

**SOUTHEND-ON-SEA ENHANCED
PARTNERSHIP PLAN 2023-2028
AND
SOUTHEND-ON-SEA ENHANCED
PARTNERSHIP SCHEME**

**Agenda
Item No.**

Strategic Direction of Enhanced Partnership

The Council has reviewed the Bus Service Improvement Plan in the light of procedural advice from the DfT. We have come to the view that the Vision for the Southend bus network should be unchanged from the one that was in the BSIP in 2021, and that the direction and focus of Improvements to that network should be the same as in the BSIP produced then.

This view was tested with certain stakeholder groups represented on the Local Bus Forum, who confirmed that they agreed with this general approach.

We therefore consider that the direction of the BSIP should remain as follows.

Our vision is to make bus travel the priority travel choice for everyone in Southend, and by doing so making our communities greener and more prosperous

And that the BSIP Objectives and EP Approach should remain as below.

BSIP Objectives	EP Approach
1. Improve the reliability of local buses	<ul style="list-style-type: none"> • To deliver bus priority signalling at major junctions in Southend • To review major corridors to identify solutions that will improve journey speeds and reliability of services
2. Make bus journeys quicker, especially on the key routes into and out of Southend	<ul style="list-style-type: none"> • To deliver bus priority at major traffic signal junctions in Southend • To review major corridors to identify solutions that will improve journey speeds and reliability of services • To upgrade existing tickets to contactless and mobile payments, speeding up bus boarding times
3. Improve the quality of local bus stops and waiting facilities for all users	<ul style="list-style-type: none"> • To deliver a series of Mobility Hubs across Southend to improve connections between buses, trains, walking, cycling, car clubs, and other forms of transport • To review major corridors to identify solutions that will improve journey speeds and reliability of services, as well as improving the quality of local stops • Ensure that all local bus stops meet minimum standards of accessibility and information
4. Deliver a more integrated public transport network that is easier for people to use	<ul style="list-style-type: none"> • To deliver a series of Mobility Hubs across Southend to improve connections between buses, trains, walking, cycling, car clubs, and other forms of transport • To expand the current Octopus ticket to all operator mobile apps and contactless payment, and to be accepted on local rail services • To develop and deliver a single brand identity to be applied to all bus information, stops, and services.
5. Improve the quality and accessibility of bus information	<ul style="list-style-type: none"> • To develop and deliver a single brand identity to be applied to all bus information, stops, and services. Expand the range of media for static and real time information.

BSIP Objectives	EP Approach
6. Improve the quality standards of local bus services	<ul style="list-style-type: none">• To retrofit existing buses in Southend to an improved emissions standard• To ensure that all new buses in Southend are low emission
7. Market and promote local bus services	<ul style="list-style-type: none">• To develop and deliver a single brand identity to be applied to all bus information, stops, and services.