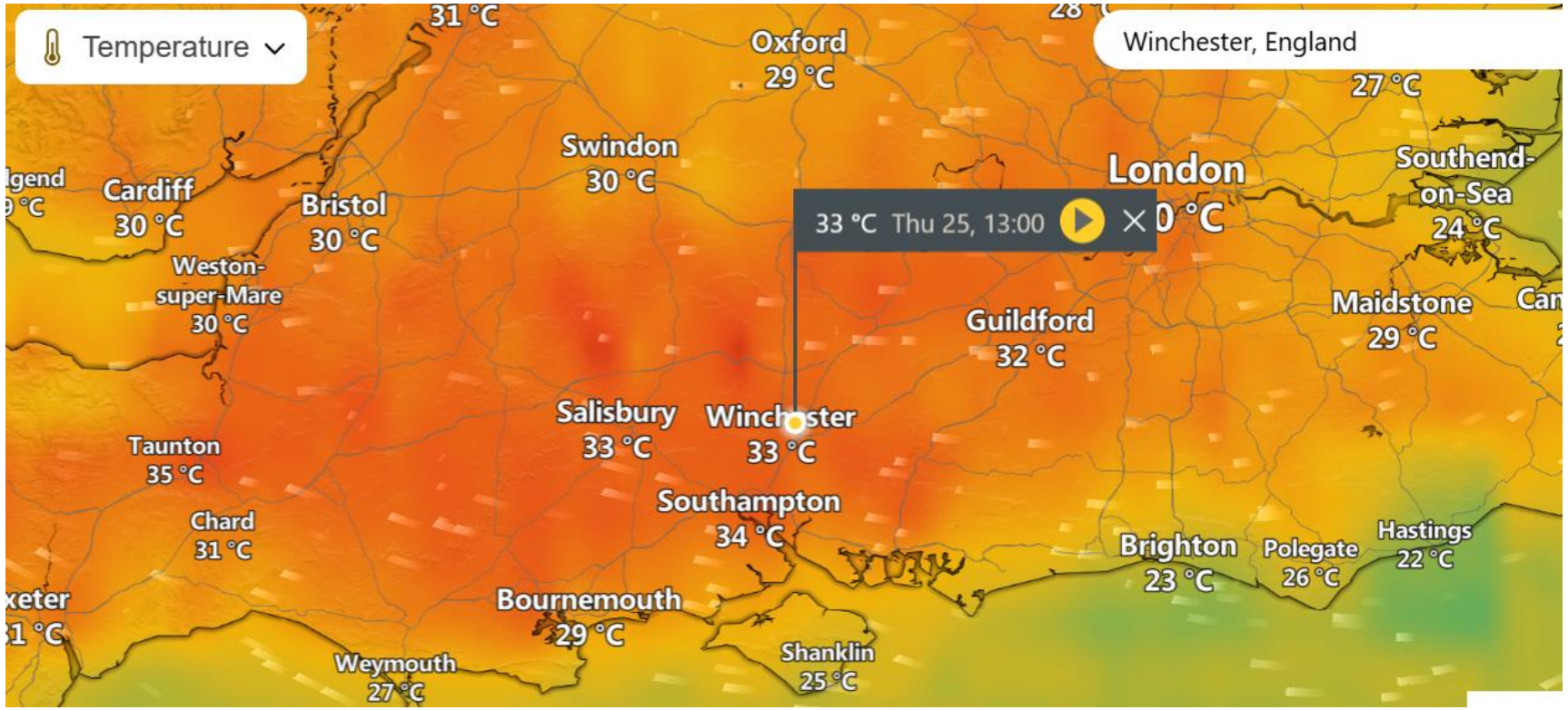
Making Buses Popular Again



Phil Gagg

WinACC
Winchester Action on the Climate Crisis

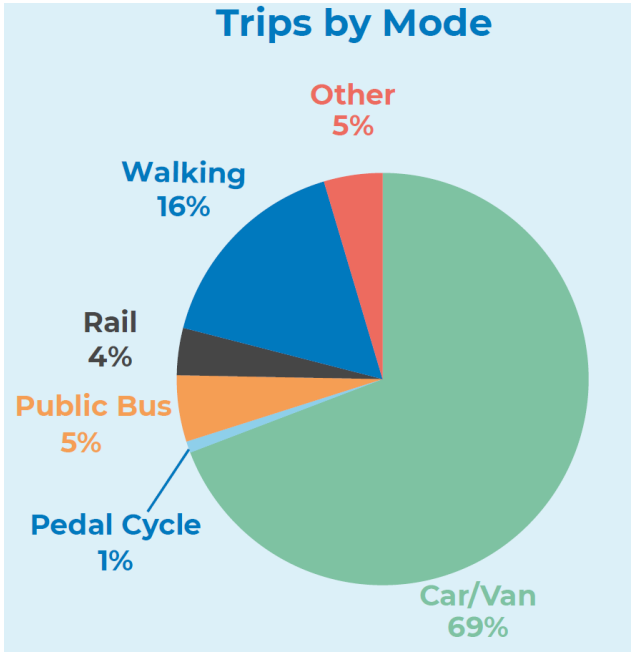
Increased bus use will help us tackle the climate crisis: temperatures on 25 June 2026



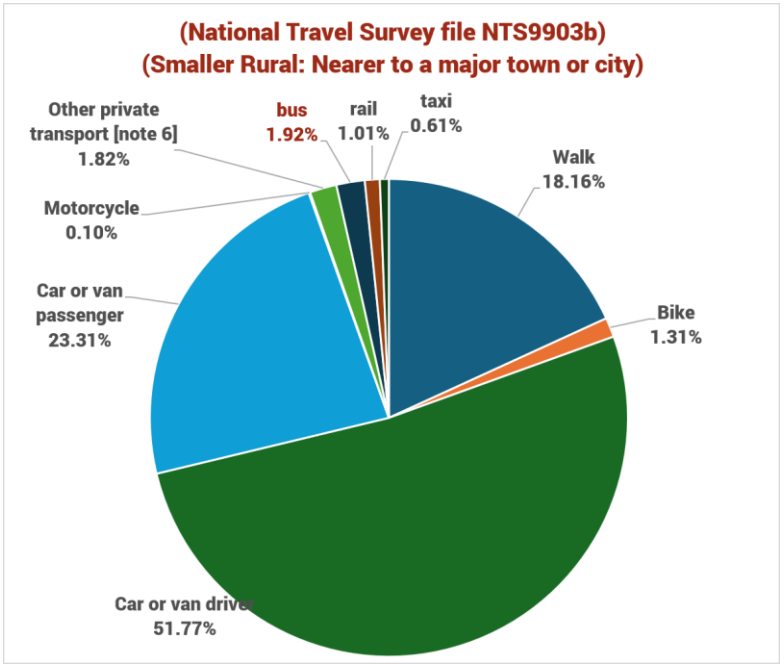
Transferring journeys from cars to well-filled buses saves 60% of emissions. More than half of Winchester District's emissions are from transport. Even after all transport is decarbonised a transfer to public transport will save similar proportions of energy.

Bus journeys: 2% share

Hampshire and the Solent (TfSE 2026)



Hampshire?



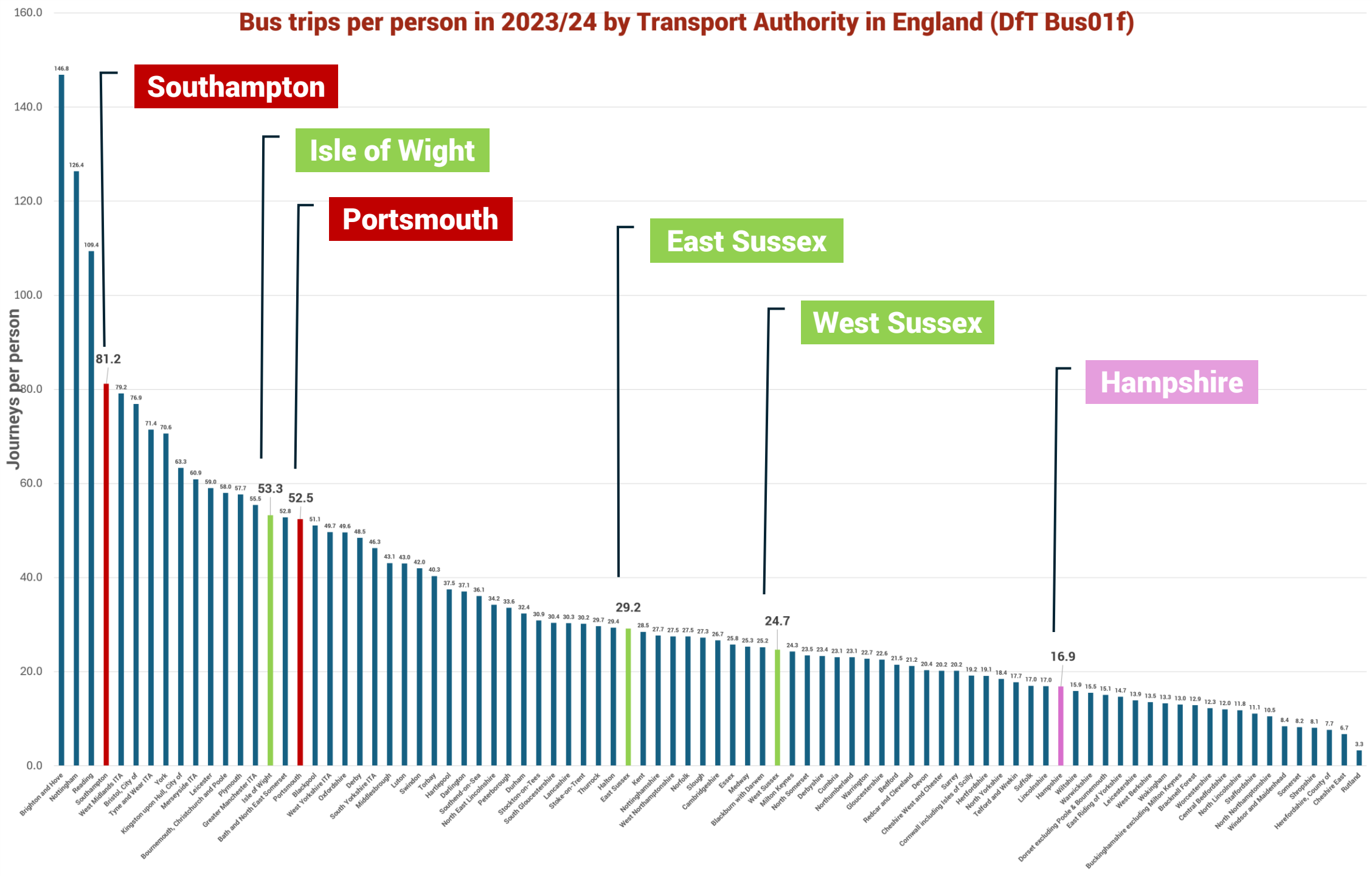
Transport for the South-East have done a travel survey for Hampshire and the Solent showing buses there deliver only 5% of the journeys. Hampshire is likely to reflect the pattern in areas classified as “Small rural: nearer to a major town or city” where buses deliver less than 2% of journeys.

The Bus Journey League Table



A good indicator of success of the bus service in an area is the Department for Transport's analysis of 'trips per person per year' in each transport authority area. At 16.9 trips per person in 2024/25 bus use in Hampshire was very low…

Bus trips per person in 2023/24 by Transport Authority in England (DfT Bus01f)

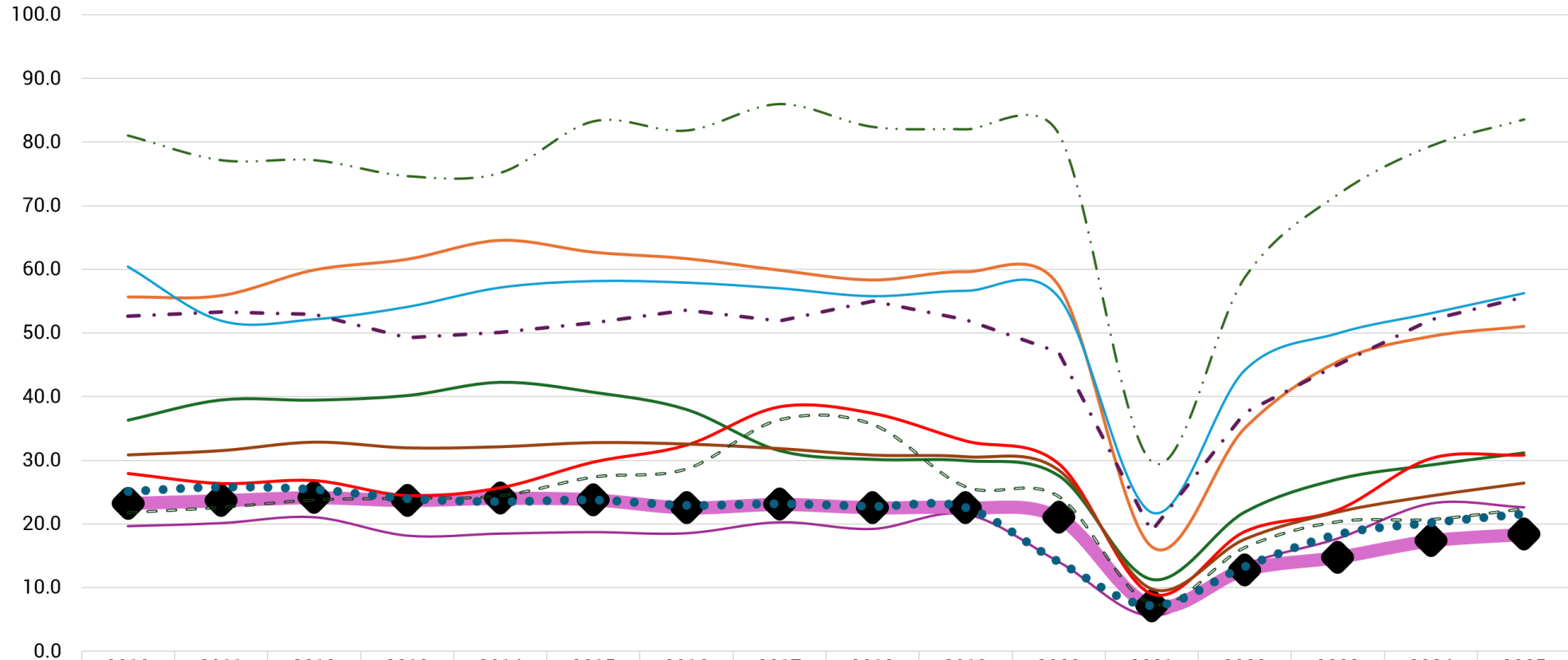


Hampshire is falling behind



Compared with other transport authorities Hampshire is recovering slowly from the reduction in passenger trips per person per year caused by Covid. Cornwall, for example, has now overtaken Hampshire. Similar areas like East and West Sussex achieve far more trips per person …

Bus trips per person per year in Hampshire and other areas

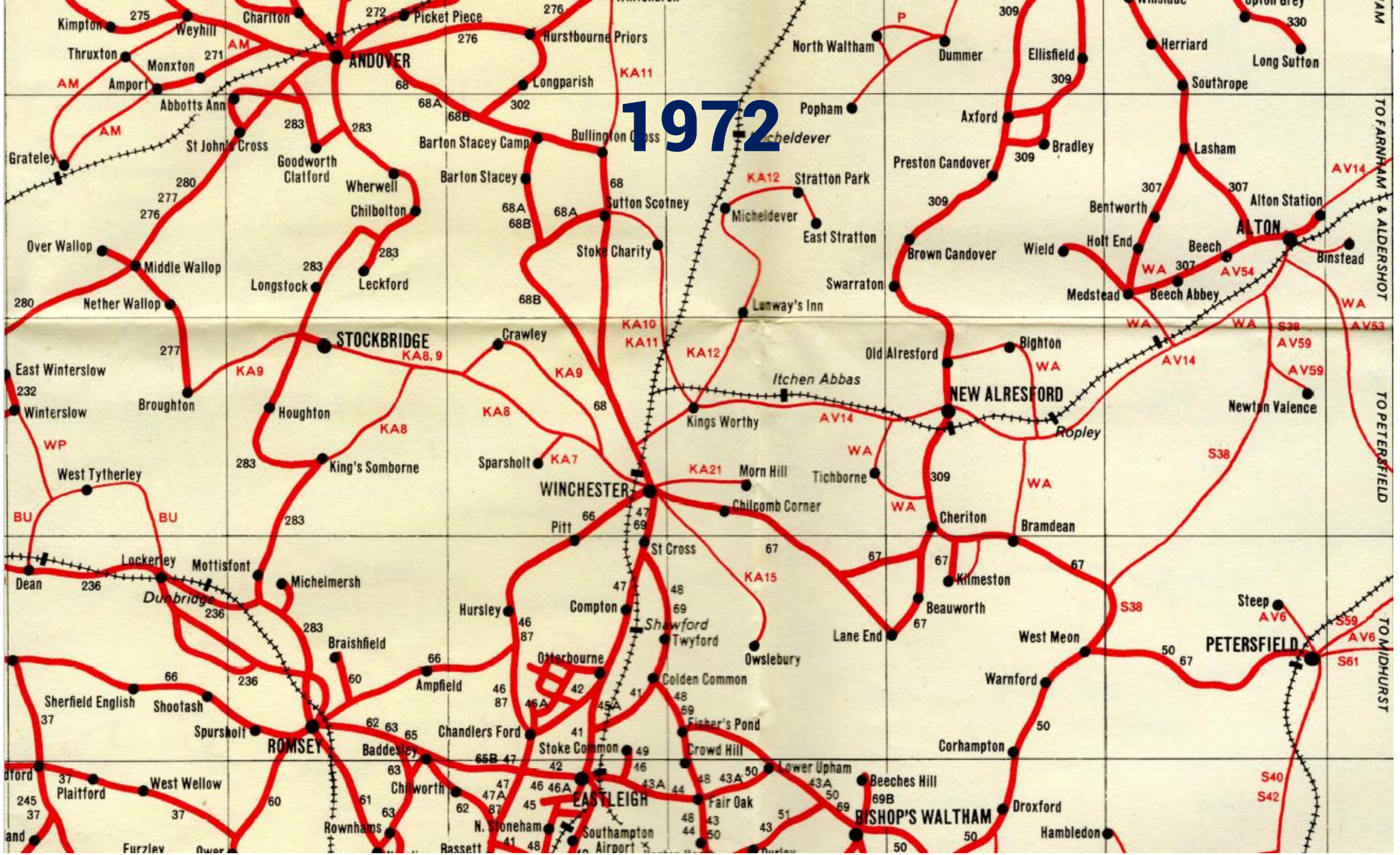


	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Cornwall including Isles of Scilly	19.6	20.1	21.0	18.1	18.5	18.7	18.5	20.2	19.2	21.5	14.0	5.6	13.5	17.7	23.2	22.6
Oxfordshire	56	56	60	62	65	63	62	60	58	60	57	16	35	45	49	51
East Sussex	36.3	39.5	39.4	40.2	42.2	40.7	38.0	31.5	30.1	29.9	27.6	11.3	21.9	27.0	29.3	31.2
Isle of Wight	60	52	52	54	57	58	58	57	56	57	56	22	44	50	53	56
Hampshire	23.2	23.7	24.2	23.7	24.1	23.8	22.6	23.1	22.6	22.6	21.0	7.1	12.8	14.8	17.4	18.4
South Gloucestershire	27.9	26.3	26.8	24.5	25.7	29.7	32.4	38.4	37.4	33.1	29.5	9.0	18.8	22.2	30.3	30.8
West Sussex	31	32	33	32	32	33	33	32	31	31	28	10	18	22	24	26.4
North Somerset	21.8	22.6	23.7	24.0	24.4	27.3	28.6	36.3	35.6	25.8	24.3	7.4	16.3	20.3	20.7	22.3
Surrey	25	26	25	24	23	24	23	23	23	23	14	7	13	18	20	22
Portsmouth	53	53	53	49	50	52	54	52	55	52	47	19	38	45	52	56
Southampton	81	77	77	75	75	83	82	86	82	82	81	30	59	72	79	84

Lost routes



Hampshire has lost many routes …


1972
ANDOVER
STOCKBRIDGE
WINCHESTER
ROMSEY
EASTLEIGH
NEW ALRESFORD
ALTON
PETERSFIELD
BISHOP'S WALTHAM
Kimpton
Weyhill
Charlton
Picket Piece
Thruxton
Monxton
Amport
Abbotts Ann
Hurstbourne Priors
Longparish
Grateley
St John's Cross
Goodworth Clatford
Wherwell
Barton Stacey Camp
Barton Stacey
Bullington Cross
Sutton Scotney
Chilbolton
Over Wallop
Middle Wallop
Nether Wallop
Longstock
Leckford
Stoke Charity
Popham
North Waltham
Dummer
Ellisfield
Herriard
Long Sutton
Southrope
Axford
Bradley
Preston Candover
Lasham
Bentworth
Alton Station
Holt End
Beech
Binstead
Wield
Brown Candover
Medstead
Beech Abbey
Swarraton
Lunway's Inn
Micheldever
Stratton Park
East Stratton
Crawley
Houghton
King's Somborne
Sparsholt
Broughton
East Winterslow
Winterslow
West Tytherley
Lockerley
Dean
Mottisfont
Michelmersh
Dunbridge
Braishfield
Sherfield English
Shootash
Spursholt
Ampfield
Chandlers Ford
Baddesley
Plaitford
West Wellow
Rownhams
N. Stoneham
Chilworth
Southampton Airport
Stoke Common
Otterbourne
Compton
Hursley
Pitt
St Cross
Twyford
Shawford
Colden Common
Fisher's Pond
Crowd Hill
Owslebury
Morn Hill
Kings Worthy
Itchen Abbas
Chilcomb Corner
Tichborne
Old Alresford
Bighton
Newton Valence
Ropley
Cheriton
Bramdean
Kilmeston
Beauworth
Lane End
West Meon
Warnford
Corhampton
Steep
Lower Upham
Beeches Hill
Fair Oak
Droxford
Hambledon
TO FARNHAM & ALDERSHOT
TO PETERSFIELD
TO MIDHURST


2025
X67
5
Amport
olderton
Grateley
ewton
ony
DRT
75
86
Sutton
Scotney
87
Middle
Wallop
86
75
South
Wonston
68
68
Crawley
Stockbridge
Kings
Worthy
Itchen Abbas
87/8
16
16
Winterslow
Sparsholt
77
King's
Somborne
West Tytherley
Farley
WINCHESTER
64
37
37
Lockerley
st Dean
Hursley
69
1
Whiteparish
Ampfield
66
Twyford
X7R
Romsey
Colden Common
4
5
Chandler's
Ford
69
West Wellow
North
Baddesley
Eastleigh
Lower Upham
X7R
5
2
3
Bishop's
Waltham
69
X7
Airport
Fair Oak
Horton
69
49
Alton
13
65
Chawton
13
East
Worldham
Four Marks
Selborne
64
New Alresford
67
Ropley Dean
38
Stagecoach
Cheriton
Bramdean
67
West Meon
Petersfield
38
67
East Meon
94
Buriton
37
AMK

Big Problems

Big Solutions ?

Rethink the bus network

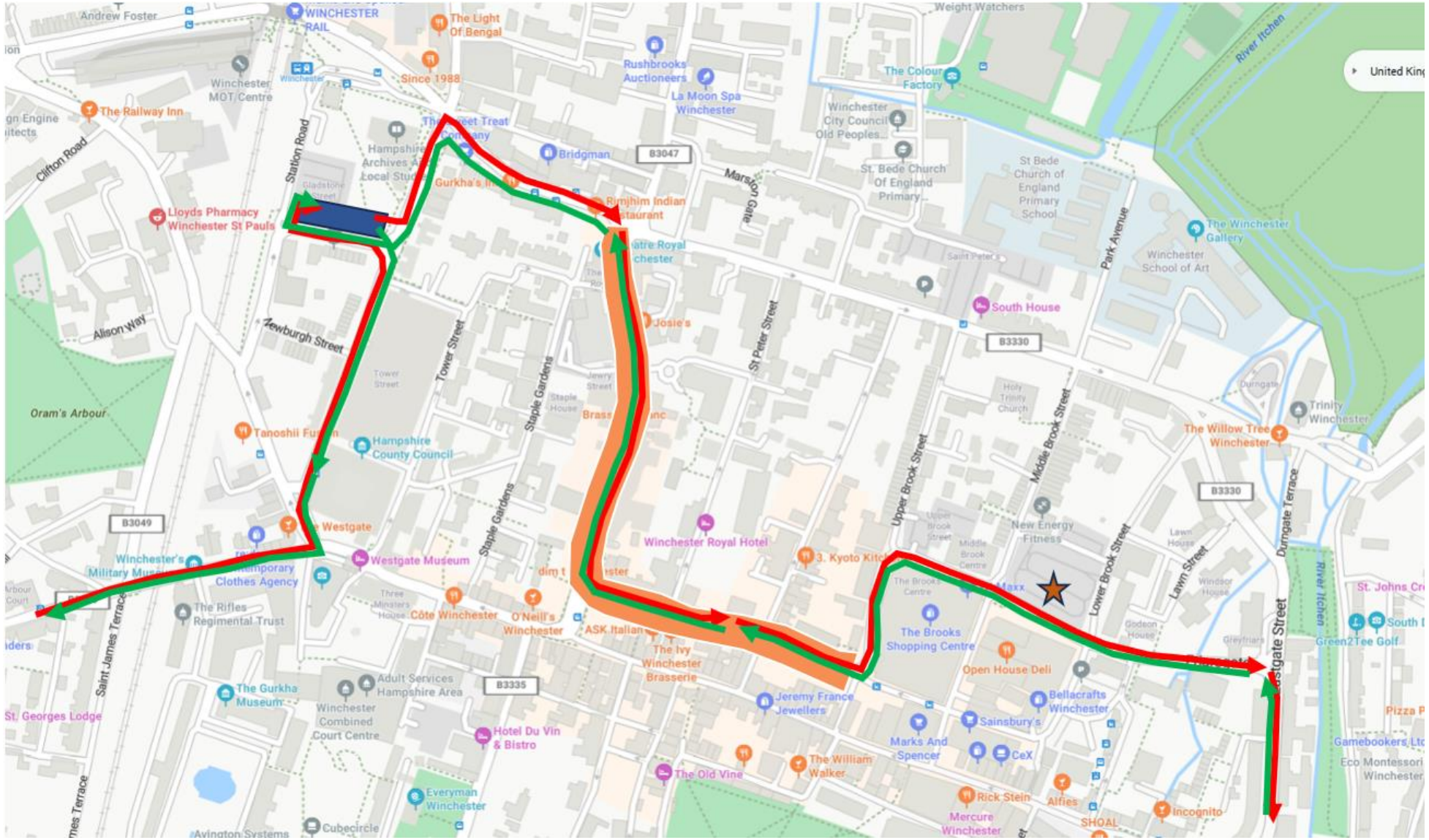
We need to research people's needs and find ways of meeting them:

- Link bus and rail routes and timetables to provide a maximum of through journeys
- Explore how bus routes can better reflect car use patterns
- Link with major employment, education, health, leisure facilities
- Reconfigure bus routes where desirable
- Monitor development plans and serve new developments
- Sort out fares

Traffic planning for buses

Bus flow needs to be the starting point for traffic design in the Winchester Movement Strategy:

- Good through bus routes
- Good interchange points
- Enable all bus routes (suitably revised) to serve both the town centre and railway station
- Prevent traffic jams from delaying buses by providing bus-only sections of road



Key

Public transport interchange
Bus interchange point

Eastbound
Westbound

Bus only zone

Meanwhile…

Adjust Existing Routes

We need to achieve a better balance between conflicting, competing needs:

- Fast end-to-end direct routes, with
- Diversions to go past where people live.

Over the years inconsistent routeing decisions have been made. For example, Winchester to Andover buses used to miss out the back roads of South Wonston. They now miss out Barton Stacey and Longparish entirely but serve every part of South Wonston. Does current practice achieve the right balance between the meeting the needs of through passengers for a quick journey, and the desire of local passengers for a short walk to a bus stop close to their home. Can both types of need be well-served, and which blend of approaches will attract most passengers?

1950

68
68A
68B

WINCHESTER—BULLINGTON—ANDOVER.
WINCHESTER—BARTON STACEY—ANDOVER.
WINCHESTER—CRAWLEY—ANDOVER.

Joint Service with Wilts & Dorset Motor Services Ltd.

68
68A
68B

		NSu	NSu			*S		*S		SS		SS	SS								
Winchester (Bus Station) dep		8 3	9 0	1015	11 0	...	1215	...	1 15	...	2 15	...	...	3 15	4 15	...	5 15	...	...	6 15	...	7 15
Stoney Lane ... ... "		8 11	9 8	1023	11 8	...	1223	...	1 23	...	2 23	...	...	3 23	4 23	...	5 23	...	...	6 23	...	7 23
Flowerdown (Main Gate) "		8 15	9 12	1027	1112	...	1227	...	1 27	...	2 27	...	...	3 27	4 27	...	5 27	...	...	6 27	...	7 27
Worthy Down ... ... "		...	9 17	1032	1117	...	...	...	1 32	...	...	...	...	3 32	4 32	...	5 32	...	...	6 32	...	...
Crawley Down ... ... "		8 23	...	...	...	...	1235	...	...	...	2 35	...	...	...	...	...	...	...	...	...	...	7 35
Sutton Scotney (C. and H.) "		...	9 25	1040	1125	...	...	...	1 40	...	...	...	...	3 40	4 40	...	5 40	...	...	6 40	...	...
Cocum Corner ... ... "		8 30	...	...	1129	...	1242	...	...	...	2 42	...	...	...	4 44	...	5 44	...	...	...	...	7 42
Barton Stacey ... ... "		8 36	...	...	1135	...	1248	...	...	...	2 48	...	...	...	4 50	...	5 50	...	...	...	...	7 48
Bullington Cross ... "		...	9 32	1047	...	...	...	...	1 47	...	...	...	...	3 47	...	...	...	...	...	6 47	...	...
Drayton Farm Camp ... "		8 39	9 38	1053	1138	12 5	1251	1 0	1 53	2 0	2 50	3 0	3 40	3 53	4 53	5 30	5 53	6 10	6 50	6 53	7 30	7 51
Longparish (George) ... "		8 46	9 45	11 0	1145	1212	1258	1 7	2 0	2 7	2 58	3 7	3 47	4 0	5 0	5 37	6 0	6 17	6 57	7 0	7 37	7 58
Andover (Bus Station) ... arr		8 56	9 55	1110	1155	1222	1 8	1 17	2 10	2 17	3 8	3 17	3 57	4 10	5 10	5 47	6 10	6 27	7 7	7 10	7 47	8 8

						NS		S	S	NS												
Winchester (Bus Station) dep		8 0	...	9 0	...	...	10 0	...	...	...	...	...	...	...	...							
Stoney Lane ... ... "		8 8	...	9 8	...	...	10 8	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Flowerdown (Main Gate) "		8 12	...	9 12	...	...	1012	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Worthy Down ... ... "		8 17	...	9 17	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Crawley Down ... ... "		...	...	...	...	...	1020	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Sutton Scotney (C. and H.) "		8 25	...	9 25	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Cocum Corner ... ... "		...	...	9 29	...	...	1027	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Barton Stacey ... ... "		...	...	9 35	...	...	1033	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Bullington Cross ... "		8 32	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Drayton Farm Camp ... "		8 38	8 50	9 38	9 50	1030	1036	1040	11 0	1110	...	...	...	...	...	...	...	...	...	...	...	...
Longparish (George) ... "		8 45	8 57	9 45	9 57	1037	1043	1047	11 7	1117	...	...	...	...	...	...	...	...	...	...	...	...
Andover (Bus Station) ... arr		8 55	9 7	9 55	10 7	1047	1053	1057	1117	1127	...	...	...	...	...	...	...	...	...	...	...	...

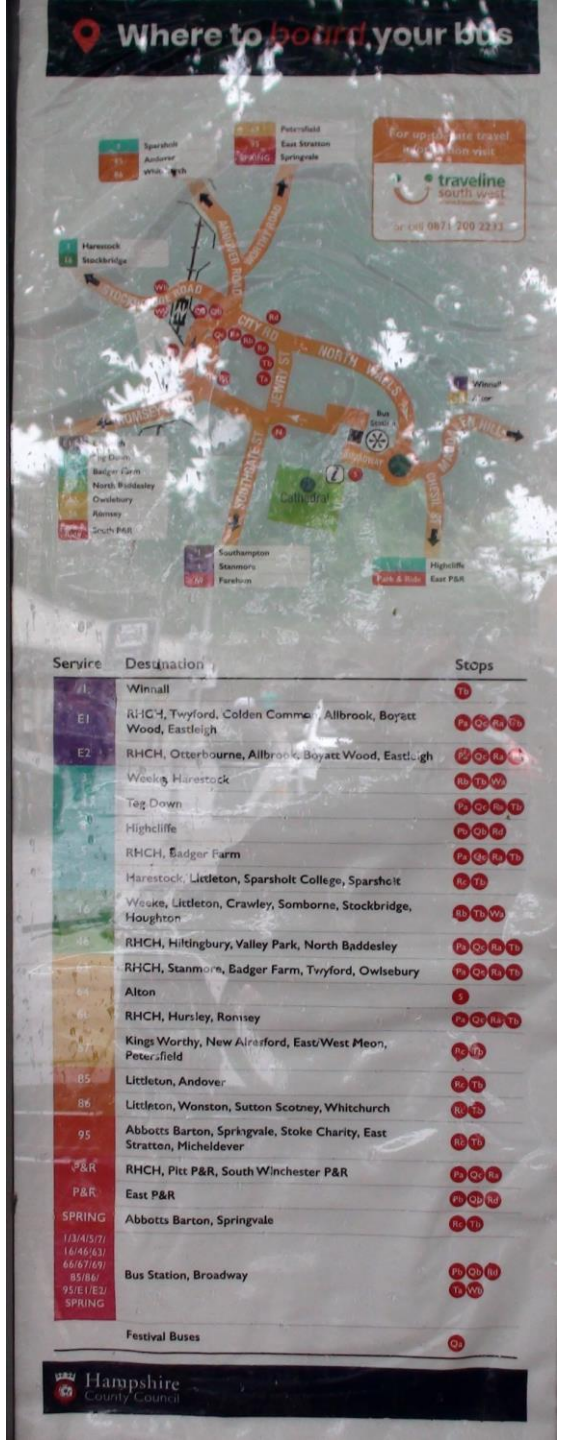
2026

			M-F					Sat & NColl	Coll		Sat & NColl	Coll	M-F	
Winchester Bus Station [D]	0645	0845	0945	1045	1145	1245	1345	1445	1445	1545	1645	1645	1745	1845
Winchester City Road [Rc]	0650	0850	0950	1050	1150	1250	1350	1450	1450	1550	1650	1650	1750	1849
Peter Symonds College	-	-	-	-	-	-	-	-	1457	-	-	1657	-	-
Winchester Flowerdown Barracks	0657	0857	0957	1057	1157	1257	1357	1457	1502	1557	1657	1702	1757	1855
South Wonston Primary School	0705	0905	1005	1105	1205	1305	1405	1505	1510	1605	1705	1710	1805	1902
Sutton Scotney Coach & Horses	0713	0913	1013	1113	1213	1313	1413	1513	1520	1613	1713	1720	1813	1909
London Road Admirals Way	0729	0929	1029	1129	1229	1329	1429	1529	1537	1629	1729	1737	1829	1925
Andover Bus Station	0734	0934	1034	1134	1234	1334	1434	1534	1543	1634	1734	1743	1834	1930

Refine Bus Information

- Is enough done to raise awareness of the bus services on offer?
- There is no longer a definitive map of bus services in Hampshire. While Google Maps contains details of departures from individual stops, there is a need for an overview (a map?) to help people plan journeys
- People sometimes know a service exists, but they still have difficulty finding the right stop. Too often, they give up and take a taxi.
- For example: potential passengers arriving at Winchester railway station may consider the information provided inaccurate and confusing, and may not even find it…

Next to the bus departure board, (that ignores many of the routes close by) on the left as passengers use the main station exit, is a poster that is now completely out of date and includes many services that no longer run. On most days because of the glare, it very difficult to read.

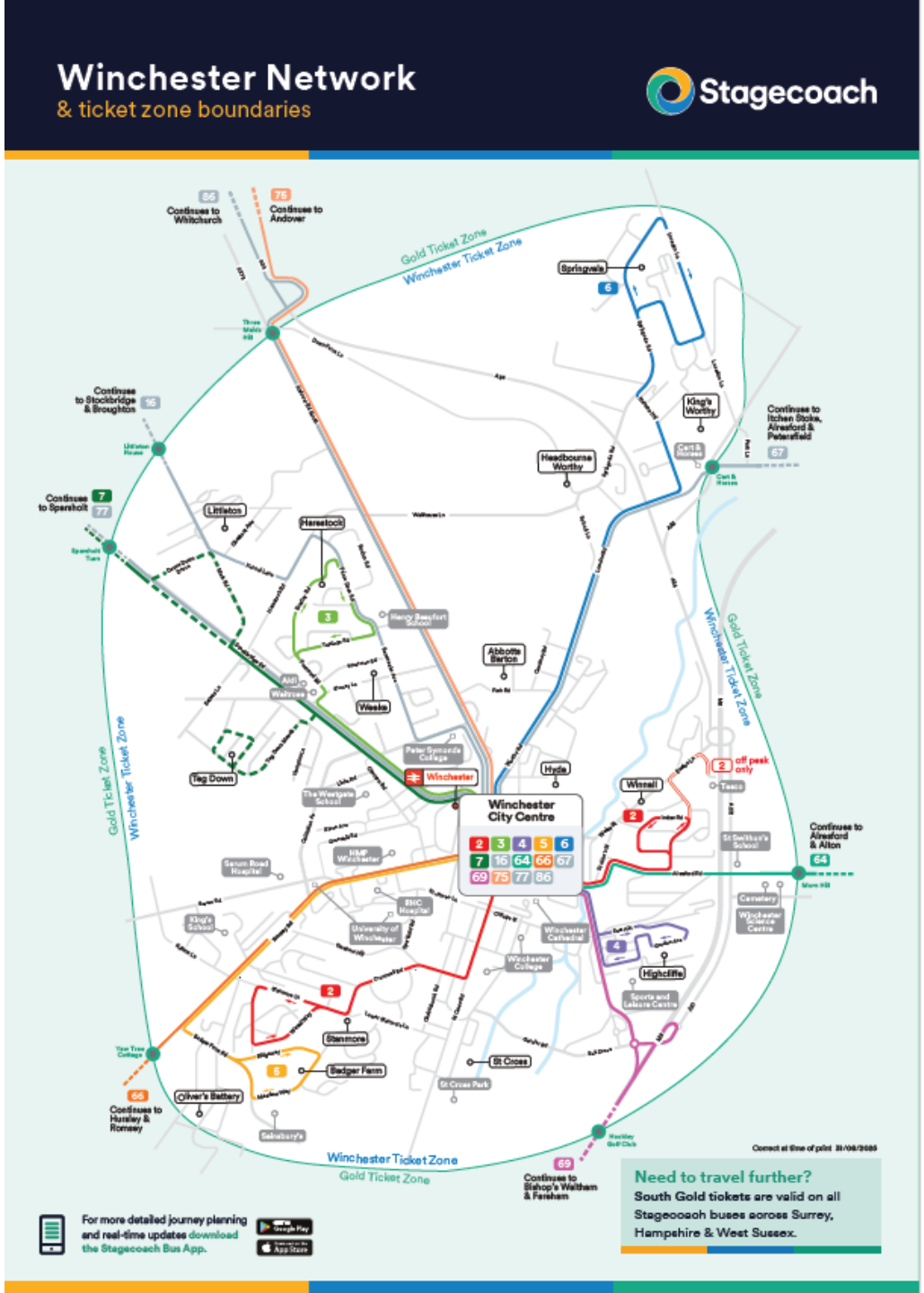


Half-way down Station Hill, hidden away in a bus shelter for buses going towards the bus station is a useful map of bus routes in Winchester. Unlike the internet version printed here, it also includes the Bluestar 1 route.

Unfortunately, it contains none of the necessary information on where to board buses. All the detail is obscured by the 'Winchester City Centre' square.

Even though the map shows information only about buses outbound
from the city centre it is in a shelter used only for inbound buses. It is of little use for people using the shelter and people for whom it will be most useful will not find it.

The map does not include route KB1



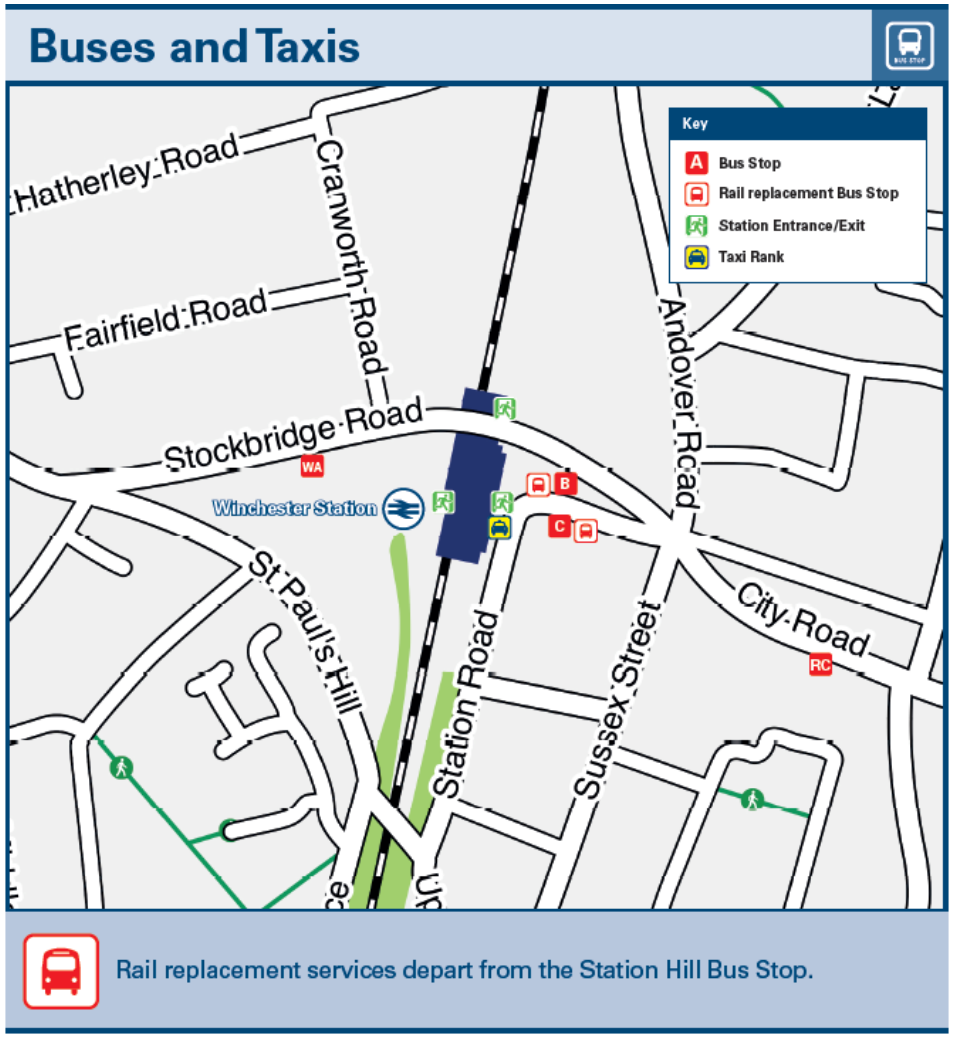
In three locations at the station is a map showing bus stops around the station and (next slide) carefully written details of bus services with an index of destinations.

There are some mistakes, possibly the result of the lack of definitive reference information. It is a pity it was not edited more rigorously.

The KB1 service is shown to use the wrong bus stop, and there should be some reference to the bus 69 service on Sundays.

Railway passengers might also need to know about route 2 buses to Stanmore and Winnall. Despite the 16-minute walk to Broadway, something about buses 4 (Highcliffe), 64 (Alton) and 69 (Fareham) would also be useful.

Cross-referencing the list of services, the notes and the stops on the map requires a level of persistence many people may not have.



Main destinations by bus

(Data correct at November 2025)

DESTINATION	BUS ROUTES	BUS STOP
● Abbotts Barton	6, 67*	RC
Abbottswood (Romsey)	66	C
Ampfield	66	C
Andover	75	RC
● Badger Farm	5	C
Bar End (Park & Ride)	WPR	B
Barfield (Park & Ride)	WPR	B
Bramdean	67*	RC
Chandlers Ford	1	N
Cheriton	67*	RC
Compton End South (Park & Ride)	WPR	C
Compton (nr Shawford)	1	N
Crawley	16*	RC
● Dean Lane Corner	3	WA
East Meon	67*	RC
Flowerdown (Sir John Moore Barracks)	75	RC
Fryern Hill	1	N

DESTINATION	BUS ROUTES	BUS STOP
	KB1	B
● Harestock	3, 7*	WA
	16*, 75	RC
Hursley	66	C
● Hyde	6, 67*	RC
Itchen Abbas & Itchen Stoke	67*	RC
Kings Somborne	16*	RC
● Kings Worthy	6, 67*	RC
● Littleton	7*	WA
	16*, 75	RC
New Alresford	67*	RC
Otterbourne	1	N
Petersfield	67*	RC
Pitt Park & Ride	5, 66, WPR	C
Romsey	66	C
● Royal Hampshire County Hospital	5, 66, WPR	C
Shawford	1	N
South Wonston	75	RC
Sparsholt	7*	WA

DESTINATION	BUS ROUTES	BUS STOP
● Springvale	6	RC
● Stanmore	5, 66	C
Stockbridge	16*	RC
Sutton Scotney	75	RC
West Meon	67*	RC
● Winchester City Centre & Bus Station	3, KB1, WPR	B
Woodley (Romsey)	66	C

Notes

● PlusBus destination, please see below for details.

Bus routes 1, 3, 5, 6, 66, 75 and WPR operate daily services, Mondays to Sundays.

Bus route KBR operates a Mondays to Saturdays service, only. No Sunday service.

For bus times and days of operation please contact Traveline on www.traveline.info or call: 0871 200 22 33

Direct trains operate to this destination from this Station.

It's a 15 minutes walk from Winchester station to the city centre, Bus Station and The Broadway, and an 8 minutes walk to Jewry Street for bus stop {N}, see Local area map for directions.

* Bus routes 7, 16 & 67 operate limited daytime services on Mondays to Saturdays, only. No evenings or Sundays services.

National Park South Downs National Park www.southdowns.gov.uk

It is a pity that the poster at the front of the station requires its readers to peer over people drinking coffee on the terrace of the café at the front of the station. The two posters in the subway are easier to read but will be hidden from railway passengers arriving on platform 2 from the north.

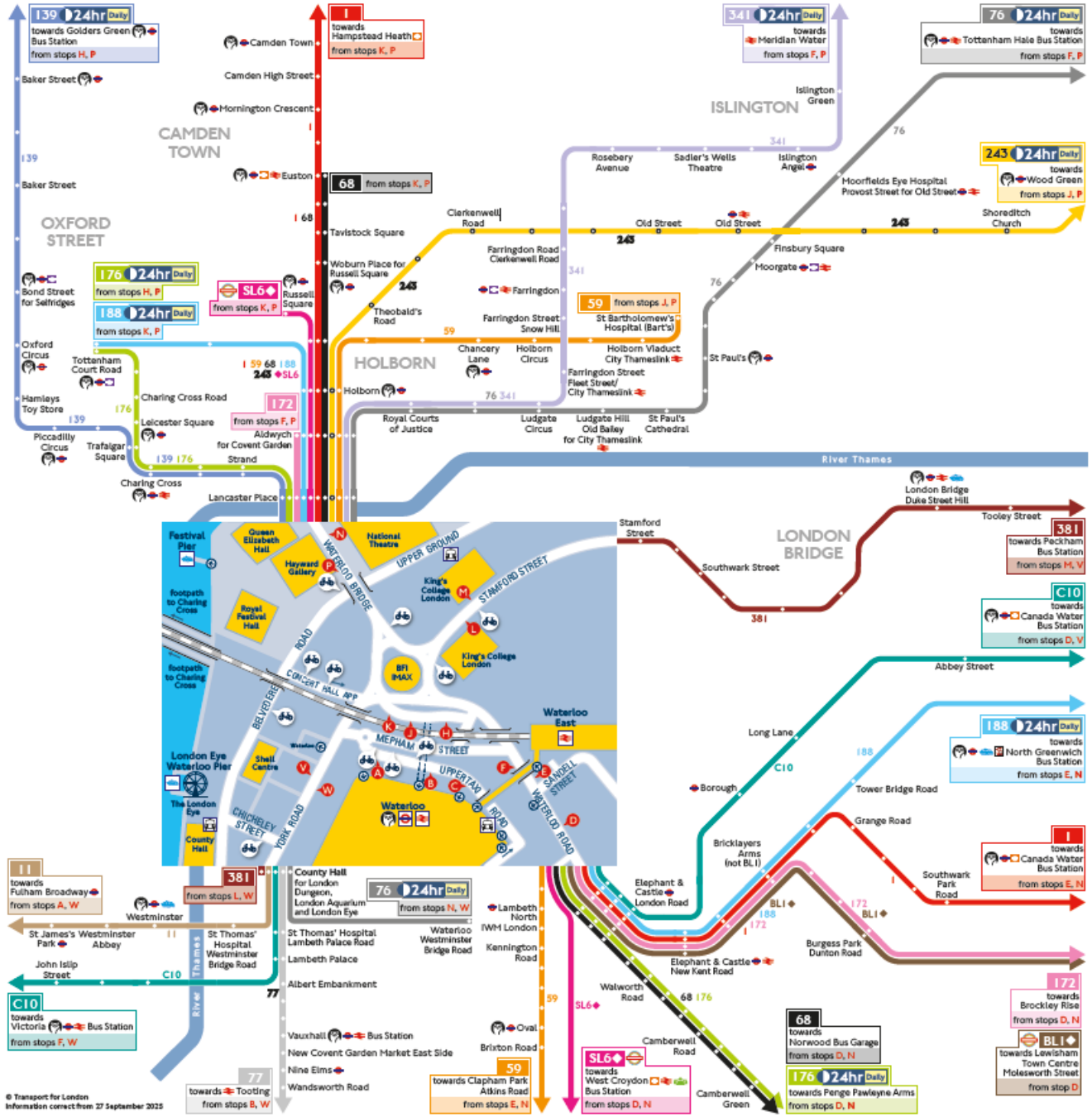


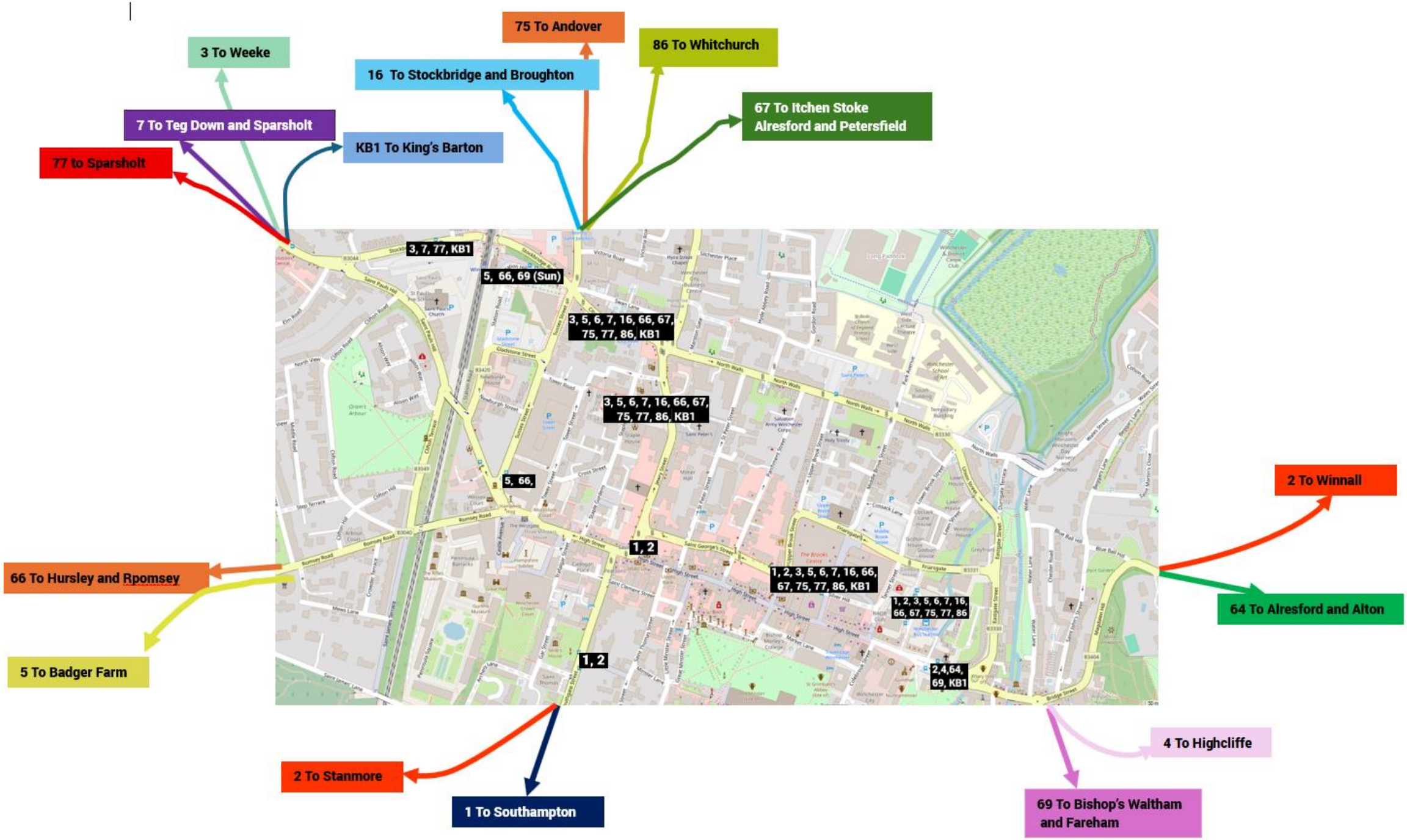
Time for a Well-resouced Mapping Effort

There is clearly a need for a more accurate carefully considered poster that could show all bus services from all stops in central Winchester. This could be reinforced at the Railway Station by finger posts and pavement markings to all nearby bus routes. There could be one of these posters in every bus shelter throughout the city centre and a panel showing all bus timetables would be useful:

- The model for this poster could be the highly effective Transport for London ‘Spider Maps’ (next slide).
- We offer a first draft (next but one slide)

Buses from Waterloo




3 To Weeke
75 To Andover
86 To Whitchurch
16 To Stockbridge and Broughton
67 To Itchen Stoke Alresford and Petersfield
7 To Teg Down and Sparsholt
KB1 To King's Barton
77 to Sparsholt
3, 7, 77, KB1
5, 66, 69 (Sun)
3, 5, 6, 7, 16, 66, 67, 75, 77, 86, KB1
3, 5, 6, 7, 16, 66, 67, 75, 77, 86, KB1
5, 66,
1, 2
1, 2, 3, 5, 6, 7, 16, 66, 67, 75, 77, 86, KB1
1, 2, 3, 5, 6, 7, 16, 66, 67, 75, 77, 86
1, 2
2,4,64, 69, KB1
2 To Winnall
64 To Alresford and Alton
66 To Hursley and Rpomsey
5 To Badger Farm
2 To Stanmore
1 To Southampton
4 To Highcliffe
69 To Bishop's Waltham and Fareham