

Better Bus Area Fund Application Form

1. Project Summary

All proposals must include evidence of real commitment from at least one relevant bus operator which should be demonstrated throughout the proposal. Tick the box to show that you have completed this requirement.
P

Applicant Information

Local transport authority name:

Blackpool Council

Senior Responsible Owner name and position:

Peter Cross: Head of Transportation

Bid Manager's name and position:

David Simper: Transport Policy Officer

Contact telephone number: 01253 476176

Email address: david.simper@blackpool.gov.uk

Postal address: Transport Policy Team, Transportation Division, Holman House, Layton Depot, Plymouth Road, Blackpool, FY3 7HW

Website address for published bid: www.blackpool.gov.uk

Section A. Overview

A1 Project name:

Bus led regeneration of Blackpool Town Centre

A2. The Geographical Area:

The resort has a resident population of 140,000, within a Fylde Coast total of 300,000. It enjoys 13 million tourism visits per annum. Blackpool is the 6th most deprived local authority area in the country and 1st in terms of deprivation concentration, according to the 2010 Indices of Deprivation. Car ownership is low, the 2001 census showing 37% of households without car access.

Sited between Lancashire's Wyre and Ribble estuaries, Blackpool's economically crucial tourism offer depends on effective regional transport to serve its peripheral location. Locally the bus network offers potential ridership growth - 98% of homes are within 300m of a bus stop. All services serve the town centre and pass within easy walking distance of the refurbished tramway.

Blackpool has invested to achieve a thriving visitor destination. New attractions including a renovated Winter Gardens, Pleasure Beach and Tower attractions, re-modelled Promenade and 'comedy carpet' major event space and the 'Brilliance' light display, are drawing in more visitors.

In common with other areas, the town centre has suffered recent decline as it competes with out of town and on-line shopping. It remains a key Fylde Coast sub-regional economic and service centre. As the focus of the bus network, Blackpool town centre congestion can cause delay across the sub-region.

A3. Description of Growth and Carbon Emission Problem:

Package Mission statement: *By greatly improving bus accessibility, Blackpool's retail and tourism dependent town centre will be helped to secure its position and to grow, attracting local and visiting shoppers to shops of increasing diversity and quality.*

Blackpool must achieve economic growth and regenerate its town centre without increasing carbon emissions from growing car traffic volumes. Reducing retail 'leakage' to alternative shopping locations is crucial, encouraging investment in a superior retail offer. Improving town centre bus accessibility to support regeneration is central to this bid, which has the following objectives:

- Improving public transport access to town centre destinations including, retail centres, tourist attractions, cultural resources, Central Business District (CBD) and other potential development sites (Central Station), increasing tramway integration and contributing to the ongoing town centre strategy

- Promoting modal shift from car to bus, particularly among low-user social groups, reducing peak time traffic congestion, realising the economic benefits of free-flowing traffic, particularly in attracting inward investment
- To improve the bus passenger travel experience by increasing reliability, ride quality and meeting special travel needs, thus promoting a transport alternative as driving costs escalate during a time of austerity
- Contributing to poverty reduction by assisting job seekers to reach available job opportunities and generally improving work force mobility
- By promoting modal shift to increasingly efficient bus vehicles, to reduce carbon emissions and improve local environmental quality.

These are fully compatible with the wider strategic agenda that Blackpool's Local Transport Plan (LTP) identifies, including supporting the Fylde Coast sub-regional economy for which Blackpool is a major economic centre.

Faced with competition from domestic and foreign destinations, the resort's traditional tourism economy has declined. In response, a long-term regeneration plan to reshape the resort's offer for the 21st century and diversify the economy is being delivered. This requires effective traffic management to help maximise visitor numbers without spoiling environmental quality and increasing carbon emissions. Bus services offer a travel alternative for residents and visitors.

Perceptions of poor town centre accessibility are a significant economic constraint, contributing to retail leakage and a shop vacancy rate of 14% (Visitor Economy Performance Report October 2011). Furthermore the Fylde Coast Retail Study (August 2011) shows that of a £961m comparison goods market, Blackpool retains only £316m or 33%, £297m or 31% 'leaks' to non-Fylde coast retail outlets, leakage which must be stemmed to help build a recovery cycle.

Retail surveys indicate that bus passengers spend an estimated average £40 per town centre visit. Ticket data shows that 94,000 people per week travel to the town centre, a total spend of £3.8m per week or £196m per annum to be retained and grown. If the predicted 6.05% 2 year ridership growth is achieved, a further £12m per annum spend can be anticipated, a 6% increase. Based on a sample retail outlet with a £900,000 turnover and 18 employees, this further spend would support a further 13 similar outlets and create 236 vital jobs.

The need to attract visitors leads to road and rail congestion at peak tourism periods, affecting the local distributor network, impacting on bus services and compromising other economic sectors, including the town's significant manufacturing capacity. Congestion has grown: average vehicle speeds declined 4.7% between 2009/10 and 2010/11 (DfT table CGN0201a), while average vehicle journey times grew 5% over the same period (DfT table CGN0201b). This may become critical as regeneration, including the new CBD, occurs. Modal shift to bus from car travel will mitigate emissions growth.

The 2011 traffic modal split (Blackpool Council traffic count data) is as follows:

Traffic composition (% modal split) 2011

	Pedal cycle	Motor cycle	Car/Taxi	Light Goods	Heavy Goods	Bus/Coach
Average 2011	0.9%	0.6%	80.6%	12.2%	3.0%	2.6%

The town centre accommodates tourism, commuter and local shopper traffic. Its tourism offer includes the Tower, Winter Gardens conference centre and Grand Theatre, together with the night time leisure sector. Maintaining bus ridership is vital to control congestion; further car-based retail trips following regeneration will increase carbon emissions significantly and require otherwise unnecessary highway and parking investment, compromising the urban environment further.

Additionally, a town centre air quality management area (AQMA) has been declared to address current traffic emissions. There is continual demand for car parking on land that might be used for future job creating development. Peak time congestion and traffic's dominance within the urban environment compromises environmental quality, despite recent pedestrianisation.

Managing the town centre's transport impacts is a major challenge that this package, spearheaded by cutting edge Automatic Number Plate Recognition bus priority technology (ANPR), embraces as part of an ongoing multi-modal programme to maximise town centre accessibility, support economic growth across the local and sub-regional economies and mitigate carbon emissions.

A4. Description of Proposal:

The package consists of the following five SMART projects, which are framed to achieve the strategic objectives at A3. They described in details at C1.

Installing bus priority urban traffic management control (UTMC) automatic number plate recognition (ANPR) technology to benefit 5 identified bus routes centred on a town centre cordon of 16 junctions, to achieve minimum 20% reliability improvement measured on four high capacity bus services (lines 7, 9, 11 & 14), which will increase their frequency by one service per hour: The package's lead project, reliability improvement and service frequency increases predicted address the two principal barriers to modal shift from car to bus and will improve bus journey quality.

Providing a 335m contra-flow bus lane controlled by two new ANPR junctions, allowing four services to bypass a congested one-way system, saving 3 min running time per trip and facilitating planned one bus per hour frequency increases: South bound journey quality will be improved and road-space freed to improve general traffic flow.

Upgrading six bus shelters and providing ancillary information and place-making infrastructure to define a town centre bus interchange hub: A bus interchange facility will provide a focus for services and project their quality.

Upgrading a further 4 town centre-wide bus shelters and stops to achieve a consistently high quality passenger waiting environment: A bus friendly town centre that says that bus passengers are valued will be created.

Employing additional staff resource (21 hours per week) to develop and deliver a town centre focused bus promotion programme using Individualised Travel Marketing: Travel marketing will promote town centre bus travel, providing information and countering negative perceptions of buses.

A4. Total package cost (£m): 1.533

A5. Total DfT funding contribution sought (£m) 1.073

A5. Source of local contribution

The direct local contribution of £0.46m is drawn from the following:

- Local Transport Plan - resources re-prioritised from compatible programmes
- Project 30 highway maintenance programme - combining BBAF works with this programme offers value for money savings

Complementary support is drawn from:

- Private Finance Initiative for traffic control and street lighting - the initiative provides the foundation for traffic management upgrades using the existing UTMC common database
- Bus operators' vehicle purchase, staff investment and marketing budgets - operators are able to prioritise resources to support the BBAF package. This is difficult to quantify (F5), but is significant, essential and ongoing.

Section B. Partnership arrangements

B1 Bus Market in the Local Area

Two operators, Blackpool Transport Services (BTS) and Stagecoach, provide the bulk of local services and are committed to this package's implementation. During 2010/11 17,366,774 local bus trips were taken. The combined network integrates Blackpool, Fylde and Wyre, connecting significant economic centres at Fleetwood, Thornton Cleveleys, Poulton-le-Fylde, Lytham St Annes, Kirkham, their surrounding villages and Preston and Lancaster regional centres.

The bus network is economically essential, providing affordable transport to a sometimes deprived population and mitigating peak time traffic congestion. The council and its partners have promoted bus ridership and are now adopting an Individualised Travel Marketing approach (C1) in pursuit of further economic, environmental and social benefits.

BTS is a municipally owned company operating at arms length from Blackpool Council. It operates fourteen year round and two summer services as a high frequency network. All lines serve the town centre as the focus of a Fylde Coast sub-regional network that affects reliability with concomitant economic impacts. It also operates the tramway system, which following refurbishment, will be promoted to local commuters. BTS provides circa 14,500,000 passenger trips per year; 94,000 bus passengers access the town centre per week.

Stagecoach Bus provides two inter-urban Blackpool-Preston services, a Lancaster service and a local Blackpool to Fleetwood service. The company provides circa 2,900,000 passenger trips per year.

B2 Bus Operator Partnership Information

Blackpool Transport Services

Senior Manager acting as contact: Bob Mason
Contact telephone number: 01253 473032
Email address: bob.mason@blackpooltransport.com

Stagecoach Bus

Senior Manager acting as contact: Les Burton
Contact telephone number: 0151 545 2561
Email address: les.burton@stagecoachbus.com

B2. Bus Partnership Arrangements

A joint council/multi-operator partnership has developed the bid and will be the delivery steering group if it is successful. Operators have identified their priorities and provided essential baseline information, enabling a bid with strong joint objectives which will increase bus travel's transport role to be submitted.

Both operators have recently invested in promotional work, new vehicles and ticketing rationalisation including a local integrated network ticket for BTS lines, which will support this package. They are preparing to introduce smartphone ticketing, having supported the multi-area NowCard smartcard project throughout its development. NowCard is to be launched as a cash-carrying card. Both operators have contributed to the Blackpool Bus Operators' Forum and bus strategy. A Punctuality Improvement Partnership (PIP) is in place.

Partners are committed to operating high specification vehicles on high frequency town centre routes, increasing service frequencies and coordinating promotion campaigns with council trip-based travel marketing, including providing discount offers and supporting promotional events. The ANPR bus priority system is cutting edge but deliverable, avoiding the use of expensive on-vehicle 'transponders'. It will rely on operators' time table data files and their 'white list' number plate list to be entered into the UTMC database.

Detailed Description of Proposal

Section C. Package Details and Rationale

C1. Description of outputs associated with each of the package elements

This is an integrated package addressing the strategic objectives laid out at A3. Their links to these and headline economic growth and carbon reduction objectives are identified in the diagram at C2. By addressing reliability, frequency and ride quality issues and combining this with a town centre focused marketing campaign modal shift from car and passenger growth will be achieved. The package will project a message of quality to current non-users.

Installing bus priority urban traffic management control (UTMC) automatic number plate recognition (ANPR) technology to benefit 5 identified bus routes centred on a town centre cordon of 16 junctions, to achieve minimum 20% reliability improvement measured on four high capacity bus services (lines 7, 9, 11 & 14) which will increase their frequency by one service per hour

A cutting edge UTMC-based system using ANPR cameras sited at traffic signals will prioritise buses within traffic flow, maintaining them to their timetable and reducing journey times to allow frequency increases. This system will be the first installed in Britain establishing Blackpool as a pioneer town. It will challenge service unreliability as primary obstacle to bus ridership growth.

The ANPR system will join existing physical measures such as bus lanes, bus border stops and bus-friendly roundabouts that have increased bus reliability, particularly within recent public realm schemes. It relies on a bus registration plate 'white list' and timetable data incorporated within the UTMC common database to monitor a bus service progress and assign priority if required.

Implemented within the PFI funded programme that will replace all the resort's traffic control technology over a five year period, this system will also:

- Enumerate journey time savings enabling operating cost and carbon savings to be monitored as the system is rolled out and matures
- Replace automatic traffic counters, enabling precise modal traffic counts
- Enable fine tuning of fixed time UTC or fully adaptive SCOOT traffic control
- Accommodate later upgrading to monitor air quality using MOTES devices and Real Time Information (RTI) installation if this offers value for money.

It is proposed that BBAF resources match LTP monies to enable ANPR installation on the bus route sectors identified at F1 and focused on the town centre. The reliability and frequency increases achieved will allow bus to compete with car effectively, supporting travel marketing and accommodating ridership growth. More efficient bus operation and modal shift from car will provide carbon savings, air quality and other environmental improvements (D2).

Providing a 335m contra-flow bus lane controlled by two new ANPR junctions, allowing four services to bypass a congested one-way system, saving 3 minute running time per trip and facilitating planned one bus per hour frequency increases

Buses must contend with a traffic light controlled town centre one-way system accommodating large traffic volumes within an obsolete urban environment. Services are often delayed creating sub-regional network-wide unreliability.

South travelling buses have been particularly affected. A Central Drive contra-flow bus lane providing a direct egress route, bypassing the current one-way gyratory and improving reliability dramatically, is proposed. Two junctions will be restructured and re-signalled, incurring the bulk of this scheme's cost. Public realm improvements will include renewed footways and pedestrian crossings.

A feasibility study providing options, phasing and cost estimates is available making rapid implementation possible. All bus stops, shelters and bays will be brought to best practice design; a new Central Drive stop will integrate with coach services arriving at their terminus facility immediately adjacent.

Upgrading six bus shelters and providing ancillary information and place-making infrastructure to define a town centre bus interchange hub

Without a central bus station Blackpool must define an on-street bus interchange hub boarding area at Market, Corporation, Clifton and Abingdon Streets, ensuring that this is a good passenger waiting environment. This hub will provide high profile information facilities for current and prospective passengers using shelter mounted and free-standing displays, projecting a positive image of bus travel that says bus passengers are valued.

In addition to new stops and shelters, the LTP funded urban wayfinding project will define pedestrian routes between the promenade tramway and the hub via the newly refurbished, pedestrian-friendly Talbot Square.

Near the promenade, the hub is the best location to integrate the bus network and the newly refurbished tram system. Latterly the Tramway has attracted a mainly tourist ridership. However, new Bombardier Flexity 2 trams will reduce travel time and have faster level-access boarding with superior ride quality, allowing travel marketing of short-interchange, commuting bus-tram journeys.

Upgrading a further 4 town centre-wide bus shelters and stops to achieve a consistently high quality passenger waiting environment

Town stop and shelter quality is inconsistent, which reinforces negative perceptions of bus travel. These facilities will be brought to a consistent high standard. New shelters will be more attractive, have better seating, offer better information and generate more advertising revenue for re-investment. Infrastructure measures including footway widening and stop re-location on Abingdon Street will improve bus accessibility.

The new CBD will start construction during 2012, providing retail, office and public space. The partnership has worked with the developers to maximise bus access to this project and the BBAF supported project will integrate with this.

BBAF funding will help create a bus-friendly town centre. Additionally, the partnership proposes that remaining stretches of strategic bus routes unimproved after previous quality bus route improvements are now upgraded. Together with the ANPR bus priority system proposed, the improvements will enable these routes to achieve their full ridership potential.

Employing additional staff resource (21 hours per week) to develop and deliver a town centre focused bus promotion programme using Individualised Travel Marketing

The partnership recognises that unawareness of bus travel options available is a serious modal shift obstacle. Using the town centre as a promotional focus, Individualised Travel Marketing techniques will promote bus travel to interested households. The package's measures and their reliability, frequency and journey quality outcomes will provide effective marketing 'hooks'.

Operators will support a dedicated officer working within the council's Individualised Travel Marketing team to provide crucial information, coordinate marketing programmes and make discounted products available to promote modal shift.

A complementary resort-wide promotion using bus backs, shelter displays and advertising 'rotundas' will run in parallel with the town centre focused activity over the programme's two years. In addition a 'sustainable transport' smartphone app and QR code based information system, together with operator adoption of smartphone ticketing, will help non-users adopt bus travel.

Combined with the offer of modern, low floor access vehicles with high quality seating and CCTV security and enhanced reliability and frequency, Individualised Travel Marketing will achieve significant modal shift.

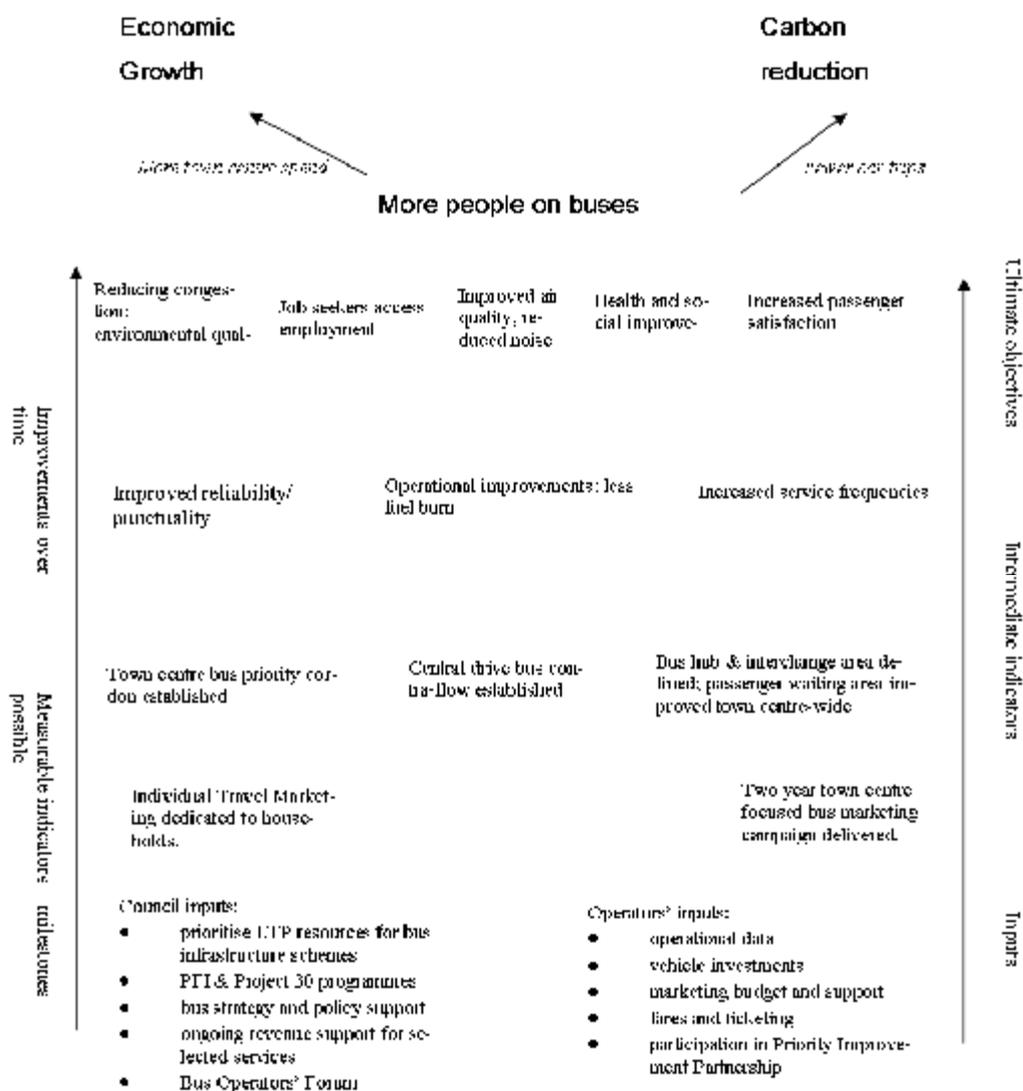
Complementary LTP measures

The BBAF package will complement the LTP programme, which will provide match funding:

- **Bus Stops, Shelters and Infrastructure** - providing match funding for town centre quality bus corridor improvements
- **Travel Planning for Neighbourhoods** - a team using the DfT's 'smarter choices' model to deliver Individualised Travel Marketing, which will host the town centre promotion officer
- **Signage and urban wayfinding** - a town centre and attractions focused wayfinding system is being developed, accommodating bus stop locations
- **Town Centre Accessibility and Traffic Management Review** - a multi-modal review, which will enable the bus hub and accessibility proposals.

C2. Rationale for the measures

The diagram below illustrates the individual outputs' interactions in achieving the headline objectives of contributing to economic growth and achieving carbon emission reductions:



The package proposed is placed in its strategic context at A3 with the programme outputs and their contribution to achieving stated objectives described at C1. It will pioneer new technology, improve bus service quality dramatically and present an attractive offer to current non-users together with the information they need to switch to this sustainable transport option.

BBAF will make a significant contribution to town centre regeneration as an economic driver for the new Blackpool, principally by reducing retail leakage and bringing new spending bus passengers as discussed at A3. The business community of 1,000 organisations backs the bid fully (see letters attached), recognising that an enhanced bus network is critical to sustainable growth and can stimulate investment. In particular, the **Blackpool Business Leadership Group**, directly representing eighty business leaders, states:

The proposed bid to the Better Bus Area Fund has the potential to help stimulate growth in Blackpool's town centre and visitor economies, as well as giving job seekers better access to job opportunities in Blackpool and beyond. It is the business community's view that a reliable and high-quality public transport system is a fundamental part of this improvement process.

The **Blackpool Business Improvement District** supports this view:

Retail leakage could be very much reduced by the development of improved transport links in and out of the town centre for both locals and tourists. The businesses within the BID's area, regard a top quality, efficient and punctual transport service to be a crucial part of the growth and regeneration of Blackpool town centre.

Marketing Blackpool recognises that a successful bid would support its work:

This funding would be instrumental in supporting the delivery of the Destination Management Plan which is spearheaded by a board of high-profile, influential business champions involved in delivering the visitor experience in Blackpool.

The **Mandarin Restaurant** is a small independent trader with ambition:

Blackpool traders continue to suffer an above average rate of local people choosing to shop out of our own town centre. I personally believe the main cause is the poor transport infrastructure. This funding is vital for Blackpool to improve; public transport access to Blackpool town centre.

Further direct support from Blackpool Pleasure Beach, Glasdon Group and Premier Inn has been received.

By focusing on the town centre as a vital economic area that generates bus delay, a tight, cost-effective package, founded in the partnership's ongoing commitment to promoting sustainable travel, can be designed and delivered.

Section D. Value for Money

D1. Baseline and Projections for Intermediate Measures

Improvements due to the package are expected to accrue over a five year period. Over this period it is intended that against the baseline below: car modal share reduces 7%; bus journeys grow by 15%; bus punctuality increases 20% to 99%; bus mileage grows by 8%; bus operating costs fall by 14%; and passenger satisfaction increases 10% to 71%.

As discussed at A3, the package has the potential to generate an additional £12m (6%) town centre spending, creating 236 jobs and assisting the public-private Town Centre Forum led ongoing regeneration programme.

Supporting spreadsheets are available for these projections on request, including five year based indicator trajectories.

Indicator	Baseline value 2010/11	2012-2013		2013-2014		Total predicted 2 year changes	
		Value	% change	Value	% change	Value	% change
Absolute change in congestion and car traffic levels or number of car trips as a result of package	80.6% (Car modal share)	80.0%	-0.6%	78.0%	-2.0%	78%	-2.6%
Bus passenger journeys per year and expected absolute change in journeys as a result of package	17,366,774	17,540,442	1.0%	18,417,464	5.0%	18,417,464	6.05%
Punctuality/reliability changes as a result of package	79%	89%	10.0%	96%	7%	96%	17%
Bus mileage per year and expected change in bus mileage as a result of package, by conventional or low carbon bus	8,225,618	8,390,130	2.0%	8,641,834	3.0%	8,641,834	5.06%
Absolute change in the cost of an average journey by mode as a result of package	£0.86	£0.82	-5%	£0.80	-2%	£0.80	-7%
Passenger satisfaction	61%	65%	4.0%	67.0%	2.0%	67.0%	6%

The projections made are based on the evidence gathered at E1 placed in the local Blackpool context of a highly urbanised, tourism-led economy that must accommodate high traffic volumes. An update on all indicators will be published six monthly on the www.blackpool.gov.uk site. A report identifying and

discussing issues arising during the package's implementation will be published June 2013, with a plenary report available in June 2014.

D2. Non-quantifiable benefits.

- **Employment access:** Buses provide essential transport to job seekers, many from deprived communities, helping an unknown number to obtain or retain employment. Purchasing a car can wipe out any benefit from taking a low paid job. Although this package is town centre focused, the Individualised Travel Marketing project will allow bus links between residential areas, employment sites and other primary destinations to be promoted.
- **Health:** Blackpool has high morbidity due partly to lack of exercise. The CIVITAS programme has demonstrated that active travel patterns enable people to exercise within their daily routine. By encouraging active travel the package will have a small positive impact on morbidity.
- **Social:** Transport has become more privatised as car use has grown, reducing social contact. Increased social diversity in bus use may counter negative perceptions. This package will stress that 'buses are for everybody'. Perceptions of the bus as 'the loser cruiser' must be challenged.
- **Environmental ambience:** Traffic dominates the modern urban environment, for example making independent child mobility difficult and drowning out any nature sounds. These impacts cannot be quantified, but de-congestion, improved road safety, reduced noise and cleaner air can mitigate them.

Section E - Supporting Evidence

E1. Evidence for the predictions identified above.

Predictions are based on local information and informed by comparable external case studies, to generate a realistic indicator trajectory. Although ANPR bus priority will provide an immediate reliability uplift, modal shift due to marketing and passenger waiting environment uplifts will develop over a likely five year period. The partnership has used the following local data and models:

- Operational databases and business planning models, compared with industry protocols to reach partnership consensus
- The council's LTP monitoring indicators provide a long term database that has informed the selected trajectories
- The PFI contractor has provided data allowing UTMC benefit modelling.

Furthermore the package's likely benefits and savings have been enumerated over a realistic five year benefit roll out period using standard DfT models:

- The benefit cost analysis model outlined in *The Role of Soft Measures in Influencing Patronage Growth and Modal Split in the Bus Market in England:*

Final Report, AECOM for DfT, October 2009 this package will generate an additional **£14.8m** of benefits over five years.

- Similarly using the DfT carbon calculator, National Travel Survey (2009) data and the projections below, this package is projected to save **37,520 tonnes** of carbon dioxide with a tradeable value of **£2.1m** over five years.

External evidence to support the package's likely effectiveness has been gathered, which has informed the indicator profile adopted (D1). This evidence is presented by package measure referenced to relevant DfT benefit cost analysis model categories using italics.

Bus priority urban traffic management control - *bus service enhancements and simplification*

The DfT resource pack - New Technology in Transport - improving network management - suggests that UTMC systems offer 20-30% bus delay savings.

Modelling Bus Priority Using Intermodal Dynamic Network Assignment-Simulation Methodology (K.F. Abdelghany, A. F. Abdelghany, Mahmassani and Abdelfatah) Journal of Public Transportation, Vol 9, No 5, 2006, offers a number of bus priority system and outcome scenarios. At a twelve vehicle per hour bus frequency in a median congestion situation, this paper suggests that bus priority achieves a 12.08% bus travel time reduction and 4.04% bus modal share increase as extra reliability makes bus more competitive against car.

Contra-flow bus lane - *bus service enhancements and simplification*

Using time table data partners estimate that each service will save a minimum 3 minutes running time each time this facility is used.

No benchmark example comparable to Blackpool has been identified. However, monitoring of Brighton's A259 bus lane shows that journey time savings of 29% have been achieved. Modal shift means that 36% of travellers are now carried on 0.7% of vehicles (Greener Journeys: A step change for Britain's buses - 2011). The short contra-flow planned will achieve comparable outcomes due its high strategic value in bypassing a somewhat tortuous one-way system.

Town centre bus hub passenger facilities upgrade - *bus stop improvements and shelter provision*

The Confederation of Passenger Transport's 2010 paper - The role of soft measures in influencing patronage growth and modal split in the bus market in England - identifies passenger waiting facilities upgrade as an essential soft measures package element. This paper cites a bus service demand impact of +1.63% following bus shelter re-provision. It does note the stronger relationship between patronage, reliability, service frequency and waiting time, improvements of which are headline package objectives.

Town centre focused Individualised Travel Marketing - *individualised marketing benefits*

A research report on the recent Sustainable Travel Towns programmes - The Effects of Smarter Choices Programmes in the Sustainable Travel Towns (Sloman, Cairns, Newson, Anable, and Goodwin) 2010 - recorded 40% and 27% bus patronage increases in Peterborough and Worcester respectively between Autumn 2004 and Autumn 2008.

A project delivered in Odense, Denmark under the European funded CIVITAS programme between 2005 and 2009, visited 7,000 homes to promote sustainable travel options. A 310 household (546 persons) sample of this showed a 58% increase in bus trips three months after the visit.

Evidence available indicates that this balanced package of bus priority, infrastructure and marketing will achieve significant modal shift, depending on the local context. It is estimated that the Travel Marketing Team will contact 2,600 people during the programme. At a 30% take-up rate and 216 working days per annum, this equates to an additional 389,000 bus journeys per annum. This projection cannot be disaggregated from ridership growth that might accrue to enhanced reliability and other package objectives, thus it informs rather than sets the partnership's modal shift trajectory.

E2. Proposed monitoring.

Data to enable monitoring against indicator trajectories at D1 will be gathered using operator and council systems. Market research to determine public perceptions of bus services will take place in 2017. Results will be posted on the www.blackpool.gov.uk website.

The following commencement milestones will be used; estimated completion dates are at F2:

Milestone	Scheme commencement date
Travel marketing commences	4th June 2012
Town centre bus hub	6th August 2012
Phase 1 bus priority: outer cordon	5th November 2012
Central Drive bus contra-flow	12th November 2012
Phase 2 bus priority: town centre core	14th January 2013
Town centre bus accessibility improvements	14th January 2013
Post LTP3 bus service perception market research published	June 2017

Section F. Delivery and Costs

F1. Package Costs

		2012-13	2013-14
Installing bus priority urban traffic management control (UTMC) automatic number plate recognition (ANPR) technology to benefit 5 identified bus routes centred on a town centre cordon of 16 junctions, to achieve minimum 20% reliability improvement measured on four high capacity bus services (lines 7, 9, 11 & 14) which will increase their frequency by one service per hour	£(K)		
	Bus routes by line numbers		
	16 & 4 (Oxford via Whitegate Drive - Church St. To Talbot Road)		77
	16, 11, 3, & 17 (Lytham Rd - Promenade - Talbot Rd)	95	
	5 & 7 (Waterloo Rd Central Drive - Hornby Rd - Talbot Rd)		56
	5, 9, 14, & 15 (Talbot Rd to Devonshire Road)	56	
	9, 14 & 11 (Westbrooke - Blackpool Old Rd & Bispham)	106	
	UTMC CBD adaptors	124	
10% contingency		51	
Total	381	184	
	Revenue	0	0
	Capital	381	184
	Local Contribution	110	115
Providing a 335m contra-flow bus lane controlled by two new ANPR junctions, allowing four services to bypass a congested one-way system, saving 3 min running time per trip and facilitating planned one bus per hour frequency increases	£(K)	200	395
	Price derived from engineering based feasibility study and option appraisal.		
	Revenue	0	0
	Capital	200	395
	Local Contribution	20	125

Upgrading six bus shelters and providing ancillary information and place-making infrastructure to define a town centre bus interchange hub	£(K)		
	Stop upgrades 6 @ £9	54	
	Advertising cases 12 @ £3	36	
	Information stands 2 @ £5	10	
	Signage	20	
	Kerbing, pavements & road marking	12	
	Footway widening	30	
	Total	162	0
	Revenue	0	0
	Capital	162	
	Local Contribution	40	0
Upgrading a further 4 town centre-wide bus shelters and stops to achieve a consistently high quality passenger waiting environment	£(K)		
	Shelter upgrades 4 @ £15		60
	Quality Bus Corridor infill		80
	Total	0	140
	Revenue	0	0
	Capital	0	140
	Local Contribution	0	20
Employing additional staff resource (21 hours per week) to develop and deliver a town centre focused bus promotion programme using Individualised Travel Marketing	£(K)		
	Salary, travel subsistence	10	13
	Marketing & promotion budget	14	14
	Interactive bus map		20
	Total	24	47
	Revenue	24	47
	Capital	0	0
	Local Contribution	10	20
Grand Total funding sought	Revenue	14	27
	Capital	573	459

Grand Total including local contribution	Revenue	24	47
	Capital	743	719

F2. Timetable for Delivery and Risks

	Planned delivery date	Risks
Installing bus priority urban traffic management control (UTMC) automatic number plate recognition (ANPR) technology to benefit 5 identified bus routes centred on a town centre cordon of 16 junctions, to achieve minimum 20% reliability improvement measured on four high capacity bus services (lines 7, 9, 11 & 14) which will increase their frequency by one service per hour	Phase 1: ANPR bus route upgrades - 7th December 2012 Phase 2: ANPR bus route upgrades - 5th April 2013	Risk: Extreme congestion during busy tourist peak periods may mean that UTMC cannot prioritise buses. Mitigation: UTMC plans will need to be developed in co-operation with partners to mitigate this risk.
Providing a 335m contra-flow bus lane controlled by two new ANPR junctions, allowing four services to bypass a congested one-way system, saving 3 min running time per trip and facilitating planned one bus per hour frequency increases	Central Drive contra-flow - 29th March 2013	Risk: This significant road and public realm layout change will present significant engineering challenges. Mitigation: The challenges will be resolved. Risk: Public opposition to the layout change and relocating bus stops may be encountered during consultation procedures. Mitigation: Political commitment to the bid's successful delivery is in place. Consultation will resolve concerns.
Upgrading six bus shelters and providing ancillary information and place-making infrastructure to define a town centre bus interchange hub	Town centre bus hub complete - 26th October 2012	Risk: The hub is situated in a sensitive area where possible conflicts between retail, public realm and transport uses. Mitigation: The design and consultation processes will resolve the issues.
Upgrading a further 4 town centre-wide bus shelters and stops to achieve a consistently high quality passenger waiting environment	Town centre-wide improvements complete - 26th April 2013	Risk: Public opposition to bus stop relocations may be encountered during consultation procedures. Mitigation: Political commitment to the bid's successful delivery is in place. Consultation will resolve issues.
Employing additional staff resource (21 hours per	Promotion programme	Risk: Individualised Travel Marketing is an

week) to develop and deliver a town centre focused bus promotion programme using Individualised Travel Marketing	complete - March 2014	<p>untried technique in Blackpool.</p> <p>Mitigation: Evidence of its success in diverse areas is available.</p> <p>Risk: The local authority financial situation is fluid with only indicative LTP 2013-14 and 2014-15 allocations available.</p> <p>Mitigation: Programme commitments will be prioritised within funding available.</p>
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F3. Management Arrangements

If the bid is successful, the current multi-organisation partnership steering group will become a delivery steering group, reporting to the wider Bus Operators' Forum which will act as a reference group. The delivery steering group will meet monthly to monitor progress against target trajectories.

On-site works will be integrated with LTP, PFI and Project 30 maintenance schemes, providing excellent value for money. The council will provide design, project management, site supervision and financial control. The council's Portfolio Holder for Transport and Streets will provide democratic oversight.

F4. Financial sustainability

The package will be implemented over the prescribed 2012/2014 period with complementary LTP measures continuing until April 2015. The expenditure profile is sustainable over the programme period and ongoing maintenance:

- Bus priority UTMC equipment will accrue to the PFI maintenance contract, incurring a sustainable additional revenue charge
- The contra-flow project's maintenance costs would not exceed that of current infrastructure, which requires replacement.
- Following capital investment, infrastructure installed will require less maintenance than current facilities
- BBAF will fund additional town centre focused promotion within the travel marketing team on a fixed term basis, avoiding a long term financial commitment beyond the 2015 LTP period
- The partnership has promoted bus ridership over a long period. Supported by ongoing mainstream funded travel marketing and promotion work, BBAF will create self-sustaining ridership and revenue growth
- As identified, this package has very long-term benefits. Increased fare revenues, economic growth, social and health benefits and environmental improvements will repay the investment made.

F5. Financial Impact on Bus Operators

BTS is committed to support the BBAF programme as follows, together with ongoing, in kind support for its implementation:

- Match funding of £1,050,000 in replacement vehicles, removing over twenty obsolete double deck Olympian vehicles with pre-Euro emission standards
- New vehicles will have a minimum Euro 2 emission standard with many at Euro 3 and be fully Disability Discrimination Act (DDA) compliant
- Journey time savings achieved as a result of the proposal will be reinvested in increased service frequency at an estimated two year cost of £560,000.

Stagecoach have undertaken to maintain vehicle quality on the Blackpool routes, reflect the package in promotion work, support travel marketing and provide the number plate 'white list' for the ANPR bus priority system.

F6. Additionality

The following services receive council support (2010/11):

- Line 3 Town Centre – Mereside - Hourly evening service (daily) - £10,000 pa
- Line 4 Town Centre – Mereside - Hourly evening service (daily) - £10,000 pa
- Line 10 Town Centre – Watson Road – Midgeland Road - Hourly daytime service (Mon-Sat) - £43,483 pa

Total: £63,483 pa

Without BBAF support the contra-flow, bus hub and town centre passenger waiting environment proposals will be out of the question. The latter cannot be achieved in the comprehensive manner needed, at mainstream resource levels.

BBAF will allow a much enhanced town centre bus priority scheme to be delivered, benefiting all bus services. Advanced ANPR camera technology offers a superior solution compared with transponder systems considered previously. ANPR offers event and emergency control options, enables vehicle-driver behaviour to be monitored and has upgrade capacity to accommodate air quality monitoring and real time information systems at a later date.

BBAF will enable the Travel Planning for Neighbourhoods team to deliver an additional town centre focus, using specific material and campaigns, which could not be delivered as an integrated and effective package without BBAF support. The forecast outcomes are not otherwise achievable.

Section G. Fit with the Local Sustainable Transport Fund

G1. Fit with other bids, including the Local Sustainable Transport Fund and Green Bus Fund

The council has no Local Sustainable Transport Fund programme or other relevant bid.