

**SUFFOLK ENHANCED PARTNERSHIP BOARD**  
**29<sup>TH</sup> JULY 2022**

**Attendees:** Councillor Alexander Nicoll (Chair), Calum Poole, Timothy Stephenson (Suffolk CC), Steve Wickers (First Bus), Steve Bryce (Ipswich Buses) Andrew Pursey (Border Bus) and David Boden (Stagecoach East)

**Apologies:** Simon Barnett and Paul Horne (Suffolk CC)

Item		Action
1	The Chair welcomed the Members of the third meeting of the EP Board. Timothy Stephenson agreed to minute the meeting.	<b>TS</b>
2	<p>Calum Poole introduced a series of slides for the EP “Obligation Tracker”. The Board felt that a rating was needed to determine progress or slippage on these items. Steve Wickers proposed a RAG rating (Red Amber Green):</p> <p><b>Red</b> - being in imminent danger of slippage,  <b>Amber</b> – on track and still in scope and  <b>Green</b> – completed</p> <p><b>The Board agreed to adopt the RAG system</b></p> <p>Calum to update obligation tracker dashboard on a weekly basis. This would allow check on progress, amend dates if necessary or apply new resources as required. Output to be reviewed at future Board meetings.</p> <p><b>The Board agreed to adopt this system</b></p>	<p><b>ALL</b></p> <p><b>CP</b></p>
3	<p><b>Obligations List</b></p> <p>i. <b>Bus Priority</b> – The sub-group looking at Bus Priority will meet for the first time on 2<sup>nd</sup> August 2022. The Ayr Road Traffic Regulation Order (TRO) is being implemented to facilitate bus movement and access to stop.</p> <p>ii. <b>Traffic Signal Priority</b> – work is ongoing. The bus priority working group will also feed into the wider Suffolk Local Transport Plan (LTP) and the initial draft of the LTP is due in the autumn of 2022. There is a master list of priorities which lists the various road junctions due for improvement. Norwich Road is the most recent example of an intervention. Suffolk CC signal engineers are reviewing works undertaken at Norwich Road because some faults have been reported by bus operators. Calum will provide an update to the next EP Board.</p> <p>iii. <b>Moving Traffic Enforcement Surveys</b> – there appears to be a few issues with the initial data return. Plans are in place for the ANPR camera sites but still awaiting legal advice before these are made public.</p> <p>iv. <b>Branding</b> – The Chair referred to a previous discussion on branding where Suffolk on Board (SoB) was chosen as the preferred option. David Boden asked if more bus related destinations could be added to the SoB site; for example day trips by bus, historic sites or seaside destinations. <b>The Board agreed to explore this option.</b></p>	<p><b>CP</b></p> <p><b>CP</b></p> <p><b>ALL</b></p>

	<p>v. <b>Ticketing</b> – David Boden had recently led on a discussion about “Plus Bus” with Greater Anglia. He suggested there could be some bus/train synergies that could be better used. The recent DfT announcement on a £2 flat fare trial was discussed. The Board had mixed feelings about this; the idea is good because it promotes bus as a viable option (especially in the current financial climate) but how will this work long-term in a rural area? How will Operators be reimbursed? <b>The Chair suggested the Board ask Transport East for a steer. Timothy Stephenson will raise this at the next TE meeting.</b> Suffolk CC and Bus Operators were meeting on 1<sup>st</sup> August for a discussion on options for a multi-Operator ticketing scheme. Simon Barnett will report back to the Board</p> <p>vi. <b>Catch the Bus Month</b> – The bus Operators were all keen to promote bus use – but why limit any campaigns to just a single month, why not do regular campaigns throughout the year. The Chair suggested we open up further discussion in AOB.</p> <p>vii. <b>The Passenger Charter</b> – Norfolk have launched their Charter. The Chair was keen Suffolk EP do the same. The Charter is ready, but we need Comms input. Timothy Stephenson will contact Mark Langford in the SCC Press Office. <b>The afternoon of 12<sup>th</sup> August was decided on as the launch date.</b> The Chair suggested we also do a PR type launch for the EP at the same time. Simon Barnett will liaise with Bus Operators to get a bus related photo opportunity arranged.</p>	<p>TS</p> <p>SBa</p> <p>TS</p> <p>SBa</p>
4	<p><b>AOB</b></p> <p><b>Ideas for Promoting Bus Use:</b></p> <p>I. <b>Raise Awareness every Month</b> - remind people of locations within Suffolk that you can already get to by bus and promote these</p> <p>II. <b>Pub Bus</b> – David Boden explained how he had promoted a real ale trail by bus in a former employer. This could work in Suffolk and would help preserve and promote village pubs.</p> <p>III. <b>Park &amp; Ride</b> – needs greater promotion especially around commuter travel. It was pointed out that parking (especially in Ipswich) is often discounted, and this is counter-productive if the aim is to ease congestion, promote cleaner air etc. The Chair reminded the Board that parking was a District Council function.</p> <p>IV. <b>Dementia Travel</b> – Steve Bryce told the Board of work he was doing with a local charity to break down barriers for people with dementia. This was a very positive scheme and was warmly received by the Board.</p> <p>V. <b>Integrated Ticketing</b> – relating to previous Board discussions on Plus Bus but also closer working with Train Ops like GA. Also, greater cooperation between bus Ops.</p> <p><b>The Board decided to set up a Marketing sub-group who would look at promotion, social media campaigns and press releases. The Chair suggested Mark Langford should be asked to join this group. Simon Barnett to pull the group together before the next Board meeting please, nominations to join the group to Simon Barnett.</b></p>	<p>ALL SBa</p>

	There being no further business the Chair closed the meeting (on time) at 11.30am	
5	<b>Date and Time of the next EP Board Meeting</b> <b>26<sup>th</sup> September 2022 – update post meeting – Teams meeting only, rescheduled to 10:00</b>	<b>ALL</b>