

6 BUS STRATEGY

Bus Strategy	SEA Objectives													
The LTP contains a public transport led approach to addressing the challenges and opportunities that face South Yorkshire over the next five years. Bus travel will remain the most significant and flexible form of public transport over the period of LTP No. 2 and beyond. Action Plans addressing different journey stages will make measurable improvements to secure patronage and tackle social exclusion by addressing customer priorities	1. Conserve and enhance biodiversity	2. Adopt the principle of no net loss of designated habitats, and attach the highest priority to conserving and improving designated sites	3. Reduce the negative impacts of the transportation network on air quality	4. Introduce measures that minimise noise impacts on people and property	5. Improve road safety and make people feel safer when using all forms of transport	6. Reduce levels of transport-related crime & fear of crime	7. Improve access to key services and facilities using sustainable modes of transport wherever possible	8. Encourage healthier lifestyles through travel choices	9. Minimise the impact of the transport network on the quality and quantity of the County's water resources	10. Reduce the contribution of transportation to greenhouse gases	11. Preserve and enhance the County's landscapes and townscapes	12. Preserve or enhance the County's cultural heritage, including architectural and archaeological assets	13. Preserve / promote those assets of economic value to an area	14. Promote regeneration in areas of low income and social exclusion
Sub-component/measure														
Journey Planning and Travel Information Provision														
Including: ensuring services meet changing needs, particularly as new jobs are created; greater stability to services and fares; increased customer access to travel information	0	0	0	0	+	0	0	0	0	+	0	0	+	+
Ticketing														
Improved availability of discounted tickets, lower cost personalised tickets, advance fare information	0	0	0	0	0	0	+/?	0	0	0	0	0	0/+	+

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Improvements to the waiting environment														
Development of interchanges and mini-interchanges, provision of shelters where appropriate	-/?	0	0	0	+	+/?	+	0	-/?	0	+/-	+/-	0	+
Improvements to safety and security	0	0	0	0	+	+	0	0	0	0	+/-	-/?	0	+
Improved journeys														
To include: bus priority measures, improved vehicle maintenance, accelerated vehicle replacement/refurbishment, provision of on-bus route maps and next stop announcements	0	0	+/?	+/?	+/?	0	+	0	+/?	+/?	0	0	+/?	+/?

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<p>Improve efficiency with which resources are used to finance the bus network and deliver improved services</p>														
<p>Voluntary partnerships</p>	o	o	+	o	o	o	+	o	o	+	o	o	+	?
<p>Statutory Quality Bus Partnerships under the Transport Act 2000</p>	o	o	+	o	o	o	+	o	o	+	o	o	+	+
<p>Statutory Quality Bus Contracts under the Transport Act 2000</p>	o	o	+	o	o	o	+	o	o	+	o	o	+	+

Key to perceived impacts: + positive; ++ very positive; - negative; ? unknown; o- no impact

SEA Objective:	1. Conserve and enhance biodiversity		Worksheet completed by and date:	Scott Wilson June 2005	
Plan strategic alternative or subcomponent	Description of value and vulnerability of the area likely to be affected	Description of the magnitude of the effects*	Level of certainty (high/medium/low) and associated comments	Description of mitigation and its implementation	Description of how the judgement was reached
Bus Strategy					
<i>Journey planning and travel information provision</i>	County-wide land bank – impacts on nature and biodiversity	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Ticketing</i>	County-wide land bank – impacts on nature and biodiversity	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Improvements to the waiting environment</i>	County-wide land bank – impacts on nature and biodiversity	Potential short to long-term effects associated with development of transport interchanges	Low to medium – subject to location and design of development	Incorporate promotion of conservation and enhancement of biodiversity into any scheme proposals	Qualitative assessment, workshop and professional judgement
<i>Improved journeys</i>	County-wide land bank – impacts on nature and biodiversity	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Improve efficiency with which resources are used to finance the bus network and deliver improved services</i>	County-wide land bank – impacts on nature and biodiversity	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
Qualitative summary	No significant impacts identified, other than potential effects as associated with major new infrastructure such as new transport interchanges. .			Assessment of significance	Low

SEA Objective:	2. Adopt the principle of no net loss of designated habitats, and attach the highest priority to conserving and improving designated sites		Worksheet completed by and date:	Scott Wilson June 2005	
Plan strategic alternative or subcomponent	Description of value and vulnerability of the area likely to be affected	Description of the magnitude of the effects	Level of certainty (high/medium/low) and associated comments	Description of mitigation and its implementation	Description of how the judgement was reached
Bus Strategy					
<i>Journey planning and travel information provision</i>	County-wide land bank – includes three cSACs in addition to SSSIs and other designated sites (high value)	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Ticketing</i>	County-wide land bank – includes three cSACs in addition to SSSIs and other designated sites (high value)	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Improvements to the waiting environment</i>	County-wide land bank – includes three cSACs in addition to SSSIs and other designated sites (high value)	No significant effects identified	Medium - assumes no major development of interchanges within designated sites	If cSAC likely to be affected, an Appropriate Assessment will be required, for any scale of works.	Qualitative assessment, workshop and professional judgement
<i>Improved journeys</i>	County-wide land bank – includes three cSACs in addition to SSSIs and other designated sites (high value)	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Improve efficiency with which resources are used to finance the bus network and deliver improved services</i>	County-wide land bank – includes three cSACs in addition to SSSIs and other designated sites (high value)	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
Qualitative summary	No significant impacts identified, other than potential effects associated with major new infrastructure such as new transport interchanges. .			Assessment of significance	Low to medium

SEA Objective:	3. Reduce the negative impacts of the transportation network on air quality		Worksheet completed by and date:	Scott Wilson June 2005	
Plan strategic alternative or subcomponent	Description of value and vulnerability of the area likely to be affected	Description of the magnitude of the effects	Level of certainty (high/medium/low) and associated comments	Description of mitigation and its implementation	Description of how the judgement was reached
Bus Strategy					
<i>Journey planning and travel information provision</i>	Local air quality – impacts on human health High value	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Ticketing</i>	Local air quality – impacts on human health High value	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Improvements to the waiting environment</i>	Local air quality – impacts on human health High value	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Improved journeys</i>	Local air quality – impacts on human health High value	Potential for medium to long-term positive effects where improved journeys result in modal shift away from private car use	Medium – subject to modal shift	None identified	Qualitative assessment, workshop and professional judgement
<i>Improve efficiency with which resources are used to finance the bus network and deliver improved services</i>	Local air quality – impacts on human health High value	Potential for medium to long-term positive effects where improved resourcing and provision of public transport services results in modal shift away from private car use	Medium – subject to modal shift	None identified	Qualitative assessment, workshop and professional judgement
Qualitative summary	Potential medium to long term positive effects associated with measures that encourage modal shift away from private car use and onto public transport			Assessment of significance	High

SEA Objective:	4. Introduce measures that minimise noise impacts on people and property		Worksheet completed by and date:	Scott Wilson June 2005	
Plan strategic alternative or subcomponent	Description of value and vulnerability of the area likely to be affected	Description of the magnitude of the effects	Level of certainty (high/medium/low) and associated comments	Description of mitigation and its implementation	Description of how the judgement was reached
Bus Strategy					
<i>Journey planning and travel information provision</i>	Urban areas and rural communities – impacts on quality of life due to noise impacts	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Ticketing</i>	Urban areas and rural communities – impacts on quality of life due to noise impacts	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Improvements to the waiting environment</i>	Urban areas and rural communities – impacts on quality of life due to noise impacts	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Improved journeys</i>	Urban areas and rural communities – impacts on quality of life due to noise impacts	Potential positive effects associated with improved bus maintenance and replacement of older road stock, however unlikely to be significant	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Improve efficiency with which resources are used to finance the bus network and deliver improved services</i>	Urban areas and rural communities – impacts on quality of life due to noise impacts	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
Qualitative summary	No significant effects identified			Assessment of significance	Low

SEA Objective:	5. Improve road safety and make people feel safer when using all forms of transport		Worksheet completed by and date:	Scott Wilson June 2005	
Plan strategic alternative or subcomponent	Description of value and vulnerability of the area likely to be affected	Description of the magnitude of the effects	Level of certainty (high/medium/low) and associated comments	Description of mitigation and its implementation	Description of how the judgement was reached
Bus Strategy					
<i>Journey planning and travel information provision</i>	All areas – impacts on human health -safety	Short to long-term positive effects associated with increased passenger knowledge, certainty and confidence in using public transport services	Medium	None identified	Qualitative assessment, workshop and professional judgement
<i>Ticketing</i>	All areas – impacts on human health -safety	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Improvements to the waiting environment</i>	All areas – impacts on human health -safety	Medium to long-term positive effects associated with more comfortable and secure waiting areas	Medium to high – subject to design of facilities	None identified	Qualitative assessment, workshop and professional judgement
<i>Improved journeys</i>	All areas – impacts on human health -safety	Potential short to long-term positive effects associated with improved passenger comfort and information and more reliable road stock	Medium to high	None identified	Qualitative assessment, workshop and professional judgement
<i>Improve efficiency with which resources are used to finance the bus network and deliver improved services</i>	All areas – impacts on human health -safety	No significant effects identified	Medium	None identified	Qualitative assessment, workshop and professional judgement
Qualitative summary	Potential effects associated with improved passenger facilities, information provision and improved road stock.			Assessment of significance	Medium

SEA Objective:	6. Reduce levels of transport-related crime and fear of crime.		Worksheet completed by and date:	Scott Wilson June 2005	
Plan strategic alternative or subcomponent	Description of value and vulnerability of the area likely to be affected	Description of the magnitude of the effects	Level of certainty (high/medium/low) and associated comments	Description of mitigation and its implementation	Description of how the judgement was reached
Bus Strategy					
<i>Journey planning and travel information provision</i>	All areas – impacts on human health - safety	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Ticketing</i>	All areas – impacts on human health - safety	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Improvements to the waiting environment</i>	All areas – impacts on human health - safety	Medium to long-term positive effects associated with more comfortable and secure waiting areas	Medium to high – subject to design of facilities	None identified	Qualitative assessment, workshop and professional judgement
<i>Improved journeys</i>	All areas – impacts on human health - safety	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Improve efficiency with which resources are used to finance the bus network and deliver improved services</i>	All areas – impacts on human health - safety	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
Qualitative summary	Potential positive effects associated with any measures to design out crime and to alleviate perceived fear of crime.			Assessment of significance	Low

SEA Objective:	7. Improve access to key services and facilities using sustainable modes of transport wherever possible		Worksheet completed by and date:	Scott Wilson June 2005	
Plan strategic alternative or subcomponent	Description of value and vulnerability of the area likely to be affected	Description of the magnitude of the effects	Level of certainty (high/medium/low) and associated comments	Description of mitigation and its implementation	Description of how the judgement was reached
Bus Strategy					
<i>Journey planning and travel information provision</i>	Urban and non-urban communities. Impacts on accessibility, communities and quality of life.	No significant effects identified	Medium – provision of better travel information may improve ease of use of services and hence indirectly improve accessibility	None identified	Qualitative assessment, workshop and professional judgement
<i>Ticketing</i>	Urban and non-urban communities. Impacts on accessibility, communities and quality of life.	Potential short to long-term benefits	Medium – ticketing measures need to be supported by provision of effective and appropriate bus services	None identified	Qualitative assessment, workshop and professional judgement
<i>Improvements to the waiting environment</i>	Urban and non-urban communities. Impacts on accessibility, communities and quality of life.	Medium to long-term benefits provision of interchanges, etc will facilitate use of bus services	Medium – subject to interchange facilities meeting requirements of all user groups	Ensure facilities accessible and appropriate for use by all user groups, including mobility/sensory impaired, older people, young families	Qualitative assessment, workshop and professional judgement
<i>Improved journeys</i>	Urban and non-urban communities. Impacts on accessibility, communities and quality of life.	Medium to long term benefits	Medium – subject to appropriate and effective service provision	Liase with user groups and service providers to ensure user group requirements are met and hence provide effective bus services	Qualitative assessment, workshop and professional judgement
<i>Improve efficiency with which resources are used to finance the bus network and deliver improved services</i>	Urban and non-urban communities. Impacts on accessibility, communities and quality of life.	Short to long-term benefits	Medium – subject to appropriate and effective service provision	Liase with user groups and service providers to ensure user group requirements are met	Qualitative assessment, workshop and professional judgement
Qualitative summary	Positive effects subject to identification of user group requirements and implementation of appropriate services to meet user group requirements.			Assessment of significance	High

SEA Objective:	8. Encourage healthier lifestyles through travel choice		Worksheet completed by and date:	Scott Wilson June 2005	
Plan strategic alternative or subcomponent	Description of value and vulnerability of the area likely to be affected	Description of the magnitude of the effects	Level of certainty (high/medium/low) and associated comments	Description of mitigation and its implementation	Description of how the judgement was reached
Bus Strategy					
<i>Journey planning and travel information provision</i>	Urban and non-urban communities	No significant effects identified. Potential benefits for those utilising bus services for leisure purpose (eg access to countryside)	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Ticketing</i>	Urban and non-urban communities	No significant effects identified. Potential benefits for those utilising bus services for leisure purpose (eg access to countryside)	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Improvements to the waiting environment</i>	Urban and non-urban communities	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Improved journeys</i>	Urban and non-urban communities	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Improve efficiency with which resources are used to finance the bus network and deliver improved services</i>	Urban and non-urban communities	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
Qualitative summary	No significant effects identified. Potential for benefits with respect to improving access to countryside and leisure facilities for walkers and cyclists			Assessment of significance	Low

SEA Objective:	9. Minimise the impact of the transport network on the quality and quantity of the County's water resources.		Worksheet completed by and date:	Scott Wilson June 2005	
Plan strategic alternative or subcomponent	Description of value and vulnerability of the area likely to be affected	Description of the magnitude of the effects	Level of certainty (high/medium/low) and associated comments	Description of mitigation and its implementation	Description of how the judgement was reached
Bus Strategy					
<i>Journey planning and travel information provision</i>	County-wide water resources	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Ticketing</i>	County-wide water resources	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Improvements to the waiting environment</i>	County-wide water resources	No significant effects identified, though potential for minor adverse impacts during construction of new interchanges	High	Ensure design and construction of new interchanges and associated facilities implements appropriate pollution control measures	Qualitative assessment, workshop and professional judgement
<i>Improved journeys</i>	County-wide water resources	No significant effects identified, though potential minor benefits associated with improved vehicle maintenance.	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Improve efficiency with which resources are used to finance the bus network and deliver improved services</i>	County-wide water resources	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
Qualitative summary	0 significant effects identified. Potential adverse impacts associated with construction of new interchanges would be mitigated by design and implementation of appropriate pollution control measures.			Assessment of significance	Low

SEA Objective:	10. Reduce the contribution of transportation to greenhouse gases		Worksheet completed by and date:	Scott Wilson June 2005	
Plan strategic alternative or subcomponent	Description of value and vulnerability of the area likely to be affected	Description of the magnitude of the effects	Level of certainty (high/medium/low) and associated comments	Description of mitigation and its implementation	Description of how the judgement was reached
Bus Strategy					
<i>Journey planning and travel information provision</i>	Regional air quality – impacts on climate	Medium to long-term benefits where modal shift achieved through provision of services to meet user group needs	Medium – subject to modal shift being achieved	None identified	Qualitative assessment, workshop and professional judgement
<i>Ticketing</i>	Regional air quality – impacts on climate	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Improvements to the waiting environment</i>	Regional air quality – impacts on climate	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Improved journeys</i>	Regional air quality – impacts on climate	Potential medium to long-term benefits associated with replacement of older vehicles and introduction of lower emission technologies	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Improve efficiency with which resources are used to finance the bus network and deliver improved services</i>	Regional air quality – impacts on climate	Potential medium to long-term benefits where this results in improved services and modal shift away from private car use	Medium – subject to vehicle numbers, distances and speeds	None identified	Qualitative assessment, workshop and professional judgement
Qualitative summary	Potential medium to long-term benefits associated with improved vehicle maintenance, older vehicle replacement and, indirectly, through potential modal shift away from private car use.			Assessment of significance	Medium

SEA Objective:	11. Preserve and enhance the County's landscapes and townscapes		Worksheet completed by and date:	Scott Wilson June 2005	
Plan strategic alternative or subcomponent	Description of value and vulnerability of the area likely to be affected	Description of the magnitude of the effects	Level of certainty (high/medium/low) and associated comments	Description of mitigation and its implementation	Description of how the judgement was reached
Bus Strategy					
<i>Journey planning and travel information provision</i>	County-wide landscape and townscape value – rural and urban areas. Includes part of Peak District National Park.	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Ticketing</i>	County-wide landscape and townscape value – rural and urban areas. Includes part of Peak District National Park.	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Improvements to the waiting environment</i>	County-wide landscape and townscape value – rural and urban areas. Includes part of Peak District National Park.	Positive or negative effects on townscape associated with construction of new interchanges, etc	Low to medium- subject to design and location	Promote good urban design principles	Qualitative assessment, workshop and professional judgement
<i>Improved journeys</i>	County-wide landscape and townscape value – rural and urban areas. Includes part of Peak District National Park.	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Improve efficiency with which resources are used to finance the bus network and deliver improved services</i>	County-wide landscape and townscape value – rural and urban areas. Includes part of Peak District National Park.	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
Qualitative summary	No significant effects associated with "soft" measures. Potential positive or negative effects associated with new infrastructure such as interchanges, provision of security lighting, etc, subject to location of development.			Assessment of significance	Medium

SEA Objective:	12. Preserve or enhance the County's cultural heritage, including architectural and archaeological assets		Worksheet completed by and date:	Scott Wilson June 2005	
Plan strategic alternative or subcomponent	Description of value and vulnerability of the area likely to be affected	Description of the magnitude of the effects	Level of certainty (high/medium/low) and associated comments	Description of mitigation and its implementation	Description of how the judgement was reached
Bus Strategy					
<i>Journey planning and travel information provision</i>	Urban and rural built heritage and buried archaeology	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Ticketing</i>	Urban and rural built heritage and buried archaeology	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Improvements to the waiting environment</i>	Urban and rural built heritage and buried archaeology	Potential positive or negative effects associated with new interchanges and security measures	Medium – subject to design and location	Promote good urban design principles. Ensure any new construction compliments or enhances existing setting	Qualitative assessment, workshop and professional judgement
<i>Improved journeys</i>	Urban and rural built heritage and buried archaeology	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Improve efficiency with which resources are used to finance the bus network and deliver improved services</i>	Urban and rural built heritage and buried archaeology	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
Qualitative summary	No significant effects associated with "soft" measures. Potential positive or negative effects associated with new infrastructure such as interchanges, provision of security lighting, etc, subject to location of development. Possible opportunities to enhance existing setting			Assessment of significance	Medium

SEA Objective:	13. Preserve those assets of economic value to a area		Worksheet completed by and date:	Scott Wilson June 2005	
Plan strategic alternative or subcomponent	Description of value and vulnerability of the area likely to be affected	Description of the magnitude of the effects	Level of certainty (high/medium/low) and associated comments	Description of mitigation and its implementation	Description of how the judgement was reached
Bus Strategy					
<i>Journey planning and travel information provision</i>	County-wide employment areas, including commercial, industrial, agricultural, tourism, service industries and transport service provision High value	Medium to long-term benefits where service provision meets changing needs, including transport provision to new employment areas	Medium – subject to effective forward planning and collaboration between service providers and other stakeholders	Ensure effective communication between service providers and stakeholder groups to ensure services adapt to changing needs. Involve service providers in discussions relating to Travel Plans and with other agencies	Qualitative assessment, workshop and professional judgement
<i>Ticketing</i>	County-wide employment areas, including commercial, industrial, agricultural, tourism, service industries and transport service provision High value	No significant effects identified, though improved availability of weekly or seasonal tickets may promote usage and thus benefit transport service providers	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Improvements to the waiting environment</i>	County-wide employment areas, including commercial, industrial, agricultural, tourism, service industries and transport service provision High value	No significant effects identified	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Improved journeys</i>	County-wide employment areas, including commercial, industrial, agricultural, tourism, service industries and transport service provision High value	Potential short to long-term benefits associated with potentially fewer travel delays and possibly increased use of bus services with benefits for both users and transport service providers	High	None identified	Qualitative assessment, workshop and professional judgement
<i>Improve efficiency with which resources are used to finance the bus network and deliver improved services</i>	County-wide employment areas, including commercial, industrial, agricultural, tourism, service industries and transport service provision High value	Potential medium to long-term benefits associated with provision of improved services	Medium – subject to effective identification and provision of services that meet user requirements	Liase with user groups and with transport service providers to identify service requirements and ensure provision of effective and appropriate services.	Qualitative assessment, workshop and professional judgement
Qualitative summary	Potential benefits for transport service providers through encouraging use of bus services, and benefits for employment areas served by buses through improved service provision and reduction in travel delays.			Assessment of significance	Medium

SEA Objective:	14. Promote regeneration in areas of low income and social exclusion		Worksheet completed by and date:	Scott Wilson June 2005	
Plan strategic alternative or subcomponent	Description of value and vulnerability of the area likely to be affected	Description of the magnitude of the effects	Level of certainty (high/medium/low) and associated comments	Description of mitigation and its implementation	Description of how the judgement was reached
Bus Strategy					
<i>Journey planning and travel information provision</i>	Former coalfields areas, rural areas and deprived urban areas	Potential positive effects where services meet needs of these communities	Medium – subject to identification and provision of service that meet user requirements	Ensure liaison between service providers and user groups to identify service requirements	Qualitative assessment, workshop and professional judgement
<i>Ticketing</i>	Former coalfields areas, rural areas and deprived urban areas	Short to long-term positive effects through availability of affordable tickets, which will facilitate travel to employment areas and other services and may encourage movement of people/businesses into the area	Medium – subject to user groups wanting to use bus services – may depend on perceived security and suitability of services	Address needs of user groups and determine factors that would encourage use of buses	Qualitative assessment, workshop and professional judgement
<i>Improvements to the waiting environment</i>	Former coalfields areas, rural areas and deprived urban areas	Medium to long-term benefits where safe and comfortable and readily accessible facilities provided	Medium – subject to user groups wanting to use the bus services	Address needs of user groups and determine factors that would encourage use of buses	Qualitative assessment, workshop and professional judgement
<i>Improved journeys</i>	Former coalfields areas, rural areas and deprived urban areas	Potential short to long-term benefits where improved journeys increase usage and increase perception of accessibility in and out of area	Medium - subject to user groups wanting to use the bus services	Address needs of user groups and determine factors that would encourage use of buses	Qualitative assessment, workshop and professional judgement
<i>Improve efficiency with which resources are used to finance the bus network and deliver improved services</i>	Former coalfields areas, rural areas and deprived urban areas	Medium to long-term benefits where improved services enhance accessibility	Medium - subject to user groups wanting to use the bus services	Ensure liaison between service providers and user groups to identify service requirements. Address needs of user groups and determine factors that would encourage use of buses	Qualitative assessment, workshop and professional judgement
Qualitative summary	Potential benefits through improved accessibility (perceived and actual) of targeted areas, subject to needs of the community being addressed.			Assessment of significance	High