



# What passengers want from Bus Service Improvement Plans

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29 September 2021

# What passengers want from BSIPs

- Priorities for improvement of passengers and non-users need to be reflected to support and encourage bus use
- Provide evidence that objectives are derived from passenger research and/or consultation
- Support accountability by explaining targets, measures and constraints
- Commit to public reporting of performance against targets
- Link measures explicitly to targets and to charter commitments

# Buses running more often

- 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

## Research evidence:

- **Bus passengers' priorities for improvement**

# Buses going to more places

- New and extended routes
- Creation of a stable network by limiting the number of changes each year
- Communication and consultation with passengers on significant changes

## Research evidence:

- **Bus passengers' priorities for improvement**
- **Bus service reviews: consulting on changes to local services**

# More buses on time/faster journey times

- Action to improve punctuality and achieve targets – bus priority measures, roadworks management and operator actions
- Commitment to keeping passengers on board informed of delays and disruption
- Direct, express buses to key destinations

## Research evidence:

- **Bus passengers' priorities for improvement**
- **The route ahead: getting passengers back on buses**
- **Bus passenger survey – Autumn 2019**
- **Bus punctuality and timetables**
- **What's the hold-up? Exploring bus service punctuality**
- **Bus passengers' experience of delays and disruption**

# Better value for money

- 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

## Research evidence:

- **Bus passengers' priorities for improvement**
- **The route ahead: getting passengers back on buses**
- **Using the bus: what young people think**
- **Bus passenger views on value for money**

# More effort to tackle any anti-social behaviour

- Specific action, such as CCTV and improved lighting at stops
- Enforcement
- Including safety in design guidelines for buses and stops

## Research evidence:

- **Bus passengers' priorities for improvement**
- **Bus passenger survey – Autumn 2019**

# Better quality of information at bus stops

- An up-to-date timetable at every stop
- Provide route and network connections maps at major stops
- Fares information at major stops
- Real-time information at more stops and on apps

## Research evidence:

- **Bus passengers' priorities for improvement**
- **The route ahead: getting passengers back on buses**
- **Bus passenger views on value for money**



# Accessible buses

- 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

## Research evidence:

- **Bus passenger survey – Autumn 2019**
- **Response to Transport Select Committee inquiry: effectiveness of legislation on transport for disabled people**

# Cleaner buses

- Enhanced cleaning regimes
- Commitment to regular removal of graffiti

## Research evidence:

- **The route ahead: getting passengers back on buses**
- **Bus passenger survey – Autumn 2019**
- **Cleanliness on public transport**
- **Feeling safe on the bus**
- **Public transport: a cleaner future**

# Checklist for bus service improvement

- Measures are drawn from the main conclusions of our national research with passengers and non-users
- These provide a checklist we recommend using in drawing up Bus Service Improvement Plans
- Transport Focus will be using this to review Enhanced Partnerships and Bus Service Improvement Plans in the formal consultation



# Contact Transport Focus

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