



Gloucestershire's Bus Service Improvement Plan (BSIP) 2024

Contents

1. Introduction and Executive Summary

3

2. Gloucestershire's Vision for Buses

8

- 2.1 Gloucestershire's BSIP: Scope and Ambition
- 2.2 Policy Context
- 2.3 Role of Buses in Gloucestershire
- 2.4 Vision and Objectives for Gloucestershire's BSIP

10

3. Where Are We Now?

11

- 3.1 Passengers
- 3.2 Gloucestershire's Bus Network
- 3.3 Journey Time and Reliability
- 3.4 Fares and Ticketing
- 3.5 Gloucestershire's Vehicle Fleet
- 3.6 Information, Marketing, and Innovation
- 3.7 Bus Stops and Interchanges

14

18

19

23

28

32

35

37

39

4. Improvements Programme to 2025

41

- 4.1 Towards an Enhanced Bus Network
- 4.2 Towards Faster and More Reliable Bus Services
- 4.3 Towards More Attractive Fares and Ticketing
- 4.4 Towards Better Vehicles
- 4.5 Towards Improved Information, Marketing and Innovation
- 4.6 Towards Improved Interchange and Bus Stop Infrastructure

42

46

48

49

50

52

5. Ambitions and Proposals for 2025 and Beyond

55

- 5.1 Our Ambitions for an Enhanced Bus Network
- 5.2 Our Ambitions for Faster and More Reliable Bus Services
- 5.3 Our Ambitions for More Attractive Fares and Ticketing
- 5.4 Our Ambitions for Better Vehicles
- 5.5 Our Ambitions for Information, Marketing, and Innovation
- 5.6 Our Ambitions for Improved Interchange and Bus Stop Infrastructure

56

59

61

62

62

63

6. Targets, Performance, Monitoring, and Reporting

64

- 6.1 Targets
- 6.2 Monitoring and Reporting

65

67

7. BSIP schemes and proposals overview tables

68

Appendices

76

- A – GCC Objectives Mapped Against BSIP Guidance
- B – List of GCC Supported Services

76

78

Introduction



01

01

Introduction

Gloucestershire has come a long way since the publication of its previous BSIP in 2021. Three years ago, Britain was just emerging from the Covid 19-related lock downs and their travel restrictions. As a result, passenger numbers were the lowest we had ever experienced and confidence in public transport in Gloucestershire, as well as in other places, was low.

Investment was hindered by pressures on public spending and revenue shortages in the private bus sector. The Covid 19 travel restrictions were followed by a national shortage of bus drivers which led to reliability issues across Gloucestershire's bus network. At one point we estimated that, on average, 25% of trips were not being operated at all, and a significant proportion of the remaining trips were delayed.

Gloucestershire County Council supported the bus network financially throughout the pandemic and beyond and was able to award some replacement contracts to secure additional services. Since 2021, we have significantly increased the funding available for supported bus services in Gloucestershire. In addition, we've worked hard to provide a positive vision for Gloucestershire's buses that does not only seek to return to pre-pandemic bus patronage levels but aims to exceed them. We are not only expanding our demand responsive service offer (The Robin) to nearly all rural areas of Gloucestershire, we are developing an emerging Expressbus network, linking rural areas and market towns to Gloucestershire's urban core. In addition, we have carried out an interchange hub study and ring-fenced GCC funding to implement local interchange hubs and bus priority on the Expressbus network. Our flagship strategic interchange hub at Arle Court is about to be completed and we are excited that it will deliver increased connectivity and reduce congestion. We are pushing ahead with developing our plans for a Mass Rapid Transit system for Gloucestershire and have also secured just under £6 million to electrify more than 20% of Gloucestershire's

bus fleet, delivering not just better vehicles for Gloucestershire's bus users but also reducing carbon emissions and improving air quality.

Our newly established Enhanced Partnership Bus Board has already started to improve communication with our key bus operators and will form the foundation of a number of joint working groups to improve bus services for all bus users and residents of Gloucestershire.

The 2024 BSIP paints a comprehensive picture of the current bus service provision in Gloucestershire and our vision for improvement. It aims to deliver a more comprehensive bus network, provide faster and more reliable services, more attractive fares and ticketing, improved information, marketing and innovation, better vehicles and improved infrastructure. The BSIP clearly sets out what Gloucestershire is trying to achieve in the near and medium term and how we are aiming to deliver this vision.

I am confident that the future for buses in Gloucestershire is bright and that we will continue apace on our journey towards a network that includes a Mass Rapid Transit (MRT) system supported by Expressbus services, multi modal interchange hubs, and demand responsive transport to provide a comprehensive bus offer that feeds into and is co-ordinated with rail to provide a fully integrated public transport offer for the community of Gloucestershire.

Cllr Philip Robinson

County Councillor for GCC Mitcheldean Division
& Cabinet Member for Education, Skills and Bus Transport



Executive Summary

The National Bus Strategy 2021 sets out a vision for improvements to local bus services across the country. To deliver this Local Authorities were required to produce a BSIP. Gloucestershire's first BSIP was published in 2021 and updated in 2022. It has now been comprehensively updated and our BSIP 2024 describes the current situation, a vision, and clear proposals for delivering it.

Our Vision is for Buses to be at the heart of an attractive, affordable, and integrated transport system for everyone in Gloucestershire.

We will increase bus patronage by providing a high-quality bus network, accessible from the whole county, and fully integrated with other transport modes, that people choose to use for all journey types because it's convenient, attractive, easy to use, and value for money.

To do this we will work to deliver the following OBJECTIVES AND KEY PROJECTS shown on the next 2 pages.

The Gloucestershire BSIP 2024 vision

For buses to be at
the heart of an
attractive, affordable,
and integrated transport
system for everyone in
Gloucestershire



A more
comprehensive
bus network



Improved
interchange
and bus stop
infrastructure



Better
vehicles



Faster and
more reliable
bus services



More
attractive fares
and ticketing



Improved
information,
marketing and
innovation



A more comprehensive bus network

GCC will work with bus operators to deliver better services in the evenings and weekends. In rural areas this will be based on an Expressbus network fed by local bus services and demand responsive transport, and in urban areas a core network of turn up-and-go services. Buses will be better integrated to deliver a one network experience.

Key Projects:

The Robin, Expressbus services, Mass Rapid Transit (MRT)



Faster and more reliable bus services

GCC will work with bus operators to deliver a faster and more reliable bus network with Expressbus services and a vision of mass rapid transit (MRT) linking Gloucester, Cheltenham and key growth areas. This will be enabled by bus priority where needed, including segregation where deliverable.

Key Projects:

Bus priority, The Robin, Expressbus, MRT, Bus Route Scorecard, Bus Drivers



More attractive fares and ticketing

GCC and bus operators will work together to seek to deliver cheaper and more attractive fares and ticketing, to make buses easier to use.

Key Projects:

One day Multi-Operator Ticket, Standardised YP ticket



Improved information, marketing, and innovation

GCC and bus operators will work to provide high quality, comprehensive, accurate and coordinated information and marketing that is easy to understand. GCC and bus operators will work to identify opportunities to innovate and continually improve bus services in Gloucestershire.

Key Projects:

Passenger Charter, Bus Map, Review of Roadside Information



Better vehicles

We will make buses better to ride in, more accessible and help de carbonisation by working with bus operators to upgrade and enhance their fleets.

Key Projects:

ZEBRA Project - 58 Zero Emission Buses



Improved interchange and bus stop infrastructure

We will work to ensure that improved vehicle accessibility is matched by high quality accessible and inclusive infrastructure providing a haven of safety for all.

Key Projects:

Arle Court Interchange Hub, Merry Walks Interchange Hub

Gloucestershire's Vision for Buses



02

2.1

2.1 Gloucestershire's BSIP: Scope and Ambition

Improving bus services will help to deliver on some of the key challenges Gloucestershire is facing, such as the cost-of-living crisis, accommodating and supporting economic growth, combating climate change, and reducing congestion.

Good bus services help people work and take an active role in their communities. They allow people to retain their independence and live productive lives, which has significant social and economic benefits for society.

Gloucestershire's Bus Service Improvement Plan (BSIP) 2024 sets out the vision, objectives, and delivery plan shared and agreed between Gloucestershire County Council (GCC), as Local Transport Authority, and its partners for transforming the quality of bus services in Gloucestershire.

The BSIP covers the complete area of Gloucestershire County, aligning with the county's Local Transport Plan (LTP) and the area covered by the Enhanced Partnership (EP). The BSIP implementation and EP will be governed through the Gloucestershire Bus Board and Bus Forum. GCC also regularly engages with authorities across Gloucestershire's borders to ensure cross boundary cooperation.

In 2022, a cross-party group of Councillors launched the 'Improving Gloucestershire's Bus Services Scrutiny Task Group'. Following a series of meetings with officers from the Integrated Transport Unit, bus operators, the DfT, and other stakeholders, the task group created a report with recommendations, which were considered in the development of Gloucestershire's BSIP 2024.

¹ The Enhanced Partnership (EP) is a statutory partnership between GCC and local bus operators that sets out how they will work together to deliver BSIP outcomes in Gloucestershire. The EP can be found here: [Gloucestershire Bus Strategy | Gloucestershire County Council](#)

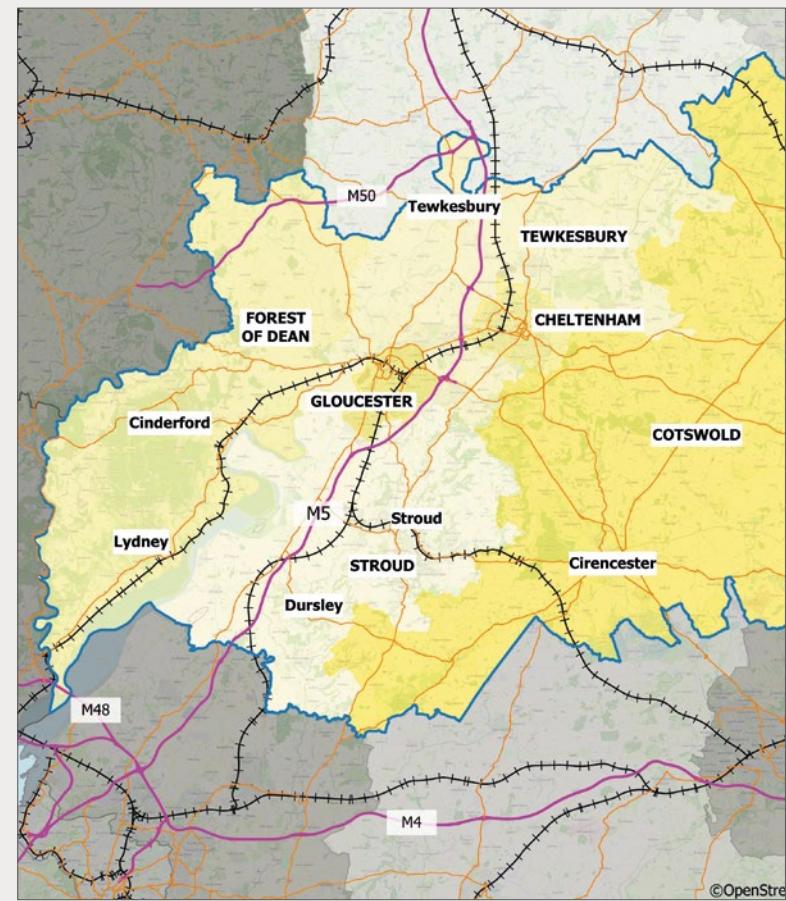


Figure 1: Gloucestershire's geographic area

- County Boundary
- Railway Line
- 'A' Road
- Motorway

© OpenStreetMap contributors and Contains OS data © Crown copyright and database right 2021.

2.2

National Policy Context (Examples)

- Transport De-carbonisation Plan
- Build Back Better and Levelling up Whitepaper
- The Plan for Drivers
- National Bus Strategy**

Regional / Local Policy Context (Examples)

- District Local Plans
- Western Gateway SNTB Strategic Transport Plan and Coach Strategy
- Gloucestershire Climate Change Strategy
- Gloucestershire Economic Strategy

Local Transport Plan

- **BSIP**
- Cycle Infrastructure Plans
- Road Safety Policy
- Manual for Gloucestershire Streets
- Transport Asset Management Plan
- Ultra Low Emission Vehicle (ULEV) strategy

2.2 Policy Context

Gloucestershire's BSIP sits within a broader policy context, as summarised in Figure 2. The requirement for local transport authorities to produce BSIPs was first set out in the March 2021 National Bus Strategy for England. It sets out the Government's vision and a strategy to transform the quality of bus services in England outside London, making them more attractive, convenient, good value and popular for all to use. Local Authorities have now been asked by the Department for Transport (DfT) to produce BSIPs for 2024.

Gloucestershire's BSIP is a subsidiary document to the adopted Gloucestershire LTP 2020/41 and as such will provide a plan of interventions and ambitions for the short (2024/25), medium (2025/29), and long term (up to 2041).

Figure 20 in chapter 7 illustrates how the impacts of delivering the BSIP will contribute to Gloucestershire achieving the LTP objectives to:

- Protect and enhance the natural and built environment.
- Support sustainable economic growth.
- Enable safe and affordable community connectivity.
- Improve community health and wellbeing and promote equality of opportunity.

Under the first of these objectives sits one of the key aims of the LTP, to reduce greenhouse gas emissions. Transport accounts for **37%** of all carbon emissions in Gloucestershire (46% if motorways and railways are included). 58% of transport carbon emissions in Gloucestershire come from cars and less than 2% from buses. Increasing bus use is therefore one of the key levers to reduce CO₂ emissions² and high-level analysis

Figure 2: The policy context around Gloucestershire's BSIP

has indicated that a doubling of average bus use per person would be required to meet the ambitions outlined in Gloucestershire's Climate Change Strategy. This would mean bringing Gloucestershire's average bus use per person in line with that of Oxfordshire.

Gloucestershire's successful ZEBRA 2 bid will enable more than **20% of Gloucestershire's vehicle fleet to be entirely emission free by 2026**.

²The 2022 DfT Transport and environment statistics 2022 conclude that the amount of CO₂ saved by changing from car to bus does not only depend on the car model and environmental standard of the bus, but also on the length and type of journey. For example: for a journey between London and Glasgow the average petrol car emits over 4 times more CO₂ per passenger than the equivalent journey by coach. For a journey within London, the average London bus emits 3/4 per passenger, compared to the average petrol or diesel car.

2.3

2.3 Role of Buses in Gloucestershire

Buses are the corner stone of Gloucestershire's sustainable transport network. They can provide affordable access to work, education, services, and leisure for all residents of Gloucestershire, independent of income or access to a private car. Buses provide one of the most efficient uses of our highway infrastructure and their ability to serve trips that are too long for active travel but inaccessible by rail mean they are the mode with the highest potential to reduce Gloucestershire's transport carbon emissions.

For people who hold elderly and disabled concessionary travel passes, this plays a significant role in their lives. Bus services help them to access essential services, play an active role in their communities and maintain independence. The physical and mental health benefits from walking to and from bus stops and greater social contact may also help to reduce demand for health and social care services.

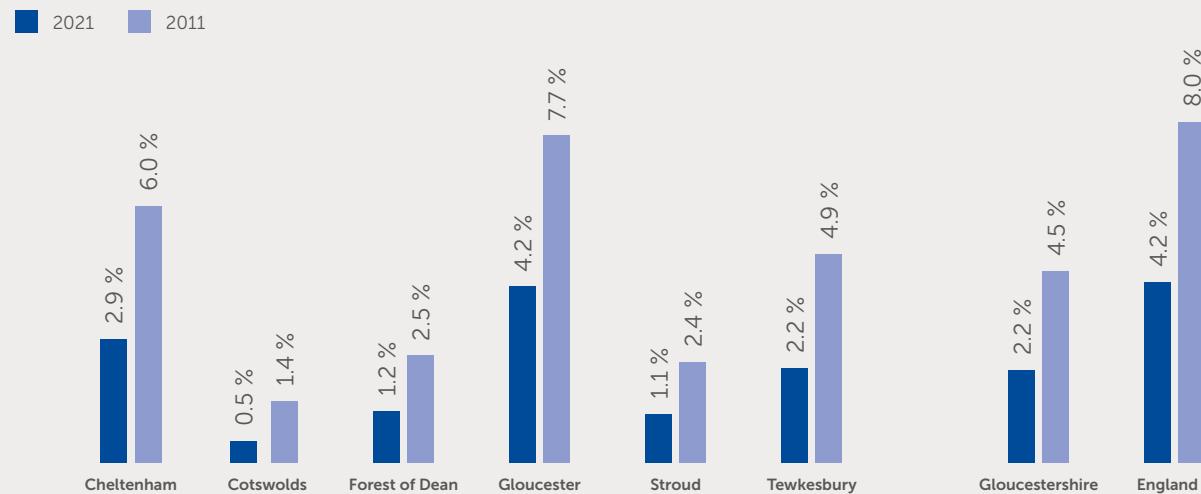


Figure 3: Percentage bus, coach and minibus travel to work

Similarly, the importance of physically accessible and safe routes to bus stops and buses was stated to be a key determinant of bus usage by people with physical disabilities.

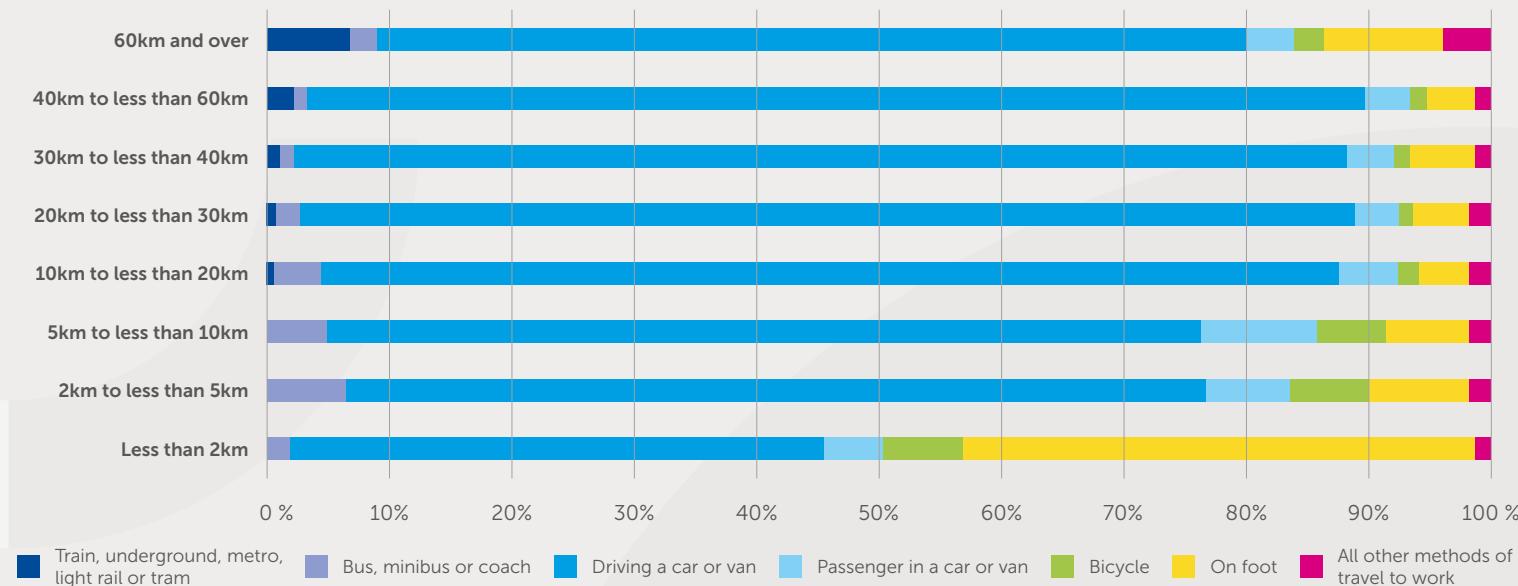
Mode Share

Buses represent the main public transport mode in Gloucestershire but made up only 2.2% of the total journey to work mode share in 2021.³ In 2011, 4.5% of all journeys to work in Gloucestershire were undertaken by bus. This difference can be explained by the COVID-19 travel restrictions at the time of the 2021 census and the 33% of the population reporting that they worked mainly at or from home. However, as can be seen from Figure 3, bus mode share for work also varies significantly across the county with a clear rural / urban split.

³ It is recognised that the 2021 Census was undertaken during one of the COVID-19 lockdowns, when people were required to stay at home if possible. This greatly influenced travelling to/from and for work, with many people working from home – as noted from the 32.5% of commuters responding to the Census in this manner.

2.3

Figure 4: Gloucestershire mode share to work by distance 2021



Trip Distance

Bus mode share also varies by trip distance and is greatest for trip distances between **2km and 20km**. Mode share for active travel modes significantly declines for trips of more than 5km (though this may change with the emergence of e-bikes) and mode share for trains is only just visible in the graph above for journeys **above 10 km**. This clearly demonstrates the versatility and potential to grow for bus as a sustainable transport mode if the service offer is attractive enough to passengers.

Demographic

Across Gloucestershire there are also many people who cannot drive to access services and facilities because either they do not have a car or cannot drive for medical or other reasons. In 2021, c.15% (41,734) of households in Gloucestershire did not have access to a car. Households without a car tend to be concentrated in the urban areas (c. 20% of households in Cheltenham and Gloucester). However, between 10% and 12% of households in rural areas also do not have access to a car, which includes distinct geographical pockets where car ownership is low. This clearly demonstrates the need for a comprehensive bus offer that covers the whole of the county, not just areas with high population density.

2.3

Bus services also provide a safety net for people who may find travelling by other modes of transport difficult. In 2023, 24% of all bus journeys in Gloucestershire were made by people holding elderly and disabled concessionary travel passes.

Economy

Buses significantly contribute to economic growth and prosperity. The National Bus Strategy clearly sets out how improved bus services can strengthen communities, sustain town centres, and connect disabled and isolated people. For this reason, the strategy expanded the category of 'socially necessary' services to include 'economically necessary'. This recognises the vital role that buses have in getting people to work at all times of the day and night.⁴

A study by the University of Leeds showed that 11% of employees who commute by bus would be forced to look for another job if they could no longer take the bus. It also found that 50% of businesses surveyed considered the bus had a role in recruitment and retention and that a fifth of businesses considered the bus to be central to their business operations.⁵

For many young people without access to a car, buses are the only feasible option to access education.

There is also significant unused potential for buses to contribute to Gloucestershire's tourism industry, culture, heritage, and town centre economies by providing visitors and tourists with a convenient and environmentally friendly way to discover various attractions while minimising their environmental impact. Bus services can also particularly support the night time economy, providing an alternative to driving. With "leisure/eating out/non-essential shopping" now making up 28% of all trips (more than "commuting" or "essential shopping"), there are real opportunities for bus use to expand in this sector.⁶

Buses can also improve productivity more widely, for instance by reducing congestion which affects all road users. The National Bus Strategy estimates that congestion costs urban economies at least £11bn a year.⁷

⁴ Department for Transport 2021: Bus Back Better - National Bus Strategy for England, page 47.

⁵ University of Leeds, Institute of transport studies, 2012: Buses and Economic Growth – summary report, page 3 www.cpt-uk.org/media/prjezj/25-1.pdf

⁶ Transport Focus 2023 Bus User Survey: Bus User Survey - 8 September d3cez36w5wymxj.cloudfront.net/

⁷ Department for Transport 2021: Bus Back Better - National Bus Strategy for England, page 18.

2.4



2.4 Vision and Objectives for Gloucestershire's BSIP

In line with the National Bus Strategy and Gloucestershire's LTP objectives, the key ambition of Gloucestershire's BSIP is to improve the attractiveness of buses to attract more passengers. The proposed increase in service levels, reduced journey times, improved accessibility, and reliability - in combination with more attractive vehicles, fares, information, and infrastructure - will result in modal shift from private cars to buses, with reduced emissions and reduced road congestion.

Gloucestershire's BSIP vision is therefore **"for buses to be at the heart of an attractive, affordable, and integrated transport system for everyone in Gloucestershire"**. We will seek to achieve this vision by working to deliver the following objectives:

- A more comprehensive bus network,
- Faster and more reliable bus services,
- More attractive fares and ticketing,
- Improved information, marketing, and innovation,
- Better vehicles, and
- Improved interchange and bus stop infrastructure.

The BSIP Vision and Objectives are set out in detail on the following pages.

In detail Gloucestershire BSIP 2024 vision and objectives

For buses to be at the heart of an attractive, affordable, and integrated transport system for everyone in Gloucestershire.

Increase bus patronage by providing a high-quality bus network, accessible from the whole county and fully integrated with other transport modes, that people choose to use for all journey types because it's convenient, attractive, easy to use, and value for money.



A more comprehensive bus network

This will see bus services that are more **comprehensive** across the country and with better services in the evenings and weekends. In rural areas, the Expressbus network will be fed by local services and demand responsive transport. Bus services will be **more frequent**, with minimum operating times specified on the Expressbus corridors. In urban areas we will aim for turn-up-and-go services and frequencies that provide reliable core provision in rural areas. Buses will be **better integrated** with other modes and each other, to ensure that bus users have one network experience when using buses by different operators and can seamlessly change to other transport modes.



Faster and more reliable bus services

The long-term vision for Gloucestershire will see the urban core served by a faster and more reliable bus network with mass rapid transit linking Gloucester, Cheltenham, and key growth areas. The mass rapid transit will be integrated into a network of Expressbus corridors taking into consideration the number of passengers carried and with bus priority where needed, including segregation where deliverable.



More attractive fares and ticketing

GCC and bus operators will seek out funding opportunities and develop strategies for more daily price capping and to lower point-to-point fares and flat fares within City and towns so that travelling by bus will be **cheaper** and more attractive.

GCC and bus operators will also seek to work to simplify ticket ranges and pricing, including working towards a county-wide multi-operator ticket, daily price capping and contactless payment across all bus operators to make buses **easier to use**.

In detail Gloucestershire BSIP 2024 vision and objectives



Improved information, marketing and innovation

GCC and bus operators will work to provide high quality and coordinated information and marketing with simpler routes, common numbering, coordinated timetable change dates, good publicity, and comprehensive, accurate information that is easily accessible via multiple channels and **easy to understand**.

GCC and bus operators will work to identify opportunities to bring **innovation** to continually improve the bus service offer in Gloucestershire.



Better vehicles

GCC and bus operators will work to develop vehicle quality 'standards' to improve accessibility and inclusion, make buses **better to ride** in and help de-carbonisation. This will include continuing to seek funding opportunities to bring forward the introduction of **green**, zero emission buses.



Improved interchange and bus stop infrastructure

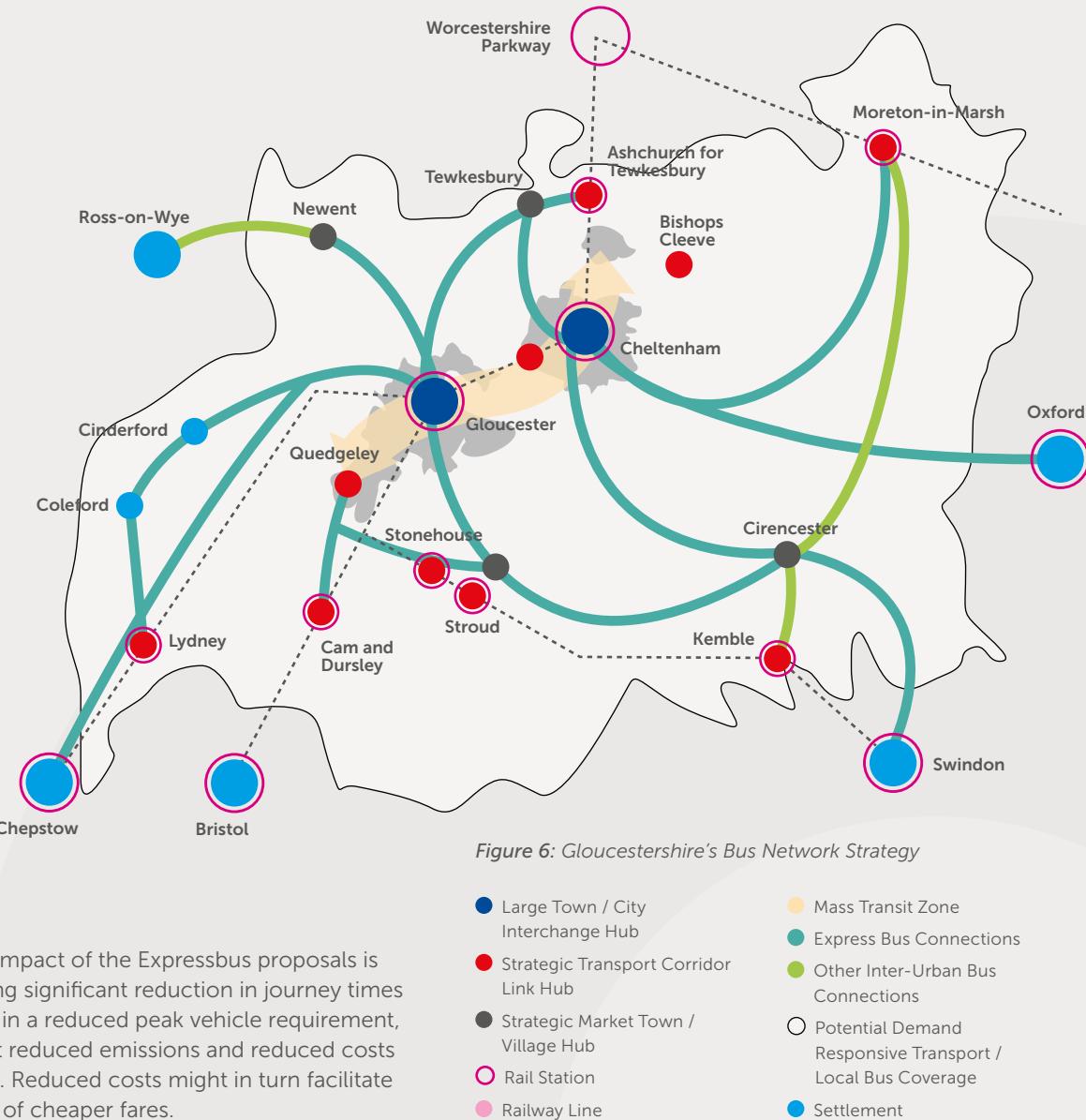
GCC will work with bus operators and other partners to ensure that the improved vehicle accessibility is matched by high quality, **accessible and inclusive** infrastructure such as interchange hubs, bus stops, and access routes to bus stops. In addition GCC and its partners will ensure that buses and supporting infrastructure provide a haven of safety for all, addressing issues of personal **safety** and security on board and at stops, as well as driver and vehicle safety standards.

2.4

The vision and objectives will be delivered through a long-term strategy of comprehensive service improvements and infrastructure investment. Figure 6 depicts this overall long-term strategy and shows how a Mass Rapid Transit (MRT) system, Expressbus services, multi modal interchange hubs, and demand responsive transport will work together to provide a comprehensive public transport offer for people in Gloucestershire.

Expressbus corridors aspire to increase service levels and investment in infrastructure and will link into the local bus network and demand responsive transport provision at multi modal interchange hubs. Delivery of these hubs has already started, with GCC allocating **£1.8 million in total for interchange hub improvements.** In addition, GCC has ring-fenced **£2.6 million to invest in Expressbus corridors** including for bus priority in congested urban environments. In the future these Expressbus corridors may be complemented by the MRT system for which GCC is currently developing a business case.

The cumulative impact of the Expressbus proposals is estimated to bring significant reduction in journey times which will result in a reduced peak vehicle requirement, with consequent reduced emissions and reduced costs to bus operators. Reduced costs might in turn facilitate the introduction of cheaper fares.



Where are we now?



03

3.1

Where Are We Now?

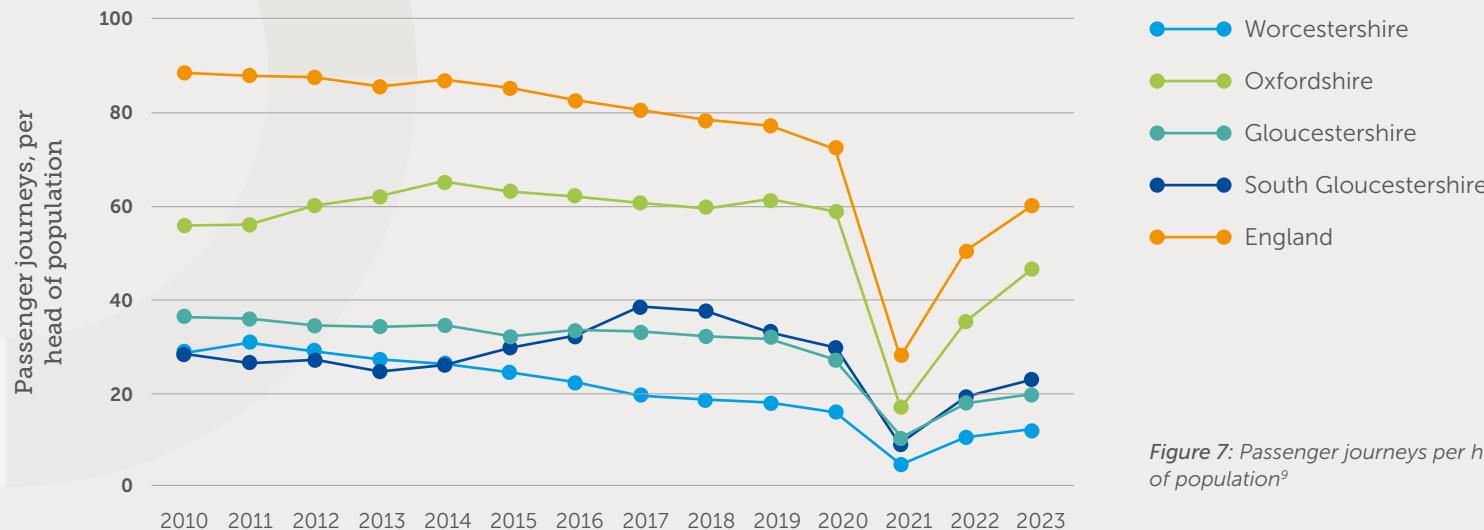


Figure 7: Passenger journeys per head of population⁹

Gloucestershire's current bus service provision is influenced by Gloucestershire's geography, its bus operators and demography. This chapter will therefore provide an overview of current patronage trends, before analysing how current bus services compare to the ambitions outlined in the BSIP objectives.

3.1 Passengers

The Department for Transport's 2024 BSIP guidance states that "Almost all social, economic and environmental objectives for the role of the bus in the local transport system can be boiled down to the simple, practical and measurable objective to **grow bus patronage**."⁸

Patronage

Like other rural authorities, Gloucestershire has been particularly hard hit by the significant challenges currently facing the bus industry. Prior to the pandemic, there were around 20 million bus passenger journeys per annum in Gloucestershire, representing around 32 single bus trips per head per annum. In 2023, there were only 12.6 million bus passenger journeys (19.5 per head)⁷ a reduction that can be attributed to both a constant trend of reduction in passenger journeys in the past decade and a steep decline in journeys during the COVID-19 pandemic. However, the comparison between authorities shown above, illustrates that some authorities, such as Oxfordshire and South Gloucestershire, have managed to contradict the national trend of passenger decline.

⁸The Department for Transport's National Bus Strategy: 2024 Bus Service Improvement Plans Guidance to local authorities and bus operators, p.15 Bus service improvement plan - [GOV.UK](https://www.gov.uk) (www.gov.uk)

⁹DfT Bus statistics data tables (31/01/2023) Local bus passenger journeys (BUS01) bus01.ods.live.com

3.1

While bus patronage in Gloucestershire has seen a recovery since the dramatic fall following the Covid 19 restrictions, passenger levels 2022/23 were still only c. 63% of patronage levels in 2019.

However, the picture differs between bus services; for some interurban frequent services commercial patronage has returned close to pre-pandemic levels. The concessionary fares market, however, has significantly changed, with 24% of passenger journeys made by elderly and disabled concessionary passengers, compared to 30% in 2020. This is likely to be a result of this demographic changing their habits during and after lockdowns.¹⁰

Since 2021, GCC has introduced a streamlined process for concession pass renewal and Gloucestershire is now seeing numbers of pass holders returning toward pre-covid levels. GCC also supported the bus network throughout the pandemic and beyond with continued payments under the concessionary fares scheme that reflected pre-pandemic use rather than actual usage, as per the guidance issued by the DfT. The annual budget for the concessionary fares scheme is c. £5.6 million.

Public Satisfaction

Gloucestershire County Council conducted a survey as part of the 2021 Bus Service Improvement Plan (BSIP), gathering responses from 1,734 individuals. Key findings from the survey were as follows:

<p>The most important reasons that prevented respondents from using the bus more often included 'Buses do not go at the times I need to travel' and 'I am concerned about buses not arriving on time'.</p>	<p>Extra bus services in both the morning and evening, direct services and more reliable services were the most important reasons that would encourage users to use the bus more.</p>	<p>83.3% of respondents thought there should be greater investment in greener buses.</p>
<p>Most respondents would like a bus ticket to enable travel at any time and the ability to use different bus routes as needed.</p>	<p>52.1% of respondents said that their bus journey is not affected by congestion.</p>	<p>The majority of respondents stated that congestion has no impact on their willingness to use the bus regularly, how often they use the bus for social reasons and how much they encourage others to travel by bus.</p>

¹⁰ DfT Bus statistics data tables (31/01/2023) Local bus passenger journeys ([BUS01](https://www.gov.uk/government/statistics/local-bus-passenger-journeys)) bus01.ods (live.com)

¹¹ <https://www.gloscommunityrail.org/research-and-development>

In a separate 2021 survey specifically aimed at young people and undertaken by the Gloucestershire Community Rail Partnership (GCRP), over 50% of respondents reported that price affects their ability to travel, and 59% of respondents recorded a need to improve accurate information at bus stops.¹¹



3.1

3. Where Are We Now?

Gloucestershire participates in the annual National Highways and Transport Network's Public Satisfaction survey programme, which collects the public's views across 12 different highways and transport topic areas. The survey results show that public transport satisfaction improved across several indicators, with the greatest increase in satisfaction relating to bus fares. Public transport information and the ease of finding the right information saw the second highest increase in satisfaction levels. However, information about accessible buses, whether buses arrive on time and the provision of bus stops saw the strongest fall in satisfaction levels. Gloucestershire County Council are responsible for the information at bus stops and bus operators are responsible for printed timetables.

It is, however, notable that most scores with a continued reduction in satisfaction 2022 to 2023 relate to bus stops and information provision, indicating areas for future attention by both GCC and operators.

Since publication of Gloucestershire's first BSIP, GCC has commenced work on a passenger charter with bus operators, which aims to improve communication with bus users and improve the passenger experience.

Worst Preforming Indicators

Frequency of bus services;

Information about accessible buses;

Provision of public transport information;

Local bus services overall and specific aspects;

Public transport information; and

Taxi/minicab services

3.1

Passengers

Summary Page

Key Stats

20m

Journeys in 2019/20. C. 63 % average patronage recovery post-pandemic

2.2%

Bus mode share: to work compared to 4.2% in England and Wales

19.5

Approx trips per resident per year

12% to 14 %

Approx of households in rural areas do not have a car and approx. 22% to 33 % of households in urban areas,



Strengths/Opportunities

- LTA and Government support for local bus services
- Opportunities to learn from successful LTAs
- Robust levels of urban bus use for journeys to work
- An opportunity to shift trips onto buses, from the car, in particular in the central Severn vale



Weaknesses/Threats

- Major impact from Covid 19 pandemic on bus patronage and commercial viability
- Changing patterns of travel demand (flexible working, on-line shopping, and home deliveries)
- Higher rural car ownership and lower bus use.
- Increasing car ownership and reduced bus use for journeys to work since 2011

3.2

3.2 Gloucestershire's Bus Network

The bus network covers the entire county and extends beyond its limits connecting to neighbouring counties. Despite its considerable extent, Gloucestershire's bus network differs significantly between its urban core and the more rural areas. The population density in Gloucester and Cheltenham allows generally good levels of service across most times of day and days of the week. However, these areas are more affected by congestion and its impacts on bus services. Bus service provision in rural areas is more difficult to provide and accessibility can be limited.

Key to map

- Less than 1 bus every three hours
- One bus every 1 to 3 hours
- 1 to 2 buses per hour
- 2 to 4 buses per hour
- Greater than 4 buses per hour

Bus Service Frequencies

Figure 8 illustrates how the main urban areas Gloucester and Cheltenham have more access to frequent bus services (4 buses per hour) than the rest of the county. However, even in Gloucestershire's urban core high frequency services are limited to some corridors and city/town centres. It also shows how many rural services provide less than 1 bus per hour. Away from these locations, and particularly in the more rural districts, bus accessibility is reduced, and service frequencies are often low.

As seen in the map, the main centre for the County's network, Gloucester, is linked

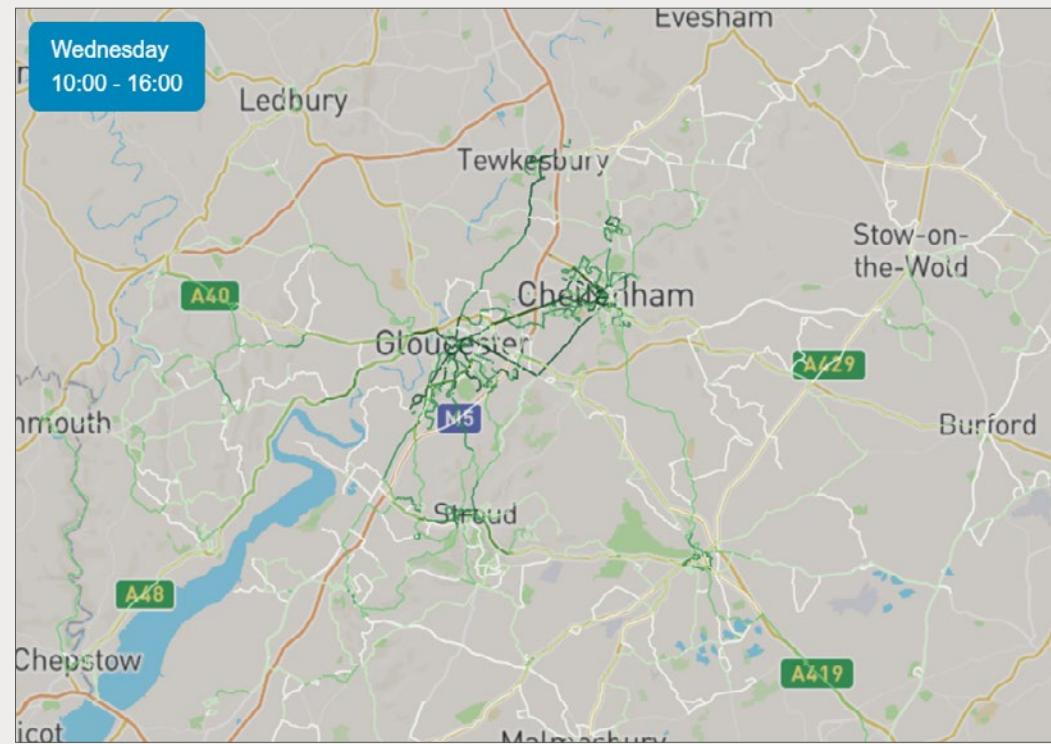


Figure 8: Gloucestershire's Bus Network (March 2024), by frequency in the busiest direction during a weekday interpeak (10.00am to 4.00pm).

with frequent inter-urban bus routes to Cheltenham, Stroud, Tewkesbury, and with scattered smaller towns in the Forest of Dean. The second largest settlement, Cheltenham, also has strategic inter-urban bus links with Tewkesbury, Stroud and with various smaller towns in the Cotswold District.

There are also important inter-urban bus links with population centres in surrounding counties (for example, to Oxford, Swindon, and Hereford). However, network coverage of some employment sites is hampered by predominantly radially focused network, with some peripheral employment sites poorly served.

© OpenStreetMap contributors and Contains OS data © Crown copyright and database right 2021.

3.2

	Stop within X meters of persons home	Mon – Fri AM (07:00 to 10:00)	Mon – Fri Daytime (10:00 to 16:00)	Mon – Fri PM (16:00 to 18:00)	Mon-Fri Eve (18:00 to 21:00)	Saturday (10:00 to 16:00)	Sunday (10:00 to 16:00)
% of population with access to 4 buses or more per hour	Within 400m	22%	24%	19%	6%	11%	7%
	Within 800m	35%	38%	32%	13%	20%	14%
% of population with access to 1 bus or more per hour	Within 400m	46%	46%	46%	37%	33%	35%
	Within 800m	62%	61%	62%	52%	49%	48%

Figure 9: % of population with access to 1 and 4 buses per hour, at a stop within 400 and 800 meters of their home (March 2024).

Accessibility to bus services varies not only spatially but also across different time periods. The main interurban bus services between Gloucester and Cheltenham run very frequently with a 24-hour bus service between these population centres, 7 days per week, reflecting the strength of the local economy. On the other hand, the bus service frequency between the smaller towns (e.g. Stroud, or Tewkesbury) is lower with limited evening and Sunday services whilst the route coverage of the surrounding villages and rural areas is low to non-existent, especially in the evenings and on Sundays.

The table above shows how the percentage of population with access to frequent services changes in different time periods and throughout the week. Access to hourly bus services is comparatively stable throughout the day but falls away in the evening and at weekends.

In the evening (Monday to Friday), the level of accessibility reduces, leaving only approximately 6% of the county's population within 400 m of a bus stop of a 15-minute service. On Sundays only close to 7% of the population have access to a frequent service during the interpeak period. Positive work has already been done by GCC and local bus operators to improve evening and weekend services. However, more needs to be done to ensure buses are available to more of Gloucestershire residents.

In spring 2024, 35% of the county population has access to Gloucester district within 60 minutes transit. 28% of the county population has access to Cheltenham district within 60 minutes transit.¹²

¹² Results obtained from Isochrone analysis of census population outside the boundaries of Cheltenham and Gloucester having access to bus services travelling into those areas.

3.2

GCC supports bus services to maintain service levels and accessibility. GCC currently have 106 contracts supporting 89 separate bus services / partial services. A full list of supported services is listed in Appendix 2. In 2023, around 77% of vehicle miles on Gloucestershire's bus services were operated fully commercially and around 23% were supported by GCC¹³. GCC's subsidy budget has grown from £3.7m pre-pandemic to £5.2m. It will increase further, to over £7m next year using Government BSIP phase 2 (BSIP +) funding. This increase from £3.7m to £5.2m is almost all due to commercial services being withdrawn and GCC stepping in with subsidy to retain them making it difficult to deliver an increase in network coverage even with the substantial additional funding that was allocated. The subsidy figure includes an 8% inflationary increase to all eligible contracts in April 2022. This was secured to help operators with the rising cost of fuel and drivers wages. This inflationary increase was secured again in 2023 (8%) and 2024 (7%).

In addition to GCC funding, developer funding has been utilised to boost frequencies of bus services and existing Community Transport services have been supported where possible, retaining links in areas otherwise hard to serve. However, at a county level, community transport provision is inconsistent.

In 2022, GCC introduced Demand Responsive Transport in the North Cotswold area and in the South Forest of Dean Area, funded from the DfT's Rural Mobility Fund. Marketed as "the Robin", the service has been introduced in the Cotswolds and the Forest of Dean and creates a flexible transport offer providing access to local service centres, education, and health providers. Further funding has been approved to build on the success of these pilot areas and expand Gloucestershire's Demand Responsive Transport network.

¹³ Vehicle miles on local bus services by local authority, and service type: England, year ending March 2023
[bus02_mi.xls](#) [bus02_mi.ods](#)

Bus Network Integration

There are 25 operators providing services within and across Gloucestershire, however, only nine of these regularly provide services on a typical weekday. Stagecoach is the main operator of buses within Gloucestershire, with a focus on inter-urban routes and on urban routes within the central area. This company has depots in Gloucester, Cheltenham, Stroud and Coleford.

Gloucestershire has some smaller operators, including Pulhams Coaches of Bourton-in-the-Water (now owned by the Go-Ahead Group and part of their Oxfordshire group of subsidiaries) and Cotswold Green in Stroud. There are also some Community Transport Operators providing journeys on relatively infrequent services but performing important roles within the county's bus network provision.

3.2



- Stagecoach
- Pulhams Coaches
- Other Operators

The high number of bus operators of different company sizes can make network integration, e.g. on tickets, branding, and information difficult. Similarly, integration with other modes is often poor. The location of some railway stations, for example, means that they are served directly by only a few routes, with many potential passengers required to interchange, or walk, from more central bus stop areas to reach rail services.

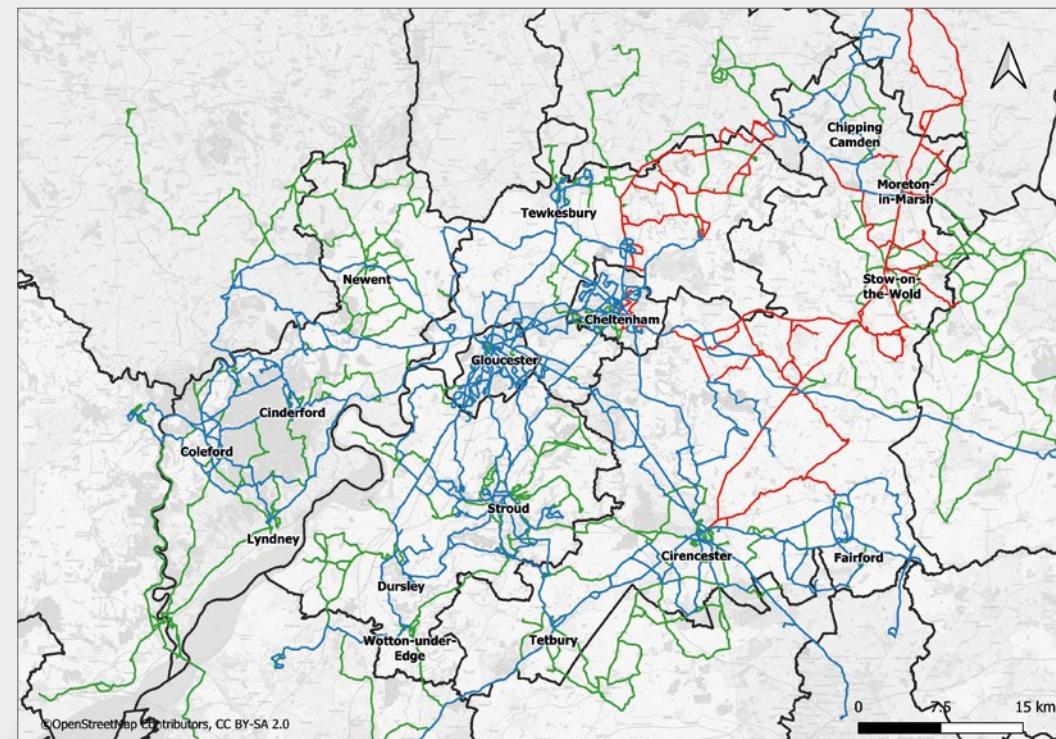


Figure 10: Gloucestershire's bus operators.

GCC has started to increase efforts for network integration by setting up the EP Board and operator forum, and through multi modal studies such as the one completed on interchange hubs on behalf of GCC in 2023.

Editorial credit: Tim Jennings

3.2

Bus Network

Summary Page

Key Stats

Most bus services in the county are commercial, but the proportion of subsidised services has grown since 2020

£3.7m

support for socially necessary¹⁴ bus routes by GCC in 2022/23, projected to be £7m in 2024/25.

During a weekday approx. **24% of the population is within 400m of a bus corridor** with at least 4 buses per hour, approx. 46% of the population is within an hourly service. After 4pm and on Sundays the level of accessibility significantly reduces.

2 demand responsive transport service pilots in operation, with 3 more to follow in 2024, serving over **80%** of rural Gloucestershire.

There are 9 railway stations in Gloucestershire. **8 of these** have a regular bus service within walking distance.



Strengths/Opportunities

- Strong commercial network, particular in urban core area.
- Existing budget to support services.
- Network of community transport providers.
- Demand Responsive Transport in operation.
- Large bus operators providing a commercial bus network.
- Expressbus and Mass Transit studies progressing.
- Staffing issues abating.
- Technology – DRT back office (data analysis for network planning) and providing information to potential and existing passengers.
- Interchange hub strategy finalised.
- Express bus study nearing completion.
- Funding from development and growth.
- On-demand transport and technology developments.
- Subsidy budget has grown from £3.7m pre-pandemic to £5.2m now. Over £7m next year due to BSIP+.

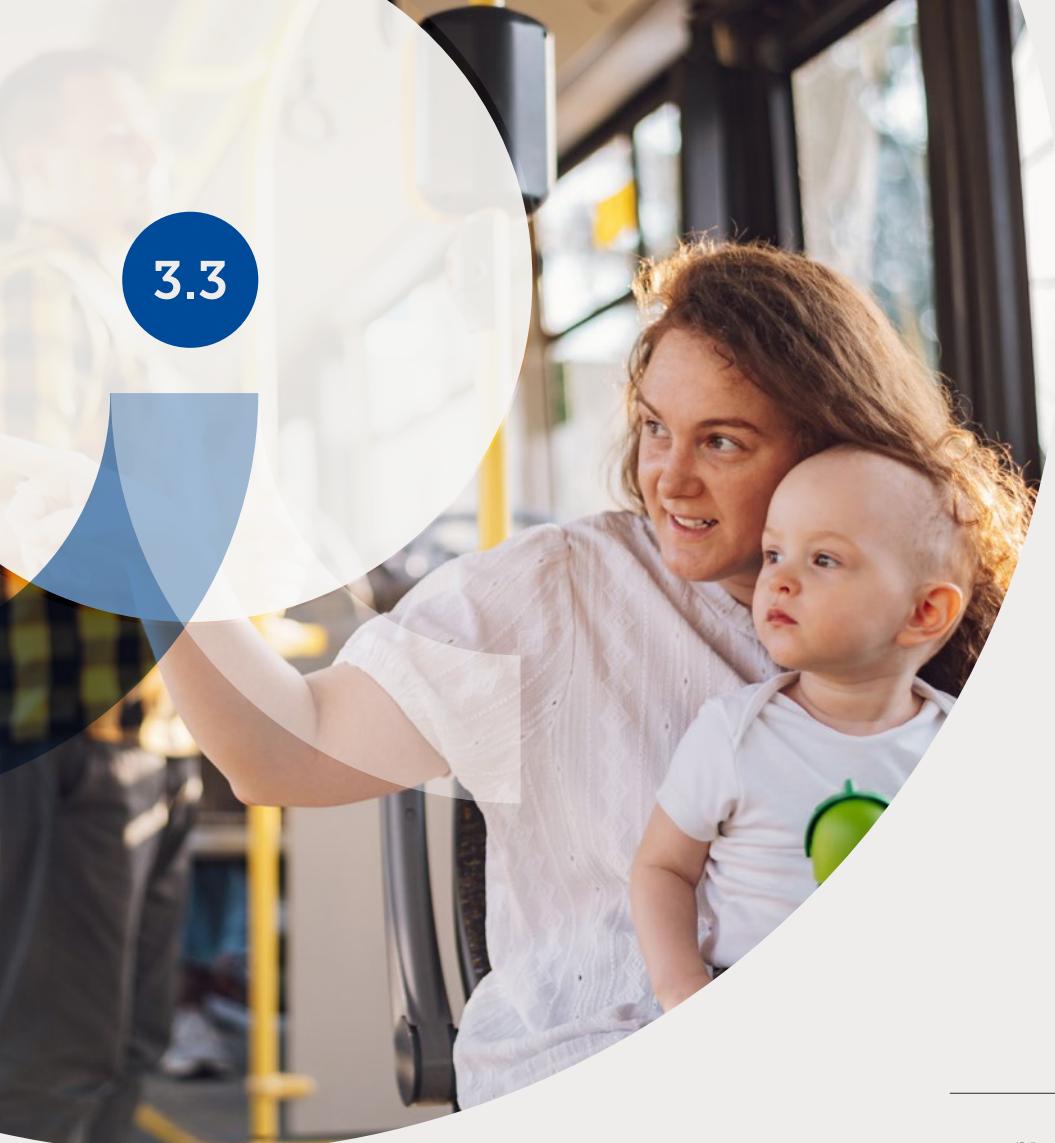


Weaknesses/Threats

- Rural services at risk from cost and staffing pressures.
- Lack of competition between operators.
- Challenges of serving rural areas.
- Lack of orbital services (peripheral employment can be poorly served).
- Long walk distances to bus stops in some parts of suburban areas.
- Community transport provision patchy across the county.
- Poor evening and Sunday networks.
- % population served by 4+ buses per hour is low.
- Key links between major settlements are underserved.
- Lack of integration with rail and other modes.
- Major impact from Covid 19 pandemic on bus patronage and commercial viability.
- Inflation in the cost of delivering bus services (mainly driver salaries and fuel).
- Shortages of drivers and other operational staff (e.g. cleaners). Recent improvements mean this is now an issue that affects specific areas.
- Changing patterns of travel demand (flexible working, on-line shopping, etc.)
- Resource availability at both bus operators and GCC.
- BSIP + funding only provided for 2023/24 and 2024/25.
- High cost of living which has led to recruitment challenges.

¹⁴ <https://www.legislation.gov.uk/ukpga/1985/67/section/63>

3.3



3.3 Journey Time and Reliability

On average 79% of the recorded departures from bus stops in Gloucestershire were on time in 2023.¹⁵ However, this varies between bus services with the highest performing bus service on time 92% of departures and the lowest performing one recording only 48% of its bus departures as on time. Some rural and interurban services, in particular, struggle to reach their destinations according to their timetables. This indicates that while improvements to journey time will require traffic management interventions along with investments in infrastructure, reliability issues are more complex and not only related to general traffic congestion.

Variance from the scheduled bus timetable occurs for many reasons, for example roadworks, weather conditions, accidents, inconsiderate parking, incidence of school days/school holidays etc. leading to significantly different road traffic conditions from day to day. The well documented national shortage of bus drivers left some of Gloucestershire's bus operators unable to reliably operate their bus service network, although it is understood that in 2023 the situation is gradually improving and only affects specific areas of the county.

Nevertheless, congestion is continuing to have a significant impact on bus service journey times and reliability. Figure 11 on the following page indicates how this is primarily an issue in city and town centre locations.

¹⁵ Based on DfT's on time performance thresholds: Late refers to values greater than or equal to 6 minutes late. Early refers to values greater than 1 minute earlier. There is a limited number of operators providing service performance through the Bus Open Data Service. These values are estimated from a list of 36 services (that do not include school services) and that are reported by DfT in the "Analyse Bus Open Data" tool.

3.3



Due to the lack of effective bus priority on most of the arterial road network, buses mostly travel mixed with general traffic, incurring the same level of congestion and delays. Gloucestershire has a total of 21 existing bus lanes. However, the purpose of 8 of these is to provide access control, rather than to speed up buses, meaning they effectively act as bus gates (providing bus priority through traffic control). The remaining bus lanes have an average length of just 232 metres. There is also 1 signalised bus gate to provide early release for buses at the westbound approach to the Gloucester Road (A40) / Whittington Road junction¹⁶. The main purpose of the bus lanes listed as "Traffic Calming Schemes" is to reduce rat running and they do not result in any significant reduction in bus journey times.

¹⁶ [see full list of bus priority infrastructure, including location, direction, and length in the BSIP evidence base].

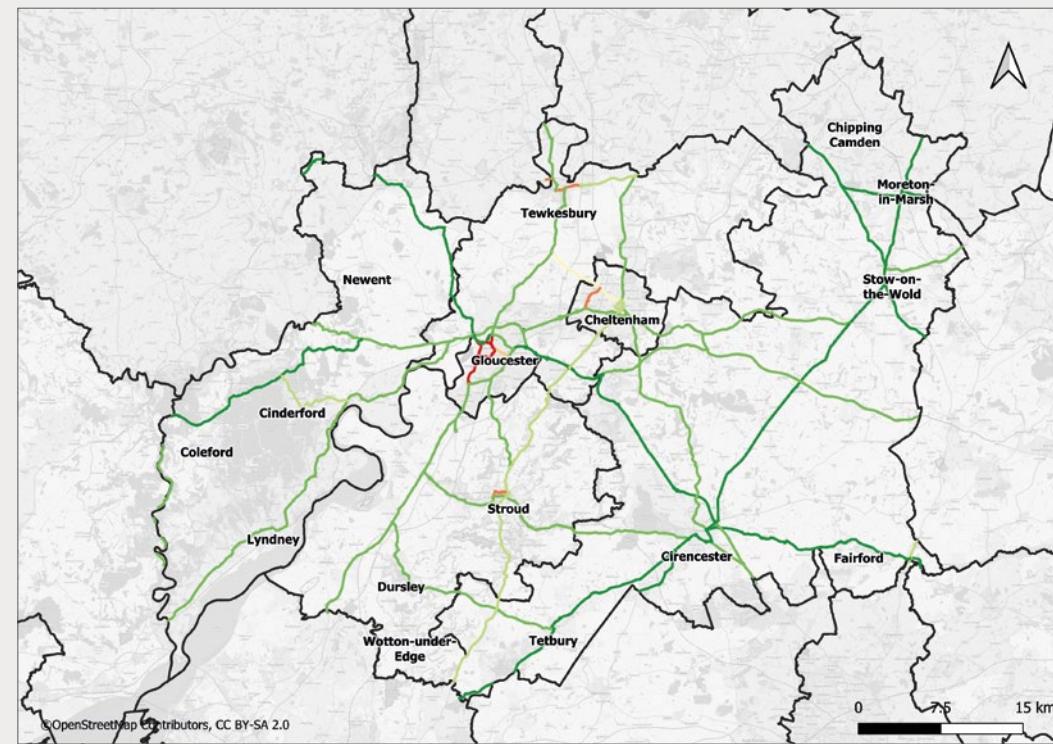


Figure 11: Traffic delay on Gloucestershire's A roads, 2022.

Additional seconds per mile:

- 11.5 - 20
- 20 - 30
- 30 - 40
- 40 - 50
- 50 - 60
- 60 - 70
- 70 - 74.4

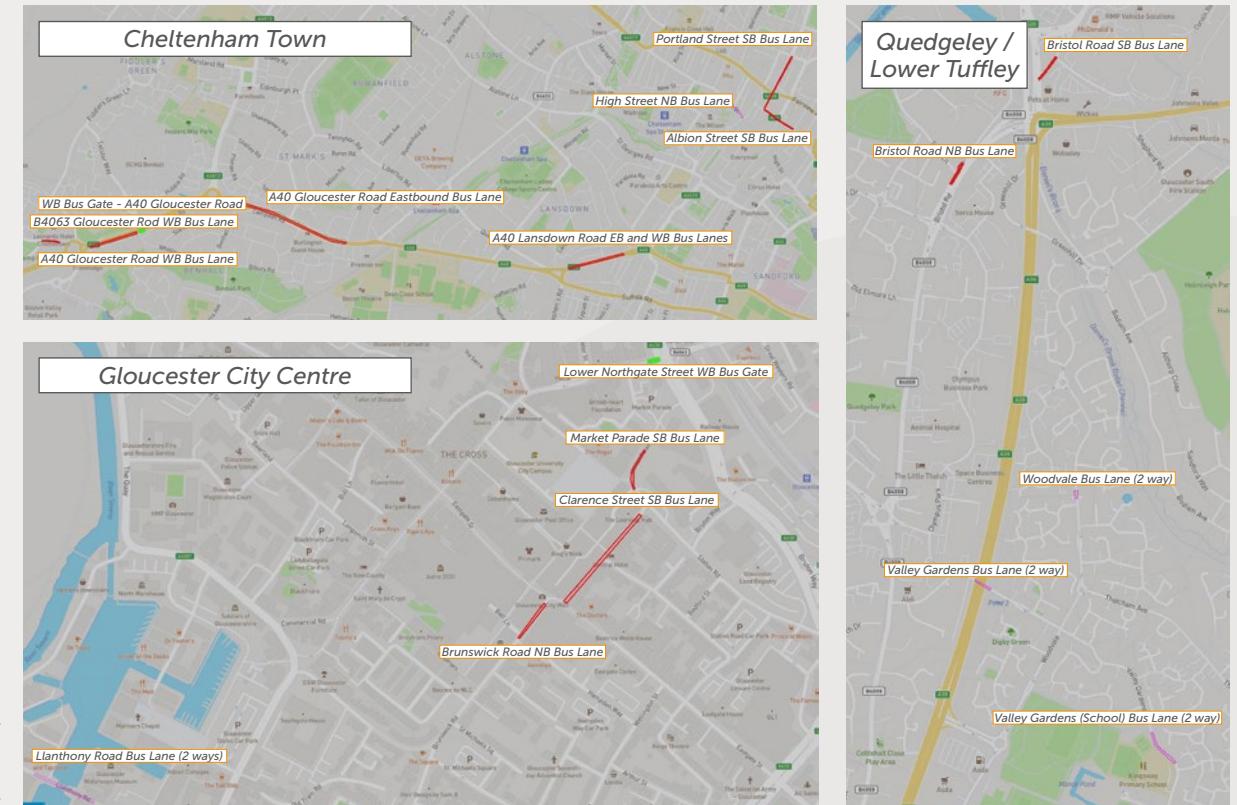


Figure 12: Existing bus priority in Gloucestershire.

● Existing bus lane priority

Since the 2021 BSIP was published, GCC has undertaken additional analysis to establish the potential for bus journey time improvements for key services and their journey time saving potential. Whilst further analysis of actual sectional journey times is required, the case for investment in priority measures for these services is strong with significant potential to improve bus

journey time by 10% to 15% and the overall attractiveness of bus services. To improve bus journey times, GCC has secured £2.6 million funding to invest in bus priority measures.

The emerging Expressbus study commissioned by GCC will also identify locations where further priority measures

could be implemented, with many of these locations having been suggested previously by bus operators or other stakeholders. Designs are now being progressed for these junctions with delivery expected to commence within 2024. In addition, GCC will focus on implementing “quick wins” from the Expressbus study, such as priority at signals, or yellow boxes.

© OpenStreetMap contributors and Contains OS data © Crown copyright and database right 2021.

3.3

Journey Time and Reliability

Summary Page

Key Stats

Signalised bus gates (early bus release at the Gloucester Road (A40) / Whittington Road junction).

21

bus lanes, of which 8 are part of traffic calming or town centre schemes (bus gates).

Analysis shows that the difference in journey time between peak and off-peak trips can be up to 26% on the busiest bus routes. Gloucestershire's percentage of low frequency bus services running on time is good and in line with the England average.



Strengths/Opportunities

- Existing budget for some bus priority.
- Budget and software for traffic light priority is available, programme is being developed.
- A Roadworks Coordination Group is in place.



Weaknesses/Threats

- Congestion slows travel times and makes buses unreliable.
- Worsening road congestion, which will increase costs and lead to reductions in service or viability.
- Lack of bus priority.

3.4



3.4 Fares and Ticketing

Fares and ticketing are a major determinant for bus patronage and can act as both an incentive as well as a disincentive to using bus services.

Value for Money

One of the key challenges to the attractiveness of bus services is how the cost of using the bus compares to the cost of using the car. While the car has significant investment costs (vehicle purchase, insurance, MOT, etc.) individuals often make the cost comparison between car and bus on a trip-by-trip basis. Aside from fuel costs, car parking is the major cost factor associated with individual car journeys and it is therefore of interest to compare the costs of car parking to that of bus journeys.

In Gloucestershire, Cheltenham is the most expensive location for car parking, followed by Cotswold District, then Gloucester City Centre. Parking charges in the Forest of Dean District area are much lower than elsewhere in Gloucestershire, but the commercial centres are much smaller. The attractiveness of bus tickets versus car parking depends on many factors, such as the size of the travelling groups, linked destinations and whether heavy/bulky goods are involved. The 2023/24 £2 single bus fare cap has partly addressed differences between parking charges and bus fares, although disparity for group travel remains marked.

Work undertaken by both the DfT and Passenger Focus¹⁷ has demonstrated that the fare cap has assisted in encouraging passenger back to the bus. However, there is a general concern in the bus industry on what will happen to passenger numbers when the current fare subsidy expires.

¹⁷ <https://www.transportfocus.org.uk/publication/awareness-and-effect-of-2-bus-fare-march-2023/>

3.4

Easy to Use

The map in figure 13 illustrates the complexity and limitations of the current bus fare structure and how it does not facilitate transfers between the services of different operators. There is also a lack of transparency regarding fares, with only Stagecoach providing a range of tickets by area and duration, and publishing information on its website.

Capitalising on the technology used for concessionary fare passes, GCC maintains a smartcard system which is also used for issuing scholars with Entitlement Cards for travel on Home-to-School Transport for eligible children. The system has also been used more recently to issue carnets of travel tickets for Ukrainian refugees.

Many operators now provide for the payment of fares on-bus using contactless payment technologies, including operators with ticket machines provided to them by GCC. In some circumstances this has reduced boarding times by removing the need for cash handling and providing change.

As outlined in Section 3.2, Gloucestershire is served by 25 bus operators. At present all offer their own ticketing products, with no multi-operator ticket available. To enhance the experience of bus users and promote bus use, fare integration among these different operators should be promoted.

Key to map

- Pulhams (day, week, 28-day)
- Newport (day and week)

Stagecoach (Day, week and longer)

- Cheltenham
- Gloucester
- Stroud and District
- Cheltenham and Gloucester
- West Gold

NB: Tickets are only available on the operator's own services.

¹⁸ The age range that this refers to will be dependant on the ticket types that are developed for Gloucestershire through the relevant Enhanced Partnership working group.

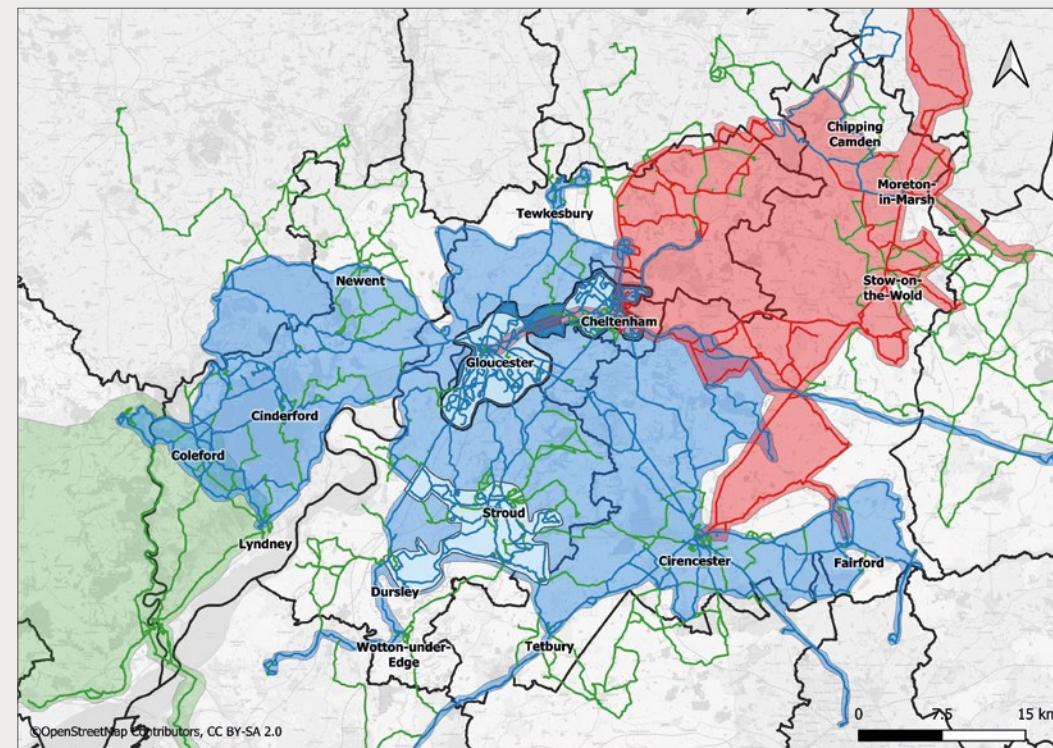


Figure 13: Day and period ticket availability

This will particularly support integration between rural services and their connections to urban routes, removing the current cost penalty associated with completing journeys using more than one operator's services.

Fares integration would ideally extend to consistent zone boundaries, season ticket

offers and discounts to young people¹⁸. This would also form a key element of the introduction of a multi-operator ticket range, further reducing barriers to bus use through the high cost of journeys involving more than one operator.

3.4

Fares and Ticketing

Summary Page

Key Stats

Day ticket prices vary from **£4.50** to **£10**.

No **County-wide** multi-operator ticket product.

Only **2** operators offer products for longer durations than one day.

Contactless payments accepted by **7** operators.

25%

discount typically for young persons and students.



Strengths/Opportunities

- Project Coral to provide back-office support for multi-operator ticketing.
- Gloucestershire's Enhanced Partnership recognises this as an opportunity and has set up a working group.
- Contactless being rolled out – GCC has funding to support.
- Expand current young person discounting.
- Plusbus tickets are available for Gloucester, Cheltenham, and Stroud.¹⁹



Weaknesses/Threats

- Ticketing – no multi-operator ticket, different product names.
- Not all operators sell tickets online.
- Not all operators have apps.
- Apps can be different.
- Complicated fare structure.
- No mandatory through tickets.
- Young people (16/17) pay full fare on parts of the network.
- The risk of significant ticket price increases in some areas of the County once the £2 price cap is lifted.

¹⁹ [PLUSBUS | HOME](#)

3.5



3.5 Gloucestershire's Vehicle Fleet

Across Gloucestershire's 10 largest bus operators, Gloucestershire's vehicle fleet comprises approximately 250 buses.²⁰ Of this, more than 115 buses (46%) are Euro VI compliant.

31% of the Stagecoach West fleet and 38% of Pulhams bus fleets have USB chargers.

Vehicle Emissions

Gloucestershire's successful ZEBRA bid will see the introduction of 58 Zero Emission Buses (ZEBs), making more than 20% of buses in Gloucestershire entirely emission free.

At present (and before any ZEBRA investment), at least 20% of the fleet is Euro IV, or below, which underperform in relation to emissions. During 2021, Stagecoach West introduced 21 new Euro VI double deck buses to service 10 replacing older vehicles which were predominantly Euro III.

Vehicle Accessibility

All vehicles in Gloucestershire can be accessed with a wheelchair and can be seen on real time feeds, which include on the Traveline website²¹. 19% of Stagecoach vehicles have next stop announcements/displays whilst 18% of Pulhams bus fleet have next stop displays.

²⁰ These fleet values represent a partial but significant portion of the fleet since it contains the values of 10 operators, including largest ones such as Stagecoach and Pulhams Coaches.

²¹ [Plan Your Journey](#) | [Traveline](#)

3.5

Vehicle Fleet

Summary Page

Key Stats

250

vehicles in the Gloucestershire bus fleet.

182

Euro VI, 2 zero-emission.

Editorial credit: Tim Jennings



Strengths/Opportunities

- Gloucestershire ZEBRA bid successful.
- Increasing understanding of the role of buses in transport de carbonisation.
- Some high-end services (i.e. former Stagecoach Gold) have enhanced vehicle features like USB charging.
- An increasing number of vehicles have next stop announcements and larger accessible spaces on vehicle.



Weaknesses/Threats

- Increased costs of replacing diesel with electric buses and the costs of infrastructure.
- Replacing the bus fleet is difficult for smaller operators.
- A wide variety of vehicles with a range of features, branding, quality etc.



3.6

3.6 Information, Marketing, and Innovation

The way information about the bus network is provided can act as both an incentive as well as a disincentive to using bus services. At the same time, there has been significant innovation in recent years, particularly in, but not limited to back-office functions of ticket and information provision, but also influencing network planning and efficiencies.

Passenger Experience

The National Highways and Transport Network's Public Satisfaction survey programme is briefly discussed in Section 3 above. Its findings include that satisfaction with information about accessible bus services, public transport information, and the provision of this information, are all indicators that perform worse in Gloucestershire than the national average.

To ensure that the needs of bus users are at the heart of all decisions taken, a draft customer charter has been produced and it is being developed through one of the working groups set up by the enhanced partnership.

Easy to Understand

Information enables people to make decisions about how and when they travel. It is increasingly moving on to mobile portals and online information systems such as: Traveline²², Google maps, and a variety of open-source websites and operator apps. Currently GCC bus information is available on the county's website with links to Traveline.

However, there are also still significant challenges. For example, there are many small, independent, bus operators who do not have a website offering basic information such as contact details, fare

information or timetables. Websites are also useful, alongside other social media channels, in providing information to passengers during times of planned and emergency service disruption.

As part of efforts to improve access to service information, GCC provides and maintains a network of 102 real time information (RTI) displays at key locations across the county. These screens show the time of the next few services at that stop, with vehicles tracked to provide anticipated arrival time. This facility provides reassurance to passengers that services are operating and allows them to decide as to whether they can use the anticipated waiting time to undertake a quick task or wait at the stop.

GCC funds the RTI from its own budgets and has a programme for the roll-out of 10 additional displays by 31st March 2025 as part of its ongoing operation and maintenance plan for the system.

The availability of printed information has diminished over recent years, with many timetable leaflets now no longer available. Passengers are referred to sources online, which are easier to keep up to date, but are not favoured by some users.

At present there is no all-Gloucestershire bus map, with some operators providing diagrammatic representations of their own networks online, but this does not provide a wider context of journeys which may be possible through interchange between services.

Innovation

The Gloucestershire Robin links into commercial public transport services and provides a framework and technological foundation for the roll-out of similar projects in other rural areas. With the reduced revenue of bus services due to the lasting impact of the pandemic, the increased delivery cost of timetabled transport due to inflation, and the expected pressure on all local authority funding, innovative and flexible solutions to rural transport must be found to ensure rural communities remain connected to the wider county.

²² Plan Your Journey | Traveline

3.6

Information, Marketing, and Innovation

Summary Page

Key Stats

Information sources:

Operator websites, GCC website, Traveline,
Other online sources (e.g. operator apps, Google).

102

Real Time Information displays in operation
across the county.

Smaller operators often provide limited /
no information online.



Strengths/Opportunities

- Real time information provided at key bus stops and hubs.
- All operators provide information feeds.
- Enhanced Partnership gives an opportunity to co-ordinate marketing and promote innovation.
- Integrated bus and rail real-time information and journey planner.
- DRT trial provides data and back-office system for analysis and innovation.
- Operators apps providing information.



Weaknesses/Threats

- Information on timetables, fares, changes to timetables etc. can be unclear or difficult to access.
- Variable perception of bus services.
- Lack of physical media to advertise services.
- No co-ordinated branding/marketing.
- Consistency of display information needs improving.

Editorial credit: Tim Jennings

3.7

3.7 Bus Stops and Interchanges

There are currently over 6,700 bus stops in Gloucestershire. The infrastructure associated with these varies in size and function, ranging from clusters of bus stops where routes cross, through to small bus hubs in key centres, to the larger facilities such as the Gloucester Transport Hub and the Arle Court Park & Ride site. Railway stations also serve as transport hubs, supporting multi-modal journey opportunities.

A high-level audit of stops has determined that the quality of infrastructure provided at stops varies and is not consistent even along core routes. For a range of reasons, not all stops have timetable cases, bus stop 'cage' markings on the road or even a stop flag signifying its location. At present GCC does not have a published bus stop infrastructure standard.

In 2023, GCC completed the Gloucestershire Interchange Hubs study, to determine where new facilities might be provided, and to provide a blueprint for future investment in interchanges. Gloucestershire's 2023 interchange hub study identified potential new locations for hubs and guidelines for identifying further ones in the future. It also contains a summary appraisal process which prioritises hubs for potential funding applications or for further feasibility works.

The study considers the implementation of strategic and local interchange hubs; both with differing needs and provisions. Strategic hubs offer regional connectivity and cater for a high number of

interchanges. Gloucestershire is seeing significant investment in one of these strategic sites, at the Arle Court Transport Hub.

Local hubs are likely to be smaller, more integrated within the community and help support sustainable movements to key centres or larger hubs or enable first/last mile journeys. This strategy has been used to inform the ambition and proposals for bus stops and Interchange Hubs contained within this BSIP.

A capital budget of **£75,000** was allocated in 2023/24²³ to implement and improve interchange hubs across the county, with significantly more funding allocated in the coming financial years.

The Public Satisfaction survey, discussed in Section 3 above, includes information about two aspects of safety, personal safety on the bus and personal safety at a bus stop. Although Gloucestershire scores well in relation to the national average for these measures at 67% v. 65% for personal safety on buses and 61% v. 63% for safety at bus stops, this still indicates that a considerable number of people have concerns about safety both on buses and at bus stops. The issue of safety and in particular perceived safety is therefore something that the BSIP needs to address.

²³ [GCC Medium Term Financial Strategy 2023](#).

3.7

Bus Stops and Interchanges

Summary Page

Key Stats

6737

bus stops.

811 shelters and **4** bus stations

(Dursley, Gloucester, Lydney, Nailsworth),
3 P&R sites (Waterwells, Arle Court,
and Cheltenham Racecourse).



Strengths/Opportunities

- Significant and high-profile investment in Arle Court Strategic Transport Hub.
- Some Transport Hub provision in place.
- Interchange hub strategy is finalised, and capital funding is available.
- Current BSIP contains Roadside Infrastructure Specification.



Weaknesses/Threats

- Inconsistent quality of interchanges across the county.
- Not all bus stops are properly marked or provided with basic infrastructure.
- Poor inter-modal integration.
- Ownership of bus infrastructure can involve third parties.
- Currently no agreed bus stop or interchange standard document.



A man with a cane and a backpack is sitting on a bus, looking out the window. The background is a blurred image of a town street with buildings and trees.

Improvements Programme to 2025



04

4.1

Improvements Programme to 2025

4.1 Towards an Enhanced Bus Network

Working with Partners, GCC has developed a comprehensive programme to enhance the bus network over the next year. All the measures below are targeted at making buses more frequent and the bus network more comprehensive. As stated above, GCC will continue to invest in bus services, with the budget for supported bus services increasing to **£7 million** in 2024/25.

This increase in investment will enable a series of targeted initiatives including:

- Extend the evening operation of routes A, C, D, 1, 2, 8, 10, 12 and 41,24 in Cheltenham and Gloucester, to enable later return journeys, support the evening economy, and shift-workers.
- Extend the evening operation of inter-urban routes 32, 62, 63, 65, 66, 71, to enable later return journeys, support strategic development sites, the evening economy, and shift-workers.
- Extend routes and the Sunday operation of inter-urban routes 24, 65, 66, and 71 to offer more journey opportunities and increasing the number of bus users.
- Extend the evening and Sunday operation of route 67, supporting the Stroud local economy.
- Increase to frequency of key North Cotswold route 801 on Monday to Saturday to hourly and offer a Sunday service all year round.

The investment will also provide replacement services for the following routes withdrawn in 2021:

- Route 72 (Chepstow – Lydney) extended to Soudley, Ruspidge, Cinderford and Mitcheldean, Mondays to Saturdays.
- New single route R from Greenacres to Cheltenham via Bishops Cleeve, incorporating the previous Route F, restoring lost journey opportunities and providing new links.

GCC officers will also continue to explore additional funding opportunities to extend hours of operation or enhance service frequencies to a level suitable for the evidenced demand.

4.1



Expansion of 'The Robin'

GCC's on demand service is called The Robin.²⁵ The additional funding available will enable the continuation of the existing Robin services as well as the expansion of three new Robin areas. The map on the following page shows these new areas in orange, "Tewkesbury District", "South Cotswold" and "Berkeley Vale". The two purple areas, "North Cotswold" and "South Forest of Dean" have been in service since October/November 2022. The new areas are due to launch in summer 2024. These areas will have two vehicles each, delivering a comprehensive offer of on-demand connections to fixed route public transport.

²⁵ For more information, please visit: [The Robin | Gloucestershire County Council](https://www.gcc.gov.uk/robin)

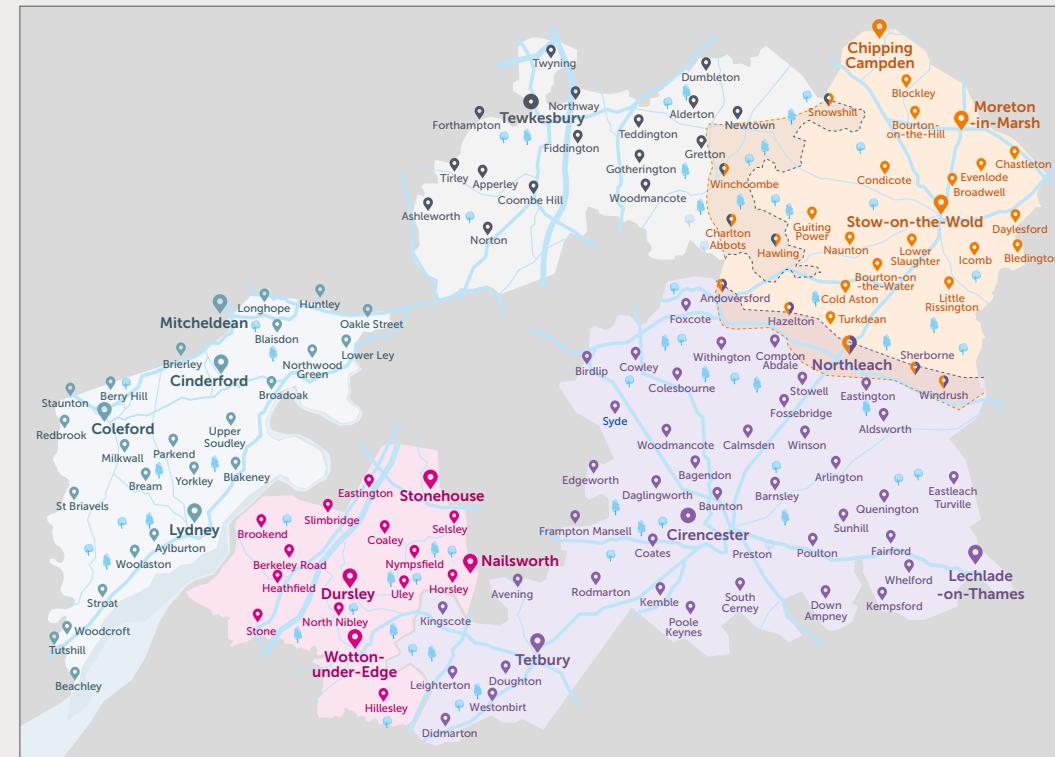


Figure 14 : Areas of operation of the DRT service : Tewkesbury (grey) and South Cotswold (Purple) have been operational since October / November 2022. The remaining areas are due to launch in June 2024.

This expansion represents a huge step change in the number of Gloucestershire's residents who will have access to GCC's bookable bus, bus stop-to-bus stop at a time that suits them. The Robin will reduce the reliance of some passengers on community transport, allowing providers to focus their community transport services on

people with accessibility and mobility needs. This will allow for more targeted service provision and has been confirmed by Lydney dial-a-ride as a benefit of our Robin DRT trial. The Robin will also provide first and last mile access to train stations, where conventional bus services are limited.

4.1



Clear Approach to Revenue Support

GCC will continue to review poorly performing services, or recently withdrawn routes which are receiving significant volumes of engagement from key stakeholders to see if funding can be gained for a revised service offer, or alternatively determine whether a new route might better meet local needs. Understanding service viability, and in particular identifying if a service is moving towards becoming unviable, GCC will develop a bus service scorecard for all services (or adopt a best-practice scorecard from another authority), which will be used in conjunction with operators to identify reasons why services may no longer be commercially viable and hence understand what interventions might be appropriate for replacement tendered or commercial services. These scorecards will be regularly reviewed, to ensure that GCC and operators understand network performance and can initiate proactive measures to restore service viability or redesign services to better support changing demands.

Editorial credit: Tim Jennings

4.1

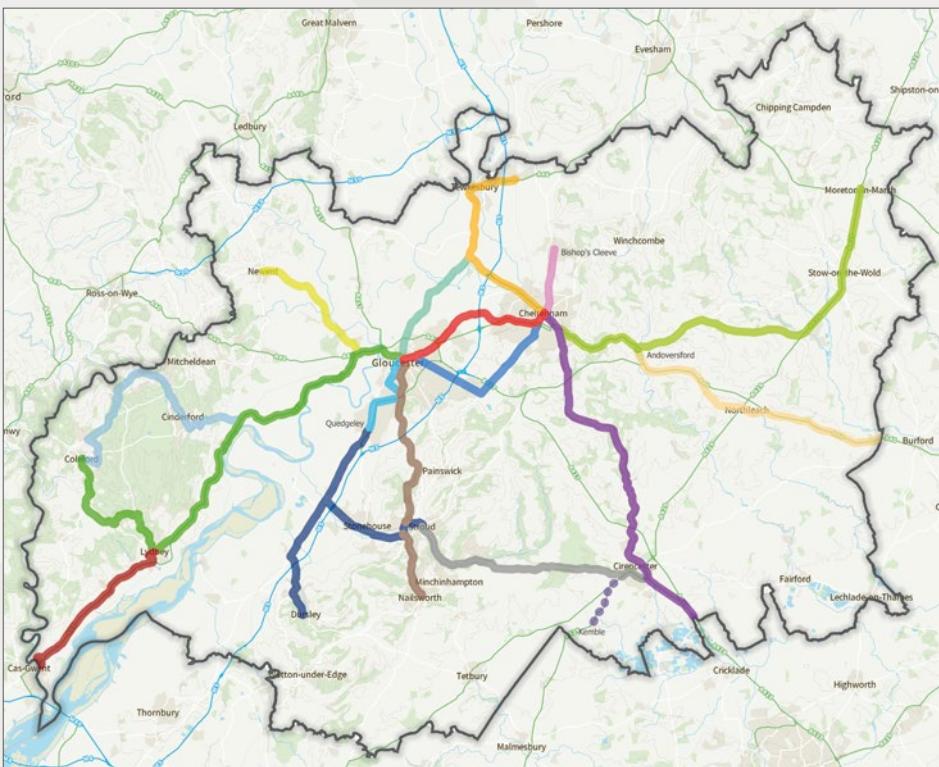


Figure 15: Proposed, draft Expressbus network.

- County Boundary
- Cheltenham to Gloucester (North)
- Cheltenham to Gloucester (South)
- Cheltenham to Tewkesbury
- Cheltenham to Bishops Cleeve
- Cheltenham to Moreton-in-Marsh
- Cheltenham to Wiltshire (Swindon)
- Coleford to Cinderford to Gloucester
- Coleford to Lydney to Gloucester
- Andoversford to Oxfordshire (Oxford)
- Gloucester to Nailsworth
- Gloucester to Quedgeley
- Gloucester to Newent
- Gloucester to Tewkesbury
- Quedgeley to Stroud & Dursley
- Stroud to Cirencester
- Lydney to Chepstow
- Cirencester to Kemble

© OpenStreetMap contributors and Contains OS data © Crown copyright and database right 2021.

The Expressbus service network will be using bus priority measures alongside service improvements and investment in bus infrastructure to focus on key bus corridors that come into the main urban areas and link into Gloucestershire's market towns. This will deliver frequent, regular, 'traffic-busting', bus routes that are direct and make intuitive sense to potential travellers. Expressbus services will see enhanced infrastructure, passenger experience and vehicles in both rural and urban areas. In addition, it is proposed to aim for a minimum service specification which would be different for rural and urban areas.

Delivering an Integrated Network Through Development

A number of local plans are currently being developed within Gloucestershire. To increase bus patronage and the sustainability of new development it is important to try and ensure that major development is located on corridors where bus frequencies are 2 buses per hour or more. Best use should be made of brownfield opportunities in urban areas to increase catchment population and higher frequency services. GCC will work with district councils over the next year to aim to embed these criteria into the site sifting and decision-making processes as they develop. GCC officers will aim to word any agreements with developers carefully to ensure service improvements are in place before people move in, to enable sustainable travel behaviour from the start.

GCC officers will also work with district councils to ensure that in new local plan policies, and new developments walking routes to bus stops comply with healthy streets principles and bus stops and interchanges are required to the appropriate quality in the appropriate locations. Officers will ensure that these principles, as well as identifying access criteria and standards for and access to bus stops and hubs are reflected in the 2024 review of the Gloucestershire Manual for Streets (GMfS).

4.2

4.2 Towards Faster and More Reliable Bus Services

Gloucestershire County Council has developed a comprehensive programme to deliver faster and more reliable bus services over the next year.

Addressing Driver Shortages

GCC and Gloucestershire's bus operators will work together to address driver shortages and support/strengthen/extend existing recruitment and training initiatives being undertaken by bus operators. Early action that will be explored will be an initiative through GCC's employment skills hub, to target specific groups which could include veterans, refugees, over 50's and under 25 NEETs and the opportunity to develop bus driver training opportunities and marketing.

Bus Priority Measures and Expressbus Quick Wins

To ensure services are fast and reliable, GCC has budgeted **£1,000,000** in 2024/25 for bus priority on the emerging Expressbus network, congestion hot spots, pinch points, and signals. This is likely to include the implementation of a package of bus priority measures along the "Flagship" emerging Expressbus Route 10 (Barnwood Road, Barnwood Road and Ermin Street Corridor) and along Tewkesbury Road in Cheltenham, between the junction with Haydon Road to the junction with High Street, but subject to agreement with the EP Board and availability of funding. Recent guidance in the form of LTN 1/24 will be applied to the development of the schemes taken forward.



Reduce Journey Times

Studies suggest that a 10% reduction in overall journey time can increase patronage by 4%



Reliable Timetables

Delivery of reliable timetables, with equal spacing between buses.

Reliability of the bus service is consistently the number-one request of users, from various polls and consultation exercises.

The funding identified will also deliver Selective Bus Priority at traffic signals within the flagship corridors as test sites, with a view to roll out a county-wide programme of traffic signal upgrades in the following years. The objective would be to provide, along bus routes, Selective Bus Priority as a standard for new signal installations and upgrade existing signals along bus routes.

Developing a Pipeline of Bus Priority Projects

Starting with the work done as part of the Expressbus study, GCC will identify a programme of bus priority and infrastructure improvements which will strengthen its hand in negotiations for S106 agreements and ensure all new major development will make appropriate contributions to bus infrastructure across Gloucestershire.

Highway Network Management

GCC will improve journey times and reliability not only through bus priority measures, but also by reviewing existing approaches to roadworks coordination and involvement of bus operators in works programming. This will entail the further development of the Roadworks Coordination Group, formed by GCC Highways and Bus Operators, with the task of creating a calendar of planned roadworks and discussing potential mitigation measures for buses.

GCC will also utilise available powers for moving traffic offences, such as enforcing existing bus measures and yellow box enforcement, to reduce congestion impacts through bad driver behaviour.

As part of regular network monitoring, GCC will trial an annual 'health check' of all major bus routes to carry out post implementation monitoring and identify any delay trends. It will also use this ongoing monitoring of bus routes to identify sources of delays.



Figure 16: Proposed bus priority.

Develop the Mass Rapid Transit (MRT) Strategic Outline Case

Beyond the Expressbus study, GCC is also developing a business case for a Mass Rapid Transit system. At present, different corridor options are being explored and the study is remaining mode-agnostic. However, the system could use Bus Rapid Transit, Guided Bus or steel wheel/rail technologies.

GCC will continue to progress the Mass Rapid Transit business case with the Strategic Outline Case due to complete in Autumn 2024.

- Existing bus lane
- Existing bus lane - access control
- *Bus lane - early investigation
- *Bus lane - scoping
- *Signalisation + detection - early investigation
- *Signalisation + detection - scoping
- Proposed bus priority at signals - early investigation
- Proposed bus priority at signals - scoping
- *Other bus priority at signals - early investigation
- *Other bus priority at signals - scoping
- Express bus network
- Zebra Bus route
- * Opportunity sites to be evaluated through feasibility study and consultation.

© OpenStreetMap contributors and Contains OS data © Crown copyright and database right 2021.

4.3



4.3 Towards More Attractive Fares and Ticketing

In 2024, GCC will work with operators to improve fares and ticketing in the county.

Standardised Fare Offerings, Including Payment

Different ticket products and eligibility criteria, particularly for child and young persons' tickets, can be confusing. In partnership with operators, GCC will develop a route map to deliver standardised young persons ticketing products.

GCC will also work with operators to standardise the availability of payment options including cash and contactless. For its tendered services, GCC will work towards specifying the inclusion of contactless payments as tenders are renewed. GCC will also work with smaller operators to support them and ensure that standardised payment methods are offered across Gloucestershire bus services.

Multi-Operator Ticket Range

Through the EP, GCC will work with partners to establish a working group to develop a route map for the delivery of a One Day Adult countywide multi-operator ticket. This would be followed by work to look at the opportunity for the development of wider products such as Week, Month and Annual Adult and U19 (incl U19 One Day) multi-operator ticket products. Gloucestershire will be able to build on experience gathered by its largest bus operators who are part of successful multi-operator schemes in neighbouring authorities.

Fares Information

GCC will also work with operators to ensure the timely delivery of the requirements of the bus services act with regard to fare transparency.

4.4



Stagecoach and Go-Ahead (Pulhams) electric buses.

4.4 Towards Better Vehicles

Gloucestershire's bus vehicle fleet will see a private and public sector investment of in excess of **£29 million** in 2024 to 2026. This will enable the purchase of 58 zero emission buses, more than 20% of the total bus fleet of Gloucestershire. Stagecoach will replace 42 diesel buses with ZEBs which equates to just over 20% of their Gloucestershire bus fleet. This will remove 22 tonnes of NOx emissions and 43,224 tonnes of carbon emissions over the appraisal period. Pulhams will replace 10 double and 5 single decker buses with ZEBs in Gloucestershire. This equates to approximately 50 % of their local bus fleet in Gloucestershire and will remove 8 tonnes of NOx emissions and 15,845 tonnes of carbon emissions over the appraisal period. In cooperation with Forest of Dean District Council, Lydney Dial a Ride will also purchase a zero-emission minibus.

These new buses will not only benefit environmental objectives, they will also increase the overall attractiveness of the bus offer by offering customers new, clean vehicles to the highest accessibility standards.

For the remainder of the fleet, GCC will seek to work with operators to develop a bus quality standard including addressing emissions and accessibility, scoping out a roadmap with the steps required to secure delivery of an upgraded fleet within timeframes which meet the county's de carbonisation objectives. This bus quality standard will be regularly reviewed as new and upgraded/refurbished fleets are rolled out across all services.

Where possible the standard will seek to improve on any legally required minimum but recognise the current commercial factors and that occasionally vehicles may be transferred away from the county.

As a body procuring services, the specification of vehicles used on its tendered services is within its control, but subject to financial constraints. GCC will review its own tender requirements for procured services and will also consider requirements for buses operating in Air Quality Management Areas.

With the rollout of the Expressbus network, GCC will work towards ensuring that all vehicles operating on these corridors are a minimum of Euro VI or preferably zero emission, and that they comply with any enhanced accessibility standards applied to Expressbus services.

4.5

4.5 Towards Improved Information, Marketing, and Innovation

As noted in section 3.7 above the provision of information is an area where Gloucestershire is below the national average in terms of customer satisfaction. Marketing is also an area which is currently fragmented. GCC is committed to working with partners to addressing these issues and is proposing the following initiatives.

Service Promotion and Marketing

The promotion of bus services to residents and visitors will raise awareness of the opportunities the network provides. GCC will ensure that all new major development sites deliver a package of measures to encourage and support active travel and public transport use. In relation to public transport this may include measures such as travel planning, taster tickets, funding to improve bus services, new shelters and RTI.

GCC will work with bus operators to develop a forward communications plan to ensure new service provision and facilities are promoted. It will also develop the Expressbus offer in terms of branding, improved passenger information and quality and develop a delivery plan.

GCC will work with bus operators to develop a new county-wide bus map. The map will be reviewed annually to ensure that it is correct and retains its relevance.

Passenger Charter and Forum

As part of the development of the Enhanced Partnership, the Gloucestershire Bus Board has agreed a draft passenger charter, developed by GCC in conjunction with operators. GCC will work with operators through the EP Bus Board to ensure that this passenger charter fully complies with the requirements set out in the BSIP guidance, is adopted by the Board and published.

GCC will set up a passenger forum to feed into the EP Board to better engage with bus users and Gloucestershire residents. To ensure that all groups feel comfortable accessing information to use the bus network, GCC will engage with appropriate stakeholders to explore what information barriers exist to accessing bus services.

Exemplar County for Transport Decarbonisation and Sustainable Travel in a Rural Context

The BSIP will build on Gloucestershire's ambition to lead as a rural county on de carbonisation and bus service provision through seeking out funding opportunities for innovation, pilot projects, and ways to increase value for money.

We will also seek out opportunities to focus marketing initiatives on areas such as tourism and bus/rail integration.

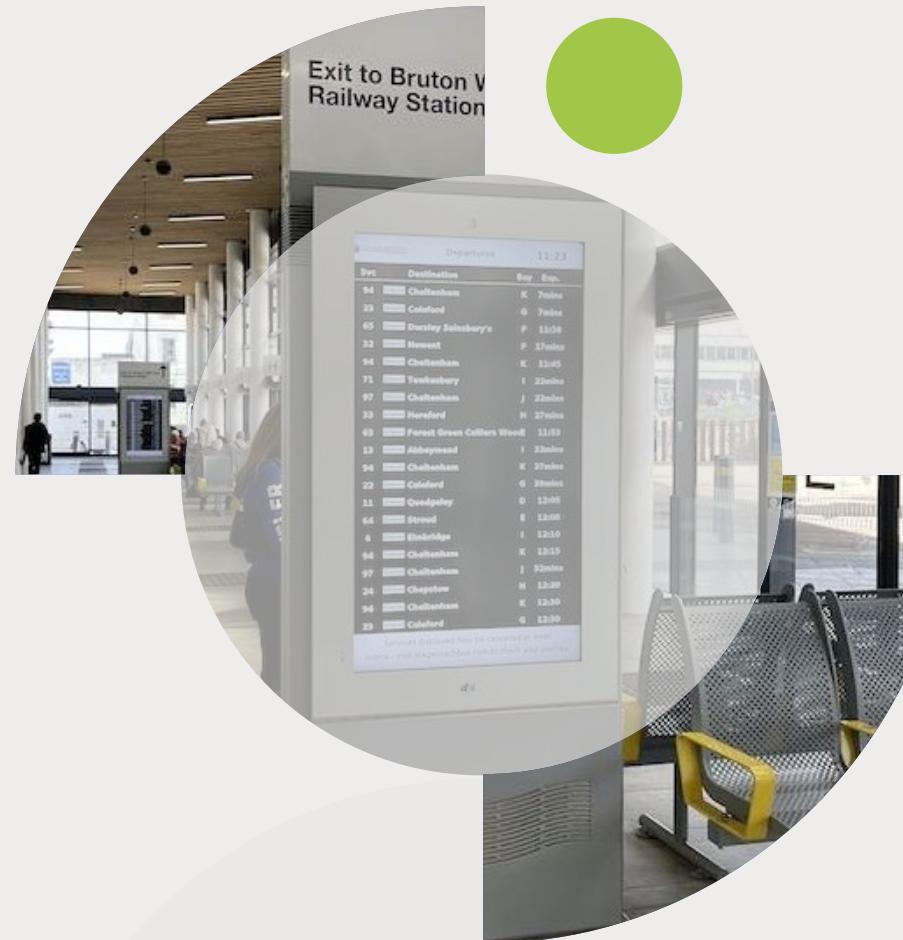
4.5

Roadside Information, Including RTI

By March 2025, GCC will undertake a review of all bus stops to determine the current condition of roadside infrastructure.

Recognising the changing attitudes to information provision at stops, some locations will continue to display printed timetables and other information, especially to address issues of digital exclusion as discussed in the EqIA. Key stops will continue to be provided with RTI displays, with the further rollout of additional displays to stops as determined by the EP Board and from the outputs of the county's Interchange study. We will also look into providing information displays at Gloucestershire rail stations to show nearby bus service maps as well as other opportunities to advertise bus services alongside rail services. Similarly, we will look into opportunities to improve way finding through "where to catch your bus maps" for town/city centre locations.

At stops where RTI displays cannot be justified, GCC will continue to roll out and improve QR codes to link to online bus tracking at all bus stops by 1st July 2025, thereby increasing reassurance to passengers of whether their bus is operating and whether it is to time. It is acknowledged that some areas of the county are so-called mobile signal 'not-spots' and so the ability to provide real time service tracking in alternative cost-effective manners will be explored.



Real Time Passenger Information – Gloucester Transport Hub

4.6 Towards Improved Interchange and Bus Stop Infrastructure

Multi Modal Interchange Hubs

GCC has allocated **£500,000** capital funding in 2024/25 to implement multi modal interchange hubs, including Stroud Merrywalks which has received a further **£112,000** in matched funding from Stroud District and Town Councils. Interchange hubs are strategically located transport nodes designed to enhance connectivity and provide services that promote sustainable and convenient travel.

The specifications for each hub type (taken from the BSIP, Expressbus Study and Interchange Hub Study) underscore key features tailored for different urban and rural contexts. These hubs will integrate various travel modes with each other and wider services offering enhanced facilities, technological features, and adaptability to diverse environments. At the top end mobility hubs serve as community spaces that allow for active travel and public transport to seamlessly connect to provide efficient and enjoyable travel experiences.

Mobility hubs also create a sense of belonging by incorporating green spaces and community amenities that encourage social interactions and engagement.

2024 will see the delivery of the Arle Court Interchange Hub, a **£33 million** investment that, following planning approval, has now started construction. The upgraded transport hub will offer additional bus services and better connections to local sustainable transport such as walking and cycling routes. It will also provide a range of new and improved facilities on site.



Arle Court Interchange Hub, artist impression

Ongoing Infrastructure Investment

GCC will undertake a countywide audit of all bus stops, prioritising those in need of bringing up to relevant standards. Existing budgets for bus stop maintenance have been increased by **£170,000** in 2024/25 to improve bus shelters across the county, including the delivery of a further c. 10 RTI displays deployed to new locations by 31st March 2025.

This review will include bus stop 'cage' markings. Having determined the state of the county's bus stop assets, in the medium-term this dataset will be used to identify 50 bus stops per year to be upgraded to the specified accessibility standards. Bus stop cage markings will be standardised by 1st January 2028.

4.6



Editorial credit: Tim Jennings

Implementing Design Standards

Working with bus operators, GCC will draft revised "Bus Stop and Interchange Hub Design and Accessibility Guidelines", based on the outline below, to improve accessibility, comfort and the feeling of personal safety whilst waiting at bus stops. The document will provide a clear standard for the design of bus stops and smaller multi modal interchange hubs and comprehensively identify different types of bus stops, distinguishing between urban and rural settings.

These new guidelines will address accessibility and recent guidance including LTN 1/24. It will also feed into the update of the Manual for Gloucestershire Streets (MFGS) improving criteria and standards for access to bus stops and hubs. This will make it easier for GCC and district councils to ensure that in new development walking and cycling routes to bus stops comply with healthy streets principles and bus stops and interchanges are provided of the appropriate quality and in the right locations.

Plan for the Future

GCC is also planning a review of bus stopping arrangements and interchange in Cheltenham Town Centre, aimed at optimising the existing infrastructure.

4.6

Bus Stop or Hub	Use	Indicative Description
Bus stop	Urban – Frequent	Free standing flag and timetable case, Enhanced boarder including tactile and 6m in length, Pedestrian refuge, Seating
Bus stop	Urban – Other	Free standing flag and timetable case, Enhanced boarder including tactile and 6m in length, Seating or Leaning bar
Bus stop	Rural – Frequent	Free standing flag and timetable case, Basic paved boarder min 3m x 2m, Surfaced access path, Seating
Bus stop	Rural – Other	Flag, Hard surface waiting area
Interchange Hub	Local Transport Corridor Hub	Approximately 3m x 12m dimensions (To fit within a bus stop layby), Parallel to the highway, Totem / Smart information board, Covered seating area / bus stop with US Charging / Wi-Fi, Low level planting, Parcel collection / recycling facilities, Bike lockers, E-scooter / E-Bike hire docks, Bike repair station, covered bike stands minimum, Lighting / CCTV, Solar Panels
Interchange Hub	Mini / Community Hub & Key Destination Hub	Minimum area – 75m ² , Parallel to highway if on a bus route, Flexible design, Totem / Smart information board, Covered seating area and/or bus stop with USB charging and Wi-Fi, Low level planting, Parcel Collection / Recycling facilities, Bike lockers, E-scooter / E-bike hire docks, Bike repair station, 3 covered bike stands min, 2 EV charging / Car Club bays min, Lighting / CCTV, Solar Panels
Interchange Hub	Market Town / Village Hub	Approximate area 200m ² to 380m ² , Parallel to highway if on a bus route, Flexible design, Totem / Smart information board. Covered seating and/or bus stop with USB charging and Wi-Fi. Planting and Public realm improvements/ areas for community participation, Parcel collection / Recycling Facilities, Bike lockers, E-scooter / E-bike hiredocks, Bike repair station, 10 covered bike stands/racks min, 4 EV Charging / Car Club bays min, Opportunity for Convenience facility (location specific could include tourist information / toilets/ showers), Lighting / CCTV Solar Panels & Grey Water harvesting.
Interchange Hub	Strategic Interchange Hub (bus or rail station / P&R)	Multi-Storey car park (Approx. 500 Spaces) – Space permitting, Multi-use building with green roof/living walls, USB charging and Wi-Fi, Bus Stops / Mass Rapid Transit Stop, Real Time Passenger, Information, Taxi and Demand Response, Transport drop off, Disabled and Car Club parking, Coach layover, Bike Repair facilities (Pumps), Bike Service Rooms (Revenue generating potential), Co-working / Café space, Public realm, seating, planting / habitat creation, Outdoor play space, Lighting, CCTV, Branding, accessible signage and information points, Solar Panels, Grey Water harvesting, SuDS.



Ambitions and Proposals for 2025 and Beyond



05

5.1

Ambitions and Proposals for 2025 and Beyond

5.1 Our Ambitions for an Enhanced Bus Network

Gloucestershire's long-term vision for its bus network is one where rural areas benefit from demand responsive transport and strengthened local bus services, which together feed into a network of Expressbus corridors at multi modal interchange hubs. These Expressbus corridors will link Gloucestershire's key settlements, complemented by a Mass Rapid Transit service in Gloucestershire's urban core, as depicted in figure 6, chapter 2.

Express Bus

GCC is committed in creating an express bus network that will improve passenger satisfaction, frequency, and reliability of bus travel in Gloucestershire. The ambition is that by designating a series of Expressbus corridors and setting improved standards for services

through an Advanced Bus Quality Partnership (ABQP), it will be possible to influence housing/commercial development allocations in emerging District Local Plans in a way that ensures that growth is focused along these corridors, as a means of enhancing frequencies and securing financial contributions.

In the medium-term, GCC will explore with operators opportunities to further increase services on the Expressbus Network to a minimum frequency of 1 to 2 buses per hour in rural areas and 4 buses per hour in urban areas between 7am and 7pm Monday to Saturday. In the long term, the aim is for evening and on Sunday services to operate at 2 buses per hour in urban areas and 1 bus per hour in rural areas. Agreeing an Advanced Bus Quality Partnership with operators on the Expressbus Network will allow both operators and the LTA to invest in higher standards of vehicle and service.

5.1

Infrastructure

- High quality bus priority. This would include physical bus priority or technology-based solutions.
- Standardised bus stops with RTI, printed information and lighting as a minimum,
- Enhanced cleaning and maintenance regime.

Passenger Experience

- An enhanced version of the BSIP passenger charter to apply.
- Optimised passenger information provision.
- The Expressbus brand to be applied consistently across the corridors involved to create a critical mass of services that are premium brand.

Vehicles

- Vehicles to be Euro 6 or zero emission.
- Vehicle to carry Superbus branding.
- Vehicles to have a 'Superbus' premium interior specification.
- Enhanced vehicle cleaning programme (internal and external).

Level of Service**Rural Expressbus Sections**

- Bus service 6 days a week.
- Minimum 1 bus per hour between 0700 to 1800 Monday to Saturday with an aspiration to increase to 2 buses per hour.
- Link existing services to create new long-distance through services.

Urban Expressbus Sections

- Provide bus service 7 days a week.
- Minimum 4 buses per hour between 0700 to 1900 Monday to Saturday

Figure 17: Emerging Expressbus aspirations.

²⁶ Population within 800m include those within 400m. The calculations use the following time window to calculate buses per hour = Monday to Friday 7am to 9pm;

²⁷ The distances of 400m to 800m to a bus stop are based on best practice advice with regard to 1) access to a bus stop and 2) access to services and facilities. This is contained in a number of places including in para 2.8 here Active Travel England Standing Advice Note: [Active travel and sustainable development \(publishing.service.gov.uk\)](http://Active%20travel%20and%20sustainable%20development%20(publishing.service.gov.uk))

For the bus stops included in the proposed Rural Expressbus Corridors, 39%²⁶ of the county's population are currently within 400m²⁷walking distance from a bus stop served with two buses or more per hour, and 55% of the population are currently within 800m of a bus stop served with two buses or more per hour. Pending funding, if the Expressbus corridors become fully operational with the proposed frequencies, these percentages would increase. Access for the county's population within 400m walking distance from a bus stop served with two buses or more per hour would increase to 48% (additional 9%), and access for the county's population within

800m of a bus stop served with two buses or more per hour would increase to 65% (additional 10%). Thus, the Expressbus corridors would significantly increase access for Gloucestershire's residents. For the two urban corridors, the positive impact will be seen in the reliability and quality of the services. These results follow from standardising the urban frequencies along key corridors.

Working with bus operators, and subject to funding, the Expressbus offer, and brand will also be launched with the following indicative characteristics as shown above in Figure 17.

5.1



Precedent : Superbus (Cornwall).

Bus Service Scorecard

In addition to the Expressbus network, GCC will seek to develop a bus service scorecard for key services, to be used in conjunction with operators to identify performance and any challenges to viability to support focused improvement and retention of services.

GCC will also engage with major employers and operators to determine whether service enhancements targeted at key employment sites and shift patterns are feasible.

The long-term vision for Gloucestershire is one where a network of Expressbus corridors is supported by a strong network of local bus services which are in turn complemented by DRT services providing access to all rural settlements in Gloucestershire. These Expressbus services would feed into and benefit from a Mass Rapid Transit system in Gloucestershire's urban core.



5.2

5.2 Our Ambitions for Faster and More Reliable Bus Services

GCC will continue to ensure services are fast and reliable, with a further **£800,000** capital funding allocated in 2025/26, **£400,000** in 2026/27, and **£400,000** in the following financial years, for bus priority on the emerging Expressbus network, congestion hot spots, pinch points and at signals. The objective is to create a core network of high-frequency, high-quality bus services, protected by an AQBP, that will become the foundation for further expansion and consolidation of bus services throughout the county. Over time, Selective Bus Priority will become standard for new signal installations and upgrades of existing signals along bus routes.

Bus Priority

GCC will explore the opportunity for developer funding for bus priority on Tewkesbury Road, Cheltenham, to provide bus priority measures along the A4019 between M5 Junction 10 and the junction with Hayden Road. Design would be coordinated to ensure that any developer funded measures merge with the GCC proposals, with a view to provide a continuous high priority corridor along Tewkesbury Road between M5 Junction 10 and the junction with High Street.

Subject to additional funding being secured, this will also see further exploration of delivery of the proposed bus priority interventions shown in Figure 18 on the next page, commencing in the following locations along the Expressbus network:

- A40 Lansdown Road / Shelburne Road junction, Cheltenham
- Cole Avenue/Epney Road junction, Gloucester
- A430/A38 junction, Gloucester
- Hucclecote Rd/Delta Way junction, Brockworth
- Up Hatherley Way/A46 Shurdington Road, Cheltenham

In the longer term, GCC would aim to:

- Provide continuous bus lanes on Expressbus corridors in urban areas where highway boundaries and other design constraints, allow;
- Revise city-centre bus stopping and access arrangements for Cheltenham and Gloucester;
- Provide bus friendly enhancements at key junctions and town / village centres in rural areas;
- Investigate local junction improvements and upgrades of traffic signals to prioritise buses, including bus-only movements;
- Develop sustainable long-term strategy for improving connectivity in rural areas; and
- Consider whether local causes of delay on bus routes such as on street parking and mini roundabouts can be addressed

GCC officers will also seek to:

- Continue developing the bus priority programme to enable funding to be sought;
- Coordinate the design, implementation, and monitoring of bus priority measures; and
- Develop a programme for the delivery of other Expressbus outputs.

5.2



Precedent : Glider (Belfast)

The Glider is a bus rapid transit system in Belfast, Northern Ireland, designed to improve the efficiency of mass transit in the city.

There are two routes, G1 (West to East Belfast) and G2 (city centre to Titanic Quarter). The busways total 15.2 miles (24.5 km) in length.

The vehicles are articulated buses of a so-called light tram design with three doors and approximately 18 metres (59ft) in length. The introduction of Glider brought about a new, innovative mode of transport for Belfast which enhanced the image of the city and resulted in significant increases in patronage levels along the BRT corridors.

Mass Rapid Transit

The MRT will be developed to full business case with the aim of securing funding and developing the design ready for implementation.

It is our ambition that by 2041, Gloucestershire will have a fully operational Mass Rapid Transit system, integrated into a network of Expressbus services which are supported through the ongoing development and expansion of the bus priority programme. An example given in the National Bus Strategy of a bus based MRT system is the Belfast Glider, see the left of this page.

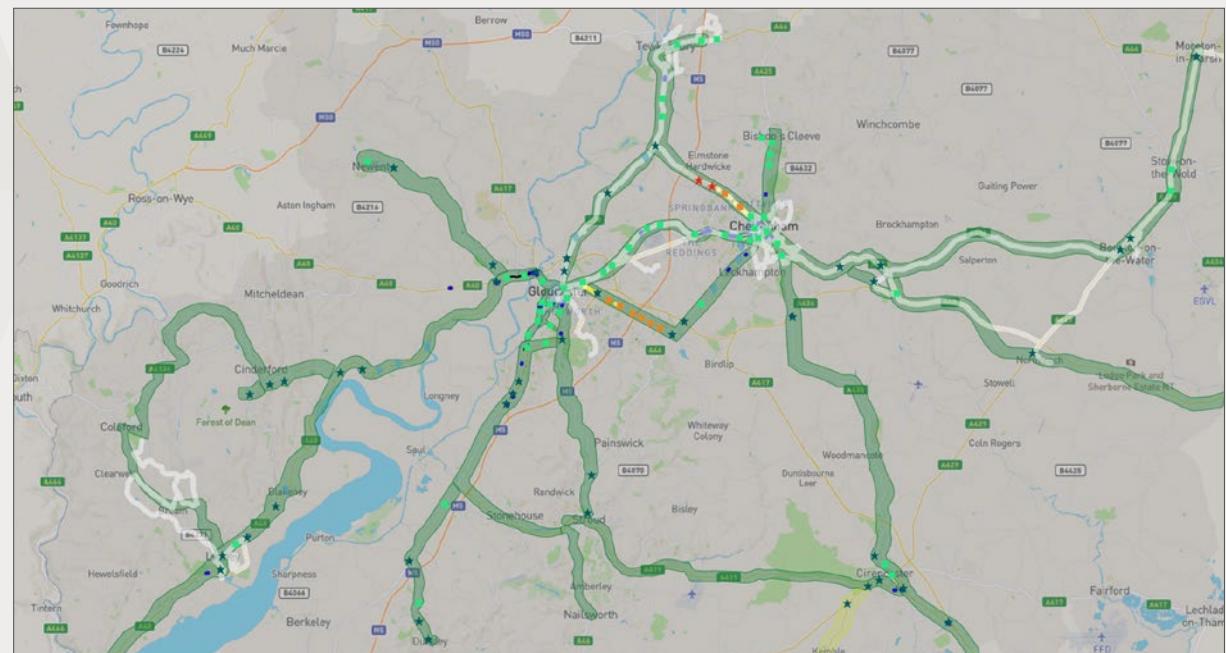


Figure 18: Indicative medium to long term locations for bus priority – subject to funding.

- Existing bus lane
- Existing bus lane - access control
- *Bus lane - early investigation
- *Bus lane - scoping
- *Signalisation + detection - early investigation
- *Signalisation + detection - scoping
- Proposed bus priority at signals - early investigation
- Proposed bus priority at signals - scoping
- Opportunity sites to be evaluated through feasibility study and consultation.

© OpenStreetMap contributors and Contains OS data © Crown copyright and database right 2021.

5.3

5.3 Our Ambitions for More Attractive Fares and Ticketing

Beyond 2025, GCC will continue to improve fares and ticketing through ongoing work with operators to expand contactless fare capping across all operators at multi-operator product prices. This may potentially include the implementation of project Coral²⁸, unless operator platforms align earlier.

As part of wider initiatives, GCC will continue to support the development of contactless tap on tap off fares capping across all operators (depending on technology being available). This may initially be achieved through the delivery of multi-operator products, but GCC will continue to engage with the potential project Coral implementation unless operator payment platforms align earlier to deliver fare capping.

Within this ambition, GCC recognises that technology developments will be necessary to support the fares and ticketing innovations, so it will develop a work programme to support smaller operators to implement new technologies to support these ticketing and other improvements.

Through the EP board, GCC will also work with operators to develop and simplify the ranges of ticketing products which may include Week, Month and Annual Adult and U19 (including U19 One Day) multi-operator ticket options.

In order to ensure fares and ticketing are as integrated and easy to use, as possible, across the whole of Gloucestershire GCC will develop a work programme to support smaller operators to implement new technologies to support ticketing and other improvements.

In the long term, GCC will work with operators towards an ambition that would see multi operator tickets sold by all operators and at no premium over single operator products.



Precedent : integrated, smart, ticketing

Midlands Connect, along with Transport for West Midlands (TfWM), Project Coral (the bus operators' group) and the Department for Transport (DfT) are working together on a ticketing solution that will make multimodel travel cheaper and easier for individuals that use their smartphone or contactless bank card, capping payments at a daily or weekly limit.

Although developed in the Midlands, this is to be offered as a national solution for all of England outside of London.

GCC has signed an MoU in support of this project and will continue to engage with a view to roll out any solutions offered in Gloucestershire and when available and funded.

²⁸ Transport for West Midlands, with the UK's principal bus operators and technology companies are working on the major fare capping project. This multi operator contactless solution will be capable of being deployed UK wide.

5.4



Editorial credit: John New / Shutterstock.com

5.4 Our Ambitions for Better Vehicles

With the rollout of the Expressbus network and the aim to agree an Advanced Bus Quality Partnership, GCC will work towards ensuring that all vehicles operating on these corridors are a minimum of Euro VI or preferably zero emission, and that they comply with any enhanced accessibility standards applied to Expressbus services.

During 2025/29, GCC will work with bus operators to continue to roll out a bus quality standard across all services in Gloucestershire.

GCC's successful ZEBRA 2 application will result in more than 20% of Gloucestershire's bus fleet being electrified by the end of 2025. GCC's long term vision for vehicles in Gloucestershire is that of a fully zero emission bus fleet with enhanced accessibility standards.

5.5 Our Ambitions for Information, Marketing, and Innovation

Beyond 2025, GCC will continue to implement the Bus Passenger Charter and maintain and review, on an annual basis, the Gloucestershire county-wide interactive bus map.

- GCC will also continue to review the quality of roadside infrastructure and associated information;
- Seek funding to further roll out RTI displays at bus stops;
- Ensure QR codes are available at all bus stops which link to live bus tracking; and,
- Review and standardise bus stop 'cage' markings.

GCC's long term ambition is to ensure a clear network identity for Gloucestershire's bus network, delivered through ongoing improvements to bus information and the maintenance and annual review of the county-wide interactive bus map.



Precedent : Bristol offline map

5.5

Travelwest provides travel information on the travelwest website. It includes general information for bus services across the West of England and provides a number of bus network maps to help people plan their journeys.

These maps are easy to read and can be downloaded so that people can save it on their phones. Once downloaded, no internet connection is required.

5.6

5.6 Our Ambitions for Improved Interchange and Bus Stop Infrastructure

High-quality bus stop infrastructure that is accessible, safe and provides a visible statement of investment in the bus network. As outlined above, bus stop and interchange infrastructure will be improved as part of the Expressbus network delivery, including RTI, printed information, lighting, seating, shelter QR codes to access timetabled and real time information and to support the delivery of LTN 1/24 compliant bus services.

Based on the countywide audit of bus stop and bus interchange infrastructure referenced in section 4.6 above, GCC will seek funding to complement the already allocated **£75,000** in 2025/26 and **£70,000** in 2026/27 to upgrade a target of 50 bus stops per year to agreed standards and support the delivery of LTN 1/24 compliant bus services.

In addition, GCC has already ring-fenced capital funding of **£625,000** in 2025/26, **£300,000** in 2026/27, and **£100,000** in the following financial years, to invest in the delivery and upgrade of interchange hubs across Gloucestershire, in line with the 2023 interchange hub study.

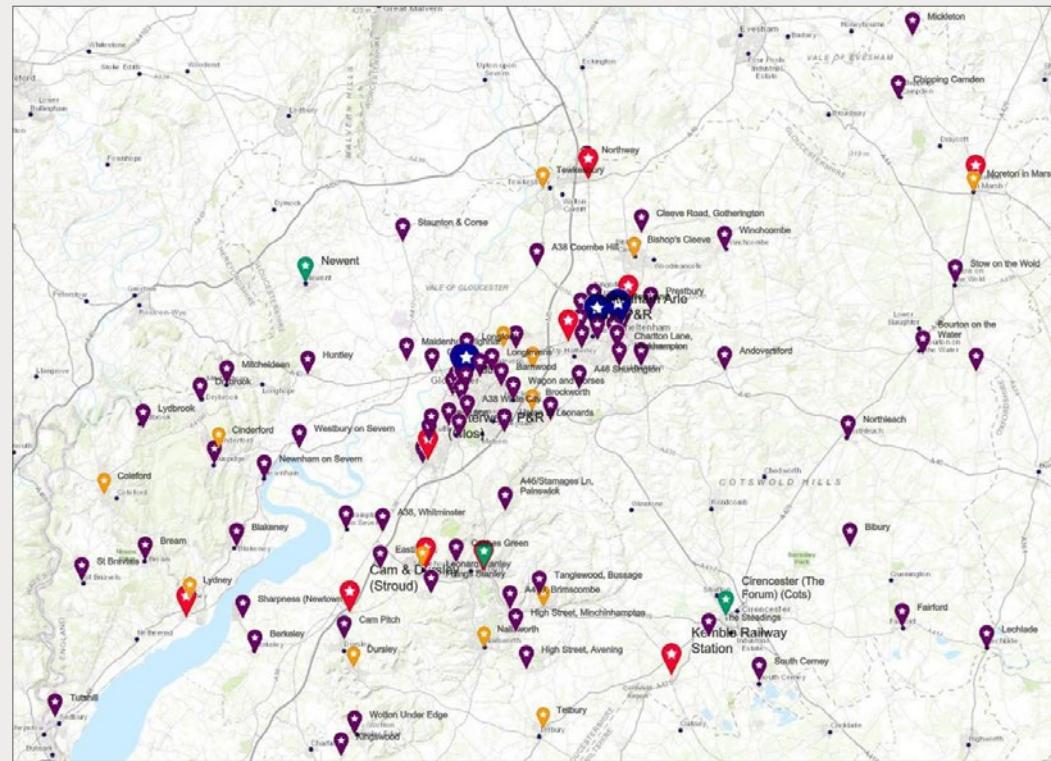


Figure 19: Gloucestershire indicative Interchange Hub Locations

Beyond 2029, GCC intends to continue to undertake audits of its bus stops, bus stations, and interchanges on an ongoing basis. This will ensure that standards are maintained, and funding can be directed efficiently. Funding will also be sought to continue to deliver comprehensive bus stop improvements for key corridors.

Gloucestershire's long-term aspiration is the delivery of all Transport Interchange Hubs (including Strategic Park & Interchange sites) as listed in Gloucestershire's LTP and a programme to deliver the 2023 interchange hub study which includes the indicative hub locations shown in Figure 19.

© OpenStreetMap contributors and Contains OS data © Crown copyright and database right 2021.



Targets, Performance, Monitoring and Reporting



06

6.1

Targets, Performance, Monitoring, and Reporting

6.1 Targets

Bus Journey Times:

Using BODS data for key corridors we can see that bus journey times have remained relatively stable between 2021 and 2022 but have increased in 2023, continuing the trend of increasing delays before the COVID pandemic.

Target:

A net reduction in journey times across monitored routes between 2024 and 2029 and for journey times on the following Expressbus investment corridors to reduce by 10% between 2024 and 2029:

- Gloucester to Cheltenham following route 10.
- Cheltenham to Tewkesbury.

Bus Journey Reliability

The DfT statistics on bus reliability and punctuality are collected as average excess waiting time for frequent services and bus services running on time for non frequent services. A frequent service is one that has 6 or more buses per hour which makes the statistic for non frequent services more relevant to Gloucestershire. In 2023, 79% of services were on time, a decrease from 87% in 2019 and 2022. No data is available for 2020 and 2021.

Target:

To ensure that the Traffic Commissioners guidance of 95% punctuality of low frequency bus services is consistently achieved and met by 2029.

Passenger Numbers

Passenger numbers in Gloucestershire have recovered since 2021 when they fell from around 20 million bus passenger journeys per annum before COVID-19 to just 6.3 million. However, at 12.6 million bus passenger journeys in 2023, there is still a way to go before passenger levels have returned to their pre-pandemic levels.

Target:

To increase passenger numbers by at least 10% above the 2019 pre-COVID-19 levels by 2029.

Network Accessibility

Since 2021 network accessibility has been stable but can be expected to start to increase as a result of the BSIP+ funding and Express bus. Our ambition is to build from this and significantly expand the population of Gloucestershire who have access to frequent bus services. Our targets are that:

Target:

By 2029, GCC and bus operators will work together to achieve:

- A net increase in population within 400m of 4+ buses per hour, achieved through targeted service frequency improvements.
- A net increase in population within 60-minute bus journey into Gloucester or Cheltenham, achieved through implementation of Expressbus concept.
- Double the number of households with access to DRT by 2025.

Vehicle Quality

The quality of vehicles since 2021 has seen some small improvements with investment in EURO 6 buses by Stagecoach and the introduction of Gloucestershire's first Zero Emission Bus by Newport Transport. Pulhams have also purchased 4 new Euro 6 local bus vehicles in 2023 and a further 12 second hand Euro 6 to the fleet so far. Following the successful ZEBRA bid this will be accelerated.

Target:

- For more than 20% of Gloucestershire's bus fleet to be zero emission by 2029.
- By 2029: aim for all GCC contracted bus services to be a minimum Euro 6 Standard.

Public Satisfaction

As noted in section 3.1 above Gloucestershire participates in the annual National Highways and Transport Network's Public Satisfaction survey. The 2023 results show that public transport satisfaction improved across several indicators, with the greatest increase in satisfaction relating to bus fares. Public transport information and the ease of finding the right information saw the second highest increase in satisfaction levels. However, information about accessible buses, whether buses arrive on time and the provision of bus stops saw the strongest fall in satisfaction levels. It is, however, notable that the scores indicate a continued reduction in satisfaction (2022 -2023) relate to bus stops and information provision, indicating areas for future attention by both GCC and operators.

Target:

Using National Highways and Transport (NHT)2 data we aim to reach the national average for satisfaction by 2029 for;

- Frequency to bus services.
- Information about accessible buses.
- Raised kerbs at bus stops.
- Provision and number of bus stops.
- Whether buses arrive on time.
- The local bus service overall.
- Bus fares.
- Info to help people plan journeys.
- Reliability of electronic display info.

We further aim to exceed the national average by 2029 for:

- The state of bus stops.
- Personal safety on the bus and at bus stops.
- Quality and cleanliness of buses.
- Public transport information related indicators.
- How easy buses are to get on/off
- Helpfulness of drivers
- Community Transport

6.2

6.2 Monitoring and Reporting

The BSIP will be delivered through the Enhanced Partnership and monitored through annual reporting against its targets.

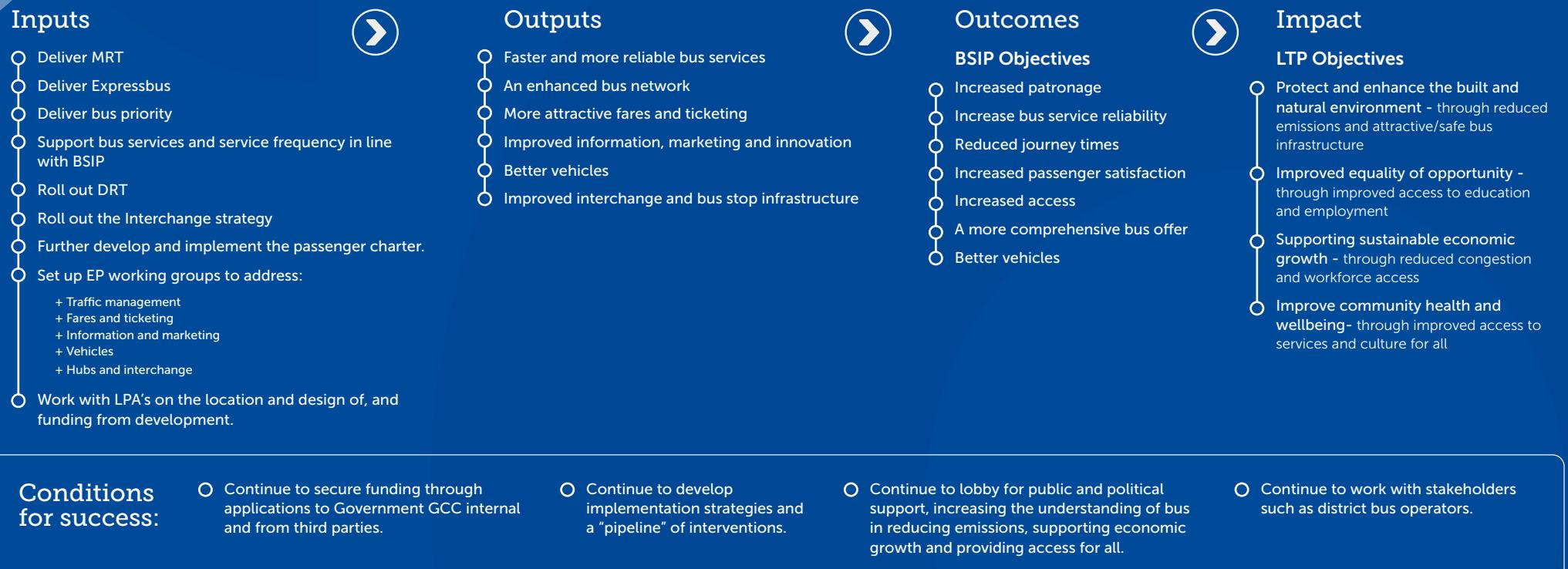
The logic map in Figure 20 below sets out which inputs will be required to deliver the BSIP objectives, how their outputs will be

monitored and how the expected impact will contribute to the broader LTP objectives. It also clearly indicates the conditions necessary for success.

Figure 20: BSIP logic map

BSIP Vision:

Increase bus patronage by providing a high-quality bus network, accessible from the whole county, and fully integrated with other transport modes, that people choose to use for all journey types because it's convenient, attractive, easy to use, and value for money.





BSIP Schemes and Proposal Overview

Editorial credit: Tim Jennings

BSIP schemes and proposals overview table

07

Improvements programme to 2025	List of named schemes and measures (including location and cost, where appropriate)	Budget/est. cost (£k)
Bus priority infrastructure (BSIP)	Implementation of first phase of signal bus priority programme (bus priority at signals and development of smaller schemes for route 10 and sections of Tewkesbury Road).	£1 million (BSIP Bus Infrastructure) *
objective: Faster and more reliable bus services		
	Mass Rapid Transit Strategic Outline Case development and next steps	£900,000*
	Develop a costed programme of future bus priority	Officer time
	Establish EP working group	Officer time
Bus service support	Ongoing bus service support	Total GCC revenue budget of c. £5,000,000
(BSIP objective: A more comprehensive bus network)	Enhancements to a number of bus services with a focus on evening and weekend extensions. Also to expand the Gloucestershire Robin to three new areas.	£2,210,000 expected BSIP phase two (BSIP+) revenue funding (year 1)
		£2,210,000 expected BSIP phase two (BSIP+) revenue funding (year 2)
	Development / Local Plans input	Officer time
	Establish EP working group to enhance service offer, particularly focusing on later evening and weekend services.	Officer time
	Work with bus operators to address driver shortages	Officer time to establish costs and seek funding
Fares support (BSIP objective: More attractive fares/ticketing)	National £2 fare cap until end 2024	Operators funded directly by DfT
Ticketing reform (BSIP objective: More attractive fares and ticketing)	Establish EP working group to develop delivery plans for the following ambitions: a one-day adult countywide multi operator ticket, a standardised young person ticketing offer, through-ticketing from and to the Robin DRT service, the standardisation of ticket purchase channels, a plan to deliver tap on tap off to enable capping of fares (depending on technology being available).	Officer time to establish costs and seek funding.
	Roll out contactless payment	£130k of GCC capital funding

* GCC capital programme allocation.

BSIP Schemes and proposal overview table

Improvements programme to 2025	List of named schemes and measures (including location and cost, where appropriate)	Budget/est. cost (£k)
Other schemes & measures (BSIP objective: Improved interchange and bus stop infrastructure)	Arle Court Strategic Interchange Hub Merry Walks Interchange Hub (Stroud) Interchange Hub investment (locations tbc) 50 Bus shelters across Gloucestershire Establish EP working group to develop bus stop and interchange hub accessibility and quality guidelines Update the Manual for Gloucestershire Streets (subject to government guidance) Undertake an ongoing audit of existing infrastructure, including safety assessment Review bus stopping arrangements and interchange in Cheltenham Town Centre.	Total scheme budget: £33,173,000 (including previous years).* £200k* + £98k (Stroud District Council CIL allocation) + £14k (Stroud Town Council) £575k* £100k, in addition to existing maintenance budget* Officer time Officer time Officer time Officer time to establish costs and seek funding in Cheltenham Town Centre.
Other schemes & measures (BSIP objective: Better vehicles)	Purchase 58 ZEBs by January 2025 Establish EP working group. Aim to ensure that operators comply with new national regulations regarding Audio-Visual next stop announcement	Total investment of more than £29million from bus operators, DfT, and Local Authorities. Officer time

* GCC capital programme allocation.

BSIP Schemes and proposal overview table

Improvements programme to 2025	List of named schemes and measures (including location and cost, where appropriate)	Budget/est. cost (£k)
Other schemes & measures (BSIP objective: Improved information, marketing and innovation)	Establish EP working group to: develop a county-wide interactive bus map, develop a joint communications plan Commence comprehensive review of quality of roadside infrastructure and associated information Update Gloucestershire's travel plan guidance for developments Implement and continue to develop the passenger charter Set up passenger forum Continue to lead as a rural county on de carbonisation and bus service provision to seek out funding opportunities for innovative, pilot projects, and ways to increase value for money. Aim to work with large employers or education providers to promote sustainable travel. Roll out of a further c. 10+ RTI displays deployed to new locations by 31st March 2025. Public Transport Infrastructure (Councillor budget amendment)	Officer time to establish costs and seek funding Officer time Officer time Officer time Officer time Officer time C. £70k capital, £6k annual revenue from existing GCC budgets £150k*

* GCC capital programme allocation.

BSIP Schemes and proposal overview table

Ambitions and proposals for 2025 and beyond - funded	Description of proposals	Funding Secured
Bus priority (BSIP objective: Faster and more reliable bus services)	Continue implementation of priority programme (bus priority at signals and development of smaller schemes for route 10 and sections of Tewkesbury Road).	£1.6 million secured for 2025/26 onwards*
Waiting and interchange facilities (BSIP objective: Improved interchange and bus stop infrastructure)	Continue the delivery of the current programme of Interchange Hubs 7 x Bus shelters across Gloucestershire per annum	£1,025,000 secured for 2025/26 onwards* £145k secured for 2025/26 onwards from GCC capital programme and existing resources.*
Accessibility and inclusion (BSIP objective: Improved interchange and bus stop infrastructure)		
Bus fleet (BSIP objective: Better vehicles)	Finish the implementation of 58 ZEBs in Gloucestershire and look for expansion opportunities.	Total investment of more than £29million from bus operators, DfT, and Local Authorities.
Bus service support (BSIP objective: A more comprehensive bus network)	Ongoing bus service support Enhancements to a number of bus services with a focus on evening and weekend extensions. Also to expand the Gloucestershire Robin to three new areas.	Total GCC revenue budget of c. £5,000,000 £2,210,000 expected BSIP phase two (BSIP+) revenue funding (year 1) £2,210,000 expected BSIP phase two (BSIP+) revenue funding (year 2)
	Development / Local Plans input Establish EP working group to enhance service offer, particularly focusing on later evening and weekend services.	Officer time Officer time
	Work with bus operators to address driver shortages	Officer time to establish costs and seek funding

* GCC capital programme allocation.

BSIP Schemes and proposal overview table

Ambitions and proposals for 2025 and beyond – Not Currently Funded	Description of proposals
Service level and network coverage (BSIP objective: A more comprehensive bus network)	<p>Work with bus operators to start implementing the Expressbus strategy.</p> <p>Work towards a minimum frequency of 1 bus per hour in rural areas and 4 buses per hour in urban areas between 7am and 7pm Monday to Saturday on Express Bus corridors.</p>
	<p>Further expansion of the Robin DRT service.</p> <p>Oxfordshire, Gloucestershire (and Worcestershire?) Councils to work together on a new summer Sunday Cotswold bus network that will bring people in from surrounding areas, shuttle around key tourist destinations within the Cotswolds during the day before later returning to those surrounding areas. Options to be scoped during 24/25 with the aim of implementation in the summer of 2025 (funding dependant).</p>
	<p>Frequency enhancement of the daily S2 service between Cheltenham and Oxford.</p>
	<p>Enhancements to a number of bus services with a focus on rural, and evening and weekend services.</p>
Bus priority (BSIP objective: Faster and more reliable bus services)	<p>Undertake annual 'health checks' of bus routes to carry out post implementation monitoring and identify any delay trends.</p>
	<p>Continue the development of a bus priority programme. Including further investigation of the bus priority interventions recommended in the Expressbus study. Potential schemes for investigation:</p> <ul style="list-style-type: none"> • A40 / Shelburne Road junction • Bristol Road / Cole Avenue Junction • A38 Cole Avenue / Epney Road junction • Hucclecote Road / Delta Way junction • Up Hatherley Way/A46 Shurdington Road, Cheltenham
	<p>Potential corridor improvements:</p>
	<ul style="list-style-type: none"> • Gloucester – Cheltenham via Route 10 • Cheltenham – Tewkesbury • Gloucester – Cheltenham via Route • Cheltenham – Bishops Cleeve • Cheltenham – Northleach - Moreton-in-Marsh • Cheltenham – Cirencester • Gloucester – Stroud • Gloucester – Quedgeley (Goodrich Avenue) via A430

BSIP Schemes and proposal overview table

Ambitions and proposals for 2025 and beyond – Not Currently Funded	Description of proposals
Bus priority (BSIP objective: Faster and more reliable bus services)	<ul style="list-style-type: none"> Gloucester – Quedgeley (A38) via Bristol Road (including Tuffley Avenue and Cole Avenue) Quedgeley (Goodrich Avenue) – Quedgeley (Cross Keys) Cirencester - Cerney Wick Cirencester Town Centre Kemble – Cirencester M5 J13 – Dursley Gloucester – Southwest (A48) A48 – Cinderford – Coleford Gloucester (Highnam Corner) – Newent Gloucester – Tewkesbury (Coombe Hill)
Lower and simpler fares (BSIP objective: More attractive fares and ticketing)	Work with bus operators to continue to expand the multi operator ticketing offer, simplify the range of ticketing products and expand contactless fare capping.
Ticketing (BSIP objective: More attractive fares and ticketing)	GCC to develop work programme to support smaller operators to implement new technologies to support ticketing and other improvements.
Waiting and interchange facilities (BSIP objective: Improved interchange and bus stop infrastructure)	<p>Seek to upgrade 50 bus stops per year to agreed standards, as determined from the countywide audit.</p> <p>Secure funding and deliver programme of Transport Hubs/Strategic Park & Interchange sites as listed in Public Transport Programme and hubs study.</p>
Accessibility and inclusion (BSIP objective: Improved interchange and bus stop infrastructure)	Maintain county-wide bus map with annual review.

BSIP Schemes and proposal overview table

Ambitions and proposals for 2025 and beyond – Not Currently Funded	Description of proposals
Bus information and network identity (BSIP objective: Improved information, marketing and innovation)	Continue review of quality of roadside infrastructure and associated information, including QR codes. Implement and continue to develop the passenger charter.
Bus passenger experience (BSIP objective: Improved information, marketing and innovation)	
Bus fleet (BSIP objective: Better vehicles)	Work with operators to continue to roll out bus quality standard across all services in Gloucestershire.
Longer term transformation of the network (BSIP objective: Faster and more reliable bus services & A more comprehensive bus network)	Finalise business case work for mass rapid transit and commence delivery.

* GCC capital programme allocation

** Only costs that are known at this stage are included here
– further development of projects will be needed in many cases to establish cost estimates.

Appendix A

GCC Objectives Mapped Against BSIP Guidance

A

GCC BSIP objective	DfT BSIP objective	BSIP guidance summary table structure (2025)	BSIP guidance summary table structure (post 2025)	GCC BSIP targets
An enhanced bus network	<p>More frequent, with turn-up-and-go services on major routes and feeder or demand-responsive services to lower-density places.</p> <p>&</p> <p>More comprehensive, with over provision on a few corridors reduced to boost provision elsewhere and better services in the evenings and weekends, not necessarily with conventional buses.</p> <p>&</p> <p>Better integrated with other modes and each other, including more bus-rail interchange and integration and inter-bus transfers.</p>	Bus service support	<p>Service level and network coverage &</p> <p>Longer term transformation of the network</p>	Passenger numbers, public satisfaction, and network accessibility
Faster and more reliable bus services	Faster and more reliable, with bus priority wherever necessary and where there is room.	Bus priority infrastructure	<p>Bus priority &</p> <p>Longer term transformation of the network</p>	Passenger numbers, public satisfaction, bus journey times, and reliability
More attractive fares and ticketing	<p>Cheaper, with more low, flat fares in towns and cities, lower point-to-point fares elsewhere, and more daily price capping everywhere.</p> <p>&</p> <p>Easier to use, with common tickets, passes and daily capping across all operators, simpler fares, contactless payment and protection of bus stations.</p>	Fares support & Ticketing reform	<p>Lower and simpler fares &</p> <p>Ticketing</p>	Passenger numbers and public satisfaction
Better vehicles	<p>Better to ride in, with comfortable, high-specification, modern buses.</p> <p>&</p> <p>Greener, zero emission buses (zero emissions of carbon at the tailpipe).</p>	Other schemes & measures	Bus fleet	Passenger numbers, public satisfaction, and vehicle quality

Appendix A - GCC Objectives Mapped Against BSIP Guidance

GCC BSIP objective	DfT BSIP objective	BSIP guidance summary table structure (2025)	BSIP guidance summary table structure (post 2025)	GCC BSIP targets
Improved information, marketing and innovation	<p>Easier to understand, with simpler routes, common numbering, co-ordinated timetable change dates, good publicity, and comprehensive, accurate information online.</p> <p>&</p> <p>Innovative, harnessing entrepreneurship to constantly strive for a better product.</p>	Other schemes & measures	Bus passenger experience & Bus information and network identity	Passenger numbers and public satisfaction
Improved interchange and bus stop infrastructure	<p>Accessible and inclusive network, by design, not only bus vehicles but bus stations, bus stops, and access routes to bus stops.</p> <p>&</p> <p>A safe mode of transport which is seen as safe, addressing issues of personal safety and security on board and at stops as well as driver and vehicle safety standards.</p>	Other bus infrastructure	Bus passenger experience & Accessibility and inclusion & Waiting and interchange facilities	Passenger numbers and public satisfaction

Appendix B

List of GCC Supported Services

B

Service No	Route	Operating Days	Fully/Partly supported
1	Gloucester - Matson	Friday/Saturday (Evenings)	Part
1	Gloucester - Matson	Sunday	Part
2	Gloucester-Upton St Leonards	Friday/Saturday (Evenings)	Part
2	Gloucester-Upton St Leonards	Monday - Saturday (Evening)	Part
2	Gloucester-Upton St Leonards	Sunday	Part
8	Gloucester - Brockworth	Monday - Sunday	Part
8	Hunts Grove - Gloucester City Centre	Monday - Sunday	Part
8	Quedgeley - Brockworth	Sunday (Evenings)	Part
9	Gloucester - Gloucester	Monday - Saturday	Part
10	Lower Tuffley - Cheltenham	Friday/Saturday (Evenings)	Part
12	Gloucester - Quedgeley	Friday/Saturday (Evenings)	Part
12	Gloucester - Quedgeley	Monday to Saturday	Part
12	Gloucester - Quedgeley	Sunday (Evenings)	Part
15	Chester Road - Market Parade	Monday - Friday	Full
21	Gloucester - Brimspield	Wednesday / Friday	Full
22	Coleford - Gloucester	Sunday	Part
22	Gloucester - Coleford	Monday - Saturday	Part
24	Gloucester - Joy's Green	Monday - Saturday	Part
24	Gloucester - Joy's Green	Sunday	Part

Appendix B - List of GCC Supported Services

Service No	Route	Operating Days	Fully/Partly supported
25	Gloucester - Coleford	Monday - Saturday	Full
27	Cinderford - Lydney	Monday - Saturday	Full
35	Ross-On-Wye - Monmouth	Monday - Saturday	Full
40	Stroud - Wotton-Under-Edge	Monday-Saturday	Full
41	Cheltenham - Northway	Friday/Saturday (Evenings)	Part
41	Cheltenham - Northway	Sunday	Part
50	Cirencester - Ampney Crucis	Monday-Friday	Full
58	Cirencester - Stratton	Monday - Saturday	Full
60	Dursley - Thornbury	Monday - Saturday	Full
60	Dursley - Wotton-under-Edge - Thornbury	Monday - Saturday	Full
62	Dursley - Thornbury	Monday - Saturday	Full
63	Gloucester - Forest Green	Mon-Sat	Part
65	Gloucester - Dursley	Sunday & BH	Part
69	Stroud - Old Sodbury	Monday - Saturday	Full
72	Chepstow - Lydney	Monday - Saturday	Full
78	Winson - Cirencester	Wednesday & Friday	Full
100	Cheltenham Arle Court Park & Ride	Monday - Sunday	Full

Appendix B - List of GCC Supported Services

Service No	Route	Operating Days	Fully/Partly supported
207	Newtown - Thornbury	Monday - Friday	Full
228	Stroud Circular	Thursday	Full
230	Stroud Circular	Tuesday	Full
232	Ledbury - Ross on Wye	Monday-Sunday	Full
242	Arlingham - Stroud	Friday	Full
278	Tetbury - Long Newton	Monday / Wednesday / Thursday	Full
288	Wotton-Under-Edge Circular	Tuesday / Friday	Full
351	Tewkesbury - Gloucester	Monday - Saturday	Full
606	Chipping Campden - Cheltenham	Monday - Saturday	Full
608	Cheltenham - Cheltenham	Thursday	Full
630	Gretton - Tewkesbury	Tuesday - Friday	Full
632	Dymock - Newent	Wednesday / Friday	Full
650	Bamfurlong or Tredington - Cheltenham	Thursday	Full
656	Dumbleton - Bishop's Cleeve	Monday and Friday	Full
676	Much Marcle - Gloucester	Monday / Thursday	Full
679	Newent - Ledbury	Tuesday / Friday	Full
693	Highleadon - Newent	Tuesday / Thursday	Full
701	St Briavels - Coleford	Tuesday / Thursday	Full
707	Coleford - Chepstow	Tuesday / Thursday / Friday	Full

Appendix B - List of GCC Supported Services

Service No	Route	Operating Days	Fully/Partly supported
708	Symonds Yat - Coleford	Friday	Full
711	Ruspidge - The Pludds	Monday - Saturday	Full
746	Ross-On Wye - Lydbrook	Monday - Saturday	Full
755	Lydney - Lydney	Monday - Saturday	Full
777	Palmers Flat - Lydney	Monday to Friday	Full
781	Blakeney - Gloucester	Wednesday	Full
790	Cinderford - Newnham	Friday	Full
802	Bourton-on-the-Water - Kingham Station	Monday - Saturday	Full
803	Moreton-in-Marsh - Bourton-On-The-Water	Tuesdays	Full
832	Cold Aston-Andoversford	Wednesdays	Full
855	Bourton-on-the-Water - Fairford	Monday - Saturday	Full
882	Gloucester - Tetbury	Monday - Saturday	Full
11	Gloucester - Podsmead	Monday - Saturday	Full
353	Gloucester - Sandhurst	Monday - Saturday	Full
113A	Gloucester - Arlingham	Monday / Wednesday	Full
23a, 35a	Monmouth - Lydney	Monday - Friday	Full
42, 43, 43A	Cheltenham - Tewkesbury	Monday - Saturday	Full
54, 54A, 54X	Stroud - Cirencester	Monday - Saturday	Full
6	Gloucester - Abbeymead	Monday - Saturday	Full

Appendix B - List of GCC Supported Services

Service No	Route	Operating Days	Fully/Partly supported
13	Gloucester - Longlevens	Monday - Saturday	Part
71	Gloucester-Tewkesbury	Monday - Saturday	Part
62, 64	Gloucester - Stroud	Monday - Saturday	Part
63, 166	Gloucester - Forest Green	Monday - Saturday	Part
65 / 165	Stroud - Dursley	Monday - Saturday	Part
65 / 165	Stroud - Dursley	Monday - Saturday	Part
65A	Whiteway – Coaley	Saturday	Part
65F	Elmore - Gloucester	Monday - Saturday	Full
76, 77	Highworth - Cirencester	Monday - Saturday	Full
786	Parkend - Gloucester	Thursday	Full
787	St Briavels - Gloucester.	Monday	Full
8,8A,8B	Stroud - Oakridge	Monday - Saturday	Full
97/98	Gloucester - Cheltenham	Monday - Sunday	Part
A	Coronation Square - Prestbury	Friday/Saturday (evening)	Part
A	Coronation Square - Prestbury	Sundays	Part
B	Charlton Kings - Cheltenham North Street	Sundays	Part
B	Charlton Kings - Cheltenham	Monday - Saturday (Evening)	Part
C	Cheltenham - Springbank	Friday/Saturday (evening)	Part
C	Cheltenham - Springbank	Sundays	Part

Appendix B - List of GCC Supported Services

Service No	Route	Operating Days	Fully/Partly supported
C4	Chepstow - Lydney	Monday - Sunday	Part
D	Hatherley-Bishop's Cleeve	Friday/Saturday (evening)	Part
D	Hatherley-Bishop's Cleeve	Sundays	Part
D	Hatherley-Cheltenham	Monday - Saturday (Evening)	Part
H	Cheltenham - Kingsditch	Monday - Saturday	Full
J	Lansdown - Up Hatherley	Thursday	Full
K	Cheltenham - Benhall	Monday - Saturday	Full
L	Cheltenham - Leckhampton	Monday-Sunday	Full
M	Circular Route - Hatherley	Tuesday & Thursdays	Full
N	Cheltenham - Noverton Park	Monday - Saturday	Full
P & Q	Cheltenham - Charlton Kings	Monday - Saturday	Full
T	Tewkesbury - Bishops Cleeve	Monday - Saturday	Full
Y	Morrisons - Leckhampton	Monday	Full
R	Cheltenham – Bishops Cleeve	Monday - Saturday	Full