

STOKE-ON-TRENT ENHANCED PARTNERSHIP PLAN AND SCHEME FOR BUSES



March 2023

PART A: STOKE-ON-TRENT ENHANCED PARTNERSHIP PLAN

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

Definitions

In this Enhanced Partnership Plan and any Schemes made pursuant to it, the following capitalised terms shall have the meanings ascribed to them below:

Term	Definition
1985 Act	Transport Act 1985
2000 Act	Transport Act 2000
2017 Act	Bus Services Act 2017
2021 Guidance	The National Bus Strategy Delivering Bus Service Improvement Plans using an Enhanced Partnership Guidance 2021.
Bus Operators (or Operators)	All Large and Other Operators running Qualifying Bus Services taken collectively.
Bus Service Improvement Plan	Bus Service Improvement Plan (BSIP) – The means by which Local Transport Authorities (LTAs) will identify how they can work closely with their local bus operators to help plan bus services, setting out the LTA’s vision for delivering changes to bus services that are required to meet the National Bus Strategy.
City Council / Unitary Authority	Stoke-on-Trent City Council
County Council	Staffordshire County Council
Enhanced Partnership (EP) Plan	A clear vision of the improvements to bus services that the Enhanced Partnership (EP) is aiming to deliver, mirroring the BSIP.
Enhanced Partnership (EP)	A statutory partnership made by the Local Transport Authority and sets out how they will work with bus operators to deliver strategic bus

Term	Definition
	<p>outcomes within a defined geographical area.</p> <p>This Enhanced Partnership covers the geographic extent of the administrative boundary of the city of Stoke-on-Trent, shown for identification purposes by the black line on the plan in Figure 1.</p>
Enhanced Partnership Board	<p>The committee of selected Stoke-on-Trent Bus Operator representatives, City Council representatives and other representatives responsible for considering recommendations put forward by the Forum and making decisions, including specific Enhanced Partnership Scheme Variations using the mechanism set out in para's 152 to 158 in section 5 of this EP Plan.</p>
Enhanced Partnership Forum	<p>The committee of all Stoke-on-Trent Bus Operators, the Council, and other stakeholders, responsible for considering all issues affecting the Enhanced Partnership, and making recommendations to the Board in line with the Enhanced Partnership governance arrangements.</p>
Enhanced Partnership (EP) Scheme	<p>An accompanying document to the EP Plan which sets out detailed requirements that need to be met by local services, as well as the facilities, measures and obligations needed to achieve BSIP outcomes.</p>
Enhanced Partnership Scheme Variation	<p>This comprises either:</p> <ul style="list-style-type: none"> a) A formal variation of the relevant Enhanced Partnership Scheme as a result of the voting mechanism set out in para's 152-156 in section 5 of this EP Plan. <p>Or</p> <ul style="list-style-type: none"> b) An agreement signed by all relevant parties drawn up as a result of discussions between

Term	Definition
	<p>one or more Operators and the Council, where both sides agree to perform agreed actions specified such agreement.</p> <p>Each of which will then constitute a formal variation of the relevant scheme for the purposes of s.138E(1) of the 2000 Act.</p>
Facilities	Those facilities referred to in Part B, sections 3.1 to 3.5 which shall be deemed such for the purposes of s.138D(1) of the 2000 Act.
Large, or Other Operator	<p>Any single Bus Operator with registered mileage representing the following proportions of total registered mileage for Qualifying Bus Services:</p> <ul style="list-style-type: none"> a) Large: equal to or greater than 20% b) Other: less than 20% <p>For the avoidance of doubt, a list of Large, and Other Operators will be published at the start of each City Council financial year.</p>
Measures	Those measures referred to in Part B, sections 3.6 to 3.10, and 4.1 to 4.5, which shall be deemed such for the purposes of s.138D(1) of the 2000 Act.
Non-qualifying Bus Service	Services excluded from classification as Qualifying Bus Services.
Qualifying Bus Service	<p>A registered local bus service with one or more stopping place within the geographical area of the Enhanced Partnership, with the exception of:</p> <ul style="list-style-type: none"> • Any schools or works registered local bus service not eligible for Bus Service Operators Grant; • Is a service run under sections 89 to 91 of the Transport Act 1985 where the authority retains all the revenue from that service;

Term	Definition
	<ul style="list-style-type: none"> • is a registered local service which is an excursion or tour; • Is a service operated under Section 22 of the Transport Act 1985 (a community bus service). An EP does not apply to this type of registered service - although there is nothing to prevent the operator from voluntarily complying with some or all of the EP requirements that would otherwise apply to that service; or • The service has 10% or less of its overall distance (not just the distance within the EP plan or scheme) registered as a local bus service. (This might include interurban or other long-distance scheduled services that are not generally used for local journeys within the EP area but may use bus stops within it). • Any other registered local bus service that the Operators and City Council (through the Board voting mechanism set out in para's 152-158 in section 5 of this EP Plan) decide should be excluded from all or specific requirements of the Enhanced Partnership Scheme. <p>For the avoidance of doubt, a list of Qualifying Bus Services will be published at the start of each City Council financial year.</p>
Requirements	Those requirements placed upon Bus Operators identified as such within Part B, sections 4.1 to 4.5 which shall be deemed as such for the purposes of s.138C 2017 Act.
Traffic Commissioner Powers	'Relevant registration functions' of Traffic Commissioners to the extent that they relate to a 'relevant service' both within the meanings given to them under section 6G(10) of the 1985 Act.

Section 1: Introduction

1. In response to a directive from the Department for Transport following the release of the National Bus Strategy in March 2021, Stoke-on-Trent City Council (SoTCC) published a statutory notice in June 2021 that it intends to create a statutory Enhanced Partnership and prepare an Enhanced Partnership Plan for local buses.
2. There are two distinct but related parts to the Enhanced Partnership:
 - An Enhanced Partnership Plan (Part A), which includes this introduction and an overview of the Enhanced Partnership and its governance, and provides a clear vision of the improvements to bus services that the Enhanced Partnership aims to deliver, as set out in the Bus Service Improvement Plan (BSIP), published in October 2021
 - An Enhanced Partnership Scheme (Part B), which sets out the interventions agreed by the Enhanced Partnership necessary to progress the Plan's vision for bus services in Stoke-on-Trent
3. The BSIP for Stoke-on-Trent responds to the National Bus Strategy's aim "to reverse the recent shift in journeys away from public transport and encourage passengers back to bus". The National Bus Strategy seeks to grow bus patronage, including in the short term in building back after the pandemic. It also seeks to increase the modal share of bus, particularly in respect of mode shift from the private car. In the local delivery of the National Bus Strategy through this Enhanced Partnership to meet the aims set out in the BSIP, the City Council seeks to improve journey times, reliability, punctuality, and passenger satisfaction, and ultimately seeks to increase passenger numbers.
4. The governance for delivering the interventions (both measures and facilities) to improve bus services will involve a continuous partnership between the City Council and local commercial bus operators. Each partner has full independent responsibility and financial accountability for its own specific functions within an overall policy and delivery framework.
5. Following this introduction, Part A consequently includes the following sections, in line with the statutory requirements set out in s 138A of the 2000 Act:
 - A map of the geographical area the EP covers;
 - A specification of how the EP will be reviewed and the dates by which reviews are to be completed;
 - A summary of the relevant factors that the parties consider will affect, or have the potential to affect, the local bus market over the life of the EP Plan;
 - A summary of any available information on passengers' experiences of using bus services in the area and the priorities of users and non-users for improving them;
 - A summary of available data on trends in bus journey speeds and the impact of congestion on local bus services;
 - The outcomes to be delivered to improve local bus services in Stoke-on-Trent; and

- The interventions the EP believes need to be taken to deliver those outcomes.
6. Part A concludes with the governance arrangements for the Enhanced Partnership.
 7. Part B identifies the first Stoke-on-Trent Enhanced Partnership Scheme, made in accordance with section 138G(1) of the 2000 Act. Part B identifies both the obligations on SoTCC in terms of facilities and measures, and the obligations of local bus operators.
 8. The contents of the EP Plan and Scheme have been drafted in consultation with local bus operators, the Department for Transport (DfT) and key stakeholders. The EP documents have been reviewed through the statutory '28 day operator feedback process' and via the formal consultation exercise with statutory consultees (see para 88), as instructed by DfT's Enhanced Partnership Guidance.
 9. Details of the feedback received from the statutory consultation process are summarised in Appendix O.

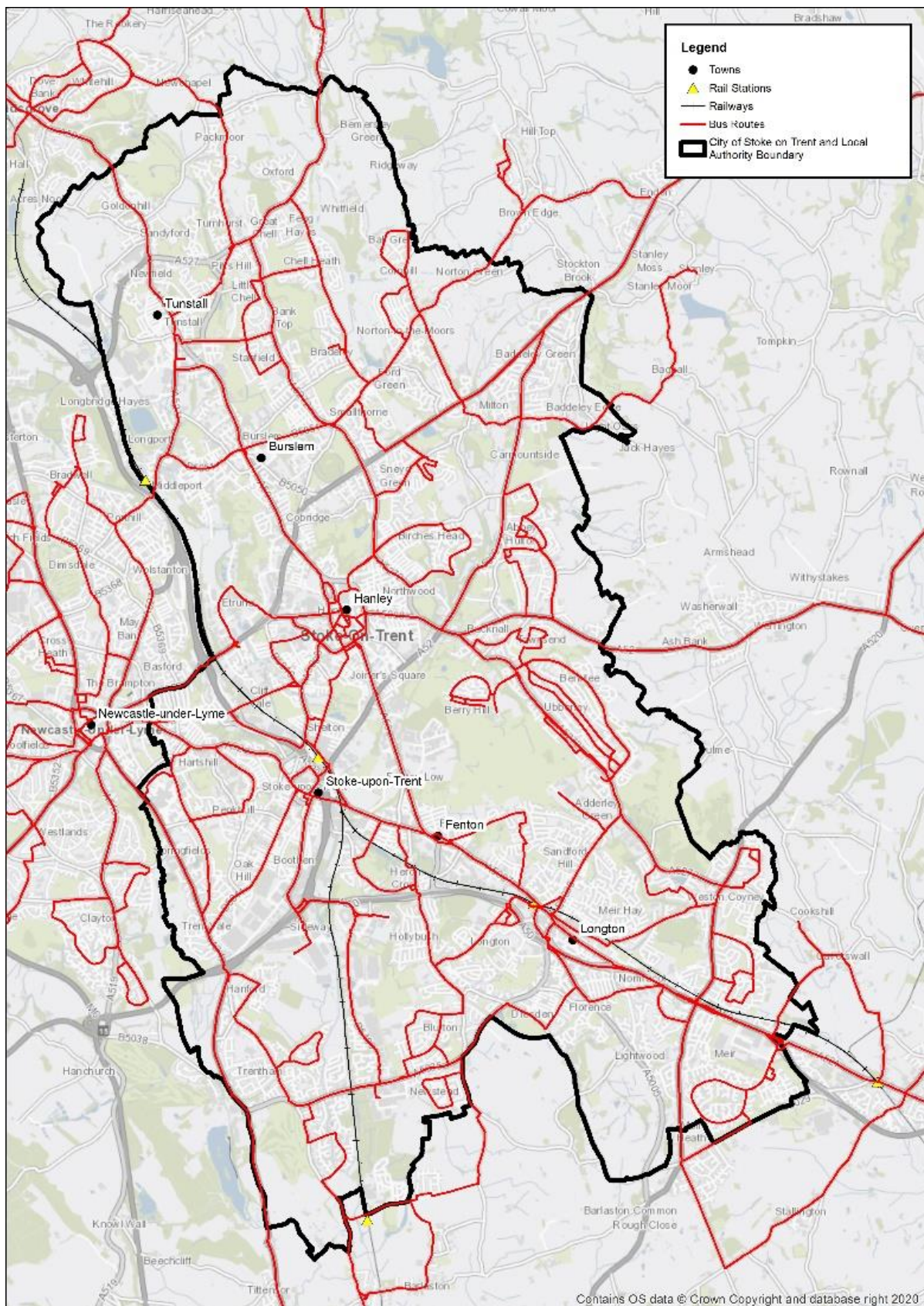
Competition

10. SoTCC has undertaken an assessment of the impacts of the Stoke-on-Trent Enhanced Partnership Plan and Scheme (which will come into effect on 1st April 2023) on competition and believes it will not or is unlikely to have a significantly adverse effect on competition, for the purposes of Part 1 of Schedule 10 of the Transport Act 2000.

Section 2: Geographic extent

11. On 30th June 2021 the City Council published a notice of intent to prepare an Enhanced Partnership (The Plan and The Scheme), in accordance with Section 138F of the 2000 Act.
12. Both the Enhanced Partnership Plan and Enhanced Partnership Scheme will extend throughout the full administrative unitary authority of Stoke-on-Trent within its boundary, as illustrated in Figure 1, below. Any changes to this boundary will represent an Enhanced Partnership Scheme Variation, to be agreed as detailed in Para's 152 to 158 of section 5 of this EP Plan.

Figure 1: Geographic extent of the Enhanced Partnership



13. The City Council liaises with the neighbouring authority, Staffordshire County Council, regularly to discuss cross-boundary bus issues. Although there is no

joint Enhanced Partnership covering the whole of North Staffordshire, the County Council will be able to engage with the City Council's Enhanced Partnership on a non-statutory basis through the Enhanced Partnership Forum. By keeping dialogue open with the County Council, we will be able to ensure both the Stoke-on-Trent and Staffordshire Enhanced Partnerships are aligned as far as is practicable and particularly regarding cross-boundary services to ensure coordination, timetabling, and performance is consistent across North Staffordshire.

Section 3: Period of operation of the EP Plan, EP Scheme, and review

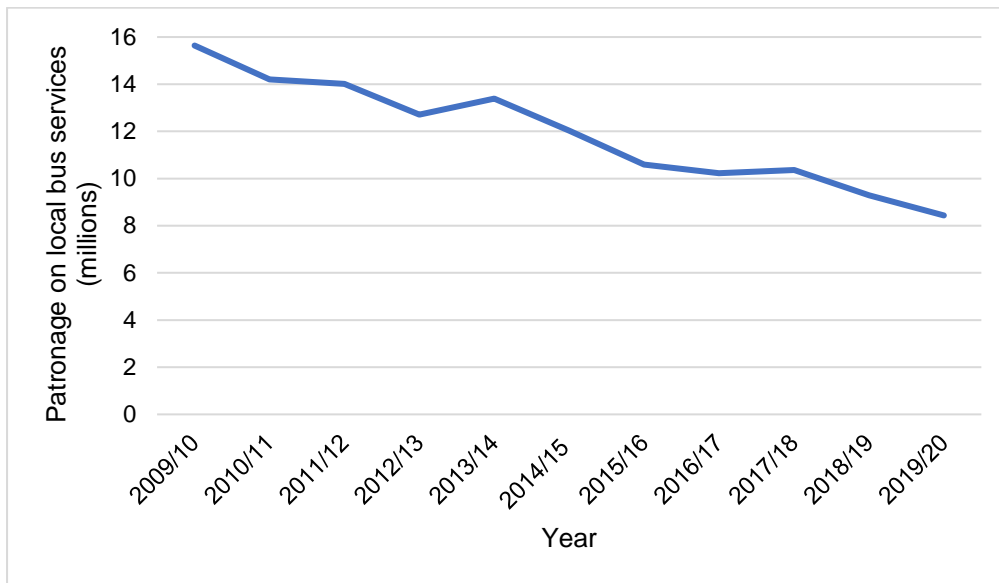
14. All operators running bus services in the SoTCC area have been invited to participate in the preparation of The Plan and The Scheme. The Scheme will come into effect after the 1st of April 2023, once the BSIP funding allocation for SoTCC has been announced and the EP Plan and EP Scheme are finalised.
15. This Enhanced Partnership Plan will have no end date but will be reviewed on an annual basis from the plan's commencement date, in conjunction with the annual review of the BSIP. Enhanced Partnership Scheme 1 will be in place for 3 years from adoption, with a review of effectiveness of the Enhanced Partnership Plan and Scheme every six months, using the mechanism in para 152 to 158 of section 5 of this EP Plan, and aligning with the annual review DfT has mandated for the BSIP. This process will stay in place unless it is revoked by the EP Board.
16. Any changes to The Plan will follow the formal variation procedures as set out in Section 138L of the 2000 Act. The Plan may have different review arrangements to The Scheme but will follow the 2021 Guidance (paragraph 3.67) and will consider:
 - the issues highlighted, to be included in the EP Plan, in the introduction of this document;
 - the arrangements for consulting passenger representatives on the effectiveness of the EP;
 - the objectives and aspirations in the BSIP for improving the quality and effectiveness of bus services; and
 - the effectiveness of the measures taken, facilities provided, and requirements imposed on operators - particularly in relation to their impact on the objectives for improving services set in the EP plan and BSIP.

Section 4: The local bus market in Stoke-on-Trent

17. As outlined in the 2021 Guidance, (paragraph 1.5), The Plan and The Scheme should deliver the desired outcomes identified in the BSIP, which can be found in section 4.4 below. Where funding allows, the BSIP will provide the opportunity to realise potential benefits to passengers using local bus services across Stoke-on-Trent by providing an attractive option to move people around the city and its surrounding areas, providing improved air quality and economic mobility, reducing transport poverty, and helping to address the climate emergency.
18. The BSIP, published in October 2021, includes a full review of the problems and opportunities to be addressed in respect of local bus services in Stoke-on-Trent, including aspects of the bus service that were considered in the Local Transport Plan.
19. Great strides have been made across Stoke-on-Trent in recent years with:
 - Big moves towards retrofitting bus fleets in 2021 so that over 50% now comply with Euro VI environmental standards;
 - A planned further retrofit combined with cascade of buses from other parts of the UK to significantly improve environmental standards;
 - The introduction of a 'tap-on-tap-off' ticketing system on buses to make it easier and faster for passengers to use;
 - A multi-operator ticket that applies to all operators across the Stoke area; and
 - The City Council's successful Transforming Cities Fund (TCF) bid, providing an opportunity to improve conditions on selected routes.
20. However, there are a significant number of issues that need to be resolved including:
 - Over the decade to 2019, the number of bus passenger journeys in Stoke-on-Trent has declined by 41% which is the second largest decline out of all local authorities in England
 - While buses are the most highly used form of public transport in the city, bus use in the city has continued to decline despite 30% of households having no access to a car
 - Bus service for many communities in the city is below 'turn up and go' frequency for much of the day
 - Poor evening and Sunday provision predominates, with significant parts of the city having no or limited service at these times
 - Traffic congestion, which is a widespread problem across the highway network, adversely affects bus services across the city inducing delays and creating slow and unreliable journey times
 - Consequently, poor punctuality and reliability is widespread across bus services in the city, with punctuality poorer than the regional and national average

- In addressing this problem there are currently limited lengths of bus priority in Stoke-on-Trent. The constrained nature of the local road network presents challenges for providing significant bus priority
 - The core bus network is based on services to and from the City Centre (Hanley) and Newcastle-under-Lyme Town Centre. This contrasts with the travel to work pattern, which is dispersed, leaving many people with no direct home to work bus service. The absence of direct service to key locations outside the city centre, often requiring two buses to be taken for journeys, make services unattractive
 - Similarly, post-16 education campuses and hospitals are generally outside the traditional centres, emphasising the challenges for many potential users wishing to use buses for education and healthcare trips
 - Poor physical access to services is a barrier to using buses, including pedestrian routes to and from the bus stop
 - The cost of fares is regarded by customers as being too high, with fares seen to be expensive and representing poor value for money
 - There is inconsistency in child fare policies between the principal operators in the city
 - Multi-operator ticketing is more expensive than single operator equivalent ticketing
 - There is no consistency in identifying the local network, information, and fares
 - Real-time information is limited, but is an important determinant for many people in encouraging use
 - Limitations in multi-modal ticketing, such as PlusBus, is one of the principal challenges to achieving more multi-modal bus-rail journeys
 - The bus fleet has historically been old comparing poorly to an average age nationally of less than 8 years, and the image of bus quality is poor in the views of passengers
 - Bus driver shortages is an ongoing issue, exacerbated by recent employment trends in the pandemic
21. These factors have, as highlighted in the Local Transport Plan and BSIP, resulted in a decline in the number of bus passenger journeys in Stoke-on-Trent of 41% over the decade to 2019, which is the second largest decline out of all local authorities in England. From 15.6m passengers in 2009/10 to a little over 9m a decade later, and finally to 8.4m in 2019/20, the decline in passenger numbers has been sharp, albeit exacerbated in 2019/20 by the pandemic. Figure 2 illustrates this decline and shows the declining influence of bus in Stoke-on-Trent over several years.

Figure 2: Patronage on Stoke-on-Trent local bus services (millions) 2009/10-2019/20



4.1 Bus Operator Networks and Services

22. As of February 2023, there are five commercial bus operators providing bus services within the City of Stoke on Trent and surrounding North Staffordshire area. These are:

- First Potteries
- D&G Bus
- Arriva
- Stantons of Stoke
- Scraggs Coaches

Table 1: Provides a summary of the number of routes operated.

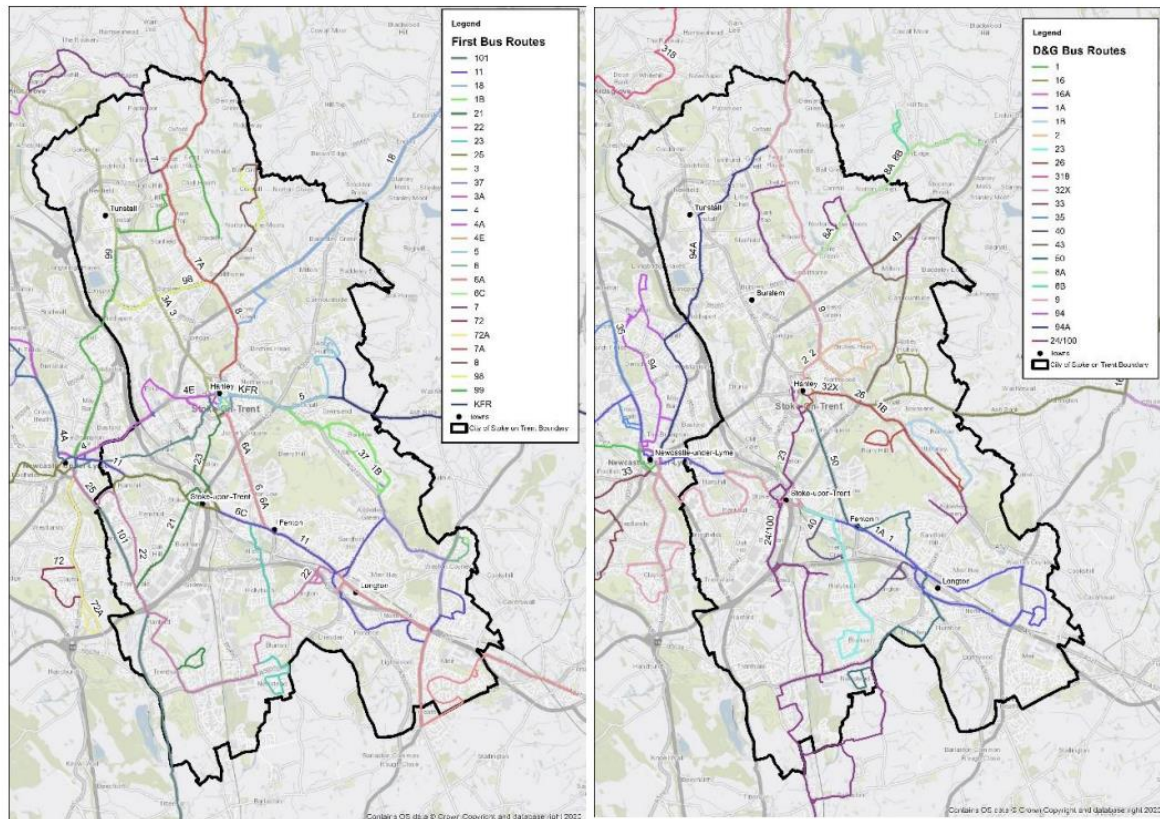
Operator	Market Share	Number of Routes	List of services ¹
			Route No Between
First	65%	20	3, 3A, 4, 4A, 6, 6A, 7, 7A, 8, 11, 11B, 18, 21, 22, 23, 25, 37, 98, 99, 101
D&G	30%	19	1, 1A, 2, 5, 8, 8A, 9, 16, 23, 24, 32, 32A, 32X, 40, 43, 85, 94, 94A, 100
Arriva	1%	1	64
Stantons	3%	6	26, 50, 60, 61, 90, IN2
Scraggs	1%	2	5, 31A

23. There are currently 48 bus routes operating in Stoke-on-Trent. First Potteries operates the greatest number of routes – 20 in total representing approximately 70% of the journeys operated on a typical weekday. D&G Bus operates 19 routes (representing roughly a quarter of daytime services), and several other operators run a small number of routes including national operator Arriva, which operates just one route – the 64 between the City Centre, Market Drayton and Shrewsbury.

24. Figure 3 illustrates the bus services provided by First Potteries and D&G bus across Stoke on Trent, which account for 95% of all bus services across the city and North Staffordshire. **Appendix G** provides bus service network maps for all operators.

¹ Fully distance list of services and routes can be viewed at [Stoke-on-Trent Public Transport and Cycling Map and Journey Planner \(cartogold.co.uk\)](http://Stoke-on-Trent Public Transport and Cycling Map and Journey Planner (cartogold.co.uk))

Figure 3: Current Bus Networks and Services Provided by First Potteries and D&G Bus.



4.1.1 Operator Fleets

25. A summary of bus operator fleet sizes and engine specifications are provided in Table 2, below. A breakdown of individual fleet inventory vehicle specifications for bus operator fleets serving the Stoke-on-Trent network are provided in Appendix H.

Table 2: Summary of Bus Operator Fleet sizes, and specifications, operating in Stoke on Trent

Operator	Bus Fleet Size	Engine Spec	Average Fleet Age
First Potteries	89	Euro6 x 79	NEW (2022) x 12
			6 Years x 29
			8-9 years x 38
		Euro3 x 10	16 years x 10
D&G Bus	46	Euro6 x 14	6-10 years
		Euro5 x 8	10-11 years
		Euro4 x 22	13-14 years
		Euro3 x 2	17 years
Arriva	5	Euro5 x 5	10 years
Scraggs Coaches	3	Euro3 x 3	18 years
Stantons of Stoke	8	Euro6 x 2	10 years
		Euro4 x 6	12-18 years

4.2 Passenger Experience

26. To aid understanding of the key issues and priorities across Stoke-on-Trent, engagement activity with stakeholders informed the development of the BSIP.

27. Local communities consistently told us that the local bus service:

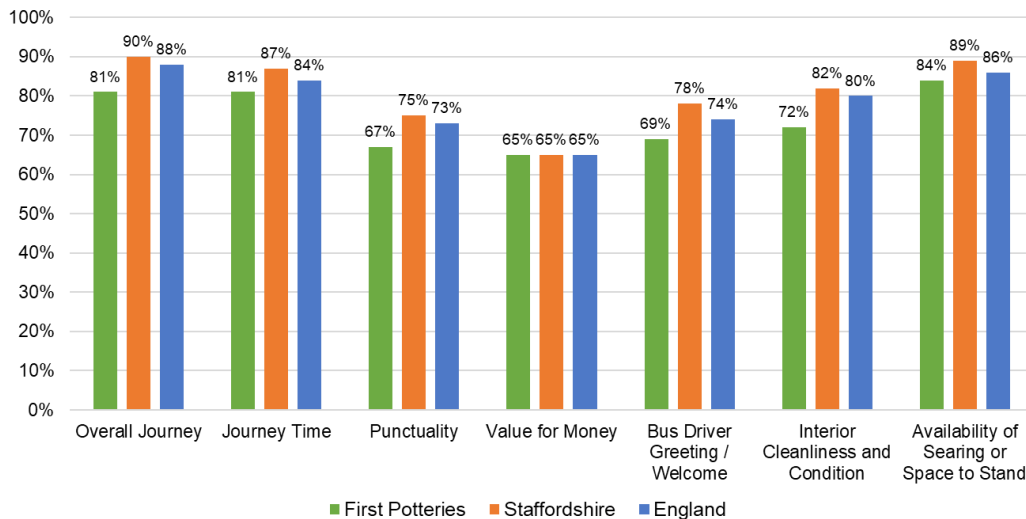
- Is slow and uncompetitive in comparison to the car, and can be unreliable (reliability is one of the top three reasons identified by young people who don't use the bus)
- Can be infrequent and doesn't have sufficient spread of services, especially in evenings and on Sundays when there are often no services in some areas, limiting travel choices (inconvenience of service is the second of the top three reasons for young people who don't use the bus)
- Lacks direct service to key destinations outside the city centre, and often requires the use of two buses to fulfil the journeys that people wish to take, including journeys to education and to work
- While there are some exceptions, typically the buses are old and unattractive. The buses are often perceived to be uncomfortable, dirty, and over-crowded at peak times, which can be a particular issue for people with physical and other disabilities
- Can be expensive and doesn't represent good value for money (the final of the top three reasons for young people who don't use the bus)

28. Local engagement has included work to understand how young people view the service, including focus groups and an online engagement survey with students and the wider community at the City of Stoke-on-Trent Sixth Form College. This quantitative work sought to gather the views of both bus users and non-users on the current bus network and what would encourage them to use bus more. The survey was completed by 298 respondents of which 84% were students whilst a further 12% were parents of students.

29. When considering factors that could encourage people to use buses more often, the survey provided 24 different responses to choose from. Respondents were able to select multiple responses; thus, producing over 1,600 total selections from respondents. Those improvements that are likely to encourage use that were selected by at least 25% of respondents are:
- Journey times on bus services made quicker
 - Delays on bus services reduced via increased bus priority at junctions and more bus lanes to make journey times more reliable
 - Better information at bus stops and shelters e.g., Real Time Passenger Information screens (showing time until next buses)
 - Improved cleanliness of buses
 - Website with timetables, ticket information, Real Time Passenger Information, for all bus operators
 - Extend hours of operation later into the evening
 - More buses with onboard Wi-Fi and mobile phone charging points
 - Better on-bus information such as 'next stop' announcements.
30. Evidence from stakeholders during the preparation of the BSIP indicated that aspects of information are positively regarded, though there are some aspects that could benefit from improvement and investment. For instance, while each operator has a comprehensive and informative website, and the feedback on the First Potteries App includes much that is positive (though there are sometimes technical issues with the function of the App) as it enables tracking of the bus and purchase of tickets, there is little cohesion between these information sources. As noted above in addressing network identity stakeholders have indicated the importance of consistent information that covers the whole network, and the need for a 'one stop hub' for bus information relating to all operators has been highlighted.
31. Most commonly, however, stakeholders have identified – both in focus groups and in written feedback – the absence of effective and comprehensive real-time information is a problem. Better information at stops including real-time displays is the third most identified factor that will encourage the Sixth Form College community to use the bus more often, after only journey times and reliability of service. Better on-bus information such as 'next stop' announcements is also desirable.
32. In summary, improved journey times, better reliability of services, better information at bus stops and shelters such as real-time information are the top priorities for users and non-users of buses in Stoke-on-Trent. These are closely followed by improved cleanliness of buses, better websites with better information, extended hours of operation into the evening, more buses with onboard Wi-Fi and mobile phone charging points and better on-bus information such as 'next stop' announcements.
33. In respect of demonstrating the current passenger experience (as included in the BSIP), Transport Focus undertakes regular surveys of public transport users, to record satisfaction across a range of topics. The most recent bus passenger survey that allows for focus upon Stoke-on-Trent's primary bus

operator (First Potteries) was undertaken in 2017 (more recent data was collected in Staffordshire in 2019, but First Potteries and hence bus services in Stoke-on-Trent were not part of this survey) Figure 4 illustrates passenger satisfaction levels for First Potteries with satisfaction levels in Staffordshire and England in 2017.

Figure 4: First Potteries, Staffordshire, and National Bus Passenger Satisfaction, 2017



Source: Transport Focus

34. Figure 4 shows that bus passenger satisfaction on First Potteries services trails satisfaction levels for Staffordshire and England by a significant margin; with satisfaction most notably 7% lower for overall journey satisfaction and 8% lower for interior cleanliness and condition than the national averages respectively. The only category where First Potteries scores in line with Staffordshire and National averages is Value for Money (65%).

4.3 Trends in bus journey speeds and the impact of congestion on local bus services

35. The average distance travel to work by a Stoke-on-Trent resident (excluding those who work from home) was 7.9km in 2011. For those who travel by car (either as driver or passenger), the average distance is 10.7km, whereas for bus it is 7.8km. This suggests that bus is seen as a less viable or attractive option over longer commuting distances.

36. Evidence presented in the BSIP (BSIP Table 3.3) shows that journey times from the City Centre Bus Station to most key centres in Stoke-on-Trent is significantly shorter by car than it is by bus.

37. More detailed TRACC analysis of bus journey times is presented in the BSIP. It shows that most of the city of Stoke-on-Trent was within 30 minutes journey time by bus of the City Centre Bus Station, but that travel times to other locations is often higher. Destinations such as the city rail station in Stoke-on-

Trent (which is also near to several places of education including Staffordshire University, Stoke-on-Trent College, and the Sixth Form College) and important employment areas (such as the Etruria Valley Enterprise Zone) are beyond 30 minutes travel time by bus from many parts of the city.

38. There are areas relatively close to the Station which have long bus journey times, including in the east of the city. For example, residential areas of Bentilee and Ubbertley have journey times to Stoke-on-Trent Train Station of up to 45 minutes in all time periods. The same journey can be done in approximately 10 minutes by car. These longer journey times are likely to be caused by passengers having to travel into the City Centre Bus Station on one bus service before changing buses to get to the Train Station.
39. Congestion has a serious impact on bus services, which is illustrated by the fact that Stoke-on-Trent has been identified as the 15th most congested city in the United Kingdom, based on 2019 pre-pandemic traffic conditions (TomTom traffic index, 2019).
40. The problems caused by this congestion have already become evident in respect of bus service in the city. A 2019 study by Mott MacDonald for First Group identified the 20 most significant delay hotspots on the First Potteries network (BSIP Figure 3.9). They were identified using real-time First Potteries data, with bus occupancy rates incorporated to identify the locations most affected by delay weighted by passenger numbers.
41. The challenges experienced in regularly running bus services to time due to congestion has resulted in operators shortening routes to terminate at the city centre bus station where recovery time can be taken. This has increased the number of journeys that now require interchange.
42. Bus punctuality in Stoke-on-Trent has been examined using First Potteries data and evidence from the DfT (data set BUS902). These data indicate that in 2019 only 77% of bus services in Stoke-on-Trent ran on time. This is below the West Midlands regional average of 81.5% and the national average of 83%. More detailed examination of bus stop timing evidence illustrates that there are significant punctuality issues on some services.
43. Poor punctuality and slow journey times are consistently amongst the strongest messages from stakeholders around reasons for not using the bus, or not using buses as often as they might do. This was a consistent theme from employers such as the Royal Stoke University Hospital, older people in a focus group, and from the survey of students and the college community at the Stoke Sixth Form College. The top two reasons cited from respondents to this survey on what would encourage them to use the bus more often related to slow journey times, and the punctuality of service.

4.4 Outcomes required to improve local bus services in the Plan area

44. To achieve outcomes that improve local bus services in Stoke-on-Trent the Enhanced Partnership must address the factors impacting the local bus market

in line with the ambition of the National Bus Strategy to go above and beyond getting bus use back to what it was before the pandemic.

45. In Stoke-on-Trent this ambition can be summarised in four steps as follows:

- Maintain the current level of service once the Bus Recovery Grant (BRG) finishes in April 2022;
- Increase the level of service to 2019 pre-pandemic level;
- Further increase the level of service to meet the aims of the National Bus Strategy and grow patronage with turn up and go services on key corridors and regular services throughout the rest of the commercial network, including evenings and Sundays; and
- Addition of a supporting network that will provide services closer to where people live – essentially a reintroduction of and improvement to the previous Cityrider network.

46. In preparing the BSIP, following detailed analysis of the current local bus network across Stoke-on-Trent, plus an in-depth engagement process, a set of key outcomes have been developed. Achieving these will help to revitalise the local bus market across Stoke-on-Trent in terms of growing passenger numbers, reducing bus journey times, improving punctuality, and increasing passenger satisfaction. Table 3 summarises these outcomes.

Table 3: Outcomes to Improve Local Bus Services based on BSIP, subject to:

Outcomes	Deliverable (Intervention)	Deliverable Targets
Increase Passenger Numbers	Increase the total passenger journeys per year to pre-COVID patronage levels. In October 2021, patronage levels were at about 70% of pre-pandemic numbers across Stoke-on-Trent.	Passenger Numbers 2018/19: 9.3m (reported) 2019/20: 8.4m (reported) 2020/21: no target set 2021/22: no target set 2022/23: no target set 2023/24: 8.4m 2024/25: 9.9m
Reduce Journey Times	Implement an annual change (reduction) in aggregate journey times, through bus priority measures, on eight selected routes with a frequency of at least 2 buses per hour	Reduce timetabled end-to-end journey time for morning and evening peaks from the 2018/19 baseline year index value of 100 to 95 by 2024/25. Our target is therefore identified in terms of a 5% improvement by the end of the BSIP reporting period.

Outcomes	Deliverable (Intervention)	Deliverable Targets
Improve Punctuality	Increase the proportion of bus services running on time to meet the national target for bus punctuality.	Punctuality 2018/19: 77% 2024/25: 95%
Increase Passenger Satisfaction	Stoke-on-Trent is currently below the national average of 89% of bus passenger satisfaction. We want to be within the top 25% nationally. Passengers' satisfaction with bus services reflects the wider quality of the service, such as journey times, punctuality, and fares.	Passenger Satisfaction 2016/17: 81% (2017 result) 2024/25: 94% (2025 result)

47. Monitoring and performance of the delivery plan will be assessed and reported on a six-monthly basis against the above BSIP targets in a report.

4.5 The interventions the Enhanced Partnership believes need to be taken to deliver the outcomes (above)

48. Including the investments facilitated by the Transforming Cities Fund, through complementary local investment, and through funding from Government through the BSIP, the principal areas for delivery are as follows:

- Significant increases in bus priority
- Intensive services and investment on key corridors, with routes that are easier to understand, alongside socially necessary transport, and integrated service patterns with other modes
- Lower and simpler fares
- Seamless, integrated local ticketing between operators and modes
- Local bus network presented as a single system, with clear passenger information
- Modern buses and decarbonisation
- Excellent customer service and passenger charter
- Safe and accessible bus travel.

49. Details of the proposed interventions are provided in section 4.7, below.

4.6 Funding of interventions

50. The Enhanced Partnership will draw on multiple funding sources to deliver the desired outcomes of the Enhanced Partnership Plan, including local investment that may come through City Council capital and revenue funding, developer contributions, reinvestment of an appropriate share of operator profits generated by Schemes, and other external funding opportunities that may arise. However, at present, there are few committed funds, with only the committed Transforming Cities Fund programme being available to enhance delivery over and above routine day-to-day funding.
51. However, the Stoke-on-Trent Enhanced Partnership can only be transformational with increased levels of funding. The delivery of this Enhanced Partnership Plan is therefore subject to appropriate funding from the BSIP. Without increased funding these outcomes will not be delivered, and the targets above are predicated and contingent upon the full funding requested from Government through the BSIP.
52. The Enhanced Partnership Scheme that follows in Part B is therefore established on delivering only those aspects that are presently funded, and achievement of the outcomes above will have to be reviewed appropriately based on these available (lower) funding levels.

4.7 BSIP Intervention Proposals

53. Following submission of Stoke-on-Trent City Council's BSIP Strategy document and funding proposals, DfT have awarded SoTCC an indicative BSIP funding allocation of £31,663,500 for the period 2022-2025, of which £17,325,000 is capital funding and £14,338,500 is revenue funding. This indicative funding is conditional on DfT's approval of SoTCC's finalised Enhanced Partnership Plan and Scheme and BSIP funding proposals.
54. Proposed BSIP Capital funded bus priority interventions are summarised in **Table 4**, below. These capital interventions will deliver clear bus priority benefits in terms of journey time savings, reliability, and associated measures to provide a sustainable, long-term uplift to service levels, which reflects the population profile and accessibility challenges for bus travel in Stoke-on-Trent.

Table 4: Capital Funded BSIP Proposals

Scheme	Indicative Cost*	BSIP Proposal	Outcome Benefits	Delivery Update
Newport Lane Bus Link	£7,500,000	<p>Provision of a new 0.8 km bus link connection between Etruria Valley Link Road (in construction) and Newport Lane, providing a link through to Festival Park and the A53, Etruria Road, via Shelton Boulevard/Forge Lane.</p> <p>See attached Link Road overview plan (Appendix M)</p> <p>This link will enable an expansion of the bus network to better serve a major employment area and enable through services to link deprived communities with the adjacent and other employment sites.</p>	<p>The EP will commit to a service to operate on the link, providing journey time savings and improved accessibility for residents in the north of the city accessing the Etruria Valley employment development, the fastest growing employment site in the city. There is currently no direct bus service between deprived areas in the north of the city and Etruria Valley. Removing the need for interchange will reduce journey times by over 50% e.g. current journey time from Burslem to Etruria Valley is 30 minutes, and it would be reduced to 7-8 minutes with the link. This supports the BSIP target of increased patronage and improved reliability. An additional EP target of improved accessibility is being considered which this scheme will support.</p> <p>The proposal has been assessed using DfT's 'Small Scheme Appraisal' toolkit, achieving an initial Benefit Cost Ratio (BCR) of 3.1, indicating that the scheme will deliver high value for the funding invested. See Appendix N for Newport Lane Bus Link Proposal Supporting Analysis.</p>	<p><i>Project delivery timeframes:</i></p> <p>Scheme delivery by March 2025 is subject to land acquisition, utility/stats diversions, and bridge engineering requirements, plus scheduling of works following completion of enabling works for an adjacent private residential development site.</p> <p>Next steps include:</p> <ul style="list-style-type: none"> • Issue of finalised indicative delivery programme • Review of design and costs; land ownership work • Continued liaison with landowners / developer. • Set up project delivery team <p><i>Programme Delivery Schedule:</i></p> <ul style="list-style-type: none"> • Appendix K provide a high-level delivery programme schedule for construction of the scheme, based on high optimism (higher risk) assumptions that the land acquisition, stats and bridge engineering tasks, plus adjacent development works, will enable

Scheme	Indicative Cost*	BSIP Proposal	Outcome Benefits	Delivery Update
				<p>completion of the scheme by March 2025.</p> <ul style="list-style-type: none"> • Appendix L provides a high-level delivery programme for construction of the scheme, based on a lower optimism /lower risk delivery schedule for completion of the scheme by June 2025. • Land acquisition, and detailed design to be completed in 2023/24. <p>Enabling works and construction to be undertaken</p>
Upgrade UTC signal control system (SCOOT 7)	£2,750,000	Provision of dynamic, cloud-based UTC 'SCOOT 7' system upgrade to enable more efficient phasing of traffic signalised junctions to enable priority to be given to buses through extended green and hurry call option on core bus corridors, delivered in conjunction with other bus priority measures and service frequency enhancements.	<p>Targets for punctuality and journey time improvements will be the measure of the intended outcome of this intervention.</p> <p>The bus journey time savings and reliability improvements of the SCOOT 7 installation proposals have been assessed through the DfT's small scheme appraisal tool, with an initial BCR value of 3.0 achieved, indicating that is scheme will deliver high value for the funding invested</p>	<p>Will be delivered in partnership with external SCOOT7 software and maintenance providers.</p> <p>SCOOT 7 installation upgrades have been identified for 20 junctions on key bus priority corridors across Stoke on Trent. See Appendix D for location details and Appendix E for provides a summary of the bus service journey time benefits to be achieved through the installation of SCOOT 7 upgrades on priority bus corridors in SoT.</p>

Scheme	Indicative Cost*	BSIP Proposal	Outcome Benefits	Delivery Update
Bus lane and red route enforcement	£2,250,000	Citywide identification and implementation of new bus priority and traffic management enforcement measures including purchase of bus lane, bus gate and red route enforcement cameras. The focus will be on enforcement against regular infringements which cause regular delays to bus services, including illegal parking/loading.	<p>This enforcement capability will support the delivery of the BSIP targets of increased patronage and improved reliability.</p> <p>Targets for punctuality and journey time improvements will be the measure of the intended outcome of this intervention.</p>	<p>Analysis of the impacts of infringement incidents creating delays to bus services has identified the requirement for static enforcement cameras at 13 hotspot locations. See Appendix F for details of infringement hotspot locations causing bus journey delays.</p> <p>Requirement for additional camera vehicles and enforcement officer resources have also been identified.</p>

Scheme	Indicative Cost*	BSIP Proposal	Outcome Benefits	Delivery Update
Accessible bus stops	£2,500,000	<p>Bus stop improvement proposals identified for 194 bus stops to ensure all bus stops on network are accessible.</p>	<p>Priority will be given to the highest usage, interchange stops, on corridors complimented by other bus priority measures, especially serving areas where there is a higher percentage of elderly residents.</p> <p>Bus stop improvement proposals have had an initial appraisal using DfT's small scheme appraisal tool, with an BCR value of 3.7 achieve</p>	<p>Bus stop improvement proposals identified for 194 bus stops to ensure all bus stops on network are accessible. Cost estimate per bus stop is £15 - 16k, indicating the budget can initially cover approximately 160 bus stop accessibility upgrades. Not all 160 stops will require the full £16k of improvements, which will enable more than 160 stops to be brought forward for- upgrade (from the long list of 194 stops).</p> <p>Prioritisation of bus stop accessibility upgrades are based on the following prioritisation criteria:</p> <ul style="list-style-type: none"> • high usage/high service frequency bus stops • interchange stops • locality of stop in terms of amenities and residential areas it services. <p>On bus corridor complimented by other bus priority measures</p>

Scheme	Indicative Cost*	BSIP Proposal	Outcome Benefits	Delivery Update
Real Time Information at bus stops	£1,500,000	Provision of a package of real time information displays at bus stops, including a mix of hard-wired 'next bus' displays and e-ink timetable displays. The programme will include Real Time information screens at 100 bus stops and real time QR codes at 461 bus stops.	Provide real time bus service arrive information, providing reassurance to passengers regarding reliability and journey planning.	<p>New RTPI installation identified for 100 bus stops. Prioritisation has been given to high usage and interchange bus stops, including on bus corridors complimented by other bus priority measures</p> <p>The rollout schedule for the RTPI installations will be prioritised at stops with:</p> <ul style="list-style-type: none"> • high usage stops • high service frequency bus stops • interchange stops • On bus corridor complimented by other bus priority measures <p>locality of stop in terms of amenities and residential areas it services.</p>

Scheme	Indicative Cost*	BSIP Proposal	Outcome Benefits	Delivery Update
CCTV and lighting at bus stops	£825,000	CCTV will be installed in at least 100 bus stop shelters, with 100 bus stops receiving an uplift in lighting levels, to aid customer safety.	100 bus stop locations identified with prioritisation given to high usage and interchange bus stops, including on bus corridors complimented by other bus priority measures. Areas of high crime or perceived crime risk, included.	<p>Cost proposals being finalised for CCTV will be installed at 100+ bus stop shelters, with 100 bus stops to receive an uplift in lighting levels, to aid customer safety.</p> <p>The rollout schedule for the CCTV and lighting installations will be prioritised at stops with:</p> <ul style="list-style-type: none"> • high usage stops • crime hotspot data mapping • existing lighting provision • high service frequency bus stops • interchange stops • On bus corridor complimented by other bus priority measures <p>locality of stop in terms of amenities and residential areas it services.</p>
Estimated Capital Cost	£17,325,000			Cost estimates are currently indicative. £17,325,000 is the indicative maximum capital BSIP allocation.

*Scheme cost estimates are currently indicative, subject to further scheme assessment for final BSIP submission.

Reserve Bus Priority Schemes

55. In addition to the Capital funded bus priority schemes listed for indicative BSIP funding in Table 4, above, the bus priority schemes listed below (in para 56 and 57) are identified as potential reserve projects, to be prioritised for delivery if BSIP Capital funding resources become available.

56. Feasibility Studies for:

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

57. Bus Priority measures involving:

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

58. Bus corridor pinch point improvements along the A52, Werrington Rd / Dividy Rd, Bucknall BSIP Revenue funded bus priority interventions are summarised in Table 5 below

Table 5: Revenue Funded BSIP Proposals

Scheme	Indicative Cost *	BSIP Proposal	Outcome Benefits	Delivery Update
Affordable fares initiatives	£7,400,000	<p>Simplification and discounted fares delivered over a 24-month period.</p> <p>Full details of the simplified, affordable fare proposals and a supporting summary note are provided in Appendix B.</p>	<p>Patronage Uplift</p> <p>This proposal will ensure that travel by bus in the Stoke on Trent area will become more affordable and attractive for a larger percentage of the population, particularly for younger passengers, students and will provide a cheaper transport option for journeys for work and leisure, then using a private car or taxi.</p> <p>Outcome monitoring will involve regular patronage data collection to ascertain how well the scheme is delivering, and which types of passengers are utilising the service.</p> <p>Targets will be set for increasing passenger</p>	<p>A simplified package of significantly discounted bus fares is proposed as follows:</p> <p>From 1st July, 2023:</p> <p>A range of discounted bus fares will be introduced for all bus operator journeys made within the Stoke-on-Trent bus network (covering the current 'SMART pass area) area.</p> <p>The discounted fares will be in place for a minimum of 12 months (from 1st July 2023 to 30th June 2024), and subject to demand monitoring and available funding, the intention is to extend the discounted fares period for a further 12 months, from 1st July 2024 to 30th June 2025.</p>
Improved Bus Services	£5,700,000	<p>Range of service uplift proposals have been identified, in conjunction with operators. This is focused on rejuvenating</p>	<p>These proposals include new cross city services, better linking of services, increased frequency, and extended hours of operation, which</p>	<p>See Appendix I for breakdown of details for</p>

Scheme	Indicative Cost *	BSIP Proposal	Outcome Benefits	Delivery Update
		<p>the bus service offer across the network, through improving accessibility and facilitating an acceleration of patronage and revenue growth. These include service frequency increases, timetable extensions, provision of new services and combined cross-city services. Further consultation with operators on final details is currently in progress.</p>	<p>will rejuvenate the bus service offer across the network and facilitate an acceleration of patronage and revenue growth.</p> <p>Key focus is to improve access from areas of multiple deprivation to frequent, quick and reliable bus services, for easier access to jobs, education, and training opportunities and for accessing essential services and amenities.</p>	<p>BSIP funded bus service enhancement proposals.</p> <p>SoT Bus Network Review and identification of potential service enhancements has been undertaken, in partnership with Operator.</p>
Network Promotion	£276,500	<p>The package includes development and roll-out of a network brand, to sit alongside operators' own route branding where provided. This will be provided in all physical, printed, and digital materials. The other core element will be a continuous programme of focused promotion of the benefits of bus travel and the improvements made through the EP, with a focus on social media.</p>	<p>The Comms and Marketing approach will be delivered in partnership with operators and DfT. This will include social media, press releases, promotional events, posters, and provision of a one stop online information site/link for passengers, to promote the range of bus service improvements being delivered by SoTCC and operators through the BSIP/EP and other funding initiatives</p>	<p>An outline Communications and Marketing Strategy is summarised in section 4.4 (para 146-147) of the EP Scheme, with a more detailed version provided in Appendix J. The strategy details key marketing methods to be employed to promote BSIP initiatives, such as affordable and simplified fares, journey time, service, and network coverage improvement. A dedicated resource will be provided to deliver and</p>

Scheme	Indicative Cost *	BSIP Proposal	Outcome Benefits	Delivery Update
				develop the Communications and Marketing Strategy.
Scheme delivery /Operational Management	£962,000	Provision of a BSIP Delivery, Management/ Co-ordination team	A team structure has been identified that will provide an overall Project Delivery Manager role, Network Management & Monitoring roles, and Duty Officers/ on-street Bus Wardens. In combination, these roles will enable improved management of traffic signals to support live bus priority, improved programming and coordination between planned highway works and bus services, improved management of emergency highway works to ensure buses are prioritised, improved provision of public transport information, and improved management of special events and unforeseen occurrences in support of bus reliability.	See Appendix C for BSIP Delivery and Operational Management Team posts/grades proposals.
Estimated Revenue Cost				Cost estimates are currently indicative. £14,338,500 is the indicative maximum revenue BSIP allocation.

4.8 Greening the SoT Bus Fleets

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

Retrofit Bus Fleet Programme

60. £800,000 funding has been allocated, by the Government's Joint Air Quality Unit, to retrofit buses in the city, to specific focus on reducing Nitrogen Dioxide emissions.

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

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

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

- to have 50% of the bus fleet to be of Euro 6 standard by 1st April 2023. As of February 2023, 80% of First's Euro 6 fleet is already Euro 6, as detailed in Table 2, Section 4.1, above.
- to have 100% of the bus fleet to be Euro6 standard by 1st April 2028
- for the first non-ICE buses to be operating in the city by 1st April 2028

4.9 Communications/Marketing Strategy

64. An outline Communications and Marketing Strategy is summarised in section 4.4 (para 146-147) of the EP Scheme, with a more detailed version provided in **Appendix J**.

Section 5: Governance

Stoke-on-Trent Enhanced Partnership structure and overview

65. The Stoke-on-Trent Enhanced Partnership will be governed by the Stoke-on-Trent Enhanced Partnership Board. The Stoke-on-Trent Enhanced Partnership Forum, in which all bus operators will be entitled to participate, and to which other local stakeholders will be invited, will support the Board in the work of the Partnership.
66. The Stoke-on-Trent Enhanced Partnership Board will be the decision-making body of the Enhanced Partnership and will oversee the delivery of the Enhanced Partnership Plan and Scheme. The Board is established by the Enhanced Partnership with the mandate to take decisions using an Enhanced Partnership Scheme Variation mechanism on recommendations put to them by the Forum, and to consider other issues identified as being relevant to partnership delivery.
67. The Board will invite from its membership, proposals covering variations to the Enhanced Partnership Plan, proposed variations to any existing Enhanced Partnership Scheme and proposals for further Schemes.

Stoke-on-Trent Enhanced Partnership Board representation

68. Membership of the Stoke-on-Trent Enhanced Partnership Board will comprise the following representatives:
 - a. Each Large Operator (as defined in the Definitions table on page 3 of Part A of the Enhanced Partnership Plan) will be entitled to one representative (one vote each) with the expectation that there will be 2 x Large Operator representatives on commencement of the Board
 - b. 1 x Other Operator representative (one vote)
 - c. 2 x Stoke-on-Trent City Council (SoTCC) representatives (one vote each)
 - d. 1 x Staffordshire County Council (non-voting)
69. Operators representing each of the categories of Operator membership will be invited to self-nominate or nominate other willing Operators in writing to the City Council's nominated representatives two weeks prior to each Stoke-on-Trent Enhanced Partnership Forum Annual General Meeting (AGM).
70. The voting procedure for Board membership selection for Other Operator representatives, if required, will be a simple majority and be administered by the City Council. Where there is a tie, a run-off vote will take place between the leading tied Operators, to identify the preferred representative. If the run off vote fails to provide a majority vote in favour of one of the two leading other operators, then both other operators will be invited to attend the board, until the end of the Partnership Board annual cycle.
71. If a Stoke-on-Trent Enhanced Partnership Forum AGM ballot fails to select Operator representatives for the Other Operator category, the default Operator

objection mechanism set out in the Enhanced Partnerships and Schemes (Objections) Regulations 2018 will be used to determine the views of Operators in that category for the purposes of Stoke-on-Trent Enhanced Partnership Board votes (in terms of objection or otherwise to the proposals).

72. The balance of representation, and selection of Operator representatives, is to be reviewed annually at the Board's AGM to account for changes in the market.
73. Operator representatives should ensure the views of operators not serving on the Board are represented fully and fairly.

Operation of the Board

74. The Board will appoint on an annual basis at its AGM a Chair. Members will be invited to self-nominate or nominate other Board members for this role, requiring support from at least one other Board member. The Chair will be appointed on a one-year term by simple majority vote at the Board AGM. There shall be no limit on reappointment. In year one of the Board, in advance of the selection of a Chair, the City Council will chair meetings until such point as selection of that Chair.
75. Board meetings will require a quorum of two Operator representatives, with a minimum of one per category (Large/Other), and one City Council representative.
76. A representative may, if necessary, arrange for a substitute to participate with voting rights.
77. Board members who are not in attendance can, if not represented by a substitute, vote by proxy. The proxy must be another Board member who must be informed of voting preferences in advance of the Board meeting. The Chair should be notified of the intention to vote by proxy and which Board member will be voting on behalf of the absentee.
78. Decisions of the Stoke-on-Trent Enhanced Partnership Board will be made by way of a vote through a show of hands of those present. Unless stated otherwise in this document, recommendations will be passed by way of a simple majority of all members of the Stoke-on-Trent Enhanced Partnership Board entitled to vote as detailed in paragraph 68, above.
79. The Stoke-on-Trent Enhanced Partnership Plan will interface, so far as practicable, with the Staffordshire County Council Enhanced Partnership Plan and Scheme, particularly regarding cross-boundary travel. The Stoke-on-Trent Enhanced Partnership Board will work with the neighbouring Staffordshire Enhanced Partnership Board to ensure that Schemes with cross boundary implications are implemented in a complementary and collaborative manner.
80. The Board may establish from time-to-time working groups comprised of members of the Board and other appropriate persons to undertake specific project assessment work on behalf of the Board in respect of projects included within the Enhanced Partnership Scheme, or to develop projects for inclusion in a future Scheme, or to support funding bids for such projects.

81. The Stoke-on-Trent Enhanced Partnership Board remit shall be reviewed annually.

Board meeting observers

82. Any other Bus Operator or City Council representative will be able to attend the Stoke-on-Trent Enhanced Partnership Board meetings as observers but will not have the right to vote. Observers may be invited to make comments or ask questions of the Stoke-on-Trent Enhanced Partnership Board at the Chair's discretion or invited to defer these until the next Stoke-on-Trent Enhanced Partnership Forum meeting.

Meeting arrangements

83. Stoke-on-Trent Enhanced Partnership Board meetings will take place not less than three times per year, with not less than one week's notice being given. The final Board meeting of each financial year will be the designated Stoke-on-Trent Enhanced Partnership AGM. Meetings will be arranged, and minutes taken by the City Council and will normally be held online or at Civic Centre, Glebe Street, Stoke-on-Trent.

84. Agendas and meeting papers will be circulated to all Board members no less than one week in advance of each meeting date, and draft minutes circulated no more than two weeks after each meeting. Copies will also be distributed to all Stoke-on-Trent Enhanced Partnership Forum members. Draft minutes will be approved at the next Stoke-on-Trent Enhanced Partnership Board meeting.

Establishment and Review of Enhanced Partnership Plan

85. In order to establish agreement on the content of the Enhanced Partnership Plan, the operator objection mechanism process, as set out in legislation (section 11 parts (4) and (5) of the Enhanced Partnerships and Schemes (Objections) Regulations 2018), has been undertaken to formalise the content of this Enhanced Partnership Plan.

86. The operator objection process for the formalisation of the Enhanced Partnership Plan and Scheme requires a minimum 28-day period of review by all operator representatives, followed by a formal consultation process with mandatory consultees.

87. The formal consultation exercise must include, as a minimum, a number of statutory consultees. These are:

- all operators of local bus services that would be affected by any of the proposals;
- organisations that represent local passengers
- other local authorities that would be affected by the proposals

- the Traffic Commissioners;
 - the chief officer of police for each area to which the plan relates;
 - Transport Focus;
 - the Competition and Markets Authority (CMA)
88. The assumption is, following pre consultation with operators to address any operational concerns, any objections received during the 28-day operator review period can be addressed and do not meet one or more of the formal objection criteria, (as set out below, in para 90 and 91)
89. When objections have not been resolved, and unanimous agreement cannot be reached by all bus operators' representatives and Stoke on Trent City Council, the operator objector mechanism will require use of the formal objection criteria process, as set out in para 91 below, to assess the objection(s) using two criteria (as set out in section 11 parts (4) and (5) of the Enhanced Partnerships and Schemes (Objections) Regulations 2018).
90. The formal objection criteria process includes two criteria, as follows:
- Criterion 1
- a. the combined registered distance of all the qualifying local services operated by objectors in the relevant EP area is at least 25% of the total registered distance of all local bus services operated by all the bus operators in that area and:
- b. where there are four or more operators in the relevant EP plan or scheme area, at least three are objectors; or where there are less than four operators in the relevant EP plan or scheme area, all are objectors.
- Criterion 2
- c. at least 50% of the total number of operators of qualifying local services within the relevant plan or scheme area have objected and the combined registered distance of qualifying local services operated by the objectors in the relevant area is at least 4% of the registered distance of all local bus services operated by all the bus operators in that area.
91. If either of the above criterion are satisfied, the consultation exercise on the plan and scheme cannot legally go ahead (it is not a requirement that both criteria must be satisfied).

Stoke-on-Trent Enhanced Partnership Forum

92. The Board is supported by the Enhanced Partnership Forum.
93. The Stoke-on-Trent Enhanced Partnership Forum will be an advisory and engagement group, providing opportunities for discussing issues affecting the Stoke-on-Trent bus network, consulting with, and building consensus amongst stakeholders, and making recommendations for consideration to the Stoke-on-Trent Enhanced Partnership Board.
94. Membership of the Forum will comprise the following (subject to confirmation of interest from each organisation):
- a. All Bus Operators running Qualifying Bus Services in Stoke-on-Trent

- b. Stoke-on-Trent City Council
 - c. Staffordshire County Council
 - d. Staffordshire Chambers of Commerce
 - e. North Staffordshire Pensioners' Convention
 - f. Stoke-on-Trent Sixth Form College
 - g. Stoke-on-Trent Area Network for Disability (STAND)
 - h. Royal Stoke University Hospital
 - i. North Staffordshire Community Rail Partnership
 - j. Staffordshire University
 - k. Stoke-on-Trent and Staffordshire Enterprise Partnership
95. Members will initially be invited to join the Forum by Stoke-on-Trent City Council. Once in existence, the Forum itself will be responsible for appointing or inviting members to attend. Any other external organisation not listed above may be invited to join or may request to join the Stoke-on-Trent Enhanced Partnership Forum. At least once per year, the Forum will be invited to review and discuss the terms of reference, progress of, and future opportunities for the Partnership. The membership of the Forum will be reviewed annually.
96. The final Forum meeting of each financial year will be the designated Stoke-on-Trent Enhanced Partnership Forum AGM.
97. The Forum will appoint on an annual basis at its AGM a Chair and Deputy Chair. Members will be invited to self-nominate or nominate other Forum members for these roles, requiring support from at least one other Forum member. Both positions will be appointed on a one-year term by simple majority vote at the Forum AGM. There shall be no limit on reappointment. In year one of the Forum, in advance of the selection of a Chair, the City Council will chair meetings until such point as selection of that Chair.
98. The Forum may develop and submit recommendations to the Board including, but not limited to, the following themes:
- a. Better network coverage and scale
 - b. Better integration between modes
 - c. Better and clearer information
 - d. Better journey time reliability
 - e. Better value and integrated fares
 - f. Better vehicle standards and lower emissions

Forum Meeting arrangements

99. Stoke-on-Trent Enhanced Partnership Forum meetings will take place not less than twice per year, normally six calendar weeks before the next scheduled Stoke-on-Trent Enhanced Partnership Board meeting. Stoke-on-Trent Enhanced Partnership Forum meetings will be arranged, and minutes taken by, the City Council.
100. Meetings will normally be held online or at Civic Centre, Glebe Street, Stoke-on-Trent, or such other suitable venue as may be agreed at the previously held meeting of the Forum.

101. Agendas and meeting papers (including a copy of minutes and decisions resulting from previous decisions of the Stoke-on-Trent Enhanced Partnership Board) will be circulated by the City Council no less than one week in advance of each meeting; draft minutes will be circulated no more than two weeks after each meeting. Draft minutes will be approved at the next Stoke-on-Trent Enhanced Partnership Forum meeting.

PART B – ENHANCED PARTNERSHIP SCHEME

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

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

Section 1 – Enhanced Partnership Scheme Content

Section 2 - Scope of the EP Scheme and commencement date

Section 3 - Obligations on the Council

Section 4 - Obligations on Bus Operators

Section 5 – Governance Arrangements

Section 1 – Enhanced Partnership Scheme Content

103. The EP Scheme can only be put in place if an associated EP Plan has been made. Therefore, this document should be considered alongside the associated EP Plan.
104. The EP Scheme has been jointly developed by Stoke-on-Trent City Council (SoTCC) as Local Transport Authority and those bus operators that provide local bus services in the EP Scheme area. It sets out commitments on both the Local Transport Authority and operators of local services to achieve the intended improvements, with the aim of delivering the objectives of the associated EP Plan.

Section 2 - Scope of the EP Scheme and Commencement Date

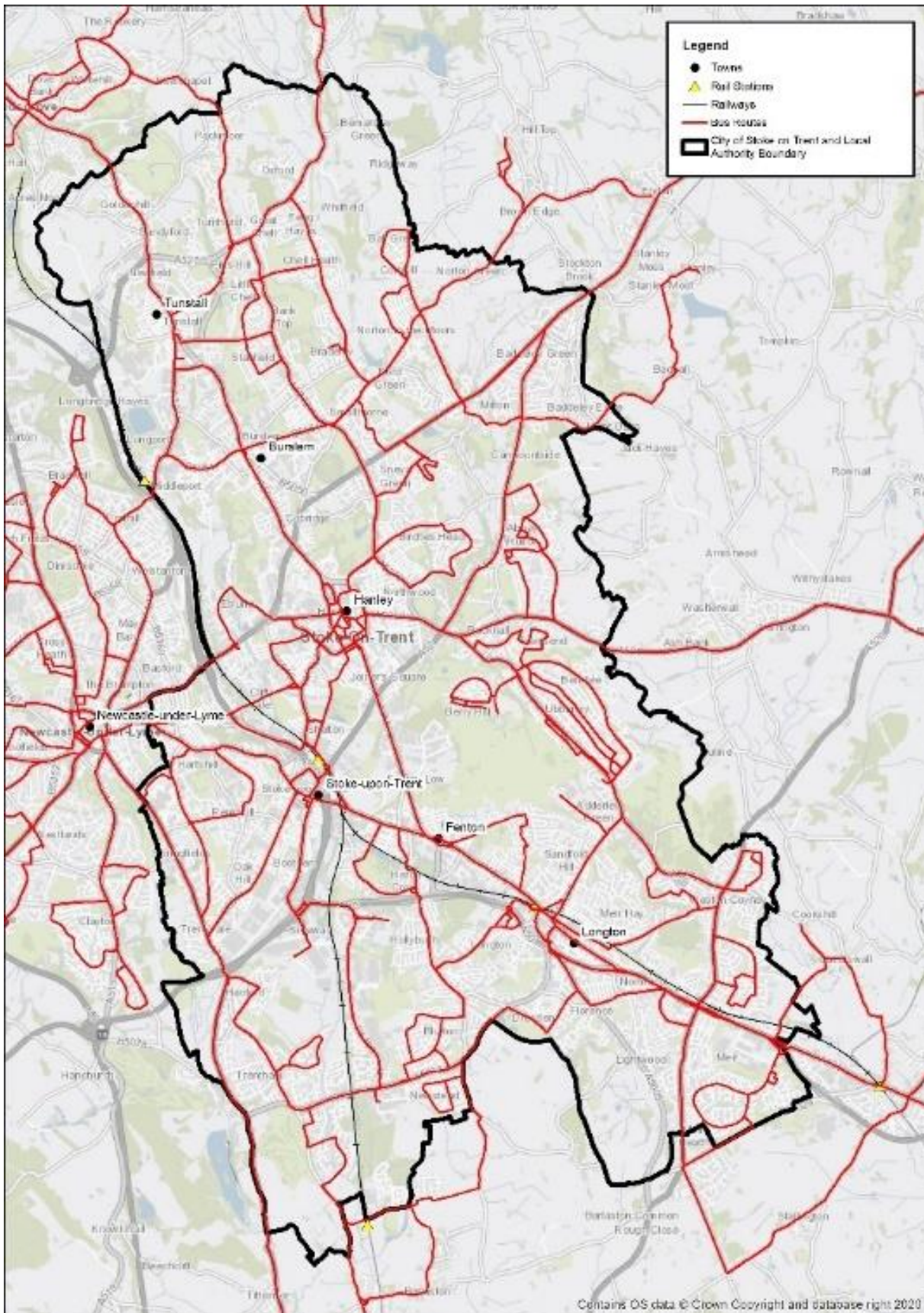
Description of Geographical Coverage

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

Map of EP Plan and EP Scheme Areas

106. The EP Plan and EP Scheme cover the same geographical area. This is the area within the boundary of the SoTCC Unitary Authority. This is shown in Figure 5.

Figure 5: Geographic extent of EP Scheme



Commencement Date

107. The EP Plan and EP Scheme will commence on 1st April 2023. The EP Plan will have no end date but will be reviewed on an annual bases from the plan's commencement date, in conjunction with the annual review of the BSIP. Enhanced Partnership Scheme 1 will be in place for 3 years from adoption, with a review of effectiveness of the Enhanced Partnership Plan and Scheme every six months The EP Board may propose variations to the Plan outside of the formal review dates, which if agreed will be subject to the statutory consultation process.
108. The EP Scheme will operate for three years to 31st March 2026.

Exempted Services

109. The following services are exempt from the requirements of the EP Scheme:
- a service which has part, or all of its route registered as a local service in the EP geographical area, but where it operates as a long-distance coach service
 - a service which is registered as a local service under section 6 of the Transport Act 1985, but which would otherwise be an excursion or tour within the meaning in section 137(1) of that Act
110. There are (as of February 2023) no exempted services currently in operation in SoT. Closed door school services and works services, which are registered as a local service but are restricted to qualified users (e.g., into Painsley School at Cheadle, or the bus service for Alton Towers employees), are restricted access but neither are long distance or excursions, so are not exempt from the EP requirements.

Stoke-on-Trent Customer Charter

111. This Stoke-on-Trent Bus Customer Charter sets out what bus passengers can expect when using local bus services in Stoke-on-Trent City Council, and how to comment if expectations are not met.
112. The Bus Passenger Customer Charter has been adopted as part of the Enhanced Partnership in Stoke-on-Trent between Stoke-on-Trent City Council, Staffordshire County Council, local bus operators and passenger representative groups. It will be reviewed annually alongside the Bus Service Improvement Plan (BSIP), in consultation with bus operators and passenger representatives.
113. Full details of the content of the Stoke-on Trent Bus Customer Charter are provided in **Appendix A**.

Section 3 - Obligations on the Council

Facilities

114. As part of the Transforming Cities Fund (TCF) bus corridor improvement projects, a series of new bus lanes and bus gates will be delivered by 30th September 2025 with a commitment to maintain and enforce them. The TCF projects include:
- Station Road bus gate
 - The Strand/Market Street/King Street
 - Providence Square scheme at Town Road, south of Birches Head Road, to create new bus lanes
115. Several bus improvement schemes proposed by SoTCC as standalone schemes linked to housing developments or as part of the Local Transport Plan (LTP). Facilities include:
- Joiner's Square additional capacity scheme which has been completed and benefits are currently being evaluated.
 - Hanford Interchange junction improvement scheme linked to a new housing development, which will include a revision of the current bus gate
116. Subject to confirmation of the funding allocated through the Bus Service Improvement Plan settlement from government, the TCF, LTP and development related bus priority improvement proposals detailed in Section 3, above, will be enhanced through the delivery of an Urban Traffic Control (UTC) scheme.
117. Subject to confirmation of the funding allocated through the Bus Service Improvement Plan settlement from government, further measures described below will be implemented or are being considered at the following locations.
118. Following submission of SoTCC's BSIP Strategy document and funding proposals, DfT have awarded SoTCC an indicative BSIP funding allocation of £31,663,500 for the period 2022-2025, of which £17,325,000 is capital funding and £14,338,500 is revenue funding. This indicative funding is conditional on DfT's approval of SoTCC's finalised Enhanced Partnership Plan and Scheme and BSIP funding proposals.
119. BSIP Capital funded bus priority interventions for delivery during the period 2023-2025 are summarised in Table 6, below. These capital interventions will deliver clear bus priority benefits in terms of journey time savings, reliability, and associated measures to provide a sustainable, long-term uplift to service levels, which reflects the population profile and accessibility challenges for bus travel in Stoke on Trent.

Table 6: Capital Funded BSIP Proposals

Scheme	Indicative Cost*	BSIP Proposal	Outcome Benefits	Delivery Update
Newport Lane Bus Link	£7,500,000	<p>Provision of a new 0.8 km bus link connection between Etruria Valley Link Road (in construction) and Newport Lane, providing a link through to Festival Park and the A53, Etruria Road, via Shelton Boulevard/Forge Lane.</p> <p>See attached Link Road overview plan (Appendix M)</p> <p>This link will enable an expansion of the bus network to better serve a major employment area and enable through services to link deprived communities with the adjacent and other employment sites.</p>	<p>The EP will commit to a service to operate on the link, providing journey time savings and improved accessibility for residents in the north of the city accessing the Etruria Valley employment development, the fastest growing employment site in the city. There is currently no direct bus service between deprived areas in the north of the city and Etruria Valley. Removing the need for interchange will reduce journey times by over 50% e.g., current journey time from Burslem to Etruria Valley is 30 minutes, and it would be reduced to 7-8 minutes with the link. This supports the BSIP target of increased patronage and improved reliability. An additional EP target of improved accessibility is being considered which this scheme will support.</p> <p>The proposal has been assessed using DfT's 'Small Scheme Appraisal' toolkit, achieving an initial Benefit Cost Ratio (BCR) of 3.1, indicating that the scheme will deliver high value for the funding invested. See Appendix N for Newport Lane Bus Link Proposal Supporting Analysis.</p>	<p><i>Project delivery timeframes:</i></p> <p>Scheme delivery by March 2025 is subject to land acquisition, utility/stats diversions, and bridge engineering requirements, plus scheduling of works following completion of enabling works for an adjacent private residential development site.</p> <p>Next steps include:</p> <ul style="list-style-type: none"> • Issue of finalised indicative delivery programme • Review of design and costs; land ownership work • Continued liaison with landowners / developer. • Set up project delivery team <p><i>Programme delivery Schedule</i></p> <ul style="list-style-type: none"> • Appendix K provide a high-level delivery programme schedule for construction of the scheme, based on high optimism (higher risk) assumptions that the land acquisition, stats and bridge engineering tasks, plus adjacent development works, will enable

Scheme	Indicative Cost*	BSIP Proposal	Outcome Benefits	Delivery Update
				<p>completion of the scheme by March 2025.</p> <ul style="list-style-type: none"> • Appendix L provides a high-level delivery programme for construction of the scheme, based on a lower optimism /lower risk delivery schedule for completion of the scheme by June 2025. • Land acquisition, and detailed design to be completed in 2023/24. • Enabling works and construction to be undertaken
Upgrade UTC signal control system (SCOOT 7)	£2,750,000	Provision of dynamic, cloud-based UTC 'SCOOT 7' system upgrade to enable more efficient phasing of traffic signalised junctions to enable priority to be given to buses through extended green and hurry call option on core bus corridors, delivered in conjunction with other bus priority measures and service frequency enhancements. '	<p>Targets for punctuality and journey time improvements will be the measure of the intended outcome of this intervention.</p> <p>The bus journey time savings and reliability improvements of the SCOOT 7 installation proposals have been assessed through the DfT's small scheme appraisal tool, with an initial BCR value of 3.0 achieved, indicating that is scheme will deliver high value for the funding invested</p>	<p>Will be delivered in partnership with external SCOOT7 software and maintenance providers.</p> <p>SCOOT 7 installation upgrades have been identified for 20 junctions on key bus priority corridors across Stoke on Trent. See Appendix D for location details and Appendix E for provides a summary of the bus service journey time benefits to be achieved through the installation of SCOOT 7 upgrades on priority bus corridors in SoT.</p> <p><i>Project delivery timeframes:</i></p> <p>The UTC upgrade and associated equipment purchase is expected to be</p>

Scheme	Indicative Cost*	BSIP Proposal	Outcome Benefits	Delivery Update
				procured between February and August 2023, being fully operational by December 2023. There will be ongoing review of the system with incremental improvements continued to be made to optimise efficiency.
Bus lane and red route enforcement	£2,250,000	Citywide identification and implementation of new bus priority and traffic management enforcement measures including purchase of bus lane, bus gate and red route enforcement cameras. The focus will be on enforcement against regular infringements which cause regular delays to bus services, including illegal parking/loading.	This enforcement capability will support the delivery of the BSIP targets of increased patronage and improved reliability. Targets for punctuality and journey time improvements will be the measure of the intended outcome of this intervention.	Analysis of the impacts of infringement incidents creating delays to bus services has identified the requirement for static enforcement cameras at 13 hotspot locations. See Appendix F for details of infringement hotspot locations causing bus journey delays. Requirement for additional camera vehicles and enforcement officer resources have also been identified. <i>Project delivery timeframes:</i> Once all site option assessments have been completed by autumn 2023, installation of enforcement infrastructure will take place during 2023-24 and 2024-25, with the intention of being fully operational by autumn 2024.
Accessible bus stops	£2,500,000	Bus stop improvement proposals identified for 194 bus stops to ensure all bus stops on network are accessible.	Priority will be given to the highest usage, interchange stops, on corridors complimented by other bus priority measures, especially serving	Bus stop improvement proposals identified for 194 bus stops to ensure all bus stops on network are accessible. Cost estimate per bus

Scheme	Indicative Cost*	BSIP Proposal	Outcome Benefits	Delivery Update
			<p>areas where there is a higher percentage of elderly residents.</p> <p>Bus stop improvement proposals have had an initial appraisal using DfT's small scheme appraisal tool, with an BCR value of 3.7 achieve</p>	<p>stop is £15 - 16k, indicating the budget can initially cover approximately 160 bus stop accessibility upgrades. Not all 160 stops will require the full £16k of improvements, which will enable more than 160 stops to be brought forward for- upgrade (from the long list of 194 stops). Prioritisation of bus stop accessibility upgrades are based on the following prioritisation criteria:</p> <ul style="list-style-type: none"> • high usage/high service frequency bus stops • interchange stops • locality of stop in terms of amenities and residential areas it services. • On bus corridor complimented by other bus priority measures <p><i>Project delivery timeframes</i></p> <p>The programme will be specified and procured in early 2023/24 and delivered throughout 2023/24 and 2024/25.</p>
Real Time Information at bus stops	£1,500,000	Provision of a package of real time information displays at bus stops, including a mix of hard-wired 'next bus' displays and e-ink timetable displays. The programme will include Real	Provide real time bus service arrive information, providing reassurance to passengers regarding reliability and journey planning.	New RTPI installation identified for 100 bus stops. Prioritisation has been given to high usage and interchange bus stops, including on bus corridors

Scheme	Indicative Cost*	BSIP Proposal	Outcome Benefits	Delivery Update
		Time information screens at 100 bus stops and real time QR codes at 461 bus stops.		<p>complimented by other bus priority measures</p> <p>The rollout schedule for the RTPI installations will be prioritised at stops with:</p> <ul style="list-style-type: none"> • high usage stops • high service frequency bus stops • interchange stops • On bus corridor complimented by other bus priority measures • locality of stop in terms of amenities and residential areas it services. <p><i>Project delivery timeframes</i></p> <p>The programme will be specified and procured in early 2023/24 and delivered throughout 2023/24 and 2024/25.</p>
CCTV and lighting at bus stops	£825,000	CCTV will be installed in at least 100 bus stop shelters, with 100 bus stops receiving an uplift in lighting levels, to aid customer safety.	100 bus stop locations identified with prioritisation given to high usage and interchange bus stops, including on bus corridors complimented by other bus priority measures. Areas of high crime or perceived crime risk, included.	<p>Cost proposals being finalised for CCTV will be installed at 100+ bus stop shelters, with 100 bus stops to receive an uplift in lighting levels, to aid customer safety.</p> <p>The rollout schedule for the CCTV and lighting installations will be prioritised at stops with:</p>

Scheme	Indicative Cost*	BSIP Proposal	Outcome Benefits	Delivery Update
				<ul style="list-style-type: none"> • high usage stops • crime hotspot data mapping • existing lighting provision • high service frequency bus stops • interchange stops • On bus corridor complimented by other bus priority measures <p>locality of stop in terms of amenities and residential areas it services.</p> <p><i>Project delivery timeframes</i></p> <p>The programme will be specified and procured in early 2023/24 and delivered throughout 2023/24 and 2024/25.</p>
Estimated Capital Cost	£17,325,000			<p>Cost estimates are currently indicative. £17,325,000 is the indicative maximum capital BSIP allocation.</p>

Reserve Bus Priority Schemes

120. In addition to the Capital funded bus priority schemes listed for indicative BSIP funding in Table 7, above, the bus priority schemes listed below (in para 121 and 122) are identified as potential reserve projects, to be prioritised for delivery if BSIP Capital funding resources become available.

121. Feasibility Studies for:

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

122. Bus Priority measures involving:

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

123. BSIP Revenue funded bus priority interventions for delivery during the period 2023-2025 are summarised in Table 7, below.

Table 7: Revenue Funded BSIP Proposals

Scheme	Indicative Cost*	BSIP Proposal	Outcome Benefits	Delivery Update
Affordable fares initiatives	£7,400,000	<p>Simplification and discounted fares delivered over a 24-month period.</p> <p>Full details of the simplified, affordable fare proposals and a supporting summary note are provided in Appendix B.</p>	<p>Patronage Uplift</p> <p>This proposal will ensure that travel by bus in the Stoke on Trent area will become more affordable and attractive for a larger percentage of the population, particularly for younger passengers, students and will provide a cheaper transport option for journeys for work and leisure, then using a private car or taxi.</p> <p>Outcome monitoring will involve regular patronage data collection to ascertain how well the scheme is delivering, and which types of passengers are utilising the service.</p> <p>Targets will be set for increasing passenger</p>	<p>A simplified package of significantly discounted bus fares is proposed as follows:</p> <p>From 1st July, 2023:</p> <p>A range of discounted bus fares will be introduced for all bus operator journeys made within the Stoke-on-Trent bus network (covering the current 'SMART pass area) area.</p> <p>The discounted fares will be in place for a minimum of 12 months (from 1st July 2023 to 30th June 2024), and subject to demand monitoring and available funding, the intention is to extend the discounted fares period for a further 12 months, from 1st July 2024 to 30th June 2025.</p>
Improved Bus Services	£5,700,000	<p>Range of service uplift proposals have been identified, in conjunction with operators. This is focused on rejuvenating</p>	<p>These proposals include new cross city services, better linking of services, increased frequency and extended hours of operation, which</p>	<p>See Appendix I for breakdown of details for BSIP funded bus service enhancement proposals.</p>

Scheme	Indicative Cost*	BSIP Proposal	Outcome Benefits	Delivery Update
		<p>the bus service offer across the network, through improving accessibility and facilitating an acceleration of patronage and revenue growth. These include service frequency increases, timetable extensions, provision of new services and combined cross-city services. Further consultation with operators on final details is currently in progress.</p>	<p>will rejuvenate the bus service offer across the network and facilitate an acceleration of patronage and revenue growth.</p> <p>Key focus is to improve access from areas of multiple deprivation to frequent, quick and reliable bus services, for easier access to jobs, education, and training opportunities and for accessing essential services and amenities.</p>	<p>SoT Bus Network Review and identification of potential service enhancements has been undertaken, in partnership with Operator. These proposals include new cross city services, better linking of services, increased frequency and extended hours of operation, which will rejuvenate the bus service offer across the network, and facilitate an acceleration of patronage and revenue growth.</p> <p>SoT Bus Network Review and identification of potential service enhancements has been undertaken, in partnership with Operator.</p> <p><i>Project delivery timeframes</i></p> <p>It is anticipated that the first improvements will be procured to enable uplifted services to commence from summer /autumn 2023, with</p>

Scheme	Indicative Cost*	BSIP Proposal	Outcome Benefits	Delivery Update
				the majority of interventions programmed for 2024.
Network Promotion	£276,500	The package includes development and roll-out of a network brand, to sit alongside operators' own route branding where provided. This will be provided in all physical, printed, and digital materials. The other core element will be a continuous programme of focused promotion of the benefits of bus travel and the improvements made through the EP, with a focus on social media.	The Comms and Marketing approach will be delivered in partnership with operators and DfT. This will include social media, press releases, promotional events, posters, and provision of a one stop online information site/link for passengers, to promote the range of bus service improvements being delivered by SoTCC and operators through the BSIP/EP and other funding initiatives	An outline Communications and Marketing Strategy is summarised in section 4.4 (para 146-147) of the EP Scheme, with a more detailed version provided in Appendix J . The strategy details key marketing methods to be employed to promote BSIP initiatives, such as affordable and simplified fares, journey time, service and network coverage improvement. A dedicated resource will be provided to deliver and develop the Communications and Marketing Strategy. <i>Project delivery timeframes</i> The branding commissioning and procurement is aimed to be completed by Q1 2023/24, with delivery being in Q2-Q3

Scheme	Indicative Cost*	BSIP Proposal	Outcome Benefits	Delivery Update
				of 2023/24. Promotion of the network improvements will commence upon the start of the EP in Q2 of 2022/23.
Scheme delivery /Operational Management	£962,000	Provision of a BSIP Delivery, Management/ Co-ordination team	A team structure has been identified that will provide an overall Project Delivery Manager role, Network Management & Monitoring roles, and Duty Officers/ on-street Bus Wardens. In combination, these roles will enable improved management of traffic signals to support live bus priority, improved programming and coordination between planned highway works and bus services, improved management of emergency highway works to ensure buses are prioritised, improved provision of public transport information, and improved management of special events and unforeseen occurrences in support of bus reliability.	See Appendix C for BSIP Delivery and Operational Management Team posts/grades proposals. <i>Project delivery timeframes</i> Team recruitment is planned to commence in a staged approach, with a Project Delivery Manager to be in place for the start of the EP in Q2 2023/24. The recruitment of the remaining team members will be during Q3-4 2023/24 to Q2 2024/25.
Estimated Revenue Cost				Cost estimates are currently indicative. £14,338,500 is the indicative maximum revenue BSIP allocation.

Measures

124. The Council will co-ordinate the roll-out of a 'light touch' network brand across the platforms detailed below to the agreed design guide.
- All bus totems and bus shelters in the City Council area
 - All bus shelter plates in the City Council area
 - All bus stations including destination finders, where to board your bus, route finders, stop specific timetables, continuing your journey
 - Stoke Bus Info website with branded link from all operator's website
 - Enhanced Partnership promotional publicity
 - All real time information displays
125. SoTCC are committed to consulting and informing bus operators, and all statutory consultees as required, on the development of capital and revenue funded BSIP scheme designs and proposals, as outlined in Table 7 and Table 8 above, and for all new scheme proposals which may emerge during the period of this EP Plan and Scheme. Advance notification of SoTCC's intention to seek operator engagement for the development of scheme design proposals will be included as a standing agenda item for Stoke-on-Trent Enhanced Partnership Board meetings, which will convene a minimum of three times a year.
126. Scheme design and development will be steered by consultation responses and related surveys, including operator and bus passenger experience, and local transport user group feedback.
127. A BSIP Project Delivery Team will be created to ensure delivery of the objectives of the Enhanced Partnership and to provide support in delivering customer charter commitments, a project team will be created. This will contain up to ten people, as set out in the Team Structure in **Appendix C**. These posts will include:
- A BSIP Programme Manager – to be responsible for the delivery of EP initiatives and to provide overall leadership of the team
 - Two Project Managers for delivery of the Capital Programme
 - One Project Manager for delivery of Revenue Programme
 - Two Bus Operations Officers monitoring roles to enable a focused and dynamic management of traffic signal, roadworks, parking, bus stop and other traffic management issues in support of punctual and reliable bus operations
 - One Highways Network Operations Officer to provide effective dialogue between the bus operators and the network management and monitoring team
 - An Assistant Capital Project Manager to support programme delivery.
 - A Marketing and Communications Officer to ensure information and communication with customers is accurate, timely and effective.
 - Programme Support Officer to support programme delivery
128. Duties to be covered by the team include:
- Monitoring traffic flows and adjusting traffic signals to reduce congestion and delay to bus users;

- Send messages to the real time screens and variable message signs around Stoke-on-Trent to advise bus passengers and road users of any delays;
 - Co-ordinate action between operators to overcome problems on street;
 - Keep bus routes, bus lanes and bus stops clear of obstructions – for example, by moving vehicles on which are parked (including for loading) in such a way that they obstruct buses, or by assisting whenever a highway is blocked – for example by utilities work, maintenance work or by an accident;
 - Maintain bus stops, shelters, and bus timetables around the city;
 - Inspecting and resolving problems which are reported about the bus network for example, vegetation which obscures bus stops;
 - Assist passengers during special events – during one-off major events, or for regular special events, including university open days;
 - Assist passengers with day-to-day enquiries;
 - Collecting information about persistent causes of delay (for example, poorly phased traffic signals, loading vehicle obstructions) so that remedial action can take place.
 - SoTCC's BSIP team will liaise with bus operators and integrate with/assist SoTCC's Enforcement Teams to ensure infringement hotspots creating bus service delays are sufficiently enforced to deal with and deter these infringements.
129. Ensure the continuation of information service provided through the 'one stop shop' website <http://www.stokebus.info>, which includes an interactive map, that is currently funded by SoTCC through the Travel Demand Management fund (TDM). This to be maintained throughout the EP Scheme period up to 30th September 2025.
130. Additional promotion will be introduced to ensure that more people can gain the benefits from the information service provided by the website. Bus operators will still be able to provide their own information products and approaches to customers during this period.

Section 4 - Obligations on Bus Operators

4.1 Measures

131. Through the Enhanced Partnership operators will reduce and coordinate the number of timetable changes per annum, with changes being made no more frequently than four times a year. Timetable change intentions will be reported by the Operators to SoTCC BSIP Delivery and Operational Management Teams Programme Manager, with an explanation for the need and impact of the timetable change.
132. All bus operators in the City Council area are already part of the SMART multi-operator ticket programme. All operators will be required to provide full data on their sales of the SMART multi-operator ticket. The City Council will also maintain its role as the administrator of the SMART multi-operator ticket.
133. Operators will commit to working within the Enhanced Partnership to promote the SMART multi-operator ticket as the primary ticket for all journeys wholly within the SMART zone, and work to phase out as many single operator tickets as possible at the earliest opportunity. It is appreciated that for longer journeys crossing the SMART zone boundary, individual operator tickets will still be required.
134. Subject to confirmation of the funding allocated through the Bus Service Improvement Plan settlement from government, operators will commit to the reduction of maximum fares for the SMART multi-operator ticket to be agreed annually. Operators will also consider reductions in the price of single and return fares where this supports affordable travel in Stoke-on-Trent.
135. Subject to confirmation of the funding allocated through the Bus Service Improvement Plan settlement from government, operators will commit to the provision of enhanced frequency cross-city services, as referenced in Table 8, above and detailed within **Appendix I**. Initially, this will include proposals for the following services:
 - Link services 3/3A and 6/6A
136. Subject to confirmation of the funding allocated through the Bus Service Improvement Plan (BSIP) settlement from government operators will work with the City Council to enhance and develop the Stoke-on-Trent bus network to meet the changing needs of customers in accessing employment, education, and training, in line with proposals outlined in the BSIP.

4.2 OpEx Savings

137. This EP will ensure there will be a strong focus on co-ordinating the network to ensure services are run as efficiently as possible, with potential for efficiencies/savings to be directed to improving the network overall.
138. There are no immediate OpEx savings to be identified on the SoT / North Staffordshire bus service network, as no route corridors on the network have any direct operator competition, or over provision, which could afford the opportunity to reallocation bus service resources on other sections of the network.
139. Opportunities for future OpEx savings will be considered through the delivery and performance monitoring of the 'Improved Bus Services' proposals, summarised in Table 8, and detailed in **Appendix I**.

4.3 Greening the SoT Bus Fleets

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

Retrofit Bus Fleet Programme

141. £800,000 funding has been allocated, by the Government's Joint Air Quality Unit, to retrofit buses in the city, to specific focus on reducing Nitrogen Dioxide emissions.
142. This scheme is part of a response to a government direction which requires interventions in three key corridors to reduce air pollution. Two of the corridors are in Stoke-on-Trent: Bucknall New Road and Victoria Road, and one in Newcastle Under Lyme.
143. Bus emissions on the Bucknall New Road corridor are being reduced through a retrofit programme, to achieve air quality level compliance.
144. Agreement with First Bus, has identified fifty buses for retrofit, with commitments:
- to have 50% of the bus fleet to be of Euro 6 standard by 1st April 2023. As of February 2023, 80% of First's Euro 6 fleet is already Euro 6.
 - to have 100% of the bus fleet to be Euro 6 standard by 1st April 2028
 - for the first non-ICE buses to be operating in the city by 1st April 2028

4.4 Communications/Marketing Strategy

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

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

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

147. The key communication and marketing methods to be employed to promote the BSIP initiatives, as detailed in Table 4 and Table 5 (Section 4.7) above, including the affordable and simplified fares, quicker, more reliable journey times , and the bus service network enhancements are summarised in Table 8, below.

Table 8: Key Communications/Marketing Methods

Task	Actions	Resource
Online one stop information Source	Refresh/revamp existing Stoke on Travel Public Transport Website , providing user friendly platform to obtain bus service information, access details on fares promotions/incentives, service improvements, bus priority measures and real time bus service timetables and performance.	A dedicated Comms / Marketing Resource will be allocated to each task, via the SoTCC BSIP Delivery Team/ The BSIP Delivery team will

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

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

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

Section 5 – Governance Arrangements

Review of Enhanced Partnership Scheme

149. Once the Enhanced Partnership Scheme is made, it will be reviewed by the Enhanced Partnership Board every six months following publication of data on progress towards targets, as required by the Enhanced Partnership Plan – this will ensure any necessary action is taken to deliver the targets set out in the Enhanced Partnership Plan. SoTCC will initiate each review.
150. The Enhanced Partnership Forum can also decide to review specific elements of the scheme on an ad-hoc basis. Enhanced Partnership Forum members should contact the Council using the following email address [*email address tbc*] explaining what the issue is and its urgency. The City Council will then decide whether to table at the next scheduled meeting of the Enhanced Partnership Board or plan for all or the necessary Enhanced Partnership Board members to gather more quickly.

Variations to Enhanced Partnership Scheme

151. The primary purpose of the Board is to oversee the delivery of and future development of the Enhanced Partnership Plan and Scheme, and in satisfying this the Board is established by the Enhanced Partnership with the mandate to take decisions using bespoke arrangements for varying or revoking the Enhanced Partnership Scheme. These bespoke arrangements will apply only to Part B (the Enhanced Partnership Scheme) sections 3 (obligations on the Council) and 4 (obligations on bus operators). Consideration will be given to Enhanced Partnership Scheme variations put forward by Board members including the City Council, or by any Operator of Qualifying Bus Services, or by one of the organisations represented on the Enhanced Partnership Forum. The proposer of a variation should demonstrate how this might contribute to achieving the objectives set out in the BSIP, Enhanced Partnership Plan and current local transport policies. Such requests should be in writing and submitted to [*email address tbc*]. SoTCC will forward all requests onto all Enhanced Partnership Forum members within **five** working days.
152. On receipt of a request for a variation using bespoke arrangements under this section, SoTCC will reconvene the Enhanced Partnership Board, giving at least 14 days' notice for the meeting, to consider the proposed variation. If the proposed variation is agreed unanimously (i.e., by all bus operator representatives present, and by Stoke-on-Trent City Council) the City Council will make the Enhanced Partnership Scheme variation within **seven** working days and publish the revised Enhanced Partnership Scheme on its website. Enhanced Partnership Board members who are absent or not expressing a view at the meeting (either in person or in writing) will be deemed to be abstaining

from the decision. Should the proposed variation not be agreed unanimously, the bespoke objector mechanism process will be applied.

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

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

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

For clarification, a veto cannot be used to impose any additional financial requirement on operators.

Operator objections to proposed Enhanced Partnership Scheme and future proposed variations

155. The proposed Enhanced Partnership Scheme and any subsequent proposed variation, for all sections where bespoke variation arrangements described above in paragraphs 152, 153 and 154 do not apply, or where unanimous agreement is not reached, can only be adopted following a minimum 28-day period of review by all operator representatives. The Board will assess operator objections using two criteria as required in section 11 parts (4) and (5) of the Enhanced Partnerships and Schemes (Objections) Regulations 2018

These criteria are:

Criterion 1

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

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

Criterion 2

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

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

157. This process is only introduced for variations which are not covered by the Bespoke Variation arrangements. Paragraph 153, above, states the Bespoke arrangements covers the Obligations on the Council in section 3 of the EP Scheme, which includes all the BSIP Capital and Revenue schemes, and the Obligations on Operators in section 4 of the EP scheme.

Revocation of an Enhanced Partnership Scheme

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

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

List of Appendices:

Appendix A – Stoke on Trent Customer Charter

Appendix B – Affordable Fares Package – Summary

Appendix C - SoT BSIP Delivery + Operational Management Team

Appendix D - SCOOT 7 Upgrade Locations

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

Appendix F – Infringement hotspot location details

Appendix G - Bus service network maps for all operators

Appendix H – Bus Operator fleet inventory vehicle specifications

Appendix I –Bus Service Enhancement Strategy

Appendix J – Communications and Marketing Strategy

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

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

Appendix M - Newport Lane Link Road proposal overview plan

Appendix N – Newport Lane Supporting Analysis

Appendix O - EP Plan and Scheme: Statutory Consultation Feedback

Appendix A

Stoke-on-Trent Customer Charter

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

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

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

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

Whilst the Charter does not create any new legal relationship with passengers, bus passengers do have legal rights when travelling by bus which are unaffected by this Charter. More information on the rights of passengers can be found at:

Rights & Accessibility • Bus Users

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

- A safe, comfortable journey on a well-maintained bus
- A consistently high standard of cleanliness on all buses with all buses cleaned daily
- The route number and destination will be clearly always displayed on the bus
- A bus driver who is helpful and treats people with respect and empathy
- A range of simplified ticket options, enabling you to select the most suitable ticket for your journey with confidence. All ticket options and fares will be clearly displayed on the <http://www.stokebus.info> website, with links from each operator's website.
- Arrangements for you to tell us what you like or don't like about bus services
- Buses that arrive on time. It is our intention for 95% of journeys to be on time (no more than one minute early or five minutes late). Where factors outside our control such as traffic congestion, roadworks or extreme weather affect your

journey, we will keep you informed as soon as possible so that the impact on your journey is minimised

- A bus service that generates an overall customer satisfaction rating of at least 94%
- Up-to-date timetable information for all bus services in a single, clear, readable format, located on the <http://www.stokebus.info> website.
- Space on bus services for wheelchairs.

We want to know when services do not meet your expectations. For comments and suggestions about services:

We also invite comments or suggestions as to how to improve our bus services.

Arriva

Send an email to:

Phone: 0344 0800 4411

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

D&G Bus

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

Phone: 01782 332337

First Potteries

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

Phone: 0345 646 0707

Social Media: Twitter @potteriesbuses

Scraggs Coaches

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

Phone: 01782 336677

Stanton's of Stoke

Phone: 01782 827282

Send an email to: Sales@stantonsofstoke.co.uk

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

Send an email to: **tbc**

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

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

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

Tel 0300 111 0001

Email complaints@bususers.org

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

The number and type of comments will be monitored by operators and the Council. A summary and action plan will be published every 6 months as part of the BSIP reporting process. This will also include reporting of progress against commitments in this Charter.

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

Publication of the Charter

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

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

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

Next update due: June 2023

Appendix B

AFFORDABLE FARES PACKAGE – PROPOSAL SUMMARY

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

From 1st July, 2023:

A range of discounted bus fares will be introduced for all bus operator journeys made within the Stoke-on-Trent bus network (covering the current SMART pass area).

The discounted fares will be in place for a minimum of 12 months (from 1st July 2023 to 30th June 2024), and subject to demand monitoring and available funding, the intention is to extend the discounted fares period for a further 12 months, from 1st July 2024 to 30th June 2025.

The range of discounted fares to be introduced is to be confirmed following forecasting and affordability analysis. The table below provides an illustrative example of the potential type and range of discounted and simplified fares (**in green shaded column**) that could be introduced on the 1st July 2023, compared to the current range of bus fares. Please note the potential discount fares presented in the table below are for illustrative purposes only and confirmation of the range of discounted fares to be introduced for all operators through the affordable fares initiative will be finalised in April 2023.

The affordable fare package is designed to attract new patronage to the bus network, as well as rewarding regular bus passengers, by providing a more affordable alternative to private car or taxi use.

Student fares will be aligned with child fares, and the age limit for child fares increased to U19 (18 and under) for consistency across all operators. Bring the student fares in line with the child fares is an incentive to encourage more young adults to use the bus network and for them to remain bus passengers beyond their studies.

Ticket	Current First	Current D&G	Current SMART <i>(unlimited travel on all operators' services in SoT + Newcastle Borough)</i>	Illustrative Example of Potential Discounted Fare range: From 1st July 2023	Comments
Adult (aged 19 and over)					
Single	Varies, typically, c. £2.50	£2.30	n/a	£2.00	
Return	£4.50	£4.50 (£3.30 'early bird' before 9.30am w/day) ²	n/a	n/a	For simplicity, no return tickets. Day ticket discount will be cheaper than 2 x single fare.
Day	£5.20		£5.90	£3.50	
Week	£19.00	£18.00	£21.00	£12.00	
Month	£70.00		£75.00	£42.00	
3 Month	£194.00		£194.00	£115.00	
Annual	£750.00		£580.00	£400.00	
Student (with ID)³					
Single		20% off adult fare		£1.50	Student fares will be brought in line with Under 19 fare rates.
Return		£4.00		n/a	
Day				£2.00	
Weekly		£15.50	£17.80	£7.00	
Month		£45.00	£56.00	£24.00	
3 month			£139.00	£60.00	
Annual		£450 (via myTrip app)	n/a	£200.00	

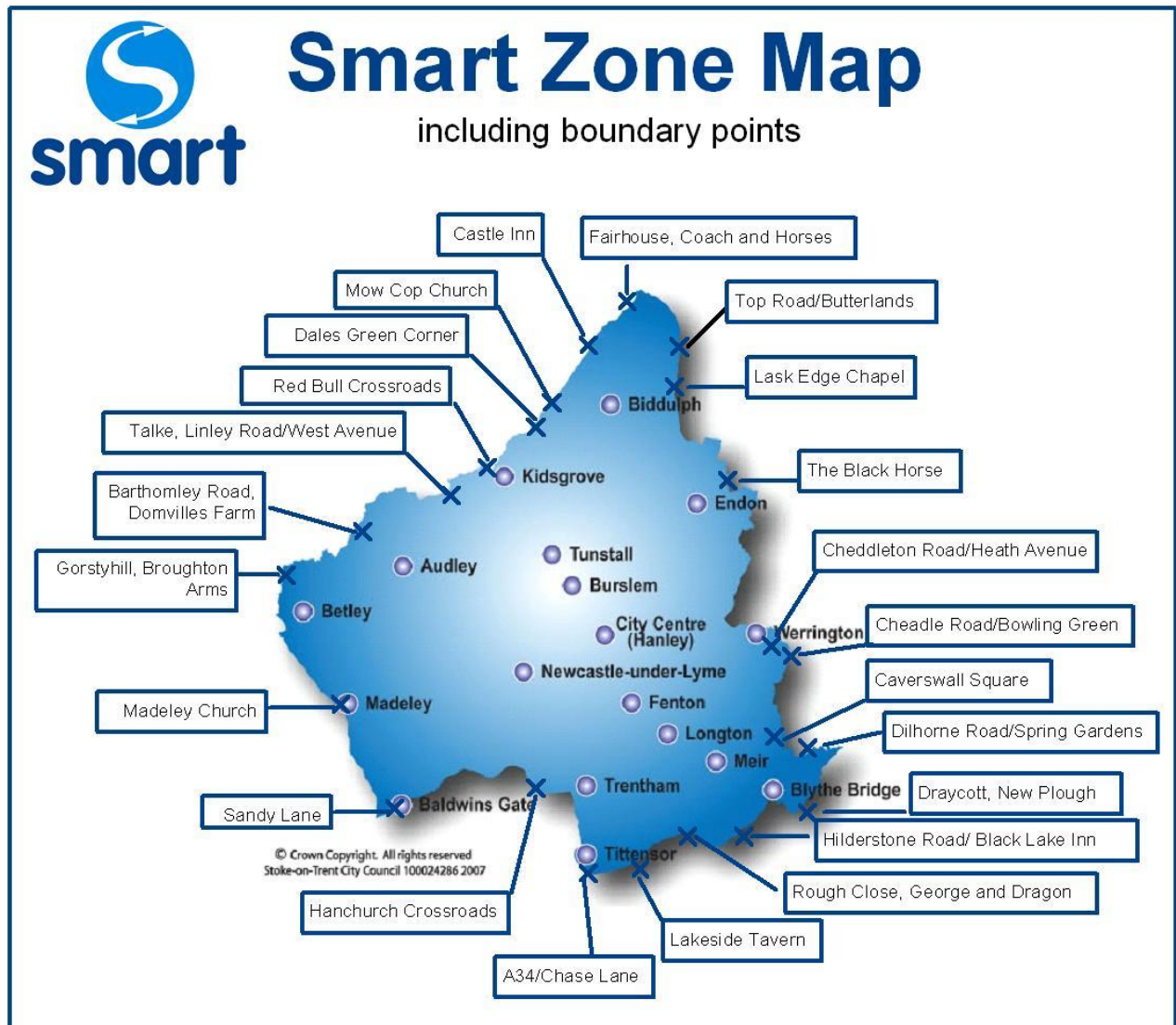
² D&G can maintain their early bird ticket (which is just valid on their services) if they choose to

³ Aligned students fares with young persons (under 19) fares, to keep fare options and analysis simple

Ticket	Current First	Current D&G	Current SMART	Illustrative Example of Potential Discounted Fare range: From 1st July 2023	Comments
Under 19 (aged 18 and under)					
	Under 16s	Under 19 (5-18)		Under 19 (18 and under)	
Single	"From £1.10"	From £1.55	n/a	£1.50	
Return	£3.30	£3.00	n/a	n/a	
Day	£4.00		£4.40 (U16)	£2.00	
Week	£14.30	£15.50	£15.75 (U16)	£7.00	
Ticket	Current First	Current D&G	Current SMART	Illustrative Example of Potential Discounted Fare range	Comments
Under 19 (aged 18 and under)					
Month	£52.50		£56.00 (U16)	£24.00	
3 Month	£139.00		£139.00 (U16)	£60.00	
Annual	£562.50		n/a	£200.00	

SMART Area

The range of discounted bus fares will be introduced for all bus operator journeys made within the SMART travelcard area. The SMART travelcard area is illustrated in the Figure below.



The discounted fares will be in place for a minimum of 12 months (from 1st July 2023 to 30th June 2024), and subject to demand monitoring and available funding, the intention is to extend the discounted fares period for a further 12 months, from 1st July 2024 to 30th June 2025.

Operator Fare Reimbursement

BSIP funding for the affordable fares initiative will fund the operators fare reimbursement for the price difference between the operators normal (shadow) fare and the discount fare for all passengers' fares within the SMART network.

Application of a generation factor will be considered, following prior consultation and agreement with operators, after the first 6 months of the scheme, and reconsidered after 12 months.

For the first 6 months of the initiative (1st July-31st December 2023).

- Operators to be reimbursed the price difference between the shadow fare and the discount fare for all passenger fares. No 'generation factor' will be applied to the reimbursement.

Monitoring: Patronage demand and the ongoing cost of the initiative will be monitored on a monthly bases, in conjunction with operators, to ensure any potential service overcrowding risks generated by a rapid increase in patronage demand are closely monitored and appropriate service capacity provision actions considered, such as the introduction of a larger bus, to alleviate any potential capacity constraint concerns.

Months 7-12 (1st January - 30th June 2024): Depending on the outcome of the patronage demand and ability of operators to accommodate increased service capacity requirements, during the first six months as described above, operators fare reimbursements during months 7-12 will either:

- Continue with operators being reimbursed for the price difference between the shadow fare and discount fare for all passenger fares. No 'generation factor' applied.

OR

- An agreed generation factor applied for months 7-12, to provide a financial resource for operators to reinvest in providing additional service capacity where needed. Application of a generation factor will only be introduced following consultation and agreement with operators.

Months 13-24 (1st July 2024 to 30th June 2025), either:

- Continue with generation factor application, if introduced in month 7.

OR

- Apply generation factor for months 13-24 (subject to discussion/agreement with operators).

OR

- Continue with operators being reimbursed for the price difference between the shadow fare and discount fare for all passenger fares. No generation factor applied.

The operator reimbursement payment process for the affordable fares initiative will follow a similar procedure to that already in place with SoTCC for the SMART travelcard scheme. These details will be finalised with operators in spring 2023, prior to the launch of the affordability fares initiative in July 2023.

Simplified Ticketing Network

The Enhanced Partnership will work on introducing a simplified 'tap-on, tap-off' ticketing system for use by all bus operator fleets across the network. SoTCC will work with bus operators to facilitate the roll out of 'tap-on, tap-off' technology, to simplify ticketing across the network, compliment the affordable fares initiative and provide faster journey times through quicker boarding of passengers.

Scheme Affordability Analysis

Initial analysis has been undertaken, in conjunction with SoTCC, bus operators and consultancy support, to estimate the patronage uplift and the predicted cost of funding the discounted fares proposals.

Bus operator's annual patronage data for a 12-month period in 2022/23 and fare type revenue within the SMART network area, has been used as a baseline to estimate the potential cost of delivering the discounted range of fares over a 24-month period.

A percentage increase for annual inflationary costs, plus a percentage increase factor for post covid patronage recovery growth trends and inclusion of an elasticity factor for an estimate of the potential growth in patronage demand attracted by the discounted fares, have been applied to the baseline annual patronage revenue figure. This calculation provided an estimate of the cost for delivering the discounted fares scheme over the 24-month period, between 1st July 2023 and 30th June 2025.

In terms of elasticity, a fare elasticity of '-0.3' has been applied, based on a range of previous bus fare elasticity studies.

In summary, these initial calculations estimated that the potential cost of delivering the affordable fares scheme with an indicative range of discounted fares over 24 months, is in the region of £7,400,000. Further forecasting and affordability analysis is being undertaken during spring 2023 to finalise the range of discounted fares to introduce on the 1st of July.

Beyond the duration of the affordable fares initiative, the legacy aim of the scheme is to have attracted higher patronage rates on to the bus network in sufficient numbers to support the financial viability of sustaining bus services and enabling further discounted bus fares to remain in place on a commercial basis beyond June 2025.

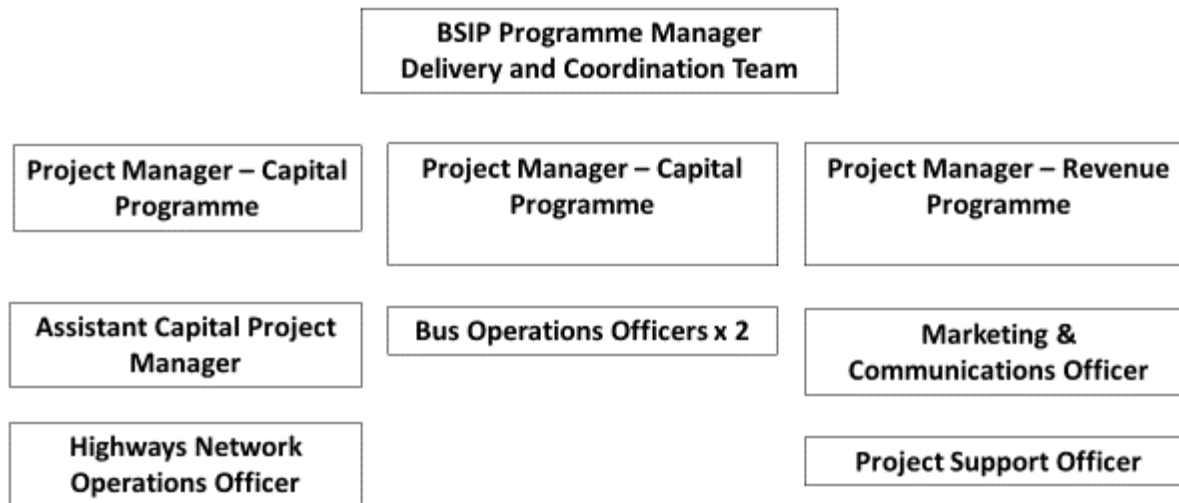
This proposal will ensure that travel by bus in the Stoke-on-Trent area will become more affordable and attractive for a larger percentage of the population, particularly for younger passengers, students and will provide a cheaper transport option for journeys for work and leisure, then using a private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

Appendix C

SoT BSIP DELIVERY + OPERATIONAL MANAGEMENT TEAM

Proposed Posts

SoT BSIP DELIVERY + OPERATIONAL MANAGEMENT TEAM *Proposed Posts*



Key Delivery Roles: Summary of duties

BSIP Programme Manager:

- Overall responsibility for development and delivery of the BSIP Capital and Revenue programme of £31 million (up to March 2025) and the delivery and update of the EP Plan and Scheme
- The lead for development and delivery of the infrastructure and predominantly capital elements of BSIP including bus priority schemes.
- Work closely with officers delivering other aspects of the Council's capital and revenue programmes in order to co-ordinate delivery and to ensure that opportunities to maximise bus priorities benefits are identified.
- Strategic lead for BSIP infrastructure investment to ensure strategic partnerships between public and private bodies, aligning resources to deliver strategic priorities of BSIP.
- Required to coordinate a number of strategies and workstreams progressing at the same time.
- Overall supervision and work planning responsibility for the SoT BSIP DELIVERY + OPERATIONAL MANAGEMENT TEAM
- Direct reports include the two Project Managers (Capital and Revenue programmes), and the Project Support Officer. Agreed programme of work and for the overall management of direct reports, who in turn have responsibility to provide management of their staff.
- Ensure a diverse long term maintenance funding model to support the future of BSIP, including maximising income and commercial partnerships, maximising grant funding and external funding and ensuring efficient service delivery;
- Responsible for ensuring that the programme delivers bus priority, transport user and scheme construction decarbonisation outcomes.

Project Managers – Capital Programme

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

Project Manager – Revenue Programme

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

Assistant Capital Project Manager

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

Bus Operations Officers

- To assist in the day-to-day management of the City Council's bus station facilities and other public transport infrastructure across the city
- To assist in maintaining provision of passenger information at bus stations and at other key points across the city
- To ensure that bus operators and the public comply with the Regulations, Health & Safety and Operational Guidelines of the bus station facilities
- To engage in day-to-day liaison with Police and other bodies, occasionally attending interagency meetings where appropriate
- To provide a professional but friendly approach to the travelling public and bus operators, ensuring any queries or issues are dealt with in a timely manner
- To ensure safe and effective day-to-day operation of the City Centre bus station, including monitoring all areas and assisting and instructing cleaning staff if necessary

- To monitor CCTV coverage of the City Centre bus station, recording and collating details of any criminal or unusual activity for onward transmission to the relevant authority, taking care to respect all aspects of Data Protection throughout, and to make effective use of any radio, public address or traffic control system provided
- To act as the first point of contact for any incidents on site, assessing the situation and escalating to the relevant emergency services if required, collating any necessary details
- To issue any required warning or penalty charge notices to bus company staff or members of the public where necessary
- To carry out minor repairs at the two bus station sites where feasible, ensuring that the sites can safely remain open
- To carry out the assembly and installation of small items of roadside bus infrastructure across the city, including bus stop signage, using City Council pool fleet vehicles, and ensuring that any relevant equipment (e.g., vehicles, ladders, tools) are checked for safety prior to use, and to carry out periodic cleaning of council-owned bus shelters across the city
- These posts will be incorporated into the existing Public Transport Operational team structure, based at the City Centre Bus Station in Hanley.

Highways Network Coordination Officer

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

Marketing and Communications Officer

- Assist in the planning and delivery of the Communications Strategy
- Respond to all Customer Service requests, ensuring any queries or issues are dealt with in a timely manner
- Assist with development of consistent standards for all roadside publicity across the city, including but not limited to timetable displays and bus stop flags, and assist the bus station team with installation of the same
- Assist with updates to the council's public transport website as necessary, in conjunction with the bus station team
- Represent the local authority at events such as university "freshers' fairs", advising on the availability and cost of public transport services
- This post can be incorporated into the existing Public Transport Operational team structure, based at the City Centre Bus Station in Hanley.

Project Support Officer

- Assist in the general administration of the BSIP delivery programme
- Assist and support other members of the team where necessary and appropriate.
- Reports to the BSIP Programme Manager

Appendix D

SCOOT 7 UPGRADE LOCATIONS

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

Region	Junction	Type	Eastings	Northings
Cobridge	Waterloo Road / Grange Street	Ped	387451	348776
	Waterloo Road / Greyhound Way	Junction	387500	348682
	Waterloo Road / Cobridge Road	Junction	387605	348550
	Waterloo Road / Kirby Street	Ped	387390	348956
	Waterloo Road / Windemere Street	Ped	387748	348392
Burslem	Waterloo Road / Moorland Road	Junction	386916	349838
	Market Place / Town Hall	Ped	386813	349814
	Moorland Road / Hamil Road	Ped	386989	349874
	Waterloo Road / Swan Square	Ped	386950	349764
	Waterloo Road / Pitt Street / Baptist Street	Junction	387066	349551
Potteries	Potteries Way / Old Hall Street	Junction	388584	347602
	Potteries Way / Upper Hillchurch Street and Potteries Way / Huntbach Street (shared OTU)	Ped	388496	347903
			388544	347759
	Potteries Way / Birch Terrace	Ped	388606	347410
Etruria	Etruria Road / New Century Street / Sainsbury's	Junction	387659	347556
	Potteries Way / Clough Street	Junction	387755	347314
	Potteries Way / Broad Street	Junction	387956	347202
	Potteries Way / Cannon Place	Ped	388198	347066
	Potteries Way / Hinde Street	Ped	388041	347143
	Potteries Way / Bethesda Street	Junction	388300	347128
Leek Road	Leek Road / Station Road	Junction	388099	345542
	Leek Road / Caudon Road	Junction	388424	345981
	Leek Road / Conway Street (shares OTU with Caudon Road junction)	Ped	388338	345872

Region	Junction	Type	Eastings	Northings
	Leek Road / Boughey Road	Ped	388201	345697
Leek New Road	Leek New Road / Norton Lane	Junction	389908	350499
	Leek New Road / Newford Crescent (shares OTU with Chasewater Drive junction)	Ped	389672	350354
	Leek New Road / Chasewater Drive	Junction	389600	350309
A34	A34 / Leaside Road	Junction	386089	344145
	A34 / Northbound / Southbound (shares OTU with Leaside Road junction)	Ped	386044	344234
	A34 / Clayton Lane	Junction	385969	344395
	A34 / Clinical Education Centre	Junction	385735	344857
	A34 / Hospital Entrance	Junction	385534	345095
	A34 / The Avenue	Junction	385440	345221
A500	A500 / City Road	Junction	388017	345089
	A500 / Stoke Road / Vernon Road	Junction	387703	345757
	A500 / Stoke Road / Shelton Old Road	Junction	387666	345719
Bucknall	Leek Road / Bucknall Road	Junction	389623	347370
	Bucknall Road / Dividy Road	Junction	389895	347307
All locations	SCOOT 7 – software installation/ configuration refresh/Validation / Service Management /Bus Priority enhancement functionality			
	Monitoring/Evaluation			
Total				

Appendix E

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

Clarification following Operators feedback:

Journey time analysis through SCOOT 7 can provide SoTCC with a useful method for aggregating journey time benefits to support the business case for funding bus priority measures and for BSIP/EP monitoring purposes. It should be noted that it is not SoTCC's intention to use these aggregated journey time savings as a measure to identify operational saving that can be reinvested by the operators. SoTCC acknowledge that any bus journey time savings on any given day are unlikely to be sufficient to enable an operator to make significant operational bus fleet savings, and operators will not be held to this.



NOTES - Junctions, Bus Services and Frequency

Region	Outstation	Type	Main bus services	Frequency (hrly)
Current bus services passing through identified junctions M-F Frequency of services				
A34	A34 / Clinical Education Centre	Junction	101	2
A34	A34 / Hospital Entrance	Junction	1, 22, 25, 10	11
A34	A34 / The Avenue	Junction	1, 22, 25, 10	11

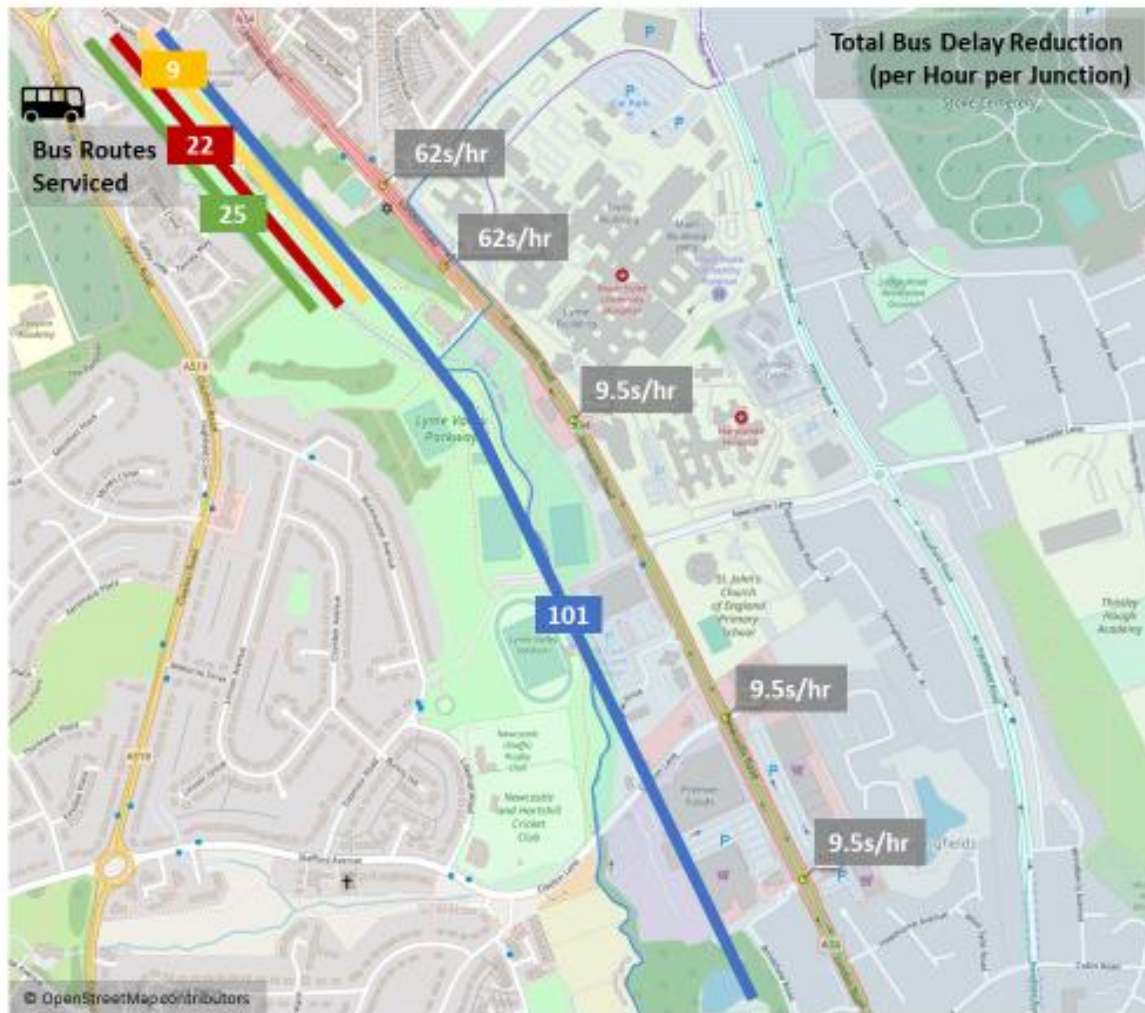
Table 1 – Before Bus Service Improvements

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

Table 2 – After Bus Service Improvements

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

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



Sheet 1 - Junctions, Bus Services and Frequency

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

Table 1 – Before Bus Service Improvements

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

Table 2 – After Bus Service Improvements

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

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



Sheet 2 Junctions, Bus Services and Frequency

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

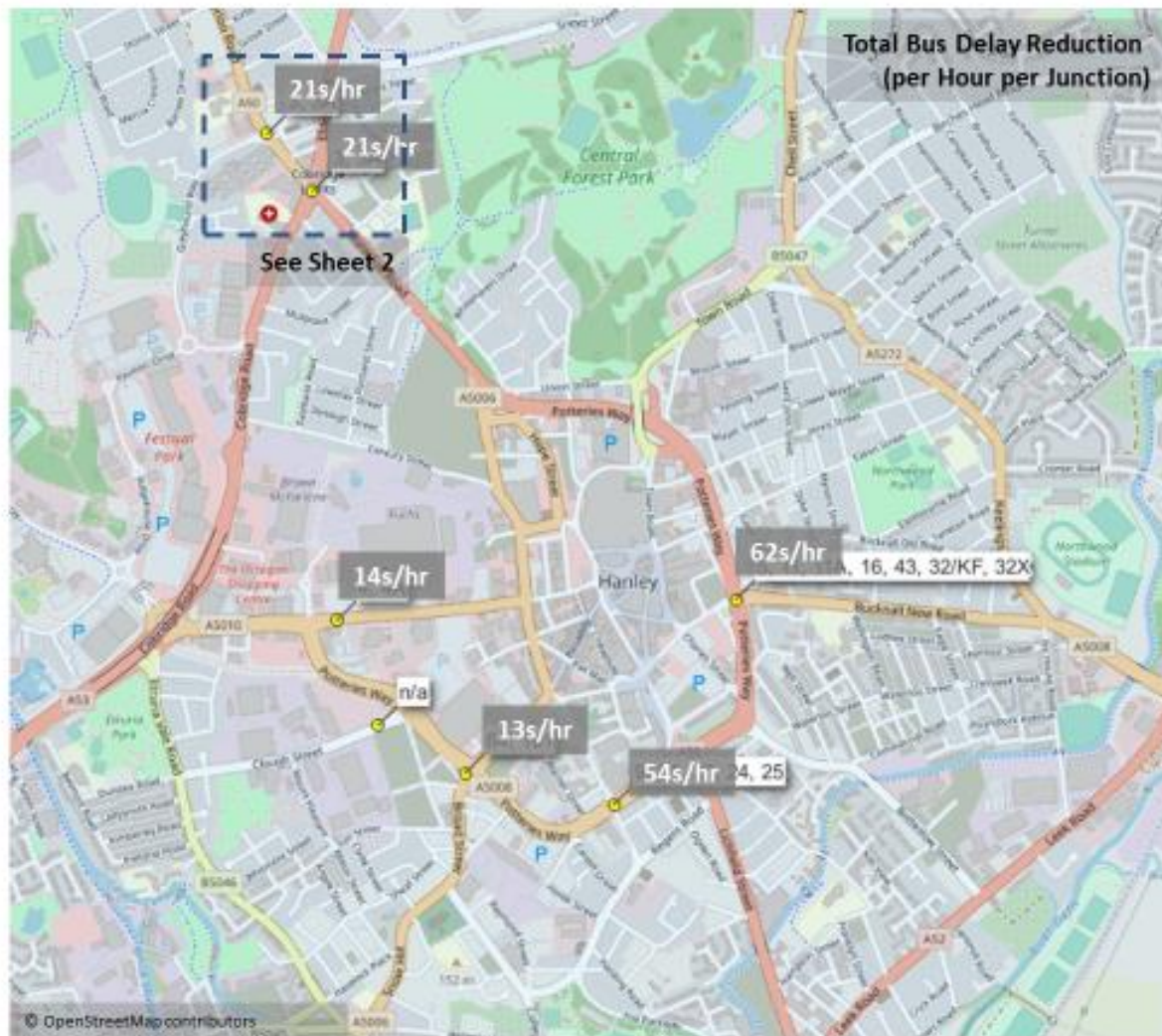
Table 4 – Before Bus Service Improvements

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

Table 5 – After Bus Service Improvements

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

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



Sheet 3 Junctions, Bus Services and Frequency

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

Table 7 – Before Bus Service Improvements

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

Table 8 – After Bus Service Improvements

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

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



Sheet 4 Junctions, Bus Services and Frequency

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

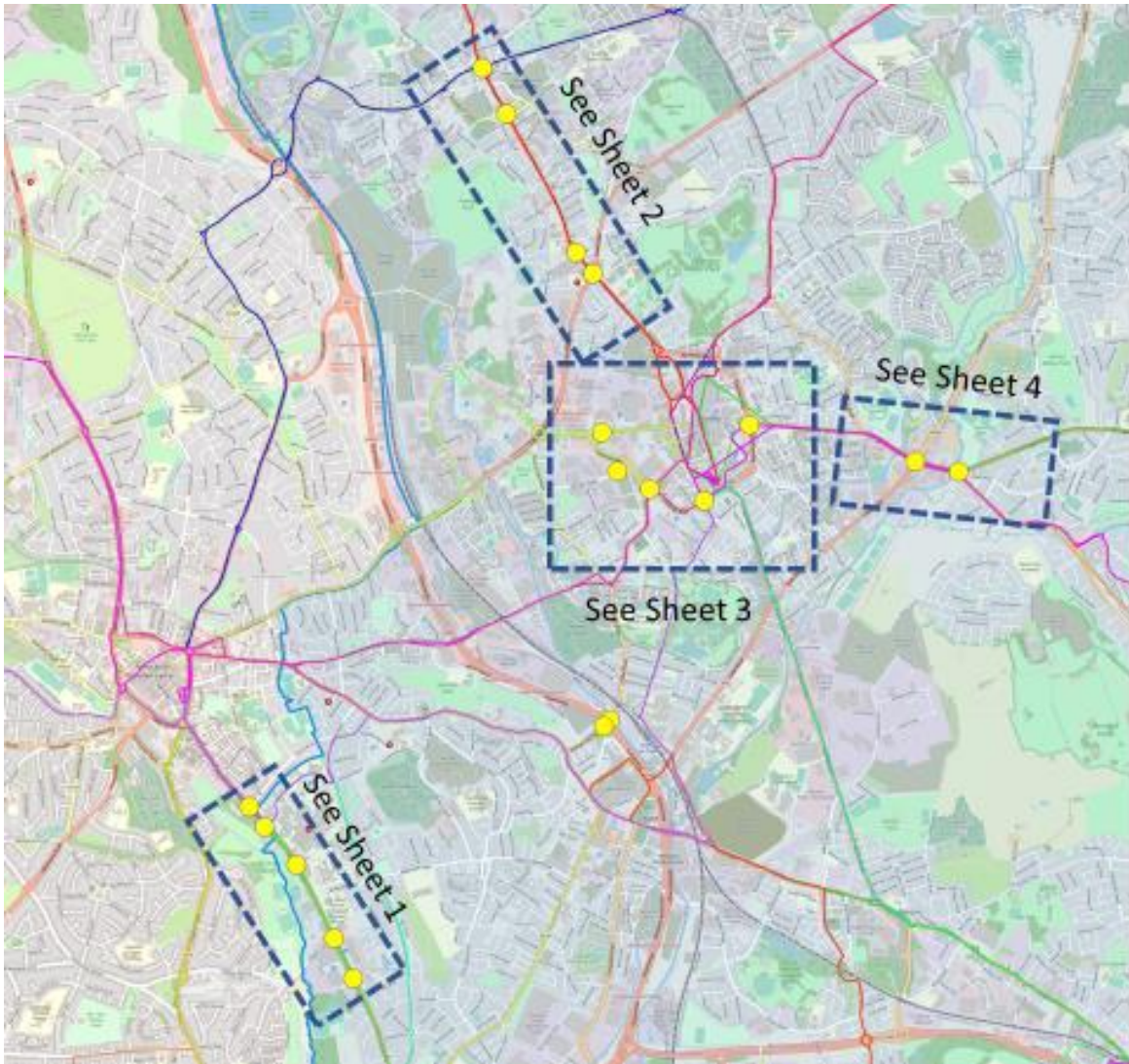
Table 10 – Before Bus Service Improvements

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

Table 11 – After Bus Service Improvements

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

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



Overview Map

Bus Priority Not Called



Bus Priority Called





© 2022 TRL Ltd

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

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

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

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

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

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

Appendix F:

INFRINGEMENT HOTSPOT LOCATION DETAILS

Location	Enforcement Issue
Broad Street, Hanley - adjacent to new multi storey car park	Parking issues create major congestion and delay for buses. Requires red route with camera enforcement, parking causes issues for buses and major congestion. This area will have even more traffic flowing through once the new 730 space car park is open.
Longton: The Strand, Market Street, Transport Lane	Illegal parking in bus lane on the strand to access the shops /banks.
Tunstall High Street Bus Lane	Illegal parking in bus lane
Waterloo Rd in Burslem	blind spots and still issues with vehicles parking all day and night.
Weston Road (Weston Coyney) Rd- From the Co-op to the A50 Roundabout	
Moorland Road (Burslem) – From Jackson Street to the Junction	
Market Place (Burslem) – Junction to A-Z motor spares (Loading bay needed)	
Roundwell Street / Roundabout, Tunstall	Has regular parking issues due to the barbers in the area
Christchurch Street, Fenton – From Baker Street to City Road (Bus Route)	
Church Street, Stoke – Outside Bridal shop to Liverpool Road (supermarket parking)	
Location	Enforcement Issue
Bucknall New Road, Hanley (top – A50 Ring Road to Lindop Street)	Parking/loading
King Street, Longton (March Rd to Baths Rd)	Parking/loading
Parliament Row, Hanley	Illegal parking generated by nearby restaurants /takeaways
Camera vehicles (cars or vans ?)	Mobile operation which can provide reactive response at infringement hotspots

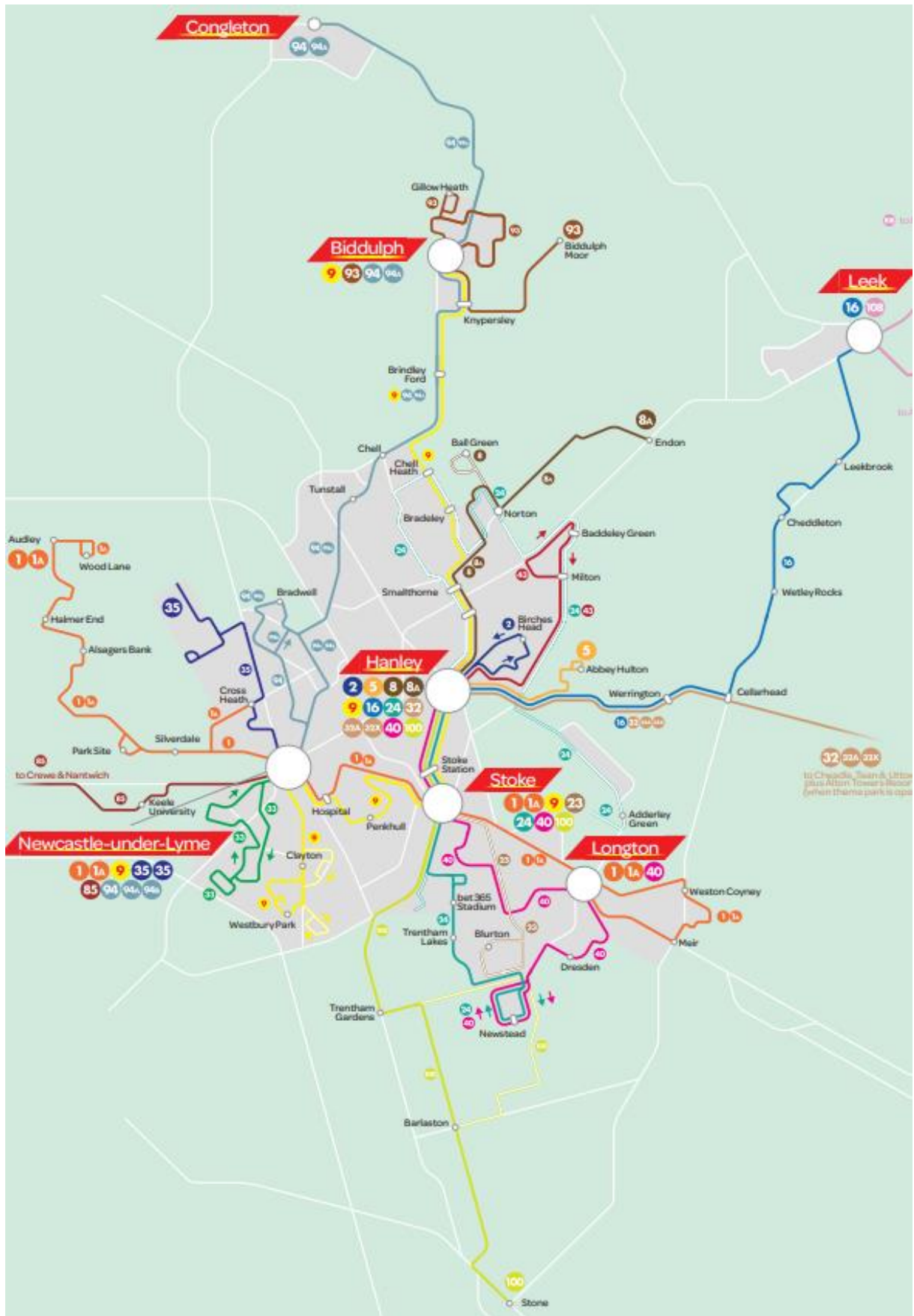
Location	Enforcement Issue
Three camera review officers are a level 5 position and with this plus other camera enforcement opportunities in the pipeline we could be looking at a need for 3 further FTE's.	Back office support for Camera monitoring.

Appendix G Bus service network maps for all operators

FIRST POTTERIES



D&G Bus and Scraggs Coaches Network



Appendix H

BUS OPERATOR FLEET INVENTORIES

Fleet Vehicle Specifications for Bus Operators Servicing the Stoke-on-Trent Network

First Bus Fleet Inventory

Depot	Bus Size / Type	Vehicle Manufacture / Model	Engine	Fleet no.
Adderley Green (AG)	Double Decker (DD)	Alexander Dennis Enviro400	Euro 6	33826
AG	DD	Alexander Dennis Enviro400	Euro 6	33827
AG	DD	Alexander Dennis Enviro400	Euro 6	33828
AG	DD	Alexander Dennis Enviro400	Euro 6	33829
AG	DD	Alexander Dennis Enviro400	Euro 6	33830
AG	DD	Wright StreetDeck	Euro 6	35939
AG	DD	Wright StreetDeck	Euro 6	35940
AG	DD	Wright StreetDeck	Euro 6	35941
AG	DD	Wright StreetDeck	Euro 6	35942
AG	DD	Wright StreetDeck	Euro 6	35943
AG	DD	Wright StreetDeck	Euro 6	35944
AG	DD	Wright StreetDeck	Euro 6	35945
AG	DD	Wright StreetDeck	Euro 6	35946
AG	DD	Wright StreetDeck	Euro 6	35947

Depot	Bus Size / Type	Vehicle Manufacture / Model	Engine	Fleet no.
AG	DD	Wright StreetDeck	Euro 6	35948
AG	DD	Wright StreetDeck	Euro 6	35949
AG	DD	Wright StreetDeck	Euro 6	35950
AG	Single Decker (SD)	ADL – E200MMC	Euro 6	67141
AG	SD	ADL – E200MMC	Euro 6	67142
AG	SD	ADL – E200MMC	Euro 6	67143
AG	SD	ADL – E200MMC	Euro 6	67144
AG	SD	ADL – E200MMC	Euro 6	67145
AG	SD	ADL – E200MMC	Euro 6	67146
AG	SD	ADL – E200MMC	Euro 6	67147
AG	SD	ADL – E200MMC	Euro 6	67148
AG	SD	ADL – E200MMC	Euro 6	67149
AG	SD	ADL – E200MMC	Euro 6	67150
AG	SD	ADL – E200MMC	Euro 6	67151
AG	SD	ADL – E200MMC	Euro 6	67152
AG	SD	ADL – E200MMC	Euro 6	67153
AG	SD	ADL – E200MMC	Euro 6	67154
AG	SD	ADL – E200MMC	Euro 6	67155
AG	SD	ADL – E200MMC	Euro 6	67156
AG	SD	ADL – E200MMC	Euro 6	67157
AG	SD	ADL – E200MMC	Euro 6	67158

Depot	Bus Size / Type	Vehicle Manufacture / Model	Engine	Fleet no.
AG	SD	ADL – E200MMC	Euro 6	67159
AG	SD	ADL – E200MMC	Euro 6	67172
AG	SD	ADL – E200MMC	Euro 6	67173
AG	SD	ADL – E200MMC	Euro 6	67174
AG	SD	ADL – E200MMC	Euro 6	67175
AG	SD	ADL – E200MMC	Euro 6	67176
AG	SD	ADL – E200MMC	Euro 6	67177
AG	SD	ADL – E200MMC	Euro 6	67178
AG	SD	ADL – E200MMC	Euro 6	67179
AG	SD	ADL – E200MMC	Euro 6	67180
AG	SD	ADL – E200MMC	Euro 6	67181
AG	SD	SCANIA – CN94	Euro 3	65029
AG	SD	SCANIA – CN94	Euro 3	65031
AG	SD	SCANIA – CN94	Euro 3	65032
AG	SD	SCANIA – CN94	Euro 3	65034
AG	SD	SCANIA – CN94	Euro 3	65035
AG	SD	SCANIA – CN94	Euro 3	65036
AG	SD	SCANIA – CN94	Euro 3	65038
AG	SD	SCANIA – CN94	Euro 3	65039
AG	SD	SCANIA – CN94	Euro 3	65041
AG	SD	SCANIA – CN94	Euro 3	65042

Depot	Bus Size / Type	Vehicle Manufacture / Model	Engine	Fleet no.
AG	SD	WRIGHTBUS – STREETLITE (CUMMINS)	Euro 6	63012
AG	SD	WRIGHTBUS – STREETLITE (CUMMINS)	Euro 6	63034
AG	SD	WRIGHTBUS – STREETLITE (CUMMINS)	Euro 6	63096
AG	SD	WRIGHTBUS – STREETLITE (CUMMINS)	Euro 6	63097
AG	SD	WRIGHTBUS – STREETLITE (CUMMINS)	Euro 6	63098
AG	SD	WRIGHTBUS – STREETLITE (CUMMINS)	Euro 6	63099
AG	SD	WRIGHTBUS – STREETLITE (CUMMINS)	Euro 6	63100
AG	SD	WRIGHTBUS – STREETLITE (CUMMINS)	Euro 6	63101
AG	SD	WRIGHTBUS – STREETLITE (CUMMINS)	Euro 6	63102
AG	SD	WRIGHTBUS – STREETLITE (CUMMINS)	Euro 6	63103
AG	SD	WRIGHTBUS – STREETLITE (CUMMINS)	Euro 6	63111
AG	SD	WRIGHTBUS – STREETLITE (CUMMINS)	Euro 6	63112
AG	SD	WRIGHTBUS – STREETLITE (CUMMINS)	Euro 6	63113
AG	SD	WRIGHTBUS – STREETLITE (CUMMINS)	Euro 6	63114
AG	SD	WRIGHTBUS – STREETLITE (CUMMINS)	Euro 6	63115
AG	SD	WRIGHTBUS – STREETLITE (CUMMINS)	Euro 6	63116
AG	SD	WRIGHTBUS – STREETLITE (CUMMINS)	Euro 6	63117
AG	SD	WRIGHTBUS – STREETLITE (CUMMINS)	Euro 6	63118
AG	SD	WRIGHTBUS – STREETLITE (CUMMINS)	Euro 6	63146
AG	SD	WRIGHTBUS – STREETLITE (MERC)	Euro 6	63171
AG	SD	WRIGHTBUS – STREETLITE (MERC)	Euro 6	63172

Depot	Bus Size / Type	Vehicle Manufacture / Model	Engine	Fleet no.
AG	SD	WRIGHTBUS – STREETLITE (MERC)	Euro 6	63173
AG	SD	WRIGHTBUS – STREETLITE (MERC)	Euro 6	63174
AG	SD	WRIGHTBUS – STREETLITE (MERC)	Euro 6	63175
AG	SD	WRIGHTBUS – STREETLITE (MERC)	Euro 6	63176
AG	SD	WRIGHTBUS – STREETLITE (MERC)	Euro 6	63177
AG	SD	WRIGHTBUS – STREETLITE (MERC)	Euro 6	63178
AG	SD	WRIGHTBUS – STREETLITE (MERC)	Euro 6	63179
AG	MIDI BUS	WRIGHT STREETLITE	Euro 6	47519
AG	MIDI BUS	WRIGHT STREETLITE	Euro 6	47520
AG	MIDI BUS	ADL – ENVIRO 2000 CLASSIC	Euro 6	44511
AG	MIDI BUS	ADL – ENVIRO 2000 CLASSIC	Euro 6	44514
AG	MIDI BUS	ADL – ENVIRO 2000 CLASSIC	Euro 6	44515

D&G Bus Fleet Inventory

Fleet no.	VRN	Depot	Make	Euro	Date of first registration	Age (years)
21	T21 TYB	Ln	Optare	4	09/09/2008	14.06
23	MX62 ARF	Ln	Alexander Dennis	6	01/09/2012	10.08
24	YN62 AOH	Ln	Alexander Dennis	6	16/10/2012	9.96
27	T27 TYB	Ln	Optare	4	01/10/2008	14.00
29	T23 TYB	Ln	Optare	4	01/10/2008	14.00
39	YX09 FMF	Ln	Alexander Dennis	4	01/06/2009	13.33
42	YX09 FMM	Ln	Alexander Dennis	4	08/05/2009	13.40
45	YJ56 WUU	Ln	Optare	4	01/01/2007	15.75
49	YJ08 PJU	Ln	Optare	4	01/06/2008	14.33
100	YX11 CTZ	Ln	Alexander Dennis	5	01/04/2011	11.50
101	YJ13 HNA	Ln	Optare	6	01/03/2013	9.58
102	YJ13 HNB	Ln	Optare	6	01/03/2013	9.58
104	YJ13 HND	Ln	Optare	5	01/03/2013	9.58
105	YJ13 HNE	Ln	Optare	6	01/03/2013	9.58
108	YX63 GYG	Ln	Alexander Dennis	6	25/10/2013	8.93
109	WA09 FHL	Ln	Alexander Dennis	4	01/03/2009	13.59
110	DG64 BUS	Ln	Optare	6	02/01/2015	7.74
111	SN11 FFU	Ln	Alexander Dennis	5	01/06/2011	11.33
112	SN11 FFV	Ln	Alexander Dennis	5	01/06/2011	11.33
113	SN11 FFW	Ln	Alexander Dennis	5	01/06/2011	11.33
114	YJ56 WUV	Ln	Optare	4	01/01/2007	15.75
116	YJ11 OGZ	Ln	Optare	5	17/07/2011	11.21

Fleet no.	VRN	Depot	Make	Euro	Date of first registration	Age (years)
117	KX14 FJY	Ln	Optare	6	15/04/2014	8.46
118	YX59 BXY	Ln	Alexander Dennis	4	03/02/2010	12.66
119	YX60 DXK	Ln	Alexander Dennis	4	28/09/2010	12.01
124	MX05 ENF	Ln	Optare	3	01/04/2005	17.50
126	KX06 APY	Ln	Optare	3	16/08/2006	16.13
134	YJ57 XWM	Ln	Optare	4	01/11/2007	14.92
135	YJ57 XWS	Ln	Optare	4	03/12/2007	14.83
145	YJ65 EVP	Ln	Optare	6	02/11/2015	6.91
146	YJ65 EVR	Ln	Optare	6	02/11/2015	6.91
149	YJ67 GBX	Ln	Optare	6	01/09/2017	5.08
151	YJ67 GBY	Ln	Optare	6	01/09/2017	5.08
157	YJ57 XWA	Ln	Optare	4	01/02/2008	14.67
158	YJ57 XWB	Ln	Optare	4	01/02/2008	14.67
159	YJ57 XWC	Ln	Optare	4	01/02/2008	14.67
160	YJ57 XVZ	Ln	Optare	4	01/02/2008	14.67
161	YJ57 XVV	Ln	Optare	4	01/02/2008	14.67
164	YJ16 DBU	Ln	Optare	6	01/06/2016	6.33
165	YJ16 DDU	Ln	Optare	6	01/06/2016	6.33
170	WT08 BUS	Ln	Optare	4	01/04/2008	14.50
171	WT58 BUS	Ln	Optare	4	01/11/2008	13.92
173	YJ59 GHH	Ln	Optare	4	01/11/2009	12.92
174	WT58 SOT	Ln	Optare	4	01/11/2008	13.92
780	YJ62 FPK	Ln	Optare	5	01/09/2012	10.08

Fleet no.	VRN	Depot	Make	Euro	Date of first registration	Age (years)
781	YJ62 FSS	Ln	Optare	5	02/09/2012	10.08

Stanton's Fleet Inventory

Fleet No	Reg Number	Capacity	Seatbelts	Date 1st Reg	Type	Euro
1903	7239VT	19+2	19	2009	Optare Solo 7.1SE	4
2801	9975VT	28+10	28	2009	Optare Solo 8.1	4
3101	MX07BBN	31+23	31	2007	Optare Solo 8.1	4
3601	4051VT	36+16	34	2009	Enviro E200 10.2	6
3602	BU54ALL	36+16	34	2009	Enviro E200 10.2	6
3701	GN07FDE	37+21	0	2007	Enviro E200 10.8	4
3702	6052VT	37+25	35	2011	Enviro E200 10.2	4
3801	8701VT	38+26	38	2009	Enviro E200 10.8	4

Arriva Fleet Inventory

Arriva, wherever possible, try to allocate their larger capacity Optare Versa buses to the 64, which operate out of Arriva's Shrewsbury depot. The spec for these vehicles are summarised in the table below.

Number of vehicles	Vehicle Make	Model	Engine	Euro Spec	Passenger Seating capacity	Passenger Standing Capacity
5	Optare	Versa – single decker	Cummins	5	43	17

Scragg's Fleet Inventory

Number of vehicles	Vehicle Make	Model	Engine	Euro Spec	Passenger Seating capacity	Passenger Standing Capacity
3	Optare	Solo – single decker	Mercedes	3	27	8

Appendix I

BSIP Bus service enhancements

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

Table 1, below, provides a narrative and bus service resource estimates for the proposals. Table 2 provides details on specific service improvements proposed. The BSIP proposal resource estimates are shown in **bold text**.

Table 1: Bus Service Improvement Proposals and Estimated Resource Requirements

Ref	Route	Improvement	Strategic fit	Estimated additional service resource	Discussed/Agreed in principle with Operators (subject to confirmation of operational detail)
Merged services – cross city: to provide direct connections to major employment and education destinations and to rail connections					
A	Kidsgrove-Tunstall-City Centre-Longton-Meir (services 3 + 6) Operator: First	Merge of two services to create cross city service. Requires increase in frequency of one service to provide 10 min frequency throughout. Needs additional resilience prior to bus priority.	Serves the spine of the city, connecting five of its six towns. Benefits from SCOOT 7 bus priority upgrades at Waterloo Road and Victoria Road. Could also benefit from additional bus priority scheme at Waterloo Road. Will benefit from TCF bus priority	BSIP proposal: Providing cross city 10 min frequency. Requires 4 x PVR	Yes

Ref	Route	Improvement	Strategic fit	Estimated additional service resource	Discussed/Agreed in principle with Operators (subject to confirmation of operational detail)
	Merged services – cross city: to provide direct connections to major employment and education destinations and to rail connections				
			schemes at Sandyford, Burslem and Longton (all A50 corridor)		
B	Endon-Sneyd Green-City Centre-Stoke-Trentham/Blurton (extend services 21/23) Operator: First	Extension of services 21/23 from Hanley via Hanley Road, Milton Road, Berwick Road, Leek New Road, Elder Road and Waterloo Road back to Hanley (and vice versa, the loop would operate in both directions). It would serve Cobridge Medical Centre, which is one of the city's larger community health facilities.	Provides new links for communities in north-east of city to rail station and education hub. Benefits from SCOOT 7 bus priority at Milton (Leek Road) and Hanford. Benefits from TCF bus priority scheme at College Road/Stoke Road.	BSIP proposal: Cross city option – Extend 21/23 through Hanley at current 30mins freq with loop service, Hanley- Sneyd Green-Cobridge Medical Centre= 2 x PVR	Yes
C	Abbey Hulton-City Centre-Stoke-Trentham Lakes-Newstead (services 5 + 24)	Merge of two services to create cross-city service. Requires increase in frequency	Provides direct connectivity between area of deprivation and rail station, education	BSIP proposal: 1 x PVR	Yes

Ref	Route	Improvement	Strategic fit	Estimated additional service resource	Discussed/Agreed in principle with Operators (subject to confirmation of operational detail)
	Merged services – cross city: to provide direct connections to major employment and education destinations and to rail connections				
	Operator: D&G + Scraggs	on service 24 to 2 buses per hour.	hub and major employment sites. Benefits from TCF bus priority scheme at Dividy Road. Benefits from TCF bus priority scheme at College Road/Stoke Road.		
	New Services				
D	Goldenhill-Tunstall-Burslem-A500-Etruria Valley-A500-Stoke-Sideway-Trentham Lakes/Newstead-Longton-Meir	A limited stop service to operate around shift times of major employers at major employment sites. To link to local rail services at Longton and Longport where possible.	Provides new direct connectivity for linking numerous communities to major employment sites. Benefits from new Etruria Valley Link Road and future Newport Lane Link Road	RESERVE PROPOSAL: Incorporate Newport Lane Bus link, when Link is constructed by 2025. BSIP proposal: 2 x PVR *	Yes

Ref	Route	Improvement	Strategic fit	Estimated additional service resource	Discussed/Agreed in principle with Operators (subject to confirmation of operational detail)
	Merged services – cross city: to provide direct connections to major employment and education destinations and to rail connections				
				RESERVE PROPOSAL – NOT INCLUDED IN BSIP FUNDING TOTAL	
DD	Norton Lane – Hanley	Hourly off peak service (09:30-14:30)	Providing new service for residential areas which has lacked access to bus service for over 6 years. Route alignment tbc.	BSIP proposal: 1 x PVR	Yes
	Increased frequencies: to improve accessibility by reducing waiting times				
E	Chell-City Centre-Newcastle (service 9) Operator: D&G	Double frequency to 4 per hour	Links major attractors such as city centre, rail station/colleges and hospital	BSIP proposal: 4 x PVR	
F	Longton-Blurton-City Centre (service 40) Operator: D&G	Double frequency to 2 per hour	Connection of major residential area of deprivation with key town centre destinations	BSIP proposal: 1 x PVR	Yes

Ref	Route	Improvement	Strategic fit	Estimated additional service resource	Discussed/Agreed in principle with Operators (subject to confirmation of operational detail)
Merged services – cross city: to provide direct connections to major employment and education destinations and to rail connections					
G	City Centre – Fenpark – Longton – Saxonfields – Bentilee – City Centre (service 26 + 50) Operator: Stantons	Increase frequency to 1 per hour	Connection of major residential area of deprivation with key town centre destinations. Provides new link to a residential estate which is currently unserved	BSIP proposal: 1 x PVR	Yes
H	City Centre-Stoke-Trentham Lakes-Newstead (service 24) Operator: D&G	Double frequency to 2 per hour – will enable merge with service 5 to create cross city route	Frequency increase will cater for wider range of shift times and align to frequency of service 5 to enable creation of cross-city service	BSIP proposal: 1 x PVR	Yes
Extensions and diversions: efficient way to directly link communities with major employment and education destinations, particularly focused on off-peak connectivity					
J	Newcastle-Stoke-Longton-Bentilee-City Centre -Etruria-Newcastle) (service 11)	Extend beyond city centre to Newcastle via Etruria Valley to create loop route.	Connecting residential areas, including those with multiple deprivation, to	RESERVE PROPOSAL BSIP proposal:	Yes

Ref	Route	Improvement	Strategic fit	Estimated additional service resource	Discussed/Agreed in principle with Operators (subject to confirmation of operational detail)
	Merged services – cross city: to provide direct connections to major employment and education destinations and to rail connections				
	Operator: First		Etruria Valley employment site	3 x PVR RESERVE PROPOSAL – NOT INCLUDED IN BSIP FUNDING TOTAL	
	Retention of services or service levels				
DDD	Packmoor / Mill Hill into Tunstall	Hourly service (06:30-19:30) to replace/enhance service withdrawn by commercial operator.	Providing service to residential areas, linking with local town centres, otherwise unserved from mid 2023	BSIP proposal: 1x PVR	Yes
	A revised network with a focus on major employment sites with a tailored timetable to match work shift patterns				
K	Ensuring that all bus services operate at times to connect at the city centre bus station with early morning, late evening and Sunday services to and from employment sites – service 24 to Trentham Lakes/Sideway/Newstead; service 4/4A to Etruria Valley. This will complement revised/enhanced service 4/4A and 24 timetables to match shift patterns. Explore opportunities for connecting/linking services to key employment locations.			Additional hours of operation <u>per service</u> estimated at: M-S = 6 hrs Sun = 8 hrs	Yes

Ref	Route	Improvement	Strategic fit	Estimated additional service resource	Discussed/Agreed in principle with Operators (subject to confirmation of operational detail)
	Merged services – cross city: to provide direct connections to major employment and education destinations and to rail connections				
				BSIP proposal: M-S = 6 hrs Sun = 8 hrs	
	Service timetable amended and extended to link with rail services at local stations				
L	Tunstall and Burslem via Longport to Newcastle (services 94/98/99) Operators: First + D&G	Extended working day/week to coincide with rail departures and arrivals. To enable residents in north of city to access rail services at Longport Station – LNR plus some calls by EMR and Northern. To promote use of the Plus Bus ticket and to assist in piloting of incorporated rail + bus ticket. Potential also to divert one service via Etruria Valley and Wolstanton Retail Park to improve access to	Benefits from SCOOT 7 proposals at Burslem. Could benefit from Newport Lane Bus Link. Supports improved bus and rail integration. Improves accessibility of major employment and retail sites by allowing for easier/faster rail + bus travel.	Additional hours of operation <u>for each service</u> : M-S = 5 Sun = 8 BSIP proposal: M-S = 5 hrs Sun = 8 hrs	Yes

Ref	Route	Improvement	Strategic fit	Estimated additional service resource	Discussed/Agreed in principle with Operators (subject to confirmation of operational detail)
	Merged services – cross city: to provide direct connections to major employment and education destinations and to rail connections				
		employment and retail.			
M	<p>Services to, from and through Longton – including services 1, 6, 11, 22, 40 serving sites such as hospital, Trentham Lakes/Newstead</p> <p>Operators: First + D&G</p>	Revision and extension of timetables to align with rail departures and arrivals at Longton Station.	Benefits from TCF bus priority scheme at Longton. Supports improved bus and rail integration. Improves accessibility of major employment sites by allowing for easier/faster rail + bus travel. Links also to proposed new cross city service	<p>Additional hours of operation <u>for each service</u>:</p> <p>M-S = 5 Sun = 8</p> <p>BSIP proposal:</p> <p>M-S = 5 hrs Sun = 8 hrs</p>	Yes
N	<p>Early and late and Sunday services at Stoke-on-Trent Rail Station – including services to hospital, Trentham Lakes/Sideway</p> <p>Operators: First + D&G</p>	Review of timetables of services 9, 21, 23, 25 to Align with rail services	Supports improved bus and rail integration. Improves accessibility of major employment sites by allowing for easier/faster rail + bus travel.	<p>Additional hours of operation for each service:</p> <p>BSIP proposal:</p> <p>M-S = 3 Sun = 3</p>	Yes

Ref	Route	Improvement	Strategic fit	Estimated additional service resource	Discussed/Agreed in principle with Operators (subject to confirmation of operational detail)
	Merged services – cross city: to provide direct connections to major employment and education destinations and to rail connections				
			Links also to proposed new cross city service	M-S = 3 hrs Sun = 3 hrs	
BSIP FUNDING REQUIREMENT 2023/24	50% of service enhancement proposals introduced			£1,432,680 *Does not include reserve proposal costs	
BSIP FUNDING REQUIREMENT 2024/25	Remaining 50% of services introduced plus all of 23/24 services continue			£ 4,267,320 *Does not include reserve proposal costs	
TOTAL BSIP FUNDING REQUIREMENT				£5,700,000	

Table 2: Detailed Proposals By Service:

Service	Ref (above)	Proposal	Current	Proposed	Comments
3/3A First	A	Frequency increase Earlier journeys	Every 15 minutes; every hour evenings; every 30 minutes Sundays	Every 10 minutes; every 30 minutes evenings; every 30 minutes Sundays Mon-Sun First bus 0445 ex. Kidsgrove	To enable access to early and late shift patterns via interchange from / to other services. Additional PVR resource plus additional hours of operation.

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

Service	Ref (above)	Proposal	Current	Proposed	Comments
			Last bus from city centre at 18:30 Sat: Every 30 mins No Sunday service		Existing Cross city links on the shift journeys would have to remain
6/6A First	A	Frequency increase Earlier journeys	City Centre to Longton – every 15 minutes; every hour evenings; every 30 minutes Sundays First bus 0630 ex city centre First bus 0602 ex Longton Last bus 2142 ex Longton Last bus 2200 ex city centre	Every 10 minutes; every 30 minutes evenings; every 30 minutes Sundays Mon-Sun First bus 0530 ex city centre First bus 0515 ex Longton Last bus 2230 ex Longton Last bus 2300 ex city centre	To enable access to early and late shift patterns via interchange from other services; to connect with rail services at Longton where possible. Additional PVR resource plus additional hours of operation.
7/7A First	K	Selected additional journeys	First bus into city centre at 0655 Last bus from city centre at 1930	First bus into city centre at 0515 Last bus from city centre at 2245	To enable access to early and late shift patterns via interchange from other services. Additional hours of operation.
8 First	K	Selected additional journeys	First bus into city centre at 0625 Last bus from city centre at 1855	First bus into city centre at 0515 Last bus from city centre at 2245	To enable access to early and late shift patterns via interchange from other services. Additional hours of operation.
9 D&G	E	Increase frequency	Every 30 minutes	Additional PVR resource.	Procurement process tbc with DfT
11/11B First	J + K	Selected additional journeys.	First bus into city centre at 0555	First bus into city centre at 0515	New times to improve access to / from employment and leisure. Additional hours of operation.

Service	Ref (above)	Proposal	Current	Proposed	Comments
			Last bus from city centre at 2040	Last bus from city centre at 2245	
11/11B First	J	Extend beyond city centre to Newcastle to complete the loop	Termini at Newcastle and city centre	Create city loop – bi-direction	Consider use of EVLR to serve Wolstanton Retail Park. Additional PVR resource.
18 First	B	Earlier and later timetable	Every hour First bus into city centre at 0655 Last bus from city centre at 1830	First bus into city centre at 0515 Last bus from city centre at 2245	Improved connectivity for communities between city centre and Endon – rail station, education. Additional PVR resource and hours of operation.
21 First	B + K	Selected additional journeys	Every 30 minutes First bus into city centre at 0727 Last bus from city centre at 1847	Every 30 minutes; new Sunday service First bus into city centre at 0515 Last bus from city centre at 2245	Additional hours of operation.
22 First	K	Selected additional journeys and opportunity to extend through to city centre	Every 30 minutes First bus into Newcastle at 0700 Last bus from Newcastle at 1740	Every 30 minutes; new Sunday service (hourly) First bus into city centre at 0515 Last bus from city centre at 2245 First bus ex city centre at 0530 Last bus into city centre at 2230	Key service provides direct link to shift pattern work at Newstead, Hospital and Etruria Valley. If extending to operate between city centre and Newcastle, consider use of EVLR to serve Wolstanton Retail Park. Additional PVR and hours of operation.

Service	Ref (above)	Proposal	Current	Proposed	Comments
23 First	B + K	Selected additional journeys	Every 30 minutes First bus into city centre at 0642 Last bus from city centre at 1902	Every 30 minutes; every hour Sundays (provided by D&G currently) First bus into city centre at 0515 Last bus from city centre at 2245	Additional hours of operation.
24 D&G	C + H	Increase frequency to service the key employment service to Sideway, Trentham Lakes and Newstead.	Every hour	Every 30 minutes; new Sunday service First bus ex city centre at 0525 Last bus into city centre at 2235 Additional PVR.	Increase frequency / link with service 5.
25 First	K	Selected additional journeys	Every 12 minutes First bus into city centre at 0655 Last bus from city centre at 2300	Every 12 minutes First bus into city centre at 0515 Last bus from city centre at 2300	Additional hours of operation.
Service 26 + 50 Stantons	G	Improve service levels and connectivity	3 journeys per day	Hourly – serving Saxonfields + Meir Hay	Connect residential areas not currently linked to the transport network
40 D&G	F	Increase frequency	Hourly	Connections with rail service at Longton if possible. Additional PVR	Procurement process tbc with DfT

Service	Ref (above)	Proposal	Current	Proposed	Comments
98/99 First	L	Diversion of selected journeys via A500 and EVLR	Every 15 minutes Longport to Newcastle	Potential to replacing Saturday service 98	Alternative to create connection with extended service 22 at Newcastle – to provide improved access to Etruria Valley, Hospital and Sideway/Trentham Lakes/Newstead. Should be no resource impact.
98/99 First	L	Review timetable to link with train times at Longport	Every 15 minutes Longport to Newcastle; every 30 minutes each leg via Tunstall and Burslem	Service from Tunstall/Burslem to operate via Longport at 10-15 minutes prior to each train departure and service towards Burslem and Tunstall 10-15 minutes after each train arrival where possible	No additional resource required
101 First	K	Extend working day	Every 30 minutes Stafford to city centre First bus into city centre at 0740 Last bus from city centre at 2000	First bus into city centre at 0515 Last bus from city centre at 2245	Additional hours of operation.
NEW	D	New service to call at major employment destinations via major residential areas		Every 30 minutes Mon-Sun	Dependent on route length
NEW (Service 62)	DD	New service		Hourly	Connect residential areas not currently linked to the transport network

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

Appendix J

Communications and Marketing Strategy

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

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

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

Bus Service Improvement:	Comms + Marketing Tasks	2022/23	2023/24		2024/25		2025/26
		Quarter 4 (January - March 2023)	Quarter 1+2 (April- September)	Quarter 3+4 (October- March)	Quarter 1+2 (April- September)	Quarter 3+4 (October - March)	Quarter 1+2 (April- September)
BSIP Initiatives – Revenue Funded							
Announcement of EP and confirmed funding for BSIP proposals	Announce launch of the EP and the BSIP funded improvements to be delivered: <ul style="list-style-type: none"> • Social media • Material on branded revamped websites 						

Bus Service Improvement:	Comms + Marketing Tasks	2022/23	2023/24		2024/25		2025/26
		Quarter 4 (January - March 2023)	Quarter 1+2 (April-September)	Quarter 3+4 (October-March)	Quarter 1+2 (April-September)	Quarter 3+4 (October - March)	Quarter 1+2 (April-September)
	(including info for link from Operator websites) <ul style="list-style-type: none"> Use of social media (SoTCC + Operators) Press Releases						
Branded Network Promotion Refresh/Revamp Existing websites	Create new/branded online information pages Bus Travel/BSIP/EP info for: Stoke on Travel Public Transport Website. SoTCC Website Public Transport/Bus Travel pages Link to EP/BSIP from Operators websites						
Affordable and Simplified Fares	Finalise content and delivery of initiative with operators						
	Pre-launch publicity: Announce when discount/simplified fares will be introduced (2 month lead in promotion): <ul style="list-style-type: none"> Social media Material on branded revamped websites 						

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

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

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

Bus Service Improvement:	Comms + Marketing Tasks	2022/23	2023/24		2024/25		2025/26
		Quarter 4 (January - March 2023)	Quarter 1+2 (April-September)	Quarter 3+4 (October-March)	Quarter 1+2 (April-September)	Quarter 3+4 (October - March)	Quarter 1+2 (April-September)
	<ul style="list-style-type: none"> Roadside VMS /bus stop advertising panel/digital billboards 						
	<p>Ongoing awareness campaign to bus service improvements:</p> <ul style="list-style-type: none"> Social media Material on branded revamped websites (including info for link from Operator websites) Use of social media (SoTCC + Operators) Press Releases Roadside VMS /bus stop advertising panel/digital billboards 						
BSIP Initiatives – Capital Funded							
Newport Lane	<p>Pre-launch publicity: Advanced announce when new link is scheduled to open via:</p>						

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

Bus Service Improvement:	Comms + Marketing Tasks	2022/23	2023/24		2024/25		2025/26
		Quarter 4 (January - March 2023)	Quarter 1+2 (April-September)	Quarter 3+4 (October-March)	Quarter 1+2 (April-September)	Quarter 3+4 (October - March)	Quarter 1+2 (April-September)
	journey/accessibility benefits of the new link <ul style="list-style-type: none"> • Material on branded revamped websites (including info for link from Operator websites) • Use of social media (SoTCC + Operators) • Press Releases • Roadside VMS /bus stop advertising panel/digital billboards • Work with large local employers to promote use of bus services via new link. 						
Upgrade UTC (SCOOT 7) Signal Control	Pre-launch publicity: Advanced announce of improvements to be delivered by upgrading UTC with SCOOT7: <ul style="list-style-type: none"> • Info on branded revamped websites (including info for link from Operator websites) 						

Bus Service Improvement:	Comms + Marketing Tasks	2022/23	2023/24		2024/25		2025/26
		Quarter 4 (January - March 2023)	Quarter 1+2 (April-September)	Quarter 3+4 (October-March)	Quarter 1+2 (April-September)	Quarter 3+4 (October - March)	Quarter 1+2 (April-September)
	<ul style="list-style-type: none"> Use of social media (SoTCC + Operators) Press Releases 						
	<p>Launch dates for each corridor:</p> <ul style="list-style-type: none"> Material on branded revamped websites (including info for link from Operator websites) Use of social media (SoTCC + Operators) Press Releases Roadside VMS /bus stop advertising panel/digital billboards 						
	<p>Ongoing awareness campaign: To promote journey/accessibility benefits of the new link</p> <ul style="list-style-type: none"> Material on branded revamped websites (including info for link from Operator websites) Use of social media (SoTCC + Operators) 						

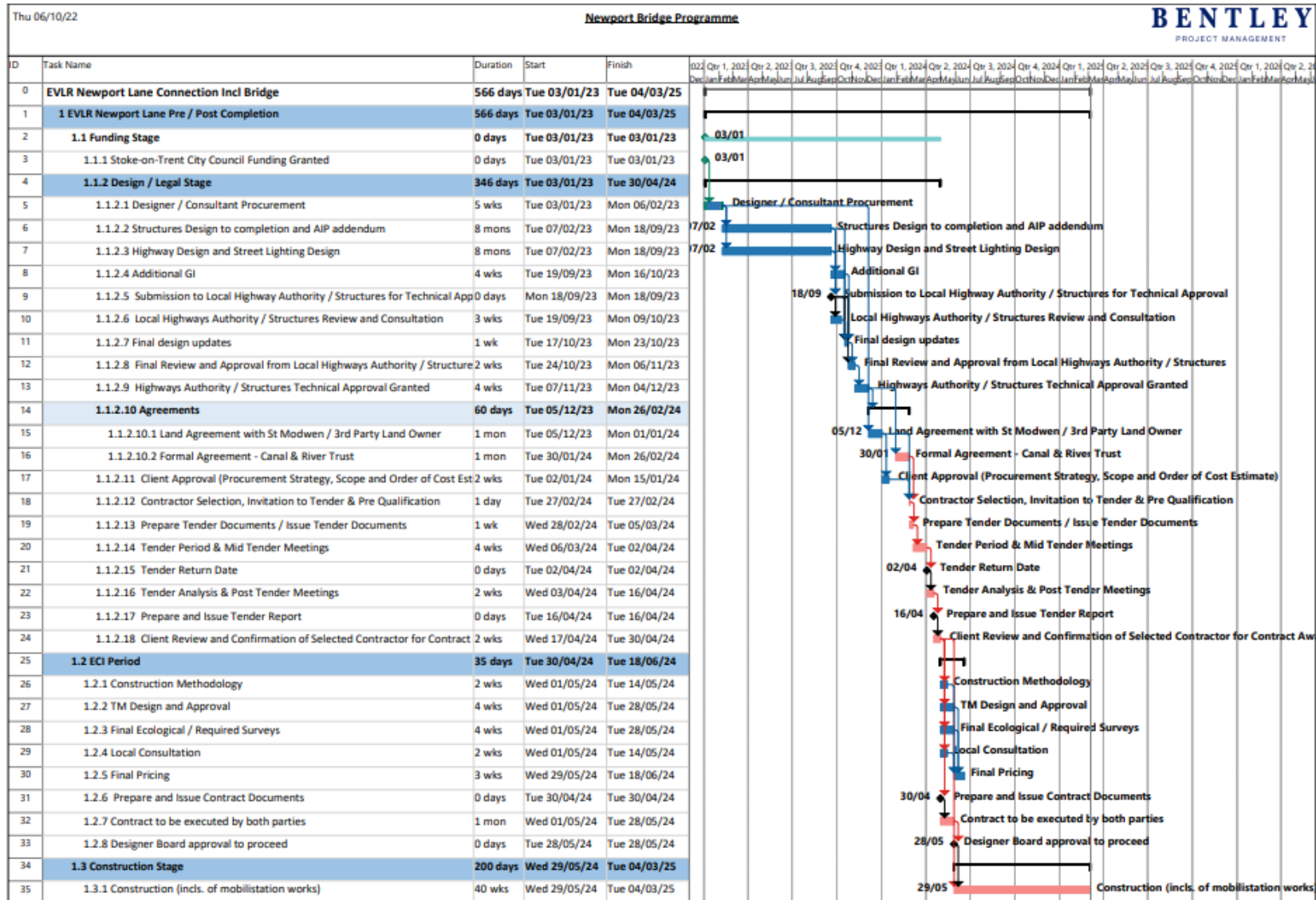
Bus Service Improvement:	Comms + Marketing Tasks	2022/23	2023/24		2024/25		2025/26
		Quarter 4 (January - March 2023)	Quarter 1+2 (April-September)	Quarter 3+4 (October-March)	Quarter 1+2 (April-September)	Quarter 3+4 (October - March)	Quarter 1+2 (April-September)
	<ul style="list-style-type: none">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

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

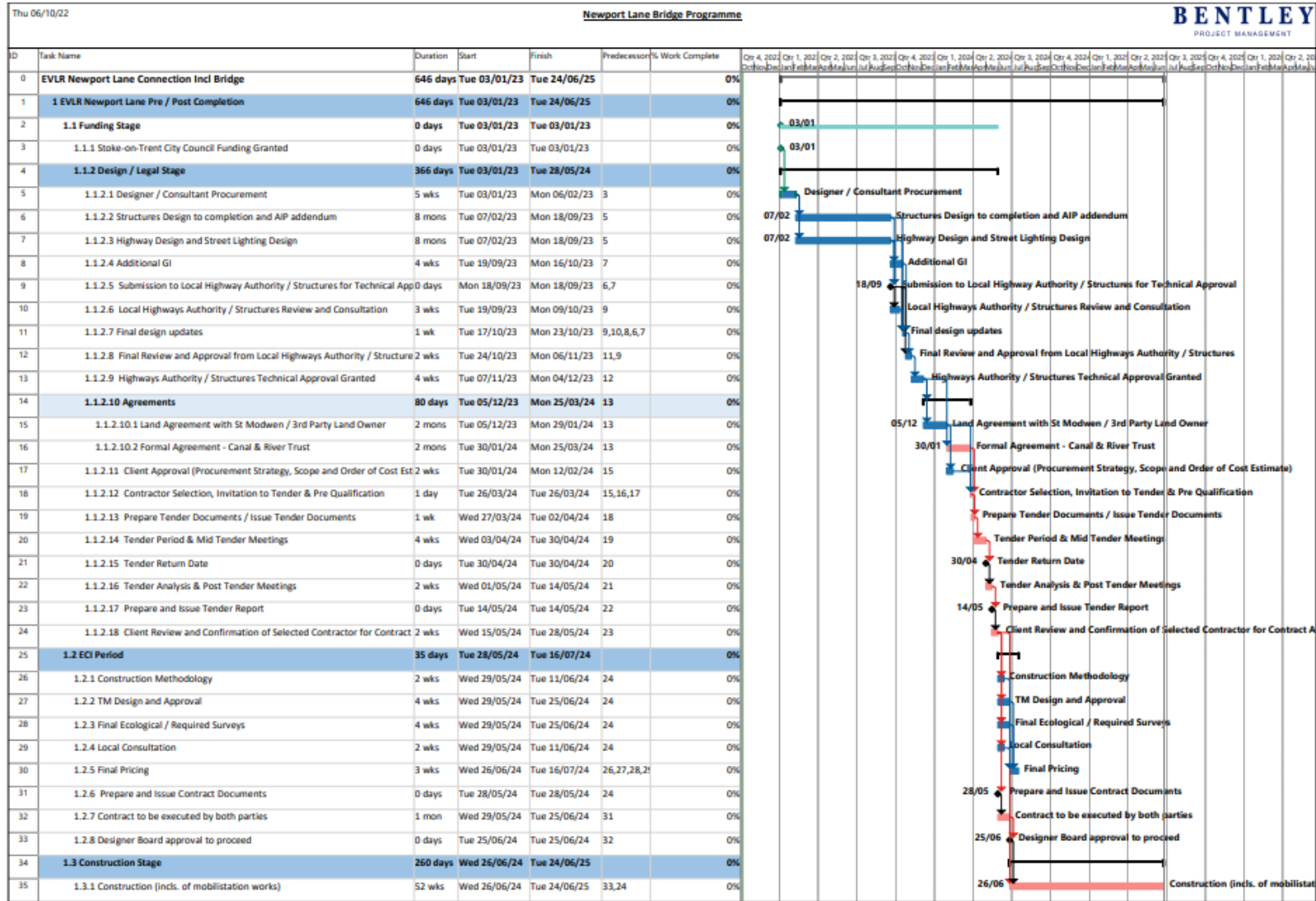
Bus Service Improvement:	Comms + Marketing Tasks	2022/23	2023/24		2024/25		2025/26
		Quarter 4 (January - March 2023)	Quarter 1+2 (April-September)	Quarter 3+4 (October-March)	Quarter 1+2 (April-September)	Quarter 3+4 (October - March)	Quarter 1+2 (April-September)
	Launch Date and Ongoing Awareness <ul style="list-style-type: none"> Material on branded revamped websites (including info for link from Operator websites) Use of social media (SoTCC + Operators) Press Releases Bus stop advertising panel/digital billboards 						
Monitoring	<p>For each initiative, the following (pre, launch and ongoing) monitoring will be undertaken:</p> <p>Customer engagement</p> <ul style="list-style-type: none"> In person Online feedback/email/phone correspondence Online Website/links traffic <p>Awareness</p>						

Bus Service Improvement:	Comms + Marketing Tasks	2022/23	2023/24		2024/25		2025/26
		Quarter 4 (January - March 2023)	Quarter 1+2 (April-September)	Quarter 3+4 (October-March)	Quarter 1+2 (April-September)	Quarter 3+4 (October - March)	Quarter 1+2 (April-September)
	<ul style="list-style-type: none"> • Interview/survey existing Bus passengers/public • Engage large employer engagement • Engage public transport user forums <p>Initiatives success/impact</p> <ul style="list-style-type: none"> • Growth in Patronage figures • Service performance stats • Feedback 						
Bus Priority Measures from other funded programmes							
TCF	TBC						
Local Transport Fund	TBC						
Developer							
Awareness Campaigns /Initiatives Promoting Bus Services	TBC						

Appendix K



Appendix L



Appendix N

Newport Lane Bus Link Proposal Supporting Analysis

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

DfT Small Scheme Appraisal Tool Analysis:

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

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

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

Impacts proforma

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

Costs proforma

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

Assumptions

- Journey times based on values provided in the 'BSIP summary template April 22 Stoke-on-Trent Final 060522'
- Bus service 4/4a has been used due to there being no existing direct bus service to Etruria Park

- Sensitivity tests undertaken reducing the journey time saving to 15 minutes and 10 minutes – the associated BCRs are 2.1 and 1.4
- Standard appraisal period in the tool has been used – no indication of the number of years is provided in the tool.

Appendix O

EP Plan and Scheme: Statutory Consultation Feedback

The table below summarises specific feedback received from statutory consultees' in response to the Statutory Consultation exercise undertaken on the content of the EP Plan and Scheme between the 23rd February and 10th March, 2023.

Consultee Feedback	SoTCC Response	Amendments to EP
Competition and Markets Authority (CMA)		
<p>Note the plan to for a funded temporary discount and effective price freeze on certain tickets. Generally speaking, policies that affect fares are some of the most likely to have a distortive effect on competition (in the context of EPs). We note, however, that your plans are temporary only – we would be grateful if you could confirm whether the funded discount/shadow fares will apply to all operators and whether a new route/new operator would be eligible for funding via the establishment of a shadow fare?</p>	<p>The funded discount and shadow fares model will apply to all operators – every operator with services within our administrative area is within the EP – for both current and any new routes and would also be available to any new operator's routes operating partly or wholly within the authority area.</p>	<p>No amendments required.</p>
<p>The CMA has a statutory function within the Transport Act 2000 (as amended). Should the CMA consider that a partnership agreement does not meet the 'Competition Test', the CMA may open an investigation. The Act recognises that while an agreement might have a significant adverse effect on competition it may still pass the Test if it is a proportion means to delivering improvements to bus services. The act does not require the CMA to provide an opinion on</p>	<p>Noted and will be taken into consideration through the development and implementation of the EP</p>	<p>No amendments required prior to the making of the EP.</p>

Consultee Feedback	SoTCC Response	Amendments to EP
<p>whether the partnership proposals meet the requirements of the Test.</p> <p>Any comments provided in the course of the CMA's review should not be interpreted to provide legal assurances that there will be no adverse impact for competition or that a proposed agreement is compliant with competition law. We ask that EP plans and documents, reflect this position (by avoiding references that imply that EP plans have been cleared by the CMA).</p>		
Staffordshire County Council		
<p>Staffordshire County Council support the Stoke-on-Trent EP plan and scheme and look forward to working with the Partnership to improve the bus service provision within the area, including cross-boundary services operating into Staffordshire.</p> <p>Staffordshire County Council have also raised some valid clarification questions in regard to the development of the EP scheme initiatives.</p>	<p>Noted, and thank you for your support. The partnership welcomes the opportunity to work closely with Staffordshire County Council to ensure the benefits of the EP investment to improve bus services across Stoke-on-Trent are felt beyond the City, for bus passengers making cross boundary journeys into Staffordshire.</p> <p>SoTCC will work in partnership with Staffordshire County Council to clarify and develop the content and detail of the EP Plan and Scheme initiatives, with a specific focus on confirming operational details of EP schemes with cross boundary implications.</p>	<p>No amendments required prior to the making of the EP.</p>
Transport Focus		

Consultee Feedback	SoTCC Response	Amendments to EP
<p>EP Plan well-written with a sound, evidence-based analysis, clear explanation of the nature and scale of problems with local bus services and proposals to tackle them. Particularly welcome the BSIP Delivery and Operational Management Team that is being put in place, providing much-needed resources including an important dedicated resource for delivery of the communications and marketing strategy.</p> <p>A range of recommendations are provided to further develop the contents and detail of the EP, including:</p> <ul style="list-style-type: none"> • Delivery Programme timescales for introducing the various measures. • Detail on reporting progress towards meeting targets. • Passenger Charter content, communications plans, monitor, and reporting. • Consult with passengers on significant changes • included in your bus passenger charter • Management and co-ordination of roadworks • and commitment to keeping passengers on board informed of delays and disruption. • Core bus service improvements relating to: • Frequency punctuality, network coverage, faster journey times, affordable and simplified fares, bus stop service information, crime prevention, accessible and clearer buses, plus 	<p>SoTCC welcome the recommendations and advise provided by Transport Focus for strengthening the content of the EP plan and scheme.</p> <p>The partnership will work through the recommendations and strength the content of the EP as specific scheme and operational details are firmed up and evolve. We look forward to working with Transport Focus and other key stakeholders to develop the content of the EP.</p>	<p>No amendments required prior to the making of the EP.</p>

Consultee Feedback	SoTCC Response	Amendments to EP
<p>EP governance in regard to seeking input from passenger representatives.</p>		
Staffordshire Police		
<p>With respect of these proposed measures, we do not see any significant impact arising on police service demand. There will likely be some short term, localised traffic disruption when any new bus lanes are being constructed but generally these measures offer longer term positive outcomes to help reduce traffic congestion around the City, they link up with new regeneration developments and also aim to increase public safety, with improved lighting and CCTV at bus stops. Further detail will be helpful regarding the three highlighted new bus gates / lanes to clarify changes in any traffic direction for non- bus traffic in advance of these being developed.</p> <p>Of note the proposals also include within the future management structure Bus Operation Officers who will act as a 'day to day' liaison point with partners, including police on any local community safety, crime or ASB issues arising on the bus network. These officers will also be available to link in with any local partnership meetings. We currently have such a similar officer operating within the City Council, so this will</p>	<p>Response content note. EP scheme details will be shared and consulted upon as proposals are further developed. Continued partnership working and consultation with Staffordshire Police will facilitate the successful delivery of several EP scheme proposals.</p>	<p>No amendments required prior to the making of the EP.</p>

Consultee Feedback	SoTCC Response	Amendments to EP
provide continuation and enhancement of this function.		
Bus Operator Feedback		
<p>Affordable Fares Initiative:</p> <p>SoTCC and bus operators are in the process of confirming the range of discounted fares to be introduced, subject to further forecasting of patronage demand and scheme affordability.</p>	<p>Confirmation of the range of discounted fares to be introduced through the affordable fares initiative is being reviewed by SoTCC and bus operators, and will be finalised in April 2023.</p>	<p>The discounted fares quoted in Appendix B are not currently confirmed and may be subject to amendment following further forecasting and affordability analysis.</p>
<p>Tap on Tap off (TOTO) smart ticketing equipment:</p> <p>Concerns were raised regarding the financial burden and commercial viability for operators relating to the need to upgrade or replace existing ticketing machines which are not compatible for the installation of TOTO equipment.</p>	<p>As part of the Enhanced Partnership, SoTCC will work with bus operators to identify, agree, and implement a workable financial solution which adheres to state aid funding rules, that enables TOTO equipment to be installed on the appropriate number of commercial bus fleets. This will enable passengers to board the next available bus for their journey instead of having to wait to board specific buses which have TOTO already in use.</p>	<p>Additional text has been added to Appendix B of the EP in reference to facilitating the roll out of TOTO, for the benefit of both passengers and operators, to compliment simplified ticketing and the affordable fares initiative.</p>

Full written responses received from the Statutory consultee's are provided below.

Competition and Markets Authority (CMA)- full written response



advocacy <advocacy@cma.gov.uk>

RE: Consultation: Stoke-on-Trent Enhanced Partnership Plan and Scheme for Buses

To Edwin Leigh

You forwarded this message on 09/03/2023 18:28.

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognise the sender and know the content is safe.

Classification: **Official**

Good afternoon,

Thank you for keeping us informed on your Enhanced Partnership (EP) plans. As you will appreciate, given the number of partnership documents we are receiving we are reviewing all relevant documents that are provided to the CMA by authorities but we will not be providing detailed individual feedback. We have however set out some high-level points from our review of an initial tranche of documents.

The CMA has a statutory function within the Transport Act 2000 (as amended). Should the CMA consider that a partnership agreement does not meet the 'Competition Test', the CMA may open an investigation. The Act recognises that while an agreement might have a significant adverse effect on competition it may still pass the Test if it is a proportion means to delivering improvements to bus services. The act does not require the CMA to provide an opinion on whether the partnership proposals meet the requirements of the Test.

Any comments provided in the course of the CMA's review should not be interpreted to provide legal assurances that there will be no adverse impact for competition or that a proposed agreement is compliant with competition law. We ask that EP plans and documents, reflect this position (by avoiding references that imply that EP plans have been cleared by the CMA).

In response to the specific materials you have shared, we would highlight the below feedback points (which should be considered in addition to the overall feedback points that follow):

- We note the plan to for a funded temporary discount and effective price freeze on certain tickets. Generally speaking, policies that affect fares are some of the most likely to have a distortive effect on competition (in the context of EPs). We note, however, that your plans are temporary only – we would be grateful if you could confirm whether the funded discount/shadow fares will apply to all operators (or only First and D&G as in the Annex B table) and whether a new route/new operator would be eligible for funding via the establishment of a shadow fare?

From the draft EP plans we have reviewed so far, we can share the following overall feedback points:

- To fully satisfy themselves, authorities should consider the state of competition under the counterfactual (ie absent the EP) and how it will be impacted by new requirements on operators. Appropriate transition periods may mitigate some of these impacts. The use of non-prescriptive/outcome based objectives may give greater flexibility to operators to deliver your objectives, but it is for the authority in partnership with operators to consider the policy objectives that are to be delivered.
- Some EPs include proposals for encouraging flexible business models, like Demand Responsive Transport, though the level of thinking and evidence base that has gone into those business models across the EP plans varies. We would encourage you to explore existing trials of these models and learn from best practice in other authorities, where it exists.
- The removal of single operator tickets will have a potentially significant impact on the incentives of operators to compete against each other. We encourage careful consultation with operators, so that operators who are uncertain about the legal risks of offering multi-operator tickets are not excluded. We would recommend seeking legal advice to ensure that any scheme is compliant with competition law as the CMA as the UK's lead competition enforcement agency cannot provide this.
- If you have plans for introducing refund guarantees on certain routes, again we would encourage careful consultation with operators, so new schemes do not create the unintended consequence of providers not wanting to service routes or enter the market.
- Where an authority wishes to require buses to adopt a standard livery or branding scheme we would recommend that operator brands should be clearly visible, particularly where operators are competing on overlapping routes. Care should be given to the impact on operators of cross-border routes.
- Where governance arrangements do not include individual representation for each bus operator, we advise that there is some form of shared representation (or similar arrangement) for smaller operators that might otherwise be excluded. Where larger operators have greater representation in governance arrangements, this should be defined by contestable criteria (eg total mileage) rather than fixed, named operators.
- Should you include exemptions, these should be clearly defined with objective criteria to give confidence the exemptions will be applied appropriately.

We would be happy to provide informal advice on any of the above points as plans develop – and you can message us directly at advocacy@cma.gov.uk

Thank you,
Paul

Paul Barnes (he/him) | Principal Adviser | Advocacy, Nations & External Relations | Competition & Markets Authority |

Staffordshire County Council - full written response



RE: Consultation: Stoke-on-Trent Enhanced Partnership Plan and Scheme for Buses

To: Edwin Leig Rea, Richard (E,)
Cc: Russell, Mark (E,); Lawrence, Mark (E,); Brian Edwar

Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognise the sender and know the content is safe.

Hi Edwin,

On behalf of Staffordshire County Council we support the Stoke-on-Trent EP plan and scheme and look forward to working with yourselves to improve the bus service provision within the area, including cross-boundary services operating into Staffordshire. We have a few questions (appreciating the detail may not be known yet)

Are you considering any "stick" approach to try and persuade car drivers out of their cars? If better and cheaper services are supplied, then would you be considering increasing car parking costs / workplace parking levy or similar? We are concerned about the longer-term future once BSIP funding runs out - will passengers continue to use the enhanced bus services at the commercial fares?

Are there any plans to address the industry-wide shortage of drivers? Our concern is that if drivers are a limit on the number of buses, companies will be able to make more money running BSIP funded tendered services in the Stoke area at the expense of services (commercial or tendered) in Staffordshire. The planned increase in bus services needs to be backed up with a plan to increase the number of drivers.

The discounted fares will likely have an impact on ENCTS in several ways and we could do with understanding the area they will operate in as the area includes part of Staffordshire. The 2 areas are potential PVR claims through more ENCTS passengers and the impact on the reimbursement toolkits. If the discounted ticket operates in Staffordshire it will impact on our ENCTS reimbursements.

Nearer the time, it will be worth investigating how Staffordshire's Knot (multi-operator) ticket would work with your multi operator ticket scheme. Is there anything we can work on together on to make the passenger experience easier?

Stoke's RTI provider will need to provide information through SIRI to our provider, JMW and vice versa - will your BSIP be covering the costs of this?

Can we have a copy of your survey used (paragraph 27) please? We would be interested in understanding the data and questions asked, as we need to do something similar.

I note that SCC will have a non-voting board member. When do you require the person's name / position?

Finally, although we have raised a few questions / concerns, we need to emphasise that we see this as a positive and exciting plan, and look forward to seeing the results, which will hopefully include benefits to the residents of Staffordshire as well.

Kind regards

John Mitcheson



Staffordshire
County Council

John Mitcheson | Interim Senior Transport Coordinator
Connected & Sustainable County
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Consultation on Stoke-on-Trent Draft Enhanced Partnership Plan and Scheme: Transport Focus response

Overview

Your EP Plan is well-written with a sound, evidence-based analysis. There is in general a clear explanation of the nature and scale of problems with local bus services and proposals to tackle them. We particularly welcome the BSIP Delivery and Operational Management Team that is being put in place, providing much-needed resources including an important dedicated resource for delivery of the communications and marketing strategy.

We are pleased that you have been quite successful in your application for BSIP funding. This has resulted in an EP Scheme which delivers on many of the ambitions in your EP Plan. We would welcome further clarity on the timescales for introducing the various measures required.

We appreciate that passenger numbers fell dramatically during the pandemic and indeed are still in decline. We accept that, if this continues, it will put pressure on maintaining existing service levels, let alone enhancing them, notwithstanding the aspirations for growth set out in your BSIP.

Introduction

We have compared your draft EP Plan and EP Scheme with our document *What passengers want from BSIPs* which reflects our national research into bus passenger priorities for improvement, with its robust methodology and samples. We sent this document to Stoke-on-Trent during the BSIP development process. We would expect your EP Plan and EP Scheme to reflect these passenger priorities, as well as those identified through the research you have commissioned and the stakeholder engagement you have carried out. Our response compares your EP with the principle 'asks' in *What passengers want from BSIPs*.

We do understand that the bus industry faces multiple challenges in competing with the car as it seeks to recover from the slump in patronage caused by the Covid-19 pandemic.

The Plan sets out a clear set of interventions and outcomes to be delivered within the funding from the Department and how these will be monitored and measured. It would be helpful to see more detail about how you will be reporting on progress towards meeting targets. We recommend that this reporting should include explanations about the performance of individual measures and any constraints in meeting the targets in addition to publishing the figures.

We are pleased to see the draft Charter laying out what a customer can expect and covering the areas that are most important to passengers. It is important that passengers know about the Charter. We would be interested to know more about how you plan to publicise it, manage its delivery, monitor, and report your performance against it and revise it in future.

Core measures – what passengers want

Buses running more often

We would like to see:

- improvements in frequency of weekday, daytime services
- more services at weekends, in the evenings and at night
- more frequent services to smaller towns and villages
- consideration of potential for improving connections to other forms of transport such as train stations or cycling routes.

More frequent services were rated as the top priority in our national research into bus passenger priorities for improvement in 2020 and you have indicated that this corresponds with the findings of your own research and local community engagement.

So we welcome plans to maintain the current level of service once the Bus Recovery Grant ceases and to grow patronage with turn up and go services on key corridors, plans for increasing service frequencies and extending hours of operation, that will also reduce waiting times.

We note that these plans are contingent on confirmation of required funding, however the commitment for efficiencies and savings from operating expenditure to be directed to improving the network overall is most welcome.

Buses going to more places

We would like to see:

- communication and consultation with passengers on significant changes.

The package of bus service enhancements detailed in Appendix I are welcomed. Merging services across the city will remove the need for changing services, which our research shows passengers dislike; will improve connectivity and give better access to education, employment and onward journey opportunities from rail.

We are pleased to see a commitment in the Scheme for operators to reduce and coordinate the number of timetable changes per annum, with changes being made no more frequently than four times a year.

We would like to see a commitment to consult with passengers on significant changes included in your bus passenger charter.

More buses on time/faster journey times

We would like to see:

- action to improve punctuality and achieve targets, such as bus priority measures, enforcement of bus priority, better management of roadworks and action by operators
- commitment to keeping passengers on board informed of delays and disruption
- direct, express buses to key destinations.

We welcome the combination of interventions to achieve better punctuality, through bus priority measures, phasing of traffic signal junctions and traffic management including bus lanes, bus gates and red routes.

We note the target for reducing journey times, which is set at 5 per cent improvement by the end of the BSIP reporting period. We would question whether this is sufficiently stretching to deliver the outcomes for passengers that will support an uplift in their satisfaction to 94 per cent, which is also a target.

We applaud the focus on enforcement to address infringements that cause regular delays, supporting delivery of punctuality and journey time improvements. We also welcome the further bus priority projects in reserve, although we note that these are subject to necessary funding resources becoming available.

We would like to see procedures for better management and co-ordination of roadworks and commitment to keeping passengers on board informed of delays and disruption.

Better value for money

We would like to see:

- a central source of pre-journey information on fares and ticket types
- lower fares (for all or for specific groups)
- flat fares
- more integrated fares
- price capping or flexible tickets
- retention of cash option.

We welcome the plans you set out for simplified and discounted fares, to make transport a cheaper and more attractive option particularly for younger passengers, students and journeys to work and leisure. We note that these are to be in place for 12 months,

potentially extended for a further 12 months, subject to demand monitoring and funding resources. The principles of simplicity and affordability should govern your approach. We would like to see more integrated fares and price capping and would appreciate confirmation that the cash option will continue to be available for those who need it.

We are pleased to see that demand monitoring will respond to potential overcrowding and consider appropriate service capacity actions, with potential for an agreed reimbursement generation factor for operators to reinvest in additional capacity.

We are pleased to see the central source of journey information for Stoke-on-Trent will be revamped to include pre-journey information on fares, real time information, service improvements and performance details.

We particularly welcome the communications and marketing strategy, with dedicated resource for delivery. It is important to address the barrier of lack of knowledge about service provision and fares, to give passengers awareness and confidence to make journeys by bus, with a positive experience that will see them return again.

More effort to tackle any anti-social behaviour

We would like to see:

- CCTV and improved lighting at stops
- enforcement
- including safety in design guidelines for buses and stops.

The Plan doesn't state whether anti-social behaviour is an issue in Stoke-on-Trent so it is hard to judge whether specific action is required, although perceived crime risks are mentioned, so we would like to see a focus on enforcement and including safety in design guidelines for buses and stops. The Plan does reference CCTV and uplifts in lighting provision at 100 bus stops to aid customer safety, which is applauded, although we would have liked to see resources enabling this to be stretched further.

Better quality of information at bus stops

We would like to see:

- an up-to-date timetable at every stop
- consideration given to provide route and network connections maps at major stops
- fares information at major stops
- real-time information at more stops and on apps.

The package of real time information with next bus displays and e-ink timetables is welcomed. We note that real time information screens is planned for 100 bus stops, with priority being given to high usage and interchange bus stops. We applaud that part of the functionality will include provision of updates on delays.

We are also pleased to see real time QR codes being planned for 461 bus stops, however would like to see details on how information is planned for those without digital access and more rural areas, where service levels may not be as good. We know that an up-to-date timetable at every stop, route and network connections maps at major stops, fares information at major stops and real-time information at more stops and on apps are all important to passengers.

Accessible buses

We would like to see:

- space for at least one wheelchair or buggy
- commitment to provide alternative transport, such as a taxi, where wheelchair space in use
- on board audio-visual next stop information
- commitment to customer service training.

We welcome proposals for improvement at 194 bus stops and to ensure all bus stops on the network are accessible. We note that priority will be given to bus stops with highest usage such as interchange stops and those on corridors with bus priority measures and areas where there is a higher percentage of elderly residents.

Our research shows that on board audio-visual next stop information and a commitment to customer service training can make bus travel more accessible. Your Passenger Charter mentions that there will be space on bus services for wheelchairs. We would like to see a commitment to provide alternative transport, such as a taxi, where the wheelchair space is in use.

Cleaner buses

We would like to see:

- enhanced cleaning regimes
- commitment to regular removal of graffiti.

We note the Passenger Charter commits to a consistently high standard of cleanliness on all buses with all buses cleaned daily. Our research following the pandemic shows the importance of on-board cleaning for passengers. We would want to see commitment to enhanced cleaning regimes and regular removal of graffiti, where this occurs.

Governance

We note that the Plan mentions arrangements for consulting passenger representatives on the effectiveness of the Enhanced Partnership. This is required by s.138A (8) of the Transport Act 2000. We would like to see this including a process for seeking input from

relevant organisations, elected representatives and a wide range of end users and would recommend also involving groups representing people with protected characteristics and committing to some passenger research to ensure you are hearing from a representative demographic. We would also want the Plan to say something about the questions you intend to ask and the information you intend to provide.

We note that you propose to adopt a bespoke mechanism should you need to vary your Scheme. While this is indeed less onerous than the full consultation which would otherwise be required by s.138K of the Transport Act 2000, we are concerned that it may be used as an alternative to making additional Schemes, which would require consultation with Transport Focus and other statutory consultees. We feel that this mechanism should only be used for relatively minor modifications to what is already included in the Scheme, and that from now on, new Schemes should be added and consulted upon.

Bus Passenger Charter

We have produced guidance and worked with some Partnerships to promote best practice in developing a passenger charter.

We appreciate that there are a number of strong and helpful commitments in your draft passenger charter, including those in relation to:

- simplified ticket options
- punctuality
- customer satisfaction

However, whilst attempts have been made to keep the charter relatively brief, to maximise its relevance, the Charter should highlight the elements of bus travel that matter most to the passenger, including the network of bus routes, the frequency of services, commitment to bus driver training, consulting passengers on significant changes and providing alternative transport, such as a taxi, where the wheelchair space is in use.

We appreciate that these can be some of the more challenging elements on which to make commitments. By contrast, in places you have set the bar quite low: does a commitment that buses will display route numbers and destinations merit inclusion?

More broadly, we see passenger charters as agenda-setting exercises. We would like to see you establish a process to ensure that your commitments are delivered and enhanced over time, and that performance against your Bus Passenger Charter is monitored. We would be happy to advise you about how best to do this.

How Transport Focus can help the Partnership to improve bus services

We believe we can play a useful role helping the Partnership to improve bus services by designing and carrying out passenger satisfaction and other passenger research and by advising on the following matters:

- obtaining a reliable picture of passenger opinion
- development of a Passenger Charter
- improvements to complaints procedures
- methodology for monitoring performance against passenger growth, punctuality and reliability targets, with sufficient granularity to identify areas which require adjustment to plans
- methodology for assessing performance against Passenger Charter commitments and on complaints handling
- revisions to BSIP and Passenger Charter
- consultation with passengers on how well the EP is working
- passenger information improvements
- reporting of performance to passengers.

March 2023

EPconsultations@transportfocus.org.uk

Transport Focus, 7th Floor Piccadilly Gate,
Store Street, Manchester, M1 2WD

www.transportfocus.org.uk

Staffordshire Police - full written response

From: Adrian Roberts Adrian.Roberts@staffordshire.police.uk

Sent: 14 March 2023 20:55

Subject: FW: Consultation: Stoke-on-Trent Enhanced Partnership Plan and Scheme for Buses

Importance: High

Colleagues, As part of the statutory consultation requirements (which includes Police) on behalf of the Chief Constable and Local Policing in Stoke on Trent I have reviewed the attached Enhanced Partnership Plan and Scheme proposed by Stoke on Trent City Council which aims to provide an improved bus service across Stoke On Trent.

SUMMARY; - The Dept of Transport have awarded SoTCC an indicative funding allocation of £31,663,500 for the period 2022-2025, which is conditional on DfT's approval of SoTCC's finalised Enhanced Partnership Plan and Scheme funding proposals.

The proposed plan and scheme will commence from 1st April 2023 and roll out over the next three years. The primary reason for the plan and scheme is to increase passenger numbers using local bus transport, which over the last decade has significantly fallen in Stoke on Trent, which has the 2nd worst reduction across the country. Focus will be given on reducing journey times, improving punctuality and increasing passenger satisfaction / value for money and measures proposed to deliver the plan include reducing traffic congestion, increasing services to areas of the City that have limited or no service, improving service information for passengers and to improve bus and local infrastructure safety i.e bus stops by making them cleaner and safer for users.

Specific proposed bus priority interventions include;

- Newport Lane bus link – this will link into the ongoing Etruria Valley / Festival Park development
- Upgrade of traffic signals - to give priority to buses travelling through bus lanes
- Bus lane and red route enforcement- Council enforcement officers to target illegal parking and unauthorised vehicle access
- Improving 194 bus stops with over 100 of those enhanced with CCTV and lighting – these will be prioritised in high use areas but also high crime / ASB areas so will require police data to advise.

In addition, as part of the Transforming Cities Fund (TCF) bus corridor improvement projects, a series of new bus lanes and bus gates will be delivered by 30th September 2025 with a commitment by the City Council to maintain and enforce them. The TCF projects include:

- Station Road bus gate (Stoke)
- The Strand/Market Street/King Street (Longton)
- Providence Square scheme at Town Road, south of Birches Head Road, to create new bus lanes (Hanley)

Several bus improvement schemes proposed by SoTCC as standalone schemes linked to housing developments or as part of the Local Transport Plan (LTP) include:

- Joiners Square additional capacity scheme which has been completed and benefits are currently being evaluated.
- Hanford Interchange junction improvement scheme linked to a new housing development, which will include a revision of the current bus gate.

CONCLUSION;- With respect of these proposed measures I do not see any significant impact arising on police service demand. There will likely be some short term, localised traffic disruption when any new bus lanes are being constructed but generally these measures offer longer term positive outcomes to help reduce traffic congestion around the City, they link up with new regeneration developments and also aim to increase public safety, with improved lighting and CCTV at bus stops. Further detail will be helpful regarding the three highlighted new bus gates / lanes to clarify changes in any traffic direction for non- bus traffic in advance of these being developed.

Of note the proposals also include within the future management structure Bus Operation Officers who will act as a ‘day to day’ liaison point with partners, including police on any local community safety, crime or ASB issues arising on the bus network. These

officers will also be available to link in with any local partnership meetings. We currently have such a similar officer operating within the City Council (Chris Salmon) so this will provide continuation and enhancement of this function.

Forwarded for your information.

Ade Roberts

Police Partnership Lead (Stoke on Trent)

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