

# Lincolnshire Bus Service Improvement Plan (BSIP)

For the county area  
of Lincolnshire





# Contents

1. Overview .....	5 - 9
2. The Current Bus Offer in Lincolnshire .....	10 - 27
3. Headline Targets .....	28 - 29
4. Delivery .....	30 - 39
5. Reporting .....	40
Overview Table .....	40



# Introduction

Lincolnshire has a long history of pioneering successful, high-quality bus services in challenging and deeply rural circumstances. Around 20 years ago, Lincolnshire County Council – in close partnership with bus operators – gained Rural Bus Challenge funding to develop our InterConnect (inter urban) bus network and implement Callconnect, our demand responsive network. Both of these projects were successfully delivered, achieving significant patronage growth, and not only exist today, but provide a strong foundation and structure to our entire bus network.

The success of delivering Rural Bus Challenge projects has led to a strong basis upon which the County Council and bus operators have collaborated since then, and implemented more projects which continue to show long term improvements to bus services and enhance mobility for residents. Our partnership is resourceful and efficient, finding unique solutions to the challenges we face. In a rural county where 87% of bus mileage is provided on a commercial basis, the Council and the operators together can deliver positive and long-standing improvements for bus users.

Lincolnshire's economy is growing and evolving. Our main industrial base remains strong, while we are at the forefront of emerging technologies in the agrifood sector and green energy. We have a strong tourism sector and visitor economy along our east coast towns, while the historic city of Lincoln and the Lincolnshire Wolds attract tourists from far afield.

Alongside tourism, our world-class agri-food industry plays a key role in feeding the nation and provides employment for a large number of our residents. Transport plays a fundamental role in ensuring that these industries, alongside many others, survive and thrive. It provides employees with access to employment and skills development, it enables our younger residents to access education and it helps our businesses to prosper. Investing in better bus services will help better connect our communities and make Lincolnshire a more prosperous and attractive place for people to live, work and play.

This Bus Service Improvement Plan (BSIP) sets out how Lincolnshire County Council – in partnership with local bus operators, our District Council partners, the Greater Lincolnshire LEP and other stakeholders – will enhance bus services and further improve the bus offer to local residents and visitors.

**87%**

of bus mileage  
in Lincolnshire  
is provided on  
a commercial  
basis

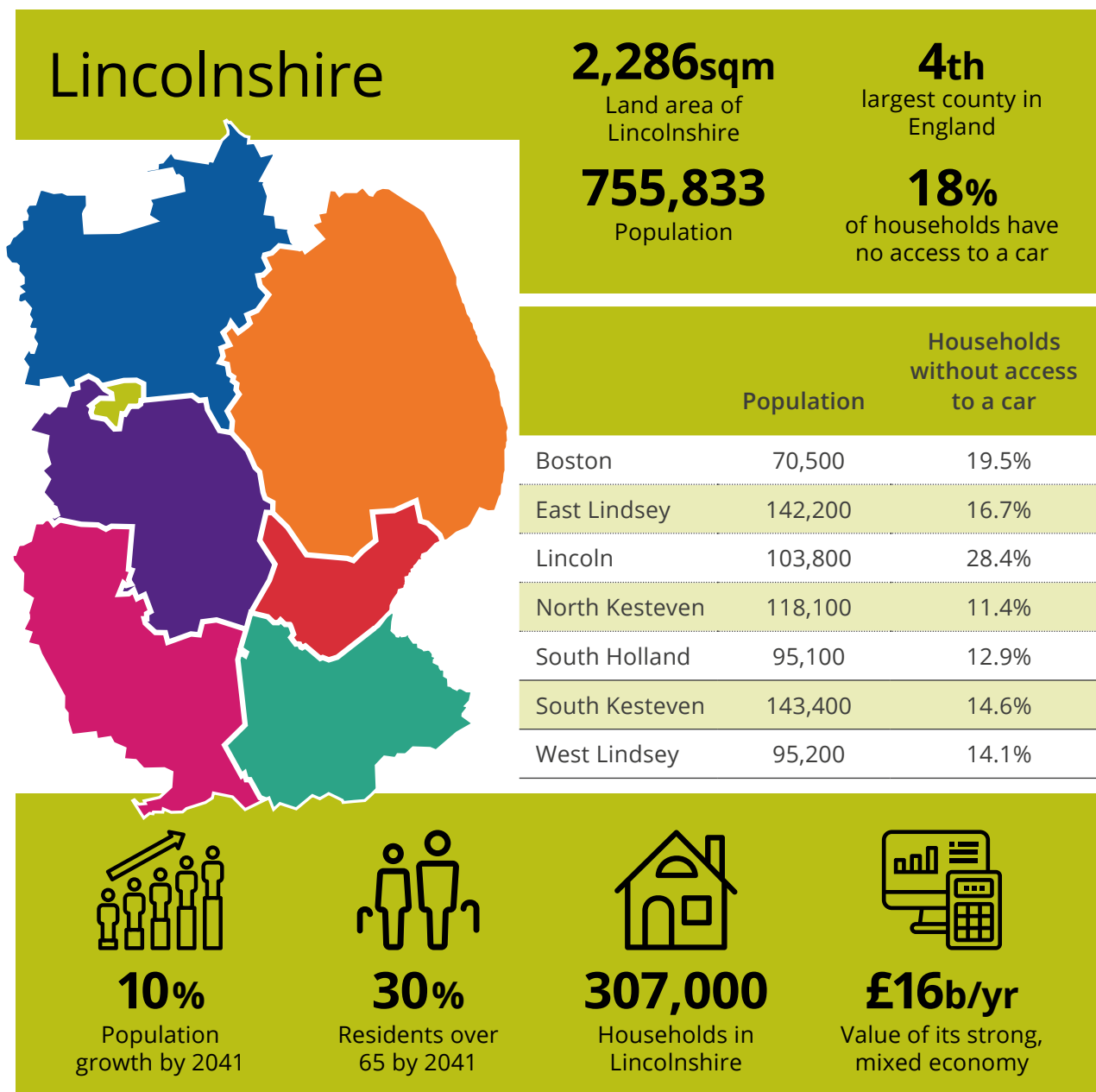
# Lincolnshire Bus Service Improvement Plan



# Section 1

## Overview

This Bus Service Improvement Plan covers the county area of Lincolnshire – the entire area for which Lincolnshire County Council is the responsible Local Transport Authority. Lincolnshire is a large, very rural shire county with a low population density. Both the County and the City of Lincoln have pockets of areas with **high levels of multiple deprivation**, many of which are located in the rural, coastal district of East Lindsey.



The 2021 census highlighted:

- 15.6% of Lincolnshire's population is aged under 15
- 60.9% of Lincolnshire's population is aged 15-64
- 23.4% of Lincolnshire's population is aged 65+

Since 2011, the proportion of 65+ year olds in Lincolnshire has increased from 21% to 23.4% – **Lincolnshire has an ageing population.** This brings with it challenges, and in particular the need to provide transport services for those without access to or ability to use their own private transport.

Given the **large and very rural nature** of the County and the myriad of challenges for operating bus services across the County, it is necessary to focus on the aspects for which the Council has direct responsibility and control. This Bus Service Improvement Plan (BSIP) provides the basis for the Lincolnshire Enhanced Partnership Plan (EPP) and Scheme (EPS), both implemented in April 2023. The Council, in partnership with local bus operators and other stakeholders, developed the Enhanced Partnership because:

- We recognise that bus services need to improve and that this is our opportunity to think creatively, as we have many times in the past, for how we will make bus services a more natural modal choice
- An EPS is the optimal tool available to us at the present time to focus on improving bus services across Lincolnshire
- An EPS enables us to continue to work collaboratively in a constructive way to build on the successful delivery of bus services over the past two decades



- An EPS enables us to level up our more deprived areas, providing access to employment and education opportunities
- Franchising will likely take too long and will not achieve the improvements to bus services that an EPS can provide
- Franchising bus services requires greater levels of control over planning and car parking policy which the (upper tier) County Council doesn't have at the present time

This BSIP is a live document, is subject to change, continuing to evolve as details around funding availability, local conditions and technical appraisals become known. The end-date for delivering this BSIP is open-ended and flexible as we recognise that transforming bus services in Lincolnshire will take time and the County Council is committed to the development of an Enhanced Partnership Scheme.

**23.4%**  
The proportion  
of 65+ year olds  
in Lincolnshire,  
an increase  
from 21% in  
2011

## BSIP engagement

In the preparation of this BSIP, the County Council has engaged widely with multiple internal and external stakeholders in order to incorporate their views on making bus services better. This has built upon the existing partnership approach adopted in Lincolnshire between the Council(s) and operators which includes regular multi-operator and single operator liaison meetings. The BSIP engagement process has involved:

1. One to one meetings with every local bus operator in Lincolnshire
2. All-operator meetings
3. One to one meetings with senior officers at each of Lincolnshire's District Councils
4. An all-District meeting with senior officers
5. One to one meetings with the Greater Lincolnshire LEP
6. One to one meetings with our neighbouring Local Authorities to understand their BSIP development progress and their thinking
7. Teams meetings with Transport Focus
8. One to one meetings with DfT officers
9. Regular regional meetings to share ideas and best practice and agree cross boundary and regional protocols to create a joined-up network of services
10. Public engagement survey to understand public priorities for buses across Lincolnshire and to gain feedback from businesses and representative community and user groups
11. Meetings with suppliers such as those who provide vehicle emission reducing technologies, as well as web and app developers amongst others

This BSIP aligns with Lincolnshire's Local Transport Plan, having been developed concurrently. Both of these plans demonstrate synergy and have complementary visions and objectives. This BSIP also aligns with the local transport strategies we have in place in each of our market towns.

All schemes, measures and initiatives being delivered will be monitored, measured and evaluated, using agreed data sharing, so that the Partnership of the County Council, District Councils, the Greater Lincolnshire LEP and bus operators can understand what works, what doesn't, and identify ways in which scheme delivery can evolve to ensure maximum positive impact for bus users and future bus users.







## Lincolnshire Enhanced Partnership

This BSIP will be delivered through the Lincolnshire Enhanced Partnership. The governance of the EP is through an EP Board and EP Forum. The EP Board consists of:



Representatives from Lincolnshire County Council



Representatives from 7 local bus operators

Board meetings are also attended by:

- 2 District Council representatives from the City of Lincoln Council and East Lindsey District Council.
- 1 representative from the Greater Lincolnshire LEP

EP Board meetings are held at least quarterly to discuss the performance of schemes being delivered, identify any issues with operating bus services in Lincolnshire and develop new schemes to be delivered through the EP Scheme. The governance arrangements and quarterly monitoring process will allow this BSIP to be updated on an annual basis. This BSIP is therefore a flexible document that will react to future events to ensure the vision, alongside its aims and objectives, are met.

## BSIP aims and objectives

The aim of this BSIP is to deliver a network of bus services that provide a punctual, reliable and good value way to travel for our residents, visitors and businesses, to meet needs and to underpin a flourishing local economy. Alongside this, buses will support the County's ambitions to reduce, then remove carbon emissions from the transport network.

The objectives of this BSIP are:

1. Support the growing Greater Lincolnshire economy
2. Be a more credible alternative to the car
3. Be easy to understand through high quality digital information & ticketing
4. Support a sustainable & greener future
5. Be delivered in partnership between the County Council, bus operators, local businesses, bus users and potential users



# Alignment of BSIP Aims and LTP Objectives

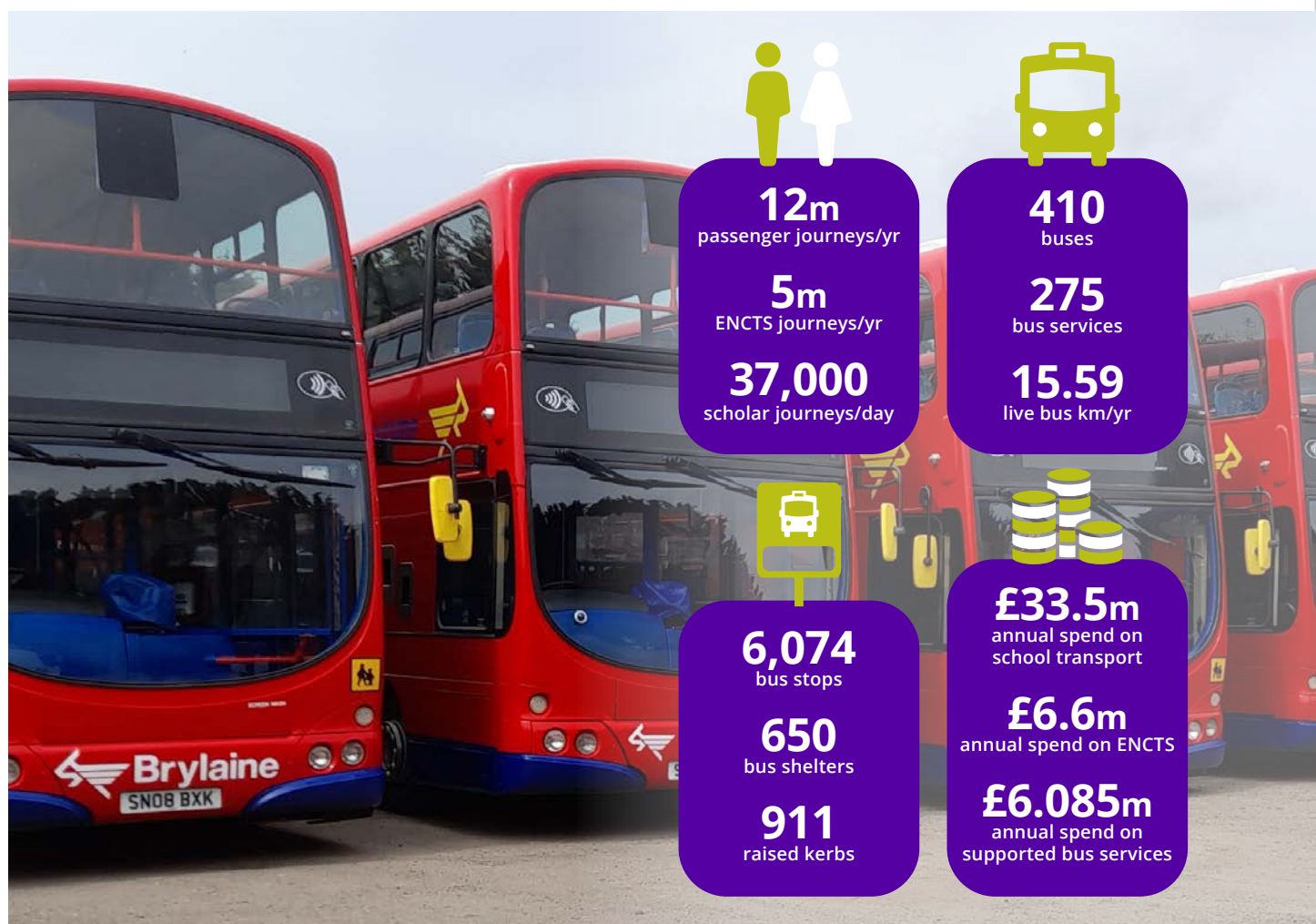
The aims and objectives align with the corporate objectives of the County Council. This table identifies the strategic objectives of our (draft) Fifth Local Transport Plan and illustrates how the BSIP objectives align with these.

LTP Theme	LTP Objective	BSIP Objectives
<b>Supporting Economic Growth</b>	<p>Improve connectivity throughout Lincolnshire and to the East Midlands, the rest of the UK and beyond</p> <p>Ensure a resilient and reliable transport system for the movement of people, goods and services</p> <p>Support the vitality and viability of our town centres and rural communities</p> <p>Improve connectivity to jobs and employment opportunities</p> <p>Provide a transport system that supports the priority sectors identified in the Local Industrial Strategy (LIS)</p>	<p>Support the growing Greater Lincolnshire Economy</p> <p>Be a more credible alternative to the car</p> <p>Be easy to understand through high quality digital information &amp; ticketing</p>
<b>Future Ready, Green Transport</b>	<p>Support the introduction of low carbon technologies reducing reliance on fossil fuels</p> <p>Develop and support communities to flourish locally, helping reduce the need to travel</p> <p>Deliver sustainable development by ensuring that new developments are designed to reduce the need to travel, minimise car use and support the use of more sustainable modes</p> <p>Ensure the transport network is made resilient to climate change</p>	<p>Be a more credible alternative to the car</p> <p>Support a sustainable &amp; greener future</p>
<b>Promote Thriving Environments</b>	<p>Develop opportunities to both protect and enhance the built and natural environment</p> <p>Minimise waste and make the best use of available resources</p> <p>Provide sustainable access to Lincolnshire's wonderful environment and heritage</p>	<p>Support the growing Greater Lincolnshire economy</p> <p>Support a sustainable &amp; greener future</p>
<b>Supporting Safety, Security and a Healthy Lifestyle</b>	<p>Improve road safety</p> <p>Increase confidence in a safer and more secure transport network</p> <p>Reduce the impacts of air quality and noise and light pollution</p> <p>Improve the health of our communities through the provision for active travel</p>	<p>Be a more credible alternative to the car</p> <p>Support a sustainable &amp; greener future</p>
<b>Promoting High Aspirations</b>	<p>Improve connectivity and access to education, healthcare and leisure</p> <p>Improve the accessibility of the transport system and in particular access onto public transport</p> <p>Encourage wider community participation in developing and delivering transport services</p>	<p>Be delivered in partnership between the County Council, bus operators, local businesses, bus users and potential users</p>
<b>Improve Quality of Life</b>	<p>To improve the quality of place and reduce the overall negative impacts of transport on people's lives</p>	<p>Be a more credible alternative to the car</p> <p>Support a sustainable &amp; greener future</p>

## Section 2

# The Current Bus Offer in Lincolnshire

Given the rurality of the county, Lincolnshire presents a series of challenges for operating buses. Our bus services, however, 'punch above their weight' in the face of a variety of challenges – a sparse population, a high number of settlements away from high trafficked corridors (and fixed bus routes), high levels of car ownership (in certain areas, but not all), pockets of deprivation (particularly around our coastal areas) and ongoing funding constraints amongst others.



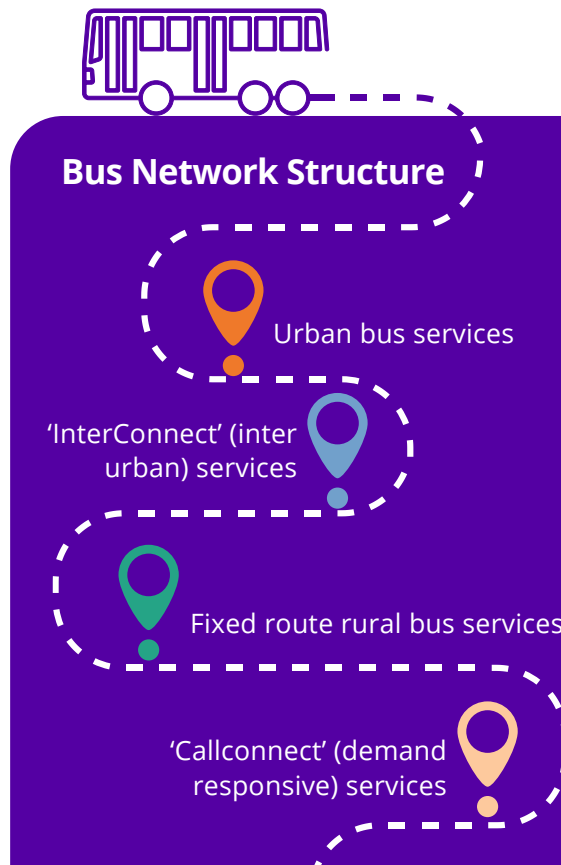
Identifying what Lincolnshire does well helps to provide foundations on which to develop and enhance the bus offer to encourage more people to use the bus. Equally, identifying the things that Lincolnshire does less well helps to identify those areas in which the bus offer can be greatly enhanced, and which this BSIP details.

This section documents both existing bus supply and demand in Lincolnshire and identifies the areas where there is a lack of provision or where supply could be improved.

## Bus Supply

A key part of the last countywide bus strategy in Lincolnshire was to develop a clear hierarchical structure for local bus services to meet the differing needs of users in different areas. This has led to the following bus network structure that remains in place today:

- Urban bus services – including 'IntoTown' services in our market towns
- 'InterConnect' (inter urban) services to create a mostly hourly service between all towns across the county and cross boundary
- Fixed route rural bus services where there is sufficient demand
- 'Callconnect' (demand responsive) services to provide a dependable service to all rural areas of the County without an alternative conventional bus service



Complementing the above services, the County Council is responsible for providing transport for different groups – some being statutory responsibilities while others are decisions taken by the Council. Additional services funded by the Council include:

- Education Travel including Special educational needs transport
- Adult and child social care transport

The Council supports the commercial bus network by encouraging scholars to travel on the commercial network where there are suitable services, with travel funded by the County Council for entitled pupils. Where there are no suitable services, the Council funds dedicated school bus services, many of which are integrated into the commercial bus network before and after providing the school service. This is



an efficient use of vehicles and the cost of supporting school travel helps to underpin the commercial viability of services during the day.

The County Council has recently carried out a network review, assessing where there is duplication within the bus network between closed contract education services and the commercial network. Where feasible, the Council will work with operators, schools and colleges to integrate education travel services with commercially offered services.

There are 266 live local bus registrations by 20 bus operators – see Table 2. The largest operator is Stagecoach East Midlands with 77 service registrations, although this underestimates the number of services as some registrations include more than one service. 13 of the 20 operators have 8 or fewer registered services, highlighting that despite a broad operator base, the majority of services are provided by a small number of operators.

Bus operators in Lincolnshire tend to operate as ‘a series of island operations’. This results in a disconnect between different operator’s services and the lack of a ‘network effect’. There is scope to integrate ticketing between the services of different operators to develop a coherent network of services, including wider integration with the rail network.

## InterConnect

The core InterConnect services are detailed in Table 3 and on illustrated on [Lincsbus.info](https://lincsbus.info). Within the 2006 Lincolnshire Bus Strategy, the target for InterConnect services was to provide a minimum of an hourly service between our towns. These services are operated at a maximum of 60-minute headways, although early morning, evening and weekend provision varies.

There remain a small number of other inter urban services to the south of the

county. Delaine Buses provides services between Bourne and Peterborough, Bourne, Stamford and Peterborough, and Spalding and Stamford. Daytime frequencies are typically half hourly or hourly.

## Fixed route rural bus services

These services provide a vital lifeline to many of our villages, connecting smaller settlements to our market towns. Services such as the B11 between Spilsby and Boston and the 96A between Mablethorpe and Spilsby are good examples of these essential rural bus services. These services complement InterConnect services.

**Table 2: Number of local bus registrations by operator in Lincolnshire**

Operator	Registrations
AC Williams	1
Black Cat	12
Blands	7
Brylaine Travel	24
Centrebus	15
Delaine	7
Dents	1
EYMS	1
Fowler	6
Grayscroft	8
Hunts	8
Marshall's	2
PC Coaches	38
Phil Haines	1
Sharpe & Sons	4
Sleafordian	21
Stagecoach East	3
Stagecoach East Midlands	77
TransportConnect	29
Vectare	1



## IntoTown

IntoTown services are relatively short urban bus services operating in and around our market towns. These typically operate on half-hourly or hourly headways in Grantham, Spalding, Sleaford and Boston. In addition, there are 'town services' in Gainsborough and Stamford.

In Louth the 'Nipper' service provides a similar level of service to IntoTown with some services operating at hourly headways between 7am and 7pm. In addition, wholly commercial urban operations exist in Lincoln and Skegness.

## Callconnect

There are 35 Callconnect Demand Responsive services providing access to essential goods and services for all those living in rural Lincolnshire without access to other local bus services. The whole of Lincolnshire is served by Callconnect, except for the city centre in Lincoln which has sufficient coverage of local bus services to provide local residents with the access they require to essential goods and services. There is also a Lincoln area Dial-a-Ride service in operation to provide door-to-door services for those with

reduced mobility. All Callconnect services are provided by operators on a minimum cost basis i.e. the County Council accepts all financial risk on these services. Through Callconnect, every resident in Lincolnshire has access to a local bus service Monday to Saturday, between 7am and 7pm. Callconnect is integrated within the wider InterConnect network with through ticketing provided to enable joined up journeys to be made.

## Supported Bus Services

Lincolnshire County Council has a total of 137 supported bus contracts for providing bus services across the County. These contracts range from individual journeys receiving a small amount of de minimis support, to entire services operating on either a minimum subsidy or minimum cost basis. 15 operators provide these services on behalf of the County Council.

The annual value of supported bus services in Lincolnshire is approximately £6,375,000. This includes only a small proportion of education travel services. Spend on education travel transport for entitled scholars is c. £45,000,000, while ENCTS costs over £6,600,000pa.

**Table 3: Selection of core fixed route bus services in Lincolnshire**

Operator	Service	Description	Headway	1st service dep	Last service dep	Days
Stagecoach	1	Lincoln-Grantham	30 mins	0515	1915	M-Sun
Stagecoach	2	Lincoln-Branston	30 mins	0645	1915	M-Sun
Stagecoach	6 / 9	Lincoln-Birchwood/ County Hosp	10 mins	0515	2130	M-Sun
Stagecoach	9	Lincoln-Birchwood	30 mins	0530	2100	M-Sun
Stagecoach	15/16	Lincoln-N.Hykeham	10 mins	0550	2130	M-Sun
Stagecoach	53	Lincoln-Market Rasen -Grimsby	1 hour	0640	1820	M-Sat
Stagecoach	56	Lincoln-Skegness	1 hour	0600	2100	M-Sat
Stagecoach	100	Lincoln- Gainsborough- Scunthorpe	1 hour	0725	1815	M-Sat
Stagecoach	51	Louth-Grimsby	1 hour	0700	1930	M-Sat
Stagecoach	1	Skegness-Chapel	10 mins	0635	2210	M-Sun
Stagecoach	57	Skegness-Boston	1 hour	0620	1750	M-Sat
Brylaine	B5/B5X	Lincoln-Boston	1 hour	0740	1810	M-Fri
Brylaine	B7	Boston-Skegness	1 hour	0910	1640	M-Fri
Brylaine	B1A-B1D	Boston Town	1 hour	0800	1700	M-Fri
Brylaine	B3	Boston-Spalding	1 hour	0720	1720	M-Fri
Delaine	101/102	Bourne- Peterborough	30 mins	0610	1930	M-Sun
Delaine	201/202	Bourne-Stamford- Peterborough	1 hour	0610	1640	M-Sat
Delaine	301/302	Spalding-Stamford	1 hour	0715	1710	M-Sat
Centrebus	1	Grantham-Alma Park	30 mins	0710	1805	M-Sat
Centrebus	1	Grantham-Earlesfield	30 mins	0700	1735	M-Sat
Vectare	93	Grantham-Barrowby Gate	1 hour	0800	1745	M-Sat
PC Coaches	77	Lincoln-Saxilby	6 svs/day	0645	1745	M-Sat
Hunts	7	Alford-Skegness	6 svs/day	0645	1605	M-Sat
PC Coaches	50	Lincoln-Louth- Mablethorpe	6 svs/day	0645	1750	M-Sat
PC Coaches	48	Lincoln-Witham St Hughs	6 svs/day	0640	1700	M-Sat

Urban and Suburban Services
  Inter-urban Services





14

The median bus age in Lincolnshire, compared with the England average of 8.8 years

## Geographic Provision

Lincolnshire is wholly covered by local bus services, as illustrated in Figure 3. Urban, IntoTown and InterConnect services provide coverage countywide. Away from fixed route bus services, Callconnect provides a local on-demand service for residents that require a gate-to-gate service, or those who cannot connect with a fixed route service.

## Temporal Provision

The temporal provision of bus services can vary greatly, by service and by operator. The lack of evening services in some areas is reflective of a lack of a night time or Sunday economy in many parts of the county. Urban services typically operate longer hours and over more days of the week. As shown in Table 3, services in Lincoln, Skegness and Grantham have frequent services of half hourly or better, particularly in Lincoln. These services operate every day of the week in Lincoln, although Sunday frequencies are reduced. Services in Lincoln operate into the evening, with buses departing Lincoln on services 6, 9 and 15/16 after 2100. Operators are seeking to extend these operating hours later in to the evening.

Despite this, the need to increase frequency and capacity of public transport in the evening to support the night time economy has been identified as an issue for the city in the Lincoln Transport Strategy and Town investment Plan. In other urban areas – the last service of the day is before 1800 on weekdays.

InterConnect and other inter urban services operate at hourly headways from before 0800 on weekdays (except B7). There is a mixed picture during evenings – the last departure on service 56 between Lincoln and Skegness is 2100, but for most other services, the last service of the day is before 1900.

The days operated by commercial operators has changed recently. Brylaine Travel has ceased operating on Saturdays, choosing to operate Monday to Friday only. This was largely due to driver shortages and commercial viability. All Saturday services previously operated by Brylaines are now supported by the County Council.

Callconnect services operate from 7am until 7pm Monday – Friday and 7.30am – 6.30pm Saturdays. There is currently no demand responsive offer on Sundays.

## Bus Fleet

Based on data provided by our operators, the mean age of a bus in Lincolnshire is 13.34 years old, while the median bus age is 14 years. In 2019-20, the average age of the bus fleet in England was [8.8 years old](#), thus, the bus fleet in Lincolnshire is significantly older than elsewhere in the country.

As shown in Table 4, the emissions standards are towards the lower end of the Euro standard. For the 410 buses for which data was provided, 9 buses are Euro 2, while 123 adhere to Euro 3 standards, 123 Euro 4 and 120 Euro 5. Just 35 of the 410 buses operating in Lincolnshire meet Euro 6 standards. In addition to poorer air quality, the age profile and emissions standards of our local buses are likely to contribute to higher CO<sub>2</sub> emissions.

**Table 4: Emission standards for local buses in Lincolnshire**

Euro category	No. of buses
Euro 2	9
Euro 3	123
Euro 4	123
Euro 5	120
Euro 6	35



**18%**

Approximate fare increase between 2014-15 and 2019-20, mirrored by an RPI increase of approximately the same percentage

## Bus Fares

As the fixed route bus network is commercial or supported through de minimis payments or minimum subsidy tender, operators have full control over bus fares, tickets and other fare products. Fare scales for all operators are graduated, so passengers are charged a higher fare the longer distance they travel. All local bus operators offer single and return tickets, while day, carnet and longer period tickets are typically offered by only the 'largest' operators. All operators typically have fare products for adults and children, while some have their own commercial scholar products.

Child and young persons fares differ across the bus market in Lincolnshire. Some operators do not offer child tickets before 0900 on a weekday, others offer child fares up to the age of 11 and young people fares from 11-18, while others offer child fares up to either 14, 16 or 18. The level of discount offered for children and young people also differs across Lincolnshire bus operators, ranging between 20% and 50% discount compared to the equivalent adult fare. Differences in fares policies is the result of competition law and the prevention of collusion between operators. Despite this, there is a mixed, and potentially confusing, picture for younger bus users that this BSIP and an Enhanced Partnership Scheme can help to overcome.

While operators have their own fare products, there are few examples of integrated fares across multiple operators. When using Callconnect, passengers can connect onto commercial services using the ticket purchased on Callconnect,

and vice versa. This arrangement is a 'revenue where it falls' agreement where there is an acceptance of tickets on Callconnect and other local bus services but no exchange of fare revenue between operators. Other than Callconnect, all fare products provided by operators are for those individual operator's services only, and there are no integrated fares or multi-operator ticketing schemes in place at the present time – even where there are multiple services operating along the same corridor or in the same urban areas. PlusBus does exist however, enabling rail users to make onward journeys by bus.

**Table 5: Change in average ENCTS scheme bus fares in Lincolnshire**

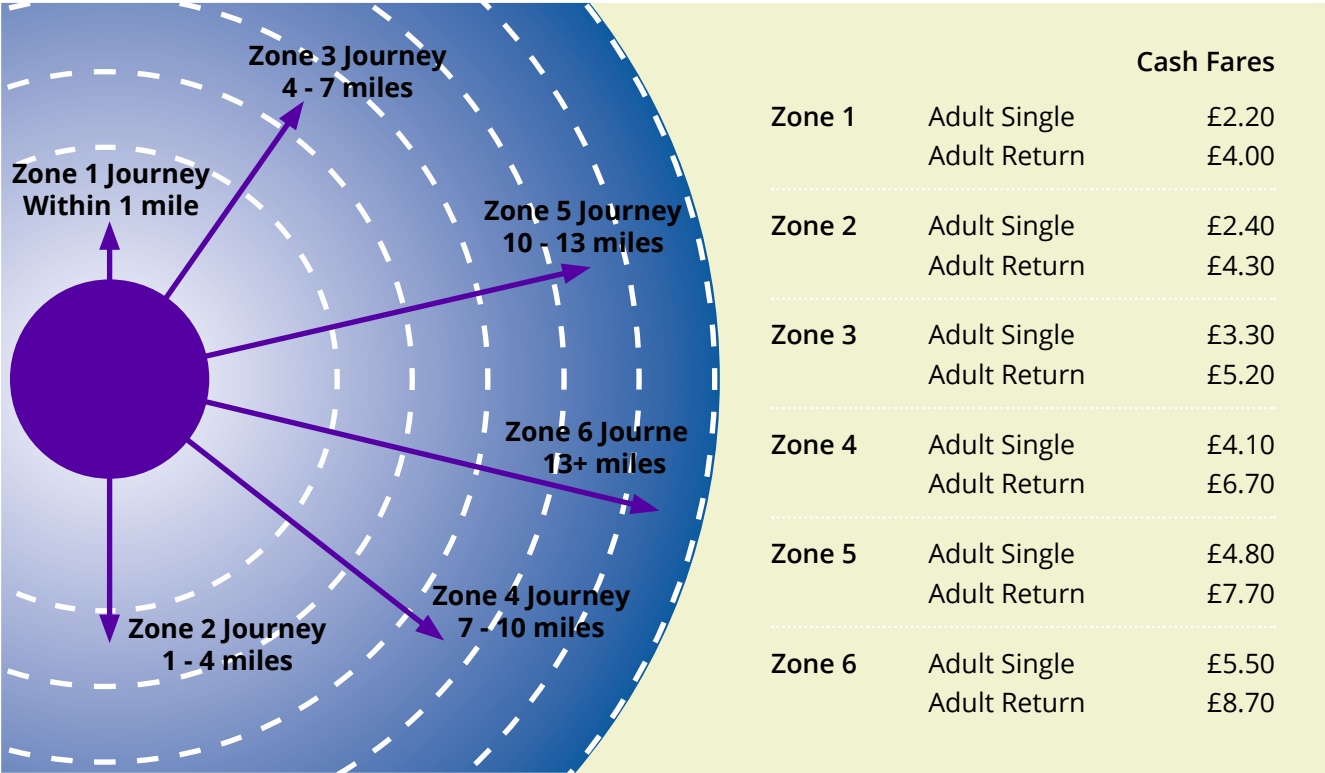
Year	Scheme ave fare	%age change	CPT Cost Index	RPI
2014-15	£2.08	-	-	-
2015-16	£2.11	1.0%	1.6%	2.4%
2016-17	£2.16	3.7%	1.6%	6.1%
2017-18	£2.29	10.1%	3.8%	9.6%
2018-19	£2.38	14.2%	5.5%	12.9%
2019-20	£2.46	18.0%	9.1%	14.3%
2020-21	£2.46	18.0%	n/a	18.1%

The price of bus travel to the passenger is an important contributory factor to bus use across the County. Table 5 shows the average 'concessionary' fare for the Lincolnshire ENCT scheme since 2012-13. This shows that fares increased by approximately 18% between 2014-15 and 2019-20. During this same period, RPI increased by approximately 18% while operating costs for bus operators in 'the

**Table 6: Outputs from TAS National Fares Survey 2019**

	East Midlands		National	
	Urban areas	Rural areas	Urban areas	Rural areas
Single fares	£2.45	£2.62	£2.44	£2.62
Day ticket price	£5.92	£6.63	£4.75	£6.71
Week ticket price	£21.49	£23.48	£16.72	£22.56

Figure 1: Callconnect Fare Zones



Midlands’ increased by 9.1% according to the [Confederation of Passenger Transport cost index](#). This situation came about due to a period of declining patronage, increasing costs, and ticket prices were required to increase to bridge the gap.

The TAS National Bus Fares Survey 2019 (see Table 6) broadly accords with Lincolnshire bus fares noted above, but suggests that Lincolnshire fares are in line with (or potentially a little cheaper than) the national average, despite the deeply rural nature of the county and the high operating costs. Compared to rural areas in other parts of the country however, fares in Lincolnshire are good value. In the South East of England, a single fare of £2.90 compares to £2.46 in Lincolnshire, while fares in the North West and South West of England average £2.78.

Most of the local bus operators in Lincolnshire are participating within the national £2 flat fare scheme which helps to limit the cost of bus fares to bus users. It

appears that this will remain in place until late 2024, which is beneficial.

In the case of Callconnect services, the Council determines the price of fares using a distance-based zonal structure, see Figure 1. Cash single fares range from £2.20 (2021 prices) to £4.80 for a journey between 10 and 13 miles. Discounts are offered for those purchasing a return ticket while a further discount is offered to those willing to purchase a 10-trip carnet product.

### Bus Ticketing

All local bus operators have their own ticket offer, with cash options available on all operator services. Some operators provide their own proprietary smart cards to customers, notably Stagecoach and Brylaine Travel. Mobile ticketing is available on Centrebus, Stagecoach and Delaine Buses’ services, while contactless c.EMV options are available across most operators including Delaine Buses,



## The Lincolnshire ETM Loan Scheme

To illustrate our long history of delivering transport projects, during 2019, the County Council implemented the 'Lincolnshire ETM loan scheme' that enabled bus operators across the County to acquire modern electronic ticket machines (ETM) and other ticketing equipment through the scheme.

The loan scheme, funded by the County Council, allows smaller operators who would typically not be able to afford a modern ETM and back-office system to acquire this equipment and pay

a loan fee each year for a period of five years. The scheme did not initially intend to include c.EMV readers, but due to COVID and the need to minimise cash handling, the scheme was enhanced to allow operators to acquire c.EMV readers through the scheme. 12 bus operators have acquired ETMs and offer c.EMV payments.

The larger operators in Lincolnshire commercially match funded through their investment in ETMs and contactless payment technologies.

Stagecoach and others, including on Callconnect services.

Contactless EMV payment options in Lincolnshire are typically 'model 1' in nature i.e. they are retail transactions of existing tickets. For the sale of single, return, day or other period tickets, the transaction is carried out once and a paper ticket issued which is used for any subsequent journeys for which the ticket is valid. There is a desire within Bus Back Better for a 'tap and cap' model to be implemented, where c.EMV card taps are aggregated at the end of the day or period and the optimal fare is determined. At the present time, this model has not been introduced due to technology limitations to allow for graduated fare scales and for capping across operators with different ETM providers and Payment Service Providers.

shelters, libraries, parish noticeboards, community venues and via social media platforms. All operators throughout Lincolnshire are promoting the campaign.

The core messages emanating from the campaign are:

- Saving money
- Improved health and well being
- Preventing loneliness
- Access to essential services
- Sense of purpose and value to communities
- Helping to protect bus services

## Bus Promotional Campaigns

In August 2022, the Lincolnshire Bus Partnership launched the 'Freedom Never Gets Old' campaign. The aim of the campaign is to encourage people entitled to an ENCTS pass to apply and use them



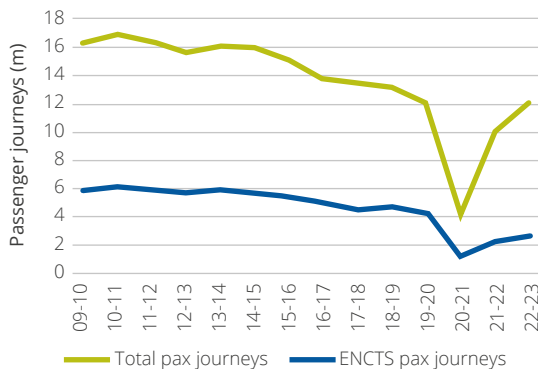
on local bus services. The campaign has been rolled out at bus stops and

## Bus Information and Branding

Lincolnshire County Council provides consistent bus stop information at all bus stops, shelters and stations which the Council controls. This is an example of the information provided at bus stops and at Stamford Bus Station, both of which use the LincsBus branding.



**Figure 2: Local bus passenger journeys in Lincolnshire**



## Bus Demand

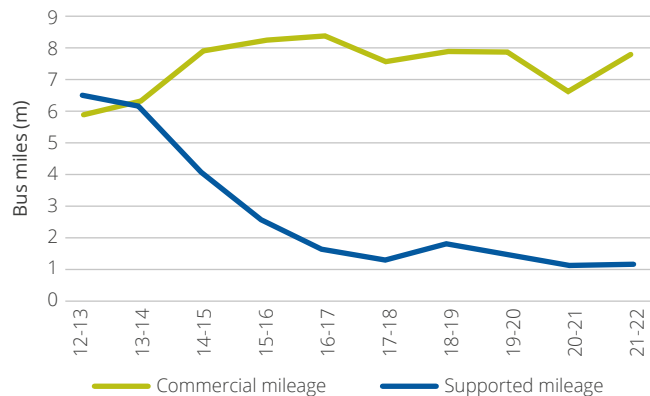
Lincolnshire has had in place a structured local bus network for more than a decade. During this time, passenger journeys have been typically in decline as presented in Figure 2. Between 2010-11 and 2019-20, total bus passenger numbers in Lincolnshire declined by 28.8%. Much of that decline occurred between 2013-14 and 2019-20 as total bus passenger journeys reduced from 16.09m to 12.03m journeys. At the same time, concessionary passenger trips declined by 20.6%, suggesting that there has been a greater reduction in local bus use amongst commercial and other non-concessionary passengers.

This trend, however, follows a period pre-2010 when bus patronage on the InterConnect network increased significantly from 2001 onwards. This suggests that investment in our bus network will deliver increased patronage in the medium

term. Concessionary travel patronage was showing a declining trend up until 2019-20, then a sudden reduction in bus journeys made during COVID. Patronage has recovered since 2020-21, although it remains significantly lower than before the COVID pandemic, as shown in Figure 3.

The number of live bus miles operated in Lincolnshire has fallen from 12.375m miles in 2012-13 to 9.32m miles in 2019-20, and again to 8.92m miles in 2021-22, as shown in Figure 4. Despite maintaining funding levels, local authority supported mileage has declined around 85% from around 6.5m miles to little more than 1m miles per year in 2021-22. This reduction compares to 57% across the wider East Midlands.

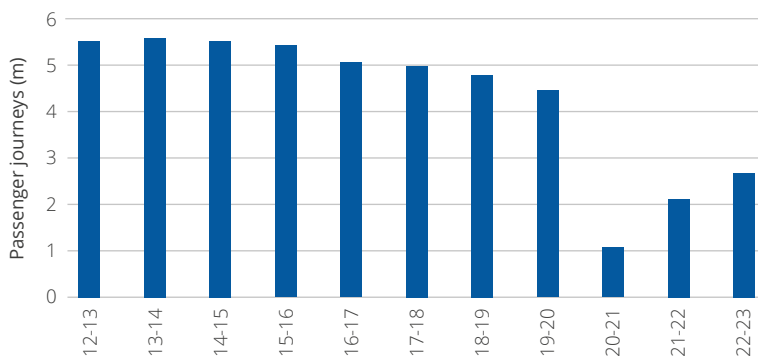
**Figure 4: Live local bus miles by commercial & local authority supported services**



Bus user satisfaction was last surveyed in Lincolnshire in 2018. Overall satisfaction was greater than the national average at 89%, compared to 88% nationally.

Considering only fare payers, the overall journey satisfaction rating was 85% compared to 85% nationally. However, beneath those headline statistics are additional metrics that provide greater detail of passenger opinions. Journey times in Lincolnshire are rated at 88% compared to 85%

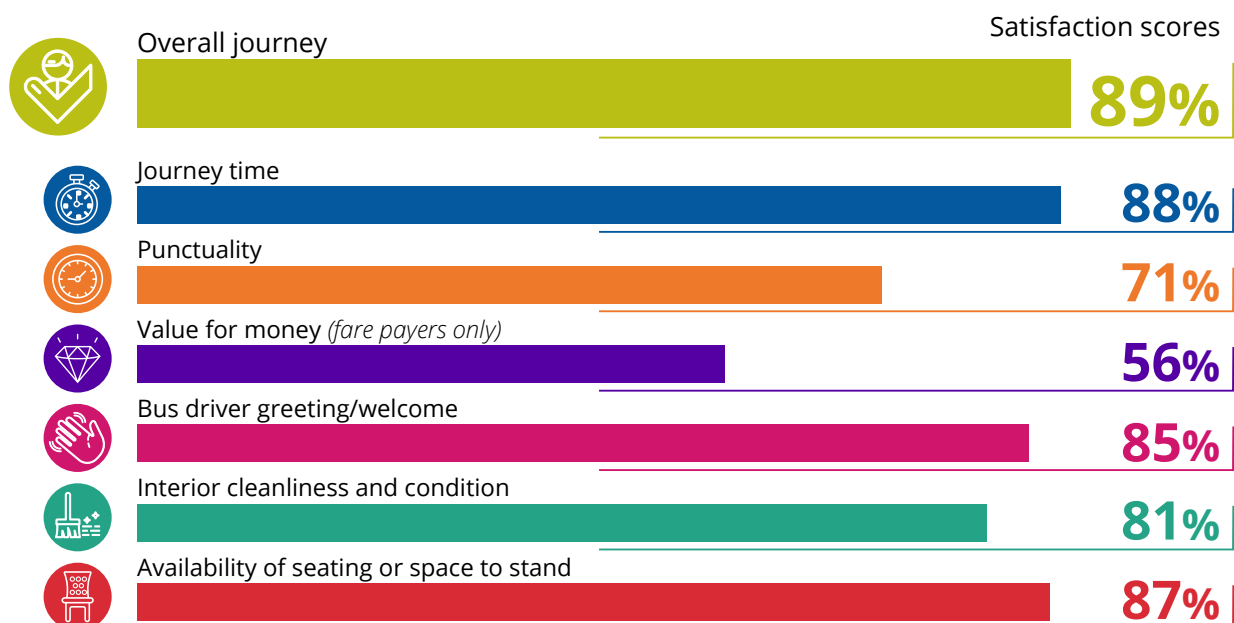
**Figure 3: Concessionary Travel Passenger Journeys Per Year**



**28.8%**

The decline in total bus passenger numbers in Lincolnshire between 2010-11 and 2019-20

Figure 5: Extract from Passenger Focus 2018 Lincolnshire Bus Passenger Survey



nationally, while punctuality (71%) is below the national average of 74% and value for money in Lincolnshire is 56% compared to 64% nationally, as shown in Figure 5. Passenger Focus noted at the time that value for money was heavily impacted by congestion-related delays to bus services during the survey period. Overall, the survey suggests that punctuality and value for money are two areas that Lincolnshire bus operators could improve upon compared to other parts of England.

## Public Engagement

During the summer of 2021, an online public engagement survey was carried out to understand perceptions of bus

services in Lincolnshire and the public's priorities for enhancing bus services. 1,705 individuals responded to the survey, and while it was a self-selecting sample, it provides a robust indication of the priorities of those respondents.

As can be seen in Table 7, better up to date information and more frequent services both scored highly. 69% of respondents suggested that more frequent services would encourage them 'a great deal' to use buses more. Buses operating later in the evening also scored highly, with 60% of respondents suggesting that it would encourage them 'a great deal' to travel by bus more often. These responses were notably higher

Table 7: Headline outputs from public engagement survey

Enhancement	A great deal, or to some extent	A great deal
Better up to date information at bus stops	91%	62%
More frequent services	90%	69%
Information on local services made easier to obtain & understand	87%	53%
Better bus stops or shelters	85%	52%
Buses operating later in the evening	81%	60%



amongst those aged 66 and under. For those respondents aged 19 and under, the vast majority (48 out of 51) stated that lower fares would encourage them to use buses more frequently. Other notable enhancements to encourage them to use buses more frequently included:

- Better and up to date information, including real time information, and
- Better bus stops and shelters

Better facilities for people with disabilities scored highly as a motivator among people with physical disabilities. Buses are already accessible, so further investigation is required to explore whether there are other areas of improvement for such groups, including bus stop infrastructure, access to information etc.

Overall, there are some clear priorities identified from the survey. More frequent services, more evening services, better information provision and better bus stop facilities accord with the general sentiments of bus operators and other stakeholders. It is therefore important that these issues are addressed in this BSIP in order to make bus services more attractive to more people and for more journeys.

## New Developments and Evolving Bus Demand

Like many other parts of the UK, Lincolnshire has a significant amount of new residential and commercial developments being planned and constructed all across the County. To encourage alternative modes and offer greater travel choice, it is essential that bus services are provided from an early stage of occupation to cater for local travel demand. Understanding where these new residential developments are located is an important first step towards providing attractive bus services.

During the engagement with District Councils and operators, discussions have been held around how the Lincolnshire EPS should manage new residential and commercial developments. There was



agreement that new developments should be served by bus services from an early stage to ensure new residents do not become overly reliant on the private car from the outset of living there. In addition, there was agreement that for recently completed developments, network reviews will need to be carried out to ensure they are integrated into the bus network at the earliest opportunity.

The following sets out a description of the larger residential developments planned in the County:

- **Stamford North** – a major development with 600 houses in Rutland and 1,400 in South Kesteven. LCC Transport Services Group is currently engaged with consultants regarding the S106 Agreement.
- **Grantham Spitalgate Heath** – an application was made in 2014 for 3,700 houses. This has since been designated as one of the Garden Villages.
- **Grantham** – Prince William of Gloucester Barracks will include up to 4,000 new houses. Initial traffic modelling



**60%**

of respondents to our online public engagement survey said operating later in the evening would encourage them 'a great deal' to travel by bus more often



# 36,700

The number of houses proposed to be built in the County, plus one college

indicates that the road network cannot accommodate the forecast generated traffic flows from a standard housing development. It is therefore expected that this development will need to provide significant sustainable transport improvements to meet predicted transport demand and this would include bus services.

- **Lincoln Western Growth Corridor** – 3,200 houses proposed and allocated in the Central Lincolnshire Local Plan. The indicative masterplan with the outline application includes a spine road through the site which connects Skellingthorpe Road to Tritton Road with a new bridge over the railway. This spine road will have bus priority measures.
- **Lincoln North East Quadrant** – 1,400 houses proposed and allocated in the Central Lincolnshire Local Plan
- **Lincoln South East Quadrant** – 3,500 houses proposed and allocated in the Central Lincolnshire Local Plan (with further potential beyond that date to deliver a total of 6,000 dwellings)
- **Lincoln South Western Quadrant** – An urban extension for 3,000 houses near North Hykeham allocated in the Central Lincolnshire Local Plan but the development is

unlikely to commence until the North Hykeham Relief Road is constructed. The development is therefore likely several years away.

- **Sleaford South Quadrant (Sleaford Handley Chase)** – 1,400 houses are planned and allocated in the Central Lincolnshire Local Plan, with S106 requests of £1M to go towards bus services. This was granted outline consent in 2014 and construction has commenced. Around 50 houses are complete, and reserve matters applications for around 400 houses have been submitted in 2021.
- **Sleaford West** – 1,400 houses planned and allocated in the Central Lincolnshire Local Plan
- **Gainsborough North Neighbourhood** – 2,500 houses are planned and allocated in the Central Lincolnshire Local Plan
- **Gainsborough South Neighbourhood** – 2,500 houses are planned and allocated in the Central Lincolnshire Local Plan
- **Skegness Gateway on the A52** – new college and 900 houses planned. This is not allocated in the current Local Plan but discussions are ongoing with East Lindsey District Council and the Environment Agency due to potential coastal flood risk.



- **Spalding** – 700 houses towards the north of the town. The planned relief road is progressing, albeit slowly.
- **Gainsborough** – 500 new houses planned to the south of the town centre, close to Gainsborough Lea Road rail station

Where appropriate, we always request S106 funding towards public transport services and infrastructure. However, this ask often competes with other requests for highway enhancements, education, health and community facilities for example. S106 contributions towards public transport measures therefore cannot be guaranteed.

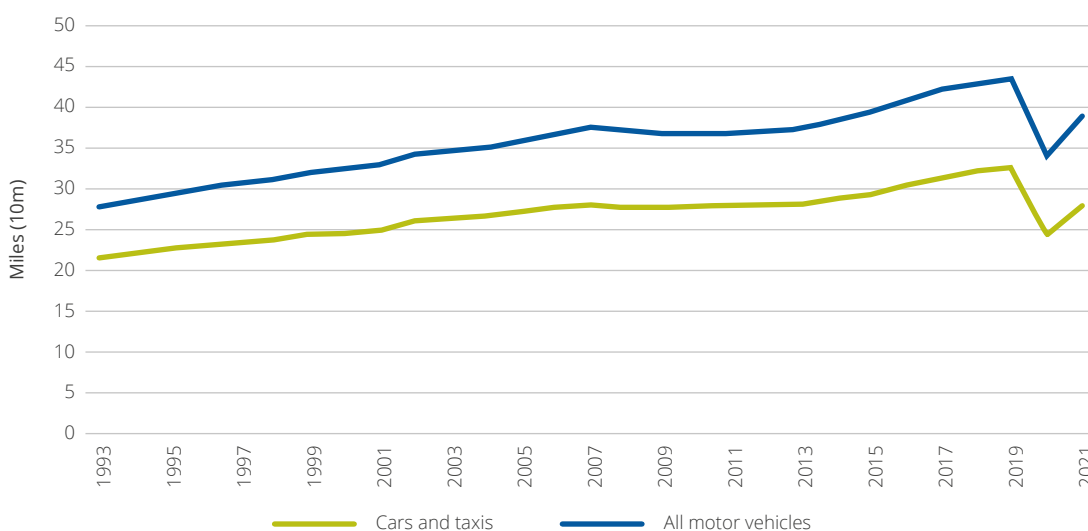
## Congestion and Traffic Levels

Congestion and increasing traffic volume is a major issue for our bus services and the primary factor behind the low 'value for money' scores within the 2018 Passenger Focus survey. Traffic flow has increased across the county over recent decades. Figure 6 highlights the increase in vehicular traffic, which up to 2019, was 60.5% greater than in 1993. During that same period, the length of Lincolnshire's roads increased by a total of just 14.74 miles, resulting in greater levels of traffic flow on existing roads and increasing the strain across the road network.

The impact of the increase in traffic levels has been seen across the county. The direct impact on bus services can be seen with service 6 between Birchwood Estate and Lincoln. In 1999, the service used to operate at 15-minute headways with a 45-minute round trip requiring 3 PVR. Today, the service operates at a 20-minute headway, with a round trip of 75 minutes and requires 5 PVR. Thus, two additional vehicles are required to maintain a slightly reduced level of service compared to a little over 20 years ago. With no other changes, it is evident that this has come about due to an increase in journey times brought about by increased traffic flows and congestion.

The nature of congestion varies between Boston, Lincoln and Grantham, although Boston and Grantham both suffer from through traffic during peak periods, while Lincoln suffers from congestion along radial routes as vehicles approach the city centre.

**Figure 6: Total vehicle km travelled on Lincolnshire roads since 1993**



**60.5%**  
increase in  
vehicular traffic  
between 1993  
and 2019





**70%**

of air pollution  
within the city  
comes from  
HGVs and  
buses/coaches

Traffic levels and congestion also contribute to air quality issues, particularly in our urban areas. There are a number of hotspots around the county around which there is an Air Quality Management Area established. For example, Lincoln's Air Quality Management Plan identifies that 70% of air pollution within the city comes from HGVs and buses/coaches. The highest reported annual mean NO<sub>2</sub> concentration in 2020 was 29.3µg/m<sup>3</sup> at the diffusion tube site 3 (Broadgate/Monks Road junction).

## Car Parking

Car parking is predominantly owned and controlled by both District Councils and private operators. Lincoln – the most populous urban area within the county – has 22 off-street car parks located on the edge of the city centre. Approximately half of these car parks are owned by the City of Lincoln Council, while the remainder are owned by private operators.

During weekdays, there are 2,629 off-street public parking spaces available, with an additional 675 spaces provided at weekends. The pricing of car parks is targeted at different groups of car users, notably commuters (typically long stay), visitors and shoppers (typically short stay) with three pricing tiers, as presented in Table 8. The greatest proportion of parking spaces are charged at £8.50 for 4 or more hours, which includes the largest car park in the city – Lincoln Central. An annual season ticket is also available at this car park, charged at £1,261.70.

For the City of Lincoln Council in particular, car parking generates a significant amount of revenue, supporting the provision of local public services. This and the required behavioural changes makes using car park reduction as a demand management tool for increasing bus usage challenging. The Lincoln Transport Strategy recognises the need to review the City's parking strategy and rebalance movement away from car





The scale of revenues generated from car parking can vary depending on the location, and this typically influences the views of politicians over the role of parking in their local areas. During engagement with district council officers as part of the development of this BSIP, there was a mixed response to the role of car parking as a demand management tool. This presents a challenge for the successful delivery of this BSIP and highlights the need for a partnership approach.

## Driver shortages

Since the autumn of 2021, bus driver shortages have had a significant impact on the delivery of bus services. Across the county, services have been reduced as operators struggle to recruit and train sufficient numbers of drivers to maintain existing service levels (which are at 100% of pre-COVID levels).

usage towards walking, cycling, shared mobility and mobility hubs and this review is identified as priority by the City Council. In Lincoln, there is an aspiration to consolidate car parking and have fewer but larger more strategic parking locations in the city centre.

In our market towns, car parks are typically owned and controlled by District Councils. In East Lindsey (our largest geographical District including many of our coastal areas), the Council operates 46 pay and display car parks. The objectives in determining parking charges are:

- To cover the costs of their maintenance, infrastructure and management, including those of associated land and facilities available to the public
- To ensure that parking is available for people using the facilities in the town and villages by ensuring a turnover of spaces in the car parks

Car parks in East Lindsey generated annual revenues of £1,798,135 in 2020-21, against costs of £1,413,695. This generated a surplus of £384,440 for the District Council.

**Stagecoach East Midlands** @StagecoachEMid · 1h  
#Lincoln @LincsBus  
20/06/2023  
Due to staff shortages the following services will not be running.

**Service 9 Birchwood**  
17:30

**Service 15 North Hykeham**  
14:45  
15:45

This appears to be an issue across England as the national economy rebounds following COVID-induced travel restrictions. While prominent now, in Lincolnshire this issue has existed for a number of years. Long-term solutions are required to ensure there are sufficient drivers to transport our residents and visitors, such as the Boston College driver training programme.

**Table 8: Car parking prices in Lincoln on weekdays**

Tier	No. of spaces	1 hr	2 hrs	3 hrs	4 hrs	4+ hrs
1	520	£1.50	£3.00	£4.30	£6.00	£6.00
2	1,737	£1.80	£3.40	£5.00	£6.40	£8.50
3	372	£1.90	£3.20	£5.20	£6.00	£8.80

# Conclusions and implications for the BSIP



**Every Lincolnshire resident has access to a local bus service.** Callconnect services provide a minimum level of mobility for all, meeting the challenge of a sparsely populated county. Callconnect is one of the most successful and long-standing demand-responsive networks in the country, providing countywide services since 2001.

- The Council and our local bus operators have a long-standing history of delivering patronage growth through the delivery of a structured network of bus services that meet local needs. This gives us a robust foundation on which to improve and enhance existing services to encourage more people to use buses in Lincolnshire.
- The temporal provision of local bus services varies across the County, with evening and weekend services operating where there is a healthy night time and weekend economy.
- In rural areas local bus services typically fit around school services, suggesting an efficient use of vehicles, but shows that the contracts provided by the Council for school services underpin the commerciality of large swathes of the local bus network.
- Lincolnshire has a large number of operators (26) who are geographically spread.
- Driver availability and recruitment has historically been an issue for all operators and threatens the existence of smaller operators. Actions carried out by operators over the past two years has alleviated the issue, but work needs to continue to ensure there is a ready supply of well-trained driving professionals.
- Operational mileage across the county has declined, while bus patronage has also declined by almost 30% since 2009/10.
- The average age of local buses is 13.34 years compared to the national average of 8.8 years. This reflects the commercial reality of operating bus services as operating costs are high (due to high mileage and sparse populations) while revenues are limited (partly due to other modes being more attractive).
- Operators have graduated fare scales, with higher fares for longer distance journeys.
- Apart from the limited use of plusbus and some through-ticketing between Callconnect and Interconnect services, there is no formal integrated ticketing in Lincolnshire and very few integrated fares.



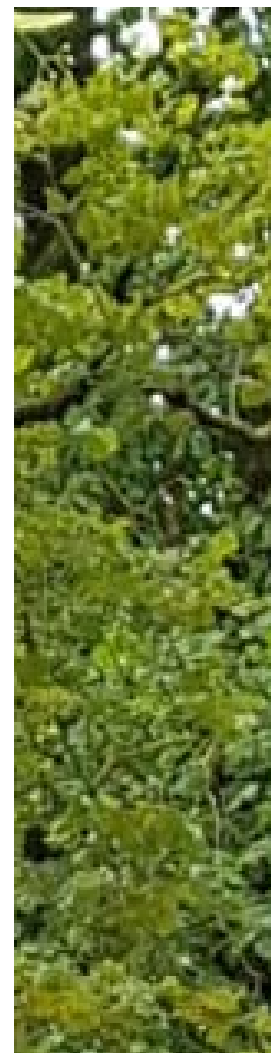


- Changes to bus fares illustrate the impact of congestion and the increased costs faced by operators just to maintain service levels. 'Making buses quicker' should help to support a long term real-terms reduction in fares.
- There is a mixed ticketing offer across bus operators, but c.EMV is available on most services now due to the Lincolnshire ETM lease scheme.
- There are relatively few day, week and other season tickets available at the current time.
- The provision of child and young people fares varies significantly. The age of eligibility for child fares can vary, the time at which child fares are available can vary and the discount compared to an adult fare can vary greatly across operators.
- Congestion impacts greatly on bus service reliability and punctuality – a solution to this is to encourage younger people to use buses before learning to drive.
- User satisfaction surveys suggest that

both punctuality and value for money are areas that Lincolnshire operators perform poorly compared to elsewhere – value for money scored low due to the effects of congestion – buses need more priority.

- It is necessary to collaborate with District Councils – the Planning Authorities – to ensure new developments are well served by public transport, that new developments are bus friendly and that they prioritise buses over cars.
- Car parking across Lincolnshire is predominantly controlled by District Council's and private operators, highlighting the need to work in partnership to use car parking as a demand management tool.

Lincolnshire has many challenges due to its rural nature. Over the past 15+ years, the Council and operators have developed a network that provides every resident with a local bus service. However, the network could be improved, and become more sustainable providing a greater level of service, and that is what this BSIP aims to provide.





## Section 3

# Targets for Improvement

One of the key challenges for the County Council and local bus operators is to encourage people to return to using the bus.

Bus use is still lower than pre-COVID for almost all user groups, thus increasing bus patronage is our primary target. We will look to increase patronage across the

entire county, as well as the InterConnect and Into Town

and other services that will see investment and enhancements through BSIP funding. Service availability is not the only factor that influences bus use. Journey times and journey time reliability also influence user satisfaction, all of which will be monitored. Our targets are set out in the table on page 30.



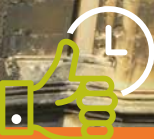
**5%**

increase in  
countrywide  
patronage targeted  
by March 2026



**93%**

overall  
satisfaction target  
by 2025-26



**78%**

bus punctuality  
satisfaction target  
by 2025-26



# Targets for Improvement

Measure	Target	Current	2024-25	2025-26	Method
<b>Bus patronage</b>	Increase countywide bus patronage by 5% by March 2026	10,100,000	10,403,000	10,605,000	Operators to provide ETM records of every passenger trip made, disaggregated by passenger type
	Increase overall patronage on service 100 between Lincoln and Gainsborough	Baseline	UP 3%	UP 6%	Operators to provide ETM records of every passenger trip made on Service 100, disaggregated by passenger type
	Increase overall patronage on Gainsborough Into Town service	Baseline	UP 3%	UP 6%	Operators to provide ETM records of every passenger trip made on Gainsborough Into Town service, disaggregated by passenger type
	Increase overall patronage on Grantham Into Town service	Baseline	UP 3%	UP 6%	Operators to provide ETM records of every passenger trip made on the Grantham Into Town service, disaggregated by passenger type
	Increase overall patronage on Boston Into Town service	Baseline	UP 3%	UP 6%	Operators to provide ETM records of every passenger trip made on the Boston Into Town service, disaggregated by passenger type
<b>Journey times</b>	Reduce journey times on corridors where traffic light priority is implemented	TBD	TBD	TBD	Journey time data to be obtained from real time system to assess changes to journey times over time
<b>Reliability</b>	99.5% of scheduled journeys operated	99.4%	99.5%	99.5%	All operators to provide percentage of scheduled journeys operated on an annual basis
<b>Customer satisfaction</b>	Increase overall satisfaction rate to over 90%	89%**	90%	93%	Passenger surveys to be carried out in 2025/26
	Increase 'value for money'	56%**	60%	64%	Passenger surveys to be carried out in 2025/26
	Increase satisfaction of bus punctuality	71%**	74%	78%	Passenger surveys to be carried out in 2025/26

\* DfT Bus Statistics 2018-19 \*\* 2018 Passenger Focus surveys in Lincolnshire

NB: route data has been redacted due to commercial sensitivity



## Section 4

# Delivery

The partnership between the County Council, bus operators and other stakeholders has a long-standing history of successfully delivering bus service enhancements and ensuring their long-term sustainability. Our plans documented in this section aim to overcome the challenges that bus users face in Lincolnshire, are realistic, deliverable and most importantly, will meet the needs of more bus users across Lincolnshire.

The primary focus of all of the projects in this BSIP – as agreed by the Lincolnshire Bus Partnership – is to **increase bus patronage**. The services, areas and corridors identified within this BSIP are those areas where it feels the greatest passenger benefits could be realised and that this would lead to increased patronage.

This section is structured around the projects that will be delivered through this BSIP – assuming funding is provided by DfT. For each project, we demonstrate how:

- It will help to overcome the challenges faced in Lincolnshire
- It will benefit bus users
- It meets the needs of Bus Back Better



# Into Town Network Enhancements

Our Into Town network expands across many of our market towns, including those to the right.

These networks are in need of enhancement for several reasons. Firstly, the networks were initially developed over 20 years ago and have seen little improvements or investment in that time. Secondly, these towns have experienced increased car use, making bus services less attractive. Finally, these market towns are continuing to see significant growth in residential development, increasing the need for significantly enhanced bus services and infrastructure.

Through discussion with bus operators, this BSIP will deliver enhancements to the Into Town networks in Boston, Grantham and Gainsborough in the first phase, with improvements in the other towns if further BSIP funding becomes available at a later stage.



## What we will deliver

Our approach will adopt multiple schemes to deliver a completely refreshed and upgraded offer to the bus user in our market towns. In Boston, Gainsborough and Grantham, we will deliver the following:

1. Comprehensive review of each Into Town network, identifying areas to optimise routes and service levels based on existing demand and future demand where there is planned housing growth. This will include ways in which existing services could be re-routed or where timetables could be aligned to improve service levels for users.
2. Provide kickstart funding and financial support (through de minimis and minimum subsidy tender) to enhance services to ensure there is a minimum of an hourly service during core daytime hours, including morning and evening peaks. Where financially viable, services will be half hourly to make them an attractive option for all residents. Services will also operate at weekends and into the evening where there is demand to ensure there is access to jobs, education and leisure opportunities.
3. Engage with operators to introduce modern, high quality and low emission buses on the network. This will partly be linked to the provision of service support (see 2. above), while we will also work with operators to access Zebra funding to implement zero emission buses. We will also require all bus operators of IntoTown services benefitting from BSIP funding to provide contactless EMV payment options to simplify the payment process for the user, and work with these operators to ensure they are part of the national bus £2 fare capping scheme.
4. Activate bus priority at all of our signalised junctions. In addition, we will look to reduce the lateness trigger from 3 minutes to 1 or 2 minutes where appropriate to ensure buses have the greatest levels of priority possible. We will also explore the possibility of bus lanes where there is sufficient road space and where there is a high need for it. We have also identified additional bus priority measures in Lincoln and elsewhere, enabling buses to bypass roundabouts, bus turning only at some junctions and small sections of bus lane enabling greater priority for buses.



5. Significant investment in bus stop infrastructure. We will upgrade our bus stops to ensure we have a shelter at bus stops where there is high demand, a bus pole and flag at less frequented stops and real time information at our most popular bus stops. We will ensure that there is a consistent look and feel across all of our bus stops and provide confidence amongst users that they are part of a network of bus services in both the town, and more widely across Lincolnshire.
6. Improved information at bus stops. Alongside enhancements to bus stop infrastructure, we will implement our Lincolnshire bus stop information standards to provide consistency across the county. All bus stop poles and shelters will include 3 or 4 facing panels providing timetable information for all services stopping at that stop, a location map and information around connecting services and promotional information promoting bus services.
7. Once the above deliverables have been implemented, we will promote the enhancements in each market town to

increase awareness and drive more passengers to use the bus. We will continue the Freedom Never Gets Old campaign to encourage greater ENCTS usage, while also delivering local promotional campaigns using social media, printed media and engagement with town councils and community groups.

This multi-faceted approach aims to provide an intensive upgrade of the bus offer to drive patronage growth, enhance the commercial viability of these services and provide operators with an opportunity to invest and grow their customer base to create a sustainable level of service.



### How this project benefits bus users

- ✓ More frequent services
- ✓ More areas served
- ✓ More reliable journeys
- ✓ Services easier to understand
- ✓ Greater confidence when buses will arrive

### How this overcomes Lincolnshire's challenges

- Will increase patronage, making the services more financially viable and sustainable
- Increase in the number of early morning and evening services, providing better access to jobs, education and leisure opportunities
- Helps to reduce the average bus fleet age – and younger buses mean fewer emissions
- Ensures a consistent look and feel of bus stop infrastructure
- Provides services to new developments, integrating those developments into the wider town and reducing the need for car use

### How this meets the needs of Bus Back Better

- ✓ Stabilises the network in our market towns
- ✓ Provides intensive and improved services
- ✓ Provides bus priority in the areas that need it
- ✓ Simple ticketing through contactless payments
- ✓ Services integrated with other bus services and rail services
- ✓ Coherent and consistent bus information at bus stops
- ✓ More modern buses

# InterConnect Demonstration Corridor

Our inter-urban bus network is in need of additional support to encourage passengers to return. The national £2 fare cap launched in January 2023 has helped to reduce and simplify fares across the network, and we have seen our operators keen to take part in the scheme as it extends and evolves. However, the Lincolnshire Bus Partnership sees the InterConnect network as playing a key role in moving people between towns and around the county efficiently, and identifying one demonstration corridor to enhance services and enhance infrastructure is a key component of this BSIP.

Service 100 that operates between Lincoln, Gainsborough and on to Scunthorpe is one of our flagship InterConnect services. The service operates 7 days per week on an hourly headway, from 6am with the last midweek Lincoln departure at 9pm. The corridor was last upgraded around 20 years ago, and is in need of further investment in vehicles, service levels, bus stop infrastructure and information provision.



## What we will deliver

We will carry out a significant upgrade along the entire service 100 corridor. There will be three parts to this: Infrastructure enhancements, service enhancements and improved information provision. In terms of infrastructure enhancements, we will:

1. Upgrade the most popular bus stops to bus shelters. This will seek to make the bus more attractive through the provision of shelter from the elements throughout the year.
2. At the most popular bus stops we will introduce real time information displays, integrated into the design of the bus stop. Providing live information for bus arrival times will help to increase confidence in services and drive patronage growth.

3. Upgrade unmarked bus stops to ensure they have a flag and pole and hard standing (as a minimum) or a raised kerb (where necessary). It is essential that there is a consistency in the look and feel of the bus stop infrastructure along the entire corridor and that bus users feel confident that once within the 'network', it will enable them to get around as they wish.

In terms of enhancing services, we will:

1. Provide financial support to significantly enhance the timetable to include more early morning, evening and weekend services.
2. The operator will provide upgraded vehicles to include refreshed livery, next stop announcements and new flooring, significantly enhancing the interior and

exterior of the existing buses (which are around 6 years old on this corridor). We will explore whether ZEBRA funding may be available to trial alternative zero emission fuel sources.

3. To improve reliability, we will ensure that traffic light priority is given to all late running bus services along the entire corridor to provide greater reliability for bus users. We will also explore extending the route to serve popular trip attractors on the outskirts of Scunthorpe to provide better access to retail and leisure opportunities. We will also look to introduce other priority measures where appropriate. In Lincoln, priority measures identified include: a traffic light priority trigger for buses joining Lindum Hill from Pottergate bus gate and the extension of the bus lane on the High Street amongst other options.

In terms of upgrading information, we will:

1. Ensure all bus stops and shelters along the corridor have double, triple or quadruple information displays.
2. Enhance all bus stop information to include the latest timetables and other information to promote the service to drive up patronage growth.
3. Promote widely the enhancements made to the service in Lincoln,



Gainsborough, and all locations along the corridor to encourage greater use of the service. We will use social media, Council media platforms as well as operator-own media platforms.

In the short term, we will not look to introduce fare or ticket promotions due to the national £2 flat fare scheme. While this will change to £2.50 in November 2023, we expect it to last for at least 12 months after that date, thus any fare promotions will be included within our 2024 BSIP.

How this project benefits bus users	How this overcomes Lincolnshire’s challenges	How this meets the needs of Bus Back Better
<ul style="list-style-type: none"> <li>✓ More frequent services</li> <li>✓ More reliable journeys</li> <li>✓ Services easier to understand</li> <li>✓ Greater confidence when buses will arrive</li> </ul>	<ul style="list-style-type: none"> <li>■ Increases patronage, making services more financially sustainable</li> <li>■ Increase in early morning and evening services – better access to jobs, education and leisure</li> <li>■ Reduces the average bus fleet age – younger buses = fewer emissions</li> <li>■ Consistent look and feel of bus stop infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>✓ Stabilises a core part of the InterConnect network</li> <li>✓ Provides intensive and improved services</li> <li>✓ Provides bus priority in the areas that need it</li> <li>✓ Services integrated with other bus services and rail services</li> <li>✓ Coherent and consistent bus information at bus stops</li> <li>✓ More modern buses</li> </ul>



# Rural Interchange Hub Demonstration Corridor

Lincolnshire has seen significant residential development, with many more planned across our county. Where these developments take place in our more rural villages, we find that our villages are growing away from the main bus stop(s) in the centre of the village. This is particularly noticeable in areas to the south of the county along the corridor between Bourne and Peterborough in villages such as Thurlby and Langtoft. The image below highlights the main A15 corridor running north to south, while the village of Thurlby is growing increasingly to the west of the main road and bus corridor.



To encourage bus use, either the bus can be made to come closer to the new residential developments – which costs time and resources as additional vehicles would be needed – or the new residential developments could be made to be more accessible to the local bus stop(s). Meeting the ‘1st and last mile’ challenge could make bus services more attractive to more people.

## What we will deliver

Through discussion with the Lincolnshire Enhanced Partnership, it has been agreed to trial rural interchange hubs in our growing villages along the A15 corridor between Bourne and Peterborough to enable people to access the bus stops. This will involve:

1. Feasibility studies to determine the most appropriate modal hub for the village. This could range from a simple Sheffield cycle stand to enable people to cycle to the local bus stop, to more secure cycle storage with CCTV cameras, to car parking near the bus stops to enable pocket park and ride systems to develop.
2. Design and construction of the hub(s) in and around Northorpe, Thurlby, Baston and Langtoft.
3. Within the design, we will look to develop the bus stop infrastructure to provide shelters instead of poles and flags at busier stops, and incorporate real-time information into the bus stop design to give greater user confidence and provide high-quality bus stop information.
4. Promote and raise awareness of the new infrastructure to encourage its use. This will involve targeted mail shots in the target villages, as well as wider social media promotion to ensure local residents are aware. The local bus operator (Delaine Buses) will also look to promote the infrastructure enhancements amongst its customers and across the local area.

How this project benefits bus users	How this overcomes Lincolnshire’s challenges	How this meets the needs of Bus Back Better
<ul style="list-style-type: none"><li>✓ Easier access to bus stops</li><li>✓ Greater confidence in using the bus</li></ul>	<ul style="list-style-type: none"><li>■ Increases patronage, making services more financially sustainable</li><li>■ Integrates new residential developments into the bus network</li></ul>	<ul style="list-style-type: none"><li>✓ Services integrated with new residential developments</li><li>✓ Coherent and consistent bus information at bus stops</li></ul>



# Upgrade of Bus Stop Infrastructure

While the three projects above will all include upgrading bus stop infrastructure in those specific areas, Lincolnshire County Council has carried out a thorough review of its bus stop infrastructure estate and identified a number of inconsistencies and deficiencies. A key part of this BSIP is therefore to upgrade bus stop infrastructure where it is required based on need.

## What we will deliver

In Lincolnshire, we have many bus stops that do not have hard standing. We have identified the 35 most used bus stops without this most basic of infrastructure and, where physically viable, install hard standing to enable bus users to board and alight buses more easily.

In areas of high footfall and bus use – as well as sufficient roadside space – we will upgrade bus stops to bus shelters to provide shelter from the elements. This

will provide a more prominent image of the bus network in areas of higher footfall and raise the profile of bus use, as well as making it easier to use the bus.

Where we introduce shelters, we will incorporate real time information to provide bus users with better and more reliable information. Alongside this, upgrading all bus stop information will be carried out to provide a consistent and high-quality approach across the county. This will include all timetables operating at that bus stop, in addition to further information about making connecting and onward journeys.

We have identified the following selected bus stops for upgrades to infrastructure, and will continue to identify further stops in discussion with the Enhanced Bus Partnership.

1. **Bus Stop A** – Lincoln Road, Skegness – introduction of hard standing on the southbound carriageway from current grass verge.
2. **Bus Stop B** – Station Road, Waddington – upgrade from a pole and flag to a bus shelter.
3. **Bus stop C** – Methodist Church, High Street, Lincoln – introduction of real-time information display.



### How this project benefits bus users

- ✓ Easier access to bus stops
- ✓ Greater confidence in using the bus

### How this overcomes Lincolnshire's challenges

- Increases patronage, making services more financially sustainable

### How this meets the needs of Bus Back Better

- ✓ Coherent and consistent bus information at bus stops

# Bus Service Support

COVID-19 continues to have a significant impact on bus patronage in Lincolnshire. Revenues have not recovered for bus operators as they would have hoped or expected, thus many of our services are becoming increasingly challenging to sustain for commercial operators. Lincolnshire already has an extensive network of supported bus services, often aligned with school services, however, we recognise that there is more support that can be given.

The County Council will look to provide additional support to local bus operators – where BSIP funding is available – to sustain services at 2023 levels where possible. Funding will be targeted at those services using the following supported service decision making matrix. This presents the Council's priorities for ensuring that all local residents have access to a local bus service first and foremost, followed by a prioritisation of the types of service required to maintain a robust network across the county.



However, the Council will continue to engage with operators on an individual basis – as it has for many years, and particularly during the COVID pandemic – and assess operator requests for support using the following principles:

- Ensure every resident has access to a local bus service 6 days a week
- Provide for essential journeys accessing education and employment opportunities
- Maintain a countywide network of frequent Inter Connect services, operating 6 days a week
- Maintain a network of Into Town networks operating 6 days a week
- Maintain a network of Call Connect services providing demand responsive services for residents
- Identification of best value local bus options based on demand and assessment of costs

## How this project benefits bus users and overcomes Lincolnshire's challenges

- ✓ Ensures stability in the bus network
- ✓ Greater confidence in using the bus

## How this meets the needs of Bus Back Better

- ✓ Stabilises the bus network





## Boston College Bus Driver Training Academy

All bus operators in Lincolnshire have identified a lack of qualified drivers as a significant challenge for their business and training and recruiting new drivers is carried out at a significant cost. This is a long-standing issue, and not just one that is being seen nationally at this moment in time. This BSIP identifies a long-term solution to these challenges.

In January 2021, the government announced a new White Paper – Skills for Jobs – which outlines the ambition of strengthened, purposeful links between employers and further education providers. By positioning employers from the transport industry at the heart of defining local skills needs, Boston College is well-placed to deliver on this promise for the benefit of Lincolnshire's transport infrastructure. The proposal in partnership with the County Council is to develop and provide a bespoke and holistic training

academy to meet the skills shortage in a variety of roles from driving and passenger assistance to maintenance incorporating electric and hybrid electric vehicle technologies. From September 2023, Boston College started training HGV and bus drivers, but has only produced a small number of bus drivers to date.

It is necessary to provide additional financial support to increase the number of students attending and successfully completing their PCV (Passenger Carrying Vehicle) licence. Additional funding shall be spent on promotion and recruitment of more suitable students, as well as supporting the College to continue to provide the course in the medium term to train more bus drivers.

We will also work with the College to develop courses such as mechanical and digital maintenance to passenger



assistance, not only providing core elements of compliance but crucially, an enhanced offer to ensure that Lincolnshire's operatives are considered the 'best in class' for passenger safety, service and support.

As an example, the driver training programme will commence with a 'Ready to Roll' course designed to determine an applicant's appropriateness for the job and their 'drive to drive' using an intensive 'sector skills work academy' approach. This will test a candidate not only on their driving abilities but also their individual aptitude for the role in terms of responses to professionalism and personal performance. The academy will also offer bespoke commercial training, apprenticeships for drivers and maintenance crew and short courses aimed at passenger support assistants.

By harnessing the strong synergies between existing courses and those that could meet the needs of the bus services in Lincolnshire, the partnership proposal will provide our workforce, including young people, with relevant and much-needed skills alongside a rich source of workplace opportunities during or once their courses are complete. In addition, it provides our bus operators with a pool of potential drivers, passenger assistants and other qualified roles within the local bus industry thereby reducing disruptions to service and providing a consistently first-class offer to all customers.

The unwavering training standard for staff emerging from the academy will be a critical factor in achieving a key outcome of the bid – to encourage consumers to return to and use public transport through meeting exacting expectations of service.

### How this project benefits bus users

- ✓ Operators will have drivers to maintain or expand existing bus network

### How this overcomes Lincolnshire's challenges

- Increased pool of drivers for operators to employ
- Enables scope to increase service provision

### How this meets the needs of Bus Back Better

- ✓ Stabilises the bus network
- ✓ More socially necessary bus services



## Section 5

# Reporting

Each project/workstream will have its own implementation plan, with a designated project lead to coordinate and oversee progress. The Lincolnshire Enhanced Partnership Board meets on a quarterly basis, monitors progress and takes responsibility for the development and agreement of schemes that will be part of the EP Plan.

Lincolnshire County Council's BSIP officer will be responsible for overall monitoring, collection and collation of data, to assess progress with expected outputs/outcomes and towards targets. Progress and performance towards targets to be reported in a performance report published every 6 months.

The Lincolnshire Enhanced Partnership Board will be responsible for updating the BSIP on an annual basis as the Board learns from the delivery of different schemes and the impact of those.

[The 6-monthly performance reports will be published on Lincolnshire County Council's website.](#)

### Overview Table

Name of authority or authorities	Lincolnshire County Council
Franchising or Enhanced Partnership	Enhanced Partnership
Date of re-publication	31 October 2023
Date of next annual update	29 October 2024
Published report	<a href="#">View the published report</a>



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