

LEICESTERSHIRE COUNTY COUNCIL Bus Service Improvement Delivery Plan 2025-26

| Category of scheme/measure | Name of scheme/measure <i>Relevant BSIP priority</i> | Additional description of scheme/measure (including intended beneficial outcomes) |
|---|--|---|
| Bus service support/network development | Bus service operation - subsidised network - Resilience Fund <i>Core bus market for the future</i> | Allowance for operator subsidy increase requests and/or changes to contracts Benefit- provides continuation of services for passengers avoiding service reductions/cancellations at short notice or potential further elevated costs through retendering |
| Bus service support/network development | Bus service operation - subsidised network - ENCTS overspend on budget <i>Core bus market for the future</i> | Cover overspend Benefit - protects operational budgets and service provision |
| Bus service support/network development | LCC Fleet Services <i>A single system - high quality integrated and efficient system</i> | Contribution towards supporting in-house transport under Section 19 minibus adult social care |
| Bus service support/network development | Commercial bus network support <i>A single system - high quality integrated and efficient system</i> | De Minimis Minimum Subsidy agreements / roll-out of new De Minimis process and sliding scale subsidy arrangements |
| Bus service support/network development | Cross-boundary services - Park & Ride to Leicester City <i>A single system - high quality integrated and efficient system</i> | 50% funded by LCC Benefit - reduced congestion on major routes into the city - provides scholar & commute journeys by bus |
| Bus service support/network development | Cross-boundary services - Other <i>A single system - high quality integrated and efficient system</i> | Service 93 joint support with Lincs CC and service 747 joint support with Rutland CC Benefit: Introduction of 2 additional buses onto existing 93 route operating journeys across 3 counties and 747 sustainability/ route enhancements operating across 2 counties. |
| Bus service support/network development | Countywide bus network review - design and introduction of new fixed route services <i>A single system - high quality integrated and efficient system</i> | 5 phases - re-design to maximise access to education, work, rail, shopping, leisure and health. Benefits- Cohesive and sustainable network; provides access to public transport for settlements that have had none; increase patronage, increase value for money, deliver other BSIP aims such as modal shift. |

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| Improved information, marketing | Countywide bus network review - Public support/engagement <i>A clearer brand identity & more holistic approach to marketing</i> | Inclusive re-design of subsidised network Benefit - increased patronage, customer satisfaction, more accessible network. Inform pinch point capital works. |
| Bus service support/network development | Countywide bus network review - Introduction of DDRT zones <i>Use of DRT to provide greater availability, in particular in rural areas of the county</i> | Flexible services bookable by phone and app. Benefit - increased value for money and increased access to public transport for more remote settlements. |
| Bus service support/network development | Countywide bus network review - DDRT back-office set up and operation <i>Use of DRT to provide greater availability, in particular in rural areas of the county</i> | Configuration and management of the app; provision of call centre function |
| Improved information, marketing | Countywide bus network review - Public engagement events/DDRT support sessions <i>A clearer brand identity & more holistic approach to marketing</i> | Managing and supporting passengers' transition to using DDRT Benefit - increased patronage, customer satisfaction, increase value for money (increased offset of operational costs.) |
| Bus service support/network development | Promotions- Fixed term trial/pilot services <i>Easy to use - with the customer experience much easier in terms of getting information, using different operators' services, and paying fares</i> | Introduction of 1-year trial service enhancements (evenings, Sundays, shopper services.) Benefits - extended access to services; increased social and other opportunities, reduction in social isolation, makes public transport a more attractive alternative to car ownership |
| Improved information, marketing | Promotions - targeted bus promotions <i>Easy to use - with the customer experience much easier in terms of getting information, using different operators' services, and paying fares</i> | Promotions linked to passenger types, events, and destinations Benefits -increased social and other opportunities, reduction in social isolation, makes public transport a more attractive alternative to car ownership |
| Development of future proposals | Bus Franchising - feasibility - external resource <i>Core bus market for the future</i> | Commissioning a feasibility study for franchising in Leicestershire to inform future direction. Benefit - cost-effective clarity at an early stage whether any form of bus franchising in our predominantly rural county is feasible/desirable |

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| Improved information, marketing | Public transport information - website improvements <i>Easy to use - with the customer experience much easier in terms of getting information, using different operators' services, and paying fares</i> | Enhancements to choosehowyoumove web pages Benefit- Allows informed choices about the best travel option, with a view to increasing bus patronage, increased use of PROWs and cycle routes, with the associated health, carbon, congestion etc benefits. |
| Improved information, marketing | Public transport information - roadside information improvement <i>Easy to use - with the customer experience much easier in terms of getting information, using different operators' services, and paying fares</i> | Site-specific timetable provision Benefit - Clearer and more reliable information should increase confidence in using services and increase patronage. Signposting to onward travel by bus and rail. |
| Improved information, marketing | Public transport information - marketing and comms <i>A clearer brand identity & more holistic approach to marketing</i> | Range of marketing initiatives to promote bus travel and links with other sustainable travel methods. Benefit - increase patronage |
| Improved information, marketing | Public transport information - continued provision of enhanced RTI <i>Easy to use - with the customer experience much easier in terms of getting information, using different operators' services, and paying fares</i> | Continue partnership with Leicester City providing RTI. Benefit- increased patronage and customer satisfaction by improving information available |
| Ticketing equipment/systems | Ticketing - Youth identity card scheme <i>Easy to use - with the customer experience much easier in terms of getting information, using different operators' services, and paying fares</i> | Application process and issuing of youth identity cards for under-19s. (Formerly "Youth Fares Standardisation.") Benefit - increased patronage by young people by making it easier for them and bus drivers to confirm eligibility |
| Simpler/more affordable fares | Ticketing - feasibility of enhancing flexi zone jointly with Leicester City <i>Easy to use - with the customer experience much easier in terms of getting information, using different operators' services, and paying fares</i> | Potential cost cap for multi-operator flexi tickets. Benefit- protection from cost increase for passengers; increased usage of flexi tickets; increased patronage. |

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| Bus service support/network development | Health & multi-modal journeys - Community Transport support <i>Integration with other travel modes such as rail, cycling, walking and e-mobility</i> | Financial support to local community transport schemes x12 Benefit - sustain valuable access to voluntary services; reduce social isolation, ensure continued access to vital services for vulnerable and/or rurality isolated residents. |
| Vehicles | Community transport fleet <i>More attractive and greener - through moving towards use of modern, lower emission (and ultimately zero emission) vehicles across the network</i> | Charitable/voluntary sector operations - fleet investment support Benefit- helps community transport providers to invest in modern, accessible vehicles, improving passenger experience |
| Bus stops/stations/interchanges | Bus interchange hubs <i>A single system - high quality integrated and efficient system</i> | Multi-modal journey hubs. Graded hubs with minimum standards - anticipate approx. 15 hubs Benefit - improved passenger experience. Improved links, increased patronage |
| Bus stops/stations/interchanges | Expansion of totems - flexi zone/orbital services <i>Easy to use - with the customer experience much easier in terms of getting information, using different operators' services, and paying fares</i> | Further upgrade of 75 stops within the zone |
| Bus stops/stations/interchanges | Bus shelter upgrades <i>Easy to use / more attractive/greener</i> | Replacement/refurbishment of bus shelters (7k metal 9k wooden) - estimate between 25-30 shelters Benefit - improved passenger experience and quality of PT information provision. |
| Bus stops/stations/interchanges | Bus stop enhancements <i>Easy to use / more attractive/greener</i> | New bus stops & associated equipment purchase to fill in gaps across new network following launch of services. Benefit- improved passenger experience, reduction of walking distance to nearest bus stop. |
| Improved information, marketing | Leicestershire Buses branding <i>A clearer brand identity and a more holistic approach to marketing</i> | Vehicle branding/promotion resources Benefit - consistent branding across vehicles, sites and marketing materials will provide clearer identity to services supported by the LTA and government grant funding. |

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| Bus priority infrastructure | Minor capital works - bus priority schemes (pinch points) <i>Reliable- quicker journey times delivered more reliably, and where possible, more frequently</i> | Phase 1 - Loughborough town measures / Phases 2-5 TBC Benefit - allows certain areas to be added to commercial routes without disruption to access and/or punctuality delivering more reliable and attractive routes leading to, increased patronage and satisfaction |
| Other infrastructure | Capital works to improve access for multi-modal journeys <i>Integration with other travel modes such as rail, cycling, walking and e-mobility</i> | Walking & cycle path improvements-Onward Travel works / linking with scholar transport/ cycle lockers Benefit- encourages move away from car usage, health benefits, safe travel and carbon reduction. Realistic provision of multi-modal travel. |
| Vehicles | Greener Fleet <i>More attractive and greener - through moving towards use of modern, lower emission (and ultimately zero emission) vehicles across the network.</i> | On-going work to expand and promote greener fleet Benefit - may speed up the move to green passenger transport fleets |
| LTA delivery/admin costs | Inspector: PROW, pinch points, service reliability <i>Reliable- quicker journey times delivered more reliably, and where possible, more frequently</i> | 0.5FTE - route assessor resource to identify improvement schemes for multi-modal travel via bus. |
| LTA delivery/admin costs | Comms & Engagement Officer <i>A clearer brand identity & more holistic approach to marketing</i> | 1 FTE dedicated to the comms & engagement duties for public transport improvements Benefit- consistent, clear and targeted messaging |
| LTA delivery/admin costs | Data Analysis post <i>A single system - high quality integrated and efficient system</i> | 1 post dedicated to public transport data Benefit - more robust collection and interpretation of data to assess success of current provision and inform future provision. |

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| LTA delivery/admin costs | Legal support <i>A single system - high quality integrated and efficient system</i> | Specialist support with specific legal matters required for schemes Benefit - ensures robust, timely and compliant decisions and agreements. |
| LTA delivery/admin costs | Countywide bus network review - Sustainable Travel Officer <i>Greater co-ordination between operators' timetables</i> | 1FTE Benefit - enables changes to happen to time and quality |
| LTA delivery/admin costs | Countywide bus network review - Finance Analyst <i>A single system - high quality integrated and efficient system</i> | 1FTE to profile and monitor projected spend. Benefit- ensures value for money and appropriate use of funds. |
| LTA delivery/admin costs | Countywide bus network review - Change Manager <i>A single system - high quality integrated and efficient system</i> | 1FTE to programme manage the range of initiatives Benefit - programme delivered to time, cost and quality. |
| LTA delivery/admin costs | Data /Compliance / Monitoring - Contract and data management system <i>A single system - high quality integrated and efficient system</i> | Creation of a new data & contracts system for LCC use Benefit - improve data accuracy and consistency to make better evidence-based decisions about future provision |
| LTA delivery/admin costs | Data /Compliance / Monitoring - monitoring of the bus network <i>A single system - high quality integrated and efficient system</i> | Resource to monitor contractual compliance, punctuality and passenger satisfaction levels |