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Stoke-on-Trent City Council

Bus Service Improvement Plan

11 June 2024 – Final Version V4.0



Issue and Revision Record

Document reference:

Date	Version	Reviewed by
01 April 2024	1.0	IT
30 May 2024	2.0	IT
31 May 2024	2.1	IT/CGM
04 June 2024	2.2	JR
05 June 2024	2.3	IT/BE
06 June 2024	3.0	ALL

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Foreword:

As the Lead Cabinet Member for Transport, Infrastructure and Regeneration I am proud to present Stoke-on-Trent City Council's Bus Service Improvement Plan (BSIP) for 2024.

This document is a testament to our unwavering commitment to enhancing bus travel as a key component of our transport strategy. Over the past year, we have made significant strides in improving the reliability, accessibility, and affordability of bus services across our city, reaffirming our dedication to making public transport a viable and attractive option for all residents.

One of our most notable achievements is the successful introduction of the Affordable Fares Scheme in July 2023. This initiative has been transformative, providing a simplified and significantly reduced fare structure that benefits both adults and young people up to 19 years old. The scheme has seen a remarkable uptake, with day ticket sales increasing by 13.8% in just six months. This clearly demonstrates the critical role that fare affordability plays in encouraging bus usage and supporting sustainable transport choices.

We are making substantial progress in enhancing the safety and accessibility of our bus network. The introduction of Transport Safety Officers will create a safer environment for passengers, addressing anti-social behaviour and providing reassurance across the network. Furthermore, our efforts to improve bus stop accessibility and information initiatives, such as real-time electronic displays and QR codes for dynamic timetable information, have greatly enhanced the overall passenger experience.

Looking ahead, we remain ambitious and by March 2026, we aim to further expand our network, introduce new services, and continue our focus on making bus travel more efficient and reliable. Capital schemes, such as the Newport Lane Bus Link and the improved enforcement of Red Routes, will play a crucial role in reducing journey times and increasing punctuality. Additionally, our commitment to sustainability and environmental responsibility remains at the forefront of our strategy, aligning with both local and national priorities.

As we continue to implement and build upon these initiatives, we are confident that our Bus Service Improvement Plan will not only meet the needs of today's passengers but also pave the way for a greener, more connected future for Stoke-on-Trent. I extend my heartfelt thanks to all stakeholders, including our neighbouring councils, bus operators, and the community, for their ongoing support and collaboration. Together, we are making significant strides towards a more affordable, sustainable and efficient public transport system.

Cllr Gordon-McCusker
Lead Cabinet Member for Transport, Infrastructure and Regeneration
Stoke-on-Trent City Council

Section 1: Our Bus Vision

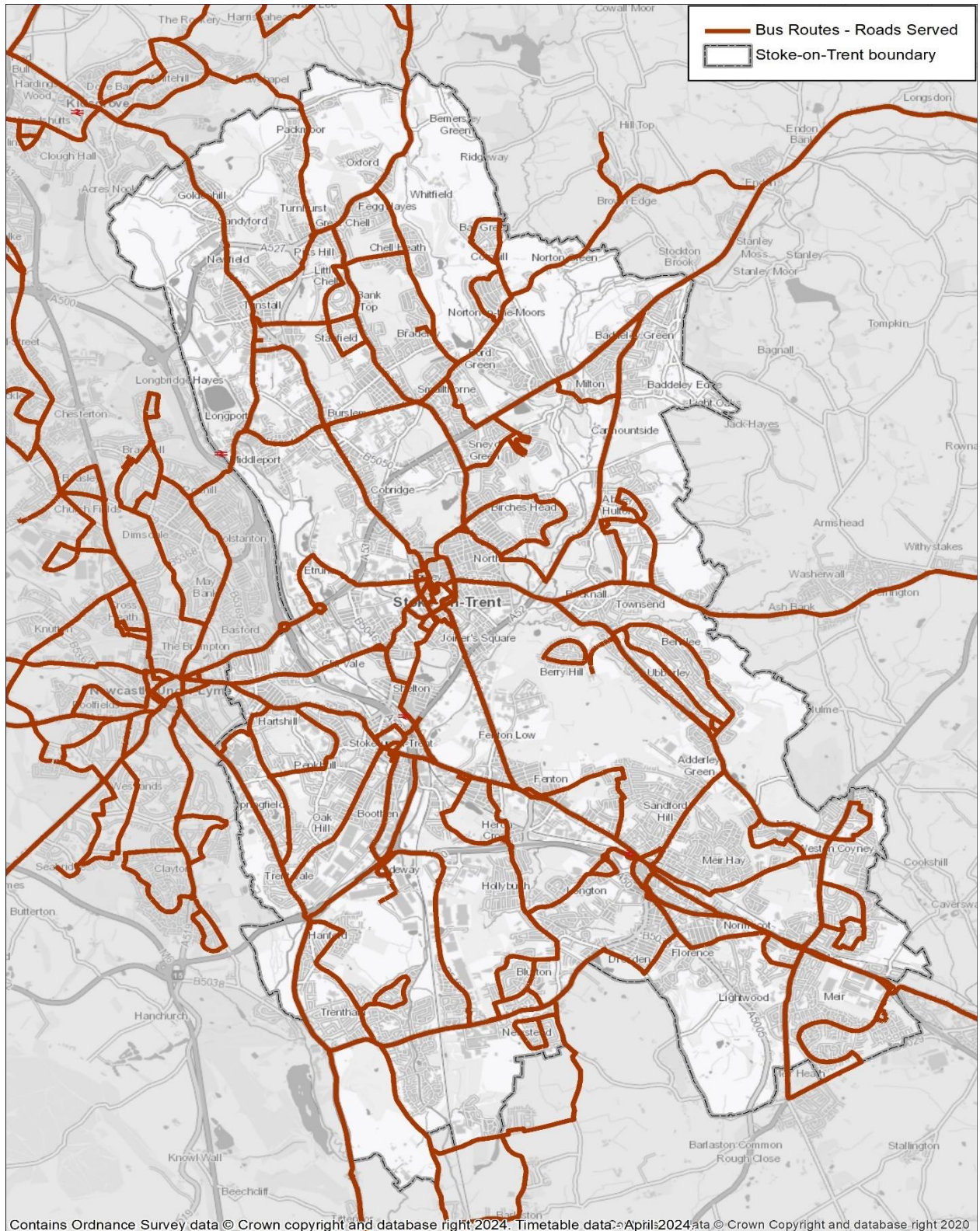


Figure 1 - Geographical area of Stoke-on-Trent

1.1 Corporate Strategy Alignment

- 1.1.1 For more than a generation, a multitude of factors have conspired to hold back Stoke-on-Trent and harm the life chances of many of its residents. Significant gaps between outcomes for people in Stoke-on-Trent and those in other parts of the UK have continued to exist, and in some cases have actually widened in recent years.
- 1.1.2 Our recently adopted Corporate Strategy titled [“Our City, Our Wellbeing”](#) - Creating Shared Wealth, Reducing Inequality” sets out the council’s ambition to release the city’s potential through the seven themes.



- 1.1.3 The need to create and maintain affordable access to, and improvements to the public transport system is threaded throughout the Corporate Strategy as a key enabler in delivering many of the strategic outcomes, and has been used as a guide when devising our BSIP investment strategy.
- 1.1.4 The BSIP 2021 Programme is aligned with these priorities, it does this by improving our bus network to make it more affordable, more accessible and providing good quality travel options to help people get to work, education, social activities and to access healthy food and exercise opportunities.

1.2 Transport Strategy Alignment

- 1.2.1 Within the Stoke-on-Trent City Council (SoTCC) Transport Strategy and Delivery Plan for 2022 – 2031 it states:

‘The overall aim and ambition of SoTCC is to identify a programme of transport improvements over the next ten years which are affordable, deliverable, and which will support economic growth, residents’ mobility, and wellbeing, and support the environment. Transport connectivity and sustainability is a core theme of the city’s Powering Up agenda.’

1.3 Local and National Strategy Alignment

1.3.1 Our current strategy as a council has been developed as a balanced approach, and aligns with local and national priorities:

Economy – removing transport barriers to support growth

BSIP has supported affordable fares and Bus Service Enhancements to provide opportunity for people to use services into the evening and at weekends, whilst benefitting from greatly reduced fares which will support the growth of not only the bus network but also provide economic growth for Stoke on Trent.

Environment – reducing transport pollution to support moving towards a Net Zero Carbon position

BSIP is working with local bus companies on a strategy to provide cleaner, newer, low and zero emission vehicles on the network.

The Enhanced Partnership has produced a joint network map and new network branding to bring a cohesive feel to our bus network

Levelling Up – equal access for all, including those with limited mobility and learning disabilities

BSIP is funding improvements to bus stops and their environment, information provision and accessibility to the bus network to support everyone having that choice of using public transport.

BSIP has already seen 100 bus stops upgraded to provide better access for passengers on to and off buses.

Health – transport improvements to help improve physical health and well being

BSIP is funding Bus Service Enhancements that will provide the connectivity that is needed to access health, educational and shopping facilities, reducing dependence on the car. It will also help to tackle isolation for those in the community.

The first phase of service improvements started in April with extended services in the evening and new weekend services.

1.3.2 The **BSIP 2021 Programme** has seen great success with the **Affordable Fares** scheme, which was introduced in July 2023. The cost of travel is the key factor for more people travelling on the bus across the area.

1.3.3 This scheme has provided a partnership approach to ensuring the passenger, existing and new, with a very affordable way to travel across our network, with the bus companies sacrificing their own tickets in favour of a simplified fare structure.

1.3.4 The result has been a very easy to understand affordable fare, providing exceptional value, for example a day ticket across multi operator is £3.50. Even if a passenger only does two journeys this is equivalent to £1.75 per trip.

1.3.5 The **Affordable Fares** is only one part of that package to increase our volume of passengers, the next important element is the enhanced network of services, providing evening and weekend services, improved frequencies and links through to employment, education and also retail facilities.

1.3.6 The partnership wants to bring the passengers back into the high street to help support our bus market but also to rejuvenate the high street and the night time economy, by providing them with a bus network which is convenient, frequent, viable and is an attractive alternative mode of transport.

1.4 The BSIP 2021 Programme

- 1.4.1 Stoke-on-Trent's bus network had been in decline for over a decade, as detailed in the October 2021 BSIP submission, which will be referenced through this update as the **BSIP 2021 Programme**.
- 1.4.2 Delivery of the **BSIP 2021 Programme** is well underway, and this document evidences the City Council's achievements in programme delivery.
- 1.4.3 The Council's vision and ambition are to continuously improve the network to increase passenger numbers and improve punctuality and journey times for buses; making buses a viable mode of transport for the region's residents, working in concert with our neighbouring councils with whom we share transport interests.
- 1.4.4 The **BSIP 2021 Programme** provides the opportunity to realise potential benefits to passengers using local bus services across Stoke-on-Trent by providing an attractive option to move people around the city and its surrounding areas, providing improved air quality and economic mobility, reducing transport poverty, and helping to address the climate emergency.
- 1.4.5 The **BSIP 2021 Programme** included a full review of the problems and opportunities to be addressed in respect of local bus services in Stoke-on-Trent, including aspects of the bus service that were considered in the Local Transport Plan.
- 1.4.6 A great start has been made across Stoke-on-Trent in the past five years with:
- Retrofitting bus fleets so that over 50% now comply with Euro VI environmental standards
 - The introduction of a 'Tap-On-Tap-Off' ticketing system on buses to make it easier and faster for passengers to use and to enable price capping to ensure passengers get the best value price
 - Development of a multi-operator ticket that applies to all five operators in the North Staffordshire bus network including increasing age cap for young people's tickets to 19 across the network
 - The City Council's successful Transforming Cities Fund (TCF) bid, providing a bus priority corridor linking the city centre and rail station
 - Provision of an online interactive bus map and guide
- 1.4.7 There are however a significant number of issues that still need to be resolved including:
- Over the decade to 2019, the number of bus passenger journeys in Stoke-on-Trent had declined by 41% which is the second largest decline out of all local authorities in England
 - While buses are the most highly used form of public transport in the city, bus use in the city had continued to decline despite 30% of households having no access to a car
 - Bus services for many communities in the city is below 'turn up and go' frequency for much of the day

- Poor evening and Sunday provision has predominated, with significant parts of the city having no or limited service at these times
- Traffic congestion, which is a widespread problem across the highway network, adversely affects bus services across the city inducing delays and creating slow and unreliable journey times
- Consequently, poor punctuality and reliability has been widespread across bus services in the city, with punctuality poorer than the regional and national average
- In addressing this problem there are currently limited lengths of bus priority in Stoke-on-Trent. The constrained nature of the local road network presents challenges for providing significant bus priority
- The core bus network has been based on services to and from the City Centre (Hanley) and Newcastle-under-Lyme Town Centre. This contrasts with the travel to work pattern, which is dispersed, leaving many people with no direct home to work bus service. The absence of direct service to key locations outside the city centre, often requiring two buses to be taken for journeys, made services unattractive
- Similarly, post-16 education campuses and hospitals are generally outside the traditional centres, emphasising the challenges for many potential users wishing to use buses for education and healthcare trips
- Poor physical access to services has been a barrier to using buses, including pedestrian routes to and from the bus stop
- Notwithstanding the current **Affordable Fares** initiative, the cost of fares has been regarded by customers as being too high, with fares seen to be expensive and representing poor value for money
- There has been inconsistency in child fare policies between the principal operators in the city
- Multi-operator ticketing has been more expensive than single operator equivalent ticketing
- There has been no consistency in identifying the local network, information, and fares
- Real-time information has been limited, but is an important determinant for many people in encouraging use
- Limitations in multi-modal ticketing, such as PlusBus, has been one of the principal challenges to achieving more multi-modal bus-rail journeys
- The bus fleet has historically been old comparing poorly to an average age nationally of less than 8 years, and the image of bus quality is poor in the views of passengers and non-bus users
- Bus driver shortages has been an ongoing issue, exacerbated during the pandemic, leading to reduced or unreliable services

1.4.8 These factors had, as highlighted in the Local Transport Plan and BSIP 2021, resulted in a decline in the number of bus passenger journeys in Stoke-on-Trent of 41% over the decade to 2019, which was the second largest decline out of all local authorities in England.

1.4.9 From 15.6m passengers in 2009/10 to a little over 9m a decade later, and finally to 8.4m in 2019/20, the decline in passenger numbers had been sharp, albeit exacerbated in 2019/20 by the pandemic.

1.4.10 The current network maps for the two main operators within our network, First Potteries and D&G are included in **Appendix L**.

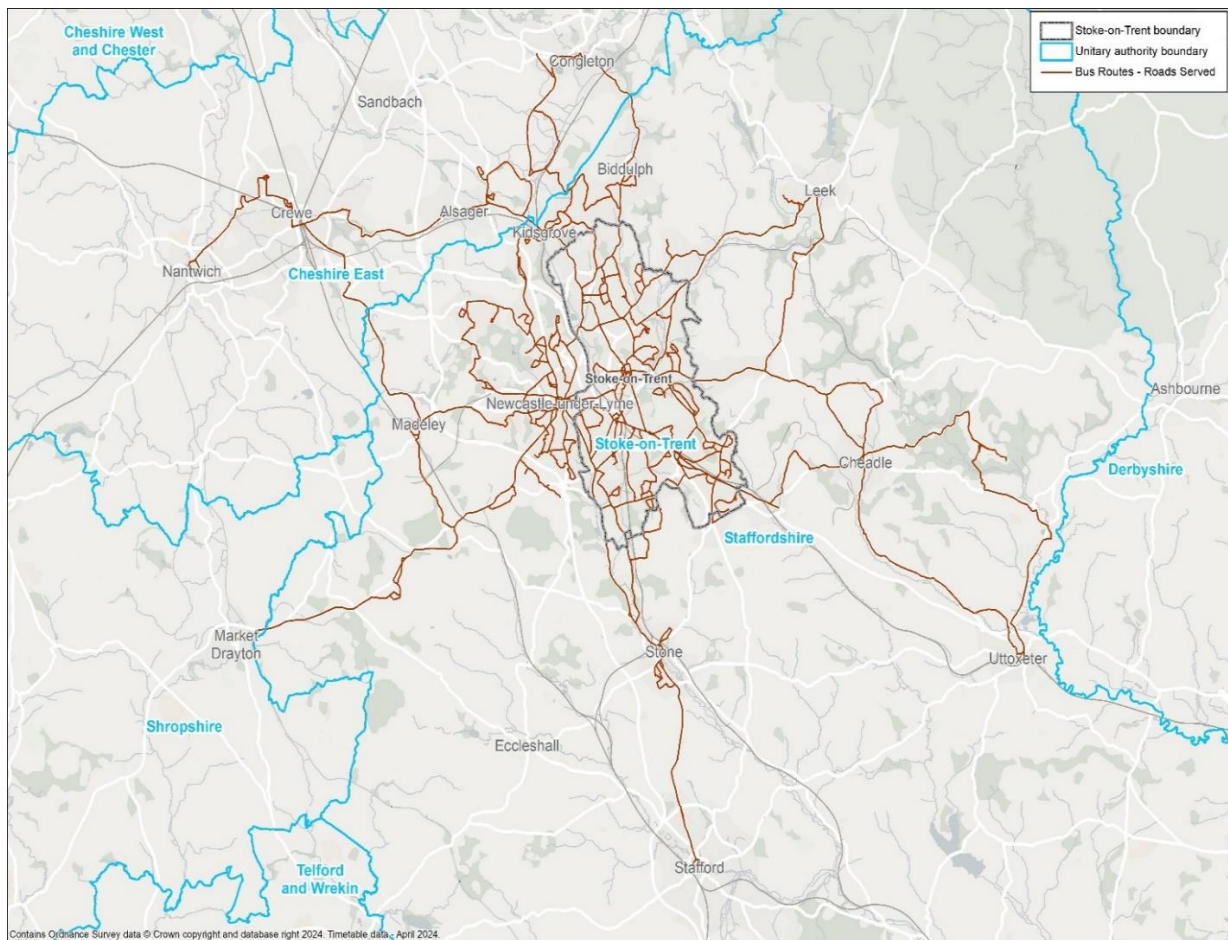


Figure 2 - The wider geographical area of Stoke-on-Trent and neighbouring authorities

1.4.10 To show the benefits when the **BSIP 2021 Programme** is complete, we have had different plans produced, to show current bus travel time to three key locations, Hanley bus station, Stoke-on-Trent rail station and a key employment area Etruria Valley Business Park.

1.4.11 The outcomes are shown within **Appendices H – K**.

1.4.12 The map and table below show a 400m catchment of served bus stops and the analysis information behind the map. This information will help to demonstrate the impact of the **Bus Service Enhancements** introduced during the **BSIP 2021 Programme**.

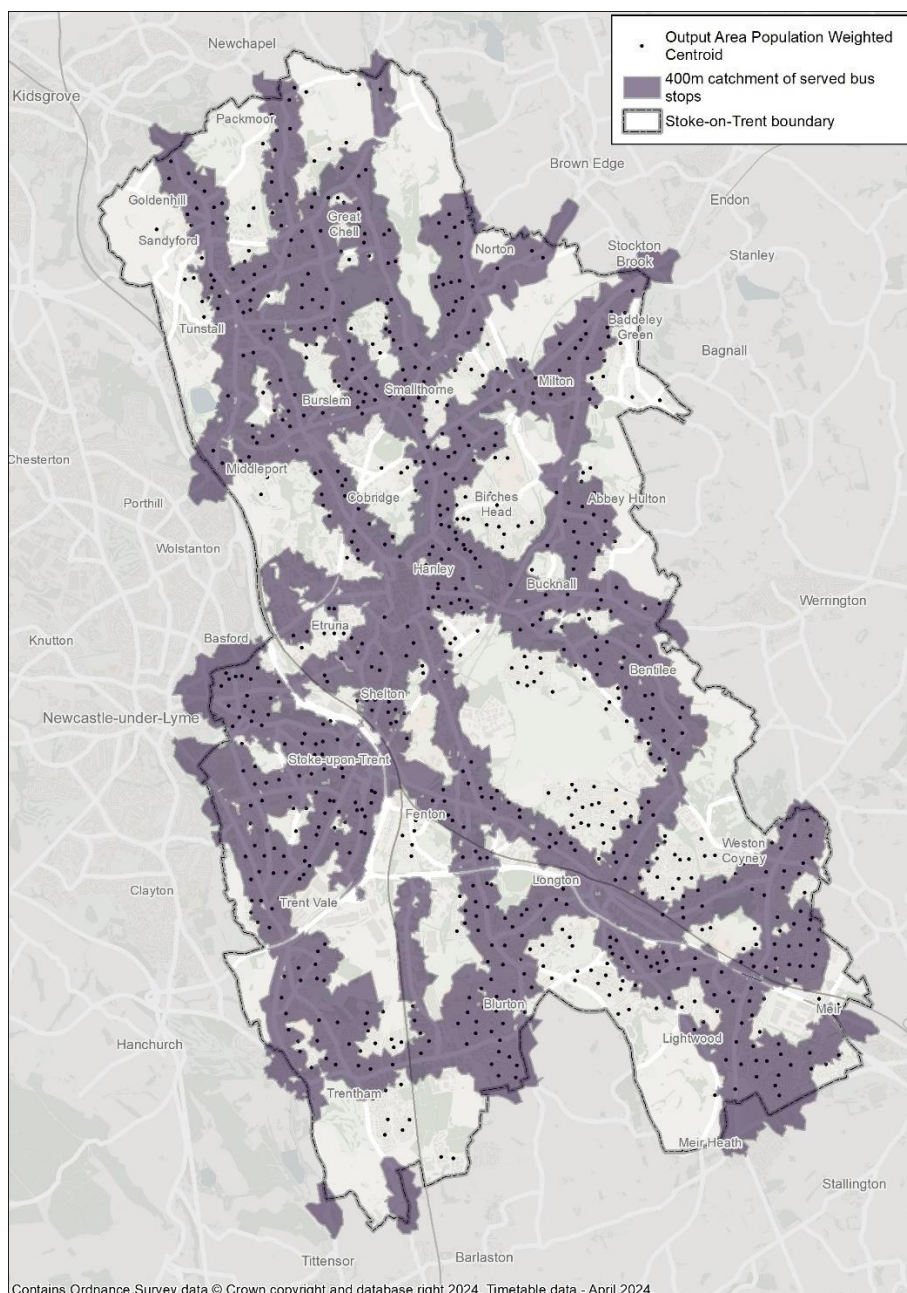


Figure 3 - Map to demonstrate 400m catchment of served bus stops

Level of Service Accessible Analysis							
Population within 400m of stop service level (2021 Census population)				Percentage of population within 400m of stop service level (2021 Census population)			
Buses per hour	Tuesday AM Peak (07:00-08:59)	Tuesday Off Peak (19:00-19:59)	Sunday Daytime (09:00-14:59)	Buses per hour	Tuesday AM Peak (07:00-08:59)	Tuesday Off Peak (19:00-19:59)	Sunday Daytime (09:00-14:59)
> 6	37,224	1,770	515	> 6	14%	0.7%	0.2%
>4 and <=6	31,457	16,884	-	>4 and <=6	12%	6.5%	0.0%
>2 and <=4	58,406	26,173	18,684	>2 and <=4	23%	10%	7.2%
>1 and <=2	48,284	65,804	37,112	>1 and <=2	19%	25%	14%
1	15,709	35,406	39,225	1	6%	14%	15%
< 1	1,994	-	49,813	< 1	0.8%	0.0%	19%
Not within 400m of a bus stop or stop with services running during time period	65,242	112,279	112,967	Not within 400m of a bus stop or stop with services running during time period	25%	43%	44%
	258,316	258,316	258,316		1	1	1
Methodology							
The average number of departures per stop for each of the time windows was calculated using Basemap TRACC software, using April 2024 timetable data.							
For each Output Area Population Weighted Centroid within Stoke-on-Trent the bus stops that could be reached within 400m were identified.							
The highest level of service (maximum number of buses per hour) bus stop accessible from an Output Area Population Weighted Centroid was identified to enable classification.							
2021 Census population statistics were summed for each of the presented ranges of number of buses per hour based on the population of the output areas within that range.							

Figure 4 - Level of Service Accessible Analysis

1.5 Local Consultation and Action

1.5.1 When developing the **BSIP 21 Programme**, public consultation was carried out and this included local communities who consistently expressed these concerns that BSIP is addressing:

Table 1 - Responses from initial public consultation for BSIP 2021 Programme

What they said (summarised)	What we did / are doing
<p>Buses are slow and uncompetitive in comparison to the car, and can be unreliable (reliability is one of the top three reasons identified by young people who don't use the bus)</p>	<p>The BSIP 2021 Programme identified the key locations and are implementing bus priority through Traffic Signal Bus Priority SCOOT and enhanced Bus Lane and Red Route enforcement.</p> <p>The BSIP 2021 Programme will bring in new services, extended operating hours and will investigate the opportunity for cross city services.</p> <p>As part of a separate regional scheme 'Project Coral' the City Council and the bus companies are working together to get the introduction of Tap On Tap Off, (TOTO) introduced across the multi operator network in the coming months.</p> <p>This will provide a quicker way for passengers to pay for their journey and receive the best price for that day, week or months travel.</p>
<p>Buses can be infrequent and doesn't have sufficient spread of services, especially in evenings and on Sundays when there are often no services in some areas, limiting travel choices (inconvenience of service is the second of the top three reasons for young people who don't use the bus)</p>	<p>The BSIP 2021 Programme is tendering additional services to provide journeys in the morning and evening peak and new Sunday services to improve accessibility.</p> <p>The Partnership are looking at accessibility mapping, to review those gaps filled with the recently introduced services, but looking at remaining gaps to see what else can be achieved with the funding.</p>
<p>Buses lack direct service to key destinations outside the city centre, and often requires the use of two buses to fulfil the journeys that people wish</p>	<p>SoTCC is working with in partnership with our neighbouring authorities on how we can deliver an improved network that benefits both residents and commuters.</p>

<p>to take, including journeys to education and to work</p>	<p>The BSIP 2021 Programme is looking at new cross city services, to provide direct links for those travelling north, south, east and west.</p>
<p>While there are some exceptions, typically the buses are old and unattractive. The buses are often perceived to be uncomfortable, dirty, and over-crowded at peak times, which can be a particular issue for people with physical and other disabilities</p>	<p>SoTCC are working with the bus companies to identify overcrowding and address these through additional vehicles or journeys within the timetable.</p> <p>Upgrading of the bus fleet is starting to become a more central discussion point in the partnership, including the development of business plans to help move towards zero emission buses.</p> <p>SoTCC is conscious of the carbon footprint it creates, and is keen to reduce its own impact on the environment and also that of our partners.</p>
<p>Can be expensive and doesn't represent good value for money (the final of the top three reasons for young people who don't use the bus)</p>	<p>The BSIP 2021 Programme saw the introduction of the Affordable Fares scheme, from 1 July 2023. This provides significantly reduced ticket prices and a simplified range of fares across the Smart network.</p> <p>The young person age category includes up to 19-year olds, which was previously capped at 16 by the main bus operator.</p> <p>This scheme has demonstrated that affordability is central to those decisions made when planning journeys.</p> <p>The day ticket is £3.50, exceptional value for travel across all five operators within our network.</p> <p>The fare structure has been simplified to ensure that the passenger knows what the ticket type they need and the value of that produce.</p>

1.5.2 During the **BSIP 2021 Programme** consultation, it was identified that the top five actions that would encourage respondents to the Sixth Form College survey - a proxy for young person's view - to use the bus more are:

Table 2 - Responses to public consultation for BSIP 2021 Programme from Sixth Form College

What they said (summarised)	What we did / are doing
Journey times on bus services made quicker	In progress, through the installation of Traffic Signal Bus Priority SCOOT 7 and additional red routes and enforcement
Delays on bus services reduced via increased bus priority at junctions and more bus lanes to make journey times more reliable	In progress, through the installation of Traffic Signal Bus Priority SCOOT 7 and additional red routes and enforcement
Better information at bus stops and shelters e.g. Real Time Passenger Information screens (showing time until next buses)	<p>In progress, during 2024 there will be a programme of installations of the top 100 busiest bus stops to provide either a real time electronic information display or solar timetable display or a timetable QR code.</p> <p>The third successful element of the BSIP 2021 Programme is the Marketing and Communications campaigns that have been rolled out for Affordable Fares.</p> <p>This has secured the increase in passengers by providing clear messages about the improvements funded through the BSIP 2021 Programme, and is available in different formats.</p>
Improved cleanliness of buses	Where the Council are notified of any instances, it is reported through to the operators.
Website with timetables, ticket information, Real Time Passenger Information, for all bus operators	<p>The Council website is currently being updated with improved interactive mapping, timetable information providing the passenger with a one stop shop feel.</p> <p>The BSIP 2021 Enhanced Partnership are introducing a network brand to provide a uniform approach to information on street, at interchanges and online either website, or app based.</p>

1.5.3 Although there are areas to work on to increase passenger numbers and improve the customer experience, there was also positive feedback from existing customers which included:

Table 3 - Positive responses from the public consultation for BSIP 2021 Programme

Response	Supporting information
<p>Drivers are usually friendly and helpful</p> <p>Aspects of the ticketing such as a good multi-operator ticket, and tap on tap off, work well</p>	<p>Customer satisfaction scores have been high suggesting that this is being maintained.</p> <p>Tap on Tap off (TOTO) functionality continues to be offered by the major operator, and we are working with Midlands Connect to help roll out on a multi-operator basis following the successful Project coral trials in Leicester, which included our two main operators.</p>
<p>Aspects of information provision, including the First App, work well. Though some people, especially those who don't currently use the bus, find understanding of the offer difficult. The absence of real-time information and on-board messages can be problematic.</p>	<p>The BSIP 2021 Programme proposes to improve the information available across the different platform, standardising the information and creating a network brand that passengers can easily identify.</p> <p>More real time electronic displays are being introduced across the network, thereby increasing confidence for the passenger that the bus is on its way.</p>

1.5.6 As part of the **BSIP 2021 Programme** and introduction of the Enhanced Partnership, a **Customer Charter** has been developed to support passengers resolve any issues experienced whilst travelling and also provide a channel of communication to the bus operator.

1.5.7 This **Customer Charter** document is currently being made accessible in order to be published on our website, and the way to contact the Council are through a new email address publictransport@stoke.gov.uk. The document can be viewed in **Appendix E**.

1.5.8 City Council staff will monitor and distribute the enquiries received in the public transport email inbox. They will monitor the time it takes for the bus companies to respond and resolve those enquiries.

1.5.9 This monitoring will be used by the Enhanced Partnership to ensure passengers receive a resolution within a reasonable time period.

1.6 Local Transport Plan and Local Transport Fund

1.6.1 The **BSIP 2021 Programme** is a key component of our wider transport strategy and delivery plan. It identifies a core delivery programme that aligns with the priority that local bus services will have in our LTP4 (2026-2040) policy document, and which our indicative LTF prospectus aims to fund through capital investment.

1.6.2 The three funding streams provide opportunities to develop a collaborative and inclusive programme benefitting all those using the network in our area.

1.6.3 These funding streams provide an opportunity to develop a programme that will be funded for up to 10 years, this will enable SoTCC to grow and develop its own workforce and continually building the relationship with external partners.

1.6.4 In addition there are links with the current Transforming Cities Fund (TCF) and Active Travel Fund (ATF). All working together to improve accessibility to the network.

1.6.5 The Highways Asset Management Plan (HAMP) aims to improve the highway conditions and prioritises the strategic highway network, including the bus network.

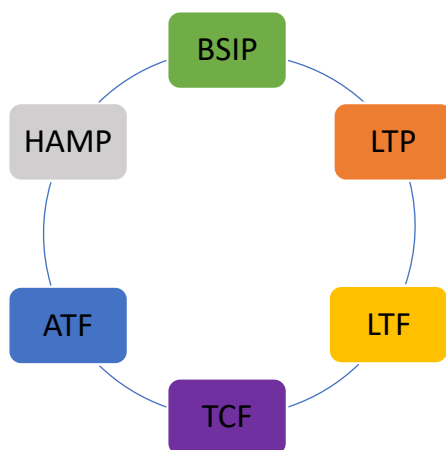


Figure 5 - Relationship between BSIP and other funding streams

1.6.5 The image below shows the timescales for current funding available for transport, that has already been awarded and what is due to be released to SoTCC, as this shows there is a disparage in the revenue and capital funding allocations. The two key schemes for increasing passenger numbers are **Affordable Fares** and **Bus Service Enhancements**.



Figure 6 - Timescales for the funding allocated to SOTCC

1.7 Enhanced Partnership Board and Forum

- 1.7.1 The Enhanced Partnership Board and Forum have met twice since October 2023, to discuss the **BSIP 2021 Programme** and the future of the current network.
- 1.7.2 The Chair is currently the Cabinet Member for Transport, Infrastructure and Regeneration, Councillor Gordon-McCusker, his colleagues Councillor Robinson and Councillor Wazir also work with him as their three portfolio areas overlap. The support from the Councillors is recognised by the forum and board members.
- 1.7.3 The Forum members have the opportunity to submit proposals for the Board to consider at their meeting, this recently included a change to the current frequency of the meetings.
- 1.7.4 The rationale for the change in frequency is to ensure that the engagement with the members of the Forum and Board is maintained especially with the upcoming months being the delivery of many of the schemes.
- 1.7.5 The diagram at Figure 7 shows the relationship between the three **BSIP 2021 Programme** meetings, how it moves from operational discussions to decision making at the Board.

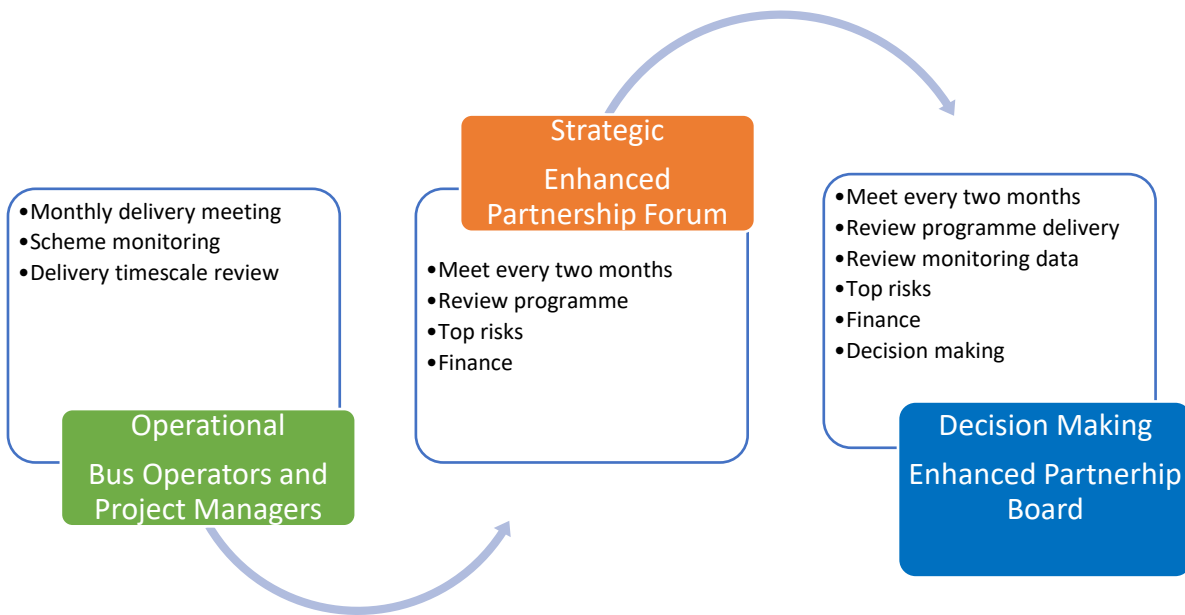


Figure 7 - How the BSIP 2021 Programme meetings link together

1.7.4 The table below shows the stakeholder organisations that are invited to the Forum, as you can see we have a wide range of interests across the group, including education, employment and inclusivity.

Table 4 - Stakeholder organisations invited to the Forum

Forum Attendees				
Asist	First Bus	Staffordshire Chambers	Staffordshire University	Stoke Sixth Form College
Stoke-on-Trent City Council	Stanton's of Stoke	Staffordshire County Council	Keele University	University Hospital of North Midlands

1.8 Marketing and Communications

1.8.1 The marketing and Communications team have been working on getting the message out about the **BSIP 2021 Programme**. The most successful campaign so far is the **Affordable Fares**, and as a result the Communications Officer was invited to the National Bus Forum in March to present several slides about how the campaign was developed.

1.8.2 An insight into the statistics below shows that between October 2023 and March 2024 the social media ads we ran through CAN Digital Services received:

- 4.07 million impressions (how many people saw the ads)
- 41,208 interactions (likes, shares, comments etc...)
- 38,118 clicks (click throughs to www.stoke.gov.uk/publictransport)

- The majority of the impressions, interactions and clicks came from Snapchat then Facebook
- Most of the interactions came from females aged between 13 and 17 and 65+ and then from males aged between 13 and 17 and 45 and 54

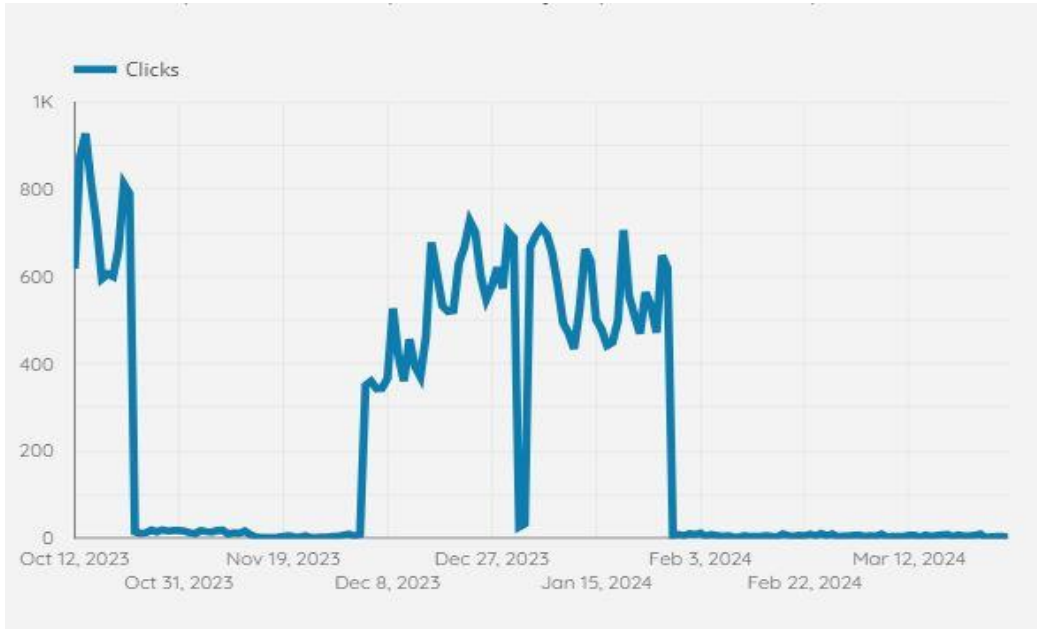


Figure 8 - Graph showing number of Clicks for the period Oct 2023 - Mar 2024 for the Affordable Fares Campaign

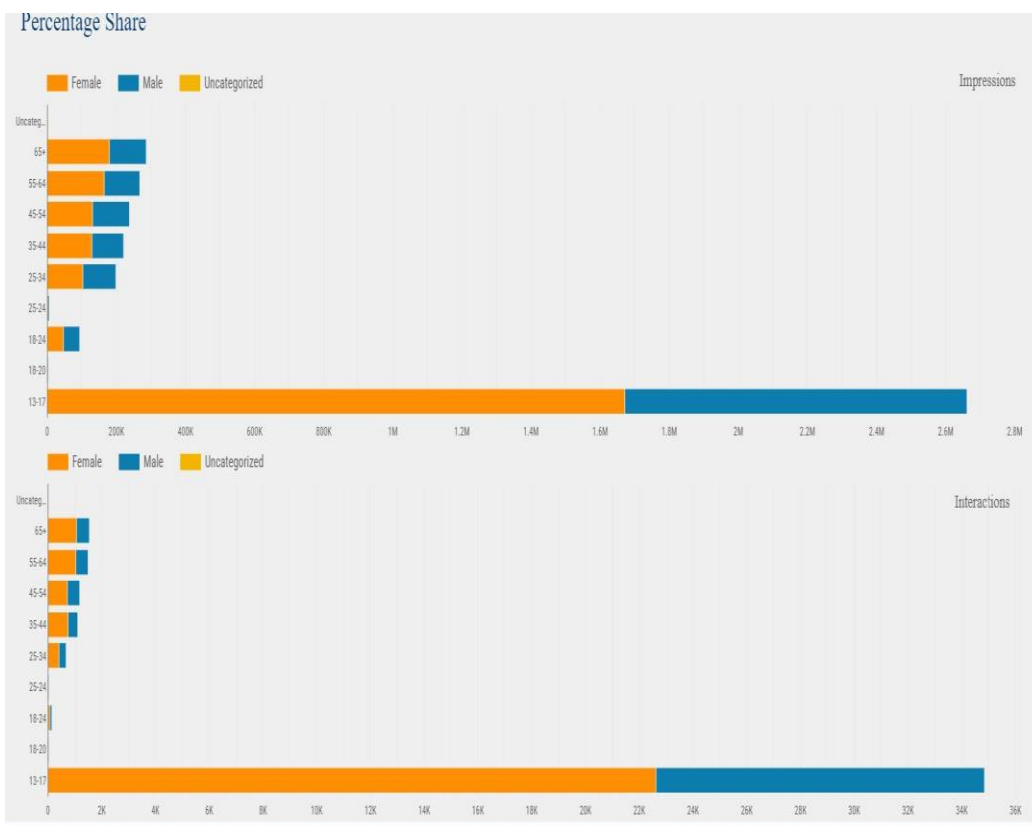


Figure 9 - Graph of percentage share by gender who clicked on the Affordable Fares Campaign Oct 2023 - Mar 2024

1.8.3 The Communications Team also received the following comments through Facebook social media channel:

This is great news £5.90 for a day ticket was a silly price considering they don't offer a great service."

"The £3.50 is for a day ticket, so doesn't matter how many journeys you make, great value!"

"The reduced fares really do help and the reduced Adult Smart Week. "

"I'm hopeful though that the reduced prices mean more people make the switch to buses and we can at least halt, if not reverse, the decline in services and maybe get back to a decent service level again."

"The cheaper fares are appreciated but it would help if the services were better"

1.8.4 The first phase of **Bus Service Enhancements** started in April 2024 and the second phase is currently out to tender, with an anticipated start date of late July 2024.

1.8.5 The Council is now in pre-election period due to the upcoming general election, so there is no interaction between our cabinet member and any announcement made with regard to the **BSIP 2021 Programme**.

Section 2: Current offer to bus passengers

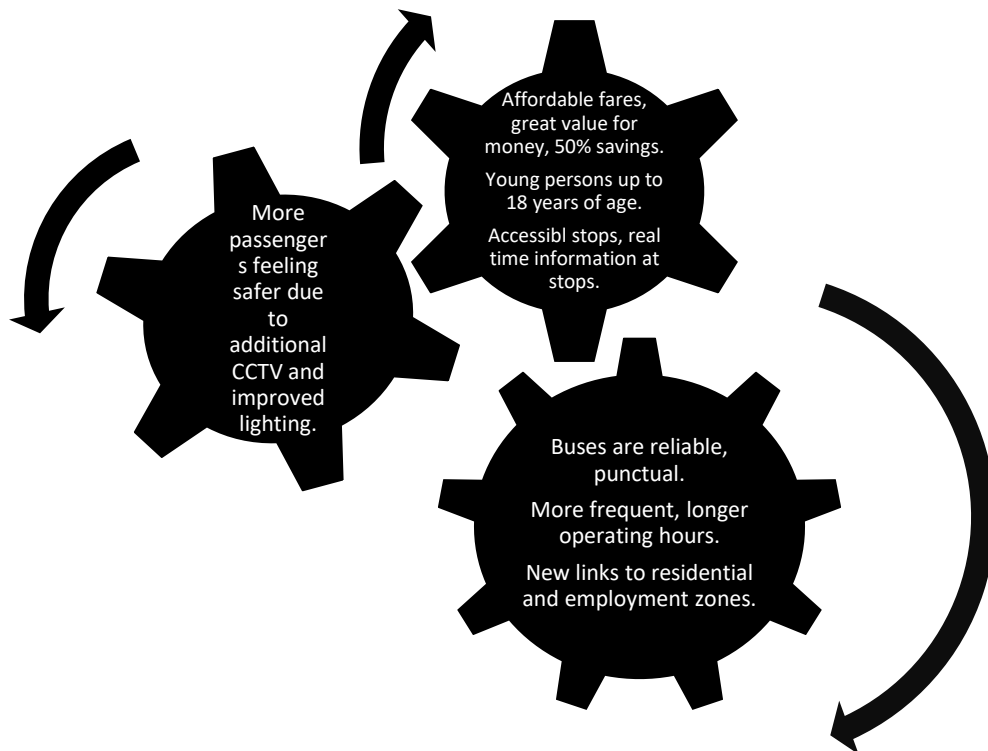


Figure 10 Infographic showing connectivity of BSIP schemes

2.1 Affordable Fares

- 2.1.1 This scheme is by far the most successful scheme seen through BSIP 1 across the authorities that were awarded the funding. SoTCC are keen to continue the success of this scheme.
- 2.1.2 On 1 July 2023 the partnership introduced its new **Affordable Fares** offer, providing a multi-operator discounted and simplified fare structure for passengers, raising the threshold for adult fares to start from the age of 19. See Table 5 for the full fares package.
- 2.1.3 Figure 11 below shows the campaign launch which took place in June 2023, which provided opportunity for the key messages to be advertised informing the residents and commuters about the new **Affordable Fares** scheme.

Campaign launch – June 2023

- The Affordable Fares campaign was launched on **June 27, 2023** at the City Centre bus station in Hanley ahead of its introduction on **July 1, 2023**.
- The scheme aims to offer passengers discounted bus fares of up to **50 per cent**.
- The launch event was attended by representatives from bus operators, elected members and local and regional press.



stoke.gov.uk



Figure 11 - Presentation slide showing images from the Affordable Fares launch in June 2023

2.1.3 This scheme was allocated £7.4m revenue funding and ends on 31 March 2025. Demand has exceeded the optimistic forecasts proving that fare price is a considerable local lever and an affordable multi operator ticket does increase bus patronage.

2.1.4 The partnership has taken the decision to support **Affordable Fares** through 2024/25 by allocating its BSIP3/Network North allocation. This ensures that the scheme will continue until March 2025.

Table 5 - Affordable Fares scheme tariffs

Ticket type	Affordable fare from 1 July 2023	Fare up to 30/06/23
smart day adult	£3.50	£5.90
smart day young person	£2.00	£4.40
smart week adult	£12.00	£21.00
smart week young person	£7.00	£15.75
smart month adult	£42.00	£75.00
smart month young person	£24.00	£56.00
smart 3-month adult	£115.00	£194.00
smart 3-month young person	£60.00	£139.00
smart year adult	£400.00	£580.00
smart year young person	£200.00	£450.00

2.1.5 The **Affordable Fares** scheme has been extremely successful, with day ticket sales as a proportion of sales increasing 13.8% from 27.76% in July 2023 to 41.56% in December 2023, which shows the decline in the number of single trip tickets purchased.

2.1.6 The future marketing campaigns will highlight the great value of the longer period tickets and it is anticipated that this will result in a shift of ticket sales from daily to weekly and monthly in the next 9 months.

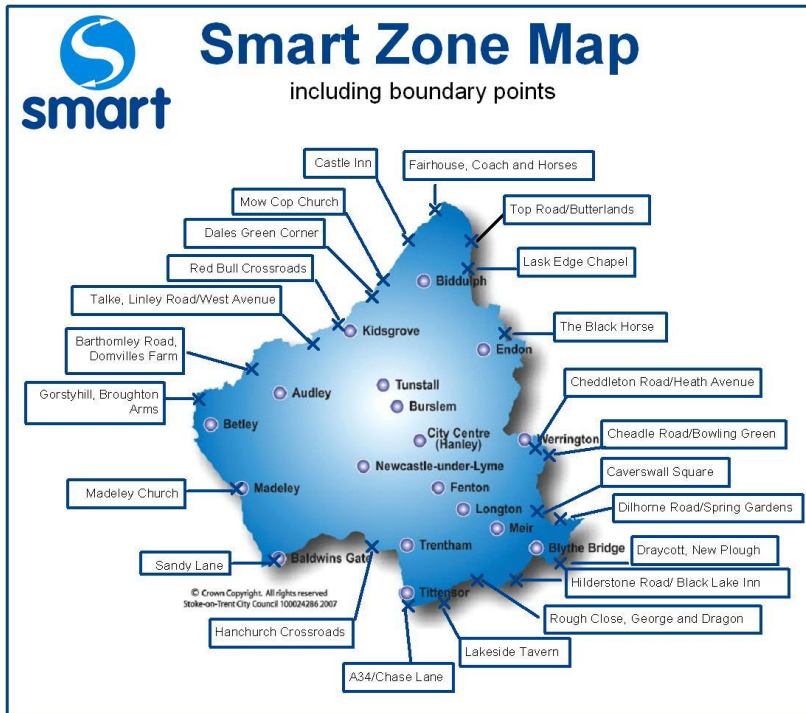


Figure 12 - The Smart Zone and Affordable Fares area

2.1.7 The Smart Zone scheme which was in place before July 2023, covered the majority of the North Staffs network. The smart multi-operator bus pass allowed you to travel on buses provided by different operators across North Staffordshire with just one ticket.

2.1.8 The **Affordable Fares** scheme introduction heralded the removal of operator specific tickets from the market, bar any ticket for trips beyond the Smart Zone. This shows the commitment of the bus operators across the Smart Zone to work together to support the rebuilding of the bus network.

2.1.7 City Council officers administer the scheme and track performance, reimbursing operators based on monthly data submissions from each of the five operators. This information is used to monitor ticket sales, seasonal trends and to evidence any rise or fall in network patronage.

2.2 Affordable Fares Scheme Review

2.2.1 The forecast outturn for **Affordable Fares** is set to exceed the remaining budget for 2024/25, which is again testament to the scheme's popularity and criticality in supporting bus usage.

2.2.2 The partnership is working together to establish the scheme details for July 2024 and an exit strategy for April 2025. For the scheme review, the partnership is working to provide the most robust scenario to ensure the scheme is affordable to continue within budget constraints until its current end of March 2025,.

2.2.3 The model proposal will maintain the current reimbursement method for April – June 2024, and split the remaining budget, to provide a monthly allocation for July 2024 – March 2025, which the operators will receive on a pro-rata basis according to their ticketing data. This shows how the operators support the scheme and are sharing the risk.

2.2.4 Some ticket prices will have to see an increase, which will create an opportunity to market the increases but highlighting the discounts still available. For example, if the day ticket of £3.50 were to increase to £4.50, it is still great value for travelling across the multi operator network.

2.2.5 The key message that the Partnership wants to impress upon policy makers and fundholders is that to continue the increase in bus usage in the area, further revenue funding is critical to continue from April 2025 and beyond, through to 2029/30.

2.3 Complementary Bus Enhancements

2.3.1 Passengers will also benefit from an increase in bus services with additional journeys being tendered, to extend the operating hours and frequency. There are new weekend services being introduced, and this helps support the seven-day economy.

2.3.2 The first phase of services started in April 2024, and we are currently awaiting the operational data for these **Bus Service Enhancements**. The monitoring will include value for money for running the service, passenger numbers and additional mileage operated across the network.

- 2.3.3 The next phase of **Bus Service Enhancements** is out to tender until mid-June, with an anticipated start in late July. The second phase includes new links to Cobridge Health Centre, which recently opened following the closure of several doctors' surgeries.
- 2.3.5 To enable the **Bus Service Enhancements** to have sufficient chance to become commercially viable, the partnership has been successful in being granted a twelve-month extension for this scheme through to March 2026.
- 2.3.6 This is still a very short time to grow the patronage on these new routes to ensure that at the end of the funding the services can stand on their own two feet.
- 2.3.7 **Thus, it is important to recognise that in order for this to be one of our key successes, in growing the patronage on services, it requires additional funding to support the services for up to 5 years, this would be alongside the ongoing support of Affordable Fares.**
- 2.3.8 To show the proposed **Bus Service Enhancements** across the network the map, at figure 6 below was produced. This shows the three phases of tenders that will be issued. The third phase of tenders is currently being developed and will be advertised in the coming months.

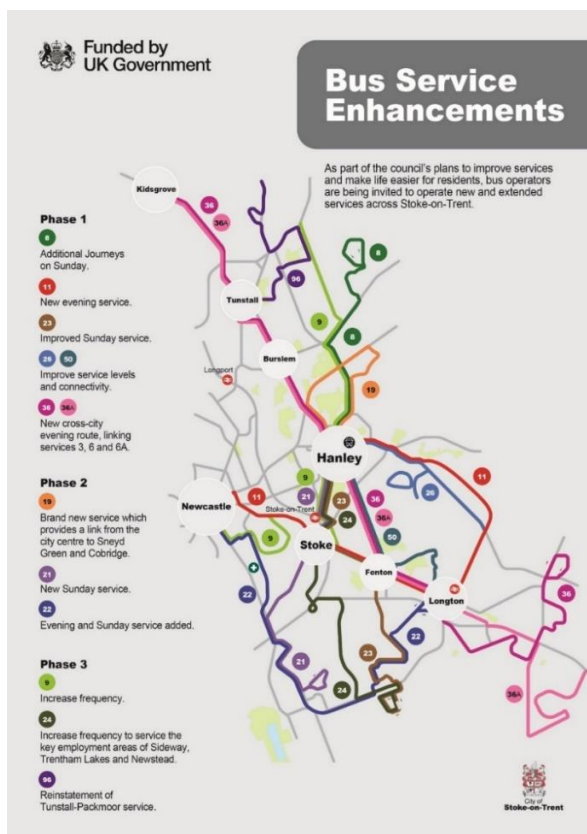


Figure 13 - Map of the Bus Service Enhancements

2.4 Transport Safety Officers

2.4.1 SoTCC submitted a successful Anti-Social Behaviour (ASB) pilot bid for Transport Safety Officers to patrol the bus network across Stoke-on-Trent, fully funded by the Department of Transport (DfT) as one of four pilots across England.

2.4.2 The £0.5m award funds set up and delivery of the ASB pilot scheme including recruitment, training, and equipment for up to six Transport Safety Officers including management, performance management and operational overheads during their 15-month fixed term contracts.

2.4.3 The objectives for the ASB pilot in Stoke-on-Trent are to:

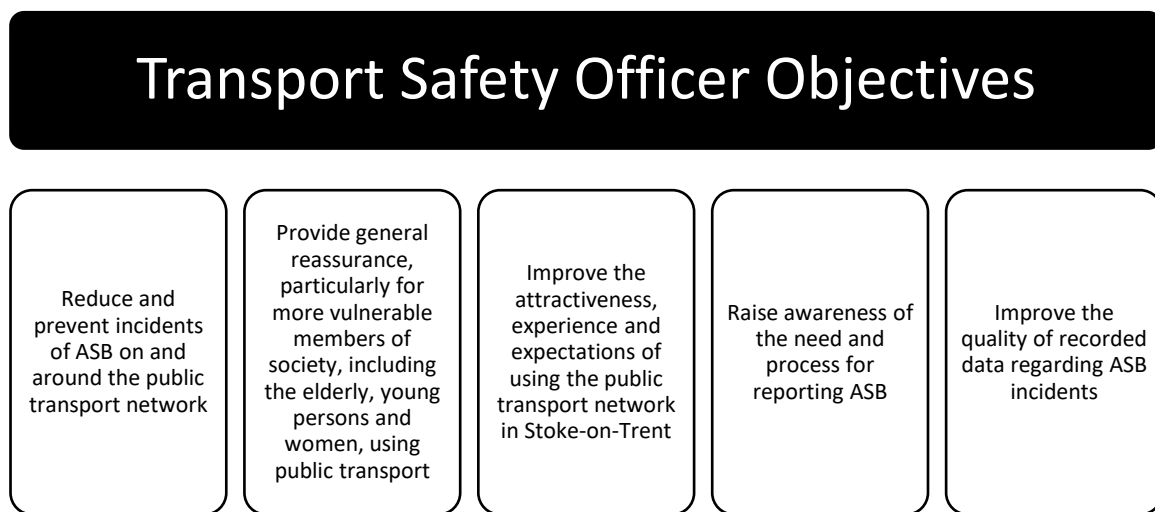


Figure 14 - Transport Safety Officer Objectives



Figure 15 - Photograph of Transport Safety Officers

2.4.4 The TSOs will provide a uniformed presence which will be effectively deployed to address and prevent ASB incidents and to provide general reassurance for passengers using the bus network.

2.4.5 The TSOs will travel across the bus network, including onboard buses, at bus stops and bus station interchanges, as well as providing a presence at known ASB hotspot locations, including Hanley and Longton bus stations, and on bus services and stops around certain schools at closing times and on routes through certain residential areas.

2.4.6 The role of the TSOs is primarily to be a presence to deter, educate and prevent anti-social behaviour, and to provide reassurance to the travelling public. However, if necessary, the TSOs will have the above powers of enforcement where necessary.

2.5 Bus Stop Accessibility Measures

2.5.1 Bus users are benefitting from improved **Bus Stop Accessibility**. By June 2024, **100** out of the identified **194** bus stops will have been improved across the city, with the remaining 94 targeted for completion by August 2024.

2.5.2 Using internal resources and existing framework arrangements, the cost and timeframe has been reduced with a simpler specification, to provide equal benefits and greater sustainability in terms of whole lifecycle asset management.

2.5.3 The forecasted underspend will allow for more of the network to be upgraded, currently there are 950 bus stop locations across the network and it may be achievable to upgrade 25% of this number, 237 in total, with the BSIP 2021 Programme funding.

2.5.4 These upgrades include level access for boarding and alighting the bus, and reinstatements to improve the footway within the vicinity of the bus stop. These works set a standard which the passenger can expect to see when using the bus network.



Figure 16 - City Road/Traver Court with improved access

2.6 Information Initiatives

- 2.6.1 In the coming months, there will be 100 electronic displays providing real time information for passengers installed across the network, which will provide reassurance that their bus is on its way.
- 2.6.2 This initiative is focused on improving satisfaction levels for existing users, and to encourage modal shift, as car drivers can see this new electronic sign and consider it as an alternative mode of travel with the certainty that the bus is on its way and how many minutes they have to wait.
- 2.6.2 In addition to the displays, 400+ timetable QR codes are being installed across the network, which provide access to dynamic timetable information and real time data on a passenger's own device.
- 2.6.3 Passengers have also benefited from Transforming Cities Fund investment at Hanley Bus Station where 24 electronic displays were installed, one at each bay, 4 concourse displays and an information kiosk which provides opportunities for journey planning and this investment evidences further our commitment to improving the bus network and the passenger experience.
- 2.6.4 The investment through Transforming Cities has improved the customer experience by providing additional sources of information, to provide confidence that the bus service is operating.

Section 3: Improvements programme to March 2025

3.1 BSIP Meeting Schedule

3.1.1 In order to monitor and report progress of the BSIP 2021 Programme, the schedule for the bus operator delivery meeting, Enhanced Partnership Forum and Board meetings has been established up to the end of March 2026.

Table 6 - Meeting schedule for the Delivery Team, Forum and Board

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
2024 Delivery team Forum Board						19	17 11	15	18	16 10	14	18
2025 Delivery team Forum Board	22 9	19 13	19	17	21 29	18	17	20 28	17	22 16	19	17 27
2026 Delivery team Forum Board	22	18	18 5									

3.1.2 Where a member is unable to attend, we will be asking for a representative to attend on their behalf to ensure that the momentum and engagement does not lose speed.

3.1.3 A Gantt chart has been produced to show the programme as a whole, and identifies the key scheme milestones the **BSIP 2021 Programme** up to the end of March 2025. At the start of each scheme, the information from the Gantt chart is included.

3.2 Revenue Scheme with an end date of 31 March 2025

3.2 Affordable Fares

Table 7 - Milestone plan for Affordable Fares

Task	Scheme name	Start date	End date
Affordable Fares scheme duration	Affordable Fares	01/07/2023	31/03/2025
Affordable Fares review	Affordable Fares	01/04/2024	30/06/2024
Affordable Fares exit strategy preparation	Affordable Fares	01/07/2024	31/10/2024
Affordable Fares second year	Affordable Fares	01/07/2024	31/03/2025

Affordable Fares BSIP 1 funding ends	Affordable Fares	31/03/2025	31/03/2025
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- 3.2.1 The deadline for our **Affordable Fares** scheme is March 2025, and due to higher than forecasted demand this is currently under review to consider what the scheme will look like from 1 July 2024, for the remaining 9 months. Figure 12 shows the ticket sales for the first seven months.
- 3.2.2 The additional funding, £1.469m, secured through **BSIP 3/Network North** will ensure that **Affordable Fares** scheme will continue to be supported until March 2025.
- 3.2.3 The initial budget allocation was £7.4m, however the first nine months' cost >£4m, so the current forecast outcome is predicting an overspend under the current model.
- 3.2.4 A scheme review is in progress, with the fare structure being put through several scenarios to optimise the benefit during the remainder of the scheme, until March 2025.
- 3.2.5 The most recent proposal is to split the remaining budget, after April to June payments have been made, evenly across July 2024 to March 2025. This was proposed by an operator which shows their support for this very successful scheme and that they are willing to share the risk.
- 3.2.5 There have been several successful marketing campaigns to promote the **Affordable Fares** scheme and this has included bus back vinyl's, roadside display boards and radio advertising. See figures 13 and 14.
- 3.2.6 SoTCC communications team delivered a presentation about the Affordable Fares marketing plan to the National Bus Forum in April 2024. This shows recognition of the success of the scheme nationally, but also that skill and experience of our internal team.
- 3.2.7 The partnership has been successful in obtaining approval to extend the delivery timescale for the network branding and marketing scheme to ensure that sufficient monitoring and evaluation has been completed before the end of this period.

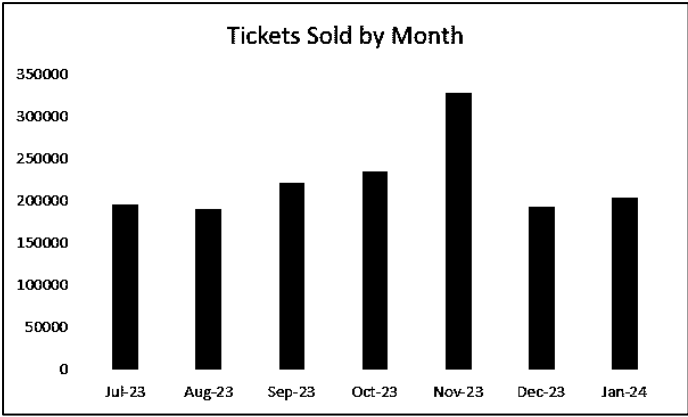


Figure 17 - Affordable Fares tickets sold by month



Figure 18 - Photo of the bus back vinyl's installed on D&G buses across the network



Figure 19 - Image of marketing on social media

Section 3a: Improvement Programme to 2025

Capital Schemes Extended to 30 September 2025

3.3 Newport Lane Bus Link

Table 8 - Milestone Plan for Newport Lane Bus Link

Task	Scheme name	Start date	End date
Appoint Sweco to undertake modelling Newport Lane Link	Newport Lane Link	28/04/2024	28/04/2024
Cabinet Reports - Newport Lane	Newport Lane Link	21/05/2024	21/05/2024
Sweco return updated model	Newport Lane Link	31/07/2024	31/07/2024

3.3.1 This is the largest capital scheme of the **BSIP 2021 Programme**, once delivered it will provide a bus only link for the Etruria Valley employment zone. In addition to bus only link, it provides link for active travel in the area.

3.3.2 The scheme is being developed in two parts

(a) North which is the junction of Newport Lane with Newcastle Street and

(b) South which is the bridge.

3.3.3 There is ongoing work with the design of both parts, reviewing the options available for the North part and due to ongoing positive developments in the area SoTCC is working with developers to review the South part of the scheme, where the bridge will land.

3.3.4 Ongoing surveys to update the traffic model are due to take place, however these are currently delayed due to a road closure following a building fire.

3.3.5 The team are preparing a travel survey for circulation amongst the employers across Etruria Valley development site to understand the demand for a bus service. This will look at shift patterns, current mode of choice and what barriers there might be to using the bus.

3.3.6 The bus service will be supported by future revenue funding through BSIP, to ensure that the service can be introduced as soon as possible, which provides the opportunity for the service to grow the patronage levels and demand to ensure that the service becomes sustainable.

3.3.7 There are currently discussions taking place with regard to land ownership and the land acquisitions required to delivery this scheme.

3.3.8 There is a focused meeting taking place in July to review the scheme with the bus companies and the proposals for introducing a service to the area to build patronage.

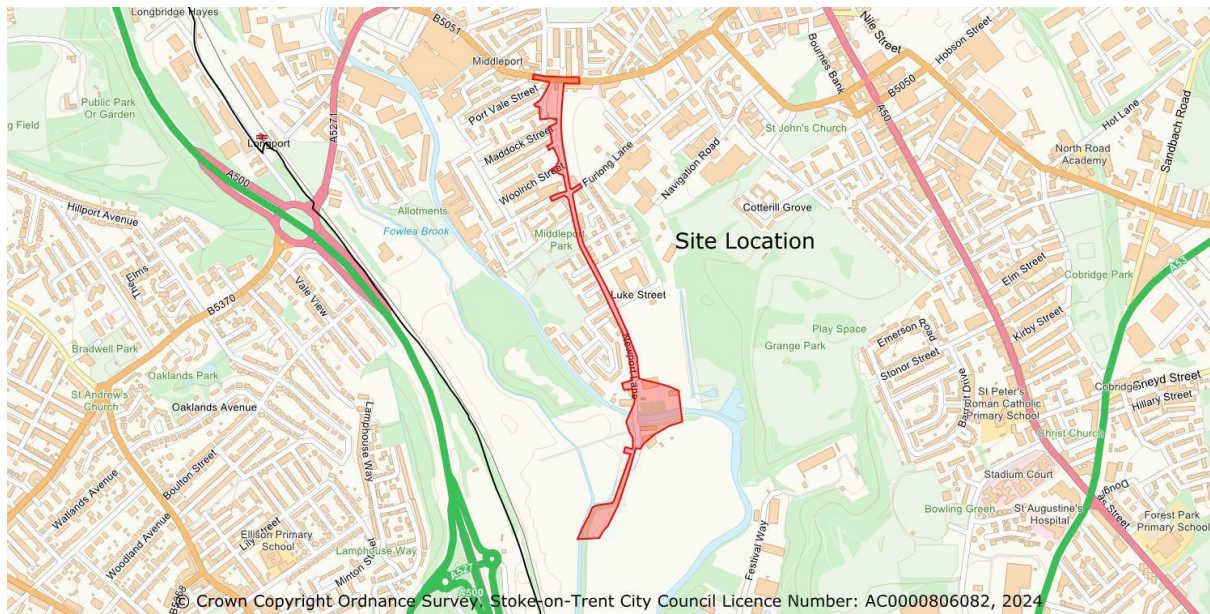


Figure 20 - Map showing the extent of Newport Lane Bus Link scheme

3.4 Traffic Signal Bus Priority SCOOT 7

Table 9 - Milestone Plan for Traffic Signal Bus Priority SCOOT 7

Task	Scheme name	Start date	End date
Provided necessary data to TRL	Traffic Signal Bus Priority SCOOT 7	10/01/2024	10/01/2024
PAA's submitted for City Road and Stoke Road	Traffic Signal Bus Priority SCOOT 7	12/03/2024	12/03/2024
Liaise with National Highways	Traffic Signal Bus Priority SCOOT 7	08/04/2024	08/04/2024
Meeting with highway asset team to discuss project coordination	Traffic Signal Bus Priority SCOOT 7	17/04/2024	17/04/2024
PAA for Limekiln to be submitted	Traffic Signal Bus Priority SCOOT 7	22/04/2024	22/04/2024
Meeting with Telent to discuss civils quote	Traffic Signal Bus Priority SCOOT 7	29/04/2024	29/04/2024
Discussion of communications issues with internal team	Traffic Signal Bus Priority SCOOT 7	03/05/2024	03/05/2024
Limekiln construction works	Traffic Signal Bus Priority SCOOT 7	13/05/2024	16/09/2024
City Road construction works	Traffic Signal Bus Priority SCOOT 7	02/09/2024	09/12/2024
SCOOT activated at Limekiln	Traffic Signal Bus Priority SCOOT 7	16/10/2024	16/10/2024
Stoke Road construction works	Traffic Signal Bus Priority SCOOT 7	06/01/2025	12/05/2025
SCOOT activated at City Road	Traffic Signal Bus Priority SCOOT 7	09/01/2025	09/01/2025
SCOOT activated at Stoke Road	Traffic Signal Bus Priority SCOOT 7	12/06/2025	12/06/2025

3.4.1 The **Traffic Signal Bus Priority SCOOT 7** equipment will provide connectivity with the ticket machine on the bus; and additional connectivity supporting the bus priority at traffic signals to ensure the bus remains on time and provide priority when running late.

3.4.2 The table below shows the locations of the sites that will be upgraded to include **Traffic Signal Bus Priority SCOOT 7** technology.

Table 10 - Traffic Signal Bus Priority SCOOT 7 locations

Region	Junction	Type
Cobridge	Waterloo Road / Grange Street	Ped
	Waterloo Road / Greyhound Way	Junction
	Waterloo Road / Cobridge Road	Junction
	Waterloo Road / Kirby Street	Ped
	Waterloo Road / Windemere Street	Ped
Burslem	Waterloo Road / Moorland Road	Junction
	Market Place / Town Hall	Ped
	Moorland Road / Hamil Road	Ped
	Waterloo Road / Swan Square	Ped
	Waterloo Road / Pitt Street / Baptist Street	Junction
Hanley	Potteries Way / Old Hall Street	Junction
	Potteries Way / Upper Hillchurch Street and Potteries Way / Huntbach Street (shared OTU)	Ped
	Potteries Way / Birch Terrace	Ped
Etruria	Etruria Road / New Century Street / Sainsbury's	Junction
	Potteries Way / Clough Street	Junction
	Potteries Way / Broad Street	Junction
	Potteries Way / Cannon Place	Ped
	Potteries Way / Hinde Street	Ped
	Potteries Way / Bethesda Street	Junction
Leek Road	Leek Road / Station Road	Junction
	Leek Road / Cauldon Road	Junction
	Leek Road / Conway Street (shares OTU with Cauldon Road junction)	Ped
	Leek Road / Boughey Road	Ped
Leek New Road	Leek New Road / Norton Lane	Junction
	Leek New Road / Newford Crescent (shares OTU with Chasewater Drive junction)	Ped
	Leek New Road / Chasewater Drive	Junction
A34	A34 / Leaside Road	Junction
	A34 / Northbound / Southbound (shares OTU with Leaside Road junction)	Ped
	A34 / Clayton Lane	Junction
	A34 / Clinical Education Centre	Junction

	A34 / Hospital Entrance	Junction
	A34 / The Avenue	Junction
A500	A500 / City Road	Junction
	A500 / Stoke Road / Vernon Road	Junction
	A500 / Stoke Road / Shelton Old Road	Junction
Bucknall	Leek Road / Bucknall Road	Junction
	Bucknall Road / Dividy Road	Junction

3.4.3 These corridors are key routes for the bus services, **Traffic Signal Bus Priority SCOOT 7** upgrades which ensure priority is granted for buses that are running late. However, consideration is being given to the potential for full-time bus priority irrespective of late running, to provide a 'Green Wave' service for bus passengers.

3.4.4 This review could provide some reassurance to bus operators that a bus will be at the top of the priority list for traffic on our network. Our ambition is to provide enough priority to enable the bus operators to review their timetables and be able to allocate any spare time across their network to improve frequency or journey times.

3.5 Bus Lane and Red Route enforcement

Table 11 - Milestone Plan for Red Route Introduction and Regulation

Task	Scheme Name	Start date	End date
Camera cars ordered	Bus Lane and Red Route enforcement	09/01/2024	09/01/2024
Cameras ordered for Waterloo Road	Bus Lane and Red Route enforcement	18/01/2024	18/01/2024
Upgraded camera review and penalty processing systems	Bus Lane and Red Route enforcement	19/03/2024	19/03/2024
Broad Street red route design	Bus Lane and Red Route enforcement	18/04/2024	18/10/2024

- 3.5.1 There are currently 16 sites that have been identified from working collaboratively with the bus companies, which are currently being viability tested against local knowledge and evidence of inconsiderate parking on each route.
- 3.5.2 This scheme is to help bus services maintain their timetable by monitoring and tackling indiscriminate parking along the main corridors, where existing parking restrictions are in place. This scheme supports our target for improving bus reliability.
- 3.5.3 The cameras for the first site at Waterloo Road, were ordered in January 2024, but due to issues with shipping are still in transit. A further two camera cars have been delivered, but before being brought into service in June 2024, they require the livery to be installed. See figure 18.
- 3.5.4 There have been orders placed for 11 cameras, and the team are waiting for confirmation of estimated delivery dates before updating the delivery programme.
- 3.5.5 The design for Broad Street is now ready for consultation, which will take 6 weeks. At the end of this statutory function, any comments will need to be reviewed and considered, the design may require adjustments considering any comments received.
- 3.5.6 This scheme may also be impacted by the investment of Levelling Up Funding in the town centres, including Tunstall and Longton. The team are currently seeking further information on this additional funding to ensure that abortive works are kept to a minimum.
- 3.5.7 This investment will bring the councils enforcement assets up to:
- 50 Static cameras

- 4 Mobile cameras – installed on the camera cars



Figure 21 - Image of the camera cars awaiting their livery

3.5.8 The table below details that location to benefit from red route introduction and enforcement, and the bus services that will see an improvement in their reliability and punctuality.

Table 12 - Bus Lane and Bus Lane and Red Route enforcement locations in priority order

Area	Location	Enforcement Issue	New / Existing Restrictions	Bus Services which will benefit	Order of Priority	Number of cameras required
Hanley	Broad Street - adjacent to new multi storey car park	Parking issues create major congestion and delay for buses. This area will have even more traffic now the new 730 space car park is open.	New	Service 101	1	4
Hanley	Bucknall New Road (top – A50 Ring Road to Lindop Street)	Parking/loading causing congestion at junction with Potteries Way	New	Service 5,11,11B,16,26,31A,32A	5	1
Longton	The Strand	Illegal parking in bus lane on the strand to access the shops /banks.	New	Service 1,1A,6,6A,6C,11,37	Longton to be reviewed alongside Original plans provided by Pet and work being considered for Longton Exchange	
Longton	Market Place	Illegal parking on existing	New	Service 1,1A,6,6A,11,37,40		

Area	Location	Enforcement Issue	New / Existing Restrictions	Bus Services which will benefit	Order of Priority	Number of cameras required
		restrictions causes congestion				
Longton	Transport Lane	Parking / through traffic causes congestion on The Strand	New	Service 1,1A,6,6A,6C,11,37		
Longton	King Street (March Rd to Baths Rd)	Parking/loading	New	Service 1,1A,6,6A,6C,11		
Tunstall	High Street Bus Lane	Illegal parking in bus lane	Existing	Service 3,3A,94,94A,99	4	1
Tunstall	High Street	Illegal parking adjacent to bus lane	New	Service 3,3A,94,94A,99	4	2
Burslem	Moorland Road – From Jackson Street to the Junction	Has regular parking issues due to businesses in the area	New	Service 98	3	2
Burslem	Waterloo Rd	Blind spots and still issues with vehicles parking all day and night.	Existing	Service 3,3A	0 - ordered	5
Burslem	Market Place – Junction to A-Z motor spares	Has regular parking issues due to businesses in the area	New	Service 98	3	2
Weston Coyney	Weston Road from the Co-op to the A50 Roundabout	Has regular parking issues due to businesses in the area. Weston Road car park has a free 15-minute tariff but cars still park on the road	New	Service 6	Need to confirm with operators – Latif said the issue was the crossing and not parked vehicles	
Fenton	Christchurch Street from Baker Street to City Road (Bus Route)	Parking outside businesses on existing restrictions causes congestion	New – extension of current red route	Service 23	7	2
Stoke	Church Street, outside Bridal shop to Liverpool Road	Parking outside businesses causes traffic in to right hand lane, causing congestion and safety concerns	New	Service 23,24,40,25,9,11,1A,1	2	4

Area	Location	Enforcement Issue	New / Existing Restrictions	Bus Services which will benefit	Order of Priority	Number of cameras required
	(supermarket parking)					
Hanford	Mayne Street, Junction with A34 (Bus Lane)	No location to position camera car to enforce bus lane	Existing	Service 21,22	6	1
Newstead	Waterside Drive	School Streets scheme to tackle parent parking outside school that is having effect on bus services (First)	New	Service 23, 24, 40	8	3

3.6 Accessible bus stops

Table 13 - Milestone Plan for Accessible Bus Stops

Task	Scheme name	Start date	End date
10 bus stops made accessible	Accessible Bus Stops	01/12/2023	28/12/2023
13 bus stops made accessible	Accessible Bus Stops	02/01/2024	31/01/2024
20 bus stops made accessible	Accessible Bus Stops	01/02/2024	28/02/2024
27 bus stops made accessible	Accessible Bus Stops	01/03/2024	28/03/2024
30 bus stops made accessible	Accessible Bus Stops	01/04/2024	30/04/2024
30 bus stops made accessible	Accessible Bus Stops	01/05/2024	31/05/2024
30 bus stops made accessible	Accessible Bus Stops	03/06/2024	01/07/2024
30 bus stops made accessible	Accessible Bus Stops	01/07/2024	31/07/2024
10 bus stops made accessible	Accessible Bus Stops	01/08/2024	30/08/2024

- 3.6.1 In the **BSIP 2021 Programme**, 194 bus stops were identified for accessibility improvements and these are due for completion by August 2024. We are anticipating 100 sites being complete by early June 2024.
- 3.6.2 Following a sustainability review, capacity has been created to make more sites accessible than originally planned, this has been down to working with our internal highways team, reviewing the specification and agreeing a standard that can be easily installed and maintained in future years.
- 3.6.3 A review is underway to review and mark up those sites; and it is anticipated that more bus stops are improved across the network to provide consistency across all corridors.
- 3.6.4 The whole bus network has approximately 950 bus stop locations, that SoTCC would like to see completed with additional capital funding in future years. This would improve our estate and provide a standard that passengers can expect to see as they use the network.

3.6.5 Of course we recognise that there will be some sites that require additional work and will cost more than the average price, such as where safe crossing points are also being provided to help access to the bus stop.

3.6.6 It is also recognised that there may be bus stop locations that will be virtually impossible to upgrade in their current location, however we will endeavour to resolve these local issues as and when they arise.



Figure 22 - Bus stop improvement work in progress



Figure 23 - Bus stop improvement work finished result

3.7 Real Time Information Displays

Table 14 - Milestone Plan for Real Time Information Displays

Task	Scheme Name	Start date	End date
Decision on type of Real Time Information Displays (RTI) to be installed	RTI	15/04/2024	15/04/2024
Procurement of RTI units	RTI	15/04/2024	30/06/2024
Installation of 100 RTI screens	RTI	01/07/2024	31/03/2025
Project Snagging	RTI	01/04/2025	30/05/2025
Project Sign Off	RTI	31/05/2025	31/05/2025

3.7.1 The partnership will be installing 100 **RTI** displays and 461 timetable **QR** codes at bus stops, subject to internal governance approval to permit contract mobilisation and security for existing network systems.

3.7.2 The **QR** codes link to the bus services and will provide real time information for the passenger, which will be available to take away on their mobile device.

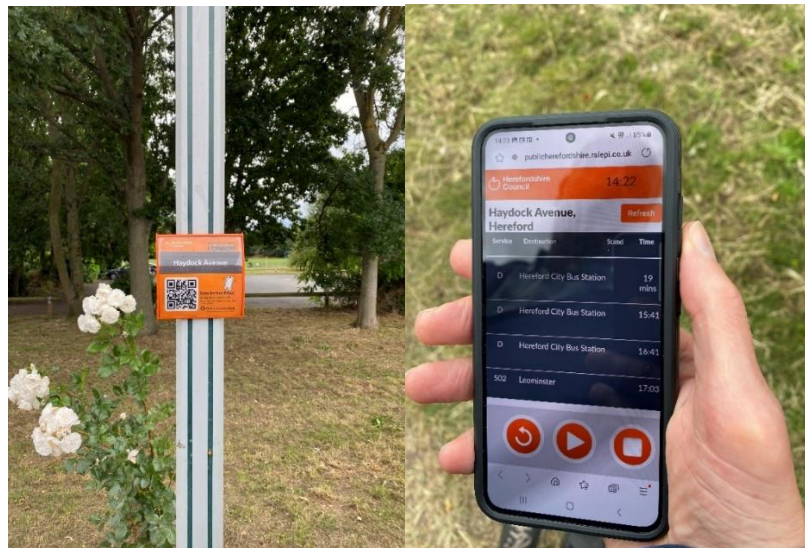


Figure 24 - Example of QR code installed on a bus stop pole and how the information is displayed on a mobile device

3.7.3 There will be e-ink displays, solar power will be considered where a wired power supply is not viable.



Figure 25 - Example of a solar powered e-ink display



Figure 26 - Example of a pole mounted real time information display

3.7.4 As part of the scheme an asset database will be developed to provide an up to date inventory of all the bus stops, what is present at each site and any warranty and maintenance information to ensure that the lifecycle of the equipment is programmed for future years.

3.8 CCTV and Bus Stop Lighting

Table 15 - Milestone Plan for CCTV and Bus Stop Lighting

Task	Scheme Name	Start date	End date
Procurement of CCTV & Lighting	CCTV & Lighting	01/06/2024	30/07/2024
Implementation of CCTV & Lighting	CCTV & Lighting	03/09/2024	06/01/2025

- 3.8.1 This **CCTV** scheme has been delayed due to new revenue requirements being identified for ongoing costs beyond BSIP, these were identified in the BSIP 2021 programme. The council are seeking to solve this by supplementing the wider **CCTV** network with re-deployable cameras for targeted deployment across the whole network.
- 3.8.2 Additional resources have also been identified to manage the additional coverage of the network, this is currently under review and it is hoped to manage this by BSIP funding a post for the duration of the programme to secure attention to the network.
- 3.8.3 We are currently reviewing this scheme and looking at how the **CCTV** camera can be incorporated into the real time information displays being installed. This would provide the council with a way of ensuring the safety of passengers but also providing a way to monitor any vandalism of the unit.
- 3.8.3 The scheme also includes additional lighting being installed at locations which require additional lighting levels to ensure the passenger feels safer. These sites are being identified, and alternative lighting solutions are being considered.
- 3.8.4 The proposal is to consider additional lamps that can be installed on existing lighting columns to reduce street clutter, and will be at a lower level so to ensure the lighting levels are improved.

Section 3b: Improvement Programme to 2025

Revenue Schemes Extended to 31 March 2026

3.9 Bus Service Enhancements

Table 16 - Milestone Plan for Bus Service Enhancements

Task	Scheme Name	Start date	End date
Phase 1 bus service tender	Bus Network Enhancements	24/01/2024	28/02/2024
Bus Service Enhancement Map Completed	Bus Network Enhancements	20/02/2024	20/02/2024
Phase 1 tender outcome notice issued to councillors	Bus Network Enhancements	14/03/2024	14/03/2024
Standstill period after operators informed of Phase 1 tender outcomes	Bus Network Enhancements	25/03/2024	04/04/2024
Phase 2 bus service tender	Bus Network Enhancements	19/04/2024	24/05/2024
Phase 1 services start operation	Bus Network Enhancements	28/04/2024	28/04/2024
Decision on Phase 3 go ahead	Bus Network Enhancements	17/05/2024	17/05/2024
Phase 3 bus service tender	Bus Network Enhancements	14/06/2024	19/07/2024
Phase 2 tender outcome notice issued to councillors	Bus Network Enhancements	17/06/2024	17/06/2024
Standstill period after operators informed of Phase 2 tender outcomes	Bus Network Enhancements	28/06/2024	13/07/2024
Phase 2 bus services commence	Bus Network Enhancements	04/08/2024	04/08/2024
Phase 3 outcome notice issued to councillors	Bus Network Enhancements	09/08/2024	09/08/2024
Standstill period after operators informed of Phase 3 tender outcomes	Bus Network Enhancements	20/08/2024	06/09/2024
Phase 3 services commence	Bus Network Enhancements	29/09/2024	29/09/2024
Bus Network Enhancements BSIP 1 funding finishes	Bus Network Enhancements	31/03/2026	31/03/2026

- 3.9.1 The contracts for the first phase of **Bus Service Enhancements** have been awarded and services started operating in April 2024. The second phase is currently being advertised, tender submissions have to be in by 18 June 2024. The anticipated start date for these services is late July 2024.
- 3.9.2 The main concern from the bus companies is that these contracts will only be in operation for a maximum period of 24 months, which poses a risk to the service becoming viable when the funding ends in March 2026.
- 3.9.3 **SoTCC have assured the bus companies that the BSIP 2024 document will submit a future year's programme seeking additional revenue funding to continue the support of these contracts and improve the connectivity across the network further.**
- 3.9.4 The supporting **Affordable Fares** would continue to support the enhanced bus network and grow the demand for the services.

3.10 Network Branding and Promotion

- 3.10.1 Please see **Appendix B** for the BSIP 2021 Programme communications plan which shows all the upcoming activities. This plan includes the announcements of key milestones within the programme.
- 3.10.2 To show the collaboration of all transport schemes across the service, a full communications plan is included in **Appendix C**. This highlights the links across the other programmes including the launch of the Transport Safety Officers, which are funded through the Anti-Social Behaviour Pilot Fund.
- 3.10.3 Work continues to improve the accessibility of the information for passengers, by reviewing the existing sources within the Council's website domain and those websites supported by the Council.
- 3.10.4 A network brand is under review for roll out across the network and all platforms. The partnership together produced the draft network brand for deployment area wide, the next step is to produce it onto a bus stop flag to see how it looks in daylight. There will be an opportunity for design feedback and review, to ensure the experience and impact matches our aspirations.
- 3.10.5 As part of the delivery team structure, two additional bus station duty officers have been employed as part of the **BSIP 2021 Programme** and they are supporting the network by working with colleagues to manage the roadwork system and its impact on the bus network.
- 3.10.6 This work vitally improves the communication channel between teams and provides rapid advance notice between bus companies, complementing the duty officers who also deal with enquiries via the website or within the bus station.
- 3.10.8 An improved approach to social media channels and enquiries will mean responses will come directly from service officers reducing response delays.

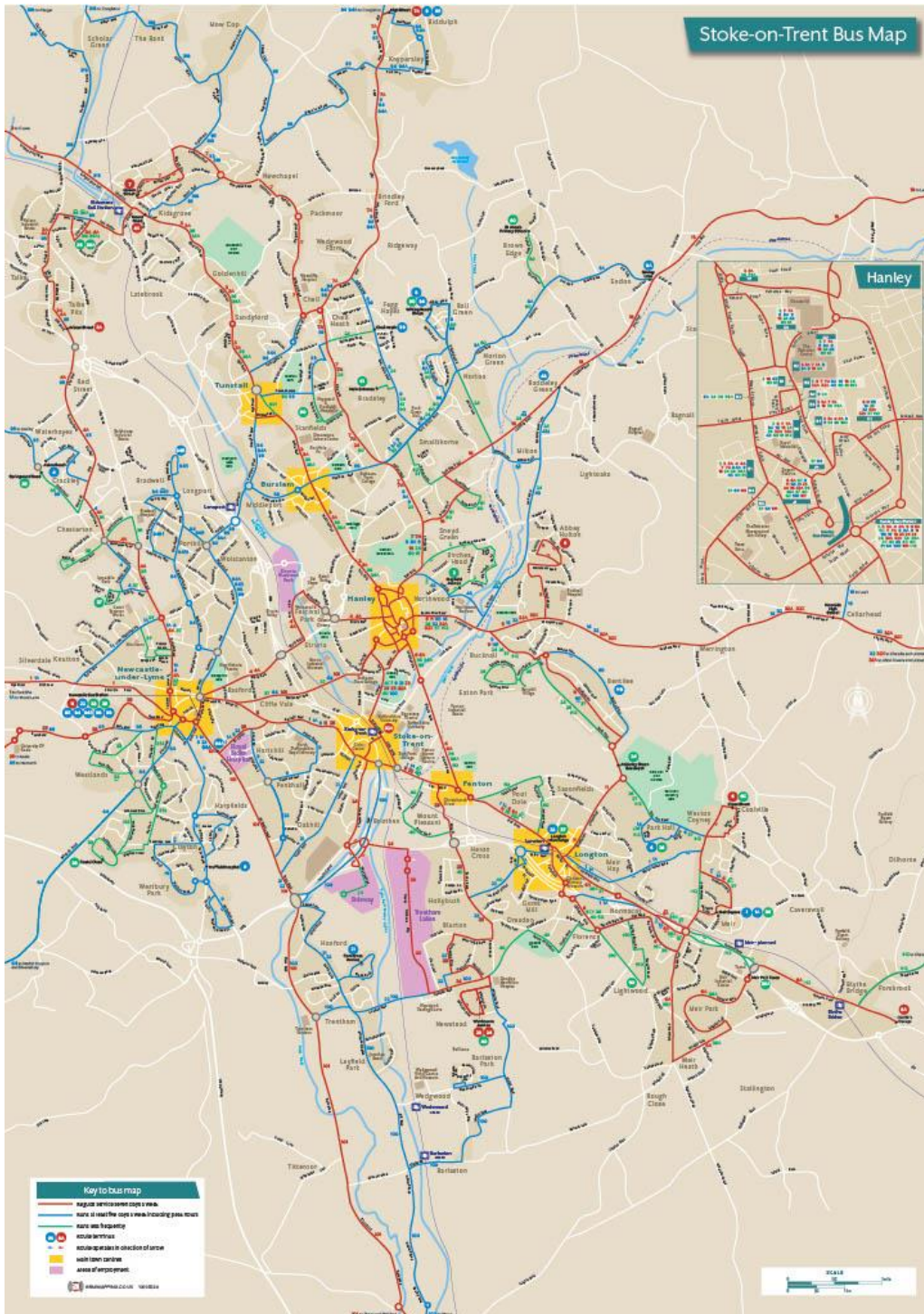


Figure 27 - Bus Network Map developed by the Enhanced Partnership



StokeBus

www.stokebus.info

Figure 28 - Image of the concept network brand for Stoke-on-Trent BSIP area

- 3.10.9 There are 6 boxes to represent the 6 towns within the area, this design also provides future opportunity to identify those towns with specific colour coded infrastructure and could be used on any future network mapping specific to those towns.
- 3.10.10 The name Stokebus is taken from our website, which is also under review this name may change in the coming months and tie in with the network branding.
- 3.10.11 An option for consideration would be the Smart logo, which is already in place across the area for the Affordable Fares scheme. It could become widely used in many ways, including Smart Fares, Smart Network and the marketing could reflect this with be 'Be Smart and use the bus'.



Figure 29 - Smart Logo for Affordable Fares

3.11 BSIP Delivery Team

- 3.11.1 The team structure currently consists of a Programme Manager, Capital Scheme Manager, Assistant Scheme Manager/Programme Support.
- 3.11.2 Following a review of the resources, an internal recruitment exercise has been completed and we have been able to offer a secondment opportunity for an existing employee to be recruited into the post of Revenue Scheme Manager, which will help to develop their skills and also bring a wealth of knowledge and experience into the BSIP delivery team.
- 3.11.3 There are two dedicated engineers for the delivery of the Newport Lane Bus Link capital scheme, with Clerk of Works being recruited at the appropriate time.
- 3.11.4 In addition it has been recognised that a dedicated scheme manager be recruited to support the **Newport Lane Bus Link** scheme.
- 3.11.5 Additional posts were identified in the **BSIP 2021 Programme** for support when the **Bus Lane and Red Route enforcement** cameras and cars are launched, these posts will be progressed through the Parking Service team structure, with funding from the **BSIP 2021 Programme**.
- 3.11.4 We are extremely fortunate to have internal expertise and local knowledge available from existing resources to enable the development and delivery of the schemes, however moving forward there will be a need to review these resources as scheme resource and skills required will vary.
- 3.11.5 Within Section 5 it is proposed to increase the delivery team to ensure delivery of the schemes and that the outcomes are robust, shown in **Appendix F**.
- 3.11.6 There are also additional resources that have been identified since the award of **BSIP 2021 Programme** funding for the **CCTV** monitoring team. Discussions are currently taking place to understand how this will be progressed as they will need to be included within the relevant team structure.
- 3.11.7 The new **BSIP Delivery Team** proposal includes a Monitoring and Evaluation Officer to support the programme and SoTCC by having a clear structure for the targets and the data required including reviews when improvements have been implemented. The job description and person specification are included as **Appendix D**.
- 3.11.8 It is also proposed that an additional resource is required to engage with the key employers, their employees, communities and the Chamber of Commerce to provide a link to the highlight the improvement to the ticketing scheme and the enhancements of the bus network.

3.11.8 The additional engagement post will support the completion of travel surveys to understand demand for services, shift patterns which need to be accommodated and gaps in the bus network for people accessing employment. The job description and person specification are currently in development and the post will be progressed if future funding is awarded.

Section 4: Ambitions and Proposals for 2025/26 onwards

- 4.1 This section will demonstrate the ambition of this BSIP and Enhanced Partnership to continue the success of the BSIP 2021 programme, especially the **Affordable Fares** scheme and the improvements to the bus network.
- 4.2 The Local Transport Plan currently runs until 2026 and is being developed for future years, up to 2040.
- 4.3 The bus market in Stoke-on-Trent as mentioned previously has seen significant decline over the past decade, over the last 12 months of the BSIP 2021 Programme, the **Affordable Fares** scheme was introduced and has been extremely successful and this demonstrates that affordable travel is foremost in the passenger's mind.
- 4.4 The Transport Strategy and Delivery Plan, for 2022 – 2031 was approved by full council on 26 January 2023.
- 4.5 The main objectives of the Transport Strategy and Delivery Plan are to develop a rapid transit network, multi modal interchanges and the route to net zero.

Table 17 - Transport Strategy and Delivery Plan objectives

The objective	How BSIP will support
Reduce journey times – reduce congestion and delays to all modes of transport;	The BSIP 2021 programme is funding the first phase of bus priority improvements at traffic signals with further locations to be identified, where bus priority would provide quicker, more reliable bus journeys. Opportunity to introduce traffic signal bus priority technology to review the impact of green waves across the network.
Provide more equitable travel times – improved public transport journey times relative to car journey times;	
Provide a noticeable uplift in the quality of the public transport offer;	The BSIP 2021 programme is providing Affordable Fares, which has shown that this is the main driver of change. Aim to continue the current offer for the foreseeable future, working with the bus companies.
Support residents' access to vital services including jobs and education;	Improved network of bus services, providing better frequency, routes and identifying those remaining links and gaps on the network.

- 4.6 The Strategy's Delivery Plan identifies a range of priorities and opportunities to tackle the city's key transport issues and challenges, in order to deliver a better-connected city.
- 4.7 These priorities include:
- Bus Network Improvements including enhanced services, with quicker journeys and cheaper fares
 - Developing business cases for Very Light Rail (VLR) and Bus Rapid Transport (BRT) in the city
 - Decarbonising Transport through the provision of infrastructure to support zero-carbon vehicles, looking at a multi user depot
 - Developing a connected walking and cycling network, reopening rail stations and developing the case for more frequent local rail services
 - Improving freight transport facilities
 - Highway schemes to tackle pinch points and improve bus service reliability and punctuality
 - Provision of multi modal transport 'hubs' to enable easier transfer between different travel modes
- 4.8 In addition to these, SoTCC would like to continue the development and build out of **Newport Lane Bus Link**, this scheme currently has a delivery date of Summer 2027. The delays have come from understanding land ownership, in order to purchase land for the development to be built within highway.
- 4.9 **Newport Lane Bus Link** will require capital and revenue funding to continue in order to be able to tender for a bus service to operate a high frequency, low emission service to this area. In doing so providing links across the city for employment.
- 4.10 The ambition is to introduce the service running through the area before the scheme is finished to build patronage and provide a sustainable choice now. This service would require funding up to 2029/30, when it is hoped that the service would be viable and would continue without BSIP Programme support.
- 4.11 Further bus priority should be provided through continued investment into the network of **Traffic Signal Bus Priority SCOOT 7** and **Bus Lane and Red Route enforcement**.
- 4.12 Journey time monitoring data is currently being reviewed and will be reviewed once the current phase of bus priorities is complete.

4.13 Local Transport Fund Workshop

- 4.13.1 A total of £133.9M capital investment is due for release to the city for investment over the next seven years to invest in improving the local transport network giving wide discretion to fund recipients to decide how best to invest the funds based on local need.

4.13.2 A Local Transport Fund workshop was held on Friday 17 May 2024 with key stakeholders with varied interests in the local and regional transport network to guide decisions. Attendance included representatives from:

- City Council Leader and Transport Cabinet Member
- Stoke-on-Trent Highways Authority
- Staffordshire County Council and neighbouring districts and boroughs
- Public Health
- Chamber of Commerce
- Hanley Business Improvement District
- Staffordshire Chamber of Commerce
- West Midlands Active Travel Executive
- National Highways
- Midlands Connect
- Taxi and Private Hire Trade
- Business Improvement District
- Local Employers
- NHS partners

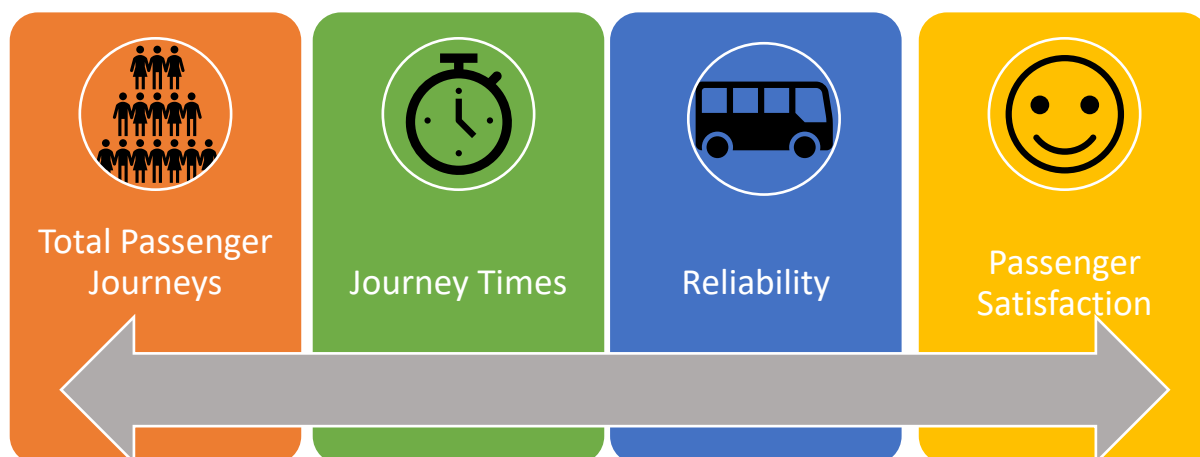
4.13.3 Improvement in public transport, take advantage of data and technology, the road to net zero and leveraging people away from their private vehicles was recognised as persistent themes.

4.13.4 A Local Transport Prospectus is in development for public consultation, with further events planned before determining and setting our investment strategy, suffice to say that active travel, public transport, technology and climate change actions will be key features within the strategy.



Figure 30 - Attendees at the Transport Workshop held on 17 May 2024

Section 5: Targets, performance monitoring and reporting



- 5.1 The details for the targets is included in **Appendix G**.
- 5.2 The vision that SoTCC continues to have is high frequency bus services to operate on a network of cross-city routes, creating a bus based urban transport system with significant priority for buses. End to end journey times will be competitive with the car, and travel costs will be very affordable.
- 5.3 The bus network will have a significant step change in quality such that it will be the backbone of our transport plans to facilitate the continued growth in our economy.
- 5.4 It will provide an attractive option to move people around the city and its surrounding areas, providing improved air quality and economic mobility, reducing transport poverty, and helping to address the climate emergency.
- 5.5 Against the four key indicators within BSIP guidance, of passenger numbers, journey times, punctuality and reliability, and passenger satisfaction the reality is that the current bus provision falls short of achieving that vision.
- 5.6 With the right financial investment over 5 years, we are confident that our BSIP and the Enhanced Partnership will engender the changes desired, supported by the other strategies developed.
- 5.7 Passenger Numbers – BSIP T1**
- 5.7.1 The challenge of growing passenger numbers will require a significant turnaround of the downward trend of many years. Any ambitions must reflect the challenging period for the bus sector that has resulted from the pandemic even now several years on, and the associated reduction in service levels and further decline in patronage which set the starting point for recovery.
- 5.7.2 When the BSIP 2021 programme was produced, the patronage was at around 70% of pre-pandemic levels, indicating that patronage was below 6 million journeys per year.

5.7.3 Coupled with the decline of more than 40% in patronage over the previous decade, the targets below represent a plan that is ambitious, and linked to funding support through BSIP.

5.7.4 The graph below shows that passenger journeys are increasing, but are still considerably below pre-pandemic levels.

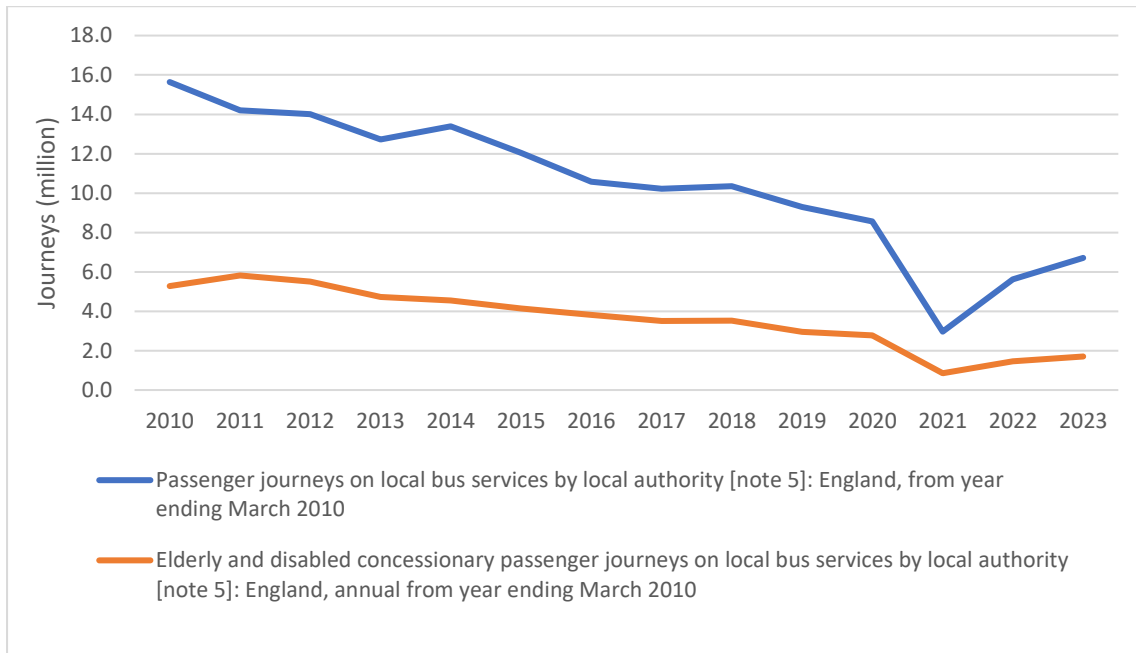


Figure 31 - Passenger journeys and concessionary travel journeys for the period 2010 to 2023

5.7 Journey Times BSIP T2

5.7.1 The investment in traffic signal bus priorities combined with improvements to how passengers can purchase their ticket, it is hoped that these measures will reduce boarding times, which is then expected to yield benefits to journey times across the City.

5.8 Reliability BSIP T3

5.8.1 The investment in improved **Bus Lane and Red Route enforcement** aims to bring performance up to national levels, and our target reflects this ambition.

5.9 Passenger Satisfaction BSIP T4

5.9.1 Passenger satisfaction targets are set with respect to national surveys of satisfaction undertaken by Transport Focus surveys for 2023 and 2024.

5.9.2 We will be conducting our own survey to establish satisfaction of journeys taken previously, this provides an additional source of information and evidence of how the network is operating.

5.9.3 See Appendix J for results of the 2023 survey undertaken by Transport Focus.

5.10 Monitoring of performance against BSIP targets

- 5.10.1 All targets are currently based on an assumption of full delivery of this plan, and at the current identified investment levels. There will be a schedule of reviews when the schemes have been delivered across the network, to review before and after data.
- 5.10.2 This is particularly relevant for the introduction of **Traffic Signal Bus Priority SCOOT 7** and the **Bus Lane and Red Route enforcement**, as these will deliver improvement at a number of sites across the area and along key corridors.
- 5.10.3 It is proposed to prepare a series of layers for the GIS system to show where the improvement have been installed, with links to the supporting data to show the benefits that have been achieved.
- 5.10.4 The mapping will also be used to support accessibility work to show where future programmes can focus in order to achieve further benefits for the bus network and where corridor improvements can be developed.
- 5.10.5 Before and after data will be collected and prepared by our in-house enumerators to enable the scheme managers to evidence the benefits that have been achieved once the schemes are completed.
- 5.10.6 We will be seeking to use ABODS and operator data to verify the benefits and ensure the interventions are working efficiently and effectively without adverse effect on the rest of the traffic on the network.
- 5.10.7 The format of the monitoring will change going forward to show the benefits in different ways, to track the benefits and show the investment that has been made. This will help to establish future programmes of further improvement when funding is announced.

Section 6: BSIP schemes and proposals overview table

6.1 BSIP Overview Table

6.2 Summary Information

6.2.1 The summary information has been provided for Stoke-on-Trent City Council.

6.3 Programme to 2025

6.3.1 The current schemes within the **BSIP 2021 Programme** have been detailed, and the TCF scheme which is in progress has also been included. This is a supporting scheme using a different funding stream, and enhancing the bus network for both the bus operators and the passengers.

6.3.2 The approved extension dates have been included on the capital schemes to September 2025 and three revenue schemes to March 2026.

Table 18 - BSIP 2021 Programme Capital and Revenue Schemes, including Transforming Cities Fund

Capital schemes	
Scheme category	Title of scheme/measure
<i>Bus priority infrastructure</i>	<i>Transforming Cities Fund Stoke, College Road and Station Road</i>
Bus priority infrastructure	Newport Lane Bus Link STO01NBL September 2025
Bus priority infrastructure	Upgrade UTC signal control system (SCOOT 7) Traffic Signal Bus Priority SCOOT 7 STO01SC7 September 2025
Bus priority infrastructure	Bus lane and Bus Lane and Red Route enforcement Bus Lane and Red Route enforcement STO01BTE September 2025
Other bus infrastructure	Accessible bus stops STO02ABS September 2025
Other bus infrastructure	Real Time Information at bus stops STO02RTI September 2025
Other bus infrastructure	CCTV and lighting at bus stops STO02SBS

	September 2025
Revenue schemes	Title of scheme/measure
Scheme Category	
Bus service support	Improved Bus Services Bus Service Enhancement BSIP 32 March 2026
Fares support	Affordable Fares initiatives BSIP 31 March 2025
Other	Network Promotion Network Promotion and Branding BSIP 34 March 2026
Other	Scheme delivery/Operational Management Delivery Team BSIP 33 March 2026

6.4 Proposals Post 2025

- 6.4.1 This sheet has the scheme details that the Partnership have ambitions to deliver over the coming years up to 2029/30, to align with our Bus Vision.
- 6.4.2 There are some schemes which are a continuation of the current **BSIP 2021 Programme** and additional schemes the Partnership would like to be able to commission feasibility and investigation studies, resulting in the development of strategic outline business cases and the delivery of ambitious schemes for the area.
- 6.4.3 The table below shows a snapshot of the schemes included and this is supported by the excel spreadsheet which includes the indicative costs for carrying out the delivery of each scheme. The costs include staff resource to develop and deliver the scheme.
- 6.4.4 The Council and the bus operators have come together, forming a strong operational and strategic thinking Partnership. Who have engaged to develop and deliver the **BSIP 2021 Programme**. The Partnership eagerly awaits the outcome to this submission and developing their Bus Vision further for the future funding that will be awarded.
- 6.4.5 In support of this document and future years programme the bus operators have supplied letters of support, which are included in **Appendix A**.

Table 19 – Programme proposals post 2025

NBS Objective	Title of scheme or proposal	Additional description
Service level and network coverage	Bus Service Enhancements	Continued revenue support for bus service enhancements that have been introduced since April 2024. Funding is required to provide an extended length of operation to enable patronage to continue to grow to transition to commercial viability.
Bus priority	Corridor Bus Priority development	Bus priority measures including highway and junction capacity enhancements, re-assignment of road space to buses and traffic management measures to help deliver the level of reliability that will provide the first phase of priority measures that will lead to the potential for 3 no. cross-city BRT services to be introduced linking key locations through the city.
Lower and simpler fares	SMART Affordable Fares	Continued revenue support for the affordable fares scheme that has been in operation since July 2023. This has been very successful in growing and sustaining patronage, demonstrating that the cost of bus travel is a primary factor in using the bus network.

Ticketing	Tap on Tap off	To introduce Project Coral multi operator TOTO, to provide passengers with a quick and simple way to purchase their ticket and get the best value ticket for a day, week or month of travel. Final element of multi-operator ticketing initiative.
Waiting and interchange facilities	Bus Network Interchange Hubs	To provide a number of multi modal interchanges at key locations across the network.
Waiting and interchange facilities	Hanley Bus Station	Potential alterations to the City Centre Bus Station to enable the introduction of articulated vehicles on cross-city Bus Rapid Transit route and/or light rail route.
Waiting and interchange facilities	Longton Bus Interchange	Potential traffic management works to re-align or re-site the Interchange to better serve cross-city bus services and provide an improved bus-rail interchange.
Bus information and network identity	Marketing, Communications and Network Branding	To continue to develop a fresh new brand across the network, incorporating on street infrastructure, bus stop flags and timetable information and displays. To continue the very successful marketing for affordable fares and the programme as a whole.
Bus passenger experience	Programme of bus stops upgrades	To continue the expansion of the estate across the network, which will include the provision of level boarding, real time information and shelters. To increase the number of solar powered displays and timetable QR codes, to provide the passenger with a form of live data at all bus stops, where possible.

Bus fleet	Zero emission buses	Purchase of high capacity BRT vehicles to be provided as part of contract(s) for BRT services. Fifteen vehicles required for first 2 BRT routes.
Bus fleet	Electrified depot for council, bus companies	Depending on the structure of the agreement with bus operators, provision of large EV charging facility at existing or new multi-operator depot facility for charging approx. 100 vehicles. Cost of EV infrastructure.
Accessibility and inclusion	Website development for one stop shop	To continue the development of the network website, providing a one stop shop for all bus network information including timetables, RTI, fares information, change and disruption information, ticket and pass purchasing and contact links.
Longer term network transformation	Demand Responsive Transport	Feasibility/Business Case development To investigate the potential introduction of a DRT service within Stoke-on-Trent. Carry out an accessibility audit of the current bus network and identify potential zones.
Longer term network transformation	Bus Rapid Transit	Feasibility/Business Case development To investigate the potential introduction of a BRT system within Stoke-on-Trent. Carry out an accessibility audit of the current bus network and identify potential zones.

Appendices

Appendix A

Letters of support from ARRIVA, D&G, First Potteries and Stanton's of Stoke



Zoe Jones
Bus Service Improvement Plan Programme Manager
Transport Policy & Planning
Housing, Development & Growth
City of Stoke on Trent
Civic Centre
Glebe Street
Stoke on Trent
ST4 1HH

7th June 2024

Dear Ms Jones,

Letter of Support – Refreshed Stoke on Trent Bus Service Improvement Plan 2024

I am writing to confirm our support for the refreshed Stoke on Trent Bus Service Improvement Plan (BSIP) 2024, which clearly sets out the vision of the Stoke on Trent Enhanced Partnership. Arriva Midlands has been involved in the refreshed Stoke on Trent BSIP through being part of the EP which included being presented with the proposed content for feedback.

As a major bus operator, we are making every effort to regrow passenger demand as part of a sustainable bus network. We welcome the continued funding from the DfT to help support the ambitions of the Stoke on Trent partners to deliver passenger recovery and growth, modal shift, and Net Zero objectives through an ambitious delivery and development programme.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'R. Emery'.

Richard Emery
Head of Commercial – West Midlands
Arriva Midlands

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Arriva Midlands is the trading name of the following companies, each of which has its registered office address at 1 Admiral Way, Oxford International Business Park, Lutterford SP2 3EP: Arriva Midlands Limited (02243379), Arriva Midlands North Limited (02590302), Arriva The River Limited (021112332) and Centibus Holdings Limited (20544272).

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Zoe Jones
Bus Service Improvement Plan Programme Manager
Civic Centre
Glebe Street
Stoke-on-Trent
ST4 1HH

7th June 2024

Dear Zoe

Support for Bus Service Improvement Plan

I am writing to confirm our committed and ongoing support and engagement with the Stoke Bus Service Improvement Plan.

D&G Bus has been an active member of the Stoke Enhanced Partnership Board and has supported the Council in delivering its BSIP commitments as set out in the 2021 Bus Service Improvement Plan (BSIP). We offer our continued support to Stoke Council and the Enhanced Partnership Board for the new 2024 BSIP which will continue the positive results achieved so far.

The package of measures identified for 2025 -2029 are well balanced and will add to the projects we have delivered so far. We believe the Stoke Affordable Fares initiative to be a bold scheme that has achieved significant passenger growth above and beyond any other multi operator schemes we have been involved with. The Affordable fares Scheme in combination with the infrastructure improvements across the network, bus priority measures and the targeted service enhancements already delivered will build patronage further as we continue to progress these projects as a partnership.

We look forward to continuing our close working relationship with Stoke Council and our fellow operators to deliver the next phase of the Stoke Bus Service Improvement Plan.

Yours sincerely



David Brookes
Managing Director
D&G Bus Ltd

D&G Bus Ltd.
Registered in England no. 6918592 VAT registration no. 978 489 043
Registered office: Mossfield Road, Adderley Green, Stoke-on-Trent, ST3 5BW

9th June 2024

To Whom it May Concern

www.firstbus.co.uk

via e-Mail

Dear Sir/Madam

Re: City of Stoke-on-Trent Bus Service Improvement Plan

I write regarding the Bus Service Improvement Plan, both current and forthcoming in Stoke-on-Trent.

Since the implementation of the BSIP there have been numerous initiatives that have, or will, radically transform the customer experience for people in Stoke-on-Trent and the surrounding areas.

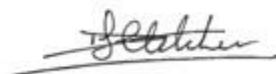
The Affordable Fares scheme, has been an unmitigated success, making bus travel in the city and surrounding areas more affordable, and driving passenger growth. This has unlocked bus travel for a large segment of the community.

The first round of BSIP service enhancements are now live, bring journeys to communities who were previously unserved at certain times of the day or week, again driving passenger growth, and enabling connectivity for people in the community who were previously disconnected.

Further initiatives, such as the SCOOT traffic signal priority, and enhancements that are already underway to improve the roadside infrastructure will further enhance the customer experience, providing a decrease in journey times, and a better "at stop" experience.

We at [FirstBus](http://www.firstbus.co.uk) are looking forward to continuing the collaborative approach that we have fostered with the City Council are part of the EP and BSIP programme and are sure that in the continued implementation of the initiatives contained within the BSIP, bus travel and connectivity with the city will continue to go from strength to strength.

Yours sincerely



Duncan J. Fletcher
Head of Network - Manchester, Midlands & South Yorkshire



First Potteries Limited
Registered in England & Wales No 02291753
Registered Office: First Leicester, Abbey Lane, Leicester LE4 0DA

Stantons  Stoke

Park Farm

Park Lane

Endon

Staffordshire

ST9 9JB

Telephone: 01782 827282

Email: sostoke@gmail.com

Stanton's of Stoke, has been providing a small part of Stoke on Trent with a quality bus service since 2016.

When we heard about the plans for the BSIP Program and the plans to invest a large amount of money into Services in the Stoke on Trent area to try to get passengers back on the buses, at first we were a little concerned as with thought all the support would be given to the larger Operators.

But with the plans of affordable and simplified fares, with customers achieving better and smoother connections across multi-Operators networks, combined with the introduction of a One ticket option, I can only see a better future for Bus Passengers in Stoke on Trent, as presently our services have seen strong growth.

With the regular reviews we all have the opportunity to have our say, and I can only say that Stanton's of Stoke look forward to be able to work with the Council and all the other Operators to ensure we can develop and deliver this programme.

Kind Regards



Keith Stanton,
Managing Director.
Stanton's of Stoke



Appendix B

BSIP Communications and Marketing Plan

BSIP campaign: Bus Service Improvement Plan

Campaign date: April 2023 – March 2025

Communications plan

The BSIP brings together a number of different schemes aimed at improving and enhancing the local transport network covering Stoke-on-Trent and North Staffordshire. The scheme includes: Affordable Fares, a bus network enhancement scheme, accessible bus stops, bus lane and Bus Lane and Red Route enforcement and CCTV and lighting.

This communications plan identifies a variety of potential marketing options for each phase of the scheme subject to available budget and timescales. The aim of the campaign is to highlight how the city council is tackling local transport issues and encourage residents to use public transport to travel in and around Stoke-on-Trent and North Staffordshire.

Strategic objectives

- Increase passenger use of local bus network;
- Raise awareness of public transport options across Stoke-on-Trent and Staffordshire;
- Support and encourage the viability of new routes across the city;
- Highlight the overall BSIP scheme to both regular bus users and non-bus users;
- Highlight how the overall BSIP scheme and investment benefit residents of Stoke-on-Trent and North Staffordshire.

Target audience

- Residents of Stoke-on-Trent and North Staffordshire
- Elected members
- Key stakeholders
- Partners
- City council staff

Budget

The overall budget for Communications and network branding was £276,500, after various commitments and actual payments have been deducted there is approx. £172,000 left for activities. This is up to March 2026.

Key milestones

A draft delivery plan has been developed and is under review. The plan outlines the following estimated delivery dates:

Accessible bus stops: November 2023 – September 2025

Real Time Information displays: November 2023 – September 2025

CCTV and lighting: November 2023 – September 2025

Affordable Fares: July 2023 – March 2025

Network enhancements: November 2023 – March 2026

Bus priority enforcement: October 2023 – September 2025
 SCCOT upgrades: October 2023 – September 2025

Activity plan

Affordable Fares – commenced June 2023

Scheme update	Communications required	Owner
<p>In partnership with all bus operators across the city, Stoke-on-Trent City Council is introducing a brand-new Affordable Fares scheme which will see existing fares cut by up to 50 per cent.</p>	<ul style="list-style-type: none"> • www.stoke.gov.uk/publictransport website updated with information about Affordable Fares (June 2023) • Media launch at Hanley Bus Station (June 2023) • Press release (June 2023) • Social media toolkit for members and partners (June 2023) • Social media (ongoing) • Variable Signs Messages (VMS) to promote Affordable Fares • Internal Communications – Our Week • Six-month radio campaign – Signal 1 • Scheme promotion across 12 digital advertising boards across the city – Alight Media • Scheme promotion across 60 JC Decaux sites across the city • Scheme promotion on digital screens at Stoke-on-Trent College • Ads on off-side of 19 First buses (duration: 40 weeks) • Ads on backs of 5 and sides of 25 D&G buses (duration: 40 weeks) • Digital advertising campaign with CAN Digital Solutions Ltd (ongoing until March 2024) • Update www.stokebus.info website 	<p>Communications Officer/Revenue Project Manager/Programme Manager</p>

Bus Service Enhancements (phase one) – commenced March 2024

Scheme update	Communications required	Owner
Phase one: Eight new and enhanced bus services	<ul style="list-style-type: none"> • Social media (Facebook, X, Instagram, TikTok, Nextdoor) • Press release • Digital advertising campaign with CAN Digital Solutions Ltd (commencing from June 2024) • Internal Communications 	Revenue Project Officer/Programme Manager/ Communications Officer

Accessible Bus Stops – commencing early May 2024

Scheme update	Communications required	Owner
Completion of 100 accessible bus stops	<ul style="list-style-type: none"> • Press release to highlight the milestone • Photo call / video with elected member(s) • Social media 	Capital Project Manager/ Communications Officer

Customer Charter Launch – commencing early May 2024

Scheme update	Communications required	Owner
	<ul style="list-style-type: none"> • Press release • Social media • Internal Communications – Our Week • Social media toolkit 	Assistant Project Manager/ Communications Officer

Transport Safety Officers – commencing May 2024

Scheme update	Communications required	Owner
New TSOs in post from May 13	<ul style="list-style-type: none"> • Press release • Joint media opp / photo call with the police and DfT (15th May) • Social media – further recruitment push • Internal Communications – Our Week 	Transport Policy Officer/ Communications Officer

Bus Service Enhancements (phase two) – commencing June 2024

Scheme update	Communications required	Owner
Phase 2 tenders	<ul style="list-style-type: none"> • Press release to announce the phase 2 tenders • Social media • Leader to update on monthly Radio Stoke slot • Press release to announce the award of the tenders • Social media video featuring elected member(s) bus operators and relevant stakeholders 	Revenue Project Manager/ Communications Officer

	<ul style="list-style-type: none"> • Poss. radio ads / digital billboards / social media campaign (<i>budget dependant</i>) • Internal Communications – Our Week • Social media toolkit • Leader to update on monthly Radio Stoke slot 	
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BSIP programme update – commencing June 2024

Scheme update	Communications required	Owner
Scheme update on BSIP	<ul style="list-style-type: none"> • Media interviews with elected member(s) to give update on BSIP programme • Press release • Social media video 	Programme Manager/ Communications Officer

Affordable Fares update – commencing July 2024

Scheme update	Communications required	Owner
Update on Affordable Fares	<ul style="list-style-type: none"> • Press release to announce one-year of Affordable Fares • Social media video • Social media posts 	Programme Manager/ Communications Officer

Accessible Bus Stops – ongoing until August 2024

Scheme update	Communications required	Owner
Completion of accessible bus stops	<ul style="list-style-type: none"> • Press release • Social media video • Social media • Leader to update on monthly Radio Stoke slot 	Capital Project Manager/ Communications Officer

Bus Service Enhancements (phase three) - commencing TBC

Scheme update	Communications required	Owner
	<ul style="list-style-type: none"> • Press release to announce tenders (TBD) • Social media (TBD) • Internal Communications – Our Week (TBD) 	Revenue Project Manager/ Communications Officer

Other potential Communications

- Real Time screens
- Newport Lane
- Traffic signal upgrades

Evaluation

The success of the campaign will be determined by:

- Increased passenger numbers
- Viability of new routes
- Increase usage of local public transport network

Communication activity will be evaluated throughout via website traffic, newsletter open rates, social media engagement and media coverage.

Appendix C

Transport Service Area Communications and Marketing Plan

TRANSPORT

Communications and Marketing Plan

Introduction

This communication and marketing plan have been put together following a meeting with the Strategic Manager of Planning and Transportation and key members of Stoke-on-Trent City Council's Bus Service Improvement Plan (BSIP) Programme team.

Below is a list of objectives, key messages and Communications activity which we plan on sharing with media, stakeholders and residents of the city between now and August 2024. This is in addition to any reactive Communications required on the back of press enquiries from local and regional media outlets.

Objectives

- To highlight the city council's wider commitment to improving the local transport network
- To increase the number of people using the city's public transport network
- To encourage people to engage with the city council and feedback on transport-related consultations
- To raise awareness among residents of the number of travel options in the city

Key messages

- The improvements the city council is making to the local transport network will make it easier for residents to travel around the city and access work, school, healthcare, retail and more
- Link to corporate strategy priorities - healthier, cleaner, greener and safer
- We want to ensure that residents are connected to the places and the people they love



- We want to help reduce congestion in the city by providing better, more reliable and affordable public transport

Budget

Remaining BSIP marketing budget - £187,000 for 24/25 and 25/26

Action Plan

SUBJECT	ACTIVITY	AUDIENCE	DATE	RESPONSIBILITY
Social media	<ul style="list-style-type: none"> • Dedicated social media channels to be launched for bus updates • Stoke bus / stoke.gov.uk web pages to be updated • Promote bus stop upgrades on corporate social media channels 	Local residents Stakeholders	Ongoing	Programme Manager/Revenue Project Manager/Communications Officer
100 accessible bus stops	<ul style="list-style-type: none"> • Press release to highlight the milestone • Photo call / video with elected member(s) • Social media 	Media Local residents Stakeholders Elected members	Early May 2024	Capital Project Manager/Communications Officer
Customer charter launch	<ul style="list-style-type: none"> • Press release • Social media • Internal Communications – Our Week 	Media Local residents Stakeholders	Early May 2024	Assistant Project Manager/Communications Officer

	<ul style="list-style-type: none"> • Social media toolkit 			
Transport Safety Officers	<ul style="list-style-type: none"> • Press release • Joint media opp / photo call with the police and DfT • Social media – further recruitment push • Internal Communications – Our Week 	Media Local residents Stakeholders Elected members	Mid-late May 2024	Transport Policy Officer/Communications Officer
LEVI Pilot	<ul style="list-style-type: none"> • Press release to highlight LEVI Pilot Scheme Delivery Programme • Social media 	Media Local residents Stakeholders	May 2024	Transport Policy Officer/Communications Officer
Bus Service Enhancements – phase 1 launch	<ul style="list-style-type: none"> • Social media videos to highlight the success of the new routes • Possible press release • Leader to update on monthly Radio Stoke slot 	Local residents Stakeholders Media (?)	May 2024	Programme Manager/Revenue Project Manager/Communications Officer
Bus Service Enhancements – tenders	<ul style="list-style-type: none"> • Press release to announce the phase 2 tenders • Social media • Leader to update on monthly Radio Stoke slot 	Media Local residents Stakeholders	May 2024	Programme Manager/Revenue Project Manager/Communications Officer

Bus rapid transit (speedy buses)	<ul style="list-style-type: none"> • Press release to tie in with UKREiif • Social media • Photos / CGI images? 	Media Local residents	May 2024	Transport Policy Team Manager/Communications Officer
Local Transport Fund event	<ul style="list-style-type: none"> • Press release / photos • Social media • Social media toolkit • Poss. social media video from the event • Internal Communications – Our Week 	Media Local residents Stakeholders	17 May 2024	Transport Policy Team Manager/Communications Officer
Bikeability - current delivery + new 3 year contract award or cycle training in schools	<ul style="list-style-type: none"> • Highlighting current delivery: Cabinet member to attend event + photos and press release (May) • New contract: press release (June) 	Media Stakeholders	May / June 2024	Active Travel Officer/Transport Policy Team Manager/Communications Officer
BSIP programme update	<ul style="list-style-type: none"> • Media interviews with elected member(s) to give update on BSIP programme • Press release • Social media video 	Media Local residents Stakeholders	June 2024	Programme Manager/Communications Officer

<p>Bus Service Enhancements – phase 2 launch</p>	<ul style="list-style-type: none"> • Press release to announce the award of the tenders • Social media video featuring elected member(s) bus operators and relevant stakeholders • Poss. radio ads / digital billboards / social media campaign (<i>budget dependant</i>) • Internal Communications – Our Week • Social media toolkit • Leader to update on monthly Radio Stoke slot 	<p>Media Local residents Stakeholders Elected members</p>	<p>June 2024</p>	<p>Programme Manager/Revenue Project Manager/Communications Officer</p>
<p>LEVI consultation</p>	<ul style="list-style-type: none"> • Press release to highlight engagement exercise • Dedicated LEVI web page launched • Social media • Online / paper survey (May onwards) • Internal Communications – Our Week 	<p>Media Local residents Stakeholders</p>	<p>End of June 2024</p>	<p>Transport Policy Officer/Communications Officer</p>
<p>Affordable Fares update</p>	<ul style="list-style-type: none"> • Press release to announce one-year of Affordable Fares • Social media video • Social media posts 	<p>Media Local residents Stakeholders</p>	<p>July 2024</p>	<p>Programme Manager/Communications Officer</p>

Local Cycling and Walking Infrastructure Plan (LCWIP) public consultation exercise	<ul style="list-style-type: none"> • Website • Press release • Social media 	Media Local residents Stakeholders	July 2024 (TBC)	Active Travel Officer/Transport Policy Team Manager/Communications Officer
Accessible bus stops complete	<ul style="list-style-type: none"> • Press release • Social media video • Social media • Leader to update on monthly Radio Stoke slot 	Media Local residents Stakeholders	August 2024	Capital Project Manager/Communications Officer
Bus Service Enhancements – phase 3 TBD	<ul style="list-style-type: none"> • Press release to announce tenders (TBD) • Social media (TBD) • Internal Communications – Our Week (TBD) 	Media Local residents Stakeholders	August 2024 (TBD)	Programme Manager/Revenue Project Manager/Communications Officer
Rapid EV chargepoint awareness/initiative*	<ul style="list-style-type: none"> • Launch - cabinet member visit + user + photo • Social media • Press release <p>Service suggested that we do a cut-price offer to use rapid EV charge points in our car parks (there may be some surplus funding) Alternative would be doing something with taxi operators e.g. lease an</p>	Media Local residents	August 2024 - onwards	Transport Policy Officer/Transport Policy Team Manager/delivery partners / Communications Officer

	EV for them to try with free charging for a period.			
Active Travel Fund - new 'School Street' in Northwood (first one in city)	<ul style="list-style-type: none"> • Cabinet member to attend for photos • Press release • Social media • Internal Communications – Our Week 	Media Local residents Stakeholders	August 2024	Active Travel Officer/Transport Policy Team Manager/Highways Team Manager/Communications Officer

Evaluation

Campaign evaluations can be provided on request.

Appendix D

Monitoring and Evaluation Officer Job Description



Job Title:	Bus Service Improvement Plan Monitoring & Evaluation Officer
Directorate:	Housing, Development and Growth
Section:	Property, Regeneration and Growth
Responsible to:	Bus Service Improvement Plan Programme Manager
Grade	Level "Subject to Review"

Job Purpose

Assist in the effective monitoring of programme delivery that is quality assured in order that benefits are realised in relation to the £31 million of Bus Service Improvement Plan grant from the Department for Transport.

Key Duties / Responsibilities:

Strategic Management

- To support the development of Programme Management and quality assurance approaches and plans with internal scheme lead officers and external delivery partners to ensure the terms and conditions of the Grant Funding Agreement and local Governance Framework are applied.
- To prepare, review and update a Local Evaluation Plan and Benefits Realisation Plan.
- To lead on the preparation of individual scheme detailed evaluation methodologies in line with Department for Transport and Active Travel National Stakeholder Group(s) guidelines and best practise for inclusion in scheme Full Business Case preparation and submission; working with internal colleagues and delivery partners as appropriate to ensure schemes put forward capture relevant data for the purpose of evaluation.
- To be the lead contact for the Department for Transport appointed national evaluation consortium. You will ensure local data is collected and provided in a timely manner, provide case study material as requested, gather baseline data and photographic evidence and attend national best practise dissemination events.
- To collate and disseminate scheme management information for quarterly reporting to the Funder, Transforming Cities Fund Programme Board, Elected Members and Directorate Capital Schemes Board.
- To undertake data analysis, producing and distributing performance reports whilst maintaining and ensure accuracy of performance management systems.

- Support Scheme Lead Officers in the preparation of access compliant documentation for uploading to the City Council's website in line with Governance procedures and to encourage public participation in the Programme.
- To procure and manage where necessary external evaluation consultancy support or the purchase of data collection equipment such as footfall monitors at Hanley Bus Station.
- To undertake stakeholder mapping to identify interested parties, demand, supply and provider information to support commissioning activity and associated scheme decision making.
- To research information on wider best practice in relation to sustainable public transport policy and practise maintaining up-to-date libraries of all changes in relevant legislation and policy notes.
- To attend focus groups, provider meetings etc. as required.

Resource Management

- Support the Bus Service Improvement Plan Programme Manager to gather scheme monitoring data and progress reports from scheme lead officers.
- Manage the budget for data collection and stakeholder engagement events.

Culture

- Promote within the Council a culture of best practice, personal development, service improvement, rigorous business planning and excellence in compliance.
- To ensure that diversity is valued and managed within the service and that all policies relating to equality of opportunity in the recruitment, selection, supervision and management of staff and service delivery are observed.
- To undertake any other duties appropriate to the post.

Finance and Staffing Dimensions

Gross Capital Budget: £17m in total for BSIP 1 allocation

Gross Revenue Budget - £13m in total for BSIP 1 allocation

Person Specification

Job Title: Bus Service Improvement Plan Monitoring & Evaluation Officer
Directorate: Housing, Development and Growth
Section: Property, Regeneration and Growth

Minimum Essential Requirements - Evidenced by: **a:** application form **b:** test **c:** interview

	a	b	c
Knowledge and Experience			
Relevant degree or equivalent qualification.	✓		
Post-graduate experience working in a similar environment of programme/scheme management and/or similar.	✓		
Evidence of working towards a post-graduate qualification and or progressing through to membership of a professional body.	✓		
Experience of commissioning and/or undertaking scheme or Programme evaluation activities.	✓		✓
Understanding of Logic Models including Inputs, Outputs, Outcomes and Impacts.	✓		✓
Broad understanding of or interest in sustainable public transport benefits, challenges and the decarbonisation agenda.	✓		✓
Understanding of the roles of statutory, private, voluntary and community organisations.	✓		
Knowledge of research methodology and performance review, evaluation of results and statistical method.	✓		
Experience of scheme management (understanding need, developing options, implementation and evaluation).	✓		✓
Experience of developing effective working relationships with a broad range of groups	✓		✓


Skills and Abilities			
Ability to effectively utilise research techniques and tools, analyse and interpret various pieces of information, data and situations and adopt a solution focused approach to presenting a range of options.	✓		✓
Ability to assist in the development of business cases, specifications, plans, reports and schemes	✓		✓
Ability to communicate effectively verbally and in writing including facilitation skills, presentations and report writing.	✓		✓
Ability to manage own workload and deliver to challenging deadlines.	✓		✓
Ability to represent the Directorate with confidence, tact and diplomacy and positively challenge other colleagues and agencies to get the best possible outcomes.	✓		✓
Ability to be able to motivate, inspire and influence others to bring about improved service delivery and solutions.	✓		✓
Highly developed networking, advocacy and interpersonal skills.	✓		✓
Ability to operate in a rapidly changing environment.	✓		✓

Personal Style			
Must have strong team working principles which are applied to direct colleagues and wider stakeholders.	✓		✓


Approachable manner with a strong commitment to partnership working.			✓
Commitment to improving sustainable transport for all sections of the community to improve access to jobs, education and training whilst recognising the challenges of the Future Mobility agenda.			✓
Ability to be assertive to support improved performance			✓
Open to change and constantly seeks better ways of working			✓

Appendix E

Customer Charter



Bus Customer Charter



City of
Stoke-on-Trent

This Customer Charter sets out what bus passengers can expect when using local bus services in Stoke-on-Trent City Council, and how to comment if expectations are not met.

Rights & Accessibility • Bus Users

- A safe, comfortable journey on a well-maintained bus
- A consistently high standard of cleanliness on all buses with all buses cleaned daily
- The route number and destination will be clearly always displayed on the bus
- A bus driver who is helpful and treats people with respect and empathy
- A range of simplified ticket options, enabling you to select the most suitable ticket for your journey with confidence. All ticket options and fares will be clearly displayed on the www.stokebus.info website, with links from each operators' websites
- Contact details for you to tell us what you like or don't like about bus services
- Buses that arrive on time. It is our intention for 95% of journeys to be on time (no more than one minute early or five minutes late). Where factors outside our control such as traffic congestion, roadworks or extreme weather affect your journey, we will keep you informed as soon as possible so that the impact on your journey is minimised
- A bus service that generates a high level of overall customer satisfaction
- Up-to-date timetable information for all bus services in a single, clear, readable format, located on the www.stokebus.info website
- Space on bus services for wheelchairs

Feedback on council-funded bus services, streets, and bus shelters

Send an email to:
publictransport@stoke.gov.uk

Each comment will be handled accordingly and investigated by operators and/or the council. All comments will be acknowledged within 7 days of receipt. More complex comments will receive a full response within 21 days. In all cases, consideration will be given to implementing a solution where this is needed and is practical.

The number and type of comments will be monitored by operators and the Council. A summary and action plan will be published every 6 months as part of the BSIP reporting process.

Operator Contact Details

Arriva— Tel: 0344 0800 4411

D&G— Tel: 01782 332337 Email: info@dgbus.co.uk

First Potteries— Tel: 0345 646 0707

Scraggs— Tel: 01782 336677 Email: info@scraggs.co.uk

Stanton's of Stoke— Tel: 01782 827282

Bus Users UK

If you disagree with a response to any comments you have the option of approaching Bus Users UK.

<https://bususers.org/contact-us/>

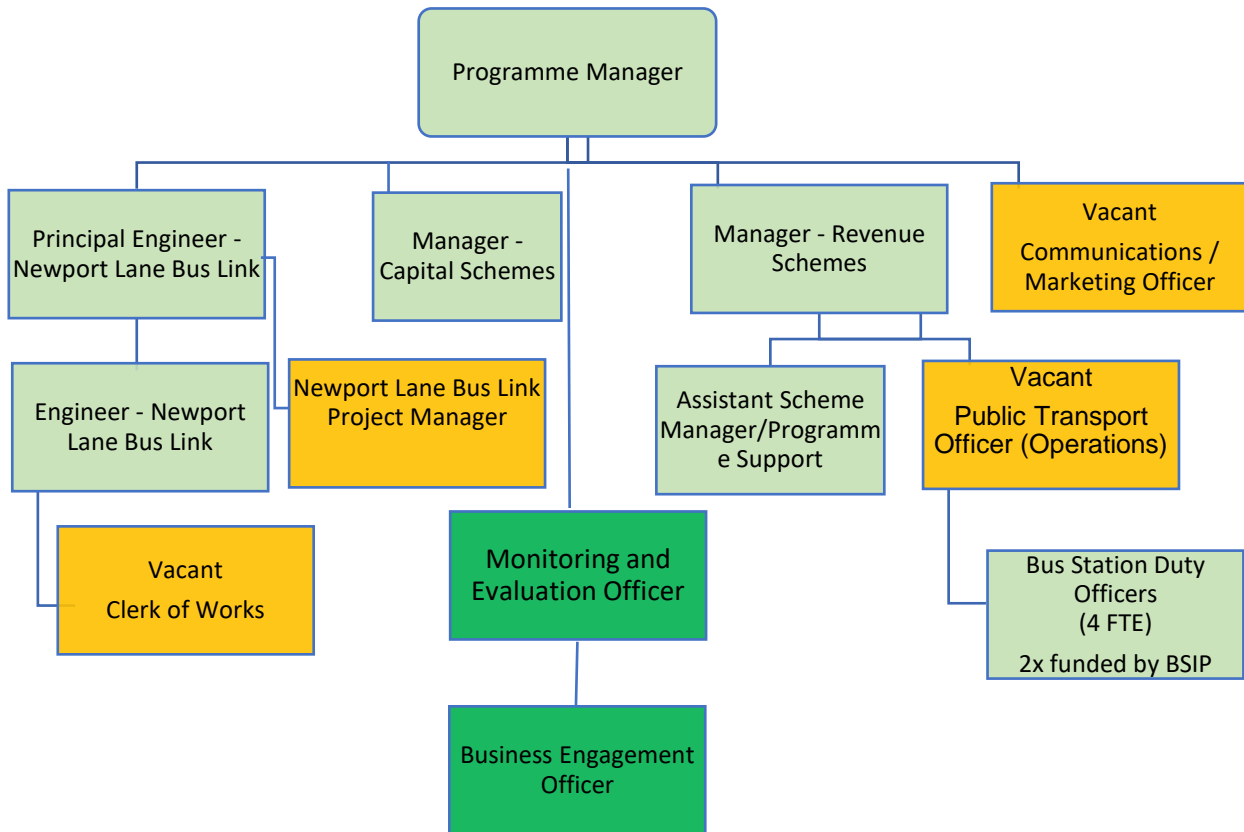
Tel 0300 111 0001

Email complaints@bususers.org

Write to Bus Users, 22 Greencoat Place, London SW1P 1PR

Appendix F

Proposed BSIP Delivery Team Structure



Existing post – currently filled

Existing post – vacant at this time

Proposed new posts within the BSIP Delivery Team

Appendix G

Target Details – Total Passenger Journeys per year – BSIP T1

Proposed Measure	Total passenger journeys per year
<p>Means of Monitoring</p>	<p>This measure is for the total passenger journeys made on the local network. This measure will be a continuation of the operator returns made on annual basis to the local authority and reported nationally through DfT statistic BUS0109a. The metric includes all fare paying and pass travel journeys for journeys in the local area, but excludes concessionary travel.</p>
<p>Proposed Performance Target</p>	<p>2019: 9.3m (reported) 2020: 8.6m (reported) 2021: 3m (reported) 2022: 5.6m (reported) 2023: 6.7m (reported) 2024: 7.5 m – showing the success of introducing new services and continued support of Affordable Fares 2025: 8m – showing the success of introducing new services 2026: 8.5m 2027: 9m 2028: 9.5m 2029: 10m 2030: 10.5m</p>
<p>Target rationale</p>	<p>Ambitions continue to increase the rate of return to pre-COVID patronage levels over the coming years with the current The BSIP 2021 programme funding, the introduction of new services and affordable fares demonstrates the need for revenue funding to run these two schemes in parallel.</p> <p>Our proposed performance target reflects our ambition and the importance of the revenue funding. Without this support the patronage will decrease when fares return to pre-Affordable Fares level and service cease to operate at the end of March 2026.</p> <p>We also want to increase the number of concessionary travel passengers, as this is currently at around 50% pre-pandemic.</p>

Target Details – Journey Times - BSIP T2

Measure	Annual change in aggregate journey times on eight selected routes with a frequency of at least 2 buses per hour
Means of Monitoring	This measure will take the timetabled end-to-end journey time for morning and evening peak periods. 2018/19 will be used as the baseline year with an indexed value of 100, against which future years' journey times will be compared to monitor the time operators require to operate each route based on local traffic conditions.
Proposed Performance Target	2018/19: 100 (Index value) 2029/30: 95 (Index value)
Target rationale	<p>With the implementation of bus priority measures, particularly on the cross-city routes where congestion is most problematic, we expect to see a reduction in overall journey times.</p> <p>There is opportunity to review the method used for bus priority with consideration and review of the traditional method of loops in the carriageway to trial a green wave initiative.</p>

Target Details - Reliability – BSIP T3

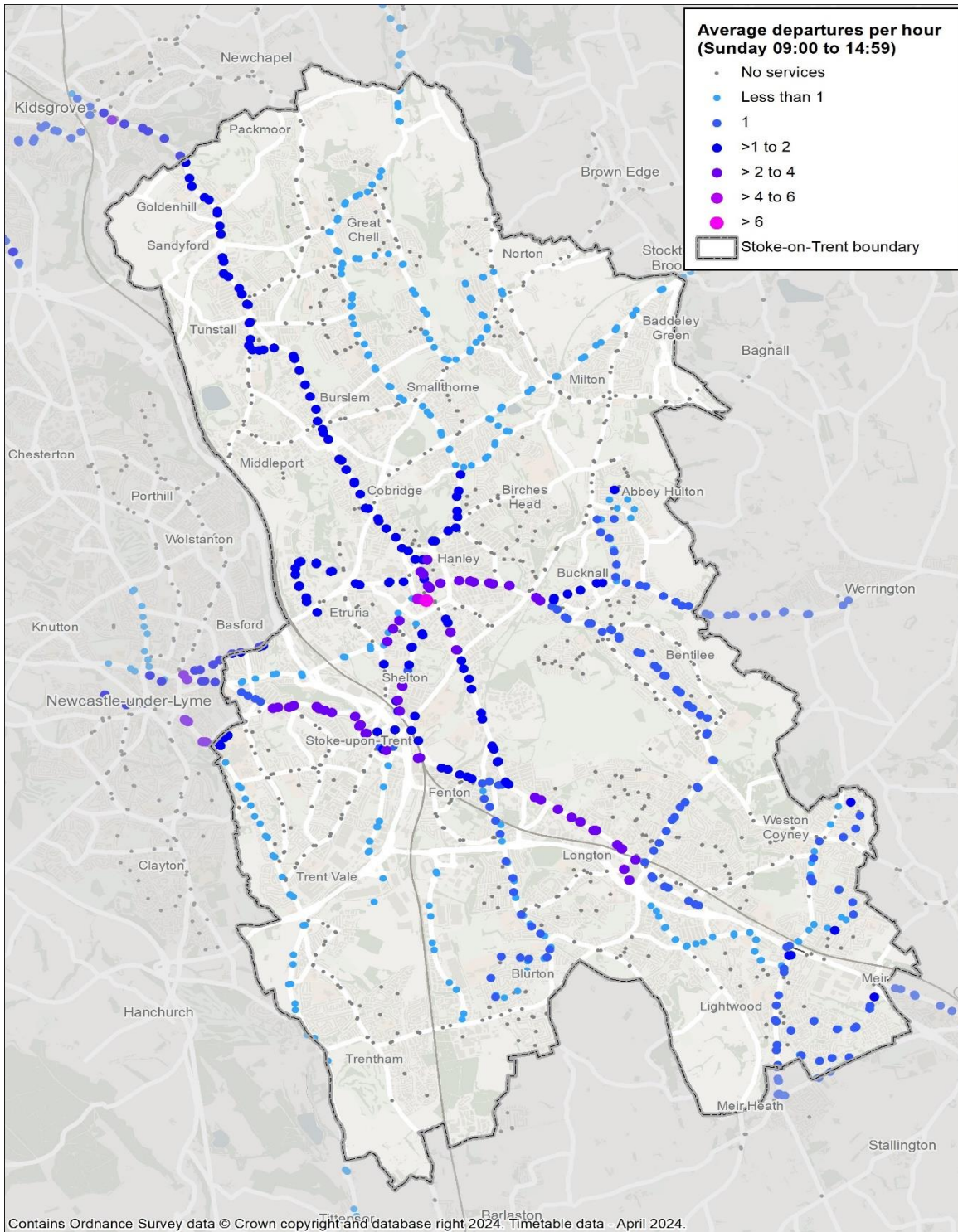
Measure	Proportion of bus services running on time
<p>Means of Monitoring</p>	<p>This measure will use the long-established bus punctuality metric reported nationally by the DfT as “BUS0902: Non-frequent bus services running on time by local authority”.</p> <p>The measure assesses bus punctuality, defined for this measure as the percentage of non-frequent buses (those with frequencies of less than 6 per hour) on time.</p> <p>This includes all scheduled services and is measured by whether the bus departs within its “on-time” window of 1 minute 0 seconds early to 5 minutes 59 seconds late.</p> <p>Buses that fail to run are treated as “late” and not ignored in the calculations. The calculation of the indicator incorporates measurement of “on time” along the route, whilst the final calculation made is weighted according to the relative volume of passengers on each route/operator.</p>
<p>Proposed Performance Target</p>	<p>2019: 77%</p> <p>2026: 80%</p> <p>2030: 85%</p>
<p>Target rationale</p>	<p>This target is based on that of Transport for Greater Manchester, we regard this as an excellent benchmark to aim for the outcome of The BSIP 2021 programme.</p>

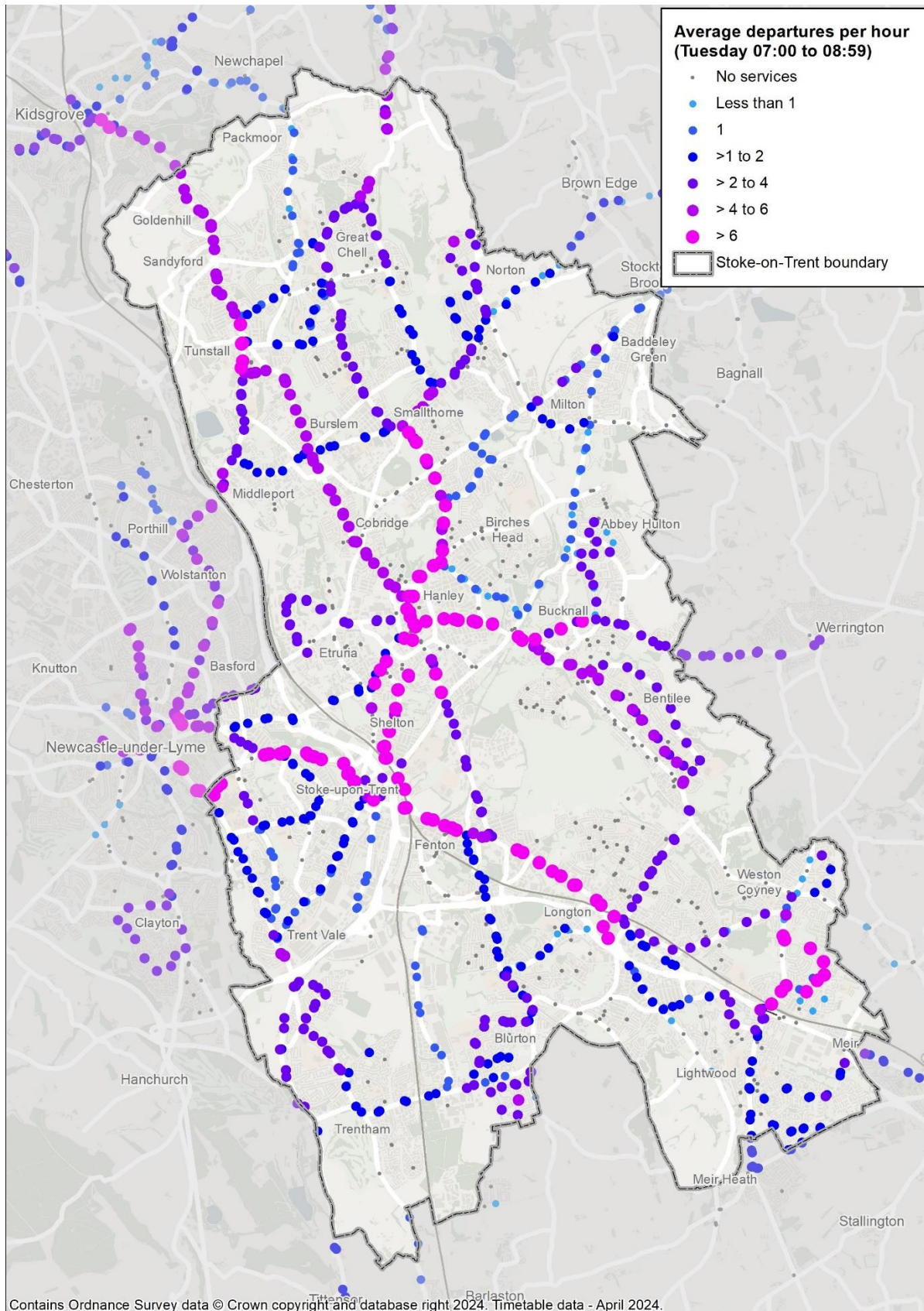
Target Details - Passenger Satisfaction – BSIP T4

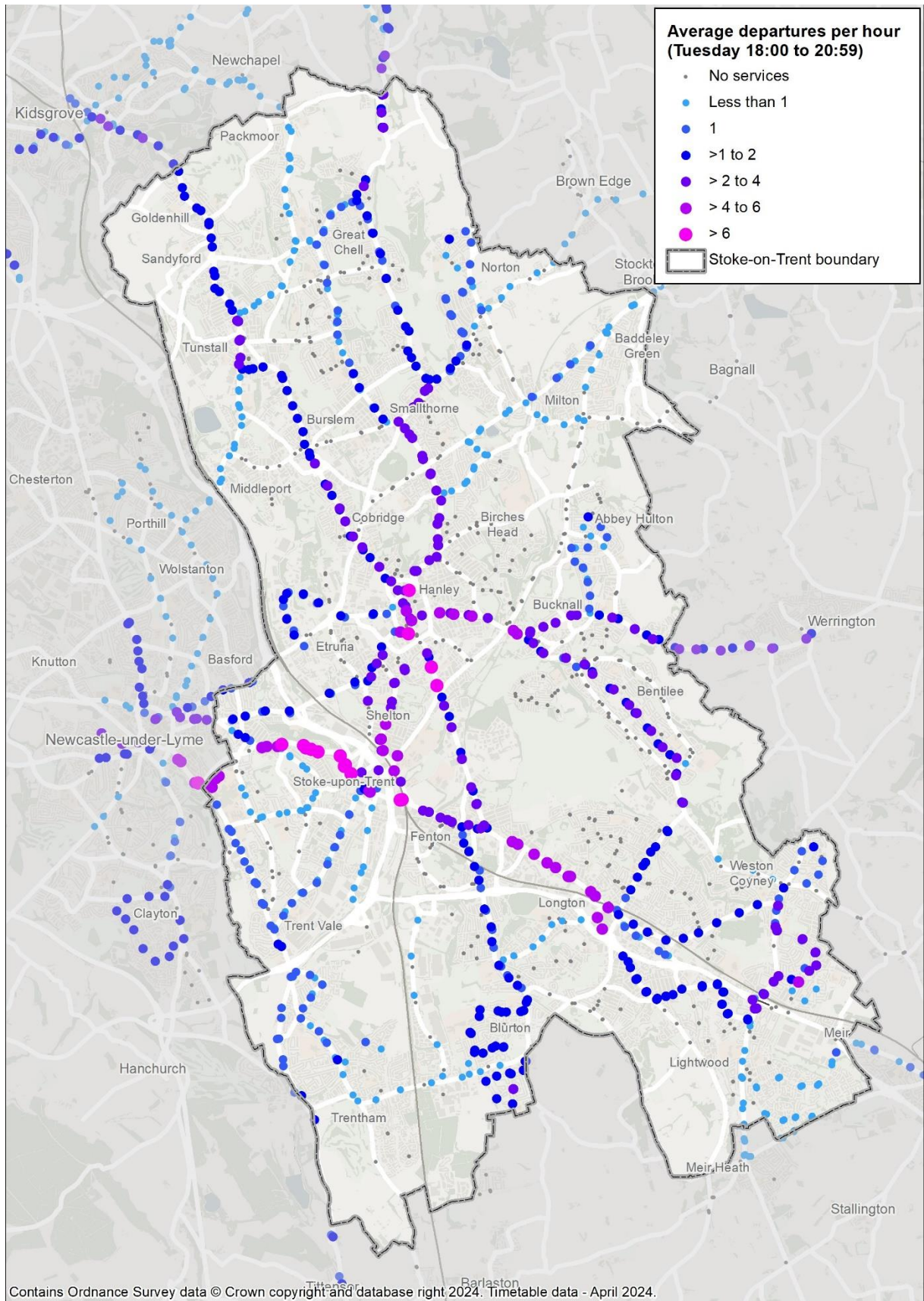
Measure	Overall Bus Journey Satisfaction
<p>Means of Monitoring</p>	<p>This measure is of overall satisfaction with the local bus journey as measured by the national programme of surveys undertaken by Transport Focus in Stoke-on-Trent (based on First Potteries data from 2016/17). The recorded metric relates to the question: “Overall, taking everything into account from start to end of the bus journey, how satisfied were you with your bus journey?” with responses “very satisfied” and “fairly satisfied” measured in this overall percentage satisfaction metric.</p>
<p>Proposed Performance Target</p>	<p>2016/17: 81% (2017 result) 2023: 94% (Transport Focus 2023 result) 2026: 94% 2030: 94%</p>
<p>Target rationale</p>	<p>We want to maintain the overall result from 2023, as we grow our network with the introduction of new services and continue to support Affordable Fares with future funding.</p>

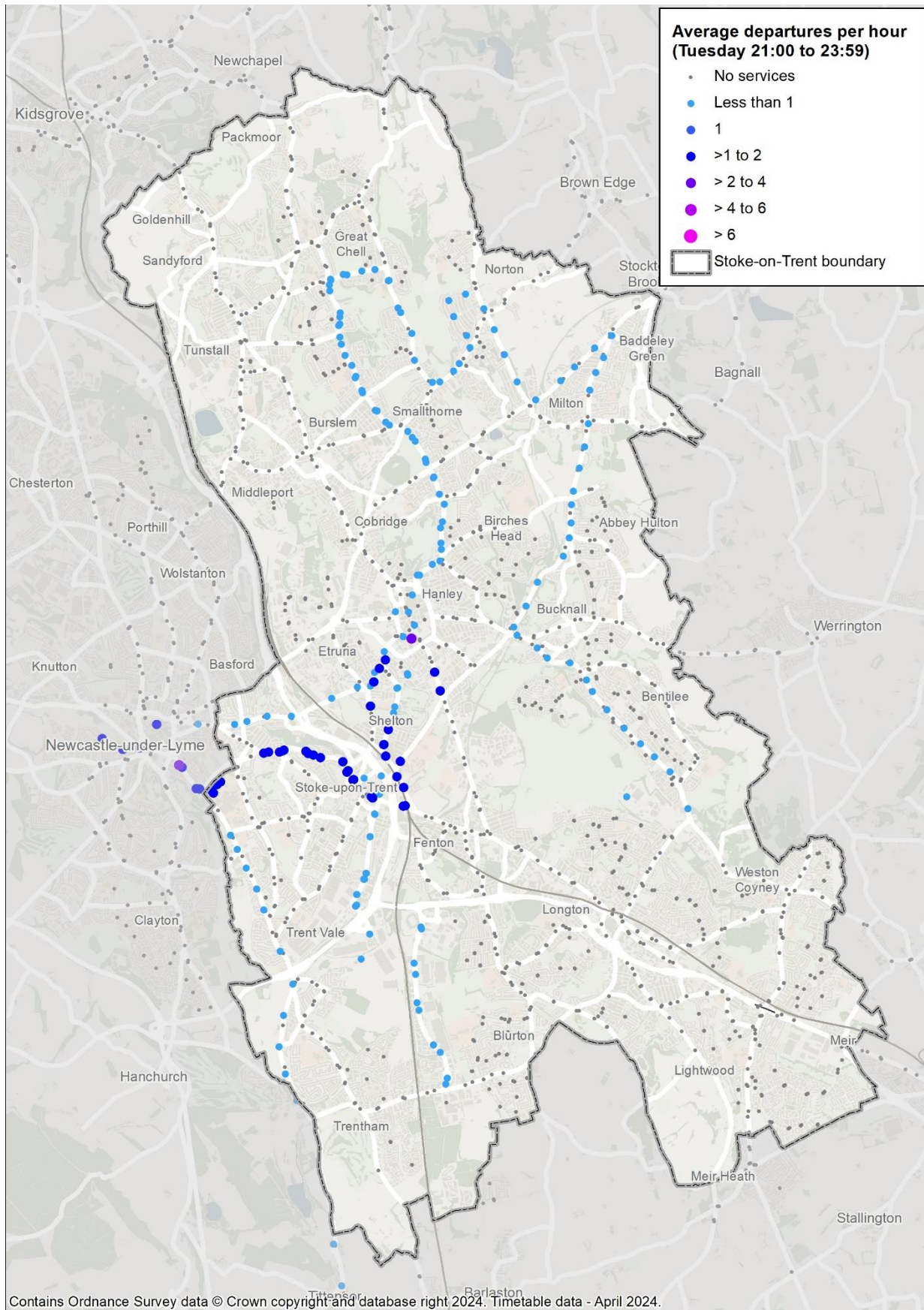
Appendix H

Average Departures Per Hour



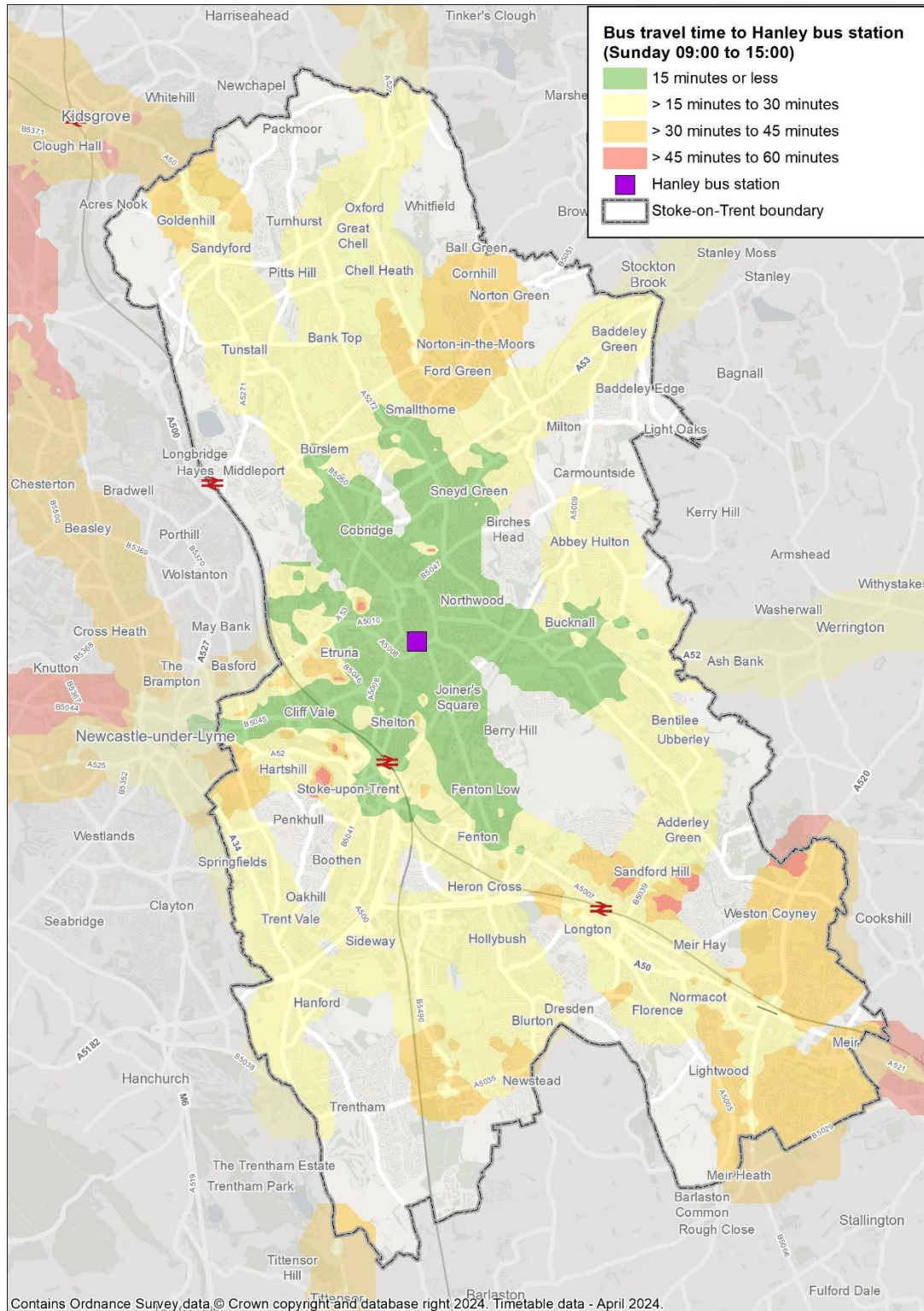


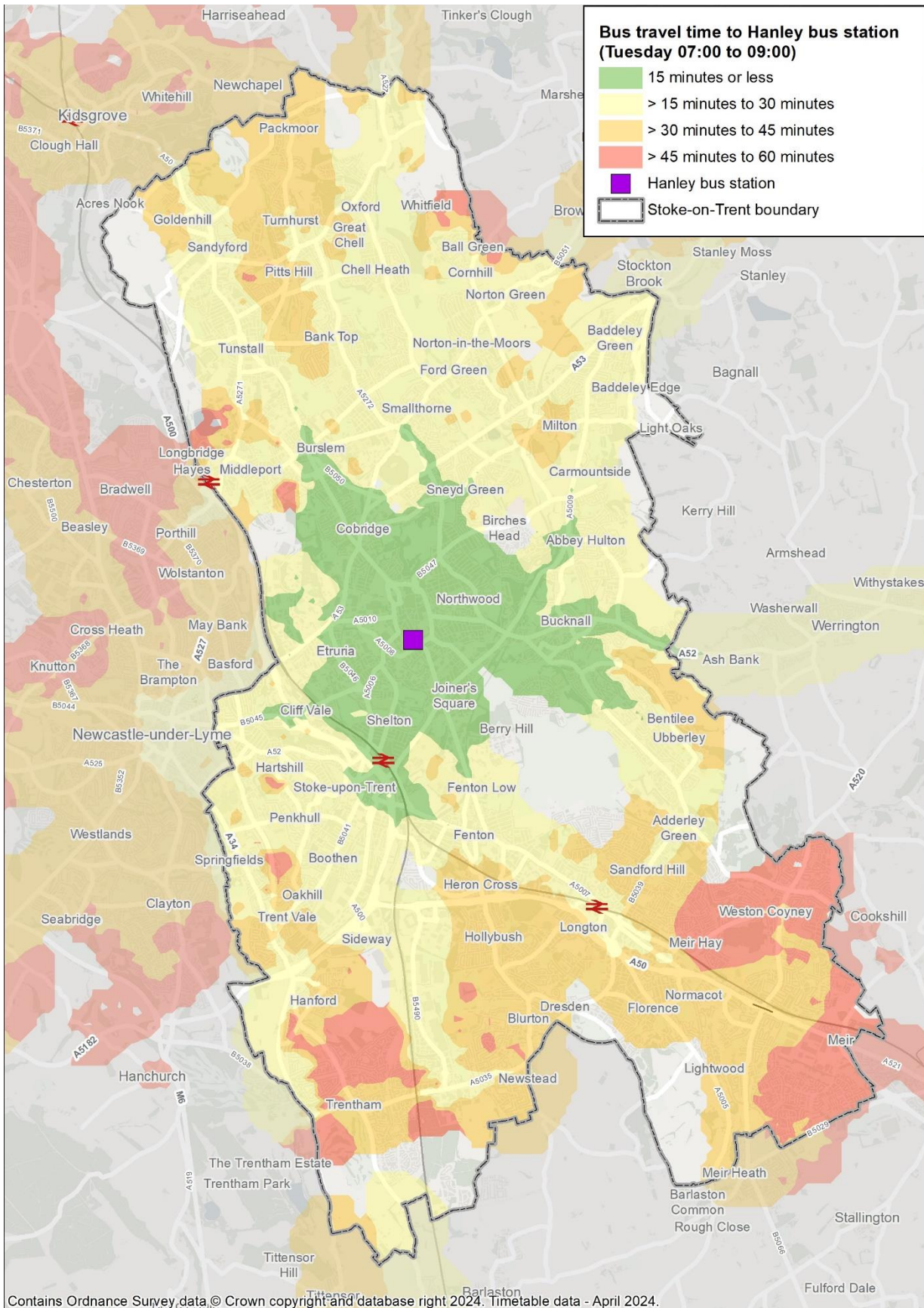


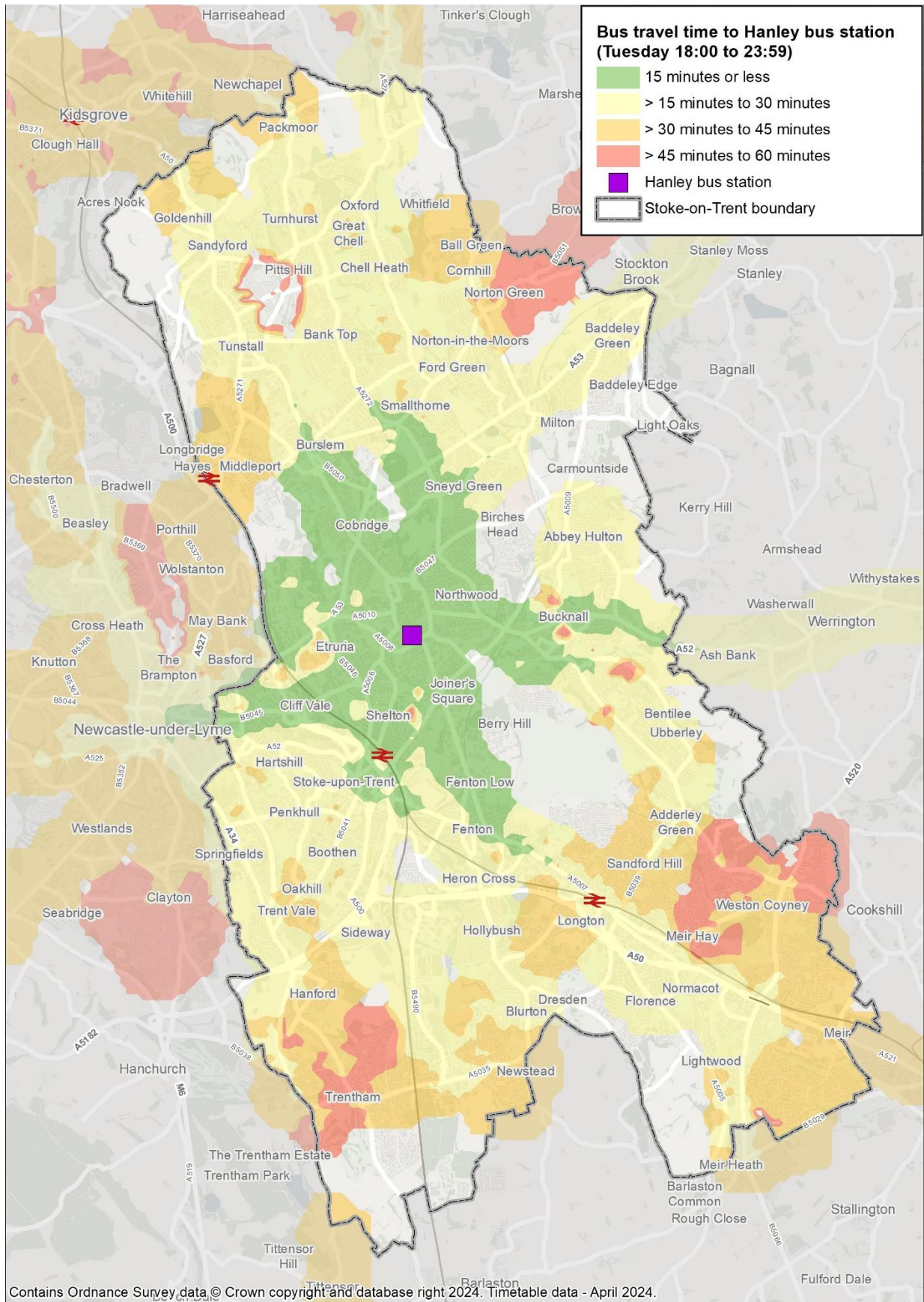


Appendix I

Bus travel time to Hanley Bus Station

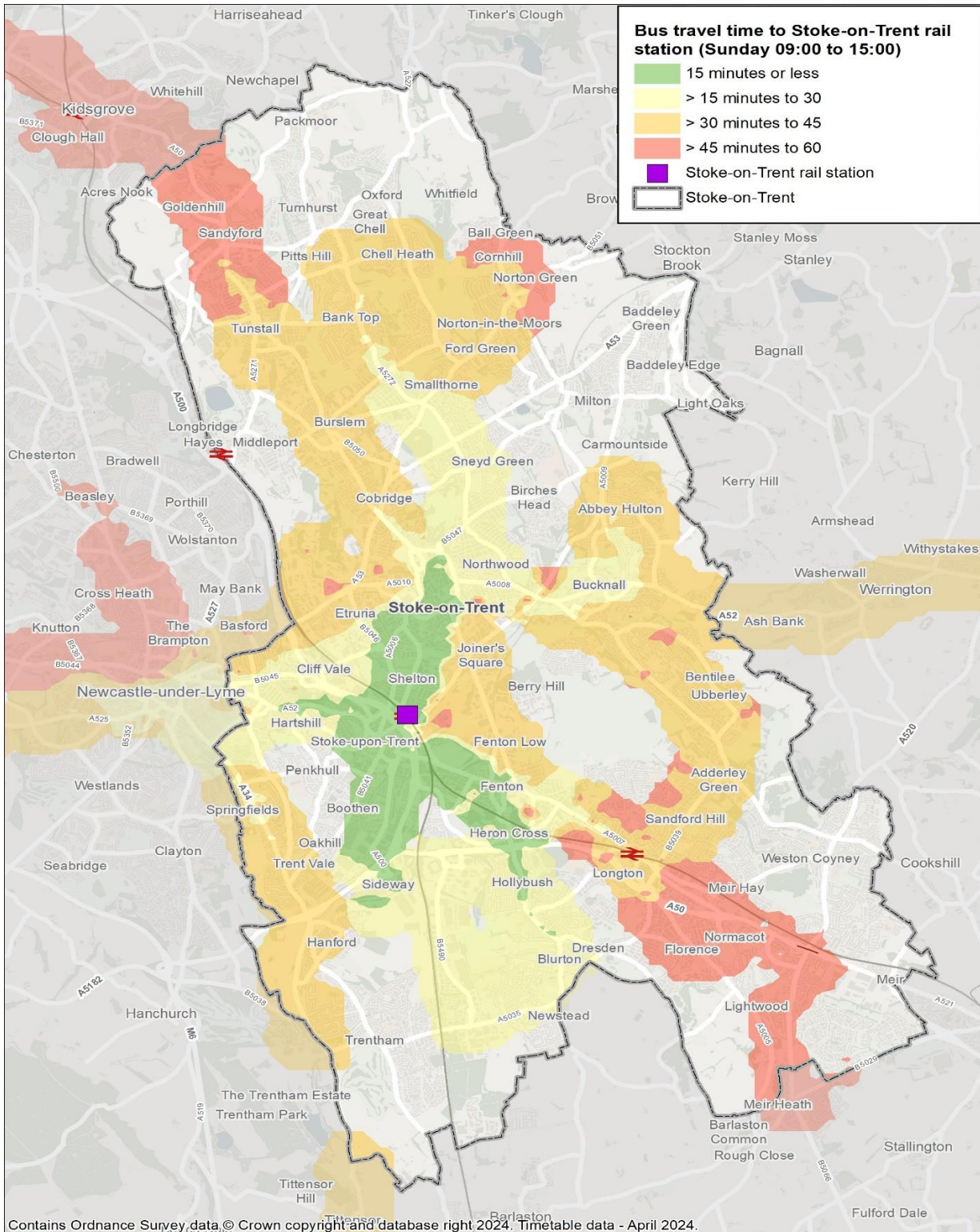


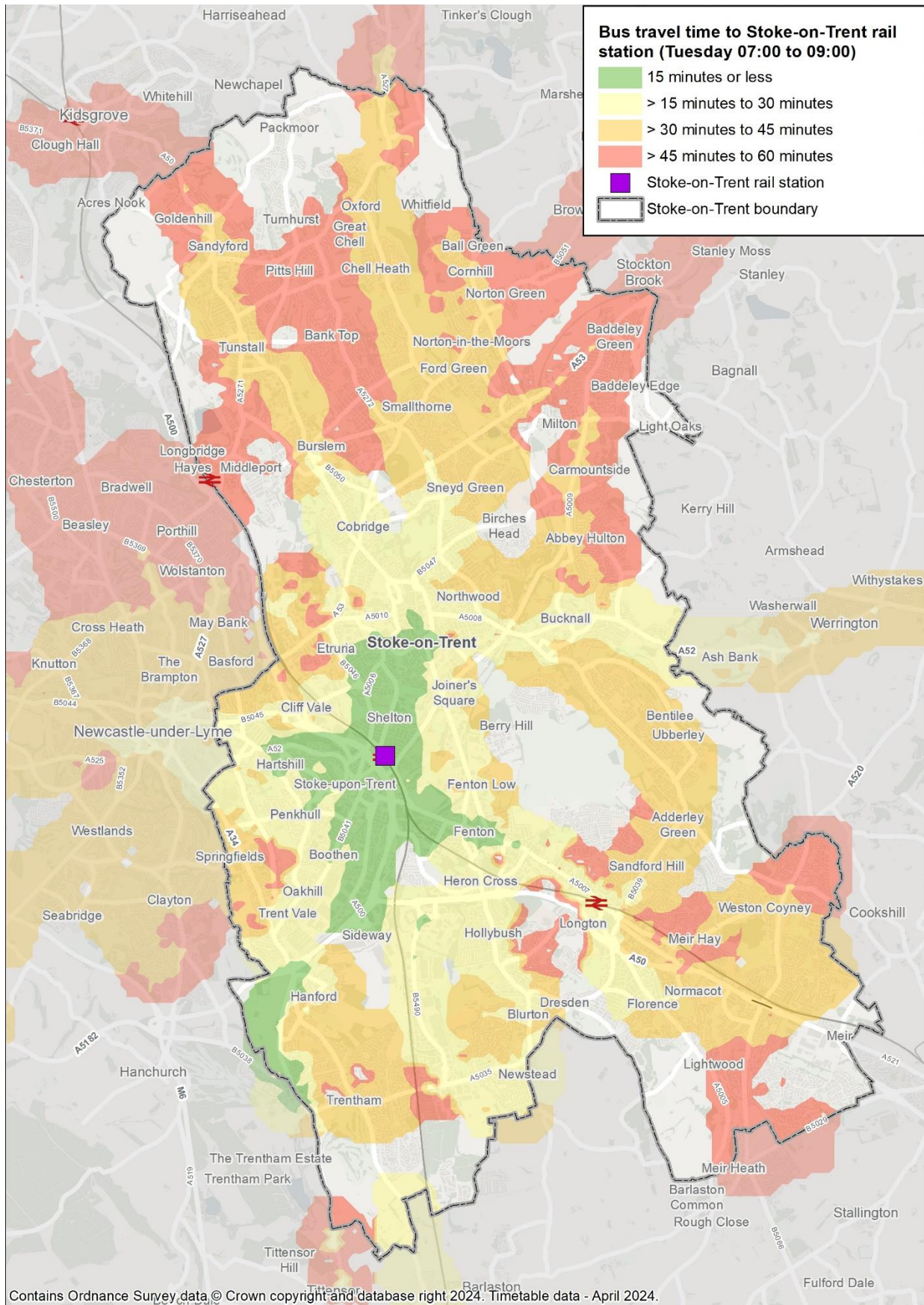


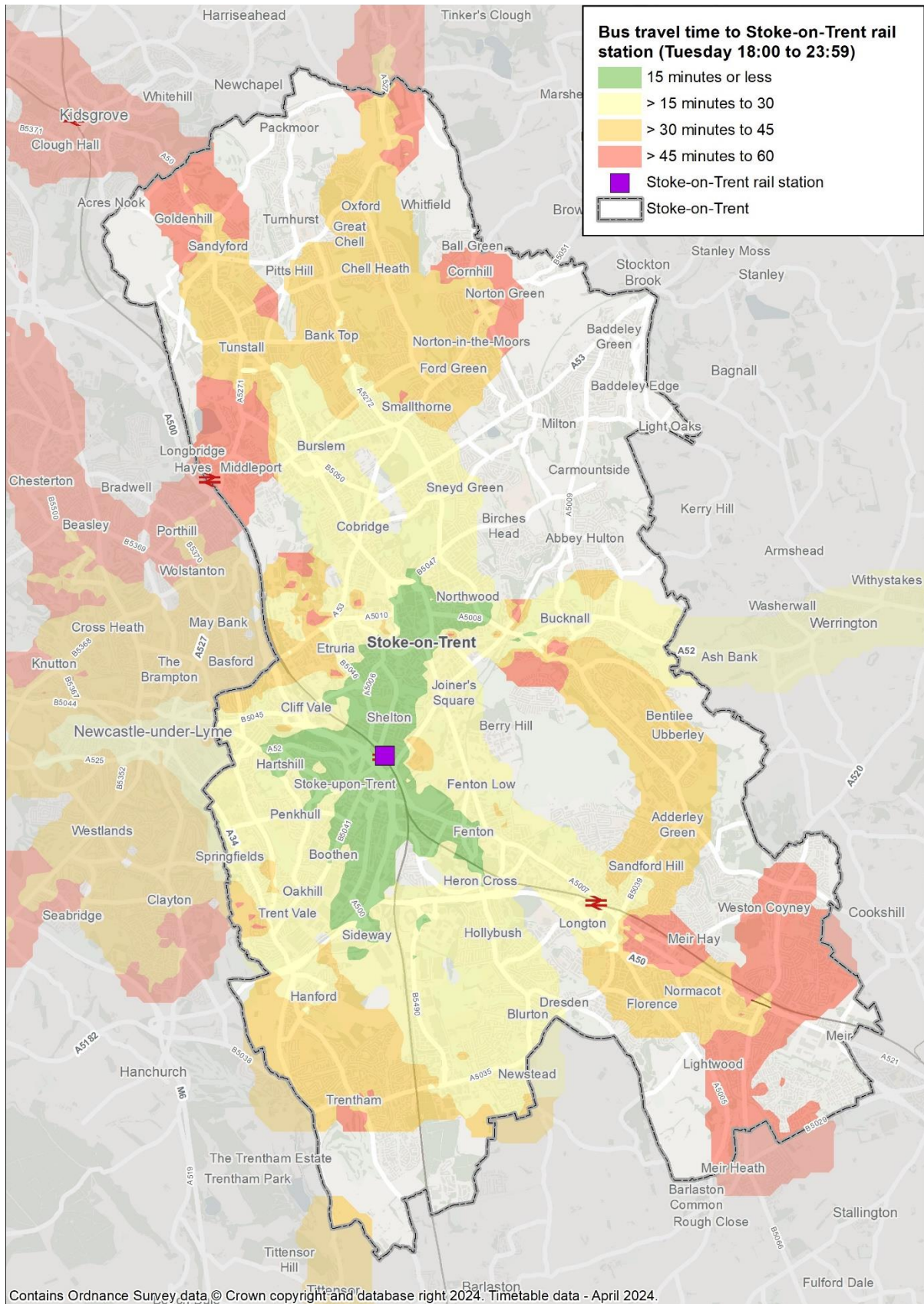


Appendix J

Bus travel time to Stoke-on-Trent rail station

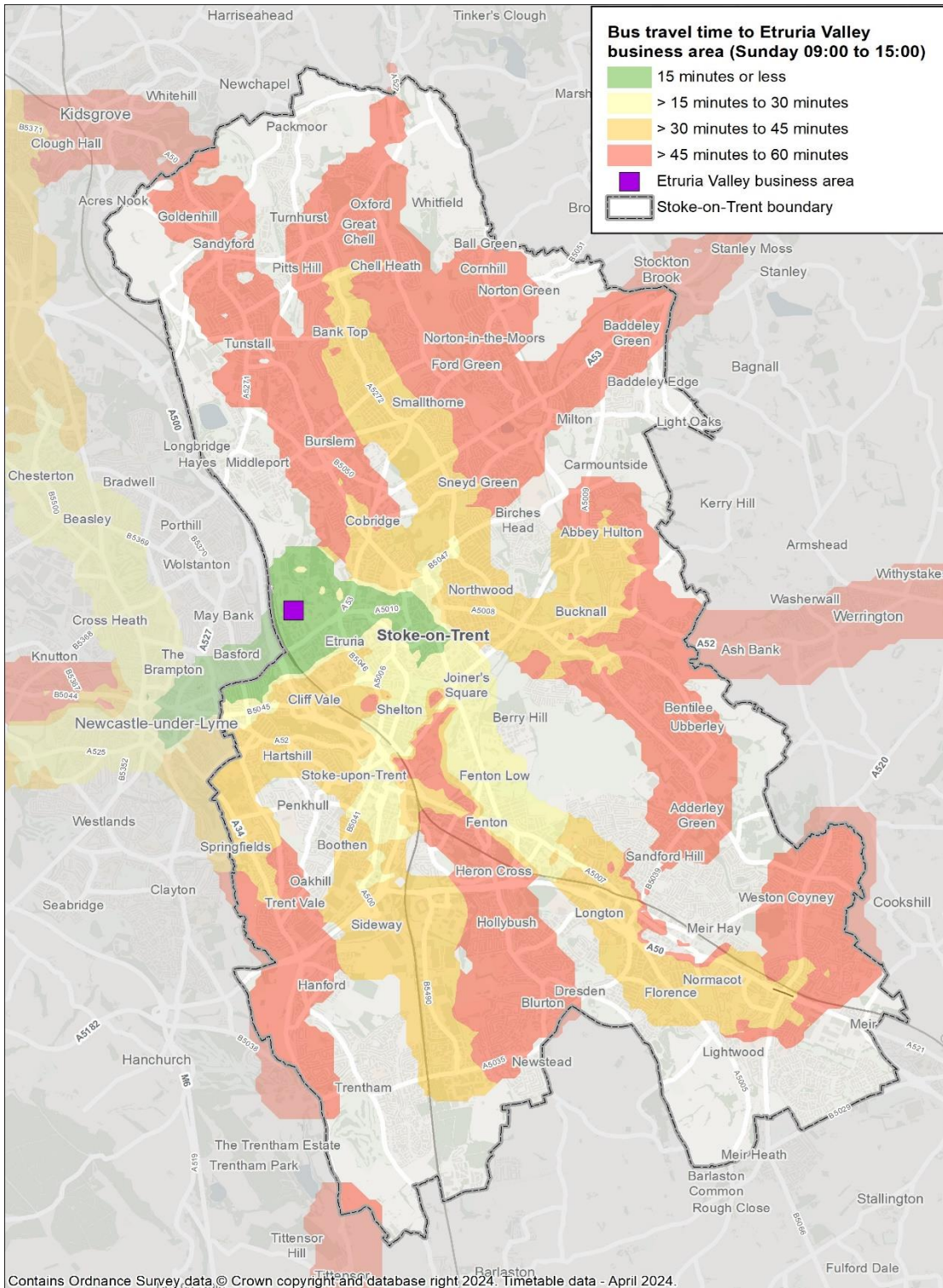


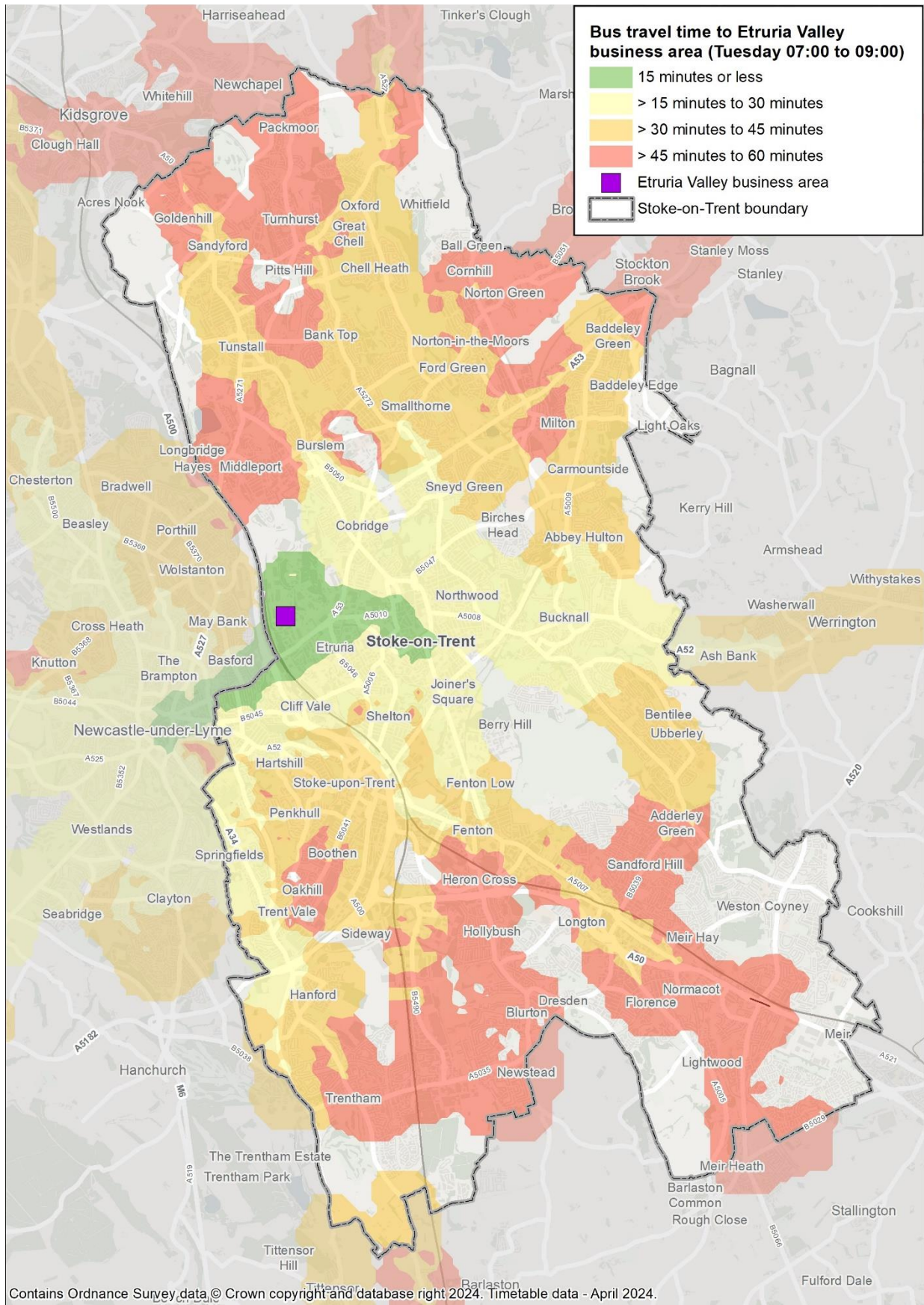


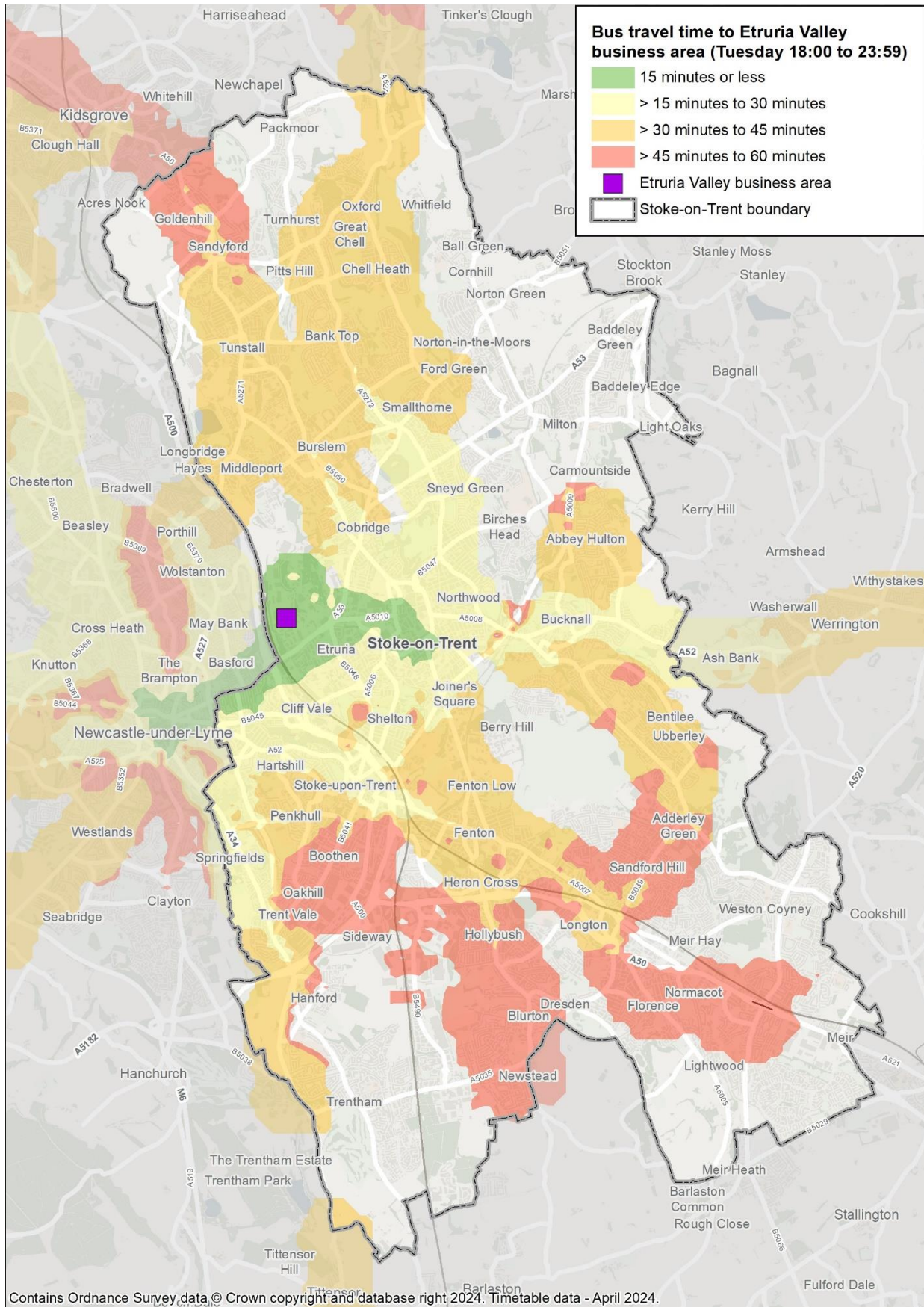


Appendix K

Bus travel time to Etruria Valley Business Area







Appendix L

Bus route maps for D&G and First Buses

