

Bus Service Improvement Plan

Derbyshire County Council and Partners

Progress Report

November 2025



Funded by
UK Government



Travel
Derbyshire

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Document version

27.11.25	AT/LC	FINAL
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Introduction

Derbyshire is a large and diverse county, with a mix of urban centres, market towns, and rural communities. This geographical diversity presents unique transport challenges. For many residents and visitors, local bus services are the primary mode of public transport.

In 2021, the government launched its national strategy for buses, “Bus Back Better”, to reverse the decline in bus use and improve service quality across England. In response, Derbyshire County Council developed its first Bus Service Improvement Plan (BSIP). This plan outlined how the Council, in partnership with local bus operators, would improve bus travel through better services, lower fares, improved infrastructure, and passenger-focused enhancements.

To deliver the BSIP, the Council established an Enhanced Partnership (EP) in 2022. This is a formal agreement between the Council and bus operators that sets out shared commitments and actions for improving local services.

Derbyshire was originally awarded £47 million in capital and revenue funding from the Department for Transport (DfT) in the original BSIP allocations (2022/23 to 2025/26) with a further £4.5 million revenue funding allocated for 2024/25 to 2025/26.

With £51.5m in funding over four years from the Department for Transport (DfT), Derbyshire has and is continuing to significantly improve its bus network and passenger experience.

This report provides a summary of progress between 1st April 2025 and 30th September 2025.



Work Package Delivery

Section 1: Bus Priority and Traffic Management

To improve punctuality and reliability, Derbyshire County Council invested in a suite of intelligent traffic systems designed to give buses priority at traffic lights. These systems aim to reduce delays for late-running services and enhance journey times across the network.

Technology including a Traffic Management System, Urban Traffic Control, Split Cycle and Traffic signal priority has been utilised across the county.

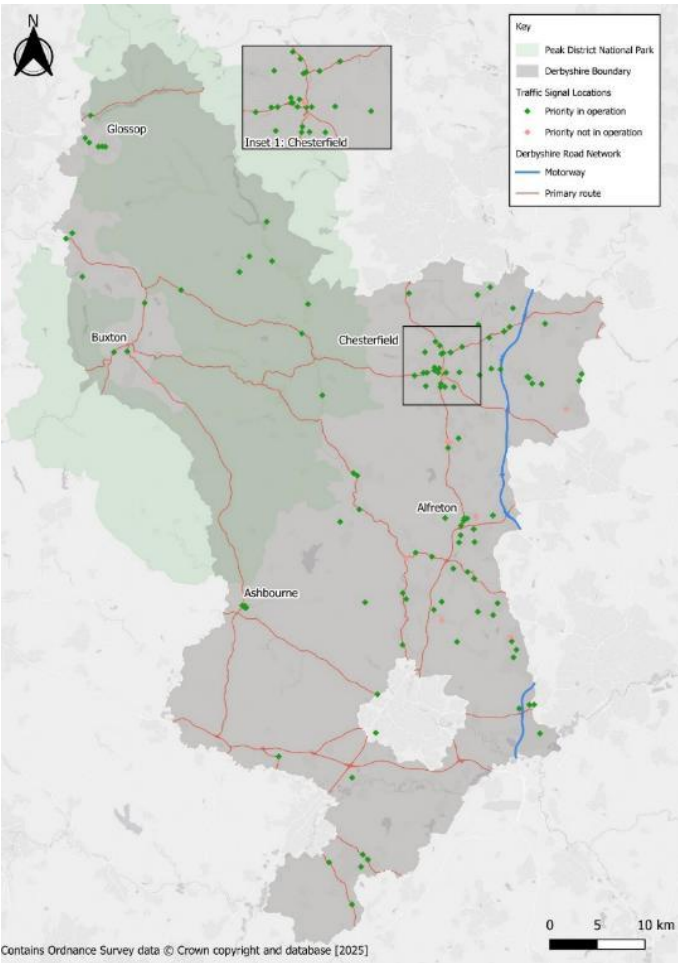
Together, these systems work to detect approaching buses and adjust signal phases to help them pass through junctions more quickly. The approach ensures that only late-running, in-service buses receive priority, thereby minimising disruption to wider traffic flow.

Progress to date (between 1st April and 30th September 2025):

- ☑ 7 junctions have been upgraded to allow for bus priority
- ☑ 5 junctions have become fully operational, and data is being collected to assess impact
- ☑ 117 junctions now providing bus priority to late running buses

Locations are shown in Figure 1, and the full list of junctions is included in Appendix 1.

Figure 1: Locations of Traffic Signal Priority Schemes (30th September 2025)



Source: QGIS, ©OpenStreetMap

Section 2: Pinch Points and Infrastructure Improvements

To improve the experience of bus passengers and tackle known barriers to reliable travel, the Council identified and addressed “pinch points”, these are locations where congestion, safety issues, or poor infrastructure hindered bus movement or accessibility.

The Council adopted a corridor-based approach to identify and prioritise improvements. This work built on priorities set out in the original 2021 BSIP.

Improvements were planned in close alignment with the Council’s Local Transport Plan (LTP) capital programme to maximise value for money and deliver complementary benefits to buses.

Typical improvements included:

- Full signal refurbishments
- Refurbishment / upgrades to pedestrian crossings
- Junction redesigns to incorporate traffic signal priority
- Upgrades to road layout, surface conditions, and visibility

A specific concern raised by bus operators was vehicles blocking bus stops, making it hard for buses to pull in and for passengers to board and alight safely. In response, the Council is introducing camera enforcement to issue fines where appropriate. This measure aims to improve accessibility and reduce delays at key stops and ensure that boarding the bus is safe for all passengers.

A full list of funded schemes, their descriptions, and current status is provided in Appendix 2, alongside a map of scheme locations.

Progress to date (as of 30th September 2025):

- ☒ 15 out of 25 planned schemes have been completed
- ☒ The remainder are in progress or scheduled for completion in 2025/2026.

Section 3: Roadworks Communication and Coordination

Unplanned disruption from roadworks is a frequent cause of bus delay. To reduce the impact on passengers and support reliable operations, the Council introduced a more coordinated approach to sharing information with bus operators about roadworks and closures across Derbyshire.

This work package aimed to:

- Improve advance communication of planned works
- Help operators adjust timetables or routes proactively
- Support real-time monitoring of disruption and its impact on services

The Council has invested in access to Causeway one.network, enabling bus operators to view planned highway works in real time, assess potential impacts on their services, and implement any necessary diversions. The rollout of Causeway one.network is imminent, with training sessions for bus operators scheduled to commence shortly.

Progress to date (between 1st April and 30th September 2025):

- ☒ Consultation surrounding the use of Causeway one.network took place with bus operators
- ☒ Software licences have been purchased and the rollout of Causeway one.network is imminent

Section 4: Fares and Ticketing

Improving the affordability and simplicity of bus fares has been a major focus of Derbyshire’s BSIP delivery. A range of new fare offers and pilot schemes were introduced between 2023 and 2025 to make travel more attractive and accessible for different passenger groups, including young people, commuters, and concessionary pass holders.

a. Lower Fares for Key Groups

In November 2023, a flat £1.50 single fare was introduced for all b_line card holders, including on cross-boundary routes into Derby City. The b_line card provides discounted travel for young people aged 11 up to 19 who live in Derbyshire and also serves as a library card.

The scheme has been extended to 19-21 year olds with a b_line3 trial running between June and December 2025.

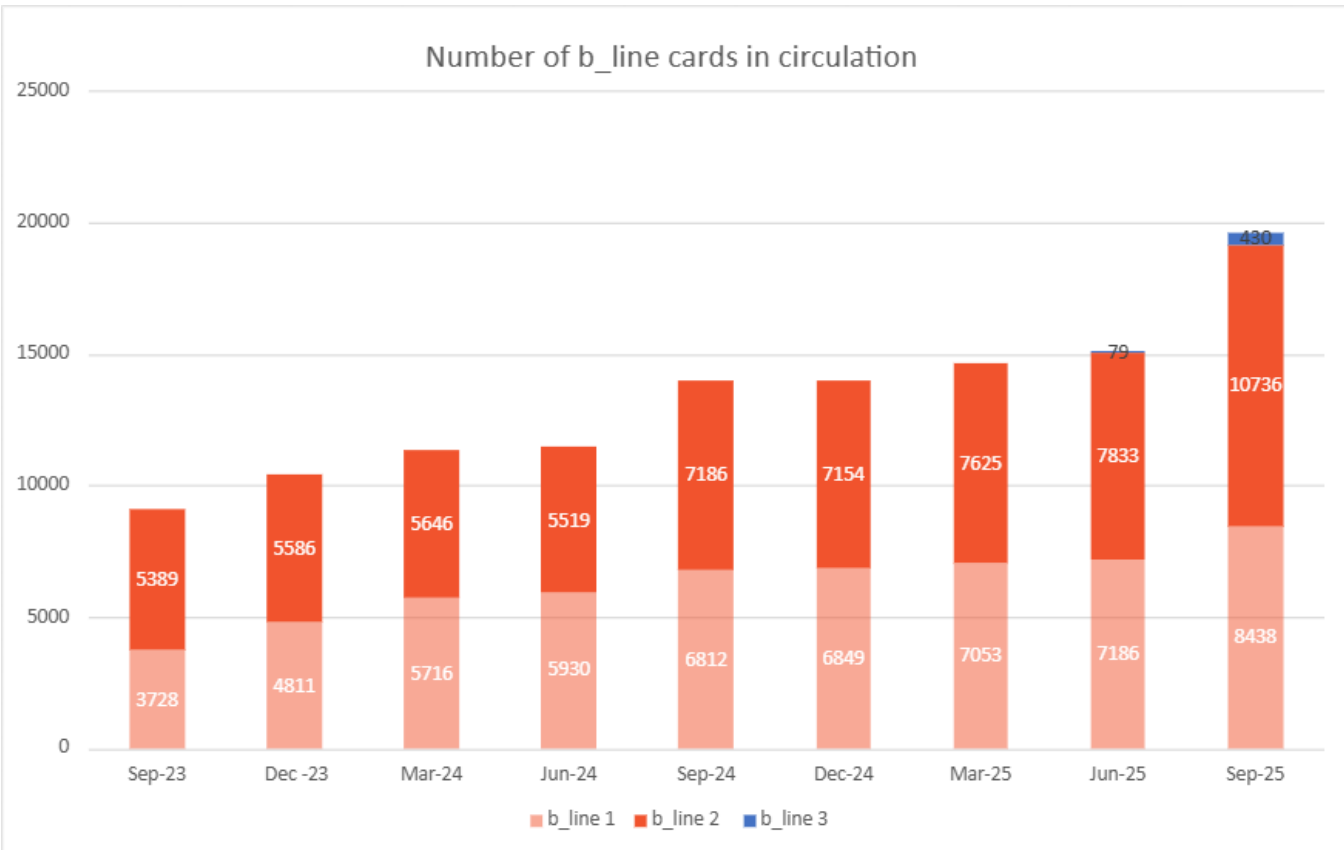
All card types currently available include:

- b_line1 (orange): for 11 to 15-year-olds
- b_line2 (purple): for 16 to 18-year-olds
- b_line3 (green) : for 19 to 21-year-olds

Bus Champions have worked closely with schools and colleges to promote the scheme.

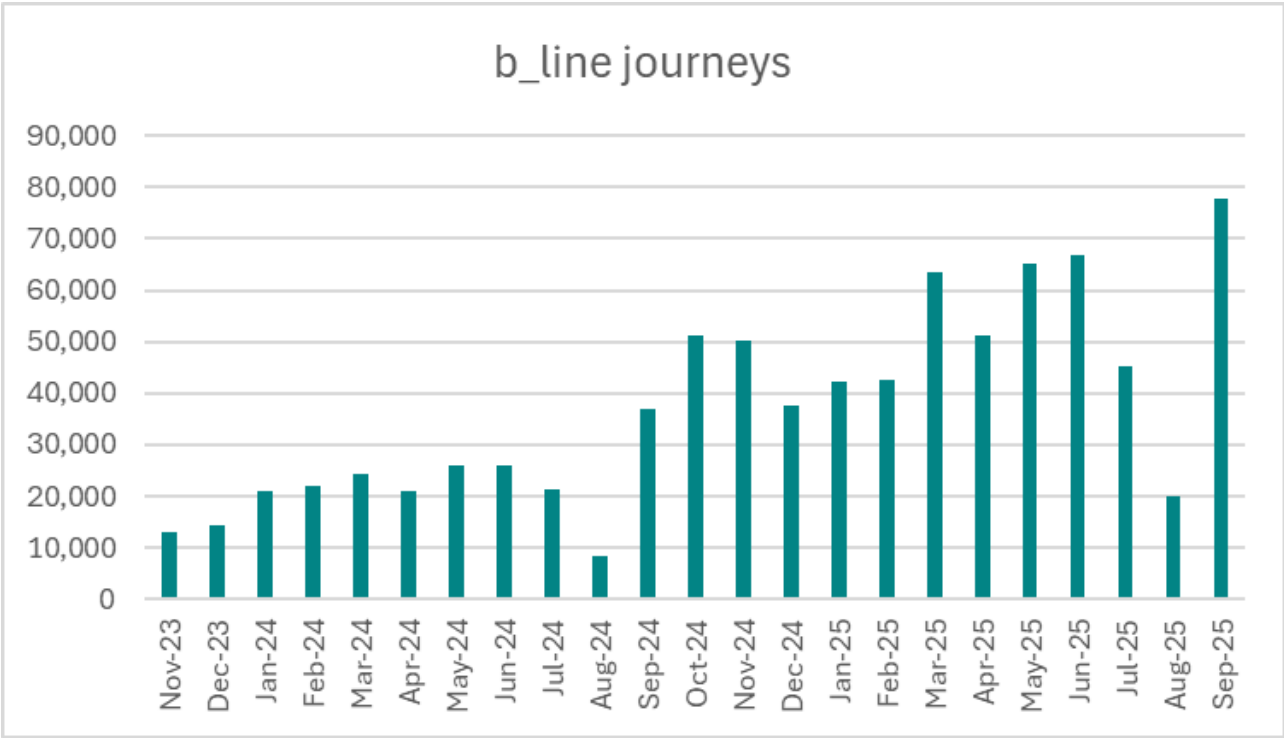
Figure 2 illustrates the number of cards in circulation, while Figure 3 shows trip volumes, which continue to increase, exceeding 77,840 journeys in September 2025, more than double the number recorded in September 2024.

Figure 2: Number of b_line cards in circulation



Source: Derbyshire County Council

Figure 3: Number of b_line journeys



Source: Operator returns

Eligibility and uptake

2024 population data has been used to assess uptake of the scheme among eligible residents. The analysis below compares the proportion of eligible individuals holding a b_line card between April 2025 and September 2025, showing a significant increase in b_line 2 take up with 39% of those eligible (16-18 year olds) having a card, reflective of the work bus champions (see Section 6) have been undertaking to raise awareness of the scheme.

	April 2025	September 2025
b_line1 (11-15 year olds)	15%	18%
b_line 2 (16-18 year olds)	28%	39%
b_line 3 (19-21 year olds)	N/A	2%

Progress between 1st April and 30th September 2025

- ☑ An additional 1,626 b_line 1 and 3,550 b_line 2 cards in circulation (comparing September 2024 and September 2025)
- ☑ An additional 186,575 b_line trips (April 25 – September 25 vs April-24-Sept 24), a 133% increase.
- ☑ b_line 3 trial was launched in June 2025. There have been 430 cards issued so far.

b. Companion Pass Pilot

A Companion Pass was introduced in April 2024 as part of the Derbyshire Gold Card scheme. This allows eligible older or disabled people to be accompanied by a carer or companion who can also travel for free.

Progress between 1st April and 30th September 2025

- ☑ 488 Companion Passes issued to date

c. Employee Discount Travel Scheme

Launched in August 2024, this scheme encourages businesses in Derbyshire to promote bus travel to employees by offering discounts of up to 20%, funded through the Council's match discounting partnership with bus operators.

Details are available at: <https://travelderbyshire.co.uk/businesses>.

Progress between 1st April and 30th September 2025

- ☑ 2 employers signed up with Arriva
- ☑ 2 employers signed up with High Peak
- ☑ A total of 8 employers are signed up to the scheme

d. Ilkeston Mango Cap

A partnership with trentbarton, Notts & Derby, and Littles Travel is working to introduce QR-based capped day tickets in Ilkeston, using the Mango app system. This aims to streamline mobile ticketing and cap daily spend.

e. High Peak Discounted Tickets

In partnership with High Peak Buses, discounted daily, weekly, and monthly tickets have been made available across two new fare zones:

- Buxton Town Zone – covering areas from Harpur Hill to Fairfield
- North Derbyshire Zone – including High Peak bus routes north of Buxton

This scheme has been extended until 31st March 2026 aiming to continue to boost local patronage.

Progress between 1st April and 30th September 2025

- ☑ 13,621 discounted tickets sold

f. Wayfarer Scheme

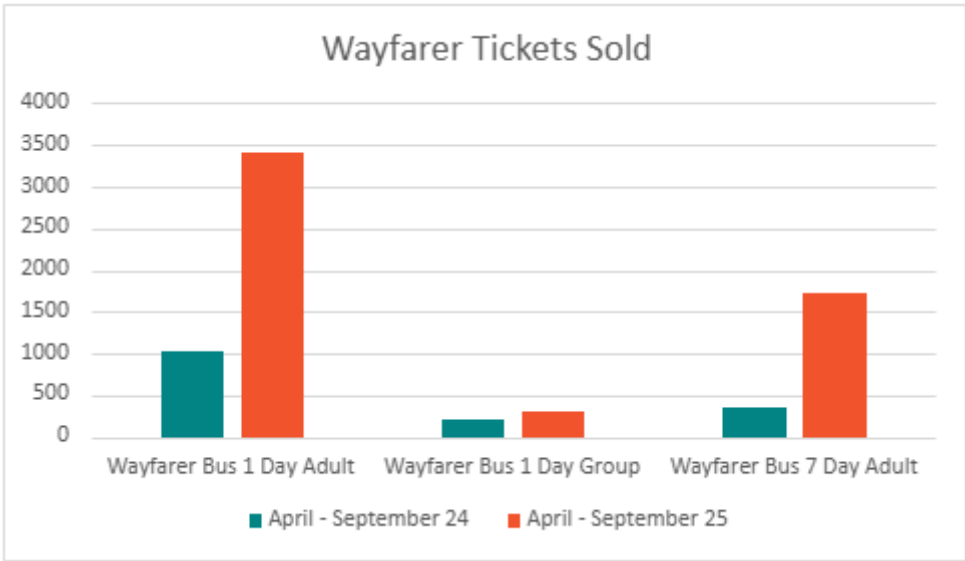
Since April 2023, BSIP funding has supported discounted Wayfarer tickets, offering unlimited travel on most Derbyshire bus services for a day or week. The scheme has been extended till 31st March 2026.

For more details the Wayfarer tickets, visit TravelMaster's website or app:

www.sytravelmaster.com/derbyshire.

Figure 4 shows the latest ticket sales trends.

Figure 4: Number of Wayfarer ticket sold



Source: Operator returns

Progress between 1st April and 30th September

☒ Estimated 15,218 Wayfarer trips in Q3 2025, this is 10,000 more compared to same period last year (Q3 2024)

Section 5: Marketing and Branding

Through the BSIP programme, Derbyshire County Council are delivering a wide-ranging marketing strategy to promote bus services, encourage modal shift, and build public confidence. Campaigns are designed to support specific fare offers, service enhancements, and broader behaviour change goals. A new Travel Derbyshire brand has been introduced to create a consistent and recognisable identity across all public-facing materials, online content, and printed information. This brand has been adopted and actively promoted by the Enhanced Partnership, which includes all our operators, and has been positively received by the public.

a. Marketing Campaigns

Between April and September, the Council ran multiple targeted campaigns, each designed to raise awareness of specific schemes or seasonal initiatives.

Campaign themes included:

- b_line 3 promotions
- Activity packs for schools
- Travel Derbyshire on Demand

A detailed breakdown of all campaigns, including clicks, and impressions where available, is included in Appendix 3, along with plans for the next six months.

Campaign results:

- ☑ b_line 3 (Summer 2025)
 - 2.2 million impressions, 13,000 link clicks
- ☑ Activity Packs
 - 6000 packs printed and distributed
 - Social Media – 1.7 million impressions
- ☑ Travel Derbyshire on Demand
 - 13,800 leaflets distributed
 - 149,000 impressions, 1,500 link clicks

b. Service-Specific Promotions

Derbyshire County Council's communications team promoted three services that Andrews of Tideswell took over – service 172, 173 and 257.

These campaigns helped raise awareness of changes and encouraged passengers to trial the services.

c. Travel Derbyshire Branding and Website

A new website, www.travelderbyshire.co.uk, launched in May 2024, is set to become the main source of bus information for Derbyshire. Once fully developed, it will replace the county's previous platform, <http://www.derbybus.info/>, and will provide:

- Timetables and fare information
- News and updates on public transport campaigns
- Journey planning tools and real-time data

Progress between 1st April and 30th September 2025

- ☑ The site is now managed in-house by Derbyshire County Council's digital services team
- ☑ The website is currently being redesigned to provide clear navigation around the site. Updates to timetables and the journey planners will also be included

Section 6: Bus Champions and Community Engagement

To complement infrastructure and service improvements, Derbyshire County Council introduced a new Bus Champions initiative in July 2023. The aim was to raise awareness of bus services, help people overcome barriers to using public transport, and promote the benefits of recent BSIP-funded improvements.

Key engagement hotspots included:

- Supporting staff at Chesterfield, Derby and Burton hospitals
- Freshers Fairs including at the University of Derby
- Derbyshire Community Bank to promote the Employee Discount Travel Scheme
- Jobcentre plus
- Working with Diva Creative

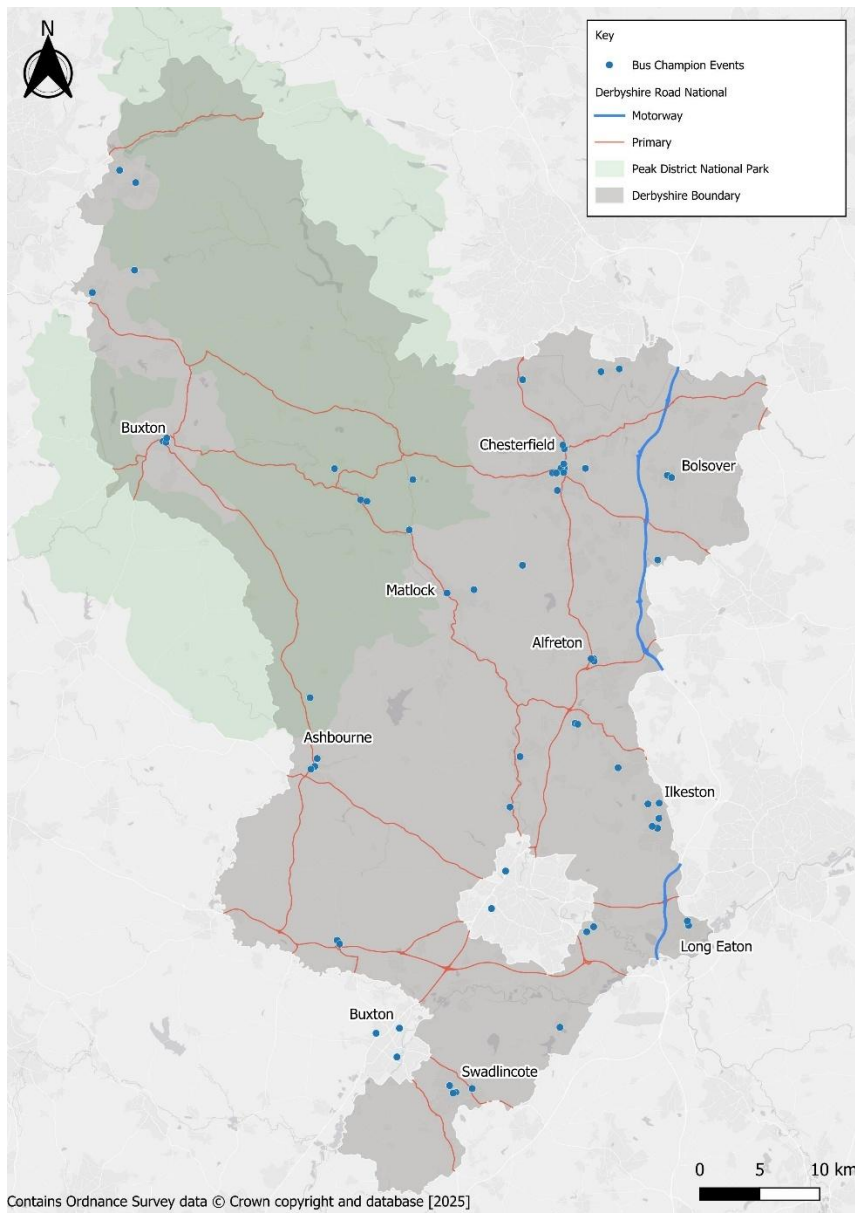
Impact between 1st April and 30th September 2025:

- ☑ Champions attended 48 events
- ☑ Engaged with over 2,461 people
- ☑ Provided 1-to-1 travel advice to 70% of people they spoke to

A full event log and engagement summary is provided in Appendix 4.

Locations of Bus Champion activity are shown in Figure 5.

Figure 5: Bus Champion Event Locations



Source: QGIS, ©OpenStreetMap

Section 7: Service Enhancements

A comprehensive review of Derbyshire's bus network was completed in December 2022. Based on this review, the Council introduced a series of new and improved services to better meet passenger needs, particularly in areas with limited provision or growing demand.

The primary goals were to:

- Improve coverage in rural and urban areas
- Extend operating hours and add weekend journeys
- Target enhancements that could become commercially sustainable after BSIP funding ends

Enhancements to existing routes

All enhancements aimed to align with BSIP objectives – including accessibility, social inclusion, and modal shift.

Key improvements include:

- More frequent buses: on key corridors (e.g. Buxton to Glossop and Glossop to New Mills)
- New early morning trips: to support shift workers (e.g. Rainbow One to Nottingham)
- Extended hours: on routes serving employment sites and town centres
- New services: including service 62 (Castleton to Buxton) and the Peak Sightseer which is now operating on a commercial basis.

Progress between 1st April and 30th September 2025:

☑ The enhancement made on Service 25/25A (Sheffield to Chesterfield) is now operating on a commercial basis. The enhancement included an improvement in daytime frequency to a half hourly day time service Monday to Saturday.

Further details on service details and sustainability assessments are provided in Appendix 5.

Section 8: Demand Responsive Transport (DRT)

As part of the 2021 BSIP, Derbyshire committed to piloting new Demand Responsive Transport (DRT) models in areas where traditional bus services may not be viable. These services aim to provide flexible, bookable public transport for residents without access to fixed-route buses.

Travel Derbyshire On Demand

A pilot, Travel Derbyshire On Demand, launched on 19th February 2024 in Bolsover, Chesterfield, and North East Derbyshire.

Key features:

- Operates Monday to Friday (7am–7pm) and Saturdays (8am–5pm)
- Bookable via a dedicated app, up to 28 days in advance
- Covers a defined operating area, linking residential, employment, and town centre destinations
- Offers shared journeys that are routed dynamically based on passenger requests



The service aims to support access to jobs, services, and education – particularly for people who may not have alternative travel options. Promotional campaigns have raised awareness and encouraged take-up, especially during launch months and at local community events.

Ongoing monitoring is in place to evaluate cost-effectiveness, accessibility, and passenger satisfaction.

Progress between 1st April 2025 – 30th September 2025:

☑ 3,402 passenger trips completed

Section 9: Transport Hubs

To create long-term improvements for bus users and support future service growth, Derbyshire's BSIP includes a dedicated programme to upgrade and develop Transport Hubs. These hubs act as central locations where passengers can access enhanced bus services, obtain real-time travel information, and enjoy upgraded facilities in a safer, more comfortable environment.

Key Objectives

The Transport Hub programme is designed to:

- Modernise bus interchanges and stations: Upgrading shelters, seating, and accessibility features.
- Provide real-time information: Installing displays that offer live bus arrival updates.
- Improve the overall passenger experience: Creating a more welcoming, connected environment with an enhanced sense of safety.
- Facilitate better integration: Linking bus services with other modes of transport, such as rail and cycle facilities.

Progress between 1st April and 30th September 2025

☑ Works as part of the Clay Cross Town Deal Project have been completed. BSIP improvement work for the Hub have now been programmed for Q1 2026.

Appendix 6 provides details on all proposed Transport Hub locations and their current stages.

Section 10: Timetables and Real-Time Information (RTI)

Improving access to up-to-date journey information is a key part of making bus travel more attractive and reliable. As part of the BSIP delivery programme, Derbyshire County Council invested in upgraded timetable displays and an expanded network of Real-Time Information (RTI) screens across the county.

These improvements help passengers plan their journeys with more confidence and reduce uncertainty about waiting times or service reliability.

Timetable Improvements

Following feedback from passengers and stakeholders, printed and online timetables are in the process of being updated using the new Travel Derbyshire branding.

Key features of the new timetable format include:

- Prominent Travel Derbyshire logo and colour scheme
- Clearer route information and service numbers
- QR codes linking to real-time journey data via the new Travel Derbyshire website



The new timetables and roadside templates have been designed and approved and will be rolled out later this year.

Real-Time Information (RTI) Displays

RTI displays provide live countdowns of bus arrivals and are an important way to increase user confidence and reduce perceived waiting time.

Displays have been prioritised at high-footfall and interchange locations to maximise benefit.

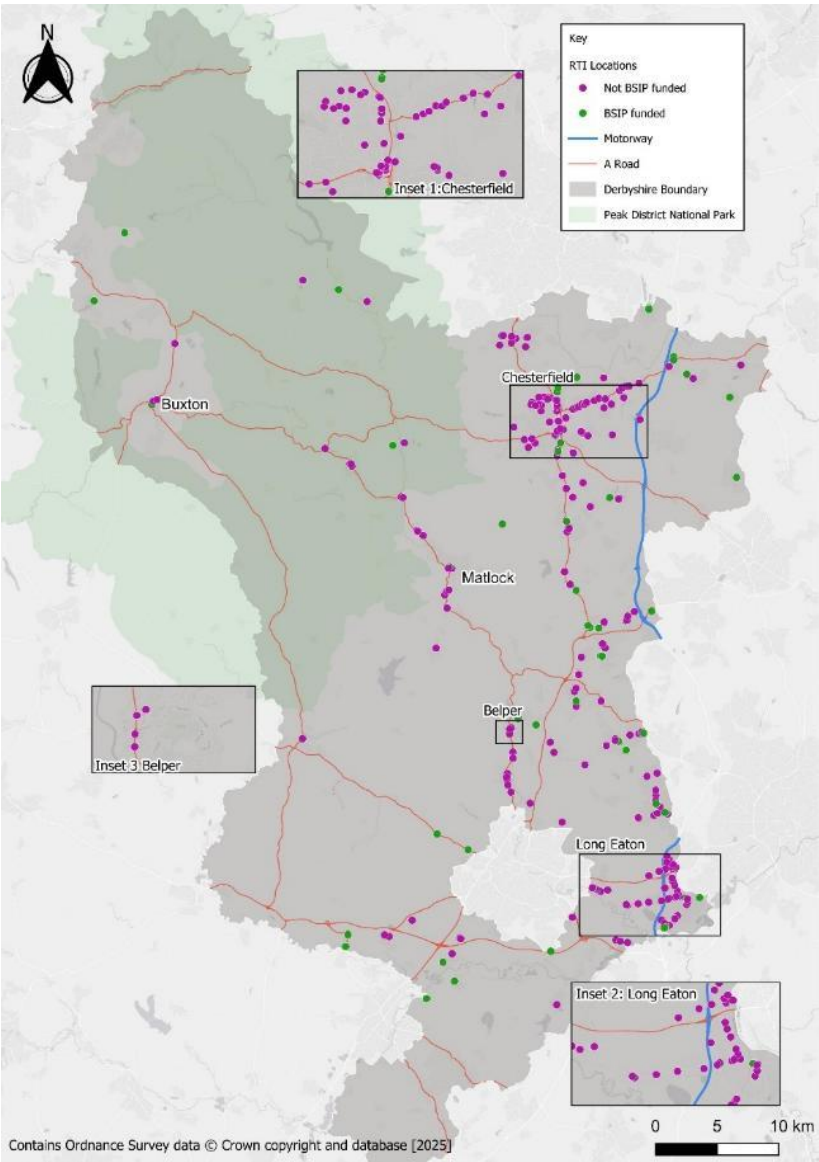
A map showing current RTI locations is provided in Figure 6.

Progress between 1st April and 30th September 2025

☒ 13 RTI displays installed, bringing the total to 415



Figure 6: RTI Locations (September 2025)



Source: QGIS, ©OpenStreetMap

Section 11: Bus Passenger Charter and Service Change Dates

In addition to service and infrastructure improvements, the BSIP programme included initiatives to improve the customer experience and provide greater consistency and transparency for passengers. Two important elements of this were the development of a Customer Charter and the introduction of fixed service change dates.

Bus Passenger Charter

All operators within the Enhanced Partnership remain committed to the Bus Passenger Charter (first published in 2023) which sets out what passengers can expect.

The Charter includes:

- Service standards that all operators commit to
- Clear contact details for complaints or feedback
- Guidance on compensation for service failures

The Bus Passenger Charter is available online via the Travel Derbyshire [website](#).

Fixed Timetable Change Dates

To improve reliability and predictability for passengers, the Council worked with operators and neighbouring authorities to agree on five fixed timetable change dates each year.

The five fixed change dates are:

1. Last Sunday in January
2. Last Sunday in March (start of British Summer Time)
3. First Sunday after the May bank holiday
4. Sunday before schools return in September
5. Last Sunday in October (end of British Summer Time)

This policy was introduced in March 2024 and now applies to all service changes unless exemptions are approved under the Enhanced Partnership Scheme.

Progress against Targets

To assess the effectiveness of Derbyshire’s BSIP and Enhanced Partnership delivery, a set of performance targets and indicators was developed in line with the Department for Transport (DfT)’s national monitoring framework. These cover key areas including patronage, punctuality, reliability, journey times, customer satisfaction, and supporting infrastructure.

Performance has been grouped into five categories:

- 1. Headline Measures
- 2. Operational Performance Indicators
- 3. Patronage Growth
- 4. Passenger Satisfaction
- 5. Complementary Measures

1. Headline Measures

These indicators provide a high-level summary of Derbyshire’s progress toward its BSIP goals, focusing on use, satisfaction, punctuality, and journey speeds.

Table 1: County-wide Patronage, Satisfaction, Punctuality and Speed Targets

Headline Indicator	Baseline	2024/25 Target	Actual (latest)	Source
Patronage (total journeys)	20.9m (2019/20)	20.9m	18.7m (2024/25)	DfT BUS01e
Customer Satisfaction	81% (mid-2023)	90%	95% (Interim 2025)	Transport Focus
Punctuality (on-time or early)	80.42% (Q4 2022)	90%	85.73% (Q3 2025)	ABOD
Speed (average across corridors)	15.14mph (Q4 2022)	15.90mph	15.74mph (Q3 2025)	ABOD

Highlights:

- ✔ Patronage is recovering steadily but has not yet reached pre-pandemic levels.
- ✔ Customer satisfaction has exceeded the 2024/25 target.
- ✔ On-time performance and journey speeds have improved but remain below target – further improvements are expected due to recent infrastructure upgrades (e.g. bus priority at signals).

2. Operational Performance

This section focuses on service reliability and timing which is essential for building passenger trust and regular use.

Table 2: Punctuality and Reliability Targets

Operational Indicator	Baseline (Q4 2022)	2024/25 Target	Latest (Q3 2025)	Source
% of journeys on time	69.33%	85%	80.69%	ABOD
% of early journeys	11.09%	5%	5.04%	ABOD
% of late journeys	19.58%	10%	14.27%	ABOD
Reliability (% miles operated)	96.49%	98%	98.86%	Operators

While punctuality has improved, % of journeys on time and late remain below target. However, service reliability is currently surpassing expectations.

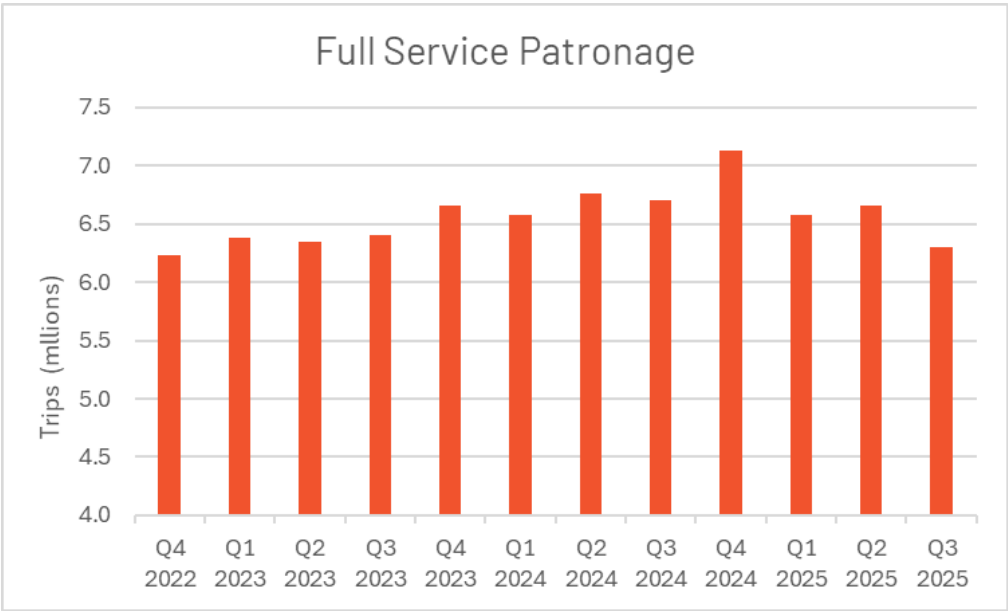
3. Passenger Growth

Tracking the total number of bus journeys helps measure the impact of service improvements, fare incentives, and marketing.

Since October 2022, Derbyshire has collected four-weekly patronage data from all operators within the EP area, this includes boardings made outside of Derbyshire on cross-boundary services that enter the county, which are not captured in the DfT national statistics.

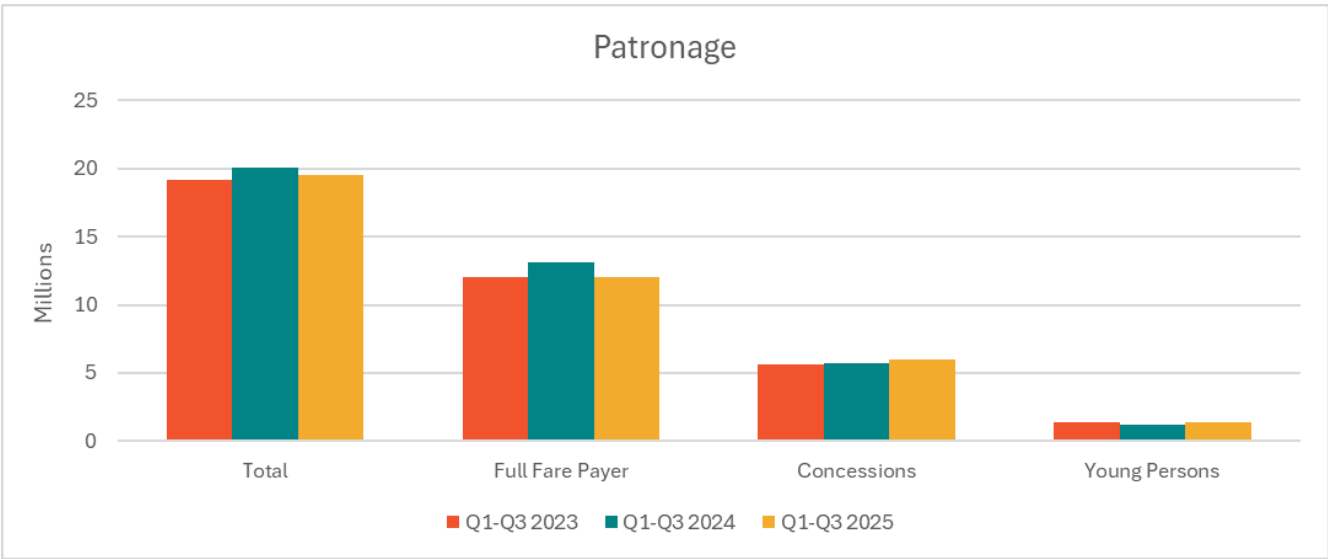
Figure 7 shows that total patronage increased steadily following the introduction of the BSIP, peaking in Q4 2024 before experiencing a significant decline in Q1 2025. To explore this further, a comparison of fare-payers, concessions and young person trips is shown in Figure 8.

Figure 7 : Full Service Patronage



Source: Operators, all bus trips on Derbyshire services including those which originate outside of the County. For comparative reasons, patronage for weeks 37-40 is not included in the above graph but is provided here: 2023: 2.6m, 2024: 2.9m

Figure 8: Q1-Q3 patronage trends



Source: Operators, all bus trips on Derbyshire services including those which originate outside of the County.

As shown in Figure 8, although total patronage declined between 2024 and 2025, it remains higher than in 2023. The increase in the national fare cap from £2 to £3 in January 2025 appears to have contributed to this decline, as there was a significant reduction in full-fare-paying passengers when comparing 2024 and 2025. In contrast, concessionary passengers, who are unaffected by fare changes, and young people using b_line fares have continued to increase into 2025. This suggests that the 2025 decrease in full-fare passengers is likely driven by concerns over cost and perceived value for money.

4. Passenger Satisfaction

Understanding passenger experience is key to long-term retention and growth. Derbyshire has worked with Transport Focus to deliver the Your Bus Journey survey since 2023. Table 3 demonstrates the latest results compared to the baseline and targets.

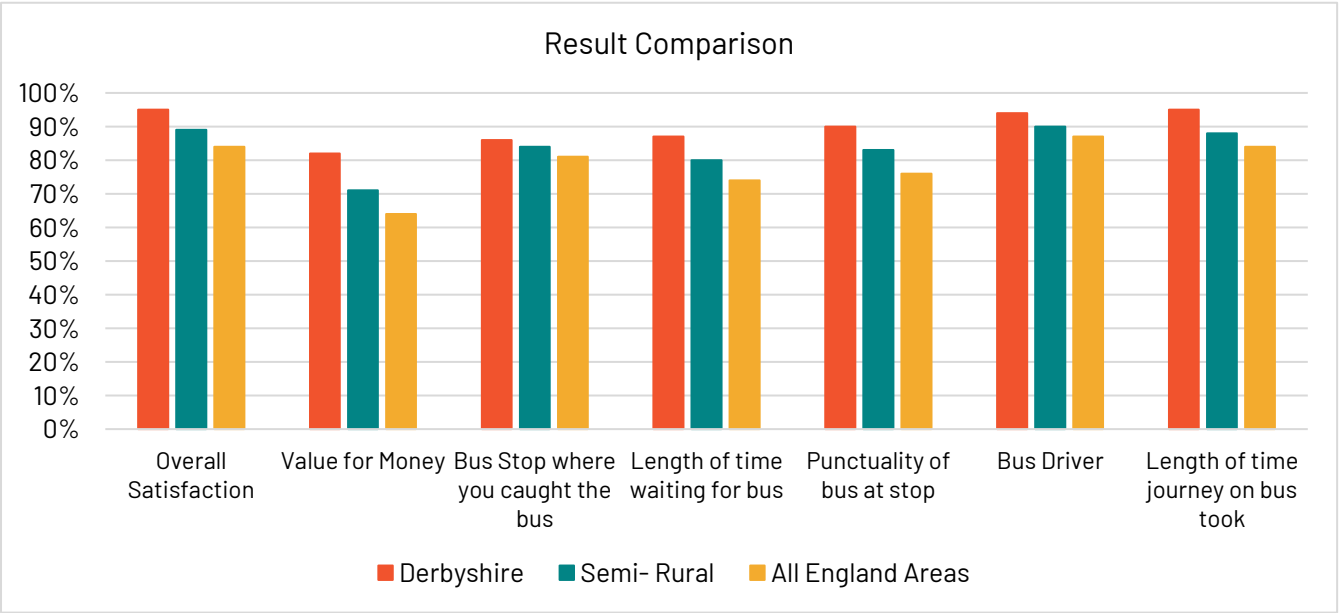
Table 3: Passenger Satisfaction Targets

Satisfaction Area	2023 Baseline	2024/25 Target	2024 Result	2025 Interim Result	Source
Overall journey satisfaction	81%	90%	91%	95%	Transport Focus Passenger Surveys
Journey Time	84%	90%	89%	95%	
Bus Stop	80%	N/A	83%	86%	
Waiting time	74%	N/A	84%	87%	
Punctuality	72%	80%	86%	90%	
Value for money	76%	85%	87%	82%	
Bus driver	87%	95%	92%	94%	
Interior cleanliness and condition	83%	90%	90%	95%	
Availability of seating or space to stand	89%	95%	93%	97%	

Table 3 demonstrates that customer satisfaction continues to improve across all categories in Derbyshire with the exception of 'Value for money' which is likely linked with the increase in the national fare cap from £2 to £3 in January 2025. All 2024/25 targets are currently being now achieved with the exception of 'Value for money' and 'Bus Driver'.

Figure 9 shows a comparison with other semi-rural areas as well as all England areas who participated in the survey.

Figure 9: Comparison of Derbyshire’s satisfaction results to other areas



Source: Transport Focus Passenger Surveys

Highlights from the 2025 Interim Results:

- ✓ Derbyshire is currently achieving 5 out of the 7 satisfaction targets for 2025, with the remaining 2 within 3% of their target
- ✓ Derbyshire outperforms national and semi-rural comparators in all areas. The largest gains were seen in journey time and interior cleanliness and condition.
- ✓ There was a decline in value for money since 2024, but this could have been influenced by the £3 fare cap.

5. Complementary Measures

These indicators track improvements to physical infrastructure and bus fleets, helping to create a more modern, sustainable, and user-friendly network.

Table 4: Complementary Measures

Measure	Baseline 2019/20	Target 2024/25	Actual 30 Sep 2025	Source
Signalised junctions with bus priority	0	122	117	DCC
RTI displays	192	500	415	DCC
Bus stops with timetable cases (DCC owned)	U/A	1,900	1,871	DCC
% Euro VI Buses (or better)	35%	65%	68%	Operators

Conclusion

This report has set out the progress made by Derbyshire County Council and the Derbyshire Enhanced Partnership in delivering the county's first Bus Service Improvement Plan (BSIP) between 1st April and 30th September 2025.

Supported by significant funding from the Department for Transport, alongside local investment and strong collaboration with bus operators, Derbyshire has been able to deliver a wide range of interventions across infrastructure, services, ticketing, and passenger information systems. These interventions have supported the delivery of the BSIP's core goals: to make bus travel more frequent, affordable, reliable, accessible, and attractive to new and existing users.

Key achievements between this period include:

- Introduction of b_line 3 scheme, providing £1.50 flat single fare for 19-21 year olds
- Service 25/25a, a previous service enhancement, is now running commercially
- 117 out of 129 junctions are now giving bus priority to late running buses
- Strong performance on passenger satisfaction, with Derbyshire outperforming national averages in most categories

The Council and Enhanced Partnership Board will continue to monitor progress against BSIP objectives, with the full BSIP evaluation report due to be released in May 2026.

Appendix 1

Traffic Signal Priority

Appendix 1 - Traffic Signal Priority Schemes

Site (SCN & Address)	SCN RAG	TSP Applied
A61/High St - Alfreton	A001	March 24
WP2 Ashbourne: Sturstone Rd / Compton St	A002	07/02/2025
A003. A517 Church St/Dig St	A003	
A014 Eachwell Lane, Alfreton	A014	26/02/2025
A015. Ashbourne A515/King Edward St/Ent to Sainsburys	A015	07/02/2025
A018. Arkwright Town A632/Deepsick Ln	A018	05/03/2025
WP2 Alfreton: King St / Hall St	A020	March 24
Alfreton, B600/Cressy Road - Alfreton	A022	March 24
A026. Ambergate, A610/Bullbridge Hill	A026	12/03/2025
WP2 Ashbourne: Station Rd / Church St	A027	07/02/2025
WP2 Ashbourne: Sturston Rd / Park Rd	A028	26/02/2025
Salcombe Road/ Mansfield	A029	
B001. Beeley Bridge/B6012	B001	26/11/2024
B004. Buxton A515/B5059 London Rd	B004	06/03/2025
B006. Buxton A53/B5059 Burbage	B006	16/01/2025
B008. Belper, A6/A517 Triangle	B008	21/08/2024
B023. Belper, A609/Strutt St	B023	21/08/2024
B026. Buckland Hollow A610/B6013	B026	10/09/2024
B027. A610 Nottingham Rd/A6007 Heanor. Codnor	B027	21/08/2024
B029. Bamford A6187/A6013	B029	14/11/2024
B036. Bradwell Church St/Netherside B6049 Buxton	B036	03/02/2025
B047. A632/Mansfield Rd, Hillstown Bolsover	B047	18/09/2024
B048. Bolsover, A632/B6417 Bolsover	B048	13/03/2025
B060. A632 Town End/Hornscroft Rd, Bolsover	B060	23/12/2024
B065. Bolsover A632 Market Pl/Morrisons	B065	03/03/2025
Brierlow Bar	B067	
C001. A623/B6001 Crossroads Calver	C001	16/01/2025
C003. A61/Storforth Ln	C003	July 2024
C004. Hollis Ln	C004	03/03/2025
C005. A61 Derby Rd/St Augustines Rd	C005	July 2024
C008. A61/Clay Ln, Clay Cross Chesterfield	C008	16/10/2024
C018. A610 Nottingham Road/A6007 Heanor	C018	05/09/2024
C024. A632 Royal Hospital/Chesterfield rd, Chesterfield	C024	03/10/2024
C025. Derby Rd, Cromford A6/A5012	C025	26/02/2025
C029. A61 Derby Rd/Alma Leisure Park	C029	12/03/2025
C036. A616/A618 Rotherham Rd Crossroads, Clowne, Chesterfield	C036	23/12/2024
C048. Market St/Howe Gr, Clay Cross	C048	06/02/2025
A61/ Harris Way Clay Cross	C049	
Bridge Street/ Bus Station	C051	
CB101. Saltergate/Foljambe	CB101	05/03/2025
CB102. West Bars/Clarence Rd	CB102	13/02/2025
CB103 Storforth Lane Bridge, Chesterfield	CB103	05/03/2025
CB116. B6015 Newbold Rd/Loundsley Green Rd, Chesterfield	CB116	27/02/2025
WP2 Chesterfield: Holywell St / Cavendish St	CB131	
Stephenson Place/ Cavendish St Chesterfield	CB132	

CB002. St Mary's Gate/Spa Ln	CB002	20/03/2025
CB133. A619 Markham Rd/Park Rd	CB133	05/03/2025
CB138. Old Rd/Old Hall rd, Chesterfield	CB138	26/11/2024
CB139. Dunston rd./Racecourse Rd, Brimington	CB139	27/02/2025
CB140. Saltergate/Glumangate/Soresby St	CB140	20/03/2025
CB141. Hall Ln/Barrow Hill Staveley, Chesterfield	CB141	27/02/2025
CB144. Hady Hill/Piccadilly rd	CB144	06/02/2025
CB145. A632 Walton Rd/Whitecotes Ln, Chesterfield	CB145	05/03/2025
CB150. Duke St/Inkersall Rd, Staveley Chesterfield	CB150	27/11/2024
CB151. Ringwood Rd/High St, Brimington Chesterfield	CB151	12/02/2025
CB153. Mansfield Rd/Calow Ln, Hasland, Chesterfield	CB153	26/11/2024
CB154. Worksop Rd/Norbriggs Rd, Chesterfield	CB154	06/02/2025
CB155. Worksop Rs/Bolsover Rd, Chesterfield	CB155	09/04/2025
CB156. A619 Chatsworth Rd/Storrs Rd, Chesterfield	CB156	12/03/2025
CB162. West Bars	CB162	13/02/2025
CB163. A61/Tesco Roundabout	CB163	27/02/2025
CB165. B6543 Brimington rd/A619 Chesterfield Rd	CB165	27/02/2025
CB173.A619 Chatsworth Rd/Old Rd, Chesterfield	CB173	13/02/2025
A61/A617 Hornsbridge, Chesterfield	CB177	
CB193. Sheffield Rd/Site Access	CB193	03/10/2024
CB194. Lockoford Rd/Ernie Moss Way	CB194	27/02/2025
Dunston Rd/ Dunston Lane	CB202	20/03/2025
WP2 Chesterfield: Holywell St / Stephenson Place	CB205	27/02/2025
D037. B6057 Sheffield Rd/B6056 Stubley Hollow, Dronfield	D037	18/09/2024
D038. A6/B5023 Broadway, Belper	D038	20/11/2024
D041. A632/Staveley Rd, Duckmanton, Chesterfield	D041	03/10/2024
D050. A632/Megz	D050	07/03/2025
D051. A6/Station Rd Dove Holes	D051	16/01/2025
D053. Derby Rd/Rykneild Hill, Ripley, Denby	D053	19/08/2024
E001. Atco Crossroads/A6135 Church St	E001	06/02/2025
E009. B6056/B6052 Eckington	E009	27/11/2024
G001.Norfolk Sq, High St/Victoria St, Glossop	G001	14/11/2024
G006. Grindleford Bridge	G006	07/04/2025
G007. Wrens Bones Hill	G007	06/03/2025
G009. Plough Inn	G009	06/03/2025
G010. Arundel St	G010	06/03/2025
G011. New Shaw Ln. A57/Shaw Ln, Glossop	G011	16/01/2025
H005. Church Sq	H005	12/03/2025
H008. Salt Box, A511 Utttoxeter Rd/Station Rd	H008	16/10/2024
H017. A6187 Hope Rd/B6049 Stretfield Rd	H017	14/11/2024
H021. New Rd	H021	14/11/2024
H022: A609/ Rykneild rd	H022	
I002. Bath St/Station Rd	I002	03/02/2025
I004. Derby Rd/Oakwell Dr	I004	20/02/2025
I015. Kedleston Dr	I015	20/02/2025
Shipley Common Lane	I025	
K001. Toll Bar, Derby Rd, Rawson Green	K001	09/08/2024
L010. Langwith Railway Bridge	L010	26/11/2024

L027. Main St/Station Rd	L027	28/11/2024
L028. Tamworth Rd/Salisbury St	L028	28/11/2024
L032. A57/A6013	L032	07/03/2025
L033. Greenhill Ln	L033	31/03/2025
L034. A608 Access 26 Ind Est	L034	19/03/2025
L036. Station rd/Lower Dunstead Rd	L036	03/02/2025
L041. Rykneld Rd	L041	24/01/2025
M008. A608/A609 Rose & Crown	M008	20/02/2025
M010. A6 Diversion Snitterton Rd	M010	12/03/2025
M011. A6 Diversion Sainsbury's	M011	26/02/2025
M019. Main St/Porter Ln, Middleton	M019	06/11/2024
N001. A6/A6015 Newtown	N001	14/11/2024
N003. Union Rd	N003	24/10/2024
N007. Stanton/A444/Park Rd	N007	16/10/2024
O002. A615/B6013, Oakerthorpe	O002	26/02/2025
O003. Lullington Rd/A444 Burton Rd/Woodville Rd	O003	16/10/2024
P005. Town St/Brookhill St/Victoria Rd	P005	03/03/2025
P006. Church Ln	P006	14/11/2024
R001. Ripley Market Pl	R001	19/03/2025
R007. A610 Brittain Dr	R007	14/04/2025
R015. Sheffield Rd/Barbers Row/Spinkhill Rd	R015	07/03/2025
R016. A52 Ashbourne Rd/Radbourne Ln, Radbourne	R016	04/09/2024
S001. Town Street/Station Road Sandiacre	S001	21/08/2024
S003. A517/B5023 Railway Inn	S003	26/02/2025
S004. B6179/B6016, Swanwick	S004	07/08/2024
S007. B5010 Bostocks Ln	S007	20/11/2024
S022. B600/Cotes Pk	S022	05/09/2024
S024. B6179/Sleetmoor Ln	S024	07/08/2024
S034. Derby Rd/Morrison's	S034	24/01/2025
S041. A511 Burton Rd/Midway Rd	S041	20/11/2024
S051. Alfreton rd/Birchwood Ln	S051	19/03/2025
Common Lane	S055	
A6/Ripley Road	TBC	
W002. A5004/B5470 Horwich End	W002	
W013. B5008 Etwall Rd/Findern Ln	W013	24/01/2025
W015. Lincoln Way/Midway, Swadlincote	W015	20/11/2024

Appendix 2

Pinch Point Schemes



Key

Pinch Points

- Complete
- Incomplete

— Motorway

— Primary

Peak District National Park

Derbyshire Boundary

Inset 1 Chesterfield

Inset 3 Ashbourne

Inset 2 Clay Cross

0 5 10 km

Appendix 2: Bus Priority - Pinch Point Schemes as at September 2025

Schemes	Town	Description	Current stage
A61 King Street/Hall Street	Alfreton	Refurbishment of traffic signals and bus priority	4. Scheme complete
B6019 Mansfield Road/Salcombe Road	Alfreton	New traffic signals and bus priority	4. Scheme complete
A61 Derby Road/A615 Eachwell Lane	Alfreton	Refurbishment of traffic signals and bus priority	2. Design
Church St / Station Rd	Ashbourne	New traffic signals and bus priority	4. Scheme complete
Sturston Road / Compton Street	Ashbourne	Refurbishment of traffic signals and bus priority	4. Scheme complete
Sturston Road / Park Road	Ashbourne	Refurbishment of traffic signals and bus priority	4. Scheme complete
Ashbourne SCOOT (UTC SCOOT TSP Regions for coordinated traffic signal control in Ashbourne)	Ashbourne	UTC and SCOOT is being applied to coordinate signals in Ashbourne.	3. Construction
A619 Baslow Road / Station Road, Bakewell	Bakewell	Junction modification for right turn	Unfeasible scheme removed from programme
Church Street/B6049	Bradwell	Refurbishment of traffic signals and bus priority	1. Feasibility/Surveys
Holywell Cross (Triple Puffin)	Chesterfield	Refurbishment of traffic signals and bus priority	4. Scheme complete
Holywell Street/Cavendish Street	Chesterfield	Refurbishment of traffic signals and bus priority	4. Scheme complete
Holywell Street/Stephenson Place	Chesterfield	Refurbishment of traffic signals and bus priority	4. Scheme complete
West Bars Roundabout (Full Refurbishment of Traffic Signals)	Chesterfield	Refurbishment of signals at a six-arm roundabout and bus priority.	4. Scheme complete
Boythorpe Road Puffin	Chesterfield	Refurbishment of an existing toucan crossing in vicinity of Bus Shelter.	4. Scheme complete
St Marys Gate / Church	Chesterfield	Refurbishment of traffic signal junction and local link to remote Puffin Crossing. Replacement of block paving at Church Way.	4. Scheme complete
Chesterfield St Mary Gate / Corporation Street	Chesterfield	Upgrade Zebra crossing to be converted to a controlled crossing (Puffin) in order to coordinate signals with others in the area and improve traffic flow.	4. Scheme complete
A619 Church St/Brimington Gyratory (Proposed UTC SCOOT TSP Region)	Chesterfield	Refurbishment of a Puffin crossing on Church St, and Ringwood Rd / High St junction. New signals at Church St / High St and Hall Rd / Chesterfield Rd / Devonshire St / Church St crossroads.	4. Puffin Crossing complete. Rest of scheme under review.

A619 - Brimington: Chesterfield Road / Brimington Road Bus Gate	Chesterfield	Refurbishment of traffic signals	4. Scheme complete
A632/A61/A619/A617 Corridor Improvements	Chesterfield	Bus stops have been identified along the named corridors in BSIP that would benefit from realigning to improve the time it takes for buses to rejoin the main flow of traffic and improve punctuality	4. Scheme complete
A61 Tesco Roundabout	Chesterfield	Refurbishment of traffic signals and bus priority	2. Design
B6051 Newbold Road/Loundsley Green Road	Chesterfield	Refurbishment of traffic signals, kerb realignment or better flow of running lane and bus priority	3. Construction
A632 Walton Road/Whitecotes Lane	Chesterfield	Refurbishment of traffic signals and bus priority	2. Design
Hornsbridge Roundabout	Chesterfield	Refurbishment of traffic signals and bus priority	2. Design
Brimington Bus Gate Resurfacing	Chesterfield	Refurbishment of traffic signals and bus priority	2. Design
A61 / Harris Way, Clay Cross Phase 1	Clay Cross	New traffic signals	4. Scheme complete
A61 / Holmgate Phase 2	Clay Cross	New traffic signals	2. Design
A61 / Thanet Street	Clay Cross	Refurbishment of traffic signals and bus priority	4. Scheme complete
A610/A6007 Heanor Road	Codnor	Refurbishment of traffic signals and bus priority	2. Design
A6 Buxton Road / Station Road	Dove Holes	Refurbishment of four arm traffic signal crossroads junction with pedestrian facilities and implementation of Traffic Signal priority for buses and other road improvement measures where possible within budget and timeframes and constraints of the road space.	2. Design
A6 Derby Road/B5032 Broad	Duffield	Refurbishment of traffic signals and bus priority	3. Construction
A608 / A6007 Church Street / Ilkeston Road (Heanor Church)	Heanor	Refurbishment of traffic signals and bus priority	4. Scheme complete
A6187 Hope Road/B4049 Stretfield Road	Hope	Refurbishment of traffic signals and bus priority	2. Design
A6007 Nottingham Road/A609 Derby Road roundabout	Ilkeston	Co-ordinate the pedestrian stages at pedestrian signals to minimise adverse effects of offside priority at the roundabout (a sign-about)	2. Design
A609 Derby Road / South Street,	Ilkeston	New traffic signals and bus priority	2. Design
Albion Street/Chapel Street	Ilkeston	Kerb alignment for ease of bus movements and resurfacing	2. Design
Derby Road/Enterprise Way	Langley Mill	Refurbishment of traffic signals and bus priority	3. Construction
A6005 Derby Road / College Street	Long Eaton	New traffic signals and bus priority	2. Design

Worksop Road/Bolsover Road	Mastin Moor	Refurbishment of traffic signals and bus priority	4. Scheme complete
Stanton / A444 / Park Road	Newhall	Refurbishment of three arm traffic signal T junction with pedestrian facilities and implementation of Traffic Signal priority for buses and other road improvement measures where possible within budget and timeframes and constraints of the road space.	4. Scheme complete
A6/A6015	Newtown	Refurbishment of traffic signals and bus priority	2. Design
Town Street/Brookhill Street/Victoria Road	Pinxton	Refurbishment of traffic signals and bus priority	2. Design
B5010 Derby Road/Bostocks Lane	Sandiacre	Refurbishment of traffic signals and bus priority	4. Scheme complete
B600 Nottingham Road/Cotes Park Lane	Somercotes	Refurbishment of three arm traffic signal T junction with pedestrian facilities and implementation of Traffic Signal priority and other road improvement measures where possible within budget and timeframes and constraints of the road space.	4. Scheme complete
Duke Street/Inkersall Road	Staveley	Refurbishment of traffic signal junction with pedestrian facilities and implementation of Traffic Signal priority and other road improvement measures where possible within budget and timeframes and constraints of the road space.	2. Design
Belmont Street	Swadlincote	Refurbishment of Puffin crossing	4. Scheme complete
A5004 / B5470 Horwich End	Whaley Bridge	Refurbishment of five arm traffic signal staggered crossroads junction with pedestrian facilities and implementation of Traffic Signal priority and other road improvement measures where possible within budget and timeframes and constraints of the road space.	4. Scheme complete
Worksop Road/Norbriggs Road	Woodthorpe	Refurbishment of traffic signals and bus priority	2. Design

KEY	
Stage 1	Feasibility /Surveys
Stage 2	Design
Stage 3	Construction
Stage 4	Scheme complete

Appendix 3

Marketing Campaigns

Marketing campaigns

b_line 3 Campaign

During the summer months, Derbyshire County Council worked with its delivery partner (Diva) to promote the new b_line 3 card, targeted at young people aged 19-21. This was a new card to encourage a new target audience to try travelling by bus. The campaign was targeted at anyone living in Derbyshire who would qualify for the new card, it meant there was a reasonably large target audience.

Some new social animations were created, alongside the more 'mature' versions of the previous b_line campaigns that have been run, these were then placed across Social media to try and drive registrations for the card, and subsequently increase the number of 19-21 year olds travelling by bus. The campaign received over 2.2 million impressions and over 13,000 link clicks. Ongoing monitoring of the registrations of b_line 3 cards, however, showed that registrations for the new card didn't overly increase as was seen with the previous b_line campaigns.

Example campaign artwork:



Activity Pack Campaign

To further promote bus travel throughout the summer months, Derbyshire County Council worked with its delivery partners (ITP and Diva) to produce an activity pack that could be used by families to make travelling by bus the default choice for family adventures.

The pack was created with a mystery theme to promote the weird and wonderful across Derbyshire, and to try and encourage children to use their imagination and the bus to explore the Derbyshire region. 6,000 packs were printed and distributed via primary schools, libraries and the bus champions.

A social campaign was also used to further promote the packs, delivering over 1.7 million impressions.

Example campaign artwork:



Travel Derbyshire on Demand Campaign

Continued promotion of the Travel Derbyshire on Demand service was run following the council elections in May. A leaflet drop and additional social advertising was conducted to try to further promote the service in North East Derbyshire, Chesterfield and Bolsover. 13,800 leaflets were distributed throughout the region to promote the service.

The social media campaign delivered over 149,000 impressions, delivering over 1,500 clicks through to the On-Demand service page. Creative remained the same as previous campaigns as the research conducted suggested awareness was low rather than issues with the messaging used.

Example campaign artwork:

 Funded by UK Government 

YOUR NEXT STOP TO PEACE OF MIND



Book your Travel Derbyshire On Demand journey by calling us on 0115 969 1801 or by downloading our app.



Operating across North East Derbyshire, Bolsover and Chesterfield, we'll get you where you need to go.

Running from 7am – 7pm Monday to Friday and 8am – 5pm on Saturdays.


www.roadxs.com/travel-derbyshire-on-demand

Download our App



 Funded by UK Government 

YOUR NEXT STOP TO PEACE OF MIND




Book your Travel Derbyshire On Demand journey by calling us on 0115 969 1801 or by downloading our app.

Operating across North East Derbyshire, Bolsover and Chesterfield, we'll get you where you need to go.

Running from 7am – 7pm Monday to Friday and 8am – 5pm on Saturdays.

www.roadxs.com/travel-derbyshire-on-demand

Download our App



Promotion of the Andrews bus services

Derbyshire County Council's communications team promoted three services that Andrews took over from Hulleys, the 172, 173 and 257.

Facebook ads were used to target all the towns and villages that these services ran to and through. Each ad was slightly different to reflect where it was being sent. The ads delivered almost 6,000 link clicks.



Upcoming Travel Derbyshire work

From October through to March 2026, further promotional work is being conducted. Travel Derbyshire, alongside partners (ITP and Diva) are promoting the Gold card in the run up to Christmas, a final push for Travel Derbyshire On Demand. A new promotional campaign for the extended £3 fare is also being run, this will launch in November, and running in the new year. Finally, a targeted campaign aimed at those who live along the Airway 9 route is being run - this is targeting a range of audiences who would likely use this service and being run alongside the bus champions.

Appendix 4

Bus Champions Summary

WP17 Bus Champions Update April - September 2025

Since the beginning of April, Work Package 17 has seen a change of focus within the areas of engagement and for 2025/2026 have been focusing on engaging with communities (families), healthcare sites, education establishments, employers and job seekers and concessions (66+) to promote and encourage the use of bus services for local trips. A team of seven bus champions continues to work across Derbyshire to engage with organisations to provide tailored advice on planning a journey by bus and the most affordable ticket options for everyone. This involves working with a large range of stakeholders, most critically, local bus operators.

From April to the end of September 2025 the bus champions attended 48 events across the county, including Derby, Chesterfield, and Buton and South Derbyshire college freshers' fairs, various jobs fairs, in Glossop, Swadlincote, Derby, Heanor and Chesterfield. In addition, the champions have also attended Bakewell Country show, Chesterfield Children Festival, and various careers and results days across the county.

These events resulted in the bus champions speaking to 2461 people and providing travel advice to 1723 of them (70%) over the last six months. In addition, the team have been providing printed materials such as timetables, flyers, and promotional materials for the b_line and Airway 9 campaigns, as well as handing out branded Travel Derbyshire incentives such as pens, pencils, lollipop, water bottles and USB charging cables at events.

When including the engagement data from the last six months and engagement data collected earlier in the programme, bus champions have attended **137 events** and have engaged with **over 9100** people and given travel advice to **over 6400** individuals since September 2023.



The key engagement highlights since April have been set out below by audience:

Education

Between April and the end of July 2025, the Bus Champions have delivered 7 interactive classroom sessions across Derbyshire, focusing on building travel confidence and promoting sustainable transport options. This included 4 sessions at Chesterfield College in April, 2 sessions at The Pingle Academy in Swadlincote in July and 1 session with SEND into Work in Derby in July. All these sessions were with SEND students and supported students in understanding how to use bus services safely and independently, including reading timetables. The students then completed an activity to plan their own bus journeys across Derbyshire and also had the opportunity to design a mascot and marketing campaign to encourage other students to travel by bus. Small group sizes allowed bus champions to give dedicated support to students, with 78 students having attended the sessions.

The bus champions also attended transition and new starter evenings at Ecclesbourne School and Glossopdale School in May and June, engaging with new students and their families. These events provided opportunities to discuss travel options for the new school year, with many parents requesting further information on the b_line card. In total, they spoke to 112 students/parents, 95 of which were given travel advice.

With the return to Education in September, the bus champions attended Freshers Fairs at Burton and South Derbyshire College, Buxton and Leek College, Chesterfield College and the University of Derby with most of these spanning 2 days. Across these events, 750 students were spoken to, with 645 students receiving travel advice. These events allowed the bus champions to reach new students and help encourage and establish sustainable commuting habits from the start of the academic year, with the b_line card information being keenly received by students. 91% of students who completed a feedback form at these events said they would be more likely to get the bus having spoken to the bus champions.





In September, the bus champions also re-shared b_line information and resources with 42 secondary schools and colleges across Derbyshire. This included instructions for applications, graphics, newsletter content, website content, social media content and posters for displaying.

Health & Social Care

In the health sector, the bus champions have focused on supporting staff at Chesterfield, Derby, and Burton hospitals. Since April, they have provided direct travel advice and acted as a point of contact during service disruptions, such as those involving Hulleys, ensuring staff were quickly informed about alternative services.

At Chesterfield Hospital, a Catch the Bus Month campaign was delivered in partnership with the hospital's communications team. Weekly travel tips were shared via staff newsletters and social media, alongside a competition that received over 100 entries. A bus engagement event held on-site attracted 40 attendees, proving to be a successful event generating constructive conversations and ongoing dialogue with staff. A staff travel survey is planned at Chesterfield Hospital, with similar campaigns being considered for Derby and Burton hospitals later in the year.

Businesses

As part of this scheme over the past six months the bus champions have been working with Derbyshire Community Bank to promote the Employee Discount Travel Scheme to its 4000 members. Derbyshire Community Bank is a local, community-focused credit union 'owned' by the members who save and borrow with the credit union. The bus champions have helped DCB develop a travel survey which was rolled out to all members and resulted in over 240 responses.

Under the scheme DCB Members will be able to sign up for annual tickets from Arriva and trentbarton on a monthly direct debit basis saving on both discounting from buying longer annual tickets and the Employee Discount Travel Scheme offer.

The partnership with Travel Derbyshire, Arriva and trentbarton will help a significant number of their members access cheaper fares which is one of the objectives of the National Bus Strategy along with Derbyshire's BSIP and this scheme further helps

people who use the bus to get to work as well as encouraging more people to try out the bus.

The bus champions have continued to work alongside Derbyshire County Council, trentbarton, Stagecoach and Diamond Bus to continue to further promote the Employee Discount Travel Scheme to other businesses and their employees.

Jobseekers Package

Since April 2025, the bus champions have been actively building relationships with organisations supporting jobseekers across Derbyshire. Key partnerships have been established with Jobcentre Plus (JCP), Reed (provider of the intensive Restart scheme), and the Youth Employment Service / Youth Hubs. We have also raised the profile of Travel Derbyshire amongst NHS employment teams such as Work Your Way and the National Careers Service.

To support these groups, six training sessions have been delivered to 126 JCP and Restart work coaches. These sessions focused on ticket types, employment destinations accessible by bus, and available discounts. Feedback showed a 30% increase in participants feeling “very confident” in their knowledge of local bus services.

The team has attended nine job fairs, including three post-results day events aimed at young people. Conversations at these post-results day events were in-depth, including support with b_line applications and detailed journey planning for complex trips. New resources have been developed to help jobseekers unfamiliar with bus travel, which have been well received at all job fairs. This has included an 'easy read' guide which is being finalised and will help support conversations across all packages.

Ongoing engagement includes bi-monthly meetings with Reed employment advisors, enabling the identification of travel-related barriers and solutions. One such solution has involved a mechanism to pre-pay for bus tickets using the Travel master app, helping jobseekers attend appointments when they do not have the ability to pay for a ticket upfront.



Communities and Concessions

As part of the communities package the bus champion have been working with Diva Creative to produce an Activity Pack focused on legendary adventures around Derbyshire aimed to increase the number of parents taking the bus with young children (aged 6-10) over the summer holidays. By targeting families, it is hoped to embed positive associations with the bus from a young age and gives a reason for parents to talk to their children about different forms of transport.

7500 packs were produced and distributed across various locations in Derbyshire including leisure centres, libraries, schools, and visitor centres. The bus champions have also taken the activity packs along to events such as Chesterfield Children's Festival, Buxton Country Show and Ashover show.



[illegible]

Appendix 5

Service Enhancements

Service Commercial Viability

Operators were asked to provide a rating of the service enhancements they are delivering using the key below. This exercise was completed to understand the progress of the scheme and indicate when, if at all, the enhancement is expected to be delivered on a commercial basis.

Colour	Description	Additional Information
	Enhancement likely to be fully commercial by April 2026	
	Parts of the enhancement likely to be commercial by April 2026	Detail which parts likely to be commercial
	Potential for the enhancement or parts of the enhancement to become commercial by April 2027	If parts, please give details
	Enhancement unlikely to become commercial by April 2027	
	Not enough data to assess viability	

The table below outlines all the service enhancements and their viability, with comments to provide additional information.

Throughout the BSIP programme, each service enhancement has been monitored to understand the progress and the impact they have had on the wider bus network. Attached to this document are maps of each service enhancement, alongside their start dates, descriptions and also key statistics.

Operator	Service	Rating	Comments
Diamond Bus	401		Enhancement changed on the 5 th of May, unclear what the impact of these changes will be at this point
Diamond Bus	8/9		Significant uptake in the enhanced Saturday service. The evening services on the 8 are not very busy. For the 9, extending to the East Midlands Airport is unviable without subsidy
First	272		Unclear due to South Yorkshire Franchise
High Peak	185/186 (Buxton Buzz)		
High Peak	Transpeak		
High Peak	61		
High Peak	62		
Hulleys of Baslow	55		Enhancement was only in place for two years
Hulleys of Baslow	170		Enhancement was only in place for two years
Stagecoach	X17		Frequency increase to Matlock should become commercial. Extension to Wirksworth will need more analysis.
Stagecoach	65		Will not become commercial with current patronage.
Stagecoach	M1/M4 (157/159)		Will not become commercial with current patronage.
Stagecoach	Peak Sightseer		Now operating commercially - see PS Red and PS Blue
Stagecoach	25/25a		Now operating commercially
Stagecoach	39		Unlikely to become commercial but will review nearer the time
Stagecoach	1/1A		Should become commercial
Stagecoach	74		Service is under review.
Stagecoach	90		A review of route extensions required but unlikely will be commercial
Stagecoach	PS Red		Commercial from May 2025
Stagecoach	PS Blue		Commercial from May 2025
Stagecoach	231		Will not become commercial with current patronage.
TM Travel	218		Working on growing service to sustain trips in the longer term.
trentbarton	comet		Potential for commerciality on some busier trips
trentbarton	ilkeston flyer		Potential for commerciality on some busier trips
trentbarton	My15		Working on growing service to sustain trips in the longer term.
trentbarton	rainbow one		Potential for commerciality on some busier trips, Nottingham end has been impacted by roadworks
trentbarton	6.0/6.1		Overall service being impacted by congestion and roadworks
trentbarton	Villager 1		Potential for commerciality on some busier trips
trentbarton	SWIFT		Potential for the Brailsford – QEGS school flow to be accommodated, needs time to build up patronage

Appendix 6

Hubs

Appendix 6 - Hub Details

Location	Details	Timescale for delivery
Long Eaton	Nottingham Road/ Station Road (towards Derby). Civils delivered and shelter in place.	Complete apart from electrical connections and RTI installation.
	Nottingham Road/ Station Road (towards Nottingham)- Dependant on Highway works to deliver a bus lane - stop will be provided after this.	Project removed from programme
	2 / 3 stops in vicinity of Town Hall.	TBC
Bamford, Mytham Bridge	Building on an earlier Local Bus initiative (2021/22) which delivered some improvements to the site, BSIP works have further improved the passenger access and waiting environment. A new shelter has been installed with improved facilities. The operational bus area / cycle lane access has been re-aligned to remove the regular over-running of the island area which was damaging the verge.	Complete
Castleton, Bus Terminus	Improvements to the passenger infrastructure will see a new shelter, Real-Time Information and an improved waiting and circulation area. Improved accessibility will see improvements to the uncontrolled pedestrian crossing point at the exit from the bus terminus.	Complete
Hayfield, Countryside Centre, Sett Valley Trail	To improve facilities for bus passengers at this important key network bus location. Will result in improved accessibility and waiting facilities for passengers along with improved operations at the site.	Complete.
Buxton Station Road	This project is intended to improve access to bus services for passengers using Buxton Station. In conjunction with Northern Railways we are developing design options to deliver improved bus access in to the Station forecourt area. Works here would also be in conjunction with partners Network Rail. Along with this we are looking to improve the level of accessibility and passenger facilities at the two nearby bus stops on Station Road.	The forecourt works have been removed due to difficulties. The two bus stops will be upgraded during the early part of 2026.
Alfreton, Bus Station	A project to bring the facilities here for passengers up to date with improved accessibility, waiting areas and enhanced RTI. From an operational point of view changes would be made to improve bus access and circulation. The bus stop area on Marshall Street would be upgraded to provide for additional operational flexibility.	Complete
Swadlincote, Bus Station	A partnership project with South Derbyshire District Council using BSIP funding. Work to primarily improve passenger accessibility and infrastructure which will include new shelters and RTI. Changes to the site would require the car park entrance to be combined with the exit at the western end of the site.	Programmed start for work early January 2026.
Shirebrook, Market Street	To follow Bolsover District Council (BDC) project which is to deliver improvements to the Market Place. Shelters will be replaced, RTI provided and there are to be improvements to the accessibility and passenger circulation areas.	Completed.
Hearnor, Market Place	Amber Valley Borough Council are using Government Future High Street Funding to deliver an improved Market Place in the heart of Hearnor. This will include improvements to the accessibility, passenger waiting facilities and enhanced RTI at the two stops adjacent to the site. Derbyshire County Council is working closely with AVBC on this project. Following on from this we will be delivering complementary improvements to the two stops on Wilmot Street and also the one adjacent to The King of Prussia pub.	Market Place completed but there are upgrades to 3 stops on Market Street/ Wilmot Street to be delivered by an associated project.
Hearnor Wilmot Street & Market Street	In conjunction with Amber Valley Borough Council. Improvements to the two bus stops on Wilmot Street and Market Street for better accessibility and waiting areas. To include new shelters.	Targeted for a Q1 2026 start.
Staveley, Market Street	In conjunction with a Chesterfield Borough Council Market Place redevelopment. Improvements to passenger accessibility and waiting facilities with enhanced RTI. Shelters to be replaced with enhanced RTI.	Now being programmed for a Q1 2026 start and will see additional works to the westbound bus stop lay-by.
Clay Cross, Bus Station	Deliver new infrastructure in the Bus Station Scale and scope of what will be delivered is consequent upon progress of the North East Derbyshire District Council (NEDDC) Town Deal redevelopment proposals.	Dependent on progress of NEDDC Clay Cross Town Deal project but possibly Q1 2026 start.
Erich, Market Place	Consideration being given to possibly delivering works here via more appropriate funding streams.	Project removed from programme
Ripley, Market Place	Area next to Town Hall to have accessibility improved and improved passenger waiting facilities and upgraded RTI	Programmed start date of 3rd November 2025.
Chesterfield Station	A reduced project (from that originally envisaged) to provide for a much improved bus passenger facility within the station frontage. To create an accessible bus boarding area which will include a shelter and RTI. Project would also include improved cycle storage facility.	Concept design completed but project 'on hold' due to resource considerations at EMR. Project may be developed in the future but possibly not within the BSIP remit.
Chesterfield, New Beetwell Street/ Coach Station	New Beetwell Street infrastructure upgrade for 2 (or possibly 4) shelters, improvements to bus kerblane access and passenger circulation. Improvements at the Coach Station are likely to be deferred for non BSIP delivery.	Project re-instated with a possible delivery for Q1 / Q2 2026.
Ashbourne	The 'Ashbourne Reborn' project, led by Derbyshire Dales District Council, aims to deliver improvements around Ashbourne using the Government's Levelling Up fund. Part of this is an upgrade to the Methodist Church to create 'The Link' hub and DCC are looking to contribute to this by providing a RTI installation within the site. Consideration is to be given to the possibility of a new bus stop on Station Road for bus services travelling towards Buxton.	Subject to progress on development of The Link Community Hub, a part of Ashbourne Reborn.
Matlock, Bus Station/ Bakewell Road	A project to improve bus facilities within the 'Market Hall' Bus station and at the main Bakewell Road bus stop. Working in partnership with Derbyshire Dales District Council as part of their commercial development proposals for the site.	Bakewell Road Bus Stop complete. Bus Station refurbishment complete with new RTI displays and seating. Some minor works remain to be completed including carriageway lining / signing along with additional information display provision.
Dronfield Civic Centre	Newly added in conjunction with NEDDC regeneration project. Would involve upgrade to existing bus stop for better passenger accessibility and facilities.	Project will now have no BSIP funding

