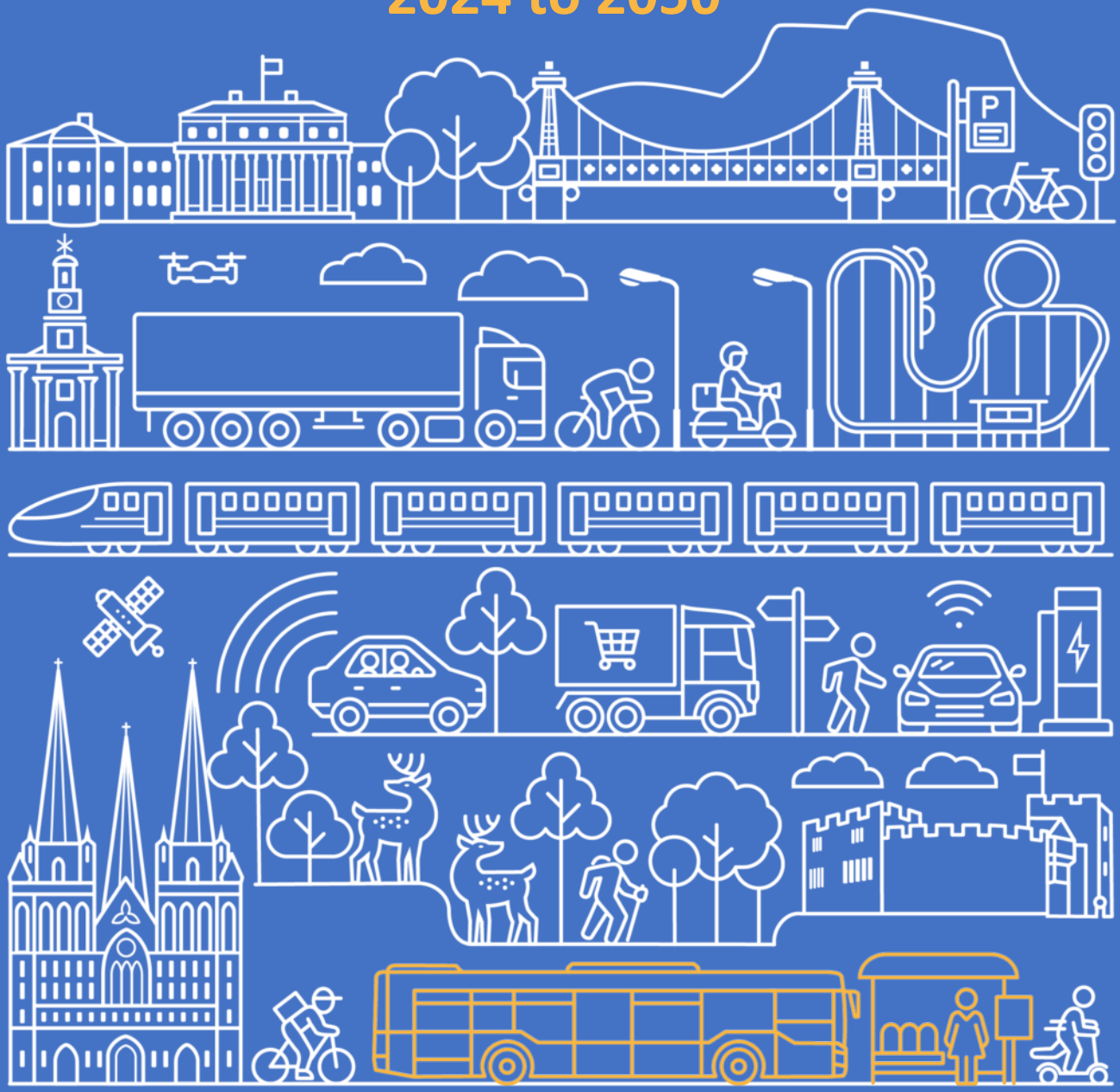
STAFFORDSHIRE

Bus Service Improvement Plan

2024 to 2050



Staffordshire County Council

Staffordshire Bus Service Improvement Plan, 2024 to 2050

Contents

		Page
Section 1:	Our Bus Vision	1
Section 2:	Current Bus Offer	6
Section 3:	Achievements since 2021/22	40
Section 4:	Improvements programmed for 2024/25	44
Section 5:	Ambitions for 2025-2050, and Priorities for Bus Service Improvements from 2025/26 to 2028/29	52
Objective 1:	Bus services take people where they want to go, at a time that is right for them	54
Objective 2:	Bus journeys are expeditious and run on-time	57
Objective 3:	Bus fares are simple to understand and cheaper than car travel	60
Objective 4:	Ticketing is seamless between bus services and integrated across transport modes	63
Objective 5:	Bus passengers have a strong voice and influence regarding how the bus network runs	64
Objective 6:	Bus infrastructure is accessible, safe and well-maintained	66
Objective 7:	Bus information is widely available, in various formats, and accessible to all	71
Objective 8:	Buses are accessible, zero emission, with high-quality on-board environments	73
Section 6:	Targets, Monitoring and Reporting	76

Appendix A: Cabinet Report 19 June 2024: Staffordshire's BSIP 2024
Appendix B: Overview of Staffordshire
Appendix C: Capability to Achieve Sustainable Travel
Appendix D: Estimated weekly mileage of bus operators
Appendix E: Breakdown of Staffordshire's bus services
Appendix F: Bus Stop Accessibility

Appendix G: Bus Stop Information and Infrastructure Design Guide
Appendix H: Bus Stop Patronage levels in Type 1 settlements
Appendix I: Bus Journey Time Reliability in Type 1 settlements
Appendix J: Transport Operations and Future Connectivity Team - Organisational Chart
Appendix K: Theory of Change Model

Foreword

I am delighted to present Staffordshire's new Bus Service Improvement Plan (BSIP), which sets out how the council, together with its partners, will rejuvenate the county's bus network. The BSIP was approved by Cabinet on 19th June 2024 (Appendix A). Although the County Council does not run buses, the authority performs a vital role in shaping public transport provision acting in its role as the Local Transport Authority.

Buses are the best used form of public transport and an efficient user of road space. They provide an essential public service to residents and visitors. Unfortunately, the county's existing bus network does not serve people as well as it should. The problems are diverse and complex.

Fundamentally, bus travel needs to be accessible; cheap, ideally cheaper than a car; and it needs to take people where they want to go, at a time that is right for them. This means early morning and late evening services for the shift worker; accessible vehicles for the mobility impaired; flexible travel options for the out-patient; and a modern bus fleet for the person who wants to work during their commute.

I want buses to be a popular choice for travel in our towns - not because you don't own a car, but because it makes sense to do so as it is cheap, convenient, and better for the environment. Whilst it is unrealistic for our rural areas to have the same level of bus services as our towns, it is vital that everyone can access affordable and convenient public transport. Staffordshire's bus network must be adaptable and offer solutions that are tailored to the communities they serve.

This is easier said than done, considering that Staffordshire has seen a year-on-year decline in bus passenger numbers for well over a decade. The COVID-19 pandemic exacerbated the decline, and bus passenger numbers remain significantly below pre-pandemic levels, despite the introduction of the £2 fare cap.

We were disappointed not to secure central government funding for our first BSIP. We have learnt from this and now set out a clear and realistic vision to create a sustainable bus network and encourage more people to choose a bus as their preferred form of transport. The BSIP, along with our emerging Local Transport Plan, puts buses at the heart of our sustainable transport offer and contributes to many of the council's wider objectives: connecting residents to jobs and education, reducing carbon emissions, and improving public health.

I am delighted that the BSIP is supported by the Staffordshire Enhanced Partnership whose members are fundamental to the Plan's delivery. The BSIP has also secured the backing of a wide range of stakeholders, who will act as our critical friends during its delivery and evaluation.

Finally, this document has the support of my colleagues, and collectively, we are determined to deliver its ambitions, along with those contained in our forthcoming Local Transport Plan. We will continue to listen to the public - the people who live and work across Staffordshire - to make sure that this BSIP is working for them and delivering the changes to buses that they want to see.

Section 1: Our Bus Vision

In March 2021, the UK Government published its National Bus Strategy, which set out its vision to significantly improve bus services in England. It sought to reverse the decline in bus use, particularly since the Covid-19 pandemic, and encourage more people to use buses.

To support the ambitions of the National Bus Strategy, we published our first Bus Service Improvement Plan (BSIP) in October 2021. We requested funding of £113m to make the county's buses more frequent, more reliable, easier to understand and use, cheaper, and greener. We were unsuccessful in this request for several reasons, including that it lacked specific details regarding which services we would prioritise and why. Learning from this and having collected further data and engaged with wider stakeholders, we have taken the opportunity to review how we will support the National Bus Strategy at a county level.

Table 1: Ambitions of the National Bus Strategy

The National Bus Strategy aims to make buses:
• More frequent
• Faster and more reliable
• Easier to understand
• Cheaper
• Easier to use
• Better to ride in
• Accessible and inclusive by design
• More comprehensive
• Greener
• Innovative
• Seen as a safe mode of transport
• Better integrated with other modes and each other

The BSIP covers the administrative area of Staffordshire County Council. A description of Staffordshire, including the demographic and economic data that was used to inform this BSIP is set out in Appendix B.

The BSIP covers the period up to 2050 - aligning to the timescale of the emerging Staffordshire Local Transport Plan (LTP). It also seeks to complement the LTP's vision, which is by 2050, Staffordshire will have:

A net-zero transport system that supports sustainable economic prosperity, healthy, safe and inclusive communities, and excellent quality of life for residents, whilst seeking to enhance the built and natural environments.

Wider council strategies and plans that the BSIP supports, include:

- The Staffordshire Economic strategy: 2023-2030, and the Rural Economic Strategy: 2023-2030. These Strategies seek to improve the county's economic prosperity. The BSIP will support this by improving access to workplaces, schools, higher and further education, town centres and high streets.

- The Staffordshire Health and Wellbeing Strategy: 2022-2027. This Strategy seeks to protect the health and quality of life of Staffordshire's residents. The BSIP will support this by encouraging bus use, which improves local air quality. Bus use also increases physical activity levels as the first and last leg of bus travel generally requires the user to walk or cycle.
- The Staffordshire Visitor Economy Action Plan: 2022-2025. This Plan seeks to create a joined-up experience, encouraging visitors to stay longer. The BSIP will support visitors to access our main tourist destinations and help them travel around the county.
- The Staffordshire Walking and Cycling Infrastructure Plan: 2021-2031. This Plan aims to make walking and cycling the natural choices for shorter journeys or as part of a longer journey. The BSIP will support this as every journey on a bus, tends to start and end in a walk or cycle.
- The emerging Staffordshire Communities Strategy. This Strategy seeks to empower groups and individuals to volunteer in their local area for the benefit of their fellow residents. The BSIP will support this by connecting neighbourhoods and enabling access to community services.

The BSIP seeks to give residents and stakeholders clarity regarding the vision for the county's bus network. Delivering the vision will require effective strategic and local planning, together with meaningful engagement, greater partnership working and sustained funding. For example, by working closely with the county's district and borough councils, we need to ensure the BSIP's objectives and proposals are embedded within their Local Plans.

The BSIP vision is that by 2050, Staffordshire will have:

A sustainable bus network and more people choosing to travel by bus as their preferred form of transport.

This vision will be achieved by ensuring:

- Buses take people where they want to go, at a time that is right for them.
- Bus journeys are expeditious and run on-time.
- Bus fares are simple to understand and cheaper than car travel.
- Ticketing is seamless between bus services and integrated across transport modes.
- Bus passengers have a strong voice and influence regarding how the bus network runs.
- Bus infrastructure is accessible, safe and well-maintained.
- Bus information is widely available, in various formats, and accessible to all users.
- Buses are accessible, zero emission, with high-quality on-board environments.

The BSIP focuses on:

- Updating baseline data to 2023/24, including highlighting our achievements since 2021.
- Describing the improvements we have and will make up to the end of 2024/25.
- Setting out objectives and a set of proposals for bus service improvements from 2025/26 to 2028/29, including our asks of our partners to help deliver the BSIP's vision.
- Describing the monitoring regime that will track progress towards the objectives and meeting the BSIP's vision.

The Staffordshire Enhanced Partnership, which comprises bus and community transport operators, has been involved in preparing the BSIP. It was formed in August 2023 and provides a forum for collaborative conversations regarding how bus services can better meet the needs of Staffordshire's residents and visitors.

Using the knowledge and expertise within the Enhanced Partnership, proposals have been identified where it is believed, that with appropriate levels of financial support, new and enhanced provision could deliver sustainable growth across the county's bus network. Members have told us the:

- Barriers they face, which hamper passenger growth.
- Support they need from us and partner organisations to create a sustainable bus network and make bus travel the preferred mode of transport.

The Enhanced Partnership has agreed to contribute to the delivery of the BSIP and forthcoming LTP, including but not limited to:

- Helping to improve bus services.
- Supporting residents with mobility impairments and those without access to a private motor vehicle.
- Seeking to improve and integrate 'other' transport services.
- Promoting alternatives to private motor vehicles.
- Promoting the use of low-emitting vehicles and vehicle efficiency.
- Reducing emissions from road transport.

Members also recognise that improvements are needed in relation to:

- Taking action to increase patronage on existing routes.
- Collecting and sharing data, knowledge and learning.
- Reviewing and procuring bus services.
- Recruiting and retaining bus drivers and support staff.
- Trialling and/or applying innovative service solutions.
- Adopting technology to control, influence and monitor services.
- Understanding the customer experience.

In light of this document, the Enhanced Partnership Agreement will be reviewed to include:

- Milestones that will help deliver the BSIP's vision and objectives.
- Key performance indicators that relate to the 'asks' of our partners.

In preparing the BSIP, we have engaged with residents[1] and stakeholders, including:

- Asist Advocacy Services
- Support Staffordshire
- Destination Staffordshire
- Staffordshire Public Health
- District and Borough Councils
- Midlands Connect
- Staffordshire Taxi Licencing Group
- Staffordshire Neuro Diversity Partnership
- Staffordshire LTP Project Board
- Better Health Staffordshire
- Staffordshire Sustainability Board
- Staffordshire Council for Voluntary Youth Services
- Staffordshire Economic Board

Text Box 1: Staffordshire Youth Parliament

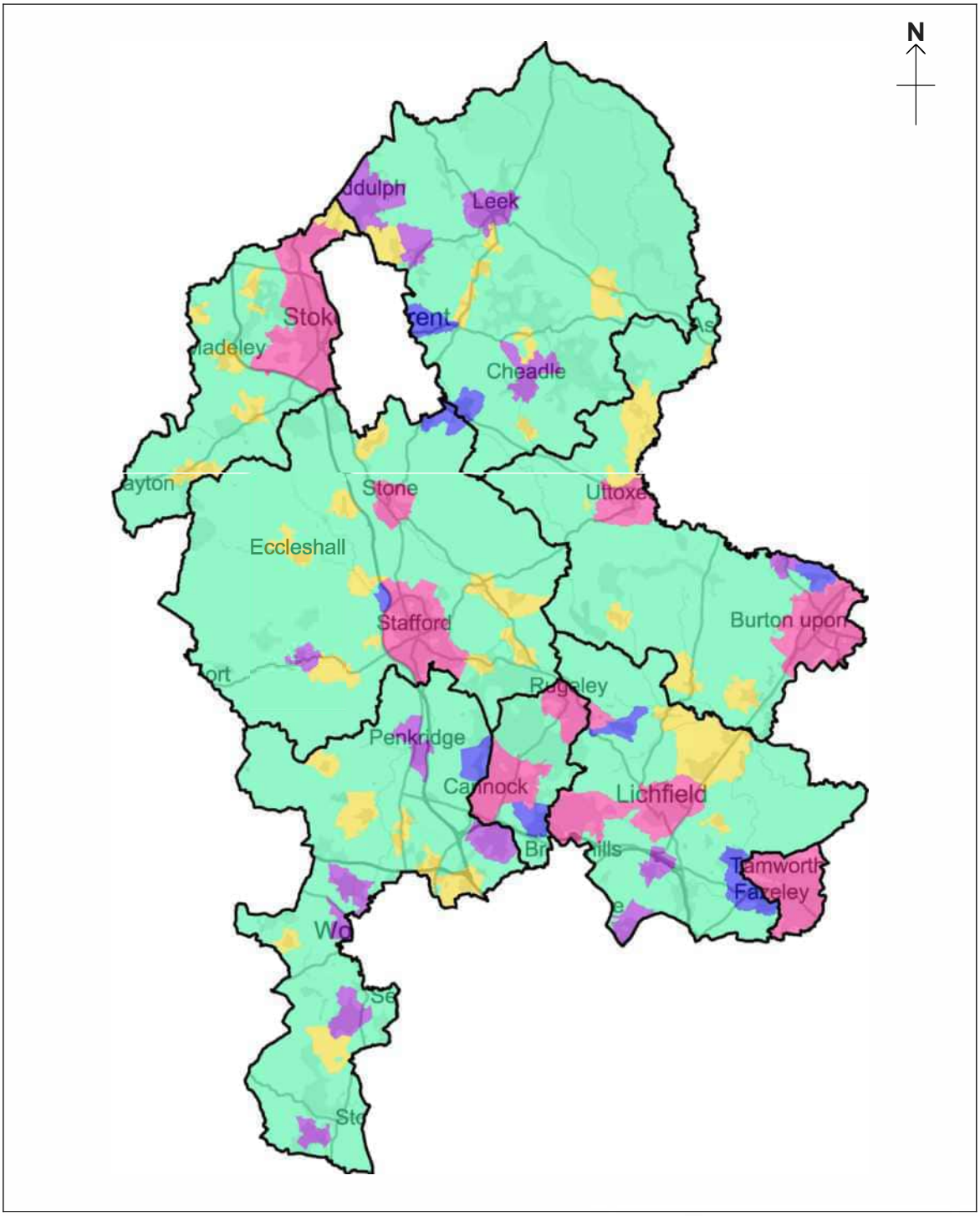
As part of the ongoing engagement for the emerging LTP, Staffordshire Youth Parliament met in May 2024 to discuss public transport and how it could be improved to meet the needs of young people. As well as frequency, reliability, and cost, they also raised issues of safety, both at bus stops and on vehicles. They explained that travel by train was simpler as they knew where to find the necessary information and found it easier to understand. Further engagement and joint working is planned with the Youth Parliament, including the production of a short video, explaining how to find and read bus information and how to catch a bus.

A one-size-fits-all approach to increasing bus passenger numbers will not succeed in Staffordshire. For example, in our rural areas, where passenger numbers are low, bespoke approaches may be more suitable, such as demand responsive services and taxi-buses. Similarly, more tailored approaches may also be required to run evening and Sunday services across both urban and rural settings.

Whilst we will ensure that everyone has access to public transport, we will focus investment on places that have the greatest potential to sustain and grow passenger numbers. To help us identify the right locations we have applied our Capability to Achieve Sustainable Travel (CAST) Model, which we developed to inform the emerging LTP. It is based on a settlement's likelihood to move to sustainable travel options. For example, sparsely populated areas are less likely to move to sustainable travel options because they are unlikely to sustain a frequent bus service, and walking and cycling journeys are too long to be viable alternatives to car travel. The travel characteristics found in each CAST type can be found in Appendix C and Figure 1 shows the county broken down into CAST settlement types.

[1] Via the 'Let's Talk Staffordshire' online Portal, at the Staffordshire County Show, and at libraries in Kidsgrove, Biddulph, Rugeley, Cheslyn Hay, Great Wyrley, Burntwood, Norton Canes, and Leek.

Figure 1: Staffordshire's Capability to Achieve Sustainable Travel Model, August 2023



Section 2: Current Bus Offer

A summary of the strengths and weaknesses of Staffordshire's bus network is summarised in Table 2. This has been prepared following analysis of the county's existing bus offer and engagement with stakeholders. It provides a sense of the scale and complexity involved in achieving the BSIP's vision.

Table 2: Strengths and weaknesses of Staffordshire's existing bus network

Ambitions of the National Bus Strategy .. *to make buses:*	**Strengths**	**Weaknesses**
More frequent	• 15-minute frequency services in Tamworth, Cannock and Keele.	• No 10-minute frequency services anywhere in the county.
Faster and more reliable	• Lichfield to Burton and Lichfield to Tamworth express services.	• Inter-urban services are required to serve many communities extending journey times. • Impact of temporary traffic management measures in urban areas. • Just two thirds of bus services run on time, between 60% to 80% of the time.
Easier to understand	• Some operators have excellent websites, including journey planners. • Rollout of RTPI infrastructure.	• No central source of bus information. • Place names and service numbers can be confusing, especially for visitors. • Frequent timetable changes. • Some operators do not have websites. • Not all operators have the software to share RTPI data.
Cheaper	• National £2 Fare cap. • Staffordshire Knot ticket. • Smart Ticket (Newcastle only).	• Family and group tickets not available from all operators or well-advertised. • Limited competition between operators on key corridors. • Plusbus not advertised within Staffordshire for rail and bus combined journeys.
Easier to use	• Electric buses are being introduced, which will provide a high-quality experience. • Enhanced Partnership has committed to introducing a passenger charter.	• Some bus stops do not have raised platforms. • First time bus passengers do not always know how to catch a bus and where to seek information. • Perception that bus drivers are unhelpful.
Better to ride in	• Operators investing in new vehicles when commercially viable.	• Few buses with WiFi, air conditioning and high-quality seating and interiors.

	• Electric buses are being introduced, which will provide a high-quality experience.	
Accessible and inclusive by design	• All buses are low-floor with ramps. • Enhanced Partnership is committed to introducing travel assistance cards. • Statutory and enhanced concessionary fare schemes.	• Few vehicles with next stop announcements and visual displays. • Some bus stops do not have raised platforms. • Aging bus fleet.
More comprehensive	• Ongoing efforts to fill in the gaps of provision within available resources. • 56% of bus services operate on a commercial basis. • Many cross-boundary bus routes.	• Limited evening and Sunday services. • Significant number of households are not within 400m of an hourly or better bus service.
Greener	• Electric buses are being introduced, which are zero emitting. • Operators invest in newer, greener vehicles when commercially viable.	• Half of buses are lower than Euro VI emissions standard. • Profitability limits investment in new vehicles and supporting infrastructure for zero emission buses.
Innovative	• Staffordshire Knot ticket. • Moorlands Connect and Border Car - demand responsive transport serving remote rural areas. • Enhancements to the concessionary fare scheme.	• No hydrogen filling station accessible for Staffordshire's operators. • Profitability limits investment in new vehicles and charging infrastructure for zero emission buses.
Seen as a safe mode of transport	• Bus stop infrastructure survey is providing the data required to improve safety at stops. • High prevalence of CCTV on buses with operators continuing to expand.	• Poor perception of security at some bus stops • Poor levels of satisfaction regarding safety whilst using bus services. • Low levels of road traffic collisions involving buses, as well as low levels of crime.
Better integrated with other modes and each other	• Plusbus is available in Staffordshire for rail ticket purchasers. • Proximity of bus stops to rail stations e.g. Stafford, Lichfield, Burton and Kidsgrove.	• Bus services are not timed to coincide with rail services. Frequent timetable changes for both modes make this challenging.

The remainder of this section provides greater detail on key aspects of Staffordshire's current bus offer, including its composition, performance, and views of the public and/or passengers.

2.1 Bus Operators

There are 19 bus operators in the county, operating over 200 separate services (Table 3). The biggest operator in terms of the number of services is Diamond Bus EM who run 20% of the county's bus services. Other large operators include D&G, Chaserider, Select and Arriva Midlands. Collectively, these five operators run almost two-thirds (64%) of all bus services in the county and 64% of all commercial services. The remaining 14 operators, run just over one-third (36%) of the county's bus services and 36% of all commercial services.

Table 3: Staffordshire Bus Operators, 2023

Operator	Operating Group Size	Staffordshire Depot	Estimated Service Mileage per week in Staffs	% Mileage operated per week	Number of vehicles in operation on Staffs services
A&M Group	None	No	17.2	0.0%	1
Aimee's	None	Yes	1,529.5	1.0%	3
Arriva	Big	Yes	28,170.1	17.7%	36
Ashbourne Little Bus*	None	No	46.4	0.0%	1
Banga	None	No	955.2	0.6%	4
Bennetts Travel	None	Yes	809.3	0.5%	1
Chaserider	Smaller	Yes	30,770.4	19.4%	50
D&G	Smaller	No**	18,961.3	11.9%	56
Diamond Bus	Smaller	Yes	1,426.6	0.9%	4
Diamond Bus EM	Smaller	Yes	24,574.5	15.5%	61
First Potteries	Big	No**	18,243.8	11.5%	90
High Peak (Bowers)	Smaller	No	660.0	0.4%	2
National Express WM	Big	No	14,215.6	8.9%	54
Stagecoach	Big	No	823.0	0.5%	8
South Derbyshire Coaches	None	Yes	342.0	0.2%	1
Select Bus	None	Yes	10,995.9	6.9%	42
Stantons	None	Yes	428.5	0.3%	2
TrentBarton	Smaller	No	5,940.5	3.7%	12

* Commercial arm of Ashbourne Community Transport.
** Depots in Stoke-on-Trent.

Two bus services are run by non-bus operators:

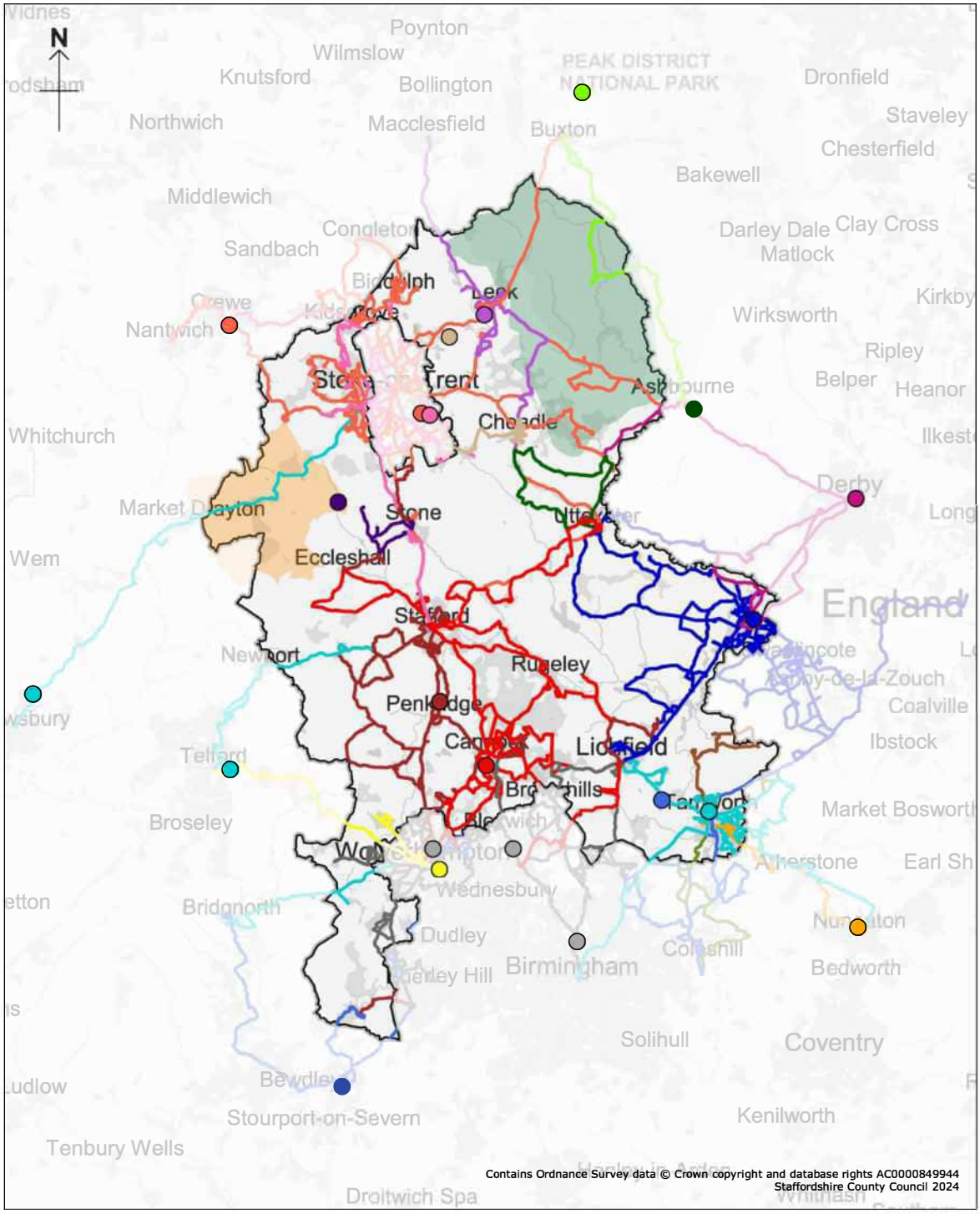
- Kinver Community Transport run a fixed route circular bus service in the village on Tuesdays, Wednesdays and Fridays.
- Staffs Border Travel operate Staffordshire Border Car, which is a demand responsive service for people living in the west of the county, without access to a regular bus service or who cannot use public transport due to a disability or mobility difficulty.

In terms of the distance travelled by local services, Chaserider covers the most miles per week, followed by Arriva, and Diamond Bus EM. The disparity between the number of services provided and the miles travelled is due to the nature of the services. For example, Diamond Bus EM runs relatively shorter services and runs almost half of the county's school and college day only services (47%). The map in Appendix D shows the estimated weekly mileage of all bus operators in the county across their networks.

Nine operators run services from depots in the county and tend to cover specific areas as shown in Figure 2. For example, Arriva have a depot in Tamworth and predominantly run services in the south and east of the county, whereas First has a depot in Stoke-on-Trent and runs services in the north. The largest operator in terms of vehicle fleet is Diamond Bus EM who operate 61 buses from their Burton depot.

Since the first BSIP was published, 3 bus operators - Hulleys of Baslow, Notts & Derby, and Scraggs Coaches have ceased operating local bus services in the county. One operator, Midland Classic, has been taken over by Rotala PLC and re-named Diamond Bus EM.

Figure 2: Staffordshire's Bus Routes, Depots and Operators' areas of operation, August 2023



2.2 Bus Fleet

Staffordshire's combined bus fleet comprises over 430 vehicles. Profit levels and mandatory air quality policies are the main drivers for investment. Clean Air Zones in areas such as Birmingham are likely to affect how operators cascade vehicles throughout their fleets which can be detrimental to the fleet within Staffordshire. However, operators are committed to investing in Staffordshire where possible.

Many operators have already made significant steps to improve their emissions through purchasing vehicles that meet the latest Euro standard - Euro VI. Half (50%) of the county's bus fleet meet this standard.

Staffordshire is soon to get its first electric buses, which are seen as one way to providing a cleaner, greener, and more sustainable public transport system. Electric buses significantly reduce harmful pollutants such as nitrogen oxides (NOx) and particulate matter.

All vehicles operating a registered local bus service must meet the minimum accessibility criteria set out in Public Service Vehicle Accessibility Regulations (PSVAR) 2000 for vehicles of their class, age, and type. This includes ramps or lifts for wheelchair passengers, colour contrasting to help visually impaired people identify stanchions, and provision of a wheelchair space.

The age profile of Staffordshire's bus fleet means that only some provide facilities such as Wi-Fi. Very few buses currently have audio-visual announcements, meaning that passengers who are unfamiliar with the route, or who are hard of hearing or visually impaired, are unsure when to get off the bus.

Most buses are fitted with closed-circuit television (CCTV) systems. Where they are not, the operator is in the process of procuring it. CCTV acts as a deterrent to potential criminal activity and antisocial behaviour on buses. It also allows for immediate intervention, whether it be alerting the depot or Police, or the driver intervening to diffuse the situation. Every bus operator has procedures in place so that the driver could immediately contact the depot should an incident occur.

2.3 Bus Drivers

The actions and attitudes of bus drivers and the service they provide, can help to improve passenger trust and can encourage greater use of bus services. Bus drivers are the face of the bus company and can play a vital role in retaining bus passengers.

Bus drivers must complete 35 hours of training every 5 years. As well as anticipating, assessing, and adapting to risks of the road and those posed by other traffic users, the training also covers dealing with emergency situations on and off the bus, passenger comfort and safety, and passenger interactions (including with disabled passengers and children). According to the National Highways and Travel (NHT) Public Satisfaction Survey 2023, compared to local authorities that have similar characteristics to Staffordshire, the county is ranked 13th out of 15 in

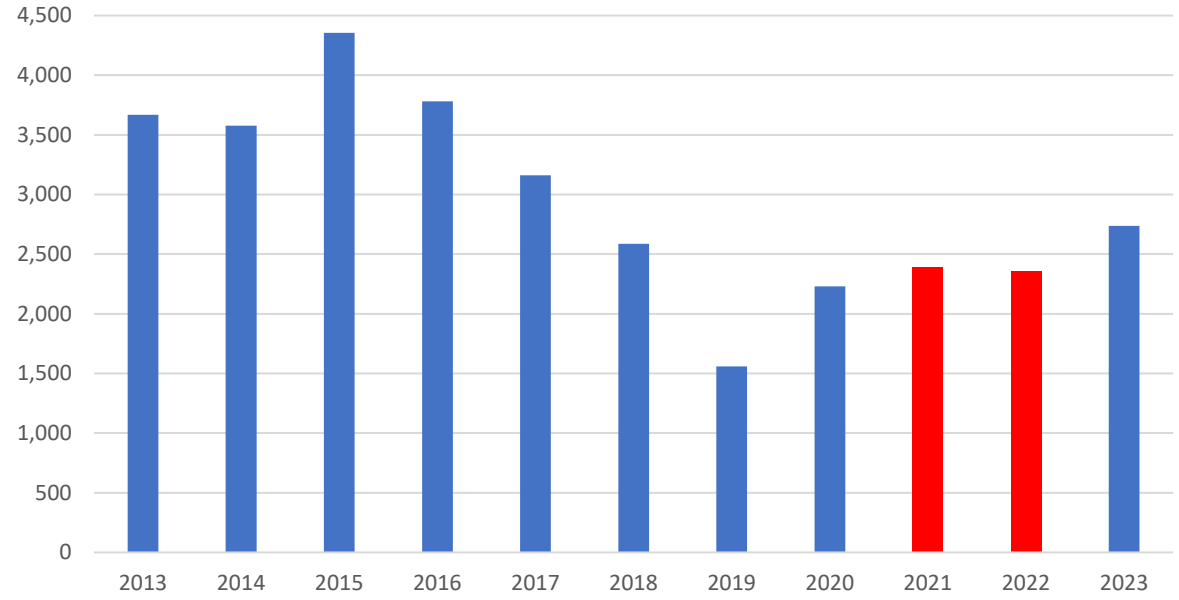
terms of public satisfaction with the helpfulness of drivers. Staffordshire scored 64%, whereas the lowest authority scored 62% and the highest, 74%. This level of satisfaction is demonstrated by feedback collected by Asist Advocacy Services. Asist are a local organisation that work alongside people with physical and learning disabilities and mental health conditions. In 2023, they collected feedback on bus travel by their users, which included drivers not giving sufficient time for people to sit or vacate the bus; and drivers showing their impatience when dealing with neurodiverse passengers who have got anxious whilst travelling on the bus.

Driver recruitment and retention remains a key issue; one local operator reported a 100% turnover of staff in one year. Anti-social hours and poor remuneration remain the main reasons. Some operators are trying to accommodate drivers' requests for different working patterns, while others are looking at apprenticeships, career-switching roles for over-50s, fast-tracking foreign drivers, and employing part-time and casual staff. Operators report that it is not just a shortage of bus drivers, but they are also seeing a shortage of vehicle technicians.

2.4 Revenue Funding for Bus Services

The annual amount paid by the council and national Government (at current prices) to support local bus services is shown in Figure 3. Overall, the amount has fallen by almost £1m over the last decade. However, since its low in 2019, the amount has started to rise.

Figure 3: Annual Public Sector Spend (£ thousands) on Bus Services in Staffordshire, 2012/13 to 2022/23



2021-2022 COVID restrictions in place

Sources of revenue funding, which the council invests into public transport provision is set out in Table 4, and Table 5 sets out the sources of revenue grant aid.

Table 4: Revenue Funding Spent on Bus Services in Staffordshire, 2020/21 to 2023/24 (£m)

Source of Revenue Funding	Year			
	2020/21	2021/22	2022/23	2023/24
SCC Core Funding	0.5	0.8	1.3	1.6
Grant aid	0.7	0.7	1	1.6
Total	**1.2**	**1.5**	**2.3**	**3.3**

Table 5: Revenue Grant Aid Spent to on Bus Services in Staffordshire, 2020/21 to 2023/24 (£m)

Sources of Grant Aid	Year			
	2020/21	2021/22	2022/23	2023/24
Bus Service Operators Grant	0.7	0.7	0.7	0.7
Local Support Grant	-	0.007	0.1	0.1
Local Transport Fund	-	-	0.2	0.6
Bus Service Improvement Plan	-	-	-	0.2
Total	**0.7**	**0.7**	**1**	**1.6**

2.5 Capital Funding for Bus Services

The sources of capital funding for local bus services over the last four years is set out in Table 6, and Table 7 shows the range of measures this funding has supported.

Table 6: Sources of Capital Funding on Bus Services in Staffordshire, 2020/21 to 2023/24 (£m)

Source of Capital Funding	Year			
	2020/21	2021/22	2022/23	2023/24
Sec 106	0.02	0.002	0.018	-
3rd Party Contributions	0.05	0.034	0.014	0.002
DfT (IT Block)	0.21	0.062	0.035	0.060
Revenue (to support capital schemes)	-	0.062	0.055	0.038
External Grant	-	-	0.046	0.131
Total	**0.28**	**0.16**	**0.167**	**0.230**

Table 7: Capital Expenditure on Bus Services in Staffordshire, 2020/21 to 2023/24 (£m)

Capital Expenditure	Year			
	2020/21	2021/22	2022/23	2023/24
Bus information	0.25	0.068	0.13	0.166
Bus infrastructure	0.01	0.002	-	0.062
Bus priority	0.02	0.06	0.02	-
Rural Mobility	-	0.03	0.01	-
Studies	-	-	0.01	0.0015
Total	**0.28**	**0.16**	**0.167**	**0.230**

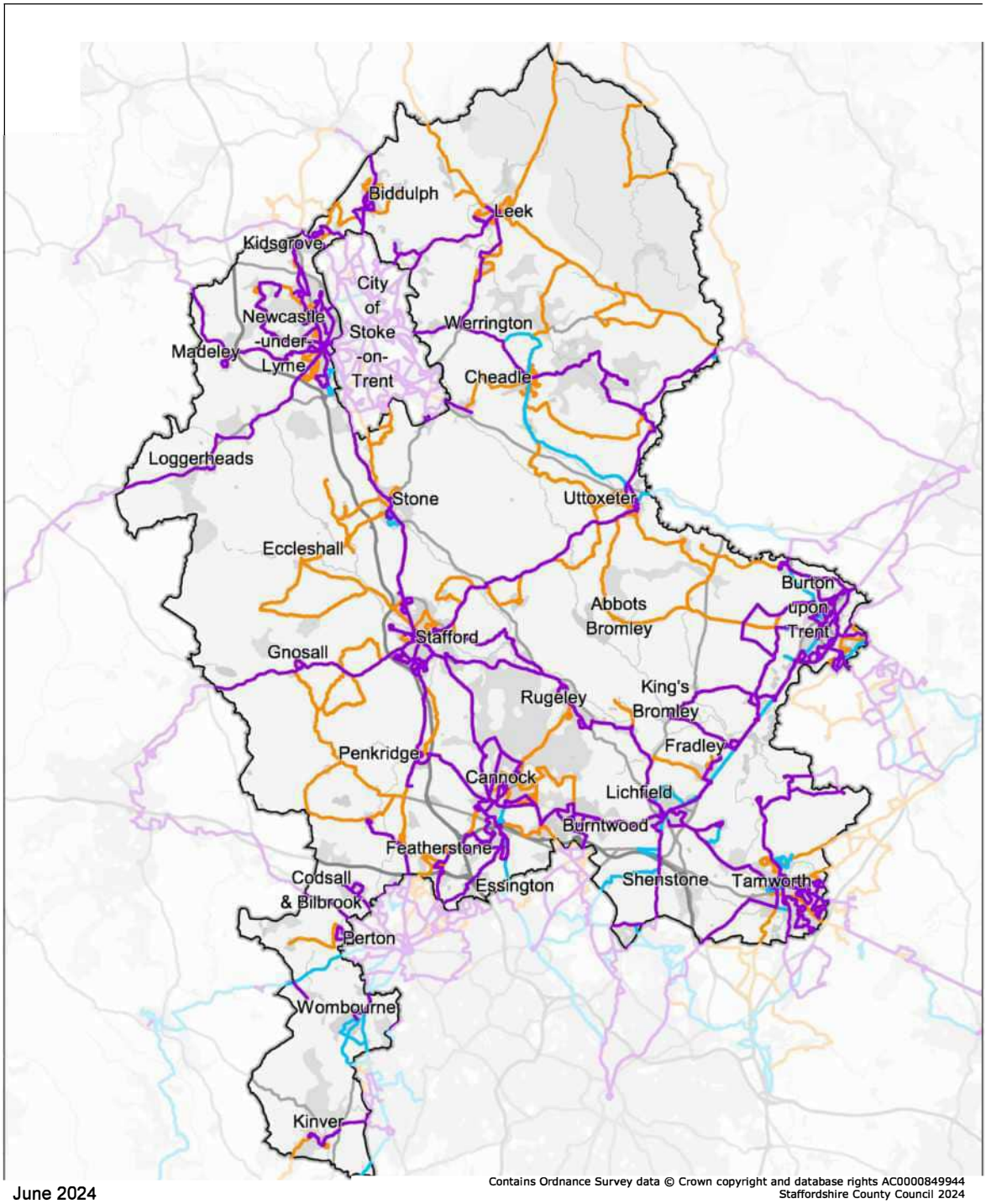
2.6 Bus Services

There are over 200 bus services operating in the county, comprising:

- Approximately 60% commercial services, requiring no financial support from the council.
- Approximately 40% socially and economically necessary services, requiring financial support from the council. These range from town circulars, inter-urban routes, demand responsive, weekend, and evening services.

The bus services are mapped in Figure 4.

Figure 4: Commercial and Subsidised Bus Network in Staffordshire, June 2024



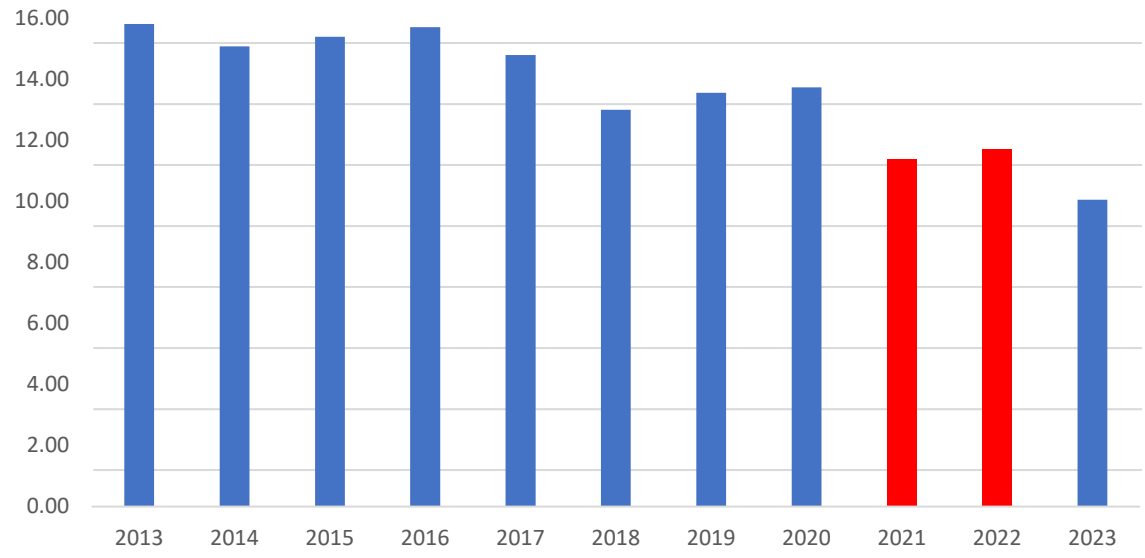
Of the socially and economically necessary bus services, over half are fully funded by the council; one third are part funded; and over 10% are fully or partly funded by third parties. For example, service 93 (Biddulph – Biddulph Moor) is part funded by Biddulph Town Council.

Sixty registered bus services cater predominately for education needs and run on school and/or college days only. In 2023/24, £1.68m was spent on school transport passes that can be used on designated local bus services. This funding comes from the Transport Operations and Future Connectivity's budget rather than from Education. In part, this is because these services are beneficial to residents as it gives them more travel options.

Almost half of all bus services in the county are cross-boundary. The busiest routes are travelling to Stoke-on-Trent (e.g. 3/3A/4/4A, 9, 25 and 101), Derbyshire (e.g. 8, 9 and Villager) and the West Midlands conurbation (e.g. 110 and X51). These destinations play an important role, providing employment, further and higher education, cultural activities, and secondary health care provision. Appendix E provides a summary of Staffordshire's local bus services.

Over the last 10 years, there has been a fall in the distance travelled by both commercial and socially and economically necessary bus services (Figures 5 and 6 respectively[2]) and the proportion of supported bus services has also fallen (Figure 7). There are many reasons for this, including a rise in operational costs and car ownership levels; reimbursement for concessionary fares not covering the actual costs; and the change in travel patterns following the COVID-19 pandemic.

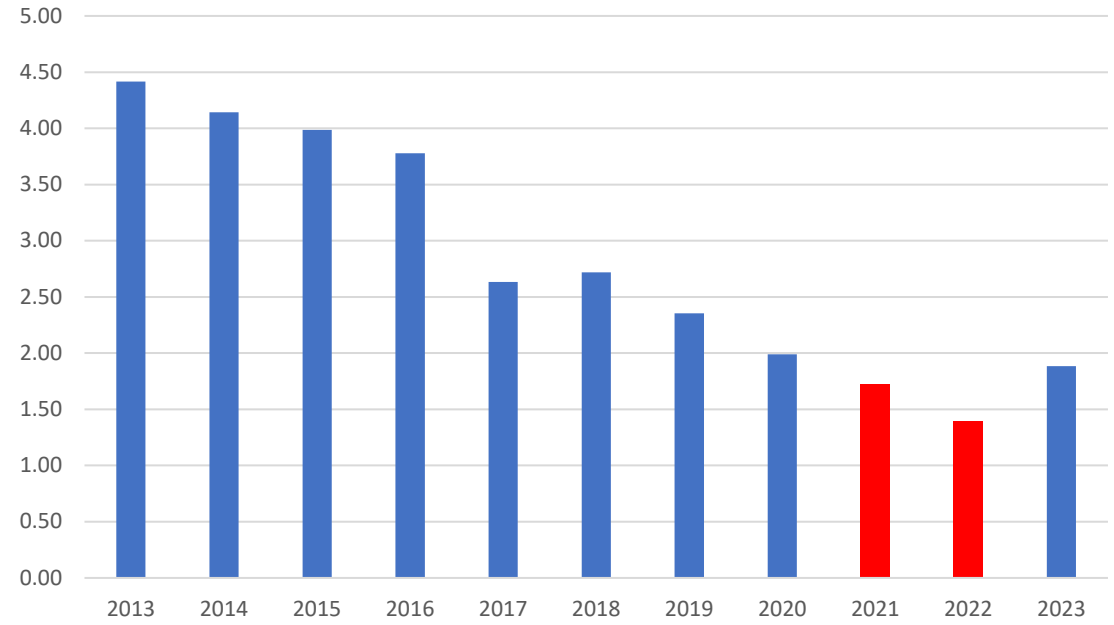
Figure 5: Annual Distance Travelled (in million kms) by Commercial Bus Services in Staffordshire, 2012/13 to 2022/23



2021-2022 COVID restrictions in place

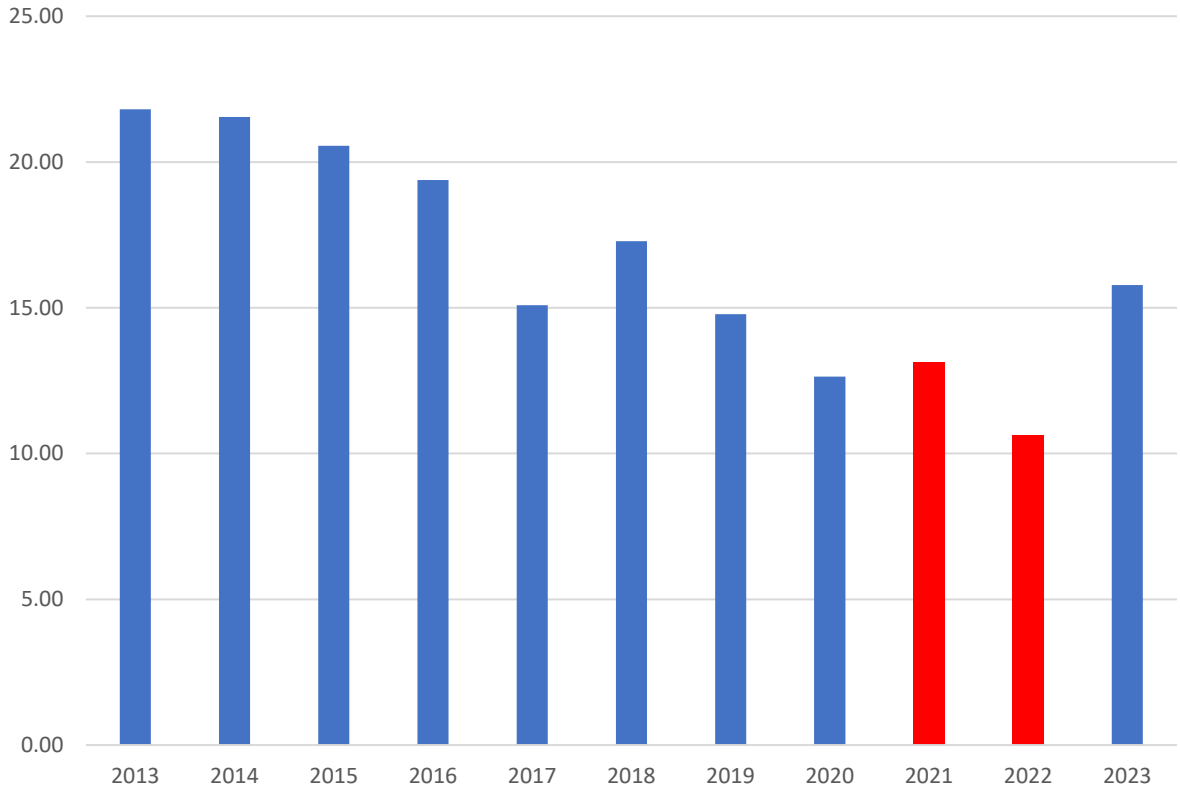
[2] Source: Department for Transport Table BUS02d_km.

Figure 6: Annual Distance Travelled (in million km) by Supported Bus Services in Staffordshire, 2012/13 to 2022/23



2021-2022 COVID restrictions in place

Figure 7: Annual Proportion of Supported Bus Services in Staffordshire, 2012/13 to 2022/23



2021-2022 COVID restrictions in place

2.7 Bus Frequencies

Bus frequencies vary across the county. For example, in our Type 1 settlements, many services operate a minimum of half-hourly, with some routes operating every 15 minutes. The frequencies are less and more variable on our inter-urban routes. Beyond these, in our Type 5 settlements, provision is sparse, and in some places, it is as little as one bus a week. Staffordshire's settlement types are shown on Figure 1.

There are two demand responsive transport services operating in the county - Moorlands Connect and Staffordshire Border Car. They offer an affordable and flexible bus service for people living in their project areas who are not served by a bus route and for whom cycling is not a viable alternative. They are also an invaluable feeder service, allowing passengers to connect onto the fixed route bus network to travel into larger towns and cities.

Text Box 2: Moorlands Connect

Booked via a mobile app or telephone, Moorlands Connect provides door-to-door transport in the northeast part of Staffordshire Moorlands. It operates 7 days a week in the summer and 6 days a week in the winter. It picks up and drops off passengers anywhere in the project area, taking them to Leek, Ashbourne and Buxton. It can also connect to scheduled buses that go to Cheadle, Macclesfield, Hanley and Derby.

Figure 8: Bus Passenger Boarding Moorlands Connect

The service has been operating in various forms since 2010 and has undertaken over 20,000 journeys since this time. It has been funded by the Rural Mobility Fund since 2021. It had three-years funding with the fourth year being funded by the County Council.

The viability of Moorlands Connect is continually reviewed as the subsidy per passenger is high. At the same time, it is recognised that it plays a vital role in one of the county's most sparsely populated areas.

In 2018, around 40% of subsidised services were withdrawn due to budgetary pressures. This was done in a way that we retained the greatest number of daytime journeys, whilst minimising the public subsidy per passenger trip. This now means that across the county, there is limited bus provision during the evenings and on Sundays.

2.8 Bus Fares

Taking the bus is an affordable way to travel and is cheaper than running a car (Text Box 3). Since the COVID-19 restrictions ended, bus operators have sought to cater for post-pandemic travel patterns and have worked with central Government to deliver the national £2 fare cap[3], which is due to stop at the end of 2024. There are just a handful of smaller bus operators that have not registered to accept the £2 fare.

Text Box 3: Cost of bus travel vs car ownership

Bus travel is cheaper than owning a car. An annual Smart Ticket, operating in Stoke-on-Trent and Newcastle, is £400 for an adult. The average annual cost of running a car in the UK is around £3,580, although individual expenses can vary depending on car type, mileage, etc[4].

The Staffordshire Knot ticket provides unlimited travel all day across the county for £7 and the Smart Ticket provides unlimited travel in Stoke-on-Trent and Newcastle for £3.50. Aside from these two tickets, individual bus operators offer their own fare options, many of which are cheaper and wider ranging than the Knot ticket.

Young people are often reliant on buses, yet the cost of bus use is a particular challenge for them. Speaking with members of the Staffordshire Youth Council, transport plays an important role in their lives – it helps them connect to new experiences, to become independent and to develop their identities. For many however, the cost of bus travel is a barrier to them accessing the places, opportunities, and people they need to help them to thrive. Getting young people to view buses as their preferred mode of travel is important as it will instil good travel behaviour, delaying the time, or removing the need, for car ownership.

Accessing information about fares can be a barrier to bus travel. Not all bus operators have websites and where they do, they are often difficult to navigate and carry information about their own fares and tickets only.

Compared to local authorities that have similar characteristics to Staffordshire, the county is ranked 9th out of 15 in terms of public satisfaction with bus fares. Staffordshire scored 53%, whereas the lowest authority scored 49% and the highest, 63%.

3 Adult single fare for any length of journey.
4 Marsh Finance, Unveiling the True Cost of Car Ownership in the UK in 2024, Will Marsh, 1 February 2024.

2.9 Bus Tickets

The Staffordshire Knot is a multi-operator ticket that covers over three-quarters (77%) of the county's bus network. The ticket costs £7 for unlimited travel all day. The Knot ticket was introduced in 2019 and since then it has been issued almost 60,000 times. As shown in Table 8, there was a dramatic decrease in ticket sales in 2023/2024. This is because one big operator withdrew from the scheme and the £2 fare cap was introduced at the beginning of 2023.

Table 8: Annual Number of Staffordshire Knot Tickets Issued, 2019/20 to 2023/24

	Year			
	2019/20	2021/22	2022/23	2023/24
Knot tickets issued	8,805	16,883	33,285*	12,593**

* One operator saw a significant increase in Knot ticket sales in 2022/23.
** One operator withdrew from the Knot ticket scheme in 2023/24 and a cheaper, alternative day ticket was introduced in areas boarding Stoke-on-Trent, which made the Knot ticket less competitive.

Bus passengers in Newcastle can make use of the Smart Ticket, which operates across the wider Potteries area. An adult day ticket is £3.50, although there are also weekly, monthly, quarterly, and annual Smart Cards available.

A PlusBus ticket gives you unlimited bus travel on participating bus operators when a rail ticket is bought. For example, buying a PlusBus ticket on a train to Stafford rail station, means passengers can travel on any bus service on the Arriva, Chaserider, D&G, First, and Select Bus networks. An adult day ticket is £3.90, although there are also weekly, monthly, quarterly, and annual PlusBus tickets available.

Midlands Connect and other strategic partners[5] are developing a single national back-office solution for multi-operator contactless ticketing, which will include both bus and tram services. It will be similar to a 'pay as you go' scheme like the Oyster card in London. It will allow passengers to have unlimited travel within a defined area for a daily, weekly, or monthly price, which is capped.

Children receive discounted travel on all of Staffordshire's bus services, but the eligibility and discount vary between operators.

[5] DfT, West Midlands Combined Authority and Project Coral - a consortium of bus operators.

2.10 Bus Infrastructure

We have a vested interest in the provision and maintenance of bus stops as they are the first point of contact between the passenger and the bus service. The spacing, location, design, and condition of bus stops, and its assets (e.g. information provision, seating, lighting, etc.), significantly influences a passenger's experience and, in some instances, can be a barrier to use. Therefore, bus infrastructure must be integrated, accessible, safe, well-maintained, welcoming and comfortable.

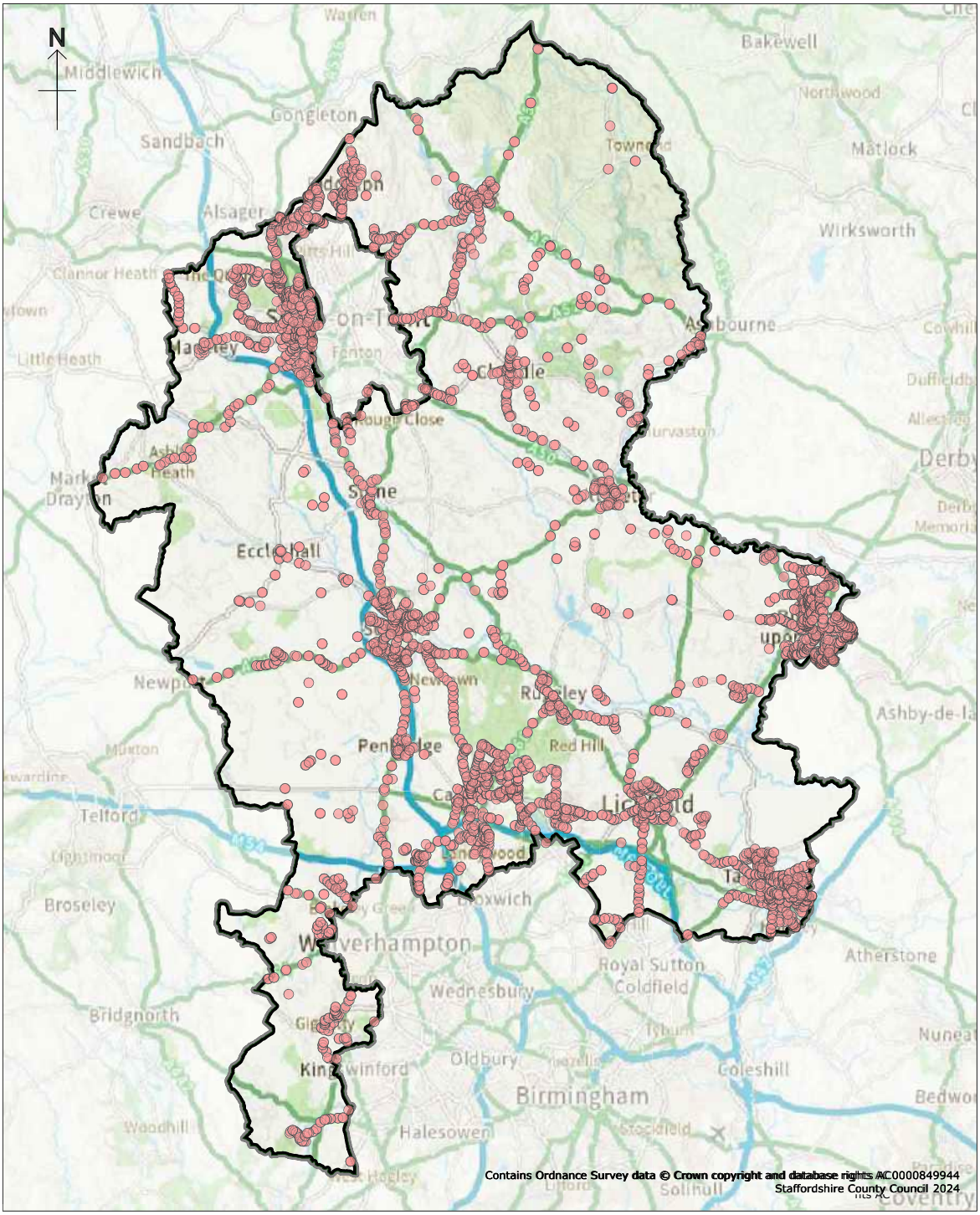
There are 4,049 bus stops across the county (Figure 9) and their locations by district are detailed in Table 9. Figure 10 shows the locations of RTPI infrastructure in 2024.

We are part way through a survey of all bus stops in the county, looking at their facilities, assessing their condition and compliance with DDA requirements. Initial findings indicate that overall, 36% of stops do not display any travel information and 75% of stops do not have a shelter. For many of these stops the location or physical space available does not allow for a shelter. Just over half of the stops surveyed so far do not have a pedestrian dropped kerb or a raised platform to enable accessible boarding. Once completed and analysed with passenger boarding data, we will be able to target our resources where the greatest value will be generated. Figure 11 shows the locations of the county's accessible bus stops, and Appendix F shows the locations in Type 1 settlements.

Table 9: Breakdown of Bus Stops in Staffordshire

Bus Stop by Type	District / Borough								Total
	Stafford	East Staffs	South Staffs	Lichfield	Cannock	Tamworth	Moorlands	Newcastle	
Bus stops in district	592	690	459	427	403	323	533	608	**4035**
Shelters in district	199	145	107	94	115	118	131	179	**1088**
Shelters owned and maintained by SCC	27	4	4	3	36	3	52	77	**206**
RTPI displays	43	34	2	11	26	16	5	16	**154**
Free standing bus totems	-	2	-	-	-	1	-	6	**9**

Figure 9: Location of Staffordshire Bus Stops, 2024



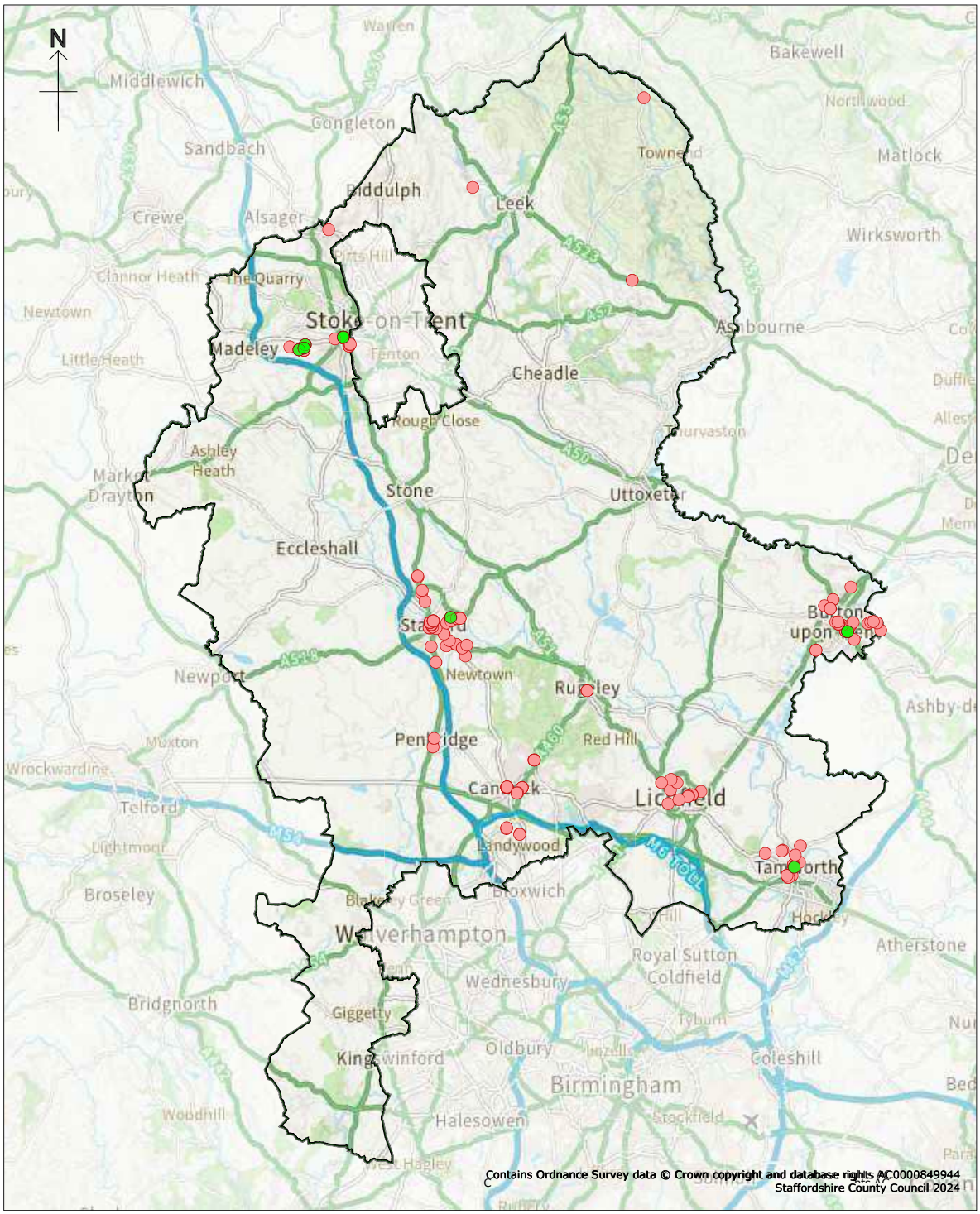
Locations of Bus Stops

Staffordshire County Council

Bus Stop Locations Countywide

Scale: 1:650000

Figure 10: Location of RTPI Infrastructure, 2024



Totem RTPI Locations

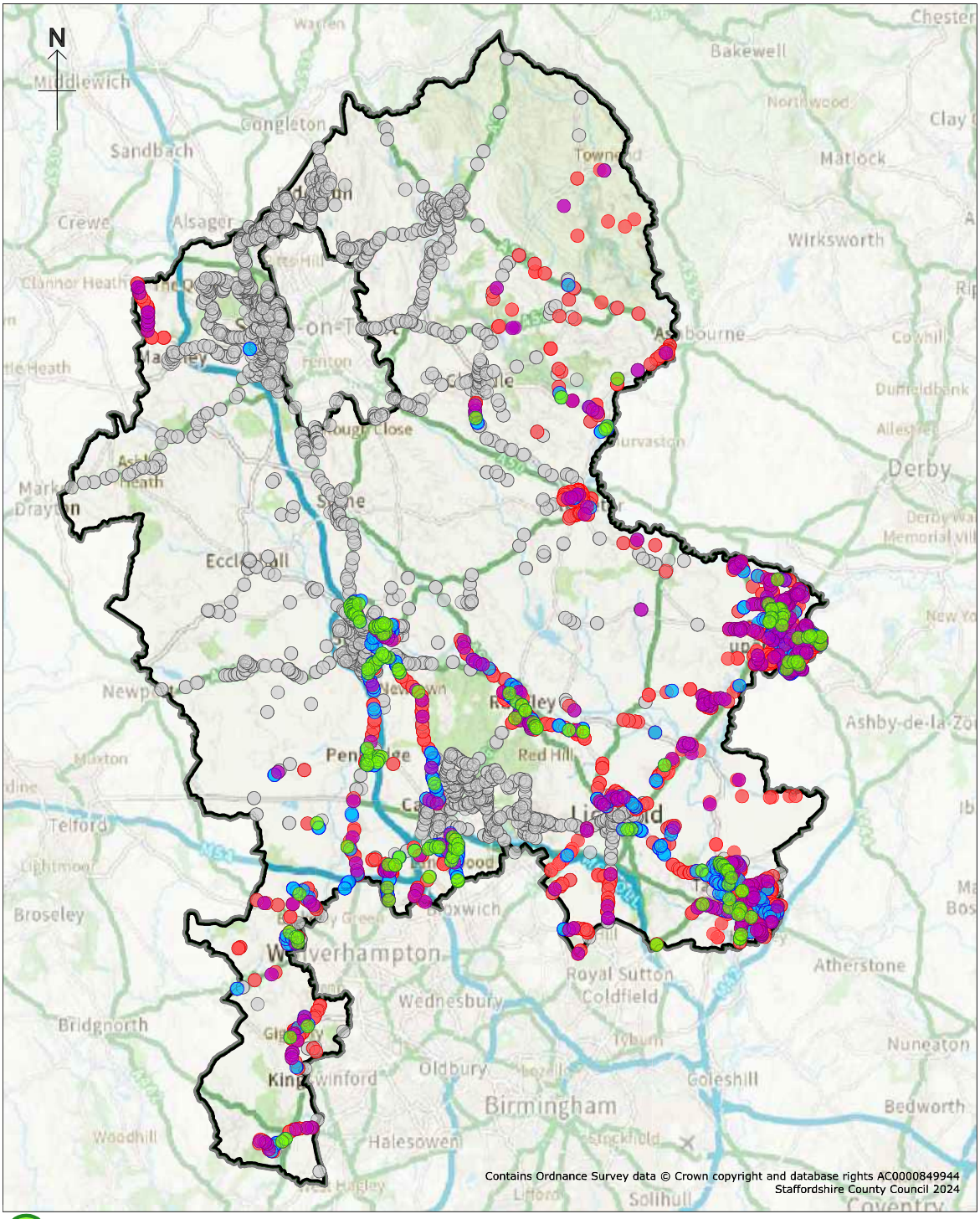
Locations of RTPI Screens

Staffordshire County Council

Countywide Locations of RTPI Screens

Scale: 1:399999

Figure 11: Staffordshire Bus Stop Accessibility, 2024



Compared to local authorities that have similar characteristics to Staffordshire, the county is ranked 11th out of 15 in terms of public satisfaction with the provision of bus stops. Staffordshire scored 81%, whereas the lowest authority scored 71% and the highest, 90%.

Last year, Staffordshire's Bus Infrastructure Design Guide was published (Appendix G). It sought to assist those involved in the planning, designing and installing of new bus infrastructure, with the aim of ensuring a consistently high quality, operational efficiency and full integration with the local environment and highway network.

2.11 Passenger Information

Information regarding bus services must be provided in numerous formats to cater for everyone's needs, whether they are at home, on the move, at the bus stop or on the bus. People need to know where their nearest bus stop is, when a bus will arrive, who the operator is, what the fare will be, how they can pay, and what the experience will be like. Disabled passengers also need to know that the bus stops and vehicles are accessible throughout their whole journey and be reassured that the bus driver will be considerate to their needs.

Bus information is currently available:

- In printed format at 64% of bus stops and in some public buildings.
- On digital real-time passenger information (RTPI) displays at 3% of bus stops.
- Digitally via the council's and operators' websites, and on Traveline's mobile phone app.
- To subscribers of the council's Travel News.
- Via onboard audio-visual information on some buses.

RTPI, either at a bus stop or viewed via a mobile device, allows passengers to plan their journey more efficiently, reducing waiting times and minimising the risk of missing a bus. Some displays can also show other local information, such as maps and nearby amenities, which helps passengers navigate unfamiliar areas and make informed decisions about their travel options. The absence of RTPI can make bus travel feel slower and less reliable.

Whilst the majority of the county's bus fleet is RTPI-enabled, not all bus operators have the back-office software to allow them to share real-time data with the RTPI displays and hosted platforms, such as Traveline.

Staffordshire's RTPI comprises:

- 85 smart shelters at high usage stops, especially which are used by several services (Figure 12).
- 8 larger, free standing Bus Information Totems, which can be found in high footfall areas, including town centres and at Keele University (Figure 13).
- 54 free-standing real-time displays that can be fitted outside of the shelter, fitted to poles or in a cabinet, rather than having them mounted within a shelter (Figure 14).
- 6 TFT displays in employer settings - Moog, JLR and Staffordshire County Council.

Figure 12: Smart Shelter at a Bus Shelter in Cannock

Figure 13: Bus Information Totem outside Staffordshire Place 1 in Stafford

Figure 14: RTPI Pole on the A449 in Penkridge

Compared to local authorities that have similar characteristics to Staffordshire, the county is ranked 9th out of 15 in terms of public satisfaction with the ease of finding the right public transport information. Staffordshire scored 44%, whereas the lowest authority scored 41% and the highest, 55%. Staffordshire is ranked 11th out of 15 in terms of public satisfaction with the provision of public transport information, and 7th out of 15 in terms of public satisfaction with the accuracy of bus information.

2.12 Bus Priority

Slow buses increase operating costs, prolong passengers' unproductive time, and deter non-bus users from making the switch to bus travel. The Confederation of Passenger Transport suggests that the average bus travels at just 10.7mph and if this increased by 10%, passenger numbers could grow by 2.5% and operating costs fall by 8%[6].

Bus priority measures keep buses moving, giving them precedence over other modes of transport so they can avoid congestion, improve journey times and reliability.

Staffordshire has 9 bus priority measures. These are:

- South Walls, Stafford
- Chell Road, Stafford
- Stone Business Park, Stone
- High Street, Burton
- King Edward Place, Burton
- Barracks Road, Newcastle
- Bridge Street, Stafford
- Gainsborough Drive, Perton
- i54 Innovation Drive, South Staffordshire

The bus priority measures operate 24 hours a day, 7 days a week. They restrict access to all vehicles except buses, emergency vehicles, taxis, and cyclists.

Whilst Urban Traffic Control (UTC) exist in Stafford, Cannock, Lichfield, Newcastle, Leek, and Burton, they have not been expanded to provide virtual bus priority. If bus unreliability coincides with traffic signal control, then virtual bus priority will be considered for delivery to improve service reliability and passenger experience.

2.13 Bus Use

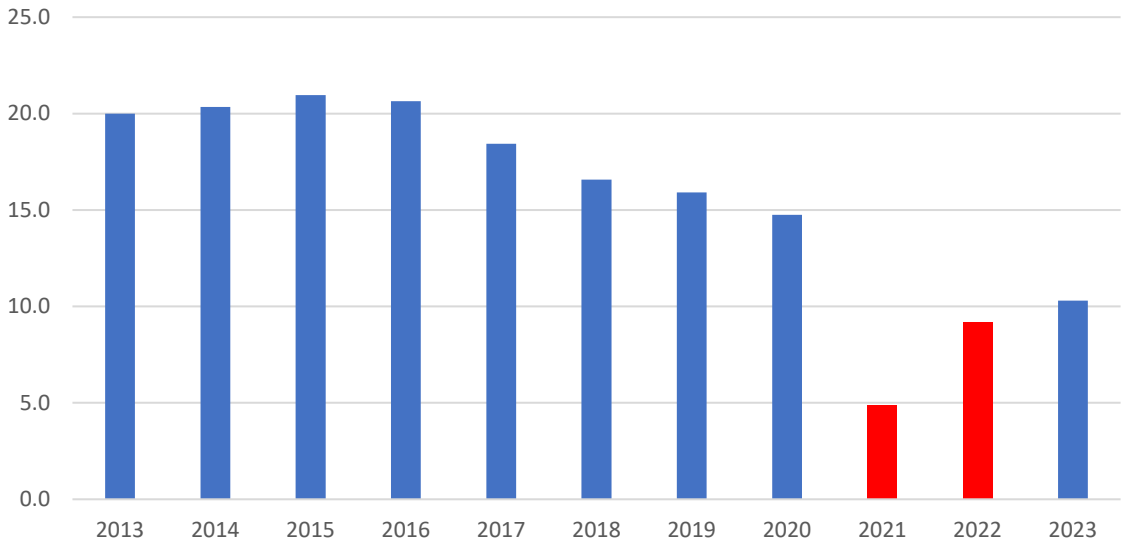
Access to a frequent bus service in the county has dropped only slightly over recent years; in 2017, 78.9% of households were within 400m of an hourly or better bus service and this figure is now at 77.2%. This is despite the number of households increasing by 8.62%.

The highest figure in the county (amongst Type 1 settlements shown in Figure 1) is in Lichfield where the accessibility level is 97.4%. Stone and Rugeley have the lowest levels of accessibility across Type 1 settlements, at 56.0% and 87.1% respectively.

[6] Confederation of Passenger Transport, Bus Industry Costs in 2023.

Despite accessibility levels remaining relatively constant, the total number of bus passenger journeys made since 2017 has fallen by 44% as shown in Figure 15.

Figure 15: Annual Passenger Journeys in Staffordshire, 2012/2013 to 2022/23 (millions)



2021-2022 COVID restrictions in place

Recovery in passenger journeys since COVID-19 restrictions were lifted, has been limited, increasing by just 11% between 2022 and 2023. Evidence shows that elderly and disabled passengers who in 2017, comprised half (50%) of all passenger journeys, now make up just over one third (34%).

The COVID-19 pandemic had an unprecedented impact on society and the economy, and the effect on travel demand and behaviours has been dramatic. Our Household Travel Survey, conducted in June 2023, found that before the pandemic, 35% of people worked from home, all or part of the time, and now it is 59%.

The pandemic also saw a rise in online shopping, which has remained high, meaning that fewer people are physically coming into our town centres and high streets to shop. In May 2022, internet sales accounted for 26.6% of all retail sales, compared with 19.7% in February 2020[7].

Table 10 provides an overview of bus stop patronage, and Appendix H details the stop-by-stop patronage levels in our main type 1 settlements.

[7] How our spending has changed since the end of coronavirus (COVID-19) restrictions, ONS, 11 July 2022.

Table 10: Bus Stop Use Across Staffordshire, September 2023

Number of Boarding Passengers	Number of Bus Stops
0	749
1-249	2,549
250 – 2,499	675
2,500 – 7,499	51
7,500 – 10,000	12
Over 10,000	13

The routes with the highest number of passengers in September 2023 are listed in Table 11. Whilst most are cross boundary, the passenger numbers relate to passengers boarding from within Staffordshire. This indicates how much Staffordshire's residents access jobs, education, and services from neighbouring authorities. It also highlights where a consistently high standard of bus services and infrastructure is required.

Table 11: The 10 Highest Patronaged Routes in Staffordshire

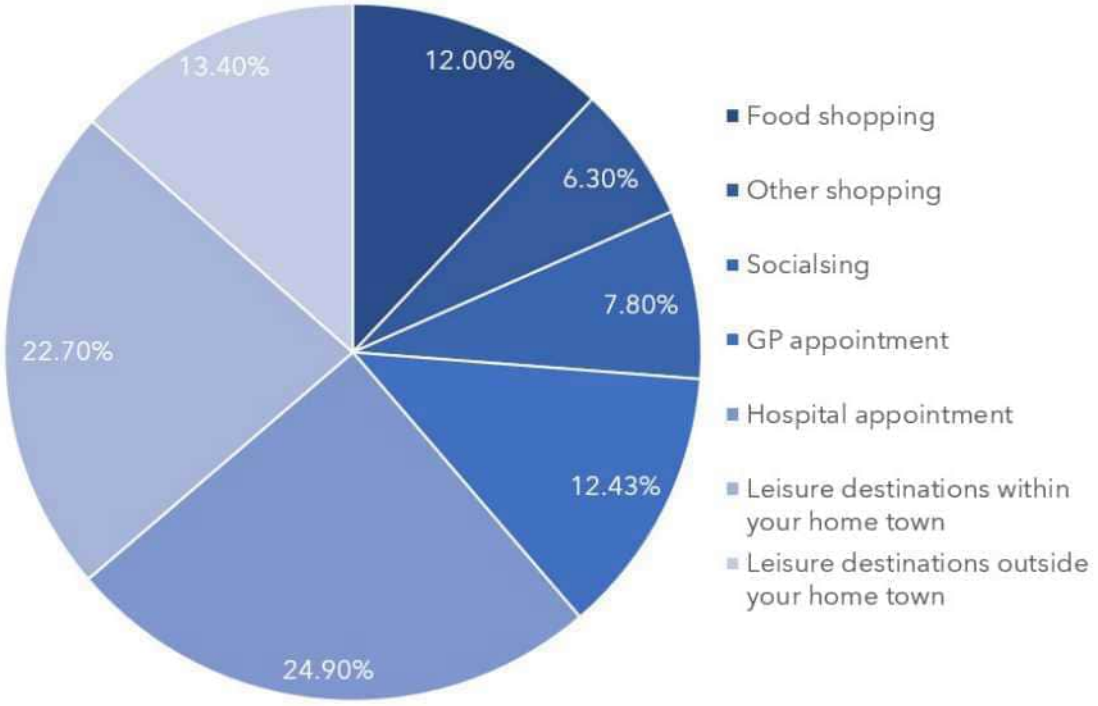
Route	Route Description
3/3A/4/4A	Hanley (City Centre) - Crewe (Bus Station) via Tunstall, Kidsgrove and Alsager Hanley (City Centre) - Talke Pits via Tunstall and Kidsgrove Hanley (City Centre) - Waterhayes via Festival Park, Newcastle and Chesterton Hanley (City Centre) - Kidsgrove via Festival Park, Newcastle, Chesterton and Talke Pits
25	Hanley (City Centre) - Keele (University) via Stoke Rail Station, Stoke and Newcastle
101	Hanley (City Centre) - Stafford (Rail Station) via Newcastle, Tittensor and Stone
110	Tamworth – Birmingham
9	East Midlands Airport & Gateway to Ashby, Swadlincote, Burton and Queens Hospital, Burton
74*	Cannock – Stafford
8*	Stafford – Parkside – Redhill – Stafford
X51	Birmingham – Walsall – Great Wyrley – McArthur Glen – Cannock
7*	Stafford – Moss Pit

* These routes are wholly within Staffordshire

2.14 Bus Users

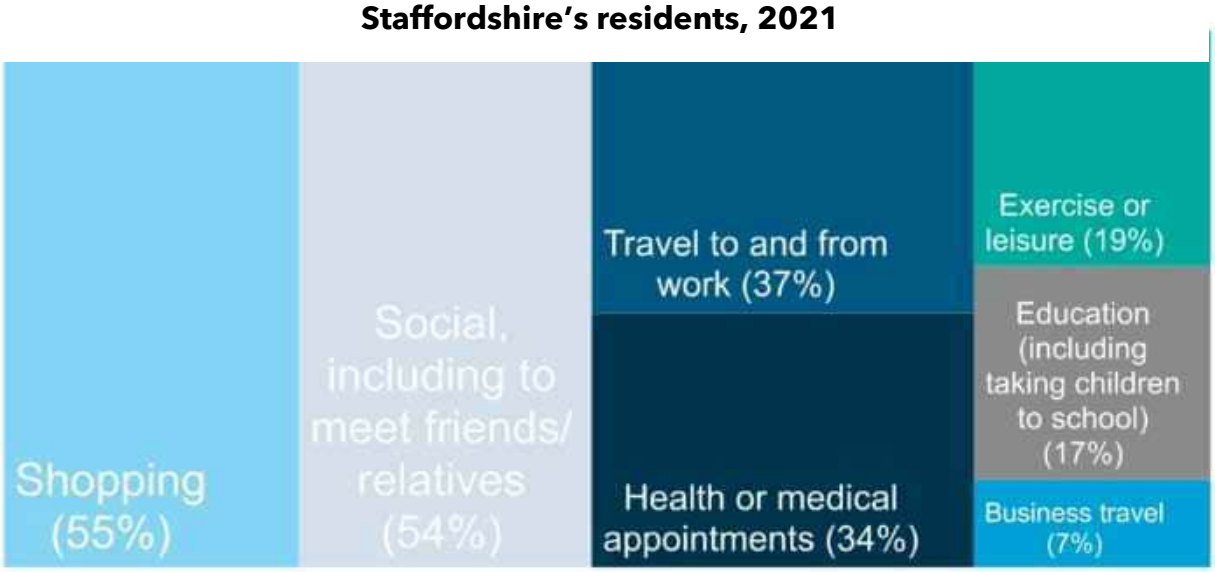
As the 2021 Census was undertaken during one of the COVID-19 lockdowns, it cannot be relied upon for an accurate record of bus use. However, our Household Travel Survey, conducted in June 2023, is statistically robust. It found that 3% of people usually use a bus to travel to work; the highest numbers were in Type 1 and 3 settlements. Of those people in education, the percentage was much greater, at 13%. Other than for work and education purposes, other journey purposes are set out in Figure 16.

Figure 16: Journey Purpose of Bus Users in the Household Travel Survey, June 2023 (Excluding Education and Work)



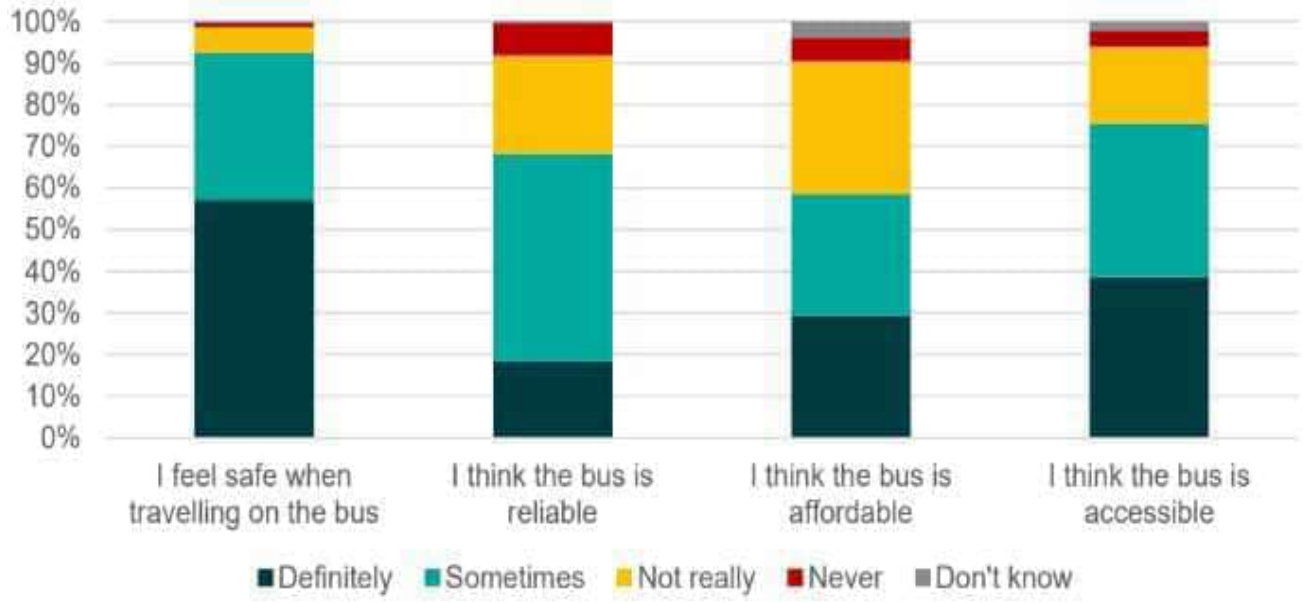
In 2021, AtkinsRealis conducted a Passenger Engagement Survey of 1,900 Staffordshire residents to understand their views on local bus services. It found that bus use was higher amongst younger people, respondents who had a concessionary bus pass and those who did not have regular access to a car. When asked why they travelled on the bus, those under 21 years of age, said education; those aged 22-to-54-years said, work and socialising; and those aged above 55 years said, shopping. Figure 17 shows the overall results as to why people travel on local buses.

Figure 17: Most Common Reason(s) for Travelling by Local Bus amongst Staffordshire's residents, 2021



Bus users were asked how they felt regarding the safety, reliability, affordability, and accessibility of Staffordshire's bus services. The results can be seen in Figure 18. Of the four areas, affordability was given the highest negative response. Safety was given the highest proportion of favourable responses.

Figure 18: Bus Users' Views on Staffordshire's Bus Services, 2021



When asked what would increase their level of bus use, having RTPI at bus stops was seen most important, followed by improved bus reliability. All the results can be seen in Figure 19.

Figure 19: The Extent to which Certain Measures Would Increase Local Bus use in Staffordshire, 2021

Compared to other local authorities with similar characteristics, Staffordshire has the lowest satisfaction score with regards to safety on bus services, yet it still has a slightly higher score than the regional average.

The 2023 NHT Public Satisfaction Survey includes 29 specific bus related questions and is an indication of people's experiences when using bus services[8]. Whilst specific indicators are referred to throughout this document, Table 12 summarises Staffordshire's results, compared to the regional and national averages. Staffordshire's public satisfaction scores are lower than the UK average for all categories apart from whether buses arrive on time.

Table 12: Results of the Bus Related Questions in the NHT Public Satisfaction Survey, 2023

Description	Staffordshire % Score	West Midlands % Score	UK Average % Score
CMQI04 - Informed about public transport	36	41	43
Theme Score - Public Transport (Local bus, information, taxi/mini cab, and community transport)	45	49	50
KBI 06 - Local bus services (overall)	49	55	54
KBI 07 - Local bus services (aspects)	40	43	47
KBI 08 - Public transport information	23	30	33
KBI 10 - Community Transport	52	55	54
KQI 03 - Responsive transport	49	52	51
KQI 05 - Public transport information (aspects)	46	48	50
PTBI 01 - Frequency of bus services	45	50	51
PTBI 02 - Number of bus stops	58	63	64
PTBI 03 - The state of bus stops	47	53	54
PTBI 04 - Whether buses arrive on time	50	47	48
PTBI 05 - How easy buses are to get on/off	65	67	69
PTBI 06 - The local bus service overall	49	52	54
PTBI 07 - Bus fares	53	51	54
PTBI 08 - Quality and cleanliness of buses	58	57	61
PTBI 09 - Helpfulness of drivers	64	63	66
PTBI 10 - Personal safety on the bus	62	60	65
PTBI 11 - Personal safety while waiting at bus stop	58	57	60
PTBI 12 - Raised kerbs at bus stops	61	60	63
PTBI 13 - The amount of information	46	49	50
PTBI 14 - The clarity of information	47	50	51
PTBI 15 - The accuracy of information	49	50	51
PTBI 16 - Ease of finding the right information	44	47	48
PTBI 17 - Information about accessible buses	42	46	46
PTBI 18 - Information to help people plan journeys	49	51	53
PTBI 19 - Reliability of electronic display info	46	47	47
PTBI 20 - Provision of public transport information	44	47	49
PTQI08 - Provision of bus stops	81	83	85

[8] The NHT Satisfaction Survey provides an indication of satisfaction levels rather than an accurate reflection. This is because some of the people who may have responded, may not be bus users.

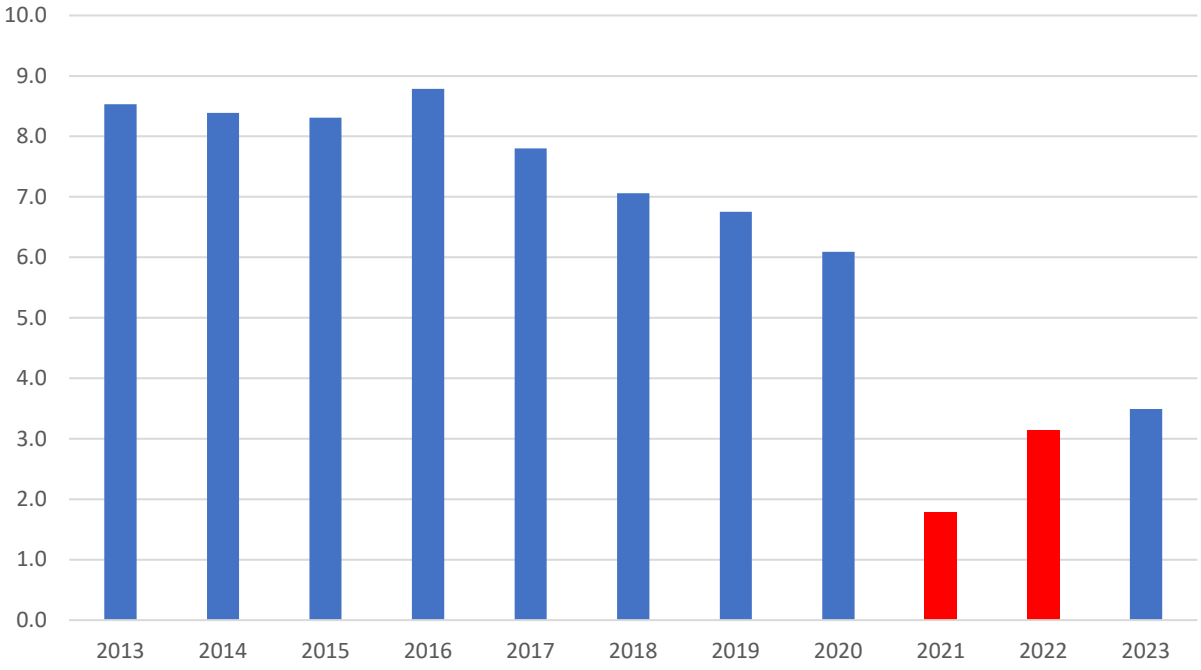
2.15 Concessionary Travel

Staffordshire has the following concessionary travel schemes:

- An older person pass, allowing free bus travel from 0930 to 2300, Monday to Friday and at any time on weekends and bank holidays.
- A disabled person pass, allowing free bus travel at any time of the day, 7 days a week. This is an enhancement of the national concessionary fare scheme; and
- A companion pass, allowing free bus travel for a carer to accompany a disabled person or someone who cannot travel unassisted. This is a discretionary scheme provided by the County Council.

The number of concessionary passenger journeys made in Staffordshire each year has fallen significantly. Between 2013 and 2016, levels were constantly above 8 million. However, from 2017, numbers dropped steadily, until the COVID-19 pandemic, when numbers dropped to between 2 to 3 million. Whilst passenger journeys increased slightly in 2023, numbers are still well below where they have been as shown in Figure 20.

Figure 20: Annual Concessionary Passenger Journeys in Staffordshire, 2012/2013 to 2022/23 (millions)



2021-2022 COVID restrictions in place

Just 5% of passholders have a disabled pass and of these, over one third (34%) are companion passes. Table 13 provides a breakdown of where concessionary passholders reside.

Table 13: Concessionary Passholders, June 2024

District	Disabled Passes*	Elderly Passes	Total Passes
Cannock Chase	826	11,244	12,070
East Staffordshire	1,030	13,962	14,992
Lichfield	677	14,165	14,842
Newcastle-under-Lyme	1,130	14,981	16,111
South Staffordshire	543	15,971	16,514
Stafford	1,016	17,497	18,513
Staffordshire Moorlands	580	13,007	13,587
Tamworth	921	10,633	11,554
Total	**6,723**	**111,460**	**118,183**

*Includes approx. 2,300 companion passes

The money spent on subsidising concessionary fare passes since 2020/21 is shown in Table 14. Whilst this sum has remained fairly constant, the annual concessionary passenger journeys undertaken between 2020 and 2023 has fallen considerably (Figure 20). One reason for this is that concessionary passholders are often the most vulnerable in society, and since the COVID-19 pandemic, they are less likely to use shared travel modes unless necessary.

Table 14: Revenue Expenditure on Concessionary Fares in Staffordshire, 2020/21 to 2023/24

	Year			
	2020/21	2021/22	2022/23	2023/24
Spend on Concessionary Fares	£6.9m	£7m	£6.7m	£6.3m

2.16 Passenger Safety

Bus travel remains one of the safest forms of road transport in the county. In 2021, Staffordshire had 6 road traffic collisions (RTCs) involving buses. These resulted in 5 slight and 3 serious injuries, and 1 fatality.

A safe bus network involves more than the number and severity of RTC injuries. For example:

- In towns, the footway to a bus stop could be blocked by badly parked cars or poorly maintained footpaths. For most people, these are an inconvenience, but for someone with a buggy, in a wheelchair or with a sensory disability, they can make the journey unsafe.
- In rural areas, there may be no footway to the bus stop; the road could be unlit and the stop could be isolated.
- In some places, cars are parked in bus stops, preventing buses from reaching the kerb, requiring passengers to walk into the carriageway.

As females make one third more bus journeys than males, it is vital that measures make female passengers, along with other passengers with protected characteristics, feel safe when travelling by bus. Making even small adjustments like transparent bus stops or moving bus stops to better lit locations with more natural surveillance can influence perceptions of safety.

Text Box 4: Safety of Women at Night (SWaN)
In November 2021, Staffordshire Police secured £300,000 from the Safety of Women at Night (SWaN) Fund. It aimed to improve women's safety in five Staffordshire towns. Initiatives focused on preventing Violence Against Women and Girls (VAWG) in the night-time economy, in venues and on public transport. The SWaN bid was developed by the Staffordshire Police Commissioner's Office in conjunction with partners. It followed consultation with local women and girls in June 2021, which received around 1,500 responses and identified several measures which would make a real difference to their feelings of safety.

According to the NHT Public Satisfaction Survey 2023, compared to local authorities that have similar characteristics to Staffordshire, the county is ranked 15th out of 15 in terms of public satisfaction with personal safety on buses. Staffordshire scored 62%, whereas the highest authority, scored 72%. Likewise, it also ranked 15th out of 15 regarding satisfaction with personal safety while waiting at a bus stop. Staffordshire scored 58%, whereas the highest authority, scored 67%. These results are surprising as Staffordshire Police have stated that crime on public transport is "very low".

2.17 Bus Reliability

There will always be unplanned situations that can delay a bus service, such as extreme weather conditions, accidents, and no-notice roadworks. But overall, bus services should be able to operate and run to their registered timetable.

The Department for Transport's Bus Open Data Service (BODS) provides data including timetable and reliability information. A few of our operators do not currently contribute towards this dataset due to costs. We estimate that approximately two-thirds of services are included within this dataset. Reliability data was extracted for September 2023 and was analysed to identify services operating within a window of 1 minute early and up to 5 minutes 59 seconds late, which are considered to be on time. Services outside of this window are unreliable. The percentage of journeys for each service across the month that was either reliable or unreliable is shown in Figure 21. Appendix I shows bus service reliability in each of the Type 1 settlements.

Two services were identified as frequently operating early, which will be addressed with the operators via the Enhanced Partnership.

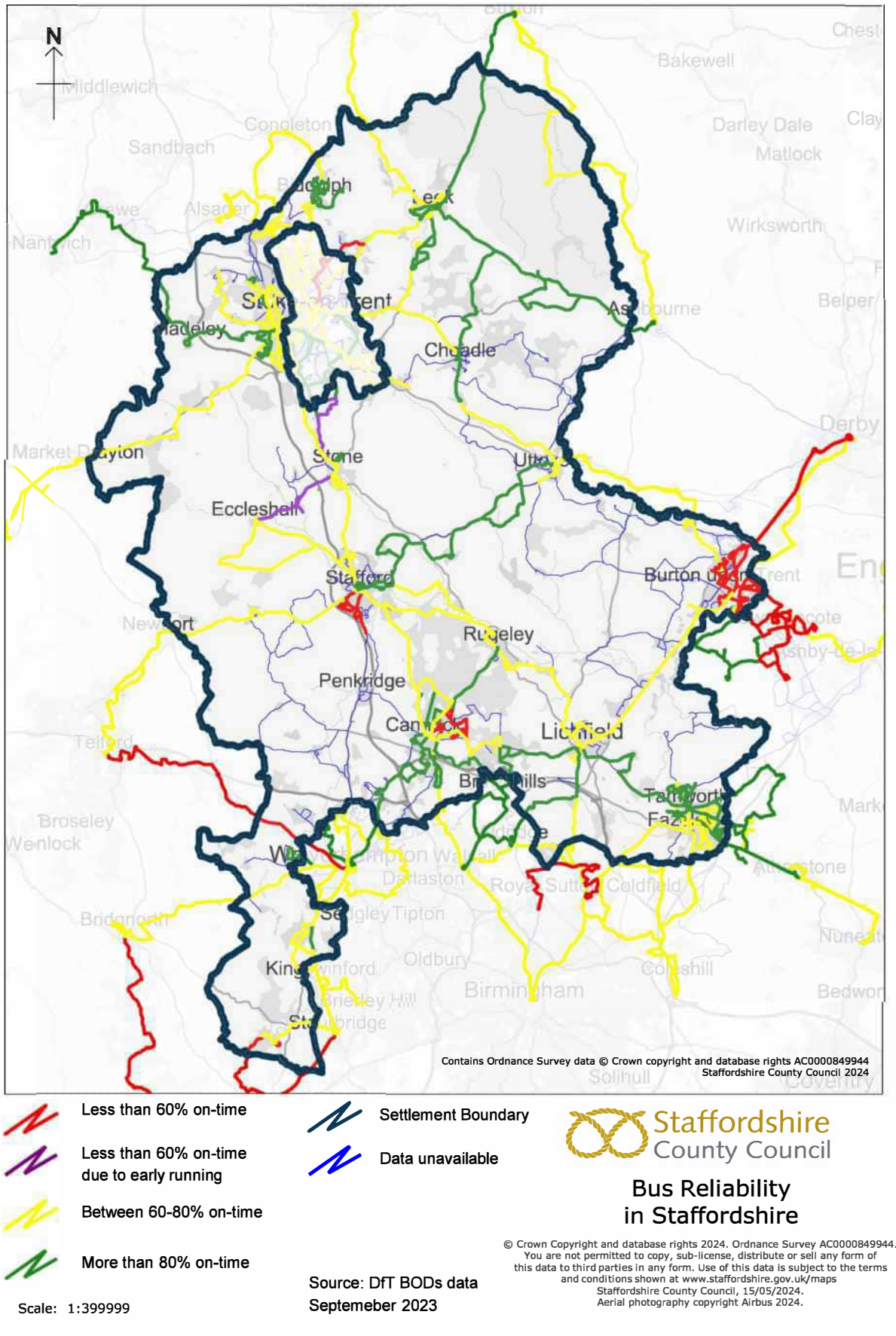
Unreliable services were investigated further, and it was identified that many were related to extended periods of traffic management and beyond the control of operators. We are working through the Enhanced Partnership to improve the

planning and dissemination of information to operators regarding traffic management.

BODS data provides a figure for each bus service but does not identify where along the route the cause of the unreliability occurs. Therefore, it has been cross referenced with traffic delay data taken from TomTom. Buses are frequently subjected to the same congestion as other road traffic and TomTom data provides the geographical detail required to determine if interventions are appropriate. Normalised delay is the difference between the peak hour travel time for a link and the off-peak travel time divided by the link length, which enables comparison between sections of differing length.

Virtual bus priority can be achieved through traffic signal control and therefore can only be considered for areas of unreliability where signal-controlled junctions occur.

Figure 21: Bus Reliability in Staffordshire, September 2023



Thirteen percent of bus services in the county fall in the worst category for lateness i.e. running less than 60% on-time. Closer examination of these routes show that all were affected by roadworks, and some had diversions in place. For example, half of the services were in Burton town centre, where there were major roadworks taking place on the junction of Station Street and Union Street. Additionally, more than half of the services were cross boundary, which may indicate that delays are occurring outside of the county.

Over two thirds of bus services (69%) are running between 60 to 80% on time. Two thirds of these services (66%) travel into Type 1 settlements, where we know traffic can build up and delays can be more common, especially during peak travel periods. This is evidenced in Appendix I.

Four percent of local bus services depart at least 1 minute early on more than 30% of occasions. Closer examination of these services, reveal that they cease being local services and become school buses. In order to arrive at school on time, it may be that the bus driver feels they need to complete the local service quickly.

Compared to local authorities that have similar characteristics to Staffordshire, the county is ranked 10th out of 15 in terms of public satisfaction with buses arriving on time. Staffordshire scored 45%, whereas the lowest authority scored 39% and the highest, 61%. This level of satisfaction is mirrored in the results of the Passenger Engagement Survey undertaken in 2021. This survey found that there were fewer positive responses in terms of bus reliability and most people thought that buses were only 'sometimes' reliable (Figure 18).

2.18 Staffing Resources

The Transport Operations and Future Connectivity Team will lead the delivery of the BSIP. The Head of this Team is accountable for the BSIP's delivery and the Senior Transport Coordinator (Local Bus & Community Transport), is responsible for its delivery. Whilst not exhaustive, other officers directly involved in the BSIP's delivery, along with their roles, are listed in Table 15.

An organisational structure, showing the relevant personnel from the Transport Operations and Future Connectivity Team is found in Appendix J. Other teams within the council that will support the delivery of the BSIP include:

- Street Lighting and Intelligent Transport Systems
- Traffic and Network Management
- Integrated Transport Projects
- Connectivity Strategy

Amey, our highways delivery partner, will be involved in works required on the highway; along with JMW, our RTPI provider; and Traveline.

Table 15: Officers directly involved in the delivery of the BSIP

Local Bus & Community Transport Team	Key Roles/Duties
Senior Transport Co-ordinator- Local Bus and Community Transport (1FTE)	• Responsible for the procurement of supported bus services and contract compliance. • Responsible for performance management of supported bus services. • Responsible for bus infrastructure and bus travel information. • Responsible for the running of the Bus Enhanced Partnership. • Main point of contact for bus operators.
Connectivity Project Officer – Infrastructure (1FTE)	• Leads efforts to enhance bus stops and bus travel information. • Leads the development and performance management of virtual and physical bus priority measures.
Connectivity Officer - Bus Infrastructure (1FTE)	• Supports the Connectivity Project Officer, focussing on provision and maintenance of bus stops.
Connectivity Information and Infrastructure Support Officer (1FTE)	• Supports the Connectivity Project Officer, focussing on information systems and provision and maintenance of bus stops.
Connectivity Officer - Projects (1FTE)	• Leads efforts to deliver measures set out in the BSIP.
Network Development Officer - Local Bus (1FTE)	• Leads efforts to effectively manage road closure to ensure minimal impact on the bus network.
Senior Transport Coordinator - Finance, Procurement and Compliance (1FTE)	• Responsible for the administration of the English National Concessionary Travel Scheme. • Responsible for the administration of disabled and assistance concessionary bus passes. • Responsible for contract compliance (schools), including in relation to vehicles and drivers.
Connectivity Officer - ENCTS (1FTE)	• Leads on the delivery of all concessionary bus travel schemes, including the English National Concessionary Travel Scheme • Manages the Transport DBS & Safeguarding Team.
Transport Contracts Officer (1FTE)	• Leads on the tendering of supported local bus services.
Finance Coordinator (2FTE)	• Supports the Transport Contracts Officer, focussing on reimbursing bus operators for supported services.
Finance, Procurement and Compliance	
Senior Transport Coordinator - Finance, Procurement and Compliance (1FTE)	• Responsible for the administration of the English National Concessionary Travel Scheme. • Responsible for the administration of disabled and assistance concessionary bus passes. • Responsible for contract compliance (schools), including in relation to vehicles and drivers.
Connectivity Officer - ENCTS (1FTE)	• Leads on the delivery of all concessionary bus travel schemes, including the English National Concessionary Travel Scheme • Manages the Transport DBS & Safeguarding Team.
Transport Contracts Officer (1FTE)	• Leads on the tendering of supported local bus services.
Finance Coordinator (2FTE)	• Supports the Transport Contracts Officer, focussing on reimbursing bus operators for supported services.

Section 3: Achievements since 2021/22

We published our first BSIP in October 2021 but were unsuccessful in securing the £113 million that we requested from Government to deliver its ambitions. We have since been allocated revenue grant aid to support bus travel in the county (Table 5).

In 2022/23, with over £1 million of revenue grant aid and £1.3 million of revenue core funding, we continued to fund the 34 local services that we supported during 2021/22. We also invested in 18 bus services that had become unviable due to the ongoing effects of the COVID-19 pandemic (Table 16). These were supported as they maintained the only bus services in certain areas or vital early and late services that provided access to and from employment. Three new bus services were introduced in 2023/24 as shown in Table 18, two of these were funded through Section 106 developer contributions.

Table 16: Previously Commercial Bus Services that Became Supported using Public Funds, 2022/23

Route	Description	Frequency	Contract or de minimus
32/32X	Hanley - Cheadle – Uttoxeter	Half-hourly	Contract
123	Cheadle Town Service	Hourly	Contract
1	Burton – Tutbury	Hourly	Contract
406	Uttoxeter Town Service	Half-hourly	Contract
23	Cannock - Wimblebury – Hednesford	Hourly	De minimus
67	Cannock - Featherstone – Wolverhampton	4 journeys a day	Contract
IN2	Forsbrook - Dilhorne – Cheadle	2 journeys a day	De minimus
30	Leek - Ipstones - Cheadle – Tean	2 journeys a day	De minimus
116	Leek – Cheddleton	3 journeys a day	Contract
165/6	Leek Town Service	Hourly	Contract
70	Cheslyn Hay – Wolverhampton	Hourly	Contract
71	Cheslyn Hay – Wolverhampton	Hourly	Contract
11	Burton - Anglesey Road	Hourly	Contract
12E	Burton – Lichfield	8 journeys a day*	Contract
62	Lichfield – Cannock	Hourly	Contract
101	Stafford - Hanley (evenings only)	Hourly	De minimus
5	Telford - Stafford evenings	Hourly	Contract
63	Cannock – Rugeley	Hourly	Contract

* 8 journeys a day in one direction and 6 in the other, Monday to Saturday. On Sundays, it is 8 journeys each way.

Table 17: New Supported Bus Services, 2022/23*

Route	Description
18	Hanley - Leek Sundays
1A	Audley - Wood Lane extension
7	Hanley - Kidsgrove Sundays
7A	Hanley - Biddulph Sundays
5	Wolverhampton - Codsall evenings / Sundays

* Funded through BSIP and SCC local bus budget.

In 2023/24, over £1.6 million of revenue grant aid and £1.6 million of revenue core funding was available to invest into local bus provision. Table 18 sets out the services that received funding following the withdrawal of commercial services, Table 19 sets out the existing services that were enhanced and Table 20 sets out completely new services that were introduced in 2023/24.

Table 18: New Supported Bus Services Awarded to Replace Withdrawn Commercial Services, 2023/24

Route	Description
1	Huntingdon – Great Wyrley**
11	Ventura Park – Tamworth – Dunstall Park*
405	Uttoxeter – Oliva Park*

* Section 106 developer funded.
** Funded through BSIP and SCC local bus budget.

Table 19: Enhancements to Existing Supported Bus Services, 2023/24*

Route	Description	Enhancement
31/32	Lichfield Northern circular	Extended service
2	Gillway - Tamworth - Ventura Park (S106)	Extended to include new housing estate
8 / 8A	Stafford – Parkside	Evening service added
9	Stafford – Highfields	Evening service added
875	Stafford – Penkridge	Evening service added
8A	Stafford - Pets at Home (S106)	Early morning added
101	Newcastle – Stafford	Early morning added
103	Eccleshall – Stone	Route amendment to serve Norton Bridge
94	Newcastle – Congleton	Saturdays added (Feb 2024)
8/8A	Stafford – Parkside	Extended operating hours
9	Stafford – Highfields	Evening service added
875	Stafford – Penkridge	Evening service added
101	Newcastle – Stone – Stafford	Early morning service added
103	Eccleshall – Stone	Route amendment to serve Norton Bridge
94	Newcastle – Biddulph – Congleton	Saturday service added

* Funded through BSIP and SCC local bus budget.

Table 20: New Supported Bus Services, 2023/24

Route	Description
95	Audley - Kidsgrove – Biddulph
830	Hill Ridware- Rugeley-Hednesford

* Funded through BSIP and SCC local bus budget.

In addition to socially and economically supported bus services, £610,000 was invested in developing real time bus passenger information (RTPI) throughout Staffordshire, as detailed in Chapter 2. Other notable successes since the first BSIP was published, include:

3.1 Burton Bus Lane Camera Enforcement, 2021/22

This was a joint scheme with East Staffordshire Borough Council and the county council. It sought to help regenerate Burton town centre and control traffic flows within the pedestrian zone.

The existing bollards on the High Street were removed and replaced with ANPR cameras, new signage, and a bus gate. Nearby footways and carriageways were re-surfaced and bus stops upgraded, including new kerbs to ensure they were the correct height required for docking buses.

Figure 22: Bus Lane Camera Enforcement in Burton

3.2 Rural Mobility Fund Award, 2021/22

We were successful in bidding for £1.038 million from the Rural Mobility Fund, which was invested into Moorlands Connect (Text Box 2). The funding helped to relaunch the service, with the introduction of a new scheduling system and mobile app for bookings, as well as 3 high specification, fully accessible minibuses.

3.3 Levelling Up Fund Award – Investing in Mid Staffordshire's Major Road Network, 2022/23

We were awarded £20 million for a package of three projects, focussing on the Major Road Network (MRN) in mid Staffordshire. They aimed to improve the lives of Staffordshire's residents whilst also driving prosperity in East Staffordshire, Cannock Chase District and Stafford Borough. Over £4.2 million was awarded to Project 3 for the delivery of bus priority, improving journey time reliability, and electric buses, serving the busy A511 Burton and A34 Cannock to Stafford corridors. This project will be delivered by 2025/26.

3.4 Section 106 contributions to support the X3, 2022/23

The National Express X3 bus service was extended to serve the development in 2022 using Section 106 developer funds. Through their travel plan, the developer has now gone on to promote the bus service by sharing bus information to residents and offering and funding free bus taster tickets. The success of their

travel plan is being monitored by the developer through residents' surveys with annual reports submitted to Staffordshire County Council.

3.5 Lower Outwoods Road Bus Lane in Burton, 2022/23

On Lower Outwoods Road in Burton, a bus lane was installed as part of the planning condition for the housing estate. It was intended to protect residents and ease traffic. However, following numerous complaints, a review was carried out and it was decided that the benefits to bus users were minimal and the bus lane was removed. This decision aligns to the Government's expectations that traffic management measures must have local support.

Section 4: Improvements programmed for 2024/25

We continue to build on the improvements we have made since 2021 to encourage people onto the county's local bus network. Our commitment is to help grow bus patronage and ensure existing routes are not withdrawn. Table 21 sets out the total budget that the County Council has available in 2024/25. It includes all funding sources and programmes, such as BSIP+ and external grants, such as Levelling Up Fund2 and ZEBRA2. The table excludes concessionary fare reimbursement.

Around 75% of the 2024/25 revenue budget is programmed for spend, with the remaining 25% reserved as a backup to manage current uncertainties and help ensure that no existing bus services need to be cut due to funding pressures.

Table 21: Budgets Available for Bus Services and Infrastructure, 2024/25

Source	2024/25 budget (£m)		
	Capital	Revenue	Total
Council's own resources	£245,000	£1,095,652	£1,220,652
Local Service Grant	-	£417,061	£417,061
DfT - BSIP+ (Phase 2)	-	£2,425,904	£2,425,904
DfT - BSIP (Phase 3, Network North)	-	£4,982,000	£4,982,000
Other Gov. department - Levelling Up Fund 2 (delivery 25/26)	£4,264,127	-	£4,264,127
Other Gov. Department & operator – ZEBRA2a	£9,236,686	-	£9,236,686
BSOG / Developer Contributions/ Bus Service Contributions	£200,000	£827,040	£1027,040
Newcastle Towns Fund	£840,000	£371,000	£1,211,000
Total	**£14,785,813**	**£10,118,657**	**£24,784,470**

The services currently programmed for investment in 2024/25 aim to grow bus patronage within all the county's districts by:

- Providing better connections between settlements, particularly on corridors not served by rail, and better connections to rail stations.
- Providing residents with better links to their town centres, education providers, jobs, and services.

- Complementing town centre economic growth proposals being delivered by District/Borough Councils through the Towns Fund, the Future High Street Fund, and the Levelling Up Fund.
- Increasing the number of residents in urban areas that live within 400m of at least an hourly bus service.
- Enhancing services along corridors that experience traffic delays to encourage modal shift from the car.
- Improving connectivity in areas of deprivation.
- Improving cross-boundary connections to Stoke-on-Trent and the West Midlands conurbation.

4.1 New supported bus services

Three new supported bus services will be introduced in 2024/25. These link villages and suburban housing estates to main town and village centres. Ahead of launching these services, publicity campaigns will take place. We are also working with the Enhanced Partnership to see if free travel can be offered for a limited period. We hope that such an incentive will kickstart the services, giving them the best chance of success and achieving modal shift. The new services are outlined in Table 22 and are mapped on Figure 23.

Table 22: New Bus Services Introduced or due to be Introduced in 2024/25

Route Description	Justification for service	Frequency
Baswich - Wildwood circular	• Improves local connectivity on a congested A34 corridor supported by LUF2. • Local access to jobs, education, retail, rail. • Supports Stafford growth proposals.	Monday- Saturday hourly
Stone Town Service	• Supports local access to jobs, rail, retail and leisure. • Increases numbers of residents with 400m of a bus service.	Monday- Saturday hourly
Newcastle- Wolstanton	• Improves links to college university hospital. • Supports Newcastle Towns Fund and Future High Streets Fund. • Supports areas of deprivation. • Improves local services in a Type 1 settlement.	Monday- Saturday hourly

Eight additional bus services will be supported during 2024/25 to ensure that they are not withdrawn and continue to provide access to essential services. These are listed in Table 23.

Figure 23: New and enhanced supported bus routes and existing routes that have or will become supported, 2024/25

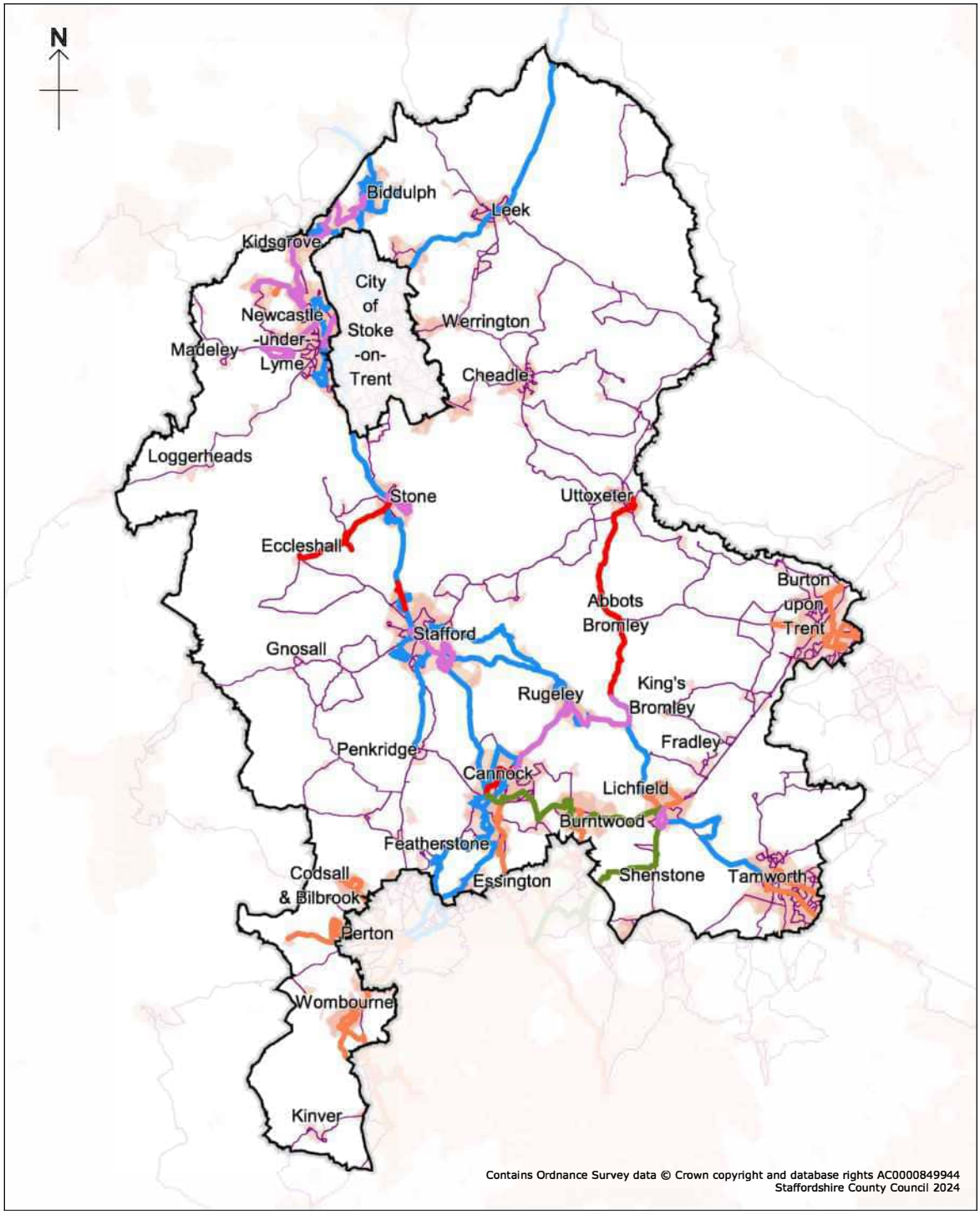


Table 23: Existing Bus Services that will Receive Financial Support, Starting in 2024/25

Route Number	Route Description
18	Hanley – Leek
1A	Audley - Wood Lane Extension
7	Hanley – Kidsgrove
7A	Hanley – Biddulph
5	Wolverhampton – Codsall
10	Burton- Rough Hay
17	Burton- Clay Mills
18	Burton-Dalebrook-Stapenhill

In addition, we are aware of other bus services that are at risk of being withdrawn as the operators are struggling to make them commercially viable. These are listed in Table 24.

Table 24: Existing Bus Services that are Likely to Require Financial Support During 2024/25

Route	Description
766	Tamworth - Birch Coppice
35 or 8	Walsall - Lichfield Replacement
10	Perton - Wolverhampton replacement
15	Wombourne - Merry Hill/ Stourbridge

4.2 Enhancements to existing bus services

Subject to final agreement with existing operators, where appropriate or tender responses are being received, we expect 12 existing bus services to be enhanced. The aim of these enhancements to support people into work, especially people who work shift patterns. These services are listed in Table 25 and mapped on Figure 23. They are expected to generate a 2% increase in patronage.

4.3 Fare Incentives

We are working with the Enhanced Partnership to devise a temporary fare incentive offer to kick-start the use of buses, stimulate modal shift away from private cars; generate economic benefits for our town centres and high streets, and make bus services more attractive to those on lower incomes. The details of this offer are yet to be decided but it will be implemented during 2024/25.

Table 25: Bus Service Enhancements to be Introduced During 2024/25

Route	Description	Enhancement
A53	Leek – Buxton	Extended operating hours
63	Uttoxeter – Rugeley – Hednesford - Cannock	Extended route
826/8	Stafford – Rugeley – Lichfield	Extended operating hours
74	Cannock – Stafford	Extended operating hours
60	Cannock – Chase Terrace – Burntwood – Lichfield	Extended operating hours & Increased frequency
93	Biddulph - Gillow Heath Circular	Extended operating hours
25/26	Cannock – Pye Green – Hednesford – Cannock	Extended operating hours
9	Biddulph – Hanley – Newcastle – Westbury Park	Extended operating hours
765	Lichfield – Tamworth	Extended operating hours
70/71	Cannock – Cheslyn Hay – Wolverhampton	Extended operating hours
2	Gillway - Tamworth - Ventura Park	Extended to include new housing estate
877/878	Stafford – Wolverhampton corridor	Complete corridor review

4.4 Electric Buses

Over £3 million of Government Zero Emission Bus Regional Area Funding 2 (ZEBRA 2) was secured in March 2024 to kickstart the decarbonisation of Staffordshire's bus fleet. Seventeen brand new, state-of-the-art buses will replace older diesel buses, running on Arriva's service 110, which runs from Tamworth to Birmingham, and Diamond Bus service 8/9, which runs between Burton, Swadlincote and East Midlands Airport. Not only will these buses be greener, quieter, and smoother, but they will also provide a better on-board experience as they have audio-visual displays, Wi-Fi and charging sockets.

In addition, electric buses will be introduced as part of our Levelling Up Fund 2 award including 2 buses on service 74 and 2 buses on service 875 (Cannock - Stafford).

4.5 Expanded Demand Responsive Transport Provision

As part of the countywide programme of enhanced services, the project area for Moorlands Connect will be expanded to include Cheadle, Denstone and Rushton Spencer. A new fare structure will also be introduced based on distance - one fare for journeys under 13 and one for over 13 miles. In so doing, we hope to encourage more shorter journeys, reducing 'dead mileage' and increasing its availability to more passengers.

4.6 Bus Passenger Charter

We will publish Staffordshire's Bus Passenger Charter. It will set out commitments to bus users regarding what they can expect when travelling on a bus in the county. The commitments will be agreed by the Enhanced Partnership and will cover many topics, including punctuality, cleanliness, information, and customer redress. At the same time, we want to work with Midlands Connect to explore the possibility of a regional Bus Charter. Having one Bus Passenger Charter to follow, rather than several, will be easier for those operators who run cross boundary services.

4.7 Review the Process of Evaluating Supported Bus Services

Rather than purely being based on price, we will work with the Enhanced Partnership to expand the criteria on which supported bus service tenders are scored. We would like to give weighting to wider BSIP outcomes such as customer care, vehicle emissions and on-board information provision.

4.8 Virtual Bus Priority

As part of our successful bid to the Levelling Up Fund, traffic signal upgrades and a new traffic management system will be introduced to give greater priority to bus services 8/9 along the A511 in Burton, and services 74/875 along the A34 in Stafford. Analysis of traffic flows show that for the latter, at one junction alone, there could be a saving of up to 30 seconds at peak travel times.

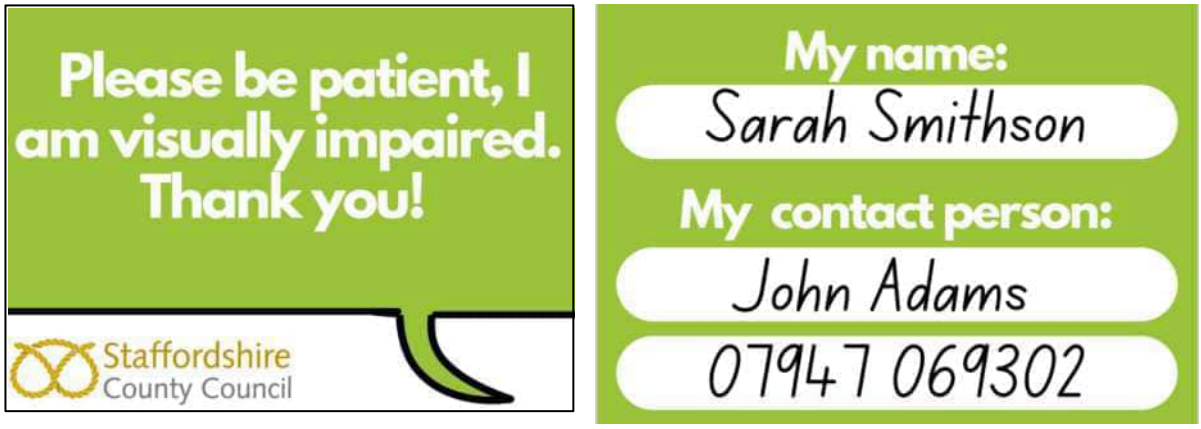
4.9 Newcastle-under-Lyme Towns Fund Project

Newcastle-under-Lyme Borough Council was awarded £23.6 million via the Town Deal Fund to deliver a programme of investment to revitalise Newcastle town centre and help regenerate deprived communities. Around £1.2m was awarded for the delivery of a package of sustainable public transport solutions to be jointly delivered by the county and borough councils and Keele University. These include a new bus only exit, allowing buses to leave Keele University campus straight onto the A525 without travelling through the campus, RTPI and bus information totems. In addition, a fast bus service from Keele University to Newcastle will be introduced and a new service from Keele University to Silverdale, Knutton and Chesterton.

4.10 Journey Assistance Cards

A range of Journey Assistance Cards will be produced to improve the interaction between passengers with hidden disabilities and bus drivers. The Assistance Cards will reflect both physical and learning disabilities. The aim is to give these passengers the confidence to use buses and reduce the likelihood of them having a negative experience.

Figure 24: Example Assistance Card



4.11 Bus Stop Upgrade Programme

We will complete the survey of all bus stops in the county and prepare a programme of upgrades from 2024/25 onwards.

4.12 Bus Information Totems

Five new sites will see RTPI totems installed this year, including at Newcastle, Leek and Uttoxeter Bus Stations. It is expected that ongoing support and maintenance of the totems will be funded by income generated from advertising.

4.13 Quick Response (QR) Bus Information

All bus stops in Staffordshire along the route of services 8/9 (Burton to East Midlands Airport) and routes 74/875 (Cannock to Stafford) will have QR codes displayed. QR codes are symbols that store data and when scanned, allow you to instantly access information stored within the code. Scanned with a smart phone, users are directed to a website, which shows real-time bus information.

Figure 25: Staffordshire Bus Times QR Code

4.14 RTPI Bus Stops

In 2022, two solar powered, in-shelter RTPI displays were installed adjacent to Burton Rail Station. During 2024/25, two further solar RTPI displays will be installed at Wall Island in Lichfield. RTPI and bus stop upgrades will be delivered along the Major Road Network in Burton, Cannock, and Stafford as part of the Levelling Up Fund 2 project, including an £80,000 Section 106 contribution.

4.15 Living Bus Shelters

Staffordshire's first living bus shelter will be installed in Stafford, funded by the council's Climate Change Team. It will have plants growing on its roof, which will contribute to climate resistance by absorbing rainwater and reducing the 'Urban Heat Island Effect'; it will capture particulates from the air; and help make the stop

4.16 Public Transport and the Rural Visitor Economy

Midlands Connect is commissioning research to look at public transport and the rural visitor economy. It will focus on several locations throughout the region, including the Staffordshire Moorlands and specifically, Alton Towers Resort. We will support this research and hope to use its insight to inform future delivery.

Section 5: Ambitions for 2025-2050, and Priorities for Bus Service Improvements from 2025/26 to 2028/29

To meet the goals of the National Bus Strategy and the BSIP's vision, we must adopt a more proactive role when working with Staffordshire's bus operators and other partners, than we have in the past.

This section sets out our ambitions for improving the county's bus network to 2050 – aligning with the emerging Staffordshire LTP. The objectives are summarised in Table 26, together with how they link to the National Bus Strategy The teams that will be responsible for its delivery are detailed in Table 15.

Table 26: The BSIP's Ambitions

Long Term Ambitions to 2050	Contribution to the National Bus Strategy
Buses take people where they want to go, at a time that is right for them	• More frequent • More comprehensive • Better integrated with other modes and each other
Bus journeys are expeditious and run on-time	• Faster and more reliable
Bus fares are simple to understand and cheaper than car travel	• Cheaper
Ticketing is seamless between bus services and integrated across transport modes	• Better integrated with other modes and each other
Bus passengers have a strong voice and influence regarding how the bus network runs	• Innovative
Bus infrastructure is accessible, safe and well-maintained	• Seen as a safe mode of transport
Bus information is widely available, in various formats, and accessible to all users	• Easier to understand
Buses are accessible, zero emission, with high-quality on-board environments	• Easier to use • Better to ride on • Greener • Accessible and inclusive design

Specific actions are proposed for 2025/26 to 2028/29 to help achieve our objectives and set us on the path to delivering the BSIP's vision. These have been informed by analysis of passenger numbers and alighting points, bus accessibility levels and journey reliability, fare structures and use of concessionary fares, as well as provision of bus information and views of bus passengers.

The specific actions have been assessed to ensure that they are realistic, affordable, and represent value for money. They have been guided by the

Government's Transport Analysis Guidance[9], Small Schemes Appraisal Toolkit[10], and the Bus Centre of Excellence[11].

Delivering the actions is dependent on available funding, the delivery of related schemes, key decisions being made, and the readiness of bus operators. Like the rest of the BSIP, these actions are live and will be continually reviewed in light of additional data and insight, new funding streams, operators' business plans, advances in technology, etc.

A Theory of Change Model is found in Appendix K. It explains how the proposed actions (for 2025/26 to 2028/29) will lead to more people choosing to travel by bus as their preferred form of transport.

[9] Transport analysis guidance - GOV.UK (www.gov.uk)
[10] Small scheme appraisal toolkit user guide - GOV.UK (www.gov.uk)
[11] Bus Centre of Excellence

Objective 1: Bus services take people where they want to go, at a time that is right for them

Proposals for 2025/26 – 28/29

- Continued support for bus service improvements at the same level as 2024/25. The bus services identified for support will be reviewed annually to ensure that they continue to contribute to the goal of increasing bus patronage, proportionate to the level of investment needed. Revenue support may be removed, or moved to another service, if value for money is not being achieved or if there is the potential for the service to be run commercially.
- New and improved services may be added, based on patronage data analysis. This could include a town circular in Lichfield and improved frequencies on the Lichfield – Tamworth and Stafford – Cannock (via Penkridge) corridors.
- Seek opportunities to introduce new shared transport solutions and Demand Responsive Transport schemes to serve settlements that are unable to support fixed bus services.
- Pilot a Mobility Hub, providing a range of smart mobility services including, a car-share scheme; electric car, e-bike and e-scooter hire; and integration into the local bus network. The current location being explored is Keele University where levels of sustainable travel is high and car ownership is low.

Enhanced Partnership Asks

- Actions to increase patronage on existing routes.
- Recruit and retain bus drivers and technical staff. The details are still to be agreed but the involvement of the Jobcentre, the Careers Advice Service, schools, and colleges is vital.

Land Use Planning Asks

- Ensure that new developments are served by high frequency bus services. Every opportunity will be taken to align bus services to shift patterns of large employers and business parks.

Visitor Attraction Asks

- Promote and incentivise bus travel to their attractions.

Table 27: Appraisal of Likely Benefits and Cost

Proposal	Benefits	Indicative cost (£)
Continued support for bus services	• Gives more time to establish good travel habits. • Continues to serve and retain more bus passengers. • Continues to provide an alternative to car travel, particularly along corridors that experience traffic delays. • Targeting investment in settlement types that are likely to achieve the greatest patronage growth, proportionate to the level of investment needed. • Improved bus connectivity to jobs, education and services. • Better cross boundary bus connections on inter-urban corridors that are not served by rail. • Improves cross-boundary connections to Stoke-on-Trent. • Investment in services that support District and Borough Council economic growth proposals through Towns Fund, Future High Street Funds and Levelling up Funds. • Better connectivity to rail stations. • Better connectivity to Strategic Development Locations, particularly Stafford. • Bus service provision for our 25% most deprived areas and areas of low car ownership. • Increased number of residents in urban areas that live within 400m of at least an hourly bus service.	£24m
Opportunities sought to introduce new shared transport solutions and Demand Responsive Transport services	• Runs only when there is demand and on an optimised route, it may travel fewer miles overall, reducing fuel consumption. • Provides an almost door-to-door service that can support individuals with limited mobility. • Helps individuals and communities to access job opportunities, which may be better suited to shift patterns. • Acts as a feeder service to existing bus and/or rail services. • Consolidates existing bus services by one service meeting multiple needs e.g. home to school, healthcare and work. • Provides access to a wider range of destinations, increasing personal mobility, access to services, and reducing social isolation. • Enables travel at a more convenient time, compared to a fixed timetable with limited frequency.	TBC
Keele University Mobility Hub Pilot	• Supports the prioritisation of sustainable transport modes. • Improves health and well-being of residents. • Supports the development of an integrated and inclusive public transport network. • Improves public realm. • Raises the profile of shared services. • Helps tackle the rising cost of living.	£5m

Long term Vision to 2050

In more densely populated areas, we want high frequency services during the day and more evening services on main corridors, supported by good frequencies on other urban and inter-urban routes. A key element of this is to connect bus services with transport interchanges and Mobility Hubs.

Text Box 5: Mobility Hubs

Mobility Hubs provide a range of smart mobility, commercial and employment services, tailored to the needs of that area. They could include EV charging points, remote delivery lockers, shared cycle and car hire, secure bike storage and collaborative workspaces. They aim to improve the attractiveness and convenience of sustainable mobility relative to car travel.

In more sparsely populated areas, more innovative services are likely to be the norm. The type of services might include demand responsive transport services, community transport schemes, car clubs, shared cycle schemes, and mobility hubs.

Visitors to the county who are accessing jobs, education, services, and attractions will use bus or rail as their preferred mode of travel. This will be because public transport will connect to the county's main destinations. In addition, infrastructure and information at the destinations will be improved, and they will incentivise bus travel.

Bus drivers will be well trained and therefore be able to deal with all situations that may present themselves. Operators will have procedures that allow drivers to contact the depot in the case of an emergency, and buses will be fitted with CCTV. Fears over personal safety will not be a barrier to someone entering the bus driving profession.

To guide us in the level of service expansion required, we will work with the Enhanced Partnership to identify realistic, yet stretching, service standards for the different settlement types found in Figure 1 and Appendix C, together with their frequency and passenger numbers.

Objective 2: Bus journeys are expeditious and run on-time

Proposals for 2025/26 – 28/29

- Deliver virtual bus priority on routes identified by bus reliability and traffic delay data. This is expected to include:

    - Union Street, Burton;
    - Birmingham Road, Lichfield; and
    - partnership working with Stoke-on-Trent City Council to improve bus reliability in Newcastle-under-Lyme.

- Facilitate a new developer funded bus gate in Stafford between the Burleyfields Strategic Development Site and Doxey to deliver improved bus connections to the town centre for new and existing residents.

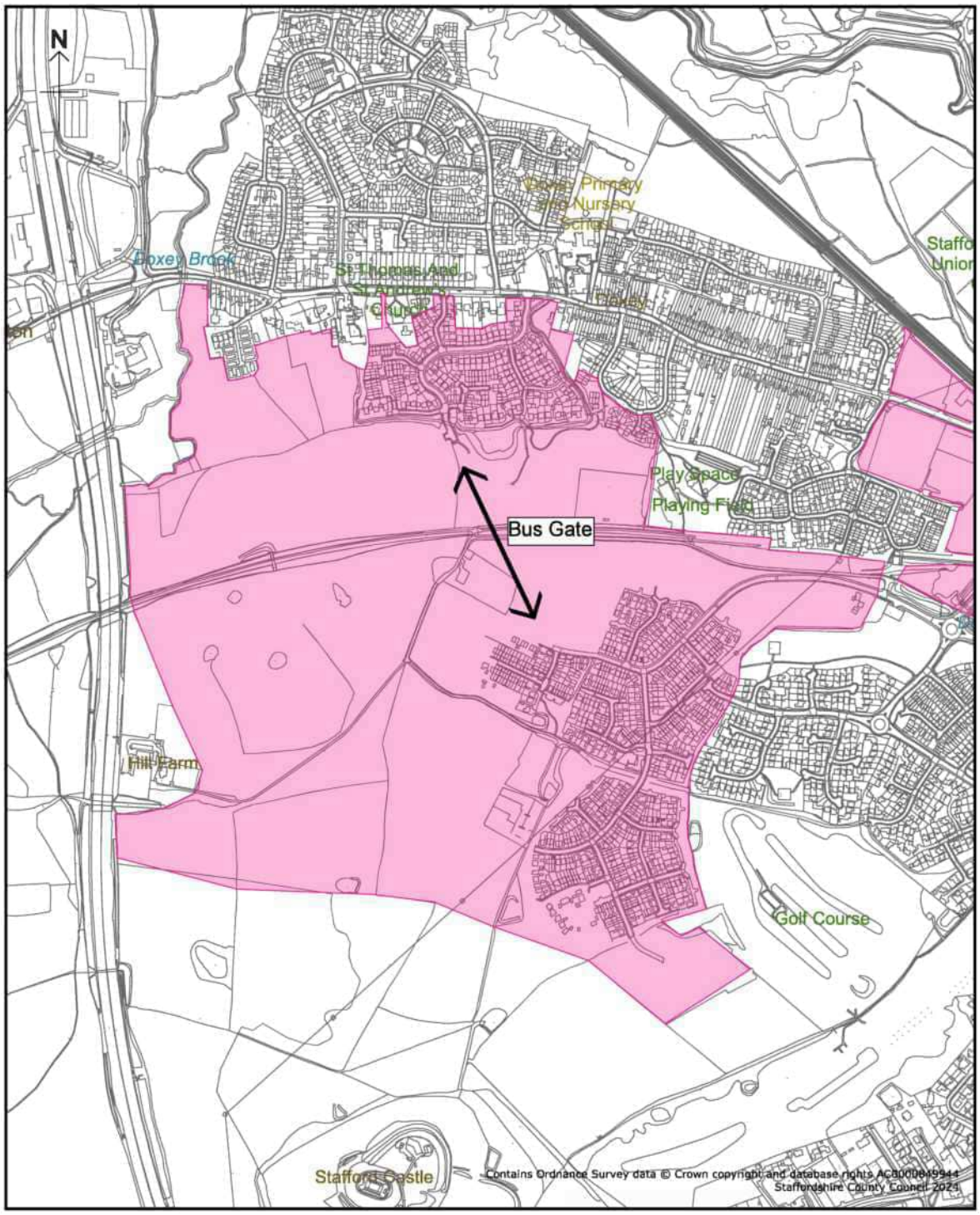
Enhanced Partnership Asks

- Regularly review registered bus timetables against actual running timings, encouraging the registration of realistic timetables.
- Have full and regular contact with us and other parties, which may help to get advance notice of potential disruption to services, such as roadworks.
- Ensure that no services run early.
- Develop climate mitigation and adaptation plans, ensuring operational performance standards are maintained even during extreme weather events such as flooding and high winds.

Table 28: Appraisal of Likely Benefits and Cost

Proposal	Benefits	Indicative Cost (£)
Deliver virtual bus priority	• Supports economic prosperity in terms of access to jobs and services. • Reduces emissions and improve fuel efficiency. • Reduces traffic congestion. • Optimise their use to ensure other road users can benefit from them.	£0.4m
New bus gate between Burleyfields and Doxey, Stafford	• Makes bus travel a convenient and expeditious mode of transport from the outset of the estate being occupied. • No cost to the public purse as it is being delivered by the developer.	Nil

Figure 26: Location of Burleyfields Bus Gate in Stafford



Housing sites

Staffordshire County Council

Burleyfields Bus Gate

Scale: 1:8300

Long term Vision to 2050

Our ambition is to deliver virtual bus priority where necessary, contributing to faster journey times, improved bus reliability, enhanced vehicle efficiency, and operational savings. Two-way communication between the bus and signal will optimise the signal phasing, resulting in the bus reaching the signal on green.

Car drivers must not be unduly hampered by the presence of bus priority. Therefore, systems will include exit detectors to cancel the green signal as soon as the bus passes through. They must also provide a differential priority to buses depending on their headway, route priority and schedule. Where necessary, bus priority technology will also be added to Pelican, Toucan and Puffin pedestrian crossings.

Direct bus priority measures, such as bus lanes and gates, will be less common and only installed where new bus capacity can be created without significantly removing capacity from the existing highway.

The ongoing monitoring of bus reliability and traffic delay data is vital where bus priority measures are in use.

Objective 3: Bus fares are simple to understand and cheaper than car travel

Proposals for 2025/26 – 28/29

- Re-introduce a Young Person's Travel Card, extending the age to 25 years old, benefiting young people beyond education and into employment.
- Introduce fare promotions with the support of the Enhanced Partnership. The details of this have yet to be finalised.

Text Box 6: Your Staffordshire Card

Your Staffordshire Card was a young persons' bus discount card that ran from 2011 to 2019. It sought to address a lack of competitive bus fares for 11 to 19-year-olds. It consisted of a flat £1 fare for all cardholders and was accepted by all Staffordshire bus operators. At its height in 2014, there were 35,000 card holders, of which 63% were aged 16-19, and 2.4m bus journeys being made. Lessons have been learnt from this scheme and new technology means that its administration can be undertaken easier, quicker, and cheaper.

The new scheme will be available to 16 to 25 year-olds, meaning they can access education as well as their first jobs. This will instil good travel behaviour. It is estimated that over 34,000 card holders will make approximately 640,000 peak period and 1,600,000 off peak bus trips per year. Both mobile phone and physical cards will be available to users, and the use of a digital purse function is being explored, which can be topped-up online and in local shops.

Enhanced Partnership Asks

- Joint marketing and promotion of fare offers and the benefits of bus travel, especially in relation to it being cheaper than running a car.
- Lead on, and fund, additional discounts for group travel, encouraging families to see bus travel as a cheaper, less stressful alternative to the car.
- Develop a range of fare incentives to encourage bus use, such as every sixth journey is free.
- Work with neighbouring Enhanced Partnerships – in Stoke-on-Trent, the West Midlands and Derbyshire – to explore a cross-boundary fare scheme to make bus travel simpler for those passengers crossing the boundary to access employment, further and higher education, cultural activities, and secondary health care provision.

Land Use Planning Asks

- Ensure the promotion and incentivisation of existing bus services, including bus ticket offers, is contained in all Travel Plans that are prepared through the planning process; and where possible, improvements are secured through Section 106 agreements, such as RTPI or Bus Shelter upgrades.
- Ensure the availability and price of car parking makes car use less attractive when compared to bus travel (and active travel modes). This includes the use of maximum parking standards.

Text Box 7: Incentivisation of Bus Travel through the Planning Process

A travel plan is a package of measures aimed at encouraging sustainable access to larger housing and employment sites. It tends to be a condition of planning, although they can also be produced voluntarily to address specific issues (e.g. congestion, car parking, recruitment and retention) or support expansion plans.

As the highway authority, the council ensures that travel plans are SMART – Specific, Measurable, Achievable, Relevant, and Timely – and monitors their implementation to ensure delivery. Over half (52%) of travel plans require developers to offer residents/employees free bus taster tickets so that sustainable travel behaviours can be instilled from the outset of a new development.

Table 29: Appraisal of Likely Benefits and Cost

Proposal	Benefits	Indicative Cost (£)
Young Person's Travel Card	• Aligns to the age range for a young persons' rail card. • Cost savings for young people and their families. • Reduces inequalities and supporting the levelling up agenda. • Supports access to jobs and education. • Helps to address the impacts of the pandemic on young people. • Removes anxiety or worries around the cost of travel. • Increases freedom and independence of young people. • Embeds good travel behaviour from an early age, delaying the time, or removing the need, for car ownership.	£3m
Fare Promotions	• Makes bus travel more financially attractive to existing passengers. • Encourages non-bus users to give bus travel a go, which may help to kickstart passenger growth. • Supports access to jobs and education. • Encourages less car trips.	£5m

Long term Vision to 2050

Our long-term vision is that bus travel becomes cheaper than car ownership. We want to rebalance prices to incentivise public transport over car use. We also want an easy to understand, fair and consistent fare structure across the county. This will benefit bus passengers, giving them greater clarity and certainty regarding what they need to pay. It will also benefit non-users, giving them the confidence to travel by bus for the first time.

Where possible, there will be travel schemes to give disadvantaged (e.g. jobseekers and care leavers) and worthy groups (e.g. emergency services' workers and armed services veterans) more financial support when travelling by bus.

Local businesses and major trip generators (e.g. tourist attractions), will see the commercial and societal benefits of offering discounts to people who travel by bus. For example, the National Trust in Surrey, offer £1 off in their cafés if a bus

ticket – that has been purchased on the same day – is presented. Not only does this support the Trust's corporate social responsibility agenda, it also generates additional spend in their cafés.

Reducing the price of fares and simplifying the fare structure is one angle; and increasing the cost and inconvenience of unsustainable forms of travel is another. Bold car parking strategies are needed to ensure that bus travel is more attractive than car use in terms of time, cost, and reducing congestion and vehicle emissions. We will regularly benchmark the 'real' cost of parking in our town centres versus the cost of bus travel and inform the district and borough councils of our findings.

Objective 4: Ticketing is seamless between bus services and integrated across transport modes

Proposal for 2025/26 – 28/29

- Continue to invest in, promote and expand the Knot ticket, and encourage all bus operators to accept it. Explore the possibility of expanding the range of Knot tickets to include weekly, monthly and annual travel, and the potential introduction of young person and group tickets.

Enhanced Partnership Asks

- All operators accept the Knot ticket and continue to promote it as it makes bus travel less confusing for passengers, especially new bus passengers.

Midlands Connect Asks

- Draw on our knowledge and expertise to help in the development of a national (excluding London) multi-operator, 'tap and cap' ticketing solution.

Text Box 8: Multi-operator Ticketing System

Midlands Connect is a key partner in designing a national multi operator, contactless, capping ticketing system (excluding London). The system will be accessible to any operator, at any time; create a national standard that supports inclusivity; encourage modal shift and bus passenger growth; and deliver on the fair price promise.

Initially, it is focussing on bus and tram travel, but there are plans to roll it out to include other modes, such as rail and shared cycle hire.

Table 30: Appraisal of Likely Benefits and Cost

Proposal	Benefits	Indicative Cost (£)
The Knot Ticket	• Encourages bus use, especially those on low-income. • Removes the need to buy multiple tickets if travelling on multiple operators' routes. • Passengers may feel greater affiliation with the Knot Ticket, unlike operator specific tickets. • Faster boarding times. • Cost savings for bus passengers • Never pay more than the cap.	£0.04m

Long term Vision to 2050

Our long-term vision is the widespread use of a single, fully integrated, and intuitive digital ticket, which can be used across all modes – buses, shared cycle and car schemes, trains, and taxis. In so doing, users will have complete flexibility to choose the most suitable mode of transport for each leg of their journey. This will have positive impacts beyond increasing bus patronage as it also creates a practical alternative to car dependency and ownership.

Objective 5: Bus passengers have a strong voice and influence regarding how the bus network runs

Proposals for 2025/26 – 28/29

- An annual bus passenger survey is to be conducted to measure passenger satisfaction with bus services.
- Opportunities where bus passengers, especially those from vulnerable groups, can engage with operators to let them know their experiences and what they would like to see improved. Opportunities may include a Bus Users' Forum, open days, roadshows, and community events.

Text Box 9: Bus Passenger Survey

We will commission Transport Focus – the independent watchdog for transport users – to conduct bus user surveys on an annual basis throughout the county. They will question at least 1,000 bus users throughout the year on a range of topics such as punctuality and value for money. The results will be a key metric in monitoring and evaluating progress towards the BSIP's ambitions.

Ask of the Enhanced Partnership

- Support and engage with events where bus passengers can share their experiences and where they can share their plans, ambitions, and good practice.

Table 31: Appraisal of Likely Benefits and Cost

Proposal	Benefits	Indicative Cost (£)
Annual Bus Passenger Survey	• Covers many aspects of bus travel, including the information provision, the bus stop, the bus driver, value for money, etc. • Greater response from bus users than existing engagement channels. • Ongoing data collection, throughout the year. • Creates metrics that can be used to set targets and benchmark against other local authorities.	£32,770
Bus Users Forum and/or Bus Roadshows	• Influences future investment. • Helps to manage expectations and build consensus. • Shows that passengers' views are valued and being listened to.	Nil

Long term Vision to 2050

Our long-term vision is that bus passengers will be given a greater say in how the county's bus services operate. Indeed, we want them to hold us to account if we fail to deliver on the BSIP's ambitions or fall below the standards set out in the Bus Charter.

We will be better informed regarding who and why people don't use buses or won't use them at certain times of the day. We will be better informed regarding

the issues faced by people with physical, sensory, and learning disabilities. Steps will be taken to ensure that they are given the same access to bus travel as everyone else and all bus passengers will be able to travel confidently and easily.

Objective 6: Bus infrastructure is accessible, safe and well-maintained

Proposals for 2025/26 – 28/29

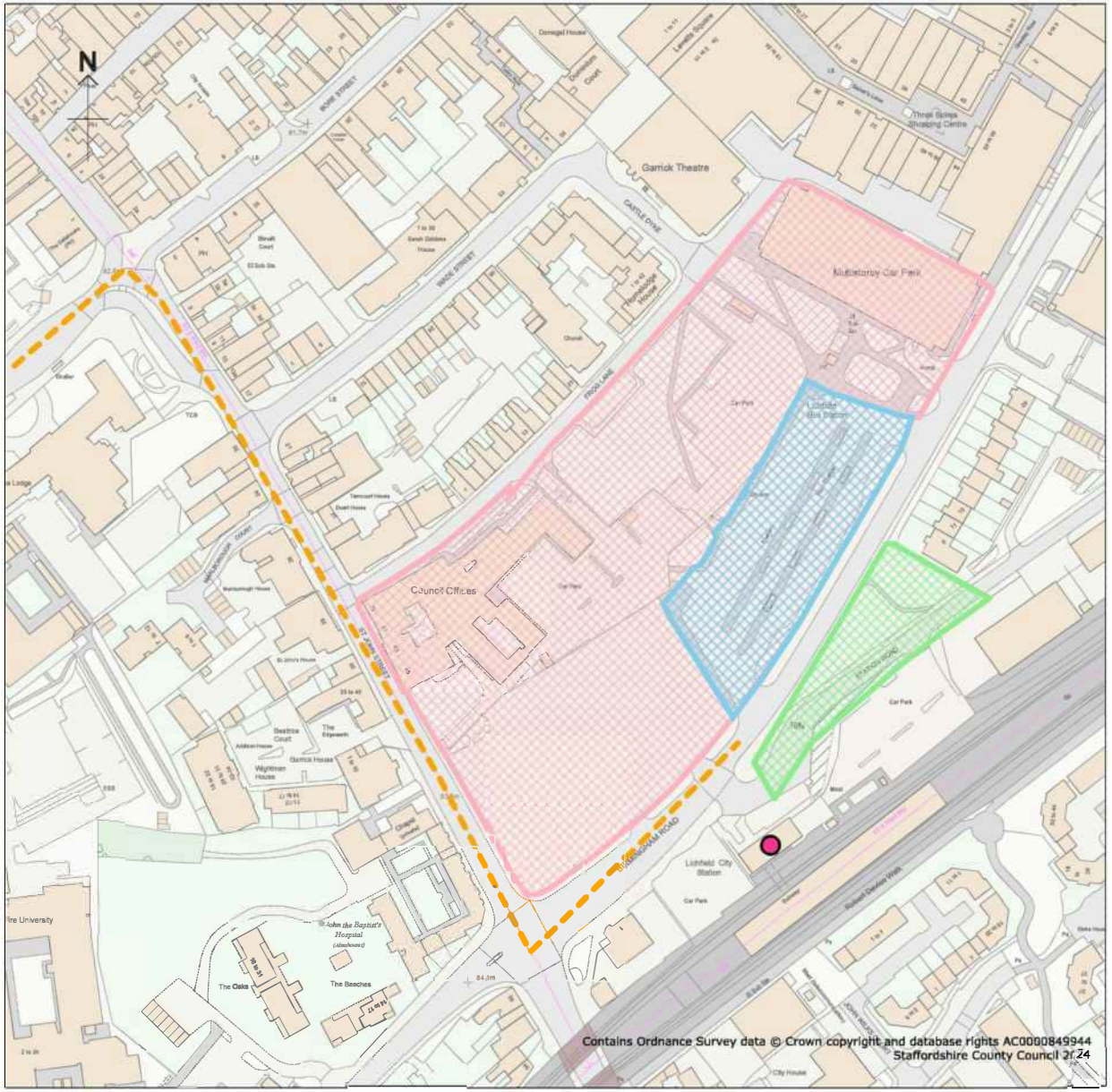
- Support Lichfield District Council with their proposals for providing City centre bus provision as part of the development of the Birmingham Road site.
- Refurbish Leek Bus Station to support Staffordshire Moorlands District Council's £17 million Levelling Up Fund award.
- Improve accessible and inclusive walking links and footpath upgrades to Cannock and Stafford bus stations to support Cannock Chase Council's £20 million Levelling Up Fund award and Stafford Borough Council's town centre growth proposals.
- Improve walking routes and bus stops in the vicinity of Kidsgrove and Stafford rail stations to support Newcastle-under-Lyme Borough Council Towns Fund programme and Stafford Borough Council's town centre growth proposals.
- Deliver bus stop upgrades at Staffordshire's busiest stops, based on the analysis of annual patronage data, in line with recommended standards included in Table 32. The busiest stops, where upgrades are being considered are shown in Appendix F.
- Improve walking and wheeling routes to bus stops in Leek, Rugeley, Kidsgrove, Biddulph, Burntwood and Chase Terrace, in line with the Local Cycling and Walking Infrastructure Plan (LCWIP).

Text Box 10: Lichfield Bus Station Provision

Lichfield District Council is looking to relocate the City's bus station as part of their Birmingham Road site regeneration plans. The site is on the edge of the city centre and adjacent to the rail station. We are in discussions with the district council to ensure suitable public transport infrastructure is provided and offers attractive sustainable transport opportunities. We are wanting to maximise opportunities to create good integration between transport modes, whilst also supporting the City's economic vibrancy and the visitor economy.

Several options are being considered, including the reconfiguration and refurbishment of the existing bus station, which would be funded by the developer and include enhanced passenger waiting and driver welfare facilities, improved service information and capacity for coach parking. Alternative options include, accommodating buses (and any future growth) on the highway at a number of locations across the city; and accommodating services utilising a blend of local land assets owned by the county council and identified on-highway options. Figure 27 shows ones of the options being investigated.

Figure 27: Lichfield District Council's Proposed plan for Lichfield Bus Station



Staffordshire County Council

Lichfield Bus Station

- Birmingham Road Development Site
- Current Bus Station Location
- Lichfield City Rail Station
- Potential Bus Station Site
- Potential On Road Options

Scale: 1:2000

Land Use Planning Asks

- Ensure all new developments enable and encourage bus travel.
- Developer funding and other local funding sources are secured for bus services and bus infrastructure improvements.
- Local parking strategies do not undermine the improved quality and attractiveness of bus services.
- Bus shelters and stations are of a high quality, inclusive and accessible.
- Bus service and infrastructure enhancements are recognised and included in the local planning process.
- From the outset, work with developers to ensure layouts make it easy to steer a bus through a development and bus stops are accessible and within walking distance of residents and are to the highest quality.

Table 32: Draft Minimum Standards for Bus Stops

Type of Bus	Feature						
	QR Code	Raised Kerb	Shelter	Seating	Lighting	Integrated RTPI	Free Standing Totem
Interchanges and stations	-	X	X	X	X	X	X
Frequently used	-	X	X	X	X	X	-
Moderately used	-	X	X	-	-	X	-
Infrequently used	X	X	-	-	-	-	-

Table 33: Appraisal of Likely Benefits and Cost

Proposal	Benefits	Indicative Cost (£)
Lichfield City Centre Bus Provision	• Enables the regeneration of part of the city centre. • Creates a modern, accessible, state-of-the-art bus station. • Makes bus travel a more attractive option. • Supports sustainable tourism travel into the City and beyond.	£3.5m
Refurbishment of Leek Bus Station	• Complements the regeneration of the town centre. • Creates a modern, accessible, state-of-the-art bus station. • Makes bus travel a more attractive option. • Supports sustainable tourism travel into the town and beyond.	£0.5m
Accessibility to Cannock and Stafford Bus Station	• Supports Cannock Chase Council's Levelling Up Fund 1 town centre regeneration proposals. • Supports Stafford Borough Council town centre growth proposals and recent Future High Street Fund investment. • Supports Staffordshire County Council's Levelling up Fund 2 and Active Travel Fund investment. • Enables safer, more convenient, and accessible environment along Staffordshire's Major Road Network with Cannock and Stafford. • Encourages greater levels of walking and wheeling.	£2m

Walking routes between bus and rail services in Kidsgrove and Stafford	• Complements the Kidsgrove Town Deal, which sees £16.9m invested into measures to regenerate the town. • Complements the Stafford Station Gateway project, which sees £20m of Levelling up Funding being invested into a brownfield site next to the railway station. • Encourages modal shift away from car travel as it increases connectivity and integration between sustainable travel modes. • Increases levels of physical activity. • More cost effective than driving.	£0.75m
Bus stop upgrades at Staffordshire's busiest stops	• Supports the retention of existing bus users and encourages new users. • Enhances user satisfaction at the first point of contact between the passenger and the bus service. • Ensures the space, location, design and condition of the bus stop significantly improves a passenger's experience. • Ensures that minimum standards are delivered at all bus stops in line with Table 32.	£1m
Improved walking and wheeling routes to bus stops in line with the LCWIP	• Safe and well-lit walking environment to bus stops, including crossing facilities. • Well-maintained footways in the vicinity of bus stops so that someone with a buggy, in a wheelchair or with a sensory disability can make the walking element of the bus journey safely. • Easy unobstructed access to and from bus stops.	£3m

Long term vision to 2050

Our long-term vision is to have accessible, well-maintained, and safe transport infrastructure. The infrastructure will be designed to a high and consistent standard, commensurate with the route that it is serving, and the accessibility benefits it can achieve. Bus infrastructure will be located close to key facilities and in walking distance of other travel interchanges.

Bus infrastructure will be easily identifiable with a common brand for the whole network, and additional town/district/route branding. This will raise awareness, build an emotional attachment, and create community ownership.

All bus stops will be DDA compliant. The area and footpaths surrounding bus stops will be well-maintained, free from clutter, allowing easy unobstructed access to and from the stop. The stops themselves will also be free from clutter that might potentially prevent passengers from boarding and alighting. Tactile paving, raised kerbs, slip-resistant finishes and way-finding, will be commonplace. Buses will be able to stop parallel to, and as close to the kerb as possible, which will allow for the effective use of the bus facilities such as a wheelchair ramp. On busy and congested routes, other vehicles will be prevented from parking in the stop area.

Regular inspections will ensure that bus stops remain to a high standard. The footway and carriageway surfaces in the vicinity of a bus stop will be assessed to ensure the correct kerb height is maintained; encroaching vegetation will be cut back; and all faults will be quickly remedied.

Passengers will always feel safe when walking or cycling to and from a bus stop, and waiting for and travelling on, a bus. Feeling safe whilst accessing and travelling on a bus must be ensured. Busy bus stops will be lit and/or covered by CCTV.

Potentially, the management and maintenance of bus stop infrastructure (i.e. stops, shelters, interchanges and stations) could be brought in-house. In so doing, we could improve and standardise the offer in terms of infrastructure and at-stop information. This would be paid for from income generated by advertising at key bus stops on high trafficked routes.

Objective 7: Bus information is widely available, in various formats, and accessible to all

Proposals for 2025/26 – 28/29

- Ensure software connectivity to Staffordshire's RTPI systems is accurate and reliable.
- Roll-out RTPI displays in line with the bus stop improvements under Objective 6. Stop identification will be informed by data, while also ensuring an even balance in the distribution of RTPI displays across the county.
- Information totems will continue to be installed in Type 1 town centres, including in Tamworth, Stafford, Lichfield, Cannock, Leek, Stone, Kidsgrove, Burntwood and Rugeley.
- Roll-out the service standard for bus stop information, commensurate with usage at each stop, with all stops having a minimum of a QR code.
- Deliver an online Staffordshire Journey Planner.

Enhanced Partnership Asks

- Support visual and audible onboard announcements, which are required on all buses by October 2026.
- Explore the options to centralise the responsibility for at-stop printed information, ensuring a consistent standard for publicity and branding across the county, making passengers feel confident in using buses.
- Run wide-ranging campaigns to raise awareness of the bus network as a relevant and appealing sustainable alternative to the car.
- Display each other's service details where routes complement each other.
- Agree set dates when timetable changes (other than emergency timetables, those services operated under contract e.g. education related services) and fare increases can be made. In so doing, liaison is also needed with neighbouring Enhanced Partnerships.
- Make more use of social media platforms to give passengers key messages such as bus disruptions and bus promotional campaigns, including a 'how to use a bus' video. The latter can explain how to use the local bus network and the economic, social and environmental benefits of bus travel.
- Renew and maintain systems that enable data to be shared to local and national Government, and travel information to be shared to the public.

Table 34: Appraisal of Likely Benefits and Cost

Proposal	Benefits	Indicative Cost (£)
Accurate and reliable RTPI software	• Live movements of every bus in the county (via 'intelligent' ticket machines) will provide the real time bus information at RTPI enabled bus stops. • Can also be used as part of a virtual bus priority scheme.	TBC
RTPI displays	• Passengers enjoy a seamless, connected experience with service updates, accurate bus location, time schedules, route, and destination. • Displays commercial content alongside useful travel information and therefore generate an income, which can be re-invested.	£0.8m
Information Totems	• Provides timetable information, service disruption and delay messages. • Can display public and point of sale information. Therefore, can generate an income. • Display and annunciate the travel information and service messages. • In-built hearing loop.	£0.12m
Standard Bus Stop Information	• Improves passenger travel experience by providing timetable information.	TBC
Staffordshire Journey Planner	• Personalised travel information and recommendations • Time saving and cost efficient. • Real-time updates • Accessible anywhere with a smartphone.	£0.04m

Long term Vision to 2050

Travel information will be easily accessed via bus operator and journey planning websites and apps; passengers will have information at their fingertips, including times, accessibility information, fares, live running, disruption, cancellations, and a 'read out loud' facility for people who need it.

Before boarding the bus, bus stops will show accurate information about the services stopping there. On popular routes, this will comprise RTPI countdown signs and live mapping and travel information, including any disruptions and how many seats are available. Stops will have a voice annunciator and digital hearing loop to aid those with hearing and sight impairments.

At less well used stops, solar-powered RTPI information displays will be present at a suitable height for all passengers, including wheelchair users. They will show live bus arrival times, digital timetables and route maps. Live bus arrival information will also be activated as an audio announcement at the push of a button.

Large trip attractors, such as town centres, business and retail parks, rail stations and tourist destinations, will have comprehensive digital wayfinding systems, providing a wide range of local information, including bus and rail information, and walking and cycling routes.

Objective 8: Buses are accessible, zero emission, with high-quality on-board environments

Proposals for 2025/26 – 28/29

- Secure funding to purchase electric buses on the busiest corridors that also run through Air Quality Management Areas. Priority routes are in Burton, Leek and Newcastle.
- Review our procurement arrangements for socially and economically necessary bus services to give price options to include the provision of lower emission buses and on-board passenger facilities.
- Explore opportunities that will look to award longer contracts to bus operators to give them a sufficient level of certainty to be able to invest in new, higher specification vehicles, and build a stronger customer base.

Text Box 11: Burton Zero Emission Buses

Around £1million is required through the BSIP to contribute towards the delivery of electric buses and complementary bus infrastructure being delivered through Staffordshire's Levelling Up Fund 2 award. A business case has been produced for the total package of measures, which forecasts the following benefits:

- There will be direct benefits to the AQMA and residents living within one of the most deprived LSOAs in England. Increased patronage, travel time savings and improved bus quality deliver a Benefit Cost Ratio (BCR) of 1.4. (£59,382 carbon benefits, £36,904 air quality benefits, £1,075,394 congestion reduction benefits). The carbon and environmental benefits deliver a BCR of 2.01 (5 tonnes Nitrous oxide benefits, 131kg PM benefits, 12,319 tonnes of carbon benefits.
- There will be 19,972 weekly passengers, experiencing pleasant and comfortable journeys; reduced journey times due to bus priority, saving passengers approximately 5 minutes/trip; increased walking and physical activity associated with bus use; reduced congestion for all road users and increased journey reliability as more people use the bus; zero tailpipe emissions improving local air quality and reduced carbon emissions; and new electric buses will provide significant maintenance and operational benefits to the operator.

Enhanced Partnership Asks

- Agree to a refresh of the Enhanced Partnership agreement to include a decarbonisation pathway to ensure Staffordshire's bus fleet is zero-emission by 2050 and measures are in place to adapt to extreme weather events.

Table 35: Appraisal of Likely Benefits and Cost

Proposal	Benefits	Indicative Cost (£)
Electric buses on the busiest bus corridors that also run through AQMAs in Burton, Leek and Newcastle-under-Lyme	• Reduces pollutants and zero CO2 emissions. • Reduces noise levels. • Greater performance efficiency, meaning lower operational expenditures. • Improves the on-board environment. • Lower maintenance expenses. • Town centre location on the intersection of several busy roads. • Helps operators deliver services in rural areas, especially smaller bus operators, who will find the transition more challenging. Rural bus services tend to cover longer distances, over hillier terrain, and are typically tendered so have lower passenger turnover.	£6m
Review procurement arrangements for socially and economically necessary bus services	• Greater emphasis placed on non-monetary aspects of the bus tendering process e.g. emissions, on-board passenger facilities, etc. • Demonstrates the council's commitment to wider objectives, other than cost.	TBC
Award longer bus contracts e.g. 4 years with an option to extend for a further 4 years	• Greater chance of the operator investing in innovation and higher specification vehicles. • Enables a service to build a customer base, thereby supporting modal shift and reduction in car ownership.	TBC

Long term Vision to 2050

Every bus will be electric, hydrogen or another form of zero carbon emitting energy sources; every depot will have the necessary charging infrastructure; all the necessary changes will have been made to road layouts to accommodate zero-emission buses, and energy providers will have implemented grid capacity upgrades.

We are looking with interest at the trials being conducted into alternative fuels. For example, Go-Ahead is experimenting with roof mounted solar panels, which help to charge the bus's battery, removing the load on the alternator. Also, Metrobus is trialling the operation of hydrogen buses, which is an attractive option in Staffordshire as we have ambitions to make the A50/A500 the country's first strategic hydrogen corridor (brand name fifty500).

To adapt to changes in the weather because of climate change, it is expected that buses will need white roofs; tinted windows; roof and engine insulation; ventilation; and cooling and heating systems.

Green infrastructure will also play a role in change adaptation; trees will provide shade during hot weather and raingardens will absorb stormwater runoffs after heavy downpours. Well-designed and planned green bus stops can transform the public realm, improving health inequalities and deprivation.

Addressing poor air quality in Staffordshire's Air Quality Management Areas[12] - in Newcastle, Cannock, Leek, Burton, and Kidsgrove – using low/zero emitting buses is vital. Support will be provided to help bus operators secure funding to purchase new lower emission buses or retrofit existing ones.

All buses used in the county will have a high-quality on-bus environment, which delivers an excellent passenger experience. Buses that are equipped with information screens, audio stop announcements, hearing loops, CCTV, Wi-Fi, and charging sockets, make bus travel more attractive and comfortable for passengers.

We want every bus driver to receive the best training possible, resulting in every passenger, especially the elderly and those with physical and learning disabilities, having the best experience possible. Bus operators adopting best practice in relation to driver training, such as the Government's REAL disability equality training programme[13] is a great start, followed by more specific training like the Oliver McGowan Mandatory Training on Learning Disability and Autism.

[12] An Air Quality Management Area (AQMA) is declared for an area where the local air quality has not met – or is unlikely to meet - the Government's national objectives where there are relevant receptors. Once an AQMA has been declared, further work is undertaken to monitor air quality in this area and identify what actions can be implemented to improve the air quality.
[13] REAL training: bus and coach modules - GOV.UK (www.gov.uk)

Section 6: Targets, Monitoring and Reporting

The BSIP has set out the challenges to growing bus passenger numbers in Staffordshire. These challenges have come about following years of underinvestment in bus services and infrastructure. Reversing this decline will take many years. Therefore, a set of long-term targets are proposed to establish a clear pathway to achieving the BSIP's vision. Each target includes:

- Baseline data that has been used for this BSIP.
- A medium-term target that we want to meet by 2028/29 (i.e. by the end of the next funding period).
- A long-term target that we want to meet by 2050, aligning to the LTP's timeframe and the deadline by when the transport sector needs to be de-carbonised.

As the County Council does not run buses, achieving the targets is dependent on the readiness of bus operators through the Enhanced Partnership, available funding, and the delivery of related schemes.

The targets are live and will be continually reviewed considering additional data and insight, new funding streams or legislation, operators' business plans, and advances in technology.

We will monitor the effectiveness of existing and newly introduced bus improvement measures, ensuring that we continue to deliver and remain on track to meeting the BSIP's vision and that the BSIP is contributing to the LTP. It is intended that progress made against the targets set out in Tables 36 to 39 will be published annually and accessed on the council's website.

In addition to the targets, we will monitor and evaluate our 'asks' of our partners, particularly the Enhanced Partnership. Whilst we recognise that our partners face their own challenges and are accountable to delivering their organisation's aims and objectives, in the case of bus operators, they have also agreed to contribute to the delivery of the BSIP. Specific key performance indicators for the Enhanced Partnership will be developed and are likely to include, but not limited to:

- Taking actions to increase patronage on existing routes.
- Improving recruitment, retention, and training of bus drivers.
- Ensuring realistic setting of timetables, ensuring no services run early or late.
- Promoting fare offers and further developing the Knot ticket.
- Collaborating with neighbouring Enhanced Partnerships, including Stoke-on-Trent.

- Creating a forum where bus passengers and operators can talk to each other and better understand each other's perspectives.
- Investing in high quality and zero emission buses.
- Committing to the collection and sharing of data to enhance network performance and customers' experiences.
- Maximising the use of marketing campaigns and social media to inform passengers of timetable changes.

Table 36: Passenger Journeys - Number of individual bus journeys

Current (2023/24) position	2029 Target	2050 Target
10.3m	12m	20.5m
Rationale		
Staffordshire performs poorly when compared to local authorities that have similar characteristics to the county with regards to the number of passenger journeys per head of population. It is ranked 13th out of 15, equating to 11.7 journeys per person in 2023. Setting a target to increase journey numbers to around 12m by 2029 is ambitious despite it being lower than pre-COVID levels. Doubling passenger journeys by 2050 is likely to be achievable and closer to the levels we were seeing from 2010 to 2016. This would equate to 20.2 journeys per person.		
Methodology		
Daily passenger boardings and service provision compared to a September 2023 reference month will be provided by Ticketer/Bus Open Data Service (BODS) (electronic ticketing machines) or direct from bus operators who do not have BODS compatible software. We are confident that both sources will produce robust figures to indicate overall trends. Passenger boardings will include physical ticket sales, as well as smart cards, QR tickets, and where the driver counts passengers, such as school runs.		

Table 37: Passenger Satisfaction – Public satisfaction with local bus services (overall)

Current (2023) position	2029 Target	2050 Target
49%	*61%	*80%
Rationale		
Compared to local authorities that have similar characteristics to Staffordshire, the county is behind on most of the 29 specific bus related questions in the National Highways and Transport (NHT) Satisfaction Survey. The overall satisfaction score for local bus services in Staffordshire is 49%, placing the county 10th out of 15, compared to similar local authorities. The lowest score was 44% and the highest, 61%.		
Methodology		
NHT data includes responses from non-bus users, it is not, therefore, a true representation of bus users' views. From 2025, we will commission Transport Focus to conduct Bus Passenger Surveys on an annual basis. They will speak with at least 1,000 passengers in the county throughout the year. Two questions in Transport Focus's survey cover satisfaction - personal safety at the bus stop and personal security while on the bus. Unlike the NHT data, Transport Focus' data can be filtered by gender, journey purpose, day type, etc.		

* Based on current high scoring local authorities. Data will be taken from Transport Focus' Passenger Survey.

Table 38: Bus Accessibility - Households within 400m of an hourly or better bus service or DRT service on weekdays (Type 1 settlements)

Current (2024/25) position	2029 Target	2050 Target
74%	79%	95%
Rationale		
Access to an hourly bus service in the county has dropped only slightly over recent years; in 2017, 79% of households were within 400m of an hourly or better bus service and this figure is now at 74%. This is despite the number of households increasing by 8.62%. The highest figure in the county is in Lichfield where accessibility levels are 97%. Type 1 settlements include Newcastle-under-Lyme, Stafford, Burton, Lichfield, Tamworth, Cannock, Burntwood, Kidsgrove and Talke, Uttoxeter, Stone and Rugeley. Investments proposed through the BSIP to deliver new services or extend the route of existing services will mean this figure can increase to 79% countywide by 2029. We believe that this target is ambitious with the funds that we have available.		
Methodology		
A 400m walking distance to a bus stop is widely adopted and is in line with DfT work and wider public transport planning guidance, including being recommended by the Chartered Institute of Highways and Transportation (CIHT). Household address points are used as these are simpler to measure than estimating the population that lives within 400m. The accessibility analysis was undertaken using a 400m buffer around bus stops with a 60 minute or better service within the Cadcorp GIS software. Information on bus service frequencies and stops is based on Traveline data. This target provides an objective measure of accessibility to public transport by bus in Staffordshire.		

Table 39: Bus Journey Time Reliability – Percentage of buses that run up to 5 minutes late and 1 minute early

Current (2023-24) position	2029 Target	2050 Target
73%*	77%	95%
Rationale		
Ignoring the 13% of bus services that fell into the worst category for lateness - because they coincided with significant roadworks and lengthy diversions – over two thirds of bus services ran on time, between 60% to 80% of the time. Staffordshire is ranked 10th out of 15 in terms of public satisfaction with buses arriving on time. We will work with operators to ensure services do not run early and realistic timetables are registered. BSIP proposals to expand virtual bus priority will contribute towards improvements in reliability. Our Levelling Up Fund project will also improve reliability on key corridors in Burton and Stafford. The 2029 target is based on excellent reliability for all services benefitting from investment.		

Methodology
The Bus Open Data Service (BODS) is a portal through which timetables, routes, live locations, and fares data for buses can be accessed. The live bus location data, which updates every 10 seconds, can be used to assess journey time reliability by comparing actual locations to the fixed timetable. For most standard services, operators are expected to run services no more than one minute early and five minutes late at least 95% of the time. Not all bus operators upload their data onto the BODS portal. We will work with the Enhanced Partnership to encourage all operators to do this as it will help give a better picture of how the network is running. We will also ensure that all main operators have the software to allow live location data to be shared.

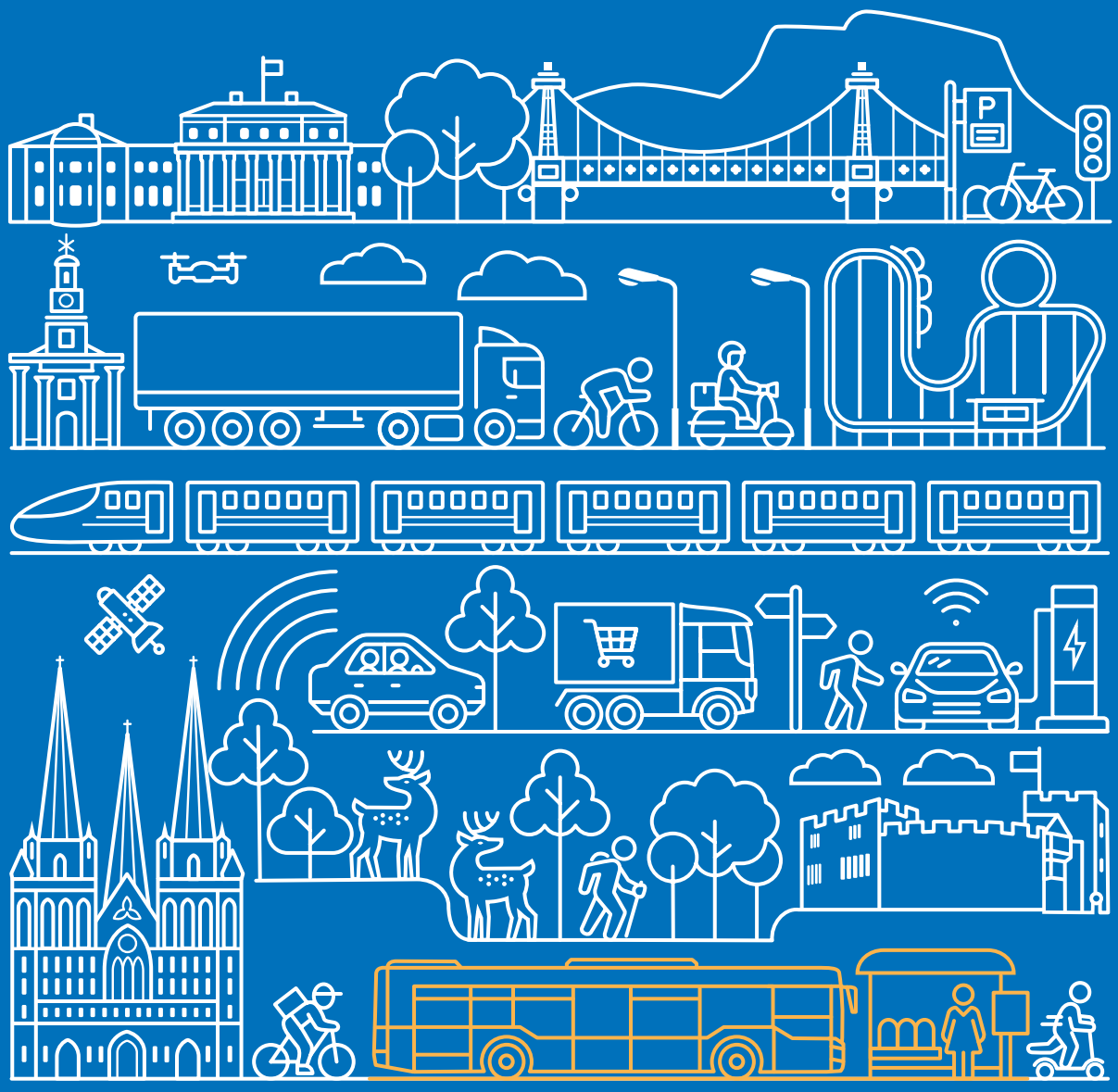
STAFFORDSHIRE

Bus Service Improvement Plan

2024 to 2050

JUNE 2024

Appendix A



Staffordshire County Council

Staffordshire County Council

Cabinet – Wednesday 19 June 2024

Staffordshire's Bus Service Improvement Plan 2024

Recommendation of the Cabinet Member for Commercial Matters

I recommend that Cabinet:

a. Approve Staffordshire County Council's Bus Service Improvement Plan 2024.
b. Provide delegated authority to the Director for Economy, Infrastructure and Skills to make any detailed amendments to the BSIP following its approval by Cabinet.

Report Summary:

A high quality and efficient transport system is important to the County Council's economic and environmental ambitions, connecting communities and creating inclusive employment and skills opportunities for all residents, including those without access to a car. A key component of this, is bus provision.

Working with bus operators, the County Council has taken an evidence-based approach in the development of a new 2024 Bus Service Improvement Plan (BSIP) that aligns with the emerging Local Transport Plan (LTP). The LTP vision, objectives and programme was presented to Prosperous Overview and Scrutiny Committee on 22 March 2023 and 11 January 2024.

Although the County Council does not run buses, the authority performs a vital role in shaping public transport provision in Staffordshire acting in its role as Local Transport Authority (LTA). This role is one of partnership, coordination, and support, to encourage the development of a sustainable bus network for the benefit of Staffordshire residents. The aim is to strengthen our Enhanced Partnership with bus operators to ensure that they play their part in delivering the BSIP.

Government guidance released in 2024, requires every authority to publish a new or updated BSIP by 12 June 2024 to secure the release of BSIP funding for 2024/25. The BSIP needs to set out our current offer, proposals for service improvements in 2024/25 and our priorities beyond 2025. The BSIP is expected to be used by Government to determine future funding levels. An Executive Summary of the 2024 BSIP is provided in Appendix 1 and the full draft BSIP document is provided in Appendix 2. A draft version of the BSIP will be submitted to DfT on 12th June 2024, but if any

revisions are required following Cabinet, a revised final version will be submitted.

The package of revenue and capital investment proposed in the BSIP, to be funded through grants and other funding opportunities, has been assessed against its expected contribution towards the National Bus Strategy goal of growing bus patronage. It is essential that a robust annual monitoring and evaluation process is established to ensure that public investment is delivering value for money. Our goal is to ensure that our investment choices help to aid the recovery of Staffordshire's bus provision.

Delivery of the 2024 BSIP will contribute to the County Council's Strategic Plan, 2022-2026. By supporting the bus industry to enhance Staffordshire's bus offer, we will:

a. Enable residents, particularly those without access to a car, to have better access to more good jobs and share the benefits of economic growth.
b. Contribute to thriving and sustainable communities by providing residents with the opportunity to travel more sustainably.
c. Provide the opportunity for residents to live more active and healthier lifestyles and create independence for those who do not have access to a car.

The bus services that are proposed for improvement using BSIP+ and Network North 2024/25 funding awards are shown in Appendix 1 (BSIP Executive Summary Figure 2). These services will cost around £6m and are subject to funding being approved, following the submission of the BSIP to DfT. Our commitment is to help grow bus patronage and ensure existing routes are not cut.

In addition to the 2024/25 proposals, it is recommended that the BSIP has the following indicative financial asks for the four years between 2025/26 and 2028/29 to enable the Council to fund a balanced and complementary package of revenue and capital enhancements:

a. £24m indicative revenue ask for supporting bus services (£6m pa).
b. £8m indicative ask for other revenue proposals focusing on fare promotions.
c. £23m indicative ask for capital proposals, with potential funding opportunities through Network North Local Transport Fund, developer led schemes and other bidding opportunities.

The financial figures presented for the period 2025/26 to 2028/29 are approximate and subject to change, following feasibility studies and detailed design.

Staffordshire County Council

Local Member Interest:

N/A

Report of the Director for Economy, Infrastructure and Skills

Reasons for Recommendations:

Background

1. In March 2021, the UK Government published its National Bus Strategy, which sets out its vision to significantly improve bus services in England. It seeks to reverse the decline in bus use, particularly since the Covid-19 pandemic, and encourage more people to use buses. The decline in bus use has been notable in Staffordshire. There were 22 million bus passenger journeys made in the county in 2009/10, compared to 10.3 million in 2023/24 (Department for Transport provisional figures).

2. To support the ambitions of the National Bus Strategy, we published our first Bus Service Improvement Plan (BSIP) in October 2021. Funding of £113m was requested to make our buses more frequent, more reliable, easier to understand and use, cheaper, and greener. The bid was unsuccessful for several reasons, including that it lacked specific details regarding which services and infrastructure we would prioritise and why.

3. Government guidance released in 2024 requires every authority to publish a new or updated BSIP by 12 June 2024 in order to secure the release of BSIP funding for 2024/25. The BSIP is expected to be used by Government to determine future funding levels and it is a requirement that it includes:

   a. Baseline data for 2023/24 and our achievements since 2021.
   b. Proposed improvements up to the end of 2024/25.
   c. Priorities and proposals for bus improvements from 2025/26 to 2028/29 and our long-term vision for bus provision in the county.
   d. A monitoring and evaluation regime, using targets relating to passenger journeys, bus reliability, public satisfaction, and accessibility levels.

4. The 2024 BSIP will form part of the emerging new Local Transport Plan for Staffordshire. Through the BSIP, our vision for buses is that by 2050, Staffordshire will have:

A sustainable bus network and more people choosing to travel by bus as their preferred form of transport.

5. The overarching measurable objective of the National Bus Strategy is to grow bus patronage and the BSIP recommends a package of measures to support this objective. It also helps Government to deliver its key goals of ensuring:

   a. Buses take people where they want to go, at a time that is right for them.
   b. Bus journeys are expeditious and run on-time.
   c. Bus fares are simple to understand and cheaper than car travel.
   d. Ticketing is seamless between bus services and integrated across transport modes.
   e. Bus passengers have a strong voice and influence regarding how the bus network runs.
   f. Bus infrastructure is accessible, safe and well-maintained.
   g. Bus information is widely available, in various formats, and accessible to all users.
   h. Buses are accessible, zero emission, with high-quality on-board environments.

6. To identify where investment is likely to deliver good value for money, extensive spatial mapping and data analysis has been completed, including:

   a. Stop-by-stop patronage data to identify our busiest routes.
   b. Assessment of the existing commercial and socially necessary fixed route bus services, to show where gaps are, focusing on:
      i. Connectivity to jobs, colleges, universities, local services and town centres.
      ii. Provision for our 25% most deprived areas and areas of low car ownership.
      iii. Connectivity to rail services.

   c. Bus reliability data and traffic delay data to identify where on the network improvements could be made to make bus travel more efficient. Corridors with high traffic levels also indicate where there is the greatest movement of people and the highest number of journeys that could potentially be made by bus.
   d. Bus stop condition surveys mapped against patronage data to identify the main gaps in DDA compliance.
   e. Existing non-fixed alternative bus service to identify where more innovative solutions could be trialled for rural areas that will not be able to support a fixed bus service.

7. Based on data analysis and engagement, the current bus offer in Staffordshire can be summarised as follows:

a. 19 bus operators running around 207 services from 8 depots in Staffordshire and 14 depots outside Staffordshire.
b. Largest operators are Diamond Bus EM, D&G, Chaserider, First, Select and Arriva Midlands.
c. 56% of services operate commercially.
d. Fares contributing less than 50% of all income, with most of funding coming from the public purse.
e. Last 10 years has seen a significant drop in the distance travelled by bus services.
f. Bus passenger journeys have fallen by 44% since 2017.
g. Half of buses are below Euro VI Emission Standards (excluding retrofit).
h. 67% of services are inter-urban or run between settlements.
i. 48% of services operate cross-boundary (including Stoke-on-Trent).
j. Two Demand Responsive Services – Moorlands Connect and Staffordshire Border Car.
k. Kidsgrove and Stone have lowest level of households within 400m of an hourly bus service within our Type 1 settlements (see paragraph 8). The highest is Tamworth.
l. Bus use is higher amongst younger residents, mainly travelling to education.
m. 89% of residents without access to a car use the bus.
n. Bus fares for shorter journeys are disproportionately expensive.

8. All Staffordshire settlements have been assessed in terms of their capability to achieve sustainable travel, ranging from our 11 settlements with good travel options and close by facilities, to our remote villages that are unlikely to support a commercial or fixed route bus service. This has helped to target investment where we are likely to achieve the greatest patronage growth, proportionate to the level of investment needed. The assessment of Staffordshire's settlements is shown in Appendix 1 (BSIP Executive Summary, Figure 1).

9. The BSIP proposes to review the objectives of Staffordshire's Enhanced Partnership that was established with all bus operators in August 2023. To complement public investment, our measurable asks of bus operators are expected to include:

a. Improved recruitment, retention and training of bus drivers.
b. Ensuring realistic setting of timetables, ensuring no services run early.
c. Promotion of fare offers and further development of The Knot integrated ticket.
d. Collaboration with neighbouring Enhanced Partnerships, including Stoke-on-Trent.
e. Creation of a Bus Users Forum.
f. Investment in new high quality and zero emission buses.

g. Commitment to data sharing to monitor patronage, bus reliability and the delivery of reliable RTPI.
h. Maximising use of marketing campaigns and social media to inform bus passengers of timetable changes.

BSIP Proposals for 2024/25 – 2028/29

10. In May 2023, DfT announced BSIP+ funding for local transport authorities who did not receive an original BSIP funding allocation "to support existing services, enhance these services, or provide new ones". For Staffordshire County Council, this funding allocation was £1,327,673 for 2023/24, followed by a similar BSIP+ allocation for 2024/25. In October 2023, an additional revenue allocation of £4,982,000 was awarded from the Network North Phase 3 BSIP funding allocation.

11. A condition of the 2024/25 funding award is that local transport authorities must complete a Bus Connectivity Assessment and update their BSIP by 12th June 2024.

12. The bus services that are proposed for improvement using BSIP+ and Network North funding, during 2024/25, are shown in Appendix 1 (BSIP Executive Summary, Figure 2). They include extended operating hours, extended routes, increased frequencies, introduction of new routes and continued support for routes requested by communities. We are committing funds to help grow bus patronage and ensure existing routes are not cut.

13. These services will cost around £6m and are subject to funding being approved, following the submission of the BSIP to DfT. Delivery of the BSIP requires this level of investment to continue for the following four years, with a total ask of £24m (£6m pa). This level of growth in the network in the short term takes into account the need to strengthen the Enhanced Partnership with bus operators to ensure there is the availability of drivers and fleet to support new services.

14. The services proposed for investment in 2024/25 aim to grow bus patronage within all the county's districts by:

    a. Providing better connections between settlements, particularly on corridors not served by rail, and better connections to rail stations.
    b. Providing residents with better links to their town centre, education, jobs, and services.
    c. Complementing town centre economic growth proposals, being delivered by District/Borough Councils through the Towns Fund, the Future High Street Fund, and the Levelling Up Fund.
    d. Increasing the number of residents in urban areas that live within 400m of at least an hourly bus service.

e. Enhancing services along corridors that experience traffic delays to encourage modal shift from the car.
f. Improving connectivity in areas of deprivation.
g. Improving cross-boundary connections to Stoke-on-Trent and the West Midlands conurbation.

15. The bus services identified for support will be reviewed annually to ensure that they continue to contribute to the goal of increasing bus patronage in Staffordshire, proportionate to the level of investment needed. From 2025/26, revenue support may be removed, or moved to another service, if value for money is not being achieved or if there is the potential for the service to be run commercially. The overall aim is to increase the number of commercially operated services in Staffordshire from the current rate of 56%.

16. To complement bus service improvements, alongside marketing campaigns led by bus operators, initiatives recommended to help reduce fares and improve the convenience of bus travel, include:

    a. Promotion of The Knot and Plusbus tickets and encouraging all bus operators to accept them.
    b. Introducing a Young Person's Travel Card, extending the age to 25 to benefit young people beyond education and into employment.
    c. Annual fare promotions.
    d. Developing a Staffordshire Journey Planner.

17. To maximise the potential for patronage growth, particularly on the 2024/25 supported services, infrastructure improvements are proposed for delivery, as resources permit. These include:

    a. Support Lichfield District Council in enhancing Lichfield bus station provision.
    b. Developer commitment to deliver a bus gate in Stafford between Burleyfields and Doxey.
    c. Keele University pilot Mobility Hub.
    d. Leek bus station refurbishment.
    e. Improved accessible and inclusive walking links to Stafford and Cannock bus stations.
    f. Bus stop upgrades on key routes within settlements, as appropriate to the level of use identified through patronage data.
    g. Improved accessible and inclusive walking and wheeling routes between bus stops and rail stations in Kidsgrove and Stafford.
    h. Real Time Passenger Information (RTPI) at the busiest stops along key routes.
    i. Information Totems in Tamworth, Stafford, Lichfield, Cannock, Leek, Stone, Kidsgrove, Burntwood and Rugeley.

j. Improved and well-maintained walking and wheeling routes to bus stops in Leek, Rugeley, Kidsgrove, Biddulph, Burntwood and Chase Terrace, in line with the emerging new Local Cycling and Walking Infrastructure Plan (LCWIP).
k. Virtual bus priority, as identified by bus reliability and traffic congestion data.
l. Electric buses committed on routes serving Burton and Tamworth with future priorities supporting high patronage routes in the north of Staffordshire, including connections to Stoke-on-Trent, that also contribute to improving air quality in Air Quality Management Areas (AQMAs) in Newcastle and Leek.

Long-Term Vision to 2050

18. The long-term vision proposed in the BSIP will form part of the emerging Local Transport Plan (LTP). As outlined in the report on the LTP presented to Prosperous Overview and Scrutiny Committee on 11 January 2024, a high-quality public transport system is required to achieve the LTP's two Guiding Principles:

    a. Provide a transport system that promotes high quality, prosperous places and puts people first.
    b. Reduce dependency on petrol and diesel vehicles.

Legal Implications

19. We note the following legal implications:

    a. Section 63(1) of the Transport Act 1985 places a duty on the Council to secure the provision of 'such passenger transport services as the Council considers appropriate to meet any public transport requirement within Staffordshire which would not, in its view, be met, apart from any action taken by them for that purpose'.
    b. Multi Operator Ticketing Schemes are governed by the Competition Act 1998 (Public Transport Ticketing Schemes Block Exemption) Order 2001 (as amended) and the Transport Act 2000.

Resource and Value for Money Implications

20. The 2024 BSIP is a Strategy document explaining how Staffordshire County Council proposes to support the delivery of the National Bus Strategy with the funding awarded through BSIP+ and Network North and any future funding made available by Government. There is no additional financial ask of SCC Finances.

21. In addition to the 2024/25 awards, it is proposed that the BSIP has the following financial asks for the four years between 2025/26 and 2028/29

to enable the Council to fund a balanced and complementary package of revenue and capital enhancements:

a. £24m revenue ask for supporting bus services (£6m pa);
b. £8m requirement for other revenue proposals focusing on fare promotions;
c. £23m indicative ask for capital proposals, with potential funding opportunities through Network North Local Transport Fund, developer led schemes and other bidding opportunities.

22. The financial figures presented for the period 2025/26 to 2028/29 are approximate and subject to change following feasibility and detailed design. Where required, value for money will be assessed using DfT's Small Scheme Appraisal Toolkit and Zebra Toolkit.

23. Verbal confirmation has been given by the Department for Transport that further funding support will be forthcoming for 25/26, but the commitment is subject to the national elections and subsequent spending reviews. If funding grants are not made available by Government to secure, stabilise and grow services and patronage, in line with the BSIP request, other funding opportunities will need to be secured to meet the funding gap and deliver the BSIP.

Climate Change Implications

24. Buses are a key part of the Government's Road to Zero Strategy in decarbonising transport and addressing the Climate Emergency declared by the Council. BSIP+ & BSIP Network North funding will promote the use of public transport encouraging a modal shift away from less sustainable methods of transportation.

25. Reductions to services and service frequency on commercial bus services would severely compromise the county's bus network. It would lead to a further noticeable reduction in bus patronage and modal shift away from bus travel to private car. This would lead to additional pressure on the local highway network, e.g. increased levels of congestion, which in turn would impact air quality and other environmental factors, compromising the carbon neutrality aspirations of the Council.

26. The revised BSIP and LTP will set out a long-term vision to 2050 where every bus will be electric or hydrogen; every depot will have the necessary charging infrastructure; all the necessary changes will have been made to road layouts to accommodate zero-emission buses, and energy providers will have implemented grid capacity upgrades.

27. To adapt to changes in the weather because of climate change, buses will have white roofs; tinted windows; roof and engine insulation; ventilation; and cooling and heating systems.

28. The use of low/zero emitting buses play a vital role in improving air quality. Support will be provided to help bus operators secure funding to purchase new lower emission buses or retrofit existing ones.

List of Background Documents/Appendices:

Appendix 1 - BSIP Executive Summary
Appendix 2 - Draft 2024 BSIP

Contact Details

Assistant Director: Dave Atkinson, Assistant Director for Connectivity and Sustainability

Report Authors: Annabel Chell,
Head of Connectivity Strategy
annabel.chell@staffordshire.gov.uk

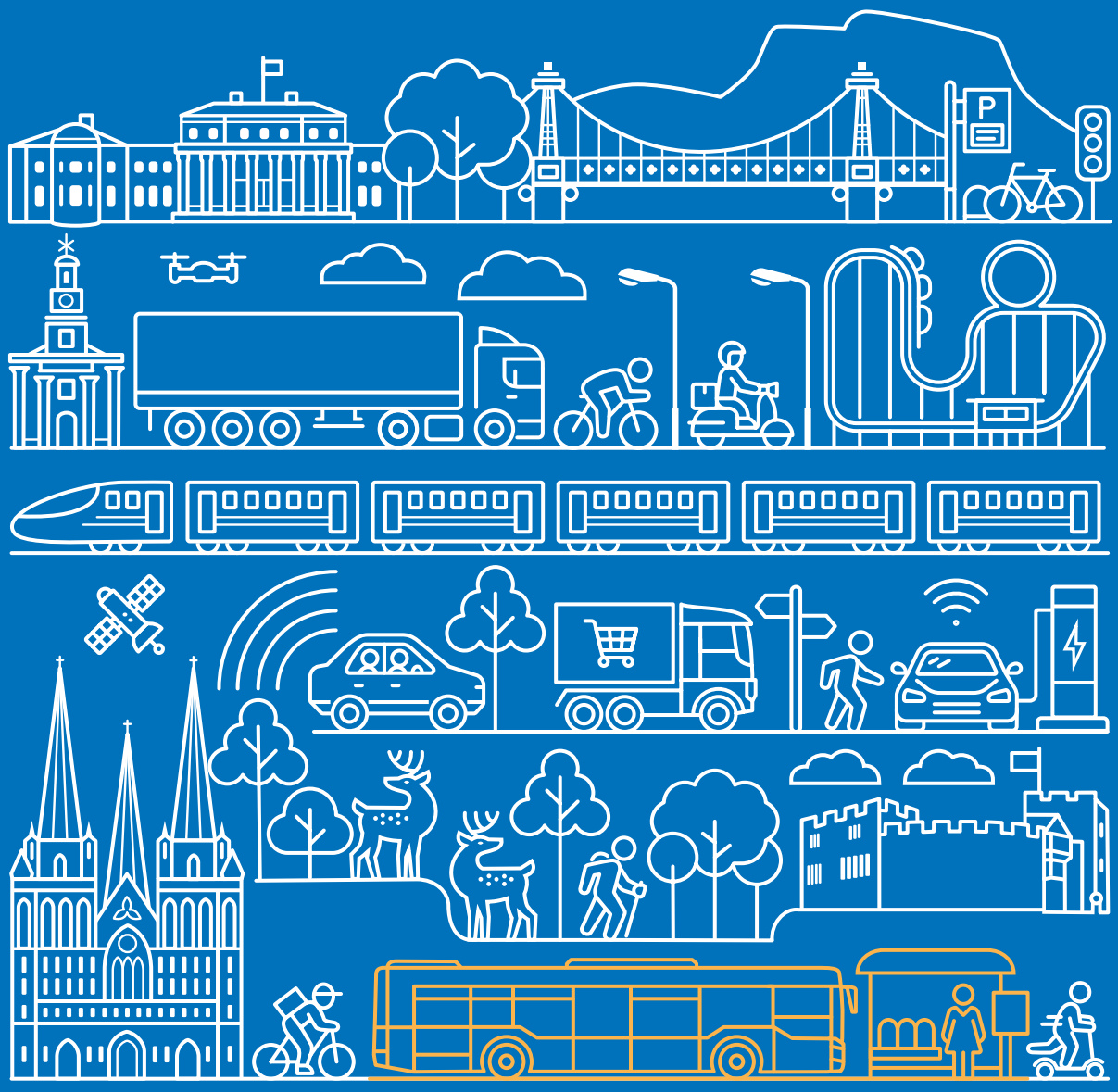
STAFFORDSHIRE

Bus Service Improvement Plan

2024 to 2050

JUNE 2024

Appendix B



Staffordshire County Council

Geographical area covered by the BSIP

In 2021, Staffordshire had a population of 876,100 people. The county is large, covering over 250,000 hectares. While the county has a relatively low overall population density, approximately 75% of its population live in its urban areas. Staffordshire has no one dominant town; its main towns are Lichfield, Stafford, Newcastle-under-Lyme, Cannock, Tamworth, and Burton-upon-Trent. Away from these main towns, Staffordshire has numerous, smaller market towns, which serve extensive rural hinterlands, such as Leek, Uttoxeter, Stone, Eccleshall, and Penkridge.

Figure B1: Staffordshire County Council's Administrative Area

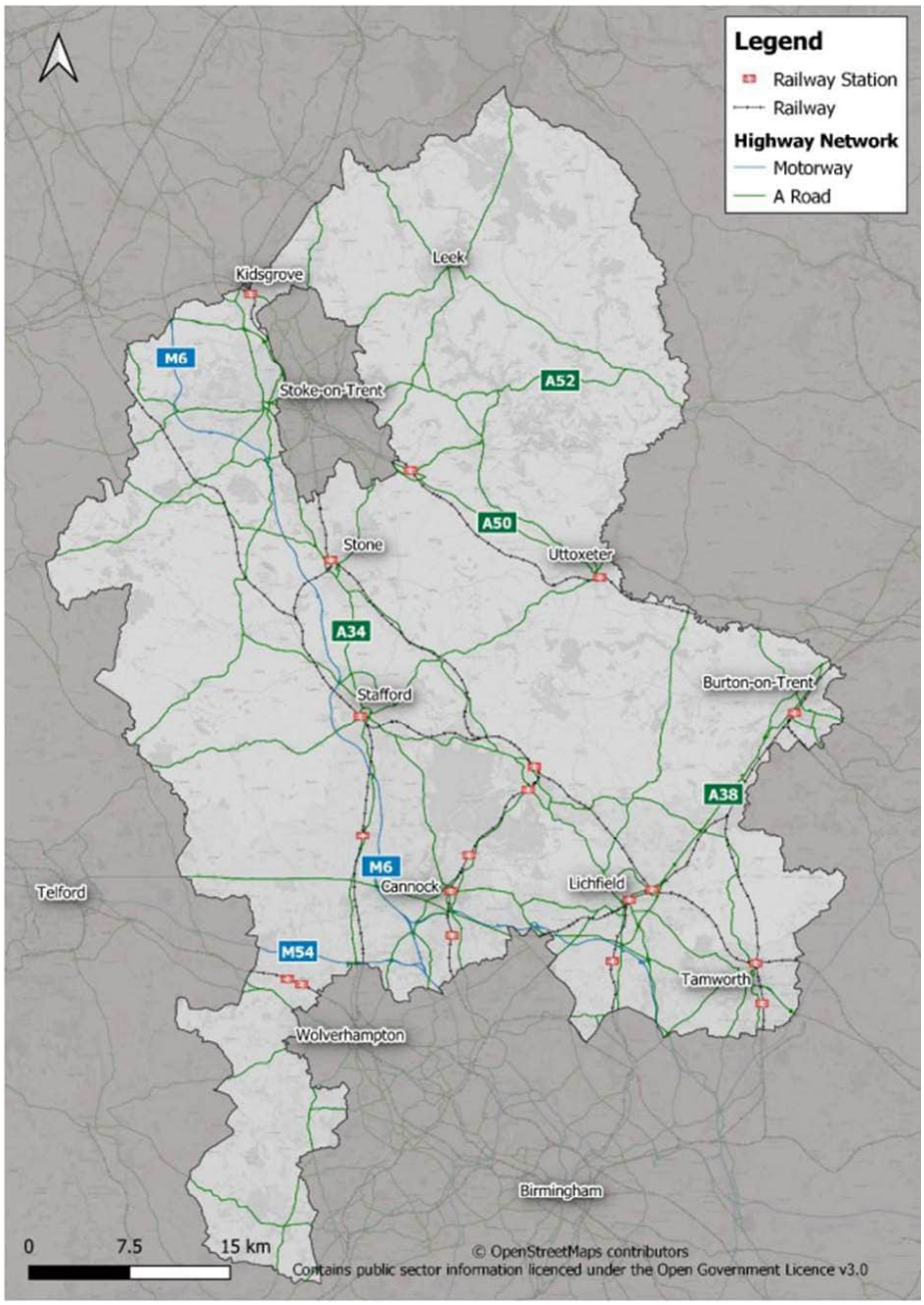
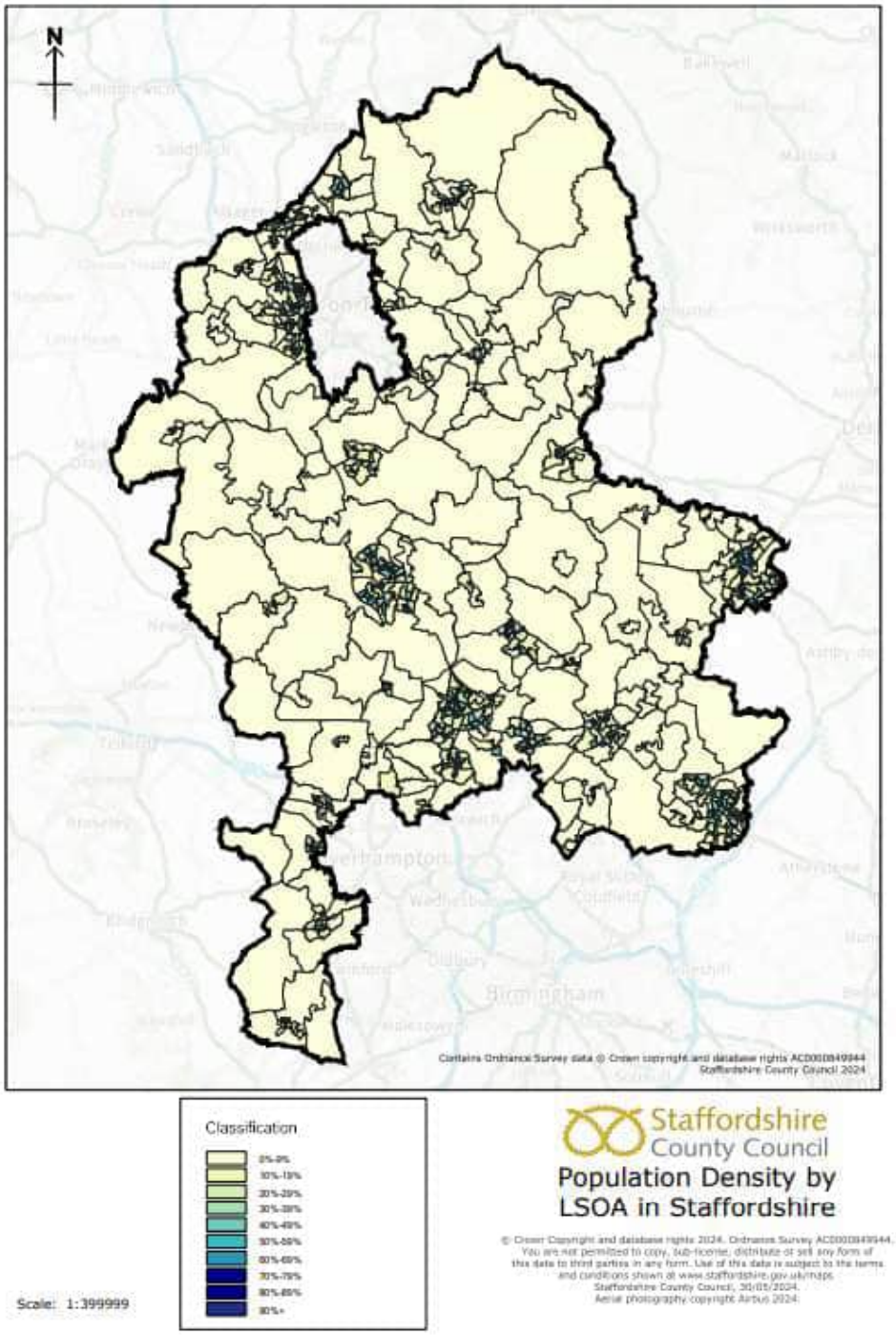


Figure B2: Population Density



Our towns and villages offer a range of leisure, cultural and historical attractions, including castles, theme parks, moor and heathlands, theatres, museums, a cathedral, a National Park, and a National Landscape Partnership. Access to these assets is supported by our bus network.

Table B1: Population of Staffordshire's District and Boroughs

Area name	Population	Hectares	Population per hectare
Staffordshire	848,489	262,028	3.2

Cannock Chase	97,462	7,888	12.4
East Staffordshire	113,583	38,696	2.9
Lichfield	100,654	33,130	3
Newcastle under Lyme	123,871	21,096	5.9
South Staffordshire	108,131	40,732	2.7
Stafford	130,869	59,817	2.2
Tamworth	76,813	3,085	24.9
Staffordshire Moorlands	97,106	57,585	1.7

The range of Staffordshire's settlement types and functions, create numerous transport challenges i.e. rural isolation in our sparsely populated areas to poor air quality on our busiest roads in parts of our towns. The bus network helps to address many of these challenges and buses make a real difference to people's everyday lives; they enable people to get to work, visit family and friends, get to the shops and essential services such as schools, colleges, libraries, GP surgeries and hospitals.

The county encircles Stoke-on-Trent City and is bordered by Cheshire to the north, Shropshire and Telford & Wrekin to the west, Derbyshire and Leicestershire to the east, and Worcestershire and the West Midlands metropolitan area to the south.

Staffordshire has high levels of car ownership[i]. In 2021, 84.3% of households had access to one or more cars, and 44.6% had access to two or more. The average for the West Midlands region is 78.5%. Levels of car use are also high.

In 2023, there were 5.98[ii] billion vehicle miles travelled in the county. This represents 18.7% of the regional total, despite the county having 16.3%[iii] of the total roads (in Miles).

38[iv]% of commuting journeys in the county are less than 5 Kilometres (3.10 miles), meaning that there is scope to switch a greater proportion of these journeys to bus.

In 2021, just 15.7% of households had no cars or vans in household. The areas with the lowest access to a car are Town Ward in Newcastle Under Lyme (43.6%), Anglesey Ward in East Staffordshire (33.8%) and Burton East in East Staffordshire (33.1%).

These are all urban areas and characterised by low median pay (below UK average), and pockets of deprivation. In Staffordshire, there are 49[v] LSOAs in the 20% most deprived areas in England. Collectively, 76,576 (mid 2012 (excluding prisoners) people live in these areas.

Staffordshire has an older population; 44.5[vi]% of the population are aged over 50 and 15.5% over 70. 19% of the population are aged under 16.

[i] Car or Van Availability: https://www.nomisweb.co.uk/datasets/c2021ts045
[ii] Miles Travelled: https://www.gov.uk/government/statistics/road-traffic-estimates-in-great-britain-2023
[iii] Road Length Statistics (RDL): https://www.gov.uk/government/statistical-data-sets/road-length-statistics-rdl#road-length-in-miles-rdl01

[iv] Commuting Patterns - Distance travelled to work: https://www.nomisweb.co.uk/query/construct/summary.asp?mode=construct&version=0&dataset=2075
[v] Index of Multiple Deprivation (IMD): https://data.cdrc.ac.uk/dataset/index-multiple-deprivation-imd
[vi] 2021 Mid-Year Population Estimates: https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/bulletins/annualmidyearpopulationestimates/mid2021

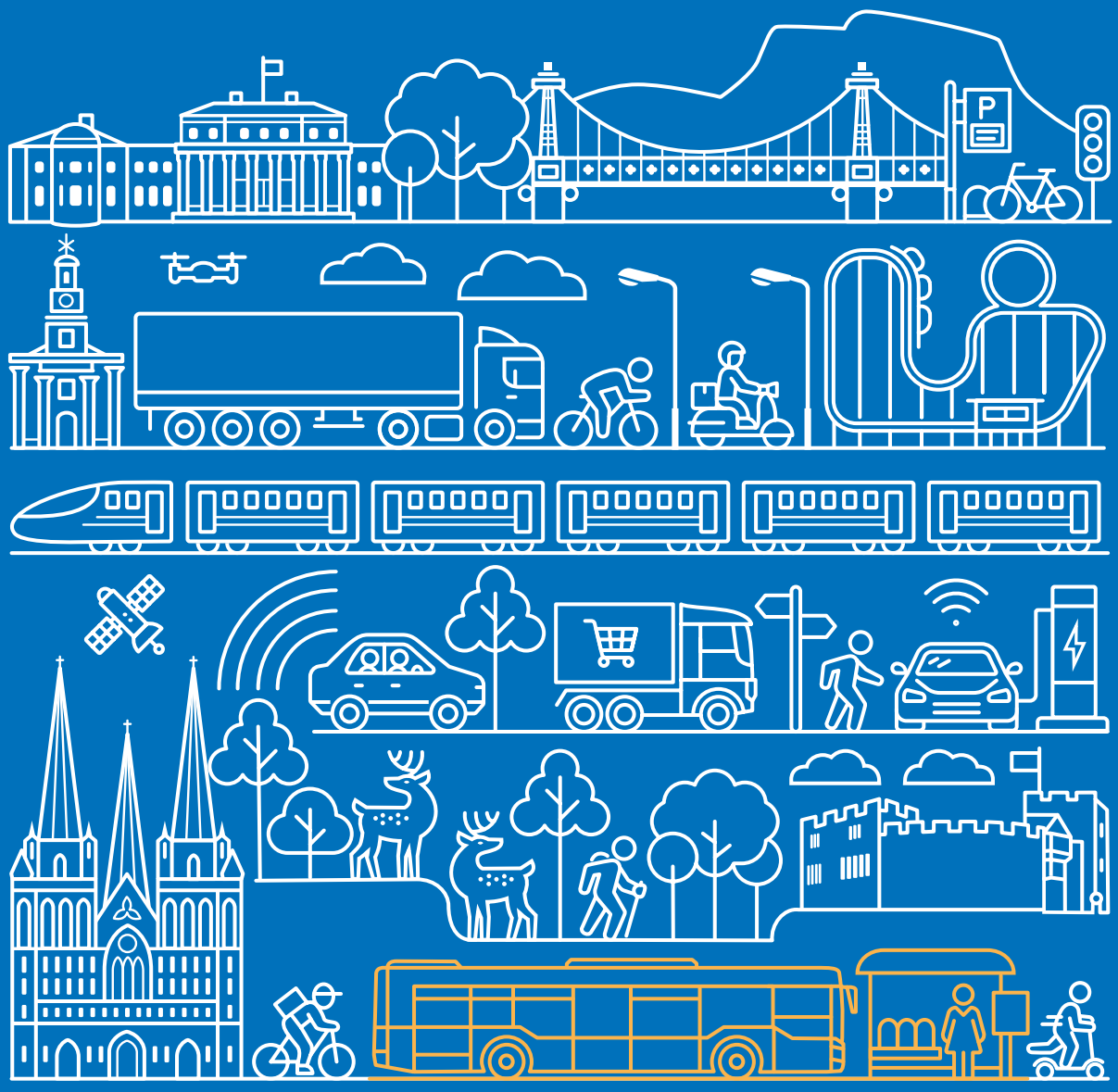
STAFFORDSHIRE

Bus Service Improvement Plan

2024 to 2050

JUNE 2024

Appendix C



Staffordshire County Council

Capability to Achieve Sustainable Travel (CAST)

Lower Layer Super Output Area (LSOA) data was utilised to develop the settlement types and therefore LSOA boundaries form the basis of the plan.

Type 1: Settlements with all travel options available and close proximity to facilities
Settlements with good transport infrastructure; frequent bus services (for Staffordshire), good access to a rail station, a wide range of services and facilities within walk/ cycle distance, employment opportunities available within the settlement, excellent road connections – A-roads through the settlement and motorway junctions/ trunk road within the settlement boundary or within easy reach.

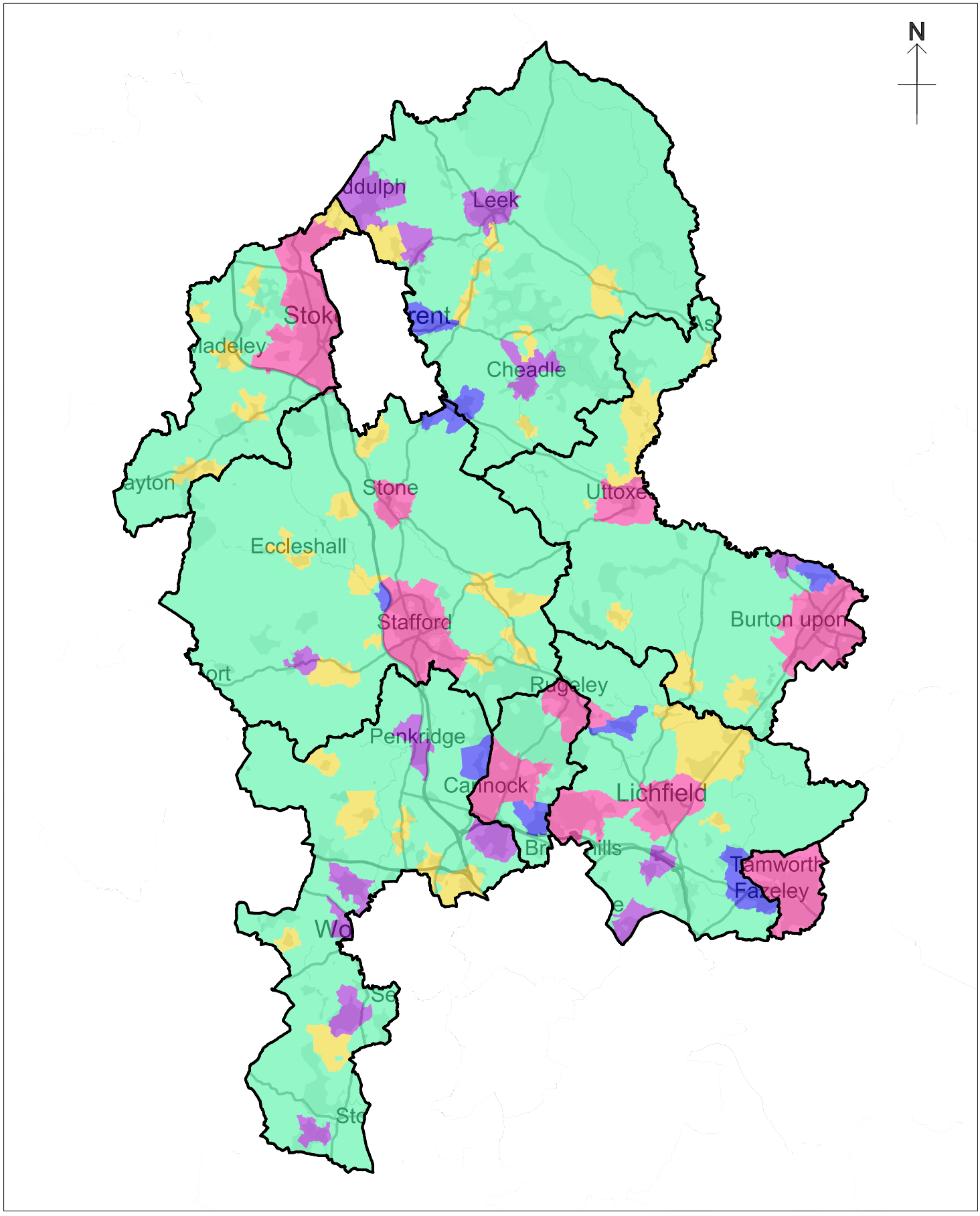
Type 2: Settlements adjacent to those with all travel options and facilities
Settlements separate to type 1 settlements but adjacent so they benefit from the outer edge of the type 1 bus services and access to services and facilities but these are likely to only be within cyclable distance. Connected to the type 1 settlement via A-roads – which facilitates the bus services and shorter cycle travel times.

Type 3: Settlements on key transport corridors with some facilities
Settlements are physically remote from type 1 settlements but connected via A-roads, B-road routes of local importance or rail corridors. Therefore, they benefit from naturally being on the route of inter-urban bus services and/ or have inter-urban rail stations providing connectivity to a range of services and facilities not available within the settlement. The settlement itself has some day to day services and facilities such as a local shop, school and GP surgery.

Type 4: Settlements with bus services and limited proximity to facilities
Settlements may be away from main roads and/ or on average have access to an hourly bus services. Residents have the long journey times via all modes to connect to a wide range of services and facilities. Walking, wheeling and cycling is attractive within the settlement but connections out of the settlement may not have facilities for walking and wheeling. Bus services are less frequent due to distance of route and number of settlements needed to be included in route for route to be commercial; services may be provided by the LA and therefore under threat from future funding limitations. Very limited employment opportunities within walk/ cycle distance. Limited services and facilities are available within the settlement and therefore access to a wide range of services and facilities requires travel outside the settlement. Better bus services may be balanced against very limited facilities within the settlement.

Type 5: Settlements with very limited transport infrastructure and remote from facilities
Settlements are away from main roads and have the longest journey times via all modes to connect to a wide range of services and facilities. Unlikely there will be any bus services or services and facilities within the settlement meaning the

settlement relies on travel/ digital connectivity to meet day to day needs such as shopping, education and employment. Infrequent bus services may be present and are provided by the LA and therefore under threat from future funding limitations.



1. Settlements with all travel options available and close proximity to facilities
2. Settlements adjacent to those with all travel options and facilities
3. Settlements on key transport corridors with some facilities
4. Settlements with bus services and limited proximity to facilities
5. Settlements with very limited transport infrastructure and remote from facilities

Staffordshire County Council

Capability to Achieve Sustainable Travel

Scale: 1:400000

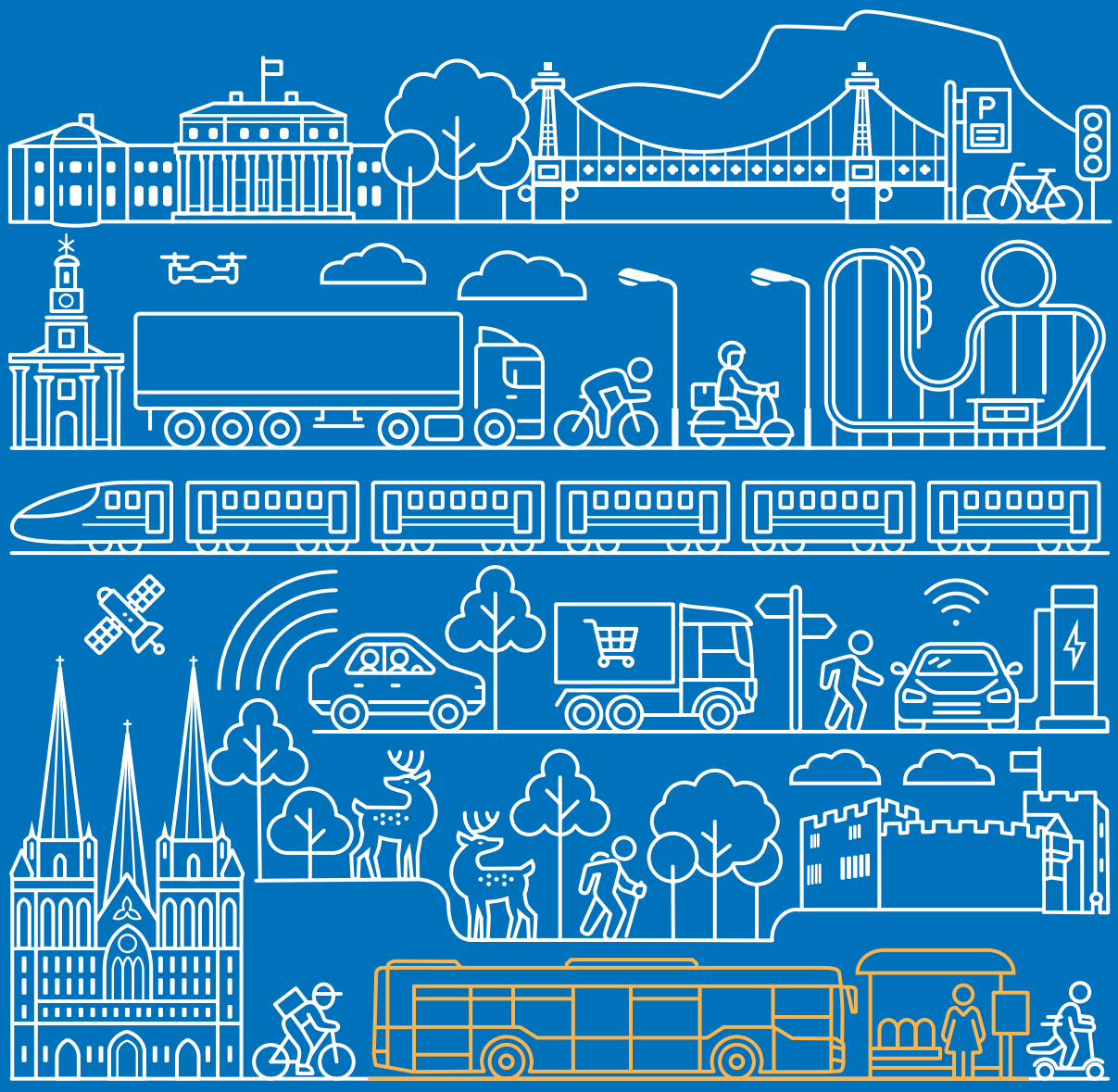
STAFFORDSHIRE

Bus Service Improvement Plan

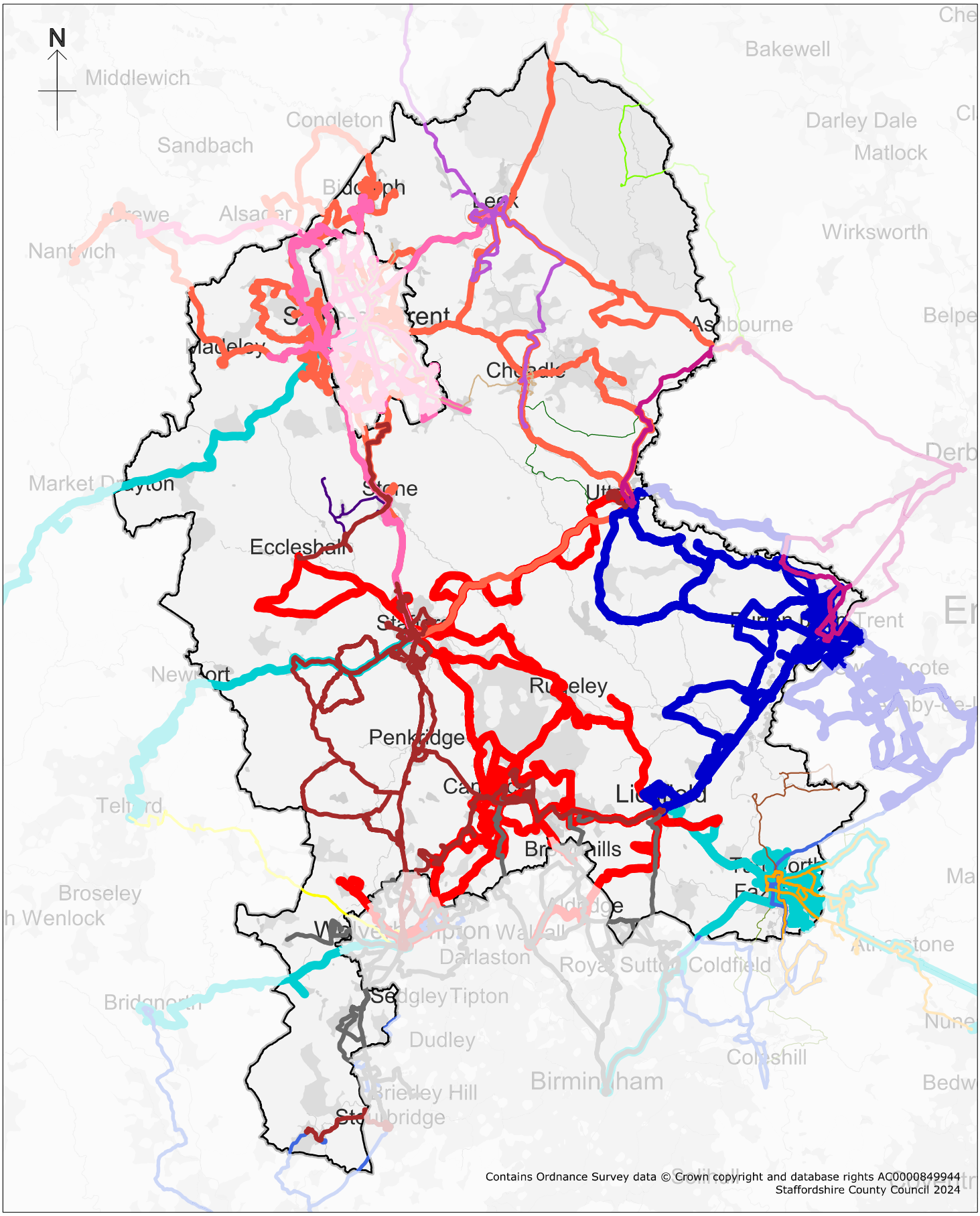
2024 to 2050

JUNE 2024

Appendix D



Staffordshire County Council



- Chaserider 30839.9
- Arriva 28170.1
- Diamond Bus East Midlands 25832.5
- D&G 19121.3
- First 18243.8
- NXWM 14215.6
- Select Bus 11935.9
- TrentBarton 5940.5
- Taxico 1611
- Diamond Bus 1426.6
- Banga 955.2
- Stagecoach 823
- Bennetts Travel 809.3
- High Peak 660
- South Derbyshire Coaches 557.5
- Stantons 483.5
- Ashbourne CT 46.4
- A&M Group 17.2

Scale: 1:400000

Staffordshire County Council

Bus Operator Estimated Mileage in Staffordshire per Week (October 2023)

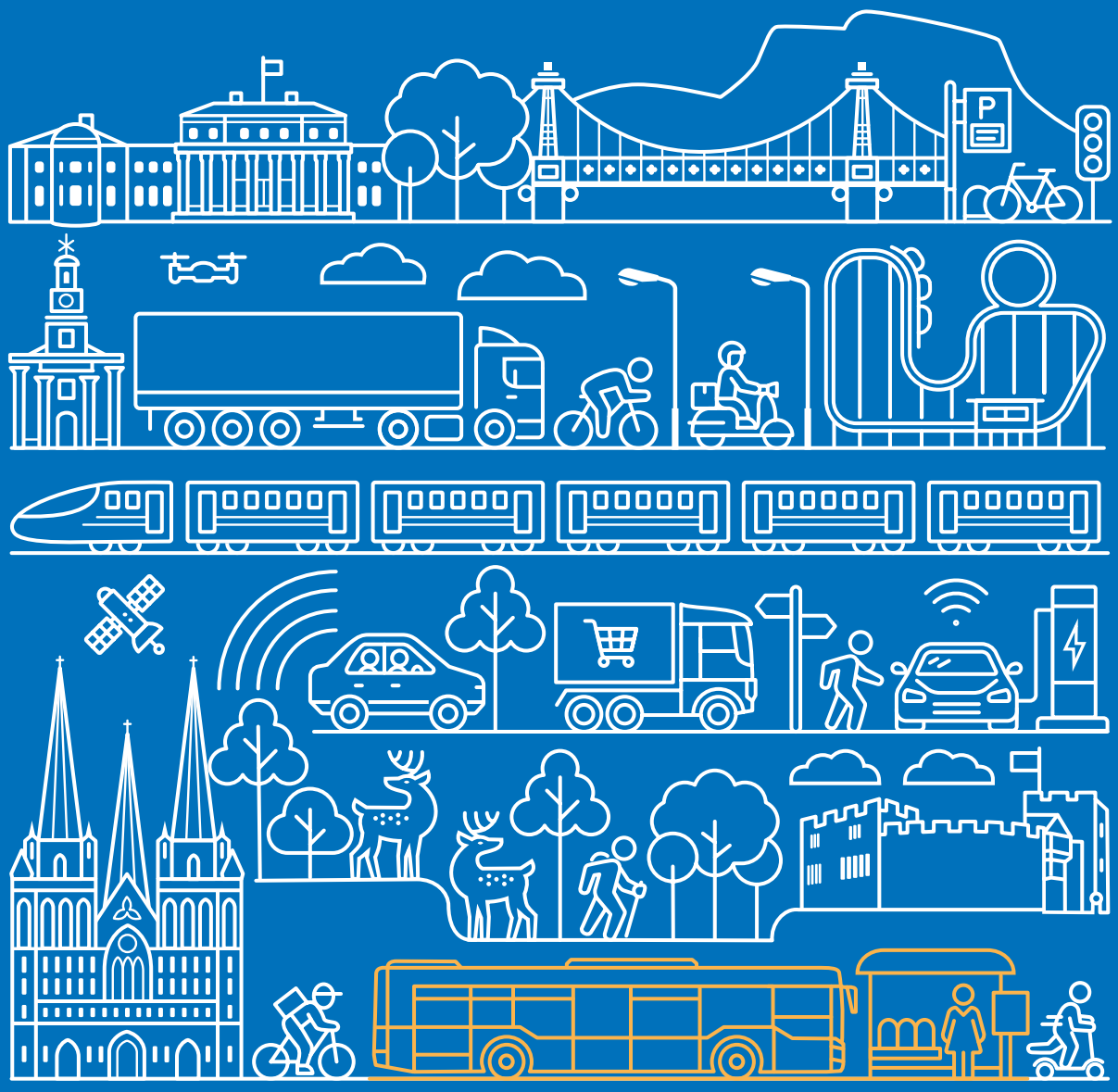
STAFFORDSHIRE

Bus Service Improvement Plan

2024 to 2050

JUNE 2024

Appendix E



Staffordshire County Council

Service & Operational Information, June 2024									Days of Operation/Service Frequency				
Service No.	Operator	Route Description	Cross-Boundary	Cross-Boundary but neither starts/ends in Staffs	Interurban/ Between Settlements	Subsidised?	No. of Journeys per week in Staffs	KM per week in Staffs	Mon-Fri Daytime	Mon-Fri Evening	Sat Daytime	Sat Evening	Sunday
1	Chaserider	Huntington - Cannock - Great Wyrley	No	N/A	No	No	60	632.3	60	None	None	None	None
1	D&G	Meir - Longton - Stoke - Newcastle - Silverdale - Park Site	Yes	No	No	No	186	1,259.4	60	None	60	None	None
1	Diamond Bus EM	Burton - Rolleston - Tutbury	No	N/A	No	Yes	100	1,206.8	60	None	None	None	None
1A	D&G	Meir - Longton - Stoke - Newcastle - Silverdale - Audley - Wood Lane	Yes	No	No	De minimis	140	2,251.8	60	None	60	None	60
2	Arriva Midlands	Ventura Park - Tamworth - Gillway - Perrycrofts	No	N/A	No	De minimis	153	2,358.5	30	None	30	None	60
2	Diamond Bus EM	Burton - Stapenhill	No	N/A	No	No	140	1,036.2	30	None	60	None	None
3	Arriva Midlands	Tamworth - Leyfields - Coton Green	No	N/A	No	De minimis	141	1,157.0	30	None	30	None	None
3	Chaserider	Cannock - Norton Canes - Brownhills	Yes	No	Yes	Yes (S106)	138	1,221.2	60	None	60	None	None
3	First Potteries	Hanley - Burslem - Tunstall - Kidsgrove - Alsager - Crewe	Yes	Yes	Yes	No	322	829.0	30	None	30	None	60
3	National Express WM	Streetly - Little Aston - Shenstone - Lichfield	Yes	No	Yes	No	10	178.6	1 trip	None	None	None	None
3A	First Potteries	Hanley - Burslem - Tunstall - Kidsgrove - Talke Pits	Yes	No	No	No	536	2,047.6	15	None	30	None	60
4	Arriva Midlands	Tamworth - Silverlink - Glascote Heath	No	N/A	No	No	250	2,705.9	15	None	20	None	None
4	Diamond Bus EM	Burton - Stanton - Newhall - Swadlincote	Yes	No	Yes	No	100	643.6	60	None	None	None	None
4	First Potteries	Hanley - Festival Park - Newcastle - Chesterton - Crackley	Yes	No	No	No	306	2,594.5	30	None	30	None	60
4	National Express WM	i54 - Pendeford - Oxley - Wolverhampton - Merry Hill - Warstones	Yes	No	No	No	550	133.7	20	60	20	60	60
4A	First Potteries	Hanley - Festival Park - Newcastle - Chesterton - Talke - Kidsgrove	Yes	No	No	No	291	3,486.7	30	None	30	None	60
5	Arriva Midlands	Tamworth - Amington - Amington Green	No	N/A	No	No	307	4,001.1	15	60	20	60	30
5	Chaserider	Codsall - Bilbrook - Claregate - Wolverhampton	Yes	No	Yes	Yes	39	319.9	None	60	None	60	60
5/5A	Banga	Codsall - Bilbrook - Claregate - Wolverhampton	Yes	No	Yes	De minimis	269	1,034.9	30	None	60	None	None

5/5A/ 5E	Arriva Midlands	Stafford - Gnosall - Newport - Donnington - Telford	Yes	No	Yes	De minimis	341	6,635.0	30	120	30	120	60
6	Diamond Bus EM	Burton - Eton Park	No	N/A	No	No	120	849.6	30	None	60	None	None
6	National Express WM	Sutton Coldfield - Little Aston - Aldridge - Walsall	Yes	Yes	No	No	418	1,076.1	30	60	30	60	60
6/6A	National Express WM	Wobaston - i54 - Pendeford - Aldersley - Wolverhampton	Yes	Yes	No	No	883	426.2	12	30	15	30	30
6A	First Potteries	Hanley - Fenton - Longton - Meir Heath - Blythe Bridge	Yes	No	No	No	290	1,119.9	30	None	30	None	60
7	D&G	Kidsgrove - Newchapel - Chell - Hanley	Yes	No	No	De minimis	8	30.2	None	None	None	None	120
7	First Potteries	Kidsgrove - Newchapel - Chell - Hanley	Yes	No	No	No	144	545.5	60	None	60	None	None
7	Select Bus	Stafford - Rising Brook - Moss Pit	No	N/A	No	No	367	1,749.6	20	None	20	None	None
7/7A/ 7E	Arriva Midlands	Tamworth - Glascote - Stonydelph	No	N/A	No	No	338	4,859.2	15	60	20	60	30
7A	D&G	Biddulph - Brown Lees - Chell - Hanley	Yes	No	No	De minimis	8	50.8	None	None	None	None	120
7A	First Potteries	Biddulph - Brown Lees - Chell - Hanley	Yes	No	No	No	153	955.4	60	None	60	None	None
8	Arriva Midlands	Tamworth - Belgrave - Wilnecote - Hockley	No	N/A	No	No	301	5,618.0	15	60	20	60	60
8	Diamond Bus EM	Queens Hospital - Burton - Winshill - Newhall - Swadlincote	Yes	No	Yes	No	327	2,834.9	30	None	30	None	None
8	National Express WM	Walsall - Pelsall - Brownhills - Burntwood - Lichfield	Yes	No	Yes	De minimis	327	4,000.8	30	None	30	None	60
8/8A	Select Bus	Stafford - Trinity Fields - Redhill - Parkside	No	N/A	No	Part Subsidised	225	2,217.5	20	60	20	60	None
8A	D&G	Hanley - Norton - Brown Edge - Endon	Yes	No	No	No	130	376.5	60	None	60	None	None
9	Arriva Midlands	Wolverhampton - Compton - Bridgnorth	Yes	Yes	Yes	Not by Staffs	125	649.2	60	None	60	None	None
9	D&G	Biddulph - Hanley - Stoke - RSUH - Newcastle - Clayton	Yes	No	No	De minimis	307	3,076.1	30	None	30	None	None
9	Diamond Bus EM	Queens Hospital - Burton - Swadlincote - Ashby - East Midlands Airport	Yes	No	Yes	No	426	5,273.0	30	60	30	60	60
9	Select Bus	Stafford - Highfields	No	N/A	No	Part Subsidised	292	2,506.2	15	60	15	60	None
10	Chaserider	Stafford - Kingston Hill	No	N/A	No	Yes	10	64.4	2 trips	None	None	None	None
10	Diamond Bus EM	Burton - Shobnall - Acorn Inn	No	N/A	No	Yes	169	977.1	60	None	60	None	None
10/ 10A	National Express WM	(Pattingham Mon-Fri only) - Perton - Compton - Wolverhampton	Yes	No	Yes	Part Subsidised by TfWM	494	3,007.1	30	60	30	60	60
10S	Diamond Bus EM	Acorn Inn - John Taylor Free School	No	N/A	No	No	10	74.0	1 trip	None	None	None	None

11	Arriva Midlands	Tamworth - Dunstall Park	No	N/A	No	No	300	748.2	30	None	30	None	None
11	Diamond Bus EM	Burton - Anglesey Road	No	N/A	No	Yes	27	108.6	60	None	120	None	None
11	First Potteries	Newcastle - Stoke - Longton - Bentilee - Hanley	Yes	No	No	No	456	440.2	20	None	30	None	60
11/ 11A	Select Bus	Stafford - Sandon Road - Coton Fields - Stafford	No	N/A	No	Yes	45	317.0	60	None	None	None	None
11S	Select Bus	Colwich - Weston Road High School	No	N/A	Yes	Yes	10	138.4	1 trip	None	None	None	None
12	Diamond Bus EM	Burton - Branston - Barton - Alrewas - Fradley - Lichfield	No	N/A	Yes	No	137	5,238.3	60	None	60	None	None
12	Select Bus	Stafford - Doxey	No	N/A	No	No	110	694.3	30	None	30	None	None
12E	Diamond Bus EM	Burton - Branston - Barton - Fradley - Lichfield	No	N/A	Yes	Yes	82	1,952.0	None	120	None	120	None
12S	Select Bus	Gnosall - King Edwards School Stafford	No	N/A	Yes	No	10	172.2	1 trip	None	None	None	None
15	Stagecoach	Tamworth - Dosthill - Kingsbury - Hurley	Yes	No	Yes	Not by Staffs	5	51.5	None	None	None	None	120
15/15A	National Express WM	Wolverhampton - Wombourne - Kingswinford - Merry Hill	Yes	Yes	Yes	Part Subsidised by TfWM	411	3,437.3	30	60	30	60	60
16	D&G	Hanley - Werrington - Cellarhead - Cheddleton - Leek	Yes	No	Yes	No	283	4,411.2	30	None	30	None	None
16	National Express WM	Wolverhampton - Wombourne - Kingswinford - Stourbridge	Yes	Yes	Yes	Part Subsidised by TfWM	448	3,587.6	30	60	30	60	60
16A	D&G	Cheddleton - Westwood College	No	N/A	Yes	No	10	82.1	1 trip	None	None	None	None
17	Diamond Bus EM	Burton - Stretton - Clay Mills	No	N/A	No	No	38	420.4	60	None	120	None	None
18	D&G	Leek - Endon - Sneyd Green - Hanley	Yes	No	Yes	De minimis	11	103.5	None	None	None	None	120
18	Diamond Bus EM	Burton - Dalebrook - Winshill - Stapenhill - Burton	No	N/A	No	No	30	328.2	60	None	None	None	None
18	First Potteries	Leek - Endon - Sneyd Green - Hanley	Yes	No	Yes	No	146	1,374.6	60	None	60	None	None
19	Diamond Bus EM	Burton - Swadlincote - Moira - Measham - Ashby	Yes	No	Yes	No	124	638.5	60	None	60	None	None
19A	Diamond Bus EM	Burton - Swadlincote - Moira - Measham - Mercia Park	Yes	No	Yes	No	55	283.2	4-5 trips	1 trip	None	None	None
19C	Diamond Bus EM	Moira - Burton	Yes	No	Yes	No	5	16.1	1 trip	None	None	None	None
20	Diamond Bus	Tamworth - Mercia Park	Yes	No	Yes	No	65	460.2	5-6 trips	1 trip	None	None	None
21	Diamond Bus EM	Burton - Stapenhill - Linton - Church Gresley - Swadlincote	Yes	No	Yes	No	252	1,135.3	30	None	60	None	None
21E	Diamond Bus EM	Burton - Stapenhill - Swadlincote - Church Gresley - Overseal - Linton	Yes	No	Yes	No	82	369.4	None	70	None	70	70

22	Diamond Bus EM	Burton - Stapenhill - Walton on Trent - Coton - Swadlincote	Yes	No	Yes	No	59	233.3	120	None	120	None	None
22	First Potteries	Newcastle - RSUH - Trentham - Blurton - Longton	Yes	No	No	No	236	265.8	30	None	30	None	None
23/ 23A	Select Bus	Cannock - Heath Hayes - Wimblebury - Hednesford	No	N/A	No	De minimis	50	623.5	60	None	None	None	None
25	Chaserider	Cannock - Pye Green - Hednesford - Cannock	No	N/A	No	No	252	2,959.9	15	60	20	60	None
25	First Potteries	Hanley - Stoke - RSUH - Newcastle - Keele	Yes	No	No	No	818	6,194.8	12	40	20	40	30
25	National Express WM	Pendeford - i54 - Wednesfield - Willenhall - Bilston - Wolverhampton	Yes	Yes	No	Part Subsidised by TfWM	303	146.3	30	None	30	None	60
26	Chaserider	Cannock - Hednesford - Pye Green - Cannock	No	N/A	No	No	261	3,065.6	15	60	20	60	None
30	Aimee's Travel	Leek - Ipstones - Cheadle - Upper Tean	No	N/A	Yes	De minimis	30	522.1	2 trips	None	None	None	None
31	Chaserider	Lichfield Circular	No	N/A	No	De minimis	44	373.3	30	None	60	None	None
31	Diamond Bus EM	Lichfield Circular	No	N/A	No	No	54	434.4	30	None	60	None	None
32	Chaserider	Lichfield Circular	No	N/A	No	De minimis	44	389.4	30	None	60	None	None
32	Diamond Bus EM	Lichfield Circular	No	N/A	No	No	54	477.9	30	None	60	None	None
32/ 32A/ 32X	D&G	Hanley - Werrington - Cheadle - Upper Tean - Uttoxeter	Yes	No	Yes	Part Subsidised	341	7,678.6	30	None	60	None	60
33	D&G	Newcastle - Seabridge - Westlands - Newcastle	No	N/A	No	De minimis	15	159.3	3 trips	None	None	None	None
35	D&G	Newcastle - Cross Heath - Chesterton	No	N/A	No	De minimis	15	224.5	3 trips	None	None	None	None
36	Chaserider	Walsall - Aldridge - Stonnall - Wall - Lichfield	Yes	No	Yes	Yes	128	1,599.5	60	None	60	None	None
37	First Potteries	Longton - Meir - Bentilee - Hanley - Newcastle - Lymedale	Yes	No	No	No	22	107.2	1-2 trips	None	1-2 trips	None	2 trips
60	Chaserider	Cannock - Heath Hayes - Norton Canes - Burntwood - Lichfield	No	N/A	Yes	No	317	6,690.9	30	None	30	None	None
60	Stantons	Brown Edge - Norton - Sneyd Green - Hanley	Yes	No	No	No	20	38.6	2 trips	None	None	None	None
62	Chaserider	Cannock - Hednesford - Rawnsley - Burntwood - Lichfield	No	N/A	Yes	Yes	128	3,049.4	60	None	60	None	None
63	Chaserider	Cannock - Hednesford – Rugeley	No	N/A	Yes	Yes	142	1,679.3	60	None	60	None	None
64	Arriva Midlands	Hanley - Newcastle - Loggerheads - Market Drayton - Shrewsbury	Yes	Yes	Yes	No	70	1,626.4	120	None	120	None	None

65	Arriva Midlands	Tamworth - Polesworth - Atherstone - Nuneaton	Yes	No	Yes	No	150	1,845.5	60	None	60	None	None
67	Select Bus	Cannock - Wedge's Mills - Shareshill - Featherstone - Wolverhampton	Yes	No	Yes	Yes	45	691.1	4-5 trips	None	None	None	None
70	Chaserider	Cannock - Cheslyn Hay - Featherstone - Wolverhampton	Yes	No	Yes	Part Subsidised	153	2,348.5	60	None	60	None	None
70A	Chaserider	Featherstone - Cheslyn Hay High School	No	N/A	Yes	No	10	58.7	1 trip	None	None	None	None
71	Chaserider	Cannock - Cheslyn Hay - Essington - Wednesfield - Wolverhampton	Yes	No	Yes	Part Subsidised	124	1,514.9	60	None	60	None	None
74	Chaserider	Cannock - Huntington – Stafford	No	N/A	Yes	No	325	5,282.3	30	None	30	None	None
74C	Chaserider	Chase Terrace - Norton Canes - Cannock - Hednesford - Stafford	No	N/A	Yes	No	5	157.7	1 trip	None	None	None	None
76/ 76A/ 76B	Diamond Bus	Tamworth - Dosthill - Kingsbury - Hurley - Coleshill - Sutton Coldfield	Yes	No	Yes	Not by Staffs	248	1,587.1	30	None	30	None	None
78/78A	National Express WM	Sutton Coldfield - Mere Green - Streetly - Kingstanding	Yes	Yes	No	Subsidised by TfWM	96	46.3	90	None	90	None	None
81	South Derbyshire Coaches	Edingale - John Taylor School	Yes	No	Yes	No	10	152.9	1 trip	None	None	None	None
82	South Derbyshire Coaches	Edingale - Tamworth	Yes	No	Yes	No	10	193.9	1 trip	None	None	None	None
84	South Derbyshire Coaches	Tamworth - Elford - Harlaston - Clifton Campville	No	N/A	Yes	No	20	550.3	3 trips	None	None	None	None
85	D&G	Newcastle - Keele - Madeley - Betley - Weston - Crewe - Nantwich	Yes	No	Yes	De minimis	143	2,572.3	60	None	60	None	None
93	D&G	Biddulph Moor - Biddulph	No	N/A	No	No	20	415.1	4-5 trips	None	None	None	None
94/ 94A	D&G	Newcastle - Wolstanton - Tunstall - Chell - Biddulph - Congleton	Yes	No	Yes	Yes	159	2,065.5	60	None	90	None	None
94B	D&G	Newcastle - Wolstanton - Bradwell	No	N/A	No	Yes	85	530.2	60	None	None	None	None
95	D&G	Biddulph - Mow Cop - Kidsgrove - Talke - Chesterton - Audley	No	N/A	Yes	Yes	111	2,473.5	60	None	60	None	None
98	First Potteries	Newcastle - Wolstanton - Burslem - Norton - Ball Green	Yes	No	No	No	257	1,033.8	30	None	30	None	None
99	First Potteries	Newcastle - Wolstanton - Tunstall - Chell	Yes	No	No	No	247	993.6	30	None	30	None	None

100	D&G	Stone - Barlaston - Wedgwood - Trentham - Stoke - Hanley	Yes	No	Yes	Not by Staffs	82	554.9	120	None	120	None	None
101	D&G	Stafford - Stone - Trentham - Newcastle - Hanley	Yes	No	Yes	No	10	213.2	None	None	None	None	120
101	First Potteries	Stafford - Stone - Trentham - Newcastle - Hanley	Yes	No	Yes	De minimis	336	7,365.8	30	None	30	None	None
102	Bennetts Travel	Stone - Walton - (Swynnerton) - Yarnfield - Stone	No	N/A	Yes	Yes (S106)	67	1,059.5	60	None	120	None	None
102A	Bennetts Travel	Stone - Walton - Stone	No	N/A	No	Yes (S106)	58	242.6	60	None	60	None	None
103	Select Bus	Eccleshall - Norton Bridge - Stone	No	N/A	Yes	Part Subsidised	40	508.4	120	None	None	None	None
103S	Select Bus	Eccleshall - Alleyne's High School Stone	No	N/A	Yes	Part Subsidised	10	148.8	1 trip	None	None	None	None
104	Select Bus	Stone - Barlaston - Barlaston Park	No	N/A	Yes	Part Subsidised	30	287.2	120	None	None	None	None
105	LA Travel	Handsacre - Netherstowe School	No	N/A	Yes	No	10	166.5	1 trip	None	None	None	None
108	D&G	Ashbourne - Waterhouses - Leek - Buxton	Yes	No	Yes	Yes	52	1,433.3	180	None	180	None	None
109	Aimee's Travel	Leek - Rudyard - Rushton Spencer - Macclesfield	Yes	No	Yes	Yes	68	1,183.9	120	None	120	None	None
110	Arriva Midlands	Tamworth - Fazeley - Mile Oak - Sutton Coldfield - Birmingham	Yes	No	Yes	No	626	6,867.5	15	60	20	60	30
115	Aimee's Travel	Cheddleton - Westwood College	No	N/A	Yes	No	10	131.1	1 trip	None	None	None	None
116	Aimee's Travel	Leek - Cheddleton	No	N/A	Yes	De minimis	15	231.7	3 trips	None	None	None	None
123	Stantons	Cheadle Town Service	No	N/A	No	Yes	25	430.4	5 trips	None	None	None	None
125	Diamond Bus	Stourbridge - Kidderminster - Bewdley - Bridgnorth	Yes	Yes	Yes	Not by Staffs	130	188.3	60	None	60	None	None
165/ 166	Aimee's Travel	Leek Town Service	No	N/A	No	De minimis	42	523.2	60	None	60	None	None
216	A&M Group Flexibus	Coleshill - Kingsbury - Tamworth (Flexibus)	Yes	No	Yes	Not by Staffs	2	13.7	1 trip Thur	None	None	None	None
224	A&M Group Flexibus	No Mans Heath - Seckington - Alvecote - Tamworth (Flexibus)	Yes	No	Yes	Not by Staffs	2	14.0	1 trip Thur	None	None	None	None
242	Select Bus	Kinver - Wollaston - Stourbridge	Yes	No	Yes	Yes	103	686.6	80	None	80	None	None
318	D&G	Alsager - Rode Heath - Kidsgrove - Mow Cop - Congleton	Yes	Yes	Yes	Not by Staffs	28	144.2	4 trips	None	None	None	None
401	Diamond Bus EM	Burton - Queens Hospital - Tutbury - Doveridge - Uttoxeter	Yes	No	Yes	De minimis	204	2,771.5	60	None	60	None	None
402	Diamond Bus EM	Burton - Queens Hospital - Tutbury - Marchington - Uttoxeter	No	N/A	Yes	Yes	52	1,667.9	120	None	120	None	None

402A	Diamond Bus EM	Burton - Acorn Inn - Abbots Bromley - Marchington - Uttoxeter	No	N/A	Yes	Yes	22	906.8	1-3 trips	None	2 trips	None	None
403	Diamond Bus EM	Burton - Queens Hospital - Acorn Inn - Abbots Bromley - Uttoxeter	No	N/A	Yes	Yes	42	1,500.2	120	None	120	None	None
405	Chaserider	Uttoxeter - Olive Park	No	N/A	No	No	288	1,204.8	30	None	30	None	None
406	Select Bus	Uttoxeter Town Service	No	N/A	No	Yes	82	567.3	30	None	30	None	None
411	Ashbourne Little Bus	Uttoxeter - Church Leigh - Upper Tean - Hollington - Denstone - Uttoxeter	No	N/A	Yes	YES	2	74.7	1 trip Wed	None	None	None	None
429	Stantons	Milehouse - Newcastle Community School	No	N/A	No	No	10	88.5	1 trip	None	None	None	None
432	Chaserider	Stafford - Great Bridgeford - Woodseaves - Eccleshall	No	N/A	Yes	YES	110	1,861.3	60	None	120	None	None
442	High Peak	Buxton - Longnor - Warslow - Hartington - Ashbourne	Yes	Yes	Yes	Not by Staffs	90	1,061.9	120	None	120	None	None
445	D&G	Hanchurch - Madeley High School	No	N/A	Yes	No	10	175.4	1 trip	None	None	None	None
580	Diamond Bus	Kinver - Fairfield - Wolverley - Kidderminster	Yes	No	Yes	YES	12	59.9	2 trips TuThF	None	None	None	None
748	Stagecoach	Tamworth - Polesworth - Atherstone - Nuneaton	Yes	No	Yes	Not by Staffs	12	93.3	None	None	None	None	120
765	Arriva Midlands	Lichfield - Whittington - Hopwas - Tamworth	No	N/A	Yes	De minimis	165	2,308.6	60	None	60	None	None
766	Chaserider	Whittington - King Edward School	No	N/A	Yes	No	10	53.1	1 trip	None	None	None	None
766	Stagecoach	Tamworth - Birch Coppice - Grendon - Atherstone	Yes	No	Yes	No	37	682.5	120	1 trip	120	None	6 trips
767	Stagecoach	Tamworth - Birch Coppice - Grendon - Atherstone - Nuneaton	Yes	No	Yes	No	29	434.9	3 to 6 trips	None	3 to 6 trips	None	3 to 10 trips
785	Arriva Midlands	Tamworth - Shuttington - Austrey - Warton - Polesworth - Tamworth	Yes	No	Yes	No	18	161.2	3 trips	None	3 trips	None	None
785	Stagecoach	Tamworth - Shuttington - Austrey - Warton - Polesworth - Tamworth	Yes	No	Yes	Not by Staffs	3	37.2	None	None	None	None	120
786	Arriva Midlands	Tamworth - Polesworth - Warton - Austrey - Shuttington - Tamworth	Yes	No	Yes	No	30	340.8	120	None	120	None	None
786	Stagecoach	Tamworth - Polesworth - Warton - Austrey - Shuttington - Tamworth	Yes	No	Yes	Not by Staffs	2	24.8	None	None	None	None	2 trips
801	Diamond Bus EM	Queen's Hospital - Robert Sutton School	No	N/A	No	No	10	147.2	1 trip	None	None	None	None
802	Diamond Bus EM	Fauld - De Ferrers School	No	N/A	Yes	No	10	99.8	1 trip	None	None	None	None
805	Diamond Bus EM	Alrewas - John Taylor School	No	N/A	Yes	No	10	84.5	1 trip	None	None	None	None

806	Diamond Bus EM	Kings Bromley - John Taylor School	No	N/A	Yes	No	10	139.2	1 trip	None	None	None	None
807	Diamond Bus EM	Beam Hill - John Taylor School	No	N/A	Yes	No	10	101.4	1 trip	None	None	None	None
808	Diamond Bus EM	Yoxall - John Taylor School	No	N/A	Yes	No	10	49.9	1 trip	None	None	None	None
809	Diamond Bus EM	Burton - John Taylor School	No	N/A	Yes	No	10	115.0	1 trip	None	None	None	None
809	Select Bus	Bridgnorth - Rodbaston College	Yes	No	Yes	No	10	160.9	1 trip	None	None	None	None
810	Diamond Bus EM	Burton - John Taylor School	No	N/A	Yes	No	10	115.0	1 trip	None	None	None	None
811	Diamond Bus EM	Alrewas - John Taylor School	No	N/A	Yes	No	10	90.1	1 trip	None	None	None	None
812	Diamond Bus EM	John Taylor School - Burton	No	N/A	Yes	No	5	53.9	1 trip	None	None	None	None
813	Select Bus	Coven - Wolgarston High School	No	N/A	Yes	No	10	116.7	1 trip	None	None	None	None
817	Diamond Bus EM	Alrewas - The Friary School	No	N/A	Yes	No	10	122.3	1 trip	None	None	None	None
817	Select Bus	Uttoxeter - Rodbaston College	No	N/A	Yes	No	14	470.3	2 trips	None	None	None	None
817A	Select Bus	Rodbaston College - Rugeley	No	N/A	Yes	No	1	49.9	1 trip Wed	None	None	None	None
818	Diamond Bus EM	Fradley - The Friary School	No	N/A	Yes	No	10	96.5	1 trip	None	None	None	None
819	Diamond Bus EM	Hill Ridware - Netherstowe School	No	N/A	Yes	No	10	281.6	1 trip	None	None	None	None
826	Chaserider	Stafford - Baswich - Rugeley - Handsacre - Lichfield	No	N/A	Yes	No	154	5,120.8	60	None	60	None	None
827	Diamond Bus EM	Horninglow - Paget School	No	N/A	No	No	10	82.1	1 trip	None	None	None	None
828	Chaserider	Stafford - Hospital - Great Haywood - Rugeley - Handsacre - Lichfield	No	N/A	Yes	No	165	5,957.2	60	None	60	None	None
829	Diamond Bus EM	Springfields - Netherstowe School	No	N/A	Yes	No	10	185.8	1 trip	None	None	None	None
830	Chaserider	Hill Ridware - Handsacre - Rugeley - Hednesford	No	N/A	Yes	De minimis	12	218.2	1 trip	None	1 trip	None	None
831	Diamond Bus EM	Hilton - John Taylor Free School	Yes	No	Yes	No	10	169.7	1 trip	None	1 trip	None	None
841	Chaserider	Stafford - Hospital - Weston - Hixon - Bramshall - Uttoxeter	No	N/A	Yes	Yes	142	3,798.8	60	None	60-120	None	None
875	Select Bus	Stafford - Penkridge - Cannock	No	N/A	Yes	Part Subsidised	182	2,684.1	60	90	60	90	None
875A	Select Bus	Stafford - Rising Brook - Rickerscote - Queensville - Stafford	No	N/A	No	No	25	241.4	60	None	None	None	None
875S	Select Bus	Rodbaston College - Lichfield	No	N/A	Yes	No	4	121.0	1 trip	None	None	None	None

877	Select Bus	Stafford - Church Eaton - Wheaton Aston - Brewood - Wolverhampton	Yes	No	Yes	Yes	49	1,393.4	4 to 5 trips	None	2 trips	None	None
878	Select Bus	Stafford - Acton Trussell - Penkridge - Wheaton Aston - Brewood - Wolverhampton	Yes	No	Yes	Yes	92	2,524.8	90	None	3 to 4 trips	None	None
879	Select Bus	Stafford - Rodbaston College	No	N/A	Yes	No	9	134.4	1 trip	None	None	None	None
891	Banga	Wolverhampton - Albrighton - Cosford - Shifnal - Telford	Yes	Yes	Yes	No	120	502.0	60	None	120	None	None
B. Car	Staffs Border Travel	Flexible DRT service around Loggerheads to link to Market Drayton, Madeley	No	N/A	Yes	Yes (DRT)	N/A	N/A	runs 0700-1800	None	None	None	None
IN2	Stantons	Hanley - Meir - Blythe Bridge - Dilhorne - Cheadle	Yes	No	Yes	De minimis	25	220.4	2 trips	None	None	None	None
M. Con	Ashbourne Little Bus	Flexible DRT service around the north of the Staffs Moorlands	No	N/A	Yes	Yes (DRT)	N/A	N/A	runs 0700-1900	None	runs 0800-1800	None	runs 0900-1700
R15	LA Travel	Drayton Bassett - Rawlett School	No	N/A	Yes	No	10	78.0	1 trip	None	None	None	None
R3	LA Travel	Fazeley - Rawlett School	No	N/A	Yes	No	10	86.9	1 trip	None	None	None	None
R4	LA Travel	Fazeley - Rawlett School	No	N/A	Yes	No	10	86.9	1 trip	None	None	None	None
Swift	TrentBarton	Uttoxeter - Rocester - Denstone - Mayfield - Ashbourne - Derby	Yes	No	Yes	No	168	2,456.0	60	120	60	120	None
V3	TrentBarton	Burton - Newton - Repton - Willington - Findern - Derby	Yes	No	Yes	No	228	678.7	60	60	60	60	60
Villager	TrentBarton	Burton - Stretton - Tutbury - Hilton - Etwall - Derby	Yes	No	Yes	No	412	4,904.9	30	60	30	60	60
X12	Diamond Bus EM	Lichfield - Branston - Burton via A38	No	N/A	Yes	Yes (S106)	332	8,253.2	30	None	30	None	60
X3	National Express WM	Lichfield - Sutton Coldfield - Birmingham	Yes	No	Yes	Yes (S106)	249	2,383.7	30	None	30	None	None
X38	Arriva Derby	Burton - Derby via A38	Yes	No	Yes	No	250	1,448.9	20	None	20	None	30
X38	TrentBarton	Burton - Derby via A38	Yes	No	Yes	No	261	1,518.7	20	60 Fri only	20	60	30
X41	D&G	Stafford - Uttoxeter - Alton Towers	No	N/A	Yes	No	12	484.6	1 trip	None	1 trip	None	None
X51	National Express WM	Cannock - Great Wyrley - Bloxwich - Walsall - Birmingham	Yes	No	Yes	No	432	4,449.2	30	60	30	60	30
X65	Arriva Midlands	Lichfield - Boley Park - Hopwas - Tamworth	No	N/A	Yes	No	165	1,994.7	60	None	60	None	None

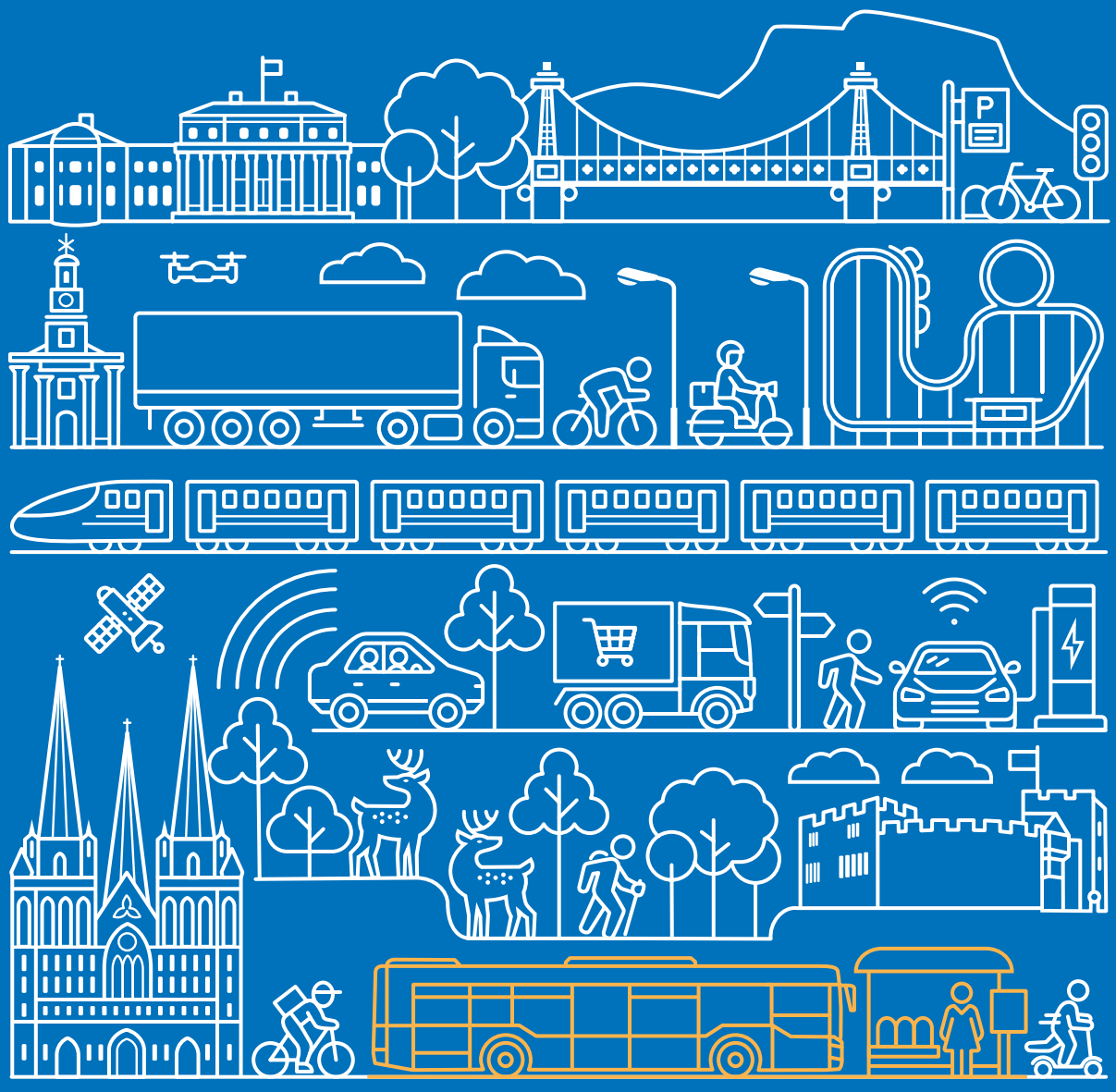
STAFFORDSHIRE

Bus Service Improvement Plan

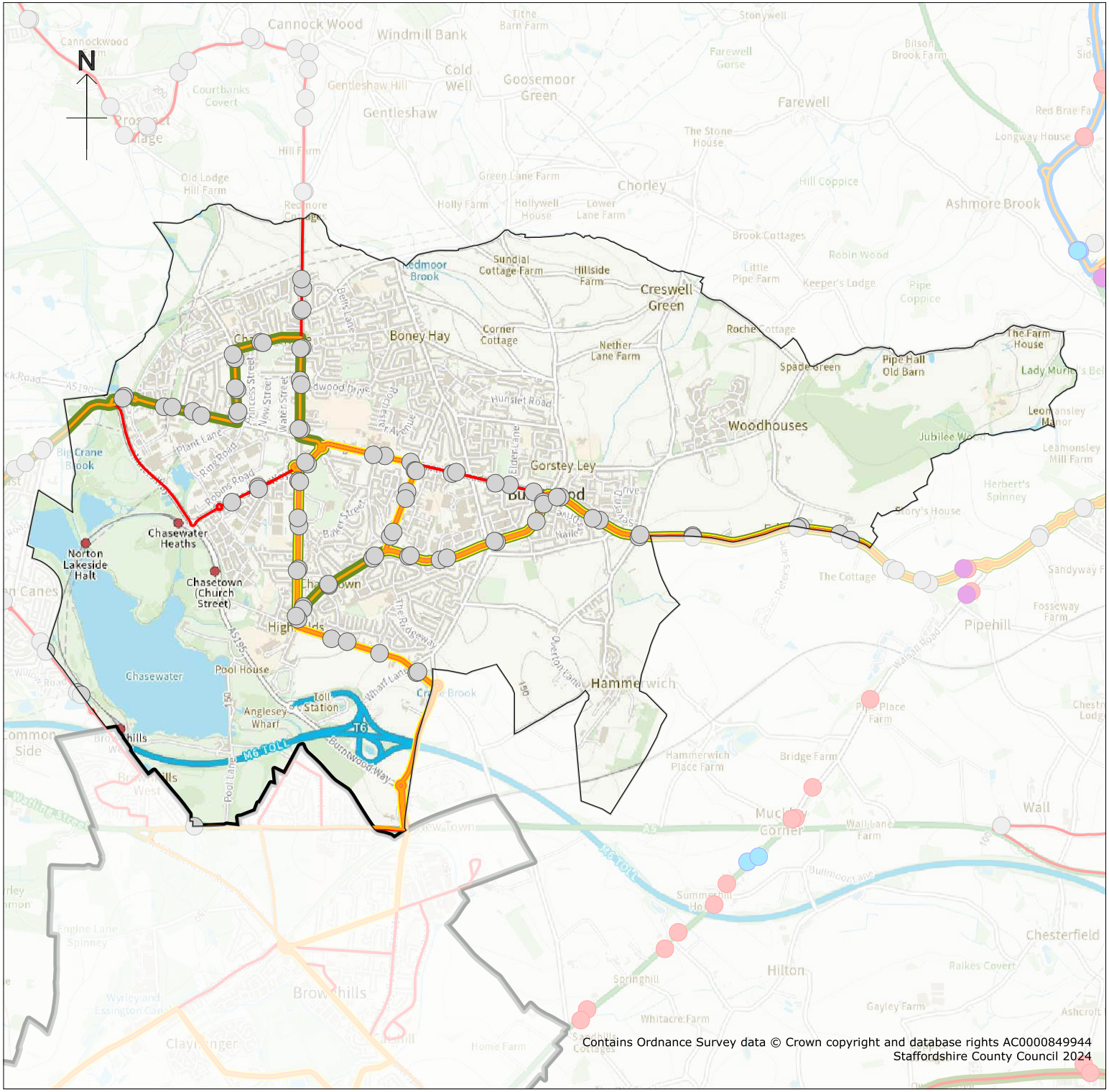
2024 to 2050

JUNE 2024

Appendix F



Staffordshire County Council



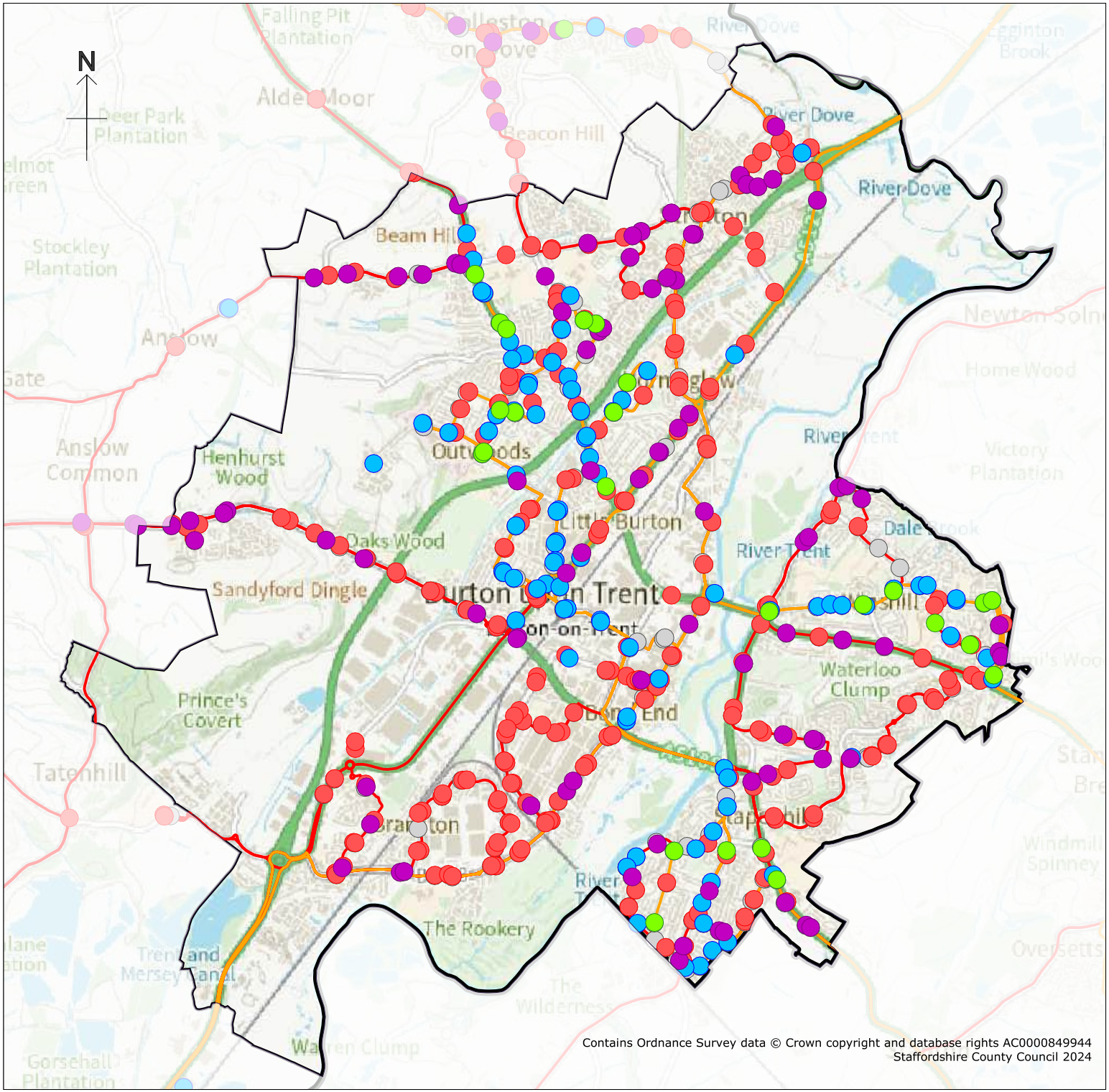
Staffordshire County Council

Bus Stops in Burntwood

- Increased Frequency of Bus Route
- Extended Operating Hours of Bus Route
- 30 Minute or Less Frequency Buses
- 30 Minute or More Frequency Buses
- Tier 1 Settlements
- New Bus Routes
- Extended Route
- Bus Subsidy Support
- Bus Stops with a Pedestrian Access Dropped Kerb, and a Raised Platform
- Bus Stops with No Pedestrian Access Dropped Kerb, and No Raised Platform
- Bus Stops with a Pedestrian Access Dropped Kerb, and No Raised Platform
- Bus Stops with No Pedestrian Access Dropped Kerb, and a Raised Platform
- Bus Stops yet to be Surveyed

Bus Stop Density = 5 Stops Per Km2

Scale: 1:65000



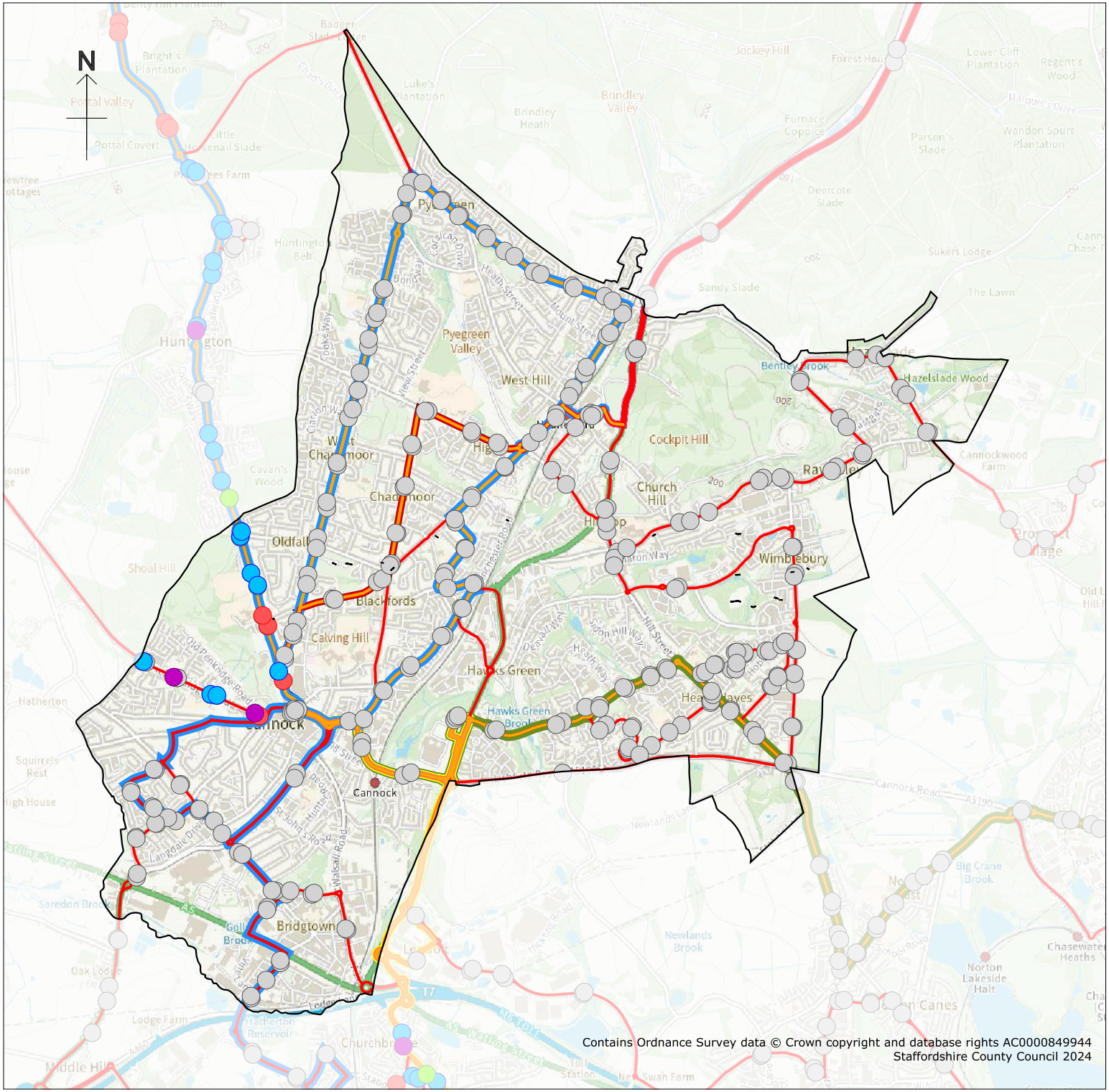
Staffordshire County Council

Accessibility Status of Bus Stops in Burton-upon-Trent

- Increased Frequency of Bus Route
- Extended Operating Hours of Bus Route
- 30 Minute or Less Frequency Buses
- 30 Minute or More Frequency Buses
- Tier 1 Settlements
- New Bus Routes
- Extended Route
- Bus Subsidy Support
- Bus Stops with a Pedestrian Access Dropped Kerb, and a Raised Platform
- Bus Stops with No Pedestrian Access Dropped Kerb, and No Raised Platform
- Bus Stops with a Pedestrian Access Dropped Kerb, and No Raised Platform
- Bus Stops with No Pedestrian Access Dropped Kerb, and a Raised Platform
- Bus Stops yet to be Surveyed

Bus Stop Density = 11 Stops Per Km2

Scale: 1:70000



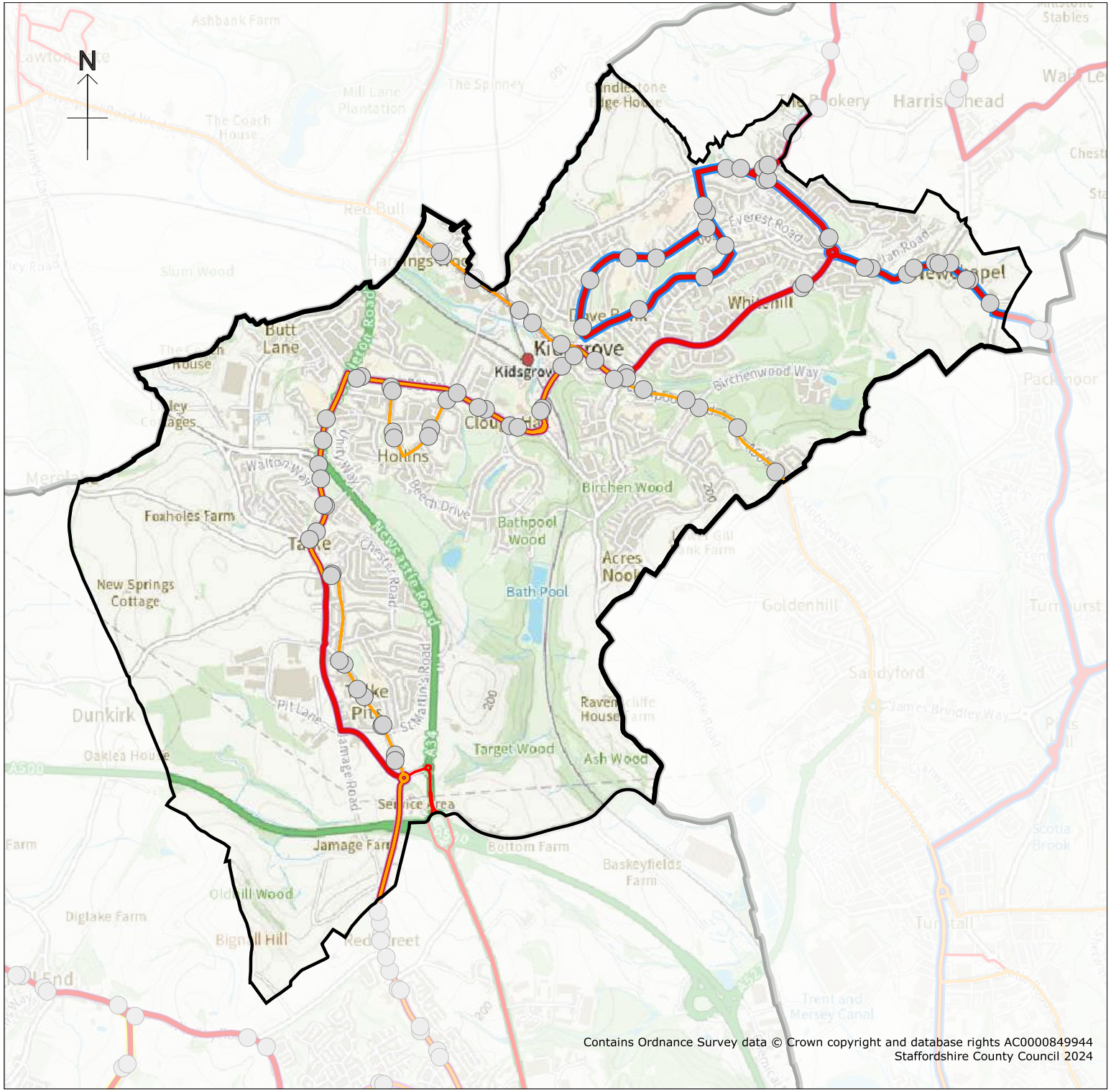
Staffordshire County Council

Accessibility Status of Bus Stops in Cannock

- Increased Frequency of Bus Route
- Extended Operating Hours of Bus Route
- 30 Minute or Less Frequency Buses
- 30 Minute or More Frequency Buses
- Tier 1 Settlements
- New Bus Routes
- Extended Route
- Bus Subsidy Support
- Bus Stops with a Pedestrian Access Dropped Kerb, and a Raised Platform
- Bus Stops with No Pedestrian Access Dropped Kerb, and No Raised Platform
- Bus Stops with a Pedestrian Access Dropped Kerb, and No Raised Platform
- Bus Stops with No Pedestrian Access Dropped Kerb, and a Raised Platform
- Bus Stops yet to be Surveyed

Bus Stop Density = 13 Stops Per Km2

Scale: 1:65000



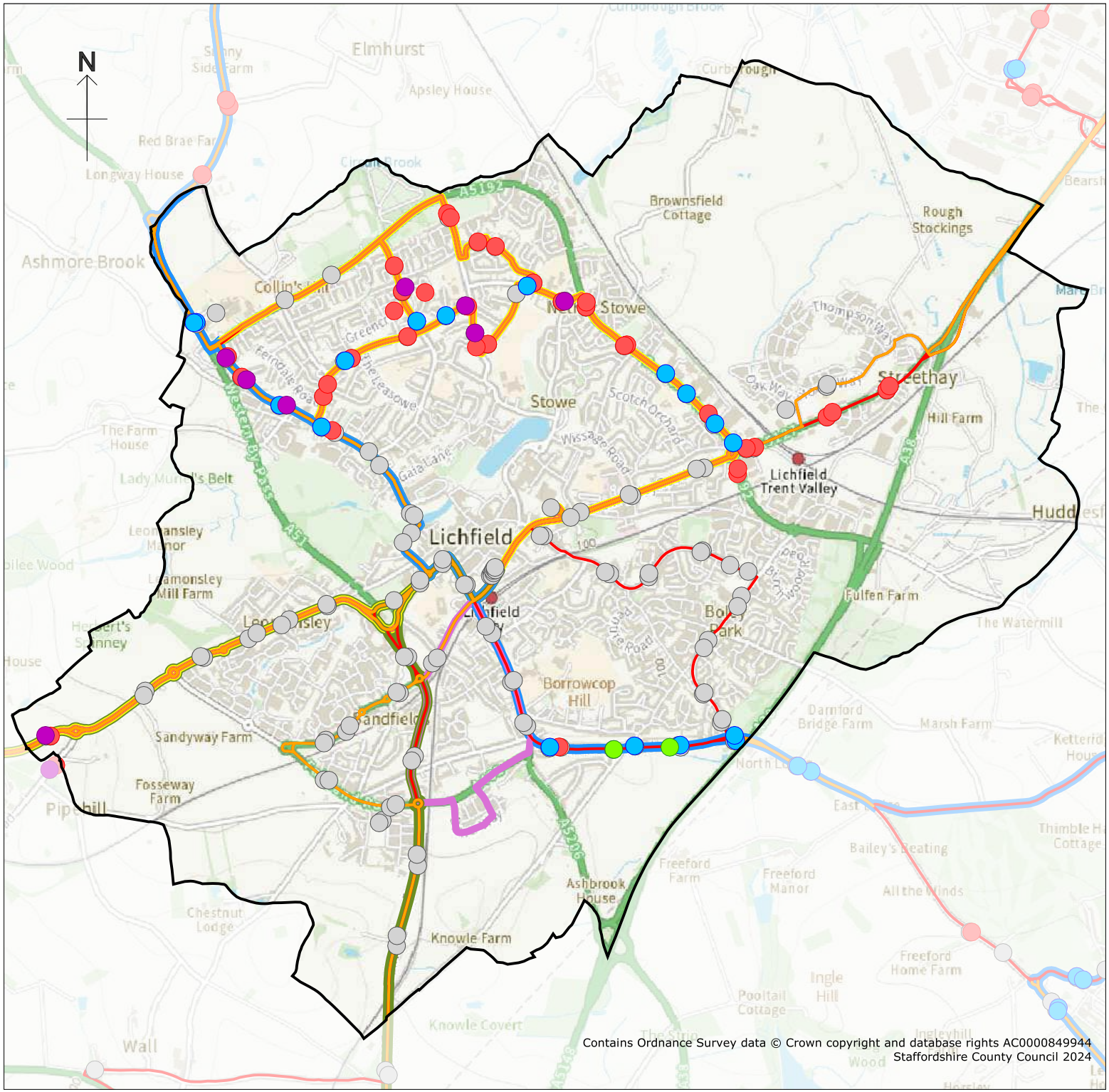
Staffordshire County Council

Bus Stops in Kidsgrove, Butt Lane and Talke

- Increased Frequency of Bus Route
- Extended Operating Hours of Bus Route
- 30 Minute or Less Frequency Buses
- 30 Minute or More Frequency Buses
- Tier 1 Settlements
- New Bus Routes
- Extended Route
- Bus Subsidy Support
- Bus Stops with a Pedestrian Access Dropped Kerb, and a Raised Platform
- Bus Stops with No Pedestrian Access Dropped Kerb, and No Raised Platform
- Bus Stops with a Pedestrian Access Dropped Kerb, and No Raised Platform
- Bus Stops with No Pedestrian Access Dropped Kerb, and a Raised Platform
- Bus Stops yet to be Surveyed

Bus Stop Density = 7 Stops Per Km2

Scale: 1:49999

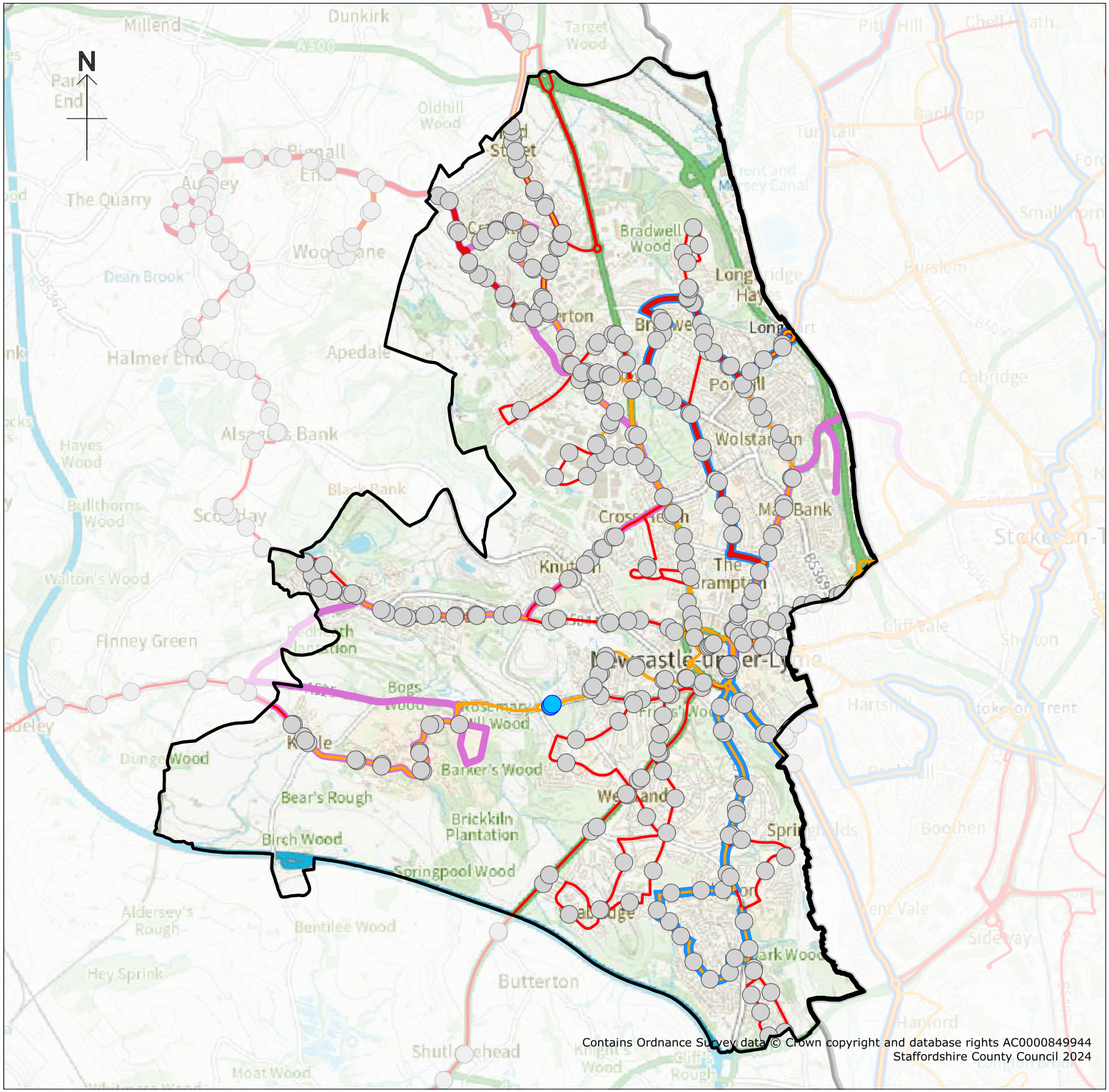


Staffordshire County Council

Accessibility Status of Bus Stops in Lichfield

- Increased Frequency of Bus Route
- Extended Operating Hours of Bus Route
- 30 Minute or Less Frequency Buses
- 30 Minute or More Frequency Buses
- Tier 1 Settlements
- New Bus Routes
- Extended Route
- Bus Subsidy Support
- Bus Stops with a Pedestrian Access Dropped Kerb, and a Raised Platform
- Bus Stops with No Pedestrian Access Dropped Kerb, and No Raised Platform
- Bus Stops with a Pedestrian Access Dropped Kerb, and No Raised Platform
- Bus Stops with No Pedestrian Access Dropped Kerb, and a Raised Platform
- Bus Stops yet to be Surveyed
- Bus Stop Density = 8 Stops Per Km2

Scale: 1:49999



Staffordshire County Council

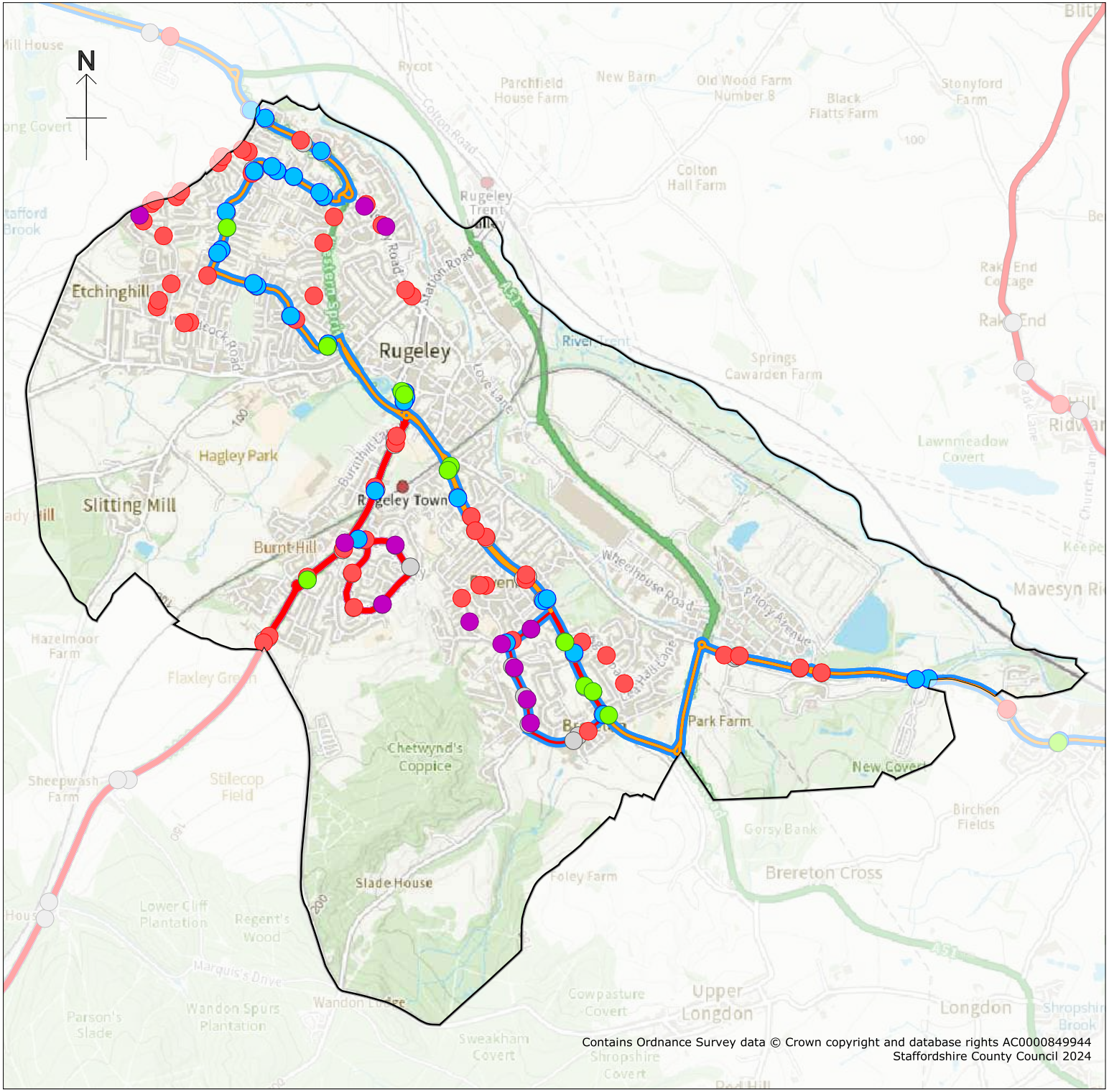
Bus Stops in Newcastle-under-Lyme

- Increased Frequency of Bus Route
- Extended Operating Hours of Bus Route
- 30 Minute or Less Frequency Buses
- 30 Minute or More Frequency Buses
- Tier 1 Settlements
- New Bus Routes
- Extended Route
- Bus Subsidy Support

- Bus Stops with a Pedestrian Access Dropped Kerb, and a Raised Platform
- Bus Stops with No Pedestrian Access Dropped Kerb, and No Raised Platform
- Bus Stops with a Pedestrian Access Dropped Kerb, and No Raised Platform
- Bus Stops with No Pedestrian Access Dropped Kerb, and a Raised Platform
- Bus Stops yet to be Surveyed

Bus Stop Density = 9 Stops Per Km2

Scale: 1:90000



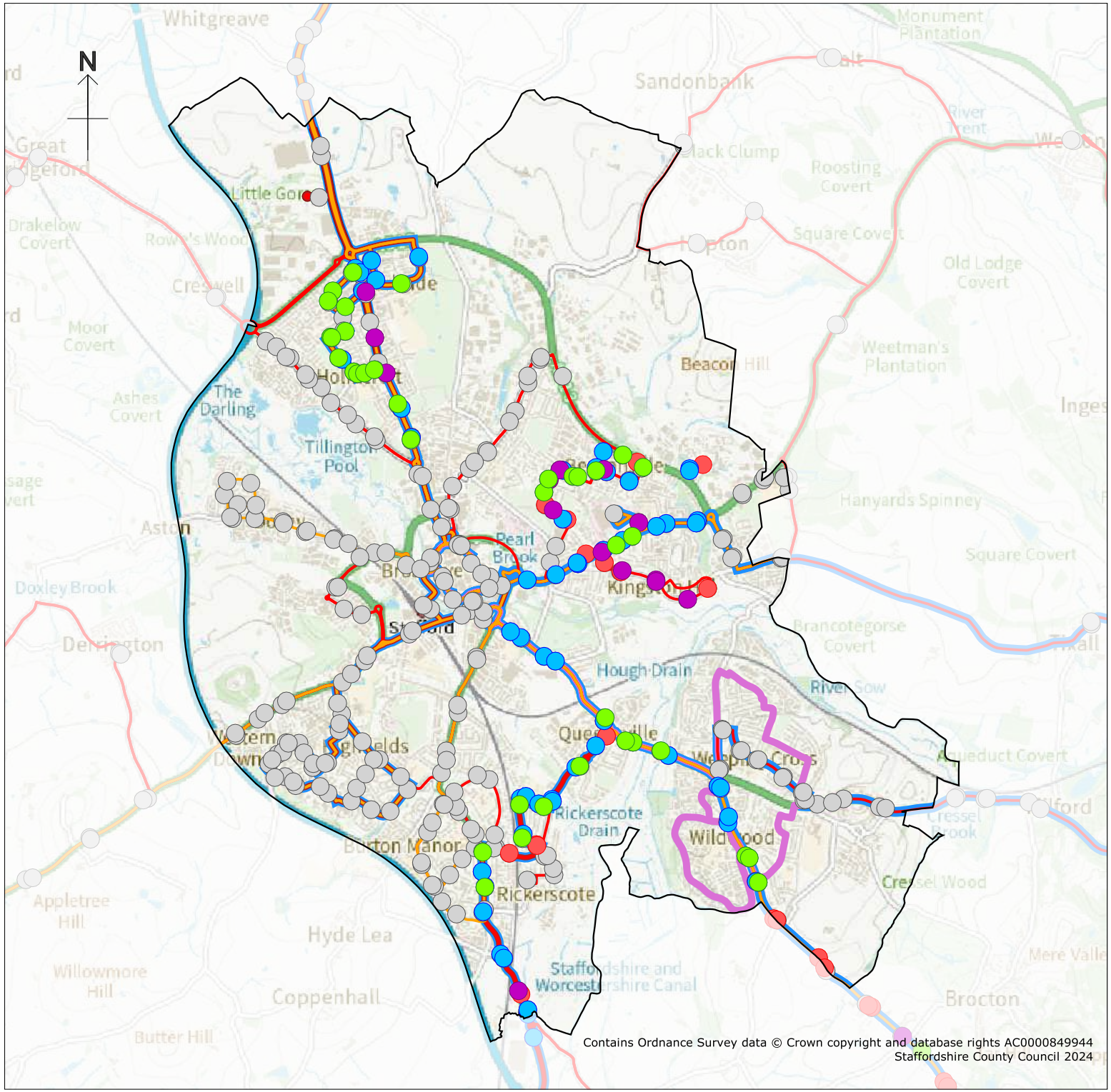
Staffordshire County Council

Accessibility status of Bus Stops in Rugeley

- Increased Frequency of Bus Route
- Extended Operating Hours of Bus Route
- 30 Minute or Less Frequency Buses
- 30 Minute or More Frequency Buses
- Tier 1 Settlements
- New Bus Routes
- Extended Route
- Bus Subsidy Support
- Bus Stops with a Pedestrian Access Dropped Kerb, and a Raised Platform
- Bus Stops with No Pedestrian Access Dropped Kerb, and No Raised Platform
- Bus Stops with a Pedestrian Access Dropped Kerb, and No Raised Platform
- Bus Stops with No Pedestrian Access Dropped Kerb, and a Raised Platform
- Bus Stops yet to be Surveyed

Bus Stop Density = 5 Stops Per Km2

Scale: 1:49999



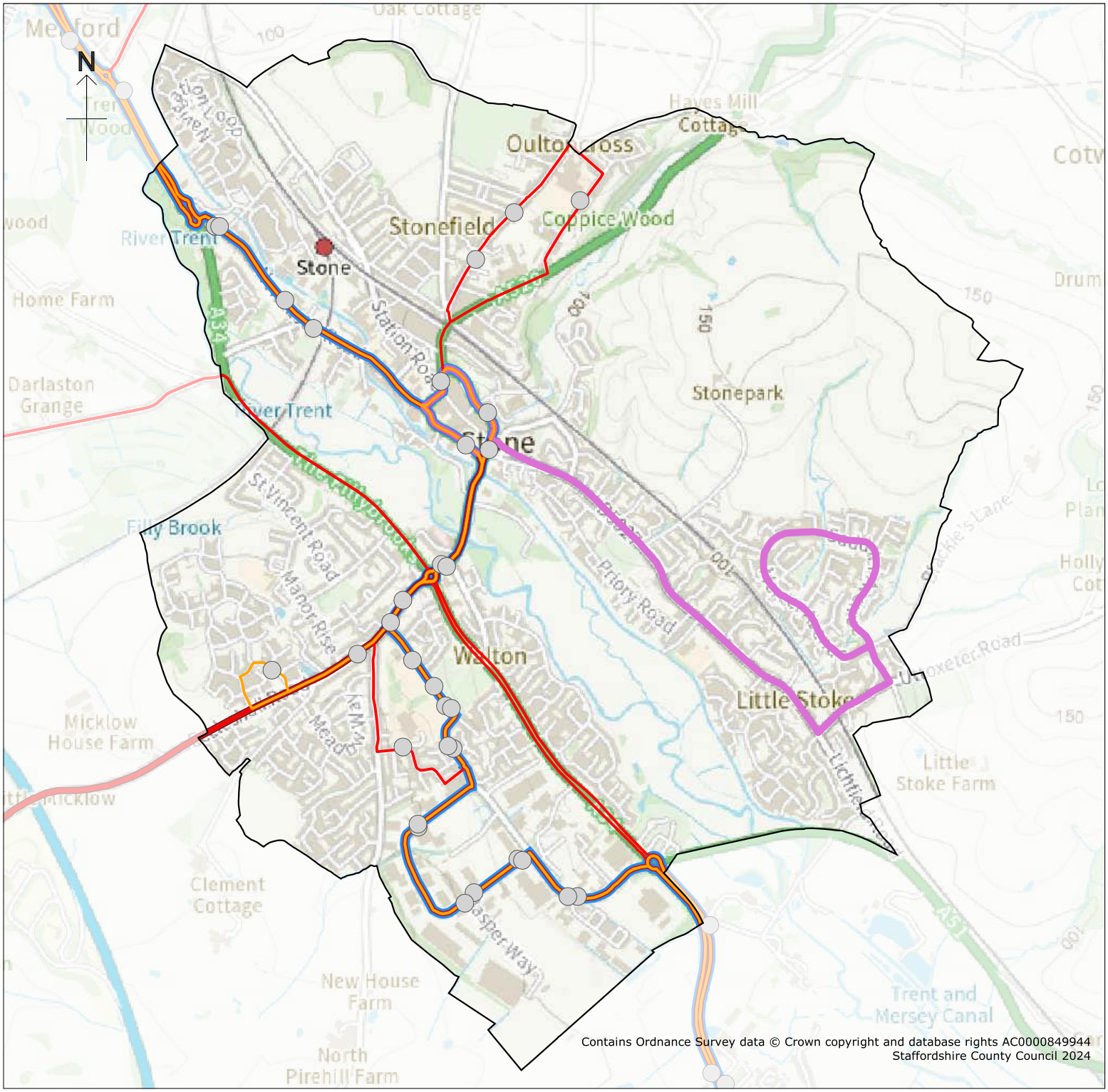
Staffordshire County Council

Accessibility Status of Bus Stops in Stafford

- Increased Frequency of Bus Route
- Extended Operating Hours of Bus Route
- 30 Minute or Less Frequency Buses
- 30 Minute or More Frequency Buses
- Tier 1 Settlements
- New Bus Routes
- Extended Route
- Bus Subsidy Support
- Bus Stops with a Pedestrian Access Dropped Kerb, and a Raised Platform
- Bus Stops with No Pedestrian Access Dropped Kerb, and No Raised Platform
- Bus Stops with a Pedestrian Access Dropped Kerb, and No Raised Platform
- Bus Stops with No Pedestrian Access Dropped Kerb, and a Raised Platform
- Bus Stops yet to be Surveyed

Bus Stop Density = 9 Stops Per Km2

Scale: 1:80000



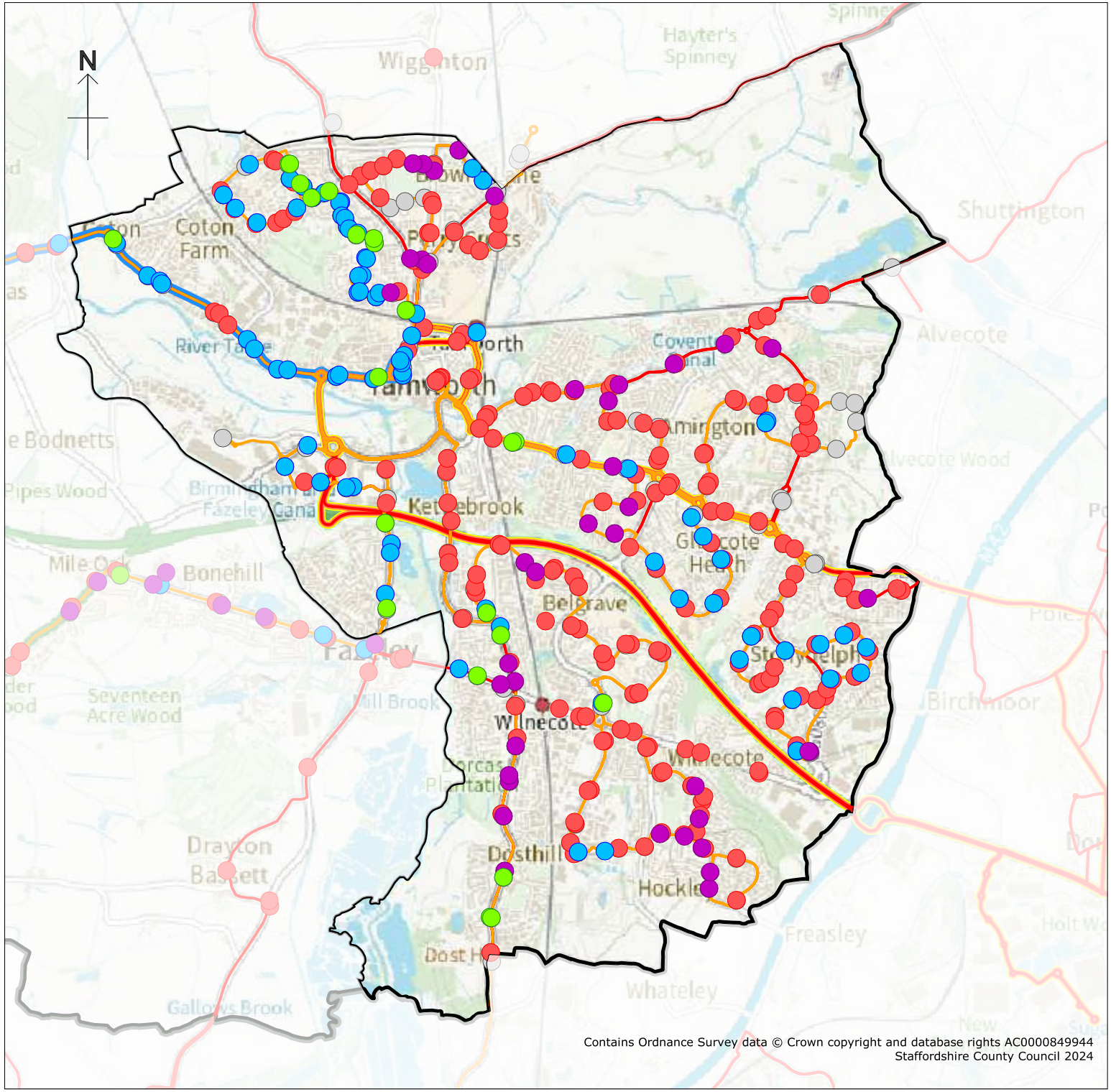
Staffordshire County Council

Bus Stops in Stone

- Increased Frequency of Bus Route
- Extended Operating Hours of Bus Route
- 30 Minute or Less Frequency Buses
- 30 Minute or More Frequency Buses
- Tier 1 Settlements
- New Bus Routes
- Extended Route
- Bus Subsidy Support
- Bus Stops with a Pedestrian Access Dropped Kerb, and a Raised Platform
- Bus Stops with No Pedestrian Access Dropped Kerb, and No Raised Platform
- Bus Stops with a Pedestrian Access Dropped Kerb, and No Raised Platform
- Bus Stops with No Pedestrian Access Dropped Kerb, and a Raised Platform
- Bus Stops yet to be Surveyed

Bus Stop Density = 4 Stops Per Km2

Scale: 1:35000



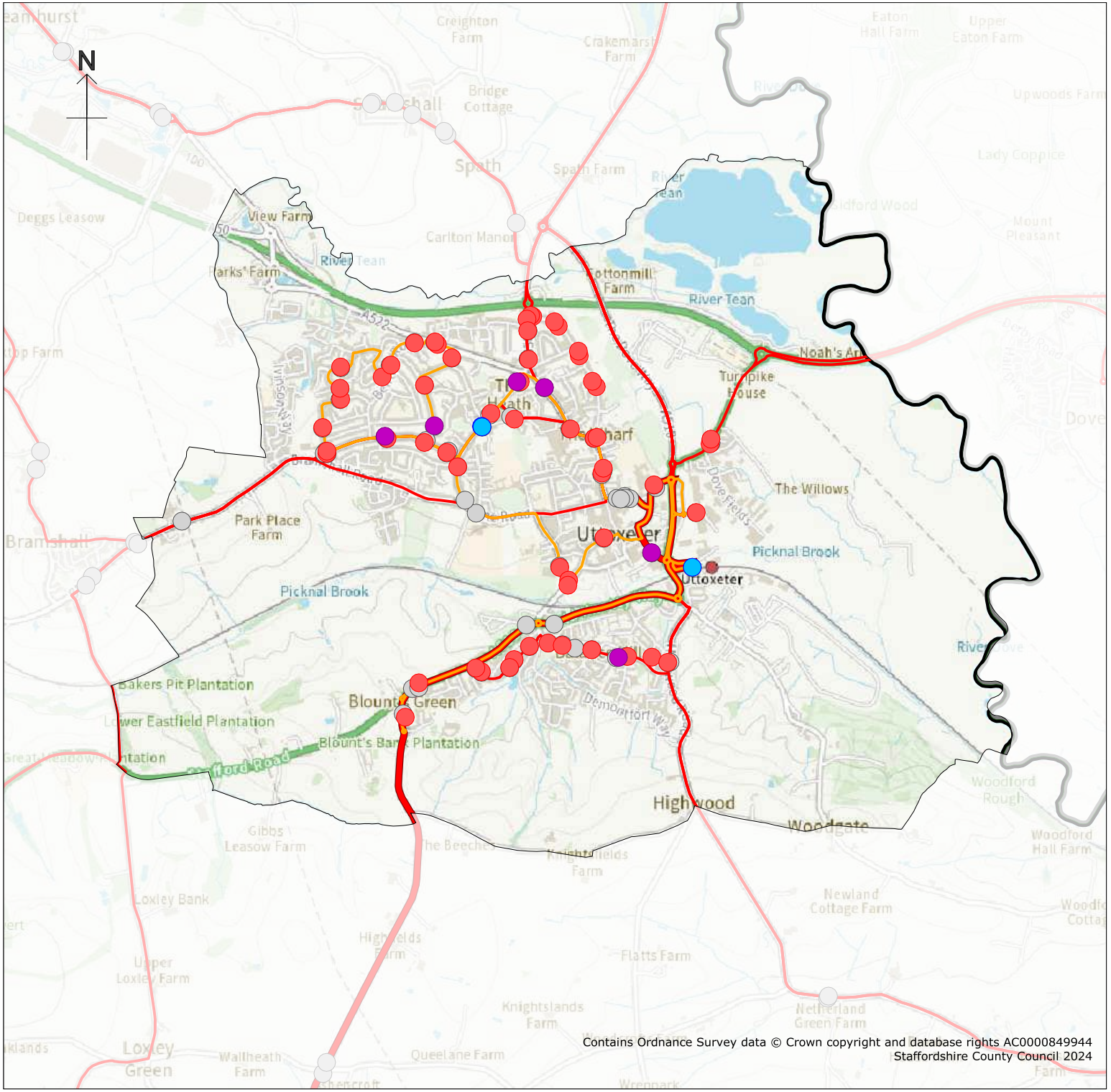
Staffordshire County Council

Accessibility Status of Bus Stops in Tamworth

- Increased Frequency of Bus Route
- Extended Operating Hours of Bus Route
- 30 Minute or Less Frequency Buses
- 30 Minute or More Frequency Buses
- Tier 1 Settlements
- New Bus Routes
- Extended Route
- Bus Subsidy Support
- Bus Stops with a Pedestrian Access Dropped Kerb, and a Raised Platform
- Bus Stops with No Pedestrian Access Dropped Kerb, and No Raised Platform
- Bus Stops with a Pedestrian Access Dropped Kerb, and No Raised Platform
- Bus Stops with No Pedestrian Access Dropped Kerb, and a Raised Platform
- Bus Stops yet to be Surveyed

Bus Stop Density = 11 Stops Per Km2

Scale: 1:70000



Staffordshire County Council

Accessibility Status of Bus Stops in Uttoxeter

- Increased Frequency of Bus Route
- Extended Operating Hours of Bus Route
- 30 Minute or Less Frequency Buses
- 30 Minute or More Frequency Buses
- Tier 1 Settlements
- New Bus Routes
- Extended Route
- Bus Subsidy Support
- Bus Stops with a Pedestrian Access Dropped Kerb, and a Raised Platform
- Bus Stops with No Pedestrian Access Dropped Kerb, and No Raised Platform
- Bus Stops with a Pedestrian Access Dropped Kerb, and No Raised Platform
- Bus Stops with No Pedestrian Access Dropped Kerb, and a Raised Platform
- Bus Stops yet to be Surveyed

Bus Stop Density = 5 Stops Per Km2

Scale: 1:49999

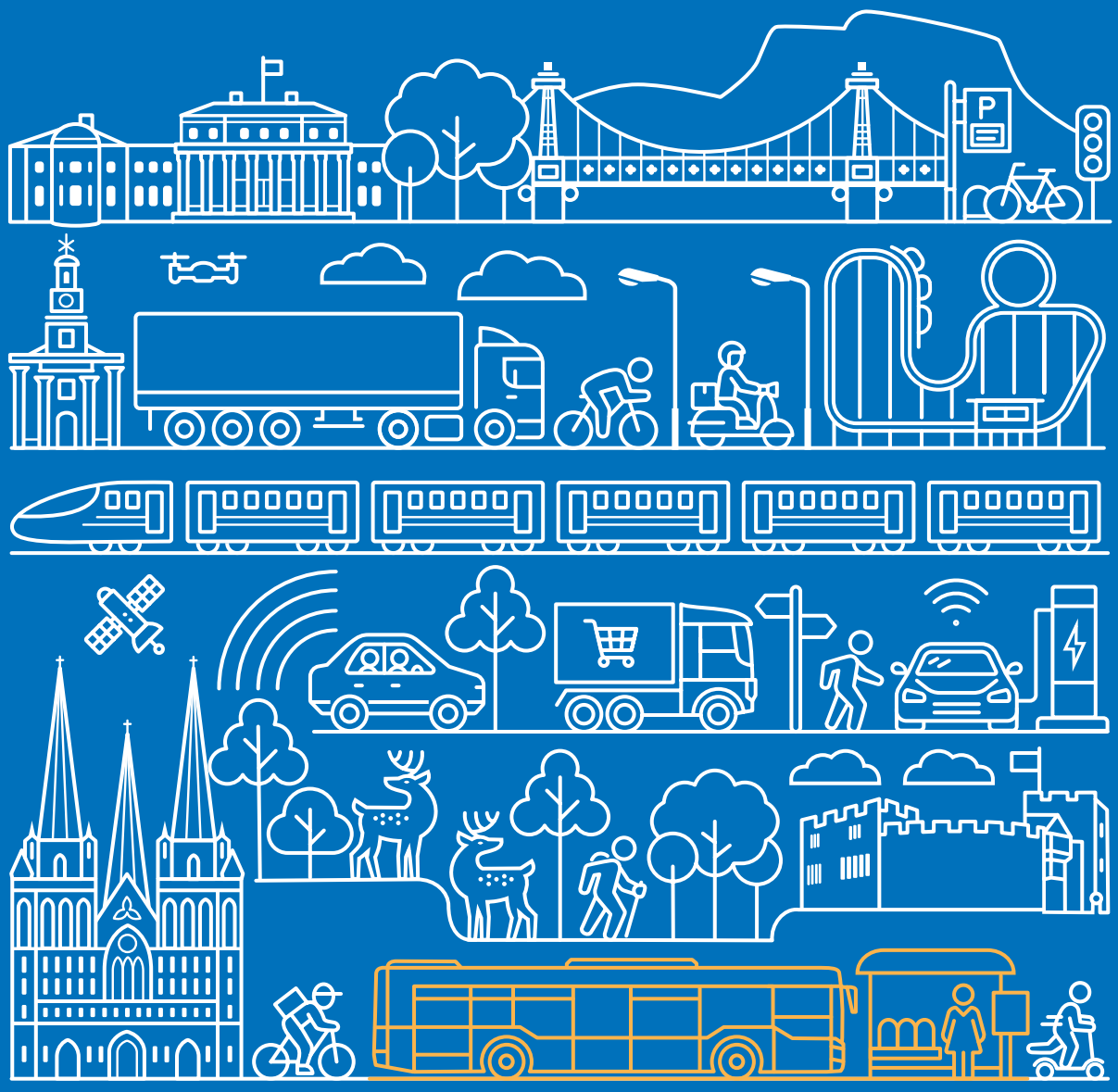
STAFFORDSHIRE

Bus Service Improvement Plan

2024 to 2050

JUNE 2024

Appendix G



Staffordshire County Council

Staffordshire County Council

Bus Infrastructure & Information in Staffordshire - A Design Guide

Contents

Section 1 — Page

Introduction 3

Background 4

SCC Duties 5

Policy 6

Section 2

Public Transport Specific Infrastructure 7

2.1 Bus Stop 7

2.2 Bus Stop Flag 14

2.3 Bus Shelter 15

2.4 Bus Lay-By 17

2.5 Bus Boarder 19

2.6 DDA Access Kerb 20

2.7 Bus Priority 21

2.8 Bus Lane 23

2.9 Quality Bus Corridor 27

2.10 Bus Stand 28

2.11 Transport Interchange 29

2.12 Passenger Transport Information 32

Section 3

Highway Infrastructure 35

3.1 Pedestrian Access 35

Section 1

Introduction

Bus Infrastructure in Staffordshire - This Design Guide is primarily intended to assist those directly or indirectly involved with the planning, provision and design of all future public transport related infrastructure, specifically in relation to new developments and associated with new bus infrastructure only.

This is not a document for comparison against the historical condition of existing bus stops and associated infrastructure. Staffordshire County Council will seek to maximize external opportunities to upgrade existing stops when funding becomes available.

Public transport is essential to meet government targets on accessibility and tackling congestion through providing an alternative travel choice to the car. The provision of an efficient, well connected and viable public transport system requires a partnership approach between bus operators and the local highway authority. It is envisaged that if this can be achieved, it will encourage more people to choose to travel by public transport and it will improve the ability of users to plan their journeys making them feel more confident in their choice.

This guide seeks to ensure that the resultant design of mainstream highways' infrastructure in the county is constructed to a consistently high quality, is operationally efficient from a public transport perspective and facilitates its integration within the local environment and highway network.

Further, it strives to ensure that sustainable transport generally, and public transport more specifically, is increasingly considered as an attractive alternative to other motorised transport modes. In this regard it is preferable for public transport to be granted early access particularly where large developments are being constructed and, ideally, before the whole site is completed. In this way it can be easier to encourage early residents to consider the sustainable transport options from day one. Therefore, it will be important for the developer to plan a suitably staged construction and release of facilities. For example, thoughtful provision of bus turning facilities or roundabouts would enable buses to gradually penetrate a site as the development progresses.

The designs and recommendations in this document were derived from best practice examples tailored to suit the local circumstances, policies and strategies within Staffordshire.

With regards to the provision of infrastructure supportive of the public transport network, there is no 'one size fits all' solution. There are, however, a number of basic fundamentals which will always hold true, thereafter there are a wide range of 'nice to haves' and 'sound advice/guidelines' to be considered, such as those

within this document which can assist significantly in the achievement of the optimum solution.

However, it is recommended that expert advice from the Staffordshire County Council (SCC) Local Bus and Community Transport Team of specialists is sought at suitable points throughout the development of project plans, in order to ensure that optimum benefit can be gained for all users of the site and in order to avoid potentially costly redesign work being required.

The early involvement of the Local Bus and Community Transport Team through the planning stage will also mean that the likely Section 106 expectations can be discussed, at least in outline, at project commencement; in this way SCC can guard against the potential public transport requirements of a development being seen as an add-on, as this can be unhelpful and cause friction between the developer and the County Council.

Further, the developer is afforded the opportunity at the earliest stage to calculate the potential true cost of the development with the knowledge of what the expectation will be. It is clearly better for all parties that such discussions are held and understood in the first instance.

Background

This document covers essential design, style and location elements for a number of specific public transport infrastructure items, as well as offering advice on how other mainstream highway design aspects can be made more bus friendly. In most situations, it will be normal to see a combination of these elements, dependent on the extant circumstances at each location. The core items are described in outline alongside more specific construction/positioning guidance in section 2.

Through this document, SCC is committed to the continual improvement of passenger transport throughout the county. In its joint roles as the Highway and Local Transport Authority, it is able to make a significant difference to the efficiency and accessibility of the county's public transport network through the effective co-ordinated provision of suitable infrastructure.

The county is working towards obtaining funding through the appropriate channeling of funds from third parties, which could be in the form of secured government grants or developer contributions. Collectively this programme of works will potentially result in an overall improvement to countywide accessibility.

There are a number of powers and statutory duties bestowed upon the council through various parliamentary acts. The Acts shown in the box on page 6 are the ones which place the more prominent requirements on Local Authorities which are of more direct relevance to public transport infrastructure.

Enabling Acts

Following the deregulation of bus services as a result of the Transport Act 1985, the provision of bus services (outside London) is largely carried out by private sector companies. Many services are provided on a commercial basis with all elements, such as fare levels, routes, vehicle types and frequencies determined by these commercial operators. The bus service routes and / or timetables can be altered, introduced or cancelled following 70 days' notice having been formally advised to the Traffic Commissioner

Enabling Acts:

- Local Government (Miscellaneous Provisions) Act 1953 – section 4
- Highways Act 1980 (as amended by the Transport Act 1981)
- Road Traffic Regulation Act (RTRA) 1984
- Transport Act 1985 (as amended in 2000 and Local Transport Act 2008)
- Disability Discrimination Act 1995 (DDA) (as amended in 2001 and 2005
- Road Traffic Reduction Act 1997

SCC Duties

The aforementioned Acts place a number of duties on Local Authorities which, in summary, include:

- The development of policies and strategies to promote and encourage safe, integrated, efficient and economic transport facilities and services to, from and within its area. These are largely contained within the Local Transport Plan (LTP) and its daughter documents.
- Provision of a bus strategy, within the umbrella of the LTP, which should provide a framework for improvements to bus services. This must have regard to the needs of the whole community, including the county's elderly, and residents and visitors with disabilities.
- To assess current, and predict future, increases to traffic levels and report these to the Secretary of State. The report must specify targets for reducing traffic levels or rates of growth.
- To make reasonable adjustments to premises and equipment to ensure that disabled persons are not unreasonably discriminated against with regard to access to premises and services.

- To consider any gaps in the transportation network provided by commercial operators and determine what action, if any, needs to be taken in order to ensure appropriate levels of accessibility are offered to the various communities which will necessarily vary from one to another.
- To ensure that the goods and services that it provides represents optimum value for money.

Policy

Policy setting that affects the environment in which we live is determined at various levels. Some particularly relevant summary comments are below:

Government Policy

Over recent years there has been a growing recognition that shortfalls in the transportation network can form significant barriers to social inclusion. In the report 'Making the Connections', the Social Exclusion Unit advised that the mutually reinforcing trends of increased car usage, as well as the decline in local services and growth of 'out of town' facilities, have exacerbated the problem of exclusion. Whilst there has been a rise in mobility for persons with access to a car, those who rely on alternative modes of transport have been increasingly marginalised.

It was further identified that difficulties in accessing employment and key services were as much due to the location of the facilities as with the quality of the transport links to them. The report called for greater weight to be given to accessibility in the formation of planning decisions. This resulted in the new requirement for Transport Authorities to produce Accessibility Planning Strategies as part of the Local Transport Plan. The DfT's Guidance on Accessibility Planning in Local Transport Plans recommends a partnership approach, emphasising the need to give greater consideration to the location of facilities in accessible areas and to consider more fully the range of options in considering the overall acceptability of proposed development layout design, especially sustainable transport.

In 2021, the Government introduced its 'Bus, Back, Better' National Bus Strategy for England outside of London. This strategy set out the Government's vision to deliver better bus services through ambitious and far-reaching reform of how services are planned and delivered. Under the strategy, LTAs should have in place either an Enhanced Partnership (EP) with local operators or be following the statutory process to implement bus franchising, or both; SCC has worked with local bus operators to form an EP and this has been brought to fruition.

SCC Policy

SCC Policy supports the need to promote the use of sustainable transportation modes. It considers that all significant new developments should be accessible by

public transport which will ensure the potential for social inclusion for all. In this regard, it will also seek to encourage the more accessible development areas to be reserved for uses that are likely to generate higher trip levels.

Through appropriate levels of developer funding such as Sections 106 and 278, the County will continue to seek the provision of improved infrastructure and services in areas which are perceived to be detrimentally affected by new developments, or which create a new 'need'. It will also require travel plans to be submitted by developers of significant sites at the time of planning application in order to be able to satisfy itself that promotion of the sustainable transport agenda is intrinsically linked to the ethos of the development.

Section 2

Public Transport Specific Infrastructure

This section looks at the various public transport infrastructure elements and provides a commentary to assist scheme promoters to understand under what circumstances the various elements are likely to be required for new and existing developments.

It seeks to offer practical advice to ascertain that there is provision of appropriate public transport infrastructure located in optimum positions ensuring that this investment is positively supportive of the sustainable transport agenda generally, and the new development specifically.

In all instances it is preferable that developers/scheme designers approach a member of the SCC Local Bus and Community Transport Team (public.transport@staffordshire.gov.uk) for the elements being undertaken prior to serious consideration of locations.

Where third party land is used for the siting of an infrastructure item such as a bus shelter, it will normally be required for this parcel of land to be adopted as part of the highway to ensure that the County Council will be able to guarantee maintenance and upkeep of the item in perpetuity, either directly or through a third party.

2.1 Bus Stop

What is it?

A bus stop is a designated place where buses and/or coaches may stop to enable passengers to board or alight. Bus stops are normally marked by a bus stop flag (see section 2.2), however there are also many in more rural locations which are unmarked or operate a 'hail and ride' system, which is buses will stop when hailed, wherever it is safe to do so. The operation of 'hail and ride' services hinder the

ability to provide suitable DDA compliant infrastructure and as such are not the preferred style of operation.

Bus stop layouts can vary considerably, often dependent on the location; for example, these can take a roadside 'parallel' format, be incorporated within a lay-by or even a 'build out' arrangement.

What Should I Know?

General location

There are a surprisingly large number of factors that should be considered when determining the optimum location for a bus stop. Bus stops will, in the first instance, be located at either major attractors or generators of passengers. So, for example, within a housing development the bus stops will be located at points where footways converge, enabling easy access throughout the development. If services are likely to operate through a road junction from differing directions, wherever possible stopping arrangements should be such that buses serve a minimum number of stops, thus facilitating ease of interchange.

Meanwhile for key retail or leisure centres, the bus stops will need to be placed as close as possible to the focal point/entrance/reception area. Locating the bus stop at the optimum location for accessibility will also help to reinforce the sustainable transport message. In many locations a single length bus stop will be sufficient, however at some locations, such as substantial retail / leisure parks, town centres or railway stations, there need may be a need for a larger extent of highway to be designated as the bus stopping area enabling a number of buses to serve the stop at the same time. In certain circumstances this will take the form of a number of different affiliated stops, which can be more operationally suitable. SCC will offer advice in such circumstances.

Stops are usually located in pairs (except where a road is likely to only ever be served by a unidirectional or circular service), it is highly desirable for the 'offside' stop to be approached about 30m before the nearside stop. This serves as a visual reminder to drivers and passengers alike that the next stop is approaching. Unless the highway is particularly wide, a pair of stops should not be located directly opposite one another as this can cause congestion.

Safety & Security

Ideally bus stops should not be located in isolated areas as this may cause concerns with regard to personal security and perceived safety. It is acknowledged however that this will not always be possible. In either instance, the bus stop should have access to an out-of-hours lighting source, usually a standard street lighting column, which should be suitably positioned to enable out-of-hours reading of the timetable information in cases. In some circumstances it may be appropriate to provide ambient lighting from a secondary source, such as solar power activated by motion sensors within the shelter itself. Whilst the bus stop

may not be one that will be served by 'late' operating bus services, there are likely to be at least peak hour services operating which, in winter months, will be during the hours of darkness.

Figure 1: Solar Solution - Redhill, Stafford

Suitable Highway Locations

It is important that bus stops should be located on straight sections of highway to enable buses to be able to align parallel to the kerb to afford easy access to the vehicle. Bus stops should, wherever possible, be sited on an area of hard standing which will facilitate access to the vehicles and provide a more pleasant waiting environment.

The stops should not be placed within 15m of a junction approach with a side road on either side of the main distributor road. Stops which are too close to a junction may hinder visibility and thus be a potential safety hazard. If the stop is to be equipped with a bus shelter, the hazard potential will be enhanced so this should also be considered in the positioning process. If it is unavoidable, then the stop should be sited downstream of the junction. Similarly stops located near crossings should be positioned on the exit side.

Normally discussions regarding the final location for bus stops will be led by representatives of the SCC Bus Infrastructure and Information Team. At the early stages of planning a new development, these SCC Officers will be able to offer realistic advice with regard to the optimum location for stop(s).

Acceptable Walking Distances to Bus Stops

The Institute of Highways and Transportation recommends that bus stops should be located such that all premises are located no more than 400m from them. This is not as simple as providing stops at 800m intervals along the length of a road

however, as this would certainly mean that persons further into the development would need to walk more than the maximum recommended distance.

This 400m target can be achieved more easily if development design incorporates a suitable network of interlinked footways. It should be noted that these footways should be equipped with dropped kerbs to achieve DDA access across each road. If there is a change in gradient, then the 'reasonable distance' should be reduced by ten metres for every one metre rise.

The maximum acceptable walking distance could be reduced to 200m in certain circumstances such as in town centres or areas with a disproportionately high level of elderly residents, as well as for ensuring ease of access to major attractors.

Conversely bus stops should not be closer than 200m apart, the exception to this is if there is the need for a cluster of stops serving a number of routes (for example at a town centre).

The reality is that a well-designed development will normally require stops at around 300-400m intervals. This will generally serve to achieve the recommended walking limits outlined above. Whilst it is acknowledged that some people will be willing to walk further under certain circumstances to access a more frequent service corridor for example, there is suggestion that rural based residents have lower expectations of accessibility and therefore are willing to walk further than their urban cousins; this is the benchmark with which SCC expects its developers to align.

Highway Markings

It is not a legal requirement for a bus stop to have any highway markings associated with it, however it is good practice for bus stops to be protected by the provision of a 'bus cage'. This is also known as bringing a bus stop up to 'clearway' standard. It will discourage inconsiderate parking which prevents the bus from aligning parallel to the kerb; ideally the bus should be able to align within 50mm of the kerb edge.

The bus markings must have a single yellow line along the nearside edge of the highway supported by a 'no waiting' plate where the stop is only used for part of the day then hours of operation need to be displayed. Usually, such restrictions will prevent parking at bus stops throughout the day. In some circumstances there may be a specific timed restriction if the bus stops in question serve school buses only whereby access requirements are restricted to a very specific time band, for example. Time restrictions may also be appropriate in areas where residential

parking is at a premium, often this will require an 0700-1900 prohibition. A 'no waiting' plate is not required for a 24-hr bus stop.

A standard bus stop marking will generally be 23m long by 3m wide comprising 18m for entry and straightening plus an exit area of at least 5m. Where there is conflict with driveways, the absolute minimum for entry and straightening can be shortened to no less than 14m.

Where on street parking is permitted on the exit to a bus stop, the exit area should be extended by up to 9m to reduce the effects of the rear overhang of the bus. Adherence to this will provide sufficient space for a bus to access a stop, align with the kerb and then exit unimpeded. The bus stop box markings should commence about 5m down from the bus stop flag.

Other Elements

It should be noted that the bus stop itself is often only part of a package of items which would normally be found together; these are represented throughout the remainder of section 2. For example, where bus shelters are installed, they are normally equipped with some form of seating, however even in the absence of a shelter, the provision of seating should still be considered as a key design feature.

Bus stops should have litter bins positioned within easy access to discourage littering which will detract from the ambience and potentially cause conflict with neighbouring landowners. Such provision would normally need to be in partnership with Staffordshire's local district or borough councils who will be responsible for emptying them. Location of litter bins can make wheelchair access to a stop difficult if they are placed in the wrong place, so consideration must be made to their location.

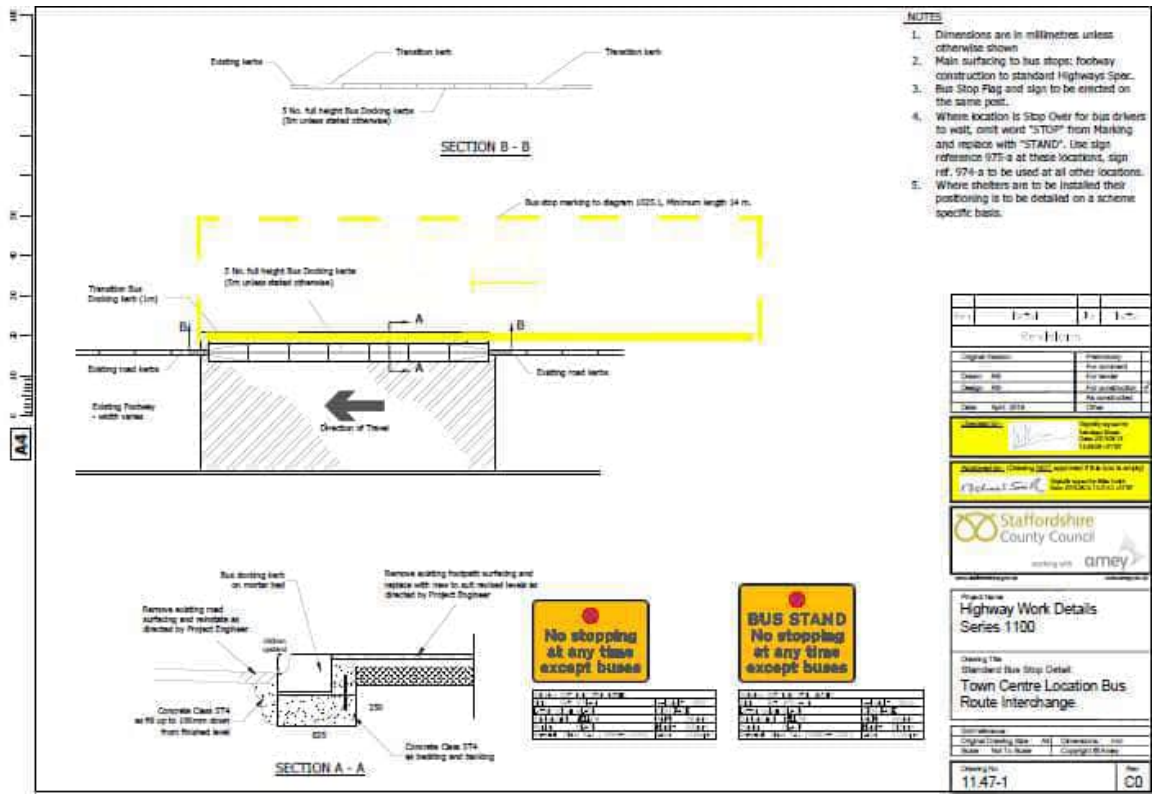


Figure 2: Standard Bus Stop Detail - Town Centre Location Bus Route Interchange

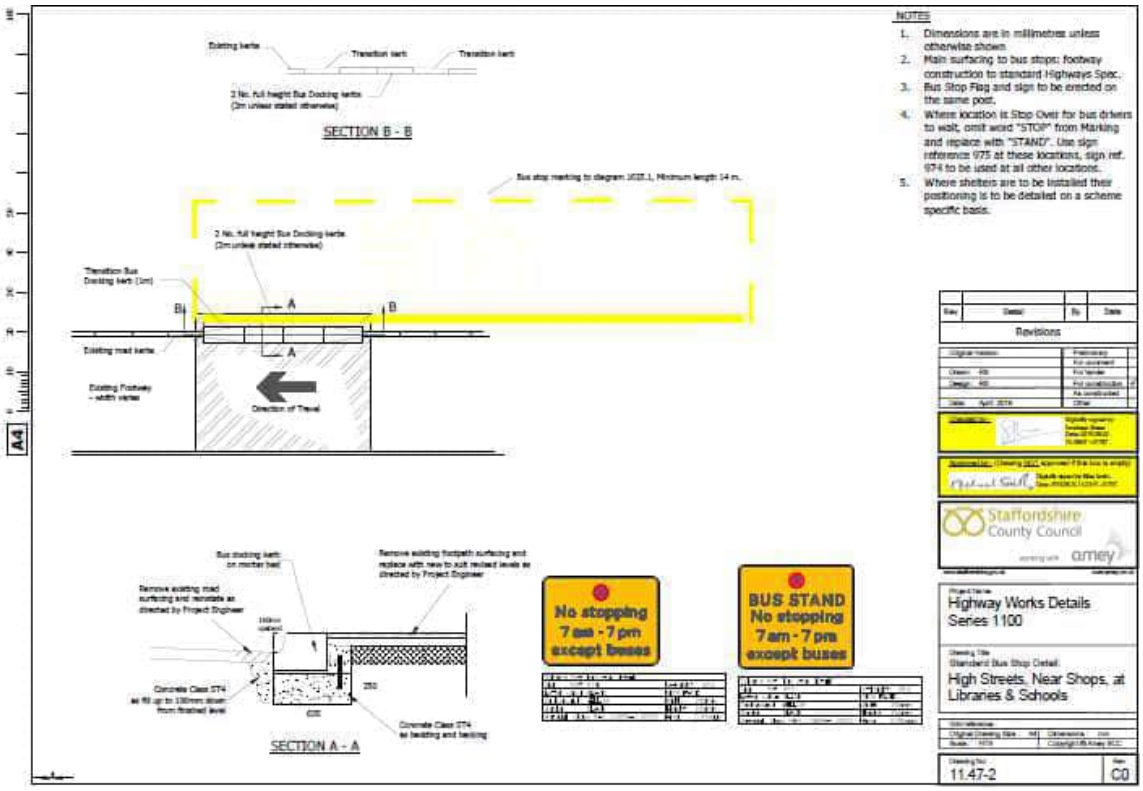


Figure3: Standard Bus Stop Detail - High Street, near shops, at Libraries & Schools

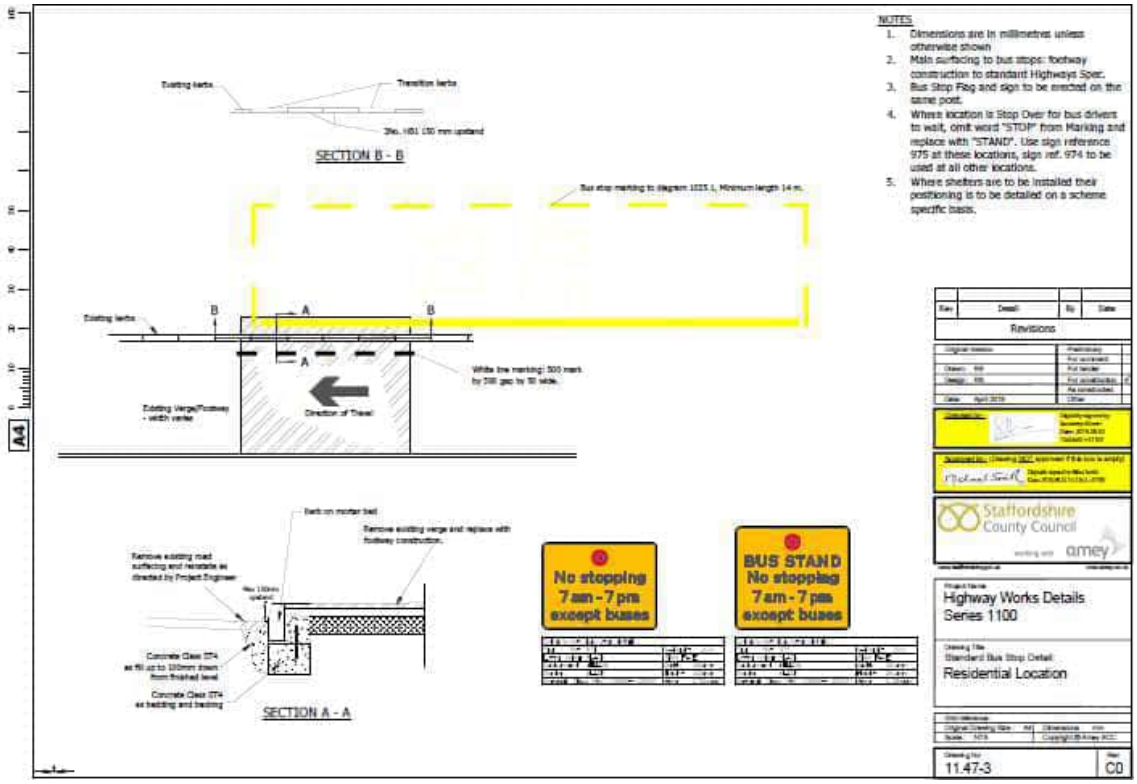


Figure 4: Standard Bus Stop Detail - Residential Areas Bus Stop Detail – Residential Areas

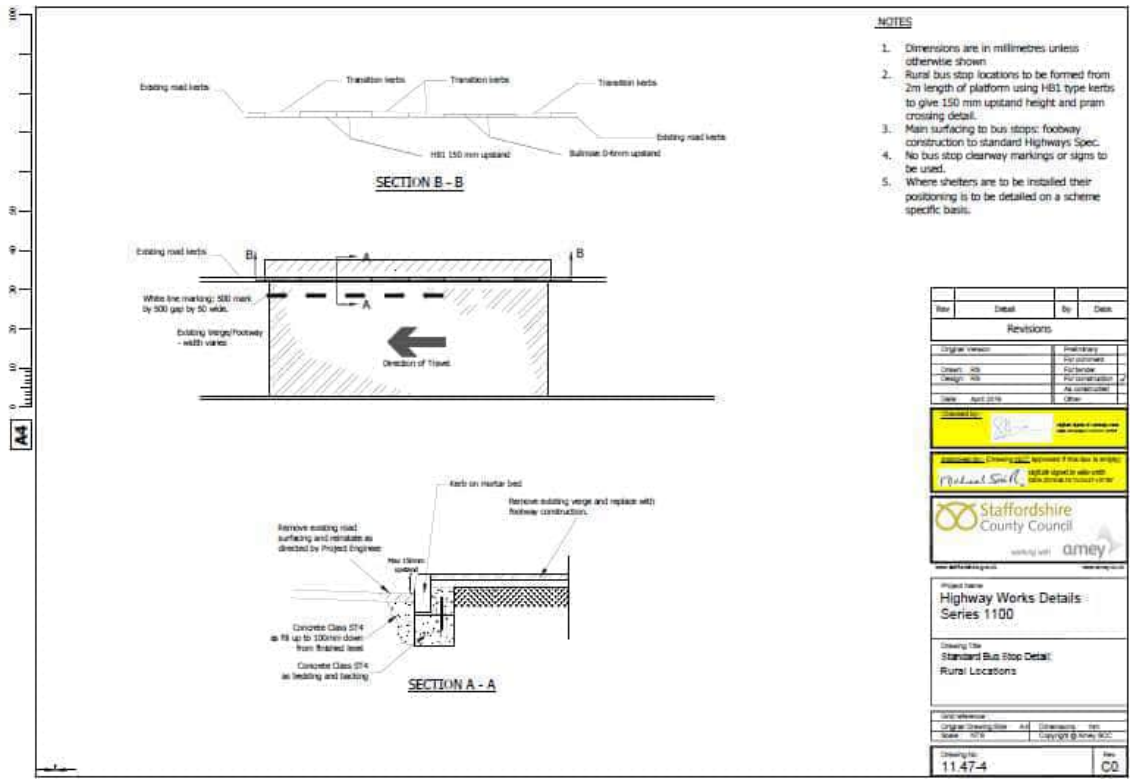


Figure 5: Standard Bus Stop Detail - Rural Locations

2.2 Bus Stop Flag

What is it?

This is a rectangular sign which is usually affixed to an item of street furniture. It serves to indicate to bus drivers the point at which they should align the front doors of the bus and it shows passengers where they should start to form a queue.

In addition to the mandatory symbol and wording, the bus stop flag will also carry the name of the stop. These will be prepared and provided by SCC's Information and Infrastructure Team.

What Should I Know?

The bus stop flag is the point at which a bus driver will align the bus's front doors. As such, it is important to ensure that mounting arrangements for the flag are carefully considered bearing in mind that the bus doors may not necessarily be located at the very front of the vehicle. Any remaining bus infrastructure should be positioned in relation to the siting of the bus stop flag. This will ensure that shelters, access kerbs and real time passenger information screens are suitably positioned relative to the ultimate bus position.

Bus stop flags are often positioned on lighting columns or on bus shelters. Approval to fix flags to lighting columns must be granted by e-on who maintain them on behalf of SCC. To obtain approval, please contact SCC's Local Bus and Community Transport Team.

It may be necessary to install a specific pole to place a flag if neither a lighting column nor bus shelter is in place. SCC's Local Bus and Community Transport Team can supply standard poles for developers' use at a cost. The bus stop pole should be of sufficient height to allow at least 2.3m clearance below the bottom of the mounted bus stop flag and should be located no closer than 500mm from the kerb edge. If a pole is placed on the back of a path, the flag should point towards the carriageway in the interests of visibility; if the pole is installed on the front of path, the flag should point towards the rear of the path to avoid contact with passing vehicles.

There are some essential elements which must be included within a flag design as specified within The Traffic Signs Regulations and General Directions 2002, Schedule 5. Further guidance on correct lines and signage for a development can be obtained from officers at Staffordshire Highways.

Figure 6: Bus stop flag to be used throughout Staffordshire

2.3 Bus Shelter

What is it?

A bus shelter is a structure which serves to provide protection from the weather for persons awaiting the arrival of their bus. They come in an assortment of formats offering different levels of protection. Shelters can be provided from a number of sources including Parish, District, Borough or County Council grants, as well as from Developers and commercial advertising shelter companies.

What Should I Know?

The provision of bus shelters should be positively considered wherever there are likely to be 'reasonable' (20 plus per day) numbers of passengers that would benefit from such a facility. These structures go some way towards making the use of public transport more acceptable for new and existing users alike.

In locating a bus shelter, it is important to ensure that the final position will not pose a particular inconvenience to others by hindering visibility from a nearby side road, restricting lighting into neighbouring residences or hindering access along the footway. No part of the shelter should be positioned less than 500mm from the kerb edge; equally the shelter should be positioned in such a way that its rear panel has at least a 300mm gap between it and the rear of the footway to facilitate cleaning and maintenance.

It should be noted that additional restrictions may apply to locating shelters within a conservation area or adjacent to listed buildings. From a planning perspective, non-advertising bus shelters are exempt from the requirements of the various

town and country planning acts as the local authority has permitted development rights on highway land; however internally illuminated adverts require planning consent. SCC would prefer that shelters are located to the rear of the footway, ideally on a hardstand area behind the footway. It should be positioned such that persons waiting in the shelter can have clear visibility of the bus as it approaches.

Bus shelters come in a variety of styles: basic cantilever (a rear panel and a roof), partial or fully enclosed. Historically, they have been made from a variety of materials, but current versions tend to consist of a metal frame with either glass or polycarbonate panels.

The SCC preferred standard shelter is a three-bay, fully enclosed shelter which can be adapted in various ways to suit local needs.

Figure 7: 3-Bay, Enclosed Bus Shelter

Usually, shelters will have some form of seating available which can range from bench seating in or near the shelter, through tip-up seating (with or without arm rests) to perch seating. Modern shelters will have the seating constructed in a bright contrasting colour in order to assist the visually impaired.

Shelters should be specified with suitable ducting and supporting brackets to enable the potential for retro fitting Of Real Time Passenger Information screens. It is important to note that a clearance of 2.3m must be maintained below any items overhanging the footway. Particular care must also be taken where an off-highway cycleway is in situ to ensure at least 2.4m vertical clearance.

Shelters normally contain timetable cases (see section 2.12 below) the size and style of which can vary according to the prevailing local style and the required amount of information to be displayed. SCC's Information and Infrastructure Team will supply these on request.

Shelters should be specified to include a suitable mounting bracket for the bus stop flag.

It Should Be Noted That All Shelters in Staffordshire Are Subject To A No Smoking Policy.

It is imperative that the ongoing maintenance of a shelter is considered prior to installation. The shelter will need regular cleaning, as well as graffiti removal and, from time to time, the requirement for structural repairs. Often this is the responsibility of SCC and managed by the SCC's Local Bus and Community Transport Team apart from where District, Borough or Parish Councils' own the shelter (subject to change).

Developers should be aware that shelters are installed by means of embedding a metal base plate within concrete foundations beneath the footway. As such, it is important for the shelter base to be installed prior to footway works being completed. These works may also require ducting where the shelter is likely to need an electricity supply for lighting and Real Time Passenger Information screens. It is preferable for an electricity supply feeder pillar to be installed at the time of shelter installation if there is a likelihood of a power supply being required in the future. Installation at this stage can result in a significant saving in time, cost and effort when compared to retro-installation at a later stage.

For any enquiries regarding bus stops or shelters in the county, please email: busstopsuspensions@staffordshire.gov.uk

2.4 Bus Lay-by

What is it?

These are specific areas for the use of buses which enable them to pull off the main highway, typically this enables traffic flows to be maintained and can

represent an important safety element for some localities. They may also be used where it could be unsafe to encourage traffic to overtake a bus serving a bus stop. The benefits to traffic flow have to be considered against the potential difficulty that the bus may experience in trying to re-join the main carriageway which may unduly add to journey times, especially in peak periods.

There is also a very real potential for bus lay-bys to be misused by parked cars therefore it is important to ensure that the feature carries the relevant road markings and signs, and that arrangements are in place for them to be enforced.

Apart from the situations below, another occasion when it may be appropriate to construct a bus lay-by is where the location represents a timing point or terminal point for a service. As such the lay-by would serve to enable the bus to await its time away from the main highway. For this to happen, the layby would need to be a Bus Stand (see 2.10 Bus Stand, p. 30) as bus stops are only allowed to be used

for up to two minutes for the purpose of passengers boarding or alighting the vehicle.

Figure 8: Bus Layby, Westbound - Haughton, Staffordshire

What Should I Know?

Lay-bys can be full width or half width; the narrative below explains the key features and usage of each form.

Full Width

Bus lay-bys are not normally introduced in areas where the prevailing speed limit is 30mph or below. Where the speed limit is 40mph, a lay-by will only be implemented if required by the SCC Bus Infrastructure Officer, Staffordshire Police or as a result of a safety audit. Conversely, at speeds above 40mph, a bus lay-by should be used as a matter of course unless agreed otherwise by these parties. These are guidelines however, and individual circumstances may dictate a need for varying the course of action to be taken through agreement with the SCC Network Management Team.

Lay-bys should have a minimum length of 23m, this consists of a 5-metre exit taper and 18m for entry and alignment with the kerb. The recommended length is 33m, forming a 13m entry taper, 15m straightening and 5m exit taper.

Traffic regulation orders are not required for clearway markings as the road marking is unique and only has one intention: to protect an area of highway for bus services to operate. A clearway order sign is required only if "relaxed" from 24/7 in order to ensure that it remains accessible and not subject to illegal parking.

Half Width

In some instances, it may be appropriate to consider use of half width lay-bys. These may assist a bus in regaining its place in the main traffic flow more easily without causing total disruption to traffic whilst it is serving the bus stop. Other principles relating to full width bus lay-bys remain equally valid with both half and full width lay-bys. Lay-bys may also be necessary if there are concerns over highway safety with regard to forward visibility, particularly at junctions and pedestrian/cycle crossing points.

2.5 Bus Boarder

What is it?

Bus Boarders, in contrast to bus lay-bys, assist the bus in retaining their position on the highway. They consist of a built-out area of kerbing, typically within a parallel parking area, enabling the bus to align with a suitable boarding platform which it might otherwise be unable to do. In this way accessibility is maintained for the bus passengers and parking is also able to be retained.

Bus boarders can be a good solution where space availability is too limited to enable construction of a bus lay-by. In some areas it has been common practice to provide half width bus boarders, however these are generally not considered as an acceptable option as they do not provide for the installation of a DDA compliant access kerb and therefore reduce the accessibility criteria for the bus stop, as the bus is likely to be unable to align itself parallel to the kerb.

As bus boarders typically keep the bus in the main traffic lane, consideration needs to be given as to whether the road width and traffic volumes are suitable for such an arrangement. A photograph of a bus boarder on Waterloo Road, Burton-upon-Trent is below.

What Should I Know?

Bus boarders should normally only be considered in 'full width' format, which is to say that the kerb extension forming the bus boarder actually abuts the highway lane. In this way level access boarding of the bus can be achieved. The boarder should ideally be constructed with at least four metres in length of DDA height kerbing in order to accommodate boarding and alighting passengers. Where the boarder has a bus shelter installed, the length of DDA access kerbing should ideally be extended to 7m to ensure an adequate pedestrian circulatory area.

At locations with a bus boarder, the length of 'clearway' can be reduced to match the length of the bus boarder although the bus cage should be retained in its entirety.

Figure 9: Bus Boarder - Waterloo Street, Burton-upon-Trent

2.6 DDA Access Kerb

What is it?

Increasingly the buses operated in Staffordshire are designed to a 'low floor' format as this is a requirement of disability discrimination legislation. Bus operators using vehicles which are not designed to accommodate DDA access, will contravene the requirements of the Disability Discrimination Act 1995. Therefore, in order for passengers to be able to benefit from this important accessibility design feature, there needs to be boarding points pitched at a similar height level to the bus boarding platforms.

The bus boarding platform and the kerbside should be at the same height enabling easy, level boarding / egress particularly assisting the elderly, those in wheelchairs, parents with buggies and persons carrying heavy loads.

What Should I Know?

The point at which passengers would board/alight from the bus should be located on an area of hard standing wherever possible. Within the hard standing there should be a kerb installed that is compatible with DDA recommendations.

The boarding/alighting platform should be constructed such that it is 150mm in height but no greater than 180mm, this will enable level access from the kerb to the bus. Staffordshire's current policy is to use 150mm high HB1 kerbs but if the location is more high profile, e.g. a bus exchange, High Street or near a larger

passenger generator, then consideration would be given to swapping to a Kassell kerb.

The kerb is likely to be sited within a standard height footway (typically 125mm). In such cases, the footway should be designed to achieve a gradual transition from the standard height to the raised section allowing suitable cross fall for drainage purposes.

2.7 Bus Priority

What is it?

This is a general term applied to a highway measure that is designed to give buses a benefit over other mainstream traffic. This can take a number of forms, examples include provision of a short section of dedicated highway link (Bus Gate), Bus Advance Area and Selective Vehicle Detection Systems.

What Should I Know?

There are a number of forms of bus priority measures, which include the following:

2.7.1 Bus Advance Area

This is a facility which enables buses to get to the head of a traffic queue at a signalised junction often being located at the exit of a bus lane. Wherever possible, these should be introduced without the need to reduce overall capacity.

As a guideline, the setback length (in metres) should be twice the green signal time (in seconds). Such provision will normally allow a bus to clear the first available green signal phase. The 'set back' area may be shorter if the bus lane continues downstream of the junction. In all such cases it is recommended that full design should be undertaken and modelled by a recognised signals design engineer.

In determining the size of a bus advance area, consideration has to be given to the likely onward direction of the buses after leaving the bus advance area; for

example, often the likely approach to such an area will be from the nearside (however, some buses may need to turn right at this junction). As such, the bus will need sufficient space and time to be able to position itself safely for undertaking this manoeuvre at the next change in signals.

Suitable signage forms an important part of conveying the bus priority message to users and non-users alike.

This mechanism is used to greater effect as an element of a wider bus management & RTPI system (see section 2.12). Essentially, the system is aware of the scheduled departure times for the individual buses passing the signals, and it compares this to the actual time of arrival. Therefore, if the bus is running late, the

green signal will be held in order to assist in maintaining the schedule; conversely if the bus is running early, then the red phase can be initiated sooner.

2.7.2 Bus Gate

This is a hard engineering measure that enables buses to move more rapidly through an area than mainstream traffic, usually by means of a short length of bus-only access road. It also enables buses to make a movement at a junction that other modes of transport would be excluded from making or enable more rapid access/egress from an estate area to re-join the main carriageway.

Such links require some form of access control as well as being covered by a Traffic Regulation Order (TRO) to formally prevent alternative modes from deriving the benefit of the access route.

As with bus lanes, it is preferable for bus gates to be operable 24hours a day and covered by a suitably worded TRO in order to reduce the potential for misuse. In their most basic form bus gates may be denoted by basic lines and signs advising that the access way is for use by certain modes only.

In some areas, particularly where the likely incidence of misuse is perceived to be high, more formal methods of control may be preferable such as bus activated signals, rising bollards or barriers. These may be operated by a variety of means from pressure pads, bus mounted proximity sensors or driver activated means. Rising bollards and barriers are gradually being phased out, due to ongoing maintenance costs and issues with public liability when private vehicles inadvertently follow buses through the control feature, these are generally being replaced with ANPR.

In Staffordshire, there are six ANPR enforced bus gates in place, access for five of which is controlled by Automatic Number Plate Recognition (ANPR):

1. High Street, Burton-upon-Trent
2. South Walls, Stafford
3. I54 Business Park between Valiant Way and Innovation Drive
4. Stone Business Park, Stone
5. Between Gainsborough Drive, Perton and Yew Tree Lane, Wolverhampton
6. The sixth gate, on Lower Outwoods Road, Burton-upon-Trent, is live but enforcement by ANPR is not yet in place.

A TRO supporting the introduction of such access restrictions would normally reference sections 92-94 of the Road Traffic Regulations Act (RTRA) 1984. The Highway Authority will naturally remain mindful of its obligations in terms of a duty of care to the public, to ensure the safety of pedestrians, cyclists and other vulnerable road users in particular, when considering the installation of such devices.

It is essential to ensure that access for emergency vehicles is maintained through bus gates. As such, suitable liaison should take place prior to installation in order to ensure agreement of the suitability of the control measure(s) employed. This is a much easier proposition with the use of ANPR, as vehicles operating blue lights to attend an emergency call are exempt from being issued tickets.

A significant form of bus priority is the bus lane, key features of which are explained in section 2.8.

Figure 10: Bus, Cycle & Taxi Gate - South Walls, Stafford

2.8 Bus Lane

What is it?

Bus Lanes are normally reserved for use by 'Buses' only; the term 'Buses' is as construed in The Traffic Signs Regulations and General Directions 2002 (TSRGD). Buses, in the context of these regulations, include all motor vehicles constructed to carry more than eight passengers, as well as any local buses not so constructed or

adapted when operating a local service. Additional modes can also be allowed to access a bus lane if required: in Staffordshire it is usual for cycles to be accommodated, where it is safe and feasible to do so. Bus lanes can take a number of formats, such as with-flow, contra-flow or tidal flow, these are detailed further below, and can all be operative on a full or part time basis (although full time is preferable).

2.8.1 With-Flow Bus Lane

With-flow bus lanes enable traffic flows to be relocated to a downstream section where sufficient capacity exists. It is an area of highway whereby buses have their own running lane thus enabling them to have an unimpeded path through areas that are typically troubled with congestion. These are important for two main reasons: firstly, in ensuring that consistent journey times and therefore reliability are achieved, and secondly, in demonstrating the benefits of bus travel in more urban areas which has the secondary benefits of contributing to reducing congestion and pollution levels.

2.8.2 Contra-Flow Bus Lane

Contra-flow bus lanes, as the name implies, allow buses to travel in the opposite direction to the general traffic flow. As such they can enable buses to avoid unhelpful diversions thus enabling operational efficiencies to be maximised and consistent routings to be maintained which is a clear benefit to operators and passengers alike. Contra-flow bus lanes should always be operative on a 24hr basis.

2.8.3 Tidal Flow Bus Lane

Tidal flow bus lanes can assist in situations where congestion levels are an issue in peak times, and where the bus has no bus stops to serve. Whilst remaining as bus only lanes throughout the day, the direction of operation changes during the operating day. These would normally only be sited in the central lane of a particular highway.

2.8.4 Shared Use Bus Lane

A variation on the standard bus lanes are shared use lanes which are more difficult to enforce than the bus only version; they specify that lanes can be used by buses and other permitted vehicles. These can be used effectively on more major distributor roads particularly where bus frequencies are low. It is the use by additional vehicle types that can help to justify a business case for their implementation. Typically, the additional modes permitted to use shared bus lanes include taxis, cycles and, on occasion, motorcycles. Emergency vehicles should automatically be able to use them also.

Figure 11: Bus Lane - Barracks Road, Newcastle-under-Lyme

Figure 12: Bus & Cycle Lane - Chell Road, Stafford

Other Bus Operations

It is worth noting that Dial-a-Ride and community transport type operations may need to be specifically permitted within a TRO for them to legitimately be allowed to use bus lanes.

Taxis

Within Staffordshire, taxi operators may make requests for their services to use bus lanes, such requests will be carefully considered. Elements such as their set-down/pick-up behaviour and in particular the ease with which they can be identified (for enforcement purposes) will be considered prior to a final decision being made. In London only Hackney cabs are permitted to use bus lanes. Private hire vehicles are not covered by this exemption.

Motorcycles

Motorcycles are not normally permitted to use bus lanes in Staffordshire, as they tend to travel at the same speed as general traffic and it is considered that permissive use of bus lanes by this mode may encourage weaving, as well as under / overtaking to take place which are potentially safety issues.

Violation of bus lanes became a decriminalised offence, with penalties recoverable through civil action, as a result of amendments to the Transport Act.

What Should I Know?

In areas where congestion is or could become an issue, the potential benefits of introducing a bus lane should be considered alongside other bus priority infrastructure. They can be of particular benefit on the approaches to signal-controlled junctions or roundabouts, as they can enable the bus (and other permitted modes) to gain advantage over other queuing traffic. In some instances, even a short length of well-located bus lane can make a significant difference to bus reliability.

On a section of highway where no bus stops exist where congestion is considered to be an issue for bus service reliability, the potential for peak hour 'tidal flow' bus lanes to be introduced in the middle of a carriageway could be considered as an option.

Inclusion of bus lanes will mean designing roads with or creating sufficient width to accommodate an additional lane.

The location and design of the entrance and exit from a bus lane will be key to its overall effectiveness. The entrance must be slightly upstream of the predicted traffic queue with a sufficiently safe distance offered to non-priority vehicles for merging safely in advance of this. Wherever reasonable, the exit of a bus lane should be at a recognisable juncture, a signal stop line or give way line for example. It is important to remember that left turning traffic also needs to be accommodated safely and that right turning traffic may need to be accommodated in such a way as to avoid restricting flow in the non-priority lane. Where feasible, it can be beneficial to consider the provision of 'pre-signals' and a bus advance area.

In the Highway context, the term 'Buses' has a specific meaning, (see the opening paragraph of section 2.8). It will be important to determine whether this definition is likely to be suitable for the expected use. Local Authorities may make local traffic regulation orders to restrict lane use to 'local buses' and to control picking up and setting down points. Any variations from this standard meaning will need to be reflected in the resultant Traffic Regulation Order (TRO) where feasible (see below).

Bus lanes will need to be supported by a TRO, to enable them to be enforced. Whilst it is recognised that some bus lanes may only genuinely be needed at certain times of the day, it is recommended that these are introduced on a 24hour basis. This significantly reduces the scope for misuse as it removes the potential for confusion over operating hours. The reality is that the additional lane space will rarely be required in off peak times, hence the limited benefit of having a part time bus lane. If variations are to be considered, it is important that these are assessed more holistically with other measures on the same corridor in order to prevent confusion for road users with different operational periods.

Restricted operation bus lanes may be the best compromise position in locations which have many frontage loading requirements, where the premises cannot reasonably be served by side streets or rear access to premises. Access issues are likely to present a greater challenge where contra-flow bus lanes are located.

Bus lanes must be clearly marked with specific signage present indicating the hours of operability of the bus lane. Standard signage and road markings to be used for bus lanes are prescribed within the TSRGD 2002. It is particularly important to ensure the suitability of highway design, lines, and signs in and around a contra-flow bus lane, where the potential hazards are greater.

In some locations, and with particular regard to contra-flow and tidal flow bus lanes, pedestrian guard rails could be considered in order to encourage pedestrians to only cross the road at designated safe crossing points. Generally speaking, the use of guardrails should be as a last resort where there is a specific, identified safety need.

Cameras may be fitted to buses to record the presence of other vehicles in bus lanes and can be used as admissible evidence in cases of prosecution.

Where cycles are permitted to share a bus lane, it is recommended that the lane should be 4.5m (an absolute minimum of 4m) in width, in order to afford a reasonable safety provision for all users.

2.9 Quality Bus Corridor

What is it?

This is the name given to an extended stretch of highway whereby a number of measures are brought together with the express purpose of facilitating bus travel.

This 'whole corridor' approach is beneficial in ensuring that effective management of bus priority in one area does not culminate in the resultant dispersed traffic adversely affecting other sections of the bus route.

Typically, this will include bus lanes and bus priority measures as well as an enhanced level of overall provision and quality of bus passenger infrastructure such as shelters and information.

What Should I Know?

Quality bus corridors (QBC) can be an effective way for the local authority to contribute meaningfully to a Bus PIP (Performance Improvement Plan). It is likely (although not essential) that an extended length of bus lane will form an important element of such a scheme. There will certainly be various other bus priority measures involved ensuring that the reliability of bus services operating along the corridor can be assured.

It is also likely that particular effort will be employed in ensuring that bus stop infrastructure is generally upgraded along these corridors in order to further increase the attraction of bus travel to the public.

There is no absolute answer to what constitutes a QBC: in principle it could be applied to many areas where a combination of 'pro-bus' elements have been incorporated in a structured way to complement each other.

2.10 Bus Stand

What is it?

Bus stands differ from standard bus stops as they are locations where buses may spend a period of time whilst awaiting commencement of their next trip. Typically, these will be at route termini. Passengers may not necessarily be required to board / alight at these points, as such there may not be a requirement for DDA compliant kerbing.

What Should I Know?

In planning the layout of the development, reasonable consideration must be given to how the site is likely to be served by public transport. In many instances it is likely that a site would be served by a service diverted from its previous routing. In other instances, a development may demand its own service. As such, it is likely to need a bus stand to be provided. It may be that a suitable turning point also needs to be provided to enable the vehicles to turn around. The size, usage and importance of the site will help determine the number and size of bus stands required.

Ideally bus stands should be sited slightly away from core residential areas in order to reduce the potential nuisance to be caused to local residents. Equally, the positioning of the bus stands should not be in 'isolated' areas which could

potentially pose a safety risk to the bus operating personnel. Unlike a normal bus stop, marking the highway as a bus stand will often require a TRO.

2.11 Transport Interchange

What is it?

This is a location where passengers can typically catch buses for a range of destinations thus, they can 'interchange' easily between different routes. As these facilities are generally sited at key locations, they also serve as a central point at which persons can access the wider area facilities from their point of origin. They can vary from a small cluster of stops in proximity to a more substantial purpose-built facility (Bus Station).

Bus interchanges would typically be found in town centres, at hospitals, larger out of town retail and leisure parks as well as some larger supermarkets. These locations lend themselves well to enabling the interchange to be included within the security/CCTV systems of the facility they serve. They should be well sign-posted to/from the local facilities in order to further promote the degree of ease with which the public transport network can be accessed. Signage and general promotion of the location of interchanges should take into consideration the needs of disabled persons, including those who may be mobility or visibility impaired.

The level of quality, and ease of use, both from the travelling public and the transport operators' perspectives will contribute towards the overall perception of the Staffordshire Public Transport system both locally and countywide. It is therefore important to ensure that these facilities are constructed to a suitable level of quality and are equipped with appropriate facilities.

Bus interchanges generally take one of two basic operational formats: Drive In, Reverse Out (DIRO) or Parallel Alignment

In many locations a combination of these styles is used in order to maximise the use of the space available and to accord with different operational needs. Within these two forms of operations, there are a number of variations in terms of the overall layout, which include those listed below:

Single Island Concourse

Here all buses can be accessed from a single passenger concourse. Where possible this is the preferred format as it optimises the potential for efficient interchange and significantly reduces the risk of conflict between pedestrians and buses. With the use of 'Drive In, Reverse Out' (DIRO) style operation, this format can be the most space efficient so long as there is suitable room to safely accommodate reversing buses.

Multi Island

This is where buses depart from a series of 'in-line' bus stands often located on a series of longer length islands or passenger concourses. This can be a suitable alternative for a long, relatively narrow site. The main disadvantage being that the requirement for passengers to cross vehicle lanes to access their departure bay increases the potential for conflict between pedestrians and vehicles when compared to single island concourses.

Figure 13: Bus Interchange - Gaol Square, Stafford

Perimeter layout

Here buses align with the kerb around the outer edge of the interchange, the central area often being used for bus layover bays. This form of layout can encourage pedestrians to avoid safe designated walking routes in order to follow their natural desire line, thus causing them to access the main vehicle manoeuvring area. If this style is to be utilised, consideration must be given to how pedestrian safety can be assured.

Multi Modal

Multi Modal Interchanges are similar to Bus Interchanges, however as the name implies, they involve other modes, typically rail services. They could equally well serve to facilitate interchange with buses at airports or seaports.

What Should I Know?

Accessibility

Normally an interchange will be located at the closest feasible point to the attractor it serves, thus a town centre bus station should be located as close as possible to the retail heart of the town and with excellent DDA compatible

pedestrian links to the remainder of the central business district area. At a leisure complex, hospital or supermarket, the interchange should be sited as close as

possible to the main entrance to the facility. In any instance, the interchange should be no further than 200m from a main access point. Passengers arriving by public transport should be alighting closer than they would have had they used non sustainable modes in order to emphasise the benefits of public transport. Equally, pedestrian access across a site should seek to encourage the following of safe routes which should be designed to comply with likely key pedestrian desire lines, the overall intention being to reduce the potential for conflict between pedestrians, cyclists, public transport and cars, i.e. the achievement of mode segregation wherever feasible and desirable.

Suitable and easy access routes for vehicles serving the interchange also have to be considered when determining a location. Buses will need to radiate in all directions from the interchange, and thus all potential movement requirements need to be considered and catered for within the wider highway access.

Size Considerations

It is not necessarily true to say that interchanges need to be large in size; there is a certain amount of convenience and comfort that can be conveyed within a smaller footprint. The most important factor to consider is the overall fitness for purpose, this primarily means ensuring that it is capable of handling the anticipated numbers of vehicles and passengers. Particularly in the case of facilities at new retail developments, it is important to strike the right balance such that the required capability of the interchange is not compromised at the expense of retail space maximisation.

Where an on-street interchange is being constructed, it can be beneficial to construct the highway and footways within the outer confines of the stops in varied materials or in subtly different coloured materials to those used beyond. This creates the feel of a special area, which can help to reassure passengers that they are in the correct location and encourage other road users to exercise still greater caution and awareness as they pass through.

Design Features

In designing an interchange, it is important to consider the maximum hourly bus stand requirement likely to be needed from the outset, and then to assess the likely effect of future service enhancements taking into account known development plans in the area. Future proofing is an element that is often overlooked in the design of such facilities.

A further design element that is often overlooked is the provision of bus layover bays. These are areas of parking for the buses to use in-between trips. They are not necessarily required at all interchanges as some are only ever likely to be served by 'through' services, however others, more particularly at town centre

locations, will certainly require layover bays in order to ensure effective and efficient bus service operation.

The size and location of the interchange, as well as its relative importance, all need to be considered in determining the resultant quality of finish and necessary facilities. Where feasible, it is highly desirable for an interchange to have some form of staffed presence which may be provided from suitably located retail outlets/kiosks. The presence of staff helps to convey a level of security to waiting passengers and can serve to discourage antisocial behaviour.

As has been mentioned elsewhere, a number of elements will typically come together in differing combinations at various locations, as such the reader is reminded of the need to consider elements such as Bus Shelters, DDA Access Kerbs, electronic and paper-based Information and pedestrian access routes, when designing interchanges.

Multi Modal Interchange

For a multi modal interchange the design elements of a standard bus interchange form a sound base point. These locations are more likely to be competing for prime position with other modes, predominantly cars. It is important to ensure that sustainable modes are catered for relative to their sustainable credentials. Thus, in terms of ease of access to the secondary mode, wherever possible the order of proximity priority should be Pedestrian/Cycle/Bus & Coach/Taxi & minicab/Car. This will not always be reasonably achievable; however, it forms a sound basis on which to commence design options.

Another element that has to be considered at bus/rail interchanges is the ability of the facility to be able to accommodate rail replacement bus services when rail services are disrupted. Whilst this should not necessarily materially affect designs for 'day to day' operation, it is worth considering how the facility would be expected to operate in such situations. This may result in more prudent lane width or space allocation within the available footprint.

2.12 Passenger Transport Information

What is it?

There are principally two types of bus information: electronic and paper based.

Electronic Bus Information

Passive

This is the provision of timetable or departure information to the travelling public via digital means:

i. Real Time Passenger Information (RTPI) consists of an electronic information screen, typically located at a bus boarding point which displays in minutes the time until the next bus on a particular route arrives.

Bus Service information Totems situated in high footfall areas of towns displaying RTPI. Currently, there are five information totems in Staffordshire:

i. two in Burton-upon-Trent, three in Newcastle-under-Lyme, one in Tamworth, plus a further totem, integrated into the bus shelter at Stand 2, in Cannock Bus Station.

ii. Scheduled Departure Information, similar to RTPI however this displays the scheduled arrival time only, i.e., it does not take into account any particular problems being experienced by the services.

Figure 14: Integrated RTPI Screen - Stand 2, Cannock Bus Station

It is worth noting that most RTPI systems will be programmed to revert to scheduled style of information under certain circumstances, primarily this will relate to whether or not the vehicles operating the service are equipped with a fully functioning set of equipment.

SCC is moving towards a system whereby information is sent upon request to an individual's mobile phone, rather than to designated static 'at stop' displays. As such the extent of RTPI screen installation roll out is likely to be restricted to more major attractor/generator stops.

Where electronic bus information is likely to be required at a stop, it will be necessary to ensure that an electricity feeder pillar is provided at the time of

highway construction. Otherwise, the highway surface will be unnecessarily damaged in order for the pillar to be installed at a later juncture.

Figure 15: Bus Information Totem - High Street, Newcastle-under-Lyme

Paper Based Information

Printed timetable information is provided by SCC and bus service operators at most bus stops in timetable frames on poles or in shelters. They provide details of all bus services serving that particular bus stop. SCC will supply these items upon application for new stops within future developments.

Timetable cases are generally in one of two sizes although there are many variations to these. They are essential elements for inclusion at main bus stops, even where electronic displays are present, as the manual information format enables a different range of information to be provided.

All cases should be lockable with a tamper proof mechanism. If these are not to SCC standard designs, then two sets of opening keys must be supplied to the Bus Infrastructure Office and to the Team Leader for Publicity and Information at SCC. However, where possible SCC would encourage the use of the standard timetable cases for consistency and ease of maintenance. SCC will generally provide and maintain timetable cases on request.

Timetable cases will normally be affixed to the infrastructure item which bears the bus stop flag, normally a bus stop pole, bus shelter, lighting column or in some cases a wall. Whenever these are located on the property of a third party, there needs to be a written agreement in place with that party to confirm that the item

may be so affixed and to enable the timetable case contents to be updated at reasonable times.

Onward travel information is particularly important at interchanges or railway stations where many services meet and where passengers require information whilst changing from one service to another.

All Staffordshire railway stations are equipped with poster sites displaying double-royal (DR) size information listing A-Z of places served directly by bus, a locality map of services, PLUSBUS information and, in many cases, a detailed map of the nearest bus stops and where to board each of the services.

There are four bus stations in Staffordshire: Leek, Newcastle, Cannock and Lichfield. Stand information is provided by First Potteries at Newcastle bus station, and Cannock Chase District Council at Cannock bus station. SCC provides timetable information for Leek and Lichfield bus stations; the other bus stations have operator provided timetable information and/or RTPI.

Section 3

Highway Infrastructure

It is essential that any sizeable development considers the need for a distributor road through the site to enable buses to enter, traverse and exit the development suitably. If necessary, access through these points can be restricted by some form of highway engineering measure such as a bus gate (see page 23 & 24) in order to restrict usage to certain modes and promote sustainable transportation credentials, providing a time benefit over non-sustainable modes for such journeys.

It is also worth noting that all roads within a development could be accessed by community transport / dial-a-ride type vehicles serving the less mobile members of the community. Thus, it is important for developments to provide suitable turning heads for such vehicles and for overall carriageway widths, roundabout radii and so forth to be planned with accessibility in mind including the likely demands on road space due to residents parking. Often a lack of consideration of this latter element can lead to severe difficulties when the development goes live.

3.1 Pedestrian Access

A key, often forgotten element, is the provision of suitable pedestrian through routes to locations where persons can access the passenger transport network. In Section 2.6 above, the importance of enabling DDA access to vehicles was explained, however the provision of accessible kerbing for boarding the vehicles is to a degree irrelevant if the same passengers are unable to get to and from the

public transport network in the first place due to a deficiency in the footway provisions.

At the base level, this means that there needs to be a suitable network of footways and dropped kerbs enabling level access from the hinterlands through to the bus network access points (bus stops and interchanges).

Pedestrian access throughout the development should be designed to radiate from bus stops and to allow easy (step free) access through the site to be achieved.

It is recommended that dropped kerbs are installed within 15m of a bus stop in order to facilitate reasonable two-way access across the highway. It should be noted that where dropped kerbs are provided, the pavement width needs to be sufficient to enable a wheelchair or buggy to use the kerb and turn appropriately for onward transit.

It is good practice where the footways provide access through an inclined area, to provide handrails to assist the mobility impaired in progressing along the footway. These are particularly useful in winter months when there is a greater risk of slips and trips occurring.

Equally there are sectors of the community who cannot walk excessive distances. As such it is preferable, where space allows, to provide bench or perch seating at regular intervals through a development.

Section 2.1 'Bus Stops' sets out guidelines in terms of reasonable walking distances to bus stops, however these are guidelines. Thus, if a couple of residences fall a few metres outside of this, they should not automatically be classified as inaccessible, much will depend on local circumstances. Equally this does not prevent the developer from seeking to exceed the minimum standards and thus demonstrate that their development exceeds accessibility expectations.

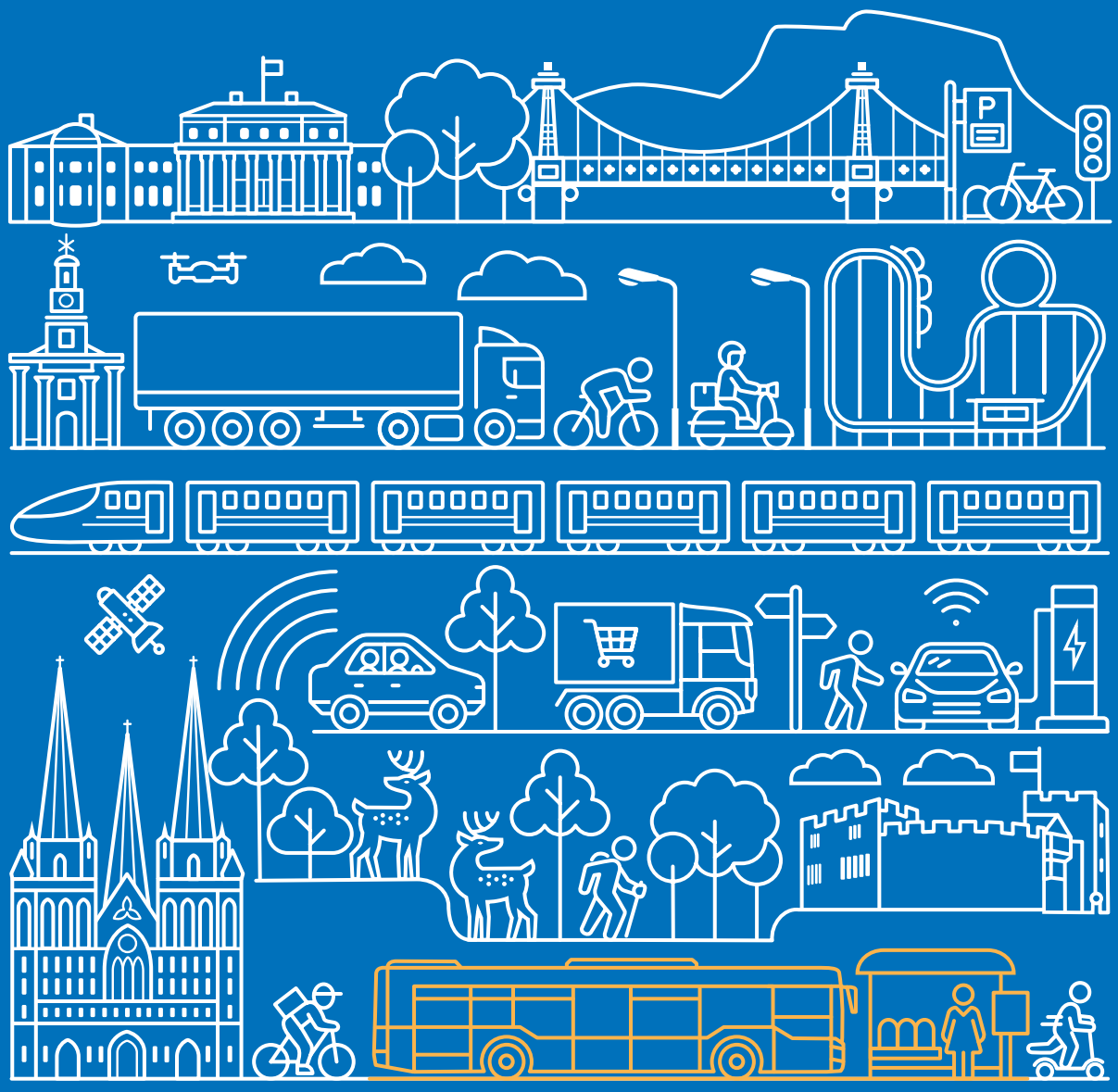
STAFFORDSHIRE

Bus Service Improvement Plan

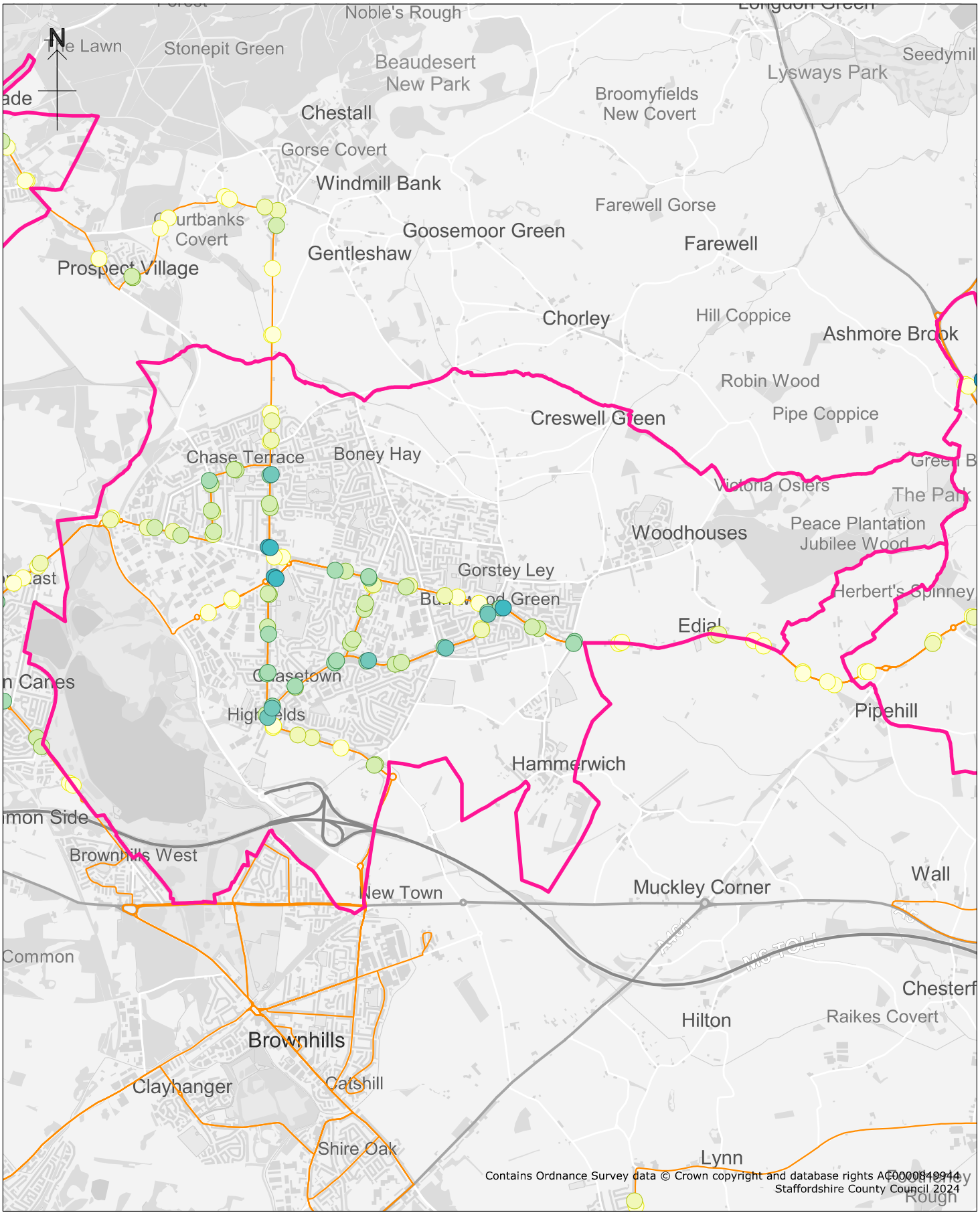
2024 to 2050

JUNE 2024

Appendix H



Staffordshire County Council



Passengers

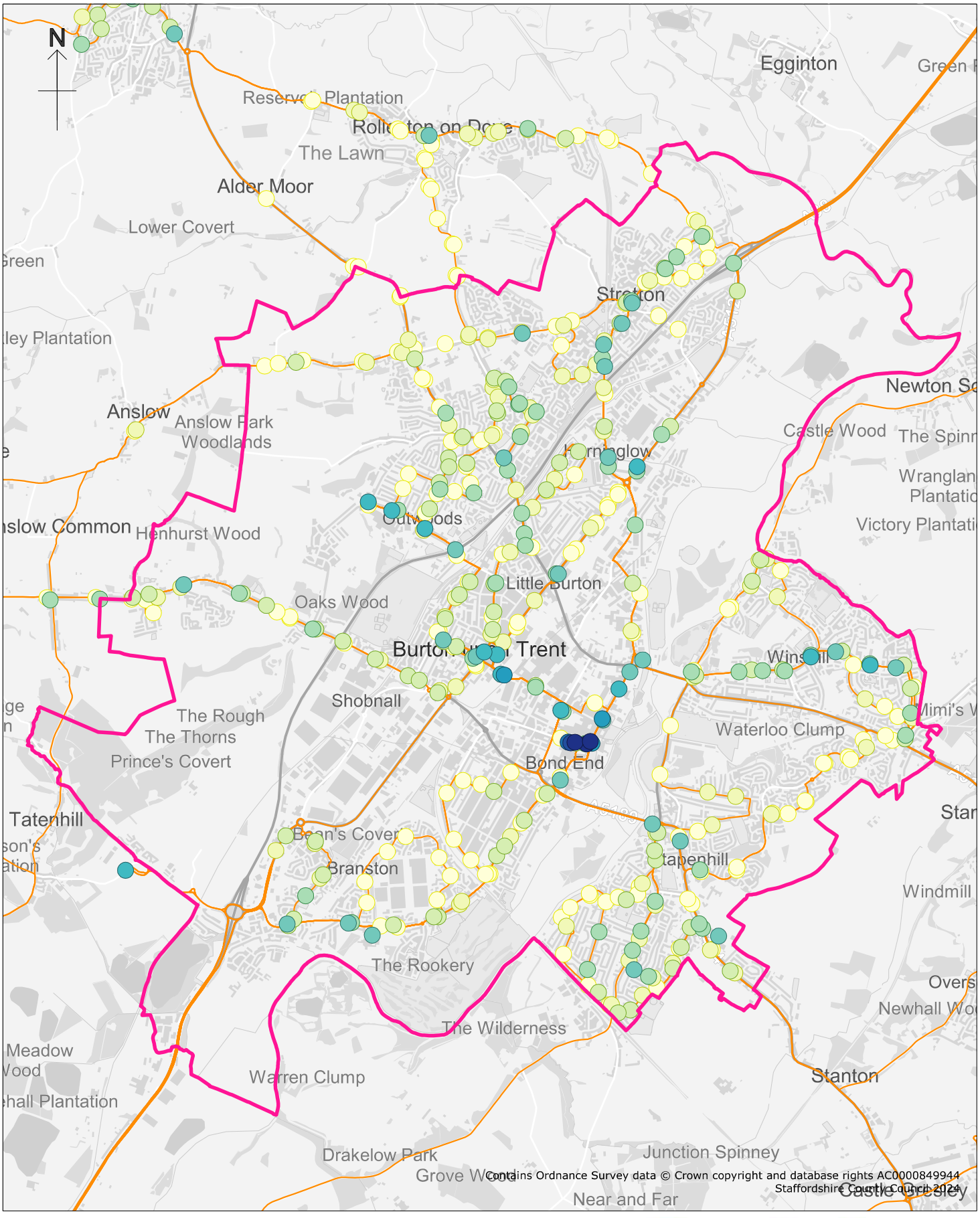
Lower
Higher

Lower
Higher
>= 10000

Scale: 1:41000

Staffordshire County Council

Burntwood Bus Stop Patronage September 2023



Passengers

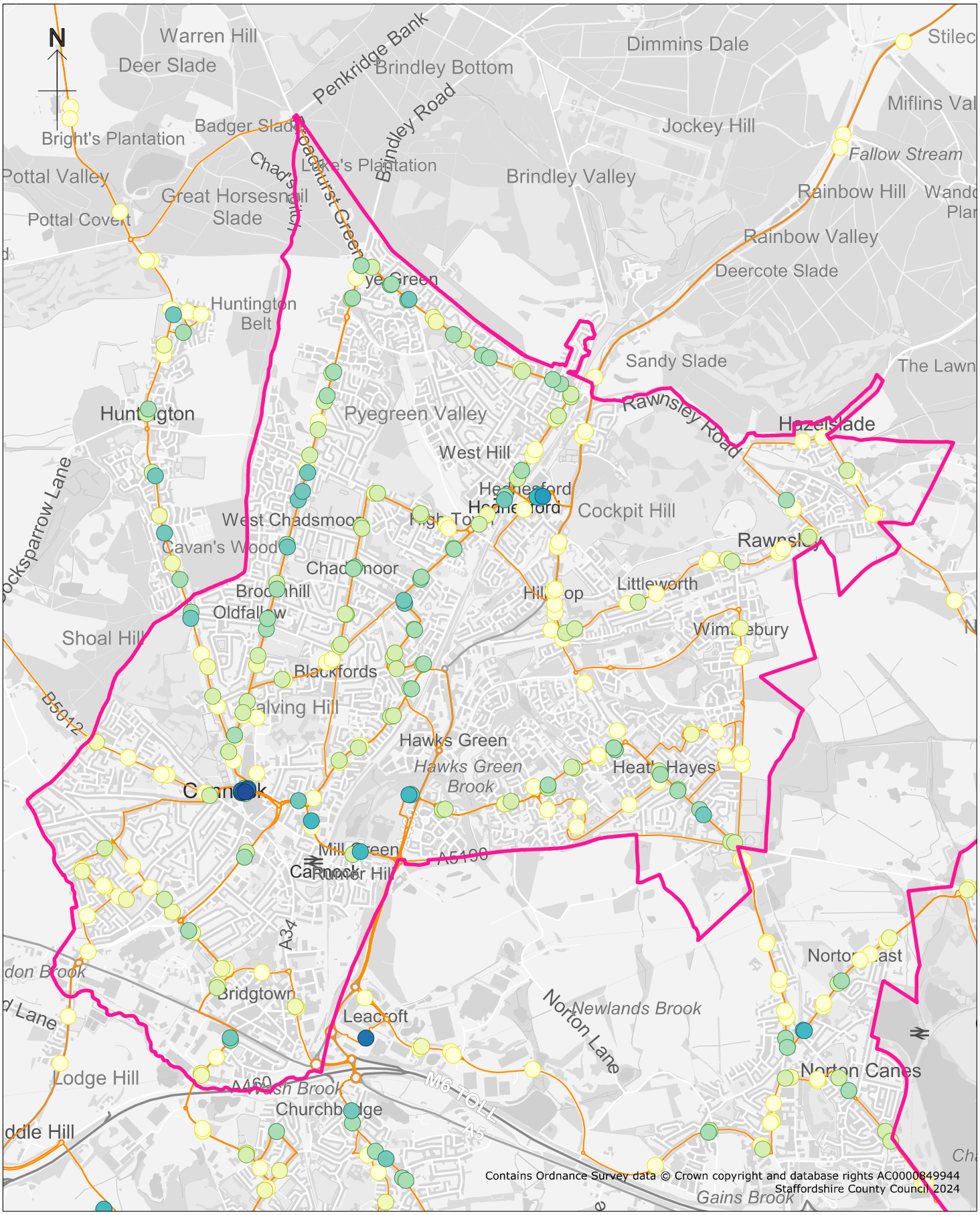
Lower
Higher

Lower
Higher
>= 10000

Scale: 1:42000

Staffordshire County Council

Burton Bus Stop Patronage September 2023



Passengers

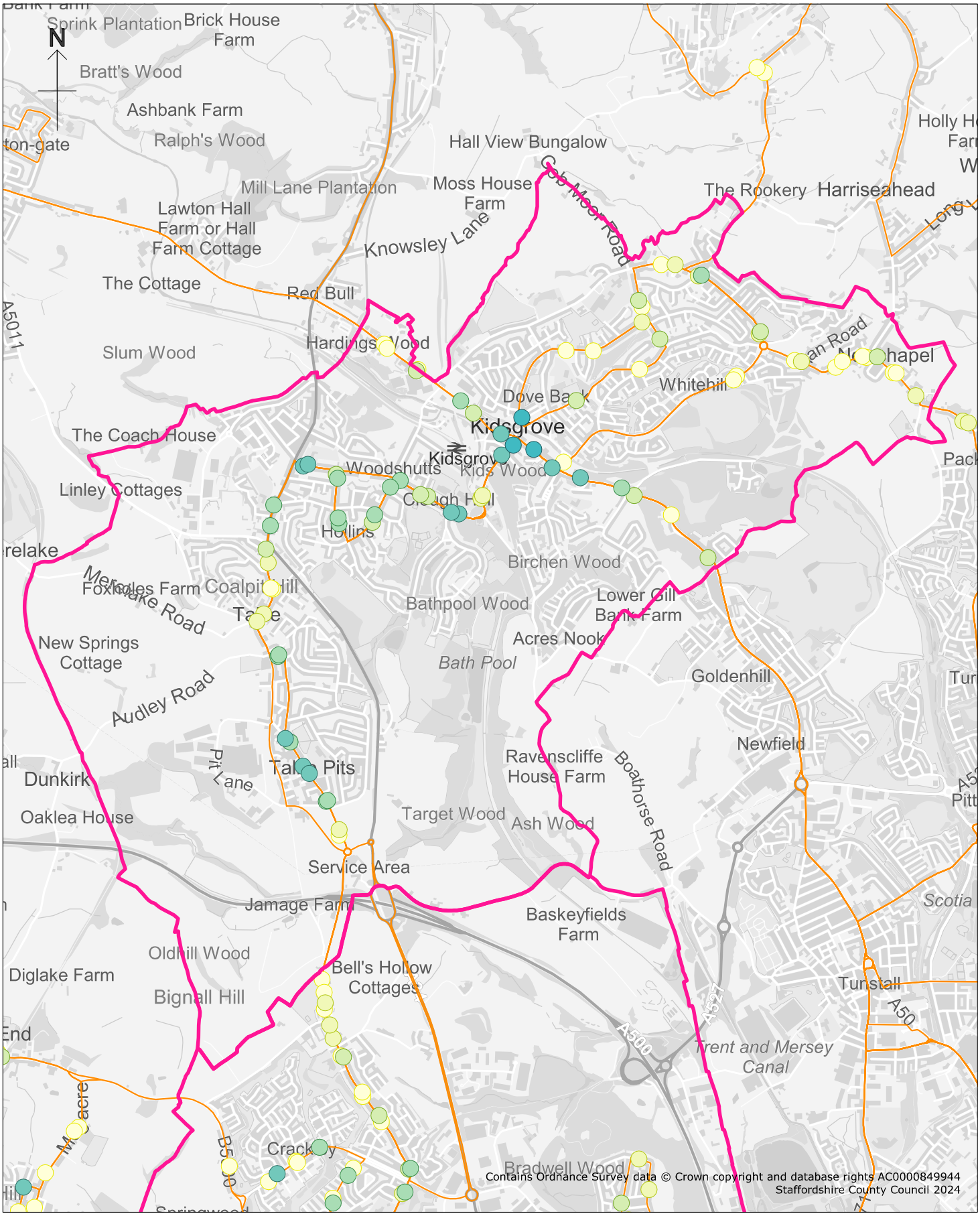
Lower
Higher

Lower
Higher
>= 10000

Scale: 1:37000

Staffordshire County Council

Cannock Bus Stop Patronage September 2023



Passengers

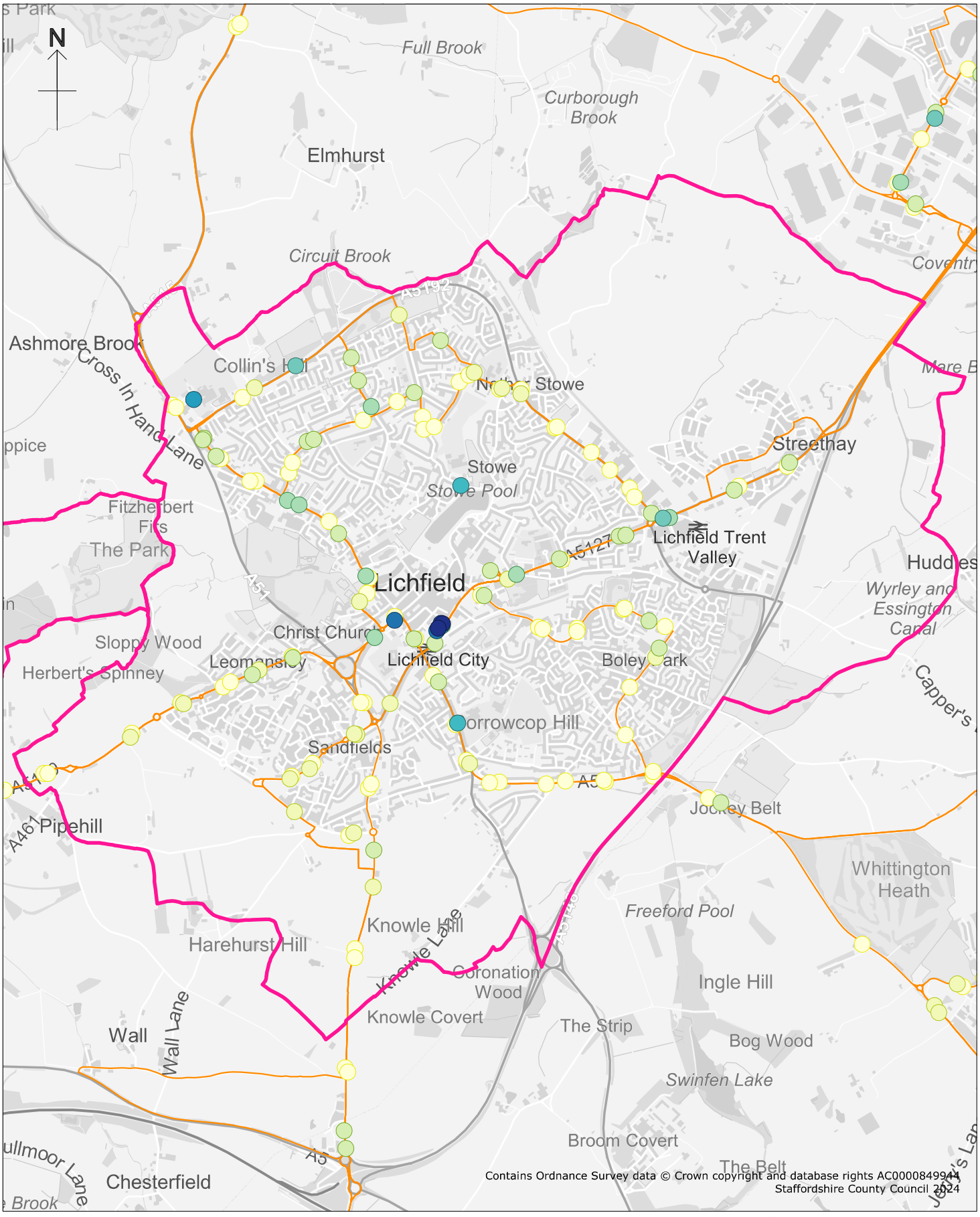
Lower ↑ Higher

Lower ↑ Higher >= 10000

Scale: 1:29000

Staffordshire County Council

Butt Lane, Kidsgrove & Talke Bus Stop Patronage September 2023



Passengers

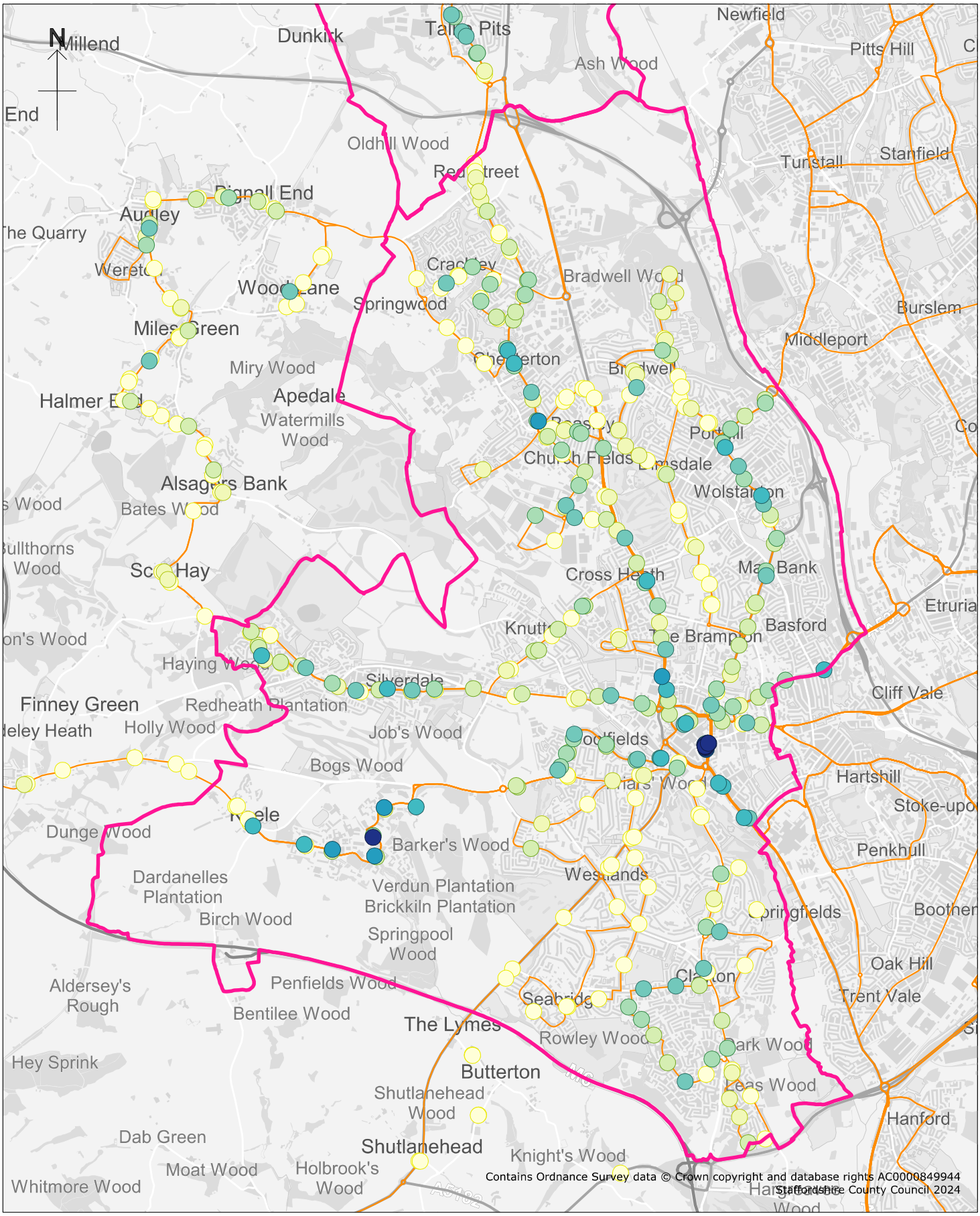
Lower
Higher

Lower
Higher
>= 10000

Scale: 1:32000

Staffordshire County Council

Lichfield Bus Stop Patronage September 2023



Passengers

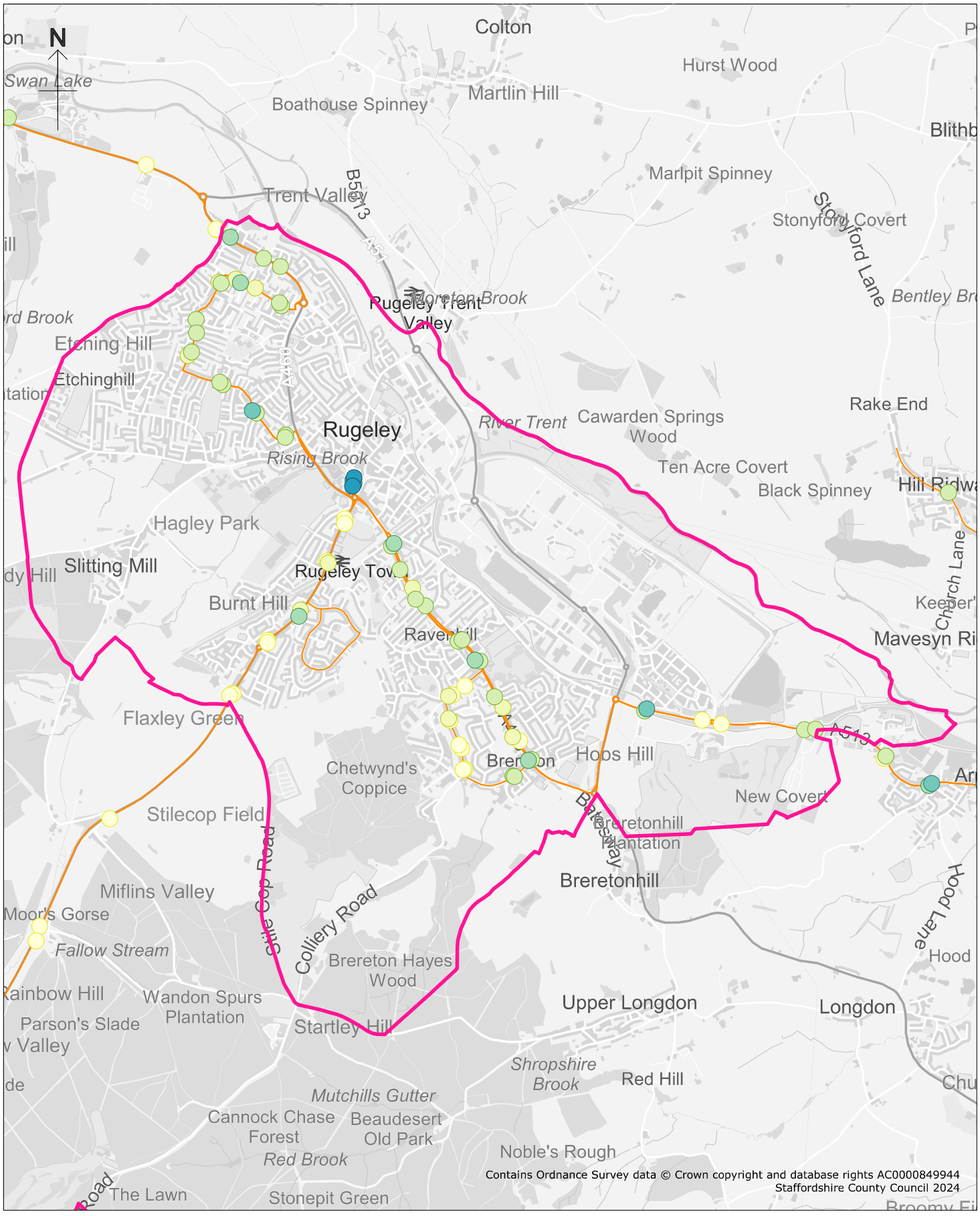
Lower
Higher

Lower
Higher
>= 10000

Scale: 1:47000

Staffordshire County Council

Newcastle Bus Stop Patronage September 2023



Passengers

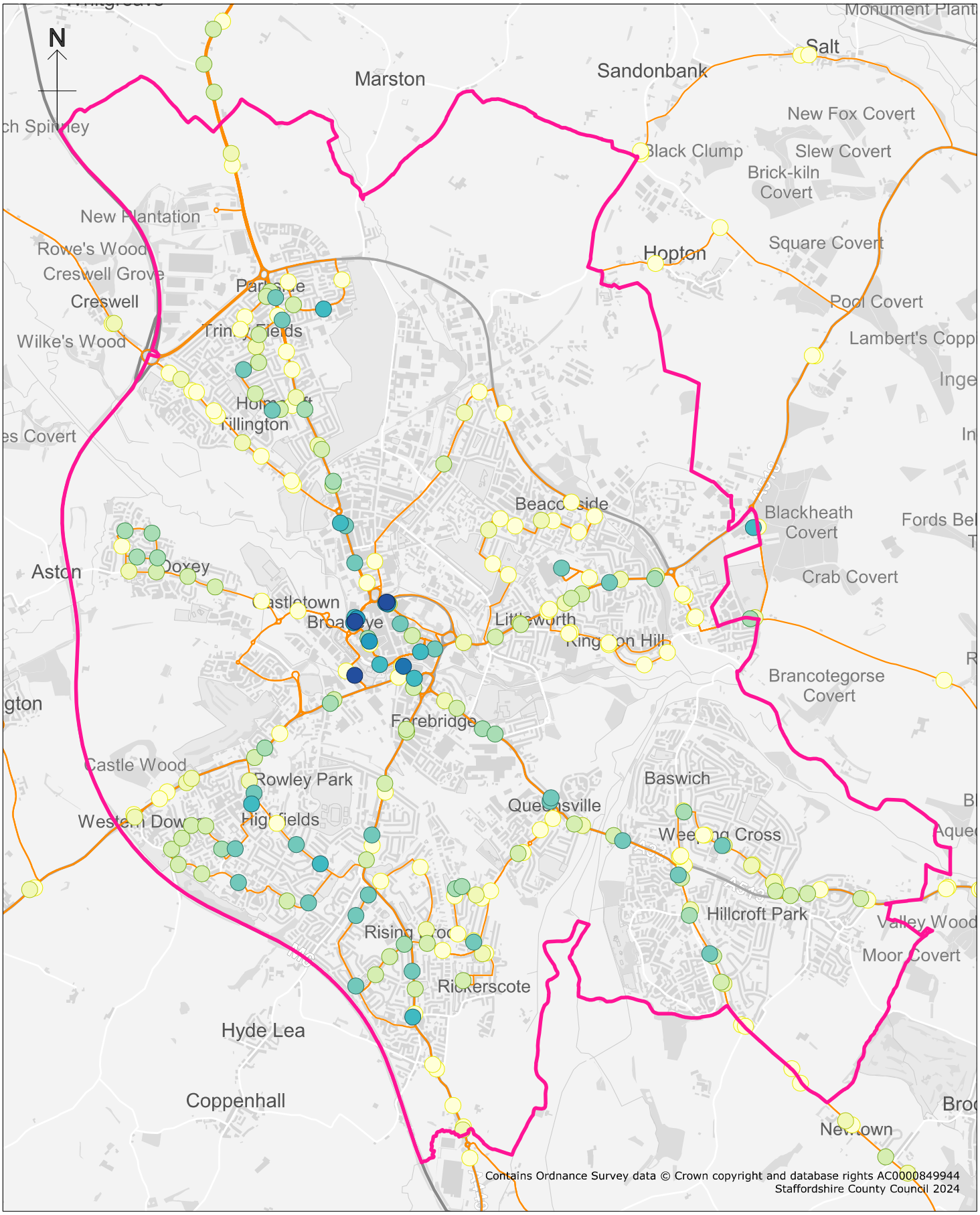
Lower
Higher

Lower
Higher
>= 10000

Scale: 1:32000

Staffordshire County Council

Rugeley Bus Stop Patronage September 2023



Passengers

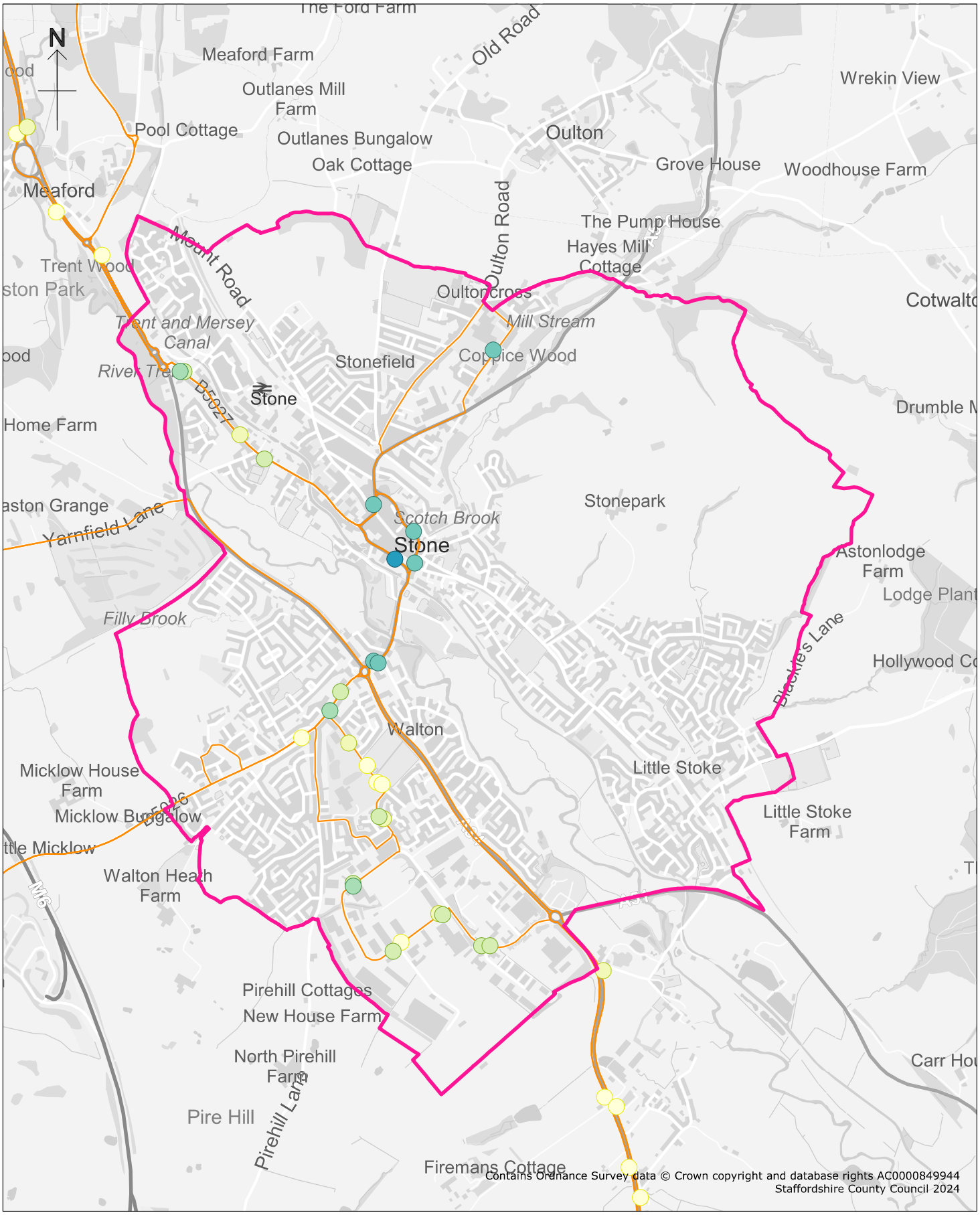
Lower
Higher

Lower
Higher
>= 10000

Scale: 1:40000

Staffordshire County Council

Stafford Bus Stop Patronage September 2023



Passengers

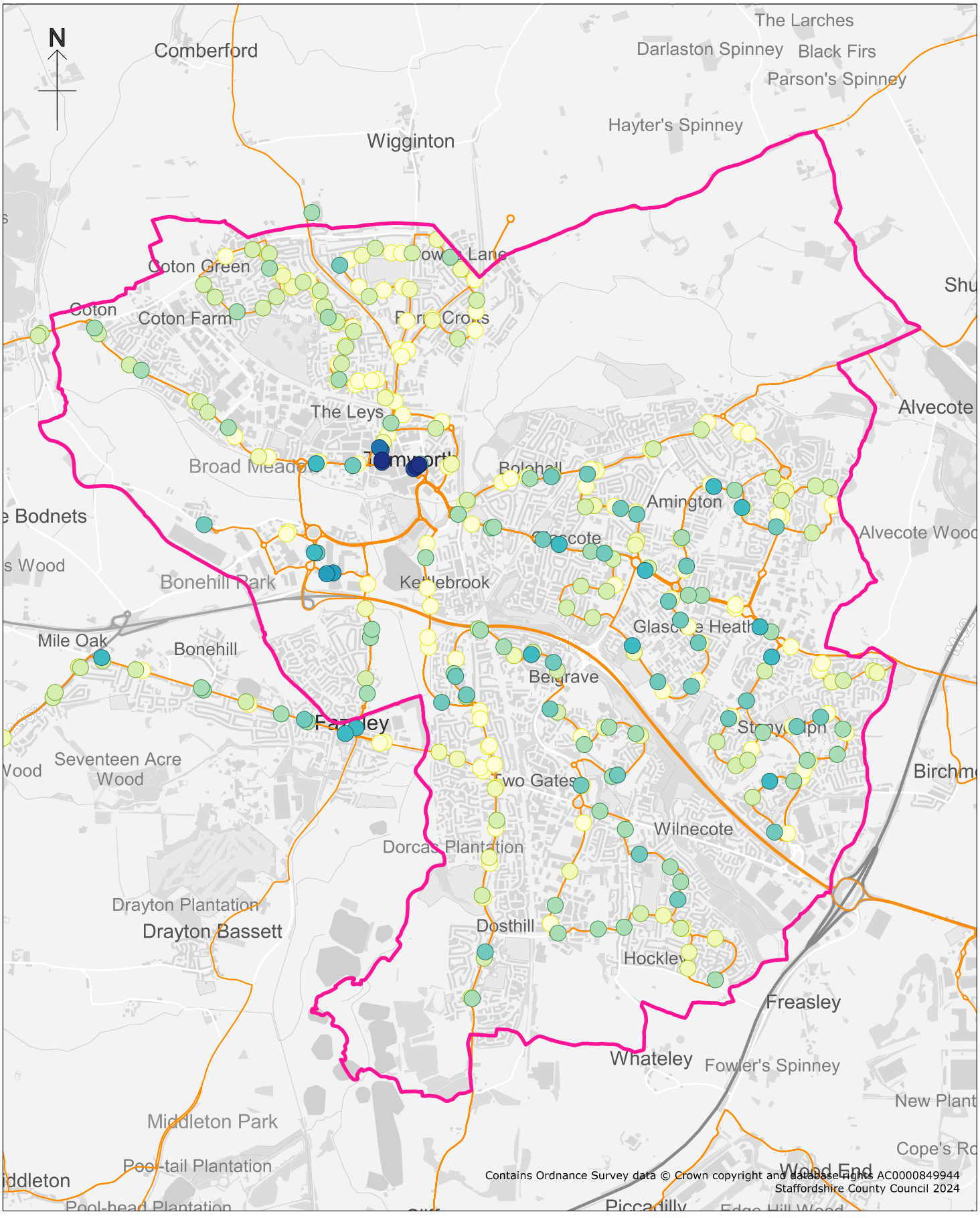
Lower ↕ Higher

Lower ↕ Higher >= 10000

Scale: 1:23000

Staffordshire County Council

Stone Bus Stop Patronage September 2023



Passengers

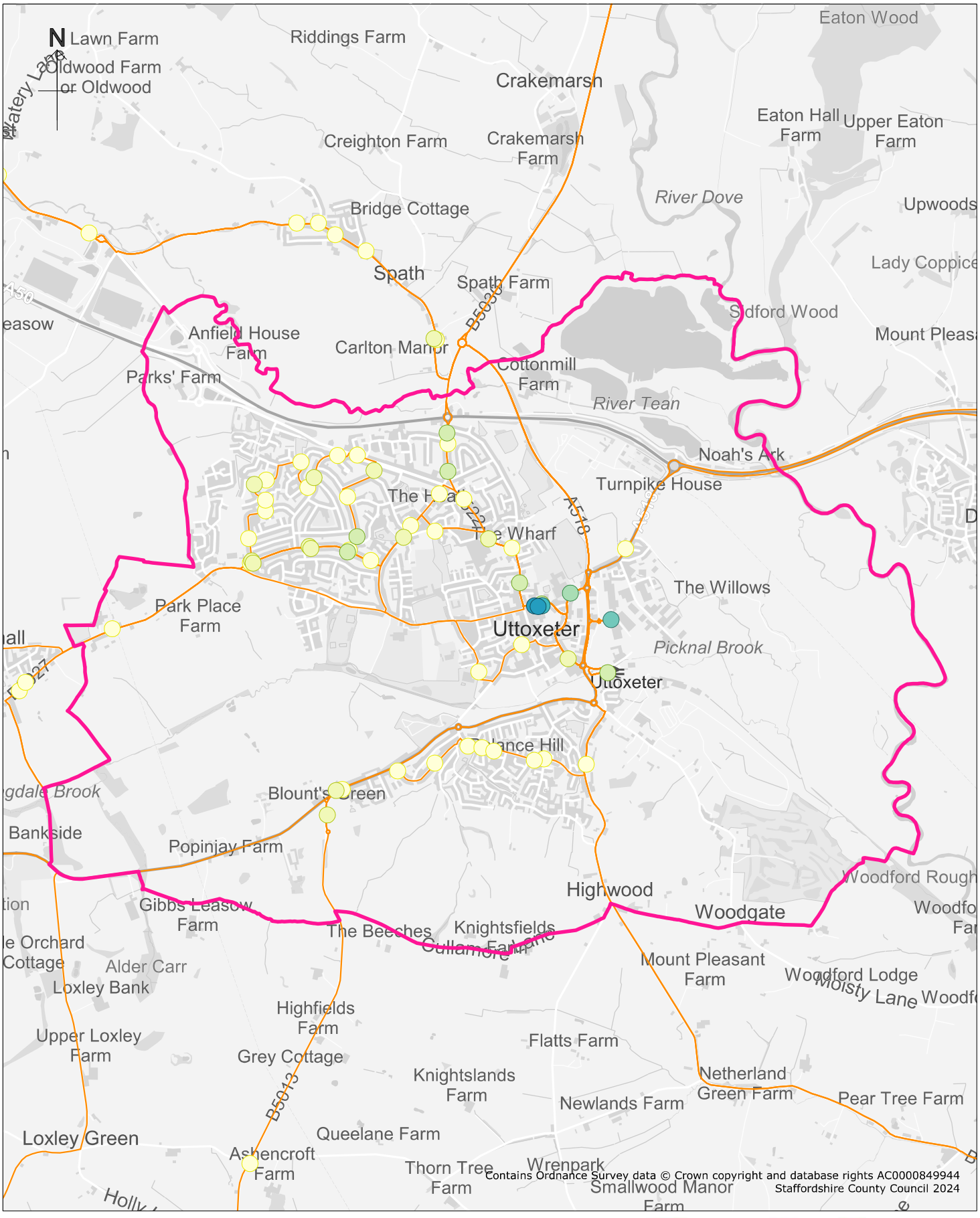
Lower ↕ Higher

Lower ↕ Higher >= 10000

Scale: 1:40000

Staffordshire County Council

Tamworth Bus Stop Patronage September 2023



Passengers

Lower ↑ Higher

Lower ↑ Higher

>= 10000

Scale: 1:29000

Staffordshire County Council

Uttoxeter Bus Stop Patronage September 2023

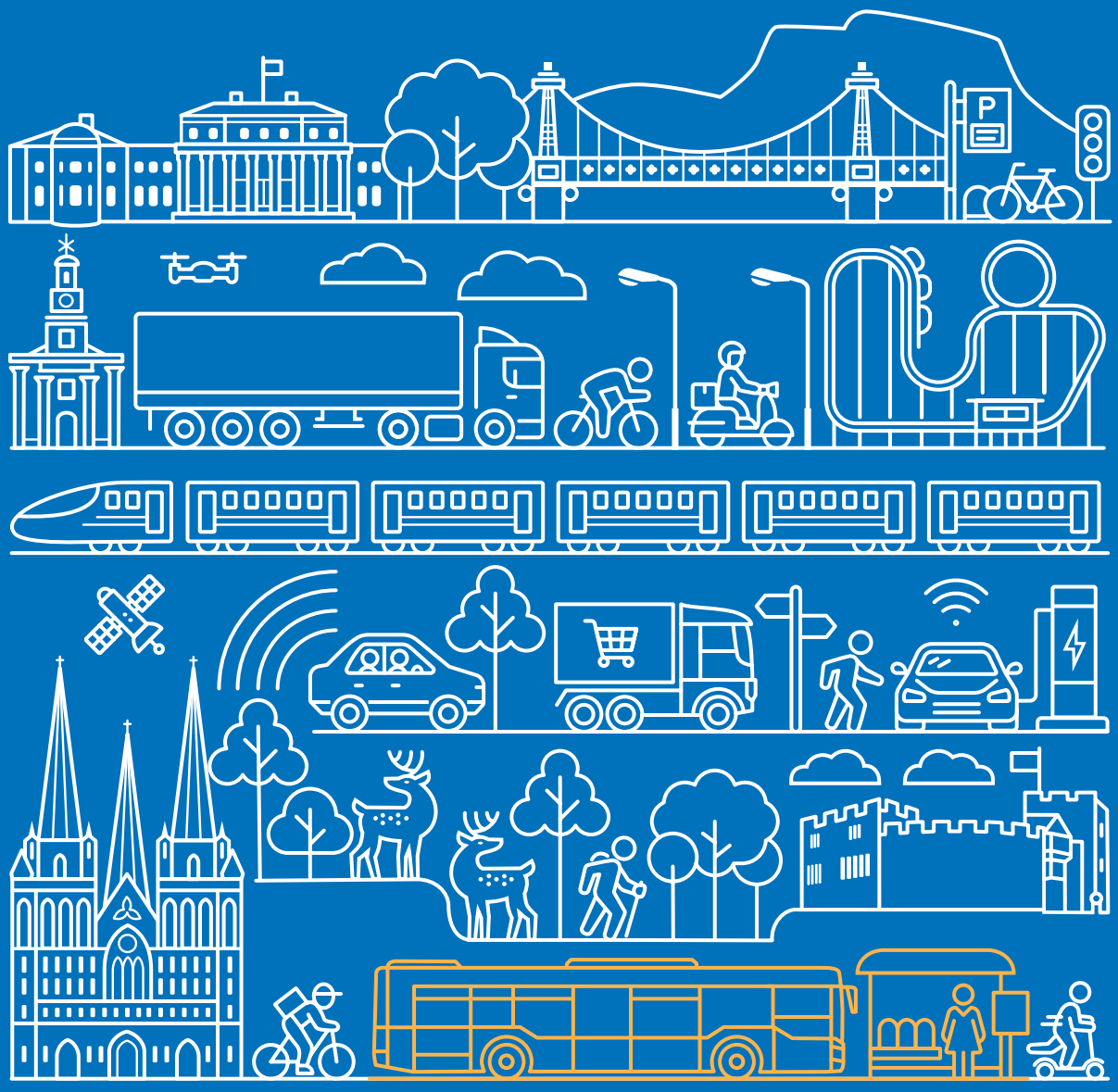
STAFFORDSHIRE

Bus Service Improvement Plan

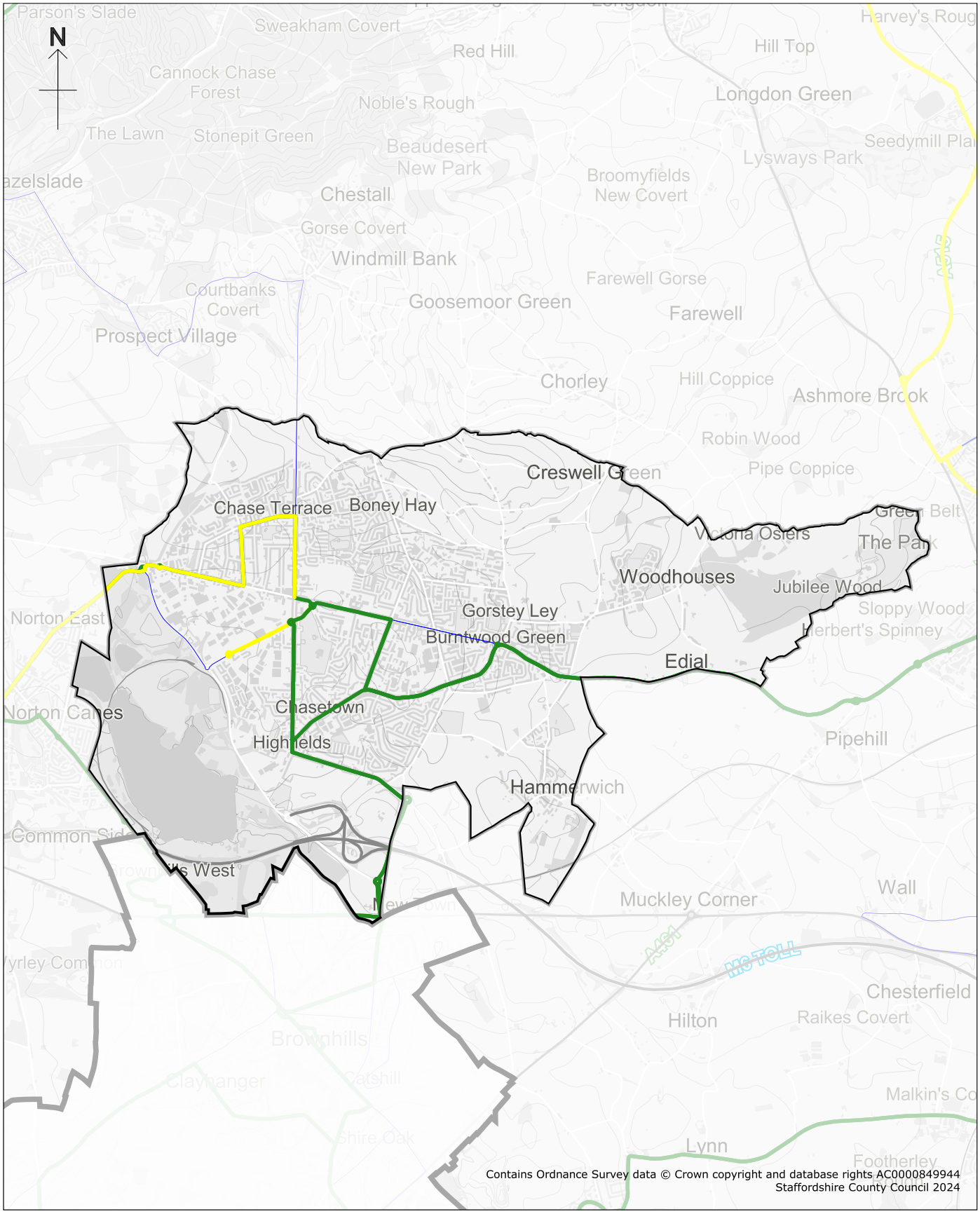
2024 to 2050

JUNE 2024

Appendix I



Staffordshire County Council



Less than 60% on-time

Less than 60% on-time due to early running

Between 60-80% on-time

More than 80% on-time

Settlement Boundary

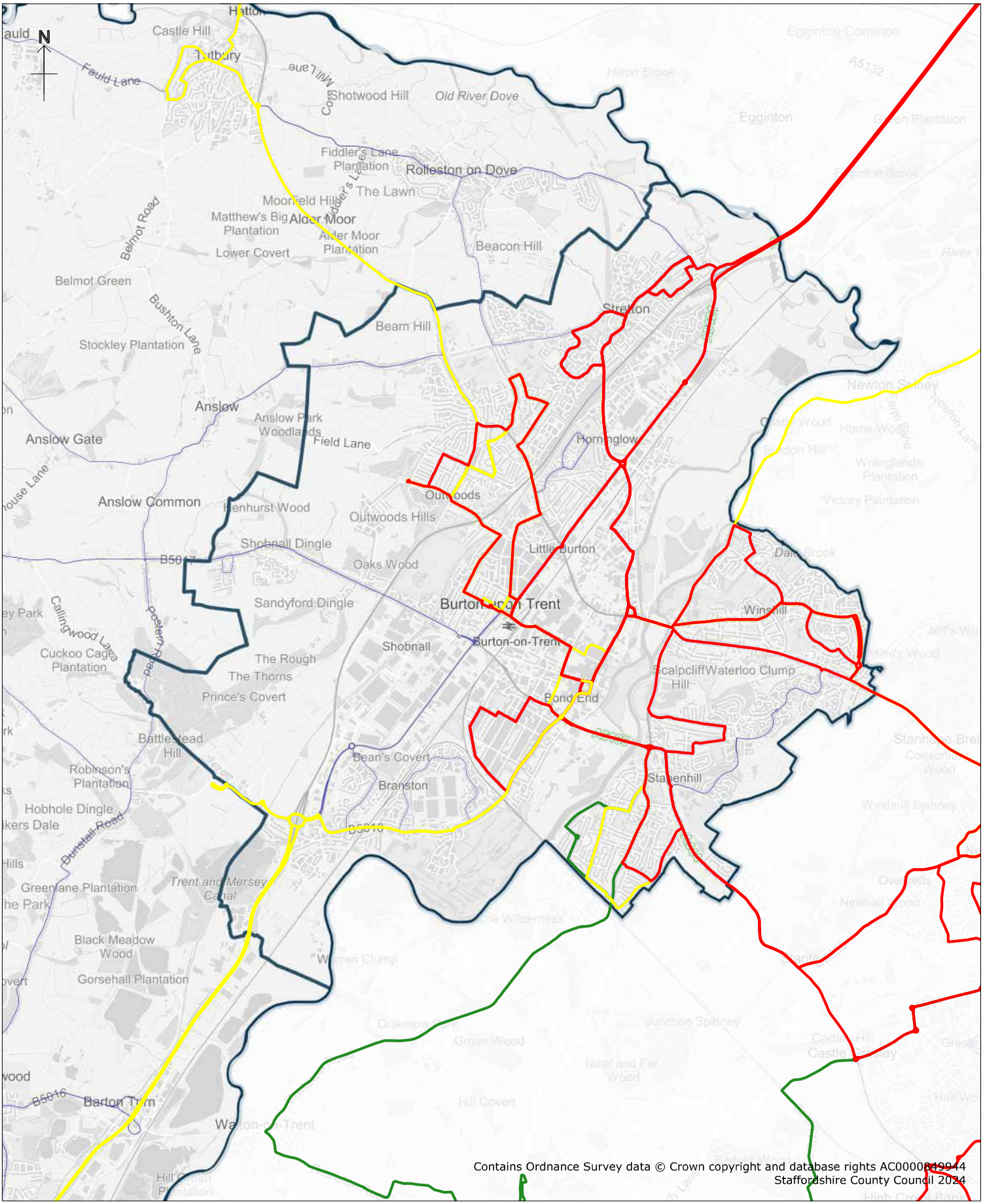
Data unavailable

Staffordshire County Council

Bus Reliability Burntwood

Source: DfT BODs data
Septemeber 2023

Scale: 1:45000



Less than 60% on-time

Less than 60% on-time due to early running

Between 60-80% on-time

More than 80% on-time

Settlement Boundary

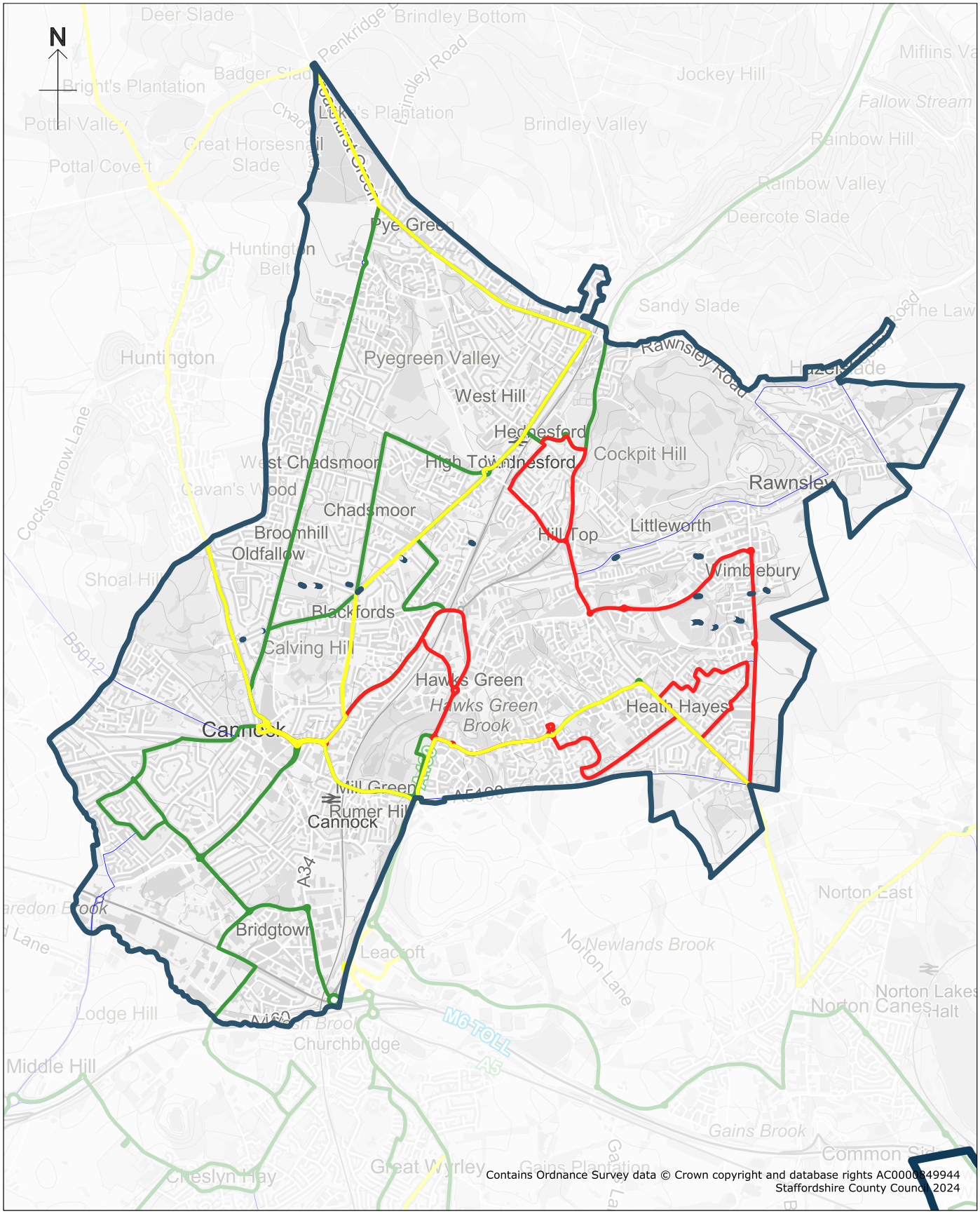
Data unavailable

Staffordshire County Council

Bus Reliability Burton

Scale: 1:35000

Source: DfT BODs data
Septemeber 2023



Less than 60% on-time

Less than 60% on-time due to early running

Between 60-80% on-time

More than 80% on-time

Settlement Boundary

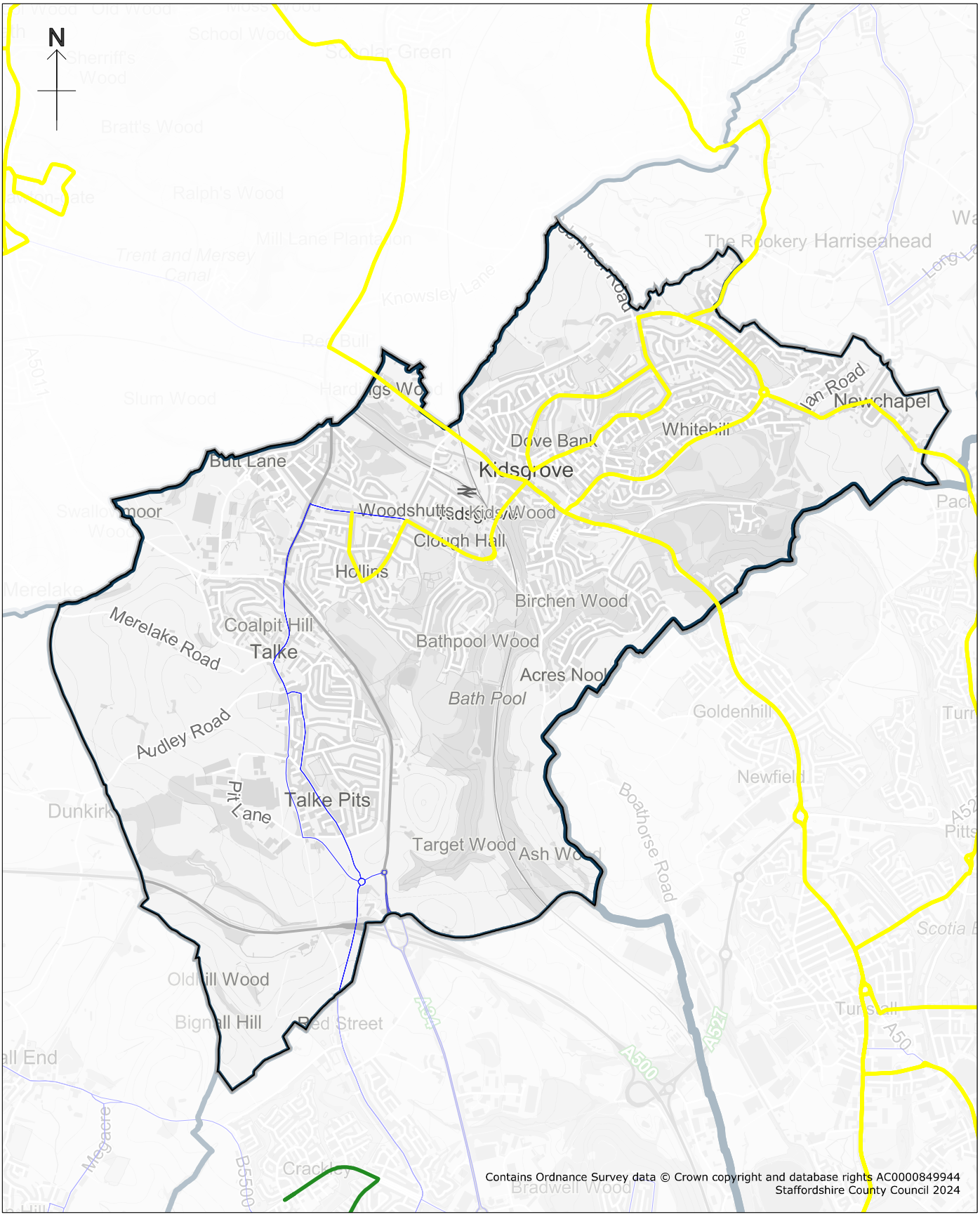
Data unavailable

Scale: 1:37500

Source: DfT BODs data
Septemeber 2023

Staffordshire County Council

Bus Reliability Cannock



Less than 60% on-time

Less than 60% on-time due to early running

Between 60-80% on-time

More than 80% on-time

Settlement Boundary

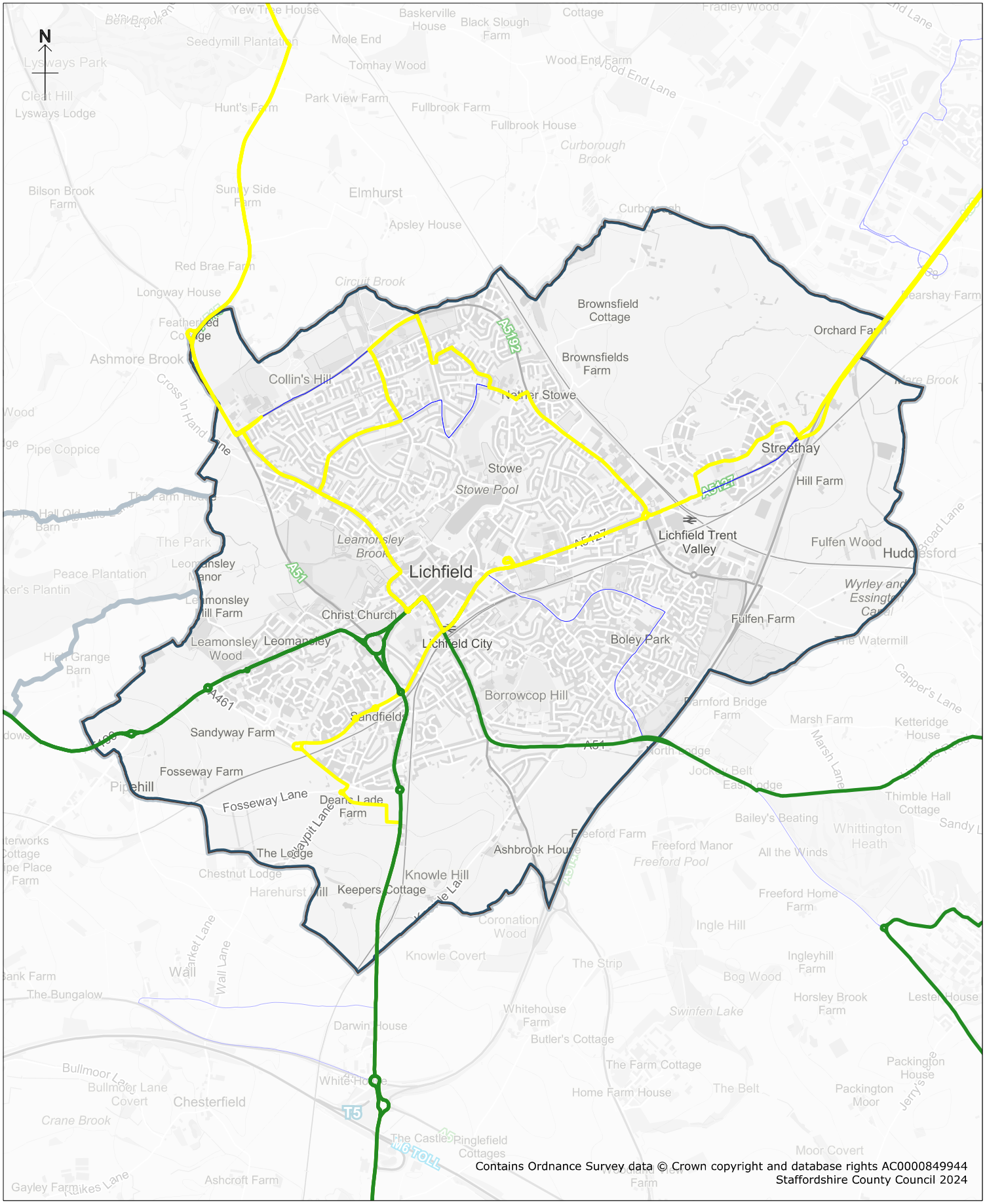
Data unavailable

Scale: 1:30000

Source: DfT BODs data
Septemeber 2023

Staffordshire County Council

Bus Reliability Kidsgrove



Less than 60% on-time

Less than 60% on-time due to early running

Between 60-80% on-time

More than 80% on-time

Settlement Boundary

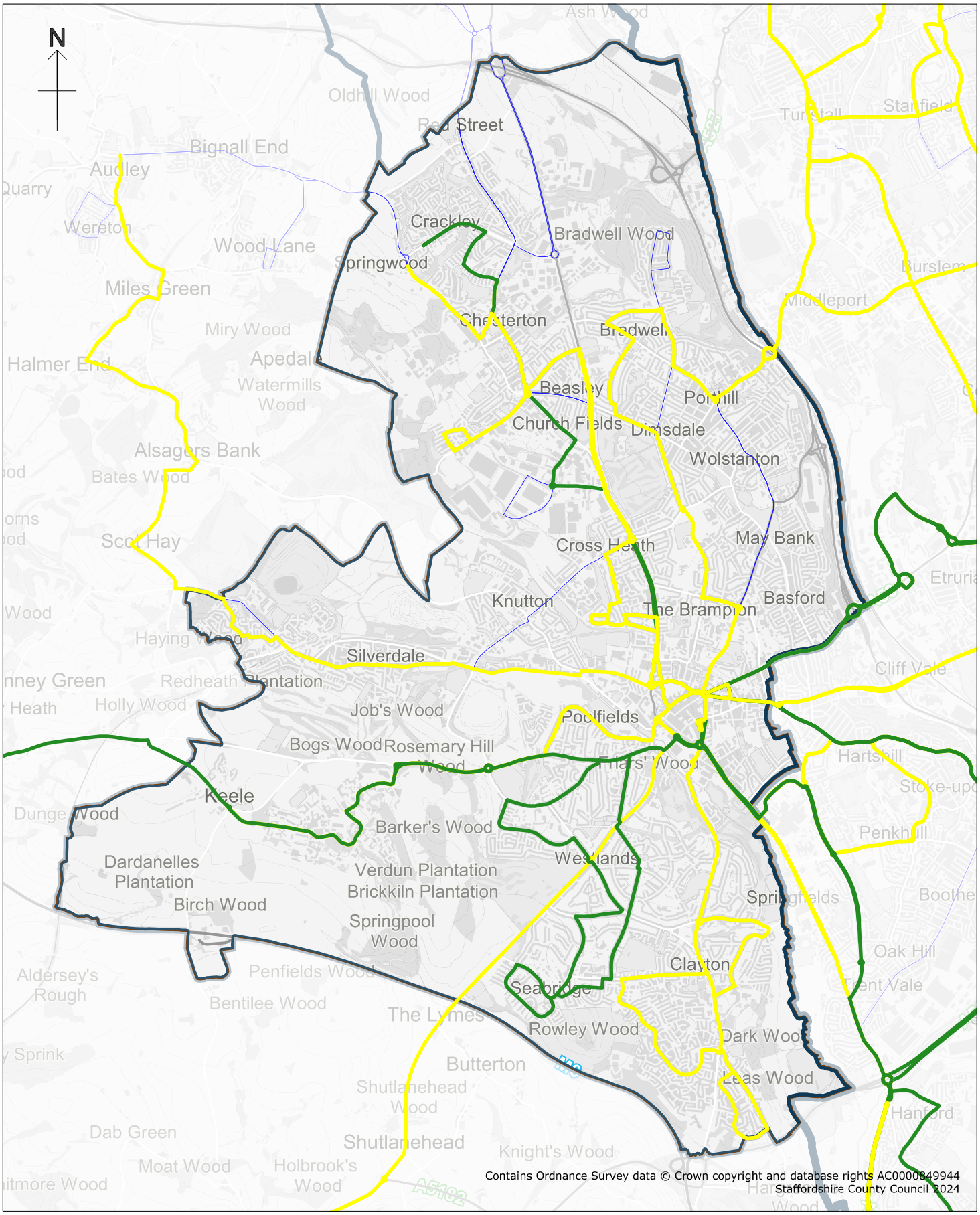
Data unavailable

Scale: 1:24999

Source: DfT BODs data
Septemeber 2023

Staffordshire County Council

Bus reliability Lichfield



Less than 60% on-time

Less than 60% on-time due to early running

Between 60-80% on-time

More than 80% on-time

Settlement Boundary

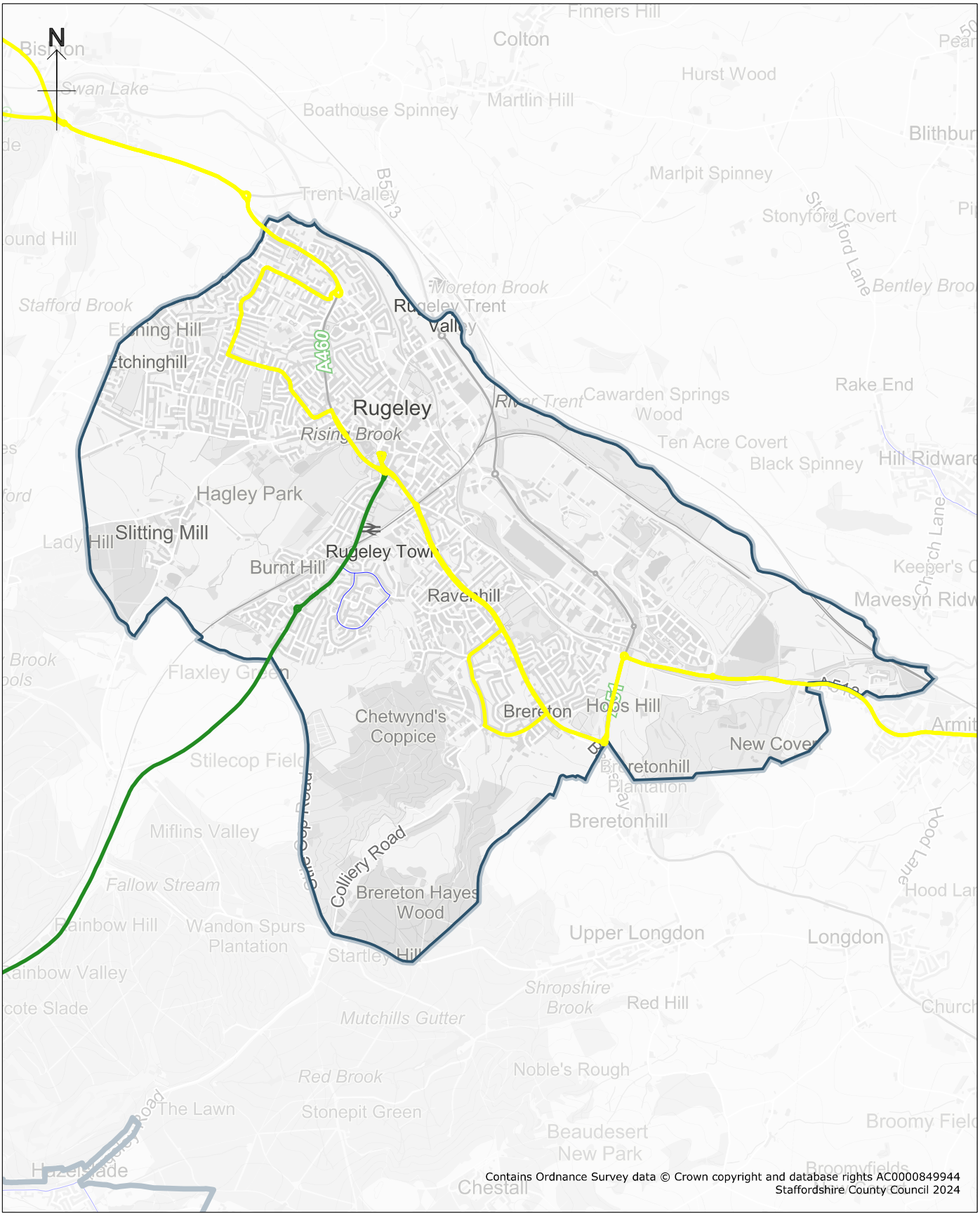
Data unavailable

Staffordshire County Council

Bus Reliability Newcastle

Scale: 1:45000

Source: DfT BODs data
Septemeber 2023



Less than 60% on-time

Less than 60% on-time due to early running

Between 60-80% on-time

More than 80% on-time

Settlement Boundary

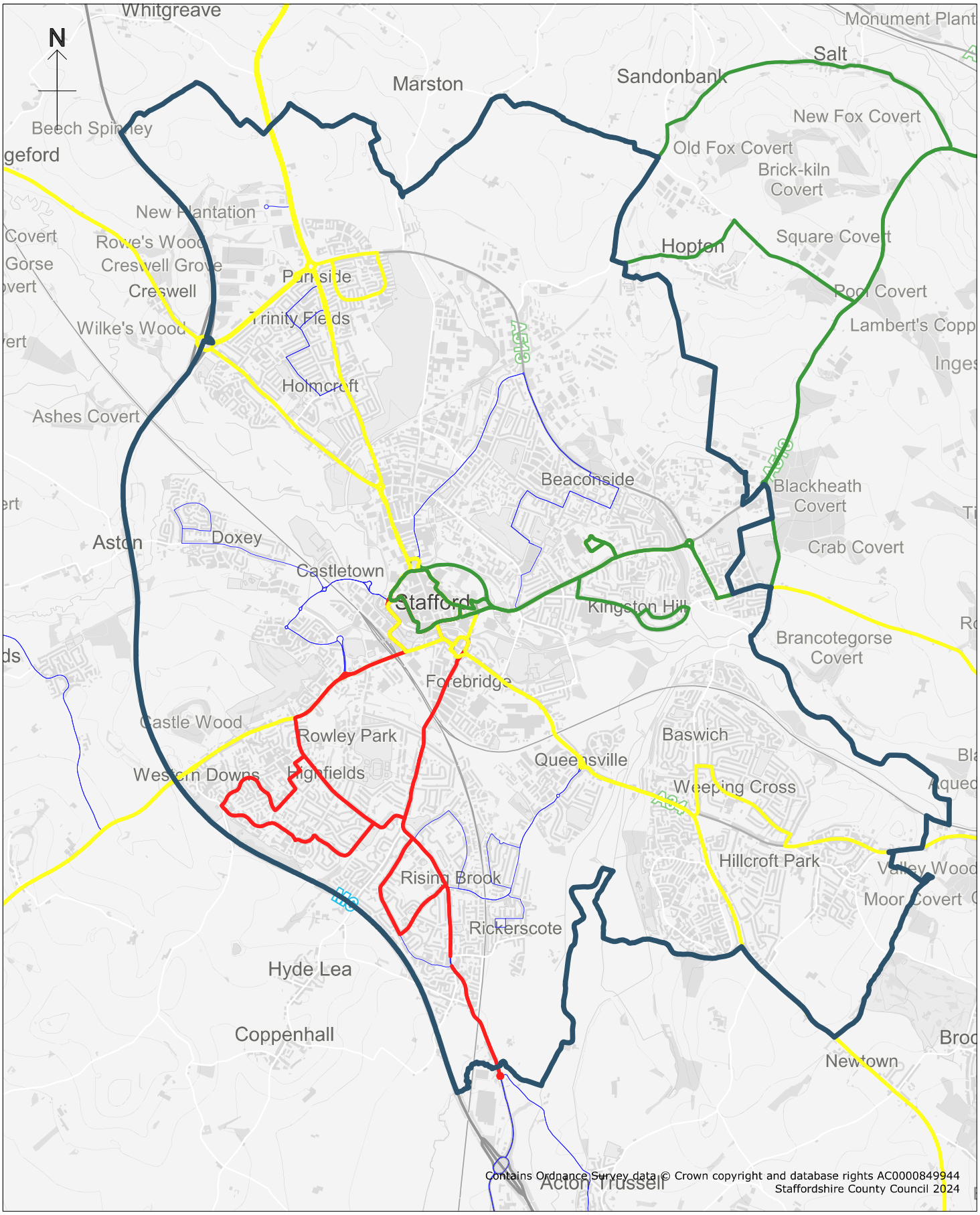
Data unavailable

Scale: 1:35000

Source: DfT BODs data
Septemeber 2023

Staffordshire County Council

Bus Reliability Rugeley



Less than 60% on-time

Less than 60% on-time due to early running

Between 60-80% on-time

More than 80% on-time

Settlement Boundary

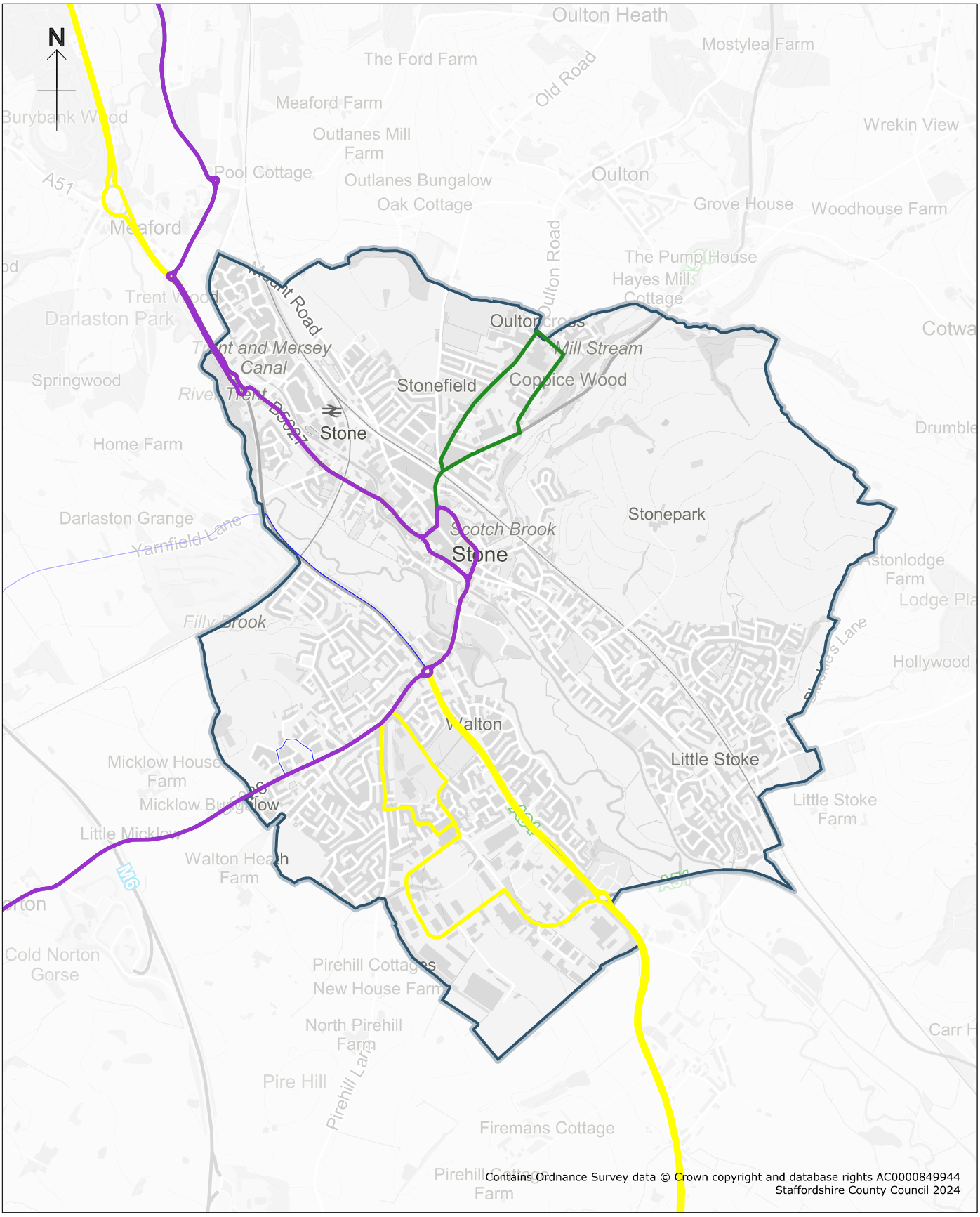
Data unavailable

Staffordshire County Council

Bus Reliability Stafford

Source: DfT BODs data
Septemeber 2023

Scale: 1:43000



Less than 60% on-time

Less than 60% on-time due to early running

Between 60-80% on-time

More than 80% on-time

Settlement Boundary

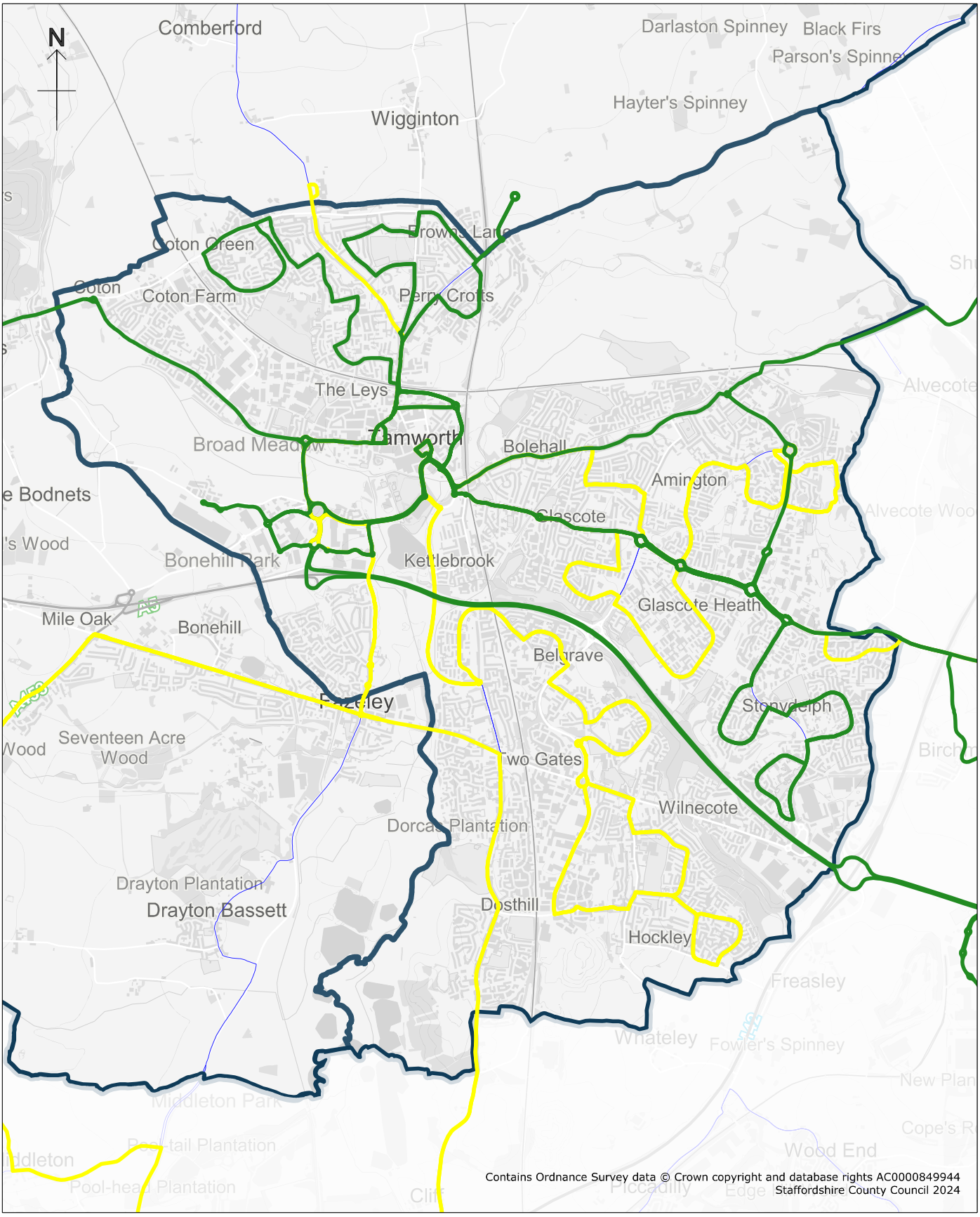
Data unavailable

Staffordshire County Council

Bus Reliability Stone

Scale: 1:24999

Source: DfT BODs data
Septemeber 2023



Less than 60% on-time

Less than 60% on-time due to early running

Between 60-80% on-time

More than 80% on-time

Settlement Boundary

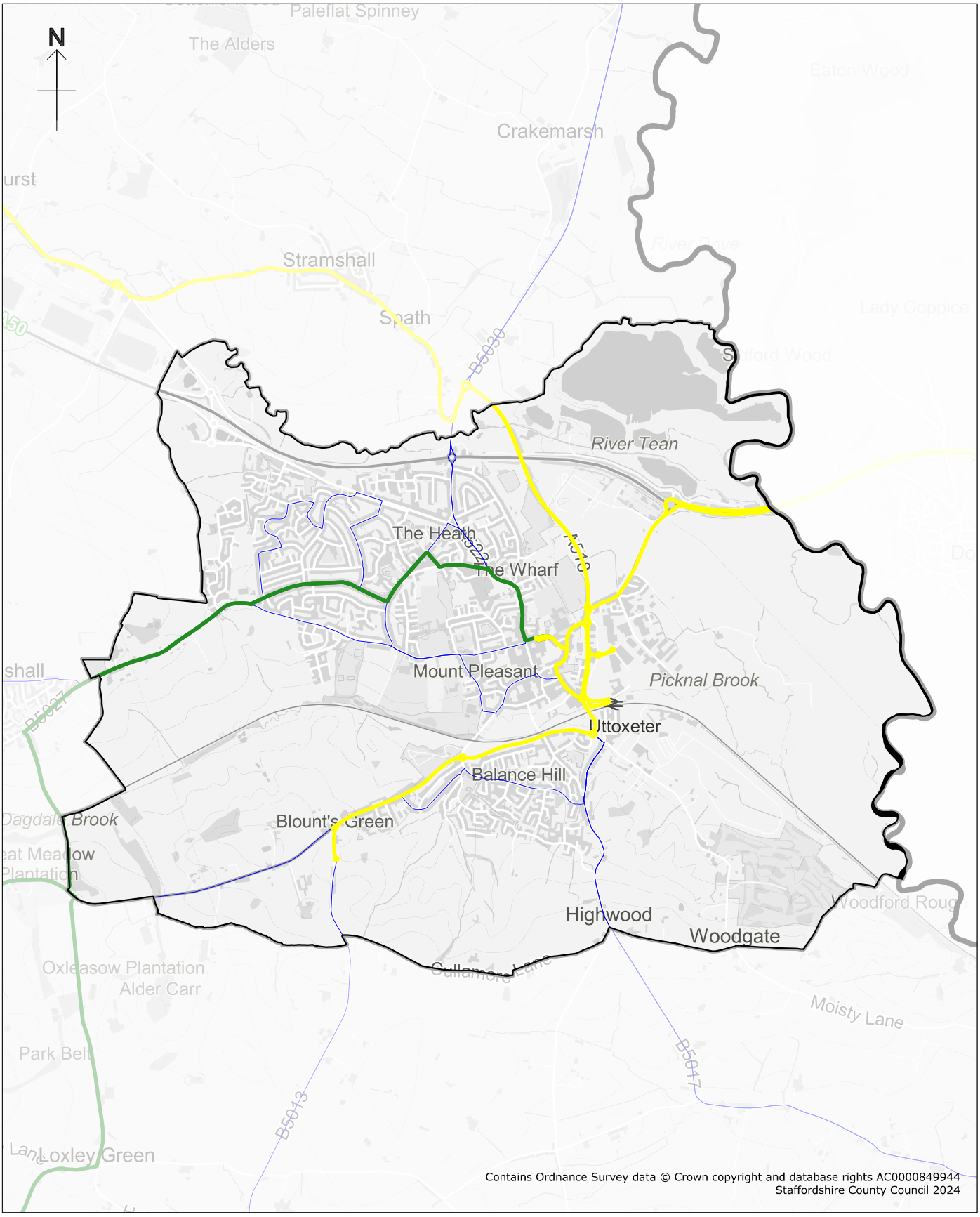
Data unavailable

Staffordshire County Council

Bus Reliability Tamworth

Scale: 1:40000

Source: DfT BODs data
Septemeber 2023



Less than 60% on-time

Less than 60% on-time due to early running

Between 60-80% on-time

More than 80% on-time

Settlement Bounda

Data unavailable

Scale: 1:30000

Source: DfT BODs data
Septemeber 2023

Staffordshire County Council

Bus Reliability in Uttoxeter

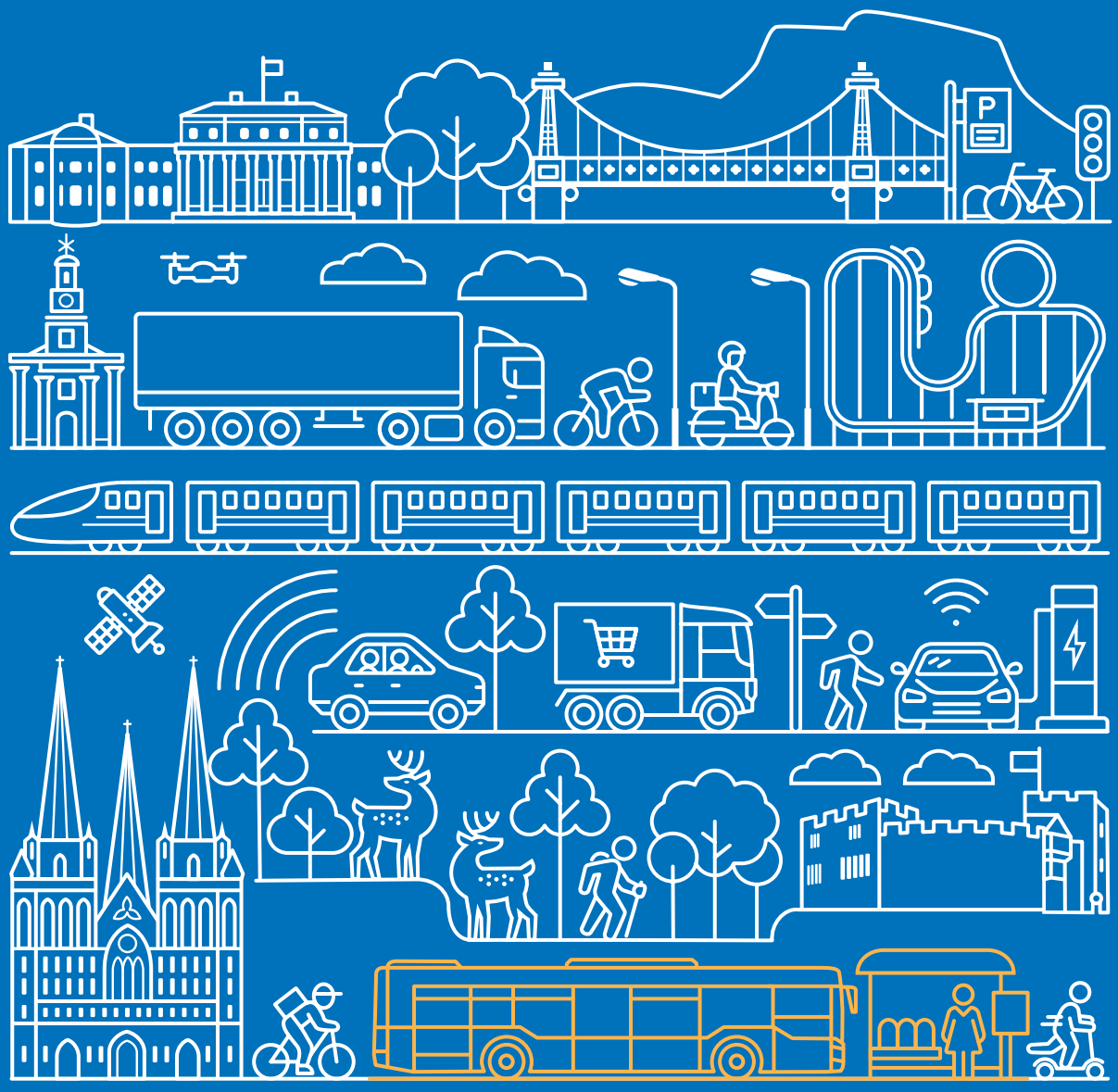
STAFFORDSHIRE

Bus Service Improvement Plan

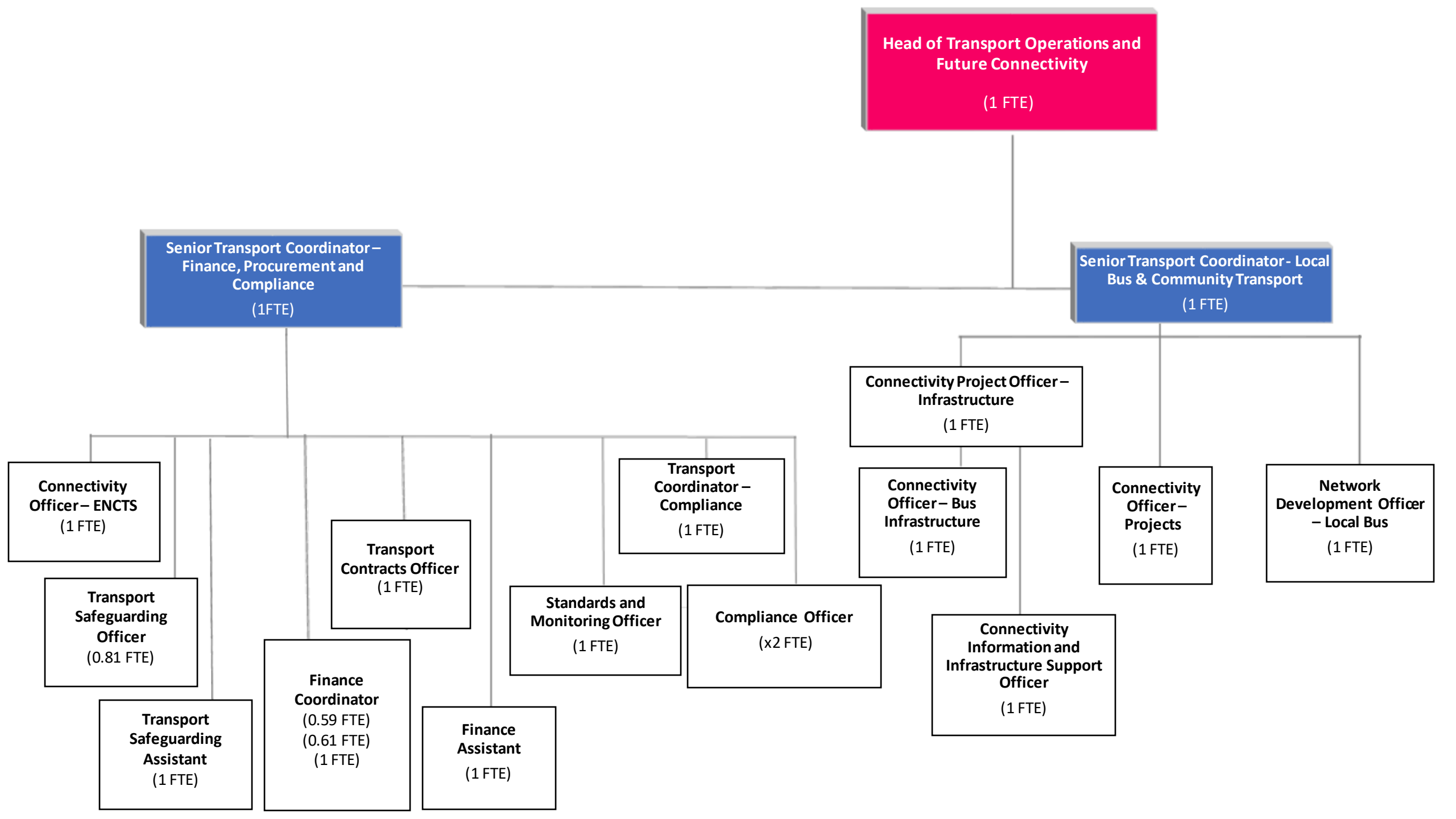
2024 to 2050

JUNE 2024

Appendix J



Staffordshire County Council


Head of Transport Operations and Future Connectivity
(1 FTE)
Senior Transport Coordinator – Finance, Procurement and Compliance
(1FTE)
Senior Transport Coordinator - Local Bus & Community Transport
(1 FTE)
Connectivity Officer – ENCTS
(1 FTE)
Transport Safeguarding Officer
(0.81 FTE)
Transport Safeguarding Assistant
(1 FTE)
Finance Coordinator
(0.59 FTE)
(0.61 FTE)
(1 FTE)
Transport Contracts Officer
(1 FTE)
Finance Assistant
(1 FTE)
Standards and Monitoring Officer
(1 FTE)
Transport Coordinator – Compliance
(1 FTE)
Compliance Officer
(x2 FTE)
Connectivity Project Officer – Infrastructure
(1 FTE)
Connectivity Officer – Bus Infrastructure
(1 FTE)
Connectivity Information and Infrastructure Support Officer
(1 FTE)
Connectivity Officer – Projects
(1 FTE)
Network Development Officer – Local Bus
(1 FTE)

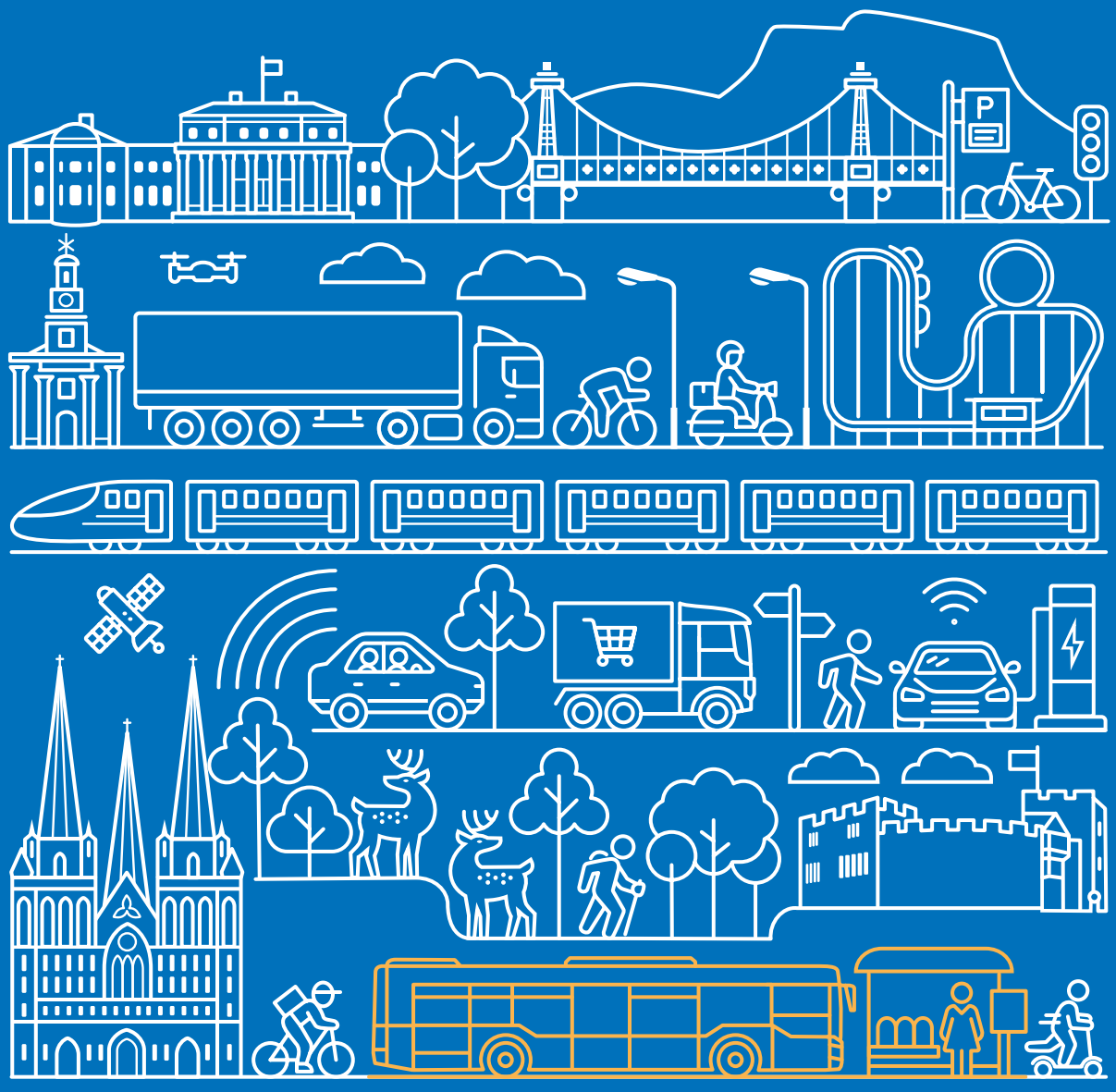
STAFFORDSHIRE

Bus Service Improvement Plan

2024 to 2050

JUNE 2024

Appendix K



Staffordshire County Council

Theory of Change: Staffordshire's Bus Service Improvement Plan (BSIP) 2024/25 – 2028/29

In March 2021, the UK Government published its National Bus Strategy, which set out its vision to significantly improve bus services in England, with a measurable objective to **grow bus patronage.** The BSIP will be incorporated into Staffordshire's new Local Transport Plan. The strategy has been informed by extensive analysis of bus patronage data, bus reliability data, household accessibility to bus stops, traffic delay data, bus stop condition surveys, car ownership data and areas of deprivation. All Staffordshire settlements have been assessed in terms of their capability to achieve sustainable travel, ranging from our 11 settlements with good travel options and close by facilities, to our remote villages that will be unable to support a commercial or fixed bus service. This has helped to target investment to where we are likely to achieve the greatest patronage growth, proportionate to the level of investment needed. Bus services that we have identified for revenue support in 2024/25 will require complementary capital investment, alongside promotion and support through the Enhanced Partnership. The services that are being supported will be reviewed annually through ongoing analysis of patronage data to ensure that public investment is providing value for money. The success of virtual bus priority will also be monitored through analysis of bus reliability data.

INPUTS	2024/5 – 2028/29 OUTPUTS	OUTCOMES

Continuous Engagement with Stakeholders and Communities ensuring Bus Passengers have a Strong Voice
Continuous Monitoring and Evaluation of Inputs, Outputs and Benefit Realisation

What we propose to invest in	What we propose to do	What the immediate results are for people, business and places	Long term Vision to 2050
Understanding current offer: • 19 bus operators running 207 services from 8 depots in Staffordshire and 14 depots outside Staffordshire. • 56% operate commercially. • The income from the fare box has historically been less than 50% of all income with majority of the funding coming from the public purse either at a national or local level. • Largest operators are Diamond Bus EM, D&G, Chaserider, First, Select and Arriva Midlands • Half of buses are below Euro VI Emission Standards (excluding retrofit)	**2024/25 proposals to support bus services include;** • Extended operating hours on routes serving Leek, Stafford, Lichfield, Cannock, Burntwood, Chase Terrace, Biddulph, Newcastle, Keele, Tamworth. • Extended routes in Uttoxeter, Rugeley and Hednesford, Tamworth and Lichfield. • Increased frequency for routes in Cannock, Chase Terrace, Burntwood and Lichfield.	**Newcastle-under-Lyme** Residents and business will benefit from improved bus services to Newcastle town centre, college, University and hospital. New services will support residents in Wolstanton, Audley,Kidsgrove, Keele and Silverdale. All residents will benefit from fare promotions. It is proposed that future investment in electric buses is targeted towards North Staffordshire and a mobility hub is proposed to support growth at Keele University and emerging housing allocations in the Newcastle Local Plan. There will be better cross-boundary connections with Stafford, Stoke-on-Trent and Leek, on inter-urban corridors that are not served by rail.	**Improved bus service frequency and a comprehensive network.** High frequency commercial services focusing on cross-town radial routes in settlement types 1 to 3, connecting with key interchange points. Fixed route socially

- 67% of services are inter- urban or run between settlements.
- 48% of services operate cross-boundary (including Stoke-on-Trent).
- Last 10 years has seen a significant drop in distance travelled of bus services.
- Two Demand Responsive Services – Moorlands Connect and Staffordshire Border Car.
- Kidsgrove and Stone have lowest level of households within 400m of an hourly bus service. The highest is Tamworth.
- Bus passenger journeys have fallen by 44% since 2017.
- Bus use is higher amongst younger Staffordshire residents, mainly travelling to education.
- 89% of residents without access to a car use the bus.
- Bus fares for shorter journeys are disproportionately expensive.

Understanding need:

- Requirement to grow patronage based on the Capability of a Settlement to Achieve Sustainable Travel (CAST approach).
- Requirement to support town centre economic growth proposals.
- Requirement to support all areas of deprivation.
- Requirement to support bus travellers with physical and learning disabilities.
- Identification of busiest stops and routes to guide investment decisions.
- Expanded bus stop condition surveys to identify gaps in provision.
- Location of Air Quality Management Areas that require prioritisation.
- Analysis of bus reliability and congestion data to understand how to target investment in virtual bus priority.

- Introduction of new routes in Stafford, Stone, Newcastle, Keele, Kidsgrove, Biddulph, Rugeley and Hednesford, and to the National Memorial Arboretum.

- Ensuring socially necessary serves and existing lower patronage routes continue in Lichfield, Perton, Wombourne, Leek, Audley, Kidsgrove, Biddulph, Codsall and Norton Bridge.

2025/26 – 2028/29 proposals

Supported bus service (revenue)

The serves identified for support will be reviewed annually to ensure that they continue to contribute to the goal of increasing bus patronage in Staffordshire. Revenue support may be removed if value for money is not being achieved or if there is the potential for the service to be run commercially.

New and improved services may be added based on patronage data analysis. This could include improved frequencies on the Lichfield – Tamworth and Stafford – Cannock (via Penkridge) corridors.

Opportunities will be sought to introduce new shared transport solutions to serve settlements that are unable to support fixed bus services, including the review of Moorlands Connect.

The investment in services and infrastructure will support the growth of Kidsgrove, Leek and Newcastle town centres through Towns Fund, Future High Street Funds (FHSF) and Levelling up Funds (LUF2).

Staffordshire Moorlands

Residents and businesses in Leek and Biddulph will benefit from better connections to local facilities and cross-boundary routes to jobs, education and services in Newcastle, Stoke-on-Trent and Ashbourne. All residents will benefit from fare promotions.

Biddulph residents will benefit from better connectivity to Kidsgrove rail station, and all inter-urban improvements are on corridors not served by rail.

The investment at Leek bus station will support the growth of Leek planned through LUF2 and complement Newcastle, Kidsgrove and Stoke-on-Trent planned economic growth.

Stafford

Residents and businesses in Stafford and Stone will benefit from improved accessibility to local town centre facilities. Improved links to the north of Stafford will support strategic housing growth and there will be increased opportunities for bus travel along the A34 corridor. Improvements will also support areas of deprivation.

Investment in inter-urban services will also enhance provision for local shorter journeys, as well as improving cross-boundary connectivity to jobs and education in Newcastle, Lichfield, Cannock and Telford.

Stafford residents will benefit from kickstarting Staffordshire's zero emission agenda. All residents will benefit from fare promotions.

necessary and shared transport initiatives serving the rest of Staffordshire.

Fast and reliable buses.

A reliable bus service run by bus operators, making use of virtual bus priority where there is evidence of traffic delays.

Lower fares.

Bus travel is cheaper than the car journey with a consistent and clear fare structure, with simple and convenient payment.

Integrated ticketing.

Single multi-operator ticketing for travelling by bus, rail and other shared transport solutions, which is simple to use.

Integrated, accessible, safe,

- Ensure packages of measure are informed by community and stakeholder engagement.
- Respond to bus satisfaction surveys – top asks are bus information, reliability, quicker journey times and better connections.

Financial readiness:

- £5,837,476 revenue commitment for services in 2024/25 and £1m for fare promotions.
- £24m revenue required for supporting bus services (25/26 – 28/29). Annual review of the success of supported services, in terms of patronage growth, to determine whether they should be prioritised for ongoing revenue support.
- £8m required for other revenue proposals that could potentially be funded through future BSIP support (25/26 – 28/29).
- £23m capital proposals (25/26 – 28/29) that could be funded through Network North Local Transport Fund, developer led schemes and other bidding opportunities.
- Commitment of £6.7m through ZEBRA2 and LUF2 Electric Bus awards with a £6m contribution from bus operators.
- The financial figures presented for the period 2025/26 to 2028/29 are approximate and subject to change following feasibility and detailed design.
- Where required, value for money will be assessed using DfT's Small Scheme Appraisal Toolkit and Zebra Toolkit.

Governance readiness:

- Political and Senior leader support.
- BSIP Enhanced Partnership.

Other proposed revenue support

Investment, as resources permit, in the Countywide promotion of bus services that help to reduce fares and improve the convenience of bus travel, including:

- Promotion of The Knot ticket and encouraging all bus operators to accept it.
- Introduce Young Person's Travel Card, extending the age to 25 to benefit young people beyond education and into employment.
- Annual fare promotions, building on the free bus travel on fare promotions in 2024.
- Developing a Staffordshire Journey Planner.
- An annual bus passenger survey.

Proposed infrastructure (capital)

To maximise the potential for patronage growth particularly on the 2024/25 supported services, infrastructure improvements are proposed for delivery, as resources permit. This includes:

- Support Lichfield District Council in enhancing Lichfield bus station provision.
- Developer commitment to deliver a bus gate in Stafford between Burleyfields and Doxey
- Keele University Mobility Hub
- Leek bus station refurbishment
- Improved accessible and inclusive walking links to Stafford and Cannock bus stations.
- Bus stop upgrades on supported routes within settlements, as

A new bus gate will enable Burleyfields strategic Local Plan site to deliver improved bus connections to Doxey and Stafford town centre.

East Staffordshire

Burton residents will benefit from kickstarting Staffordshire's zero emission agenda. All residents will benefit from fare promotions.

Enhanced bus provision between Uttoxeter and Rugeley will improve connectivity within these settlements and improve access to jobs, education, rail stations and services in neighbouring settlements. The inter-urban enhancements are along a corridor that is not served by rail.

Cannock

Cannock and Rugeley residents will benefits from improved routes to local jobs, education and services. A new service for Rugeley and Hednesford will increase the number of residents within easy reach of a bus service. All residents will benefit from fare promotions and improvements will support areas of deprivation.

There will be better cross-boundary connections to Stafford, Lichfield, Burntwood and Wolverhampton so that residents can have wider access to nearby services.

Investment in services and infrastructure, including new electric buses, will benefit the economic growth proposals for Cannock town centre to be delivered through Levelling up Funds (LUF1 and 2).

South Staffordshire

It is a priority in South Staffordshire that bus services continue to be provided to the West Midlands conurbation to ensure wider access to jobs, education

well-maintained infrastructure.

High and consistent standard of accessible infrastructure with all stops DDA compliant, and residents within 400m of a frequent bus service in urban areas and 800m in rural areas.

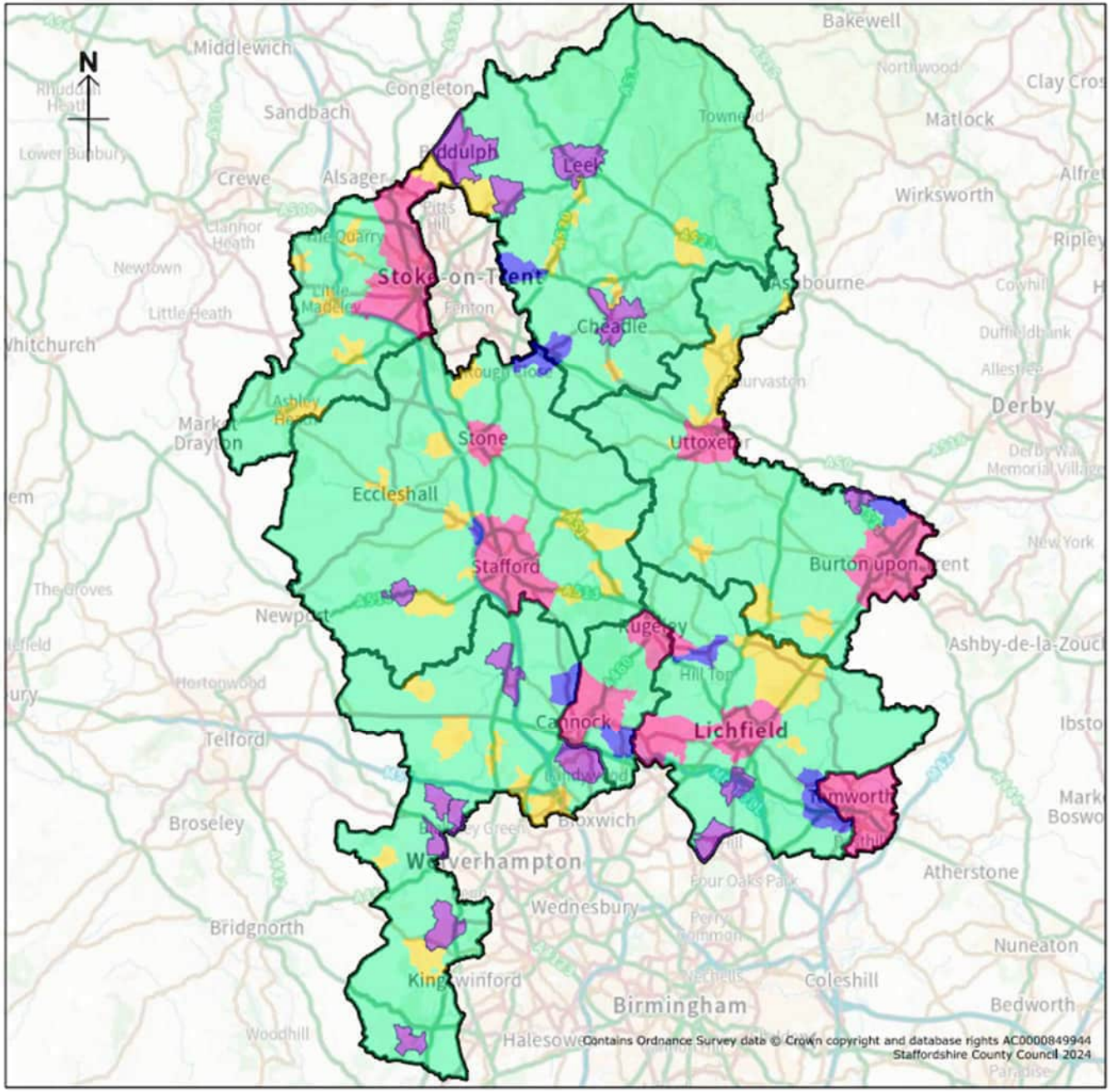
Widely available information.

A bus network that is easily identifiable, supported by accessible up-to-date real time bus information that is easy to understand, with at-stop real time information boards at the busiest stops.

Clean and high-quality buses.

All services are operated with accessible, zero emission buses with high quality on-board facilities,

BSIP Enhanced Partnership Asks • Take action to increase patronage on existing routes. • Improved recruitment, retention and training of bus drivers. • Ensure realistic setting of timetables, ensuring no services run early. • Promotion of fare offers and develop The Knot integrated ticket. • Collaboration with neighbouring Eps, including Stoke-on-Trent. • Creation of a Bus Users Forum • Invest in new high quality and zero emission buses. • Commit to data sharing to monitor patronage, bus reliability and the delivery of reliable RTPI. • Maximise use of marketing campaigns and social media to inform bus passengers of timetable changes. **Staff resources:** • Infrastructure+ strategic partnership with Amey. • BSIP Enhanced Partnership. • Staffordshire County Council transport planners, engineers, finance officers, legal services and strategic planning. **Partner organisations:** • Midlands Connect contribution to integrated ticketing. • District/Borough Council as the Local Planning Authority to maximise S106 contributions for bus services and infrastructure, and delivery of Travel Plans. • Bus operators. • Local Councillors.	appropriate to the level of use identified through patronage data. • Improved accessible and inclusive walking and wheeling routes between bus stops and rail stations in Kidsgrove and Stafford. • Real Time Passenger Information (RTPI) at the busiest stops along supported routes. • Information Totems in Tamworth, Stafford, Lichfield, Cannock, Leek, Stone, Kidsgrove, Burntwood and Rugeley • Improved walking and wheeling routes to bus stops in Leek, Rugeley, Kidsgrove, Biddulph, Burntwood and Chase Terrace, in line with the emerging new Local Cycling and Walking Infrastructure Plan (LCWIP) • Virtual bus priority as identified by bus reliability and traffic congestion data. • Electric buses committed on routes serving Burton and Tamworth with future priorities supporting high patronage routes in the north of Staffordshire, including connections to Stoke-on-Trent, that also contribute to improving air quality in Air Quality Management Areas (AQMAs) in Newcastle, and Leek.	and service. This is particularly necessary for residents in Perton, Wombourne and Codsall. Investment in complementary infrastructure improvements will help to ensure patronage levels are improved on these routes, particularly where an alternative rail service does not exist. Improved connectivity between Penkridge and Stafford will support LUF2 investment in electric buses. **Lichfield** Residents and businesses in Burntwood and Lichfield will benefit from improved access to local jobs, education and retail. All residents will benefit from fare promotions. Investment in inter-urban services will also enhance provision for local shorter journeys, as well as improving cross-boundary connectivity to jobs and education in Stafford, Tamworth and Walsall. Investment in the Cannock - Burntwood – Lichfield corridor is required as there is no alternative rail service. Residents in Burntwood will have improved access to rail stations in Cannock and Lichfield, Investment in Lichfield's bus services will support City Centre economic growth proposals, emphasising the need for investment in Lichfield's bus station provision. **Tamworth** Residents in Tamworth will benefit from improved connectivity to jobs, education and services in Lichfield. Areas of deprivation within Tamworth will benefit. Local enhancements within Tamworth focus on improved access to jobs at Birch Coppice and Ventura Park and enhanced bus provision for new housing growth areas.	including information screens, audio and visual stop announcements, CCTV, WiFi and charging sockets.

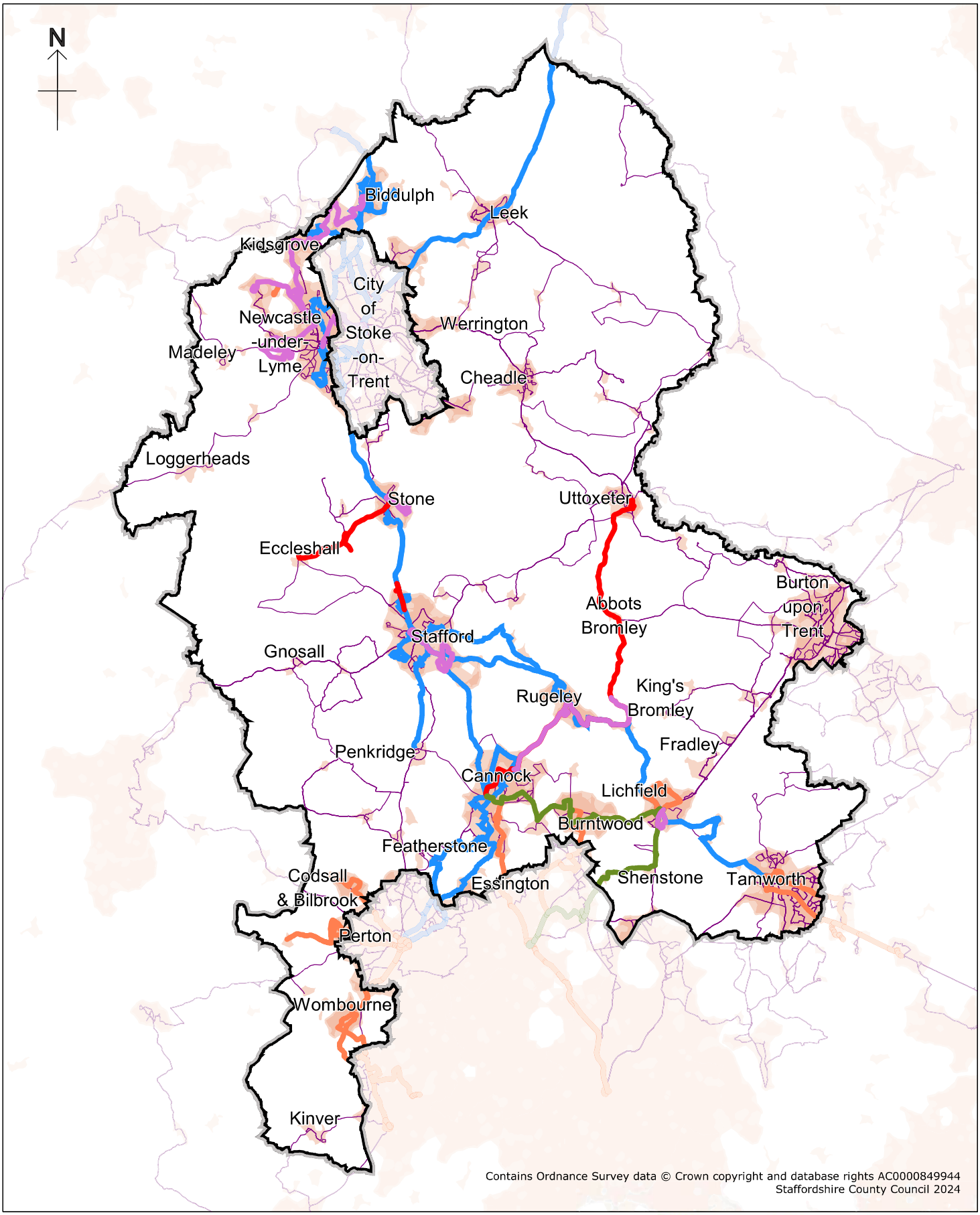


Staffordshire County Council

Capability to Achieve Sustainable Travel

- Settlements with all travel options available and close proximity to facilities
- Settlements adjacent to those with all travel options and facilities
- Settlements on key transport corridors with some facilities
- Settlements with bus services and limited proximity to facilities
- Settlements with very limited transport infrastructure and remote from facilities

Scale: 1:450000



New Route

Extended Route

Increased Frequency

Extended Operating Hours

Subsidy Support

Other Bus Network

Staffordshire County Council

2024/2025 Bus Service Enhancements

Scale: 1:400000