

Warwickshire County Council

Warwickshire BSIP
Engagement Response Report

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Warwickshire BSIP Engagement Response Report

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- Appendix B: Warwickshire BSIP Hard To Reach Groups Focus Group Topic Guide & Presentation
- Appendix C: Summary of Findings from Warwickshire BSIP Hard To Reach Groups
- Appendix D: Warwickshire BSIP Stakeholder Engagement Survey Questionnaire

1. Introduction

- 1.1 This report brings together all the relevant data gathered through the programme of public and stakeholder engagement conducted to inform the development of the Warwickshire Bus Service Improvement Plan (BSIP) on behalf of Warwickshire County Council's (WCC) as detailed in WCC's BSIP Project Engagement Plan submitted by Integrated Transport Planning (ITP) to WCC in July 2021.
- 1.2 To recap, the overall aims of WCC's BSIP engagement programme were:
- To engage with members of the travelling public in Warwickshire (including both bus users and non-bus users) to assess what passengers, would-be passengers, and communities want from local bus services in order to reverse the cycle of decline in bus use and provision.
 - To engage with key stakeholders identified by WCC to introduce the concept of the BSIP; discuss what it aims to achieve; and gather thoughts and suggestions for what could be included within it, based on their views and priorities.

Structure of the report

- 1.3 The remainder of this report is structured as follows:
- Chapter 2 provides the outcomes of the Ask Warwickshire BSIP Public Engagement Survey that ran online between 26th July and 19th September 2021 and was promoted to Warwickshire residents and representatives of public and private sector organisations with 1653 responses in total;
 - Chapter 3 provides the outcomes of the three focus groups conducted with hard-to-reach groups, typically under-represented in previous public engagement exercises conducted by WCC (residents aged 16-24 years, residents with non-physical, hidden disabilities and residents from Black, Asian and Minority Ethnic backgrounds); and
 - Chapter 4 provides the outcomes of the BSIP Stakeholder Engagement Survey that ran online between 17th August and 19th September 2021 and was promoted to key business and community group stakeholders in Warwickshire, relevant Borough and District Council officers, officers from neighbouring local authorities and rail stakeholders with 31 responses in total. In addition, one to one depth interviews and group discussions were conducted with the following stakeholders, with their

views feeding directly into the development of the Warwickshire BSIP bid (and not recorded separately within this report):

- Representatives for the primary bus operators in Warwickshire (Stagecoach and Arriva);
- Members of the WCC Passenger Transport Team;
- WCC Members through meetings of the Cross Party BSIP Working Group;
- Representatives of Transport Focus and Bus Users UK;
- Representative officers from the 5 Borough and District Councils in Warwickshire;
- Representative officers from Transport for West Midlands, Coventry City Council, Solihull Borough Council, Birmingham City Council and Oxfordshire County Council;
- Local MPs;
- Representative officers from National Highways (formerly Highways England).

2. Ask Warwickshire BSIP Public Engagement Survey

- 2.1 This section includes the methodology and results of the Ask Warwickshire BSIP Public Engagement Survey and a conclusion summarising the key findings of this survey.

Methodology

- 2.2 An online survey was developed to understand the current patterns of bus use amongst people living and working in Warwickshire, the impact of the Covid-19 pandemic on bus use in the county, the main barriers to bus use amongst non-bus users and potential improvements to local bus services that could encourage people to use bus services more frequently. The Survey was hosted on the Ask Warwickshire portal and ran for a period of 8 weeks between 26th July and 19th September 2021. A copy of the full survey questionnaire can be found in Appendix A.
- 2.3 The Survey was open to the general public, and representatives of Warwickshire businesses, voluntary sector organisations, charities and community groups, employees of public sector organisations and local Council Members and MPs were also able to respond to the Survey. The majority of respondents were members of the general public (96.2%), with responses on behalf of elected members of councils and parliament (1.8% of respondents) and organisations (2%) making up a very small proportion of total responses (see Figure 2-1).
- 2.4 It should be noted that the online survey does not, however, provide a statistical representation of the population, as respondents were self-selecting. During the Survey planning stages therefore consideration was given to supplementing the Survey with focus group discussions with hard-to-reach group of residents, typically under-represented in previous public engagement exercises conducted by WCC. Three such discussions were held with residents aged 16-24 years, disabled residents and Black, Asian and Minority Ethnic residents and the findings of these focus group discussions are detailed in Section 3 of this report.
- 2.5 The Ask Warwickshire BSIP Public Engagement Survey was promoted through a range of means to residents on the WCC website, via social media, press releases and in key newsletters to various mailing lists. Publicity posters were distributed at bus focal points and on buses with a QR code linking to the Survey. Information was forwarded

to interest groups, parish and town councils and other stakeholders that were considered to be in a good position to promote the Survey.

- 2.6 In addition to the online survey format, the Survey was provided in alternative formats (including an easy read version) and paper copies were distributed on request to those residents without online access.

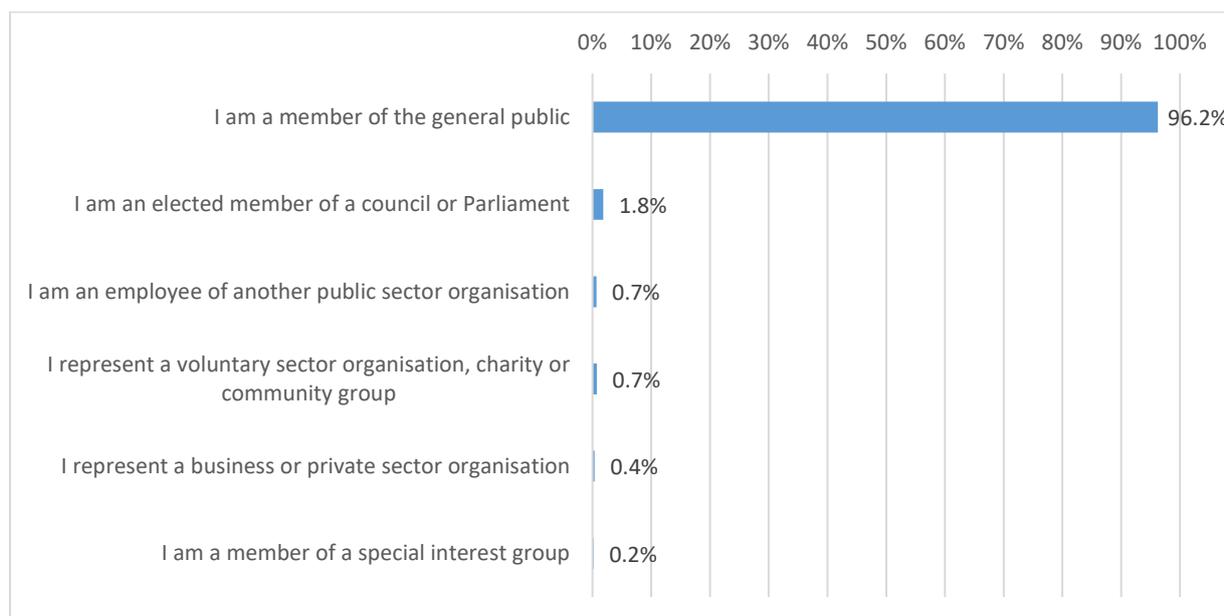
Survey Results

- 2.7 This section details the headline results of the Public Engagement Survey, with more detailed analysis provided by selected sample characteristics (e.g., Borough/District, age, gender, disability, ethnicity etc.) where key differences in responses by different sample groups have been observed.

Sample characteristics

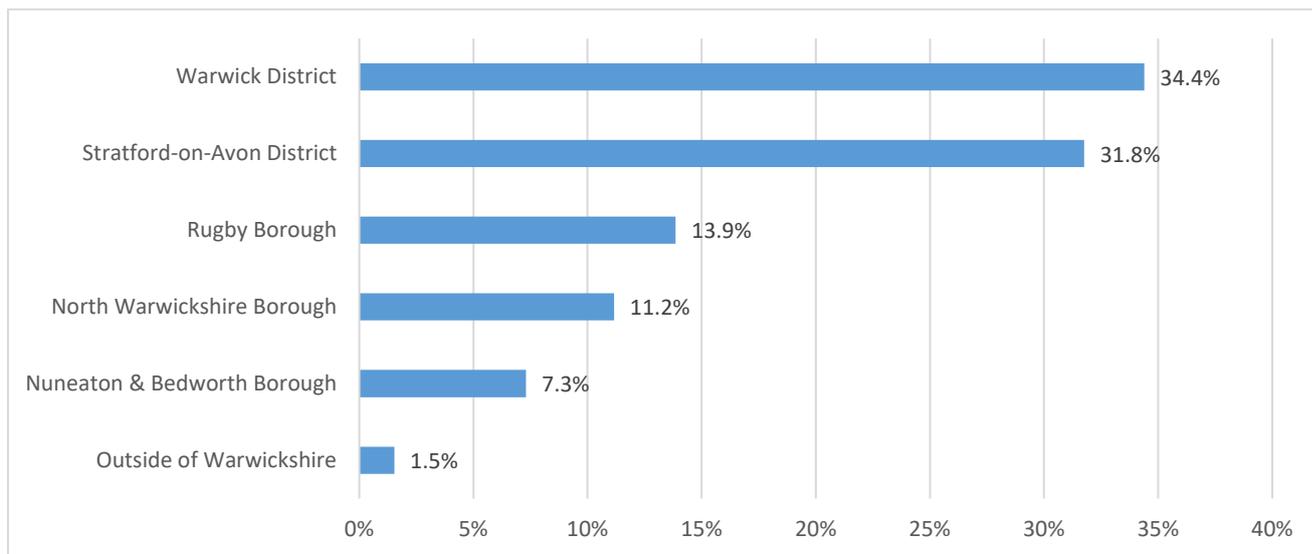
- 2.8 In total, 1653 people responded to the Survey in online and paper-based form. 4 additional paper-based survey responses were received following the cut off point for inclusion in this report and have therefore been excluded from our analysis here.
- 2.9 Most respondents were members of the general public (96.2%) with only a very small number of respondents answering on behalf of members of groups or as an elected member of parliament (Figure 2-1).

Figure 2-1: Survey response by respondent type (n=1653)



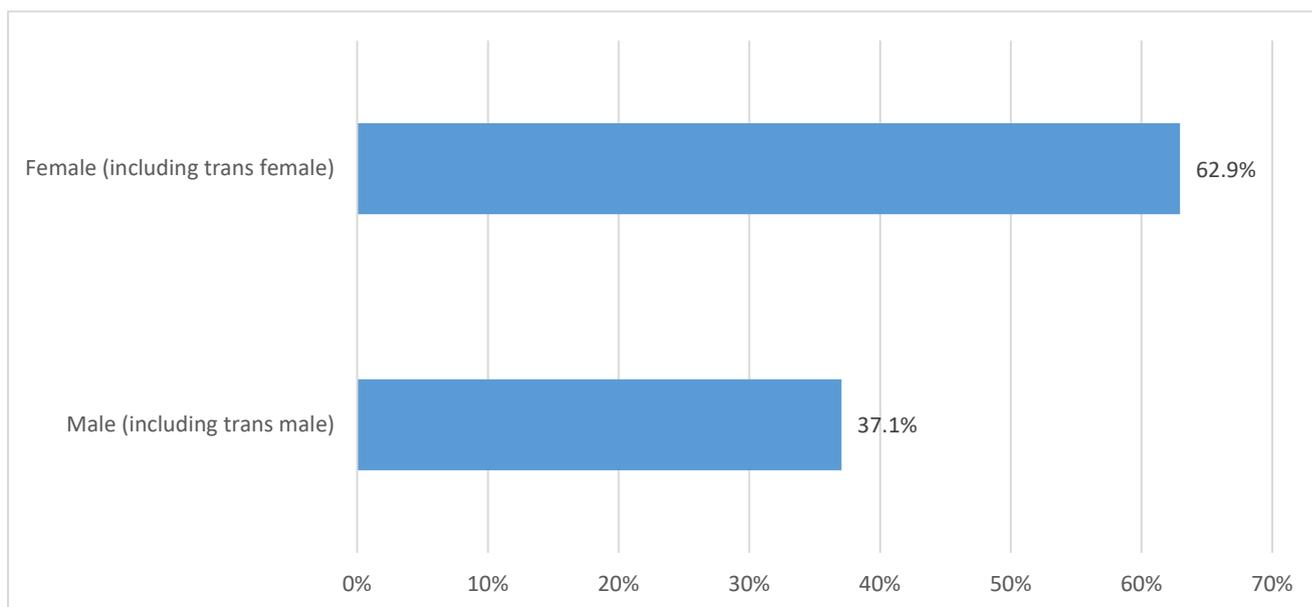
2.10 The majority of respondents to the Survey (97.2%) live in Warwickshire (see Figure 2-2). The responses were particularly concentrated in the south of the county with just over a third of respondents living in Warwick District and almost a third living in Stratford-upon-Avon District. The most under-represented borough in terms of survey response was Nuneaton and Bedworth Borough (7.2%).

Figure 2-2: Survey response by respondents' home location (n=1621)



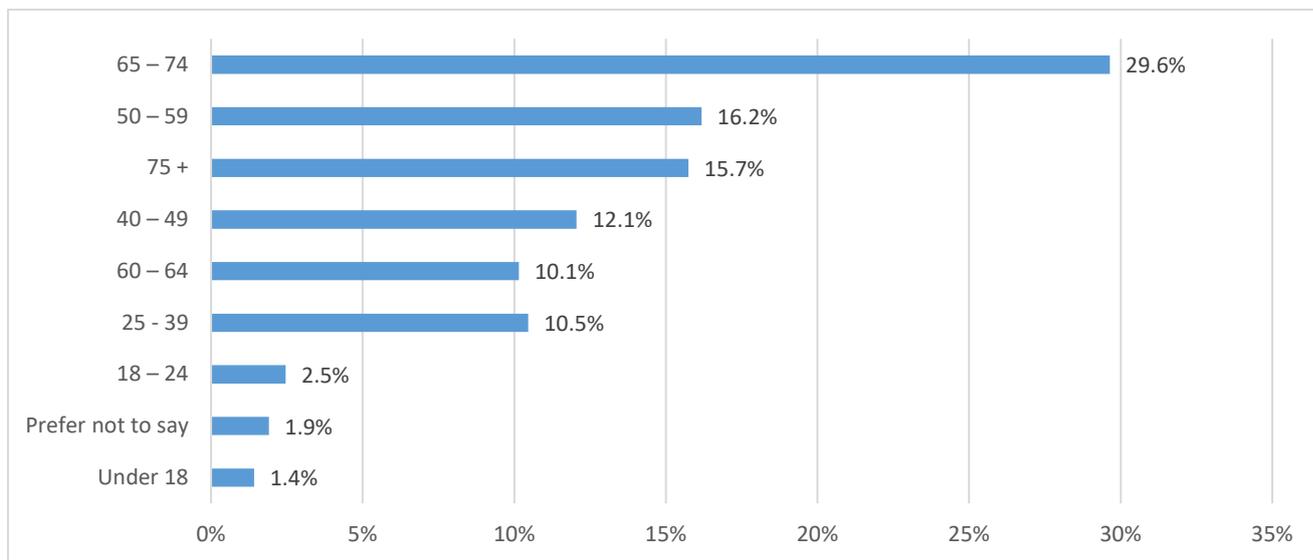
2.11 63% of survey respondents identify as female and 37% identify as male (Figure 2-3).

Figure 2-3: Survey response by gender (n=1653)



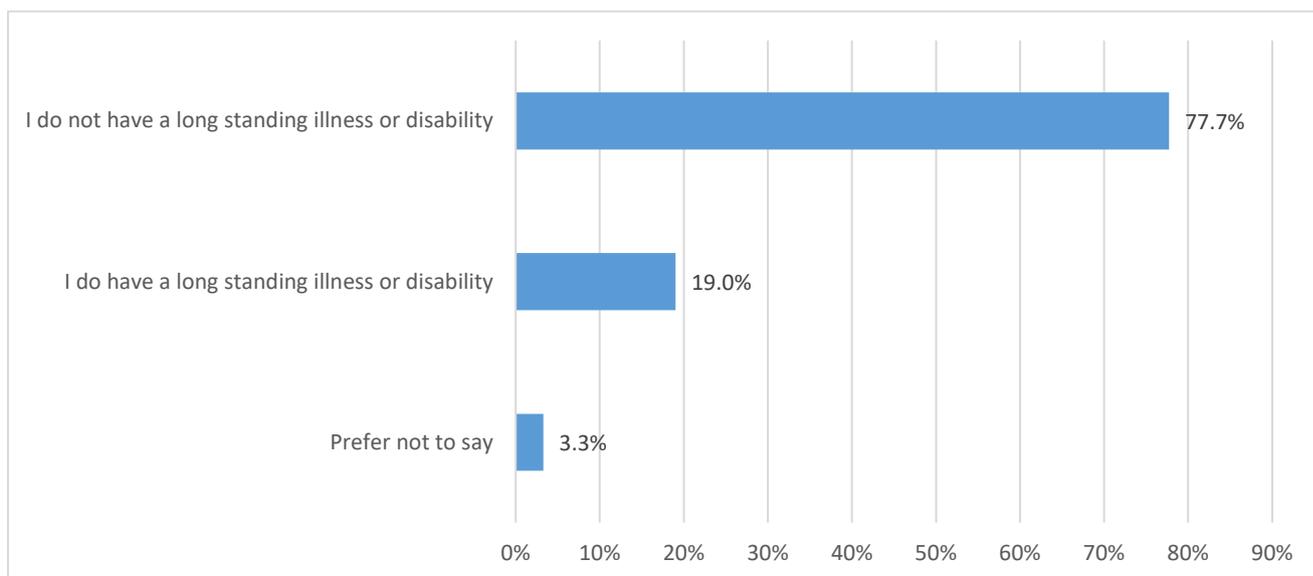
2.12 As the Survey sample was self-selecting, the age profile of respondents was skewed towards the older age groups (see Figure 2-4), with the most prevalent age category being 65-74 year olds (29.6%), then 50-59 year olds (16.2%), followed by those aged 75 or above (15.7%). Those aged under 24 accounted for just 3.9% of survey responses.

Figure 2-4: Survey response by age (n=1626)



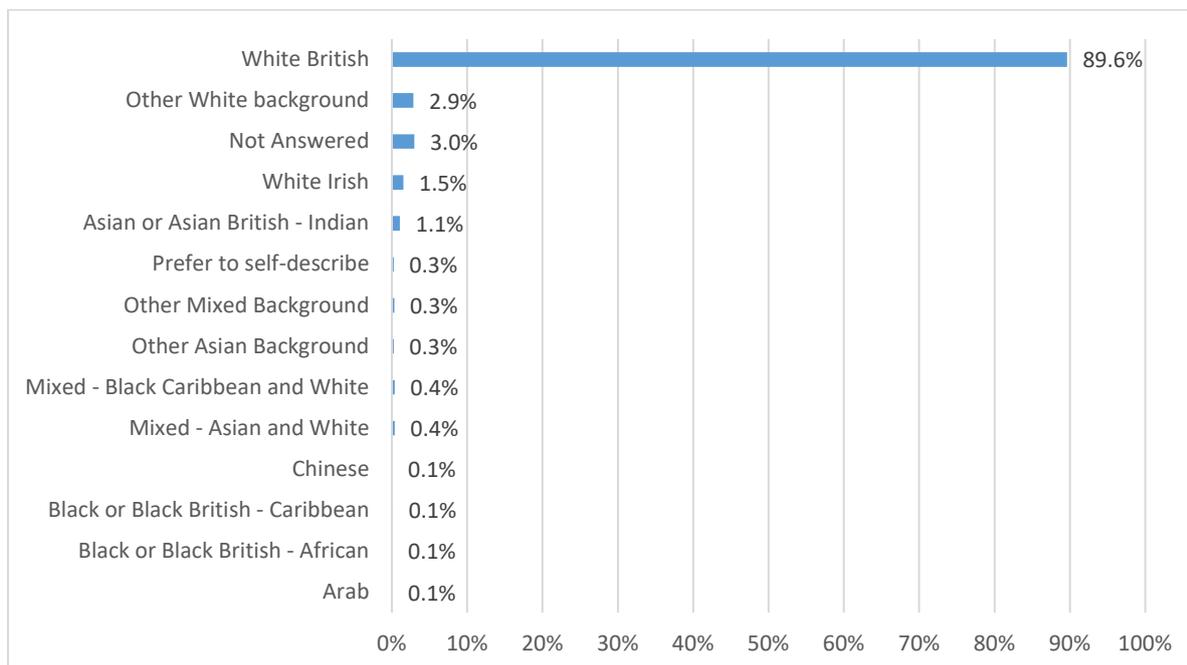
2.13 19% of respondents reported that they have a long standing illness or disability which impacts their day-to-day activities (Figure 2-5).

Figure 2-5: Survey response by personal health and disability (n=1615)



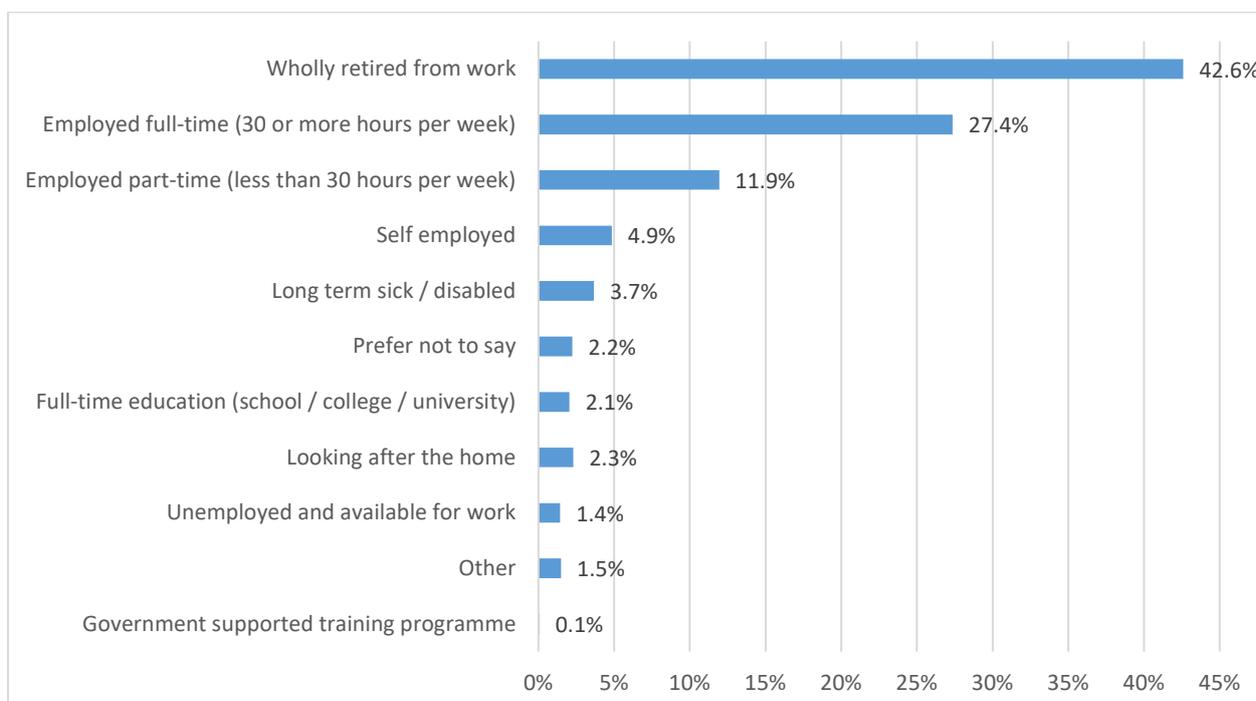
2.14 93% of survey respondents were from a White background (Figure 2-6).

Figure 2-6: Survey response by ethnicity (n=1570)



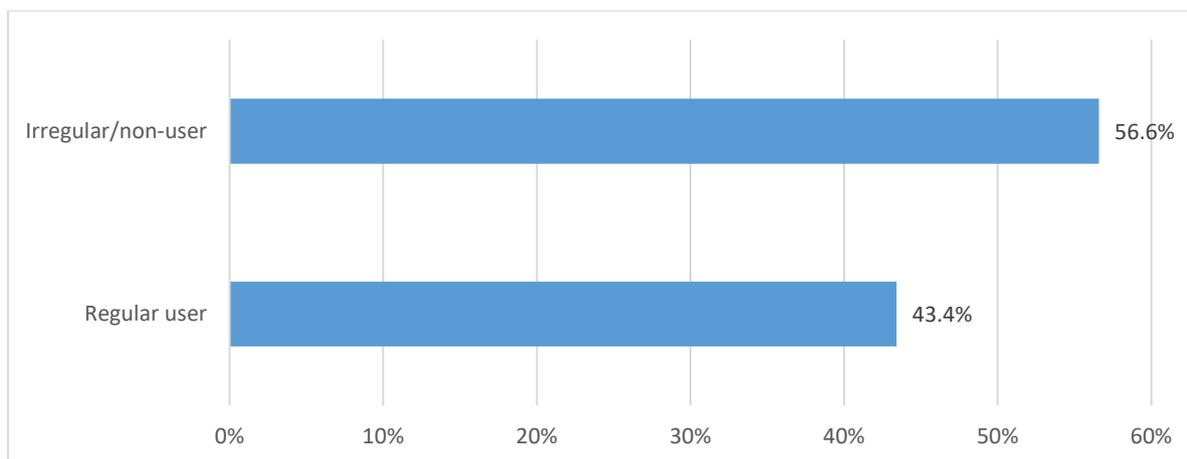
2.15 As detailed in Figure 2-7, 45% of survey respondents are economically active, with 43% wholly retired from work, reflecting the relatively high proportion of respondents aged 65 and above.

Figure 2-7: Survey response by economic activity (n=1608)



2.16 Figure 2-8 shows that 43% of respondents were regular bus users (defined as anyone using a bus once a week or more) prior to the onset of the Covid-19 pandemic with 57% of respondents being irregular users (defined as anyone who uses the bus less than once a week).

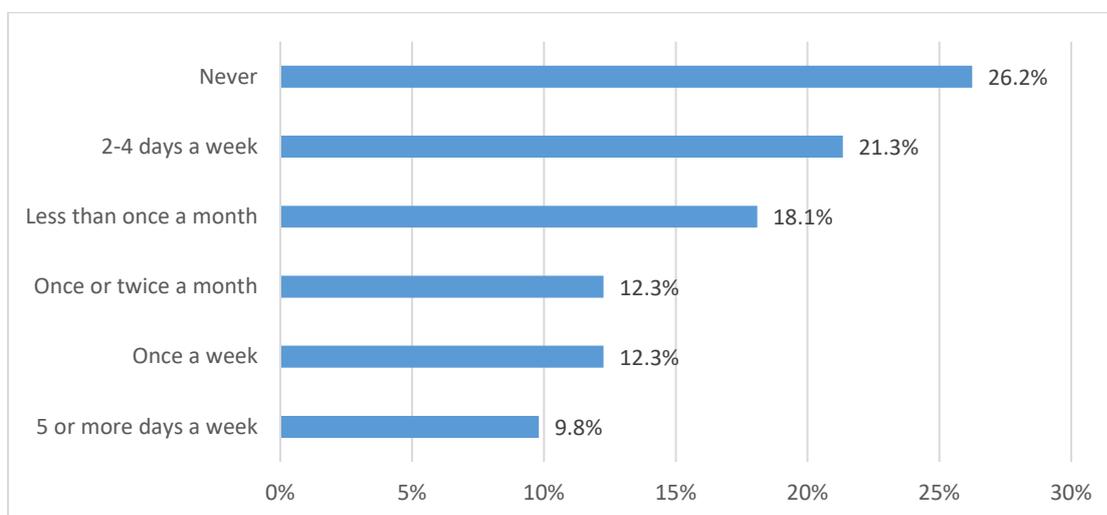
Figure 2-8: Survey response by regularity of bus use in Warwickshire (pre-Covid 19 pandemic) (n=1631)



Use of buses in Warwickshire

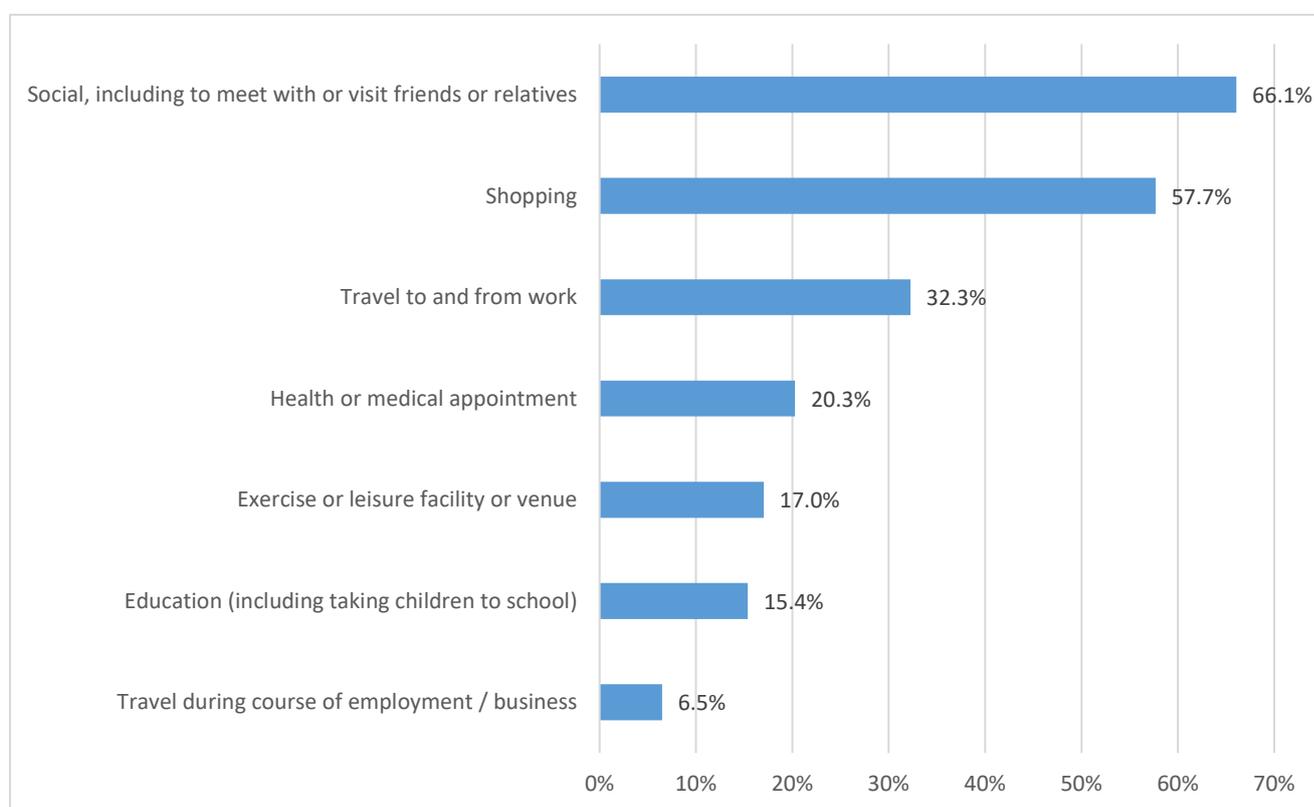
2.17 Following on from Figure 2-8, the frequency of pre-Covid travel by bus in Warwickshire of the Survey sample is detailed in Figure 2-9 showing that over a quarter of respondents (26.2%) reported that they never used a local bus service prior to the Covid-19 pandemic.

Figure 2-9: Frequency of bus use in Warwickshire pre-Covid 19 pandemic (n=1631)



- 2.18 When disaggregated by Borough/District, Stratford upon Avon District has the lowest proportion of regular bus users (once a week or more) at 33.8% of respondents and Nuneaton and Bedworth has the highest at 56.3%.
- 2.19 When disaggregated by age group, the most regular users of the bus at 5 or more days per week are under 18 year olds, followed by 18-24 year olds. At 2-4 days per week the most regular users of the bus are again the under 18s, but this time followed by the over 75 years age group. Of those who had never used local buses, 40-49 year olds were the most prevalent, followed by 50-59 year olds and then 60-64 year olds.
- 2.20 As shown in Figure 2-10 the most usual reason for travelling by bus in Warwickshire was for social purposes (66.1%) closely followed by shopping (57.7%).

Figure 2-10: Reasons for bus use (n=1203)

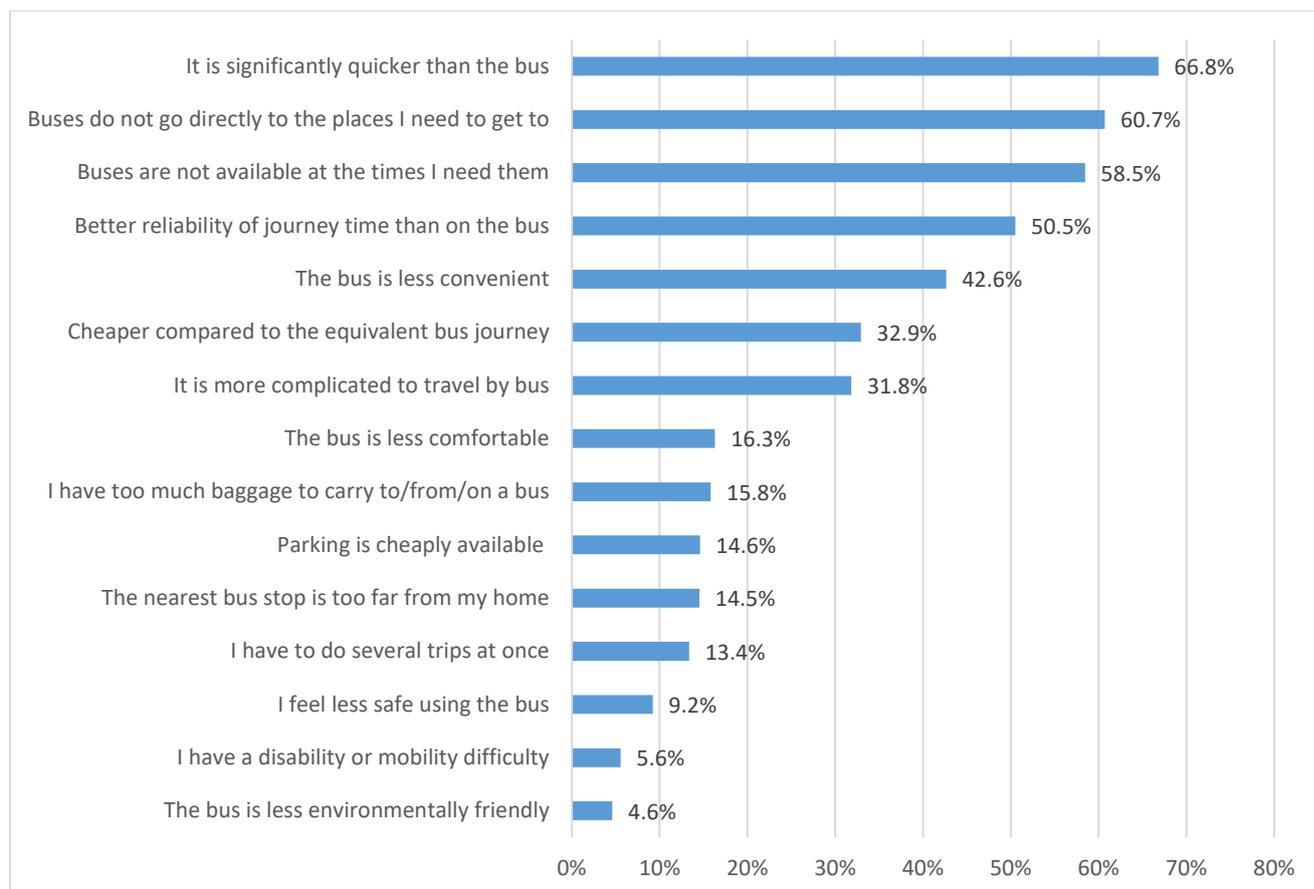


Barriers to bus use in Warwickshire

- 2.21 As shown in Figure 2-11, a majority of respondents indicated that the perceived journey length (in time) compared to other modes of travel, mainly including the car (66.8% of respondents indicated this as a factor), the perceived lack of direct bus services to desirable destinations (60.7%) and a perceived lack of frequent (58.5%) and reliable (50.5%) bus services are the main barriers to bus use in Warwickshire. The

perceived relative lack of convenience compared to other modes of transport (42.6%), the perceived relative cost of bus use (32.9%) and the perceived relative simplicity of travelling by other methods of transport (31.8%) are other significant barriers to bus use in Warwickshire.

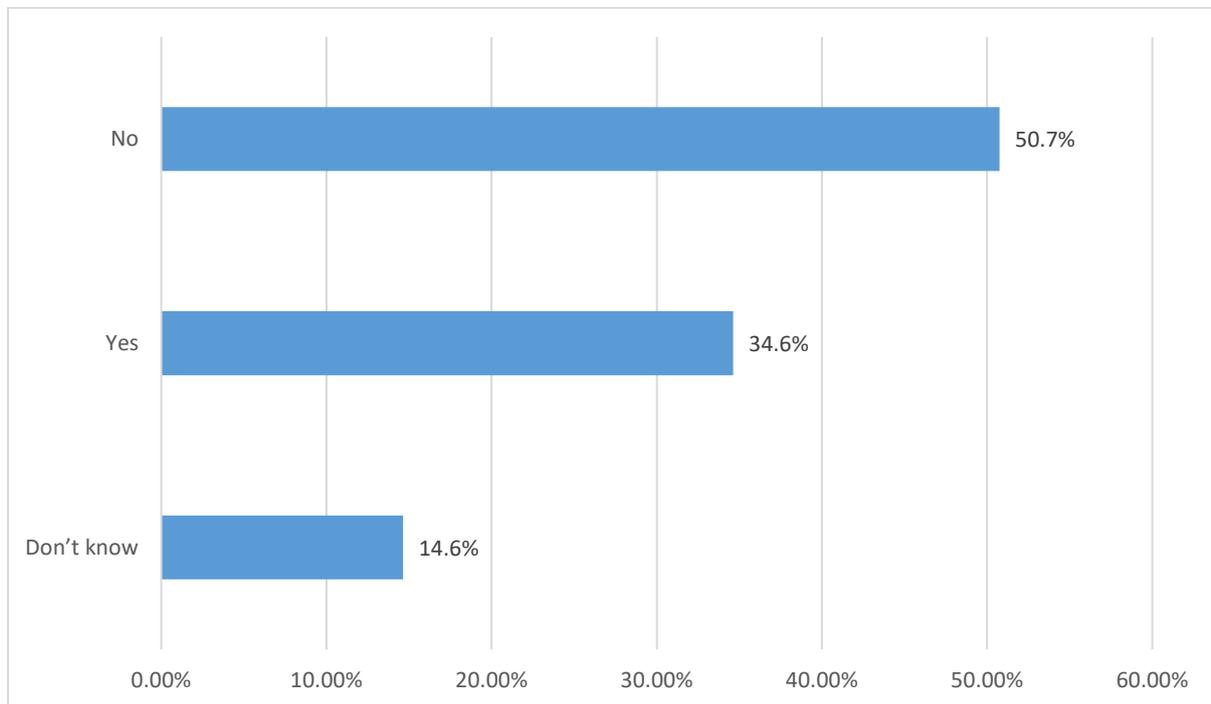
Figure 2-11: Reasons for travelling by an alternative means of transport when there is a local bus available (n=1473)



Post-Covid patterns of travel and bus use

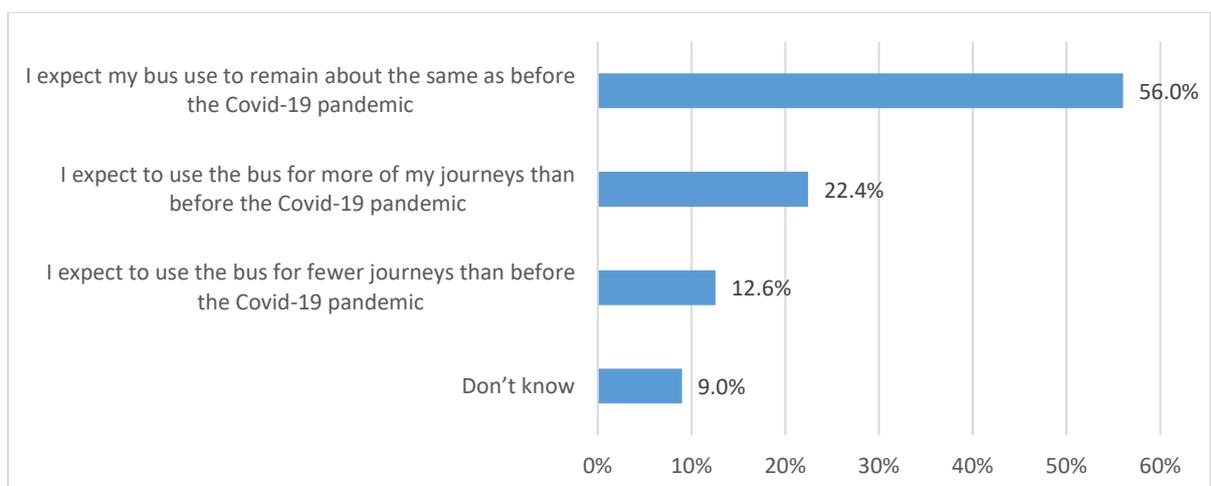
2.22 Given the potential increased flexibility in working arrangements that is likely to be provided by many employers post-pandemic, 35% of respondents reported that they anticipated a change in their patterns of travel for work purposes (either journey frequency, time and/or destination of travel) in the future (see Figure 2-12) with 15% of respondents uncertain at the time of the Survey as to what the future holds in this respect.

Figure 2-12: Expectation of a change in work travel patterns post-Covid 19 (n=936)



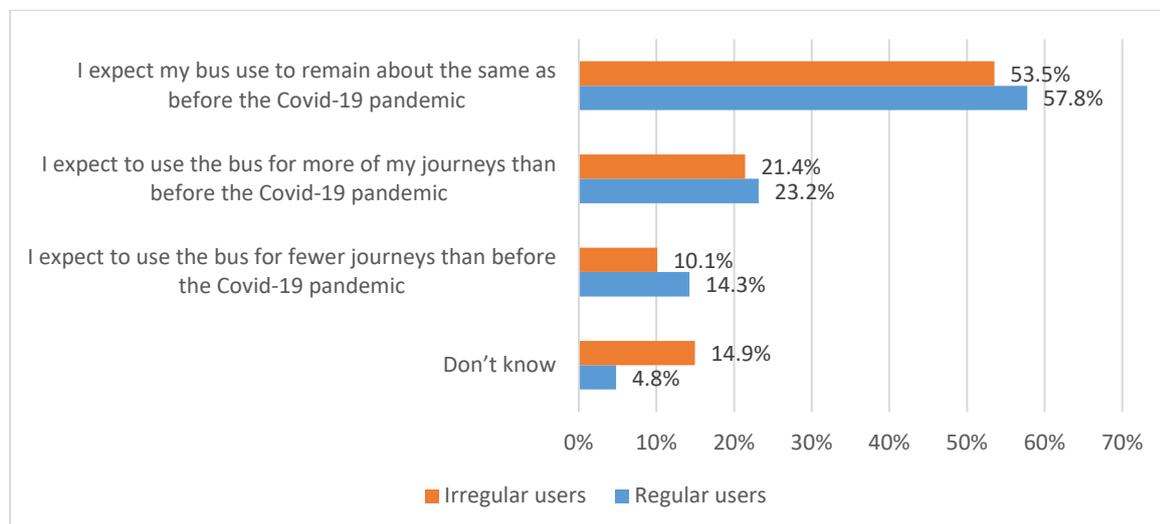
2.23 Figure 2-13 shows that around half of all respondents (56%) expect their bus use to remain consistent with their pre-Covid 19 pandemic levels of use. 22% of respondents expect their bus use to increase and 12% expect their bus use to decrease compared to their pre-Covid levels of use. 9% of respondents were unsure of their bus use in the future at the time of the Survey.

Figure 2-13: Expected bus use post-Covid 19 pandemic (n=1203)



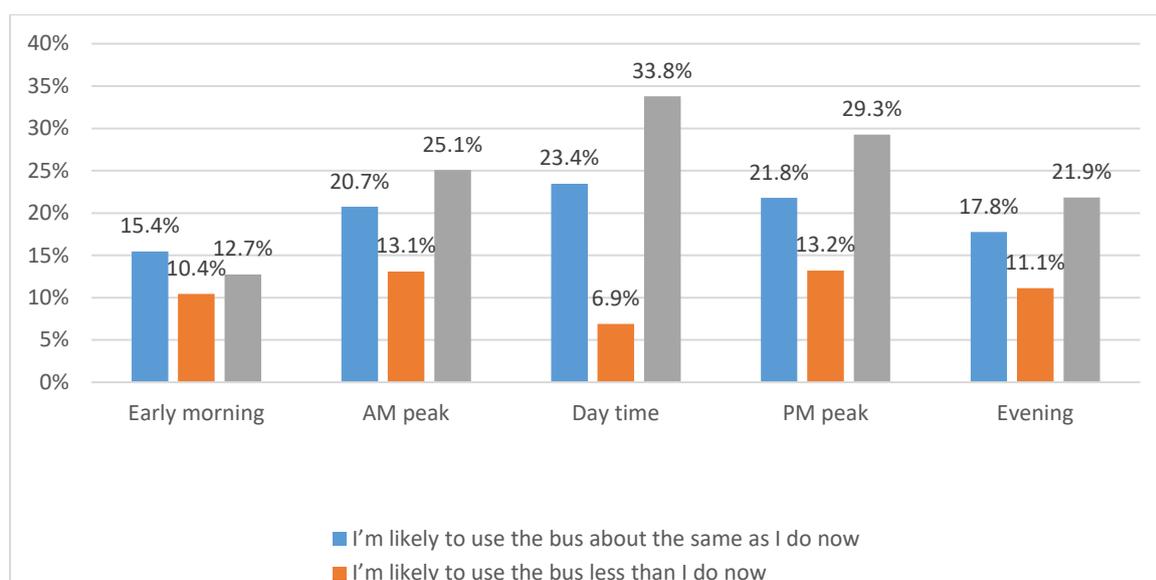
2.24 As shown in Figure 2-14 expected bus use post-Covid 19 is generally comparable between regular and irregular bus users although there is more uncertainty about future bus use from irregular users (14.9%) compared with regular users (4.8%).

Figure 2-14: Expected bus use post-Covid 19 pandemic by user type (n=1203)



2.25 Expected bus use for the journey to work post-Covid-19 can be seen in Figure 2-15. This analysis is based on a smaller sample size due to the routing of the Survey which meant that only economically active respondents answered this question. The graph shows the potential for the traditional morning and afternoon peaks in bus travel for work purposes to spread further into the day (for the morning peak) and evenings (for the afternoon peak) post-Covid-19.

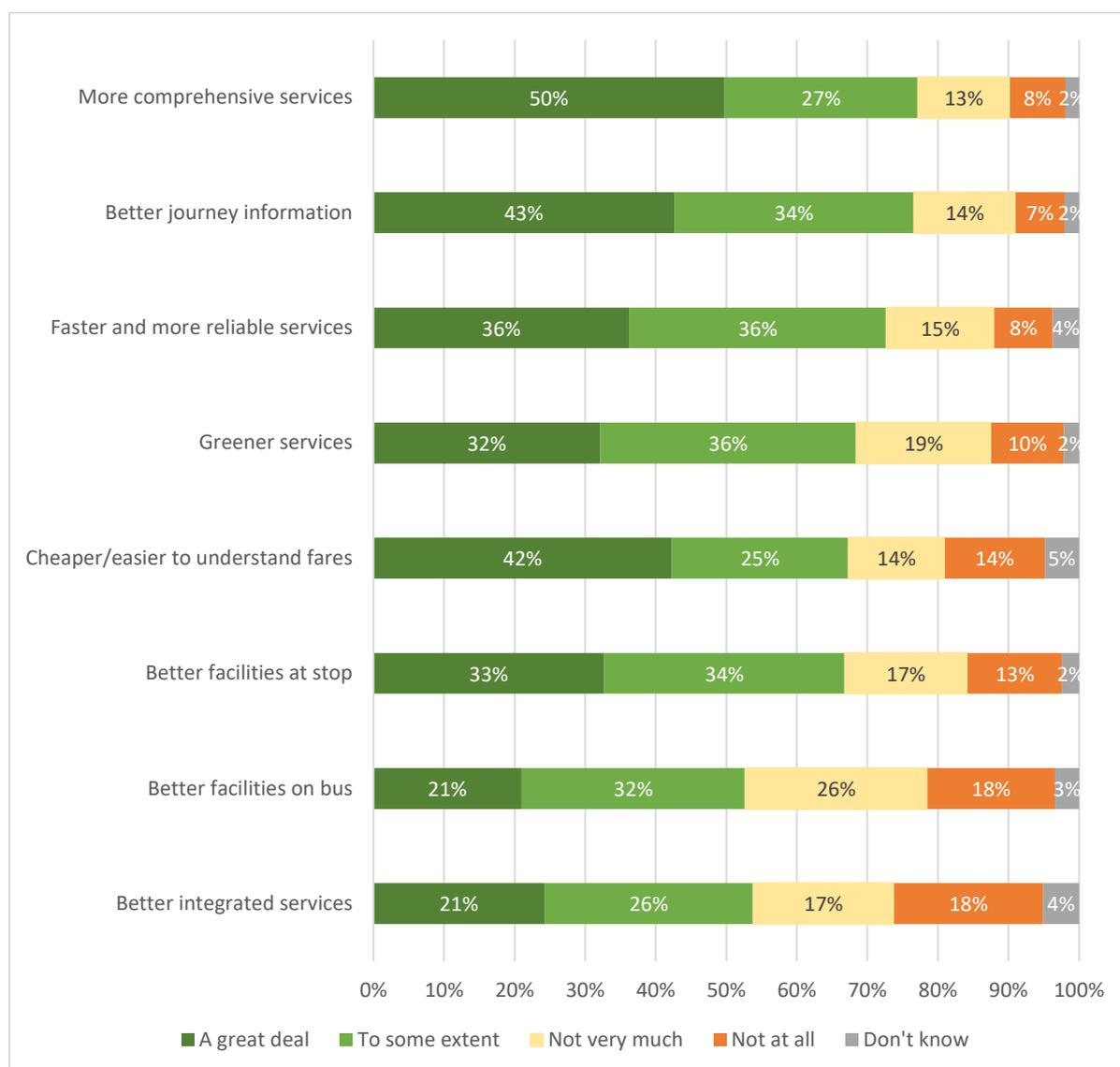
Figure 2-15: Anticipated bus use for work post-Covid 19 pandemic (n=317)



Views on potential improvements to bus services in Warwickshire

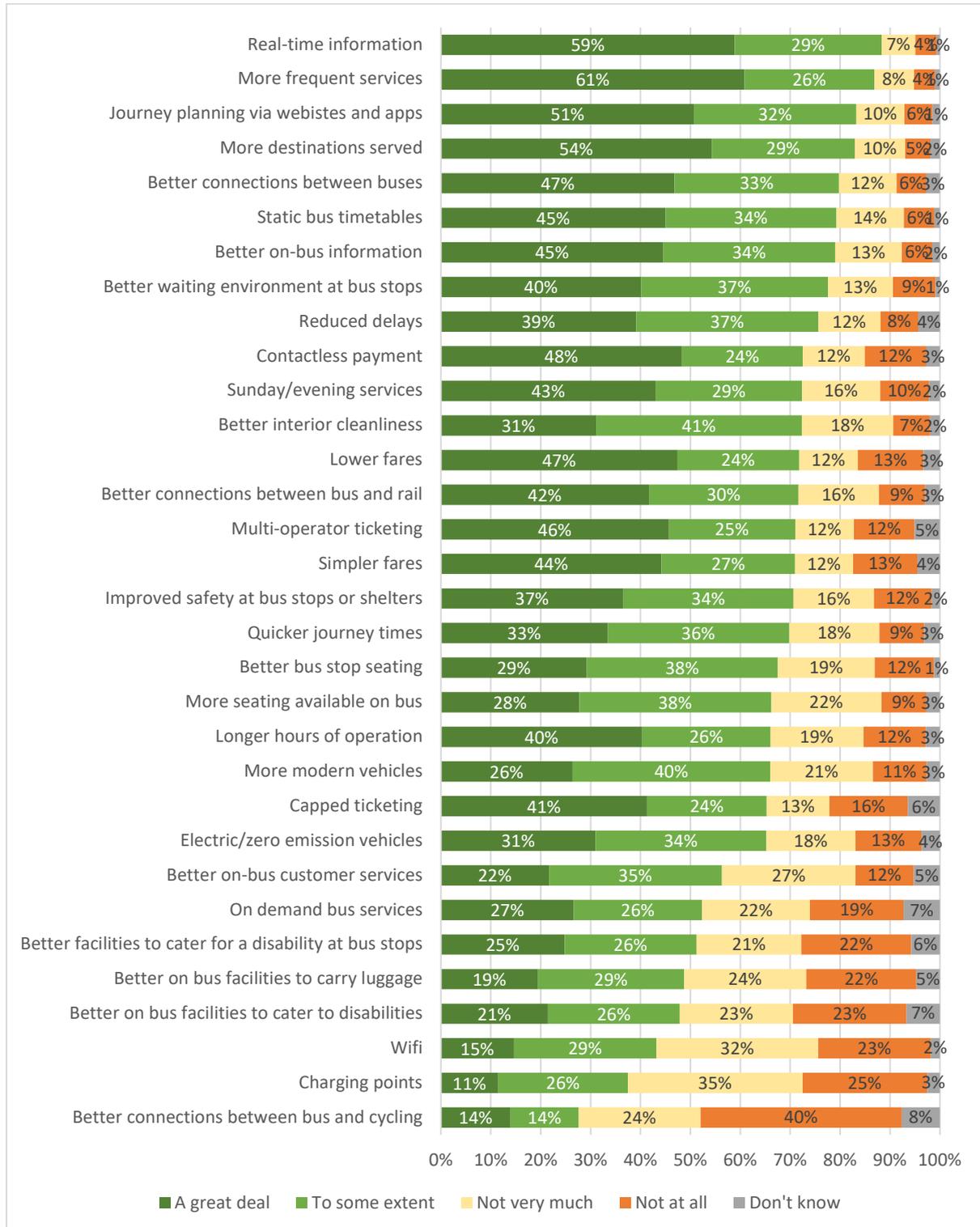
2.26 The relative potential impact that a set of bus service improvements (broadly reflecting the priorities of the National Bus Strategy) could have in encouraging an increase in bus patronage in Warwickshire is detailed in Figure 2-16 below. When combining the proportions of positive responses (defined as an answer of either “a great deal” or “to some extent”) the four most popular categories of improvement are more comprehensive services (77%), better journey information (77%, although with a lower proportion of “A great extent” responses, improved speed and reliability of services (73%) and greener services (68%).

Figure 2-16: Extent to which different categories of bus service improvement could potentially encourage bus patronage in Warwickshire (n=1653)



- 2.27 A more detailed analysis is provided in Figure 2-17 by breaking down each category of bus service improvement into specific service attributes, each of which was rated by survey respondents according to the extent to which they would likely encourage an increase in bus patronage. The most popular measures shown here (with more than an 80% positive response) are the provision of real time information at bus stops (88%), more frequent services (87%), journey planning (via websites and apps) and more destinations served (both 83%). The least popular responses (with less than 50% positive response) are better connections between cycling and buses (28%), provision of charging points on buses (37%), on bus Wi-Fi provision (44%), better on bus facilities to cater for people with disabilities (48%) and better on bus facilities to carry luggage (49%).
- 2.28 Specific attributes within the more comprehensive services category were ranked 2nd (more frequent services), 4th (more destinations served), 11th (Sunday and evening services) and 21st (longer hours of operation) by respondents, but as the most popular category overall, this highlights the importance placed by respondents on a requirement for more frequent services and more destinations to be served.
- 2.29 Better journey information is the second most popular category of improvements for encouraging an increase in bus patronage in Warwickshire overall and the service attributes within this category were ranked 1st (real-time information), 3rd (journey planning via websites and apps), 6th (static timetables), 7th (on-bus information) and 25th (better customer services on board).
- 2.30 Despite integrated services being the least popular category of improvements for encouraging an increase in bus patronage in Warwickshire overall, better connections between buses was ranked as the 5th most prioritised service attribute overall.
- 2.31 An analysis of the popularity of the overall categories of improvement by the main sample characteristics reported earlier in this section did not really result in any key differences highlighted by respondents living in each of the 5 Boroughs/Districts of Warwickshire, between male and female respondents, amongst residents with different ethnic backgrounds or based on different levels of economic activity.
- 2.32 However, the same analysis by type of user (regular/irregular), age and disability did provide some interesting differences in terms of the views held by different sub-groups as detailed in Figures 2-18 to 2-20).

Figure 2-17: The extent to which various BSIP measures would encourage bus patronage (n=1653)

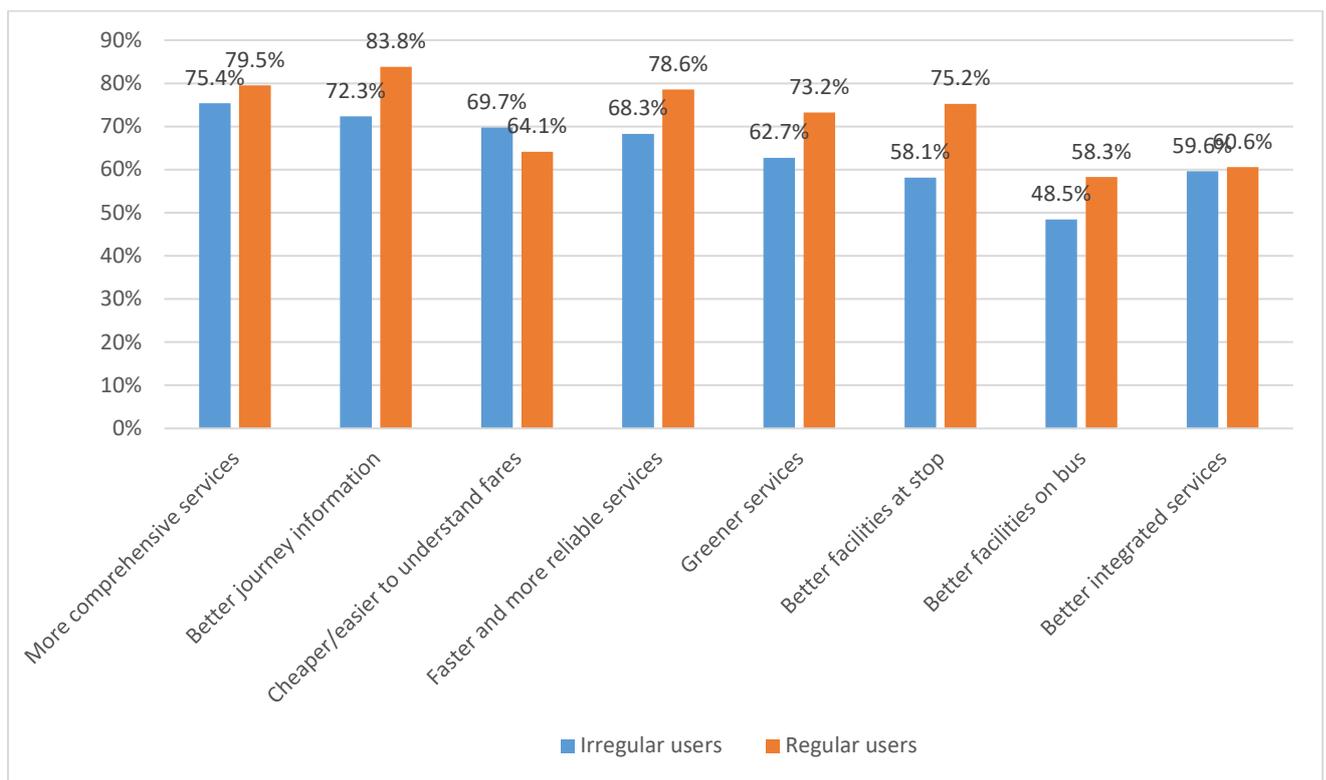


2.33 Figure 2-18 shows an analysis of the categories of improvement listed in the Survey with a comparison of the proportions of positive responses (defined as an answer of

either “a great deal” or “to some extent”) in each case by user type (regular or irregular). Interestingly, this graph shows that a significantly greater proportion of regular users felt that better facilities at bus stops would encourage them to use buses at least to some extent (75.2%) compared to irregular users (58.1%).

2.34 Other categories where a greater proportion of regular than irregular users indicated a positive response in this sense included for the provision of journey information (83.8% for regular users; 72.3% irregular users), greener services (73.2% for regular users, 62.7% for irregular users), faster and more reliable services (78.6% regular users, 68.3% irregular users) and better facilities on bus (58.3% for regular users, 48.5% irregular users). Interestingly however, the only category which had a comparatively higher proportion of positive response from irregular users was the provision of cheaper/easier to understand bus fares (69.7% for irregular users, 64.1% for regular users).

Figure 2-18: Relative popularity of different categories of bus service improvement by user type (n=1606)

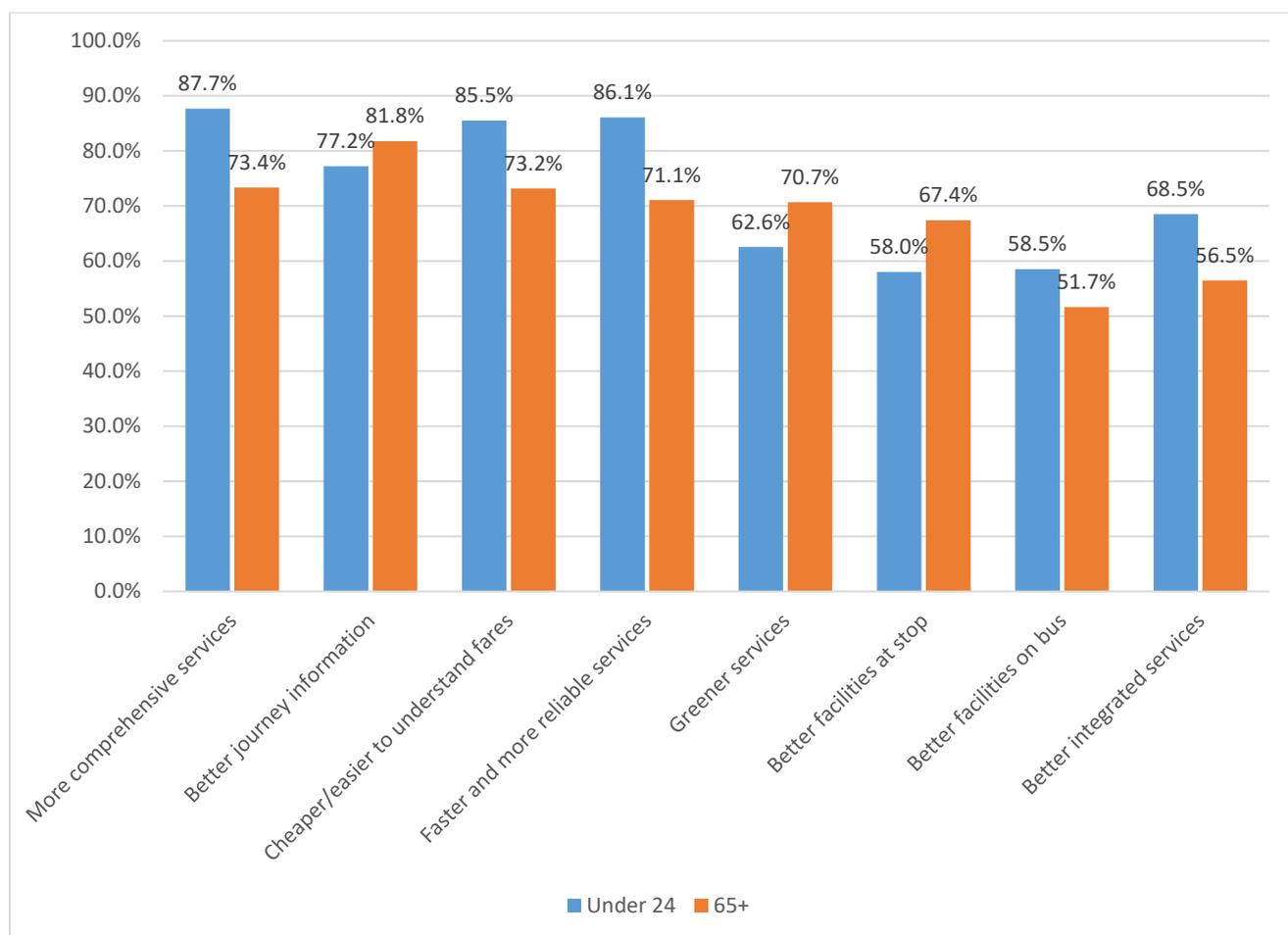


2.35 As shown in Figure 2-19, a greater proportion of respondents in the 65 years and above age group felt that better facilities at bus stops would encourage them to use buses at least to some extent (67.4%) compared to the proportion of positive respondents in the 24 years age and below age group (58%). This cohort of older

respondents also seemingly placed more importance on greener services (70.7% compared to 62.6%) and better journey information (although less significantly so at 81.8% compared to 77.2%).

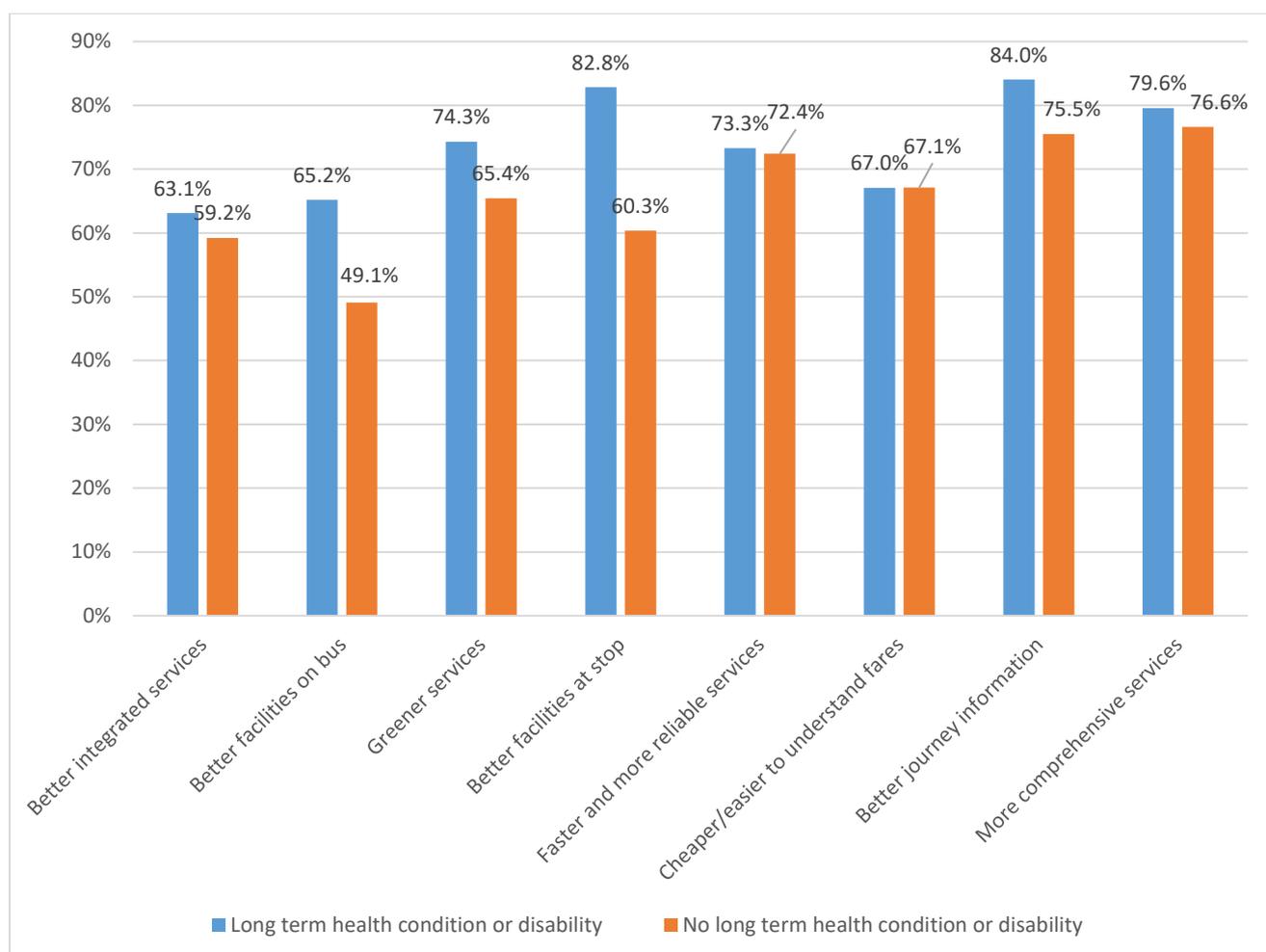
2.36 Conversely for all the other categories, greater proportions of the younger cohort of respondents felt that the improvement in question would encourage them to use buses at least to some extent when compared to their older counterparts. Significantly higher proportions of the younger cohort of respondents felt that faster and more reliable services (86.1% compared to 71.1%), more comprehensive services (87.7% compared to 73.4%), cheaper/easier to understand fares (85.5% compared to 71.1%) and better integrated services (68.5% compared to 56.5%) would encourage them to use buses at least to some extent.

Figure 2-19: Relative popularity of different categories of bus service improvement for respondents aged 24 years and under compared to those aged 65 years and above (n=801)



2.37 Figure 2-20 shows the same analysis of the proportions of positive responses (defined as an answer of either “a great deal” or “to some extent”) by those respondents with and without a long-term health condition or disability.

Figure 2-20: BSIP priorities for respondents with a long-term health condition or disability compared with those for respondents without (n=1541)



2.38 The graph above shows that, with the exception of cheaper/easier to understand fares, a greater proportion of disabled respondents felt all of the remaining categories of improvement would encourage them to use buses at least to some extent, with significantly higher proportions of disabled respondents indicating this for the categories of better facilities at stop (82.8% compared to 62.3%) and better facilities on bus (65.2% compared to 49.1%) in particular.

Conclusions

- 2.39 The Public Engagement Survey received a good volume of response in general, with the views of both regular and irregular bus users well represented, albeit with some under-representation of residents aged 24 and under, residents with a Black and Minority Ethnic background and residents living in North Warwickshire Borough, Nuneaton and Bedworth Borough and Rugby Borough.
- 2.40 A range of barriers to travelling by bus were highlighted by survey respondents, the most powerful of which were perceptions of slower journeys by bus relative to other modes (particularly the car), a lack of direct services going to where people want to travel, when they want to travel, unreliable and inconvenient bus services and the fact that the bus was judged to be a relatively expensive and less straight forward method of transport.
- 2.41 In addition, the Survey indicated that the Covid-19 pandemic had created a relatively uncertain picture of future bus use, particularly for the commute, although with some indication of quite significant peak spreading for future journeys to and from work.
- 2.42 The main finding of the Public Engagement Survey in terms of setting priorities for the Warwickshire BSIP was that more comprehensive services (particularly more frequent bus services serving more destinations), better journey information (including provision of real-time information provision at bus stops, better journey planning websites and apps, better provision of static timetable information and greater provision of on-bus information), faster and more reliable services, greener services and better connecting bus services were the main measures most likely to encourage Warwickshire residents to use local buses in Warwickshire more frequently.
- 2.43 It should be noted however that the relative importance of these (and other factors) varied according to variables including user type, age and disability. In order to encourage non- and irregular users and younger residents on to bus services in Warwickshire, the Survey indicated that the provision of cheaper and easier to understand fares was a key priority in addition to all of the above mentioned factors, with more of a focus on at stop and on bus facilities as a priority for improvement amongst disabled residents.

3. Focus Groups with Hard to Reach Groups

- 3.1 This section includes the methodology and summary of the outcomes of the three focus groups conducted with hard-to-reach groups, typically under-represented in previous public engagement exercises conducted by WCC, and a conclusion summarising the key findings from this engagement activity.

Methodology

- 3.2 A key part of the process of developing the Warwickshire Bus Service Improvement Plan (BSIP) involved engagement with members of the travelling public in Warwickshire to assess what passengers, would-be passengers, and communities want from local bus services in order to reverse the cycle of decline in bus use and provision. As reported in Section 2, the main public engagement tool utilised by WCC was the Public Engagement Survey hosted on the Ask Warwickshire portal and open to the public (and promoted via various channels) between 26th July to 19th September 2021.
- 3.3 Bearing in mind the nature and subject matter of the Public Engagement Survey, the channels for publicising it to the public within the budget available and previous experiences of conducting similar public engagement surveys, within WCC's Project Engagement Plan it was anticipated that groups of people that were likely to be under-represented in the Survey response ('hard to reach' groups) would include:
- Residents aged 16-24 years;
 - Residents with non-physical, hidden disabilities; and
 - Residents from Black, Asian and Minority Ethnic (BAME) backgrounds.
- 3.4 At an early stage in the development of the Project Engagement Plan, WCC therefore proposed to supplement the Public Engagement Survey with the conduct of a focus group with representatives of each of these three groups of residents during the Survey period. The purpose of these focus groups was to gain an understanding, in greater depth, of the views of representatives of these 'hard to reach groups' (including both bus users and non-users) in a qualitative sense focussing in the main on their general experiences of using local bus services, their perceived barriers to bus use and their views on potential improvements to bus services in Warwickshire.
- 3.5 The three groups were recruited with the assistance of:
- Child Friendly Warwickshire (recruitment of the group of residents aged 16-24 years);

- Grapevine (recruitment of the group of residents with non-physical, hidden disabilities); and
 - Equip (recruitment of the group of residents from BAME backgrounds).
- 3.6 In order to satisfy GDPR requirements, a recruitment invitation was drafted by the ITP team, but was sent from the organisations detailed above making the purpose of the research very clear, and requesting that the individual 'opted-in' to the project by completing a consent form.
- 3.7 Due to ongoing issues related to social distancing, each group was conducted online using Zoom, the cloud-based video conferencing web and app-based service during the week commencing 13th September 2021 in accordance with the Code of Conduct of the Market Research Society. A small incentive of a £20 voucher from a well-known retail outlet was provided to all participants to thank them for providing their time and views.

Summary of key themes

- 3.8 Five-page summaries of each of the three discussions conducted with 'hard to reach' groups are provided in Appendix C, each also containing a short conclusion highlighting those measures to be prioritised through the development of the Warwickshire BSIP.
- 3.9 Key themes emerging from the group discussions in relation to the central questions around perceived barriers to bus use and the priorities for improvements to bus services in Warwickshire are however also summarised below, with common sequences and distinct differences in views and opinions between groups highlighted accordingly.

Barriers to bus use in Warwickshire

- 3.10 The main barriers to bus use amongst the different groups of participants tended to depend on relative levels of access to a car, in the sense that those who had the option of using a car tended to do so, mainly for reasons of convenience, control over the journey and because it was a more familiar option.
- 3.11 Common perceived issues with using buses amongst non- and irregular users tended to centre around the reliability and speed of journey times when compared to using the car, the fact that buses aren't available to take people to the places they need to get to at the times they need to travel and a lack of connecting and evening and weekend services and a lack of co-ordination with shift finishing times.

- 3.12 The lack of customer service on buses, and generally the perceived unfriendly nature of drivers was also a factor raised in all three groups. Comments around bus drivers not supporting the needs of those people with reduced mobility were also common and not just made by disabled participants.
- 3.13 Facilities at bus stops were generally felt to be in need of improvement from a personal safety, accessibility, information provision and comfort perspective and participants with hidden disabilities and visual impairments, in particular, felt that on-bus facilities were generally poor with issues with bus cleanliness (dirty windows impacting on a sense of location along the route) and a lack of on-board information (e.g. next stop displays and audio announcements) adding to their anxiety when travelling by bus. There was also some concern raised around crowding on buses in more than one group, particularly in relation to the need to socially distance due to the Covid-19 pandemic.
- 3.14 The cost of using buses was mainly seen as a barrier for those on lower incomes, including younger people, who often tended to choose to walk for shorter journeys rather than catch the bus for this reason.

Potential improvements to bus services in Warwickshire

- 3.15 As part of each group discussion a presentation (slides included along with the focus group topic guide within Appendix B) was shared with participants detailing a set of eight potential options for improving bus services in Warwickshire based on the key aims of the National Bus Strategy. In response, participants were asked to provide their thoughts on the extent to which each option would likely encourage them (and people like them) to use buses more often.
- 3.16 A comparative analysis of the main points raised by and between each group, including the relative sense of priority given to each option by members of different groups using **green** (strong support from each group) and **amber** (medium support) shading in the cells of Table 3-1 on the following page. This table also includes a '**#1**', '**#2**', '**#3**' or '**#4**' ranking of the top priorities for improvement from the list of options indicated through each group discussion.

Table 3-1: Comparative analysis of priorities for potential improvements to bus services in Warwickshire

Options for improvement	Residents aged 16-24 years	Residents with non-physical, hidden disabilities	Residents from BAME backgrounds
Faster and more reliable services	Popular option but mainly to encourage non-users to use the bus (most participants were regular users)	Popular option but mainly to encourage non-users to use the bus (most participants were regular users). Stratford to Leamington service could be faster	(#1) Most popular option with reducing journey times and improved journey time reliability seen as a priority to encourage current car users
More comprehensive services	(#1) Buses running later in the evenings and weekends is the most attractive element of this option with requests for improved frequency on some routes	(#4) Requests for more places to be served by bus to improve social inclusion	Seen as an attractive option to serve more places and later evenings and weekends by bus
Better integrated services	Integration between buses is a less popular option but some requests for better integration between bus and rail	Need for better connecting services across Rugby. Would rather have a direct bus service to Birmingham from Nuneaton	(#3) Less popular but better connecting services seen as important for some
Greener services	Environmental issues are important and greener services would encourage bus use	Improvements needed for better air quality. Concern around silent electric buses from people with visual impairments	Although important, concerned that these measures would take longer to implement due to the current political climate in UK
Better journey information	(#4) Better digital and static information a definite priority, with particular enthusiasm for better bus journey planning apps	(#3) Real-time information at bus stops, provision of next stop displays and audio announcements all provide re-assurance to users	(#2) Important option to ensure better awareness of bus services. Both digital and paper-based methods need improving.

Options for improvement	Residents aged 16-24 years	Residents with non-physical, hidden disabilities	Residents from BAME backgrounds
Better facilities on bus	Comfort of buses is acceptable. Charging points are useful, Wi-Fi not a necessity. Accessibility for people with specific mobility needs requires improvement	(#1) Cleaner vehicles requested (particularly cleaner windows), provision of next stop displays and audio announcements for visually impaired. Wi-Fi not essential.	Not deemed to be as important as improving facilities at bus stops although consideration needs to be given to social distancing currently
Better facilities at the bus stop	(#2) Overwhelming consensus to improve waiting facilities with provision of shelters as a minimum. Seating not crucial	(#2) overwhelming consensus that bus stops need to be improved. Better seating, lighting and CCTV provision and hard standing surfaces requested. Real time information and audible information at stops would help reassure users	Consensus that bus stops need to be improved, with better lighting, seating and shelters although most people felt generally safe when waiting for the bus
Cheaper / easier to understand fares	(#3) Emphasis on simplicity ahead of cost (although group tends to have less disposable income). Multi-operator ticketing and contactless seen as the future. No real interest in Demand Responsive Transport (DRT).	Cost of using bus services is less relevant to this group, most of whom have free bus passes. Requests for more consistent fares to provide added confidence to bus users. DRT positively received	(#4) Buses need to be cheaper to encourage more people to use them. Enthusiasm for a contactless and capped card system (especially for infrequent travellers). DRT seen as a good idea to serve rural areas

Conclusions

- 3.17 There were differences in opinions both within and between the three groups with respect to prioritisation of potential measures to be included in the Warwickshire Bus Service Improvement Plan.
- 3.18 There was a general consensus amongst residents from BAME backgrounds that faster and more reliable services, better journey information, more comprehensive services and cheaper and easier to understand fares would be the measures most likely to encourage non-users to try using bus services in Warwickshire.
- 3.1 There was less consensus amongst the group of residents with hidden disabilities, with the obvious exception that better facilities on the bus and at the bus stop should be the main priority areas to be addressed. Better on-bus information through provision of next stop displays and audio announcements in particular was a popular request for this group of residents to assuage their anxiety when travelling by bus.
- 3.2 Younger people tended to be more positive about their experiences of bus use in general, but requested more comprehensive services, improved waiting facilities at stop, lower and simpler to understand fares (with a particular preference for contactless, multi-operator ticketing solutions) and the provision of better journey information, both in static and digital form (but with an emphasis on providing improved bus planning and journey tracking apps).

4. BSIP Stakeholder Engagement Survey

- 4.1 This section includes the methodology and results of the Warwickshire BSIP Stakeholder Engagement Survey and a conclusion summarising the key findings of this survey.

Methodology

- 4.2 An online survey was developed to understand stakeholders' views of the bus network in Warwickshire and the priority order for potential improvements that could be made to local bus services to encourage people to use them more frequently.
- 4.3 The Survey was open to key business and community group stakeholders, relevant Borough and District Council officers, officers from neighbouring local authorities and rail stakeholders across Warwickshire to respond to. The Survey ran for a period of 5 weeks between 17th August and 19th September 2021. A copy of the full survey questionnaire can be found in Appendix D.
- 4.4 The Survey was promoted via an email (including the Survey link) sent by WCC's Economy and Skills team to all business and community group stakeholders on their mailing list, and also via an article which featured in the August edition of Warwickshire Means Business. In addition, ITP sent the Survey link via email to Borough and District Council and neighbouring local authority officer and rail stakeholder contacts provided by the WCC BSIP Project Board.

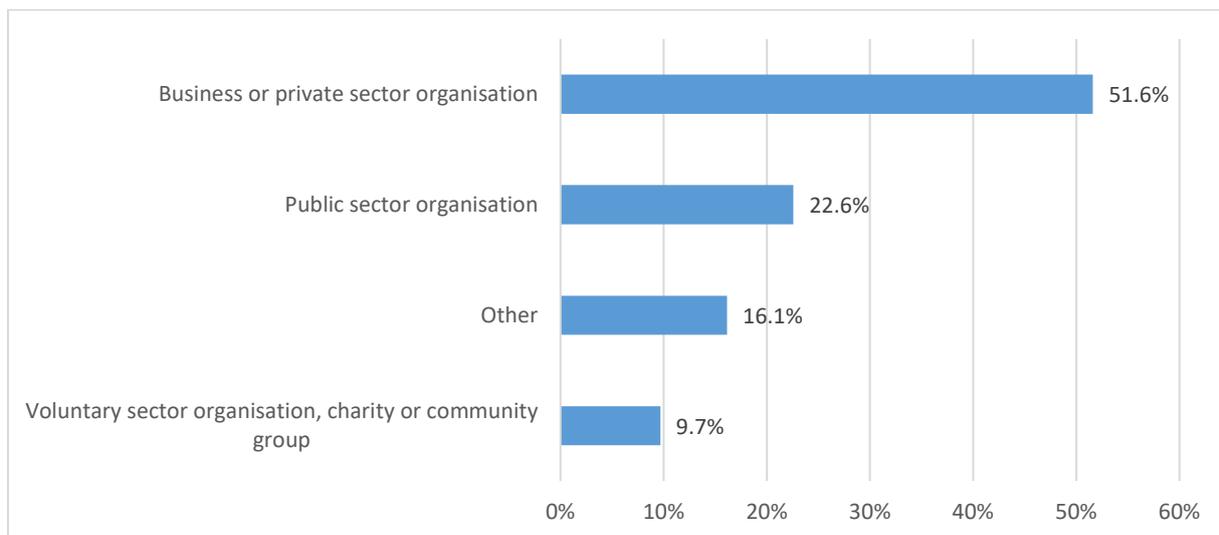
Survey results

- 4.5 There were a relatively small number of respondents to the Stakeholder Engagement Survey (31), however a relatively large cross-section of businesses across Warwickshire were represented in the Survey response alongside responses received from officers from Warwickshire Borough and District Councils, neighbouring authorities and rail stakeholders.

Sample characteristics

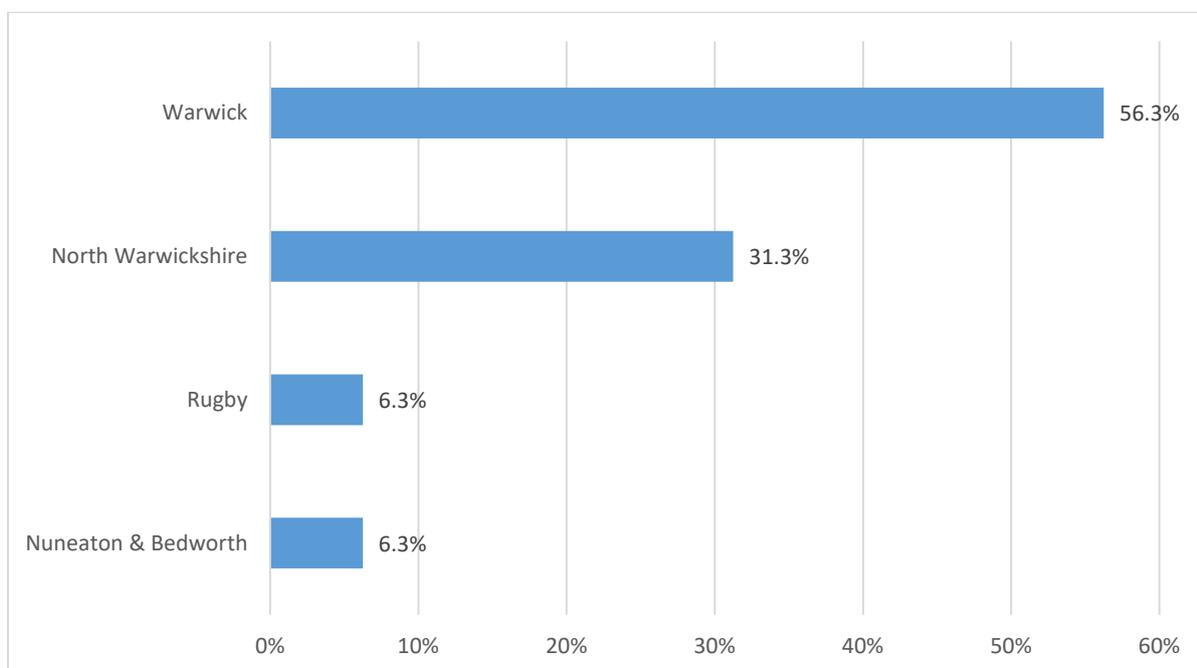
- 4.6 Just over half of the surveyed stakeholders were representing the views of businesses or private sector organisations (51.6%), around a fifth of respondents were representing the views of public sector organisations (22.6%), with representatives of the voluntary sector representatives accounting for 9.7% responses (see Figure 4-1).

Figure 4-1: Survey response by stakeholder type (n=31)



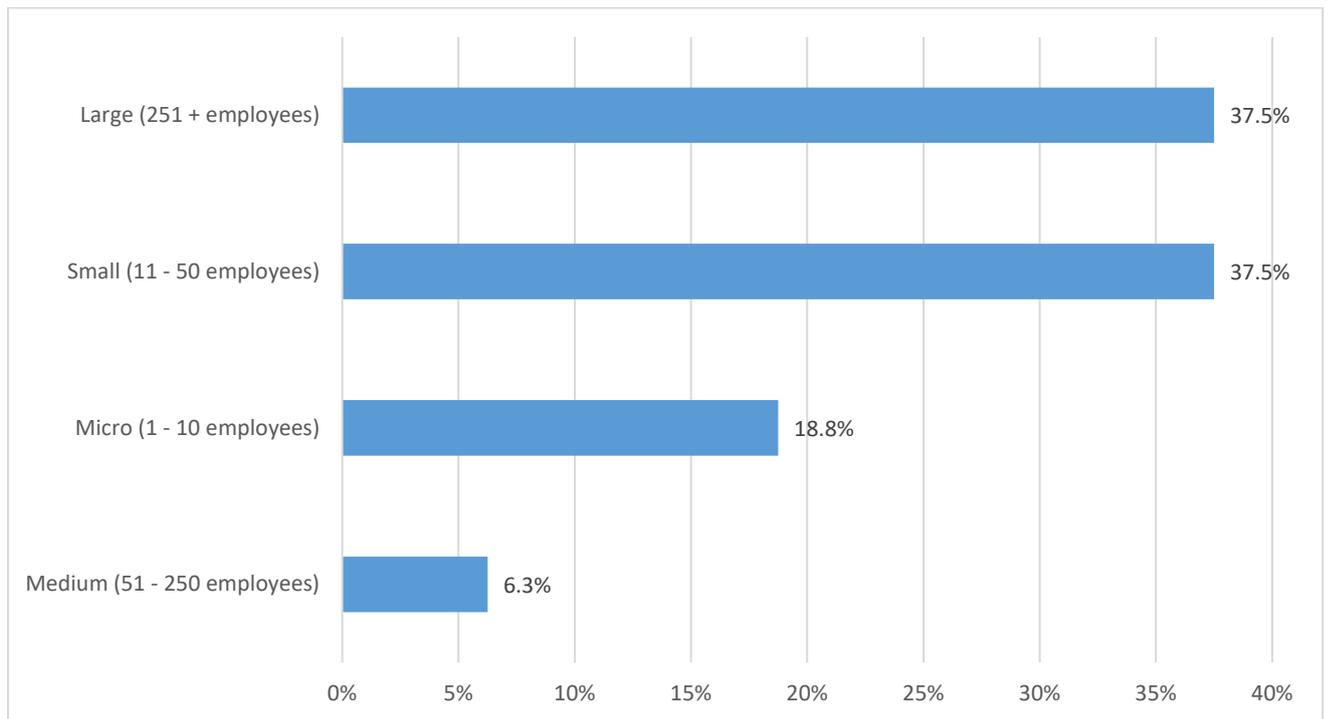
4.7 Figure 4-2 shows of the 16 businesses represented by a response to the stakeholder survey, the majority (56.3%) are based in Warwick District, with just under a third (31.3%) located in North Warwickshire. There were no businesses with a site located in Stratford-on-Avon represented in the Stakeholder Engagement Survey.

Figure 4-2: Business organisation response by location of organisation’s main site (n=16)



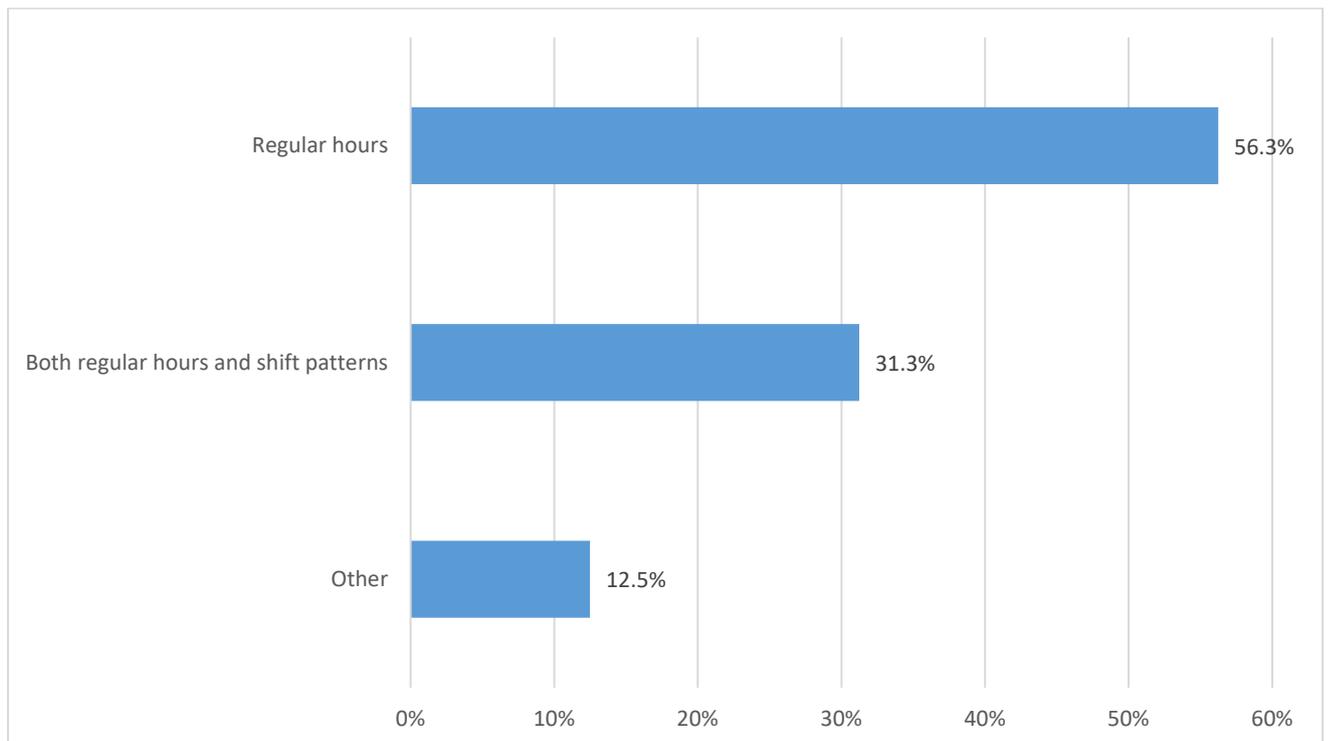
4.8 Figure 4-3 shows that there was a good mix of large, small and micro businesses represented in the stakeholder survey.

Figure 4-3: Business organisation response by size of organisation (n=16)



4.9 Figure 4-4 shows that a majority of these businesses operate during regular office hours with others working a combination of regular and shift or other working hours.

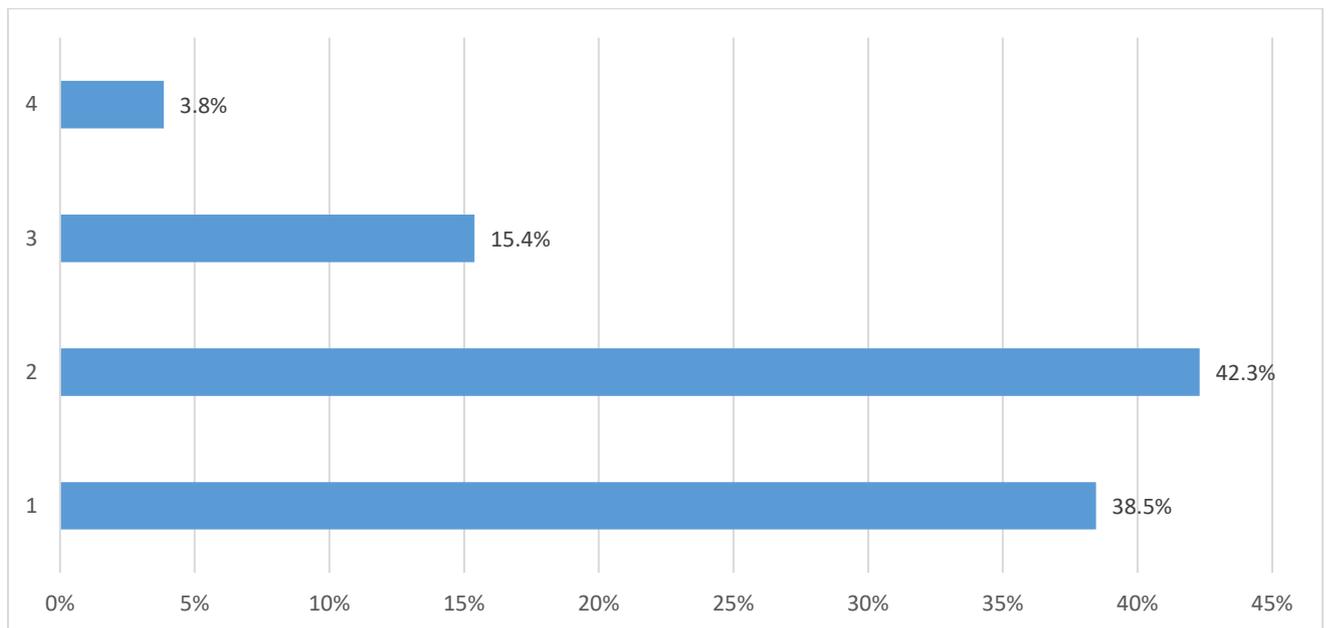
Figure 4-4: Business organisation response by employee work hours (n=16)



Rating of bus services in Warwickshire

4.10 The average rating representing stakeholders' overall impression of the bus network in Warwickshire (Figure 4-5) on a scale from 5 (excellent) to 1 (awful) was 2.13. None of the Survey respondents rated the network as excellent. In fact, the majority of respondents (42.3%) rated the network with a score of 2 out of 5, followed by 38.5% scoring the network 1 out of 5 (awful).

Figure 4-5: Respondents' rating of their overall impression of the bus network in Warwickshire on a scale of 1 (Awful) to 5 (Excellent) (n=31)



Barriers to bus use in Warwickshire

4.11 Table 4-1 shows the verbatim comments provided in response to a question asked about the biggest barriers impacting bus travel in Warwickshire amongst the people that each stakeholder represents. These have been categorised into re-occurring themes in Figure 4-6: Percentage frequency of categorised stakeholder comments reflecting barriers to bus use in Warwickshire (n=25)Figure 4-6.

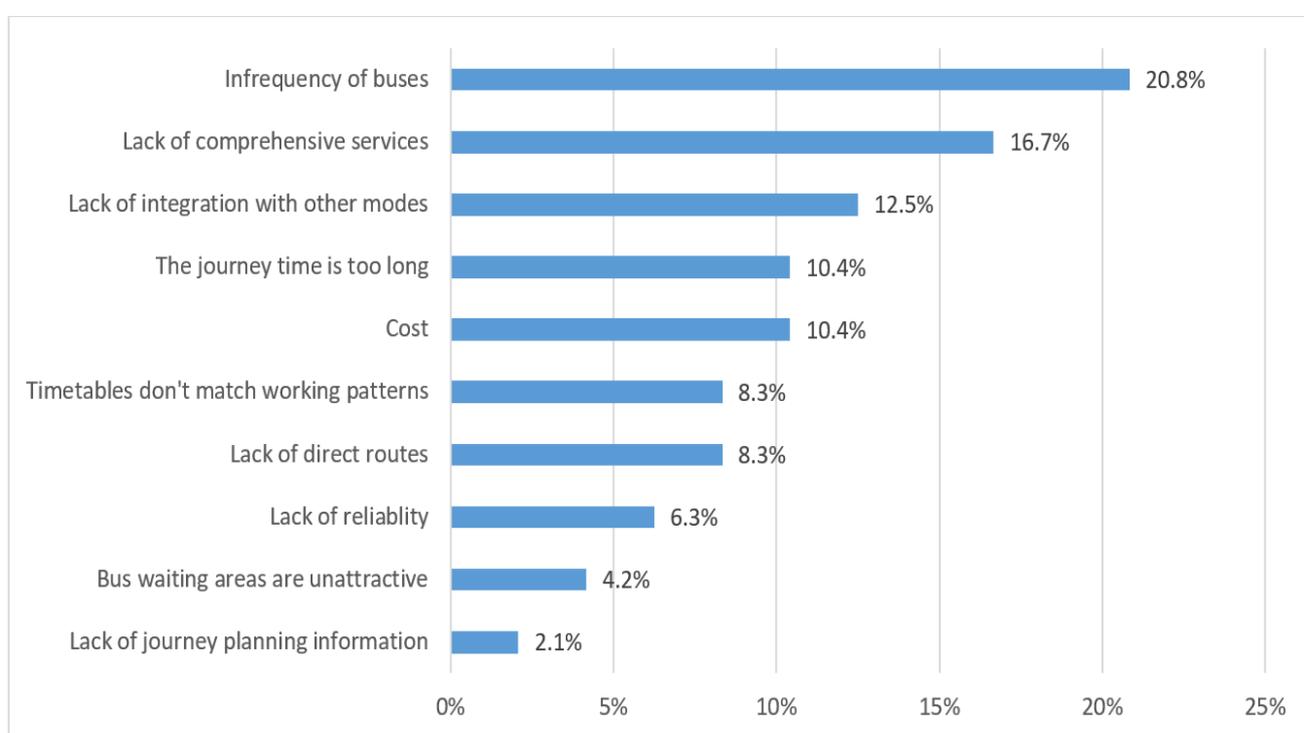
Table 4-1. Stakeholder comments on the barriers impacting people’s use of bus services in Warwickshire

Barriers comments
<p>There are too many gaps in the network between settlements in Warwickshire and settlements in Solihull Borough. Services are of very low frequency and have a very low profile. The X20 provides a really good link from Henley in Arden, Wootton Wawen and Stratford upon Avon into Shirley and Solihull but suffers from a lack of sales pitch to non-users. Similarly the X70 provides a good link from Coleshill to Chelmsley Wood. However, there is no equivalent bus link from Solihull borough into Kenilworth, Warwick or Leamington Spa and very limited bus service between Birmingham Airport / NEC / Resorts World and anywhere in Warwickshire county.</p> <p>The area alongside the airport and the NEC is known as Arden Cross and is planned to be the epicentre of significant commercial and housing development over the lifetime of the Warwickshire BSIP. A strong plan for bus links from Arden Cross to Warwickshire needs to be drawn up and implemented ready for the opening of Birmingham Interchange station. Generally bus journey times are too long, vehicle type is not consistent and street side infrastructure is overlooked. However, by far the largest reason why people from Solihull borough do not use bus services into Warwickshire is the high availability of cheap car parking in Warwickshire towns.</p>
<p>Inadequate co-ordination between services - the provision of bus services is not like the old Midland Red approach where there was a timetable that included all services and you could work out connections etc.</p> <p>Bus services are too infrequent to enable people to make them a choice</p> <p>The council needs to be much better at integrating buses with train services.</p>
<p>Poor overall road network, leading to congestion and loss of timings of journeys.</p>
<p>Lack of services for many rural communities in Stratford-on-Avon District. There are frequent services in Stratford-upon-Avon town and along various arterial routes but elsewhere there are very limited services.</p> <p>Having said that, very few people would use bus services anyway due to high levels of car ownership in the District. Using the bus would need to be made considerably more attractive through improvements to the frequency and reliability of services and the image of buses.</p>
<p>High cost of bus fares.</p>

Frequency of bus services in relation to development proposals.
Insufficient bus services and poor time schedules.
Expensive services that do not cross ticket with onward rail travel - need to work like Transport for London.
1) They do not live on a bus route, or too far from Warwick e.g. Rugby, Coventry, Daventry. 2) Those that do live in Warwick/Leamington found the service too infrequent to be convenient, and journeys would involve a change of buses, making the journey significantly longer than by car.
No one lives near a direct bus route.
Lack of spread for surrounding villages and connection to Warwick University.
Not having a regular bus service from the train station to the Technology Park.
Lack of frequent services to/from Leamington.
Complete lack of useable connections near the office.
Buses go through a convoluted route which takes a journey that should take 20 minutes, 1 hour 15 minutes. Buses between Leamington and Warwick have been scrapped and so a single bus picks up the slack and changes its route to do the journey of 2 buses.
The bus from Leamington to Warwick Technology Park is too infrequent and takes too long.
There are no buses to use with our start/finish times,
Our shift patterns don't match the bus timetable.
The times when the bus arrives does not match the working hours and also there are no buses always available (at night-time).
Cost of bus tickets making it more cost effective to drive and park in most cases.
Not enough late night buses.
The cost of the bus fares, they are very expensive in Nuneaton.
The two most frustrating things are infrequency of buses, and their inconsistency. I'm often put off by the wait time as we only get a bus once an hour. The timings of the buses are also inconsistent which makes planning my journey difficult, and I often end up asking for a lift or even ordering a taxi to save time. When I visit other larger towns, the bus stops have digital displays, with an ETA for the next bus which helps me to time journeys.
I also think on top of this that accessibility is a huge issue. Most stops don't have anywhere to sit for elderly or disabled bus users. Or are on cracked pavements that make accessing the stop difficult if you're elderly/in a wheelchair/ have a pram with you.

4.12 As a summary of the above, Figure 4-6 shows that the main barriers to using buses, as represented by stakeholder comments, are a lack of frequent bus services (20.8% of all comments received), followed by a lack of a comprehensive network (16.7%) and a lack of integration between bus and train services (12.5%). Issues of long journey times (10.4%), the relative expense of bus travel (10.4%), a lack of integration of bus timetables with working patterns (8.3%) and a lack of direct bus routes (8.3%) were also raised more than once by stakeholders responding to the Survey.

Figure 4-6: Percentage frequency of categorised stakeholder comments reflecting barriers to bus use in Warwickshire (n=25)



Views on potential improvements to bus services in Warwickshire

4.13 Stakeholders were also asked to rank a pre-prepared list of ten potential Warwickshire BSIP measures in the order in which the organisation they represent would want to see them prioritised in order to improve bus services in Warwickshire.

4.14 Based on the outcome of this process, Table 4-2 shows that improving the reliability of local bus services was the measure ranked highest by stakeholders, followed by improving the frequency of services, extending bus service hours earlier and later in the day and at weekends, providing for a more comprehensive network and addressing the issue of the cost of using the bus. Interestingly the provision of journey planning

information was the measure ranked lowest by stakeholder in contrast to the feedback received through the Public Engagement Survey.

Table 4-2: Stakeholder ranking of potential bus service improvement measures (n=13)

Answer Choice	Total Score	Overall Rank
Reliability of service	192	1
Frequency of service	185	2
More services earlier in the morning, later in the day and/or at weekends	180	3
Buses that serve more places	171	4
Cost of fare	170	5
Journey time	167	6
Integration with other modes	160	7
Ability to use one ticket on any bus	135	8
Quality and comfort of the bus journey (including customer service aspects)	127	9
Provision of journey planning information	108	10

Other comments received from stakeholders

- 4.15 Other verbatim comments received from stakeholders are provided in Table 4-3 below, with a summary of these comments provided in Table 4-4.
- 4.16 Requests for rural hubs and rural services which use smaller vehicles, potentially on a flexible, demand responsive basis, were made most frequently by stakeholders (18.2% of all other comments received) in this part of the Survey alongside requests for increased integration with new housing and business development (18.2%). Further requests for infrastructure improvements, integration improvements and bus stop improvements were also suggested by multiple respondents alongside additional comments on the need for a more comprehensive network running earlier in the morning and later in the day in Warwickshire.

Table 4-3: Other comments provided by stakeholders (n=11)

Other comments
<p>The Warwickshire BSIP should address funding for service support, infrastructure maintenance, infrastructure development and overall network development. Without reliable sources of funding we do not see how the BSIP can be successful.</p>
<p>Buses should not be used where train travel would be a better option.</p>
<p>To make the service levels better for passengers to leave their cars it is important that rail and bus hubs are developed to take regard of the number of housing developments in Warwickshire.</p>
<p>It seems to me that much greater use of smaller buses, even minibuses, would be more flexible and appropriate for rural services between villages and larger towns.</p> <p>One idea I have raised on occasions is the concept of a circular route which uses minibuses going through villages in the Southam area to take people to/from the town as a local hub which provides a range of shops and services. Such a route would probably take say 45 to 60 minutes each time and be continuous throughout the day.</p>
<p>Relate to planned growth particularly Rugby Town Centre and Rugby South West so that long term planning can be co-ordinated</p>
<p>I represent the Abbey Park Office Campus at Stareton just one mile from Stoneleigh Park which is another significant employment centre. When Abbey Park is fully developed it will employ around 2,000/3,000 people.</p> <p>The two centres of Abbey Park and Stoneleigh Park should be treated as one major employment area with bus services from Leamington, Warwick, Kenilworth and Coventry with integration with rail stations. Services should be targeted to provide early morning and late afternoon service.</p>
<p>Better bus stops with information screens on main routes</p>
<p>Roads around Warwick, and the number of new housing developments will mean the highways won't be able to cope with the increase in demand from Buses let alone cars!</p> <p>Public transport isn't the answer, no one will use them for commuting into Warwick from outside Warwick. Some companies have actually hired their own services from and to Warwick Parkway (i.e. National Grid)</p>

There are no shuttle bus or direct bus services to Warwick Tech Park. The Park employs a huge number of employees who all leave by car at the same time. The traffic used to be a nightmare before the houses were built around the Technology Park. Now that there are housing estates adding to the already congested roads at rush hour, it is going to be a nightmare even for buses to get to and from the technology park during rush hour without a dedicated bus lane.

I do not believe that large buses should be put on as a matter of course. There is a refusal service that goes past my house and only one or two people are on the bus. Why can't a smaller bus be used ? Surely the ticket sales could determine the size of the bus required. This has gone on for over 11 years without anything changing

Please provide bus shelters, people will not wait in the rain for a late bus - they will simply not bother to use public transport.

Electric or hybrid buses would be great, and would help our local authority reach its net zero commitments.

Table 4-4: Percentage frequency of categorised other comments provided by stakeholders (n=13)

BSIP comment category	% of all responses received
Rural hubs/smaller vehicles with flexible services	18.2%
Integration with new housing/business developments	18.2%
Integration with rail services	13.6%
Infrastructure development e.g. bus priority lanes	13.6%
More destinations served	9.1%
Longer hours of operation	9.1%
Better bus stops	9.1%
Journey planning information	4.5%
Electric/hybrid vehicles	4.5%

Conclusions

- 4.17 Whilst the Stakeholder Engagement Survey received relatively few responses, over half of them came from a range of Warwickshire businesses who otherwise may not have been engaged in the BSIP development process. In addition, the response from Borough and District Council and neighbouring authority officers and rail stakeholders

has been supplemented with a series of one to one depth interviews and group discussions with an additional 30+ individual stakeholders whose views have been fed directly into the development of the Warwickshire BSIP.

- 4.18 In terms of the key themes from the Survey, the current bus network in Warwickshire was generally scored poorly (2 out of 5 on average) by stakeholders. The key barriers to bus travel were felt to be a lack of frequent bus of services, a lack of comprehensive bus service coverage across Warwickshire and a lack of service integration. The issue of access to and from rural areas and new developments by bus was also regularly mentioned.
- 4.19 Improving the reliability of local bus services was ranked highest as a potential BSIP measure by stakeholders, followed by improving the frequency of services, extending bus service hours earlier and later in the day and at weekends, providing for a more comprehensive network and addressing the issue of the cost of using the bus.

Appendix A

Ask Warwickshire Public Engagement Survey Questionnaire

BACKGROUND INFORMATION

Q1 Please tell us in which role you're responding to this survey?: *[Allow selection of one option only]*
[MANDATORY]

- I am a member of the general public *[Route to Q3]*
- I represent a business or private sector organisation *[Route to Q2]*
- I represent a voluntary sector organisation, charity or community group *[Route to Q2]*
- I am a member of a special interest group *[Route to Q2]*
- I am a Warwickshire County Council employee (please specify below) *[Route to Q2]*
- I am an employee of another public sector organisation *[Route to Q2]*
- I am an elected member of a council or Parliament *[Route to Q2]*
- Other (please specify below) *[Route to Q2]*

.....

Q2 Are you providing your organisation's official response to this survey, responding as an elected member of a council or Parliament or providing your own individual response? [MANDATORY]

- Organisation's official response *[Route to Q22]*
- Responding in my capacity as an elected member of a council or Parliament *[Route to Q22]*
- My own individual response

QUESTIONS FOR INDIVIDUALS

Q3 Which Warwickshire district or borough do you live in? *[Allow selection of one option only]*
[MANDATORY]

- North Warwickshire Borough
- Nuneaton & Bedworth Borough
- Rugby Borough
- Warwick District
- Stratford-on-Avon District
- I live outside of Warwickshire (please specify below)

.....

Q4 What is your full postcode? This will allow us to see what types of areas people are responding from. It will not identify your house.

.....

- Prefer not to say

Q5 Which methods of transport do you use regularly? Please select all that apply [MANDATORY]

- Bus
- Train
- Tram
- Car (as a passenger)
- Car (as a driver)
- Taxi
- Motorbike/moped
- E-scooter

- Bicycle
 - Walk
 - Other (please specify below)
-

TRAVEL BY BUS

Q6 Thinking about a typical week before the Covid-19 pandemic (before 1st March 2020), how often, if at all, did you use a local bus service in Warwickshire? *[Allow selection of one option only]* [MANDATORY]

- 5 or more days a week
- 2-4 days a week
- Once a week
- Once a month
- Less than once a month
- Never *[Route to Q9]*

Q7 Thinking about a typical week before the Covid-19 pandemic (before 1st March 2020), what were your usual/most frequent reason(s) for travelling by local bus in Warwickshire? Please select all that apply. [MANDATORY]

- Travel to and from work
 - Travel during course of employment / business
 - Shopping
 - Social, including to meet with or visit friends or relatives
 - Exercise or leisure facility or venue
 - Education (including taking children to school)
 - Health or medical appointment
 - Other (please specify below)
-

Q8 After all social distancing restrictions related to the Covid-19 pandemic have been removed how do you expect your use of local bus services will change (compared to how you used to travel before the Covid-19 pandemic before 1st March 2020)? *[Allow selection of one option only]* [MANDATORY]

- I expect my bus use to remain about the same as before the Covid-19 pandemic
- I expect to use the bus for fewer journeys than before the Covid-19 pandemic
- I expect to use the bus for more of my journeys than before the Covid-19 pandemic
- Don't know

Q9 After Covid restrictions have been lifted, do you envisage your patterns of travel (frequency, time and destination of travel) to and from work changing? *[Allow selection of one option only]*

- Yes *[Route to Q10]*
- No *[Route to Q11]*
- Don't know *[Route to Q11]*
- I don't travel to and from work *[Route to Q11]*

Q10 After Covid restrictions have been lifted are you therefore likely to use the bus more, less or about the same as you do now at the following times of day for work purposes? Please tick one box for each time period [Allow selection of one option per row only]

	Likely to use the bus more	Likely to use the bus about the same	Likely to use the bus less	Bus use at this time will not be applicable to me
Early mornings (before 0700)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Morning peak (0700-0900)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
During the day (0900-1600)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Afternoon peak (1600-1800)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
After 6pm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q11 To what extent, if at all, would the following make you use local buses in Warwickshire more? Please tick one box for each improvement [Allow selection of one option per row only]

	A great deal	To some extent	Not very much	Not at all	Don't know
Faster and more reliable services					
i. Journey times on local bus services made quicker	<input type="checkbox"/>				
ii. Delays on local bus services reduced to make journey times more reliable	<input type="checkbox"/>				
More comprehensive services					
iii. Local bus services near you operating more frequently	<input type="checkbox"/>				
iv. Local buses near you operating later in the day or earlier in the morning	<input type="checkbox"/>				
v. More bus services at evenings and weekends	<input type="checkbox"/>				
vi. Local buses near you serving more destinations	<input type="checkbox"/>				
Better integrated services					
vii. Better connections between bus services	<input type="checkbox"/>				
viii. Better connections between bus services and rail services	<input type="checkbox"/>				
ix. Better connectivity between bus and cycling (cycle parking and cycle paths serving bus stops)	<input type="checkbox"/>				
Greener services					
x. Services operated with electric or other zero emission vehicles	<input type="checkbox"/>				
xi. Services operated with more modern vehicles	<input type="checkbox"/>				

Better journey information

- | | | | | | | |
|-------|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| xii. | Information on local bus services provided via journey planning websites and apps | <input type="checkbox"/> |
| xiii. | Better on-bus information such as 'next stop' displays or announcements | <input type="checkbox"/> |
| xiv. | Provision of real time information at bus stops (display providing an accurate count down in minutes to the arrival of the next bus) | <input type="checkbox"/> |
| xv. | Better provision of static bus timetable information at stops | <input type="checkbox"/> |
| xvi. | Better customer service from bus drivers | <input type="checkbox"/> |

Better facilities on bus

- | | | | | | | |
|--------|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| xvii. | Better availability of Wi-Fi on board buses | <input type="checkbox"/> |
| xviii. | Better availability of electric charging points on board buses | <input type="checkbox"/> |
| xix. | Better interior cleanliness of the vehicle | <input type="checkbox"/> |
| xx. | Better availability of seating on bus | <input type="checkbox"/> |
| xxi. | Better facilities to cater for a disability on bus | <input type="checkbox"/> |
| xxii. | Better facilities on bus to carry buggies / shopping etc. | <input type="checkbox"/> |

Better facilities at stop

- | | | | | | | |
|--------|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| xxiii. | Better availability of seating at bus stops | <input type="checkbox"/> |
| xxiv. | Better waiting environment (e.g. provision of shelters and hard standing areas) | <input type="checkbox"/> |
| xxv. | Better facilities to cater for a disability at stop | <input type="checkbox"/> |
| xxvi. | Improved safety at bus stops or shelters (e.g. provision of lighting and CCTV) | <input type="checkbox"/> |

Cheaper / easier to understand fares

- | | | | | | | |
|---------|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| xxvii. | Lower fares | <input type="checkbox"/> |
| xxviii. | Simpler fare options | <input type="checkbox"/> |
| xxix. | Contactless fare payment on buses | <input type="checkbox"/> |
| xxx. | Having daily or weekly ticket caps and a card which automatically assigns the best fare | <input type="checkbox"/> |
| xxxi. | Wider availability of multi-operator tickets (or e-tickets) that could be used on more than one operator's buses | <input type="checkbox"/> |

- xxxii. On-demand bus services booked and paid for at short notice with an app

TRAVEL BY OTHER METHODS OF TRANSPORT

Q12 If you use an alternative method of transport to the bus, why do you choose it? Tick all that apply [MANDATORY]

- It is significantly quicker than the bus
- It is cheaper to use than a bus ticket for the same journey
- The reliability of journey time is better than on the bus
- The bus is less convenient
- The bus is less comfortable
- The nearest bus stop is too far from my home
- Buses are not available at the times I need them
- Buses do not go directly to the places I need to get to.
- It is more complicated to travel by bus
- I feel less safe using the bus
- I have a disability or mobility difficulty which means I am unable to walk to a bus stop
- I have too much baggage to carry to/from/on a bus.
- I have to do several trips at once which can't be done by bus, for instance, taking the children to school on the way to work, or visiting the supermarket around caring for relatives.
- The bus is less environmentally friendly.
- Car parking is freely available at my destination
- Other (please specify below)

.....

- Not applicable (there is no local bus available)

ABOUT YOU

Warwickshire County Council is committed to ensuring that its services, policies and practices are free from discrimination and prejudice, meet the needs of all sections of the community and promote and advance equality of opportunity.

It is voluntary to disclose this information but doing so will help us:

- Better understand the communities we serve
- Enable us to ensure that we can identify, tackle and prevent issues that would otherwise prevent engagement with different groups of people
- Ensure our services are suitable for and reach as wide an audience as possible
- Ensure our consultation has reached as wide an audience as possible
- Meet our obligations under the Equality Act 2010

If you have any questions in relation to this data collection, please email:
equalities@warwickshire.gov.uk

Q13 What was your age on your last birthday? *[Allow selection of one option only]*

- Under 18
- 18 – 24
- 25 - 39
- 40 – 49
- 50 – 59
- 60 – 64
- 65 – 74
- 75 +
- Prefer not to say

Q14 Do you have a long standing illness or disability (physical or mental impairment that has a 'substantial' and 'long-term' negative effect on your ability to do normal daily activities)? *[Allow selection of one option only]*

- Yes
- No
- Prefer not to say

Q15 Do you have a concessionary bus pass entitling you to free travel? *[Allow selection of one option only]*

- Yes
- No

Q16 Which of the following best describes you? *[Allow selection of one option only]*

- Employed full-time (30 or more hours per week)
- Employed part-time (less than 30 hours per week)
- Self employed
- Government supported training programme
- Full-time education (school / college / university)
- Unemployed and available for work
- Long term sick / disabled
- Wholly retired from work
- Looking after the home
- Other (please specify below)

.....

- Prefer not to say

Q17 Do you identify as: *[Allow selection of one option only]*

- Female
- Male
- Non-binary / agender / gender-fluid
- Prefer to self-describe (please specify below if you wish)

.....

- Prefer not to say

Q18 Does your gender identity match your sex registered at birth?

- Yes – my gender is the same as at birth
- No – my gender identity has changed
- Prefer not to say

Q19 What is your ethnic group? [*Allow selection of one option only*]

- Arab
- Asian or Asian British - Bangladeshi
- Asian or Asian British - Indian
- Asian or Asian British - Pakistani
- Chinese
- Other Asian Background
- Black or Black British - African
- Black or Black British - Caribbean
- Other Black Background
- Mixed - Asian and White
- Mixed - Black African and White
- Mixed - Black Caribbean and White
- Other Mixed Background
- White British
- White Irish
- Gypsy or Traveller
- Other White background
- Prefer to self-describe (please specify below if you wish)

.....

- Prefer not to say

Q20 Do you have a religion or belief? [*Allow selection of one option only*]

- Baha'i
- Buddhist
- Christian
- Hindu
- Jewish
- Muslim
- Sikh
- Spiritual
- Any other religion or belief (please specify below if you wish)

.....

- No religion
- Prefer not to say

Q21 What is your sexual orientation?

- Asexual
- Bi / bisexual
- Gay man

- Gay woman / lesbian
- Heterosexual / straight
- Pansexual
- Other
- Prefer to self-describe (please specify below if you wish)

.....

- Prefer not to say

[Route to Q25 for those responding as a member of the public or those representing an organisation, business, charity, community group, special interest group or constituency but providing an individual response]

QUESTIONS FOR PEOPLE RESPONDING ON BEHALF OF AN ORGANISATION

Q22 In which district/borough do you work or undertake your role? *[Allow selection of one option only]* [MANDATORY]

- North Warwickshire
- Nuneaton & Bedworth
- Rugby
- Warwick
- Stratford-on-Avon
- County-wide
- Other (please specify below)

.....

Q23 To what extent, if at all, do you think the following would make people whose views you represent (constituents, employees, members etc) use local buses in Warwickshire more? *[Allow selection of one option per row only]*

	A great deal	To some extent	Not very much	Not at all	Don't know
Faster and more reliable services					
i. Journey times on local bus services made quicker	<input type="checkbox"/>				
ii. Delays on local bus services reduced to make journey times more reliable	<input type="checkbox"/>				
More comprehensive services					
iii. Local bus services operating more frequently	<input type="checkbox"/>				
iv. Local buses operating later in the day or earlier in the morning	<input type="checkbox"/>				
v. More bus services at evenings and weekends	<input type="checkbox"/>				
vi. Local buses serving more destinations	<input type="checkbox"/>				
Better integrated services					
vii. Better connections between bus services	<input type="checkbox"/>				

viii.	Better connections between bus services and rail services	<input type="checkbox"/>				
ix.	Better connectivity between bus and cycling (cycle parking and cycle paths serving bus stops)	<input type="checkbox"/>				
Greener services						
x.	Services operated with electric or other zero emission vehicles	<input type="checkbox"/>				
xi.	Services operated with more modern vehicles	<input type="checkbox"/>				
Better journey information						
xii.	Information on local bus services provided via journey planning websites and apps	<input type="checkbox"/>				
xiii.	Better on-bus information such as 'next stop' displays or announcements	<input type="checkbox"/>				
xiv.	Provision of real time information at bus stops (display providing an accurate count down in minutes to the arrival of the next bus)	<input type="checkbox"/>				
xv.	Better provision of static bus timetable information at stops	<input type="checkbox"/>				
xvi.	Better customer service from bus drivers	<input type="checkbox"/>				
Better facilities on bus						
xvii.	Better availability of Wi-Fi on board buses	<input type="checkbox"/>				
xviii.	Better availability of electric charging points on board buses	<input type="checkbox"/>				
xix.	Better interior cleanliness of the vehicle	<input type="checkbox"/>				
xx.	Better availability of seating on bus	<input type="checkbox"/>				
xxi.	Better facilities to cater for a disability on bus	<input type="checkbox"/>				
xxii.	Better facilities on bus to carry buggies / shopping etc.	<input type="checkbox"/>				
Better facilities at stop						
xxiii.	Better availability of seating at bus stops	<input type="checkbox"/>				
xxiv.	Better waiting environment (e.g. provision of shelters and hard standing areas)	<input type="checkbox"/>				
xxv.	Better facilities to cater for a disability at stop	<input type="checkbox"/>				
xxvi.	Improved safety at bus stops or shelters (e.g. provision of lighting and CCTV)	<input type="checkbox"/>				
Cheaper / easier to understand fares						
xxvii.	Lower fares	<input type="checkbox"/>				

xxviii. Simpler fare options	<input type="checkbox"/>				
xxix. Contactless fare payment on buses	<input type="checkbox"/>				
xxx. Having daily or weekly ticket caps and a card which automatically assigns the best fare	<input type="checkbox"/>				
xxxi. Wider availability of multi-operator tickets (or e-tickets) that could be used on more than one operator's buses	<input type="checkbox"/>				
xxxii. On-demand bus services booked and paid for at short notice with an app	<input type="checkbox"/>				

Q24 Which of the following aspects of local bus service provision could be improved to support your organisation or the people whose views you represent (constituents etc.) in recruiting and retaining staff from Warwickshire? Tick all that apply [MANDATORY]

- Reliability of service (i.e. bus turns up according to timetable)
- Journey time
- Cost of fare
- Ability to use one ticket (or e-ticket) on any bus
- Distance to the bus stop from start / end point of journey
- Time service starts in the morning and ends at night
- Frequency of service (i.e. number of buses per hour)
- Provision of journey planning information (e.g. websites)
- Stations and stops that allow interchange with rail, tram or other bus services
- Lack of facilities to cater for a disability
- Other (Please specify below):

.....

FURTHER CONTACT

Q25 Please indicate below if you would be willing to be contacted about future transport initiatives in Warwickshire [Allow selection of one option only]

- Yes [Route to Q26]
- No [Route to End Statement]

Q26 If you are happy to be contacted, please provide your contact details.

Name:

Organisation (if applicable):

Email:

Phone:

Thank you for taking the time to complete this survey. Feedback will inform the development of the Bus Service Improvement Plan to be considered by Warwickshire County Council's Cabinet. Subject

to Cabinet agreement, the Bus Service Improvement Plan will be published at the end of October 2021.

Following on from this, the County Council and all bus operators in Warwickshire will form a statutory Enhanced Partnership setting out how we will work together to deliver the aspirations of the Bus Service Improvement Plan. This will require further engagement with residents, public sector, private sector and voluntary organisations, prior to the formal launch of the Enhanced Partnership and EP Scheme(s) in April 2022.

Appendix B

Warwickshire BSIP Hard To Reach Groups Focus Group Topic Guide & Presentation

Title: Warwickshire BSIP Hard to Reach Groups Engagement – Topic Guide
Date: 2nd September 2021
Author: Jim Bradley
Project Code: 3655
Rev: V1-0



1 WELCOME & INTRODUCTION (5 MINUTES)

- 1.1 Many thanks for taking the time to attend this discussion group today. My name is Jim Bradley, and I am being assisted today by Phoebe Garside. We work for Integrated Transport Planning Ltd, an independent transport planning and research consultancy and have been commissioned by Warwickshire County Council to explore people's views of bus services in Warwickshire.
- 1.2 The purpose of today's discussion is to find out a little bit about your use of buses in Warwickshire, to assess the barriers to you using the bus, including the impact of the Covid-19 pandemic, and to understand which aspects of local bus service provision are most in need of improvement.
- 1.3 The session is not expected to last for more than one and a half hours, and I will be using a topic guide to ensure we cover all of the discussion points that are relevant to our research at this stage. Before we start I have a few ground rules for the discussion which are:
 - Please be as frank and honest as you can about your opinions, even if you think that they may not be popular;
 - Please speak clearly and one at a time when you are asked to do so;
 - Please be courteous with each other, and;
 - Please turn off any mobile phones you may have with you.
- 1.4 Before we proceed, does anyone object if we record the remainder of this discussion? In line with the Market Research Society's Code of Conduct, this recording will be used solely for the purpose of assisting our analysis of this research study. Any direct quotations from the discussion that are made available in our report will be anonymized so that you cannot be identified and any variation to this approach will only occur with your explicit approval.
- 1.5 Finally, does anybody have any questions before we get started?

2 PARTICIPANT INTRODUCTIONS (10 MINUTES)

- 2.1 OK. Can I begin by going around the table and ask each of you to tell me your name, your age, where you live, and a little about where you tend to travel to most regularly in and around Warwickshire and the reasons why you travel there (travelling for work, for education for shopping, leisure purposes etc.)?

[Moderator to lead the process of going around the group to learn everyone's names and to understand a bit of background in terms of where they live and the types of journeys they make regularly in Warwickshire]

3 USE OF THE BUS TO TRAVEL AROUND WARWICKSHIRE (30 MINUTES)

3.1 Thank you. I'd now like to understand a little bit about more about those journeys you make regularly in and around Warwickshire ***[Moderator to summarise responses on the different journeys made as part of the previous discussion, prompting with:]***

- Which types of transport do you tend to use most regularly for these journeys?
- Does this differ according to the type of journey you make (e.g. travelling to work, for education, for shopping or leisure etc.)?
- How often, if at all, do you use the bus and for which kinds of journeys?
- For the regular bus users in the group:
 - Why do you choose to travel by bus?
 - Has the COVID-19 pandemic had any impact on your usage of bus services over the last 18 months?
 - How has the COVID-19 pandemic impacted your use of local buses?
 - Do you think your patterns of bus travel will change post COVID-19?:
 - For which journey purposes do you think your patterns of bus use will change most significantly post COVID-19?
 - How do you think they will change (frequency, time and destination of travel)?
- For the irregular bus users in the group:
 - Why don't you use bus services more frequently in Warwickshire?
 - What are the main factors that make bus services less attractive to you as a travel option ***[Moderator to prompt with the following]:***
 - Relative speed of journey by bus
 - Relative cost of bus use
 - Relative reliability of bus
 - Relative convenience/availability of bus to travel where & when I want to
 - Relative ease of use (including accessibility) of bus
 - Relative comfort and cleanliness of the bus journey
 - Relative personal safety of using the bus
 - Relative ability to trip chain by bus
 - Lack of knowledge and awareness of local bus routes
 - COVID-19 related issues.

4 PRIORITIES FOR BUS SERVICE IMPROVEMENTS IN WARWICKSHIRE (45 MINUTES)

4.1 Warwickshire County Council are working with local bus operators (including Stagecoach, Arriva, National Express and Johnsons) on a plan to improve bus services in the County to encourage those people that currently make trips by car to use the bus instead and to encourage those people that currently use buses, to use them more often.

4.2 We are therefore interested in knowing what improvements need to be made to local bus services in Warwickshire in order to encourage people to use bus services more. I'm going to

share a presentation with you which details some options we are working on for improving bus services and I want you to provide your thoughts as to the level at which each of these options is likely to encourage you to use buses more often in place of using the car. ***[Moderator to present the 8 slides on Bus Service Improvement Plan Options and after presenting each slide, to prompt participants to give their thoughts by asking]:***

- What do you think of this as an option to improve bus services in Warwickshire?
- To what extent, if at all, would this option encourage you to use local buses in Warwickshire more regularly? ***[Moderator to prompt with]:***
 - A great deal;
 - To some extent;
 - Not very much;
 - Not at all.
- Is there anything on this slide that you particularly like and that would definitely encourage you to use the bus more regularly?
- Is there anything on this slide that you don't like and that would not be very effective at encouraging you to use the bus more regularly?

4.3 Now that you have seen our presentation of each of the options for improving bus services in Warwickshire which *three* of the improvements on this final slide do you think would have the biggest impact on encouraging people like you to use bus services in Warwickshire more regularly? ***[Moderator to present slide 9 providing a summary of all 8 Bus Service Improvement Plan Options]***

5 CLOSE (5 MINUTES)

- 5.1 That concludes our discussion, so I just want to say thank you very much for your time today on behalf of Warwickshire County Council and ITP. Your feedback will be included in our report alongside the views and opinions of the other stakeholders to inform the development of the Bus Service Improvement Plan to be considered by Warwickshire County Council's Cabinet. Subject to Cabinet agreement, the Bus Service Improvement Plan will be published at the end of October 2021.
- 5.2 Following on from this, the County Council and all bus operators in Warwickshire will work together to deliver the aspirations of the Bus Service Improvement Plan. This will require further engagement with residents, public sector, private sector and voluntary organisations, prior to the formal launch of the Enhanced Partnership and EP Scheme(s) in April 2022..

Warwickshire Bus Service Improvement Plan (BSIP) Options



Option 1: Faster and more reliable services

- Journey times on local bus services made quicker
- Delays on local bus services reduced to make journey times more reliable





Option 2: More comprehensive services

- Local bus services near you operating more frequently
- Local buses near you operating later in the day or earlier in the morning
- More bus services at evenings and weekends
- Local buses near you serving more destinations





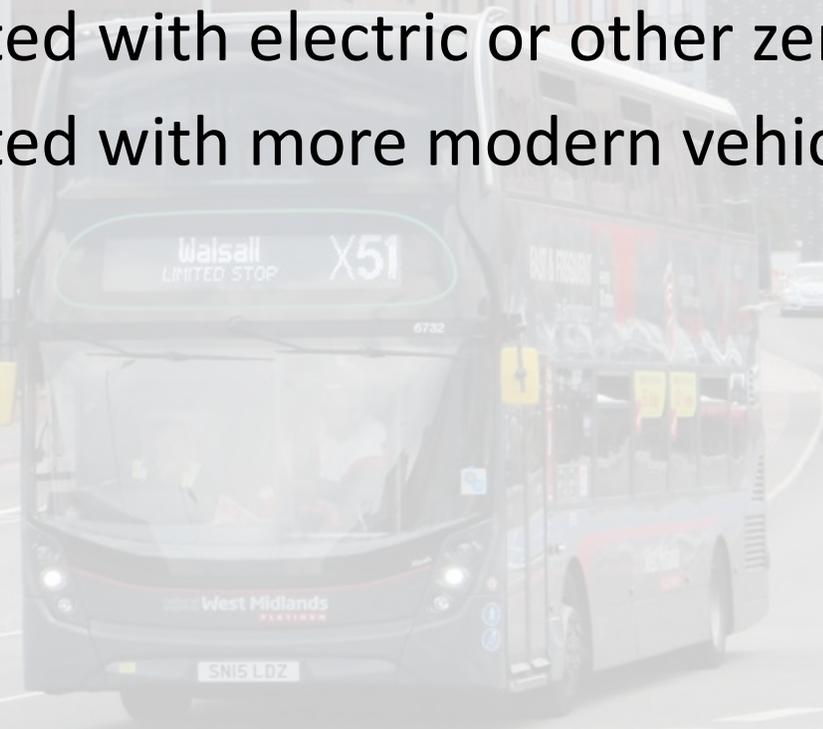
Option 3: Better integrated services

- Better connections between bus services
- Better connections between bus services and rail services
- Better connectivity between bus and cycling (cycle parking and cycle paths serving bus stops)



Option 4: Greener services

- Services operated with electric or other zero emission vehicles
- Services operated with more modern vehicles





Option 5: Better journey information

- Information on local bus services provided via journey planning websites and apps
- Better on-bus information such as 'next stop' displays or announcements
- Provision of real time information at bus stops (display providing an accurate count down in minutes to the arrival of the next bus)
- Better provision of static bus timetable information at stops
- Better customer service from bus drivers





Option 6: Better facilities on bus

- Better availability of Wi-Fi on board buses
- Better availability of electric charging points on board buses
- Better interior cleanliness of the vehicle
- Better availability of seating on bus
- Better facilities to cater for a disability on bus
- Better facilities on bus to carry buggies / shopping etc.





Option 7: Better facilities at the bus stop

- Better availability of seating at bus stops
- Better waiting environment (e.g. provision of shelters and hard standing areas)
- Better facilities to cater for a disability at stop
- Improved safety at bus stops or shelters (e.g. provision of lighting and CCTV)



itp Option 8: Cheaper/easier to understand fares

- Lower fares
- Simpler fare options
- Contactless fare payment on buses
- Having daily or weekly ticket caps and a card which assigns the best fare
- Wider availability of multi-operator tickets that could be used on more than one operator's buses
- On-demand bus services booked and paid for at short notice with an app

Summary of Options

- Option 1: Faster and more reliable services
- Option 2: More comprehensive services
- Option 3: Better integrated services
- Option 4: Greener services
- Option 5: Better journey information
- Option 6: Better facilities on bus
- Option 7: Better facilities at the bus stop
- Option 8: Cheaper / easier to understand fares

Appendix C

Summary of Findings from Warwickshire BSIP Hard To Reach Groups

Title	Focus group with residents aged 16-24 years
Date	14/09/2021
Author(s)	Phoebe Garside
Project Code	3655
Version	1



1. Group Composition

- 1.1 Three participants attended this discussion group: one female and two males. All participants live in Warwickshire, around Nuneaton and Rugby and were aged 14-23. All participants have experience of using the bus in Warwickshire pre-pandemic to differing degrees of regularity. Group participants travel around Warwickshire for a range of purposes mainly to travel to work and school and for shopping and social and leisure purposes.

2. Nature of and Barriers to Bus Use

- 2.1 There is a relatively high level of bus use amongst group participants, partly due to a lack of alternative transport options. All participants use buses on a daily or weekly basis with two using the bus every day. Scores given for the bus service overall ranged from 6 to 10 out of 10. Participants use a wide variety of services provided by two operators – Stagecoach and National Express.
- 2.2 Participants travel by bus at various times during the day. Two use it early in the morning to travel to school. One participant said that they walk 20 minutes to their nearest bus stop and the bus journey to school then takes a further 10 to 20 minutes depending on traffic. They said the bus was often crowded and they often struggled to get a seat. This was echoed by one participant who usually stands to allow those with less mobility than him to sit, adding that the bus is often noisy; however another participant said that they never struggle to get a seat and they found it a relaxing way to travel.
- 2.3 Shopping, work and to meet up with friends were cited as the other main reasons for travelling by bus. Whilst this was often because of a lack of car access, fun, fitness (getting to the bus stop) and environmental concerns were also mentioned as reasons for taking the bus, sometimes over a lift in a car.

“The bus is a fun way to travel and meet up with my friends; it gives me independence”

- 2.4 Walking was the main alternative to bus travel, alongside travelling by train or as a car passenger (to a lesser extent), and this is popular as it is free both in terms of cost and convenience. The cost of the bus was seen as quite prohibitive to more regular bus use, especially given that participants usually had low or no income. This was a particular sticking point for one participant who was not eligible for a free/subsidised bus pass for school.

“It’s not fair I should effectively have to pay to get an education”

- 2.5 In contrast the participant who had a termly rider bus pass uses the bus for about an hour everyday (comprising multiple journeys) and says this plays an active role in her deciding to use the bus with each journey working out at around 45p.

3. Views on potential improvements to bus services

Faster and More Reliable Bus Services

- 3.1 This was a popular choice as a potential BSIP improvement to encourage patronage, although concerns were raised as to whether bus reliability could be increased given the sheer volume of traffic congestion on local roads. Improving journey times was mentioned as being helpful when commuting however participants were already regular bus users so noted this wouldn’t make much difference to them.

More Comprehensive Services

- 3.2 The idea of more comprehensive services was seen as an extremely attractive option amongst all participants. There was considerable enthusiasm for later operating hours and weekend services followed by more destinations served, especially given that the bus is many peoples only method of travel.
- 3.3 There was a consensus that it is difficult to remember a change of timetable at the weekend once you’re used to the weekday timetable. Additionally the reduction in Sunday and Bank Holidays services was viewed as particularly irksome.
- 3.4 The current level of frequency was generally seen as acceptable, although one participant pointed out how inflexible and unattractive that can make getting the bus after work when you’re tired and have to coordinate finish times.

- 3.5 Hub services, such as more frequent buses to Coleshill, were suggested as this would allow a significantly cheaper fare into Birmingham city centre, making the bus more competitive against the train.

Better Integrated Services

- 3.6 This option got a lukewarm reaction as participants rarely made multi-bus or multi-modal trips. There was a general consensus that integration with train timetables would be the most important factor in Rugby in particular.

Greener Services

- 3.7 The environment is a key issue generally amongst younger people with participants stating that increased publicity and awareness of the green credentials of low emission buses would encourage bus usage amongst both them and their peers. One participant expressed concerns that electric buses are still in their infancy and that whilst it would encourage usage it may have to wait for the further development of the Government's overall climate change plan.

Better Journey Information

- 3.8 Increased information for planning journeys, both in static and digital format, was met with enthusiasm, with particular appetite for an improved app for both tracking journeys and planning ahead. The Stagecoach and Nuneaton website was deemed acceptable, but the Stagecoach app was criticised for not being intuitive enough, nor updated regularly and lacking detail; Google Maps was therefore their preferred app for planning and making bus journeys.

"The trainline app is really useful and efforts from bus companies just don't compare"

- 3.9 There was still an appreciation for paper information at bus stops though, with two participants expressing annoyance that timetable information at bus stops is often missing or has been vandalised. Whilst one participant said this wasn't too much of an issue as buses are frequent enough to not require much forward planning, this was countered with the difficulties of delays when you are planning specific trips such as for the commute to work.
- 3.10 Criticism of the lack of customer service from bus drivers was also a key theme, with anecdotes of drivers missing stops in adverse weather conditions, supplying wrong information around changes and issuing incorrect tickets.

"I had to walk for an hour through the snow and ice because the bus driver drove straight past two stops"

- 3.11 The attitude of some drivers, both in Rugby and Nuneaton was also besmirched.

"Sometimes you get a driver who isn't too nice which just makes your day a little bit worse"

Better Facilities on the Bus

- 3.12 There was minimal comment on this option. The general consensus was that mobile 'phone chargers on buses are beneficial, but Wi-Fi is not a necessity.
- 3.13 Although one participant noted that the older buses were generally more uncomfortable, it was agreed they were acceptable, and that the journey length isn't long enough to warrant major changes in this area being a priority.
- 3.14 There were mixed opinions on accessibility, with one participant recalling a few occasions when help hasn't been offered whilst getting on the bus, and another stating that 'help cards' worked well with Stagecoach drivers being attentive to mobility issues.

Better Facilities at the Bus Stop

- 3.15 There was overwhelming consensus that bus stops need to be more inviting and offer shelter as a minimum. Improvements to bus stop lighting was also met with enthusiasm to increase the perception of safety while waiting. Seating was noted to be a 'nice-to-have' but not crucial, although one participant noted that the current slanted bench seating was not particularly useful for larger or disabled individuals.

Cheaper / Easier to Understand Fares

- 3.16 There was a mixed reaction to the idea of cheaper fares. One participant suggested that a zonal system would be beneficial given that the equivalent of a 5 minute walk cost £1.10 by bus, although their preference would be for free school travel.
- 3.17 It was noted that the even though cheaper fares would encourage patronage, operating costs still need to be met. One participant who ranked the overall bus service a 7/10 remarked that value for money was a 6/10.
- 3.18 Simplicity and convenience was a key issue, with multi-operator ticketing, flat rates and contactless payments being the preferred options.

"Contactless payment is the future"

- 3.19 Demand responsive travel was not met with any real interest as it was deemed to be no better than a taxi and would likely encounter a lot of initial teething issues, as well as potentially leading to increased emissions resulting from the need for a greater number of indirect routes to serve the demand.

4. Conclusion

- 4.1 More comprehensive services were chosen as the top priority for two participants, with the other opting for lower and simpler fares. Better facilities at the bus stop was the second most important measure for two participants and third priority for the other; who chose better journey information as the second most important issue to tackle. Faster and more reliable services and integrated services were also on the priority list.
- 4.2 All users seemed to be looking to increase their bus usage overall and rated the services positively, but with room for improvement.

Title Focus group with residents with non-physical, hidden disabilities

Date 15/09/2021

Author(s) Phoebe Garside

Project Code 3655

Version 1



1. Group Composition

- 1.1 Four participants attended this discussion group: three female and one male, with one individual present acting as a representative of people with learning difficulties in Warwickshire. All participants live in Warwickshire, around Nuneaton and Stratford, and have a range of non-physical, hidden disabilities. One participant also has a visual impairment. All participants have experience of using the bus in Warwickshire pre-pandemic to differing degrees of regularity. Group participants travel around Warwickshire for a range of purposes mainly to travel to community centres and for shopping and social and leisure purposes.

2. Nature of and Barriers to Bus Use

- 2.1 There is a relatively high level of bus use amongst all group participants, in part due to a lack of alternative transport options. All participants use buses on a daily or weekly basis.
- 2.2 Scores given for the bus service overall ranged from 5 to 9 out of 10. With more than one participant mentioning the sense of freedom and independence it gave them.

"I like the independence when I travel by myself"

- 2.3 Participants all used Stagecoach services and the reasons for travel were to meet up with support groups, shopping and visiting friends, and in the past to commute to work. Participants travelled either alone or with a support worker and were all happy to travel further afield by bus or train, at least theoretically.
- 2.4 There was very minimal bus travel during the pandemic, either imposed by care companies or from a personal fear from a personal safety perspective. All participants are now returning, or have returned, to the bus but are continuing to take personal safety measures to limit their risk to Covid-19 such as wearing masks and using hand sanitiser.

3. Views on potential improvements to bus services

Faster and More Reliable Bus Services

- 3.1 Participants were generally pleased with the reliability of the buses that they use given that they generally turn up on time and are relatively fast. It was noted that although improvements in this area would encourage increased bus patronage there are many factors outside of the bus operators control that could affect reliability and journey time.
- 3.2 One participant commented that she opts to be a car passenger on journeys to Leamington from Stratford as it's considerably quicker than by bus.

More Comprehensive Services

- 3.3 The idea of more comprehensive services was attractive to all participants. Both more destinations served, and more evening and weekend services were met with considerable enthusiasm.

"I can't visit my parents on a Sunday because the bus doesn't run; they only live on the other side of town"

- 3.4 The frequency of the current buses didn't come under any real criticism other than a comment that regular timetable changes are difficult to remember and adapt to. Buses were seen as running fairly true to the timetable and there was usually a 10-20 minute wait between them.
- 3.5 Sometimes participants simply don't travel to certain destinations as they aren't served by bus, adding to an increased feeling of reliance on others.

"I'd love to live in the countryside, but I can't get there"

Better Integrated Services

- 3.6 The main issue with current bus services for this measure was the removal of direct buses, such as the service from Nuneaton to Birmingham, resulting in journeys now involving taking two or more buses.

"More direct buses would encourage me to use them more"

Greener Services

- 3.7 It was agreed that reduced pollution and emissions was crucial for the future.

"We need cleaner air"

- 3.8 Although reduced noise pollution was generally seen as a positive attribute of electric vehicles, one participant raised concerns surrounding the silence of them in conjunction with her visual impairment.
- 3.9 One participant also voiced their anxiety surrounding the range of electric buses and whether they were at risk of being stranded if the battery died during a journey.

Better Journey Information

- 3.10 Real time information at bus stops was a popular idea with all individuals, both for its aid in planning and completing journeys and for the increased feeling of safety it would create.
- 3.11 All participants currently opt however for paper timetables (with the difficulty of frequently changing timetables echoed again) over online timetables which they say are difficult to find and use. Whilst one individual meticulously planned their bus journeys and always arrived at the bus stop at the advertised time on the timetable, another was far more relaxed about when they arrived at a stop to catch a bus, accepting that they might just have a longer wait ahead of them.

"I just turn up at the bus stop and hope [the bus] will turn up too"

- 3.12 The importance of both next stop displays and announcements was emphasised, especially for those who are visually or audibly impaired, as well as for people not familiar with the local area.
- 3.13 Whilst bus drivers were seen as smartly presented, their attitudes came under some criticism with complaints including: driving off before passengers have sat down; 'hard stares' when boarding the bus; a lack of help and a general absence of friendliness.

"They dress smartly but their attitude isn't so smart"

- 3.14 This was contrasted by the experience of the participant with a visual impairment who found the attitude of drivers to be extremely courteous and helpful. However, they still conceded that there was a marked disparity between the attitudes of bus drivers in Warwickshire compared to London, with London drivers being far nicer.

Better Facilities on the Bus

- 3.15 There was quite a lot of commentary on this topic, with cleaner vehicles/cleaner windows and a lack of audio announcements being the main remarks. The main concern was that the lack of bus cleanliness impacted on participants' awareness of where the bus was at on its route.

“Dirty windows mean you can't see where you're going and you might miss your stop”

- 3.16 Dirty bus exteriors were agreed to be a particular issue in the winter and there was a suggestion that buses should be cleaned each morning. It was also noted by more than one participant that there was sometimes a lot of rubbish on board local buses.
- 3.17 Audio announcements were again mentioned as particularly useful for the visually impaired, and whilst some drivers remember to alert people to the arrival of the bus at their stop many forget.
- 3.18 Charging facilities on buses were seen to be more useful than Wi-Fi. Although there was irritation that you had to bring your own cable to utilise the charging points, it was accepted that there are many different types of chargers and providing them all might not be practical.
- 3.19 The only participant who uses Wi-Fi on the bus expressed annoyance with the current amount of follow up marketing received after having to sign in and questioned why they needed his personal details at all.
- 3.20 Concerns were also raised about the aisle being blocked in case of emergency, with one participant recalling having seen multiple passengers arguing with the driver about the perceived lack of space at the height of the Covid-19 pandemic.
- 3.21 The need for ramps on buses and the bus pulling up to the same level as the pavement was mentioned by all participants.

Better Facilities at the Bus Stop

- 3.22 There was overwhelming consensus that bus stops need to be improved. The need for better seating and lighting was mentioned by all participants.

“Most plastic flip seats at the bus stop are broken and I have to use them because I have no other choice”

- 3.23 Hard standing surfaces was deemed necessary by participants with physical disabilities.

“The bus shouldn't have to stop on the grass verge because then you're at an awkward angle. And it could be slippery and muddy and if you have a balance and coordination issue like I have it's not the ideal place to get out”

- 3.24 Real time information at bus stops was mentioned again, as was the suggestion of a button to press that gave audible information, like at some train stations.

- 3.25 Increased lighting and CCTV would increase people's perception of personal safety, especially at night and this was raised as a point by the female members of the group.

Cheaper / Easier to Understand Fares

- 3.26 As all the group participants have a bus pass there was not much to say on this measure in terms of the value for money that local buses provide.
- 3.27 From interactions with other bus users, such as support workers, the participants were aware of a general request for simpler and more consistent fares across the network. Additionally, the knowledge of what the fare would be before travel was mentioned, with one person proposing a flat or zonal fare system.
- 3.28 Contactless payment was viewed as a positive thing for the visually impaired, although another individual pointed out that he only ever uses cash.
- 3.29 DRT was seen as a good idea as long as the service was accessible.

4. Conclusion

- 4.1 There was no one option that all participants agreed on as the most important measure, however, better facilities on the bus and/or at the bus stop were ranked in everybody's top three priorities, with better information and more comprehensive services also being highly valued.

Title	Focus group with residents from Black, Asian and Minority Ethnic backgrounds
Date	16/09/2021
Author(s)	Phoebe Garside
Project Code	3655
Version	1



1. Group Composition

- 1.1 Six participants attended this discussion group: five female and one male. All participants live in Warwickshire, around Nuneaton, Rugby and Leamington, and range in age from 38 to 75. Four participants were regular Warwickshire bus users pre-pandemic and two were irregular or non- bus users. Group participants travel around Warwickshire for a range of purposes mainly to travel to work and for shopping and social and leisure purposes.

2. Nature of and Barriers to Bus Use

- 2.1 There's currently mixed bus usage amongst participants with two participants almost exclusively using cars, three using the bus regularly but less than once per week and one being a regular user with weekly usage. There had been very minimal bus travel amongst group participants during the Covid-19 pandemic. All participants who previously used the bus are now returning, or have returned, to the bus and feel comfortable about the safety measures in place.
- 2.2 There was a high level of active travel within the group, with many participants preferring to walk for short journeys, for both the physical and mental health benefits.
- 2.3 One of the main reoccurring reasons for not using the bus was the perceived level of effort required, particularly when compared with the car.

"I'd quite like to get the bus but I don't know where I'd start; the car is convenient"

- 2.4 This was echoed by multiple participants who wanted to use the bus but found the ease of car use more appealing. One participant enjoyed getting the bus when she was pregnant and unable to drive but now she says she is too lazy to bother.

"I find waiting for buses such a hassle"

3. Views on potential improvements to bus services

Faster and More Reliable Bus Services

- 3.1 Participants were fairly enthusiastic about this measure as a means of encouraging more people in Warwickshire to use the bus. There was a general feeling that reducing journey times by bus is a key factor in convincing non-bus users to use local bus services.

“The bus needs to be more comparable with the car”

- 3.2 There was some debate as to whether journey time or reliability was a higher priority, with the group split on this point. One participant stated that whilst both were important, it was more about improving connections between bus services and where they serve than the journey time and reliability factors. One participant recalled when she considered taking the bus back from a hospital appointment but in the time it took the bus to turn up at the stop her husband could have driven from her home and collected her.

More Comprehensive Services

- 3.3 The idea of more comprehensive services was attractive to all participants. Both more destinations served, and more evening and weekend services were met with considerable enthusiasm.

“Sunday and evening services would be really useful – especially to the hospital where car parking is expensive and difficult”

- 3.4 One participant pointed out that they didn't know how comprehensive the bus services were at current and so “more” is a relative term, but admitted that the provision of a more comprehensive network could only be a good thing.
- 3.5 One problem with current provision that was mentioned multiple times was that buses don't serve enough destinations.

“The buses simply don't go where I want to go”

- 3.6 Another reoccurring theme was that whilst it can be quite fun to travel via bus, especially for small children, it can often require a lot of thought, particularly if multiple buses are required and this makes it very unappealing; this contrasts with how “head-clearing” walking can be.

Better Integrated Services

- 3.7 There was a comparatively lukewarm reception for this option in general, although one participant was very enthusiastic about it and recalled how the transport links were so strong where she used to live in Kent, that they didn't need a car.

"The buses were so good we sold our car"

Greener Services

- 3.8 People were aware of both greenhouse gas emissions and air quality as the main transport related environmental issues but in general although it was agreed that this was an important measure for the future, there was a consensus that it would be expensive and take a long time and was therefore not such a priority measure in comparison to improving specific bus service attributes.
- 3.9 Multiple participants felt that transport decarbonisation is given a higher priority by our European neighbours. A more committed approach by Government was suggested by one individual, with another echoing this, citing how in other countries buses are actively advertised as an environmentally conscious action.

"People need educating on the problems"

Better Journey Information

- 3.10 This option was met with considerable warmth. Both paper based and app timetables were appreciated, although there was some concern that paper based timetables were still needed by some sections of the community.

"Not everyone has mobile data"

- 3.11 Apps were extremely popular as they could also be used to market nus services to irregular users.

"I use Uber because it keeps gently reminding me it exists"

- 3.12 Additionally, it was felt that the notifications that could accompany an app, such as CO2 saved would further encourage patronage.
- 3.13 There were mixed reactions to real-time information, with some participants being incredibly enthusiastic about it, and others preferring an app. One participant commented that if bus frequency increased there would be no need for real-time information or an app.

- 3.14 Next stops and on-bus announcements were also popular, especially to reduce the anxiety of irregular travellers.
- 3.15 Bus drivers' customer service came under criticism with comments about drivers not supporting the needs of those with poor mobility (e.g. not pulling up right to the pavement or moving off before people had sat down) and being generally unfriendly. A comparison was made with London bus drivers, with those in Warwickshire coming off decidedly worse.

Better Facilities on the Bus

- 3.16 There was very little appetite for this option.

"Bus stops are more important than on-bus facilities"

- 3.17 Only one participant showing any enthusiasm to increase priority seating for the elderly. It was mentioned that going forward people's perceptions of what is sufficient space on a bus is likely to have changed.

"People have gotten used to being by themselves in lockdown"

Better Facilities at the Bus Stop

- 3.18 There was a consensus that bus stops need to be improved, with lighting, seating and shelter. The order of importance of these three options was varied as the bus stops that some people use already have lighting and most people felt generally safe when waiting for the bus.

Cheaper / Easier to Understand Fares

- 3.19 Two members of the group have a bus pass and so have no real opinion on fares, except to say that younger people would surely like cheaper fares. This sentiment was echoed by the younger members of the group.

"You need to make the bus cheaper than the car"

- 3.20 It was also pointed out that as soon as you were travelling with more than one other person the car became far more economical to use.
- 3.21 There was a lot of enthusiasm for a contactless and capped card system like an 'Oyster' card. Not only would this be simpler and remove any additional thought from the process (especially for infrequent travellers) but a 'loyalty element' would also encourage patronage.

- 3.22 DRT was seen as a good idea for going to remote places, especially on under-utilised routes.

"I'd rather see fuller smaller buses than large empty ones"

However, some participants couldn't understand how it would work and whether it would be any more beneficial than a taxi.

4. Conclusion

- 4.1 There was no unanimous priority action, however faster and more reliable services, better journey information, more comprehensive services and cheaper and easier to understand fares were mentioned by everyone. Greener services were also mentioned as a high priority but only by existing users.

Appendix D

Warwickshire BSIP Stakeholder Engagement Survey Questionnaire

The Government has earmarked £3 billion towards improving bus services throughout England. Following this announcement Warwickshire County Council is working closely with bus operators to develop an ambitious Warwickshire Bus Service Improvement Plan (BSIP) aimed at encouraging more people to travel by bus.

The BSIP will set out Warwickshire's ambitions for bus service improvements and help secure a proportion of the funding to benefit people living, working and travelling in Warwickshire. A crucial element in developing the BSIP is gathering the views of stakeholders, to ensure the opportunity to improve the network is maximised for everyone's best interests.

Integrated Transport Planning Ltd (ITP) has been commissioned by Warwickshire County Council to support the development of the Warwickshire BSIP, and as part of this work we would be extremely grateful if you could take a few moments to complete this survey on behalf of your organisation to ensure the plans to improve services in the Warwickshire BSIP align with what people actually want, helping us understand the current views on the bus network and highlighting the priority order for improvements.

ITP is fully compliant with GDPR and the information you provide will only be used for purposes related to the development of the Warwickshire BSIP. If you have any questions about the survey please contact Jim Bradley at bradley@itpworld.net.

PLEASE NOTE THAT THE CLOSING DATE FOR RESPONSES TO THIS SURVEY IS 19th SEPTEMBER 2021

Q1: Please tell us in which role you're responding to this survey?:

- I represent a business or private sector organisation [Route to Q2]
 - I represent a voluntary sector organisation, charity or community group [Route to Q5]
 - I represent a public sector organisation [Route to Q5]
 - Other (please specify below) [Route to Q5]
-

Q2 In which district/borough of Warwickshire does your organisation have sites? [*Please select as many options as apply*]

- North Warwickshire
- Nuneaton & Bedworth
- Rugby
- Warwick
- Stratford-on-Avon
- Not applicable

Q3 How many people does your organisation employ?

- Micro (1 - 10 employees)
- Small (11 - 50 employees)
- Medium (51 - 250 employees)
- Large (251 + employees)

Q4 Do your employees generally work?

- Regular hours (e.g. Mon to Fri 9-5:30)
- Shift patterns (e.g. 12-hr day - night rotation)
- Both regular hours and shift patterns

Name:

Organisation:

Email:

Phone:

Thank you for taking the time to complete this survey. Feedback will inform the development of the Bus Service Improvement Plan to be considered by Warwickshire County Council's Cabinet. Subject to Cabinet agreement, the Bus Service Improvement Plan will be published at the end of October 2021.

Following on from this, the County Council and all bus operators in Warwickshire will form a statutory Enhanced Partnership setting out how we will work together to deliver the aspirations of the Bus Service Improvement Plan. This will require further engagement with residents, public sector, private sector and voluntary organisations, prior to the formal launch of the Enhanced Partnership and EP Scheme(s) in April 2022.

Privacy Statement

Here at Integrated Transport Planning Ltd, we take your privacy seriously. The information you provide will only be used for purposes related to the development of the Warwickshire BSIP and will be shared with our client, Warwickshire County Council. In some circumstances, we may use a third party to process the data, in which case the data will remain within the European Economic Area and be processed in accordance with the requirements of the General Data Protection Regulation and other data protection laws. The data will be stored securely for the duration of the project and will then be destroyed. You have a right to request access to personal data we collect, and for it to be rectified, erased or restrictions placed on the processing of the data; you also have a right to data portability and to lodging a complaint with a supervisory authority. If you have any requests or queries in regard to your data, please do not hesitate to contact us at itpadmin@itpworld.net or on 0115 824 8250. You may also view the privacy statement on our website at www.itpworld.net/privacy-policy.



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