Staffordshire County Council

National Bus Strategy

Bus Service Improvement Plan 2022
v1.0

Date Friday, 14 April 2023

With pride. With purpose. With you.

1. Overview

This Bus Service Improvement Plan (BSIP) covers the entire administrative area of Staffordshire County Council illustrated at Figure 1.

The BSIP does not cover any other local transport authority area, but is aligned with the BSIP that has been produced by Stoke-on-Trent City Council, a unitary authority within the county of Staffordshire.

Figure 1 Staffordshire County Council administrative area
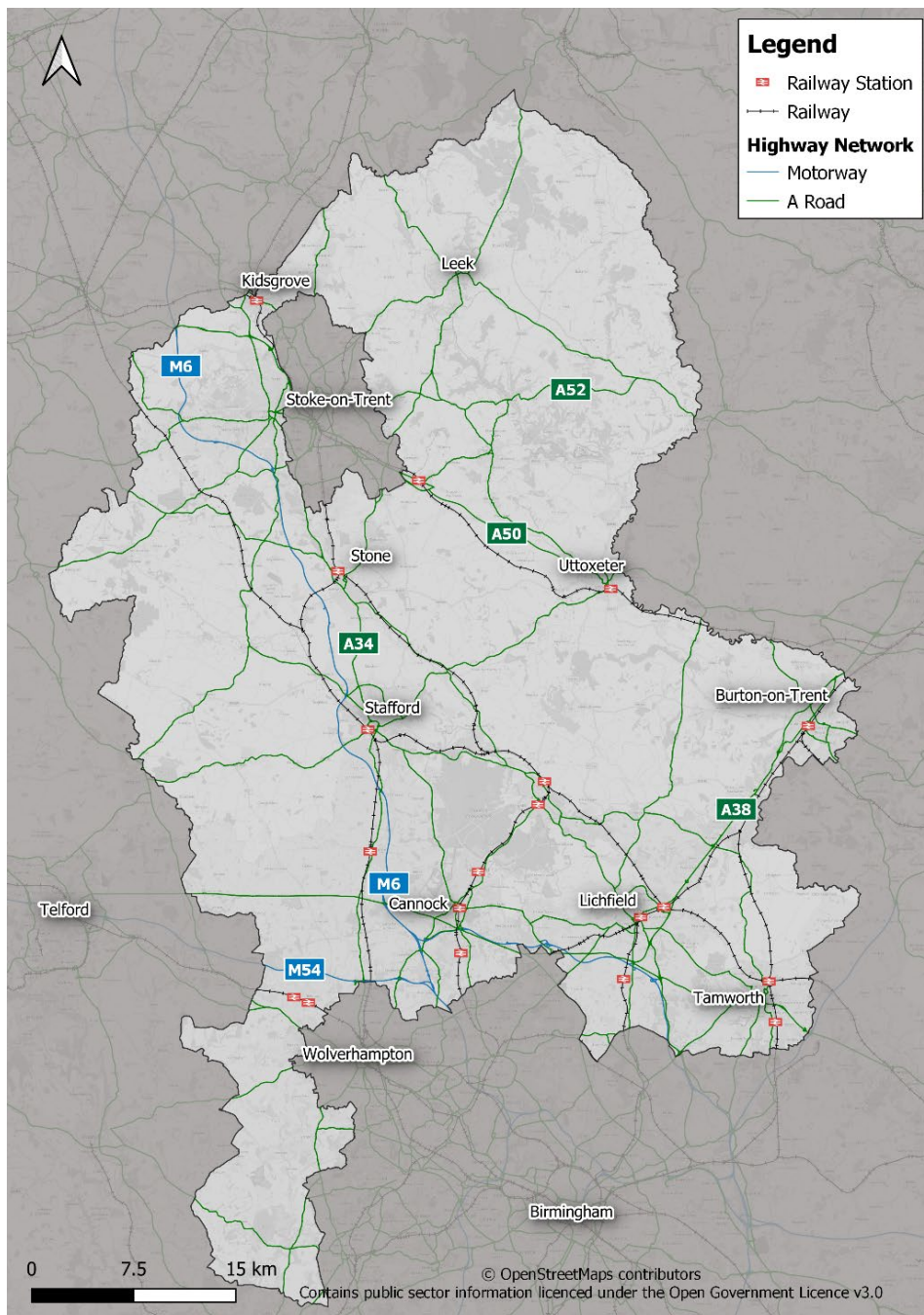
Staffordshire County Council intends to enter into an Enhanced Partnership. Its notice can be found here:

https://www.staffordshire.gov.uk/Transport/buses/Staffordshire-BSIP-and-Enhanced-Partnership-January-2022.aspx

This BSIP was originally published in October 2021. Staffordshire County Council will publish a review of the BSIP by 31 October of each subsequent year for as long as the Enhanced Partnership is in force. This document acts as the first BSIP update after initial publication.

The BSIP is consistent with the County Council's Bus Strategy and Local Transport Plan 3 (LTP3) covering the period 2011 – 2026 which can be found here:
https://www.staffordshire.gov.uk/Transport/transportplanning/localtransportplan/home.aspx

Staffordshire County Council continues to work closely with all eight Districts and Boroughs within Staffordshire, ensuring that Public Transport is considered a major priority line with Staffordshire's Integrated Transport Strategies. The strategies are complemented by the Staffordshire Rail Strategy, the Staffordshire Freight Strategy and Staffordshire's Local Cycling and Walking Infrastructure Plan 2021 (LCWIP). The LCWIP's vision is to: 'Increase people's connectivity through cycling and walking to employment, education and leisure, leading to positive changes in modal shift, enabling people to lead safer, healthier and more independent lives'. Delivery of the LCWIP will help to improve accessibility to bus services and the Rail Strategy supports better bus/rail integration.

Integrated Transport Strategies have been developed for the eight District / Boroughs in Staffordshire to help prioritise the County Council's expenditure on transport improvements and secure potential resources including developer contributions and Government funds. They are also informing the District / Borough Council Local Plan process and take into account the new National Planning Policy Framework. The Integrated Transport Strategies will be reviewed alongside emerging new Local Plans and updated to reflect the Bus Service Improvement Plan.

Background

Staffordshire is a county situated in the West Midlands region. The county is bordered by Cheshire to the north, Shropshire and Telford & Wrekin to the

west, Derbyshire and Leicestershire to the east and Worcestershire and the West Midlands metropolitan area to the south. Staffordshire is the 22nd largest county by area and the 25th most populous within England when Stoke-on-Trent is excluded. The county features several large urban areas including Lichfield, Stafford, Newcastle-under-Lyme, Cannock, Tamworth and Burton-on-Trent.

The county has a relatively low overall population density, especially upon comparison with the nearby West Midlands metropolitan area, although approximately 75% of the population is concentrated within urban areas. The rural areas of Cannock Chase Area of Outstanding Natural Beauty and the Staffordshire Moorlands (including part of Peak District National Park) are particularly sparsely populated. As of mid-2020, the county's population stood at 883,172. With an area of 2,623 square kilometres, this results in a population density of 336 residents per km². In comparison, the West Midlands Combined Authority Area has a population density of 3,235 residents per km². In general, Staffordshire has an older population[1] with 43% of the population over the age of 50, a trend which is echoed across all of its districts. The largest population group is the under-16s followed by the 70+ year olds and 50–59-year-olds.

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[1] ONS (2021), Estimates of the population for the UK, England and Wales, Scotland and Northern Ireland

2. Current bus offer to passengers

This section describes the bus service offer in Staffordshire, assesses its quality and suitability for Staffordshire residents, and analyses the impact of background highway and socio-demographic conditions on buses.

At a number of points reference is made to "Staffordshire BSIP Baseline Evidence Base" (SBBEB) which addresses these issues in further detail and to which the reader is referred to.

2.1. Analysis of existing local bus services compared to BSIP outcomes

2.1.1 Operator context

Staffordshire's bus network is provided by a number of different operators, ranging from subsidiaries of large national public transport groups, to small independent operators with only a few vehicles.

Changes occurred to Staffordshire's bus network in early 2021with Arriva selling its Cannock depot and services to D&G Bus, who now operates these routes using the Chaserider brand. They also operate a number of routes into Staffordshire as D&G Bus from their Stoke-on-Trent operation.

Arriva still maintain a significant presence in Tamworth, along with services operating into the county from the neighbouring Telford, Shrewsbury and Derby depots. The Burton-on-Trent to Derby X38 express service is unusual within the UK bus industry as being one of only a few routes still jointly provided by more than one operator, in this case alongside trentbarton.

Midland Classic became part of Diamond Bus in August 2022, with Diamond Bus now acting as the main operator in the Burton-on-Trent area, providing services within the town as well as longer-distance services to Swadlincote in Derbyshire, Lichfield, Uttoxeter and East Midlands airport.

Select Bus Services are based in Stafford, providing services both within the town and longer-distance to Wolverhampton and Cannock. They also operate a number of services radiating from Cannock, as well as Lichfield to Aldridge and Kinver to Stourbridge.

National Express West Midlands operates services in the south of the county, to Lichfield and Cannock, providing connections through to Birmingham City

Centre from both, as well as services from Wolverhampton passing through South Staffordshire.

First Potteries operates many services in Newcastle-under-Lyme, both within the wider Stoke-on-Trent conurbation as well as longer-distance routes to locations such as Keele and Stafford.

Other operators in Staffordshire include:

- A&M Group – Flexibus (accessible bus services for Warwickshire County Council);
- Aimee's Travel
- Ashbourne Community Transport
- Banga Buses
- Bennett's Travel
- High Peak
- Hulleys of Baslow
- Notts & Derby
- Scraggs Coaches
- Stagecoach
- Stantons of Stoke-on-Trent
- trentbarton

Figure 2 shows the bus map for Staffordshire as of September 2021.

Figure 2 Staffordshire bus network, September 2021
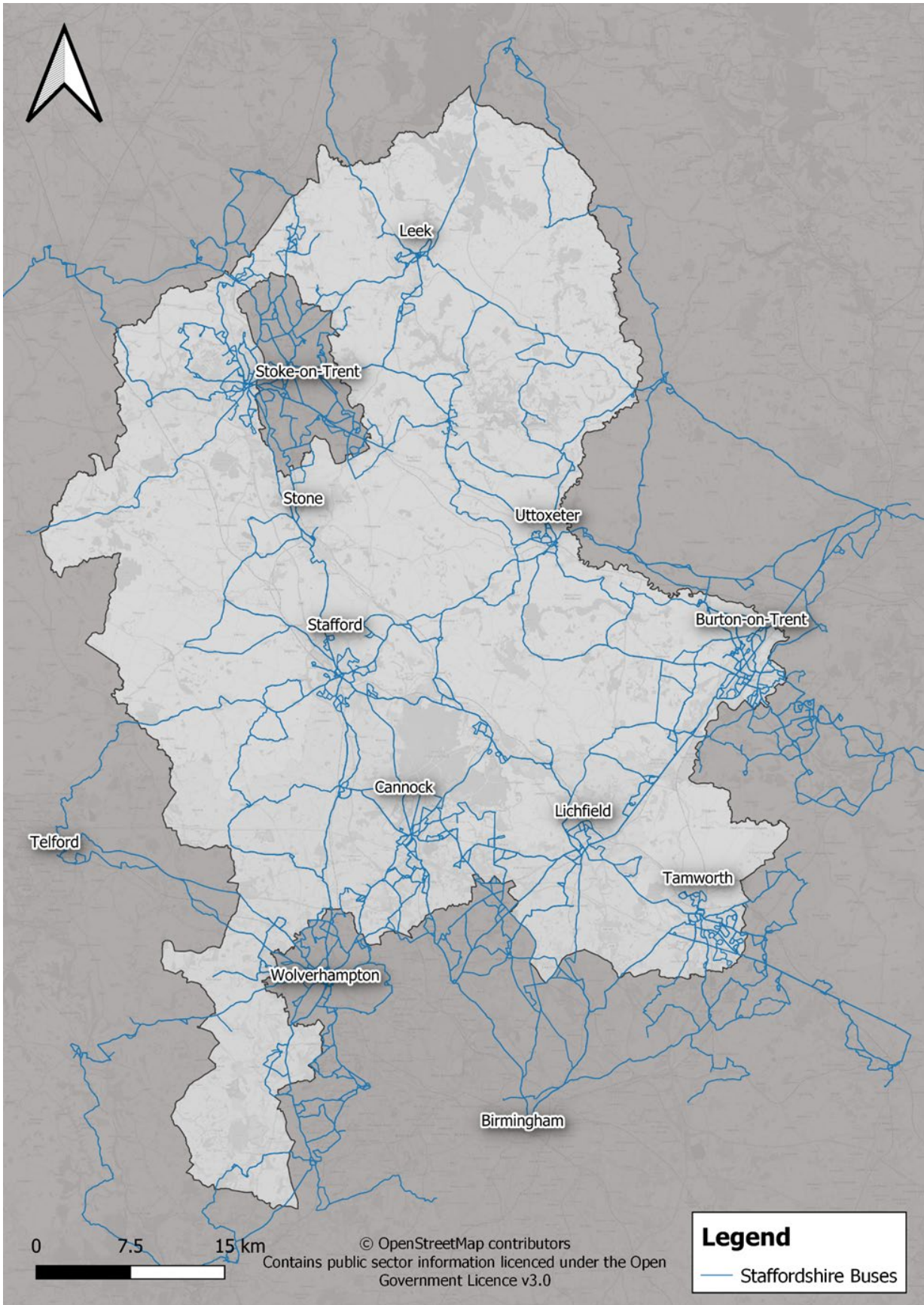
2.1.2 Bus service supply

Due to the large size of Staffordshire, the bus network is naturally complex with over 300 separate service covering the county. A full list is provided in Appendix A.

Key inter-urban services within and bordering Staffordshire, include:

- Arriva Midlands – 5/5A/5E/6 – Stafford to Telford
- Arriva Midlands – 64 - Hanley (Stoke-on-Trent) to Shrewsbury via Newcastle-under-Lyme
- Arriva Midlands – 110 – Tamworth to Birmingham
- Arriva Midlands – 65 – Tamworth to Nuneaton
- Arriva Midlands – 765/X65 – Lichfield to Tamworth
- Arriva Midlands – X38 – Burton to Derby (joint with trentbarton)
- Chaserider – 74 – Stafford to Walsall via Cannock
- Chaserider – 70/70A/71 - Cannock to Wolverhampton
- Chaserider – 60/62 - Cannock to Lichfield
- Chaserider – 826/828 – Stafford to Lichfield
- Diamond Bus – 35 – Lichfield to Walsall
- Diamond Bus – 8/9 – Queen's Hospital, Burton to Swadlincote
- Diamond Bus – 12/12E/X12 – Lichfield to Burton
- Diamond Bus – 401/402/402A/403 – Burton to Uttoxeter
- First Potteries – 4/4A/11/11B/22/25 – Newcastle-under-Lyme to Hanley
- First Potteries – 101 – Stafford to Hanley via Newcastle-under-Lyme
- National Express West Midlands – 8 – Lichfield to Walsall
- National Express West Midlands – X3 – Lichfield to Birmingham
- National Express West Midlands – X51 – Cannock to Birmingham
- Select Bus – 875 – Cannock to Stafford
- Select Bus – 877/878 – Stafford to Wolverhampton
- Stagecoach – 748– Tamworth to Nuneaton
- trentbarton – V3 – Burton to Derby
- trentbarton – X38 – Burton to Derby (joint with Arriva Midlands)

Many of these interurban routes operate at least half-hourly, with some operating up to every 15 minutes (such as Arriva Midlands' 110 Tamworth to Birmingham).

All of the major settlements have their own town networks. Frequencies of these services vary, but are generally a minimum of half-hourly within the urban area with many routes operating every 15 minutes.

Rural areas of the county are provided by either infrequent scheduled bus services (some on certain days of the week only), or form part of the Staffordshire Moorlands Rural Mobility Fund trial demand responsive scheme.

Evening and Sunday service provision varies across the county. Funding for such services from Staffordshire County Council has been reduced due to wider budgetary pressures.

BSIP baseline: Currently no bus service provides a 'walk-up' frequency of 5-6 bph. Other services are regular but relatively low frequency.

BSIP baseline: Variability of frequencies for inter-urban services.

BSIP baseline: Limited provision of evening and Sunday services

BSIP baseline: Variable connectivity to major employment locations

2.1.3 Bus fares

Bus fares in Staffordshire vary substantially. SBBEB Section 5-3 provides a summary of published fares. From this it is clear that there is substantial variation in fares and the offers available to different groups, notably younger people.

Table 1 illustrates some key fares charged by the different operators within the County.

Table 1 Sample Staffordshire fares

	Day Ticket	**Weekly Ticket**	**Monthly**
Arriva (Tamworth and Lichfield)	£4.50	£16.50	£56.00
Chaserider (Cannock, Lichfield, Stafford)	£5.70 (£4.50 Cannock and Stafford only)	£18.00 (£16.00 Cannock and Stafford only)	£60.00 (£50.00 Cannock and Stafford only)
D&G (North Staffordshire/ Potteries area)	£2.30 - (£4.50 return available, allowing change of buses if needed)	£18.00	-
Diamond Bus (Midland Classic Lichfield zone)	£4.20 Tamworth (4.50 Lichfield)	£15.00 Tamworth (£16.50 Lichfield)	£52.00 Tamworth (£56.00 Lichfield)
First Potteries	£5.90 Potteries £8.50 'Network'	£21.00 Potteries £27.00 'Network'	£75.00 Potteries £95.00 'Network'
National Express West Midlands (whole network, no Staffordshire area products)	£4.00	£15.00 (contactless cap, app, Swift card or Payzone outlets, not available on bus)	£55.00 (app, Swift card or Payzone outlets)
trentbarton (whole network, no Staffordshire area products)	£6.30 (£10.10 before 9am Monday-Friday)	£35.00	£108.00 (28 days)

As can be seen, day ticket prices are generally around the £4 price point for a local area ticket, with only the two North Staffordshire/Potteries operators and trentbarton being priced significantly above this.

In addition to single operator fares, the following multi-operator tickets are available within Staffordshire.

Table 2 Staffordshire multi-operator tickets

	Day Ticket	**Weekly Ticket**	**Monthly**
North Staffordshire (Stoke-on-Trent, Newcastle-under-Lyme, North Staffordshire)	£5.90	£21.00	£75.00
Knot Ticket (all Staffordshire, not valid on trentbarton)	£7.00	Day ticket only	Day ticket only

With each operator setting their own cash fares, these can be complex to understand, with differing fare values, increments and distances. Cash fare information is often not publicly available. This complexity, particularly on shared corridors, means that the publication of fares details as part of at-stop information is difficult.

The provision of concessionary travel to older and disabled people is mandated by the English National Concessionary Travel Scheme, and Staffordshire County Council operates the scheme between 09:30 and 23:00 on weekdays and all-day on a Saturday, Sunday and on Public Holidays. An additional local concession is offered to disabled people, allowing them to travel before 09:30 on weekdays.

The provision of discounted fares to young people varies, with the level of fare reduction varying between operators. Availability of information relating to child fares is difficult to determine before boarding a bus

BSIP baseline: Bus fares in Staffordshire are complex, with overlapping fare zones by different operators with different product prices, durations and boundaries.

BSIP baseline: There is no county-wide period (week or longer validity) multi-operator ticketing scheme.

BSIP baseline: Young persons' fares are not standardised.

BSIP baseline: Variable fare offers for key groups (including students and job seekers).

2.1.4 Bus passenger information

Much information is available on websites such as: Traveline, Google Maps, and a variety of open-source websites such as Citymapper. These are all universally available across the UK.

Staffordshire County Council's website provides both links to operators' own websites, as well as detailed timetable information via the lists of services for each town/area. Journey planning functions are directed to the Traveline website.

Real-time information is provided by Staffordshire County Council at a number of locations across the county. As of October 2021, 152 stops are fitted with an information display with 11 larger information totems installed in town centres. Real time information is also available via many operators' mobile phone apps or websites.

BSIP baseline: The environment of different operators providing services results in a potentially confusing presentation of information to passengers.

BSIP baseline: Information on fares is particularly opaque, with little information provided at stops.

BSIP baseline: Variable provision of real time passenger information across the county.

2.1.5 Bus fleet

The fleet age profile of vehicles operating within Staffordshire is mixed, although many operators are continuing to invest in newer vehicles. The influence of the requirements of Transport for West Midlands (TfWM), bordering the county to the south, means that many buses used in south Staffordshire are to Euro VI standard. Elsewhere emissions standards vary. Table 3 shows the split of emissions standards across the fleet of buses used on services in Staffordshire.

Table 3 Staffordshire bus fleet emission standards

Emission standard	% fleet
Euro VI	20
Euro V	20
Euro IV	20
Older	40

The passenger environment onboard many fleets are functional, with the age profile meaning that only some provide modern facilities such as USB charging points or next stop audio-visual announcements.

BSIP baseline: A mixed fleet of poorer emissions standards, not supporting net zero carbon targets, although some operators are investing in new vehicles.

BSIP baseline: Fleet presentation is variable, as is the quality of the passenger saloon and seating.

BSIP baseline: Few vehicles provide next stop announcements.

2.1.6 Bus stop infrastructure

Historically, and due to lack of funding and physical resource, current ownership of bus stop infrastructure, bus stations and interchanges have been the responsibility of the District/Borough Councils and the Parish Councils within Staffordshire.

The current infrastructure position in Staffordshire is as follows, accurate as of April 2023:

- 4,900 bus stops within Staffordshire
- 1088 shelters in Staffordshire
    - Only 206 shelters are maintained by Staffordshire County Council
- 6 Bus Stations in Staffordshire currently all maintained by Districts and Borough Councils
- 4 Bus Interchanges in Staffordshire currently all maintained by Districts and Borough Councils
- 168 RTPI displays (at 152 locations) managed and maintained by Staffordshire CC
- 113 bus stops have roadside information provided by Staffordshire County Council

The current situation has led to a total lack of consistency and mix of different shelters matching the corporate branding of each area, different types of publicity and

inconsistent information. All are now in desperate need of either a refresh, refurbishment or replacement in order to maximise attraction and utilise the use of emerging digital technology.

Figure 3 Staffordshire's bus stops
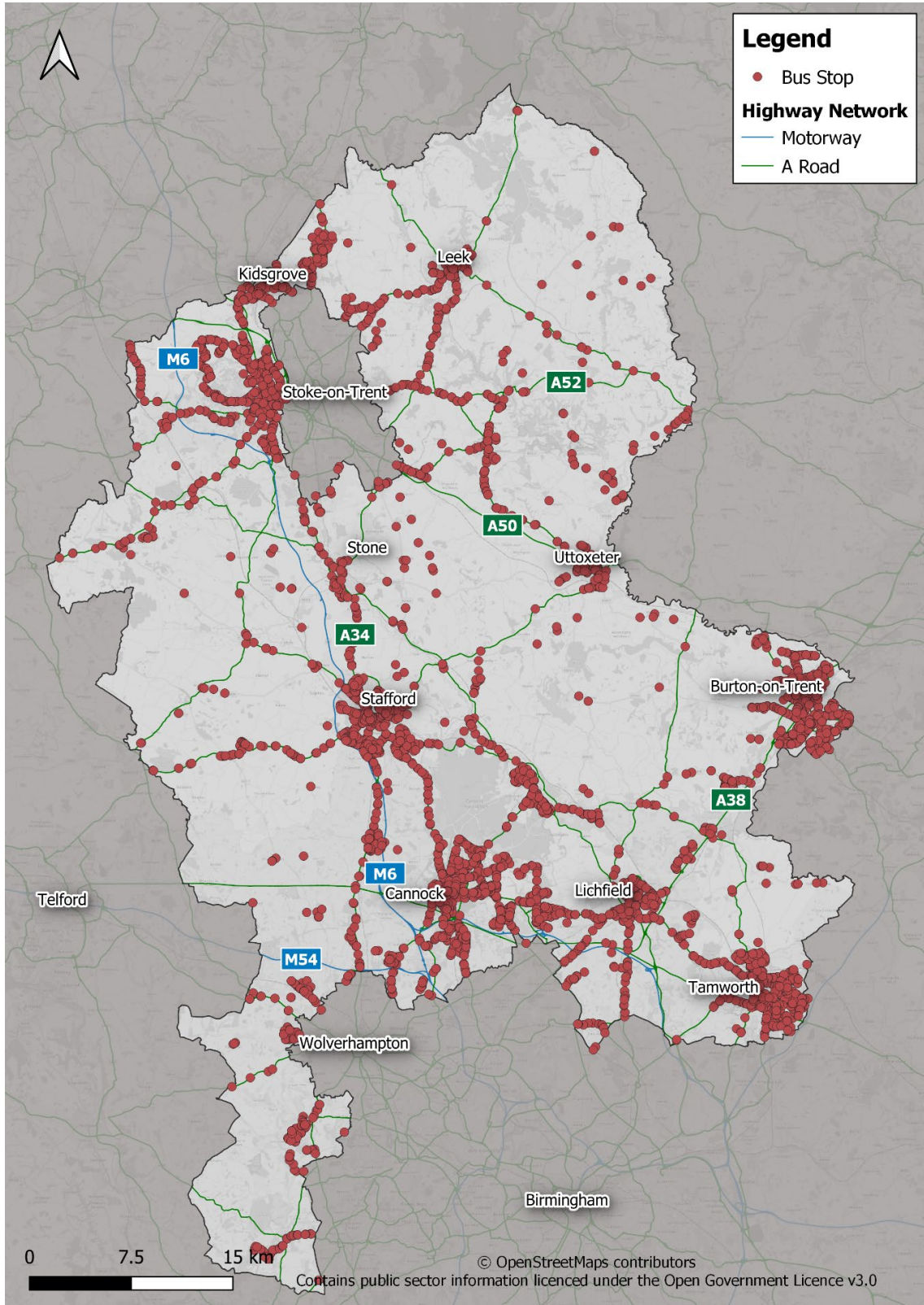
BSIP baseline: Most bus shelters are not in the ownership of the Local Transport Authority

BSIP baseline: Inconsistent sizes of information displays, leading to poor quality of information provision in many areas

BSIP baseline: No standard presentation of passenger facilities across the county

BSIP baseline: Limited roll-out of real time information displays due to ownership issues of stop infrastructure

BSIP baseline: Bus stations and interchanges are not in the ownership of the LTA, therefore currently at risk of being sold off for development by the owning District/Borough Councils

2.1.7 Bus priority measures

Staffordshire has a number of existing bus priority measures in place, comprising bus lanes, bus gates and bus-only turns at key junctions. The locations of existing bus priority measures are:

- Burton High Street, Burton-on-Trent
- Barracks Road bus lane, Newcastle-under-Lyme
- Perton bus gate, South Staffordshire
- Bridge Street right turn, Stafford
- South Walls bus lane, Stafford
- Chell Road bus lane, Stafford
- John Amery Drive pedestrian crossing bus gate, Stafford
- Stone Business Park bus gate, Stone

Figure 4, overleaf, shows the locations of these measures in the county.

BSIP baseline: No 'whole route' bus priority, which means that buses can still get caught up in congestion in major urban centres.

Figure 4 Existing bus priority measures in Staffordshire
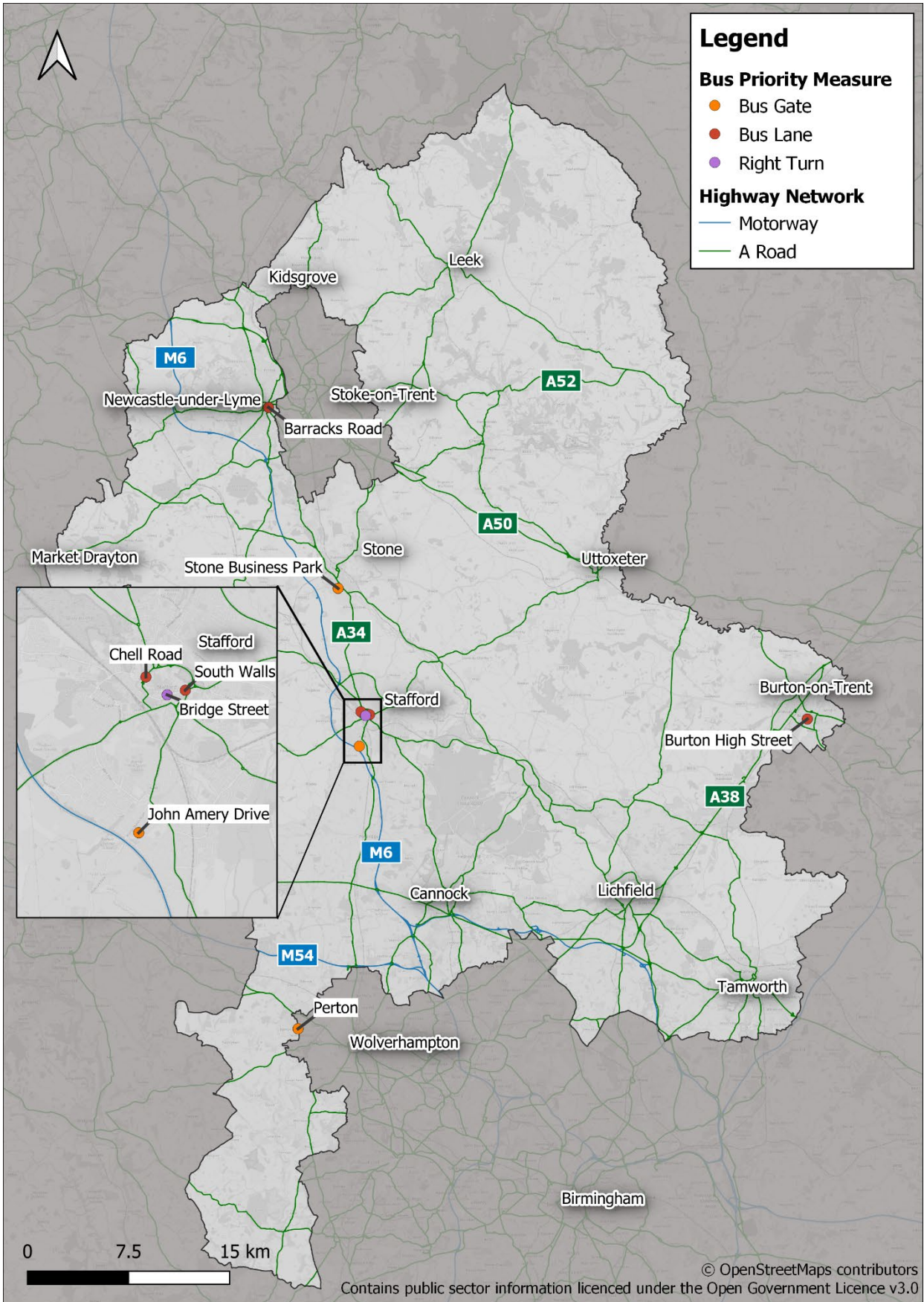
2.1.8 Staffordshire County Council staffing

The Public Transport team at Staffordshire County Council covers a wide remit of public transport activity and is split into 3 teams overseen by the Head of Transport Operations and Future Connectivity.

The teams are:

- Local service procurement and review, registrations, compliance and expenditure/payments;
- Roadside infrastructure and information; and
- Digital infrastructure and concessionary travel schemes.

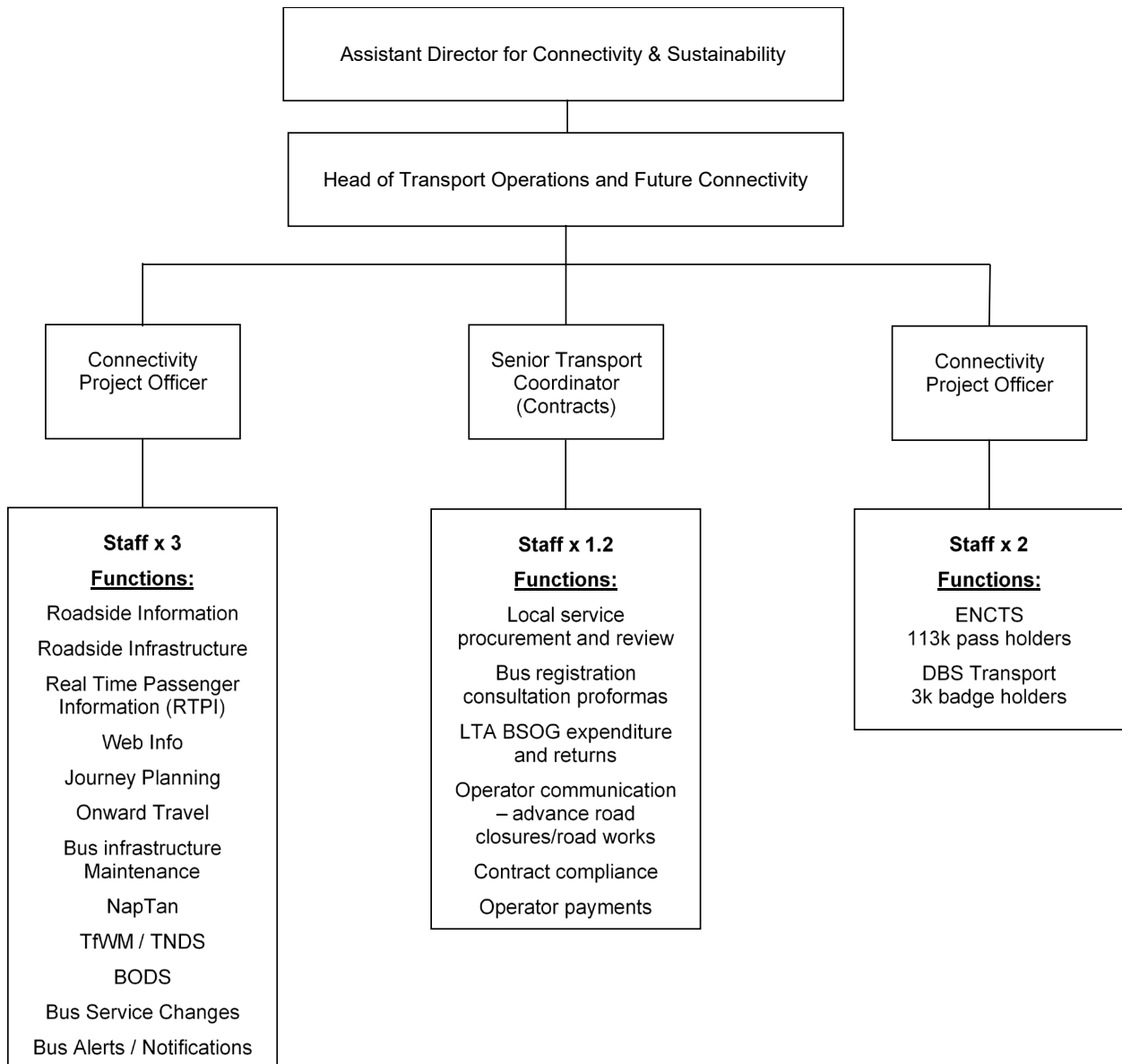Figure 5 shows the current staffing structure.

Figure 5 Staffordshire County Council Public Transport team

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┌─────────────────────────────────────────────┐
│ Assistant Director for Connectivity &        │
│ Sustainability                               │
└─────────────────────────────────────────────┘
                       │
┌─────────────────────────────────────────────┐
│ Head of Transport Operations and Future      │
│ Connectivity                                 │
└─────────────────────────────────────────────┘
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Connectivity Project Officer	Senior Transport Coordinator (Contracts)	Connectivity Project Officer
Staff x 3 **Functions:** Roadside Information Roadside Infrastructure Real Time Passenger Information (RTPI) Web Info Journey Planning Onward Travel Bus infrastructure Maintenance NapTan TfWM / TNDS BODS Bus Service Changes Bus Alerts / Notifications	**Staff x 1.2** **Functions:** Local service procurement and review Bus registration consultation proformas LTA BSOG expenditure and returns Operator communication – advance road closures/road works Contract compliance Operator payments	**Staff x 2** **Functions:** ENCTS 113k pass holders DBS Transport 3k badge holders

BSIP baseline: Limited officer capacity to engage and liaise with bus operators and to provide proactive policy and operational direction.
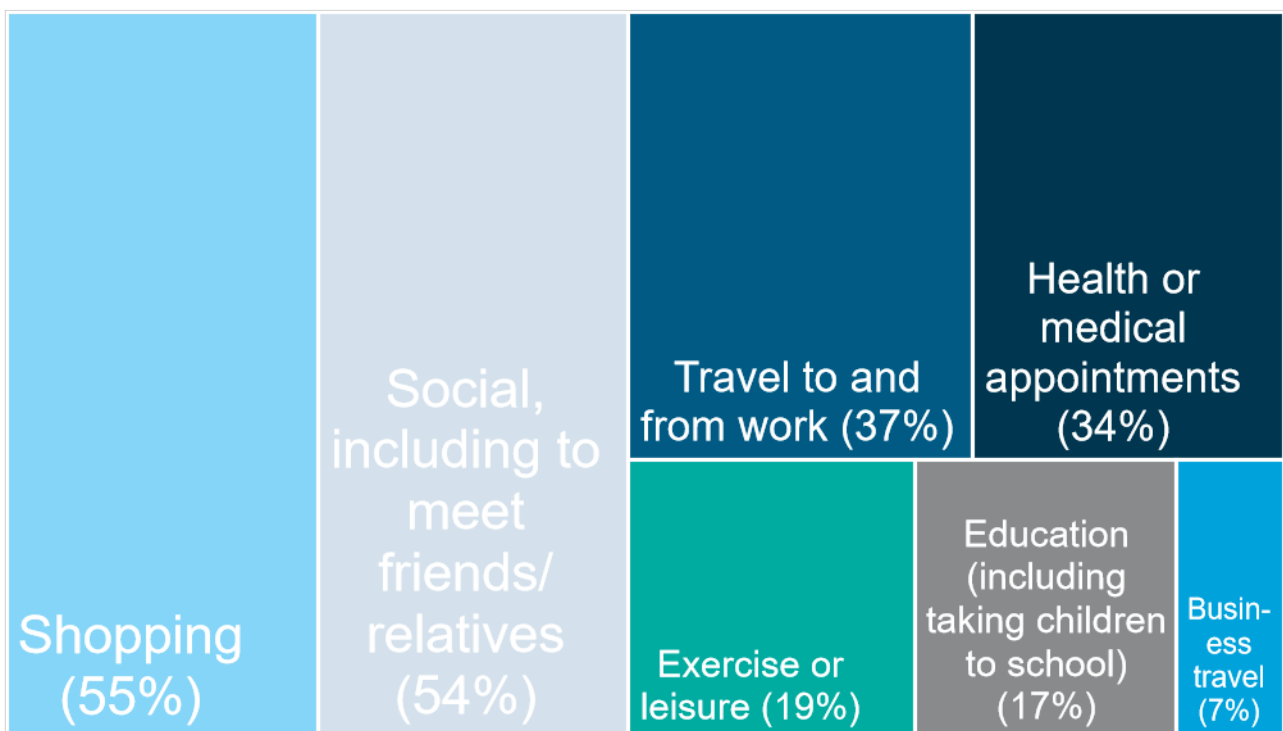
2.1.9 Views of passengers and stakeholders

As part of the development of this BSIP, Staffordshire County Council ran a passenger engagement survey between 19 Aug 2021 and 17 September 2021, to gather views from Staffordshire residents. The survey aimed to understand views on the current bus network and highlight priorities for the future.

The survey was publicised across the County Council's social media accounts and was also promoted by bus operators; it was open to bus users and non-users. Participation was self-selected, so the results provide a general indication of views but are not demographically representative of all residents.

Respondents were asked different questions based on whether they were a current bus user or non-user. Of the 1,900 responses, nearly two-third were current bus users, with usage higher amongst concessionary bus pass holders, those without a car and younger respondents.

Reasons given for using the bus (multiple answers could be selected) are shown in Figure 6.

Figure 6 Reasons for using the bus

Shopping (55%)

Social, including to meet friends/relatives (54%)

Travel to and from work (37%)

Health or medical appointments (34%)

Exercise or leisure (19%)

Education (including taking children to school) (17%)

Business travel (7%)

Respondents' feelings towards the bus were generally positive for current users, feelings of safety scored higher than affordability, reliability and accessibility, as shown in Figure 7.

*Figure 7 Reaction towards the bus, current users*
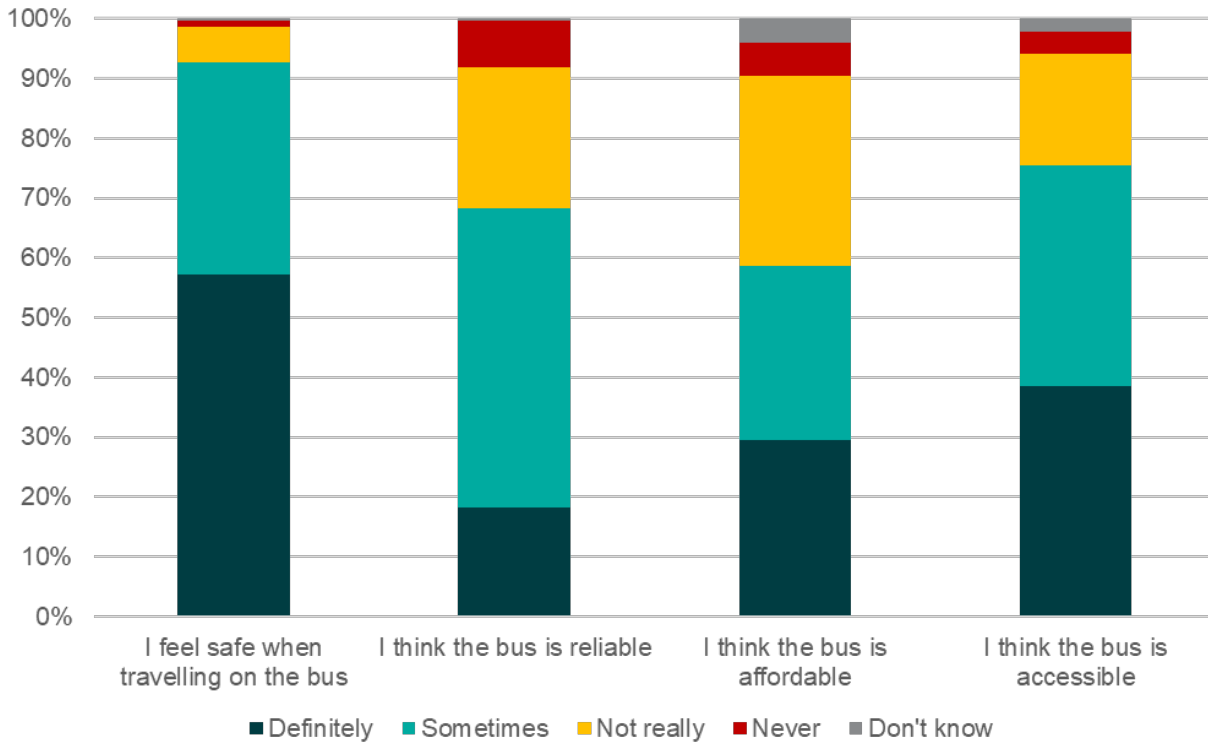
With reliability having the lowest proportion of respondents selecting 'definitely', further analysis was conducted by location to show areas where respondents felt the most positive towards the bus service (in terms of reliability).

Burton upon Trent and surrounding areas contained the highest proportion of respondents that thought the bus was 'definitely' or 'sometimes' reliable. Conversely, areas of Codsall, Cannock and Stoke-on-Trent contained the highest proportion of respondents that answered 'not really' or never'.

In terms of safety, Burton upon Trent also contained the greatest proportion of respondents that felt the bus was 'definitely' safe, as shown in Figure 8.

*Figure 8 How do you currently feel about the bus service? [I feel safe] –
Proportion of 'definitely' and 'sometimes' responses*
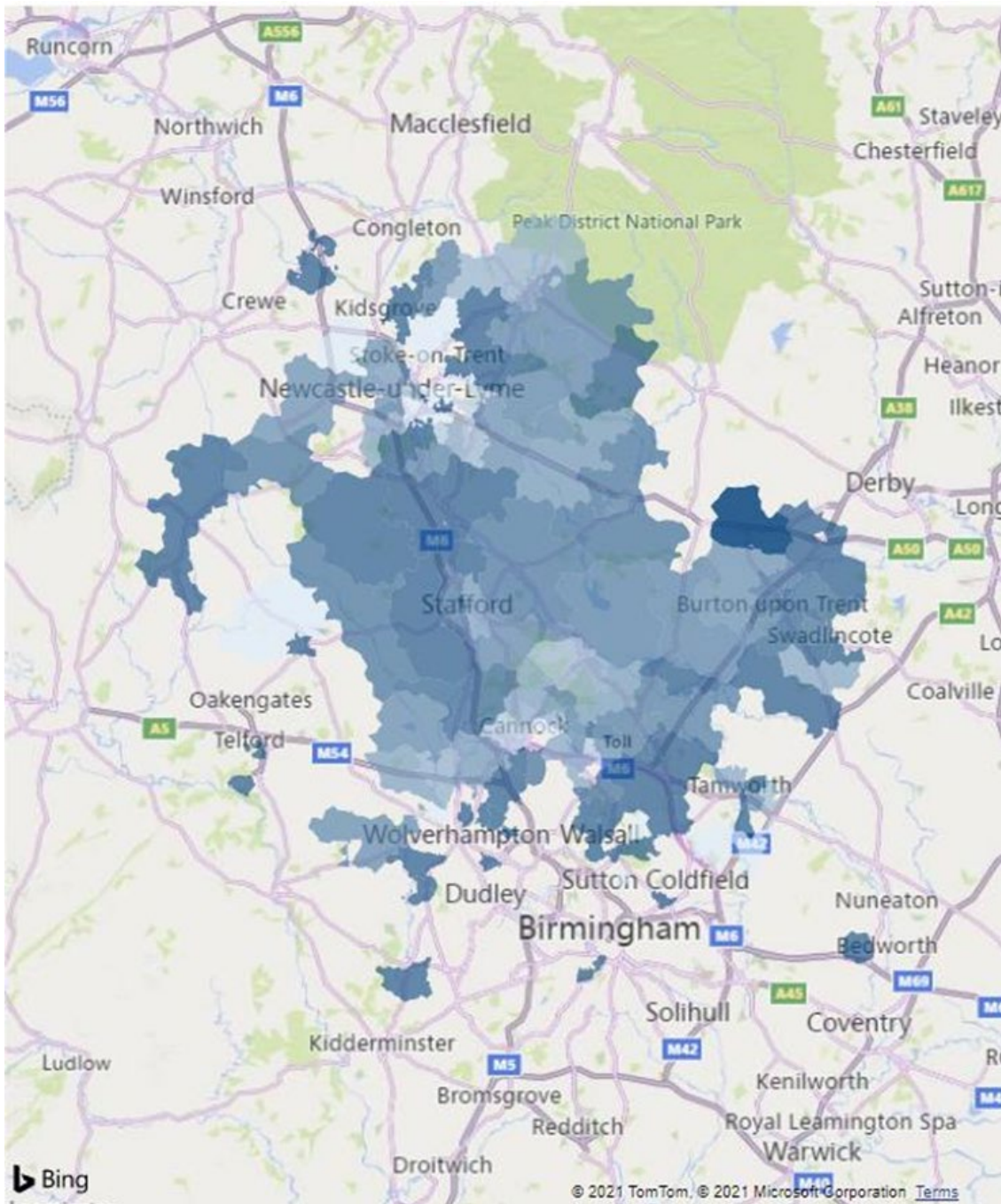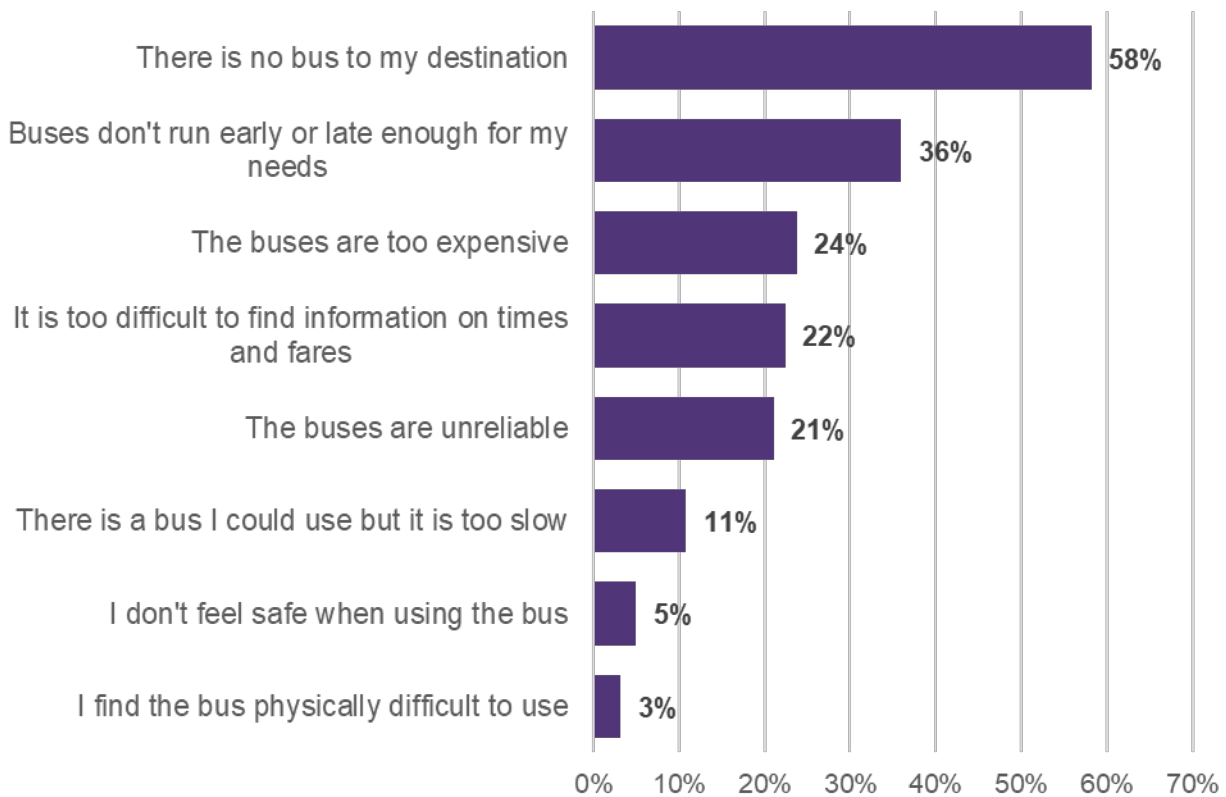

When existing users were asked about what may make them use bus services
more, lower fares, real time information/tracking arrival and better timetables
(more frequent / evening / Sunday services) were the top answers.

Non-users cited lack of a service to their destination as the top reason for not
travelling by bus, with a lack of early/late services being second, as shown in
Figure 9.

Figure 9 Non-users' reasons for not travelling by bus

Reason	Percentage
There is no bus to my destination	58%
Buses don't run early or late enough for my needs	36%
The buses are too expensive	24%
It is too difficult to find information on times and fares	22%
The buses are unreliable	21%
There is a bus I could use but it is too slow	11%
I don't feel safe when using the bus	5%
I find the bus physically difficult to use	3%

When asked what might encourage them to use buses, as with current users, real time information at stops, improved reliability and better connections were the top responses. Contactless payments and lower fares also ranked highly. It is disappointing to note that whilst many operators have been accepting contactless payments for the past few years, knowledge of this hasn't been communicated widely or clearly enough to reach a base understanding amongst potential passengers.

Engagement has been undertaken with MPs on both the BSIP and wider bus service issues, such as the weekend and evening services discussions last year, as well as more general engagement on usual constituency transport concerns.

BSIP baseline: Focus on delivery of key bus service basics (reliable and affordable journeys, with easy access to information) remain key concerns amongst both existing users and current non-users.

2.1.10 Bus service outcomes

According to DfT bus statistics, the bus passenger trip rate was around 4.9[2] in 2020/21, a sharp decrease to the bus passenger trip rate of 14.7 observed in 2019/20. Whilst the observed level for 2020/21 will have been severely impacted by the effects of Covid-19 and government imposed travel restrictions, bus passenger trip rates have been steadily falling over recent years (SBBEB Figure 6.2). This rate is lower than the neighbouring Derbyshire and is lower than would be suggested by the level of zero car ownership amongst households in Staffordshire. This suggests that the bus passenger trip rate should be around 500% greater, at around 30 trips per year (SBBEB Figure 6.3).

There are a number of exogenous factors for this:

- There is a high level of both in-commuting and out-commuting, which is more difficult for public transport to capture these trips at either the trip origin or trip end, a key consideration for interventions developed for this BSIP;
- The main town centres have lost a significant amount of retail activity over recent years, especially since Covid-19.
- Abundance of free or cheap parking in town centres, retail parks and employment areas (although overspill on-street parking is now an issue in most employment areas);
- Lack of services to some large employment areas adjacent to motorway junctions, with the nature of the employment (distribution) not lending themselves to bus use for employees to access the sites; and
- Anecdotally, high levels of private hire taxi use in some areas.

Historic difficulties in serving major employment areas due to factors such as different working patterns, the nature of the jobs offered, relative ease of access by car, and, anecdotally, some businesses not wanting their staff to share public transport for competition reasons, means that public transport mode share is lower than might be expected.

Demographic analysis and feedback from the Employment Service indicates that some areas with a higher propensity to use bus services, for all categories of journey, are poorly connected to the major employment sites, with public

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[2] Local bus passenger journeys (BUS01) - GOV.UK (www.gov.uk)

transport journeys involving interchange with associated interchange penalties of longer trip times.

BSIP baseline: demand for journeys to work is lower than would be expected for the socio-demographic characteristics of Staffordshire.

BSIP baseline: poor access to major employment areas by bus services.

2.2 LTA financial support for bus services

The financial support that Staffordshire County Council currently provides is shown in Table 4. As of April 2023, this funding supports 41 services, most are for the operation of entire daytime services, with a focus on fulfilling mobility needs across the County.

Table 4 Staffordshire County Council financial support

Service	Route	Days of operation	Annual Value
1	Tutbury – Burton	Mon-Fri	£20,507.76
2	Tamworth – Gillway	Mon-Sat	£3,793.92
3	Tamworth – Coton Green	Mon-Sat	£3,793.92
6	Burton – Eton Park	Mon-Sat	£43,864.16
8	Brownhills – Lichfield	Sundays and Bank Hols	£14,100.66
9	Biddulph – Westbury Park (Crackley diversion)	Mon-Sat	£9,120.00
10	Burton – Rough Hay	Mon-Sat	£42,699.84
10A/B	Codsall / Pattingham – Perton	Mon-Fri	£66,081.64
11	Burton – Anglesey Road	Mon-Sat	£7,533.12
11/11S/875A	Stafford – Coton Fields / Rickerscote	Mon-Fri	£56,304.36
12e	Burton – Lichfield	Mon-Sat	£53,856.64
17	Burton – Clay Mills	Mon-Sat	£9,019.68
18	Burton – Dalebrook	Mon-Sat	£31,743.68
23	Cannock – Wimblebury – Hednesford	Mon-Fri	£19,908.00
30	Leek – Ipstone – Cheadle – Tean	Mon-Fri	£14,452.20

32 32X	Hanley – Cheadle – Uttoxeter	7 days a week	£115,045.00
33/35	Newcastle – Chesterton	Mon-Fri	£33,810.84
36	Lichfield – Aldridge	Mon-Fri	£60,774.84
67	Cannock – Featherstone – Wolverhampton	Mon-Fri	£61,488.63
70	Cheslyn Hay – Wolverhampton	Mon-Sat	£56,981.76
71	Cheslyn Hay – Wolverhampton	Mon-Sat	£67,795.04
85	Newcastle – Crewe	Mon-Fri	£5,040.00
94/94A/94B	Newcastle – Biddulph	Mon-Fri	£89,643.96
102/102A	Swynnerton – Yarnfield – Walton Hill – Stone	Mon-Sat	£35,029.01
103/103S/104	Eccleshall – Stone	Mon-Fri	£39,372.48
108	Ashbourne – Leek – Buxton	Mon-Fri	£101,165.40
109	Leek – Rudyard – Macclesfield	Mon-Sat	£90,707.52
116	Leek – Cheddleton	Mon-Fri	£14,452.20
123	Cheadle Town Service	Mon-Fri	£64,857.24
165/6	Leek Town Service	Mon-Sat	£15,200.00
242/242S	Kinver – Stourbridge	Mon-Sat	£119,146.72
401	Burton – Uttoxeter (Tutbury - Uttoxeter section)	Mon-Sat	£20,741.92
402/402A/403	Uttoxeter – Draycott – Burton	Mon-Sat	£127,342.56
406	Uttoxeter Circle	Mon-Sat	£36,480.00
411	Uttoxeter – Leigh Circular	Wed	£4,185.48
432/10	Stafford – Eccleshall; Tixall Road – Stafford	Mon-Sat (Svce 10 Mon-Fri)	£47,454.40
765	Lichfield – Tamworth	Mon-Sat	£22,605.44
841	Stafford – Uttoxeter	Mon-Sat	£188,340.68
877/878	Brewood-Stafford	Mon-Fri	£136,332.00
IN2	Forsbrook – Dilhorne – Boundary	Mon-Fri	£41,580.00
Swift	Uttoxeter – Ashbourne	Mon-Sat	£49,552.00

2.3 Other factors that affect the use of local bus services

In Staffordshire, off-street parking is generally the responsibility of the district/borough councils. The County Council intends to work with the District and Borough Councils to develop parking strategies that take into account the need to promote modal shift on to buses. This will include discussions around the cost of a day's parking compared to local area bus tickets, along with development-related changes in parking provision.

3. Headline targets

3.1 Bus journey times

Target development

The average one-way bus journey time within Staffordshire is variable across the county, given the mix of urban and inter-urban services. However, by 2024/25 it is our ambition that, as a result of implementation of the bus priority and other traffic management measures described in Section 4, these proposed interventions will provide a time saving for relevant services of 7.0% reduction. This estimate is at present a very high level one and will be reviewed as scheme details are developed.

This target will be reviewed as design work on bus priority and traffic management measures proceeds, and as Staffordshire County Council gains a more in-depth understanding of the scope for journey time improvements. It is Staffordshire County Council's ambition that bus journey times should not increase after 2025 (due to impacts of background traffic growth) but the target for 2030 will be developed in light of the implementation of all schemes identified in this BSIP, and also in light of availability of funding for further bus priority infrastructure investment.

Monitoring proposal

It is proposed to measure performance in two ways:

• Analysis of bus scheduled journey times within the Staffordshire boundary, for key core routes; and

• Analysis of real-time data from bus operators, both including and excluding bus stop dwell times.

3.2 Bus journey time reliability

Target development

Staffordshire's Real Time Information system gives a figure of 75.5% 'on-time' performance for a sample of services across the county in October 2021. Information including a historic time-series (not comparable to the current data, due to a difference in collection methodology) is shown at Figure 5-14 of SBBEB. According to the DfT definition of high frequency services (at least 6 buses per hour), no services in Staffordshire currently operate to a high

frequency. The highest frequency bus services in the county, operate at a frequency of 5 buses per hour for most of the operating day.

Therefore, no services should currently be measured using the 'Excess Wait Time' (EWT) formula. EWT measures the additional time that, on average, a passenger who turns up at a bus stop at random can expect to wait for a bus and is considered to be a measure that better reflects the passenger experience of reliability for high frequency services than deviation from the timetable.

Monitoring proposal

The County Council proposes to implement a target of a 10% improvement in reliability to be achieved by 2024/25. This will see:

- The target for low-frequency services move to 85.5% 'on time' at all timing points within the Staffordshire boundary; and
- The target for any services increased in frequency and meeting the definition of high-frequency (six or more buses per hour) to have an Excess Wait Time of 1.0 minutes.

Reliability will be monitored using real-time data provided by operators and by Staffordshire County Council's real-time passenger information system.

3.3 Passenger numbers

Target development

As outlined in SBBEB, bus passenger numbers in Staffordshire have been declining over the past 5 years, from a peak of 20.6 million journeys in 2015/16 to 14.6 million in 2019/20. This number decreased sharply to 4.9 million journeys in 2020/21, although this figure would have been impacted by the effects of the Covid-19 pandemic.

If all the interventions outlined in Section 4 are delivered, The County Council's target is a 10% uplift in patronage numbers from September 2021 levels by 2024/25, or a return to pre-pandemic patronage figures in 2018/19, whichever the higher.

The impact of the pandemic on patronage has further reduced passenger numbers, but discussions with the bus operators suggest that current (December 2022) patronage has rebuilt to approximately 85% of the 2019/20

figure, but growth has slowed. In particular, trips by concessionary pass holders have been building back more slowly than fare paying passengers.

The impacts of changes to the offer in various town centres and other key retail locations is still unknown, with operators remaining cautious regarding general patronage growth before the benefits of investments from BSIP funding are delivered.

 Patronage growth is expected to increase positively in response to:

- Reduced journey times;
- Improved reliability;
- Improved passenger information;
- Consistent branding;
- Fares reduced for young people on a consistent basis;
- Other fare reductions and initiatives;
- Ease of use arising from multi-operator ticketing schemes and account-based ticketing.

Monitoring proposal

The County Council proposes to monitor the patronage target using data collated from the bus operators in Staffordshire, using passenger boardings on all services to ensure consistency with DfT's published bus statistics.
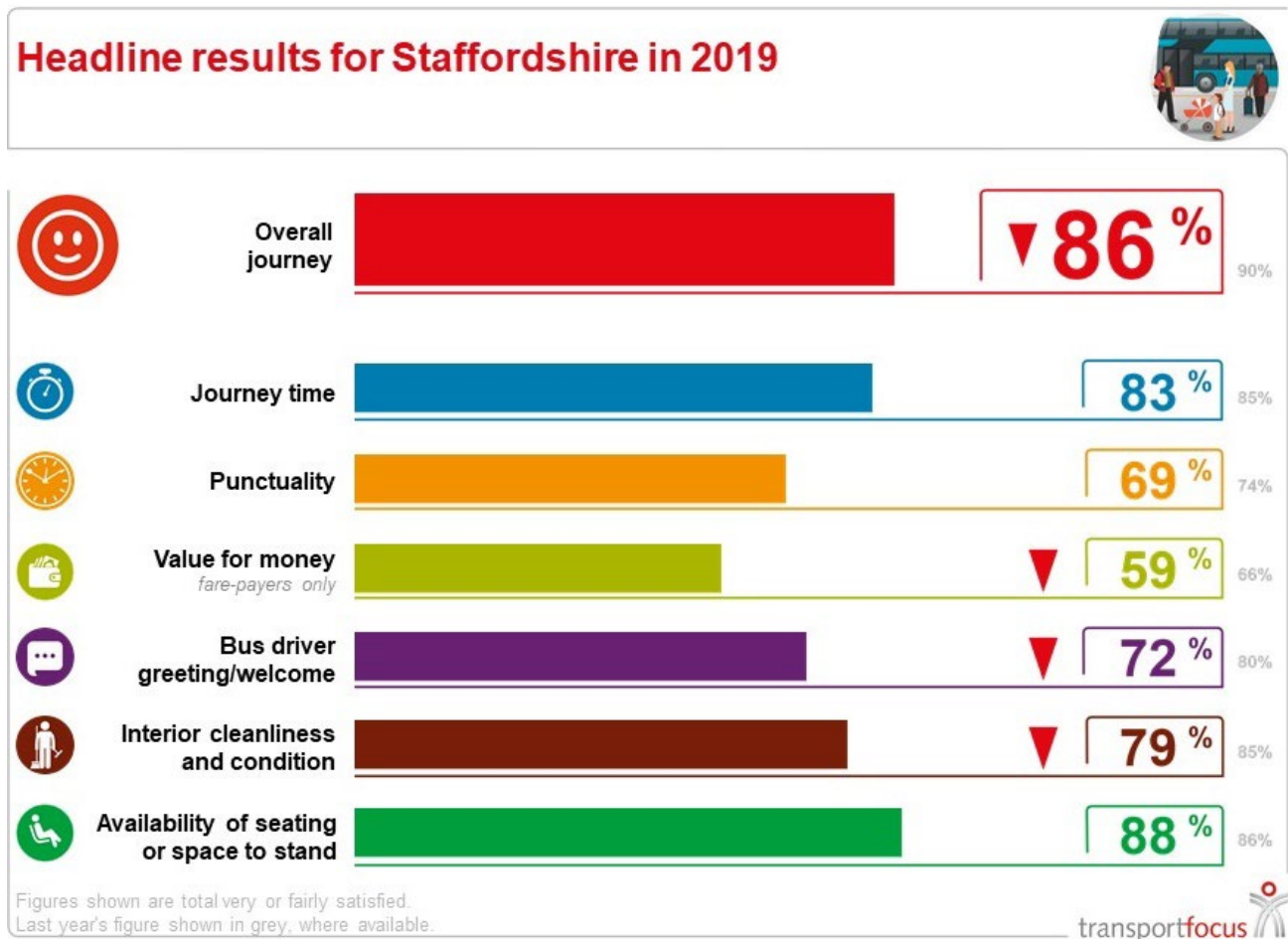
Before the return of schools in September 2022, bus patronage nationally was at around 73% of pre-Covid volumes. Following the return of schools, patronage is generally around 85-90% of pre-Covid volumes, with travel by concessionary pass holders approximately at the same percentage.

3.4 Passenger satisfaction

Target development

Staffordshire County Council has been the subject of the regular 'Bus Passenger Survey' designed and administered by Transport Focus, with the most recent survey being in autumn 2019 and the associated report being produced in early 2020. The headline results from the survey are shown in Figure 10 below.

Figure 10 Passenger survey headline results, autumn 2019

Headline results for Staffordshire in 2019

Metric	Result	Last year
Overall journey	▼86%	90%
Journey time	83%	85%
Punctuality	69%	74%
Value for money *fare-payers only*	▼59%	66%
Bus driver greeting/welcome	▼72%	80%
Interior cleanliness and condition	▼79%	85%
Availability of seating or space to stand	88%	86%

Figures shown are total very or fairly satisfied.
Last year's figure shown in grey, where available.

transport**focus**

As can be seen, four key metrics saw a decline in the numbers of passengers very or fairly satisfied, these being Value for money; Bus driver greeting/welcome; Interior cleanliness and Overall journey satisfaction. Exploring the more detailed survey results, other metrics which saw lower satisfaction responses than compared to the 2018 survey included:

- Condition or standard of maintenance of bus stops (64% down from 71%)
- Freedom from graffiti (73% down from 78%)
- Off-peak service punctuality (68% down from 76%)
- Exterior vehicle cleanliness (81% down from 85%)
- Quality of information provided inside the bus (64% down from 70%)
- Temperature inside the bus (77% down from 83%)
- Safety of the driving (87% down from 91%)

The Value for money question saw a significant drop across two of the user groups, namely 16–34-year-olds (52% down from 65%), and commuters (52% down from 62%). It is important to note that whilst there will be some

overlap between the two groups, these are passengers who should be easier to persuade to continue using the bus, and so their dissatisfaction with fares (suggesting that tolerances to fare rises were being tested with increases in 2018/19) is of concern.
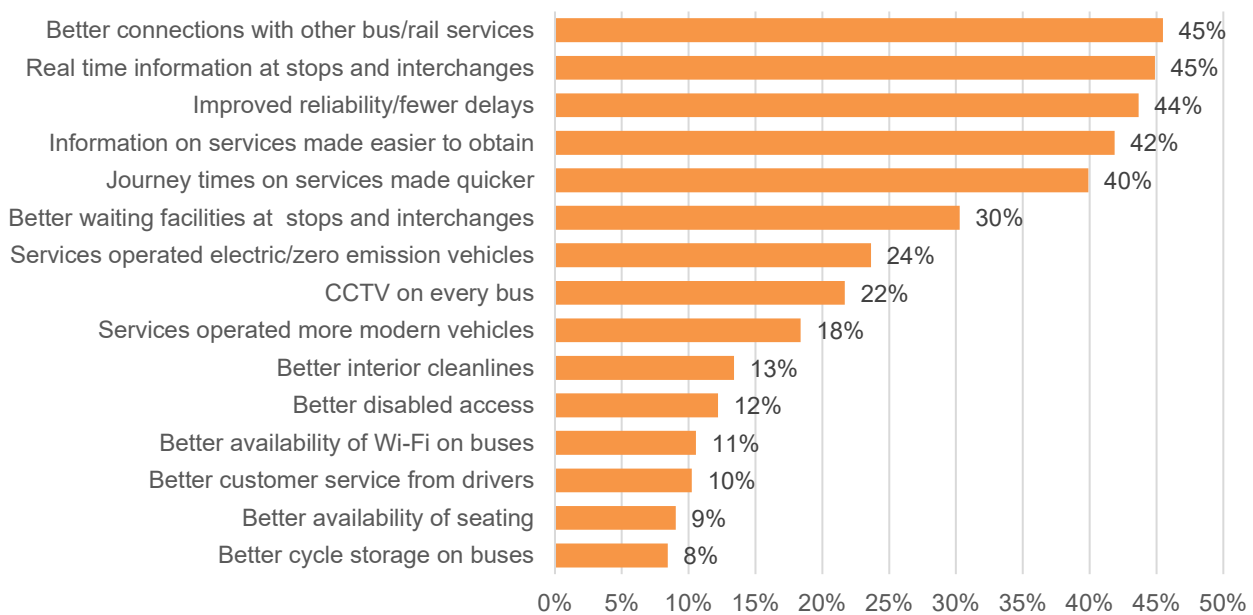
When considering how satisfaction can be improved, the graphics shown in Figure 11 illustrate analysis of different responses. The left image shows differentiators between those not satisfied and satisfied overall, showing what makes a journey 'satisfactory'. The right figure shows differentiators between fairly and very satisfied responses, showing what makes a 'great' journey.

Figure 11 What makes a satisfactory and great journey?
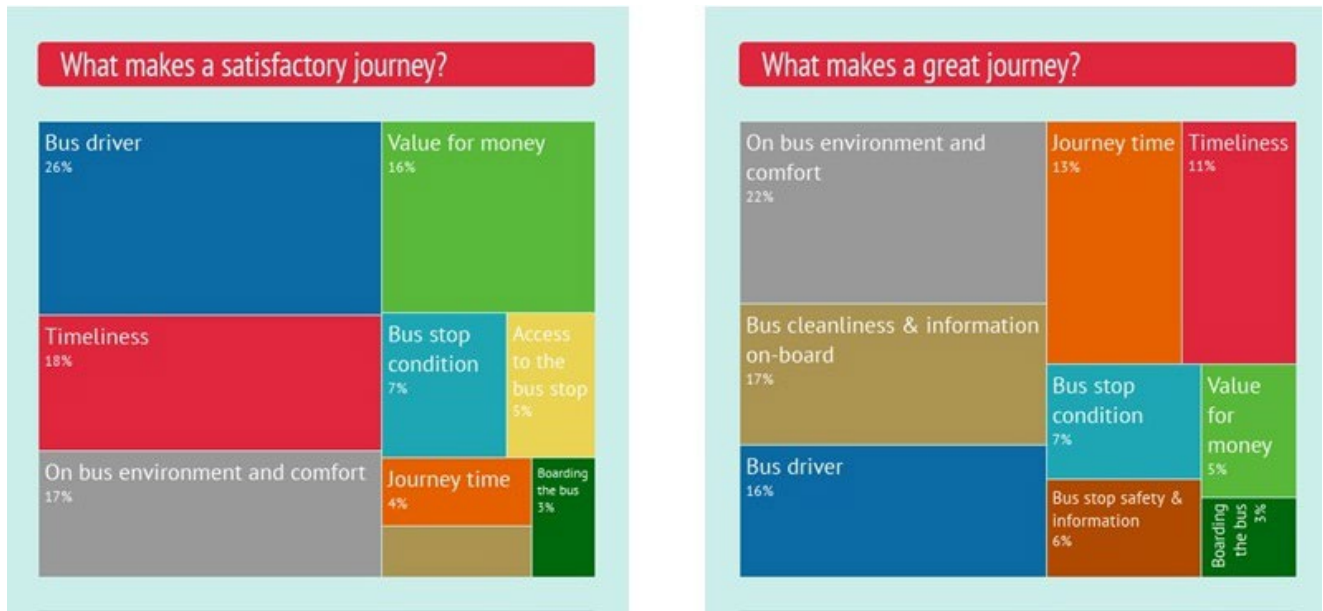
In addition to the Transport Focus surveys, Staffordshire County Council also undertook a public engagement exercise as part of the development of this BSIP. The results were broadly similar to the Transport Focus responses, although the Staffordshire exercise did engage with non-bus users as well. Figure 12 shows suggested improvements provided by non-users that might encourage them to use bus services.

Figure 12 Non bus users' suggestions to encourage bus use

Suggestion	%
Better connections with other bus/rail services	45%
Real time information at stops and interchanges	45%
Improved reliability/fewer delays	44%
Information on services made easier to obtain	42%
Journey times on services made quicker	40%
Better waiting facilities at stops and interchanges	30%
Services operated electric/zero emission vehicles	24%
CCTV on every bus	22%
Services operated more modern vehicles	18%
Better interior cleanlines	13%
Better disabled access	12%
Better availability of Wi-Fi on buses	11%
Better customer service from drivers	10%
Better availability of seating	9%
Better cycle storage on buses	8%

Monitoring proposal

In preparation of the BSIP, an on-line survey has been undertaken of both users and non-users which requested, amongst other things, their views on the perceptions of the bus service. The County Council intends to repeat this survey each year to inform revisions to the BSIP, and so this will also provide an evidence base which can be used to monitor the trend on satisfaction as well as gain intelligence on how the perceptions of users and non-users change. The monitoring of non-user views in particular will be useful in understanding the impact investments in physical infrastructure, marketing and vehicle presentation have made on those who for whatever reason are not using bus services.

The County Council will also continue with the Transport Focus surveys, to provide a consistent data series, as well as more detailed information as to where targeted actions can be taken to improve passenger satisfaction.

The County Council's target is for a 5% increase in the number of passengers who are satisfied or very satisfied with the bus network, by 2024/25. Survey responses for each town will be examined, to understand any disparities between satisfaction rates, and inform the Council's work with operators to bring all areas of the county up to a consistent, improved, level of satisfaction.

4. Delivery

This chapter sets out how this BSIP for Staffordshire will deliver improved bus services. It follows the structure of the DfT's summary reporting form. Staffordshire will work closely with bus operators and other key stakeholders to better understand how the following proposed interventions will be prioritised and delivered.

4.1 Make improvements to bus services and planning

Collaborative service planning between operators and Staffordshire County Council is vital to restoring and improving the county's bus network. A data-led approach will be adopted for service reviews, examining information not often used by operators to better target service improvements and provide a clearer evidence-based methodology for any changes.

The development of higher frequency spine services between key centres, will improve the overall attractiveness of bus services and allow resources to be re-distributed between trunk and local routes.

Understanding changes in travel behaviours following the pandemic is vital, to facilitate network reviews with operators and to determine how to services are reshaped for a more stable bus network. The likely long-term impacts of retail habit changes and altered office-worker commuting patterns will have a significant influence on demand for bus services. With these changes still in the process of becoming more established, service reviews will need to be undertaken with a reasonable timeframe to allow new behaviours to crystalise into regular travel movements.

Furthermore, closer working between the County Council, operators and the eight District/Borough Councils will be a key element in promoting bus use throughout all tiers of local government in Staffordshire, supporting ambitions for modal shift and increases in active travel. Liaison between County and District/Borough officers will be strengthened to ensure impacts or benefits of development proposals on bus services are fully recognised and promoted.

More frequent and reliable services

Subject to funding made available under the National Bus Strategy and other sources, the County Council will work with operators to build a stronger

network with faster links between key centres and improved services connecting into these hubs.

Increased use of bus journey time data to monitor the impacts of general traffic congestion on bus service performance will help to focus investment, where feasible, on pinch-point locations. Where mitigation is determined to be beyond likely available budgets, partners will work together to review the whole route to determine whether small journey time improvements can be made elsewhere to reduce the impact of pinch-point delays. Bus priority and other highway measures, including review of Traffic Regulation Orders and enforcement, will promote reliability on the network.

Poor access to employment areas by bus has been identified as a major barrier to some demographic groups, meaning that either journey times are significantly extended for those without a car, or jobs are considered completely unviable, thus reducing the available pool of potential employees. Working with major employers, the Employment Service and other stakeholders, as part of the network review process the County Council will use all available data to ensure that consideration is given to bus service improvements to access each major employment location.

Operator-specific service enhancements: Delivery of two initial corridor schemes proposed by operators with the results then used to refine and implement schemes in other locations. The Phase One schemes are:

- Diamond Bus: Swadlincote – Burton-on-Trent – Hospital
- First Potteries: Silver Service route, Keele – Newcastle – Hanley – Biddulph

Subsequent phases will be drawn from existing operator hot-spot analysis studies (such as First Potteries' Transforming Cities report) or the network reviews undertaken jointly between the County Council and each operator.

4.1.1 Review service frequency

Service frequencies at present are matched to demand and service viability, although have been reduced from pre-pandemic levels. Working with partners, service frequency improvements towards an ideal of a 10-minute daytime headway on agreed core services will be agreed. Second-tier routes will have an ambition of standardised half-hourly daytime headways. Further enhancements of Staffordshire's premium routes, to a frequency better than six buses an hour is a key ambition

Evening and Sunday service frequencies will be reviewed, with the aspiration, subject to funding, to introducing additional services to boost connectivity across the county at all times of day, particularly for vulnerable users and to areas of low car ownership. Sunday evening service provision will be discussed with partners to determine the factors likely to support their introduction – consideration of trial services with suitable promotion, tied-in with major events, will be discussed to determine stakeholders' opinions and support.

Overall network stability is a key ambition, to provide sound, viable services on which frequency and other enhancements can then be made. By securing the core network, through targeted support funding, network enhancements build up from existing patterns rather than trying to re-establish previous journey opportunities.

4.1.2 Increase bus priority measures

The County Council is proposing to use a range of measures, from some new physical priority interventions, through the use of telematics to provide virtual priority, as well as reviewing Traffic Regulation Orders, to reduce bus journey times and facilitate reliable operation.

Subject to funding, technical and construction feasibility and delivery, the following bus priority measures are proposed:

- Traffic signal enhancements and Selected Vehicle Detection at major junctions, to allow buses to pass through the junctions more quickly;
- Reviews of all routes to identify pinch-points and deliver improvements to reduce regular delays, including infrastructure, re-sited bus stops, revised TROs; and
- Review of traffic signal coordination to better match bus journey times through sections.

The County Council recognises that there are other means by which journey times can be improved, and by which reliability will be enhanced. It is therefore proposed to:

- Review the process of communicating roadworks with operators, with the aim of enabling better planning and communication of diversions;
- Review Traffic Regulation Orders in force at bus stop clearways, with a view to standardising on '24-7' operation; and
- Strengthening Bus Lane and Parking Enforcement to ensure that buses are afforded unhindered use of the dedicated infrastructure, and associated expansion of parking enforcement to reduce delays to buses at stops or pinch-points with regular infringements of parking restrictions.

Finally, a review of each bus route will be undertaken, to identify locations where minor works or a review of parking and loading controls could ease pinch-points for buses. It will also review the potential to fill in bus stop laybys, which are identified with delays to buses departing from the stop, and review the location of all stops to determine whether there are any which would benefit from minor relocation. Subject to funding the County Council will commit to a programme of reviewing 10 bus routes per year under the Enhanced Partnership.

4.1.3 Increase demand responsive services

Demand Responsive and Community Transport services in Staffordshire already form a key part of the public transport network, particularly in rural areas. The importance of maintaining and improving rural areas as viable locations to live and work for those without a car is widely recognised as well as supporting local economies and ensuring that barriers to accessing services (health, education, employment, and leisure) are reduced.

The county's success with its recent Rural Mobility Fund application has led to the launch of an improved DRT service in the Staffordshire Moorlands area, linking directly with existing local services at key interchanges. Focused on the rural area between Leek, Ashbourne and Buxton, nearly two-thirds of the scheme's area is within the Peak District National Park. Conventional buses cannot easily operate or even access much of the minor road network in the area, and so a strengthened DRT service was identified as being able to offer the best level of service to passengers whilst avoiding lengthy diversions for end-to-end passengers on the main trunk bus services between key towns.

Building on the success of existing DRT and Community Transport services, and understanding what has and hasn't worked previously, both within Staffordshire and elsewhere, means that a significant role is envisaged for these more flexible services in several areas of the county. The increased use of mobile phones and online internet booking systems during the pandemic has meant that access to service information and applications is now improved for many potential users. Technology developments also means that more efficient use can be made of vehicles and drivers, with bookings being able to be taken until much closer to desired travel times, increasing service flexibility and take-up. It is, however recognised that not all potential users have mobile phones or internet access, so more traditional booking methods are still required.

Lessons learned from DRT and community transport schemes in Staffordshire, along with other long-running DRT and trunk-and-feeder networks such as Lincolnshire's InterConnect, means that the development of further DRT services can be undertaken whilst ensuring good value for money. Coordination of services and funding, for example providing home-to-school services, fulfilling Special Educational Needs children requirements and adult social care journeys, means that the authority's statutory obligations can be delivered more cost-effectively, whilst benefiting public transport users with improved services in rural areas.

As well as rural areas, DRT is also seen as providing improved access to employment or leisure locations which are away from core bus services but also have working hour patterns which make scheduled bus services more difficult to use effectively. Working with employers, we will analyse travel patterns to determine the type of links best suited to each location – whether that is flexible bus services able to pick up employees closer to their homes, or whether shuttle services at key shift times (often outside of traditional commuting travel times) means that DRT vehicles can be used more effectively and bring in additional revenue to expand operations further.

4.1.4 Consideration of bus rapid transport networks

Opportunities to develop a BRT network for Staffordshire are being explored. Proposals to invest in key core services, such as the Swadlincote-Burton-Hospital and Keele-Newcastle-Hanley corridors, will lead this initiative to develop strong spines for the potential network(s) and to set standards to which other services will then progressively be upgraded. The implementation priority and journey time reliability measures, simplified ticketing and a strong visual identity are core elements of a BRT network, and are all being proposed as part of this BSIP to then form the foundations on which a BRT network can subsequently be developed and implemented.

Within Staffordshire County Council, public transport officers will work with planning colleagues on masterplans for major new housing and employment sites, to ensure good penetration by bus, including priority measures, to ensure bus travel remains competitive and attractive. Again, this will set strong foundations on which services, including a BRT network, will be built.

4.2 Improvements to planning / integration with other modes

The size of Staffordshire means that some journeys are better undertaken by rail, but it is recognised that bus/rail integration could be improved. Many of the county's railway stations are not central to the locations they serve, and so improved wayfinding to/from railway stations, identifying nearest bus stops and providing real time bus arrival/departure information at the railway station will assist further with enhanced integration.

Staffordshire County Council will also work with other stakeholders to expand the number of locations offering PlusBus tickets, and their validity extents, potentially as part of the development of multi-operator bus ticketing and the expansion into multi-modal ticketing. Acceptance of PlusBus tickets, and the cost for each station catchment, will be similar to the negotiations required for multi-operator ticketing. As of December 2022, participating operators include Arriva, Chaserider, D&G Bus, First Potteries and Select Bus.

Bus operator concerns regarding the concept behind PlusBus (that the bus operator makes the discount, rather than the reduction being shared between bus and rail revenues) means that a wider-ranging review of bus/rail ticket integration will be supported to promote a new national ticketing scheme for all public transport modes.

4.2.1 Integrate services with other transport modes

As part of the programme to upgrade bus stop infrastructure across the county, several key bus/rail interchange locations have been identified as requiring investment. These locations are included within the infrastructure upgrade programme. In addition, the county council will work with operators to determine where highway network investment (pinch-point schemes) would allow bus services to be routed more closely to station entrances, further improving integration between modes.

As noted in Section 4.1, improved and expanded DRT and Community Transport services will be fully integrated with the scheduled bus network. The roll-out of multi-operator ticketing will allow easy and fare penalty-free interchange for passengers between scheduled and DRT services. Improvements to the quality of passenger waiting infrastructure at these interchange hubs will be vital, with real time information displays allowing tracking of services, and hence providing greater reassurance that multi-modal journeys are reliable.

For many areas of the county, and particularly those away from the railway network, scheduled coach services provide key longer-distance connections. The County Council will work with the operators of these services to identify where proposed priority measures will assist their networks.

The County Council will also work with them to identify where accessibility could be improved through enhanced bus station and interchanges (or protection of existing facilities) or the introduction of new stops possibly as part of bus network route reviews and DRT service planning to provide feeder services into centres from edge-of-town coachways.

In addition, the County Council will work with both bus operators and the rail industry to provide bus/rail interchanges at Staffordshire's rail stations wherever possible.

4.2.2 Simplify services

Working with bus operator partners, reviews of bus services will be undertaken to see if further network simplification can be achieved. This will be particularly beneficial once operating experience has been gained of the DRT schemes, along with further reviews of services currently requiring external funding.

Route variations and letter suffixes are fairly limited in Staffordshire. Operators and the Local Transport Authorities (Staffordshire County Council and neighbouring authorities) have tried where possible to simplify routes. The County Council will review and identify where it is possible that routes cover too much ground, and where splitting of services might make the passenger proposition simpler and more direct. Any revenue or resource impacts will also be identified.

Several operators have already identified locations where they might wish to revise service routeing, providing quicker end-to-end journeys where demand exists for such links and using BSIP funds to kickstart new or altered services to maintain overall network coverage and connectivity.

The build-back of patronage following the pandemic is providing some useful insights into wider patronage trends. In some cases this has accelerated changes already noted in 2018/19, but in other cases new travel patterns have been seen. The continuity of the service provision, to allow these changes to become more crystalised will then allow more evidence-based network revisions to be planned, and the role of alternative replacement service types to be explored. Building on existing strong inter-urban connections, further improvements to this core network will encourage patronage growth.

To assist with information updates and overall network stability, service changes will be limited to five times each year, namely: January; Easter; May (for summer rail timetable change), July; and September.

4.2.3 Review socially necessary services

Budgetary pressures facing the socially necessary services will be resisted as far as possible. Working with operator partners to identify alternative operating and funding opportunities, Staffordshire County Council will seek to ensure that current bus network accessibility criteria are maintained. Where services are not delivering value-for-money, thorough multi-criteria reviews of services will be undertaken, to ensure that officers and operators are fully aware of the likely impacts on service change.

Where possible, consideration will given to the further integration of statutory home-to-school transport onto local bus services, providing service stability using other County Council funding streams.

As mentioned previously, it is envisaged that in the future Community Transport and DRT services are likely to have a more significant role in Staffordshire's public transport network, and so opportunities for the more efficient provision of socially necessary services using such delivery mechanisms will be explored.

4.2.4 Invest in Superbus networks

Superbus consists of a comprehensive network of bus priority measures; fares caps; and increased service frequencies. Subject to funding and feasibility we propose to implement each of these elements, with a focus on key inter-urban links and so we believe that our proposals qualify for 'Superbus' designation.

The County Council's ambitions for a strengthened inter-urban network of core services will form the backbone of a Superbus network across Staffordshire, and provide improved interchange opportunities onto local area services to provide more competitive medium-distance journey opportunities.

Focused investment on these key links will promote improved cross-county connectivity, remove barriers to accessing employment, health, education and leisure opportunities, and also support more local bus services through the availability of multi-operator ticketing products meaning journeys with interchanges can be undertaken without financial penalty.

4.3 Improvements to fares and ticketing

4.3.1 Lower fares

The current range of single, return and day tickets are a legacy from historic fare structures, and are higher than fares in many comparable areas Staffordshire County Council will work with operators to determine opportunities available to freeze or lower fares, even as marketing exercises, to encourage patronage return.

Drawing on lessons learned from the recent £1 single evening fares initiatives offered by several operators across the county, the County Council will work with all operators on further targeted fares offers to make better use of spare

capacity on services and to promote access to leisure markets such as renowned street markets, Christmas fairs or other similar attractions.

The introduction of a range of multi-operator tickets, to lower costs for those whose journeys require a change of bus operator, will encourage patronage particularly in one of the several smaller towns and cities of the county where more than one operator is present. Initial efforts on multi-operator ticketing will focus in these locations, with the principles then used to expand coverage to the rest of the county.

Child/Young Persons' age definition varies between operators, leading to confusion as to the fare a young person may be charged. Standardisation of age bands and the discount offered, whether commercially or through the introduction of child/Young Persons' multi-operator products, will bring lower fares to an age group which the County Council is keen to see continue using the bus. The Council's ambition is to provide a scheme up to the age of 22, so covering young people in full time higher education or training schemes.

4.3.2 Simplify fares

Alongside any reduction of individual operator single, return and day ticket prices, support is being given to the operators to bring their fare zones into alignment, and to agree a consistent young persons' eligibility criteria and discount.

The Young Person's scheme will most likely be administered by Staffordshire County Council, with age verification being undertaken before the pass/ticket/discount code is then offered to the applicant. We will build on experience gained with the previous Staffordshire Young Persons' product, along with operator experience from other parts of their networks.

In advance of the national bus ticketing back office, including fare capping, discussions are continuing with operators to introduce a simple multi-operator ticketing product. This may take the form of mutual acceptance of each other's day tickets within the Staffordshire boundary, or be the sale of a specific multi-operator ticket for the same/similar price as the operator's own day ticket (allowing usage to be monitored, but with revenue lying where it falls). The variability of single operator day tickets will require consideration as to the price point of the multi-operator product, recognising the National Bus Strategy's ambition:

"to see multi-operator ticketing everywhere, covering all bus services at a price little if at all higher than single-operator tickets"

If the dynamic of the bus market were to change in Staffordshire, the role and form of a multi-operator product would be reviewed. If a more formal product with revenue allocation is deemed to be required, best practice knowledge would be sought from the Centre of Excellence, and with neighbouring or similar authorities who already have ticket products with revenue allocation.

Tap On, Tap Off ticketing equipment will also be introduced, to support fares capping for all contactless payment methods, including those unbanked but using a ticketing card product.

4.3.3 Integrate ticketing between operators and transport

The introduction of the multi-operator bus ticket is seen as a parallel route to enable wider ticketing integration, initially between bus operators but then leading through to multi-modal initiatives.

Staffordshire County Council will continue working with rail operators to promote PlusBus ticketing products, increasing public awareness of the benefits of the ticket when undertaking multi-modal journeys.

The County Council will engage with Transport for West Midlands to determine whether further ticketing initiatives will be appealing to regular multi-modal passengers for the Birmingham travel-to-work catchment, such as on the Lichfield and Rugeley railway lines.

4.4 Higher specification buses

4.4.1 Invest in improved bus specifications

Reflecting on the public engagement survey outcomes, improved vehicle standards scored highly with non-users as a consideration of encouraging modal shift. Recognising the current age profile of the combined Staffordshire bus fleet, The County Council will work with operators to identify a programme of fleet investment, and subject to funding, introduce a refurbishment programme to deliver an improved standard of presentation on vehicles with reduced emissions and better-quality passenger environment. The new zero-emission vehicles would deliver immediate upgrades, with significantly improved onboard passenger facilities.

The refurbishment programme will deliver vehicles with as-new qualities of presentation. Improved interior finishes, new seat coverings, replacement of damaged poles, seatbacks and panels, along with the fitting of USB charging facilities, will provide passengers with a much-enhanced on-board ambience.

Transport Focus research in 2018 suggested that free on-board Wi-Fi was one of three top requirements, particularly for younger passengers. This will be kept under review, as changes in mobile phone data bundles may mean that this is not the priority it was once perceived to be. Proposed investment in Wi-Fi equipment, as part of the vehicle refurbishment programme, would then be diverted to provide other improvements as suggested by the customer research.

4.4.2 Invest in accessible and inclusive bus services

Subject to funding, solutions will be identified and developed for bus stops which do not meet accessibility standards. This will include the route reviews, where the filling-in of bus stop laybys, or provision of bus stop build-outs could assist with improving the quality and accessibility of stops, as well as reducing delays to buses in re-joining traffic flows (improving service reliability). The

route reviews will also include assessments of, for example, kerb heights. Where these are identified as not affording good bus accessibility (too low, or no dropped kerb to get to the passenger hard-standing area), remediation will be programmed as part of the package of works identified for that route.

Subject to funding, 'next stop' screens and announcements on vehicles will be mandated as standard on all bus services, regardless of DfT moves to mandate such equipment on the bus. The installation of such equipment will be as part of the vehicle refurbishment plan proposed, as outlined in section 4.4.1, and would be fitted as standard from delivery for any new zero-emission buses.

Improving access to information will be achieved through the roll-out of the QR codes at each stop to provide access to real time information, with additional RTI displays to expand information availability to those without a mobile phone or in areas of poor signal.

Finally, the application of consistent stop names and the use of these on timetables and other information provided by all operators, will remove public confusion and provide certainty as to which stop is being referred. These names will be added to the National Public Transport Gazetteer to further ensure consistent use. Each stop will be provided with clear signage (bus stop plate and timetable information) showing the route number of all services calling, in addition to the consistent stop name.

4.4.3 Protect personal safety of bus passengers

Subject to funding, access routes to bus stops will be reviewed, including footpaths as part of the series of route reviews described previously. Safe route assessments will be incorporated and will draw on recent research into safer design for lone female passengers, relevant for other vulnerable users. The opportunity will also be taken to trim or remove excess vegetation around stops, further increasing visibility of waiting passengers.

Many bus stops in the county are in poor condition; steps are needed to improve the condition of many bus stops. A well-designed bus stop would make effective promotion for the bus network. A series of attractive bus stops would change the perception of the bus and bring higher levels of patronage. It is recognised that a standard bus stop design is required across the county.

The installation of standardised bus stop infrastructure will provide reassurance to passengers who will know what to expect at each stop type, including

availability of real time information (confirmation of waiting time), seating (for passengers not able to stand for periods) and also regular maintenance and cleaning, meaning that waiting facilities are safe.

Subject to funding, CCTV will be implemented at the key interchanges as well as upgraded bus shelters as part of their refurbishment programmes. All new shelters will be glazed, improving passive surveillance and hence improving personal safety at stops.

The County Council will work with operator partners to ensure that drivers are regularly provided with training on protecting vulnerable passengers.

4.4.4 Improve buses for tourists

With many nationally important tourist attractions, including the Peak District National Park, Staffordshire Moorlands, Cannock Chase, the National Memorial Arboretum, Drayton Manor Theme Park and the Alton Towers Resort, good access to all areas of the county will benefit tourists and allow greater non-car access to these locations.

Working with tourist attractions and related stakeholders, the County Council will develop joint marketing campaigns promoting accessibility to sites by public transport, including where new scheduled and DRT services offer improved journey opportunities. The marketing campaigns will seek to engage with hotels and rail operators to promote public transport access to attractions.

As part of these marketing initiatives, the new interactive totem screens will be used to promote tourist attractions and raise awareness of options to access them by public transport, including any entrance fee discounts available on presentation of a valid bus ticket.

Furthermore, the installation of next stop audio-visual announcements on all buses will help unfamiliar passengers alight at the correct stop, while RTPI upgrades (at-stop screens and QR codes) will provide reassurance of when the

next bus is arriving. Improved information provision at stops, online and in printed format (particularly maps) will promote bus services.

4.4.5 Invest in decarbonisation

In July 2019, the Council declared a climate emergency and committed to ensure its activities and operations are carbon neutral by 2050.

Funding opportunities will be sought to deliver a migration to a zero-emission bus fleet with associated infrastructure over the coming years. Demonstration trials of zero-emission vehicles will be encouraged, in conjunction with the county's major operators, to gain a thorough understanding of the likely performance of battery-electric buses across the range of Staffordshire's routes, thereby ensuring that future applications for zero-emission vehicles best-match technology and fleet capabilities to network operational requirements, and hence reduce over-specification of battery capacities to achieve better value-for-money.

Working with operators, the initial focus for zero-emission vehicle investment will be in locations with Air Quality Management Areas, to reduce transport emissions in these locations.

Recognising concerns from operators regarding the suitability of current zero emissions technologies, particularly for longer-distance and rural services, the County Council will work with operators and vehicle suppliers to evaluate all such emerging technologies, to determine to most suitable zero emission vehicle for each route type.

4.5 Improvements to passenger engagement

4.5.1 Passenger charter

The Council will work with its operator partners to commit to a passengers' charter which will be succinct and offer clear definitions of:

- Responsibility;
- Channels for feedback;
- Standards for information supply and
- Targets for responding honestly and individually.

It will outline aims in relation to:

- Quality;

- Safety;
- Reliability;
- Cleanliness and presentation;
- Environmental targets and
- Accessibility.

It is also likely to include some form of refund promise or mechanism following failure to deliver and a 'get you home' promise if last journeys fail to run (regardless of the time of day). In addition to the anticipated standard Transport Focus short user questionnaire, Staffordshire County Council will procure additional in-depth annual surveys of passengers, to provide more detailed understanding of trends in satisfaction, and supporting the delivery of the Enhanced Partnership by indicating where targeted improvements may be required to improve passenger perception of the network and facilities.

4.5.2 Strengthen network identity

The current mixed provision of timetable and shelter infrastructure across the county means that the roadside presentation of the bus network is variable. The new or refurbished bus stop infrastructure will provide a consistent image using a recognisable Staffordshire logo across all assets, and will also facilitate the provision of standardised high-quality timetable and fares information.

The provision of accurate, up-to-date information also gives reassurance as to the validity of the timetables, and hence promotes bus service use through confidence in the information provided.

Recognising that many county bus services operate cross-boundary, the County Council will work with operators to determine the best approach to a standard network identity and branding, with the implementation of this to be achieved through the Enhanced Partnership.

4.5.3 Improve bus information

The provision of better quality at-stop information, produced in-house to ensure to a consistent style and providing standardised information (including fares, if possible), will significantly improve the quality of at-stop information for many passengers.

In addition, the roll-out of QR codes to each stop, and RTI infrastructure upgrades including on-street totems, allows enhanced provision of real time departures information, increasing perceptions of reliability (as witnessed from the public engagement satisfaction in the Burton-on-Trent area, where the main local operator focuses on vehicle tracking and real time information provision.

Upgraded RTI screens and QR code facilities allows improved communication of disruption messages and planned service change information, particularly at short-notice. The consistent provision of this better-quality information to passengers, through whichever means available, will give greater reassurance to passengers that bus network management is taken seriously.

With collaboration between operators and the new coordination officer within the County Council, discussions regarding planned roadworks affecting bus services will be improved, allowing operators to plan in good time service diversions (and consider the impact of any sections of route missed) before posting relevant information at affected stops. The coordination officer(s) will be tasked with ensuring that change notices are put in place, and removed, in a timely manner so as not to cause confusion amongst passengers as to whether or not they are still in force.

Working collaboratively with District/Borough Councils and operator partners, the County Council's proposed investment in the refurbishment, upgrading and potential new transport hubs will further demonstrate to Staffordshire's

residents that the bus network provides good value and clean (low/zero emission) transport options, with improved infrastructure providing reassurance as to the reliability of bus services. The provision of improved safe, clean and attractive waiting facilities provides visual evidence of the stakeholders' belief in bus services as a viable alternative to the private car for many journeys.

5. Reporting

The County Council proposes to publish performance against the four key targets on its website six-monthly. These will include:

- Bus journey times on a sample of routes, controlled against car journey times so that the context for changes in journey times can be properly understood;
- Reliability on the same sample of routes;
- Patronage as measured by the number of passengers boarding buses across the county, using figures provided by operators; and
- Bus passenger satisfaction and perceptions, using results of a rolling survey administered by SCC (likely to be the new survey being organised by Transport Focus).

The reporting will also summarise changes made to the bus product such as the implementation of bus priority and infrastructure, service development and fare changes.

The website link is:

6. Overview table

BSIP Overview Table Template

Name of authority:	Staffordshire County Council
Franchising or Enhanced Partnership (or both):	Enhanced Partnership
Date of publication:	12 April 2023
Date of next annual update:	31 October 2023
URL of published report:	tbc

Targets	2018/19	2019/20	2020/21	Target for 2024/25	Description of how each will be measured (max 50 words)
Journey time	n/a	n/a	n/a	7% reduction	Review change in areas where priority measures are implemented
Reliability	n/a	75.5% (October 2021)	n/a	85.5%	DfT statistics BUS0902 or operator-provided data
Passenger numbers	15.8m	14.6m	4.9m	16.0m	DfT statistics BUS0109 or operator-provided data
Average passenger satisfaction	90% overall satisfaction	86% overall satisfaction	n/a	5% increase, to 91%	New Transport Focus twice yearly passenger survey, plus repeat of SCC online user and non-user survey

Delivery - Does your BSIP detail policies to:	Yes/ No	Explanation (max 50 words)
Make improvements to bus services and planning		
More frequent and reliable services		
Review service frequency	Yes	Work to bring all services up to agreed minimum frequencies, depending on service type. Work with operators to identify quick wins for frequency increases, and to determine how to protect services currently struggling. Implement two initial operator-specific schemes to boost services on these corridors.
Increase bus priority measures	Yes	Combination of physical and intelligent solutions, as best fits highway network and bus service patterns. On-going monitoring of highway and bus network performance, to determine where issues may occur in the future, and work collaboratively to scope potential mitigation measures.
Increase demand responsive services	Yes	Build on the successful Staffordshire Moorlands DRT service, and other Community Transport operations, to expand such services to areas difficult to serve by scheduled buses. Explore options for enhanced tourist-focused DRT services.
Consideration of bus rapid transport networks	Yes	Delivery of all elements of this BSIP contribute to a strong foundation for future BRT services. Future network enhancements being considered taking BRT principles of direct, fast services, providing the high-frequency spine connections between major interchanges and key destinations.
Improvements to planning / integration with other modes		
Integrate services with other transport modes	Yes	Review and enhance connectivity between railway stations and key bus interchanges across the county. Facilitate greater integration between scheduled buses and DRT services, particularly as part of service reviews and introduction of new DRT services. Work with scheduled coach operators to improve access to their services and protect key infrastructure.
Simplify services	Yes	Review network coverage, strengthen links between key centres and support integration of the DRT services. Reduce the number of service change dates each year.

Review socially necessary services	Yes	Monitor value-for-money of the services, and collaboratively review their effectiveness using the data available within the bus planning software. Target effective use of developer contributions to support enhanced network connections.
Invest in Superbus networks	Yes	All elements of this BSIP (fares, network, priority, quality stop infrastructure, enhanced information provision, promotion of quicker payment methods to reduce boarding times) contribute to forming a Superbus network across Staffordshire.
Improvements to fares and ticketing		
Lower fares	Yes	Work with operators to lower price of single-operator day tickets and associated longer-period ticket discounts; introduction of multi-operator versions of same, with consistent ticket boundaries. Extension of Teen/Young Person's Card eligibility to up to 22 years of age. Targeted additional fare initiatives.
Simplify fares	Yes	Work with operators to align fare zones, and simplify cash single fares within the county, to allow clearer marketing of fares in publicity and at stops and demonstrate better value. Introduction of Tap On Tap Off to provide fares capping.
Integrate ticketing between operators and transport	Yes	Introduction of new day ticket product valid on all operators' services, and continue discussions to progress this to week and longer-period products. Work with bus and rail operators to better promote PlusBus tickets, enhancing multi-modal journeys in the county.
Make improvements to bus passenger experience		
Higher spec buses		
Invest in improved bus specifications	Yes	New zero-emission buses giving instant quality uplift. Bus refurbishment programme improving the presentation of the remaining fleet, including interior refurbishment to provide USB charging, possibly Wi-Fi (although demand for this is falling) and clearer onboard information regarding the Staffordshire bus network and fares.
Invest in accessible and inclusive bus services	Yes	As part of refurbishment programme, install 'next stop' audio visual equipment. Also review bus stop infrastructure to ensure stops are accessible and safe. Consistent bus stop naming, to remove passenger confusion where operators use different names for the same stops.

Protect personal safety of bus passengers	Yes	Introduce CCTV at key interchanges, as part of site refurbishments. Review access routes to bus stops, as part of whole route reviews, to ensure safe and accessible. Driver training regarding protecting vulnerable and nervous passengers.
Improve buses for tourists	Yes	Work with hotels and rail operators to promote non-car access to tourist attractions across the county. Enhance accessibility to more remote sites through the implementation (or enhancement) of DRT services in those areas.
Invest in decarbonisation	Yes	Follow opportunities for zero emission fleet funding, with funding 'challenge' packages to speed up replacement of the local bus fleet. Work with operators and vehicle manufacturers to evaluate new technologies for longer-distance and rural transport services, which are more difficult to convert to current generations of battery-electric buses.
Improvements to passenger engagement		
Passenger charter	Yes	Passenger Charter to be implemented as part of Enhanced Partnership.
Strengthen network identity	Yes	Work with operators to develop and roll out a new brand for bus services in Staffordshire, encompassing buses, stop infrastructure, and passenger information. Clear identity and up-to-date information provision, to be search engine optimised to ensure top web search result.
Improve bus information	Yes	Consistent bus stop information displays as part of brand rollout. Implement QR codes at all stops to provide real time information without the need for RTI displays. Up-to-date information provision via web portal to be search engine optimised to ensure top web search result.
Other		
Other		

Appendix A – List of all bus services (December 2021)

Service	Operator	Route	Days of operation
1	Diamond Bus	Burton - Tutbury	Mon - Sat
1	Chaserider	Cannock - Great Wyrley - Walsall	Mon - Fri
1	D&G Bus	Silverdale - Newcastle - Longton - Meir	Mon - Sat
1A	D&G Bus	Wood Lane - Silverdale - Newcastle - Meir	Mon - Sat
1B	D&G Bus	Audley - Newcastle - Longton - Hanley	Sundays only
2	Diamond Bus	Burton - Stapenhill	Mon - Sat
2	Arriva Midlands	Tamworth - Gilway - Perrycrofts Circular	Mon - Sat
3	Chaserider	Cannock - Norton Canes - Brownhills	Mon - Sat
3	National Express WM	Streetly – Lichfield	Mon - Fri
3	First Potteries	Crewe - Kidsgrove - Hanley	Mon - Sun
3A	First Potteries	Talke - Kidsgrove - Hanley	Mon - Sun
3 / 3E	Arriva Midlands	Tamworth - Coton Green	Mon - Sun
4	Diamond Bus	Burton - Swadlincote	Mon - Fri
4	National Express WM	i54 - Wolverhampton	Mon - Sun
4	Arriva Midlands	Tamworth - Silverlink	Mon - Sat
4	First Potteries	Audley - Newcastle - Hanley	Mon - Sun
4A	First Potteries	Kidsgrove - Newcastle - Hanley	Mon - Sun
5	National Express WM	Codsall - Wolverhampton	Mon - Sun
5	Arriva Midlands	Stafford - Newport - Telford	Mon - Sun
5	Arriva Midlands	Tamworth - Amington	Mon - Sun
6	Diamond Bus	Burton - Eton Park	Mon - Sat
6	National Express WM	Walsall - Aldridge - Little Aston - Sutton Coldfield	Mon - Sun
6 / 6A	National Express WM	Wolverhampton - i54 - Wobaston	Mon - Sun
6 / 6A	Diamond Bus	Tamworth - Kingsbury - Hurley	Mon - Sat
6A	First Potteries	Blythe Bridge – Longton - Hanley	Mon - Sun
7	Select Bus	Stafford - Mosspit	Mon - Sat
7	First Potteries	Kidsgrove - Chell - Hanley	Mon - Sun
7A	First Potteries	Biddulph - Hanley	Mon - Sun
7 / 7A / 7E	Arriva Midlands	Tamworth - Stonydelph	Mon - Sun
8	Diamond Bus	Queens Hospital - Burton - Swadlincote	Mon - Sat
8	National Express WM	Walsall - Burntwood - Lichfield	Mon - Sun
8	Arriva Midlands	Tamworth - Belgrave - Hockley	Mon - Sun
8 / 8A	Select Bus	Stafford - Parkside	Mon - Sat
8A	D&G Bus	Endon - Brown Edge - Hanley	Mon - Sat
8B	D&G Bus	Brown Edge - Hanley	Mon - Fri
9	Diamond Bus	Queens Hospital - Burton - Swadlincote - Ashby - East Midlands Gateway	Mon - Sun
9	D&G Bus	Biddulph - Hanley - Newcastle - Clayton	Mon - Sat
9	Arriva Midlands	Bridgnorth - Wolverhampton	Mon - Sat
9	Select Bus	Stafford - Highfields	Mon - Sat
10	Diamond Bus	Burton - Rough Hay	Mon - Sat
10	Chaserider	Stafford - Kingston Hill	Mon - Fri
10 / 10A / 10B	National Express WM	Pattingham / Codsall - Perton - Wolverhampton	Mon - Sun
11	Diamond Bus	Burton - Anglesey Road	Mon - Sat
11	First Potteries	Newcastle - Longton - Hanley	Mon - Sun

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11 / 11A	Select Bus	Stafford - Beaconside - Coton Fields	Mon - Fri (11A School holidays only)
12 / 12E / 812	Diamond Bus	Burton - Yoxall - Alrewas - Lichfield	Mon - Sat
12 / 12S	Select Bus	Stafford - Doxey	Mon - Sat
15	National Express WM	Wolverhampton - Wombourne - Merry Hill	Mon - Sun
15	Diamond Bus/ Stagecoach	Tamworth - Kingsbury - Hurley	Mon - Sun
16	D&G Bus	Hanley - Leek - Buxton	Mon - Sat
16	National Express WM	Wolverhampton - Wombourne - Stourbridge	Mon - Sun
17	Diamond Bus	Burton - Clay Mills	Mon - Sat
18	Diamond Bus	Burton - Winshill - Stapenhill Circular	Mon - Sat
18	First Potteries	Leek - Endon - Hanley	Mon - Sun
19 / 19B / 19C	Diamond Bus	Burton - Swadlincote - Measham - Ashby	Mon - Sat
20	Diamond Bus	Kingsbury - Tamworth - Mercia Park	Mon - Sun
21 / 21E	Diamond Bus	Burton - Swadlincote (- Overseal)	Mon - Sun
22	Diamond Bus	Burton - Rosliston - Swadlincote	Mon - Sat
22	First Potteries	Newcastle - Longton	Mon - Sat
23 / 23A	Select Bus	Cannock - Wimblebury - Hednesford	Mon - Fri
24A	D&G Bus	Biddulph - Hanley - Trentham Lakes	Mon - Fri
25	First Potteries	Keele - Newcastle - Hanley	Mon - Sun
25	National Express WM	Pendeford - i54 - Wednesfield - Wolverhampton	Mon - Sun
25	Chaserider	Cannock - Pye Green - Hednesford Circular	Mon - Sun
26	Chaserider	Cannock - Hednesford - Pye Green Circular	Mon - Sun
30	Aimee's Travel	Leek - Cheadle - Tean	Mon - Fri
31	Diamond Bus	Lichfield Town Circular (anti-clockwise)	Mon - Sat
32	Diamond Bus	Lichfield Town Circular (clockwise)	Mon - Sat
32	D&G Bus	Uttoxeter - Cheadle - Kingsley - Hanley	Mon – Fri
32A	D&G Bus	Uttoxeter – Alton Towers – Cheadle – Hanley	Mon – Sat
32X	D&G Bus	Tean - Cheadle - Hanley	Mon - Sat
33	D&G Bus	Newcastle - Westlands - Seabridge Circular	Mon - Fri
35	Diamond Bus	Lichfield - Aldridge - Walsall	Mon - Sat
35	D&G Bus	Newcastle - Chesterton	Mon - Fri
36	Select Bus	Lichfield - Shenstone - Stonnall - Aldridge	Mon - Fri
37	First Potteries	Lymedale Business Park - Newcastle - Longton	Mon - Sun
44	Scraggs Coaches	Stanley - Abbey Hulton - Hanley	Mon - Fri
60	Chaserider	Cannock - Chase Terrace - Burntwood - Lichfield	Mon - Sat
60	Stantons of Stoke	Brown Edge - Hanley	Mon - Fri
62	Chaserider	Cannock - Hednesford - Chase Terrace - Lichfield	Mon - Sat
63	Chaserider	Cannock - Hednesford - Rugeley	Mon - Sat
64	Arriva Midlands	Hanley - Newcastle - Market Drayton - Shrewsbury	Mon - Sat
65	Arriva Midlands	Tamworth - Atherstone - Nuneaton	Mon - Sat
67	Select Bus	Cannock – Featherstone – Shareshill – Wolverhampton	Mon - Fri
70 / 70A	Chaserider	Cannock - Featherstone – Wolverhampton	Mon - Sat
71	Chaserider	Cannock - Essington – Wolverhampton	Mon - Sat
72	First Potteries	Newcastle - Westbury Park	Mon - Sun
72A	First Potteries	Newcastle - Clayton Village	Mon - Sat

74	Chaserider	Stafford - Brocton - Cannock - Cheslyn Hay - Walsall	Mon - Sat
85	D&G Bus	Newcastle - Madeley - Crewe - Nantwich	Mon - Sun
93	D&G Bus	Biddulph Moor - Biddulph - Gillow Heath	Mon - Fri
94 / 94A / 94B	D&G Bus	Newcastle - Bradwell - Biddulph - Congleton	Mon - Sat
98	First Potteries	Newcastle - Burslem - Ball Green	Mon - Sat
99	First Potteries	Newcastle - Chell Heath	Mon - Sat
100	D&G Bus	Stone - Barlaston - Hanley	Mon - Sat
101	First Potteries	Stafford - Stone - Newcastle - Hanley	Mon - Sun
102 / 102A	Bennett's Travel	Stone - Walton Hill - Yarnfield	Mon - Sat
103 / 103S / 104	Select Bus	Eccleshall - Stone - Barlaston Park	Mon - Fri
108	D&G Bus	Ashbourne - Waterhouses - Leek	Mon - Sat
109	Taxico	Leek - Rudyard - Macclesfield	Mon - Sat
110	Arriva Midlands	Tamworth - Sutton Coldfield - Birmingham	Mon - Sun
116	Aimee's Travel	Leek - Cheddleton	Mon - Fri
123	Bennett's Travel	Cheadle town service	Mon - Fri
125	Diamond Bus	Stourbridge - Kidderminster - Bridgnorth	Mon - Sat
165 / 166	Aimee's Travel	Leek Town Circulars	Mon - Sat
216	A&M Group - Flexibus	Coleshill - Whitacre - Tamworth	Thur only
224	A&M Group - Flexibus	No Mans Heath - Newton Regis - Tamworth	Thur only
242	Select Bus	Kinver - Stourbridge	Mon - Sat
318 / 318S	D&G Bus	Alsager - Kidsgrove - Congleton	Mon - Fri
401 / 402 / 402A / 403	Diamond Bus	Burton - Tutbury / Abbots Bromley - Uttoxeter	Mon - Sat
406	Diamond Bus	Uttoxeter town service	Mon - Sat
411	Ashbourne Community Transport	Uttoxeter - Church Leigh - Tean - Denstone circular	Wed only
432	Chaserider	Stafford - Eccleshall	Mon - Sat
441 / 442	High Peak	Buxton - Longnor - Ashbourne	Mon - Sat
580	Diamond Bus	Kinver - Kidderminster	Tu, Th and Fri only
748	Stagecoach	Tamworth - Atherstone - Nuneaton	Sunday only
765	Arriva Midlands	Lichfield - Whittington - Tamworth	Mon - Sat
766 / 767	Stagecoach	Tamworth - Dordon - Atherstone - Nuneaton	Mon - Sun
785	Arriva Midlands / Stagecoach	Tamworth - Austrey - Polesworth Circular	Mon - Sun
786	Arriva Midlands / Stagecoach	Tamworth - Polesworth - Austrey Circular	Mon - Sun
826 / 828	Chaserider	Stafford - Rugeley - Lichfield	Mon - Sat
827	Chaserider	Stafford - Baswich	Mon - Sat
841	Chaserider	Uttoxeter - Hixon - Weston - Stafford	Mon - Sat
875	Select Bus	Stafford - Penkridge - Cannock	Mon - Sat
875A	Select Bus	Stafford - Rickerscote	Mon - Sat
877 / 878 / 813	Select Bus	Stafford - Wheaton Aston - Brewood - Wolverhampton	Mon - Sat
891	Banga Buses	Wolverhampton - Albrighton - Telford	Mon - Sat
Border Car (DRT)	Border Car	Baldwins Gate, Ashley, Loggerheads	Mon - Fri
IN2	Stantons of Stoke	Cheadle- Dilhorne - Blythe Bridge - Hanley	Mon - Fri
Kingfisher	First Potteries	Uttoxeter - Cheadle - Hanley	Mon - Sun

Moorlands Connect (DRT)	Ashbourne Community Transport	Flash, Longnor, Warslow, Hartington, Waterhouses, Leek (Oakamoor, Alton, Greendale)	Mon - Fri
Swift	trentbarton	Uttoxeter - Ashbourne - Derby	Mon - Sun
V1 villager	trentbarton	Burton - Tutbury - Etwall - Derby	Mon - Sun
V3	trentbarton	Burton - Willington - Derby	Mon - Sun
X3	National Express WM	Lichfield - Sutton Coldfield - Birmingham	Mon - Sat
X12	Midland Classic	Burton - Lichfield	Mon - Sat
X14	Chaserider	Cannock - Shifnal - Telford	Mon - Sat
X16	Diamond Bus	Belgrave - Kingsbury - Birmingham	Mon - Fri
X38	Arriva Midlands / Trent Barton	Burton - Derby (Limited Stop)	Mon - Sun
X51	National Express WM	Cannock - Walsall - Birmingham	Mon - Sat
X65	Arriva Midlands	Lichfield - Boley Park - Tamworth	Mon - Sat

School/college services

Service	Operator	Route	Days of operation
429	Stantons of Stoke	Milehouse – Silverdale- Newcastle Community School	Schooldays only
742	Select Bus	Kinver - Stourbridge	Schooldays only
801	Diamond Bus	Queens Hospital - Robert Sutton School	Schooldays only
805	Diamond Bus	Alrewas – John Taylor School	Schooldays only
806	Diamond Bus	Kings Bromley – Alrewas – John Taylor School	Schooldays only
807	Diamond Bus	Beam Hill - John Taylor School	Schooldays only
808	Diamond Bus	Yoxall - John Taylor School	Schooldays only
809	Diamond Bus	Burton - John Taylor School	Schooldays only
809	Select Bus	Bridgnorth - Telford - Rodbaston	Rodbaston College Days only
810	Diamond Bus	Burton - John Taylor School	Schooldays only
811	Diamond Bus	Alrewas - John Taylor School	Schooldays only
813	Diamond Bus	Tamworth – Lichfield – Rodbaston	Rodbaston College Days only
817	Diamond Bus	Alrewas - Friary School	Schooldays only
817 / 817A	Select Bus	Hill Ridware - Rugeley - Hednesford - Cannock - Rodbaston	Rodbaston College Days only
818	Diamond Bus	Fradley - Friary School	Schooldays only
819	Diamond Bus	Hill Ridware - Fradley - Friary School	Schooldays only
827	Diamond Bus	Queens Hospital - Paget School	Schooldays only
829	Diamond Bus	Rugeley - Friary School	Schooldays only
879	Select Bus	Stafford - Penkridge - Rodbaston	Rodbaston College Days only

Seasonal services

Service	Operator	Route	Days of operation	Type
X11	Diamond Bus	Perry Barr - Burton, Centrum	Mon - Sun	Employment
X32	First Potteries	Stoke - Hanley - Alton Towers	Mon - Sat	Leisure
X39	Diamond Bus	Derby - Burton, Centrum	Mon - Sun	Employment
X41	D&G Bus	Stafford - Uttoxeter - Alton Towers	Mon - Sat	Leisure
X52	Notts Derby	Nottingham - Derby - Alton Towers	Mon - Fri	Leisure
X71	Hulleys of Baslow	Sheffield - Chesterfield - Bakewell - Alton Towers	Sat - Sun	Leisure
X99	High Peak	Buxton - Hartington - Alton Towers	Sundays only	Leisure