



Bus passenger priorities for improvement

March 2010



Foreword

On 25 February 2010 Passenger Focus became the statutory watchdog for bus passengers in England outside London¹. We are delighted to have been given this important responsibility and now face challenging questions about what to focus on in order to get a better deal for passengers. In addressing those questions it is important that we start from an understanding of passengers' views. So we asked current bus users: are your expectations being met? What would you most like to see improved?

Significantly, current bus users say that most of their expectations are being met; we did not ask non users.

More punctual buses is passengers' top priority, while more frequent services going to a wider range of destinations and cheaper fares are very important. Getting a seat also matters, although most passengers seem not to be experiencing difficulties at the moment. Interestingly, passengers placed a very high priority on flexible, multi-operator tickets.

There is a wide disparity between the views of paying passengers and those travelling on free bus passes although both groups placed high importance on improving punctuality and getting a seat. Inevitably, those travelling on free passes were relatively unconcerned about fares and tickets, focusing more on features such as waiting facilities and low-floor buses, which may reflect their tendency to be more physically frail, as well as helpful and positive drivers. Unsurprisingly, paying passengers highlighted cheaper tickets as a priority for improvement.

It is also interesting to note some significant regional variations. For example, cheaper tickets are a relatively higher priority in the South West and the South East; personal security is a key issue in the West Midlands and the North West; and helpful drivers are regarded as more important in the North East and the South West. In the South East in particular, passengers want better information at bus stops – route maps, timetables and real-time information about when the next bus will be arriving.

These issues, and others highlighted in the report, represent a challenging agenda for Passenger Focus and one which we are determined to address vigorously over the coming months and years in discussion with bus operators, local authorities, Passenger Transport Executives, government and others.

Colin Foxall CBE
Chairman
Passenger Focus

A full report produced by Steer Davies Gleave will be available on the Passenger Focus website at www.passengerfocus.org.uk and includes more technical information on how the research was carried out. This summary provides the key results from the research.

¹Bus passengers in London are represented by London TravelWatch on whose behalf we commissioned a parallel survey of passenger priorities for improvement in London.

Executive summary

Over 3800 bus passengers in England outside London took part in this research. They were asked to rate how well their reasonable expectations are currently being met for a number of different attributes of the bus stops and bus services they use, and what their priorities are for improvement.

Passengers' expectations are being met or exceeded for seven out of the nine bus stop attributes passengers were asked to rate, the exceptions being the provision of real-time information and information on fares provided at the stop. Expectations are also being met for the majority of bus journey attributes, although expectations are not currently being met for two key attributes: punctuality and value for money.

Improved punctuality was ranked by passengers as the number one priority for improvement. This was followed by increased service frequency (2nd) and all passengers being able to get a seat for the duration of their journey (3rd).

Different passenger types have different views about the extent to which their expectations are being met. Although improved punctuality is the number one priority for all passenger types, there are also differences in the relative priority that they attach to other potential improvements:

- Non-concessionary, fare-paying passengers gave generally less positive responses for bus stop and bus journey attributes than concessionary passengers. In particular, they do not feel their expectations are being met for service frequency or value for money. This group of passengers gave higher priority to improved value for money and service frequency than concessionary passengers.
- Concessionary passengers feel their expectations are being met for almost every bus stop and bus journey attribute, especially value for money, which is perhaps unsurprising. They gave particularly high priority to improving the ease of getting on/off the bus and to all drivers being helpful and having a positive attitude.
- Passengers in urban and metropolitan areas gave more positive responses for bus stop attributes than passengers in rural areas. However, they are less positive about most bus journey attributes, and do not feel their expectations are being met for value for money or punctuality. They gave a higher priority than rural passengers to the introduction of cross-operator ticketing and improved personal security at the bus stop and onboard the bus.
- Rural passengers are less likely to feel their expectations are being met by bus stops in their local area, but feel that their expectations are being exceeded on all bus journey attributes except service frequency. They gave higher priority to improving the range of destinations they can travel to by bus in their local area and the provision of a shelter at all bus stops.

In considering targets and investment plans, the extent to which passengers' expectations are currently being met should be considered alongside their priorities for improvement. Punctuality is the number one priority for improvement, and is also one of the few attributes for which all passenger types do not feel their expectations are currently being met. Expectations are also not currently being met for value for money and, at least for non-concessionary passengers, this is reflected in it being their second highest priority for improvement. Equally there are some attributes for which expectations are being met but which still feature as high priorities for improvement.

What did the research involve?

Bus passengers at a cross-section of rural, urban and metropolitan locations in each English Government Office region were given a self-completion questionnaire in October and November 2009.

Passengers were asked to rate how well their reasonable expectations² are being met by the bus services they used, and what their priorities are for improving these services. Over 3800 questionnaires were returned, and these were split fairly evenly across the eight regions.

The responses were weighted by age, gender and region, to accurately reflect the profile of bus passengers in England outside London. Further details of the methodology are provided in the full report produced by Steer Davies Gleave, which will be available on the Passenger Focus website at www.passengerfocus.org.uk.

A parallel survey, funded by London TravelWatch, was also carried out by Steer Davies Gleave with bus passengers in London. The findings from this survey will be published separately by London TravelWatch.

Are passenger expectations being met?

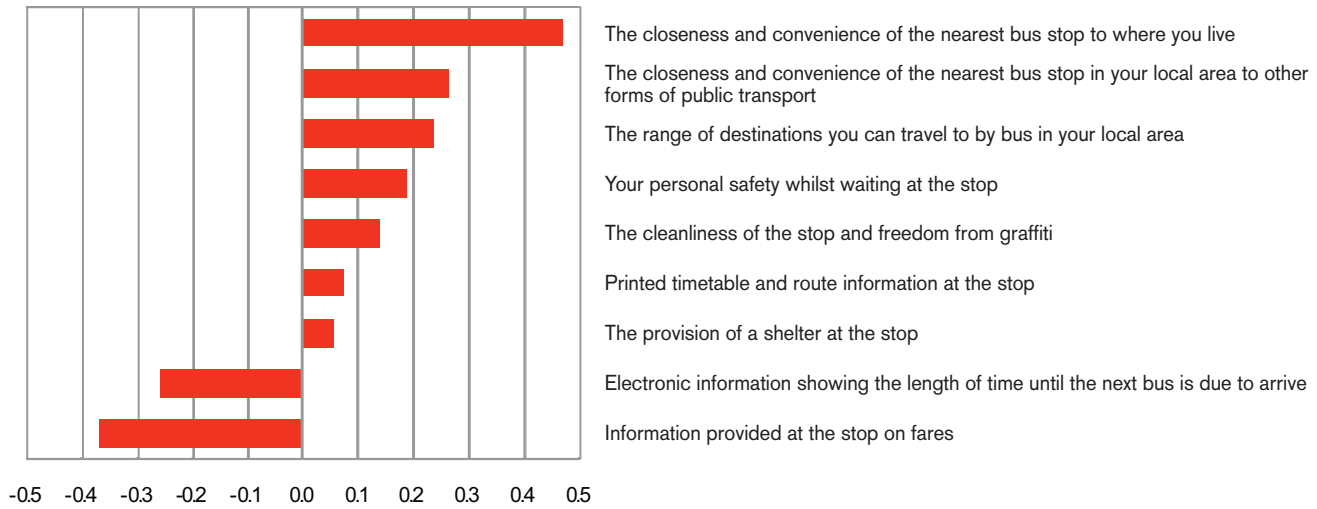
To measure the extent to which passengers' expectations are being met by the bus services they use, they were asked to rate a series of bus stop and bus attributes on a five point scale. A positive score indicates that, on average, passengers feel they are receiving a better service than they reasonably expect to receive, while a negative score indicates that passengers' reasonable expectations are not being met.



²The questionnaire asked passengers "How do the standards of service you have experienced compare with the standards that you, as a passenger, should reasonably expect to receive?"

All passengers: bus stop attributes

(positive = reasonable expectations exceeded and negative = not being met)

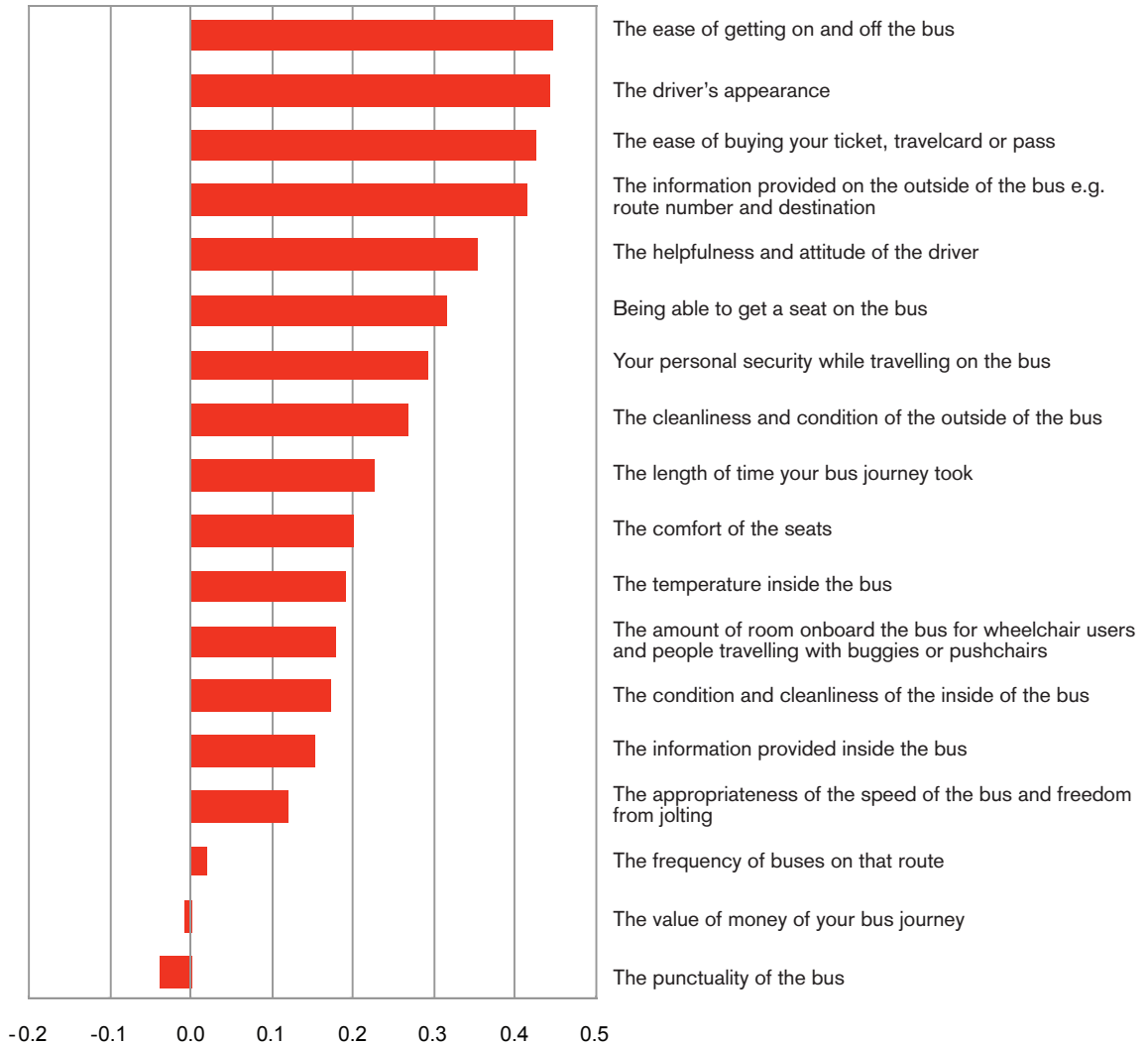


Passengers feel their reasonable expectations are being met or exceeded for seven of the nine bus stop attributes they were asked to rate. Expectations are most clearly being exceeded for the closeness and convenience of bus stops to where passengers live. However, expectations are not being met for the provision of real-time information and information about fares at the stop.



All passengers: bus journey attributes

(positive = reasonable expectations exceeded and negative = not being met)

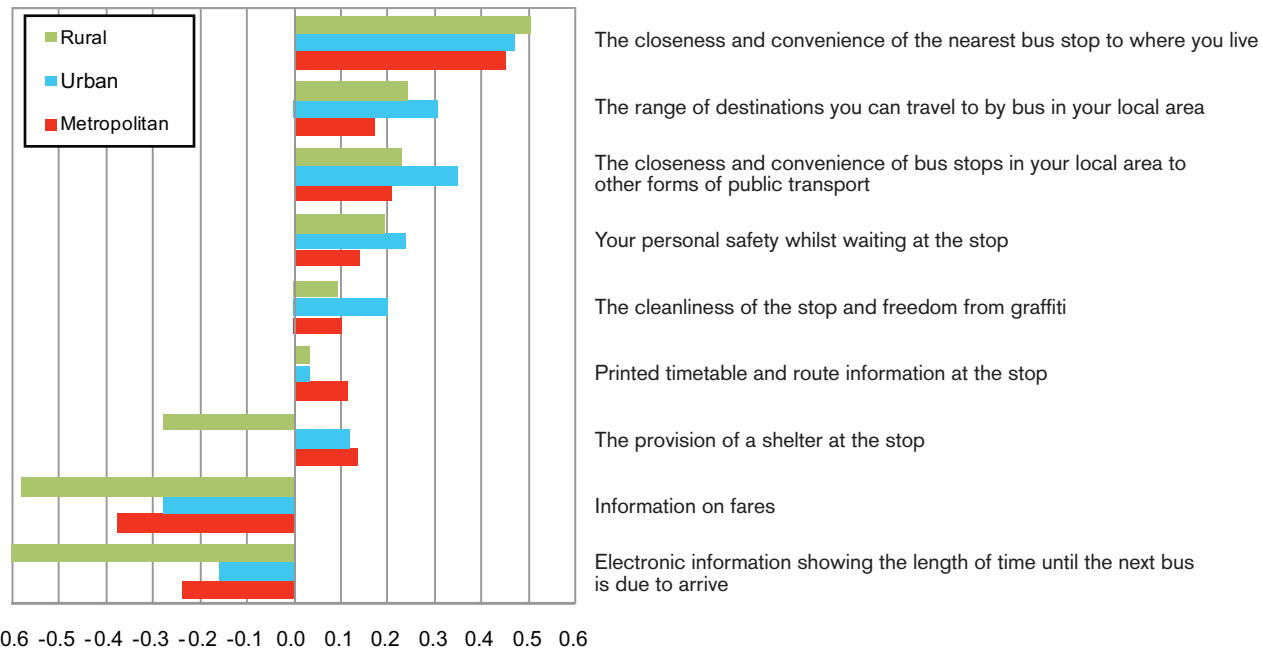


Reasonable expectations are also being met for the majority of bus journey attributes. These include driver attributes (in terms of their helpfulness and attitude, and appearance), cleanliness (of the inside and outside of the bus) and the comfort and availability of seats onboard. However, expectations are not being met for two key attributes: punctuality and value for money.

Different passenger types might be expected to have different views and experiences of the bus services they use, and for this reason the survey results have been calculated for specific passenger groups.

The charts below and on the following page compare the average expectation scores for passengers in metropolitan, urban and rural areas³.

Passengers in metropolitan, urban and rural areas: bus stop attributes
(positive = reasonable expectations exceeded and negative = not being met)

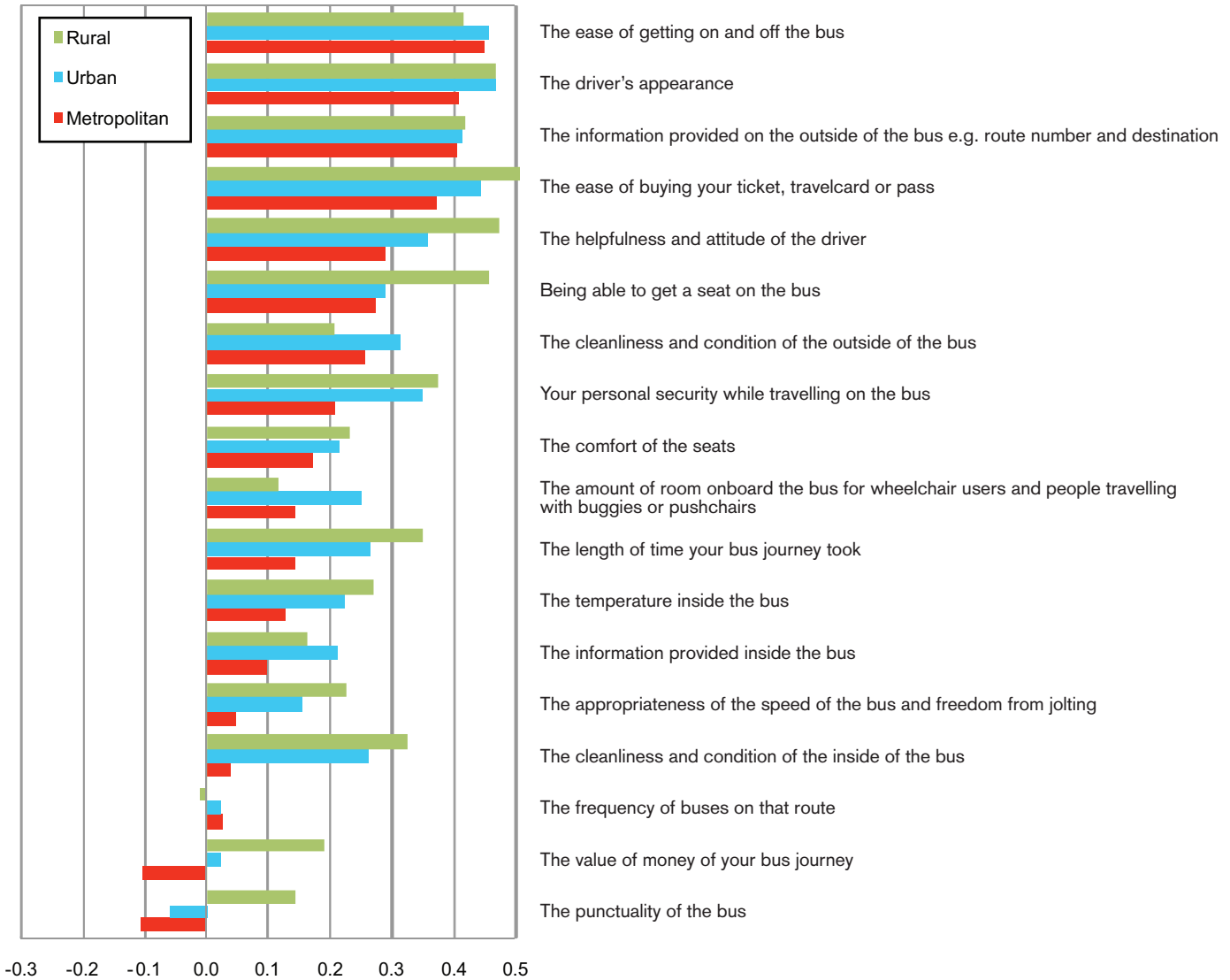


Passengers in rural areas gave, on average, less positive responses for bus stop attributes than passengers in urban and metropolitan areas. They feel their expectations are not being met with the provision of a shelter at the stop, while passengers in urban and metropolitan areas feel their expectations are being marginally exceeded on this attribute. Rural passengers also gave lower ratings for the provision of real-time information and information on fares at the stop. The responses of passengers in urban and metropolitan areas are generally more positive than those in rural areas, although passengers in metropolitan areas gave the lowest rating for personal safety while waiting at the bus stop.



³Metropolitan: conurbation with a population of over 500,000, Urban: population of 25,000-500,000, Rural: population below 25,000.

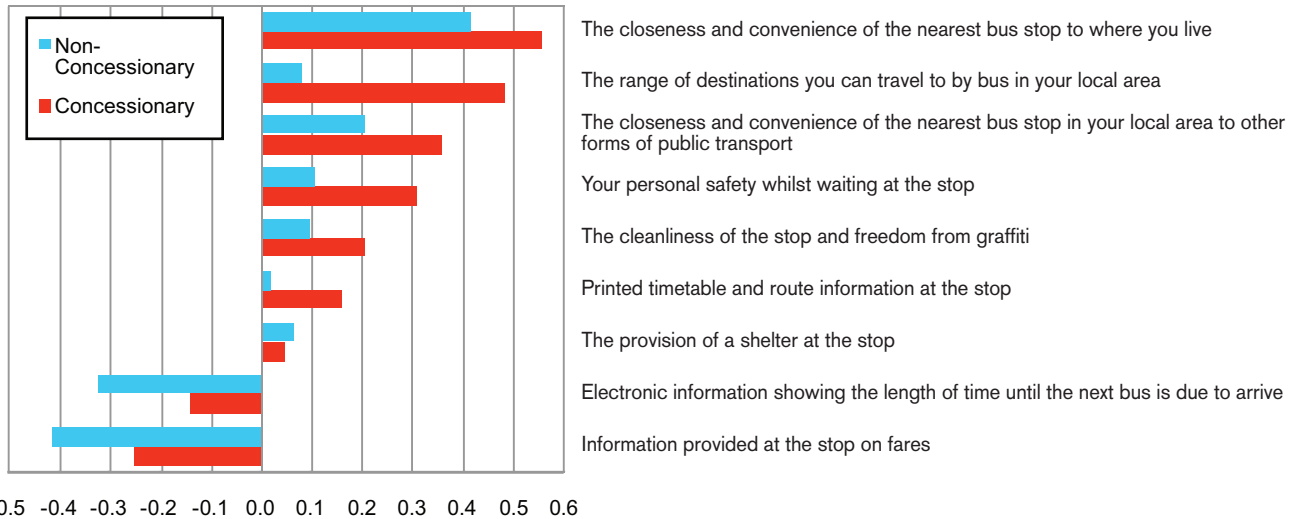
Passengers in metropolitan, urban and rural areas: bus journey attributes
 (positive = reasonable expectations exceeded and negative = not being met)



Passengers in rural areas are generally more positive about bus journey attributes than urban and metropolitan passengers. They feel their expectations are being met or exceeded for all the bus journey attributes they were asked to rate, except service frequency. Passengers in metropolitan areas are overall the least positive about the bus services they use. They feel their reasonable expectations are not being met on punctuality and value for money and also gave significantly lower ratings than passengers in other areas for: being able to get a seat, length of journey time and the cleanliness of the inside of the bus.

The charts below and on the following page compare the average expectation scores for concessionary⁴ and non-concessionary passengers.

Concessionary and non-concessionary passengers: bus stop attributes
(positive = reasonable expectations exceeded and negative = not being met)

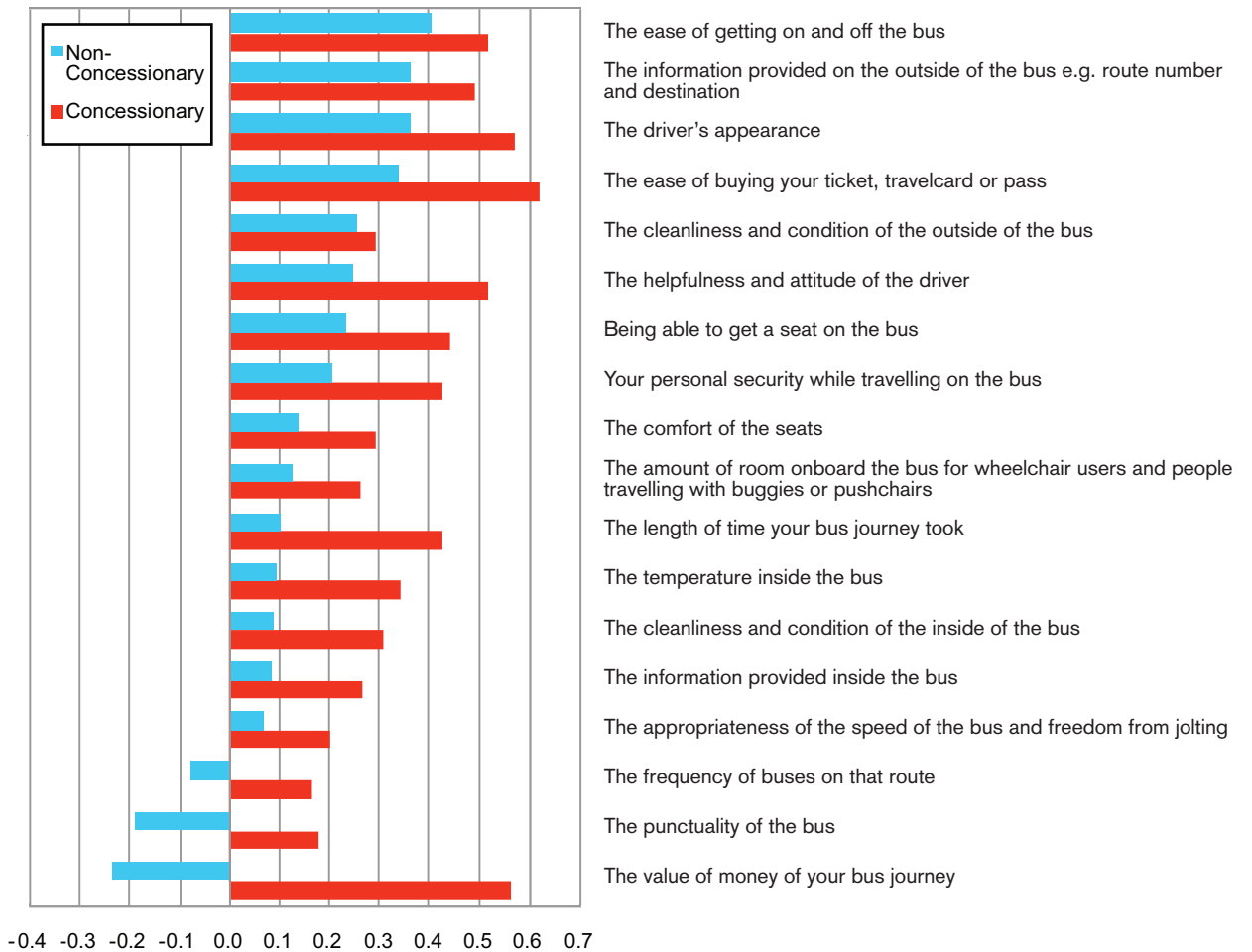


Concessionary and non-concessionary passengers both feel their reasonable expectations are being met or exceeded on seven of the nine bus stop attributes. The exceptions to this are the provision of real-time information and information on fares provided at the stop. In terms of the differences between the two passenger types, non-concessionary passengers generally gave less positive responses than concessionary passengers, particularly for the range of destinations they could travel to by bus and real-time information at the stop. This may reflect the higher expectations that non-concessionary passengers have for these attributes.



⁴From April 2006 all people aged 60 and over or with an eligible disability have been entitled to free off-peak bus travel in their local area. In 2008 this was extended to entitle pass-holders to free off-peak bus travel anywhere in England. In some areas the statutory entitlement has also been enhanced to include free bus travel at peak times and free travel on other forms of local public transport.

Concessionary and non-concessionary passengers: bus journey attributes
 (positive = reasonable expectations exceeded and negative = not being met)



Overall, concessionary passengers gave more positive responses for bus journey attributes than non-concessionary passengers. The clearest difference between concessionary and non-concessionary passengers is, perhaps unsurprisingly, on value for money. Concessionary passengers feel their expectations are being exceeded on this attribute, while non-concessionary, fare-paying passengers do not. Non-concessionary passengers also do not feel their expectations are being met on punctuality and service frequency, whilst concessionary passengers feel their expectations are being met or exceeded on all the bus attributes.

Priorities for improvement

In order to establish their priorities for improvement, passengers were asked to rank a series of potential improvements in order of preference. The responses to the ranking questions have been analysed to produce a list of 30 potential improvements ranked in order of priority (1 being the highest priority for improvement and 30 being the lowest).

All passengers

Improvement	Rank
More buses are on time or within five minutes of when they are scheduled to arrive	1
Buses run more frequently at times when you want to use the bus	2
All passengers are able to get a seat on the bus for the duration of their journey	3
Tickets and passes are available that entitle you to travel on all bus services in your local area, not just those operated by a specific bus company	4
Buses go to a wider range of destinations in your local area	5
Bus fares, tickets and passes offer better value for money	6
All bus drivers are helpful and have a positive attitude	7
Accurate timetable and route information is available at all bus stops	8
Tickets and passes are available that entitle you to travel on all types of public transport in your local area, not just buses	9
All bus stops have a well-maintained shelter	10
Personal security while waiting for the bus is improved through the use of CCTV cameras at all bus stops	11
Electronic displays showing the correct length of time until the next bus is due to arrive are available at all bus stops	12
Personal security onboard the bus is improved through the use of CCTV cameras on all buses	13
The correct route number and destination is clearly displayed on the outside of all buses	14
All buses drive at an appropriate speed and are free from jolting	15
All buses have sufficient room for wheelchair users and people with a buggy or pushchair to travel in comfort without obstructing other passengers	16
All buses have low floors and are easy to get on and off	17
Bus stops are located closer and with easier access to other forms of public transport e.g. rail stations	18
Bus tickets, travelcards and passes can be purchased more easily and from a wider range of sources	19
All bus stops are clean and free from graffiti	20
The inside of the bus is clean and litter-free at all times of the day	21
Bus stops are located closer and with easier access to where you live	22
The length of time your bus journey takes is reduced by five minutes	23
The temperature inside the bus is regulated at all times of the year to ensure it is neither too hot nor too cold	24
Printed timetables, route information and other useful information is provided inside all buses	25
Information on fares is available at all bus stops	26
The seats onboard the bus are very comfortable	27
The name of the next bus stop is announced or displayed electronically on the bus during the journey	28
All bus drivers are smartly dressed and have a professional appearance	29
The outside of the bus is clean and in better condition	30

Improved punctuality is the highest priority for improvement. This is followed by improved service frequency (2nd) and all passengers being able to get a seat for the duration of their journey (3rd). The highest bus stop priority is that accurate timetable and route information is available at all stops (8th). Cross-operator ticketing (4th) and multi-modal ticketing (9th) are also among the 10 highest priorities. Potential improvements that do not feature as a high priority include cleaner buses (21st and 30th), more comfortable seats (27th), and more onboard information during the journey (25th and 28th).

Passengers in metropolitan, urban and rural areas

Improvement	Rank		
	Met	Urban	Rural
More buses are on time or within five minutes of when they are scheduled to arrive	1	1	1
All passengers are able to get a seat on the bus for the duration of their journey	2	4	2
Buses run more frequently at times when you want to use the bus	3	2	7
All bus drivers are helpful and have a positive attitude	4	3	4
Buses go to a wider range of destinations in your local area	5	7	3
Tickets and passes are available that entitle you to travel on all bus services in your local area, not just those operated by a specific bus company	6	6	12
Bus fares, tickets and passes offer better value for money	7	12	19
Personal security onboard the bus is improved through the use of CCTV cameras on all buses	8	16	23
Personal security while waiting for the bus is improved through the use of CCTV cameras at all bus stops	9	14	21
All bus stops have a well-maintained shelter	10	5	5
Accurate timetable and route information is available at all bus stops	11	8	9
The correct route number and destination is clearly displayed on the outside of all buses	12	10	10
Electronic displays showing the correct length of time until the next bus is due to arrive are available at all bus stops	13	15	18
Tickets and passes are available that entitle you to travel on all types of public transport in your local area, not just buses	14	11	8
All buses drive at an appropriate speed and are free from jolting	15	9	13
The inside of the bus is clean and litter-free at all times of the day	16	18	16
All buses have low floors and are easy to get on and off	17	13	6
All bus stops are clean and free from graffiti	18	17	14
All buses have sufficient room for wheelchair users and people with a buggy or pushchair to travel in comfort without obstructing other passengers	19	19	11
Bus stops are located closer and with easier access to other forms of public transport e.g. rail stations in your local area	20	20	15
Bus stops are located closer and with easier access to where you live	21	21	22
The temperature inside the bus is regulated at all times of the year to ensure it is neither too hot nor too cold	22	22	20
The length of time your bus journey takes is reduced by five minutes	23	27	29
Bus tickets, travelcards and passes can be purchased more easily and from a wider range of sources	24	23	25
Printed timetables, route information and other useful information is provided inside all buses	25	24	17
The seats onboard the bus are very comfortable	26	25	24
Information on fares is available at all bus stops	27	26	27
The name of the next bus stop is announced or displayed electronically on the bus during the journey	28	29	26
All bus drivers are smartly dressed and have a professional appearance	29	28	28
The outside of the bus is clean and in better condition	30	30	30

The top five priorities for improvement are broadly comparable across the different passenger types, with punctuality the number one priority for passengers in metropolitan, urban and rural areas. In terms of variations between the different passenger types, those in metropolitan areas gave notably higher priority than urban and rural passengers to improved personal security – both at the bus stop (9th compared to 14th and 21st) and on the bus (8th compared to 16th and 23rd). In contrast, passengers in rural areas gave higher priority to the provision of a well maintained shelter at every stop (5th compared to 5th and 10th), the ease of getting on and off the bus (6th compared to 13th and 17th), and that buses go to a wider range of destinations in their local area (3rd compared to 7th and 5th).

Concessionary and non-concessionary passengers

Improvement	Rank	
	Non-Conc	Conc
More buses are on time or within five minutes of when they are scheduled to arrive	1	1
Bus fares, tickets and passes offer better value for money	2	26
Buses run more frequently at times when you want to use the bus	3	9
Tickets and passes are available that entitle you to travel on all bus services in your local area, not just those operated by a specific bus company	4	18
All passengers are able to get a seat on the bus for the duration of their journey	5	3
Buses go to a wider range of destinations in your local area	6	8
Tickets and passes are available that entitle you to travel on all types of public transport in your local area, not just buses	7	13
All bus drivers are helpful and have a positive attitude	8	5
Electronic displays showing the correct length of time until the next bus is due to arrive are available at all bus stops	9	19
Personal security while waiting for the bus is improved through the use of CCTV cameras at all bus stops	10	16
Accurate timetable and route information is available at all bus stops	11	10
Personal security onboard the bus is improved through the use of CCTV cameras on all buses	12	17
Bus tickets, travelcards and passes can be purchased more easily and from a wider range of sources	13	30
All bus stops have a well-maintained shelter	14	2
The length of time your bus journey takes is reduced by five minutes	15	28
All buses have sufficient room for wheelchair users and people with a buggy or pushchair to travel in comfort without obstructing other passengers	16	14
All buses drive at an appropriate speed and are free from jolting	17	7
Bus stops are located closer and with easier access to where you live	18	22
The correct route number and destination is clearly displayed on the outside of all buses	19	6
Bus stops are located closer and with easier access to other forms of public transport e.g. rail stations	20	15
Information on fares is available at all bus stops	21	29
All bus stops are clean and free from graffiti	22	11
All buses have low floors and are easy to get on and off	23	4
The temperature inside the bus is regulated at all times of the year to ensure it is neither too hot nor too cold	24	20
The inside of the bus is clean and litter-free at all times of the day	25	12
Printed timetables, route information and other useful information is provided inside all buses	26	21
The seats onboard the bus are very comfortable	27	24
The name of the next bus stop is announced or displayed electronically on the bus during the journey	28	25
All bus drivers are smartly dressed and have a professional appearance	29	23
The outside of the bus is clean and in better condition	30	27

Improved punctuality is the highest priority for both concessionary and non-concessionary passengers, but beyond this there are wide variations in their respective priorities for improvement. Improved value for money is the second highest priority for non-concessionary passengers while it is one of the lowest priorities for concessionary passengers. Non-concessionary passengers also place a higher priority on increased service frequency (3rd compared to 9th) and cross-operator ticketing (4th compared to 18th) than concessionary passengers. In contrast, concessionary passengers gave a higher priority to all bus stops having a well-maintained shelter (2nd compared to 14th), all buses having low floors and are easy to access (4th compared to 23rd), and all buses driving at an appropriate speed and are free from jolting (7th compared to 17th).

Appendix A – Priorities for improvement in the South West

Improvement	Rank	
	SW	All
More buses are on time or within five minutes of when they are scheduled to arrive	1	1
Buses run more frequently at times when you want to use the bus	2	2
Bus fares, tickets and passes offer better value for money	3	6
Tickets and passes are available that entitle you to travel on all bus services in your local area, not just those operated by a specific bus company	4	4
All bus drivers are helpful and have a positive attitude	5	7
All passengers are able to get a seat on the bus for the duration of their journey	6	3
Tickets and passes are available that entitle you to travel on all types of public transport in your local area, not just buses	7	9
Buses go to a wider range of destinations in your local area	8	5
Accurate timetable and route information is available at all bus stops	9	8
All bus stops have a well-maintained shelter	10	10
All buses drive at an appropriate speed and are free from jolting	11	15
All buses have sufficient room for wheelchair users and people with a buggy or pushchair to travel in comfort without obstructing other passengers	12	16
Bus tickets, travelcards and passes can be purchased more easily and from a wider range of sources	13	19
The correct route number and destination is clearly displayed on the outside of all buses	14	14
Electronic displays showing the correct length of time until the next bus is due to arrive are available at all bus stops	15	12
All buses have low floors and are easy to get on and off	16	17
Bus stops are located closer and with easier access to other forms of public transport e.g. rail stations	17	18
Bus stops are located closer and with easier access to where you live	18	22
Personal security while waiting for the bus is improved through the use of CCTV cameras at all bus stops	19	11
Information on fares is available at all bus stops	20	26
The length of time your bus journey takes is reduced by five minutes	21	23
The inside of the bus is clean and litter-free at all times of the day	22	21
Printed timetables, route information and other useful information is provided inside all buses	23	25
All bus stops are clean and free from graffiti	24	20
Personal security onboard the bus is improved through the use of CCTV cameras on all buses	25	13
The temperature inside the bus is regulated at all times of the year to ensure it is neither too hot nor too cold	26	24
The seats onboard the bus are very comfortable	27	27
The name of the next bus stop is announced or displayed electronically on the bus during the journey	28	28
The outside of the bus is clean and in better condition	29	30
All bus drivers are smartly dressed and have a professional appearance	30	29



Appendix B – Priorities for improvement in the South East

Improvement	Rank	
	SE	All
More buses are on time or within five minutes of when they are scheduled to arrive	1	1
Buses run more frequently at times when you want to use the bus	2	2
Bus fares, tickets and passes offer better value for money	3	6
Electronic displays showing the correct length of time until the next bus is due to arrive are available at all bus stops	4	12
Accurate timetable and route information is available at all bus stops	5	8
All passengers are able to get a seat on the bus for the duration of their journey	6	3
Tickets and passes are available that entitle you to travel on all bus services in your local area, not just those operated by a specific bus company	7	4
All bus drivers are helpful and have a positive attitude	8	7
Buses go to a wider range of destinations in your local area	9	5
Tickets and passes are available that entitle you to travel on all types of public transport in your local area, not just buses	10	9
The correct route number and destination is clearly displayed on the outside of all buses	11	14
All bus stops have a well-maintained shelter	12	10
All buses have low floors and are easy to get on and off	13	17
All buses drive at an appropriate speed and are free from jolting	14	15
All buses have sufficient room for wheelchair users and people with a buggy or pushchair to travel in comfort without obstructing other passengers	15	16
Bus tickets, travelcards and passes can be purchased more easily and from a wider range of sources	16	19
Bus stops are located closer and with easier access to other forms of public transport e.g. rail stations in your local area	17	18
Personal security while waiting for the bus is improved through the use of CCTV cameras at all bus stops	18	11
Personal security onboard the bus is improved through the use of CCTV cameras on all buses	19	13
The inside of the bus is clean and litter-free at all times of the day	20	21
All bus stops are clean and free from graffiti	21	20
The length of time your bus journey takes is reduced by five minutes	22	23
The temperature inside the bus is regulated at all times of the year to ensure it is neither too hot nor too cold	23	24
The name of the next bus stop is announced or displayed electronically on the bus during the journey	24	28
Printed timetables, route information and other useful information is provided inside all buses	25	25
Bus stops are located closer and with easier access to where you live	26	22
Information on fares is available at all bus stops	27	26
The seats onboard the bus are very comfortable	28	27
All bus drivers are smartly dressed and have a professional appearance	29	29
The outside of the bus is clean and in better condition	30	30

Appendix C – Priorities for improvement in the East

Improvement	Rank	
	East	All
More buses are on time or within five minutes of when they are scheduled to arrive	1	1
All passengers are able to get a seat on the bus for the duration of their journey	2	3
Tickets and passes are available that entitle you to travel on all bus services in your local area, not just those operated by a specific bus company	3	4
Bus fares, tickets and passes offer better value for money	4	6
Buses run more frequently at times when you want to use the bus	5	2
All bus drivers are helpful and have a positive attitude	6	7
Tickets and passes are available that entitle you to travel on all types of public transport in your local area, not just buses	7	9
Buses go to a wider range of destinations in your local area	8	5
All buses drive at an appropriate speed and are free from jolting	9	15
All bus stops have a well-maintained shelter	10	10
Accurate timetable and route information is available at all bus stops	11	8
The correct route number and destination is clearly displayed on the outside of all buses	12	14
All buses have sufficient room for wheelchair users and people with a buggy or pushchair to travel in comfort without obstructing other passengers	13	16
All buses have low floors and are easy to get on and off	14	17
The inside of the bus is clean and litter-free at all times of the day	15	21
Electronic displays showing the correct length of time until the next bus is due to arrive are available at all bus stops	16	12
All bus stops are clean and free from graffiti	17	20
Bus tickets, travelcards and passes can be purchased more easily and from a wider range of sources	18	19
Personal security whilst waiting for the bus is improved through the use of CCTV cameras at all bus stops	19	11
Bus stops are located closer and with easier access to where you live	20	22
Bus stops are located closer and with easier access to other forms of public transport e.g. rail stations	21	18
Information on fares is available at all bus stops	22	26
Personal security onboard the bus is improved through the use of CCTV cameras on all buses	23	13
The length of time your bus journey takes is reduced by five minutes	24	23
Printed timetables, route information and other useful information is provided inside all buses	25	25
The temperature inside the bus is regulated at all times of the year to ensure it is neither too hot nor too cold	26	24
The seats onboard the bus are very comfortable	27	27
All bus drivers are smartly dressed and have a professional appearance	28	29
The outside of the bus is clean and in better condition	29	30
The name of the next bus stop is announced or displayed electronically on the bus during the journey	30	28



Appendix D – Priorities for improvement in the West Midlands

Improvement	Rank	
	WM	All
More buses are on time or within five minutes of when they are scheduled to arrive	1	1
Buses run more frequently at times when you want to use the bus	2	2
All passengers are able to get a seat on the bus for the duration of their journey	3	3
Tickets and passes are available that entitle you to travel on all bus services in your local area, not just those operated by a specific bus company	4	4
Personal security onboard the bus is improved through the use of CCTV cameras on all buses	5	13
Personal security whilst waiting for the bus is improved through the use of CCTV cameras at all bus stops	6	11
Buses go to a wider range of destinations in your local area	7	5
All bus drivers are helpful and have a positive attitude	8	7
All bus stops have a well-maintained shelter	9	10
Accurate timetable and route information is available at all bus stops	10	8
Bus fares, tickets and passes offer better value for money	11	6
All bus stops are clean and free from graffiti	12	20
Electronic displays showing the correct length of time until the next bus is due to arrive are available at all bus stops	13	12
Tickets and passes are available that entitle you to travel on all types of public transport in your local area, not just buses	14	9
The inside of the bus is clean and litter-free at all times of the day	15	21
All buses have low floors and are easy to get on and off	16	17
Bus stops are located closer and with easier access to other forms of public transport e.g. rail stations in your local area	17	18
The correct route number and destination is clearly displayed on the outside of all buses	18	14
Bus stops are located closer and with easier access to where you live	19	22
All buses have sufficient room for wheelchair users and people with a buggy or pushchair to travel in comfort without obstructing other passengers	20	16
All buses drive at an appropriate speed and are free from jolting	21	15
The temperature inside the bus is regulated at all times of the year to ensure it is neither too hot nor too cold	22	24
Bus tickets, travelcards and passes can be purchased more easily and from a wider range of sources	23	19
The length of time your bus journey takes is reduced by five minutes	24	23
Printed timetables, route information and other useful information is provided inside all buses	25	25
The seats onboard the bus are very comfortable	26	27
Information on fares is available at all bus stops	27	26
All bus drivers are smartly dressed and have a professional appearance	28	29
The name of the next bus stop is announced or displayed electronically on the bus during the journey	29	28
The outside of the bus is clean and in better condition	30	30

Appendix E – Priorities for improvement in the East Midlands

Improvement	Rank	
	EM	All
More buses are on time or within five minutes of when they are scheduled to arrive	1	1
Buses run more frequently at times when you want to use the bus	2	2
All passengers are able to get a seat on the bus for the duration of their journey	3	3
Tickets and passes are available that entitle you to travel on all bus services in your local area, not just those operated by a specific bus company	4	4
Buses go to a wider range of destinations in your local area	5	5
Bus fares, tickets and passes offer better value for money	6	6
Electronic displays showing the correct length of time until the next bus is due to arrive are available at all bus stops	7	12
Tickets and passes are available that entitle you to travel on all types of public transport in your local area, not just buses	8	9
Personal security onboard the bus is improved through the use of CCTV cameras on all buses	9	13
All bus drivers are helpful and have a positive attitude	10	7
Accurate timetable and route information is available at all bus stops	11	8
Personal security whilst waiting for the bus is improved through the use of CCTV cameras at all bus stops	12	11
All bus stops have a well-maintained shelter	13	10
Bus tickets, travelcards and passes can be purchased more easily and from a wider range of sources	14	19
All buses have sufficient room for wheelchair users and people with a buggy or pushchair to travel in comfort without obstructing other passengers	15	16
The correct route number and destination is clearly displayed on the outside of all buses	16	14
All bus stops are clean and free from graffiti	17	20
All buses drive at an appropriate speed and are free from jolting	18	15
All buses have low floors and are easy to get on and off	19	17
Bus stops are located closer and with easier access to where you live	20	22
The temperature inside the bus is regulated at all times of the year to ensure it is neither too hot nor too cold	21	24
Bus stops are located closer and with easier access to other forms of public transport e.g. rail stations	22	18
Information on fares is available at all bus stops	23	26
The inside of the bus is clean and litter-free at all times of the day	24	21
The length of time your bus journey takes is reduced by five minutes	25	23
The name of the next bus stop is announced or displayed electronically on the bus during the journey	26	28
The seats onboard the bus are very comfortable	27	27
Printed timetables, route information and other useful information is provided inside all buses	28	25
All bus drivers are smartly dressed and have a professional appearance	29	29
The outside of the bus is clean and in better condition	30	30

Appendix F – Priorities for improvement in the North West

Improvement	Rank	
	NW	All
More buses are on time or within five minutes of when they are scheduled to arrive	1	1
All passengers are able to get a seat on the bus for the duration of their journey	2	3
Buses go to a wider range of destinations in your local area	3	5
Buses run more frequently at times when you want to use the bus	4	2
Bus fares, tickets and passes offer better value for money	5	6
Personal security while waiting for the bus is improved through the use of CCTV cameras at all bus stops	6	11
All bus stops have a well-maintained shelter	7	10
Tickets and passes are available that entitle you to travel on all types of public transport in your local area, not just buses	8	9
Tickets and passes are available that entitle you to travel on all bus services in your local area, not just those operated by a specific bus company	9	4
All bus drivers are helpful and have a positive attitude	10	7
Personal security onboard the bus is improved through the use of CCTV cameras on all buses	11	13
The length of time your bus journey takes is reduced by five minutes	12	23
Accurate timetable and route information is available at all bus stops	13	8
All buses drive at an appropriate speed and are free from jolting	14	15
Bus stops are located closer and with easier access to other forms of public transport e.g. rail stations in your local area	15	18
All buses have sufficient room for wheelchair users and people with a buggy or pushchair to travel in comfort without obstructing other passengers	16	16
The correct route number and destination is clearly displayed on the outside of all buses	17	14
Bus tickets, travelcards and passes can be purchased more easily and from a wider range of sources	18	19
Bus stops are located closer and with easier access to where you live	19	22
All bus stops are clean and free from graffiti	20	20
All buses have low floors and are easy to get on and off	21	17
The inside of the bus is clean and litter-free at all times of the day	22	21
The temperature inside the bus is regulated at all times of the year to ensure it is neither too hot nor too cold	23	24
Electronic displays showing the correct length of time until the next bus is due to arrive are available at all bus stops	24	12
Information on fares is available at all bus stops	25	26
Printed timetables, route information and other useful information is provided inside all buses	26	25
The seats onboard the bus are very comfortable	27	27
The name of the next bus stop is announced or displayed electronically on the bus during the journey	28	28
The outside of the bus is clean and in better condition	29	30
All bus drivers are smartly dressed and have a professional appearance	30	29



Appendix G – Priorities for improvement in the North East

Improvement	Rank	
	NE	All
More buses are on time or within five minutes of when they are scheduled to arrive	1	1
All passengers are able to get a seat on the bus for the duration of their journey	2	3
Buses run more frequently at times when you want to use the bus	3	2
All bus drivers are helpful and have a positive attitude	4	7
Buses go to a wider range of destinations in your local area	5	5
Tickets and passes are available that entitle you to travel on all bus services in your local area, not just those operated by a specific bus company	6	4
Bus fares, tickets and passes offer better value for money	7	6
Accurate timetable and route information is available at all bus stops	8	8
All bus stops have a well-maintained shelter	9	10
The correct route number and destination is clearly displayed on the outside of all buses	10	14
Tickets and passes are available that entitle you to travel on all types of public transport in your local area, not just buses	11	9
All buses have low floors and are easy to get on and off	12	17
Personal security while waiting for the bus is improved through the use of CCTV cameras at all bus stops	13	11
Personal security onboard the bus is improved through the use of CCTV cameras on all buses	14	13
All buses drive at an appropriate speed and are free from jolting	15	15
All buses have sufficient room for wheelchair users and people with a buggy or pushchair to travel in comfort without obstructing other passengers	16	16
Electronic displays showing the correct length of time until the next bus is due to arrive are available at all bus stops	17	12
Bus stops are located closer and with easier access to where you live	18	22
The inside of the bus is clean and litter-free at all times of the day	19	21
All bus stops are clean and free from graffiti	20	20
Bus stops are located closer and with easier access to other forms of public transport e.g. rail stations in your local area	21	18
Printed timetables, route information and other useful information is provided inside all buses	22	25
Bus tickets, travelcards and passes can be purchased more easily and from a wider range of sources	23	19
The length of time your bus journey takes is reduced by five minutes	24	23
The temperature inside the bus is regulated at all times of the year to ensure it is neither too hot nor too cold	25	24
Information on fares is available at all bus stops	26	26
The seats onboard the bus are very comfortable	27	27
The name of the next bus stop is announced or displayed electronically on the bus during the journey	28	28
All bus drivers are smartly dressed and have a professional appearance	29	29
The outside of the bus is clean and in better condition	30	30

Appendix H – Priorities for improvement in Yorkshire and The Humber

Improvement	Rank	
	Y&H	All
More buses are on time or within five minutes of when they are scheduled to arrive	1	1
Buses go to a wider range of destinations in your local area	2	5
All passengers are able to get a seat on the bus for the duration of their journey	3	3
Buses run more frequently at times when you want to use the bus	4	2
All bus drivers are helpful and have a positive attitude	5	7
Tickets and passes are available that entitle you to travel on all bus services in your local area, not just those operated by a specific bus company	6	4
Electronic displays showing the correct length of time until the next bus is due to arrive are available at all bus stops	7	12
The correct route number and destination is clearly displayed on the outside of all buses	8	14
Accurate timetable and route information is available at all bus stops	9	8
Bus fares, tickets and passes offer better value for money	10	6
Personal security onboard the bus is improved through the use of CCTV cameras on all buses	11	13
Personal security while waiting for the bus is improved through the use of CCTV cameras at all bus stops	12	11
All bus stops have a well-maintained shelter	13	10
All buses drive at an appropriate speed and are free from jolting	14	15
All buses have low floors and are easy to get on and off	15	17
Tickets and passes are available that entitle you to travel on all types of public transport in your local area, not just buses	16	9
The inside of the bus is clean and litter-free at all times of the day	17	21
All bus stops are clean and free from graffiti	18	20
Bus tickets, travelcards and passes can be purchased more easily and from a wider range of sources	19	19
Bus stops are located closer and with easier access to other forms of public transport e.g. rail stations in your local area	20	18
All buses have sufficient room for wheelchair users and people with a buggy or pushchair to travel in comfort without obstructing other passengers	21	16
Printed timetables, route information and other useful information is provided inside all buses	22	25
Bus stops are located closer and with easier access to where you live	23	22
Information on fares is available at all bus stops	24	26
The temperature inside the bus is regulated at all times of the year to ensure it is neither too hot nor too cold	25	24
The length of time your bus journey takes is reduced by five minutes	26	23
The seats onboard the bus are very comfortable	27	27
The name of the next bus stop is announced or displayed electronically on the bus during the journey	28	28
All bus drivers are smartly dressed and have a professional appearance	29	29
The outside of the bus is clean and in better condition	30	30



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