

Brighton & Hove Bus Service Improvement Plan (BSIP) 2025 Refresh



Brighton & Hove
City Council

BSIP Foreword

Since first publishing our Bus Service Improvement Plan (BSIP), we've made tremendous progress in improving and strengthening Brighton & Hove's bus network.

Through hard work and targeted investment, we've delivered on so many of the objectives first set out by the BSIP in 2021. Post Covid passenger numbers have grown year on year, and we continue to have the highest bus usage outside of London.

We've ensured families and young people enjoy fare offers to make bus travel more affordable. We've helped to fund bus services which wouldn't otherwise be commercially viable, linking communities with family, friends, shops and vital services such as hospitals and GP surgeries.

And new bus lanes and an express service mean passengers are enjoying faster or more reliable journey times.

But we've still got so much more we want to achieve.

Our updated Bus Service Improvement Plan will prioritise making bus travel affordable, accessible, sustainable and better for the people of Brighton & Hove.

In partnership with bus operators and local community groups, we are working to end violence against women and girls on public transport. We'll also be encouraging more people to move away from private car use and switch to bus travel instead.

Fare offers will be extended for all residents with our £1 Short Hop and £2.50 Two-Stage offers and to further support students access to education and we will soon be launching a second express bus service. The passenger experience will be improved with real-time information systems by summer 2025. All our supported services will have brand new Euro6 low emission buses and at least 29 new electric double decker buses will be introduced in 2026.

Brighton & Hove has a bus network the city can be very proud of, and I'm excited to see where the next part of our journey will take us.



Councillor Trevor Muten, Cabinet Member for Transport and City Infrastructure.

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Introduction

What is a BSIP?

Bus Service Improvement Plans (BSIPs) were introduced by the Department for Transport (DfT) in its National Bus Strategy, Bus Back Better, published in March 2021. The BSIP is a strategic document that details how the council and operators will respond to the aspirations of the National Bus Strategy and grow bus use.

As a result of the 2021 BSIP, Brighton and Hove City Council were awarded £27.9 million to improve bus services in the city. This document is an updated version of the 2021 BSIP and serves to report on the progress of the original BSIP whilst setting out a roadmap for bus service improvements to the end of the decade.

Bus users tell us they are happy with bus services in the city, but some perceive fares to be high. Requests are also commonly made for new or amended bus routes and cleaner buses, whilst bus journeys are also less reliable and taking longer than they did a few years ago. This is increasing operating costs and, consequently, fares. The council supports several bus services to communities not directly served by commercial services, including some of its most deprived areas; however, there remain some gaps in provision and the service provided is not consistent with the rest of the city. The BSIP sets out how the council and operators are addressing these issues.

Section One: **Our Bus Vision**



This section provides an overview of the BSIP and the vision for buses in Brighton & Hove.

What people want

- Clearer and simpler tickets
- Faster and more reliable journeys
- Lower fares
- More regular services to underserved parts of the city and the South Downs

2030 Targets

- 10% reduction in journey times
- Passenger satisfaction levels increased to at least 80% and more people happy with fares
- 15% increase on pre-Covid patronage
- Improved reliability with 90% of buses running on time

Actions and priorities

- Better quality bus shelters
- More accessible kerbs at bus stops
- Park & Ride
- Better information at bus stops
- Applying equality and accessibility standards across all buses
- More bus priority
- Zero emissions by 2030
- Discounted travel for young people
- Making it easier to get the cheapest ticket
- Better integration between bus operators, rail and bike
- More frequent supported bus services
- Express services

Area Covered by the BSIP

The Brighton & Hove BSIP covers the whole area within the Brighton & Hove City Council (BHCC) boundary. A map of the area covered is provided below in Figure 1.1.



Figure 1.1: Map showing the Brighton & Hove City Council boundary

Some services operate into neighbouring authorities, meaning there is overlap with the BSIPs developed by East Sussex County Council (ESCC) and West Sussex County Council (WSCC) whilst two services also continue beyond Sussex into Kent and Hampshire. Measures concerning cross-boundary services have been discussed with neighbouring authorities to ensure that BSIPs are consistent.

The 2025 BSIP

The 2025 BSIP is an update to the original BSIP, it re-examines the targets set in the original document and outlines the progress that has been made since in Brighton & Hove.

Specifically, the 2025 BSIP will:

- Describe the bus network as it currently is, and the vision for the improved bus service that the Local Transport Authority (LTA), in consultation with operators and others, wants to see in the BSIP area.
- Set out how the LTA will achieve the objectives of the NBS, including the key objective of growing bus patronage, in its specific local context.
- Set out a detailed plan for delivery of the above that is aligned with the rest of the LTA's Local Transport Plan.

The detail on the implementation and success of specific schemes will be outlined further in this document.

Relationship with Enhanced Partnership

The original BSIP formed the basis of an Enhanced Partnership agreement between the council and bus operators. This is a statutory arrangement under the Transport Act 2000 (as amended by the Bus Services Act 2017). In Brighton & Hove, the Enhanced Partnership has built on the long-standing Quality Bus Partnership but is a more formal arrangement with agreed targets and actions and regular reporting against these.

Further information about the development of the Enhanced Partnership can be found at www.brighton-hove.gov.uk/enhanced-partnership-plan-and-scheme.

Duration and Review of the BSIP

The 2025 BSIP is a document which outlines a roadmap of the ambitions of 'Our Bus Vision' up until the end of the decade. The BSIP will be reviewed periodically, at intervals yet to be determined by the DfT.

A Vision for Buses in Line with the National Bus Strategy

The National Bus Strategy's main objectives are to grow patronage and raise buses' mode share. The only way this can be achieved is by making buses a more attractive alternative to the car. The ways this will be done are expressed through the government's desire to make bus services:

- **Faster and more reliable**, with bus priority wherever necessary and where there is room.
- **Cheaper**, with more low, flat fares in towns and cities, lower point-to-point fares elsewhere, and more daily price capping everywhere.
- **More comprehensive**, with overprovision on a few corridors reduced to boost provision elsewhere and better services in the evenings and weekends, not necessarily with conventional buses.
- **Easier to understand**, with simpler routes, common numbering, co-ordinated timetable change dates, good publicity, and comprehensive, accurate information online.
- **Easier to use**, with common tickets, passes and daily capping across all operators, simpler fares, contactless payment, and protection of bus stations.
- **Better integrated with other modes and each other**, including more bus-rail interchange and integration and inter-bus transfers.
- **Better to ride in**, with comfortable, high-specification, modern buses.
- **Greener**, zero emission buses (zero emissions of carbon at the tailpipe).
- **Accessible and inclusive network, by design**, not only bus vehicles but bus stations, bus stops, and access routes to bus stops.
- **Innovative**, harnessing entrepreneurship to constantly strive for a better product.
- **A safe mode of transport which is seen as safe**, addressing issues of personal safety and security on board and at stops as well as driver and vehicle safety standards.

A Vision for Buses in Line with the Local Transport Plan (LTP)

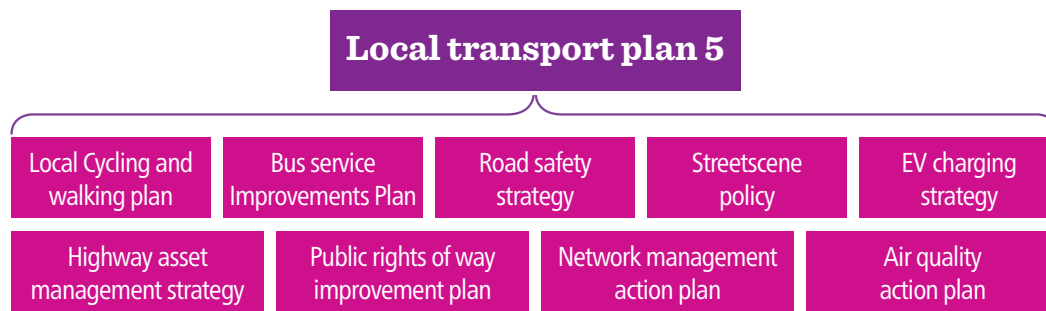


Figure 1.2: A diagram showing the relationship between the BSIP and other local strategy documents

The fourth LTP (LTP4) for Brighton & Hove was adopted in 2015. It sets out the priorities, programmes and projects that need to be progressed in the future to help people move around the city more safely, sustainably, and easily. LTP4 identifies three main ways the council will keep the city moving:

- Maintaining and renewing the transport network and its infrastructure to increase resilience.
- Managing movement on the transport network, changing travel behaviour, and informing people's travel choices in dynamic ways to increase efficiency and sustainability.
- Improving sustainable and accessible transport infrastructure, connections, information, and options to link people with places and communities and provide a safer a more attractive environment.

The council is currently developing its fifth Local Transport Plan (LTP5) which will build on the success of the current LTP. Measures contained in this BSIP will be important in helping achieve these and, in particular, the principle to encourage greater use of public transport.

Local Cycling and Walking Infrastructure Plan (LCWIP)

The Local Cycling and Walking Infrastructure Plan (LCWIP) considers the city's active travel (walking, wheeling, and cycling) network and where infrastructure improvements can be made. The DfT's active travel guidance and National Bus Strategy requires walking and cycling to be considered in all schemes and for BSIPs to be reflected in LCWIPs.

Further information can be found in the council's Local Cycling and Walking Infrastructure Plan (LCWIP) www.brighton-hove.gov.uk/lcwip

Decarbonising Bus Travel

The National Bus Strategy's aspirations to grow bus use and decarbonise bus travel are integral to the government's plan for decarbonising transport. The decarbonisation of transport cannot be achieved through electrification of vehicles alone and there is a need for more journeys to be undertaken on foot, by bike and public transport if the UK is to achieve its goal of net zero carbon emissions by 2050. NHS net zero 2040.

The Brighton & Hove City Council 2030 Carbon Neutral Programme decarbonisation plan for bus travel seeks to:

- Increase public transport use
- Reduce the need for car ownership and use
- Achieve a fully zero emissions bus fleet

Related to this is the government's policy to increase the number of short trips undertaken by active travel. Its Gear Change strategy published in 2020, sets out a target for half of all journeys in towns and cities to be cycled or walked by 2030. This will be achieved in part by improving infrastructure for cycling with all transport schemes required to comply with the LTN 1/20 Cycle Infrastructure Design guidance. Further information found at:

www.brighton-hove.gov.uk/lcwip

Air Quality Management Plan

The city has six Air Quality Management Areas (AQMAs) as follows:

- AQMA1: City centre Several travel corridors including parts of the A23, A259, A270, A2010, B2066, B2119 and C-link, Hollingdean Road
- AQMA2: Rottingdean High Street
- AQMA3: Southwest Portslade
- AQMA4: Junction of Sackville Road and Old Shoreham Road
- AQMA5: South Street and A23 north of Preston Park
- AQMA6: Eastern Road at the Royal Sussex County Hospital

Further details of these are available in the council's 2020 Air Quality Assessment. The majority are on bus routes (exceptions parts of AQMA1: New England Road, Viaduct Road, Hollingdean Road, Frederick Place) , and many have already benefited from the introduction of hybrid vehicles able to run electric power for a limited range following investment by Brighton & Hove Buses. The provision of zero emission buses will only improve in future years due to Brighton & Hove City Council's successful ZEBRA bid, which will add a further 29 zero emission buses into the city's portfolio, scheduled for 2026.

The city centre bus-Ultra Low Emission Zone (ULEZ) has required operators to invest in cleaner vehicles, with vehicles needing to be Euro VI standard as a minimum. The limited range electric buses run with zero emissions in the city centre but also Euro VI elsewhere. These represent a stepping stone to zero emissions vehicles but there is still work to do and measures contained in this BSIP to progress towards fully zero emissions vehicles will complement the council's priorities for improving air quality in the AQMA's and city more broadly.

Home to School Transport Policy

The council has a statutory duty to provide free transport to school where children live more than two miles (if under 8) or three miles (if over 8) from their nearest suitable school. Additional help may be provided for children from low-income households or for those with disabilities, subject to specific requirements. Further details are provided in the council's Home to School Transport Policy www.brighton-hove.gov.uk/schools-and-learning/support-school/who-can-get-free-home-school-transport

The council funds several school bus services; however, these do not provide free travel unless children meet the criteria above. Brighton & Hove Buses also operate most school bus services commercially. It is not the purpose of this BSIP to provide a comprehensive review of school bus services.

Section two: **Current offer to bus passengers**



This section provides an overview of the current offer to bus passengers and how this has changed since the publication of the original BSIP in 2021.

Bus Connectivity

The city is generally well served by the commercial bus network which makes up 97% of bus services in Brighton & Hove. It is a comprehensive network with some commercial services running 24 hours a day, 365 days a year and offer Christmas Day services. All services in Brighton and Hove run along all the main corridors. Appendix D provides a summary of all services, with daytime, evening, and weekend frequencies. The colour coding indicates where improvements have been made to bring services in line with what is expected by the National Bus Strategy. Most services are run commercially with the majority of these operated by Brighton & Hove Buses. Additional long-distance services are operated by Stagecoach and Metrobus. The council provides financial support for bus routes to communities not served by the commercial network, including parts of Saltdean, Ovingdean, East Brighton, Hangleton and Portslade, as well as South Downs National Park.

Figure 2.1 illustrates the current BSIP funded service enhancements:

- Compass Travel 37/37B
- The Big Lemon 16/16A, 47/47A, 52/52A
- Brighton & Hove Buses 21, 1X, 77, 78,79
- Metrobus 273
- Stagecoach South 17

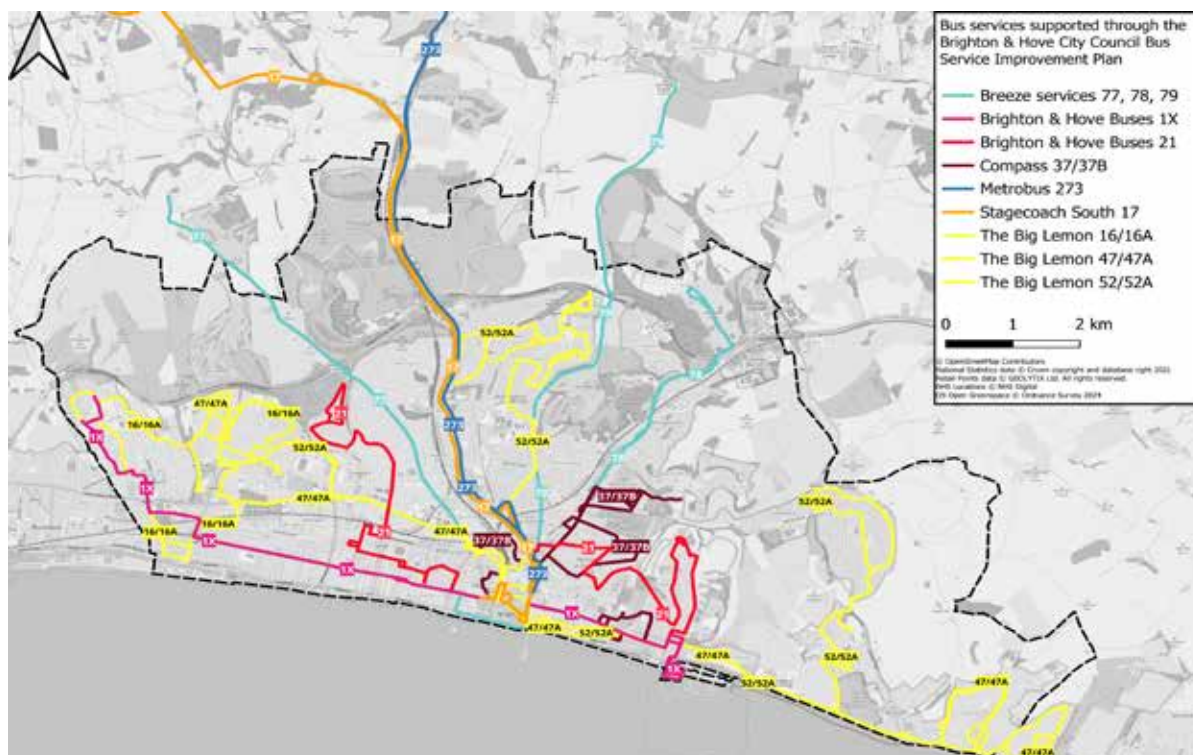


Figure 2.1: A map showing BSIP funded service enhancements

An accessibility study was undertaken to understand if residents could access key services and employment more easily by public transport following BSIP-funded service enhancements in the city.

An accessibility index aims to understand residents' actual experiences using the bus for daily travel. Journey times from each neighbourhood are calculated to a range of likely destination types, such as education, employment and leisure sites. These journey times are combined into a single score, to provide a measurement which can simulate the "convenience" of the bus network to a user.

Accessibility index scores were calculated for a 2023 period (before BSIP service enhancements) and a 2024 period (after BSIP service enhancements). Comparing 2024 with 2023, 70% of neighbourhoods in the city (approximately 200,000 people) were calculated to experience an improvement in bus accessibility in the Weekday AM period (07:00 to 09:00).

Figure 2.2 – shows the spatial distribution of OAs (Output Areas) categorised by the change in their accessible score in 2024 compared to 2023.

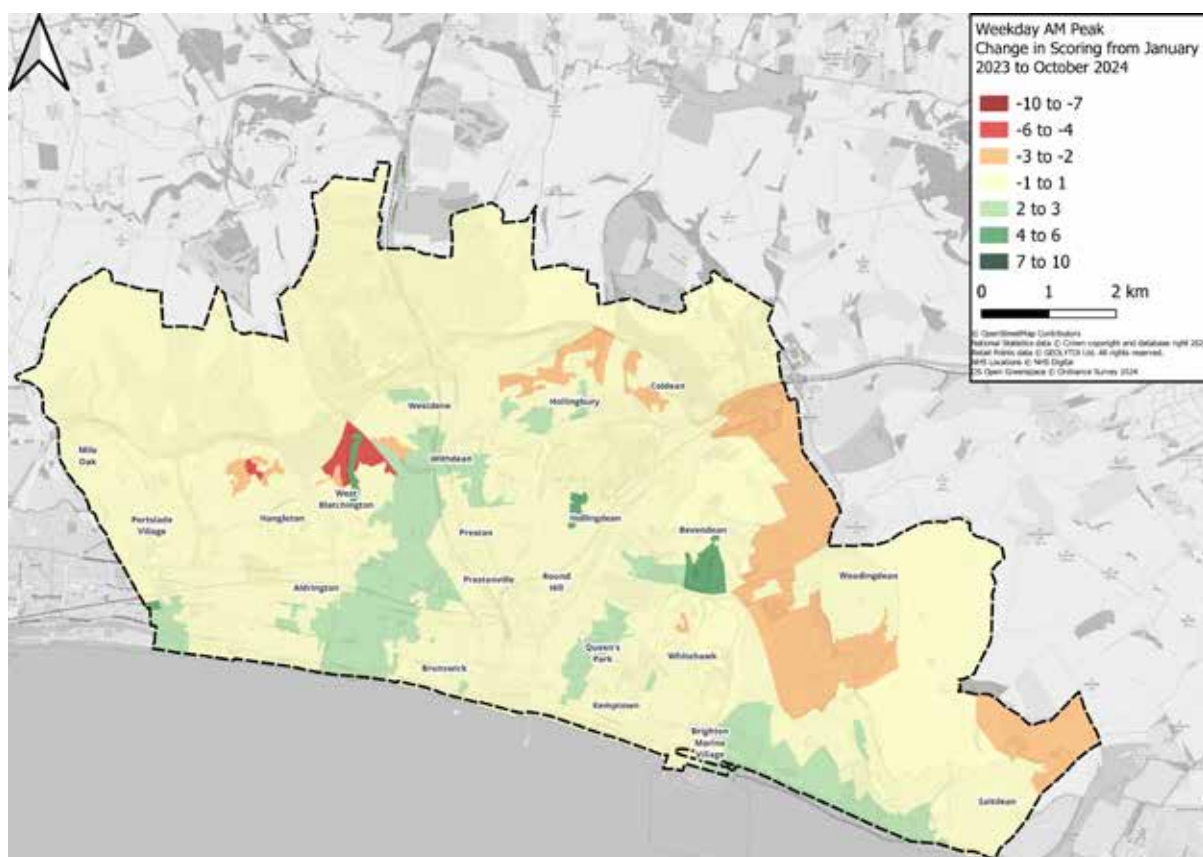


Figure 2.2: Change in Peak AM scoring from January 2023 to October 2024

Mode Share and Modal Shift

The latest available city-wide mode share data is from the 2021 Census travel to work data; however, this census was conducted during the COVID 19 pandemic which impacted the data significantly. 4.2% of people used the bus as their main mode of travel to work, compared with 14% that was recorded during the 2011 census: 41% travelled by car.

Priority Areas for Potential Modal Shift

Figure 2.3 presents Census Output Areas in Brighton (neighbourhoods averaging 300 residents) for which a prioritisation score for the potential for bus service improvements to generate modal shift was calculated.

This score combines areas for which public transport journey times to key destinations were calculated to be higher than average (in this case for a Weekday AM Peak period), and areas where car ownership were the highest on average. This suggests these neighbourhoods would have more residents who would be receptive to changing travel patterns following an improvement to bus services.

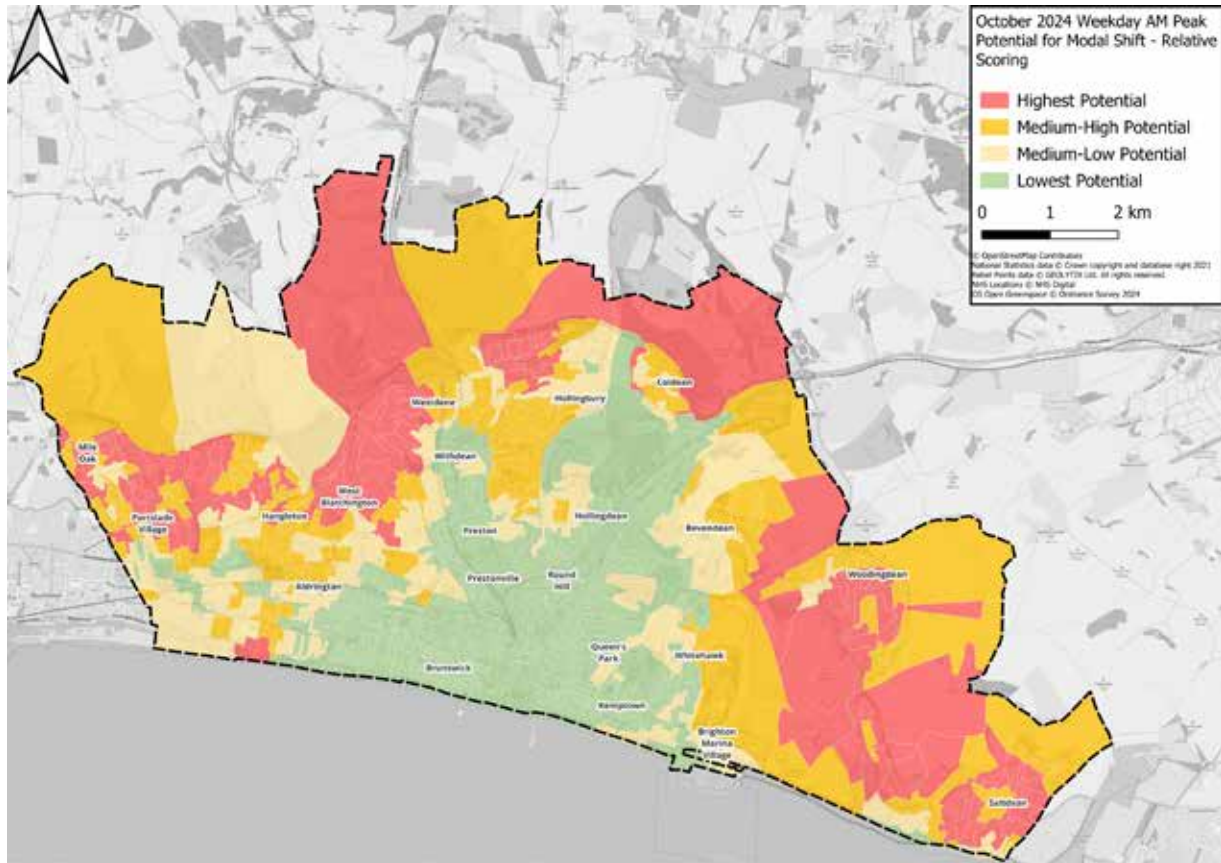


Figure 2.3: October 2024 AM Peak potential for modal shift

		Car availability			Rating	Priority	Description
		Low	Medium	High			
Accessibility Score	Lower	3	2	1	1	Highest Potential	Lower Accessibility & High Car Availability
	Medium	4	3	2	2	Medium-High Potential	Medium Accessibility & High Car Availability; or Lower Accessibility and Medium Car Availability
	Higher	4	4	3	3	Medium-Low Potential	Medium Accessibility and Medium Car Availability
					4	Lowest Potential	Higher Accessibility or Low Car Availability

Proposed interventions to encourage modal shift

Express Services

Shorter journey times with fewer stops make taking the bus an attractive option.

Improved punctuality

Reliable services enable passengers to travel to work, school and medical appointments in a timely manner.

Improved journey times

Shorter bus journey times encourage people to take the bus.

Marketing campaigns to encourage modal shift

Raising awareness of the benefits of taking the bus as is in evidence with the modal shift campaign that is referenced in the marketing section below.

Enhancements to services

More frequent services enable passengers the access to buses to travel for work and for leisure.

Fare offers

Lower fares can result in bus travel becoming more appealing than travelling by car.

Active Travel

One of the ways in which Brighton & Hove City Council has been addressing this need for modal shift is with the BetterPoints active travel scheme, which encourages active travel and using the city's bus network by use of a digital reward scheme. As of 31st January 2024, there are 6,977 users of the BetterPoints app which is 107% of the original usership target.

An evaluation survey was conducted by BetterPoints to assess the impact of the campaign on mode share. The results of this survey showed that 69% of respondents agreed that taking part in the campaign made them less likely to use a car in the future, whilst 62% agreed that they are more likely to use public transport.

BSIP Marketing

The marketing and communications activity have been delivered through what is now a comprehensive and well-established brand. The branding includes logos from the government, Brighton & Hove City Council, and all the local bus operators to create a unified creative and local identity that is now easily and quickly recognised by local people. The brand has been adopted for a range of marketing campaigns and promotions that are designed to persuade and encourage more bus travel in the city.

Fares offers and service enhancements have been introduced as part of BSIP and it's vital that these are communicated in an eye-catching way that is attention grabbing and will ultimately increase patronage on all buses.

Comprehensive marketing campaigns promoting BSIP Fare Offers, route enhancements and initiatives have been successfully delivered in partnership with Brighton & Hove Buses.

1 BSIP Refresh Accessibility Study undertaken by Jacobs Engineering Group using Podaris Software and the Traveline National Dataset.

To date seven medium weight multi-channel campaigns have been delivered. The details of these campaigns can be seen below.

To ensure the most efficient use of marketing spend and to achieve the best outcomes, audiences have been segmented and targeted to achieve the highest impact.

Figure 2.4: BSIP Marketing Campaigns

Campaign Details	Target Audience	Campaign figures
BSIP Youth Fare Offers – campaigns are run in half term, Easter, Halloween and Christmas.	Brighton & Hove parents, guardians and Young People.	<p>5 million + impressions. Digital campaigns on social, web, bus screens and electronic customer relationship management (eCRM).</p> <p>Influencer activations for Easter 2025.</p> <p>Clear Channel Bus Shelter Advertising Statistics:</p> <p>2023: Easter: 27.03.2023 – 15.04.2023 delivering 33 screens and 246,300 plays.</p> <p>October Half Term: 16.10.2023 – 29.10.2023 delivering 21 screens and 61,060 plays.</p> <p>Christmas: 01.12.2023 – 31.12.2023 delivering 49 screens and 596,160 plays.</p> <p>2024: Easter: 25.03.2024 – 14.04.2024 delivering 169,920 plays across 45 screens.</p> <p>October Half Term: 21.10.2024 – 03.11.2024 delivering 85,140 plays across 18 screens.</p> <p>2025: February Half Term: 13.02.2025 – 21.04.2025 delivering 1,359,769 plays across all 41 screens.</p>
Days Out – promoting day trips by bus during the summer holidays.	Brighton and Hove residents and visitors to the city.	Over 13 million impressions. Channels: Bus backs and sides, lamp post banners, bus stop (clear channel and double royals), influencer campaign, on-bus, web, social and eCRM.
Service Enhancements – raising awareness and the promotion of enhancements to services.	Brighton and Hove residents and passengers who use the enhanced bus services.	
Concessionary Fare Campaign – encouraging members of the public eligible for a concessionary pass to travel by bus.	Brighton and Hove residents eligible for a concessionary pass.	<p>Over 20 million impressions</p> <p>Channels: Radio, bus backs and sides, on-bus, bus stop, Royal British legion ad, web, social and eCRM.</p> <p>Clear Channel Bus Shelter Advertising Statistics:</p> <p>The campaign ran from 7th November to 30th November 2023. Delivering 293,580 plays across 33 screens.</p>

Modal Shift – the promotion of bus travel as ‘Bus time is your time’	Brighton and Hove residents and car users.	<p>Over 22 million impressions</p> <p>Channels: Bus backs/sides, clear channel, petrol pumps, on-bus (screen/poster), bus stop, web, social and eCRM.</p> <p>Clear Channel Bus Shelter Advertising Statistics:</p> <p>“Bus time is your time” campaign 26.02.2024-07.04.2024 delivering 45 screens and 194,160</p>
Route 1X Express Service – raising awareness and promotion of the new 1X route.	Brighton and Hove residents and visitors to the city.	Over 24 million impressions: Channels: Door drops, bus stop flags and posters, lamp post flags, bus backs and sides, on-bus, web, social, eCRM and launch event in the town centre with Sally Gunnell.
Short Hop Fare Offer – the promotion of a fare offer of £1.00 for short journeys.	Brighton and Hove residents.	<p>Over 13 million impressions. Channels: geotarget bus stop ads (clear channel and double royals) Door drops, on-bus advertising, web, social and eCRM.</p> <p>Clear Channel Bus Shelter Advertising Statistics:</p> <p>01.12.2024 – 31.12.2024 delivering 235,000 plays across 24 screens.</p> <p>01.01.2025 – 31.01.2025 delivering 142,687 plays across 24 screens.</p>

Channels used for promotion

The Council and bus companies have promoted the fare offers and enhancements across their own estate maximising every opportunity to promote BSIPs activity. These channels include social media, websites, e-newsletters, posters and digital screens on buses. Internal communications, posters at bus stops, and in travel hubs.

Whilst these channels are effective for promoting it is vital that the campaigns communicate and reach new audiences. To reach these audiences advertising is essential. Channels that are effective in targeting new audiences include radio adverts, printed advertising on bus sides and backs, bus shelter digital displays and digital adverts across all social channels and press releases to local media.

Evidence of behaviour change

Case study: modal shift marketing campaign

One of the behaviour-change campaigns run last year was around modal shift. The objective of the marketing campaign was to encourage people out of their cars and onto the bus. The campaign theme was 'Bus Time is Your Time'. The campaign ran from 19 February to 31 March 2024 targeting existing and new customers.

The campaign used a range of illustrative creative (examples below) to highlight the things you can do on a bus that you can't do when driving. This includes reading and taking in the view. Using an online survey methodology over 2,210 people were surveyed in the area. The survey measured the effectiveness of the campaign including awareness and recall, message take out, perception of bus travel and bus usage.

The results showed that 1 in 3 people recalled seeing the campaign and out of those who did recall seeing it 43% said it had increased the appeal of taking the bus and 37% said it had increased the likelihood of taking the bus in the future instead of the car. Plus, 24% had made bus journeys since.



Figure 2.5: 'Bus time is your time' promotional materials

Evaluation summary

Since the beginning of BSIPs a 50p young person's fare has been promoted and there are some top-level trends resulting in the school holidays. For example, Easter 2024 saw an 18% increase in child journeys versus 2023. In October 2024 half term there was an increase in journeys by 24.9% compared to the October 2023 half term and in Christmas week 2024 an increase of 26% versus 2023. This indicates that more local people have become aware of the fare because of the marketing campaigns and are benefiting from the fare offer.

The share of journeys travelling by short hop has grown consistently since the campaign launched. Short hop fares started at 7.6% in its first week and rose to 10.5% for all passenger journeys at Brighton & Hove Buses where the market continues to grow.

Through a heavy weight pre-launch campaign, the Route 1X saw immediate growth from the outset indicating that local people were aware of the new route through the pre-launch marketing phase. The Route 1X has continued to attract new passengers with a high levels of passenger growth and has delivered around 1 million passenger journeys to date without impacting or taking passengers away from the Route 1.

Changing behaviour is one of the most challenging things to do for an entire city and it takes time. However, with an excellent bus network in place, more enhanced services and fare offers there are many positive messages to advertise. For behaviour change to be effective it's vital that messages are targeted at specific audiences using attention grabbing creative delivered through a variety of marketing channels. All campaigns to date have achieved this.

Fares & Ticketing

There are many tickets and offers available, including those aimed at certain groups and discounts for certain payment methods. Operators have also run time-limited offers in the past.

The following BSIP Fare Offers are in place:

- All bus operators allow free travel by up to four children or young people aged 19 or under when accompanied by a fare paying adult or an adult concessionary pass holder. This offer always applies, including peak times and excluding nighttime routes and journeys (defined locally by each operator).
- All bus operators have introduced 50p single journey tickets for unaccompanied children or young people under 19. This offer applies at off peak times only, (defined locally by each operator).
- All bus operators have reduced TOTO (Tap On, Tap Off) prices to match mobile and smart ticket prices.
- Brighton & Hove Buses offer a weekly cap, when using contactless payment, which caps weekly travel around the city at £25. Compass Travel will be implementing a similar cap in the near future.
- Bus operators offer a citySAVER ticket at £6.00 for travel around the city of Brighton & Hove. This offer always applies including peak times and excluding nighttime routes and journeys (defined locally by each operator).
- Bus operators offer a £1 Short Hop Fare – Since December 2024 all operators in the city have reduced the cost of one fare stage journeys to £1. This offer aims to connect people, through short bus trips, to local shops, services and points of interest more affordably. (terms and conditions defined by each operator)

- Bus operators offer a £2.50 Two Stage Fare Offer – Since April 2025 all operators in the city have reduced the cost of a two stage journeys to £2.50. This offer aims to connect people, through mid-length bus trips, to local shops, services and points of interest more affordably. (terms and conditions defined by each operator)
- Bus operators offer foreign language students discounted weekly bus tickets. (terms and conditions defined by each operator).

A consequence of most commercial routes being operated by Brighton & Hove Buses is that ticketing is consistent across most services. Supported bus service operators also accept the same tickets and charge the same fares as Brighton & Hove Buses, with the latter managing a multi-operator smartcard and mobile phone system. Commercial services operated by Stagecoach have a different fare structure. However, whilst all operators accept contactless payments, the system does not currently allow multi-operator payment. This is currently being developed by Project Coral which is a collaborative endeavour involving the Department for Transport (DfT) and multiple operators in the industry. Aiming to design a multiple operator contactless capping solution, capable of being deployed UK wide.

Bus Patronage in Brighton & Hove

Before the Covid-19 pandemic, there had been considerable growth in bus patronage in Brighton & Hove peaking in 2018-19 with 49.9 million passenger journeys on local bus services. In 2019-20 this significantly decreased to 15.1 million as a result of the pandemic. Passenger numbers have been recovering year on year with 41.1 million passenger journeys in 2023-24.¹ The DfT figures for 2024/25 are expected to be published in November. However, indicative figures from Brighton & Hove Buses indicate strong growth was experienced in 2024/25.

While patronage recovery is positive, the 2023-24 figure is approximately 82% of the 2018-19 pre Covid high point. This residual percentage gap suggests that post pandemic travel patterns have seemingly shifted for certain types of journeys. An ambitious response that is mindful of the new reality is required to attract new passengers to buses to bridge the gap and lay the foundations for future growth in patronage levels.

Brighton & Hove City Council is now reporting patronage using Department for Transport (DfT) statistics rather than data provided directly from operators. This brings our Bus Service Improvement Plan 2025 update in line with corresponding documents from other local authorities and ensures consistency with the official accredited statistics published annually by the Department for Transport.

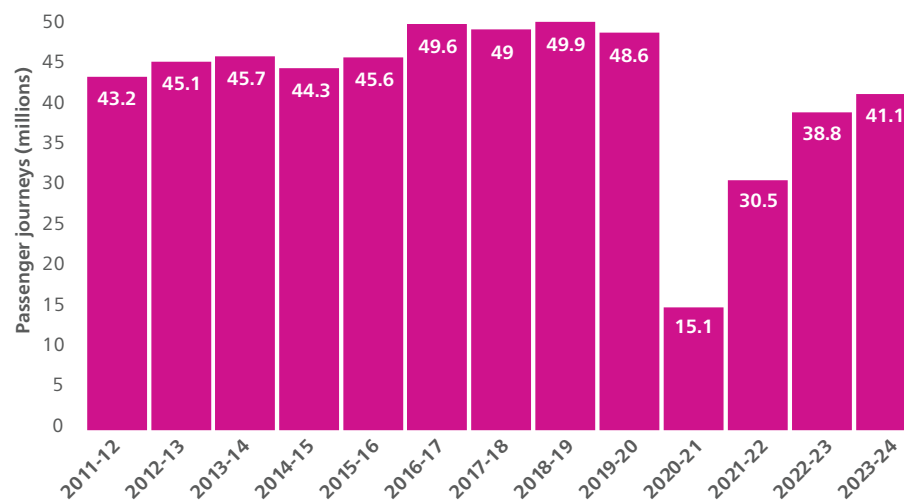


Figure 2.6: Passenger Journeys on local bus services in Brighton & Hove by Financial Year from 2011-12 to 2023-24.²

1 Department for Transport - Bus statistics data tables - Local bus passenger journeys (BUS01).

2 Department for Transport - Bus statistics data tables - Local bus passenger journeys (BUS01e).

Passenger Journeys per head in Brighton & Hove

As per the latest Department for Transport annual statistic release, Brighton & Hove local authority area had the highest bus use outside of London with 147 bus trips per head in 2023-24. This was up from 139.3 in 2022-23 and compares to a combined figure of 32.1 for local authority areas in the Southeast and 62.9 for England as a whole in 2023-24. For context, the figure for London was 206.6.² These figures show the fundamental role buses play in the transport needs and everyday lives of residents and visitors of Brighton & Hove.

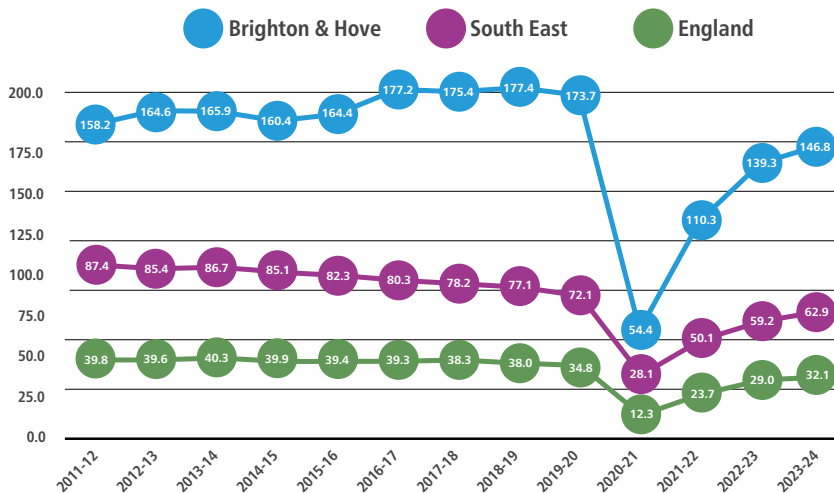


Figure 2.7: Comparison of Brighton & Hove's passenger journeys per head of population against figures for the Southeast and England by Financial Year from 2011-12 to 2023-24.³

This figure has been recovering since the pandemic, increasing from a pandemic low of 54.4 in 2020-21. The previous high of 177.4 in 2018-19 shows the scope of potential for bus usage recovery and growth in Brighton & Hove if initiatives and funding continue to be available to support the sector.

BSIP Service Enhancements

A joint BSIP funded scheme between Brighton & Hove City Council and West Sussex County Council was undertaken to better link West Sussex communities to Brighton city centre. It includes two bus routes, the Stagecoach South 17 route between Horsham and Brighton, and the Metrobus 273 from Crawley to Brighton. The enhancements have allowed for services on Route 17 to run later into the evenings and for the first time since 2020, on Sundays. Starting from Sunday 1 September 2024, The Metrobus 273 route Brighton has also increased frequencies and a new Sunday service from May 2024.

Route 17 has seen a 36% patronage increase on the service compared with equivalent months before the enhancement, with patronage increases still estimated at 28% when excluding the new Sunday services. Route 273 has also seen a significant patronage increase of around 43% compared with equivalent months in 2023. There is evidence that growth figures, comparing to equivalent months in 2023, are continuing to grow over time rather than a flat proportional increase, which provides positive evidence that the BSIP funding is helping to raise long term passenger demand on this route.

1 Annual bus statistics: year ending March 2024 (revised) - GOV.UK

2 Department for Transport - Bus statistics data tables - Local bus passenger journeys (BUS01). Bus statistics data tables - GOV.UK

3 Department for Transport - Bus statistics data tables - Local bus passenger journeys (BUS01f). Bus statistics data tables - GOV.UK
Bus statistics data tables - GOV.UK

Bus Journey Times in Brighton & Hove

Scheduled journey times are monitored through a sample of unchanged bus routes in Brighton & Hove. Analysis of these routes determined on average a 1.2% increase in scheduled journey times across 20 routes operated by Brighton & Hove Buses, between 2019 and 2023.¹

There were some improvements for eastbound travel, with an average reduction to scheduled journey times during peak hours, but an average increase to scheduled daytime journey times. For westbound travel, there is some progress across average AM peak scheduled journey times, however the average daytime and PM peak time journeys are showing longer scheduled times.

For context, many of the capital bus priority schemes designed to directly contribute to reducing journey times such as new bus lanes, traffic signal priority and Red Routes had not been delivered in 2023. BSIP capital schemes are expected to be delivered in 2025, and further analysis of scheduled journey times will take place following their implementation.

Another approach to improving journey times has been the introduction of an express bus service in the form of the new BSIP enhanced 1X limited stop bus service, which is discussed below.

1X – New Express Route

Express or limited stop bus services were a priority set out in the 2021 Brighton & Hove City Council BSIP. In July 2024, Brighton & Hove Buses working in partnership with Brighton & Hove City Council launched the 1X, a new cross city express bus route. Funding from the Bus Service Improvement Plan was used to enhance the commercial base frequency to make the new route as attractive as possible from launch.

The 1X operates up to every 15 minutes between Mile Oak in the West of the city to Brighton Marina in the East of the city via the city centre and important destinations such as the Royal Sussex County Hospital.



Figure 2.8 shows the 1X at Churchill Square on the launch date of 7th July 2024.

¹ Scheduled Journey Time data supplied by Brighton & Hove Buses for the BSIP Refresh 2024.

1X Journey Times

Journey time improvements were a key target for the 1X route. The Analyse Bus Open Data portal was used to carry out initial monitoring of 1X journey times from launch up to the end of December 2024. From this the 1X had delivered an average journey time improvement of 28%, over the closest comparable non express bus service, on a key cross city journey. Appendix B shows the full 1X route.

Bus Punctuality in Brighton & Hove

As per the latest Department for Transport annual statistics release, on time performance for non-frequent bus services in Brighton & Hove has fluctuated from highs of 89% in 2011-12 and 2013-14 to 75% in 2023-24.¹ 'On time' is defined as between 1 minute early and 5 minutes 59 seconds late.²

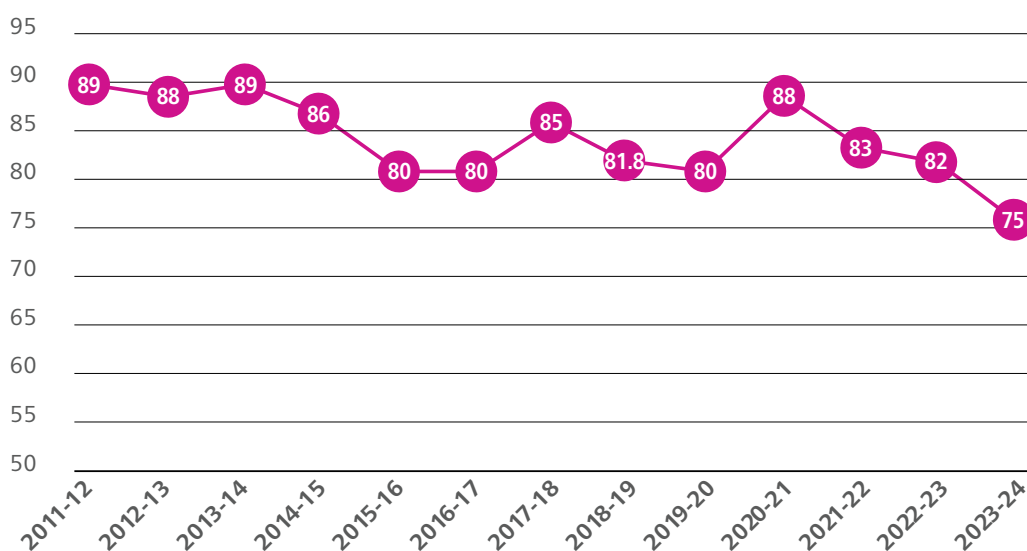


Figure 2.9: Brighton & Hove % Non-frequent bus services running on time

The figures for 2022-23 and 2023-24 are currently not listed within the Department for Transport's Bus statistics data tables for Bus reliability and punctuality (BUS09a) due to a technical error. The figures for 2022-23 and 2023-24 have been confirmed directly with the Department for Transport and the bus statistics tables will be updated accordingly in the next revision or release.

In 2020-21, which includes the Covid-19 lockdowns, the on-time figure improved to 88%. This demonstrates the potential for improved performance where buses are not inhibited by traffic congestion.

Bus punctuality for Brighton & Hove in 2023-24 was impacted by multiple external factors such as diversions and extended diversions on key bus corridors such as the A259 and the Old Steine.

¹ Department for Transport - Bus statistics data tables - Bus reliability and punctuality (BUS09a). Bus statistics data tables - GOV.UK

² Annual bus statistics: year ending March 2024 (revised) - GOV.UK

Bus Priority Schemes

A259 New Westbound Bus Lane (Marine Parade)

This is being delivered alongside another major scheme, Valley Gardens, www.brighton-hove.gov.uk/travel-and-road-safety/vision-valley-gardens/valley-gardens-phase-3-overview the work began in 2024. It will enable buses to overtake traffic on the approach to one of the busiest junctions in Brighton and Hove. This will improve reliability, particularly in peak season.

A23 North Bus Lane Extension

Public consultation has taken place the detailed design is being finalised, and construction is scheduled to take place in the summer of 2025.

Bus Detection at Traffic Signals and Traffic Signal Priority

Bus priority signal work has taken place in a trial corridor, Eastern Road to the Marina and similar work has been carried out on other sites in the city in preparation for future expansion. Bus operators will be working with the council to allow their systems to send messages to traffic signals at predetermined locations. When all these processes are complete various priority options will be implemented. This work will be ongoing, and the signals will be monitored to understand the impact on the network.

Western Road/ Dyke Road

Work on the main scheme is now complete with additional upper Dyke Road junction improvements to follow.

Work included:

- a resurfaced road and pavements
- a simpler road layout with a central area to help with crossing for pedestrians
- more cycle parking, seating, and tree planting
- new street lighting



Figure 2.10 Pictures showing improvements from Western Road/Dyke Road scheme

The changes also included redesigning the Dyke Road junction with Western Road. Traffic lights have been removed, and Dyke Road made a priority (give way) junction. There are traffic light crossings for pedestrians on Western Road and North Street. This change has reduced waiting time for buses and pedestrians at the Clock Tower.

Figure 2.11 illustrates the changes to traffic routes. Traffic is no longer able to go from West Street to Dyke Road. Access to Queen Square is now to and from Dyke Road.

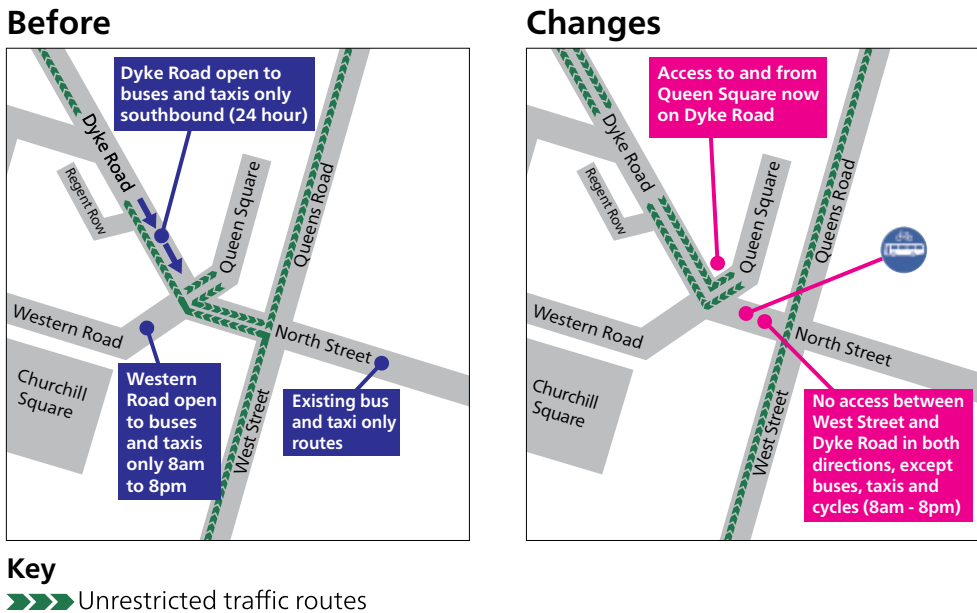


Figure 2.11 Illustration showing changes to traffic routes at Dyke Road/ Queens Square junction

Red Routes

Red Routes were implemented in Spring 2024 on two key corridors with the city: the A23 and Lewes Road. Red Routes enforcement aims to deter illegal parking including in bus stops, to improve traffic flow and reliability of bus services.

There has been positive feedback from bus operators, cyclists and residents about the new Red Routes on London Road and Lewes Road. They've made travelling in those areas safer and journeys less congested and more reliable.



Figure 2.12 shows before and after the implementation of red routes on Lewes Road

Bus Stop Accessibility

Brighton & Hove City Council has an aim to ensure that all bus stops are accessible to all needs. Accessible bus stops are designed to be clear of obstructions and easy for all users to board and alight. They should also provide accessible information to passengers.

Using BSIP funding, Brighton & Hove City Council is currently undertaking a project to improve up to 30 bus stops to this accessibility standard, with ambitions to continue this work if future funding is available. This involves installing Kassel kerbs, to allow the bus to pull in closer to the footway and make boarding easier for those with mobility issues. The other primary focus is installing dropped kerbs so that passengers are more easily able to access the bus stop platform. Figure 2.13 shows a comparison from an earlier accessibility project that demonstrates the accessibility standard this current project will meet.



Figure 2.13 shows the northbound Waverley Crescent bus stop on Davey Drive

Superhub Shelters

BSIP funding was used to install new living-roof shelters in Churchill Square, which is a key destination along Western Road, the main bus corridor in the city centre. The new shelters offer an improved waiting space for bus passengers and include a dedicated space for wheelchair users alongside bench seating. They are fitted with solar panels in addition to the living-roofs which contributes to net zero targets.



Figure 2.14 shows the newly installed superhub shelter at Churchill Square stop D

Parking & Enforcement

The council's parking enforcement contractor employ a team of Civil Enforcement Officers (CEO's) and the council also has a network of cameras monitoring the city's bus lanes, and by extension, the newly implemented red routes. As part of the BSIP an additional CEO has been in place since November 2022. In 2023-24 the council spent approximately £6 million on parking enforcement.

Bus Fleet

Figure 2.15 shows the bus operators fleets, broken down by emission standard, operating wholly or partly in Brighton & Hove in 2021 compared against that operating in October 2024. In 2021 approximately 58% of the bus fleet was Euro VI or better. In October 2024 approximately 86% of the bus fleet was Euro VI or better. Most of the fleet is used on frequent bus services. Some buses are also used for events and rail replacements.

This improvement has been influenced by the bus Ultra Low Emission Zone standard Euro VI minimum requirement introduced 2019, that aimed for 100% by 2024. This partnership approach between the local authority and bus operators shows a joint commitment to improve air quality for all.

www.brighton-hove.gov.uk/travel-and-road-safety/ultra-low-emissions-zone-guidance-bus-operators#tab--bus-emissions-standards-euro-vi-standard-by-2024
dieselnet.com/standards

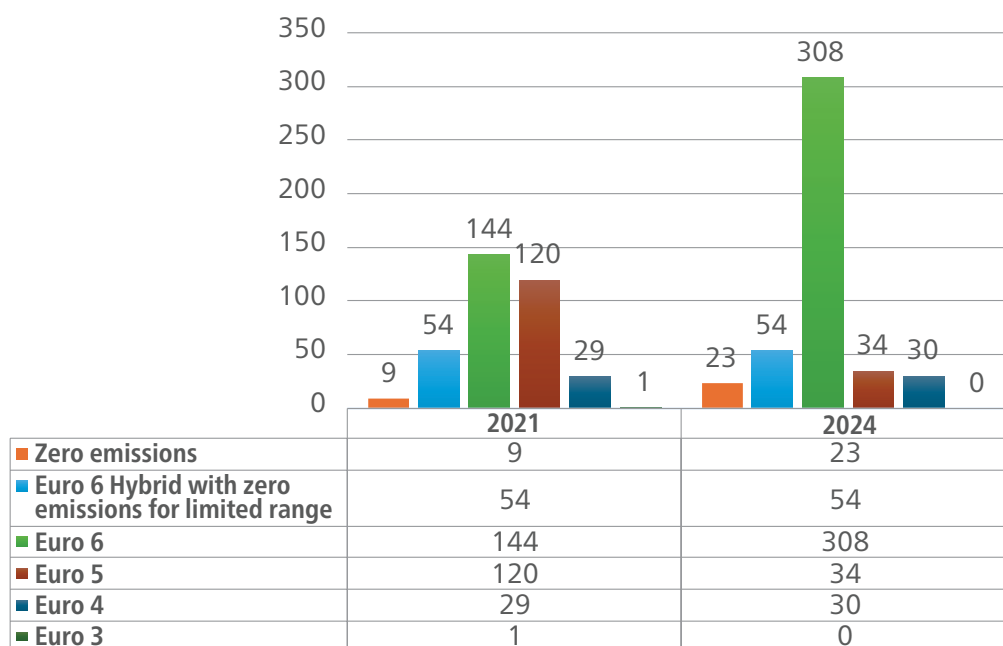


Figure 2.15: Brighton & Hove Bus Fleet Comparison – 2021 versus October 2024¹

New Buses in 2024

Brighton & Hove Buses have invested in 44 brand new ADL Enviro400 MMC Euro VI buses which entered service in 2024. These buses were allocated to the popular Coaster routes and to the brand new 1X Express Service.

New Buses in 2025

Brighton & Hove Buses have invested in 44 brand new ADL Enviro400 MMC Euro VI buses for 2025. They will replace the buses on the Regency routes, increase to service on the 1X Express route and 12X Coaster route. All the new buses include two wheelchair bays.

Compass Travel have invested in 11 brand new ADL Enviro200 MMC Euro VI buses. The new vehicles will replace all buses operated by Compass in the Brighton & Hove area. The implementation of these new vehicles is planned for the summer of 2025.

54 Enviro400 ER hybrid electric buses with geo-fenced zero emission mode

Brighton and Hove Buses operate a fleet of 54 ADL Enviro 400ER buses which run in geo fenced zero emission mode when they enter the city's Ultra Low Emission Zone. These buses have operated on a variety of routes throughout the city since they joined the fleet between 2019 and 2020.

Zero Emission Buses

Brighton & Hove City Council, working in partnership with Brighton & Hove Buses, submitted a bid for the Zero Emission Bus Regional Areas (ZEBRA) 2 scheme. In March 2024 the Department for Transport announced that we had been awarded £2.9 million in funding to introduce 16 electric buses and the required charging infrastructure. The buses are scheduled to be in operation from March 2026. A further 2.2 million has been awarded with 13 electric buses scheduled for Autumn 2026.

The new electric buses will be deployed on Route 7, Route 6 and partial conversion of routes 5/5A/5B. Brighton and Hove Buses have invested £12 million to rebuild their depot in Conway Street to allow for Electric Vehicle operation.

Passenger Satisfaction

The council participates in the NHT public satisfaction survey each year. This is undertaken by Ipsos MORI and the University of Leeds Institute of Transport Studies for the NHT Network¹ of authorities. The responses for the public transport theme for Brighton & Hove are shown in Figure 2.16.

1 The NHT Network | Transport Survey | CQC | PMF

Figure 2.16: NHT survey – Public Transport Results (2024)

Indicator	Brighton & Hove Score	NHT Average	Gap from NHT Average	BHCC Rank
Quality and Cleanliness of Buses	66%	61%	5%	20
Personal Safety at Bus Stops	65%	60%	5%	20
Raised Kerbs at Bus Stops	69%	63%	6%	11
The Accuracy of Information	60%	51%	9%	3
Ease of Finding the Right Information	58%	48%	10%	2
Frequency of Bus Services	72%	51%	21%	1
The State of Bus Stops	64%	54%	10%	3
Personal Safety on the Bus	70%	65%	5%	22
Information about Accessible Buses	56%	46%	10%	5
Number of Bus Stops	79%	64%	15%	2
Whether Buses Arrive on Time	60%	48%	12%	4
How Easy Buses are to Get On/ Off	79%	69%	10%	2
The Local Bus Service Overall	69%	54%	15%	1
Bus Fares	52%	54%	-2%	40
Information to Help People Plan Journeys	64%	53%	11%	2
Reliability of Electronic Display Info	65%	47%	18%	1
Helpfulness of Drivers	72%	66%	6%	10
The Clarity of Information	62%	51%	11%	1
Provision of Public Transport Info	63%	49%	14%	2
The Amount of Information	62%	50%	12%	1
Local Bus Services (Overall)	71%	54%	17%	1
Local Bus Services (Aspects)	70%	47%	23%	2
Public Transport Information	54%	33%	21%	2
Community Transport	58%	54%	4%	21
Provision of Bus Stops	92%	85%	7%	6
Responsive Transport	57%	51%	6%	10
Public Transport Information (Aspects)	61%	50%	11%	1

The results show Brighton & Hove performs well in comparison to other areas across most criteria and performs better than the average score in all criteria other than fares, which are perceived to be high. Additionally, Brighton & Hove was recognised as being the top performer for public transport themes in the 2024 NHT survey.

Brighton & Hove City Council also takes part in the Your Bus Journey survey conducted by Transport Focus. This survey has more regular reporting periods and is used by the council to internally monitor bus passenger satisfaction.

Customer Service Hours

In relation to improving customer satisfaction, our majority operator, Brighton & Hove Buses, have extended their hours for customer service call handling with the support of BSIP funding. Managed locally in the city, the extended hours are from 6 AM to 7 AM and from 7 PM to 10 PM. During these additional hours, an average of 92 calls a month are received and 1165 tickets are resolved.

Compass Travel have also introduced extended customer service hours using the same BSIP funding. These extended hours allow Compass Travel customer service to operate from 6AM to 10PM Monday to Friday, and 8AM to 10PM Saturday and Sunday.

These extended hours in which Brighton & Hove Buses support customers with queries aim to improve the experience of passengers using the bus network. This is something which is supported by the high level of passenger satisfaction shown in Figure 2.16.

Section three:
**Ambitions & proposals
for 2025 and beyond**



This section gives an overview of the schemes and proposals that are planned for 2025 and the proposals for schemes beyond 2025. Section Five includes a more detailed overview including estimated budgets for the proposed schemes. The programme for financial year 2025/2026 was approved at a Cabinet Meeting on the 20th March 2025. The ambitions and proposals for beyond 2025 will be informed by using measurable outcomes and building on the success of schemes that have been delivered.

1 Bus network planning and improvements to bus services: service level and network coverage

Service enhancements to commercial services and enhancing supported services improves the service level of buses. Partnership working with neighbouring Local Authorities on service enhancements allows passengers greater flexibility and freedom when travelling to and from Brighton & Hove for work and leisure. Enhancing supported services improves bus services in areas that are not served by commercially viable bus services. Identifying and implementing interventions on routes which will benefit from improvements to frequency of services and improved punctuality. Suggested future focus on improving night services will improve safety and allow passengers further flexibility and freedom when travelling within Brighton & Hove. There will be exploration into the feasibility of orbital bus routes which, if implemented, would see better connectivity between suburban areas in Brighton & Hove.

2 Bus priority: delivering faster and more reliable services on priority routes/corridors

A city-wide Red Routes strategy is to be developed which builds on the success of the Red Routes scheme delivered in 2024. Bus priority schemes have been developed in consultation with operators and Buswatch. The outcomes of these schemes will be measured after the successful delivery of these schemes.

3 Improvements to fares and ticketing

The current BSIP fare offers have been very popular, and these will be continued into 2025-26. There have been requests for more fare offers which could help residents with the rising cost of living in the city. There is ongoing forecast work around the feasibility of any further offers, and they are subject to budgetary constraints. Multi-operator ticketing is being developed by Project Coral and the council is engaging with this process. This includes ambitions for multi-modal ticketing. Related joint marketing campaigns between Brighton & Hove City Council and bus operators will continue beyond 2025, with the aim of attracting more people onto bus services in the city.

4 Improvements to the bus passenger experience:

a) improved bus stops and interchanges

Older bus shelters are being replaced to ensure that passengers have a comfortable and safe place while they wait for buses. A programme of accessible and safe bus stops is being implemented which will allow passengers with mobility issues to board and alight buses more easily. Brighton & Hove Buses has opened and maintains a travel hub in a central location some of the services that are included are:

- Journey planning
- Confidence building and support
- Best value bus tickets
- Mobile tickets and app support
- Bus ID cards

b) improved bus information and network identity

The RTPI displays are currently being replaced with new LED displays which offer more departure lines, and additional accessibility improvements such as push-button audio announcements of upcoming departures. Going forward, we have ambitions to expand our existing portfolio of displays to further locations subject to funding. Wayfinding maps at strategic locations are due to be delivered later in 2025 the purpose of which is to encourage visitors to the city to travel to areas of interest throughout Brighton & Hove.

c) accessibility, inclusiveness, personal safety and security

A continued delivery of the Better Buses for All scheme which aims to identify barriers to accessibility and equality on bus services in Brighton & Hove. Brighton and Hove are recognised as an exemplar operator in this area and are engaged with the sharing of best practice for all bus operators in the city. The process will involve extensive and continued engagement with community groups. Safe walking routes to bus stops are to be developed. A programme of safe and accessible bus stops is currently being implemented. Improving passenger safety is a key ambition for bus services in the city. Brighton & Hove City Council and all bus operators are working together to support the prevention of Violence Against Women and Girls campaign with the aim to implement supportive measures on services in the future.

d) implementing the Bus Passenger Charter

The Bus Passenger Charter will be reviewed annually and agreed with bus operators.

5 Improvements to the bus fleet

Electric buses transition through the Zebra 2 scheme.

6 Longer term transformation of the network

A BSIP Accessibility Study was undertaken to identify areas where there are high journey times for residents to access key services and employment. Key interventions that have been suggested are exploration of further express services that would potentially run beyond the city boundaries, bus priority measures, service enhancements, and new bus routes. The approach will be to measure progress at intervals by repeating this exercise after the successful delivery of BSIP Schemes and interventions.

Additionally, implementing a Park & Ride service that is an attractive and viable alternative to parking in the city centre is being explored by Brighton & Hove City Council. The implementation of this will be subject to feasibility.

Section four: Targets, performance, and monitoring



This section sets targets for improvements to bus services and how they are monitored. The general themes around journey times, reliability, passenger growth and customer satisfaction reflect guidance from the DfT.

Targets	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	Target 2024/25	Target 2029/30	Description of measurement
Journey Times						1.2% increase	5% reduction	10% reduction	Calculated as an average of all unchanged routes for the scheduled time taken for a bus to complete its route. A23 and A259 to be reported separately.
Passenger Journeys (in millions)	49.9	48.6	15.1	30.5	38.8	41.1	5% increase on 2018/19	10% increase on 2018/19	Passenger journeys on local bus services within Brighton & Hove as per the statistics within "Passenger journeys on local bus services by local authority" BUS01e dataset published annually by the Department for Transport
Punctuality	81.8%	80%	88%	83%	82%	75%	85%	90%	Percentage of bus services running "on-time" as per the listings within the 'Bus reliability and punctuality (BUS09)' dataset published annually by the Department for Transport. *Data for 2022/23 and 2023/24 has been confirmed with the Department for Transport and these figures will be published in a future update to the BUS09 dataset.
Passenger satisfaction (OVERALL)	73%	74%	74%	72%	71%	73%	80%	80%	Figures shown are from the National Highways and Transport satisfaction survey. This survey will continue to be used as a measure of future satisfaction.
Passenger satisfaction (FARES)	N/A	41%	45%	39%	52%	60%	60%	60%	Figures shown are from the National Highways and Transport satisfaction survey. This survey will continue to be used as a measure of future satisfaction.

Journey times

The ultimate aspiration is for bus services in the city to be faster than travelling by car when taking account of the time taken to queue and park. Targets for journey times are as follows:

By 2030, for the average time for a bus to have completed its route to have reduced by 10% from 2018-19.

The baseline for measuring the target is the last full year before the Covid-19 pandemic. A pre-pandemic figure has been used as the baseline as this reflects more typical traffic conditions and bus use.

Punctuality

Targets for reliability are as follows:

2030, 'on time' performance for services operating within the city to have increased to 90%.

The target increase is based on 2018-19, the last full year before the pandemic, when 80% of services ran on time. A pre-pandemic figure has been used as the baseline as this reflects more typical traffic conditions and bus use.

Passenger growth

Targets for passenger growth are subject to the further development of LTP5. This will set targets for each mode of transport to achieve the council's aim of a carbon neutral city by 2030. The following targets will be updated accordingly in the next version of the BSIP.

By 2030, the target is for bus passengers to have increased 15% on the 2018-19 baseline.

Customer satisfaction

Customer satisfaction levels are already high in many areas; however, it is important to maintain these and, where possible, increase them. As summarised in Section 2, the council has taken part in the National Highways and Transport (NHT) satisfaction survey for many years. As this includes measures of satisfaction with bus services and is already funded, it is proposed to continue to use this measure going forward

Section five: **Overview table**



This section provides an overview of the schemes that are planned for 2025 and beyond using BSIP funding.

Name of authority	Brighton & Hove City Council
Franchising or Enhanced Partnership (or both):	Enhanced Partnership initially; however, options for franchising being considered
Date of publication:	June 2025
Date of next annual update:	TBC
URL of published report:	TBC

BSIP Delivery Plan for 25/26

Brighton & Hove City Council Bus Service Improvement Delivery Plan 2025-26					
Category of scheme/measure	Name of scheme/measure	Additional description of scheme/measure (including intended beneficial outcomes).	Target delivery date	Budget/estimated cost (£k)	Notes on other funding sources (identifying non-BSIP funding)
Bus service support/network development	Service improvements from the north	Joint project with West Sussex County Council improving frequency and operational hours improvements on the 273 and 17 routes, better connecting nearby settlements into the city centre by bus.	2025	Low	Joint funding with West Sussex County Council
Bus service support/network development	Socially Necessary Services	Continued support for socially necessary services which fill gaps in the commercial network and ensure all residents have a high quality provision of public transport (16,47,52,37/37B).	2025	High	
Bus service support/network development	Breeze Bus Services	Continued support for the socially necessary 77,78,79 bus services to the South Downs, including year round weekday services to key educational destination at Stanmer Park. Drives equality of access to key leisure destination for residents and visitors.	2025	Low	
Bus service support/network development	Route 21 enhancement	Continued support for a socially necessary service, which links an underserved corridor into the city centre.	2025	Medium	

Bus service support/ network development	Express Services	Revenue support continuing on the success of the 1X with higher frequency operation, as well as support for a developing network of express routes across the city, supporting faster journey times and punctuality, as well as delivering more capacity on the overall network, which will drive patronage growth particularly in suburban areas.	2026	High	
Bus stops/ stations/ interchanges	Bus Stop Strengthening	This will re-open high-frequency bus stops which have been closed due to warping of the surface, returning the convenience of services to passengers who can board/disembark closer to where they desire.	2026	Low	
Improved information, marketing	RTPI - Interchanges and Modernisation	Improvements to passenger information at key bus stop locations including Churchill Square and Valley Gardens	2026	Low	
Bus priority infrastructure	Bus Detection at signals - Phase 2	Continuation of project identifying and installing bus detection technology at key junctions to improve journey times on busy corridors.	2026	Low	
Other infrastructure	Reinforcing surfaces on key bus corridors	Reinforcement of the carriageway on key high-frequency bus corridors will improve passenger safety and comfort, and guarantee against future lane closures. On A23 Preston Park, Western Road, Valley Gardens.	2026	High	
Bus stops/ stations/ interchanges	Accessible Bus Stops - Phase 2	Upgrading bus stops across the city to provide dropped kerbs, ramps, layout improvements and crossing facilities, making bus travel easier for more residents.	2026	Low	
Bus priority infrastructure	A259 Marine Drive/High Street Junction (White Horse): Rottingdean	A feasibility study to look at how this junction could be improved to reduce bus journey times and improve reliability including accessibility improvements resulting in benefits to all road users.	2026	Low	

Bus priority infrastructure	B2066 Western Road (near Waitrose) Red Route	Delivery of red route on the B2066 and bus boarding improvements at the junction with a contribution to implementation if agreed to proceed. The scheme could reduce bus journey times and improve reliability including accessibility improvements resulting in benefits to all road users.	2026	Low	
Bus priority infrastructure	A2010 Queens Road: North Road to North Street	Feasibility study for the red route on A2010 with a contribution to implementation if agreed to proceed. The scheme could reduce bus journey times and improve reliability including accessibility improvements resulting in benefits to all road users.	2026	Low	
Bus priority infrastructure	A2010 West Street: Closure to the south of 'The Clock Tower' junction	A feasibility study to look at how this junction could be improved to reduce bus journey times and improve reliability including accessibility improvements resulting in benefits to all road users.	2026	Low	
Bus service support/ network development	Revenue support against new buses on routes where poor on-time performance is evident	Improvement of punctuality on Route 23, 24, 26, 46, and improvement of frequency on Route 28, which will provide a more reliable service for passengers.	2025	Medium	
Simpler/more affordable fares	Targeted Fare Reductions - Maintain City Saver at £6 for FY25-26	Continuation of £6 day citySAVER and £25 week citySAVER offers to drive affordability for regular travellers and patronage growth.	2025	Low	
Simpler/more affordable fares	Simpler Fares - (citySAVER, TOTO Breeze Zone Expansion)	Continuation of £6 cap on daily Tap-On, Tap-Off travel in the city and South Downs / £25 cap on weekly Tap-On, Tap-Off in the city and South Downs to drive affordability for regular travellers and patronage growth.	2025	Medium	

Simpler/more affordable fares	Extend Youth Fare Offers FY25-26	Continuation of free accompanied U19 travel / 50p unaccompanied U19 off-peak travel for U19s, supporting families with cost of living and driving patronage growth.	2025	High	
Simpler/more affordable fares	Short Hops fare offer for December 2025 - January 2026	Continuation of discount to selected one-stage trip fares down to £1, supporting residents with the cost of living.	2025	Low	
Simpler/more affordable fares	Fares offers (TBC)	Budget remainder to spent on either a reduction in the £2.80 fare stage, student fare offers or other fare offers, dependent on emerging reimbursement forecasts for other fare offers.	2025	Medium	
Development of future proposals	City-wide red Route strategy	Feasibility study by consultants, identifying policy and strategy as well as further priority areas for red routes.	2025	Low	
Development of future proposals	Pedestrian footfall study	Assists in targeted BSIP marketing schemes which would encourage bus usage to residents and visitors, and informs the outcomes of the Wayfinding Maps Scheme by indicating which bus shelters to prioritise.	2025	Low	Joint Funding with Visit Brighton and BHCC Internal
Other	Dedicated (traffic contraventions) officer to support the improved movement of buses	Enforcement officer tasked with monitoring problem parking/ waiting areas, until July 2025 as red routes have replaced the need for this.	2025	Low	
Improved information, marketing	Marketing campaigns	Supporting new BSIP schemes, existing BSIP schemes, and upskilling operators of contracted services to increase patronage.	2026	Low	
Improved information, marketing	Marketing - Betterpoints (continuation)	Marketing campaign encouraging modal shift towards sustainable transport.	2025	Low	
Safety and security	EDI Project	Continuation of Better Buses for All equalities research project.	2025	Low	
LTA delivery/admin costs	Data collection and collation consultants	Reimbursement and forecasting for fare offers, allows these projects to run.	2026	Low	

Development of future proposals	Franchising feasibility study	Study to be undertaken by consultants, exploring the feasibility and viability of bus reform in the city following the Bus Services Bill.	2025	Low	
Development of future proposals	Park and Ride feasibility study	Work undertaken with support from consultants to determine optimal locations for park and ride in the city.	2025	Low	
Improved information, marketing	Customer services extended opening hours (NTCSS)	Keeping operator customer service open earlier in the morning, later in the evening and on weekends, improving passenger experience.	2025	Low	
Vehicles	Electric Buses Transition	ZEBRA2 Award: Purchase of 16 new electric vehicles and associated depot upgrades, progressing the decarbonisation of the network and preparing depots for further transition.	2026	Low	Contributions from the DFT ZEBRA2 Scheme, BHCC, and Brighton & Hove Buses.
LTA delivery/ admin costs	Programme Management	Additional resource requirement to manage the BSIP programme effectively.	2026	Low	
LTA delivery/ admin costs	Capability and Capacity Grant	To fund additional staff who lead on ZEBRA2 and BSIP projects, who are being trained/upskilled to deliver existing and future schemes. This includes the BCoE public transport course and exam.	2025	Low	
Other	LA-BSOG	Operators Grant, allocated to our non BSIP funded supported services , which are our open school bus routes.	2025	Low	

Ambitions & proposals for 2025 and beyond.

NBS Objective	Title of scheme or proposal	Estimated cost
Service level and network coverage	Service Enhancements	High
	Franchising feasibility study	Low
	Continued support for Enhanced Supported Services	High
	Roadworks co-ordination	Medium
	Improved punctuality and frequency on routes	Medium
Bus priority	Bus stop strengthening	Medium
	Sustainable Corridor Reinforcement	High
	A259 White Horse Rottingdean	Medium
	A2010 Queens Road: North Road to North Street	Medium
	Bus detection at signals	Medium
	Red Routes	Medium
	B2123/Woodingdean Crossroads Improvements	High
Lower and simpler fares	Continuation of current BSIP Fare Offers	High
	Various fare offers subject to budget availability	TBC
Ticketing	Multi-operator ticketing via Project Coral	TBC
	Multi-modal ticketing	TBC
Bus information and network identity	Unified and good quality bus information for passengers	TBC
	Continuation of BSIP Marketing	Low
	Continuation of Bus Stops Map Scheme	Low
Bus passenger experience	Customer Satisfaction Surveys	Low
Bus passenger experience	Extended operator customer service hours	Low
	Co-ordination between bus, rail, cycle hire, walking and park & ride	TBC
Bus fleet	Electric buses transition through the ZEBRA 2 scheme	Low
Accessibility and inclusion	Travel hubs	TBC
	Upgrade to RTPi	Medium
	Continuation of accessibility and equalities scheme	Low
	Safe walking routes to bus stops	Low
	Accessible and safe bus stops	Medium
	Transport Safety Officers	TBC
Longer term network transformation	Park & Ride	TBC
	New bus routes	TBC
	Express Services	High
	City-wide Red Route strategy/feasibility study	Low
Waiting and interchange facilities	Replacement bus passenger shelters	Medium

Appendix A:

Bus Passenger Charter 2025

Brighton & Hove Bus Passenger Charter 2025-26

What is the Charter?

The purpose of the Bus Passenger Charter is to explain:

- What bus passengers can expect from bus services in Brighton & Hove
- How to complain if your expectations are not met

The Charter reflects guidance from the Department for Transport and Transport Focus. It will be reviewed periodically. The review will be subject to consultation with bus operators and passenger representatives.

Which services does the Charter cover?

The Charter covers all public bus services originating or arriving in Brighton & Hove City Council area. These are currently operated by Brighton & Hove Buses, Compass, Metrobus, Stagecoach.

Passenger entitlements

What are my legal rights?

The Charter does not create any new legal rights for passengers. You can find out more about your rights as a bus passenger at bususers.org/passengers/rights-accessibility

Our service commitments to passengers

For the proportion of people who say they are satisfied with their bus service to increase to 90% by 2030

For drivers to be expected to be courteous and helpful at all times.

Operators will provide vehicles which are cleaned internally on a daily basis and provide an attractive and comfortable travelling environment at all times.

Operators will ensure all vehicles are accessible to all, including those with physical and hidden disabilities. All operators have signed up to a local Accessibility Standard that is being developed.

Wheelchair spaces on buses will be prioritised for disabled passengers. Where a disabled passenger is unable to board because wheelchair spaces are occupied, the operator will arrange a taxi free of charge.

The council will maintain its aim to make all bus stops accessible and increase the number each year.

Route branded buses should not be used on other services if suitable non-branded vehicles are available.

All operators will work with the council to improve bus punctuality so that passenger can count on a reliable service. This means buses normally running no more than five minutes late

Operators will keep passengers updated of service disruption via websites and social media, as well as real time information where it is available.

The council will keep passengers updated of service disruption via websites and social media, as well as real time information where it is available.

The council will work with bus operators to provide timetable and route information at all stops.

Measures will be put in place to help passengers feel safe, including CCTV footage on all buses.

What passengers can expect from the BSIP

For full details of the BSIP, please see <https://www.brighton-hove.gov.uk/enhanced-partnership-and-bus-service-improvement-plan>

This includes proposals for:

Reduced travel costs for young people



Making it easier to get the **cheapest ticket**



More bus priority



Better integration between **bus** operators, **rail** and **bike**



Zero emissions by 2030



More frequent supported bus services



More limited-stop services



All measures are dependent on funding. Bus priority measures subject to scheme development and public consultation

Better quality bus shelters



More accessible kerbs at bus stops



Park & Ride trial



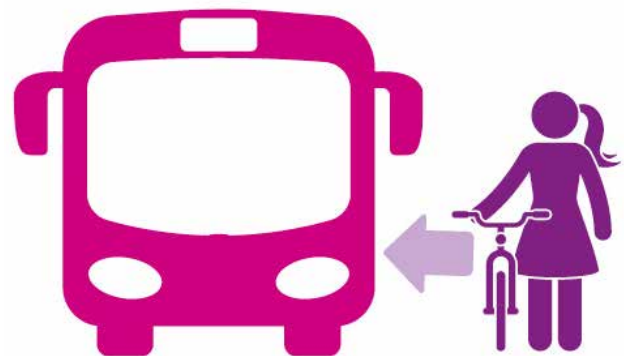
Better information at stops



Applying accessibility standard across all buses



Allowing bikes on more buses



Feedback and complaints

We want to know when services do not meet your expectations.

For comments, suggestions and complaints about services please contact:

Brighton & Hove Buses	info@buses.co.uk	01273 886200
Compass Travel	office@compass-travel.co.uk	01903 690025
Metrobus	info@metrobus.co.uk	01293 449 191
Stagecoach	https://www.stagecoach-bus.com/help-and-contact/south/how-do-i-contact-stagecoach-south	0345 241 8000

For feedback on council-funded bus services, streets and bus shelters, please contact the council at **transport.projects@brighton-hove.gov.uk** or 01273 292480.

All complaints will be investigated by operators and/or the council. All complaints will be acknowledged within 7 days of receipt. More complex complaints will receive a full response within 21 days. In all cases, consideration will be given to implementing a solution where this is needed and is practical.

If you don't feel your complaint has been resolved, you can raise it with Bus Users UK at **enquiries@bususers.org** or 0300 111 0001.

The number and type of complaints will be monitored by operators and the council. A summary and action plan will be published every six months as part of the BSIP reporting process. This will also include reporting of progress against commitments in this Charter.

Customer experience will be discussed at meetings of the Enhanced Partnership between operators and the council. These meetings will be attended by Brighton & Hove Buswatch to represent the views of bus users.

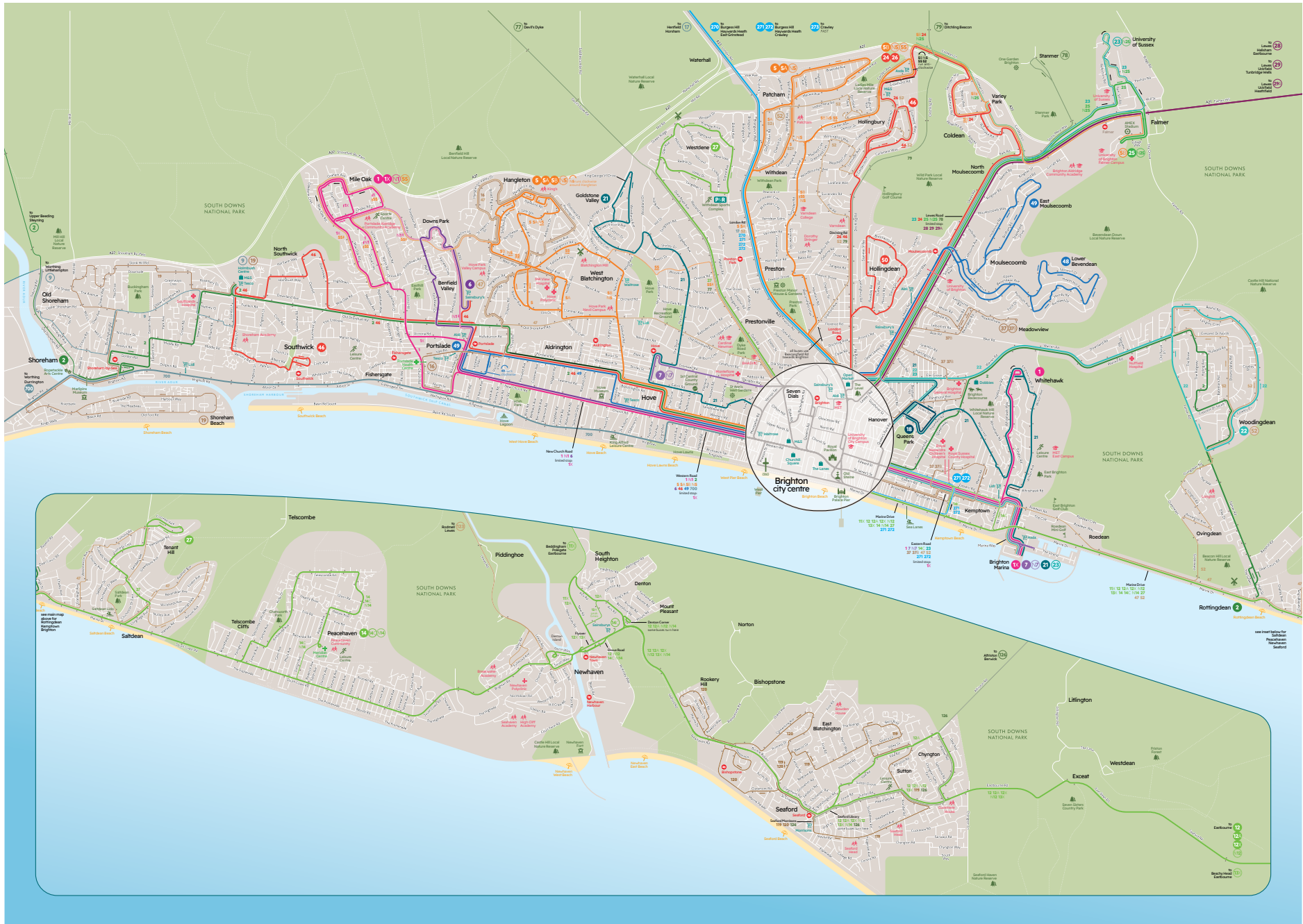
Publication of the Charter

The Charter is available on the council's website with a link provided on all operator's websites. A notice announcing the publication of the Bus Passenger Charter will be placed on buses running within the Brighton & Hove boundary and at the main interchange locations.

Paper copies and large print formats are available on request from the council, One Stop Travel shops and from public libraries.

Appendix B:

**Map of Bus Routes in
Brighton & Hove**



Appendix C:

**List of Organisations
Invited to Comment**

The following stakeholders who are members of the Enhanced Partnership and regular attendees of the Enhanced Partnership Meeting were invited to comment on the BSIP Programme for 2025:

- Brighton & Hove Buses
- Brighton Area Buswatch
- Compass Travel
- Stagecoach

Key organisations in the list below commented and helped to shape the original BSIP which was published in 2021. We have expanded the list for future engagement to include more organisations and aim to formally seek their views for the development of future BSIP programmes to improve bus services within the city. They will also be kept informed about the outcomes of the BSIP Programme for 2025/26.

Business

- Brighton and Hove Chamber of Commerce
- Churchill Square Shopping Centre
- Enterprise Car Club

Community & Voluntary Sector

- 20 minute neighbourhoods/Hove Society
- Active Sussex
- Bricycles
- Brighton & Hove Friends of the Earth/Transport Access Forum
- Brighton & Hove Local Access Forum
- Brighton Bike Hub
- Cycling UK
- Friends of Stanmer Park
- Friends of Waterhall
- Pedal People
- People's Parking Protest
- Rail Future
- Scope
- Sussex Safer Road Partnership
- Sustrans
- The National Trust
- Transport Action Network

Education

- University of Brighton
- University of Sussex

Emergency Services

- East Sussex Fire & Rescue Service
- South East Coast Ambulance Service
- Sussex Police

Equalities and Accessibility Organisations

- Acorn Brighton
- Amaze
- BADGE (Brighton Access for Disabled Groups Everywhere)
- Beach Access Team (BAT Brighton)
- Black & Minority Ethnic Community Partnership
- Brighton & Hove Community Works

Appendix D:

**Summary of Bus Services
in Brighton & Hove
(School Services not Included)**

Data based on summer 2024 timetables. For full detail of services please refer to operator websites.

Colour coding indicates compliance with National Bus Strategy aspirations:

Green								
Daytime: Services on major corridors are so frequent that passengers can turn up and go without a need for a timetable.								
Evening: Services on major corridors every 15 minutes.								
Other routes: Service is available and with daytime frequencies of at least every 20 minutes (no minimum stated in National Bus Strategy for these services).								
Amber								
Major corridors: Service frequencies are close to the National Bus Strategy's aspirations but could be improved.								
Other routes: Service is available but relatively infrequent (no minimum stated in National Bus Strategy for these services).								
Red								
Service does not run during time period identified or is infrequent								
Route	Destination	Operator	Commercial?	Weekday frequency		Last bus	Operates at weekends?	
				Daytime	After 7		Sat	Sun
1, N1	Whitehawk-Mile Oak	B&H Buses	Yes	7 minutes	10-15 minutes	00:58 (Whitehawk) Night service (N1) runs westbound	Yes	Yes
1X	Mile Oak to Brighton Marina	B&H Buses	Partially supported by BHCC	15 minutes	30 minutes	00:23/ 23:31	Yes	Yes
2	Rottingdean to Steyning	B&H Buses	Yes	20 minutes	30 minutes	00:10 / 23:06	Yes	Yes
5, 5A, N5	Patcham to Hangleton	B&H Buses	Yes	10 minutes	15-20 minutes	N/A	Yes	Yes
5B, N5	Hollingbury to Hangleton	B&H Buses	Yes	10 minutes	15-20 minutes	N/A	Yes	Yes
6	Brighton Station to Portslade	B&H Buses	Yes	15 minutes	15-30 minutes	00:14	Yes	Yes
7, N7	Brighton Marina to Hove	B&H Buses	Yes	6 minutes	10-15 minutes	N/A	Yes	Yes
12, 12A, 12X, 13X	Eastbourne to Brighton	B&H Buses	Yes	Every 10 min 12/12 A combined 12X Express every 20 minutes 13X Express every 30 minutes in summer	10-15 minutes (combined)	23:55 (Eastbourne), 00:20 (Seaford)	Yes	Yes
14, 14A, 14B, 14C	Newhaven to Brighton	B&H Buses	Yes	15 minutes	15-35 minutes	23:43	Yes	Yes

16	Hangleton to Portslade Health Centre	Subject to tender	Supported by BHCC	Hourly	Hourly	21:00 (from Portslade)	Yes	No
17	Brighton to Horsham	Stagecoach	Yes	30 Minutes (Brighton to Henfield) Extends to Partridge Green/ Horsham (Hourly)	Hourly	21:00 (to Horsham), 22:00 (to Henfield)	Yes	Yes
18	Queens Park to Brighton Station	B&H Buses	Yes	15 minutes	20 minutes	00:20	Yes	Yes
21,21A, 21E	Brighton Marina to Goldstone Valley	B&H Buses	Section within Goldstone Valley funded by BHCC	15 minutes (eastern section) 30 minutes (western section)	Hourly	23:06 (to Goldstone Valley) 23:55 (to Whitehawk)	Yes	Yes
22	Woodingdean to Churchill Square	B&H Buses	Yes	20 minutes	30 minutes	23:45	Yes	Yes
23	University of Sussex to Brighton Marina	B&H Buses	Yes	30 minutes	Hourly	23:40 (from Marina)	Yes	Yes
24	Churchill Square to Hollingbury via Coldean	B&H Buses	Yes	20 minutes	20-30 minutes	23:44	Yes	Yes
25, 25X, N25	Universities to Portslade	B&H Buses	Yes	25 6-7 minutes 25X 5 minutes (during term time)	10 minutes	N/A	Yes	Yes
26	Hollingbury to Churchill Square	B&H Buses	Yes	20 minutes (10 if include 46)	30 minutes	00:02	Yes	Yes
27, 27C	Saltdean to Westdene	B&H Buses	Yes	15 minutes	20-30 minutes	00:15 (Saltdean) 23:50 (Westdene)	Yes	Yes
28, 29, 29X	Tunbridge Wells to Brighton	B&H Buses	Yes	10 minutes to Lewes 30 minutes to Uckfield 30 minutes to Tunbridge Wells 30 minutes to Heathfield & Eastbourne	30 minutes to Lewes	20:40 (Tunbridge Wells) 23:10 (Uckfield) 00:40 (Lewes)	Yes	Yes

37/37B	Meadowview to Bristol Estate via city centre, Hanover and Queens Park	Compass Travel	Supported by BHCC	30 minutes from Meadowview to city centre with extra hourly journey to Lewes Road Sainsbury's 30 minutes from Bristol Estate Hourly from Hanover and Queens Park	40 minutes	23:44 (to Bristol Estate), 23:25 (Meadowview)	Yes	Yes
46	Hollingbury to Southwick	B&H Buses	Yes	20 minutes (increasing to 10 minutes alongside 2 and 26 on Ditchling Road)	30-60 minutes	23:24	Yes	Yes
47	Saltdean to Benfield Valley	Subject to tender	Supported by BHCC and ESCC	Hourly	Hourly	22:48/ 23:20 (from city centre)	Yes	Yes
48	Lower Bevendean to Churchill Square	B&H Buses	Yes	20 minutes	30 minutes	23:57	Yes	Yes
49	East Moulsecoomb to Portslade	B&H Buses	Yes	10 minutes	15-20 minutes	00:01 Moulsecoomb) 23:58 (Portslade Station)	Yes	Yes
50	University of Sussex to Churchill Square via Hollingdean	B&H Buses	Yes	15 minutes	20 minutes	00:09	Yes	Yes
52	Patcham to Woodingdean via Ovingdean	Subject to tender	Supported by BHCC	Hourly	Hourly	23:01/ 23:32 (from city centre)	Yes	Yes
77	Palace Pier to Devil's Dyke	B&H Buses	Part funded by BHCC (prior to the Covid-19 pandemic included contribution from National Trust)	45 minutes (summer only)	Hourly (summer only)	20:35 (from Devil's Dyke, summer)	Yes	Yes
78	Brighton Station to Stanmer Village	B&H Buses	Supported by BHCC	Hourly	N/A	17:45 (from Stanmer Village)	Yes	Yes

79	Brighton Station to Ditchling Beacon	B&H Buses	Supported by BHCC	No weekday service			Yes	Yes
270	Brighton to East Grinstead	Metrobus	Yes	Hourly	N/A	19:45	Yes	Limited
271	Brighton to Crawley via Haywards Heath	Metrobus	Part funded by University Hospitals Sussex NHS and BHCC	Less than hourly	Less than hourly	22:31	Yes	Limited
272	Brighton to Crawley via Haywards Heath and Three Bridges	Metrobus	Part funded by WSCC and NHS	Less than hourly	Less than hourly	21:31	Yes	No
273	Brighton to Crawley via Hurstpierpoint	Metrobus	Part funded by BHCC/ WSCC	Hourly	N/A	19:00	Yes	Yes
700, N700	Brighton to Portsmouth	Stagecoach	Yes	12 minutes	15-20 minutes	23:58 (to Worthing) (no last bus on Friday and Saturday)	Yes	Yes

Appendix E:

Partner letters of support

Nicoletta Bertoldi
Brighton & Hove City Council
Hove Town Hall
Norton Road
Hove BN3 3BQ

29 April 2025

Dear Nicoletta

Refreshed Brighton & Hove City Council Bus Service Improvement Plan

I am writing to confirm the wholehearted support of Brighton & Hove Buses and Metrobus for the refreshed Bus Service Improvement Plan developed in partnership with bus operators across the council's area, including ourselves.

We have long valued the partnership between the company and the council, and this has produced many successful developments in the provision of public transport. The BSIP, and the Enhanced Partnership, has supercharged this over the past couple of years and we look forward to continuing to deliver on its ambition, provide a real opportunity to advance public transport provision for the communities we serve. It is clear that this has become critical to the success of the climate change strategies being developed across the nation and to the recovery of the economic and social life of our cities, towns and rural areas.

We have seen great successes with the 1X express route and the various fare initiatives. We look forward to working with you to deliver our next express route and various other service improvements across the city. We also look forward to seeing the opening of the planned new bus priority schemes.

The Council's commitment to delivering on this BSIP is matched with our own and we will be contributing materially alongside the council in terms of our own investments and expenditure to help deliver on the government's national strategy for bus services and our shared ambitions for the vital role buses will play. This is evidenced by the 44 new buses being delivered to the city this summer and the 29 planned new electric buses in 2026.

This BSIP will make a significant contribution to decarbonisation, air quality improvement, social inclusion and cohesion, place making and economic wellbeing. We look forward to continuing the high degree of collaboration that has brought the BSIP this far, and with a successful BSIP funding bid, the opportunity to make it a reality for the people we all serve.

Part of **GoAhead**

14th April 2025

To Whom it may Concern

I am writing to confirm our support for the BSIP Refresh 2025 document produced by Brighton & Hove City Council.

As a local bus operator we have always worked closely with BHCC. We have been pleased to help them produce this document and will obviously continue to be fully involved in the future implementation of these plans once they have been agreed.

We ourselves are keen to play our part in improving bus services by investing in new low or zero emission buses and continuing to invest in new and improved ticketing technology and passenger information.



Chris Chatfield

Managing Director



Nicoletta Bertoldi
Senior Project Manager
Brighton & Hove City Council
Hove Town Hall
Norton Road
Hove
BN3 3BQ

6th May 2025

Dear Nicoletta,

Letter of Support for the Brighton & Hove Bus Service Improvement Plan (BSIP)

Stagecoach South is delighted to provide this letter of support for the Brighton & Hove BSIP. We value our involvement in the development of the revised BSIP.

We are pleased that the BSIP shows great ambition for how Brighton & Hove City Council and local bus operators will work together to further improve the quality and reliability of bus services in the city. Continued investment in the appropriate measures and enhancements is vital in reducing bus journey times, improving the network and removing the barriers to travel.

This investment will help support more sustainable economic growth and enable people to access jobs, services and make valuable social connections more easily and quickly by bus, making a significant contribution towards tackling congestion, more efficient use of the highway and helping to influence the elevated levels of modal share, rarely seen outside of London.

We are looking forward to working with Brighton & Hove City Council, building upon our existing successes to deliver the next phase of improvements, generating further growth and increasing customer satisfaction levels in all areas.

R. Vince

Rob Vince
Business Development Manager
Stagecoach South

