



Setting targets in Bus Service Improvement Plans

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Government requirements in NBS and BSIP guidance

- Set targets for journey time and reliability (overall and for urban areas), patronage growth and customer satisfaction
- Forecast progress to be achieved by 2025 and 2030
- Report performance against targets every six months
- Seek views of stakeholders (MPs, business, user groups etc.) on your performance

What to set targets on

- Set reliability and journey times targets for different times of the day and days of the week as well as overall targets
- Set targets for improving your least reliable and slowest services
- Augment your overall satisfaction target by measuring satisfaction with the things that matter most to passengers and potential passengers
- Accompany your targets with a plan of action designed to help you to meet them

Bus passenger priorities for improvement (Spring 2019)

1. Buses running more often
2. Buses going to more places
3. More buses on time at the stop
4. Better value for money
5. More journeys on time
6. More effort to tackle any antisocial behaviour
7. Faster journey times
8. More bus stops with next-bus displays
9. Better quality of information at bus stops
10. More space for wheelchairs and buggies.

Non-users' priorities for improvement

1. Buses Going To More Places
2. Buses Running More Often
3. Better Value For Money
4. Bus Stops Closer To Home/Destination
5. More Bus Services Running On Time
6. Faster Journey Times
7. More Effort To Tackle Antisocial Behaviour
8. Live Bus Times Available On A Smartphone
9. Buses Running Earlier/Later In The Day
10. Ability To Pay By Mobile/Contactless Card

Measuring passenger satisfaction

- Establish a benchmark and use consistent methodology to compare passenger satisfaction with your buses from one year to the next
- Comparisons of satisfaction with other areas require a wider/national survey based on a consistent methodology
- Transport Focus' annual Bus Passenger Survey provided this for contributing areas and operators, but has been interrupted by the Covid-19 pandemic
- We would like to see a national survey to support six monthly reporting of key elements of satisfaction

Reporting your performance

- Report dissatisfaction as well as satisfaction levels and provide comparisons to make it easier to interpret your performance
- Focus on individual routes or transport corridors, particularly when reporting on reliability and journey times
- Keep it simple and communicating at a time and a place when bus service performance matters most to passengers
- Provide a more detailed report for those who want it, such as passenger groups and Traffic Commissioners including, for example, detailed breakdowns, data collection methods and validation of figures.

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