

Buses: What you told us

In August 2025, we ran a public consultation about buses in the SEStran region to help shape our new bus strategy. We received over 5,000 responses, mostly from people who use buses regularly. This factsheet summarises the key findings.

What matters most to passengers

People's top priorities are clear: they want buses that are more frequent, more reliable and more direct. Passengers also really value modern, clean vehicles and clear information, simple and affordable tickets.

85% want more frequent, widely available and direct buses

53% want more reliable services with fewer cancellations and delays

45% highlighted the importance of modern, clean and accessible buses

Who responded

Most responses came from people who already use buses regularly:

17% travel by bus five or more days a week

20% use buses 3–4 times a week

23% use buses 1–2 times a week

This means the results reflect the views of current users, highlighting what matters most to those who rely on buses for daily life.

Why people use buses

People use buses for a wide range of reasons, but leisure, shopping, and visiting friends or family are the most common. Commuting and healthcare trips also feature strongly.

67% leisure / social activities

51% shopping

46% visiting friends / family

Why some avoid bus travel

The biggest barriers to bus use are infrequent services, indirect routes and a lack of buses at key times. Many people also find connections with other transport poor, and say that buses are often slower than driving.

59% said buses don't run frequently enough

56% said routes aren't direct

51% said there are no buses at the times they need



Ticketing improvements

People want ticketing to be simpler and more flexible, with strong support for automatic fare capping and integrated tickets across different modes and operators.

50% want automatic fare capping (never pay more than best value fare)

45% want one ticket for bus, rail and tram

34% want one ticket for different bus companies

Bus stops and on-board features

At bus stops, shelter, live travel information, and seating are the most valued features, alongside cleanliness and a sense of safety.

On board, passengers value clean, comfortable buses above all, with reliable operation, live information, and safety also seen as essential.



What makes a good bus service

Above all, people want buses to run on time. Quick journeys, clear information about changes, and minimal cancellations are also seen as key to a good service.

87% said punctuality is the most important feature

38% want quicker journeys

33% highlighted fewer mid-journey cancellations



What happens next?

These insights will help shape our regional bus strategy, ensuring it reflects the needs and priorities of the people who use buses most.

We'll continue working with operators, local authorities and communities to improve services across the SEStran region.