



Enhanced Partnership Plan

July 2022



WARRINGTON
Borough Council

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1. Introduction

THE WARRINGTON ENHANCED PARTNERSHIP PLAN FOR BUSES IS MADE IN ACCORDANCE WITH SECTION 138G(1) OF THE TRANSPORT ACT 2000 BY WARRINGTON BOROUGH COUNCIL (WBC)

This document sets out Warrington Borough Council's (WBC) Enhanced Partnership (EP) Plan. The EP Plan provides a high-level vision and objectives for bus services in the local area, drawing on Warrington's 2021 Bus Service Improvement Plan (BSIP)¹, and will facilitate the introduction of one or more EP Schemes.

As outlined in the EP guidance² and in accordance with the statutory requirements for an EP Plan as set out in Section 138A of the Transport Act 2000³, this document:

- Details the area and period to which the Plan relates;
- Sets out an analysis of local bus services;
- Sets out policies relating to local services in the area;
- Sets objectives regarding the quality and effectiveness of local bus services;
- Describes how the EP Scheme(s) are intended to assist in delivering these policies and achieving these objectives;
- Describes the intended effects of the EP Schemes on neighbouring areas; and
- Sets out how and when the EP Plan is to be reviewed.

¹ <https://www.warrington.gov.uk/buses>

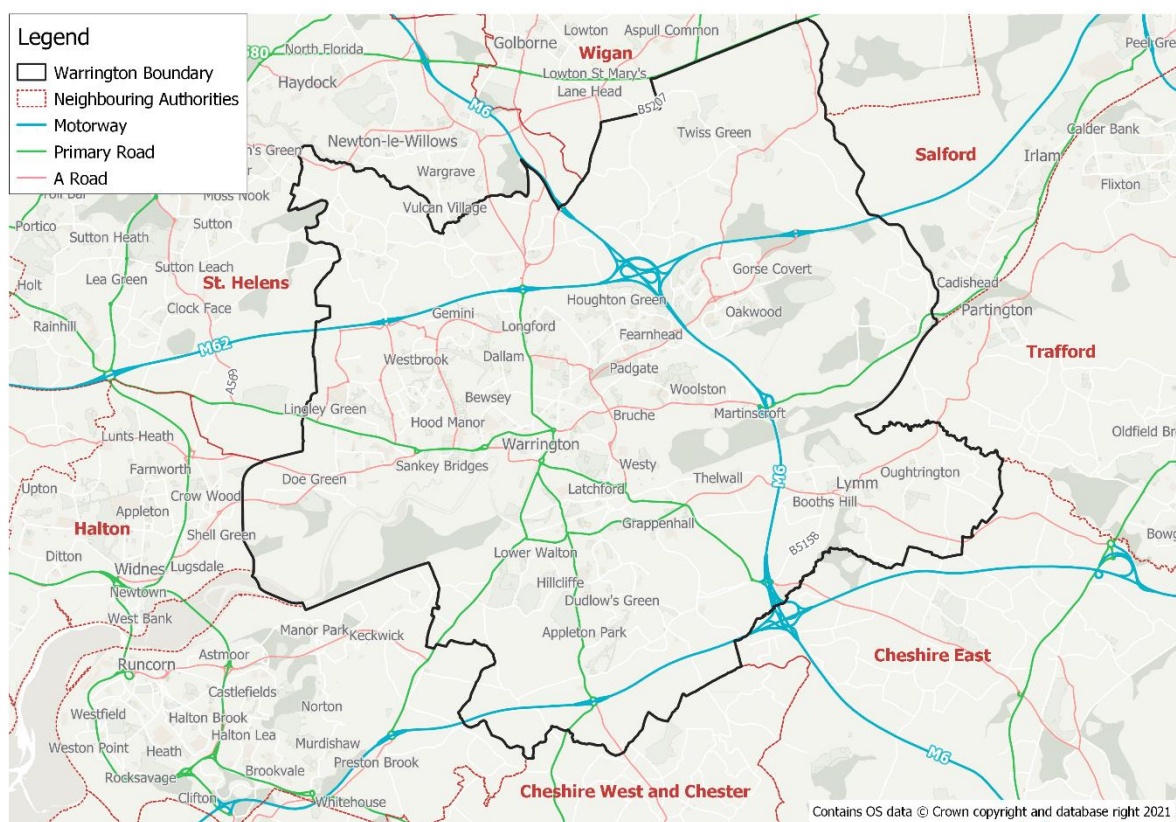
² https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1002507/national-bus-strategy.pdf

³ <https://www.legislation.gov.uk/ukpga/2000/38/section/138A>

2. Extent of the Enhanced Partnership

Figure 2.1 presents the geographical coverage of the EP Plan and Scheme, which covers the entire borough, comprising the main urban area, surrounded by a rural hinterland and includes a number of distinct settlements.

Figure 2.1: Warrington EP Boundary



As shown above, Warrington is bounded by seven neighbouring local authorities, including Cheshire East, Cheshire West and Chester, Halton, St. Helens, Salford, Trafford and Wigan. Whilst this EP is specific to Warrington, WBC liaises with neighbouring authorities regularly to identify and address any cross-boundary bus issues.

The EP Plan and EP Scheme will start on 1st July 2022. The Plan shall have no end date, but shall be reviewed every five years from the commencement date; this review will include its extent, objectives, governance and compliance with legislation. The EP Scheme shall have no end date, but shall be reviewed by WBC every six months.

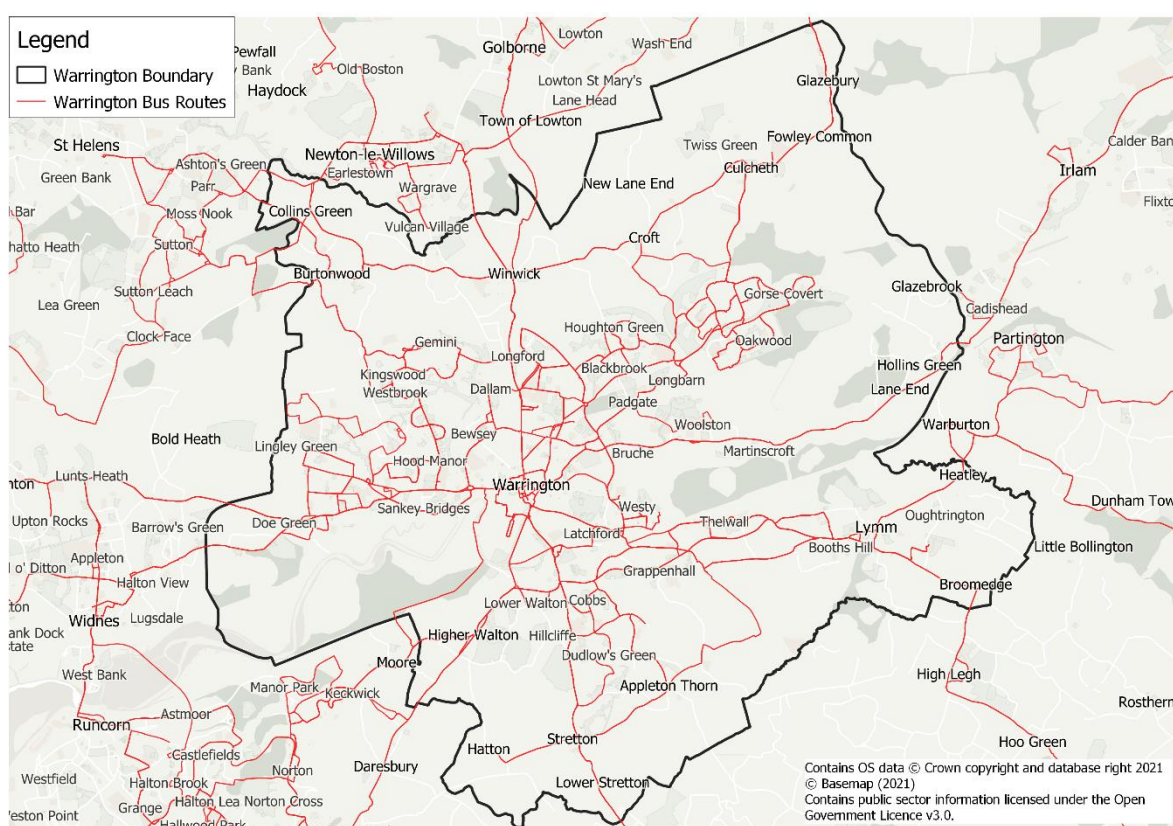
3. Bus Travel in Warrington

3.1 Bus Infrastructure and Provision

Warrington’s bus network is shown in **Figure 3.1**; this captures all routes that stop within the boundary of Warrington. The bus network is centred on Warrington Bus Interchange, with most services following radial routes from the town centre. While this provides effective access to the town centre, there are few cross-city routes or routes between outlying areas of the borough.

Although most routes are internal within the Warrington boundary, there are some services to neighbouring towns and cities, including Altrincham, Chester, Liverpool, Manchester, Northwich, Runcorn, St Helens, Widnes and Wigan.

Figure 3.1: Warrington’s Bus Network

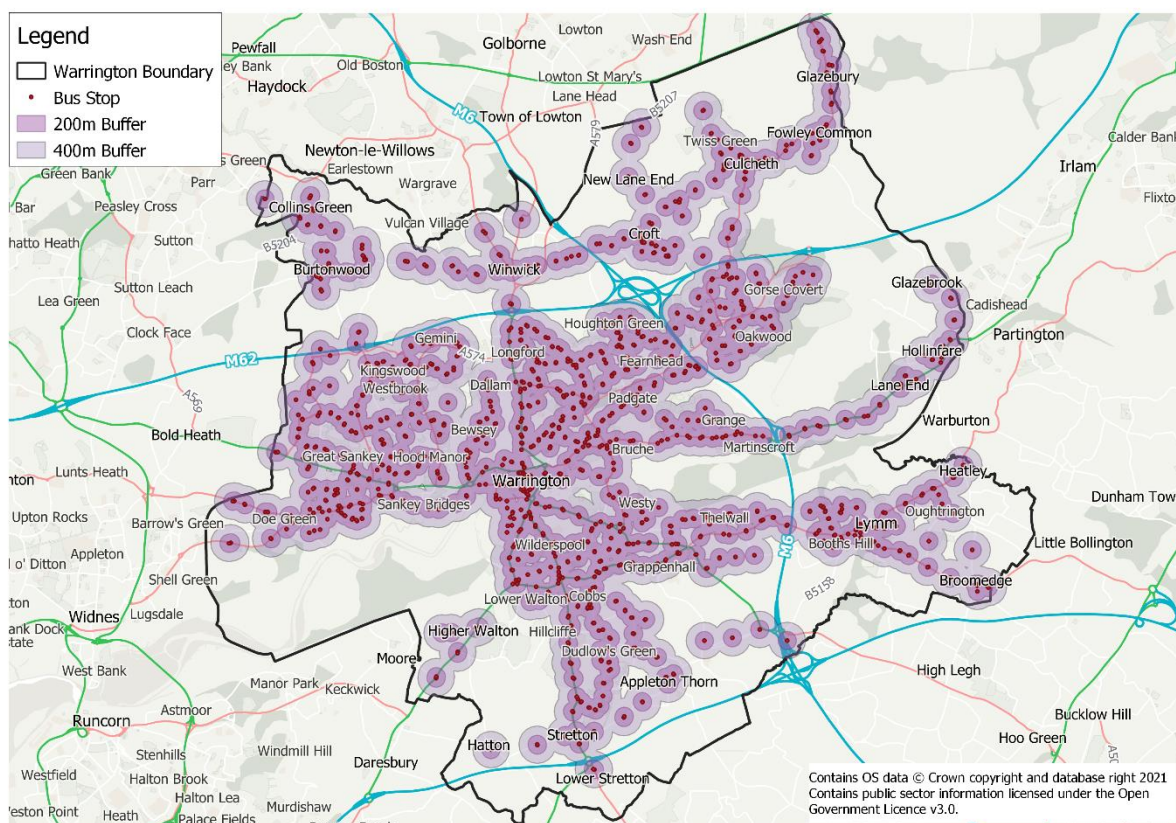


Source: Basemap DataCutter, accessed September 2021

Bus Stop Provision

Figure 3.2 presents a summary of bus stop provision in the borough, based on the Department for Transport (DfT) National Public Transport Access Node (NaPTAN) database from 2020. This includes a buffer representing the areas within a 200m or 400m walking catchment of a bus stop. This shows that the majority of the borough falls within 400m of a bus stop, with large parts of the urban area within 200m of a bus stop.

Figure 3.2: Warrington Bus Stop Access (2020)



Source: NaPTAN, DfT (2020)

In 2017, WBC invested in a Real-Time Passenger Information (RTPI) system that monitors the location of most buses in Warrington, giving a countdown at bus stops. The system consists of 55 at-stop electronic displays across the borough, which show scheduled departure times for the next five bus arrivals. Countdown information is shown when the bus is detected (via GPS units fitted on most buses) as being on route, including all buses operated by Warrington’s Own Buses (WOB), who at the time of preparing this EP Plan, operated around 83% of mileage in the borough.

Real time information is also available on a number of travel apps, which can be accessed via internet enabled devices.

Bus Services and Frequencies

Although there is good provision of high frequency services on popular routes, evening frequencies are reduced with the majority of bus services finishing before 23:00 (see **Appendix A**). In addition, there are limited services on most routes on Sundays with few offering a Sunday evening service. Reduced evening and weekend provision limits bus mode share and reinforces Warrington’s car dependency.

Accessibility analysis undertaken for the 2021 BSIP (see **Appendix B**) highlighted that areas close to key radial routes have the best access by bus and walking, while areas on the periphery of the borough have the worst access. Whilst bus access is good for many areas, journey times are often significantly longer than for a comparable journey by car, which presents a serious challenge in encouraging modal shift from car to bus.

Operators

At the time of preparing this EP Plan, the majority of bus services in Warrington were operated commercially, with over four-fifths (83%) of the overall mileage provided by WOB. Other bus operators, including Arriva North West and Go North West, operate other bus services within Warrington and are important for cross-boundary trips, connecting to other towns and cities.

Table 3.1: Distance by Operator (Km)

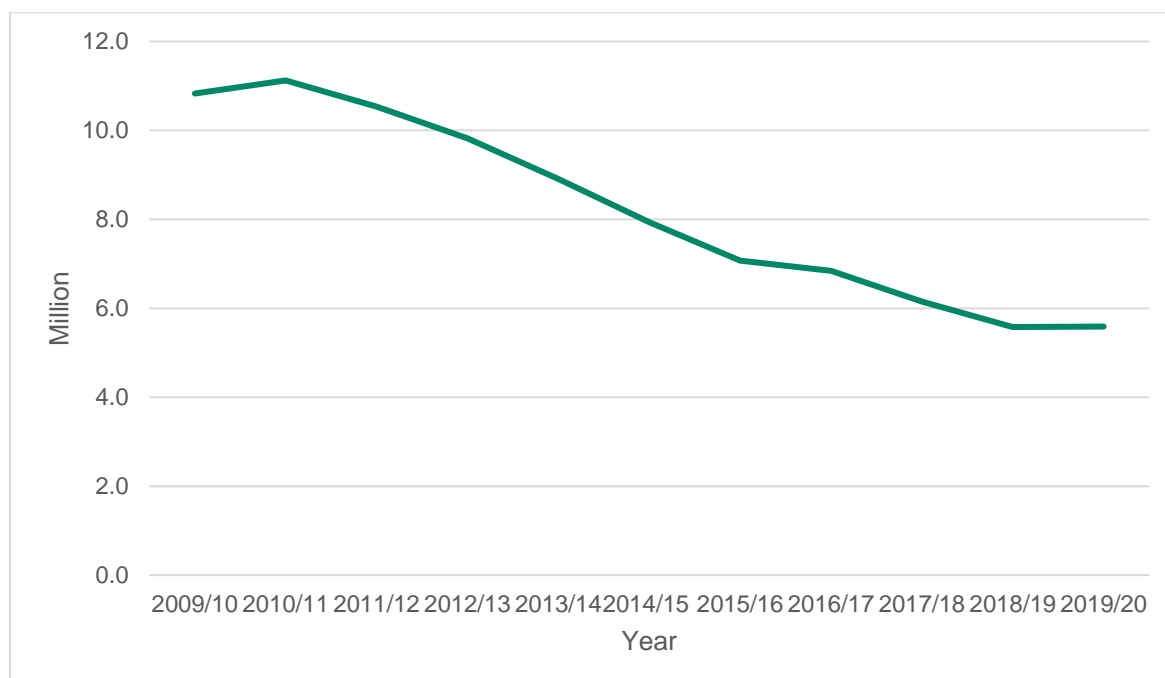
Operator	Live Kms in Warrington	Proportion of Bus Kms in Warrington
WOB	79,089	83%
Arriva	12,811	14%
Go North West	1,107	1%
MD Bus & Coach	-	1%
MP Travel	-	1%

Source: WBC (2020)

Bus Passenger Journey Trends

The number of people travelling by bus in Warrington has reduced significantly in recent years. **Figure 3.3** shows the number of passenger journeys on local bus services in Warrington between 2009/10 and 2019/20. During this period, the number of passenger journeys on bus services in Warrington peaked at 11.1m in 2010/11. Since then, there has been a general decline in annual passenger journeys, falling to around 5.6m journeys in 2018/19. Whilst there was a sharp fall over the period, there had been some stabilisation in numbers in 2018/19 and 2019/20, prior to the outbreak of COVID-19.

Figure 3.3: Passenger Journeys on Local Bus Services in Warrington (2009/10 - 2019/20)



Source: DfT Bus Statistics (Table BUS0109a)

3.2 Bus Passenger Views

The following section provides an overview of available information on individuals' experiences of using bus services in the area and priorities for improving them. The views of both bus users and non-users have been considered in the development of the BSIP and EP Plan.

Public Consultation

As part of the development of the 2021 BSIP, a Warrington 'Bus Back Better' consultation was launched, which sought the views of current bus users, as well as lapsed users and non-users of the perceived and actual barriers to bus use. The consultation was held for a period of just under six weeks between Thursday 8th July and Monday 16th August 2021, receiving 249 responses. Key findings from the consultation and their relevance are summarised in **Table 3.2**.

Table 3.2: Consultation Key Findings and Relevance

Consultation Findings	Relative Importance
Intensive services and investment on key corridors, with routes that are easier to understand	
Direct services (65%) and frequency (64%) were rated as more important than cheaper fares	Improved frequency, especially in the evenings and at weekends, appears to be the main area requiring intervention. While it is not always possible to provide direct services between all locations, improvements to integrated ticketing and timetable coordination would decrease the negative impacts associated with interchange.
57% rated frequency as more important than direct services	
49% rated frequencies as poor or very poor	
Over half thought frequencies should be improved in the evenings (54%), on Saturdays (55%) and on Sundays (56%)	
92% thought that the quality of the waiting environment was important or very important	Although the quality of the waiting environment is considered important, it is perhaps less important than other interventions, although improvements in lighting and CCTV provision could increase satisfaction with personal security at night.
Only 5% were dissatisfied or very dissatisfied with personal security at the bus stop during the day, but this rose to 23% at night	
Significant increases in bus priority	
Only 31% thought journey times were always or often predictable	After improved frequencies and fares, the need for improved journey time reliability is in the next tier of interventions. Bus lanes and traffic light priority could be used to address unpredictability caused by congestion.
36% thought that journey times were unpredictable due to too many cars, 33% due to roadworks, 23% due to traffic lights and 15% due to passengers boarding and alighting	

Consultation Findings	Relative Importance
Lower and simpler fares	
84% thought fares to be expensive or very expensive	<p>While improvements to fares were ranked lower than improvements to frequencies, there is still a high level of dissatisfaction, with fares thought to be expensive and complex. Therefore, consideration will be required not only of fare levels but also of the ticketing structure.</p> <p>Importance: Key Intervention</p>
66% are dissatisfied or very dissatisfied with value for money	
35% said that cheaper fares would encourage them to use the bus more	
Direct services (65%) and frequency (64%) were rated as more important than cheaper fares	
53% thought fares to be complex or very complex	
Seamless, integrated local ticketing between operators across all types of transport	
67% thought getting a ticket to use multiple services/modes to be complex or very complex	<p>Improved provision of multi-operator ticketing is another secondary intervention and could encourage greater bus use, also helping to address concerns regarding the lack of direct services to all locations.</p> <p>Importance: Secondary Intervention</p>
8% said that a multi-operator ticket would encourage them to use the bus more	
Service patterns that are integrated with other modes	
39% thought it difficult or very difficult to interchange between services/modes, especially as a result of timetables that do not connect (89%)	<p>Although an improvement in timetable coordination is perhaps a tertiary intervention, it could help to address concerns regarding the lack of direct services to all locations.</p> <p>Importance: Tertiary Intervention</p>
The local bus network presented as a single system that works together, with clear passenger information	
20% rated their awareness of the bus network as poor or very poor	<p>Improved information provision is another tertiary intervention, but it is still apparent that 20% of bus users rate their awareness of the network as poor. There will be an increasing requirement to provide this information online and through apps but improved at-stop information may also be required for those without access to smartphones.</p> <p>Importance: Tertiary Intervention</p>
22% thought that bus stop information should be improved	
60% wanted to access information through a website and 52% through an app	

Consultation Findings	Relative Importance
Modern buses and decarbonisation	
Most respondents (84%) supported WBC obtaining funding to secure zero emission buses in the future	Evident support for Warrington’s aspiration to decarbonise the bus fleet, which will be critical in the context of the climate emergency. However, it is apparent that bus users also expect clean, safe and comfortable on-board facilities, with these improvements considered to be a tertiary intervention. Importance: Tertiary Intervention
The most important on-board aspects are thought to be cleanliness (96%), personal security (89%), ability to sit (89%) and comfort (86%)	
Only 6% were dissatisfied or very dissatisfied with personal security on-bus during the day, but this rose to 12% at night	

Bus passenger views received through the Warrington Bus Back Better consultation were supplemented by findings from other relevant engagement and research.

Bus Passenger Survey – Autumn 2019 WOB Routes (Transport Focus)⁴

The Autumn 2019 Bus Passenger Survey found that passenger satisfaction was high for the overall journey (86%) and for journey time (85%); however only 52% of respondents felt that WOB buses represented value for money. In many categories, satisfaction with WOB has deteriorated since the previous Bus Passenger Survey in 2018, though mostly not significantly. Key indicators where satisfaction had dropped by over 5% since the previous survey include personal security on the bus (-10%), interior cleanliness of the bus (-9%) and personal safety at the bus stop (-8%).

Satisfaction is generally lower for WOB than the average for all unitary authorities in 2019. Significant gaps between WOB and all unitaries include ‘next bus’ display (-23%) at bus stops, frequency of services (-22%), timetable (-21%), information on buses (-18%), route maps (-14%) and reliability of services (-14%).

Barriers to Non-Users

Whilst it is important to improve the bus experience for existing customers, the National Bus Strategy makes it clear that promoting the use of buses, to attract both lapsed users and new users on to buses is essential to reverse the trend of declining patronage.

Research into bus improvement priorities conducted by Transport Focus examined the views of non-users in addition to regular bus users.⁵ This found that non-users are more likely to have negative perceptions of bus travel, compared with bus users. Coverage of the bus network presents a major barrier to non-users, who rated more destinations, higher frequencies and better value for money in their top three priorities for improvements.

⁴ <https://d3cez36w5wymj.cloudfront.net/wp-content/uploads/2020/03/08184047/Bus-passenger-survey-autumn-2019-main-report.pdf>

⁵ Bus passengers’ priorities for improvement, Transport Focus (2020)

Key Interventions Required

Public engagement provided an insight into the experiences of both bus users and non-users and helped to identify key interventions required in Warrington. In summary, the main interventions identified are:

- Improved frequency and coverage (especially in the evenings and at weekends);
- Improved journey time reliability;
- Integrated ticketing and timetable coordination; and
- Better value for money and simpler ticketing structure.

4. Influences on Bus Travel

The following section considers all relevant factors that will affect, or have the potential to affect, the local bus market over the life of the EP Plan. This covers the key themes identified in the diagram below.

Car Ownership	Congestion / Bus Speeds	Lack of Bus Priority	Fares and Ticketing	Parking
Local Plan Developments	COVID-19	Air Quality	ZEBRA Funding	

Car Ownership

Warrington's historic development as a new town favoured the car and as a result, car is the travel mode of choice and dominates the highway network. This has come at the expense of more sustainable modes of travel, including bus.

In the 2011 Census, 81% of Warrington households had access to at least one car or van with 39% having access to two or more cars or vans. In comparison to the averages for England (26%) and the North West (28%), fewer Warrington residents have no access to a car or van (19%).

In 2011, employees in Warrington were also more likely to drive to work. Census data shows that journeys to work by car or van as a driver are higher in Warrington (74%) in comparison to the North West (66%) and England (60%). Furthermore, there are lower levels of commuting by bus, minibus or coach in Warrington (5%), in comparison to the North West (9%) and England (8%).

Encouraging modal shift to bus will only be achieved if bus travel is seen as a competitive and attractive alternative to car.

Congestion / Bus Speeds

Congestion and poor journey time reliability have been noted as serious problems along Warrington's highway network. The impact of congestion can result in a reduction in service quality for passengers as buses are less reliable and therefore less attractive, leading to reduced patronage. Congestion can also drive up ticket prices, as operators are required to have more vehicles to provide the same level of service. Both outcomes reduce the profitability of services and undermine bus operators' ability to run routes effectively, and invest in improvements to the level of service provided to passengers.

High levels of congestion are observed in Warrington during peak periods and slow journey times exist at the following locations:

- The town centre – A57 / A5061 roundabout; A49 Cockhedge Green Roundabout; and Sankey Way / Liverpool Road roundabout.
- Waterway crossings – A49 Wilderspool Causeway Ship Canal Crossing; Bridgefoot Gyratory; Brian Bevan Island; and the A50 / A5031 gyratory.
- Approach to the town centre – the A5060 Chester Road, A57 Midland Way, A49 and Knutsford Road.

- Motorway access – along Birchwood Way accessing the M6; along the A50 accessing the M6; and where the A49 joins the M62.

A review of the Warrington highway network was undertaken as part of the Warrington Bus Priority and Mass Transit Study.⁶ **Appendix C** shows Trafficmaster average speed data from 2019, plotted for the AM peak (07:45 to 09:15); inter-peak (10:00 to 16:00) and PM peak (16:30 to 18:00). This shows very low traffic speeds on the main radial routes into the town centre in the AM and PM peaks.

As part of the development of the BSIP, operator data was analysed to provide a benchmark for journey times, which was calculated by dividing scheduled mileage by scheduled time for operated services. This will be monitored to evaluate the success of the BSIP / EP Plan over time.

Lack of Bus Priority

Whilst there are existing sections of bus priority measures on key radial routes into Warrington and on the edge of the town centre, buses need greater priority on urban roads to make them faster and more reliable. WBC is committed to working with bus operators to identify highway improvements and bus priority measures to improve journey time and reliability for buses, and identifying funding sources for delivery.

Fares and Ticketing

There are currently a wide range of ticket options available to passengers using bus services in Warrington. All operators offer their own separate products with different charging structures, at present there is no multi-operator ticketing scheme in Warrington, though there are schemes from neighbouring areas that are accepted by some of Warrington's bus operators. As there is not a common scheme in which all of Warrington's operators participate, none of these tickets are valid for travel on every bus in Warrington.

A complex ticketing system and pricing structure can create a barrier to new bus users, who may perceive that the bus system is confusing or difficult to use. With so many different ticket types on offer, Warrington's bus users may not have confidence that they are getting the best value ticket on offer for their travel needs.

Parking

Warrington has been built around access by car and has a plentiful supply of free or cheap parking. The majority of parking spaces in the town centre are free of charge to their users, including many linked to specific retail outlets or businesses. The rest are a mixture of short-stay parking, which are designed to encourage short stays through their pricing structure, or long-stay parking, often lower cost and utilised mid-week by employees. The cost of car parking, which at the time of writing at £5.50 for over four hours at Golden Square and Time Square⁷, is comparable with a bus adult day ticket.

WBC has little influence over the majority of parking costs in the town centre as it owns a relatively small number of the car parks. As the majority of publicly available off-street car parking spaces are owned and operated by the private sector, their quantity, location and cost are driven by commercial demand and the availability of land.

⁶ Warrington Bus Priority and Mass Transit Study - Element 4 Current Performance of the Highway Network Report (2020), AECOM (unpublished)

⁷ <https://gswarrington.com/your-visit/car-parking/>, Council run car parks | warrington.gov.uk

In order to influence the level of car parking in the town centre in the future, the Town Centre Supplementary Planning Document adopted in June 2021 has set specific guidelines for new parking within the town centre.⁸ The guidelines seek to support less car dependant development and reduce the level of parking available within the core of the town centre.

Local Plan Developments

Strategic land-use planning for Warrington over the Local Plan period up to 2038 demonstrates significant growth of residential and employment sites that will contribute to increased travel demand. As proposed⁹, the Plan aims to deliver 14,688 new homes (816 per annum) by 2038 and to allocate 316 hectares of employment land.

It will not be acceptable in environmental, social or economic terms to sustain the planned population growth in Warrington through continued car reliance. Therefore, enhanced public transport provision will be essential to ensure that development is delivered sustainably.

COVID-19

Bus patronage was severely impacted by the COVID-19 pandemic; however Government financial support has enabled operators to maintain a core service during the pandemic. Operators may face revenue challenges once funding ends if patronage does not return to pre-pandemic levels.

Home working significantly increased during the pandemic when the public was instructed to work from home if possible. Although not all sectors are able to work remotely, 27% of the workforce who previously did not do so, were still working from home in June 2021.¹⁰ Long-term changes to workplace patterns could affect demand for commuting by bus.

Consumer behaviours may also have changed during the pandemic, whilst retail and hospitality businesses were closed, leading many to online shopping. If observed trends are lasting, there may be a change to travel demand and destinations.

Air Quality

Air pollution is associated with a number of adverse health impacts and is recognised as a contributing factor in cardiovascular disease and some cancers. Although everyone is at risk from poor air quality, it is often the most vulnerable in society who are hit hardest, including children, the elderly and those with existing health problems.

WBC's Air Quality Action Plan (AQAP) was produced in 2018 as part of the Council's statutory duties under the Local Air Quality Management framework.¹¹ The Plan covers the years 2017 to 2022 and outlines how the Council will improve air quality in Warrington. There are two designated Air Quality Management Areas (AQMAs) in Warrington, as shown in **Figure 4.1**. The original motorway AQMA was designated in 2002 and covers parts of the M62, M6 and M56. The Warrington AQMA was designated in 2001 and follows the major arterial routes into and out of the town centre. The plan has been introduced to target improvements within these areas and where possible across the town.

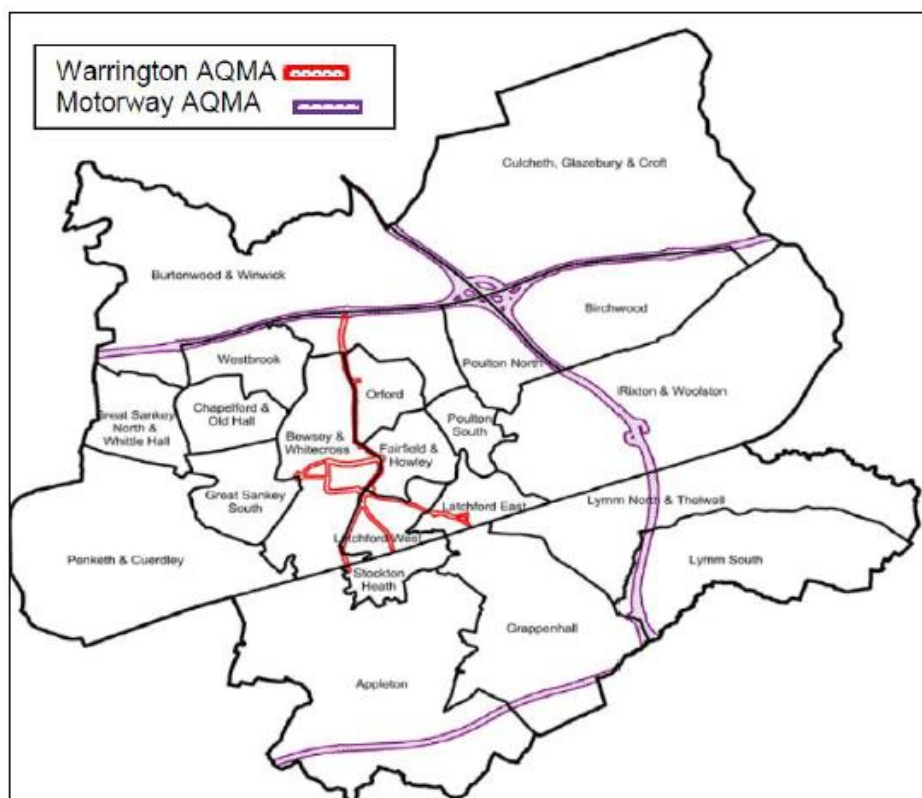
⁸ Warrington Town Centre Supplementary Planning Document, WBC (2021)

⁹ <https://www.warrington.gov.uk/LocalPlan>

¹⁰ Business Insights and Impact on the UK Economy: 15 July 2021, ONS (2021)

¹¹ https://www.warrington.gov.uk/sites/default/files/2019-10/air_quality_action_plan.pdf

Figure 4.1: Map of AQMAs



Source: Warrington AQAP 2017-2022, WBC

Emissions from buses are a significant contributor to poor air quality in Warrington. Whilst only accounting for 1% of distance travelled, buses contribute to approximately 11% of NO_x emissions in the Warrington AQMA. As such, reducing bus emissions will play an important role in tackling poor air quality. WBC has been actively working on the climate change agenda for the past decade. During this time, we have taken huge steps forward in changing attitudes. We want to inspire, drive, and support our communities to address the challenges of the climate emergency, working in partnership to achieve real change¹².

ZEBRA Funding

In October 2021, it was announced that WBC had been successful in its bid for Government Zero Emission Bus Regional Area (ZEBRA) funding. The ZEBRA fund was established to support the introduction of zero-emission buses and the infrastructure required to support them.

The funding will be used to deliver 240 zero-emission buses over a 30-year programme, with 120 buses delivered in the first phase, prior to the end of 2023. A further 120 buses will be needed to replace the first round of buses at the end of their operational lifespan, thereby delivering a total of 240 buses. The WOB fleet, covering approximately 83% of mileage in the borough at the time that this EP Plan was produced, will be converted to battery-electric operation in its entirety by September 2023, with the fleet charged overnight in a purpose built new depot in the town centre when services are not operating.

¹² Climate Emergency | warrington.gov.uk

The new bus fleet will have a transformative effect on Warrington's bus offer, providing sustainable travel to residents and visitors. The new fleet will be modern and built to a high specification, including accessibility and inclusivity features in adherence with the Public Service Vehicles Accessibility Regulations (PSVAR) 2000. It is anticipated that this will increase the appeal of bus travel in Warrington and contribute to patronage growth.

5. Policy Context

The EP Plan is aligned with local and regional policy and will contribute to the strategic aims of WBC and other partners.

Within the wider region, Cheshire and Warrington Local Enterprise Partnership (C&W LEP) determines economic priorities and leads growth and job creation. The LEP's **Strategic Economic Plan (SEP)** sets out the ambition for growth in Cheshire and Warrington, which aims to grow the regional economy to £50bn gross value added (GVA) per annum by 2040, create 120,000 jobs and build 127,000 new homes.

Transport and connectivity are central to ensuring that aspirations for growth within Cheshire and Warrington are met. The SEP identifies that the success of the Cheshire and Warrington economy is in part due to significant levels of inward commuting, highlighting the importance of maintaining and enhancing the local transport network, including roads and the provision of public transport. By growing bus patronage in Warrington, the EP Plan will support the SEP's transport and connectivity objectives.

C&W LEP, in conjunction with its local authority partners (also including Cheshire East and Cheshire West and Chester), is developing a bus strategy '**Cheshire & Warrington Bus Strategy**' to support its long-term economic growth ambitions. The vision for the strategy is 'to create a bus network that meets local economic, social and environmental needs and is resilient to the changing travel patterns and attitudes of the LEP area'. The strategy provides an overarching LEP-wide policy framework against which constituent authorities' BSIPs were developed. Warrington's ambitions for buses are aligned with the objectives of the strategy and will support the wider economic, social and environmental needs of the LEP area.

Warrington's Fourth Local Transport Plan (LTP4) sets out the vision that Warrington will be a thriving, attractive, accessible, and well-connected place with popular, high-quality walking, cycling, and public transport networks supporting a carbon-neutral future. The plan acknowledges that one of the most significant challenges facing Warrington is the town's dependency on car travel and sets the ambitious target to increase travel to work mode share for bus to 15% in 2041.

The policies outlined in LTP4 demonstrate a commitment by WBC to work alongside operators and other partners to improve the bus offer in Warrington. This includes commitments to promote the bus network, encourage sustainable development and introduce measures to prioritise public transport, such as bus priority measures and parking demand management. With regards to reducing the incentive to drive, it is proposed that in the first year of the 2021 BSIP, we would define the nature of potential parking control interventions, setting out a preferred approach and a timetable for delivery, including dependencies with other schemes.

A review of these policies has shown that the EP Plan is aligned with existing goals for Warrington, both locally and within the wider sub-region. By delivering an improved bus offer, there is an opportunity to address some of the challenges facing Warrington, notably car dependency and congestion. The EP Plan will contribute to developing a resilient and efficient transport network that supports Warrington's economic and growth aspirations.

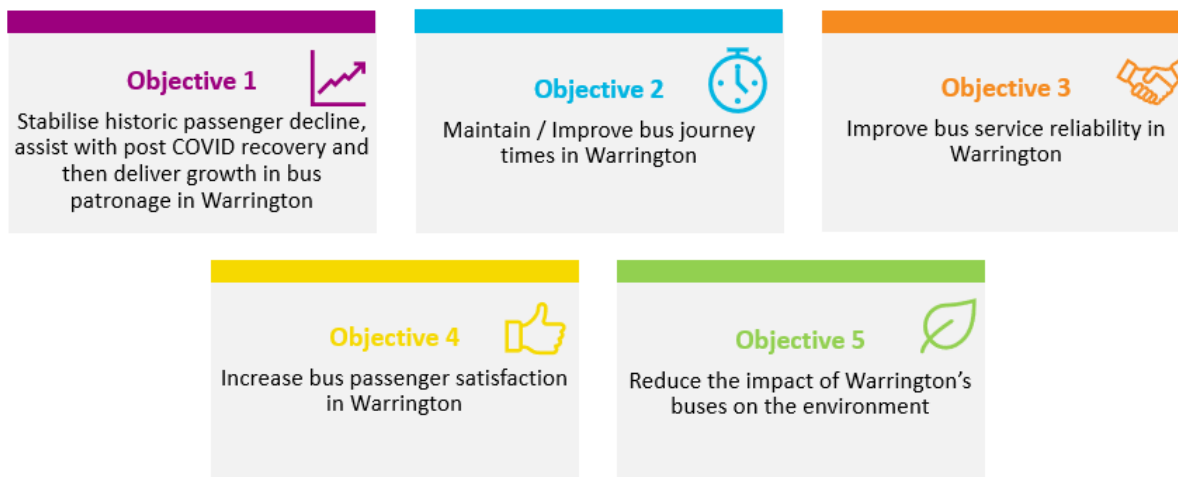
6. EP Plan Objectives

The following section outlines the objectives of the EP Plan, in terms of how it will improve the effectiveness of local bus services in the EP Scheme area.

EP Objectives

The Warrington EP Plan has the following objectives, which align with the BSIP and support local and regional policies.

Figure 6.1: Warrington BSIP / EP Objectives



Outputs

The expected EP Scheme outputs (linked initially to the vision set out in the BSIP) are summarised in

Table 6.1; which has been aligned to the themes set out in the BSIP. These interventions will be required to improve local bus services in Warrington.

Table 6.1: Warrington Scheme Outputs

BSIP Themes	Output Type
More frequent and reliable services	Service improvements (<i>Interim / kickstart funding</i>)
	Evening and Weekend service improvements
	Enhanced rural Monday to Saturday service levels
	Network review to inform current and future gaps, incl. socially necessary services (<i>initial study</i>)
	New bus priority measures
	Punctuality Improvement Plan – Hotspots (<i>initial study / prioritisation</i>)
	Bus lane camera enforcement
Improvements to planning / integration with other modes	Updated multi-modal network maps
Improvements to fares and ticketing	Lower fares / simplified fare structure (<i>Initial pilot</i>)
	Multi-operator ticketing offer
	Enhanced options for payment (e.g. Touch-on, touch off reader equipment allowing fare capping)
Higher specification buses	Destination blind upgrades
	Improved on-bus specification / facilities (incl. audio-visual upgrades and network identity) / live tracking
	New Electric Bus Fleet for WOB (ZEBRA)
	Euro 6 Retrofitting
	Improved waiting environment and bus shelter upgrades (<i>initial study</i>)
Improvements to passenger engagement	Warrington Bus Passenger Charter
Other interventions	Parking control options (<i>Initial study</i>)

Further detail on the delivery of these interventions will be provided through the initial and subsequently agreed EP Scheme(s).

Outcomes

Outcomes are the short to medium-term effects of an intervention. EP Scheme outcomes will be monitored to assess whether the intervention is having the desired effect, and this will be done through the collection of primary and secondary data.

The main outcomes expected from the interventions outlined in the BSIP include:

- Greater bus accessibility and connectivity;
- Improved attractiveness of the bus;
- Better access to jobs, services and opportunities;
- Modal shift from car to public transport;

- Reduced bus journey times;
- Improved bus reliability;
- Increased awareness of the bus network;
- Increased bus user satisfaction;
- Increased perceptions of bus travel amongst non-users;
- Improved local air quality and environmental benefits; and
- Increased bus passenger journeys.

Logic Map

An Investment Logic Map (ILM) for the BSIP vision is included in **Appendix D**. This illustrates the links between the bus market context, inputs, outputs and the resulting outcomes and impacts that are anticipated. Colour coding illustrates the alignment between the objectives and the outcomes / impacts.

By delivering the outputs identified in

Table 6.1, current and prospective bus passengers will benefit from an improved bus network. This should increase bus passenger satisfaction and perceptions of Warrington's buses, and should ultimately increase bus patronage in Warrington.

BSIP Targets

The EP Plan provides the framework to deliver the BSIP targets for journey times, reliability, passenger numbers and passenger, which can be updated annually as the BSIP is reviewed and developed each year. The current BSIP, which sets out the targets pertaining to that BSIP, can be found on WBC's website in the buses section.

While the EP Scheme(s) will not directly contribute to neighbouring areas that are outside of the extent of the EP Plan and Scheme, they will benefit from the enhanced bus provision in Warrington. Warrington's BSIP was developed within the framework of the Draft Cheshire & Warrington LEP's Bus Strategy and an open officer forum, which ensures that the objectives will complement the aims of Cheshire East Council and Cheshire West and Chester Council.

7. EP Plan Review and Governance

The durations of the BSIP, EP Plan and any associated EP Scheme(s) are set out below, together with the frequency of review:

- BSIP: a new BSIP must be produced annually, with a review six months after production, as well as consultation to inform the new BSIP;
- EP Plan: the EP Plan has no end date, but shall be reviewed every five years; and
- EP Scheme(s): the EP Scheme(s) have no end date, but shall be reviewed every six months.

While EP Schemes can be varied using the bespoke variation mechanisms set out in each Scheme, any variations to the EP Plan must follow the statutory procedures set out in section 138L of the Transport Act 2000.

It is proposed that the BSIP is reviewed six months after production and the consultation required to inform the annual production of a new BSIP coincides with, and forms part of, the six monthly EP Scheme review process. Full details of the EP Scheme review process and the associated governance arrangements are set out in the accompanying EP Scheme(s).

While the EP Plan is to be subject to a formal review every five years, it must allow for ongoing consultation with the public, including through organisations that are representative of users of local bus services. This consultation must examine passengers' views on how well the EP Plan and EP Scheme(s) are performing and the extent to which they are delivering the targets set out in the BSIP. Therefore, we propose carrying out this consultation alongside the six monthly EP Scheme review process.

The main methods of consulting with the public concerning the performance of the EP Plan are as follows:

- Annual passenger surveys will be conducted to inform future updates of the BSIP and to help evaluate the success of the partnership as it is implemented. Through the 2021 BSIP consultation, respondents were asked to indicate their willingness to be contacted for further research, and those indicating a willingness to be contacted will be approached to glean feedback on how well the EP Plan and any related EP Scheme(s) are performing in delivering the targets set out in the BSIP.
- WBC has established a direct line of communication, via an email address buses@warrington.gov.uk, for the general public to raise bus issues and this email address will continue to be publicised in order to allow the public to provide their views, on an ongoing basis.
- In addition, WBC will look to recruit a user panel, via posters at interchanges and social media, which could also potentially be used as a source to establish focus groups as specific issues arise. Subject to agreement, this will be supplemented by WOB's existing group of approximately 250 individual consultees.

Following consultation and following the review process, when considering whether changes should be made to the EP Plan, the following questions will be asked:

- Has the EP Plan consultation and/or the EP Scheme and BSIP reviews indicated that the EP Plan and/or the EP Scheme(s) may not be delivering the targets set out in the BSIP?

- Has the annual development of a new BSIP resulted in material changes from the previous BSIP?
- Have the EP Scheme governance arrangements resulted in variations being made to any EP Scheme(s) associated with this EP Plan?

If the answer is yes to any of these questions, a decision must be taken whether changes should also be made to the EP Plan. Therefore, on completion of the six monthly EP Scheme review process, WBC will report to its Highways, Transportation and Public Realm Portfolio Holder¹³ on progress since the last review, any changes that are to be made to the BSIP and/or any EP Scheme(s) and whether or not these changes may require the EP Plan to be updated.

Therefore, the final decision on whether to progress changes to the EP Plan will reside with WBC's Portfolio Holder. If changes are required, the statutory procedures set out in section 138L of the Transport Act 2000 will be followed.

¹³ Portfolio Holder is an individual Cabinet Member with delegated authority from the Leader to make decisions on a number of matters, known as a portfolio.

Appendix A : Warrington Service Provision and Frequency (2021)

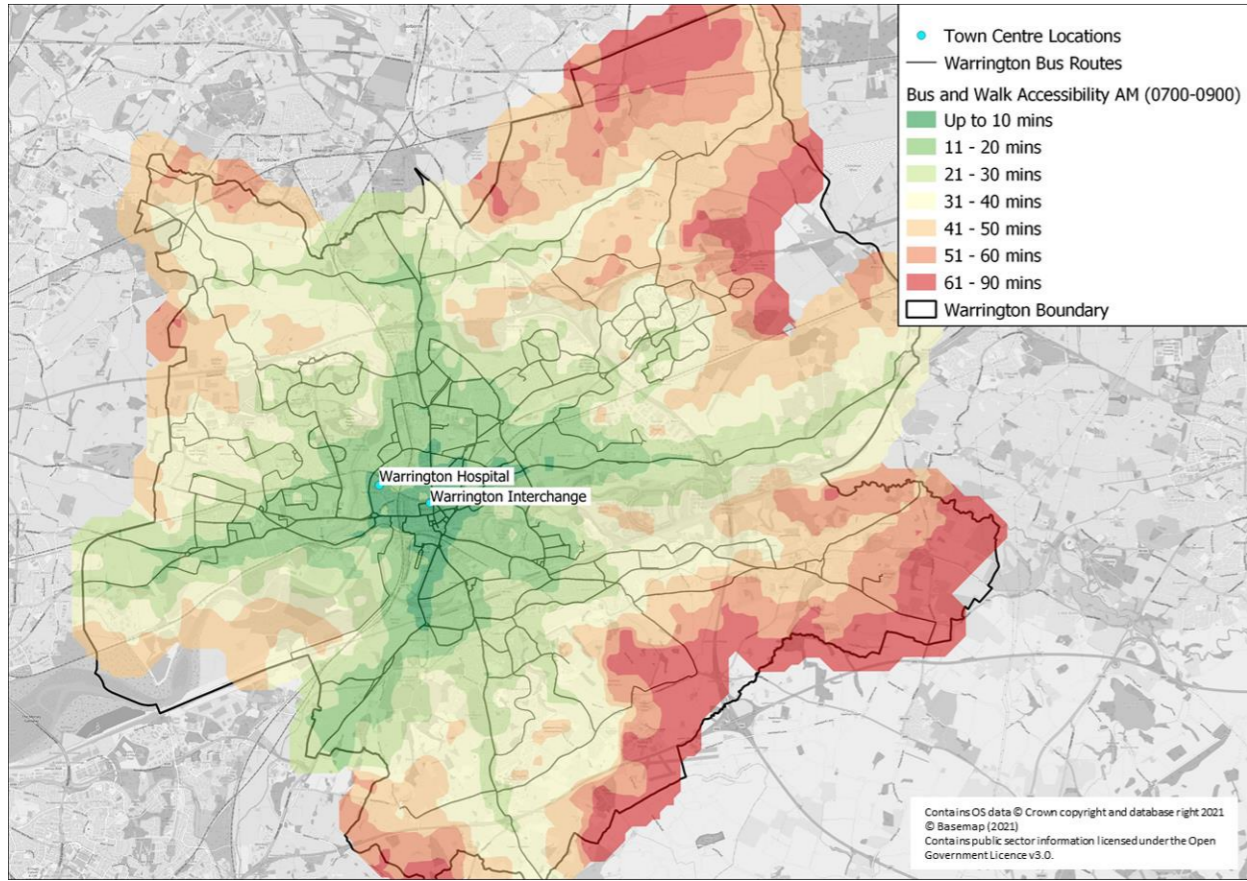
Service	Operator	Route Summary	Destinations Served	Frequency			
				Mon – Sat Daytime	Mon - Sat Evenings	Sun Daytime	Sun Evening
1	WOB	Warrington - Westy Circular	Warrington - Knutsford Road - Latchford - Westy - Manchester Road - Warrington	30 mins	60 mins	60 mins	No Service
2	WOB	Warrington - Westy Circular	Warrington - Manchester Road - Westy - Latchford - Knutsford Road - Warrington	30 mins	60 mins	60 mins	No Service
3	WOB	Warrington - Martinscroft	Warrington - Manchester Road - Martinscroft	30 mins	60 mins	60 mins	No Service
4	WOB	Warrington - Woolston	Warrington - Padgate Woolston	30 mins	No Service	No Service	No Service
CAT5	WOB	Warrington - Altrincham	Warrington - Stockton Heath - Grappenhall - Thelwall - Lymm - Warburton - Dunham - Altrincham	60 mins	120 mins	60 mins	No Service
CAT5A	WOB	Warrington - Altrincham	Warrington - Stockton Heath - Grappenhall - Thelwall - Lymm - Partington - Broadheath - Altrincham	60 mins	No Service	No Service	No Service
CAT6	WOB	Warrington - Grappenhall	Warrington - Stockton Heath - Cobbs Estate - Grappenhall	60 mins	No Service	60 mins	No Service
CAT7	WOB	Warrington - Appleton Thorn	Warrington - Stockton Heath - Dudlows Green - Stretton - Appleton Thorn	120 mins	No Service	No Service	No Service
CAT8	WOB	Warrington - Appleton Thorn - Hatton	Warrington - Stockton Heath - Cobbs Estate - Appleton Thorn - Stretton - Hatton	120 mins	120 mins	No Service	No Service
CAT8A	WOB	Warrington - Appleton Thorn - Hatton	As service CAT8 but via Lyons Lane and New Lane, operating at school times only	Infrequent	No Service	No Service	No Service
CAT9	WOB	Warrington - Northwich	Warrington - Stockton Heath - Stretton - Antrobus - Comberbach - Anderton - Barnton - Northwich	120 mins	No Service	No Service	No Service
CAT9A	WOB	Warrington - Northwich	Warrington - Stockton Heath - Stretton - Antrobus - Comberbach - Budworth - Wincham - Lostock Graham - Northwich	120 mins	No Service	No Service	No Service
CAT9B	WOB	Warrington - Hatton	Warrington - Stockton Heath - Stretton - Hatton	Infrequent	No Service	No Service	No Service
11	WOB	Warrington - Lower Walton Circular	Warrington - Knutsford Road - Latchford - Westy - Loushers Lane - Gainsborough Road - Warrington	60 mins	No Service	No Service	No Service
12	WOB	Warrington - Lower Walton Circular	Warrington - Gainsborough Road - Loushers Lane - Latchford - Westy - Knutsford Road - Warrington	60 mins	No Service	No Service	No Service
13	WOB	Warrington - Omega	Warrington - Hood Manor - Chapelford - Whittle Hall - Omega Business Park	30 mins	No Service	No Service	No Service
14	WOB	Warrington - Sankey Circular	Warrington - Hood Manor - Penketh - Lingley Green - Sankey - Hood Manor - Warrington	60 mins	60 mins	60 mins	No Service
15	WOB	Warrington - Sankey	Warrington - Hood Manor - Sankey - Lingley Green - Penketh - Hood Manor - Warrington	60 mins	No Service	No Service	No Service
16	WOB	Warrington - Dallam	Warrington - Warrington Hospital - Folly Lane - Dallam	30 mins	60 mins	30 mins	No Service
16A	WOB	Warrington - Dallam	Warrington - Warrington Hospital - Troutbeck Avenue - Dallam	30 mins	No Service	No Service	No Service
17	WOB	Callands - Warrington - Birchwood	Warrington - Gemini Retail Park - Callands - Westbrook - Old Hall - Warrington - Paddington - Fearnhead - Birchwood - Oakwood	15 mins (westbound) 30 mins (eastbound)	60 mins (to Callands)	60 mins (westbound) 120 mins (eastbound)	No Service
17A	WOB	Callands - Warrington - Birchwood	As service 17, but additionally serves Birchwood Park	Infrequent	No Service	No Service	No Service

Service	Operator	Route Summary	Destinations Served	Frequency			
				Mon – Sat Daytime	Mon - Sat Evenings	Sun Daytime	Sun Evening
17C	WOB	Callands - Warrington - Birchwood	As service 17, but serves Birchwood Park instead of Birchwood Centre	Infrequent	No Service	No Service	No Service
18	WOB	Burtonwood - Warrington - Priestley College	Burtonwood - Callands - Westbrook - Warrington - Priestley College	Infrequent	No Service	No Service	No Service
19	WOB	Warrington - Leigh	Warrington - Winwick - Croft - Culcheth - Leigh	60 mins (120 mins Sat)	120 mins	60 mins (to Culcheth)	No Service
20	WOB	Warrington - Poplars Avenue Circular	Warrington - Orford - Longford - Poplars Avenue - Orford - Warrington	10 mins (15 min sat)	No Service	30 mins	No Service
21	WOB	Warrington - Poplars Avenue Circular	Warrington - Orford - Poplars Avenue - Longford - Warrington & Vale Royal College - Warrington	10 mins (15 min sat)	60 mins	30 mins	No Service
22	WOB	Warrington - Ashton-in-Makerfield	Warrington - Winwick - Newton-le-Willows - Earlestown - Haydock - Ashton-in-Makerfield	60 mins	No Service	No Service	No Service
22A	WOB	Warrington - Earlestown - Wigan	Warrington - Winwick - Newton-le-Willows - Earlestown - Golborne - Wigan	60 mins	60 mins	60 mins	No Service
25	WOB	Warrington - Gorse Covert	Warrington - Ryfields Village - Orange Grove -Cinnamon Brow - Locking Stumps -Birchwood - Oakwood - Gorse Covert	30 mins	120 mins (to Cinnamon Brow)	120 mins	No Service
28	WOB	Warrington - Leigh	Warrington - Padgate - Birchwood - Locking Stumps - Culcheth - Leigh	60 mins	No Service	No Service	No Service
28A	WOB	Warrington - Leigh	Warrington - Padgate - Locking Stumps - Culcheth - Leigh	Infrequent	No Service	60 mins	No Service
28E	WOB	Warrington - Leigh	Warrington - Padgate - Birchwood - Culcheth - Leigh	No Service	60 mins	No Service	No Service
32	WOB	Warrington - Widnes Market	Warrington - Sankey Bridges - Penketh - Widnes Market	15 mins (20 mins Sat)	Infrequent (to Penketh only)	60 mins (to Penketh only)	No Service
47	WOB	Warrington - Knutsford	Warrington - Latchford - Lymm - High Legh - Knutsford	Infrequent	No Service	No Service	No Service
62	WOB	Warrington - Halebank	Warrington - Stockton Heath - Moore - Halton - Runcorn - Widnes - Halebank	60 mins	No Service	No Service	No Service
62A	WOB	Warrington - Halebank	Warrington - Stockton Heath - Daresbury - Halton - Runcorn - Widnes - Halebank	Infrequent	No Service	No Service	No Service
100	Go North West	Warrington - Manchester	Warrington - Hollins Green - Partington - Cadishead - Trafford Centre - Eccles - Salford - Manchester Shudehill	60 mins	No Service	60 mins	No Service
7	Arriva North West	Warrington - Liverpool	Warrington - Doe Green - Huyton - Kensington - Liverpool ONE	30 mins	60 mins	30 mins	60 mins
110	Arriva North West	Warrington - Murdishaw	Warrington - Great Sankey - Widnes - Runcorn - Murdishaw	30 mins	60 mins	30 mins	60 mins
329	Arriva North West / Link Network	Warrington - St Helens	Warrington - Winwick - Burtonwood - St Helens	40 mins	No Service	60 mins	No Service
329	MD Link			60-90 mins	No Service	No Service	No Service
360	Arriva North West	Warrington - Wigan	Warrington - Winwick - Newton-le-Willows - Golborne - Platt Bridge - Wigan	40 mins	No Service	No Service	No Service
X30	Arriva North West	Warrington - Chester	Warrington - Halton Lea - Runcorn - Frodsham - Mickle Trafford - Chester	60 mins	No Service	No Service	No Service
B52	MP Travel	West - Warrington - Omega	Westy - Latchford - Warrington - Omega Business Park	Infrequent (shift times)	Infrequent (shift times)	No Service	No Service

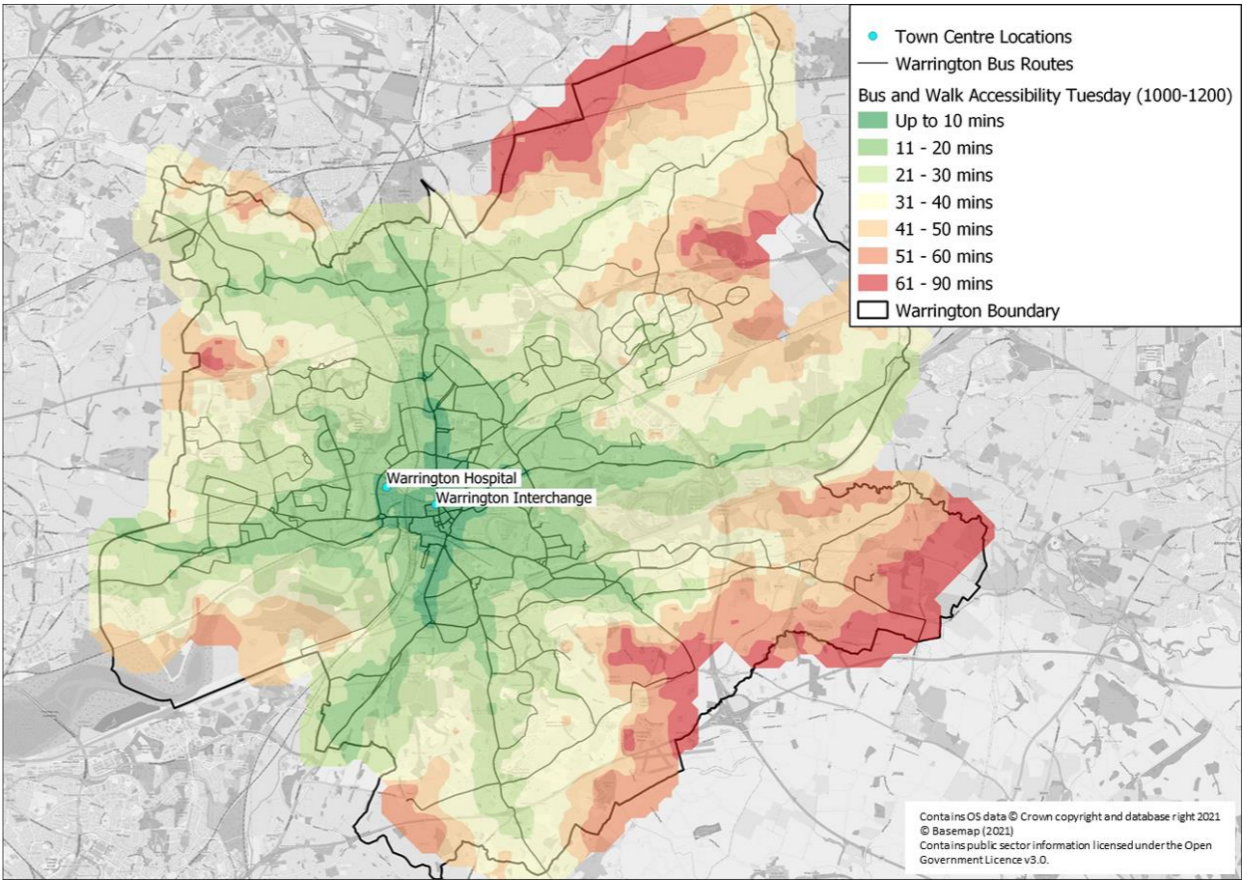
Source: Warrington's Own Buses Website, Go North West Website, Arriva Website, MP Travel Website – Accessed 08/2021

Appendix B : Accessibility by Bus and Walking

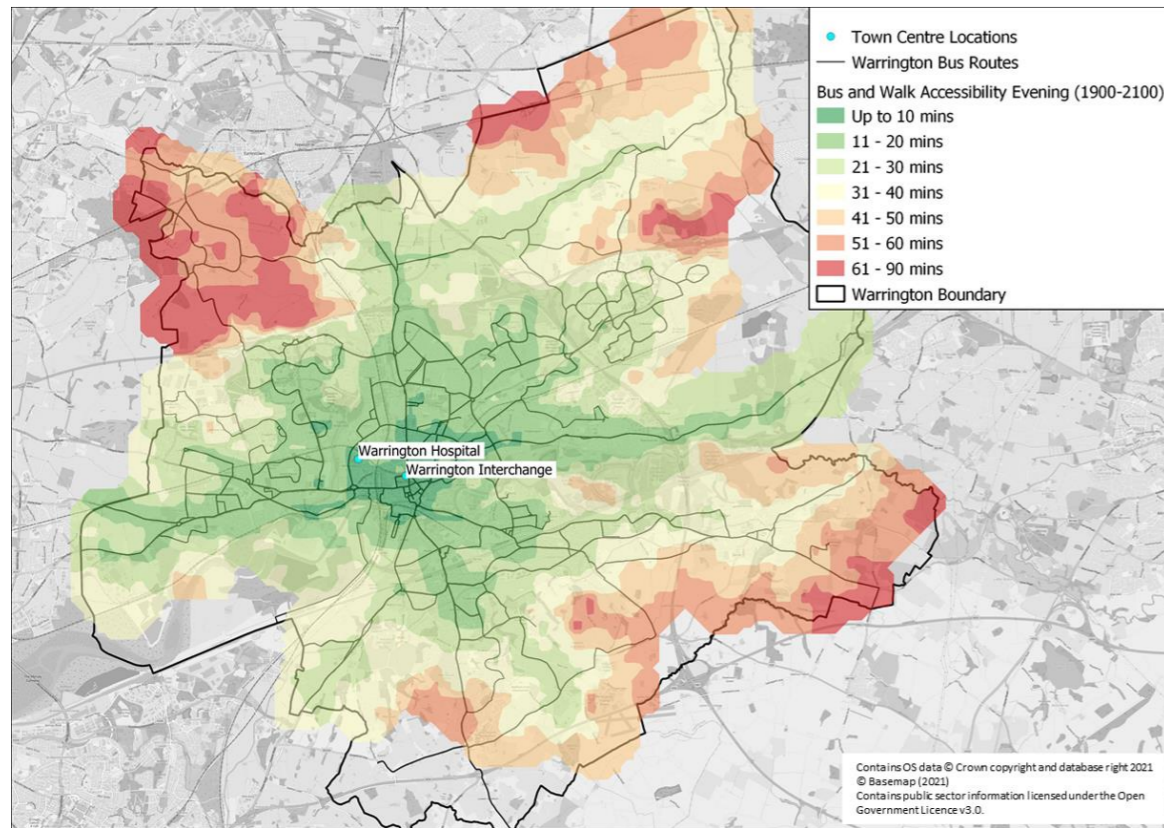
B1: Town Centre Bus and Walk Accessibility – Weekday AM (07:00-09:00)



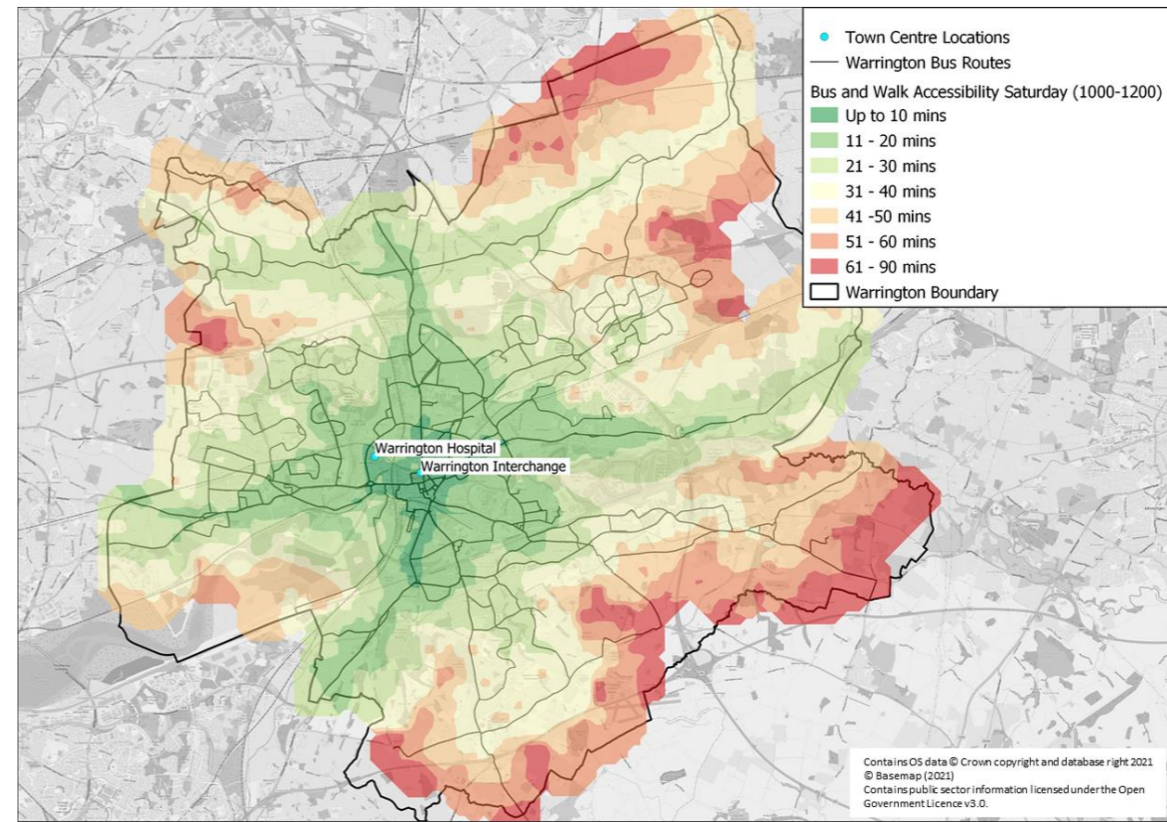
B2: Town Centre Bus and Walk Accessibility – Weekday Inter-peak (10:00-12:00)



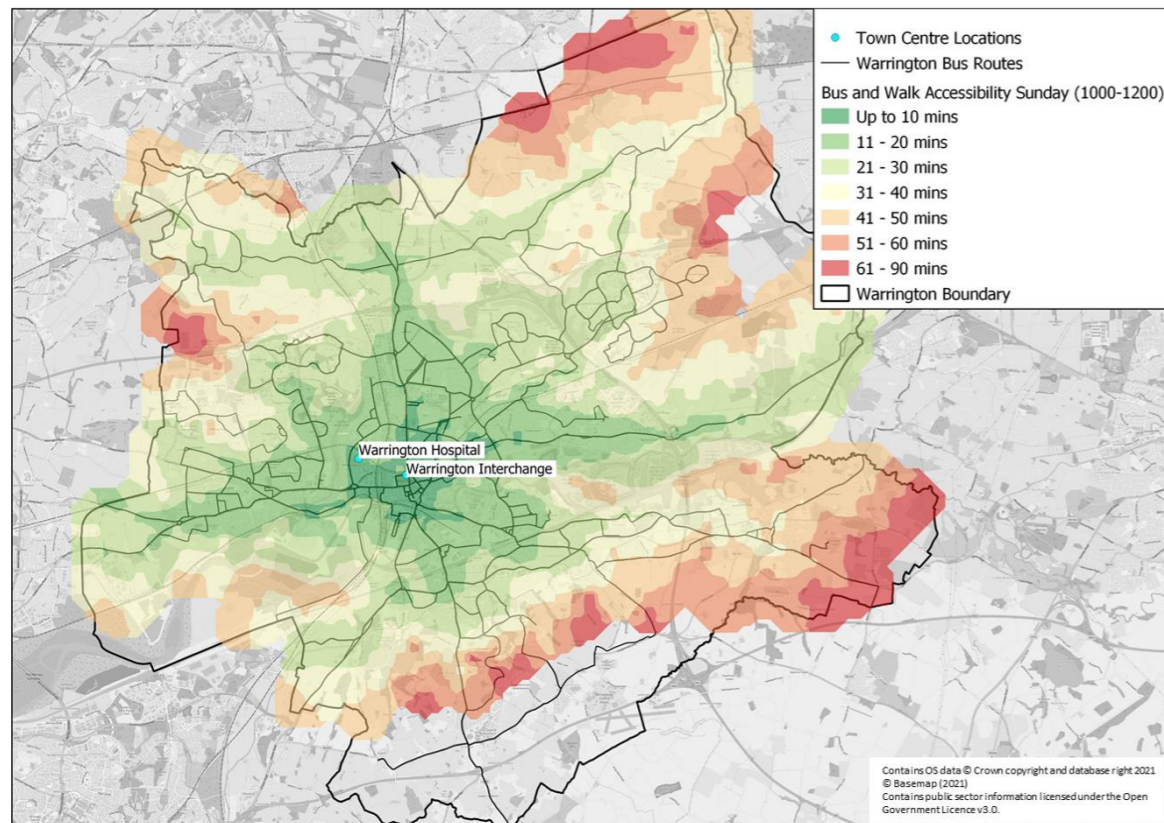
B3: Town Centre Bus and Walk Accessibility – Weekday Evening (19:00-21:00)



B4: Town Centre Bus and Walk Accessibility – Saturday (10:00-12:00)



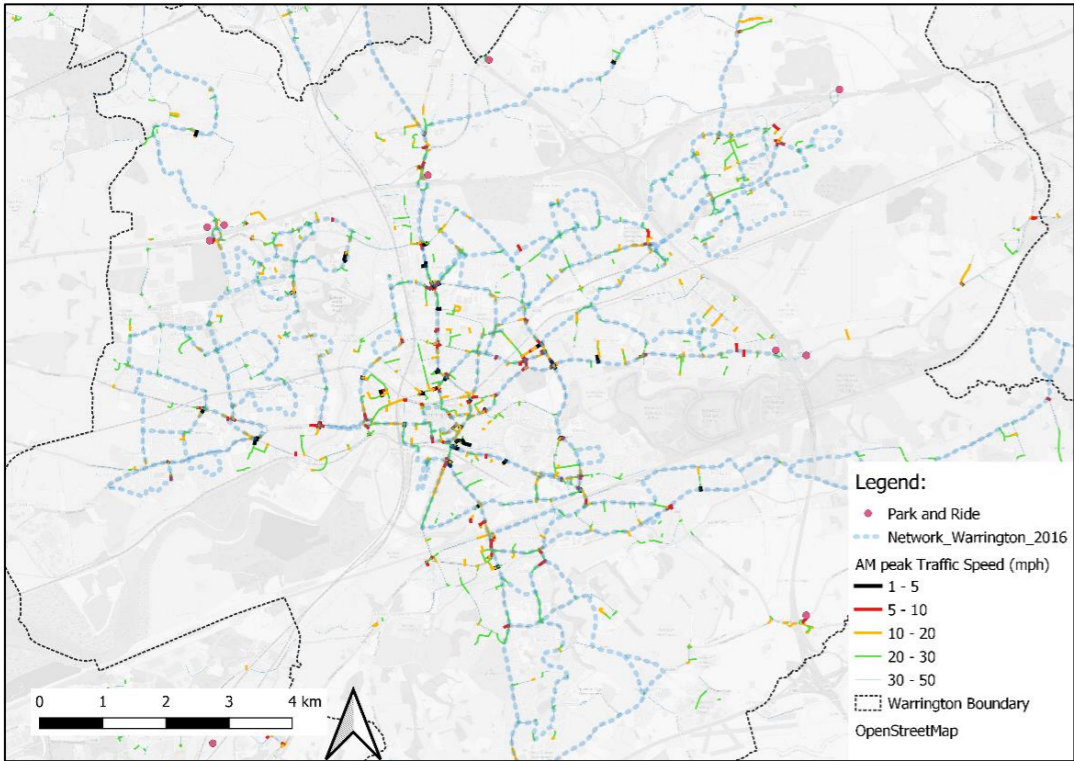
B5: Town Centre Bus and Walk Accessibility – Sunday (10:00-12:00)



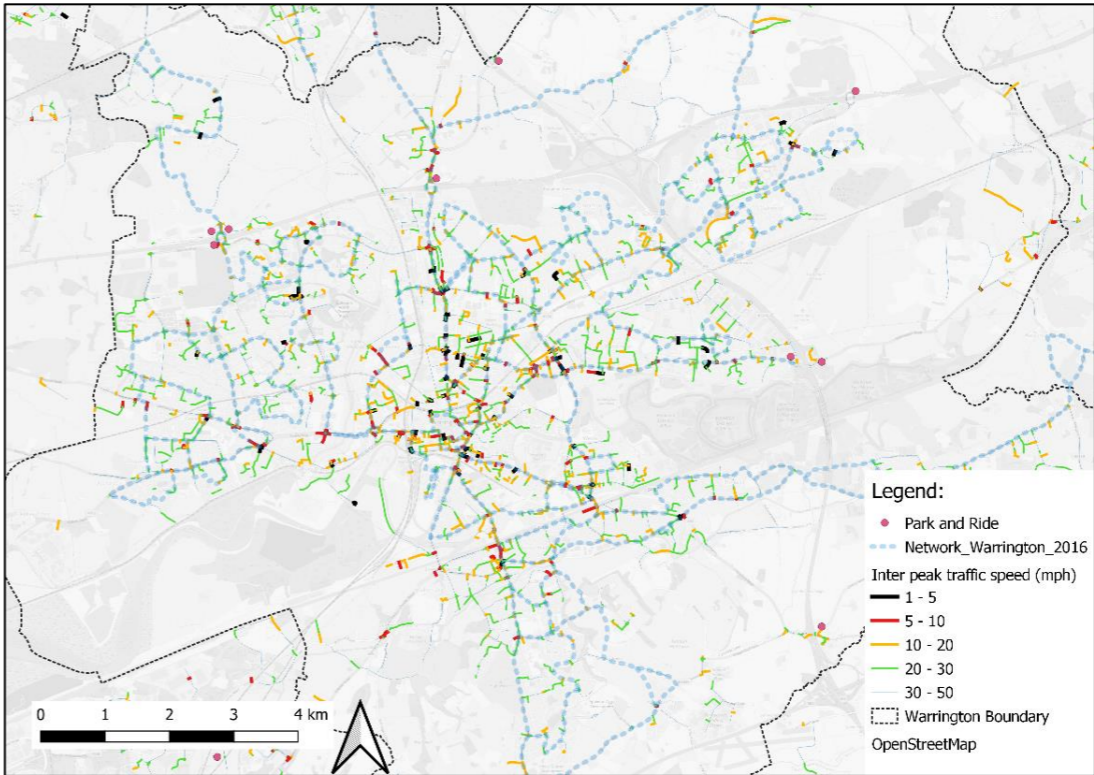
Source: TRACC 2019 / OS Open Roads 2021

Appendix C : Traffic Speeds

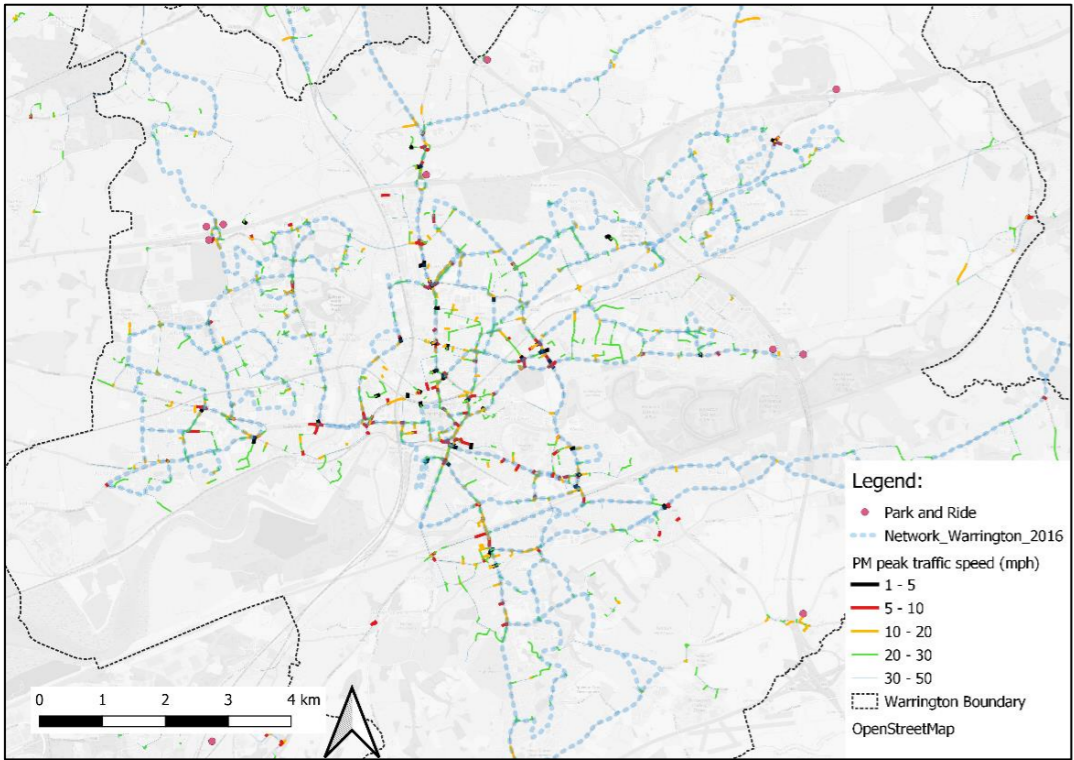
C1: Trafficmaster AM Peak (07:45 – 09:15) Warrington Borough with Bus Routes (June 2019)



C2: Trafficmaster Inter Peak (10:00 - 16:00) Warrington Borough with Bus Routes (June 2019)



C3: Trafficmaster PM Peak (16:30 – 18:00) Warrington Borough (June 2019)



Appendix D : Investment Logic Map (Indicative)

