



**EAST RIDING OF YORKSHIRE COUNCIL
ENHANCED PARTNERSHIP PLAN
AND SCHEME**

To commence 01 April 2022

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INTRODUCTION

East Riding of Yorkshire Council published its Bus Service Improvement Plan (BSIP) in October 2021. The BSIP will inform the detail of the East Riding of Yorkshire Enhanced Partnership (EP) Plan and Scheme intended to be implemented from April 2022. The key objectives the Council and its partners wish to see for the East Riding of Yorkshire's Bus Network, are set out in the BSIP. Table 1 explains the approach that will be taken to delivery of these objectives (subject to funding availability) through the EP Plan and Scheme.

Table 1 BSIP Objectives and EP Delivery measures

BSIP Objectives	EP Proposed Delivery Measures
1. Increase Service Frequency	a) Establish Core 15, 30, and 60-minute frequencies on main inter-urban corridor routes b) Establish identified enhancements to rural and town services to compliment the Core 15, 30 and 60 network c) Continue to support the recovery of bus services following the Covid pandemic
2. Increase bus priority measures	a) Develop signalling interventions in Haltemprice b) Develop bus priority measures for proposed Beverley P&R service
3. Increase demand responsive services	a) Extend the Medibus network b) Develop a pilot DRT service between Cottingham and Beverley
4. Introduce cheaper and simpler fares offers	a) Increase half fare age limit from 16 to 21 b) Develop an affordable weekly multi-operator ticket c) Promote simple flat fare and flexi-ticket options
5. Upgrade bus stops and shelters	a) Co-ordinate infrastructure improvements along core inter-urban-corridors and in rural areas b) Protect and enhance bus interchange capacity
6. Improve bus information	a) Improve roadside bus information b) Roll out more real time bus information at key interchanges/stops c) Develop a bus marketing campaign
7. Beverley Park and Ride	a) Establish a zero-emission and bus priority Park and Ride Service from the south of Beverley to the town centre.
8. Create a Bus Passengers Charter	a) Draft and consult on a robust Bus Passenger Charter for the East Riding of Yorkshire

These objectives are supported in the BSIP by a thorough analysis of available evidence including detailed consultation with local bus operators, data collection and network analysis, policy analysis and spatial and socio-demographic research. It is not intended to set out the bulk of this evidence again in the Enhanced Partnership Plan, which will focus more on the requirements for coverage of those aspects set out in section 138A of the Transport Act 2000.

The East Riding of Yorkshire Enhanced Partnership will supersede the existing voluntary East Riding of Yorkshire Rural Transport Partnership and achieve substantially greater legal status. Benefits include the enhancement of quality standards and access to funding for investment in public transport-related projects and activities which might not otherwise be available.

COMPETITION TEST

The East Riding of Yorkshire Council has undertaken an assessment of the impacts on competition of the EP Plan and Scheme (to be made on the Date tbc) and believes it will not or is unlikely to have a significantly adverse effect on competition disproportionate to any benefits in meeting the council's objectives, for the purposes of Part 1 of Schedule 10 of the Transport Act 2000. We will ensure the following protections are in place:

- Any subsidised fare will be offered to all operators on an equal basis with the reimbursement process agreed by the operators and ERYC;
- Any multi-operator ticketing scheme will follow the principles of the Ticketing Block Exemption save that ERYC may set the price (subject to available funding) and
- Any joint headways will be facilitated by ERYC and subject to Qualifying Agreements as appropriate.

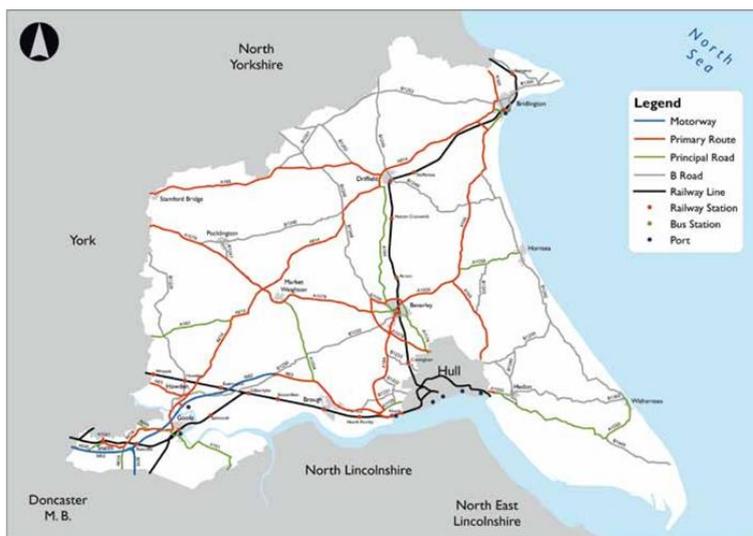
PART I: EAST RIDING OF YORKSHIRE ENHANCED PARTNERSHIP PLAN

THE EAST RIDING OF YORKSHIRE COUNCIL ENHANCED PARTNERSHIP PLAN FOR BUSES IS MADE IN ACCORDANCE WITH SECTION 138G (1) OF THE TRANSPORT ACT 2000.

I. Geographic Coverage

- I.1 Both the East Riding of Yorkshire Enhanced Partnership Plan and Enhanced Partnership Scheme are proposed to extend throughout the full administrative county of the East Riding of Yorkshire within its boundary (Figure A). Any changes to this boundary will represent an Enhanced Partnership Scheme Variation, to be agreed as per section 5.6 – 5.12 of Part 2 Enhanced Partnership Scheme.

Figure A: Geographic extent of the East Riding of Yorkshire Enhanced Partnership



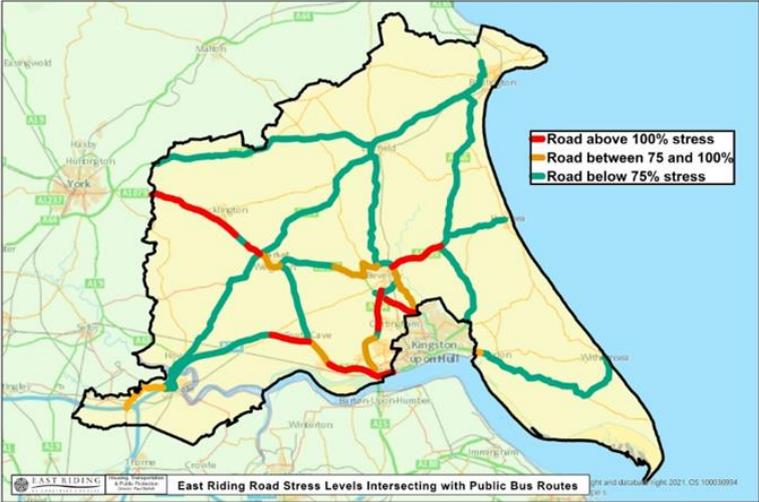
- I.2 The relevant factors that the Partnership considers will affect, or have the potential to affect the local bus market over the life of the plan are summarised below.

2 Factors Affecting the Local Bus Market

Road Network Issues

- 2.1 Much of the East Riding's extensive road network has evolved over a long period of time and was not built to the standards that would be expected of a newly constructed highway. As a consequence, many of its local roads are less resilient to changing environments and circumstances such as severe weather events. As a rural authority the council also receives proportionately less funding for road maintenance than its urban counterparts and funding allocations for maintenance have not kept pace with inflation over the past years. The condition of the council's highway assets is continuing to decline under current budget levels, which has resulted in a maintenance backlog where roads were not being maintained to a level appropriate to their classification. An 'A' road maintenance scheme was implemented to bring the East Riding's roads up to an acceptable standard, ensuring that they were fit for purpose and minimise whole life costs. The funding was delivered through the LEP.
- 2.2 Although ERYC does not see the levels of traffic congestion experienced in more urban areas, Figure B shows traffic versus road capacity overlaid on the ERYC bus network. The red colour shows where road capacity is most stressed. This applies mainly on the boundaries with Hull and York but also on two key roads around Beverley with the eastern approach from Hornsea of particular note.

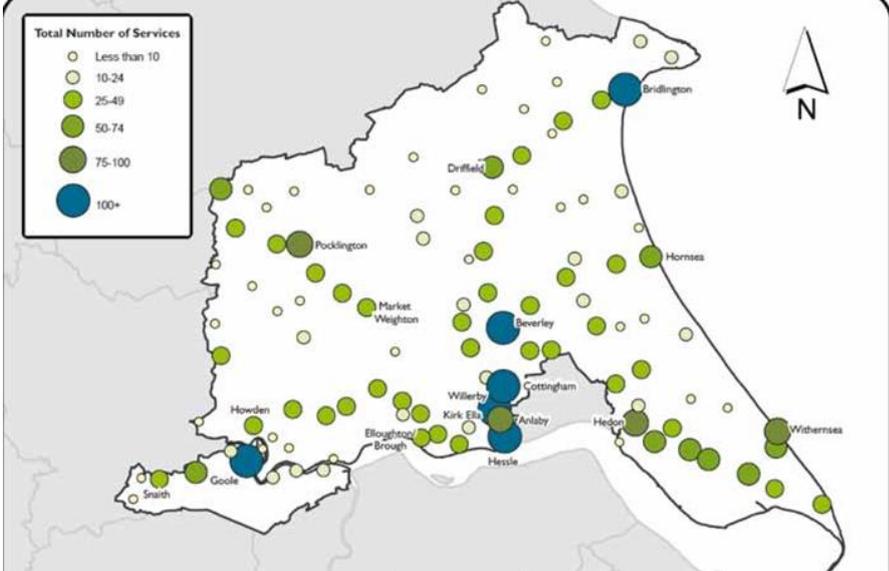
Figure B: Traffic Congestion Levels and Bus Routes in the East Riding of Yorkshire



Bus Network Issues

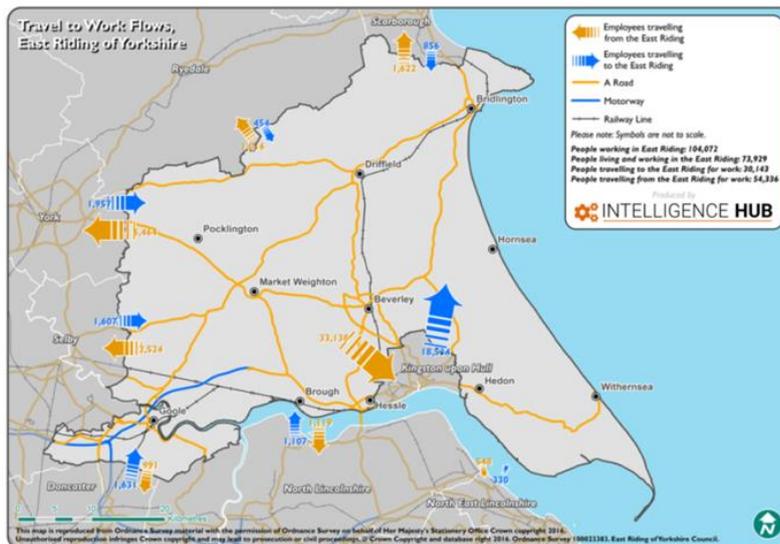
- 2.3 The distribution and frequency of bus services varies considerably between the urban and rural areas of the East Riding. In the larger towns buses often run relatively frequently while in more rural areas services may only run on one or two days per week. Evenings and Sunday provision is limited, even on main corridors. The majority of bus services in the area are run by East Yorkshire Buses with additional services operated by Stagecoach, Arriva, First buses and other smaller bus companies. There are local town services in Beverley, Bridlington, Driffield, Hornsea, Goole, Withernsea and Hessle but the core network is made up of interurban services running half hourly at best. Recovery of the commuter market on these services has been slow in some areas and must be a matter of concern for the future.
- 2.4 A third group of services is Hull-based and provides urban services to settlements outside the boundary of Hull City Council to the west, north and east. Generally, including route variations, these run at frequencies between ten and twenty minutes. ERYC supports a park and ride service in Bridlington which is operated by Stagecoach under contract to ERYC every twenty to thirty minutes in the summer months. In Figure C, the level of service provision across ERYC is shown. The core interurban network is reflected in the lines of green dots with blue reflecting town service provision in Beverley, Bridlington and Goole and the satellite areas surrounding Hull.

Figure C: Bus Provision by Settlement in the East Riding of Yorkshire



- 2.5 Within ERYC's area there are 1,843 bus stops in an area of 2,407 km². This is a low density of stops but reflects its rural nature and the fact, that, in deep rural areas, buses stop on demand if there are no fixed stops. A full list of current services in ERYC is shown in the Council's Bus Service Improvement Plan at <https://www.eastriding.gov.uk/environment/public-transport-travel/bus-service-improvement-plan-and-enhanced-partnership/> (see Table 3). There are 101 services of which 54% are cross-boundary. 50% of services are wholly tendered (sometimes jointly with other authorities) and a further 14% are part tendered.
- 2.6 Several demand responsive community transport schemes are also in operation in the East Riding. These schemes provide a form of public transport for settlements not served by a commercial bus service while also catering for the needs of vulnerable people or groups who are not able to access mainstream services. Medibus is a demand-responsive service which provides residents of the East Riding of Yorkshire with transport from their front door to local hospitals, doctors' surgeries, clinics and dentists. Passengers can also use the service for visiting friends and relatives in hospital. MiBus is a similar demand-responsive service designed to link areas that are off the main network with local towns and supermarkets, often only on certain days of the week. Fares and booking arrangements are the same as for Medibus.
- 2.7 When examining commuting patterns, we find that some 83,400 ERYC residents both live and work in the area and even pre-Covid just under 19,000 of these worked mainly at home (although this category includes farming and other 'domestic' occupations). However, commuting out of the East Riding is very significant and way exceeds those commuting into the East Riding. Major flows are shown on the map in Figure D.

Figure D: Daily Commuting Patterns- East Riding (pre Covid)



- 2.8 The key movement is into Hull, accounting for over 33,000 commuting trips per day. The two flows in the south are atypical, flows across the Humber Bridge are broadly equal inward and outward, while at Goole there is over 60% more commuting into the East Riding from South Yorkshire than out. The latter flows are notable because there is no longer any bus service out of Goole towards South Yorkshire although the train service to and from Doncaster is good.
- 2.9 When examining bus ridership in the East Riding we find that in relation to overall usage levels, the annual figures published by DfT and those supplied by the operators show a major divergence. The DfT figures (Figure E) are much larger and show a significant decline over the last five years, while the operator figures, although lower, show an upward trend pre-Covid (see Figure F). Figure G, which shows monthly figures from June 2017 to May 2021. The significant effect of Covid on bus ridership is clear.

Figure E: DfT Figures – Bus Trips in the East Riding Since 2009/10

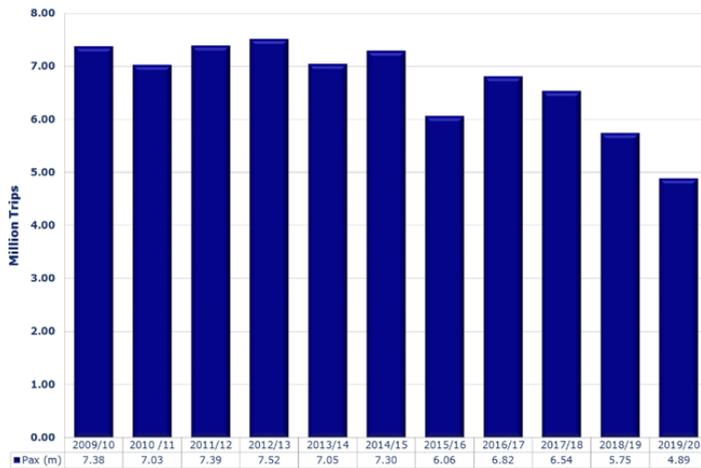
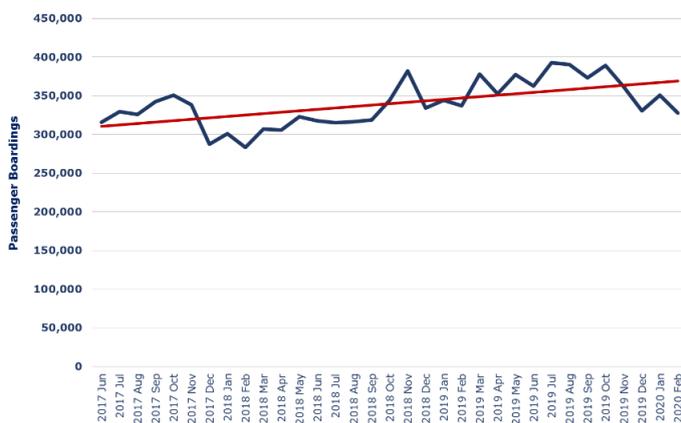


Figure F: Operator data – Recent Ridership Trend



Figure G: Operator Data – Pre-Covid Ridership Trend



2.10 Figure H shows the trend in service kilometres operated since 2016/17. There was a small year-on-year decline pre-Covid but not to the degree seen in some other areas. In 2020/21 overall some 91% of the previous year’s mileage was operated. In Figure I we see the trend in scheduled speed. Although scheduled speed is quite high, reflecting the interurban nature of the network, there has still been a notable decline pre-Covid. Buses were getting slower.

Figure H: Service Kms Operated 2016/17 to 2020/21

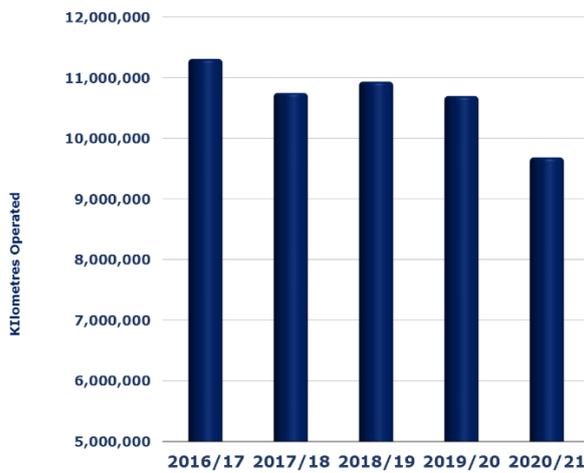
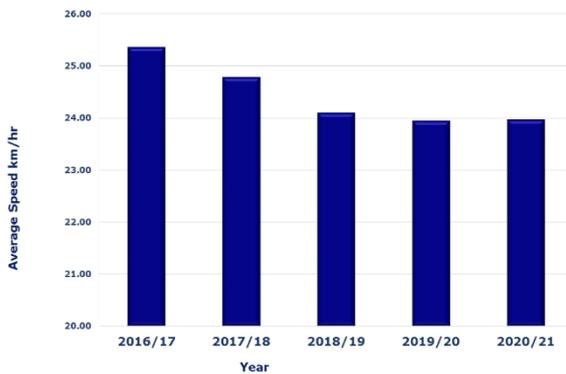


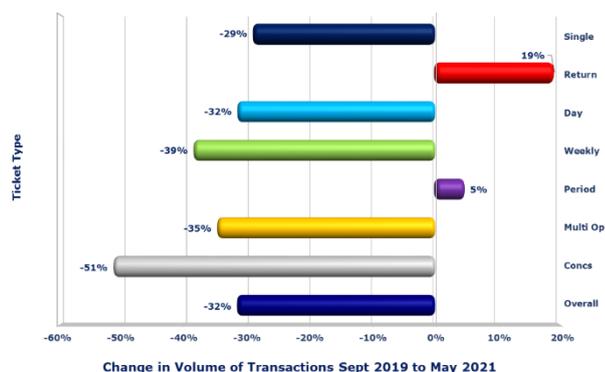
Figure I: Average Operating Speed – EYB 2016/17 to 2020/21



- 2.11 Data from the whole of 2019 shows the total usage by hour in each time period. It will be noted that even pre Covid, buses in the East Riding were much busier between the ‘peaks’ than at any other time, driven, of course, by the concessionary market. During the main part of the day on Saturday is the busiest time overall. Looking at the pattern across the day on four different groups of services there is a very clear distinction, with the core interurban network and services focussed on Hull sharing a similar profile, while town services and the ‘others’ – mainly less-frequent rural services, carry nearly 70% of their passengers in the off-peak. There is likely to be only limited additional demand in these off-peak rural networks.
- 2.12 An examination of the breakdown of ticket types for September 2019 clearly shows the dominance of the concessionary market in the East Riding, accounting for nearly 50% of the market. Of farepayers, only around a third hold some sort of multi-journey ticket. This is a very low proportion for a network in 2019 and must be a reflection of the market being made up principally of simple ‘out and back’ trips. It is unusual to see return tickets making up just under 16% of all ticket transactions. The analysis of ticket types repeated for May 2021 shows a significant reduction in market share for concessionary travel, from 49.5% to 35.3% of the total, with return tickets making up some 12% more of the proportion to compensate. Analysis of farepayers for May 2021 shows that single and return fares accounted for 70% of all transactions. It is clear that there has been a shift away from regular travel to less frequent trip-making.
- 2.13 Figure J shows the percentage change in number of transactions by ticket type comparing May 2021 with September 2019. Concessionary trips are halved. It is, however, notable that the number of return tickets sold in May 2021 is 19% greater than in September 2019. It is also of note that the proportions of day and weekly tickets are broadly the same as in 2019, albeit the same share of a much smaller base. Period tickets have also increased in volume by 5% - this might reflect a switch in buying method. ‘Other’ tickets increased their share of farepayers by 1.6% (319% by volume of transactions – not shown in figure J), made up almost entirely of ‘flexi’

tickets. These were introduced in 2020 and are effectively bundles of day tickets aimed at those working flexibly. The numbers in evidence in May 2021 are not large, representing something between 160 and 180 trips per day.

Figure J: Change in Volume by Ticket Type Sept 2019 to Mar 2021



2.14 During the Covid pandemic, the use of cash has been widely discouraged. Paying for bus travel is no different and a change in ticket purchasing method was expected. The proportion of tickets bought using cash has fallen from 64% to 36%, while the proportion using contactless has doubled to 44%. This is also reflected by an increase in the volume of contactless transactions, while cash transactions have fallen by 60%. There was also a smaller fall in app use. It is clear, however, that passengers prefer the option of contactless payment on-bus rather than pre-payment on the app. However, the 36% who still pay in cash represent a sizeable minority. If these passengers are not persuaded to move away from cash payment by a global pandemic, it suggests a significant core of cash payers and should discourage any moves to move to wholly cashless transactions.

2.15 Sample fares for typical journeys starting in the East Riding show that as is normal, fares taper so that the fare per mile reduces as journeys get longer. Single fares for medium distance journeys are all around fifty pence per mile, while longer trips like Hornsea to Hull or Beverley to York are significantly less per mile. The discount offered by return fares is usually around 30-35% but some give less. Except in the environs of Hull, where the 'Hull Plus' ticket gives very good value at £13 per week, the ratio of weekly ticket price to return tickets is currently quite high at around 4.3, equating to a discount of around 14% compared to buying five return tickets. Since the primary source of an operator's income is fares, whether directly or through concessionary reimbursement, fare levels must be set to cover operating cost. However, with one-off fares in excess of £6 and weekly tickets above £30 it is clear how these could act as a deterrent to bus use. This is an area of risk that must be addressed as a priority by the EP.

2.16 The Council, in accordance with Government guidance has maintained concessionary fare payments at pre-Covid levels during the pandemic. However, from April 2022 the Council will implement the Department for Transport's Covid-19 Recovery Guidance – Concessionary Fares Funding (October 2021). This is likely to reduce concessionary travel re-imburement payments to operators during the course of 2022-23 and its effect on the commercial bus network is unclear.

3 Outcomes and Interventions

3.1 The outcomes that the EP considers need to be delivered to improve bus services in the East Riding are set out in Table 2 below, aligned with the interventions the Partnership believes will be necessary to deliver them (subject to funding availability).

Table 2: EP Desired Outcomes and Proposed Interventions

EP Desired Outcomes	EP Proposed Interventions (Subject to Funding Availability)
1. Increased Service Frequencies and subsequent increases in patronage	a) Establish Core 15, 30, and 60-minute frequencies on main inter-urban corridor routes b) Establish identified enhancements to rural and town services to compliment the Core 15, 30 and 60 network c) Continue to support the recovery of bus services following the Covid pandemic
2. Increase bus priority measures and subsequent increases in patronage	a) Develop signalling interventions in Haltemprice b) Develop bus priority measures for proposed Beverley P&R service
3. Increased demand responsive services and improved accessibility to services	a) Extend the Medibus network b) Develop a pilot DRT service between Cottingham and Beverley
4. Cheaper and simpler fares offers and encourage new bus passengers	a) Increase half fare age limit from 16 to 21 b) Develop an affordable weekly multi-operator ticket c) Promote simple flat fare and flexi-ticket options
5. Upgraded bus stops and shelters and improved customer satisfaction	a) Co-ordinate infrastructure improvements along core inter-urban-corridors and in rural areas b) Protect and enhance bus interchange capacity
6. Improved bus real time and roadside information and increased passenger satisfaction	a) Improve roadside bus information b) Roll out more real time bus information at key interchanges/stops c) Develop a bus marketing campaign
7. Beverley Park and Ride established. Road congestion alleviated in Beverley.	a) Establish a zero-emission and bus priority Park and Ride Service from the south of Beverley to the town centre.
8. Bus Passengers Charter created.	a) Draft and consult on a robust Bus Passenger Charter for the East Riding of Yorkshire

Table 3: EP Targets (Subject to Funding Availability)

Targets	2018/19	2019/20	Target for 2024/25	How Each will be Measured
Journey Time	55.7	56.2	55.0	Calculated by the average of the journey time on the 'Core 15' services taken from the September timetable of the year in question and measuring both morning peak arrivals (between 0815 and 0900) and off-peak departures.
Reliability	85.0%	90.0%	95.0%	Taken from published figures in DfT table BUS0902 for the percentage of journeys operating on time on non-frequent services. Target is based on Traffic Commissioners' standards.

Passenger Numbers	5,750,000	4,890,000	6,468,750	Taken from published figures in DfT table BUS0109 for local passenger boardings by local authority. Post 2022 will be gathered from patronage figures supplied to the Partnership.
Average Passenger Satisfaction	Unknown	93.00%	95.00%	Taken from overall satisfaction scores from Transport Focus surveys on East Yorkshire Buses in Hull - only carried out in 2019. Surveys to be extended into East Riding in future years.

4 Duration, Consultation and Review of Plan

- 4.1 This EP Plan will have no end date but will be reviewed on an annual basis by the Enhanced Partnership Board. East Riding of Yorkshire Council (ERYC) considers that the establishment of an Enhanced Partnership will offer benefits to the travelling public and wider community. The principal objectives of the Enhanced Partnership will align with the East Riding of Yorkshire Council's Local Transport Plan 6 (LTP6) and its associated Bus Strategy. Bus users (including our network of Parish Transport Champions), local businesses, people with protected characteristics, and elected representatives will be consulted annually on how well the EP Plan and Scheme are delivering against the aims and objectives of the East Riding of Yorkshire Bus Service Improvement Plan, and responses will be fed into the annual review process.
- 4.2 In order to ensure effective consultation we will seek to use a range of techniques such as on-board bus surveys, online surveys/questionnaires, focus groups/local bus surgeries, parish champions' area meetings etc. Research may be commissioned on specific issues or initiatives, as determined by the Enhanced Partnership Board. Where appropriate and relevant, performance information will be supplied to inform the consultation process.

5 Local Policy Context

- 5.1 The current ERYC Bus Strategy and its associated CT Strategy is part of LTP6 covering the 2021 to 2039 period, aligning with the Council's Local Plan. Naturally, its expectations reflect the Covid situation and the need to provide extra support to maintain the bus network and also the ongoing pressures on available finance. It is notable, however, that ERYC has prioritised spending on local bus services and has not cut back the supported network in the draconian way seen in some other authorities. This policy will continue to be pursued.
- 5.2 The aims of the Bus Strategy and the Enhanced Partnership align with LTP6 Objectives 3 and 5 which are as follows:

Objective 3: Reduce Carbon Emissions and Encourage Healthy Lifestyles

- To reduce the high proportion of residents in the East Riding's larger settlements that are still choosing to drive for short distances to get to work.
- To encourage and support residents to make short local trips on foot, by bike or using public transport where possible and ensuring that high quality infrastructure is in place to support these trips.

Objective 5: Improve Access to Key Services

- To ensure that those residents who do not own a vehicle have access to high quality walking, cycling and public and community transport networks.

- 5.3 The Council recognises the importance of working in partnership with key stakeholders to support and expand bus service provision in the East Riding. These include Residents. Bus operators. Community groups. Community transport groups, Businesses. Town and parish councils; and Ward Members.
- 5.4 This successful partnership approach has seen the Council and local operators maintain a reasonably stable bus network. ERYC also works with key groups to help to empower local communities through its Parish Transport Toolkit and Community Transport Strategy to help local communities identify transport barriers and devise innovative transport solutions which meet local need and source alternative sources of funding to meet that need.
- 5.5 The Council manages a number of regular bus forums, chaired by a local charity, which enable its residents to feed back to operators and the Council with comments, suggestions and other issues on local bus travel. It also, with the assistance of Ward Members and town and parish councils, seeks direct feedback on supported bus services and ways to make them more responsive to local need.
- 5.6 In one innovative example of this, seven parish councils between Holme on Spalding Moor and York joined with

East Riding of Yorkshire Council, City of York Council and North Yorkshire County Council to help fund a replacement service for the largely commercially operated service 18 bus when this was withdrawn by East Yorkshire Buses in 2018. The parishes jointly fund Friday and Saturday evening services, with the three Councils supporting six days a week peak and off-peak daytime operation.

- 5.7 LTP funds continue to be invested to improve bus infrastructure and information provision in the East Riding. These schemes aim to make bus services accessible for all users and to improve the door-to-door experience for travellers. The Council provides timetable information to Traveline and to the Bus Open Data project. The Council is rolling out a programme to install real-time displays at bus stations and principal bus stops throughout the county. East Yorkshire Buses, the principal operator, provides timetable display inserts on all its routes in the East Riding.
- 5.8 The ERYC Rail Strategy also stresses the need for better integration of the rail network with other modes. This includes the development of individual station travel plans in partnership with rail operators to reduce the number of passengers accessing rail stations by car where walking, cycling or public transport is a realistic alternative. In addition to increasing the use of sustainable modes by existing users, Rail Station Travel Plans also help to facilitate rail use by making stations more accessible to those who are not currently using the rail network.
- 5.9 The Council financially supports around 10% of the East Riding's current bus network. The current supported bus budget is around £1.5 million per annum. The funding supports both full bus routes and some contracts which support one or more journeys on an otherwise commercial bus route.

PART 2: ENHANCED PARTNERSHIP SCHEME

THE EAST RIDING OF YORKSHIRE COUNCIL ENHANCED PARTNERSHIP SCHEME FOR BUSES IS MADE IN ACCORDANCE WITH SECTION 138G(1) OF THE TRANSPORT ACT 2000.

I Scope of the EP Scheme and Commencement Date

- 1.1 The East Riding of Yorkshire EP Scheme will support the improvement of all local bus services operating in the East Riding of Yorkshire. A map of the area covered by the East Riding of Yorkshire Enhanced Partnership Plan is provided in Part I of this document (see Figure A). The area covered by the East Riding of Yorkshire EP Scheme is the same as that covered by the East Riding of Yorkshire EP Plan.
- 1.2 The East Riding of Yorkshire EP Plan and EP Scheme are made on the 23rd February 2022. The EP Plan will have no end date but will be reviewed every five years from the commencement date. The EP Scheme will have no end date but will be reviewed annually. Not all the requirements of the EP Scheme need to come into force at the same time. Subsequent milestone dates can be included in the EP Scheme by which certain facilities and measures and bus operator obligations will be introduced after the commencement date.
- 1.3 The Scheme will not:
- Impair the ability of any operator to make changes to its commercial services other than to the dates on which these occur, except as part of an agreement on service frequencies as below.
 - Influence the setting of commercial fare levels other than with regard to the date on which fares change;
 - Affect the ability of ERYC to award or withdraw contracts for tendered services other than a) by agreements on frequencies or b) the dates on which these occur;
 - Cover the ERYC Concessionary fare agreements, which are covered by separate legislation.

2 Exempted Services

- 2.1 All registered local bus services within the area of the EP scheme shall be 'Qualifying Services'. ERYC will publish a list of Qualifying Services on its website. This list will not form part of the EP Scheme. However, the following categories of service are exempt from some or all of the requirements of the EP Scheme:
- Any schools, college or works registered local bus service not eligible for Bus Service Operators Grant;
 - Any cross-boundary registered local bus service with less than 10% of its route mileage within the Enhanced Partnership area;
 - Any services operated under section 19 or section 22 of the 1985 Act;
 - Any registered local bus service which is an excursion or tour or aimed principally at tourists;
 - Any registered service which is principally a long-distance express service;
 - Any service catering for a special event or sporting fixture;
 - Any other registered local bus service that the Operators and Local Transport Authority decide should be excluded from all or specific requirements of the Enhanced Partnership Scheme through the East Riding of Yorkshire Enhanced Partnership Board voting mechanism in section 6 below. Cross-boundary local bus services which both pick-up and set down passengers within the East Riding will be subject to any fares provisions or ticketing schemes implemented as part of the scheme.

3 Obligations on the Local Transport Authority

- 3.1 The following matrix summarises the specific interventions that the Local Transport Authority will be required to deliver, **subject to external funding availability**, as part of the EP Scheme:

Responsibility	Local Authority	Local Transport Authority	Local Highway Authority
Facilities			
Bus Stops and Shelters described in section 3.2	East Riding of Yorkshire Council	East Riding of Yorkshire Council	East Riding of Yorkshire Council
Real Time information Screens described in section 3.3	East Riding of Yorkshire Council	East Riding of Yorkshire Council	East Riding of Yorkshire Council
Bus priority measures in Haltemprice described in section 3.4	East Riding of Yorkshire Council	East Riding of Yorkshire Council	East Riding of Yorkshire Council
Measures			
Bus fares and Ticketing Measures described in section 2.7	East Riding of Yorkshire Council	East Riding of Yorkshire Council	East Riding of Yorkshire Council
Bus Service Enhancements described in section 2.8	East Riding of Yorkshire Council	East Riding of Yorkshire Council	East Riding of Yorkshire Council
Demand Responsive Transport improvements described in section 2.9	East Riding of Yorkshire Council	East Riding of Yorkshire Council	East Riding of Yorkshire Council
Community transport sector support described in section 2.10	East Riding of Yorkshire Council	East Riding of Yorkshire Council	East Riding of Yorkshire Council

FACILITIES

Bus Stop and Shelter Improvement Programme

- 3.2 The Local Transport Authority (LTA) will, **subject to external funding availability**, introduce 20 new and improved passenger waiting facilities at bus stops across the Enhanced Partnership area per annum. The LTA will also, **subject to external funding availability**, replace an unspecified number of bus stop poles, flags and roadside information cases across the authority area, branded with the Enhanced Partnership logo. The East Riding of Yorkshire Enhanced Partnership Board will determine the locations of these infrastructure improvements, which may focus on one core corridor or rural network area, or both. The programme of installations for each forthcoming year will be adopted by the Enhanced Partnership Scheme Variation Mechanism.

Real Time Information Provision

- 3.3 The LTA will, **subject to external funding availability**, continue its rolling programme of real time information. 12 new real time Totems and Screens will be installed over the life of the plan with five installations planned in 2022/23. The screens will carry advertising as well as real time bus information, and advertising revenue is expected to cover the annual maintenance costs, which will be met by the LTA. Operators will arrange delivery of Automatic Vehicle Location system data and real time predictions to the LTA's data broker using generally accepted and appropriate data standards and formats, either current or as these develop. Operators will make provision with appropriate security protections in their back-office housing to allow the LTA to gain free access to this data with no additional or ongoing cost to the LTA. The programme of installations for each forthcoming year will be adopted by the Enhanced Partnership Scheme Variation Mechanism.

Bus Priority Measures

- 3.4 The LTA will, subject to external funding availability, develop bus priority signalling interventions in Haltemprice and develop bus priority measures for the proposed Beverley Park & Ride service when the latter is brought forward as a second Enhanced Partnership Scheme. The detailed plans for these measures will be brought forward as funding permits and will be adopted by the Enhanced Partnership Scheme Variation Mechanism.

MEASURES

Fares and Ticketing

- 3.5 The LTA will review existing cross-boundary multi operator ticketing schemes, including levels of usage and ticketing offers with a view, **subject to external funding availability**, to introducing an East Riding-wide Multi-Operator Ticket and fare capping mechanism in 2023. All operators will offer ticket sales by contactless payment

from a date to be agreed by the EP Board subject to available funding.

- 3.6 The LTA will, subject to external funding availability, consider the provision of a subsidy to bus operators to deliver specific fare reductions, including but not restricted to reduced or flat evening and coastal leisure fares offers and the extension of half fares for young people aged 5-16 to age 21. It is intended that any fare subsidy and/or new ticketing schemes will be introduced using the Enhanced Partnership Scheme Variation mechanism.

Bus Service Enhancements

- 3.7 The LTA will, subject to external funding availability, establish a programme of core corridor bus frequency improvements as identified within its Bus Service Improvement Plan with service frequencies of 15, 30, and 60-minute standards being established. The LTA will also, subject to external funding availability, procure additional off-peak rural bus services and improvements to town bus service networks, integrating these into its supported bus network. Planned improvements, including negotiated operator requirements and proc will be brought forwards and introduced using the Enhanced Partnership Scheme Variation Mechanism.

Timetable changes

- 3.8 Permanent timetable changes within the Enhanced Partnership area can only occur on four dates per year, to be agreed by the EP Board. Operators and the Council are only able to make changes to timetables on other dates in agreement with the partnership board where:

- It is an emergency change to take account of unforeseen circumstances;
- It is a temporary change caused by ongoing resourcing issues, short-term highway changes or roadworks;
- It is in response to permanent highway changes such as road closure or access to a new development;
- The change is dictated by a third party such as a neighbouring authority;
- The change is to a service or journeys at the request of an educational establishment or employment facility;
- The change is to implement a seasonal timetable; or
- Other such reasons that the partnership feels appropriate.

Operators and the council are required to notify passengers of forthcoming services changes at least four weeks before commencement via their websites, social media channels and on vehicles in the appropriate area. Where this cannot be done, such as an emergency or short notice road closure, the operator should endeavour to notify passengers as soon as possible.

3.9 Digitisation

The Council will ensure that its website contains a map of all services within the EP area and will contain or provide simple links to the timetable pages of operators' websites.

Demand Responsive (DRT) Service Enhancements

- 3.10 The LTA will, subject to external funding availability, contract for an additional Driffield/Bridlington Medibus service to enhance and consolidate the existing Medibus network, and introduce a DRT app-based 'click and go' service in the Beverley to Cottingham area with rail links at Beverley and Cottingham rail stations. Back-up telephone and email booking options will also be available through the LTA's existing Medibus Call Centre.

Community Transport Sector Support

- 3.11 The Council will, subject to external funding availability, provide an additional grant to assist community transport groups to deliver bespoke services that tackle loneliness and isolation in rural and urban contexts, linking isolated individuals with health and wellbeing and social activities. These will be designed to feed into the core bus networks at selected points while acknowledging passengers' preference for through services to key shopping destinations.

4 Obligations on Local Bus Operators

Vehicle Standards

- 4.1 New vehicles registered on or after the EP Scheme commencement date must meet the following requirements:

Emissions Standards to Euro6 or better

CCTV

AVL

Heating and cooling

AV Announcements (subject to separate legislation and funding arrangements)

Will include in timetable publicity any tendered journeys operated by another operator, using information supplied by ERYC.

5 Data Sharing and Confidentiality

5.1 It is not envisaged that personal data will be handled routinely as part of the EP Scheme administration. Any personal data collected on a one-off basis will be handled in line with The Council's data protection policy outlined here:

<https://www.eastriding.gov.uk/council/governance-and-spending/how-we-use-your-information/data-protection-explained/>

5.2 Established procedures already cover personal data including names and addresses for those booking DRT services and any expansion of such services will be covered in the same way. Such personal data is only routinely shared with the relevant operator so that it can fulfil booked trips. From time to time analysis of trip patterns may be carried out by reference to postcode or settlement but will not refer to individuals.

5.3 From time to time personal data may be collected derived from online surveys or public consultation. The analysis of this will never contain personal data at a level finer than postcode analysis where this might inform the EP going forward. The core data will be held securely by The Council in line with the above policy.

5.4 The operation of the EP will require the provision of patronage data by the operators for monitoring and measuring purposes. Such data will never be reported publicly other than in an aggregated form. The nature of this data and its publication will be agreed by the EP Board in line with the DfT guidance (the Bus Services Act 2017: Enhanced Partnership Guidance, updated 2021) for EPs.

5.5 In line with the recommendations of the Competition and Markets Authority, revenue data will only be collected where necessary. Primarily this will be in relation to subsidised fares and for sales of multi-operator tickets where a 'pot' of revenue is to be distributed between operators on principles agreed by the EP Board.

5.6 Passenger and revenue data from services or journeys financially supported by The Council will be regarded as being in the public domain and is likely to be published at the time of retendering and at other times as The Council sees fit. A similar approach will be taken with data relating to any commercial service or journeys which the operator has given notice of its intention to deregister the same, in line with the provisions of The Local Bus Services Act 2017.

6 Scheme Governance Arrangements

6.1 There will be two elements to the governance of the Partnership:

- The Board – those with obligations to implement measures, and
- A Forum – a wide-ranging committee of stakeholders

EP Board

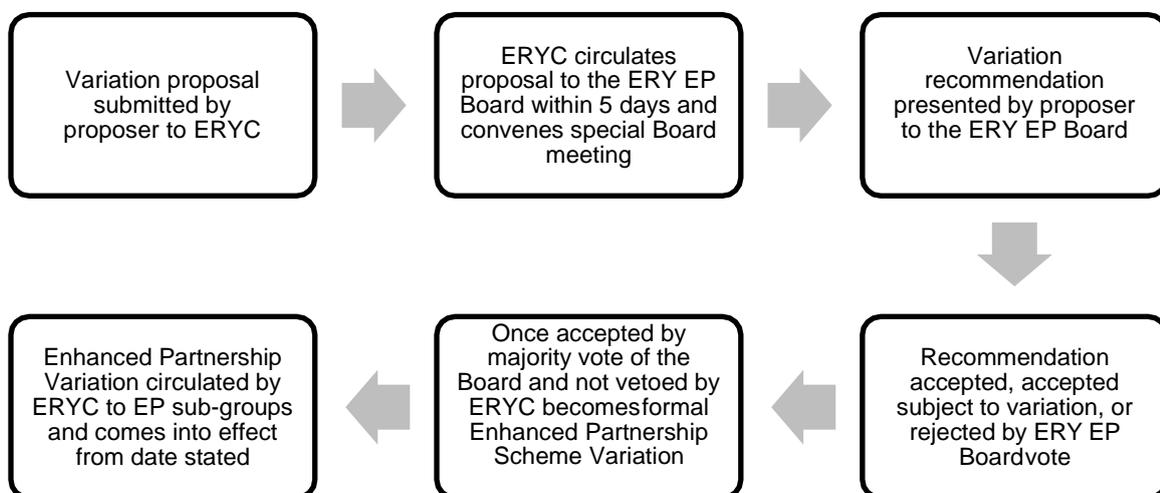
- The East Riding of Yorkshire Enhanced Partnership Board will be the strategic and decision-making body for the Enhanced Partnership. The Board's membership will be made up of seven members. There will be three seats for bus operators, three for East Riding of Yorkshire Council officers and one for an East Riding of Yorkshire Council Chair.
- Any operator providing more than 51% of registered mileage within the East Riding will automatically be represented on the board and the representative will have two votes. Other operator representatives will have one vote. The Chair will have one vote.
- Other operator representatives will be nominated, self-nominated and elected by the operators. If necessary, a ballot will be organised by the Council at the Forum Annual General Meeting to select Operators' preferred Board representatives.

- Operator representatives will be expected to reflect the views of all Operators, as expressed at the EP Forum, as well as those of their own company.
 - ERYC will appoint its own attendees.
 - The chair has a duty to maintain an independent and dispassionate view and not solely represent the views of their own organisation.
 - The Board has a duty to ensure that matters proposed and/or agreed are derived from the actions proposed in ERYC's Bus Service Improvement Plan.
 - A Board meeting requires a quorum of a minimum of four attendees, two from the operators and two from ERYC.
 - All board members will be appointed by role in their organisation rather than in a personal capacity.
 - Representatives will be responsible for ensuring attendance at all East Riding of Yorkshire Enhanced Partnership Board meetings in that year, and should ensure they have: (a) fully reviewed and understood all meeting papers in advance of attendance and (b) the required mandate from the Operators they represent.
 - A substitute may be sent to Board meetings provided they have fulfilled the conditions set out in (a) and (b) above.
- 6.2 Decisions of the Enhanced Partnership Board will be made by way of a vote through a show of hands and will be passed by way of a simple majority of all members of the Enhanced Partnership Board. If a vote is tied the motion will be considered not approved, however it may be considered at future Enhanced Partnership Boards.
- 6.3 In the event of disagreement with a majority decision, operators will be entitled to make known their concerns in writing to the Council. The Council will review the circumstances and consider whether these are such that use of its veto is required as provided for below.
- 6.4 These controls ensure that the voting system does not allow an individual Operator to influence the Enhanced Partnership to its own commercial benefit or to harm competitors. The opportunity for a group of Operators to vote in a co-ordinated manner to mutual benefit on a sustained basis; discrimination between Operators; such that actual or potential competition, entry to new services and by new Operators, or innovation, is not inhibited.
- 6.5 The Council may, in exceptional circumstances, exercise a veto over Enhanced Partnership Board decisions which it may reasonably believe or suspect as having anti-competitive implications or being otherwise significantly against the public interest.
- 6.6 The Board may, as it deems appropriate, set-up working groups to report on specific tasks including agreement on providing funding for assistance from outside the Partnership if necessary.
- 6.7 East Riding of Yorkshire Enhanced Partnership Board meetings will take place no fewer than four times per year, with provision for additional meetings as required to take decisions which in the opinion of the Chair cannot be deferred to a scheduled meeting, provided that a quorum can be achieved, with not less than one week's notice being given.
- 6.8 The Enhanced Partnership Forum, which was established in September 2021, will become the contributory body to the EP Board in April 2022, when the Enhanced Partnership is fully established. All bus operators running registered services in the East Riding will be eligible to participate in the Forum. The Forum will include representatives from key bus operators, the Hull and East Riding Local Enterprise Partnership, the East Riding of Yorkshire Community Transport Network and the Council's network of Parish Transport Champions. Depending on the level of cross boundary development being pursued representatives from Kingston upon Hull City Council, City of York Council, North Yorkshire County Council and North Lincolnshire Council may be invited to attend the Forum either regularly for specific fixed periods or for consideration of specific agenda items. The Forum will also seek local voluntary sector, representatives of protected characteristic groups and bus user representation.
- 6.9 The Forum should be aware that the principal function of the Partnership is to implement the measures outlined in the Council's Bus Service Improvement Plan subject to available external funding. Forum meetings will precede those of the EP Board. ERYC will provide secretariat to the Forum and provide minutes, reports and recommendations to The Board and prepare an agenda prior to each Forum meeting. Forum members will be asked to contribute agenda items for inclusion prior to the Forum meeting. Decisions and recommendations on matters discussed by The Forum will operate on a simple majority vote on matters to be referred to the EP Board. Attendees from neighbouring Councils would only be afforded voting rights on matters joint interest or concern. Other external organisations may be invited to join the Forum (without voting rights) on an advisory basis to provide specialist expertise, which may be for agreed fixed periods.

7 EP Scheme Variation

- 7.1 Enhanced Partnership Scheme Variations to the Facilities and Measures described in Part 2 Section 3 of this document will be subject to a bespoke voting mechanism as set-out in this section. Changes to or new flexibility provisions added to the EP Scheme under s.138E of the Transport Act 2000 shall only be included in the EP scheme if they satisfy the statutory objection mechanism as set out in The Enhanced Partnership Plans and Schemes (Objections) Regulations 2018. Consideration will be given to potential EP Scheme variations highlighted either by the Local Transport Authority, one of the organisations represented on the EP Board, or by an operator of local bus services. The proposer of a variation should demonstrate how this might contribute to achieving the objectives set out in the BSIP, EP Plan and current local transport policies. Such requests should be in writing and submitted to colin.walker@eastriding.gov.uk. The LTA will forward all requests on to all EP Board members within 5 working days.
- 7.2 On receipt of a request for a variation under this section, East Riding of Yorkshire Council will convene a special meeting of the EP Board, giving at least 14 days' notice for the meeting, to consider the proposed variation. If the proposed variation is agreed by all bus operator representatives present, and if East Riding of Yorkshire Council also agrees, East Riding of Yorkshire Council (the LTA) will make the EP Scheme variation within seven working days and publish the revised EP Scheme on its website. EP Board members who are absent or not expressing a view at the meeting (either in person or in writing) will be deemed to be abstaining from the decision. Any Enhanced Partnership Variation requires both of the following conditions to be met:
- A simple majority vote of the East Riding of Yorkshire Enhanced Partnership Board in favour of the same; and
 - The East Riding of Yorkshire Council veto on the Enhanced Partnership Board has not been invoked in response to such a vote.

Figure I: Process of Enhanced Partnership Scheme Variation for Facilities and Measures



- 7.3 The LTA or operator of local bus services may put forward specific proposals for introducing bus priority measures on an individual section of defined highway or bus corridor. Those operating local services on that corridor may also put forward a package of improvements to local bus services that they agree to introduce if the bus priority measures are delivered. If the LTA agrees and the operators of local services on that corridor confirm in writing to the LTA their acceptance of these arrangements, the LTA will vary the scheme using these bespoke arrangements to include those arrangements and the obligations on bus operators will come into force 70 days after the agreed package of bus priority measures has been implemented by the LTA.

Enhanced Partnership Scheme revocation or major variations

- 7.4 The East Riding of Yorkshire Enhanced Partnership Board will review the governance arrangements of the Enhanced Partnership following the first 12 months of operation, and may suggest variations for adoption using the Variation process on the following matters:
- Processes in sections 7.1 and 7.2 for Enhanced Partnership Variations
 - East Riding of Yorkshire Enhanced Partnership Board structure and Operator representation

- 7.5 In accordance with the Variation process, should a variation be recommended which may invoke conflict with competition legislation, East Riding of Yorkshire Council will invoke its veto in response to such a vote.
- 7.6 In the event that the East Riding of Yorkshire Enhanced Partnership Board recommends through a vote that appropriate action would be to revoke the Enhanced Partnership, the default Operator objection mechanism set out in the Enhanced Partnerships and Schemes (Objections) Regulations 2018 as may be varied from time to time will be used to determine if that course of action should proceed.
- 7.7 For the avoidance of doubt, any other variation proposals not covered in 7.1 – 7.6 above will follow the default Operator objection mechanism set out in the Enhanced Partnerships and Schemes (Objections) Regulations 2018 as may be varied from time to time, to determine if that course of action should proceed.

Annex A - Definitions

In this Enhanced Partnership Plan and any Schemes made pursuant to it, the following capitalised terms shall have the meanings ascribed to them below:

1985 Act	Transport Act 1985
2000 Act	Transport Act 2000
2017 Act	Bus Services Act 2017
Bus Operators (or Operators)	All Bus Operators running Qualifying Bus Services.
Local Transport Authority	East Riding of Yorkshire Council.
Bus Service Improvement Plan (BSIP)	The Plan initially submitted to the Department for Transport in October 2021 detailing the aspirations of ERYC and the bus operators to use additional funding in order to improve bus services in the East Riding. The Plan will be updated annually.
Enhanced Partnership Scheme Variation	<p>This comprises either:</p> <p>(a) A formal variation of the relevant Enhanced Partnership Scheme agreed as a result of the voting mechanism set out in section 5.9 – 5.11.</p> <p>or</p> <p>(b) A ‘fold in’ of new obligations on the LTA or Operators negotiated and agreed between the LTA and local bus operators and set out in an agreement signed by all relevant parties.</p> <p>Each of which will then constitute a formal variation of the relevant scheme for the purposes of s.138E(1) of the 2000 Act.</p>
Facilities and Measures	Those facilities and measures referred to in section 3 of this document shall be deemed such for the purposes of s.138D(1) of the 2000 Act.
Enhanced Partnership Board	The body of selected East Riding of Yorkshire Bus Operator representatives and East Riding of Yorkshire Council representatives responsible for considering recommendations put forward by the EP Forum and making decisions including specific Enhanced Partnership Scheme Variations using the mechanisms set out in section 6 of this document.

East Riding of Yorkshire Enhanced Partnership (or Enhanced Partnership)	The Enhanced Partnership covering the geographic extent of the administrative boundary of the county of the East Riding of Yorkshire shown at Figure A.
The East Riding of Yorkshire EP Forum	The group responsible for considering all issues affecting the East Riding of Yorkshire Enhanced Partnership, and making recommendations to the Enhanced Partnership Board in line with the East Riding of Yorkshire Enhanced Partnership governance arrangements to implement measures outlined in the ERYC Bus Service Improvement Plan, subject to funding and further direction from the Department for Transport.
Non-qualifying Bus Service	<ul style="list-style-type: none"> • Services excluded from classification as Qualifying Bus Services. Any schools, college or works registered local bus service not eligible for Bus Service Operators Grant; • Any cross-boundary registered local bus service with less than 10% of its route mileage within the Enhanced Partnership area; • Any services operated under section 19 or section 22 of the 1985 Act; • Any registered local bus service which is an excursion or tour or aimed principally at tourists; • Any registered service which is principally a long-distance express service; • Any service catering for a special event or sporting fixture; • Any other registered local bus service that the Operators and Local Transport Authority decide should be excluded from all or specific requirements of the Enhanced Partnership Scheme through the East Riding of Yorkshire Enhanced Partnership Board voting mechanism
Qualifying Bus Service	<p>A registered local bus service with one or more stopping places within the geographical area of the Enhanced Partnership, with the exception of those services listed as ‘non-qualifying’ above:</p> <p>For the avoidance of doubt, a list of Qualifying Bus Services will be published at the start of each Local Transport Authority financial year.</p>