

# **Bus Service Improvement Plan for Warwickshire**

**Developed by The Warwickshire Visioning Group**

**October 2021**

# Section 1 – Overview

## Introduction

This document is the first Bus Service Improvement Plan (BSIP) for Warwickshire.

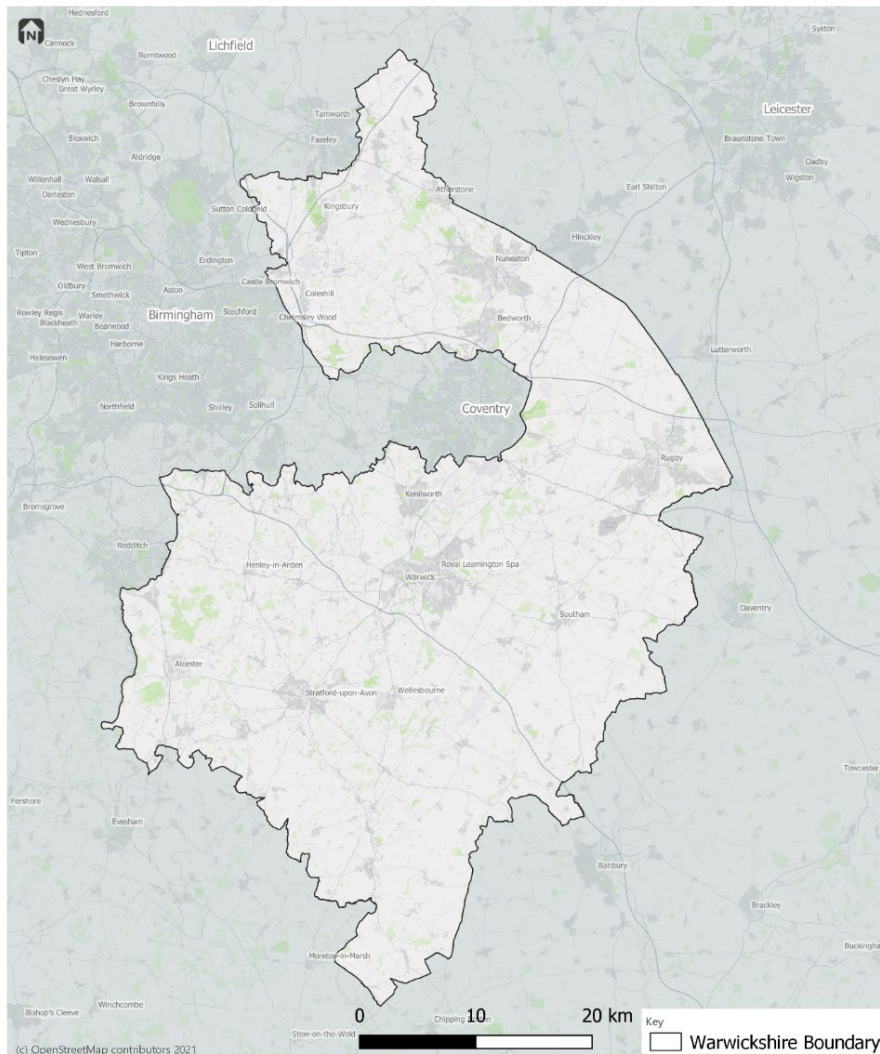
- It has been prepared in consultation with bus operators, local stakeholders and our communities, and sets out a bold ambition to ensure bus services across the county meet, or exceed, the ambition set out in the National Bus Strategy.
- It is a vitally important document, and sets the scene for an Enhanced Partnership to be delivered across Warwickshire from 2022 onwards, as we recover from effects of the COVID-19 pandemic.

It is purposefully concise in order to present the case for change to a broad mix of stakeholders, and supported by technical appendices for those that seek the evidence which underpins the approach we are proposing.

## Overview of the BSIP area

This BSIP covers the whole of Warwickshire, as illustrated in the map below. The county is located to the south and east of the West Midlands conurbation, connecting it to the East Midlands, and London and the South East. It borders Coventry, Solihull, Birmingham, Leicestershire, Worcestershire, Staffordshire, Northamptonshire, Gloucestershire, and Oxfordshire.

Warwickshire's Bus Service Improvement Plan (BSIP) covers the whole of the county and falls wholly within the Warwickshire County Council administrative area.



This area has a mix of distinct urban and rural characteristics and contains a number of market towns where buses serve wider destinations, thus offering different opportunities and challenges to that of city-focused transport. The importance of integration and cohesiveness within the county as a whole is recognised and as such stakeholder engagement has been integral to the development of the BSIP, ensuring that visions and goals are aligned.

## Demographics

Warwickshire is among the least-deprived administrative areas in England<sup>1</sup>, ranking 121<sup>st</sup> out of 151 Councils, although this masks considerable variance by district and Borough. For example, Nuneaton and Bedworth falls within the 30% of most deprived districts in the country, while Stratford-on-Avon and Warwick lie within the 20% least deprived.

<sup>1</sup> IMD (2019), available at: <https://api.warwickshire.gov.uk/documents/WCCC-644-576>

The county's unemployment rate ranges from 4.8% in Nuneaton and Bedworth to 3.1% in Stratford-on-Avon. While both reflect relatively low levels of unemployment (the UK average was 4.5% in 2020), unemployment among 18-24 year olds is notably higher in Nuneaton & Bedworth than elsewhere in the county. As such this is a priority cohort that we are seeking to support with improved access to employment and training opportunities through local public transport services.

Over half (56%) of the county's population of around 570,000 inhabitants is concentrated into the following locations:

- Nuneaton (14%)
- Rugby (13%)
- Leamington Spa (8%)
- Bedworth (7%)
- Stratford-on-Avon (5%)
- Warwick (5%)
- Kenilworth (4%)

These also reflect the strongest market areas and opportunities for bus travel in the county. However, high levels of car ownership in Warwickshire (31% have two cars or vans at the time of the 2011 Census – greater than the national equivalent, where only a quarter of households own two cars or vans), place significant pressure on road-space and result in traffic congestion in urban areas of the county that limits the ability of bus services to offer competitive journey times along many routes. This is especially the case on the main routes into urban centres in Warwickshire.

## Development of the Bus Service Improvement Plan

A Warwickshire Enhanced Partnership Plan and Schemes will be developed and implemented by April 2022 using the BSIP as a blueprint and mirroring the same geography of this plan.

This BSIP will run from 2021 to 2025 in line with the existing Warwickshire Local Transport Plan that runs until 2026. It will build on the existing commitments of the operators and Council, and look to secure additional funding from the government's £3bn transformation fund, to accelerate and broaden improvements to bus services and infrastructure to ensure we achieve our objectives.

An annual review and update of the BSIP will be undertaken by the Visioning Group which consists of Warwickshire County Council and local bus operators.

Other stakeholders that have been engaged during the development of the BSIP Plan include representatives of business and community groups, Borough and District Councils, local MPs, neighbouring local authorities, passenger representatives, National Highways, and rail operators. A cross-party working group at a political level has also been established.

In addition, residents of Warwickshire were engaged through an online survey hosted on the Ask Warwickshire portal, with 1,653 responses received over an eight-week engagement period and these responses were supplemented through the conduct of focus groups with hard to reach groups that have previously been under-represented in previous public engagement exercises conducted by WCC (residents aged 16-24 years, disabled residents and Black, Asian and Minority Ethnic residents).

## Our BSIP Vision and commitment to Enhanced Partnership

The partners within the Visioning Group have agreed, and are fully behind, the vision set for the BSIP – which align with those defined in the National Bus Strategy. This is set out below:

*Bus services in Warwickshire will better meet the aspirations of local communities by becoming more frequent, more reliable, and better integrated with other travel options. New ticket options, marketing campaigns, promotional fares and supportive local policies will help to drive growth in local bus patronage. Along with emerging technologies and clearer information about bus schedules, all components will help to reduce and simplify the cost of bus travel while sustaining a comprehensive network of bus services across the county.*

### Enhanced Partnership

The area will be covered by an Enhanced Partnership Scheme(s), with this BSIP forming the basis of an Enhanced Partnership Plan. All bus operators are fully supportive of, and engaged with, the Enhanced Partnership. A notice of intent<sup>2</sup> to form an Enhanced Partnership was published by Warwickshire County Council on 22<sup>nd</sup> June 2021.

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<sup>2</sup> Warwickshire CC (2021) Notice of Intent to Prepare an Enhanced Partnership Plan and Schemes, available at: <https://www.warwickshire.gov.uk/public-transport>

## Section 2 - Current bus offer to passengers

### Introduction

The expectation on BSIPs is for local authorities to deliver a *fully integrated bus service, with simple multi-modal tickets, more bus priority measures, the same high-quality information for all passengers in more places, and better turn-up and go frequencies that keep running into the evening and weekends*. If we deliver on these aspects of bus provision, then the expectation is that it will drive a growth in patronage.

This chapter summarises the existing evidence of public transport delivery and use across Warwickshire against each of the key BSIP outcomes, which in turn has then enabled us to carry out a gap analysis to identify and cost the proposed improvement areas later in this BSIP.

### What do people want from buses in Warwickshire?

Given that the aim of the BSIP is to develop a set of measures to improve the bus offer to residents and visitors of Warwickshire, it is important to firstly understand what the public want from buses.

In order to meet this objective, the Ask Warwickshire BSIP Public Engagement Survey ran online between 26th July and 19th September 2021 and was promoted to Warwickshire residents and representatives of public and private sector organisations with 1,653 responses in total. In addition, three focus groups were conducted with hard to reach groups, typically under-represented in previous public engagement exercises conducted by WCC. Three groups were run in total with residents aged 16-24 years, disabled residents and Black, Asian and Minority Ethnic residents.

Detailed findings from these engagement activities are reported in Appendix A (Engagement Response Report), with the headline insights summarised below.

### What the Warwickshire public say...

Surveys with members of the public highlighted a range of **barriers to travelling by bus**, the most powerful of which were:

- Perceptions of slower journeys by bus relative to other modes (particularly car).
- A lack of direct services going to where and when people want to travel.
- Unreliable and inconvenient bus services.
- The bus was judged to be a relatively expensive and less straightforward method of transport than other options.

*"The two most frustrating things are infrequency of buses, and their inconsistency."*

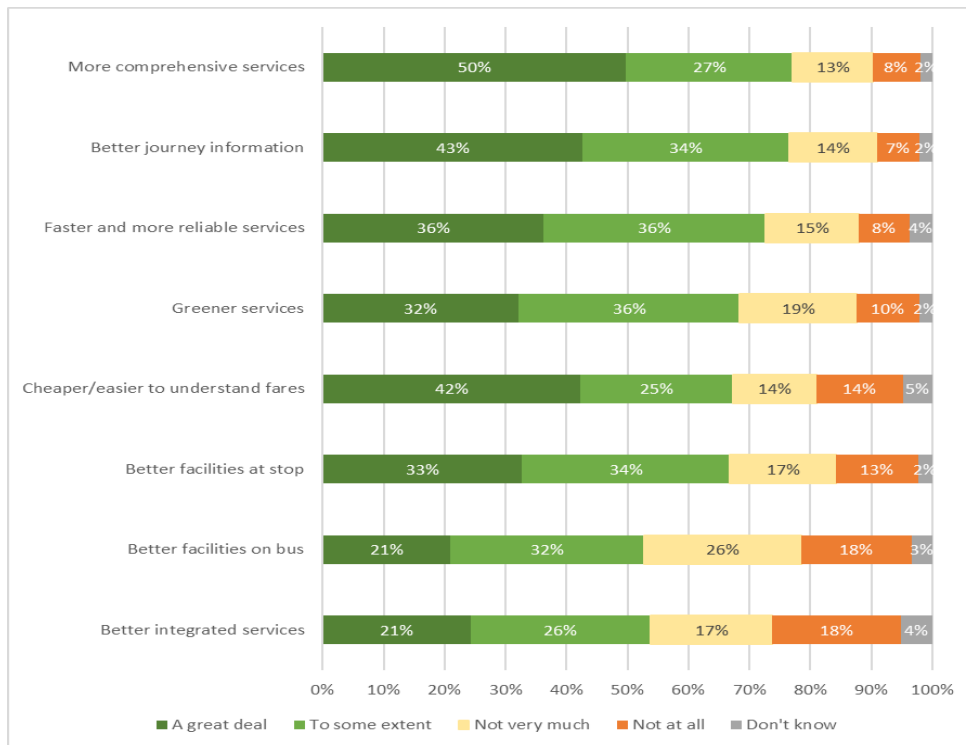
*"Using the bus would need to be made considerably more attractive through improvements to the frequency and reliability of services and the image of buses."*

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.

The public engagement survey also identified the following **priorities for the Warwickshire BSIP** on the basis they would be most likely to encourage Warwickshire residents to use local buses in Warwickshire more frequently:

- 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, as well as better provision of static timetable information and on-bus information; and
- Faster, more environmentally friendly, and more-reliable services.

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 bus users, and younger people, onto 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. Disabled people who responded to the survey identified at-stop and on-bus facilities as their key priorities for improving bus services.

*"Not enough late-night buses."*

*"Too many gaps in the network between settlements in Warwickshire."*

*"Lack of services for many rural communities."*

In addition to the surveys, three focus groups were undertaken with people from Black, Asian and Minority Ethnic backgrounds, younger people and people with hidden disabilities in Warwickshire. 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:

- There was a general consensus amongst residents from BAME backgrounds that more frequent and 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.

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

*"The buses simply don't go where I want to go"*

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

- 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 to assuage their anxiety when travelling by bus.

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

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

*"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"*

- Younger people, tended to be more positive about their experiences of bus use in general, but requested more comprehensive services, 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).

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

*"It's not fair I should effectively have to pay to get an education"*

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

*"Contactless payment is the future"*

## What our key stakeholders say...

The current bus network in Warwickshire was generally scored poorly (2 out of 5 on average) by the key stakeholders engaged in relation to the county's bus services. The **key barriers to bus travel** were identified as:

- A perceived lack of frequent bus of services.
- Lack of comprehensive bus service coverage across Warwickshire.
- Limited service integration.

*"Bus journey times are too long; vehicle type is not consistent and street infrastructure is overlooked."*

*"Cost of bus tickets makes it more cost effective to drive and park in most cases."*

*"The main reason why people do not use bus services is the high availability of cheap car parking in Warwickshire towns."*

The issue of access to and from rural areas and new developments by bus was also regularly mentioned. This was reflected by stakeholders' highest ranked potential BSIP measures, which included:

- Improving the reliability of local bus services (highest ranked)
- 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.

*"Inadequate co-ordination between services. The council needs to be much better at integrating buses with train services."*

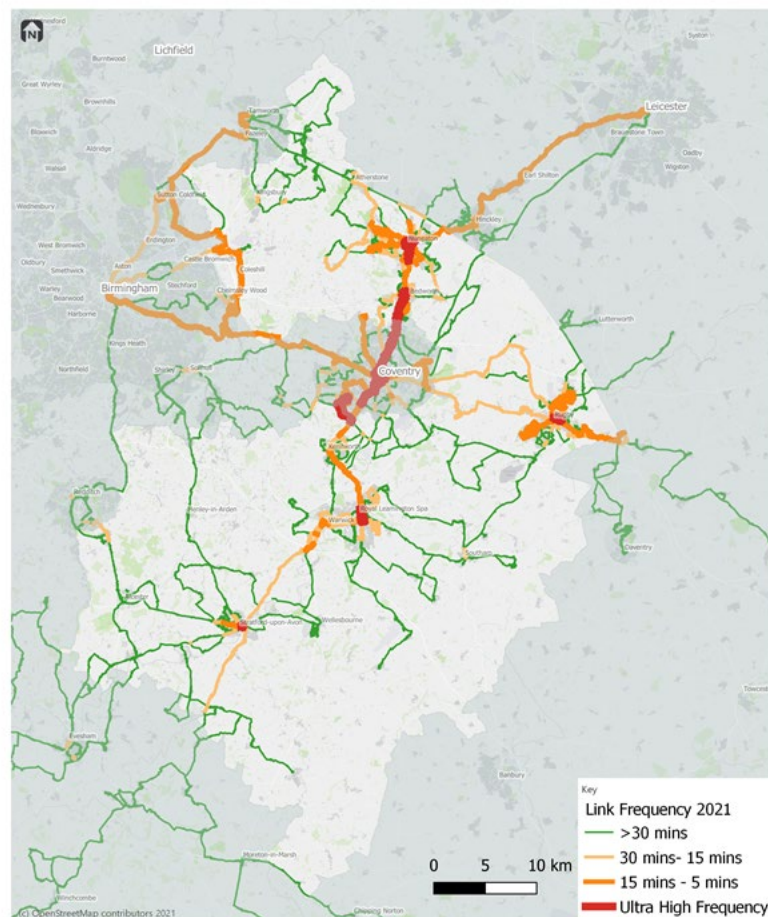
*"Bus stops with information screens on main routes."*

Having understood what improvements people would like to see in Warwickshire, the rest of this section explores aspects of the current Warwickshire bus network against each of the stated BSIP national outcomes.

## BSIP Outcome 1: *fully integrated bus service*

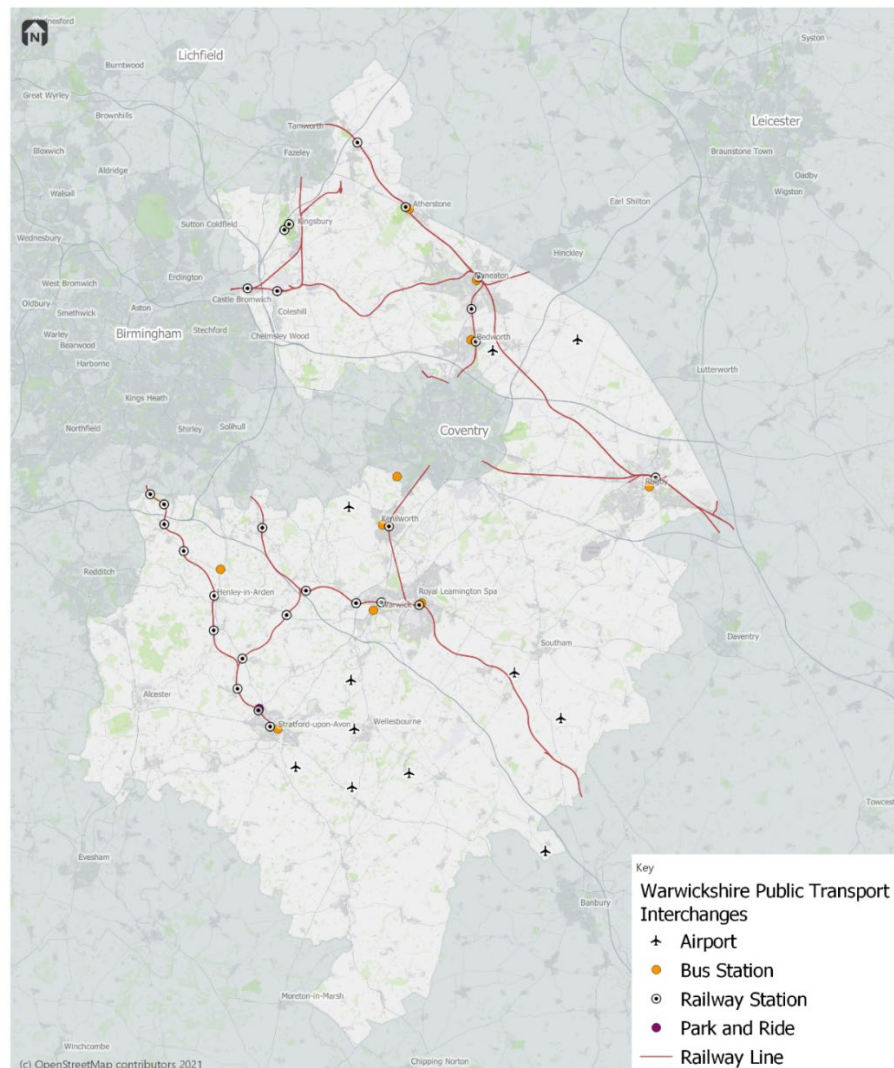
The two main operators in the BSIP area are Stagecoach and Arriva who between them account for around 85% of the local bus market. Johnsons Coach and Bus, and National Express, make up most of the remaining market share, with a number of other operators running a smaller number of services, mainly through cross-border routes.

The map below shows the extent of the network, highlighting the hourly link frequency at the AM peak, showing the combined frequency of bus services along each road, regardless of service or operator. A significant portion of the county does not have access to a regular bus service, reflecting sparsely populated, more rural areas.



Several rail lines operate through Warwickshire, providing connectivity to London, Birmingham and other towns and cities across the Midlands. With significant development planned, and the arrival of HS2 through the county, rail services will be

improved, including new rail stations – as set out in the Warwickshire Rail Strategy<sup>3</sup>. Whilst there is currently some integration between bus and rail services, there is significant opportunity to improve this to provide a better integrated network. The map below shows other public transport in Warwickshire and where the main interchanges are located.

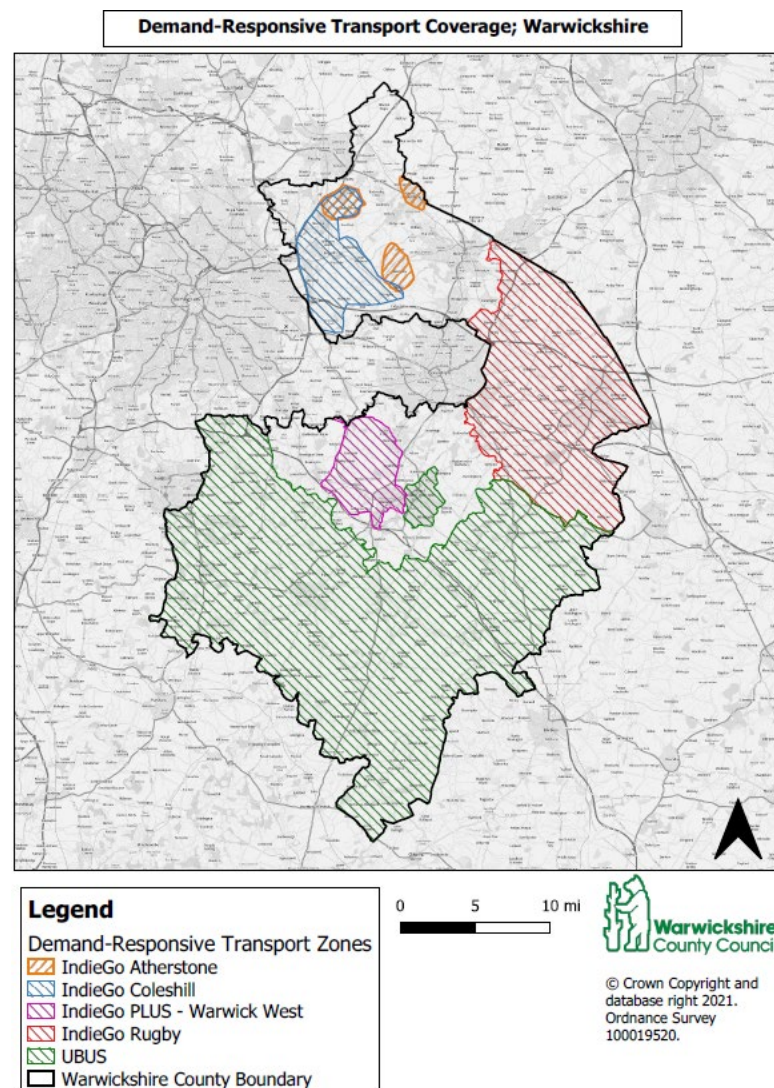


DRT services are essential in providing access to bus services in both rural and semi-urban areas of the county where conventional scheduled bus services are challenging to sustain financially. Recognising the mobility challenges experienced by people living in more rural areas of the county, WCC has explored alternative ways of catering for

<sup>3</sup> Warwickshire CC (2019) *Warwickshire Rail Strategy 2019-2034*. Available at: <https://api.warwickshire.gov.uk/documents/WCCC-1615347118-475>

travel demand in rural areas; including the implementation of further DRT services as illustrated by the map below. These service include:

- IndieGo branded services recently introduced in Atherstone and Coleshill to meet unmet transport needs and also in the Rugby Borough area to meet the flexible demand from residents and to replace the previous scheduled Flexibus operations.
- U-Bus in the Stratford-Upon-Avon District area is currently funded by the District Council, but there are plans for Warwickshire County Council to assume responsibility for parts of this service in the future involving a re-brand to IndieGo and the introduction of a mobile phone booking app.



Additionally, a range of Community Transport services operate in Warwickshire including:

- Vasa
- Back & 4<sup>th</sup>



- Beeline
- Hedgehog Community Bus
- Lilbourne Community Minibus
- Medicar
- Voluntary Action
- Southam Town Council volunteer driver scheme
- Shipston Link
- The Villager Community Bus

These provide cars and minibuses for eligible people to access health-related, shopping, and social appointments. Whilst being a valuable offer, they are heavily dependent on the availability of volunteers and resources to co-ordinate such schemes. Access is variable, and they tend only to serve those who are unable to use public transport and pre-registered users – with limited coordination or integration to scheduled bus and rail services that operate in the county.

**BSIP implications:** Better integration between the various bus, DRT and Community Transport operations that run in Warwickshire, along with the rail routes that connect many of the county's main towns, offer scope to ensure more people residing, working and visiting in the county can consider multi-stage, and multi-modal public transport journeys to be practical and realistic options for a greater proportion of their everyday trips.

## BSIP Outcome 2: *simple multi-modal tickets*

A report by TAS Partnership<sup>4</sup> setting out the findings of a national fares survey undertaken in 2019 shows that the average single fare in Great Britain is £2.48 (£2.40 in urban West Midlands; £2.49 in rural West Midlands); average day fare is £5.21 (£4.01 in urban West Midlands; £5.04 in rural West Midlands); and average weekly fare is £18.03 (£14.08 in urban West Midlands; £19.33 in rural West Midlands).

In Warwickshire single fares can vary from one location to another, which is understandable given the size of the county and the varying lengths of route. Nonetheless, fares can seem expensive when compared with those in nearby urban areas, as demonstrated by the following examples of comparable and common 4km bus journeys in the local area:

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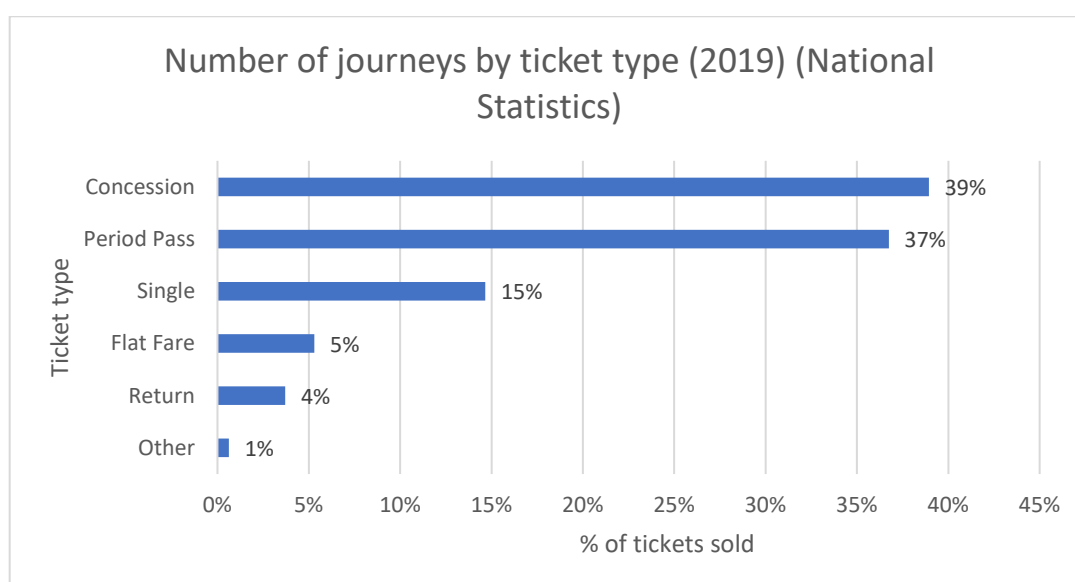
<sup>4</sup> TAS (2019) 6<sup>th</sup> TAS National Bus Fares Survey: 2019. Available at: <https://taspartnership.co.uk/wp-content/uploads/2018/02/30281-REP-TAS-National-Fares-Survey-2019.pdf>

Route	Weekday travel time at ~8am (including walk-time)	Adult single fare (cash)
<i>Baginton – Coventry city centre<sup>5</sup></i>	21 mins	£2.20
<i>Knowle – Mell Square, Solihull<sup>5</sup></i>	22 mins	£2.40
Cawston – Rugby town centre	16 mins	£2.60
Cubbington – Royal Leamington Spa centre	23 mins	£2.80
Bedworth – Nuneaton town centre	25 mins	£3.60

For example, fares in the county are more expensive than in the neighbouring large urban areas of Coventry and the Transport for West Midlands area.

While most of these adult single cash fares are comparable with national and regional averages, the route into Nuneaton is notably more expensive than the other options for journeys of comparable length in Warwickshire. For further comparison, the weekday 'Anytime' single rail fare for the 14km/21-minute (at 8am on a weekday) journey between Nuneaton and Coventry costs £6.20.

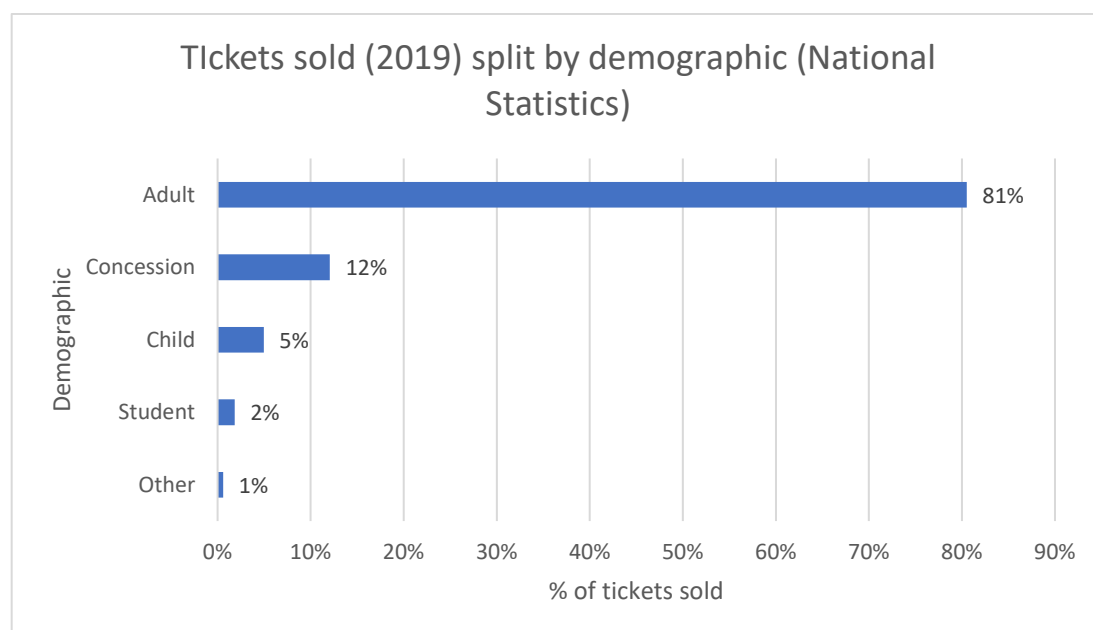
A range of tickets are available by different operators, focussed on attracting different markets according to the types of service they operate. There are different products available in the county, catering for different demographics, travelling at different frequencies; 23 different day tickets; 8 different weekly tickets; and 15 different season tickets. English National Concessionary Travel Scheme (ENCTS) travel accounts for around 39% of all passenger journeys.



<sup>5</sup> Both options are for journeys that start close to the border with Warwickshire and have been provided as a means of illustrative comparison with nearby fares in larger urban areas.

Tickets are not consistent across operators, for instance, different operators offer different tickets for children and young people, defining different ages and different discounts. Child and young person's ticket discounts range from 20% - 50% off the cost of an adult equivalent ticket; student ticket discounts are around 30% off the cost of an adult equivalent ticket, but not all operators offer student tickets.

Tickets are available for purchase on-bus; on-line; and via apps for the main operators. Contactless payment is available on most services.



**BSIP implications:** The current complexity and variety of bus fare, ticketing and payment options can be confusing for some people – as evidenced by the public and stakeholder feedback. The introduction of multi-operator bus fares, contactless payment options, and simpler fare structures more generally will make it easier for a larger number of people to use buses in Warwickshire.

### BSIP Outcome 3: *more bus priority measures*

General improvements to public transport / greater encouragement to use public transport / reductions in the use of private car(s) were the most-commonly cited responses for the 'other' considerations that people in the county feel Warwickshire County Council's next Local Transport Plan (LTP) needs to address in respect of environmental challenges<sup>6</sup>.

This reflected a recurring theme of concern regarding climate change, and the impact of vehicular traffic on rising levels of greenhouse gas emissions and air quality, which

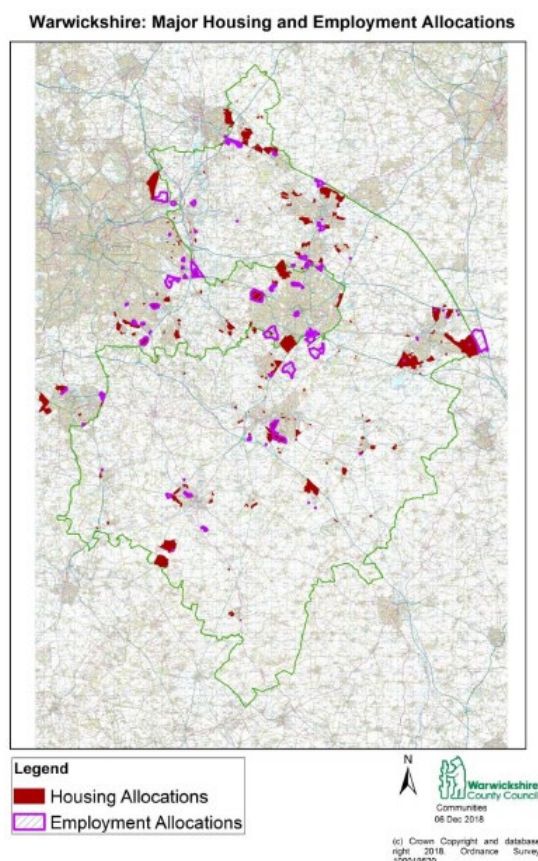
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<sup>6</sup> Warwickshire CC (2021) *LTP4 Key Themes Consultation Report*. Available online at: <https://ask.warwickshire.gov.uk/insights-service/ltp-themes/results/localtransportplanltpkeythemes-reportfinal.pdf>

ran through the LTP review's Key Themes Consultation (undertaken in early 2021). These statements also underline the challenging mobility balance in Warwickshire, where major road and rail networks run through the county and almost 40% of people who live here travel to work elsewhere – mainly in Birmingham and Coventry.

Pre-pandemic, the trend in Warwickshire has been for increasing volumes of vehicular traffic leading to worsening levels of congestion at key highway junctions and in the county's towns. This has partly been driven by local housing and employment growth - over 4,000 new homes were completed here in each of 2018/19 and 2019/20<sup>7</sup>, generating more local car trips. The numbers of LGV and HGV trips on local networks also continue to grow, a by-product of rapid growth in online retail and expanding logistics operations.

Post-pandemic, the local picture has changed, with lower total numbers of person trips now spread across the whole week (not concentrated into weekday peaks) and a greater portion made by car. Long-term, the number of households is forecast to increase significantly – by anywhere between 50,000 and 160,000 additional homes over the next 10-20 years<sup>8</sup> - putting further pressure on local highway networks unless people's travel choices and options change.

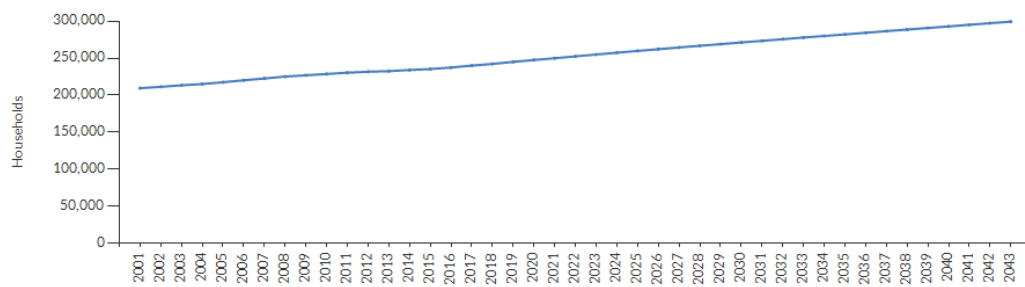


<sup>7</sup> Warwickshire CC (2021) *Net additions for Warwickshire*. Available at: <https://data.warwickshire.gov.uk/housing/>

<sup>8</sup> ONS estimates forecast +50,000 households to 2043 (from 2021), while the [Warwickshire Rail Strategy](#) (2019) references +160,000 additional homes in the county by 2033.

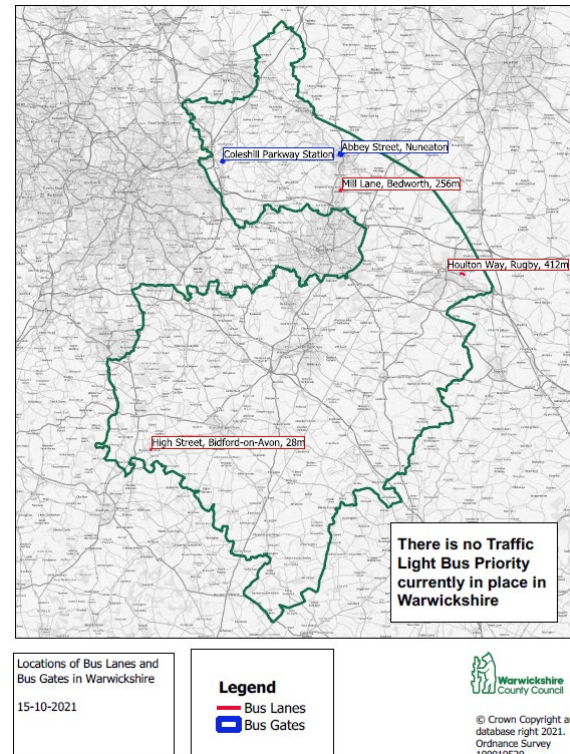


Projected number of households in Warwickshire (ONS)



Source: ONS

There are currently very few bus lanes in the county, which means that on most routes buses are running in mixed traffic and exposed to the same congestion and delays as other vehicles. Those which do exist encounter challenges of infringements by private cars, resulting from a lack of enforcement, causing delays to bus services on a regular basis. Some traffic signals in the county afford priority for bus services – by extending green-time cycles when buses are detected on approach to junctions – but these are not centrally coordinated, so there is limited scope to optimise bus services along priority corridors.



Dialogue with bus operators through the BSIP development process has identified key traffic congestion 'pinch points' for bus services in a number of locations, including:

- Rugby - Town Centre generally and Clifton Road in particular
- Kenilworth - Abbey Hill
- Bedworth - Mill Street
- Nuneaton - A444 approaching Nuneaton Bus Station from Coton Road.
- Leamington Spa - Town Centre generally with slow movement from Kenilworth Road via The Parade to High Street.

The result for bus operators has been a rising Peak Vehicle Requirement on many routes – with more buses needed to maintain service frequencies as average in-service bus speeds drop – which has exacerbated the previously identified shortage of bus drivers. As new housing growth extends the urbanised areas of Warwickshire, and with

it the typical travel times to local centres and rail stations from residential areas, it is likely that bus journey lengths and journey times may lengthen further.

Although contributions from new development (including S106 monies) can be used to mitigate this impact and enhance local bus services, wider measures will be required to ensure enough mode shift and bus priority measures are in place to ensure bus reliability and decreased journey times.

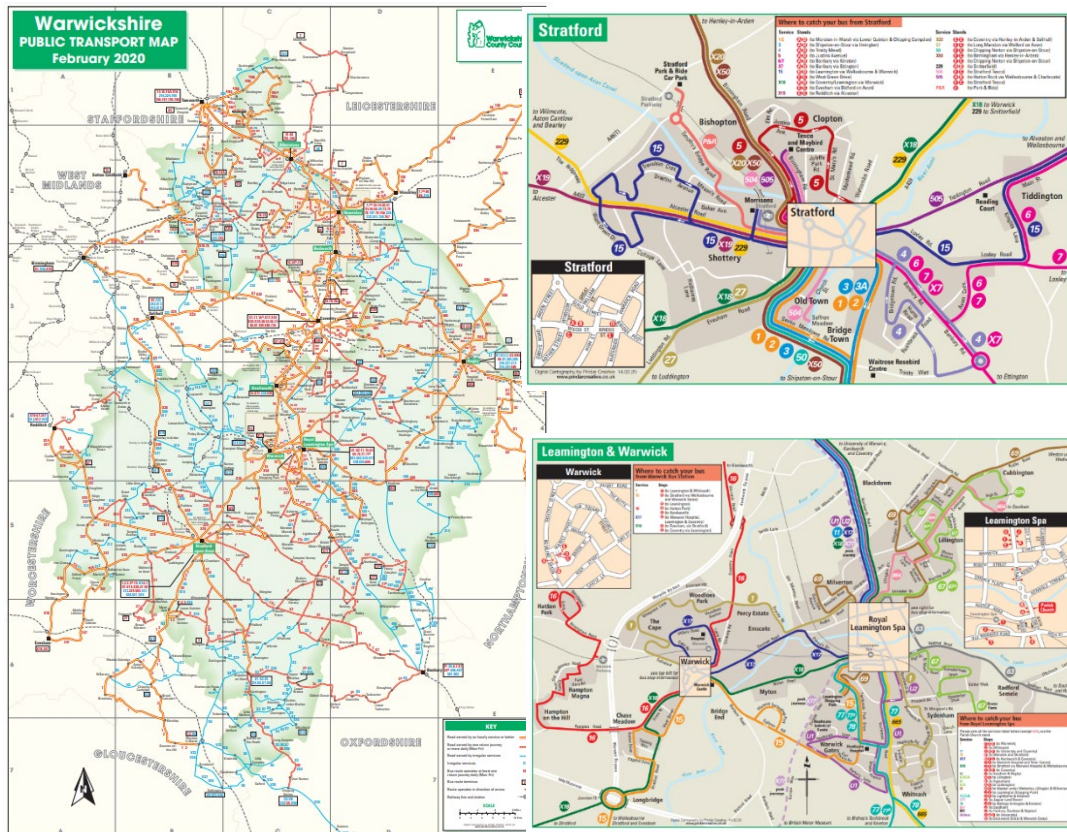
**BSIP implications:** As noted in DfT's Bus Back Better strategy, more bus priority is needed in towns across the country if bus services are to fulfil their potential and be considered realistic alternatives to private car use for journeys around and between busy towns. Warwickshire is no exception, and additional priority improvements along a core network of routes particularly into key towns is needed – ahead of other motorised traffic - to significantly reduce real-world bus journey times and to persuade people from their cars.

## **BSIP Outcome 4: *high-quality information for all passengers in more places***

Operators in Warwickshire provide information through their own websites, social media, and apps including: Journey planning; Route maps; Timetables; Real-time information (in some locations) and service disruption updates. They also maintain timetable information for bus stops and interchange points.

WCC has its own [public transport webpage](#) that includes links to various bus service information, including maps, timetables, school transport, community transport, concessionary passes, and timetable changes. The maps are updated by the County Council and links to operators' websites are included to provide up-to-date timetable information.

Bus maps and timetables are also supplied to a range of venues including libraries and post offices. A full list of map and timetable stockists can be found [here](#).



The content that is provided on WCC's website is reflective of the limited marketing resource within the County Council and demonstrates that much of the commercial service information is operator-led. A full breakdown of the type of online information that is provided by WCC and bus operators, largely through their respective websites but also through their social media channels, is shown in the table below.

	WCC	Arriva	Stagecoach	Diamond (Rotala)	National Express
Maps	✓	✓	✓	✓	✓
Timetables	✓	✓	✓	✓	✓
Community transport	✓	N/A	N/A	N/A	N/A
DRT	-	N/A	N/A	N/A	N/A
School transport	✓	N/A	N/A	N/A	N/A
Health transport	✓	N/A	N/A	N/A	N/A

	WCC	Arriva	Stagecoach	Diamond (Rotala)	National Express
Tickets and fares	-	✓	✓	✓	✓
Concessionary travel passes	✓	✓	✓	✓	✓
RTI	-	✓	✓	✓	✓
Bus stop infrastructure	-	N/A	N/A	N/A	N/A
Changes to services	✓	✓	✓	✓	✓
Plusbus	-	✓	✓	-	-
Journey planner	✓	✓	✓	✓	✓
Trains	-	-	-	-	-

Whilst the County Council's website covers basic public transport information, additional content could be included online to support new and existing bus users. This could include real time service information, insight into bus stop infrastructure and facilities available (aiding pre-journey planning), plans and strategies, Plusbus, and trains.

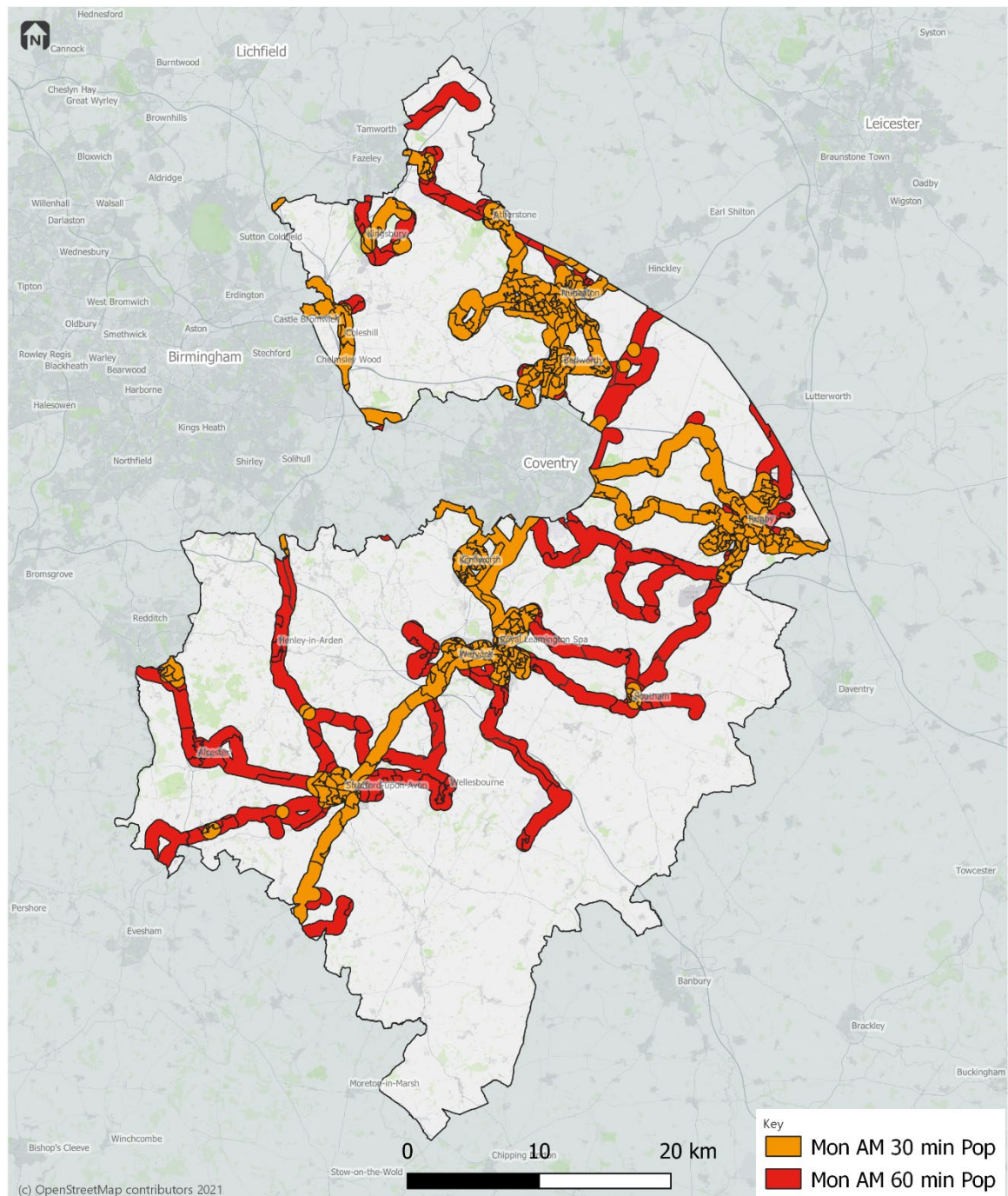
**BSIP implications:** Better journey information was cited as a factor that would encourage over three quarters (77%) of members of the public to use local bus services. The shared resources, additional funding, and partnership working that the BSIP and EP process will support offers scope to significantly improve the consistency, quality and availability of information on bus services across Warwickshire.

### BSIP Outcome 5: *better turn-up and go frequencies that keep running in to the evening and weekends*

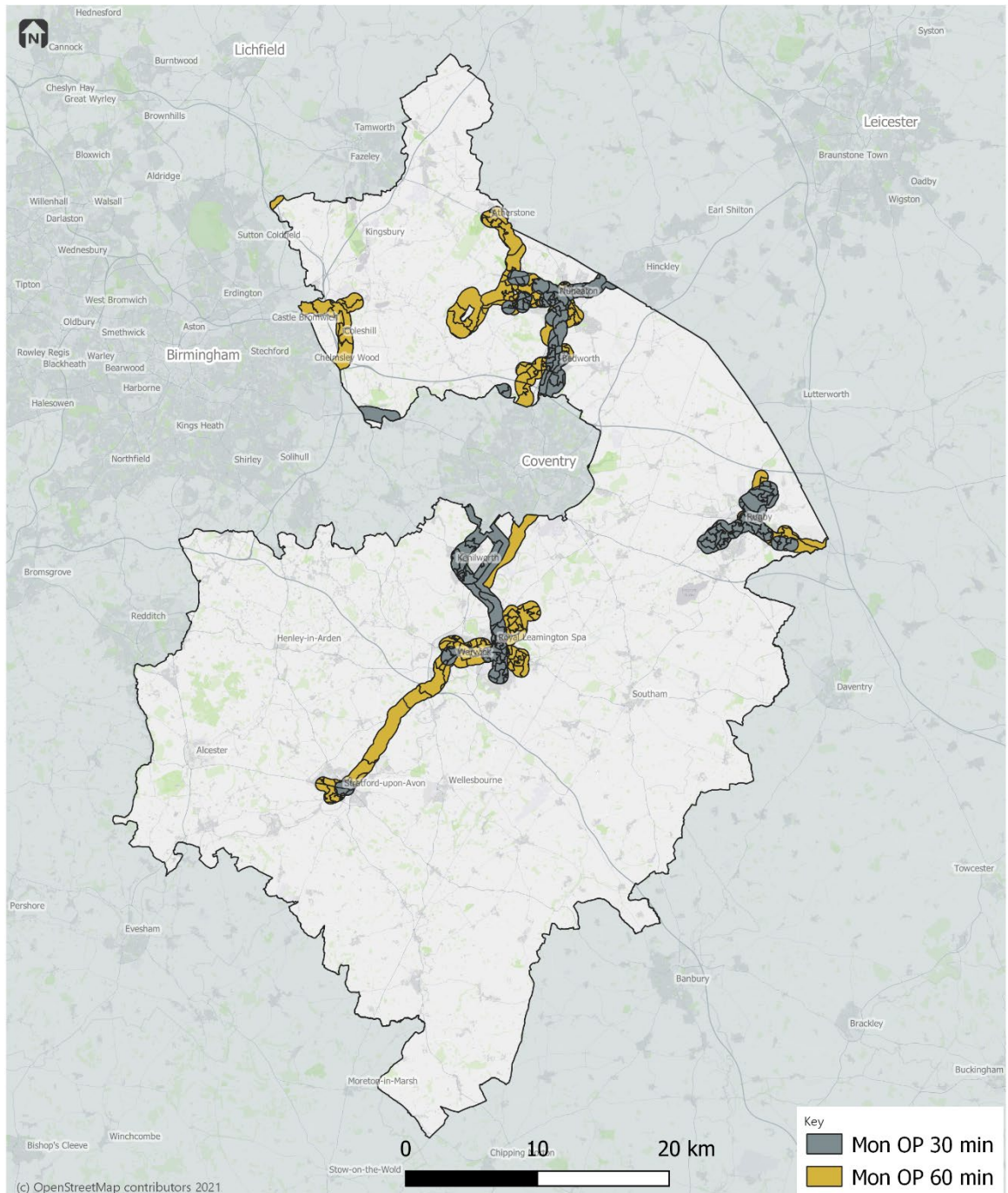
The following map shows services with an hourly or half-hourly frequency or more witnessed during the weekday morning peak (excluding DRT and Community Transport services). It reveals that over half (56%) of the population is within 400m



access to a service operating at a frequency of 30 minutes or more in the weekday morning peak; 66% within access of an hourly service.



The comparison with the same service frequencies for the evening period (off-peak), as shown in the map below, is stark - but typical of many similar locations elsewhere in England. It shows that public transport connectivity diminishes (by around half of its peak-time scale) in the evening, when 27% of the population lives within 400m of a half-hourly service and 45% is within 400m of an hourly service.

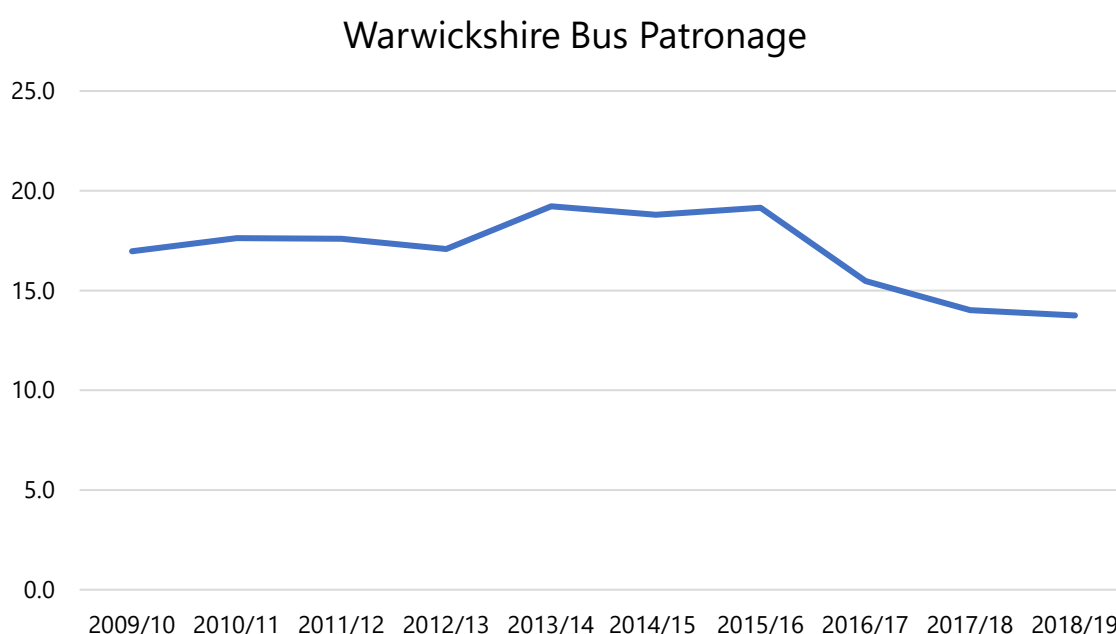


In practice, the available scheduled local public transport network ‘shrinks’ substantially during the evening to focus upon key local towns and a small number of inter-urban routes. This is largely a function of the extent to which the bulk of the county’s population is focused on Warwickshire’s largest towns, and the major roads that connect them to each other. It also reflects traditionally lower levels of travel demand away from morning and evening (school and work-related) travel peaks, which many predict may evolve and change post-pandemic as a consequence of accelerating changes to working practices, retail and leisure habits.

**BSIP implications:** Maintaining good public transport networks outside of historic peak travel times remains a key challenge, particularly at 'turn-up and go' service frequencies. Investment in Warwickshire's public transport networks, and collaborative working with the operators, will help to resolve some of these challenges – as will the ongoing pilot of DRT services, which this BSIP will support.

## BSIP Outcome 6: *Growing patronage*

Although showing an upward trend between 2009/10 and 2015/16, patronage in Warwickshire has since decreased over time, following the national trend, as illustrated in the graph below.



Passenger journeys (million) on local bus services by local authority (DfT Bus0109a) and elderly and disabled concessionary passenger journeys on local bus services by local authority (DfT Bus01113) are shown in the table below.

It shows that patronage in Warwickshire decreased by 19% between 2009/10 and 2018/19, whilst England saw a decrease in patronage of 7% during the same period.

<b>Year</b>	<b>Total passenger journeys (million)</b>	<b>Of which ENCTS (million)</b>	<b>% ENCTS</b>	<b>% ENCTS England</b>
2009/10	17.0	6.2	36	23
2010/11	17.6	6.4	36	23
2011/12	17.6	6.5	37	23
2012/13	17.1	5.8	34	22
2013/14	19.2	6.4	33	22
2014/15	18.8	6.4	34	22
2015/16	19.2	5.4	28	22
2016/17	15.5	5.2	34	22
2017/18	14.0	4.8	34	22
2018/19	13.7	4.6	36	22
2019/20	11.0	4.2	38	21

Comparing with neighbouring authorities, Leicestershire saw a decrease of 20% during this time, Staffordshire by 28%, Worcestershire by 34%, Gloucestershire by 7% and Northamptonshire by 9%. Oxfordshire is the only neighbouring authority that has increased its patronage, by 15%, within the same time period.

Passenger journeys on local bus service per head by local authority from 2009/10 (DfT Bus0110a) are set out in the table below. In 2018/19 Warwickshire recorded a higher number of passenger journeys per head of population (24.1) compared to Leicestershire (19.8), Worcestershire (17.7), Staffordshire (18.1%), and Northamptonshire (23.9), although Gloucestershire (31.3) and Oxfordshire (60.9) have achieved higher numbers of journeys per capita.

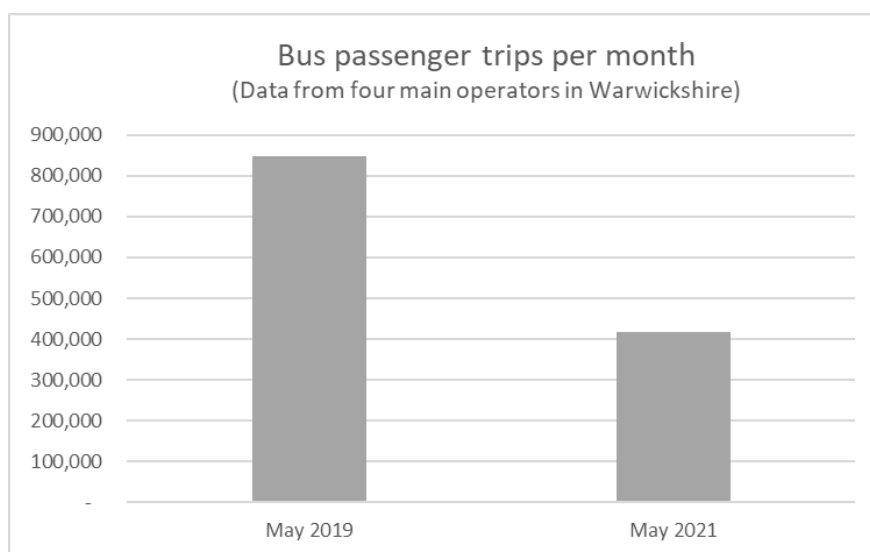
<b>Year</b>	<b>Passenger journeys per head of population</b>
2009/10	31.3
2010/11	32.4
2011/12	32.2
2012/13	31.2
2013/14	35.0
2014/15	34.1
2015/16	34.6
2016/17	27.8
2017/18	24.8
2018/19	24.1
2019/20	19.1



## More recent Covid-19 patronage impact

As witnessed across the UK, the Covid-19 pandemic and associated government guidance implementing movement restrictions, requiring social distancing and mask-wearing on public transport, has had a significant impact on bus patronage.

The graph below compares the number of bus passenger trips per month (as provided by two of the county's main bus operators) in May 2019 (pre-pandemic) and in May 2021 (latest available directly comparable dataset for all key local bus operators). It shows there has been a 49% reduction in bus patronage as a result of the pandemic.



Both commuter and concessionary bus trip numbers have decreased significantly and appear set to remain below pre-pandemic levels for the foreseeable future – with more flexible working patterns, higher levels of online retail and leisure activity, and lingering uncertainty among some people about returning to using public transport all combining to change the peak times for travel and overall volumes of trips that people are making.

**BSIP implications:** Supporting a sustained recovery of bus patronage – both in absolute terms, and in respect of the number of trips per-person per year, is a key ambition of this BSIP. Achieving this outcome will require additional funding, targeted support and investment on priority 'core' routes, and partnership working with service operators to restore buses in other areas of the county over time. This will intentionally focus on re-establishing the strongest markets for bus travel in Warwickshire, and reconnecting key towns and new communities being delivered through Local Plans at all times of day, before working to proactively extend the network into more challenging and sparsely populated areas.

## BSIP Outcome 7: *Financial support for buses*

In 2019/20, Warwickshire County Council provided £3,633,000 of financial support for bus services. This fully subsidises 60 routes, which range from substantial services running every 30 minutes through to once-per-week shopping routes in rural areas. Additionally, there are 17 partially-subsidised services which range from supported Sunday services, through additional trips on weekdays and diversions / extensions of existing commercial services.

This level of support equates to £6.29 per head of population. The list of routes and associated mileage supported can be found in Appendix B.

The 'shock' impact of the Covid-19 pandemic, and the possibility that pre-pandemic levels of bus travel may not return fully due to changes in travel patterns and an increase in working and shopping from home, places considerable pressure on the commerciality of bus operations. Dialogue with local bus operators through the preparation of this BSIP has highlighted that this challenge comes at a time when long-term driver shortages and short-term fuel supply challenges are also complicating the practicalities of bus operations.

**BSIP implications:** Continued and additional financial support for existing bus networks across Warwickshire is a key requirement of this BSIP. Without it, the likelihood of being able to deliver attractive service frequencies that meet the travel needs of people living in the county's main towns and surrounding areas – particularly into evenings and at weekends – is very slim.

## BSIP Outcome 8: *Other factors that affect bus use*

### 1. Parking provision

Car parking is plentiful in most towns across Warwickshire. While parking charges vary from place to place, they are comparable to – or cheaper than – return/all-day adult bus fares (typically £4 - £6 for a direct bus journey) in many locations. This is particularly true for parking stay durations of up to 3 or 5 hours, which are more common for leisure trips than for commuting.

In some locations free parking is available on weekday evenings and on Sundays, which challenges the aspiration to extend bus operations at these times. The range of weekday parking prices Warwickshire's main towns, as set by the District and Borough Councils in the area, is summarised in the table below:

Location	Up to 1 hr	Short Stay (3-5hrs)	All day (11 – 24 hrs)
Bedworth:	£0	£1 (up to 3 hrs)	£4 - £6.50
Nuneaton:	£0	£1 (up to 3 hrs)	£0 - £6.50
Kenilworth	£0 - £50p	£2.50 (up to 3hrs)	£5.50
Leamington Spa:	£1.10	£2.00 (up to 3hrs)	£4.40 - £8.00
Rugby:	£1 (up to 2 hrs)	£2.50 (up to 5 hrs)	£5 - £10 (11 hrs)
Stratford-on-Avon	£1.20	£3.50 (up to 3 hrs)	£12.00
Warwick	50p – 70p	£2 (up to 3hrs)	£4 - £6 all day

For anyone travelling by car with a passenger, car travel is likely to be significantly cheaper than the equivalent bus fares. Car parks are also indirectly prioritised in some locations by virtue of their proximity to key town centre destinations when compared with bus stop locations and interchanges.

**BSIP implications:** The partnership working being deepened through this BSIP creates an opportunity to work proactively and positively with local District and Borough Councils as and when they come to review their parking supply and tariffs. Developing bus-friendly parking policies, and seeing them implemented at the local level, is key to establishing environments where it is both cheaper and more convenient to travel by bus.

## 2. Branding

Most bus services in Warwickshire are operated by national commercial operators. Consequently the branding of bus services across the county aligns primarily with each of these operators, and their regional designations, as opposed to any specific branding for routes in Warwickshire. Most buses are wrapped in the operators' respective branding colours, as shown below.

Generally, there aren't any exclusive colours used to differentiate Warwickshire's services from services operated in other parts of the country by the same operator. This is also reflected in the timetables and maps online. There are some exceptions to this, such as the 'Unibus' for the University of Warwick.

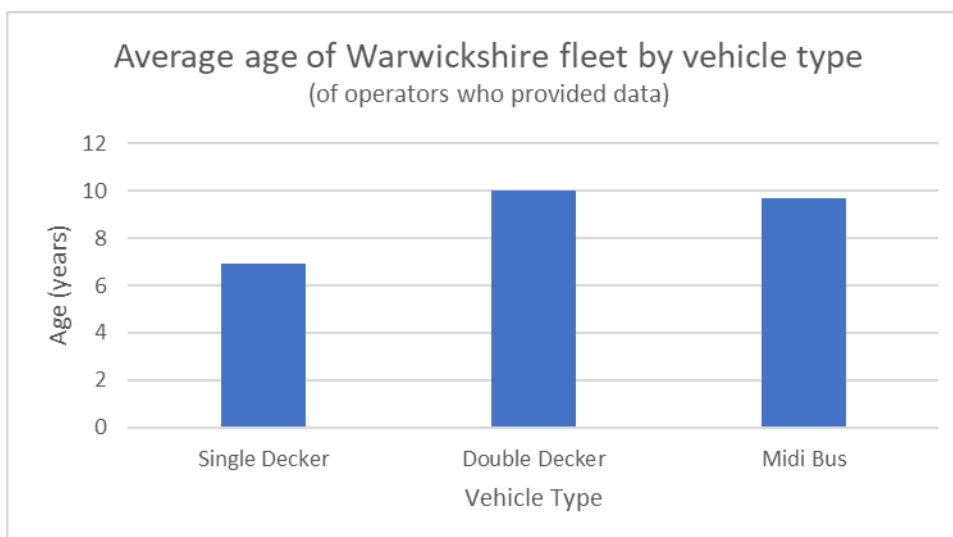


This approach is not uncommon for many 'shire' county locations in England.

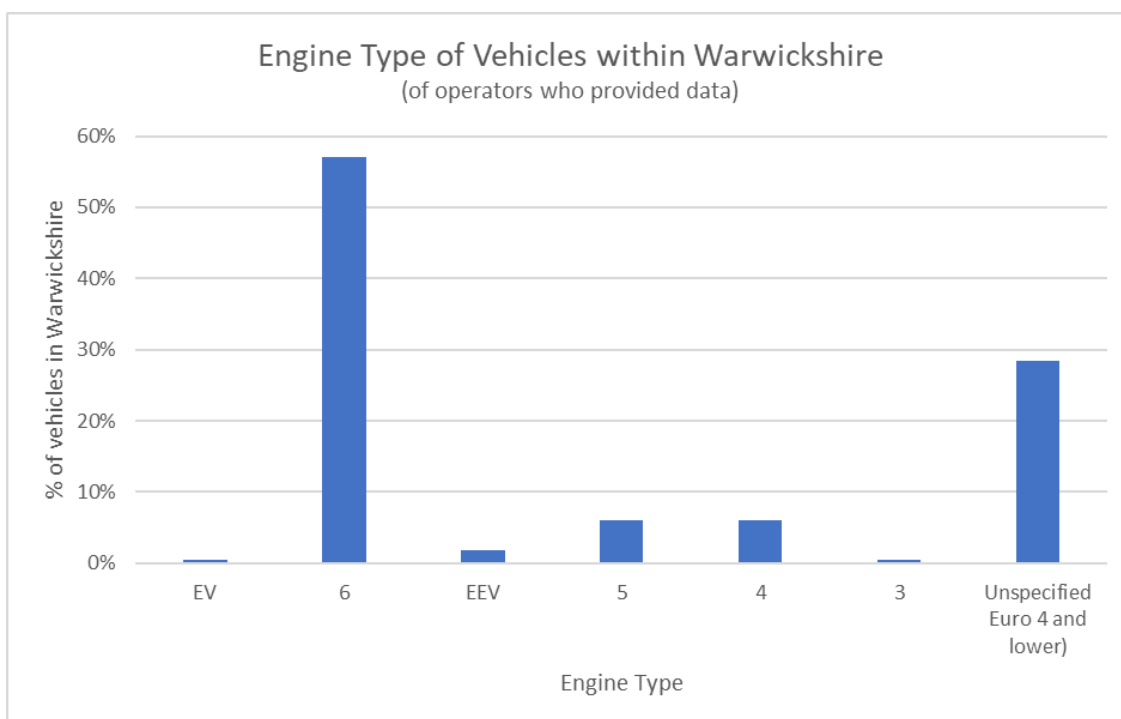
**BSIP implications:** Opportunities for consistently branding buses in Warwickshire are limited by the presence of large urban areas nearby (notably Birmingham and Coventry, within the Transport for West Midlands network) and the cross-boundary nature of many bus services. Consequently, developing a common identifier for bus services across Warwickshire is considered a relatively low priority compared with other interventions being considered through this BSIP.

### 3. Decarbonising the Bus fleet

The average age of the fleet operating in Warwickshire is 8.9 years old, the split of which is shown below.



57% of buses have Euro VI diesel engines. The breakdown is shown below (from a total of 269 buses).



Warwickshire will see a significant uplift in bus fleets on cross boundary routes into Coventry with the introduction of electric buses on these corridors as part of the Coventry All Electric Bus City project. WCC has committed funding towards on-street electric vehicle charging infrastructure and local bus operators are making a significant contribution (£78m) to the total cost of the programme. Further opportunities to

expand the zero emission buses will be sought, although this is likely to be beyond 2024/25 after the rollout of electric vehicles on the cross-boundary routes.

**BSIP implications:** A significant uplift in the zero emission bus fleet will be delivered on cross-boundary routes into Coventry through the Coventry All Electric Bus City Project. Coupled with the DfT's ZEBRA funding stream, the BSIP presents an opportunity to ensure investment in the bus vehicles and EV charging networks needed to decarbonise them. Opportunities will be sought to upgrade the bus fleet and reduce emissions through the operating and renewal lifecycles of diesel and hybrid bus vehicles that are currently in operation. Given each bus has the potential to take 40-70 cars off the road, and Euro VI buses are already significantly more efficient (based on average loadings) than most private cars, measures to encourage bus use will also help support the decarbonisation agenda.

#### 4. Investment in the Network

Recent investment in Warwickshire's bus network has been relatively limited, and opportunistic in nature. To some degree, the bulk of funding for public transport networks in this area has been channelled towards nationally significant rail projects (HS2) and new local stations (Warwick and Coleshill Parkway stations in the 2000's, Stratford Parkway in 2013, Bermuda Park in 2016 and Kenilworth in 2018). This reflects that most of the public transport passenger growth in recent years has been drawn towards rail services – with a 30% increase in passenger numbers to/from Warwickshire stations reported in the period 2014-2019<sup>9</sup>.

Two key areas of recent bus investment include:

- **Rural Mobility Fund:** In March 2021, WCC was successful in securing £1.02m of funding from DfT through the Rural Mobility Fund. This unlocked £0.73m of match funding and will deliver a new on-demand bus service over a period of 5 years up to 2025-6 and ability to book the service via an app as well as a more traditional telephone booking system. The service is expected to be launched in January 2022 and will operate from 6am – 7:30pm, Monday – Saturday, serving new housing locations in Hatton and Hampton Magna and replacing part of the fixed route 16 bus service between Warwick and Kenilworth, which operates at wide intervals and is poorly patronised. Three vehicles will be in operation and will connect with existing fixed route services (road and rail). Lessons learned

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<sup>9</sup> Warwickshire County Council (2019) *Warwickshire Rail Strategy*. Available at: [https://ask.warwickshire.gov.uk/communities/draft-warwickshire-rail-strategy-2019-2034/supporting\\_documents/WRIS%20DRAFT%20for%20consultation%20201934%20FINAL.pdf](https://ask.warwickshire.gov.uk/communities/draft-warwickshire-rail-strategy-2019-2034/supporting_documents/WRIS%20DRAFT%20for%20consultation%20201934%20FINAL.pdf)



from this pilot will be used to develop a blueprint for further DRT services in other areas of the county, including the feasibility of rolling out the app based booking service to other DRT schemes in the County.

- **Coventry All-Electric Bus Fund:** This West Midlands Combined Authority-backed £50m all-electric bus city project will fund 297 new electric buses, charging points at depots and necessary upgrades to the electricity supply grid. The project is co-supported by Warwickshire County Council, reflecting that the bus services will operate cross-boundary into the county, and local bus operators are making a significant contribution (£78m) to the total cost of the programme.



Source: [CWLEP](#)

**BSIP implications:** Further investment is a key requirement, and ambition, for this BSIP to succeed. This applies not only to the network infrastructure, bus vehicles, waiting facilities, and information systems that make up Warwickshire's bus routes, but also the capacity of the County Council team that will be responsible for overseeing and maintaining the local partnership with operators. The locally-declared climate emergency, clear national plan for transport system decarbonisation, and rational desire to significantly improve the sustainability of local shorter-distance trips for all journey purposes all point towards a need for a significant and sustained increase in the funding for local bus networks and services – both from central Government and the bus operators who are working in partnership with Warwickshire County Council to prepare and deliver this plan.

## Supporting Policies – making it happen

In Spring 2021 Warwickshire County Council consulted upon the Key Themes for its next Local Transport Plan<sup>10</sup>. Both the Consultation Brochure<sup>11</sup> and Analysis Report<sup>6</sup> underline the importance of travel behaviour change, achieved through widespread uptake in improved local walking, cycling and local public transport networks and services. This BSIP represents a significant element of the County Council's emerging local transport and sustainable growth strategies, given its potential to:

- **Reduce climate emissions and help tackle climate change** – the most important issues within the theme (Environment) that attracted the highest level of agreement for inclusion among consultation respondents.
- **Reduce traffic congestion and air/noise pollution** – the second most commonly cited issues within this theme.
- **Support higher levels of walking and cycling** – both through the integration of bus priority measures with high priority Local Cycling and Walking Infrastructure Plan<sup>12</sup> interventions (including co-delivery of bus priority measures and LTN 1/20 compliant cycle route networks in urban areas), and by recognising that almost all bus passengers start and end the majority of journeys as pedestrians or cyclists. Over half of all respondents to the LTP4 consultation identified these as important measures for enabling people to travel to work by non-car based modes, and therefore encouraging local economic growth, and to encourage more active lifestyles.
- **Improve the quality and character of Warwickshire's places** – with high quality and well-maintained bus infrastructure, waiting areas and interchange facilities adding to – rather than detracting from – the quality of local centres, helping to activate them and provide a focus for local growth and investment.

**BSIP implications:** Synergy between the LTP, LCWIP and BSIP strategies is important, but not as important as having a clear set of focused interventions that can be delivered quickly and meaningfully in order to rebuild public confidence in the quality of local bus networks and services, and the safety of our county's walking and cycling networks. The remainder of this BSIP focuses on what we will deliver, and how we will measure success over time.

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<sup>10</sup> Warwickshire CC (2011) Warwickshire Local Transport Plan 2011-2026. Available at: <https://api.warwickshire.gov.uk/documents/WCCC-630-116>.

<sup>11</sup> Warwickshire CC (2021) *LTP4 Key Themes Consultation Brochure*. Available online at: [https://ask.warwickshire.gov.uk/insights-service/ltp-themes/supporting\\_documents/WCC%20LTP%20Key%20Themes%20Brochure\\_200120.pdf](https://ask.warwickshire.gov.uk/insights-service/ltp-themes/supporting_documents/WCC%20LTP%20Key%20Themes%20Brochure_200120.pdf)

<sup>12</sup> Warwickshire CC (2021) *Developing Warwickshire's Cycle Network*. Available at: <https://www.warwickshire.gov.uk/cycling/developing-warwickshires-cycle-network/3>



## Section 3 - Headline targets

Based on the insights set out in section 2, and the ambition of the improvements we are seeking to deliver (section 4), a set of core targets have been defined in relation to each of the key BSIP measures. These are set out below:

Outcome metric	Target	Baseline	Source	Targets (relative to baseline)				
				21/22	22/23	23/24	24/25	25/26
<b>Passenger Satisfaction with public transport</b>	Improve overall passenger satisfaction	59% (2017)	NHT Survey	N/A	60% +1% point	61% +2% points	62% +3% points	64% +5% points
<b>Patronage (passenger growth)</b>	Recover to pre-COVID levels and stimulate growth (in real terms, and from new homes / jobs)	13.7m pax trips / annum (2018/19)	DfT Bus Statistics (Bus0109a & Bus01113)	-20%	-10%	0%	3%	5%
		24.1 pax journeys per-person (2018/19)	DfT Bus Statistics Bus0110a	-20%	-10%	0%	3%	5%
<b>Punctuality</b>	Punctuality	74% of routes operating on-time (2019-20) <sup>13</sup>	Operator punctuality data	N/A	78% (+5%)	82% (+10%)	83.5% (+12%)	85% (+14%)

<sup>13</sup> Based on the best available data from one of the major bus operators in Warwickshire. During the pandemic (Apr 2020 – March 2021) the percentage of on-time buses rose to 88.67%, but this has been discounted on the basis of artificially depressed road traffic and bus passenger levels during this time.

Outcome metric	Target	Baseline	Source	Targets (relative to baseline)				
				21/22	22/23	23/24	24/25	25/26
<b>Journey time</b>	Reduce average bus journey times on a selection of corridors across Warwickshire including those where bus priority will be introduced	2.5 scheduled mins per- bus veh. KM (in service) on 21 busiest routes (by pax)	Operator schedule and route run-time data	N/A	2.4 mins / km (-4%)	2.3 mins / km (-8%)	2.2 mins / km (-12%)	2.1 mins / km (-16%)

These targets are directly focused on the key ambitions and desired outcomes of our BSIP for Warwickshire. They are easy to measure, can be regularly reported against, and reflect a progressive approach to prioritising and improving bus services in the local area – commensurate with the scale of funding sought to implement the Plan.

## Monitoring and measuring success

In line with DfT's BSIP guidance, the targets developed by the Visioning Group have been rooted in clear baselines that pre-date the Covid-19 pandemic. As such they can be used to measure the pace of bus service recovery over coming years, and provide the partnership with insight into how use of the bus network changes in response to evolving patterns of work, retail, leisure, local demographics and people's lifestyles – as well as the interventions we deliver.

So as to ensure maximum focus on early delivery we intend to monitor progress against these targets on an annual basis, to commence monitoring activity in the 2022/23 financial year, and to do so on the following basis:

- **Passenger satisfaction** will be monitored at a global level across the whole of the county. We will use National Highway and Transportation (NHT) surveys, the most recent of which were conducted in 2017 in Warwickshire<sup>14</sup>, and which we would commission to repeat each year. Additional, targeted passenger satisfaction surveys will be completed on an as-needed basis – for example to monitor the specific before and after impacts of bus route/priority infrastructure improvements on passenger satisfaction and willingness to use local bus services.
- **Patronage** will be monitored regularly but benchmarked annually based on the statistical data returns all local bus operators submit to DfT via the County Council. We intend to measure both total passenger trips and the number of passenger trips per capita of population, to account for changes in total bus trips linked to local housing and employment growth. Targeted data analysis of operator patronage data will be undertaken so as to understand – on a route-by-route basis – what the impact of specific service improvements and interventions delivered through this BSIP has been. Where possible we shall also monitor a group of 'control' routes – that have not received improvement – to establish a counterfactual indication of what is happening on parts of the local bus network that have not received upgrades.
- **Punctuality** will be measured using aggregated operator data that reports the proportions of bus journeys that are on-time / early / late relative to registered timing points. This will be built up across individual routes and measured over each 12 month period to provide a global view of punctuality. This will enable us to explore trends in individual routes – including those operating along corridors

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<sup>14</sup> National Highways and Transport Network (2017) *NHT Survey Report – Summary Report for Warwickshire CC*. Available at: [https://ask.warwickshire.gov.uk/business-performance/national-highways-and-transport-network-survey/results/authority\\_summary\\_report-wcc-2017.pdf](https://ask.warwickshire.gov.uk/business-performance/national-highways-and-transport-network-survey/results/authority_summary_report-wcc-2017.pdf)

where priority bus measures are implemented – and a control group of routes that do not benefit immediately or directly from our BSIP interventions.

- **Journey times** will be monitored on an annual basis – aggregating all published schedules and establishing the average amount of time taken to travel ‘one scheduled bus Km’. The purpose of this approach is to create a comparable (across routes, and over time) measure of bus journey times in the local area – with the less time taken to travel 1km, the better. It will enable us to see what overall impact our BSIP interventions have on bus journey times across Warwickshire (and compare that with patronage impacts), as well as observing whether significant changes (positive or negative) on any individual routes’ journey times have an immediate or latent impact on patronage and satisfaction.

Operator provision of the punctuality and scheduled run-time will be a condition of the Enhanced Partnership we will establish to implement this BSIP, as will a commitment to wider data sharing in order to inform service improvement along priority routes and corridors that will form the core bus network. Evidence of our progress will be documented in our annual BSIP reports, which will be publicly available and used to guide our ongoing decision-making and scheme prioritisation.

## Section 4 – Delivery

### Introduction

This section sets out the measures to be implemented as part of this BSIP. A full list of BSIP schemes, our view of how these will be prioritised and how they relate to the anticipated outcomes of the National Bus Strategy is included in the DfT BSIP outline funding form submitted as a separate document.

### Key BSIP objectives and measures

We have related our local objectives and high priority measures to the key BSIP goals defined by DfT in its national guidance, as follows:

Key BSIP goal	Local objectives and high priority measures
More frequent buses	<ul style="list-style-type: none"><li>• Deliver more frequent bus services on routes providing access to key employment sites.</li><li>• Improve bus service frequencies across the county's network into the evenings and on Sundays.</li></ul>
Faster, more reliable	<ul style="list-style-type: none"><li>• Enforce bus clearways across the county.</li><li>• Improve targeted bus priority with a particularly early focus on two key corridors:<ul style="list-style-type: none"><li>○ Stratford – Warwick – Leamington – Kenilworth</li><li>○ Nuneaton – Bedworth – Coventry</li></ul></li><li>• Work with District/Borough Councils to review parking supply and charges to improve bus service competitiveness.</li><li>• Deliver the Nuneaton bus bridge, to reduce delays for services operating into the town centre.</li></ul>
Cheaper	<ul style="list-style-type: none"><li>• Maintain the existing subsidised bus network in Warwickshire to meet customer needs (routes, flexibility and accessibility).</li><li>• Deliver a multi operator bus ticket in Nuneaton; Warwick; and Rugby in the lead up to the Commonwealth Games in 2022, before developing a county wide solution.</li><li>• Introduce a jobseeker support scheme to provide discounted bus travel for people who would otherwise struggle to access employment opportunities.</li></ul>
More comprehensive	<ul style="list-style-type: none"><li>• Support services to maintain the pre-COVID Warwickshire Bus Network.</li></ul>

Key BSIP goal	Local objectives and high priority measures
	<ul style="list-style-type: none"> <li>• Pilot an app-based Demand Responsive Transport (DRT) service to serve rural settlements to the West of Warwick and parts of Kenilworth.</li> <li>• Use growth-related funding (£106 million), and collaboration with district planning authorities and bus operators, to expand local bus networks and include bus priority 'by design' in new housing/employment area developments.</li> </ul>
Easier to understand	<ul style="list-style-type: none"> <li>• Phased delivery of real-time information along key corridors.</li> <li>• Establish a one-stop gateway for access to information.</li> <li>• Coordinating and minimising timetable changes across bus operator networks.</li> <li>• Improve roadside/in-street route and timetable information, including the use of digital displays.</li> </ul>
Easier to use	<ul style="list-style-type: none"> <li>• Fit 'next stop' audio-visual information systems to buses.</li> <li>• Produce a guide encouraging people to use bus services.</li> <li>• Phased roll-out of 'Top-on / Tap-off' technology on key corridors.</li> <li>• Align bus ticket options to simplify existing fares.</li> <li>• Adopt a passenger charter across all bus operator networks.</li> <li>• Introduce Super Stops at key bus stop locations.</li> </ul>
Better integration	<ul style="list-style-type: none"> <li>• Integrate bus services and timetables to maximise scope for multi-modal connections.</li> <li>• Pilot rural mobility hubs in targeted locations identified through a full review of the network.</li> <li>• Annual Warwickshire bus conference to resolve key issues.</li> </ul>

## Detailed list of BSIP interventions for Warwickshire

### Reliability Improvements

Bus reliability and punctuality is a growing issue in Warwickshire with operators, over the years, increasing their timetabled journey times, and in some cases introducing additional vehicles into the service just to maintain reliability. Not only does this provide an unreliable and longer journey time for the passenger, but it increases operational costs, preventing further investment in additional services or journeys.

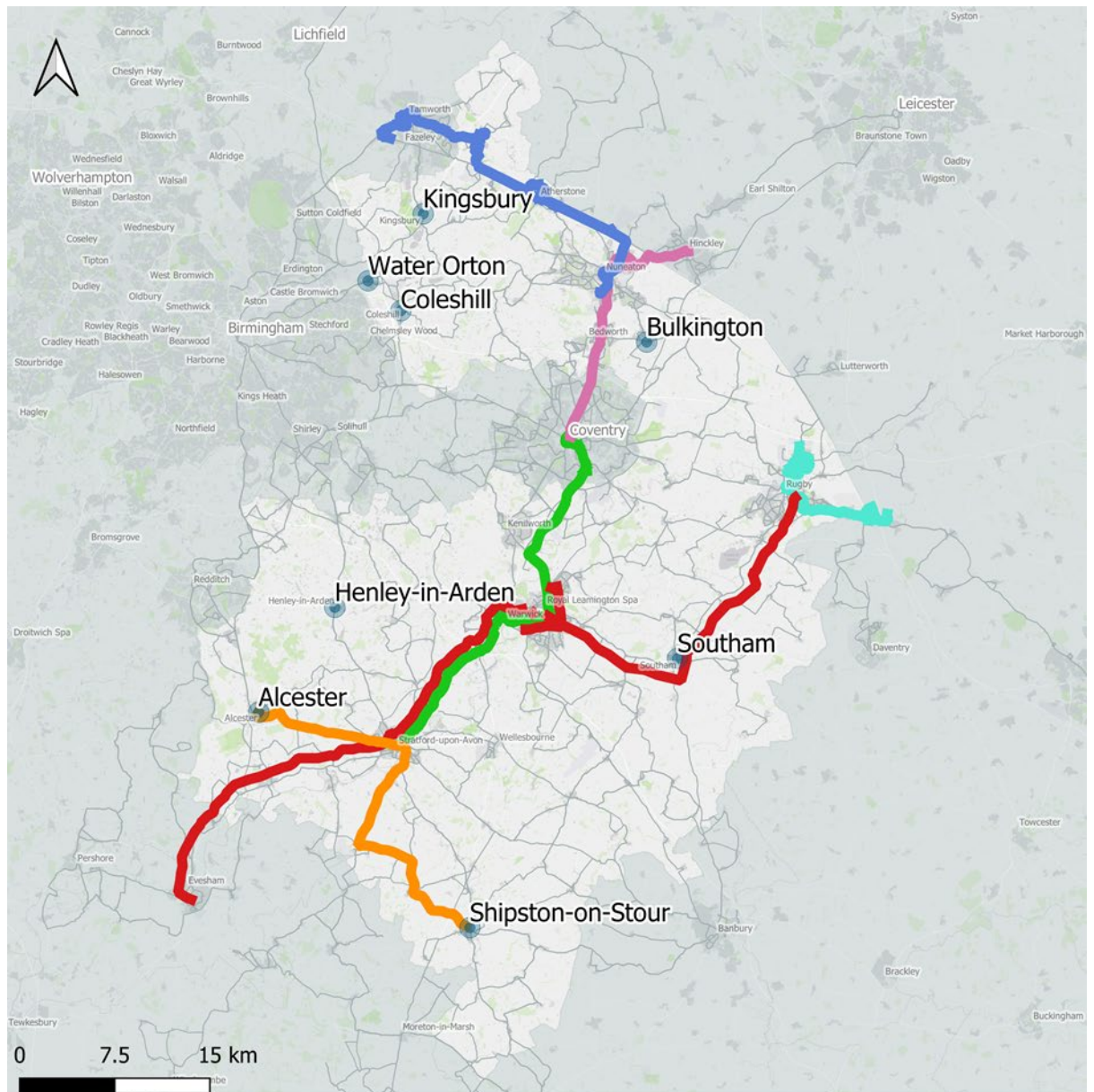
To make the difference required to improve reliability, improve journey times for bus passengers, and encourage modal shift from the car to the bus by providing an easier route for the bus than that of the car, significant bus priority measures are required.

Drawing on evidence of the network locations and routes where the greatest delays occur (identified through discussions with local bus operators), and where there are greater concentrations of bus services, the following corridors have been identified as requiring **bus priority** intervention (in order of priority):


<b>Route</b>	<b>Agreed priority</b>	<b>Estimated total scheme cost (2022-25, £m)</b>
1) Stratford - Warwick – Leamington – Kenilworth - Coventry (including Warwick Hospital, University of Warwick, Whitnash and Woodloes)	High	£4.590
2) Northern Nuneaton (including new developments at the north / northeast of the town / A47 Hinckley Road / The Long Shoot and A5 to Hinckley) - Nuneaton Town Centre - Bedworth – Coventry	High	£17.800
3) Rugby North (new developments at north of town) - Elliot's Field Retail Park - Rugby Rail Station - Rugby Town Centre – St Cross Hospital - Southwest Rugby developments sites	High	£16.530
4) North Stratford (including shared Stratford Park and Ride / Stratford Parkway Rail Station Site) – Stratford Town Centre – Southern Stratford, i.e., Severn Meadows Road / Clifford Lane - Long Marston Garden Village and Meon Vale Development Sites - Honeybourne (and extended to include Redditch, Alcester and Shipston on Stour)	Medium	£18.375
5) Nuneaton - Atherstone – Polesworth - Tamworth	Medium	£15.970
6) Rugby – Southam - Leamington– Warwick – Lighthorne Heath – Wellesbourne – Stratford – Evesham	Medium	£16.880
Town centre measures (improving priority and protecting access) such as Henley-in-Arden, Coleshill, Kingsbury, Bulkington and Water Orton	Low	£14.995

These 6 corridors and town centre locations have been mapped (overleaf). Each **bus priority corridor** will be examined to identify the specific physical interventions that can be made, given their geography, route alignments and available carriageway widths. Traffic signal priority; bus lanes; bus gates and red routes will all be explored.












## Bus Priority

-  Town Centre Measures

## Corridors

-  1. Stratford-upon-Avon - Warwick - Leamington - Kenilworth - Coventry (including Warwick Hospital, University of Warwick, Whitnash and Woodloes)
  -  2. Northern Nuneaton (including new developments at the north / northeast of the town / A47 Hinckley Road / The Long Shoot and A5 to Hinckley) - Nuneaton Town Centre - Bedworth - Coventry
  -  3. Rugby North (new developments at north of town) - Elliots Field Retail Park - Rugby Rail Station - Rugby Town Centre - St Cross Hospital - Southwest Rugby developments sites
  -  4. Nuneaton - Atherstone - Polesworth - Tamworth
  -  5. North Stratford (including shared Stratford Park and Ride / Stratford Parkway Rail Station Site) - Stratford Town Centre - Southern Stratford, i.e., Severn Meadows Road / Clifford Lane - Long Marston Garden Village and Meon Vale Development Sites - Honeybourne (and extended to include Redditch, Alcester and Shipston on Stour)
  -  6. Rugby - Southam - Leamington - Warwick - Lighthorne Heath - Wellesbourne - Stratford - Evesham
-  Non Priority Routes

Feasibility studies will be undertaken on improvements on these corridors, and these schemes will be brought forward in a phased approach depending on the value of funding available and the impact the schemes will have on reliability and journey time. However, initial studies of delay and services affected, suggest phasing in the order listed above.

This feasibility work will consider opportunities to deliver bus network development improvements alongside demand responsive transport options that can provide connectivity onto the priority bus corridors – for instance, linking smaller settlements such as Lillington and Cubbington onto the two priority bus corridors in Leamington.

Beyond the initial BSIP programme, we anticipate further feasibility work will explore scope to deliver improvements on other important bus corridors, including:

- Coleshill - Birmingham;
- Grove Farm - Stockingford - Nuneaton Town Centre - Camp Hill;
- Bedworth - Ash Green - Coventry;
- Hillmorton - Rugby Town Centre - Coventry; and
- Cubbington - Lillington - Leamington Town Centre - Sydenham.

Within the initial 3-year BSIP programme, **centralised traffic light priority** will be extended beyond these sections of corridor onto the wider network to ensure whole-route reliability wherever possible. In addition, a number of 'softer' measures will be taken forward to alleviate problems on the network that cause delays:

- **Enforcement** - investment in staff resource and cameras to enforce bus lanes, bus stop clearways, and other traffic enforcement. The operator reporting mechanism will be reviewed and refined to enable swift intervention of enforcement.
- **Loading Restrictions** - work with Districts and businesses to review loading restrictions to minimise impact on buses.

If these measures are unsuccessful, the feasibility, impacts and benefits of red routes on specific corridors will be investigated.

Other measures include:

- Collaborative working with District/Borough Council authorities to ensure that **when car parking strategies are reviewed**, the opportunity will be taken to consider how bus use and operation relate to parking. A Memorandum of Understanding will be implemented to ensure District and Borough Councils consider the impact on buses when changes are made to the level and pricing of parking.

- **Options for managing demand for road space** will also be explored. Experience in Nottingham has shown that a Workplace Parking Levy can help to manage traffic growth and, at the same time, raise revenue for investment in the public transport network. Road User Charging schemes also have similar potential. The suitability and feasibility of schemes in the larger urban areas of Warwickshire will be investigated.

## Publicity/Information

The operators and County Council provide a range of travel information but there is a need for a **coordinated, partnership approach to information provision and marketing**, including minimising and coordinating timetable changes. To facilitate this, the resource and software requirements for providing a central location to store and access information will be explored, together with a coordinated approach to marketing with the aim of maximising the power of all parties selling the same message. This approach, as well as the application of minimum standards for all information available to residents, including operator websites and printed information, will also allow **improved quality of information**. A **bus information guide** to encourage people to use bus services and to help increase confidence in travelling by bus will also be produced.

**Improved roadside publicity** is also required, including paper-based information, enhanced standalone roadside timetable software, and the launch of solar panelled digital roadside information.

Alongside improvements to static information, **real time information systems** will be explored and implemented in conjunction with the phased introduction of bus priority corridors set out above.

To improve the on-board experience for all users, including those with visual and hearing impairments, the installation of **audio-visual equipment** to provide next stop information will be supported.

## Planning

There is considerable scope to improve the integration of planning policy and bus service planning and support. Building on a recent study, the most effective and efficient way of using **S106 contributions** will be considered. In collaboration of borough/district councils and bus operators, **guidelines for the layout and design of new developments** will be created. This will ensure that developers actively incorporate bus provision into the design and delivery of the development through

highway design, internal road configuration, bus stop infrastructure, prioritising bus routes over those of the car, marketing and welcome packs.

Where new residential developments are not large enough to justify a fixed bus routes, or where there is no obvious single traffic generator meaning a simple fixed routes would not cater for most of the travel demand, **Demand Responsive Transport** services will be investigated.

## Network Development

In terms of network development, an initial objective is to support services in the most appropriate manner until **patronage returns to pre-Covid levels**. There are then opportunities to **improve links and frequencies in a phased corridor approach and improved access to key employment sites** across the county.

Linked to the Local Transport Plan, improvements to frequency and evening/Sunday services will be explored and implemented with the aim of generating growth.

To **improve integration**, a full review of the network will be undertaken with the purpose of integrating services and timetables to ensure the ability for multi-modal connections, and exploring new interchanges and rural mobility hubs.

A pilot **demand responsive transport** service, including booking app, serving residents in rural settlements to the west of Warwick and parts of Kenilworth will be launched, and new **park and ride** sites and services will be developed to reduce the number of car journeys into town/city centres, focusing primarily on Leamington, Warwick and Stratford-upon-Avon.

### *Long-term ambition for the county's bus network*

The network development process, and discussions with bus operators in Warwickshire, has enabled us to identify our ambitions for the county's bus network.

This aspiration has been translated into the table overleaf – which sets out our long-term aims for the service frequencies and hours of operation (essentially, the extent of the network) along different types of route and location found within the county. Our intention is that this will continue to be refined and scoped through the process of preparing our Enhanced Partnership for Warwickshire's bus services.

	Monday to Friday	Saturday	Sunday
<b>Core Networks Urban and Peri-urban</b>	20 minutes between 0530-0700	20 minutes between 0530 to 0900	20 minutes between 0800 to 1800
	10 minutes between 0700-1830	10 minutes between 0900 to 1600	30 minutes between 1800 to 2100
	20 minutes between 1830-2300	20 minutes between 1600 to 2300	
<b>Core Network Interurban &amp; Suburban</b>	30 minutes between 0530 to 0700 15 minutes between 0700 to 1830 30 minutes between 1830 to 2330	30 minutes between 0530 to 0900 15 minutes between 0900 to 1600 30 minutes between 1600 to 2300	30 minutes between 0800 to 2100
<b>Local Network &amp; Rural Core network</b>	60 minutes between 0600 to 0700 30 minutes between 0700 to 1830 60 minutes between 1830 to 2300	60 minutes between 0600 to 0900 30 minutes between 0900 to 1600 60 minutes between 1600 to 2300	60 minutes between 0800 to 1800
<b>Supporting Network</b>	We will ensure that the supported and part supported services continue to develop under the same principles of the core and local networks for access to employment, education and other activities, and to become a viable alternative to the private car.		
<b>Demand Responsive</b>	<ul style="list-style-type: none"> <li>• - U bus</li> <li>• – IndieGo</li> <li>• - Community Transport</li> </ul> <p>We will consider how each individual service can be brought together to complement each other, and the fixed route bus network, reduce the administrative overheads, and make more efficient use of the available resource. Additionally, we will consider how this resource can be used to provide a more flexible and sustainable solution to socially necessary supporting services, including rural areas away from main corridors, rather than traditional fixed route services.</p>		
<b>Integration</b>	The bus network will be enhanced to ensure that bus services are timed to connect with each other, with a focus on meeting the specific times in the early morning and evening, and where services are operating at wide headways. Where practicable bus services will be arranged to provide multi-modal interchange.		

## Fares and Ticketing

A **Multi-Operator Day Ticket** will be introduced in a phased approach:

- Phase 1 – delivery, through an extension to Swift, in Nuneaton, Warwick and Rugby in the lead up to the Commonwealth Games in 2022
- Phase 2 – a county-wide solution incorporating daily/weekly capping
- Phase 3 – integration with rail.

**Tap on Tap off technology** will be introduced in a phased approach on key corridors as part of the multi-operator ticketing solution and, where possible, **ticket products will be standardised** and aligned to simplify the options for the customer; this might include, for example, Young Person discounts and Age Group discounts.

To encourage car drivers to drive less or trade in their car, the potential to introduce a **Mobility Credit Scheme** will be investigated, as well as expanding the **jobseekers scheme** (building on those already offered by some bus operators in the county) to provide discounts for those seeking to access work opportunities. Finally, learning from the success of schemes elsewhere with similar geographical challenges, including Cornwall and Herefordshire, a **low fare scheme** will be piloted.

## Decarbonisation

As part of the phased approach to bus priority corridors, **cleaner vehicles** will be introduced. Programmes to **reduce engine idling** and deliver **green infrastructure** such as solar energy solutions at key bus stops will also be implemented.

This BSIP will also support the delivery of **Coventry's All-Electric Bus City** programme, which will deliver electric buses on cross boundary services into Coventry as well as electric bus stabling facilities.

## Service Quality

All operators will sign up to a **passenger charter** giving bus users rights to certain standards of service (including punctuality, vehicle cleanliness, proportion of services operated, information and redress) and advertise this on their marketing materials. This will be developed as part of the Enhanced Partnership's preparations, bringing together the best components of those already maintained by the county's bus operators and exemplar charters from elsewhere in England (e.g. the West Midlands Customer Charter – to which most of the local operators are already signed-up).

Within the passenger charter will be a commitment from all operators to high level vehicle cleaning standards, and improved **minimum quality standards** will be



implemented/retrofitted across all vehicles in the BSIP area including those operating under tendered contracts. These minimum standards will be set by type of service, with those on quality corridors having higher standards.

A **BSIP identifier**, e.g. a logo, will be implemented, linked to information provision, the passenger charter, and marketing, which people can identify as being part of the Warwickshire network and associated quality standards.

An **Annual Bus Conference** will be organised, involving bus operators, local authorities and the public sector organisations across Warwickshire to discuss bus issues and actions to resolve concerns.

## Infrastructure

Bus **Super Stops**, with an elongated lay-by holding two full-length buses and with high quality shelters will be provided at key stops. These will primarily be in Rugby off the A426, but could potentially be introduced in other areas and on other corridors.

New or improved **interchanges** will be delivered in Rugby, Nuneaton, Leamington town centre (south) and Stratford-upon-Avon.

Additional **EV charging points** will be provided.

As a **special project**, and as part of the Transforming Nuneaton programme, access to the town centre will be improved via the Nuneaton Bus Bridge.

## Highest priority measures, and why we want to deliver them now

We worked together as a partnership to carefully consider which of the long-list of prospective BSIP interventions reflect our highest priorities. These are summarised in the table below, as first and second order high-priorities, and presented alongside our rationale for prioritising these measures.

Working together with local bus operators, we sought to carefully balance the mix of interventions to include those which are **readily deliverable within the next 3 years**, and some **more challenging (but high impact) measures** that **reflect our longer-term ambitions** for enhancing local bus networks and services.

Programme	Project	Description	BSIP Outcome	Rationale
Supported Services	Existing Subsidised Bus Network	Maintaining the subsidised bus network in Warwickshire to meet customer needs, (routes, flexibility, accessibility).	7	Maintaining services through the Covid-19 recovery period is the highest priority in order to establish solid foundations from which to develop and expand the network over time, and passenger confidence returns.
Network Development	Maintain pre-covid levels	Support services to maintain pre-Covid Warwickshire Bus Network	7	
	Integration	Review the network with the purpose of integrating bus services and timetables to ensure the ability for multi-modal connections. Explore rural mobility hubs in addition to new interchanges.	1	These are high priorities because a reasonably large proportion of residents live in rural areas where bus services are currently very poor and as a consequence car ownership is high and politically something needs to be seen to be done for them as part of the BSIP (despite operators' concerns around the commerciality of these kinds of measures). Pilot DRT scheme already funded through RMF so an obvious inclusion with further roll out of DRT based on ongoing success of these kinds of schemes.
	DRT	Launch of a pilot demand responsive transport service (including booking app) serving residents in rural settlements to the west of Warwick and parts of Kenilworth	1	
Reliability Improvements	Enforcement of bus clearways and stops	Roll-out of enforcements cameras	8	Reliability improvements on bus corridors is a high priority to encourage more bus use in Warwickshire based on feedback from residents and stakeholders (and based on previous research by Transport Focus).  There are 6 corridor improvements in total, but these two are the routes most affected by traffic congestion and considered deliverable within the 3-year timescale for the initial round of BSIP support.
	Centralised traffic light priority	Phased approach to traffic light priority, focussing on key corridors.	3	
	Bus Priority (including measures to tackle obstruction to bus movement on the highway)	1) Stratford - Warwick – Leamington – Kenilworth - Coventry (including Warwick Hospital, University of Warwick, Whitnash and Woodloes)	3	
		2) Northern Nuneaton (including new developments at the north / northeast of the town / A47 Hinckley Road / The Long Shoot and A5 to Hinckley) - Nuneaton Town Centre - Bedworth – Coventry	3	
	Parking review	Work with district/borough Councils and WCC Parking Management Team to consider buses in all parking reviews.	8	
Publicity / information	Information coordination	Partnership approach to information provision and marketing, including minimising/coordinating timetable changes	4	Publicity/information provision improvements was the second highest priority as a BSIP outcome based on feedback from residents - with individual elements within the category ranking the highest / very high (1st (real-
	Improved quality of information	Apply minimum standards of information available to residents, including operator	4	

Programme	Project	Description	BSIP Outcome	Rationale
Publicity / information		websites and printed information. Include a one-stop gateway for access to information.		time information), 3rd (journey planning via websites and apps), 6th (static timetables), 7th (on-bus information). Note that the last line (guide to encourage people to use bus services and help increase confidence in travelling by bus) is critically dependent upon the delivery of other measures and a high-profile marketing campaign to accompany it.
	Improvement of roadside publicity	Improved roadside paper based information; enhanced standalone roadside timetable software; and launch of solar panelled digital roadside information	4	
	RTI implementation	Phased approach to RTI implementation along key corridors.	4	
	Audio-visual equipment	Support the fitting of audio-visual next stop equipment to buses	4	
	Bus Information Guide	Produce a Guide encouraging people to use bus services and to help increase confidence in travelling by bus, supplemented by a marketing campaign.	4	
Planning	Review use of S106 contributions	Building on recent study, consider the most effective and efficient way of using S106 contributions	7	These are key to ensuring existing planning policy and funding within Warwickshire work in a more effective way – delivering places that are well-suited to fast bus journey times, frequent services, and high-levels of patronage.
	Planning Policy Guidance	Collaboration with Borough/District Councils and bus operators to create a set of guidelines for large new developments in Warwickshire, ensuring they are bus-friendly early in the design process	7	
Fares / ticketing	Multi-operator Day Ticket	Phase 1 - Delivery of a multi operator bus ticket in Nuneaton; Warwick; and Rugby in the lead up to the Commonwealth Games in 2022	2	This is the only fares and ticketing initiative included as a first order high priority due to the opportunity the Commonwealth Games present, and the agreement to partner with TfWM, to be delivered through their BSIP
		Phase 2 - introduce a county-wide solution	2	These then come as second order high level priorities because of the need to get the fundamentals of reliability, frequency and network coverage right first. Generally fares and ticketing issues came as a mid-range priority based on feedback from residents and stakeholders. ToTo technology still seen as a priority by WCC as maybe be a key measure to encourage new users on to
	Introduce Tap on Tap off technology	Phased approach to implementing ToTo technology on key corridors	2	
	Standardisation of products	Where possible, align ticket products to make it simpler for the customer	2	

Programme	Project	Description	BSIP Outcome	Rationale
	Jobseekers scheme	Introduce a jobseekers scheme providing discounts for those seeking to access work opportunities	8	the bus (but most buses have this technology already anyway)
Infrastructure	Super Stops	Provision of an elongated bus lay-by holding two full-length buses and a high-quality bus shelters at key stops	8	Also second order high level priorities due to the need to focus on corridor improvements before town centre measures (and delivered as part of the reliability improvements on the 6 corridors included above)
	Special Projects	Nuneaton Bus Bridge; Improving Bus Access to Nuneaton town centre	8	
Service Quality	Passenger Charter	All operators to sign up to a passenger charter	8	Important to include as first order high priority due to the need to meet the BSIP guidance on passengers charter (which in reality will take time for all operators to sign up to as part of the EP) and
	Warwickshire Annual Bus Conference	Involving bus operators, local authorities and the public sector organisations across Warwickshire to discuss bus issues and actions to resolve concerns	8	A second-order high priority, but an important mechanism for raising local awareness and cementing the partnership.

## BSIP funding ask to 2024/5... and beyond

We have worked collaboratively to develop a costed programme that looks beyond the initial 3-year BSIP delivery period. This allows sufficient time and resource to establish our Enhanced Partnership for Warwickshire (in the remainder of the 2021/22 financial year) whilst simultaneously continuing to scope some of the 'quick win' and highest priority measures set out in this BSIP.

<b>Warwickshire BSIP Cost Breakdown (2022/23 – 2024/25)</b>	<b>Projected Cost (£m)</b>
<u>Warwickshire BSIP - Total Projected Cost of the Warwickshire BSIP Programme of Measures 2022-23 to 2024-25:</u>	
Capital Funding Requirement	£164.997
Revenue Funding Requirement	£52.273
<u>Total</u>	<u>£217.270</u>
<u>Breakdown of Projected Funding Contributions Covering Total Projected Cost of the Warwickshire BSIP Programme 2022-23 to 2024-25:</u>	
Warwickshire County Council Existing Secured Funding, e.g., Bus Services Revenue Support Budget and Capital Investment Fund	£10.308
Bus Operator Contribution	£24.438
Other Sources of External Funding, e.g., DfT Rural Mobility Fund and S106 developer contributions	£28.879
Requested BSIP Funding Requirement from the DfT	£153.645
<u>Total</u>	<u>£217.270</u>
Indicative future Warwickshire BSIP Costs (Beyond 2024/25)	
<u>Warwickshire BSIP - Indicative cost of 'beyond 2024-25' measures:</u>	
Indicative Capital Funding Requirement	£93.595
Indicative Revenue Funding Requirement	£4.923
<u>Total</u>	<u>£98.518</u>

<u>Indicative breakdown of Funding Contributions 'beyond 2024/25'</u>	
Associated match funding	£1.738
Indicative BSIP funding request beyond 2024/25	£96.780
<u>Total</u>	<u>£98.518</u>

A list of all the BSIP measures that are included in our 2022/23 – 2024/25 programme, and those extending beyond 2024/25, along with all projected costs and match funding contributions is set out in the DfT BSIP outline funding form submitted as a separate document.



## Section 5 – Reporting

Each project/workstream will have its own implementation plan, with a designated project lead to coordinate and oversee progress.

The Visioning Group will meet monthly to monitor progress and take responsibility for the development and agreement of appropriate EP Schemes to gain suitable commitments to facilitate delivery of schemes/projects. This Group will receive monitoring reports and guide the implementation of the BSIP, and will have an independent chair.

There will be a designated person responsible for overall monitoring, collection, and collation of data, to assess progress with expected outputs/outcomes and towards targets. Progress and performance towards targets to be reported in a performance report published 6-monthly.

The Visioning Group will be responsible for overseeing the updating and revising of the BSIP annually, to reflect changing circumstances/new challenges/opportunities and responses from the public in annual satisfaction surveys, completed projects/schemes, and new areas for improvement/ funding.

A recording of actions to address any under performance and a copy of the report will be published on the WCC website: <https://www.warwickshire.gov.uk/buses>.

## Section 6 - Overview table

Name of authority	Warwickshire County Council
Franchising or Enhanced Partnership (or both)	Enhanced Partnership
Date of publication	30 <sup>th</sup> October 2021
Date of next annual update	30 <sup>th</sup> October 2022
URL of published report	<a href="https://www.warwickshire.gov.uk/buses">https://www.warwickshire.gov.uk/buses</a>

<b>Targets</b>	<b>2018/19</b>	<b>2019/20</b>	<b>Target for 2024/25</b>	<b>Description of how each will be measured (max 50 words)</b>
Average passenger satisfaction	59% (2017)	-	62% (+ 3% points)	NHT surveys, augmented by route/operator surveys as needed.
Passenger numbers (Total trips per annum)	13.7m	11.0m	14.11m (+3% change)	DfT Bus Statistics 0109a & 01113)
Passenger numbers (Trips per capita / yr)	24.1	19.1	24.8 (+3% change)	DfT Bus Statistics Bus0110a
Punctuality		74% of routes operating on-time	83.5% (+12% change)	Bus operator data - reporting proportions of bus journeys that are on-time / early / late relative to registered timing points
Journey time (Mins / bus vehicle Km travelled in service)	-	2.5	2.2 (-12%)	Scheduled mins per bus vehicle KM travelled in service on 21 busiest routes (by pax)

<b>Delivery - Does your BSIP detail policies to:</b>	<b>Yes/No</b>	<b>Explanation (max 50 words)</b>
<b>Make improvements to bus services and planning</b>		
More frequent and reliable services		
Review service frequency	Yes	Linked to the Local Transport Plan, improvements to frequency and evening/Sunday services will be explored and implemented with the aim of generating growth. Will undertake a regular review of timetables.
Increase bus priority measures	Yes	Bus priority interventions for six corridors plus in town centres have been identified. Feasibility studies will be undertaken on those corridors. Centralised traffic signal priority will be extended. Improved enforcement of Traffic Regulation Orders and review

		of loading restrictions. Options for managing demand for road space will also be explored
Increase demand responsive services	Yes	An app-based DRT service will be piloted in rural settlements with a view to rolling out in more areas. Where new developments are not large enough to justify fixed bus routes, or where a simple fixed routes would not cater for most of the travel demand, DRT will be investigated.
Consideration of bus rapid transport networks	No	Not applicable
Improvements to planning / integration with other modes		
Integrate services with other transport modes	Yes	Full review of the network will be undertaken with the purpose of integrating services and timetables to ensure the ability for multi-modal connections and exploring new interchanges and rural mobility hubs. New or improved interchanges will be delivered. New park and ride sites and services will be developed.
Simplify services	Yes	Focus on the core route network to help make this more visible to non-bus users, along with marketing and promotion of demand responsive and supported rural services to help people better understand the existing network and service availability.
Review socially necessary services	Yes	New guidance on this and economically necessary services is awaited from DfT. Will be considered alongside post-Covid demand, and in context of the large portion of Warwickshire that is made up of smaller rural communities.
Invest in Superbus networks		Bus priority improvements along the county's identified core route network will be progressed, as part of the forthcoming Enhanced Partnership commitment. Vehicle, information, and infrastructure upgrades will accompany this to form Superbus corridors.
Improvements to fares and ticketing		
Lower fares	Yes	In order to encourage car drivers to drive less or trade in their car, a Mobility Credit Scheme will be introduced, and existing jobseekers travel schemes will be extended to provide discounts for a larger number of people seeking to access work opportunities. Fare promotions will be developed and piloted.
Simplify fares	Yes	A Multi-Operator Ticket solution will be introduced in a phased approach. Tap on Tap off technology will be introduced in a phased approach on key corridors and, where possible, ticket products will be

		standardised and aligned to simplify the options for the customer.
Integrate ticketing between operators and transport modes	Yes	A Multi-Operator Ticket solution will be introduced in a phased approach, as will Tap on Tap off technology. Integrating fares with rail occurs in phase 3 of the multi-operator ticketing solution.
<b>Make improvements to bus passenger experience</b>		
Higher specification buses		
Invest in improved bus specifications	Yes	As part of the phased approach to bus priority corridors, cleaner vehicles will be introduced to the network. Audio-visual equipment will be installed to provide next stop information. Smaller operators will be assisted in bidding for equipment required by DDA/Equalities Act..
Invest in accessible and inclusive bus services	Yes	To improve the on-board experience for all users, including those with visual and hearing impairments, the installation of audio-visual equipment to provide next stop information will be supported. Vehicle upgrades will include USB connections where possible. Smaller operators will be assisted in bidding for equipment required by DDA/Equalities Act.
Protect personal safety of bus passengers	Yes	Delivery of CCTV on-bus and at stop as vehicle renewal and route infrastructure investments are completed through wider BSIP improvements. Passenger charter commitments on staff and passenger safety.
Improve buses for tourists	Yes	Improve links and frequencies in a phased corridor approach. Corridors have been identified as requiring bus priority intervention, including those serving Stratford-Upon-Avon and Warwick which are key tourist attractors. Improved, coordinated information and a bus information guide will also assist tourists.
Invest in decarbonisation	Yes	Ongoing commitment to rollout electric buses on cross boundary services to Coventry as part of Coventry All Electric Bus City project. As part of the phased approach to bus priority corridors, cleaner vehicles will be introduced. Programmes to reduce engine idling and deliver green infrastructure such as solar energy solutions at key bus stops will also be implemented.
Improvements to passenger engagement		
Passenger charter	Yes	All operators will sign up to a passenger charter and advertise this on their marketing materials. Within the passenger charter will be a commitment from all operators to high level vehicle cleaning standards, and improved minimum quality standards will be

		implemented/retrofitted across all vehicles including those operating under tendered contracts.
Strengthen network identity	Yes	A BSIP identifier, will be implemented, linked to information provision, the passenger charter, and marketing, which people can identify as being part of the Warwickshire network and associated quality standards. An Annual Bus Conference will be organised, across Warwickshire to discuss bus issues and actions to resolve concerns.
Improve bus information	Yes	The operators and County Council will provide a range of coordinated travel information including a guide. Roadside publicity will be improved (paper-based information, enhanced standalone roadside timetable software, launch of solar panelled digital roadside information). Real time information systems will be explored and implemented in conjunction with bus priority corridors
<b>Other</b>		
Other		<p>Bus Super Stops, with an elongated lay-by holding two full-length buses and with high quality shelters will be provided at key stops.</p> <p>Additional EV charging points will be provided.</p> <p>As a special project, and as part of the Transforming Nuneaton programme, access to the town centre will be improved via the Nuneaton Bus Bridge.</p>

# **Appendix A: Warwickshire BSIP Engagement Report**

**Bus Service Improvement Plan for Warwickshire**



Warwickshire County Council

Warwickshire BSIP  
Engagement Response Report

October 2021



a company of Royal HaskoningDHV

# Warwickshire BSIP Engagement Response Report

Version 1-0

October 2021

Produced by:



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## Project Information Sheet

Client	Warwickshire County Council
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## Document Control Sheet

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## Notice

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## Appendices

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## 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 26<sup>th</sup> July and 19<sup>th</sup> 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 17<sup>th</sup> August and 19<sup>th</sup> 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 26<sup>th</sup> July and 19<sup>th</sup> 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.

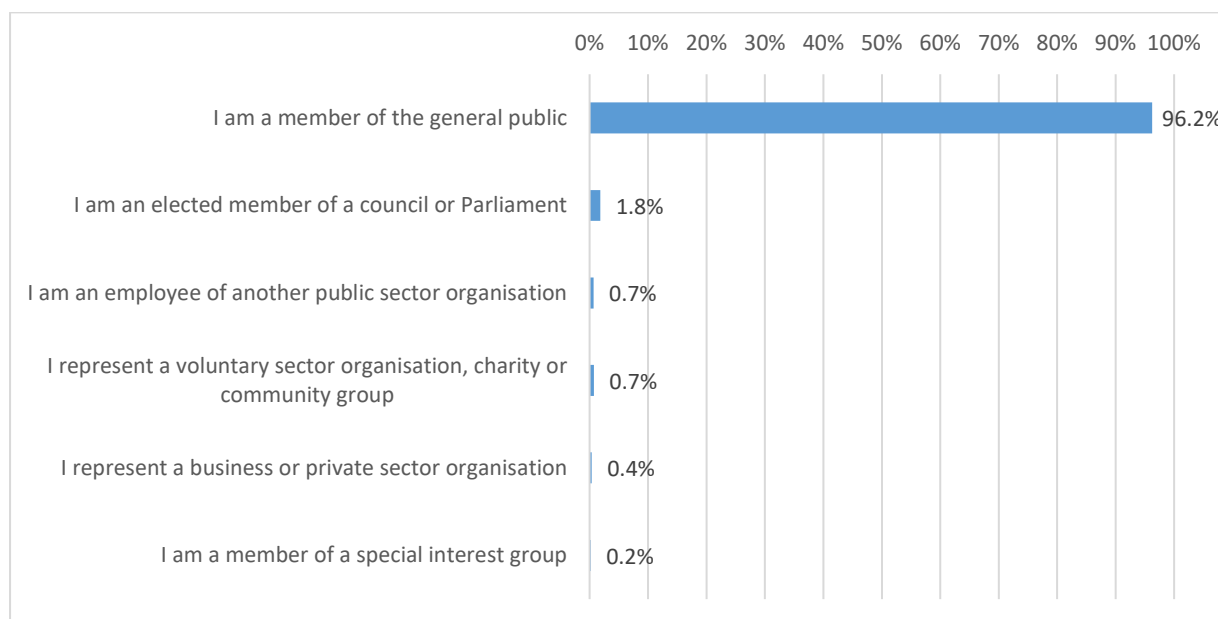
## Survey Results

- 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

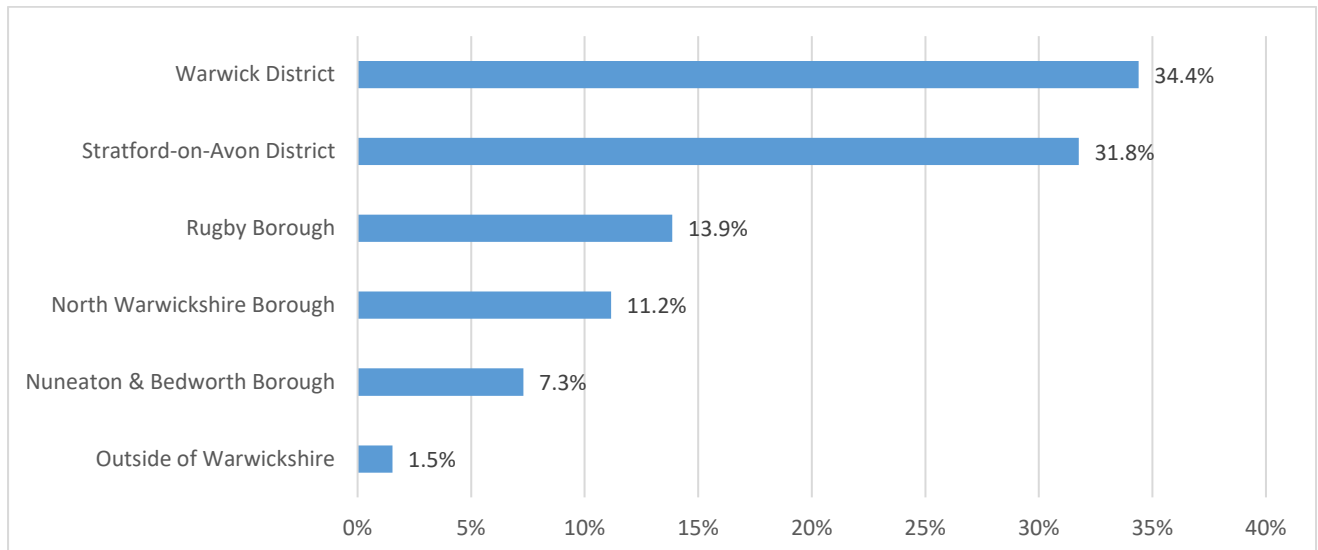
- 2.8 In total, 1653 people responded to the Survey in online and paper-based form. 4 additional paper-based survey responses were received following the cut off point for inclusion in this report and have therefore been excluded from our analysis here.
- 2.9 Most respondents were members of the general 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)



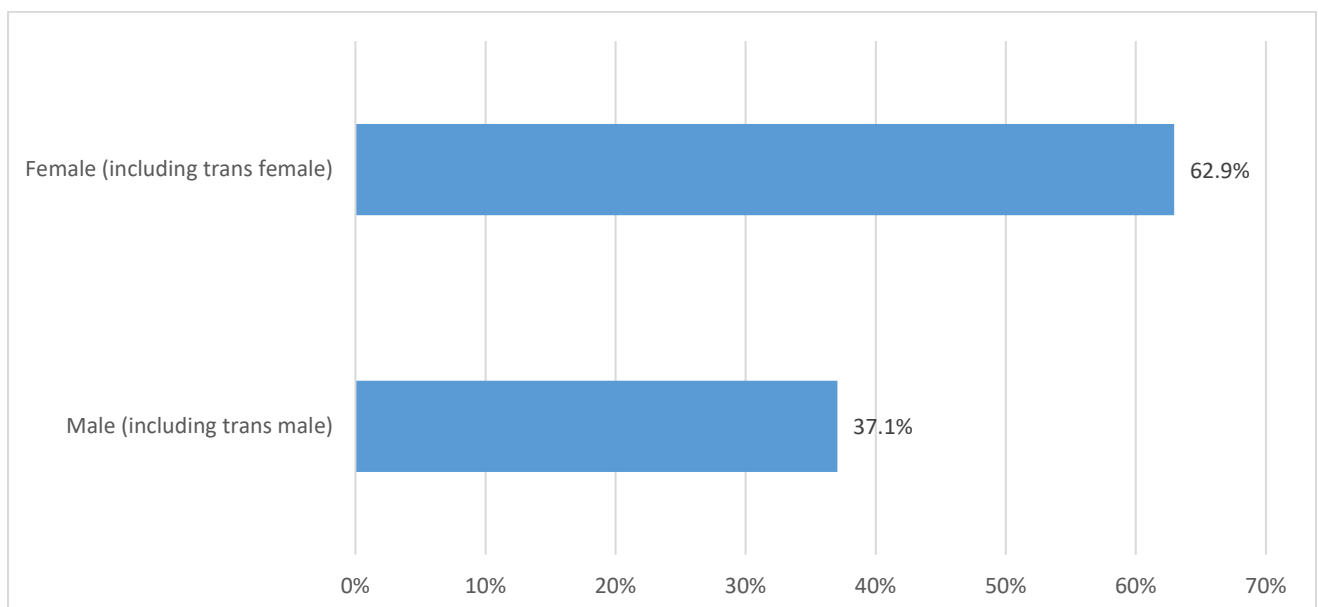
- 2.10 The majority of respondents to the Survey (97.2%) live in Warwickshire (see Figure 2-2). The responses were particularly concentrated in the south of the county with just over a third of respondents living in Warwick District and almost a third living in Stratford-upon-Avon District. The most 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)



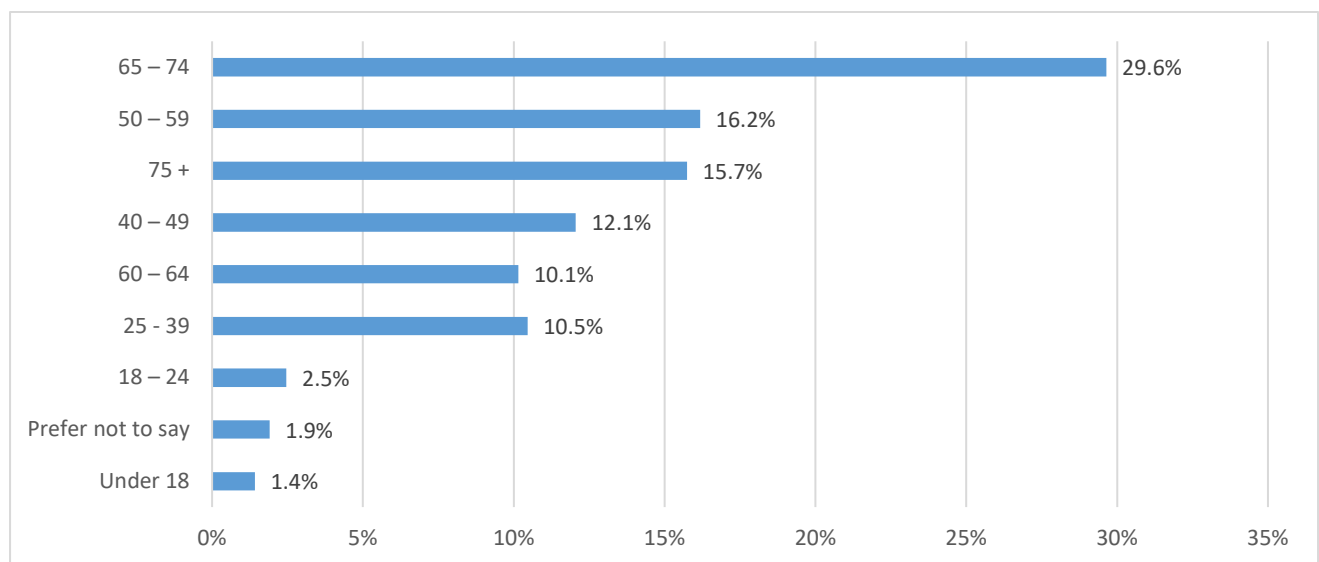
- 2.11 63% of survey respondents identify as female and 37% identify as male (Figure 2-3).

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



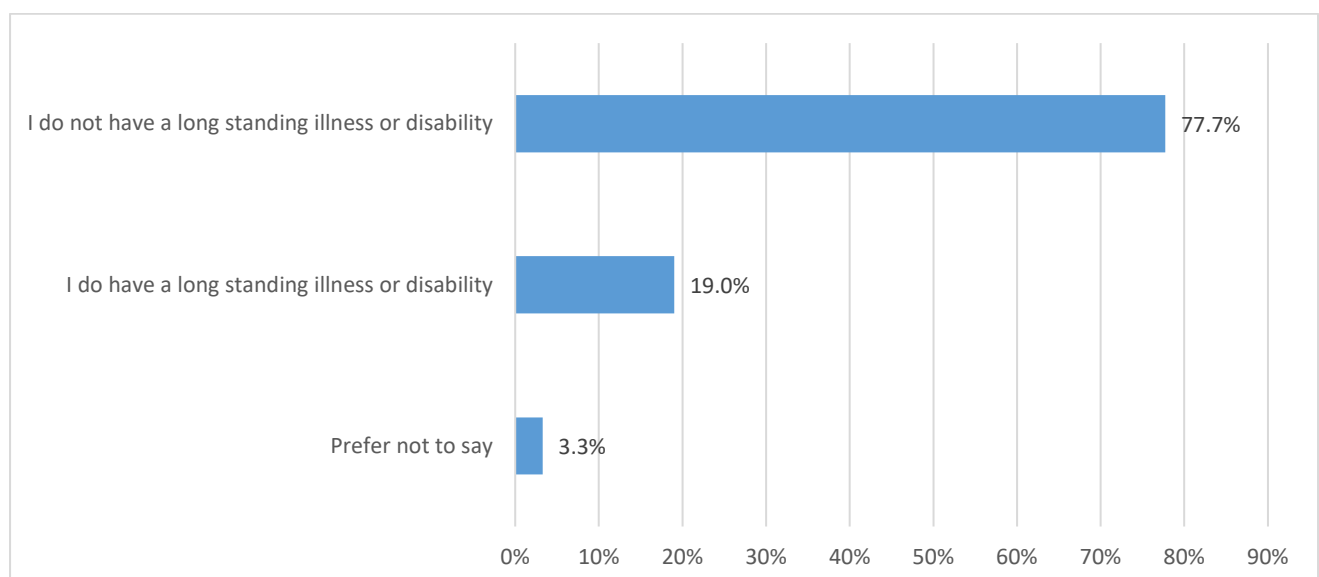
- 2.12 As the Survey sample was self-selecting, the age profile of respondents was skewed towards the older age groups (see Figure 2-4), with the most prevalent age category being 65-74 year olds (29.6%), then 50-59 year olds (16.2%), followed by those aged 75 or above (15.7%). Those aged under 24 accounted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

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



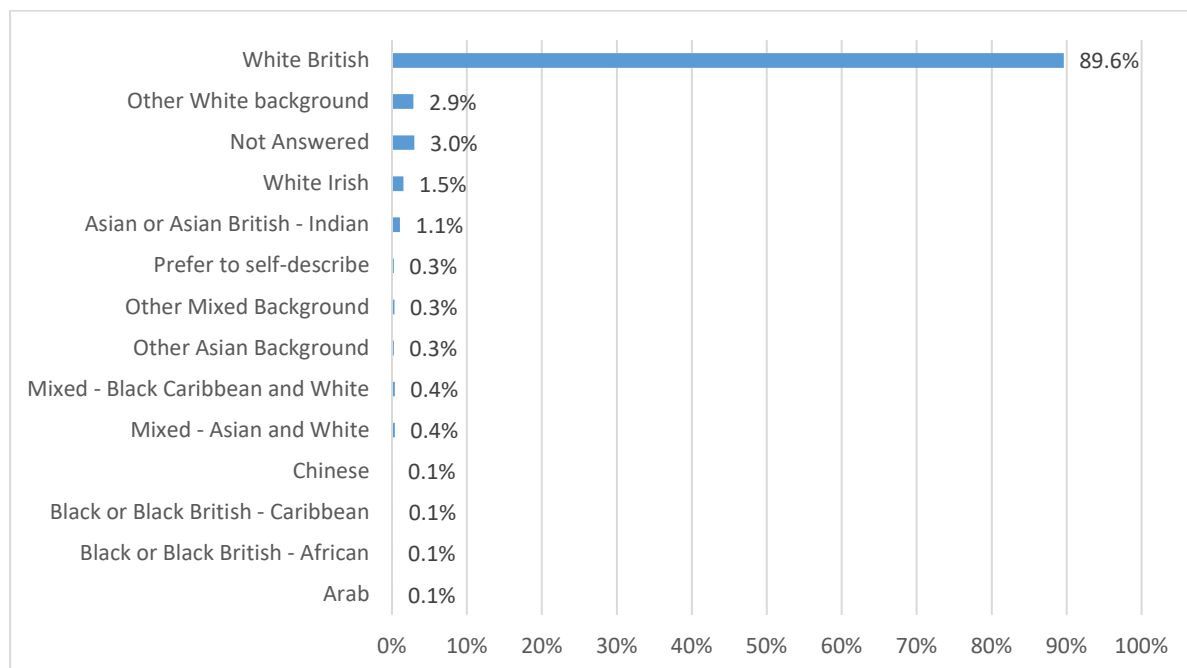
- 2.13 19% of respondents reported that they have a long standing illness or disability which impacts their day-to-day activities (Figure 2-5).

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



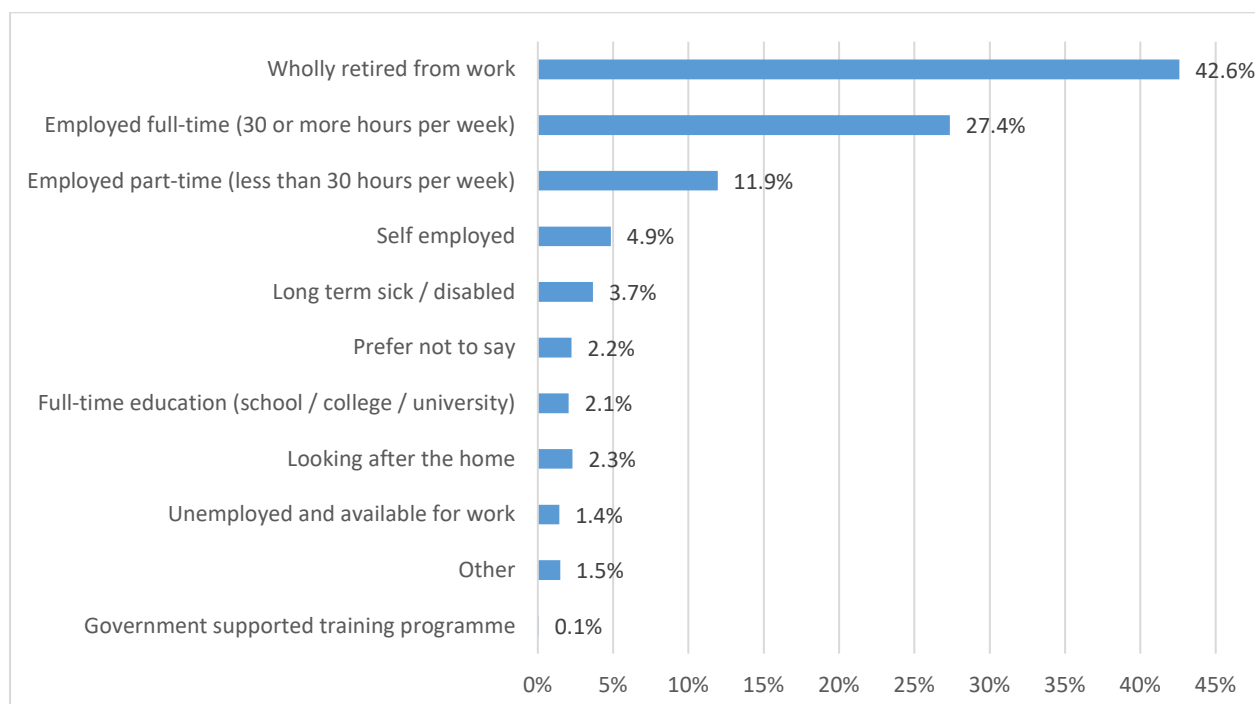
- 2.14 93% of survey respondents were from a White background (Figure 2-6).

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.

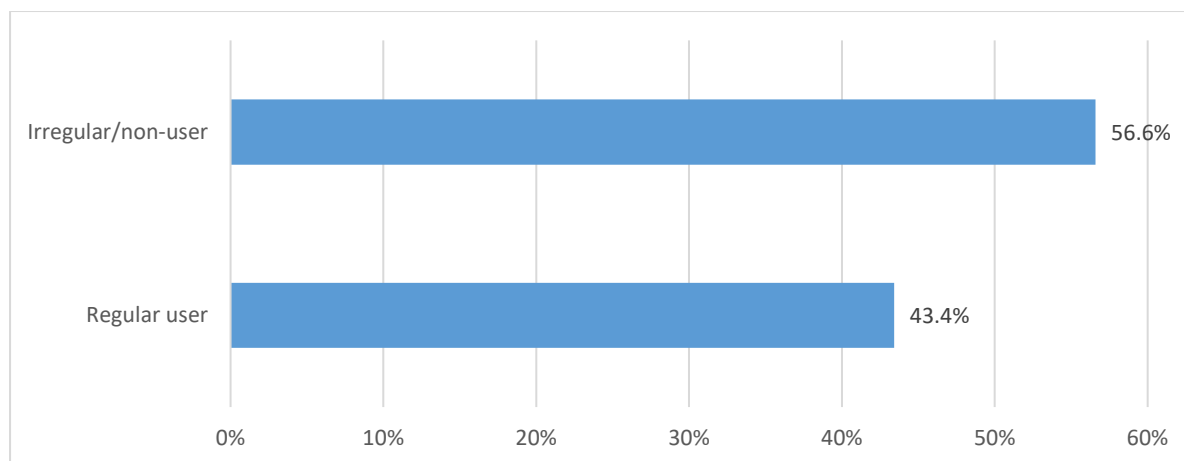
Figure 2-7: Survey response by economic activity (n=1608)





- 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).

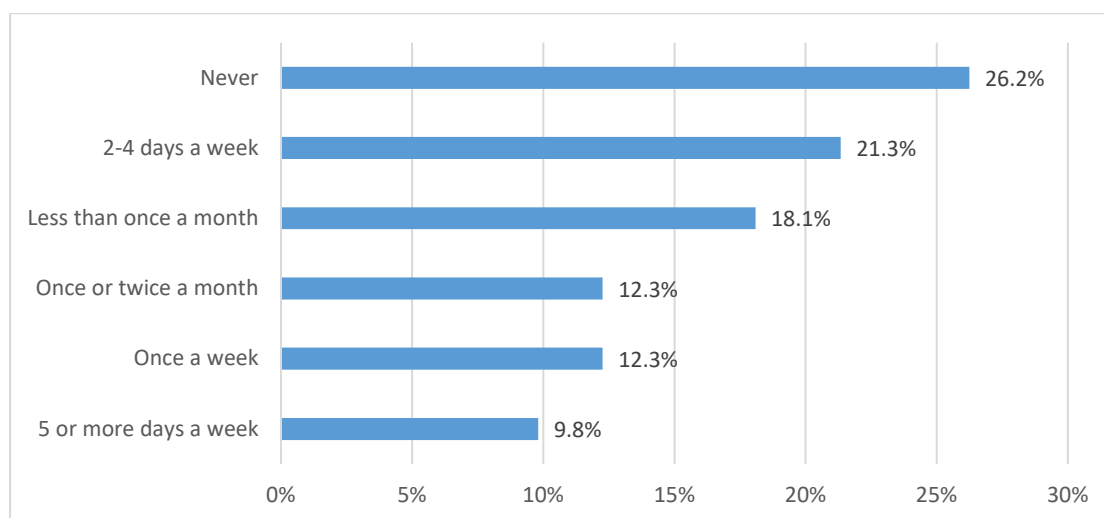
Figure 2-8: Survey response by regularity of bus use in Warwickshire (pre-Covid 19 pandemic) (n=1631)



## Use of buses in Warwickshire

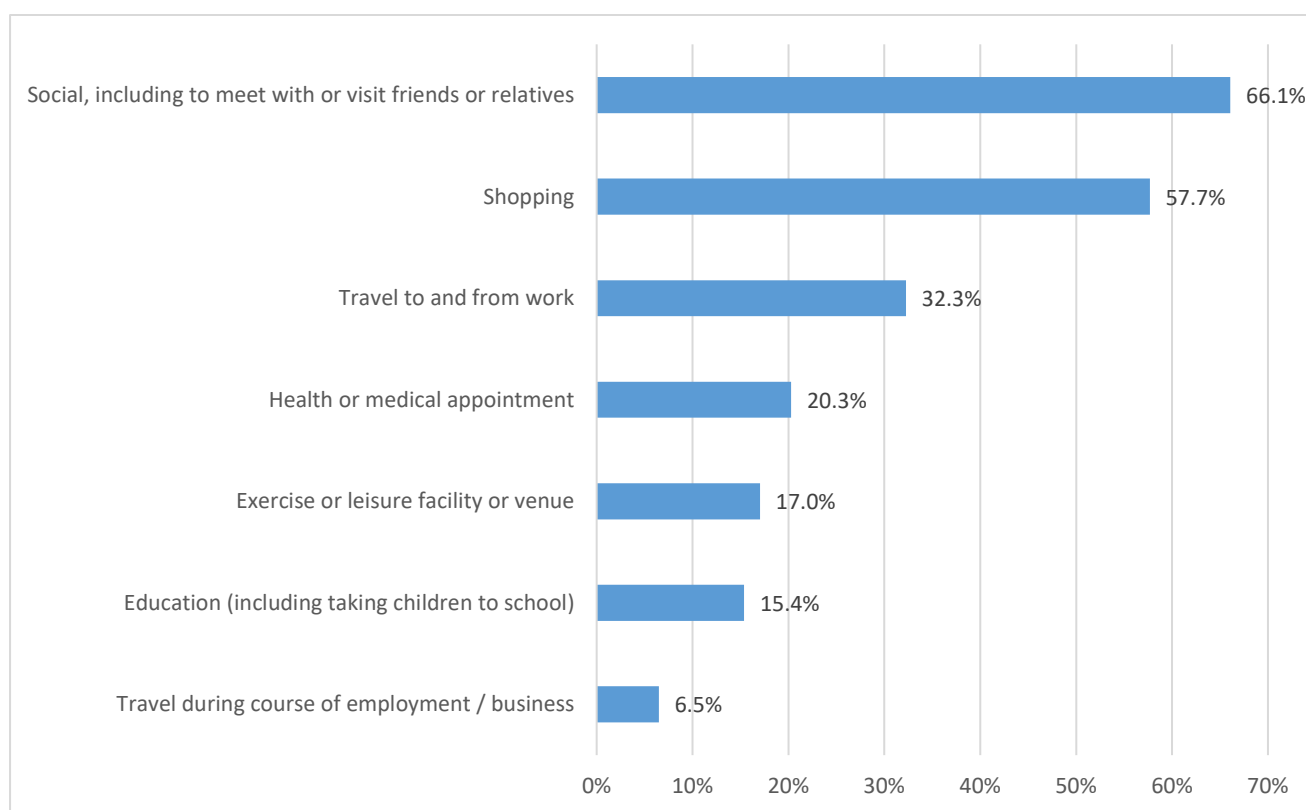
- 2.17 Following on from Figure 2-8, the frequency of pre-Covid travel by bus in Warwickshire of the Survey sample is detailed in Figure 2-9 showing that over a quarter of respondents (26.2%) reported that they never used a local bus service prior to the Covid-19 pandemic.

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)

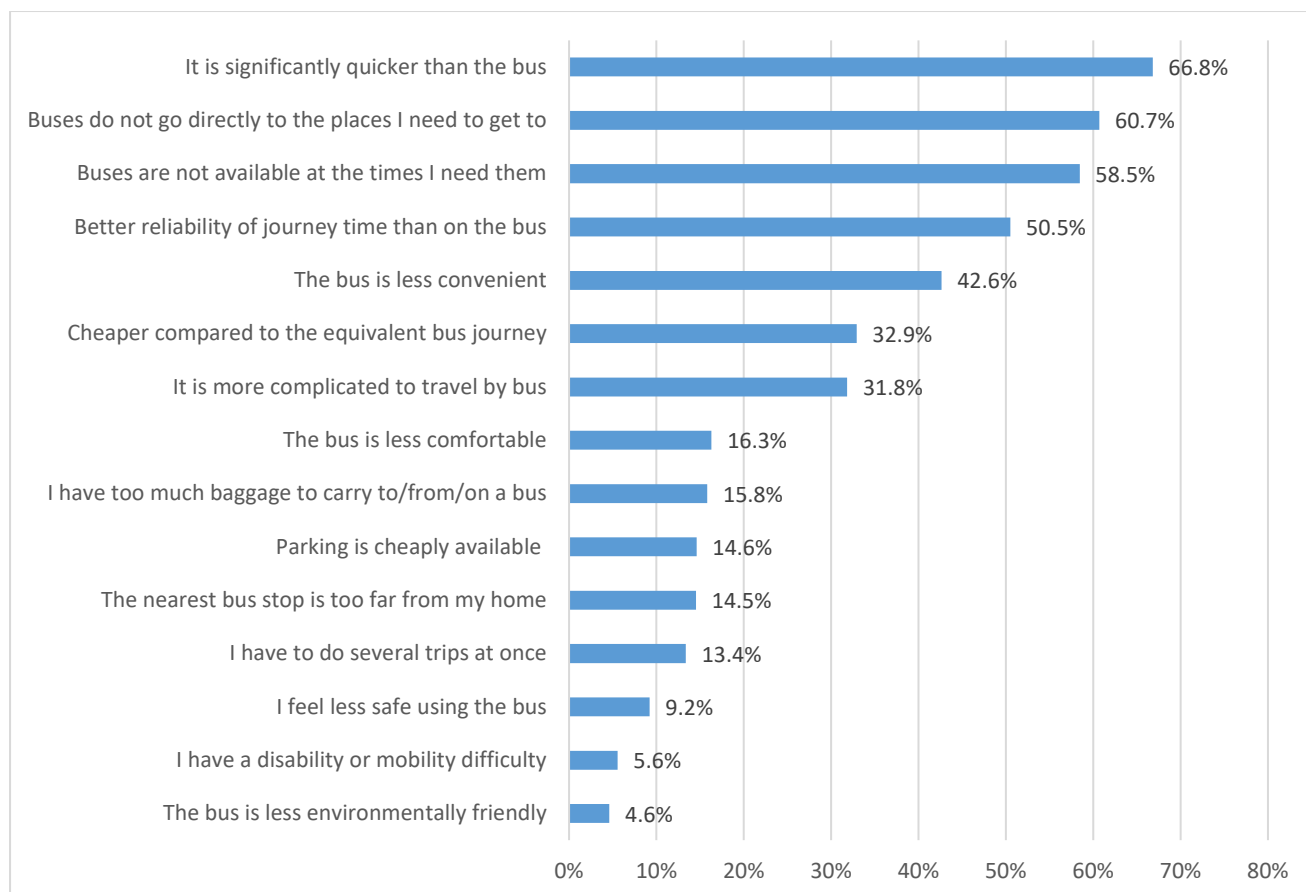


### Barriers to bus use in Warwickshire

- 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.

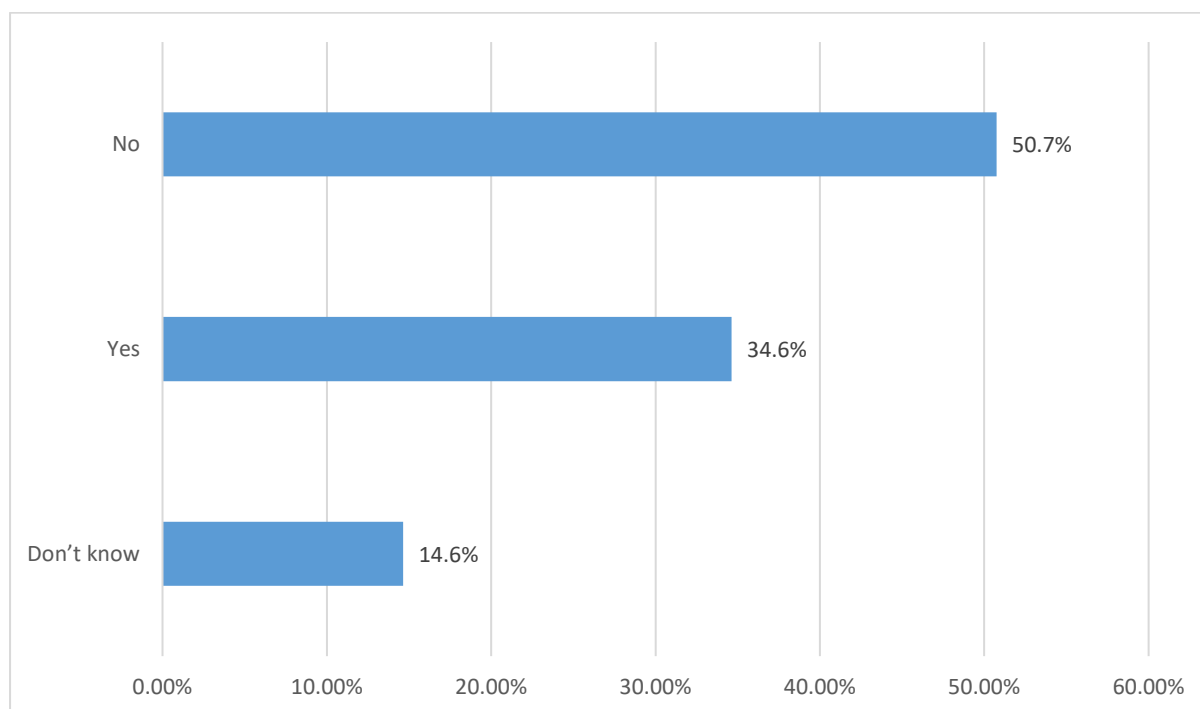
Figure 2-11: Reasons for travelling by an alternative means of transport when there is a local bus available (n=1473)



## Post-Covid patterns of travel and bus use

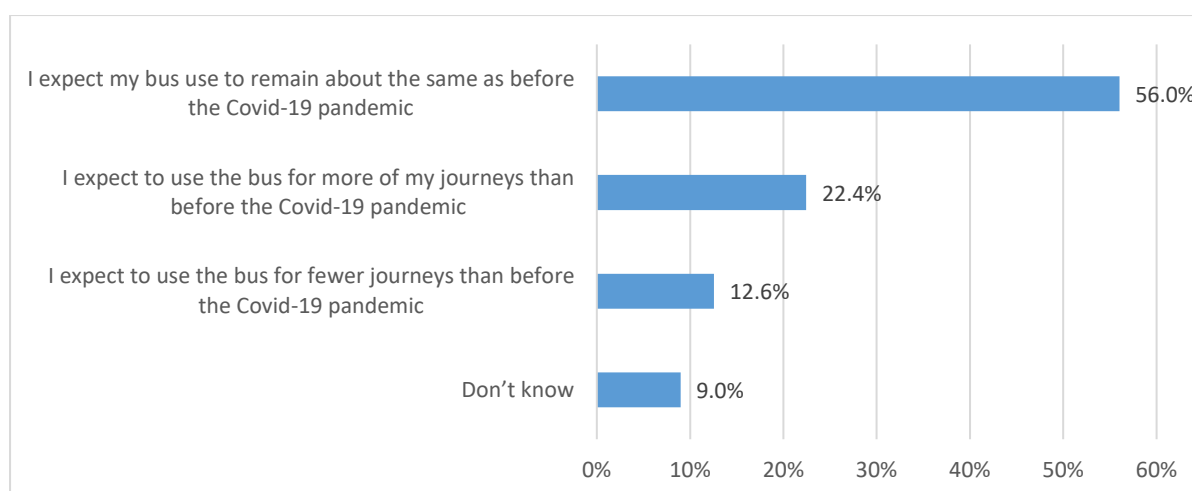
- 2.22 Given the potential increased flexibility in working arrangements that is likely to be provided by many employers post-pandemic, 35% of respondents reported that they anticipated a change in their patterns of travel for work purposes (either journey frequency, time and/or destination of travel) 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)



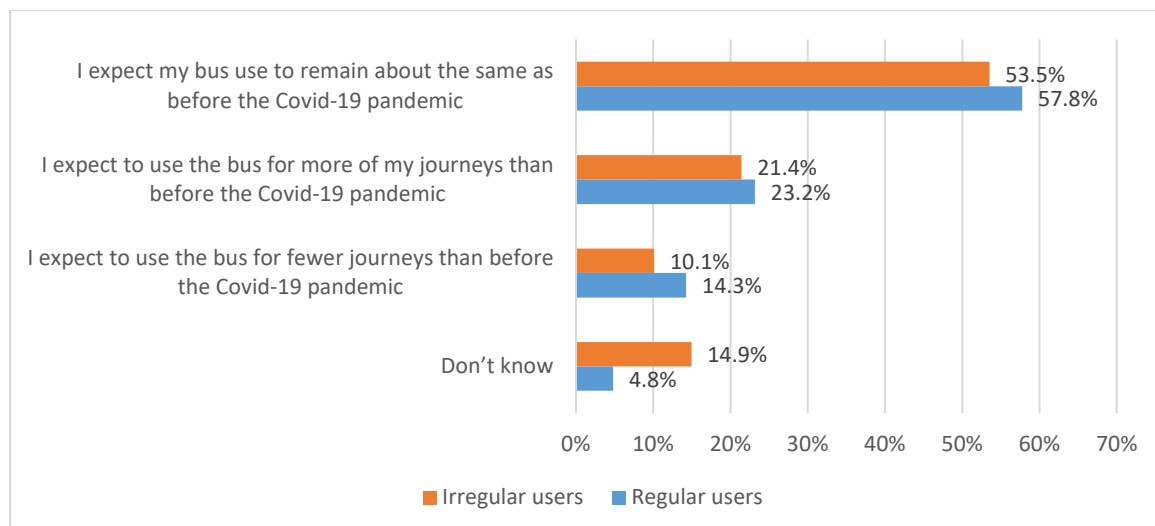
2.23 Figure 2-13 shows that around half of all respondents (56%) expect their bus use to remain consistent with their pre-Covid 19 pandemic levels of use. 22% of respondents expect their bus use to increase and 12% expect their bus use to decrease compared to their pre-Covid levels of use. 9% of respondents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



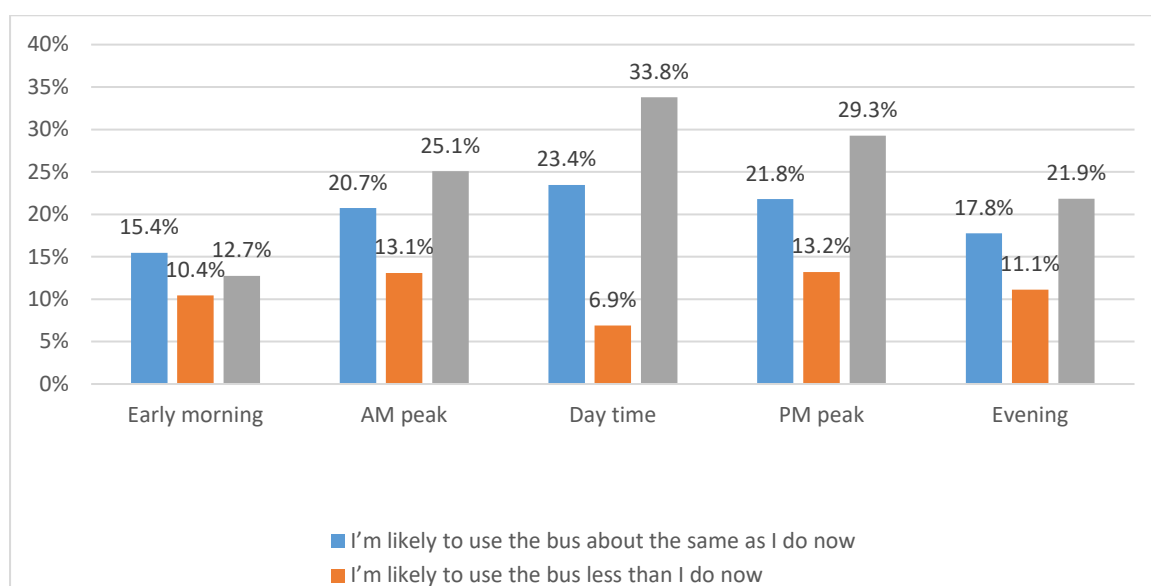
- 2.24 As shown in Figure 2-14 expected bus use post-Covid 19 is generally comparable between regular and irregular bus users although there is more uncertainty about future bus use from irregular users (14.9%) compared with regular users (4.8%).

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.

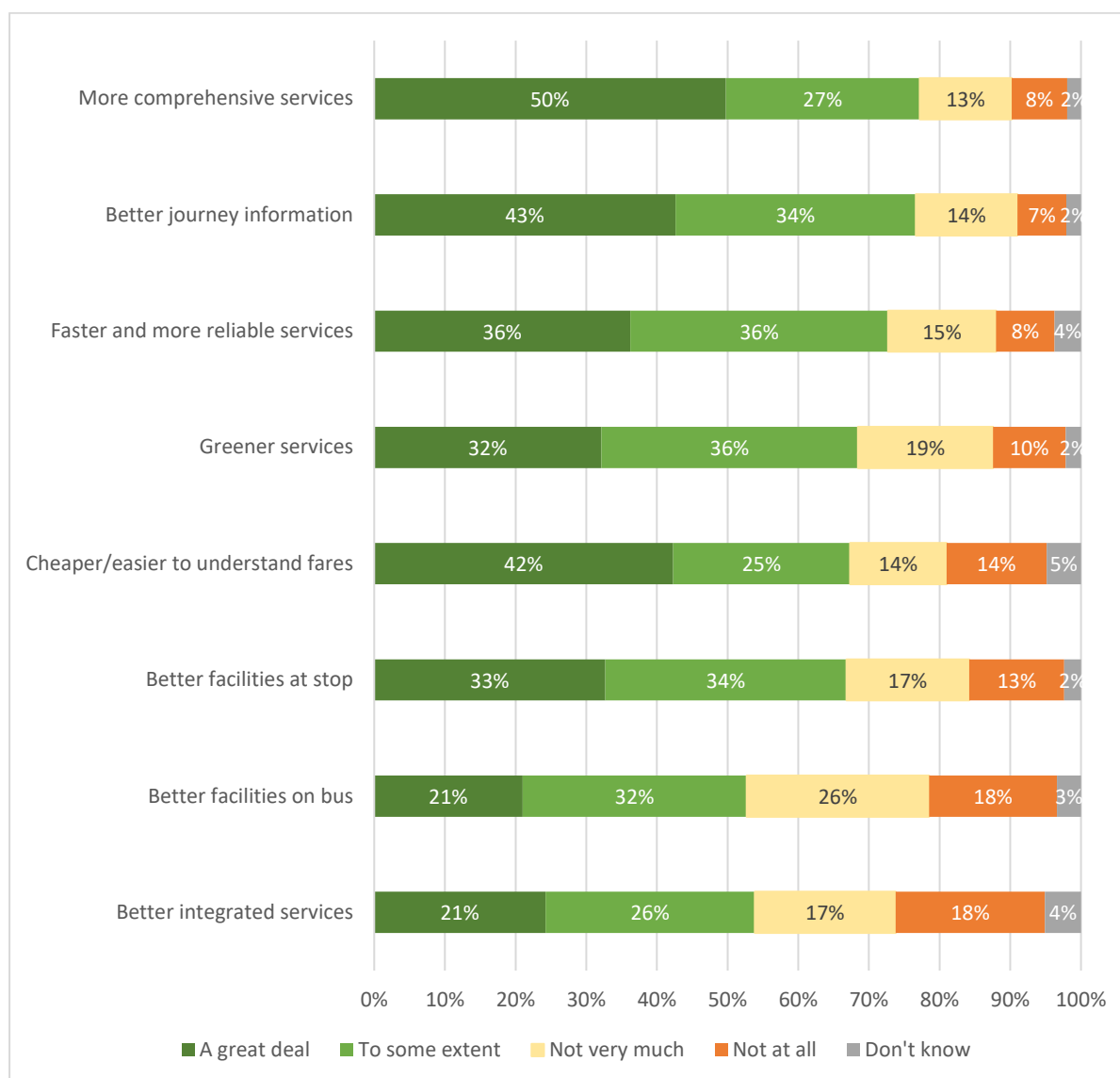
Figure 2-15: Anticipated bus use for work post-Covid 19 pandemic (n=317)



## Views on potential improvements to bus services in Warwickshire

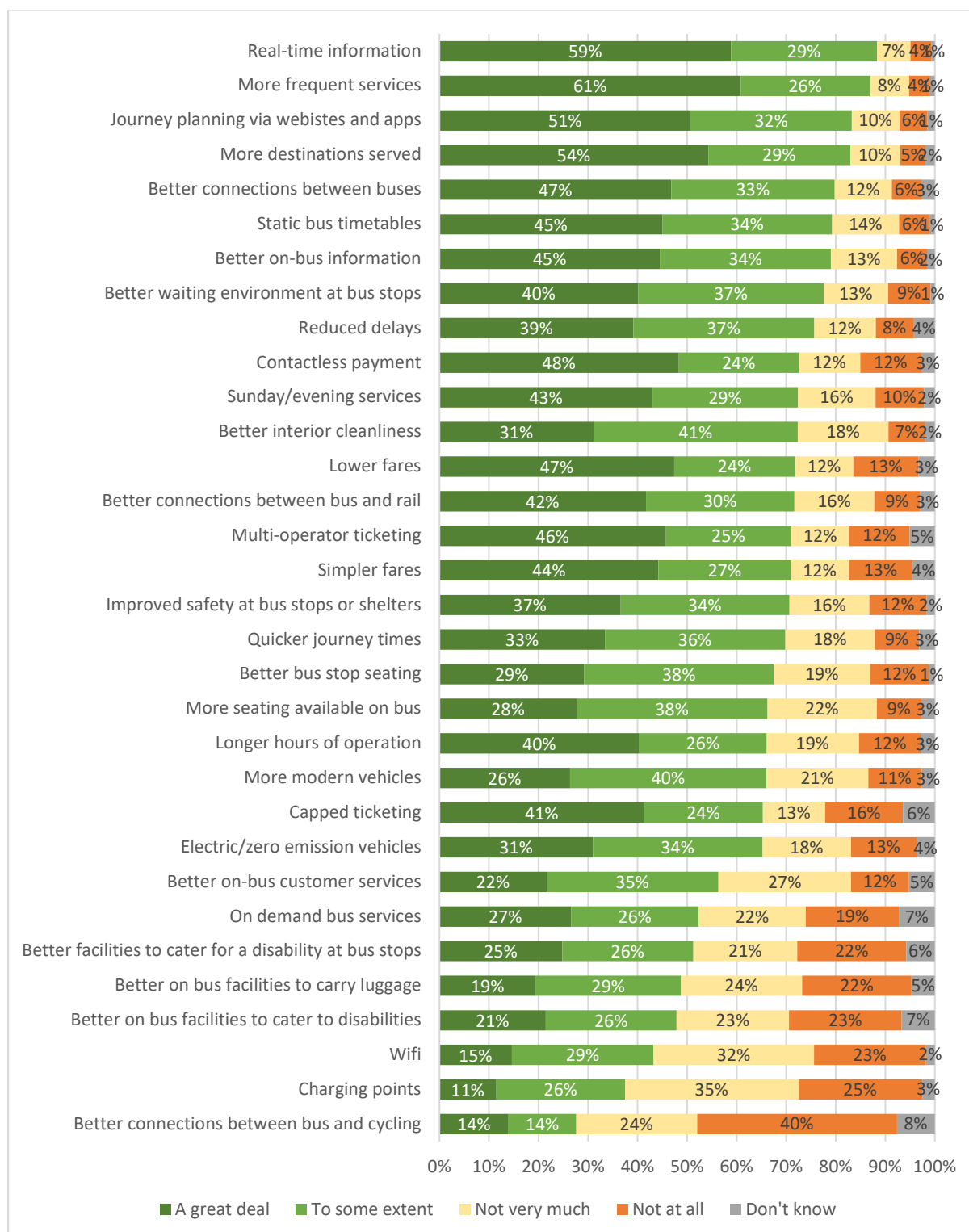
- 2.26 The relative potential impact that a set of bus service improvements (broadly reflecting the priorities of the National Bus Strategy) could have in encouraging an increase in bus patronage in Warwickshire is detailed in Figure 2-16 below. When combining the proportions of positive responses (defined 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 2<sup>nd</sup> (more frequent services), 4<sup>th</sup> (more destinations served), 11<sup>th</sup> (Sunday and evening services) and 21<sup>st</sup> (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 1<sup>st</sup> (real-time information), 3<sup>rd</sup> (journey planning via websites and apps), 6<sup>th</sup> (static timetables), 7<sup>th</sup> (on-bus information) and 25<sup>th</sup> (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 5<sup>th</sup> 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)



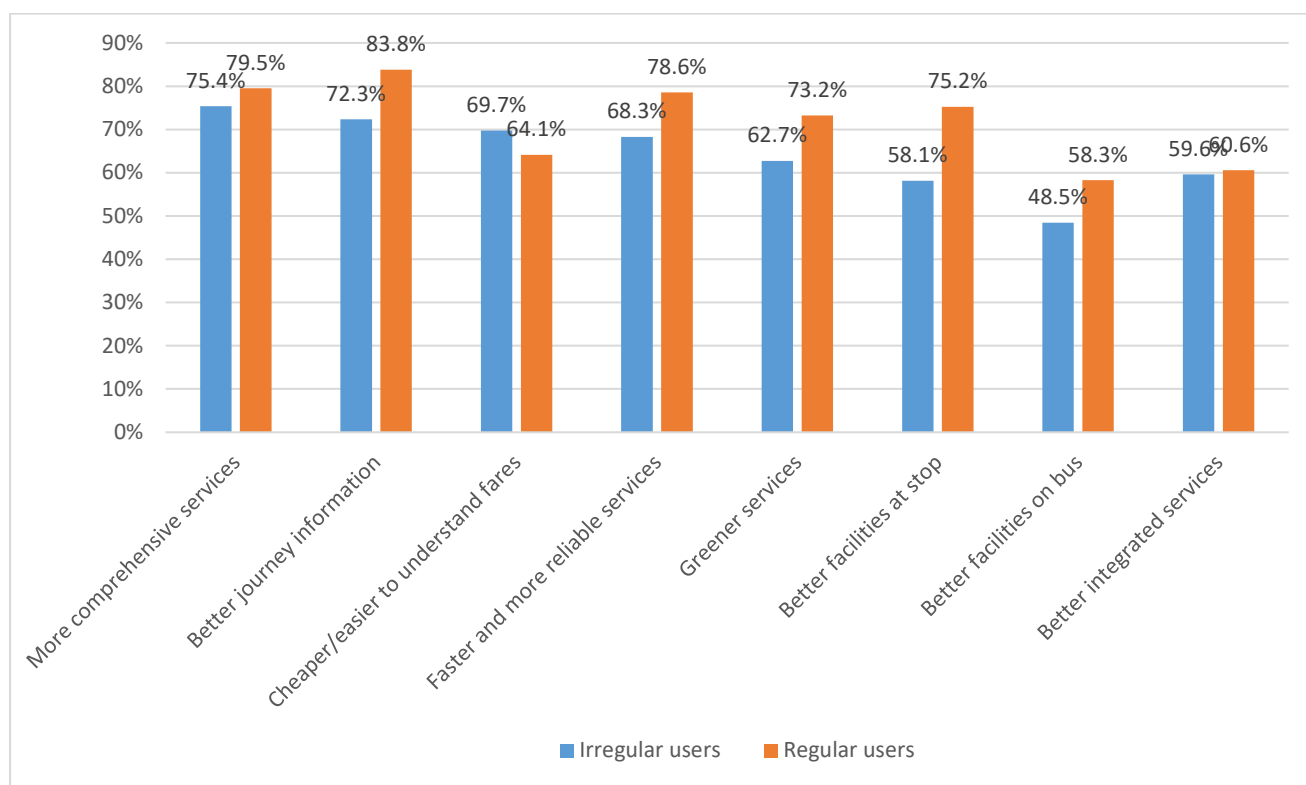
2.33 Figure 2-18 shows an analysis of the categories of improvement listed in the Survey with a comparison of the proportions of positive responses (defined as an answer of



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)

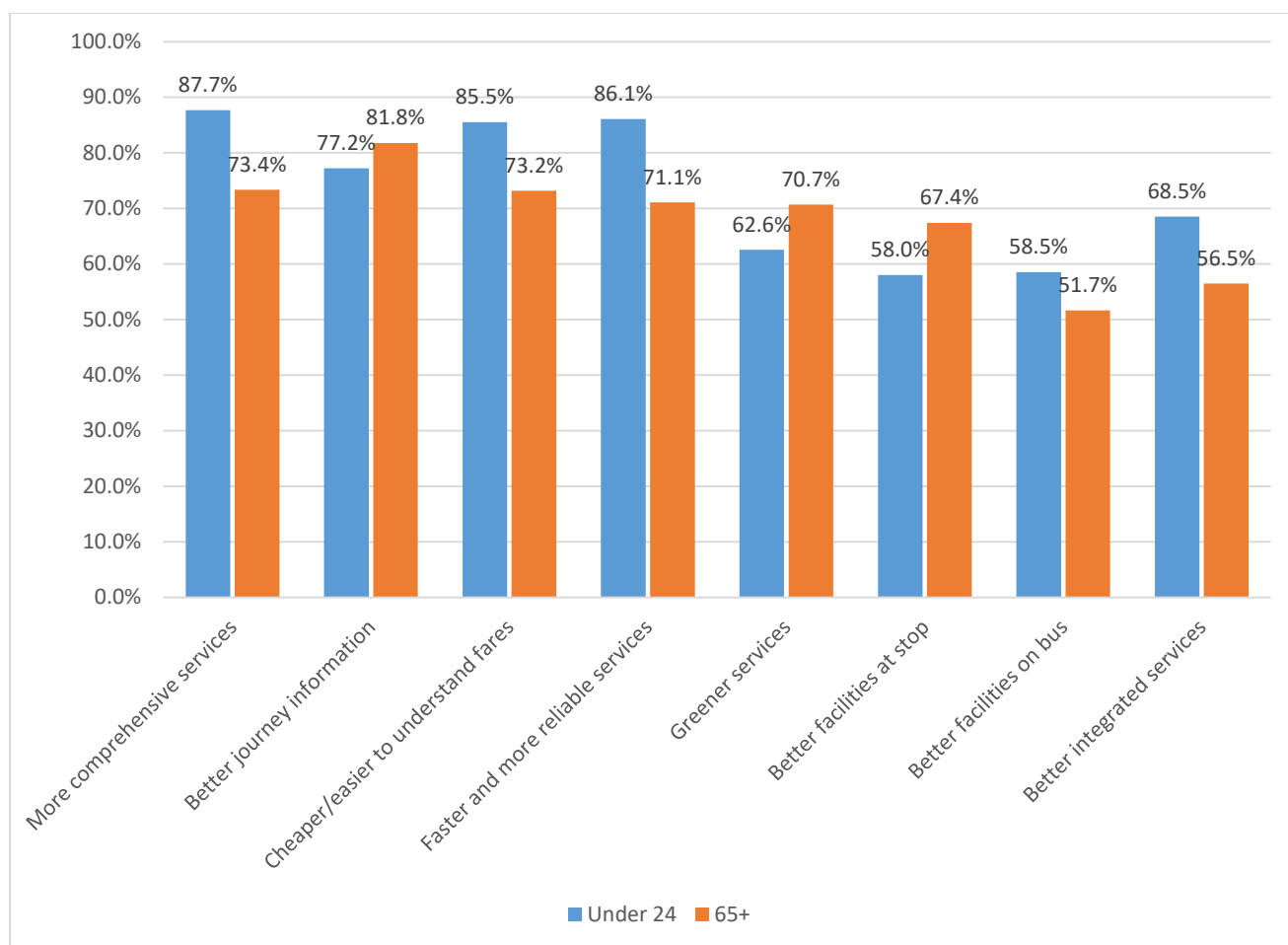


- 2.35 As shown in Figure 2-19, a greater proportion of respondents in the 65 years and above age group felt that better facilities at bus stops would encourage them to use buses at least to some extent (67.4%) compared to the proportion of positive respondents in the 24 years age and below age group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

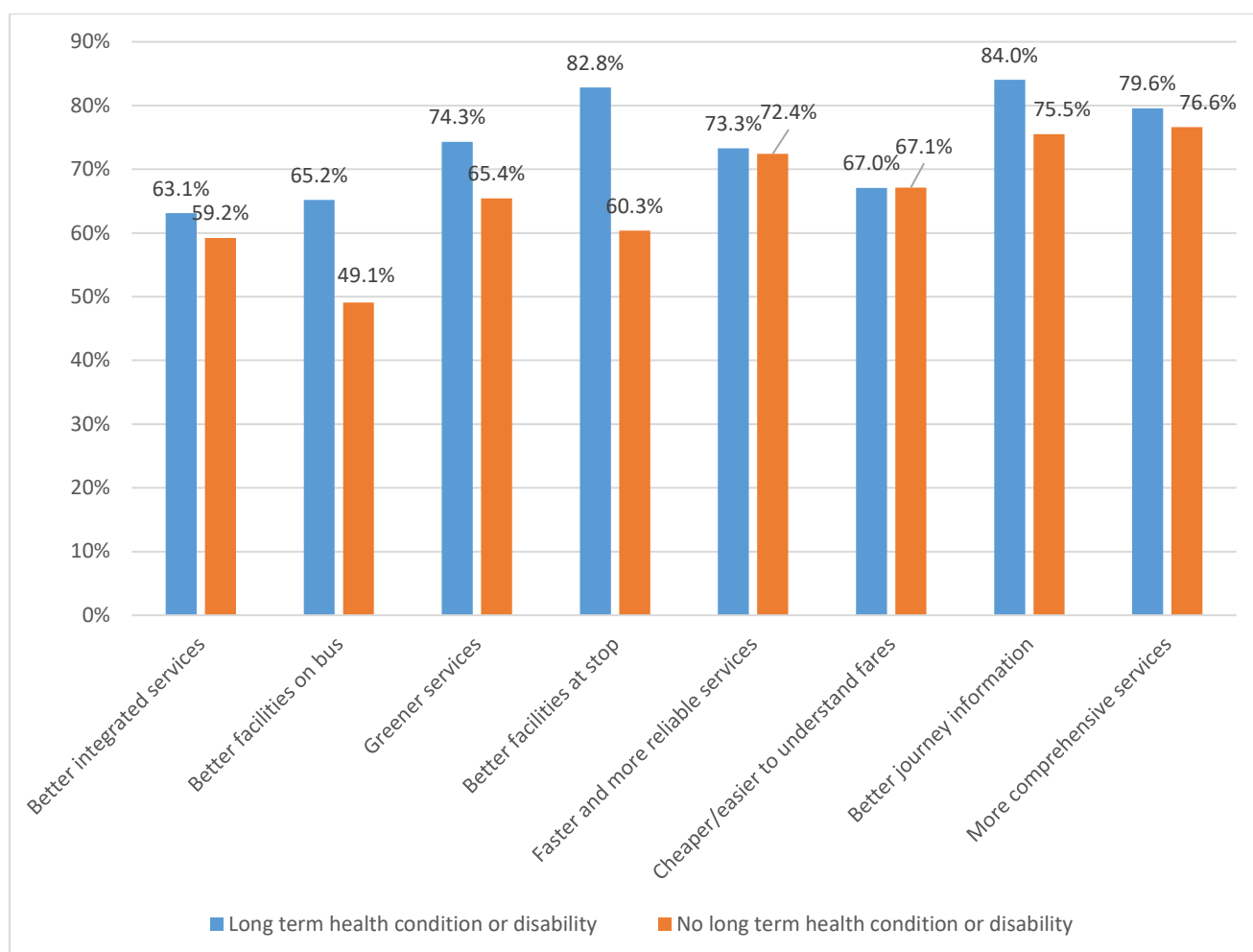
- 2.36 Conversely for all the other categories, greater proportions of the younger cohort of respondents felt that the improvement in question would encourage them to use buses at least to some extent when compared to their older counterparts. Significantly higher proportions of the younger cohort of 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 73.2%) 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 13<sup>th</sup> 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	<b>(#1)</b> Most popular option with reducing journey times and improved journey time reliability seen as a priority to encourage current car users
More comprehensive services	<b>(#1)</b> Buses running later in the evenings and weekends is the most attractive element of this option with requests for improved frequency on some routes	<b>(#4)</b> 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	<b>(#3)</b> 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	<b>(#4)</b> Better digital and static information a definite priority, with particular enthusiasm for better bus journey planning apps	<b>(#3)</b> Real-time information at bus stops, provision of next stop displays and audio announcements all provide re-assurance to users	<b>(#2)</b> 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	<b>(#1)</b> 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	<b>(#2)</b> Overwhelming consensus to improve waiting facilities with provision of shelters as a minimum. Seating not crucial	<b>(#2)</b> 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	<b>(#3)</b> 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	<b>(#4)</b> 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 17<sup>th</sup> August and 19<sup>th</sup> 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.

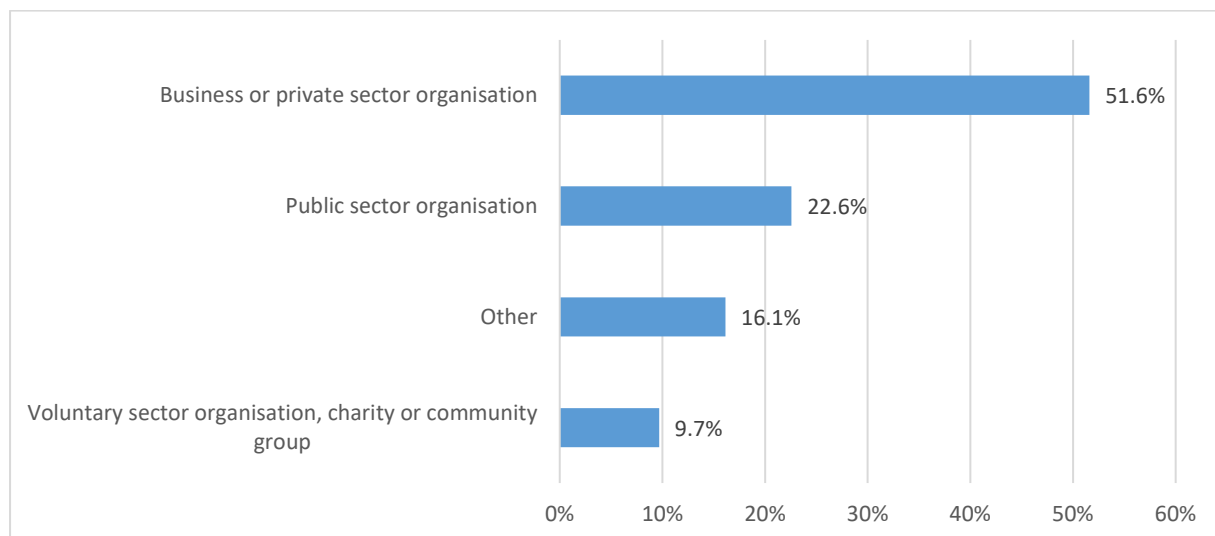
### Survey results

- 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

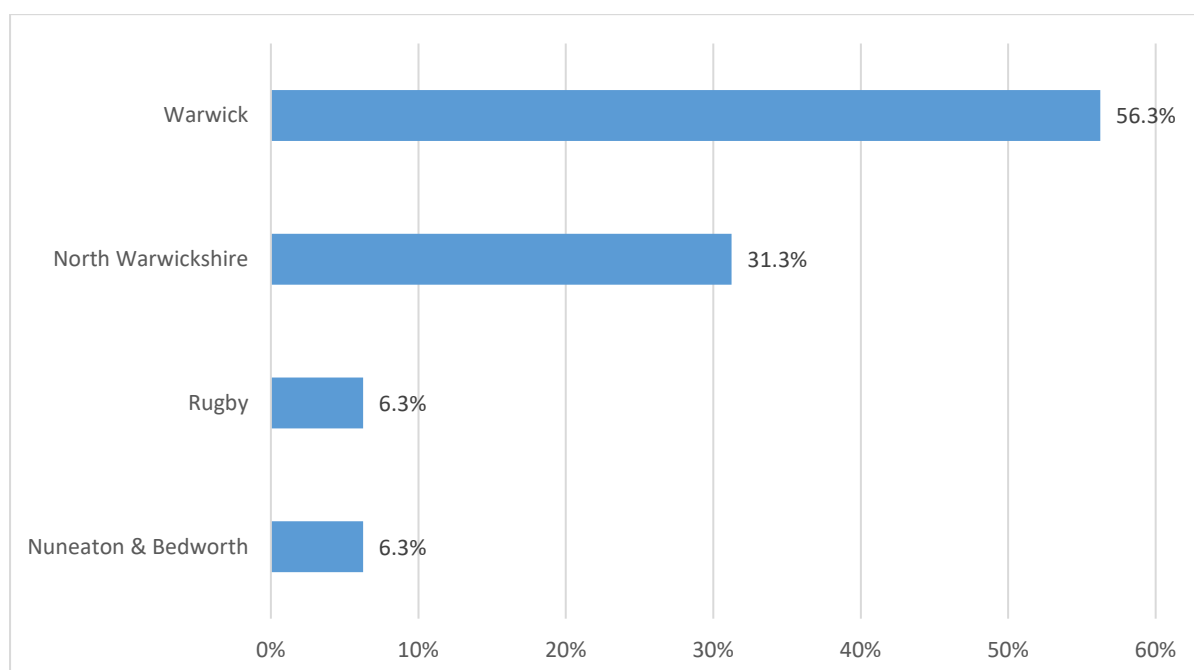
- 4.6 Just over half of the surveyed stakeholders were representing the views of businesses or private sector organisations (51.6%), around a fifth of respondents were representing the views of public sector organisations (22.6%), with representatives of the voluntary sector representatives accounting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

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



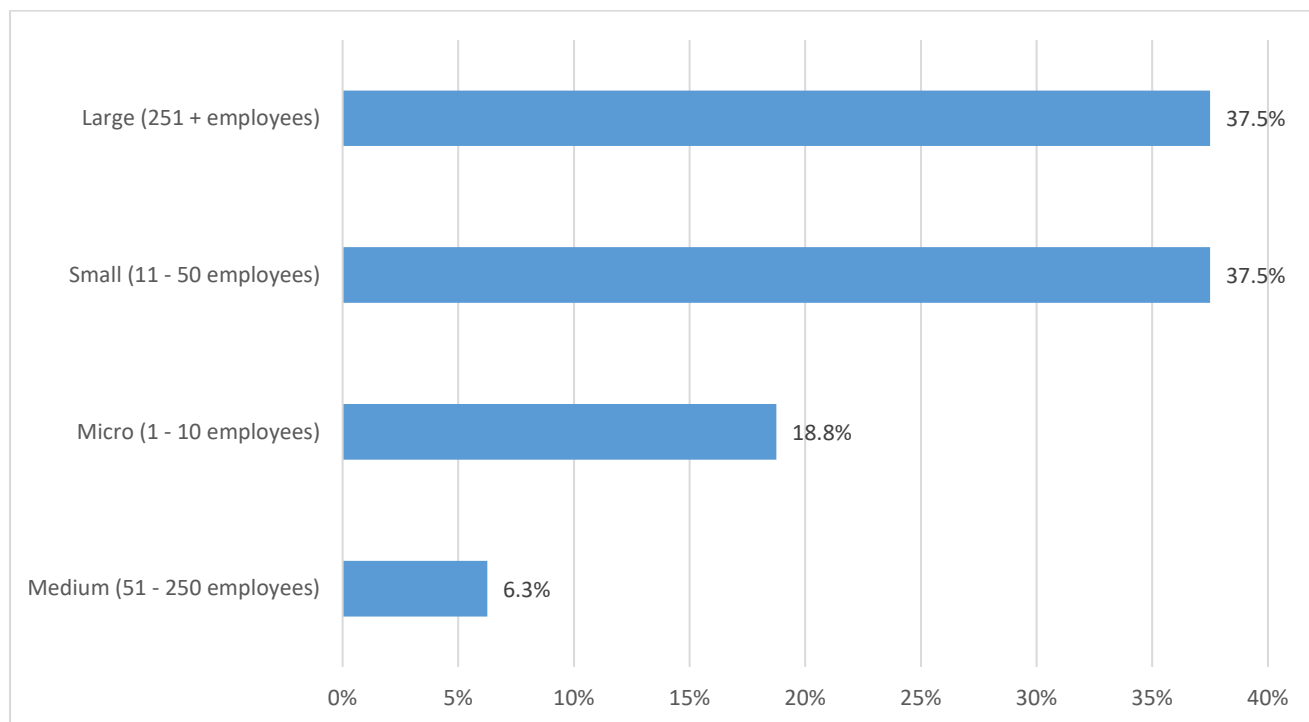
4.7 Figure 4-2 shows of the 16 businesses represented by a response to the stakeholder survey, the majority (56.3%) are based in Warwick District, with just under a third (31.3%) located in North Warwickshire. There were no businesses with a site located in Stratford-on-Avon represented in the Stakeholder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

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



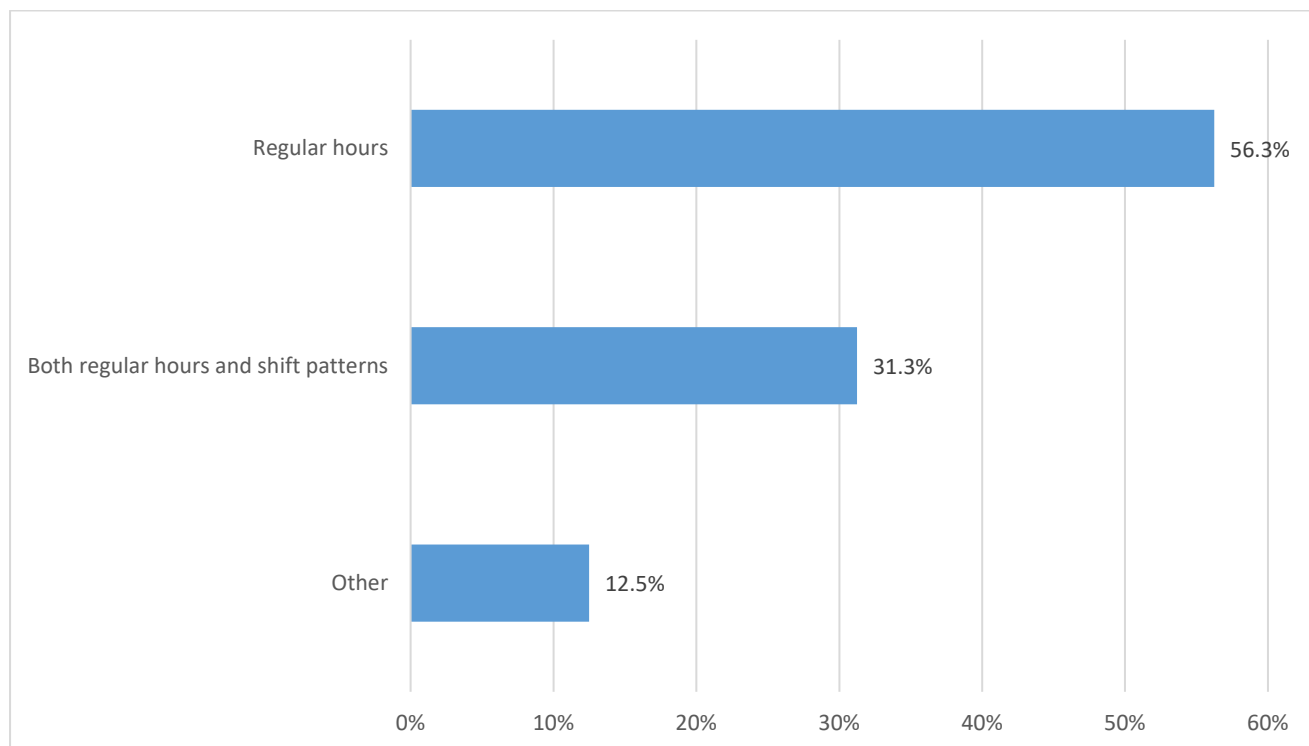
4.8 Figure 4-3 shows that there was a good mix of large, small and micro businesses represented in the stakeholder survey.

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.

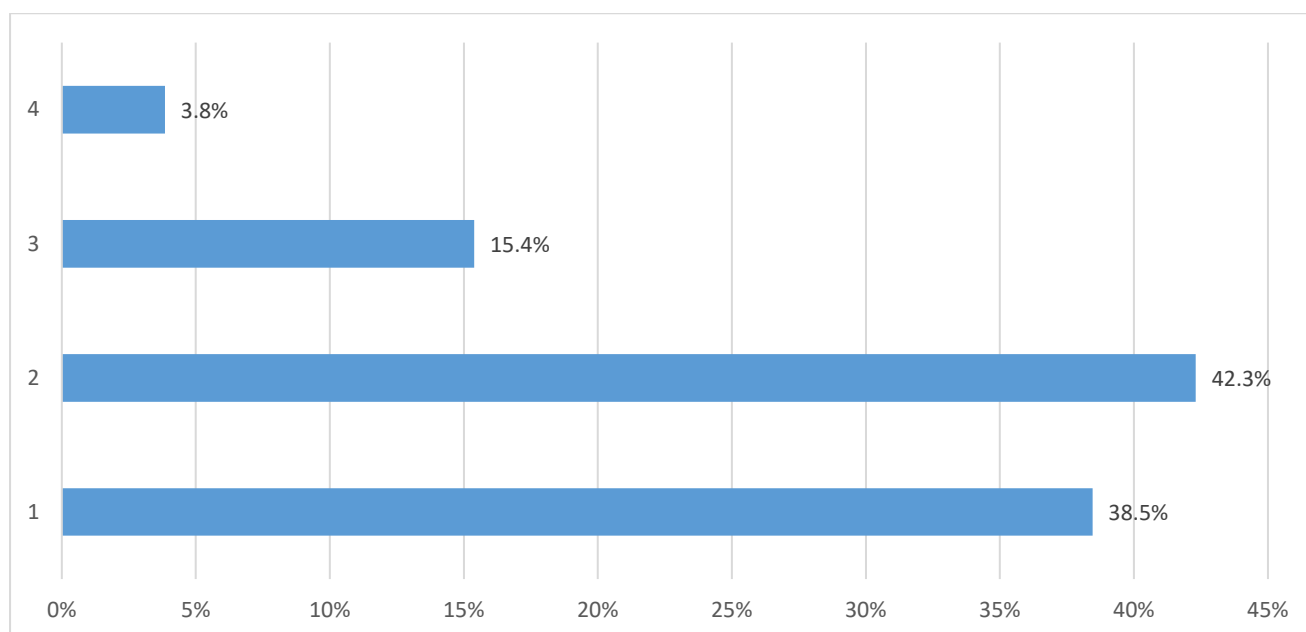
Figure 4-4: Business organisation response by employee work hours (n=16)



## 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**

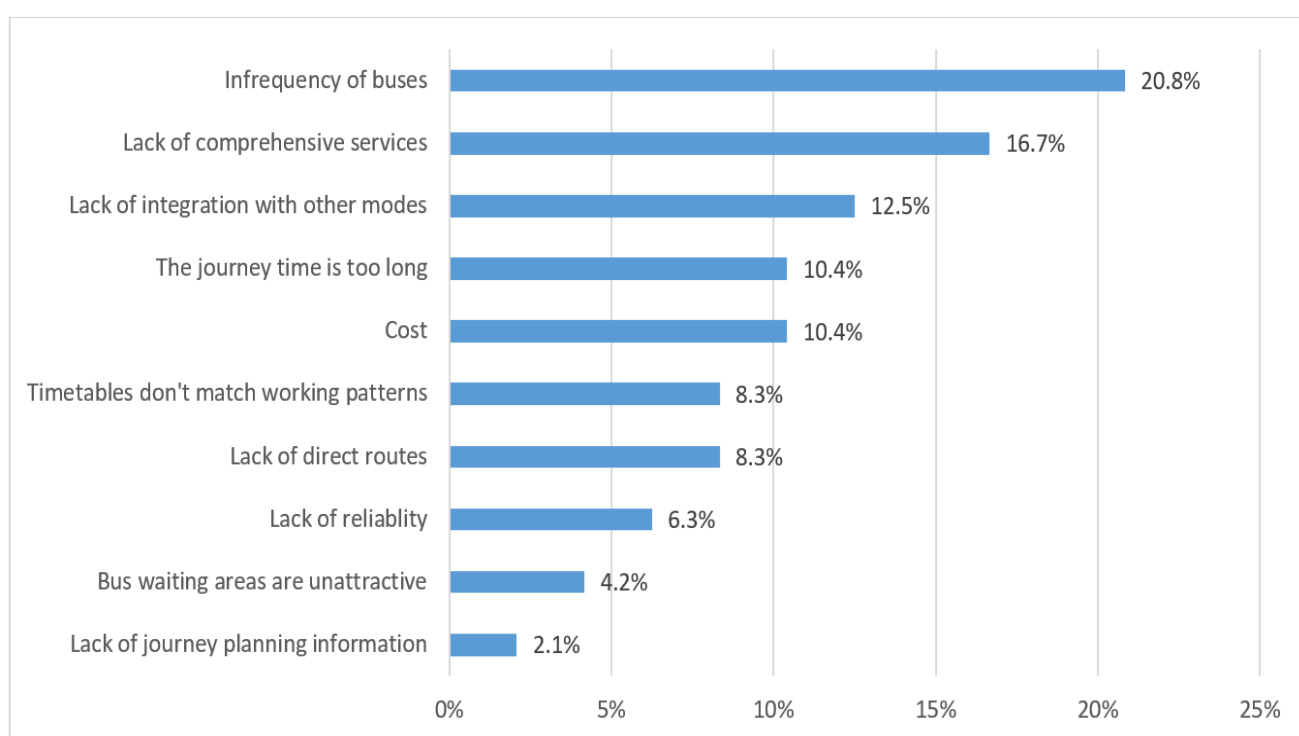
Barriers comments
<p>There are too many gaps in the network between settlements in Warwickshire and settlements in Solihull Borough. Services are of very low frequency and have a very low profile. The X20 provides a really good link from Henley in Arden, Wootton Wawen and Stratford upon Avon into Shirley 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 1<sup>st</sup> 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
<b>Faster and more reliable services</b>					
i. Journey times on local bus services made quicker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ii. Delays on local bus services reduced to make journey times more reliable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>More comprehensive services</b>					
iii. Local bus services near you operating more frequently	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
iv. Local buses near you operating later in the day or earlier in the morning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
v. More bus services at evenings and weekends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
vi. Local buses near you serving more destinations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Better integrated services</b>					
vii. Better connections between bus services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
viii. Better connections between bus services and rail services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ix. Better connectivity between bus and cycling (cycle parking and cycle paths serving bus stops)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Greener services</b>					
x. Services operated with electric or other zero emission vehicles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
xi. Services operated with more modern vehicles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Better journey information**

- |       |  |                          |                          |                          |                          |                          |
|-------|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| xii.  | Information on local bus services provided via journey planning websites and apps  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| xiii. | Better on-bus information such as 'next stop' displays or announcements  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <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"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| xv.   | Better provision of static bus timetable information at stops  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| xvi.  | Better customer service from bus drivers   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**Better facilities on bus**

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

**Better facilities at stop**

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

**Cheaper / easier to understand fares**

- |         |  |                          |                          |                          |                          |                          |
|---------|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| xxvii.  | Lower fares  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| xxviii. | Simpler fare options   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| xxix.   | Contactless fare payment on buses  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| xxx.    | Having daily or weekly ticket caps and a card which automatically assigns the best fare                          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <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"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <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
<b>Faster and more reliable services</b>					
i. Journey times on local bus services made quicker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ii. Delays on local bus services reduced to make journey times more reliable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>More comprehensive services</b>					
iii. Local bus services operating more frequently	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
iv. Local buses operating later in the day or earlier in the morning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
v. More bus services at evenings and weekends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
vi. Local buses serving more destinations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Better integrated services</b>					
vii. Better connections between bus services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

xxviii.	Simpler fare options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
xxix.	Contactless fare payment on buses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
xxx.	Having daily or weekly ticket caps and a card which automatically assigns the best fare	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
xxxii.	On-demand bus services booked and paid for at short notice with an app	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<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

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

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## 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



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

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## 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.

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

Date 15/09/2021

Author(s) Phoebe Garside

Project Code 3655

Version 1

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## 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.

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Title	Focus group with residents from Black, Asian and Minority Ethnic backgrounds
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Date	16/09/2021
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Author(s)	Phoebe Garside
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Project Code	3655
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Version	1
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## 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](mailto:bradley@itpworld.net).

**PLEASE NOTE THAT THE CLOSING DATE FOR RESPONSES TO THIS SURVEY IS 19<sup>th</sup> 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

- Other (please specify below)

.....

**Q5 On a scale of 1-5 (with 1 being awful and 5 being excellent) how would you rate your organisation's impression of the bus network in Warwickshire?**

1

2

3

4

5

**Q6: What's the biggest issue that stops the people you represent using bus services in Warwickshire?**

**Q7. Please rank the following aspects of local bus service provision in the order in which your organisation feels that they should be prioritised for improvement within the Warwickshire BSIP from 1 (highest priority) to 10 (lowest priority):**

- Reliability of service (i.e. bus turns up according to timetable)
- Journey time
- Cost of fare
- Buses that serve more places
- Frequency of service (i.e. number of buses per hour)
- Quality and comfort of the bus journey (including customer service aspects)
- Ability to use one ticket (or e-ticket) on any bus
- More services earlier in the morning, later in the day and/or at weekends
- Provision of journey planning information (e.g. websites)
- Integration with rail, tram or other bus services

**Q8. Do you have any other comments, or further areas for improvement, to be considered as we develop the Warwickshire Bus Service Improvement Plan?**

**Q9 Please indicate below if you would be willing to be contacted about the development of the Warwickshire BSIP**

- Yes [*Route to Q10*]
- No [*Route to End Statement*]

**Q10 If you are happy to be contacted, please provide your contact details.**

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](mailto:itpadmin@itpworld.net) or on 0115 824 8250. You may also view the privacy statement on our website at [www.itpworld.net/privacy-policy](http://www.itpworld.net/privacy-policy).*



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# **Appendix B: List of WCC Supported Bus Routes & Associated Mileage**

**Bus Service Improvement Plan for Warwickshire**

## **List of WCC Supported Bus Routes & Associated Mileage**

### **Fully Subsidised Routes**

<b>Route</b>	<b>Route Description</b>	<b>Days of Service</b>	<b>Annual Mileage</b>
74	Nuneaton-Wolvey-Coventry	Mo-Sa	76,638
78/9	Nuneaton-Bedworth-UHCW/Keresley	Mo-Sa	110,176
785/6	Tamworth-Little Warton	Daily	58,905
75	Birmingham Apt-Colleshill-Sutton Coldfield	Mo-Sa	52,529
735	Arley-Coventry	Mo-Sa	50,286
214	Priors Hardwick-Rugby	We.	7,547
497	Offchurch-Banbury	Th.	7,964
513	Norton Lindsey-Solihull	We.	6,731
209	Princethorpe-Rugby	We.	6,670
514	Leamington-Solihull	Mo.	7,744
517	Wootton Wawen-Redditch	Tu.Fr.Sa	7,760
519	Redditch-Solihull	Sa.	7,760
27	Stratford-Broad Marston	Mo-Sa	50,818
229	Stratford-Snitterfield	Mo-Sa	26,160
27	Stratford-Broad Marston	Mo-Sa	3,409
4 & 5	Stratford Town Service	Mo-Sa	30,363
P&R	Stratford Park & Ride	Mo-Sa.	34,715
X20-50	Birmingham-Stratford-Chipping Norton	Su.	24,557
1&2&3	Stratford-Meon Vale-Moreton in Marsh	Mo-Sa	179,472
6&7, X7	Stratford-Kineton-Banbury	Mo-Sa	120,476
77/77a	Leamington-Lighthorne-Fenny Compton	Mo-Sa	117,658
50a	Stratford-Shipston-Banbury	Mo-Sa	59,461
24	Coventry-Baginton-Tile Hill	Mo-Sa	36,750
25	Coventry-Bourton-Rugby	Mo-Sa	84,246
85	Coventry-Brinklow-Rugby	Daily	188,620
209	Princethorpe-Rugby	Fr.	704
203	Princethorpe-Rugby	Mo.Fr.	1,081
210	Rugby-Hinckley	Mo.	1,386
211	Wiley-Rugby	Tu.Th.Fr.	2,100
213	Rugby-Bedworth	Tu.	717
220	Nuneaton-Hinckley	We.	2,042
241	Rugby-Nuneaton	We.	1,570
496	Napton-Banbury	Th.	1,616
538	Princethorpe-Leamington	We.	835
51	Shipston-Moreton in Marsh	Mo-Sa	68,122
11	Rugby Town Service	Mo-Sa	18,094
514	Leamington-Solihull	Sa.	1,292
517	Wootton Wawen-Redditch	Th.	1,099
212	Barton-Stratford	Tu.Fr.	2,262
510	Henley in Arden-Leamington	Tu.Sa.	1,648
511	Claverdon-Leamington	We.	2,326

<b>Route</b>	<b>Route Description</b>	<b>Days of Service</b>	<b>Annual Mileage</b>
512	Stratford-Redditch	Mo.	1,292
B1/2/3	Bedworth Town Service	Mo-Sa.	3,199
201	Nuneaton Town Service	Mo.	323
216	Coleshill-Tamworth	Th.	743
218	Binley Woods-Walsgrave	Fr.	162
223	Lea Marston-Solihull	Mo.	1,260
224	No Man's Heath-Tamworth	Th.	420
228	Coleshill-Nuneaton	Tu.	1,002
232	Coleshill-Nuneaton	We.Fr.	1,228
233	Solihull-Kenilworth	Mo.	808
9	Rugby Town Service	Mo-Sa	27,723
77a	Leamington-Ashorne	Mo-Sa	23,395
69	Stretton on Dunsmore -Leamington	Mo-Sa	5,567
519	Redditch-Solihull	Th.	1,583
18/19	Nuneaton-Arley	Mo-Sa	22,111
41/2	Nuneaton-Birchley Heath-Atherstone	Mo-Sa	38,959
761/2	Nuneaton-Atherstone-Tamworth	Mo-Sa	10,718
664/5	Leamington-Southam	Mo-Sa	79,820
1 & 2	Rugby Town Service	Daily	30,390
50	Shipston-Chipping Norton & extra jnys	Mo-Sa	16,179
77/78	Leamington-Lighthorne-Fenny Compton	Su.	13,668
U1	Section of Leamington Town Service	Daily	43,243
501	Leamington-Banbury	Sa.	1,986
502	Temple Herdewycke-Banbury	Sa.	1,497
15	Leamington-Tech Pk-Warwick	Mo-Sa	25,694
16	Hatton Park-Warwick-Kenilworth	Mo-Sa	34,559
Indiego	Atherstone DRT	Mo-Sa	18,360
Indiego	Coleshill DRT	Mo-Sa	30,600
Indiego	Rugby DRT	Mo-Fr	45,360
Ubus	Stratford DRT	Mo-Fr	63,000

### **Partially Subsidised Routes**

<b>Route</b>	<b>Route Description</b>	<b>Days of Service</b>	<b>Annual Mileage</b>
X84	Leicester Rugby divert via Newton	Mo-Sa	2,833
65	Diversion via development in Polesworth	Mo-Sa	5,779
16	Tamworth-Kingsbury (extra jnys)	Mo-Sa	3,868
X20	Solihull-Stratford peak jnys	Mo-Sa	41,510
5/5a	Nuneaton Town Service	Su	3,344
9	Nuneaton Town Service	Su	3,722
10	Nuneaton Town Service	Su	4,120
15	Tamworth-Kingsbury	Su	3,295
56	Nuneaton-Bulkington-Coventry	Su	10,899
748	Nuneaton -Atherstone-Tamworth	Su	11,520
D1&D2	Rugby-Dirft section	Mo-Sa	5,794
1 & 2	Nuneaton Town Service improved frequency	Mo-Sa	17,867
15	Wellesbourne-Stratford improved freq.	Mo-Sa	13,031
67	Leamington Town Service	Su.	23,691
4	Rugby Town Service	Su.	12,232
X19/19	Stratford-Redditch + extra jny Mo-Sa	Su.	19,446
63	Rugby-Leamington	Su	7,609



# **Appendix C: Letters of Support from Key Operators**

**Bus Service Improvement Plan for Warwickshire**



Warwickshire County Council  
Shire Hall  
Market Place  
Warwick  
CV34 4RL

14/10/21

Dear Sirs,

**Warwickshire County Council – Bus Service Improvement Plan**

In response to *Bus Back Better*, the National Bus Strategy for England, Warwickshire County Council has consulted with us in developing a Bus Service Improvement Plan (BSIP). The BSIP recognises the cross-boundary nature of many services, in particular those into Coventry in the Transport for West Midlands area, and we would encourage Warwickshire County Council to continue this approach to cross-boundary collaboration to also include the neighbouring LTAs of Leicestershire and Staffordshire where appropriate.

We believe that the BSIP document created in partnership between the Council, ourselves, and other operators creates an exciting opportunity to deliver an integrated and inclusive transport network across Warwickshire, sustaining the existing level of service, and better connecting places, communities and economic assets within the region and beyond.

A focus on public transport will prioritise investment in a sustainable future, supporting a green recovery from Covid-19 and tackling the climate emergency through the decarbonisation of the transport sector.

Arriva fully support Warwickshire County Council's BSIP and the measures contained within it. As a major bus operator we are making every effort to regrow customer demand following the pandemic, and we welcome the future funding from DfT to help support that recovery and build upon it to deliver the BSIP's ambitious targets on patronage growth, reliability, punctuality, journey times and overall passenger satisfaction.

Kind regards

A handwritten signature in black ink, appearing to read 'Andrew Godley'.

**Andrew Godley**  
Commercial Director

**Arriva Midlands**  
Westmoreland Avenue  
Thurmaston  
Leicester  
LE4 8PH

Tel 0116 264 0400  
Fax 0116 260 8620

[www.arrivabus.co.uk](http://www.arrivabus.co.uk)

Warwickshire County Council  
Shire Hall  
Market Place  
Warwick  
CV34 4RL

19<sup>th</sup> October 2021

To whom it may concern

### **Letter of Support to the Warwickshire Bus Service Improvement Plan**

We are pleased to submit this letter of support accompanying the Warwickshire Bus Service Improvement Plan (BSIP), arising from the National Bus Strategy “Bus Back Better” published by the Government in March 2021. Bus operators worked in partnership with Warwickshire County Council in developing the BSIP.

We believe that the vision for improving bus services presented in the Warwickshire BSIP complements the Government’s aim to transform bus services. The BSIP contains a costed programme of measures and interventions aimed at improving bus services across the area. As a major bus operator in the county, we are particularly supportive of the recognition that parking policy and pricing has an impact on bus usage, of the targets to improve punctuality and passenger numbers, and the bus priority interventions which would have a significantly positive impact on the areas that they encompass. We are also supportive of the acknowledgement that further financial support will be needed in coming years to maintain the existing network whilst patronage continues to recover from the covid-19 pandemic.

We are committed towards establishing an Enhanced Partnership with the County Council, and in doing so working in close partnership with them to achieve the vision and ambitions set out in the Warwickshire BSIP, to reduce the significant reliance on the private car for travel, whilst providing inclusive access to education, employment and leisure.

Yours sincerely

**Patrick Stringer**  
**Commercial Director**

28 October 2021

## **Warwickshire Bus Service Improvement Plan Letter of Support**

We are pleased to submit this letter of support accompanying the Warwickshire Bus Service Improvement Plan (BSIP), arising from the National Bus Strategy “Bus Back Better” published by the Government in March 2021. Bus operators worked in partnership with Warwickshire County Council Members and Officers in developing the BSIP.

A public engagement exercise was also undertaken enabling people and organisations to have their say on how bus services can be improved in Warwickshire. A total of 1,653 survey responses were received, which helped bus operators and the County Council to shape the vision presented in the Warwickshire BSIP.

We believe that the vision for improving bus services presented in the Warwickshire BSIP complements the Government’s aim to transform bus services across the country, ensuring buses are more frequent, more reliable, easier to understand and use, better co-ordinated and cheaper.

The Warwickshire BSIP contains the following information, which we helped to produce:

- A summary of the existing situation in Warwickshire including evidence and data setting out the current bus service arrangements, consideration of “post-pandemic” challenges, existing contracts, patronage levels, fares, mileage, trends, barriers to bus use and opportunities;
- A costed programme of measures and interventions aimed at improving bus services across Warwickshire including:
  - Bus priority measures;
  - Improved bus service frequency and coverage;
  - Delivering further integration and improved ticketing, e.g., multi-operator bus ticketing initiatives (subject to further detailed discussions on appropriate revenue distribution)
  - Delivery of improvements on key bus corridors, including enforcement measures and enhancement of key bus stops;
  - Improving the quality of bus information, e.g., substantially expanding the provision of real time information to improve passenger awareness and confidence of bus timings and services available;
  - Improvements onboard buses, e.g., provision of audio and visual announcements;
  - Further provision of demand responsive services;
  - Focus on positioning bus utilisation and accessibility at the forefront of planning policy and the layout of new development;
  - Investigating the use of a Workplace Parking Levy and Road User Charging to further support bus services; and
- Target setting focused on increasing bus patronage, decreasing bus journey times, improving service reliability and further improve customer satisfaction

We are committed towards establishing an Enhanced Partnership with the County Council to achieve the vision and ambitions set out in the Warwickshire BSIP. This will help reduce the reliance on the private car for travel, increase the mode share for bus travel, reduce congestion on the local highway network and counter the adverse impacts on the

environment, whilst providing inclusive access to education, employment and leisure opportunities across Warwickshire and further afield.

Therefore, we are keen to progress onto the next step with the County Council regarding developing an Enhanced Partnership (EP) Plan and Scheme setting a clear vision of the improvements to bus services, which the Enhanced Partnership will aim to deliver. This will include detailing how the measures and interventions outlined in the Warwickshire BSIP will be implemented and form a “blueprint” for service improvement. This process will include carrying out statutory consultation helping to ensure the EP Plan and Scheme are fit for purpose and meet the needs and demands of the travelling public.

Alongside the County Council, we look forward to receiving the response of the Department for Transport setting out how much of the £3billion funding associated with the National Bus Strategy will be allocated to Warwickshire.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'S Rollings', written in a cursive style.

Steve Rollings  
Finance Director