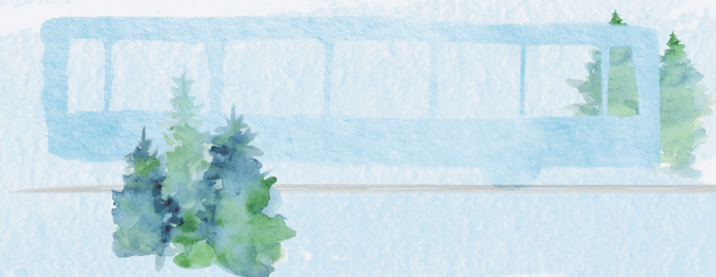


LONDON STANSTED BUS, COACH & RAIL STRATEGY 2025–2030



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INTRODUCTION

This is London Stansted Airport's Bus Coach & Rail Strategy; it sets out our vision and ongoing commitment to enhancing public transport access, encouraging more passengers and employees to choose sustainable travel. It is one of three subsidiary documents which

supports the delivery of our 2025 Airport Surface Access Strategy (ASAS). It also serves as a comprehensive guide for bus and coach operators, outlining how to establish successful services to and from the airport.



Transport Strategy at Stansted Airport

The overarching vision for London Stansted Airport is:

To make our airport the number one choice for people travelling to and from London and the East of England, and for airlines serving our catchment.

Sustainable Development Plan

In 2025 we published our Sustainable Development Plan (SDP) for London Stansted Airport. This supersedes the previous SDP published in 2015.

The purpose of the SDP is to outline the context and strategic approach we will adopt for the operation and development of the airport over the next 15–20 years. It describes the airport's vision and ambition for the future, as well as the opportunities and challenges ahead.

The SDP includes five important components, including a section on surface access which is the formal London Stansted Airport Surface Access Strategy (ASAS). As detailed in **Figure 1**, the ASAS will be implemented through a suite of subsidiary documents, including the Bus, Coach and Rail Strategy.

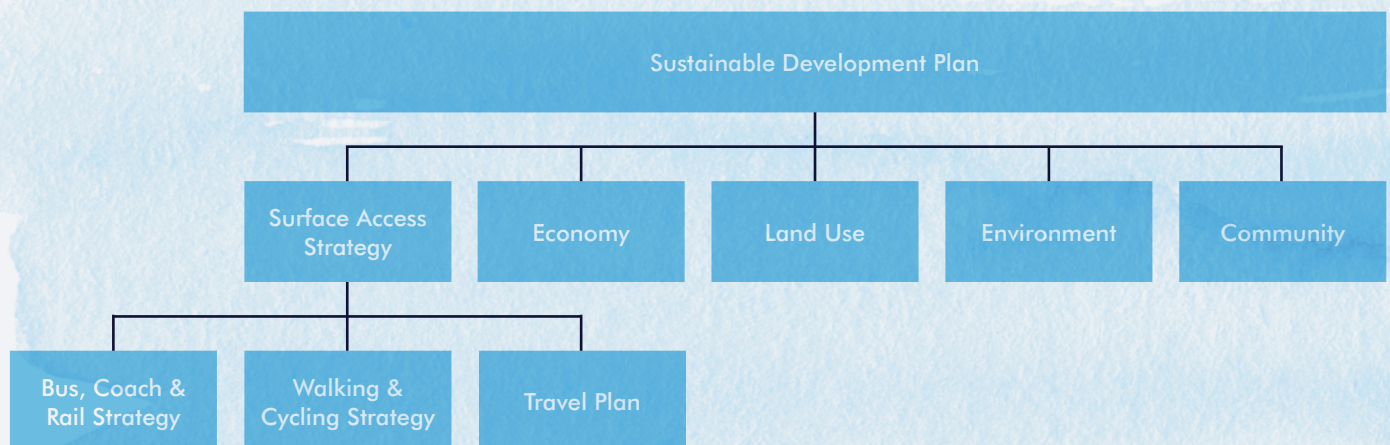


Figure 1: Sustainable Development Plan Implementation Structure.

Airport Surface Access Strategy (ASAS)

The ASAS is a rolling plan that is updated every five years. It is an objective-led vision to maximise sustainable access to and from London Stansted Airport, ensuring the airport is fully accessible to the catchment it serves.

Surface access refers to all the ways in which passengers, employees, and goods travel to and from the airport. It is critical in ensuring that the airport can grow sustainably and make a positive impact on the local community, the environment, and the economy.

The ASAS will be delivered via a combination of components: a sub-set of subsidiary strategies and plans, the Stansted Area Transport Forum (SATF), the Stansted Surface Access Team, as well as committed financial resources.



Section 106 Obligations

The ASAS supports the delivery of three primary objectives, as conditioned within the S106 Agreement, formed as a Unilateral Undertaking associated with the 2021 planning permission.

Stansted served nearly 30mppa in 2024 and expects to reach 43mppa during the early 2030s. In the latest Employee Travel Survey (2023), the public transport mode share was at 26.8% and single occupancy private vehicle use was at 66.4%. In the 2023 Passenger CAA data, the public transport mode share was 48.3% and Kiss and Fly usage was at 19.6%.

1

MAINTAIN A 50% PUBLIC
TRANSPORT MODE SHARE
BY AIRPORT PASSENGERS.

2

REACH 20% KISS AND FLY BY
39 MILLION PASSENGERS PER
ANNUM (MPPA) DATE AND
12% BY 43MPPA DATE.

3

REACH AND THEREAFTER
MAINTAIN SINGLE OCCUPANCY
PRIVATE CAR USE BY LONDON
STANSTED AIRPORT EMPLOYEES
AT 45% BY THE 43MPPA DATE.



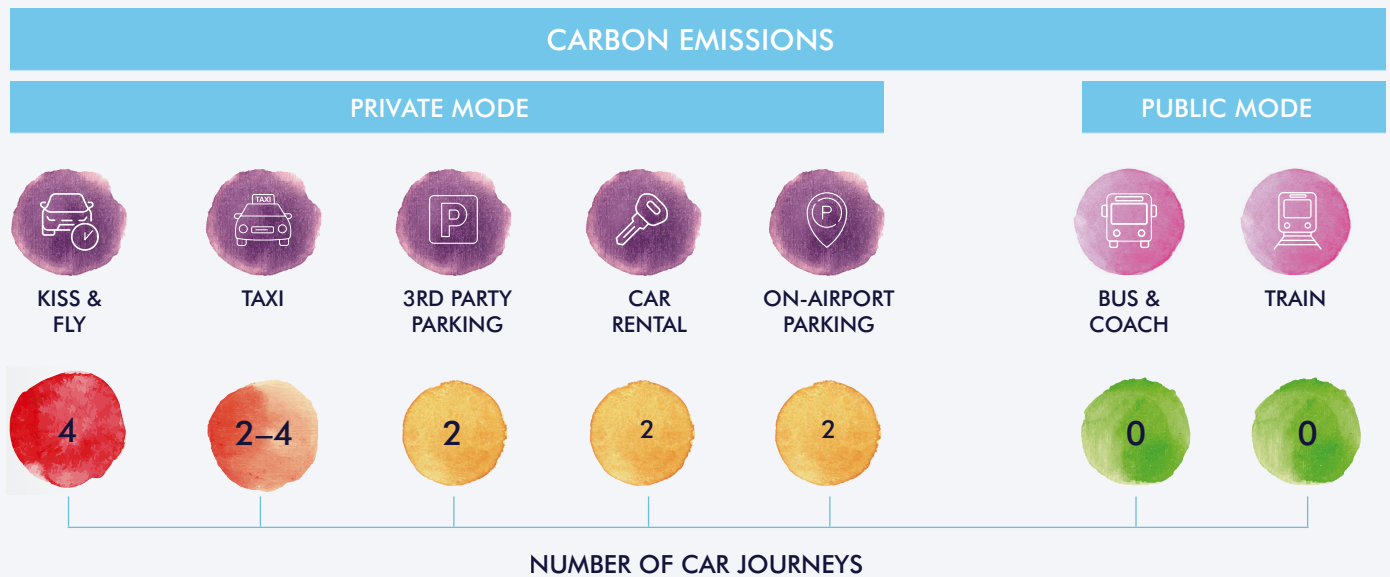


Figure 2: Surface Access Mode Share: Passenger Choice vs Carbon Emissions.

Mode Hierarchy

A modal hierarchy for passengers and employees has been developed to help prioritise the modes which we will invest in based on carbon emissions. These hierarchies are shown in **Figure 2** and **Figure 3** respectively.

Public transport (bus, coach and rail) is expected to be the most alternative travel to the airport for passengers and as a travel to work option for employees. Taxi is the lowest priority for employees; these trips usually generate additional car trips to the airport (two to four journeys for one day at work). For passengers, 'Kiss & Fly' is the lowest priority, as it generates extra car trips to the airport (four journeys for one return trip).

Employees have access to a range of transport options, making it easier to encourage sustainable travel. Car sharing, for example, halves the number of car trips to the airport for every shared journey and there are more opportunities to promote electric vehicle use among employees than among passengers.

Walking and cycling are the most environmentally friendly modes of transport and, therefore, rank highest in terms of reducing emissions for employees. However, while there are opportunities to increase the number of employees using these modes, they do not offer the greatest potential for a significant shift in overall travel patterns for employees or passengers.

Figure 3: Mode Share: Employee Choice vs Carbon Emissions.



The Stansted Area Transport Forum

The Stansted Area Transport Forum (SATF) has been recognised nationally and internationally for the successful way in which it has delivered new transport initiatives, forged strong partnerships and changed the way that people travel to and from the airport.

The SATF was formed in 1999 to address transport issues within a broader regional context. Through it, we have developed a partnership approach to transport initiatives that has yielded many benefits. The Forum brings together commitment and expertise from local authorities, transport operators, airport companies, the Stansted Airport Consultative Committee (STACC) and other local business and interested parties. Over 200 organisations are represented on the Forum. Government guidance sets out three key objectives for Airport Transport Forums:

- Identifying short and long-term targets for increasing the proportion of journeys made to airports by public transport;
- Devising a strategy for meeting these targets; and
- Overseeing implementation of the strategy.

The Forum is driven by a Steering Group which meets quarterly, and which acts as an executive board, setting objectives for the Working Groups and monitoring progress (see **Figure 4**). Both the Steering and Working Groups have contributed to, and helped shape, the updated ASAS. The SATF will be the key body which oversees the delivery of the ASAS.

Partnership working and collaboration is essential to our success. We work very closely with service partners and transport operators who are responsible for the maintenance and development of the airport's travel links.

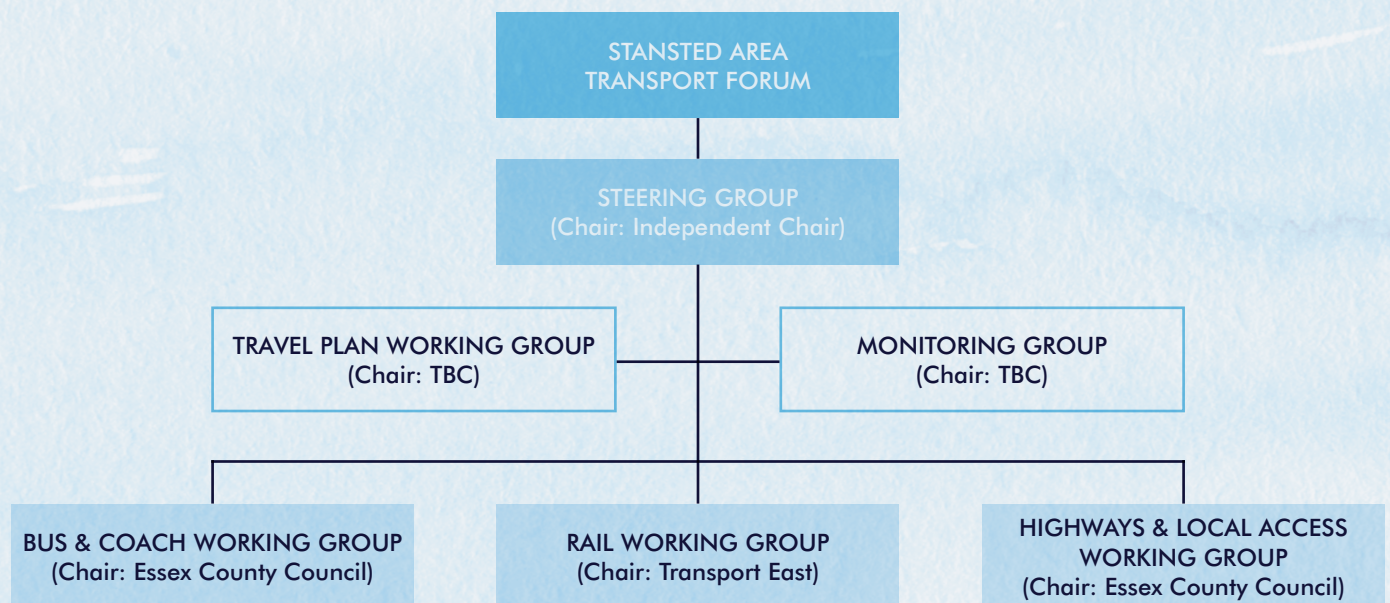


Figure 4: Structure of the Stansted Area Transport Forum.

Stansted Airport Surface Access Team

Our Surface Access team is responsible for maintaining and enhancing access within the airport's control and facilitating those improvements managed by external stakeholders and operators. This team consists of two key roles:

- **Surface Access Strategy Manager:** responsible for developing the surface access strategy for the airport and coordinates and manages all forms of surface access and transport to the airport for all users; employees, passengers and other visitors. The Surface Access Strategy Manager facilitates collaboration with external stakeholders through the SATF to support and improve surface access.
- **Travel Plan & Airport Commuter Centre Manager:** responsible for overseeing all aspect of employee travel to the airport and implementing the Travel Plan measures. Key responsibilities include managing the Airport Commuter Centre, which serves as a hub for employee travel information and services. The Manager also oversees all employee travel incentives, such as ticketing initiatives and marketing campaigns to increase awareness and promote more sustainable modes of transport.

Funding

Funding is also key to the delivery of the ASAS. We make three primary sources of funding available:

- **Sustainable Transport Levy (STL):** Under the 2021 Section 106 Agreement, the STL reflects a broad approach to the interventions and support available and extends beyond public transport to include active travel and emerging new technologies. The STL will continue to operate through the SATF and includes additional income from the minimum 10p contribution per transaction in the Express-Set Down forecourt. This supplements the ongoing revenue of 25p per public car parking transaction and £10 per employee parking pass issued.
- **Local Bus Network Development Fund:** The Section 106 Agreement associated with the 2021 planning permission includes an obligation to support the development of the local bus network. Managed by the SATF, this fund enables the development prioritisation of new and enhanced bus services, and the introduction & operation of ultra-low emission or electric vehicles.
- **Local Road Network Fund:** The 2021 Section 106 Agreement includes a Local Roads Network Fund to cover the reasonable costs incurred for the feasibility, design and implementation of highway improvements within a five-mile radius of the boundary of the airport. The fund also covers measures to assist in the enforcement of local parking controls and restrictions to control unauthorised fly parking in areas around the airport.

The SATF is responsible for the allocation of all three funds.

NATIONAL, REGIONAL & LOCAL TRANSPORT POLICY

This strategy has been informed by National, Regional and Local policy. The regional policy for Hertfordshire as well as Essex has been considered, given the airport is situated close to the Hertfordshire border. The policy will guide the delivery of the initiatives set out in the strategy.

National Policy

The Aviation Policy Framework, 2013

The 2013 Aviation Policy Framework (APF) recognises the importance of high quality, efficient and reliable surface access to airports that contributes to the passenger experience, the movement of air freight, and journeys by airport staff and visitors. Airports are encouraged to work with Government, national and regional transport bodies, including National Highways and Network Rail, and transport operators to improve access, with a particular focus on public transport.

National policy also encourages airports to work closely and collaboratively with a range of local stakeholders, including those that have an interest in transport and accessibility. Continuing an approach that was set out in 2003, airports are encouraged to establish and maintain airport transport forums that work collectively to increase the proportion of public transport journeys to airports, devise targets, and oversee the progress that is made. Airports are also recommended to prepare surface access strategies that focus on public transport access, low-carbon journeys, and improving local air quality (paragraph 4.20 of the APF).

The National Planning Policy Framework, 2024

The National Planning Policy Framework (NPPF) promotes the active management of transport networks to encourage the development of more accessible and sustainable locations. This includes developing the opportunities from existing and proposed transport infrastructure to encourage and promote public transport and active modes such as walking and cycling. The NPPF seeks to:

- Facilitate access to high quality public transport services, maximise public transport catchment areas, and encourage the development of public transport facilities.
- Address the needs of people with disabilities and reduced mobility.
- Create places that are safe, secure, and attractive, minimising the scope for conflicts between pedestrians, cyclists, and vehicles, whilst responding to local character and regulatory design standards.
- Allow for the efficient delivery of goods and access by service and emergency vehicles.
- Enable electric and other low-emission vehicles in safe, accessible, and convenient locations.

Regional Policy

Essex Local Transport Plan

Essex County Council's Local Transport Plan (LTP) is a 15-year long-term plan that aims to meet the specific needs of the people of Essex. The LTP is supported by the Implementation Plan and Rolling Investment Programme which is reviewed every 3 years to ensure flexibility and effectiveness in tackling the threats facing the transport network.

The plan focuses on maintaining and enhancing the County Council's 'largest transport asset' – the road network and improving accessibility, reducing congestion and promoting economic growth. Buses are identified as playing a key role in achieving these objectives, with Essex County Council demonstrating increased bus patronage and reduced congestion in recent years, whilst focusing on improving accessibility particularly in urban areas with lower car ownership. The plan also identifies the negative impact of the limited travel choices to Stansted Airport, with the Council setting out an intention to offer more sustainable modes of transport to the airport from West Essex.

Essex County Council's Sustainable Modes of Travel Strategy, 2025

Essex County Council's Sustainable Modes of Travel Strategy outlines a commitment to encouraging a shift towards sustainable transport, reducing congestion and improving environmental, social and health outcomes. Walking and cycling are prioritised as key transport modes, with efforts to remove barriers and enhance infrastructure to create pedestrian- and cycle-friendly streets. The strategy aims to enable informed travel choices, support future growth with sustainable transport options, encourage active lifestyles, manage peak-time congestion, and reduce car dependency to lower emissions. It also focuses on expanding travel alternatives for employment, health, and education access while strengthening existing Travel Plans across the county.

Hertfordshire County Council Local Transport Plan (2018–2035)

The Hertfordshire Local Transport Plan (LTP3) sets the framework for achieving a vision for better transport for all. This plan is built on the foundations of LTP1 and LTP2 and focuses on delivering the shared priorities of tackling congestion, improving accessibility, providing safer roads, improving air quality and improving the quality of life for residents. The plan is also focused on enhancing the quality of services offered by buses through Real-Time Passenger Information (RTPI) and Automatic Vehicle Location (AVL) updates. This encourages and attracts users to use more sustainable modes of transport such as buses.

Hertfordshire County Council Bus Strategy 2011–2031

The Bus Strategy acknowledges that although car-ownership within the area is high (90%), the council are seeking to enhance the bus network where it is economically viable. This will be achieved through partnerships with operators, real-time passenger information systems and increased marketing. It will also be achieved through the introduction of more attractive ticket fares such as Smartcard. In particular, the council aspires to create a new service from Central Hertfordshire (St Albans and Welwyn Hatfield) to Stansted, with a view that this could be extended to serve Watford and part of East Hertfordshire.

Local Policy

Uttlesford Local Plan 2021–2041, Regulation 19 Version (July 2024)

The draft Uttlesford Local Plan 2021–2041, submitted for independent examination in December 2024, sets out the Council’s support for London Stansted Airport’s planned expansion to 43 million passengers per year. Core Policy 11 highlights the need to enhance the airport’s multi-modal transport hub, including improved cycling and walking connections, to support both local and airport-related travel. The plan also prioritises sustainable development that aligns with climate targets, promotes biodiversity, and mitigates environmental and health impacts, particularly regarding noise, air quality, and climate change.

Uttlesford Adopted Local Plan (January 2005)

The Uttlesford Local Plan, adopted in January 2005, remains the current Development Plan for the district. In December 2007, two transport-related policies were ‘saved’: Policy GEN1 (Access) and Policy GEN6 (Infrastructure Provision to Support Development). These policies continue to guide transport and infrastructure considerations for new developments, ensuring appropriate access and support for sustainable growth.



CURRENT TRAVEL PATTERNS

We regularly monitor employee and passenger travel behaviours; this has shaped the development of the ASAS and ensures that plans align with the evolving needs and travel patterns of the catchment that we serve.

Passenger Travel Patterns

Civil Aviation Authority (CAA) Data

The CAA undertakes regular independent surveys of passengers using the airport, capturing data on their surface access choices. **Table 1** demonstrates how these choices have changed since 2014.

Analysis undertaken on the most recent 2023 CAA data, shows 19.6% of passengers use 'kiss and fly'. The analysis considers 'kiss and fly' trips as both 'private car driven away' and 'private car mid-stay car park drop off'. It does not include taxi trips.

To achieve the S106 target, 'kiss and fly' needs to reduce to 12% by 43mppa. This equates to 3.3 million passengers at 43mppa choosing to travel by alternative modes.

Public transport mode share has decreased over the last 10 years from 51% in 2014, with a high of 52% in 2019, to 48% in 2023. Therefore, there are opportunities to increase both bus & coach and rail mode share in place of 'kiss and fly'.

MODE	2014	2016	2018	2019	2022	2023
Private Car	40.5%	36.8%	39.0%	37.5%	43.0%	40.4%
Taxi	9.9%	11.6%	11.1%	9.8%	11.0%	9.7%
Bus & Coach	26.3%	23.8%	19.7%	19.1%	17.0%	18.1%
Rail	24.7%	27.7%	29.7%	33.2%	28.0%	30.1%
Other	0%	0.2%	0.6%	0.4%	0.5%	0.5%
Total Public Transport	51.0%	51.6%	50.0%	52.7%	45.0%	48.3%
Kiss and Fly	–	17.7%	–	11.7%	21.3%	19.6%
Passengers	18,855	22,697	26,347	26,259	21,927	26,226

Table 1: Annual Airport Passengers (millions). CAA 2023 Data – Steer Kiss & Fly Analysis.

Passenger Arrival Patterns

Passenger arrivals at the airport peak twice within the 2023 CAA data: first between 5 and 7am, 28% of passengers arrive before 7am, and again between 9am and 12 noon, during which 27% of passengers arrive. **Figure 5** shows passenger arrival times by mode.

Over 50% of passengers choose to travel by private car during the early morning peak. During the midday peak, private car use, at 36%, is matched by rail, making them both the most popular modes. Bus usage stands at 18%.

The data shows that some passengers are utilising early morning public transport options, suggesting potential for a mode shift onto existing services. There is scope to explore new public transport service or improving those that already exist to achieve a mode shift away from private car usage and onto public transport services.

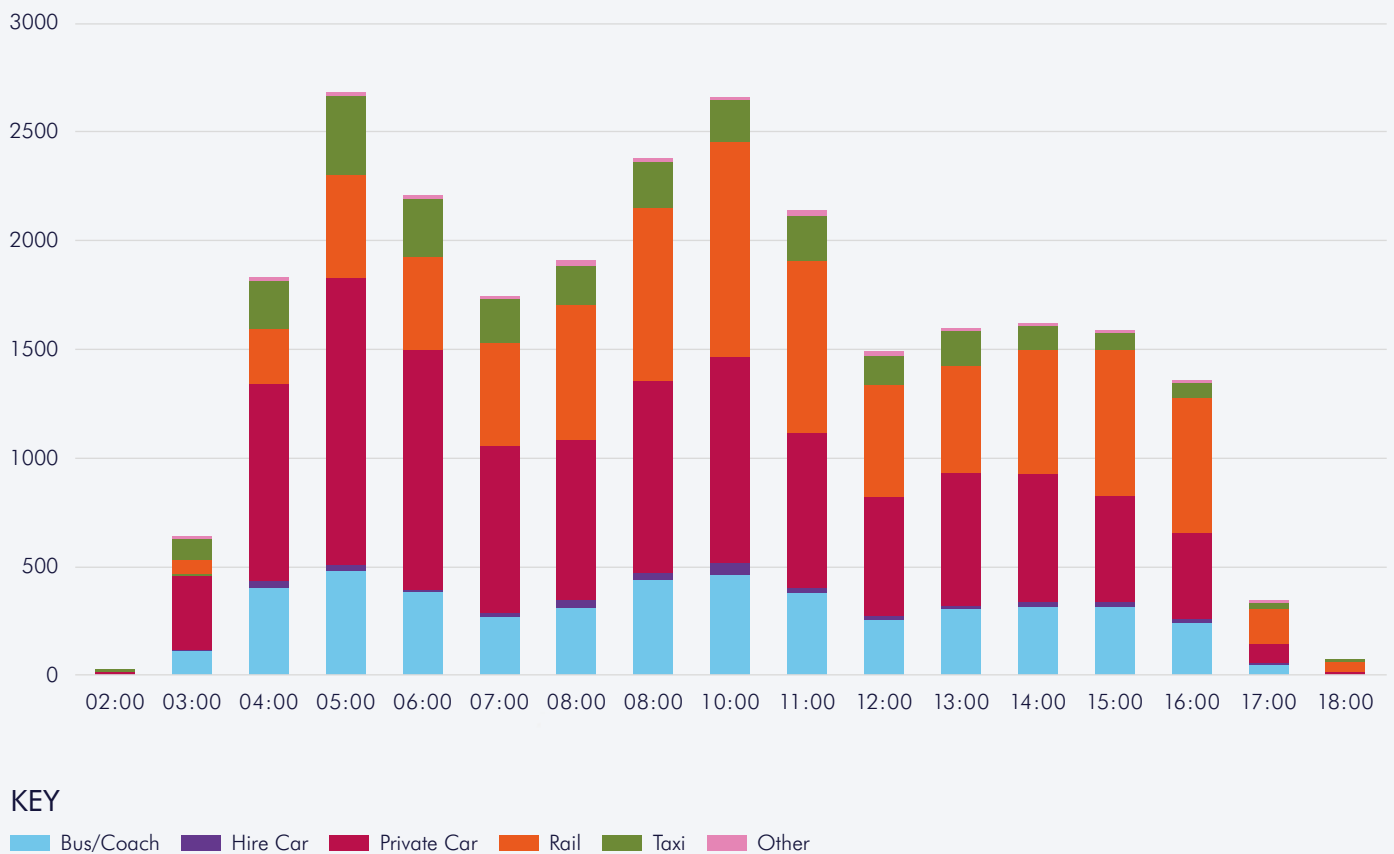


Figure 5: Passenger Mode of Travel by Time of Day, CAA 2023 Data.

Passenger Geography

Postcode analysis of the CAA data provides insight into how passengers are travelling depending on where they live. As seen in **Figures 6a, 6b and 6c**.

- Amongst passengers travelling by surface public transport (coach/bus), the largest proportion comes from east London (Newham and Tower Hamlets).
- Amongst passengers using rail, the largest proportion come from central London and central Cambridge.
- While the rail connection with Cambridge is used, a larger proportion of passengers from central Cambridge rely on private vehicles than other areas.
- Amongst passengers travelling by road, the largest proportion comes from Central Cambridge, East Hertfordshire, and Braintree.
- The highest generating areas for 'kiss & fly' are Cambridge, East Hertfordshire, Chelmsford, Colchester and Basildon.

This analysis has identified opportunity to target concentrations of passengers choosing to travel by private vehicles from regions where there are already good public transport services, as well as exploring new routes and services to enhance connectivity to the airport.



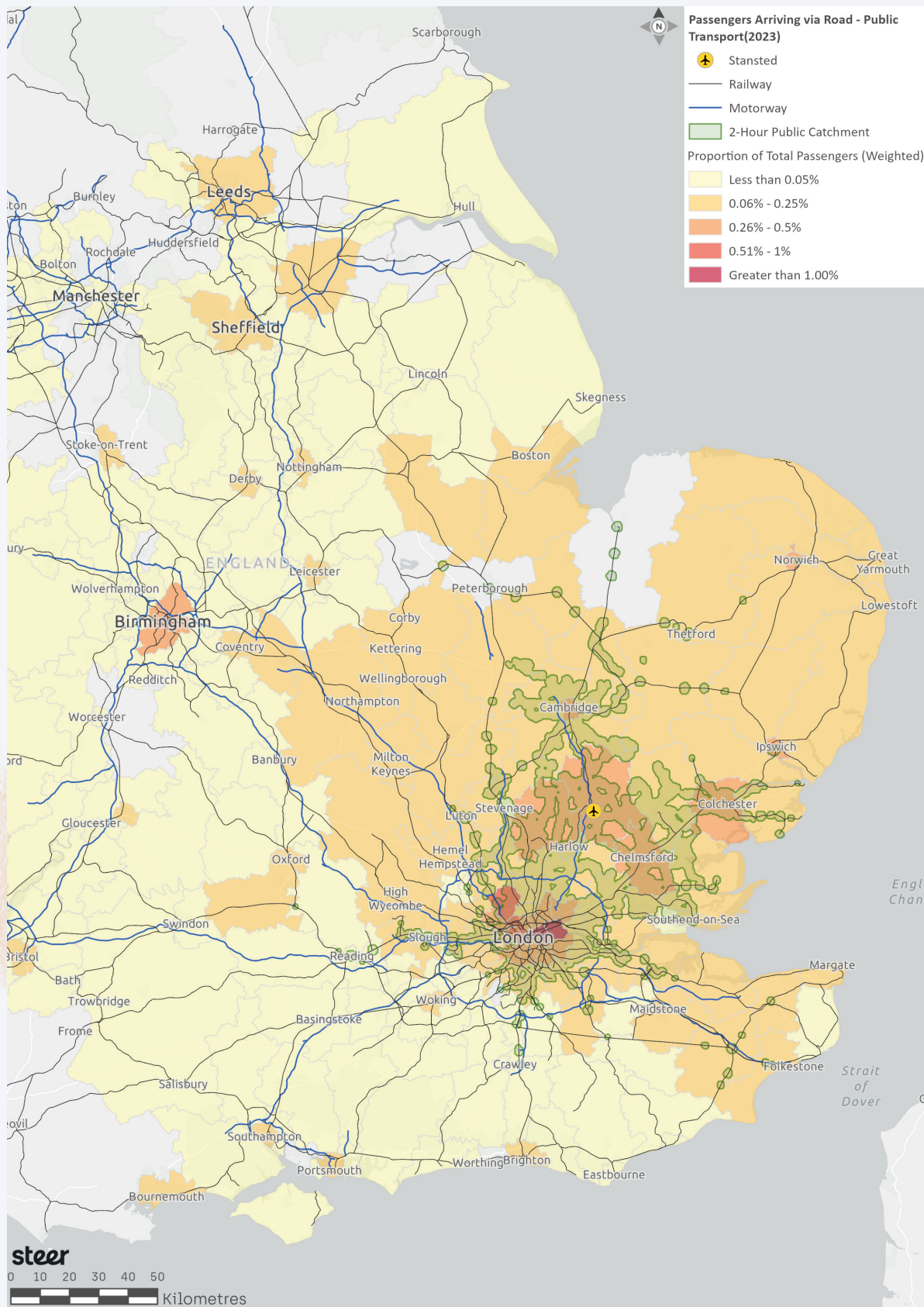


Figure 6a: Passenger Journey Origins, CAA 2023 Data.

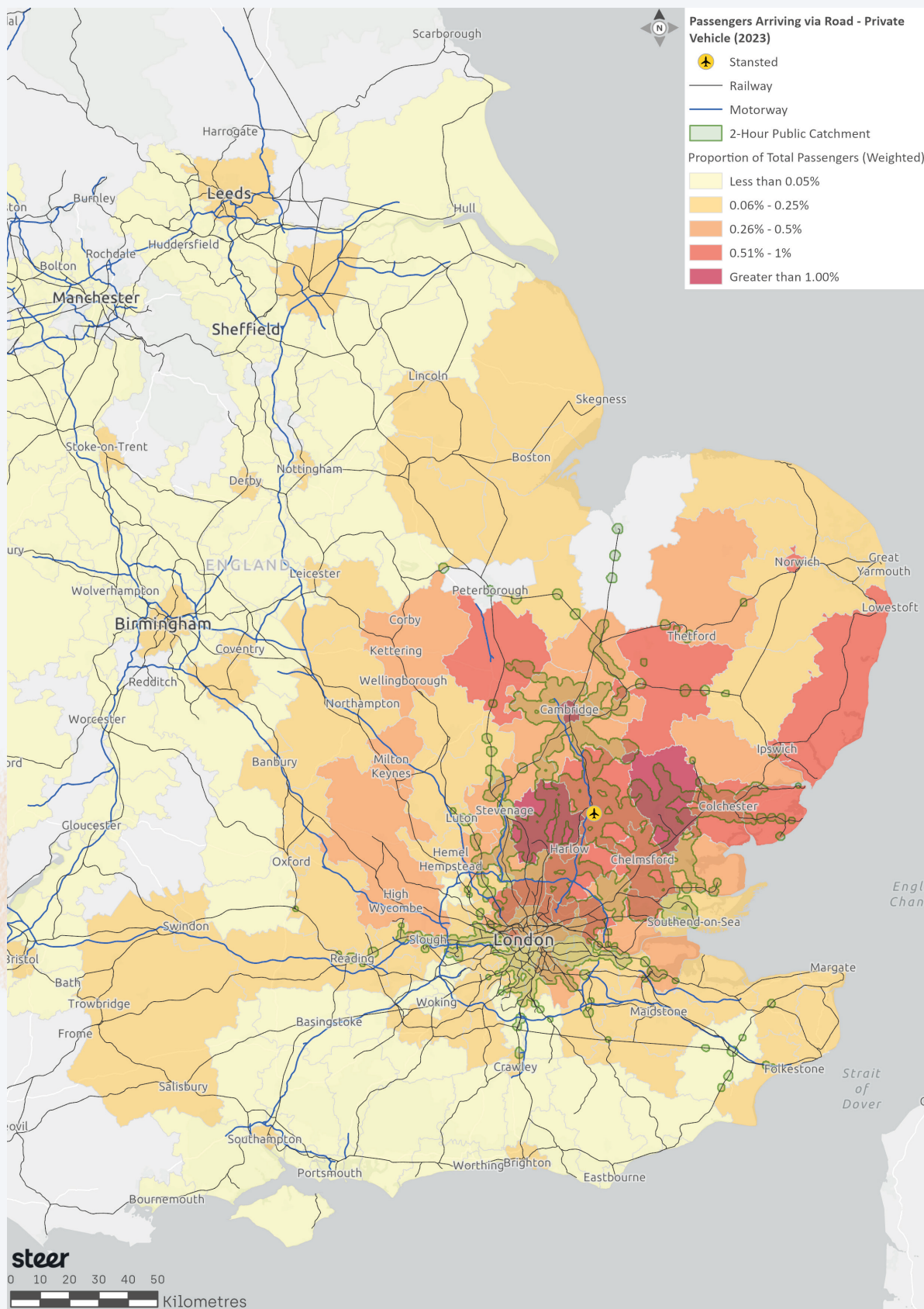


Figure 6b: Passenger Journey Origins, CAA 2023 Data.

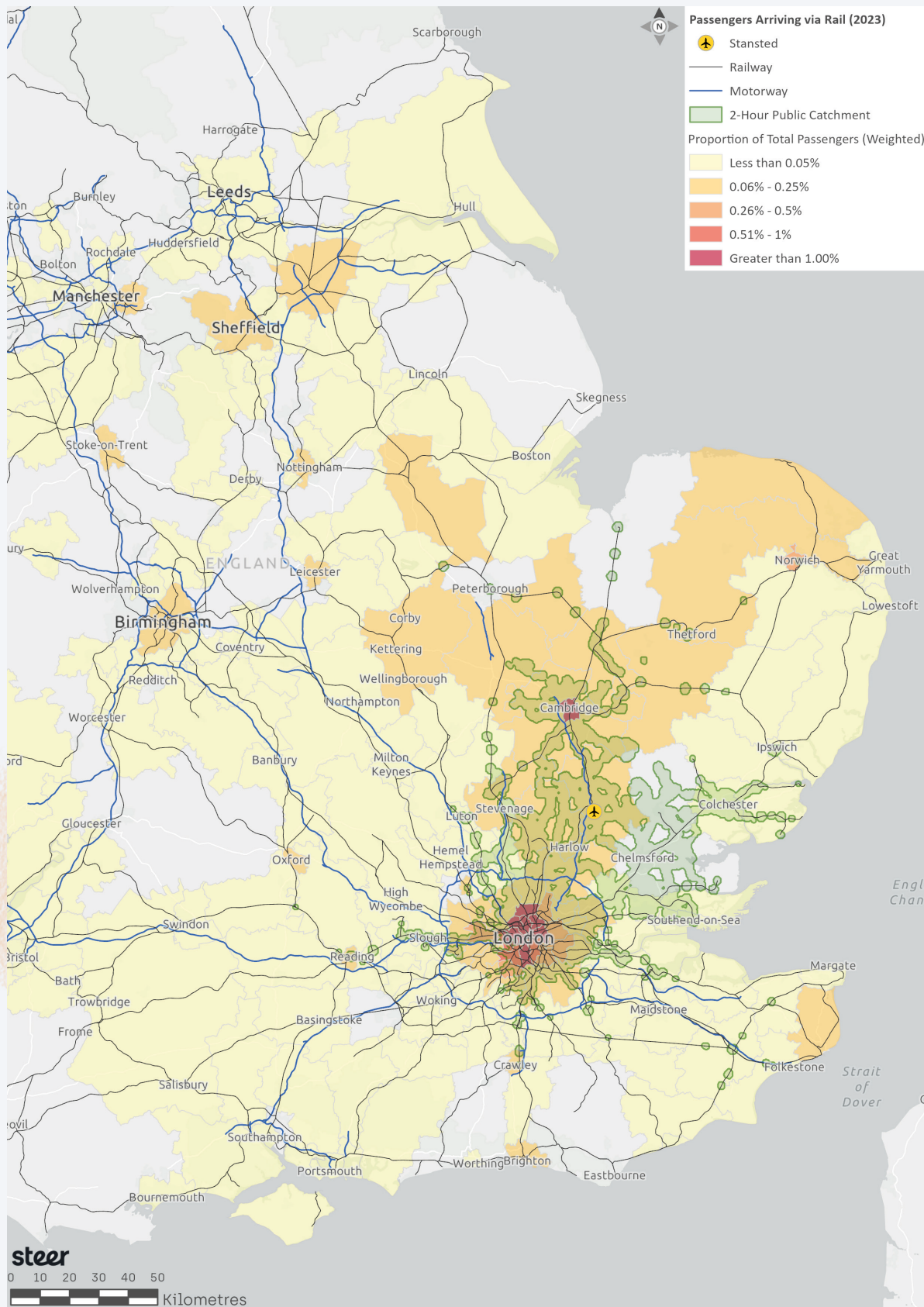


Figure 6c: Passenger Journey Origins, CAA 2023 Data.

Employee Travel to Work Patterns

2023 Employee Travel Survey

To meet S106 obligations, the airport is required to carry out an Employee Travel Survey every two years. The purpose of the survey is to understand travel behaviour at the airport and inform the development of the Travel Plan.

The most recent survey was undertaken in 2023 and achieved a 20.3% response rate (2,479 respondents). As shown in **Table 2**, 66.4% of employees drove to work. To achieve the 43mppa target of 45%, a 21.4 percentage point reduction is required – this translates

to 2,619 employees in 2023 choosing to travel to work another way. This number will grow as employee numbers at the airport increase to support higher passenger numbers.

In 2017, the percentage of employees driving to work reached its lowest level at 54.3%, which is still 9% above the target of 45%.

The substantial increase in the number of car drivers in 2021 can be attributed to the effects of the COVID-19 pandemic.

MODE	2011	2013	2015	2017	2019	2021	2023
TOTAL EMPLOYEES	10,016	10,170	10,963	11,897	12,997	10,778	12,233
Bicycle	0.2%	0.1%	0.4%	0.2%	0.2%	0.3%	0.3 %
Car Driver	69.9%	68.8%	64.9%	54.3%	55.0%	79.9%	66.4%
Car Passenger	7.1%	5.7%	5.7%	4.3%	2.2%	1.6%	3.6%
Motorcycle	0.7%	0.7%	0.9%	0.6%	0.5%	0.7%	0.9%
Other	0.1%	0.6%	0.2%	0.7%	0.6%	0.7%	0.4%
Public Bus/Coach	12.2%	13.6%	15.1%	22.5%	21.8%	10.1%	17.8%
Rail	7.6%	9.2%	11.8%	14.2%	15.8%	6.4%	9.0%
Taxi	1.0%	0.5%	0.3%	0.6%	0.2%	0.0%	0.2%
Walk	0.6%	0.3%	0.6%	0.5%	0.4%	0.3%	1.0%
Works bus/other company transport	0.6%	0.4%	0.1%	2.1%	3.2%	0.0%	0.4%
Total Public Transport	19.8%	22.8%	26.9%	36.7%	37.6%	16.5%	26.8%

Table 2: Final Mode of Travel to Work, 2023 Employee Travel Survey.

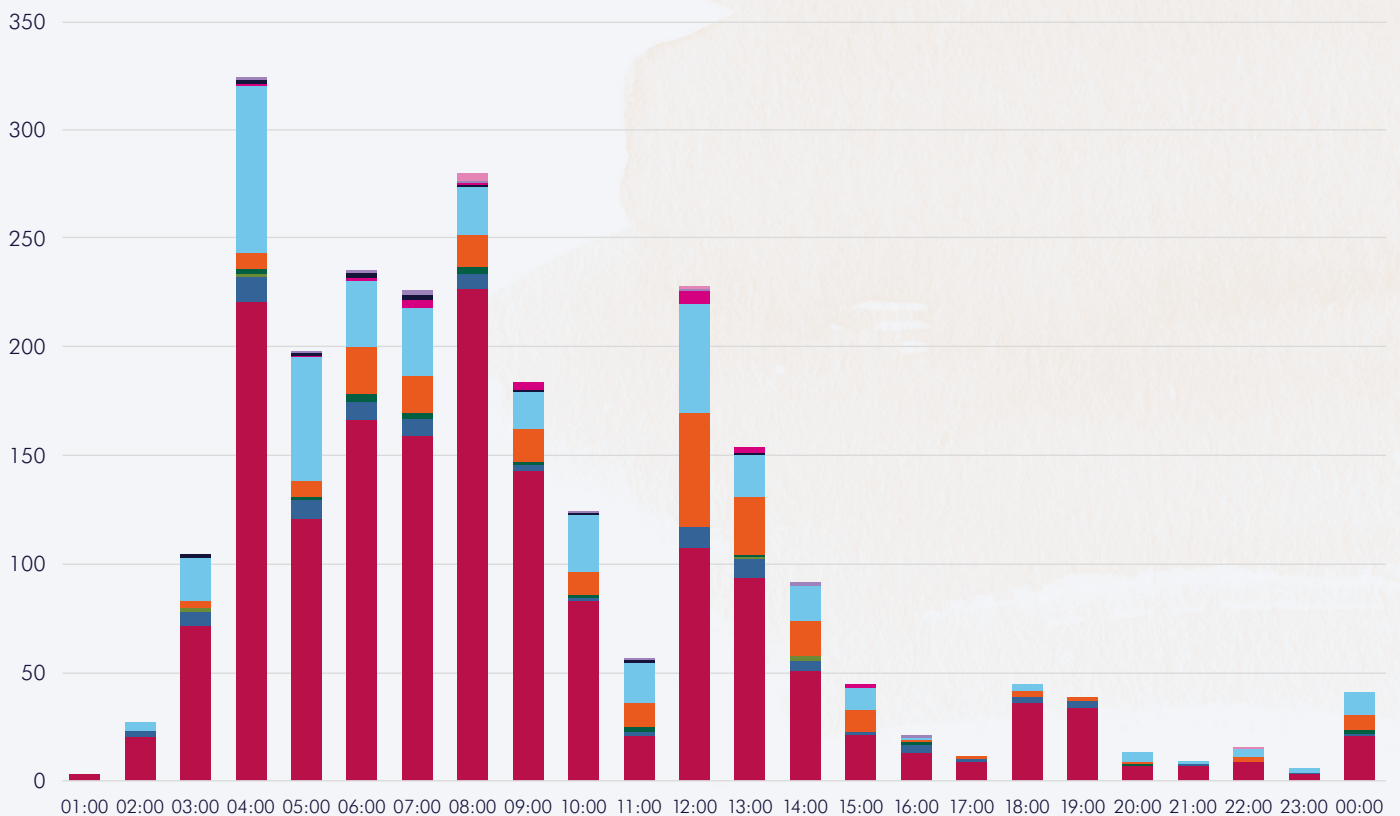
Working Patterns

Employee shift patterns at an airport are unique and the majority of employees based at the airport are operational. **Figure 7**, shows mode of travel by time of day for employees as per the 2023 Employee Travel Survey. More employees arrive between 4am and 5am than during any other point of the day and 56% of employees need to arrive at work before 9am.

Whilst it may be expected that public transport is limited for early morning shift times, the data shows that some employees are utilising early morning public transport options, particularly the network of early morning bus

services arriving before 4am. Nevertheless, a greater proportion of employees arriving for the second shift at 12 noon are choosing to use public transport. Of note:

- between 4am and 5am, 24% of employees travel by bus or coach. The proportion using rail is lower, at 2%, than later in the day.
- between 12 noon and 1pm, 22% of employees arrive by bus or coach and 23% by rail.
- between 8am and 9am, a higher proportion of employees (81%) are driving to work compared to before 6am (67%).



KEY

Car driver Car passenger Taxi Motorcycle Rail Bus/Coach Walk Bicycle Company transport Other

Figure 7: Employee Mode of Travel to Stansted by Time of Day, 2023 Employee Travel Survey – Arrivals.

There is opportunity for more employees to utilise the early morning rail services that do exist and sustain and enhance travel by bus or coach throughout the course of the day. Similarly, the high proportion of employees arriving by car between 8am and 9am, when good public transport does exist, provides another opportunity for increased patronage.

More employees leave the airport between 5pm and 6pm than during any other period in the day, as shown in **Figure 8**. Private car use is the highest during this period, when public transport services are operating at maximum capacity. Between 8pm and 9pm for example, 43% of employees use public transport to travel home from the airport compared to between 5pm and 6pm when only 14% of employees use public transport.

Employee Geography

The majority (58%¹) of employees live within London and the Stansted Airport 'corridor', which runs between Harlow, Bishop's Stortford and Braintree.

Currently, 61% of employees live within a 60-minute public transport catchment and 64% of those employees drive to work. Early morning public transport options are available from the Stansted 'corridor' with travel times under 60 minutes, see **Figure 9**. One way to achieve the employee target is by encouraging half of the employees who live within a 60-minute public transport catchment area, but currently drive, to switch to using public transport.

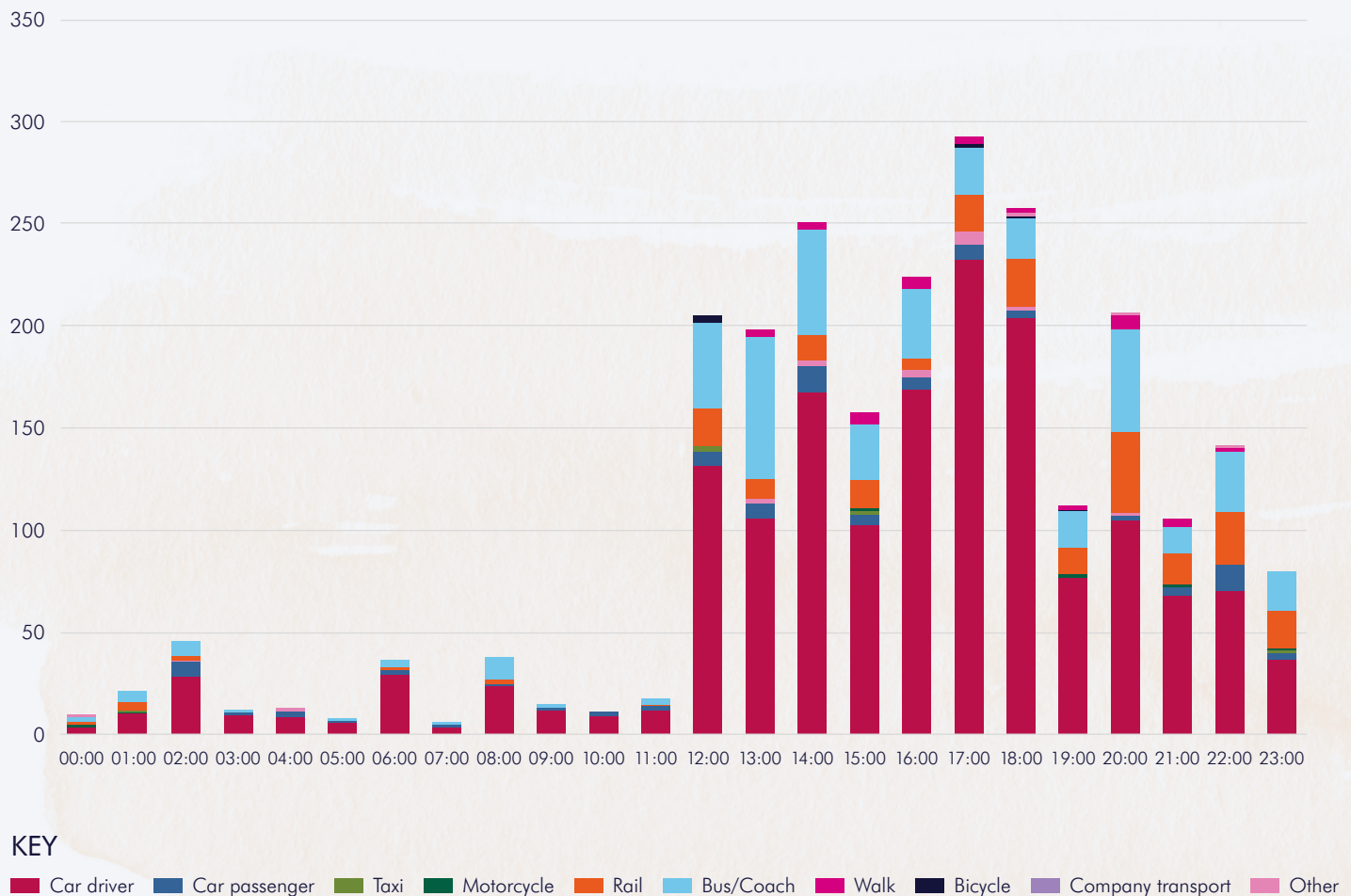


Figure 8: Employee Mode of Travel from Stansted by Time of Day, 2023 Employee Travel Survey – Departures.

¹ Epinion Report, Table 3.2.2. Combined employee home location by local authority for East Hertfordshire, Uttlesford, Braintree and Harlow.

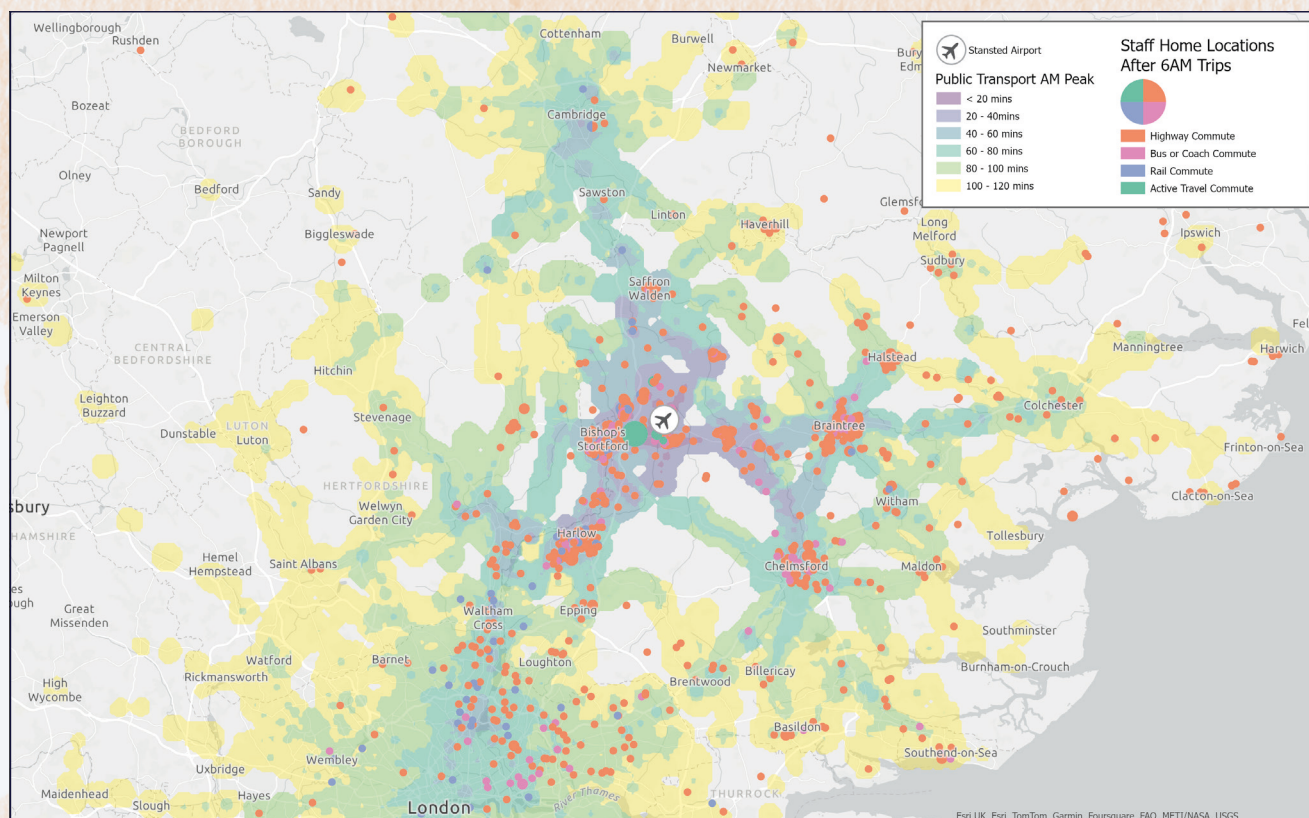
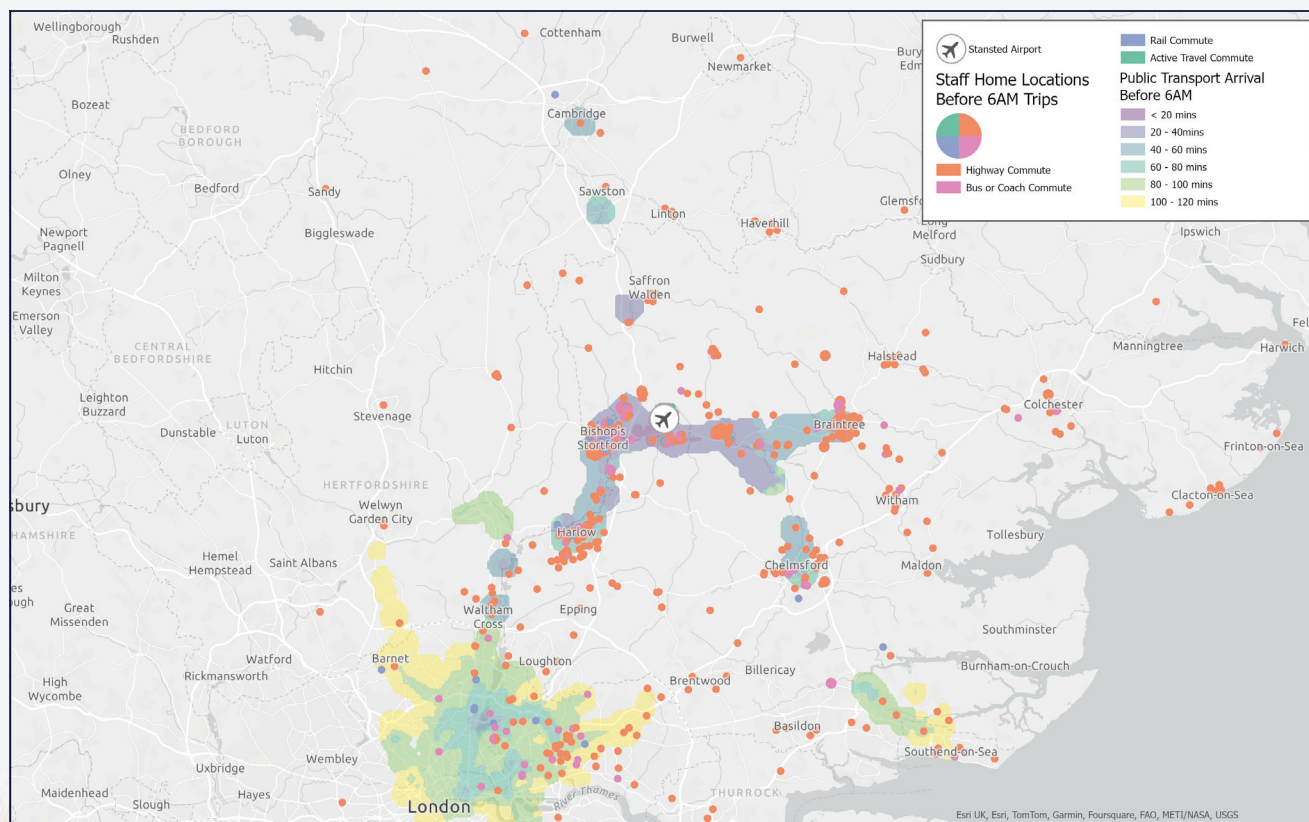


Figure 9: Employee Public Transport Catchment.

OUR PLANS FOR BUS, COACH & RAIL SERVICES

We are proud of our excellent public transport connectivity and are committed to increasing it to support the growth of the airport. In the next five years, we will:

1

ENHANCE EXISTING BUS & COACH SERVICES.

Develop existing services to increase patronage and extend their reach.

2

INTRODUCE NEW BUS & COACH SERVICES.

We have identified areas of opportunity and have included guidance for operators on launching new services effectively.

3

INVEST IN OUR TRANSPORT INFRASTRUCTURE & VEHICLES TRAVELLING TO THE AIRPORT.

We are committed to improving the transport infrastructure at the airport and the quality of the bus and coach vehicle fleet.

4

ENHANCE RAIL SERVICES.

We want to develop existing services to increase patronage and extend their reach.

5

INCREASE PATRONAGE THROUGH BETTER TICKETING INCENTIVISATION & AWARENESS.

We will review and enhance ticketing incentives, introduce new marketing campaigns and improve transport communications for both employees and passengers.



Enhance Existing Bus & Coach Services

AIM:

- Enhance bus and coach services by extending operating hours and service frequency, and expanding existing routes to broaden the network's reach.

Existing Services & Connectivity

Stansted is already well connected by bus and coach services. In 2023, nearly 5 million passengers travelled to and from the airport via bus or coach, reflecting the extensive network of competitive services which has developed in recent years, and shown in (Figure 10 and Figure 11). Bus and coach services are flexible, adaptable, and represent good value for their users.

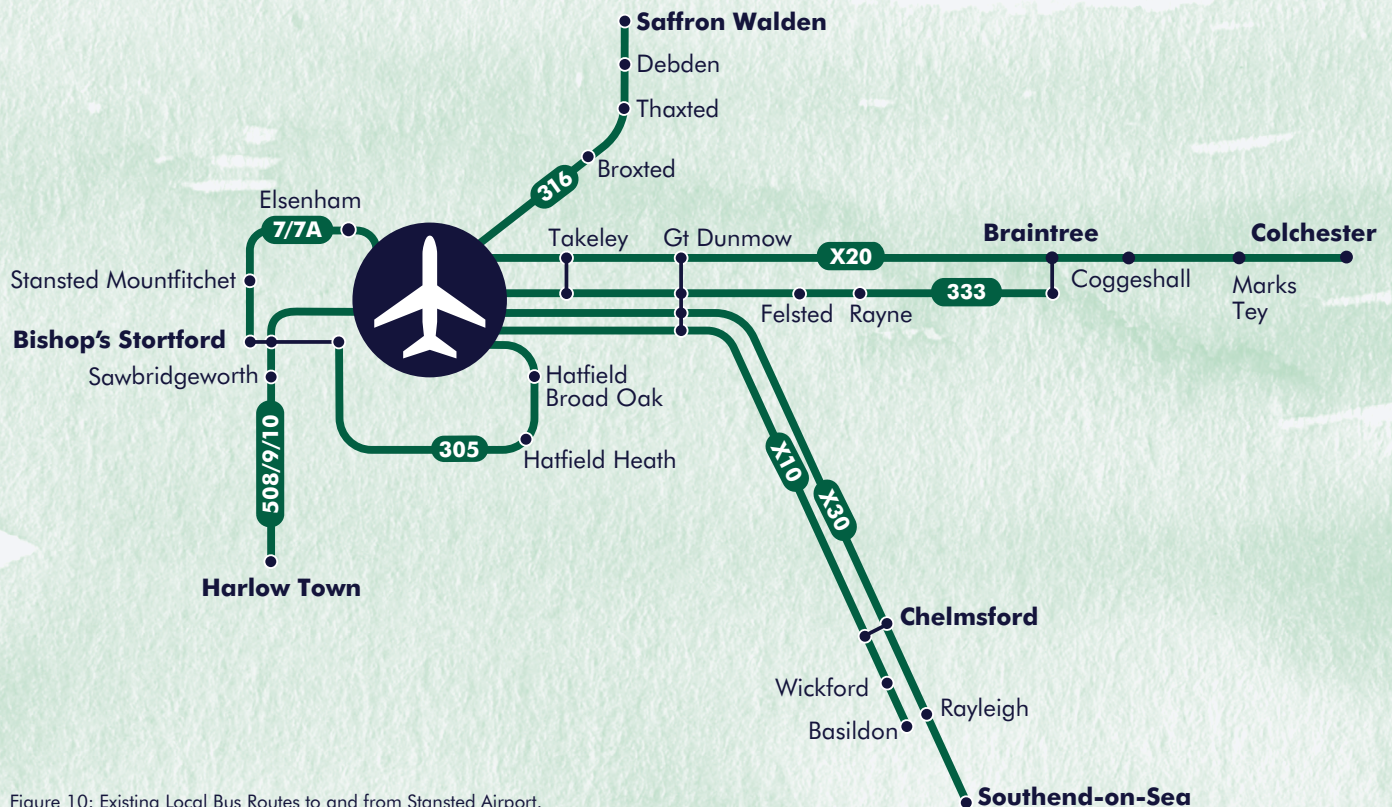


Figure 10: Existing Local Bus Routes to and from Stansted Airport.

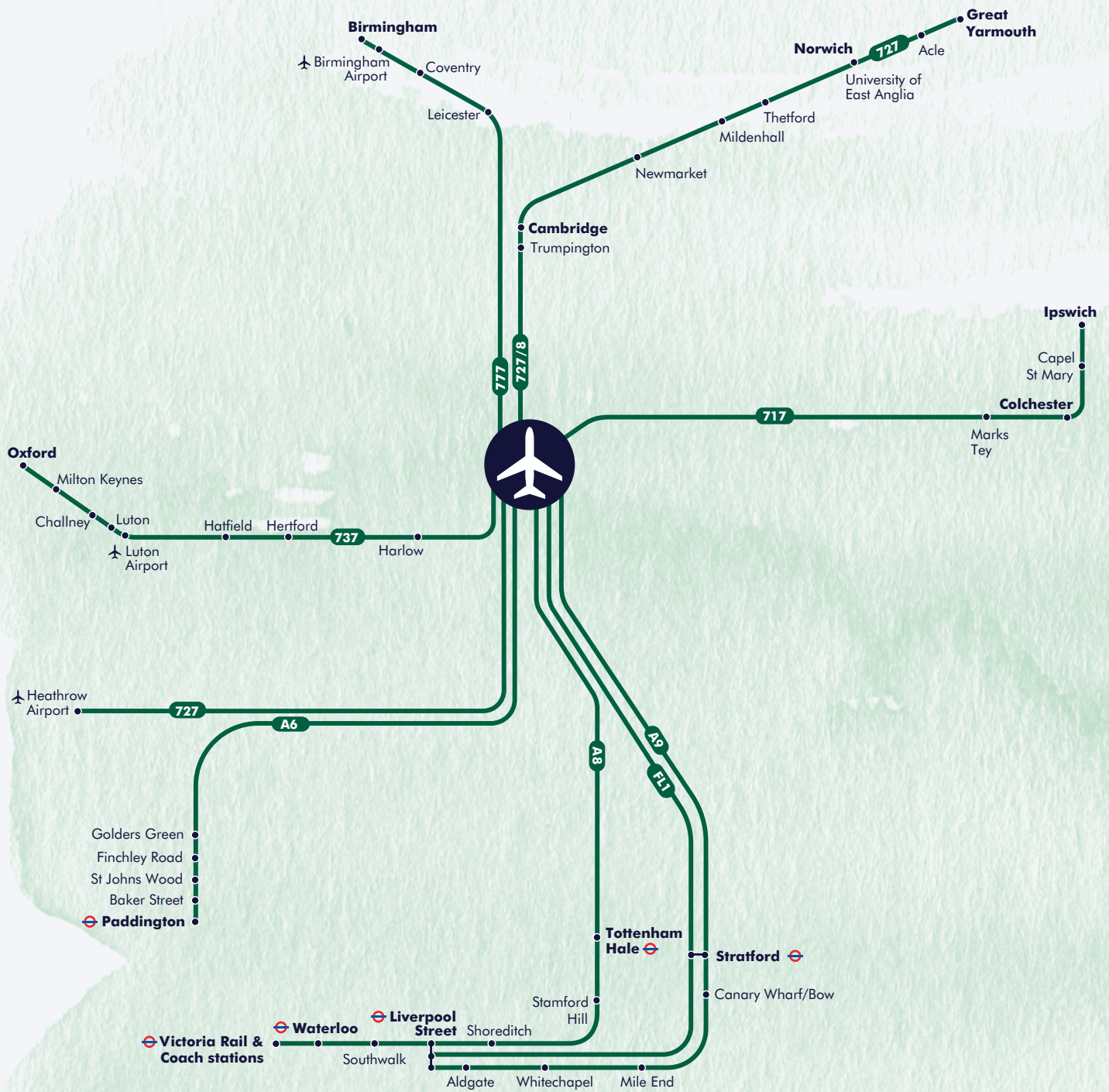


Figure 11: Existing Coach Routes to and from Stansted Airport.

Recent Achievements:

First X30 and X10 services have seen consistent year-on-year growth in both revenue and patronage, driven by improvements in vehicle quality, route optimisation, and timetable adjustments.

Local Bus Services

Local bus services can provide an effective alternative to the car for some passengers and employees. They are particularly important for employee travel, given the range, frequency and operating hours of the airport. There are over 300 daily bus movements to and from Stansted Airport.

Four local bus operators provide 11 scheduled services which connect to main towns within the local area, as detailed in **Table 3**. Changes in vehicle quality, routes and timetables have increased both revenue and patronage over the years.

SERVICE	DESTINATION	FREQUENCY	JOURNEY TIME
Arriva 508	Harlow Town via Bishops Stortford and Takeley	Every 10 mins (365 days a year, 24 hours a day)	65 mins
Arriva 509	Harlow Town via Bishops Stortford and Heath Row		65 mins
Arriva 510	Harlow Town via Bishops Stortford and Forest Hall		65 mins
Arriva 309	Thorley Park	Approx hourly on Sundays	35 mins
Central Connect 305	Bishops Stortford	Hourly	30 mins
Central Connect 333	Braintree	Hourly	55 mins
First X10	Basildon via Chelmsford	Hourly	100 mins
First X20	Colchester via Braintree	Hourly	120 mins
First X30	Southend via Chelmsford	Up to every 30 mins	120 mins
Stephenson's 7/7A	Bishops Stortford	Up to hourly	60 mins
Stephenson's 316/318	Saffron Walden	Hourly	55 mins

Table 3: Local Bus Services.

Coach Services

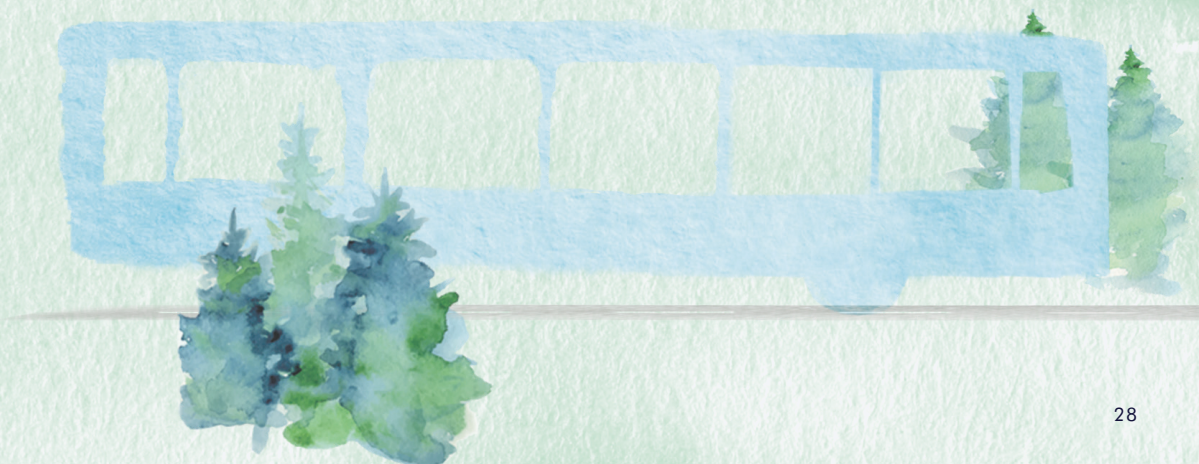
Coach services provide an effective and efficient means of travelling to and from the airport. There are currently over 250 coach departures per day to over 50 towns and cities throughout the UK, including Birmingham, Norwich and Oxford. At peak times there are 12 departures (700 seats) an hour to and from London termini, including Victoria, Stratford, Baker Street, Golders Green, Paddington, Tottenham Hale, Canary Wharf, Kings Cross and Liverpool Street. A range of express coach services to key destinations outside London has also been developed, providing a competitive alternative to the car and taxi.

With the growth in airport employment from East and North London particularly, express coach services provide a high frequency option for employees as well as air passengers. Our aim is that non-London express coach services should operate at least every two hours. Services between London and the airport should offer a minimum of two departures an hour.

There are currently two main coach operators, National Express and Flibco, serving various locations as detailed in **Table 4**.

SERVICE	DESTINATION	JOURNEY TIME
National Express 717	Ipswich	100 mins
National Express 727	Great Yarmouth	220 mins
National Express 727	Heathrow	100 mins
National Express 728	University of East Anglia	150 mins
National Express 737	Oxford	245 mins
National Express 777	Birmingham	270 mins
National Express A6	Victoria/Tottenham Hale	120 mins
National Express A8	Liverpool St/Victoria/Waterloo	95 mins
National Express A9	London Stratford/Canary Wharf	50 mins
Flibco FL1	Liverpool Street via Stratford	85 mins

Table 4: Express Coach Services.



Charter and Group Travel

Currently group travel coach movements are operated by numerous companies from across the UK. We will continue to work with the Confederation of Passenger Transport (CPT) and other organisations that represent the industry to ensure that non-scheduled operators are involved with the development of the bus and coach infrastructure.

Employee Shuttle Services

We work closely with a number of agencies to align airport employment opportunities with affordable and reliable transport connections. The Stansted Night Run shuttle serves Tottenham Hale and includes a service that arrives at the Airport at 02:40 ready for a 03:00 shift time.

Airport College Service

In 2023, we introduced a shuttle service to operate between the Airport Coach Station and the Airport College during both the morning and afternoon peaks.



Developing Existing Services

The existing network is continually evolving to better meet the needs of passengers and employees. We are committed to enhancing existing bus and coach services to increase passenger numbers and to encourage modal shift away from private vehicle usage.

We aim to expand service coverage by adjusting routes to align with current travel patterns and we are dedicated to maintaining and improving the service quality. We have identified the following key areas where existing services can be enhanced and patronage encouraged by increasing frequency, expanding capacity, extending operating hours, improving reliability and adjusting routes to better meet demand:

Colchester	Ipswich	Central &
Cambridge	Norwich	East London
Braintree	Kent	

The airport will also explore the possibility of extending the local Harlow bus route into the southern areas of the town and implement direct services from Saffron Walden and Braintree to capture additional employee demand, see **Figure 12**.

To make existing services more appealing, we also aim to reduce bus journey times, offering an attractive alternative to private vehicle travel. To do this, we will work proactively with highway authorities to identify congestion points along bus routes and seek implementation of bus priority measures where necessary and viability to reduce journey times to ensure timely arrivals and departures.

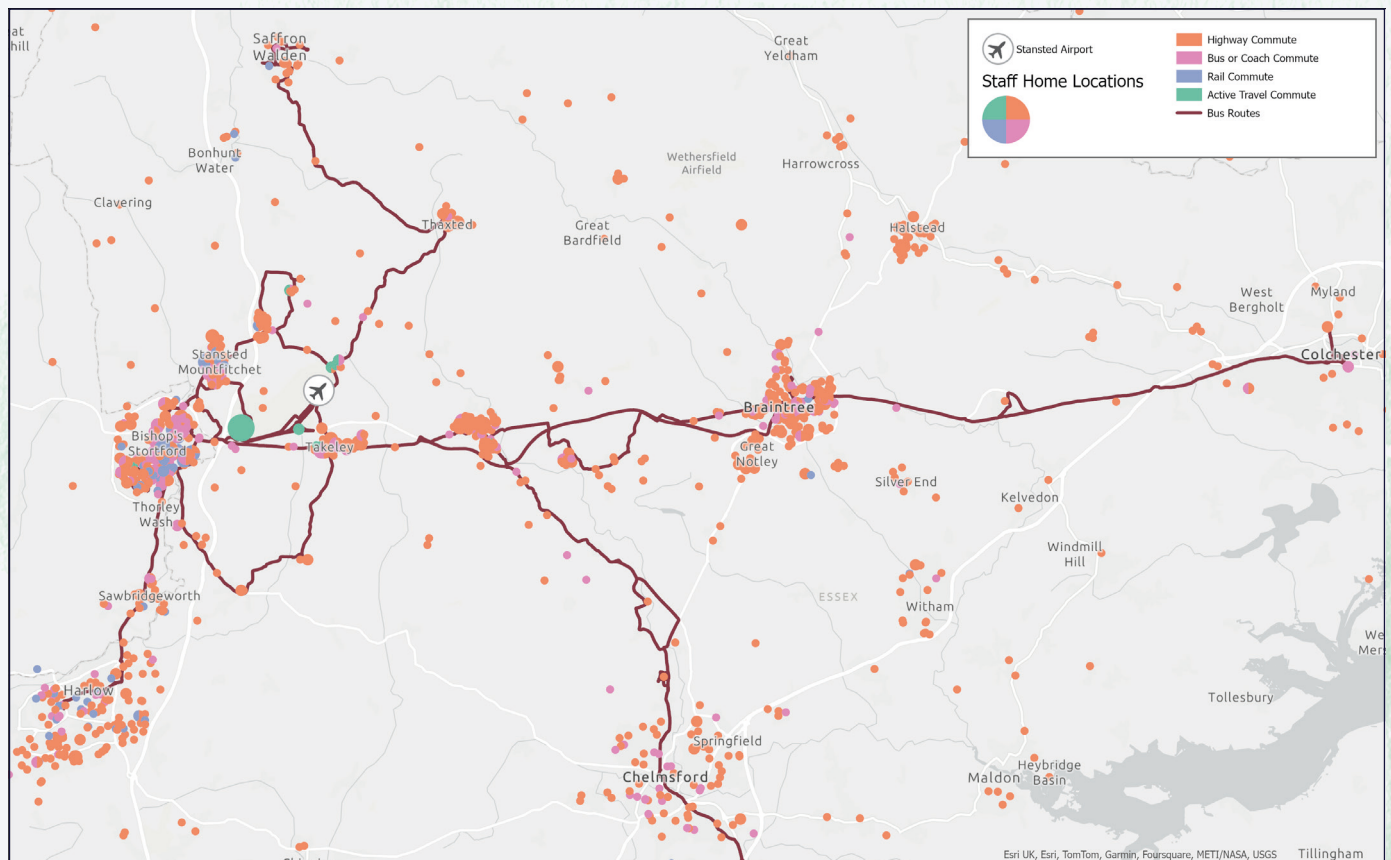


Figure 12: Existing Local Bus Routes.

Landside Connections

Landside connectivity plays a critical role in improving access to the airport, not only for passengers but also for employees. Local bus services are routed through key employment sites and the bus and coach station, while employee shuttles run from designated car parks to the terminal, ensuring easy and convenient connectivity to the wider transport network. We are committed to maintaining and enhancing these landside connections to make public transport a joined up and more attractive option for employees and passengers.

Off-airport Infrastructure

We appreciate the importance of infrastructure outside our boundary in supporting seamless travel to and from Stansted. We remain fully committed, with the support of the SATF, to working closely with local authorities and stakeholders to improve off-airport infrastructure and capacity. Two key areas will be prioritised:

Facilities at Key Interchanges

We will conduct an audit of key transport interchanges, notably Stratford or Victoria Station, assessing the current level of service provided to passengers. In collaboration with Transport for London (TfL), operators and other stakeholders, we will strive to enhance facilities such as waiting areas, retail or catering options, and ticketing services to better meet the needs of air passengers at these interchanges.

A particular focus will be placed on reviewing existing signage, particularly within the London public transport network, such as on the TfL Tube and Rail maps, to identify opportunities to better signpost passengers to the airport at key interchanges. These enhancements will increase the awareness of public transport routes to the airport, as well as making journeys more intuitive and user-friendly.

Local Network

A review of the local bus network's infrastructure will be conducted to evaluate the efficiency and accessibility of existing bus stops and bus lanes on key airport routes. Where required, the airport will support upgrades to ensure that these facilities are accessible and well-maintained. This may include physical infrastructure improvements, ensuring that bus stops are properly equipped with seating, shelter, and real-time information displays. Additionally, enhancing bus lanes will help improve the punctuality and reliability of services, making public transport a more attractive option for passengers traveling to and from the airport.

AIM:

- Improve bus and coach journey experience for all passengers and nationalities.

Vehicle Fleet & Quality of Service

We prioritise the quality of vehicle fleet, recognising that the onboard experience is a crucial part of a passenger journey. We are committed to ensuring a high standard of service, with well-maintained vehicles that cater to the comfort and convenience of passengers through close partnerships with operators through the Bus & Coach Working Group. This commitment includes promoting the equipping of vehicles with modern amenities designed to enhance the travel experience, such as Wi-Fi and charging facilities. All vehicles should meet the highest safety and cleanliness standards, ensuring a pleasant and reliable service.

We will also strive to increase the amount of information provided to passengers throughout their journey. The provision of accurate and real-time updates about expected arrival times and potential delays whilst onboard will contribute towards increased reliability and convenience for passengers.

Electric Vehicles

We are prioritising the adoption of electric and low-emission vehicles for all new bus and coach services; all new services must meet the EURO 6 standard as a minimum. The Section 106 funding obligations formally prioritise the funding of low-emissions vehicles, including electric buses and coaches, where feasible. This initiative is part of the broader strategy to minimise the carbon emissions impact of transport services serving the airport.

The SATF will work in partnership with operators to explore both hydrogen and electric options as technology evolves. A recent trial has been undertaken in partnership with National Express with the operation of an electric coach along the London Stratford – Stansted Airport route to demonstrate the potential for the use of electric vehicles on other airport services. National Express will continue to review the implementation of alternate fuelled vehicles as part of their strategy. We are continuing to work on a consolidated infrastructure plan for electric vehicle charging, which will incorporate the airport coach station.

Introducing New Bus & Coach Services

Areas of Opportunity

While there is significant potential to enhance existing services and increase passenger numbers, we have also identified opportunities to introduce new routes and destinations to encourage greater use of buses and coaches by both passengers and employees.

As the airport grows and passenger numbers rise, expanding routes will be essential to accommodate a larger passenger base and workforce required to support a larger operation. Travel patterns will continue to evolve, particularly as recruitment pools change, presenting further opportunities to introduce new services and shift more demand onto public transport.

To ensure efficient integration of new services, we will work closely with operators through the Bus & Coach Working Group to explore key areas of opportunity as they develop. Key catchment areas for new services have already been identified in:

Peterborough	Hertford	Watford
Haverhill	Enfield	Epping
Ware	St Albans	North London

Introducing New Services

We have extensive experience in successfully introducing new services, with a strong track record of implementation. New operators who wish to develop services to the airport will be encouraged, with support from the SATF. To ensure a coordinated approach we will also continue to work closely with the relevant transport authorities, via the SATF, prior to implementation.

Each new service is developed individually but our guiding principles detailed within this section ensure standards are maintained, licencing is satisfied, and departure bays are allocated. The SATF will review all service proposals to ensure outlined standards are met and agree all financial awards.

For further details contact:

Surface Access Strategy Manager
Stansted Area Transport Forum
info@Stanstedatf.com

Recent Achievement:

The First Essex X20, serving Colchester and Braintree, was introduced in 2023, with funding from the SATF to expand the early morning schedule. The first service arrives at the airport at 02:37 and the last service departs at 00:45.

Frequency

Frequency is critical for meeting the needs of both passengers and employees at the airport. Ensuring timely, reliable, and consistent service is essential for operational success. Any new service should meet or exceed the following frequencies:

- Service availability: 7 days a week
- Regional coach services: A minimum frequency of every 2 hours, with plans to increase this to an hourly service
- Express London coach services: Minimum frequency of every 30 minutes
- Local bus services: A minimum frequency of every hour, with plans to increase to every 30 minutes

Operating Hours

The airport operates 24 hours a day, 7 days a week, 365 days a year. Passenger activity occurs between 3am and 1am. To ensure optimal service for both passengers and employees, bus and coach services should align with these operational hours.

As a guiding principle, bus and coach services operating from the airport should:

- Operate Monday to Sunday, 365 days a year
- Begin service with the first arrival at or before 2am
- Ensure the final departure from the airport occurs between 12am and 1am at the earliest

Fare Recommendations

All fares should be straightforward and easy for passengers to understand. We recommend that operators make fares marketable in terms of both price and structure, offering options such as single and open return tickets, with prices rounded to the nearest £1. We also strongly encourage operators to accept payments in Euros.

Ticketing Recommendations

To encourage air passengers and employees to use public transport, ticketing systems must be clear, easily accessible, and simple to use.

We will continue to work with airlines and public transport operators to integrate ticketing, allowing passengers to purchase both air and coach tickets at the same time. Discounts for online and pre-booked purchases should also align with how air passengers book their airline tickets.

Additionally, it is recommended that ticketing is integrated into the airport employee incentivisation ticketing strategies where appropriate, such as the Airport Travelcard or other ticketing and technology solutions as they come forward. We will provide support and guidance to operators on this via the Bus & Coach and Rail Working Groups.

Technology Recommendations

Smartphone technology is widely accessible and should be leveraged as a key tool for enhancing the passenger experience. At the very least, it should serve as a convenient ticketing platform, while also providing passengers with real-time updates on journey details, including the ability to track the location of buses and coaches.

We will encourage operators to take a proactive role in adopting and advancing technology solutions to enhance the overall customer experience. With support from the SATF and the Bus & Coach Working Group, we will work closely with operators to ensure new services are integrated into streamlined, user-friendly, and coordinated technological solutions as these come forward. These solutions should bring together comprehensive information about all available transport options in one place, enabling passengers to make well-informed decisions, improving service levels, and boosting overall patronage.

Any technological solution should be accessible and available in multiple languages. Additionally, alternative methods must remain in place for those who cannot access or use smartphones or other digital technology, including customer support functions and other accessibility features.

Business Case Requirements

For a new bus or coach service to succeed, it should target areas with identified demand and a clear business case. In some cases, 'pump priming' may be needed to establish the service. We expect any service receiving initial support to become commercially viable within 4 years, recognising that new services take time to develop. Operators are required to continue the service beyond the funding agreement.

Before developing any service, we will ensure a clear commercial business case is in place. Funding will be prioritised for services with real market potential so to ensure resources are directed where the most benefit can be realised.

Any central London service should be commercially viable from the start and we would not expect to 'pump prime' these services.

Licencing & Charging

London Stansted Airport is a Bus and Coach Licensing Authority: all scheduled bus and coach services operating to and from the airport must obtain a license issued by the airport. This license outlines the terms and regulations operators must follow to operate at Stansted and ensures compliance with airport Bylaws. Approved services are granted non-exclusive access to the airport bus and coach station, with a designated departure bay allocated for each service.

The license also specifies the charges applicable for using the airport's infrastructure. Like most major bus and coach stations in the UK, a charge applies for the use of facilities. This charge extends to charter coaches, group travel and demand responsive services. The money generated from bus and coach charging is invested into infrastructure maintenance and the enhancement and management of the bus and coach station.

Funding

As outlined in the 'Introduction' of this document, there are three primary ways in which new bus and coach initiatives can be supported financially, overseen by the SATF, provided there is a long-term business case:

- **Sustainable Transport Levy (STL):** An obligation of the Section 106 Agreement associated with the 2021 planning permission.
- **Local Bus Network Development Fund:** A specific Section 106 obligation to support the development of the local bus network. This fund enables the development prioritisation of the bus network and the introduction & operation of ultra-low emission or electric vehicles.
- **Local Road Network Fund:** The Agreement also includes a Local Roads Network Fund to cover the reasonable costs incurred for the feasibility, design and implementation of highway improvements within Essex, and no further than a five-mile radius of the boundary of the airport.

In entering into any financial arrangement, we would expect the bus and coach operator to share the risk associated with any revenue support, determined on a case-by-case basis. The business case for a new service will be reviewed by the airport and local authority members of the Bus & Coach Working Group. The Working Group will make an assessment using the following criteria, before agreement by the SATF Steering Group:

- A clear demonstration of demand for the bus or coach service.
- The potential to expand the bus and coach network and reach new destinations.
- A proposal that meets the needs of both airport passengers and employees.
- Alignment with the guiding principles outlined in this strategy.

Demand Responsive Services

We are committed to exploring the implementation of demand-responsive services (DRT) in areas with sufficient demand to support a sustainable business case. This could include rural location, with a particular focus on addressing the local bus needs for employees living in areas such as Halstead, see **Figure 13**. The Airport will work with transport authorities to explore opportunities for the introduction of DRT in Essex and Hertfordshire.

An example of such a demand responsive service is at Heathrow Airport where a DRT service was implemented in August 2023 to provide on demand service between Dedworth and Heathrow Airport Terminal 5. The service, called Go To Gate, is available for passengers and staff to book in advance on a dedicated App.

Go2Gate | Heathrow.

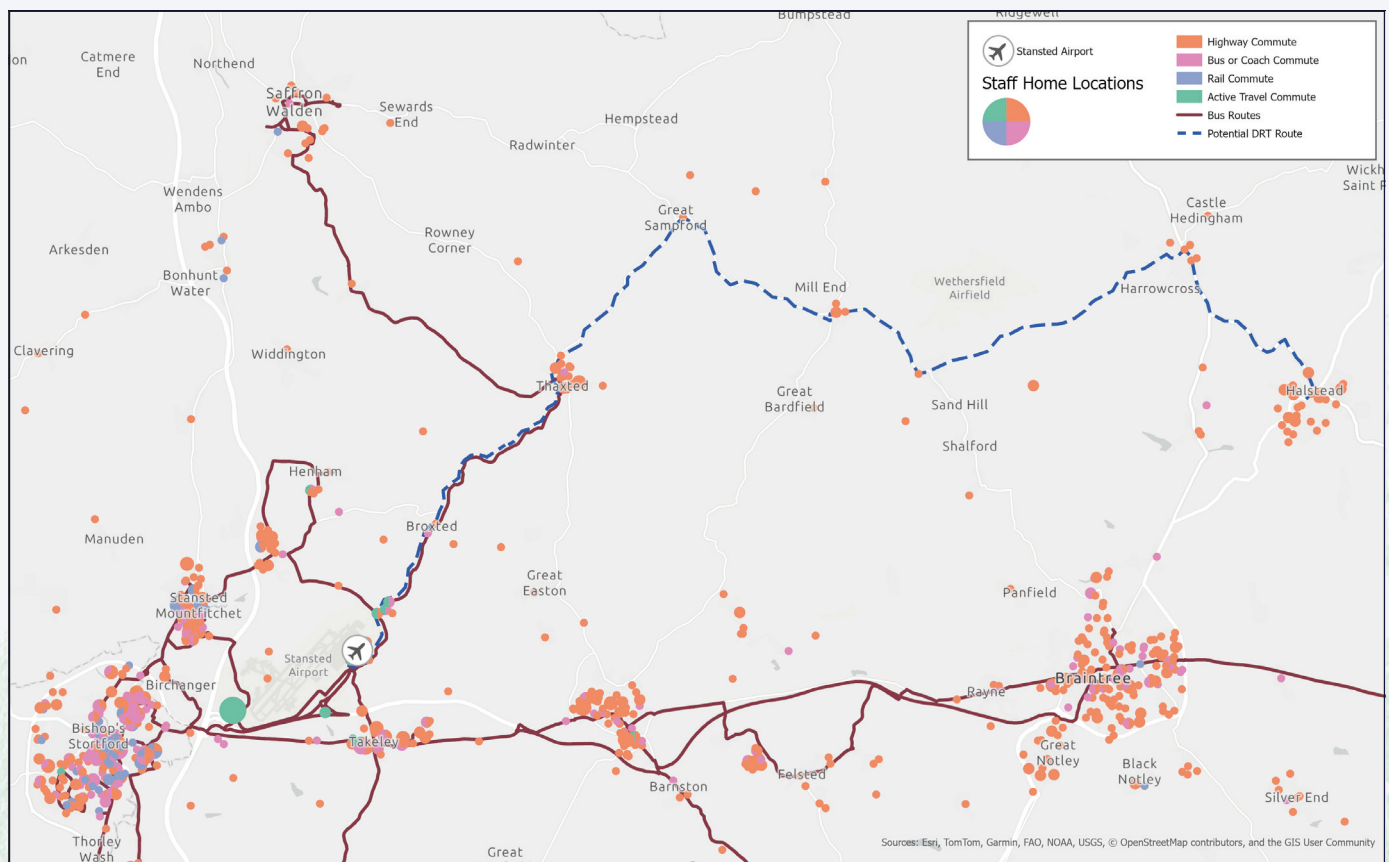


Figure 13: Potential Demand Responsive Service Route.

Enhance Rail Services

Existing Services

Rail has become the most popular form of public transport to the airport, with 30% (7.8 million) of all passengers using rail in 2023. Rail services provide direct connections to London, Birmingham, and key transport hubs in Cambridge, Peterborough, Leicester, and Nuneaton, as shown in **Figure 14**.

AIM:

- Enhance rail services for employees and passengers by increasing connectivity and frequency, extending operational hours and maintaining performance quality.



Figure 14: Rail Network from Stansted Airport.

Recent Achievements:

Greater Anglia's Stansted Express service has returned to its pre-COVID timetable, operating every 15 minutes to London.

Greater Anglia runs the Stansted Express service from London Liverpool Street to the airport, with stops at Bishop's Stortford, Harlow, and Tottenham Hale. This service operates throughout the day, with trains leaving Stansted Airport from 05:30am until 00:30am (06:00am services available from Tuesday to Thursday). Trains from Liverpool Street station to Stansted Airport start at 04:30am, with additional departures at 3:40am and 04:10am on selected days.

Greater Anglia also provide rail services connecting to Cambridge and Norwich operating hourly.

CrossCountry Trains provide a service from Stansted Airport to destinations including Cambridge, Peterborough (linking to the East Coast Main Line), Leicester, and Birmingham. The current CrossCountry timetable does not align with airport operational needs and could accommodate passenger travel patterns better.

Timetabled journey times have been reduced from 50 minutes to 48 minutes, improving efficiency for passengers.

Greater Anglia continues to lead as the most punctual train operator in the UK, maintaining an excellent performance with a 90.7% Punctuality Performance Measure (PPM) on a Moving Annual Average (MAA) basis.

Extension of Services

We are committed to working with operators and Network Rail to continuously improve timetables, service frequencies, and routes to better meet the needs of passengers and employees. Our rail vision will only be achieved by continuing the strong partnership working that has been established with key stakeholders. The Rail Working Group will continue to oversee and promote our vision and co-ordinate our activity to secure improved connectivity and better rail access for all airport users.

We have identified two key areas of opportunity for increasing rail use: North London and Cambridgeshire. Expanding existing services in these regions would encourage more passengers and employees to choose rail over private vehicles. In Cambridge for example, despite having a direct rail link, a significant number of travellers still rely on private transport, highlighting the need for further improvements. Cambridge offers interchange possibilities to a variety of locations in the region.

Operating Hours

A key element of our rail strategy is to extend the operating hours of CrossCountry services and the Stansted Express to better meet airport demand.

Currently, the morning rail services do not start early enough to serve passengers catching early flights, nor do they operate at a consistent time each day. These factors limit rail use and create uncertainty for passengers. We are committed to working with Greater Anglia and Network Rail to extend operating hours to better accommodate both early-morning passengers and employees. Expanding these services will be a key priority for 2025 and 2026.

West Anglia Main Line Enhancements

Journey times between London and Stansted Airport are currently 48 minutes due to significant competition for capacity on the West Anglia Main Line (WAML). In contrast, other major airports benefit from much faster journey times into London – Heathrow (15 minutes to Paddington), Gatwick (30 minutes to Victoria and London Bridge) and Luton (32 minutes to St Pancras). Long journey times and poor rail connectivity can deter passengers.

A key focus of our rail strategy is improving the performance, and journey times on the West Anglia Main Line (WAML) while ensuring consistent and regular rail services to London. Our medium-term goal is to reduce journey times to 45 minutes, with a long-term vision to reduce journey time down to 40 minutes. We also have a focus on lobbying for the widening the WAML to four tracks as a long-term solution.

In June 2021, Network Rail published a medium-term study on the WAML, recommending incremental improvements over the next 10–15 years instead of large-scale investments like four-tracking or Crossrail 2. While we support efforts to improve journey times and connectivity, we believe the proposed measures offer limited impact without larger investments. We remain committed to advocating for further investment along the rail corridor. The Airport will continue to work with the rail industry to understand and input into rail investment plans

Links to Cambridge and the North

Peak-hour services to London operate every 15 minutes; however, northbound services remain more limited. In 2019, Greater Anglia introduced a key hourly service to Cambridge, which combined with Cross Country services provides a half-hourly Cambridge service.

We support expanding services to towns and cities beyond London, particularly in the Midlands and East of England, subject to capacity constraints. Enhancing these connections would broaden the airport's catchment area, improve accessibility, and reduce reliance on 'kiss and fly'.

The East West Rail project, which will connect with the Stansted Express via a one-stop interchange at the new Cambridge South station, represents a significant development. We fully support this initiative, as it will enhance rail access to Stansted for passengers west of the airport, expanding the rail catchment. The new Cambridge South station is planned to be completed in 2026 and will open up opportunities to connect directly to the Bioscience parks that are an important industry to London Stansted.

Quality of Service Improvement

We are committed to working with operators to improve and maintain rolling stock to better meet airport passenger needs through the Rail Working Group and SATF. Efforts will focus on optimising onboard facilities, including luggage storage, free Wi-Fi, and charging points.

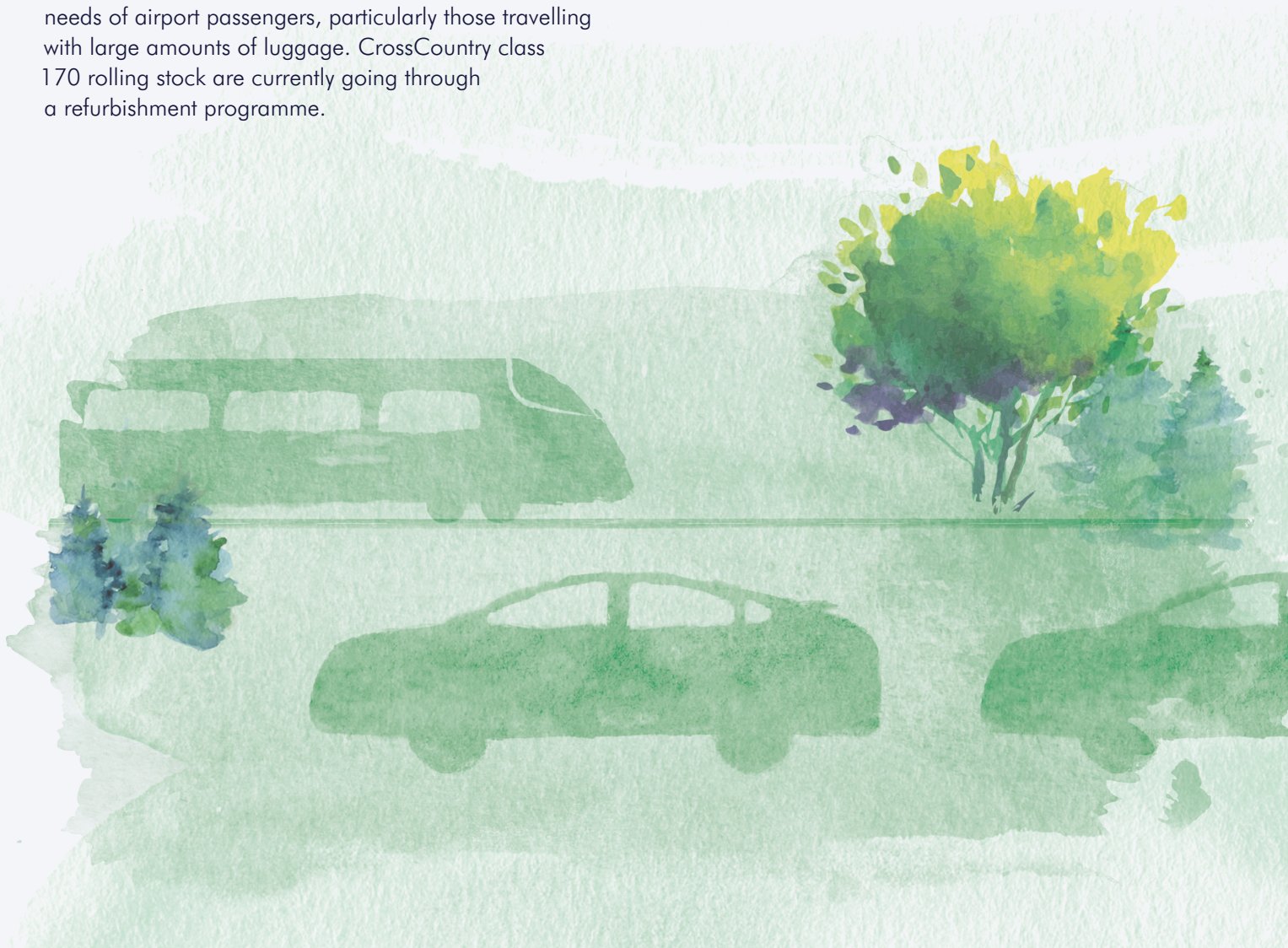
Greater Anglia's new state-of-the-art 12-carriage Stadler trains have significantly improved the passenger experience. These trains offer over 80% more seating than the 8-carriage trains they replaced, in addition to features such as comfortable seating, USB and plug points, Wi-Fi, and air conditioning.

CrossCountry rolling stock currently does not fully meet air passenger requirements, particularly in terms of luggage storage capacity. We will continue to work with CrossCountry to ensure services cater to the needs of airport passengers, particularly those travelling with large amounts of luggage. CrossCountry class 170 rolling stock are currently going through a refurbishment programme.

We will collaborate with operators to enhance real-time information updates for passengers' onboard rail services. This could include live updates on arrival times, delays, airport status, and other transport network updates to improve the overall passenger experience and ensure seamless onward connections. The more convenient and stress-free rail journeys become, the more likely passengers are to choose this mode of transport.

AIM:

- Improve onboard rail journey experience.



Transport Infrastructure & Vehicles at the Airport

Recent Achievements:

Recent improvements to the rail station include the introduction of the new electronic gateline facility to improve passenger flow and ticket office refurbishment.

Rail Station

Stansted Airport rail station is managed by Greater Anglia on behalf of Network Rail. The rail station is directly linked to the passenger terminal by ramps, lifts and escalators. There are three platforms; Platform 1 can accommodate trains up to 16 carriages in length, Platform 3 can accommodate trains of up to 12 carriages in length and Platform 2 handles up to four carriage trains.

Catering and waiting facilities are provided at the station. Ticketing facilities are available on the station concourse, in the terminal, on trains and at key stations.

AIM:

- Upgrade rail station to improve customer experience.

Work has been completed to introduce new automated ticket barriers at the station. This has ended the manual checks undertaken and has improved the efficiency and flow of passengers from the platforms into the airport terminal, and enhancing the overall passenger experience. This initiative is an example of a key initiative in supporting growth in rail travel to the airport.

We are now focused on implementing smarter ticketing and technology solutions, such as contactless payments, to further enhance convenience. The airport is also set to be included in the TfL 'tap and go' zone by end of 2025, making access even easier for passengers.



Recent Achievements:

The bus and coach station has recently undergone significant upgrades, including enhanced waiting areas, new retail and catering options, and a complete refurbishment of the ticketing facilities.

Bus & Coach Station

New infrastructure improvements have been implemented to accommodate growing passenger numbers and enhance customer service. Upgraded waiting and ticketing facilities have been installed, and passengers are now protected from adverse weather conditions by a roof incorporating solar shading technology. We also plan to introduce enclosed queuing and waiting areas for all services operating from the station, as well as a covered walkway to the terminal.

Significant changes have also been made to the vehicle operating area, which now includes 39 bays for scheduled bus and coach services, internal hotel shuttle buses, and charter coaches, along with an additional 30 bays used as a layover area. New driver facilities, health and safety improvements, and dedicated offices for coach companies and station management have also been introduced.

We are committed to continually enhancing facilities at the bus and coach station, with a focus on improving catering and toilet facilities. We will also continue to review the suitability of ticketing facilities and kiosks to enhance passenger convenience, ensuring accessibility for all and maximising patronage.

AIM:

- Upgrade the bus and coach terminal to improve customer experience and encourage more people to travel by bus or coach.

ACTION:

- A technical study will be undertaken on the coach station to investigate additional capacity and passenger facility improvements. The delivery of any associated works will be before the airport reaches 36 mppa.

Electric Vehicle (EV) Infrastructure

The transition towards electric vehicles (EV) is underway across all modes. The 2021 Section 106 Agreement formally prioritised funding initiatives that support low-emission and electric vehicles. As part of this initiative, all new bus or coach services to Stansted Airport are required to utilise vehicles that meet or exceed the EURO 6 emissions standard. To support this transition, accelerated infrastructure development is crucial. Ensuring there is sufficient provision of EV charging infrastructure to accommodate this transition is a key priority for us. We will aim to better serve current demand while anticipating the future needs of the airport, particularly as the adoption of EVs continue to grow. We are continuing to work on a consolidated infrastructure plan for electric vehicle charging, which will incorporate the airport coach station.

To further encourage operators to introduce electric vehicles, we will explore opportunities for implementing differential charging schemes. This could include offering incentives, such as discounted or preferential rates for operators who choose to switch their fleets to electric vehicles.

The airport's first EV charging facility is now operational and located off Thremhall Avenue. Initially offering 10 rapid charging points, it is designed for future expansion to meet growing demand, serving both airport users and the local community.

AIM:

- Encourage cleaner vehicles to serve the Airport to reduce emissions associated with surface access.

Accessibility

We continue to work closely with surface access providers to ensure that passengers' journeys are fully connected, seamless, and offer a 'great experience' regardless of mobility.

Our goal is to ensure passengers can easily access the information they need in advance to help them plan their journey. Information provision at all stages of a passenger's journey – both online and at the airport – along with ticketing facilities, will be regularly reviewed with a strong focus on accessibility for all.

We will also ensure continuous training for all staff, both airport and public transport employees, to maintain awareness of accessibility provisions.

Recognising that other transport authorities and companies are also enhancing accessibility, we see opportunities to further improve travel and seamless connectivity for passengers with accessibility requirements. Through the SATF, we will collaborate with these partners to ensure journeys remain accessible.

Ticketing, Incentivisation & Awareness

AIM:

- Increase employee and passenger awareness and incentivise sustainable travel options.

The public transport network is well developed, and significant mode shift can be achieved through increasing usage of existing services. There is an opportunity to increase patronage of public transport services for individuals who are currently driving from these locations:

Cambridge	Ipswich
Chelmsford	Harlow
Colchester	Bishop's Stortford
Southend	Braintree

Ticketing & Initiatives

Ticketing initiatives are key in facilitating greater use of existing public transport services. We already deliver two primary ticketing incentives for staff:

Airport Travelcard: offers significant savings compared to standard rail, bus and coach fares. The prices depend on where an employee travels from and represent a combination of distance and mode, similar to the London Travelcard zoning system. Travelcards are available for 1, 3, 6 or 12 months.

Carnet Card: prepaid non-dated tickets that can be exchanged for single journeys, ideal for part-time employees or hybrid workers that may only use the bus once or twice a week. It is currently available on the 309, 510/9/8 and 333 bus services.

We will continue to explore additional opportunities for employee ticketing incentivisation and we will review the Travelcard pricing structure in collaboration with key partners via the SATF to ensure maximum effectiveness.

We will also seek to capitalise on initiatives such as the Government's 'fare cap' to promote bus services as an affordable alternative to private vehicle use.

A key area of focus will be the implementation of ticketing incentives for passengers as well as employees. We will explore opportunities to introduce incentives such as fast-track security for those travelling via public transport, beverage vouchers in partnership with providers at the airport, and campaigns to promote existing and expand group saver ticket offerings.



Marketing

Effective marketing of our existing travel network is crucial in encouraging both passengers and employees to reduce their reliance on private vehicles. We are committed to using targeted marketing campaigns and communication channels to increase awareness and usage of sustainable transport options. We recognise that there are untapped opportunities that can be better leveraged, as well as the need to implement new marketing initiatives to reach wider audiences.

Airport Commuter Centre – The existing Airport Commuter Centre offers a valuable resource that can be better utilised to promote sustainable travel options. We will coordinate a more prominent presence at employment fairs and staff travel roadshows to actively encourage employees to consider public transport options as part of their commute.

Community App Communications Channel –

We recognise that the current Community App channel is an underused recourse for reaching employees. While it currently serves as a platform for sharing information on transport disruptions, it also presents an excellent opportunity to direct employees to, or integrate, a dedicated commuter app offering journey planning and other useful services.

Airport Website – The airport website 'getting-to-and-from' pages are a critical touchpoint for passengers. We will conduct regular reviews of the website to ensure that the information provided is consistent, up-to-date, and easily accessible. This will include:

Clear Signposting – We will make the distinction between bus and coach travel more evident, providing clear, concise information on the options available.

Improved Journey Planner Functionality – We will enhance the journey planner functionality to allow passengers to see a broader range of travel options and more seamless connections.



Updated Maps – The maps available on the website will be regularly updated to reflect the latest routes and transport information to ensure passengers can easily navigate their travel options.

Stansted Commuter Website & App Development

– we will extend the scope of the existing Stansted Commuter pages and develop a dedicated digital ‘Commuter App’ that provides real-time journey planning for public transport services, making it easier for employees to find the most appropriate service for them. The platform will include key features such as live service tracking, up-to-date ticketing information, and notifications for service changes or disruptions. It will also be designed with future integration in mind, including employee ticketing initiatives like the Airport Travelcard. We will make it a key focus to advertise campaigns, ticketing incentives, and any other initiatives designed to encourage the adoption of public transport. To support our workforce, the app will be made available in multiple languages.

There are two key examples of initiatives that should be incorporated into marketing strategies and promoted within the marketing channels.

Engaging Local Hotel ‘Hubs’ – In partnership with local hotels, we will promote sustainable travel options to guests, ensuring they have the necessary information to make informed travel choices.

Additionally, we will explore opportunities to expand demand-responsive services to serve clusters of passenger demand from hotels. A hotel shuttle bus runs between the London Stansted Airport Premier Inn, Novotel and Holiday Inn Express. Services cost £3–4 per adult and run every 30 minutes.

Government ‘Fare Cap’ – The Government ‘fare cap’ scheme has constrained the popularity of employee Airport Travelcards and Carnet Cards, due to its competitive pricing. This does not equate to a reduction in overall bus travel. We view the ‘fare cap’ scheme as an opportunity to capitalise on a wider array of alternative travel offerings. By presenting multiple options to both employees and passengers, there is a higher likelihood that one of these offerings will better suit their individual travel needs and preferences, thereby encouraging greater use of public transport across various user groups. We will work closely with transport providers via the SATF to better promote the fare cap scheme and integrate it into the airport’s broader bus and coach strategy.

By implementing these strategies, we aim to significantly increase awareness of sustainable travel options, encouraging a shift away from private vehicle use and improving overall surface access to the airport.



Technology

Technology will play a central role in promoting public transport services to and from the airport. We are committed to developing advanced, integrated technological solutions that cater to the needs of both passengers and employees. Solutions must prioritise making it easy for passengers and employees to access essential information such as timetables, ticketing options, service updates, and disruptions, all through a coordinated platform and centralised technology strategy.

To improve the quality and accuracy of travel information, we will collaborate closely with leading journey planning platforms, including Google Maps, Trainline, and National Rail. Through these partnerships, we aim to enhance data accuracy, broaden the visibility of available transport options, and simplify the marketing and ticketing processes. This collaborative approach will ensure that users have easy access to comprehensive, up-to-date travel information, helping them make informed decisions and navigate their journey more efficiently.

As part of this technology initiative, a priority will be collaborating with operators through the SATF and Bus & Coach Working Group to develop integrated digital solutions. These will focus on improving real-time journey planning from Stansted Airport across all modes of transport. Digital platforms should be accessible both as a mobile app and on interactive digital boards strategically placed throughout the airport for maximum convenience and visibility. Key features should include live tracking, ticketing information, and notifications for service changes or disruptions. To ensure accessibility for a diverse range of passengers, the platform should be available in multiple languages. This will enable users to easily identify the most suitable service for their needs, enhance their overall experience, and improve the convenience of public transport services, ultimately encouraging greater uptake of public transport.

AIM:

- Improve the digital interface for coach and bus journeys to encourage more people to travel by bus or coach.



AIM:

- Enhance information and wayfinding to support public transport choices.

Airport Wayfinding

Wayfinding is essential not only for improving customer service by making journeys easier and hassle-free, but also for increasing awareness of alternative travel modes. Clear and accessible information ensures a smoother experience for passengers, encouraging them to make informed decisions about their travel options.

We will review the strategic placement of real-time information displays at key locations, such as the baggage hall, departure board in the bus & coach terminal, and rail terminal. Where necessary, we will enhance these displays to provide comprehensive, up-to-date information, including departure schedules, bay numbers/platforms, service delays, and expected arrival times for all modes of transport. This will ensure passengers can seamlessly navigate their journey, whether they are arriving, departing, or making onward connections.

Customer Service

Customer service plays a crucial role in shaping a passenger's experience; it influences whether they feel their journey was positive. This includes everyone the passenger interacts with, such as drivers, ticketing staff, cleaners, baggage handlers, and any other personnel involved in their trip.

Airports present a unique challenge because many passengers are infrequent users and unfamiliar with the layout, public transport services, and how they work. Additionally, passengers may speak different languages, and their proficiency in English can vary.

To maintain high customer service standards, we will ensure continuous training and support for all staff members, both airport and public transport employees as to provide them with knowledge of the transport services provided. This will also include providing information to public transport operators of the airport facilities available to passengers to ensure their staff can respond effectively.



APPENDIX

Actions for Surface Access Improvements

ID	AIM
BUS & COACH	
S1	Review and update the Bus and Coach Strategy in 2025 in line with the finalisation of the SDP.
S2	Work with bus and coach operators (via the SATF) to identify opportunities for new and improved regional and local bus and coach services and provide financial support where justified.
S3	Investigate, and implement where possible, improvements in environmental performance through differential charging and the introduction of alternative fuelled vehicles
S4	Undertake a full review of the existing digital information system for local buses in the Bus & Coach Station
S5	Develop a proposal for the Transport Forum for enhanced information provision that improves the customer journey.
S6	Continue to work with TfL and London Boroughs to improve the experience for passengers travelling by coach to and from London, particularly with the emergence of Stratford as an interchange destination linked to the new Elizabeth Line.
S7	Where appropriate, investigate the provision for demand-responsive services within the airport and implement where appropriate.
RAIL	
S8	Lobby to secure government commitment through the West Anglia Task Force and Transport East to deliver a significantly faster journey time from the airport to Central London, as the first phase in a long-term programme of infrastructure investment on the WAML.
S9	Work with the rail industry to develop a resilience plan for rail replacement services.
S10	Work with and provide evidence to support train operators to provide a better rail connection with North London, Cambridgeshire and beyond.
S11	Seek to improve the customer experience at London Liverpool Street, Stratford, Tottenham Hale and Cambridge stations.
S12	Provide an improved on-train information for departing air passengers.
S13	Continue to support regional stakeholder aspirations to improve links from the WAML to Stratford, supporting regeneration in the Upper Lea Valley and opening rail access to Stansted Airport to new communities.
S14	Monitor the utilisation of the Elizabeth Line and the prominence of Stratford to consider the opportunity for Stratford as an alternative connection to Central London.
S15	Work with Network Rail and train operators on improving reliability with the aim of at least 95% of trains running on time as a long-term target with suitable long-term investments on the network.
ROAD	
S16	Work with others to identify the infrastructure needed to support increased demands for road access where this is essential, through the Local Roads Monitoring Scheme.
S17	Review and where relevant implement the highway options of actively discouraging 'kiss and fly' traffic.
S18	Work with regional partners to design and introduce capacity improvements as necessary in line with previously agreed obligations.

Airport Surface Access Strategy Aims by Mode. Continues on following page.

ID	AIM
S19	Work with regional partners to design and introduce road safety improvements as necessary in line with previously agreed obligations.
S20	Work with regional partners to design and introduce bus priority improvements as necessary in line with previously agreed obligations.
S21	Work with regional partners to design and introduce active travel improvements as necessary, and in line with previously agreed obligations.
S22	Investigate, and implement where possible, improvements in environmental performance through differential charging and the increased use of alternatively fuelled vehicles.

CAR PARKING

S23	Develop an action plan for the rollout of electric vehicle charging infrastructure and support its future implementation and operation.
S24	Continue with the enforcement of parking and waiting restrictions on roads within the airport site.

WALKING & CYCLING

S25	Review and update the Cycling and Walking Strategy in 2025 and explore potential additional routes.
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EMPLOYEE TRAVEL INCENTIVES

S26	Review and update the Airport Travel Plan before the end of 2025.
S27	Undertake employee travel surveys in 2025 and 2027.
S28	Encourage the growth of the Airport Travelcard and Car Share Schemes over the next 5 years.

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