

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

**Agenda  
Item No.**

**Recommendations on Proposed Variations to Enhanced  
Partnership Scheme**

Due to the complexity in some aspects of project delivery there has been some slippage in project delivery and the Local Bus Board proposes the following variations to the Enhanced Partnership Scheme. We are therefore requesting a recommendation from the Local Bus Forum that the Variations below to the EP Scheme (to incorporate revised Delivery Dates) be approved.

<b>Action / Delivery</b>	<b>Original Delivery Date in EP Scheme</b>	<b>Proposed Variation to Delivery Date in EP Scheme</b>	<b>Reason for Change to Delivery Date</b>
To develop and Implement a Southend and South Essex bus brand	April 2024	October 2024	Delay in agreeing certain detail of arrangements
To develop and deliver a joint marketing campaign (between the Council and the Operators)	June 2023	October 2024	Considered inappropriate until the new brand is in place
Upgrade the existing Octopus ticket to contactless and mobile phone payments	July 2024	October 2024	Delay in agreeing detail of implementation
To implement a Bus Passenger Charter	July 2023	August 2024	Implementation in 2023 was considered inappropriate in relation to bus stop information improvement programme
To Identify options to promote value fares for Summer 2024	August 2024	August 2025	Delivery now is not appropriate in the context of the £2 Maximum Single Fare and the current uncertainty over national policy concerning its future