

PART B – ENHANCED PARTNERSHIP SCHEME (EP)

THE STOKE-ON-TRENT CITY COUNCIL ENHANCED PARTNERSHIP SCHEME FOR BUSES IS MADE IN ACCORDANCE WITH SECTION 138G (1) OF THE TRANSPORT ACT 2000 BY STOKE-ON-TRENT CITY COUNCIL

102. This document fulfils the statutory requirements for an EP Scheme. In accordance with statutory requirements in section 138 of the Transport Act 2000, the EP Scheme document sets out:

Section 1 – Enhanced Partnership Scheme Content

Section 2 - Scope of the EP Scheme and commencement date

Section 3 - Obligations on the Council

Section 4 - Obligations on Bus Operators

Section 5 – Governance Arrangements

Section 1 – Enhanced Partnership Scheme Content

103. The EP Scheme is in place, as the associated EP Bus Service Improvement Plan (BSIP) was made on 1 April 2023. Therefore, this document should be considered alongside the associated BSIP Plan.

104. The EP Scheme was jointly developed by Stoke-on-Trent City Council (SoTCC) as Local Transport Authority and those bus operators that provide local bus services in the EP Scheme area. It sets out commitments on both the Local Transport Authority and operators of local services to achieve the intended improvements, with the aim of delivering the objectives of the associated BSIP document.

Section 2 - Scope of the EP Scheme and Commencement Date

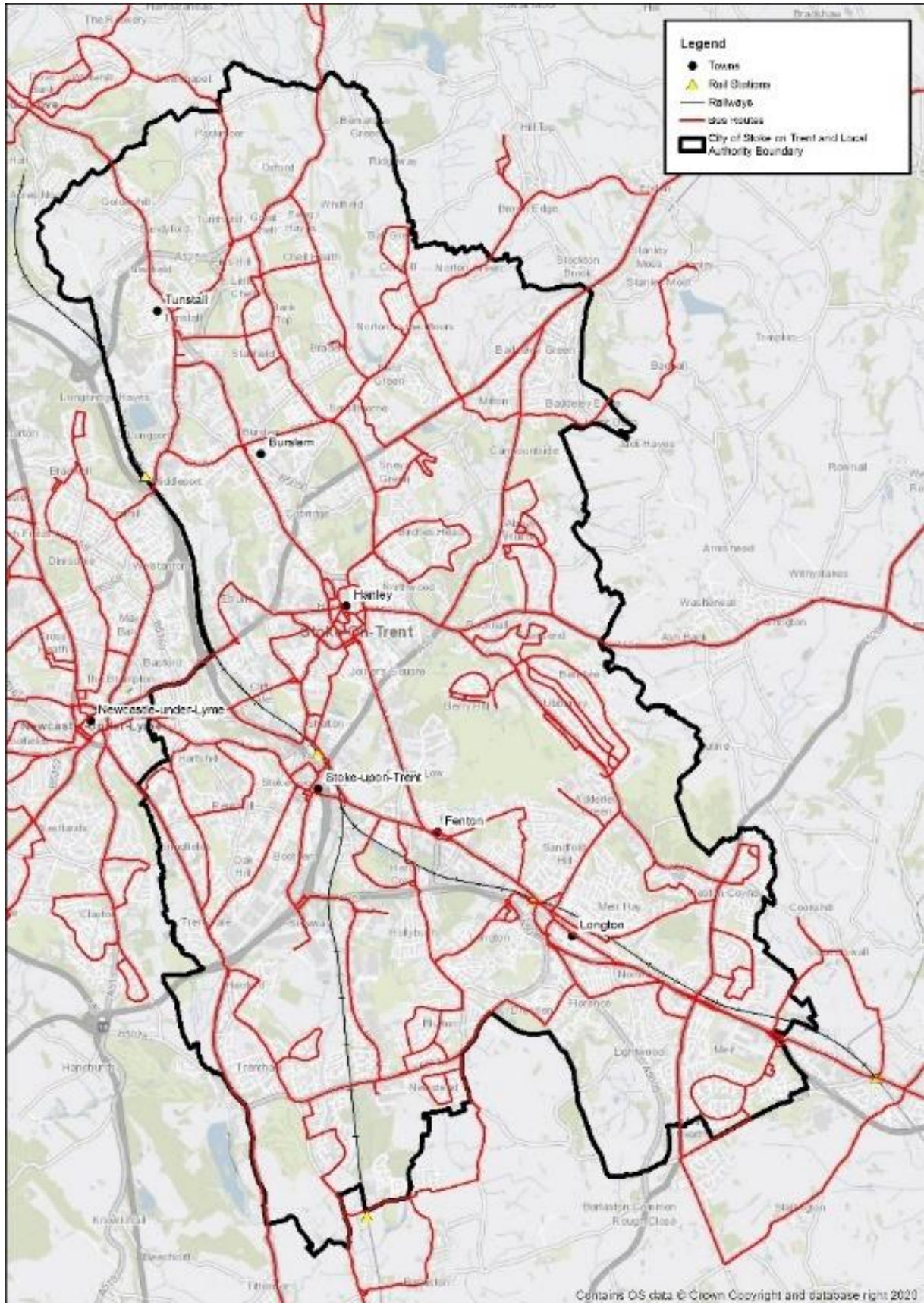
Description of Geographical Coverage

105. The EP Scheme supports the improvement of all local bus services operating within the SoTCC boundary.

Map of EP Plan and EP Scheme Areas

106. The BSIP and EP Scheme cover the same geographical area. This is the area within the boundary of the SoTCC Unitary Authority. This is shown in Figure 1.

Figure 1 Geographic extent of EP Scheme



Commencement Date

107. The BSIP and EP Scheme commenced on 1 April 2023. The BSIP will be reviewed on an annual basis from the commencement date.

The EP scheme 1 (4/2023) will be in place for 3 years from adoption, with a review of effectiveness of the BSIP Plan and EP Scheme every six months.

The EP Board may propose variations to the Plan outside of the formal review dates, which if agreed will be subject to the statutory consultation process.

108. The EP Scheme will operate for three years to 31 March 2026.

Exempted Services

109. The following services are exempt from the requirements of the EP Scheme:

- a service which has part or all of its route registered as a local service in the EP geographical area, but where it operates as a long-distance coach service
- a service which is registered as a local service under section 6 of the Transport Act 1985 but which would otherwise be an excursion or tour within the meaning in section 137(1) of that Act

110. There are (as of January 2024) no exempted services currently in operation in SoT. Closed door school services and works services, which are registered as a local service but are restricted to qualified users (eg into Painsley School at Cheadle, or the bus service for Alton Towers employees), are restricted access but neither are long distance or excursions, so are not exempt from the EP requirements.

Stoke-on-Trent Customer Charter

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

112. The Bus Passenger Customer Charter has been adopted as part of the Enhanced Partnership in Stoke-on-Trent between SoTCC, Staffordshire County Council, local bus operators and passenger representative groups. It will be reviewed annually alongside the BSIP, in consultation with bus operators and passenger representatives.

113. Full details of the content of the Stoke-on Trent Bus Customer Charter are provided in **Appendix A**. The Customer Charter is being reviewed and will be published in April 2024.

114. As part of improving passenger's accessibility to public transport information, the Stokebus website is being improved to provide additional information for journey planning and a map

has been produced showing the proposed bus service enhancements to show how the network will be improved.

115. A dedicated email address has been set up to allow passengers, operators and members of the forum and board to contact with any enquiries or complaints, publictransport@stoke.gov.uk.

Section 3 - Obligations on the Council

Facilities

117. As part of the Transforming Cities Fund (TCF) bus corridor improvement projects will be delivered by 30 September 2025 with a commitment to maintain and enforce them. The TCF programme includes:
- Station Road bus gate
118. Several bus improvement schemes proposed by SoTCC as standalone scheme linked to housing developments or as part of the Local Transport Plan (LTP).
- Joiners Square
 - Hanford Interchange
119. Following the award of the funding allocated through the BSIP settlement from government, the TCF, LTP and development related bus priority improvement proposals detailed above, will be enhanced through the delivery of an Urban Traffic Control (UTC) scheme.
120. Following the award of the funding allocated through the BSIP settlement from government, further measures described below will be implemented.
121. Following submission of SoTCC's BSIP Strategy document and funding proposals, DfT awarded SoTCC a funding allocation of £31,663,500 for the period 2022-2025, of which £17,325,000 is capital funding and £14,338,500 is revenue funding.
122. SoTCC have been awarded an indicative sum of £1.469m through Network North/BSIP 3 and a PAR form has been submitted to secure the release of this funding for 2024/25.
123. SoTCC submitted two Project Adjustment Request forms, which have been approved to extend the capital schemes to 30 September 2025 and the revenue schemes, excluding affordable fares, to 31 March 2026.
124. BSIP Capital funded bus priority interventions for delivery during the period 2023-September 2025 are summarised in Table 7-1, below. These capital interventions will deliver clear bus priority benefits in terms of journey time savings, reliability and associated measures to provide a sustainable, long-term uplift to service levels, which reflects the population profile and accessibility challenges for bus travel in Stoke on Trent.
125. The 6-month extension for the capital schemes will enable monitoring and evaluation to be carried out to assess the impact and benefits achieved and provide robust evidence to support our plan.

126. SoTCC, the bus operators and other stakeholders met in November 2023 for the first EP Forum, and in December 2023 for the first EP Board. Both meetings went through the BSIP and project progress, no proposals were escalated from the Forum to the Board. Councillor Robinson was confirmed by SoTCC cabinet as the Board chair.

127. On a three-weekly basis SoTCC officers and the bus operators meet to review the project progress, with the DfT relationship manager in attendance.

128. SoTCC will continue to support the bus network by maintaining the bus infrastructure, bus shelters, RTI displays and interchange facilities. There is commitment to provide bus priority through SCOOT and ongoing enforcement of red routes through the area.

Table 7-1 Capital Funded BSIP Proposals

Scheme	Budget allocation	BSIP Proposal	Outcome Benefits	Delivery Update
Newport Lane Bus Link STO01NBL	£7,500,000	<p>Provision of a new 0.8 km bus link connection between Etruria Valley Link Road (in construction) and Newport Lane, providing a link through to Festival Park and the A53, Etruria Road, via Shelton Boulevard/Forge Lane.</p> <p>This link will enable an expansion of the bus network to better serve a major employment area and enable through services to link deprived communities with the adjacent and other employment sites.</p>	<p>The EP will commit to a service to operate within the area before the completion of the scheme and will also use the link following completion, providing journey time savings and improved accessibility for residents in the north of the city accessing the Etruria Valley employment development, the fastest growing employment site in the city. There is currently no direct bus service between deprived areas in the north of the city and Etruria Valley. Removing the need for interchange will reduce journey times by over 50% e.g. current journey time from Burslem to Etruria Valley is 30 minutes, and it would be reduced to 7-8 minutes with the link. This supports the BSIP target of increased patronage and improved reliability. An additional EP target of improved accessibility is being considered which this scheme will support.</p> <p>The proposal has been assessed using DfT's 'Small Scheme Appraisal' toolkit, achieving an initial Benefit Cost Ratio (BCR) of 3.1, indicating that is scheme will deliver high value for the funding invested. See Appendix N for Newport Lane Bus Link Proposal Supporting Analysis.</p>	<p>The current funding is due to end in September 2025. The scheme is subject to land acquisition, utility/stats diversions, and bridge engineering requirements, plus scheduling of works following completion of enabling works for an adjacent private residential development site.</p> <p>Next steps include:</p> <ul style="list-style-type: none"> • Issue of finalised indicative delivery programme • Review of design and costs; land ownership work – ECI is taking place with our framework contractor to review the current budget and delivery timescales • Continued liaison with landowners/developer. • Internal working group has been established, and the bus operators are to be invited to join the group. • Ongoing discussions with the local bus operators to consider the service level and support from BSIP Revenue Bus Service Enhancements project • Traffic assessments to be carried to understand the impact on the wider network • Businesses within the area will be contacted with regard to travel promotions on the new service. • Recruitment to the engineer posts is currently underway, this will provide dedicated resource to the project. • See appendix K, L, M and O for Newport Lane updates, plans and supporting analysis

Scheme	Budget allocation	BSIP Proposal	Outcome Benefits	Delivery Update
<p>Upgrade UTC signal control system (SCOOT 7)</p> <p>STO01SC7</p>	<p>£2,750,000</p>	<p>Provision of dynamic, cloud based UTC 'SCOOT 7' system upgrade to enable more efficient phasing of traffic signalised junctions to enable priority to be given to buses through extended green and hurry call option on core bus corridors, delivered in conjunction with other bus priority measures and service frequency enhancements.</p>	<p>Targets have been identified for punctuality and journey time improvements, which will be used to measure the intended outcome of this intervention.</p> <p>The bus journey time savings and reliability improvements of the SCOOT 7 installation proposals have been assessed through the DfT's small scheme appraisal tool, with an initial BCR value of 3.0 achieved, indicating that is scheme will deliver high value for the funding invested.</p>	<p>This is being delivered in partnership with existing external SCOOT7 software and maintenance providers.</p> <p>SCOOT 7 installation upgrades have been identified for 20 junctions on key bus priority corridors across Stoke on Trent.</p> <p>Appendix D & E</p> <p>The first site at Waterloo Road Burslem is due to be live from April 2024.</p> <p>Journey time data is being collected before the upgrade is implemented to ensure evaluation shows the benefit for the bus services.</p>
<p>Bus lane and red route enforcement</p> <p>STO01BTE</p>	<p>£2,250,000</p>	<p>Citywide identification and implementation of new bus priority and traffic management enforcement measures including purchase of bus lane, bus gate and red route enforcement cameras. The focus is on enforcement against regular infringements which cause regular delays to bus services, including illegal parking/loading.</p>	<p>This enforcement capability will support the delivery of the BSIP targets of increased patronage and improved reliability.</p> <p>Targets for punctuality and journey time improvements will be the measure of the intended outcome of this intervention.</p>	<p>Analysis of the impacts of infringement incidents creating delays to bus services has identified the requirement for static enforcement cameras at 13 hotspot locations.</p> <p>First site at Waterloo Road, Burslem is due to be live from April 2024.</p> <p>Appendix F</p> <p>Two camera cars are on order, anticipated delivery date is April 2024 and the enforcement team will be able to schedule the car to attend all the reported hotspots on a regular basis.</p> <p>Revenue funding from delivery team budget will also support this project, as recruitment of two additional monitoring officers and one additional processing officer will be carried out, which will help to manage the potential increase in the number of additional tickets issued.</p>

Scheme	Budget allocation	BSIP Proposal	Outcome Benefits	Delivery Update
				<p>The new back office system has been funded through BSIP and went live on 19 March 2024. The system is being monitored and checked to resolve any initial issues.</p>
<p>Accessible bus stops STO02ABS</p>	<p>£2,500,000</p>	<p>Bus stop improvement proposals identified for 194 bus stops to ensure all bus stops on network are accessible.</p>	<p>Priority will be given to the highest usage, interchange stops, on corridors complimented by other bus priority measures, especially serving areas where there is a higher percentage of elderly residents.</p> <p>Bus stop improvement proposals have had an initial appraisal using DfT's small scheme appraisal tool, with an BCR value of 3.7 achieved</p>	<p>Bus stop improvements are being identified for 194 bus stops to ensure a higher proportion of the bus stops on network are accessible to all passengers.</p> <p>The cost estimate per bus stop is £8k approximately, there will be of course be slight variations at each location, as they are assessed on an individual basis.</p> <p>Prioritisation of bus stop accessibility upgrades are based on the following prioritisation criteria:</p> <ul style="list-style-type: none"> • high usage/high service frequency bus stops • key interchange stops • locality of stop in terms of amenities and residential areas <p>The inhouse commercial team have procured the contractors using the existing highway framework.</p> <p>The first 70 bus stops are due for completion by the end of March 2024. To monitor progress a report is sent in showing before and after photographs and showing the extent of the improvement.</p> <p>The remaining bus stops will be delivered in 2024/25, with the potential of increasing the number of bus stops upgraded across the network as the cost per site is lower than initially forecasted.</p>

Scheme	Budget allocation	BSIP Proposal	Outcome Benefits	Delivery Update
Real Time Information at bus stops STO02RTI	£1,500,000	Provision of a package of real time information displays at bus stops, including a mix of hard-wired 'next bus' displays and e-ink timetable displays. The programme will include Real Time information screens at 100 bus stops and real time QR codes at 461 bus stops.	Provide real time bus service arrival information, providing reassurance to passengers regarding reliability and journey planning. The increase in passenger number will be used to evaluate the benefits of passenger's confidence in the network.	Locations are currently being agreed, in line with the same criteria that is being used for the accessible bus stops. Consideration is also being given to the Silicon Stoke fibre network and a real time strategy is being developed to support the sites agreed. Key sites will include the city centres, district centre and key destinations.
CCTV and lighting at bus stops STO02SBS	£825,000	CCTV will be installed in at least 100 bus stop shelters, with 100 bus stops receiving an uplift in lighting levels, to aid customer safety.	100 bus stop locations identified with prioritisation given to high usage and interchange bus stops, including on bus corridors complimented by other bus priority measures. Areas of high crime or perceived crime risk, included.	Locations are being agreed, these will include any locations that have been reported by the passengers or bus companies. The cameras purchased will be a mix of fixed location and those which can be redeployed across the network. A review is underway and internal guidance is being sought, as revenue funding from BSIP will be required to support this project. This for a dedicated resource to monitor the new locations and fund the ongoing revenue costs to maintain the working system, including energy and data costs which have been identified since submitting the original bid.
Capital Cost	£17,325,000			The BSIP maximum capital allocation is £17,325,000.

Reserve Bus Priority Schemes

129. In addition to the capital funded bus priority schemes listed in Table 7-1 above, the bus priority schemes listed below are identified as potential reserve projects, to be prioritised for delivery if BSIP capital funding resources become available.

130. Feasibility Studies for:

- Burslem to City Centre Bus Corridor (Waterloo Road corridor)
- City Centre to Longton Bus Corridor (Victoria Road)
- Bucknall New Road – Limekiln – Bucknall Road Bus Corridor

131. Bus Priority measures involving:

- Bus Lane installation/extension on Town Road, Hulton Street and Providence Square in Hanley.
- Cross-city bus connectivity improvements provided through linking three City Centre junctions with Selective Vehicle Detection (SVD) technology, and road access designation for bus access priority. Junctions involved would be Marsh Street North / Black Horse Lane / Marsh Street / Trinity Street / Marsh Street South / Albion Street, in Hanley
- Bus corridor pinch point improvements along the A52, Werrington Rd / Dividy Rd, Bucknall

BSIP Revenue funded bus interventions for delivery during the period 2023-2026 are summarised in Table 8-1 below, affordable fares has an end date of 31 March 2025.

Table 8-1: Revenue Funded BSIP Proposals

Scheme	Budget allocation	BSIP Proposal	Outcome Benefits	Delivery Update
Affordable fares initiatives	£7,400,000	<p>Simplification and discounted fares delivered over a 21 month period.</p> <p>Full details of the simplified, affordable fare proposals and a supporting Technical Note are provided in Appendix B.</p>	<p>Patronage Uplift</p> <p>This proposal will ensure that travel by bus in the Stoke on Trent area will become more affordable and attractive for a larger percentage of the population, particularly for younger passengers and students. The scheme will provide a cheaper transport option for journeys for work and leisure, than using a private car or taxi.</p> <p>Outcome monitoring will involve regular patronage data collection to ascertain how well the scheme is delivering, and which types of passengers are utilising the service.</p> <p>The target has been set for increasing passenger numbers over the period 2023-2025.</p>	<p>A simplified package of significantly discounted bus fares is proposed as follows:</p> <p>Super Discounted introductory fare discounts will be introduced for a range of bus fares across all bus operator services in Stoke on Trent for a duration of 12 months, from 1 July 2023 – 31 March 2025.</p> <p>A review of actual costs against forecasted costs is in progress, which will enable a robust profile for the budget for 2024-2025.</p> <p>This review is planned for completion by the end of April 2024. It will involve reviewing and confirming the base line data and comparison with reconciliation data submitted by the operators.</p> <p>The review will also include consideration of any changes in the scheme which will come into effect from 1 July 2024.</p>
Improved Services	£5,700,000	<p>A range of service uplift proposals have been identified, in conjunction with operators. This is focused on rejuvenating the bus service offer across the network, by improving accessibility</p>	<p>These proposals include new cross city services, better linking of services, increased frequency and extended hours of operation, which will rejuvenate the bus service</p>	<p>This project experienced a delay issuing the first phase of tenders due to the internal approval process.</p>

Scheme	Budget allocation	BSIP Proposal	Outcome Benefits	Delivery Update
		<p>and facilitating an acceleration of patronage and revenue growth. These include service frequency increases, timetable extensions, provision of new services and combined cross-city services.</p> <p>Further consultation with operators on final details is currently in progress.</p>	<p>offer across the network, and facilitate an acceleration of patronage and revenue growth.</p> <p>Key focus is to improve access from areas of multiple deprivation, to frequent, quick and reliable bus services, for easier access to jobs, education, and training opportunities and for accessing essential services and amenities.</p>	<p>The initial 8 tenders have been issued through the procurement portal and have a closing date of 28 February 2024.</p> <p>These have been evaluated and internal approval has been given, so that we can award tenders as appropriate.</p> <p>SoTCC have been able to award all of the tenders issued and are able to afford the enhanced option where appropriate.</p> <p>Phase two tenders are currently under review and being prepared for issuing.</p> <p>A review will be carried out to consider phase three tenders and likely timescales for issuing, in addition to seeking legal guidance on the updated de minimis regulations.</p> <p>See Appendix G and H for the network of First and D&G and their fleet details,</p> <p>See Appendix I for the list of bus service proposals.</p>
Network Promotion	£276,500	<p>The package includes development and roll-out of a network brand, to sit alongside operators' own route branding where provided. This will be provided in all physical, printed</p>	<p>The Comms and Marketing approach will be delivered in partnership with operators and DfT. This will include social media, press releases, promotional events, posters and provision of a one stop online information</p>	<p>Marketing and communication plans are in place for the programme, and the projects,</p>

Scheme	Budget allocation	BSIP Proposal	Outcome Benefits	Delivery Update
		<p>and digital materials. The other core element will be a continuous programme of focused promotion of the benefits of bus travel and the improvements made through the EP, with a focus on social media.</p>	<p>site/link for passengers, to promote the range of bus service improvements being delivered by SoTCC and operators through the BSIP/EP and other funding initiatives</p>	<p>with the plans for affordable fares and bus service enhancements being live.</p> <p>The plans for the remaining projects are currently in development and will tie in with the delivery plans to ensure key messages are promoted regarding the delivery of the BSIP programme.</p> <p>The programme wide plan includes the updates to the Bus Service Improvement Plan deadlines and key milestones for the projects.</p> <p>The team are also working together on developing an additional customer survey that will run in parallel with the Transport Focus survey. This will provide additional information about journeys that passengers have already taken and their experiences. This will help the Council enter into negotiation with bus operators about providing additional journeys to accommodate shift patterns and busier routes where the patronage levels have increased significantly.</p> <p>There are also going to be community roadshows held during the summer to engage with the current and future passengers and help with any questions</p>

Scheme	Budget allocation	BSIP Proposal	Outcome Benefits	Delivery Update
				<p>they may have about the improved network and affordable fares initiative.</p> <p>See Appendix J for the marketing and communications plan</p>
Scheme delivery /Operational Management	£962,000	Provision of a BSIP Delivery, Management/ Co-ordination team	<p>A team structure has been identified that will provide an overall Project Delivery Manager role, Network Management & Monitoring roles, and Duty Officers/ on-street Bus Wardens. In combination, these roles will enable improved management of traffic signals to support live bus priority, improved programming and coordination between planned highway works and bus services, improved management of emergency highway works to ensure buses are prioritised, improved provision of public transport information, and improved management of special events and unforeseen occurrences in support of bus reliability.</p>	<p>The team currently consists of a:</p> <ul style="list-style-type: none"> Programme manager Programme support officer Capital project manager <p>The delivery team for Newport Lane Bus Link is currently under review and discussions are taking place with colleagues, an assistant engineer has been identified within the existing highways team and arrangements are being made to allocate this resource to the team.</p> <p>Additional resources may be required to provide technical drawing assistance.</p> <p>The revenue project manager role is currently under review, an opportunity has been identified to second an existing officer with significant knowledge and experience of the bus network into this role, which provides an opportunity for succession</p>

Scheme	Budget allocation	BSIP Proposal	Outcome Benefits	Delivery Update
				<p>planning and training to take place whilst the BSIP programme is being delivered.</p> <p>See Appendix C for the structure.</p>
Revenue Cost				<p>The BSIP revenue allocation is £14,338,500.</p>

Measures

129. The Council will co-ordinate the roll-out of a 'light touch' network brand across the platforms detailed below to the agreed design guide.

- All bus totems and bus shelters in the City Council area
- All bus shelter plates in the City Council area
- All bus stations including destination finders, where to board your bus, route finders, stop specific timetables, continuing your journey
- Stoke Bus Info website with branded link from all operator's website
- Enhanced Partnership promotional publicity
- All real time information displays

130. SoTCC are committed to consulting and informing bus operators, and all statutory consultees as required, on the development of capital and revenue funded BSIP scheme designs and proposals, and for all new scheme proposals which may emerge during the period of this EP Plan and Scheme. Advance notification of SoTCC's intention to seek operator engagement for the development of scheme design proposals will be included as a standing agenda item for Stoke-on-Trent Enhanced Partnership Board meetings, which will convene a minimum of three times a year.

131. Major scheme design and development will be steered by consultation responses and related surveys, including operator and bus passenger experience, and local transport user group feedback.

132. Transport Focus were procured to carry out the 2023 Customer Survey Your Bus Journey, the final results will be available from the end of March 2024, and they will carry out the survey in 2024. SoTCC will review additional opportunities to seek customer feedback through the launch of the Customer Charter and by considering potential roadshows and events to showcase the BSIP programme deliverables.

133. Recruitment has been completed for:

- October 2023:
 - a. BSIP Programme Manager, who is responsible for the delivery of EP initiatives and to provide overall leadership of the team
 - b. Programme support officer
- November 2023
 - a. Capital Project Manager
- January 2024
 - a. Two Bus Station Duty Officers were recruited to provide monitoring and passenger support at the bus station and on the bus network, which will enable a

focused and dynamic management of traffic signal, roadworks, parking, bus stop and other traffic management issues in support of punctual and reliable bus operations and will carry out activities within the bus station and on the routes.

Posts to be reviewed and considered for recruitment are:

- Two Highway Coordinators and the network management and monitoring team
- Capital Infrastructure delivery engineer for Newport Lane
- Capital infrastructure assistant delivery engineer for Newport Lane – an existing officer has been identified to carry out this role and negotiations are underway to enable this transition.
- A marketing/communications strategy/ customer information officer to ensure information and communication with customers is accurate, timely and effective.

134. Duties to be covered by the team include:

- Monitoring traffic flows and adjusting traffic signals to reduce congestion and delay to bus users; - arranging surveys with enumerators
- Send messages to the real time screens and variable message signs around Stoke-on-Trent to advise bus passengers and road users of any delays; - bus station team can already do this
- Co-ordinate action between operators to overcome problems on street;
- Keep bus routes, bus lanes and bus stops clear of obstructions – for example, by moving vehicles on which are parked (including for loading) in such a way that they obstruct buses, or by assisting whenever a highway is blocked – for example by utilities work, maintenance work or by an accident;
- Maintain bus stops, shelters and bus timetables around the city;
- Inspecting and sorting out problems which are reported about the bus network for example, vegetation which obscures bus stops;
- Assist passengers during special events – during one-off major events, or for regular special events, including university open days;
- Assist passengers with day-to-day enquiries;
- Collecting information about persistent causes of delay (for example, poorly phased traffic signals, loading vehicle obstructions) so that rectification action can take place.

135. Ensure the continuation of information service provided through the 'one stop shop' website <http://www.stokebus.info>, which includes an interactive map, that is currently funded by SoTCC through the Travel Demand Management fund (TDM). This will be maintained throughout the EP Scheme period up to 30th September 2025.

136. Additional promotion will be introduced to ensure that more people can gain the benefits from the information service provided by the website. Bus operators will still be able to provide their own information products and approaches to customers during this period.

137. SoTCC have been successful in securing funding to recruit 6 Transport Safety Officers, as part of the Anti-Social Behaviour Pilot Scheme (ASB) launched in 2023. The pilot will operate for up to 15 months, until May 2025.

138. The objectives for the ASB pilot in SoTCC are to:

- a. Reduce and prevent incidents of ASB on and around the public transport network
- b. Provide general reassurance, particularly for more vulnerable member of society, including the elderly, young persons and women, using public transport
- c. Improve the attractiveness, experience and expectations of using the public transport in Stoke on Trent
- d. Raise awareness of the need and process for reporting ASB
- e. Improve the quality of recorded data regarding ASB incidents

Section 4 - Obligations on the operators

4.1 Measures

139. Through the Enhanced Partnership operators will reduce and coordinate the number of timetable changes per annum, with changes being made no more frequently than four times a year. Timetable change intentions will be reported by the Operators to SoTCC Bus station manager, with an explanation for the need and impact of the timetable change.
140. The SMART multi operator ticket scheme was introduced on 1 July 2023 and all operators in the City Council area have become a part of the scheme. All operators will be required to provide full data on their sales of the SMART multi-operator ticket. The City Council will also maintain its role as the administrator of the SMART multi-operator ticket.
141. Operators will commit to working within the Enhanced Partnership to promote the SMART multi-operator ticket as the primary ticket for all journeys and will work to phase out single operator tickets as soon as practicable and commit to the removal of single operator tickets by the end of the EP Scheme.
142. Following the award of funding allocated through the Bus Service Improvement Plan settlement from government, operators will commit to the reduction of maximum fares for the SMART multi-operator ticket to be agreed annually. Operators will also consider reductions in the price of single and return fares where this supports affordable travel in Stoke-on-Trent.
143. Following the award of the funding allocated through the Bus Service Improvement Plan settlement from government, operators will commit to the provision of enhanced frequency cross-city services. Initially, within six months of funding being secured.
144. Following the award of the funding allocated through the Bus Service Improvement Plan (BSIP) settlement from government operators will work with the City Council to enhance and develop the Stoke-on-Trent bus network to meet the changing needs of customers in accessing employment, education, and training, in line with proposals outlined in the BSIP.

4.2 OPEX SAVINGS

145. This EP will ensure there will be a strong focus on co-ordinating the network to ensure services are run as efficiently as possible, with potential for efficiencies/savings to be directed to improving the network overall.

146. There are no immediate OpEx savings to be identified on the SoT / North Staffordshire bus service network, as no route corridors on the network have any direct operator competition, or over provision, which could afford the opportunity to reallocation bus service resources on other sections of the network.

Opportunities for future OpEx savings will be considered through the delivery and performance monitoring of the 'Improved Bus Services' proposals.

4.3 Greening the SoT Bus Fleets

147. SoTCC and the bus operators are working in partnership to reduce pollutive bus exhaust emissions and to decarbonise the bus fleets operating in Stoke on Trent.

4.4 Retrofit Bus Fleet Programme

148. £800,000 funding has been allocated, by the Government's Joint Air Quality Unit, to retrofit buses in the city, to specific focus on reducing Nitrogen Dioxide emissions.

149. This scheme is part of a response to a government direction which requires interventions in three key corridors to reduce air pollution. Two of the corridors are in Stoke-on-Trent: Bucknall New Road and Victoria Road, and one in Newcastle Under Lyme.

150. Bus emissions on the Bucknall New Road corridor are being reduced through a retrofit programme, to achieve air quality level compliance.

151. Agreement with First Bus, has identified fifty buses for retrofit, with commitments:

- to have 50% of the bus fleet to be of Euro6 standard by 1st April 2023
- to have 100% of the bus fleet to be Euro6 standard by 1st April 2028
- for the first non-ICE buses to be operating in the city by 1st April 2028

4.5 Communications/Marketing Strategy

152. An outline Communications and Marketing Strategy is summarised below and a more detailed version is included in Appendix J.

153. To ensure the Communications Strategy is effective, the marketing approach will be:

- holistic, with strong digital and social media presence;
- have clear brands, unified across the SoT network and focussed on the whole city, rather than solely at operator level;
 - a. SMART ticketing logo on buses
- cover services, ticketing, information, and infrastructure with consistency of brand;
- have one stop online and physical customers services desks (at the bus station)for information;
- involve a strong partnership between SoTCC and operators in promotional activities,
- Accurate and timely dissemination of basic timetable and fares information, across multiple formats, is fundamental,
 - a. Update website to include upcoming service changes
- A user friendly one stop website, with all bus service passenger information consolidated onto one platform, and refreshed, to ensure there is a clear brand and style, and a state of the art, user friendly front end,
- Supported by a back-office support that enables the customer services team to be more flexible, responsive and efficient in implementing online updates and changes,
- Targeted for specific initiatives, including the promotion of concessionary travel and new fares discount initiatives,
- Consistency of offer across the area for public transport information is vital, with a single consistent source of comprehensive information being the ideal, covering all modes.

154. The key communication and marketing methods to be employed to promote the BSIP initiatives including the affordable and simplified fares, quicker, more reliable journey times, and the bus service network enhancements are summarised in Table 6-1, below.

Table 6-1: Key Communications/Marketing Methods

Task	Actions	Resource
Online one stop information Source	Refresh/revamp existing Stoke on Travel Public Transport Website , providing user friendly platform to obtain bus service information, access details on fares promotions/incentives, service improvements,	A dedicated Comms / Marketing Resource will be allocated to each

Task	Actions	Resource
	bus priority measures and real time bus service timetables and performance.	task, via the SoTCC BSIP Delivery Team The BSIP Delivery team will work in partnership with Operators and other partners to deliver, monitor and update the Comms Strategy
	Clear branding, unified on all materials across the SoT bus network, including operator vehicles, websites and marketing.	
	Ensure link to website is clearly displayed on marketing materials, operator websites, larger employers and key attraction/services websites	
Marketing Campaign materials	Posters/Flyer to promote launch of specific bus service initiatives	
	Pop up marketing stand/banner displays for Hanley bus/Stoke/Longton/Longport/ Kidsgrove train stations, public libraries, Council officers, shopping centres etc.	
Press Releases	To inform of bus service improvements, launch of initiatives and to maintain awareness	
Social Media use	Twitter/FB etc to inform of bus service improvements, launch of initiatives and to maintain awareness	
Comms Channels	VMS – To inform of bus service improvements, launch of initiatives and to maintain awareness	
	Digital billboards/City centre digital panels	
	J C Decaux bus shelter advertising panels	
	Libraries / Leisure centres – pop up stand / posters/flyers	
	Hanley Bus Station	
	SoTCC website	
Promotional Events	BSIP Team attend appropriate events with pop up stands promoting launch of initiatives Create standalone (Static) consultation stand at high footfall areas: Hanley (entrance to Potteries shopping centre) – also advertise on events section of their website. Stoke Railway Station /Bus Station/ SoTCC Civic Centre Reception/ Stoke City FC/Port Vale FC home games/ large supermarkets	

Task	Actions	Resource
Monitoring Report / BSIP Targets Review	Undertake monitoring of Comms/Marketing for promotional events/hits on website/info requested/ feedback/complaints	

155. Currently working with the existing comms team, allocated resource as and when required. BSIP is contributing toward the costs of this resource.

Section 5 – Governance Arrangements

Review of Enhanced Partnership Scheme

156. Once the Enhanced Partnership Scheme is made, it will be reviewed by the Enhanced Partnership Board every six months following publication of data on progress towards targets, as required by the Enhanced Partnership Plan – this will ensure any necessary action is taken to deliver the targets set out in the Enhanced Partnership Plan. SoTCC will initiate each review.

157. The Enhanced Partnership Forum can also decide to review specific elements of the scheme on an ad-hoc basis. Enhanced Partnership Forum members should contact the Council using the following email address public.transport@stoke.gov.uk explaining what the issue is and its urgency. The City Council will then decide whether to table at the next scheduled meeting of the Enhanced Partnership Board or plan for all or the necessary Enhanced Partnership Board members to gather more quickly.

158. Promotion of customer charter to encourage passengers to report issues and experiences on the bus network to the team. This can include good examples of driver behaviour and that bus journey experience.

Variations to Enhanced Partnership Scheme

159. The primary purpose of the Board is to oversee the delivery of and future development of the Enhanced Partnership Plan and Scheme, and in satisfying this the Board is established by the Enhanced Partnership with the mandate to take decisions using bespoke arrangements for varying or revoking the Enhanced Partnership Scheme. These bespoke arrangements will apply only to Part B (the Enhanced Partnership Scheme) sections 3 (obligations on the Council) and 4 (obligations on bus operators). Consideration will be given to Enhanced Partnership Scheme variations put forward by Board members including the City Council, or by any Operator of Qualifying Bus Services, or by one of the organisations represented on the Enhanced Partnership Forum. The proposer of a variation should demonstrate how this might contribute to achieving the objectives set out in the BSIP, Enhanced Partnership Plan and current local transport policies. Such requests should be in writing and submitted to public.transport@stoke.gov.uk and SoTCC will forward all requests onto all Enhanced Partnership Forum members within **five** working days.

160. On receipt of a request for a variation using bespoke arrangements under this section, SoTCC will reconvene the Enhanced Partnership Board, giving at least 14 days' notice for the meeting, to consider the proposed variation. If the proposed variation is agreed unanimously (i.e., by all bus operator representatives present, and by Stoke-on-Trent City

Council) the City Council will make the Enhanced Partnership Scheme variation within **seven** working days and publish the revised Enhanced Partnership Scheme on its website. Enhanced Partnership Board members who are absent or not expressing a view at the meeting (either in person or in writing) will be deemed to be abstaining from the decision. Should the proposed variation not be agreed unanimously, the bespoke objector mechanism process will be applied.

161. The bespoke objector mechanism will be used where unanimous agreement cannot be reached by all bus operators representatives and Stoke on Trent City Council. The objector mechanism will provide a 14 days review period for all bus operator representatives. Following this review period, the Board will assess the objection(s) using two criteria as required in section 11 parts (4) and (5) of the Enhanced Partnerships and Schemes (Objections) Regulations 2018.

162. The City Council may, in exceptional circumstances, exercise a veto over Enhanced Partnership Board decisions which it may reasonably believe or suspect as having anti-competitive implications. The City Council will have the power of veto to ensure:

- a. that the voting system does not allow an individual Operator to influence the Enhanced Partnership to its own commercial benefit or to harm competitors;
- b. there is no opportunity for a group of Operators to vote in a co-ordinated manner to mutual benefit on a sustained basis;
- c. there is no discrimination between Operators;
- d. that actual or potential competition, entry to new services and by new Operators, or innovation, is not inhibited;
- e. and, in the Council's view, proposals would not place it in breach of its statutory duties.

Operator objections to proposed Enhanced Partnership Scheme and future proposed variations

163. The proposed Enhanced Partnership Scheme and any subsequent proposed variation, for all sections where bespoke variation arrangements described above in paragraphs 150, 151 and 152 do not apply, or where unanimous agreement is not reached, can only be adopted following a minimum 28-day period of review by all operator representatives. The Board will assess operator objections using two criteria as required in section 11 parts (4) and (5) of the Enhanced Partnerships and Schemes (Objections) Regulations 2018

These criteria are:

Criterion 1

- a. the combined registered distance of all the qualifying local services operated by objectors in the relevant EP area is at least 25% of the total registered distance of all local bus services operated by all the bus operators in that area and:

b. where there are four or more operators in the relevant EP plan or scheme area, at least three are objectors; or

where there are less than four operators in the relevant EP plan or scheme area, all are objectors.

Criterion 2

c. at least 50% of the total number of operators of qualifying local services within the relevant plan or scheme area have objected and the combined registered distance of qualifying local services operated by the objectors in the relevant area is at least 4% of the registered distance of all local bus services operated by all the bus operators in that area

164. If either is satisfied, the consultation exercise on the plan and scheme cannot legally go ahead (it is not a requirement that both criteria must be satisfied).

165. This process is only evoked for variations which are not covered by the Bespoke Variation arrangements. Paragraph 150, above, states the Bespoke arrangements covers the Obligations on the Council in section 3 of the EP Scheme, which includes all the BSIP Capital and Revenue schemes, and the Obligations on Operators in section 4 of the EP scheme.

Revocation of an Enhanced Partnership Scheme

166. If the Council or another member of the Enhanced Partnership Forum believes it is necessary to revoke the Enhanced Partnership Scheme, the Enhanced Partnership Board will be reconvened. If the decision is taken to revoke the Enhanced Partnership Scheme the formal legislative procedures (for revocation will be followed by the City Council, detailed in The Enhanced Partnership Plans and Schemes (Objections) Regulations 2018, Section 8 (Objections to the revocation of a plan or scheme)).

167. If at any point in the future, any area covered by the Enhanced Partnership Scheme is included in a bus franchising scheme, the relevant requirements set out in the Enhanced Partnership Scheme document will cease to apply to areas covered by the franchising scheme, in line with the arrangements set out in the franchising scheme.

List of Appendices:

Appendix A – Stoke on Trent Customer Charter

Appendix B – Affordable Fares Package – Summary and Technical Note

Appendix C - SoT BSIP Delivery + Operational Management Team

Appendix D - SCOOT 7 Upgrade Locations

Appendix E - Bus service journey time benefits to be achieved through the installation of SCOOT 7 upgrades

Appendix F – Infringement Hotspot Location Details

Appendix G - Bus service network maps for all operators

Appendix H – Fleet vehicle specifications for First Potteries and D&G Bus

Appendix I –Bus Service Enhancement Strategy

Appendix J – Communications and Marketing Strategy

Appendix K – Newport Lane Link Road – High Level Delivery Programme (high optimism/higher risk timescale)

Appendix L – Newport Lane Link Road - High Level Delivery Programme (lower optimism/lower risk timescale)

Appendix M - Newport Lane Link Road proposal overview plan

Appendix N – Newport Lane Supporting Analysis

Appendix A

Stoke-on-Trent Customer Charter

This Bus 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.

The Bus Passenger Customer Charter has been adopted as part of the Enhanced Partnership in Stoke-on-Trent between Stoke-on-Trent City Council, Staffordshire County Council, local bus operators and passenger representative groups. It will be reviewed annually alongside the Bus Service Improvement Plan (BSIP), in consultation with bus operators and passenger representatives.

The Charter covers all regular scheduled services originating in or arriving in Stoke-on-Trent. These are currently operated by:

- Arriva
- D&G Bus
- First Potteries
- Scraggs Coaches
- Stanton's of Stoke

Whilst the Charter does not create any new legal relationship with passengers, bus passengers do have legal rights when travelling by bus which are unaffected by this Charter.

Rights & Accessibility • Bus Users

The following commitments have been made between the local authority and bus operators and passengers to ensure certain standards are met for each journey. When travelling, bus passengers can expect the following every time they travel:

- 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 <http://www.stokebus.info> website, with links from each operators' websites.
- Arrangements 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 an overall customer satisfaction rating of at least 94%
- Up-to-date timetable information for all bus services in a single, clear, readable format, located on the <http://www.stokebus.info> website.

- Space on bus services for wheelchairs.

We want to know when services do not meet your expectations. For comments and suggestions about services and suggestions as to how to improve our bus services, please contact the relevant bus company via the methods detailed below:

Arriva

Send an email to:

Phone: 0344 0800 4411

Social Media: Twitter @arrivamidlandsW, Facebook Arriva Midlands West - Home | Facebook

D&G Bus

Send an email to: info@dgbus.co.uk

Phone: 01782 332337

First Potteries

Send an email to: <https://www.firstbus.co.uk/potteries/help-and-support#get-in-touch>

Phone: 0345 646 0707

Social Media: Twitter @potteriesbuses

Scraggs Coaches

Send an email to: info@scraggs.co.uk (taken from <https://www.scraggs.co.uk/index.php/how-to-contact-scraggs-coach-hire-and-car-hire.html>)

Phone: 01782 336677

Stanton's of Stoke

Phone: 01782 827282

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.

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

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. This will also include reporting of progress against commitments in this Charter.

Customer experience will be discussed at meetings of the Enhanced Partnership between operators and the Council.

Publication of the Charter

The Charter is available on the council's website and the www.stokebus.info website with a link provided on all operators' websites.

A notice announcing the publication of the Bus Customer Charter will be placed on buses running within the Stoke-on-Trent boundary and at the Hanley (City Centre) Bus Station.

Paper copies and large print formats are available on request from the Council, and from public libraries.

Next update due: April 2025

Appendix B

AFFORDABLE FARES PACKAGE – SUMMARY AND TECHNICAL NOTE

SUMMARY OF PACKAGE PROPOSAL:

A simplified package of significantly discounted bus fares is proposed as follows:

Super Discounted introductory fare discounts will be introduced for a range of bus fares across all bus operator services in Stoke on Trent for a duration of 14 months, from 1st February 2023 to 31st March 2024.

From 1st April 2024, fares will rise to the rate proposed for the discounted fare offer, for 12 months until the 31st March 2025, which will still offer considerably cheaper bus fares than current rates.

The table below summarised the super discounted introductory fare offer and the discounted fare offer, compared to current bus fares.

Ticket	Current First	Current D&G	Current SMART (allow unlimited travel on all operators' services in SOT + Newcastle Borough)	Super Discounted Introductory Fare offer: For 15 months from 1 st January 2023 to 31 st March 2024	Discounted Fare offer: For 12 months from 1 st April 2024 to 31 st March 2025	Comments
Adult						
Single	Varies, but typically, c. £2.50	£2.30	n/a	£1.00	£2.00	
Return	£4.50	£4.50 (£3.30 'early bird' before 9.30am w/day)	n/a	n/a	n/a	For simplicity, no return tickets. Day ticket discount will be cheaper than 2 x single fare. ¹
Day	£5.20		£5.90	£1.75	£3.50	
Week	£19.00	£18.00	£21.00	£7.50	£15.00	
Month	£70.00		£75.00	£25.00	£50.00	
3 Month	£194.00		£194.00	£70.00	£140.00	
Annual	£750.00		£580.00	£250.00	£500.00	
Student (with ID)²						

¹ D&G can maintain their early bird ticket (which is just valid on their services) if they choose to

² Aligned students fares with young persons' fares, to keep fare options and analysis simple

Single		20% off adult fare		£0.75	£1.50	
Return		£4.00				
Day				£1.50	£3.00	
Weekly		£15.50	£17.80	£6.00	£12.00	
Month		£45.00	£56.00	£20.00	£40.00	
3 month			£139.00	£55.00	£110.00	
Annual		£450 (via myTrip.app)		£175.00	£350.00	
Under 16/18	Under 16s	Under 19 (5-18)		Under 19	Under 19	
Single	"From £1.10"	From £1.55	n/a	£0.75	£1.50	
Return	£3.30	£3.00	n/a			
Day	£4.00		£4.40 (U16)	£1.50	£3.00	
Week	£14.30	£15.50	£15.75 (U16)	£6.00	£12.00	
Month	£52.50		£56.00 (U16)	£20.00	£40.00	
3 Month	£139.00		£139.00 (U16)	£55.00	£110.00	
Annual	£562.50		n/a	£175.00	£350.00	

Student fares will be brought in line with Under 19 fare rates.

The super discounted introductory fare rates and the discounted fare rates will cost **£7,400,000 over the 27 month period** between 1st February 2023 and 31st March 2025.

Increasing the cost of fares from the super discounted introductory rate to the discounted fare, for the final 12 months of the affordable fares initiative, will provide operators with a more realistic fares offer to sustain discounted fares beyond the duration of the BSIP funding period. Higher patronage rates will support the financial viability of sustaining discounted bus fares on a commercial basis beyond April 2025.

The Technical Note below details the analysis undertaken regarding the forecast patronage uplift to be generated by introducing these discounted fares and the predicted cost of funding the affordable fares proposals.

This proposal will ensure that travel by bus in the Stoke on Trent area will become more affordable and attractive for a larger percentage of the population, particularly for younger passengers, students and will provide a cheaper transport option for journeys for work and leisure, then using a private car or taxi.

TECHNICAL NOTE

Introduction

This note provides an update to the fares modelling undertaken to inform development of the Stoke-on-Trent Enhanced Partnership and builds on a technical note issued on 22nd July 2022. The analysis examines the implications of reducing fares for a suite of tickets, reflecting the proposal in the current draft Enhanced Partnership Scheme to reduce the price of the Smart multi-operator tickets.

The analysis provides updates as follows:

An update of the period of operation of fares offers, assuming commencement on 1st January 2023, resulting in a period of operation of 2 years and 3 months (ending 31st March 2025)

Disaggregation of the analysis to illustrate estimates of proportion, by ticket type and user class, of the likely subsidy requirements

The estimated implications of an additional lower price offer for the initial year of operation

Outcomes of the modelling are reported in the form of estimates of additional induced trips resulting from the fare reductions, the impacts on operational revenue, enabling estimates of the required subsidy to account for potential revenue foregone by operators.

The analysis uses data from post-pandemic time periods and is based on data supplied by First Potteries. The data used includes one week of ticket sales data in a 'neutral' week in March 2022, and an Easter holiday week. We have also referenced some 2019 data as a benchmark for demand totals. The analysis disaggregates the ticket sales data as far as possible, enabling options for the reduction of young persons' tickets to be included in the analysis.

The analysis considers the potential for growth in demand because of reduced fares over a 2.25-year period, from 1st January 2023 to 31st March 2025.

Important considerations and assumptions

The analysis uses the following assumptions to model the whole ticket sales market for buses in Stoke-on-Trent:

That First Potteries is responsible for 70% of all ticket sales on bus, and the data is factored accordingly to represent the whole market

That the return to bus following the pandemic has stabilised, and any further growth will require investment and intervention

A fare elasticity of -0.3 has been applied, representing the recommended short run elasticity value for urban bus outside London for commuting³, in work conducted for the Department for Transport

³ Fay Dunkerley, Mark Wardman, Charlene Rohr, Nils Fearnley (2018) Bus fare and journey time elasticities and diversion factors for all modes, RAND Europe & SYSTRA, Table A3, p xvii

Based on these empirical ticket sales data, a post-COVID demand of c. 60% of pre-COVID levels is observed. It should be noted that this is lower than the reported return of c.75% of demand or more⁴

That c.68% of demand is from paying customers⁵ with the remainder of passenger journeys being undertaken free of charge by ENCTS pass holders.

Options considered

In the development of the Enhanced Partnership Scheme, operators have initially agreed to consider reduced fares on the Smart multi-operator ticket range. The initial fares reductions agreed were that:

Smart Day tickets are priced at £3.50

Smart Weekly tickets are priced at £15.00

Based on these initial headlines for reduced fare levels, a package of reduced fares has been developed by SoTCC that reflects a similar level of reduction in price across the whole Smart ticket range, including reduced prices for young persons' tickets at a lower price than the adult equivalent for the same time-period, initially based on a day ticket being 50p cheaper than the adult equivalent.

The initial modelled ticket prices, representing a 'central case' are therefore as follows:

⁴ On 26th April First reported an "average of 72% across the network although ENCTS lags at 56%", while D&G reported the "Stoke figure is 77% but that has flat-lined for a number of weeks now"

⁵ From DfT stats (Table Bus 113a), indicating 32% of trips in Stoke-on-Trent were ENCTS prior to the pandemic

Ticket	Current First	Current D&G	Current SMART <i>(allow unlimited travel on all operators' services in SOT + Newcastle Borough)</i>	Proposed SMART discounted fares	Comments
Adult					
Single	Varies, but typically, c. £2.50	£2.30	n/a	£2.00	
Return	£4.50	£4.50 (£3.30 'early bird' before 9.30am w/day)	n/a		For simplicity, no return tickets. Day ticket discount will be cheaper than 2 x single fare. ⁶
Day	£5.20		£5.90	£3.50	
Week	£19.00	£18.00	£21.00	£15.00	
Month	£70.00		£75.00	£50.00	
3 Month	£194.00		£194.00	£140.00	
Annual	£750.00		£580.00	£500.00	
Student (with ID)⁷					
Single		20% off adult fare		£1.50	
Return		£4.00			
Day				£3.00	
Weekly		£15.50	£17.80	£12.00	
Month		£45.00	£56.00	£40.00	
3 month			£139.00	£110.00	
Annual		£450 (via myTrip.app)		£350.00	
Under 16/18	Under 16s	Under 19 (5-18)			
Single	"From £1.10"	From £1.55	n/a	£1.50	
Return	£3.30	£3.00	n/a		
Day	£4.00		£4.40 (U16)	£3.00	
Week	£14.30	£15.50	£15.75 (U16)	£12.00	
Month	£52.50		£56.00 (U16)	£40.00	
3 Month	£139.00		£139.00 (U16)	£110.00	
Annual	£562.50		n/a	£350.00	

In the analysis to consider an additional lower price offer in the first year of operation, the following "super discount" fares have been modelled, essentially half the discounted price proposed above:

⁶ D&G can maintain their early bird ticket (which is just valid on their services) if they choose to

⁷ Aligned students fares with young persons' fares, to keep fare options and analysis simple

Ticket	Current First	Current D&G	Current SMART <i>(allow unlimited travel on all operators' services in SOT + Newcastle Borough)</i>	Proposed SMART discounted fares	Comments
Adult					
Single	Varies, but typically, c. £2.50	£2.30	n/a	£1.00	
Return	£4.50	£4.50 (£3.30 'early bird' before 9.30am w/day)	n/a		For simplicity, no return tickets. Day ticket discount will be cheaper than 2 x single fare. ⁸
Day	£5.20		£5.90	£1.75	
Week	£19.00	£18.00	£21.00	£7.50	
Month	£70.00		£75.00	£25.00	
3 Month	£194.00		£194.00	£70.00	
Annual	£750.00		£580.00	£250.00	
Student (with ID)⁹					
Single		20% off adult fare		£0.75	
Return		£4.00			
Day				£1.50	
Weekly		£15.50	£17.80	£6.00	
Month		£45.00	£56.00	£20.00	
3 month			£139.00	£55.00	
Annual		£450 (via myTrip.app)		£175.00	
Under 16/18	Under 16s	Under 19 (5-18)			
Single	"From £1.10"	From £1.55	n/a	£0.75	
Return	£3.30	£3.00	n/a		
Day	£4.00		£4.40 (U16)	£1.50	
Week	£14.30	£15.50	£15.75 (U16)	£6.00	
Month	£52.50		£56.00 (U16)	£20.00	
3 Month	£139.00		£139.00 (U16)	£55.00	
Annual	£562.50		n/a	£175.00	

⁸ D&G can maintain their early bird ticket (which is just valid on their services) if they choose to

⁹ Aligned students fares with young persons' fares, to keep fare options and analysis simple

Accounting for a reduced period for the subsidy

Reducing the period of availability by commencing the fares proposals later, from 1st January 2023, instead of the previously modelled commencement date of 1st October 2022, reducing the period of availability by three months, has the following overall impact:

Commencement date	End date	Total subsidy (£m)
1/10/22	31/03/25	3.82
1/1/23	31/03/25	3.44

Disaggregated impacts

Based on the commencement of the fares offer from 1st January 2023, and using the empirical data that has informed this analysis, the disaggregated impacts of the offer broken down by ticket and user types is as follows:

Ticket	Proposed SMART discounted fares	Annual New trips ('000)	Annual Total trips ('000)	Annual future revenue (£'000)	Subsidy per year (£'000)	Subsidy for whole offer period (2.25 years, £'000)	% subsidy
Adult							
• Single	£2.00	91	1,302	2,604	479	1,079	31
• Day		138	1,184	2,071	697	1,569	46
• Weekend	£3.50	0	57	122	0	0	0
• Week	£15.00	63	740	1,110	256	575	17
• Month	£50.00	2	16	20	5	12	0
Concession							
• Single	£1.50	0	55	110	0	0	0
• Day	£3.00	0	10	10	0	0	0
Young persons							
• Single	£1.50	11	156	233	44	98	3
• Day	£3.00	6	88	132	23	53	2
• Week	£12.00	11	156	233	44	98	1
• Month	£40.00	6	88	132	23	53	0

Impact of an additional initial discount

Based on the commencement of the fares offer from 1st January 2023, and for the first year offering a “super discount” offer in the first year, the total impact across the full funding period is as follows:

Date	New trips (Millions)	Total paying trips (Millions)	Total trips (Millions)	Revenue (£m)	Subsidy required (£m)
01/04/22 to 31/12/22	0	2.57	3.78	6.07	0
01/01/23 to 31/12/23	1.18	4.60	6.21	4.04	4.05
01/01/24 to 31/03/25	0.40	4.67	6.69	8.21	1.91
Total BSIP	1.58	11.84	16.67	18.33	5.96

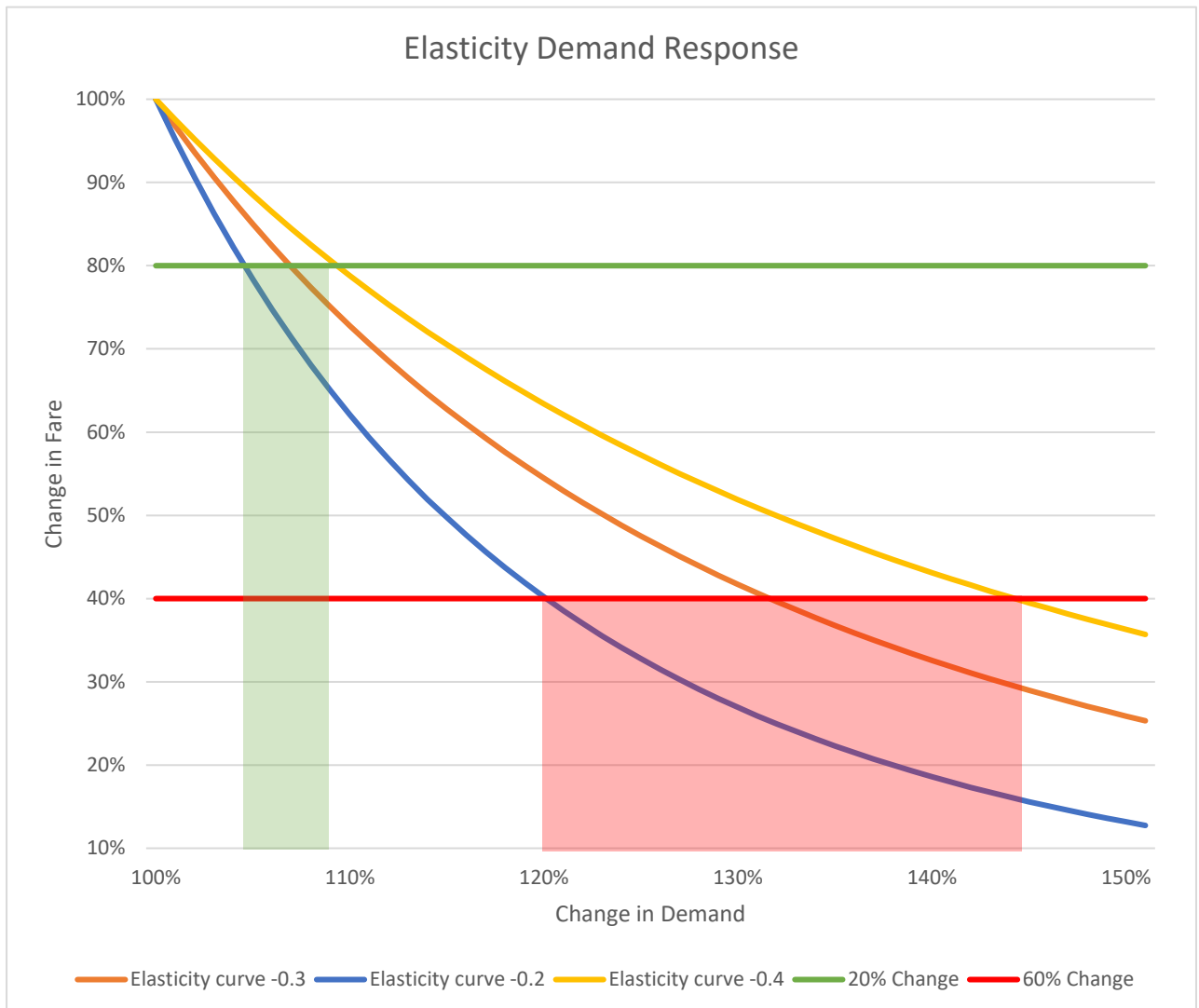
Note these time periods are not all full years but reflect the periods where different offers are in place, including the initial months of this financial year with no offer in place.

This additional offer raises the required subsidy from £3.44m to £5.96m over the 2.25 years of the funding.

It is important to place a caveat on the limitations of elasticity forecasts. This forecast approach has a low risk of inaccuracy threshold for cost changes up to 25%, positive or negative. For the initial discounted ticket offer, the range of percentage cost changes across the ticket types is between -17% and -34%; thus, the approach contains some risk of inaccuracy. The “super” discounted ticket's range of cost changes across the ticket types is between -59% to -67% and therefore the risk of inaccuracy is considered high.

Additional notes on elasticity analysis

The chart below illustrates the relationship between fares and demand within the elasticity analysis for the changes described above.



Analysis of Chart if 'super' discounts are introduced

An elasticity value of -0.3 has been selected for this analysis based on previous research into bus ticket price sensitivity. This value is representative and to be used as an indicator of the likely impact.

There is reasonable probability that the true value of the demand curve is within ± 0.1 , so between -0.2 and -0.4. For a reduction in cost of 20% (green line), the range of possible changes in demand is between 5% to 9% as shown by the green box.

This means that estimating an impact of 7% growth, as calculated from an elasticity value of -0.3 is low risk as the lower bound of likelihood is only 2% less.

However, for a reduction in cost of 60% (red line), the range of possible changes in demand is between 20% and 45% percent. (Red box).

This is a much higher range of results, meaning that using the average value of 32% could be 6 times more inaccurate than for a change of 20%.

Therefore, the contingency required to ensure subsidy is available in the event of a lower demand response needs to be significantly higher when the changes to ticket price are above 20%.

Analysis of Scenario 1 – 12 Months at Super Discounted, 15 Months at Discounted

The budget available for subsidising the bus operators is £7m over the 2.25 years starting in January 2023.

The modelling exercise with the Super Discounted fares available for only the first 12 months forecasts a revenue from new customers of £1.73m and requires a subsidy of £5.96m.

We can calculate the demand response and elasticity threshold where subsidy exceeds £7m. In this case revenue would need to be less than 40% of the expected value (£0.69m) and the elasticity would be -0.14, which is outside of the probable range.

Assuming an elasticity lower bound of -0.2, revenue generated from new users would be £1.11m and therefore £620k contingency should be made available to cover the gap to the expected value (£1.73m). This takes the total subsidy allowance to £6.58m.

Analysis of Scenario 2 – 15 Months at Super Discounted, 12 at Discounted

The modelling exercise with the Super Discounted fares available for 15 months forecasts revenue generated by new customers of £1.85m and the subsidy requirement is £6.59m. A lower demand response will require an increase in subsidy.

Using the principles set out in the chart discussed above, the contingency value should cover the additional subsidy assuming a lower demand response. Using an elasticity value of -0.2 with the same ticket price phases, the income generated by new customers is only £1.18m, thus requiring a subsidy of £7.26m.

Working backwards, any demand response that was less than 80% of the expected change in demand (approx. £1.35m) would use more subsidy. This works out at approximately -0.24 elasticity value and so is well within the probable bounds.

Conclusions

Forecasting demand response to discounted ticketing fares incurs significant financial risk, therefore a sufficient contingency budget will need to be incorporated into the subsidy allowance.

Providing a subsidy allocation of £7.4m will be required to fund Scenario 2, to ensure that an elasticity risk of up to -0.24 in forecast income generated from demand can be funded via the BSIP funding allowance for the affordable fares package.

Given the inherent risks involved with elasticity-based forecasting for large ticket price changes, any use of the Super Discounted fares should be treated with extreme caution.

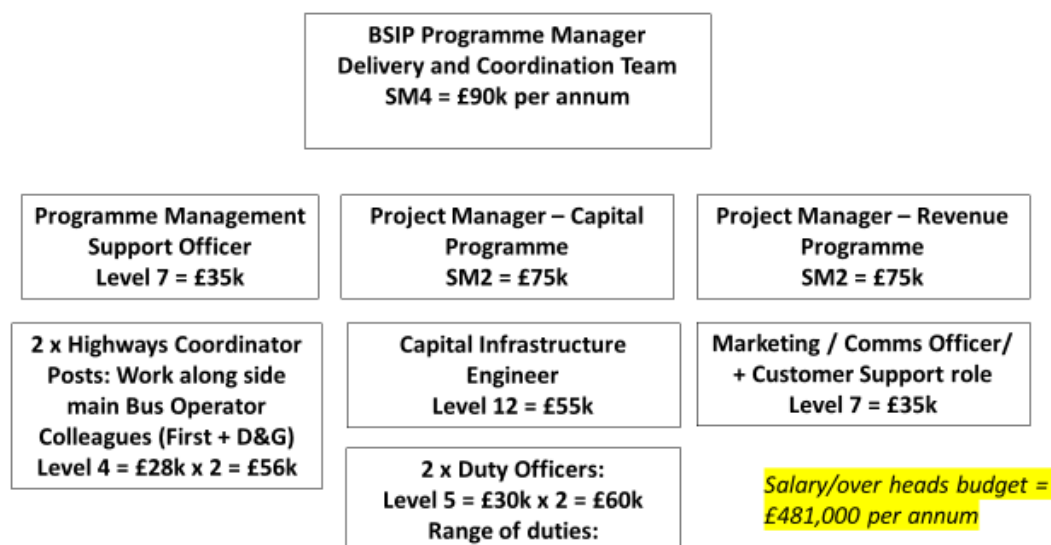
This is particularly true given the top-down approach taken in this analysis. It is recommended that further analysis with significantly more detail be undertaken to understand and mitigate the risks.

Appendix C

SoTCC BSIP MANAGEMENT & DELIVERY TEAM

Proposed Posts/Grades/Duties

SoT BSIP DELIVERY + OPERATIONAL MANAGEMENT TEAM *Proposed Posts/Grades*



Key Delivery Roles: Summary of duties

BSIP Programme Manager:

- Overall responsibility for development and delivery of the BSIP Capital and Revenue programme of £31 million (up to March 2025) and the delivery and update of the EP Plan and Scheme
- The lead for development and delivery of the infrastructure and predominantly capital elements of BSIP including bus priority schemes.
- Work closely with officers delivering other aspects of the Council's capital and revenue programmes in order to co-ordinate delivery and to ensure that opportunities to maximise bus priorities benefits are identified.
- Strategic lead for BSIP infrastructure investment to ensure strategic partnerships between public and private bodies, aligning resources to deliver strategic priorities of BSIP, aligning resources to deliver strategic priorities of BSIP.
- Required to coordinate a number of strategies and workstreams progressing at the same time.
- Overall supervision and work planning responsibility for the SoT BSIP Management and Delivery Team

- Direct reports include the two Project Managers (Capital and Revenue programmes), and the Programme Management Support Officer. Agreed programme of work and for the overall management of direct reports, who in turn have responsibility to provide management of their staff.
- Ensure a diverse long term maintenance funding model to support the future of BSIP, including maximising income and commercial partnerships, maximising grant funding and external funding and ensuring efficient service delivery;
- Responsible for ensuring that the programme delivers bus priority, transport user and scheme construction decarbonisation outcomes.

Project Manager – Capital Programme

- Responsibility for managing all BSIP funded capital schemes. Take lead role in project management of each scheme within the BSIP Capital programme. Work closely with colleagues, internal and external to ensure efficient delivery of each scheme, to schedule and budget.
- Report to BSIP Programme Manager and manage Capital Infrastructure post.
- Take lead role for bus priority delivery, in coordination with project managers within SoTCC delivering bus priority measures through accompanying delivery programmes, such as TCF and Local Transport Fund or Developer funded scheme
- Lead on design and implement projects that deliver infrastructure improvements to enable improvements to bus services as defined within SoTCC's Bus Service Improvement Plan and agreed Enhanced Partnership content.

Project Manager – Revenue Programme

- Responsibility for managing all BSIP funded revenue schemes. Take lead role in project management of each scheme within the BSIP Revenue programme. Work closely with colleagues, internal and external to ensure efficient delivery of each scheme, to schedule and budget.
- Report to BSIP Programme Manager and manage Infrastructure post.
- Manage and work closely with the Marketing / Communications/Customer Services Post
- Take lead role for promoting bus service initiatives, in coordination with project managers within SoTCC delivering bus priority measures through accompanying delivery programmes, such as TCF and Local Transport Fund or Developer funded schemes.

Capital Infrastructure Engineer

- Report to Project Manager Capital Programme, designing capital funded Bus Priority schemes.
- Work in coordination with project managers within SoTCC Highways and Parking, delivering bus priority measures through accompanying delivery programmes, such as TCF and Local Transport Fund or Developer funded schemes.
- Advise on options and solutions to highway engineering matters, prepare works information and project manage the successful implementation of the preferred solution.
- Develop highways design work packages for bus priority proposals, including bid funding applications, identifying and quantifying likely costs.

Duty Officers

- To assist in the day to day management of the City Council's bus station facilities and other public transport infrastructure across the city
- To assist in maintaining provision of passenger information at bus stations and at other key points across the city
- To ensure that bus operators and the public comply with the Regulations, Health & Safety and Operational Guidelines of the bus station facilities
- To engage in day-to-day liaison with Police and other bodies, occasionally attending interagency meetings where appropriate
- To provide a professional but friendly approach to the travelling public and bus operators, ensuring any queries or issues are dealt with in a timely manner
- To ensure safe and effective day-to-day operation of the City Centre bus station, including monitoring all areas and assisting and instructing cleaning staff if necessary
- To monitor CCTV coverage of the City Centre bus station, recording and collating details of any criminal or unusual activity for onward transmission to the relevant authority, taking care to respect all aspects of Data Protection throughout, and to make effective use of any radio, public address or traffic control system provided
- To act as the first point of contact for any incidents on site, assessing the situation and escalating to the relevant emergency services if required, collating any necessary details
- To issue any required warning or penalty charge notices to bus company staff or members of the public where necessary
- To carry out minor repairs at the two bus station sites where feasible, ensuring that the sites can safely remain open
- To carry out the assembly and installation of small items of roadside bus infrastructure across the city, including bus stop signage, using City Council pool fleet vehicles and ensuring that any relevant equipment (e.g. vehicles, ladders, tools) are checked for safety prior to use, and to carry out periodic cleaning of council-owned bus shelters across the city
- These Duty Officer posts will be incorporated into the existing Public Transport Operational team structure, based at the City Centre Bus Station in Hanley.

Highways Coordination Officers

- Work alongside bus operator and local authority highways representatives to deliver improvements allied to BSIP schemes
- Ensure all highways issues affecting bus services are noted at an early stage, and relevant information disseminated to operators and to the travelling public in good time, in conjunction with the bus station team
- Involvement in co-ordination, issuing and monitoring of Highway Works Permit scheme

Public Transport Marketing and Communications Officer

- Assist in the planning and delivery of the Communications Strategy
- Respond to all Customer Service requests, ensuring any queries or issues are dealt with in a timely manner
- Assist with development of consistent standards for all roadside publicity across the city, including but not limited to timetable displays and bus stop flags, and assist the bus station team with installation of the same

- Assist with updates to the council's public transport website as necessary, in conjunction with the bus station team
- Represent the local authority at events such as university "freshers' fairs", advising on the availability and cost of public transport services
- This posts can be incorporated into the existing Public Transport Operational team structure, based at the City Centre Bus Station in Hanley.

Appendix D

SCOOT 7 UPGRADE LOCATIONS

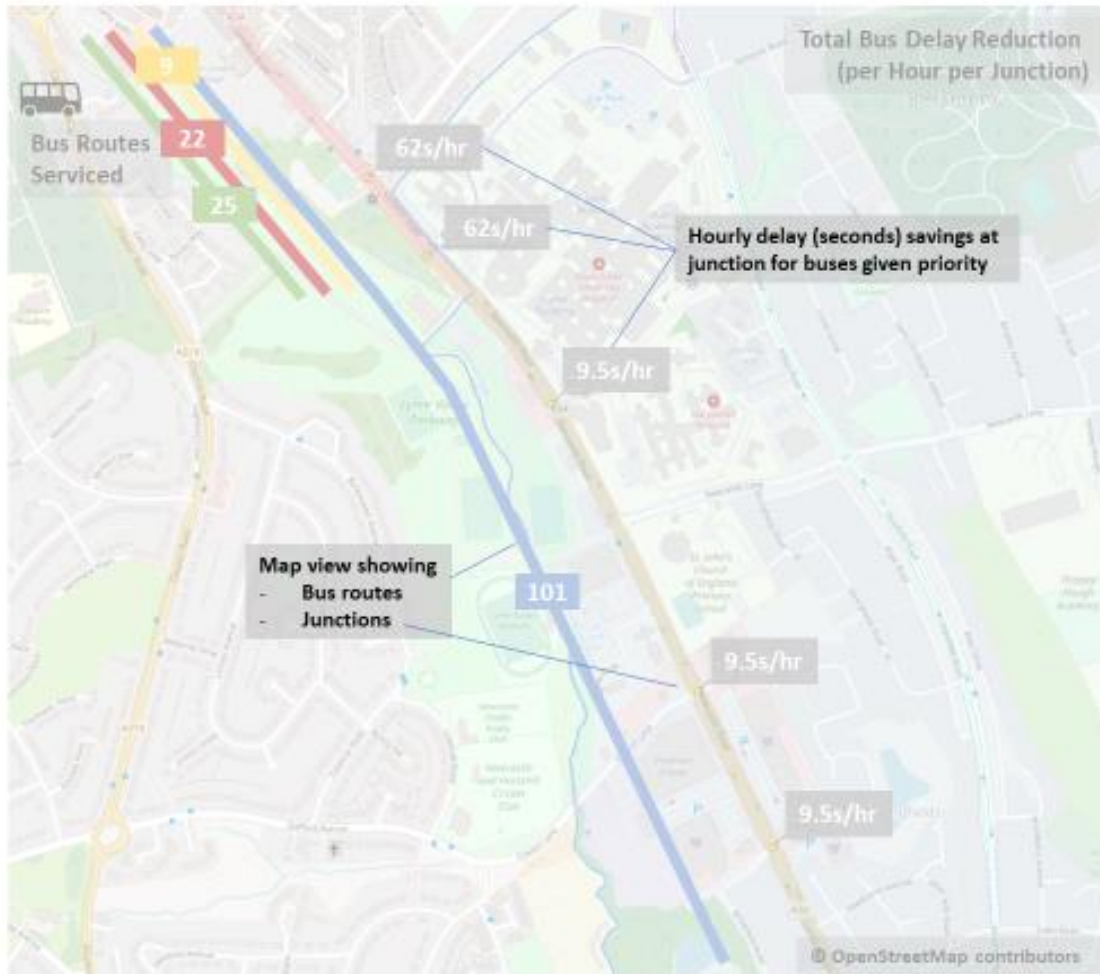
The table below provides location details for the proposed SCOOT 7 junction upgrade refurbishment for 20 junctions on key bus priority corridors across Stoke on Trent.

Region	Junction	Type	Eastings	Northings
Cobridge	Waterloo Road / Grange Street	Ped	387451	348776
	Waterloo Road / Greyhound Way	Junction	387500	348682
	Waterloo Road / Cobridge Road	Junction	387605	348550
	Waterloo Road / Kirby Street	Ped	387390	348956
	Waterloo Road / Windemere Street	Ped	387748	348392
Burslem	Waterloo Road / Moorland Road	Junction	386916	349838
	Market Place / Town Hall	Ped	386813	349814
	Moorland Road / Hamil Road	Ped	386989	349874
	Waterloo Road / Swan Square	Ped	386950	349764
	Waterloo Road / Pitt Street / Baptist Street	Junction	387066	349551
Potteries	Potteries Way / Old Hall Street	Junction	388584	347602
	Potteries Way / Upper Hillchurch Street and Potteries Way / Huntbach Street (shared OTU)	Ped	388496	347903
			388544	347759
	Potteries Way / Birch Terrace	Ped	388606	347410
Etruria	Etruria Road / New Century Street / Sainsbury's	Junction	387659	347556
	Potteries Way / Clough Street	Junction	387755	347314
	Potteries Way / Broad Street	Junction	387956	347202
	Potteries Way / Cannon Place	Ped	388198	347066
	Potteries Way / Hinde Street	Ped	388041	347143
	Potteries Way / Bethesda Street	Junction	388300	347128
	Leek Road	Leek Road / Station Road	Junction	388099
Leek Road / Caudon Road		Junction	388424	345981
Leek Road / Conway Street (shares OTU with Caudon Road junction)		Ped	388338	345872
Leek Road / Boughey Road		Ped	388201	345697
Leek New Road	Leek New Road / Norton Lane	Junction	389908	350499
	Leek New Road / Newford Crescent (shares OTU with Chasewater Drive junction)	Ped	389672	350354
Leek New Road / Chasewater Drive	Junction	389600	350309	

A34	A34 / Leaside Road	Junction	386089	344145
	A34 / Northbound / Southbound (shares OTU with Leaside Road junction)	Ped	386044	344234
	A34 / Clayton Lane	Junction	385969	344395
	A34 / Clinical Education Centre	Junction	385735	344857
	A34 / Hospital Entrance	Junction	385534	345095
	A34 / The Avenue	Junction	385440	345221
A500	A500 / City Road	Junction	388017	345089
	A500 / Stoke Road / Vernon Road	Junction	387703	345757
	A500 / Stoke Road / Shelton Old Road	Junction	387666	345719
Bucknall	Leek Road / Bucknall Road	Junction	389623	347370
	Bucknall Road / Dividy Road	Junction	389895	347307
All locations	SCOOT 7 – software installation/ configuration refresh/Validation / Service Management /Bus Priority enhancement functionality			
	Monitoring/Evaluation			

Appendix E

Bus service journey time benefits to be achieved through the installation of SCOOT 7 upgrades



NOTES - Junctions, Bus Services and Frequency

Region	Outstation	Type	Main bus services	Frequency (hrly)
Current bus services passing through identified junctions M-F Frequency of services				
A34	A34 / Clinical Education Centre	Junction	101	2
A34	A34 / Hospital Entrance	Junction	1, 22, 25, 10	15
A34	A34 / The Avenue	Junction	1, 22, 25, 10	15

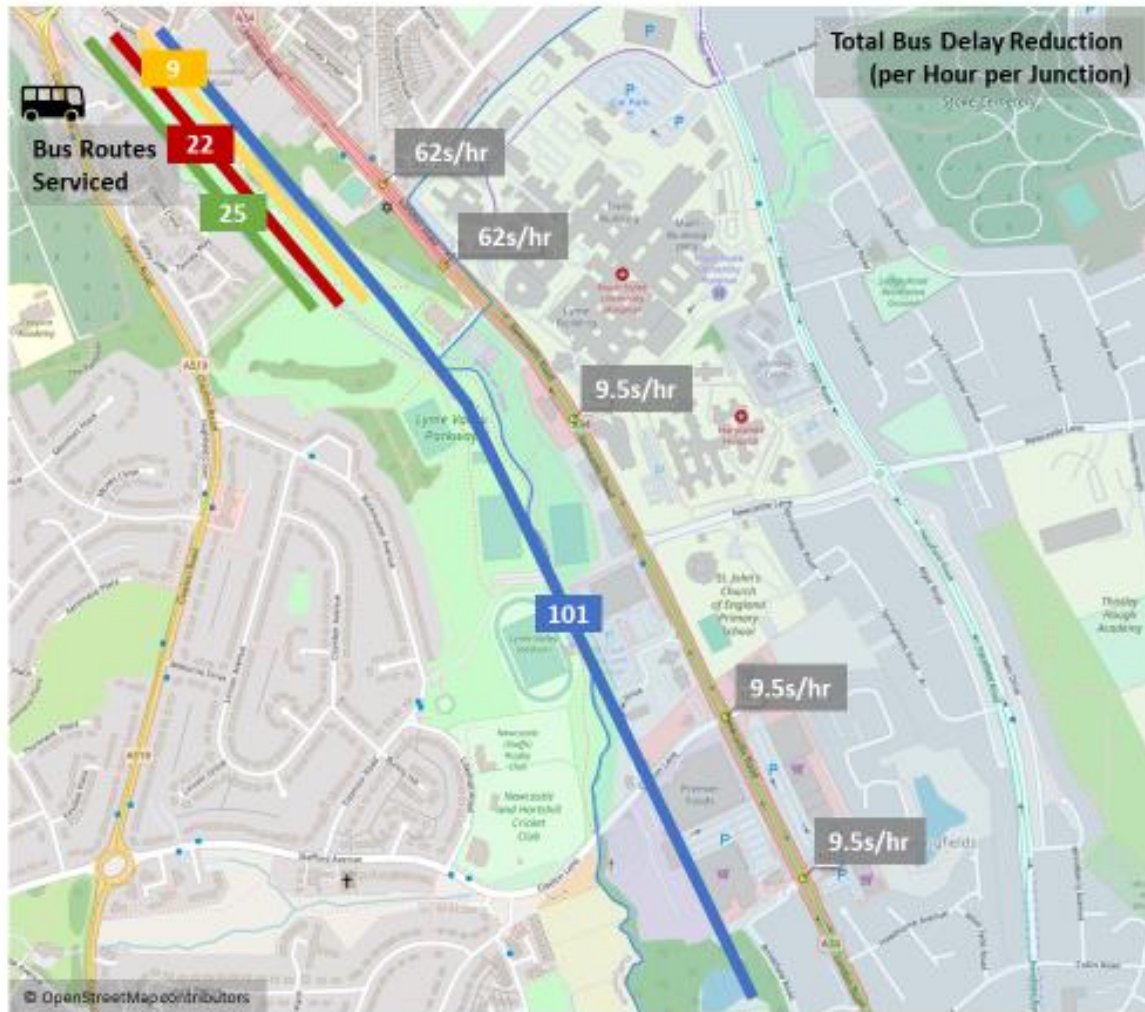
Table 1 – Before Bus Service Improvements

Region	Outstation	Type	Main bus services	Improvement Frequency
Proposed bus services increase through identified junctions M-F Frequency of services				
A34	A34 / Clayton Lane	Junction	101	2
A34	A34 / Hospital Entrance	Junction	1, 22, 25, 10	15
A34	A34 / The Avenue	Junction	1, 22, 25, 10	15

Table 2 – After Bus Service Improvements

Region	Outstation	Annual Time Saving (hr)
A34	A34 / Leaside Road	5
Annual Delay Savings – for bus services at each junction		
A34	A34 / Clinical Education Centre	5
A34	A34 / Hospital Entrance	36
A34	A34 / The Avenue	36

Table 3 – Annual Time Saving (hours) for bus services using junction



Sheet 1 - Junctions, Bus Services and Frequency

Region	Outstation	Type	Main bus services	Frequency (hrly)
A34	A34 / Leaside Road	Junction	101	2
A34	A34 / Clayton Lane	Junction	101	2
A34	A34 / Clinical Education Centre	Junction	101	2
A34	A34 / Hospital Entrance	Junction	1, 22, 25, 10	13
A34	A34 / The Avenue	Junction	1, 22, 25, 10	13

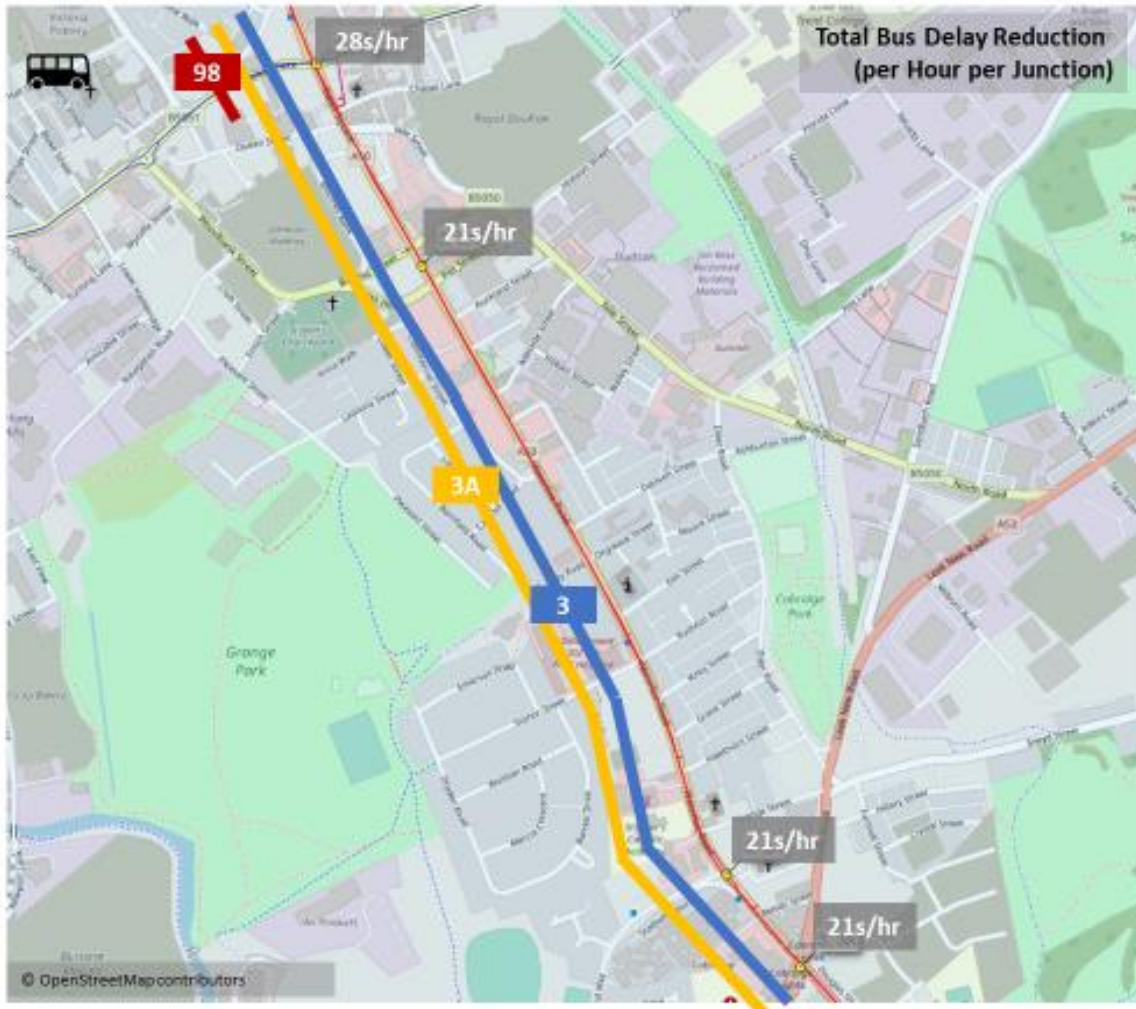
Table 1 – Before Bus Service Improvements

Region	Outstation	Type	Main bus services	Improvement Frequency
A34	A34 / Leaside Road	Junction	101	2
A34	A34 / Clayton Lane	Junction	101	2
A34	A34 / Clinical Education Centre	Junction	101	2
A34	A34 / Hospital Entrance	Junction	1, 22, 25, 10	15
A34	A34 / The Avenue	Junction	1, 22, 25, 10	15

Table 2 – After Bus Service Improvements

Region	Outstation	Annual Time Saving (hr)
A34	A34 / Leaside Road	5
A34	A34 / Clayton Lane	5
A34	A34 / Clinical Education Centre	5
A34	A34 / Hospital Entrance	36
A34	A34 / The Avenue	36

Table 3 – Annual Time Saving (hours) for bus services using junction



Sheet 2 Junctions, Bus Services and Frequency

Region	Outstation	Type	Main bus services	Frequency (hrly)
Burslem	Waterloo Road / Moorland Road	Junction	3, 3A, 98	8
Burslem	Waterloo Road / Pitt Street / Baptist Str	Junction	3, 3A	6
Cobridge	Waterloo Road / Greyhound Way	Junction	3, 3A	6
Cobridge	Waterloo Road / Cobridge Road	Junction	3, 3A	6

Table 4 – Before Bus Service Improvements

Region	Outstation	Type	Main bus services	Improvement Frequency
Burslem	Waterloo Road / Moorland Road	Junction	3, 3A, 98	8
Burslem	Waterloo Road / Pitt Street / Baptist Str	Junction	3, 3A	6
Cobridge	Waterloo Road / Greyhound Way	Junction	3, 3A	6
Cobridge	Waterloo Road / Cobridge Road	Junction	3, 3A	6

Table 5 – After Bus Service Improvements

Region	Outstation	Annual Time Saving (hr)
Burslem	Waterloo Road / Moorland Road	14
Burslem	Waterloo Road / Pitt Street / Baptist Str	11
Cobridge	Waterloo Road / Greyhound Way	11
Cobridge	Waterloo Road / Cobridge Road	11

Table 6 – Annual Time Saving (hours) for bus services using junction



Sheet 3 Junctions, Bus Services and Frequency

Region	Outstation	Type	Main bus services	Frequency (hrly)
Bucknall	Leek Road / Bucknall Road	Junction B	16, 26, 32	13
Etruria	Potteries Way / Bethesda Street	Junction	21, 23, 24, .	13
Etruria	Potteries Way / Broad Street	Junction	64, 101	3
Potteries	Potteries Way / Old Hall Street	Junction A	16, 43, 32	15
Etruria	ia Road / New Century Street / Sainsb	Junction	4, 4A	4

Table 7 – Before Bus Service Improvements

Region	Outstation	Type	Main bus services	Improvement Frequency
Bucknall	Leek Road / Bucknall Road	Junction B	16, 26, 32	14
Etruria	Potteries Way / Bethesda Street	Junction	21, 23, 24, .	17
Etruria	Potteries Way / Broad Street	Junction	64, 101	3
Potteries	Potteries Way / Old Hall Street	Junction A	16, 43, 32	15
Etruria	ia Road / New Century Street / Sainsb	Junction	4, 4A	5

Table 8 – After Bus Service Improvements

Region	Outstation	Annual Time Saving (hr)
Bucknall	Leek Road / Bucknall Road	29
Etruria	Potteries Way / Bethesda Street	35
Etruria	Potteries Way / Broad Street	6
Potteries	Potteries Way / Old Hall Street	50
Etruria	ia Road / New Century Street / Sainsb	9

Table 9 – Annual Time Saving (hours) for bus services using junction



Sheet 4 Junctions, Bus Services and Frequency

Region	Outstation	Type	Main bus services	Frequency
Bucknall	Leek Road / Bucknall Road	Junction	B, 16, 26, 32	13
Bucknall	Bucknall Road / Dividy Road	Junction	B, 16, 26, 32	13

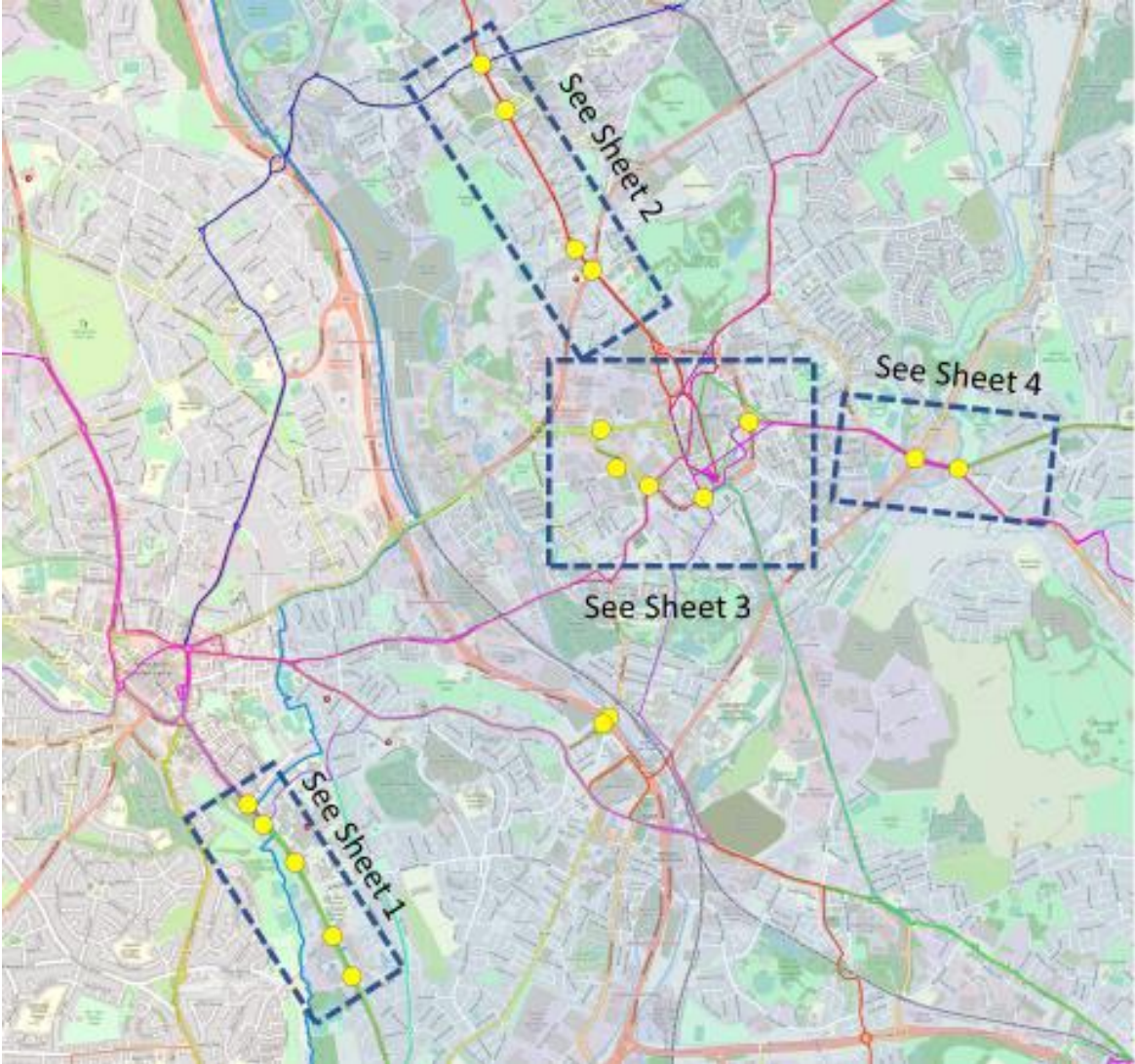
Table 10 – Before Bus Service Improvements

Region	Outstation	Type	Main bus services	Improvement Frequency
Bucknall	Leek Road / Bucknall Road	Junction	B, 16, 26, 32	14
Bucknall	Bucknall Road / Dividy Road	Junction	B, 16, 26, 32	14

Table 11 – After Bus Service Improvements

Region	Outstation	Annual Time Saving (Hr)
A34	A34 / Leaside Road	27.2
A34	A34 / Clayton Lane	27.2

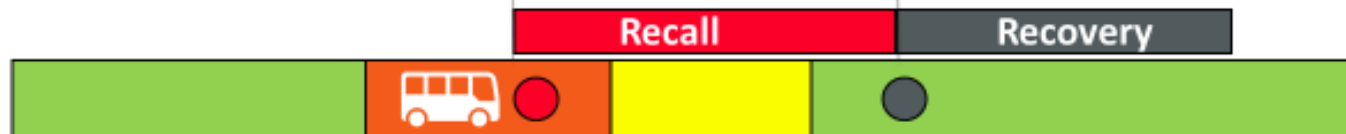
Table 12- Annual Time Saving (hours) for bus services using junction



Bus Priority Not Called



Bus Priority Called





© 2022 TRL Ltd

1. Primary detector – There's a bus
2. Secondary detector – Its on the approach link
- SCOOT does something
3. Cancel detector – Its cleared the link

$$\text{Bus Journey Time} = \frac{\text{Link Length}}{\text{Cruise Speed}}$$

$$\text{Proportion of Buses no benefit} = \frac{(\text{average green time} - \text{BJTM})}{\text{Average Cycle Time}}$$

$$\text{Delay Saving} = \left(\frac{\text{BJTM}}{\mu\text{CycTime}} \right) + \frac{\mu\text{RedTime}}{\mu\text{CycTime}} \times \left(\frac{\mu\text{RedTime} - \text{JuncCycleTime}_{\min}}{2} \right)$$

$$\text{Annual Delay Saving (hours)} = (\text{hourly delay saving(s)} \times 7) \times 5 \times 52 / 60$$

1. Primary detector – There's a bus
- Check against schedule – ahead, on, behind
2. Secondary detector – Its on the approach link
- SCOOT does something
3. Cancel detector – Its cleared the link

Appendix F

INFRINGEMENT HOTSPOT LOCATION DETAILS

Location	Enforcement Issue
Broad Street, Hanley - adjacent to new multi storey car park	<p>Parking issues create major congestion and delay for buses.</p> <p>Requires red route with camera enforcement, parking causes issues for buses and major congestion.</p> <p>This area will have even more traffic flowing through once the new 730 space car park is open.</p>
Longton: The Strand, Market Street, Transport Lane	Illegal parking in bus lane on the strand to access the shops /banks.
Tunstall High Street Bus Lane	Illegal parking in bus lane
Waterloo Rd in Burslem	blind spots and still issues with vehicles parking all day and night.
Weston Road (Weston Coyney) Rd- From the Co-op to the A50 Roundabout	
Moorland Road (Burslem) – From Jackson Street to the Junction	
Market Place (Burslem) – Junction to A-Z motor spares (Loading bay needed)	
Roundwell Street / Roundabout, Tunstall	Has regular parking issues due to the barbers in the area
Christchurch Street, Fenton – From Baker Street to City Road (Bus Route)	
Church Street, Stoke – Outside Bridal shop to Liverpool Road (supermarket parking)	

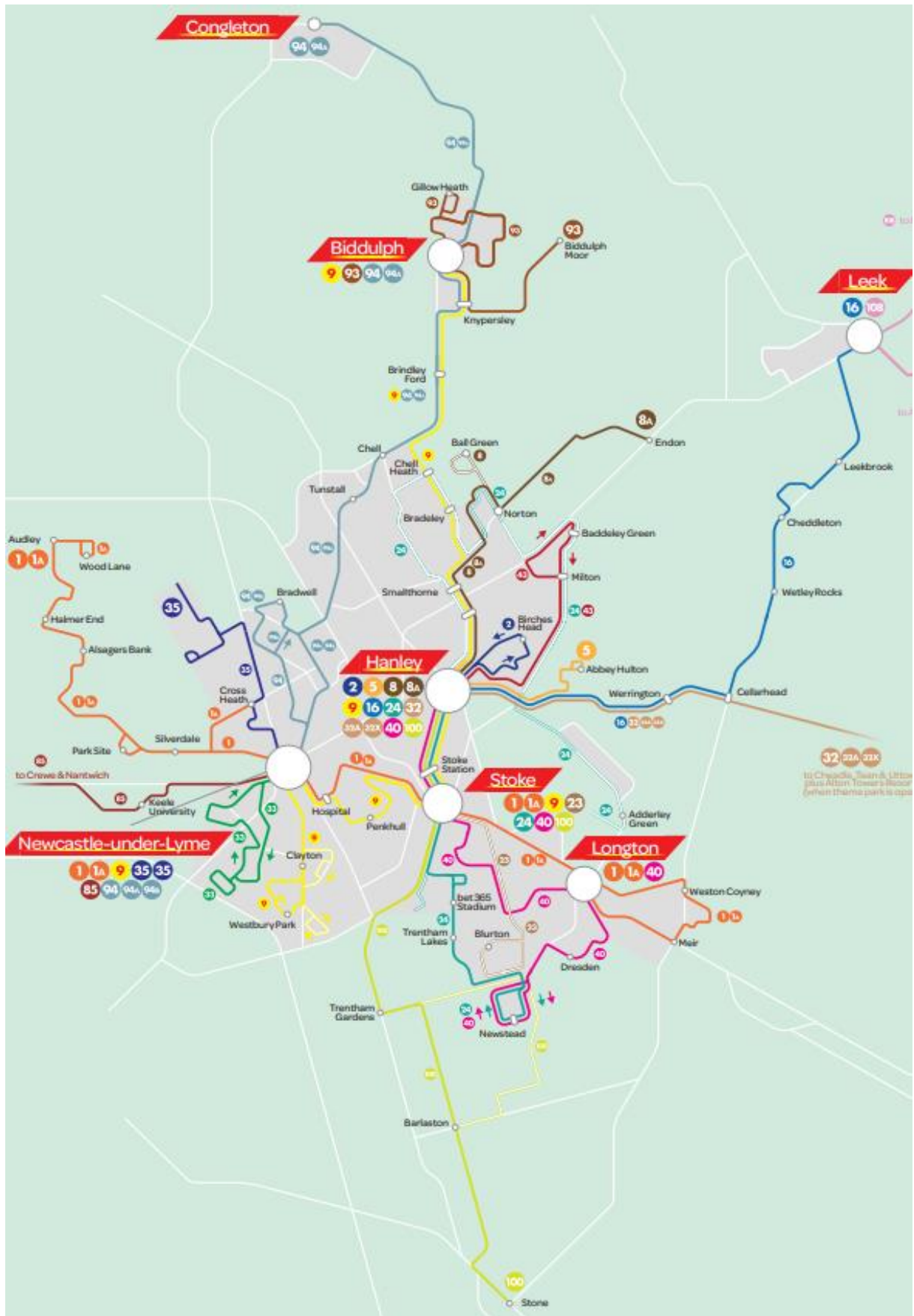
Location	Enforcement Issue
Bucknall New Road, Hanley (top – A50 Ring Road to Lindop Street)	Parking/loading
King Street, Longton (March Rd to Baths Rd)	Parking/loading
Parliament Row, Hanley	Illegal parking generated by nearby restaurants /takeaways
Camera vehicles (cars or vans ?)	Mobile operation which can provide reactive response at infringement hotspots
Three camera review officers are a level 5 position and with this plus other camera enforcement opportunities in the pipeline we could be looking at a need for 3 further FTE's.	Back office support for Camera monitoring.

Appendix G Bus service network maps for all operators

FIRST POTTERIES



D&G Bus and Scraggs Coaches Network



Appendix H

Fleet Vehicle Specifications for First Potteries and D&G Bus

				Fleet list	
issue date				Location: Adderley Green	
E200	2	Streetdeck	15	Streetlite	24
44511	DK57SPZ	35932	MF72 WBM	47519	SN64CFY
44514	MX07OZD	35937	MF72 WBU	47520	SN64CFZ
E200 MMC	29	35938	MF72 WBV	63100	
67141	YY16YLN	35939	BN72 TTX	63101	SM13NCA
67142	YY16YLO	35940	BN72 TTY	63102	SM13NCC
67143	YY16YLP	35941	BN72 TTZ	63103	SM13NCD
67144	YY16YLR	35942	BN72 TUA	63111	SK63KFY
67145	YY16YLS	35943	BN72 TUH	63112	SK63KFZ
67146	YY16YLT	35944	BN72 TUJ	63113	SK63KGA
67147	YY16YLU	35945	BN72 TUO	63114	SK63KGE
67148	YY16YLV	35946	BN72 TUP	63115	SK63KGF
67149	YY16YLW	35947	BN72 TUU	63116	SK63KGG
67150	YY16YLX	35948	BN72 TUV	63117	SK63KGJ
67151	YX66WFJ	35949	BN72 TUW	63118	SK63KGN
67152	YX66WFK	35950	BN72 TUY	63146	SN14DXK
67153	YX66WFL	E400	5	63171	SN64CGE
67154	YX66WFM	33826	SN63 MYJ	63172	SN64CGF
67155	YX66WFN	33827	SN63 MYK	63173	SN64CGG

67156	YX66WFO	33828	SN63 MYL	63174	SN64CGK
67157	YX66WFP	33829	SN63 MYM	63175	SN64CGO
67158	YX66WFR	33830	SN63 MYO	63176	SN64CGU
67159	YY66PXP	Merc streetlite	16	63177	SN64CGV
67172	YX66WBJ	63345	SM65 WMO	63178	SN64CGX
67173	YX66WBL	63346	SM65 WMP	63179	SN64CGY
67174	YX66WBM	63347	SM65 WMT		
67175	YX66WBN	63348	SM65 WMU		
67176	YX66WBO	63349	SM65 WMV		
67177	YX66WBP	63356	SM65 LNO		
67178	YX66WBT	63357	SM65 LNP		
67179	YX66WBU	63358	SM65 LNR		
67180	YX66WBV	63359	SM65 WMC		
67181	YX66WBW	63360	SM65WMD		
		63361	SM65 WME		
		63362	SM65 WMF		
		63363	SM65 WMG		
		63364	SM65 WMJ		
		63365	SM65 WMK		
		63366	SM65 WML		
Dri Training	2	OmniCity	2		
69382					
69383					
Fleet	91				
PVR	77 - Spare 14				

D&G Bus

Fleet no.	VRN	Depot	Make	Euro	Date of first registration	Age (years)
21	T21 TYB	Ln	Optare	4	09/09/2008	14.06
23	MX62 ARF	Ln	Alexander Dennis	6	01/09/2012	10.08
24	YN62 AOH	Ln	Alexander Dennis	6	16/10/2012	9.96
27	T27 TYB	Ln	Optare	4	01/10/2008	14.00
29	T23 TYB	Ln	Optare	4	01/10/2008	14.00
39	YX09 FMF	Ln	Alexander Dennis	4	01/06/2009	13.33
42	YX09 FMM	Ln	Alexander Dennis	4	08/05/2009	13.40
45	YJ56 WUU	Ln	Optare	4	01/01/2007	15.75
49	YJ08 PJU	Ln	Optare	4	01/06/2008	14.33
100	YX11 CTZ	Ln	Alexander Dennis	5	01/04/2011	11.50
101	YJ13 HNA	Ln	Optare	6	01/03/2013	9.58
102	YJ13 HNB	Ln	Optare	6	01/03/2013	9.58
104	YJ13 HND	Ln	Optare	5	01/03/2013	9.58
105	YJ13 HNE	Ln	Optare	6	01/03/2013	9.58
108	YX63 GYG	Ln	Alexander Dennis	6	25/10/2013	8.93
109	WA09 FHL	Ln	Alexander Dennis	4	01/03/2009	13.59
110	DG64 BUS	Ln	Optare	6	02/01/2015	7.74
111	SN11 FFU	Ln	Alexander Dennis	5	01/06/2011	11.33
112	SN11 FFV	Ln	Alexander Dennis	5	01/06/2011	11.33
113	SN11 FFW	Ln	Alexander Dennis	5	01/06/2011	11.33
114	YJ56 WUV	Ln	Optare	4	01/01/2007	15.75
116	YJ11 OGZ	Ln	Optare	5	17/07/2011	11.21
117	KX14 FJY	Ln	Optare	6	15/04/2014	8.46
118	YX59 BXY	Ln	Alexander Dennis	4	03/02/2010	12.66
119	YX60 DXK	Ln	Alexander Dennis	4	28/09/2010	12.01
124	MX05 ENF	Ln	Optare	3	01/04/2005	17.50
126	KX06 APY	Ln	Optare	3	16/08/2006	16.13
134	YJ57 XWM	Ln	Optare	4	01/11/2007	14.92
135	YJ57 XWS	Ln	Optare	4	03/12/2007	14.83
145	YJ65 EVP	Ln	Optare	6	02/11/2015	6.91
146	YJ65 EVR	Ln	Optare	6	02/11/2015	6.91
149	YJ67 GBX	Ln	Optare	6	01/09/2017	5.08
151	YJ67 GBY	Ln	Optare	6	01/09/2017	5.08
157	YJ57 KWA	Ln	Optare	4	01/02/2008	14.67
158	YJ57 KWB	Ln	Optare	4	01/02/2008	14.67
159	YJ57 KWC	Ln	Optare	4	01/02/2008	14.67
160	YJ57 XVZ	Ln	Optare	4	01/02/2008	14.67
161	YJ57 XVV	Ln	Optare	4	01/02/2008	14.67
164	YJ16 DBU	Ln	Optare	6	01/06/2016	6.33
165	YJ16 DDU	Ln	Optare	6	01/06/2016	6.33
170	WT08 BUS	Ln	Optare	4	01/04/2008	14.50
171	WT58 BUS	Ln	Optare	4	01/11/2008	13.92
173	YJ59 GHH	Ln	Optare	4	01/11/2009	12.92
174	WT58 SOT	Ln	Optare	4	01/11/2008	13.92
780	YJ62 FPK	Ln	Optare	5	01/09/2012	10.08
781	YJ62 FSS	Ln	Optare	5	02/09/2012	10.08

Appendix I

BSIP Bus service enhancements

The table below summarises the proposals for bus service enhancements across the Stoke on Trent network, identified as part of the BSIP and Enhanced Partnership proposals. These proposals have been discussed in partnership with bus operators.

Detailed proposals by service:

Service	Ref (above)	Proposal	Current	Proposed	Comments
3/3A First	A	Frequency increase Earlier journeys	Every 15 minutes; every hour evenings; every 30 minutes Sundays First bus 0515 ex Kidsgrove First bus 0600 city centre Last bus 2230 ex Kidsgrove Last bus 2130 ex city centre	Every 10 minutes; every 30 minutes evenings; every 30 minutes Sundays <u>Mon-Sun</u> First bus 0445 ex. Kidsgrove First bus 0515 ex city centre No change Last bus 2300 ex city centre	To enable access to early and late shift patterns via interchange from / to other services. Additional PVR resource plus additional hours of operation.
3/3A First	A	Reduce service beyond Kidsgrove	2 bph Kidsgrove- Alsager-Crewe – circa 80 minutes round trip	Provide 1 bph – could be separate service	Reduced PVR resource required to be re-allocated to increased frequency
3/3A plus 6/6A First	A	Create new cross city service by linking 3/3a+6/6a together		Merge of two services to create cross city service. Increase in frequency of one service to provide 10 min frequency throughout.	To remove interchange time and cost penalties and increase accessibility for cross-city travel. Will require 4 extra PVR.
4/4A First	J	Earlier and later journeys	First bus 0545 ex city centre Last bus 2013 ex Newcastle	First bus 0530 ex city centre Last bus 2200 ex Newcastle	To link to potential employment shift times. Additional hours of operation.
4/4A First	J	Review route and link to another service e.g. 7/7A	Currently every 15 mins	Link to other service with every 15 mins or every 30 mins frequency	Would create direct connections for communities east of city centre. Should be no resource impacts.
5 D&G /Scraggs	C + H	Increase frequency	Mon-Fri: Every 15 mins. First bus from Abbey Hulton into city centre at 07:20.	Link residents area with City Centre Additional PVR.	Link with service 24. Current service 5 is joint operator (D&G and Scraggs) which

Service	Ref (above)	Proposal	Current	Proposed	Comments
			Last bus from city centre at 18:30 Sat: Every 30 mins No Sunday service		complicates cross City working. Existing Cross city links on the shift journeys would have to remain
6/6A First	A	Frequency increase Earlier journeys	City Centre to Longton – every 15 minutes; every hour evenings; every 30 minutes Sundays First bus 0630 ex city centre First bus 0602 ex Longton Last bus 2142 ex Longton Last bus 2200 ex city centre	Every 10 minutes; every 30 minutes evenings; every 30 minutes Sundays <u>Mon-Sun</u> First bus 0530 ex city centre First bus 0515 ex Longton Last bus 2230 ex Longton Last bus 2300 ex city centre	To enable access to early and late shift patterns via interchange from other services; to connect with rail services at Longton where possible. Additional PVR resource plus additional hours of operation.
7/7A First	K	Selected additional journeys	First bus into city centre at 0655 Last bus from city centre at 1930	First bus into city centre at 0515 Last bus from city centre at 2245	To enable access to early and late shift patterns via interchange from other services. Additional hours of operation.
8 First	K	Selected additional journeys	First bus into city centre at 0625 Last bus from city centre at 1855	First bus into city centre at 0515 Last bus from city centre at 2245	To enable access to early and late shift patterns via interchange from other services. Additional hours of operation.
9 D&G	E	Increase frequency	Every 30 minutes	Additional PVR resource.	Procurement process tbc with DfT
11/11B First	J + K	Selected additional journeys.	First bus into city centre at 0555 Last bus from city centre at 2040	First bus into city centre at 0515 Last bus from city centre at 2245	New times to improve access to / from employment and leisure. Additional hours of operation.
11/11B First	J	Extend beyond city centre to Newcastle to complete the loop	Termini at Newcastle and city centre	Create city loop – bi-direction	Consider use of EVLR to serve Wolstanton Retail Park. Additional PVR resource.
18 First	B	Earlier and later timetable	Every hour	First bus into city centre at 0515 Last bus from city centre at 2245	Improved connectivity for communities between city centre and Endon – rail station,

Service	Ref (above)	Proposal	Current	Proposed	Comments
			First bus into city centre at 0655 Last bus from city centre at 1830		education. Additional PVR resource and hours of operation.
21 First	B + K	Selected additional journeys	Every 30 minutes First bus into city centre at 0727 Last bus from city centre at 1847	Every 30 minutes; new Sunday service First bus into city centre at 0515 Last bus from city centre at 2245	Additional hours of operation.
22 First	K	Selected additional journeys and opportunity to extend through to city centre	Every 30 minutes First bus into Newcastle at 0700 Last bus from Newcastle at 1740	Every 30 minutes; new Sunday service (hourly) First bus into city centre at 0515 Last bus from city centre at 2245 First bus ex city centre at 0530 Last bus into city centre at 2230	Key service provides direct link to shift pattern work at Newstead, Hospital and Etruria Valley. If extending to operate between city centre and Newcastle, consider use of EVLR to serve Wolstanton Retail Park. Additional PVR and hours of operation.
23 First	B + K	Selected additional journeys	Every 30 minutes First bus into city centre at 0642 Last bus from city centre at 1902	Every 30 minutes; every hour Sundays (provided by D&G currently) First bus into city centre at 0515 Last bus from city centre at 2245	Additional hours of operation.
24 D&G	C + H	Increase frequency to service the key employment service to Sideway, Trentham Lakes and Newstead.	Every hour	Every 30 minutes; new Sunday service First bus ex city centre at 0525 Last bus into city centre at 2235 Additional PVR.	Increase frequency / link with service 5. Q. Are D&G interested with increasing frequency Potential reserve list option?
25 First	K	Selected additional journeys	Every 12 minutes First bus into city centre at 0655	Every 12 minutes First bus into city centre at 0515 Last bus from city centre at 2300	Additional hours of operation.

Service	Ref (above)	Proposal	Current	Proposed	Comments
			Last bus from city centre at 2300		
Service 26 + 50 Stantons	G	Improve service levels and connectivity	3 journeys per day	Hourly – serving Saxonfields + Meir Hay	Connect residential areas not currently linked to the transport network
40 D&G	F	Increase frequency	Hourly	Connections with rail service at Longton if possible. Additional PVR	Procurement process tbc with DfT
98/99 First	L	Diversion of selected journeys via A500 and EVLR	Every 15 minutes Longport to Newcastle	Potential to replacing Saturday service 98	Alternative to create connection with extended service 22 at Newcastle – to provide improved access to Etruria Valley, Hospital and Sideway/Trentham Lakes/Newstead. Should be no resource impact.
98/99 First	L	Review timetable to link with train times at Longport	Every 15 minutes Longport to Newcastle; every 30 minutes each leg via Tunstall and Burslem	Service from Tunstall/Burslem to operate via Longport at 10-15 minutes prior to each train departure and service towards Burslem and Tunstall 10-15 minutes after each train arrival where possible	No additional resource required
101 First	K	Save vehicle working by reducing frequency of Stone-Stafford. Extend working day	Every 30 minutes Stafford to city centre First bus into city centre at 0740 Last bus from city centre at 2000	Every 30 minutes Stone to city centre; hourly Stafford First bus into city centre at 0515 Last bus from city centre at 2245	PVR saving. Additional hours of operation.
NEW	D	New service to call at major employment destinations via major residential areas	-	Every 30 minutes Mon-Sun	Dependent on route length
NEW	DD	New service	-	Hourly	Connect residential areas not currently

Service	Ref (above)	Proposal	Current	Proposed	Comments
(Service 62)					linked to the transport network
NEW (Service 96)	DDD	New service Packmoor / Mill Hill into Tunstall	Every 30 minutes (to different destination)	Hourly	Connect residential areas not currently linked to the transport network Could be incorporated into service 99 – lower cost to delivery and removes the driver relief concern.

Appendix J

Communications and Marketing Strategy

The strategy for delivering the key communications and marketing tasks, from planning, through to launch, ongoing promote, and awareness of all bus service improvement schemes are summarised in the table below. These measures will also incorporate monitoring of the effectiveness of the strategy, for increasing patronage and awareness raising of the benefits of using the bus network.

This strategy will be updated and maintained as a live document, to accompany the delivery of all schemes identified in the EP Plan and Scheme. This will include delivery of all BSIP funded Capital and Revenue schemes, as well as bus priority measures delivered through other funded mechanisms. These will include opportunities through TCF, Levelling Up, Local Transport Plan schemes, development related schemes, travel awareness /behaviour change, air quality, carbon reduction, road safety and health initiatives and campaigns, when opportunities arise to promote the bus network, working in partnership with colleagues, bus operators, and other external partners.

A dedicated Communications and Marketing resource, structured within the newly created BSIP Delivery and Operational Management Team (see Appendix C) will have responsibility for coordinating the development and delivery of the Communications and Marketing Strategy tasks.

Bus Service Improvement:	Comms + Marketing Tasks	2022/23	2023/24		2024/25		2025/26	
		Quarter 4 (January - March 2023)	Quarter 1+2 (April-September)	Quarter 3+4 (October-March)	Quarter 1+2 (April-September)	Quarter 3+4 (October - March)	Quarter 1+2 (April-September)	Quarter 3+4 (October - March)
BSIP Initiatives – Revenue Funded								
Announcement of EP and confirmed funding for BSIP proposals	<p>Announce launch of the EP and the BSIP funded improvements to be delivered:</p> <ul style="list-style-type: none"> • Social media • Material on branded revamped websites (including info for link from Operator websites) • Use of social media (SoTCC + Operators) <p>Press Releases</p>							
Branded Network Promotion Refresh/Revamp Existing websites	<p>Create new/branded online information pages Bus Travel/BSIP/EP info for:</p> <p>Stoke on Travel Public Transport Website</p> <p>SoTCC Website Public Transport/Bus Travel pages</p> <p>Link to EP/BSIP from Operators websites</p>							
Affordable and Simplified Fares	Pre launch publicity: Announce when discount/simplified fares will							

Bus Service Improvement:	Comms + Marketing Tasks	2022/23	2023/24		2024/25		2025/26	
		Quarter 4 (January - March 2023)	Quarter 1+2 (April-September)	Quarter 3+4 (October-March)	Quarter 1+2 (April-September)	Quarter 3+4 (October - March)	Quarter 1+2 (April-September)	Quarter 3+4 (October - March)
	<p>be introduced (2 month lead in promotion):</p> <ul style="list-style-type: none"> • Social media • Material on branded revamped websites (including info for link from Operator websites) • Use of social media (SoTCC + Operators) • Press Releases • Roadside VMS /bus stop advertising panel/digital billboards 							
	<p>Launch date:</p> <ul style="list-style-type: none"> • Promotion events (with all operators and SoTCC) at Hanley Bus Station to maximise publicity • Social media • Material on branded revamped websites (including info for link from Operator websites) • Use of social media (SoTCC + Operators) • Press Releases • Roadside VMS /bus stop advertising panel/digital billboards 							
	<p>On going awareness campaign to promote affordable fares</p>							

Bus Service Improvement:	Comms + Marketing Tasks	2022/23	2023/24		2024/25		2025/26	
		Quarter 4 (January - March 2023)	Quarter 1+2 (April-September)	Quarter 3+4 (October-March)	Quarter 1+2 (April-September)	Quarter 3+4 (October - March)	Quarter 1+2 (April-September)	Quarter 3+4 (October - March)
	<ul style="list-style-type: none"> Quarterly Promotional events (with all operators and SoTCC) at Hanley Bus Station to maximise publicity Social media Material on branded revamped websites (including info for link from Operator websites) Use of social media (SoTCC + Operators) Press Releases Roadside VMS /bus stop advertising panel/digital billboards 							
Bus Service Network Enhancements	<p>Pre launch publicity: Announce when each package of new bus service enhancements will be introduced:</p> <ul style="list-style-type: none"> Social media Material on branded revamped websites (including info for link from Operator websites) Use of social media (SoTCC + Operators) Press Releases Roadside VMS /bus stop advertising panel/digital billboards 							

Bus Service Improvement:	Comms + Marketing Tasks	2022/23	2023/24		2024/25		2025/26	
		Quarter 4 (January - March 2023)	Quarter 1+2 (April-September)	Quarter 3+4 (October-March)	Quarter 1+2 (April-September)	Quarter 3+4 (October - March)	Quarter 1+2 (April-September)	Quarter 3+4 (October - March)
	<p>Launch date:</p> <ul style="list-style-type: none"> Promotion events (with operator and SoTCC) at Hanley Bus Station or at high footfall bus stops on route to maximise publicity Social media Material on branded revamped websites (including info for link from Operator websites) Use of social media (SoTCC + Operators) Press Releases Roadside VMS /bus stop advertising panel/digital billboards 							
	<p>On going awareness campaign to bus service improvements:</p> <ul style="list-style-type: none"> Social media Material on branded revamped websites (including info for link from Operator websites) Use of social media (SoTCC + Operators) Press Releases Roadside VMS /bus stop advertising panel/digital billboards 							

Bus Service Improvement:	Comms + Marketing Tasks	2022/23	2023/24		2024/25		2025/26	
		Quarter 4 (January - March 2023)	Quarter 1+2 (April-September)	Quarter 3+4 (October-March)	Quarter 1+2 (April-September)	Quarter 3+4 (October - March)	Quarter 1+2 (April-September)	Quarter 3+4 (October - March)
BSIP Initiatives – Capital Funded								
Newport Lane	<p>Pre launch publicity: Advanced announce when new link is scheduled to open via:</p> <ul style="list-style-type: none"> • Social media • Info on branded revamped websites (including info for link from Operator websites) • Use of social media (SoTCC + Operators) • Press Releases 							
	<p>Launch date event:</p> <ul style="list-style-type: none"> • Promotion event to official open the link (with operator and SoTCC) along route and at Hanley Bus Station • Social media • Material on branded revamped websites (including info for link from Operator websites) • Use of social media (SoTCC + Operators) • Press Releases 							
	On going awareness campaign to promote							

Bus Service Improvement:	Comms + Marketing Tasks	2022/23	2023/24		2024/25		2025/26	
		Quarter 4 (January - March 2023)	Quarter 1+2 (April-September)	Quarter 3+4 (October-March)	Quarter 1+2 (April-September)	Quarter 3+4 (October - March)	Quarter 1+2 (April-September)	Quarter 3+4 (October - March)
	journey/accessibility benefits of the new link <ul style="list-style-type: none"> • Social media • Material on branded revamped websites (including info for link from Operator websites) • Use of social media (SoTCC + Operators) • Press Releases • Roadside VMS /bus stop advertising panel/digital billboards • Work with large local employers to promote use of bus services via new link. 							
Upgrade UTC (SOOT 7) Signal Control	Pre launch publicity: Advanced announce when new link is scheduled to open via: <ul style="list-style-type: none"> • Social media • Info on branded revamped websites (including info for link from Operator websites) • Use of social media (SoTCC + Operators) • Press Releases 							
	Launch date event: <ul style="list-style-type: none"> • Social media 							

Bus Service Improvement:	Comms + Marketing Tasks	2022/23	2023/24			2024/25		2025/26	
		Quarter 4 (January - March 2023)	Quarter 1+2 (April-September)	Quarter 3+4 (October-March)	Quarter 1+2 (April-September)	Quarter 3+4 (October - March)	Quarter 1+2 (April-September)	Quarter 3+4 (October - March)	
	<ul style="list-style-type: none"> Material on branded revamped websites (including info for link from Operator websites) Use of social media (SoTCC + Operators) Press Releases Roadside VMS /bus stop advertising panel/digital billboards 								
	<p>On going awareness campaign: To promote journey/accessibility benefits of the new link</p> <ul style="list-style-type: none"> Social media Material on branded revamped websites (including info for link from Operator websites) Use of social media (SoTCC + Operators) Press Releases Roadside VMS /bus stop advertising panel/digital billboards Work with large local employers to promote use of faster, more reliable bus services on SCOOT upgrade routes. 								

Bus Service Improvement:	Comms + Marketing Tasks	2022/23	2023/24			2024/25		2025/26	
		Quarter 4 (January - March 2023)	Quarter 1+2 (April-September)	Quarter 3+4 (October-March)	Quarter 1+2 (April-September)	Quarter 3+4 (October - March)	Quarter 1+2 (April-September)	Quarter 3+4 (October - March)	
Bus Route Enforcement	<p>Advanced notice/TMO period: Advanced announcement of what and when enforcement measures are being introduced:</p> <ul style="list-style-type: none"> • Letter drop to local residents/businesses • Social media • Info on branded revamped websites (including info for link from Operator websites) • Use of social media (SoTCC + Operators) • Press Releases • Roadside VMS /bus stop advertising panel/digital billboards 								
	<p>Launch Date and Ongoing Awareness</p> <ul style="list-style-type: none"> • Social media • Material on branded revamped websites (including info for link from Operator websites) • Use of social media (SoTCC + Operators) • Press Releases • Roadside VMS /bus stop advertising panel/digital billboards 								

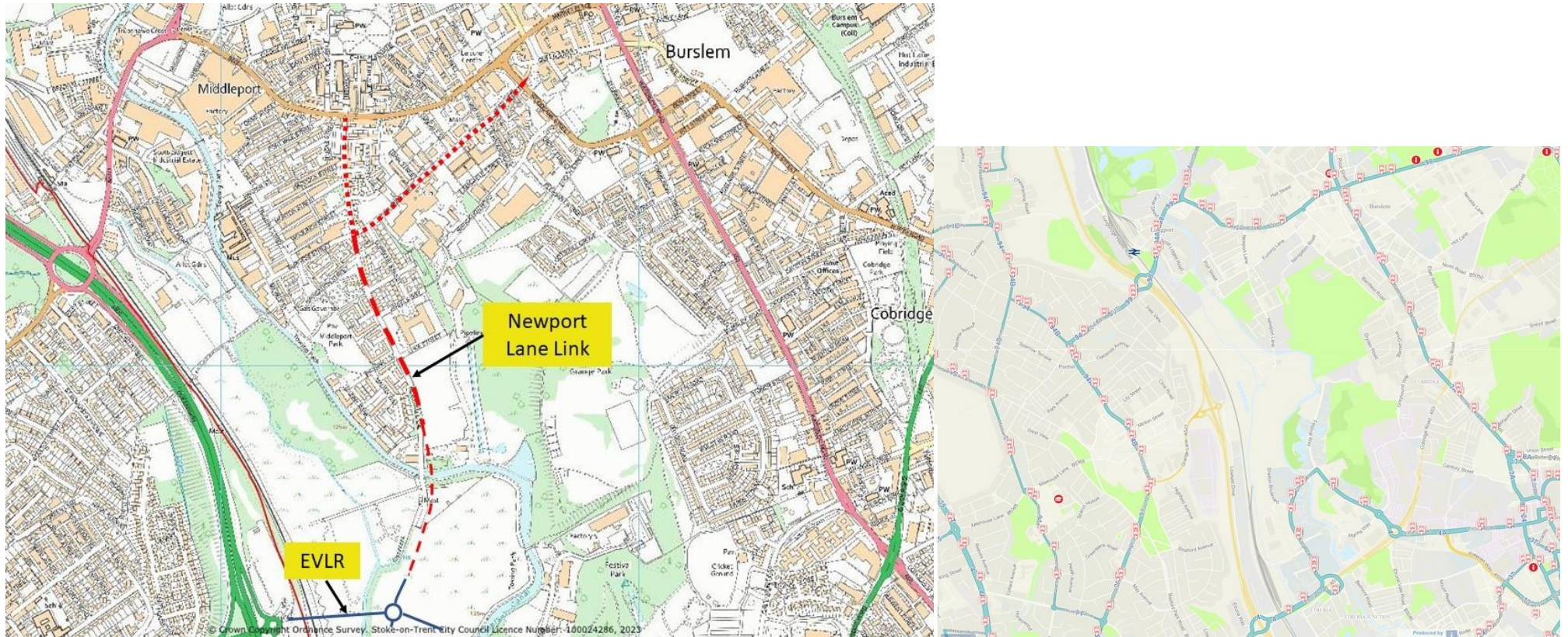
Bus Service Improvement:	Comms + Marketing Tasks	2022/23	2023/24			2024/25		2025/26	
		Quarter 4 (January - March 2023)	Quarter 1+2 (April-September)	Quarter 3+4 (October-March)	Quarter 1+2 (April-September)	Quarter 3+4 (October - March)	Quarter 1+2 (April-September)	Quarter 3+4 (October - March)	
Bus Stop Improvements <ul style="list-style-type: none"> • Accessibility • Real Time Info • CCTV/Lighting • Shelter Upgrades 	Advanced notice: Advanced announcement of what improvements are being introduced: <ul style="list-style-type: none"> • Social media • Info on branded revamped websites (including info for link from Operator websites) • Use of social media (SoTCC + Operators) • Press Releases • Bus stop advertising panel/digital billboards 								
	Launch Date and Ongoing Awareness <ul style="list-style-type: none"> • Social media • Material on branded revamped websites (including info for link from Operator websites) • Use of social media (SoTCC + Operators) • Press Releases • Bus stop advertising panel/digital billboards 								
Monitoring	For each initiative, the following (pre, launch and								

Bus Service Improvement:	Comms + Marketing Tasks	2022/23	2023/24		2024/25		2025/26	
		Quarter 4 (January - March 2023)	Quarter 1+2 (April-September)	Quarter 3+4 (October-March)	Quarter 1+2 (April-September)	Quarter 3+4 (October - March)	Quarter 1+2 (April-September)	Quarter 3+4 (October - March)
	<p>ongoing) monitoring will be undertaken:</p> <p>Customer engagement</p> <ul style="list-style-type: none"> • In person • Online feedback/email/phone correspondence • Online Website/links traffic <p>Awareness</p> <ul style="list-style-type: none"> • Interview/survey existing Bus passengers/public • Engage large employer engagement • Engage public transport user forums <p>Initiatives success/impact</p> <ul style="list-style-type: none"> • Growth in Patronage figures • Service performance stats • Feedback 							

Bus Priority Measures from other funded programmes							
TCF	TBC						
Local Transport Fund	TBC						
Developer							
Awareness Campaigns /Initiatives Promoting Bus Services	TBC						

Appendix K

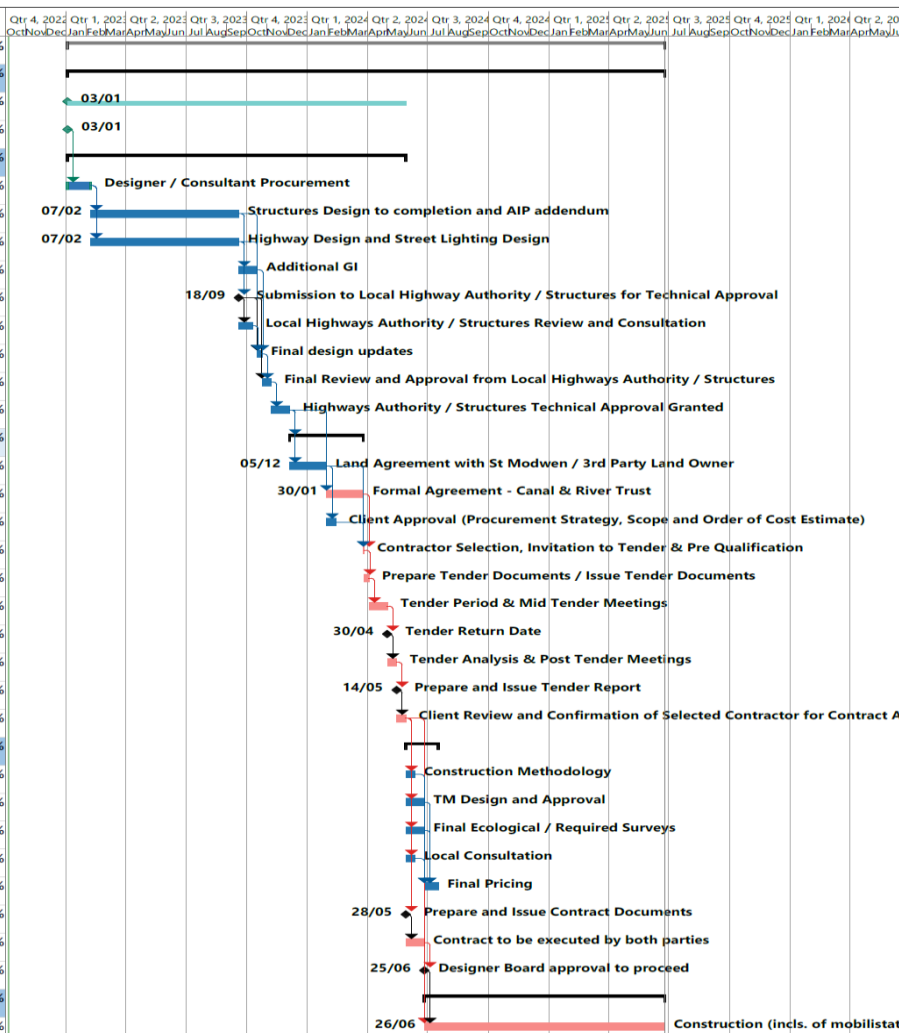
Newport Lane Bus Link Overview



Appendix L

Outline Programme

ID	Task Name	Duration	Start	Finish	Predecessor	% Work Complete
0	EVLR Newport Lane Connection Incl Bridge	646 days	Tue 03/01/23	Tue 24/06/25		0%
1	1 EVLR Newport Lane Pre / Post Completion	646 days	Tue 03/01/23	Tue 24/06/25		0%
2	1.1 Funding Stage	0 days	Tue 03/01/23	Tue 03/01/23		0%
3	1.1.1 Stoke-on-Trent City Council Funding Granted	0 days	Tue 03/01/23	Tue 03/01/23		0%
4	1.1.2 Design / Legal Stage	366 days	Tue 03/01/23	Tue 28/05/24		0%
5	1.1.2.1 Designer / Consultant Procurement	5 wks	Tue 03/01/23	Mon 06/02/23	3	0%
6	1.1.2.2 Structures Design to completion and AIP addendum	8 mons	Tue 07/02/23	Mon 18/09/23	5	0%
7	1.1.2.3 Highway Design and Street Lighting Design	8 mons	Tue 07/02/23	Mon 18/09/23	5	0%
8	1.1.2.4 Additional GI	4 wks	Tue 19/09/23	Mon 16/10/23	7	0%
9	1.1.2.5 Submission to Local Highway Authority / Structures for Technical Approval	0 days	Mon 18/09/23	Mon 18/09/23	6,7	0%
10	1.1.2.6 Local Highways Authority / Structures Review and Consultation	3 wks	Tue 19/09/23	Mon 09/10/23	9	0%
11	1.1.2.7 Final design updates	1 wk	Tue 17/10/23	Mon 23/10/23	9,10,8,6,7	0%
12	1.1.2.8 Final Review and Approval from Local Highways Authority / Structures	2 wks	Tue 24/10/23	Mon 06/11/23	11,9	0%
13	1.1.2.9 Highways Authority / Structures Technical Approval Granted	4 wks	Tue 07/11/23	Mon 04/12/23	12	0%
14	1.1.2.10 Agreements	80 days	Tue 05/12/23	Mon 25/03/24	13	0%
15	1.1.2.10.1 Land Agreement with St Modwen / 3rd Party Land Owner	2 mons	Tue 05/12/23	Mon 29/01/24	13	0%
16	1.1.2.10.2 Formal Agreement - Canal & River Trust	2 mons	Tue 30/01/24	Mon 25/03/24	13	0%
17	1.1.2.11 Client Approval (Procurement Strategy, Scope and Order of Cost Estimate)	2 wks	Tue 30/01/24	Mon 12/02/24	15	0%
18	1.1.2.12 Contractor Selection, Invitation to Tender & Pre Qualification	1 day	Tue 26/03/24	Tue 26/03/24	15,16,17	0%
19	1.1.2.13 Prepare Tender Documents / Issue Tender Documents	1 wk	Wed 27/03/24	Tue 02/04/24	18	0%
20	1.1.2.14 Tender Period & Mid Tender Meetings	4 wks	Wed 03/04/24	Tue 30/04/24	19	0%
21	1.1.2.15 Tender Return Date	0 days	Tue 30/04/24	Tue 30/04/24	20	0%
22	1.1.2.16 Tender Analysis & Post Tender Meetings	2 wks	Wed 01/05/24	Tue 14/05/24	21	0%
23	1.1.2.17 Prepare and Issue Tender Report	0 days	Tue 14/05/24	Tue 14/05/24	22	0%
24	1.1.2.18 Client Review and Confirmation of Selected Contractor for Contract A	2 wks	Wed 15/05/24	Tue 28/05/24	23	0%
25	1.2 ECI Period	35 days	Tue 28/05/24	Tue 16/07/24		0%
26	1.2.1 Construction Methodology	2 wks	Wed 29/05/24	Tue 11/06/24	24	0%
27	1.2.2 TM Design and Approval	4 wks	Wed 29/05/24	Tue 25/06/24	24	0%
28	1.2.3 Final Ecological / Required Surveys	4 wks	Wed 29/05/24	Tue 25/06/24	24	0%
29	1.2.4 Local Consultation	2 wks	Wed 29/05/24	Tue 11/06/24	24	0%
30	1.2.5 Final Pricing	3 wks	Wed 26/06/24	Tue 16/07/24	26,27,28,29	0%
31	1.2.6 Prepare and Issue Contract Documents	0 days	Tue 28/05/24	Tue 28/05/24	24	0%
32	1.2.7 Contract to be executed by both parties	1 mon	Wed 29/05/24	Tue 25/06/24	31	0%
33	1.2.8 Designer Board approval to proceed	0 days	Tue 25/06/24	Tue 25/06/24	32	0%
34	1.3 Construction Stage	260 days	Wed 26/06/24	Tue 24/06/25		0%
35	1.3.1 Construction (incls. of mobilisation works)	52 wks	Wed 26/06/24	Tue 24/06/25	33,34	0%



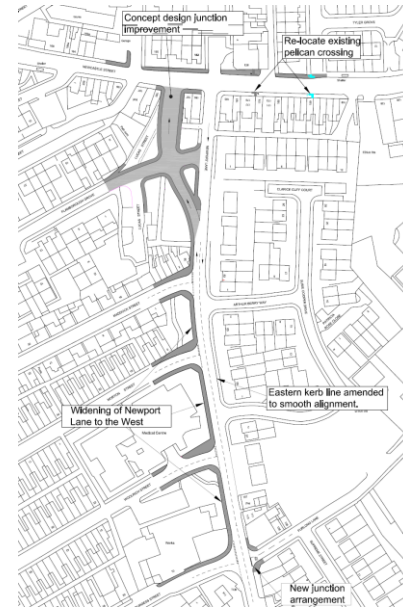
Appendix M



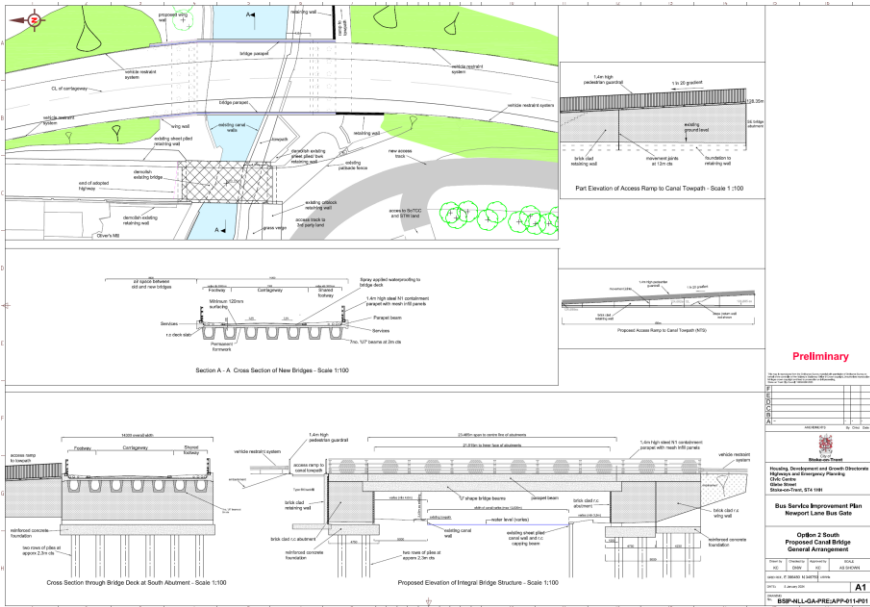
Option 1 North



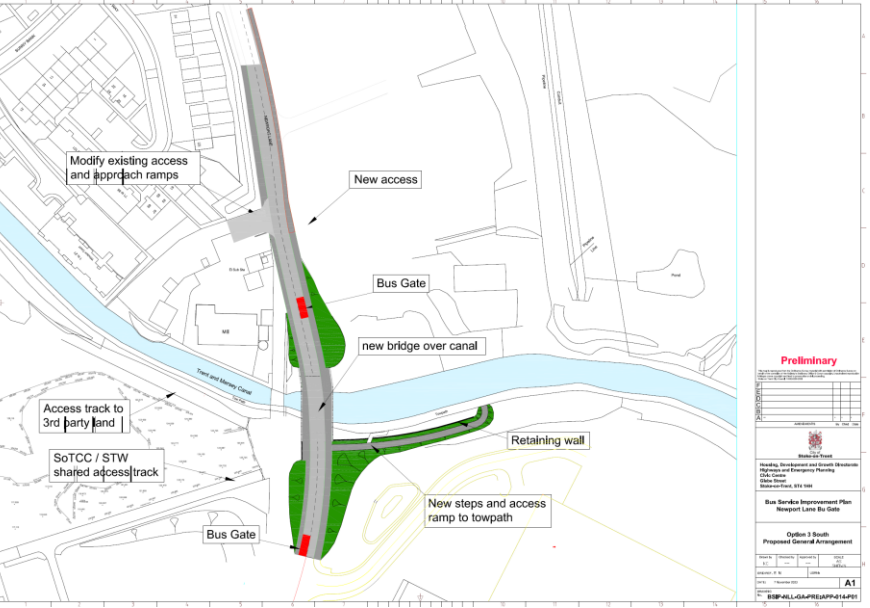
Option 2 North



Option 3 North



Option 1 South



Option 3 South

Appendix N

Newport Lane Bus Link Proposal Supporting Analysis

Supplementary information to support the BSIP Funding Application for the Newport Lane Bus Link proposal.

DfT Small Scheme Appraisal Tool Analysis:

Newport Lane Link generated an initial BCR of **3.1**, indicating the scheme will deliver high value for money for the funding invested.

The spreadsheet appraisal, conducted using the Department for Transport's Small Scheme Appraisal Tool, is attached as a separate file.

Assumptions and caveats for the Newport Lane appraisal are as follows:

Impacts proforma

- Bus passenger data used for the bus service 4/4a for 10th March 2022 – number of passengers calculated for an AM (0800-0900), IP (1300-1400) and PM (1700-1800) hour. A peak period expansion factor of 1.5 for the AM and PM and 3.0 for the IP has been used to ensure the appraisal is conservative
- Existing bus journey time from Burslem to Etruria Park is given as 30 minutes due to the need to interchange in the 'Copy of BSIP summary template April 22 Stoke-on-Trent Final 060522' spreadsheet
- Total current bus travel time calculated as number of passengers multiplied by current journey time
- For the DS scenario a journey time of 8 minutes from Burslem to Etruria Park has been assumed (73% reduction) based on the forecasted journey time provided in the 'Copy of BSIP summary template April 22 Stoke-on-Trent Final 060522' spreadsheet
- No demand uplift has been assumed for the DS scenario

Costs proforma

- Total cost of £7.5m
- Optimism bias of 46%

Assumptions

- Journey times based on values provided in the 'BSIP summary template April 22 Stoke-on-Trent Final 060522'

- Bus service 4/4a has been used due to there being no existing direct bus service to Etruria Park
- Sensitivity tests undertaken reducing the journey time saving to 15 minutes and 10 minutes – the associated BCRs are 2.1 and 1.4
- Standard appraisal period in the tool has been used – no indication of the number of years is provided in the tool

