

## Warwickshire Buses / UBUS - Paper to WCC & SDC

*(draft for agreement)*

The Stratford Town Transport Group (TTG) is committed to increasing travel by public transport in the town, to access the town, and to neighbouring conurbations, for all.

WCC have recently announced the formation of “Warwickshire Buses”, a branding for its bus service improvement plans, having been awarded £4.1million by government for the 2024/25 financial year.

The TTG calls on WCC & SDC to work together to simplify the public understanding, and hence usage, of all bus services, as has been done elsewhere (see background below).

Specifically, to:

- Extend the “Warwickshire Buses” branding to include the livery of all bus and DRT services, as has been done in other locations.
- Incorporate and enhance the UBUS service within the WCC DRT services to promote its use for all demographics, without degrading the service provided to current users.
- Simplify journey planning, and ticket purchase, for all services (scheduled & DRT) and combined journeys, by implementing an easy-to-use single point planning and purchase portal.
- Install real-time bus information at major bus stops.
- Support the expansion of Stratford Park & Ride.

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### Background:

The following link from 2018 illustrates the benefits of introducing a common brand in spearheading the drive towards a comprehensive and easy to use integrated transport system:

<https://www.wmca.org.uk/news/a-brand-for-the-west-midlands-tfwm-reveals-new-public-transport-identity/>

The following link suggests the economics of DRT is influenced by integrating with scheduled service arrangements:

<https://ridewithvia.com/resources/articles/data-shows-that-demand-responsive-transport-is-the-mode-that-best-matches-the-uks-new-travel-patterns/>