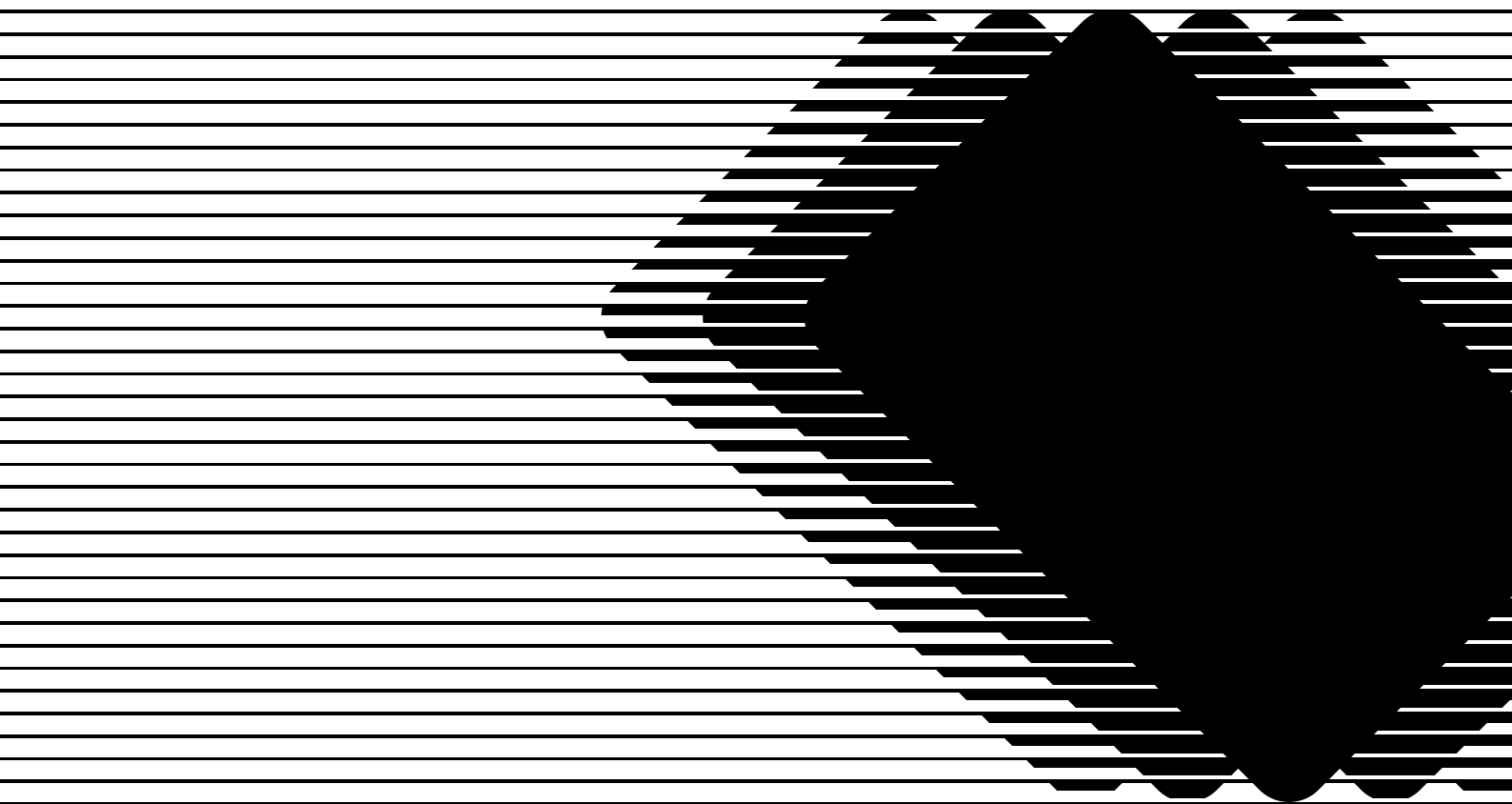


QUICKER, SMARTER, SMOOTHER.

IN SOUTH YORKSHIRE



BETTER BUS AREA FUND.

PROGRESS REPORT 3

APRIL 2013 - SEPTEMBER 2013

DELIVERING REAL CHANGES TO YOUR BUS SERVICE IN SOUTH YORKSHIRE.

In February 2012, Local Authorities across the country were invited to submit bids to central government from the Better Bus Area Fund (BBAF). Submissions had to demonstrate how bus services could be improved through a programme of targeted investment over a two year period. In April 2012, South Yorkshire was successful in securing £4.91m from this fund. Since then Barnsley, Doncaster and Rotherham Metropolitan Borough Councils, Sheffield City Council, South Yorkshire Passenger Transport Executive (SYPTe) and bus operators First and Stagecoach have been working together to develop and implement this project.

As part of this process we are committed to updating you on the progress we're making every six months, with this being our third update. Our bid has three core objectives, to make bus travel Quicker, Smarter and Smoother:

- **Quicker** – by providing bus priority measures at key junctions and reducing boarding times.
- **Smarter** – by providing smartcard tickets that are valid on all buses and enabling customers to get their tickets online and through their mobile phones.
- **Smoother** – by improving traffic flow at key pinch points and ensuring bus lanes are clear of other traffic.

QUICKER

- Sheffield Mosborough Key Bus Route –The Traffic Regulation Order for the relocation of Mansfield Lane bus lane has been approved and the first phase of twenty eight bus stop improvements completed.
- Woodfield Way – the bus lane is complete and being used by service numbers 70, 72 and 73. .
- Ecclesall Road – Work to improve bus stops on Greystones Road and High Storrs has commenced. Waiting restrictions have been installed at key pinch points along the route.
- Rotherham Thrybergh – Improvements to two bus stops are complete. The majority of the main engineering works are complete and the signals will be commissioned in November.

SMARTER

- Kiosks are due to be installed between January and March 2014.
- Smartcard readers have been installed at all Travel South Yorkshire Information Centres.
- Plans to enable online ticket purchases are being developed.
- 320, 000 ENCTS Smartcard transactions are being processed each day.
- 1257 young people have been provided with free travel to access training and employment.

SMOOTHER

- Duct installation for traffic signal improvements is starting on site.
- Traffic Regulation Orders for waiting restrictions are being progressed.
- Six additional traffic enforcement sites have been completed in Sheffield.
- Awareness campaign and Perception Study is underway for the development sites.

SMART INFRASTRUCTURE.

SHEFFIELD MOSBOROUGH KEY BUS ROUTE

Detailed designs for two hotspot schemes have been finished and the public consultation completed.

One of these schemes involves introducing traffic signals at the junction of Birley Moor Road and Occupation Lane that will incorporate the existing controlled pedestrian crossing to the north west of the junction. These traffic signals will control the flow of traffic at this busy junction and in particular, help to reduce delays for right turning vehicles, including buses, out of Occupation Lane.

The other hotspot scheme is the widening of the northern side of Ochre Dike Lane, between the bus stop and the Crystal Peaks tram stop. This will ensure traffic can flow more easily along this section of road, which will also help to reduce delays currently experienced by buses in the area.

The Traffic Regulation Order for the Mansfield Road bus lane to be installed on the nearside lane and the introduction of new bus pre-signals at its westernmost end has been approved and will be implemented during last six months of the BBAF project. The feasibility stage work for the introduction of an outbound bus lane at City Road/Spring Lane has also been completed.

The first phase of twenty eight bus stops have been installed and the second phase of bus stop improvements have been issued to the contractor Amey, with construction due to start in October 2013. Public consultation is being planned for the third and fourth phase of the bus stops works.



ECCLESALL ROAD

Improvements to 12 bus stops along Greystones Road and High Storrs has commenced. Public consultation for bus stop improvements on Ringinglow Road and Bents Road has been completed and an order issued to the contractor Amey for detailed design and construction.

Traffic Regulation Orders have been approved and waiting restrictions have been subsequently implemented at a number of locations in the area in order to encourage free flow of traffic.

The Traffic Regulation Order for the Bents Green proposals has been advertised and public consultation completed. This scheme involves widening the carriageway outside the Ringinglow Road shops to provide a loading bay to assist with deliveries and move delivery vehicles out of the main traffic flow. It also includes narrowing the carriageway to install a new crossing point with an improved pedestrian refuge island and finally, more bus stop improvements. An order will be issued to Amey for construction during November 2013.

A separate Traffic Regulation Order for the removal of an outward bound bus lane at Hunters Bar has been advertised and is awaiting approval.



WOODFIELD WAY, DONCASTER

The completed Woodfield Way scheme is focused on providing bus priority measures that will assist with the congestion expected when the neighbouring housing development is complete.

Bus services are now using the new bus lane and the associated Traffic Regulation Order means that parked cars and HGVs no longer obstruct the flow of traffic along the route. Once the evaluation of the nearby A6023 White Rose Way dualling scheme is complete, outcomes delivered as a result of this scheme can be quantified.

Patronage of the match funded buses that serve the adjacent, developer funded Park & Ride site has doubled during the last six months and additional stops have been requested along the route. SYPTE and Stagecoach are currently developing a joint marketing plan to further promote the Park & Ride, and a campaign is due to go live in November.



ROTHERHAM, THRYBERGH

The Oldgate Lane junction improvement and Whinney Hill bus lane scheme aims to improve journey times for both cars and buses on this key corridor between Rotherham and Doncaster. The traffic signals will be synchronised with the nearby Mushroom Roundabout signals and the signalised pedestrian crossings along the route. This will ensure that the improvement to bus journey time reliability is maximised along the whole route.

The main engineering works are now mostly complete, with majority of the surfacing works and all kerb lines finished. It is expected that the Oldgate Lane junction signals will be commissioned in November and the Whinney Hill bus lane open for use. Following that, the traffic flows will continue to be reviewed and the signal timings optimised to ensure the scheme provides maximum benefits to bus users.

Three new shelters have been installed with accessibility improvements including raised kerbs and tactile paving and two of the shelters have real time display screens.

A new pedestrian crossing has been incorporated into the traffic signals at the end of the bus lane to provide easy access between two of the bus stops.



SMART MANAGEMENT.

In order to speed up journey times and improve punctuality, it is vital that traffic regulations are put in place to ensure the smooth movement of bus and car journeys. It is also equally important to ensure that these regulations are enforced to safeguard the investment that has been made so that the benefits can be fully realised.

As such, the Better Bus Area Fund is investing in traffic management systems, such as waiting restrictions and mobile cameras, to enforce bus priority measures and improve journey times in Barnsley and Sheffield.



IMPROVEMENTS IN BARNSELEY

Systems that automatically adjust traffic lights depending on traffic flows are being installed to shorten traffic queues, reduce waiting times and improve efficiency at the following junctions:

- Huddersfield Road and Rowland Road
- Rotherham Road and Burton Road
- Racecommon Road and Broadway
- A6135 Allots Corner crossroads
- A629 Sheffield Road, Thurgoland crossroads
- A628 Bridge End junction, Penistone

Duct installation work is to start on site shortly, following the successful completion of the duct layout design. The procurement of work to upgrade the signals has been completed and implementation of these will be undertaken following completion of the ducting work.

Waiting restrictions have been designed and the necessary traffic regulation orders are being progressed for installation at 12 key locations to prevent parked vehicles from obstructing the easy passage of traffic, especially larger vehicles such as buses.

New clearways and facility enhancements will also shortly be installed at six bus stops to prohibit parking, ensure disabled access is maintained and minimise bus delays.

All projects associated with this Smart Management programme in Barnsley are on track to be completed by March 2014.

IMPROVEMENTS IN SHEFFIELD

This scheme aims to introduce camera enforcement schemes at 19 bus lanes, bus gates and clearways across Sheffield. Following the initial four sites a further six have now been introduced, including enabling enforcement of bus lanes on Ecclesall Road and Spital Hill, a bus gate at Charter Row/Fitzwilliam Gate and clearways on Broad Street, Owler Lane, Burngreave Road and Barnsley Road. As before, each site uses traffic enforcement cameras to enable a fixed penalty charge to be issued to the drivers of vehicles travelling through or parking within restricted areas. A further four cameras are currently on order which will enable the enforcement of two existing and two further sites currently in construction.

To raise awareness of the enforcement sites a communications programme is underway including radio advertising and on street publicity delivering the message: "Read the signs and don't get a fine". The fieldwork for a perception study of camera enforcement sites has been undertaken, with over 350 interviews having taken place. The final report is due to be delivered towards the end of November.



SMART TICKETING.

SMARTCARD

SYPTe's programme to deliver the retail infrastructure to support smart public transport ticketing in South Yorkshire is broadly on track. However full roll out of Multi Operator Smartcards has been deferred until all of the main operators electronic ticketing machines are able to accept them.

An order has been placed for the kiosks and installation has been scheduled for January to March 2014.

Over the counter retail systems have been developed and operators have been provided with Smartcards loaded with ticketing products for testing purposes.

SYPTe will issue their staff with Smartcards loaded with TravelMaster products in November. Live data will then be used to ensure that all systems are working and that information is flowing correctly between smartcards and ticket machines and between operators' back office systems and SYPTe's HOPS (Host Operator Processing System).

Travellers already using an annual TravelMaster ticket will have their ticket reissued as a Smartcard and all new annual Travelmaster tickets purchased will also be issued as Smartcards. Other TravelMaster products will move over to the Smartcard format in 2014 as the main bus and tram operators become ready to accept them.



TARGETED TICKETING

SYLTE continues to provide ticketing products to help young people get to work or training by public transport. We aim to provide 2,250 young people who were previously unemployed with up to three months free travel when they start work or training.

In recent months the scope of the Targeted Ticketing scheme has been expanded to include colleges and work programme providers as well as JobCentre Plus. This, coupled with a comprehensive range of marketing materials, has tripled the number of young people taking advantage of this scheme over the past six months. By the end of September 2013, 1257 free travel tickets had been issued at a cost of £75,020.

SYLTE holds the personal details of all these young people and will provide them with personalised Smartcards as soon as the systems are in place to do so.

An advertisement featuring a smiling young woman with blonde hair. In the top right corner, it says "Project funded by Better Bus Area Fund". On the left side, there are three icons: a bus, a train, and a person walking. The main text is in white boxes: "Are you aged 16-24?", "starting an apprenticeship?", "Don't miss out on free travel", and "Speak to your Jobcentre Plus advisor for more information". At the bottom left is the "Travel South Yorkshire" logo, and at the bottom right is the website "travelsouthyorkshire.com/freetravel".

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Are you aged 16-24?
starting an apprenticeship?
Don't miss out on **free** travel
Speak to your Jobcentre Plus advisor for more information

Travel
South Yorkshire
travelsouthyorkshire.com/freetravel

The final progress report on the schemes mentioned in this document will be published in April 2014.

For further information about the Better Bus Area Fund in South Yorkshire, please contact:

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