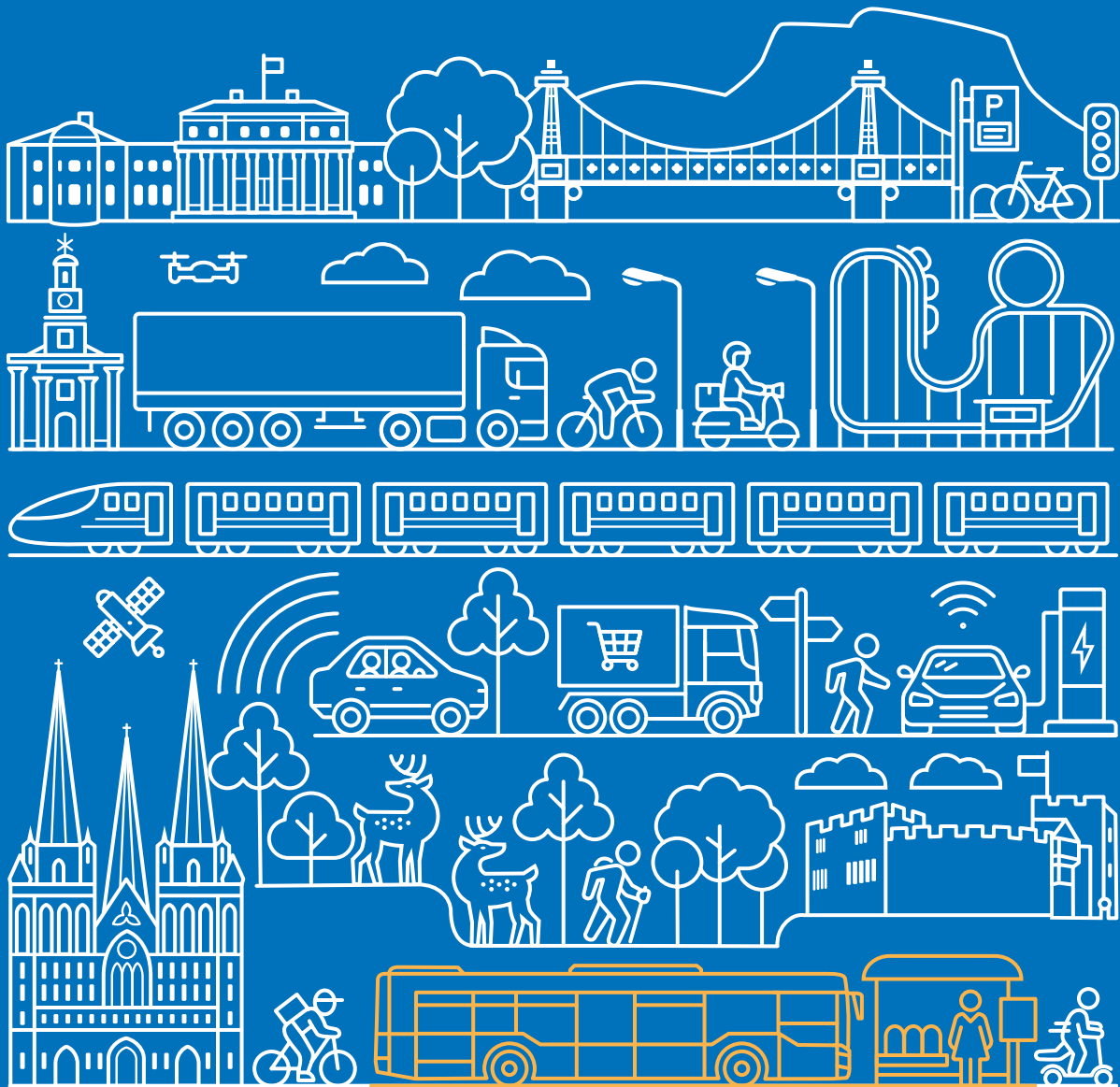


STAFFORDSHIRE
**Bus Service
Improvement Plan**

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
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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
<p>Understanding current offer:</p> <ul style="list-style-type: none"> 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) 	<p>2024/25 proposals to support bus services include;</p> <ul style="list-style-type: none"> 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. 	<p>Newcastle-under-Lyme</p> <p>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.</p> <p>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.</p> <p>There will be better cross-boundary connections with Stafford, Stoke-on-Trent and Leek, on inter-urban corridors that are not served by rail.</p>	<p>Improved bus service frequency and a comprehensive network.</p> <p>High frequency commercial services focusing on cross-town radial routes in settlement types 1 to 3, connecting with key interchange points. Fixed route socially</p>

<ul style="list-style-type: none"> • 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. <p>Understanding need:</p> <ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • 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. <p>2025/26 - 2028/29 proposals</p> <p>Supported bus service (revenue)</p> <p>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.</p> <p>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.</p> <p>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.</p>	<p>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).</p> <p>Staffordshire Moorlands</p> <p>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.</p> <p>Biddulph residents will benefit from better connectivity to Kidsgrove rail station, and all inter-urban improvements are on corridors not served by rail.</p> <p>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.</p> <p>Stafford</p> <p>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.</p> <p>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.</p> <p>Stafford residents will benefit from kickstarting Staffordshire’s zero emission agenda. All residents will benefit from fare promotions.</p>	<p>necessary and shared transport initiatives serving the rest of Staffordshire.</p> <p>Fast and reliable buses.</p> <p>A reliable bus service run by bus operators, making use of virtual bus priority where there is evidence of traffic delays.</p> <p>Lower fares.</p> <p>Bus travel is cheaper than the car journey with a consistent and clear fare structure, with simple and convenient payment.</p> <p>Integrated ticketing.</p> <p>Single multi-operator ticketing for travelling by bus, rail and other shared transport solutions, which is simple to use.</p> <p>Integrated, accessible, safe,</p>
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<ul style="list-style-type: none"> • 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. <p>Financial readiness:</p> <ul style="list-style-type: none"> • £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. <p>Governance readiness:</p> <ul style="list-style-type: none"> • Political and Senior leader support. • BSIP Enhanced Partnership. 	<p>Other proposed revenue support</p> <p>Investment, as resources permit, in the Countywide promotion of bus services that help to reduce fares and improve the convenience of bus travel, including:</p> <ul style="list-style-type: none"> • 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. <p>Proposed infrastructure (capital)</p> <p>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:</p> <ul style="list-style-type: none"> • 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 	<p>A new bus gate will enable Burleyfields strategic Local Plan site to deliver improved bus connections to Doxey and Stafford town centre.</p> <p>East Staffordshire</p> <p>Burton residents will benefit from kickstarting Staffordshire’s zero emission agenda. All residents will benefit from fare promotions.</p> <p>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.</p> <p>Cannock</p> <p>Cannock and Rugeley residents will benefit 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.</p> <p>There will be better cross-boundary connections to Stafford, Lichfield, Burntwood and Wolverhampton so that residents can have wider access to nearby services.</p> <p>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).</p> <p>South Staffordshire</p> <p>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</p>	<p>well-maintained infrastructure.</p> <p>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.</p> <p>Widely available information.</p> <p>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.</p> <p>Clean and high-quality buses.</p> <p>All services are operated with accessible, zero emission buses with high quality on-board facilities,</p>
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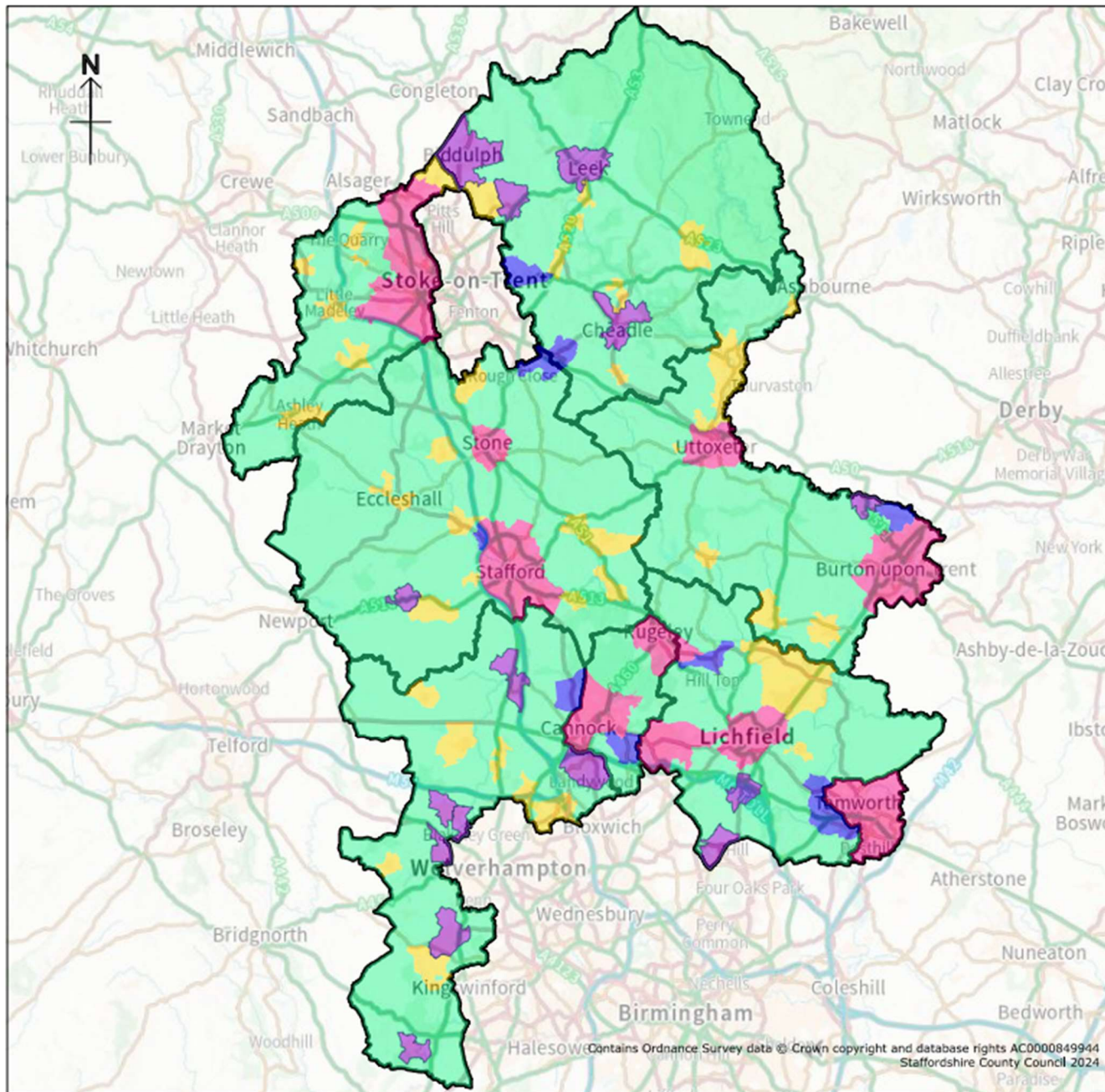
<p>BSIP Enhanced Partnership Asks</p> <ul style="list-style-type: none"> • Take action to increase patronage on existing routes. • Improved recruitment, retention and training of bus drivers. • Ensure realistic setting of timetables, ensuring no services run early. • Promotion of fare offers and develop 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. <p>Staff resources:</p> <ul style="list-style-type: none"> • Infrastructure+ strategic partnership with Amey. • BSIP Enhanced Partnership. • Staffordshire County Council transport planners, engineers, finance officers, legal services and strategic planning. <p>Partner organisations:</p> <ul style="list-style-type: none"> • 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. 	<p>appropriate to the level of use identified through patronage data.</p> <ul style="list-style-type: none"> • 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. 	<p>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.</p> <p>Improved connectivity between Penkridge and Stafford will support LUF2 investment in electric buses.</p> <p>Lichfield</p> <p>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.</p> <p>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,</p> <p>Investment in Lichfield's bus services will support City Centre economic growth proposals, emphasising the need for investment in Lichfield's bus station provision.</p> <p>Tamworth</p> <p>Residents in Tamworth will benefit from improved connectivity to jobs, education and services in Lichfield. Areas of deprivation within Tamworth will benefit.</p> <p>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.</p>	<p>including information screens, audio and visual stop announcements, CCTV, WiFi and charging sockets.</p>
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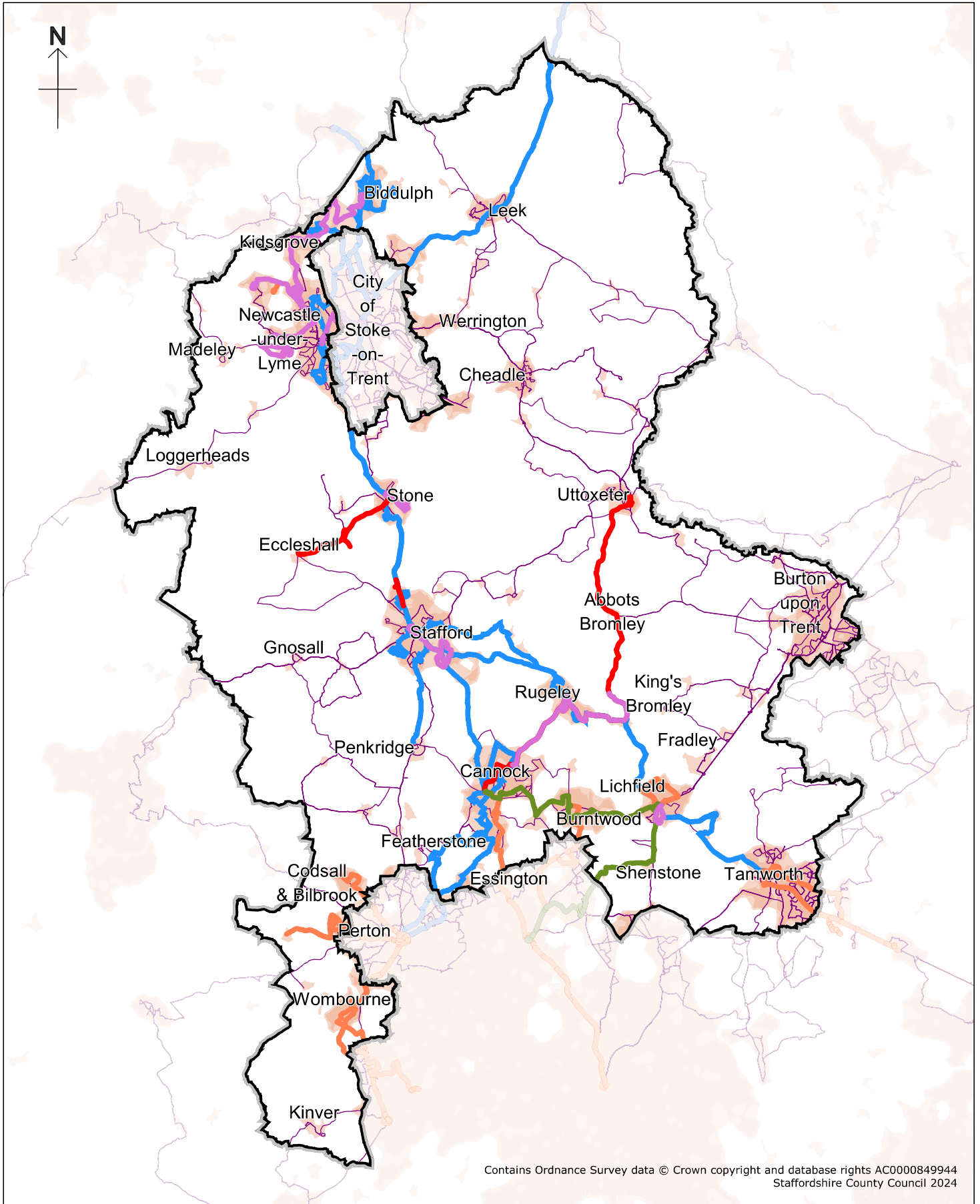
Capability to Achieve Sustainable Travel

- 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

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Staffordshire County Council 2024

- New Route
- Extended Route
- Increased Frequency
- Extended Operating Hours
- Subsidy Support
- Other Bus Network



2024/2025 Bus Service Enhancements

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