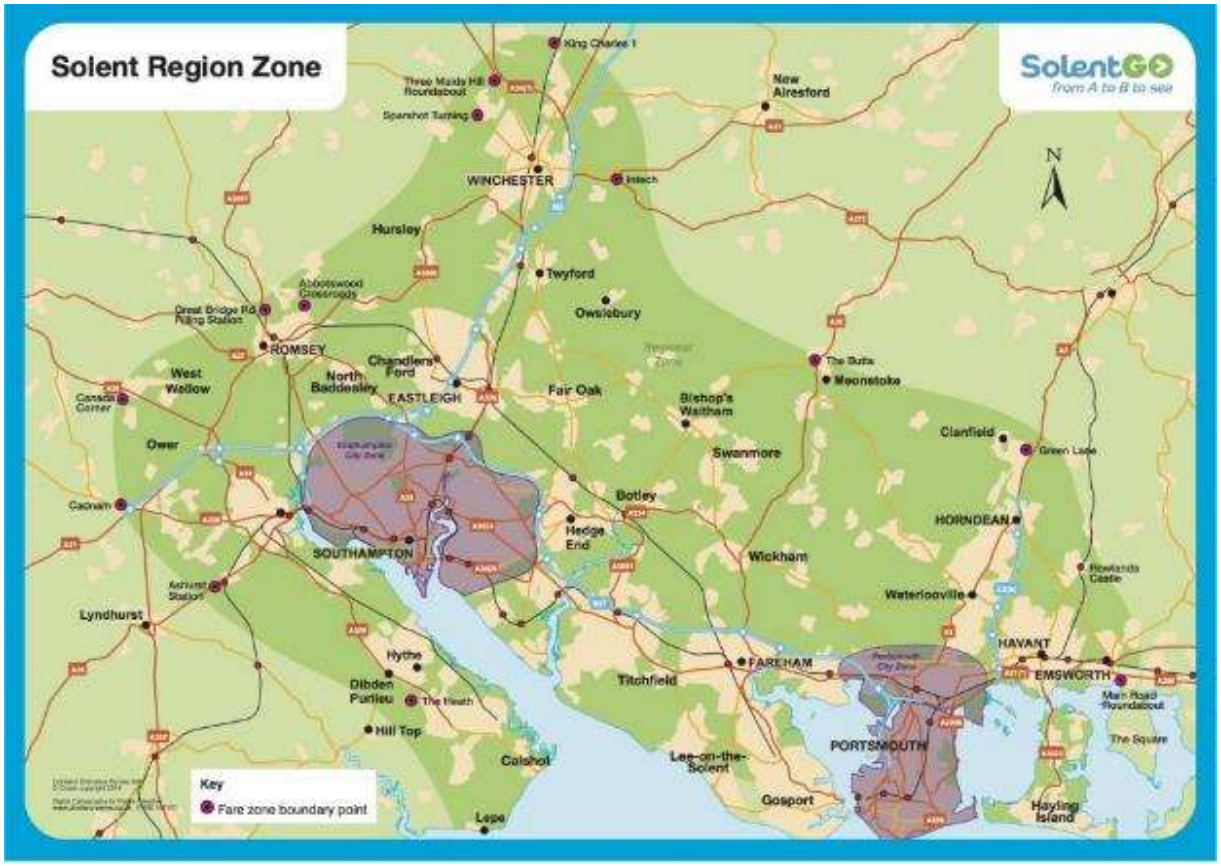



**Figure A2-31 – SolentGo Fare Zone Boundaries**

Bus products can be used on all operators' buses within the zone it is valid.

Tickets can be purchased and used via several media options:

- As a paper ticket bought from the bus driver,
- Via an ITSO smartcard – brought via SolentGo website and credit is loaded to card via on-bus ticket readers and card readers at Gosport & Hythe ferry terminals,
- SolentGo app (Android only) to add products to smartcards,
- Bus operator travel offices, and
- Bus operators' own apps (First Bus, Bluestar and Stagecoach).

Not all tickets are available via all ticketing methods, some tickets are only available as smartcard products.

There is currently no interoperability with the rail network – as part of the 2018 South Western Rail Franchise it was intended that Solent Go was integrated and has not been so yet. This has contributed to it having a much reduced or limited take up on bus.

There is no child fare available on Solent Go.

The fare and ticket structure is shown in Table A2-15.

| Zone | Duration | Price | Ticketing methods | | |
|---|---|---|---|---|---|
| | | | Paper | Smartcard | Apps |
| Solent Region Zone | 1 day | £9 | Y | Y | Y |
| | 5 non-consecutive days (Carnet) | £43 | N | Y | Y(1) |
| | 7 days (weekly) | £33 | Y | Y | Y |
| | 28 days (monthly) | £110 | N | Y | Y (2) |
| | 13 weeks (quarterly) | £308 | N | Y | N |
| Southampton City Zone | 1 day | £5.50 | N | Y | Y |
| | 5 non-consecutive days (Carnet) | £25 | N | Y | Y(1) |
| | 7 days (weekly) | £22 | Y | Y | Y |
| | 28 days (monthly) | £71 | N | Y | Y(2) |
| | 13 weeks (quarterly) | £203 | N | Y | N |
| Portsmouth City Zone | 1 day | £5 | Y | Y | Y |
| | 5 non-consecutive days (Carnet) | £25 | N | Y | Y(1) |
| | 7 days (weekly) | £22 | Y | Y | Y |
| | 28 days (monthly) | £71 | N | Y | N |
| | 13 weeks (quarterly) | £203 | N | Y | N |
| | 14 Trip carnet | £44 | N | Y | N |
| | 56 Trip carnet | £157 | N | Y | N |

**Table A2-15 – Solent Go Ticket & Products**

(1) Carnet tickets not available on the Stagecoach app currently
(2) Southampton City and Solent Region Zones 28-day m-tickets only available via Bluestar/UniLink app

The launch of SolentGo was accompanied by a significant marketing and promotion campaign, however in recent years marketing of SolentGo has been lower key. While bus operators provide information on their websites about SolentGo its profile remains low.

Research undertaken by SCC in 2019 found that 81% of polled (n=681) were not aware of SolentGo. Of public transport users' awareness increased to 28%. This low awareness, limited promotion and a 'premium' pricing compared to single operator products has led to low usage. Of those polled 1% were current users of SolentGo and 4% had ever used it. Interoperability, an element of the Solent Future Transport Zone project, could increase the usage of Solent Go by enabling people to travel on any bus service rather than those of a specific operator.

Pre-Covid, there were approximately 3,000 active SolentGo cards, plus an unknown number of registered but inactive cards. In 2019/20 it was estimated that around 144,000 journeys were made with SolentGo – representing less than 1% of overall number of bus journeys in Solent.

Table 3.9 shows how sales of all Solent Go products (Southampton, Portsmouth and Solent zones) have been increasing in each year with sales in 2019/20, until early 2020, above that of previous years. It should be noted that as a proportion of the total sales for bus and ferry travel this is a small percentage.

Sales of the Southampton City Zone have been low and this may be due to the lower average bus fares in Southampton compared to Portsmouth.

| Year | Solent Region Zone | Portsmouth Zone | Southampton Zone | Total |
|---|---|---|---|---|
| 2017/18 | 8,898 | 238 | 166 | 9,302 |
| 2018/19 | 9,851 | 698 | 468 | 11,017 |
| 2019/20 | 10,715 | 1,186 | 751 | 12,652 |
| 2020/21 | 4,746 | 633 | 361 | 5,740 |
| 2021/22 | 6,873 | 1,136 | 125 | 8,134 |

**Table A2-16 – Sales of Solent Go products 2017/18-2021/22**

Through the Solent Future Transport Zone (FTZ) there will be enhancements to Solent Go, including integrating it with Breeze - the UK's first multi-city Mobility-as-a-Service (MaaS) app.

The FTZ will develop new SolentGo multi-operator ticketing products, with the first carnets introduced in 2021, and through Portsmouth's BSIP a new expanded Portsmouth City Zone in 2024.

SolentGo will be integrated with the Breeze app to allow for journey planning, payment and ticketing across multiple modes of travel and transport operators in one app.

Following extensive development in 2021 and 2022 Breeze launched to the public in October 2022 initially focused on micromobility. A fully functional version including rail and all buses in the Solent will go live in early 2023.

# 6 Bus Network Performance

## 6.1 Bus Passenger Journeys

### 6.1.1 Bus Patronage

Figure A2-32 shows the total number of bus journeys made in Southampton over the past decade.

Between 2011/12 and 2019/20 levels of bus journeys was increasing - rising by 9.1% from 18.2m journeys to 20.338m. There had been a 'levelling' of patronage from 2015/16 onwards with slight yearly declines. This was contrary to the national picture where across England there has been a decline in number of bus journeys by 12%.

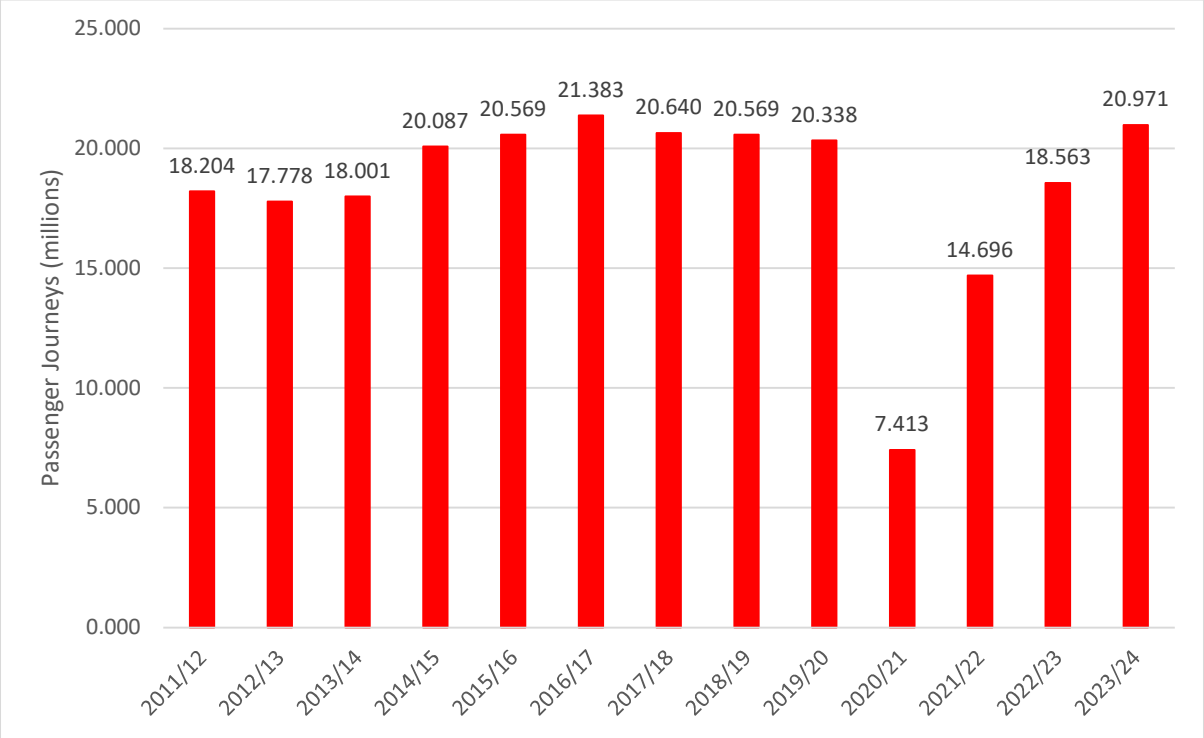



**Figure A2-32 – Total of Bus Journeys in Southampton (in millions) 2011/12-2023/24**[20]

With the Covid-19 pandemic from March 2020 and various national restrictions, lockdowns and travel advice to avoid public transport saw the number of bus journeys decrease dramatically. During the first lockdown in 2020 passenger numbers were 70-80% compared to same period in 2019. In 2020/21 a total of 7.4m bus journeys made in Southampton – 63.5% decrease from 2019/20.

By 2023/24 the total patronage has recovered to the levels seen in the years preceding the pandemic with 20.971m journeys made. There has been rapid growth in the immediate years following the pandemic to reach the current levels.

When comparing Southampton, Figure A2-33 to other local authorities the trend has been of decline – authorities such as Bournemouth, Plymouth, Leicester and Nottingham had seen decreases prior to 2019/20 form 2012/13. Plymouth had decreased by around 10% over that time period. Conversely, Bristol and Reading had seen significant increases in patronage – Bristol recording a 55% increase to 2019.

[20] Bus Operator Submissions, 2011/12-2022/23

The pandemic had a significant impact on bus patronage – Southampton's dropped by 75% between 2019/20 and 2020/21. By 2022/23 this had recovered to be 2% higher than 2012/13 levels and continuing to grow.

Over the same period all places experienced a decrease in patronage – York decreased to 25% of 2019/20 levels in the following year. The strongest recovery has been in Reading and Bristol where levels are 10% higher than the baseline. Plymouth and Nottingham are still well below the baseline.

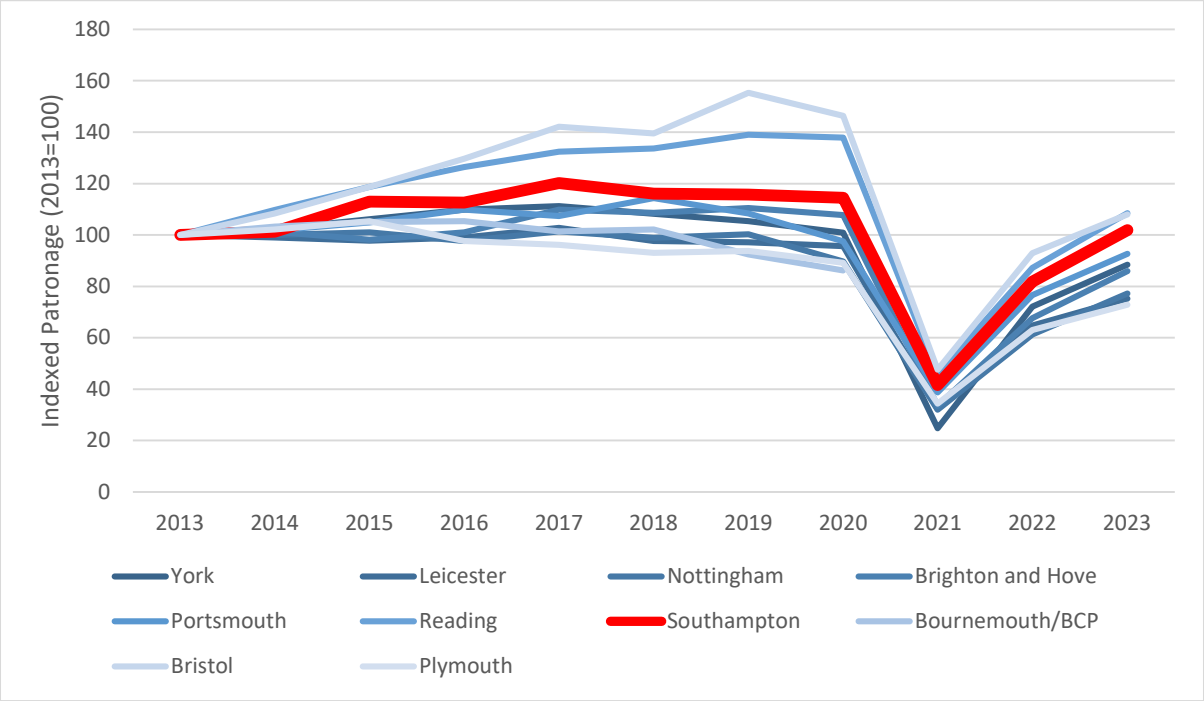



**Figure A2-33 – Index Bus Patronage Southampton and Other Cities 2012/23-2022/23[21]**

As Southampton continues to recover from the pandemic the BSIP and EP are part of the approach to positively rebuild and grow patronage and use of public transport. This will help to ensure that buses are supported long-term and that they can provide a service to the people living, working, and visiting Southampton.

### 6.1.2 Bus Journeys Per Head

Comparing passenger journeys per head allows for a looking at a way of dealing with population changes which might hide actual bus patronage growth.

Bus passengers make a substantial contribution to Southampton's economy – estimated to be over £275m to the Southampton economy, when they reach their destination such as the City Centre[22]. As well as travelling to work or school, bus users make retail and leisure trips - spending on average £30 per retail trip and £26 per leisure trip[23]. Bus is the dominant public transport mode and provide connections to the City Centre, District and Local Centres, health care, education facilities and across the wider City Region.

Levels of bus use reflect Southampton's demographics and relative deprivation levels, particularly correlated to levels of car ownership.

[21] DfT Bus Statistics BUS0109, November 2022

[22] Southampton LTP3

[23] PTEG Value of Urban Bus Report 2013

Southampton has a strong level of bus journeys made each year by Southampton residents, shown in Figure A2-34. In 2019/20, the number of bus journeys per head of population was the 7th highest in England (outside of London) at 80.5, and strong for a non-ITA or single municipal bus operator area (e.g. Reading).

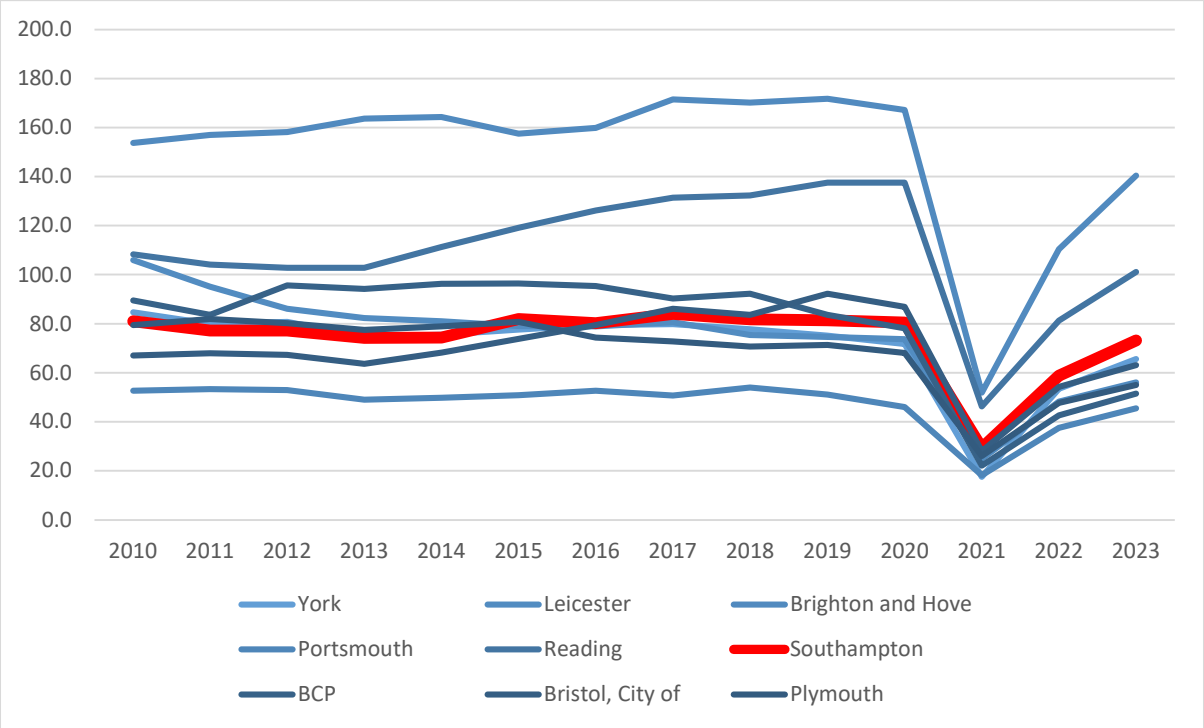



**Figure A2-34 – Comparison of Southampton Bus Journeys Per Head with other LTAs[24]**

The trend in Southampton shows that bus journeys were stable in 2019/20 and were not in decline compared to the other cities. In fact, Southampton was one of the few places where the number of bus journeys made was either increasing or at a stable level.

Despite the drop in bus travel during 2020/21, which saw bus journeys per head of population drop to 29.3, this was still the seventh highest in England outside of London as Southampton did not see such as significant drop compared to Nottingham and Reading.

In 2022/23 Southampton's bus journeys per head was 73.2 and the 5th highest in England (3rd outside London and an ITA).

The correlation between bus ridership and household access to a car (2021 census) can show how bus use can be predicted by access to a car. In the other authorities Nottingham, Brighton, Leicester and Portsmouth have higher levels of households without access to a car, but only Brighton and Nottingham have the higher levels of bus usage. Both, like Southampton, are major university cities with dedicated bus links to them.

Southampton the level of demand for bus does well considering the levels of car ownership – a bus passenger trip rate of around 65 would be consistent with proportion of zero-car households.

[24] DfT Bus Statistics BUS0110, March 2021

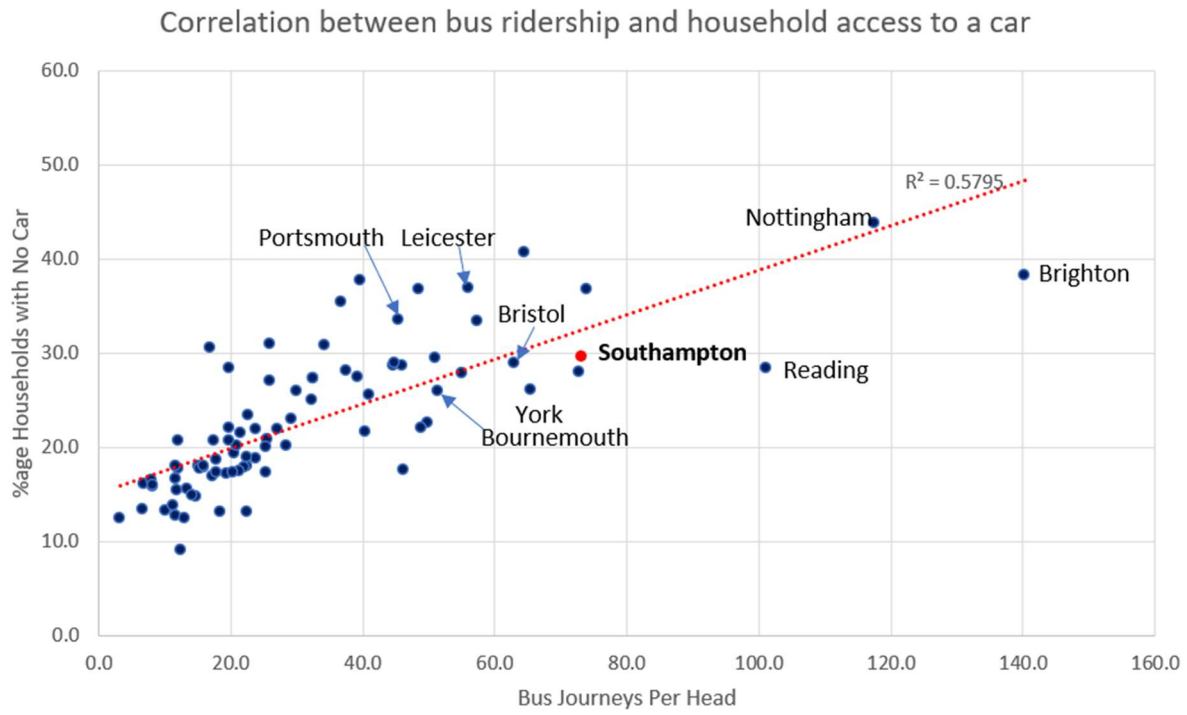



**Figure A2-35 Correlation between bus ridership and household access to a car**

## 6.2 Bus Kilometres Operated

Figure A2-33 shows the bus service kilometres operated in comparator authorities and Southampton indexed to 2012/13. In Southampton bus KM operated has remained at or above the 2012/13 baseline – an increase of 20% in 2016/17 which then reduced into the pandemic to 84% of the indexed baseline, and since has increased significantly to be 43% higher in 2022/23 than a decade before.

This may be due to the changes in the bus network in February 2023 where Bluestar took on majority of First's CityRed services and in some cases increased the service frequency and times.

The only other comparator authority to see this level of increase was BCP – combination of the change in authority boundaries and the demise of YellowBus in 2022.

Of the other authorities Leicester, Nottingham, Portsmouth and Plymouth were in 2020 seeing decreasing bus KM operated. Portsmouth was 64% of the baseline KM operated with a significant decline.

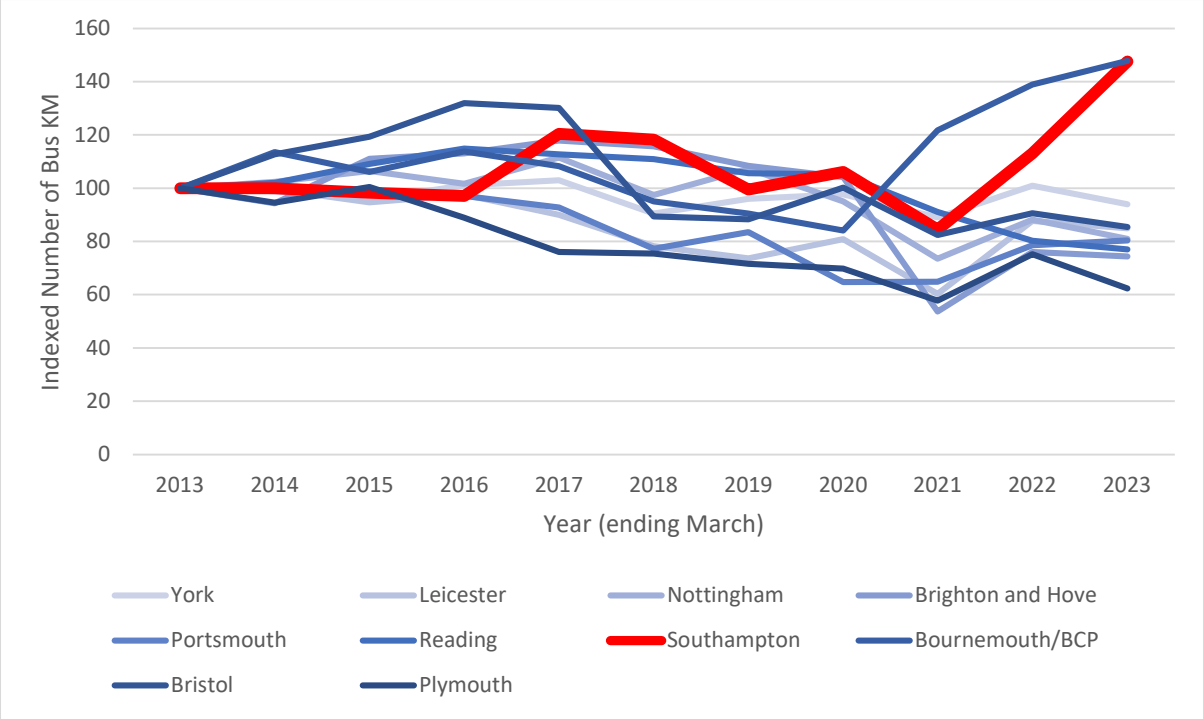



**Figure A2-33 Indexed Bus KMs Operated (year to March) 2012/13-2022/23**

The proportion of supported bus KM in each are (Figure A2-34) in Southampton has decreased over the past decade to less than 0.5% of all bus KM operated. This decreased from 6.4% in 2012/13 to the current level. As the level of commercial bus KM has increased and the supported services have remained the same the proportion has decreased. In 2012/13 there were 0.54m KM of supported services operated with 7.87m commercially operated. By 2019/20 the supported service KMs had decreased to 0.41m with commercially KM at 8.76m – making it 1.8% of all KMs. In 2022/23 the significant increase in commercial KM to 12.38m with 0.03m KM of supported corresponds with the decrease in the proportion to 0.3%.

Across the other authorities only Portsmouth and Nottingham have 1% or less of total bus KMs supported. The highest is in York, Bristol and Leicester at over 10% of all KMs being supported. This can either be due to an uncommercial market or the local authority opting to spend more on socially necessary services.

Southampton has the lowest level of supported KMs at the current time, which has been result of changes to the local bus market to be a strong commercial proposition and impacts on local authority budgets. It should be noted that this data is for up to March 2023 and doesn't take into account any additional support that SCC is providing through BSIP+ during 2023 and 2024.

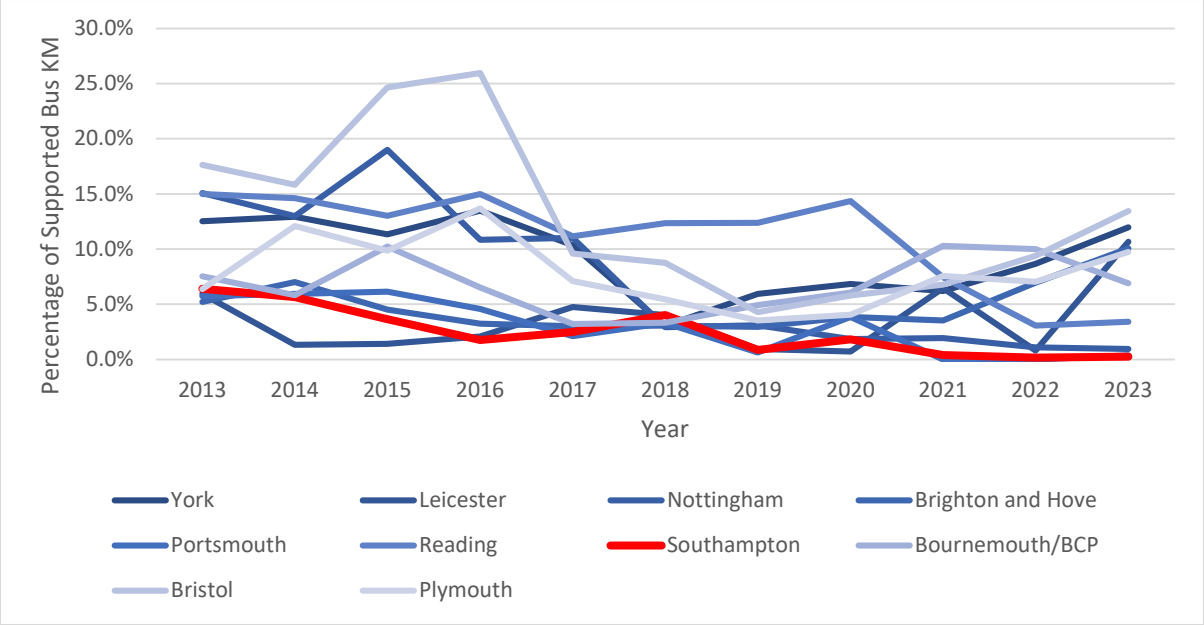



**Figure A3-34 Supported bus service KM as a proportion of total bus service KM**

## 6.3 Concessionary Passenger Journeys

Southampton City Council is the Travel Concession Authority (TCA) for the English National Concessionary Travel Scheme (ENCTS) for Southampton. The ENCTS allows eligible people to apply for a free pass that enables them to travel for free on all buses in England after 0930 on weekdays and across the weekend. The ENCTS is available to all older people over the state pensionable age and those with disabilities that meet criteria set by the DfT. Other passes such as companion or carer passes are available as well.

TCAs can vary the ENCTS with enhancements that meet local conditions either timings or pass eligibility. For Southampton, the Concessionary Fare scheme starts at 0900 to 0030 for Southampton residents only with non-Southampton residents 0930 to 2300 for those non-Southampton residents. This is a local enhancement to the national scheme.

SCC currently has an annual budget for Concessionary Fares of approximately £4.2m.

In 2023/24, there were 2.98m elderly and disabled concessionary bus passenger journeys made in Southampton. Concessionary Fares accounted for 14.2% of all Southampton's bus journeys. Passholders made on average 105 journey made per pass. The remaining journeys were made by fare paying passengers, this is compared to 72% for the South East.

| Year to March | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
|---|---|---|---|---|---|---|---|---|---|
| Concessionary Fare Journeys (millions) | 4.5 | 5.0 | 5.3 | 4.7 | 4.0 | 3.9 | 1.4 | 2.4 | 2.8 |
| Proportion of Total Bus Journeys (%) | 23 | 25 | 25 | 23 | 20 | 19 | 19 | 16 | 15 |
| Number of Passholders | 28269 | 26120 | 29488 | No Data | | 26276 | 26074 | 23796 | 24973 |
| Number of Journeys per Pass | 166 | 173 | 149 | | | 138 | 131 | 100 | 105 |

**Table A2-19 Concessionary Fare Journeys in Southampton (years ending March) 2015-2024**

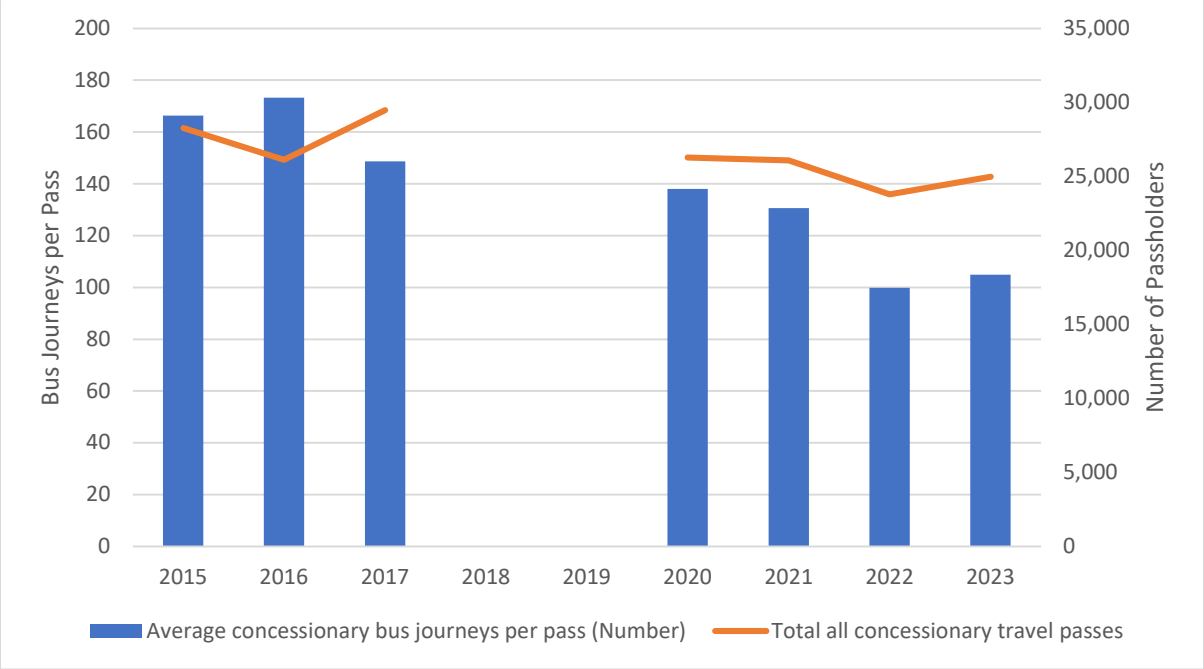



**Figure x Concessionary Travel Passes and Average Journeys/Pass 2015-2023**

Over time the number of concessionary fare journey has decreased from 4.783m in 2017/18

In 2022/23 25,826 older and disabled people passes were issued in Southampton, with older people passes accounting for 90% of all passes issued. As shown in Figure A3-25 the number of passes issued has decreased over time, in 2022/23 there were 88% of the passes issued in 2014/15. The number of disabled passes issued has decreased by 28% over that time.

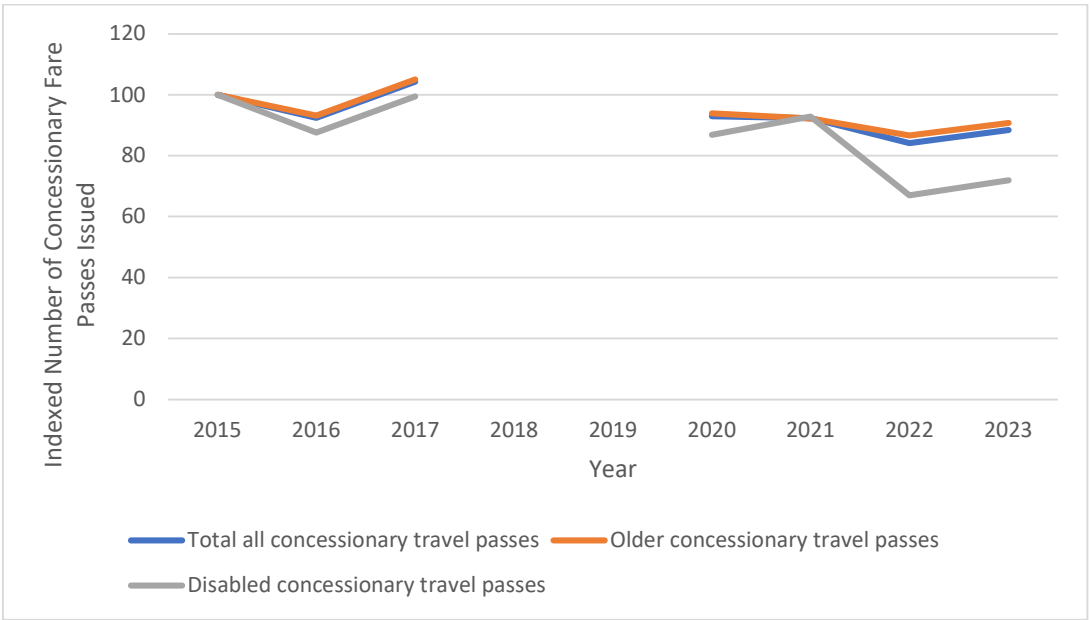



**Figure A3-35 Indexed Number of Concessionary Passes Issues in Southampton (note data missing for 2018 & 2019)**

The proportion of eligible people taking up the pass in Southampton is 69%, which is higher than the South East average at 65% and 66% take-up in urban towns/cities. The take-up of concessionary bus passes for eligible persons nationally is 73%.

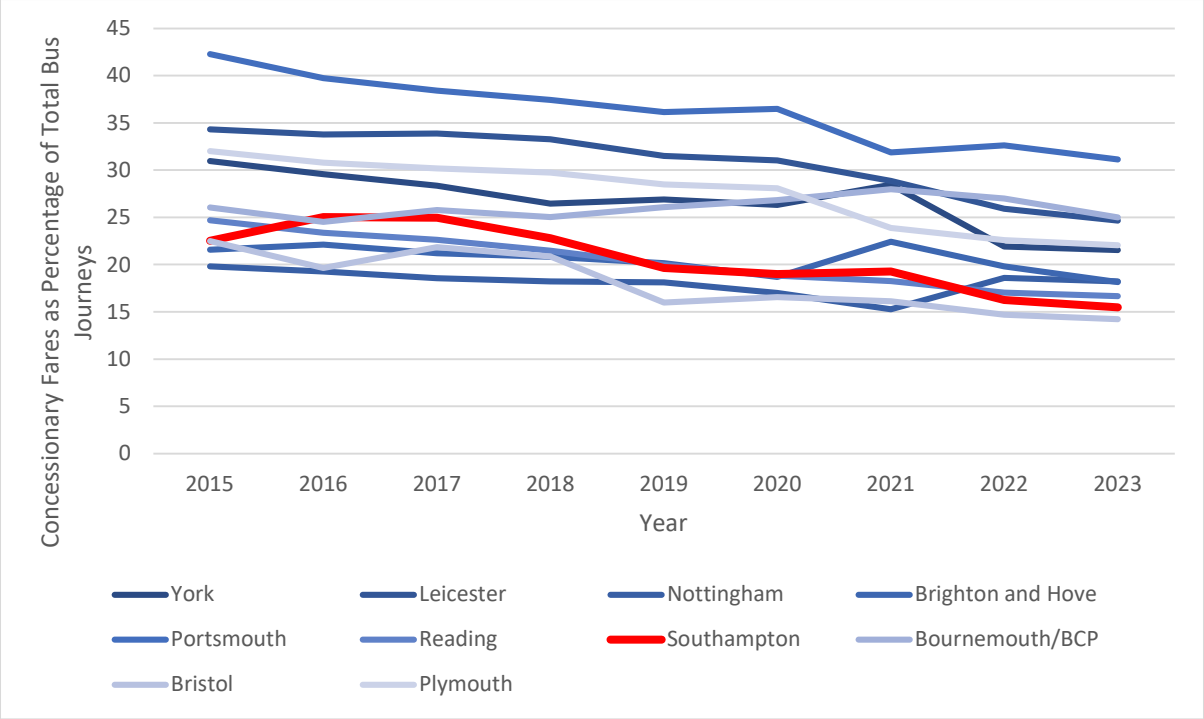



**Figure A2-36 – Comparison of Concessionary Travel as proportion of all bus journeys[25],[26]**

Whilst the overall patronage has grown in recent years, the number of elderly and disabled concessionary passenger journeys has decreased by 1.6% since 2014/15.

As Figure A2-36 shows, the proportion of concessionary fare travel as proportion of all travel across all the comparator areas has declined steadily over the past decade. There has been sharp decreased in Portsmouth from 42% to 31% of all journeys. The shallowest decline has been in Nottingham with only a 2% drop between 2015 and 2023.

Out of overall bus journeys in Southampton is lower than comparable places apart from Bristol. This reflects the different nature of the areas.

## 6.4 Bus Service Reliability

In 2023 the annual average punctuality for all buses in Southampton was 73.33% - this is buses departing 'on-time' (within parameters 1 minute early and 5 minutes later than the scheduled time at a bus stop). In 2021 and 2022 annual average bus punctuality was 87.42% (2021) and 81.42% (2022)[27] – as shown in Figure A2-37.

Compared to other cities (Figure A2.38) Southampton performs slightly worse with a lower average punctuality.

[25] DfT BUS0113 Older & Disabled concessionary passenger journeys on local bus services 2020/21

[26] Bournemouth is up to 2018/19 before merger into BCP Council

[27] DfT Bus Open Data, Southampton, November 2022

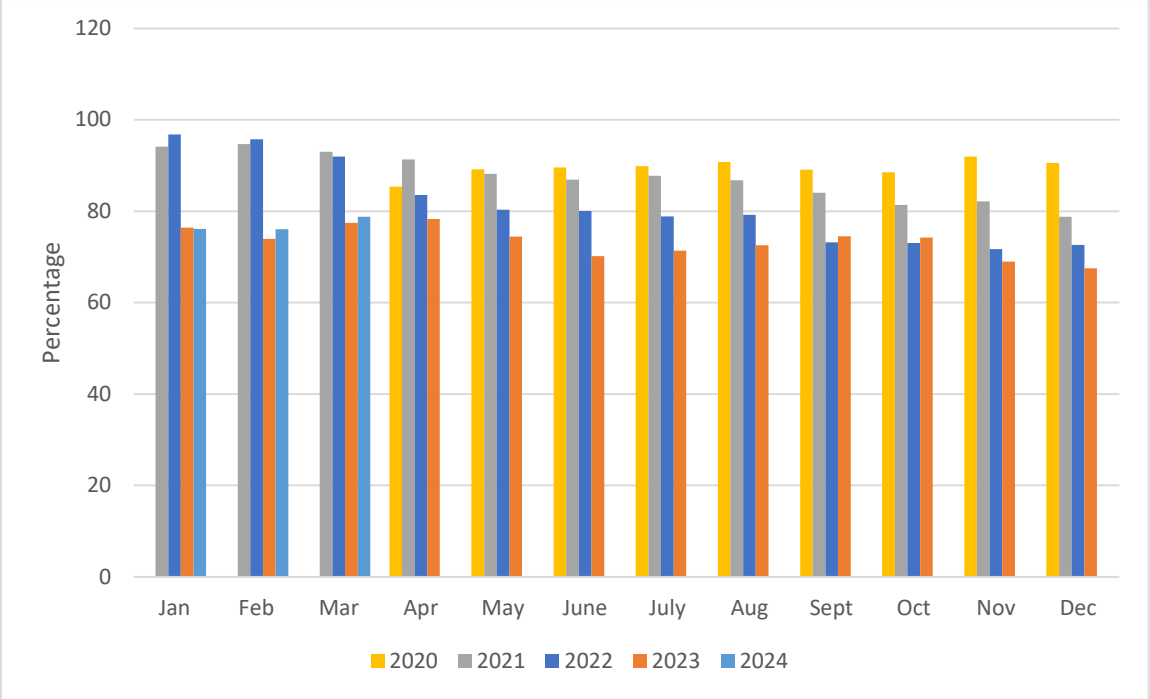



**Figure A2-37 Bus Punctuality 2020-24 in Southampton**

Within Southampton, average bus speeds in the city are around 10.2mph, with some buses averaging as little as 8mph at peak times (Table A2-20). This has not changed recently and this affects the punctuality of services.

| Corridor (inbound only) | Average Speed (mph) | |
|---|---|---|
| | 2022 | 2024 |
| Western (from Totton) | 17 | 16 |
| Shirley | 9 | 9 |
| The Avenue | 12 | 12 |
| Portswood | 9 | 9 |
| St Denys Road | 7 | 7 |
| Bitterne | 12 | 11 |
| City Centre (Central Stn-Itchen Bridge) | 8 | 9 |
| City Centre North-South | 8 | 8 |
| City Centre West-East | 10 | 6 |

**Table A2-20 Average Daily Bus Journey Times selected corridors[28]**

Bus services are mixing with general traffic on the main corridors into the City Centre and this adds to the congestion. It can particularly affect cross-city bus services, with one cross-city service between eastern and western Southampton needing to add 9 minutes to its timetable since 2011 due to congestion on roads, bridges and in the City Centre. In the AM peak, by the time a bus has terminated in the City Centre it can have deviated from its scheduled running time by up to 8¾ minutes.

[28] DfT Bus Open Data, Bus Speeds, October 2022 & March 2024

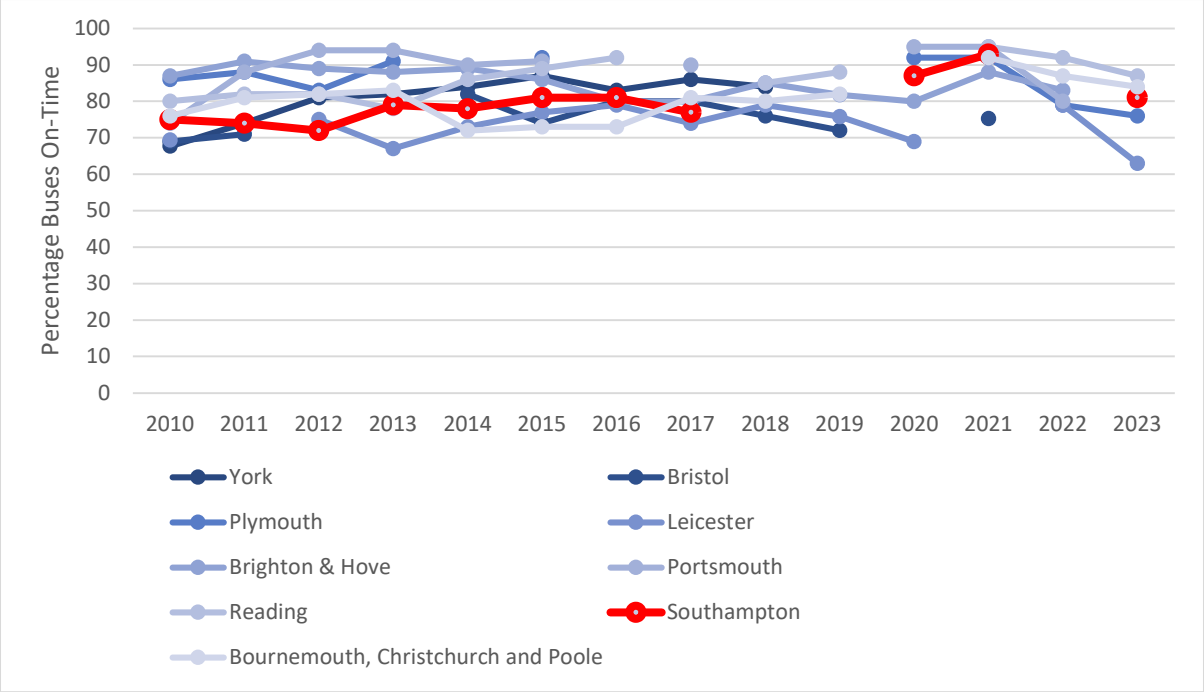



**Figure A2-38 Bus Punctuality Comparison[29]**

Looking at individual services and types of service for 2023/24, bus services had an average punctuality of 78.88%. This has decreased since 2020/21 from 89.05% - noting that this year had significantly lower levels of traffic because of the pandemic.

- Over the past year there has been major roadworks in the area – A35 Redbridge Causeway which affects the buses from Totton & Waterside during Summer 2023 had an impact on punctuality dropping to between 41 and 67% buses on time;
- The lowest performing service is an inter urban that has a small proportion of its journey within Southampton;
- High frequency services perform well with a small differential between the best and worst punctual;
- The level of punctuality for cross city services varies considerably as these are most affected by the bridges, hotspots such as around the Hospital or Shirley, and travelling through the City Centre. Delays in one part of the city has a consequence for reliability on the whole route.

| Service | Average | High | Low |
|---|---|---|---|
| High Frequency (4+bph) | 81.80% | 90.52% | 70.42% |
| Inter Urban | 68.44% | 79.09% | 54.46% |
| Cross City | 72.51% | 78.78% | 68.97% |
| Low (>2bph) | 74.08% | 83.48% | 67.82% |
| All | 74.73% | 78.88% | 71.81% |

**Table A2-21 Average Percentage Bus Punctuality 2023/24**

Some bus corridors see a large differential between peak and off-peak services, one service can see a 30 minute differential on a heavily congested 1.3km section of route. The example in Figure A2-39 shows Shirley Road and the percentage difference in average vehicle speed between day and night time. The section from A35 to Central Station sees daytime speeds at least 40-60% of the night time, the section through Shirley District Centre sees speeds only making 20% of their night time equivalent.

[29] DfT Bus Punctuality Statistics

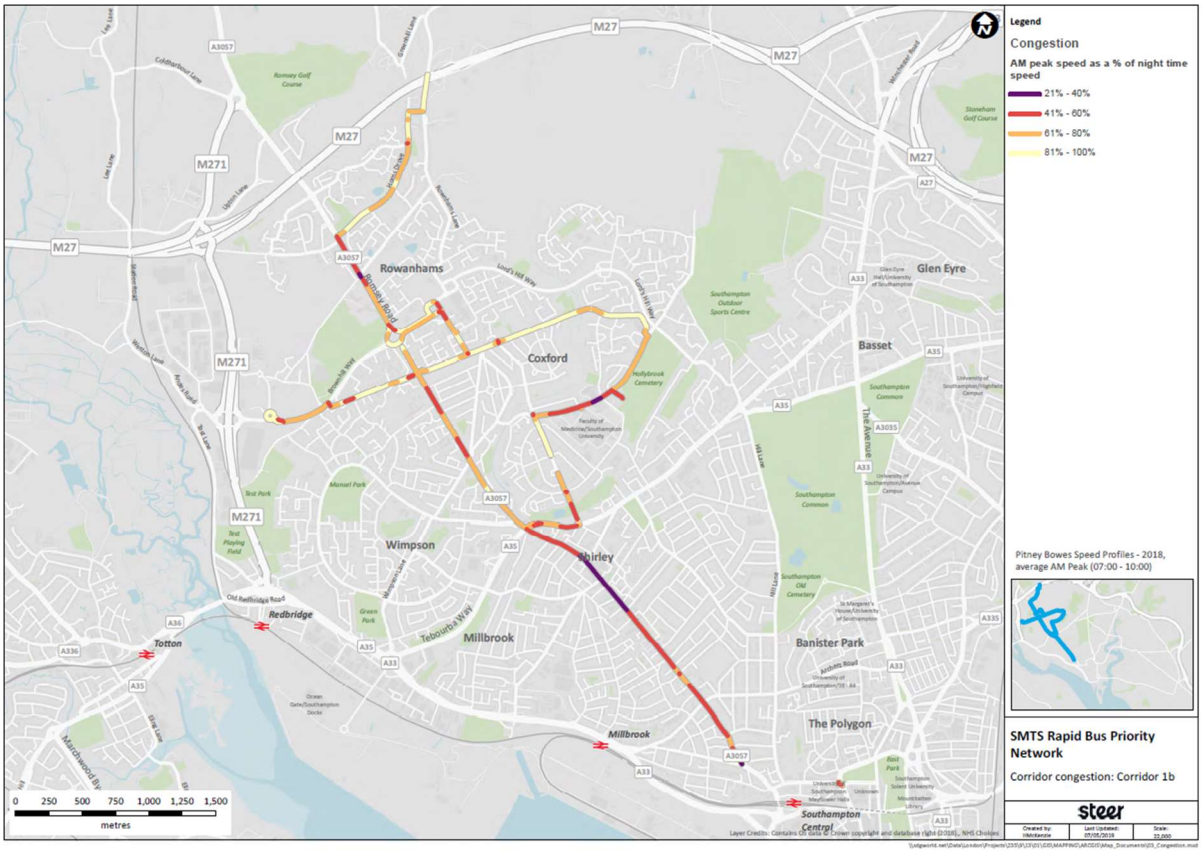
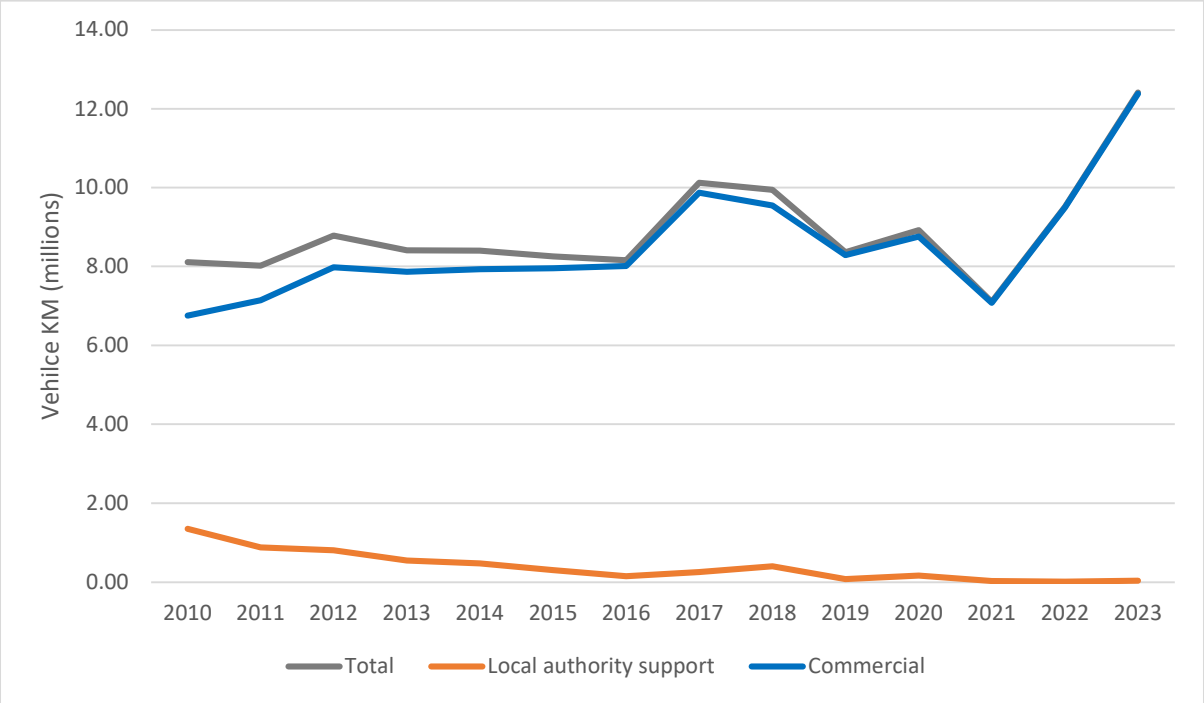



**Figure A2-39 Example of Impact of Traffic Conditions on Speeds and Buses – Shirley Road**

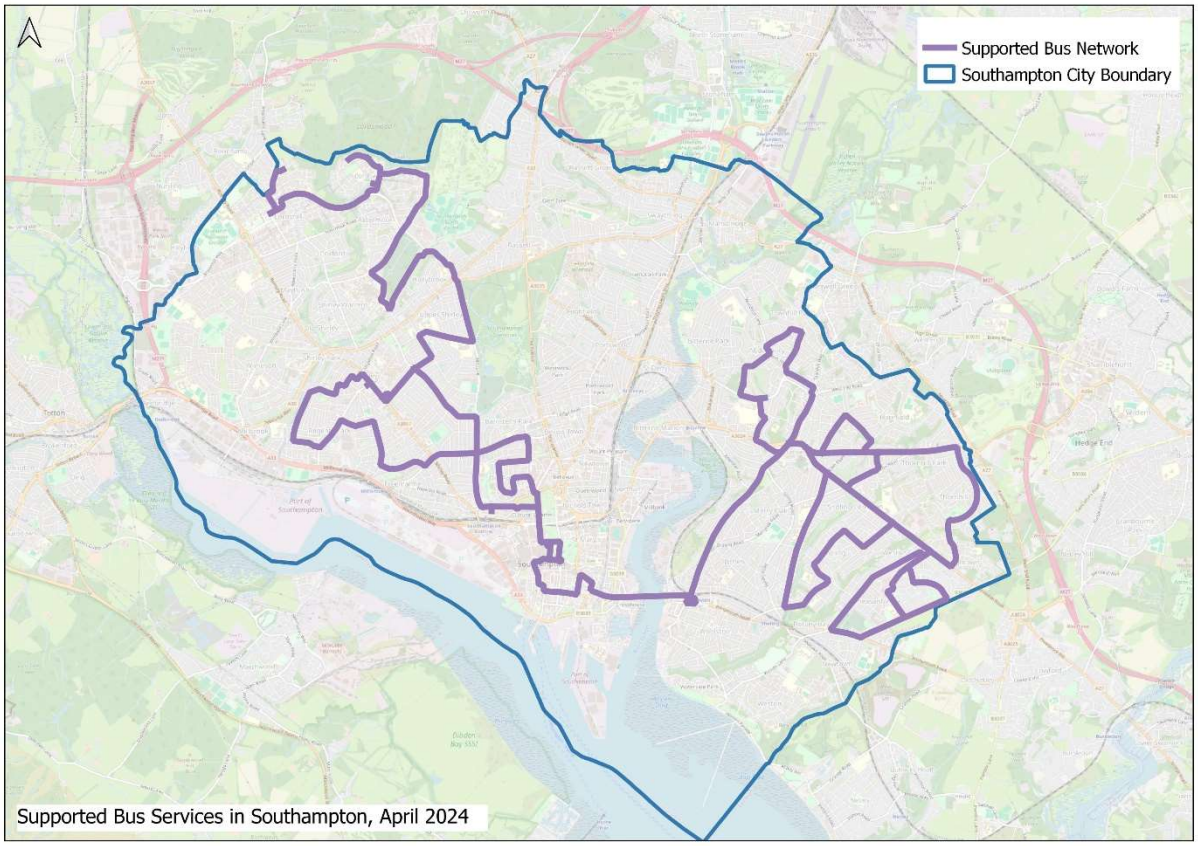
## 6.5 Bus Service Support

Southampton City Council currently supports 4 services in Southampton, with the remaining 90% operating at a commercial level.

These services and the cost of supporting these is shown in Table A2-22. Overall, the City Council will spend £194,000 on supporting these services. The funding either comes from the DfT's Local Transport Fund/Bus Recovery Grant or the City Council's General Fund. The level of direct funding from SCC to support services has reduced by 96% since 2009.




These services provide socially necessary services connecting people in areas often not served by commercial services with local shopping and health care centres on certain days of the week.




| Service | Route | Days of Operation | Frequency | Cost in 2023/24 | %age Subsidy |
|---|---|---|---|---|---|
| X11 | City Centre-General Hospital-Lordshill | Monday-Friday | Hourly 1000-1500 | £98,000 | 100 |
| X12 | City Centre-Shirley | Tuesday & Thursday | 4 Journeys/Day | £35,000 | 100 |
| Hoppa1 | Midanbury-Bitterne | Mon, Wed & Fri | 3 Journeys/Day | | 100 |
| Hoppa2 | Sholing-Bitterne | Mon, Wed & Fri | 3 Journeys/Day | | 100 |
| Hoppa3 | Thornhill-Bitterne | Mon, Wed & Fri | 1 Journey/Day | | 100 |
| Bluestar 10 | City Centre-Sholing | Monday-Saturday | Hourly 0800-1800 | £134,000 | 100 |
| | | | | **£194,000** | |

**Table A2-22 – Southampton Supported Services 2024**

## 6.6 Bus Priority Measures

Southampton has a variety of bus infrastructure to support people accessing the bus, providing information and providing buses with priority as shown in Appendix 4.

### 6.6.1 Bus Lanes and Bus Gate/Only Roads

Southampton has 31 sections of bus priority lanes providing a combined total of 4.972km of dedicated bus priority. These are either along main corridors into/out of the City Centre or providing bypasses to congested junctions. The bus lanes and bus gates are shown in Figure A2-40 and detailed in Appendix 1.

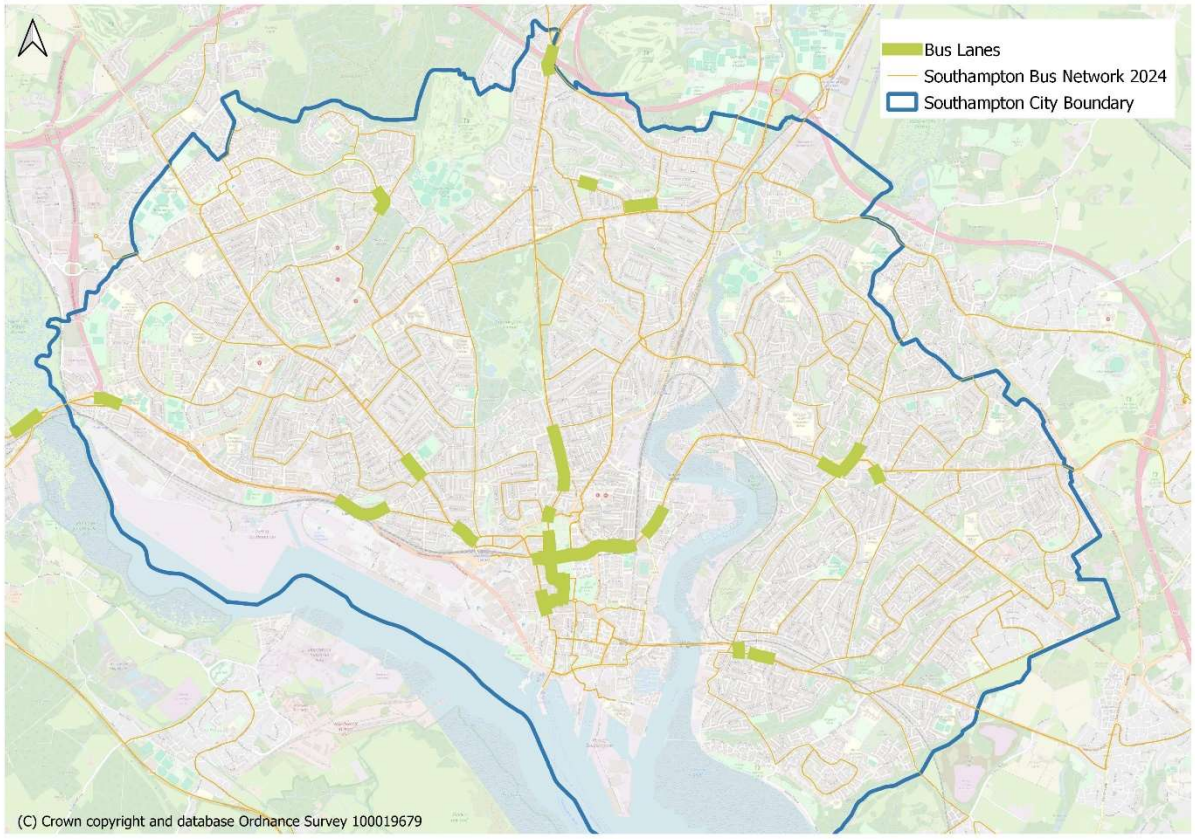



**Figure A2-40 – Bus Lanes in Southampton 2024**

A total of 4.52km of bus lanes operate 24 hours 7 days and permit access for cycles, escooters in the DfT approved Solent e-scooter trial, Southampton registered taxis, and other authorised vehicles such as home to school transport.

There are 0.457km of bus only road at:

- Bargate Street in City Centre,
- Portland Terrace,
- Coopers Lane in Woolston,
- Two sections of Pedestrian Zone road that are open to buses on Above Bar Street, one section (Above Bar Street south) operates 0800-1800 only, and
- Two timed bus 'School Streets' on Violet Road and Honeysuckle Road.

Four bus lanes in Southampton have camera enforcement to reinforce the restrictions ensuring that buses retain the benefits of the bus lane.

There are 11 bus or restricted sections of road (some shared with cycles, taxis and permit holders), mainly situated around the retail and cultural core of the City Centre.

Further sections are proposed through TCF in 2024 and 2025 on Millbrook Road West, Portswood Road, Above Bar Street & Commercial Road, and East Park Terrace in the City Centre, subject to the outcome of consultation.

### 6.6.2 Traffic Signal Bus Priority

There are 46 traffic signal junctions that have active Traffic Signal Bus Priority as shown in Figure A2-41. These are on the Western, Shirley Road and Bursledon-Bitterne Road corridors.

The priority system uses Automatic Vehicle Location (AVL) – vehicle locators on board the buses that interact with the main Urban Traffic Control (UTC) system. Bus priority along the

Bursledon Road corridor has reduced journeys time an average of 5 minutes when travelling outbound.

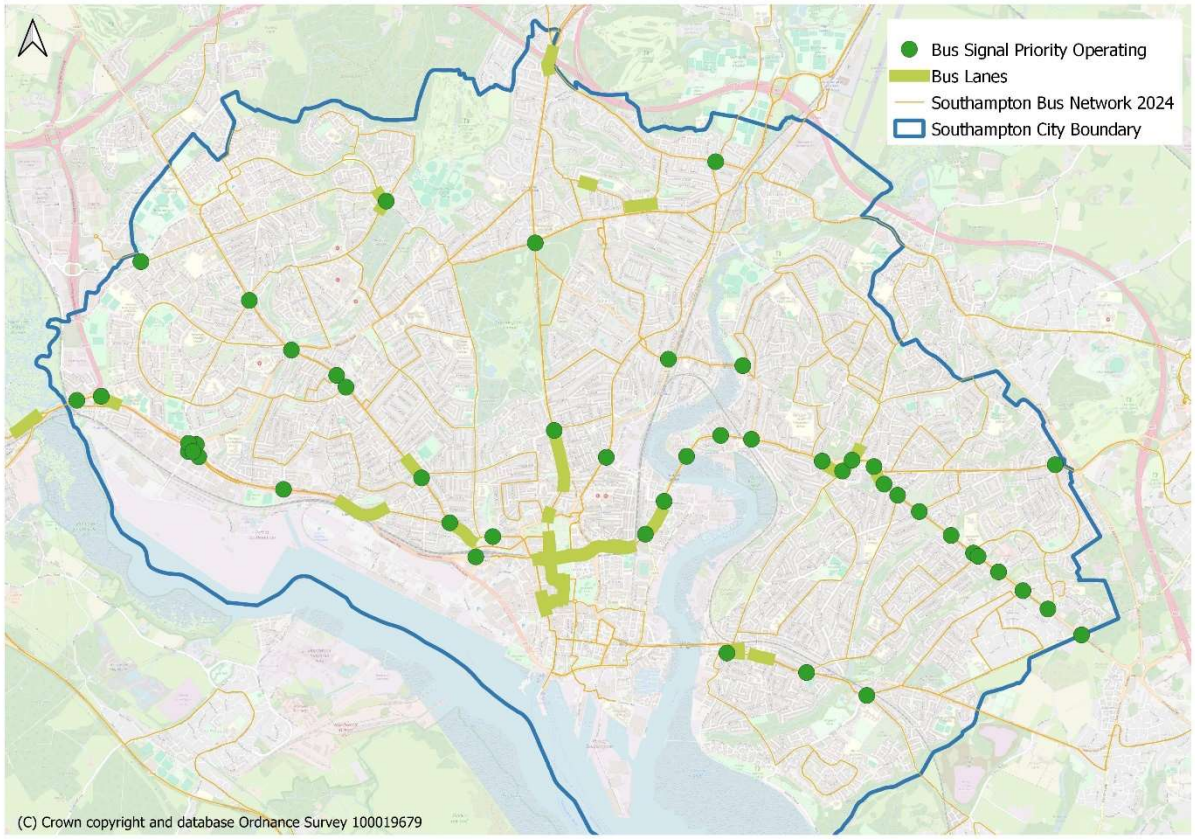



**Figure A2-41 Locations of Traffic Signal Bus Priority**

Further junctions have been identified for traffic signal bus priority through TCF along Portswood, St Denys Road corridors and in the City Centre.

## 6.7 Car Journey Times and Speeds

Within Southampton the average km travelled on locally managed A-roads (e.g. A33 or A335) has been steady since 2015 when there were 989m km travelled – 818m km (82.7%) were by car or taxi. Distance travelled decreased significantly in 2020 and in 2022 was at 938m km – 762m km (81.2%) by car or taxi.

When looking at average vehicle speeds and delays on the same roads, Figure A2-42 shows that average delay in Southampton was 103.4 seconds per vehicle per mile (spvpm) and has increased to 110.6spvpm in 2023.

Average vehicle speeds have been steady with average speeds in 2019 of 13.7mph and 13.2mph in 2023. Speeds have remained low and with the corresponding delays to traffic this indicates that congestion is impacting journey times. This will be affecting buses, and is reflected in the reliability assessment in Section 6.4.

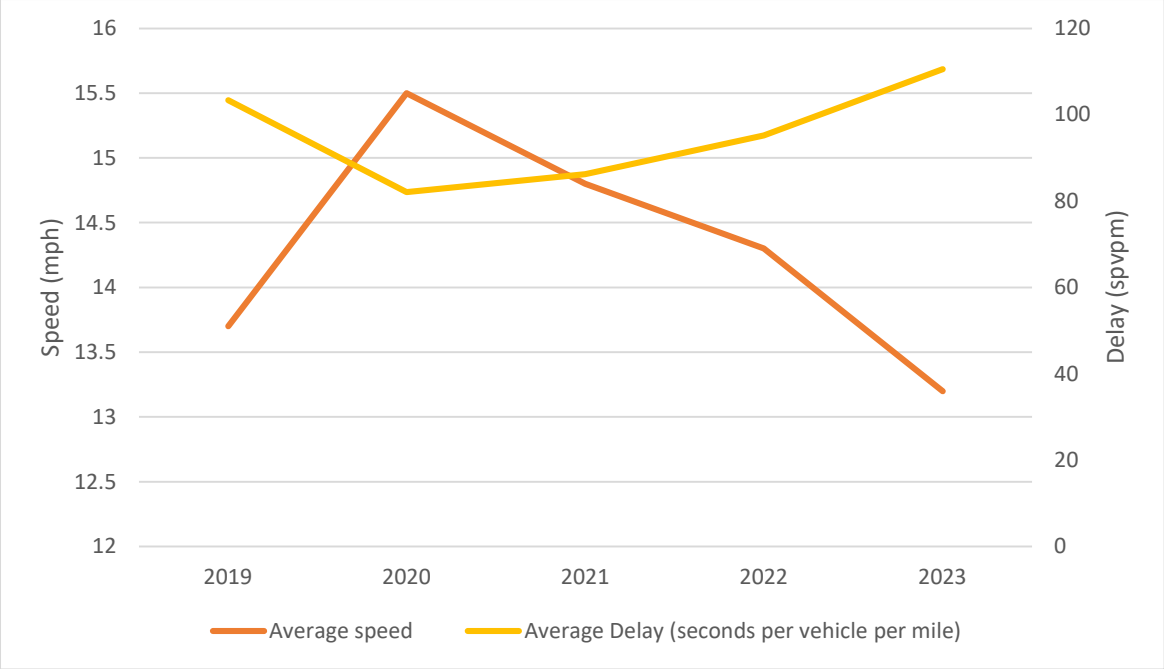
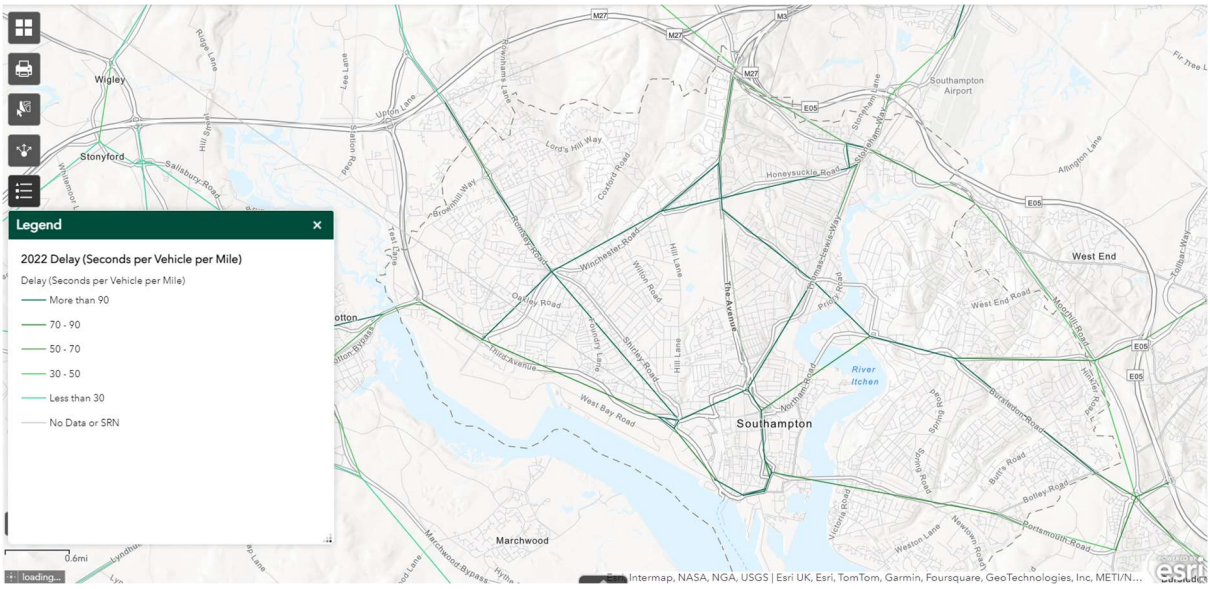



**Figure A2-42 Speed and Delay on locally managed 'A' Roads**

## 6.8 Highway Congestion

Delays on local A-road links (in spvpm) in 2022 is shown in Figure A2-43. The highest levels of delay, more than 90spvpm are on Shirley Road (141.4spvpm), Cobden Bridge (135.6spvpm), Highfield Avenue (139.6spvpm), and Winchester Road (119.9spvpm).

The data suggests that congestion regularly impacts journey time reliability on these roads and then consequently impact bus services operating along or crossing these roads.




**A2-43 Delay on local A-roads in Southampton**

## 6.9 Car Journeys

Figure A2-44 shows the trend in vehicle miles within Southampton since 2015. Overall, the number of vehicle miles in 2022 was 5.1% lower than in 2015. This shows that from 2017 there was a general increase in traffic, both from cars and taxis and from heavy goods vehicles – reflecting Southampton's position as a major Port.

There was a significant decreased in 2020 with the Covid-19 pandemic and by 2022 traffic was recovering but overall not back to 2019 levels. Levels of LGV traffic has exceeded 2019 levels at 154m miles.

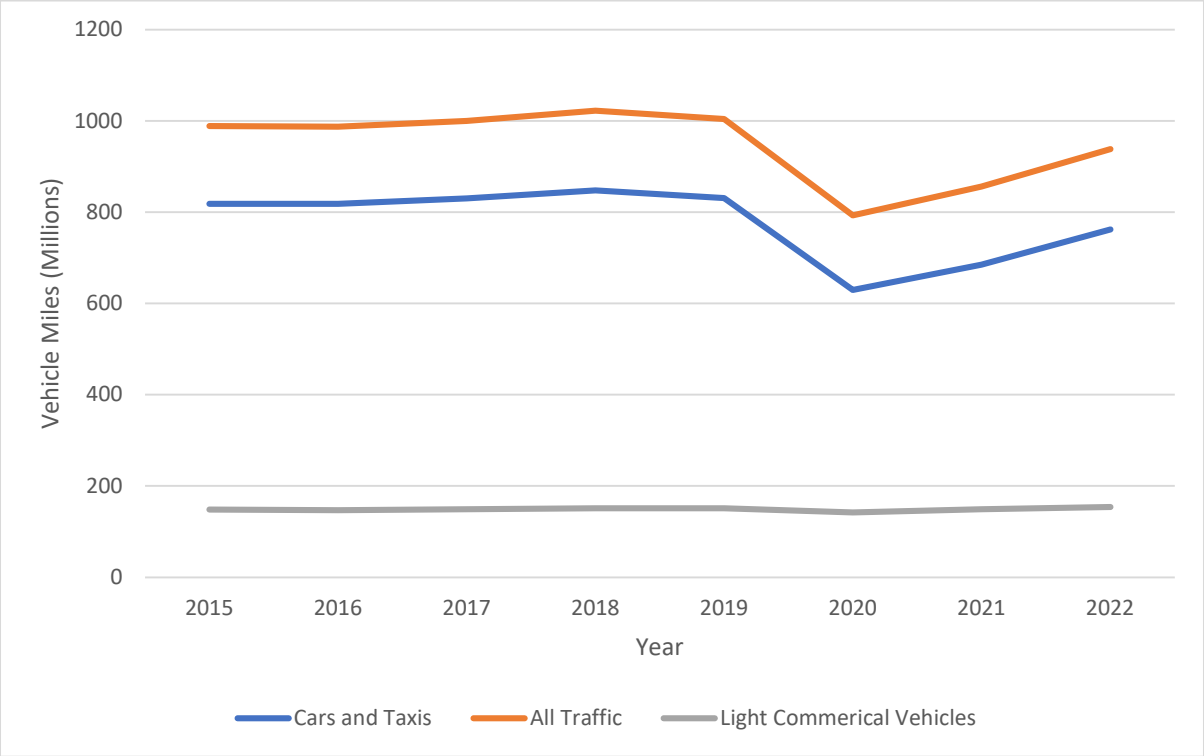



**Figure A2-44 – Annual vehicle miles by vehicle type in Southampton**

## 6.10 Mode Share

SCC carries out modal split surveys at a cordon around the City Centre annually. This looks at the number of vehicles and people travelling into the City Centre in AM peak. The mode split for 2023 is shown in Figure A2-46.

In 2023 there were 25,431 people entering the City Centre in the AM peak. This is a 15.2% decrease from 2019 when 29,300 entered reflecting the changes in the travel patterns for some City Centre workers post-pandemic.

Bus is the second highest mode share for people entering making up 18.2% of the all people. The busiest corridors for bus are Shirley Road, Itchen Bridge, and The Avenue-London Road. On Shirley Road bus passengers account for 61.8% of all of the people entering via that corridor.

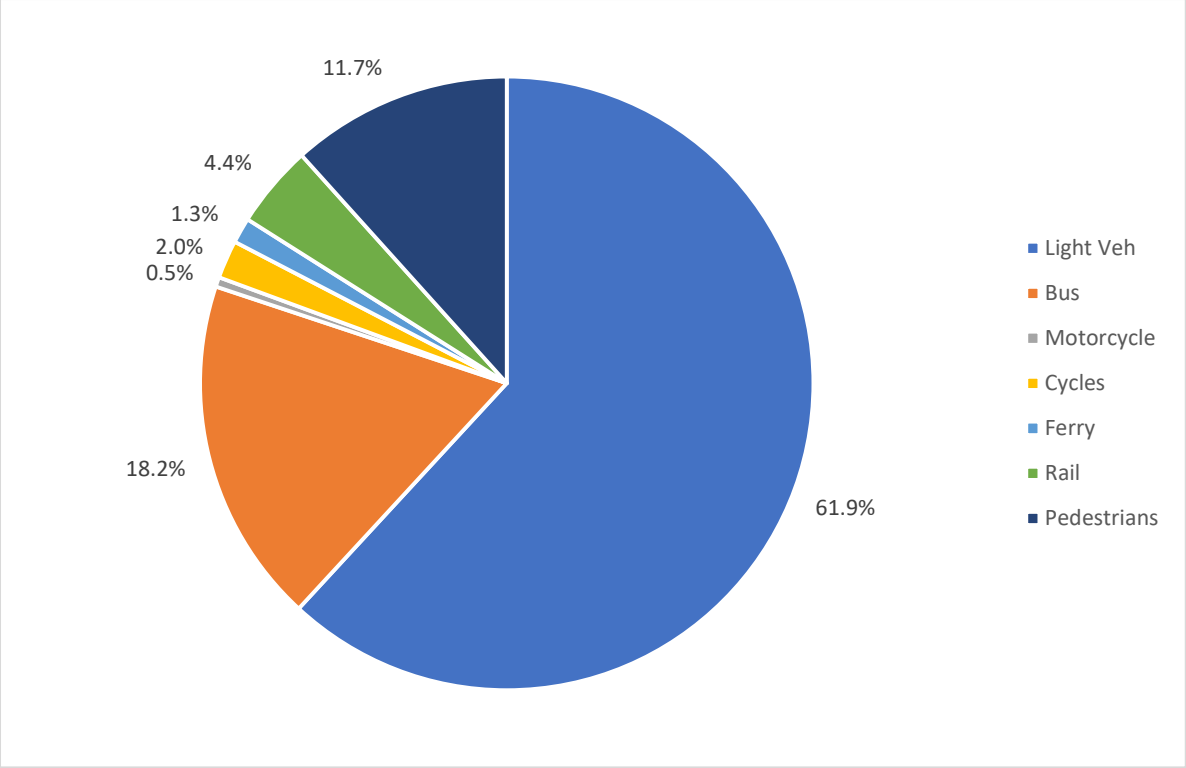
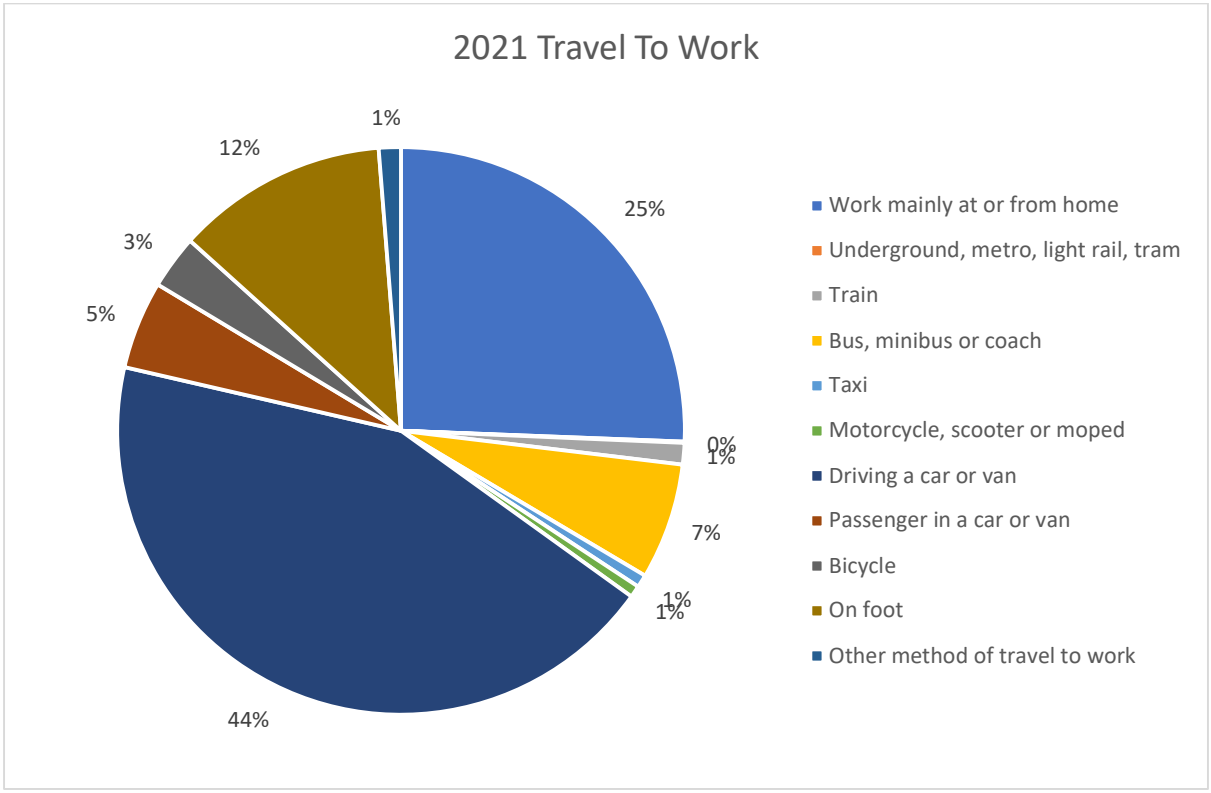



**Figure A2-45 Person Mode Split for City Centre 2023**

From 2021 Census, 33.7% of journey to work were under 5km in length and 7% of all journeys to work were by bus (at that time). The 2021 Census recorded high levels of home working because of the disruption caused by the Covid-19 pandemic.




**A2-46 2021 Census Travel to Work (all)**

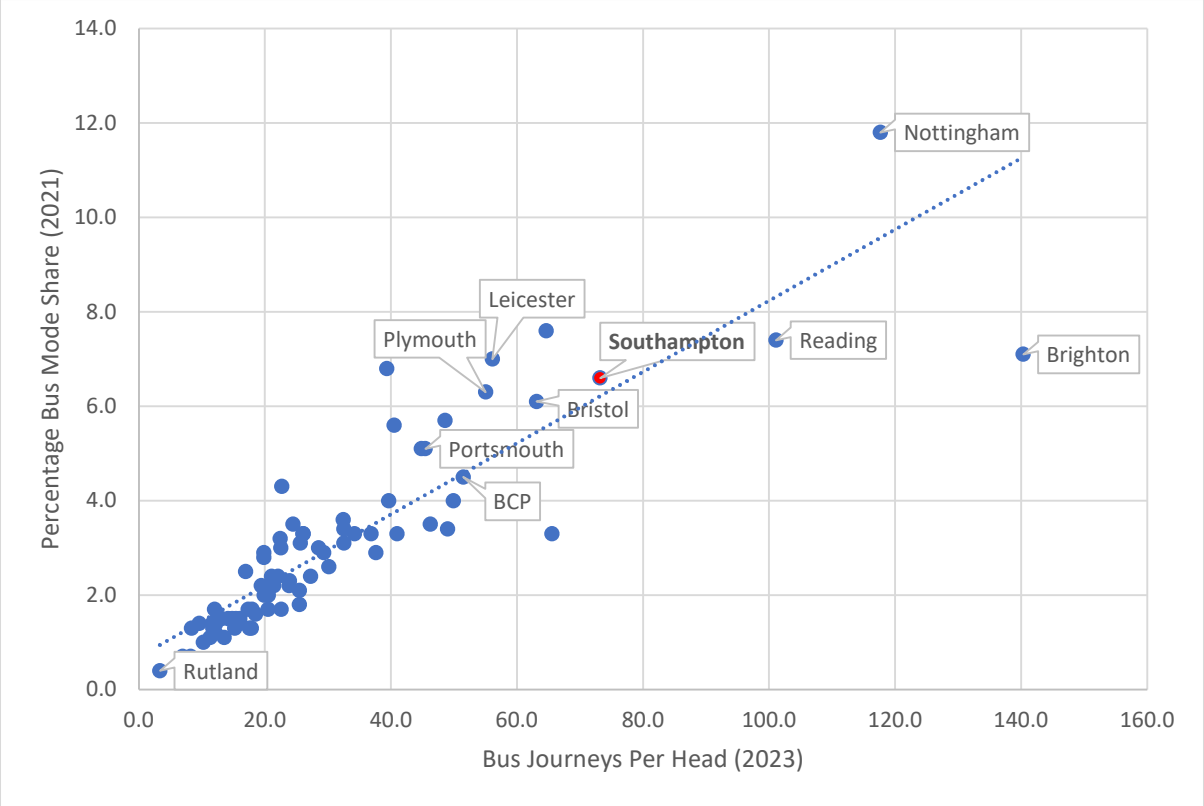



**Figure A2-47 Relationship between overall bus use and bus commuting[30]**

Figure A2-47 shows the relationship between overall bus use and bus commuting, this indicates that the trip-rate for bus passenger journeys in Southampton predicted by the percentage mode share for buses is around 70. The actual is 73.2. This suggests that bus network within Southampton has a trip-rate above what would be expected, but there is scope to increase this further so that it increases bus mode share for people travelling to work.

## 6.11 Car Parking

In Southampton City Centre there are over 16,300 publicly available car parking spaces spread across on and off-street locations. These are operated by SCC and private operators such as NCP, Ikea or West Quay. Table A2-23 shows the split between the publicly owned car parks, publicly accessible privately owned, and the number of on-street parking spaces. Full details on the City Centre car parks is in Appendix A2-2.

| City Centre Car Parks | Spaces | Percentage of Spaces | All Day Parking Charge |
|---|---|---|---|
| SCC Off-Street Car Parks | 4,346[31] | 32.3% | £8.00-£11.00 |
| Private Publicly Accessible Car Parks | 7,443 | 55.4% | £6.00-12.00 (WestQuay) |
| On-Street Parking (inner & outer zones) | 1,647 | 12.2% | Inner £6.50 (4hr max) Outer £8.00 (all-day) |
| Total | 13,436 | | |

**Table A2-23 – Car Parking in Southampton City Centre**

[30] Data sources – bus passenger journeys per person from DfT BUS0110a and percentage of those travelling to work by bus in 2021 Census (noting the restrictions at the time). ITAs have

[31] SCC Off-Street from SCC website

In 2024 the Albion Place and Castle Way car parks, with 128 spaces, were closed to enable the construction of the new Albion Place bus hub and urban park in their place. This reduced the total number of SCC off-street car parking spaces to 4,346. Other non-SCC car parks to close recently have been LeisureWorld (800 spaces) and ToyRUs (400 spaces).

Since 2022 the price of on and off-street car parking has increased with all-day parking now ranging from £9.00 to £11.00 increasing from £5.00-£8.00. The same increases happened on-street with all day charges in the Outer Zone of City Centre increasing to £8.00 all-day, and Inner Zone having a 4hr maximum stay at £6.50. Charges for off-street were increased to 0800-2100 and seven days a week to make it uniform.

A comparison of daily parking, daily and weekly bus fares shows that Southampton does provides the Local Authority owned off-street parking all-day charges against the daily and weekly bus fares (Table A2-24). Parking in most cities tends to be more expensive than the day rate for bus travel, however if there are multiple people travelling by bus the total cost can exceed the day parking rate.

| Local Authority | Daily | Weekly | All-Day Parking (LA Car Parks) |
|---|---|---|---|
| Southampton | £4 | £14 | £9.00-11.00 |
| Portsmouth | £4.90 | £19.00 | £10.30-12.40 |
| Brighton & Hove | £5.00 | £22.75 | £32.00-40.50 |
| Reading | £3.50 | £16.00 | £10.00-14.00 |
| Bristol | £6.00 | £23.50 | £18.00 |
| Plymouth | £6.00 | £24.00 | £13.00 |
| Bournemouth | £4.90 | £18.50 | £18.90-25.40 |
| Nottingham | £5.30 | £20.00 | £18.00 |

**Table A2-24 – Comparison of daily, weekly fares and all-day parking**[32]

The quantum and cost of parking is inexpensive in Southampton, it is comparable to Portsmouth, and can act as an attractor to car-based trips into the City Centre for work or shopping. The presence of a large number of private publicly accessible car parks is a legacy of development over the past 20 years. The long-term approach in the LTP is to develop a 'Parking Ring' of car parks close to or on the Ring Road with good walking links into the City Centre allowing car parks in the centre to be relocated.

Parking standards for new development are provided in a Supplementary Planning Document (SPD). In high accessibility areas (on or within 400m of a high frequency bus route) and the City Centre the level of parking provision is reduced. This is to reduce parking demand and encourage use of sustainable and active travel.

## 6.12 Transport Network Investment

Connected Southampton 2040 – Southampton's LTP4 sets out the intention for public transport in Southampton and surrounding area.

There are several transport network improvements proposed in the LTP are:

- City Centre Bus Priority Loop – bus priority on New Road, East Park Terrace, Portland Terrace, Bernard Street and Queensway to limit non-bus access around a larger pedestrian priority core in the City Centre focused on Above Bar Street. This involved the closure of Bargate Street to all-traffic including buses;
- A33 Western Approach – bus priority lanes on Redbridge Road and Millbrook Road West, and potential for Mountbatten Way and Western Esplanade as part of Park & Ride;

[32] Source – operator websites and local authority websites for parking – 2024 prices

- Shirley Road – bus lanes and Red Route as building block for Mass Rapid Transit between Southampton and Romsey;
- The Avenue & Bassett Avenue – bus lanes in sections such as Inner Avenue or Bassett Avenue;
- Portswood Road as the building block for Mass Rapid Transit between Southampton and Eastleigh;
- Bitterne Road West – bus lanes in sections such as between Bitterne and Bullar Road and around Bitterne Centre as building block for Mass Rapid Transit between Southampton and Hedge End;
- Interchange improvements at Southampton Central Station that includes a new multi-modal hub with local bus, national coach, rail, micromobility and taxis on the southern side of the station, and bus only access on Wyndham Place;
- Interchange improvements from Station Travel Plans at all Southampton's suburban stations;
- Bus stop layby infills and boarders – at bus stops to speed up bus departures; and
- Strategic & Local Park & Ride from edge of City (M271 J1, M27 Jcts. 5 & 7/8) or centres such as Bitterne into City Centre or employment areas.

Together Southampton City Council and Hampshire County Council were successful with their Transforming Cities Fund bid which will fund the following bus measures by 2024:

- Central Station Interchange – improved public realm and waiting facilities on south side of the station;
- Albion Place Bus Hub – closure of 2 car parks to create a new 6 bus stop interchange off-carriageway with a new urban park and public realm around the historic Town Walls;
- Bus only road on Portland Terrace between Spa Road and Shopmobility and banned turns into and out of Portland Terrace at Civic Centre Road;
- Bus only road for East Park Terrace past Solent University;
- Changes to the existing bus lanes on New Road and extension of hours for bus only on Above Bar Street (south);
- Bus lanes on Millbrook Road West at Millbrook Roundabout and Regents Park Road;
- Bus lane on approach to Rushington Roundabout and new bus gate and contraflow bus lane from Marchwood Bypass – both in Hampshire around Totton;
- Bus only road on Portswood Road at Portswood Broadway and bus priority approaching Burgess Road from High Road;
- Travel hubs at Woolston and Portswood;
- Bus priority in traffic signals around Ring Road;
- Multi-modal interchange with the travel hub at Woolston with the buses and rail;
- New upgraded bus stops, including SuperStops, on Millbrook Road West, Wessex Lane and Portswood Road.

These measures for the initial building blocks for the wider Southampton Mass Transit which could include future phases of Mass Rapid Transit.

## 6.14 Passenger Views

The views of passengers and non-users are important to understand the user experience and what they consider to be the most important issues for them. We have looked at national surveys – Transport Focus and National Highways Transport Surveys to inform this BSIP.

Additionally, SCC has carried out its own research with public and businesses through online surveys in 2021 and 2023 to understand what people wanted for buses in Southampton specifically.

### 6.14.1 Transport Focus Bus Passenger Survey (2019)

Transport Focus Bus Passenger Surveys have been conducted in Southampton, with the last being in 2019 prior to the Covid-19 pandemic. The data indicated that:

- 89% of passengers were satisfied with the bus services in Southampton (run by Bluestar and First CityRed at the time),
- 63% believe the bus is good value for money,
- 79% of people were satisfied with bus punctuality, and
- 87% of people believe the journey times are the right length.

The survey suggests that passengers are least satisfied with the information provided on the bus, punctuality and value for money.

### 6.14.2 Southampton Bus Survey (2023)

Southampton City Council has conducted its own research into the views of the members of the public and businesses regarding the bus network within Southampton. This has been carried out twice – first in 2021 to inform the BSIP and again in 2023 to monitor progress and inform the 2024 update.

- To find out what people think about local bus services and how to improve them,
- How people current use buses and what their attitudes are towards them, and
- What would encourage greater use of buses.

The survey ran online from 23rd October to 12th November 2023. The survey was promoted through various Southampton City Council social medias, bulletins, Southampton People's Panel, targeted communication to groups including Communicare and SCC Staff, and through local bus companies including Bluestar.

In total the survey received 3,200 responses – 93% of whom were residents in the city. 15% stating they visited the city for work. 57% of respondents identified as female, with 43% identifying as male.

The key findings were:

- 37% of respondents used the bus regularly, with those under 25 using the bus the most;
- Satisfaction with bus services in Southampton is divided, 33% of bus users were satisfied with the bus services, and 48% dissatisfied – satisfaction was highest for safety, experience on the bus, cleanliness, speed of journey and value for money;
- Support for phasing out of the more polluting buses in favour of zero emission vehicles – 64% supported that, and 26% agreed that they'd be encouraged to use the bus more (although 50% were neither);
- A third of respondents said they had safety concerns when using the bus, this went up to almost half of disabled respondents and those aged 25-24 – items raised included available of seating inside the bus, other passengers, safety at the bus stop and cleanliness of the bus.

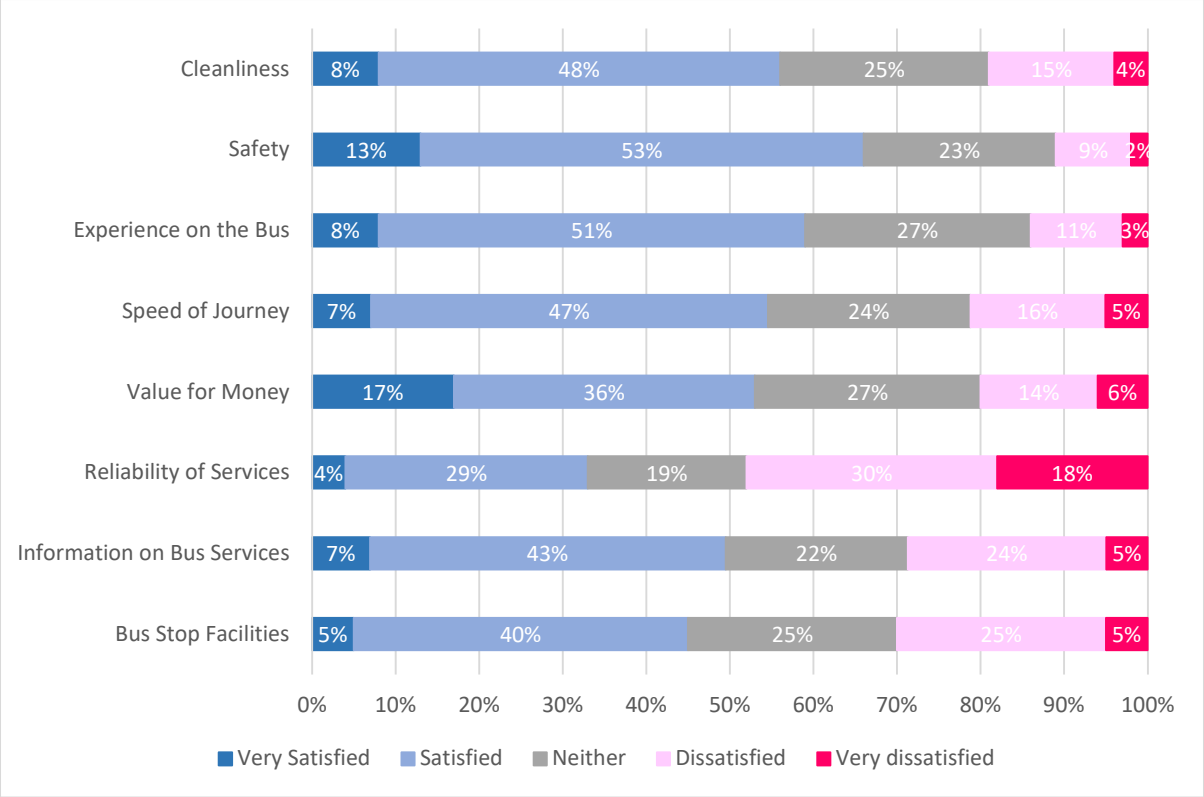



**Figure A2-48 Satisfaction with bus services in Southampton, 2023 SCC Survey**

The survey provided insight into what would encourage people to use the bus. The highest response was for suitably timetabled or more frequent services (65%), quicker or more direct bus routes (57%), and improved bus stops (47%). These are summarised in Figure A2-49.

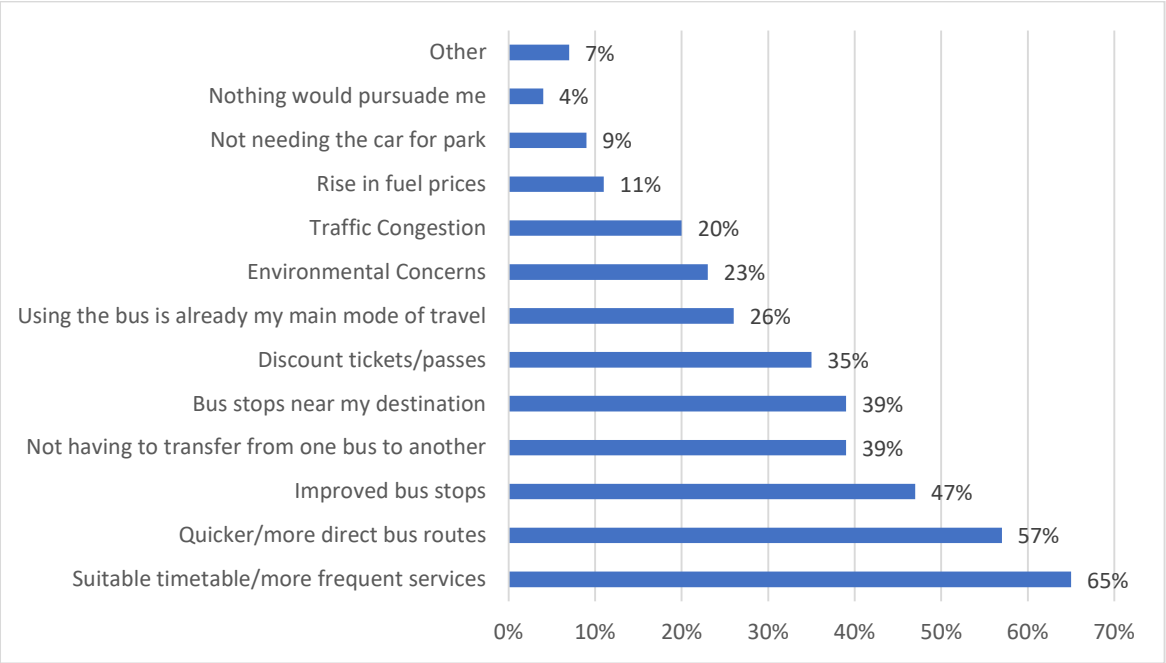



**Figure A2-49 Agreement with measures to encourage greater bus use**

# 7 Transport Policy Alignment

## 7.1 Government Strategies

There are a number of Government Strategies that the Southampton Bus Service Improvement Plan aligns with.

| Policy Document | Key Themes for BSIP |
|---|---|
| National Bus Strategy (2021) | • Investment of £3bn over the course of the Parliament to 2025 in England;<br>• Aim to reverse the cycle of decline in usage and provision of bus services;<br>• Supports reallocation of roadspace in favour of bus priority;<br>• Improved uptake of Zero Emission Buses with plan for 4,000 to be delivered;<br>• Simpler, multi-operator ticketing with flat and capped fares |
| Transport Decarbonisation Strategy (2021) | • Future local transport funding and planning will transition to a state where demonstration of the reduction in emissions from transport investment will be required in LTPs;<br>• Use of a toolkit to help LTAs to measure the greenhouse gas emissions from transport and quantify it;<br>• Reiteration of National Planning Policy Framework presumption on planning for sustainable travel modes in new developments;<br>• Commitment to reform the Bus Service Operators Grant (BSOG) restating the aspirations in the National Bus Strategy;<br>• Recognises that modal shift is important in achieving decarbonisation, including through reallocation of roadspace |
| Levelling Up White Paper (2022) | • Factors involved in levelling up the UK economically include physical capital (infrastructure), human (skills), intangible capital (innovation), financial capital (resources), and social capital (strength of communities)<br>• By 2030, local public transport connectivity across the country will be significantly closer to the standards of London, with improved services, simpler fares and integrated ticketing<br>• Focus on improving transport connectivity through local transport, empowering local leaders, and connectivity between economic centres<br>• Bus priority lanes to make buses faster, more reliable, more attractive to passengers and cheaper to run |
| Williams-Shapps Rail Review (2021) | • Great British Railways to integrated running trains and infrastructure to plan, specify and oversee delivery of rail<br>• Opportunities for LTAs to work in partnership to delivery improved rail services |
| Future of Mobility: Urban Strategy (2019) | • Mass transit being fundamental to an efficient transport system<br>• Mobility innovation to help reduce congestion through more efficient use of limited road space – sharing rides, increasing occupancy, or consolidating freight;<br>• Need to stimulate innovation and give the best deal to consumers;<br>• New mobility services need to be designed to operate as part of an integrated transport system combining public, private and multiple modes for transport users |

| | |
|---|---|
| | • Data from new mobility services must be shared where appropriate to improve choice and the operation of the transport system |
| Clean Growth Strategy (2017) | • Increase uptake of zero-emission buses<br>• Reduce the number of shorter journeys by car |
| Cycling & Walking Investment Strategy 2 (2023) | • Increase walking to 300 stages per person per year |
| National AQ Plan (2017) | • Good local bus services encourage people to leave the car at home and use public transport to get to work, school, and to access local services;<br>• The latest Euro VI diesel buses can emit less NOx per vehicle than the latest diesel cars |
| Clean Air Strategy (2019) | • Funding to improve bus services |
| National Planning Policy Framework (2018) | • Applications for development should facilitate access to high quality public transport services…layouts that maximise the catchments for bus…appropriate facilities that encourage public transport use<br>• Local parking standards should take account of the availability and opportunities for public transport. |

## 7.2 Sub-National Policies

| Policy Document | Key Themes for BSIP |
|---|---|
| Transport Strategy for the South East (TfSE) 2020 | • Strategic goals of improved productivity, improved health and wellbeing and protection of the environment<br>• A network that promotes active travel and active lifestyles to improve health & well-being and a reduction in the need to travel by car<br>• South East is less dependent on London and develops its own economic hubs<br>• Mode shift from car to bus and rail through increasing price of travel by car and lowering the price of bus and rail travel<br>• Support initiatives that maintain the viability of inter-urban bus services<br>• Develop high quality Rapid Transit services in urban corridors |
| TfSE Strategic Investment Plan (2022) | • Provides the action plan for implementing the aims and objectives of the Transport Strategy<br>• Identifies schemes in sub-regions of South East – Solent<br>• Identifies the key schemes for Southampton including Mass Transit, rail enhancements, active travel, placemaking, Park & Ride, Northam Rail Bridge and West Quay Road realignment |

## 7.3 Local Policies, Strategies and Plans

| Policy Document | Key Themes for BSIP |
|---|---|
| Southampton Core Strategy (2015) | • Provides the overarching land use plan for Southampton with specific transport policy: Policy CS18 – Transport: Reduce-Manage-Invest<br>• Takes approach to promote patterns and forms of development that reduce the need to travel especially by car, and which seek |

| | |
|---|---|
| | to promote active lifestyles, promote City Centre growth and higher density residential development in accessible locations<br>• Support infrastructure and secure developer contributions which promote public transport and active travel<br>• Work with adjoining authorities and through Solent Transport to support Southampton's role as an international gateway and regional transport hub – support improvements at Southampton Central Station, enhancement of bus interchange facilities in City Centre, strategic enhancement to highway network that benefit buses<br>• Policy CS19 on Parking seeks to have lower car parking standards in areas of high accessibility such as City Centre or on public transport corridors |
| City Centre Action Plan (2015) | • Framework for protecting historic and natural environments, tackling climate change and creating an attractive and uplifting place to be, while promoting more offices, homes, shops and leisure facilities<br>• Specific policy (AP18) on Transport and Movement which supports an effective movement/transport network in, to and within the City Centre and aims to achieve a significant modal shift from use of the car to other modes of transport<br>• Includes high quality provision for public transport, walking & cycling; an enhanced public transport interchange at Southampton Central; working with bus operators to provide an efficient and effective bus network to serve key and existing and new destinations in the City Centre and make provision for 'Super Stops/Hubs' |
| Connected Southampton 2040 (LTP4) 2019 | • Sets out the long-term vision for transport in Southampton over period to 2040 – to change from seeking to maximise the movement of vehicles to instead focus on improving the efficiency of transport corridors and places making it easier for people to get about by a range of different travel choices<br>• Formed around three strategic objectives<br>o A Successful Southampton – to support the sustainable economic growth of Southampton to maximise how the transport system operates<br>o A System for Everyone – to make Southampton an attractive and inclusive place to improve people's quality of life, so that everyone is safe, and has equal access to transport regardless of their circumstances<br>o A Better Way to Travel – supporting people in changing the way they move around the city, by widening their travel choices so they can get around actively, healthily and becoming zero emission.<br>• Buses support the Successful Southampton objective through the Southampton Mass Transit System (SMTS) - the SMTS is not defined by a specific mode but by what it is – a number of separate elements and types of mobility that are combined.<br>• The LTP also sets out policies around the connections into the city (e.g. Northam Rail Bridge and Ring Road), making the City Centre a Liveable Place with high degree of priority for buses including introducing the City Centre Bus Loop, cycle and walking networks, zero-emission vehicles, and Central Station Interchange |

| | |
|---|---|
| Cycling Southampton (2017) | • A ten year strategy for cycling (being Southampton's LCWIP) with vision to transform Southampton into a true Cycling City, creating a liveable integrated, thriving and mobile city where safe cycling is a daily norm'<br>• Introduces the Southampton Cycle Network (SCN) as the main activity to increase cycling by making Southampton a safer better place to cycle connecting people from their front door along a network of cycle routes and facilities to where they want to go. The SCN needs to be integrated efficiently and effectively with new developments and other modes of transport |
| Air Quality Action Plan (2023) & Clean Air Strategy (2019) | • SCC has five key priority areas for where future work on air quality is focused:<br>o Empowering communities<br>o Supporting Businesses<br>o Active & Sustainable Travel – including providing and enhancing services and infrastructure to help people walking, cycling or using public transport<br>o Low and Zero Emission Vehicles<br>o Monitoring and Planning |
| Corporate Plan 2024-29 (2024) | • Proud and prosperous city<br>• Strong Foundations for Life<br>• Successful, sustainable organisation<br>• Sustained infrastructure investment – continue to work to ensure Southampton benefits from funding opportunities – building on better infrastructure, with safer, more affordable, and accessible modes of travel options around Southampton. |
| Climate Change Strategy (2023) | • SCC's response to the climate emergency and provides the framework for actions to delivery net zero carbon – mitigation, adaption and resilience<br>• Vision to be a zero carbon city by 2035<br>• Actions for to make SCC a net zero organisation and influence emissions made by others |

# 8 Local Authority Capability & Capacity

The public transport resource at Southampton City Council is outlined in Table A2-25 and the organisation structure in Figure A2-50.

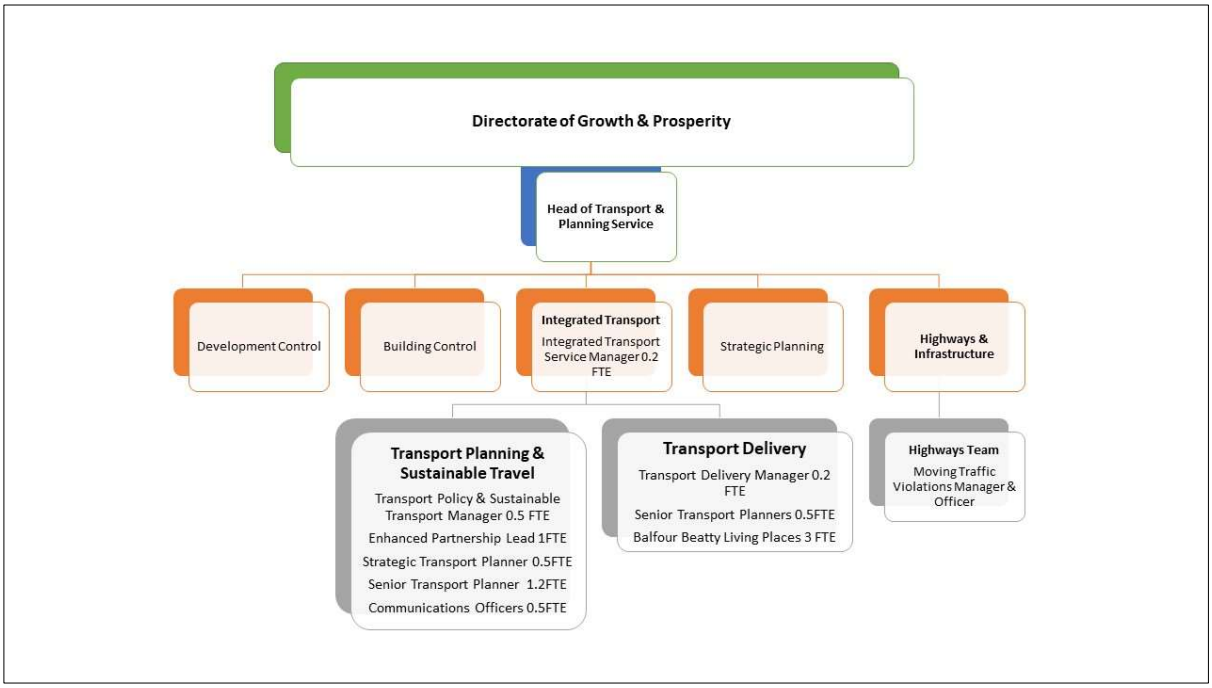



**Figure A2-50 SCC Structure Chart Delivery for Buses**

| Role Title | Role Description |
|---|---|
| Head of Service Transport & Planning | Leads a diverse, multi-disciplinary, professional workforce in the areas of transport, highways and planning functions of Southampton City Council.<br>Reports to Cabinet Member for Transport & Environment and Executive Director Growth & Prosperity<br>Sits on Solent Senior Management Board |
| Service Manager Integrated Transport | Provides leadership on transport – policy development and implementation of schemes<br>Line management of the Solent Future Transport Zone |
| Transport Policy & Sustainable Travel Manager | Leads on the development of all strategy, policy and funding bids for SCC, ensuring that the future planning and operation of the network and transport provision enables Southampton to realises it growth and decarbonisation aspiration.<br>Leads on Highways Development Management, air quality and the My Journey team.<br>Working closely with Solent Transport partners including Hampshire County Council, Isle of Wight Council, and Portsmouth City Council.<br>Liaising and developing relationships with key stakeholders in Southampton including bus operators, University, Hospital and the Port. |
| Transport Delivery Manager | Leads on the delivery of funded multi-modal transport schemes and future schemes through the Highways Service Partnership (HSP) with Balfour Beaty Living Places (BBLP) |

| | |
|---|---|
| | Works with the Transport Policy & Sustainable Travel Manager to input into policies and funding bids |
| Strategic Transport Planner | To create complex and varied transport plans, policies and strategies which balance the needs of Southampton's residents, businesses, visitors, environment and regional & National transport priorities<br>Prepare, develop and implement elements of Connected Southampton 2040 (Southampton LTP4) and report against progress<br>To be responsible for the development of other strategies including Active Travel, Public Transport etc<br>Liaison with TfSE and Southampton Renaissance (Masterplanning) |
| Senior Transport Planner (Enhanced Partnership) | To be the lead on the operation and stakeholder engagement on the Southampton Enhanced Partnership<br>Be main point of contact for DfT and bus operators on the EP<br>Administration of the Southampton ENCTS, bus subsidies, bus registrations<br>Lead on the delivery of revenue initiatives – new bus services, fare offers, ticketing initiatives, service enhancements |
| Senior Transport Planner (Highways DM) | Provides Highways input (including bus) to planning applications received by SCC<br>Negotiation of S106 Developer Contributions including towards bus facilities and services |
| Senior Transport Planners (Capital) x2 | Client manage with BBLP the delivery of capital schemes ranging from bus stops to major multi-modal schemes – scheme design, consultation, Member engagement, and delivery |
| Sustainable Travel Leads x2 | Lead on the delivery of the behaviour change programme with schools and workplaces (with supporting Sustainable Travel Officers x2) including promoting bus travel and initiatives – infrastructure and fare offers |
| Smart Cities Team Leader | Lead on the administration of the Smart Cities card which includes the administration of applications for ENCTS passes – line manages 2x Transport Technicians |
| TCF Programme Manager | Programme management of the £57M Southampton Transforming Cities Fund (TCF) with Hampshire County Council. Lead for delivery of the TCF schemes in the City Centre – Southampton Central Station, Albion Place Bus Hub, East Park Terrace bus only street and Northern Ring Road junctions<br>Line manages 1x Project Lead responsible for delivery of individual schemes – Portswood Broadway & ATZ, cycle schemes |
| Service Manager Highways & Infrastructure | Overall management of the traffic & highways functions of SCC and flood risk management<br>Lead on Moving Traffic Offences, Red Routes, Lane Rental<br>Leads on development and implementation of road safety schemes |
| Communications Officer (Transport) | Provides communications support to bus messaging and consultation on schemes |

# 9 Future Projections

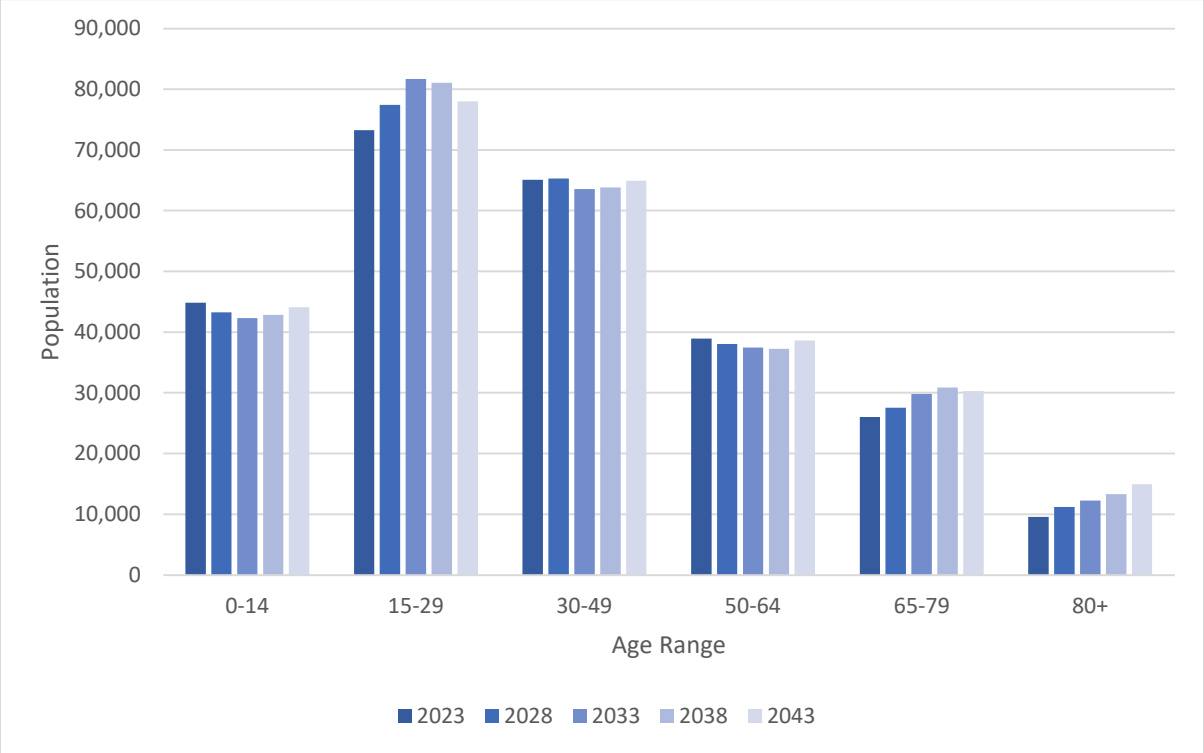
This section looks at the future projections in population and car ownership as key factors in impacting on future bus patronage and services in Southampton.

## 9.1 Population Projections

Population projections for Southampton produced by ONS Subnational Population Forecasts[33] have been used to understand potential future population growth and age structure in Southampton. The forecasts suggest that the total population living in Southampton will increase by 6.6%, 13,144 people, in the period from 2023 to 2043.

- Those aged 15-29 will continue to make up the largest sector of the city's population with a 5% increase,
- The proportion of over 60s projected to increase by 20% between 2023 and 2043, and those aged 80+ increase by 37.6%
- The proportion of those aged under 15 is broadly staying the same, initially decreasing and then increasing to be in 2041 where they were in 2023.

All of this population change will affect how people use public transport and the demands for it. An ageing population will have impact on the numbers eligible for concessionary fare passes if this is still linked to state pension age. They will also have differing needs on buses including accessibility and safety. These changes at either end of the population structure will require the bus network to adjust so it meets the demands of a changing demographic.




## 9.2 Development Assumptions

The emerging Local Plan for Southampton – City Vision – is at draft stage and sets how SCC, as the Local Planning Authority, intends to deliver the new homes, employment areas,

[33] Subnational population projections for England - Office for National Statistics

infrastructure and facilities, that will be needed over the next 20 years while also protecting and enhancing the City's environment and green areas.

The draft consultation in 2022 set development targets of

- New homes – 16,800 dwellings (2022-2040)
- Offices – 61,000-78,000m² (2019-2020)

This growth will broadly be accommodated in the City Centre and along sustainable transport corridors, which are primarily bus. The bus network will need to be supported so it can support this level of growth so not leading to car-based growth.

# 10 Concluding Remarks

This Evidence Base provides an update to the 2021 baseline conditions for Southampton and the wider City Region to inform the 2024 update to the Bus Service Improvement Plan for Southampton. It outlines the current social-economic demographics of Southampton and the changes in demand may influence public transport, alongside detailing the current bus provision in Southampton.

The analysis shows that:

Socio-Economic Factors

- Southampton's population density is not evenly distributed with areas of Newtown, Bevois Valley, Portswood and Shirley close to the City Centre having higher density, which decreases as move away to the city edge – with parts of Bassett and Upper Shirley having a lower density;
- There are lower than average levels of car ownership, but this varies across the city, with inner areas having up to 45% of households not owning/accessing a car;
- Southampton is a relatively deprived city, ranked 55th out of 317 local authorities, and deprivation is focused on the City Centre or on the edge in the estates such as Redbridge, Thornhill, Swaythling and Weston. These areas have lower levels of car ownership but do have good frequent bus services (4+ buses/hr);
- Economic activity varies with 38% of the population economically inactive – higher than the England average, and inactivity is not distributed equally across the city. This can be related to higher levels of retirees, students or other economic inactive.

Bus Patronage

- Southampton continues to be a high performer for bus patronage, with 2023/24 levels of patronage being 105% higher than 2019/20 with the 7th highest number of bus journeys made per head in England – indicating that Southampton has retained and grown its bus passenger market;
- There had been a decrease in the bus kilometres operated in Southampton to 2021 but this increased in 2023 possibly because of the network changes following the withdrawal of First's CityRed services and then service enhancements by Bluestar;
- Bus people mode share entering the City Centre is 18.2% whereas those travelling by light vehicles (car & vans) accounted for 61.9%.

Overall, Southampton has a strong bus market which is a foundation to build on with the BSIP, however there are challenges that could hinder continued growth and mode share increase. The information in this Evidence Base is informing the aims and ambitions of the Bus Service Improvement Plan.

# Appendix A2-1 – Existing Bus Priority Measures

| Road | Priority Type | From | To | Length (m) | Operation |
|---|---|---|---|---|---|
| Redbridge Road | Bus Lane | Old Redbridge Road | Redbridge Roundabout | 125 | 24hr |
| Paynes Road | Bus Lane | Waterloo Road | Millbrook Road West | 412 | 24hr |
| Coxford Road-Lordshill Way | Bus Lane | Aldermoor Road | Aldermoor Close (opp) | 171 | 24hr |
| Shirley Road | Bus Lane | Malmsbury Road | Howard Road | 175 | 24hr |
| Shirley Road | Bus Lane | Tintern Grove | Commercial Road | 165 | 24hr |
| The Avenue | Bus Lane | London Road | Banister Road | 567 | 24hr |
| Chilworth Roundabout | Bus Lane | Bassett Avenue | M27 Overbridge | 193 | 24hr |
| London Road | Bus Lane | Carlton Crescent | The Avenue | 153 | 24hr |
| London Road | Bus Lane | o/s Giddy Bridge PH | Brunswick Place | 39 | 24hr |
| Civic Centre Road | Bus Lane | West Marlands Road | Above Bar Street | 55 | 24hr |
| Civic Centre Road | Bus Lane | Above Bar Street | Portland Terrace | 86 | 24hr |
| New Road | Bus Lane | Park Walk | East Park Terrace | 112 | 24hr |
| New Road | Bus Lane | Palmerston Road | Above Bar Street | 193 | 24hr |
| New Road | Bus Lane | East Park Terrace | St Andrews Road | 171 | 24hr |
| New Road | Bus Lane | St Andrews Road | Palmerston Road | 184 | 24hr |
| Northam Road | Bus Lane | Brintons Road | Northam Rail Bridge | 53 | 24hr |
| Northam Road | Bus Lane | Northam Rail Bridge | Old Northam Road | 113 | 24hr |
| Northam Road | Bus Lane | Old Northam Road | Kingsway | 103 | 24hr |
| Northam Road | Bus Lane | Princes Street | Britannia Road | 231 | 24hr |
| Bitterne Road (Lances Hill) | Bus Lane | West End Road | Bitterne Road West | 143 | 24hr |
| West End Road | Bus Lane | Maybray King Way EB Off | Bitterne Road (Lances Hill) | 200 | 24hr |
| Maybray King Way | Bus Lane | Bursledon Road | Bitterne Road East | 68 | 24hr |
| Portsmouth Road | Bus Lane | Enfield Grove | Manor Road South | 151 | 24hr |
| Bargate Street | Bus Only Road | Portland Terrace | York Walk | 153 | 24hr |
| Portland Terrace | Bus Only Road | Spa Road | Shopmobility Car Park | 128 | 24hr |
| Coopers Lane | Bus Only Road | Itchen Bridge | Portsmouth Road | 46 | 24hr |
| Above Bar Street | Pedestrian Zone except buses | Commercial Road | Civic Centre Road | 197 | 24hr |

| | | | | | |
|---|---|---|---|---|---|
| Above Bar Street | Pedestrian Zone except buses | Civic Centre Road | Sussex Walk | 282 | 0800-1800 |
| Vincents Walk | Bus Gate | Vincents Walk | Vincents Walk | 85 | 24hr |
| Violet Road | Bus Gate | Copperfield Road | Primrose Road | 171 | 0800-0930 & 1415-1545 Mon-Fri |
| Honeysuckle Road | Bus Gate | Lilac Road | Daisy Road | 200 | 0800-0930 & 1415-1545 Mon-Fri |
| | | | | 4,972 | |

## Appendix A2-2 – List of City Centre Car Parks

| Car Park | Period | Charging Period | Up to 2hrs | 3-5hrs | 5-10hrs | 10+hrs/All Day | Spaces |
|---|---|---|---|---|---|---|---|
| Local Authority Public Off-Street | | | | | | | |
| Southbrook Road North | Long Stay | Mon-Sun 0800-0000 | £2.80 | £3.70-£4.60 | £5.50-£9.00 | £11.00 | 27 |
| Southbrook Road South | Long Stay | Mon-Sun 0800-0000 | £2.80 | £3.70-£4.60 | £5.50-£9.00 | £11.00 | 113 |
| West Park Road (MSCP) | Long Stay | Mon-Sun 0800-0000 | £2.80 | £3.70-£4.60 | £5.30-£7.00 | £9.00 | 506 |
| Grosvenor Square (MSCP) | Long Stay | Mon-Sun 0800-0000 | £2.80 | £3.70-£4.60 | £5.50-£9.00 | £11.00 | 532 |
| Grosvenor Square North | Long Stay | Mon-Sun 0800-0000 | £2.80 | £3.70-£4.60 | £5.50-£9.00 | £11.00 | 88 |
| Amoy Street | Long Stay | Mon-Sun 0800-0000 | £2.80 | £3.70-£4.60 | £5.50-£9.00 | £11.00 | 54 |
| Wilton Avenue | Short Stay | Mon-Sun 0800-0000 | £3.20 | £4.20 (3hrs) | | | 78 |
| Handford Place | Long Stay | Mon-Sun 0800-0000 | £2.80 | £3.70-£4.60 | £5.50-£9.00 | £11.00 | 10 |
| Southampton Street | Long Stay | Mon-Sun 0800-0000 | £2.20 | £4.40 (4hrs) | £8.30 | £10.30 | 40 |
| Bedford Place (MSCP) | Long Stay | Mon-Sun 0800-0000 | £2.80 | £3.70-£4.60 | £5.50-£9.00 | £11.00 | 289 |
| Ordnance Road | Long Stay | Mon-Sun 0800-0000 | £2.20 | £4.40 (4hrs) | £8.30 | £10.30 | 10 |
| Kings Park Road | Long Stay | Mon-Sun 0800-0000 | £2.80 | £3.70-£4.60 | £5.50-£9.00 | £11.00 | 76 |
| Civic Centre Forecourt | Short Stay | Mon-Sun 0800-0000 | £3.60 | £5.50 (4hrs) | | | 72 |
| Compton Walk | Long Stay | Mon-Sun 0800-0000 | £2.80 | £3.70-£4.60 | £5.50-£9.00 | £11.00 | 35 |
| Trinity Road | Long Stay | Mon-Sun 0800-0000 | £2.20 | £2.70-£3.20 | £3.70-£6.00 | £8.00 | 23 |
| Six Dials | Long Stay | Mon-Sun 0800-0000 | £2.20 | £2.70-£3.20 | £3.70-£6.00 | £8.00 | 72 |
| Northam Road | Long Stay | Mon-Sun 0800-0000 | £2.20 | £2.70-£3.20 | £3.70-£6.00 | £8.00 | 24 |
| Marlands (MSCP) | Long Stay | Mon-Sun 0800-0000 | £2.80 | £3.70-£4.60 | £5.30-£7.00 | £9.00 | 810 |
| The Quays North | Short Stay | Mon-Sun 0800-0000 | £2.20 | £4.50 (4hrs) | | | 135 |
| The Quays South | Long Stay | Mon-Sun 0800-0000 | £2.50 | £3.50-£5.30 | £6.80-£7.30 | £8.00 | 92 |
| Harbour Parade | Long Stay | Mon-Sun 0800-0000 | £2.20 | £3.60-£4.40 | £5.20-£8.50 | £10.50 | 64 |
| Eastgate (MSCP) | Long Stay | Mon-Sun 0800-0000 | £2.80 | £3.70-£4.60 | £5.30-£7.00 | £9.00 | 709 |
| College Street | Long Stay | Mon-Sun 0800-0000 | £2.80 | £3.70-£4.60 | £5.50-£9.00 | £11.00 | 168 |
| Gloucester Square | Long Stay | Mon-Sun 0800-0000 | £2.80 | £3.70-£4.60 | £5.50-£9.00 | £11.00 | 90 |
| Mayflower Park | Long Stay | Mon-Sun 0800-0000 | £1.50 | | | | 229 |
| | | | | | | Total Spaces | 4346 |
| Private Publicly Accessible Off-Street | | | | | | | |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Central Station – North (Blechynden Terrace) | SWR | All Day | | | | £11.70 (M-F)<br>£3.90 (Sa-Sun) | 130 |
| Central Station – North (Southbrook Road) | SWR | All Day | | | | £11.70 (M-F)<br>£3.90 (Sa-Sun) | 130 |
| Portland Terrace MSCP | NCP | All Day | £7.90 | | | £10.95 | 597 |
| West Quay Retail Park | West Quay | Mon-Sun 0800-1800 | £1.50 | £2.50-£4.50 | £5.00 (6hrs) | | 700 |
| IKEA MSCP | IKEA | Mon-Sun 0900-2200 | £2.50 | £3.50-£4.50 | | £10.00 | 900 |
| West Quay Podium | West Quay | Mon-Sun 0900-03000 | £3.30 | £4.80-£6.50 | | £12.00 | 1487 |
| West Quay MSCP | West Quay | All Day | £2.80 | £3.80-£5.00 | | £6.00 | 2484 |
| Town Quay Pier | ABP | All Day | £2.70 | £3.90-4.90 | £6.10-£9.50 | £15.40 | 91 |
| Ocean Village MSCP | | All Day | £2.80 | £3.85-£5.00 | £6.40-£7.45 | £12.50-£15.00 | 776 |
| Ocean Village Marina | | All Day | £2.80 | £3.85-£5.00 | £6.40-£7.45 | £12.50-£15.00 | 148 |
| | | | | | | Total Spaces | 7443 |

# Bus Service Improvement Survey

## November 2023

southampton dataobservatory

Data, Intelligence & Insight Team

# Contents

# Introduction and background

**As part of our Bus Service Improvement plan, we ran this Bus Service Survey to understand travel habits and views on bus travel across the city.**

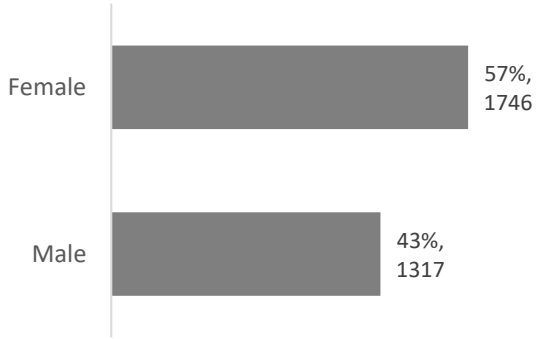
**The survey ran from 23 October – 12 November 23. The survey was promoted through various Southampton City Council social medias, bulletins, Southampton People's Panel, targeted communication to groups including Communicare and SCC Staff, and through local bus companies including Bluestar.**

# Who are the respondents?

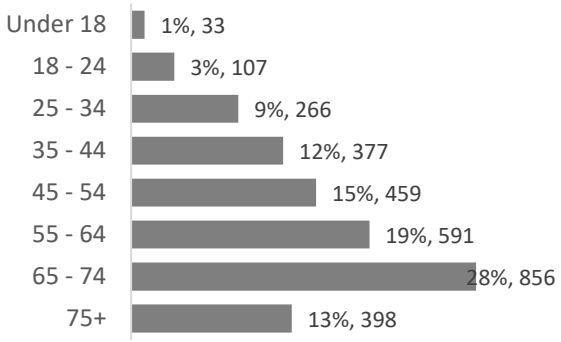
**Total responses** **3200**

*Graphs on this page are labelled as percentage, count.*

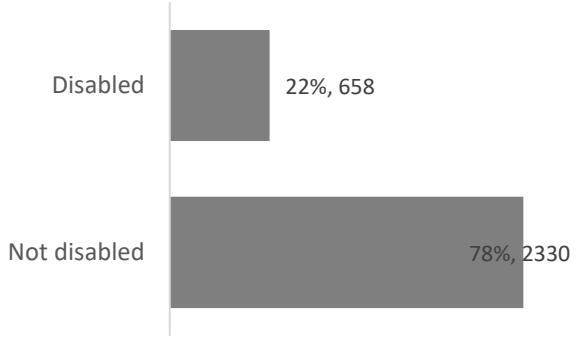
## Sex



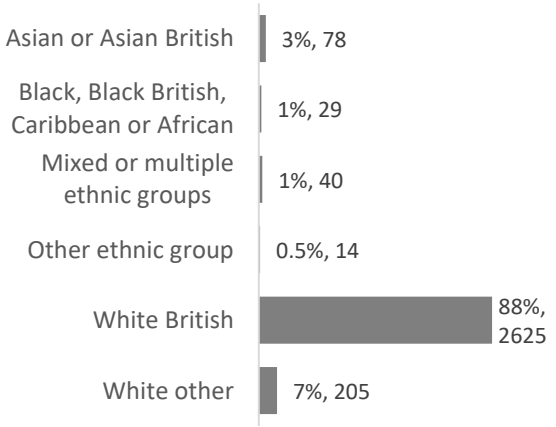

## Age



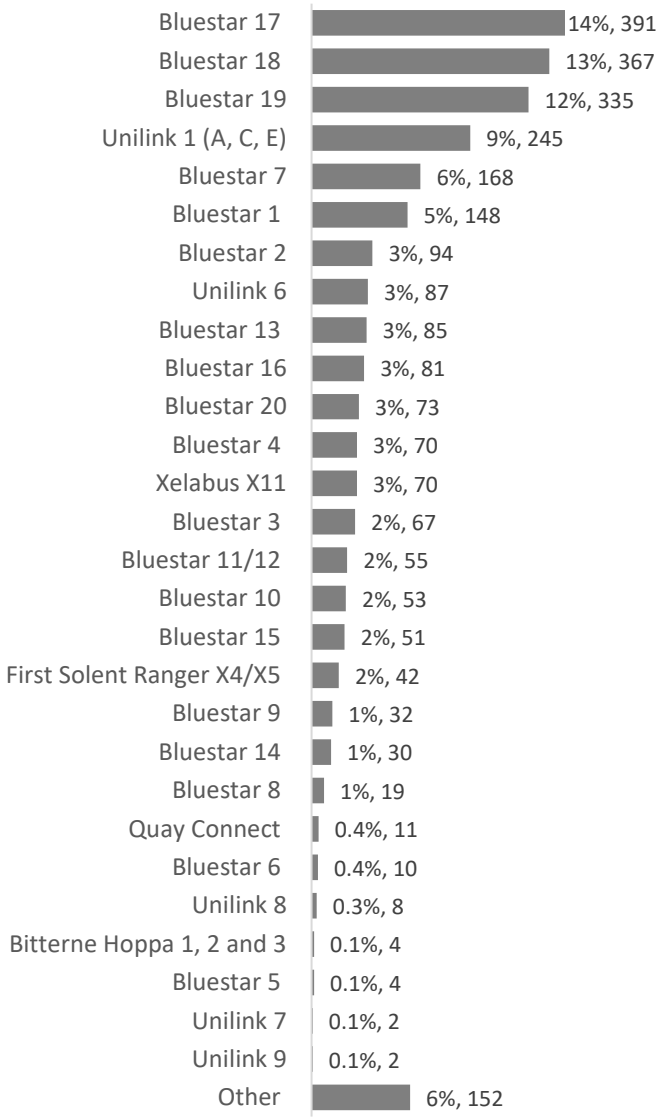

## Disability



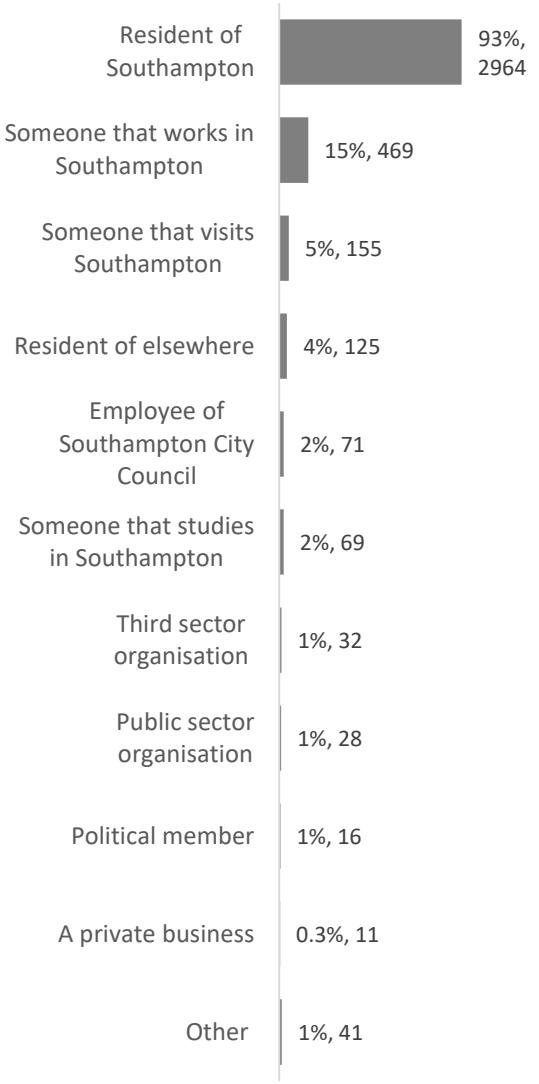

## Ethnicity




## Main bus service used



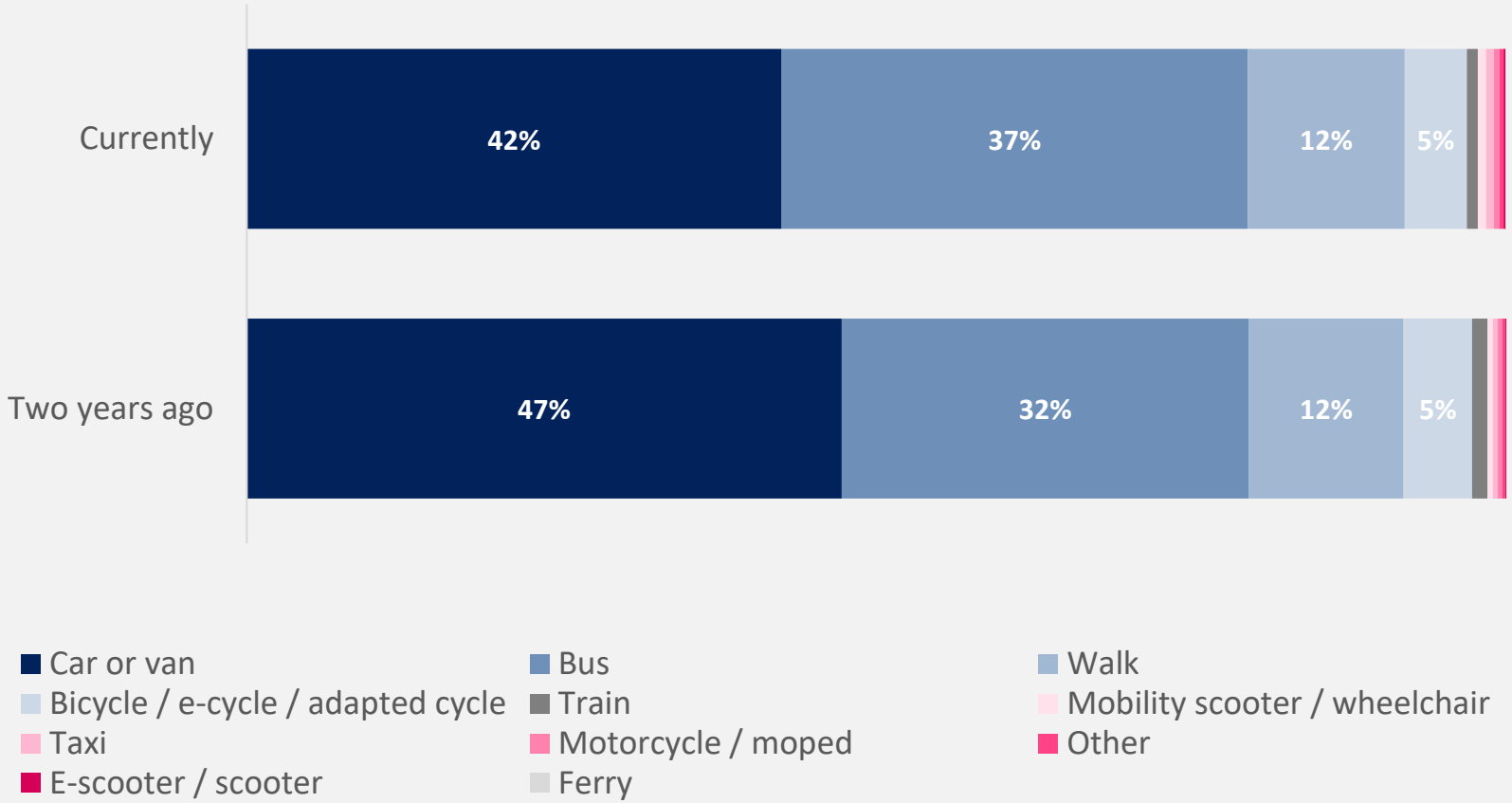

## Interest in the survey



# Key findings

# Modes of travel

***Bus travel as a main mode of travel has increased*** *by 5 percentage points, compared to two years ago.*




**Demographic breakdowns showed us that:**

Respondents **under 25 used the bus most**, compared to other age breakdowns.

The main mode of travel being **car or van increased as age increased**.

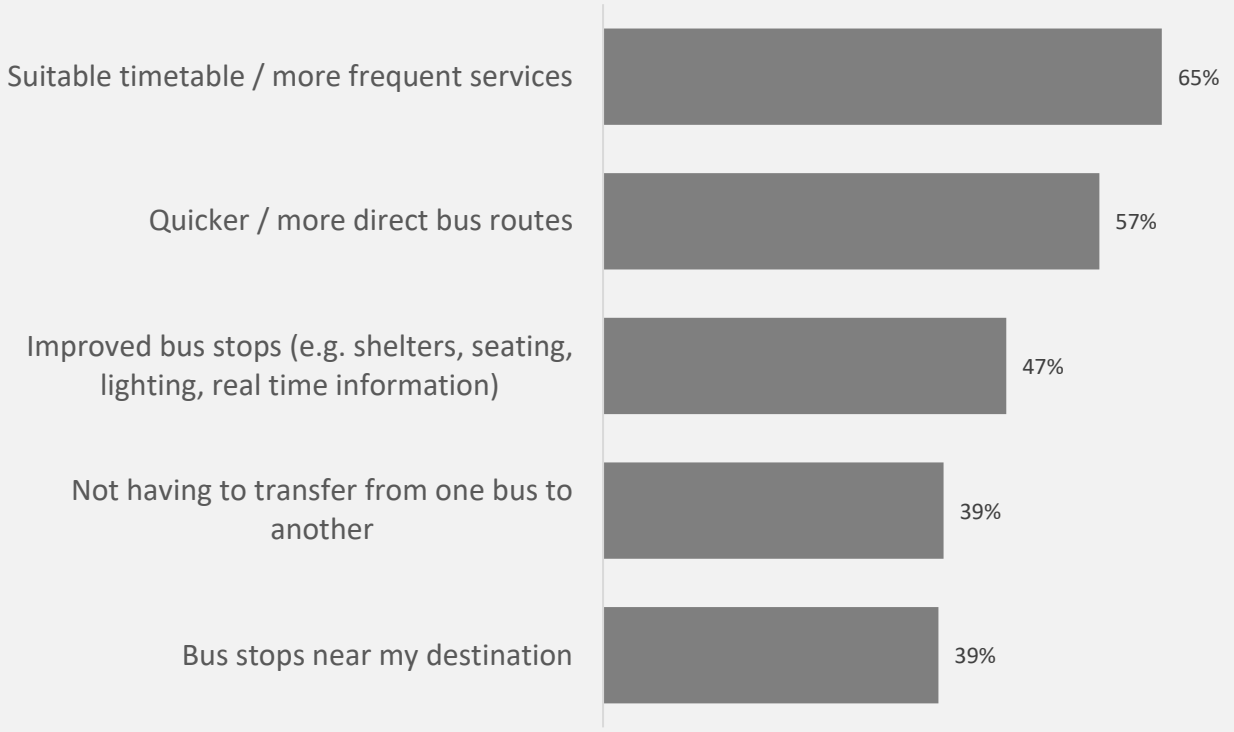
Almost half of respondents from SO19 told us that **bus is their main mode of travel** (47%).

# Using the bus

**Respondents told us that they use the bus most often (on a weekly basis) to:**

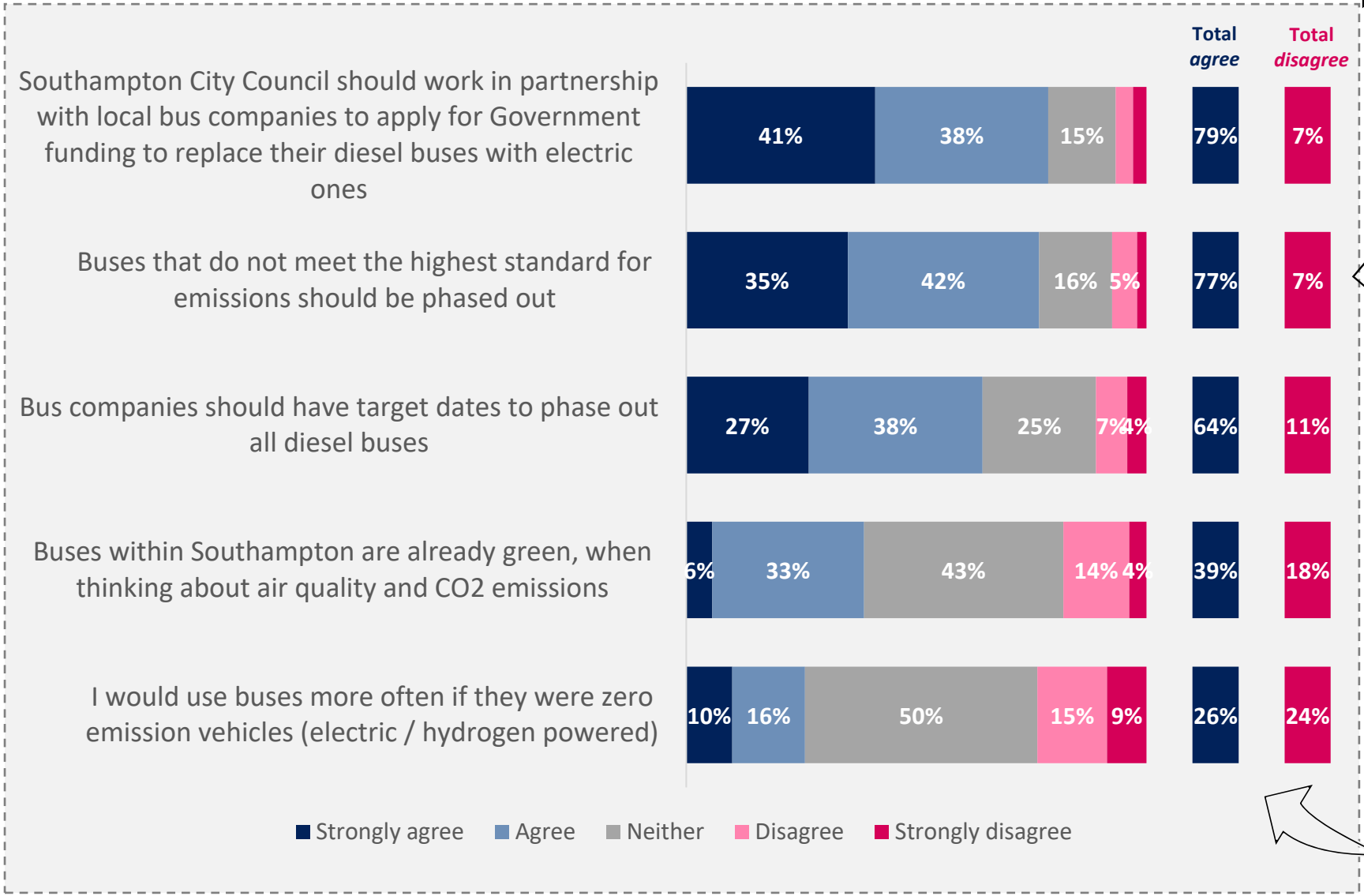
- **Go food or grocery shopping (28%)**
- **Go to work (27%)**
- **Go shopping for things other than food (24%)**

Over half of respondents said that a suitable timetable / more frequent services (65%) and quicker/ more direct bus routes (57%) **would encourage them to use the bus more often**




*Graph shows the top 5.*

# Greening of buses




Around **4/5 of survey respondents agreed that SCC should work in partnership with bus companies** to apply for government funding to replace their diesel buses with electric ones.

Just over 3 quarters of respondents selected that **buses that do not meet the highest standard for emissions should be phased out** (77%)

Just over a quarter of respondents told us that they would **use buses more often if they were zero emission vehicles**.

This rose to 37% of those under 25 and 35% of those living in SO14.

# Safety on buses

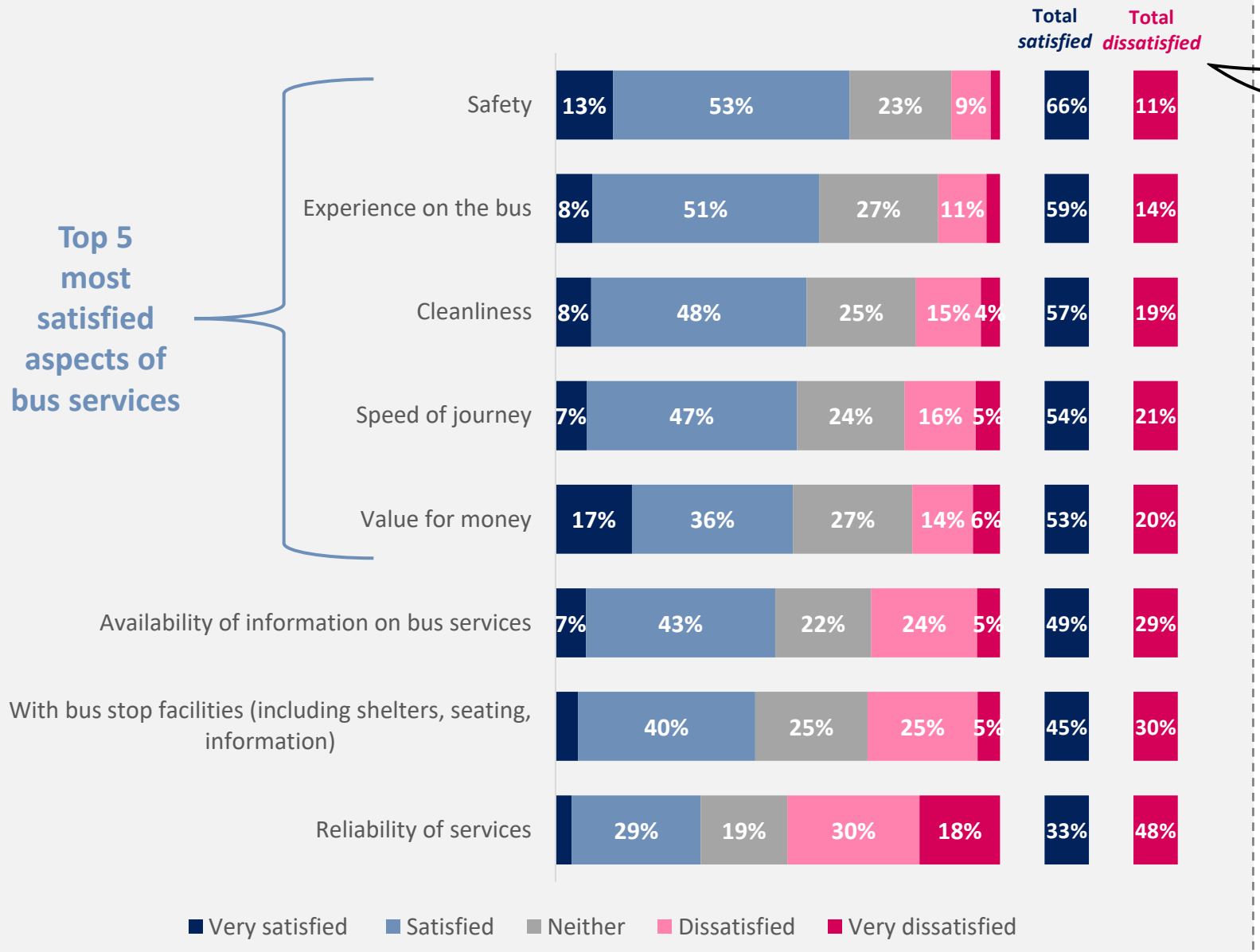
On average, **a third of respondents told us they had safety concerns** when using buses, or that put them off travelling by bus.

This went up to almost **half of disabled respondents having safety concerns** (48%), and 42% of those ages 25 - 34.

**Highest safety concerns were:**

- Availability of seating inside the bus (49%),
- Other passengers on the bus (49%),
- Personal safety at the bus stop / interchange (47%),
- Cleanliness and condition inside the bus (44%),
- Amount of personal space around you in the bus (42%).

# Satisfaction levels on aspects of bus services




## Demographic breakdowns showed us that:

**Respondents whose main bus service used was Bluestar 2 were amongst those who were most satisfied**; including with bus stops, availability of information on bus services, reliability of services, value for money, experience on bus, safety and cleanliness on buses.

**Respondents whose main bus service used was Unilink 6 were amongst those who were most satisfied**; including with bus stops, availability of information on bus services, reliability of services, experience on the bus, safety and cleanliness on buses.

**Respondents whose main bus service used was Bluestar 3 were amongst those who were most satisfied**; including with reliability of services, value for money, experience on the bus, safety and cleanliness on buses.

**Respondents who live within SO17 were amongst those who were most satisfied**; including with availability of information on bus services, reliability of services, experience on buses, safety and cleanliness on buses.

**Respondents whose main bus service used was Bluestar 10 were amongst those who were least satisfied**; including with bus stops, availability of information on bus services, reliability and cleanliness.

# Appendix slides

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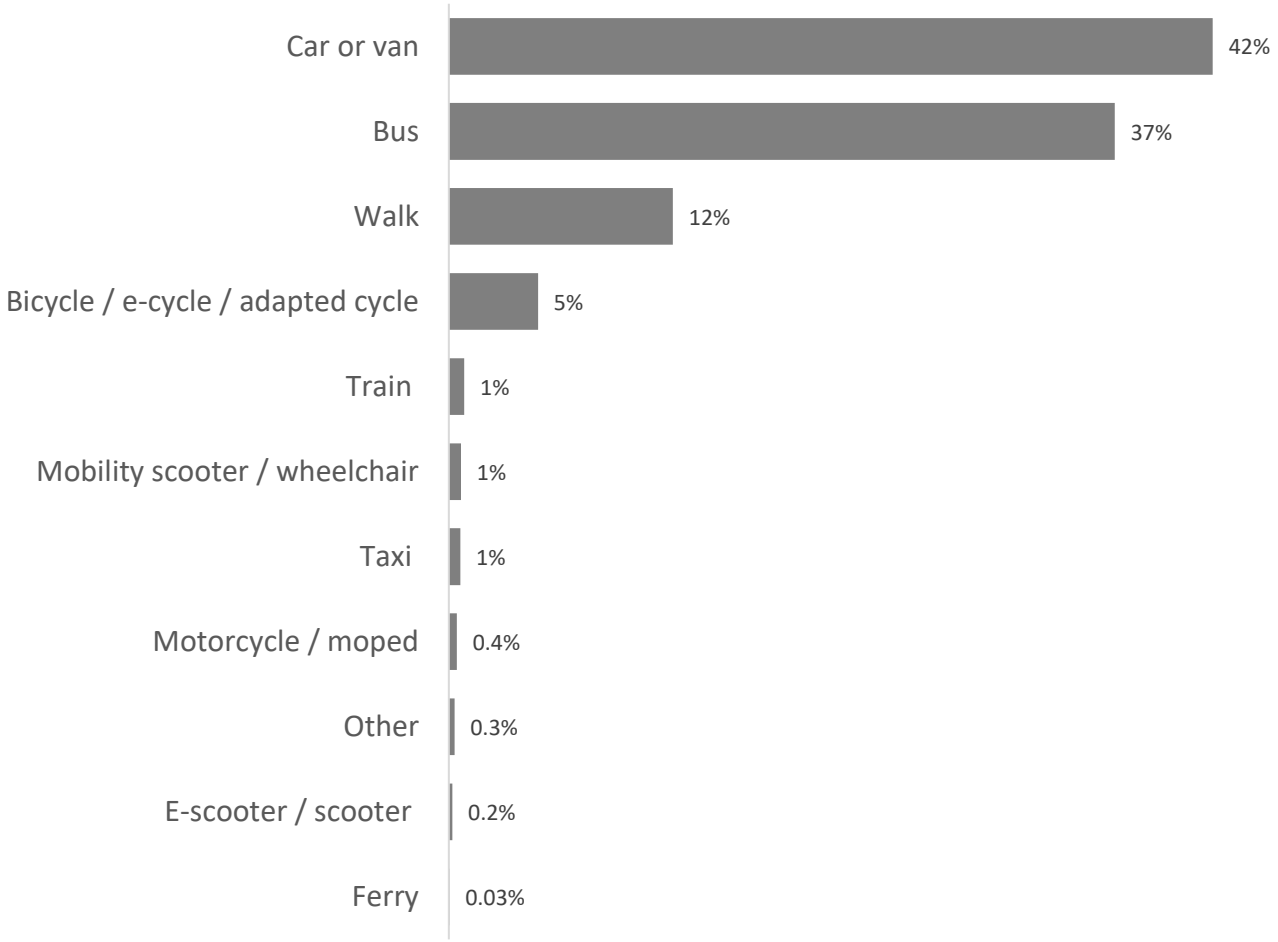
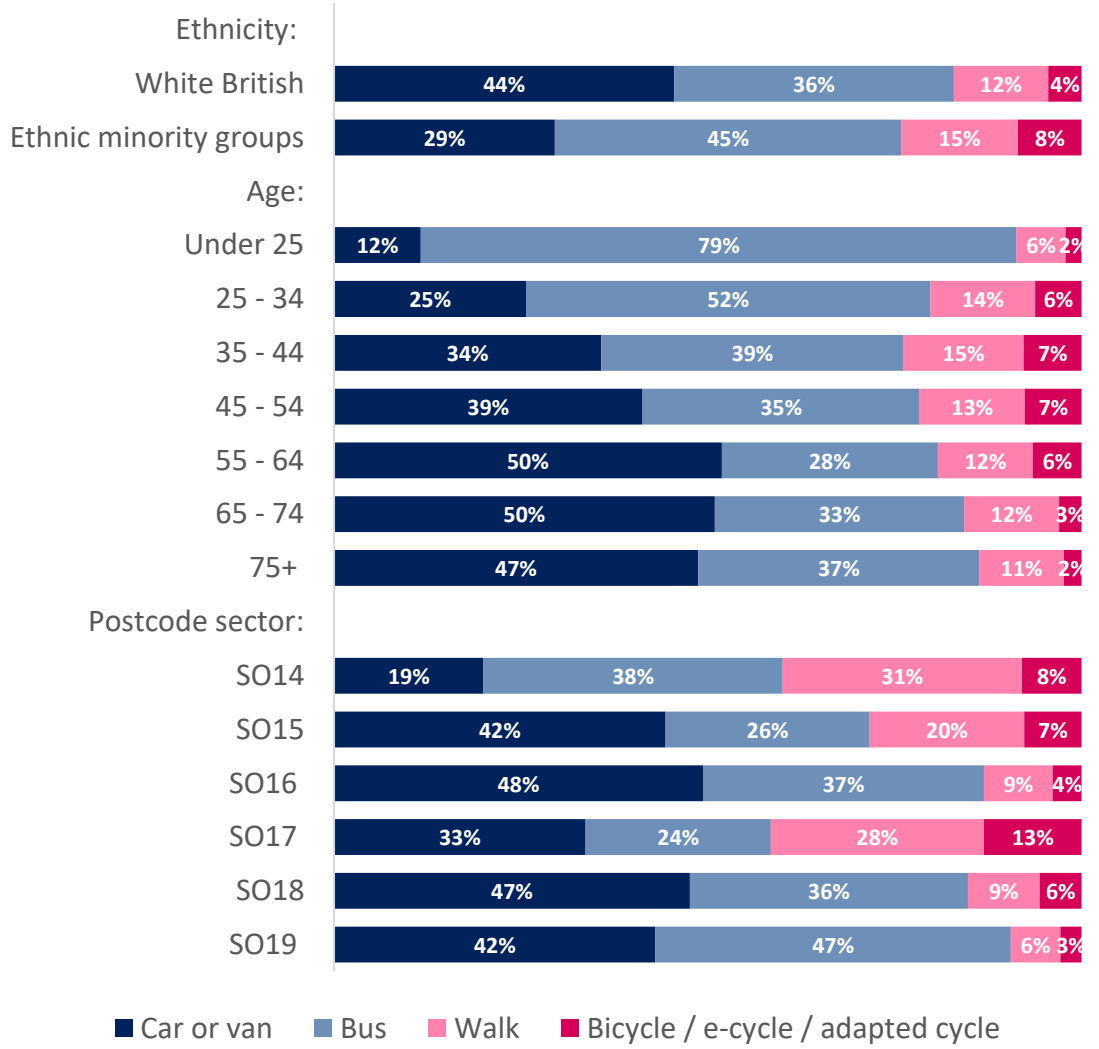
# What is your main mode of travel currently?

**Total responses** 3172

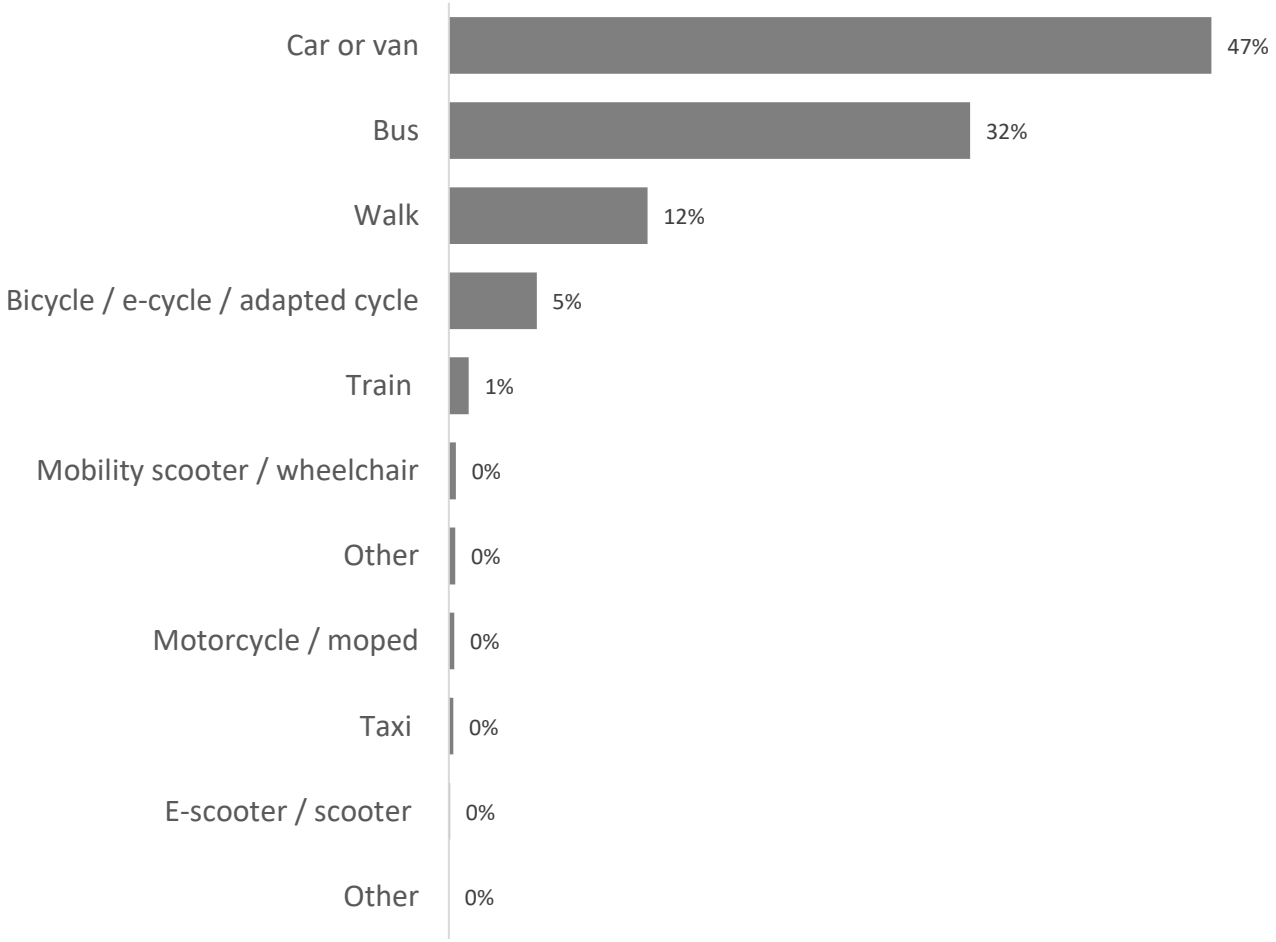



## Notable breakdowns:

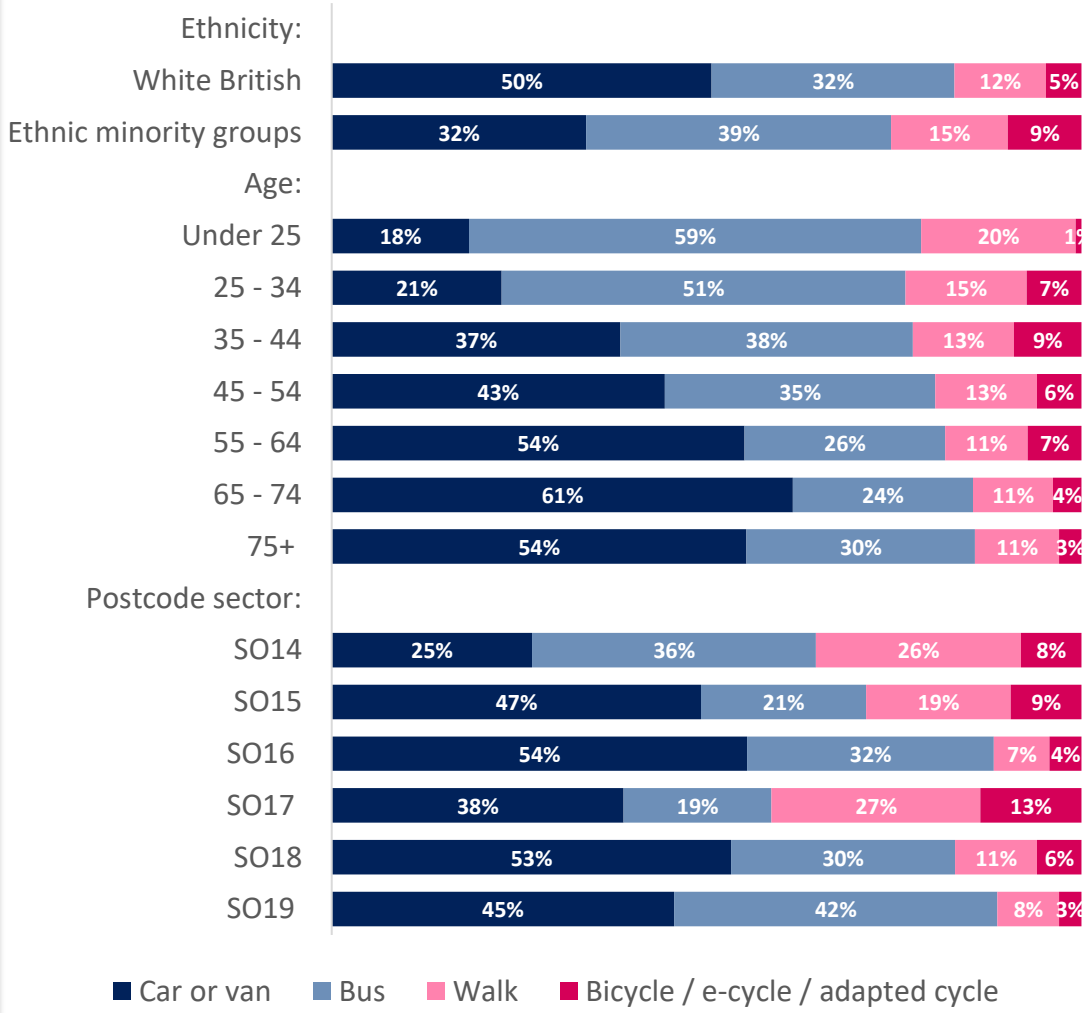


# What was your main mode of travel two years ago?

**Total responses** 3016

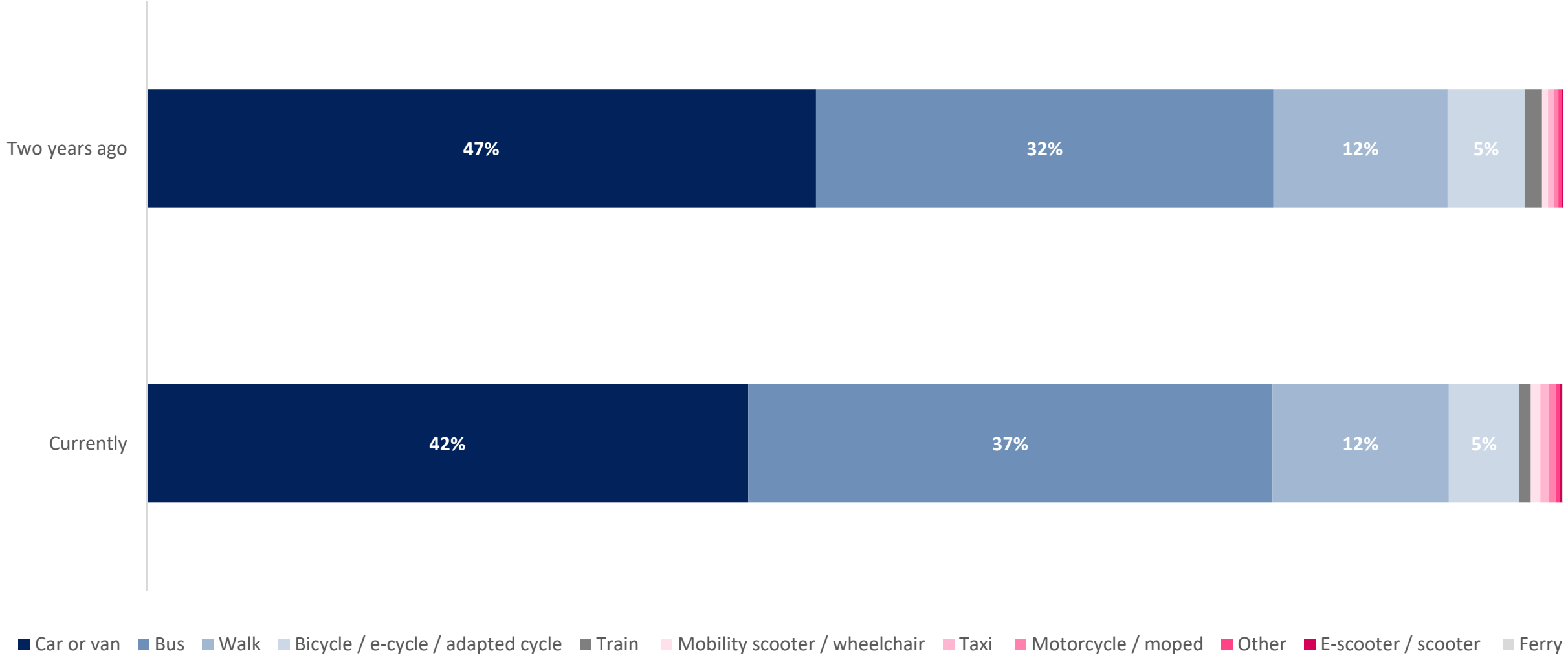



## Notable breakdowns:

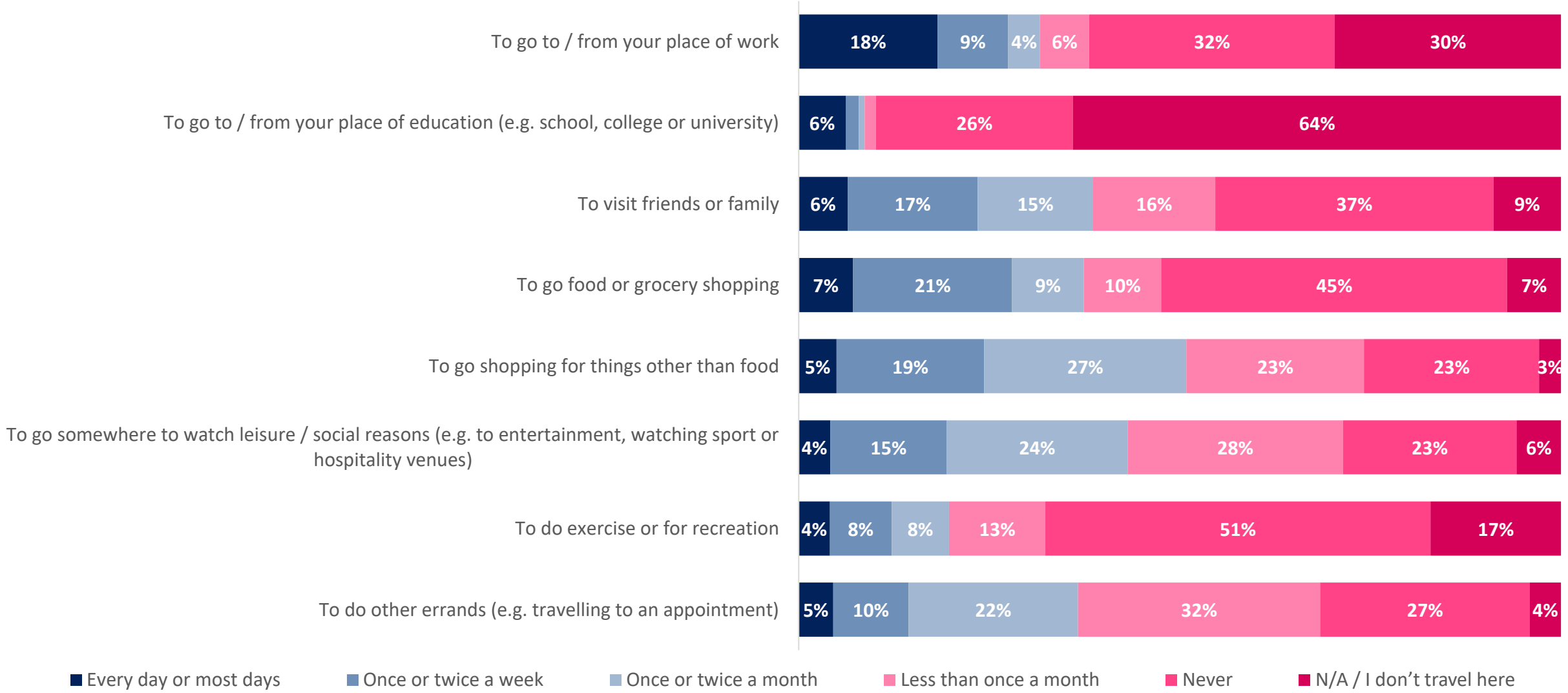



*Less than 100 respondents; **less than 50 respondents.

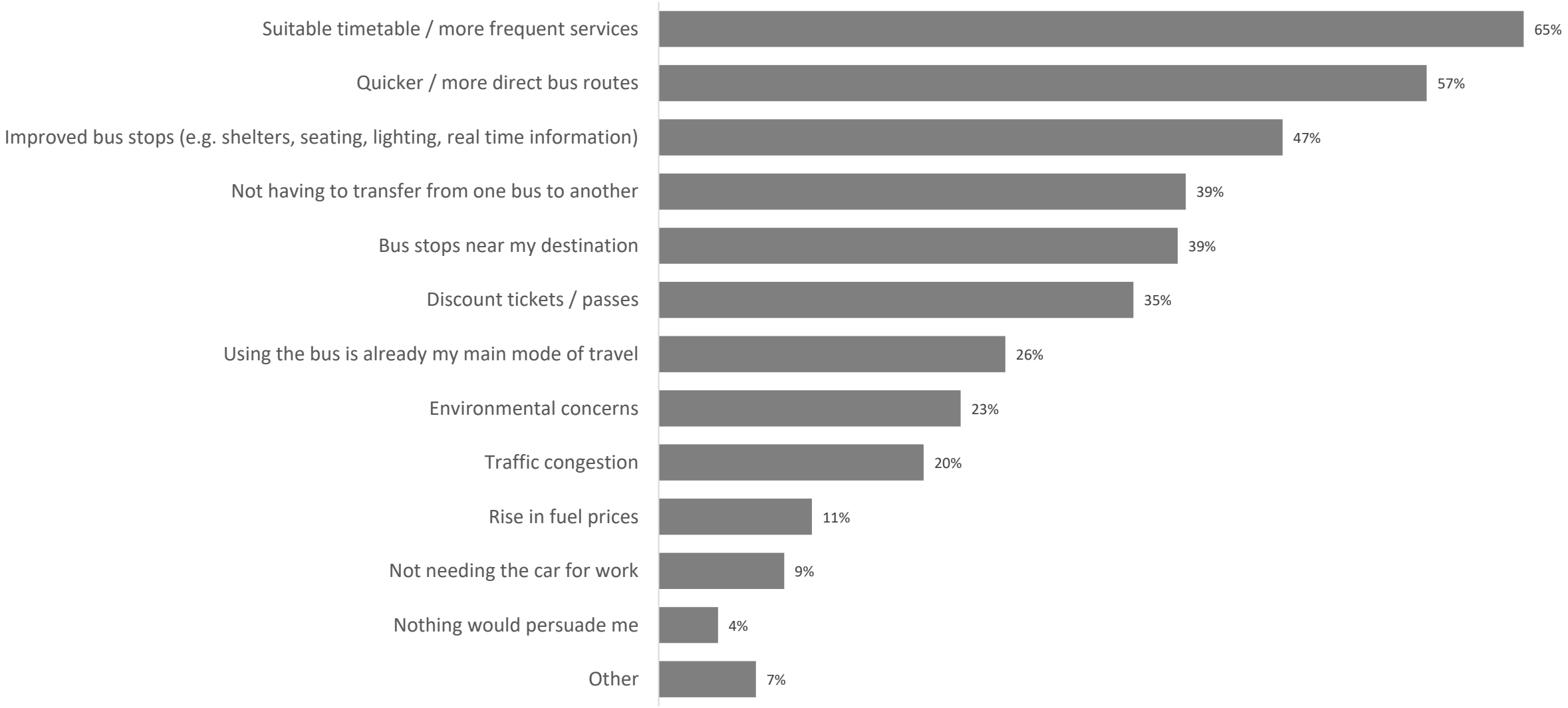
## What is your main mode of travel…



# How often do you use the bus for the following trips?

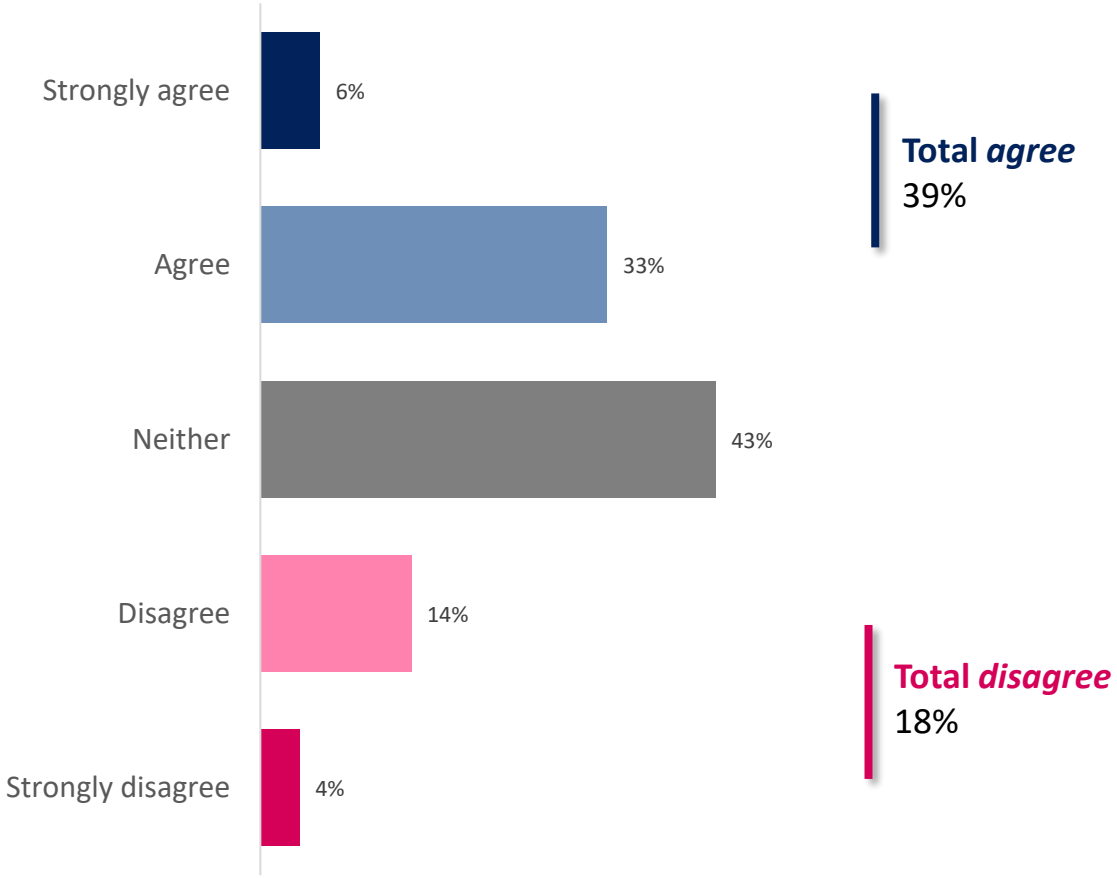


# Would any of the following encourage you to get the bus more often?



# To what extent do you agree or disagree with the following statements? Buses within Southampton are already green, when thinking about air quality and CO2 emissions

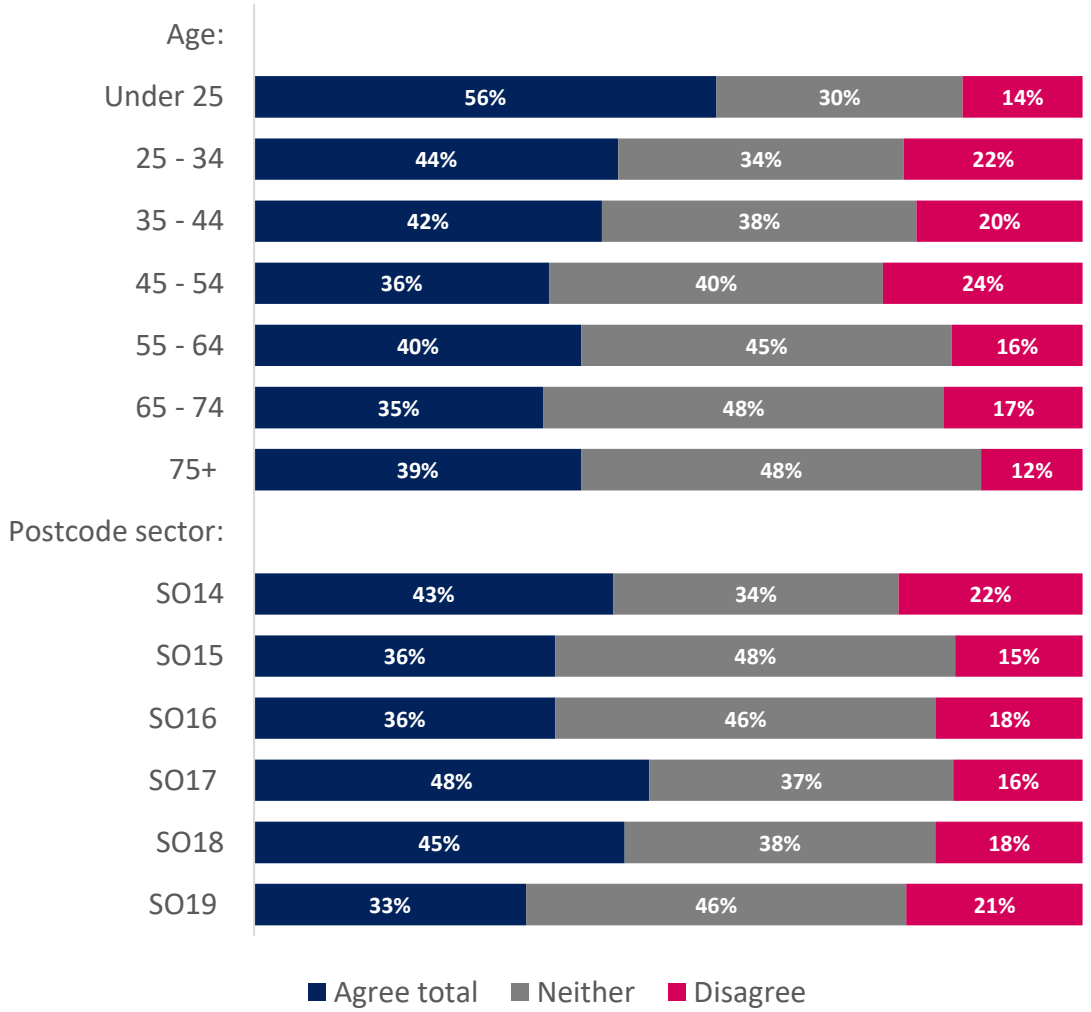
**Total responses** 3129




**Total *agree***
39%

**Total *disagree***
18%

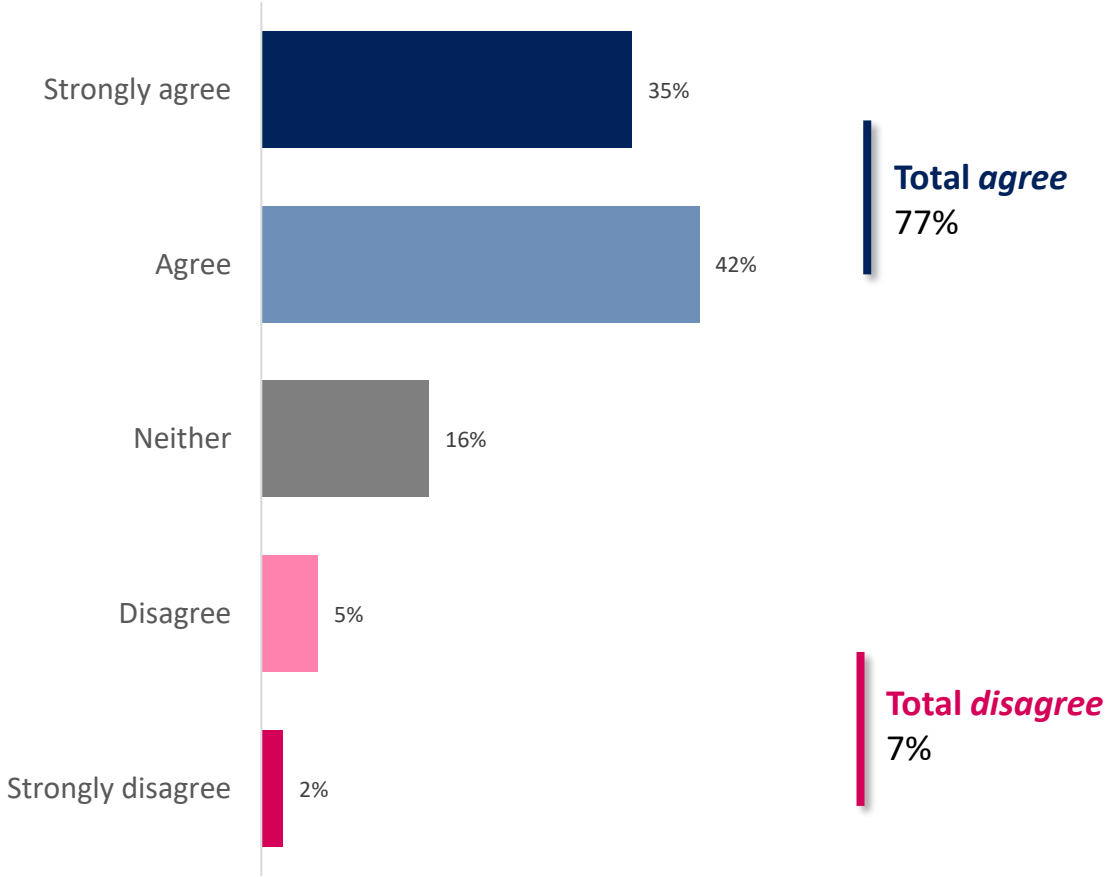
## Notable breakdowns:



# Buses that do not meet the highest standard for emissions

## To what extent do you agree or disagree with the following statements? Buses that do not meet the highest standard for emissions should be phased out

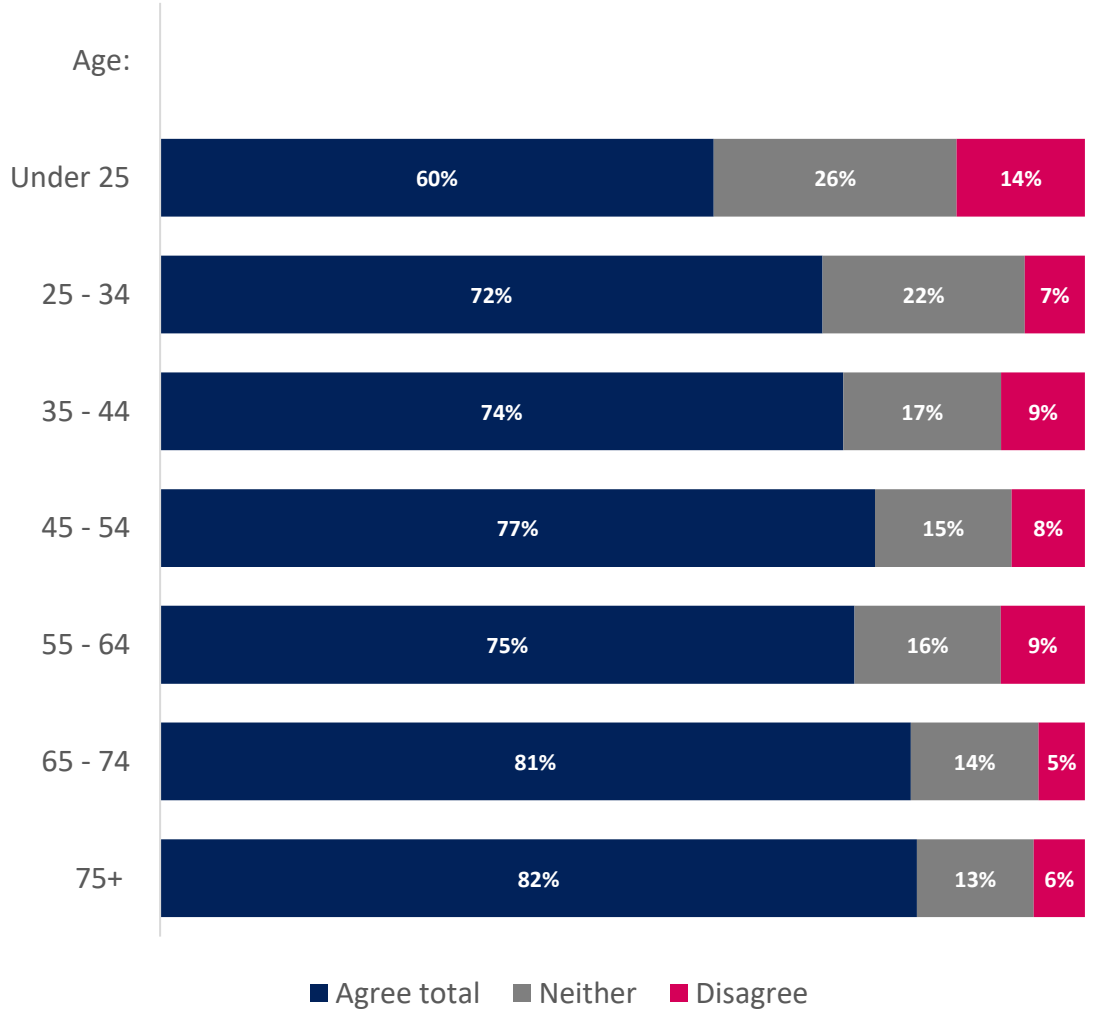
**Total responses** 3137




**Total *agree***
77%

**Total *disagree***
7%

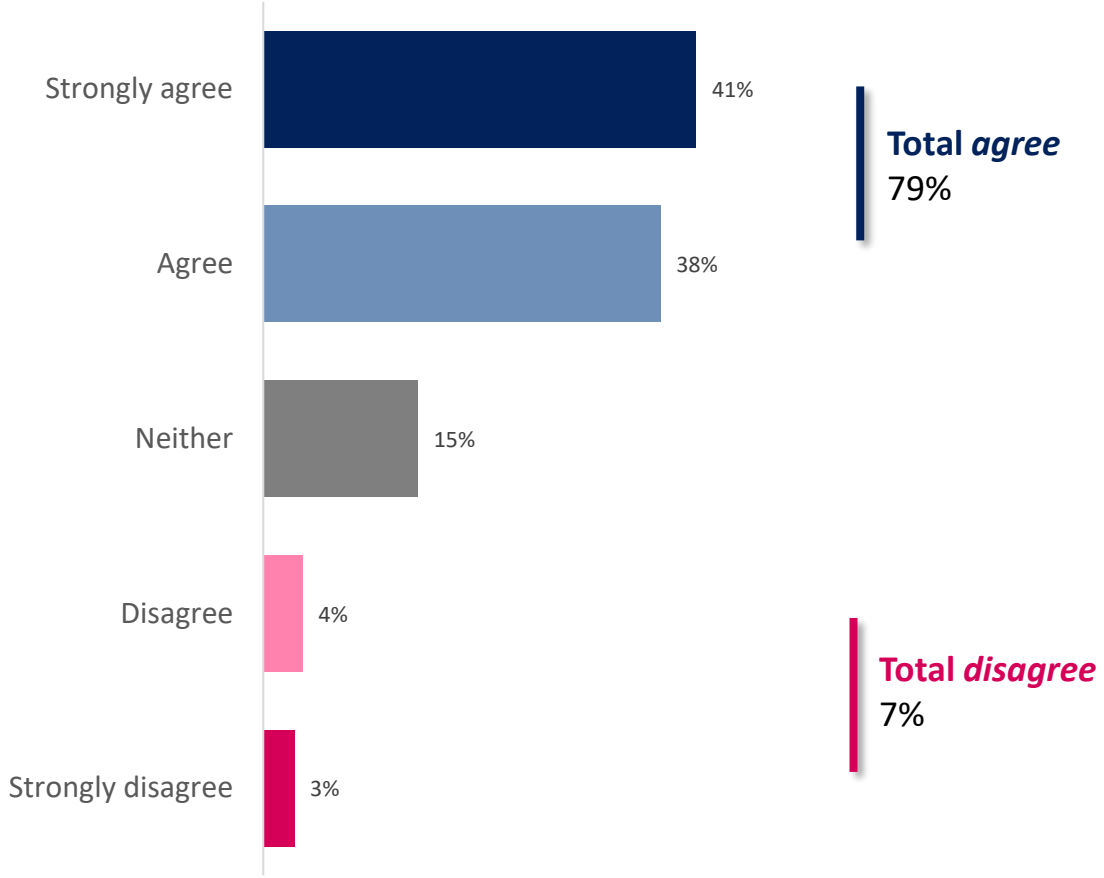
### Notable breakdowns:



# Southampton City Council partnerships with bus companies

## To what extent do you agree or disagree with the following statements? Southampton City Council should work in partnership with local bus companies to apply for Government funding to replace their diesel buses with electric ones

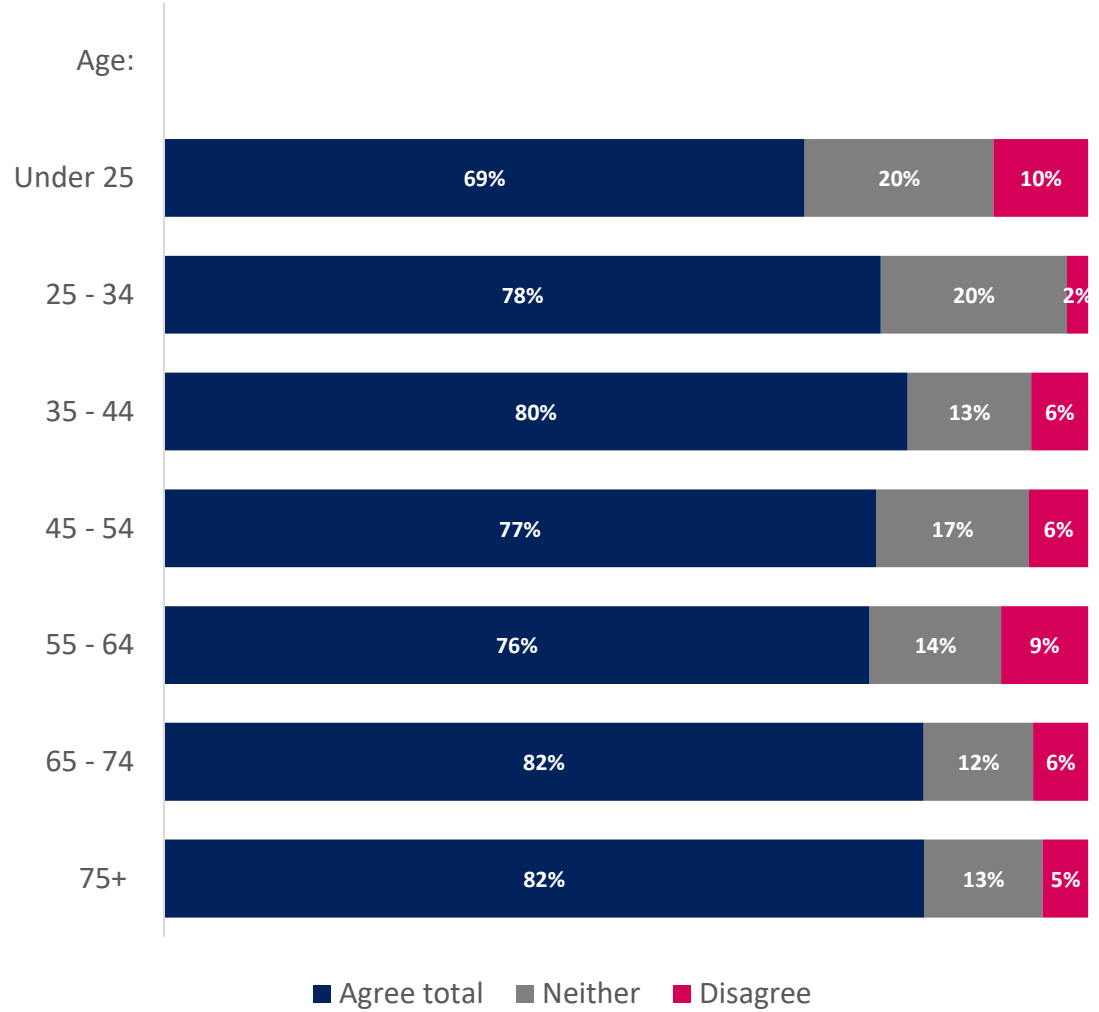
**Total responses** 3154




**Total *agree***
79%

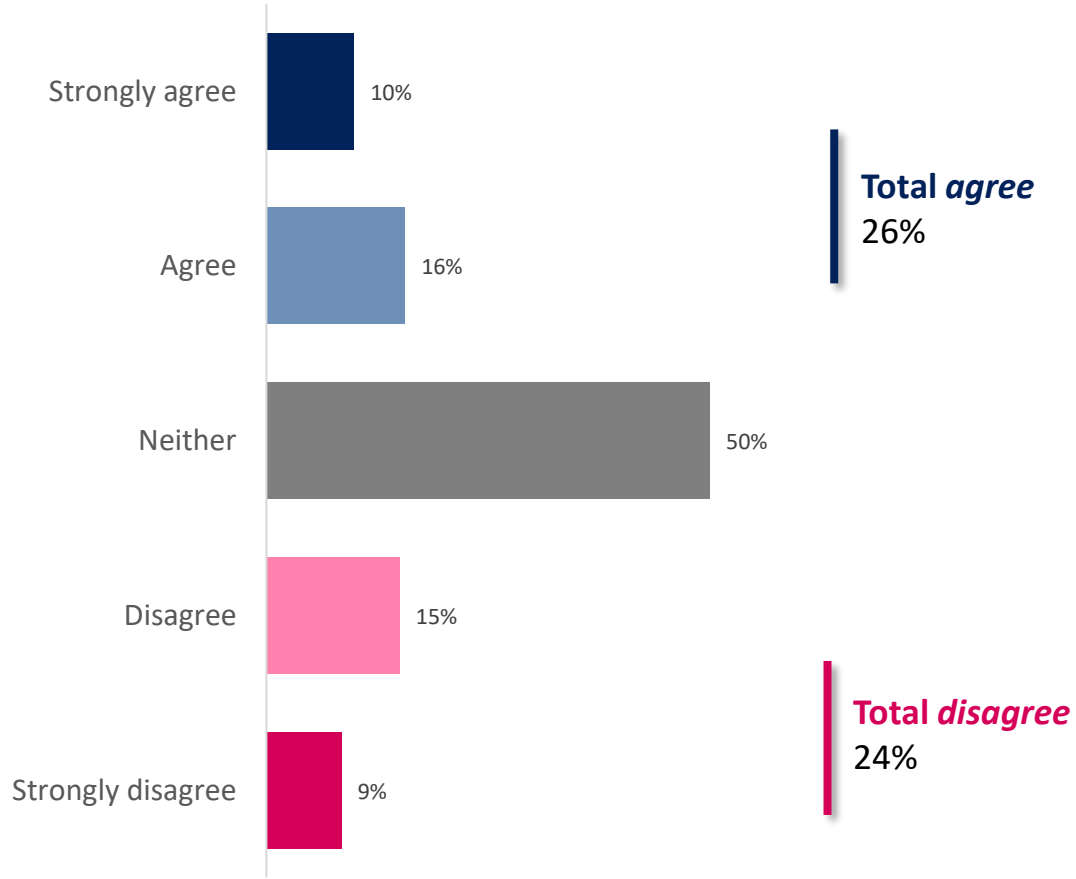
**Total *disagree***
7%

### Notable breakdowns:



# To what extent do you agree or disagree with the following statements? I would use buses more often if they were zero emission vehicles (electric / hydrogen powered)

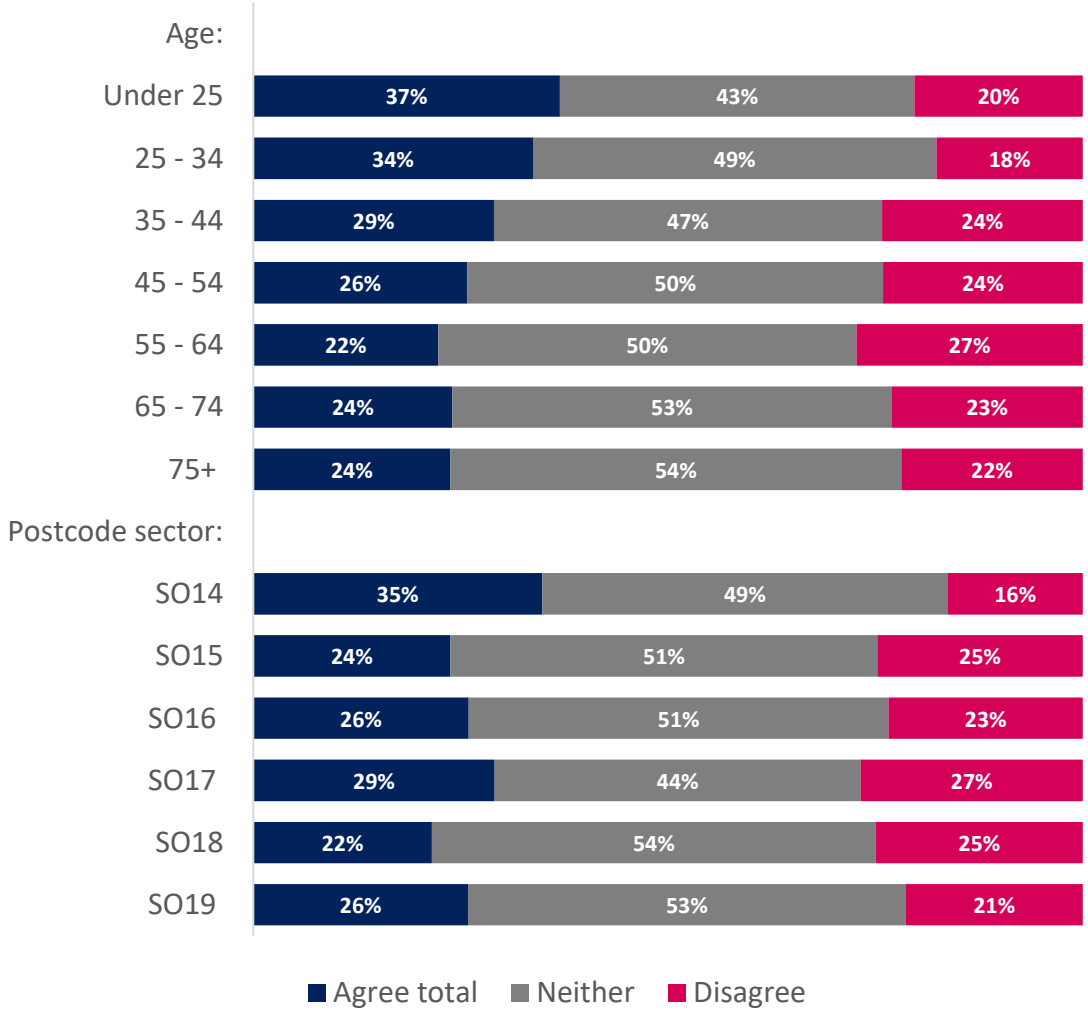
**Total responses** 3109




**Total *agree***
26%

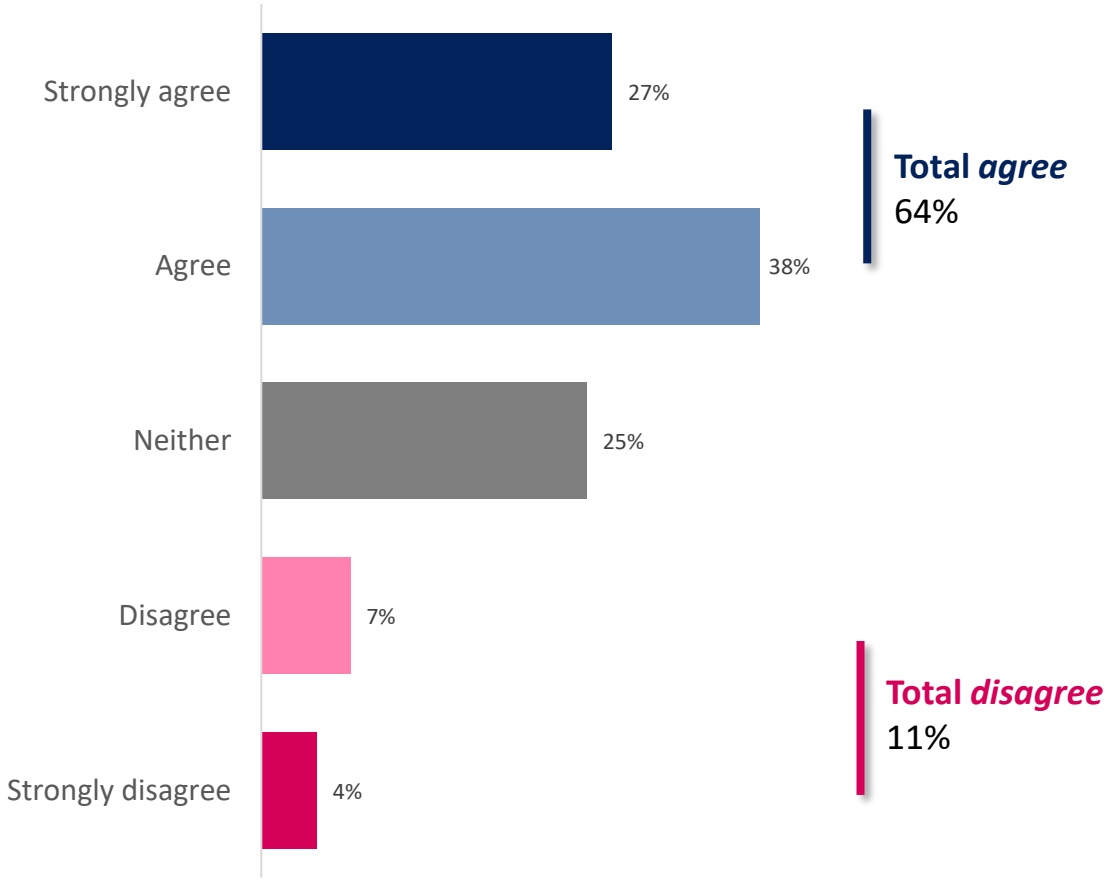
**Total *disagree***
24%

## Notable breakdowns:

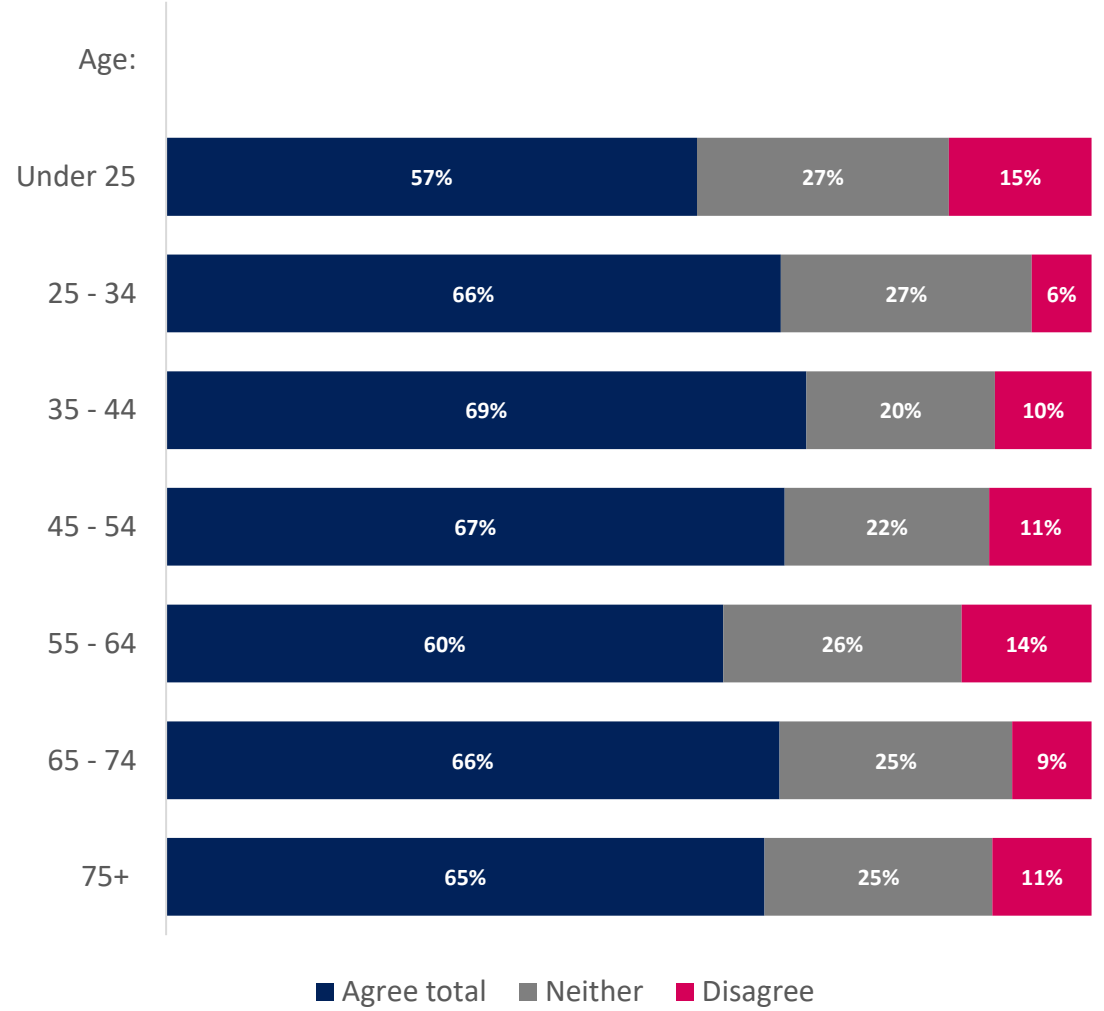


# To what extent do you agree or disagree with the following statements? Bus companies should have target dates to phase out all diesel buses

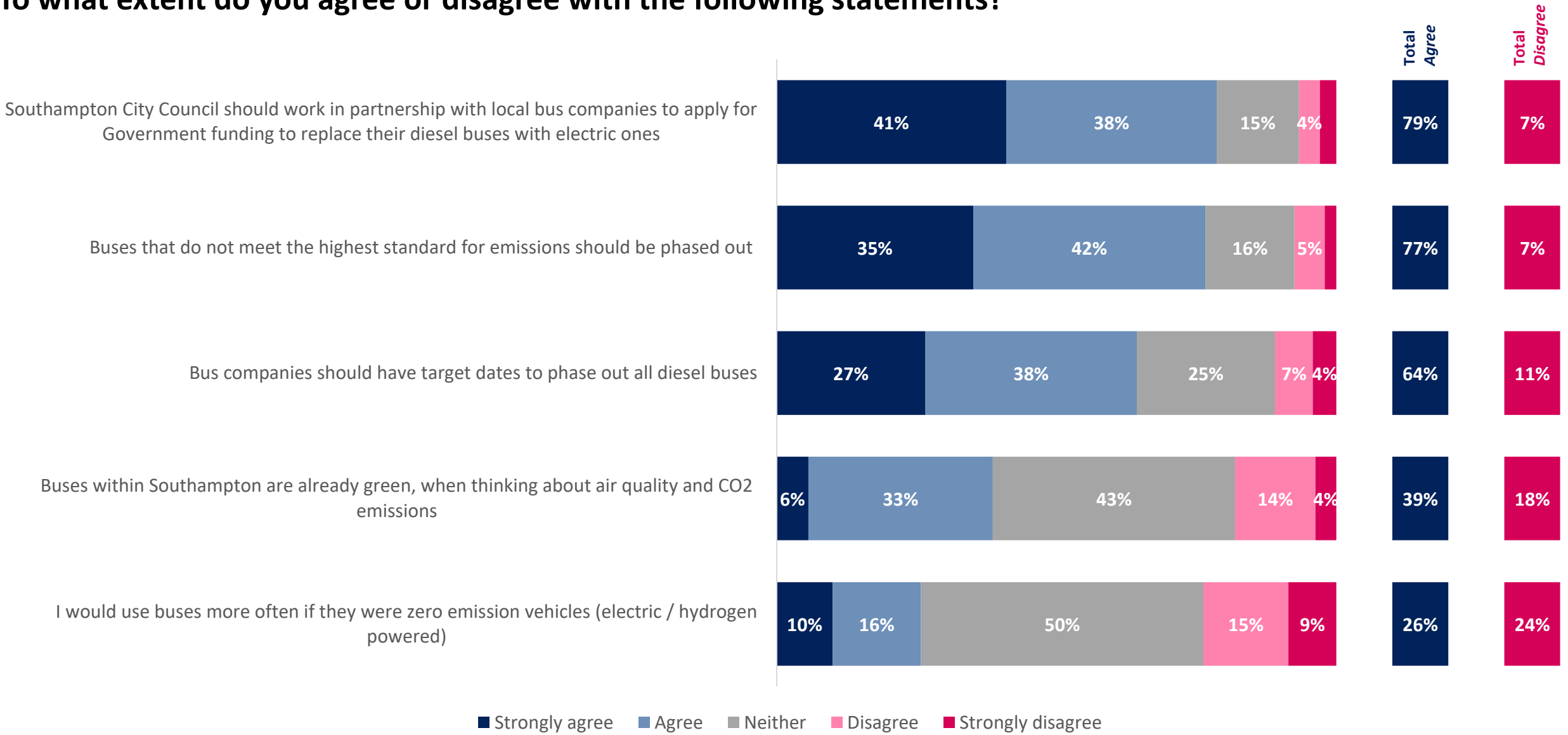
**Total responses** 3137




## Notable breakdowns:



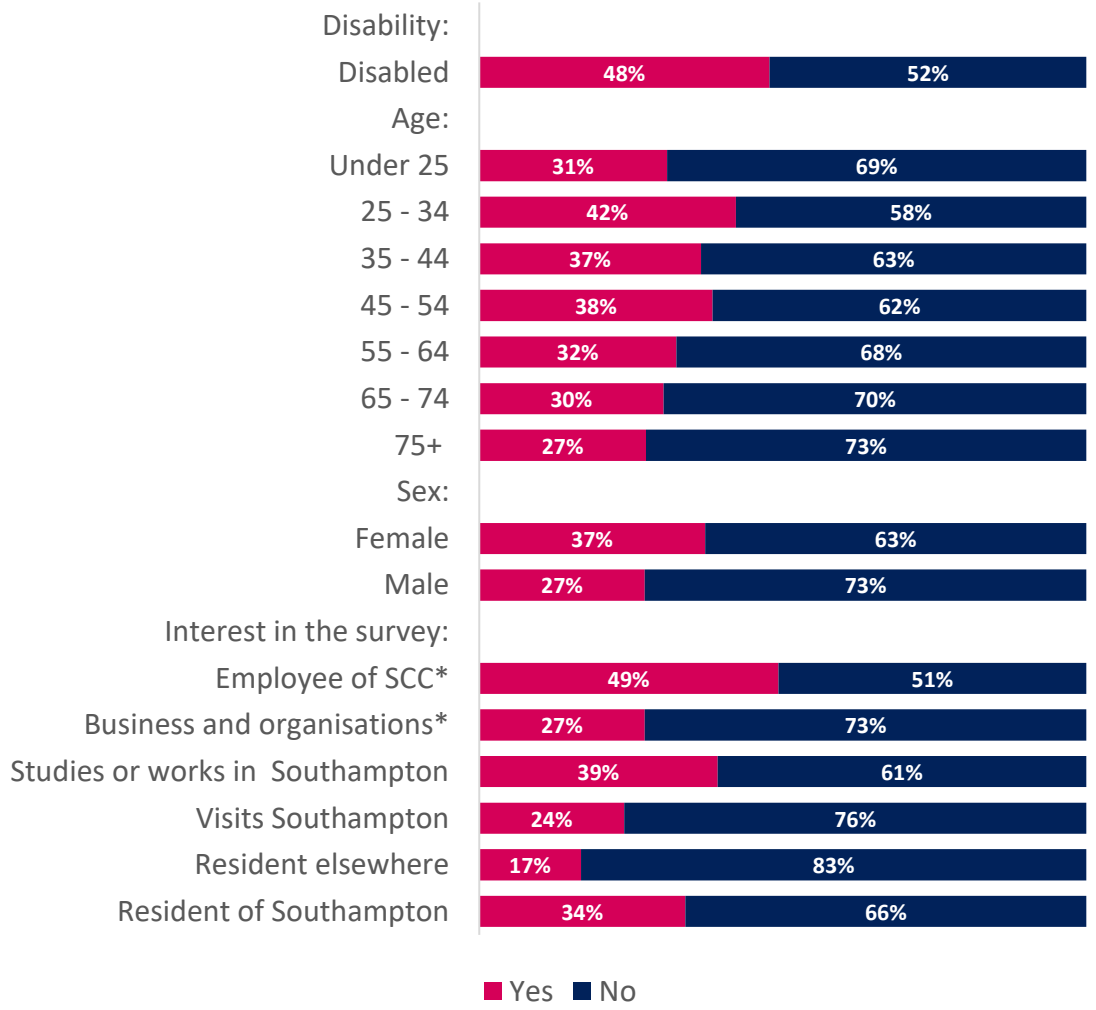
# To what extent do you agree or disagree with the following statements?



# Do you have any safety concerns when using buses, or that put you off travelling by bus?

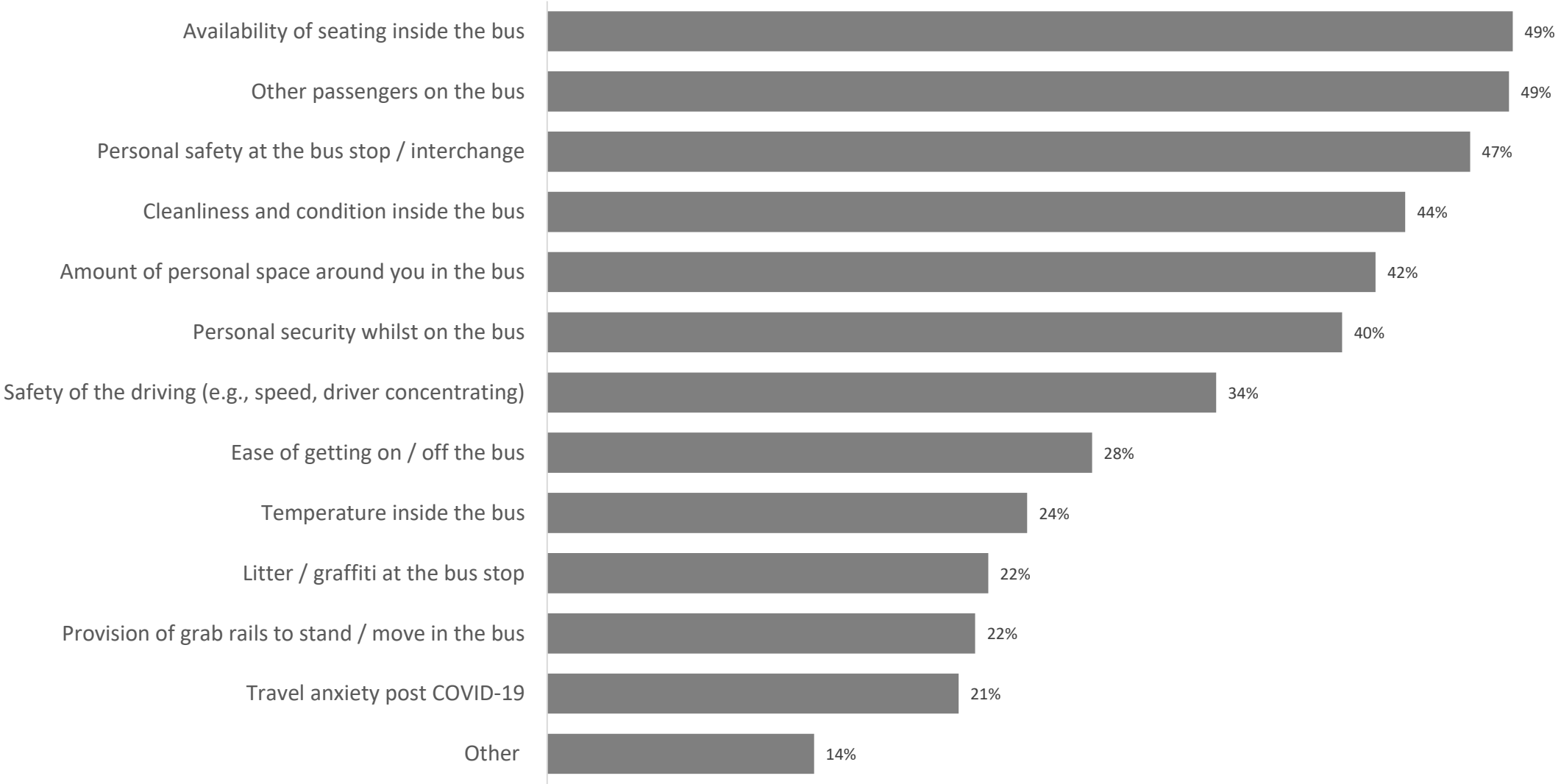
**Total responses** 3182


## Notable breakdowns:



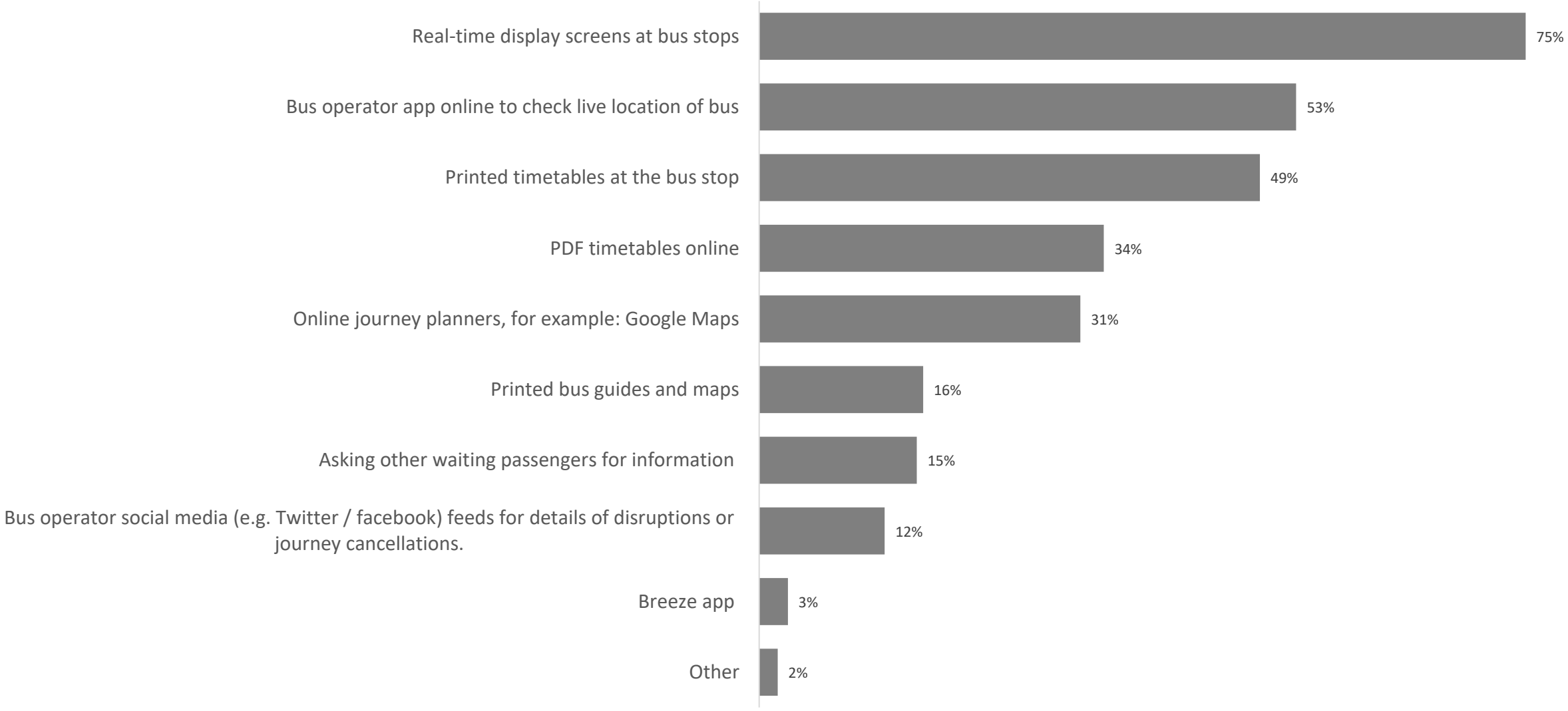

*Less than 100 respondents; **less than 50 respondents.

## If you have safety concerns around travelling by bus, please tell us what these are:



# Which of the following information sources do you use when waiting / travelling by bus?

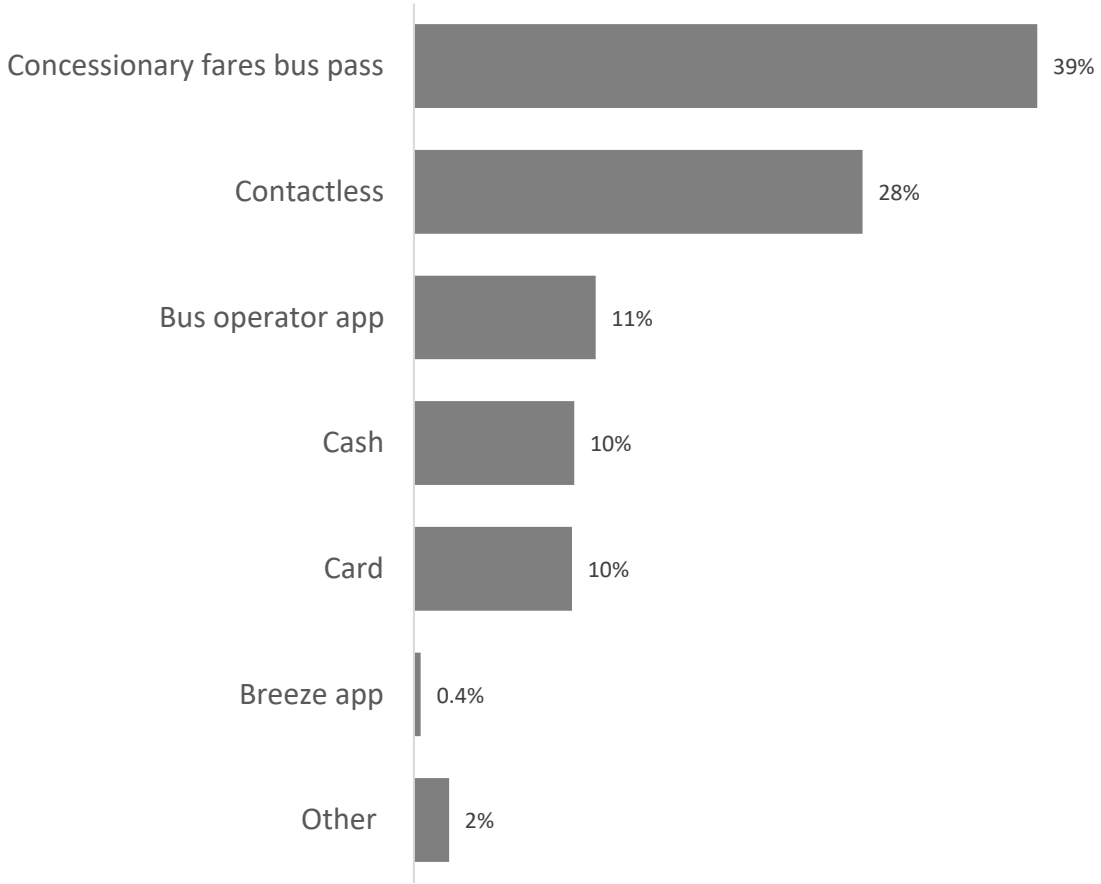
*Only asked to respondents who told us that they use the bus.



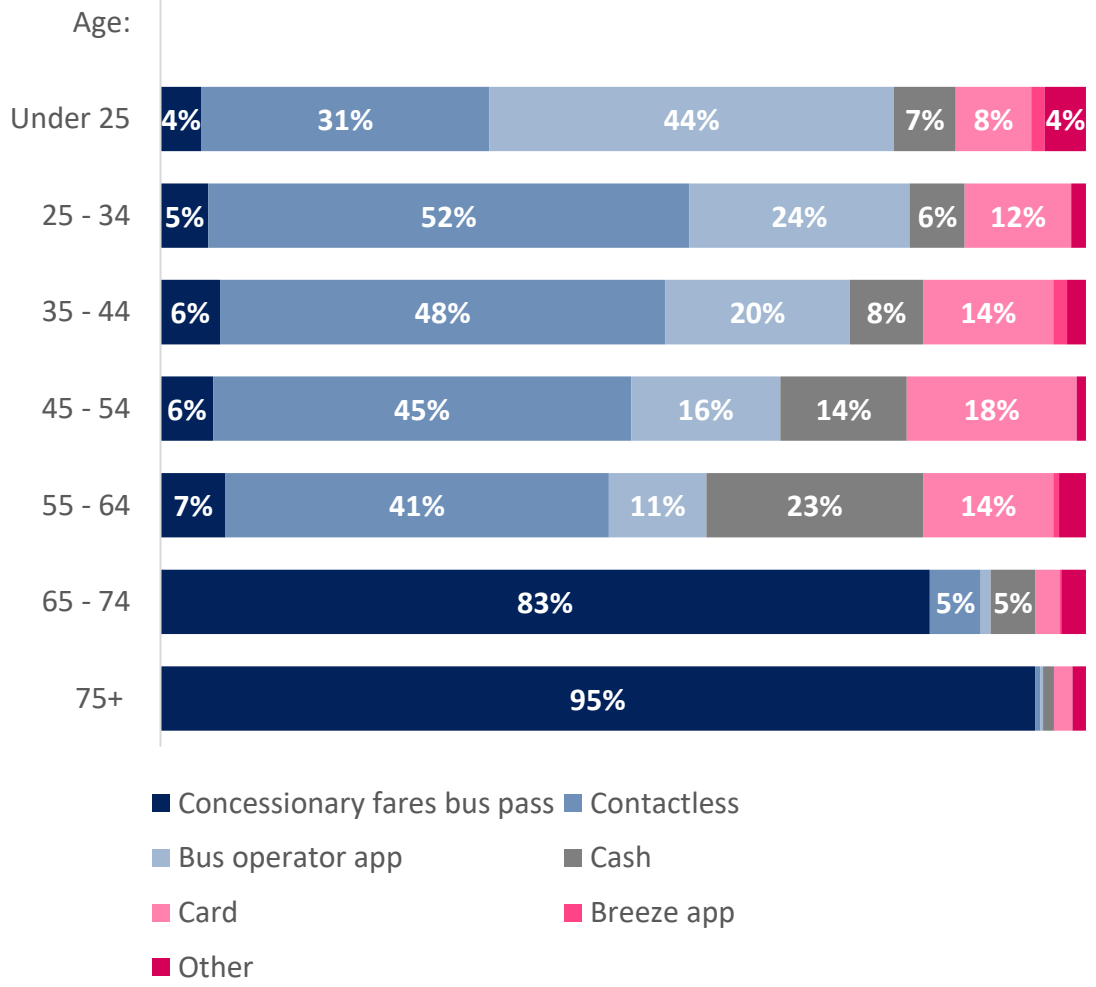
# How do you usually pay for bus travel?

*Only asked to respondents who told us that they use the bus.

**Total responses** 2799




## Notable breakdowns:




*Less than 100 respondents; **less than 50 respondents.

# Satisfaction with bus stop facilities

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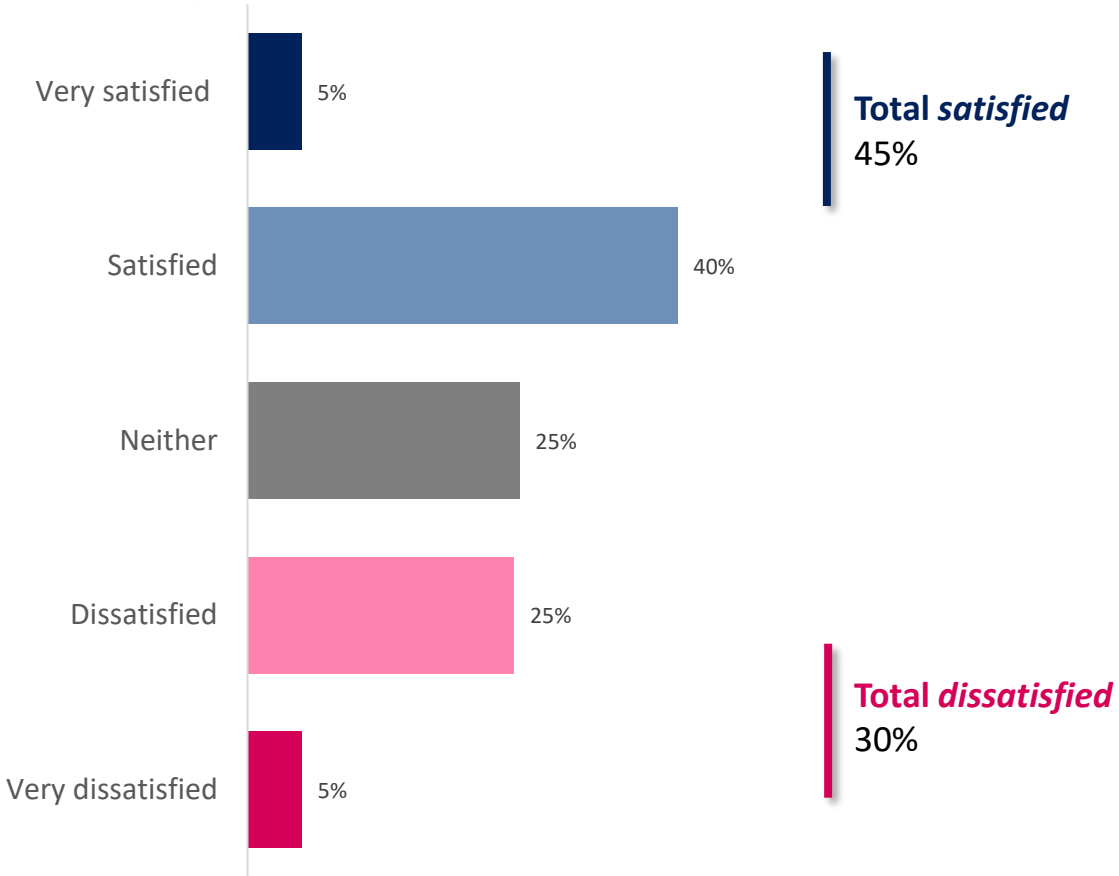
## To what extent are you satisfied or dissatisfied with the following aspects of bus services in your local area? With bus stop facilities (including shelters, seating, information)

*Only asked to respondents who told us that they use the bus.

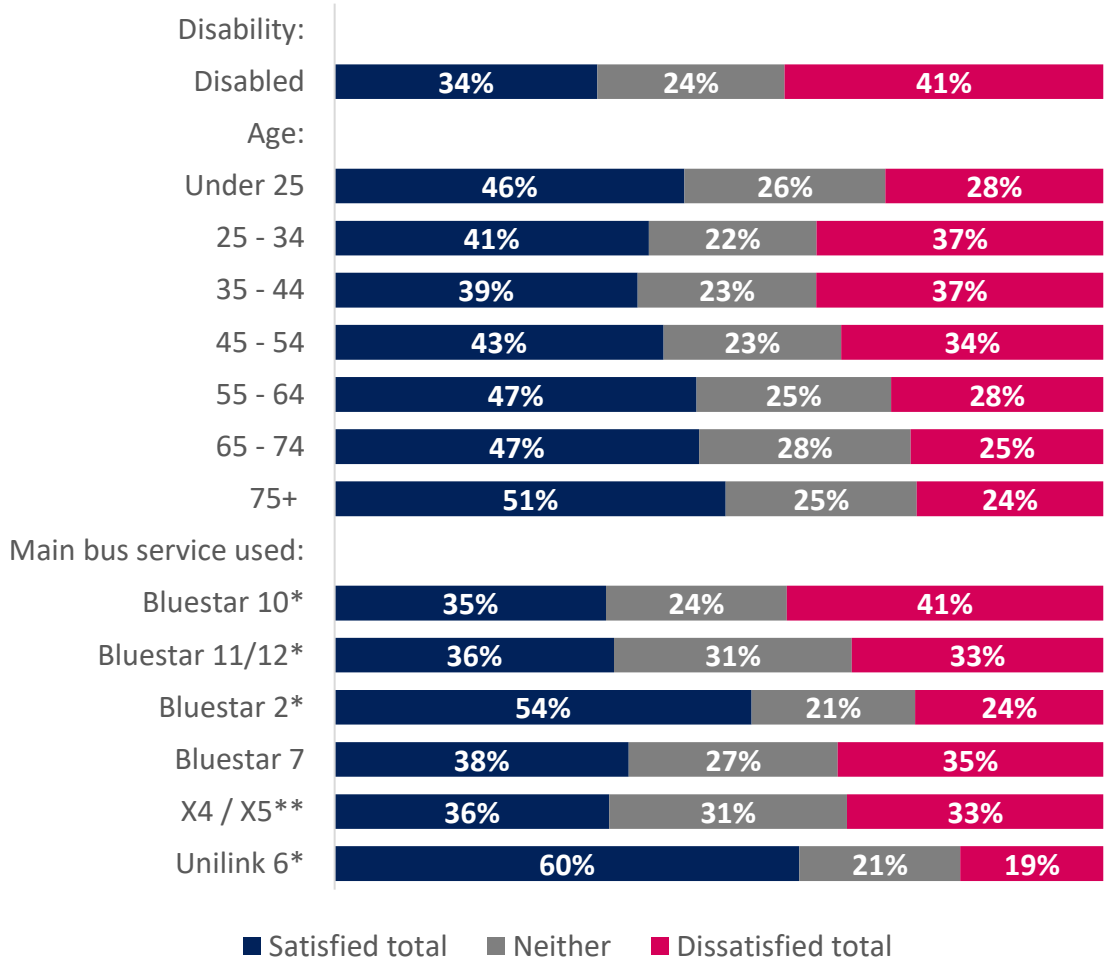
**Total responses** 2768




**Total *satisfied***
45%

**Total *dissatisfied***
30%

### Notable breakdowns:



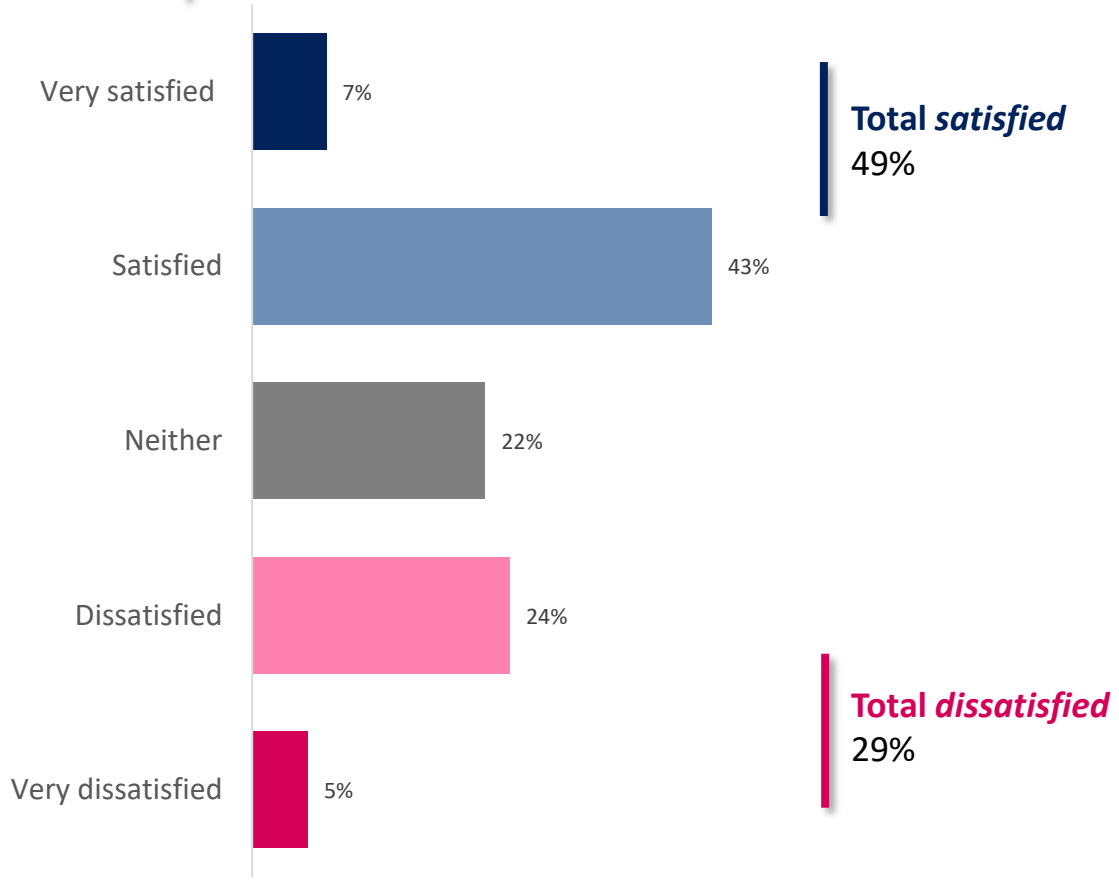

*Less than 100 respondents; **less than 50 respondents.

# Satisfaction with availability of information on bus services

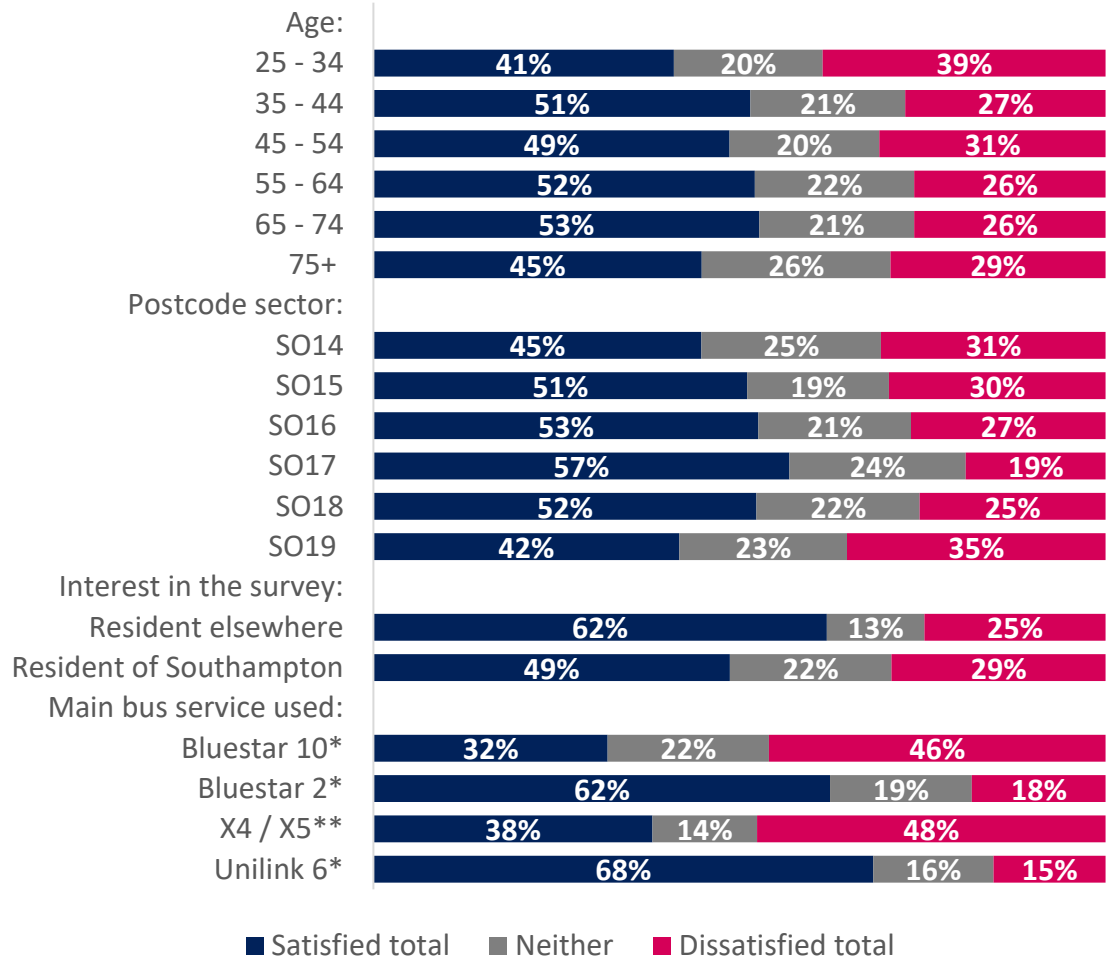
## To what extent are you satisfied or dissatisfied with the following aspects of bus services in your local area? Availability of information on bus services

*Only asked to respondents who told us that they use the bus.

**Total responses** 2750




### Notable breakdowns:

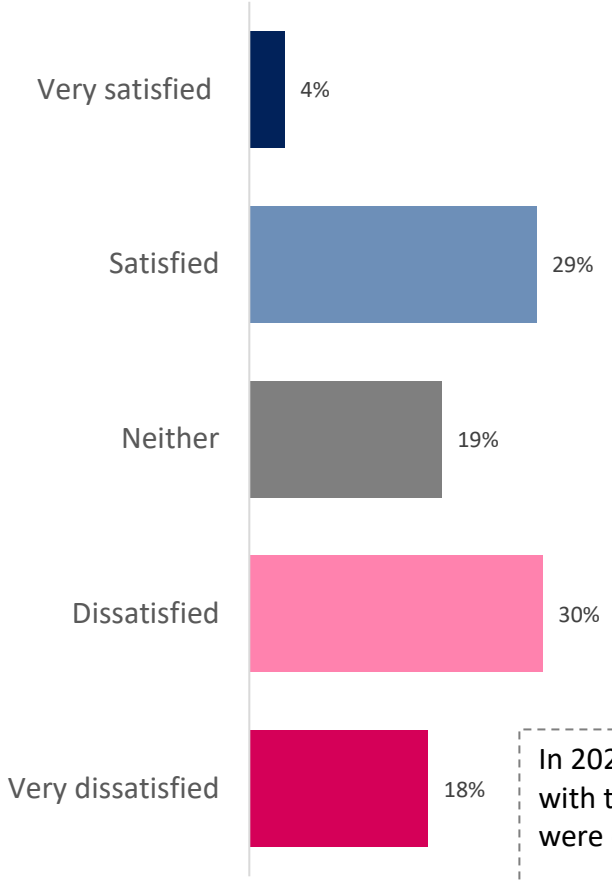



*Less than 100 respondents; **less than 50 respondents.

# To what extent are you satisfied or dissatisfied with the following aspects of bus services in your local area? Reliability of services

**Total responses** 2761

*Only asked to respondents who told us that they use the bus.



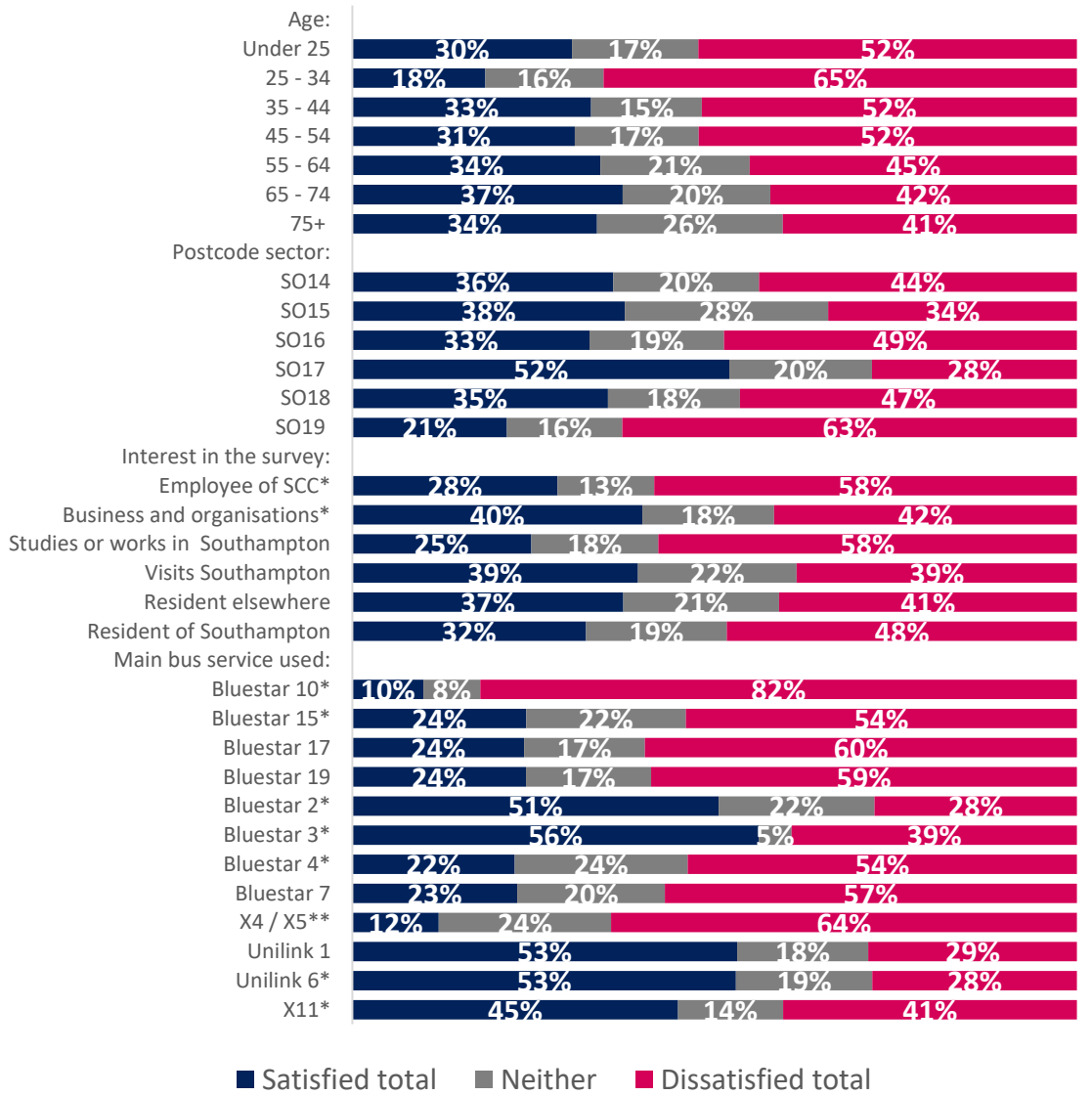

**Total *satisfied***
33%

**Total *dissatisfied***
48%

In 2021, 51% of respondents told us they were satisfied with the reliability of services, and 27% told us they were dissatisfied.

**Overall, this is an 21 percentage point increase in dissatisfaction with reliability of services.**

## Notable breakdowns:



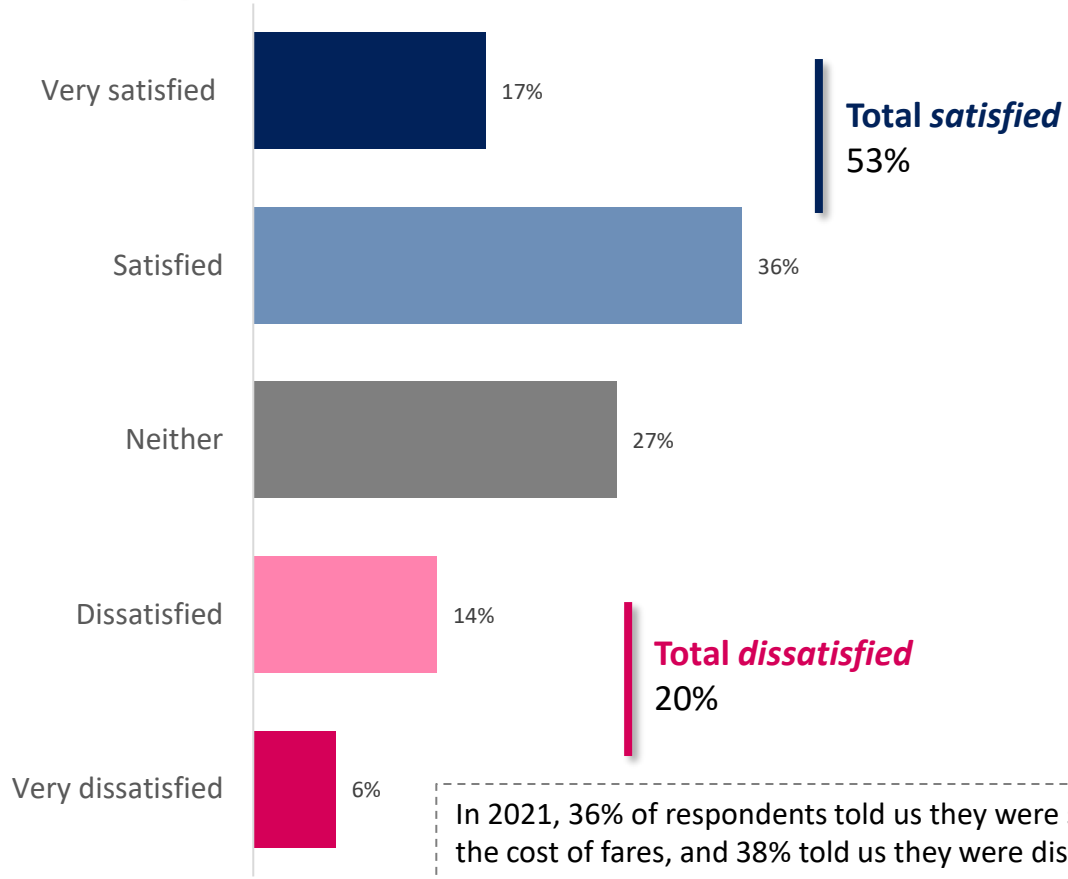

*Less than 100 respondents; **less than 50 respondents.

# Satisfaction with value for money of buses

## To what extent are you satisfied or dissatisfied with the following aspects of bus services in your local area? Value for money

*Only asked to respondents who told us that they use the bus.

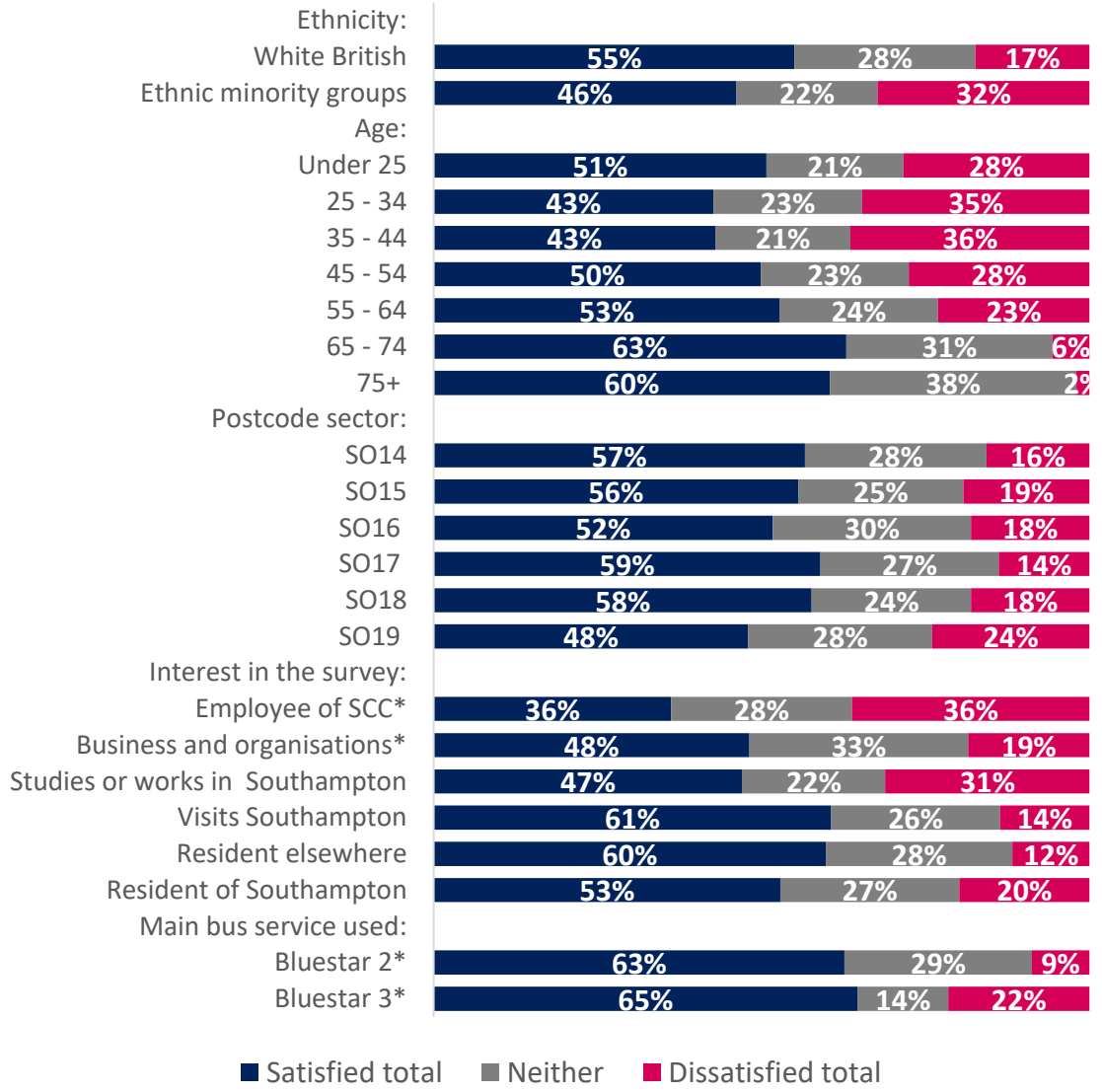
**Total responses** 2703




In 2021, 36% of respondents told us they were satisfied with the cost of fares, and 38% told us they were dissatisfied.

**Overall, this is an 18 percentage point increase in satisfaction with value for money.**

### Notable breakdowns:

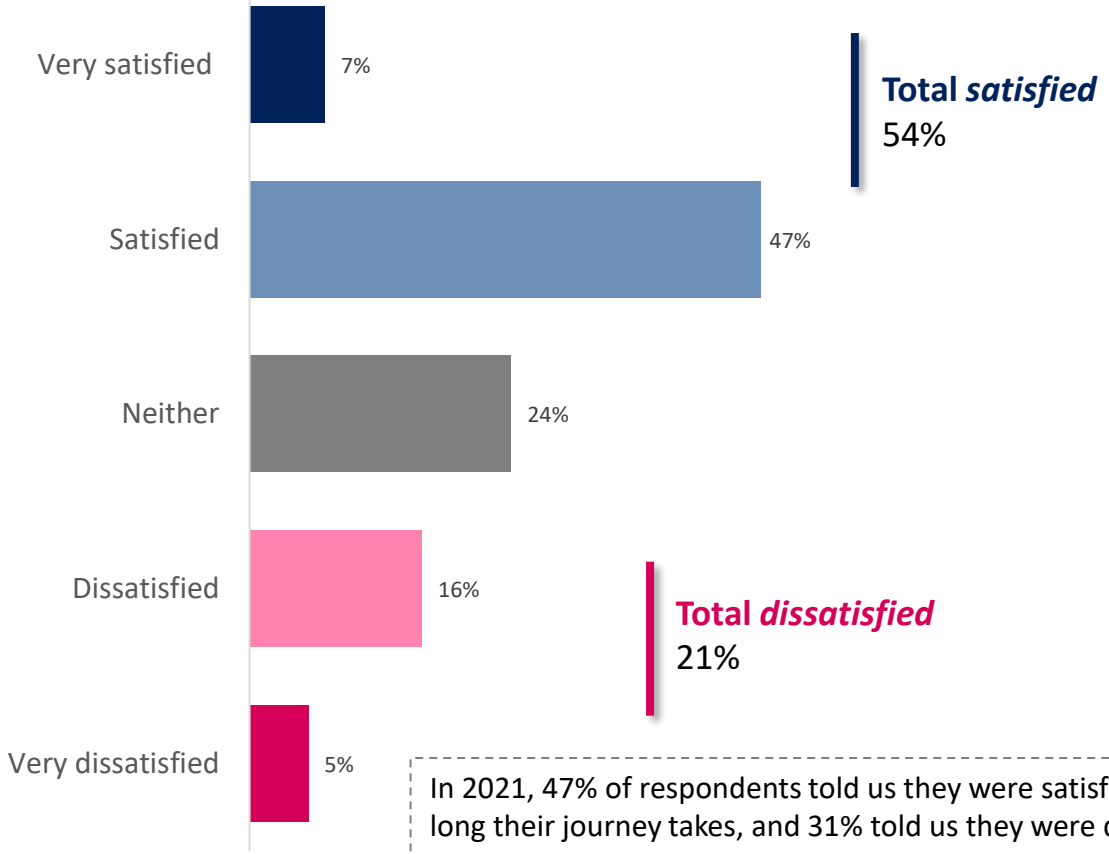



*Less than 100 respondents; **less than 50 respondents.

# To what extent are you satisfied or dissatisfied with the following aspects of bus services in your local area? Speed of journey

*Only asked to respondents who told us that they use the bus.

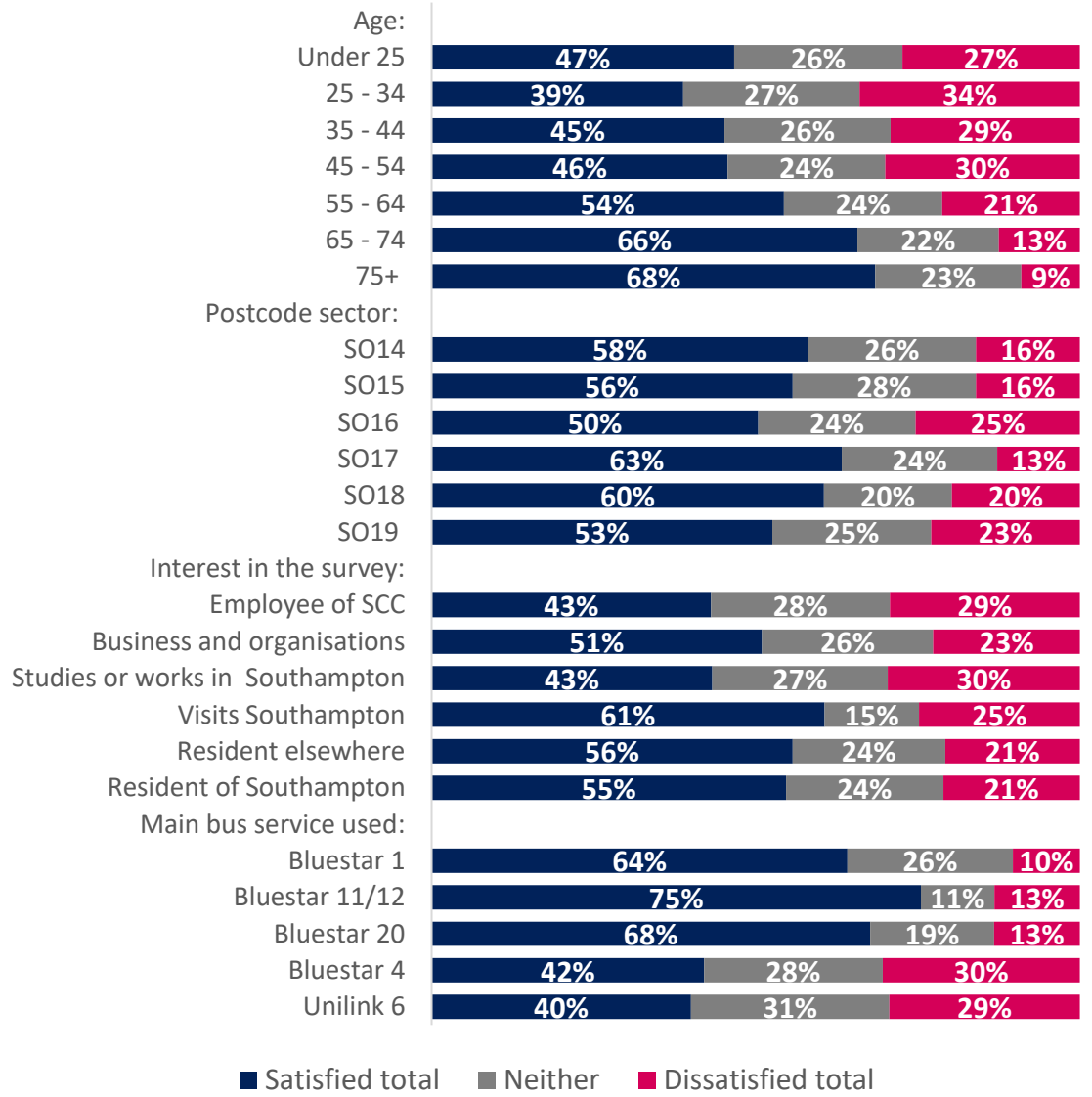
**Total responses** 2728




In 2021, 47% of respondents told us they were satisfied with how long their journey takes, and 31% told us they were dissatisfied.

**Overall, this is a 7 percentage point increase in satisfaction with journey speeds.**

## Notable breakdowns:



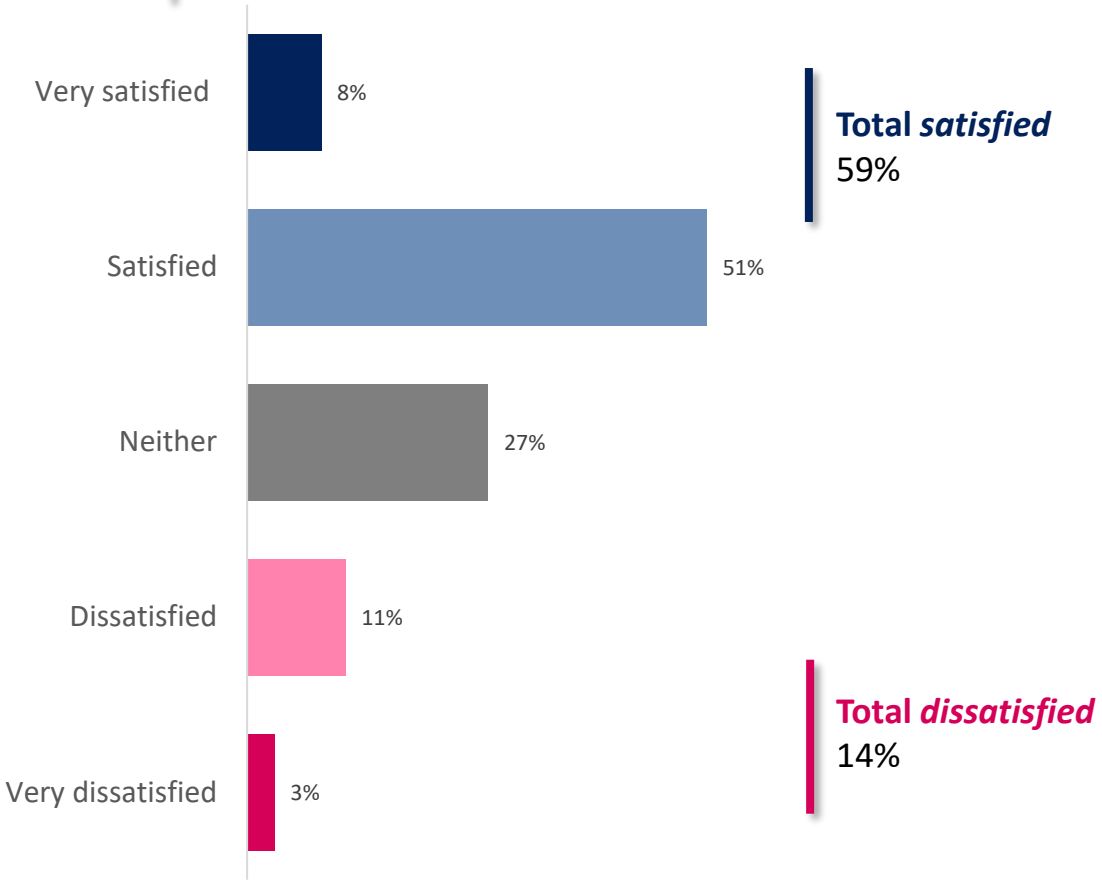

*Less than 100 respondents; **less than 50 respondents.

# Satisfaction with experience on buses

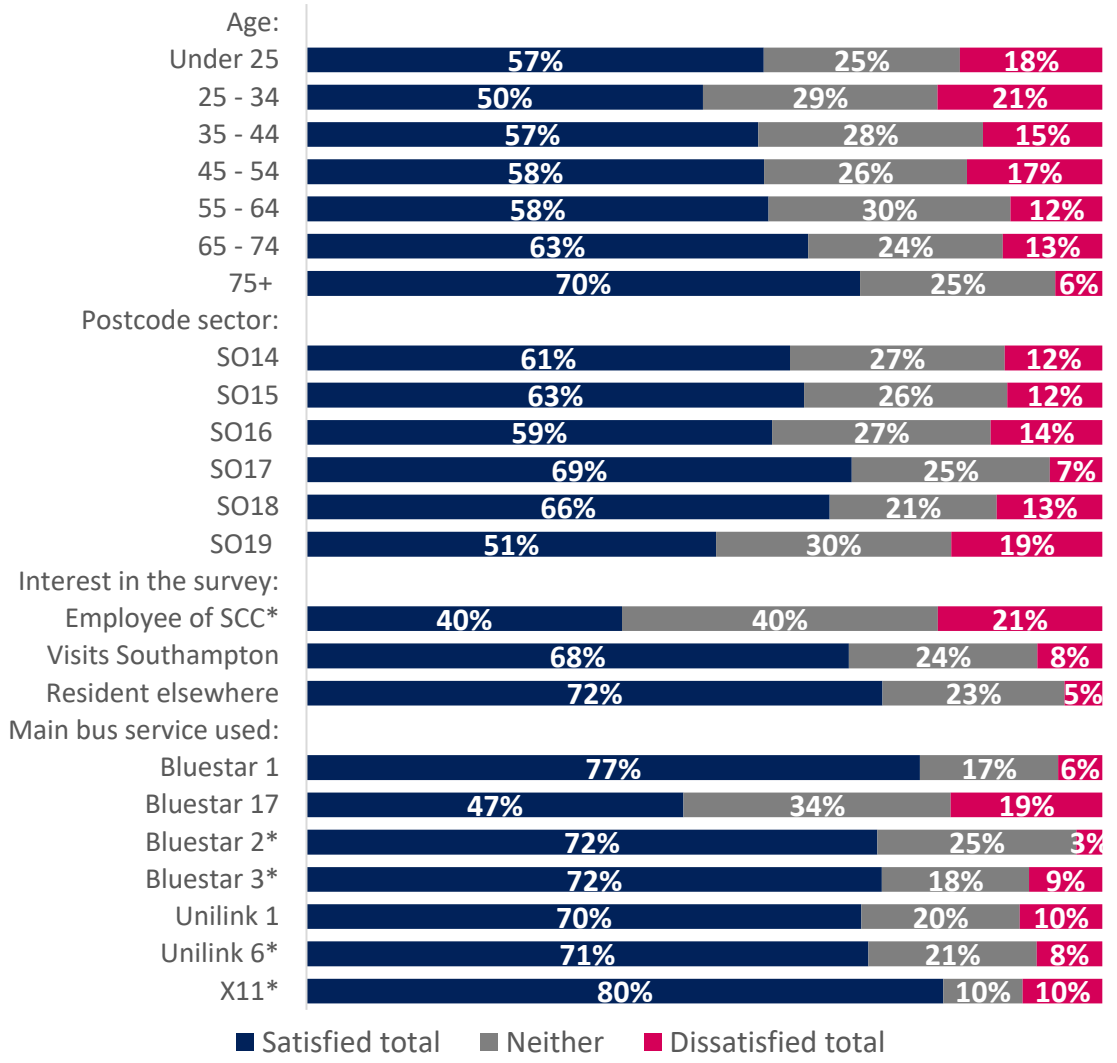
southampton dataobservatory

## To what extent are you satisfied or dissatisfied with the following aspects of bus services in your local area? Experience on the bus *Only asked to respondents who told us that they use the bus.

**Total responses** 2731




### Notable breakdowns:



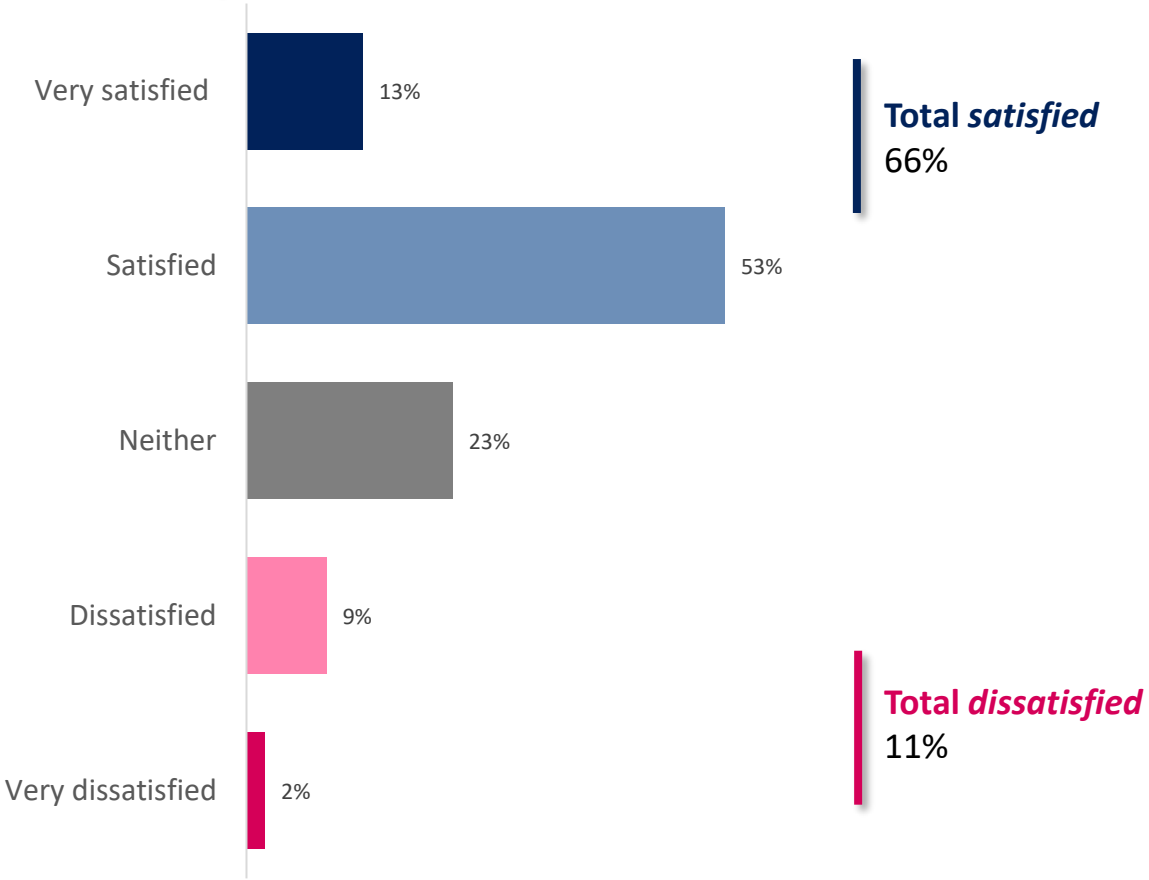

*Less than 100 respondents; **less than 50 respondents.

# Satisfaction with safety of buses

## To what extent are you satisfied or dissatisfied with the following aspects of bus services in your local area? Safety

*Only asked to respondents who told us that they use the bus.

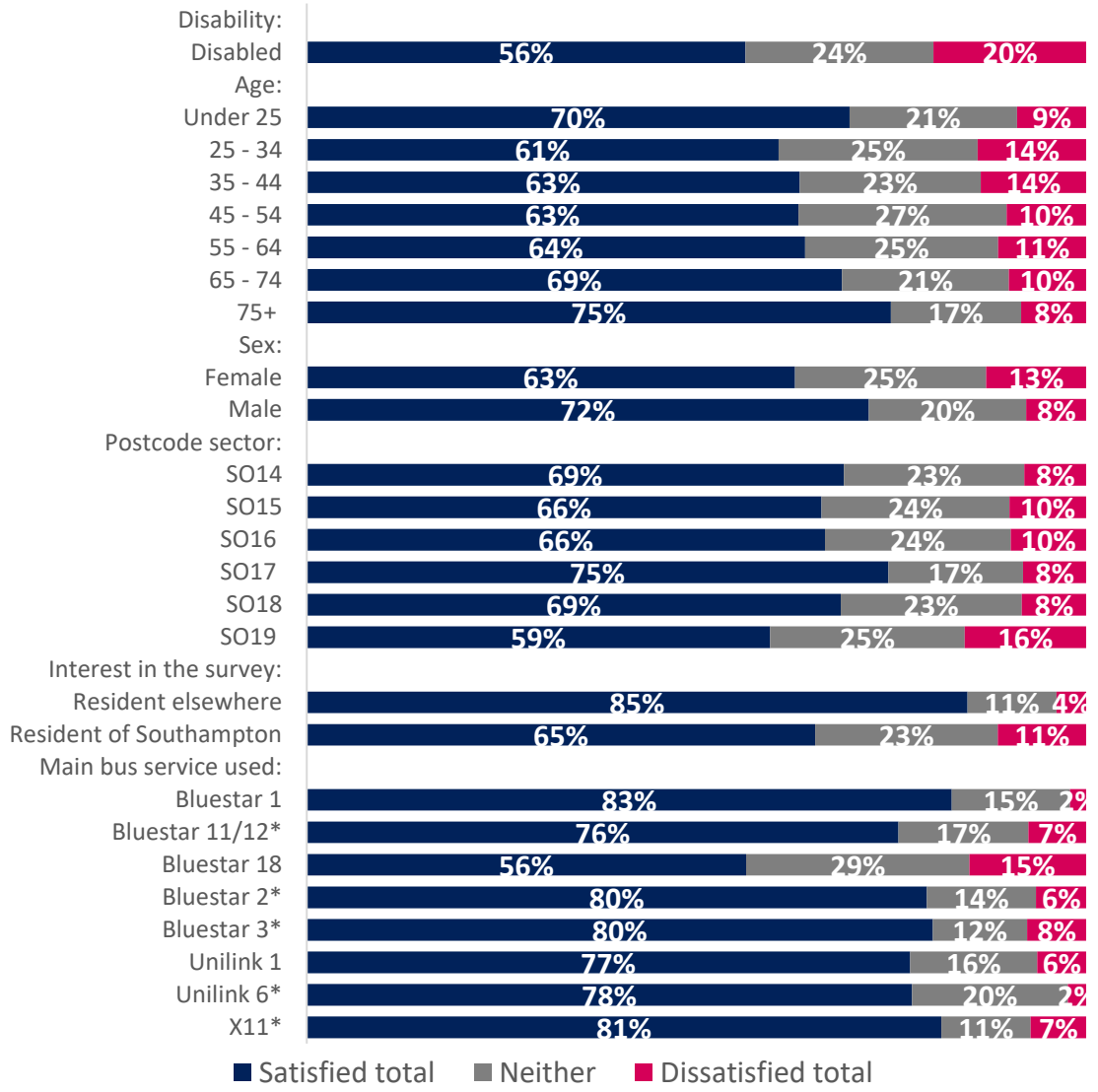
**Total responses** 2741




**Total *satisfied***
66%

**Total *dissatisfied***
11%

### Notable breakdowns:

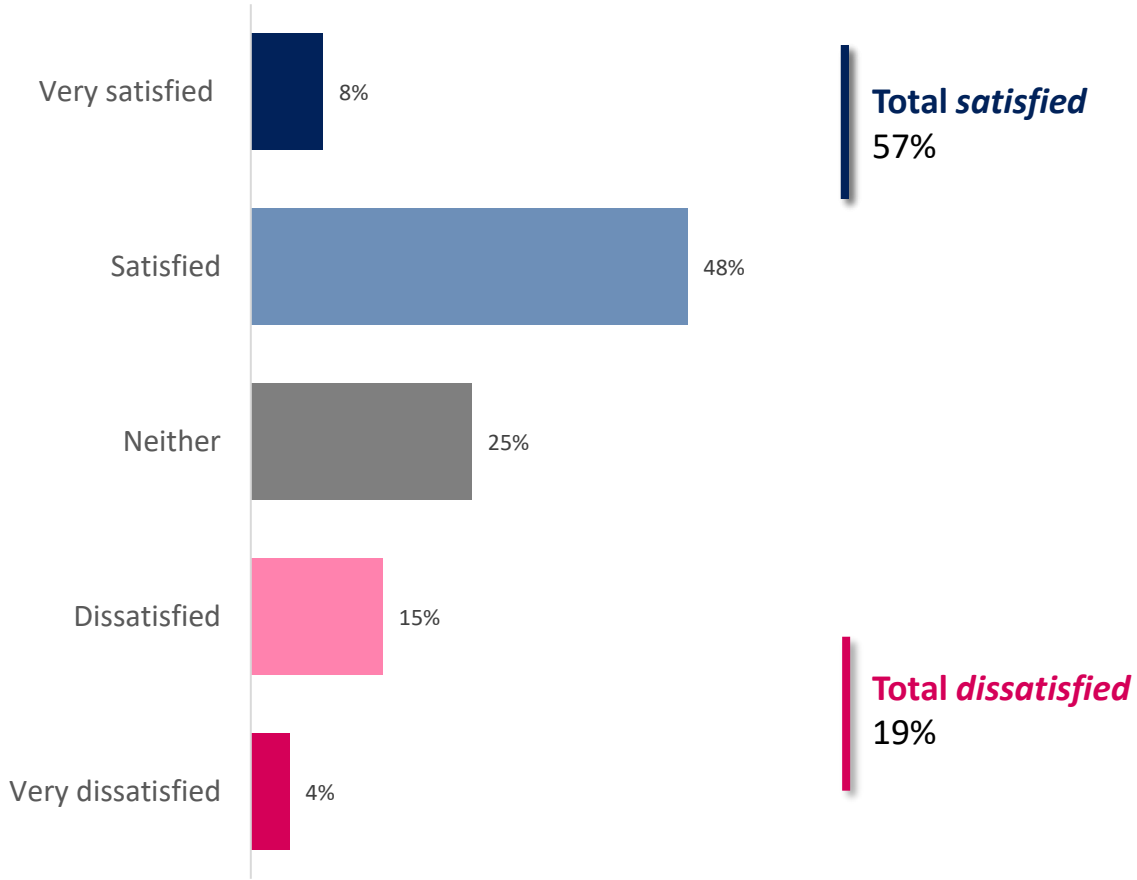



*Less than 100 respondents; **less than 50 respondents.

# Satisfaction with cleanliness

## To what extent are you satisfied or dissatisfied with the following aspects of bus services in your local area? Cleanliness *Only asked to respondents who told us that they use the bus.

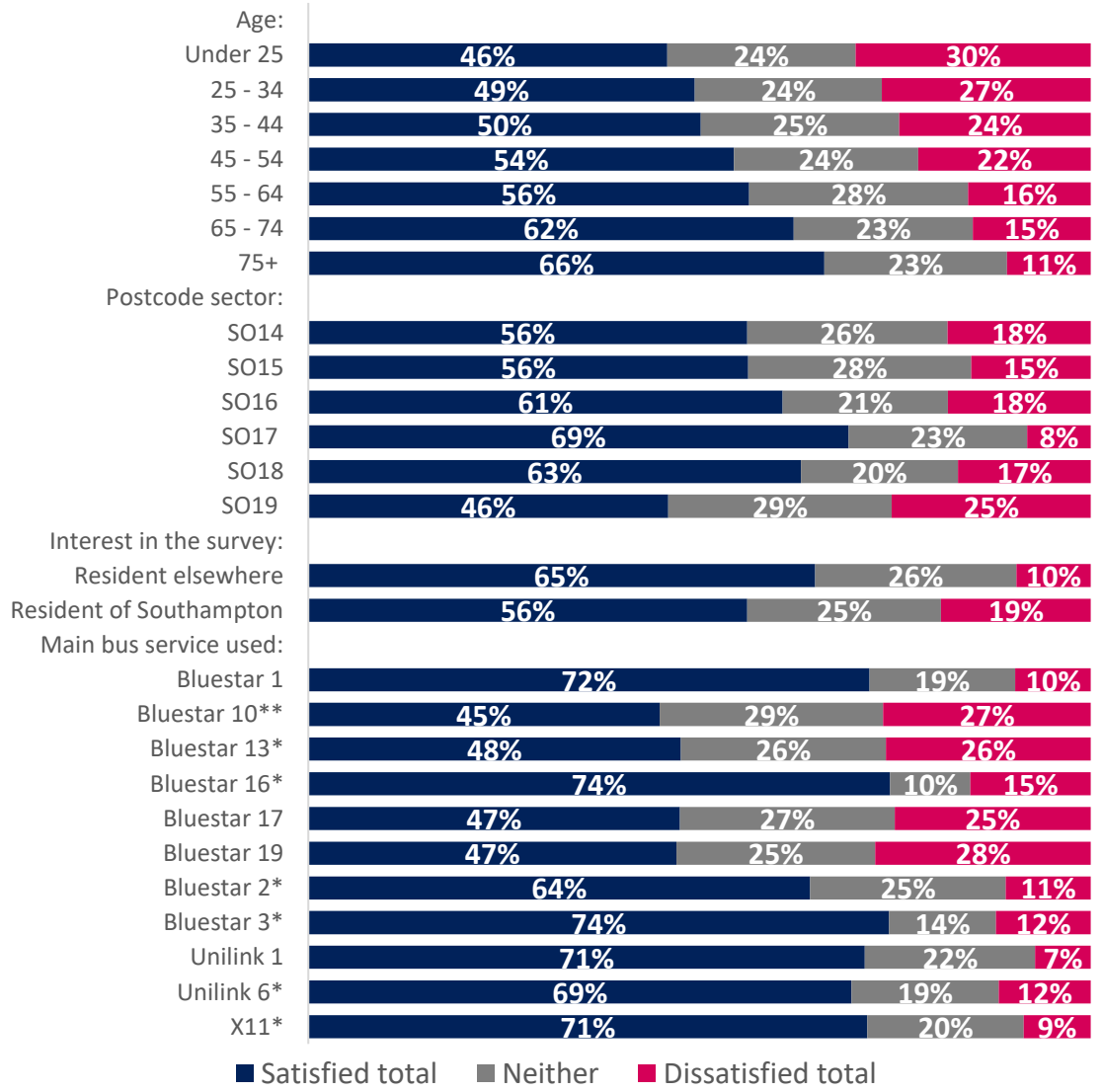
**Total responses** 2730




**Total *satisfied***
57%

**Total *dissatisfied***
19%

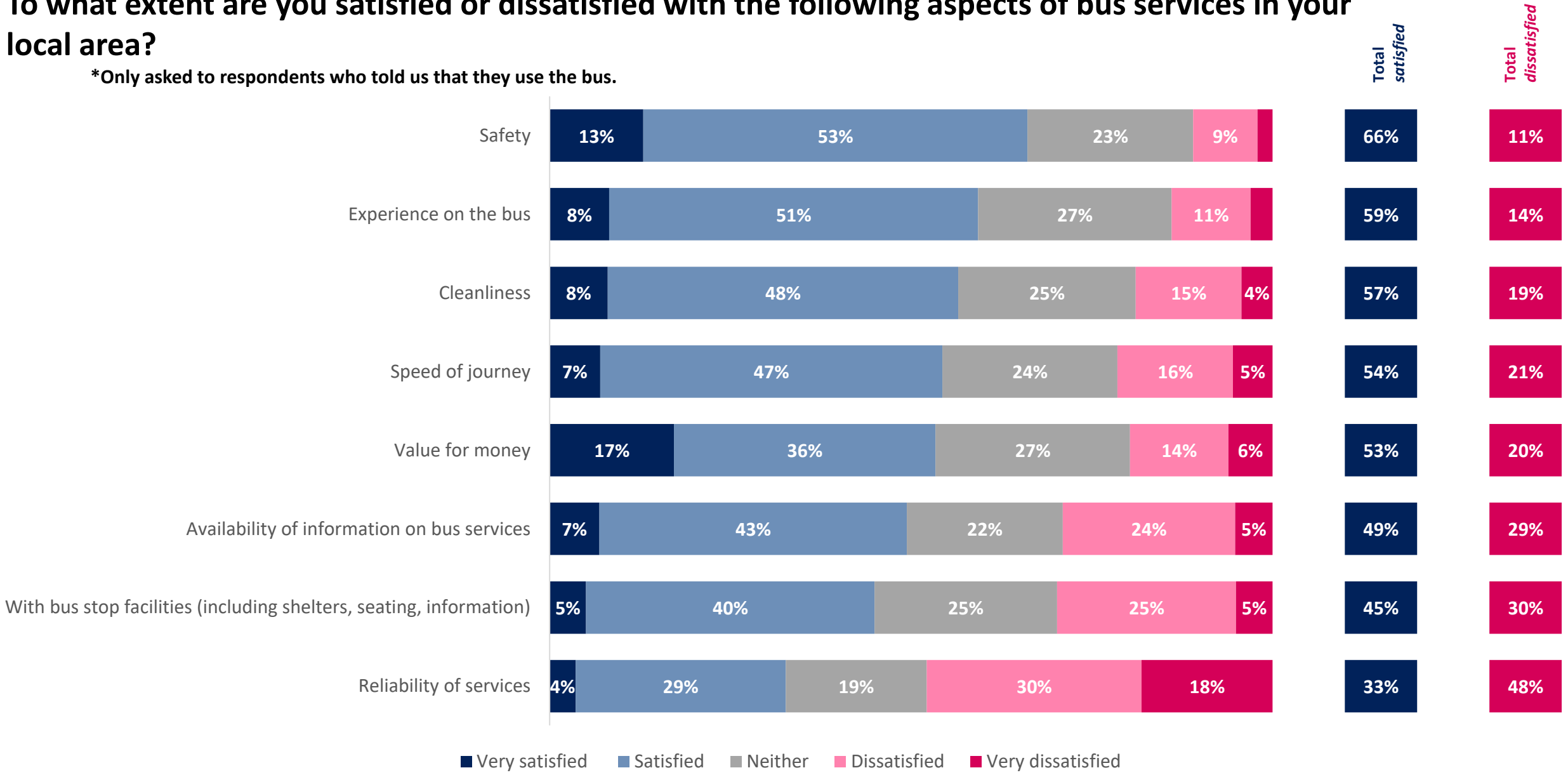
### Notable breakdowns:




*Less than 100 respondents; **less than 50 respondents.

# To what extent are you satisfied or dissatisfied with the following aspects of bus services in your local area?

*Only asked to respondents who told us that they use the bus.



# getting around Southampton by bus

bluestar unilink

February 2024

to North Baddesley & Romsey 4

to Southampton Science Park U8

to Chandler's Ford, Otterbourne & Winchester 1

to Eastleigh, Bishopstoke & Fair Oak 2

to Eastleigh U1E 24

to Totton, Lyndhurst, Brockenhurst & Lymington 6

to Marchwood, Applemore, & Hythe 8

to Applemore, Hythe, Langley, Fawley & Calshot 9

to Totton & West Totton 11

to Totton & Calmore 12

to Paultons Park & Salisbury X7

to Paultons Park, Romsey & Salisbury X7R

Rownhams

Nursling

Lordshill

Lordswood

Aldermoor

Maybush

Millbrook

Redbridge

Shirley

Bassett

Southampton Crematorium

Greenwood Court

Glen Eyre Halls

Chamberlain Halls

Southampton Sports Centre

Hollybrook Cemetery

Southampton General Hospital

The Range

Shirley Retail Park

Shirley Precinct

Sainsbury's

Tesco

Southampton Common

Richard Taunton College

Avenue Campus

Highfield

Portswood

Waitrose

St Denys

Aldi

Northam

RSH Hospital

Southampton City Centre

Southampton Central

quayconnect

St Mary's Stadium

City College

Leisure World

Mayflower Park

Ocean Village

quayconnect

ferries to Isle of Wight

VECTIS buses on Isle of Wight

National Oceanography Centre

Itchen Bridge

Woolston

Swaythling

Mansbridge

Connaught Halls

Wessex Lane Halls

City Gateway Halls

Southampton Airport Parkway

Southampton Airport

Riverside Park

Townhill Park

Chartwell Green

Midanbury

Sainsbury's

Bitterne

Bitterne Library

Itchen Sixth Form College

Lidl The Range

Thornhill

Sholing

Hightown

Harefield

Woodlands School

Utilita Bowl

West End

Asda

Hedge End

Currys

McDonald's

M&S

Sainsbury's

B&Q

Wildern School

Kings Copse Scool

Boorley Park & Eastleigh 3

Weston

Westwood Nature Reserve

Netley Abbey

Butlocks Heath

Netley

The Hamble School

Hamble

to Hamble 15

Millbrook Roundabout

Millbrook

Redbridge

Old Redbridge Rd

Northam Bridge

Bitterne

Sholing

Southampton Science Park U8

Chandler's Ford, Otterbourne & Winchester 1

Eastleigh, Bishopstoke & Fair Oak 2

Southampton Airport Parkway

Swaything

Wessex Lane Halls

Connaught Halls

Mansbridge

Swaythling

Townhill Park

Chartwell Green

West End

Hedge End

Bitterne

Thornhill

Sholing

Hightown

Harefield

Weston

Butlocks Heath

Netley

Hamble

Sainsbury's

Asda

Currys

McDonald's

M&S

B&Q

Utilita Bowl

Woodlands School

Wildern School

Kings Copse Scool

Boorley Park & Eastleigh 3

Hedge End 14

Harefield 13

Thornhill 19

Sholing 7 10

Weston 17

Hightown 18

Netley 15

Hamble 15

Millbrook 18

Redbridge

Nursling 7 19

Lordshill

Lordswood

Aldermoor U6

Maybush

Shirley

Bassett

Portswood

Highfield

Southampton Common

Northam

Southampton City Centre

Southampton Central

St Mary's Stadium

Woolston

Itchen Bridge

Swaythling

Mansbridge

Townhill Park 20 16 U9

Chartwell Green

Midanbury

Sainsbury's

Bitterne

Thornhill

Sholing

Hightown

Harefield 13

Weston

Butlocks Heath

Netley

Hamble

Hedge End 14

Boorley Park & Eastleigh 3

Ordnance Survey 17

Adanac Park

Adanac Health Campus

Millbrook Roundabout

Redbridge

Old Redbridge Rd

Millbrook

Southampton Central

quayconnect

Northam Bridge

Itchen Bridge

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Wildern School

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to Eastleigh U1E 24

Bassett U2

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Southampton City Centre

Southampton Central

quayconnect

St Mary's Stadium

City College

Leisure World

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VECTIS buses on Isle of Wight

National Oceanography Centre

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Chartwell Green

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Bitterne

Bitterne Library

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Ordnance Survey 17

Adanac Park

Adanac Health Campus

Millbrook Roundabout

Redbridge

Old Redbridge Rd

Millbrook

Southampton Central

quayconnect

Northam Bridge

Itchen Bridge

Bitterne

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Swaything

Wessex Lane Halls

Connaught Halls

Mansbridge

Swaythling

Townhill Park 20 16 U9

Chartwell Green

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Sainsbury's

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Nursling 7 19

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Boorley Park & Eastleigh 3

Sainsbury's

Asda

Currys

McDonald's

M&S

B&Q

Utilita Bowl

Woodlands School

Wildern School

Kings Copse Scool

## bus stops in Woolston


bluestar 1 2 3 4 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 24

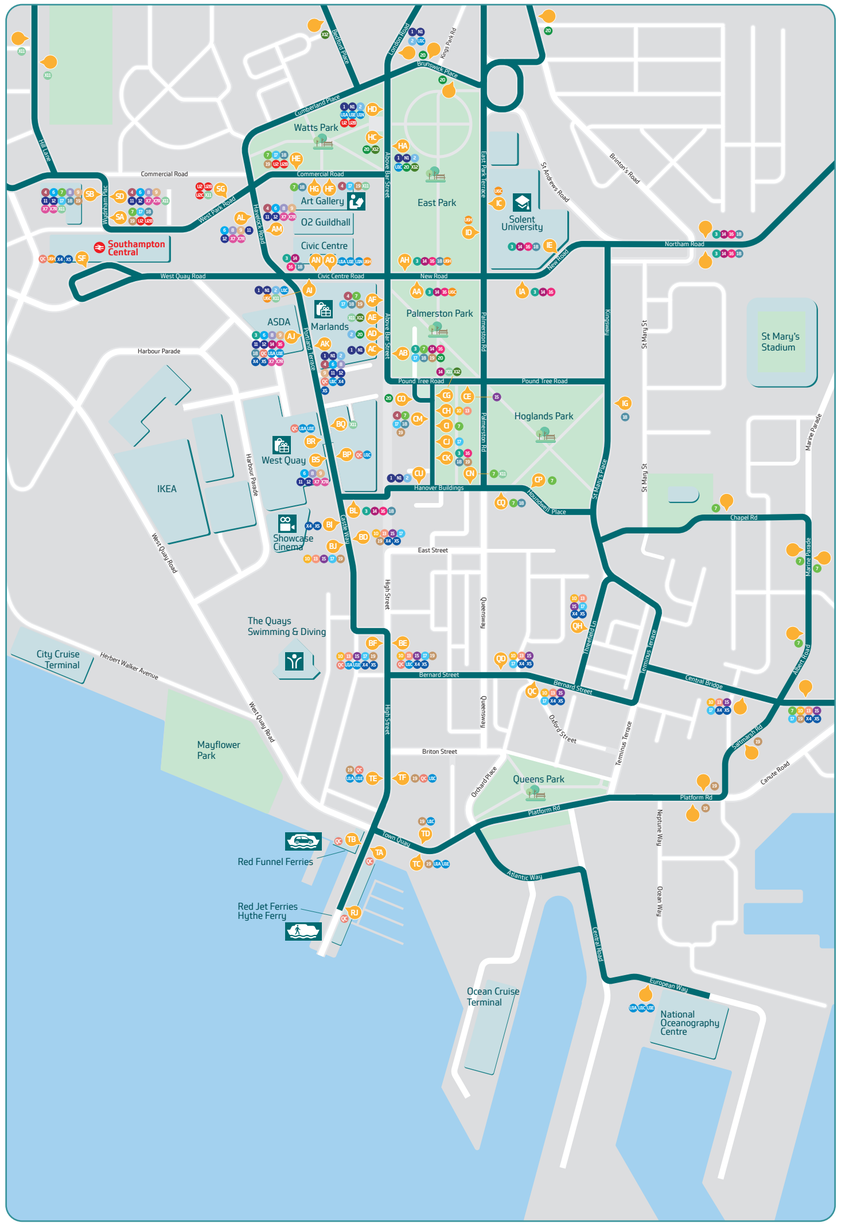
unilink U1 U1E U1N U2 U6 U8 U9

quayconnect

Solent reds X7 X7R

infrequent routes

# Southampton City Centre




# Where to catch your bus in Southampton City Centre

| Route | Destinations | Operator | Stops |
|---|---|---|---|
| QC | Town Quay | quayconnect | SF AK BE BP TA TF |
| QC | Central Station | quayconnect | AJ BF BR RJ TB TE SF |
| 1 N1 | Chandlers Ford, Winchester | bluestar | AC CJ HD |
| U1A U1E | University, Southampton Airport | unilink | AJ AO BF BR HD TC TE |
| U1C | Town Quay, NOCS | unilink | AI AK BE BP HA TF TD |
| U1N | University, Eastleigh | unilink | AO HD |
| 2 | Eastleigh, Fair Oak | bluestar | AD CJ HD |
| U2 U2B | University, Bassett Green | unilink | SA SG HD HE |
| 3 | Bitterne, Hedge End, Eastleigh | bluestar | AH AJ AN BL IE |
| 4 | Shirley, Lordshill, Romsey | bluestar | AF CM HF SB |
| X4 X5 | Fareham, Gosport, Portsmouth | Solent | SF BL CN CR QB QE QG TG |
| 6 | Totton, Lyndhurst, Lymington | bluestar | AJ AL BS SB |
| U6H | University, General Hospital | unilink | SF AH AO ID |
| 7 | Woolston, Sholing | bluestar | SA AB CJ CN CP HE |
| 7 | Millbrook, General Hospital, Lordshill | bluestar | AF CM CQ HG SB |
| X7 X7R | Totton, Salisbury | Salisbury reds | AJ AL BS SB |
| 8 | Totton, Marchwood, Hythe | bluestar | AJ AL BS SB |
| 9 | Hythe, Langley, Fawley or Calshot | bluestar | AJ AL BS SB |
| 10 | Woolston, Bitterne, Sholing | bluestar | BE BD CH QD QH |

| Route | Destinations | Operator | Stops |
|---|---|---|---|
| 11 | Totton, West Totton | bluestar | AJ AL BS SB |
| 12 | Totton, Calmore | bluestar | AJ AL BS SB |
| X11 | Shirley, Lordshill | Xelabus | AI AL AE CG CN SB |
| X12 | Freemantle, Shirley | Xelabus | AE CG HA HC |
| 13 | Woolston, Bitterne, Harefield | bluestar | BD BE CH QD QH |
| 14 | Chartwell Green, West End, Hedge End | bluestar | AJ AH AN BL CG IE |
| 15 | Woolston, Netley, Hamble | bluestar | BD BE CE QD QH |
| 16 | Bitterne, Townhill Park | bluestar | AH AJ AN BL IE |
| 17 | Woolston, Weston | bluestar | SA AB BD BE CJ HE QD QH |
| 17 | General Hospital, Lordshill | bluestar | AF BF BJ CM HF QC SB |
| 18 | Bitterne, Thornhill | bluestar | SA AB AH AJ AN BL CK HE IE |
| 18 | Shirley, Millbrook | bluestar | AF CM CQ HG IG SB |
| 19 | Woolston, Thornhill | bluestar | SA AB BD BE CK HE TF TD |
| 19 | Shirley, General Hospital, Lordshill | bluestar | AF BF BJ CM HF TC TE SB |
| 20 | RSH Hospital, Portswood, Townhill Park | bluestar | AD CQ HC |
| SF1 | Central Station, St Mary's Stadium | CCS | SF Event days only |
| SF2 | Town Quay Ferry Terminal, St Mary's Stadium | CCS | Event days only |

## Southampton Dial-a-Ride provided by scatransport

connecting our communities

SCA are your local provider of **Dial-a-Ride** services.

**Dial-a-Ride** is a dedicated transport service to help you if you are unable to use mainstream public transport, available for people of all ages, living in Southampton.

Call **023 8022 2289** for more information or email dialaride@sciagroup.co.uk

## breeze

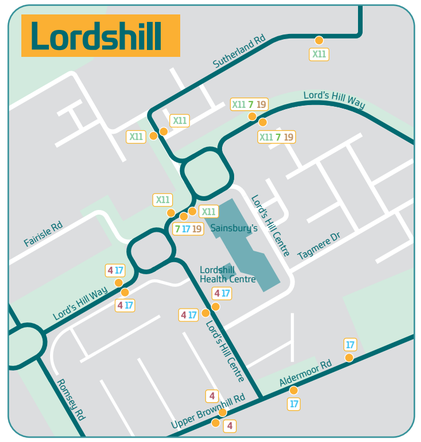
### Simplify your journey

Use Breeze to plan journeys, buy tickets and unlock e-scooters and bikes.

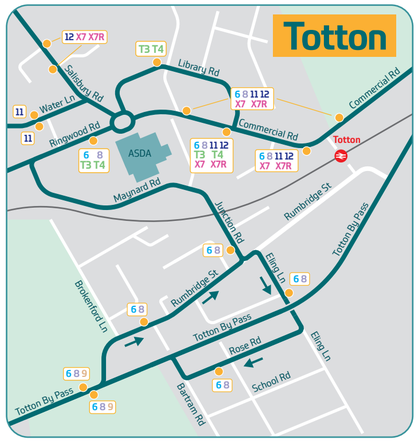
Breeze shows you the quickest, cheapest and most eco-friendly route for your journey.

Download on the App Store · GET IT ON Google Play

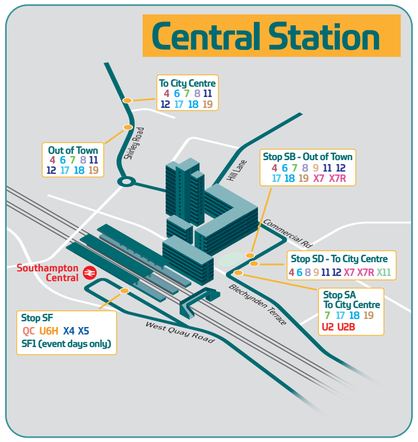
## Lordshill




## Totton

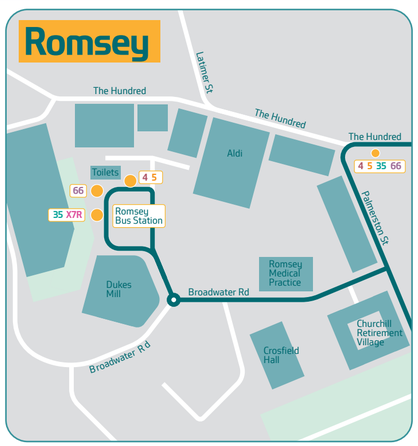



## Central Station

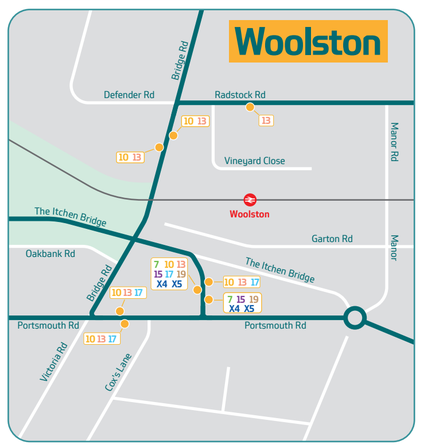



## Eastleigh

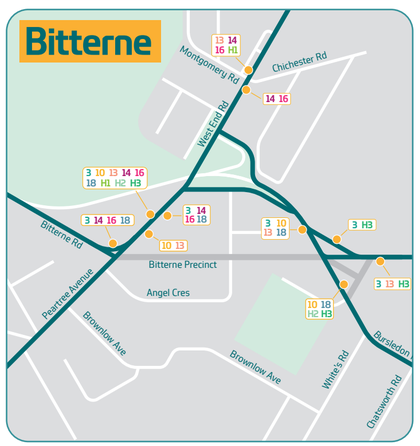

## Romsey




## Woolston




## Bitterne




## Southampton General Hospital


## Bus operators

| | | |
|---|---|---|
| Bluestar / quayconnect | 01202 338421 | www.bluestarbus.co.uk |
| First Solent | 0345 646 0707 | www.firstsolent.co.uk |
| Salisbury Reds | 01202 338421 | www.salisburyreds.co.uk |
| Stagecoach | | www.stagecoachbus.com |
| Unilink | 02380 595974 | www.unilinkbus.co.uk |
| Xelabus | 02380 644715 | www.xelabus.info |
| CES | | www.coacheventsservices.co.uk |

## Coach operators

| | | |
|---|---|---|
| Megabus | 0141 352 4444 | www.megabus.com |
| National Express | 0871 781 8181 | www.nationalexpress.com |

## Rail operators

| | | |
|---|---|---|
| Cross Country | 0344 736 9123 | www.crosscountrytrains.co.uk |
| Great Western Railway | 0345 700 0125 | www.gwr.com |
| National Rail Enquiries | 0345 748 4950 | www.nationalrail.co.uk |
| Southern | 0345 127 2920 | www.southernrailway.com |
| South Western Railway | 0345 600 0650 | www.southwesternrailway.com |

## Ferry operators

| | | |
|---|---|---|
| Hythe Ferry | 02380 840722 | www.hytheferry.co.uk |
| Red Funnel Ferries | 02380 019192 | www.redfunnel.co.uk |

## Public Transport Enquires

| | | |
|---|---|---|
| Traveline | 0871 200 2233 | www.traveline.info/sw |

Calls cost 12p per minute from land lines plus connection fee.
Calls from other networks may vary.

# Southampton Area Public Transport Map

A guide to getting around the Southampton area

April 2024

SOUTHAMPTON CITY COUNCIL · Hampshire County Council

# SOUTHAMPTON CITY COUNCIL

## Public Transport Map April 2024

Hampshire County Council

**Southampton City Centre**

Southampton Central

Southampton Airport Parkway

Eastleigh

Chandlers Ford

Romsey

Totton

Redbridge

Millbrook

Shirley

Lordshill

Nursling

Lordswood

Adanac Park

Aldermoor

Maybush

Rownhams

North Baddesley

Southampton Science Park

Chilworth

North Stoneham Park

Velmore

Bassett

Swaythling

Highfield

Portswood

St Denys

Northam

Bitterne

Bitterne Park

Peartree

Woolston

Thornhill

Sholing

Hightown

Townhill Park

Chartwell Green

West End

Harefield

Midanbury

Weston

Netley

Hamble

Ocean Village

Dibden

Hythe

Marchwood

Lyndhurst

Ashurst

Woodlands

Netley Marsh

Rushington

Hounsdown

Calmore

Testwood

Hammonds Green

Ower

Paultons Park

seasonal journeys only

Fair Oak

Horton Heath

Hedge End

Boorley Park

Botley

Bishopstoke

Bursledon

Old Netley

Itchen Valley Country Park

Riverside Park

Southampton Common

Utilita Bowl

Hedge End Stores

Royal Victoria Country Park

Ferries to the Isle of Wight

Solent Go Zone

Solent Go Southampton City Zone

to Salisbury

to Winchester

to Braishfield

to Cadnam

to Brockenhurst / Lymington

to Lymington

to Fareham /Portsmouth

to Bishop's Waltham/ Fareham

to Bishop's Waltham

to Durley / Bishop's Waltham

to Langley / Fawley / Calshot

Red Funnel Ferries

Hythe Ferry

Red Jet Ferries Hythe Ferry

Mayflower Cruise Terminal

Horizon Cruise Terminal

City Cruise Terminal

Ocean Cruise Terminal

Queen Elizabeth II Cruise Terminal

National Oceanography Centre

Saint Mary's Stadium

Royal South Hants Hospital

Southampton General Hospital

Princess Anne Hospital

Western Community Hospital

Richard Taunton Sixth Form College

Barton Peveril

Eastleigh College

Bolderwood Campus

University of Southampton

Greenwood Court

Barton Peveril

| | |
|---|---|
| bluestar | 1 N1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 23 24 35 H1 H2 T3 T4 |
| Solent from First | X4 X5 |
| unilink | U1 U2 U6 U7 U8 U9 |
| quayconnect | |
| Salisbury reds | X7 X7R |
| Stagecoach | 49 49H 61 69 |
| Velabus | X11 X12 HOPPA 1 HOPPA 2 HOPPA 3 |
| Community First | 44 |

Solent Transport

# Bus Service Improvement Plans

## Solent Annex

November 2023 Update

# 1. Introduction

This document outlines progress achieved in the period September 2022 to September 2023 in shared improvements putting the customer experience at the heart of a fully integrated multi-modal public transport offering within the Solent area. This includes multi-operator ticketing and trials of new mobility Apps. It has been produced by Solent Transport, on behalf of its four partner Local Transport Authorities (LTAs) of Hampshire County Council, Isle of Wight Council, Portsmouth City Council and Southampton City Council, for inclusion in their respective Bus Service Improvement Plans (BSIPs).

The Solent area comprises the southern area of South Hampshire and the Isle of Wight (see Figure 1.1). It covers the wider 'City Regions' of Portsmouth and Southampton and the area between the City Regions around Fareham, Winchester and the Waterside area of the New Forest. Within it are the major international gateways of the Port of Southampton, the Port of Portsmouth, and Southampton Airport.

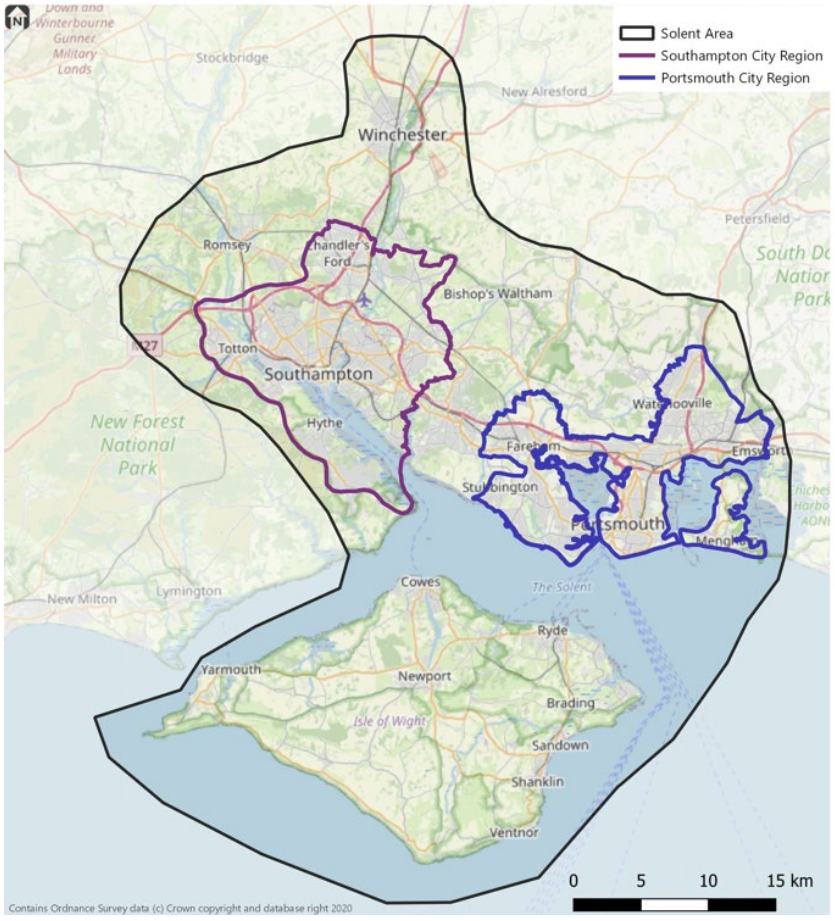



*Figure 1.1- The Solent area*

It has a population of circa 1.5 million and is one of the biggest urban areas in England and accounts for 20% of the population of the Transport for the South East (TfSE) region. Intra-Solent commuting is the largest intra-urban travel market in the TFSE region by a large margin[1] as indicated in Figure 1.2. By extension, there is a large (actual, and potential) market for bus travel for intra-Solent journeys.

[1] FINAL-Economic-Connectivity-Review.pdf (transportforthesoutheast.org.uk)


*Figure 1.2: Internal travel flows in key urban areas in TFSE area*

Analysis of bus service data in Solent Transport's Sub-Regional Transport Model (SRTM) found that pre-Covid, out of 472 scheduled bus journeys operating in the AM peak hour across the area, 152 of these services crossed a Local Transport Authority boundary (32%). If services on the Isle of Wight and Park & Ride services are excluded, the proportion of bus services in Solent which are cross-boundary rises to 36%. One route, the First X4, links Portsmouth to Southampton - and therefore crosses two LTA boundaries and serves three LTAs. Every ferry service in the area crosses a Local Authority boundary and some ferry services – particularly the Gosport – Portsmouth ferry and services between Portsmouth and Ryde- operate at high frequencies, carry passenger numbers and are functionally comparable to urban bus or rail services.

## 1.2 The role of Solent Transport

Solent Transport is a Partnership by legal agreement and Joint Members Committee which, consists of the Local Transport Authorities (LTAs) of Hampshire County Council (HCC), Isle of Wight Council (IoW), Portsmouth City Council (PCC) and Southampton City Council (SCC).

Solent Transport was established in 2007. Its functions and objectives include:

- To support/ deliver strategic transport planning activities across all four Member authorities, to help ensure transport plans and strategies respond to the complex patterns of travel demand and frequent non-alignment of this demand with LTA boundaries
- To develop business cases and bids, hold funding, and deliver projects, services and other activities collectively on behalf of its Member Authorities for projects where collective delivery is beneficial to the Member LTAs- such as marketing/promotion campaigns, operation of the Sub-Regional Transport Model, and funding and participation in management and development of Solent Go (see below)
- Undertaking lobbying and profile-raising activities and representing collecting interests of the partners in interactions with funders and external stakeholders and partners, and
- Supporting collaboration and communication between Member authorities
- and deliver the DfT Funded Future Transport Zone, in partnership with its member authorities.

Solent Transport's governance is managed through collective decision-making via the structure illustrated in Figure 1.2. It includes a Joint Member Committee (representing each LTA's transport portfolio) and a Senior Management Board (which includes the Head of Transport and their deputy for each LTA). These are supported by a series of programme boards and working groups. A Stakeholder Forum has also been established that advises on specific topics as the need arises.

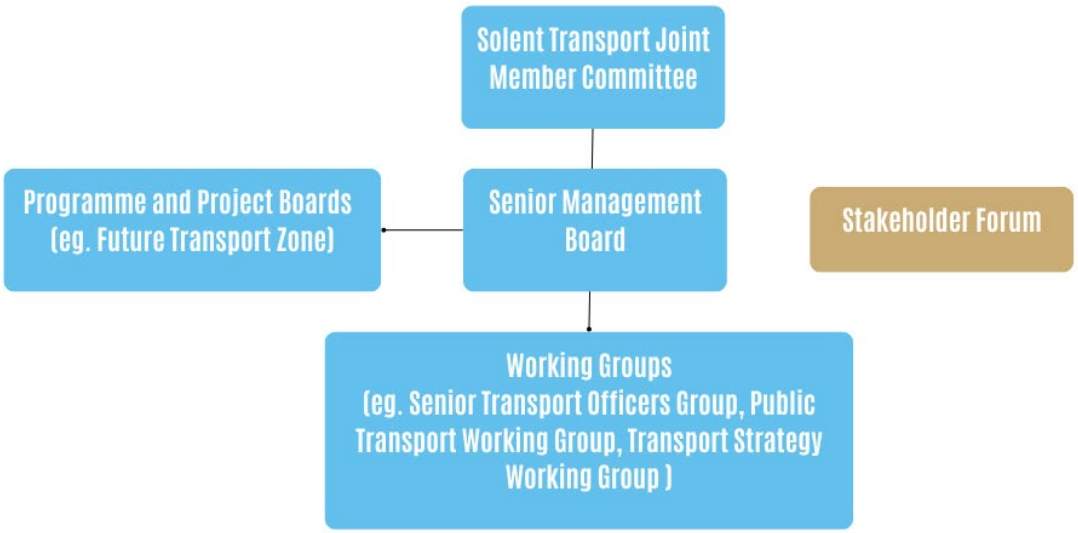



*Figure 1.2: Solent Transport Governance*

## 2. Activity during 2023

This section details the initiatives of Solent Transport and its partners in the period to September 2023 relevant to the BSIPs covering Transport Strategy, Solent Go and Solent Future Transport Zone activities. As shown in Table 2.1.

| Area of work | Details of activity |
|---|---|
| **Solent Go** | Engagement with South Hampshire Bus Operating Association (SHBOA) on potential additional Solent Go products continued during 2023. There is informal agreement on the following:<br>• Breeze m-ticket integration via QR codes during 2024<br>• Development of new City Region zones during 2024<br>• Review of "Hopper" Autumn/Winter 2023 following Solent Go fare increases, potential delivery in 2024<br>• Review of Solent Go Jobseeker discounts following implementation of a similar initiative in Portsmouth – for potential delivery in 2024<br>• Review of ITSO smartcard system usage & business case complete. Recommendation the smartcard scheme be withdrawn, in favour of Breeze/mobile ticket options, pending decision by the LTAs. |
| **Breeze** | • Full public launch of the **'Breeze'** Mobility as a Service App took place during Summer 2023 and as of September 2023 usage results were very encouraging:<br>  • c10,000 registered account holders (growth at circa 2000 new registered users a month).<br>  • c3,000 active monthly users<br>  • 15% month-on-month growth in users<br>• Engagement and integration of transport operators continues, managed through NDA's and MOUs<br>• Development of Transport Operators Agreements to replace the current MOU's progressing<br>• Obtaining a travel agent license in order to retail rail products. Rail ticketing is now available in the app across the Solent Region and a planned expansion across the entire South East is underway for delivery this year. Customer research and evaluation by Portsmouth and Southampton Universities underway, to improve product usability and customer experience.<br>• September saw the launch of full marketing campaign to promote the use of Breeze, presently creating circa 2000 new users a month. |
| **Dynamic Demand Responsive Transport** | • Launch of Phase 1 of the project with FYT on the Isle of Wight September 2023 preceded by:<br>  • Procurement of DDRT back-office provider completed and contract awarded to Padam Mobility in summer 2023<br>  • Launch of FYT Bus and Social Care in Action Booking App (DDRT customer App for travel planning and booking)<br>  • SCiA go-live of DDRT back office system July 2023<br>  • Support for 2x pilot operators (SCiA Dial-a-Ride Southampton and FYT Bus on the Isle of Wight) to implement trial is ongoing<br>• The feasibility of integrating DDRT into Breeze continues to be investigated. |
| **Micromobility** | *Bikeshare:* Expansion of Bikeshare scheme in Portsmouth, Southampton and the Isle of Wight during summer 2023 - bikes accessible via Breeze app. Feasibility of expansion into parts of Hampshire.<br>*E-Scooters:* Continued operation and expansion of trials in Portsmouth, Southampton and Isle of Wight.<br>*Research and evaluation on trial outputs/ results continues.* In summary: in the period October 2022 to September 2023, over 1 million micromobility journeys were completed and over 2.5 million kilometres were ridden. Total number of parking bays increased by over 50% from 410 bays in October 2022 to 631 parking bays in October 2023.<br>Many micromobility bays are integrated into bus and rail interchanges to facilitate onward journeys. |
| **Solent Transport Strategy** | The Solent Transport Strategy presents a single vision and delivery plan for area wide interventions of strategic significance to 2040. Working with its LTA partners and other regional stakeholders Solent Transport dedicated much of 2023 developing a revised strategy with the partners. |

*Table 2.1: Summary of Solent Transport BSIP related activity (September 2022 to 2023)*

## 2.1 Solent Go

Solent Go is a range of multi-operator multi-modal public transport tickets/ fare products available in the Solent area. These are available via multiple fulfilment mechanisms: paper, mobile ticketing and ITSO card.

A precursor to Solent Go, named Solent Travelcard, was launched in 2004 offering a paper ticket covering a single zone including all of Portsmouth and Southampton, and the southern parts of Hampshire between and around the cities.

### *2.1.1 Solent Go Products & Pricing*

Solent Go products are available covering Portsmouth and Southampton City Zones, and a larger Solent-wide zone. The zone boundaries (including the Solent-wide zone in green) are shown in Figure 2.1.


*Figure 2.1: Solent Go ticket zones*

Bus products can be used on all operator's buses within the zone it is valid. Ferry products can be used only on the Hythe Ferry. These were previously available on cross-Solent passenger routes operated by Hovertravel, Red Funnel and Wightlink but were withdrawn in 2018 due to low use, and Gosport Ferry products were withdrawn in 2023 due to high operating costs. Tickets can be purchased/ used via several options:

- As paper tickets, bought from the driver on the bus Via bus operator's own smartphone Apps (FirstBus, Bluestar and Stagecoach).
- Via ITSO Smartcards – products can be purchased online via the Solent Go website[2] and loaded to cards via on-bus card readers and also via card readers at the Hythe ferry terminals.
- Additionally a Solent Go Android smartphone App allows Android smartphones equipped with NFC to load products to a smartcard. Tickets can also be purchased and added to smartcards at participating bus company travel offices. Smartcards must be ordered online.

Not all tickets are available via all ticketing methods. A few tickets are only available as smartcard products. The product range and pricing for Solent Go products is set by the bus operators by agreement with the LTAs. Table 2.2 outlines products, pricing and ticket media methods for each existing Solent Go product.

Solent Go prices are set by the operators and are always priced above the standard/similar offer from the individual operator as SolentGo allows for multi-operator access. For example, a day Southampton Zone ticket from Bluestar is £4 via App or £4.20 via paper ticket whereas a SolentGo Southampton City Zone ticket is £5.50.

[2] Solent Go travelcard - It's now easier to travel from A to B to Sea! | Solent Go

The operators also follow a policy of not allowing any Solent Go products to undercut equivalent single operator products. SHBOA have implemented a recent price rise to Solent Go fares which came into place on 1st Nov 2023.

| Solent Go Products & Pricing | | | | Ticketing methods | | |
|---|---|---|---|---|---|---|
| **Product family** | **Zone** | **Duration(1)** | **Price (2)** | **Paper** | **Smartcard** | **Bus Operators' own mobile Apps** |
| Bus tickets | Solent Wide Zone | 1 day | £9 | Y | Y | Y |
| | | 5 non-consecutive days (Carnet) | £43 | N | Y | Y (1) |
| | | 7 consecutive days (weekly) | £33 | Y | Y | Y |
| | | 28 consecutive days (monthly) | £110 | N | Y | N |
| | | 13 consecutive weeks (quarterly) | £308 | N | Y | N |
| | Southampton City Zone | 1 day | £5.50 | Y | Y | Y |
| | | 5 non-consecutive days (Carnet) | £25 | N | Y | Y (1) |
| | | 7 consecutive days (weekly) | £22 | Y | Y | Y |
| | | 28 consecutive days (monthly) | £71 | N | Y | N |
| | | 13 consecutive weeks (quarterly) | £203 | N | Y | N |
| | Portsmouth City Zone | 1 day | £5.50 | Y | Y | Y |
| | | 5 non-consecutive days (Carnet) | £25 | N | Y | Y (1) |
| | | 7 consecutive days (weekly) | £22 | Y | Y | Y |
| | | 28 consecutive days (monthly) | £71 | N | Y | N |
| | | 13 consecutive weeks (quarterly) | £203 | N | Y | N |
| Ferry products | Hythe Ferry | 2 Trip carnet | £8 | N | Y | N |
| | | 14 Trip carnet | £44 | N | Y | N |
| | | 56 Trip carnet | £157 | N | Y | N |

*Table 2.2 – Solent Go Products & Pricing*

(1) Carnet tickets not available via the Stagecoach App at present, (2) Fares shown came into effect on 1 November 2023

### 2.1.2 Solent Go Governance and Implementation

Solent Go's governance is led jointly by South Hampshire Bus Operators Association (SHBOA), a trade body consisting of representatives of all the bus operators in the area and a representative of the Confederation for Passenger Transport (CPT), and Solent Transport. Solent Go management board meetings are attended by representatives of SHBOA, the bus operators, and the Solent LTAs. Solent Go products are typically priced at operators' discretion and at a small premium to comparable single-operator products.

### 2.1.3 Solent Go Awareness and Use

This section briefly discusses awareness and use of Solent Go.

The original launch of Solent Go was accompanied by significant marketing and promotion efforts. The most recent analysis of awareness, via research undertaken by SCC in 2019, found that 19% of a panel of 681 residents were aware of Solent Go increasing to 28% amongst regular public transport users.

In terms of use, the same survey found that 1% of the panel were current users of Solent Go products and 4% had at some point used a product. Analysis has also been undertaken of historic sales over the last few years across all Solent Go products, all product zones and all product durations, as shown in Table 2.3.

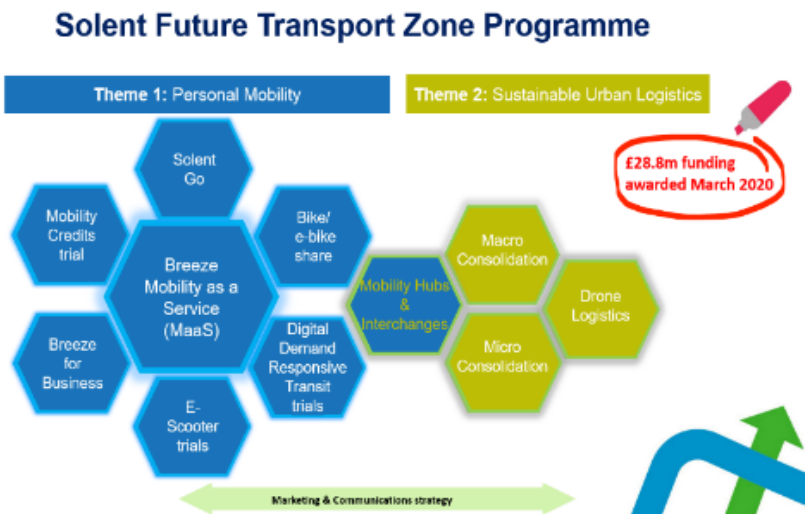
| Year | Solent Wide Zone | Portsmouth City Zone | Southampton City Zone | Total |
|---|---|---|---|---|
| 2017/18 | 9597 | 388 | 997 | 10982 |
| 2018/19 | 11239 | 1261 | 1614 | 14114 |
| 2019/20 | 13298 | 2338 | 2086 | 17722 |
| 2020/21 | 6548 | 1366 | 893 | 8807 |
| 2021/22 | 11773 | 4158 | 557 | 16488 |
| 2022/23 | 20563 | 6174 | 587 | 27324 |

*Table 2.3 – Total Sales (paper, smartcard & m-ticket) of Solent Go products by zone*

The pre-Covid-19 pandemic positive trend in Solent Go ticket sales is notable. This is possibly as a result of gradual reductions in the price gap between operator's own products and Solent Go products as fares were raised by operators for their own products whilst Solent Go prices remained fixed. It is also worth noting that, for most, the attraction of Solent Go products comes where an individual wishes to use services of more than one operator.

The significant reduction in sales during the Covid-19 pandemic is not a surprise but it is worth noting that, by 2022/23, there had been a considerable increase in the sales of one-day Solent Go products (which has driven the large overall increase in numbers of products sold) while sales of 28 and 91 day products (available exclusively on Smartcards) have fallen. This may in part also reflect observed changes in commuter patterns and increases in hybrid working for a proportion of the working population. In the period April 2022 to March 2023 it was estimated that around 145,000 journeys were made using Solent Go tickets, out of a total estimate of 33.5 million bus journeys in the Solent Go area.

## 2.2 Solent Future Transport Zone programme




Future Transport Zones (FTZ) are a trial programme funded by the Department for Transport (DfT) to test ways of making journeys easier, smarter and greener in future. The Solent Future Transport Zone programme, led by Solent Transport, was awarded £28.8m in 2020 from the DfT to run numerous trials of innovative approaches to transport across the Solent area. As these trials take place, research, monitoring and evaluation is being undertaken to understand the benefits and impacts of the schemes being trialled. The Solent FTZ programme commenced in summer 2020 and will run until summer 2025. Its constituent projects are shown here and those of relevance to BSIP are described in more detail over the following pages.

### *2.2.1 Breeze*

**What is Breeze?**

Breeze is a super-app that provides the user with the ability to plan, book, pay for an access a variety of transport modes in the Solent area in one place - saving them from app overload. It can, for example, be used to unlock an e-scooter, hire a bike or e-bike, plan bus and rail journeys and pay for tickets. Additional modes of travel including ferry, car clubs and more are being added as the project rolls-out. It is being delivered as part of the Solent FTZ Programme.

The core project for the Solent FTZ programme is the trialling of a Mobility as a Service (MaaS) platform – branded as Breeze. It forms the hub of the FTZ programme with majority of the other projects linked to or reliant upon this project.

Breeze is delivering a "one-stop MaaS app" and back office system and associated commercial arrangements which can offer journey planning, payment and ticketing across numerous modes of travel and service providers via a single App and a single user account – effectively allowing users to compare all relevant mobility options for their journey in a single app, rather than requiring complex comparisons and evaluation across Apps and information provided by multiple operators.

**At a glance: Solent Future Transport Zone initiatives relevant to BSIP**

In summary, the following projects in the FTZ programme are directly relevant to the BSIPs:

- Breeze Mobility as a Service (MaaS) trial: This project is trialling Breeze, the UK's first multi-city Mobility as a Service App – allowing journey planning, ticketing and payment via a single App for all transport modes across the Solent area. Following extensive development work during 2021 and 2022, public versions of the App have been available since late 2022, to a capped user group, with extensive promotion to the public commencing during summer/ autumn 2023 and addition of further operators, modes and tickets planned for the remainder of 2023 and up to 2025
- Solent Go enhancements: development of new Solent Go multi-operator ticketing products – the first of which (Carnets) was introduced in 2021 - and plans to retail Solent Go tickets via Breeze
- Dynamic Demand Responsive Transport (DDRT) trial: The year has seen the launch of the first phase of DDRT services in Southampton and on the Isle of Wight. By September 2023, two pilot services were utilising the DDRT back office system for vehicle routing, and the customer App known as "FYT and Social Care in Action booking" was made available to the customers for journey planning and booking with plans to expand the number of services and operators using the back office during 2024. It is also an aspiration that integration of these services into the Breeze App will be scoped following the outcomes of the pilot.
- Marketing & communications: An extensive marketing & communications effort is being delivered via the FTZ programme to maximise awareness and uptake of the innovative services being trialled through the FTZ, with a particular emphasis on linking to/ leveraging travel behaviour change opportunities.

The other FTZ projects relevant to bus users and promotion/ development of bus use, in particular:

- Bike share/e-Bike share and E-scooter trials: These trials have launched networks of shared bikes, e-bikes and e-scooters on the Isle of Wight, Portsmouth and Southampton, starting in 2020 and with roll-out continuing during 2023. Around 2,500 bikes, e-bikes and e-scooters are available from around 550 docks/ parking stations in most of the urbanised areas of the three trial zones. These offer new opportunities for first/ last mile connections to bus and rail services (with parking/docks at most key interchanges and major stops) as well as providing a new non-car travel option which may indirectly support increased use of bus services
- Breeze for Business: This trial promotes and incentivises use of the Breeze App in major trip generator around the Solent area to help drive uptake of travel options available via Breeze
- Mobility credits trial: This trial involves research on the effect on travel choices of provision of mobility credits via the Breeze App to low earners in several small trial zones in targeted areas within the Solent area. This will start in late 2023.

The implementation of the FTZ programme supports the Transforming Cities programmes in Portsmouth and Southampton and Portsmouth's BSIP implementation which are providing the infrastructure to support buses. New and enhanced transport interchanges in Ryde, Southampton Central and Portsmouth provide locations for multi-modal Mobility Hubs for the seamless integration between modes – so that bus, rail, bike and e-scooter users can all benefit via Breeze.

Figure 2.3, on the next page, provides an overview of the user experience within Breeze App and Figure 2.4 illustrates it's component parts.

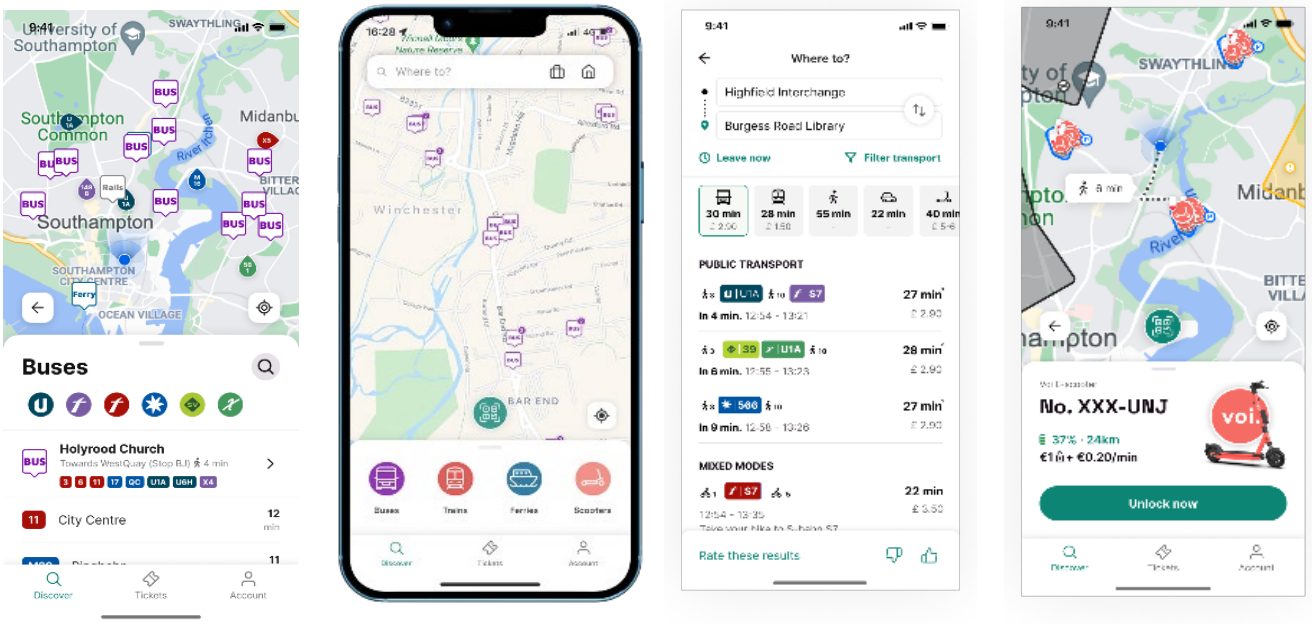



*Figure 2.3: Overview of the Breeze user experience*

Delivered by Solent Transport  Powered by Trafi

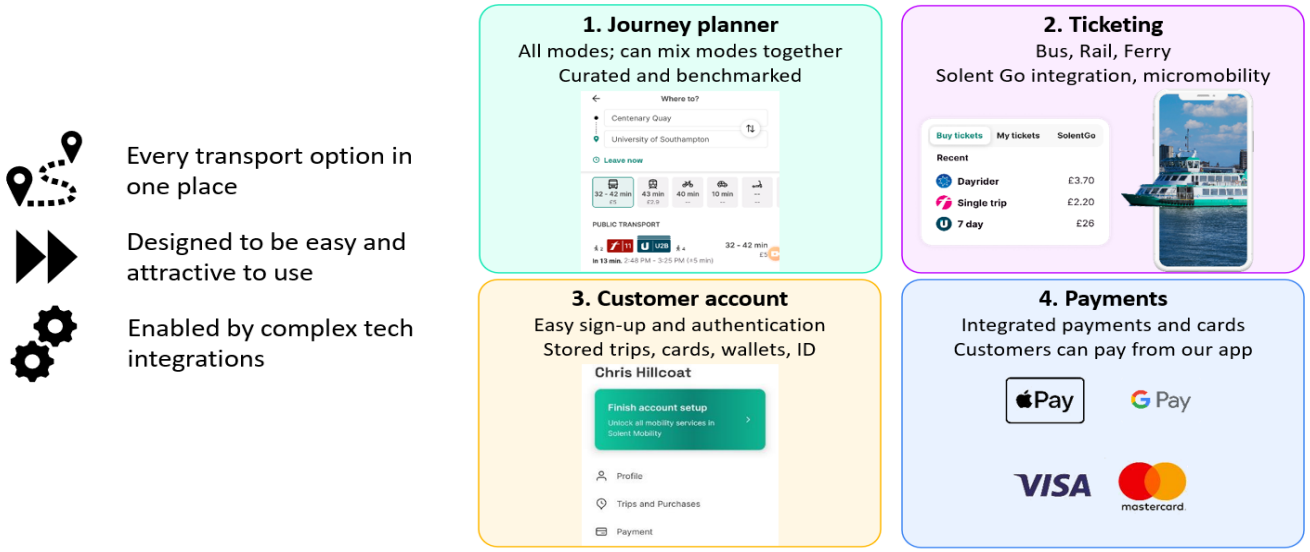



*Figure 2.4: Breeze key elements*

Breeze offers a means for any transport service provider to retail their digital products via the App. It can package together ticketing products that Mobility Service Providers (MSPs) have made available via the platform to users to best match their journey plans and preferences. The integration process for MSP providers is shown in Figure 2.5.

Solent Transport has engagement from all key MSPs in the Solent area including all bus operators to participate in the Breeze trial and is seeking that MSPs offer all products at the same cost as if the user purchased these directly. Where possible transactions will be wholly completed within the Breeze App with no hand-off to external Apps (Level 2 ticketing integration) and via a single user account (Level 3) to provide an optimal user experience.

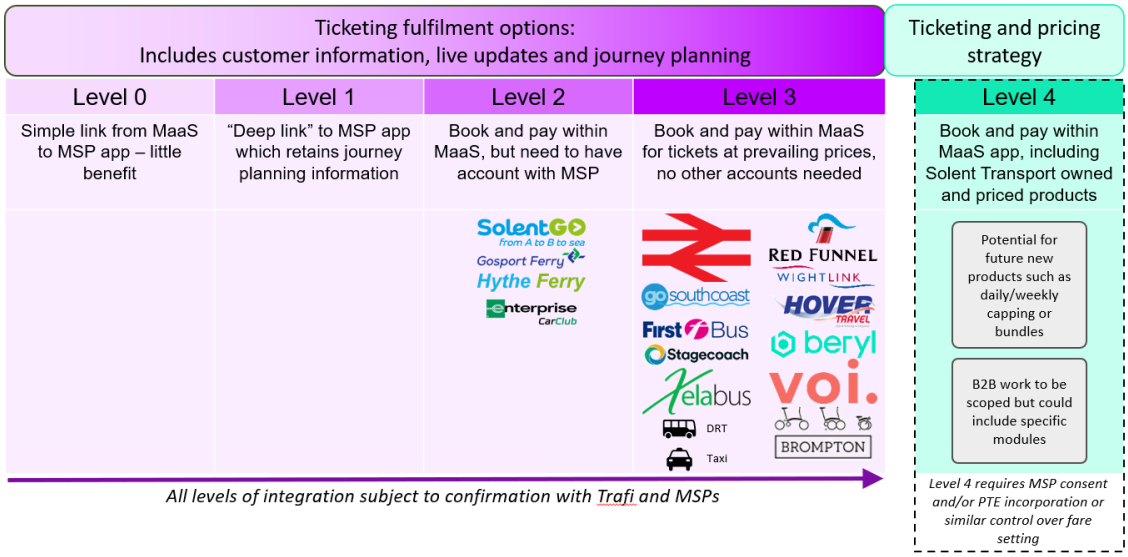



*Figure 2.5: Breeze MSP/ticketing integration capabilities*

It should be noted that in this pilot, Breeze will only offer existing travel products /tickets created by MSPs. There is future potential to use the Breeze back-office system to create entirely new travel products, for example daily/ weekly capping or bundles – but this would require additional development and new commercial arrangements/ approaches in partnership between Solent Transport, MSPs, and LTAs. This could include use of Breeze as a means of retailing new products, that will be extended to cover the entire Solent area to be introduced following been tested as a part of Portsmouth City Council's BSIP programme.

Therefore, Breeze will be able to offer users the best available combination of existing transport services and fare products to meet user's needs and will improve integration between modes, where these are available. A large and complex range of relationships and governance with over 30 partners, MSPs, and other third parties and stakeholders has been established to implement Breeze.

## *Breeze: Progress to date*

The prime contractor for the Breeze system is a consortium of Trafi and Unicard, working under contract to Portsmouth City Council. Solent Transport's FTZ team are directly managing this contract as well as leading on the creation of the numerous required commercial and administrative arrangements both internal to Solent's LTAs, and with external providers. The overview project plan for Breeze is shown in Figure 2.6.

The contract for development of Breeze was signed in early 2021 following a procurement process during 2020. Throughout 2021 and 2022 a programme of development and testing of the back office systems and user App has been underway, together with the on-boarding of MSPs (secured by Memorandums of Understanding) and integrating links to their ticketing systems (eg Ticketer) into the Breeze system. This process has also included development of a new rail ticketing module.

A "dark launch" of a beta version of the App occurred in spring 2022, to allow wider testing amongst partners, where an initial version of the App was made publicly available but only promoted to a selected audience.

Branded as "Breeze", the App was made available for use by the public in October 2022 in conjunction with the launch of Beryl Bikes by Breeze. The App is available for download from the Google play store and Apple store.

Currently the App offers comprehensive multi-mode journey planning for all modes/ operators in the Solent area, and ticketing and payment for the following MSPs:

- Bus Operators - Go South Coast (Bluestar, Southern Vectis, Uni-Link), First Solent and Xelabus,
- Voi e-scooters,
- Beryl bikes/e-bikes in Isle of Wight, Portsmouth and Southampton & e-scooters on Isle of Wight, and
- National Rail ticketing

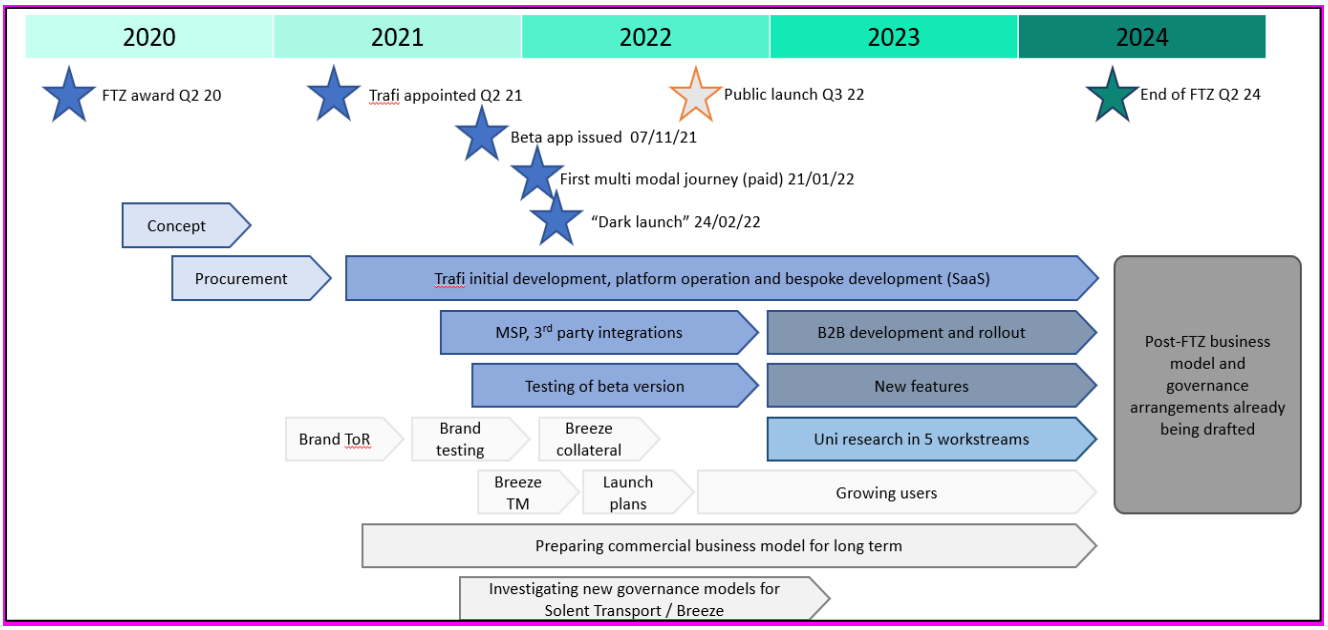



*Figure 2.6: Breeze project plan*

During the remainder of 2023 into 2024 the remaining MSPs and modes are expected to be added including ferry operators, Stagecoach South, DDRT, car clubs, taxis and car parking.

### *2.2.2 Dynamic Demand Responsive Transport (DDRT)*

This project is trialling the implementation of Dynamic Demand Responsive Transport (DDRT) services in various parts of the Solent. This includes testing the conversion of existing Community Transport services (particularly in the less urbanised/ more rural areas, primarily in Hampshire and parts of the Isle of Wight) which have been planned/operated via traditional methods, to Dynamic Demand Responsive operation.

A DDRT back office system provider (Padam) has been procured by Solent Transport and is available for use by transport operators across the four Solent LTAs.

Integration of Padam's system for booking, payment and ticketing for DDRT services into the Breeze app will be fully scoped with the aspiration of including DDRT services into the Breeze journey planner alongside other modes, in instances where a suitable DDRT service exists for a user's requested journey. While aiming to raise the public profile and awareness of Community Transport services, this will also enable the potential use of DDRT as part of multi-stage / multi-mode journeys – for example, offering a DDRT "last mile" option from a rail station as part of an integrated journey plan, ticketed / paid for via a single transaction.

During the period to September 2023 the focus has been on developing and launching Phase 1 (the pilot) with a view to Phase 2 (the main trial) commencing in early 2024.

Update on Phase 1: This phase went 'live' in July 2023 covering implementation of a DDRT back office, dynamic routing and app-based booking to 1 vehicle at Social Care in Action (SCiA) Transport in Southampton using the vehicle operating the Southampton Dial-a-Ride service, and 1 vehicle at FYT Bus in western Isle of Wight for afternoon services. The aims of this phase are to introduce these Community Transport operators and users to DDRT services. At this stage a standalone user booking App known as "FYT and SCiA booking" is being used by customers to plan and book journeys prior to integration of Padam into Breeze( the level and feasibility of this integration will be determined by a joint Discovery exercise between Padam and Trafi ) .

### 2.2.3 Marketing & Communications Behaviour Change

**Solent Transport's Two Stream Approach to Marketing & Communications Behaviour Change**

*Stream 1 – Area-Wide Marketing Communications Activity*

- Promote desired travel behaviours (across one of the 5R principles: Reduce, Remain, Reroute, Retime & Revise mode) and build recognition and behaviour change momentum.
- Influence travel behaviours using annual and seasonal opportunities as motivators for change, in partnership with local transport authorities and other stakeholders.

*Stream 2 - Project Level Marketing Communications Activity*

- Accelerate behaviour change by using each FTZ intervention as 'an opportunity to try something new', as well as something that will benefit everyone – even those who don't use it – by increasing travel options and therefore travel capacity for all.
- Use the behaviour change journey (see Figure 2.7) as part of the delivery of each intervention, adapting to ensure it is fit for purpose for each project while ensuring user understand why the programme/intervention is being delivered.

To ensure a coordinated approach to travel behaviour change activity across the area, Solent Transport has convened a monthly Behaviour Change Marketing Communications Working Group with transport and communications officers from across the four LTAs. The Group is used to reflect on strategic direction and update on local marketing communications tactics, challenges and opportunities. The meeting is also used as a forum to identify collaborative opportunities beyond the FTZ and share best practice.

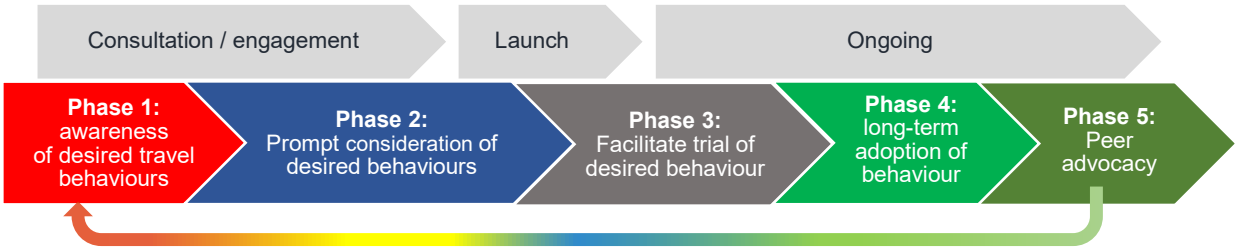



*Figure 2.7: Solent Transport Project Level marketing communications behaviour change philosophy*

Marketing and communications activity in the area, with a particular focus on achieving behaviour change, hinges predominantly on the successful implementation and growth in users of Breeze across two phases (seen Table 2.4).

| Breeze Marketing Communications: Phase 1 | Breeze Marketing Communications: Phase 2 |
|---|---|
| • [Oct 22-Jun 25] Grow brand awareness through organic social media content and partnership co-branding across all integrated MSPs. This approach is supported by activity on the MSP and partner LTA digital media channels.<br>• [Jul 23 - Sep 23] Digital marketing campaign to improve brand awareness, utilising social media adverts, retargeting activity alongside Google PPC (pay per click) advertising to drive website traffic and increase downloads.<br>• [Oct 22-Jun 25] Monitor performance throughout with a focus on identified audience groups<br>• [Oct 22-Jun 23] Evaluate effectiveness of promotion to target audiences to inform Phase 2. | • [Jun 23 – ongoing] Conversations with integrated bus operators to formally agree marketing support for Breeze. Initial conversations have been positive and build on the operators' commitment to support the Solent Go platform.<br>• [Sep 23 – Dec 24] Intermittent use of digital marketing activity from Phase 1 in conjunction with recognised seasonal behaviour change milestones.<br>• [Sep 23 - Dec 24] Intermittent use of radio adverts, above the line traditional media campaigns and programmatic delivery of digital audio and blended format campaigns. All campaigns will be align with seasonal milestones, where the audience is more receptive to behaviour change prompting, such as start of school terms, new year or local events.<br>• [Sep 23 - Mar 25] Continue organic social activity from Phase 1.<br>• [Sept 23-Jun 25] Ongoing evaluation of effectiveness |

*Table 2.4: Two-phased approach to Breeze Marketing & Communications*

Additionally, Breeze will utilise the Braze Customer Relationship Management (CRM) software (detailed overleaf) to engage Breeze users and reduce user 'churn' (users choosing to disengage with the App and eventually delete it). The Braze platform will allow the Solent Transport to develop timely and relevant messages for users that will move them through the stages of behaviour change, from awareness of their options, through to peer advocacy.

The Solent FTZ team is working with academic partners at the universities of Portsmouth and Southampton, as well as with consultants from the Behavioural Insights Team to identify the most effective type of messaging and the optimum time to share. The team is also working alongside the regional MSPs to ensure buy-in to the Breeze brand with its use across their physical assets, digital assets and vehicles.

**Breeze Customer Engagement**

Managing engagement with Breeze customers within the App is key. It will be achieved through a customer engagement platform called Braze. It will provide direct access to thousands of Breeze-using residents.

Simply put, it offers local authorities the opportunity to send messages to Breeze users, direct to their mobile phones, using channels that are hard to ignore. For the first time, Solent Transport's partner authorities have access to a powerful tool that can deliver bespoke messages, at the optimum time, to a carefully selected audience, and gather insights in real-time to understand the effectiveness of that messaging.

Braze is the key that unlocks the benefits of the big data gathered through the Breeze App and puts the insights from this data at the full disposal of local authorities. For behaviour change campaigns relating to transport, infrastructure, or even public health, there is now an optimal and direct way to deliver messaging.

The benefits:

- Bespoke campaign creation that includes multi-variant testing, multi-channel and multiple steps that respond to customers' interaction with the campaign.
- Detailed customer data including: age, gender, location tracking, address and in-app behaviour tracking (e.g. what services are used and how frequently).
- Creation of audience segments to ensure a targeted approach to marketing communications. Segment definitions could use some or all of the customer data outlined above.
- Campaign insights helping authorities to understand whether they are reaching the right people and provoking the desired response.
- Multi-channel options including: in-app messages, push notifications and emails. Ensuring that messages go out through the optimal channel that are proven to resonate with the desired audience.

**Example use case**

How Braze (via the Breeze app) could be utilised to support the travel plan for a new residential development:

- Encourage new residents to download and setup an account on Breeze by offering £5 in-app credit.
- Use unique residential area post codes to identify a new audience specific to the residential development.
- Create a campaign within Braze with objective to promote use of the nearby bus stop as a way of getting into the city centre.
- Target the campaign at the newly created audience segment.
- Measure the impact and effectiveness of different channels and content on the target segment.
- Optimise the campaign over its lifetime by evaluating the real-time audience response.
- Achieve success through a granular, targeted approach, with a clear report to summarise activity.

### *2.2.4 Solent Transport Strategy*

During 2023 Solent Transport and its partner LTAs have been working with stakeholders to develop a transport strategy for the area. It will set out a transformative vision to 2040 for the delivery of strategic goals for the area with a sharp focus on decarbonisation and the need to respond to the local characteristics of a mixed urban, rural and coastal area. It is currently at an advanced stage of development with a view to being adopted during 2024.

# 3. Future plans

This section sets out our plans for the period from September 2023 onward for Solent Go, Breeze, DDRT and behaviour change marketing communications.

## 3.1 Solent Go

There are several future areas of focus with respect Solent Go including additional products, changes to existing products and integration with Breeze as detailed below.

### *3.1.1 Advancing the product*

To grow Solent Go there are aspirations in the BSIPs for features such as additional Solent Go products that can serve certain customers or sectors of the market where multi-operator and multi-modal integrated ticketing could provide benefits, additional resource for marketing & promotion to raise the profile, and other changes to the current product range. Solent Go products will continue to evolve through FTZ and are planned for delivery by 2024, working in partnership with SHBOA. These new products were informed by market research and engagement with operators and users including:

- An online survey sent to all email addresses for registered Solent Go card holders asking a variety of questions about the proposed new Solent Go products (155 responses),
- A survey distributed to Southampton City Council's People's Panel (655 responses), and
- A focus group of 5 Solent Go users – to elicit detailed user feedback about the new product proposals.

Overall, the engagement indicated that most of the proposed new products and improvements would be useful for existing and potential customers. Additions of integrated rail products, carnet tickets and city region zones were strongly supported, but the "hopper ticket" was less well-understood. In addition, the usefulness of multi-operator tickets featured in the results of Portsmouth City Council's June 2003 Travey Magazine Survey and the City Council's residents survey of 2021 in support of their BSIP submission found that multi-operator tickets was number two of respondents suggested improvements.

The new Solent Go products planned to be delivered via the FTZ programme are shown in the Table 3.1.

| Solent Go Carnet Tickets | Portsmouth & Southampton City Region Zones |
|---|---|
| Offering a pack of 5-day tickets for Portsmouth, Southampton and Solent Zones which can be used non-consecutively. This provides the flexibility reflecting changes in commuting and working patterns but also support part-time workers. Offer small savings compared to individual day tickets e.g. City Zone Carnet £22.50 instead of £25, and Solent Zone £39 instead of £40. | Two new City Region Zones are planned. This aims to better cater for cross-boundary journeys as most people's journeys don't acknowledge administrative boundaries. Pricing is expected to be between the existing City and Solent Zone prices and are intended to complement the TCF infrastructure |
| **Hopper Ticket** | **Discounted Jobseekers Solent Go** |
| Currently there is no 'single' Solent Go ticket that is attractive for short or one-way multi-operator journeys on offer. It is believed that there is a gap for such a product.<br>A proposal is to implement a time-limited single ticket, akin to London's 'hopper' ticket, that allows unlimited use of any bus within a fare zone for a fixed time period. Allowing sufficient time for longer distance one-way trips that involve multiple buses or operators.<br>Product was investigated with SHBOA in 2021 but no attractive pricing was identified, however following the recent Solent Go fare increase, this will be reconsidered. | Planned to expand the current discount scheme aimed at JobCentrePlus users offered by some Solent bus operators to Solent Go products. Intended that a similar product currently being developed for trial in Portsmouth through PCC's BSIP programme for implementation in late 2023 can be rolled out to the wider Solent area through Solent Go if this trial is successful. |

*Table 3.1: Solent Go Products Under Development*

Other potential enhancements that have been identified include:

- Integrated bus/ IOW ferry products
- Solent Go evening products
- A Solent Go child product
- A Solent Go young adult product
- Solent Go family products
- Changes to Solent go zone boundaries to better match demand or natural boundaries,
- Reduction in the Solent Go price premium
- Investigation of gaps in ticket offerings which could be potentially filled by new Solent Go products, and
  Enhanced marketing & promotion of Solent Go.

Solent Transport have engaged with SHBOA and the LTAs to discuss all these potential enhancements. SHBOA have indicated that for evening, family, and child/young adult products, the bus operators would require evidence from trials from Portsmouth's funded BSIP to set a precedent and reassure operators regarding risk/ other issues before they would be likely to support Solent-wide tickets of these types. Proposals to reduce or remove the Solent Go price premium are not supported by the bus operators, and the operators also do not support Solent Go products including the Isle of Wight. Additionally, there is no identified funding to develop any of the potential enhancements listed above (with exception of Solent Go promotion which is funded through FTZ).

The funded Portsmouth BSIP programme has a commitment to expanding the range of Solent Go products within Portsmouth to 2025. Additionally Portsmouth's BSIP and Southampton's BSIP+ programmes includes a range of new/discounted fare products such as 90 min "hopper", Young Person, Jobseeker discounts, Family/Group and Evening Tickets.

There is potential for these new products to be multi-operator products within Solent Go within the City Fare zones (and potentially primarily fulfilled via Breeze). This could provide a valuable opportunity to test the potential uptake of many of these propose potential enhancements in discrete parts of Solent (Portsmouth or Southampton), to help inform the potential business case for wider implementation further into the future.

### *3.1.2 Integrating Solent Go into Breeze*

The FTZ programme roadmap included plans to develop the ability to load Solent Go products to the Smartcard via the Breeze App (known as card pairing – similar to Oyster), building on the capability offered by the existing Solent Go app. However, there are concerns about the ongoing operational costs of ITSO and user-friendliness of the Smartcard and App solution (users would be required to have both a smartphone with NFC functionality and ITSO smartcard), along with the potential limited future life of the ITSO cards.

The current Solent Go Smartcard uses the ITSO technology and is administered by SCC alongside its own functions for Concessionary Travel cards. In early 2023, a review of the use and future of the Solent Go Smartcard was undertaken. Of the 5,274 ticket sales in 2022/23 almost all were the one day and seven day products – these are also available as m-tickets and paper tickets. Of those products exclusive to the Smartcard – the 28 and 91 day durations – only 6 were sold. Transaction data indicates that there are approximately 150 Solent Go Smartcards being used frequently (at least one journey made/product loaded every 3 months).

Operation and costs of the Smartcard back office per transaction or per journey are high – an estimated £4.72 per ticket sold based on the 2022/23 data. The back office needs upgrading to be compliant but there is no longer a sufficient budget to continue to support the increasing costs of operating and maintaining the ITSO card system.

The review recommended that the retail of Solent Go ITSO Smartcards be discontinued on the basis of low usage, poor value for money, and existence of alternatives for all the products which see any volume of sales. The aim would be for Solent Go to be available via Breeze, but this needs to be mature enough for a decision will be taken by the end of 2023 by Solent Transport's Member LTAs on whether to discontinue the Smartcard scheme, or potentially continue the scheme for a further year (subject to additional funding being identified).

Given this uncertainty, this enhancement has not been taken forward but the integration of Solent Go within Breeze is a key outcome. The successful integration of Solent Go into Breeze provides a pathway for the future of the Solent

Go Smartcard to be decided. Therefore, a preferred route to achieving this integration of Solent Go within Breeze is through use of M-tickets (as QR codes) via the Breeze app. This would enable users to purchase a Solent Go ticket within the Breeze App and then utilise the QR code ticket directly from within the app. This approach would work on all smartphones and would avoid the need for users to obtain a smartcard and load products to it. Investigations of this approach commenced summer 2023 with aim to launch as an enhancement to the Breeze App during 2024.

### *3.1.3 Solent Go tap and cap products*

There is potential for some of the existing Solent Go products to be implemented as contactless card daily/ weekly cap products. Daily/ weekly multi-operator zonal fare capping capabilities is under development by Project Coral. This functionality could be used to create contactless "tap and cap" versions of existing Solent Go products when the technology is more mature.

This would require all operators participating in Solent Go to participate in the Project Coral back office (including smaller independent operators). Some matters such as definition and pricing of existing Solent Go products, and governance of the scheme (via SHBOA and Solent Transport) already exist which would reduce some of the challenges to implementing such products. In the meantime, the Breeze App allows a better level of integrated planning and ticketing between rail and bus.

## 3.2 Solent Transport Strategy

The Strategy is due for publication during 2024 following which Solent Transport and its LTA partners will work with stakeholders, including the bus industry, to mobilise the strategic themes and interventions set out within it.

## 3.3 Breeze

Our future aspirations for Breeze include taking forward the discussion necessary to extend its life beyond June 2025 and the development of additional functionality as set out below.

### *3.3.1 Extending Breeze beyond 2025*

Breeze is currently funded until the end of the Solent FTZ programme where the core development of the product and its functions will be completed and a significant user base established.

Ongoing sustainment of Breeze at scale from 2025 onwards will require significant income generation and/or external funding. Extensive modelling of the combination of differing levels of market share for Breeze, and different commercial/income generation options has been undertaken by Solent Transport.

Key income sources are likely to be through rail ticket sales and through licencing fees if the Breeze system can be offered/ extended to other areas (the Breeze/ Trafi system is being developed in a manner which would enable it to be expanded to new territories much more easily than development of a new MaaS app). This modelling indicates that Breeze is likely to be viable on an ongoing basis, without external support, if a 3% to 4% market share is established for Breeze in Solent together with expansion to two or more surrounding areas. The extension of the FTZ programme to 2025 is forecast to significantly improve Breeze's potential to become standalone viable as the extra time allows more commercial initiatives that grow market share to be undertaken, however there is a strong indication from financial modelling that there may be a longer period of time of required subsidy to fully establish the product and self-sustaining than was originally predicted.

Dependent on uptake, user feedback and results from the trial, there is a possibility that Breeze may deliver sufficient benefits that subsidy from external sources may also be justified to support sustainment and further enhancement. There is the potential to drive up market share through use of Breeze as a primary means by which BSIP-funded fares initiatives are implemented.

### 3.3.2 *Breeze advanced capabilities*

There are several advanced capabilities which the Breeze MaaS system is capable of, subject to further technical and commercial/ business case development. These are referred to as "level 4" ticketing capabilities in Figure 2.5 and include:

- Use of the MaaS App as a "token" (for example, via NFC) through which user tap ins/ tap outs on various modes of public transport are tracked; and use of the MaaS back office to calculate the most appropriate fare for the user's activity and/ or apply daily caps and undertake revenue apportionment. The use of MaaS as a means of implementing "tap and cap" type functionality would require significant commercial developments across operators. There could be scope for such capabilities and products to be rolled out across a subset of participating operators (for example, specific bus and ferry operators only).
- Developing discounted "bundles" of fares/ products - for example bundling a shared e-scooter/ bike/ e-bike ride with a bus ticket for a discounted fare to provide a first/ last mile integrated fare product. Breeze App / back office offers an integrated way of offering such bundled multi-modal products which would be difficult to develop/implement via other means. Such products could be developed and "owned" (and potentially priced) by Solent Transport- although their development would still be subject to commercial agreements.
- More targeted engagement driven by the Braze platform, and through voucher/discount and incentive schemes together with other initiatives to increase user engagement such as "gamification".
- Provision of Concessionary Passes using the Breeze App as an alternative to a plastic smartcard
- Incorporation of features to support travellers with mobility difficulties or other disabilities which affect user's ability to use the transport network and/or mobile Apps.

## 3.4 Dynamic Demand Responsive Transport

Phase 2 of the trial will run from early 2024 subject to the outcomes of Phase 1 and the discovery exercise between Padam and Trafi to assess the feasibility and level of integration with the Breeze App . Phase 2 is likely to include more vehicles from the Phase 1 operators and incorporating other Community Transport operators across the Solent. This phase will also introduce DDRT options to Breeze (via a light or deep integration of planning, ticketing and payment mechanisms). This potentially could see up to 10 vehicles across 4 operators included:

- FYT Bus – 3 vehicles,
- SCiA Southampton – 2-3 vehicles
- Port Solent DRT Trial (Portsmouth BSIP) – single vehicle using Solent DDRT back office
- Hampshire Community Transport – 3 vehicles

Phase 2 is expected in 2024 and will, subject to successful integration, seek to collect data to help assess the impact of DDRT via MaaS on patronage, user satisfaction and service (utilisation rates) and financial performance, to help inform the case for a potential third phase post-2024.

During this phase Padam solution will be available for other transport operators, such as bus operators, to use if they wish to experiment with DDRT operations.

The DDRT trial project development to 2025 allows significant time for DDRT services, booked via Breeze, to reach a larger audience and hopefully their full potential. At this stage there may be potential, depending on costs and benefits from Phase 2 to develop/ implement a further third phase of the project beyond 2025.

During Phase 3 it would theoretically be possible to seek to apply App-based DDRT principles to a wider range of community transport services expressed particularly in HCC & IWC's BSIPs as well as urban opportunities identified in PCC's BSIP. It could also involve trials of conversion of fixed line bus services to partial or full DDRT operation. The areas and services to be included would be informed primarily by stakeholders/potential funders.

This phase would be informed by evidence from Phases 1 & 2 - to justify funding and implementation. This evidence would be required showing that application of DDRT to Community Transport services generates sufficient extra

patronage and revenue to offset, significantly or in full, its additional costs in the long run; and/or offers a significantly improved user experience and satisfaction level justifying additional expenditure.

Dependent on DDRT system costs, funding and operator appetite we estimate that the potential "addressable market" for this phase of the project could be as many as approximately 30 to 50 vehicles across perhaps as many as 10-15 operators in the Solent area. Whilst converting an existing service to DDRT, or creating a new DDRT service, will still require significant levels of effort, a key enabler - access to a DDRT back office system – is now available to the Solent LTAs.

## 3.5 Marketing communications and user research

If additional external funding is secured, or income generation is substantial, there are several additional marketing and communications benefits available:

- Monitoring, evaluation and reporting of data insights. For the first time in the Solent area, user journeys and transport behaviour can be tracked in real time, year-round to provide a comprehensive understanding of how infrastructure and services are utilised. The CRM system can provide detailed insights into the demographics of users and their expected behaviour in relation to key characteristics. Solent Transport will need support and additional funding beyond the current scope of the FTZ to monitor and evaluate these insights in order to pass their findings onto LTA partners for the purpose of improving infrastructure, transport service decision making and travel demand management planning.
- Integration of the Breeze CRM system into marketing and communications campaigns from the Local Authority partners. This will require an extension of the time and resource that is currently allocated to delivering FTZ marketing communications and behaviour change campaigns. Liaising and coordinating with Local Authority communications leads on non-FTZ travel campaigns can support the reach of campaigns and improve responses.
- Creation of a unified travel and public transport brand for the Solent area - and beyond. Similar to TfL in London, the Breeze brand could become the defining identifier of transport services and public transport in the area. Its striking and bold brand design stands out against the area's other travel brands and could appear at all stops, stations, hubs and ticket points to improve awareness of and access to services.

Significant research and experimentation is being undertaken by University of Southampton, University of Portsmouth and Behavioural Insights Team relating to user experience for Breeze. The outcomes of this research are being re-invested into optimising the Breeze App and has potential value for MaaS and mobility Apps elsewhere.

Additionally, there is scope to undertake some additional research to update our understanding of user needs and desires relating to Solent Go and related integrated/multi-operator products. The last such research was undertaken in 2019 and user requirements may have changed following the Covid-19 pandemic. This research ideally would be undertaken at a larger scale and in more locations than the 2019 research.

## 4. Overview of Solent Transport's current, planned and proposed initiatives directly relevant to BSIPs

Table 4.1 provides an overview of the status of Solent Go related initiatives and the Solent Transport Strategy, and Table 4.2 shows the same for Breeze, Dynamic Demand Responsive Transport and Micromobility.

| INITIATIVES | DELIVERED | PLANNED | POTENTIAL | NOTES |
|---|---|---|---|---|
| **Solent Go** | | | | |
| Existing Solent Go product range | | | | |
| *Carnets ("Saver 5" tickets)* | Y | | | Delivered by FTZ programme in 2021 |
| *"Hopper" ticket (60-90 min "single fare" product)* | | | Y | Investigated 2021 but at current fare levels not possible to price attractively. To be revisited after 2023 Solent Go fare increase. |
| *Southampton and Portsmouth city region zones* | | Y | | Aim to deliver during 2024 via FTZ programme |
| *Discounted Solent Go ticket products for jobseekers* | | | Y | Subject to further investigation and pilot in Portsmouth. If supported by SHBOA, would be delivered by FTZ programme. |
| *Review of Solent Go smartcard* | Y | | | Review completed summer 2023 with recommendation to withdraw smartcard but pending decision by LTAs following responses to the review. |
| Future Solent Go Products not resourced for development | | | | Products that feature in one or more of the Solent LTAs BSIPs but which are not currently proposed to be developed by FTZ or by SHBOA |
| *Integrated bus/ferry products* | | | Y | |
| *Solent Go evening products* | | | Y | Potential to deliver Portsmouth only "pilot" via PCC funded BSIP |
| *Solent Go child product* | | | Y | Potential to deliver Portsmouth only "pilot" via PCC funded BSIP |
| *Solent Go young adult product* | | | Y | Potential to deliver Portsmouth only "pilot" via PCC funded BSIP |
| *Solent Go family product* | | | Y | Potential to deliver Portsmouth only "pilot" via PCC funded BSIP |
| *Changes to Solent Go zone boundaries* | | | Y | |
| *Reduction in Solent Go price premium* | | | Y | |
| **Solent Transport Strategy** | | | | |
| Development and publication of Strategy | | Y | | Due to be published during 2024 |

*Table 4.1: Overview of Solent Go developments and Solent Transport Strategy status*

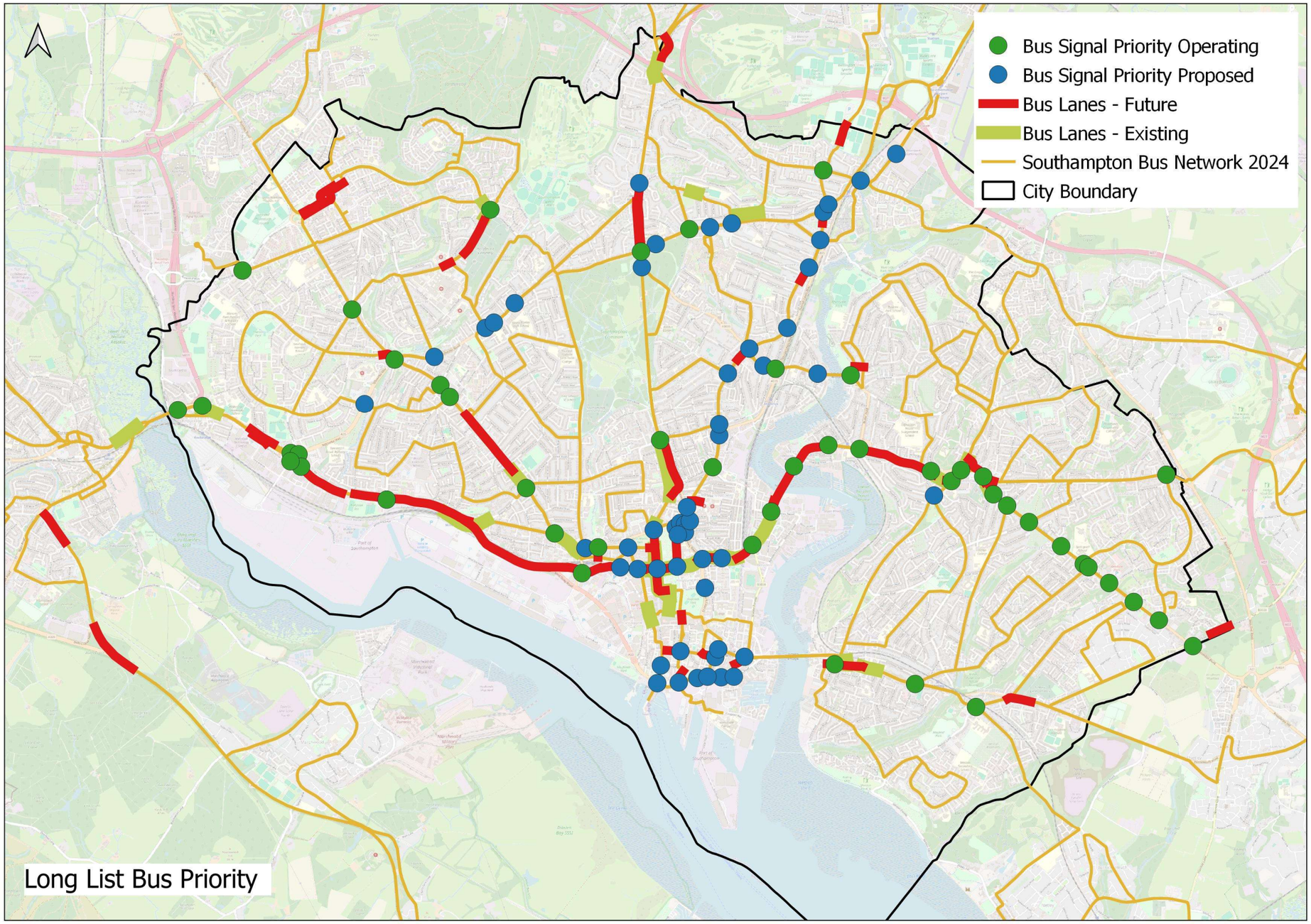
*Table 4.2: Overview of Breeze, Dynamic*

| **BREEZE** | | | | |
|---|---|---|---|---|
| Initial Micromobility launch | Y | | | Delivered by FTZ-October 2022 |
| Full multi-modal launch | Y | | | Delivered by FTZ- Spring 2023 |
| Breeze for business | | Y | | Delivery by FTZ-planned implementation 2023/24 |
| Mobility credits trial | | Y | | Delivery by FTZ-planned implementation 2023/24 |
| Further function/MSP development | Y | Y | Y | Ongoing delivery of improvements to App by FTZ during 2023/24 |
| Creation of new ticket products e.g., daily caps, bespoke bundles | | | Y | |
| Continued operation beyond end of FTZ programme | | | Y | Opportunities for ongoing sustainment of Breeze beyond 2025 being investigated |
| Marketing & comms campaign to drive Breeze & Solent go adoption | Y | Y | Y | Main campaign for Breeze launched summer 2023 |
| Additional user research on Breeze and Solent Go | | | Y | |
| **DYNAMIC DEMAND RESPONSIVE TRANSPORT** | | | | |
| Procure DDRT back-office system accessible to operators in Solent | Y | | | Delivered by FTZ - May 2023 |
| Phase 1 pilot (2 operators, 2 vehicles) | Y | | | Delivered by FTZ - SCiA (Southampton) July 2023; FYTBus (IOW) September 2023 |
| Phase 2 trial (potentially up to 4 operators and c. 10 vehicles) | | Y | | Delivery by FTZ planned for 2024 |
| Potential Phase 3 expansion/ extension | | | Y | Subject to additional funding/ business case based on Phase 2 outputs |
| BSIP additions | | | Y | Several BSIPs identify potential opportunities for DDRT schemes- phase 2 of the FTZ DDRT trial may support delivery of some of these |
| Challenge fund or other policy / support initiatives | | | Y | Several BSIPs identify potential for a DDRT challenge fund |
| **MICROMOBILITY** | | | | |
| E-scooter trial launch | Y | | | November 2020 (IOW) and March 2021 (Southampton/Portsmouth) |
| Bike Share launch | Y | | | October 2022 in all three areas |
| Bike Share summer expansion | Y | | | Geographical expansion, summer 2023 in all three areas, |
| E-scooter parking expansion | | Y | | Continuous – in progress |
| Dual operator collaboration agreement | Y | | | Adopted and signed by Solent Transport, Beryl and Voi in April 2023 |
| Dual operator carriageway parking delivery phase 1 | Y | | | Delivered July 2023 |
| Additional carriageway parking phases | | Y | | |
| Bike Share expansion to Hampshire | | Y | | |

*Table 4.2: Overview of Breeze, Dynamic Demand Responsive Transport and Micromobility project status*

# Appendix 4 – Long-List of Bus Priority Ambitions

This sets out the bus priority infrastructure ambitions for each of the bus corridors in Southampton, indicative costs, and delivery timeframes.  This would all be subject to funding, further design work and modelling, consultation and approvals but set out our ambitions for bus priority in short, medium and long term.



| Corridor | Destination(s) | Route(s) | Peak Frequency (mins) | | | Journey Time (mins) | | | Hours of Service (hours) | | | Bus Priority Intervention | | | | | | | | | | | Comments |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Current | 2025 | 2030 | Current | 2025 | 2030 | Current | 2025 | 2030 | Location | Issue | Proposed Intervention | Expected Outcome | Corridor Total (£M) | Cost (£M) | Construction (£M) | Design (£M) | Fees (£M) | Other (£M) | Timescale Short - by 2025 Medium - 2025-2030 Long - after | |
| 1 (Southampton-Totton & Waterside) | Port of Southampton Central Station Millbrook Ind Estate Redbridge Totton Town Centre Marchwood Port Hythe Ferry Fawley Waterside | Bluestar 6 | 60 | 60 | 60 | 78 | 78 | 78 | 0900-1900 | 0900-1900 | 0900-1900 | Marchwood Bypass | Buses to Southampton need to route via Spiers Hill which adds distance, there is no facility for buses to turn right from A326 onto Jacobs Gutter Lane | New bus only right turn lane and signals on A326 | Journey time improvement | 23.11 | 2.90 | 2.07 | 0.52 | 0.21 | 0.10 | Short | On-site complete Summer 2024 |
| | | Bluestar 8 | 60 | 60 | 30 | 58-60 | 55 | 52 | 0625-1930 | 0625-1930 | 0625-1930 | Rushington Roundabout | Buses approaching the roundabout on Marchwood By-pass are stuck in queues, and additional buses from the Marchwood Bypass right turn lane will also get stuck | Bus lane on approach to the roundabout Signalisation of the roundabout | Journey time improvement | | 3.11 | 2.22 | 0.56 | 0.22 | 0.11 | Short | On-site complete Summer 2024 |
| | | Bluestar 9 | 30 | 20 | 15 | 60-67 | 60 | 55 | 0650-0020 | 0650-0020 | 0630-0100 | Junction Road, Totton | Buses travel a longer route from Junction Road to access Commercial Road bus stops via Asda which adds journey time and diversion | Open Junction Road to form a left in-left out T-junction - buses use the Commercial Road roundabout to access inbound bus stops on Commercial Road | Journey time improvement | | 1.00 | 0.72 | 0.18 | 0.07 | 0.04 | Short | Autumn 2024 |
| | | Bluestar 11 Bluestar 12 | 15 | 15 | 10 | 33-35 | 30-33 | 28-31 | 0555-2350 | 0555-2350 | 0500-0100 | Millbrook Roundabout | Buses in queues on the eastbound slip approaching the roundabout | Inbound bus lane using lane 1 from Parkville Road to bus stop, with bus gate to move into correct lane | Journey time improvement | | 1.40 | 1.00 | 0.25 | 0.10 | 0.05 | Short | Autumn 2024 |
| | | X7/X7R | 60 | 60 | 60 | | | | | | | Millbrook Roundabout | Buses in queues on the westbound slip approaching the roundabout | Outbound bus lane using lane 1 from the mainline to the Third Avenue signals | Journey time improvement | | 1.40 | 1.00 | 0.25 | 0.10 | 0.05 | Medium | |
| | | | | | | | | | | | | Millbrook Road West | Buses delayed | Outbound bus lane from Millbrook Point Road petrol station to the Millbrook | Journey time improvement | | 1.40 | 1.00 | 0.25 | 0.10 | 0.05 | Medium | |

| | | | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | Roundabout off-slip | | | | | | | | | |
| | | | | | | | | | | | | Millbrook Road West/ Regents Park Road | Buses delayed in queues approaching Regents Park Road | Inbound bus lane from King George's Road to Regents Park Road | Journey time improvement | | 1.05 | 0.75 | 0.19 | 0.08 | 0.04 | Short | Summer 2024 |
| | | | | | | | | | | | | Millbrook Road West | Buses delayed | Inbound bus lane from Regents Park Road to Paynes Road off-slip | Journey time improvement | | 1.75 | 1.25 | 0.31 | 0.13 | 0.06 | Medium | |
| | | | | | | | | | | | | Mountbatten Way | No buses use this route which provides a quicker journey time to Central Station south | A 1160m long inbound in lane 1 in from Paynes Road to Central Station Bridge A 1150m long westbound bus lane from Central Station Bridge to Paynes Road | Journey time improvement | | 0.70 | 0.50 | 0.13 | 0.05 | 0.03 | Medium | |
| | | | | | | | | | | | | Wyndham Place | Bused delayed due to traffic, mix of pedestrians and volume | Make Wyndham Place bus only road (at least northbound) - all station traffic to exit via West Park Road. New SuperStop layouts, pedestrian crossing facilities | Journey time improvement | | 3.50 | 2.50 | 0.63 | 0.25 | 0.13 | Medium | |
| | | | | | | | | | | | | Traffic signals from Hythe to Southampton | Buses delayed | In-signal bus priority | Journey time improvement | | 2.10 | 1.50 | 0.38 | 0.15 | 0.08 | Medium | |
| | | | | | | | | | | | | Bus Stops | Bus stops in laybys or buses stopping in cycle facilities Quality of passenger waiting environment | Bus stop layby infills and bus stop bypasses to enable cycles to pass | Dwell time at stops reduced Removes interaction between buses and cycles | | 2.80 | 2.00 | 0.50 | 0.20 | 0.10 | Medium | |
| 2 (Southampton - Shirley - Romsey) | Shirley University Hospital Southampton Adanac Park Romsey Town Centre North Baddesley Whitenap development | Bluestar 4 | 30 | 30 | 20 | 55 | 55 | 50 | 0650-0010 | 0650-0010 | 0600-0100 | Fourposts Hill Roundabout | Buses delayed | 185m bus lane on Commercial Road approach to station eastbound | Improves journey times Linked to Wyndham Place bus only | 38.14 | 1.92 | 1.37 | 0.34 | 0.14 | 0.07 | Long | Foundation for MRT |
| | | Bluestar 7 | 30 | 30 | 20 | 76 | 76 | 70 | 0600-2300 | 0600-2300 | 0500-0000 | Shirley Road/ Waterloo Road | Buses delayed | Traffic Signal Bus Priority and pedestrian crossings Extend existing inbound bus lane | Improves journey times | | 0.70 | 0.50 | 0.13 | 0.05 | 0.03 | Short | 2025 |
| | | Bluestar 17 | 10 | 10 | 8 | 73 | 73 | 70 | 0455-0100 | 0000-0000 | 0000-0000 | Shirley Road/ Paynes Road | Buses delayed | Traffic Signal Bus Priority | Improves journey times | | 0.70 | 0.50 | 0.13 | 0.05 | 0.03 | Medium | |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | and pedestrian crossings | | | | | | | | |
| | | Bluestar 18 | 10 | 10 | 8 | 73 | 73 | 70 | 0450-0030 | 0450-0030 | 0000-0000 | Shirley Road | Buses delayed and speeds low (>10mph) due to queuing and mixing with general traffic into City Centre | A 725m southbound bus lanes from Howards Grove to Nightingale Road (Mon-Fri 7-10am & 4-7pm) - MRT would make this operation 24/7 | Improves journey times Foundation for MRT | | 7.51 | 5.37 | 1.34 | 0.54 | 0.27 | Medium | Foundation for MRT |
| | | Bluestar 19 | 15 | 15 | 10 | 70 | 70 | 65 | 0430-0030 | 0430-0030 | 0000-0000 | Shirley Road | Buses delayed and speeds low (>10mph) for northbound traffic by right turning vehicles | Right turns from Shirley Road into certain side roads are banned | Improved journey times by removing turning traffic from main line and rat running e.g. Shirley Ave-Villers | | 4.20 | 3.00 | 0.75 | 0.30 | 0.15 | Medium | Foundation for MRT |
| | | | | | | | | | | | | Shirley Road | Buses delayed and speeds low (>10mph) by inconsiderate parking and loading/unloading | A Red Route for whole of Shirley Road from Fourposts Hill to Winchester Road junction. Loading bays to be provided, disabled bays in side streets, permitted parking bays | Improved journey times by removing inconsiderate parking and loading that delays traffic and buses | | 1.40 | 1.00 | 0.25 | 0.10 | 0.05 | Medium | Foundation for MRT |
| | | | | | | | | | | | | Shirley High Street | Buses delayed through High Street by queuing traffic, loading and inconsiderate parking | A bus, taxi & cycle only section of Shirley High Street between Newman Road and Park Street, with upgraded bus stops to Superstops. Loading only permitted at certain times away from 7-7 bus operations. To support the MRT and regenerate Shirley District Centre | Improves journey times Foundation for MRT | | 5.60 | 4.00 | 1.00 | 0.40 | 0.20 | Long | Foundation for MRT |
| | | | | | | | | | | | | Coxford Road | Buses delayed along Coxford Road by parked cars | Remove the individual parking bays around Arcadia Close, then removal of parking on Coxford Road and replace | Improves journey times | | 0.70 | 0.50 | 0.13 | 0.05 | 0.03 | Medium | |

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| | | | | | with 7-7 bus lane | | | | | | | | | |
| | | | Romsey Road/ Winchester Road/ Redbridge Hill Junctions | Buses delayed by queueing traffic, difficult turning movement from Redbridge Hill south onto Romsey Road | Winchester Road/Tebourba Way junction redesigned as a cycle segregated with bus lanes (e.g. on Romsey Road southbound). Redbridge Hill junction signalised and works with Winchester Road | Improved journey times Better pedestrian and cycle access | | 3.50 | 2.50 | 0.63 | 0.25 | 0.13 | Medium | Foundation for MRT |
| | | | Romsey Road/ Lords Hill Way Roundabout | Providing buses with priority through junction to minimise travel times | Priority lanes through the roundabout | Improve journey times | | 3.11 | 2.22 | 0.56 | 0.22 | 0.11 | Medium | Foundation for MRT |
| | | | Lords Hill Way | Providing buses with priority through junction to minimise travel times | Priority lanes/bus only road on the dual carriageway and around the roundabouts between Romsey Road and Lords Hill Centre | Improve journey times | | 2.63 | 1.88 | 0.47 | 0.19 | 0.09 | Medium | Foundation for MRT |
| | | | University Hospital Southampton | Poor access to centre of campus for buses and buses delayed by traffic queueing to get into car parks on Tremona and Coxford Roads | Changes to the car park accesses within UHS including reopening old access to queue within the site rather than on Tremona Development of a new bus interchange outside 'Maggies' building with a bus gate | Journey time improvement Interchange Opportunity | | 3.50 | 2.50 | 0.63 | 0.25 | 0.13 | Medium | Working with UHS on a plan - would need funding |
| | | | Traffic signals from Romsey to Southampton | Providing buses with priority through junction to minimise travel times | In-signal bus priority added | Improve journey times | | 0.70 | 0.50 | 0.13 | 0.05 | 0.03 | Medium | |
| | | | Bus Stops | Bus stops in laybys or buses stopping in cycle facilities Quality of passenger waiting environment | Bus stop layby infills and bus stop bypasses to enable cycles to pass, stops to have a minimum standard | Improve journey times Reduce dwell time at stops Accessible buses | | 1.98 | 1.41 | 0.35 | 0.14 | 0.07 | Medium | |

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| | | | | | | | | | | | | | (shelters, RTI, raised kerbs, cages, information, accessibility etc) | | | | | | | | | |
| 3 (Southampton-Lordshill) | Central Station<br>Upper Shirley<br>Outdoor Sports Centre<br>Lordshill Centre | X11 | 60 | 60 | 30 | 55 | 52 | 50 | 1000-1600 | 0700-2000 | 0600-2200 | Hill Lane/Commercial Road | Buses delayed | Bus priority in traffic signals | | 7.11 | 0.04 | 0.03 | 0.01 | 0.00 | 0.00 | Short | 2024 |
| | | | | | | | | | | | | Hill Lane/Archers Road/Milton Road | Buses delayed | Bus priority in traffic signals | | | 0.04 | 0.03 | 0.01 | 0.00 | 0.00 | Short | 2024 |
| | | | | | | | | | | | | Hill Lane/ Bellemoor Road | Buses delayed | Bus priority in traffic signals | | | 0.04 | 0.03 | 0.01 | 0.00 | 0.00 | Short | 2024 |
| | | | | | | | | | | | | Hill Lane/Winchester Road | Buses delayed | Redesign of the junction - a bus and cycle friendly junction | Improve journey times | | 7.00 | 5.00 | 1.25 | 0.50 | 0.25 | Long | |
| 4 (Southampton-Winchester) | London Road<br>The Avenue<br>University (Bolderwood)<br>Chilworth<br>Hampshire Corporate Park<br>Chandlers Ford Ind Estates<br>Chandlers Ford Station<br>Chandlers Ford<br>Winchester City Centre | Bluestar 1 | 20 | 15 | 10 | 60 | 57 | 55 | 0550-0030 | 0500-0100 | 0000-0000 | Asda Roundabout (Chandlers Ford) | Delays to buses approaching the roundabout and accessing it going north and southbound | Bus priority - light touch signals and bus lanes, major scheme to introduce a 'hamburger' roundabout | Better vehicles JT savings | 18.14 | 2.90 | 2.07 | 0.52 | 0.21 | 0.10 | Light touch - Medium Major - Long | Potential for Hydrogen bus operated. |
| | | Bluestar 2 | 15 | 15 | 10 | 69 | 65 | 60 | 0530-0100 | 0530-0100 | 0000-0000 | Bus Priority in signals through Chandlers Ford (Leigh Road and School Lane) | Buses delayed | In-signal bus priority added | Journey time improvement | | 0.11 | 0.08 | 0.02 | 0.01 | 0.00 | Medium | |
| | | Unilink U2 | 15 | 15 | 12 | 44 | 44 | 40 | 0640-0040 | 0640-0040 | 0600-0100 | Chilworth Roundabout | Bus stop in layby and no bus priority Passenger waiting environment | Bus lane on gyratory southbound, bus stop laybys infilled | Provides buses with priority and journey time improvement | | 3.15 | 2.25 | 0.56 | 0.23 | 0.11 | Medium | |
| | | | | | | | | | | | | Winchester Road/Bassett Avenue Roundabout | Turning traffic from Chetwynd Road going to Winchester Road causing delays | Make Chetwynd Road left in only | Removes left turns out who are getting to Winchester Road | | 2.10 | 1.50 | 0.38 | 0.15 | 0.08 | Medium | |
| | | | | | | | | | | | | Bassett Avenue (Roundabout to Burgess) | Queuing traffic causing delays to buses | Inbound bus lane using lane 1 | Journey time improvement | | 2.36 | 1.69 | 0.42 | 0.17 | 0.08 | Medium | |
| | | | | | | | | | | | | The Avenue/Highfield Road | Traffic not clearing the junction and unsure about lanes means blocking back across the junction southbound. Northbound traffic not clearing junction from Highfield Lane causing blocking | Keep Clear markings and better lane marking inbound (lane 1 left into Highfield, lane 2 ahead The Ave - align with southbound bus lane) | Reduce queuing across junction and better lane discipline | | 0.70 | 0.50 | 0.13 | 0.05 | 0.03 | Medium | |

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| | | | | | | | | | | | The Avenue (Inner Avenue) | Reallocation of road space | Make lane 1 inbound bus lane from Lodge Road to Roundstone Road | Journey time improvement | | 2.63 | 1.88 | 0.47 | 0.19 | 0.09 | Medium | |
| | | | | | | | | | | | London Road | Buses delayed by parking and loading, accidents and safety at Bellevue Road - delays from turning vehicles | London Road access restricted Turning bans/access closed at Bellevue | Journey time improvement Safety | | 2.10 | 1.50 | 0.38 | 0.15 | 0.08 | Medium | |
| | | | | | | | | | | | London Road/ Cumberland Place | Buses delayed at signals | Signals upgraded with bus priority | Journey time improvement | | 0.70 | 0.50 | 0.13 | 0.05 | 0.03 | Short | Onsite Complete Summer 2024 |
| | | | | | | | | | | | Bus Stops | Bus stops in laybys or buses stopping in cycle facilities Quality of passenger waiting environment | Bus stop layby infills and bus stop bypasses to enable cycles to pass, stops to have a minimum standard (shelters, RTI, raised kerbs, cages, information, accessibility etc) | Improve journey times Reduce dwell time at stops Accessible buses | | 1.40 | 1.00 | 0.25 | 0.10 | 0.05 | Medium | |
| 5 Southampton - Portswood - Eastleigh | Bevois Valley Portswood Townhill Park University of Southampton Southampton Airport Stoneham Park Eastleigh Town Centre Fair Oak | Bluestar 2 | 15 | 10 | 6 | 79 | 75 | 60 | 0530-0020 | 0530-0020 | 0000-0000 | Bevois Hill | Buses delayed at signals | Bus priority | Journey time improvement | 10.08 | 1.12 | 0.80 | 0.20 | 0.08 | 0.04 | Short | Autumn 2024 |
| | | Bluestar 20 | 15 | 15 | 10 | 37 | 35 | 35 | 0550-0005 | 0550-0100 | 0500-0100 | Royal South Hants | No access into Hospital campus | Divert buses into campus with new bus only access at Fanshawe Street | Better access to Hospital | | 1.40 | 1.00 | 0.25 | 0.10 | 0.05 | Medium | Reliant on RSH redevelopment |
| | | Unilink U1 | 8 | 5 | 5 | 50 | 50 | 45 | 0515-0038 | 0000-0000 | 0000-0000 | Portswood Broadway | Buses delayed approaching bus stops and through busy District Centre | Bus priority - bus only road | Journey time improvement Safety | | 3.01 | 2.15 | 0.54 | 0.22 | 0.11 | Short | Early 2025 |
| | | UniLink U6 | 15 | 15 | 10 | 48 | 45 | 42 | 0605-2238 | 0600-2300 | 0500-0000 | Portswood Road/TLW Link Road | Buses delayed at signals | Bus priority in signals, cycle bypass, pedestrian crossing facilities | Journey time improvement Safety | | 0.70 | 0.50 | 0.13 | 0.05 | 0.03 | Medium | |
| | | | | | | | | | | | | Swaythling High Road/Langhorn Road | Buses delayed at signals | Bus priority and banned turns | Journey time improvement | | 0.70 | 0.50 | 0.13 | 0.05 | 0.03 | Short | 2025 |
| | | | | | | | | | | | | Swaythling High Road/Burgess Road | Buses delayed approaching signals northbound | Bus priority lane | Journey time improvement | | 0.70 | 0.50 | 0.13 | 0.05 | 0.03 | Short | 2025 |
| | | | | | | | | | | | | Stoneham Lane | Route used as a rat-run by traffic avoiding M27 J5 and temporary traffic signals at church | Bus only gate at Church | Journey time benefit over car | | 1.05 | 0.75 | 0.19 | 0.08 | 0.04 | Medium | |
| | | | | | | | | | | | | Eastleigh Town Centre | Buses delayed in Eastleigh | Bus priority measures in Eastleigh and | Journey time improvements | | 3.50 | 2.50 | 0.63 | 0.25 | 0.13 | Medium | |

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| | | | | | | | | | | | | | bus station upgrade | Better interchange | | | | | | | | |
| | | | | | | | | | | | Bishopstoke Road | Buses delayed | 270m inbound bus lane & 2 new signalised junctions | Journey time benefit over car | | 7.50 | 5.36 | 1.34 | 0.54 | 0.27 | Medium | HCC doing further detailed design |
| | | | | | | | | | | | Traffic signals through Eastleigh | Buses delayed | In-signal bus priority added | Journey time improvement | | 0.70 | 0.50 | 0.13 | 0.05 | 0.03 | Short | 2025 |
| | | | | | | | | | | | Bus stops | Bus stops in laybys or buses stopping in cycle facilities | Bus stop layby infills and bus stop bypasses to enable cycles to pass | Dwell time at stops reduced Removes interaction between buses and cycles | | 1.40 | 1.00 | 0.25 | 0.10 | 0.05 | Short | Bus stop work being done through TCF in 2024 |
| 6 Southampton - Bitterne - Hedge End | Northam<br>St Mary's Stadium<br>Bitterne<br>Harefield<br>Thornhill<br>Hedge End Retail Parks<br>Hedge End<br>Hedge End Station | Bluestar 3 | 60 | 60 | 30 | 80 | 80 | 75 | 0625-2010 | 0625-2010 | 0600-2200 | Northam Road | Queues on approach to Brintons Road junction | Outbound bus lane from St Andrews Road to Brintons Road and relocate bus stop from east of Brintons to west in bus lane. Bus gate signals. | Journey time benefit over car | 144.48 | 1.05 | 0.75 | 0.19 | 0.08 | 0.04 | Medium | Linked to Northam Rail Bridge below |
| | | Bluestar 14 | 30 | 30 | 20 | 60 | 58 | 55 | 0550-2130 | 0550-2300 | 0500-0000 | Northam Rail Bridge | Queues on both approaches to bridge and age of structure an asset liability | Replacement and widening of Northam Rail Bridge to 2 lanes in each direction with inbound bus lane | Journey time improvement Asset resilience | | 72.80 | 52.00 | 13.00 | 5.20 | 2.60 | Medium | Northam Rail Bridge at OBC stage – due late 2025 |
| | | Bluestar 16 | 15 | 15 | 10 | 31 | 31 | 28 | 0535-2325 | 0535-2325 | 0500-0000 | Northam Road/Brintons Road | Queues on approach to Brintons Road junction and signal phasing | Bus priority in signals Closure of Old Northam Road arm | Journey time improvement | | 1.40 | 1.00 | 0.25 | 0.10 | 0.05 | Medium | Linked to Northam Rail Bridge above |
| | | Bluestar 18 | 10 | 10 | 6 | 73 | 73 | 70 | 0450-0030 | 0450-0030 | 0000-0000 | Northam Road/Britannia Road | Queues on both approaches to junction | Bus priority in signals, changes to improve pedestrian and walking facilities. Making the bus stops on Northam Road into SuperStops with dynamic loading | Journey time improvement Safety Better access to bus stops | | 1.40 | 1.00 | 0.25 | 0.10 | 0.05 | Medium | Linked to Northam Rail Bridge project |
| | | | | | | | | | | | | Northam Road/Princes Street | Queues on both approaches to junction | Bus priority in signals Changes to the junction to increase capacity including consideration of closure of Mount Pleasant Level Crossing to reduce traffic | Journey time improvement | | 2.10 | 1.50 | 0.38 | 0.15 | 0.08 | Medium | Enabler for MRT |

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| | | | Northam Road | Bus stops in laybys so bus don't have priority on exiting | Outbound bus lane from junction with Union Street Bus stops become SuperStop with dynamic movement | Journey time improvement | 0.70 | 0.50 | 0.13 | 0.05 | 0.03 | Medium | |
| | | | Northam Road | Extensive queues inbound linked to Northam Rail Bridge pinchpoint | Inbound bus lane from Rampart Road to existing bus lane Princes Street | Journey time improvement Preparation for MRT | 3.50 | 2.50 | 0.63 | 0.25 | 0.13 | Long | Enabler for MRT |
| | | | Bitterne Road West/Rampart Road | Queues on approach to junction and interaction with Bitterne Rail Bridge | Junction changes to improve pedestrian and walking facilities, provide bus priority and link with bus lanes | Journey time improvement Preparation for MRT | 4.20 | 3.00 | 0.75 | 0.30 | 0.15 | Medium | Enabler for MRT |
| | | | Bitterne Road West/Bullar Road | Queues outbound and lack of priority for pedestrians getting to bus stops | Major remodelling of Bullar Road gyratory including public realm, cycle and pedestrian crossing facilities, bus stop improvements and bus priority | Journey time improvement Safety Better access to bus stops | 2.80 | 2.00 | 0.50 | 0.20 | 0.10 | Medium | Enabler for MRT |
| | | | Bitterne Road West | Queues on approach to Bullar Road junction | Inbound bus lane on Bitterne Road West and fill in bus layby at Glenfield Ave | Journey time improvement | 2.80 | 2.00 | 0.50 | 0.20 | 0.10 | Medium | Enabler for MRT |
| | | | West End Road | Access to the bus stops on West End Road outbound Inbound bus stop quality | Outbound bus lane on West End Road through the bus stops and to link to left turn slip. Upgrade to the bus stops to SuperStops with dynamic | Journey time improvement Safety Better access to bus stops | 3.50 | 2.50 | 0.63 | 0.25 | 0.13 | Medium | Enabler for MRT |
| | | | Maybray King Way | Queues | Outbound bus lane from Bitterne Road East from West End Road | Journey time improvement | 1.05 | 0.75 | 0.19 | 0.08 | 0.04 | Medium | Enabler for MRT |
| | | | Maybray King Way | Safe access to bus stop | Extend inbound bus lane at signals with Bitterne Road East to cover bus stop | Better access to bus stops | 0.42 | 0.30 | 0.08 | 0.03 | 0.02 | Short | 2025 |

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| | | | | | | | | | | | | Maybray King Way | Safe access to bus stop | Extend outbound bus lane from signals with Bitterne Road East to cover bus stop | Better access to bus stops | | 0.56 | 0.40 | 0.10 | 0.04 | 0.02 | Short | 2025 |
| | | | | | | | | | | | | Botley Road | No direct access between Bursledon Road and Hedge End via St Johns Road - avoiding M27 J7 | Bus only road on the closed section of Botley Road | Journey time improvement Better access to Hedge End | | 4.20 | 3.00 | 0.75 | 0.30 | 0.15 | Medium | Enabler for MRT |
| | | | | | | | | | | | | M27 Junction 7 | Buses delayed in queues approaching the roundabout | Bus only bridges across the M27 | Journey time improvement | | 35.00 | 25.00 | 6.25 | 2.50 | 1.25 | Long | Enabler for MRT |
| | | | | | | | | | | | | Upper Northam Drive | Buses delayed in queues approaching the roundabout | Provide a bus only road under M27 using the existing subway - only for single decked vehicles | Journey time improvement Better access to Hedge End | | 4.20 | 3.00 | 0.75 | 0.30 | 0.15 | Long | Enabler for MRT |
| | | | | | | | | | | | | Peartree Avenue/Spring Road | Delays for buses | Bus priority in traffic signals | Journey time improvement | | 0.70 | 0.50 | 0.13 | 0.05 | 0.03 | Medium | |
| | | | | | | | | | | | | Bus Stops | Bus stops in laybys or buses stopping in cycle facilities | Bus stop layby infills and bus stop bypasses to enable cycles to pass | Dwell time at stops reduced Removes interaction between buses and cycles | | 2.10 | 1.50 | 0.38 | 0.15 | 0.08 | Medium | |
| 7 Southampton - Woolston - Netley | Woolston Centenary Quay Royal Victoria Country Park Bursledon Netley & Hamble | Bluestar 7 | 30 | 30 | 20 | 76 | 76 | 70 | 0600-2300 | 0600-2300 | 0500-0000 | Portsmouth Road/Victoria Road | Buses delayed approaching signals | Eastbound bus lane on Portsmouth Road from Woodley Road to Victoria Road | Journey time improvement | 5.74 | 1.05 | 0.75 | 0.19 | 0.08 | 0.04 | Medium | |
| | | Bluestar 10 | 60 | 60 | 30 | 37 | 37 | 35 | 0650-1820 | 0650-1820 | 0600-2200 | Portsmouth Road | Buses delayed at Itchen Bridge Roundabout | Extension to existing westbound bus lane from roundabout (using bypass) to Coopers Lane for interchange | Journey time improvement | | 1.05 | 0.75 | 0.19 | 0.08 | 0.04 | Medium | |
| | | Bluestar 13 | 30 | 30 | 20 | 35 | 35 | 33 | 0632-2315 | 0632-2315 | 0600-0000 | Portsmouth Road | Buses delayed at Butts Road | Westbound bus lane approach junction and removal of double mini-roundabout | Journey time improvement | | 2.80 | 2.00 | 0.50 | 0.20 | 0.10 | Medium | |
| | | Bluestar 15 | 30 | 30 | 20 | 37 | 37 | 35 | 0535-2110 | 0535-2110 | 0500-0000 | Bus Stops | Bus stops in laybys or buses stopping in cycle facilities | Bus stop layby infills and bus stop bypasses to enable cycles to pass | Dwell time at stops reduced Removes interaction between buses and cycles | | 0.84 | 0.60 | 0.15 | 0.06 | 0.03 | Medium | |

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| | | Bluestar 17 | 10 | 10 | 6 | 73 | 73 | 70 | 0455-0100 | 0000-0000 | 0000-0000 | | | | | | | | | | | | | |
| | | Bluestar 19 | 20 | 20 | 15 | 70 | 70 | 65 | 0430-0030 | 0430-0030 | 0000-0000 | | | | | | | | | | | | | |
| | | X4/X5 | 30 | 30 | 20 | 118 | 118 | 110 | 0700-1824 | 0700-1900 | 0700-2100 | | | | | | | | | | | | | |
| City Centre | All Buses | | | | | | | | | | | Above Bar Street (Cenotaph) | High degree of violation and support greater pedestrianisation | Extend existing restriction south from London Road junction to Commercial Road southbound | Journey time improvement Pedestrian realm improvements | 39.41 | 0.14 | 0.10 | 0.03 | 0.01 | 0.01 | Short | 2025 |
| | | | | | | | | | | | | Commercial Road (east of W Marlands Rd) | Support greater pedestrianisation | Create a bus, cycle & taxi only road with limited access for servicing eastbound (for properties in Above Bar without rear servicing) | Journey time improvement Pedestrian realm improvements | | 0.28 | 0.20 | 0.05 | 0.02 | 0.01 | Short | 2025 |
| | | | | | | | | | | | | Above Bar Street (Guildhall Square) | High degree of violation and support greater pedestrianisation | Upgrade to bus, cycle & taxi only road with limited access for servicing northbound | Journey time improvement Pedestrian realm improvements | | 0.21 | 0.15 | 0.04 | 0.02 | 0.01 | Short | 2025 |
| | | | | | | | | | | | | East Park Terrace | Disconnect between Solent University and Central Parks | Make bus, cycle & taxi only road | Journey time improvement Pedestrian realm improvements | | 3.15 | 2.25 | 0.56 | 0.23 | 0.11 | Short | Onsite complete Summer 2024 |
| | | | | | | | | | | | | Western Esplanade | Traffic signals causing queues | Westbound bus lane from Central Station to Civic Centre Road | Journey time improvement | | 2.10 | 1.50 | 0.38 | 0.15 | 0.08 | Medium | Enabler for MRT |
| | | | | | | | | | | | | Civic Centre Road | Delays to buses, public realm | Changes to the public realm and narrowing of the road to lane in each direction | Journey time improvement Safety Better access to bus stops Public realm improvements | | 7.00 | 5.00 | 1.25 | 0.50 | 0.25 | Medium | Enabler for MRT |
| | | | | | | | | | | | | Portland Terrace/Civic Centre Road | Delays to buses | Traffic signal technology update and bus priority Restricted turns - no left turn from Civic Centre Road to Portland and no right turn from Portland to Civic Centre Road except for buses, taxis & cycles | Journey time improvements | | 0.70 | 0.50 | 0.13 | 0.05 | 0.03 | Short | 2025 |
| | | | | | | | | | | | | New Road | Delays to buses and segregation | Bus, taxi & cycle only section | Journey time improvements | | 3.78 | 2.70 | 0.68 | 0.27 | 0.14 | Medium | Enabler for MRT |

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| | of the Central Parks | between Park Walk and Palmerston Road | | | | | | | | | |
| New Road | Changes in the street layout enable benefits | Existing bus lanes upgraded and extended | Journey time improvements | 0.35 | 0.25 | 0.06 | 0.03 | 0.01 | Short | Onsite complete Summer 2024 |
| Above Bar Street (south) | Contravention of the Timed Ped Only Zone | Make this 24hr | Journey time improvements | 0.21 | 0.15 | 0.04 | 0.02 | 0.01 | Short | 2025 |
| Above Bar Street/Civic Centre Road | Contravention of the yellow box | Camera Enforcement of junction | Journey time improvements | 0.21 | 0.15 | 0.04 | 0.02 | 0.01 | Short | 2025 |
| Albion Place Bus Hub | No focus for buses around West Quay, buses need to do larger loop | New bus hub that reduces distance buses as don't need to use West Street loop and shorter layovers | Journey time improvements | 4.97 | 3.55 | 0.89 | 0.36 | 0.18 | Short | Onsite complete Autumn 2024 |
| Vincents Walk & Hanover Buildings | Poor passenger waiting environment, traffic violation, parking | Extend bus only access and bus hub upgrade | Journey time improvements | 1.05 | 0.75 | 0.19 | 0.08 | 0.04 | Medium | |
| South Front | Buses currently use Houndwell Place – unsignalized | New bus only right turn from Kingsway into South Front | Journey time improvements | 1.40 | 1.00 | 0.25 | 0.10 | 0.05 | Medium | |
| Portland Terrace | Buses delayed, public realm | Bus, taxi & cycle only section between Spa Road and Albion Place | Journey time improvements Public realm | 0.70 | 0.50 | 0.13 | 0.05 | 0.03 | Short | Opened November 2023 |
| Bargate Street | Public realm disconnectivity | Remove buses from Bargate Street and pedestrianise | Connectivity | 7.00 | 5.00 | 1.25 | 0.50 | 0.25 | Medium | |
| Queensway | Buses delayed | Bus, taxi & cycle only | Journey time improvements | 2.10 | 1.50 | 0.38 | 0.15 | 0.08 | Medium | Enabler for MRT |
| Bernard Street | Buses delayed | Westbound bus lane from Queensway to Market Place | Journey time improvements | 0.42 | 0.30 | 0.08 | 0.03 | 0.02 | Medium | Enabler for MRT |
| Bernard Street | Buses take longer to travel via Threefield Lane-Marsh Lane gyratory to access Itchen Bridge | Eastbound bus lane from Threefield Lane to Terminus Terrace | Journey time improvements | 2.80 | 2.00 | 0.50 | 0.20 | 0.10 | Short | 2025 |
| Orchard Place | Buses delayed | Southbound bus lane from Queens Terrace to Platform Road | Journey time improvement | 0.42 | 0.30 | 0.08 | 0.03 | 0.02 | Long | |
| Town Quay/High Street | Buses delayed turning right from Town Quay | Right turn pocket for buses from Town Quay into High Street | Journey time improvement | 0.42 | 0.30 | 0.08 | 0.03 | 0.02 | Short | Linked to Town Quay Planning Application |

# OUR CHARTER FOR BUS PASSENGERS

**Setting standards for bus services across our region***

## 1 A safe, clean and green travel experience

A **safe, clean and comfortable** travelling environment

Well maintained vehicles, with **plans for electric buses**

**Up-to-date** and **accessible** timetable information and waiting environment at bus stops

## 2 Service standards

Reliable services with **at least 85% of services operating on time** (not more than one minute early or more than five minutes late)

In the event of delay or service cancellations best efforts will be made to **minimise inconvenience and keep customers informed**

## 3 Information

Timetable and service information will be as **accurate and relevant** as possible, and often available in a range of formats

Timetable information, bus maps and travel guides are provided on operator websites and at:

- **myjourneysouthampton.com/bus**
- **travelinesw.com**
- **hants.gov.uk/transport/publictransport/timetables**

## 4 Inclusivity

Public transport that **accommodates a wide range of accessibility needs** where practical

A **friendly travelling environment** where all customers are treated with **respect, honesty** and **impartiality**

## 5 Value

**Free travel** for under 5s**

A **range of ticket options**, with different payment methods including cash and contactless

**Discounted travel** for ages 5 to 15

**Promotions and offers** available periodically

## 6 Customer feedback

Customer comments, compliments, suggestions and complaints are welcomed, particularly where expectations have not been met. Please contact the relevant service operator in the first instance:

**AMK**
**www.amk.co.uk**

**Bluestar**
**bluestarbus.co.uk/contact**

**Cresta Coaches**
**01962 773236**

**First Solent**
**firstbus.co.uk/help-and-support**

**More bus**
**morebus.co.uk/contact**

**Reading buses**
**reading-buses.co.uk/contact**

**Salisbury Reds**
**salisburyreds.co.uk/contact**

**Stagecoach**
**stagecoachbus.com/help-and-contact**

**Unilink**
**unilinkbus.co.uk/contact**

**Xelabus**
**xelabus.info/contact**

**Any passenger who is unhappy with the way an operator has handled their complaint can contact Bus Users UK bususers.org**

*Within Hampshire and Southampton **There may be a limit on the number of free under 5s per fare paying adult, please check operator websites for details. This charter does not affect your statutory rights, and does not change or create any new legal relationship between bus operator, local government and passenger.

Hampshire County Council

SOUTHAMPTON CITY COUNCIL

# Appendix 7 – Southampton Mass Transit System (SMTS)

The ambition is to integrate the bus network within the Southampton Mass Transit System (SMTS) as shown in Figure A4.1. It will continue to be based on a nodal approach providing access and better connectivity to the main locations in Southampton, and the City Region (City Centre, District Centres, transport interchanges, universities & colleges, hospitals, the Port & Airport, and employment hubs).

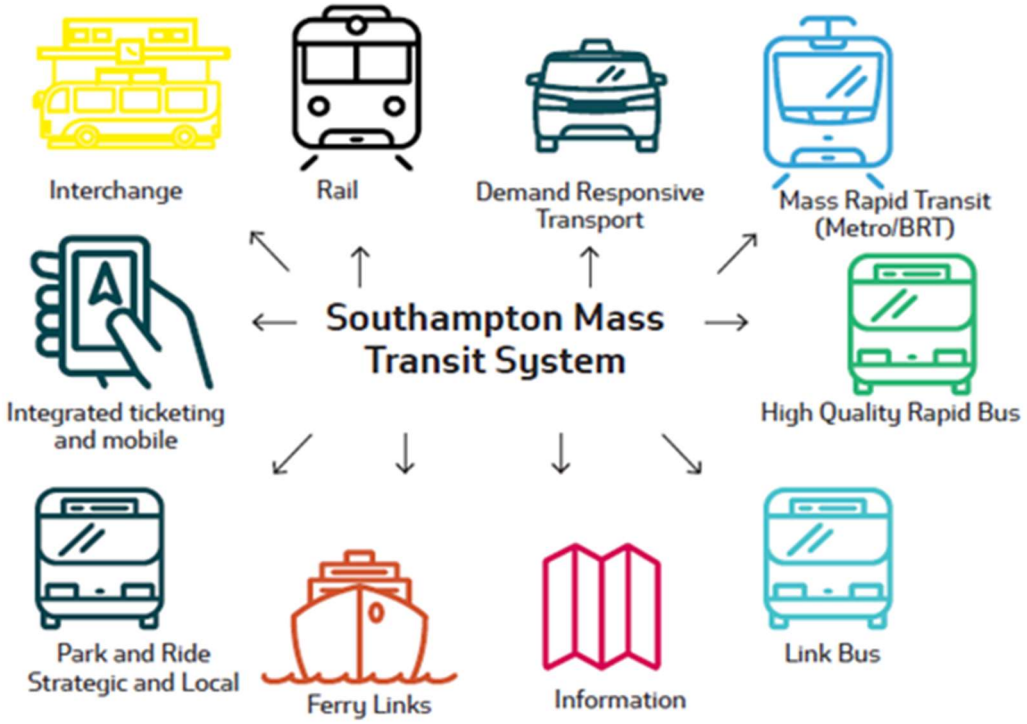


**Figure A4.1 Southampton Mass Transit – The System**

Within the SMTS the bus elements are:

| SMTS Bus Element | Characteristic |
|---|---|
| **Mass Transit** | Either Bus Rapid Transit or Rubber-Wheeled Rapid Transit (akin to a tram) on three corridors connecting from City Centre to Waterside, Romsey, Eastleigh and Hedge End. These will be a combination of metro levels of service on local rail (Totton and Bursledon) and direct, attractive, frequent and fast services on road that have an excellent level of priority and segregation. |
| **Rapid Bus** | Rapid Bus Corridors are the flagship most commercial bus routes with the highest level of patronage (89% of City Region patronage).<br>Have a frequency of at least 4/hr within Southampton or at least 3/hr coming into Southampton. Growth has been strong since 2020 and there is an expectation that they will continue to grow.<br>These routes provide connections to District Centres, key destinations and residential areas both within the city and wider City Region, including UHS Hospital, the University, Eastleigh, Romsey or Totton.<br>They have strong prospects for continued growth and will form the focus for investment in infrastructure, service enhancements (frequency, hours of operation, |

| | |
|---|---|
| | journey time reductions), promotion and a whole corridor approach through the Bus Route Investment Plans (BRIPs) developed with Hampshire County Council.<br><br>Key infrastructure features and service enhancements for Rapid Bus Routes include:<br>• Extensive bus priority features;<br>• Traffic signal priority at all junctions;<br>• High quality waiting safe & secure facilities, including Super Stops, bus shelters, real-time information, multi-media totems, lighting, wayfinding;<br>• Significant journey time reductions to make travel time like the car;<br>• Frequency enhancements and moving towards 24hr services 7 days (some are close operating 0430-0100)<br>• Interchanges with other travel options, including micromobility and rail;<br>• High quality, accessible and zero emission vehicles; and<br>• Supported by the Link Bus, and on corridors would combine with these to make 'turn up and go' frequencies similar to London.<br><br>Rapid Bus services will be prioritised for future investment, including Shirley, Portswood, and Bitterne corridors.<br><br>Examples of Rapid Bus services are The Star in Portsmouth, and Premium in the West Midlands. |
| **Link Bus** | Commercial services with frequencies of less than 2/hr in Southampton (1/hr outside) or have limited operating hours outside of 7am-7pm or on Sundays. There may be some external funding to support these services in Hampshire if they are marginally commercial.<br><br>They carry 9.6% of patronage in the City Region, and link communities such as Hedge End, Hamble and Sholing with the City Centre.<br><br>These have modest levels of growth but do have prospects to uplift frequencies or hours of operation. This is needed to generate more patronage to cover the operating costs.<br><br>These routes merge with the Rapid Bus and other Local Bus services, to generate the 'turn up and go' frequencies like in London.<br><br>Key infrastructure features and service enhancements for Link Bus Routes include:<br>• Targeted bus priority features and traffic signal priority;<br>• High quality safe & secure waiting facilities, bus shelters, real-time information, lighting, wayfinding;<br>• Targeted journey time reductions to improve reliability and PVR;<br>• Frequency enhancements and addressing some of the early, late and weekend services;<br>• Integration with micromobility; and<br>• High quality, accessible and zero emission vehicles<br><br>Some services maybe not be commercially viable. In these instances the Council will assess whether to initially support/pump prime innovations, frequency, operating hours or new services to build the customer base. |
| **Local Bus** | These are wholly supported services (50-100% by SCC and carry 0.5% of patronage) that are considered socially necessary to address gaps in the commercial bus market. SCC spent nearly £250k in 2023/24 on supporting four services. |

| | |
|---|---|
| | There is no prospect of these operating on a commercial basis and could continue to require annual funding to maintain.<br><br>These services will be reviewed and see if they can be made commercial – either as part of another service, or transitioned into another operating model such as Demand Responsive Transport. |
| **Demand Responsive Transport** | Demand Responsive Transport (DRT) is wholly non-commercial due to there being less or variable demand. Services may have no prospect of reaching commerciality and require ongoing financial support to deliver a bus services. Services could potentially be funded through crowdsourcing.<br><br>These services are likely to be operated by traditional buses or through Digital/Dynamic Demand Responsive Transport, such as flexible minibuses or specialist vehicles.<br><br>A Digital/Dynamic Demand Responsive Transport (DDRT) trial commenced in Southampton through the Solent FTZ in 2023 with back office planning with the non-profit group - Social Care in Action (SCiA) - the current DRT operator. |
| **Park & Ride** | A network of Strategic & Local Park & Ride (or Travel) sites where people can park and continue to their destination by bus, train, cycle, walking or car share.<br>The completion of the Southampton West Park & Ride in 2022 has enabled a future Park & Ride service for the City Centre to be developed for weekends and special events. The Park & Ride is currently used by the NHS for staff at UHS' campus as part of a strategy to move car parking off-site to enable further growth and regeneration of the hospital sites. |
| **Integration** | Using a central system to enable all trips by multiple modes (bus, rail, car club, micromobility, ferry) to be booked and paid for in one place – the Breeze app funded through the Solent FTZ is currently developing this offer. |

**Table A4.1 Bus Elements of the SMTS**

The wider SMTS comprises of:

- Local rail (known as Solent Rail) looking a service enhancements to local suburban stations in the Solent area,
- Ferries to Hythe and Isle of Wight,
- Interchanges

To incrementally deliver the SMTS ambition, Bus Route Improvement Plans (BRIPs) are being developed for each bus corridor. These are enabling us to assess each bus corridor holistically from end-to-end and identify future service and infrastructure improvements for delivery for the short, medium and long-term. A number of these plans have already been developed with input from bus operators, including current levels of bus use, frequencies and reliability, and have been used to inform the proposals set out in this plan. The proposals also focus on how people access services by incorporating accessibility, walking and cycling improvements. Walking and wheeling routes connecting to bus stops will continue to be audited to ensure they are in a good order, secure and safe.