Warwickshire BSIP

June 2024

Warwickshire County Council

WARWICKSHIRE BUSES

Contents

1. Our bus vision

Introduction

This is the second Bus Service Improvement Plan (BSIP) for Warwickshire, the first being published in 2021. It has been prepared in collaboration with operators and stakeholders and contains an ambitious vision for bus services in Warwickshire over the rest of this decade.

The geographical scope of this plan contains all five borough and district councils as depicted by the graphic below.
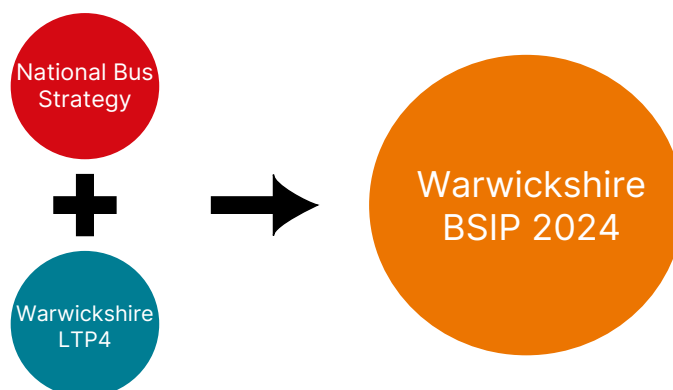
Figure 1: District Councils in Warwickshire

Local Context

The BSIP builds on the National Bus Strategy and the Warwickshire Local Transport Plan 4 which was published in July 2023.
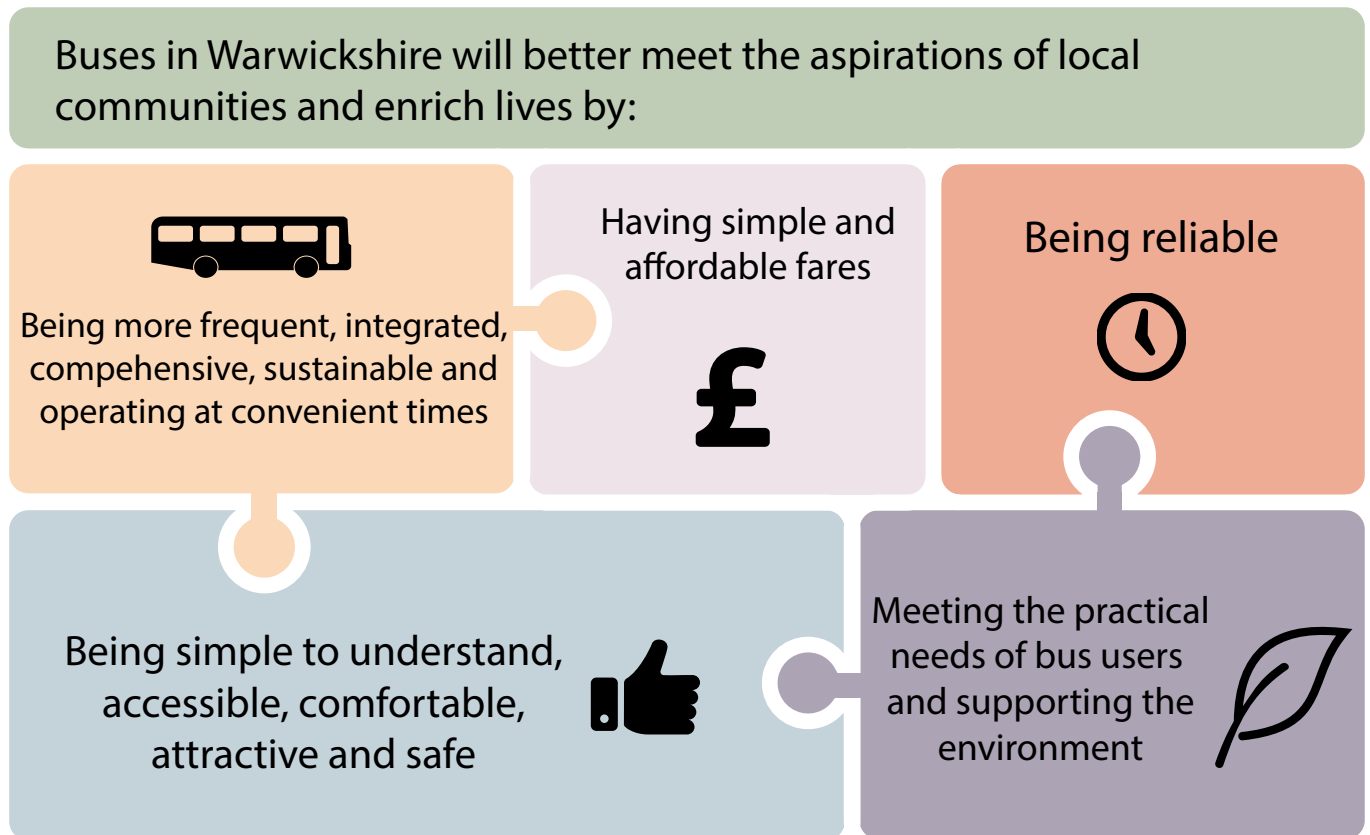
Figure 2: Inputs into the BSIP

The Vision

Warwickshire's Vision for buses was developed for the 2021 BSIP and is presented in the graphic below. The Vision sets out the aims and objectives for Warwickshire buses through to the 2030s.

Figure 3: Vision for buses in Warwickshire

Buses in Warwickshire will better meet the aspirations of local communities and enrich lives by:

Being more frequent, integrated, compehensive, sustainable and operating at convenient times

Having simple and affordable fares

£

Being reliable

Being simple to understand, accessible, comfortable, attractive and safe

Meeting the practical needs of bus users and supporting the environment

2. Current offer to bus passengers

About Warwickshire

Figure 4: Figures on Warwickshire

Warwickshire has an **older population** compared to the West Midlands and England

Warwickshire is among the **least-deprived** administrative areas in England

The main population centres in Warwickshire are located in the **market towns** and **district centres**

28% of the population of Warwickshire live in Nuneaton & Rugby, with a further **20%** living in Royal Leamington Spa, Warwick and Bedworth

Warwickshire has a **significantly lower** rate of travel to work by bus than England

All 5 boroughs and districts contain part of the West Midlands **Green Belt**

Tourism is a major source of income for the local economy with large attractions such as Warwick Castle and Stratford upon Avon

Contains a global hub of the **Video Game industry** (Silicon Spa)

In 2021, a BSIP Public Engagement Survey was undertaken on the Ask Warwickshire portal. Open for 8 weeks from 26th July to the 19th September, the survey was open to the general public, and representatives of Warwickshire businesses, voluntary sector organisations, charities and community groups, as well as employees of public sector organisations and local Council Members and MPs.

The majority of respondents were members of the general public, with a total of 1,653 people responding to the survey online or in paper form. The full version of the analysis can be found in Appendix A.

Focus groups were also undertaken with 'hard to reach' groups: those aged 16-24; residents with non-physical, hidden disabilities; and residents from Black, Asian, and Minority Ethnic (BAME) backgrounds.

Some key findings are presented at the end of each sub section of this chapter.

Demographics

Figure 5: Current and predicted population in Warwickshire

596,773

684,307

Population in 2021

Predicted population in 2043
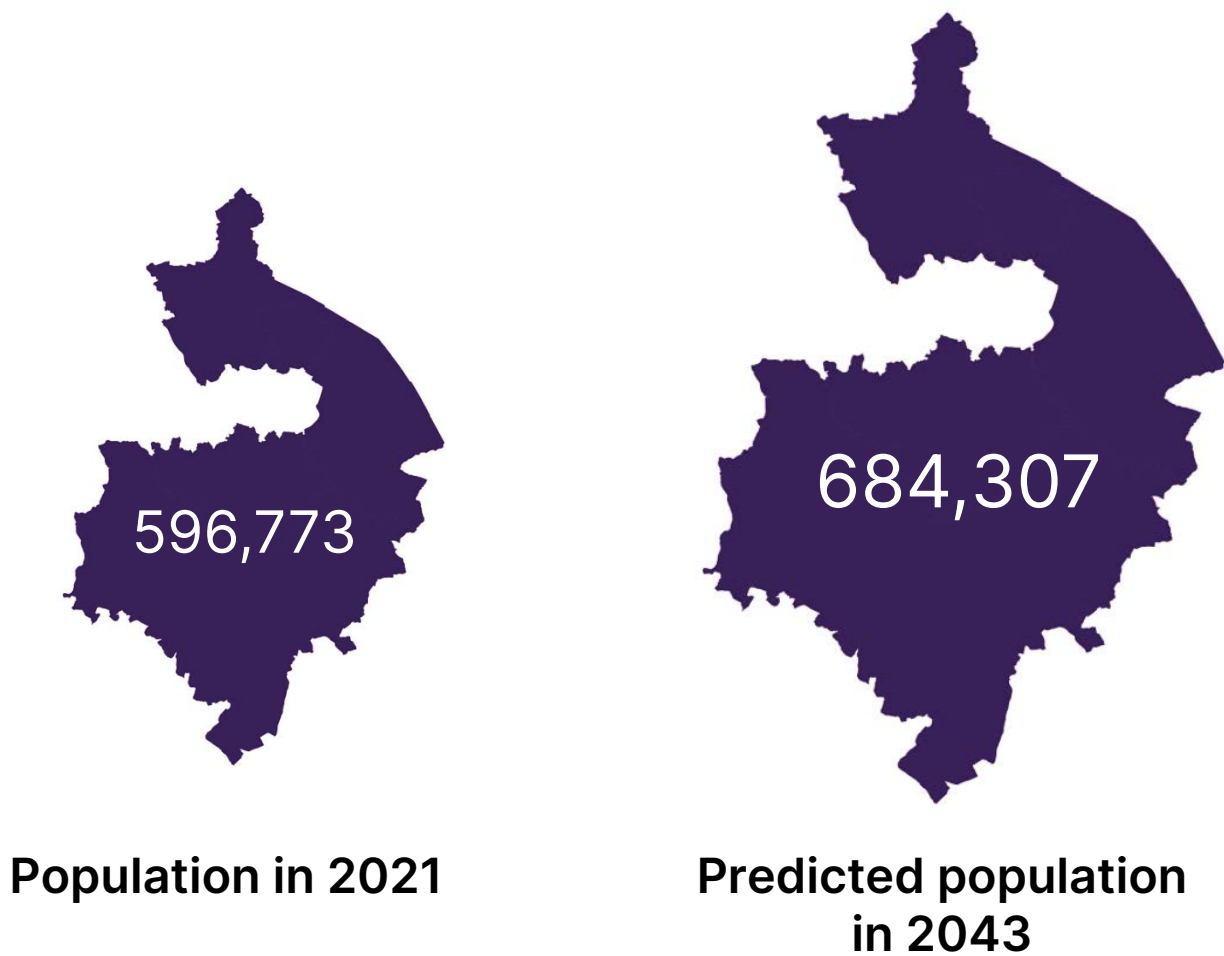
Warwickshire has a population of 596,773 (2021 Census), with an older population compared to the West Midlands, or England. The population of Warwickshire is projected to grow to 684,307 by 2043. The proportion of concessionary bus travel (undertaken through the English National Concessionary Travel Scheme) in Warwickshire far exceeds the average for England (2023).

Figure 6: ENCTS trips as a % of total passenger journeys, and % of population over 65 in Warwickshire and England

■ ENCTS trips as a % of total passenger journeys (2023)   ■ Population aged 65 and over (%)
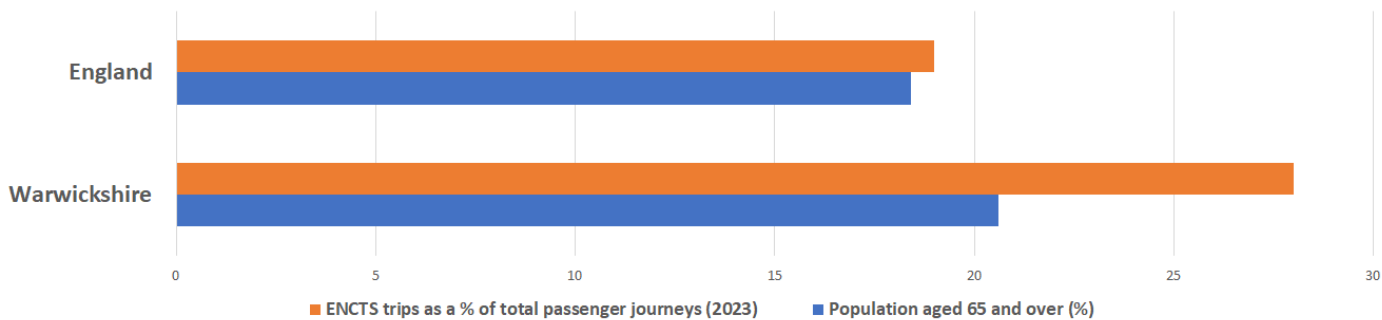
Warwickshire is among the least-deprived administrative areas in England, ranking 121st out of 151 Councils, although this masks considerable variance by district and borough. For example, Nuneaton and Bedworth falls within the 30% of most deprived districts in the country, while Stratford-on-Avon and Warwick lie within the 20% least deprived.

Figure 7: Indices of Multiple Deprivation in Warwickshire
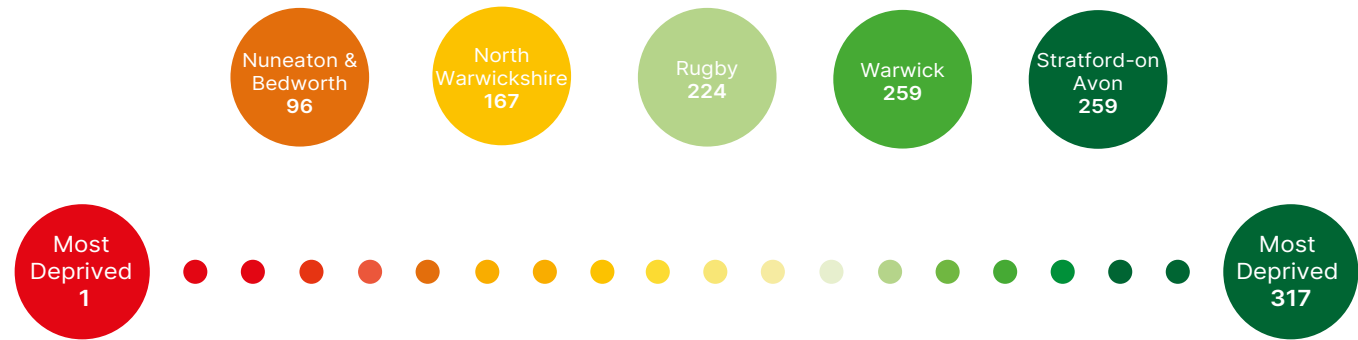
Travel to Work

Warwickshire has a higher proportion of residents (aged 16 years and over in employment) who work mainly at or from home, and who drive a car or van to work (as a driver, and as a passenger). At the same time, people commuting using bus, minibus or coach travel is significantly lower than the English average of 4.3%(1). Compared to neighbouring local authorities, Warwickshire has a similar percentage of travel to work by bus as Staffordshire, Worcestershire, and Leicestershire, with a significantly lower rate than nearby Coventry.
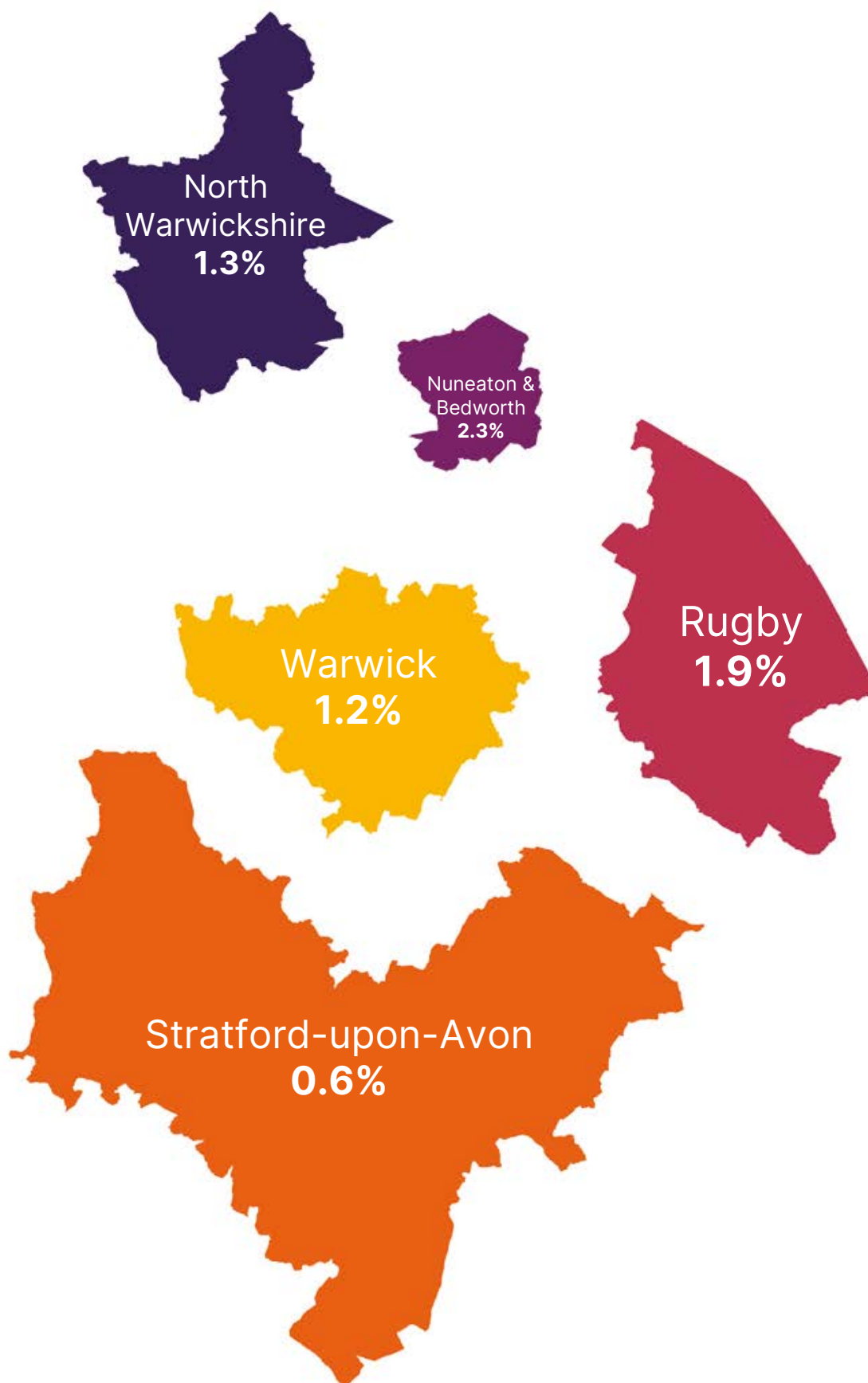
Figure 8: Percentage of travel to work by bus in Warwickshire and elsewhere
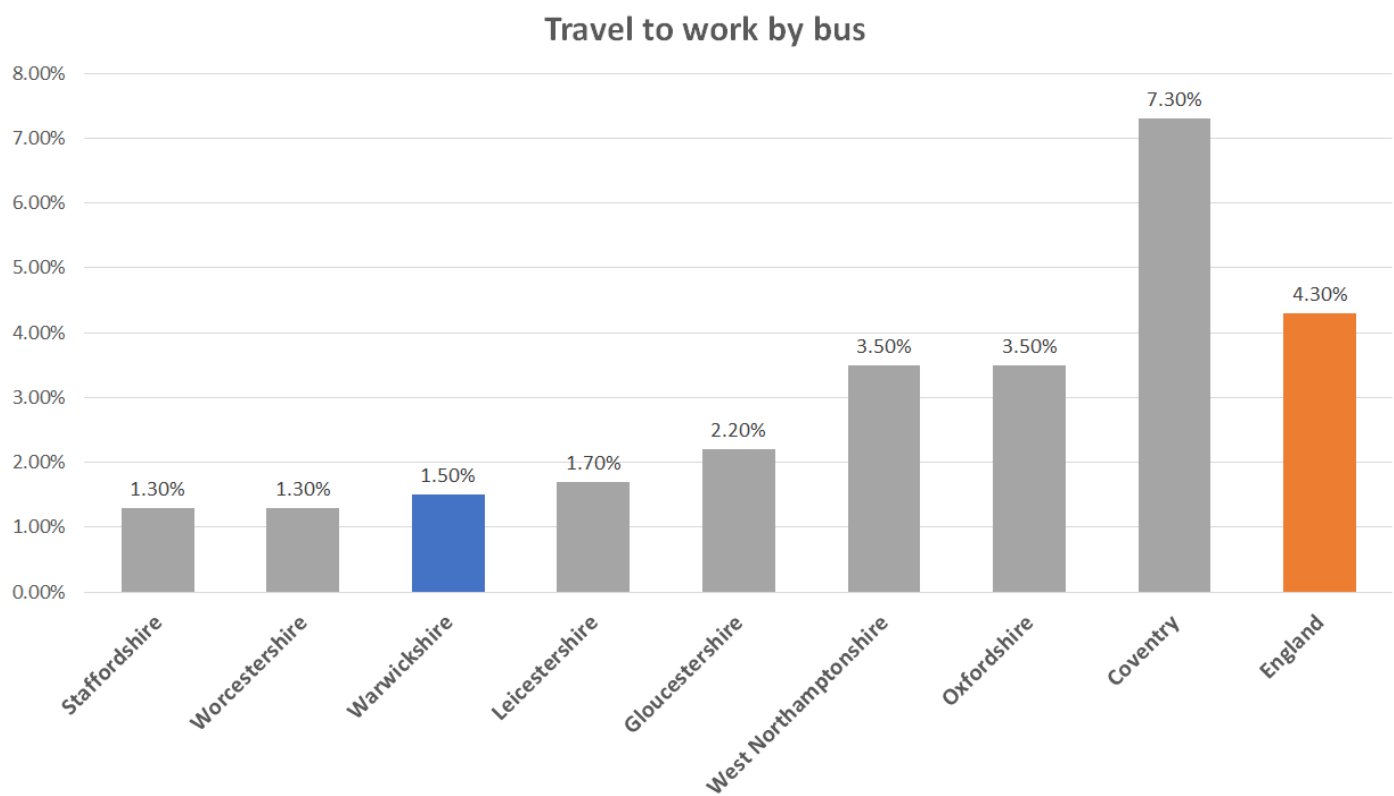
(1) Census 2021

Usage of the bus (including minibus and coach) to travel to work varies significantly by district in Warwickshire, with Stratford-on-Avon having the lowest rate, and Nuneaton and Bedworth the highest – albeit still significantly below the English average.

Figure 9: Percentage of travel to work by bus in local authorities in Warwickshire

North Warwickshire
1.3%

Nuneaton & Bedworth
2.3%

Warwick
1.2%

Rugby
1.9%

Stratford-upon-Avon
0.6%

Warwickshire
County Council

Network and service coverage

Figure 10: What people say on network, service coverage and patronage in Warwickshire

A key **strategic network** links the large market towns of Warwickshire and neighbouring areas, with a network of lower **frequency services** connecting the suburbs and villages

Stagecoach Midlands is the main bus operator in Warwickshire, accounting for around **90%** of the commercial network with **Arriva Midlands, Diamond Bus,** and **National Express** making up the majority of the remaining market share

Approximately **77%** of the geographical area of Warwickshire is covered by DRT services

In 2023/24, Warwickshire County Council spent **£3,869,500** on bus services (excluding DfT grants)

The pattern of patronage in Warwickshire is **generally reflective** of the situation in England

Patronage in Warwickshire is **lower than all neighbouring counties**, except Worcestershire and Leicestershire

The number of passenger journeys per head of the population has fallen significantly since a peak in 2014 (**35 trips per person**) to **15.4 trips per person** in 2023

The proportion of ENCTS pass holders on services in Warwickshire continues to be **significantly higher** than the English average

Warwickshire County Council

The route classifications of the network are shown below in Figure 11, alongside the hospitals, railway lines and stations and the current network.

Figure 11: Service type classification
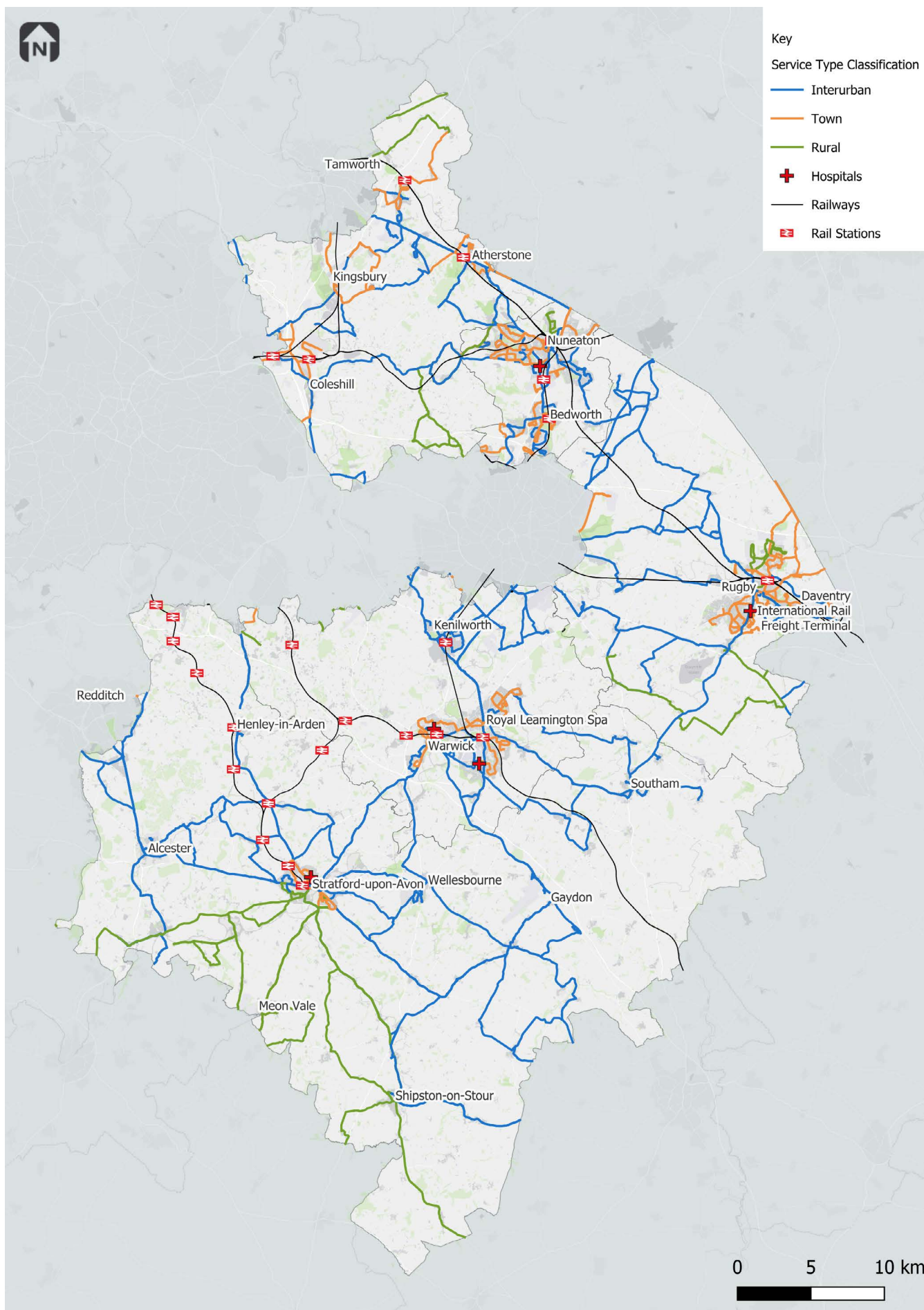
The extent of the network on a weekday in the AM peak (07:00 – 08:59), is presented here as link frequency – the combined frequency of bus services along each road regardless of service or operator.

Figure 12: Link frequency in 2021 and 2024 during the AM Peak
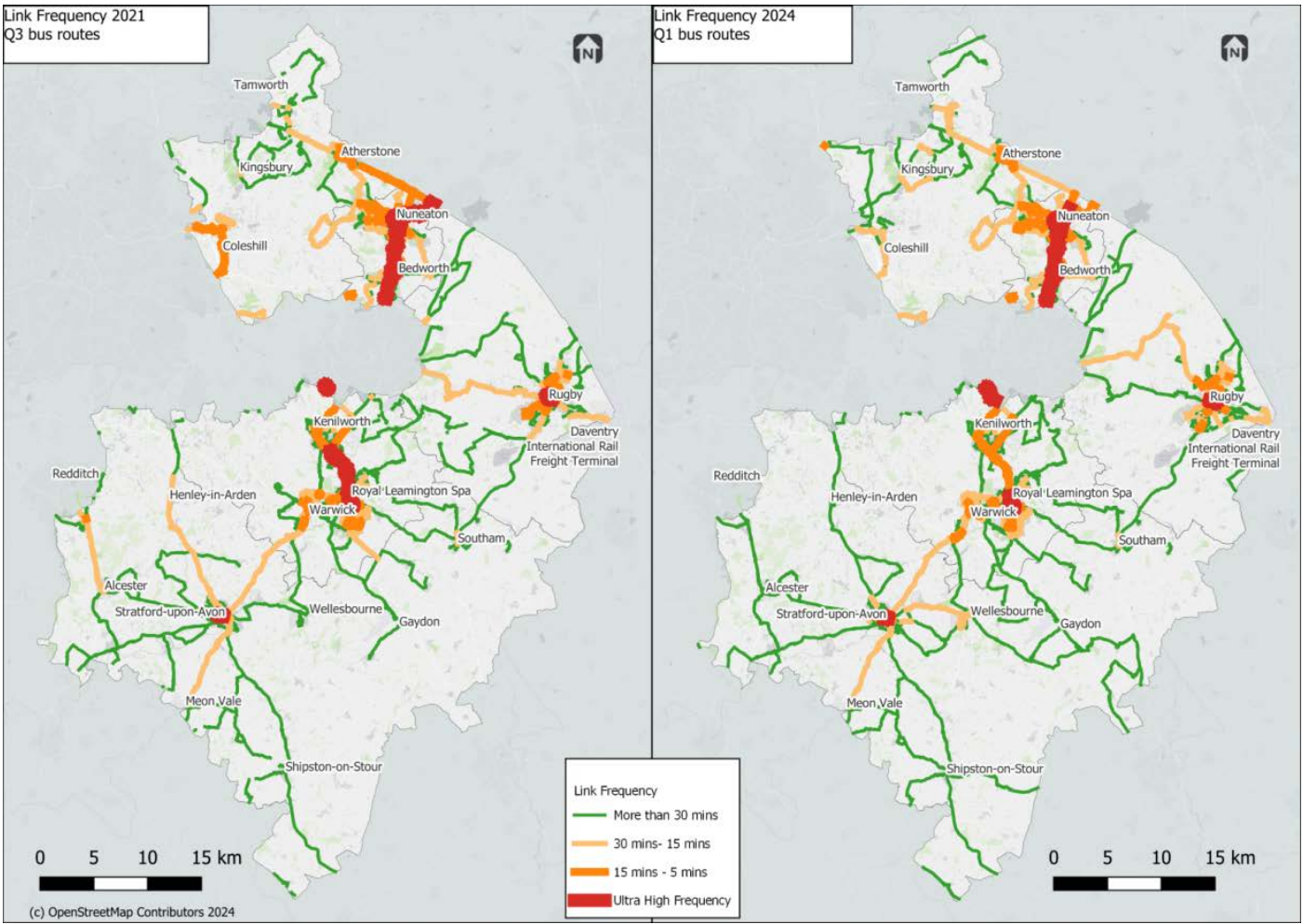
The network reflects the sparsely populated nature of much of Warwickshire, with service frequency highest between Warwickshire's market towns and connections into Coventry, Birmingham, Tamworth, and Leicester.

Access to services has remained relatively consistent from 2021 to 2024, even though there have been changes in the network. Despite challenging operating conditions, the network is largely stable.

Figure 13: Split of the market by mileage for commercial and contracted services
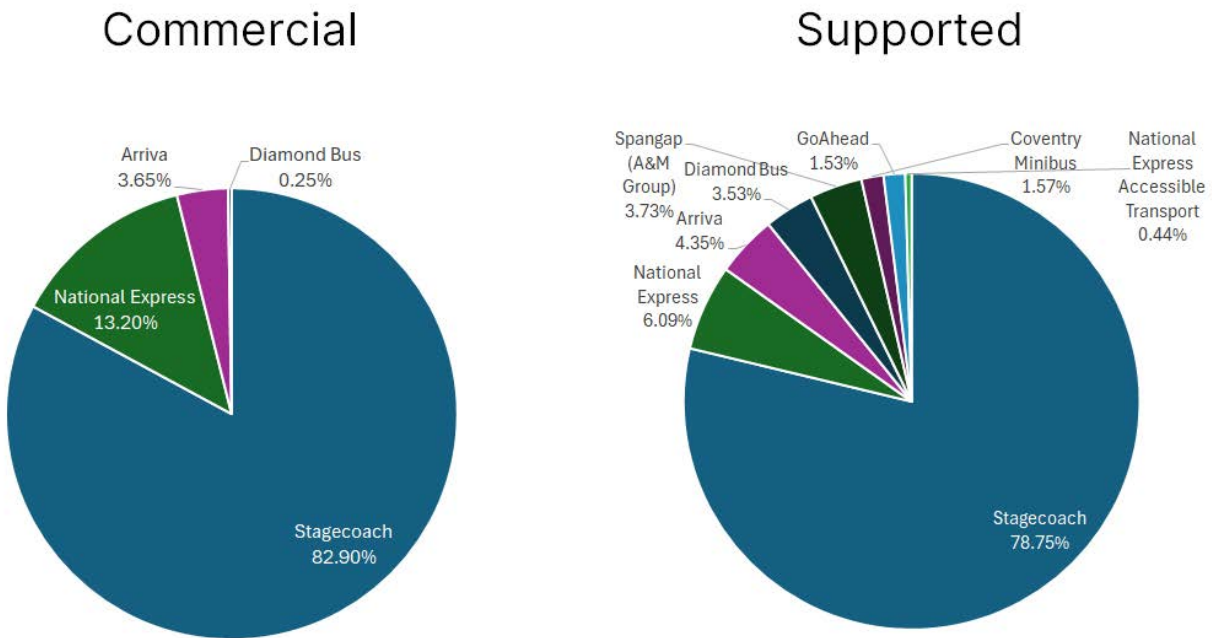
Warwickshire County Council support 108 routes, representing a total of 2,808,411 km of mileage annually across the County. The DRT coverage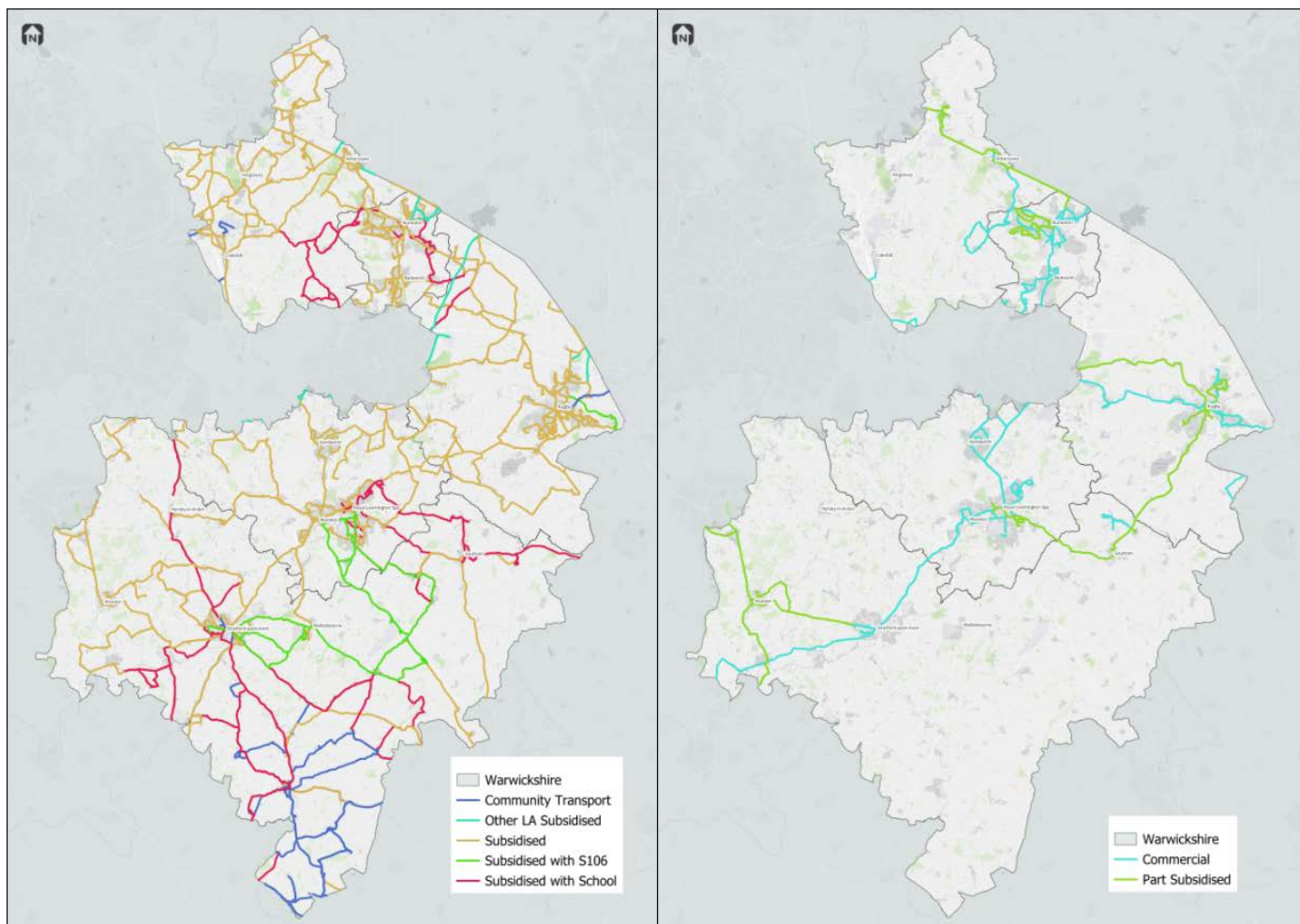 in Warwickshire is shown in Appendix A. Amongst the DRT network some zones have app booking, but all can be booked through a call centre. Figure 14 illustrates the fixed-route network by type (subsidised and commercial).

Figure 14: Supported services in Warwickshire

Warwickshire County Council's investment in bus services

Figure 15: Spending in Warwickshire

In 2022/23, Warwickshire County Council, spent:

£6,328,385
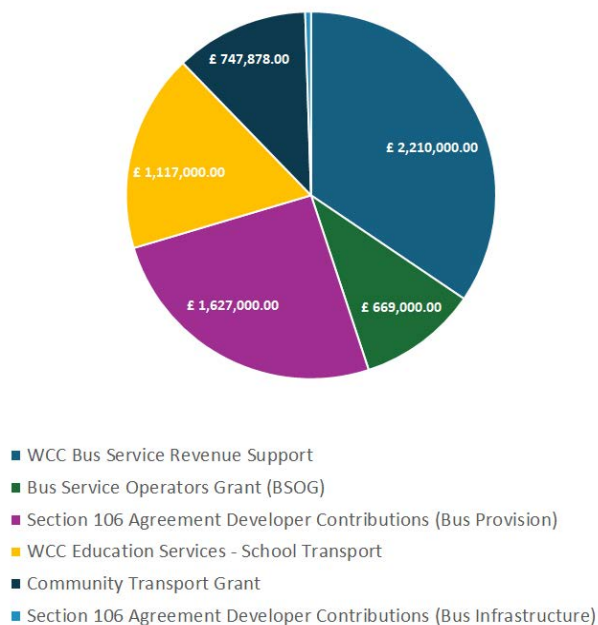
On bus services

In 2023/24, Warwickshire County Council, spent:

£6,403,378

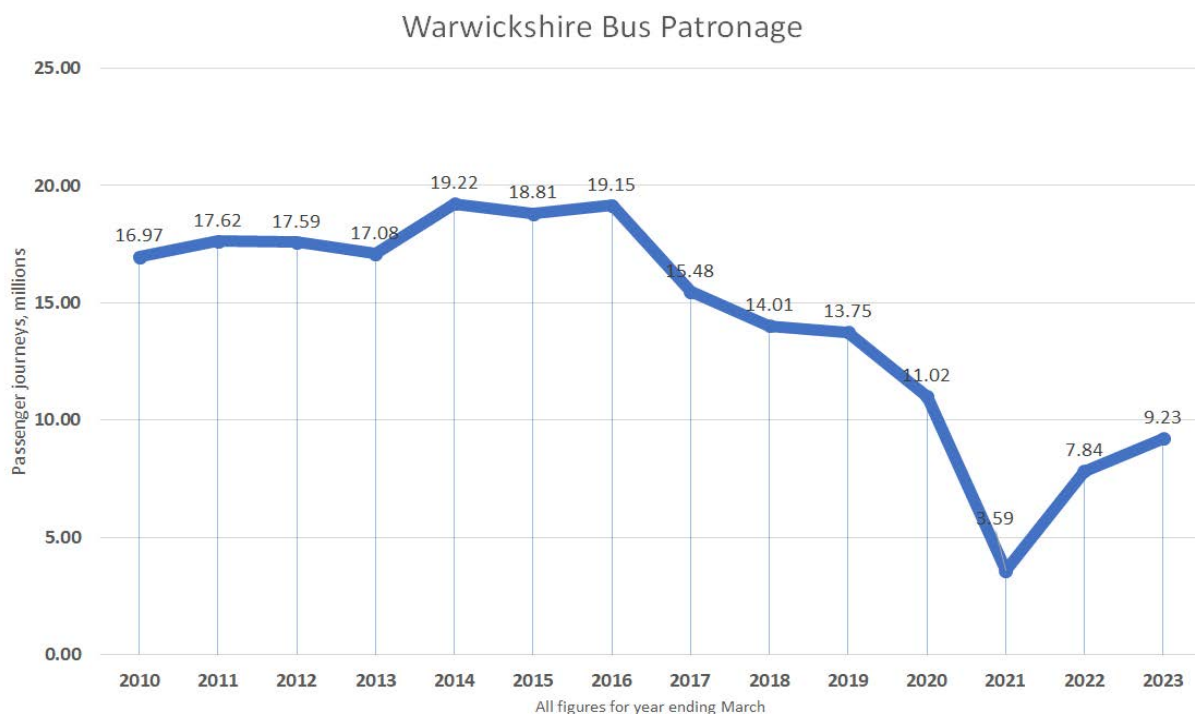On bus services

Figure 16: Funding allocations for bus services

LTA Budgetary Information
Funding Received and Allocated for Bus Services in 2023-24 (excl. DfT grants)

- £ 747,878.00
- £ 2,210,000.00
- £ 1,117,000.00
- £ 1,627,000.00
- £ 669,000.00

- ■ WCC Bus Service Revenue Support
- ■ Bus Service Operators Grant (BSOG)
- ■ Section 106 Agreement Developer Contributions (Bus Provision)
- ■ WCC Education Services - School Transport
- ■ Community Transport Grant
- ■ Section 106 Agreement Developer Contributions (Bus Infrastructure)

Patronage

Patronage in Warwickshire decreased year on year since 2016, declining to 11.02m in the year ending March 2020. Patronage fell to 3.59m in 2021 due to pandemic. Patronage has been rising since then, albeit not yet returning to pre-pandemic levels.

Figure 17: Bus Patronage in Warwickshire

Warwickshire Bus Patronage

Passenger journeys, millions

Year	Value
2010	16.97
2011	17.62
2012	17.59
2013	17.08
2014	19.22
2015	18.81
2016	19.15
2017	15.48
2018	14.01
2019	13.75
2020	11.02
2021	3.59
2022	7.84
2023	9.23

All figures for year ending March

Patronage in Warwickshire in 2023 represents ...

67%
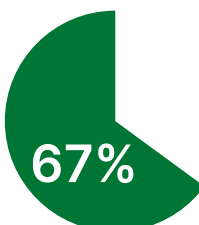
... of pre-Covid (2019) patronage

Patronage in Warwickshire has fallen significantly compared to the English average...

Figure 18: Patronage changes between 2010 and 2019 and between 2010 and 2023

2010 to 2023 patronage change

Warwickshire
-46%

England
-27%

2010 to 2019 patronage change
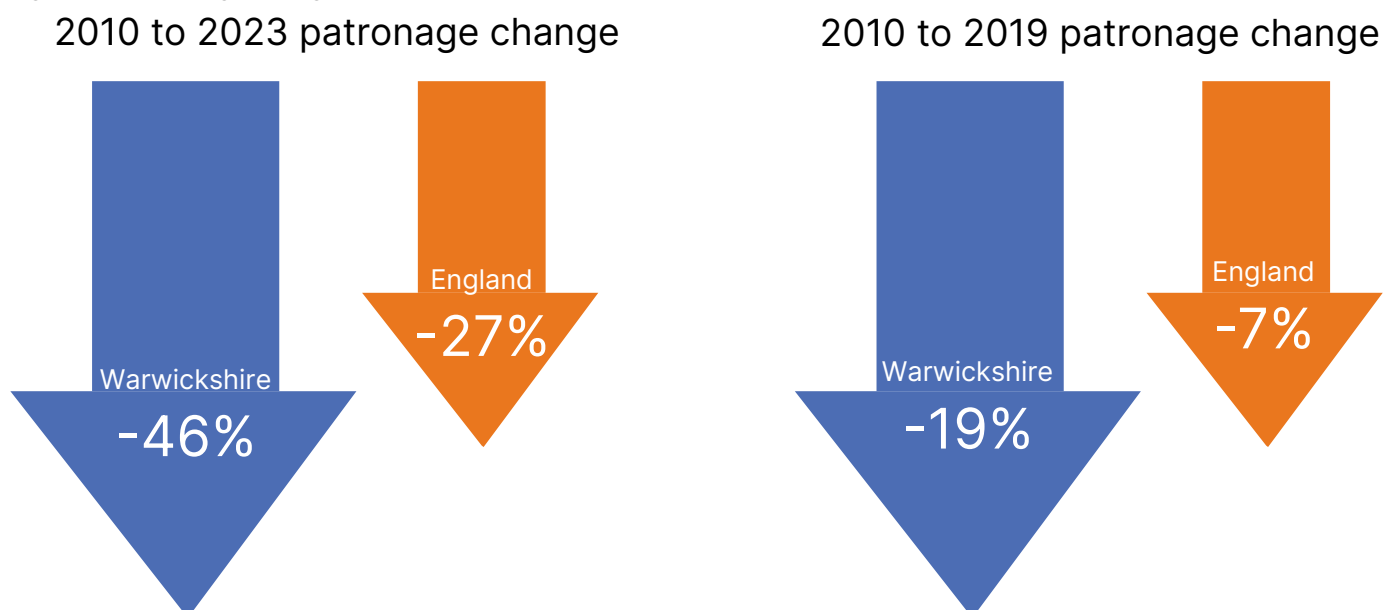
Warwickshire
-19%

England
-7%

What do people say about bus services in Warwickshire?

Common perceived issues amongst all respondents (including non- and irregular users), included the fact that **buses aren't available to take people to the places they need to get to** at the times they need to travel. Issues with a **lack of connecting**, evening and weekend services, as well as **a lack of co-ordination** with shift finishing times were also noted

60.7% of people travelling by alternative means of transport when there was a local bus available said that the bus **"does not go directly to the places I need to get to"**

58.5% of people travelling by alternative means of transport when there was a local bus available said that **"buses are not available at the times I need them"**

When comparing young people (under 25) with older people (65 and older), more people felt that f**aster and more reliable** services (86.1% compared to 71.1%), **more comprehensive** services (87.7% compared to 73.4%), and **better integrated** services (68.5% compared to 56.5%), would encourage them to use buses at least to some extent

Fares and ticketing

Figure 19: Fares and ticketing in Warwickshire

Each operator has their own ticket products, with **different fare structures**

Tickets are **not consistent** across operators, for instance, different operators offer **different tickets** for children and young people, defining different ages and different discounts.

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

Since the introduction of the national £2 single fare cap, there has been a notable move away from season and period tickets to **single ticket** sales, especially for longer journeys. People are **more likely now to buy on bus** than prepay.

Users seem to value the **flexibility, simplicity** and **value for money** (especially for longer journeys that the £2 single fare cap has brought.

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

Short Stay Parking
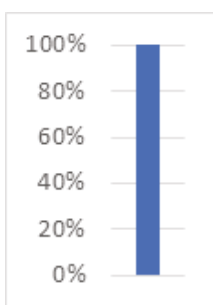
100% of the major market towns in Warwickshire have short stay parking (3 hours or less) available at a price that is lower than the cost of a return bus journey (£4).

Long Stay Parking
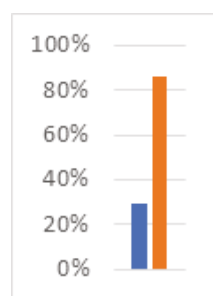
29% of the major market towns in Warwickshire have long stay parking available at a price that is lower than the cost of a return bus journey (£4).

86% of the major market towns in Warwickshire have long stay parking available at a price that is lower than the cost of a return bus journey for two people (£8).

What people say on fares and ticketing in Warwickshire

The cost of using buses was mainly seen as **a barrier for those on lower incomes**, including younger people.

32.9% of people travelling by alternative means of transport when there was a local bus available said that it was **"cheaper compared to the equivalent bus journey"**

31.8% of people travelling by alternative means of transport when there was a local bus available said that it was **"more complicated to travel by bus"**

85.5% of respondents **aged 24** and below felt that **cheaper/easier to understand fares** would encourage them to use buses at least to some extent

14.6% of people travelling by alternative means of transport when there was a local bus available said that **"parking is cheaply available"**

Bus priority and reliability

There are currently very few bus lanes in the county, which means that on most routes buses are running in mixed traffic and exposed to the same congestion and delays as other vehicles. Those which do exist encounter challenges of infringements by private cars, resulting from a lack of enforcement, causing delays to bus services on a regular basis.

Figure 20: Bus priority measures in Warwickshire

Increasing numbers of cars on Warwickshire's roads can place significant pressure on road-space and result in traffic congestion in urban areas of the county that limits the ability of bus services to offer competitive journey times along many routes. This is especially the case on the main routes into urban centres in Warwickshire.

Figure 21: Car ownership in Warwickshire

Total Numbers of Cars Registered to Residents Living in Warwickshire (DfT, VEH0105)
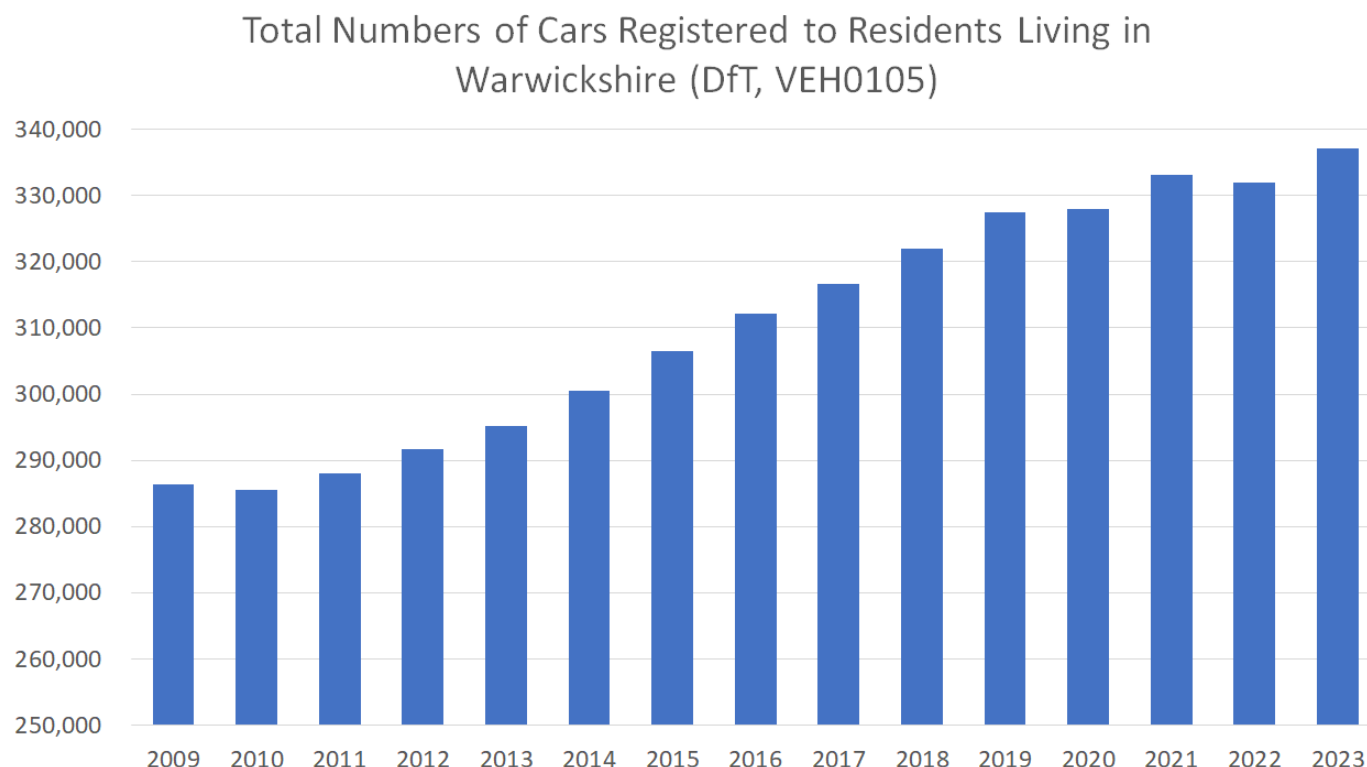
What people say on bus priority and reliability in Warwickshire

Common perceived issues among all groups (including non- and irregular users), tended to centre around the **reliability** and **speed of journey times** when compared to using the car

66.8% of people travelling by alternative means of transport when there was a local bus available said that it was **"significantly quicker than the bus"**

50.5% of people travelling by alternative means of transport when there was a local bus available said that it gave them **"better reliability of journey time than on the bus"**

Passenger Experience

Warwickshire County Council has its own public transport webpage that contains information on buses.

Figure 22: Information available on Warwickshire County Council's website
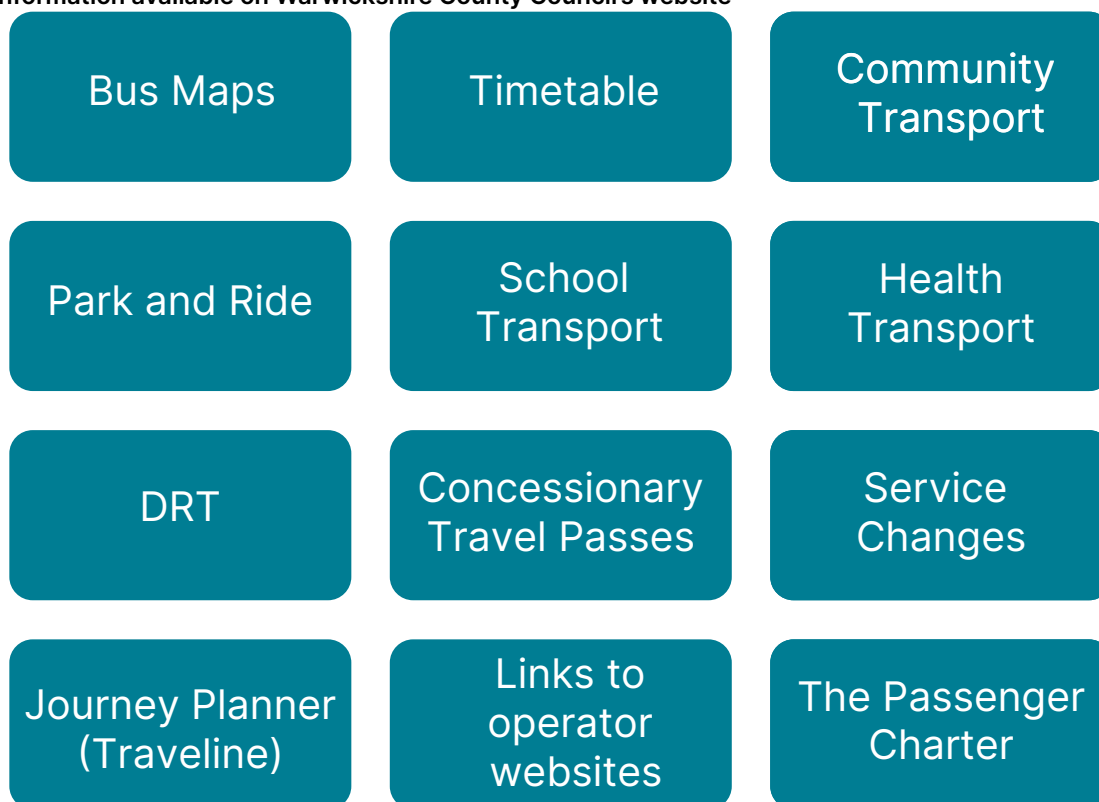
Bus Maps	Timetable	Community Transport
Park and Ride	School Transport	Health Transport
DRT	Concessionary Travel Passes	Service Changes
Journey Planner (Traveline)	Links to operator websites	The Passenger Charter

A countywide bus stop audit was undertaken in 2022 covering 782 stops. The purpose of the audit was to understand and evaluate the condition of bus stop infrastructure across strategic corridors in the county, shown in Figure 27 as orange lines, with audited stops as orange points.

Figure 23: Results of the Bus Stop Audit

- 782 stops were audited
- 90% had a flag
- 12 had real time information
- 29% had shelters
- 24% had raised kerbs
- 38% had road markings adjacent
- 94% had a timetable case
- 2% of stops with no shelter had seating

Figure 24: Location of stops audited during the Bus Stop Audit
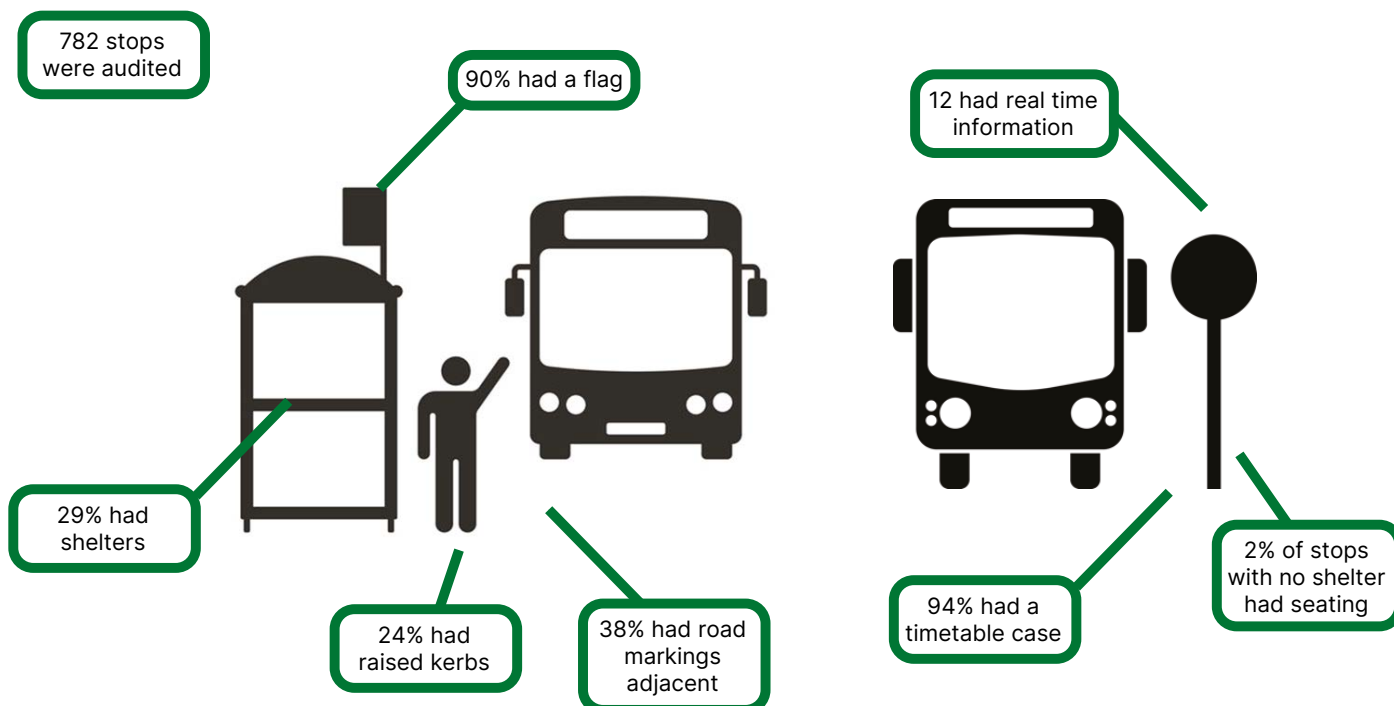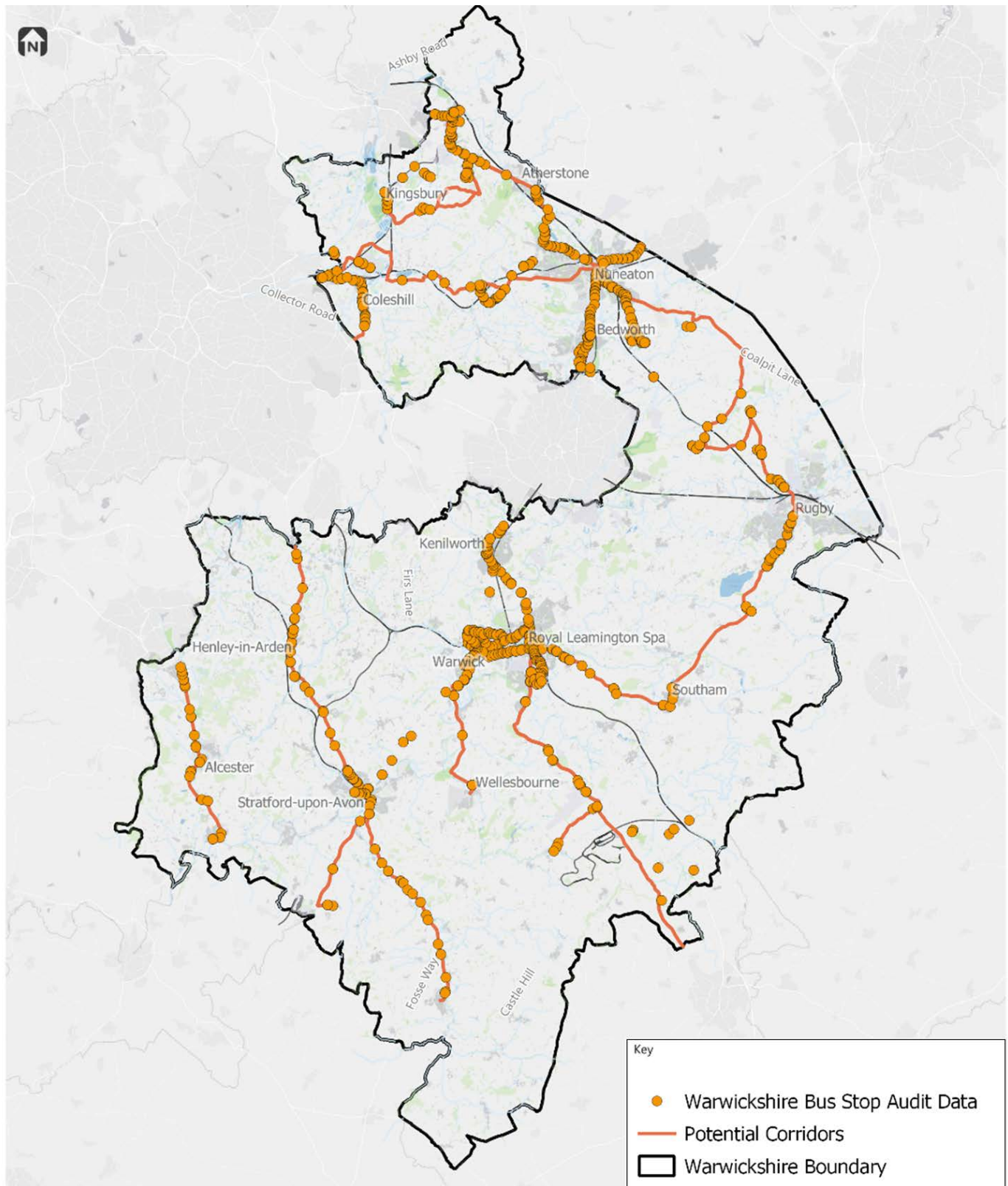

Contains Ordnance Survey data (c) Crown copyright and database right 2020

What do people say about passenger experience in Warwickshire

A **lack of customer service** on buses. Comments were made around bus drivers not supporting the needs of those people with reduced mobility; these were made by able-bodied respondents and disabled respondents

A general feeling that facilities at stops were in need of improvement from a **personal safety, accessibility, information provision** and **comfort** perspective

14.5% of people travelling by alternative means of transport when there was a local bus available said that **"the nearest bus stop is too far from my home"**

9.2% of people travelling by alternative means of transport when there was a local bus available said that they felt **"less safe using the bus"**

67.4% of respondents aged 65 years or above felt that better facilities at bus stops would encourage them to use buses at least to some extent. This was higher than those aged under 25 **(58%)**

Fleet

Since 2021, the fleet of vehicles used in Warwickshire has seen improvement due to the continued investment of operators in the area. Euro II, III, IV, and V vehicles now each make up a smaller percentage of fleets, with an increase of 23% in Euro VI vehicles (including retrofitted vehicles).

Figure 25: Fleet in Warwickshire

In 2024, the average age of the fleet was

10
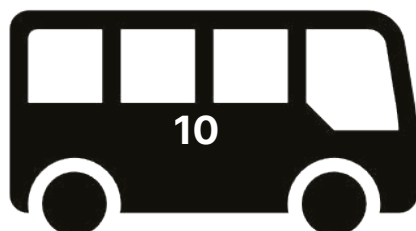
Years old

Euro VI, as a proportion of fleet, increased by

23%

Between 2021 and 2024

Figure 26: Euro rating of the fleet

Fleet of Warwickshire Bus Operators
(Stagecoach Midlands and Arriva Midlands for 2021 (n=172) and 2024 (n=221))

	Euro II	Euro III	Euro IV	Euro V	Euro VI (inc. retrofit)
2021	1%	9%	2%	49%	40%
2024	0%	4%	1%	33%	63%
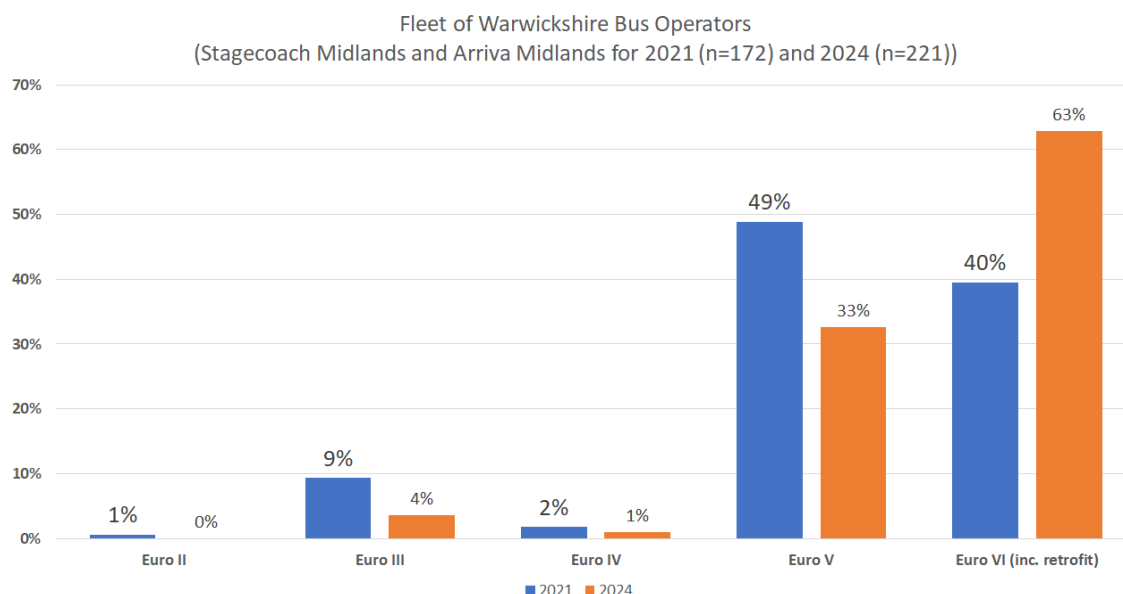
Figure 27: Electric Vehicles in Warwickshire

33
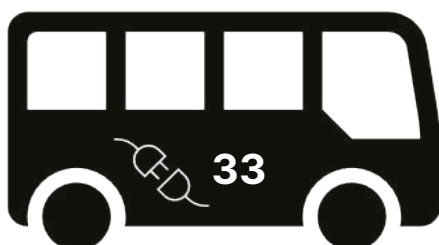
Electric buses already introduced as part of Coventry Electric Bus City (CEBC) scheme

94
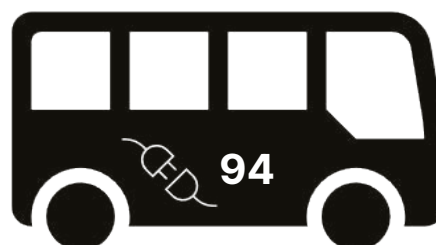
A further 94 electric buses will be introduced by 2026 as part of the CEBC and ZEBRA2 (subject to funding agreements)

The rollout of electric buses represents a significant investment by the main bus operators in the county who have provided match funding to government grants. The routes identified as those expected to benefit from electric buses in the near future due to the Coventry EBC scheme and the ZEBRA2 funding bid are illustrated in Figure 28 below.

Figure 28: Routes where electric vehicles will be allocated
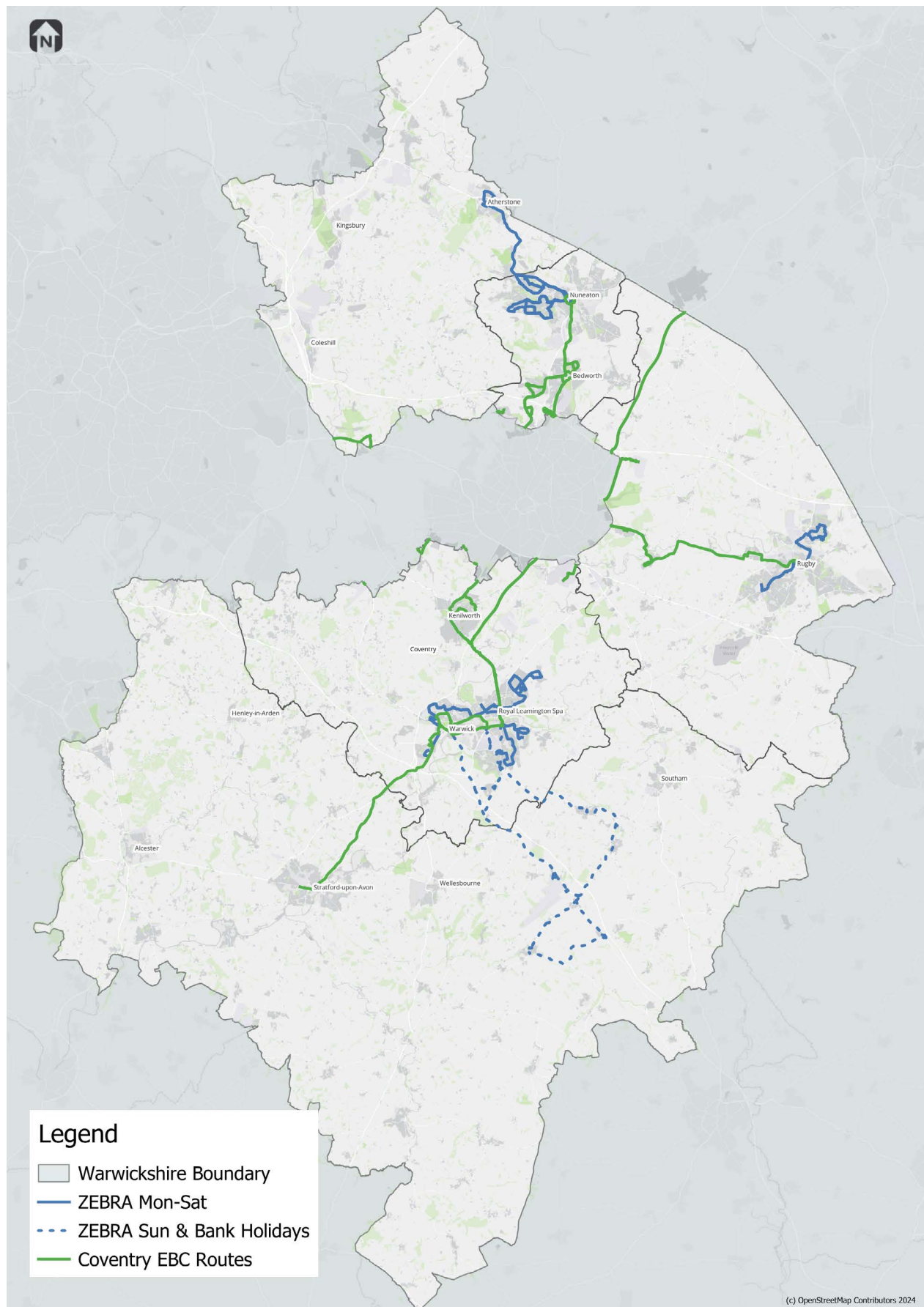
What do people say about the fleet in Warwickshire

Participants with hidden disabilities and visual impairments, in particular, felt that on-bus facilities were generally poor with **issues with bus cleanliness**, and **a lack of on-board information** (e.g. next stop displays and audio announcements) **adding to their anxiety** when travelling by bus.

**16.3%** of people travelling by alternative means of transport when there was a local bus available said that **"the bus is less comfortable"**

5.6% of people travelling by alternative means of transport when there was a local bus available said that they had a **"disability or mobility difficulty"**

70.7% of respondents aged 65 years old or older felt that greener services would encourage them to use buses at least to some extent. This was higher than those aged under 25 **(62.6%)**

Warwickshire
County Council

Service Level and Network Coverage

What have we already done?

- We have supported existing services to ensure the stability of the county's bus network.

- IndieGO Plus DRT has been launched and won an award at the National City Transport and Traffic Innovation awards. The on-demand service can be booked via the mobile app or through the dedicated call centre.

- Stratford Park & Ride was extended into the evening and on Sundays during summer 2023 and a marketing campaign promoted P&R use for visitors to the town. The combined measures resulted in a 70% increase in patronage compared to the previous year.

- A bus service investment assessment tool has been developed which assesses the relative benefits of potential service enhancements, allowing objective prioritisation of investment in services.

- Annual network reviews have been undertaken, developing a strategic network to help focus service investment and design.

- Support has been provided to Borough / District Councils in updating their Local Plans to ensure public transport accessibility is a key consideration when allocating sites.

- Use of BSIP Plus 2023-24 funding to provide additional evening journeys on the Service X18 (Coventry – Stratford-upon-Avon) to support economic vitality of the local economy in Stratford-upon-Avon town centre as well as other service enhancements across the County.

- The full programme of bus service enhancements funded through the BSIP Plus 2023-24 revenue funding to date is detailed in Appendix B.

What's Next?

24/25 Scheme 1 – Mitigation against high priority reductions to bus service provision/ inflationary pressure on bus subsidy contract costs

We will use BSIP Plus and Network North funding to further protect services while patronage recovers from the Covid-19 pandemic, as well as address the inflationary pressure on service costs. This measure is crucial to ensure residents in Warwickshire continue to have access to healthcare, employment and education. This is a key priority for the council and therefore uses a significant proportion of the BSIP Plus funding that has been allocated.

24/25 Scheme 2 – Bus service enhancements

Further to feedback received, we will undertake a further round of bus service improvements using BSIP Plus 2024-25 funding which will commence operation in July 2024 including further increases to the provision of evening services in urban areas. This will be in the form of kickstart funding, the ambition being that these services will be commercial in the long term.

24/25 Scheme 3 – Warwickshire bus network review

We will continue to undertake our annual network reviews and undertake a feasibility study into whether there are network efficiencies that can be delivered through a remapping of routes. This will include examining whether there are opportunities to amalgamate school transport provision into the conventional bus network. Mobile phone data, which provides a more comprehensive and representative picture of trips made, will be utilised to ensure bus services are meeting the core demands for movement.

Fares and Ticketing

What have we already done?

£ The Government Bus Fare Cap of £2 will continue until December 2024.

£ A Qualifying Agreement has been reached between Stagecoach/Arriva on the Nuneaton – Leicester route allowing users to travel on both operators' services with the same ticket.

£ Stagecoach has invested in their app to enable single trip tickets to be purchased online.

£ Job seekers schemes are offered by key bus operators in the county.

What's Next?

24/25 Scheme 4 - Production and distribution of Warwickshire smartcards as part of the pilot Warwickshire multi-bus operator smartcard scheme

We will aim to produce and distribute Warwickshire Smartcards as part of the pilot Warwickshire Multi – Bus Operator Smartcard Scheme to support cross-boundary services enhanced through the ongoing Coventry All-Electric Bus City Scheme These smartcards will be for use by passengers travelling on cross boundary services into Coventry, including interchange onto other bus services operating in Coventry - subject to National Express Coventry and Stagecoach Midlands reaching agreement over fare levels and contributing towards annual costs covering use of an existing back-office system managed by TfWM.

This is an interim step to multi-operator ticketing in the county, addressing the need until a more comprehensive scheme is in place with Project Coral, which is focused on developing a back-office system enabling contactless ticketing solution that is accessible to any bus operator at any time supported by tap on / tap off bus boarding capability, including fare capping.

Bus User Priority and Reliability

What have we already done?

- 🕐 A Section 106 contribution review has taken place to ensure adequate money is being secured to support services, deliver bus user priority and bus infrastructure. A total of £2.86 million of Section 106 developer funding was spent on improving bus services between 2022-23 and 2023-24.

- 🕐 Stagecoach has invested in data checking tools to support the data flows to the Bus Open Data Service (BODS) – which provides bus timetable, vehicle location and fares data for every local bus service in England – which can be used to relay real time information to passengers and activate bus priority measures. In addition, Stagecoach has enhanced their real-time tracking tools with a view to improving data quality and consistency.

- 🕐 To assist with driver training and retention, Stagecoach has further developed their driver training modules, recently launching their Driver CPC module, i.e., a course enabling their drivers to obtain a Certificate of Professional Competence (CPC). In addition, they continue to offer their driver apprenticeship programme, as well as apprenticeship opportunities for school leavers and those looking for career changes.

What's Next?

24/25 Scheme 5 - Development of a programme of prioritised measures taken from the 2021 Warwickshire BSIP

A feasibility review of the three main proposed bus infrastructure projects is being undertaken. These are Nuneaton Town Centre Bus Accessibility Improvements; Nuneaton Bus Bridge; and Rugby Bus Interchange. All the schemes are designed to improve the reliability of buses in key urban areas in Warwickshire and improve the passenger experience.

24/25 Scheme 6 - Enforcement

We are exploring how enforcement of illegal parking in bus stops can be undertaken, including through the provision of a camera car so that incidents can be recorded and fines issued. In addition, we are working with bus operators to overcome issues of inconsiderate parking, in particular on Clifton Road in Rugby.

24/25 Scheme 7- Extended green light priority for buses

We are examining how to deliver an 'extended green light priority' for buses at four traffic light controlled junctions in Leamington and Bedworth. Funding permitting, we will consider how this can be rolled out to further locations across Warwickshire.

Warwickshire
County Council

Passenger Experience

What have we already done?

👍 We have continued to engage regularly with wider stakeholders, notably the cross-party elected member working group, to help shape improvements and publicise measures delivered.

👍 A county-wide audit of bus stop infrastructure has been undertaken, and a tool has been developed to prioritise improvements based on existing quality and use of bus stops.

👍 We have enhanced on-street bus stop infrastructure across the county through funding from Section 106 developer contributions and WCC Member Delegated Budget for Minor Highways Schemes. Places where such improvements have taken place include hardstanding and raised kerbing accessibility improvement works at bus stops in Nuneaton and Stratford-upon-Avon, plus provision of a bus shelter in Bidford-on-Avon.

👍 Minimum standards for bus information have been defined in agreement with bus operators through the Warwickshire EP and included in the Warwickshire EP Scheme. A Warwickshire Design Guide covering large developments was endorsed by Cabinet in January 2022 and includes guidance on standards for bus service and infrastructure provision associated with new development.

👍 All operators have signed up to the Bus Passenger Charter which commits them to quality standards relating to vehicles, drivers, reliability, recompense, information, inclusivity and complaints handling.

👍 A marketing campaign was delivered in summer 2023 to promote the extension of the Stratford Park & Ride service.

👍 A Creative Agency has been appointed to supporting the Enhanced Partnership with planning and implementing Bus Marketing Campaigns and a brand has been developed for the Enhanced Partnership.

What's Next?

24/25 Scheme 8 - Marketing campaigns

Marketing campaigns will be delivered to promote the improvements to bus services, for instance, in relation to service enhancements, continuation of the pilot £2 Bus Fare Scheme up to December 2024 and the expansion of the electric bus fleet across Warwickshire through the Coventry All Electric Bus City Scheme and Warwickshire Zero Emission Bus Regional Areas (ZEBRA) Scheme.

24/25 Scheme 9 - Procurement of a mapping software platform

We will invest in mapping software which will support the County Council and bus operators with planning, coordinating and promotion of temporary bus route alterations during roadworks and improve communication to the public of any changes.

24/25 Scheme 10 – QR code provision

We will invest in printing and distributing QR codes at every bus stop (over 3,200) in Warwickshire. The QR code will enable bus users to access real time information about their bus service via their mobile phone.

Bus Fleet

What have we already done?

- Vehicle quality standards have been agreed by the Enhanced Partnership.
- Over 30 electric buses have been introduced on National Express' cross-boundary routes between Warwickshire and Coventry as part of Coventry's All Electric Bus City scheme.
- We successfully bid for £4.577million of ZEBRA2 funding to contribute towards a £13.847million scheme to deliver 27 electric buses in Leamington, Rugby and Nuneaton.
- Stagecoach has invested in four new vehicles and completed a EuroVI retro-fit on identified fleet.
- Tap Out readers have been installed on service 148 between Nuneaton and Leicester.
- Stagecoach has invested in upgrading internal systems targeting efficiency and quality improvements including replacement of their fleet and asset management system; and replacement, and expansion, of their finance management and human capital management systems.
- Continued investment has been given to depots and welfare facilities.

What's Next?

24/25 Scheme 11 – Coventry All Electric Bus City

We will work with Transport for West Midlands as part of the Coventry All Electric Bus City scheme to introduce over 65 electric vehicles on cross-boundary routes operated by Stagecoach between Warwickshire and Coventry by the end of 2025.

24/25 Scheme 12 – ZEBRA2 electric bus delivery

We will work with Stagecoach to ensure the ZEBRA2 scheme is delivered as programmed, i.e., by end of March 2026.

GEORGE ELIOT

1819 — 1880

BORN AT ARBURY, NUNEATON

4. Improvements beyond 2025

This section summarises the key priorities for Warwickshire Buses between 2025-2029. This is underpinned by a more comprehensive list of improvement schemes being proposed which are listed in Appendix C.

Service Level and Network Coverage

Vision 2040

Services that are more frequent, integrated, comprehensive, sustainable, and operate at convenient times – to enable people to access more destinations and provide a good alternative to the car. The network will be designed to cater for both current users and non-bus users, residents and visitors, enabling them to access employment, healthcare, shopping and leisure destinations.

Figure 29 - Existing Bus Network in Warwickshire
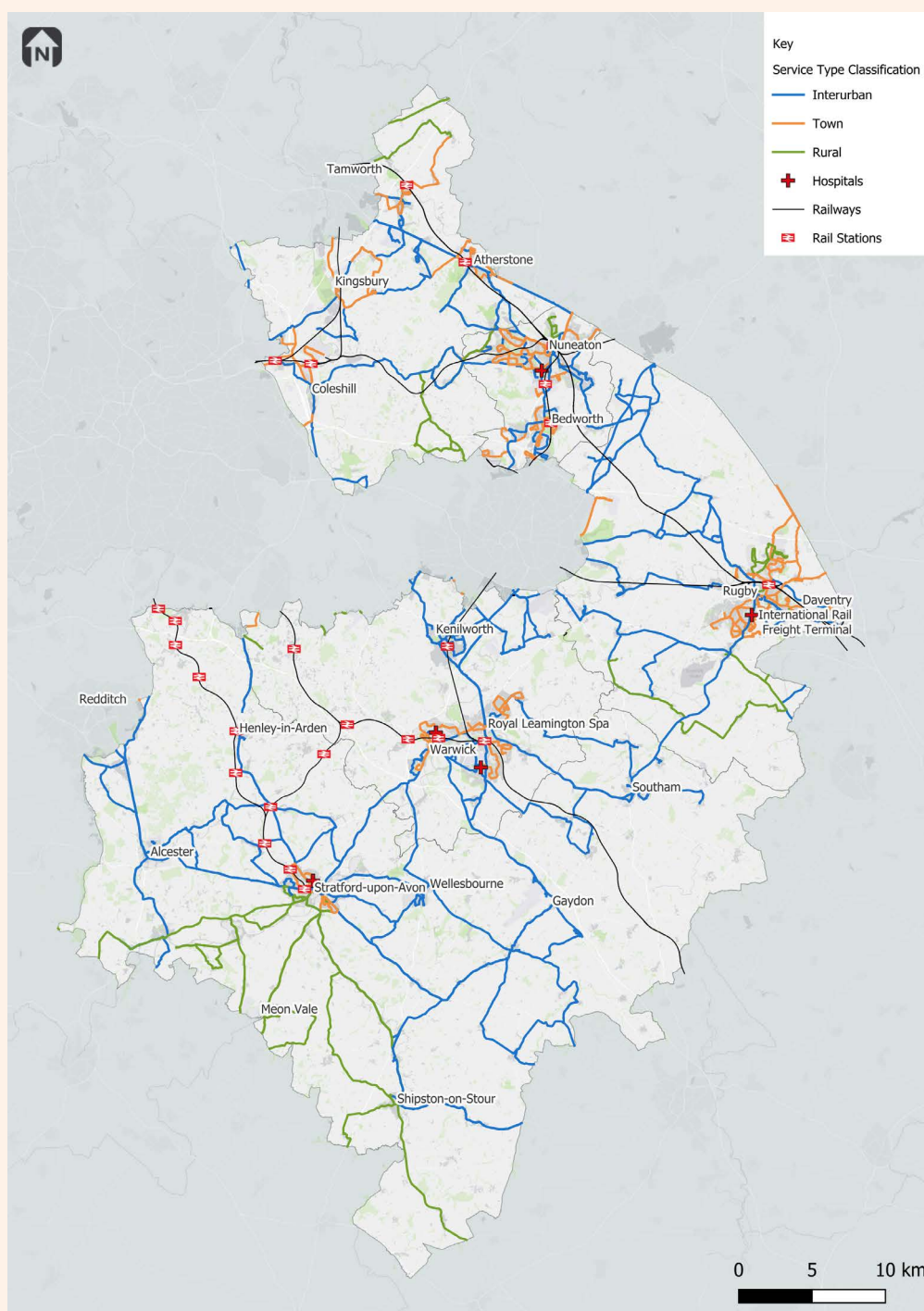
Figure 29 classifies the existing network across Warwickshire into Interurban, Town and Rural services. By 2040 we have a vision to enhance service frequency and hours of operation on each of these categories of route as summarised in Table 1 below. We will endeavour to achieve this goal as soon as funding allows.

Table 1: Long term aims for bus network provision in Warwickshire

	Monday - Friday	Saturday	Sunday
Core Networks, Urban and Peri-Urban Network	20 minutes between 0530-0700	20 minutes between 0530-0900	20 minutes between 0800 - 1800
	10 minutes between 0700 - 1830	10 minutes between 0900 - 1600	30 minutes between 0800 - 1800
	20 minutes between 1830 - 2300	20 minutes between 1600 - 2300	
Core Network, Interurban and Suburban Network	30 minutes between 0530 - 0700	30 minutes between 0530 - 0900	30 minutes between 0800 - 2100
	15 minutes between 0700 - 1830	15 minutes between 0900 - 1600	
	30 minutes between 1830 -2330	30 minutes between 1600 - 2300	
Local Network and Rural Core Network	60 minutes between 0600 - 0700	60 minutes between 0600 - 0900	60 minutes between 0800 - 1800
	30 minutes between 0700 - 1830	30 minutes between 0900 - 1600	
	60 minutes between 1830 to 2300	60 minutes between 1600 - 2300	
Supporting Network	We will ensure that the supported and part supported services continue to develop under the same principles of the core and local networks for access to employment, education and other activities, and to become a viable alternative to the private car.		
Demand Responsive	• U Bus • IndieGo • Community Transport We will consider how each individual service can be brought together to complement each other, and the fixed roue bus network, reduce the administrative overheads, and make more efficient use of the available resources. Additionally, we will consider how this resource can be used to provide more flexible and sustainable solutions to socially necessary supporting services, including rural areas away from main corridors, rather than traditional fixed route services.		
Integration	The bus network will be enhanced to ensure that the bus services are timed to connect with each other, with a focus on meeting the specific times in the early morning and evening, and where the services are operating at wide headways. Where practicable bus services will be arranged to provide multi-modal interchange.		

Top Priorities for 2025-2029

1) Evidence led approach to designing the network

By utilising mobile phone data and other existing data sources we can build up a picture of movement patterns across the county. This will enable us to design a bus network which better meets the needs of all people travelling in the county for both users and non-users of the bus.

2) Continue to enhance daytime services

In 2024 we added additional journeys onto scheduled bus timetables to enhance bus service provision during off-peak supporting access to education, shopping, medical appointments and leisure. In addition, we will continue to extend bus routes to further enhance accessibility, where necessary.

3) Continue to enhance evening and weekend services

In 2024 we improved service frequencies in the evening on a kickstart funding basis. Through the next five years we aim to continue to expand the evening and weekend frequency enhancements to move towards our aspirational service level frequency for each route category.

4) Better Integration

We will seek to better integrate buses with each other and also with other modes of transport. We will do this through exploring the 'hub concept' in both rural locations and towns. In rural areas we will seek to establish rural mobility hubs, exploring options to create a space for community cohesion as well as transport integration. In town centres, the focus will be on improving or creating multi-modal interchanges. On key bus corridors we will seek to secure qualifying agreements with bus operators to ensure passengers can benefit from improved service frequencies and cross ticketing.

5) Examine the use of orbital or town routes

Through utilising our demand data we will examine whether there are benefits to orbital or town routes to better connect people to destinations which are outside the town centre.

6) Park and Ride opportunities

We will oversee the delivery of a new Park and Ride site to the south of Leamington and Warwick and introduce high frequency bus services into the town centres, reducing the number of car journeys into Leamington and Warwick. We will examine whether additional park and ride facilities, both conventional and pop-up to meet seasonal demands, could be used to reduce traffic in town centres.

7) New development

We will continue to work with District and Borough Councils to ensure Local Plan updates take account of public transport accessibility when allocating sites

Fares and Ticketing

Vision 2040

Simple and affordable tickets – to make bus travel more economical and encourage modal shift.

Top Priorities for 2025-2029

1) Seamless, integrated ticketing with daily price capping

By working with partners helping to deliver the Project Coral scheme, we will deliver multi operator and multi-modal ticketing with fare capping. This will revolutionise the opportunity for integrated ticketing in Warwickshire, including enhancing interchange between bus and rail services for passengers. In the interim we will look to deliver the pilot Warwickshire multi-bus operator smartcard scheme for passengers travelling on cross-boundary routes enhanced through the Coventry Electric Bus City scheme.

2) Evidence based approach to reduced fare schemes

We will learn from other authorities about their experience of reduced fare schemes (including discounted youth fares) and, subject to funding, implement where this is likely to deliver modal shift. Examples of reduced fare schemes we will consider are:-

• Continuation of £2 fare cap once the national scheme expires
• Discounts for people attending events/attractions in Warwickshire if they travel by bus
• Discounts for those moving into housing at new development sites

Bus User Priority and Reliability

Vision 2040

Reliable – to increase confidence in travel by bus and reduce bus journey times.

Top Priorities for 2025-2029

1) Rollout of extended green light priority for buses

Subject to the pilot project being delivered at four junctions in 2024/25, we will investigate the wider rollout of extended green light priority for buses on key corridors. We have identified six corridors to explore bus priority infrastructure enhancements to deliver a step change in reliability and journey time improvements on these routes. In priority order these corridors are:-

• Stratford - Warwick – Leamington – Kenilworth - Coventry (including Warwick Hospital, University of Warwick, Whitnash and Woodloes)

• Northern Nuneaton (including new developments at the north / northeast of the town / A47 Hinckley Road / The Long Shoot and A5 to Hinckley) - Nuneaton Town Centre - Bedworth – Coventry

• Rugby North (new developments at north of town) - Elliots Field Retail Park - Rugby Rail Station - Rugby Town Centre – St Cross Hospital - Southwest Rugby developments sites

• Nuneaton - Atherstone – Polesworth - Tamworth

• North Stratford (including shared Stratford Park and Ride / Stratford Parkway Rail Station Site) – Stratford Town Centre – Southern Stratford, i.e., Severn Meadows Road / Clifford Lane - Long Marston Garden Village and Meon Vale Development Sites - Honeybourne (and extended to include Redditch, Alcester and Shipston on Stour)

• Rugby – Southam - Leamington– Warwick – Lighthorne Heath – Wellesbourne – Stratford – Evesham

2) Bus priority infrastructure feasibility

In addition, feasibility work to deliver improvements to other important bus corridors will be undertaken. These include:-

• Coleshill-Birmingham

• Grove Farm-Stockingford-Nuneaton-Camp Hill (Town Service)

• Bedworth-Ash Green-Coventry

• Hillmorton-Rugby-Coventry

• Cubbington-Lillington-Sydenham

3) Red routes feasibility study

We will conduct a feasibility study into the introduction of red routes on heavily congested corridors. Red routes will stop parking and waiting on the corridor which should reduce congestion, improve bus reliability and punctuality for users.

4) Enforcement

We will enforce illegal parking in bus stops and clearways through deployment of a camera car.

5) Driver availability

We will work with bus operators to help them recruit and retain drivers and engineering staff.

Warwickshire
County Council

Passenger Experience

Vision 2040

Simple to understand, accessible, comfortable, attractive and safe – to improve the experience for existing bus users and encourage modal shift.

Top Priorities for 2025-2029

1) Continue to maintain and enhance bus stop infrastructure

Building on the QR Code rollout of 2024-2025 and the countywide bus stop audit that has been completed, we will introduce a minimum standard for bus stops across the county. This will improve comfort, safety and accessibility and will make it easier for the public to identify bus stops and find information about bus service provision.

2) Improve printed and digital information

We will continue to improve the information provided both in printed and digital forms. This includes improvements to bus information on Warwickshire County Council's webpages which were refreshed in 2024 and now includes a Bus Information Guide to help increase confidence in travelling by bus.

3) Promoting buses through branding and media

We will use the 'Warwickshire Buses' brand and targeted bus marketing campaigns to promote bus use to a variety of markets. In addition, we will work with tourist attractions and event organisers to promote access to these destinations by bus. This could include incentives for travelling by bus such as discounts for key attractions and use of the BetterPoints app. We will also explore the option to use Bus Champions to promote the bus in the local community.

4) Improve the safety of bus users

We will take an evidence-led approach to improving the safety of bus users. Through intelligence from passengers, staff and the wider community we will seek to tackle anti-social behaviour on the bus network to make it safer for staff and passengers alike.

Bus Fleet

Vision 2040

Meet the practical needs of bus users and support the environment – to reduce carbon footprint across Warwickshire and encourage modal shift.

Top Priorities for 2025-2029

1) Decarbonisation of Buses

Building on the success of our ZEBRA 2 bid and the Coventry All Electric Bus City Scheme, we will work with operators to ensure that the new electric buses are introduced as soon as possible, and lower emission diesel buses are cascaded to other routes in Warwickshire to reduce emissions.

2) Evidence led Bus Amenities

We will work with operators and passengers to identify what amenities are required in buses in Warwickshire and try to expedite implementation. These amenities may include (but are not limited to):

• Audio – Visual Equipment
• Increased capacity for wheelchairs
• Charging points
• Wifi

5. Targets, performance monitoring and reporting

The table 2 below summaries the performance against the targets set in the 2021 BSIP.

Table 2: Performance targets of the 2021 BSIP

Category	Metric	Baseline	22/23 target	22/23 result
Customer Satisfaction	NHT Service	59% (2017)	60%	47% ↓
Patronage	Passenger Trips (DfT Bus Statistics (Bus0109a & Bus01113)	13.7 million (2018/19)	-10% (12.3 million)	-33% (9.2 million) ↓
	Passenger Trips per Person (DfT Bus Statistics Bus0110a)	24.1 (2018/19)	-10% (21.7)	-36% (15.4) ↓
Punctuality	Operator Punctuality Data (On Time)	74% (2019/20)	78%	67.2% ↓
Reliability/Journey Time	Mins per Km on busiest 21 routes	2.5 min/km	2.4	2.5 ↑

The BSIP refresh allows us an opportunity to amend these targets to better reflect the areas we are prioritising improvements, as well as making monitoring and reporting easier. Therefore, the following targets and baselines are proposed for 2025-2030. In the event of receiving additional funding allowing more projects to be delivered, we will seek to make these targets more ambitious.

Table 3: Performance targets of the 2024 BSIP

Category	Metric	Baseline	2030 target
Customer Satisfaction	NHT Service	47% (2023)	50%
Patronage	Passenger Trips (DfT Bus Statistics (Bus0109a & Bus01113)	9.2 million (2022/23)	14 million
	Passenger Trips per Person (DfT Bus Statistics Bus0110a)	15.4 (2022/23)	22.2
Punctuality	On Time Punctuality Data Warwickshire (ABODS)	67.5% (2023/24)	79.9%
Reliability/Journey Time	Mileage Operated	98.7% (2023/24)	99.2%

We are reviewing ways to monitor bus passenger satisfaction and will update the targets once a monitoring regime has been agreed and a baseline established.

6. BSIP overview tables

BSIP Overview Tables

Name of Local Authority	Warwickshire County Council
Enhanced Partnership(s) and/or Franchising Scheme(s) covered by the BSIP	Warwickshire Enhanced Partnership
Date of publication	12th June 2024
Web address (URL) of the published BSIP	https://www.warwickshire. gov.uk/directory-record/6878/ warwickshire-bus-service-improvement-plan

Improvements to 2025

Improvement programme to 2025	List of named schemes and measures	Budget/ est cost (£k)
Bus priority infrastructure	**Scheme 5 - Development of a Programme of Prioritised Measures taken from Warwickshire BSIP** A feasibility review of the three main proposed bus infrastructure projects is being undertaken. These are Nuneaton Town Centre Bus Accessibility Improvements; Nuneaton Bus Bridge; and Rugby Bus Interchange. All the schemes are designed to improve the reliability of buses in key urban areas in Warwickshire and improve the passenger experience.	£0
	Scheme 7 – Extended Green Light Priority for Buses We are examining how to deliver an 'extended green light priority' for buses at four traffic light controlled junctions in Leamington and Bedworth. Funding permitted we will consider how this can be rolled out to further locations across Warwickshire.	£0.130m
Other bus infrastructure	**Scheme 10 – QR Code Provision** We will invest in printing and distributing QR codes at every bus stop (over 3,200) in Warwickshire. The QR code will enable bus users to access real time information about their bus service via their mobile phone.	£0
Bus service support	**Scheme 1 – Mitigation against High Priority Reductions to Bus Service Provision / Inflationary Pressure on Bus Subsidy Contract Costs** We will use BSIP Plus and Network North funding to further protect services while patronage recovers from the Covid-19 pandemic, as well as address the inflationary pressure on service costs. This measure is crucial to ensure residents in Warwickshire continue to have access to healthcare, employment and education. This is a key priority for the council and therefore uses a significant proportion of the BSIP Plus funding that has been allocated.	£1.473m
	Scheme 2 – Bus Service Enhancements Further to feedback received, we will undertake a further round of bus service improvements using BSIP Plus 2024-25 funding which will commence operation in July 2024 including further increases to the provision of evening services in urban areas. This will be in the form of kickstart funding, the ambition being that these services will be commercial in the long term.	£0.935m

	Scheme 3 – Warwickshire Bus Network Review We will continue to undertake our annual network reviews and undertake a feasibility study into whether there are network efficiencies that can be delivered through a remapping of routes. This will include examining whether there are opportunities to amalgamate school transport provision into the conventional bus network. Mobile phone data, which provides a more comprehensive and representative picture of trips made, will be utilised to ensure bus services are meeting the core demands for movement.	£0.6m
Ticketing reform	**Scheme 4 - Production and Distribution of Warwickshire Smartcards as part of the Pilot Warwickshire Multi-Bus Operator Smartcard Scheme** We will aim to produce and distribute Warwickshire Smartcards as part of the pilot Warwickshire Multi – Bus Operator Smartcard Scheme to support cross-boundary services enhanced through the ongoing Coventry All-Electric Bus City Scheme These smartcards will be for use by passengers travelling on cross boundary services into Coventry, including interchange onto other bus services operating in Coventry - subject to National Express Coventry and Stagecoach Midlands reaching agreement over fare levels and contributing towards annual costs covering use of an existing back-office system managed by TfWM. This is an interim step to multi-operator ticketing in the county, addressing the need until a more comprehensive scheme is in place with Project Coral, -which is focused on developing a back-office system enabling contactless ticketing solution that is accessible to any bus operator at any time supported by tap on / tap off bus boarding capability, including fare capping.	£0.106m
Other schemes & measures	**Scheme 6 – Enforcement** We are exploring how enforcement of illegal parking in bus stops can be undertaken, including through the provision of a camera car so that incidents can be recorded and fines issued. In addition, we are working with bus operators to overcome issues of inconsiderate parking, in particular on Clifton Road in Rugby.	£0
	Scheme 8 – Marketing Communications Marketing campaigns will be delivered to promote the improvements to bus services, for instance, in relation to service enhancements, continuation of the pilot £2 Bus Fare Scheme up to December 20-24 and the expansion of the electric bus fleet across Warwickshire through the Coventry All Electric Bus City Scheme and Warwickshire Zero Emission Bus Regional Areas (ZEBRA) Scheme.	£0
	Scheme 9 - Procurement of a Mapping Software Platform We will invest in mapping software which will support the County Council and bus operators with planning, coordinating and promotion of temporary bus route alterations during roadworks and improve communication to the public of any changes.	£0.06m
	Scheme 11 – Coventry All Electric Bus City We will work with Transport for West Midlands as part of the Coventry All Electric Bus City scheme to introduce over 65 electric vehicles on cross-boundary routes operated by Stagecoach between Warwickshire and Coventry by the end of 2025.	£0

Warwickshire County Council

	Scheme 12 ZEBRA2 Bid Delivery	
	We will work with Stagecoach to ensure the ZEBRA2 scheme is delivered as programmed, i.e., by end of March 2026.	

Ambitions for 2025 and beyond

The table below provides the cumulative cost of the improvement programmes beyond 2025. For a full list of the improvement programme and individual costs, see Appendix C.

Ambitions and proposals for 2025 and beyond	Total estimated cost/order of cost (£mY)
Service level and network coverage	£18.0
Bus Priority	£42.9
Lower and simpler fares	£4.6
Ticketing	£0.3
Waiting and interchange facilities	£22.5
Bus information and network identity	£1.7
Bus passenger experience	£0.3
Bus fleet	££10.1
Accessibility and inclusion	£0.3
Longer term transformation of the network	£123.5

Warwickshire BSIP

June 2024

About Warwickshire:

Warwickshire has a population of 596,773 (2021 Census), with a slightly older population compared to the West Midlands, or England. The population of Warwickshire is projected to grow to 684,307 by 2043[1].

Demographics[1]	Warwickshire		England
Total aged 0-14 (%)	16.7	18.1	17.4
Total aged 15 - 64 (%)	62.8	63.1	64.2
Total aged 65 and over (%)	20.6	18.8	18.4

Warwickshire is among the least-deprived administrative areas in England[2], ranking 121st out of 151 Councils, although this masks considerable variance by district and Borough. For example, Nuneaton and Bedworth falls within the 30% of most deprived districts in the country, while Stratford-on-Avon and Warwick lie within the 20% least deprived.

Figure 1 - Index of Multiple Deprivation - LSOAs by decile in Warwickshire (2019)[3]:
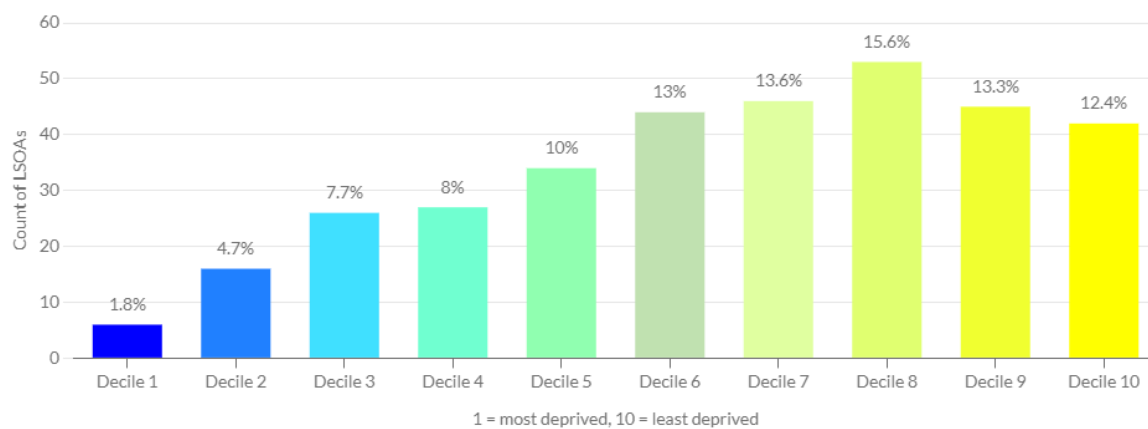
Unemployment
The level of unemployment varies by district, with the majority of districts having a lower unemployment rate in 2023 than the average for Great Britain, but all districts having a lower rate than the West Midlands as a whole.

---

[1] Population - UTLA | Warwickshire | Report Builder for ArcGIS
[2] 2019 Warwickshire IMD Briefing Note.pdf
[3] Deprivation - UTLA | Warwickshire | Report Builder for ArcGIS

Area	Unemployment rate (year ending December 2023)	Unemployment rate (year ending December 2022)	Change
North Warwickshire[4]	3.0%	3.1%	-0.1%
Rugby[5]	3.1%	3.0%	+0.1%
Nuneaton and Bedworth[6]	3.5%	4.3%	-0.8%
Warwick[7]	3.7%	3.0%	+0.7%
Stratford-upon-Avon[8]	3.1%	3.1%	No change
West Midlands[8]	4.6%	4.4%	+0.2%
Great Britain[8]	3.6%	3.7%	-0.1%

Main locations of population

The main population centres in Warwickshire are located in the market towns and district centres.

Of those living in Warwickshire, 28% live in Nuneaton and Rugby, with a further 20% living in either Royal Leamington Spa, Warwick or Bedworth.

	Population	% of total population of Warwickshire
Nuneaton	88,813	15%
Rugby	78,117	13%
Royal Leamington Spa	51,323	9%
Warwick	36,665	6%
Bedworth	31,090	5%
Stratford-upon-Avon	28,126	5%
Kenilworth	22,230	4%

Population density is shown on Figure 2 below:

---

[4] North Warwickshire's employment, unemployment and economic inactivity - ONS
[5] Rugby's employment, unemployment and economic inactivity - ONS
[6] Nuneaton and Bedworth's employment, unemployment and economic inactivity - ONS
[7] Warwick's employment, unemployment and economic inactivity - ONS
[8] Stratford-on-Avon's employment, unemployment and economic inactivity - ONS

Figure 2 – Population Density (residents per km^2)

Legend:
Warwickshire

Population Density
23 - 229
229 - 1349
1349 - 2976
2976 - 4639
4639 - 12999

Map labels: Tamworth, Atherstone, Kingsbury, Nuneaton, Coleshill, Bedworth, Rugby, Daventry International Rail Freight Terminal, Kenilworth, Redditch, Henley-in-Arden, Royal Leamington Spa, Warwick, Southam, Alcester, Stratford-upon-Avon, Wellesbourne, Gaydon, Meon Vale, Shipston-on-Stour

Scale: 0 5 10 15 km

Travel to work (2021)[9]

Warwickshire has a higher proportion of residents (aged 16 years and over in employment) who work mainly at or from home, and who drive a car or van to work (as a driver, and as a passenger). At the same time, people commuting using bus, minibus or coach travel is significantly lower than the English average.

	Warwickshire	England
Work mainly at or from home	34.0%	31.5%
Driving a car or van	49.8%	44.5%
Passenger in a car or van	4.1%	3.9%
Bus, minibus or coach	1.5%	4.3%

Use of the bus (including minibus and coach) to travel to work varies significantly by district in Warwickshire, with Stratford-on-Avon having the lowest rate, and Nuneaton and Bedworth the highest – albeit still significantly below the English average.

Method of travel to workplace	North Warwickshire	Nuneaton and Bedworth	Rugby	Stratford-on-Avon	Warwick	Warwickshire	England
Bus, minibus or coach	1.3%	2.3%	1.9%	0.6%	1.2%	1.5%	4.3%

Compared to neighbouring authorities, Warwickshire has a relatively low usage of bus for travel to work.

Area	Travel to work by bus, minibus or coach
Staffordshire	1.3%
Worcestershire	1.3%
Warwickshire	1.5%
Leicestershire	1.7%
Gloucestershire	2.2%
West Northamptonshire	3.5%
Oxfordshire	3.5%
Coventry	7.3%
West Midlands	4.2%
England	4.3%

A full summary of method of travel to work data (TS061) from the 2021 census is provided below:

---

[9] TS061 - Method used to travel to work, 2021 Census

TS061 - Method used to travel to work

population	All usual residents aged 16 years and over in employment the week before the census										
units	Persons		date	2021							

In order to protect against disclosure of personal information, records have been swapped between different geographic areas and counts perturbed by small amounts. Small counts at the lowest geographies will be most affected.

Census 2021 took place during a period of rapid change. We gave extra guidance to help people on furlough answer the census questions about work. However, we are unable to determine how furloughed people followed the guidance. Take care when using this data for planning purposes. Read more about specific quality considerations in our https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/methodologies/traveltoworkqualityinformationforcensus2021.

	Total: All usual residents aged 16 years and over in employment the week before the census	Work mainly at or from home	Underground, metro, light rail, tram	Train	Bus, minibus or coach	Taxi	Motorcycle, scooter or moped	Driving a car or van	Passenger in a car or van	Bicycle	On foot	Other method of travel to work
	%	%	%	%	%	%	%	%	%	%	%	%
North Warwickshire	100	26.5	0	0.6	1.3	0.4	0.4	59.2	4.5	0.9	5.5	0.8
Nuneaton and Bedworth	100	22.9	0	0.6	2.3	0.6	0.4	58.1	5.7	1.7	6.9	0.8
Rugby	100	30.6	0.1	0.8	1.9	0.5	0.3	51.3	5.2	1.9	6.7	0.8
Stratford-on-Avon	100	39.5	0.1	0.4	0.6	0.1	0.3	47.4	2.9	1.2	6.8	0.7
Warwick	100	44.7	0.1	0.9	1.2	0.3	0.3	39.4	2.9	1.9	7.7	0.7
Warwickshire	100	34	0.1	0.6	1.5	0.4	0.3	49.8	4.1	1.6	6.9	0.8
West Midlands	100	25.7	0.2	1.1	4.2	1.1	0.3	52.9	5.1	1.5	7	1
England	100	31.5	1.9	2	4.3	0.7	0.5	44.5	3.9	2.1	7.6	1

Travel to work (2021)

Category	Warwickshire	England
Bus, minibus or coach	1.50%	4.30%
Passenger in a car or van	4.10%	3.90%
Driving a car or van	49.80%	44.50%
Work mainly at or from home	34%	31.50%

Legend: England, Warwickshire
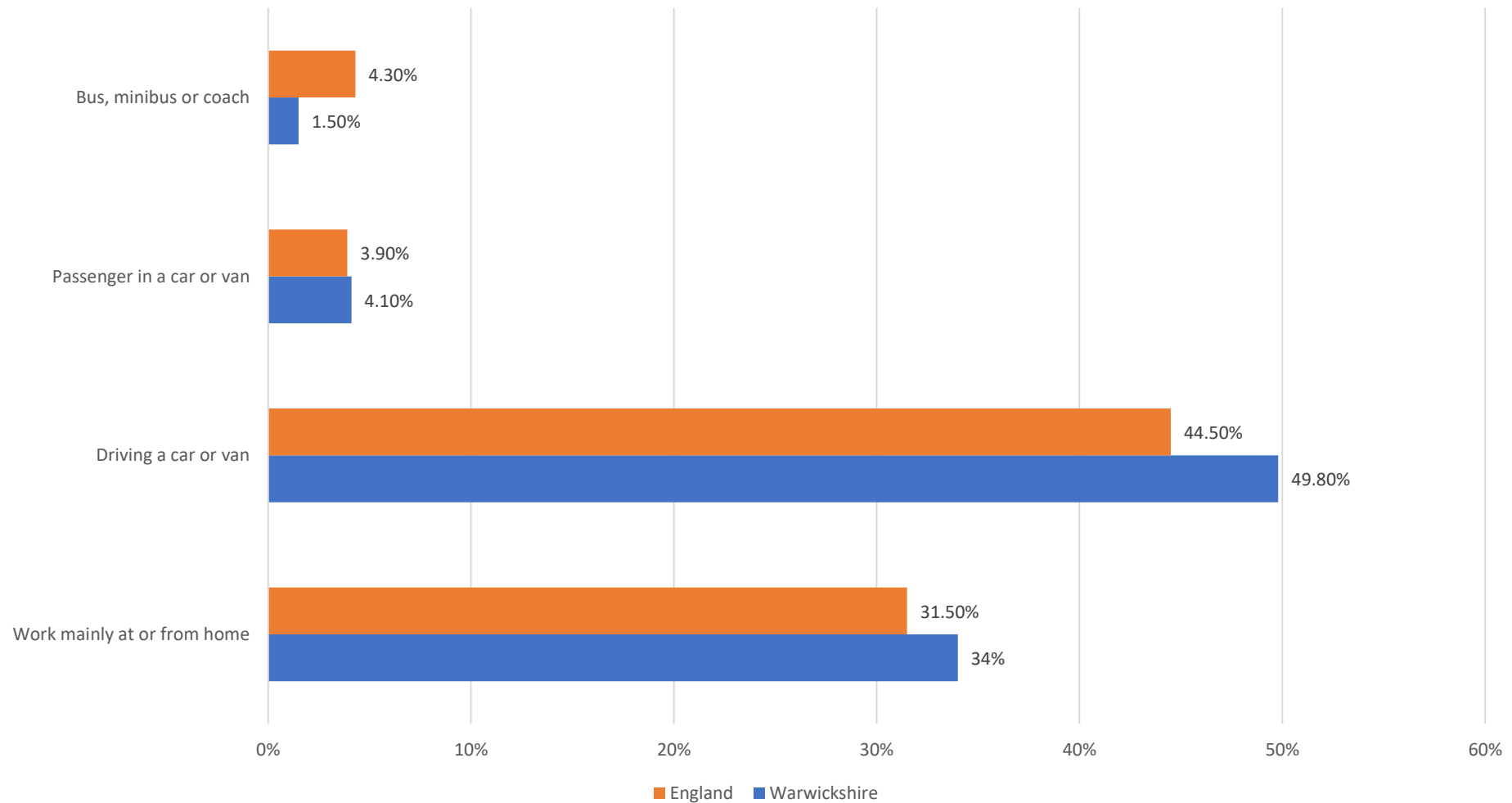
Network Level and Service Coverage

The vision for Warwickshire is to have a key strategic network connecting the main towns and complementing (not competing with) the rail network, with a series of secondary routes connecting to smaller towns or areas of high growth. A tertiary network of services, including Demand Responsive Transport (DRT) will feed into this core network at key interchange points. This is illustrated in Figure 3.

Figure 3 – Strategic network

Accessibility

Figure 4 represents a 400 metre buffer around sections of route that have a combined frequency of hourly or half hourly or above, excluding DRT and CT services, in the Monday AM peak (07:00 – 08:59).

In 2024, over half of the population (52%) of Warwickshire are within 400m of a bus frequency of 30mins or better, with 64% within access of an hourly frequency.

Access to services, both in the Monday AM peak and Monday OP peak (18:00-23:59) have remained relatively consistent from 2021 to 2024, despite some changes in the network. Despite challenging operating conditions, the network is largely stable.

	Q1 2024 Link Freq		Q3 2021 Link Freq[10]	
	30mins	60mins	30mins	60mins
Mon AM	52%	64%	53%	62%
Mon OP	16%	38%	17%	34%

[10] The numbers shown here for 2021 have been updated since the 2021 BSIP to reflect up to date population data from the 2021 census which was not previously available at time of the document being published.

Figure 4 – Accessibility of network within 30 minutes and 60 minutes in 2021 and 2024

Accessibility with 2021 Q3 bus routes

Accessibility with 2024 Q1 bus routes

Key
- 60 minutes or less frequency
- 30 minutes or less frequency
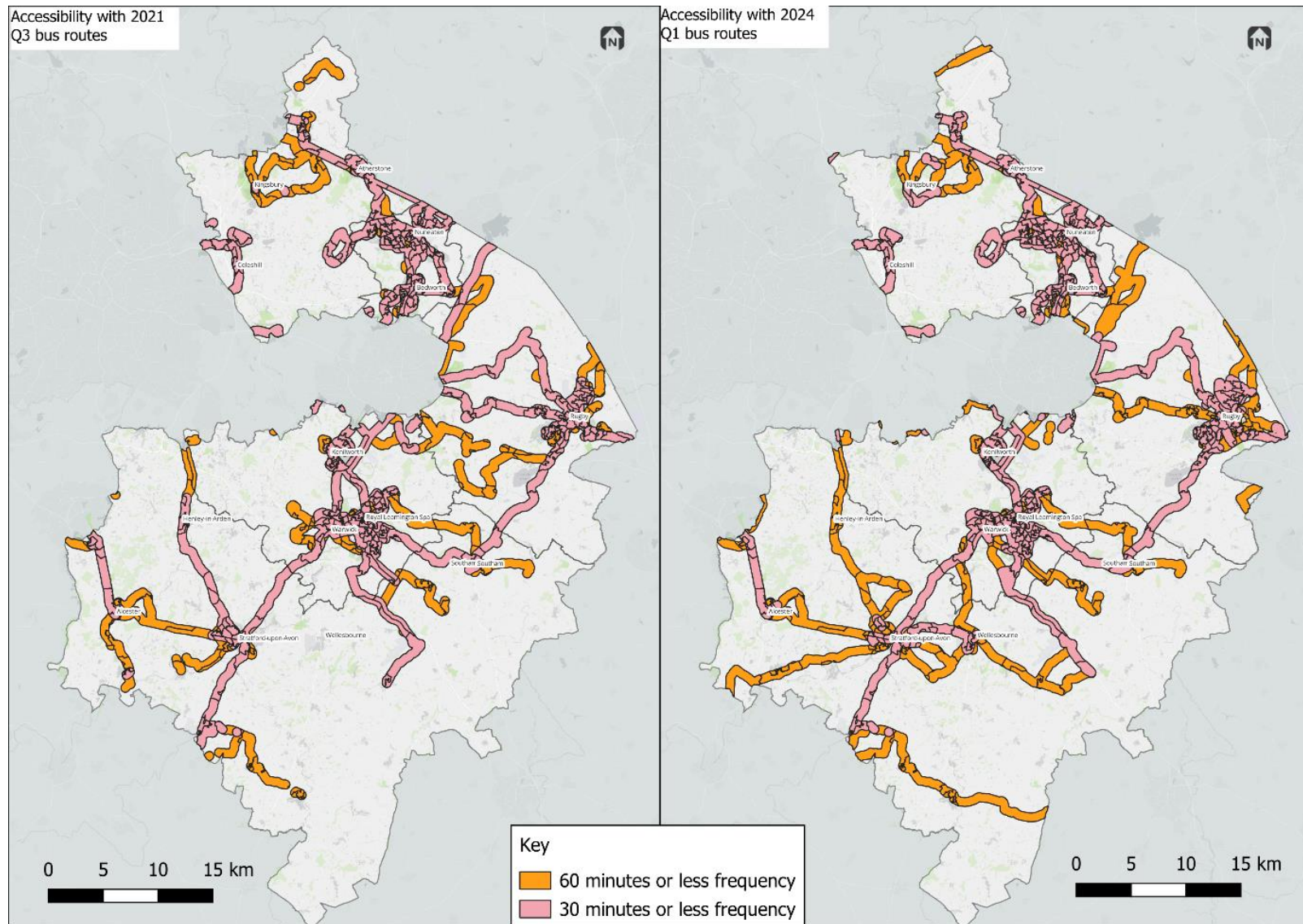
Commercial and supported network

The table below sets out the supported services in Warwickshire.

LU	Classification
V8, Villager Community Bus (Oxon)	CT
V4, Villager Community Bus (Oxon)	CT
V26, Villager Community Bus (Oxon)	CT
V22, Villager Community Bus (Oxon)	CT
L3, Lilbourne Community Bus	CT
L2, Lilbourne Community Bus	CT
L1, Lilbourne Community Bus	CT
H3, Hedgehog Community Bus	CT
9, Shipston Link	CT
8, Shipston Link	CT
7, Shipston Link	CT
6, Shipston Link	CT
5, Shipston Link	CT
4, Shipston Link	CT
3, Shipston Link	CT
2, Shipston Link	CT
10, Shipston Link	CT
1, Shipston Link	CT
X6, Arriva Midlands	N/A
X84, Arriva Midlands	other LA subsidised
X30, National Express Coventry	other LA subsidised
88A, Stagecoach Midlands	other LA subsidised
88, Stagecoach Midlands	other LA subsidised
87A, Stagecoach Midlands	other LA subsidised
87, Stagecoach Midlands	other LA subsidised
7A, Arriva Midlands	other LA subsidised
7, Stagecoach Midlands	other LA subsidised
7, Arriva Midlands	other LA subsidised
60, Stagecoach Midlands	other LA subsidised
6, Arriva Midlands	other LA subsidised
X19, Stagecoach Midlands	Part subsidised
9, Stagecoach Midlands	Part subsidised
85B, National Express Coventry	Part subsidised
748, Stagecoach Midlands	Part subsidised
67, Stagecoach Midlands	Part subsidised
65, Arriva Midlands	Part subsidised
63, Stagecoach Midlands	Part subsidised
5A, Stagecoach Midlands	Part subsidised

56, Stagecoach Midlands	Part subsidised
5, Stagecoach Midlands	Part subsidised
4, Stagecoach Midlands	Part subsidised
247, Diamond Bus	Part subsidised
10, Stagecoach Midlands	Part subsidised
77A, Stagecoach Midlands	Part subsidised with S106
77, Stagecoach Midlands	Part subsidised with S106
X16, Stagecoach Midlands	Subsidised
PR, Stagecoach Midlands	Subsidised
B3, Flexibus	Subsidised
B2, Flexibus	Subsidised
B1, Flexibus	Subsidised
A8, LandFlight	Subsidised
A7, LandFlight	Subsidised
9, Flexibus	Subsidised
85S, National Express Coventry	Subsidised
85A, Stagecoach Midlands	Subsidised
85, National Express Coventry	Subsidised
79, Arriva Midlands	Subsidised
78A, Arriva Midlands	Subsidised
786, Stagecoach Midlands	Subsidised
786, Arriva Midlands	Subsidised
785, Stagecoach Midlands	Subsidised
785, Arriva Midlands	Subsidised
78, Arriva Midlands	Subsidised
77S, Stagecoach Midlands	Subsidised
77C, Stagecoach Midlands	Subsidised
77B, Stagecoach Midlands	Subsidised
76X, Stagecoach Midlands	Subsidised
76B, Diamond Bus	Subsidised
76A, Diamond Bus	Subsidised
767, Stagecoach Midlands	Subsidised
766, Stagecoach Midlands	Subsidised
762, Stagecoach Midlands	Subsidised
761, Stagecoach Midlands	Subsidised
76, Diamond Bus	Subsidised
75B, Stagecoach Midlands	Subsidised
75, Stagecoach Midlands	Subsidised
69, Flexibus	Subsidised
538, Flexibus	Subsidised
519, Flexibus	Subsidised
519	Subsidised
517	Subsidised
514	Subsidised
513	Subsidised

512, Flexibus	Subsidised
511, Flexibus	Subsidised
510, Flexibus	Subsidised
501, Stagecoach Midlands	Subsidised
5, Flexibus	Subsidised
496, igo	Subsidised
41, Stagecoach Midlands	Subsidised
4, Flexibus	Subsidised
3A, Stagecoach Midlands	Subsidised
3, Stagecoach Midlands	Subsidised
2A, Stagecoach Midlands	Subsidised
25A, National Express Coventry	Subsidised
25, National Express Coventry	Subsidised
241, igo	Subsidised
24, National Express Coventry	Subsidised
239, Stagecoach Midlands	Subsidised
233, Flexibus	Subsidised
229, Stagecoach Midlands	Subsidised
228, Flexibus	Subsidised
224, Flexibus	Subsidised
223, Flexibus	Subsidised
220, igo	Subsidised
218, Flexibus	Subsidised
216, Flexibus	Subsidised
213, igo	Subsidised
212, Flexibus	Subsidised
211, igo	Subsidised
210, igo	Subsidised
209, igo	Subsidised
209	Subsidised
203, igo	Subsidised
201, Flexibus	Subsidised
20, National Express Coventry	Subsidised
20, Midland Classic	Subsidised
2, Stagecoach Midlands	Subsidised
1A, Stagecoach Midlands	Subsidised
15, Stagecoach Midlands	Subsidised
11, Flexibus	Subsidised
1, Stagecoach Midlands	Subsidised
1/2 (Rugby) Stagecoach Midlands	Subsidised
1A (Stratford) Stagecoach Midlands	Subsidised
514	Subsidised
517	Subsidised
8/8a Stagecoach Midlands	Subsidised
50, Stagecoach Midlands	Subsidised

96, Stagecoach Midlands	Subsidised (S106)
78, Stagecoach Midlands	Subsidised (S106)
X20, Stagecoach Midlands	Subsidised with school
76A, Stagecoach Midlands	Subsidised with school
76, Stagecoach Midlands	Subsidised with school
75A, Stagecoach Midlands	Subsidised with school
74S	Subsidised with school
74B	Subsidised with school
74A	Subsidised with school
74	Subsidised with school
735	Subsidised with school
731, Stagecoach Midlands	Subsidised with school
665, Stagecoach Midlands	Subsidised with school
664, Stagecoach Midlands	Subsidised with school
51, Pulhams Coaches	Subsidised with school
42, Stagecoach Midlands	Subsidised with school
31, Stagecoach Midlands	Subsidised with school
27, Stagecoach Midlands	Subsidised with school
18A, Stagecoach Midlands	Subsidised with school
X11, Diamond Bus	unknown
741, Stagecoach Midlands	unknown
62, Diamond Bus	unknown
51, Stagecoach Midlands	unknown
497	unknown
290, Stagecoach Midlands	unknown
21A, National Express Coventry	unknown
214	unknown
17, Stagecoach Midlands	unknown
150, Diamond Bus	unknown
12X, National Express Coventry	unknown

There is wide coverage of DRT in the county, covering approximately 77% of Warwickshire by area. The areas are shown in Figure 5.

RT Area	Area covered (km2)
Warwick IndieGo Plus	70
Rugby Borough IndieGo	353.5
Colsehill IndieGo	87.5
Atherstone IndieGo	29.6
Ubus	995.5

Figure 5 – DRT areas

Demand-Responsive Transport Coverage; Warwickshire

Legend

Demand-Responsive Transport Zones
- IndieGo Atherstone
- IndieGo Coleshill
- IndieGo PLUS - Warwick West
- IndieGo Rugby
- UBUS
- Warwickshire County Boundary

0   5   10 mi

Warwickshire County Council

© Crown Copyright and database right 2021. Ordnance Survey 100019520.
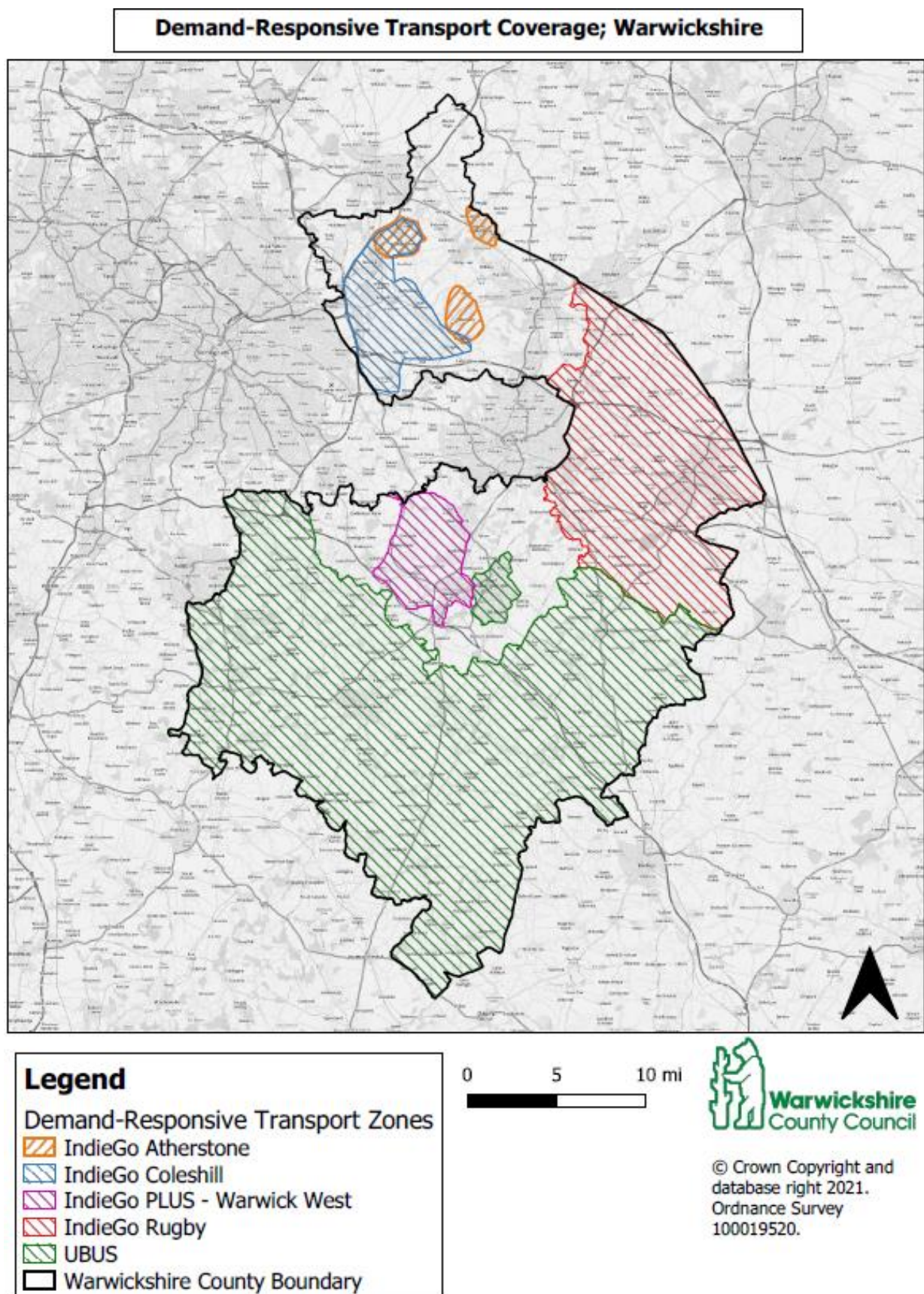
The table below sets out the network classification by town, interurban, and rural routes, with the associated frequency on a Wednesday in buses per hour during the time period.

LU		WED AM 07:00-08:59	WED BP 09:00-15:59	WED EP 16:00-17:59	WED OP 18:00-23:59	Description where there is more than one service sharing the same number
1, Stagecoach Midlands	Town	1	1	1	0.33	Rugby
1, Stagecoach Midlands	Town	0	0.14	0	0	Warwick-Leamington
1, Stagecoach Midlands	Rural	0.5	0.29	0	0	Stratford-upon-Avon
1, Stagecoach Midlands	Town	3	3	3	1.33	Warwick-Leamington
1, Stagecoach Midlands	Town	2	2	2	0.17	Nuneaton
10, Stagecoach Midlands	Town	4	4	4	1.17	
11, Flexibus	Town	0	0.57	0	0	
11, National Express Coventry	Interurban	5	3.85	2.5	2.17	
110, Arriva Midlands	Interurban	3	4.14	3	1.33	
12X, National Express Coventry	Town	7	6.86	6	2.33	
14, National Express Coventry	Town	0	2.28	4	1.33	
148, Stagecoach Midlands	Interurban	7.5	8	6.5	3.5	
15, Stagecoach Midlands	Interurban	1.5	1.14	1	0.33	
150, Diamond Bus	Town	0	0.43	0.5	0.17	
158, Arriva Midlands	Interurban	4.5	5	5	1.83	
16, National Express Coventry	Town	4.5	4.14	4.5	2	
17, Stagecoach Midlands	Interurban	0	0.14	0	0	
18, Stagecoach Midlands	Town	1	1.29	1	0.17	
18A, Stagecoach Midlands	Interurban	0	0.14	0	0	
19, Stagecoach Midlands	Town	1	1	1	0.33	Nuneaton
19, Stagecoach Midlands	Town	0	1.43	1	0	Stratford-upon-Avon
2, Stagecoach Midlands	Rural	1	1	1.5	0.33	Rugby
2, Stagecoach Midlands	Rural	1	0.14	0	0	Stratford-upon-Avon
20, Midland Classic	Rural	1	0.29	2	0	
20, National Express Coventry	Interurban	8	8	8	2.5	
203, igo	Rural	0	0	0	0	
210, igo	Interurban	0	0	0	0	
223, Flexibus	Interurban	0	0	0	0	
229, Stagecoach Midlands	Interurban	0	0.29	0.5	0.17	
233, Flexibus	Interurban	0	0	0	0	
24, National Express Coventry	Interurban	0.5	0.29	0.5	0	
247, Diamond Bus	Interurban	0	0.57	0.5	0	
247S, Diamond Bus	Interurban	0	0.14	0	0	

Route	Type					Location
24A, National Express Coventry	Interurban	0	0.14	0	0	
25, National Express Coventry	Interurban	0	0.29	0	0	
25X, National Express Coventry	Interurban	0	0.14	0	0	
27, Stagecoach Midlands	Rural	0	0.43	1.5	0.17	
28, Stagecoach Midlands	Rural	1	0.86	1.5	0.17	
2A, Stagecoach Midlands	Rural	0	0.43	0	0.17	
3, Stagecoach Midlands	Rural	3	2	2	0.17	Nuneaton
3, Stagecoach Midlands	Rural	0	0.86	0	0	Stratford-upon-Avon
3A, Stagecoach Midlands	Rural	0	0.14	0.5	0	
4, Flexibus	Town	0	0.57	0	0	
4, Stagecoach Midlands	Town	2.5	3	3	1	Rugby
4, Stagecoach Midlands	Town	0	0.71	0	0	Stratford-upon-Avon
41, Stagecoach Midlands	Interurban	0.5	0.71	1	0.17	
42, Stagecoach Midlands	Town	0	0.29	0	0	
48A, Stagecoach Midlands	Interurban	2	2	1.5	0.83	
5, Flexibus	Town	0	0.57	0	0	
5, Stagecoach Midlands	Town	2	2	2	0.67	Nuneaton
5, Stagecoach Midlands	Town	0	0.29	1	0	Stratford-upon-Avon
50, Stagecoach Midlands	Rural	0	0.85	1	0	
51, Pulhams Coaches	Rural	0.5	0.29	0.5	0.17	
51, Stagecoach Midlands	Town	1	1	1	0.5	
512, Flexibus	Interurban	0	0	0	0	
513,	Rural	0	0	0	0	
514,	Rural	0	0	0	0	
564A, LMS Travel	Rural	0	0.14	0	0	
56B, Stagecoach Midlands	Interurban	0.5	0.86	1	0.17	
5A, Stagecoach Midlands	Town	2	2	2	0.67	
6, Arriva Midlands	Town	1.5	1	1	0.17	
60, Stagecoach Midlands	Town	1	1	1	0.33	
62, Diamond Bus	Town	1	1	1	0.17	
63, Stagecoach Midlands	Interurban	2	1	1	0.33	
65, Arriva Midlands	Interurban	2.5	2	2	0	
664, Stagecoach Midlands	Interurban	1	0.57	0	0	
665, Stagecoach Midlands	Interurban	0	0.43	0	0	
67, Stagecoach Midlands	Town	2.5	3	3	1	
67A, Stagecoach Midlands	Town	0.5	1	1	1	
67B, Stagecoach Midlands	Town	1	1	1	0.17	
67C, Stagecoach Midlands	Town	1	1	1	0.17	
6A, Arriva Midlands	Town	0	0.29	0	0	
7, Arriva Midlands	Town	0	1.86	2	0.17	
7, Roberts Coaches	Rural	0	0.71	0	0	
7, Stagecoach Midlands	Rural	0.5	0.57	0	0	

731, Stagecoach Midlands	Rural	0	0.14	0	0	
735,	Rural	0	0.57	0	0	
74, Arriva Midlands	Interurban	0	0.57	0	0	
74A, Arriva Midlands	Interurban	0.5	0.14	0.5	0	
75, Stagecoach Midlands	Interurban	0	0.14	0	0	
75B, Stagecoach Midlands	Interurban	0	0.14	0	0	
76, Diamond Bus	Town	0	1	0.5	0	
76, Stagecoach Midlands	Interurban	0	0.29	0.5	0.17	
761, Stagecoach Midlands	Town	0	0.43	0.5	0.17	
762, Stagecoach Midlands	Town	0	0.43	0	0	
766, Stagecoach Midlands	Interurban	1	0.57	0.5	0.33	
76A, Diamond Bus	Town	1	0.14	1	0	
76A, Stagecoach Midlands	Interurban	0	0.29	0	0	
76B, Diamond Bus	Town	0.5	0.86	0	0	
77, Stagecoach Midlands	Interurban	1.5	0.57	2	0.83	
78, Arriva Midlands	Interurban	0.5	0.43	0	0	
785, Arriva Midlands	Interurban	0	0.14	0	0	
786, Arriva Midlands	Town	0	0.43	1	0	
79, Arriva Midlands	Town	0	0.43	0	0	
7A, Arriva Midlands	Town	1	2.14	1	0	
8, Stagecoach Midlands	Town	1	1	0.5	0.17	
85, National Express Coventry	Interurban	1.5	0.71	1	0.33	
85B, National Express Coventry	Interurban	0	0.43	0	0	
86, Stagecoach Midlands	Interurban	1	1	1	0.5	
87, Stagecoach Midlands	Interurban	0	1	0	0.17	
88, Stagecoach Midlands	Rural	0	0.86	0	0	
88A, Stagecoach Midlands	Rural	1	0.14	0.5	0.17	
8A, Stagecoach Midlands	Town	0.5	1	0.5	0.33	
9, Flexibus	Interurban	0	0.71	0	0	
9, Stagecoach Midlands	Town	3	3	3	0.17	
96, Stagecoach Midlands	Interurban	1.5	1.86	2.5	0.5	
A7, LandFlight	Town	1	1	1.5	0.67	
AS1, Stagecoach Midlands	Town	0	0.14	0	0	
B1, Flexibus	Town	0	1	0	0	
B2, Flexibus	Town	0	0.86	0	0	
B3, Flexibus	Town	0	0.86	0	0	
D1, Stagecoach Midlands	Interurban	1	1	1	0.17	
L1, Lilbourne Community Bus	Town	0	0.14	0	0	
L2, Lilbourne Community Bus	Interurban	0	0.14	0	0	
PR, Stagecoach Midlands	Town	1.5	4	4	0.33	
U1, Stagecoach Midlands	Interurban	2	3	7	3	
U2, Stagecoach Midlands	Interurban	2	2.86	3	1.17	
X1, National Express Coventry	Interurban	3	3	3.5	2.33	
X11, Diamond Bus	Interurban	0	0.14	0	0.17	

X13, National Express West Midlands	Town	2	2.43	2.5	1.17	
X17, Stagecoach Midlands	Interurban	2	2	2	0.5	
X18, Stagecoach Midlands	Interurban	2	2.14	1.5	1.17	
X19, Stagecoach Midlands	Interurban	1.5	1.14	1	0	
X20, Stagecoach Midlands	Interurban	1.5	1	1	0.17	
X30, National Express Coventry	Town	2	2	2	0.5	
X6, Arriva Midlands	Interurban	1	2	2	0.67	
X84, Arriva Midlands	Town	1	1	0.5	0.33	

Spending on buses

In 2023/24, WCC invested £6m in transport:

LTA Budgetary Information: Funding Received and Allocated for Bus Services in 2023-24 (excl. DfT grants)	
Funding Stream	**Budget**
WCC Bus Service Revenue Support	£2,210,000
Bus Service Operators Grant (BSOG)	£669,000
Section 106 Agreement Developer Contributions (Bus Provision)	£1,627,000
WCC Education Services - School Transport	£1,117,000
Community Transport Grant	£747,878
Section 106 Agreement Developer Contributions (Bus Infrastructure)	£32,500
Total	£6,403,378

Fares and Ticketing

Each operator has their own ticket products, with different fare structures. Tickets are not consistent across operators, for instance, different operators offer different tickets for children and young people, defining different ages and different discounts. Child and young person's ticket discounts range from 20% - 50% off the cost of an adult equivalent ticket; student ticket discounts are around 30% off the cost of an adult equivalent ticket, but not all operators offer student tickets. Tickets are available for purchase on-bus; on-line; and via apps for the main operators. Contactless payment is available on all services.

Cost of car parking

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

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

Location	Under 1hr	Short Stay	Long Stay
Bedworth	£0	£0 (up to 3hrs)	£5.50
Nuneaton	£0	£0 - £1.50	£0 - £6.50
Kenilworth	£1.30	£3.10	£7.30
Leamington Spa	£1	£3	£3
Rugby	£1	£1	£5-£10
Stratford-Upon-Avon	£1.30	£3.90	£13.20
Warwick	£1.40	£3.90	£5-£8

For those travelling by car with a passenger the cost of parking is often cheaper than the equivalent bus fares even when the £2 single fare cap is in place (i.e. £4 per passenger for two single trips on the bus).

Bus Priority and Reliability

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

Car ownership[11]

The percentage of households with 2 or 3 cars or vans available in Warwickshire is higher than the national average. This can place significant pressure on road-space and result in traffic congestion in urban areas of the county that limits the ability of bus services to offer competitive journey times along many routes. This is especially the case on the main routes into urban centres in Warwickshire.

%	No cars or vans in household	1 car or van in household	2 cars or vans in household	3 or more cars or vans in household
North Warwickshire	13.5	38.3	33.7	14.6
Nuneaton and Bedworth	19.4	40.7	29.6	10.3
Rugby	14.6	40.6	33.0	11.9
Stratford-on-Avon	11.1	37.5	36.0	15.5
Warwick	16.6	41.0	31.8	10.5
Warwickshire	15.2	39.7	32.7	12.3
England	23.5	41.3	26.1	9.1

[11] Census 2021 – TS045 – Car or van availability

Passenger Experience

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

WCC has its own public transport webpage that includes links to various bus service information, including maps, timetables, school transport, community transport, concessionary passes, and timetable changes.

A countywide bus stop audit was undertaken in 2022 covering 782 stops. The purpose of the audit was to understand and evaluate the condition of bus stop infrastructure across strategic corridors in the county. Of the 782 stops:

- 228 (29%) had shelters.
- Only 2% of stops without a shelter had seating.
- 72% had a pole, and 90% had a flag.
- 84% had a timetable case.
- 38% had road markings adjacent to them.
- 24% of kerbs at bus stops were raised.
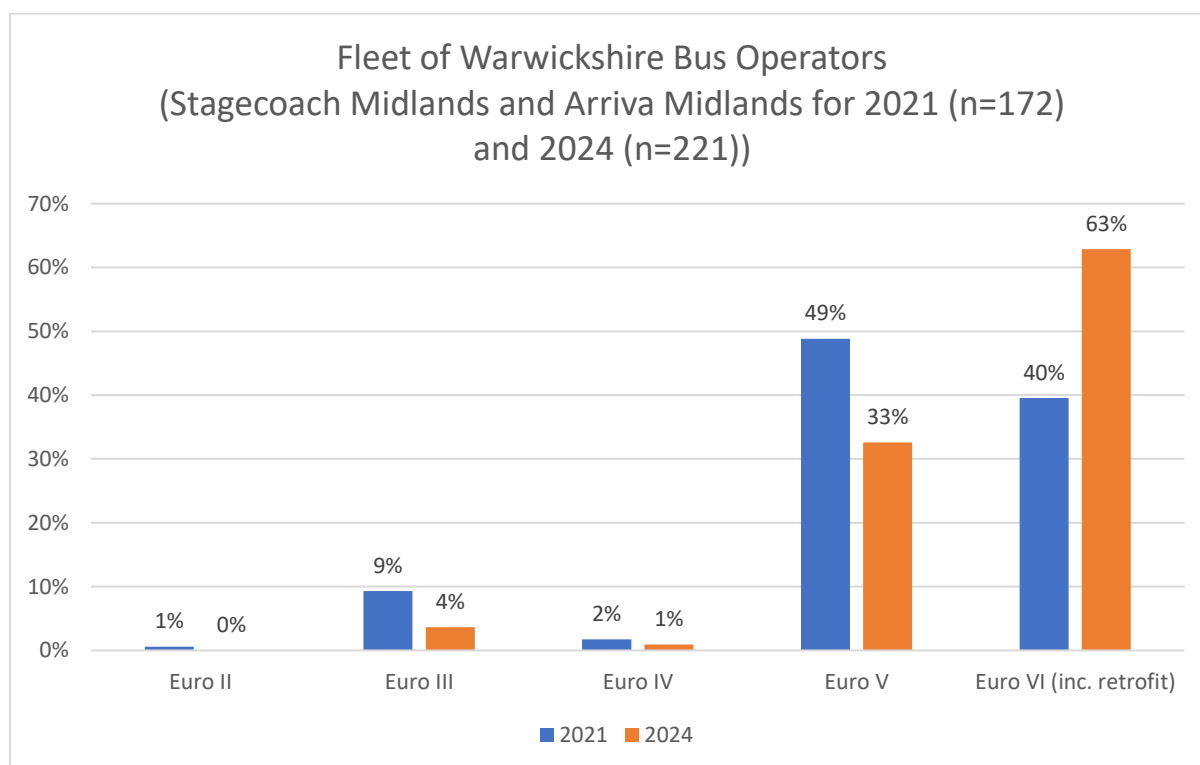- 12 stops had RTI, which are shown in Figure 6 below.

Figure 6 – RTI Locations
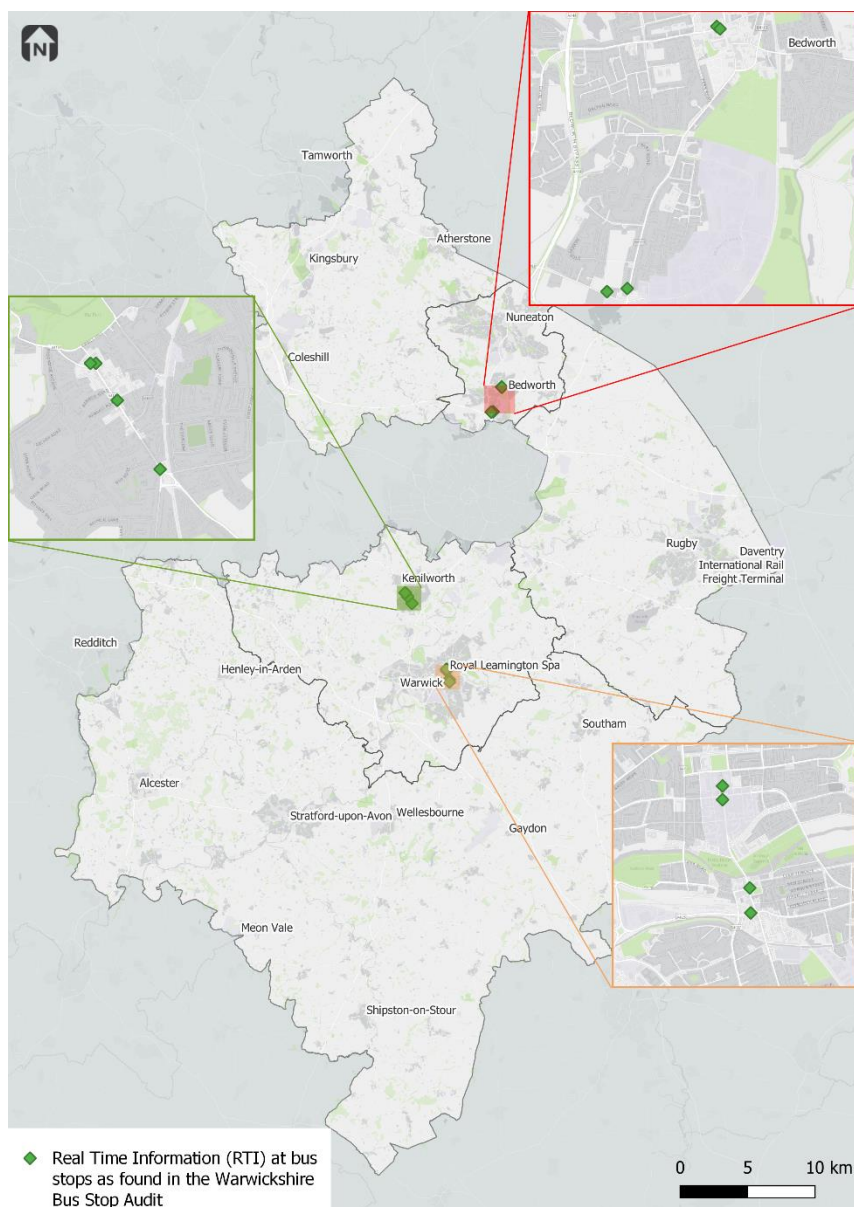
Real Time Information (RTI) at bus stops as found in the Warwickshire Bus Stop Audit

Fleet

Since 2021, the fleet of vehicles used in Warwickshire has seen improvement due to the continued investment of operators in the area. Euro II, III, IV, and V vehicles now each make up a smaller percentage of fleets, with an increase of 23% in Euro VI vehicles (including retrofitted vehicles). The number of vehicles included in this analysis has increased between 2021 and 2024, representing an increase in the number of Euro VI buses in real terms. The data presented is comparable between years as it only includes data from operators who provided data in both years.

The average age of a vehicle in the 2024 fleet is 10 years old.

Fleet of Warwickshire Bus Operators
(Stagecoach Midlands and Arriva Midlands for 2021 (n=172)
and 2024 (n=221))

Euro Standard	2021	2024
Euro II	1%	0%
Euro III	9%	4%
Euro IV	2%	1%
Euro V	49%	33%
Euro VI (inc. retrofit)	40%	63%

In addition, National Express Group have introduced 33 electric vehicles into Warwickshire as part of the Coventry Electric Bus City (CEBC) scheme.

With the Coventry AEBT scheme, and a successful ZEBRA2 funding bid, there are an estimated 93 further zero emission buses on order by Stagecoach Midlands, subject to funding agreements, representing significant investment by the main bus operator in the county.

Survey results

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

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

What the Warwickshire public say...

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

- Perceptions of slower journeys by bus relative to other modes (particularly car).

- A lack of direct services going to where and when people want to travel.

- Unreliable and inconvenient bus services.

- The bus was judged to be a relatively expensive and less straightforward method of transport than other options.

> *"The two most frustrating things are infrequency of buses, and their inconsistency."*
>
> *"Using the bus would need to be made considerably more attractive through improvements to the frequency and reliability of services and the image of buses."*
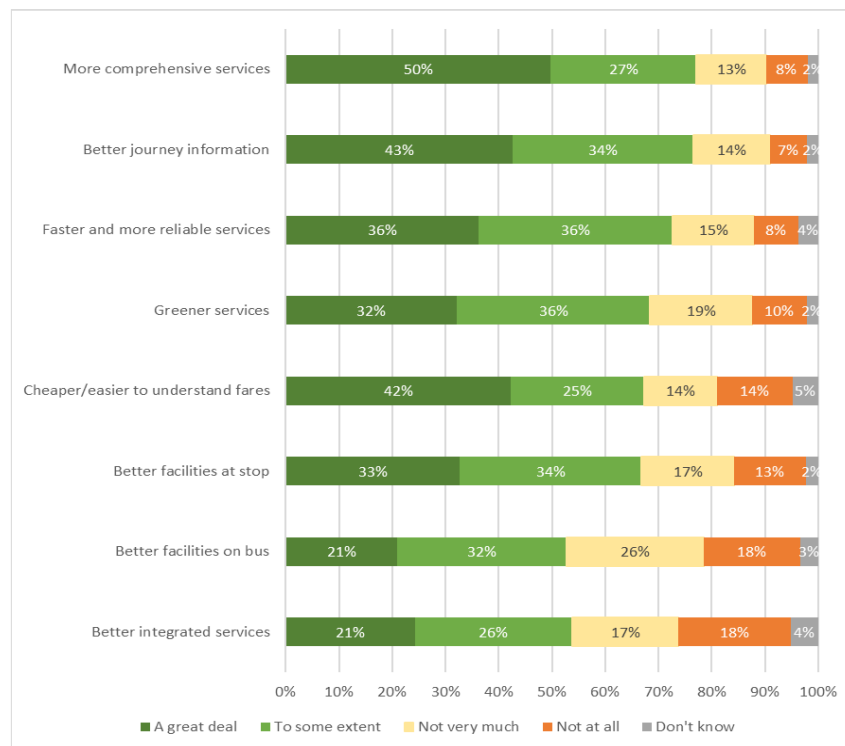
In addition, the survey indicated that the Covid-19 pandemic had created a relatively uncertain picture of future bus use, particularly for the commute, although with some indication of quite significant peak spreading for future journeys to and from work.

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

- More comprehensive services - particularly more frequent bus services serving more destinations.

- Better journey information - including provision of real-time information provision at bus stops.

- Better journey planning websites and apps, as well as better provision of static timetable information and on-bus information; and

- Faster, more environmentally friendly, and more-reliable services.

The relative importance of these (and other factors) varied according to variables including user type, age and disability.

In order to encourage non- and irregular bus users, and younger people, onto bus services in Warwickshire, the survey indicated that the provision of cheaper and easier to understand fares was a key priority in addition to all of the above-mentioned factors. Disabled people who responded to the survey identified at-stop and on-bus facilities as their key priorities for improving bus services.

As shown in Figure 2-11, a majority of respondents indicated that the perceived journey length (in time) compared to other modes of travel, mainly including the car(66.8% of respondents indicated this as a factor), the perceived lack of direct bus services to desirable destinations (60.7%) and a perceived lack of frequent (58.5%) and reliable (50.5%) bus services are the main barriers to bus use in Warwickshire. The perceived relative lack of convenience compared to other modes of transport (42.6%), the perceived relative cost of bus use (32.9%) and the perceived relative simplicity of travelling by other methods of transport (31.8%) are other significant barriers to bus use in Warwickshire.

Figure 2-11: Reasons for travelling by an alternative means of transport when there is a local bus available (n=1473)
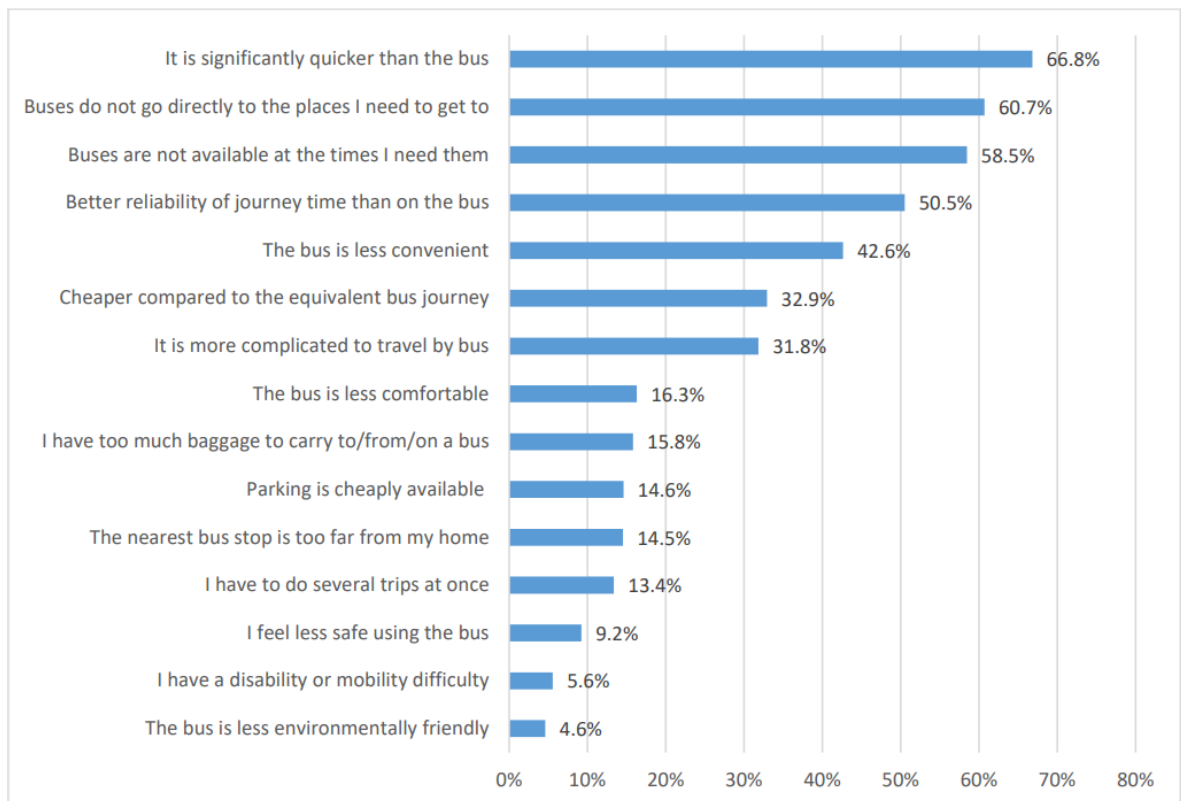
As shown in Figure 2-19, a greater proportion of respondents in the 65 years and above age group felt that better facilities at bus stops would encourage them to use buses at least to some extent (67.4%) compared to the proportion of positive respondents in the 24 years age and below age group (58%). This cohort of older respondents also seemingly placed more importance on greener services (70.7% compared to 62.6%) and better journey information (although less significantly so at 81.8% compared to 77.2%).

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

Figure 2-19: Relative popularity of different categories of bus service improvement for respondents aged 24 years and under compared to those aged 65 years and above (n=801)
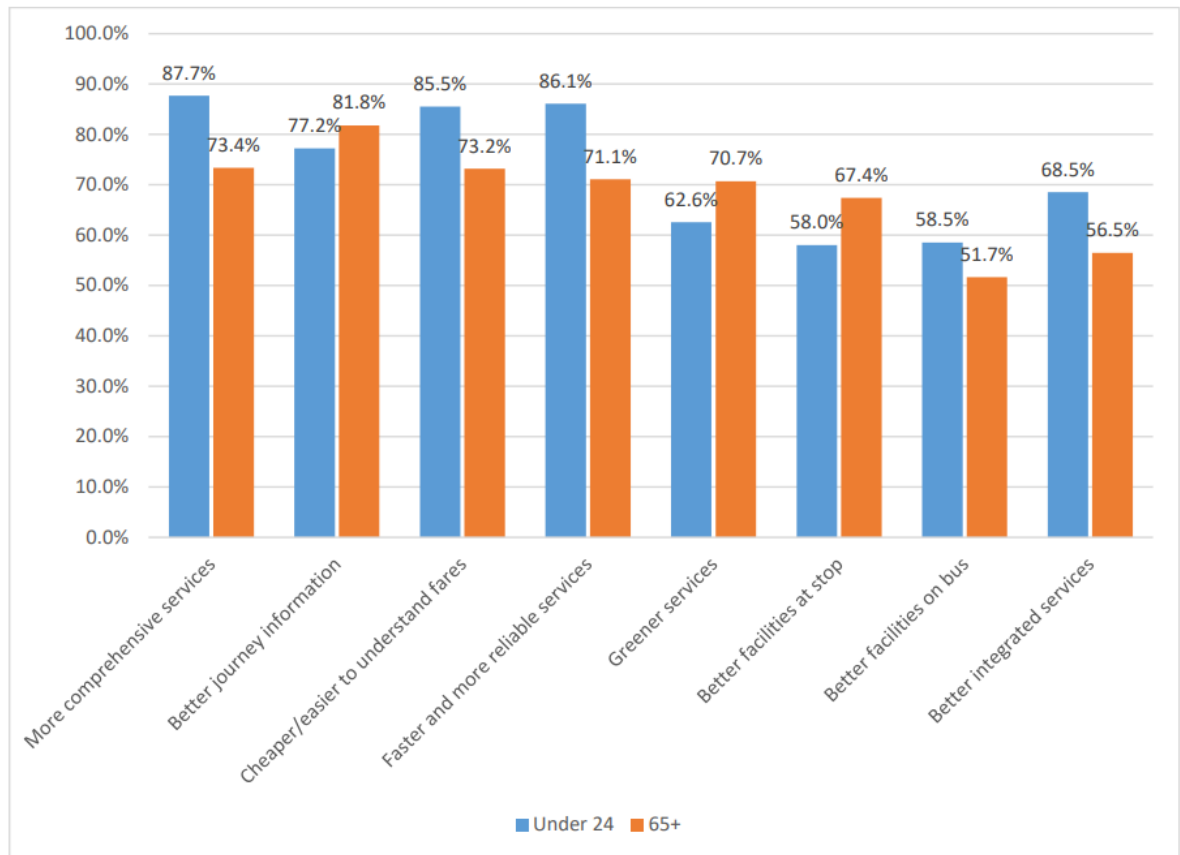
> *"Not enough late-night buses."*
>
> *"Too many gaps in the network between settlements in Warwickshire."*
>
> *"Lack of services for many rural communities."*

In addition to the surveys, three focus groups were undertaken with people from Black, Asian and Minority Ethnic backgrounds, younger people and people with hidden disabilities in Warwickshire. There were differences in opinions, both within and between the three groups, with respect to prioritisation of potential measures to be included in the Warwickshire Bus Service Improvement Plan:

- There was a general consensus amongst residents from BAME backgrounds that more frequent and reliable services, better journey information, more comprehensive services and cheaper and easier to understand fares would be the measures most likely to encourage non-users to try using bus services in Warwickshire.

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

> *"The buses simply don't go where I want to go"*
>
> *"Sunday and evening services would be really useful – especially to the hospital where car parking is expensive and difficult"*

- There was less consensus amongst the group of residents with hidden disabilities, with the obvious exception that better facilities on the bus and at the bus stop should be the main priority areas to be addressed. Better on-bus information through provision of next stop displays and audio announcements in particular was a popular request for this group to assuage their anxiety when travelling by bus.

> *"I just turn up at the bus stop and hope [the bus] will turn up too"*
>
> *"Dirty windows mean you can't see where you're going and you might miss your stop"*
>
> *"The bus shouldn't have to stop on the grass verge because then you're at an awkward angle. And it could be slippery and muddy and if you have a balance and coordination issue like I have it's not the ideal place to get out"*

- Younger people, tended to be more positive about their experiences of bus use in general, but requested more comprehensive services, lower and simpler to understand fares (with a particular preference for contactless, multi-operator ticketing solutions) and the provision of better journey information, both in static and digital form (but with an emphasis on providing improved bus planning and journey tracking apps).

> *"The bus is a fun way to travel and meet up with my friends; it gives me independence"*
>
> *"It's not fair I should effectively have to pay to get an education"*
>
> *"The trainline app is really useful and efforts from bus companies just don't compare"*
>
> *"Contactless payment is the future"*

What our key stakeholders say…

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

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

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

> *"Cost of bus tickets makes it more cost effective to drive and park in most cases."*
>
> *"The main reason why people do not use bus services is the high availability of cheap car parking in Warwickshire towns."*

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

- Improving the reliability of local bus services (highest ranked)
- Improving the frequency of services
- Extending bus service hours earlier and later in the day and at weekends,
- Providing for a more comprehensive network and
- Addressing the issue of the cost of using the bus.

> *"Inadequate co-ordination between services. The council needs to be much better at integrating buses with train services."*
>
> *"Bus stops with information screens on main routes."*

Rugby

- **Service 4:** Following a council review the Sunday services will be revised to run every 30 minutes. Starts 25 May 2024.
- **Service 4A:** A new evening service with later buses supporting those working or socialising in the evening. The last buses from the town centre to both Brownsover and Bilton will now be at 2234.
- **Service 63:** The morning journey leaving Leamington at 07:04 will leave 12 minutes earlier to help improve reliability during the morning. Starts 1 June 2024
- **Service 64:** The morning journey will leave 8 minutes earlier at 0545 from Rugby. Starts 1 June 2024
- **Service 961:** The 0813 will depart at 0810 with more time to complete the journey reflecting local traffic conditions. Starts 1 June 2024

Leamington & Stratford

- **Service 1:** evening services retimed. Some journeys extended to Jaguar Land Rover at Gaydon via Bishops Tachbrook and Lighthorne Heath, replacing service 77 at these times. On Fridays & Saturdays, one journey will provide a late evening service through to Southam. Starts 25 May 2024.
- **Service X18:** Following the great success of the Royal Shakespeare Company's trial of an evening service running Thursday to Saturday between Stratford-upon-Avon and Coventry, the council has stepped in to fund this Monday to Saturday securing it for the future. Starts 25 May 2024.
- **Service 75A:** New evening services running Friday and Saturday from Stratford rail station and town centre to Lower Quinton with one journey extending to Shipston. Starts 25 May 2024.
- **Service 77:** evening journeys after 8.30pm replaced by enhanced service 1. Starts 25 May 2024.
- **Service 63:** The morning journey leaving Leamington at 07:04 will leave 12 minutes earlier to help improve reliability during the morning. Starts 1st June 2024
- **Service 64:** The morning journey will leave 8 minutes earlier at 0545 from Rugby. Starts 1 June 2024
- **Service 247A:** Additional journey Fridays and Saturday evenings 2230 Redditch-Studley-Alcester-Bidford; returning 23h15 (run by Diamond)

Nuneaton

- **Service 148:** New additional Sunday evening journeys between Nuneaton & Coventry. Starts 25 May 2024.
- **Service 5B:** New evening service providing evening links between Bermuda Park, Nuneaton town centre, Chapel End, Camp Hill and The George Eliot Hospital, with the last bus also serving Ansley and Arley. Starts 25 May 2024.
- **Service 65A:** New service, Fridays and Saturday evenings at 2020 & 2220 Ventura Park-Tamworth-Polesworth-Dordon-Wood End-Piccadilly-Hurley-Kingsbury (run by Arriva). Starts 14 June 2024

Appendix C: Ambitions and proposals for 2025 and beyond

Ambitions and proposals for 2025 and beyond	Description (60 words max) Description of proposals listing named schemes/measures with location, where appropriate	Estimated cost/order of cost (£m)
Service level and network coverage	**Mobile Network Data (and other data) used to map key travel patterns** Use of Mobile Network Data (MND) to map key travel demands and overlay existing bus network to identify any gaps in provision.	£0.001
	Partner engagement to inform service design Liaise with different sectors and groups of people; planners; and operators. Tap into knowledge gathered through other channels e.g., Expert Panel held with businesses	£0
	Improving frequency and evening/Sunday services Phased approach to improving services to generate growth	£12.75
	Better planning of buses serving developments Update bus network plans to highlight where new bus routes or extensions of existing services could be introduced to serve future developments;	£0
	Prioritise public transport through Local Plan Reviews Investigate adopting Public Transport Accessibility Levels (PTAL) approach in Local Plan reviews and developer contribution requests	£0.0015
	Influence S106 contributions Use of TRACC software to enable an accessibility evidence-led approach justifying the developer contribution sums sought by WCC; focus on 'net zero' commitments to leverage funding; include funding for fare initiatives	£0.0015
	Town Circular services Examine the use of orbital or town routes linking prominent trip generators such as hospitals, employment sites, public transport interchange, retail centres and key bus stops enabling interchange with other bus services plus support tourism.	£0
	Improvements to Subsidised Bus Network Improving and expanding the subsidised bus network in Warwickshire to meet customer needs, e.g. new routes.	£1.473
	Feeder services for rural areas linking into major bus routes Investigate the use of feeder service providing residents in the rural hinterlands and outskirts of towns with connectivity to high-frequency primary bus services.	£0
	DRT Investigate using DRT to serve a new residential or commercial development where either: a) the size of the development does not justify a fixed bus route; or b) there is no obvious single traffic generator meaning a simple	£3.71

		fixed bus route would not cater for most of the travel demand. Expansion to other parts of the network. Plus delivery of feeder services into high frequency conventional bus services.	
		Integration Review the network with the purpose of integrating bus services and timetables to ensure the ability for multi-modal connections. Explore rural mobility hubs in addition to new interchanges.	£0.0025
		P&R Develop new Park and Ride sites and services to reduce the number of car journeys into town/city centres, focusing primarily on Leamington; Warwick; Stratford; and Nuneaton.	£0.0025
		Pop up park & ride Explore sites where temporary park & ride can be implemented at times of high trip demand e.g. town centre-based tourist events; sporting events; Christmas events.	£0
Bus priority		**Enforcement of bus clearways and stops** Roll-out of enforcement cameras	£4.590
		Bus Priority Infrastructure Investigate wider rollout of traffic light priority, focussing on key corridors.	£13.600
		Bus Priority Infrastructure Nuneaton Bus Bridge; Improving Bus Access to Nuneaton town centre	£23.365
		Discourage car travel Work with district/borough authorities and WCC Parking Management Team to ensure buses are considered when parking availability and charging is reviewed.	£0.240
		Discourage car travel Feasibility to consider options for introducing a Workplace Parking Levy	£0.365
		Discourage car travel Feasibility study to consider options for introducing Road user charging	£0.220
		Discourage car travel Feasibility study to consider the impacts and benefits of red routes on specified corridors	£0.530
		Reliability Work with bus operators to recruit and retain drivers and engineers	£0.010
Lower and simpler fares		**Reduced fares promotion** Learn from the success of schemes elsewhere with similar geographical challenges, including Cornwall and Herefordshire. Could include: a continuation of £2 fare cap once the national scheme expires; discounts for people attending events/attractions in Warwickshire if they travel by bus; discounts for those moving into new development sites	£4.500

	Jobseekers scheme Promote jobseekers scheme providing discounts for those seeking to access work opportunities		£0.030
	Mobility Credit Scheme Introduce a Mobility Credit scheme for drivers willing to drive less or trade in their car		£0.045
Ticketing	**Multi-operator Ticketing** Joint ticketing between bus operators through use of a smartcard. Focused on cross-boundary routes into Coventry.		£0.253
Waiting and interchange facilities	**Bus stop infrastructure - Minimum standards in bus stops and consistent branding of bus infrastructure** All bus stops should have a minimum of flag pole and flag, all should contain the same branding to easily identify it as a bus stop		£6.45
	Bus stop infrastructure - RTI implementation Phased approach to RTI implementation along key corridors.		
	Bus stop infrastructure - Super Stops Provision of an elongated bus lay-by holding two full-length buses and high-quality bus shelters at key stops		£3.196
	Bus stop infrastructure - Interchanges New or improved interchanges in Rugby; Nuneaton; Leamington town centre (south); and Stratford-on-Avon		£12.805
	Bus stop infrastructure - RTPI in villages where bus well used Identify villages with well used bus stops and prioritise for RTPI		
	Bus stop infrastructure - Improve and maintain bus infrastructure Investment shows public confidence		
Bus information and network identity	**Improved quality of information** Apply minimum standards of information available to residents, including operator websites and printed information. Include a one-stop gateway for access to information.		0.44
	Improvement of roadside publicity Improved roadside paper based information; enhanced standalone roadside timetable software; and launch of solar panelled digital roadside information		£1.185
	Improved Disruption Information Text/Email alert service and software mapping information to provide information on disruptions and temporary arrangements during roadworks routes		
	Marketing of Warwickshire EP Warwickshire EP logo on all bus stops		
	Journey planner that uses all operators Online journey planner that covers all of Warwickshire and not operator only		
	Warwickshire Annual Bus Conference		£0.063

	Involving bus operators, local authorities and the public sector organisations across Warwickshire to discuss bus issues and actions to resolve concerns	
Bus passenger experience	**Marketing and promotion** This could include educating children on how to use the bus to increase their confidence; offering discounts in local shops for people who travel by sustainable modes; promoting bus improvements on community noticeboards; and promoting bus use in the community with 'Bus Champions' to liaise with businesses and tourist attractions in the area.	£0.250
Bus fleet	**Introduce cleaner vehicles** Phased approach to reducing emissions from buses on key corridors (Coventry All Electric Bus scheme - including Stagecoach and Warwickshire CC contributions)	£0
	Cut engine idling Liaison with bus operators, supporting feasibility work and capital investment in retrofitting cleaner engines	3.035
	Audio-visual equipment Support the fitting of audio-visual next stop equipment to buses	£5.985
	Vehicle quality Implement minimum standards set by type of service; those on quality corridors to have higher standards	£0.6
	Increased internal capacity for cycles, shopping, luggage Look into whether bus space can be optimised for luggage, cycles and shopping	£0.5
	Comfort factors Support fitting of wifi, charging, and/or other comfort related elements	
Accessibility and inclusion	**Safety patrols** Evidence led approach to improving safety of bus users.	£0.250
Longer Term Transformation of the Network	**Develop the network, improving links and frequency in a phased corridor approach** 1) Improved bus links to Birmingham International Airport/NEC;	£1.23
	Develop the network, improving links and frequency in a phased corridor approach 2) Banbury - Gaydon – Southam – Coventry;	£0.689
	Develop the network, improving links and frequency in a phased corridor approach 3) Stratford-upon-Avon – Wellesbourne – Gaydon – Southam – Daventry;	£0.353
	Develop the network, improving links and frequency in a phased corridor approach 4) Nuneaton – Magna Park – Lutterworth or Rugby; and	£0.41
	Develop the network, improving links and frequency in a phased corridor approach 5) Atherstone or Polesworth – Coleshill – Birmingham International;	£0.353

	Bus Priority Infrastructure 1) Stratford - Warwick – Leamington – Kenilworth - Coventry (including Warwick Hospital, University of Warwick, Whitnash and Woodloes)	£19.765
	Bus Priority Infrastructure 2) Northern Nuneaton (including new developments at the north / northeast of the town / A47 Hinckley Road / The Long Shoot and A5 to Hinckley) - Nuneaton Town Centre - Bedworth – Coventry	£17.800
	Bus Priority Infrastructure 3) Rugby North (new developments at north of town) - Elliots Field Retail Park - Rugby Rail Station - Rugby Town Centre – St Cross Hospital - Southwest Rugby developments sites	£16.530
	Bus Priority Infrastructure 4) Nuneaton - Atherstone – Polesworth - Tamworth	£15.970
	Bus Priority Infrastructure 5) North Stratford (including shared Stratford Park and Ride / Stratford Parkway Rail Station Site) – Stratford Town Centre – Southern Stratford, i.e., Severn Meadows Road / Clifford Lane - Long Marston Garden Village and Meon Vale Development Sites - Honeybourne (and extended to include Redditch, Alcester and Shipston on Stour)	£18.375
	Bus Priority Infrastructure 6) Rugby – Southam - Leamington– Warwick – Lighthorne Heath – Wellesbourne – Stratford – Evesham	£16.880
	Bus Priority Infrastructure Feasibility work looking at delivering improvements to other important bus corridors: 1) Coleshill-Birmingham 2) Grove Farm-Stockingford-Nuneaton-Camp Hill (Town Service) 3) Bedworth-Ash Green-Coventry 4) Hillmorton-Rugby-Coventry 5) Cubbington-Lillington-Sydenham	£0.150
	Bus Priority Infrastructure Town centre measures (improving priority and protecting access) in: Henley-in-Arden; Southam; Alcester; Coleshill; Kingsbury; Shipston-on-Stour; Bulkington; and Water Orton	£14.995
	Opportunity Charging Explore locations for opportunity charging for services unable to charge at depot and perhaps other commercial/council vehicles	£0

bus users
bringing people together

Nigel Whyte
Principal Transport Planner / Project Manager
Transport and Highways
Warwickshire County Council
Shire Hall
Warwick
CV34 4SA

Dear Mr Whyte,

I write to confirm the support of Bus Users UK for the continuation of the Bus Service Improvement Plan work as outlined in the Scheme documentation presented to the Enhanced Partnership Board on May 14th 2024.

The planning and preparation for the proposals has been thorough and inclusive and the public/private partnership seems to be respectful and diligent on all sides. Bus Users chairs many such groups and Warwickshire does appear to be among the most productive and effective, so we are happy to continue our involvement.

We look forward to working with you as the improvements progress and helping wherever possible to keep passengers at the heart of the work of the Transport & Highways Department of Warwickshire County Council.

Yours sincerely,

Claire Walters
Chief Executive

Nigel Whyte
Principal Transport Planner / Project Manager
Transport and Highways
Shire Hall
Warwick
CV34 4RL

10th June 2024

Dear Nigel,

WARWICKSHIRE COUNTY COUNCIL BUS SERVICE IMPROVEMENT PLAN 2024

I am writing to confirm our support for the refreshed Warwickshire County Council Bus Service Improvement Plan (BSIP) 2024, which clearly sets out the vision for bus across the region and which is being delivered through the Enhanced Partnership (EP). This plan will support us continuing to and being confident in targeting further increases in bus patronage across the region to pre-pandemic levels and beyond, in addition to increasing bus modal share on our local Highway network in line with the aspirations set out by the Government in Bus Back Better; National Bus Strategy for England (except London), which will present a range of economic, societal and environmental benefits.

At Stagecoach, we believe that sustainable public transport is critical to the future of our planet. Our sustainability strategy, published in 2021, sets out our vision to deliver a greener, smarter, safer, healthier, and fairer future for the country. A key element of that strategy is a commitment to work in close partnership with our local authorities to grow the number of people making the choice of bus for their transport needs.

Stagecoach have been involved in the refreshment of the BSIP through being part of the Enhanced Partnership Board, which included being presented with the proposed content for feedback. I endorse the content in Section 4 - Ambitions and Proposals for 2025-2030, which include measures such as:

- Using additional data sources to help refine the network and identify gaps in service provision that will support enhancing service frequencies improving integration of different modes of travel
- Ambition to continue fare cap schemes beyond the Help for Households £2 fare cap as well as introducing multi-operating fare capping using the output of Project Coral
- Progressing a range of projects to improve the reliability of bus journey times through bus priorities as well as better enforcement ensuring the value of existing infrastructure is maximised
- Continuing to evolve the passenger experience through further improvements and accessibility to real-time information as well as ensuring an improvement in safety performance as well as perception of safety
- Delivering fleet improvements through delivery of the All Electric City Coventry and ZEBRA2 projects.

We also support the updated BSIP targets set out in Section 5 of the refreshed document. We do continue to explore with Warwickshire County Council how customer satisfaction can be better analysed and monitored and look forward to continuing to build on this target particularly to ensure that we can aspire to do better to further improve customer satisfaction.

We trust that the DfT Bus Reform Team will look favourably upon the refreshed BSIP.

Yours sincerely,

Mark Whitelocks
Managing Director

Stagecoach Midlands is a trading name of Midland Red (South) Ltd.

Registered Office: One Stockport Exchange, 20 Railway Road, Stockport, Cheshire, SK1 3SW

Warwickshire County Council
Shire Hall
Northgate Street
Warwick
CV34 4RL

10/06/24

Dear Sirs,

Ref: Refreshed Bus Service Improvement Plan 2024

I am pleased to write to confirm Arriva's support for the refreshed Warwickshire Bus Service Improvement Plan (BSIP), which sets out the aligned vision of our Warwickshire Enhanced Partnership for Buses in accordance with the National Bus Strategy for England.

The aims and objectives of the refreshed Warwickshire Bus Service Improvement Plan echo our strategic vision to help shape a future where passenger transport is the best choice; we welcome the opportunity to continue working through this successful Partnership to make our vehicles greener and ensure our services are more attractive, more convenient, and more reliable to deliver a future where people choose to leave their cars at home, with less congestion on our roads, and cleaner air for the next generation.

As a member of the Enhanced Partnership Board we have had opportunity to feed into the refresh process, review the proposed content, and support the development of the updated BSIP targets.

We look forward to building on the progress to date and continuing to work with the Authority in delivery of the refreshed BSIP.

Kind regards,

Toby J France CMILT, CMgr MCMI, MCIHT
Head of Commercial

Spangap Ltd t/a A&M Group
Churchlands Farm
Bascote Road
Harbury
Warwickshire
CV33 9PL
Tel: 01926 612487
Email: spangap@aol.com
Vat Registered: GB 585 1158 28

6 June 2024

Dear DfT Bus Reform Team,

Letter of Support – Refreshed Warwickshire Bus Service Improvement Plan 2024

I am writing to confirm our support for the refreshed Warwickshire Bus Service Improvement Plan (BSIP) 2024, which clearly sets out the vision of the Warwickshire Enhanced Partnership (EP) on how we will continue to increase bus patronage across the county to pre-pandemic levels and beyond, in addition to increasing bus modal share on our local Highway network in line with the aspirations set out by the Government in Bus Back Better; National Bus Strategy for England (except London), which would present health and societal benefits plus support the County Council in achieving its Net Zero objectives.

My organisation has been involved in the refreshment of the Warwickshire BSIP through being part of the Warwickshire EP Board, which included being presented with the proposed content for feedback. I endorse the content in Section 4 - Ambitions and Proposals for 2025-2030, which include measures such as fleet enhancements including onboard audio and visual announcements, improvements to the subsidised bus network, provision of bus priority and real time information, fare initiatives, multi-operator bus ticketing, on-street bus stop infrastructure improvements along key corridors, improvements to bus information and journey planning, plus traffic management measures to support bus reliability and punctuality.

I also support the updated BSIP targets set out in Section 5 of the refreshed document and trust that the DfT Bus Reform Team will look favourably upon the refreshed Warwickshire BSIP.

Yours sincerely,

Ian Thompson
Director

11th June 2024

Dear DfT Bus Reform Team,

Letter of Support – Refreshed Warwickshire Bus Service Improvement Plan 2024

I am writing to confirm our support for the refreshed Warwickshire Bus Service Improvement Plan (BSIP) 2024, which clearly sets out the vision of the Warwickshire Enhanced Partnership (EP) on how we will continue to increase bus patronage across the county to pre-pandemic levels and beyond, in addition to increasing bus modal share on our local Highway network in line with the aspirations set out by the Government in Bus Back Better; National Bus Strategy for England (except London), which would present health and societal benefits plus support the County Council in achieving its Net Zero objectives.

National Express Coventry has been involved in the refreshment of the Warwickshire BSIP through being part of the Warwickshire EP Board, which included being presented with the proposed content for feedback. I endorse the content in Section 4 - Ambitions and Proposals for 2025-2030, which include measures such as fleet enhancements including onboard audio and visual announcements, improvements to the subsidised bus network, provision of bus priority and real time information, fare initiatives, multi-operator bus ticketing, on-street bus stop infrastructure improvements along key corridors, improvements to bus information and journey planning, plus traffic management measures to support bus reliability and punctuality.

I also support the updated BSIP targets set out in Section 5 of the refreshed document and trust that the DfT Bus Reform Team will look favourably upon the refreshed Warwickshire BSIP.

Yours faithfully,

Andy Foster

Director of Bus Planning

National Express Coventry, 2 Ford Street, Coventry CV1 5WT   nxbus.co.uk/coventry

We are a **Living Wage** *Employer*

West Midlands Travel Limited. Registered in England No. 02652253.
Registered Office: National Express House, Digbeth, Birmingham, United Kingdom, B5 6DD. Part of Mobico Group