

## Stoke-on-Trent Bus Service Improvement Delivery Plan 2025-26

Category of scheme/measure	Name of scheme/measure	Additional description of scheme/measure (including intended beneficial outcomes)	Target delivery date
Bus priority infrastructure	<b>Newport Lane Bridge Active Travel Link</b>	<p><b><u>Phase 1</u></b>  Due to the complex nature of this project, the phase 1 funding will be committed by March 2026, with the physical works taking place in 2025/26 and 2026/27.  The project design has been continuing in the background whilst negotiations have been taking place with landowners and developers of adjacent properties.  Progress through a planning application, land acquisition, utility diversions to construction phase.</p> <p><b><u>Phase 2</u></b>  Completion of the physical works on site, utility diversions and the bridge being completed, anticipated project completion by Q2-2027.</p> <p><b><u>Outcome</u></b>  Improved links between communities and employment, dedicated bus link, and active travel use by pedestrians and cyclists, improving community health.  Improved access to employment and provision of the new link between communities to the north of the city.</p>	<p><b>Phase 1 -</b>  31/03/2026  <b>Phase 2 -</b>  31/03/2027</p>

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Bus priority infrastructure	Enhanced Partnership SCOOT Bus Priority	<p><b><u>Phase 1</u></b> This majority of sites will be completed by September 2025. Bus operators identified four junctions on the A52 Hartshill Road and A520 Weston Road where buses experience delay, these locations are being reviewed and designed to incorporate bus priority as part of the works delivered in 2025/26.</p> <p><b><u>Phase 2</u></b> Times Square in Longton is being developed as a collaboration of several funding streams and consultation will be taking place in summer 2025. With this in mind the deadline for this location will be extended to March 2026.</p> <p><b><u>Outcome</u></b> This will provide improved reliability for the bus services by providing a green light at key junctions for buses which are identified as being late, according to their registered timetable.</p>	<p><b>Phase 1</b> 30/09/2025 <b>Phase 2</b> 31/03/2026</p>

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Bus priority infrastructure	<b>Enhanced Partnership red route and bus lane enforcement</b>	<p><b><u>Phase 1</u></b> This majority of locations will be completed by September 2025. There is opportunity for additional camera enforcement cars to be purchased, to support the enforcement of the new and existing restrictions to deter indiscriminate parking.</p> <p><b><u>Phase 2</u></b> Times Square in Longton is being developed as a collaboration of several funding streams and consultation will be taking place in summer 2025. With this in mind the deadline for this location will be extended to March 2026.</p> <p><b><u>Outcome</u></b> This will help to remove indiscriminate parking along key corridors where buses are delayed, and the result will be seen through improved punctuality and a more reliable service.</p>	<p><b>Phase 1</b> 30/09/2025 <b>Phase 2</b> 31/03/2026</p>
Bus stops/stations/interchanges	<b>Accessible bus stops</b>	<p>This scheme is on track and will be completed by September 2025. The scheme has seen over 200 bus stops improved with access kerbs and shelter relocations to improve the passenger experience and attract more passengers.</p> <p><b><u>Outcome</u></b> This will provide the passenger with an improved environment at the bus stop and improved accessibility onto the bus. In addition some locations will also benefit the bus by providing a build out which protects the bus stop and also keeps the bus in the flow of traffic.</p>	Sep-25

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Other infrastructure	<b>Real time information displays and CCTV</b>	<p>This scheme is on track and will be completed by September 2025. The scheme will achieve over 100 new and refurbished electronic displays being installed at bus stops to improve the passenger experience.</p> <p><b><u>Outcome</u></b> This will provide the passenger with confidence that the bus is due, by providing a real time data feed at the stop.</p>	Sep-25

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Bus service support/network development	<b>Travel SMART Bus Service Enhancements</b>	<p><b><u>Phase 1</u></b> Three tender rounds have been completed, with the introduction of over 25 bus service enhancements. The original proposed list of service enhancements has been achieved and a further review will be carried out to determine if there are any other services that can be implemented within the last 12 months of phase 1 funding.</p> <p><b><u>Phase 2</u></b> Continued support across the areas that have been in place since April 2024, to ensure commercial viability by the end of March 2027. This will include the Etruria Valley and Newport Lane area, which will support four services improving the links between Etruria Valley, neighbouring retail parks, Hanley City Centre and Stoke on Trent railway station.</p> <p><b><u>Outcome</u></b> This has already provided over 25 enhanced services by introducing additional journeys or new services providing new links with retail and employment. It will continue to develop the network and provide further links with a key employment site at Etruria Valley. During the next 12 months a full review will be carried to categorise the enhancements by type. The review includes a review of the patronage to enable the partnership to prepare for those services that will be viable beyond the funding window.</p>	<p><b>Phase 1 -</b> 01/04/2024 <b>Phase 2 -</b> 01/04/2025</p>

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Improved information, marketing	<b>Travel SMART Marketing, Comms and Branding</b>	<p>A full programme of social media announcements, press releases and working with the Cabinet Member for Stoke-on-Trent City Council to highlight the investment in the bus network, both services, ticketing and infrastructure.</p> <p><b><u>Outcome</u></b> Ongoing promotions and announcements about the investment being made into the bus network, including the cabinet member travelling on new bus services, and working with the bus companies on joint messages for the passenger.</p>	Mar-26
Other	<b>BSIP Delivery Resources</b>	<p>Bringing additional resource for the duration of the programme to support the delivery of the programme. Additional posts for CCTV and enforcement teams and support for the ongoing Transport Safety Officer role. Staff resourcing for monitoring and enforcement of key sections of bus network where red routes have been introduced, and increased CCTV coverage being provided. A new post being established to manage the monitoring and evaluation of the investment on the network, by reviewing all aspects of the programme from ticketing through journey time savings.</p> <p><b><u>Outcome</u></b> Continued resource to manage the programme and deliver the projects. This will also bring in new resources to support the enforcement and monitoring of red routes and CCTV coverage. The key benefit will be the dedicated resource for monitoring and evaluation of the programme, to evidence how the investment has helped to grow and support the bus passengers.</p>	Mar-26

Category of scheme/measure	Name of scheme/measure	Additional description of scheme/measure (including intended beneficial outcomes)	Target delivery date
Bus service support/network development	<b>Travel SMART Bus Fares</b>	<p>To support a continuation of the successful fares scheme, funded through Phase 1 and 3 funding, which will also support bus service enhancements introduced since April 2024 and the bus passengers.</p> <p>Continuation of successful BSIP scheme, which has achieved significant patronage increase. The Affordable/SMART fares scheme delivers a multi-operator discounted and simplified fare structure for passengers, which has raised the threshold for adult fares to start from the age of 19. The fare structure has been revised in light of the funding allocation and in preparation of the end of BSIP funding, when operators will revert to unsubsidised commercial fares.</p> <p>New initiatives to support the passenger, bus network and enhancements. This will include a review of the existing discounted offer and investigation into other opportunities to expand the scheme and encourage modal shift and active travel.</p> <p>A potential scheme is linking a discounted leisure activity at our leisure centres when someone has used the bus to travel there.</p> <p><b><u>Outcome</u></b></p> <p>The scheme implemented in July 2023, has been hugely successful and we want to continue the discounted fare scheme to support the bus passengers.</p> <p>This scheme has helped to grow our patronage over the last 18 months and it works hand in hand with the network improvements to provide a useable network, with a simplified fare structure across multi operators.</p>	Apr-25

Category of scheme/measure	Name of scheme/measure	Additional description of scheme/measure (including intended beneficial outcomes)	Target delivery date
Bus stops/stations/interchanges	<b>Bus Station Infrastructure Improvements</b>	<p>Improvements to lighting and security for Hanley and Longton bus stations.</p> <p>Upgrade of lighting, including emergency lighting and security measures at the bus stations to improve the safety and comfort of the passengers. Including accessibility measures and new electronic information displays.</p> <p><b>Outcome</b></p> <p>Improvements to the environment within the bus stations, to help the passenger feel safe whilst waiting for their service.</p>	Mar-26
Development of future proposals	<b>Transport model and monitoring equipment</b>	<p>Ability to manage the network and review how the subsidised bus services have impacted on the network, including looking at new developments and their impact on the network. This will enable us to monitor the network and seek funding to improve the traffic movements. Ensures bus journey times data and related bus priority measures are considered and enhanced through the development of the transport model, which will support the delivery of sustainable development and network efficiency improvements.</p> <p><b>Outcome</b></p> <p>This will help to provide the data monitoring team with up to date technology solutions to ensure the data collection is as robust as possible. This investment into the equipment will support the collection of bus journey times, patronage and delays on the highway.</p>	Mar-26



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Bus stops/stations/interchanges	<b>Advertising contract bus shelter upgrades</b>	To provide an opportunity to purchase a small number of new shelters, potentially in the town centres to create an interchange feel at the key bus stop locations. A new contract for advertising street furniture will be place by January 2026.	Mar-26
Ticketing equipment/systems	<b>Travel SMART Tap On Tap Off multi operator ticketing system</b>	<p><b>Phase 1</b> Agreement drawn up between the partners to establish roles and responsibilities for maintaining the system.</p> <p><b>Phase 2</b> Purchasing and installation of ticketing equipment required to enable the system to work.</p> <p><b><u>Outcome</u></b> Ensures passengers can get capped (best value) various period tickets across multi operators on the network. When the subsidised fare scheme ends, the passenger will be confident about using their own bank cards to get the best deal across multi operator journeys. The passenger can then travel as often as they like knowing that they will get the best deal.</p>	<p><b>Phase 1 -</b> 01/04/2025 <b>Phase 2 -</b> 31/03/2026</p>