



West Sussex Bus Service Improvement Plan – 2024



Contents

West Sussex Bus Service Improvement Plan – 2024	1
List of figures	3
1 Overview/vision	4
1.1 Location	4
1.2 Enhanced Partnership	6
1.3 Vision	6
1.4 Local Transport Plan and National Bus Strategy	6
2 Current offer to bus passengers	8
2.1 Demographics	8
2.2 Operators	9
2.3 Corridors and frequency	10
2.4 Passenger numbers	12
2.5 Mode share	14
2.6 Fares and ticketing	14
2.7 National Bus Fare Cap	15
2.8 Concessionary fares	15
2.9 WSCC spending on buses	16
2.10 Supported services and community transport	18
2.11 BSIP schemes	26
2.12 Bus fleet	27
2.13 Punctuality	27
2.14 Bus stop density	28
2.15 Bus stop facilities	29
2.16 Real time passenger information (RTPI)	30
2.17 Bus priority	31
2.18 Bus, rail and coach integration	32
2.19 Park and ride	32
2.20 Car parking	33
2.21 Consultation and engagement	34
2.22 Passenger Charter	36
2.21 Bus Connectivity Assessment	36
2.22 Summary of current bus offer	38
3 Overall funded delivery programme	39
3.1 Other public sector funding	39
3.2 Bus operator investment	39
3.3 BSIP revenue funding schemes continuing in 2024/25	42
3.4 BSIP new bus service 500	42

3.5 BSIP young persons fare scheme	43
3.6 WSCC Book-a-Bus DDRT (digital demand responsive travel).....	45
3.7 BSIP promoting the benefits of bus travel.....	48
3.8 BSIP capital programme	52
3.9 Bus driver retention and recruitment	52
4 Ambitions and proposals for 2025-2029	53
4.1 Approach to proposals	53
4.2 Other conceptual proposals to be developed	58
5 Targets, performance monitoring and reporting	60
5.1 Updated targets	60
6 BSIP schemes and proposals.....	60
6.1 Overview table.....	60
6.2 Improvements programme to 2025	61
6.33 Ambitions and proposals for 2025 and beyond	62
6.4 Bus operator support.....	66
APPENDIX A.....	67
Bus Back Better Survey results	67

List of figures

Figure 1-1 - BSIP Area – West Sussex Local Transport Authority Area	5
Figure 1-2 - WSCC BSIP Diagram	7
Figure 2-1 - Map of Population Density	8
Figure 2-2 - Bus Frequency Map: Wednesday AM Peak 08:00-09:00 (2024)	11
Figure 2-3 - Difference in Wednesday AM Combined Stop Frequency between Q3 2021 and Q1 2024	12
Figure 2-4 - Annual Bus Passengers on Local Bus Services by Financial Year from 2009/10 to 2022/23	13
Figure 2-5 - Passenger Bus Journeys per Person (2009-2023).....	13
Figure 2-6 - Comparison of Proportion of Elderly & Disabled Concessionary Journeys Between England, South East & West Sussex ..	16
Figure 2-7 - Distribution of bus stops across West Sussex.....	28
Figure 2-8 - Distribution of RTP1 displays across West Sussex	31
Figure 2-9 - Horsham Park & Ride (https://www.metrobus.co.uk/horsham-park-ride/).....	33
Figure 2-10 - Transport Focus Survey	34
Figure 2-11 - Bus Back Better Survey results	35
Figure 3-1 - Key details of new service 500.....	43
Figure 3-2 - Usage of BSIP Young Persons Fare scheme across ticket types.....	44
Figure 3-3 - Bus rear advert of “16 to 20 Bus Saver” scheme	45
Figure 3-4 - DDRT buses under WSCC Book-a-Bus scheme	45
Figure 3-5 - DDRT zones in West Sussex	46
Figure 3-6 - Advert for "Bus it!" scheme	49
Figure 3-7 - Adverts for "Book-a-Bus" and "16 to 20 Bus Saver" schemes	50

1 Overview/vision

In developing this 2024 BSIP Update, WSCC has been working with the county's bus operators through its Enhanced Partnership and in co-operation with neighbouring authorities in view of the significant daily movements between the respective areas.

The 2024 BSIP Update builds upon the 2021 BSIP - which was successfully awarded £17.4m of funding from the Department for Transport (DfT) - to continue to stimulate and drive significant improvements to local bus services. These improvements are intended to:

- Allow people greater opportunity to live more active lives, combat social isolation and have a positive effect on health and well-being
- Support an active and vibrant local economy, by providing access to work, leisure, health and other services
- Reduce transport emissions, both from the buses themselves and by attracting trips from less sustainable modes of travel

The West Sussex BSIP has been updated to take account of DfT new guidance for a 2024 BSIP, and so covers 3 key themes:

- 1) Updating the baseline to 2023/24;
- 2) Setting out the 2024/25 programme; and
- 3) Getting ready for 2025 and beyond.

The West Sussex BSIP covers from 2024 to 2036, will be updated again in 2025, in line with DfT BSIP Guidance, and is aligned with the West Sussex Local Transport Plan (WSLTP). The success of the BSIP will be monitored and reported on every twelve months, in line with the public reporting regime which DfT is expected to provide more details on during 2024.

1.1 Location

As shown in Figure 1-1, West Sussex is a county council area incorporating seven district councils in the south-east of England. It covers an area of 2,025 km² and includes, in descending population size, the principal towns of Worthing, Crawley, Bognor Regis, Littlehampton, Shoreham-by-Sea, Horsham, Haywards Heath, Burgess Hill, East Grinstead, and Chichester. The West Sussex BSIP and the Enhanced Partnership both cover the whole of the county.

Typically, the county is considered in three separate economic zones: the coastal strip, the Gatwick Diamond, and rural West Sussex. Large trip attractors in the northeast are Gatwick Airport and Manor Royal Business Park in Crawley. Recent expansion plans by Gatwick Airport aim to increase sustainable travel for passengers and for staff from 40% to 60%, and local bus services will be an important component of this. This will involve joint working with Surrey County Council and Gatwick Airport Limited, as demonstrated by the recent successful bid to DfT for funding to

decarbonise a large part of the local bus fleet, under the Zero Emission Bus Regional Areas scheme ('ZEBRA 2').

The coastal area consists of the towns of Worthing, Bognor, Littlehampton, and Shoreham connected to Chichester in the west and Brighton & Hove in the east. These towns can be congested with a lack of space between the main trunk road (A27) and the coastline. This corridor accommodates an east/west rail service connecting to Gatwick Airport and London to the north as well as the A259 that runs alongside the coastline.

Rural West Sussex largely sits in the South Downs National Park Authority and features many small towns and settlements. Bus services in this part of the county are largely infrequent and supported financially by WSCC. There are some services provided by community transport organisations and the area has been the focus of the implementation of the BSIP-funded Digital Demand Responsive Transport (DDRT) zones, which includes building upon the existing bus service that already operated demand-responsively (99 - Chichester to Petworth).

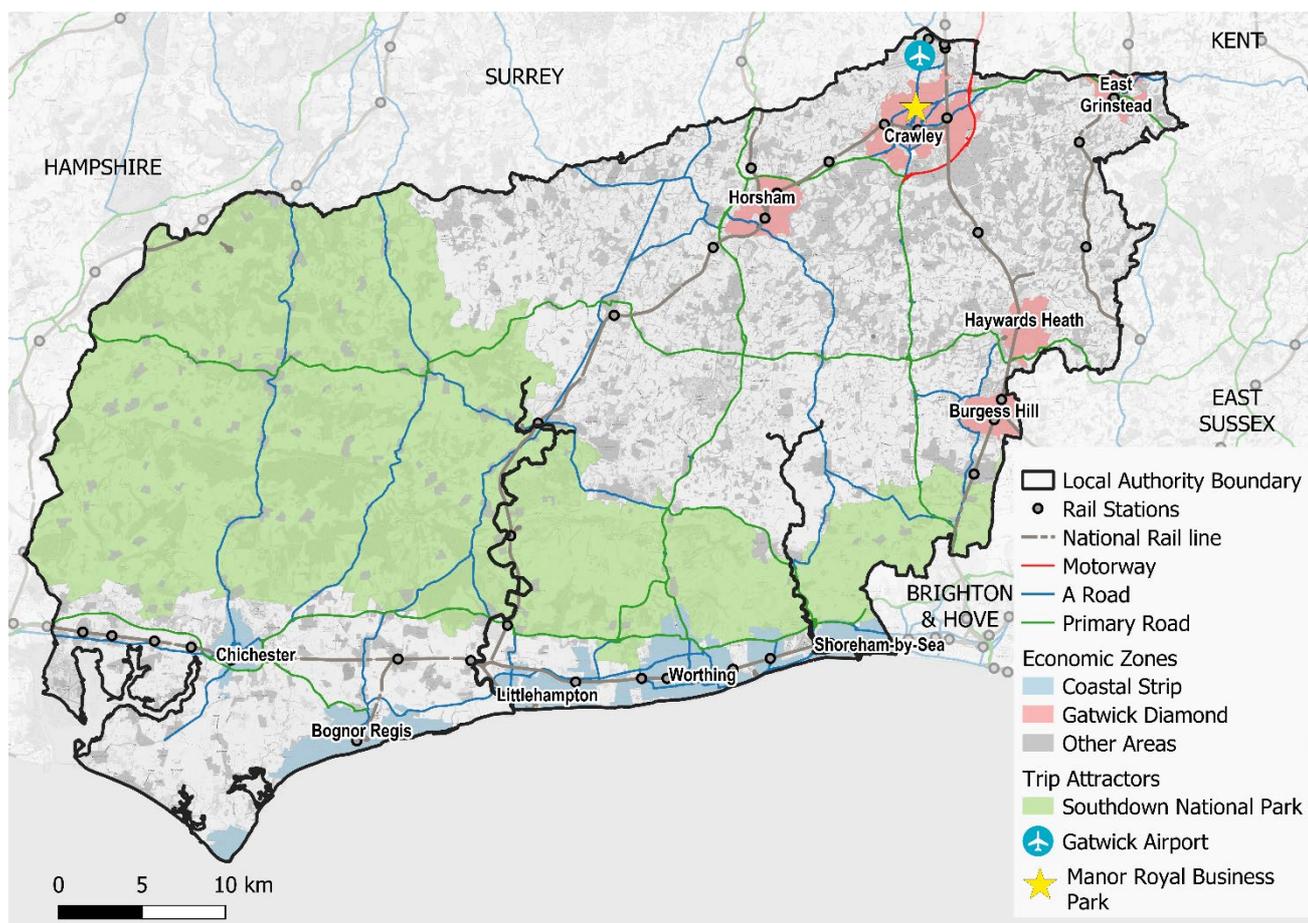


Figure 1-1 - BSIP Area – West Sussex Local Transport Authority Area

1.2 Enhanced Partnership

WSCC, as the local transport authority (LTA), started the process of forming a formal Enhanced Partnership with the county's bus operators in 2021. Following confirmation of funding arrangements for the BSIP schemes to be included within it, the EP Plan and EP Scheme were made on 10th February 2023, with the overarching EP Plan having an end date of 31st March 2030, while the EP Scheme was made for 5 years and so has an end date of 10th February 2028.

The EP Scheme has an annual review and so has been updated in 2024 in line with DfT requirements for the continued receipt of BSIP funds, which includes the original allocation of £17.4m plus the subsequent allocation of BSIP Phase 2 (originally referenced as 'BSIP+') of £2.2m. The Governance arrangements detailed within the EP Plan and Scheme set out how the EP will be reviewed and updated, with monitoring and evaluation of the BSIP Schemes undertaken as part of compliance with DfT funding arrangements (which includes quarterly and annual reporting).

This 2024 BSIP Update will contribute to reviewing the EP Scheme and will also provide the basis for the review of the EP Plan which is due before March 2025.

1.3 Vision

West Sussex County Council (WSCC) and the local bus operators, acting together through the West Sussex Enhanced Partnership, have set themselves the mission to ensure that West Sussex residents and visitors enjoy continuously improving and high-quality bus services, with decreasing carbon emissions. In future, services will provide an affordable, frequent, and comprehensive travel choice with better reliability through priority measures. Doing so will make an increasingly positive contribution to the county's economic, social, and health wellbeing, enhance job opportunities, contribute to improved transport sustainability, and deliver better air quality.

1.4 Local Transport Plan and National Bus Strategy

Figure 1-2 shows the relationship between the BSIP and the statutory Local Transport Plan to which it forms a subsidiary document, alongside the local and national bus strategies, and how these are directly taken forward through the Enhanced Partnership:

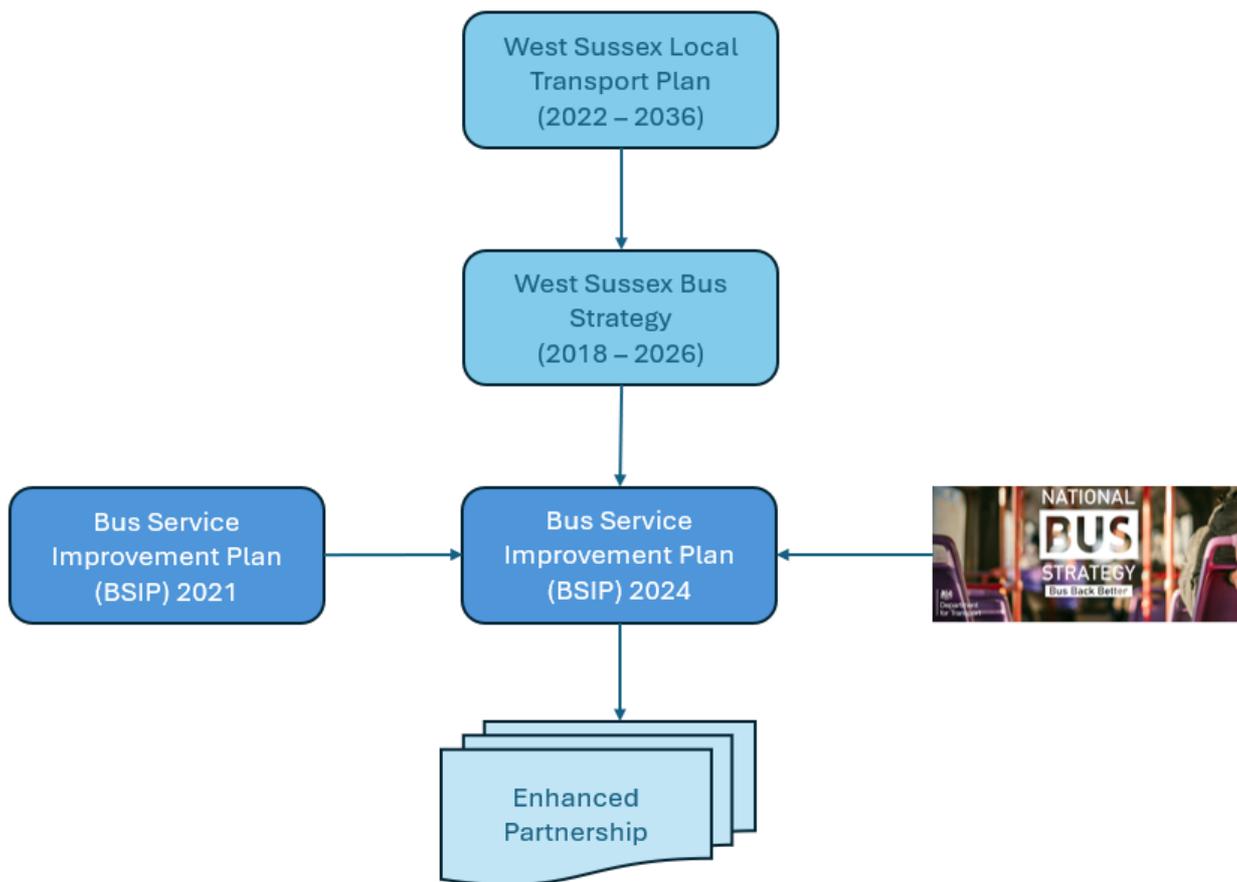


Figure 1-2 - WSCC BSIP Diagram

The West Sussex Local Transport Plan is the County Council’s main policy on transport and supports delivery of the overall ‘Our Council Plan’ and its priorities. The West Sussex Local Transport Plan sets out how the County Council intends to address key challenges by improving, maintaining and managing the transport network in the period up to 2036. Within it, the Shared Transport Strategy (i.e. covering buses, community transport and mobility solutions) is intended to facilitate a more efficient and customer focused bus network, using community transport and new mobility solutions where possible and viable. Our approach and priorities are to work with operators to explore new models of service delivery and identify and deliver improvements to services, infrastructure and the customer interface. If opportunities arise, we will support partners to renew vehicle fleets, deliver promotional initiatives and explore new fares and ticketing arrangements.

This strategy is aligned with the overall National Bus Strategy aim to grow patronage, including by increasing the mode share of buses by making the availability and delivery of services more attractive for more people than is the case currently.

2 Current offer to bus passengers

This section of the 2024 BSIP Update presents key data about the existing bus network in the county and how it is used by passengers. To do this, it starts by analysing relevant overall background details of the population and their general travel habits and then describes how bus passengers currently use the network and what is provided by the bus operators.

2.1 Demographics

West Sussex has a population of 882,676 (ONS, 2021), and an average population density of 443 people / km², with a range from 3,424 people / km² in the densest urban area of Worthing to 158 people / km² in the more rural areas of Chichester District. The density of population across the county is shown in Figure 2-1.

In recent years West Sussex’ population has grown significantly alongside high levels of housing and other development. Consequently, the transport network across West Sussex is experiencing increased demand, although this is not spread uniformly and is also spread across the existing infrastructure and resulting in new roads (e.g. as part of new housing development).

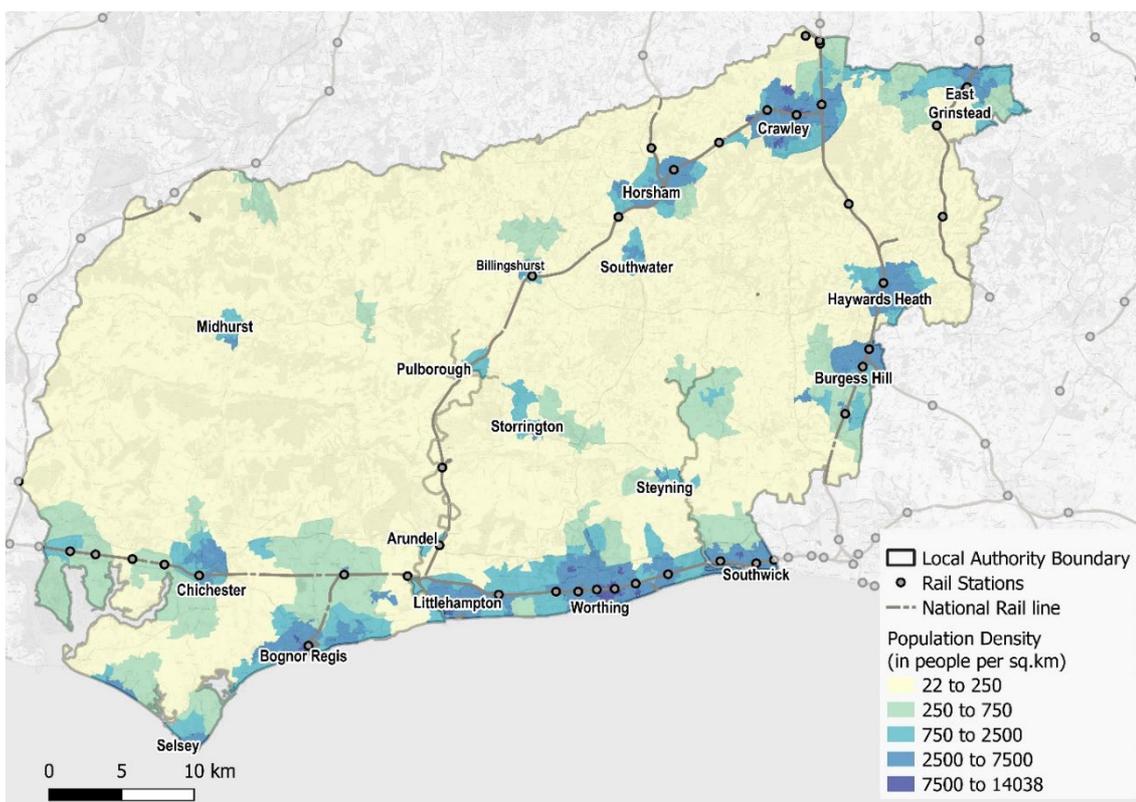


Figure 2-1 - Map of Population Density

Areas with higher levels of deprivation have less car ownership and as a result, they may rely more on public transportation like buses for their mobility needs. West Sussex has an average Index of Multiple Deprivation score of 14.8 which is above average for England. However, there is wide

disparity between the local authority areas with the relatively wealthy Horsham and Mid Sussex Districts in the 91st and 98th percentile, whereas Crawley and Arun are in the 43rd and 47th percentile respectively.

In the period since the baseline was established for the original BSIP, WSCC has carried out further analysis to understand demographic changes which impact the potential demand for bus services, including factors such as disaggregation by age (especially young people and older residents qualifying for the English National Concessionary Travel Scheme by age), and propensity to work from home. The outputs have been used to inform modelling about future passenger demand, alongside economic factors such as GDP per Capita, Employment and impacts of other modes both in the short term (rail strikes, shifting localised demand to buses) and long term (fuel costs, which could make bus travel more or less attractive than the private car). Overall, this analysis demonstrated the importance of sustained funding to maintain improvements in the extent and quality of bus services provided, if bus passenger journeys are to continue at current levels and grow in future.

2.2 Operators

As shown in Table 1, there are nine bus operators running services across the West Sussex area. The majority of the routes are run by Stagecoach South (48), Metrobus (45) and Compass Travel (43). In total these operators run 536 route variants, with 5,929 journeys running each week.

Table 1 – Local Bus Operators in West Sussex

Local Bus Operator	Number of Routes Operated	Routes
Metrobus	45	1/2/3/4/5/10/20/21/22/23/51/61/65/84/93/98/100/200/236/270/271/272/273/281/291/324/398/400/409/420/422/424/460/485/603/609/610/624/638/643/646/648/690/692/693
B M Coaches	1	GH1
Stagecoach South	48	Pulse/Star/1/5/7/9/10/17/38/38X/46/47/50/51/52/53/54/55/56/60/61/62/63/63X/69/70/71/91/92/93/123/422/470/500/600/614/615/651/652/653/655/658/700/725/737/N700/U7/U8
Compass Travel	43	7/8/8A/12/16/19/19A/30/31/31A/31B/33/33A/35A/35C/39/52/62/64/66A/66C/67/69/71/74/74A/74B/85/85A/89/99/100/106/107/166/167/168/261/331/662/740/743/900
Brighton & Hove Bus and Coach Company	8	2/2B/46/59/59A/60/77/98
Sussex Coaches	3	68/STP1/STP2
Seaford & District	1	149
Portsmouth City Coaches	2	121/149
Oxford Bus Company	2	LGW/OXF

There are nine community bus operators which predominantly provide services to customers in rural areas, which are not served by the major operators.

Table 2 - Community Bus Operators in West Sussex

Community Bus Operator	Number of Routes Operated	Routes
Waverley Hoppa Community Transport	2	504/505
Midhurst Community Bus	4	Y1/Y2/Y4/Y5
Amberley & Slindon Community Bus	4	1A/1B/1D/1E
Handcross District Community Bus	5	1/2/3/4/6
United Minibus	2	17/18
Harting Minibus CIC	6	CH1/PD1/PD2/PD3/PD4/PD5
CT Sussex	8	96 Flex, 97 Flex, 98 Flex, 99 Flex, DialARide Chichester, DialARide Worthing, Horsham District Community Transport, Crawley Community Transport
Selsey Community Bus	3	1/2/3
Buses4U	1	50

2.3 Corridors and frequency

The frequency of bus services throughout West Sussex has been calculated on a Wednesday AM Peak 07:00-09:00 (Figure 2-2), representing a typical weekday. As a general pattern, bus frequencies are greatest on routes within and between the major towns.

Two key inter-urban corridors exist; one along the coast from Brighton to Portsmouth through the West Sussex towns of Shoreham-by-Sea, Worthing, Littlehampton, Bognor Regis, and Chichester. The other key corridor is from Southwater to Gatwick Airport, through Horsham and Crawley. (Some routes extend from Gatwick to Reigate in Surrey and that section is covered by the BSIP from Surrey County Council).

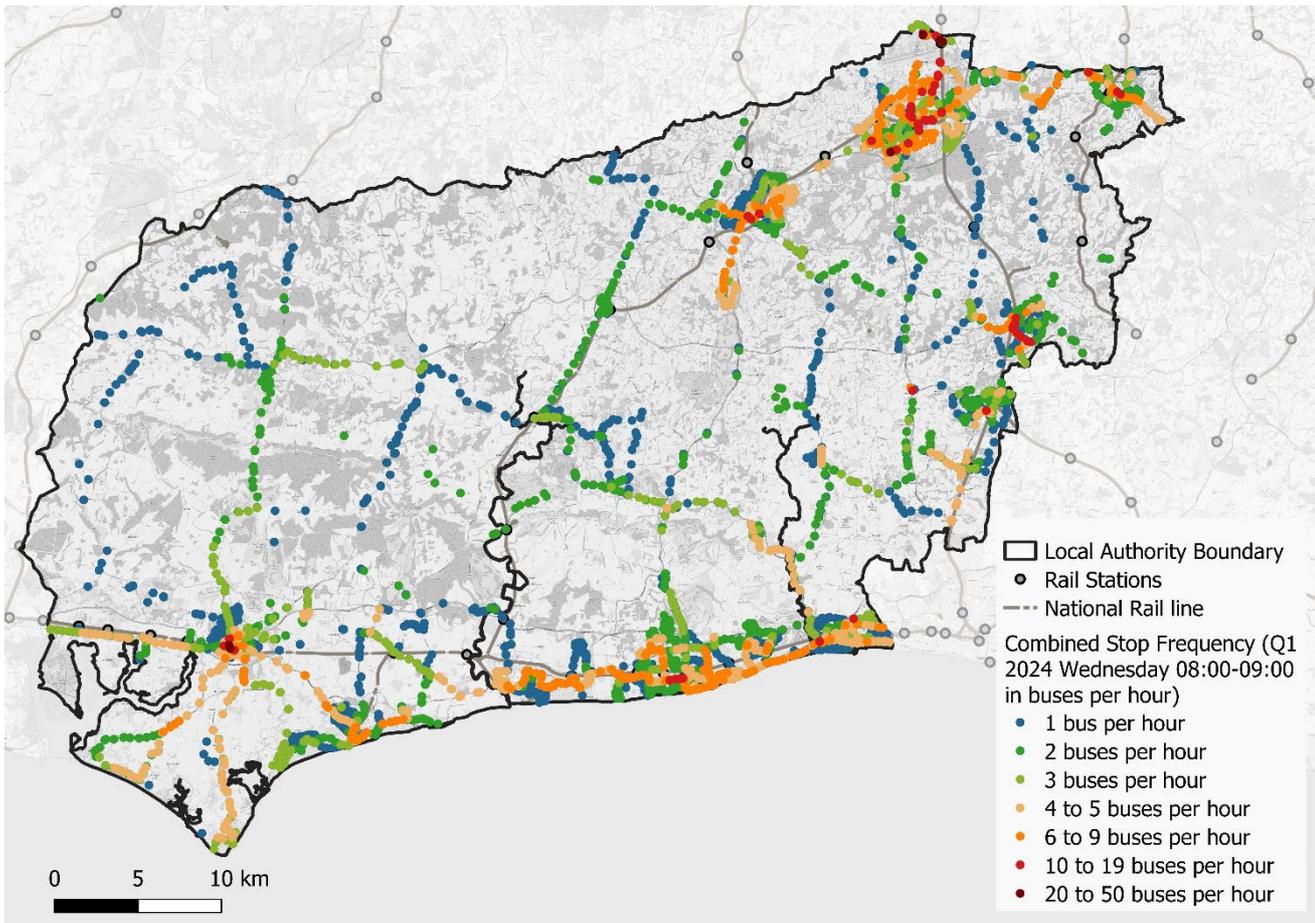


Figure 2-2 - Bus Frequency Map: Wednesday AM Peak 08:00-09:00 (2024)

Since the publication of the first West Sussex BSIP in 2021, frequency has predominantly remained the same across the study period of Wednesday AM, as shown in Figure 2-3. Throughout the area the majority of bus stops seem to have no change or an increase of one bus an hour.

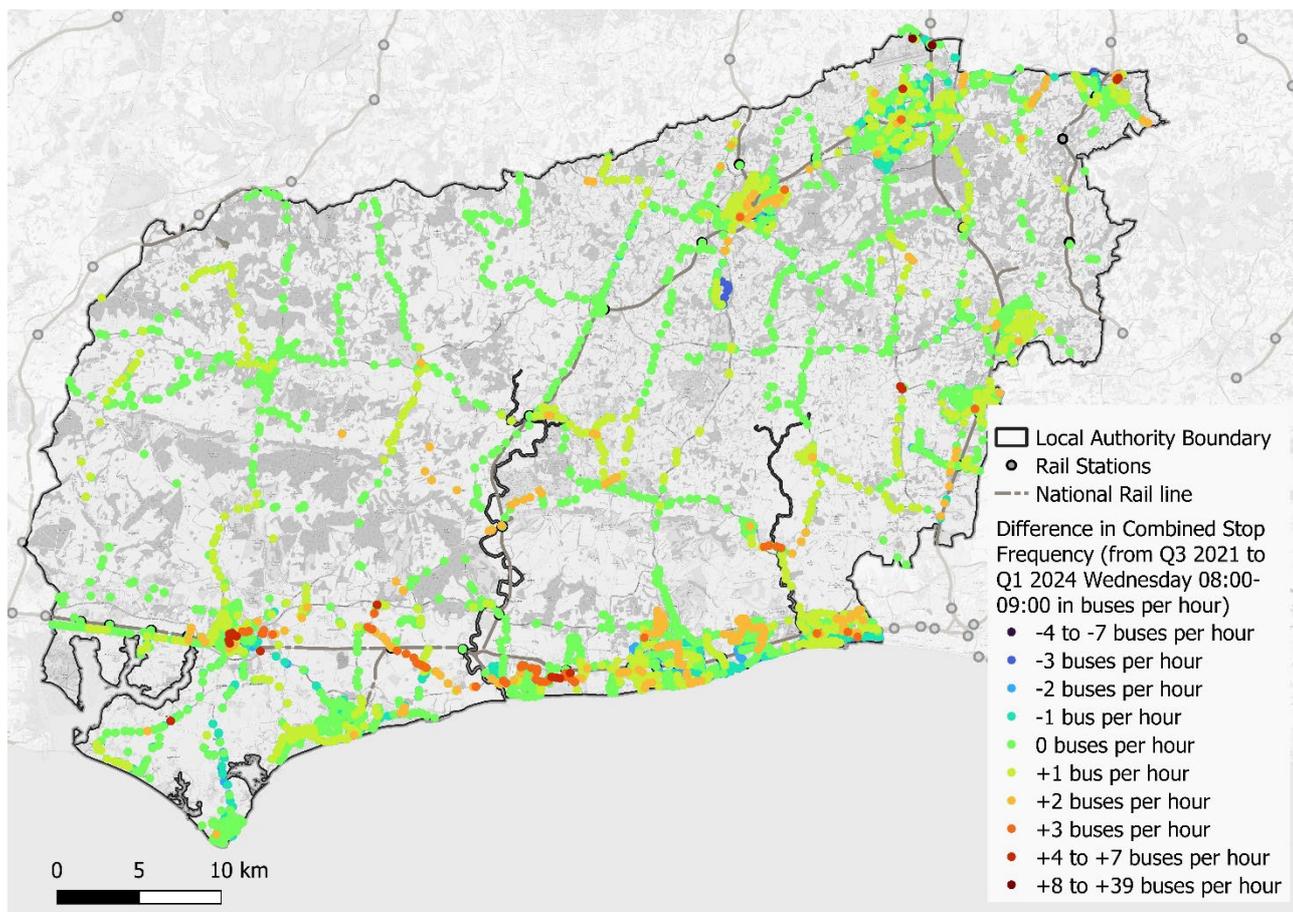


Figure 2-3 - Difference in Wednesday AM Combined Stop Frequency between Q3 2021 and Q1 2024

2.4 Passenger numbers

Figure 2-4 shows the number of passenger journeys taken on local bus services in West Sussex between 2009/10 and 2022/23. Ridership peaked in 2015/16 at 27.4 million passenger journeys. Since then, ridership has declined to as low as 8.6 million due to the covid pandemic and national lockdowns in 2020/21. It has since recovered to 15.6 million in 2021/22 and 19.5 million in 2022/23.

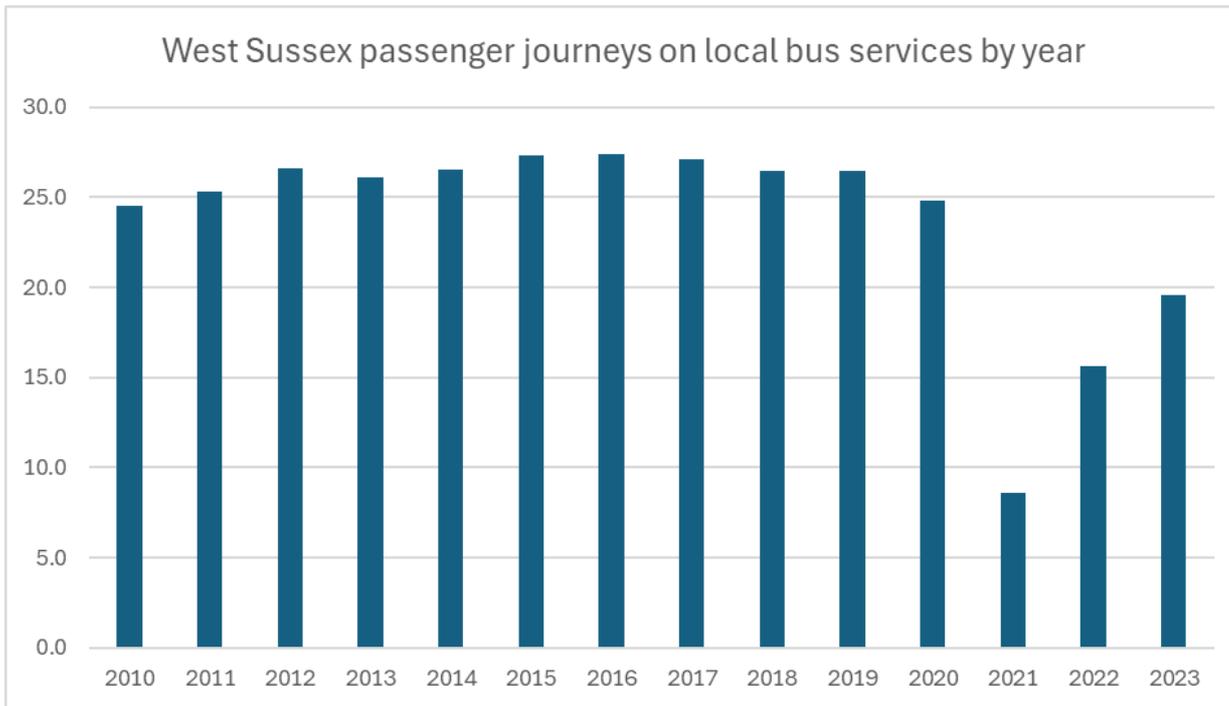


Figure 2-4 - Annual Bus Passengers on Local Bus Services by Financial Year from 2009/10 to 2022/23

In general, the trend in West Sussex has matched that in the Southeast as a whole. Passenger journeys per head of population show that in 2009/10 West Sussex had the third highest number of passenger journeys in comparison to its neighbouring counties and maintained this rank in 2022/23 (Figure 2-5).

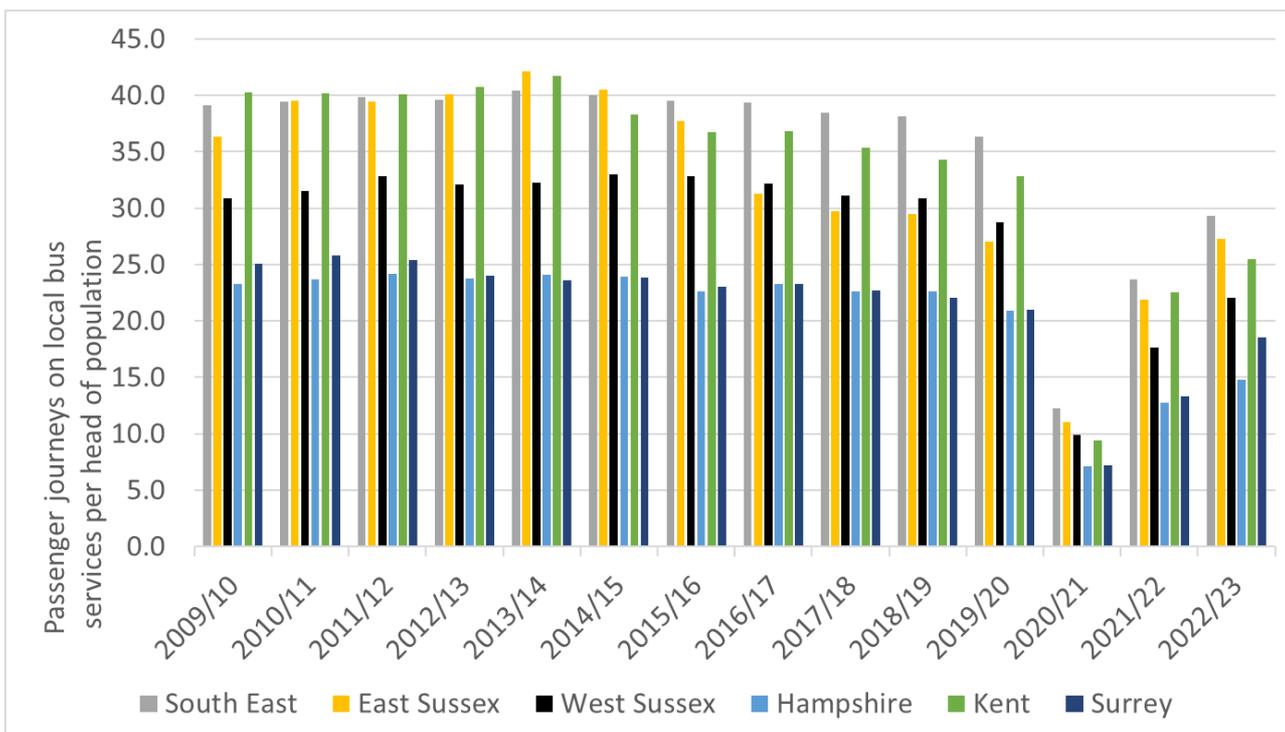


Figure 2-5 - Passenger Bus Journeys per Person (2009-2023)

2.5 Mode share

Overall, it can be demonstrated that the pandemic has had a significant effect on bus travel. The longer-term challenges for the recovery of bus services are the choices which residents have in the way that they travel and the changes in travel behaviours.

Across England and Wales in 2011 68% of journeys to work were undertaken by private vehicle and 18% were by sustainable mode (bus, train, cycle, walk). In 2021 there was a significant reduction in journeys to work by private vehicle, down nearly 23% to make up just 45.1% of journeys and journeys to work by sustainable modes was slightly lower at 17.5%. However, a major factor at play is that 31.2% of people were working from home when this census was undertaken because of the coronavirus pandemic, thereby reducing the percentage of people travelling to work by any mode. Excluding those working from home, 72% were travelling by private vehicle, and 20% were travelling by sustainable modes.

In West Sussex 33.3% of residents aged 16 and over in employment worked from home, which is 2.1% higher than the national average. For those not mostly working from home, private vehicle was the most common mode of transport, at 50.4%. Sustainable modes made up 12.1%, which is significantly lower than the national average.

2.6 Fares and ticketing

Bus operators in West Sussex already offer a wide range of discounted fares, which are generally aimed at encouraging passengers to forward purchase tickets rather than pay for each journey made. Return fares are usually available. Contactless payment is now common with operators and in the case of Metrobus and Brighton & Hove Buses, some tap-on and tap-off has been implemented with daily and weekly price capping. Information regarding discounted fares is reasonably easy to find on the operators' websites, but details on single and return fares tend to be more hidden and can often only be found by specifying a particular journey, apart from Metrobus and Brighton & Hove who provide this information through the route timetable.

Integrated ticketing is gradually being introduced in West Sussex but still largely influenced by the commercial circumstances of the various bus operators. Due to the same corporate ownership by the Go-Ahead Group, Metrobus, Brighton & Hove and Southern Railway provide the KeyGo smartcard, using it to tap-in & -out for rail fares with bus trips added at both ends of the journey, the best fare being automatically calculated incorporating weekly capping. It is available for add-on local urban bus journeys in Shoreham, Burgess Hill, Crawley, Gatwick Airport, Ifield, Three Bridges, Haywards Heath, Horsham and Littlehaven. This is in addition to the multi-operator PlusBus, which allows local bus trip add-ons at the end of a rail journey for major towns throughout England, including Bognor Regis, Chichester, Crawley/Gatwick, East Grinstead, Haywards Heath, Horsham, and Worthing.

Zonal ticketing is available in the main towns of West Sussex but is typically provided by the dominant operator and is not multi-operator.

The bus services offer a range of ticket options to suit different travel needs. There is a range of types of day tickets and weekly tickets available. These tickets cater to different needs, from daily commuters to occasional travellers, offering flexibility and cost savings for public transport users in West Sussex. For the most accurate and updated information, always check the specific bus operator's website or contact their customer service.

2.7 National Bus Fare Cap

A government funded scheme was introduced across England in January 2023 which caps single journey bus fares at £2. This scheme includes Brighton & Hove, Compass Travel, Metrobus, and Stagecoach services and supports people with the cost of living, protecting bus services, and keeping travel affordable. The scheme initially ran from January to March 2023 but has been extended to 31 December 2025, when it is currently due to end. The cap only applies to single journeys, but is valid at any time of day, while return or multi-journey and daily or longer-length tickets remain at their usual price.

2.8 Concessionary fares

Figure 2-6 shows that West Sussex has a high proportion of bus journeys made by older or disabled concessionary passengers each year compared to both the Southeast and England. Across the years, however, the percentage of total trips made by older or disabled concessionary passengers has reduced from 39% in 2009/10 to 30% in 2022/23. This could be due to the pandemic and older passengers being more cautious and at higher risk due to the Covid-19 virus and consequently changing travel modes or venturing out less.

Since the onset of the pandemic, WSCC's reimbursement to the bus operators has followed the prevailing guidance from DfT which has allowed for greater predictability of expenditure for WSCC and stability for the operators than would have otherwise been the case. As patronage continues to stabilise as a result of changed travel habits, the reimbursement mechanism will revert to the previous situation where operators are to be 'no better, no worse' off than if there was no concessionary fares scheme.

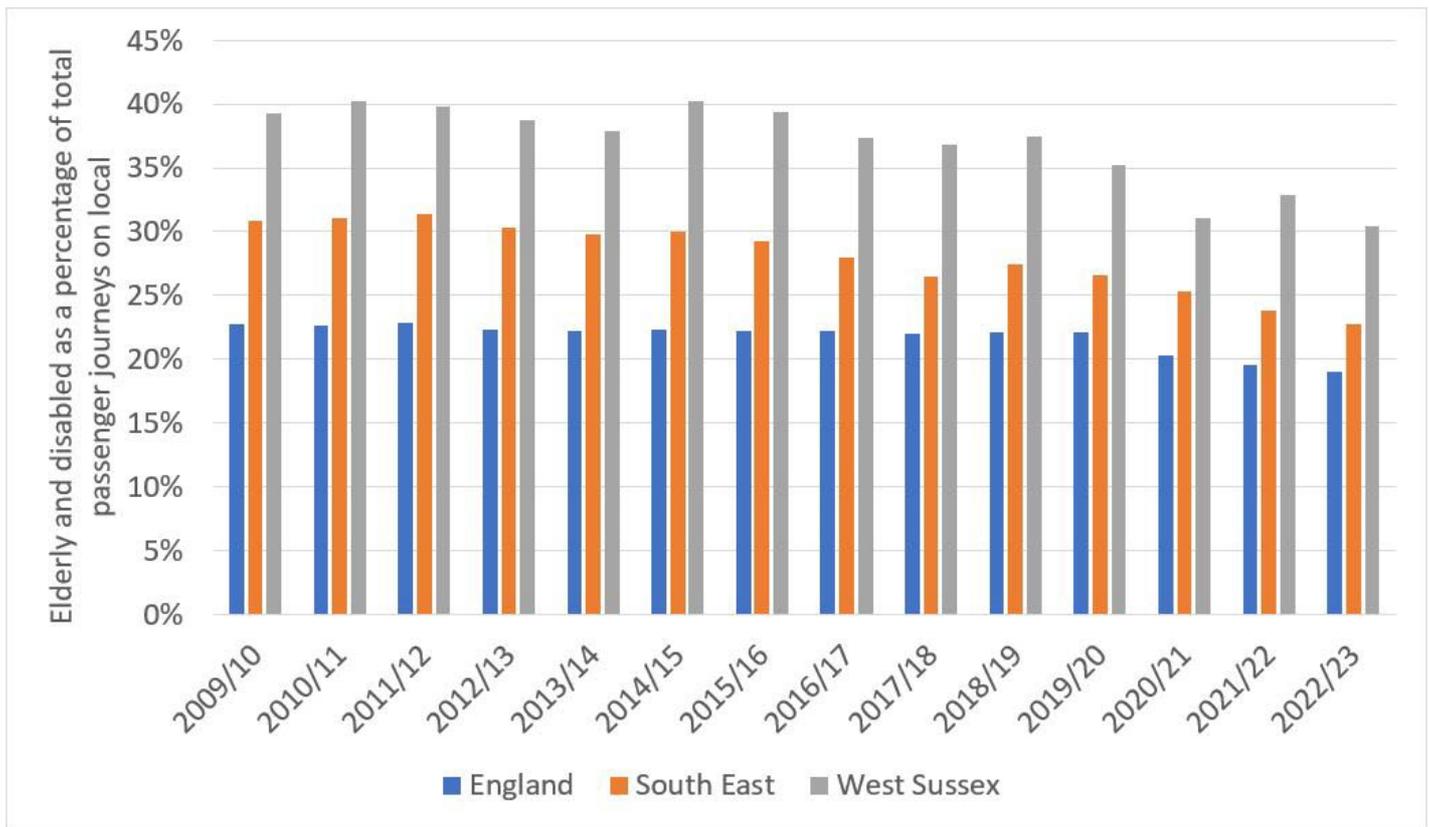


Figure 2-6 - Comparison of Proportion of Elderly & Disabled Concessionary Journeys Between England, South East & West Sussex

2.9 WSCC spending on buses

WSCC’s funding (whether directly from its own resources or through specific funds allocated by DfT) plays an instrumental role in supporting the current bus network and its development. Table 3 provides a summary of the funding over the past 2 financial years and is followed by Table 4 which details the local bus services (including DDRT) which are operated under a contractual arrangement.

To avoid duplication, a map of the DDRT zones is provided in Section 3.6.

Table 3 - WSCC Revenue and Capital Budgets

Revenue & capital budgets	2022/23	2023/24
<i>Bus budget(s) funded from the LTA's own resources</i>		
Concessionary Travel	£12,151,000	£11,749,000
Public Transport Support	£2,457,000	£2,522,000
S106¹	£0	£21,410
all other LTA funds	£0	£0
<i>DfT bus funding</i>		
BSIP²	£0	£5,684,296
Local authority Bus Service Operator Grant	£374,645	£374,645
Bus Recovery Grant (BRG)³	£927,000	£240,000
Zero-Emission Bus	£0	£0
City Region Sustainable Transport Settlements	£0	£0
<i>Other Government funding</i>		
Transforming Cities Fund	£0	£0
Housing Infrastructure Fund	£0	£0
Levelling Up Fund	£0	£0

¹S106 is funding contributed by a developer to mitigate the (transport) impact of their development. As such, its availability varies by year and is not assured every year.

²BSIP funding is detailed in Section 3.

³BRG funding was financial support for the continued operation of tendered bus services, following the Covid-19 pandemic, reducing as patronage returned.

2.10 Supported services and community transport

Table 4 - West Sussex Bus Services

Route	Operator	Funding Source	Contract/ De minimis	Route Number	Operating Hours			Frequency			
					(Mon-Fri)	(Sat)	(Sun)	Peak (M-F)	Off-peak (M-F)	(Sat)	(Sun)
Bognor - Chichester	Stagecoach	Funded by Uni, contribution by WSCC Car Parking	Revenue Guarantee	U7/U8	07:00 – 23:15	-	-	2	2	-	-
High Salvington - Lancing	Stagecoach	Local Bus Budget	Fixed Price, DM	7	07:30 – 19:00	07:30 – 19:00	-	One bus per 1.5 hours	One bus per 1.5 hours	One bus per 1.5 hours	-
South Ferring - Worthing	Compass	Funded by ENCTS Budget	Fixed Price	8	07:30 – 18:00	09:00 – 18:00	-	1	1	1	-
South Ferring - Worthing	Compass	Funded by ENCTS Budget	Fixed Price	8A	09:30 – 13:30	09:30 – 13:30	-	1	One (only runs 4 services over 4 hours)	1	-
Lancing - Tarring	Compass	Funded by ENCTS Budget	Fixed Price	16	09:30 – 17:45	08:45 – 17:45	-	1	1	1	-
Shoreham Beach - Holmbush	Compass	Local Bus Budget	Fixed Price	19	07:30 – 17:45	08:30 – 17:45	-	1	1	-	-
East Broyle - Summersdale	Stagecoach	Local Bus Budget	Fixed Price	46/47/50							
Chichester - Petersfield	Stagecoach	Combined Tender with 8092	Revenue Guarantee	54	06:00 – 17:45	06:00 – 17:45	-	1	One (only 5 services a day)	1	-

Route	Operator	Funding Source	Contract/ De minimis	Route Number	Operating Hours			Frequency			
					(Mon-Fri)	(Sat)	(Sun)	Peak (M-F)	Off-peak (M-F)	(Sat)	(Sun)
Chichester - Littlehampton	Stagecoach	BSIP funded, reduced to £385,000 plus RPIX year 2	Fixed Price	500	05:15 – 00:45	06:00 – 00:45	07:00 – 00:45	2	1	2	1
Old Bosham - Arundel Park	Stagecoach	Local Bus Budget	Fixed Price	56	07:00 – 18:45	08:15 – 18:45	-	1	1	1	-
Bognor - Yapton	Compass	Local Bus Budget	Fixed Price	66A/66C/67	07:30 – 18:15	08:15 – 18:15	-	0.5	0.5	0.5	-
Midhurst - Haslemere	Stagecoach	Local Bus Budget	Fixed Price, DM	70	06:15 – 19:45	07:15 – 19:45	-	1	1	1	-
Midhurst - Haslemere	Stagecoach	Joint with SCC, DfT Better Bus funded	Fixed Price, DM	70	-	-	09:00 – 20:00	-	-	-	0.5
Arundel - Chichester	Compass	Local Bus Budget	Fixed Price	85/85A	07:00 – 17:30	-	-	1	1	-	-
Midhurst - Petersfield	Stagecoach	Combined Tender with 8054	Revenue Guarantee	91/92/93	07:00 – 18:45	07:00 – 18:45	-	1	0.6	1	-
Petworth - Chichester	Compass	DM pending revenue with DDRT	Fixed Price	99	07:45 – 18:15	07:45 – 18:15	-	0.6	0.6	0.6	-
Northchapel - Midhurst	Compass	Funded by Education budget	Fixed Price	415	07:30 – 04:30	-	-	One bus each way	One bus each way	-	-
Northchapel - Midhurst	Stagecoach	Funded by Education budget	School - Revenue Guarantee	422	07:45 – 16:15 (Mon – Thur) 07:45 – 14:15 (Fri)	-	-	One bus each way	One bus each way	-	-

Route	Operator	Funding Source	Contract/ De minimis	Route Number	Operating Hours			Frequency			
					(Mon-Fri)	(Sat)	(Sun)	Peak (M-F)	Off-peak (M-F)	(Sat)	(Sun)
Hammer Hill - Midhurst	Stagecoach	Funded by Education budget	School - Fixed Price	470	07:45 – 16:15 (M-T) 07:45 – 14:15 (F)	-	-	One bus each way	One bus each way	-	-
Duncton - Midhurst	Compass	Funded by Education budget	School - Fixed Price	428	07:45 – 04:15	-	-	One bus each way	One bus each way	-	-
East Dean - Chichester	Compass	Funded by Education budget	School - Fixed Price	107	08:15 – 16:00	-	-	One bus each way	One bus each way	-	-
E Wittering - Selsey	Stagecoach	Funded by Education budget	School - Fixed Price	614	07:45 – 16:00	-	-	One bus each way	One bus each way	-	-
Bracklesham - Selsey	Stagecoach	Funded by Education budget	School - Fixed Price	615	08:00 – 15:30	-	-	One bus each way	One bus each way	-	-
Chichester - Westergate	Stagecoach	Funded by Education budget	School - Fixed Price	658	07:30 – 15:15	-	-	One bus each way	One bus each way	-	-
Haywards Heath Town	Compass	Combined 9030/A/1/3A-D/62/9/74/331, 8428	Fixed Price	30	06:15 – 18:00	08:15 – 18:00	-	1	1	1	-
Haywards Heath Town	Compass	Combined 9030/A/1/3A-D/62/9/74/331, 8428	Fixed Price	30A							
Haywards Heath - Uckfield	Compass	Combined 9030/A/1/3A-D/62/9/74/331, 8428	Fixed Price	31	06:00 – 19:15	07:30 – 19:00	-	1	0.5	0.5	-

Route	Operator	Funding Source	Contract/ De minimis	Route Number	Operating Hours			Frequency			
					(Mon-Fri)	(Sat)	(Sun)	Peak (M-F)	Off-peak (M-F)	(Sat)	(Sun)
Burgess Hill - Cuckfield	Compass	Combined 9030/A/1/3A-D/62/9/74/331, 8428, ex 3in1 funded	Fixed Price	33A	07:30 – 16:30	-	-	One bus each way	One bus each way	-	-
Hurstpierpoint - Burgess Hill	Compass	Combined 9030/A/1/3A-D/62/9/74/331, 8428	Fixed Price	33	07:00 – 18:15	07:45 – 17:45	-	1	1	1	-
Hurstpierpoint - Hassocks	Compass	Combined 9030/A/1/3A-D/62/9/74/331, 8428, Education funds	School - Fixed Price	33	08:00 – 15:30	-	-	One bus each way	One bus each way	-	-
Hassocks - Hurstpierpoint (PM jy)	Compass	Combined 9030/A/1/3A-D/62/9/74/331, 8428, ex 3in1 funded	Fixed Price	33							
Burgess Hill Town	Compass	Combined Tender with 9039/A/9089	Fixed Price	35A/35C	07:00 – 18:45	08:15 – 18:45	-	1	1	1	-
Haywards Heath - Bolnore	Compass	Combined Tender with 9035	Fixed Price	39	06:15 – 19:00	08:15 – 19:00	-	2	1	1	-
Horsham - North Heath	Metrobus	Local Bus Budget	Fixed Price, DM	61	09:15 – 17:15	09:30 – 17:45	-	1	1	1	-
Balcombe - Cuckfield	Compass	Funded by Education budget	Fixed Price	62	07:45 – 15:45	-	-	0.6	0.6	-	-

Route	Operator	Funding Source	Contract/ De minimis	Route Number	Operating Hours			Frequency			
					(Mon-Fri)	(Sat)	(Sun)	Peak (M-F)	Off-peak (M-F)	(Sat)	(Sun)
Rusper/Plaistow - Horsham	Compass	Funded by ENCTS Budget	Fixed Price, DM	52	09:30 – 13:15 (Mon and Thur)	-	-	One bus each way	One bus each way	-	-
Plaistow - Horsham	Compass	Funded by ENCTS Budget	Fixed Price, DM	64	10:45 – 14:15 (Mon and Thur)	-	-	One bus each way	One bus each way	-	-
Alfold - Worthing	Compass	Combined 9030/A/1/3A-D/62/9/74/331, 8428, ENCTS funded	Fixed Price	69	09:15 – 14:45 (Tues and Fri)	-	-	One bus each way	One bus each way	-	-
Storrington - Chichester	Compass	Funded by ENCTS Budget	Fixed Price, DM	71	09:30 – 14:15 (Wed)	-	-	One bus each way	One bus each way	-	-
Horsham - Storrington	Compass	Combined 9030/A/1/3A-D/62/9/74/331, 8428, ENCTS funded	Fixed Price	74/74A/74B	06:45 – 17:15	-	-	0.7 Tues and Thur.	0.7 Tues and Thur.	-	-
Rydon - Houghton (1505 jy)	Compass	Funded by Education budget	Fixed Price, DM	74A	15:30 – 15:45	-	-	One bus service	One bus service	-	-
East Grinstead - Crawley	Metrobus	Combination 9084,9610/92/3	Fixed Price	84	07:15 – 19:00	08:00 – 19:00	-	0.5	0.5	0.5	-
Horsham/Crawley - H Heath	Compass	Combined Tender with 9035	Fixed Price	89/62	07:30 – 18:30	-	-	Two buses each way	Two buses each way	-	-

Route	Operator	Funding Source	Contract/ De minimis	Route Number	Operating Hours			Frequency			
					(Mon-Fri)	(Sat)	(Sun)	Peak (M-F)	Off-peak (M-F)	(Sat)	(Sun)
Kingsfold - Horsham	Metrobus	Local Bus Budget	Fixed Price, DM	93	06:30 – 19:45	07:00 – 19:45	09:00 – 19:00	1	1	1	0.5
Roffey - Southwater (AM journeys)	Metrobus	Local Bus Budget	Fixed Price, DM	98	06:15 – 00:00	07:00 – 00:00	09:00 – 19:15	4	3	3	2
Burgess Hill - Horsham	Compass	Local Bus Budget	Fixed Price	100	06:30 – 19:15	07:00 – 19:00	-	1	1	1	-
Crawley Down - Haywards Heath	Metrobus	Local Bus Budget	Fixed Price, DM	272	06:00 – 23:00	05:30 – 18:45	-	2	0.5	0.5	-
Crawley - Brighton	Metrobus	DfT Better Bus funded, joint with B&H Council	Fixed Price, DM	273	05:00 – 20:00	07:45 – 19:45	09:00 – 18:30	1	1	1	1
Albourne - Hassocks (AM only)	Compass	Funded by Education budget	School - Fixed Price	331	08:00 – 08:15	-	-	One bus service	One bus service	-	-
Durfold Wood - Billingshurst	Compass	Funded by Education budget	School - Fixed Price	500	08:00 – 04:00	-	-	One bus each way	One bus each way	-	-
Albourne - Hassocks	Sussex Coaches	Funded by Education budget	School - Fixed Price	590	08:15 – 3:30	-	-	One bus each way	One bus each way	-	-
Bewbush - Crawley Schools	Metrobus	Combination 9084,9610/92/3, ex 3in1 funded duplicate	Fixed Price	610	08:00 – 15:49	-	-	One bus each way	One bus each way	-	-
Crawley - Holy Trinity & St Wilfrid's	Metrobus	Combination 9084,9610/92/3, ex 3in1 funded duplicate	Fixed Price	692	08:00 – 16:00	-	-	One bus each way	One bus each way	-	-

Route	Operator	Funding Source	Contract/ De minimis	Route Number	Operating Hours			Frequency			
					(Mon-Fri)	(Sat)	(Sun)	Peak (M-F)	Off-peak (M-F)	(Sat)	(Sun)
Crawley Down - Crawley	Metrobus	Combination 9084,9610/92/3, ex 3in1 funded duplicate	Fixed Price	693	08:00 - 16:15	-	-	One bus each way	One bus each way	-	-
Shoreham - Hove Cardinal Newman	Brighton & Hove	Former 3in1 Funded Duplicate, now DM	Revenue Guarantee	59A	07:15 - 16:00	-	-	One bus each way	One bus each way	-	-
Ifield West - Hazelwick School	Metrobus	Former 3in1 Funded Duplicate, now DM	Fixed Price	2	7:45 - 15:30	-	-	One bus each way	One bus each way	-	-
Billilinks	Jakes Taxis	Taxibus DRT, Prices Varies	Revenue Guarantee		N/A	N/A	N/A	N/A	N/A	N/A	N/A
East Grinstead - Brighton	Metrobus	ESCC BSIP Contract, WSCC funded from Better Bus		270	06:15 - 21:15	07:15 - 21:00	09:30 - 18:15	1	1	1	0.5
East Grinstead - Tunbridge Wells	Metrobus	Kent CC Contract	Other LTA	291	05:45 - 00:45	06:00 - 00:45	09:00 - 20:15	2	1	1	0.5
East Grinstead - Crawley (AM journeys)	Metrobus	Local Bus Budget	Fixed Price, DM								
East Grinstead - Tunbridge Wells	Metrobus	ESCC BSIP Contract, WSCC funded from Better Bus	Other LTA								
North West Chichester District DDRT	CT Sussex	DDRT, price varies, DM	Revenue Guarantee	96 Flex	07:00 - 19:00	07:00 - 19:00	N/A	On demand	On demand	On demand	-

Route	Operator	Funding Source	Contract/ De minimis	Route Number	Operating Hours			Frequency			
					(Mon-Fri)	(Sat)	(Sun)	Peak (M-F)	Off-peak (M-F)	(Sat)	(Sun)
Barnham DDRT	CT Sussex	DDRT, price varies, DM	Revenue Guarantee	97 Flex	07:00 – 19:00	07:00 – 19:00	N/A	On demand	On demand	On demand	-
North Chichester District DDRT	CT Sussex	DDRT, price varies	Revenue Guarantee	98 Flex	07:00 – 19:00	07:00 – 19:00	N/A	On demand	On demand	On demand	-
Petworth - Chichester	Compass	DDRT, price varies, DM	Revenue Guarantee	99 Flex	07:00 – 19:00	07:00 – 19:00	N/A	On demand	On demand	On demand	-

2.11 BSIP schemes

During the period since the publication of the original BSIP, WSCC has been awarded BSIP funding by DfT to implement specific elements of the BSIP. These are described in further detail in the next Chapter, as part of the completion of the programme in 2024/25. They are however summarised as follows:

Capital funded (long term investments in infrastructure and assets)

- Real Time Passenger Information displays: Funding 425 Real Time Passenger Information displays (RTPI) across the county. The programme started in January 2024.
- Traffic Light Priority: Signal upgrades programme is being funded to improve signalling at 20 junctions and give buses priority. Focussing on improved journey times for the Coastliner Route 700.
- Western Boulevard scheme: Delivering dedicated bus lanes on The Boulevard (west) at the junction with The Broadway, Crawley and bus priority at adjacent signal locations. Crawley Borough Council are leading delivery of this scheme - Western Boulevard | Invest Crawley.
- Manor Royal Bus Lane Phase 3: Extension to the recently constructed eastbound bus lane in Manor Royal in Crawley from Crompton Way to London Road (A23). This project forms phase 3 of the bus lane extension works in Manor Royal.
- Bus Stop Improvements: Programme of bus stop improvements across the county. Phase 1 focussed on improvements of the new 500 Bus Service route and these stops were completed in 2023. Phase 2 include improvements to 45 bus stops countywide.
- Hydrogen Fastway Running Improvements: Improvements to the Hydrogen Fastway Routes 10 and 20 in Crawley. This will improve transit speeds, accessibility, and passenger satisfaction. Works will include improved bus stops, surfacing and highway adjustments to improve bus journey times.

Revenue funded (day-to-day operational costs providing essential services)

- 16 to 20 Bus Saver: Introduction of a bus fare discount scheme for young people (16 to 20-year-olds) across the county.
- New 500 Bus Route: New 500 service is being run by Stagecoach South, commenced in July 2023. The route runs between Chichester, Shopwhyke, Tangmere, Fontwell, Barnham, Yapton and Littlehampton - Stagecoach - Service 500 timetable.
- Digital Demand Responsive Transport (DDRT): Managing services to connect communities where common bus services will not work on their own, branded as “Book-a-Bus”.
- Promoting benefits of bus travel: Encouraging existing, old and new users to travel by bus more often, such as the “Bus it!” campaign.

2.12 Bus fleet

Although the two largest bus operator groups are committed to low/zero emission fleets by 2035, current operating conditions pose a challenge to investment in new vehicles. Table 5 sets out the fleet composition for the four principal bus operators in West Sussex. (The majority of the Brighton & Hove Buses' fleet operates in the City of Brighton and in East Sussex.)

Table 5 - Bus fleet composition of West Sussex principal operators in terms of emission standards

Vehicle type	Euro 3	Euro 4	Euro 5	Euro 5a	Euro 5b	Euro 6	Euro 6a	Euro 6b	Euro 6c	Euro 6d	Euro 6d-temp
Compass Travel	3	15	1	2	19	3	0	24	5	3	0
Metrobus	2	60	0	6	36	48	0	20	5	2	0
Stagecoach (South)	2	7	54	0	0	0	101	0	0	0	0
Brighton & Hove	6	10	21	58	40	0	0	88	1	68	33
Totals by Euro type	13	92	76	66	95	51	101	132	11	73	33
% of vehicles	2%	12%	10%	9%	13%	7%	14%	18%	1%	10%	4%

From the table it can be calculated that some 53% of the current scheduled bus service fleet operating wholly or partly in West Sussex is of at least Euro 6 specification upon registration or retrofitting (by Metrobus and Stagecoach South).

32% are Euro 5 specification, with 14% below that standard; the 2% which are Euro 3 are the older fleet generally used for school bus services that are operated less frequently (twice a day, term time only).

2.13 Punctuality

In common with other LTAs, WSCC completes Local Bus Service Punctuality statistics for reporting to DfT, and the following indicates general bus punctuality across the county.

- 2018/19 = 84%
- 2019/20 = 86% (up 2% from 2018/19)
- 2020/21 = 92% (up 6% from 2019/20)
- 2021/22 = 83% (down 9% from 2020/21)
- 2022/23 = 79% (down 4% from 2021/22)
- 2023/24 = To be confirmed (due to technical issue downloading data at time of writing)

The data for these statistics was obtained from the West Sussex Real Time Passenger Information (RTPI) system, as it is considered to represent bus punctuality more comprehensively than through the Analyse Bus Open Data Service (ABODS). The 2020/21 figure is based on data from between October 2020 to March 2021, which was positively impacted by reduced traffic volumes due to COVID restrictions that were in place, limiting general traffic and resulting in far fewer bus passengers, therefore the punctuality achieved is considered to be exceptionally high.

2.14 Bus stop density

Figure 2-7 shows the distribution of bus stops across the county. It shows that there is a good distribution of bus stops, except in the most rural areas. However, the location of bus stops does not determine the frequency of services which in the rural areas reflects the lower density of population and fewer roads.

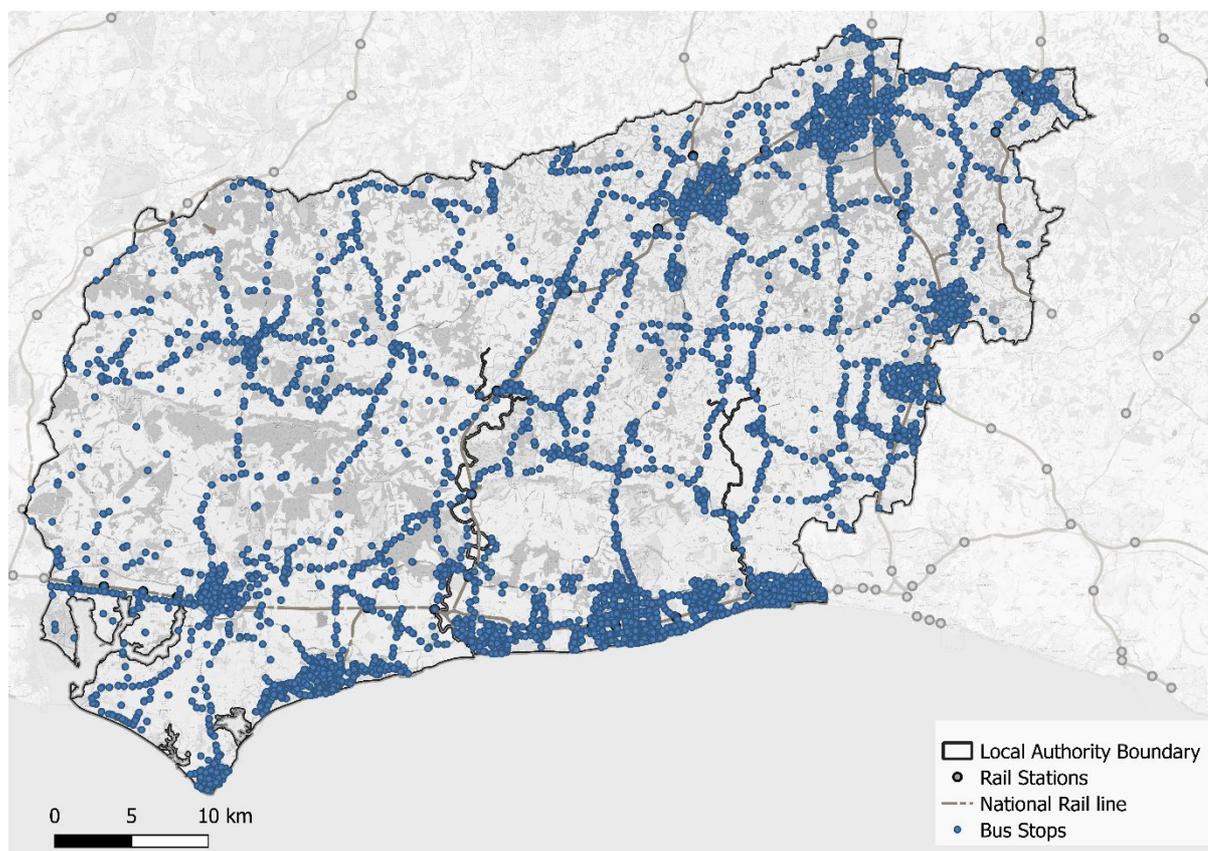


Figure 2-7 - Distribution of bus stops across West Sussex

As set out in Chapter 3, WSCC and the bus operators are working closely together to improve all aspects of the passenger experience at bus stops, including better accessibility and safety, enhanced facilities at bus stops (including bus shelters) and expanded information for both scheduled and current times.

2.15 Bus stop facilities

As an upper-tier local authority, WSCC works with all levels of local government, bus operators, other transport providers and applicable landowners to improve bus stop facilities in the county in terms of the provision and upkeep of bus shelters (including seats and lighting) and timetable displays.

A full audit of all bus stops was carried out by a specialist contractor in early 2023 and the findings have informed the development of WSCC's BSIP-funded plans to upgrade stops and expand the provision of information across the bus network. As this programme is work-in-progress, the current situation can be summarised as follows:

- WSCC doesn't currently own any bus shelters, or standalone seats at bus stops - the existing inventory has been provided by a variety of organisations and are in variable condition.
- Shelters are sometimes provided by developers as a condition of a planning application and sometimes by WSCC as part of major highways schemes.
- WSCC has no records of light levels in bus shelters or at bus stops
- Shelters are generally maintained by Borough / District Councils, or Parish / Town Councils, other transport agencies or managing agents for developments
- Timetables are provided by operators (in various layouts, according to their company style and data systems), typically in simple timetable cases. Route diagrams, a list of possible destinations, or network maps are therefore not generally provided at bus stops.
- The general condition of bus stops and shelters varies, and no single, common standard is applied.

As set out in Chapter 3, the work which has been carried out to get a better understanding of the extent and condition of the inventory of bus stop facilities has been used to develop a programme of bus stop improvements across the county. Phase 1 of this focused on a number of improvements along the line of the new BSIP-funded 500 service which were delivered in tandem with the launch of the service and completed in 2023, comprising:

- A total of 32 bus stops which were installed or upgraded.
- Works tailored to each site, covering a range of new bus stop poles, new bus stop flags, bus stop road markings (refreshed or new), new hard standings, improvements to the adjacent footway and ability for pedestrians to access the stop.
- Close working between WSCC, the contractor and the bus operators to determine the requirements at each location and coordinate the execution of the works.

The speed and agility required by all parties to deliver these bus stop infrastructure upgrades to support the launch of the new service is considered to be a tangible success of partnership working and is an exemplar for the delivery of the rest of the BSIP.

2.16 Real time passenger information (RTPI)

There are an increasing number of RTPI displays across West Sussex. Since January 2024, 425 RTPI displays have been funded through capital investment. By the time of BSIP submission, 250 of these displays will have been installed, with the remaining 175 planned to be completed by the end of 2024.

The majority of existing RTPI displays are located at bus stops within towns and other centres of population including Horsham, Chichester, north of Haywards Heath, Midhurst and Pulbrough. There are also some displays in rural areas in-between towns which provide bus users with real-time bus information for inter-urban bus services which are likely to provide a less regular service. In outer-urban areas, the majority of RTPI displays are located on A roads and village High Streets.

The RTPI displays planned later in 2024 are clustered in the coastal towns of Selsey, East and West Wittering, Bognor Regis and Worthing as well as in rural areas. These are concentrated on A roads which support inter-urban bus routes connecting towns and villages.

The planned increase in RTPI displays across the county will improve the overall user experience and perceptions of reliability through improving passenger awareness of waiting times.

An interactive map is on the Council website allowing passengers and others to see where the new displays are being installed. Traffic light priority and other schemes are also marked on the map. The Press, Local Members, parishes and others interested in bus service improvements have found this a useful tool for helping keep stakeholders up to date and demonstrate how the BSIP funding is being used right across the County. The map can be found here: [Bus Service Improvement Plan \(BSIP\) map - West Sussex County Council](#).

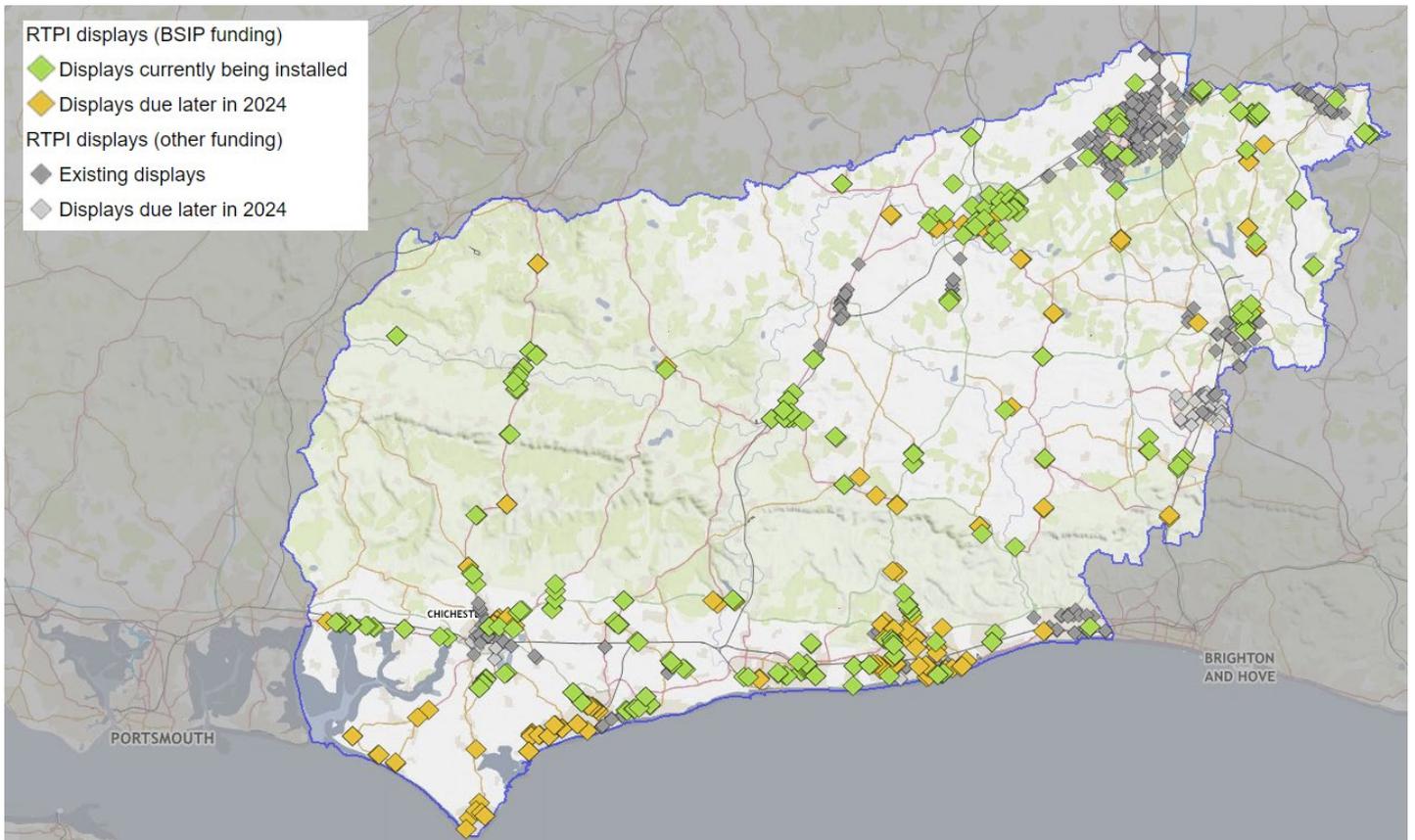


Figure 2-10 - Distribution of RTPI displays across West Sussex

2.17 Bus priority

Bus operators fairly regard more bus priority measures as critical in their efforts to improve reliability of services and their highest priority for any local authority investment in the highway network.

Many of the existing bus priority measures implemented in West Sussex have been associated with Fastway, one of the first and most successful Bus Rapid Transit (BRT) schemes in the UK. Fastway is an excellent example of partnership working between an LTA and operator and is held up as an exemplar due to patronage increasing by 160% over the ten-year period between September 2003 and September 2013. Approaching the bus concept with strong customer focus as opposed to an engineering focus was found to be an important factor contributing to a successful project delivery. Partnership working is considered to have been a key driver of this success, with collaboration across several stakeholders. There has also been an ongoing focus on the need to keep the brand and service fresh, considered to have been an important factor in maintaining customer satisfaction and patronage growth over time, delivering long term benefits from the initial capital outlay.

Elsewhere in the county, some towns have bus gates in the town centre, for example in Chichester, where the two of the 4 main shopping streets are largely pedestrianised, and the other two streets by the cathedral have bus gates.

Further bus priority measures are being implemented under BSIP and these are set out in Section 3.

2.18 Bus, rail and coach integration

Key elements of good interchange between bus services and trains include physical proximity, number of bus routes, and frequency levels. Table 6 shows estimated passenger entries and exits and interchanges by station and details of services from National Rail local area maps:

Table 6 - Rail station interchanges between April 2022 and March 2023

Rail station	Annual rail passenger entry and exits	Annual station rail interchange passengers	Number of bus services	Bus stops serving the station
Billingshurst	390,872	0	1	Immediately outside
Bognor Regis	1,025,024	0	8	Immediately outside
Burgess Hill	1,467,092	0	7	Immediately outside
Chichester	2,434,584	40,719	13	Immediately outside
Crawley	1,160,750	3,065	23	Immediately outside
East Grinstead	888,748	0	10	Immediately outside
Haywards Heath	3,394,840	325,318	11	No more than 3 minutes' walk
Horsham	2,093,682	104,781	15	Immediately outside
Littlehampton	810,748	4,149	4	Immediately outside
Shoreham-By-Sea	1,101,476	0	3	Immediately outside
Three Bridges	2,791,886	718,405	12	Immediately outside
Worthing	1,891,412	18,160	7	Within 5 minutes' walk

The absence of a bus stop directly outside stations like Haywards Heath and Worthing, despite their significant rail passenger traffic, presents several challenges and impacts. The longer transfer between modes can discourage and impact bus ridership. Worthing has planned improvements to relocate the bus stops.

2.19 Park and ride

Park and Ride services are available in Horsham, providing car drivers and their passengers with an alternative to parking in the town centre. Metrobus Route 23 and Route 98 both serve the Park and Ride site 7 days a week.

A single ticket costs £1.70 per person before 09:00 Monday to Friday, with the same fare paid upon return. A £2.40 return fare for up to 5 people is available at other times. English National concessionary passes are accepted for free travel after 09:30 Monday to Friday and anytime on Saturdays, Sundays and Public Holidays. Period tickets are valid at all times for the holder, plus 4 passengers can travel with the holder after 09:00 Mondays to Fridays and all day Saturday, Sundays and Public Holidays. Period travel is available on smartcards and the mobile app, offering cost savings. These cost £13.75 for 1 week, £46 for 4 weeks and £121 for 13 weeks (although this is not available as a mobile ticket).

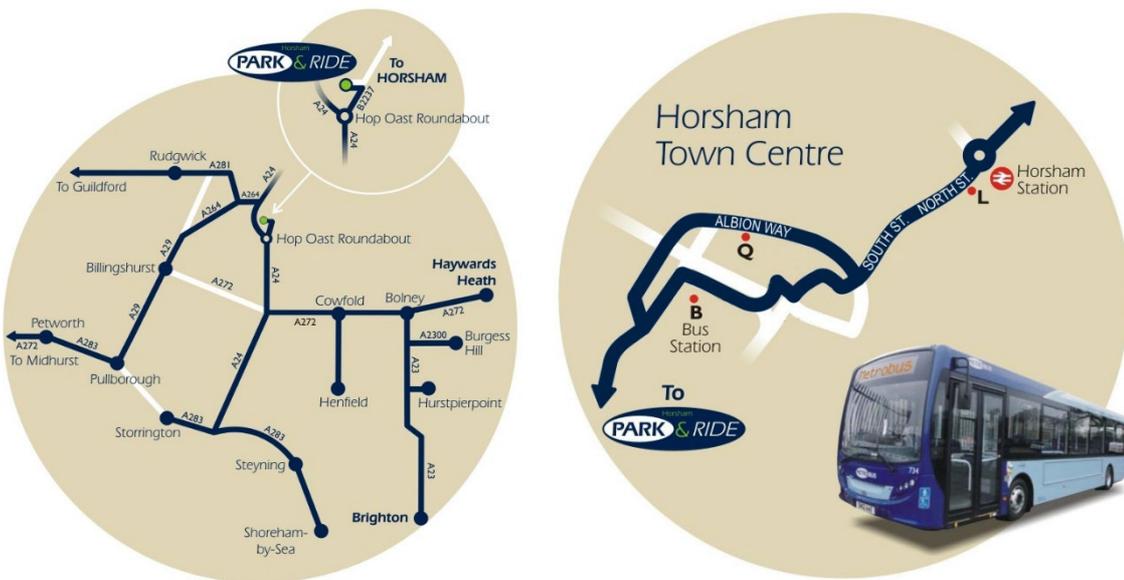


Figure 2-11 - Horsham Park & Ride (www.metrobus.co.uk/horsham-park-ride)

2.20 Car parking

Illegal parking on-street causes unnecessary congestion, delays buses, and can seriously hinder passengers' ability to board or alight from buses. Enhanced enforcement of existing parking regulations and the application of new restrictions therefore has wider benefits than just assisting bus services to operate to time.

WSCC currently has arrangements with District/Borough Councils to deliver civil on-street parking enforcement and WSCC complements their resources with targeted bus related parking enforcement including of Bus Stops and Bus Stop Clearways and Bus Lanes. Car parks in town centres in West Sussex are operated by District/Borough councils as shown in Table 7:

Table 7 - Car parks in town centres in West Sussex

District	Total number of off-street spaces in public car parks excluding P&R	Typical cost of parking for 3-4 hours	Daily cost of all day parking in long stay public car parks
Chichester	3,850	£4.40 - 9.40 (City) Free - £6.60 (Rural & Coastal)	£9.50 (City) £2.20 - £6.60 (Rural & Coastal)
Mid Sussex	2,279	£3.70 - £5.00	£5.00
Worthing & Adur	3,202	£2.20 - £7.70	£2.80 - £12.10 Adur (Sundays) - £1
Horsham	2,782	£4.35 - £6.40 (Town often a 3-hour limit)	£10.10 - £16
Arun	2,409 (736 Seasonal, 234 Free)	£2.75 - £6.05 (Regular) £4.40 - £5.50 (Seasonal)	£5.00 - £8.80 (Regular) £4.40 - £13.20 (Seasonal)
Crawley	2,039	£2.80 - £3.40	£4.00 - £9.00

2.21 Consultation and engagement

Transport Focus Survey

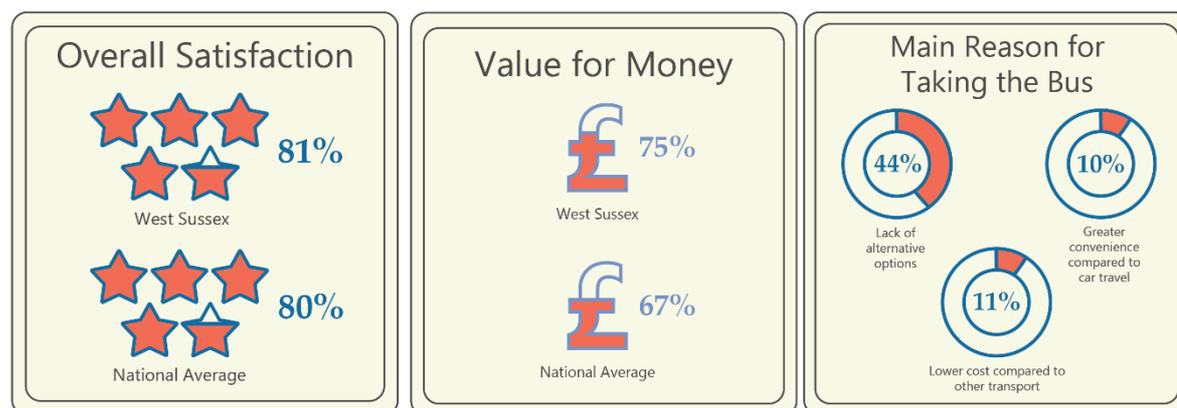


Figure 2-12 - Transport Focus Survey

According to the 2023 Transport Focus survey, there were 1,018 bus passenger responses from West Sussex. The overall satisfaction with local bus journeys in West Sussex was 81%, closely aligned with the national average of 80%. The value for money of journeys in West Sussex received a score of 75%, higher than the national average of 67%.

The survey highlighted that the primary purposes for bus journeys were work commutes (35%), shopping trips (19%), education commutes (12%), and leisure trips (10%). The main reasons for taking the bus included a lack of alternative travel options (44%), lower cost compared to other transport (11%), and greater convenience compared to car travel (10%).

Passenger ratings for bus stops in West Sussex were 71% for personal safety, 72% for the information provided, 74% for cleanliness, and 62% for the general condition and maintenance. Regarding waiting times at bus stops, 57% of respondents waited less than 10 minutes, and 65% felt that the wait was as expected or shorter than expected. Ratings for boarding the bus were high, with 91% satisfied with the time taken to board and 92% satisfied with the ease of boarding.

Onboard the bus, the ratings were 84% for personal security, 89% for the availability of seating or standing space, and 83% for the cleanliness and condition of the bus interior. Overall ratings for local bus services included 81% for connections with other public transport (e.g., trains), 64% for the frequency of services, 58% for the reliability of services, and 65% for the cost of bus fares.

Bus Back Better Consultation

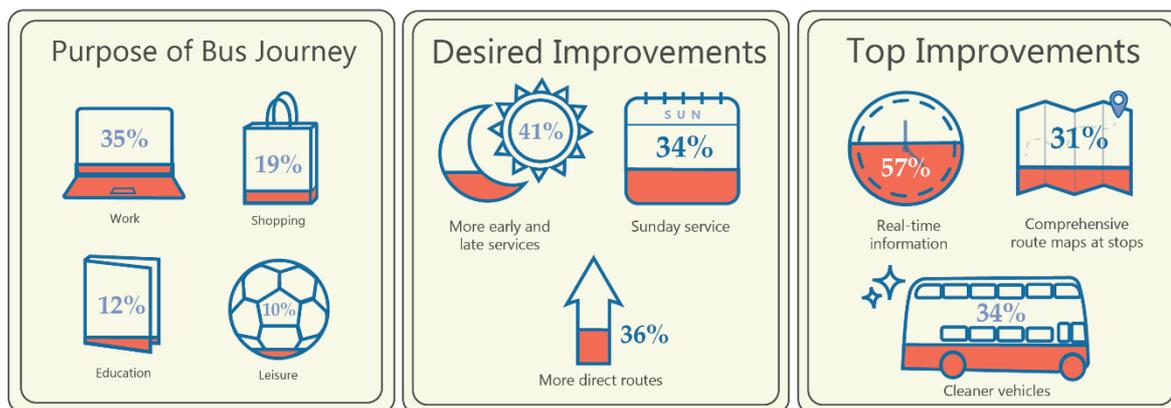


Figure 2-13 - Bus Back Better Survey results

A survey was undertaken in August-September 2021 specifically regarding people’s views on priorities for the BSIP. There were 3,074 total responses, of which 2,596 were online, 471 paper responses and 7 by telephone. 16 letters/emails were received with additional comments and are included in the ‘open text’ analysis of the survey. The responses included 301 large print versions and 29 in Easy Read format.

Survey participants highlighted ‘shopping’ and ‘leisure/social activities’ as the primary reasons for current and desired bus use. Key barriers to more frequent bus use included infrequent service (50%), unsuitable routes (35%), and cost (27%), especially for young people under 25. Desired improvements to bus travel included more early and late services (41%), more direct routes (36%), and Sunday services (34%). Top improvements for the overall respondent pool were real-time information (57%), cleaner vehicles (34%), and comprehensive route maps at stops (31%). For journey planning, most used bus company websites, timetables at stops, and Google. Over 2,000 additional comments were received, providing further insights and suggestions for enhancing bus travel in West Sussex.

Whilst priorities differed slightly between those with and those without concessionary passes, and young people under the age of 25, there was an agreement over the key improvements, and these have informed the proposed programme in this BSIP.

Details of the survey results are shown in Appendix A.

2.22 Passenger Charter

A passenger charter is currently being developed and will be created in accordance with the 2024 BSIP guidance and published by Autumn 2024. Once finalised, the charter will be published on the appropriate operators' websites and the West Sussex County Council website.

2.21 Bus Connectivity Assessment

West Sussex has completed the data collection and analysis required to fulfil the DfT's requirement for a Bus Connectivity Assessment (BCA) to be completed in parallel with the BSIP update. This assessment is intended to support DfT in evaluating the connectivity needs of each LTA area and consider potential future funding requirements to improve connectivity.

The assessment looks at how the current service provision effect people getting to key destinations (business, healthcare, work, education, retail, leisure opportunities and other modes of transport).

This included what proportion of West Sussex can travel to these destinations within 30 minutes by bus in the morning peak hour or on a direct bus route at any time of the day.

Table 8 - Connectivity Assessment

Connectivity need	Key locations	RURAL	RURAL	URBAN	URBAN
		Population with direct bus service (%)	Average journey time by bus (mins)	Population with direct bus service (%)	Average journey time by bus (mins)
Access to business	Business Parks and Industrial Areas	70%	27	94%	20
Access to healthcare	Dentists	71%	34	94%	23
	Hospitals	54%	30	84%	34
	Pharmacies	71%	32	94%	20
	GPs	70%	32	94%	21
Access to work	Town Centres and Cities	68%	40	90%	30
	Offices	68%	35	93%	31
	Banks	71%	39	95%	27

Connectivity need	Key locations	RURAL	RURAL	URBAN	URBAN
		Population with direct bus service (%)	Average journey time by bus (mins)	Population with direct bus service (%)	Average journey time by bus (mins)
Access to education	Primary Schools	71%	30	94%	20
	Secondary Schools	64%	38	92%	28
	Further Education	60%	37	85%	36
	Universities	15%	11	18%	7
Access to retail	Shopping	68%	30	94%	22
Access to leisure opportunities	Restaurants	71%	25	94%	18
	Cinemas	60%	29	84%	34
	Play Spaces	71%	27	94%	18
	Playing fields	71%	29	94%	20
	Parks	67%	31	94%	26
Access to other modes of transport	Ports and Ferries *	0%	0	0%	0
	Airports **	3%	2	21%	8
	Bus Stations	45%	18	52%	13
	Interchanges	66%	32	94%	25

* Access to ports and ferries is not possible from West Sussex within 30 minutes by bus, nor by any direct bus route

** Access to airports relates to Gatwick Airport

Some of the results relate to where facilities are located:

- Around two thirds of rural residents and 19 out of 20 urban residents can reach a **major shopping area** by direct bus. The average journey time for rural residents to reach a major shopping area by bus is 30 minutes, while the journey is 22 minutes from urban residents. This reflects the location of major shopping areas in or on the edge of urban areas.
- There are relatively few **hospitals** in or close to West Sussex, so just over 50% of residents in rural areas have a direct bus service to this location.
- Very few urban residents and even less rural residents of West Sussex can access an **airport** by direct bus.
- Approximately 70% of rural residents have a direct bus service **to town centres, offices and banks**.

These proportions and average journey times reflect how different facilities and services are distributed, with many located in or close to town centres (and therefore closer to urban residents).

2.22 Summary of current bus offer

Based on the updated baseline to 2023/24, the key points of the current bus offer in West Sussex are identified as follows:

- The weekday peak time bus network has remained largely unchanged, in terms of extent and geographic coverage; the number of operators and the services provided by each of them has also remained stable;
- While total passenger numbers have not yet returned to the pre-Covid level, this is understood to be because of changed travel habits, including most notably those who hold a concessionary bus pass (elderly and disabled);
- Spending by WSCC on the bus network has increased substantially, the vast majority of which is BSIP funding from DfT, although WSCC has also maintained the extent of its supported (tendered) services by funding contract price increases;
- The composition of the bus fleet is substantially better in terms of emissions standard, with over half of the buses meeting the highest standard of ‘Euro 6’;
- In addition to the number of bus stops increasing, the number of Real-Time Information displays has also increased, although there is still scope to improve the quality and quantity of bus stops with facilities;
- Further bus priority is currently being implemented, which will assist in improving bus punctuality.
- In terms of the relationship to other modes of transport, the number of rail passengers has generally decreased (which, as with bus ridership, is understood to be the legacy of the pandemic) while the amount and pricing of car parking provision remains a localised influence on the attractiveness of bus travel;
- The key issues for passengers identified from the original BSIP have informed the BSIP-funded initiatives and formalising the downstream engagement of passengers - as represented by the Passenger Charter - is ongoing work.

3 Overall funded delivery programme

WSCC has already made significant progress towards its BSIP delivery programme across both capital and revenue funding. Delivery of the programme is overseen internally within WSCC by the BSIP Programme Delivery Board, which is led by the Programme Senior Responsible Officer (SRO).

The Programme Delivery Board has Delegated Authority from the EP Board to make decisions affecting programme, scope and budget of the individual projects within the approved time, cost and quality limits. Where the programme's baseline reporting criteria is affected the WSCC BSIP Programme Manager will make a recommendation to the SRO to submit a decision request to the EP Board. Progress is then reported to the EP Board and to DfT.

Table 9 shows the schedule of WSCC funding including the BSIP schemes which have already started to be delivered in 2023/24 and will continue into 2024/25.

3.1 Other public sector funding

No other public funding has been identified as being specifically spent on bus improvements.

3.2 Bus operator investment

Bus operators are proactively planning investments to maintain and enhance their fleet and services, ensuring they meet future demands and industry standards, although no further new vehicles are due for delivery in 2024/25.

A network review is expected to be completed in 2024 and supporting the continuation of existing services until such time as changes can be coordinated across the network and operators and tailoring the fleet to the new requirements will form part of the bus operators' continued constructive approach to network stability and improvement, through the EP.

Table 9 - Funding delivery programme

Scheme	Funding Sources	Cost 2023/4	Cost 2024/5	Comments
Manor Royal Bus Lane Extension	Bus Service Improvement Programme Grant	£149,090	£982,935	Manor Royal Bus Lane Phase 3: Extension to the recently constructed eastbound bus lane in Manor Royal in Crawley from Crompton Way to London Road (A23). This project forms phase 3 of the bus lane extension works in Manor Royal.

Scheme	Funding Sources	Cost 2023/4	Cost 2024/5	Comments
Bus Priority Signal Upgrades	Bus Service Improvement Programme Grant	£287,200	£912,822	Signal upgrades programme is being funded to improve signalling at 20 junctions and give buses priority. Focussing on improved journey times for the Coastliner Route 700
Western Boulevard Junctions/Signals /Pedestrian facilities	Bus Service Improvement Programme Grant	£115,709	£1,726,538	Delivering dedicated bus lanes on The Boulevard (west) at the junction with The Broadway, Crawley and bus priority at adjacent signal locations. Crawley Borough Council are leading delivery of this scheme
Real Time Information Displays	Bus Service Improvement Programme Grant	£1,601,000	£1,698,000	Funding 425 Real Time Passenger Information displays (RTPI) across the county. The programme started in January 2024
Bus Stop Access Improvements	Bus Service Improvement Programme Grant	£0	£110,000	Bus stop locations under identification, with prioritisation and design works to be done
Hydrogen Fastway bus running improvements	Bus Service Improvement Programme Grant	£66,000	£1,543,555	Improvements to the Hydrogen Fastway Routes 10 and 20 in Crawley. This will improve transit speeds, accessibility and passenger satisfaction. Works will include improved bus stops, surface treatments and highway adjustments to improve bus journey times
Bus Stop Improvements Programme	Bus Service Improvement Programme Grant	£276,760	£723,240	Programme of bus stop improvements across the county. Phase 1 focussed on improvements of the new 500 Bus Service route and these stops were completed in 2023. Phase 2 include improvements to 45 bus stops countywide.

Scheme	Funding Sources	Cost 2023/4	Cost 2024/5	Comments
Crawley Multi-Modal Interchange	Bus Service Improvement Programme Grant	£47,822	£0	Preliminary works to develop the scheme, which will now be delivered through other means
£3 fare cap 12/24 - 3/25	Bus Service Improvement Programme Grant	£0	£750,000	In feasibility stage, planned Jan '25 – March '25. Monitoring alongside YP Scheme and recent £2 fare cap extension. Will review deliverability in Q2 of FY (Jul '24).
New Bus Service 500	Bus Service Improvement Programme Grant	£371,250	£385,000	Continuation of revenue support as passenger numbers grow following service launch in Jul 23
DDRT - Supported Services	Bus Service Improvement Programme Grant	£461,756	£793,113	Managing services to connect communities where common bus services will not work on their own
Capped Bus Fares	Bus Service Improvement Programme Grant	£0	£30,000	Support to operators to develop 'Tap On, Tap Off' ticketing
Reduced Bus Fares - Young People	Bus Service Improvement Programme Grant	£63,000	£180,000	A bus fare discount scheme for young people (16 to 20-year-olds) across the county
Promoting benefits of bus travel to users	Bus Service Improvement Programme Grant	£73,395	£126,690	Encouraging existing, lapsed and new users to travel by bus more often
BSIP Delivery Costs	Bus Service Improvement Programme Grant	£160,760	£243,656	Staff time to run the EP and deliver the programme of Capital and Revenue spending
Network information at stops	Bus Service Improvement Programme Grant	£0	£231,180	Providing enhanced displays at key interchange bus stops
Additional 300 RTPi displays on key corridors	Bus Service Improvement Programme Grant	£1,523,031	£1,776,969	

Scheme	Funding Sources	Cost 2023/4	Cost 2024/5	Comments
Support to current commercial services	Bus Service Improvement Programme Grant	£281,250	£675,000	Network review to be undertaken through EP
Increased contract prices for supported services	Bus Service Improvement Programme Grant	£206,273	£427,400	Maintaining the existing supported network, pending network review to be undertaken through EP
	Total: BSIP+	£5,684,296	£13,316,098	

3.3 BSIP revenue funding schemes continuing in 2024/25

The following BSIP schemes commenced delivery during 2023/24 and will continue until the end of the BSIP funding period:

3.4 BSIP new bus service 500

The new 500 service is being run by Stagecoach and commenced in July 2023 following a procurement process to secure the delivery of the spend according to the Council’s normal procedures, which includes higher contractual standards, reflecting the aims of the BSIP. The route runs between Chichester, Shopwhyke, Tangmere, Fontwell, Barnham, Yapton and Littlehampton and runs every 30 minutes, Monday to Saturday daytimes and hourly on Monday to Saturday evenings and on Sundays.

Performance of the service is monitored on a monthly basis, between WSCC and Stagecoach, with key metrics developed and actions recorded for direct service delivery issues as well as broader issues related to the evolution of the bus network in the area between Chichester and Littlehampton, as this area is the subject of extensive current and future residential development which will generate potential bus demand and traffic congestion unless the latter is successfully managed.

WSCC has been proactive in sharing the initial results on basecamp, a community of BSIP practitioners facilitated by DfT:

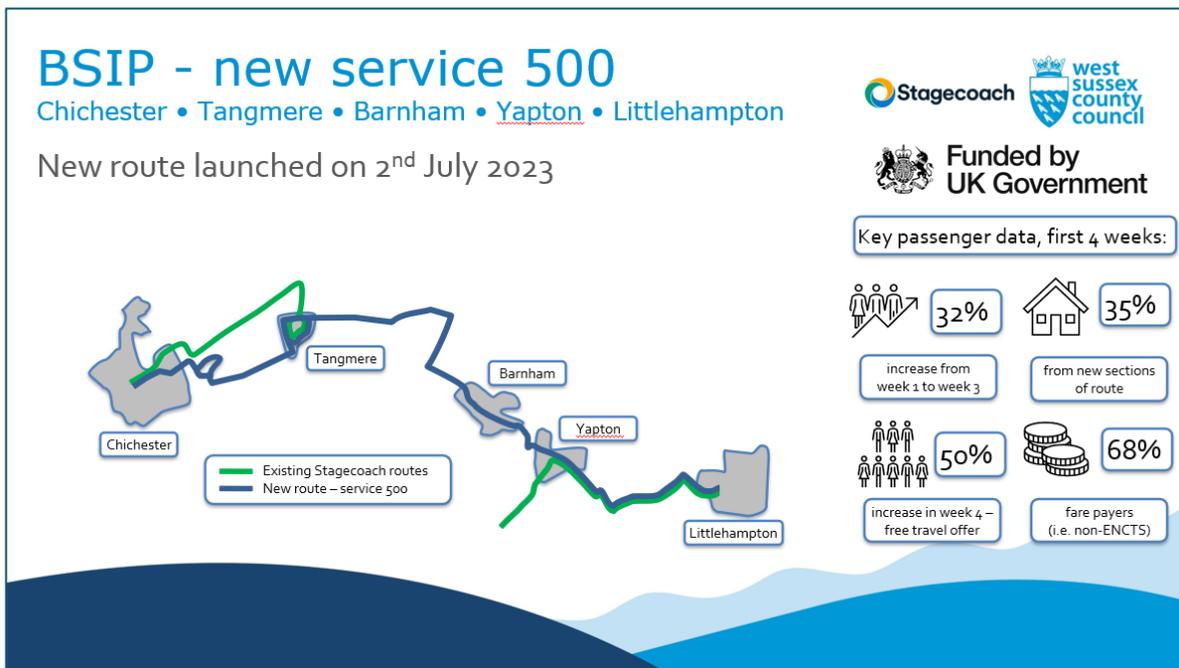


Figure 3-1 - Key details of new service 500

A key issue for service delivery in the first year has been a number of significant road closures which have necessitated major diversions and impacted patronage as a result. Actions to recover take-up of the service - in line with the original trajectory over the BSIP period - are underway and include additional promotional activity, targeted at the sections of route which have had most disruption.

The service will continue in its current form up to the end of the BSIP period for service support and is expected to be secured by developer planning obligation funding (£106) and increasing commercial viability thereafter.

3.5 BSIP young persons fare scheme

Following coordination with the bus operators on the scope and terms of the scheme, WSCC introduced a bus fare discount scheme for young people (16 to 20-year-olds) across the county in October 2023. This scheme aims to reduce the barriers to bus use and encourages this age group to use buses to travel places of study / employment in preference over other modes.

Specific aims of the scheme were to provide a greater discount than through the national £2 fare cap and across the widest range of tickets possible. In simple terms, the scheme enables young people to purchase tickets at the same price as child tickets (for under 16s). No separate scheme pass is required - only proof of age, according to the bus operator's normal arrangements for age verification.

Take-up is monitored on a weekly basis, with formal arrangements for reimbursing the bus operators issued under the EP and managed through an efficient parallel arrangement to reimbursing operators for the English National Concessionary Travel Scheme.

The importance of the discount being available across the ticket range was considered particularly important to encourage regular bus use and to avoid on-bus transactions which could impact on bus journey times. The preliminary data indicates that journeys made with weekly and monthly tickets routinely make up around half of all journeys made under the scheme:

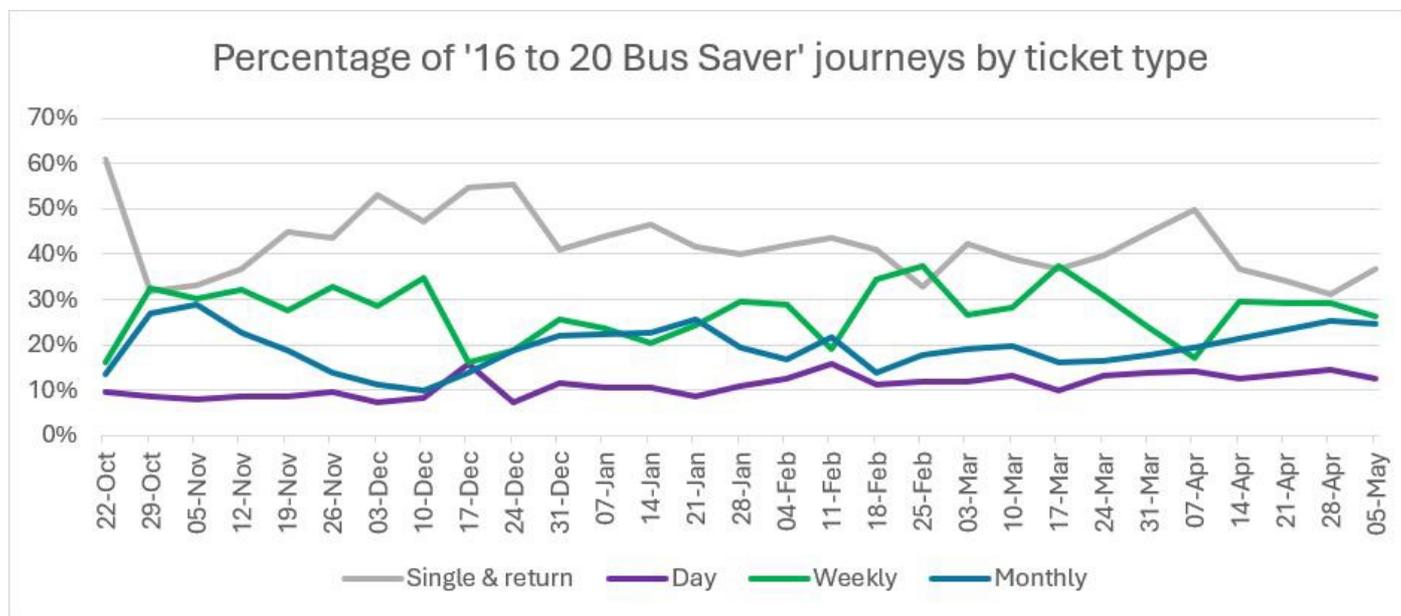


Figure 3-2 - Usage of BSIP Young Persons Fare scheme across ticket types

Promotion of the scheme has been one of the priority areas of the BSIP work promoting the benefits of bus travel to users (as described below) and has focussed on social media and online campaigns, tailored to the demographic of young people. It has also extended to physical promotional activity such as posters in colleges and a Stagecoach bus rear advert:



Figure 3-3 - Bus rear advert of “16 to 20 Bus Saver” scheme

The scheme will continue in its current form up to the end of the BSIP period for fares support and discussions will take place between WSCC and the bus operators about the post-BSIP scheme, although it is ultimately intended that the discount for the age group is provided as part of the commercial value proposition of bus operators.

3.6 WSCC Book-a-Bus DDRT (digital demand responsive travel)



Figure 3-4 - DDRT buses under WSCC Book-a-Bus scheme

WSCC’s Book-a-Bus pilot scheme aims to enhance residents’ access to employment opportunities and essential services in areas which have limited to no access to conventional, scheduled public transport. The 4 pilot scheme areas focus on remaining true pilot studies, testing various technology configurations including semi-flexible bus technology, to establish the most efficient set-up, aiming to make use of existing under-utilised vehicles and designated Book-a-Bus vehicles. The project focuses on improving accessibility, exploring innovative solutions, assessing demographic reach, and demonstrating the feasibility of DDRT. The findings from this pilot contribute valuable insights to the longer-term consideration of how more agile service delivery can meet rural transport needs, addressing the challenges and opportunities associated with societal changes and expectations of transport being ‘on-demand’.

The zones implemented are:

- **Chichester and Petworth zone (99/99 Flex):** Digitalising an existing semi-flexible bus route, with app-based bookings, to tempt new users out of their cars. This zone was the testing ground for creating a workable software set-up for semi-flexible DDRT.
- **North of Petworth zone (98 Flex):** Community Transport Sussex had been advocating for the reintroduction of public transport here, after 20 years without any. It was a good testbed, as local residents had expressed strong interest in having a new bus service.

- **Rural North West Chichester zone (96 Flex):** DDRT zones have typically been used in the UK to replace fixed bus routes with falling patronage, which was the situation here. So here we tested the question: ‘if people have different public transport services in their local area, would they choose a traditional fixed bus route or DDRT?’ With this model we tested where demand might be, with a limited timetable joined by a flexible option that purposely overlays an existing bus route, to test and see where demand truly lies as people can now travel when they want, where they want (within the zone) and not be restricted by a limited timetable.
- **Barnham area zone/ East of Chichester (97 Flex):** Our final pilot B-a-B zone will be testing a semi-flexible software set-up, as there will be timetabled connections to key commuter trains at Barnham Railway Station at peak times. This will also allow the Council to compare two different DDRT technology softwares.

Figure 3-5 shows these zones geographically:

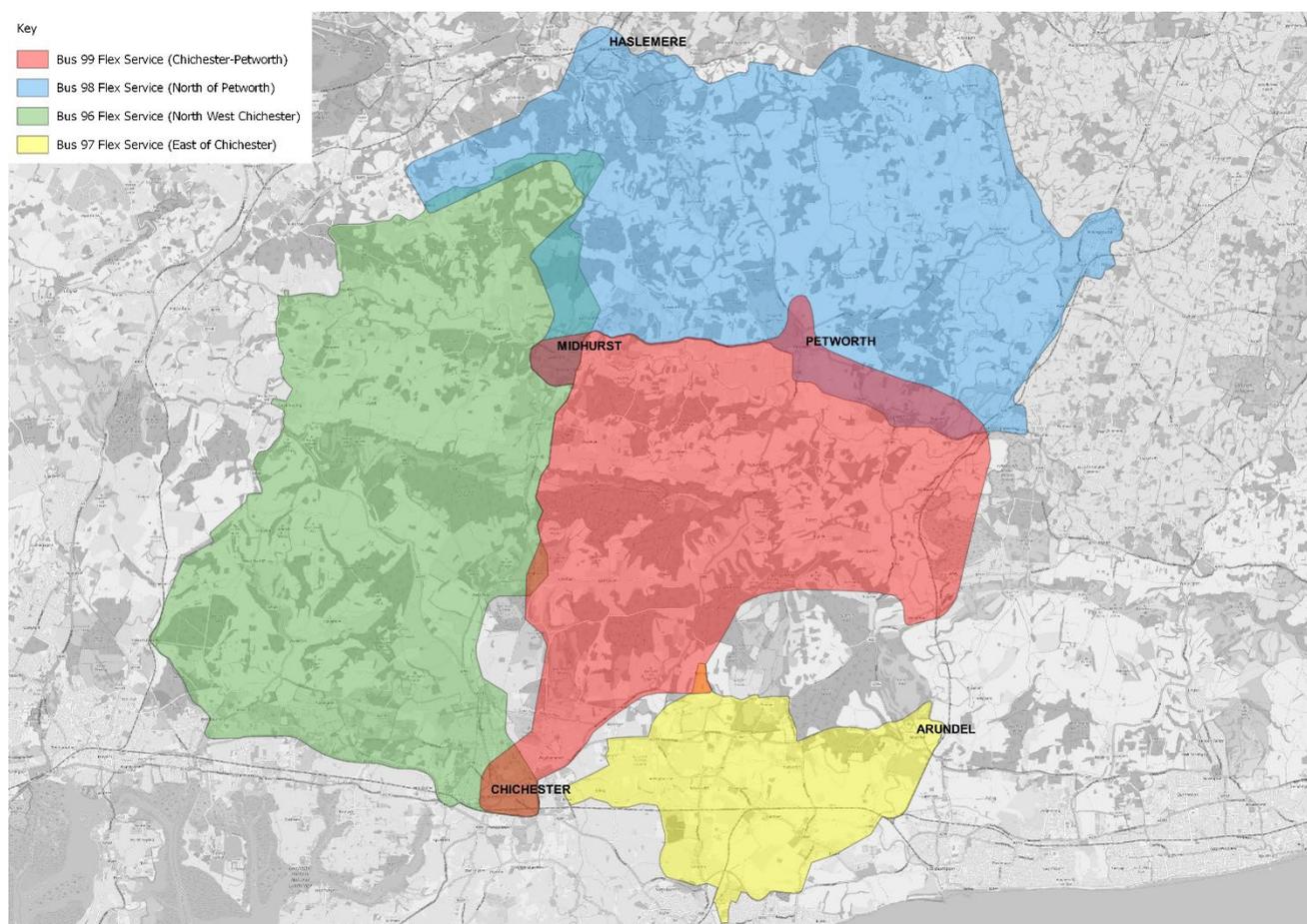


Figure 3-5 - DDRT zones in West Sussex

The services are operated by a combination of local bus company Compass Travel and community transport operator, Community Transport Sussex (CTS).

The objective of the pilots was to test a range of technology set-ups typically not been explored in the UK market, such as semi-flexible bus technology, to establish which would attract the widest demographic across existing and new users with a range of engagement levels with mobile technology and demonstrate the viability of the service. To test this set-up, two different DDRT technology providers have been selected. The first technology provider was The Routing Company (TRC), which delivered an established fully flexible DDRT software, now used only on ‘fully flexible’ configured zones. For one of the B-a-B zones, WSCC worked closely with TRC to test semi-flexible technology but after multiple test software configurations, WSCC deemed the TRC software as not suited for a semi-flexible set-up and therefore went back out to market to test another DDRT technology to see if an alternative software solution would work. The second technology provider appointed was ‘Spare’, with the 97 zone in Barham being their first entry into the UK DDRT market. This will put the council in a position during the pilot to compare two DDRT technology software solutions, taking lessons learnt for the wider evaluation of DDRT.

Table 10 - Key statistics for the Book-a-Bus scheme

DRT Zone	Settlement structure	Operation set-up	Area (Sq. Mile)	Feeder locations	Service model	Number of vehicles	Size of vehicle	Days of operation per week	Hours of operation	Launch date of zone
99 Flex (Chichester to Petworth area)	Rural with connections to larger settlements	Fully Flex	71.4 sq. Miles	/	Fully Flex	1	29-seater bus	6 days (Mon-Sat)	7am-7pm	24 th July 2023
98 Flex (North of Petworth)	Rural with connections to larger settlements	Fully Flex	89.2 sq. Miles	/	Fully Flex	2	16-seater minibus	6 days (Mon-Sat)	7am-7pm	7 th August 2023
97 Flex (Barnham area)	Rural with connections to larger settlements	Fully Flex	15 - 24.9 sq. Miles	Timetabled service at peak times to Barnham Railway Station	Semi-flexible	1	16-seater minibus	6 days (Mon-Sat)	7am-7pm	3 rd June 2024
96 Flex (North West Chichester area)	Rural with connections to larger settlements	Fully Flex	93.4 sq. Miles	/	Fully Flex	2	16-seater minibus	6 days (Mon-Sat)	7am-7pm	11 th December 2023

Passengers moved

Since launch (summer 2023), Book-a-Bus has carried 5,856 passengers - and the number is growing each week. During February 2024, free fares were offered on all B-a-B services as a promotion to encourage passengers to use more sustainable transport. This was successful with February being the best performing month since launch - these higher numbers have since continued without free travel. 98 Flex data, for example, shows patronage has tripled from launch to now.

Table 11 - Passengers per revenue hour change over time for the 98 Flex zone only

Month	Passengers per revenue hour
Aug-23	0.27
Sep-23	0.31
Oct-23	0.44
Nov-23	0.57
Dec-23	0.71
Jan-24	0.67
Feb-24 (free fares)	1.19
Mar-24	1.19
Apr-24	1.37

The 99 flex allows pre-bookings up to 7 days advance while the 96 flex & 98 flex allow bookings up to 24 hours in advance. In doing so, Book-a-Bus gives users more certainty that they will be picked up around a set time using the depart at / arrive by functionality regardless of how many on-demand bookings there are on the day of travel. Through the use of depart at / arrive by functions, users are able to get to depart at a specific time or book more freely and arrive at key locations at a selected time i.e for a work meeting. Social media marketing and thousands of leaflets have been distributed to promote DDRT services in the area.

3.7 BSIP promoting the benefits of bus travel

Even before the BSIP funding had been confirmed, WSCC had already been active in promoting post-Covid bus travel, in line with the National Bus Strategy’s aim to rebuild patronage to more than it was before the pandemic. Four priority areas were established for the marketing and communications activities:

- English National Concessionary Travel Scheme (ENCTS) - promoting take up of passes and the usage of them
- 16 to 20 Bus Saver - launch and ongoing awareness of the scheme
- Book-a-Bus - launch of the scheme and of each pilot area, along with ongoing awareness
- Joint activity with operators - to maximise the value of complementary activities

Rebuilding patronage was particularly true of the key demographic of senior citizens travelling under the English National Concessionary Travel Scheme (ENCTS), who had not returned to using buses as much despite travel restrictions having been lifted. The Bus It! campaign was therefore devised with the aim to encourage senior citizens back on the buses, by increasing the number of people eligible applying for their free bus pass and encouraging existing, old and new users to travel by bus more, thereby increasing the use of the free bus pass among bus users to pre-pandemic levels.



Funded by
UK Government



The best things in life are free!

Free bus travel for disabled
or state pension age residents

westsussex.gov.uk/FreeBusPass
0330 222 6222

Bus it! You know it
makes sense.

WS33165 02.2024

Figure 3-6 - Advert for "Bus it!" scheme

The multi-channel campaign covered both free and paid activity, tailored to the target audience and ran initially from September to December 2022. Following confirmation of BSIP funding, promotion of ENCTS has continued to be one of the top 4 priorities for promotional activity as WSCC and the bus operators recognise the importance which this market segment has had to the overall use of local bus services and the value which the pass holders place on the use of buses, including for access to essential services and social interaction.

Next steps for continuing to promote take-up and usage of ENCTS passes are:

- Continuing to appear in preferred channels as listed in Mosaic (demographic analysis) data including radio and print ads.
- Looking ahead, we can consider targeting those who are nearing the state pension age and start building their awareness of the bus pass through digital channels and press efforts.
- Connecting our 'Bus It' eNewsletter specials to our existing user database of bus pass holders.

As described above in relation to the BSIP-funded Young Persons Fare Scheme and DDRT pilots in 4 zones, the budget allocation for promoting the benefits of bus travel has been prioritised to support these in order to create successful launches and generate take-up during the initial periods of scheme delivery.



Figure 3-7 - Adverts for "Book-a-Bus" and "16 to 20 Bus Saver" schemes

For the Young Persons Fare Scheme - which WSCC has branded as '16 to 20 Bus Saver' - the detailed campaign plan has been constructed around social media and online activity reflecting the target demographic, using both organic WSCC social media accounts and paid adverts on the most commonly used platforms. Activity has also been carried out by means of radio adverts to broaden the message to parents of young people, given they will still be likely to be funding the bus travel (or providing lifts if not funding bus travel). A dedicated webpage, press releases and the residents' newsletter have also been used to promote the scheme.

Given the purchase of the 16 to 20 Bus Saver tickets is directly through the bus operators, designs and content have been provided for their apps and websites in order to provide consistency of messaging and visibility within the range of tickets available at the point of sale. The next steps and learnings from the campaign are:

- Social media, messaging and appropriate timings helped in the success of reaching both our primary and secondary target audience in the promotion of the 16 to 20 Bus Saver discount.
- By understanding that 'independence' is the key emotion for both young people and parents/carers, our communications anchored on this messaging and highlighted the benefits of the discount that both target audiences could experience.
- Following the academic year and working our communications efforts around key timings helped in promoting the discount.
- As we plan our next steps on promoting the discount, we can utilise the use of video content in promoting and communicating with our primary target audience. We can also improve the content by also highlighting the benefits of being able to travel more independently (e.g. having more control over your time). These changes can help in elevating our messaging and spread more awareness of the discounts.

For Book-a-Bus, communications focused on hyper local advertising opportunities within the different Book-a-Bus zones. Primary channels included: paid and organic messaging on Meta, local parish magazines, advertorials and press releases. The buses themselves are fully wrapped and act as effective marketing billboards to raise awareness. Continued email marketing via our county council's residents eNewsletter, which goes to over 210k residents, also lifted web traffic and interest considerably. We have also recently launched a local geotargeted radio campaign to promote the DDRT service to our target audience.

These actions have resulted in 1,859 app sign-ups since launch, with next steps and key learnings being:

- geotargeting our communications has proven to be a big help in the success of the service.
- direct communication with the town/parish councils, and with community groups on social media aided in spreading awareness and increasing take up on the service.
- working closely with the bus operators and listening to feedback given by passengers via social media channels allowed for continued improvements.
- this summer, we are launching three social media reels themed around three key benefits of the DDRT service (on-demand, connect, explore).
- these highlight the ease of travelling, but also anchor on the emotion of being able to stay connected to key destinations/locations mean for passengers. It is evident that the bus service helps people keep connected to vital services and locations, directly impacting their lives.

The fourth priority is to undertake joint promotional activity with operators about the £2 national fare cap and whatever arrangements are put in place from January 2025 onwards (which are yet to be confirmed, but could be a continuation of some form of DfT-led national fare cap, a more commercially-driven fare offer steered by operators or even a local scheme under the West Sussex Enhanced Partnership).

Going forward into 2024/25, the promotional priorities will continue, with the activity expanding to reflect the increased allocation, with the specific activity tailored to any emerging trends and issues, and with a view to communicating any decisions which are made about the 16 to 20 Bus Saver and Book-a-Bus beyond the end of the current BSIP funding period.

Reflecting the new ways of working under the EP, WSCC has worked with the 3 main operators of local bus services (Compass, Metrobus/Brighton & Hove, Stagecoach) to develop operator-led promotional activity in support of campaigns and activity which were already planned by the operators. This 'co-funding' approach will ensure greater awareness of the campaigns across the operator's own channels and through the communication network which the council already has with local representatives and stakeholders and will be monitored closely to consider as the model to be adopted going forward.

3.8 BSIP capital programme

As the capital programme has largely been in the planning, design and procurement process during 2023/24, the individual schemes are not set out in similar detail to the revenue-funded schemes which have already been launched (as set out above). The capital delivery programme is however in progress and so the schemes are summarised as follows:

- Manor Royal Bus Lane Extension - Manor Royal Bus Lane Phase 3: Extension to the recently constructed eastbound bus lane in Manor Royal in Crawley from Crompton Way to London Road (A23). This project forms phase 3 of the bus lane extension works in Manor Royal.
- Bus Priority Signal Upgrades - Signal upgrades programme is being funded to improve signalling at 20 junctions and give buses priority. Focussing on improved journey times for the Coastliner Route 700.
- Western Boulevard Junctions/Signals/Pedestrian facilities - Delivering dedicated bus lanes on The Boulevard (west) at the junction with The Broadway, Crawley and bus priority at adjacent signal locations. Crawley Borough Council are leading delivery of this scheme.
- Real Time Information Displays - Funding 425 Real Time Passenger Information displays (RTPI) across the county. The programme started in January 2024.
- Bus Stop Access Improvements - minor works at individual bus stops to improve accessibility to/from buses but also within the immediate public realm. Bus stop locations are under identification, with prioritisation and design works to be done in 2024.
- Hydrogen Fastway bus running improvements - Improvements to the Hydrogen Fastway Routes 10 and 20 in Crawley. This will improve transit speeds, accessibility and passenger satisfaction. Works will include improved bus stops, surfacing and highway adjustments to improve bus journey times.
- Bus Stop Improvements Programme - Programme of bus stop improvements across the county. Phase 1 focussed on improvements of the new 500 Bus Service route and these stops were completed in 2023. Phase 2 include improvements to 45 bus stops countywide.

3.9 Bus driver retention and recruitment

Operators running services within West Sussex have been working to reduce the effects of driver shortages in the area, which had led to lower planned frequencies on certain more frequent routes and an amount of ad-hoc unreliability. Within the past year the following efforts have been made:

- Investing in training facilities to increase capacity including greater use of training staff shifts to maximise usage of training vehicle resource.
- Enhanced recruitment campaigns. These campaigns include targeted TV advertising to different demographics who may be suited to becoming bus drivers.

These efforts have been successful in relieving the pressures of significant driver shortages, however ongoing fluctuation and turnover of staff will continue to be monitored.

4 Ambitions and proposals for 2025-2029

4.1 Approach to proposals

For the 2025-2029 period of the BSIP, and then to 2036 in line with the West Sussex Local Transport Plan, the schemes in Table 12 would enable a continued significant improvement in bus services, and a consequential increase in usage reversing the impact of the years affected by the Covid pandemic. The schemes are organised according to the categories set out in DfT's guidance on updating the BSIP, and examples of bus service improvements in developed and/or delivered in the past two years are provided in Section 3, as a means of sharing the successes which WSCC and the bus operators have delivered to date and the learning from those initiatives.

The analysis of the current offer to passengers presented in Section 2 illustrates that the existing network is relatively stable and viable, however to drive passenger growth, additional and/or enhanced services, facilities and customer-focussed initiatives are needed. WSCC and the bus operators are fully aligned that the long-term expansion of the network will come from the high-quality operation of reliable, commercially-viable services as providing more buses is the most assured way of carrying more passengers. Even without the EP, the partners have a record over the past 25 years of strong patronage growth however in order to make a step-change in bus use, and based on the experience of this track record, additional funding for kick-starting even further growth across the county is needed.

The goal of wide-ranging commercially sustainable improvements is a realistic one based on the long-term track record. Expanding the network to provide a more convenient and comprehensive offer to passengers could be achieved through:

- Increasing frequencies on all commercial services to the next clockface frequency, e.g. every 30 minutes to every 20 minutes.
- Adding evening services where they are not already in place or increasing evening frequencies where they already exist and provide a demonstrable demand (also reflecting changing travel habits post-Covid)
- Adding Sunday services where they are not in place

These service enhancements are most likely to take place either on or in support of the two key inter-urban corridors; one along the coast from Brighton to Portsmouth through the West Sussex towns of Shoreham-by-Sea, Worthing, Littlehampton, Bognor Regis, and Chichester. The other key corridor is from Southwater to Gatwick Airport, through Horsham and Crawley. The focus on these corridors reflects the fact that around 80% of bus passengers journeys in West Sussex take place on 20 bus routes (which have consistently been the 20 most well-used bus routes) and therefore ensuring that the core network continues to prosper is vital to the sustainability of the network as a whole.

Some of the increased frequencies would likely take longer to move towards being commercial than others. Some services are likely to be self-sustaining within 2 years whilst others may need 4

years of funding which would need to be front-loaded with annual decreases in the proportion needed in years 2 to 4. This funding is in addition to any service improvement made through development contributions e.g. for new housing, where further resources are typically required to divert a service from its existing route to include the development or to reflect the increased journey time from additional highway measures and/or resultant traffic levels.

WSSC already supports an extensive network of contracted services as set out in Table 4.

Further funding would allow a significant development of this network - including DDRT - allowing the areas of the county that are outside of the commercial network to benefit from improved services alongside the significant investment in the commercial network. The investment should be timed to coincide with when the step-change in the commercial services can be made, and whilst the contracted support is likely to be needed in the longer term the overall bus network would be in place for the required funding to decrease over time.

This list of schemes will be complemented by investment from the bus operators, although as future years depend on current business commercial performance and corporate processes to secure funding and conduct vehicle procurement, no specific investments are confirmed at the time of this BSIP update. WSSC and the operators will continue to look to bid for any additional funding opportunities to decarbonise the fleet, such as through ZEBRA if further rounds are made available by DfT, as well as exploring sourcing of funding through the private sector, whether as developers or 'green' investors.

A related issue, and one which the operators and planning authorities will need to address over the period, is the availability of depots to support the future fleet. Existing depots are largely constrained by size but also by technical and/or investment case limitations in respect of being upgraded to support a transition to a zero-emission fleet, whether based on full battery electric buses or hydrogen fuel-cell technology. WSSC fully understands the importance of appropriate depot facilities being available to operators of services in the county and will therefore work proactively with the lower tier authorities (who are the planning authorities) and appropriate stakeholders to facilitate the long-term availability of depot facilities which will be needed to support the extent and type of bus network which this BSIP proposes. This will also consider whether there are appropriate opportunities to coordinate depot facilities across a wider fleet than just buses e.g. refuse collection and other public sector (owned or contracted) vehicles, as all face similar challenges around depots capable of supporting zero-emission fleets.

Table 12 - BSIP ambitions and proposals for 2025-36

Proposal	Actions	Area	Year of Implementation
Proposal 1: Improved service level and network coverage	Expansion of the commercial bus network to provide a more convenient and comprehensive offer to passengers	County wide	From 2025-29 subject to funding
	Significant development of supported services to complement the commercial bus network including DDRT	From 2025 subject to funding	From 2025 subject to funding
	Development of the A22 Sustainable Transport Corridor including enhanced RTPI, electronic bus timetables and route information at stops between Copthorne and East Grinstead, bus lanes, bus priority, bus stop buildouts and clearways	A22 Sustainable Transport Corridor, East Grinstead	From 2026 subject to funding
	Regular bus services between West of Chichester Strategic Development Location and the city centre	West of Chichester SDL	From 2025-29 subject to funding
	Regular bus services between Westhampnett Strategic Development Location and the city centre	Westhampnett SDL, Chichester	From 2025-29 subject to funding
	Bus service serving the Littlehampton development	North Littlehampton	From 2025-29 subject to funding
	Increase frequency of bus services and extend operating hours from Dominion Road bus stop serving the Decoy Farm development	Decoy Farm, Worthing	From 2025-29 subject to funding
	New bus service linking to the sites in Lancing & Sompting	New Monks Farm, Sompting & Shoreham Airport	From 2025-29 subject to funding
	Improvement of local bus services to serve the new development in Kilnwood Vale (other than Fastway)	Kilnwood Vale	From 2025-29 subject to funding
	Crawley Fastway extension	Crawley	From 2032-2036 subject to funding
	Provision of bus services in new developments in Forge Wood	Forge Wood, Crawley	2026
	A more direct service between East Grinstead, Gatwick Airport and Manor Royal	East Grinstead, Gatwick Airport and Manor Royal	From 2026 subject to funding
	Developer to fund extension to the bus service for a minimum period of 5 years	Slaugham	Currently under development
	Improved frequency and coverage in Horsham – Broadbridge Heath	Horsham	From 2025 subject to funding

Proposal	Actions	Area	Year of Implementation
Proposal 1: Improved service level and network coverage	Improved frequency and coverage in Burgess Hill for local services to be integrated with the Northern Arc/Brookleigh	Burgess Hill	From 2025 subject to funding
	Bus route extension to support West Durrington site including provision of a new carriageway, six new bus stops and a bus gate to restrict vehicular access to Tasman Way	West Durrington site, Worthing	2024-2027
	Extension of Fastway route 10 from Bewbush to the new neighbourhood centre via Sullivan Drive	Kilnwood Vale, Crawley	2025
	Enhance the accessibility to bus stops of employees of Victoria Business Park and for residents in the surrounding area	Burgess Hill	From 2025 subject to funding
	Station Gateway, Crawley: Original BSIP scheme delivered in smaller phases	Crawley	From 2026 subject to deliverability
Proposal 2: Bus Priority	Bus only on London Rd between King St and High St in East Grinstead	East Grinstead	From 2026 subject to funding
	Priority improvements along the A24 Worthing - Horsham including Hop Oast	Horsham	From 2026 subject to funding
	Deliver improvements largely within existing highway land to provide bus priority at 5 signal-controlled junctions	Horsham	From 2026 subject to funding
	Provide bus priority at 5 signal-controlled junctions	Crawley	From 2026 subject to funding
	Deliver improvements largely within existing highway land to provide bus priority where possible at 5 locations and viable including priority at signal-controlled junctions	Mid Sussex	From 2026 subject to funding
	Deliver small scale 'tactical' highway improvements (e.g. signal upgrades that could include bus vehicle detection)	South Downs National Park	From 2026 subject to funding
	Small scale 'tactical' highway improvements (e.g. signal upgrades that could include bus vehicle detection) to keep traffic moving	Worthing	From 2026 subject to funding
	Introduce bus priority measures as part of major road schemes for A259 Bognor Regis to Littlehampton	A259	From 2026 subject to funding
	Vehicular timed restrictions within Carfax allowing buses only between 10.30am and 4.30pm	Horsham	From 2026 subject to funding
	A259 Chichester-Bognor Regis Corridor to include dedicated bus-only lanes, bot northbound and southbound, along some sections of the route, bus gates	Chichester and North Bersted sites	From 2026 subject to funding

Proposal	Actions	Area	Year of Implementation
Proposal 2: Bus Priority	Bus lane in Burgess Hill by reconfiguring current road space/makings and kerb lines etc	Burgess Hill	2025
	Introduction of bus only access / bus priority measures on Church Road	Burgess Hill	From 2026 subject to funding
Proposal 3: Lower and simpler fares	Increased bus subsidy measures in Bersted, Arun new developments	West of Bersted, Arun	Dependent on the development
	Contribution towards the expansion of the PlusBus scheme on a regional basis to cover greater areas and to include 'doorstep to doorstep' trips	County wide	From 2025 subject to funding
Proposal 4: Ticketing	Introducing a countywide or regional app to simplify ticketing across bus, rail and PlusBus.	County wide	from 2026
	Contribution towards contactless payment and Tap-on or Tap-off for all local bus services	County wide	Dependent on the development of Coral
	Including monitoring of and targets for PlusBus ticket sales through the Partnership	County wide	From 2025 subject to funding
Proposal 5: Waiting and interchange facilities	Improve the interchange between bus and rail by moving the bus station / bus stops / interchange to the front of East Grinstead station	East Grinstead	From 2026 subject to funding
	Introduction of superhubs to Crawley's bus shelters	Crawley	From 2025 subject to funding
	Introduction of a hub for Burgess Hill Town Centre	Burgess Hill	From 2025 subject to funding
	Creating high quality waiting and interchange facilities in Chichester in conjunction with the development of the bus station and depot area development	Chichester	From 2025 subject to funding
	Expansion of Horsham bus station, with another Hub near the town	Horsham	From 2025 subject to funding
	Introduce a superhub in Manor Royal	Manor Royal	From 2025 subject to funding
	Chichester City Centre bus stop improvements on North and East Street highways.	Chichester	From 2026 subject to funding
	Consolidate and reposition Shoreham High Street bus stops	Shoreham Harbour	From 2025 subject to funding
Proposal 5: Bus information and network identity	Bus stop accessibility improvements across 500 stops	County wide	From 2025 subject to funding

Proposal	Actions	Area	Year of Implementation
Proposal 5: Bus information and network identity	Bus shelter partnership with lower tier Authorities for 500 new shelters	Lower tier Authorities	From 2025 subject to funding
	Provision of bus stops with real time passenger information within the Forge Wood, Crawley development	Forge Wood, Crawley	Dependent on the development
Proposal 6: Bus passenger experience	Improvements to Three Bridges station car park and junction	Three Bridges	From 2025 subject to Network Rail station change approval
	Improving bus stops along the A259 for new developments including RTPI in Shoreham Harbour	Shoreham Harbour	From 2025 subject to funding
Proposal 7: Bus Fleet	Fleet investment will be led by operators and expected to be funded through ZEBRA, not BSIP	County wide	From 2025 subject to funding
Proposal 9: Accessibility and inclusion	Improve bus stop accessibility on East Grinstead High Street	East Grinstead	From 2025 subject to funding
Proposal 10: Support plans for longer term network transformation through mass transit and alternative options	WSCC supports Transport for the South East and Brighton and Hove City Council's indicative plans to develop this. The typology of the city lends itself strongly to Bus Rapid Transit. There are longer term options to extend or complement this system to Shoreham and Worthing in West Sussex. This would be WSCC's contribution from BSIP (not total cost).	South coast	Future plans
	Provide more sustainable transport options as alternatives to parking in town centres, such as the provision of 'mini' park and ride services using existing facilities.	Countywide	From 2026 subject to funding

4.2 Other conceptual proposals to be developed

The process of preparing this update to the BSIP has generated conceptual proposals which will be considered before the next BSIP update:

While recent guidance from DfT on Bus Priority indicates that its role may be comparatively limited in future, getting buses through traffic to enable reliable journey times and high levels of punctuality is still critical to the attractiveness of bus services and therefore the viability of the commercial bus network. Accordingly, WSCC and the bus operators will continue to investigate further bus priority, whether physical or virtual, in order to mitigate the effects of congestion and other highway incidents from disrupting timetabled services. This may include bus lanes created

along the current A23 dual carriageway near Gatwick Airport which would also enable rationalisation of bus stopping arrangements and optimisation of traffic light signal priority.

Updating The Broadway in Crawley has potential for inclusion as a BSIP Scheme as it follows on the route to the Bus Station from The Boulevard scheme which is currently under construction. The Broadway, which was last updated in the 1990's, is a major bus route through the town centre where the shop canopies act as bus shelters - given this, there isn't scope to alter the kerb line while the design thinking at that time was to have very high kerbs, which are contoured to provide a smooth approach for buses but lead to an uneven surface for pedestrians and wheelchairs and Motability scooters, as well as meaning that the buses which now operate on the routes are at risk of grounding on the kerbs. While the visual impact on the public realm would not be as significant as the cost, and there are believed to be some surfacing issues (substrate issues) for the carriageway itself, there would be bus passenger and bus operation benefits of a collection of levelling out the kerbs/pavements. Without the carriageway works, it could potentially be delivered as part of a standard modernisation programme to improve individual bus stops but in a coordinated programme.

5 Targets, performance monitoring and reporting

5.1 Updated targets

Table 13 - BSIP headline targets

Targets	2019 / 20	2022 / 23	2023 / 24	Target for 2024 / 25	Target for 2028 / 29	Target for 2034 / 35	Description of how each will be measured
Journey Time	Not known	101%	96%	96%	96%	96%	End to end timetabled time of all trip/journey.
Punctuality	86%	79%	To be confirmed	95%	95%	95%	Adherence to timetable from RTI data for each bus trip/journey averaged for each route, including school services.
Passenger Numbers	24.5m	15.6m	19.5m	22.0m	25.5m	27.0m	Passenger numbers for West Sussex from DfT Bus Statistics.
Average passenger satisfaction	Not known	Not known	81%	85%	90%	95%	Transport Focus 'Your Bus Journey' survey data.

6 BSIP schemes and proposals

6.1 Overview table

Table 14 - Overview table

Name of Local Authority or Authorities	West Sussex County Council
Enhanced Partnership(s) and/or Franchising Scheme(s) covered by the BSIP	Enhanced Partnership
Date of publication	June 2024
Web address (URL) of the published BSIP	www.westsussex.gov.uk/bsip

6.2 Improvements programme to 2025

Table 15 - Improvements programme to 2025

Scheme category	Title of scheme/measure	Notes on funding sources (identifying non-BSIP funding)
Bus priority infrastructure	Manor Royal Bus Lane Extension	BSIP 1
Bus priority infrastructure	Bus Priority Signal Upgrades	BSIP 1
Bus priority infrastructure	Western Boulevard Junctions/Signals/Pedestrian facilities	BSIP 1
Other bus infrastructure	Real Time Information Displays	BSIP 1
Other bus infrastructure	Bus Stop Access Improvements	BSIP 1
Bus service support	Hydrogen Fastway bus running improvements	BSIP 1
Other bus infrastructure	Bus Stop Improvements Programme	BSIP 1
Other bus infrastructure	Crawley Multi-Modal Interchange	BSIP 1
Fares support	£3 fare cap 12/24 - 3/25	BSIP 1
Bus service support	New Bus Service 500	BSIP 1
Bus service support	DDRT - Supported Services	BSIP 1
Fares support	Capped Bus Fares	BSIP 1
Fares support	Reduced Bus Fares - Young People	BSIP 1
Other	Promoting benefits of bus travel to users	BSIP 1
Other	BSIP Delivery Costs	BSIP 1
Other bus infrastructure	Network information at stops	BSIP 1
Other bus infrastructure	Additional 300 RTPI displays on key corridors	BSIP 1
Bus service support	Support to current commercial services	BSIP 2
Bus service support	Increased contract prices for supported services	BSIP 2

6.33 Ambitions and proposals for 2025 and beyond

Table 16 - Ambitions and proposals for 2025 and beyond

NBS objective	Title of scheme or proposal	Additional description (optional - 60 words max)
Service level and network coverage	Commercial Bus Network Expansion	Expansion of the commercial bus network to provide a more convenient and comprehensive offer to passengers
Service level and network coverage	Supported Bus Network Expansion	Significant development of supported services to complement the commercial bus network including DDRT
Service level and network coverage	A22 Sustainable Transport Corridor	Development of the A22 Sustainable Transport Corridor including enhanced RTPI, electronic bus timetables and route information at stops between Copthorne and East Grinstead, bus lanes, bus priority, bus stop buildouts and clearways.
Service level and network coverage	Chichester Strategic Development Location Bus Service	Regular bus services between West of Chichester Strategic Development Location and the city centre
Service level and network coverage	Westhampnett Strategic Development Location Bus Service	Regular bus services between Westhampnett Strategic Development Location and the city centre
Service level and network coverage	Littlehampton Bus Service	Bus service serving the Littlehampton development
Service level and network coverage	Decoy Farm Development Bus Service	Increase frequency of bus services and extend operating hours from Dominion Road bus stop serving the Decoy Farm development.
Service level and network coverage	Lancing & Sompting Bus Service	New bus service linking to the sites in Lancing & Sompting
Service level and network coverage	Kilwood Vale Bus Service	Improvement of local bus services to serve the new development in Kilwood Vale (other than Fastway)
Service level and network coverage	Crawley Fastway Extension	Crawley Fastway extension
Service level and network coverage	Forge Wood Bus Service	Provision of bus services in new developments in Forge Wood

NBS objective	Title of scheme or proposal	Additional description (optional - 60 words max)
Service level and network coverage	Direct Bus Service Between East Grinstead, Gatwick Airport and Manor Royal.	A more direct service between East Grinstead, Gatwick Airport and Manor Royal.
Service level and network coverage	Slaugham Bus Extension	Developer to fund extension to the bus service for a minimum period of 5 years.
Service level and network coverage	Improved Frequency and Coverage in Horsham – Broadbridge Heath	Improved frequency and coverage in Horsham – Broadbridge Heath
Service level and network coverage	Improved Frequency and Coverage in Burgess Hill	Improved frequency and coverage in Burgess Hill for local services to be integrated with the Northern Arc / Brookleigh
Service level and network coverage	West Durrington Bus Service and Infrastructure Improvements	Bus route extension to support West Durrington site including provision of a new carriageway, six new bus stops and a bus gate to restrict vehicular access to Tasman Way.
Service level and network coverage	Fastway Route 10 Extension	Extension of Fastway route 10 from Bewbush to the new neighbourhood centre via Sullivan Drive
Bus priority	Victoria Business Park Bus Stop Accessibility Improvements	Enhance the accessibility to bus stops of employees of Victoria Business Park and for residents in the surrounding area.
Bus priority	Station Gateway, Crawley	Station Gateway, Crawley: Original BSIP scheme delivered in smaller phases
Bus priority	Bus Priority on London Road	Bus only on London Rd between King St and High St in East Grinstead.
Bus priority	Priority Improvements on The A24 Worthing	Priority improvements along the A24 Worthing - Horsham including Hop Oast
Bus priority	Horsham Bus Priority Improvements	Deliver improvements largely within existing highway land to provide bus priority at 5 signal-controlled junctions
Bus priority	Crawley Bus Priority Improvements	Provide bus priority at 5 signal-controlled junctions

NBS objective	Title of scheme or proposal	Additional description (optional - 60 words max)
Bus priority	Mid Sussex Bus Priority Improvements	Deliver improvements largely within existing highway land to provide bus priority where possible at 5 locations and viable including priority at signal-controlled junctions
Bus priority	South Downs National Park Highway Improvements	Deliver small scale 'tactical' highway improvements (e.g. signal upgrades that could include bus vehicle detection)
Bus priority	Highways Improvements in Worthing	Small scale 'tactical' highway improvements (e.g. signal upgrades that could include bus vehicle detection) to keep traffic moving
Bus priority	Bus Priority Measures A259 Bognor Regis to Littlehampton	Introduce bus priority measures as part of major road schemes for A259 Bognor Regis to Littlehampton,
Bus priority	Carfax Bus Priority	Vehicular timed restrictions within Carfax allowing buses only between 10.30am and 4.30pm.
Bus priority	A259 Chichester-Bognor Regis Corridor Bus Lanes	A259 Chichester-Bognor Regis Corridor to include dedicated bus-only lanes, both northbound and southbound, along some sections of the route, bus gates,
Bus priority	Burgess Hill Bus Lane	Bus lane in Burgess Hill by reconfiguring current road space/makings and kerb lines etc
Bus priority	Church Road Bus Only Access / Bus Priority Measures	Introduction of bus only access / bus priority measures on Church Road
Lower and simpler fares	Bersted, Arun New Developments Bus Subsidy	Increased bus subsidy measures in Bersted, Arun new developments
Lower and simpler fares	Expansion of the PlusBus Scheme County Wide	Contribution towards the expansion of the PlusBus scheme on a regional basis to cover greater areas and to include 'doorstep to doorstep' trips.
Ticketing	Countywide or Regional Ticketing App County Wide	Contribution to introducing a countywide or regional app to simplify ticketing across bus, rail and PlusBus.

NBS objective	Title of scheme or proposal	Additional description (optional - 60 words max)
Ticketing	Contactless Payment and Tap-On or Tap-Off County Wide	Contribution towards contactless payment and Tap-on or Tap-off for all local bus services
Ticketing	Monitoring And Targets for Plusbus Sales County Wide	Including monitoring of and targets for PlusBus ticket sales through the Partnership
Waiting and interchange facilities	East Grinstead Station Interchange	Improve the interchange between bus and rail by moving the bus station / bus stops / interchange to the front of East Grinstead station
Waiting and interchange facilities	Crawley Superhubs	Introduction of superhubs to Crawley's bus shelters
Waiting and interchange facilities	Burgess Hill Town Centre Hubs	Introduction of a hub for Burgess Hill Town Centre
Waiting and interchange facilities	Chichester Interchanges	Creating high quality waiting and interchange facilities in Chichester in conjunction with the development of the bus station and depot area development
Waiting and interchange facilities	Horsham Bus Station and Hubs	Expansion of Horsham bus station, with another Hub near the town
Waiting and interchange facilities	Manor Royal Hubs	Introduce a superhub in Manor Royal
Waiting and interchange facilities	North and East Street Bus Stop Improvements, Chichester	Chichester City Centre bus stop improvements on North and East Street highways
Waiting and interchange facilities	Reposition Shoreham High Street Bus Stops	Consolidate and reposition Shoreham High Street bus stops
Bus information and network identity	Bus Stop Accessibility Improvements	Bus stop accessibility improvements across 500 stops
Bus information and network identity	Bus Shelter Partnership with Lower Tier Authorities	Bus shelter partnership with lower tier Authorities for 500 new shelters
Bus information and network identity	New Bus Stop for The Forge Wood, Crawley Development	Provision of bus stops with real time passenger information within the Forge Wood, Crawley development
Bus passenger experience	Three Bridges Station Car Park and Junction Improvements	Improvements to Three Bridges station car park and junction

NBS objective	Title of scheme or proposal	Additional description (optional - 60 words max)
Bus passenger experience	A259 Bus Stop Improvements	Improving bus stops along the A259 for new developments including RTPI in Shoreham Harbour
Bus Fleet	Fleet investment	Fleet investment will be led by operators and expected to be funded through ZEBRA, not BSIP
Accessibility and inclusion	East Grinstead High Street Bus Stop Accessibility Improvements	Improve bus stop accessibility on East Grinstead High Street
Longer term network transformation	Sussex Coast Mass Transit	WSCC supports Transport for the South East and Brighton and Hove City Council's indicative plans to develop this. The typology of the city lends itself strongly to Bus Rapid Transit. There are longer term options to extend or complement this system to Shoreham and Worthing in West Sussex. This would be WSCC's contribution from BSIP (not total cost).
Longer term network transformation	Park And Ride County Wide	Provide more sustainable transport options as alternatives to parking in town centres, such as the provision of 'mini' park and ride services using existing facilities

6.4 Bus operator support

A number of formal and informal discussions have taken place with the bus operators during the development of this update to the BSIP. These have ensured strategic alignment and mutual agreement on various elements, most notably the schemes for the period beyond 2025, as the BSIP schemes for 2024/25 are already fully supported by the approval given the EP Board to the most recent update to the EP Scheme, which includes the details of the projects being delivered with the existing BSIP funding.

The next meeting of the West Sussex EP Board is currently being arranged and will document the formal support to the BSIP, however this will be purely a formality as the operators have already participated in its development according to their priorities and perspectives on the subjects which they consider most relevant to improving the delivery of services.

APPENDIX A

Bus Back Better Survey results

Although the survey was conducted in 2021, the results are still considered to be valid as they have informed the current BSIP programme and provide more detailed insight into what West Sussex residents are looking for from bus services than the Transport Focus 'Your Bus Journey' results which survey existing bus users.

Of the individuals completing the Bus Back Better survey questionnaire:

- 97% are residents of West Sussex
- 45% who provided an answer in the age category are aged 65 and older
- The highest response was from people aged 65-74, followed by people aged 75-84 (all age groups completed the survey)
- The survey received 256 responses from young people aged under 25, which is a much higher rate than for previous surveys
- 31% consider themselves to have a disability or long-term illness
- 48% hold a bus pass for free travel
- The majority of respondents are 'White British', followed by 'White other' as the next highest group, and 2.2% BAME

How often buses are used - This was a mandatory question, and the usage split was as follows:

- Frequently - 41%
- Sometimes - 31%
- Rarely 15%
- Only when there is no alternative - 5%
- Never - 8%

What buses are used for - Respondents were asked what activities they currently used buses for and what they would like to use them for in the future.

'Shopping' (65% of respondents for current journeys) followed by 'leisure/social activities' (46% of respondents for current journeys) featured the highest in both questions, which is consistent with previous surveys.

Barriers to bus travel - Respondents were asked what prevented them from using buses more often/at all and they could select as many reasons as applicable. The most cited reasons were:

- Infrequent - 50% (this was the highest response for respondents whether they were concessionary permit holders or not)
- Buses don't go where I want to - 35%
- Cost - overall 27%

Responses to cost varied considerably as those with concessionary permits were not particularly concerned about cost. However, when considering young people under 25, 'Cost' was the top reason (54%), followed by 'Infrequent' and 'Unreliable'. For those who do not have a concessionary permit, cost was the second most important factor after frequency.

What would most enable more bus travel - Respondents were asked to select up to three things that would help them to use buses more. The most cited factors were:

- Buses earlier in the morning or later in the evening - 41%
- More direct services - 36%
- Buses on Sundays - 34%

For young people under 25, the most cited factor is 'Lower fares' (59%) followed by 'More reliable services' and 'Buses on Sundays'.

Improvements to bus travel - As above, respondents were asked to select up to three things they considered to be most important in improving bus travel in West Sussex. The most cited improvements were:

- Real-time information (while waiting for bus and during journey) - 57%
- Cleaner, low-emission vehicles - 34%
- Maps of several routes nearby at bus stops - 31%

For young people under 25, 'Real-time information' is also the top choice, followed by 'A single ticket to use on all buses' and 'Cleaner, low-emission vehicles'.

Bus times and journey planning - Respondents were asked what methods they used to find out their current bus times, and to plan journeys to new locations. They could select as many methods as applied and the most cited were:

For current travel:

- Bus company website - 50%
- Timetables at bus stop - 47%
- Google - 22%

For new journeys:

- Bus company website - 59%
- Google - 39%
- Timetable at bus stop - 23%

Additional comments

Over 2,000 respondents provided additional comments and suggestions in the 'free text' section of the survey questionnaire. These have been analysed and categorised into generic categories. The most popular were:

Table 17 - Most popular generic categories for "free text" comments

Comment	No. of Mentions
More frequent services	685
Buses running later/evenings	329
More affordable fares	323
More direct services to key destinations	217
More services at weekends and bank holidays	202
More rural bus routes	189