

Worcestershire County Council 2025-26 BSIP Schemes Delivery Plan

Bus priority

Category of scheme/measure	Name of scheme/measure	Description of scheme/measure
Bus priority infrastructure	Network Prioritisation - Intelligent Traffic Signals – Bromsgrove	Setting up Intelligent Priority at Junctions. This will enable us to understand how this will benefit bus operators and will form part of wider feasibility of introducing Intelligent Traffic Signal Priority at key junctions within the County
Bus priority infrastructure	Network Prioritisation - Feasibility study	Move forward on feasibility study to deliver bus priority in Worcestershire, linked to the existing A38 BREP project in Bromsgrove where intelligent bus priority is being delivered
Bus priority infrastructure	Network Prioritisation - Congestion pinch points	Study of congestion pinch points at 24 junctions in Worcestershire utilising road sensors to understand the level of congestion and to seek solutions to resolving issues on the Worcestershire network, pinch point details provided by bus operators
Bus priority infrastructure	Network Prioritisation - Bus clearways	Introduction of additional bus clearways guided by the network prioritisation studies. Consider making these enforceable

Local Bus Services

Continued support for bus service enhancements that commenced 5 January 2025.

Category of scheme/measure	Name of scheme/measure	Description of scheme/measure
Bus service support/network development	Network Enhancements - First Bus Service 30	Extension of Monday to Saturday timetable
Bus service support/network development	Network Enhancements - First Bus Service 34	Hourly service introduced on a Sunday
Bus service support/network development	Network Enhancements - First Bus Service 35	Extension of Monday to Saturday timetable

Bus service support/network development	Network Enhancements - First Bus Service 44/X44	Extension of Monday to Saturday timetable until late evening plus 6 additional return journeys introduced
Bus service support/network development	Network Enhancements - First Bus Service X50	Increased frequency from hourly to half hourly Monday to Saturday and extension to hourly service on a Sunday to Evesham
Bus service support/network development	Network Enhancements - Diamond Bus Service 3	Early morning Monday to Friday journey brought forward by 30 minutes. Peak frequency increased from 20 minutes to 15 minutes
Bus service support/network development	Network Enhancements - Diamond Bus Service 8	Introduction of earlier services, 06:10 and 06:40 between Kidderminster and Bewdley
Bus service support/network development	Network Enhancements - Diamond Bus Service 12	Additional journeys introduced to provide a service until hospital closing time plus the introduction of a Sunday service between 0900 and 1800
Bus service support/network development	Network Enhancements - Bus Service Support	Planning and negotiation of local bus service enhancements

Demand Responsive Transport (DRT)

Category of scheme/measure	Name of scheme/measure	Description of scheme/measure
Bus service support/network development	Network Enhancements - North East Worcestershire DRT Zone	Expansion of DRT service in August 2024 to Alvechurch, Hollywood, Rashwood, Stoke Prior, Upton Warren, Wychbold, Wythall and further expansion of service to the East and North of the original zones in January 2025
Bus service support/network development	Network Enhancements - Wychavon DRT Zone	The Wychavon DRT coverage area will be broken into two zones; North East and South West using the First Bus service X50 corridor as a natural dividing line
Bus service support/network development	Network Enhancements - Malvern DRT Zone	Expansion of service with new zones added to the north of the current zone to cover Taylors Lane and the Pear Tree Development area

Bus Stop Infrastructure

Category of scheme/measure	Name of scheme/measure	Description of scheme/measure
Bus stops/stations/interchanges	Bus Infrastructure - Service X50 Corridor	Infrastructure improvements on service X50 corridor in support of the bus service enhancements. The works include replacement of some of the existing bus shelters with higher specification models to include branding, replacement and additional real time

		passenger information (RTI) displays, upgrading a number of bus stop poles with solar LED lighting and standardisation of bus stop flags and bus service timetable cases
Bus stops/stations/interchanges	Bus Infrastructure - Bus Stop Maintenance and Repair	Feasibility study commissioned to assess the potential to acquire all bus shelters in the County and encompass under a maintenance contract. In addition, the study will determine the potential of introducing advertising displays to create a revenue stream to fund future maintenance of the estate. A cleaning programme is planned to start in January 2025 to clean 68 Worcestershire County Council owned shelters on a quarterly basis. Capital expenditure will be required to fund solution(s) as a result of the feasibility study findings
Bus stops/stations/interchanges	Modal Integration - Next generation Mobility Hubs	Feasibility study to assess the potential to deliver next generation mobility hubs to integrate Alternative Service provision and Active Travel with Local Bus Services
Bus stops/stations/interchanges	Bus Infrastructure - Service 30 Corridor	Infrastructure improvements on service 30 corridor in support of the bus service enhancements. The works include replacement of some of the existing bus shelters with higher specification models to include branding, replacement and additional real time passenger information (RTI) displays, upgrading a number of bus stop poles with solar LED lighting and standardisation of bus stop flags and bus service timetable cases
Bus stops/stations/interchanges	Bus Infrastructure - Consistent, Uniform Quality provision of infrastructure	Progress to a consistent, uniform, accessible and quality provision of infrastructure that facilitates passenger transport use both on and off bus
Bus stops/stations/interchanges	Bus Infrastructure - Bus Shelter Replacements - Phase 1	Programme of 133 replacement bus shelters in the planning stage for delivery by March 2027 via a procurement tender process

Future Proposals

Category of scheme/measure	Name of scheme/measure	Description of scheme/measure
Development of future proposals	Bus Infrastructure - Income generation opportunities	Commission a study to assess income generation opportunities (ring-fenced back to Local Bus Network)
Development of future proposals	Network Enhancements - Wyre Forest DRT Zone - Design only	Design of major expansion of Worcestershire on Demand DRT in the North West of the County covering 3 Electoral Divisions
Development of future proposals	Network Enhancements - DRT Feasibility Study & Review	Feasibility study commissioned to assess potential of DRT services being integrated with the core bus service network

Development of future proposals	Network Enhancements - DRT Countywide Design	Feasibility study commissioned to assess potential and design of DRT services throughout the whole of Worcestershire
Development of future proposals	Network Enhancements - Feasibility study on Franchising/ Local Authority Bus Company & Brokerage options	Feasibility study commissioned to assess the potential and effects of franchising on the Worcestershire bus network
Development of future proposals	Network Prioritisation	Continue to assess the potential of increasing frequencies and service level patterns on the Worcestershire strategic network
Development of future proposals	Bus Infrastructure - Procurement Programme	Develop and issue a tender/framework competition to deliver bus stop infrastructure in support of the BSIP/EP schemes

Bus Information, Marketing and Technology

Category of scheme/measure	Name of scheme/measure	Description of scheme/measure
Improved information, marketing	Technology and Innovation - Citymapper (MaaS Journey Planner)	Launch Citymapper as an integrated journey planner to support marketing and publicity of the wider network. This will also include the ability to deliver ticketing for DRT
Improved information, marketing	Technology and Innovation - Integrated Software	We will explore how software can be integrated to provide a seamless link between planning/ operations and usage. This will look at a full end-end solution with DRT software/ Journey Planner data integrated into the back office planning software, allowing for better understanding of passenger movements, and enabling us to better design future networks.
Improved information, marketing	Improving the image of bus travel - Develop a Brand	To develop a clearly defined and understood “brand” for the Worcestershire passenger transport network, used consistently across the network
Improved information, marketing	Bus Infrastructure - Expand Real Time Information System	Worcestershire’s aspiration is to enhance, increase and replace end of life real time information displays across the county, 44 displays are planned for installation/replacement during 25/26
Improved information, marketing	Technology and Innovation - Develop mechanisms for improving data	To improve data that can be presented in relation to the network
Improved information, marketing	Improving the image of bus travel - Ensure information is accessible for all users	QR code project currently in development to produce codes that are installed at bus stops which provide bus passengers with a real time information departure board on a mobile smart phone when QR code is scanned
Improved information, marketing	Improving the image of bus travel - Bus Passenger Charter	Develop a passenger charter allowing users and non- users to engage with the authority including how Information will be presented and accessed

Improved information, marketing	Improving the image of bus travel - Next generation accessible information	Deliver next generation accessible information on and off-bus
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Safety

Category of scheme/measure	Name of scheme/measure	Description of scheme/measure
Safety and security	Improving the image of bus travel - Provide a safe and secure environment to Travel	Pilot programme to Introduce CCTV at bus stops, includes completion of the Data Protection Impact Assessment process and sourcing of back office/management support

Fares and Ticketing

Category of scheme/measure	Name of scheme/measure	Description of scheme/measure
Simpler/more affordable fares	Review fare structures - Fares and Ticketing - Multi-Operator ticketing (Severn card and Connecta) - Weekend Ticket Promotions	Review current multi-operator tickets and evaluate smart and Innovative ticketing products to meet evolving passenger requirements
Simpler/more affordable fares	Fares and Ticketing - Cost Benefit of maintaining the £2 Fare Cap	Assess the potential effects of maintaining a reduction in single fares for bus journeys in Worcestershire