

# Nottingham Bus Strategy

2020 - 2025



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Nottingham  
**MOVING** 



**Nottingham**  
City Council

# Contents

**3 Introduction**

**6 The vital role of buses in Nottingham**

**8 Our performance**

**10 Our vision**

**12 Key challenges moving forward**

**18 Delivering our plan**

**24 Relising our key objectives**

**25 Conclusion**



# Introduction

**Nottingham has the largest economy in the East Midlands and as one of the UK's Core Cities is a key driver of national prosperity. Nottingham is also a modern European city with a well-recognised international brand from Robin Hood to Raleigh Bikes, which has been built on the city's historical and industrial heritage.**

Today, Nottingham has a reputation for being at the cutting edge of scientific innovation, thanks to the presence of two world-class universities and our emerging expertise in areas such as life-science. The city is also known for its vibrant cultural scene, world class sporting venues and growing creative and digital economy.

For over 15 years Nottingham has been working towards providing a low emission, high quality, integrated, attractive and affordable public transport system. The successful public transport network now carries 83 million passengers a year across Greater Nottingham and 62 million in the city of Nottingham itself (Nottingham City Council, 2019). Since 2003 the number of passengers has increased significantly and unlike many other UK cities growth in bus use has been delivered, reflecting the high standards of quality and high levels of passenger satisfaction. Nottingham's tram network has also been heralded as the most successful light rail project in the country, carrying 21 million on 3 routes. This is of course set in the context of a limited suburban heavy rail network within the Greater Nottingham area, but is still a significant achievement.

Over £250 million is being invested in the regeneration of Nottingham's Southern Gateway in and around

Nottingham Station – including redevelopment of Broadmarsh shopping Centre, a new Nottingham College and regional headquarters for Her Majesty's Revenue and Customs. The Transforming Cities Fund with its focus on improving urban connectivity through better Public Transport, Cycling and Walking infrastructure will support better journeys through Nottingham and across the Derby – Nottingham Metro area. Activity underway supported by the Transforming Cities Fund to support the delivery of the Derby – Nottingham Metro Strategy includes:

- Modernisation of public transport information systems - better disruption updates, more accurate bus arrival information and realtime feeds available via Google Maps.
- Traffic light priority for buses across the region.
- Further Development of Robin Hood Smart Ticketing and Contactless Payment.
- A new Thane Road bus lane connecting the Boots Enterprise Zone and extension of Daleside Road bus priority through Colwick
- Improved bus priority along Nottingham's northern growth corridor.
- Development of Demand Responsive Transport on the Urban fringe to complement the core public transport network.

Activity underway supported by other central government funds including the Clean Bus Technology Fund, National Productivity Fund, and Ultra Low Emission Bus Funds includes:

- Delivery of Contactless Payment on Bus and Tram services.
- Roll-out of Low and Ultra Low Emission Buses and supporting charging and fuelling infrastructure.
- Exhaust Retrofit of existing diesel buses to Euro VI making them 90% cleaner.

# Introduction

This significant investment in public transport infrastructure is being implemented to help improve Nottingham's economic vibrancy, health, wellbeing and quality of life by improving the efficiency and accessibility of our integrated transport network for residents across the Derby – Nottingham metro area. Improved connectivity by bus, tram, rail and road will complement better walking and cycling links helping to move people and goods to jobs and services and the new opportunities presented by the key growth areas across the city region including:

- HS2 Growth Hub and Science Park
- East Midlands Gateway and Strategic Rail Freight Interchange
- East Midlands Airport
- Derby and Nottingham City Centres

Continuing to develop Nottingham as a national exemplar for integrated sustainable transport aligns with key strategies covering economic growth, climate change, health, safety and quality of life. The main strategies are:

- Nottingham Growth Plan
- Local Transport Plan
- Local Air Quality Plan
- Housing Strategy
- Local Plan (Planning and Development)
- Derby – Nottingham Metro Strategy
- Nottingham Street Design Guide

## Nottingham Southside regeneration



# The vital role of buses in Nottingham

## Buses in Nottingham enable many residents to access key facilities in an affordable and sustainable way.

56% of Nottingham's households have no access to a car (2011 census). Whilst the tram network doubled in capacity following the opening of NET line 2 in 2015, it still remains limited, as does the suburban rail network. This makes bus travel the predominant form of public transport – accounting for around 78% of the 83m pa public transport trips made in Greater Nottingham in 18/19. This makes bus travel a key driver for social equality opening up as it does opportunities to education and employment for our residents.

The bus extends the travel horizons for many in the city. It is the only way of reaching employment and educational opportunities, together with vital health and shopping facilities for many of our residents. Buses sustain local communities, make them safer and give life to district centres. They also link areas of housing to areas of regeneration, facilitating sustainable economic development and have an increasingly key role to play in addressing Nottingham's air quality and congestion challenges. They will be critical in delivering Nottingham's Carbon reduction targets and ambition to become the UK's first carbon neutral city by 2028.

Over the Greater Nottingham conurbation, bus travel accounts for around 34% of all trips made, far higher than other comparable cities in the UK, helping to constrain the impact of congestion. This is particularly the case in the City Centre and at key hotspots along the Ring Road and around our hospitals and universities. Public Transport mode share in the central core (inner traffic cordon) has risen to 40% in recent years during peak periods, far outstripping performance in many

comparator cities. (Nottingham City Council, 2018)

Bus services outside of London are deregulated. Any operator can register to run any commercial service at any fare level as long as they have the appropriate licence, keeping all revenues. This includes Nottingham City Transport which although majority owned by the Council operates completely at arms length – a requirement of the 1985 Transport Act.

All operators need to be Public Service Vehicle (PSV) licensed by the Driver Standards and Vehicles Agency (DVSA). All services need to registered with the Department for Transport's Traffic Commission. This organisation ensures that the buses meet national standards and that the service registered meets given targets on reliability and punctuality.

Council's have a duty to examine any accessibility gaps in the commercially provided network and seek resources to fill them via contracted tendered services. This could be either in the short term until they become commercially viable and attractive to commercial bus operators or for the long term if costs and patronage are such that they remain unprofitable.

Around 97% of Nottingham's current bus network is operated by commercial services, with Nottingham City Transport having a market share in the city of 85%, trentbarton the key inter urban operator and others including Stagecoach, Marshalls, CT4N and Centrebus operate the remaining 15% of commercial bus services.

The remaining 3% of the network is run under tendered contracts, with financial support, service specification and fares determined by the City Council. These

# The vital role of buses in Nottingham

services have a generic Linkbus brand and are designed to fully integrate with the rest of the network. They 'fill in the gaps' left by commercial bus operators either on a long term basis or in the short term on a pump-priming basis pending them becoming commercially viable.

The Linkbus network takes around 3m passengers a year and includes:

- **Medilink**: park and ride from Queens Dr and Wilkinson St to both hospitals and University Park
- **Locallinks**: a series of local connections to the district centres and the City Centre.
- **Worklink**: connecting peak services from the City Centre to employment zones.

The Nottingham Express Transit Line is also commercially run from Hucknall to Toton and Clifton to Phoenix Park as part of a PFI contract between the council and the operator. De-regulation means that buses and trams are able to compete for passengers on the same routes.



# Our performance

## Review of our previous bus strategy

The structure of this bus strategy is informed by the performance of the previous strategy implemented in 2014-19. The growth and development of the bus network that has been the hallmark of the system for the past 15 years has been maintained. This conclusion is borne out by a review of performance against the outcomes and outputs identified in the previous five year plan. Each individual outcome and output has been RAG rated in the table below to demonstrate progress or otherwise against the key performance indicators from the 2014-19 bus strategy.

(**Red**=Not Delivered, **Amber**=Partially Delivered, **Green**=Delivered).

**Table 1. 2014 -19 Bus Strategy Outcome Performance**

Output	Delivery RAG	Notes
1. Fully integrated electronic information system – all main bus, tram and rail routes across whole conurbation.	Green	
2. Displays at every alighting stop and bus station across the conurbation. Realtime availability on a single all-operator App and electronic journey planner. Integrated bus/tram/train displays at key interchange points	Green	
3. High quality waiting infrastructure completed at all bus stations, bus stops and interchanges to a given standard across whole of the City.	Green	
4. Completion of the bus lane camera enforcement system to cover over 25kms of bus lanes and all priority hotspots.	Amber	Good coverage but gaps to the East of the city and elsewhere will be plugged as part of the TCF programme.
5. Bus priority to the Eastside, Broadmarsh and Train station areas.	Green	
6. Re-introduction of several core cross-city bus services	Red	Commercial operators have no desire to introduce cross-city bus services. This position may change following infrastructure / priority improvements proposed as part of the Transforming Cities Programme

# Our performance

## Review of our previous bus strategy

Output	Delivery RAG	Notes
7. Connectivity of bus services from the north/west/east of Nottingham to the Broadmarsh and Station area.	Orange	City Loop services from North, West and East are in place but a wider range required to deliver good connectivity with the Broadmarsh area. The number will increase following a reconfiguration of the network once the regeneration of Broadmarsh completes.
8. Greater bus access to the growing eastside area of the City Centre.	Green	
9. Full demonstration Southern Growth Corridor bus scheme along Daleside Rd and Queens Dr implemented.	Orange	Delivery of Thane Road Bus lane and extension to the Daleside Road bus corridor through Transforming Cities programme will complete this corridor.
10. Fully electric Linkbus fleet	Green	58 electric buses, last 5 diesel buses to be withdrawn

Mirroring the progress against the outcome targets, performance against individual outputs has on the whole been very good with the majority delivered throughout the duration of the 14-19 strategy. The one output not delivered, reintroduction of cross city bus services on core routes, is particularly challenging given it is dependent on commercial operators reshaping their route provision. A move that they would likely only have the confidence to make if they were assured that reliability and punctuality of cross city routes could be maintained. These routes in the past have historically been far less reliable than the current hub and spoke bus network model. Following initiatives such as the Turning Point scheme, bus priority has been extended across the central area but at same time more buses are funnelled through fewer “open” central streets. Reintroduction of cross city routes will continue to be an aspiration in the 2020-25 plan, given that bus priority measures set to be introduced through the duration of this plan have the potential to significantly reduce bus movements in the city centre and reduce the peak vehicle requirement. Improving the efficiency of bus operations and reducing the number of terminating and circulating buses in the city centre.

The remaining partially delivered outputs will be completed as part of the Transforming Cities Programme (TCP) or in the tandem with the regeneration of the Broadmarsh area and will be incorporated in the 2020-25 plan.

# Our vision for Nottingham's Bus Network

The Council's overall transport policies are laid out in the Local Transport Plan 2011 – 2026 and stress the key role of buses in addressing the Council's core objectives of:

- supporting economic development and regeneration
- supporting safe and sustainable communities
- tackling climate change and improving air quality

These objectives are consistent with the Council's Growth Plan for Nottingham and are echoed at a regional level by the Local Enterprise Partnership across Nottinghamshire and Derbyshire. They also align with the city's ambition to achieve carbon neutrality by 2028. This Bus strategy also dovetails with the city's Public Transport Vision which identifies 5 key outcomes:

- **Accessible** – Easy and simple to use and as attractive as travelling by car, helping to reduce congestion
- **Interchange** – seamless connections between all modes of travel
- **Fair** – fair pricing, affordable for all
- **Smart** – 21st century technology used to provide live information and contactless payment
- **Clean** – Supporting operators to switch to low emission vehicles to improve air quality for all our citizens, well in advance of the government's ban on the sale of new petrol and diesel cars from 2040.

To deliver these objectives, this Bus Strategy sets out a simple vision :

**As part of Healthy Streets approach that prioritises active travel and Public Transport. Buses will play a central role in providing a simple, clean, affordable and integrated public transport system in Nottingham and across the (Derby-Nottingham) metro area.**

Research clearly shows that to be well used and viable bus services must be reliable and punctual, quick, fully integrated, high quality, affordable, easy to understand, accessible, comprehensive and safe.

Delivery of high quality bus services has historically been achieved through a strong partnership between the bus operators and the City Council with clearly defined roles and responsibilities.

As defined by the city's bus partnership scheme. Bus operators are responsible for the operation of reliable, punctual, safe, accessible high quality commercial services, promoted in a clear legible manner.

The City Council's current role, as defined by the various Transport, Traffic Management and Bus Services Acts, is to:

- Ensure the highway network prioritises bus travel, making it quicker and reliable for the services registered. This includes reducing the impact of roadworks and events, enforcing illegal parking and traffic movements which impact on bus operation.
- Provide waiting facilities at stops, interchanges and bus stations that are high quality, safe and fully accessible.
- Ensure ticketing is integrated across all operators, is comprehensive and accessible.
- Provide printed and electronic information, integrated across all operators - bus, tram, rail and park and ride
- Subsidise fares to key priority groups – the elderly, disabled, school children, Apprentices, low income college students and work seekers.
- Ensure gaps in accessibility to key services are 'plugged' by the provision of subsidised contracted services and where viable or required our residents are within 400m of a bus service

# Our vision for Nottingham's Bus Network

In recent years, due to the global climate crisis and local air quality challenge. The city council has also taken a leading role in supporting local bus operators to access grant funding to support the decarbonisation of their fleet and deliver significant reductions in Nitrous Oxide and Particulate Matter emissions.

The remainder of this document sets out how the City Council intends to achieve its vision for bus set over the next 5 years in partnership with commercial bus operators by setting out a range of key outputs and targets. That will address the challenges of today and tomorrow and are deliverable through funding provided by the Transforming Cities fund and core Public Transport revenue budgets.



ABOVE: buses being retrofitted with clean exhaust technology BELOW: Biogas bus on the 44 route



# Key challenges moving forward

## Maintaining Infrastructure Investment and Network Performance

Over the past 10 years Nottingham has gained a reputation for delivering excellent bus services within a strong award winning partnership framework:

- Bus/tram patronage : rise from 76m pa to 83m pa
- Highest levels of satisfaction in the UK with bus services, public transport information, frequency and reliability (National Highways and Transport Survey 2018)

There have been considerable improvements in the overall quality and provision of all aspects of bus travel:

- All core commercial and contracted buses now low floor, with a Euro VI emission standard from January 2020 and an average fleet age of less than 6 years old.
- Over 25kms of bus lanes, fully enforced via CCTV
- Real time information on all main bus services and at 1500 bus stops.
- Smartcard use on all mainline buses/tram and the introduction of well used multi-operator Robin Hood ticketing scheme.
- High quality waiting facilities.
- Fully integrated printed and electronic journey planning systems in place across the conurbation and available online and through mobile phone apps.
- Introduction of a fleet of fully electric buses by the council, the largest fleet of Biomethane Double Deckers in the world by Nottingham City Transport and a number of high specification Euro VI diesel buses by trentbarton and other local operators, along with a significant Euro VI diesel retrofit programme.

Over the next 5 years Nottingham City Council intends to continue to develop and support innovation in the development and maintenance of bus and wider public transport infrastructure. Security of funding for this investment is assured through the Transforming Cities programme.

Significant revenue reductions to core public transport budgets are likely to continue to be required but will have to be managed and budgeted for on an annual basis, due to the uncertain financial climate created by Brexit, Local Government Austerity and continued pressure on adult health and social care budgets.

Significant changes to public transport delivery arrangements were made during the lifetime of the previous bus strategy. The Council's expenditure in the following discretionary areas will continue to be reviewed and efficiencies sought:

- Linkbus tendered services
- Easylink dial-a-ride service
- Discounted and Concessional Travel Schemes (companion travel, morning peak travel for disabled residents, college, school, workseekers and apprentices).
- Free companion travel
- The city-wide real time information system at 1500 bus stops and bus stations
- Over 1500 fully maintained and lit rented bus shelters across the City
- The Bus Quality Partnership Scheme
- Bus lane CCTV enforcement system
- The administration and development of the Robin Hood ticketing scheme
- Provision of public transport information sources including, Robin Hood Website and App, travel centres, mapping and timetables.

# Key challenges moving forward

There is a risk that reductions in these areas could have a significant impact on the quality of local public transport offer and impact on the level of revenue contribution made by bus operators to support the bus infrastructure locally. Areas that could be significantly impacted include:

- Transport links and connectivity to regeneration sites
- Improving the sustainability and safety of local communities
- Improving access to vital facilities in an affordable way

The continued reduction in core local capital budgets available for areas which reduce the operational costs of bus travel and make it more accessible and safe to use will be mitigated on the whole though investment as part of the Transforming Cities Programme in:

- bus priority schemes
- bus lane enforcement cameras
- smart ticketing and payment systems
- real time information systems
- accessible bus stops
- waiting infrastructure

Historically, expenditure in the above areas has been prioritised through both core local and central government capital funds, greatly increasing the viability of commercially operated services. Today, the City Council is heavily reliant on bidding for external funding opportunities for large scale priority schemes. The authority has a strong track record in this area as evidenced by the £10.5m capital funding secured for Low and Ultra Low emission bus and Contactless Payment across the public transport network over the period

2016 - 2018. But bidding on behalf of the city-region through the Derby – Nottingham metro partnership, will further increase in importance as competition against combined authorities and mayoral areas for dwindling capital funds escalates.

Strong links with Midlands Connect particularly in the area of smart ticketing and contactless payment will support continued capital investment in ticketing alongside the D2N2 LEP which provides a further avenue to bring forward public transport capital investment across the region.

The option to reallocate Workplace Parking Levy funding currently assigned to electric bus replacement to support Public Transport Revenue budgets and wider network infrastructure including Realtime information, Robin Hood Smart Ticketing, Nottingham Contactless and Link Bus contract costs will also be explored across the duration of this plan.



# Key challenges moving forward

## Maintaining Affordable Fares Across Bus and Tram

Current trends demonstrate that commercially set fares continue to increase substantially above inflation. This is in line with increased operating costs and the requirement to invest in new technology to meet more stringent environmental standards and to meet passenger expectations around payment options and information. But it should be noted that fares in Nottingham are competitively priced and are amongst the lowest in the UK when compared with other major cities. Child fares have been extended to under 19s. Day ticket prices and the premium on multi-operator fares are amongst the lowest in the UK as evidenced by the table below:

**Table 1. Cost Premium on Cash Multi Operator Ticketing by Public Transport Executive Area. Source: Urban Transport Group, June 2019**

Public Transport Executive Area	Standard Adult	Standard Adult	Standard Adult	Standard Adult	Overall Level of PTE Premium		Public Transport Executive Area	Standard Adult	Standard Adult	Standard Adult	Standard Adult	Overall Level of PTE Premium
	1 Day £	1 Week £	4 Week £	52 Week £	%			1 Day £	1 Week £	4 Week £	52 Week £	%
TRWM	£4.50 £4.20	£17.90 £16.00	£63.90 £45.00	£732.00 -			Nexus	£6.70 £4.20 £4.70 £4.70	£30.00 £17.00 £18.60 £22.40	£94.00 £65.50 £68.00 £76.00	- £770.50 £652.00 £668.00	
Multi operator tickets	£4.70 4.4% £8.80 95.6%	£19.40 8.4% £31.00 73.2%	£69.40 8.6% £110.00 72.1%	£795.00 8.6% £1,145.00 56.4%	7.5% 74.3%		Multi operator tickets	£7.80 85.7%	£29.90 75.9%	£104.50 59.5%	£1,150.00 76.4%	74.4%
TfGM	£4.60 £5.00 £4.80	£ 16.00 £ 17.00 £ 16.00	£ 54.00 £ 58.00 £ 60.00	£ 540.00 £ 648.00 £ 595.00			SPT	£6.10 £4.50	£21.00 £18.50	£64.50 £61.70	-	
Multi operator tickets	£5.80 26.1% -	£19.00 18.8% £40.00	£68.00 17.2% £122.00	n/a - £1,225.00	20.7% 116.5%		Multi operator tickets	- -	£26.80 27.6%	£96.50 49.6%	£1,045.00 -	38.6%
Merseytravel	£4.50 £4.40 £4.40	£16.00 £14.00 £16.00	£54.50 £49.99 -	£545.00 -			SYPTE	£5.00 £6.00	£20.00 £19.00	£76.00 £74.00	£814.00 -	
Multi operator tickets	£4.80 9.1% -	£19.20 20.0% £24.00	£64.70 18.7% £85.30	£668.00 22.6% £853.00	20.4% 54.3%		Multi operator tickets	£8.60 £6.80 72.00%	£29.70 £23.50 48.50%	£111.40 £88.20 46.58%	£1,281.10 -	56.1%
WYCA	£5.00 £4.90 £4.90	£19.00 £21.00 £23.50	£72.00 £74.50 £75.00	£675.00 £852.00 -			NOTTINGHAM	£4.20	£18.00	£58.00	£570.00	
Multi operator tickets	£5.50 12.2% £8.70 77.6%	£24.00 2.1% £43.70 86.0%	£90.00 20.0% £165.20 120.3%	£910.00 34.8% £1,716.10 154.2%	17.3% 109.5%		Multi operator tickets	£5.00 19.05% -	20 41.38%	£82 7.37%	£612 22.60%	
Nexus	£6.70 £4.20 £4.70 £4.70	£30.00 £17.00 £18.60 £22.40	£94.00 £65.50 £68.00 £668.00	- £770.50 £652.00 £668.00			Bristol	£4.00	£17.00	£66.00	£650.00	
Multi operator tickets	£7.80 85.7%	£29.90 75.9%	£104.50 59.5%	£1,150.00 76.4%	74.4%		Multi operator tickets	£5.00 25.00%	20 17.65%	- -	- -	21.32%
							Southampton	£6.50 £6.00	£23 £18	£80 £62	£600 £495	
							Multi operator tickets	£8 23.08%	£30 30.43%	100 -	- -	26.76%
							Leicester	£4.00 £4.20 £4.50	£16.50 £16.00 £16.50	£52.50 £56.00 £62.00	£550 £560 -	
							Multi operator tickets	£5.20 30.00%	£20.00 21.21%	- -	- -	25.61%

# Key challenges moving forward

Despite their relatively low level in Nottingham, bus fares remain particularly difficult to afford for those:

- unable to afford the upfront cost of commercially discounted season tickets
- needing to interchange between transport operators to access key facilities.
- those who are unemployed and seeking employment or work experience/training opportunities.

It is predicted that this situation will worsen considerably over the next 5 years due to:

- the reduction in local government funds available to subsidise key groups of residents
- increases in fuel, pension and insurance costs
- reduction in demand for shopping in the City Centre
- Higher concentration of city centre living
- lower spending power of city residents and students

At the time of writing, there is currently a premium of 14% for interchange between different bus and tram operators on smart platforms and 19% for cash transactions. Over 70% of employment, education and health facilities are only accessible via interchange, although many of these trips can be completed on single operator tickets. For those who are required to interchange between operators, this premium represents a severe financial penalty, especially for those low income households reliant on public transport. The premium also increases the cost to the City Council of providing concessionary travel and would impact on the scope of the delivery of any future Apprentice travel scheme.

Short Hop fares and improving access to them remains an important priority for the city.

## Concessionary Fare Expenditure

The City Council has a statutory duty to locally administer and fund the national concessionary fares bus scheme for the elderly and disabled. As well as administering the application process, this includes reimbursing all operators for each free trip provided.

Reimbursement to operators is based on numbers of trips made, the commercial fare foregone and the cost of service provision. The Council has to pay for all trips that start within its boundaries, regardless of pass holder residence. So a resident from Arnold travelling to the Queens Medical Centre and changing in the City Centre will have three of his four trips paid for by the City Council.

All councils are funded for this function via the general Revenue Support Grant mechanism of central government finance. The amount of RSG allocated to a Council is based on a formula containing factors (such as population and deprivation) which are closely related to the propensity to make concessionary travel in a given area. It is not based on actual expenditure.

Nottingham has long argued this formulaic approach does not reflect the unique set of factors in Nottingham which make concessionary travel costs unusually high:

- Very tight boundaries, leading to many regular non-resident trips starting in the City area.
- No cross-city services, with all long distance journeys requiring interchange in the City Centre. This leads to significant non-resident travel starting within the City area and a higher number of trips to reimburse at an average fare level with the council effectively paying twice.

# Key challenges moving forward

- Exceptionally dense, accessible network, leading to higher than average trip rates.
- Integrated tram system. No national funding is received for discounted ticketing on the tram. However, the tram replaces buses in many areas, and is designed to be fully integrated into the bus network. This is paid as a discretionary scheme and funded locally.

As a result it is estimated that the City Council receive less than 75% national funding and that over £3m pa local funds are required to pay for this statutory scheme.

## Bus Journey Times and City Centre developments

Despite the recent investments and improvements to bus operation, statistical analysis of local timetables shows that bus journey times during the AM peak are longer than they were 20 years ago, rising from an average of 31 mins in 1999 to 36 mins in 2019.

Analysis shows that the majority of time is ‘lost’ at pinchpoints across the suburban area. Problems within the City Centre have on the whole been resolved by the slotbooking system implemented as part of the Advanced Quality Partnership Scheme.

The focus on regeneration means that there is pressure on several areas of the City Centre to be pedestrianised or have their bus presence substantially limited. In order to improve the walkability and liveability of the city centre, and in some cases make development sites more attractive to prospective investors in the Carrington St, Milton St, Parliament St, Fletcher Gate/ Lace Market and the Broadmarsh areas. This has the potential to create and worsen existing bottlenecks

such as Upper Parliament Street.

The differing priorities around good public transport accessibility and urban planning, lead to uncertainties which make it extremely difficult to physically plan for the provision of bus travel within future developments and highway changes within the City Centre.

## Deeper Integration of ticketing, information and bus services

Nottingham’s public transport network is served by two major urban operators Nottingham City Transport and Nottingham Express Transit and one major inter urban operator trentbarton. CT4N operate a small number of contracted services on the behalf of the council which plug gaps in the commercial network along with a small number of commercial services, some of which had previously been withdrawn from the council’s suite of contracted services. A number of other operators provide a small array of services into Nottingham including Marshalls, Centrebus and Stagecoach

Bus deregulation and commercial competition means that there is some tension between the council as the local transport authority and public transport operators, given the sometimes divergent objectives in terms of ensuring physical integration at interchange points and integration of smartcard ticketing and information systems. Operators are understandably more focussed on competing and gaining market share than on facilitating through-travel and growing an integrated market.

# Key challenges moving forward

This leads to a confusing array of ticketing and promotional offers. Which can make it difficult for potential users to access the network on offer and access the best value fares. Examples include:

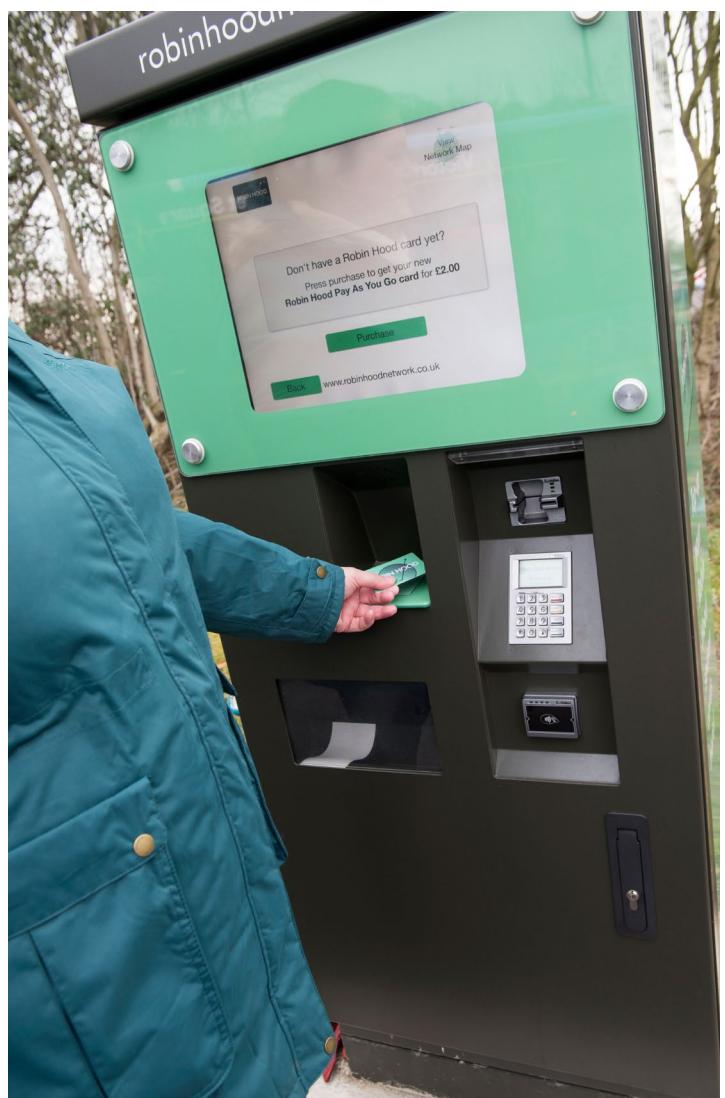
- different fares for interchange between different operators – often for similar journeys or similar distances.
- a large array of different pre-paid travel, including seasons, carnets, electronic purses with different operator combinations
- Multiple travel centres, each offering different ticketing and information combinations
- Multiple different smartcard systems and retail network, each offering only partial ticketing solutions.

Limited physical works have been planned and delivered to promote good bus/tram interchange in the city centre, district centres and other key points with the exception of Beeston Bus Station.

- Limited integration with bus routes at tram P&R sites.
- No integration of Bulwell bus station with the tram project
- -No physical integration with Victoria bus station

The tram system has been successfully extended to the south and west of the City Centre competing directly with sections of 10 commercially successful existing bus routes and 1 contracted service. The network concession continues to be operated by a consortium which does not include the City's largest bus operator Nottingham City Transport but does include the City's largest inter-urban operator trentbarton as a minor shareholder.

The bus network in and around Clifton has been realigned following a review undertaken in response to the delivery of tram connectivity to the estate via NET line 2. This has maintained good bus coverage in and around the estate, complementing the tram network. A small amount of local authority funding has also been allocated to support marginal services in the area which became unsustainable, but were still required to serve outlying neighbourhoods following the introduction of the tram. There has been limited adjustment to bus network elsewhere in relation to the expansion of tram, with some smaller scale changes taking place to west of the city as part of a market adjustment to the system.



# Delivering our Plan

The above challenges and performance against the previous plan, will shape the infrastructure projects brought forward as part of Transforming Cities programme and the wider bus strategies and policy objectives which will be delivered during the life of this plan. This approach will support the council's longstanding objectives of supporting economic development, sustainable communities, climate change mitigation and air quality improvements by delivering an increasingly simple, affordable, efficient, reliable and comprehensive public transport network over the next 5 years.

Despite the significant cuts imposed on Nottingham by the government. The city has continued to use revenue and capital funds to improve accessibility and service viability, whilst simultaneously reducing the carbon footprint of bus services directly and the wider transport ecosystem more broadly. The Transforming Cities Fund provides a timely injection of capital which has prevented the inevitable mothballing of capital projects that are needed to continue the development of the bus network in Nottingham, and wider public transport integration work in the realms of smart ticketing and public transport information which all support economic growth. Whilst funding is now in place to deliver capital works, it is also critical that discretionary expenditure is also maintained in

key areas where possible and where fiscally prudent in order to maintain Nottingham's international and national reputation for its world class public transport system.

As well as having a severe impact on the wellbeing of many residents, severe reductions in public transport infrastructure investment would drive up the fares of commercial bus services as operators have to spend more to maintain current levels of service and reliability. The resources required to re-start these projects at a later stage are prohibitively expensive. Without continued public sector investment in infrastructure and policy interventions. Commercial bus services will continue to compete aggressively and there will be a downward spiral in quality of services and less impetus to drive network integration. Bus services would also be marginalised in the City Centre and elsewhere and not be planned into urban developments – further affecting their commercial viability and impacting negatively on passengers and sustainable economic growth.

Below is a range of work packages which will be undertaken by the City Council over the next 5 years in partnership with key stakeholders. These work packages will enable the council to continue to meet its statutory responsibilities and further develop our high quality public transport network.



# Delivering our Plan

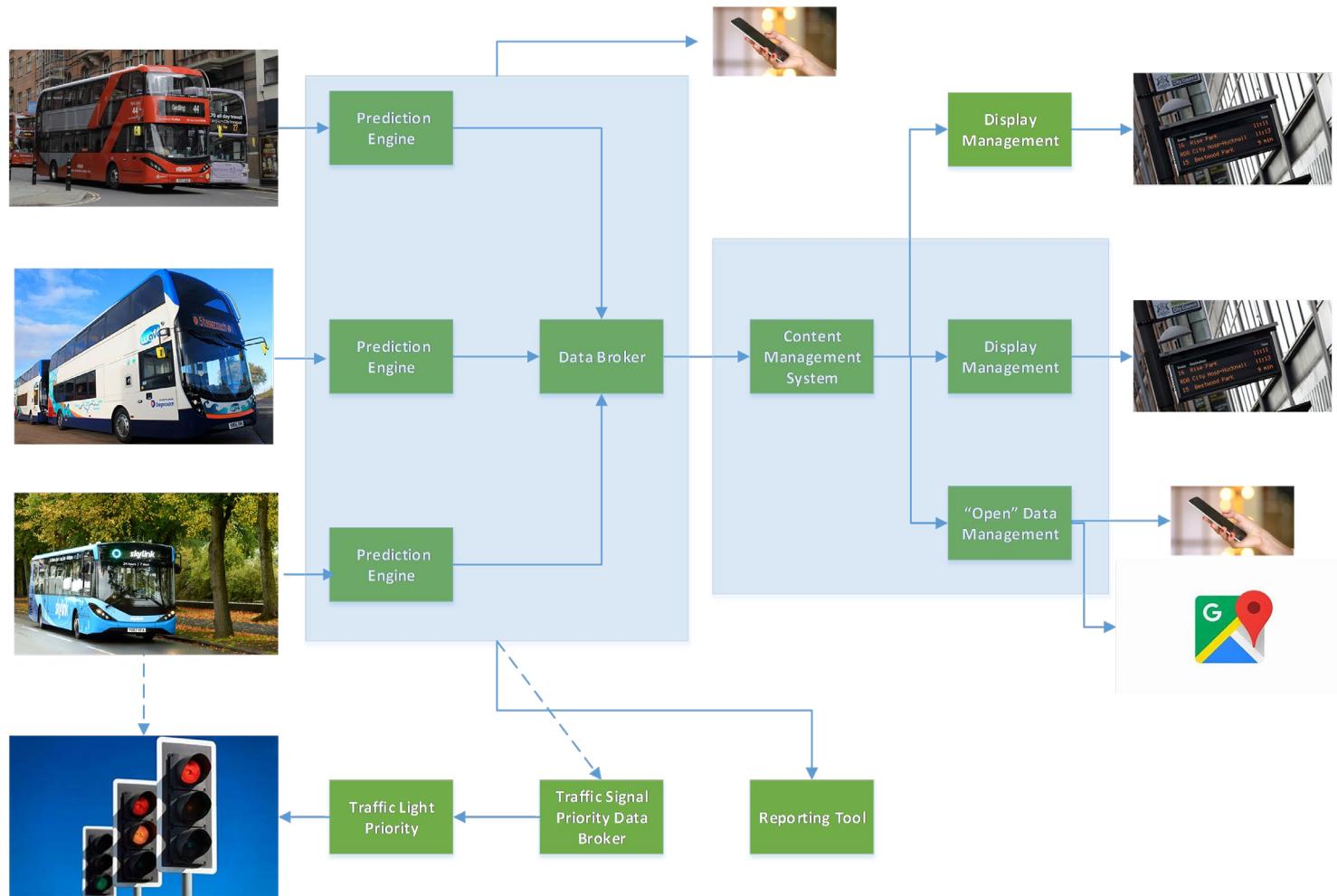
## Key Projects

### Smart Public Transport Information Systems

Existing realtime systems will be modernised to improve the passenger experience and support the Bus Open Data requirement of the Bus Services Act 2017:

- Colour TfT Displays and information totems will be rolled out at key stops and interchange points across the city.
- An open architecture data brokerage system for bus location feeds will be implemented allowing all bus location feeds to be accommodated, regardless of individual bus operator system supplier.
- A new realtime system back office will be delivered providing a single back-office which will streamline disruption messaging and increase the breadth and quality of information supplied to passengers whilst providing bus operators with a more agile information management system.
- Realtime bus arrivals and departures will be made available via Google Maps.
- The recommendations from D2N2 realtime review will be implemented

### New realtime system architecture



# Delivering our Plan

## Key Projects

### Smart Public Transport Payment Systems

The Robin Hood Smart Ticket will continue to be developed alongside other Contactless payment options including:

- Robin Hood on Mobile phone and other devices.
- Multi and single operator contactless payment on bus and tram.
- Robin Hood and Swift Card interoperability in Nottingham and Birmingham.
- ITSO account based ticketing supported by Midlands Connect enabling the delivery of a Derby-Nottingham smart card.
- Upgrade to existing smartcard (Concessionary and Robin Hood) back office to improve journey analysis and associated data analysis and audit tools to refine the reimbursement calculation, reduce fraudulent usage, reduce costs of administration and improve reporting.
- Alignment with Transport for the North (TfN) smart ticketing programme.

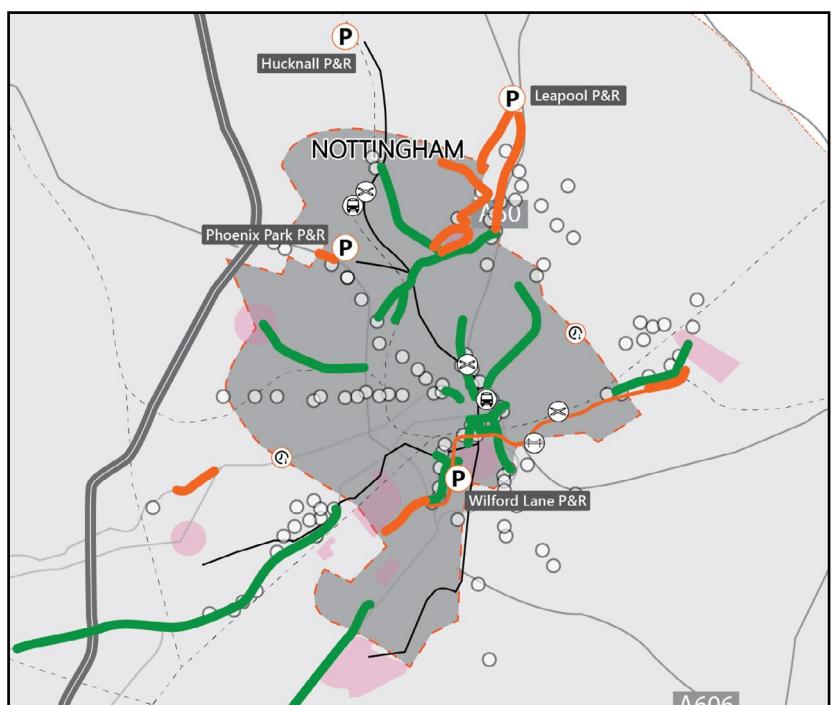
### Smart Traffic Light and Bus Lane Priority

- Upgrade to traffic control centre and signals to enable extensive roll-out of traffic light priority for late running buses across the Derby - Nottingham metro area road network.
- Thane Road Bus Lane and extension of Daleside Road Bus lane through to Victoria Park and Teal Close.
- Pinchpoint package developed along Mansfield and Hucknall Rd to improve Northern corridor bus journey times.
- Expanded Bus Lane enforcement
- Support of Nottinghamshire County Council to deliver a new bus park and ride site to the North of the city at Leapool.

### Nottingham urban growth corridor - Transforming Cities transport improvements

#### KEY

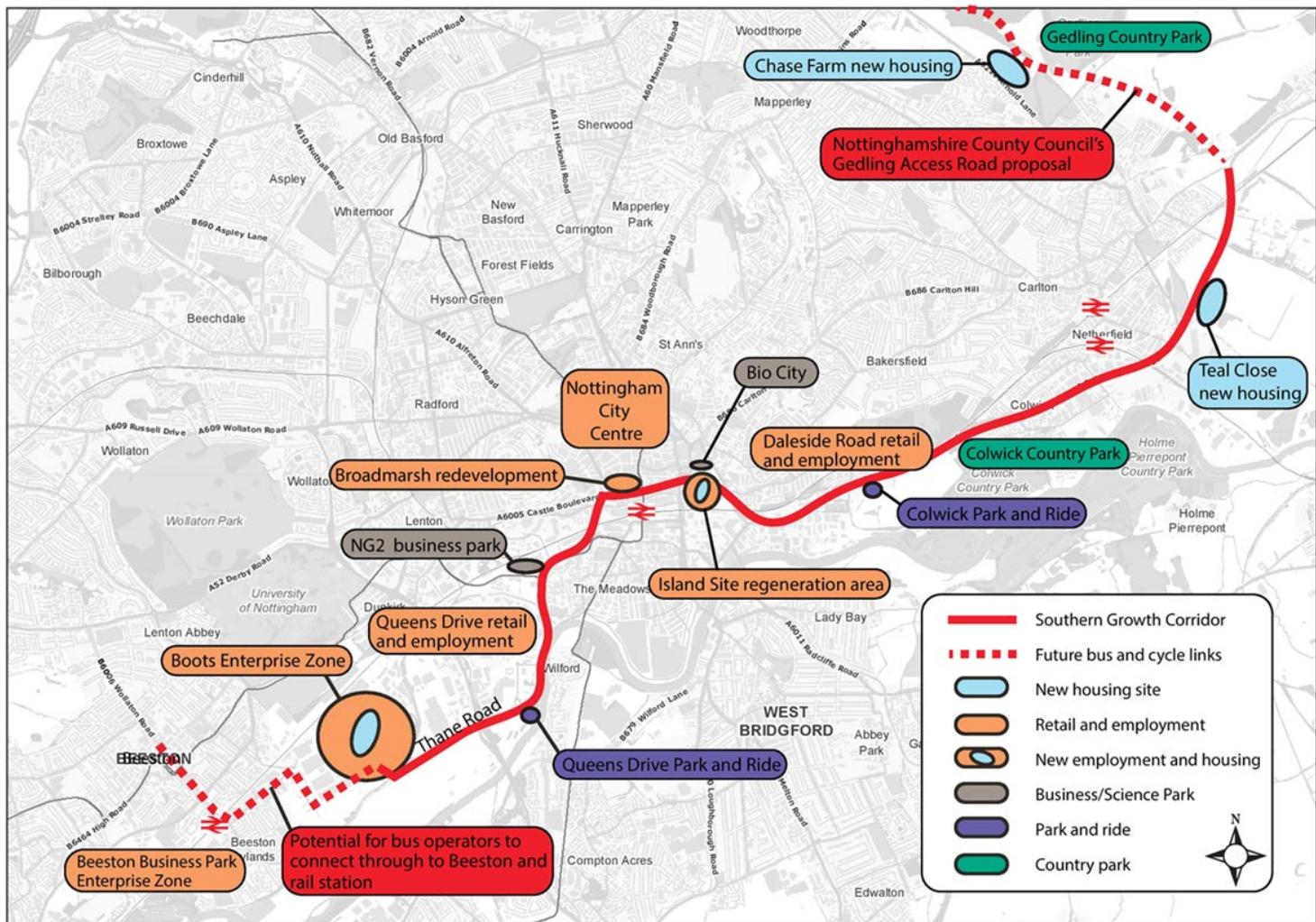
- Nottingham/Derby Area
- Local Authority boundaries
- Growth areas
- Road network
- - Rail network
- Tram route
- Bus corridor
- Proposed improvements
  - Strategic cycle route improvements
  - Priority bus corridor
  - (P) P&R expansion/upgrade
  - (R) Real Time Information area
  - Traffic signal / junction improvement
  - Bus station improvements
  - Pedestrian/cycle bridge
  - Level crossing improvements



# Delivering our Plan

## Key Projects

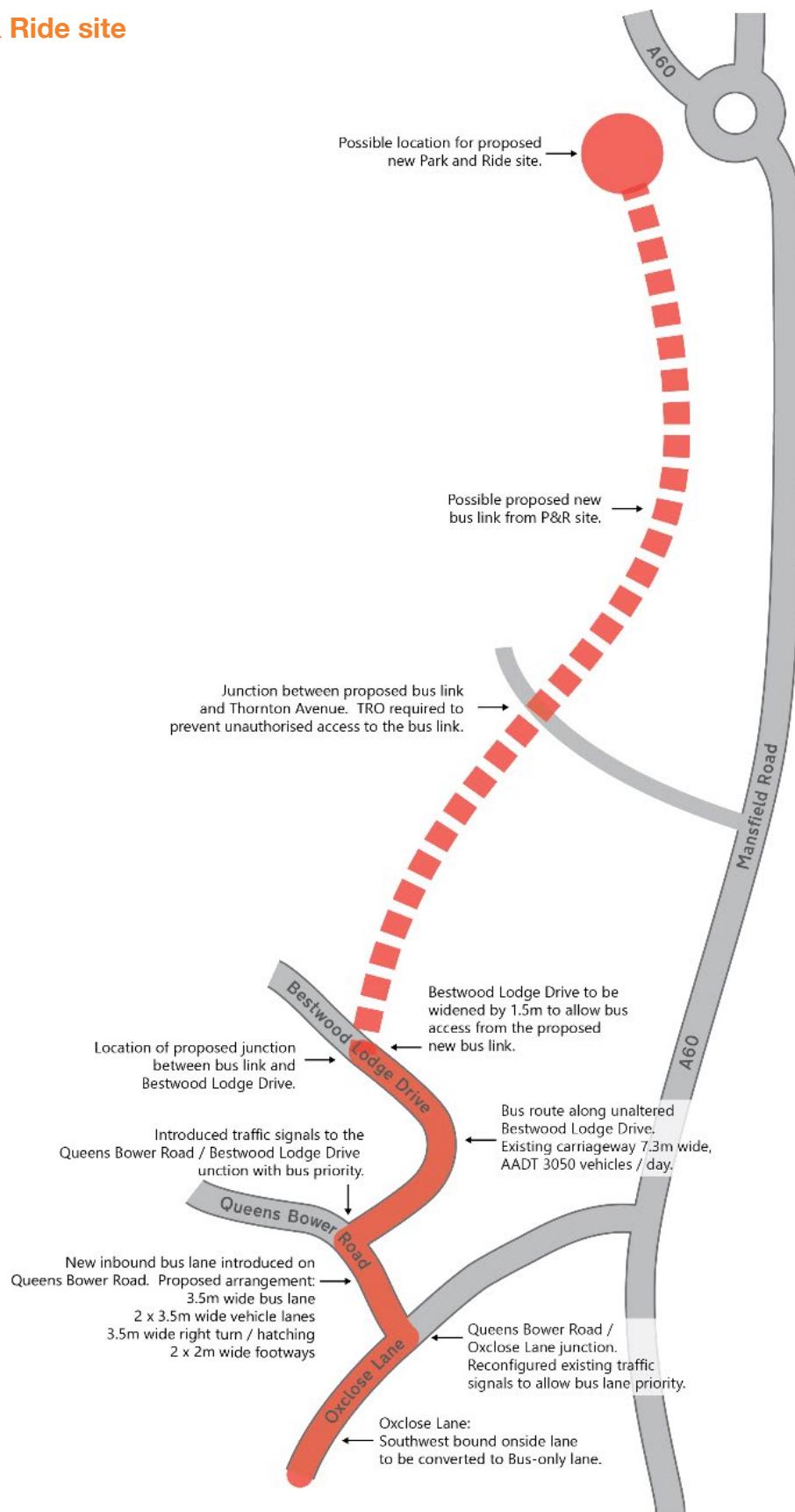
### Nottingham southern growth corridor transport improvements



# Delivering our Plan

## Key Projects

### Leapool Park & Ride site



# Delivering our Plan

## Key Projects

### Carbon Reduction and Air Quality

- The implementation of the Advanced Quality Partnership Scheme will secure a Euro VI minimum emission standard for all services operating from bus stops from summer 2020, Broadmarsh Bus Station on its reopening and Victoria Bus Station from 2022.
- Local commercial bus operators will be supported to bid for monies from Central Government to continue their transition to zero emission battery electric and hydrogen fuel cell bus operation.

### Concessionary fares system and Fairer Funding from Government

- Further capital development of the smartcard system and associated data analysis and audit tools to refine the reimbursement calculation, reduce fraudulent usage and reduce costs of administration.
- Given previous work in this area, together with other changes in demand for concessionary travel it is predicted that this work will continue to generate significant savings.
- The City Council will continue to lobby Central Government to get more equitable national funding for this scheme, supported by a more refined local smartcard data evidence base.

### Review of routes and operation of all Linkbus contracts

Develop further commercialisation of linkbus routes where possible.

- Redeploy long range BYD electric buses on the Medilink service.
- Work with local operators to develop electric bus leasing framework.
- Monitor developments in autonomous vehicles which could provide first and last mile feeders into the core public transport network allowing the linkbus network to be further rationalised.
- Workplace Parking Levy allocation against linkbus renewal will be reviewed against fleet replacement and disposal plan and if necessary realigned against other public transport infrastructure investment.

### Derby – Nottingham Metro, D2N2, and Nottinghamshire Area Working

- Continue joint investment in public transport information infrastructure and through Midlands Connect and partnership with local bus and tram operators develop a regional smart public transport ticket
- Continue to bid jointly for capital funds for major public transport projects with our neighbouring local authorities
- Ensure staff resources are prioritised to the bidding of external capital resources which can bring in ongoing revenue savings/income.

### Governance of Bus Partnership

- The Public Transport Integration Board (PTIB), Robin Hood Operators Group (RHOG) and Bus Quality Partnership (BQP) will remain the key governance groups in the city.
- A revised Advance Quality Partnership Scheme agreement will be put in place for the next 5 years to govern bus quality and emissions standards across the city centre.

# Realising Our Key Objectives

**The Key Projects as outlined in this plan are expected to deliver the following Outputs and Outcomes:**

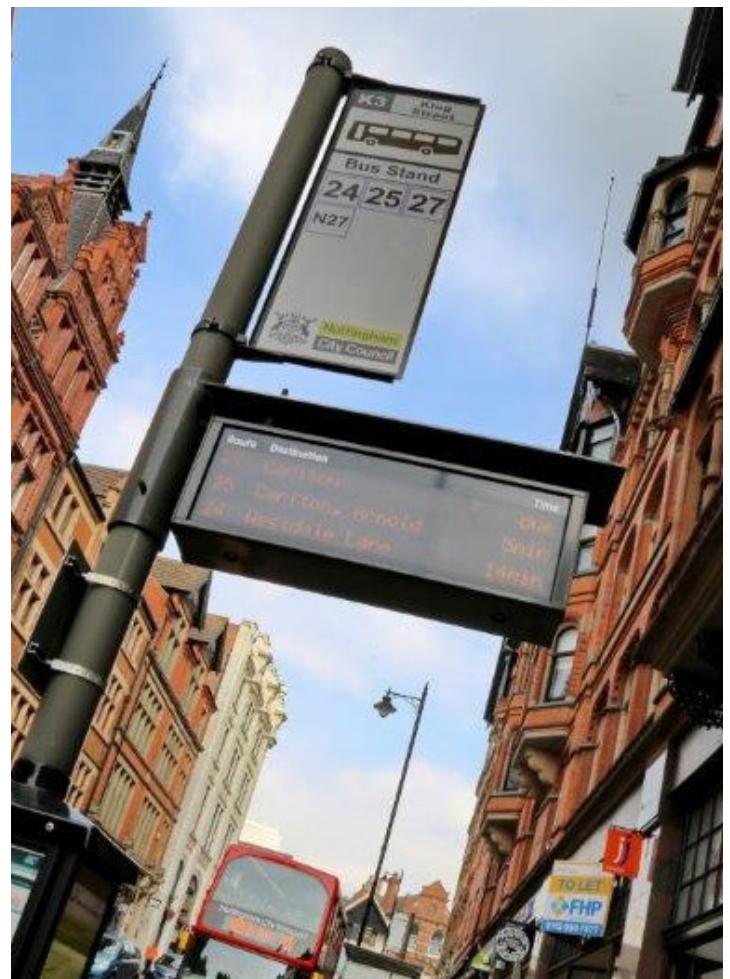
## Outputs

- Improved inter urban bus priority and reliability between Derby, Nottingham, East Midlands Gateway, East Midlands Airport and key satellite settlements in between.
- Improved intra – urban bus priority and reliability to Boots Enterprise Zone, Eastside, Broadmarsh, Northern Growth Corridor and all key arterial routes into Nottingham.
- Improved connectivity of bus services from the north/west/east of Nottingham to the Broadmarsh and Station area.
- Increased bus access to the growing eastside area of the City Centre.
- Southern Bus and Ultra Low Emission Vehicle Priority Corridor extended along Thane Road in the West to Boots Enterprise Zone and Colwick Loop Road in the East to the new Teal Close development
- Multi-Operator Contactless Payment with best value fare capping implemented across Nottingham City Transport bus services and Nottingham Express Transit tram services.
- Regional Multi-Operator Public Transport Smart Ticket introduced across the Derby Nottingham Metro Area.
- An upgraded fully integrated public transport information system able to provide more agile disruption information and more sophisticated public transport marketing with colour displays and information totems at key interchange points.
- Completion of the bus lane camera enforcement system to cover over 25kms of bus lanes.
- A Euro VI or better emission standard across the commercial and contracted bus fleet

## Outcomes

The following key outcomes are felt to be realistic by 2020 given the issues outlined above and the plan proposed:

- Public transport patronage (bus and tram) : 5% increase from existing 2019 high level.
- Public transport accessibility : no change from existing 2019 high level.
- Bus service satisfaction : 2% increase from existing 2019 high level
- Bus punctuality : 2% increase from existing 2019 high level.
- Bus Journey times: 5% reduction from 2019 levels



# Conclusion

The travelling public in Nottingham, is accustomed to a high quality, integrated bus network. The impact of congestion on bus journey times remains a challenge but the investment set to be brought forward as part of the Transforming Cities fund will deliver wholesale traffic light priority for buses across the urban area, improving both reliability and bus connectivity in Nottingham and across the Derby – Nottingham metro area.

The continued simplification of payment options for public transport services, including bus, will continue at pace through the roll-out and expansion of contactless payment options and smart ticketing. Public transport information provision will be modernised opening up a wider array of digital channels providing richer disruption and realtime travel information. Technological enhancement of both payments and digital information will dovetail into the delivery of a Mobility As A Service (MAAS) platform which will facilitate the use of a range of transport services from traditional public transport to car share and e-bikes.

The transition of local fleets to low and ultra low emission bus will continue. It is hoped that battery technology will have sufficiently advanced by the mid 2020s to meet the range requirements required to enable the beginning of their wide scale deployment on commercial bus services locally.

Over the next five years there are significant challenges to overcome to ensure progress is maintained. Bus operators and the City Council will need to continue to work collaboratively to identify and target infrastructure investment, share costs and reduce wasteful duplication of resources to deliver long term market growth from integration across the transport ecosystem and tackle the challenges posed by congestion, air quality and decarbonisation.

