Brighton & Hove Today

- 270,000+ residents
- Conference city
- 2 Universities
- 11km sea front
- 11 million visitors
Transport Challenges

- Historic Network
- Mobility & access
- Social inclusion
- Enabling economic development
- Congestion
- Air quality
- Parking
- Limited L.A resources
Performance

• 3000 buses a day use city centre bus lanes (4000 in North Street)
• 14% of residents travel to work by bus
• Bus patronage – 46.5m journeys in 2014 – doubled in the last 20 years. 50% increase in the last 10 years
• 20km of Bus lane in the City
• High levels of bus satisfaction, currently 92%
• NTA Transport Authority of the Year in 2016 (three times winner – 2004, 2010, 2016)
Evolution of Bus Strategy

- Mid 90’s – B&HCC puts bus network work improvements central to transport policy
- Bus Partnership with main operator Brighton & Hove Bus & Coach Company (B&HBCC)
- Strategic bus corridors identified for improvement – Western Rd, A270 South, A23, A259, A270 north, Edward Street
- Real Time Passenger Information identified as a key component to increasing bus patronage
- 2015 Re-launch of Quality Bus Partnership – all main operators – Go-Ahead, Stagecoach, Big Lemon, Compass
Quality Bus Partnership

This has created a platform for:

• Co-operation
• Innovation
• Buoyant patronage

Shared initiatives:

• Joint bids to DfT & EU – Clean Bus Fund, LSTF, BBA, CiViTaS – Smart Ticketing, Multi Operator Ticketing
• Joint Marketing and Promotion
Partnership working is the key

Both Local Authority and Bus Operators seek common outcome and joint working –

- Lewes Rd Bus Corridor – LSTF project (DfT match Funded)
- Better Bus Area – Edward Street Project (DfT match funded)
- Ticketing – Smart and Multi Operator – (DfT and EU funded)
- Bus based LEZ in City Centre – Euro 5 standards from Jan 2015, target 2019, (currently ahead of schedule due to complete in 2018) - Green Bus fund – DfT contribution.
- City Wide 20 mph – close working with all operators to ensure minimal impact on Journey times
- Breeze up to the Downs - Brighton and Hove Buses, the National Trust and the South Downs National Park to South Downs
The Council’s Five Ingredients

- Bus priority of road space
- Improved passenger waiting areas
- Real time information displays
- ITS – Intelligent Transport System
- Bus Lane and traffic regulation enforcement
Bus Companies Five Ingredients

- Improved service frequencies
- Value for money fares and tickets
- Investment in new buses
- Enthusiastic staff
- Effective Marketing
Supported Bus Network

• BHCC supports approximately 3% of the bus network

• Supported by Operators – BHBCC, Compass and Big Lemon

• Compliments the commercial network

• Serves outlying deprived areas of the city

• All three operators are signed up to multi-operator ticketing managed by B&HCC
Smart ticketing

- Smart Ticketing Project – Pump Prime funding by Civitas EU project 2010 – enabled Smart Ticketing

- Phase 1 = BHCC worked extensively with DfT bus infrastructure team and the bus providers to extend the existing smart ticketing system operated by BHBCC to include all subsidised routes by other operators

- 80% of all fare transactions on the network are now cashless

- Further work is being carried out to extend this further to include all other commercial routes and operators in the city to ensure complete Phase 2 providing coverage throughout the network
Accessibility

- BHCC were one of the first to install accessible kerbs at bus stops in 1988
- BHCC is a proud partner in the ‘Helping Hands’ scheme
- Bus operators have an extensive driver trainer programme that focuses on driver awareness of the needs of individual bus users
- BHCC facilitates a regular accessible bus stop working group to identify and resolve issues
Infrastructure and Innovation

Lewes Road Corridor Improvement (£4.5m from DfT)

- Arterial Dual Carriageway - Replaced traffic lanes with bus lanes – 3.5km
- Installation of first floating bus stops in UK
- Now being adopted by other LA’s
- 6% increase in bus patronage throughout (4% increase across the City)
Infrastructure improvements

Real Time Passenger Information

- BHCC in partnership with Bus Companies and ESCC upgraded signs to more reliable GPRS system.

- All RTPI signs equipped with text to speech facilities for blind and partially sighted.

- GPRS system, has substantially reduced cost and is less prone to failure.
So what’s next??

- Continue Bus Priority
- City Centre Regeneration
- Next Generation of Real Time
- Multi-operator Ticketing Phase 2
- ITS Phase 2
- Improving Bus Lane enforcement
- Red Routes
- Bus Services Bill – Enhanced Partnership working,
Bus Services Bill – Options for B&HCC

- Keep existing informal quality partnership
- Franchising?
- Devolution
- Enhanced Partnerships/Advanced Quality Partnership
- Improved Open Data & Ticketing