

## **REGIONAL BUS STRATEGY – PUBLIC CONSULTATION**

### **1. INTRODUCTION**

- 1.1 The purpose of this report is to update the Board on the progress and initial findings of the public consultation of the Regional Bus Strategy.

### **2. BACKGROUND**

- 2.1 Following extensive collaboration with local authorities, board members, operators, and stakeholders, SEStran has completed the case for change and options deliverability review for our Regional Bus Strategy.
- 2.2 Our consultation ran from 27<sup>th</sup> July to 25<sup>th</sup> August. Consultation questions can be found in Appendix 1.
- 2.3 The consultation focused on understanding user experience and motivations. We received 5,359 responses throughout the month—an encouraging result that reflects both the effectiveness of our survey structure and communications strategy, and the strong public interest in bus services. These responses included over 1,600 open text responses, which the consulting team will now process.

### **3. PROMOTION OF THE CONSULTATION**

- 3.1 To promote the consultation, officers produced:
- Social media content, including a video that was used across various social media platforms and on the website
  - A specific landing page on our website
  - A communications pack for stakeholder organisations to allow them to promote the consultation on our behalf
  - A press release, picked up by multiple regional newspapers (including the Linlithgow Gazette, the Alloa Advertiser and the Dunfermline Press)
  - Local authority-specific advertising via Meta (Facebook and Instagram)
- 3.2 Advertising via Meta proved particularly effective in reaching bus users and encouraging direct feedback. The Meta ads resulted in over 17,500 views of our consultation web page, 760 comments on the ads and the ads were shared almost 150 times onto other Facebook pages and groups. While these responses were outside the formal consultation, they offer valuable insights to share with operators and local authorities.

### **4. PRINCIPAL FINDINGS**

- 4.1 Top reasons for avoiding or being unable to complete bus journeys:
- Infrequent services (59.3%)

- Poor connections (56.2%)
- Indirect routes (51.4%)
- No buses at needed times (51.4%)

#### 4.2 Affordability challenges:

- 23.2% of respondents have avoided using the bus due to high costs.
- Most desired affordability improvements include:
  - Simple fares (35.7%)
  - Automatic best-value pricing (33.1%)
  - Discounts for young/low-income groups (28.2%)

#### 4.3 Ticketing confusion:

- 36.6% have been unsure if their ticket is valid across different services
- 14.2% have avoided buses due to confusing ticketing

#### 4.4 Top safety issues include:

- Fear of crime/anti-social behaviour (51.4%)
- Poor lighting (33.1%)
- Isolated stops (25.2%)

#### 4.5 Accessing the network:

- 65.3% of respondents said easy access (low floors, ramps, wheelchair spaces) is one of the most important features when travelling by bus
- At bus stations, accessibility was also a priority: 45.1% selected it as one of the top five valued features

Among the top five improvements across the whole survey selected:

- Better-designed, safer, and more accessible bus stops and stations – chosen by 44.6%
- Modern, clean, and accessible buses – chosen by 44.6%

### 5. NEXT STEPS

- Consultants will review public feedback alongside previously considered options
- This analysis will inform the **draft strategy**, which will be presented to the Board and showcased at the **Southeast Scotland Transport Summit in December**

### 6. RECOMMENDATIONS

- Note the public feedback received.
- Remain engaged in the final stages of the Bus Strategy development.

Rachael Murphy  
**Strategy Manager**  
 26 September 2025

## Appendix 1: Regional Bus Strategy Consultation Questions

Policy Implications	The aspiration for a regional bus strategy to facilitate a World Class Bus Service aligns with objectives and actions in SEStran's Regional Transport Strategy and the National Transport Strategy 2.
Financial Implications	SEStran applied to and won £150k from the TS Community Bus Fund in November 2023, to fund the Regional Bus Strategy.
Equalities Implications	The Regional Bus Strategy will support the equalities objectives in the Regional Transport Strategy. Without this work, there is a risk that a key facilitator of equalities is impinged.
Climate Change Implications	The aspiration for a regional bus strategy will support and positively impact on SEStran's Climate. Without improving our public transport offering, we risk increased private car use and corresponding worsening climate.



## SEStran Regional Bus Strategy - Public Survey

### **Be part of shaping the future of buses in South East Scotland**

**We're delighted to invite you to take part in a survey that will help shape an ambitious new Strategy for how buses serve people and places across our region.**

**Buses play a vital role in our communities: they connect places, provide access to jobs, education, healthcare, and leisure, and are essential in tackling inequalities and climate change. However, many people across the South East of Scotland still face barriers when it comes to travelling by bus.**

**We are developing the SEStran Regional Bus Strategy, which seeks to address these challenges.**

**Our vision is:**

***"To provide a high quality, affordable, accessible and available bus network for the whole region which is fully integrated with other forms of transport and increases passenger numbers and passenger satisfaction, to support the social, environmental and inclusive economic development of the region."***

### **About SEStran**

**SEStran (South East of Scotland Transport Partnership) is the statutory Regional Transport Partnership for eight local authorities: City of Edinburgh, Clackmannanshire, East Lothian, Falkirk, Fife, Midlothian, Scottish Borders, and West Lothian. To find out more about SEStran and our current transport projects, please visit [sestran.gov.uk/about-us/](https://sestran.gov.uk/about-us/).**

### **About This Survey**

- Most questions are multiple choice, but some invite written comments.**
- If you need assistance completing this form or require it in a different format or if you prefer to respond by phone, please contact SEStran by emailing [rachael.murphy@sestran.gov.uk](mailto:rachael.murphy@sestran.gov.uk) or calling 0131 524 5150.**
- You can submit your responses until the end of 25th August 2025.**

### **Confidentiality**

**Your participation in this survey is entirely voluntary. To take part, you must be aged 16 or over and live in, work in, or regularly travel in South East Scotland. The survey will ask for your views on bus services and, optionally, some demographic information (such as age, gender, ethnicity, health, and sexual**

orientation) to help ensure responses reflect the whole community. You are free to skip these questions or select 'prefer not to say'.

***Who sees your responses?***

SEStran has commissioned the transport consultancies SYSTRA Ltd and Stantec UK Ltd to deliver this survey and analyse the anonymised data. Survey responses will be reported only in aggregate—neither SEStran, SYSTRA, nor Stantec will be able to identify you personally.

***Data protection and your rights***

We are committed to handling your information in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and the Market Research Society Code of Conduct. We do not request any personally identifiable information, and all responses are anonymised upon submission. Only aggregated, non-identifiable data will be shared with SEStran or project partners, or used in reporting. Because responses cannot be linked to individuals after submission, it is not possible to delete a submission or grant a request to view individual answers once the survey is completed.

You may withdraw from the survey at any point before submitting your responses.

This survey does not ask for any personally identifiable information, and we kindly ask that you do not include names or any information that could identify yourself or another individual in your responses. If you do provide personal data in a free-text field, it will be identified and removed from the dataset before analysis and reporting, wherever possible, in accordance with our privacy policy and the requirements of the UK GDPR and Data Protection Act 2018.

Please read the [Survey Privacy Notice](#) for full details about how your data will be used, stored, and your rights.

\* 1. **Consent to Proceed:** To continue, please confirm that you understand how your data will be used and consent to take part in this survey. You will have the option to provide, or opt out of providing, demographic and special category data as outlined in the [Survey Privacy Notice](#).

- ☐ Yes, I consent to participate
- ☐ No, I do not consent (you will not proceed further)

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Section 1: About You and your Travel

2. What is your age group? (Please select one option)

- ☐ Under 16 (If you are 15 or under, you are not eligible to participate.)
- ☐ 16-17
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65-74
- ☐ 75-84
- ☐ 85+
- ☐ Prefer not to say

3. Which of the following describes your current work, study, training or caring situation?  
(Please select all that apply)

- ☐ Paid Work (full time, part time, including as an employee, self-employed or freelance)
- ☐ Other Work (e.g. volunteering, family business)
- ☐ On a Government sponsored training scheme
- ☐ Unemployed, looking for a job
- ☐ Unemployed, not looking for a job
- ☐ Retired
- ☐ On maternity or paternity leave
- ☐ Looking after home or family
- ☐ Caring for someone (for example, a child, relative, or person at home)
- ☐ Long-term sick or disabled
- ☐ Student
- ☐ Prefer not to say
- ☐ None of the above

4. Which type of area do you live in? (Please select one option)

- ☐ City
- ☐ Town
- ☐ Village
- ☐ Rural
- ☐ Prefer not to say

5. In which council area do you live? (Please select one option)

- ☐ City of Edinburgh
- ☐ Clackmannanshire
- ☐ East Lothian
- ☐ Falkirk
- ☐ Fife
- ☐ Midlothian
- ☐ Scottish Borders
- ☐ West Lothian
- ☐ I do not live in Scotland
- ☐ Prefer not to say
- ☐ Another area of Scotland (please specify)

6. Which council area(s) do you regularly travel in or through? (Please select all that apply)

- ☐ City of Edinburgh
- ☐ Clackmannanshire
- ☐ East Lothian
- ☐ Falkirk
- ☐ Fife
- ☐ Midlothian
- ☐ Scottish Borders
- ☐ West Lothian
- ☐ A neighbouring local authority
- ☐ I do not travel in or around the South East of Scotland (this will end the survey)
- ☐ Prefer not to say
- ☐ Another area (please specify):





11. Main reason for using public transport (Please select all that apply)

- ☐ I do not use public transport
- ☐ Commuting to work
- ☐ Education/training
- ☐ Shopping
- ☐ Healthcare or medical appointment
- ☐ Leisure/social activities
- ☐ Visiting friends/family
- ☐ Volunteering
- ☐ Caring for others
- ☐ Prefer not to say
- ☐ Other (please specify)

12. How likely are you to recommend bus services in South East Scotland to others?  
(Please select one number on the scale below)

0 = Not at all likely      5 = Neither likely nor unlikely      10 = Extremely likely

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**SECTION 2: MAIN TOPICS IN THE REGIONAL BUS STRATEGY**

**This part of the survey covers the main topics that the new Regional Bus Strategy will address. Each represents way of improving bus travel for passengers and communities. You will also have a chance to share your general thoughts about bus services in an open comment section at the end of the survey.**

**Please answer these questions based on your experiences in South East Scotland.**

**Some questions (marked \*) will need to be completed before moving onto the next page, although most questions can be left blank if you prefer to skip them. As a reminder, please do not include names or other information that could identify you or another individual in your responses.**

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LEVEL OF SERVICE OF BUSES

**Level of service means how well bus times and routes meet people's needs in terms of day-to-day operation — such as how often buses run (frequency), how many places they serve (coverage), how close and easy buses are to access, the days and times buses are available, and whether journeys are direct or require changes. Good bus services make it easier to get to work, school, healthcare, and other places, but in some areas services can be limited, less frequent, or hard to reach.**

13. Have any of the following ever made you avoid using the bus, or meant you were unable to complete a journey by bus? (Please select all that apply)

- ☐ Buses do not run frequently enough
- ☐ No buses at the times I need (e.g. evenings, Sundays, early mornings)
- ☐ Routes are not direct enough (require long or multiple changes)
- ☐ Poor connections with other buses or transport modes
- ☐ There are no buses at all where I live or where I need to go
- ☐ Bus stop is too far away
- ☐ Buses are much slower than car
- ☐ No, I have not avoided or been unable to complete a journey because of these
- ☐ I have not tried to use the bus
- ☐ Other (please specify)

14. Thinking about the issues above, how often have you avoided using the bus or been unable to complete a journey for any of these reasons in the past 12 months? (Please select one option)

- ☐ Nearly every time
- ☐ More than half the time
- ☐ Less than half the time
- ☐ Once or twice
- ☐ Never
- ☐ Haven't used the bus in the last 12 months

15. If the issues you selected above were resolved, do you think you would use the bus more often? (Please select one option)

- ☐ Yes, much more
- ☐ Yes, a little more
- ☐ No, it wouldn't change
- ☐ Not sure / Not applicable

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IMPROVE AFFORDABILITY OF BUS TRAVEL

**Our research in South East Scotland suggests that bus fares can be seen as too high in some areas, are sometimes confusing, and not everyone knows how to get best value tickets. This makes it hard for some people—especially those on lower incomes—to use buses. Making fares fairer and simpler can help more people travel affordably. People’s experience of this will vary across the South East of Scotland, depending on where they live and travel.**

16. Have you ever avoided using the bus because it was too expensive for your journey?  
(Please select one option)

- ☐ Yes, often
- ☐ Yes, sometimes
- ☐ No
- ☐ Not sure

\* 17. What are the top five things that would make bus travel more affordable for you?  
(Please select **up to five** options)

- ☐ Simple fares that are easy to understand (e.g. one price per area/zone)
- ☐ Automatic best-value prices (never paying more than a daily/weekly cap)
- ☐ No extra cost for changing between buses
- ☐ Low-cost or free connections between bus and other public transport
- ☐ Discounted or free travel for young people, older people, or lower incomes
- ☐ Fares that are competitive with car or parking costs
- ☐ Easy ways to buy tickets (cash, card, mobile)
- ☐ Help finding or applying for discount/free fares
- ☐ Other (please specify)

- ☐ None of the above

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NETWORK PERFORMANCE AND STABILITY

**Our research suggests that buses work best when they are reliable, on time, and follow predictable routes and timetables. However, traffic delays, unexpected problems, and frequent timetable or route changes can disrupt services—often making journey times unpredictable or leading to cancellations. Some areas have much more reliable service than others, and it's not always easy for passengers to keep up with changes or understand why they happen. We believe improving reliability and keeping routes and times stable could help more people feel confident using buses for everyday journeys.**

18. Have you ever avoided using the bus because you were worried that any of the following might happen? (Please select all that apply)

- ☐ Bus might not arrive on time
- ☐ Bus might be cancelled
- ☐ No, I have never avoided the bus because of these worries
- ☐ Not sure
- ☐ Other (please specify)

19. Have you experienced any of the following because bus services (routes, timetables, etc.) were changed or removed? (Please select all that apply)

- ☐ I started using the bus more often
- ☐ My journeys became easier or more convenient
- ☐ My journeys became harder or more inconvenient
- ☐ I stopped using the bus for certain trips
- ☐ I stopped using the bus for most or all trips
- ☐ I noticed changes, but they didn't affect my travel
- ☐ I didn't notice any changes
- ☐ Not sure

20. Do you feel you have enough information about how well local bus services are performing, e.g. if they are mostly on time or often late? (Please select one option)

- ☐ Yes
- ☐ No
- ☐ Not sure / Neutral

\* 21. Please select up to three features that you consider most important for good bus services, in terms of network performance and stability. (Please select **up to three** options)

- ☐ Buses are on time
- ☐ Measures to keep buses moving during traffic
- ☐ Buses aren't cancelled mid-journey
- ☐ Bus journeys are quick
- ☐ Clear, up-to-date information on route changes
- ☐ Changes to routes/timetables aren't too frequent
- ☐ Passengers can give feedback on changes to bus services
- ☐ None of the above

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**TICKETING**

**Our research suggests that buying the right bus ticket can still be confusing in certain areas of South East Scotland, especially if your journey involves more than one company or type of transport. Modern features like contactless payment and automatic fare capping aren't available everywhere, and most tickets only work with one bus company. For people who don't use digital payments, it can be even harder to find or access the best value fares. Finding clear, simple information about all your ticket options can also be a challenge for many passengers.**

22. How easy is it to buy the right bus ticket? (Please select one option)

- ☐ Very easy
- ☐ Quite easy
- ☐ Not sure / Neutral
- ☐ Quite difficult
- ☐ Very difficult

23. Have you ever been unsure if your ticket is valid on a certain bus or by another bus company? (Please select one option)

- ☐ Yes, often
- ☐ Yes, sometimes
- ☐ Rarely
- ☐ Never

24. Have you ever avoided using the bus because ticketing was too confusing for your journey? (Please select one option)

- ☐ Yes, frequently
- ☐ Yes, sometimes
- ☐ No, never
- ☐ Not sure



\* 25. Which of these ticketing features are most important to you? (Please select **up to three** options)

- ☐ One ticket for different bus companies
- ☐ One ticket for bus, rail, and tram
- ☐ Automatic fare capping (never pay more than the best value fare)
- ☐ Clear information on all ticket options in one place
- ☐ Flexible tickets if your plans change
- ☐ Easy ways to get tickets without a smartphone or internet
- ☐ None of the above

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**VISUAL IDENTITY OF THE BUS NETWORK**

**In South East Scotland, different bus companies and buses working in different areas often look and feel separate. Having the same style of signs, colours, and information at stops and on buses could make it easier to recognise which services work together, helping people use the bus network with more confidence.**

26. Have you ever been confused by different brands, signs, or styles of information when choosing which bus/stop to use? (Please select one option)

- ☐ Yes, often
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

27. If all bus operators in your area used the same colours, branding, and information for routes that work together, how helpful would this be for you? (Please select one option)

- ☐ Very helpful
- ☐ Quite helpful
- ☐ Not sure / Neutral
- ☐ Not very helpful
- ☐ Not at all helpful

28. Would this make you more likely to use buses? (Please select one option)

- ☐ Much more likely
- ☐ A little more likely
- ☐ No difference
- ☐ A little less likely
- ☐ Much less likely
- ☐ Not sure

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INFORMATION, CUSTOMER SERVICE, AND FEEDBACK

**Clear information and customer service make using buses much easier, building people's confidence to travel and improving services. Our research suggests that in South East Scotland, people sometimes find it confusing or difficult to get up-to-date information, contact the right person for help, or know how to give feedback that will be listened to—especially as things can vary between operators and areas.**

29. How easy is it for you to find reliable, up-to-date information about bus travel in your area? (Please select one option)

- ☐ Very easy
- ☐ Quite easy
- ☐ Not sure / Neutral
- ☐ Quite difficult
- ☐ Very difficult

30. Where do you usually look for information about buses **before you travel** (routes, times, fares, etc.)? (Please select all that apply)

- ☐ I don't usually look for information before I travel
- ☐ Bus operator website
- ☐ Physical timetables at stops
- ☐ Journey planning app/website (e.g., Google Maps, Apple Maps, Citymapper)
- ☐ Traveline Scotland app/website
- ☐ Printed leaflets or brochures
- ☐ I ask staff at a bus station or drivers
- ☐ I telephone a helpline
- ☐ Other (please specify)

31. If you travel by bus, do you usually check **live travel information** (such as arrivals, delays, or disruptions)? If so, how do you receive them? (Please select all that apply)

- ☐ I don't usually get live travel information
- ☐ At-stop live information displays/boards
- ☐ Traveline Scotland app/website
- ☐ Bus company app/website
- ☐ Social media (e.g., X/Twitter, Facebook)
- ☐ Journey planning app/website (e.g., Google Maps, Apple Maps, Citymapper)
- ☐ Text or email alerts
- ☐ Other (please specify)

32. If you needed help or wanted to give feedback, how easy would it be to contact customer service and get a useful answer? (Please select one option)

- ☐ Very easy
- ☐ Quite easy
- ☐ Not sure / Neutral
- ☐ Quite difficult
- ☐ Very difficult
- ☐ I would not know how to contact customer service or provide feedback

33. Have you ever tried to contact a bus company's customer service team or provided feedback? If yes, how did you do it? (Please select all that apply)

- ☐ I have not contacted customer service or given feedback
- ☐ Phone
- ☐ Email
- ☐ Social media (e.g., Twitter, Facebook)
- ☐ Online chat via website/app
- ☐ In person at a customer service desk
- ☐ Feedback form on website/app
- ☐ Other (please specify)

34. If you were to give feedback about bus services, how confident are you that it would be listened to and make a difference? (Please select one option)

- ☐ Very confident
- ☐ Quite confident
- ☐ Not sure / Neutral
- ☐ Not very confident
- ☐ Not at all confident

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**BUS DRIVERS**

**Bus drivers do much more than drive—they help keep journeys safe, friendly, and reliable. Most people in South East Scotland are happy with their bus drivers, but experiences can vary and driver shortages sometimes affect services. The way drivers interact with passengers, handle problems, and support those with additional needs can make a real difference to your journey.**

35. Has a bus driver's attitude ever affected your decision to use the bus (positively or negatively)? (Please select one option)

- ☐ Yes, encouraged me to use the bus more often
- ☐ Yes, discouraged me from using the bus
- ☐ Yes, both encouraged and discouraged me at different times
- ☐ No, it has not influenced my decision
- ☐ Not sure / Neutral

36. Is there anything you would like to tell us about your experiences with bus drivers, or anything that could improve your experience with them?

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**BUS STOPS, BUS STATIONS, AND PARK AND RIDES**

**Bus stops, stations, interchanges, and mobility hubs are key places where people start, end, or change their journeys—connecting with buses and other ways of travelling like trains, cycling, or cars. Well-designed, accessible, and safe sites (with features like shelters, live information, and good lighting) make journeys easier and more attractive. The quality and location of these facilities can influence whether people choose to travel by bus, especially if they need to change between services or modes.**

37. Thinking about the bus stops in your area: Overall, how satisfied are you with these facilities? (Please select one option)

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Dissatisfied
- ☐ Very dissatisfied
- ☐ Not sure / Neutral

\* 38. What are the top five features you value most at bus stops? (Please select **up to five** options)

- ☐ Close to my start/destination
- ☐ Shelter
- ☐ Seating
- ☐ Good lighting
- ☐ Live travel information
- ☐ Clear signs
- ☐ Accessibility for wheelchairs, prams, etc
- ☐ Cycle parking
- ☐ Walking/cycling links
- ☐ Cleanliness and maintenance
- ☐ Safety and security (good lighting, CCTV, emergency help points)
- ☐ None of the above

39. Thinking about the bus stations in your area: Overall, how satisfied are you with these facilities? (Please select one option)

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Dissatisfied
- ☐ Very dissatisfied
- ☐ Not sure / Neutral

\* 40. What are the top five features you value most at bus stations? (Please select **up to five** options)

- ☐ Close to my start/destination
- ☐ Indoor waiting area with seating
- ☐ Toilets
- ☐ Live travel information
- ☐ Clear signs
- ☐ Accessibility for wheelchairs, prams, etc
- ☐ Shops/cafés/services
- ☐ Cleanliness and maintenance
- ☐ Safety/security (e.g. CCTV, good lighting, staff, emergency help points)
- ☐ Easy connections to other public transport (e.g. rail, trams)
- ☐ Cycle parking
- ☐ Car parking
- ☐ Taxi rank
- ☐ None of the above
- ☐ Other (please specify)

\* 41. A Park and Ride site lets you park your car or bike and then take a bus for the rest of your journey. Have you ever used a Park and Ride in the South East of Scotland? (Please select one option)

- ☐ Yes, often
- ☐ Yes, occasionally
- ☐ No, but there is one in my area
- ☐ No, there is not one in my area
- ☐ Not sure

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42. Which Park and Ride(s) have you used? (Please select all that apply)

- ☐ Ingliston Park & Ride (City of Edinburgh)
- ☐ Hermiston Park & Ride (City of Edinburgh)
- ☐ Straiton Park & Ride (Midlothian)
- ☐ Wallyford Park & Ride (East Lothian)
- ☐ Sheriffhall Park & Ride (Midlothian)
- ☐ Ferrytoll Park & Ride (Fife)
- ☐ Halbeath Park & Ride (Fife)
- ☐ I don't use Park and Ride
- ☐ Other (please specify)

43. How would you rate your overall experience? (Please select one option)

- ☐ Very positive
- ☐ Positive
- ☐ Neutral
- ☐ Negative
- ☐ Very negative



\* 44. What matters most at a Park and Ride for you? (Please select **up to five** options)

- ☐ Location
- ☐ Connecting bus frequency
- ☐ Variety of routes / bus services available
- ☐ Parking cost
- ☐ Facilities (waiting/toilets)
- ☐ Safety/security
- ☐ Ticket purchase
- ☐ Live travel information
- ☐ Electric Vehicle charging
- ☐ None of the above
- ☐ Other (please specify)

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45. What are your reasons for not using these sites?

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**BUS FLEETS**

**Bus fleets are essential for providing comfortable, reliable, and sustainable bus services. Modern, clean, and accessible buses make journeys more pleasant and help reduce pollution.**

46. How would you rate the overall quality of buses (the vehicles themselves) in your area?  
(Please select one option)

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Very poor
- ☐ Not sure / No recent experience

\* 47. When travelling by bus, which features are most important to you? (Please select **up to five** options)

- ☐ Clean and well-kept buses
- ☐ Easy access (low floors, ramps, wheelchair spaces)
- ☐ Comfortable seating and good environment
- ☐ Environmentally friendly (low/zero emissions)
- ☐ Wi-Fi or USB charging
- ☐ Reliable and efficient operation
- ☐ Live travel information on board (audio/visual)
- ☐ Security and safety (CCTV, lighting)
- ☐ Space for buggies, luggage, folding bikes
- ☐ Ability to take bicycles on board
- ☐ Other (please specify)

- ☐ None of the above

48. How important is it to you that bus services reduce their environmental impact (e.g., by using electric buses)? (Please select one option)

- ☐ Very important
- ☐ Quite important
- ☐ Neutral / No opinion
- ☐ Not very important
- ☐ Not at all important

49. How would you rate the accessibility of buses currently operating in your area (ramps, step-free access, clear info, space for wheelchairs etc)? (Please select one option)

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Very poor
- ☐ Not sure / No recent experience

50. Have you noticed any recent changes in bus quality, features, or comfort in your area? (Please select one option)

- ☐ Yes, improvements
- ☐ Yes, reductions in quality
- ☐ Both improvements and reductions
- ☐ No significant changes
- ☐ Not sure

SEStran Regional Bus Strategy - Public Survey

**SAFETY, SECURITY, AND INCLUSION**

**A safe, inclusive, and accessible bus network is vital so that everyone—regardless of age, ability, or background—can travel confidently. Currently, challenges like personal safety concerns (especially at night), harassment, lack of accessibility, unclear information, and high fares can prevent some people from using buses. By tackling these barriers, we can help to ensure public transport is welcoming and practical for all, helping people connect to jobs, services, and their communities.**

51. How safe do you feel when using the bus in your area **during the day**?

- ☐ I do not use the bus during the day
- ☐ Very safe
- ☐ Quite safe
- ☐ Neutral
- ☐ Quite unsafe
- ☐ Very unsafe

52. How safe do you feel when using the bus in your area **in the evening or at night**:

- ☐ I do not use the bus in the evening/night
- ☐ Very safe
- ☐ Quite safe
- ☐ Neutral
- ☐ Quite unsafe
- ☐ Very unsafe

53. Which of the following have ever made you feel unsafe or put you off using the bus?  
(Please select all that apply)

- ☐ I do not use the bus
- ☐ Poor lighting at stops or on the way to/from bus stops
- ☐ Isolated stops or lack of staff
- ☐ Harassment, discrimination, or hate crime
- ☐ Fear of crime or anti-social behaviour
- ☐ Buses or stops not accessible for my needs
- ☐ Lack of clear information or language barriers
- ☐ High cost of travel
- ☐ Pavement or footpath quality getting to stops
- ☐ Other (please specify)

- ☐ None of the above

54. Have you ever experienced or witnessed any of the following while using the bus?  
(Please select all that apply)

- ☐ Unwanted sexual behaviour
- ☐ Harassment, discrimination, or hate crime
- ☐ Assault, threat, or violence
- ☐ Feeling unable to get help or support when needed
- ☐ Difficulties due to language or information not being accessible
- ☐ Physical barriers (e.g. steps, lack of ramps, poor footpaths)
- ☐ Problems with cost, frequency, or service withdrawal
- ☐ Other (please specify)

- ☐ I have not experienced or witnessed any of these

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CUSTOMER CHARTER

**A Customer Charter sets out the promises and standards that bus operators make to passengers, so you know what service to expect and what your rights are if things go wrong. Currently, each bus company in South East Scotland has its own charter, which can be confusing for passengers. Creating a single, regional Customer Charter could make things clearer and more consistent for everyone, but it would require overcoming challenges to bring standards into line across all operators.**

55. Have you ever read or used a bus Customer Charter? (Please select one option)

- ☐ Yes, I have read or used one
- ☐ I have seen one but never used it
- ☐ No
- ☐ Not sure

56. What should a Customer Charter have to give you confidence in bus services? (Please select all that apply)

- ☐ I am not interested in a Customer Charter
- ☐ Clear information about my rights as a passenger
- ☐ Standards for reliability and punctuality
- ☐ How to give feedback or make a complaint
- ☐ Information about refunds, compensation, and lost property
- ☐ Commitments to support accessibility and inclusion
- ☐ Commitments to staff training and behaviour
- ☐ How performance (e.g. reliability) is measured and reported
- ☐ Standards for vehicle cleanliness and comfort
- ☐ Other (please specify)

57. How important is it to you that all bus operators have the same Customer Charter, instead of each having their own? (Please select one option)

- ☐ Very important
- ☐ Quite important
- ☐ Not very important
- ☐ Not important at all
- ☐ Not sure / Neutral



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**SECTION 3: ROUNDUP QUESTIONS**

**We are close to the end of the survey, please help us round up your thoughts with the following questions.**

**As a reminder, please do not include names or other information that could identify you or another individual in your responses.**

\* 58. Thinking about all the topics discussed in the previous sections, please select the five most important improvements for you or your community to improve bus services. (Please select **up to five** options)

- ☐ More frequent, widely available, and direct bus services
- ☐ More reliable services with fewer cancellations and delays
- ☐ More affordable fares
- ☐ Simpler, more flexible, and better-integrated ticketing
- ☐ Consistent branding and information across the network (buses, bus stops, signage), where buses work together
- ☐ Clear, up-to-date information and customer support
- ☐ Higher standards of bus driver professionalism and helpfulness
- ☐ Better-designed, safer, and more accessible bus stops and stations
- ☐ Modern, clean, and accessible buses
- ☐ Improved safety, security, and inclusion for all passengers
- ☐ Better measurement and reporting of bus service performance
- ☐ Clear service standards and commitments through a customer charter
- ☐ None of the above

59. If you'd like, please tell us why you chose your top priorities, suggest any other ways bus services could be improved, or share the single biggest change you'd like to see.

60. Is there anything else you would like to tell us about bus services, before the survey finishes?

61. How did you hear about this survey? (Please select all that apply)

- ☐ Word of mouth
- ☐ Direct contact from SEStran
- ☐ LinkedIn
- ☐ Facebook
- ☐ Press (newspaper, radio, online news, etc.)
- ☐ SEStran website
- ☐ Instagram
- ☐ Other (please specify)

- ☐ None of the above

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SECTION 4: EQUALITIES MONITORING QUESTIONS

**The following questions help us understand the diversity of participants and ensure we are reaching all groups and improving equality of access to services. Answering is voluntary; you may select “prefer not to say” or leave answers blank at any time. Please do not include names or other information that could identify you or another individual in your responses.**

62. What is your gender? (Please select one option)

- ☐ Male
- ☐ Female
- ☐ Non-binary
- ☐ Prefer not to say
- ☐ Prefer to self-describe (please specify)

63. Do you consider yourself to be trans, or have a trans history? This includes anyone whose gender is different from the sex assigned at birth. (Please select one option)

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

64. What is your ethnic group? (Please select one option)

- ☐ White Scottish
- ☐ Other White British
- ☐ White Irish
- ☐ Gypsy/Traveller
- ☐ White Polish
- ☐ Roma
- ☐ Showperson
- ☐ Other White (please specify below)
- ☐ Mixed or multiple ethnic group (please specify below)
- ☐ Pakistani, Pakistani Scottish or Pakistani British
- ☐ Indian, Indian Scottish or Indian British
- ☐ Bangladeshi, Bangladeshi Scottish or Bangladeshi British
- ☐ Chinese, Chinese Scottish or Chinese British
- ☐ Other Asian (please specify below)
- ☐ African, African Scottish or African British
- ☐ Other African (please specify below)
- ☐ Caribbean, Caribbean Scottish or Caribbean British
- ☐ Black, Black Scottish or Black British
- ☐ Other Caribbean or Black (please specify below)
- ☐ Arab, Arab Scottish or Arab British
- ☐ Other Ethnic Group (please specify below)
- ☐ Prefer not to say

Other (please specify)

65. Do you have any health conditions or disabilities lasting 12 months or more? If yes, does this limit your day to day activities? (Please select one option)

- ☐ Yes, limited a lot
- ☐ Yes, limited a little
- ☐ No
- ☐ Prefer not to say

66. What religion, religious denomination or body do you belong to, if any? (Please select one option)

- ☐ None
- ☐ Church of Scotland
- ☐ Roman Catholic
- ☐ Other Christian
- ☐ Buddhist
- ☐ Hindu
- ☐ Jewish
- ☐ Muslim
- ☐ Sikh
- ☐ Pagan
- ☐ Prefer not to say

Other religion or body (please specify)

67. Which of the following best describes your sexual orientation? (Please select one option)

- ☐ Heterosexual / Straight
- ☐ Gay or Lesbian
- ☐ Bisexual
- ☐ Other sexual orientation
- ☐ Prefer not to say



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Thank You - Please Click Done

**Thank you for taking part in our survey, please click 'done' below to submit the survey. Once the survey has been submitted you cannot change your responses.**

**As a reminder, if you have any questions about the survey please contact Rachael Murphy, Strategy Manager at SEStran by emailing:  
[rachael.murphy@sestran.gov.uk](mailto:rachael.murphy@sestran.gov.uk)**

**Information about the Regional Bus Strategy will be available on the [SEStran website](#) later this year.**