

Annex 4: Delivering the Outcomes - outline content

This annex summarises the proposed outcomes for the Bus Plan alongside the key deliverables that would support their implementation. Deliverables are indicative and will be refined through engagement on and further development of the Plan and associated EP+ proposals. Items **highlighted** are mandated by the Department for Transport.

1. Network design, growth, reinvestment and inclusive, planning-aligned services

A coherent, growing and financially sustainable bus network that is fully embedded in planning and economic development, responds to demand, provides equitable connectivity to essential services and opportunities for all communities, and is valued by customers as their own - creating a network they actively support, champion and promote.

Key deliverables / outputs

- Greater collaboration on network design and service amendments
 - Improved services (new routes, extended hours, increased frequencies)
 - **Defined route classifications with aspirational service standards**
 - Bus integration within Local Plans and partnerships with planning stakeholders
 - Developer-led bus plans and use of S106 contributions
 - **Agreed reinvestment principles and documented reinvestment decisions**
 - Delivery plans and strengthened operator commitments
 - **Increased capacity and expertise within the Council and maintenance of baseline bus budgets**
 - Improved customer communications, engagement and growth monitoring
 - Community transport integration and improved connectivity to key destinations
 - Stop upgrades and network usability improvements
 - Exploration of enhanced coach provision supporting regional and national travel
 - Develop a work programme to establish a longer-term bus network vision, e.g. how to realise high growth in bus use by 2040; and investigating the potential for new rapid transit corridors
-

2. Network reliability, stability, data integrity and journey time reliability

A consistently reliable, predictable and competitive bus network, underpinned by robust data and performance management, with journey times that make bus a realistic alternative to private car travel.

Key deliverables / outputs

- Data sharing framework and performance reporting
- **Review processes and publication of performance metrics**
- **Accurate real-time information data and timely service registrations**
- **Defined socially necessary services list and processes**

- **Standardised timetable change dates**
 - Coordinated services (including later services on key days)
 - Clear communications on service changes and disruption
 - **Delivery, maintenance and enforcement of bus priority measures**
 - Wider journey time improvements
 - Defined approaches and procedures to minimise network disruption
-

3. Customer experience, integration and people-centred design

A simple, seamless and intuitive end-to-end customer experience, where journeys across modes are well integrated and services are shaped by customer needs, enabling people to easily plan, understand, pay for and trust bus travel.

Key deliverables / outputs

- Consistent and easy-to-use customer information
 - Expansion of real-time passenger information
 - Consistent branding and **promotion of a customer charter**
 - Simplified fare structures
 - Integrated and multi-modal ticketing (bus/bus and bus/rail)
 - **Additional MyBus ticket with a 28 day duration**
 - Multi-operator and multi-modal fare capping
 - High-quality interchanges
 - Integrated journey information and seamless modal connections
 - Customer engagement processes and feedback loops
 - Increased transparency in decision-making
-

4. Infrastructure, vehicles and on-board experience

A high-quality, well maintained, safe and consistent end-to-end travel environment, with modern vehicles, well-designed infrastructure and a skilled, motivated, customer-focused workforce that together enhance the quality of journey.

Key deliverables / outputs

- Standardised roadside information provision
 - Delivery of higher-quality bus stops and improved facilities
 - Defined infrastructure standards and stop upgrades
 - Logical and consistent bus stop naming
 - Higher-quality vehicle fleets with improved customer features
 - Safety initiatives, including targeted safety measures and data sharing with the police
 - Vehicle standards (including age and cleaning standards)
 - Training programmes for staff
 - Improved welfare facilities for drivers
 - Staff recognition and initiatives to improve retention
-

5. Decarbonisation, energy and innovation

A fully zero-emission, future-ready bus system that delivers cleaner air and carbon reduction, supported by flexible energy infrastructure and innovative approaches to maximise efficiency and long-term resilience.

Key deliverables / outputs

- Rollout of zero-emission buses and emissions reduction
 - Charging infrastructure, including en-route charging
 - Depot upgrades and optimisation of depot capacity
 - Charging and technology pilots
 - Battery reuse initiatives
 - Exploration of wider system integration (including freight)
-

6. Inclusion, accessibility and travel behaviour change

A safe, inclusive and welcoming bus network that removes barriers to travel and builds awareness, confidence and long-term adoption of bus use across all communities.

Key deliverables / outputs

- Consideration of the needs of disabled people as per Section 18 of the Bus Services Act 2025
- Accessibility schemes and targeted improvements
- Adopt a people-centred design approach
- Safety enhancements to improve personal security and confidence
- Greater transparency and representation within governance arrangements
- Training, education and outreach programmes
- Targeted engagement with key groups and communities
- Marketing and behaviour change campaigns
- Promotion of bus use (including concessionary fares)
- Partnerships with schools, employers and community organisations
- Monitoring of behaviour change and effectiveness
- Annual customer surveys