



Hertfordshire



Bus Service Improvement Plan For Hertfordshire



What is a BSIP?

- ❖ The National bus strategy (published 2021) set out an ambitious vision to dramatically improve bus services in England. This in order to reverse the recent shift away from public transport and encourage passengers back to the bus.
- ❖ Bus Service Improvement Plans (BSIPs) are how Local Transport Authorities, working closely with local bus operators, and local communities will set out the vision, delivering a step-change in bus services
- ❖ HCC submitted a BSIP and have received 29.7m in funding over three years. Fewer than half of authorities received funding

Key Ambitions

Increased frequency of services	1
Increase Real time information at bus stops	2
Bus priority measures such as bus lanes to quicken journey times	3
Buses running later in the evenings	4
Increase the range of multi-operator and smart tickets	5
Flexible ticketing options	6
Upgrade the Intalink mobile ticketing app	7
Demand Responsive Transport options	8
Wi-Fi available at bus stops	9
USB charging at bus stops	10

Areas of focus

- ❖ Bus Service Corridors
- ❖ Bus Priority
- ❖ Fares and Ticketing
- ❖ Demand Responsive Transport
- ❖ Bus Shelter information and improvement
- ❖ Enhanced marketing

Improve frequencies on existing corridors

Focus on five main towns:

Hertford,
Stevenage,
St Albans,
Watford,
Hemel Hempstead

Introduce New Links

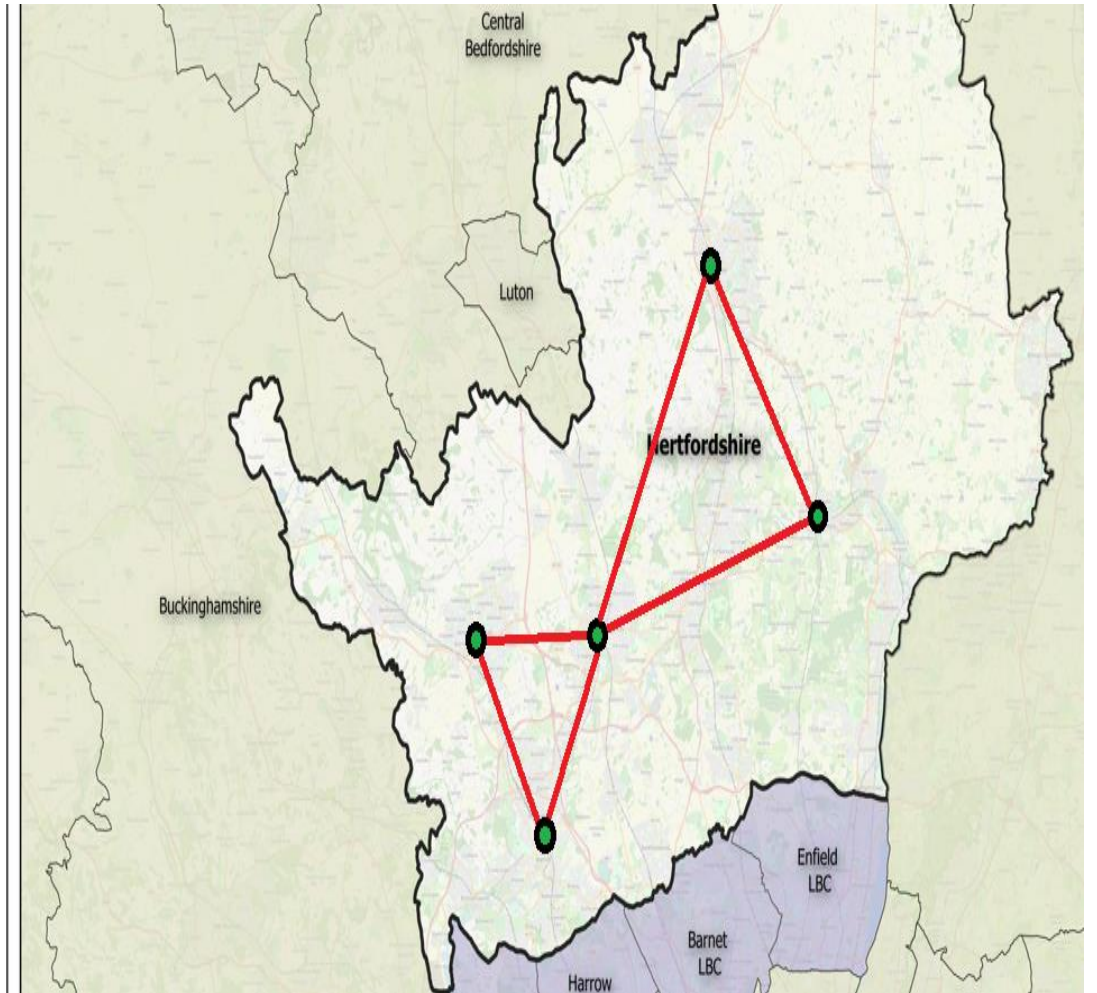
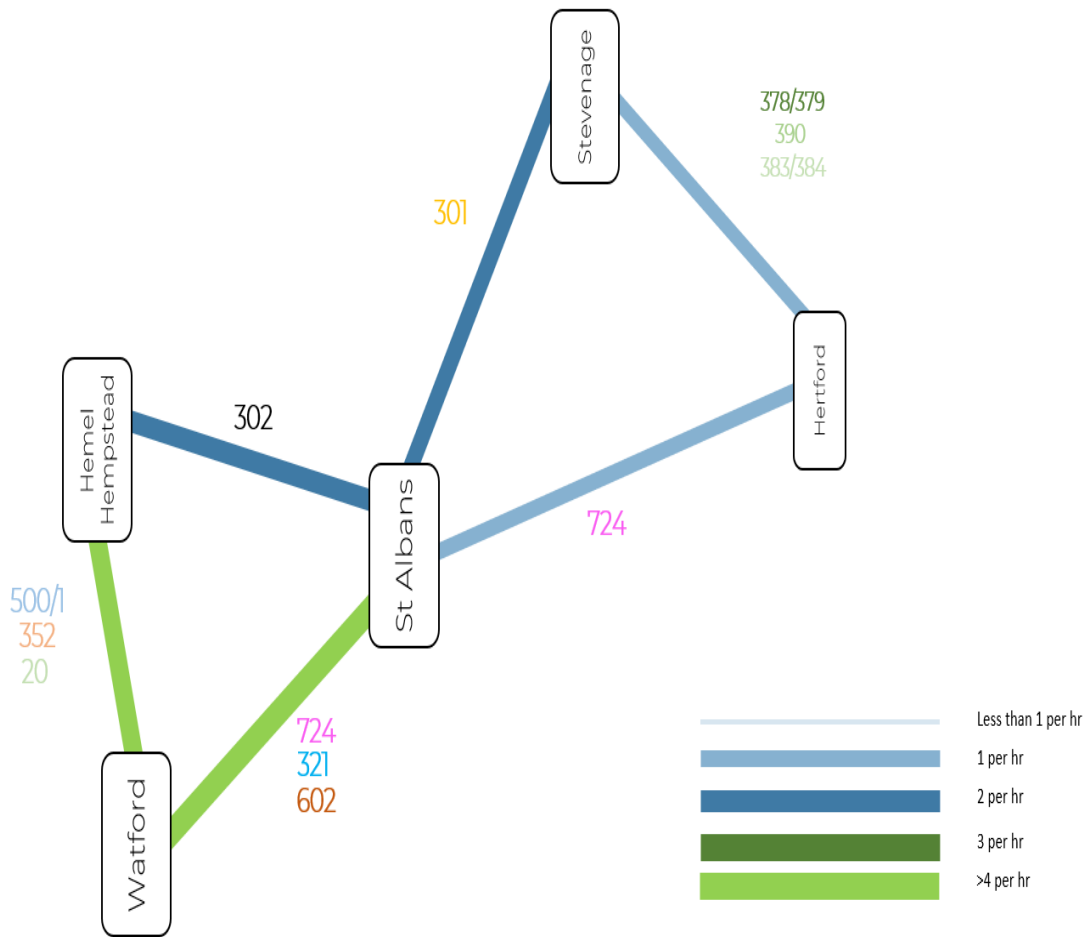
Augment key corridors with new services providing additional links and provide new links on the secondary network where this demonstrated value for money

Enhance Evening / Weekend Travel

Focus improvements on a core midweek period of 0700-1900 but look to extend the benefits later into the evening and across the whole week with new services and frequency uplifts

Expand DRT Services

Build on the success of HertsLynx by reviewing the value of some fixed links on the secondary network and replacing with DRT where greater flexibility can connect at key points to the core network



24 Jun 2021 at 15:05 Refresh

Service	Destination	Stand	Time
302	Hemel Hempstead, Marlowes		15:22
302	St Albans		15:22
302	Hemel Hempstead, Marlowes		15:52
302	Hemel Hempstead, Marlowes		16:21
302	Hemel Hempstead		16:51



A better passenger experience



Funded by
UK Government

Connecting with Hertford just got easier.

Stevenage to Hertford up to every 30 mins with bus routes 390 and 907.

Connect Herts.

Visit: intalink.org.uk/connectherts

The Intalink logo is located in the bottom right corner of the graphic. It features the word 'Intalink' in a stylized font with a circular arrow around it.

A better passenger experience



Demand Responsive Transport in Hertfordshire

- Awarded £1.4 million from DfT's Rural Mobility Fund
- DRT "Zone" with additional key hubs in 6 surrounding towns
- Operational Mon – Saturday 07:00 – 19:00
Sundays & Bank Holidays 10:00 – 16:00
- New expanded hours Friday and Saturday evenings until 2330

Future plans and expansion

- Expand existing service to Operate every Friday & Saturday from 20:00 – 23:30 (commenced mid April 2023)
- Expand current zone to serve more towns and rural areas (Autumn 2023)
- Introduce a new HertsLynx service to the west of the county (Autumn 2023)
- Pilot Community Transport providers utilising technology to operate HertsLynx style services
- Pilot a more integrated Dial A Ride service with HertsLynx



The poster features the HM Government logo at the top left. The HertsLynx logo, which includes a green lynx silhouette, is prominently displayed in the upper center with the tagline 'Rapid, on demand travel'. A green diagonal banner in the top right corner reads 'COMING SOON'. Below the logo, the text 'New Evening Service on the HertsLynx!' is written in green, followed by 'Operating from 8pm – 11:30pm every Friday & Saturday*'. The central illustration depicts a blue HertsLynx van parked on a street at night, with a cinema and a restaurant in the background. The cinema sign says 'Cinema' and 'MOVIES', and the restaurant sign says 'Restaurant'. The scene is lit with warm streetlights and a crescent moon is visible in the dark sky. At the bottom, the text 'Launching on Friday 14th April 2023' is written in white. The footer contains the website 'www.intalink.org.uk/hertslynx', the Intalink logo, and the Hertfordshire logo.

HM Government

HertsLynx
Rapid, on demand travel

COMING SOON

New Evening Service on the HertsLynx!
Operating from 8pm – 11:30pm every Friday & Saturday*

Launching on Friday 14th April 2023

For more information, please visit: www.intalink.org.uk/hertslynx
*evening services will not operate on bank holidays

Intalink Hertfordshire

Dial a Ride x HertsLynx

Integration in the back end and front end to provide sustainable services

Dial a Ride vehicles (12 across the county) rebranded and now have booking technology

First integration pilot in Autumn 2023





Conclusion

- Bus Service Improvement Plan in progress and ambitious
- HertsLynx embedded as a brand and service – how does it evolve
- Integrated transport model – how do we further remove silos
- How do we remove the bus vs demand responsive binary choice