Lincolnshire County Council

Bus Service Improvement Plan (BSIP)

Engagement Survey Report

Table of Contents

Executive Summary

As part of the process of developing a Bus Service Improvement Plan (BSIP) for Lincolnshire, an engagement survey was undertaken for four weeks during August 2021 to ask for views on bus services in Lincolnshire. A total of 1,705 responses were received both electronically and in paper form. The survey presented a series of statements and asked respondents to share what would make them more likely to use local buses. The results of this survey will be considered as part of the development of the BSIP.

Set out below are two tables. Table 1 sets out the 10 highest scoring factors that respondents thought would make a great deal of difference in encouraging those who responded to the survey to use a bus. Table 2 presents the 10 lowest scoring factors that would encourage those who responded to use a bus more.

These results are based on all age groups. It was evident that priorities differed for different age groups. This is explained in the detail of the report. For example, buses operating earlier in the morning was important to those below the state retirement age. Furthermore, lower fares and evening services were also priorities. Better facilities for people with disabilities scored highly as a motivator among people with physical disabilities but as they were a small sample, it wasn't a top 10 factor. The Enhanced Partnership will consider accessibility improvements.

Ranking	Highest scoring factors to encourage people to use a bus
1	More frequent services
2	Better information at bus stops/stations
3	Later evening services
4	Better information on local bus services made easier to obtain and understand
5	More destinations
6	Better bus stops/shelters
7	Multi-operator tickets
8	Better connectivity
9	Lower fares
10	Better connectivity with rail

Table 1

Ranking	Lowest Scoring factors to encourage people to use a bus
1	Better connections between bus services and cycling
2	Electric charging points on buses
3	Wi-fi on buses
4	Being able to book CallConnect via an app. at short notice
5	Buses operating earlier in the morning
6	Shorter journey times

7	Better customer services from bus drivers
8	Better facilities for people with buggies/shopping
9	Better facilities for people with disabilities
10	Services operated with electric/zero emission vehicles

Table 2

1. Background

1.1   The Government published a National Bus Strategy (called 'Bus Back Better') in March 2021. This new national Strategy requires Lincolnshire County Council (LCC), as the local transport authority (LTA) for this area, to work with bus operators and other key partners to develop and publish a BSIP.

1.2   The BSIP sets out how Lincolnshire County Council, in partnership with local bus operators, our District Council partners, the Greater Lincolnshire LEP and other stakeholders will enhance bus services and greatly improve the bus offer to residents and visitors. This BSIP is the first step towards the implementation of an Enhanced Partnership (EP) Scheme in Lincolnshire from 1 April 2022.

1.3   The Department for Transport (DfT) issued Guidance to local authorities and bus operators called "National Bus Strategy: Bus Service Improvement Plans" which sets out the process for preparing BSIPs. As part of the process, it was expected that the views of passengers and other key stakeholders on local bus services were considered. As a baseline, all recently held engagement activities with passengers and other stakeholders was identified and included into the evidence base for the development of the BSIP. These are listed below;

- Transport Focus survey commissioned jointly by LCC and Stagecoach 2018
- Recent transport Strategies for Gainsborough, Spalding, Holbeach
- Transport Focus national surveys during COVID

1.4   Analysing and reporting on the information already available supported LCC in producing a valuable engagement survey with a clear purpose (detailed in 2.2). It also helped with the identification of stakeholders and the most appropriate communication methods to reach the required audiences.

1.5   The DfT timeline for submission of the BSIP is 31 October 2021 and to ensure the survey results and the views of our stakeholders supported the development and content of the BSIP the survey was published electronically and in paper form and was live from 3 August 2021 until 30 August 2021.

2. Methodology

2.1   This engagement exercise complied with Lincolnshire's County Council's corporate standards on community engagement. The Community Engagement Team provided advice on the engagement survey design and content. Other internal stakeholders,

including those involved in the Local Transport Plan and Local Transport Strategies were also part of the creation to engagement to avoid duplication in statements and to ensure the most valuable response.

2.2   The purpose of the engagement activity was to:

- Provide a baseline of data to enable future surveys to monitor progress
- Allow for comparative results with other local authorities
- Ascertain what stakeholders consider important to use or consider using buses
- Understand any geographical disparities in services or stakeholder views
- Provide an evidence base to support development of the BSIP

2.3   To meet the purpose of the engagement and be mindful of the timescales for submission of the BSIP, it was decided to carry out an electronic survey asking for people's views about local bus services. The survey asked some baseline questions about current and potential use but primarily a series of questions were asked whereby those responding indicated whether any of the factors would be motivators to encouraging greater bus use. The survey was available on the County Council's website alongside other current engagement and consultation activity. Paper based surveys were sent out with a freepost envelope on request. The survey went live on 3 August and closed on 30 August. Any paper-based surveys received until 3 September were accepted and used as part of the analysis.

2.4   During this time a proactive, co-ordinated approach was taken to communicating and promoting the engagement activity and signposting to stakeholders to complete the survey. This included:

- LCC Communications issued a press release prior to go live.
- LCC Communications reported in some local newspapers
- LCC Communications published to social media platforms
- LCC Communications shared with the 7 district councils' Communications teams
- An A5 flyer was produced and displayed and circulated by bus operators (appendix A)
- An A5 flyer was sent to other organisations to display and circulate (appendix A)
- LCC Transport Services emailed a large number of stakeholders including;

    o   Lincolnshire Youth Council/ Youth Parliament
    o   County Councillors
    o   District Councils
    o   Transport Strategy Board members
    o   Bus operators
    o   Town and Parish Council Clerks
    o   Age UK
    o   LCC internal services;
        ▪   Highways
        ▪   Children's Services
        ▪   Adult Social Care
        ▪   Strategic Transport
        ▪   Regeneration

- Public Health
- Sustainability
  - o Carers First
  - o TED Ageing Better Activities
  - o Lincolnshire Clinical Commissioning Group (CCG)
  - o Lincolnshire United Hospital Trust
  - o All staff in the Transport Services Group
  - o Lincolnshire LEP
  - o Lincolnshire MPs
  - o North Notts and Lincolnshire CRP CIC
  - o Lincolnshire Chamber of Commerce
  - o Disability Lincs
  - o Voluntary Car Schemes
  - o ACIS Group

2.5   As part of the publicity, posts were made on social media and all individual comments were also captured and are summarised in this report.

2.6   This level of promotion by the County Council resulted in a combined reach of 40,326 people through social media and news articles and total views of the County Council's website during the period or engagement activity. This resulted in 2,521 accessing the survey from Facebook and 146 from twitter. In addition, bus operators, District Councils and other organisations also raised awareness of the survey so the reach would have been higher. A total of 1,705 responses were received to the survey. Out of the 1,705, there were 23 paper-based surveys returned.

3. Who responded?

3.1   There were 1,705 responses to the engagement survey. 92.61% of these were members of the general public.

Response	Numbers	%
I am a member of the general public	1,579	92.61%
I am an elected member of a council or Parliament	58	3.40%
I am an employee of another public sector organisation	32	1.88%
I represent a voluntary organisation, charity or community group	18	1.06%
I am a member of a transport user group	9	0.53%
I represent a business or private sector organisation	9	0.53%
Grand Total	**1,705**	**100.00%**

3.2   There were 68 responses from public sector organisations or voluntary organisations and 21 of these referenced the name of the organisation they represented in their response. In summary these were;

- 4 bus operators
- 1 District council
- 3 Parish councils
- 1 Village Hall

- 2 Private companies
- 1 Health trust
- 2 Transport user groups
- 1 local Transport forum
- 1 Church
- 2 Community Groups
- 1 Housing Association
- 1 public transport disability consultant
- 1 Education provider

3.4   Of the 1,705 responses 1,230 (72%) completed the question on ethnicity. The majority identified themselves as English, Welsh, Scottish, Northern Irish or British (90%) which is comparable with the population in Lincolnshire.

Response	Numbers	%
English, Welsh, Scottish, Northern Irish or British	1,103	89.67%
Irish	5	0.41%
Gypsy or Irish Traveller	1	0.08%
Any other White background	13	1.06%
Mixed or Multiple ethnic groups	13	1.06%
White and Black African	1	0.08%
White and Asian	4	0.33%
Any other Mixed or Multiple ethnic background	12	0.98%
Indian	2	0.16%
Any other Asian background	2	0.16%
Any other Black, African or Caribbean background	1	0.08%
Prefer not to say	73	5.93%
	1,230	**100.00%**

3.5   Of the 1,705 responses, 1,253 (74%) considered themselves to not have a disability. 206 (12%) considered themselves to have a physical disability.

Response	Numbers	%
No	1,253	73.97%
Physical disability	206	12.16%
Sensory disability (for example hearing or vision)	58	3.42%
Learning disability	36	2.13%
Mental ill health	61	3.60%
Prefer not to say	80	4.72%
	1,694	**100.00%**

3.6   Of the 1,705 responses, 850 (50%) responded that they work full, part time or self-employed and 541 (32%) responded that they were retired. These were the largest groups of respondents.

| Response	Numbers	%
Employed full-time (30 or more hours per week)	564	33.37%
Wholly retired from work	541	32.01%
Employed part-time (less than 30 hours per week)	203	12.01%

Self employed	83	4.91%
Prefer not to say	72	4.26%
Long term sick / disabled	66	3.91%
Looking after the home	59	3.49%
Full-time education (school / college / university)	48	2.84%
Other	31	1.83%
Unemployed and available for work	23	1.36%
Grand Total	**1,690**	**100.00%**

3.7 Of the 1,705 responses, 1,117 (66%) were within the typical working age bracket of 20 – 66 years old. 420 (25%) were in the 67+ age bracket and therefore are eligible for an English National Concessionary Bus Pass (ENCTS). 531 of these confirmed they did have an ENCTS pass. 46 (3%) of respondents were within the 16-19 age bracket.

Response	Numbers	%
20 – 66	1,117	65.90%
67 upwards	420	24.78%
Over 80	54	3.19%
Prefer not to say	53	3.13%
16 - 19	46	2.71%
Under 16	5	0.29%
Grand Total	**1,695**	**100.00%**

3.8 To meet a purpose of the engagement survey and understand geographic disparities, it asked people to provide their full postcode. Figure 1 below shows on a map of Lincolnshire the postcode location of each respondent. Of the 1,705 responses 1,502 provided their postcode, the majority resided in the LN postcode area. There is a concentration of responses in Gainsborough, Grantham, Stamford. However, there is a low response, only 40 from the Skegness and Mablethorpe Transport Strategy Board area (bordered in Fig 1 in green). This compares to 80 responses from the Grantham Transport Strategy area (bordered in Fig 1 in orange) and 47 responses from the Sleaford area (bordered in Fig 1 in blue).
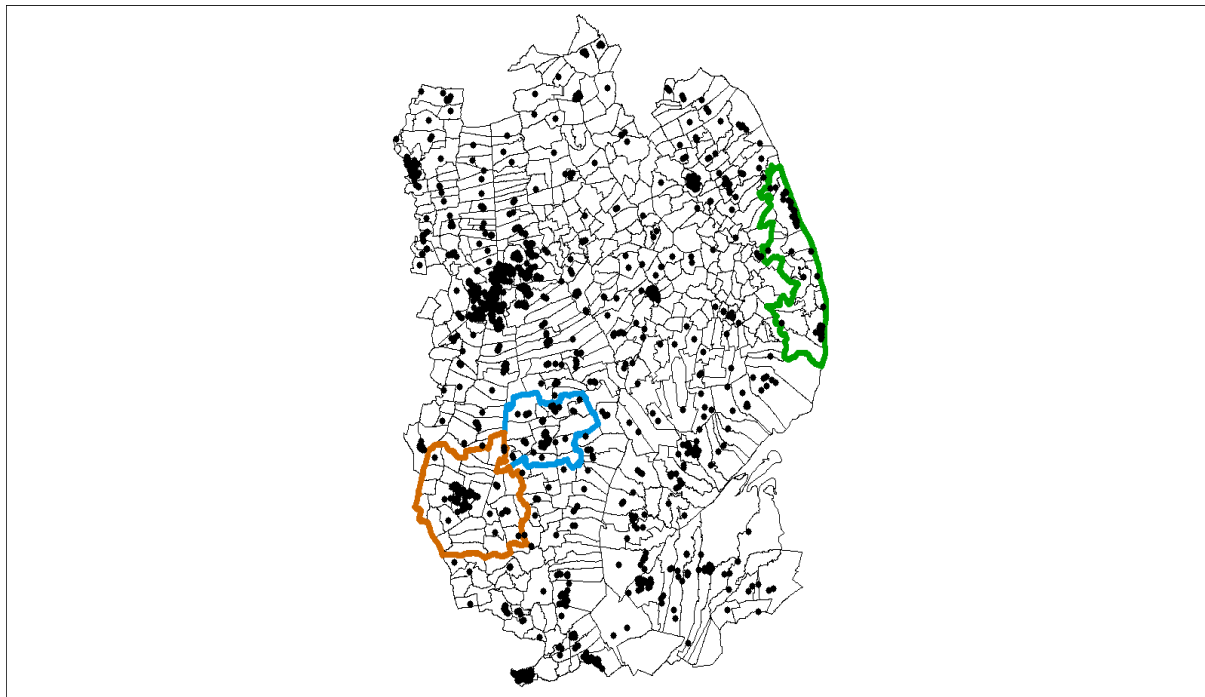
Figure 1 – Map of respondents to the survey by postcode

4. Results

4.1 Of the 1,705 responses, 1,684 provided information about what bus services they use. 998 (59%) use Lincolnshire buses (locally registered bus services), 63 (4%) use CallConnect (on demand bus services), 164 (10%) used both types of bus service and 459 (27%) responded that they didn't use buses.

4.2 Respondents were asked to share their bus usage prior to the COVID-19 pandemic. Of the 1,705 responses, 1,225 provided information.

Response	Numbers	%
5 or more days a week	176	14.37%
2-4 days a week	357	29.14%
Once a week	232	18.94%
Once or twice a month	214	17.47%
Less than once a month	246	20.08%
Grand Total	**1,225**	**100.00%**

4.3 Respondents were also asked what they used the buses for prior to the COVID-19 pandemic. For this question multiple selections were possible and there were 2,687 responses. The highest volume reasons were Shopping 778 (29%), Socialising 730 (27%), Health/Medical Appointments 368 (14%) and Travel for work 317 (12%).

Response	Numbers	%
Travel to and from work	317	11.80%
Travel during course of employment / business	87	3.24%
Shopping	778	28.95%

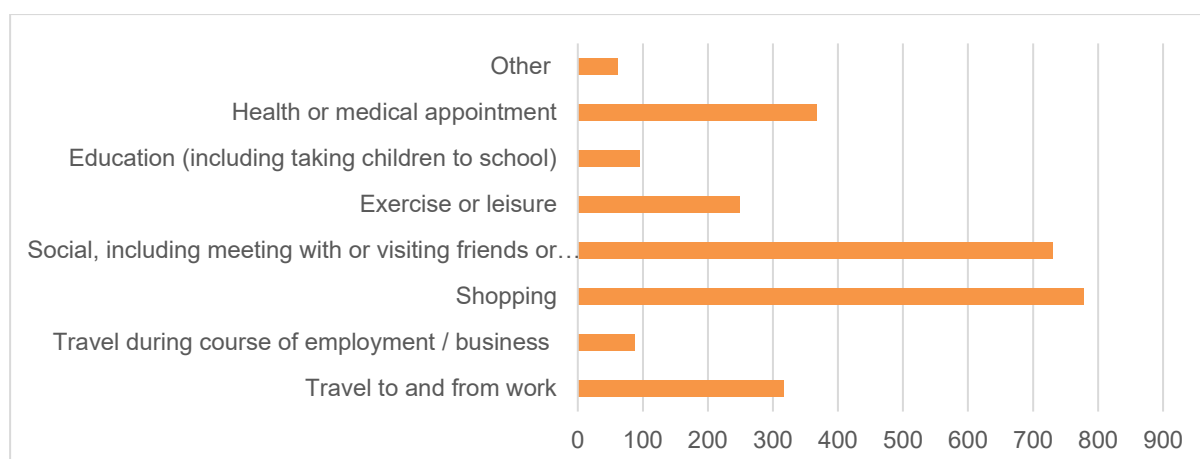|			
Social, including meeting with or visiting friends or relatives		730	27.17%
Exercise or leisure		249	9.27%
Education (including taking children to school)		96	3.57%
Health or medical appointment		368	13.70%
Other		62	2.31%
Total		**2,687**	**100.00%**

Figure 2 – Graph showing reasons for bus usage

4.4   62 (2%) of respondents selected 'other' and were asked to specify their reasons. Analysis was completed on the 62 responses and grouped showing some general themes including Links with Trains (12), Having the car serviced (7), Volunteering (6), Going to the Church or Library (6).

4.5   Respondents were also asked if and how they expected their bus usage behaviour to change in the future. 1,225 responded with 639 (52%) expecting their bus use to stay the same, 287 (23%) expecting to use buses more, 208 (17%) expecting to use buses less and 91 (7%) unsure how their bus usage may change.

Response	Numbers	%
I expect my bus use to remain about the same	639	52.16%
I expect to use the bus for more of my journeys	287	23.43%
I expect to use the bus for fewer journeys	208	16.98%
Don't know	91	7.43%
Grand Total	**1,225**	**100.00%**

4.6   The survey presented a series of statements and asked respondents '*To what extent would the following make you or the people in the organisation you represent use buses more than you currently do?'.* The results for this are presented below in a series of tables. Early analysis showed a difference in responses depending on age and so age has also been used to display the responses.

Q9 More Comprehensive Service

Shorter Journey Times

Age Group	A great deal	To some extent	Not very much	Not at all	Grand Total
Under 16	0%	100%	0%	0%	100%

Age Group				
16 - 19	17%	35%	30%	17%	100%
20 - 66	21%	40%	25%	15%	100%
67 upwards	15%	35%	33%	17%	100%
Over 80	15%	35%	28%	22%	100%
Prefer not to say	15%	32%	30%	23%	100%
No response	10%	50%	10%	30%	100%
Grand Total	**19%**	**38%**	**27%**	**16%**	**100%**

Less delays and improved reliability

Age Group	A great deal	To some extent	Not very much	Not at all	Grand Total
Under 16	0%	80%	0%	20%	100%
16 - 19	50%	43%	4%	2%	100%
20 - 66	45%	36%	13%	7%	100%
67 upwards	33%	41%	19%	8%	100%
Over 80	35%	39%	9%	17%	100%
Prefer not to say	36%	32%	23%	9%	100%
No response	40%	30%	10%	20%	100%
Grand Total	**41%**	**37%**	**14%**	**8%**	**100%**

More frequent services

Age Group	A great deal	To some extent	Not very much	Not at all	Grand Total
Under 16	40%	40%	20%	0%	100%
16 - 19	72%	22%	0%	7%	100%
20 - 66	72%	20%	4%	4%	100%
67 upwards	62%	25%	8%	5%	100%
Over 80	61%	24%	6%	9%	100%
Prefer not to say	66%	23%	4%	8%	100%
No response	70%	20%	10%	0%	100%
Grand Total	**69%**	**21%**	**5%**	**4%**	**100%**

Buses operating later in the evening

Age Group	A great deal	To some extent	Not very much	Not at all	Grand Total
Under 16	60%	40%	0%	0%	100%
16 - 19	65%	15%	13%	7%	100%
20 - 66	68%	20%	7%	5%	100%
67 upwards	40%	28%	18%	14%	100%
Over 80	28%	22%	17%	33%	100%
Prefer not to say	58%	19%	9%	13%	100%
No response	60%	20%	0%	20%	100%
Grand Total	**60%**	**22%**	**10%**	**8%**	**100%**

Buses operating earlier in the morning

Age Group	A great deal	To some extent	Not very much	Not at all	Grand Total
Under 16	0%	60%	20%	20%	100%
16 - 19	41%	24%	22%	13%	100%
20 - 66	39%	24%	25%	13%	100%
67 upwards	16%	20%	40%	24%	100%
Over 80	15%	22%	24%	39%	100%
Prefer not to say	38%	21%	21%	21%	100%

No response	40%	20%	20%	20%	100%
Grand Total	**32%**	**23%**	**28%**	**17%**	**100%**

More Sunday services

Age Group	A great deal	To some extent	Not very much	Not at all	Grand Total
Under 16	40%	40%	0%	20%	100%
16 - 19	41%	13%	30%	15%	100%
20 - 66	45%	24%	19%	12%	100%
67 upwards	33%	33%	20%	14%	100%
Over 80	22%	35%	22%	20%	100%
Prefer not to say	38%	23%	23%	17%	100%
No response	30%	20%	20%	30%	100%
Grand Total	**41%**	**26%**	**20%**	**13%**	**100%**

Availability of more destinations

Age Group	A great deal	To some extent	Not very much	Not at all	Grand Total
Under 16	20%	80%	0%	0%	100%
16 - 19	54%	22%	11%	13%	100%
20 - 66	54%	26%	14%	7%	100%
67 upwards	49%	30%	14%	7%	100%
Over 80	44%	24%	11%	20%	100%
Prefer not to say	55%	23%	13%	9%	100%
No response	40%	50%	10%	0%	100%
Grand Total	**52%**	**27%**	**14%**	**7%**	**100%**

4.7 This question allowed for multiple selections across the different motivators to use buses more. Respondents (1,178) felt it would make a 'great deal' to have more frequent services and this was supported across all age groups. Buses operating later in the evening (1,018) was a higher priority in the younger age groups. Availability of more destinations (889) was spread evenly across all age groups. Availability of more destinations scored highly as a motivator, but it is unclear whether this means fixed buses to go to more places or is there an unawareness of the role of CallConnect.

Q10 Better Integrated Services

Better connections between other bus services

Age Group	A great deal	To some extent	Not very much	Not at all	Grand Total
Under 16	80%	20%	0%	0%	100%
16 - 19	39%	26%	22%	13%	100%
20 - 66	48%	32%	14%	6%	100%
67 upwards	45%	36%	11%	8%	100%
Over 80	44%	26%	11%	19%	100%
Prefer not to say	51%	26%	9%	13%	100%
No response	30%	20%	50%	0%	100%
Grand Total	**47%**	**32%**	**14%**	**7%**	**100%**

Better connections between bus services and rail services

Age Group	A great deal	To some extent	Not very much	Not at all	Grand Total

	A great deal	To some extent	Not very much	Not at all	Grand Total
Under 16	20%	40%	0%	40%	100%
16 - 19	37%	26%	24%	13%	100%
20 - 66	46%	32%	14%	8%	100%
67 upwards	42%	30%	15%	12%	100%
Over 80	33%	30%	15%	22%	100%
Prefer not to say	38%	36%	17%	9%	100%
No response	40%	20%	40%	0%	100%
Grand Total	**44%**	**31%**	**15%**	**10%**	**100%**

Better connections between bus services and cycling

Age Group	A great deal	To some extent	Not very much	Not at all	Grand Total
Under 16	20%	20%	0%	60%	100%
16 - 19	24%	9%	37%	30%	100%
20 - 66	19%	21%	33%	27%	100%
67 upwards	9%	13%	31%	48%	100%
Over 80	4%	9%	17%	70%	100%
Prefer not to say	15%	15%	38%	32%	100%
No response	20%	0%	30%	50%	100%
Grand Total	**16%**	**18%**	**32%**	**34%**	**100%**

Being able to book CallConnect via an app at short notice

Age Group	A great deal	To some extent	Not very much	Not at all	Grand Total
Under 16	0%	20%	20%	60%	100%
16 - 19	30%	15%	22%	33%	100%
20 - 66	31%	23%	21%	25%	100%
67 upwards	27%	26%	19%	28%	100%
Over 80	26%	9%	20%	44%	100%
Prefer not to say	21%	25%	25%	30%	100%
No response	30%	0%	30%	40%	100%
Grand Total	**29%**	**23%**	**20%**	**27%**	**100%**

4.8   There were 799 responses to this question and the highest scoring motivator (751) was better connections with other bus services and connectivity with rail services. Connectivity with cycling (268) and a booking a CallConnect app. (499) did not score as highly.

Q11 Greener Services

Services operated with more modern vehicles

Age Group	A great deal	To some extent	Not very much	Not at all	Grand Total
Under 16	0%	20%	40%	40%	100%
16 - 19	33%	35%	17%	15%	100%
20 - 66	33%	39%	19%	9%	100%
67 upwards	25%	45%	18%	12%	100%
Over 80	30%	44%	9%	17%	100%
Prefer not to say	19%	45%	19%	17%	100%
No response	30%	20%	40%	10%	100%
Grand Total	**30%**	**41%**	**19%**	**11%**	**100%**

Services operated with electric/zero emissions vehicles

Age Group	A great deal	To some extent	Not very much	Not at all	Grand Total
Under 16	0%	20%	40%	40%	100%
16 - 19	39%	22%	24%	15%	100%
20 - 66	31%	37%	20%	11%	100%
67 upwards	29%	34%	22%	16%	100%
Over 80	30%	39%	11%	20%	100%
Prefer not to say	21%	40%	17%	23%	100%
No response	10%	30%	40%	20%	100%
Grand Total	**30%**	**36%**	**21%**	**13%**	**100%**

Q12 Better Journey Information

Better customer service from bus drivers

Age Group	A great deal	To some extent	Not very much	Not at all	Grand Total
Under 16	0%	60%	0%	40%	100%
16 - 19	26%	46%	20%	9%	100%
20 - 66	20%	38%	30%	12%	100%
67 upwards	15%	45%	27%	12%	100%
Over 80	15%	43%	19%	24%	100%
Prefer not to say	19%	51%	19%	11%	100%
No response	0%	30%	30%	40%	100%
Grand Total	**18%**	**41%**	**28%**	**13%**	**100%**

Information on local bus services made easier to obtain and understand

Age Group	A great deal	To some extent	Not very much	Not at all	Grand Total
Under 16	40%	40%	20%	0%	100%
16 - 19	52%	30%	15%	2%	100%
20 - 66	52%	33%	10%	5%	100%
67 upwards	56%	36%	6%	3%	100%
Over 80	52%	31%	2%	15%	100%
Prefer not to say	62%	23%	11%	4%	100%
No response	30%	50%	10%	10%	100%
Grand Total	**53%**	**33%**	**9%**	**4%**	**100%**

Better up to date information at bus shelters/stops eg real time, timetable information

Age Group	A great deal	To some extent	Not very much	Not at all	Grand Total
Under 16	40%	40%	20%	0%	100%
16 - 19	63%	26%	4%	7%	100%
20 - 66	61%	29%	6%	4%	100%
67 upwards	63%	30%	5%	2%	100%
Over 80	56%	22%	7%	15%	100%
Prefer not to say	70%	23%	4%	4%	100%
No response	30%	60%	10%	0%	100%
Grand Total	**62%**	**29%**	**6%**	**4%**	**100%**

4.9   There was strong support for easier and understandably information about local bus services (905) coupled with better up to date information at bus shelters and stops (1,052). There are two questions to ask. Is the current information good

enough or are residents simply unaware of how to access current information? There were frequent timetable changes during covid which is unprecedented.

Q13 Better facilities on the bus / bus stops

Wi-Fi on buses

Age Group	A great deal	To some extent	Not very much	Not at all	Grand Total
Under 16	80%	0%	20%	0%	100%
16 - 19	30%	43%	20%	7%	100%
20 - 66	22%	31%	31%	17%	100%
67 upwards	15%	27%	32%	26%	100%
Over 80	7%	13%	30%	50%	100%
Prefer not to say	19%	30%	32%	19%	100%
No response	10%	30%	30%	30%	100%
Grand Total	**20%**	**30%**	**31%**	**20%**	**100%**

Electric charging points on buses

Age Group	A great deal	To some extent	Not very much	Not at all	Grand Total
Under 16	60%	0%	40%	0%	100%
16 - 19	35%	37%	20%	9%	100%
20 —-66	19%	32%	33%	17%	100%
67 upwards	10%	24%	39%	27%	100%
Over 80	7%	17%	30%	46%	100%
Prefer not to say	11%	38%	34%	17%	100%
No response	0%	40%	30%	30%	100%
Grand Total	**16%**	**30%**	**34%**	**20%**	**100%**

Better interior cleanliness of the bus

Age Group	A great deal	To some extent	Not very much	Not at all	Grand Total
Under 16	40%	40%	20%	0%	100%
16 - 19	48%	26%	15%	11%	100%
20 - 66	33%	41%	20%	7%	100%
67 upwards	25%	45%	22%	9%	100%
Over 80	30%	33%	19%	19%	100%
Prefer not to say	30%	38%	28%	4%	100%
No response	20%	60%	10%	10%	100%
Grand Total	**31%**	**41%**	**20%**	**8%**	**100%**

Better facilities for people with disabilities

Age Group	A great deal	To some extent	Not very much	Not at all	Grand Total
Under 16	0%	40%	20%	40%	100%
16 - 19	37%	30%	22%	11%	100%
20 - 66	32%	28%	24%	16%	100%
67 upwards	32%	39%	19%	9%	100%
Over 80	37%	31%	15%	17%	100%
Prefer not to say	43%	32%	17%	8%	100%
No response	10%	50%	20%	20%	100%
Grand Total	**33%**	**31%**	**22%**	**14%**	**100%**

Better facilities for people with buggies/shopping etc

Age Group	A great deal	To some extent	Not very much	Not at all	Grand Total
Under 16	0%	40%	20%	40%	100%
16 - 19	37%	24%	28%	11%	100%
20 - 66	29%	31%	25%	15%	100%
67 upwards	26%	42%	22%	10%	100%
Over 80	28%	31%	17%	24%	100%
Prefer not to say	34%	32%	19%	15%	100%
No response	10%	60%	10%	20%	100%
Grand Total	**29%**	**33%**	**24%**	**14%**	**100%**

Better bus stops or shelters (e.g. real time information, lighting, seats, CCTV, raised kerbs)

Age Group	A great deal	To some extent	Not very much	Not at all	Grand Total
Under 16	20%	60%	20%	0%	100%
16 - 19	59%	26%	11%	4%	100%
20 - 66	51%	33%	10%	5%	100%
67 upwards	52%	36%	8%	4%	100%
Over 80	41%	35%	11%	13%	100%
Prefer not to say	53%	26%	15%	6%	100%
No response	40%	40%	20%	0%	100%
Grand Total	**51%**	**34%**	**10%**	**5%**	**100%**

4.10　Better bus stops and shelters is a strong motivator for encouraging greater bus use (866). Under 16s considered wi-fi as important but this was not reflected across other age groups. Better facilities for people with disabilities was considered important when correlated with respondents who considered that they themselves had a physical disability.

4.11　Free text comments about information and real time information. Information during disruptions was considered to be lacking and not timely. There was also support for improved infrastructure around bus shelters and stops. These comments reflect the summary of the questions above and will be taken into account during the consideration of the BSIP.

Q14 Fares

Lower fares

Age Group	A great deal	To some extent	Not very much	Not at all	Grand Total
Under 16	80%	20%	0%	0%	100%
16 - 19	72%	22%	7%	0%	100%
20 - 66	53%	34%	9%	5%	100%
67 upwards	23%	29%	20%	28%	100%
Over 80	26%	28%	15%	31%	100%
Prefer not to say	42%	40%	8%	11%	100%
No response	30%	40%	20%	10%	100%
Grand Total	**45%**	**32%**	**12%**	**11%**	**100%**

Simpler-to-understand fares

Age Group	A great deal	To some extent	Not very much	Not at all	Grand Total

	A great deal	To some extent	Not very much	Not at all	Grand Total
Under 16	40%	0%	40%	20%	100%
16 - 19	59%	22%	17%	2%	100%
20 - 66	42%	37%	14%	7%	100%
67 upwards	26%	29%	17%	28%	100%
Over 80	30%	24%	19%	28%	100%
Prefer not to say	30%	43%	13%	13%	100%
No response	30%	20%	30%	20%	100%
Grand Total	**38%**	**34%**	**15%**	**13%**	**100%**

Wider availability of multi-operator tickets (or e-tickets)

Age Group	A great deal	To some extent	Not very much	Not at all	Grand Total
Under 16	40%	40%	20%	0%	100%
16 - 19	57%	24%	15%	4%	100%
20 - 66	55%	27%	11%	7%	100%
67 upwards	31%	31%	16%	23%	100%
Over 80	28%	15%	19%	39%	100%
Prefer not to say	49%	34%	9%	8%	100%
No response	50%	30%	10%	10%	100%
Grand Total	**48%**	**28%**	**13%**	**12%**	**100%**

4.12   Lower fares scored highly (762) but was a higher priority amongst fare paying passengers especially as those aged 16-19 that would have to pay an adult fare. The additional comments made about child fares was also noted.   There was support about multi-operator (814) and 'oyster' card type arrangements to be introduced in Lincolnshire.

4.13   The survey results also showed a number of issues that did not score as highly as other motivators overall:

- Shorter journey times
- Earlier morning buses (although this score is higher amongst working people)
- Better connection with cycling
- The availability of a CallConnect App
- Operating with modern/electric vehicles
- Better Customer service from bus drivers
- Wi-Fi and on bus charging points

4.14   To ensure the engagement met all its objectives and give respondents sufficient opportunity to influence bus service improvements in Lincolnshire the survey provided free text and asked, '*Is there anything else we've not already covered that you would like to tell us about bus services in Lincolnshire?*'.

4.15   From initial analysis of the comments the most frequently made comments relate to:

- Suggestions for improvement of specific services relating to the area where the respondent lived. This included specific routes and services and requests for regular bus services.
- Lower fares and child fares
- Evening services

- Frequency

4.16   The comments mirror the quantitative results of the survey. The County Council's Transport Services Group are reviewing all of the individual comments. In addition, the County Council is currently consulting on the Grantham, Sleaford and Skegness and Mablethorpe Transport Strategies and any relevant results for those areas have been forwarded.

4.17   Although not part of formal engagement (i.e., response to the survey) there were comments captured as part of our social media campaign of this survey. 58 comments from Facebook and 2 comments from Twitter were extracted and analysed. Again, the comments on social media related to a variety of issues and the most common was a request for more services and suggestions for improvement to specific routes and services (21 comments). The cost of fares was the second most popular comment (14 comments).

5.   Conclusion and what happens next?

5.1   The aim of the engagement was to seek views from Lincolnshire residents and visitors on their views about what was important for them to encourage travel on bus services. This information, along with other evidence, will be considered to determine the priorities for the Lincolnshire BSIP. It also enabled us to check that the key priorities were still similar or not to those identified when a Passenger Focus survey was carried out in 2018. The priorities haven't changed.

5.2   We identified that frequent services, better information, later evening services, more destinations, better bus infrastructure, multi-operator tickets and better connectivity were all priorities for those who responded.

5.3   This information, along with previously held data and analysis will be fed directly into the development of the Bus Service Improvement Plan (BSIP). This will be published on the LCC website by the end of October 2021.

5.4   The results and analysis will form a baseline in which we may measure our success. Further engagement to measure the importance of the priorities currently identified in this survey will be carried out in the future.

5.5   The results and analysis that was identified that also supports development of the Local Transport Plan and Local Transport Strategies was passed along to the appropriate teams.

5.6   Following publication of the BSIP, Lincolnshire County Council as the Local Transport Authority and representatives from the Local Operators, District Councils, and the Greater Lincolnshire Local Enterprise Partnership (GLLEP) will prepare an Enhanced Partnership Plan and Enhanced Partnership Scheme which will be the mechanism though which the BSIP initiatives will be delivered. Once these documents are prepared a further consultation will be undertaken.

6. Appendices

Appendix A - Engagement Advertising Campaign (A5 Poster)