



Warrington Bus Service Improvement Plan

October 2021



WARRINGTON
Borough Council

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Foreword

I am delighted to present Warrington's Bus Service Improvement Plan (BSIP) to inform the National Bus Strategy and in advance of the publication of our Enhanced Partnership with our local bus operators. This is a plan that will support the continued return to bus services by residents, employees and visitors alike, as we work together with bus companies to enhance the utilisation of sustainable travel.

One of the challenges that we face in the development of the plan is continuing to tackle the impact of local air pollution that is caused by emissions from road vehicles, alongside some of the targets as detailed in our Local Transport Plan version 4 – bus has a big part to play here.

This plan builds on recent work relating to our Local Plan, Mass Transit and Bus Priority Study, our First and Last Mile Masterplan and complements our Local Cycling & Walking Infrastructure Plan (LCWIP).

Any increase in private vehicle use has a detrimental impact on people's health in Warrington, particularly in locations close to the major roads in and around the town centre. Greater utilisation of bus services will improve our local environment and positively contribute to lower greenhouse gas emission levels.

Our plan details how the operating conditions and attractiveness of bus services will be improved, including more and faster journeys, ultimately to the benefit of operators and passengers alike.

We commend this plan to Department for Transport (DfT) and look forward to working together, alongside our local bus operators, to introduce the enhancements detailed and make our services as attractive as possible to our travelling public.

Councillor Hans Mundry

Executive Board Member

Highways, Transportation and Public Realm



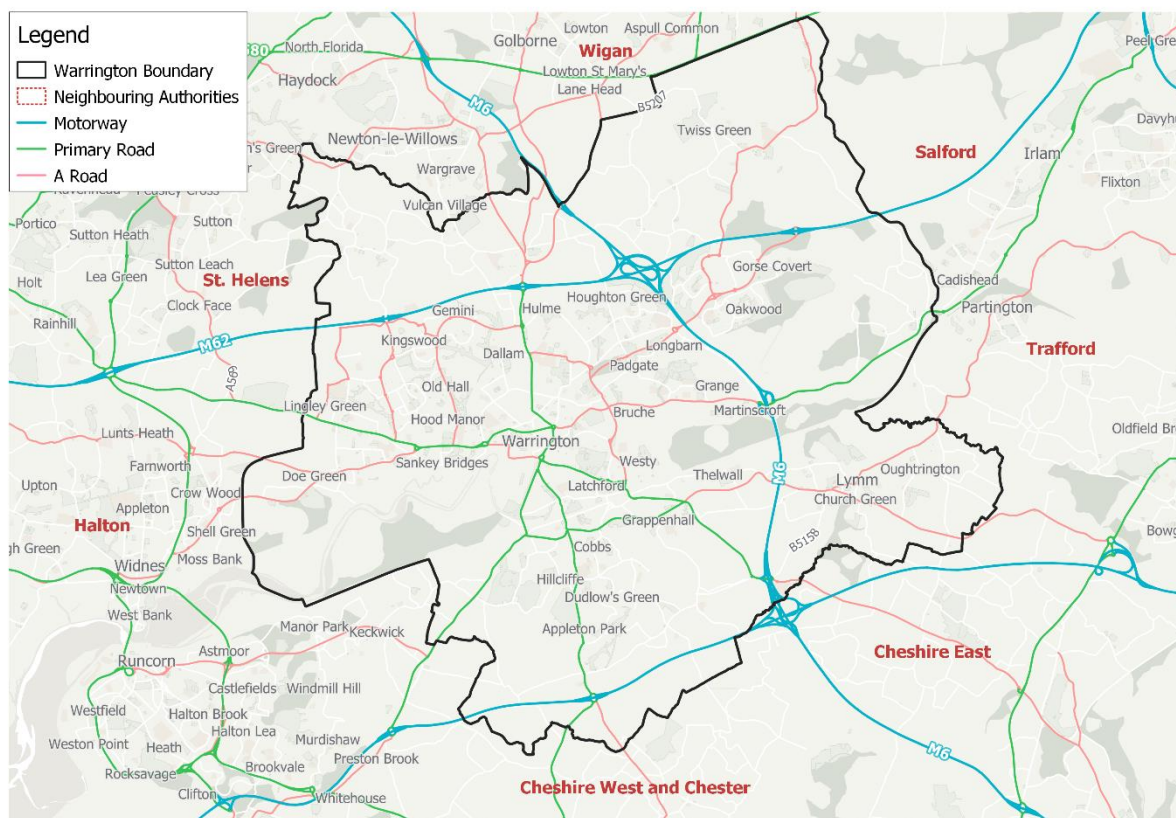
1. Overview

This document sets out Warrington Borough Council's (WBC) Bus Service Improvement Plan (BSIP).

Warrington is the largest urban area in the Cheshire & Warrington Local Enterprise Partnership (LEP) area and is one of the largest free-standing urban areas in the North West of England, outside the two conurbations of Merseyside and Greater Manchester.

Figure 1.1 presents the geographical coverage of the Warrington BSIP, which covers the entire borough, comprising the main urban area, surrounded by a rural hinterland and includes a number of distinct settlements. Warrington is bounded by seven neighbouring local authorities: Wigan, Salford, Trafford, Cheshire East, Cheshire West and Chester, Halton and St. Helens.

Figure 1.1: Warrington BSIP Boundary



The Warrington BSIP sets out a high-level vision and a series of interventions to deliver an Enhanced Partnership, and in the process, help deliver the goals of the National Bus Strategy¹.

The BSIP has been drafted to support the objectives of Warrington's Local Transport Plan (LTP) 4² (referred to as LTP4 herein), which is seeking to almost treble the public transport mode share to 15% by 2041. This is to be achieved by making bus services more attractive and frequent and by ensuring that people are connected to the places where they want to

¹ <https://www.gov.uk/government/publications/bus-back-better>

² <https://www.warrington.gov.uk/LTP4>

get to, at the same time as managing the demand for car use. Further detail on the alignment of this BSIP with WBC's strategy and policy is contained in Appendix A.

As required by the National Bus Strategy, WBC is committed to undertaking an annual review of the BSIP, to review progress against existing targets and help to deliver against the identified objectives.

2. Current Bus Offer to Passengers

This section provides a review of the current bus offer to passengers in Warrington. Data and evidence of the current level of provision has been analysed to identify where services meet or fall short of BSIP expectation as set out in the National Bus Strategy. This review has helped to identify areas for improvement and provided a baseline for target setting, against which schemes have been developed for delivering the improvements.

Following this introduction, the remainder of this section is structured as follows:

- Section 2.1: Bus infrastructure and provision;
 - Bus network
 - Bus stop provision
 - Bus services and frequencies
 - Bus priority
- Section 2.2: Accessibility and integration with other modes;
 - Bus and walk accessibility
 - Integration with other modes
 - Bus stop combined frequency
- Section 2.3: Fares and ticketing;
 - Fare prices and concessions
 - Payment methods
- Section 2.4: Financial support for bus services in Warrington;
 - Subsidised services
 - English National Concessionary Transport Scheme
 - Bus Service Operators Grant
- Section 2.5: Bus patronage and trends in Warrington;
 - Bus priority
 - Bus modal share and car ownership
 - Bus traffic composition
 - Mode shift aspirations
- Section 2.6: Local operators and fleet information;
 - Local Operators
 - Fleet information
- Section 2.7: Management of bus operators and cooperation;
- Section 2.8: Other factors that affect the use of local bus services;
 - Congestion
 - Traffic speeds
 - Cost and availability of parking
 - Land-use planning
 - Socio-economic factors
 - Post-COVID-19 challenges

- Section 2.9: Perceptions of the network and services;
 - Public consultation
 - My town survey
 - National Highways & Transport public satisfaction survey
 - Transport Focus Bus passenger survey
 - Barriers to non-users
- Section 2.10: Benchmarking success; and
- Section 2.11: Local evidence of benefits of improving services and infrastructure.

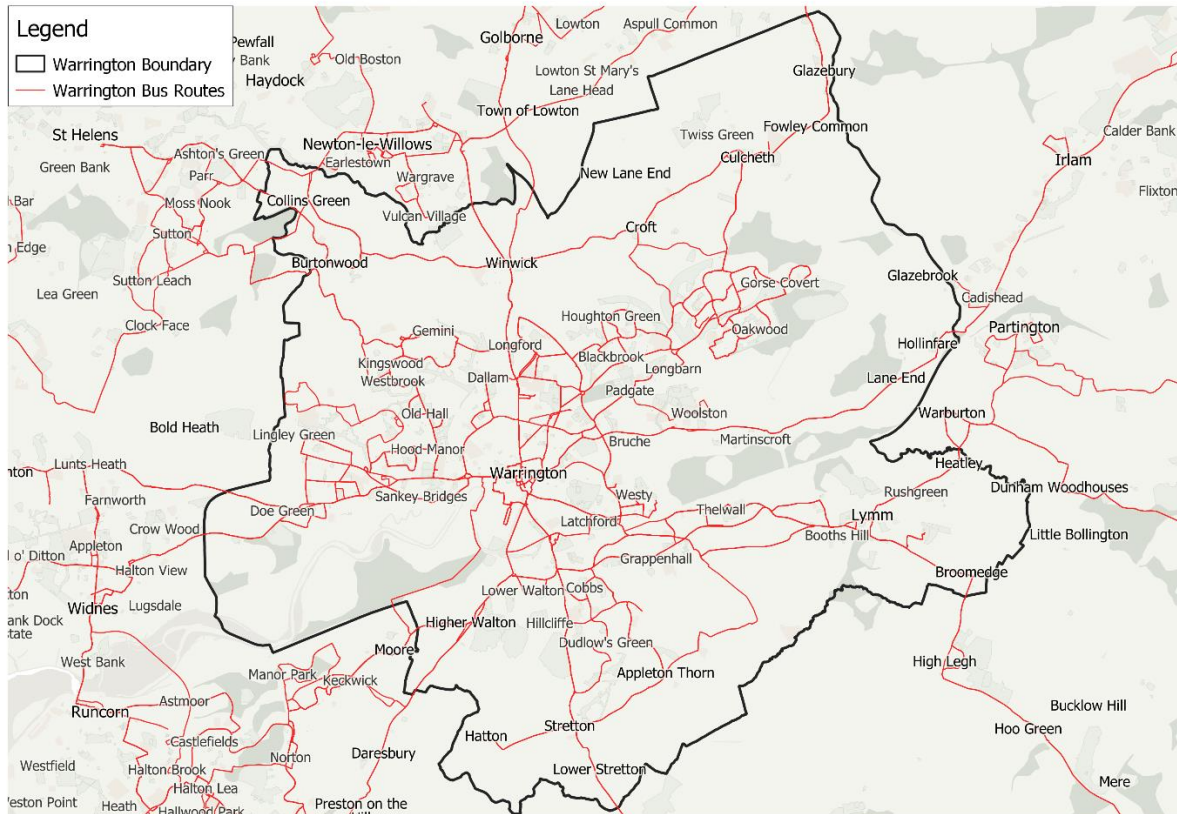
2.1 Bus Infrastructure and Provision

The following sections outline Warrington's existing bus infrastructure and provision, including a summary of the bus network, bus stop provision, bus services and frequencies and bus priority.

Bus Network

Warrington's bus network is shown in Figure 2.1; this captures all routes that stop within the boundary of Warrington. The bus network is centred on Warrington Interchange, with most services providing a radial route 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. In effect, this means that passengers must change services to get to destinations beside the town centre. Although most routes are internal within the Warrington boundary, there are some services to neighbouring towns and cities, including Manchester, Altrincham, Northwich, Chester, Runcorn, Widnes, Liverpool, St Helens and Wigan.

Figure 2.1: Warrington's Bus Network



Source: Basemap DataCutter

Warrington Bus Interchange (photo below) is owned and managed by WBC. The interchange is located centrally in the town centre, in close proximity to Warrington Central Rail Station, with bus access to the site gained from Winwick Street and Legh Street.

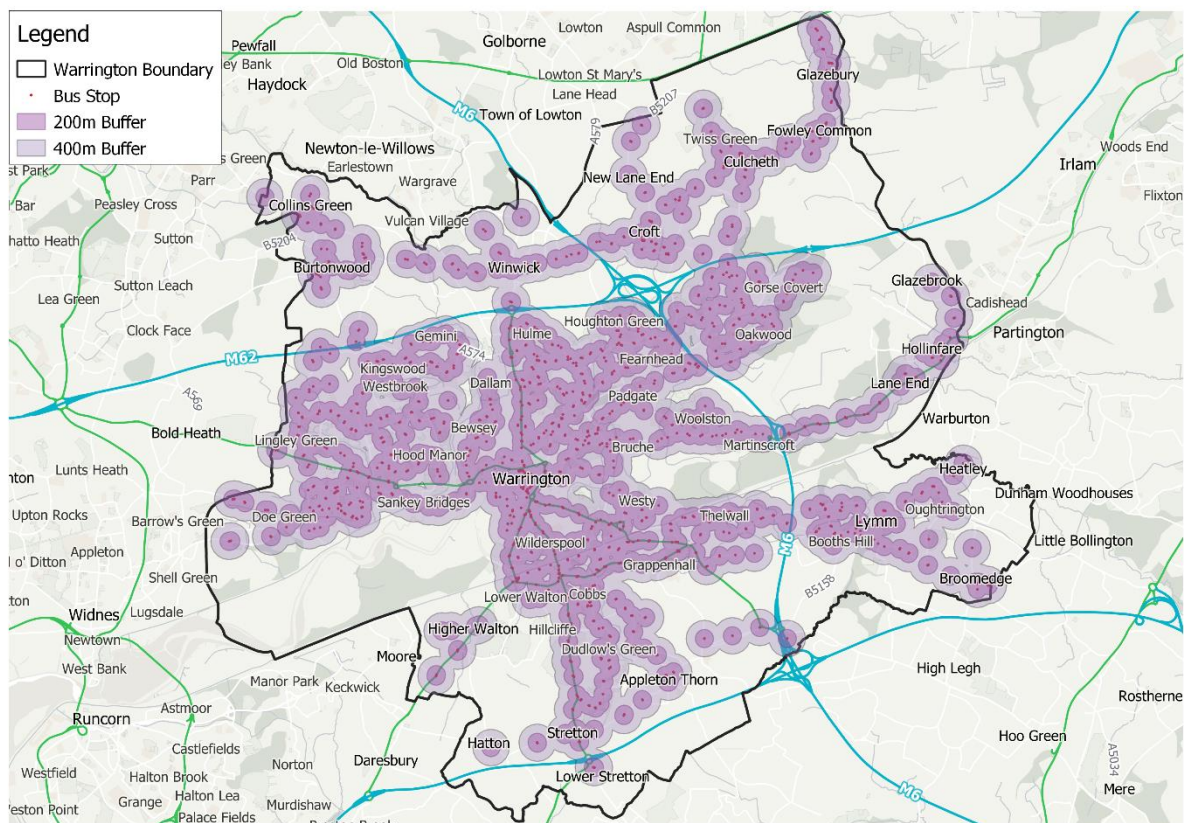


Photo: WBC

Bus Stop Provision

Figure 2.2 presents a summary of bus stop provision in the borough, based on Department for Transport's (DfT) National Public Transport Access Node (NaPTAN) database from 2020. Warrington's bus stops are surrounded by a 200m and 400m 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 2.2: Warrington Bus Stop Access (2020)



Source: NaPTAN, DfT (2020)

Real Time Passenger Information (RTPI)

In 2017, WBC invested in a RTPI system which monitors the location of most of the buses in Warrington, giving a reliable 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 as being on route, which is detected via GPS units on most buses, including all buses operated by Warrington's Own Buses (WOB), who operate 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

Table 2.1 outlines the bus routes serving Warrington, with approximate 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. There are limited services on most routes on Sundays with few offering a Sunday evening service.

Warrington Hospital is served by the 16 and 16A (Warrington Interchange – Dallam, via Warrington Hospital & Bewsey) bus services, which collectively operate on a frequency of five buses per hour during the day on weekdays. These are accessible via the General Hospital bus stop on Lovely Lane. As only one service group currently passes the hospital, most patients and visitors wishing to access the hospital by bus would have to change at Warrington Interchange.

There are a range of bus services offering transport from home to schools and colleges in Warrington, including services to Priestley College, Cronton & Riverside College, Warrington & Vale Royal College and Lymm High School. WBC provides free school transport if a child is attending their nearest suitable school and the walking distance is greater than two miles for primary school, three miles for secondary school or if the journey is hazardous. Low income families have an extended right to free school transport.

Table 2.1: 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

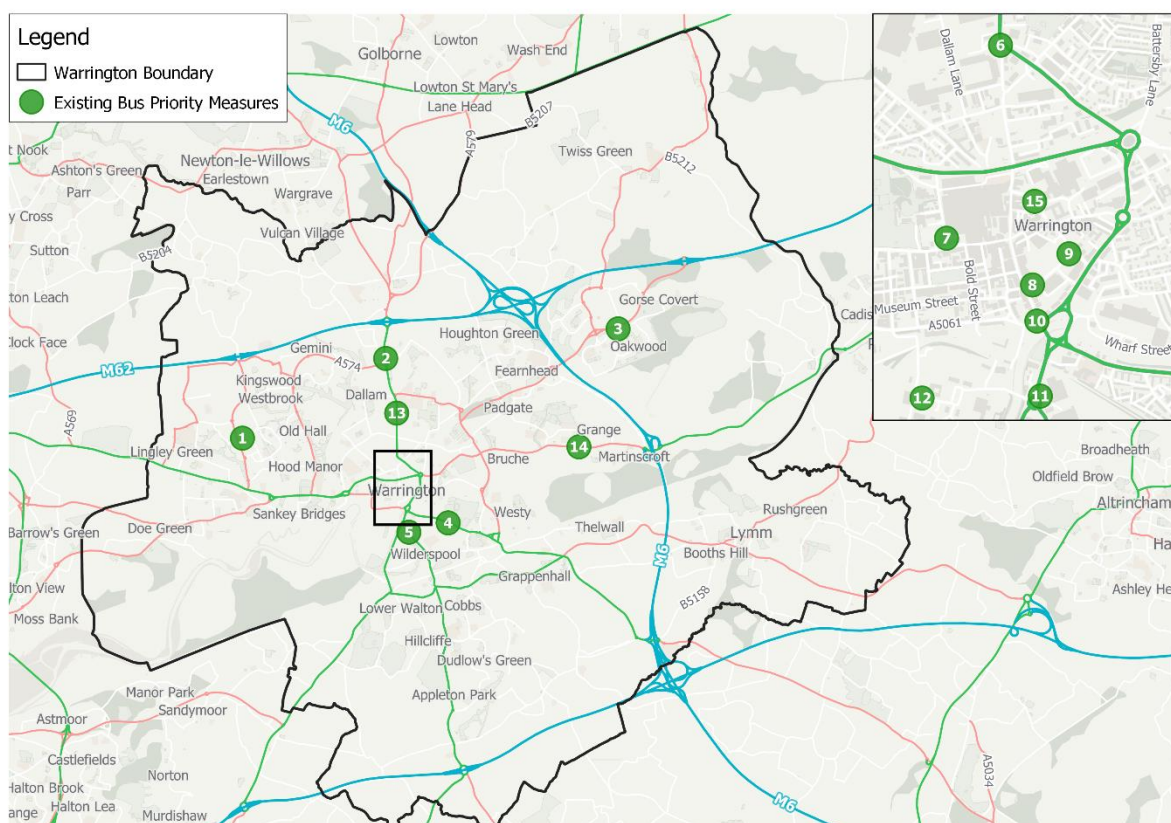
Bus Priority

Infrastructure improvements, such as bus gates (bus-only routes) and bus priority measures on congested routes can be implemented and enforced by the Council to give buses a time advantage over other vehicles and improve journey time reliability. The locations of current bus priority infrastructure are shown in Figure 2.3 and are generally located on key radial routes into Warrington and on the edge of the town centre. In total, there are approximately 2,550m of bus lanes in Warrington (Table 2.2), with the largest individual section being on Wilderspool Causeway (northbound) at 730m.

Automatic Number Plate Recognition (ANPR) cameras are used to enforce some bus lanes, which can result in fines for non-permitted vehicles. The fine for driving in a bus lane is £60, which is reduced to £30 if paid within 14 days or increased to £90 after 28 days. It should be noted that not all existing bus priority measures are actively enforced, though WBC is willing to consider enforcement should it be justified by transgressions.

WBC support the implementation of bus priority measures and LTP4 Policy PT3 states that 'We will work with bus operators to identify the highway improvements and bus priority measures that will improve journey times and reliability for buses and identify funding sources for their delivery'.³

Figure 2.3: Bus Priority Measures in Warrington



Source: Warrington ZEBRA Business Case Clarification Question – Bus Priority Measures (2021)

³ Warrington Fourth Local Transport Plan, WBC (2019)

Table 2.2: Bus Priority Measures in Warrington

Map Reference	Location	Operational Hours	Vehicles Permitted	From	To	Length
1	Boston Boulevard (both directions)	07:00 - 19:00	Bus / Cycle / Taxi Lane	Whittle Avenue	East of Portland Avenue	435m
2	A49 Winwick Road (southbound)	24 hour	Bus / Cycle / Taxi Lane	Opposite Brendan Avenue	Sandy Lane West	220m
3	Birchwood bus gate – Faraday Street (both directions)	24 hour	Buses Only	Birchwood Way	Ordnance Avenue	120m
4	A5061 Knutsford Road (northbound inbound)	07:30 - 09:30	Bus / Cycle / Taxi Lane	St Mary's Street	Old Road	265m
5	A49 Wilderspool Causeway (northbound inbound)	07:30 - 9:30 and 16:30 - 18:30	Bus / Cycle / Taxi Lane	Gainsborough Road	River Road	730m
6	A49 Winwick Street Bus gate (northbound outbound)	24 hour	Bus Only	Silver Street	A49 Winwick Road	60m
7	Legh Street (southbound)	24 hour	Bus / Cycle / Taxi Lane	Bath Street	Sankey Street	140m
8	Academy Way (eastbound)	24 hour	Bus / Cycle / Taxi Lane	Bridge Street	Moulders Lane	40m
9	Academy Street (northbound)	24 hour	Bus / Cycle / Taxi Lane	Academy Way	Buttermarket Street	130m
10	Lower Bridge Street (both directions)	05:00 – 19:00	Bus / Cycle / Taxi Lane	Mini roundabout	Bridgefoot	25m
11	Bus gate into existing bus depot	24 hour	Bus Only	A49	WOB Depot	50m
12	Centre Park bus gate (both directions)	24 hour	Bus Only	Slutchers Lane	Centre Park Square	180m
13	Alder Lane bus gate (westbound)	24 hour	Bus / Cycle Only	Alder Lane	Winwick Road	45m
14	A57 Old Manchester Road bus gate (westbound)	24 hour	Bus Only	Manchester Road	Cliftonville Road	60m
15	Scotland Road	24 hour	Bus / Cycle / Taxi Lane	Cockhedge Way	Prince Henry Square Car Park Exit	50m
Total						2,550m

Source: Warrington Zero Emission Bus Regional Area (ZEBRA) Business Case Clarification Question – Bus Priority Measures (2021)

Key Findings of Relevance to Warrington BSIP

- Warrington bus network predominantly centred on town centre, with almost all routes starting / ending in the town centre. Very few cross-city routes, leading to passengers requiring two services to get to locations beyond the town centre.
- Real-time passenger information limited to certain corridors, though recent launch of mobile apps such as Touch & Go app by WOB, Arriva UK Bus app and Go North West app, improves access to live service information.
- 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. 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 car dependency.
- Existing bus priority measures are located on key radial routes into Warrington and on the edge of the town centre. WBC is committed to work with bus operators to identify highway improvements and bus priority measures to improve journey time and reliability for buses, and identify funding sources for delivery.

2.2 Accessibility and Integration with Other Modes

The following sections provide an overview of bus accessibility in Warrington and integration with other modes, including analysis of bus and walk accessibility, integration with other modes and bus stop combined frequency.

Bus and Walk Accessibility

To understand bus accessibility in Warrington, accessibility analysis was undertaken using the software Basemap TRACC.⁴

Figures 2.4 to 2.8 show the journey times by bus and coach, including walking time, from Warrington Hospital and Warrington Interchange. Journey time is shown in 10-minute isochrones up to 60 minutes, which represents the distance that can be travelled from the origin in the specified amount of time. Journey time has been plotted for the following periods to assess how accessibility varies at different times:

- Weekday AM (07:00-09:00) (Figure 2.4);
- Weekday Inter-peak (10:00-12:00) (Figure 2.5);
- Weekday Evening (19:00-21:00) (Figure 2.6);
- Saturday (10:00-12:00) (Figure 2.7); and
- Sunday (10:00-12:00) (Figure 2.8).

⁴ This utilised October 2019 public transport (bus and coach) timetables and OS Open Roads data to calculate accessibility isochrone plots. Timetable data from 2019 was chosen to illustrate accessibility prior to the COVID-19 pandemic. The analysis includes passenger walk time to bus stops taking account of restrictions on pedestrian movements, such as motorways and physical barriers. The TRACC analysis parameters included a maximum walking speed of 4.8km/hr, an 800m maximum walking distance between an origin and the road network, a 500m maximum walking distance between interchanges and 2,000m maximum walking distance to the first stop. An additional 15-minute penalty is applied to account for inconvenience of interchange between services.

Figure 2.4 shows that in the weekday AM peak period, the majority of Warrington can be accessed from the town centre within 60 minutes, with only peripheral areas to the north-east and south-east of the borough exceeding this journey time. Large parts of the inner area of Warrington are accessible within 20 minutes and there is good access along the key radial routes leading into Warrington, including the A49 Winwick Road, A57 Manchester Road, A49 Wilderspool Causeway / London Road, A56 Chester Road and A562 Widnes Road.

Figure 2.5 shows that there is a similar level of accessibility by bus from the town centre in the weekday inter-peak, with good levels of access in inner Warrington and along key radial routes. Some peripheral areas have journey times exceeding 60 minutes, notably in the north-east and south-east of the borough.

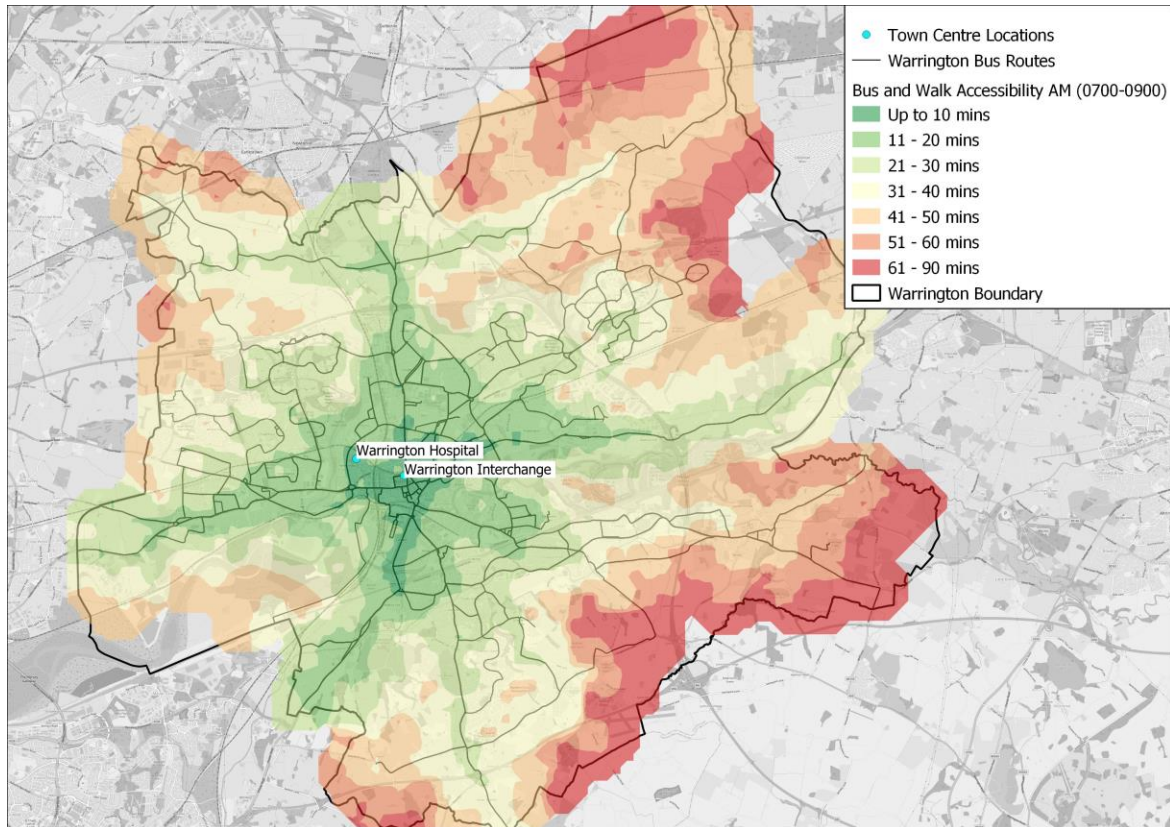
In the evening (Figure 2.6) there are generally lower levels of accessibility on the periphery of the borough. Areas such as Burtonwood, Collins Green and Omega typically have journey times over 60 minutes, compared with less than 20 minutes during the day. However, although evening services are less frequent, there is reduced journey time to some areas, such as Birchwood, Lingley Green, Culcheth and Appleton Thorn. This suggests that at peak periods, congestion close to the town centre could contribute to prolonged journey times or services may operate more direct routeing.

Figure 2.7 shows that there is good bus access from Warrington Town Centre on Saturday during the day, with comparable levels of accessibility to a weekday inter-peak period (Figure 2.5). Although some peripheral areas to the north-east and south-east have journey times exceeding 60 minutes, inner Warrington and areas close to key radial routes are well served.

Figure 2.8 shows that there is good access from the centre of Warrington during the day on Sunday, particularly in central areas and areas located close to key radial routes. Again, some areas, such as Birchwood and Lingley Green have reduced journey time on Sunday which might reflect more free flowing traffic conditions on a Sunday times or possibly more direct routeing. It should be noted that whilst there is a good level of service during the day on Sundays, few evening services are operated.

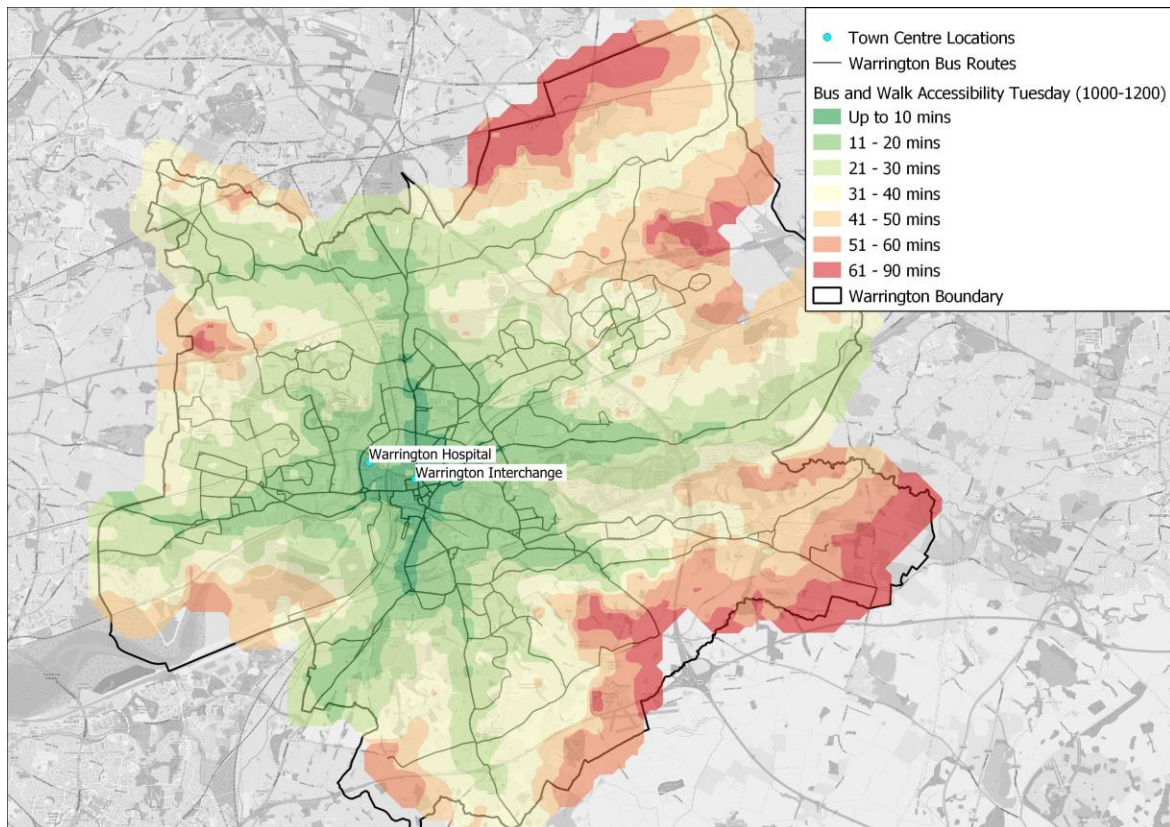
Whilst bus access is good for much of the borough, journey times are often significantly longer than a comparable journey by car. This presents a serious challenge in encouraging modal shift from car to bus.

Figure 2.4: Town Centre Bus and Walk Accessibility – Weekday AM (07:00-09:00)



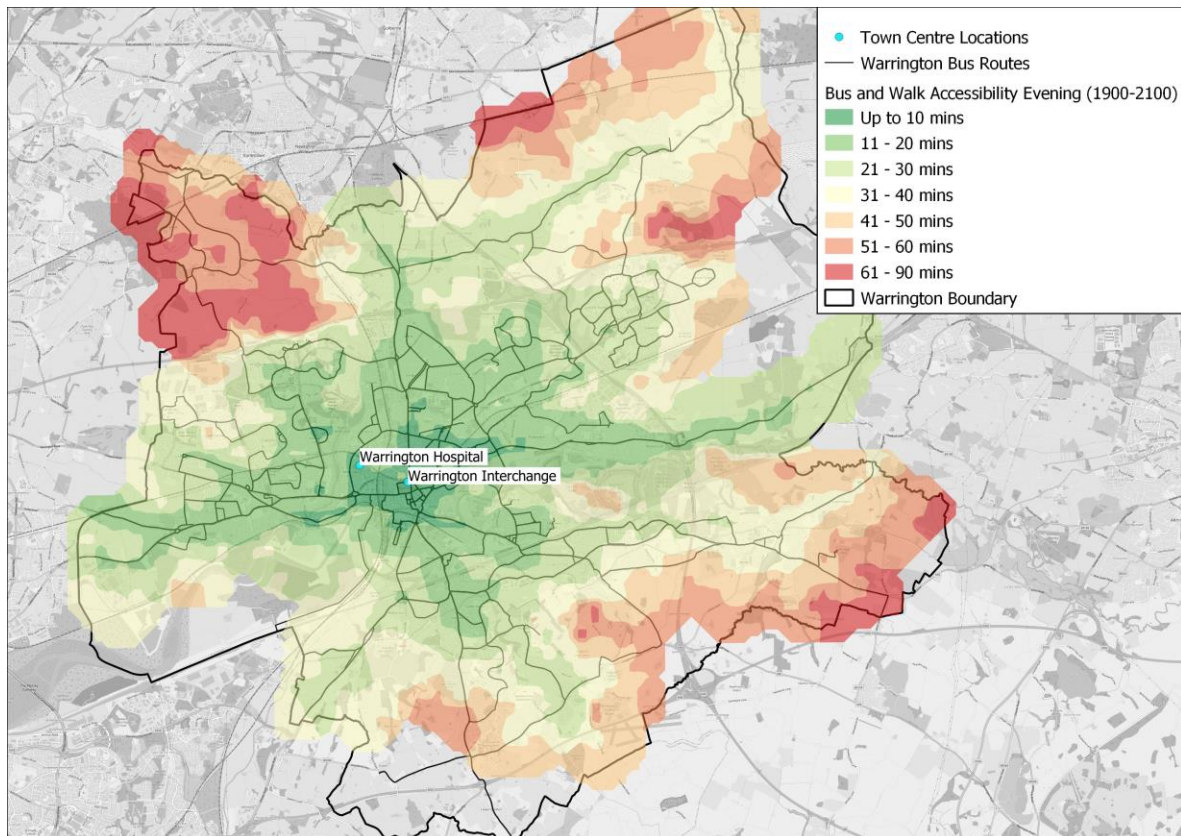
Source: TRACC 2019 / OS Open Roads 2021

Figure 2.5: Town Centre Bus and Walk Accessibility – Weekday Inter-peak (10:00-12:00)



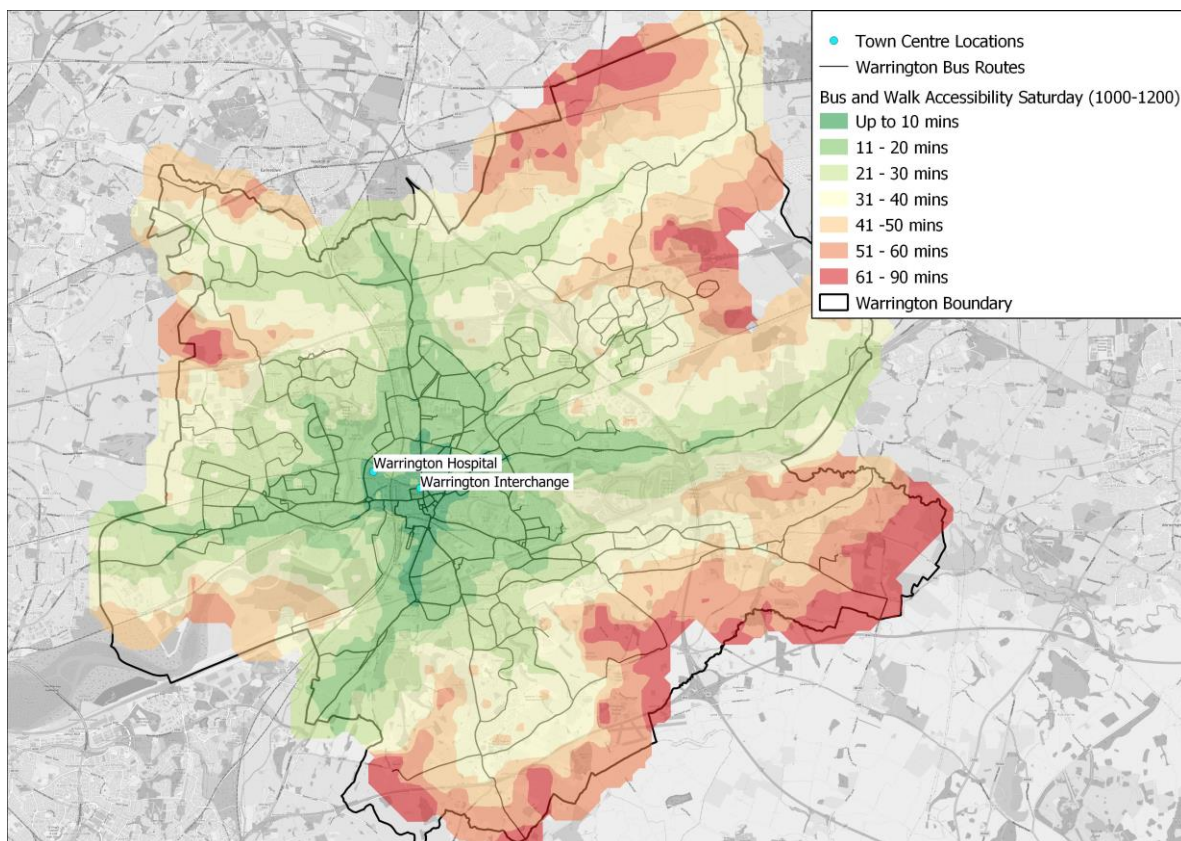
Source: TRACC 2019 / OS Open Roads 2021

Figure 2.6: Town Centre Bus and Walk Accessibility – Weekday Evening (19:00-21:00)



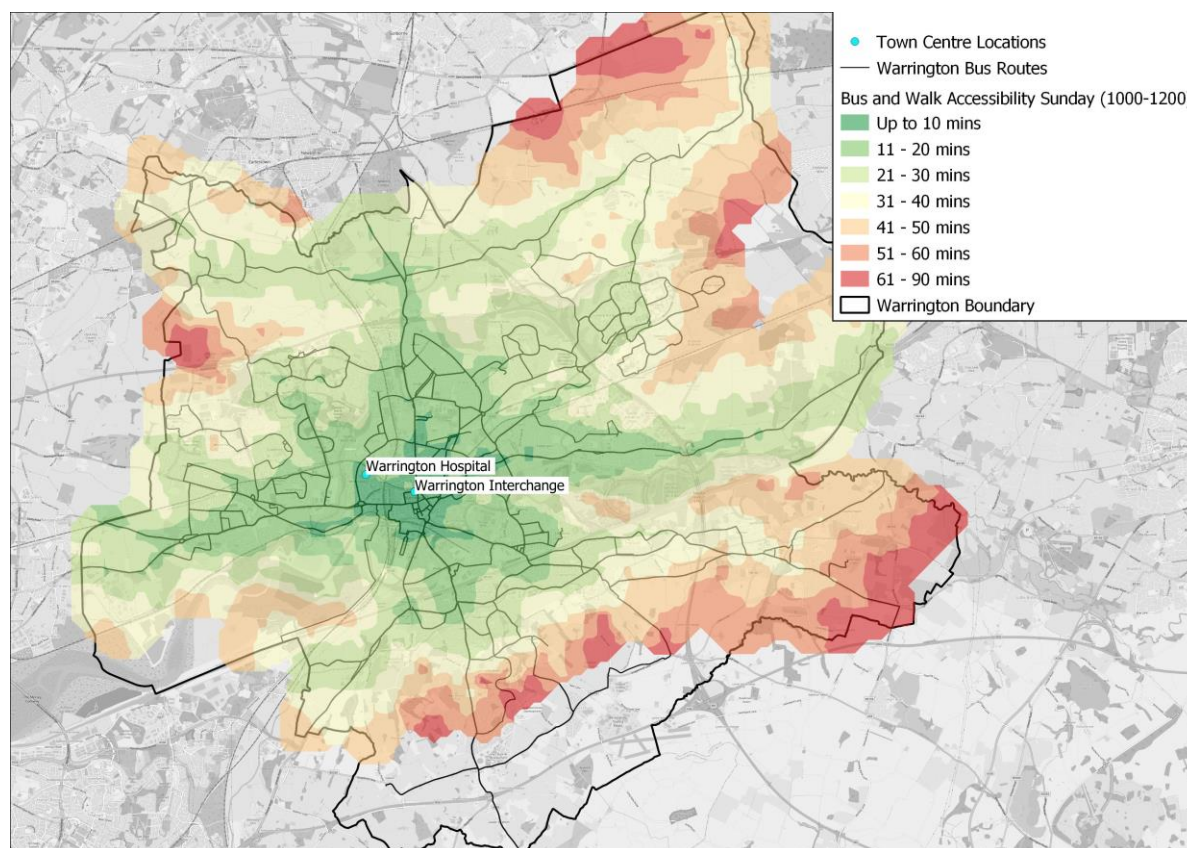
Source: TRACC 2019 / OS Open Roads 2021

Figure 2.7: Town Centre Bus and Walk Accessibility – Saturday (10:00-12:00)



Source: TRACC 2019 / OS Open Roads 2021

Figure 2.8: Town Centre Bus and Walk Accessibility – Sunday (10:00-12:00)



Source: TRACC 2019 / OS Open Roads 2021

Integration with Other Modes

The National Bus Strategy emphasises the importance of integration between bus and other modes, such as rail.⁵ The strategy states that railway stations should be hubs for connecting services and that bus stops should be of high quality and located close to the railway station entrance.

Warrington Bus Interchange is located near to Warrington Central Station, which along with Warrington Bank Quay are the main train stations in the borough. There are also railway stations in the suburbs at Padgate, Sankey for Penketh, Glazebrook, Birchwood and Warrington West. A summary of the rail services operating from Warrington's railways stations and approximate frequencies is shown in Table 2.3.

Table 2.3 also shows the bus services that serve Warrington's railways stations, via the closest bus stop. It should be noted that although there is a bus stop directly outside the entrance to Warrington Central, the main bus interchange is a short walk away (approximately 120m) and offers a wider range of bus services.

Whilst the Warrington Central and Warrington Bank Quay are well served by bus, the smaller suburban stations are less so. No public bus services stop at Glazebrook station and two stop at Sankey for Penketh. However, there are relatively few trains operating from these stops, particularly Sankey for Penketh, which only has two trains per day in either directions and no Sunday services. Whilst only one service operates to Warrington West, the station has a car

⁵ Bus Back Better – National Bus Strategy for England, DfT (2021)

park with capacity for 265 vehicles⁶ and was designed to serve nearby developments that are within easy walking distance.

⁶ <https://www.warrington.gov.uk/carparks>

Table 2.3: Warrington Railway Services and Station Bus Provision

Railway Station	Rail Routes Served (in either direction)	Frequency – Train Per Hour (tph)				Closest Bus Stop	Services (Bold = non-public service)
		Weekday AM Peak ⁷	Weekday Interpeak ⁸	Evening ⁹	Sunday ¹⁰		
Warrington Central	Liverpool to Manchester via Warrington Central	8 tph	7 tph	6 tph	3 tph	Central Station	19, 20, 21, 22, 22A, 329, 360, P6
	Liverpool to Manchester Airport via Warrington Central						
	Liverpool to Norwich						
Warrington Bank Quay	Chester to Manchester	7 tph	8 tph	8 tph	6 tph	Warrington Bank Quay	CAT5A, CAT6, CAT8A, CAT9, CAT9A, CAT9B, 96, CAT5, CAT7, CAT8, P2
	Ellesmere Port to Warrington						
	West Coast Main Line (including services to a number of locations including Glasgow, Edinburgh, Birmingham, Coventry, London Euston)						
	Chester to Leeds						
	Manchester Airport to Holyhead						
	Manchester Airport to Liverpool						
Padgate	Liverpool to Manchester via Warrington Central	3 tph	2 tph	3 tph	-	Stocks Pub	28, 28A, 28E
Sankey for Penketh	Liverpool to Manchester via Warrington Central	1 tph	-	-	-	Sankey Station	14, 15, 48, C48
Glazebrook	Liverpool to Manchester via Warrington Central	2 tph	1 tph	1 tph	-	Glazebrook Station	WVR1
Birchwood	Liverpool to Manchester via Warrington Central	7 tph	6 tph	4 tph	3 tph	Birchwood Station	17, 17C, 25, 28, 28E, 98, WVR1
	Liverpool to Norwich						
	Liverpool to Manchester Airport						
Warrington West	Liverpool to Manchester via Warrington Central	4 tph	4 tph	2 tph	3 tph	Warrington West Railway Station	13, 96
	Liverpool to Manchester Airport						

⁷ Weekday AM peak frequency based on departures during representative hour 08:00-09:00 (05/10/21) - <https://www.realtimetrains.co.uk/>

⁸ Weekday Interpeak frequency based on departures during representative hour 11:00-12:00 (05/10/21) - <https://www.realtimetrains.co.uk/>

⁹ Evening frequency based on departures during representative hour 20:00-21:00 (05/10/21) - <https://www.realtimetrains.co.uk/>

¹⁰ Sunday frequency based on departures during representative hour 11:00-12:00 (03/10/21) - <https://www.realtimetrains.co.uk/>

Bus Stop Combined Frequency

To assess the relative frequency of bus services at Warrington's bus stops, frequency analysis was undertaken using the software Basemap TRACC. This utilised public transport (bus and coach) timetables from October 2019 to illustrate service frequency prior to the COVID-19 pandemic. The combined stop frequency provides a total frequency value for all services at each stop over a two-hour period which are then plotted. Bus stops are colour shaded to reflect different levels of frequency, with light colours representing lower frequency and darker colours representing higher frequency. Bus stops with less than one service over the specified period are omitted from the plots.

Figures 2.9 to 2.13 show the combined bus frequency for bus stops over the following periods to assess how frequency varies at different times:

- Weekday AM (07:00-09:00) (Figure 2.9);
- Weekday Inter-peak (10:00-12:00) (Figure 2.10);
- Weekday Evening (19:00-21:00) (Figure 2.11);
- Saturday (10:00-12:00) (Figure 2.12); and
- Sunday (10:00-12:00) (Figure 2.13).

Figure 2.9 shows the combined frequency for the weekday AM period, which highlights higher frequency at bus stops along the radial routes into Warrington, such as the A49 Winwick Road, A49 London Road, A562 Widnes Road and A57 Manchester Road. The highest combined frequencies are shown on the A5061 Liverpool Road and Sankey Street, which reflects the high number of services which take this route to the bus interchange. Away from the key radial routes, bus stops generally have low combined frequency (one to five buses per two hours).

In the weekday inter-peak period (Figure 2.10) combined frequency at bus stops is broadly comparable with the AM period, with the highest frequency bus stops located on the key radial routes into Warrington and the western approach to the town centre. At bus stops away from these locations, the combined frequencies are generally low (one to five buses per two hours).

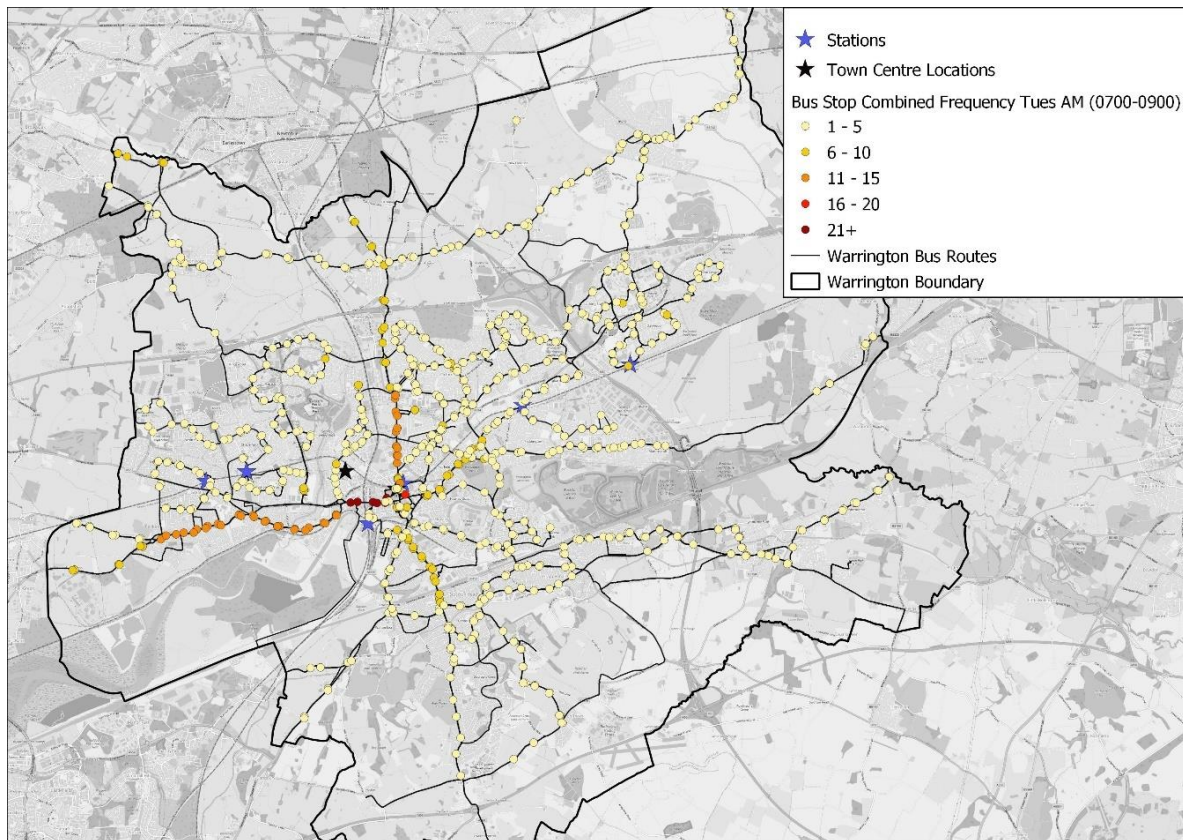
Figure 2.11 shows the combined frequency for bus stops during the weekday evening period. This shows that service frequencies are significantly reduced in the evening in comparison to the day. The vast majority of bus stops have a low combined frequency between one and five buses per hour, with only bus stops in the town centre having greater frequencies. Some bus stops are omitted from the plots due to having frequencies of less than one over the period, notably in Birchwood and along the route between Burtonwood and Culcheth in the north of the borough.

The combined frequency at bus stops on a Saturday during the day (Figure 2.12) is generally low, except for stops on the routes along the A49 Winwick Road (six to ten buses per two hours), and the A562 Penketh Road and A5061 Liverpool Road leading into Warrington. Some stops on the periphery of the borough are omitted from the plots as they have frequencies lower than one during the period, including routes in Appleton and Burtonwood.

Figure 2.13 shows the combined frequency for bus stops on Sunday during the day. Bus stops during this period generally have low frequency, except for routes along the A49

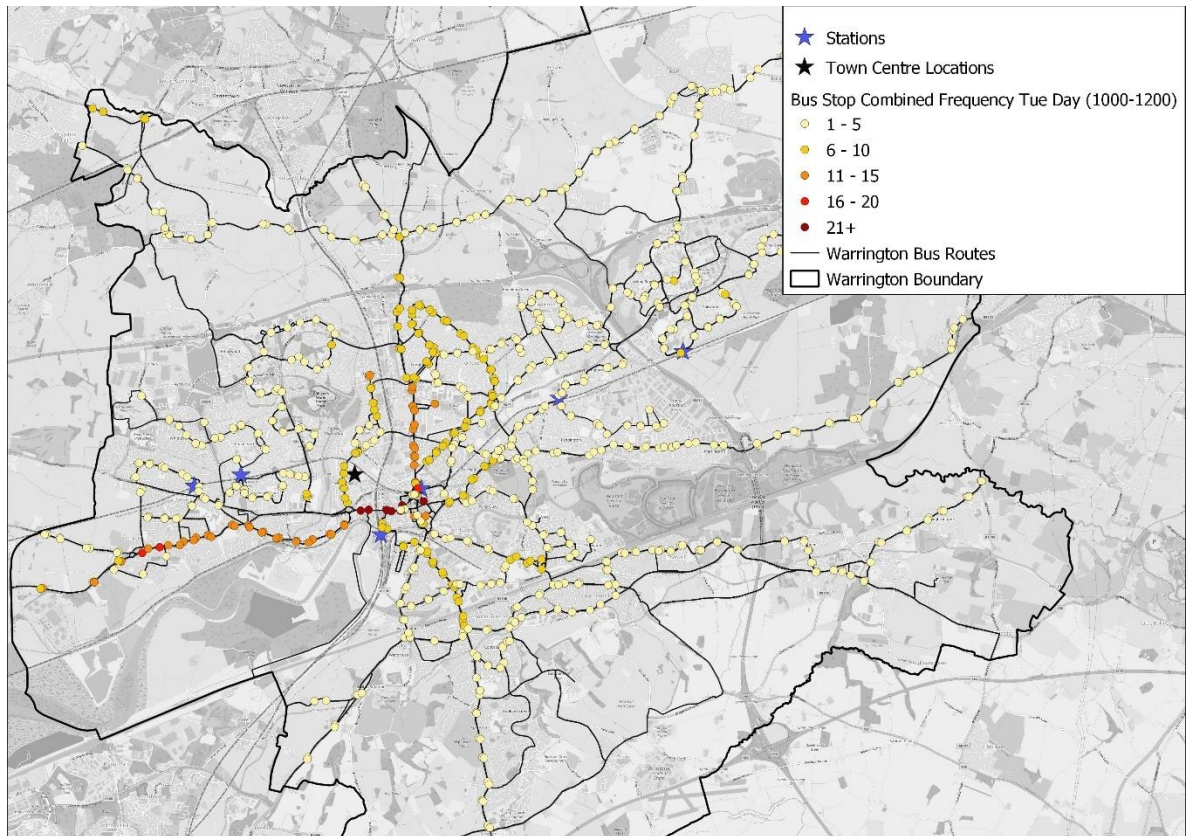
Winwick Road and the western approach leading into Warrington, however these stops have lower frequency than on a Saturday. In comparison to the weekday evening, bus stops are better served on a Sunday with generally higher combined service frequencies.

Figure 2.9: Bus Stop Combined Frequency – Weekday AM (07:00-09:00)



Source: TRACC 2019 / OS Open Roads 2021

Figure 2.10: Bus Stop Combined Frequency – Weekday Inter-peak (10:00-12:00)



Source: TRACC 2019 / OS Open Roads 2021

Figure 2.11: Bus Stop Combined Frequency – Weekday Evening (19:00-21:00)



Source: TRACC 2019 / OS Open Roads 2021

Figure 2.12: Bus Stop Combined Frequency – Saturday (10:00-12:00)



Source: TRACC 2019 / OS Open Roads 2021

Figure 2.13: Bus Stop Combined Frequency – Sunday (10:00-12:00)



Source: TRACC 2019 / OS Open Roads 2021

Key Findings of Relevance to Warrington BSIP

- 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, journey times are often significantly longer than a comparable journey by car, which presents a serious challenge in encouraging modal shift from car to bus.
- Warrington's main railway stations (Warrington Central and Warrington Bank Quay) are well served by buses, however there is a lower level of service at the smaller suburban stations.
- All periods studied showed low combined frequencies at most bus stops (one to five buses per two hours), with higher frequency bus stops found mainly along key radial routes, particularly the A49 Winwick Road and the western approach to Warrington via the A562 Penketh Road and A5061 Liverpool Road. Overall, the weekday inter-peak was the best performing and weekday evening was the worst performing period.

2.3 Fares and Ticketing

The following sections summarise fares and ticketing available on Warrington's buses, including an overview of fair prices and concessions, and payment methods.

Fare Prices and Concessions

As shown in Table 2.4, there are a wide range of ticket options available to passengers using bus services in Warrington. Each of the different operators offer their own separate products with different charging structures, though all offer single tickets, and in some cases returns, alongside a variety of travel passes for unlimited travel over different periods of time which offer better value for money. Discounted tickets are also offered by some operators for groups of travellers, children and young people.

There is currently no multi-operator ticketing scheme in Warrington, though there are schemes from neighbouring areas that are accepted by some of Warrington's bus operators, including the Cheshire Travelcard, System One and Wayfarer schemes from Greater Manchester and PlusBus (Table 2.4). As there is not a common scheme in which all of Warrington's operators choose to participate, none of these tickets are valid for travel on every bus in Warrington.

Permanent residents of Warrington of state pension age can apply for an Older Person's Bus Pass. Bus passes are issued free of charge and are valid for five years. Bus pass holders can travel for free on journeys in Warrington, Halton and Cheshire West and Chester after 09:30 Monday to Friday and at all times on Saturday, Sunday and bank holidays. Full fares apply at all other times.

Warrington residents with a disability are also eligible to apply for a Disabled Person's Bus Pass. Bus pass holders can travel for free on journeys in Warrington, Halton and Cheshire West and Chester after 09:30 Monday to Friday and at all times on Saturday, Sunday and bank holidays. Full fares apply at all other times. Blind or partially sighted pass holders are entitled to free travel before 09:30 when boarding in Warrington, Halton and Cheshire West and Chester.

A complex ticketing system and pricing structure can create a barrier to new bus users, who may perceive that the bus system as 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.

Table 2.4: Warrington Bus Fares

Operator	Ticket Type	Age Group			Comment
		Adult	5 - 15 Yrs	Under 21	
Warrington's Own Buses ¹¹	Single	£1.60 - £4.20	Half fare	-	Standard single journey, with child fares available at reduced rates.
	Day Return	£3.00 - £5.90	Half fare	-	Valid for return journey on day of purchase, with child fares available at reduced rates.
	Child Day Rover	-	£3.00	-	Unlimited travel on the network on the day of issue for children ages 5-15.
	Senior Citizen/ Disabled Day Rover	£4.80	-	-	Unlimited travel on the network on the day of issue for senior citizen / disabled passenger.
	Adult Day Rover	£5.95 *	-	-	Unlimited travel on the network on the day of issue (*£4.95 if bought through the WOB app)
	Senior Citizen/ Disabled Day Rover Plus 1 Child	£6.50	-	-	Unlimited travel on the network on the day of issue for senior citizen / disabled passenger plus one child aged 5-15.
	Adult Day Rover Plus 1 Child	£7.50	-	-	Unlimited travel on the network on the day of issue plus one child aged 5-15.
	Senior Citizen/ Disabled Day Rover Plus 2 Children	£7.50	-	-	Unlimited travel on the network on the day of issue for senior citizen / disabled passenger plus two children aged 5-15.
	Adult Day Rover Plus 2 Children	£8.50	-	-	Unlimited travel on the network on the day of issue plus two children aged 5-15.
	Westy Way (Valid on Services 1, 2, 10, 11, 11A & 12)	£11.00	-	-	Unlimited travel on services 1, 2, 10, 11, 11A & 12 on the day of issue and for the following six days.
	Family Day Rover (For 2 Adults & 2 Children)	£11.50	-	-	Unlimited travel on the network on the day of issue for two adults and two children aged 5-15.
	Breezer (Valid on Services 16, 20 & 21)	£12.00	-	-	Unlimited travel on services 16, 16A, 20, 20A, 21 and 21A on the day of issue and for the following six days.
	Weekly	£23	-	£17	Weekly ticket for unlimited travel on WOB.
	4 weekly	£83	-	£55	4 weekly ticket for unlimited travel on WOB.
Annual	£760	-	£460	Annual ticket for unlimited travel on WOB.	
MP Travel ¹²	Single	£2.00	-	-	Single journey.
	Return	£3.50	-	-	Return journey.
	Weekly	£10.00	-	-	Weekly ticket.
Arriva ¹³	Single Evening Merseyside Plus	£1.00	£1.00	-	Valid for one Single trip after 7pm, within Merseyside and Wirral (including Warrington).
	Day Merseyside Plus	£4.50	-	-	Unlimited travel within Merseyside and Wirral (including Warrington).
	Adult Duo Day Merseyside Plus	£8.50	-	-	Unlimited travel for any 2 persons travelling together within Merseyside and Wirral (including Warrington).
	Family Day Merseyside Plus	£10.00	-	-	Family ticket available for up to 2 Adults and 3 Children.
	Adult 3 Day Flexi Merseyside Plus	£12.50	-	-	Three individual day tickets, which must be used within 7 days of the first day ticket activation. Unlimited travel across the specified zone.
	Week Merseyside Plus	£15.00	£10.00	-	Unlimited travel for 7 consecutive days within the zone specified.
	4 Week Merseyside Plus	£54.50	£35.00	-	Unlimited travel for 28 consecutive days within the zone specified.
	Child Autumn Merseyside Plus	-	£80.00	-	Unlimited travel valid throughout selected ticket zone for Autumn Term, available to purchase for any person up to the age of 19 in full time education.
Student Autumn	£155.00	-	-	Unlimited travel valid for the Autumn Term, available to full-time students at any university, college or sixth form college within the relevant area. Valid throughout Merseyside, Greater Manchester, Cheshire, Lancashire, Halton and also includes travel in Wrexham.	

¹¹ <https://www.warringtonsownbuses.co.uk/fares-and-tickets> - accessed 08/21

¹² <https://www.mptravel.co.uk/B52> - accessed 08/21

¹³ <https://www.arrivabus.co.uk/buy-tickets/region/north-west> - accessed 08/21

Operator	Ticket Type	Age Group			Comment
		Adult	5 - 15 Yrs	Under 21	
	Child Autumn & Spring Term Merseyside Plus	-	£160.00	-	Unlimited travel valid throughout selected ticket zone for Autumn & Spring Term, available to purchase for any person up to the age of 19 in full time education.
	Child Academic Year Merseyside Plus	-	£230.00	-	Unlimited travel valid throughout selected ticket zone for academic year, available to purchase for any person up to the age of 19 in full time education.
	Student Autumn & Spring Term	£305.00	-	-	Unlimited travel valid for the Autumn and spring Terms, available to full-time students at any university, college or sixth form college within the relevant area. Valid throughout Merseyside, Greater Manchester, Cheshire, Lancashire, Halton and also includes travel in Wrexham.
	Student Academic Year Merseyside Plus	£395.00	-	-	Unlimited travel valid for the academic year, available to full-time students at any university, college or sixth form college within the relevant area. Valid throughout Merseyside, Greater Manchester, Cheshire, Lancashire, Halton and also includes travel in Wrexham.
	Student Academic Year +1	£440.00	-	-	Academic Year plus one month, available to full-time students at any university, college or sixth form college within the relevant area. Valid throughout Merseyside, Greater Manchester, Cheshire, Lancashire, Halton and also includes travel in Wrexham.
	Student Academic Year +2	£475.00	-	-	Academic Year plus two months, available to full-time students at any university, college or sixth form college within the relevant area. Student ID required. Valid throughout Merseyside, Greater Manchester, Cheshire, Lancashire, Halton and also includes travel in Wrexham.
	Adult Annual Merseyside Plus	£545.00	-	-	Unlimited travel for one year within the zone specified.
Go North West ¹⁴	Night ticket	£4.00	-	-	Valid between 18:00 and end of service.
	1 Day	£4.80	£2.40	-	Valid for unlimited travel on whole network for one day.
	Group 1 Day (off peak)	£9.50	-	-	Valid for unlimited travel around the whole network for 5 adults. Valid after 09:30 on weekdays and any time at weekends. Valid for one day, until end of service.
	Young Person 7 Day (16-18)	-	-	£11.00	Travel around the whole network for 7 days, until end of service on final day.
	Adult 5 Single Trip	£12.00	-	-	Valid for 5 single individual journeys across the whole network.
	Adult 1 Day - 3x Ticket Bundle	£14.00	-	-	3 Adult Day Tickets for travel around the whole network. Each ticket is valid for one separate day, until end of service.
	7 Day	£16.00	£8.00	-	Valid for unlimited travel around the whole network for 7 days, until end of service on final day.
	Adult 10 Single Trip	£20.00	-	-	Valid for 10 single individual journeys across the whole network.
	Adult 1 Day - 5x Ticket Bundle	£22.50	-	-	5 Adult Day Tickets for travel around the whole network. Each ticket is valid for one separate day, until end of service.
	Adult 1 Day - 10x Ticket Bundle	£43.00	-	-	10 Adult Day Tickets for travel around the whole network. Each ticket is valid for one separate day, until end of service.
	Adult 28 Day	£58.00	-	-	Valid for unlimited travel around the whole network for 28 days, until end of service on final day.
	Student Summer Vacation	£70.00	-	-	Travel around the whole network for the summer vacation period.
Adult Annual	£648.00	-	-	Valid for unlimited travel around the whole network for one year, until end of service on final day.	
MD Coach and Bus ¹⁵	OAP	£0.50	-	-	OAP ticket pre-09.30 (when concessionary travel not available).
	Single	£1.50 - 3.00	-	-	Single journey.
	Return	£2.50 - 4.50	-	-	Return journey.
	Day Ticket	£5.00	-	-	Unlimited travel on day of purchase.
	Weekly Ticket	£15.00	-	-	Unlimited ticket for a week.
Multi-Operator	PlusBus ¹⁶	£3.90	£1.95	-	PlusBus is a discount price travelcard which is purchased alongside a train ticket for unlimited bus travel on participating operators' services. It is accepted by WOB, Arriva and Go-North West.

¹⁴ <https://www.gonorthwest.co.uk/fares-and-tickets> - accessed 08/21

¹⁵ MD Coach and Bus Operators Data (2021)

¹⁶ <https://tfgm.com/tickets-and-passes/wayfarer-adult> - accessed 09/21

Operator	Ticket Type	Age Group			Comment
		Adult	5 - 15 Yrs	Under 21	
	Cheshire Travelcard ¹⁷	£5 - £50	£5 - £50	-	The Cheshire stored value travelcard is a pass which you top in multiples of £5 to £50 on the bus and then use to pay for bus journeys. The card can be used on WOB.
	System One 1-day AnyBus (Greater Manchester) ¹⁸	£6.00	£3.00	-	Unlimited bus travel throughout Greater Manchester. Tickets are also valid on all bus companies operating in Warrington, including Arriva North West, Go Northwest, Hattons Transport, WOB.
	System One 1-day Off-Peak AnyBus, Train and Tram (Greater Manchester) ¹⁹	£10.00	-	-	System One is a multi-modal bus / train / tram transport ticketing system which enables unlimited travel on buses, trams and trains throughout Greater Manchester. Tickets are also valid on all bus companies operating in Warrington, including Arriva North West, Go North West, Hattons Transport and WOB.
	Wayfarer (Greater Manchester and Surrounding areas) ²⁰	£14.70	£7.35	-	Travel for a day anywhere in Greater Manchester and in parts of Cheshire, Derbyshire, Lancashire, Staffordshire and the Peak District by bus, tram or train. Valid on buses operated by Warrington's Own Buses, Arriva and Go North West.

¹⁷ <https://www.cheshirewestandchester.gov.uk/residents/transport-and-roads/public-transport/concessionary-travel/travelcard.aspx> - accessed 09/21

¹⁸ <https://www.systemonetravel.co.uk/travelcard-finder/?age=adult> - accessed 09/21

¹⁹ <https://www.systemonetravel.co.uk/travelcard-finder/?age=adult> - accessed 09/21

²⁰ <https://tfgm.com/tickets-and-passes/wayfarer-adult> - accessed 09/21

One of the influencing factors behind declining bus patronage is an overall trend for increases in bus fares. Bus fares have increased in recent years, meaning taxis are becoming increasingly more competitive to local bus services. According to the LTP4 evidence base report, it can be cheaper for two adults to take a return taxi journey across many areas of Warrington, than to use the bus.²¹

The TAS National Fares Survey is a bi-annual survey, which aims to benchmark bus fares within Great Britain. The most recent survey, conducted in October 2019, collected a sample of over 1,000 adult single fares for a three-mile trip, and equivalent day and weekly period tickets.²² The report contains analysis by operating market, including shire towns which are defined as routes which primarily start or terminate in towns within the Shire counties, with Warrington included in this category by TAS.

The 2019 National Fares Survey indicated that for shire towns, the average cost was £2.43 for a single fare, £5.05 for a day ticket and £17.27 for a weekly ticket.²³ Even allowing for fare inflation between 2019 and 2021 (the DfT local bus fares index suggests +5.4% for non-metropolitan areas²⁴), these average figures are considerably lower than WOB current on-bus full network fares of £5.95 and £23.00 for daily and weekly tickets respectively.

Payment Methods

A range of different payment methods are accepted on Warrington's buses, as shown in Table 2.5. Whilst cash payments are still accepted on all buses, ticketing technology developments have increased the payment options available to passengers. In recent years, cashless payments, such as contactless debit or credit cards, Google Pay and Apple Pay, have increased in popularity and are accepted on most of Warrington's buses.

A number of operators also offer payment through mobile apps or smartcards, which can be pre-loaded with tickets and then touched against a card reader on the bus or shown to the driver when the passenger boards. Discounts may be offered for purchasing tickets via these methods. Mobile apps, such as WOB's Touch & Go, the Arriva UK Bus app and the Go North West app also provide passengers with live information, such as departure times and bus locations.

Table 2.5: Payment Methods

Operator	Cash	Contactless	Mobile App	Smartcard
WOB	✓	✓	✓	✓
Go North West	✓	✓	✓	
Arriva	✓	✓	✓	✓
MP Travel	✓	✓		✓
MD Coach and Bus	✓	✓		

Source: WOB Website, Go North West, Arriva, MP Travel

Contactless payments and ticketing apps may contribute to improved journey time by reducing interaction with the driver and dwell times at bus stops. They may also contribute to passenger perceptions that the bus system is simple and easy to navigate.

²¹ Warrington Fourth Local Transport Plan Evidence Base Review, Warrington Borough Council (2019)

²² 6th TAS National Bus Fares Survey: 2019, The TAS Partnership Limited (2020)

²³ 6th TAS National Bus Fares Survey: 2019, The TAS Partnership Limited (2020)

²⁴ BUS0415: Local bus fares index by metropolitan area status and country, quarterly: Great Britain, DfT (2021)

Key Findings of Relevance to Warrington BSIP

There is currently a multitude of different ticketing options (and price bands), which is complex for the customer and very limited opportunities for multi-modal or multi-operator ticketing.

Bus fares in Warrington are higher than the average for Shire counties. Expensive fares can reduce the appeal of the bus network and limit passenger growth.

To make buses easier to use, tickets and fares should be simple. Common tickets, passes and daily capping should be considered for all services irrespective of operator.

2.4 Financial Support for Bus Services in Warrington

As outlined in the following sections, the Government provides financial support for bus services in several ways, including payments made to local authorities through the Revenue Support Grant for concessionary travel, or direct payments to bus operators through schemes, such as the Bus Service Operators Grant (BSOG). Grant funding has also been made available by the Government for specific initiatives, which local authorities and bus operators can bid for. Local authorities may use their budgets to fund subsidised services where deemed socially necessary, but not commercially viable.

Subsidised Services

Local authorities can provide services under tender to meet public transport requirements within their area that would not be otherwise met. This might be done where a route is deemed to be important for social and economic reasons, but would be unprofitable for bus operators. This enables services to operate that would be otherwise unviable, such as services to rural areas or off-peak services with low demand. Although there is no requirement for local authorities to subsidise bus services, many chose to fund them from their budgets. However, local authority spending on bus subsidies has fallen over time as financial pressures and reduced budgets have made it more difficult to fund such services.

Table 2.6 shows WBC's spending on local bus subsidies between 2015/16 and 2020/21. Subsidised services include the Lymm Shopper bus services, Hollins Green to Birchwood (Rural Rider) service and some early morning and evening services. Over the period, total spending has fallen by approximately 42%, with the greatest reduction being the spend on non-statutory school services, which were not allocated within the budget from 2016/2017. From this point, they were largely replaced by commercial mainstream school transport services, with the Council reimbursing operators the cost of the fares for students eligible for free school transport.

In recent years, the greatest proportion of subsidies are paid for evening services, while there has been a reduction in subsidy for services to rural communities.

Table 2.6: WBC Local Bus Spend (2015/16 – 2020/21)

	Weekday early mornings	Rural	Evenings	School Services	Cross Boundary Nett	Total
2015/16	£ 29,055	£ 218,618	£ 162,464	£ 170,490	£ 35,829	£ 616,456
2016/17	£ 29,055	£ 117,288	£ 162,464	-	-£ 1,262	£ 307,545
2017/18	£ 29,055	£ 216,302	£ 162,464	-	-£ 1,262	£ 406,559
2018/19	£ 29,055	£ 158,331	£ 162,464	-	£ 17,545	£ 367,395
2019/20	£ 29,055	£ 146,664	£ 162,464	-	£ 17,226	£ 355,409
2020/21	£ 29,055	£ 146,664	£ 162,464	-	£ 17,226	£ 355,409

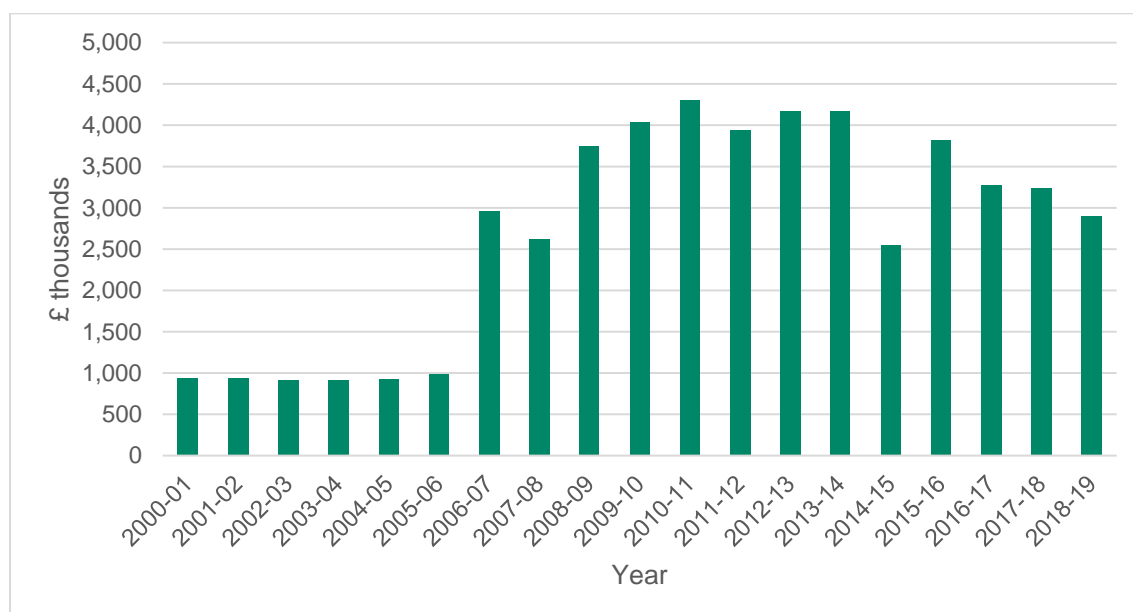
Source: WBC

English National Concessionary Travel Scheme (ENCTS)

Free local concessionary bus travel was introduced across England in 2008, with the aim of improving the lives of older and disabled people. The statutory scheme provides for travel between 09:30 and 23:00 on weekdays and at any time at weekends and on Bank Holidays on scheduled services. Pass holders can travel for free on any local bus service in England. Local authorities are responsible for reimbursing bus operators for journeys made by passengers with a bus pass entitling them to concessionary travel. The Government funds this reimbursement as part of the main Revenue Support Grant for local authorities, which Councils are required to agree with operators.

Figure 2.14 shows Warrington’s net expenditure on concessionary travel between 2000/01 and 2018/19, adjusted to 2018/19 prices. Total net expenditure refers to expenditure on all aspects of concessionary travel, including ENCTS, discretionary concessions and administrative costs. It should be noted that from 2006, the statutory bus concession for older and disabled people was extended from a half-fare to a full-fare discount. This shows that in 2018/19, Warrington’s net expenditure on concessionary travel totalled just under £3million.

Figure 2.14: Net Current Expenditure on Concessionary Travel by Warrington (2018/19 prices)



Source: DfT Bus Statistics (Table BUS0812b)

Bus Service Operators Grant (BSOG)

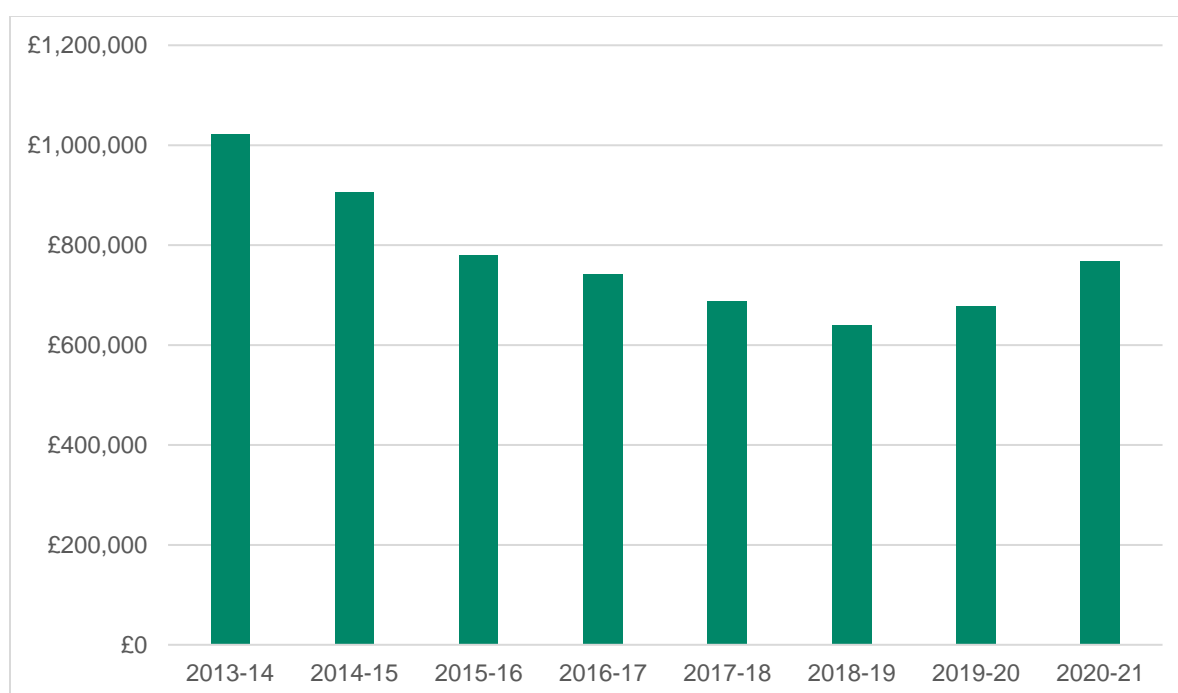
Bus operators can apply for BSOG, which is a discretionary grant paid to eligible bus services and community transport organisations to help them recover some of their fuel costs.²⁵

BSOG aims to benefit passengers by helping operators keep fares down and enabling unprofitable services to continue running that operators might otherwise cancel.

In addition to bus service operators and community transport operators, payments are also made to local authorities for running bus services. These sums are broadly equivalent to BSOG payments previously paid to authorities for running Section 19 community transport services in-house and bus operators for running services under tender to local authorities.

Figure 2.15 shows the total BSOG payments to Warrington bus operators and WBC between 2013-14 and 2020-21.

Figure 2.15: BSOG Payments to Warrington Operators / WBC (2013/14 to 2020/21)



Source: Bus services: grants and funding, DfT (2021)

Key Findings of Relevance to Warrington BSIP

- Recent reduction in subsidies on services in Warrington, reflecting removal of contribution to non-statutory school services.
- Subsidy support focused on more peripheral services in Lymm and Hollins Green to Birchwood, as well as facilitating early morning and evening services. Challenge is to maintain and enhance service provision to ensure that bus is a viable option.

²⁵ <https://www.gov.uk/government/publications/bus-service-operators-grant-guidance-for-commercial-transport-operators/bus-service-operators-grant-guidance-for-commercial-transport-operators>

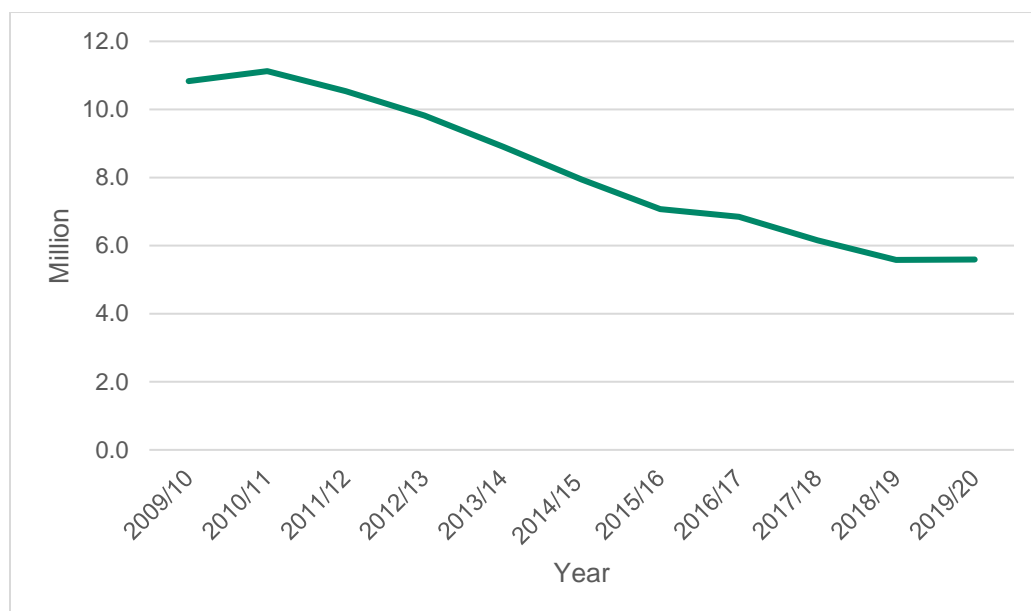
2.5 Bus Patronage and Trends in Warrington

The following sections provide an overview of bus patronage and other relevant trends in Warrington, including bus modal share, car ownership and bus traffic composition which are set against the context of WBC's mode shift aspirations.

Bus Patronage

The number of people travelling by bus in Warrington has reduced significantly in recent years. Figure 2.16 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.

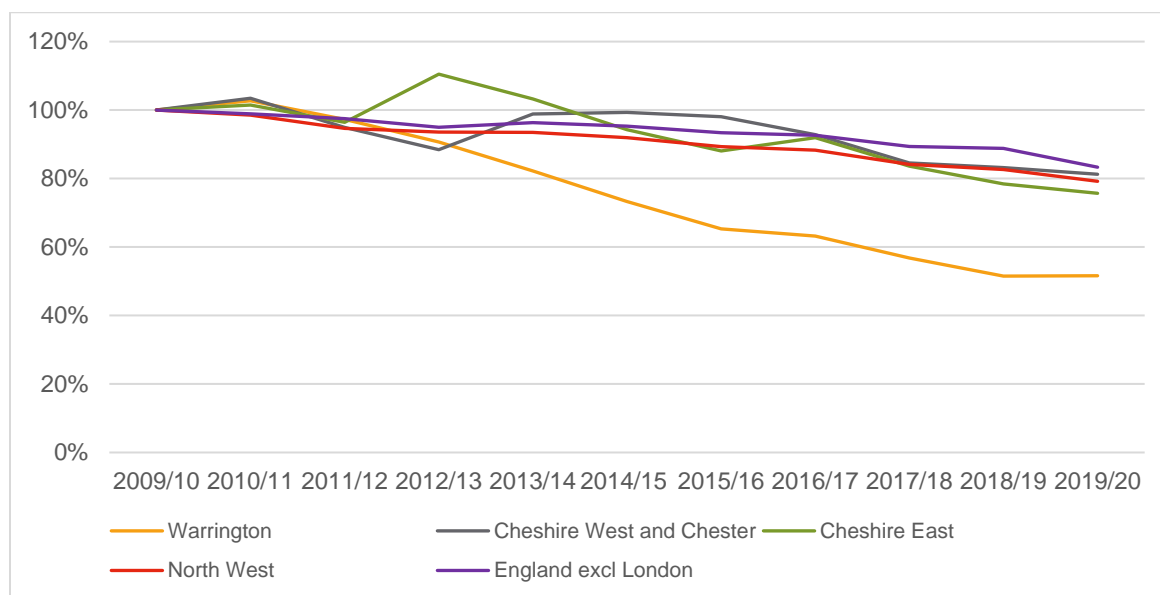
Figure 2.16: Passenger Journeys on Local Bus Services in Warrington (2009/10 - 2019/20)



Source: DfT Bus Statistics (Table BUS0109a)

Figure 2.17 provides a comparison between local bus passenger journey levels in Warrington and those in other areas between 2009/10 and 2019/20, indexed to 2009/10. During this period, there has been a decline in local bus passenger journeys in all geographies, however journeys in Warrington were significantly lower in comparison. In 2019/20, journeys in Warrington were 48% lower than 2009/10 levels, considerably lower than Cheshire East (-24%), Cheshire West and Chester (-19%), the North West (-21%) and the average for England excluding London (-17%).

Figure 2.17: Passenger Journeys on Local Bus Services Comparison (2009/10 - 2019/20)



Source: DfT Bus Statistics (Table BUS0109a)

Table 2.7 shows passenger journeys originating in Warrington by operator for 2019/20, presented as the number of passenger journeys and the proportion of the total. In 2019/20, 78% of bus journeys originating in Warrington were on services operated by WOB. The next largest operators by passenger numbers were Arriva North West (9%) and WBC contracted services (7%).

Table 2.7: Local Bus Journeys Originating in Warrington by Operator (2019/20)

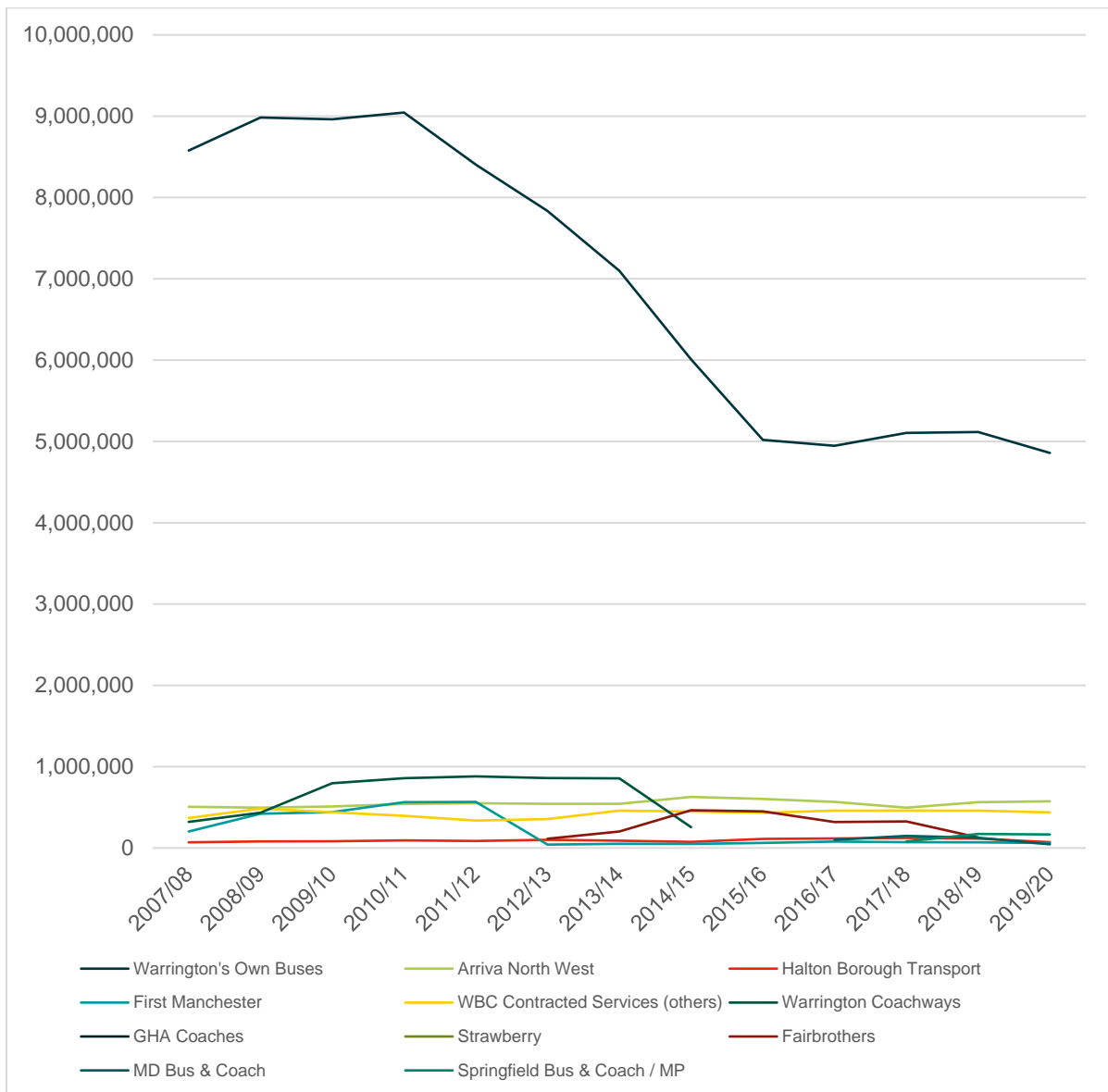
Operator	Passenger Journeys	Percentage
WOB	4,858,149	78%
Arriva North West	574,591	9%
WBC Contracted Services (all [*])	437,000	7%
Springfield Bus & Coach / MP	166,573	3%
Halton Borough Transport [#]	71,545	1%
Go North West	61,269	1%
MD Bus & Coach	45,053	1%
Total number of passengers	6,214,180	100%

^{*}tendered services are evening, weekend, school and some rural journeys in South and East; [#]ceased trading

Source: WBC

Figure 2.18 presents local bus journeys originating in Warrington over time by operator, between 2007/08 and 2019/20 (a full breakdown of passenger journeys by operator can be found in Table 2.8). Over the period, journeys on services operated by WOB have significantly reduced, particularly between 2010/11 and 2015/16, before plateauing in recent years. In contrast, the second largest operator, Arriva North West, has maintained levels of local bus journeys in Warrington since 2007/08 and in 2019/20 had increased levels for the third consecutive year.

Figure 2.18: Local Bus Journeys Originating in Warrington Over Time by Operator (2007/08 - 2019/20)



Source: WBC

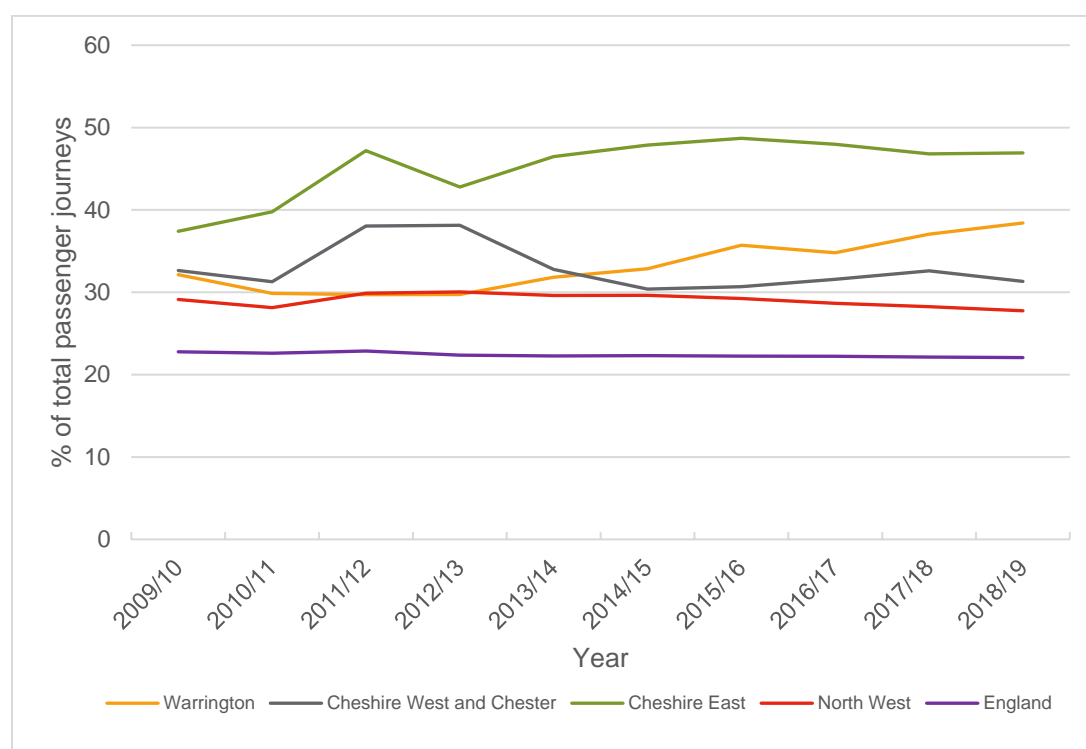
Table 2.8: Local Bus Journeys Originating in Warrington Over Time by Operator (2007/08 - 2019/20)

	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20
WOB	8,576,319	8,983,148	8,961,048	9,044,356	8,404,654	7,834,029	7,098,633	6,010,265	5,018,271	4,945,593	5,105,153	5,115,319	4,858,149
Arriva North West	505,722	495,714	509,868	541,317	551,173	543,262	543,473	627,805	603,296	566,320	495,276	563,381	574,591
Halton Borough Transport	69,487	80,739	81,636	94,015	85,961	100,242	88,913	74,412	110,874	116,489	122,884	114,723	71,545
First Manchester (now Go Ahead)	201,671	420,994	441,494	563,728	566,778	41,231	50,823	48,964	62,198	78,639	71,738	68,688	61,269
WBC Contracted Services (others)	367,532	484,325	438,899	395,746	336,773	355,183	459,305	447,500	432,000	460,000	460,000	460,000	437,000
Warrington Coachways	321,556	434,332	796,548	858,917	880,584	859,045	855,630	256,040	-	-	-	-	-
GHA Coaches	-	-	-	-	-	-	-	-	68,233	-	-	-	-
Strawberry	-	-	-	4,734	-	-	-	-	-	-	-	-	-
Fairbrother's	-	-	-	-	-	113,576	202,213	463,832	449,854	318,609	326,849	129,677	-
MD Bus & Coach	-	-	-	-	-	-	-	-	-	100,291	148,349	126,000	45,053
Springfield Bus & Coach / MP	-	-	-	-	-	-	-	-	-	-	80,025	172,540	166,573
Total number of passengers	10,042,287	10,899,252	11,229,493	11,502,813	10,825,923	9,846,568	9,298,990	7,928,818	6,744,726	6,585,941	6,810,274	6,750,328	6,214,180
Other Operators	1,465,968	1,916,104	2,268,445	2,458,457	2,421,269	2,012,539	2,200,357	1,918,553	1,726,455	1,640,348	1,705,121	1,635,009	1,356,031
Change year on year	0.00%	7.86%	2.94%	2.38%	-6.25%	-9.95%	-5.89%	-17.28%	-17.56%	-2.41%	3.29%	-0.89%	-8.63%

Source: WBC

Figure 2.19 shows elderly and disabled concessionary passenger journeys on local bus services as a percentage of total passenger journeys for Warrington and other areas for comparison. In Warrington, there were 2.1m elderly and disabled concessionary journeys by bus in 2018/19, which accounts for 38% of total passenger journeys. Although the number of elderly and disabled concessionary bus journeys have decreased in Warrington since 2009/10, the proportion of total journeys has increased due to declining overall patronage. In recent years, elderly and disabled concessions have made up a greater proportion of journeys in Warrington compared with all other of the other areas shown, except for Cheshire East.

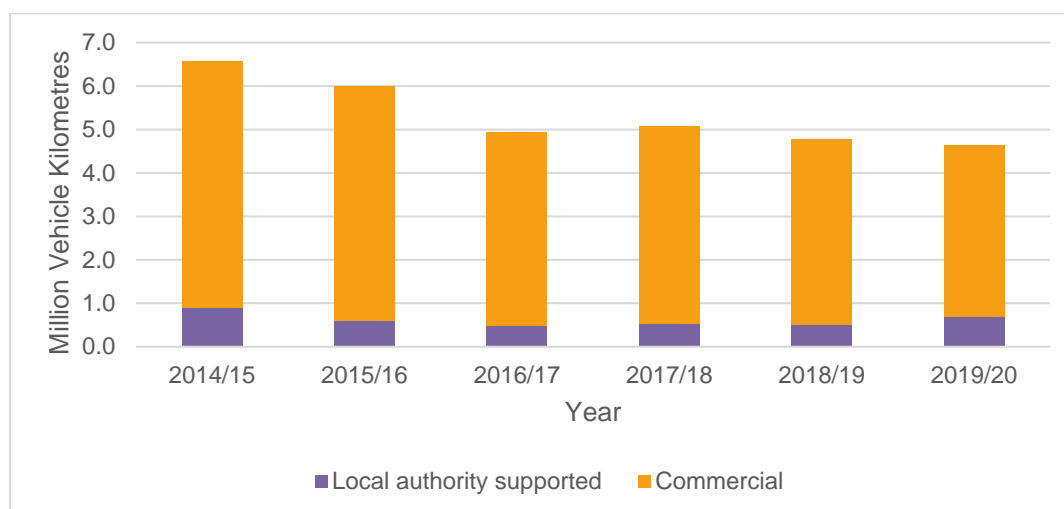
Figure 2.19: Elderly and Disabled Concessionary Passenger Journeys on Local Bus Services by LA as Percentage of Total Passenger Journeys (2009/10 – 2018/19)



Source: DfT Bus Statistics (Table Bus0113)

Figure 2.20 shows the distance travelled by vehicles on local bus services in Warrington between 2014/15 and 2019/20 by service type. Over this period, the total distance travelled on local bus services has declined by 29% in Warrington. In 2019/20, approximately 15% of bus vehicle kilometres in Warrington were on local authority supported services.

Figure 2.20: Vehicle Kilometres Travelled on Local Bus Services in Warrington by Service Type, 2014/15 - 2019/20 (million Vehicle KMs)



Source: DfT Bus Statistics (Table BUS0208)

Bus Modal Share and Car Ownership

Warrington’s LTP4²⁶ acknowledges that one of the most significant challenges facing Warrington is the dependency on car travel. The New Town’s development 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.

Car ownership data obtained through the 2011 Census is presented in Table 2.9 for Warrington, Cheshire and Warrington LEP authorities, the North West and England. 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%).

Table 2.9: Household Car or Van Availability (2011)

Car or Van Availability	%			
	Warrington	Cheshire and Warrington LEP	North West	England
No cars or vans in household	19	18	28	26
1 car or van in household	42	42	43	42
2 cars or vans in household	31	32	24	25
3 cars or vans in household	6	7	5	6
4 or more cars or vans in household	2	2	1	2

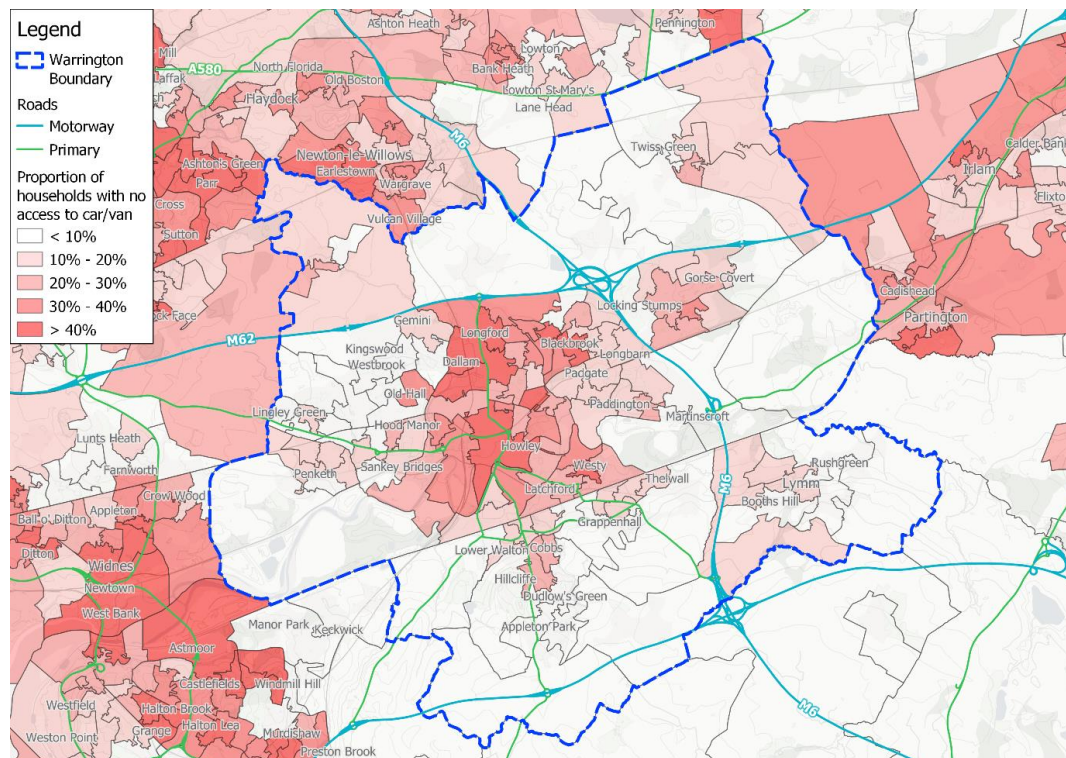
Source: Census 2011

Although car travel is the dominant transport mode in Warrington, there are inequalities in car ownership throughout the borough. Figure 2.21 maps the proportion of households

²⁶ Warrington Fourth Local Transport Plan, Warrington Borough Council (2019)

without access to a car or van across Warrington. The highest proportion of households without a car are observed in central parts of Warrington, which may partially reflect proximity to the town centre and better access to the public transport network.

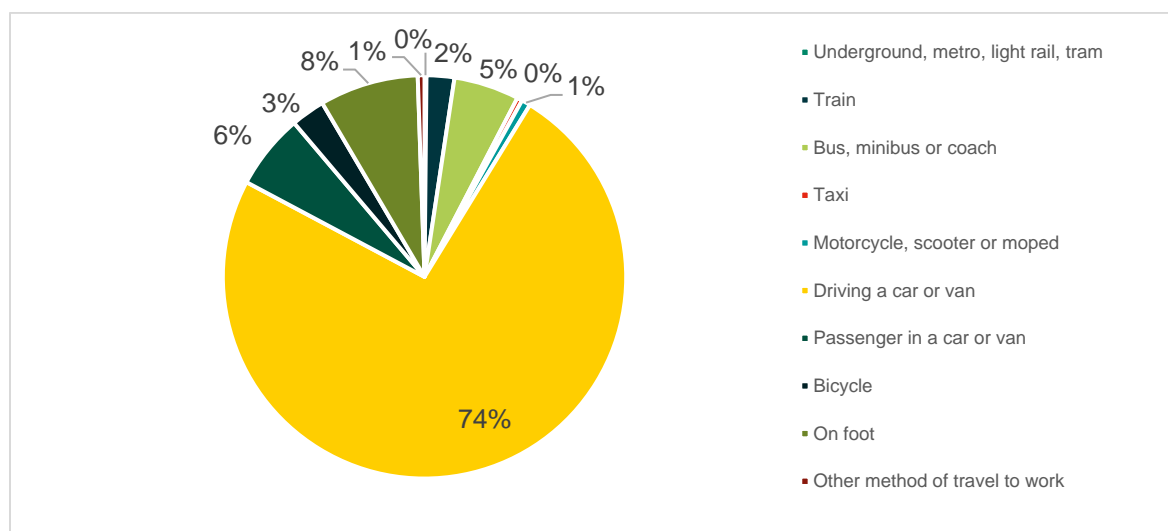
Figure 2.21: Household Access to Car / Van (2011)



Source: Census 2011

Figure 2.22 presents the proportion of residents travelling by each mode for their journey to work, according to the 2011 Census. This highlights that in 2011, almost three quarters (74%) travelled by car or van (as a driver or passenger) and a further 6% travelled as a passenger in a car or van. Around 11% of commuters travelled to work by active modes and 5% by bus, minibuss or coach.

Figure 2.22: Journey to Work Modal Share (2011)



Source: Census 2011

Table 2.10 compares the modal share for journeys to work in 2001 and 2011, excluding those who work mainly at or from home and not in employment. Over the period, the number of residents aged 16-74 travelling to work increased by 9.3%, therefore the absolute change in trips is also presented for comparison. This shows that between 2001 and 2011, there was a 3.6% increase in the number of residents that reported travelling to work by bus, minibus or coach, however this was a reduction of -0.3% in terms of mode share. In the same period, the number of people driving to work in a car or van increased by 12%.

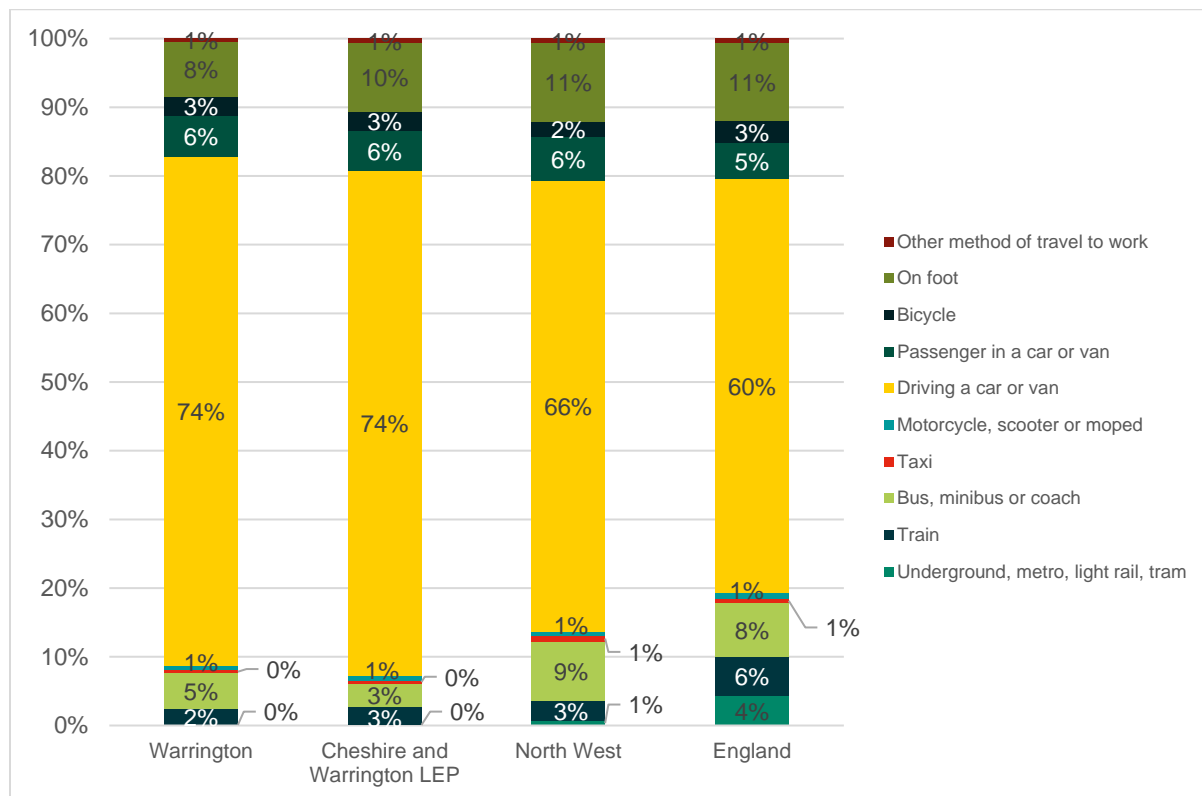
Table 2.10: Warrington Journey to Work Trips - Modal Share (2001 - 2011)

	2001		2011		Mode Share Change	Absolute Trips Change
	Number	%	Number	%	%	%
Underground, metro, light rail, tram	157	0.2	142	0.2	*	- 9.6
Train	1,128	1.3	2,068	2.3	1.0	83.3
Bus, minibus or coach	4,775	5.7	4,946	5.4	- 0.3	3.6
Taxi	414	0.5	368	0.4	- 0.1	- 11.1
Motorcycle, scooter or moped	1,028	1.2	677	0.7	- 0.5	- 34.1
Driving a car or van	60,413	72.1	67,670	73.9	1.8	12.0
Passenger in a car or van	5,972	7.1	5,650	6.2	- 0.9	- 5.4
Bicycle	2,936	3.5	2,577	2.8	- 0.7	- 12.2
On foot	6,599	7.9	7,038	7.7	- 0.2	6.7
Other	323	0.4	384	0.4	*	18.9
All Residents (aged 16-74)	83,745	100	91,520	100		

Source: Census 2001 and 2011. N.B. Table excludes those not in employment and those who work mainly at or from home.

Figure 2.23 presents a comparison of the modal share for journeys to work in 2011 in Warrington with journeys to work in other areas. This shows that journeys to work by car or van as a driver are lower in the North West (66%) and England (60%), compared with Warrington (74%). Conversely, there are higher levels of commuting by bus, minibus or coach in the North West (9%) and England (8%), compared with Warrington (5%).

Figure 2.23: Journey to Work Modal Share Comparison (2011)



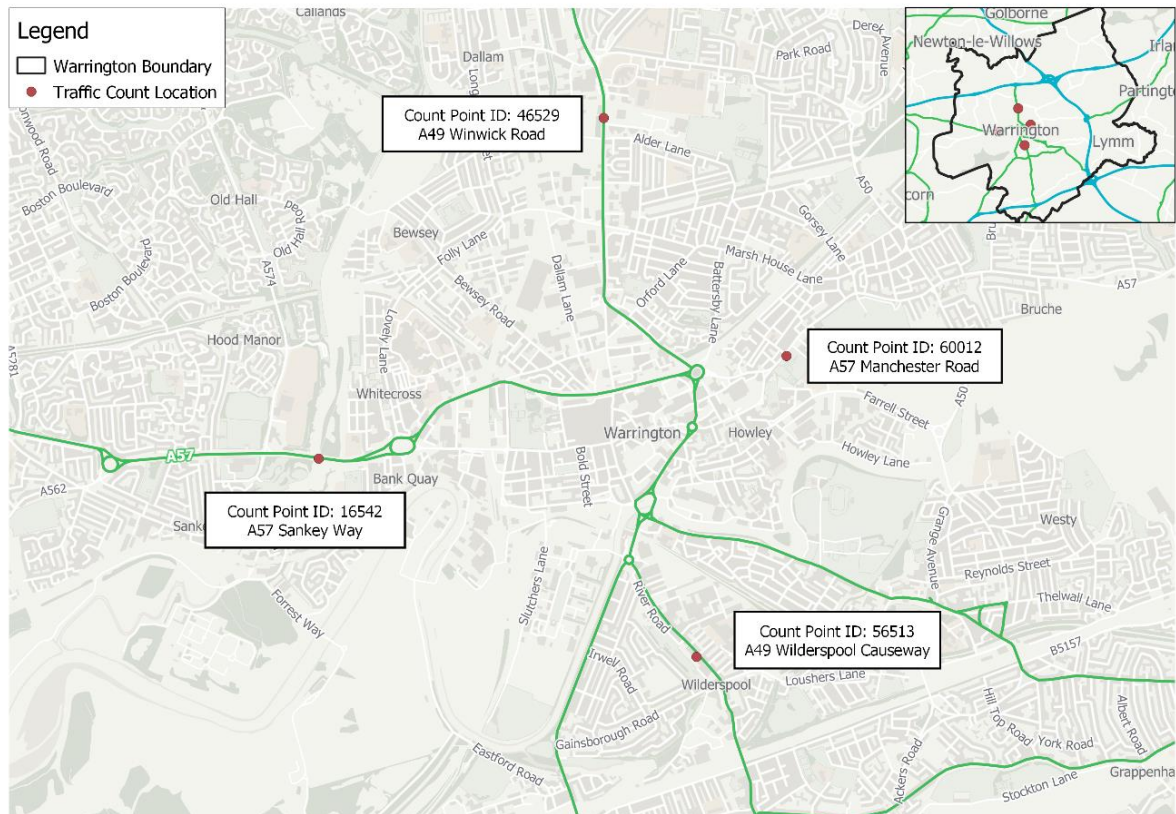
Source: Census 2011

Even in comparison to other New Towns, which favoured car led development, journeys to work in Warrington by car are high. The proportion of commuters driving a car to work was higher in Warrington (74%), compared to Milton Keynes (69%), Northampton (67%) and Peterborough (63%).

Bus Traffic Composition

The DfT publishes annual estimates of traffic on Great Britain's roads, providing a breakdown of vehicle type, road category and geographic area. Annual traffic statistics are compiled using data from roadside 12-hour manual counts and continuous data from automatic traffic counters. Annual average daily flow (AADF), which is the average over a full year of vehicles passing a point in the road network each day, has been analysed to assess changes to modal share on key bus routes in Warrington over time. Figure 2.24 presents the traffic counter locations that were chosen.

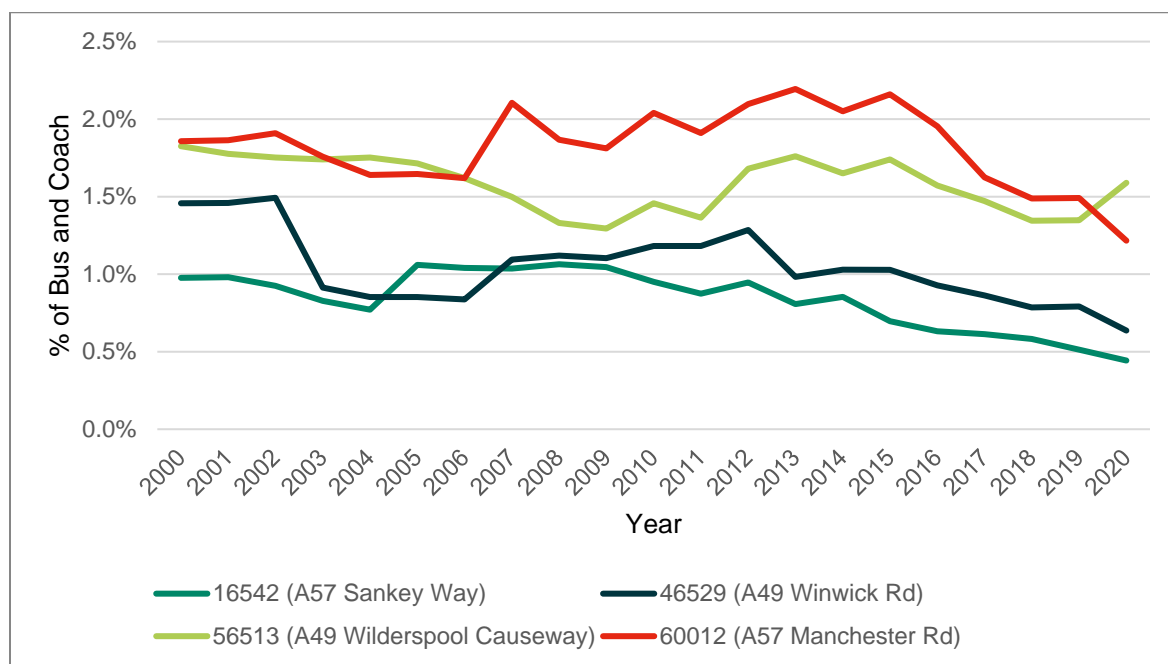
Figure 2.24: AADF Traffic Count Locations



Source: DfT Road Traffic Statistics 2021

Figure 2.25 shows the AADF for buses and coaches as a percentage of the total flow for all vehicle types between 2000 and 2020. Buses and coaches include all public service vehicles and works buses with a gross weight greater than 3.5 tonnes. In 2020, buses and coaches accounted for between approximately 0.5% and 1.5% of total traffic at the locations chosen, with Count ID 56513 (A49 Wilderspool Causeway) recording the highest level of bus and coach traffic (1.6%). Compared with all traffic, the percentage of bus and coach traffic has fallen at all count locations since 2000 by around 0.5-1%.

Figure 2.25: Bus and Coach AADF (% of Total Flow for All Vehicles)



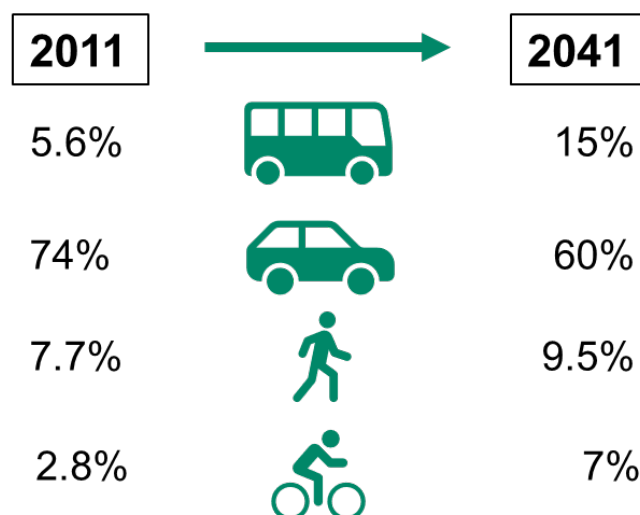
Source: DfT Road Traffic Statistics 2021

Analysis of AADF on key bus routes has shown that buses and coaches make up a relatively small percentage of total traffic, ranging between 0.5-1% of total traffic in 2020. In contrast, cars and taxis account for between 74-88% of all road traffic in 2020 at the same locations. Between 2000 and 2020, the modal share of road traffic has remained relatively stable for buses and coaches, and cars and taxis, though trended downwards for both groups. During the same period, there has been a substantial increase in LGV traffic, which could explain this trend.

Mode Shift Aspirations

As discussed, Warrington has above average levels of car ownership compared with England and the North West and greater levels of commuting by car. WBC has an aspiration to reduce journey to work mode share for drivers of cars / vans to 60% by 2041, when the first Census following the end of the LTP / Local Plan period will take place. In order to achieve this aspiration, there will be a need to significantly increase the number of people that travel by other modes, including bus. By 2041, WBC aims to increase bus travel to work mode share from 5.6% to 15%, nearly triple the proportion from 2011 (Figure 2.26).

Figure 2.26: LTP4 Mode Shift Aspirations



Identification and appraisal of Warrington’s key mass transit corridors has been undertaken as part of the Warrington Transformational Projects Study (TPS)²⁷ and subsequent Warrington Bus Priority and Mass Transit Study²⁸. These studies aim to develop an evidence base to support the identification, development and improvement of bus priority measures and a longer-term mass transit network within Warrington, which could include light rail and / or bus rapid transit (BRT).

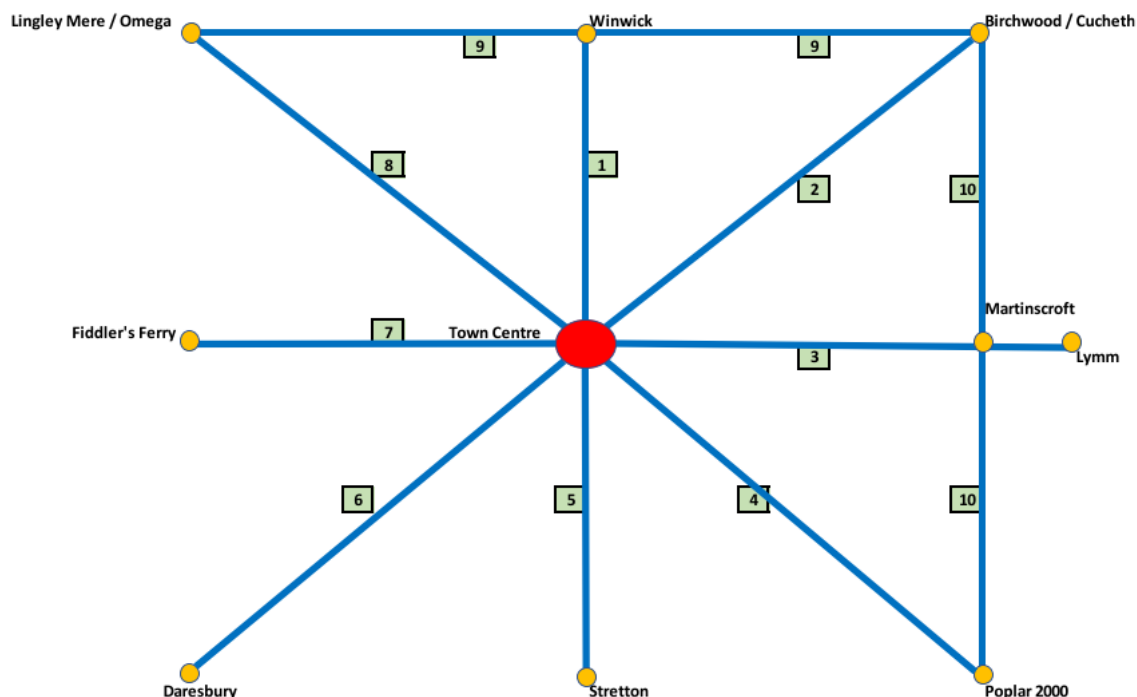
The TPS identified ten key corridors where high levels of movement are anticipated following implementation of Warrington’s Local Plan, and which might result in significantly increased congestion without intervention. The ten corridors are listed below and potential routes are presented in Figure 2.27.

- Corridor 1: Town Centre to Winwick;
- Corridor 2: Town Centre to Birchwood / M62 J11;
- Corridor 3: Town Centre to Lymm;
- Corridor 4: Town Centre to Garden Suburb / Poplar 2000;
- Corridor 5: Town Centre to Stretton;
- Corridor 6: Town Centre to Daresbury;
- Corridor 7: Town Centre to Fiddler’s Ferry;
- Corridor 8: Town Centre to Lingley Mere / Omega / M62 J8;
- Corridor 9: Lingley Mere / Omega / M62 J8 to Birchwood / M62 J11; and
- Corridor 10: Garden Suburb / Poplar 2000 to Birchwood / M62 J11.

²⁷ Warrington Transformational Projects Study Final Report, Mott MacDonald (2018)

²⁸ Warrington Bus Priority and Mass Transit Study, AECOM (2020)

Figure 2.27: TPS Schematic of Key Mass Transit Corridors



Source: Warrington Transformational Projects Study Final Report, Mott MacDonald (2018)

Key Findings of Relevance to Warrington BSIP

- Warrington is highly car dependent, with higher levels of car ownership and journeys to work by car compared with the national and regional averages. Changes to the bus system need to tackle negative perceptions by non-users.
- General decline in bus patronage over the last ten years. This has fallen by 50% between 2010/2011 and 2019/2020 to 5.6m passenger journeys. Whilst there has been a decline in bus patronage across Cheshire and Warrington authorities, as well as most local authorities in England, the scale of decline has been more significant in Warrington. This is also mirrored in a deterioration in distance travelled by buses within Warrington.
- Despite recent challenges in the bus market, Warrington has set out an ambition to almost triple bus travel to work mode share to 15% by 2041.

2.6 Local Operators and Fleet Information

The following sections provide an overview of the bus companies operating local services in Warrington and their bus fleets.

Local Operators

The majority of bus services in Warrington are operated commercially, with over 80% of the overall mileage provided by WOB. Other bus operators, such as Arriva North West and Go North West, operate other bus services within Warrington and are important for cross-boundary trips, connecting to other towns / cities.

Table 2.11: 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)

Further details on the operators are provided below.

- WOB – A municipal bus company which operates a network of services within the borough of Warrington and cross-boundary into the surrounding area. The company previously traded as Warrington Borough Transport until 2006 and as Network Warrington between 2006 and 2018, before rebranding as WOB. The main depot and offices are currently located on Wilderspool Causeway at the junction with Chester Road; however plans have been approved for a new purpose-built depot to be located on Dallam Lane.
- Arriva North West – A subsidiary of Arriva UK Bus operating services in the North West of England, primarily in Merseyside and Cheshire. By mileage, Arriva North West is the second largest operator providing bus services in Warrington.
- Go North West – Part of the Go-Ahead Group PLC. The majority of the Go North West network is within Greater Manchester, however the 100 service operates between Manchester and Warrington.
- MD Bus and Coach – Also known as Link Network and provides passenger transport for Warrington, Widnes and St Helens. Operates the 329 between Warrington and St Helens.
- MP Travel – Local transport company based in the North West of England, serving Manchester, Warrington, Liverpool, Cheshire and more. They operate the B52 service, which connects workers from Westy, Latchford, Warrington, Winwick Road to the Omega Business Park sites.

Fleet Information

The National Bus Strategy outlines how buses should be comfortable, high-specification and modern in order to appeal to passengers. This should include ample areas for pushchairs and luggage in addition to wheelchair space, audible and visual information, Wi-Fi and charging as standard. In 2018 WOB launched 13 new ADL Enviro200 single-decker buses for use on the Cheshire Cat services featuring Wi-Fi, USB charging points, comfy seats, and extra leg room.²⁹ Modern buses such as this are essential to create an attractive bus service.

Fleet data was provided by Arriva North West, Go North West, MD Coach and Bus and WOB, whilst data for MP Travel was obtained from their website.³⁰ Despite operating a relatively small proportion of Warrington's services, a full fleet list was provided by Go North West and

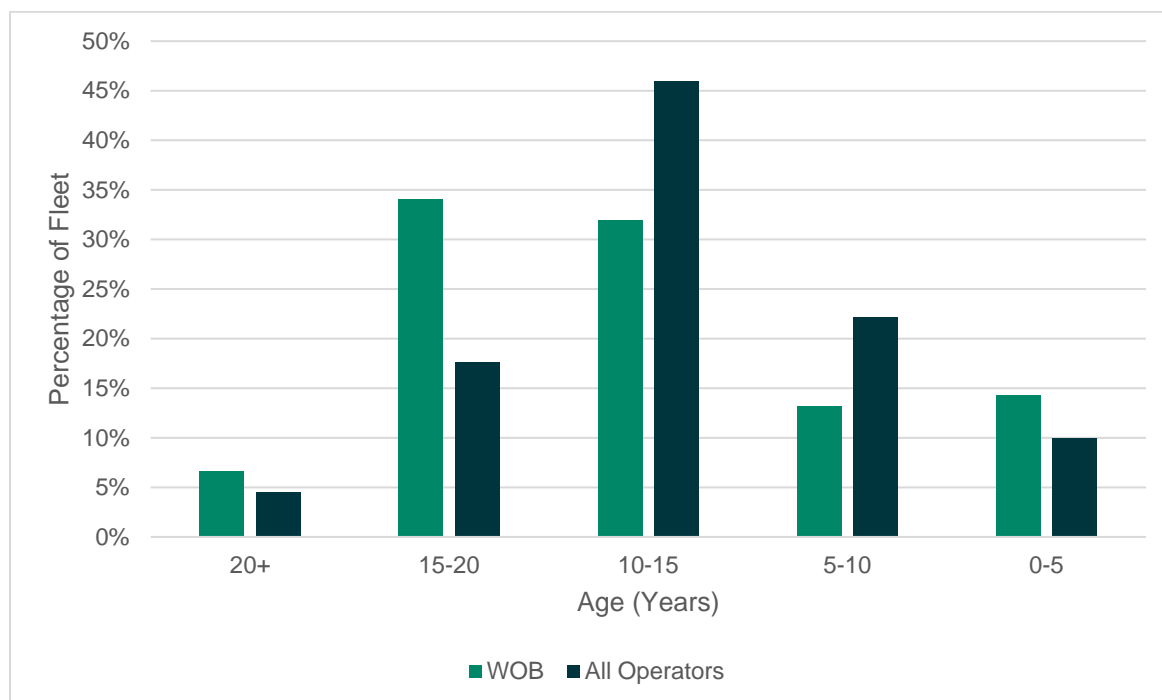
²⁹ <https://www.warringtonguardian.co.uk/news/16174188.take-look-inside-towns-newest-buses---complete-comfy-seats-wi-fi/>

³⁰ <https://www.mptravel.co.uk/FleetList>

Arriva. For this reason, the following fleet analysis presents a breakdown of the average for all operators separately to WOB, who largely operate within the Warrington borough.

Figure 2.28 shows the age of Warrington’s bus fleet, with a breakdown for WOB and the average for all operators. It should be noted that the fleet data from WOB is from 2018 and does not take account of new buses, which have since replaced older vehicles retired from the fleet. This shows that of all operators, for the available data, the most common age group for buses is 10-15 years (46%), with over 20% of all vehicles aged over 15 years. In comparison to the average for all operators, WOB have an older fleet, with 41% of the fleet aged over 15 years.

Figure 2.28: Percentage of Bus Fleet by Age (Years) – WOB and All Operators

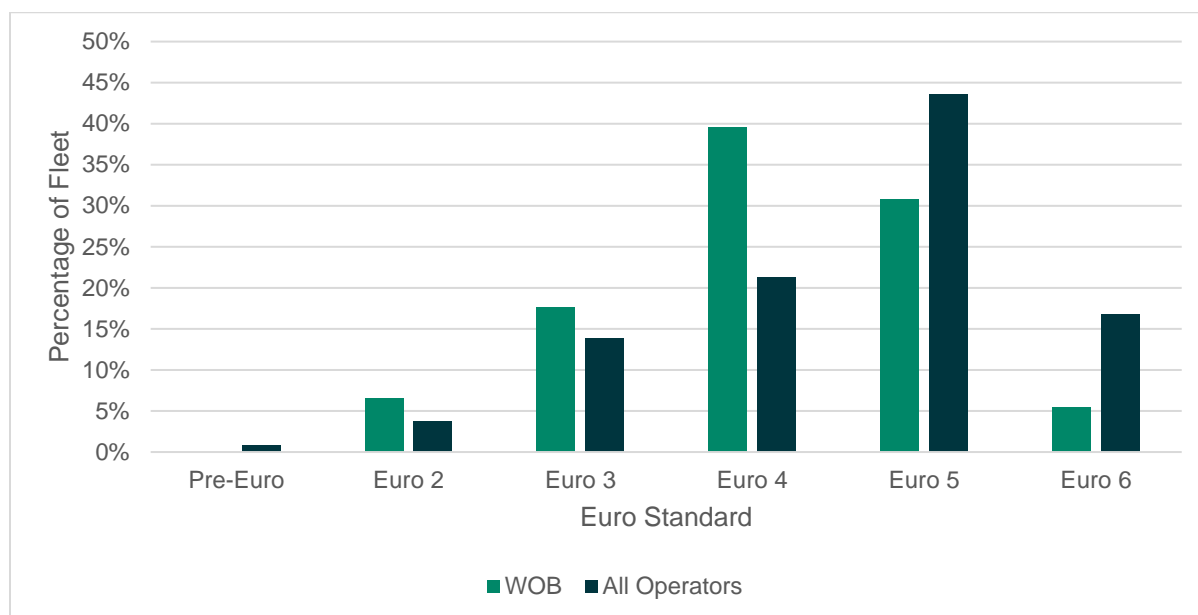


Source: Operator Fleet Data provided by Arriva North West, Go North West, MD Coach and Bus and WOB. MP Travel - <https://www.mptravel.co.uk/FleetList> Accessed: 09/21

In the European Union (EU), emissions standards known as Euro Standards are used to regulate exhaust emissions for new vehicle models entering the market, including buses. Vehicles are tested for emissions of nitrogen oxides (NO_x), particulate matter (PM) and other harmful pollutants and are not permitted to be sold in the EU if they do not meet the current standard. Since the Euro standards were first introduced in 1992, increasingly stringent pollution limits have been introduced, leading to the current Euro 6 standard.

Figure 2.29 shows the emissions standards of Warrington’s bus fleet based on operator fleet data. Where the Euro standard for a vehicle was not provided in the operator data, this has been estimated using the vehicle registration. This shows that of all vehicles, only 16% meet the current Euro 6 standard and almost 15% of vehicles are Euro 3 standard or lower. Comparatively, only 5% of the WOB fleet meet Euro 6 standard and 25% are Euro 3 or lower. It should be noted that the fleet data provided by WOB dates from 2018, so does not account for new vehicles that have been purchased since then to replace older, more polluting vehicles.

Figure 2.29: Buses by Euro Standard (% of total)



Source: Operator Fleet Data provided by Arriva North West, Go North West, MD Coach and Bus and WOB. MP Travel - <https://www.mptravel.co.uk/FleetList> Accessed: 09/21

WBC submitted a business case to Government seeking Zero Emission Bus Regional Area (ZEBRA) funding to replace WOB's entire fleet with new zero-emission electric buses, with the bid being announced as successful just prior to the submission of this BSIP. The funding to be received through ZEBRA will significantly enhance Warrington's bus fleet, with further information provided in Section 4.4.

Key Findings of Relevance to Warrington BSIP

- Over 20% of Warrington's bus fleet is aged 15 years or older and only 17% comply with the latest Euro 6 emission standard.
- The WOB fleet is comparatively older than the average for all operators, with 41% aged over 15 years, and fewer buses are of a Euro 6 standard (5%).
- Comfortable, high specification, modern buses will help make using the bus more appealing and contribute to sustainable travel. Consideration should also be given to offering audible and visible information, in addition to WiFi and charging as standard.

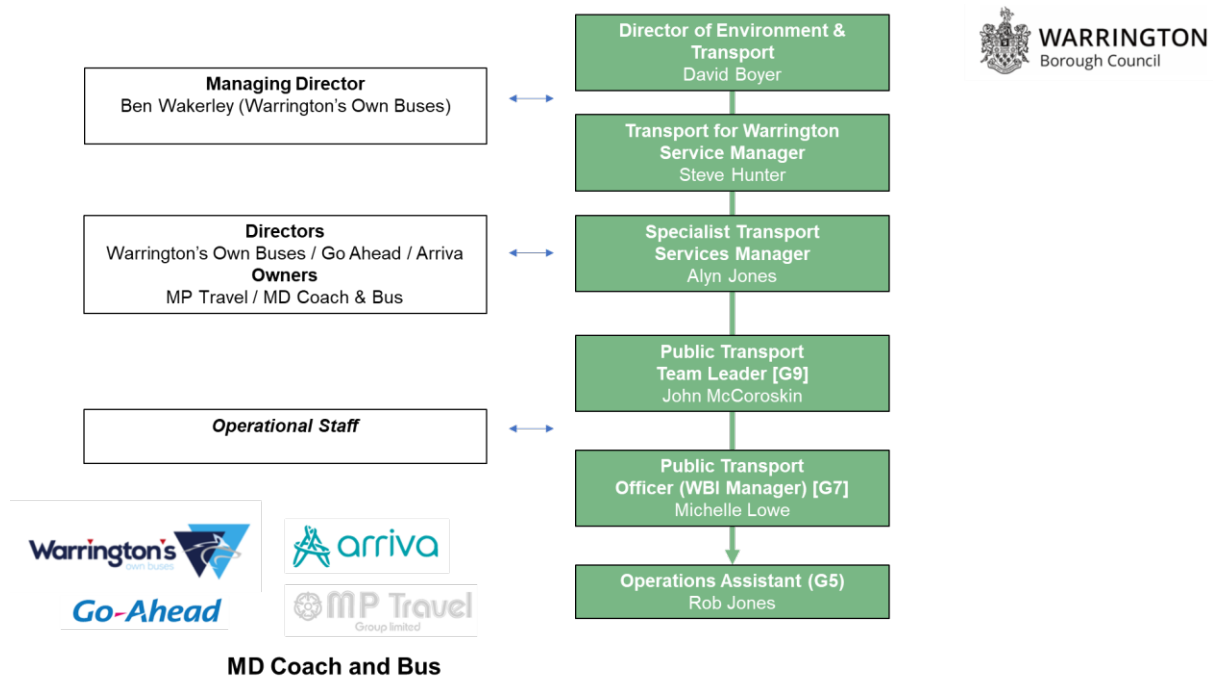
2.7 Management of Bus Operators and Cooperation

WOB is one of few municipal bus operators that are still operational in the UK. The Transport Act 1985, which came into effect in 1986, introduced privatised and deregulated bus services in Great Britain. To comply with the act, Warrington Borough Transport was incorporated in 1986. Today, WOB is run by a board consisting of seven non-executive directors and three full-time management directors, and are still majority owned by WBC. This makes Warrington well placed to take decisive action to improve bus services in the borough and to enact the bus strategy.

Prior to 2017, WBC previously facilitated half-yearly workshops with the bus operators; however these were ceased as only the two main operators tended to attend. This was subsequently replaced with regular monthly one-to one communications. However, during the COVID-19 pandemic, discussions have been taking place fortnightly. This communication also includes a healthy dialogue between the Warrington Service Team Leader and scheduling staff at the operators.

WBC’s management structure for public transport is shown in Figure 2.30. It consists of a four strong team (3.3 Full Time Equivalents), led by Alyn Jones, Specialist Transport Services Manager. This also emphasises the relationships with the operators.

Figure 2.30: Warrington’s Public Transport Structure



Key Findings of Relevance to Warrington BSIP

- WBC has a close working relationship with Warrington’s bus operators on a one-to-one basis, however since the half-yearly workshops ceased in 2017, there has not been a platform for multilateral discussion between all operators and WBC.

2.8 Other Factors that Affect the Use of Local Bus Services

This section addresses other factors that affect the use of local bus services, such as congestion, traffic speeds, the cost and availability of parking, land-use planning and socio-economic factors. Consideration is also given to the impacts of the COVID-19 pandemic and challenges that will be faced by the bus sector moving forward.

Congestion

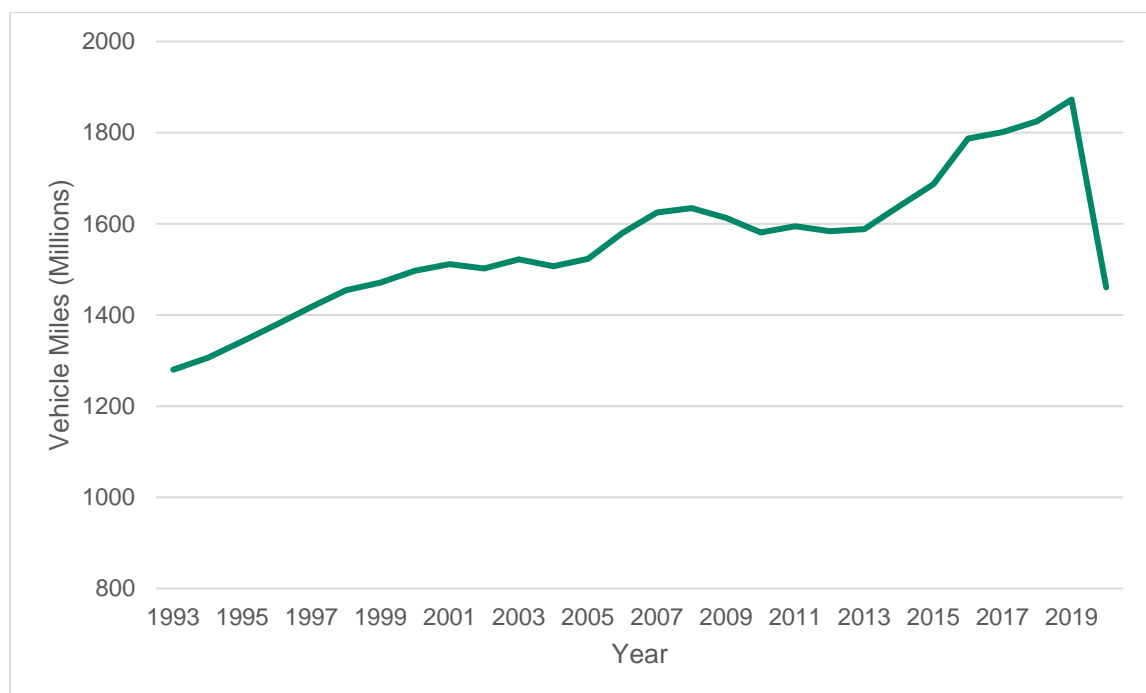
Congestion and poor journey time reliability has been noted as a serious problem along Warrington’s highway network. The impact of congestion can result in a reduction in service quality for passengers as buses are slower and less attractive, leading to reduced patronage. Congestion can also drive up ticket prices, as operators are required to have more vehicles to provide the same level of service.

Serious congestion is 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 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.

Figure 2.31 shows the total annual traffic on Warrington roads in million vehicle miles between 1993 and 2020, based on 163 count points in the borough. This shows that annual traffic has trended upwards during the period, with the notable exception of 2020 when traffic fell significantly during the COVID-19 pandemic, reflecting a direction for people to work from home where they can and reduced economic activity.

Figure 2.31: Annual Traffic in Warrington (1993-2020)



Source: Road Traffic Statistics, DfT

Traffic Speeds

A review of the Warrington highway network was undertaken as part of the Warrington Bus Priority and Mass Transit Study.³¹ The current network was defined using Trafficmaster data for the following parameters:

- June 2019, Monday to Friday, excluding school holidays.

³¹ Warrington Bus Priority and Mass Transit Study - Element 4 Current Performance of the Highway Network Report (2020)

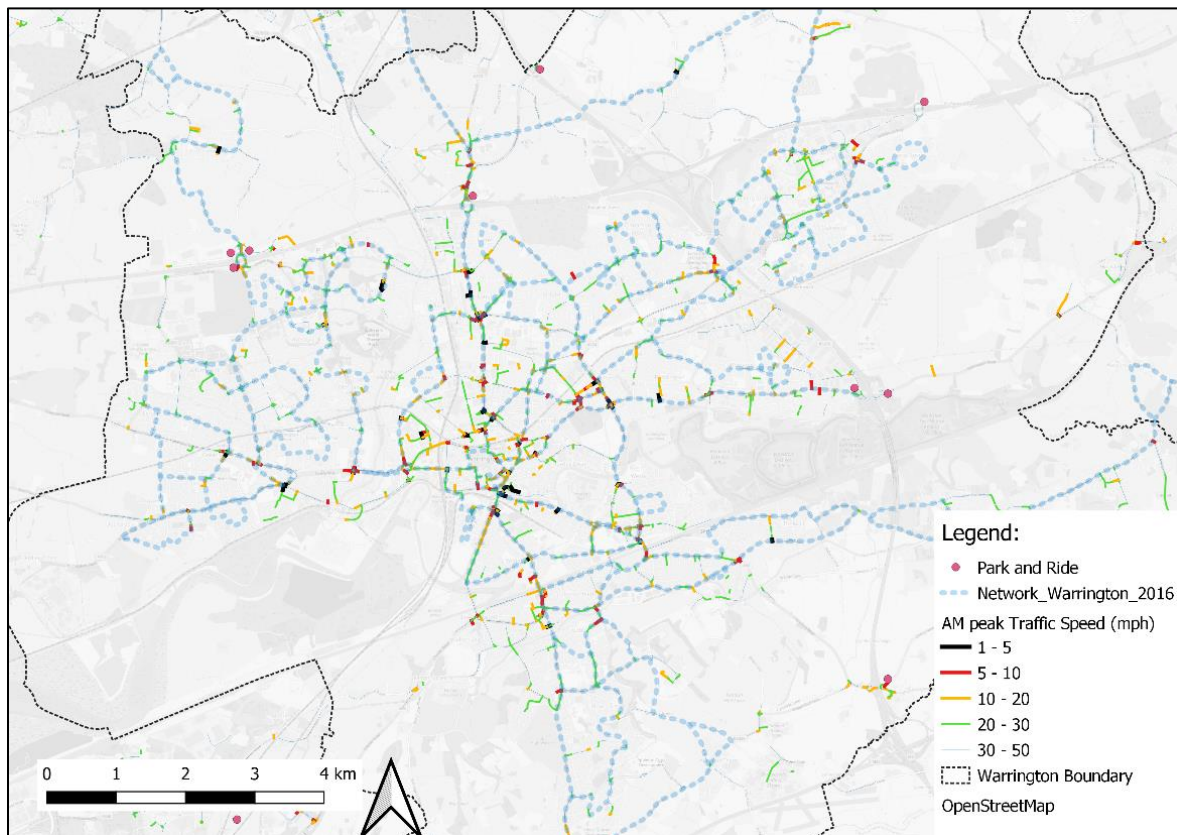
- Time periods; AM peak (07:45 to 09:15); inter-peak (10:00 to 16:00); PM peak (16:30 to 18:00).
- All vehicle types included in the sample (bus only data is an insufficient sample to be statistically significant).

The network has been plotted using GIS tools to identify pinch points on the network, including notable junctions where congestion occurs. The colour scale in each legend shows the average speeds, with black indicating the lowest speed (1-5mph) and green showing the fastest speeds (20-30mph).

Figure 2.32 shows June 2019 data representing traffic flow in Warrington in the AM peak. This shows very low traffic speeds (black line colour) to be occurring on the main radial routes into the town centre, notably:

- A49 Winwick Road between the town centre and M62;
- A57 at Penketh and Sankey Bridges;
- The confluence of A49 Wilderspool Causeway, A5060, Knutsford Road and Bridgefoot at the Bridgefoot junction; and
- A57 Manchester Road in the Bruche area.

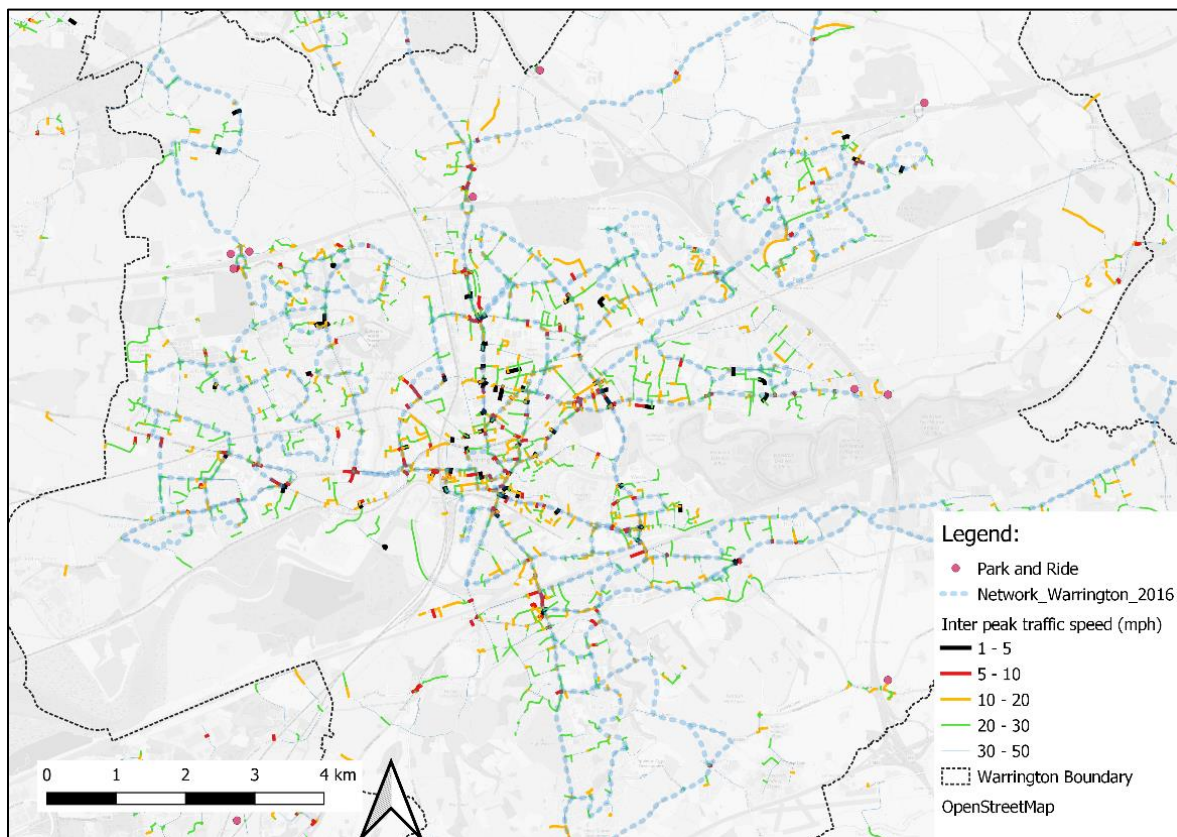
Figure 2.32: Trafficmaster AM Peak (07:45 – 09:15) Warrington Borough with Bus Routes (June 2019)



Source: Basemap / Trafficmaster / AECOM

Figure 2.33 shows June 2019 Trafficmaster data representing traffic flow in Warrington in the inter peak period. This shows multiple low speed areas on A49 Winwick Road, illustrated by black lines and congestion on Cromwell Avenue and Westbrook Way, which lie on the bus routes heading to and from the town centre and Lingley Mere / Omega.

Figure 2.33: Trafficmaster Inter Peak (10:00 - 16:00) Warrington Borough with Bus Routes (June 2019)

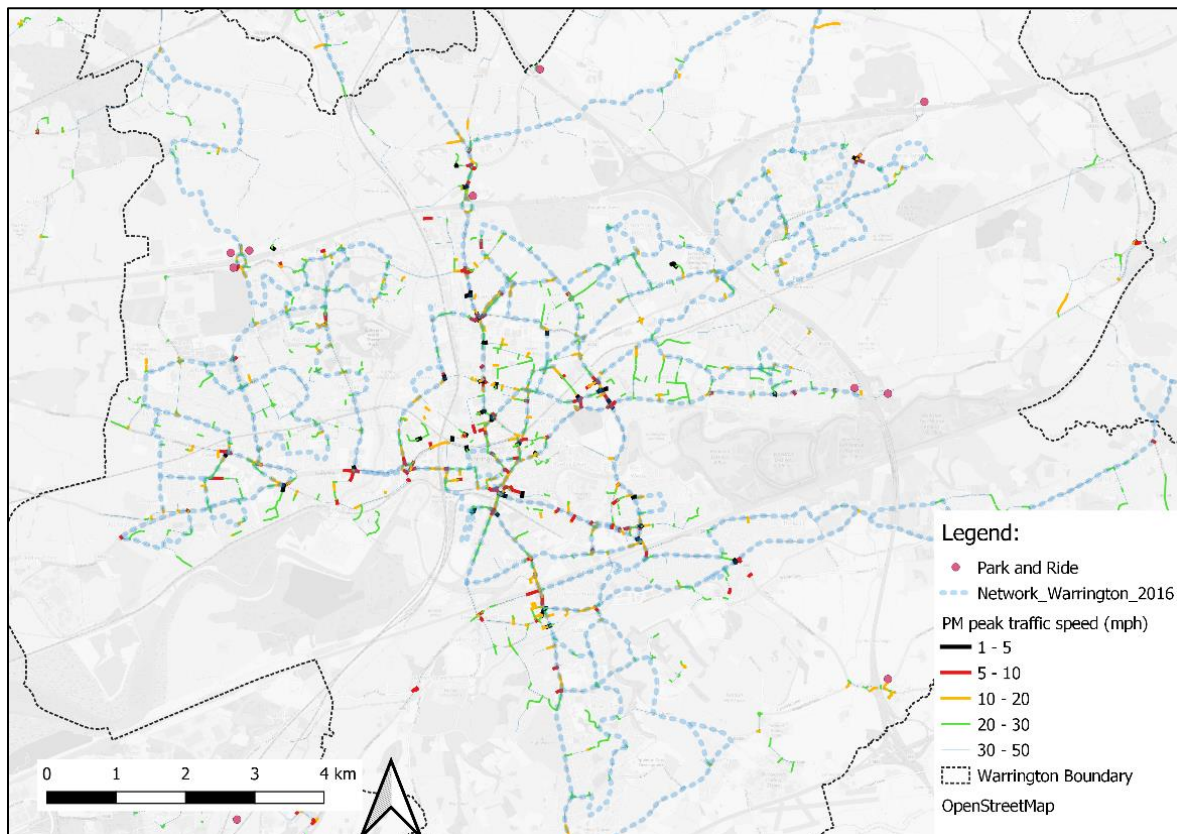


Source: Basemap / Trafficmaster / AECOM

Figure 2.34 shows June 2019 Trafficmaster data representing traffic flow in Warrington in the PM peak. This shows a similar trend to the AM peak, with congestion affecting radial routes at:

- A49 Winwick Road between the town centre and M62;
- A57 at Penketh and Sankey Bridges;
- The confluence of A49 Wilderspool Causeway, A5060, Knutsford Road and Bridgefoot at the Bridgefoot junction; and
- A57 Manchester Road in the Bruche area.

Figure 2.34: Trafficmaster PM Peak (16:30 – 18:00) Warrington Borough (June 2019)



Source: Basemap / Trafficmaster / AECOM

Cost and Availability of Parking

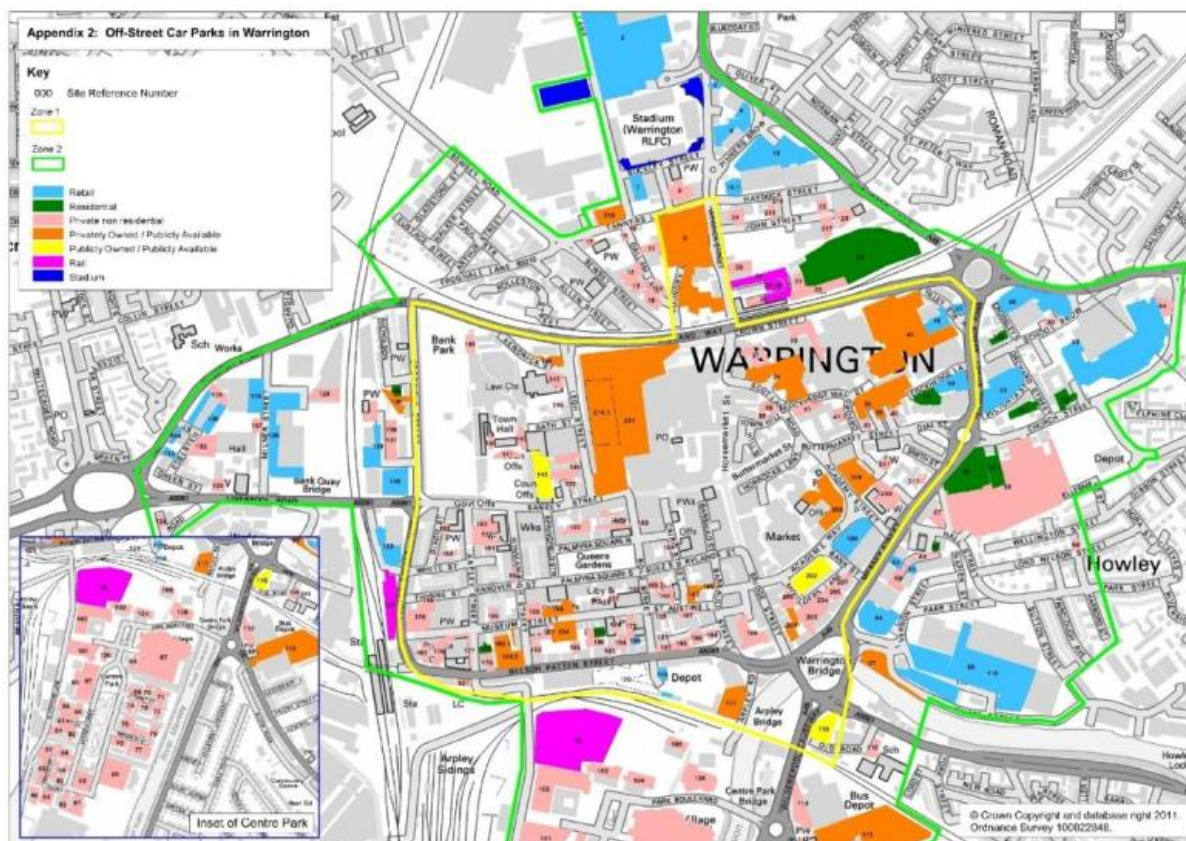
Warrington has been built around access by car and has plentiful supply of free or cheap parking. WBC last completed a comprehensive parking study in 2010/11 to inform the WBC Parking Strategy.³² It should be noted that the number and distribution of car parking in Warrington is likely to have shifted since the study was undertaken, particularly for private sector operators who can change tariffs and open/close car parks relatively quickly.

Figure 2.35 shows the extent of the town centre parking study area and distribution of car parking spaces in 2010/11. At this time, there were approximately 14,413 off-street parking spaces in the town centre, consisting of:

- private non-residential i.e. employee parking (33%);
- privately owned, publicly available (31%);
- publicly owned, publicly available (5%);
- retail (24%);
- residential (3%);
- rail (2%); and
- stadium (2%).

³² Warrington Borough Council Parking Strategy (2013)

Figure 2.35: Warrington Town Centre Car Parks (2011)



Source: Warrington Borough Council

The majority of parking spaces in Warrington 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 low-cost and utilised mid-week by employees. The cost of car parking, which is currently £5.50 for over four hours at Golden Square and Time Square³³, which is comparable with an adult day return.

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.

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.³⁴ The guidelines seek to support less car dependant development and reduce the level of parking available within the core of the town centre.

³³ <https://gswarrington.com/your-visit/car-parking/>, Council run car parks | warrington.gov.uk

³⁴ Warrington Town Centre Supplementary Planning Document, WBC (2021)

Land-use Planning

Warrington developed a draft Local Plan, which went through Public Consultation in 2019; however, progress was paused in response to the impact of COVID-19, along with the Government's proposed planning reforms and new housing calculation methodology. Work re-commenced at the end of 2020 and, in September 2021, an Updated Proposed Submission Version Local Plan (2021)³⁵ was submitted to WBC Cabinet for approval, prior to a period of statutory public consultation. Subject to approval, the statutory consultation is anticipated to commence in October 2021 and extend for a period of six weeks.

In response to work undertaken to assess Warrington's future development needs and key issues raised from the previous consultation, a number of significant changes are proposed in the updated Local Plan, including:

- A reduction in the Plan's housing requirement;
- The allocation of the Fiddler's Ferry site for employment and housing, following closure of the power station in March 2020;
- The removal of some of the previous Green Belt allocation sites, including Port Warrington and the Business Hub, the South West Urban Extension, the Phipps Lane site in Burtonwood and the Massey Brook Lane Site in Lymm; and
- The reduction in size of the South East Warrington Urban Extension (previously known as the Garden Suburb).

Once approved, the document will provide the statutory planning framework for the entire borough for the period 2021 to 2038. As proposed, the Plan aims to deliver 14,688 new homes (816 per annum) by 2038 and 316.26 hectares of employment land.

The focus of the plan is to optimise the development potential of the existing urban area, including intensifying development in the town centre, Inner Warrington and opening up the Waterfront as a new urban quarter. However, not all of Warrington's development needs can be met within the existing urban area.

Key development sites identified in the spatial strategy include:

- Warrington Waterfront – Extending from the south west of the town centre to the Manchester Ship Canal, Warrington Waterfront will be developed as a new urban quarter of Warrington. It will provide around 1,335 new homes of which 1,070 will be delivered in the plan period. The homes will be built in high density, reflecting the proximity to the town centre and easy access to public transport services.
- South East Warrington Urban Extension – An urban extension to the south east of the main urban area of Warrington will deliver around 4,200 homes of which 2,400 will be delivered within the plan period up to 2038. The development will effectively extend and grow existing communities of Grappenhall Heys and Appleton Cross, extending south towards the M56.
- Fiddlers Ferry – Land at the former Fiddlers Ferry Power Station will be developed as a mixed-use site, for business and residential development. The site will deliver around 1,800 homes, of which around 1,300 will be delivered in the plan period, and around 101 ha of employment land.

³⁵ Warrington Updated Proposed Submission Version Local Plan 2021-2038 (2021)

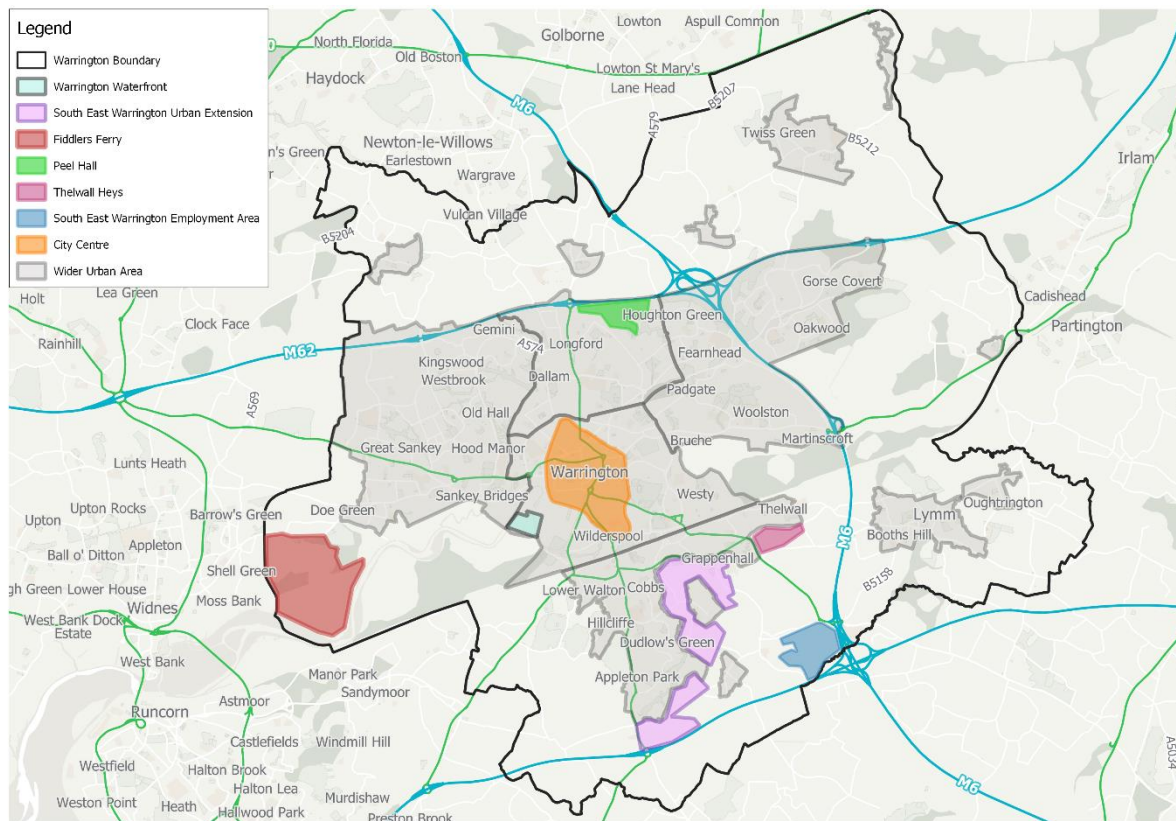
- Land at Peel Hall – The Peel Hall site is a large greenfield site of approximately 69 hectares to the north of the borough, within the existing urban area. Development of the site will deliver around 1,200 new homes and will require improvements including public transport enhancements to connect to Warrington Town Centre and other key destinations, such as Birchwood and Omega employment areas.
- Thelwall Heys – Land to the east of Grappenhall and south of Thelwall will be allocated for residential development providing a minimum of 300 homes. Development is expected to come forward quickly on adoption of the plan, with the first homes anticipated to be completed in 2024/25.
- South East Warrington Employment Area – Located at the junction of the M6 and M56, the South East Warrington Employment Area will be a major new employment site of 137 hectares. The site will make a significant contribution to meeting Warrington’s future employment needs, and will comprise large scale distribution, logistic, industrial and office uses.
- Land adjacent to outlying settlements – A minimum of 801 homes will be delivered on allocated sites to be removed from the Green Belt adjacent to Croft (minimum 75 homes), Culcheth (minimum 200 homes), Hollins Green (minimum 90 homes), Lymm (minimum 306 homes) and Winwick (minimum of 130 homes).
- Omega Westward Extension (St Helens) - Omega has been one of the most successful development areas in Warrington, creating some 9,000 new jobs in the last 4 years³⁶ and is set to deliver some 1,600 new homes on the site. St Helens Council is proposing to facilitate the westward extension of the existing Omega site through an allocation in their Local Plan³⁷. Both councils have agreed that this will contribute to meeting Warrington’s employment land needs.

Figure 2.36 shows the major development areas over the Local Plan period.

³⁶ Warrington Means Business Warrington’s Economic Growth & Regeneration Programme, Warrington & Co. (2020)

³⁷ St Helens Borough Local Plan 2020 – 2035 Submission Draft January 2019, St. Helens Council (2019)

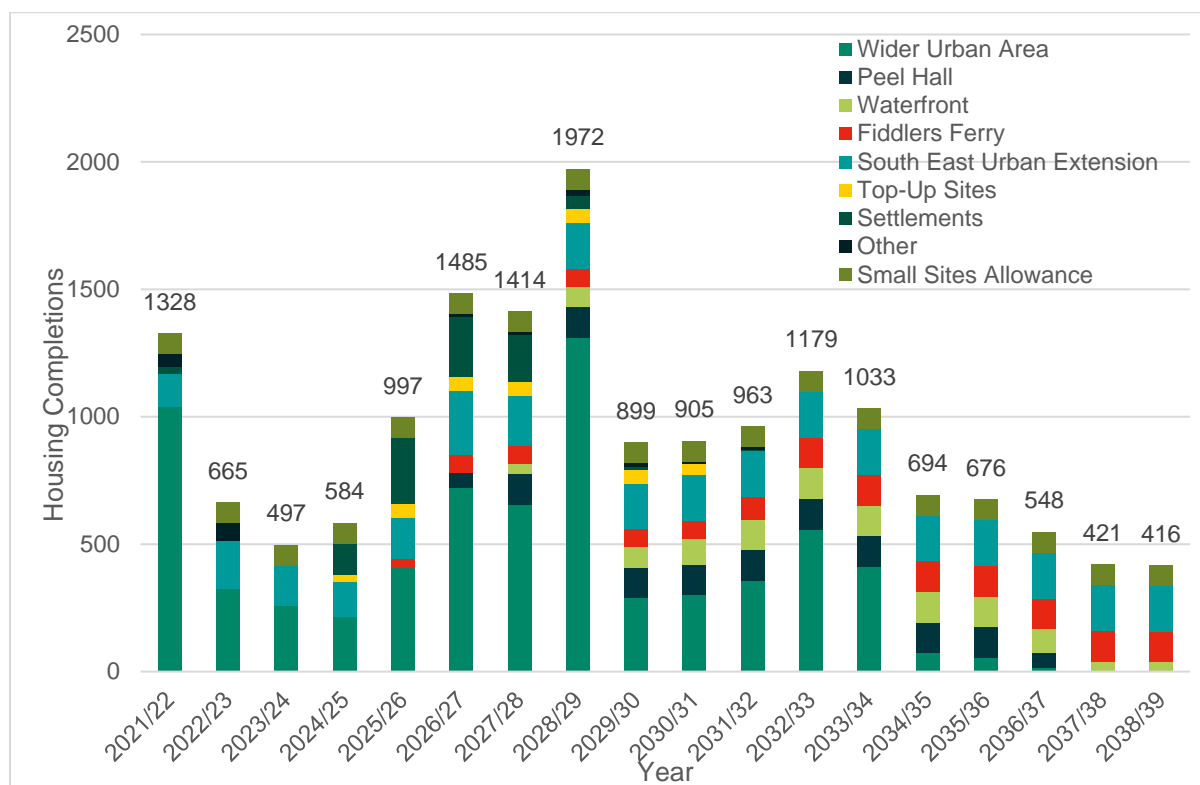
Figure 2.36: Key Proposed Local Plan Developments



Source: Warrington Updated Proposed Submission Version Local Plan 2021-2038 (2021)

Figure 2.37 illustrates the trajectory for residential development allocated in the Warrington Updated Proposed Submission Version Local Plan. This shows that the South East Urban Extension is expected to build-out from 2021/22, with completions at Fiddlers Ferry starting in 2025/26 and Waterfront in 2027/28. Housing completions in Warrington are expected to peak in 2028/29, which is largely driven by residential development in the wider urban area, which includes Strategic Housing Land Availability Assessment (SHLAA) sites greater than 0.25 ha. This reflects Warrington's policy of optimising development in the existing urban area.

Figure 2.37: Updated Proposed Local Plan Housing Trajectory (2021/22 – 2038/39)



Source: Warrington Updated Proposed Submission Version Local Plan 2021-2038 (2021)

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. Enhanced public transport provision will be essential to ensure that development is delivered sustainably.

Socio-Economic Factors

A review of existing social and economic conditions has been undertaken to identify any issues or opportunities which may be impacted on decisions concerning the bus network and resulting connectivity. The aspects considered are population, employment and deprivation.

Mid-year population estimates for 2019 show that the population of Warrington is estimated to be 202,228, an increase of 4% since the 2011 Census. Population growth in Warrington is estimated to be slightly below the national average over the period, but comparable with the wider region.

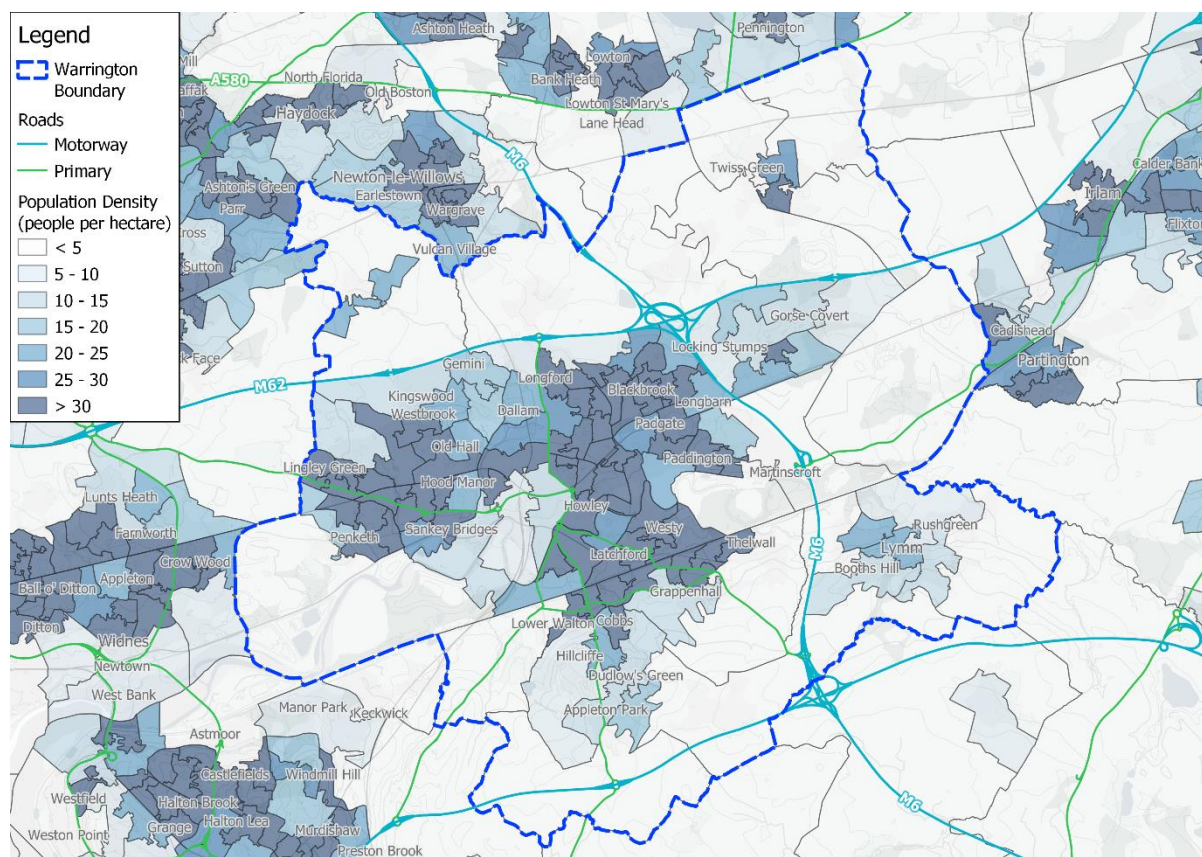
Table 2.12: Population Change (2011 - 2019)

	2011 Population	2019 Population	Population Change	Population Change %
Warrington	202,228	210,014	7,786	4%
Cheshire and Warrington LEP	901,963	937,237	35,274	4%
North West	7,052,177	7,341,196	289,019	4%
England	53,012,456	56,286,961	3,274,505	6%

Source: 2011 Census and 2019 Mid-year Population Estimates

The population density of Warrington is presented in Figure 2.38, using 2019 population estimates. This shows that the main areas of population are centred around Warrington Town Centre, with more sparsely populated areas on the periphery of the borough. The urban area of Warrington covers a large expanse, with the majority of the borough's population living to the west, the east and south of the town centre. There are also a number of outlying settlements of moderate population, including Lymm, Cachet and Birchwood.

Figure 2.38: Population Density (2019 Estimates)



Source: 2019 Mid-Year Population Estimates

The age profile of the population of Warrington is shown in Table 2.13, alongside those for other areas for comparison. This shows that the age profile for Warrington is broadly comparable with wider trends. When Warrington gained New Town status in 1968, there was an influx of young families into the area in the 1970s and 1980s. This is reflected in the slightly higher proportion of the population that are over 50, compared with the national average. Across Warrington, just under a fifth (18.9%) were aged 15 or under. Younger and older residents are more likely to use public transport, as they are less likely to have other means of transport. This provides an opportunity expand bus patronage in Warrington.

Table 2.13: Age Profile

Age Group	Warrington	Cheshire and Warrington LEP	North West	England
0-15	18.9%	18.2%	19.1%	19.2%
16-24	9.3%	9.0%	10.8%	10.6%
25-34	12.5%	11.2%	13.4%	13.5%
35-49	19.9%	18.8%	18.5%	19.3%
50-64	20.6%	21.2%	19.5%	19.0%

Age Group	Warrington	Cheshire and Warrington LEP	North West	England
65-74	10.3%	11.6%	10.2%	9.9%
75+	8.6%	10.0%	8.5%	8.5%
Total	100.0%	100.0%	100.0%	100.0%

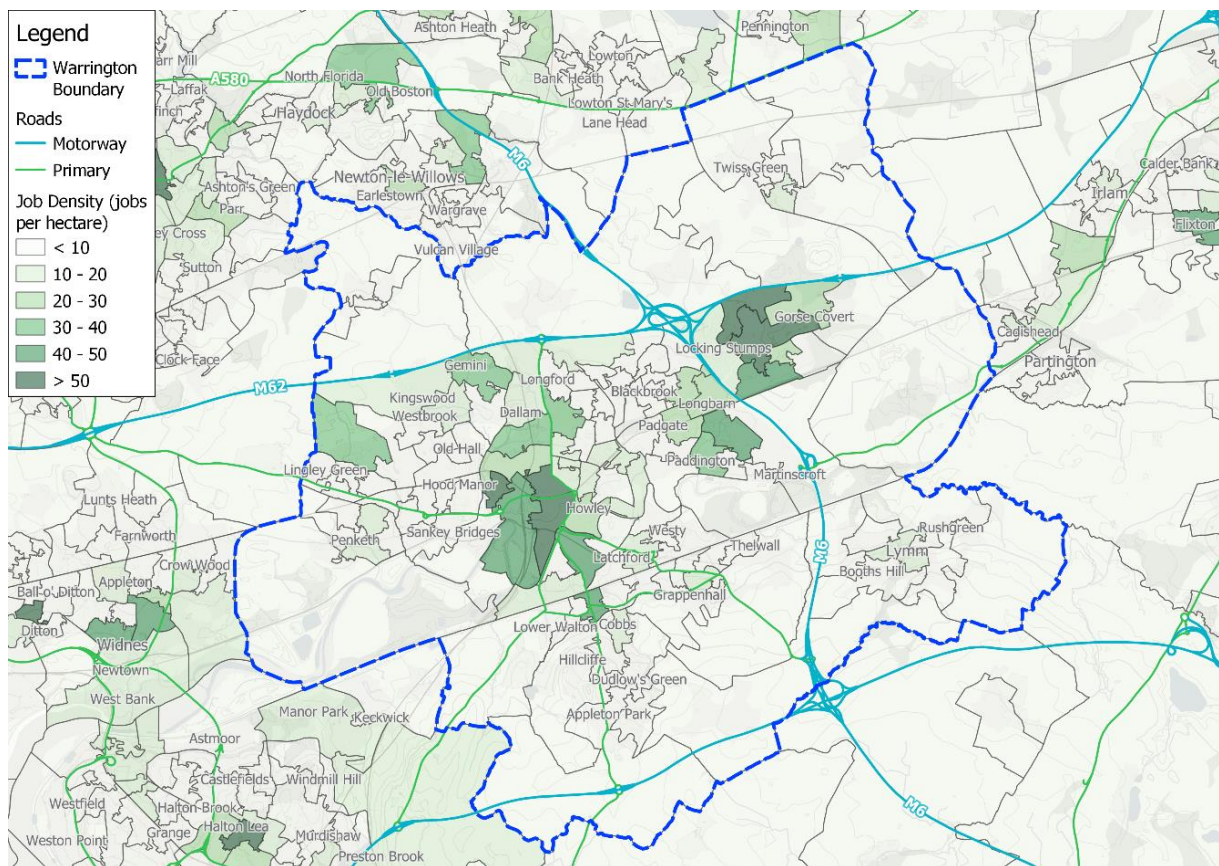
Source: 2019 Mid-Year Population Estimates

Warrington has a strong labour market, with 107,765 residents economically active in 2011 at the time of the last Census, representing 72.1% of the resident population aged between 16 and 74.³⁸

Figure 2.39 presents job density within Warrington using 2019 Business Register and Employment Survey (BRES) data. Key employment sites are focused around Warrington Town Centre or the M62 corridor, including, Birchwood, Gemini and Omega.

Improving bus access to employment sites and commuting journey times through the bus strategy would benefit Warrington’s workers.

Figure 2.39: Job Density (jobs per hectare) (2019)



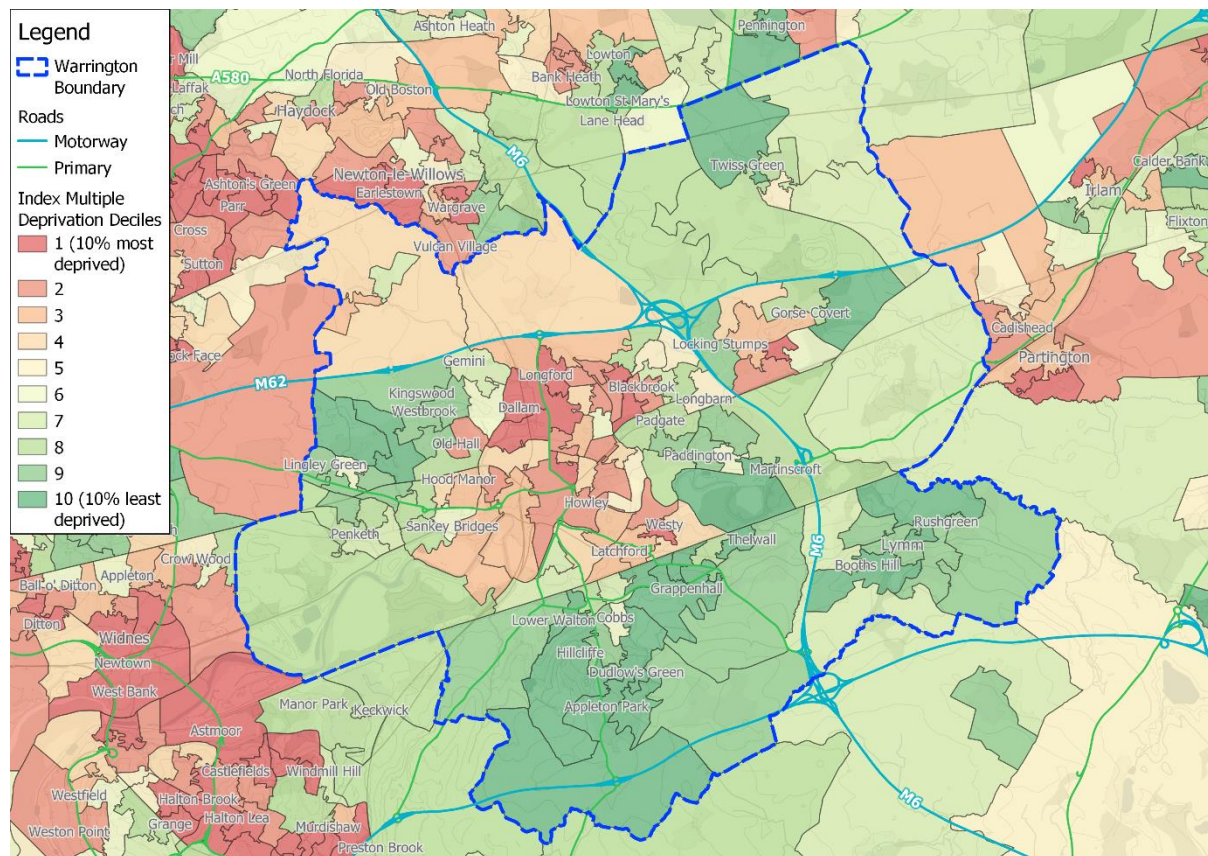
Source: BRES (2019)

The Index of Multiple Deprivation (IMD) considers several types of deprivation to determine an index level of deprivation for Lower-layer Super Output Areas (LSOAs) across England. At local authority level, Warrington is ranked 148th out of 317 local authorities using an average LSOA score. As shown in Figure 2.40, 18 LSOAs in the borough are within the 10% most deprived nationally, of which a number are located in central and northern parts of the borough.

³⁸ NOMIS Census (2011)

Those on lower incomes are more likely to use buses and transport has a significant role in both the creation and alleviation of social problems. Warrington should provide quick, accessible and affordable bus services from the most deprived areas of Warrington to the borough's key employment and service destinations.

Figure 2.40: Index of Multiple Deprivation (2019)



Source: Ministry of Housing, Communities and Local Government (2019)

Post-COVID Challenges

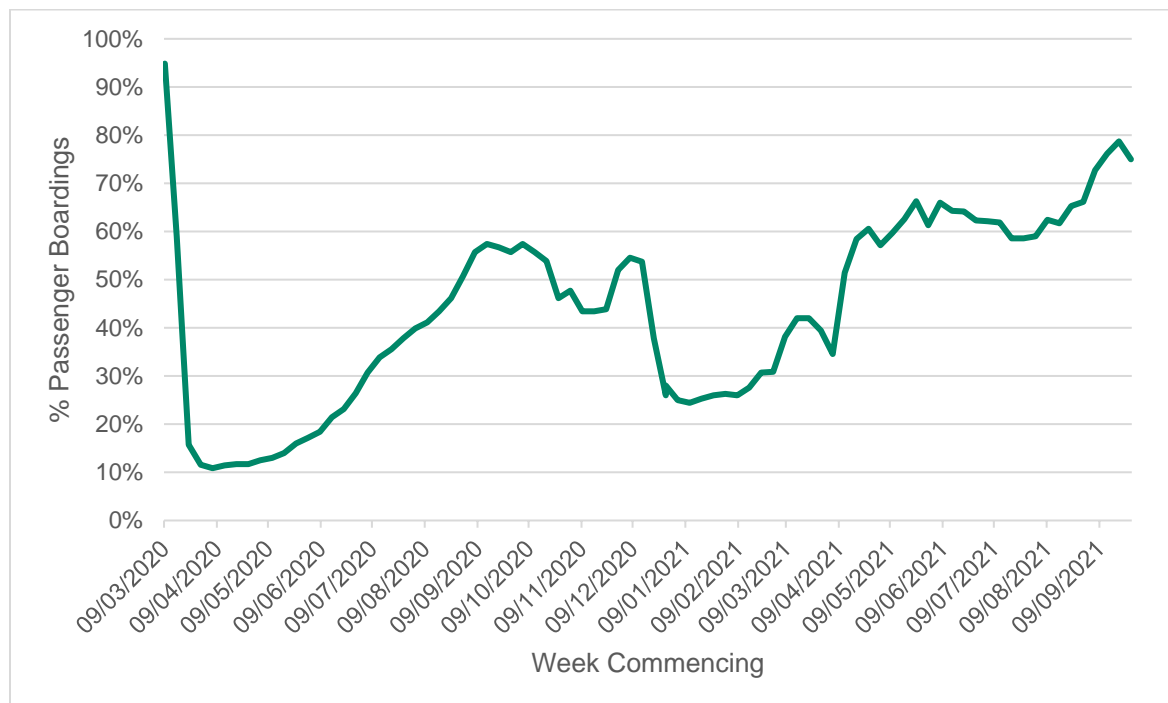
Since COVID-19 first appeared in the UK in January 2020, the pandemic has had a transformative impact on health, business, the economy and the way people live and interact with each other. In response to rising cases, the first national lockdown was implemented in March 2020, which introduced a 'Stay at Home' order restricting non-essential contact and travel. Since then, a further two national lockdowns and varying local restrictions have been in place, including the shutdown of non-essential retail and the hospitality sector, significantly impacting social and business activity.

Throughout the pandemic, Government restrictions and the public response to perceived health risks have impacted on travel demand, including demand for bus services. To monitor the use of the transport system during the pandemic, DfT provides statistics on transport use by mode. Figure 2.41 presents bus patronage in Great Britain (excluding London) during the pandemic, as a percentage of a comparable reference day in January 2020, which represents pre-pandemic 'business as usual'.

This shows that nationally, bus patronage fell significantly at the start of the pandemic, to around 10% of pre-pandemic levels by April 2020. During this time, the Government advised the public to avoid public transport, and to travel by car or active modes if necessary. Although bus usage recovered during summer 2020 as restrictions eased, levels remained at less than 60% and fell again in December 2020 and January 2021 following the second and

third national lockdowns. Following the easing of restrictions throughout 2021, bus usage has steadily increased, to around 75% of pre-pandemic levels by the end of September 2021. However, boardings remains significantly lower than pre-pandemic levels.

Figure 2.41: GB (excluding London) Bus Patronage During Pandemic as Percentage of Pre-Pandemic Levels (Weekly Average Mar 20 – Sep 21)



Source: Transport use during the coronavirus (COVID-19) pandemic, DfT (2021)

Public transport has relied heavily on Government subsidy throughout the pandemic in order to continue to operate effectively, as the reduction in patronage has significantly affected revenues. Throughout the pandemic, BSOG was paid at ‘business as usual’ levels, despite the reduced number of services. Financial assistance was also available through the COVID-19 Bus Service Support Grant (CBSSG) and subsequent CBBSG Restart, which aimed to ensure that operators could continue to provide service levels of up to 100% of pre-COVID-19 levels without the operator making a loss due to reduced patronage.

CBBSG payments will end in August 2021 and be replaced by a lower level of recovery funding from September 2021 until April 2022. Unless provided through BSIP settlements, financial support beyond this is uncertain, meaning that operators may face significantly reduced revenues if patronage does not return to pre-pandemic levels.

The long-term impacts of the COVID-19 pandemic are still unclear and will be largely driven by the direction the UK recovery takes. However, there are likely to be long term impacts to travel patterns and demand for bus services, which could challenge the sector.

The COVID-19 pandemic has had a significant impact on the way people work, especially during the early stages when the Government advised those who were able to work from home to do so. The amount of home working has varied throughout the pandemic, but in June 2021 ONS found that 27% of the workforce were mainly working from home instead of where they were before the pandemic.³⁹

³⁹ Business Insights and Impact on the UK Economy: 15 July 2021, ONS (2021)

The potential for home working varies significantly by employment sector, as it is not possible for some roles to be conducted remotely; however, many employers may offer flexible/remote working in the future. This could cause a decline in commuting trips by bus, particularly amongst office workers.

The pandemic has had a significant effect on the retail and hospitality sectors, with many businesses forced to close during lockdowns or subsequent local restrictions. During that time, many consumers moved to online shopping, a trend which was already on the rise and has been suggested as contributing to the decline of the high street. Similarly, food delivery and takeaway sales rose during the pandemic. Changing consumer behaviours may impact on travel demand; however this will depend on whether observed changes revert back once the public have regained confidence that public spaces are safe again.

Key Findings of Relevance to Warrington BSIP

- Issue of peak-time congestion across the network, affecting bus journey times and reliability with problems on a number of key radials, including A49 Winwick Road.
- Bus patronage declining over the last ten years, whilst at the same time there has been an increase in annual traffic in the borough. Plentiful supply of relatively cheap town centre parking reduces the appeal of the bus and other sustainable modes.
- Whilst Warrington has existing sections of bus priority, buses need greater priority on urban roads to make them faster and more reliable. Local Transport Authorities (LTAs) will be given new powers to enforce traffic regulations and will be expected to promote bus reliability and to implement ambitious bus priority schemes, which must complement walking and cycling schemes.
- Bus patronage was severely impacted by the COVID-19 pandemic; however Government financial support allowed 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. Long-term changes to workplace patterns could affect demand for commuting by bus.
- Consumer behaviours may 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.
- Significant projected housing increase, associated with various developments, over next 10-15 years will contribute to increased travel demand. Bus is likely to be critical to reducing trips by car. There has been recent growth in employment in the northern fringe and there may be a challenge to provide viable public transport alternatives, particularly improving connectivity from deprived wards.

2.9 Perceptions of the Network and Services

The following sections outline public perceptions of the bus network and service provision in Warrington, using the findings of recent survey and consultation activities as illustrated below.

Public Consultation

To ensure that the BSIP meets Warrington's needs, WBC has undertaken an engagement exercise to help understand residents' needs and desires for bus provision in the borough. The Warrington Bus Back Better Consultation was held for 5½ weeks between Thursday 8th July and Monday 16th August 2021. The consultation sought views of current bus users, lapsed users and non-users of the perceived and actual barriers to bus use.

Given social distancing and some face-to-face restrictions introduced in response to the COVID-19 pandemic, the primary response mechanism was an online questionnaire, available through the WBC website. Alternative means of responding were also available upon request, including screen reader software, hard copies, emails and telephone.

The survey was promoted via a press release, an article in the Warrington Guardian, social media posts, flyers to leisure centres and transport hubs, and emails to WBC's transport stakeholder mailing list. In addition, during the final weeks of the consultation period, four interviewers were placed in four key locations in Warrington to promote the survey, after restrictions were lifted in August 2021. In total, 249 responses were received, including 31 emails (four of which included the following organisations University of Chester, RideTandem, CPRE Cheshire and Historic England). This was slightly lower than expected and an alternative approach may be required for future BSIPs.

Key findings from the consultation and their relevance to the BSIP are summarised below in Table 2.14. In each case, conclusions are drawn about the relative importance of each topic. The full consultation report can be found in Appendix B.

Table 2.14: Consultation Key Findings and Relevance to BSIP

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%)	
	Importance: Key Intervention

Consultation Findings	Relative Importance
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. Importance: Tertiary Intervention
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. Importance: Secondary Intervention
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	
Lower and simpler fares	
84% thought fares to be expensive or very expensive	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. Importance: Key Intervention
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	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. Importance: Secondary Intervention
8% said that a multi-operator ticket would encourage them to use the bus more	
Service patterns that are integrated with other modes	

Consultation Findings	Relative Importance
39% thought it difficult or very difficult to interchange between services/modes, especially as a result of timetables that do not connect (89%)	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. Importance: Tertiary Intervention
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	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. Importance: Tertiary Intervention
22% thought that bus stop information should be improved	
60% wanted to access information through a website and 52% through an app	
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	

My Town Survey

In August 2020, Warrington submitted a bid for Government funding as part of the Towns Fund initiative, which aims to invest in towns across the country. In October 2020, it was confirmed that Warrington would receive £22.1m of funding for seven key projects in scope for the town investment plan, including a new bus depot and sustainable travel programme.

- Bus fleet depot – A new bus depot which involves the relocation of WOB from its current site to a purpose-built site on Dallam Lane. The new depot will have the capability to support an all-electric fleet in the future and the project will unlock land at the existing site to support regeneration proposals for the Southern Gateway.
- Sustainable Travel Programme – The programme aims to transform sustainable travel through a series of measures to enhance active travel in Warrington and also includes

delivery of bus priority measures to allow bus services to compete with car journeys into the town centre.

An initial consultation was held through the 'My Town' campaign to gather views and suggestions to inform priorities for the funding bid. The Warrington-wide survey was relaunched upon confirmation of funding to capture further suggestions and to make sure progress against each project aligns with the views of residents, businesses and key stakeholders. The following section outlines key feedback relating to buses received through the survey.

In total, 275 respondents replied to the survey, of which 37% (n=101) commented on the bus fleet depot and 54% (n=147) commented on the sustainable travel programme.

When commenting on the bus fleet depot, all respondents felt that it was important to invest in Warrington's public transport and infrastructure, including 59% of respondents (n=58) who felt that it was extremely important (Table 2.15).

Table 2.15: How Important is it to Invest in Public Transport and Infrastructure?

How important to you is investing in Warrington's public transport and infrastructure? (Q8)	Response Percent	Response Total
Extremely important	59%	58
Very important	24%	24
Somewhat important	13%	13
Not so important	0%	0
Not at all important	4%	4
	Answered	99
	Skipped	176

Source: My Town Survey (2021)

Some respondents felt that improvements to public transport were necessary to reduce car usage and acknowledged the role of public transport in reducing transport emissions.

Reasons given for this feedback include:

'I am wholly reliant on public transport. The bus routes available in my area inadequate. AND If WBC want to make positive environmental change people must be encouraged to use a public transport that is cheap / clean / safe / frequent and leave their cars at home.' [ID:168325898]

'The bus services in Warrington are currently lacking and it is awkward / impossible for service users to travel across Warrington by bus without coming to the centre to the Bus depot [Station].' [ID:168291313]

As shown in the BSIP consultation, respondents were generally in favour of Warrington's ambitions for a fully electrified bus fleet, with 82% (n=81) being in favour and only 6% (n=6) opposed to the matter (Table 2.16)

Table 2.16: How Important is a Fully Electrified Bus Fleet?

How supportive are you of us working towards our ambitions for a fully electrified bus fleet in Warrington?	Response Percent	Response Total
Strongly favour	66%	65
Somewhat favour	16%	16
Neutral	12%	12
Somewhat oppose	2%	2
Strongly oppose	4%	4
	Answered	99
	Skipped	176

Source: My Town Survey (2021)

When asked about the sustainable travel programme⁴⁰, 88% (n=120) of respondents were in favour, with 6% (n=8) neutral and 5% (n=8) opposing the scheme (Table 2.17). Respondents were also asked about specific improvements within the programme. 85% (n=117) of respondents were in favour of 'reducing traffic congestion and improved air quality by making non-car modes more attractive' and 75% (n=103) were in favour of 'reducing bus journey times by the use of signal technology and physical measures'.

Table 2.17: Do You Support the Sustainable Travel Programme?

To what extent do you support the Sustainable Travel Programme? (Q23)	Response Percent	Response Total
Strongly favour	69%	94
Somewhat favour	19%	26
Neutral	6%	8
Somewhat oppose	1%	2
Strongly oppose	4%	6
	Answered	136
	Skipped	139

Source: My Town Survey (2021)

Comments left in support of the programme recognised the importance of an adequate sustainable transport network in reducing car travel:

'A viable sustainable travel programme is essential if a substantial reduction in car use and/or reliance on the car as primary transport is to be effective.' [ID:168336187]

'More regular busses. Shorter bus routes to town.' [ID:169006394]

Some respondents suggested that current measures focus too much on the town centre, with little provision in other areas.

'Travel is not just about people being able to get from where they live to town and back again. From where I live, I can't get to a swimming pool, Walton Gardens etc. Public transport is not yet fit for purpose!' [ID:168325898]

⁴⁰ <https://www.warrington.gov.uk/sustainable-travel-programme>

Other comments left regarding the Sustainable Travel Programme include:

'You should be looking at park and ride facilities on the edges of Warrington including parking areas at the main motorway junctions so that people travelling into Warrington can park and ride in...' [ID:168431878]

'Please can you not shy away from making difficult decisions on reallocating road space. If the new routes and bus facilities require taking up road space then this should be accepted.' [ID:168331560]

National Highway and Transport Public Satisfaction Survey (NHT Survey)

The NHT Survey collects the public's views on different aspects of highway and transport in local authority areas, including local bus services and congestion.

Responses to the survey are compiled into 'Key Benchmark' and 'Benchmark' Indicators and for each authority for comparison purposes, which mostly measure satisfaction. There are also a range of 'Key Quality' and 'Quality' Indicators, which cover non-satisfaction related questions, such as access and level of provision.

The tables below summarise the results for WBC from 2020, the trend from 2019 and the results for the network average across all participating local authorities for each indicator. This shows that the majority of indicators in 2020 are trending downwards from the previous year's surveys and are generally lower than the network averages.

Table 2.18: NHT Survey for Warrington 2020 - Key Bus Indicators

Ref	Indicator	Result	Trend	Average	Gap
Key Benchmark Indicator					
KBI06	Local bus services (overall)	55%	0%	60%	-5%
KBI07	Local bus services (aspects)	48%	-9%	57%	-9%
KBI08	Public transport information	37%	-8%	44%	-7%
Key Quality Indicator					
KQI03	Responsive transport	54%	0%	55%	-1%
KQI05	Public transport information (aspects)	52%	-4%	56%	-4%
Benchmark Indicator					
PTBI01	Frequency of bus services	53%	-5%	60%	-7%
PTBI02	Number of bus stops	68%	-3%	70%	-2%
PTBI03	The state of bus stops	56%	-2%	60%	-4%
PTBI04	Whether buses arrive on time	52%	-5%	56%	-4%
PTBI05	How easy buses are to get on / off	73%	-1%	73%	0%
PTBI06	The local bus service overall	56%	-3%	61%	-5%
PTBI07	Bus fares	42%	1%	50%	-8%
PTBI08	Quality and cleanliness of buses	65%	-1%	63%	2%
PTBI09	Helpfulness of drivers	67%	0%	68%	-1%
PTBI10	Personal safety on the bus	69%	-2%	68%	1%
PTBI11	Personal safety at bus stops	65%	-2%	63%	2%
PTBI12	Raised kerbs at bus stops	67%	-2%	66%	1%
PTBI13	The amount of information	53%	-3%	56%	-3%
PTBI14	The clarity of information	55%	-2%	58%	-3%
PTBI15	The accuracy of information	56%	-2%	58%	-2%

Ref	Indicator	Result	Trend	Average	Gap
PTBI16	Ease of finding the right information	51%	-5%	55%	-4%
PTBI17	Information about accessible buses	51%	-3%	53%	-2%
PTBI18	Info to help people plan journeys	53%	-6%	59%	-6%
PTBI19	Reliability of electronic display info	47%	-3%	52%	-5%
PTBI20	Provision of public transport info	52%	-4%	56%	-4%
Quality Indicator					
PTQI08	Provision of bus stops	87%	-2%	87%	0%

Source: NHT Survey 2020

Table 2.19: NHT Survey for Warrington 2020 - Key Tackling Congestion Indicators

Ref	Indicator	Result	Trend	Average	Gap
Key Benchmark Indicator					
KBI17	Traffic levels & congestion	36%	2%	46%	-10%
KBI18	Management of roadworks	50%	-5%	50%	0%
KBI19	Traffic management	39%	0%	42%	-3%
Key Quality Indicator					
KQI04	Traffic pollution	40%	-1%	45%	-5%
Benchmark Indicator					
TCBI01	Advanced warning of roadworks	58%	-6%	60%	-2%
TCBI02	Efforts to reduce delays to traffic	50%	-8%	49%	1%
TCBI03	Time taken to complete roadworks	43%	-3%	43%	0%
TCBI04	Signposting of road diversions	57%	-3%	56%	1%
TCBI05	Helplines to find out about roadworks	42%	-6%	44%	-2%
TCBI06	Minimising nuisance to residents	51%	-4%	49%	2%
TCBI07	The management of roadworks overall	51%	-2%	49%	2%
TCBI11	Tackling illegal on-street parking	37%	-5%	37%	0%
TCBI12	Restrictions of parking on busy roads	43%	-8%	43%	0%
TCBI13	Good park and ride schemes	37%	-5%	45%	-8%
TCBI14	The routes taken by HGV's	38%	-7%	42%	-4%
Quality Indicator					
TCQI19	Informed about local pollution levels	34%	0%	37%	-3%
TCQI22	Support for congestion charge scheme	37%	0%	42%	-5%
TCQI23	Travel less by car	43%	0%	40%	3%
TCQI24	Walk, cycle or use public transport more	45%	0%	45%	0%

Source: NHT Survey 2020

The previous tables have shown that public satisfaction in Warrington trended downwards for most indicators between 2019 and 2020. When compared against the average for the network, satisfaction was often lower in Warrington in 2020 for most indicators. Out of the public transport indicators, the most significant gaps between the average and Warrington

were observed for satisfaction with public transport (-7%), frequency of bus service (-7%) and bus fares (-8%). Of the key tackling congestion indicators, the most significant gaps were for satisfaction with traffic levels and congestion (-10%) and good park and ride schemes (-8%). This suggests that residents in Warrington would value increased service frequencies and lower bus fares. Congestion and traffic is also perceived to be an issue.

Bus Passenger Survey – Autumn 2019 WOB Routes (Transport Focus)⁴¹

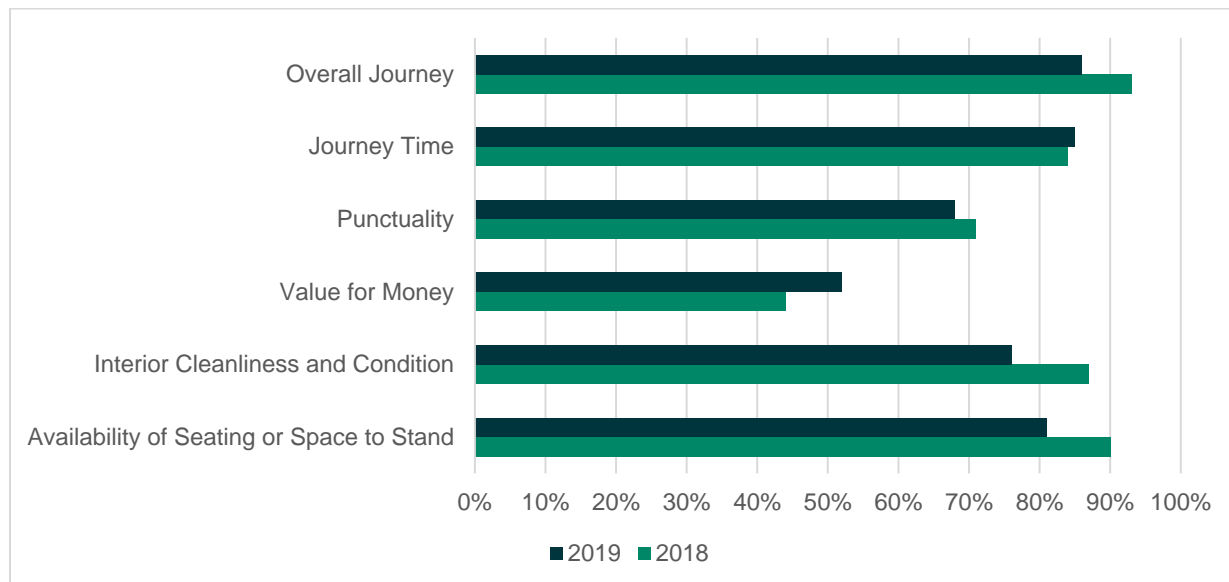
Transport Focus has been conducting a Bus Passenger Survey since 2009, to generate a robust and comprehensive measure of bus passenger’s experiences in England outside of London. The survey is an objective measures of bus passengers’ experience and covers: the bus stop environment, punctuality, ‘on bus’ comfort, and the standards of the bus driver, together with overall journey satisfaction and value for money ratings.

The latest Bus Passenger Survey was carried out between 8th September and 21st December 2019 in 31 local transport authorities and 19 operator-areas, including for WOB. In total, 401 responses were received for WOB.

The following sections outline the key findings relating to WOB and where appropriate, comparisons are drawn with other unitaries or with the results of the previous 2018 survey.

Key results relating to passenger satisfaction with WOB and the trend from the previous 2018 survey are shown below in Figure 2.42. Figures shown are the total for respondents indicating that they are very satisfied or fairly satisfied.

Figure 2.42: Key Passenger Satisfaction Results (Total Very and Fairly Satisfied – 2018 and 2019)



Source: Transport Focus (2020)

Table 2.20 shows survey responses given by respondents when asked what bus stop facilities were provided at the bus stop. Provision is broadly comparable with the average for all unitaries, however there are reportedly lower levels of seating and bus information in Warrington, including timetable information, next bus display and route maps.

⁴¹ <https://d3cez36w5wymxj.cloudfront.net/wp-content/uploads/2020/03/08184047/Bus-passenger-survey-autumn-2019-main-report.pdf>

Table 2.20: Presence of Bus Stop Facilities (% of Respondents)

Bus Stop Facility	WOB		Unitaries Average
	2018	2019	2019
A shelter	72%	71%	77%
Seating	57%	51%	60%
A timetable	55%	45%	66%
Next bus display	35%	20%	43%
Lighting	27%	26%	23%
A route map	12%	11%	25%
Fare info	5%	7%	12%
Ticket type info	3%	5%	10%

Source: Transport Focus (2020)

Table 2.21 shows survey responses given by respondents when asked about their overall satisfaction with the bus stop, including distance from the start of their journey, its general condition and personal safety. The majority of respondents were satisfied with the overall bus stop (70%), distance from journey start (81%) and convenience / accessibility (88%). Fewer respondents were satisfied with the level of information provided at bus stops (58%). Since 2018, there has been a deterioration in satisfaction with the bus stop in all categories, though not significantly. Warrington passengers were less satisfied with the bus stop compared with the average for all unitaries, notably for the condition / standard of maintenance (-9%), information provided (-18%), and personal safety (-9%).

Table 2.21: Satisfaction with the Bus Stop (Total Very and Fairly Satisfied)

Satisfaction with the Bus Stop	WOB		Unitaries Average
	2018	2019	2019
Distance from journey start	86%	81%	87%
Convenience / accessibility	89%	88%	89%
Condition / standard of maintenance	71%	67%	76%
Freedom from graffiti / vandalism	80%	79%	80%
Freedom from litter	73%	72%	77%
Information provided	59%	58%	76%
Personal safety	80%	72%	81%
Bus stop overall	74%	70%	82%

Source: Transport Focus (2020)

When asked about satisfaction with waiting time and punctuality, 64% of respondents were very or fairly satisfied with waiting time and 68% with the punctuality of WOB in 2019. These figures are somewhat lower than the average for all unitaries, which were 76% for waiting time and 76% for punctuality of the bus.

As shown in Table 2.22, respondents were generally satisfied with the condition of buses, however 65% felt there was not enough information available inside the bus.

Table 2.22: Bus Features and Condition (Total Very and Fairly Satisfied)

Bus Features and Condition	Warrington's Own Buses		Unitaries Average
	2018	2019	2019
Interior cleanliness / condition	87%	76%	83%
Info provided inside bus	67%	65%	72%
Provision of grab rails	92%	81%	86%
Personal security	92%	82%	87%

Source: Transport Focus (2020)

Of the 2019 survey respondents, 85% of WOB passengers were either very or fairly satisfied with on-bus journey time, which was consistent with the average for all unitaries (85%).

Table 2.23 presents a summary of perceptions of the factors affecting bus journey time for 2018 and 2019, with a comparison to the unitaries average. 23% of respondents reported that their journey had been affected by congestion, which was consistent with the average for all unitaries. Compared with 2018, a significantly higher percentage of people felt their journey had been affected, with an increase of citing passenger boarding time (+6%) and poor weather (+5%) in 2019. WOB's results were comparable with average for all unitaries, although road works were perceived to be less of a problem in Warrington.

Table 2.23: What Affected Journey Time?

What Affected Journey Time?	WOB		Unitaries Average
	2018	2019	2019
Congestion / traffic jams	23%	23%	23%
Passenger boarding time	9%	15%	17%
Poor weather conditions	5%	10%	7%
Road works	6%	7%	13%
Waiting too long at stops	3%	6%	06%
Bus driving too slowly	2%	4%	3%

Source: Transport Focus (2020)

Satisfaction with the overall journey in 2019 was 86% for WOB, down from 93% in 2018. This is slightly lower than the average for all unitaries, which was 90% in 2019. Passenger satisfaction with value for money on WOB was up in 2019 (52%), compared with 2018 (44%); however, this was lower than the average for all unitaries (61%). The most common reasons that influenced whether passengers perceived value for money are shown in Table 2.24.

Table 2.24: Factors Influencing Value for Money (VfM) on WOB (2019)

Biggest Influence for Rating	Those Satisfied with VfM	Those Not Satisfied with VfM
Cost for distance travelled	36%	50%
Cost of bus versus other transport	23%	23%
Other reason	19%	18%
Comfort/quality for fare paid	15%	18%
Fare compared to everyday items	11%	6%

Source: Transport Focus (2020)

Table 2.25 shows that the percentage of passengers who rated ease of getting to local amenities (77%), connections with other modes (68%), frequency (51%) and reliability of services (53%) were lower than the previous survey in 2018, and also lower than the average for all unitaries in 2019.

Table 2.25: Ratings of Bus Services in General (Total Very and Fairly Good)

General Ratings	WOB		Unitaries Average
	2018	2019	2019
Ease of getting to local amenities	82%	77%	85%
Connections with other forms of public transport	76%	68%	77%
Frequency of services in the area	67%	51%	73%
Reliability of services in the area	61%	53%	67%

Source: Transport Focus (2020)

The Autumn 2019 Bus Passenger Survey found that passenger satisfaction was high for overall journey (86%) and journey time (85%), however only 52% of respondents felt that WOB buses represent 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 safety at the bus stop (-8%), interior cleanliness of the bus (-9%) and personal security on the bus (-10%).

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

This suggests that areas for WOB to focus on to increase passenger satisfaction include value fares and ticketing, personal security on the bus and in waiting areas, customer information, and frequency and reliability of services.

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. The following section presents a review of research undertaken to understand the perceptions of non-users and to identify barriers which prevent them from using buses.

Transport Focus undertook research in September 2020 to identify passengers' top priorities for bus service improvements.⁴² 5,000 passengers across England (outside London) who used a bus at least every quarter were asked to rank a series of 30 possible improvements in order of priority. The research used a methodology known as Maximum Difference Scaling, which asks passengers to trade off one priority against another. This provides an overall ranking, but also a priority score which indicates how much more or less important one factor is compared with another. A score of 100 represents average importance, a factor

⁴² Bus passengers' priorities for improvement, Transport Focus (2020)

with less than 100 has less than average importance and over 100 has a more than average importance.

Table 2.26 presents the top ten priorities for improvement for all bus users. The research found that of all customers, the top priorities were buses running more often, going to more places and being on time.

Table 2.26: Bus-User Priorities (All Ages)

Non-User Priorities	Scores All Ages	Rank All Ages
Buses running more often than they do now	259	1
Buses going to more places you want them to	245	2
More buses arriving on time at your bus stop	237	3
Better value for money from bus journeys	215	4
More journeys on buses running to time	212	5
More effort made to tackle any anti-social behaviour	156	6
Faster journey times	142	7
More bus stops with next bus displays	112	8
Better quality information at bus stops	85	9
More space for wheelchairs and buggies	82	10

Source: Transport Focus (2020)

In addition, 1,700 non-users were asked to rank their priorities from 19 possible improvements. Non-users were not asked about improvements relating directly to the on-bus experience. The scores and rank given by non-users are shown in Table 2.27. For non-users, buses going to more places was the top priority, scoring three times above the average for all priorities. This indicates that network coverage presents a serious barrier to non-users. This was followed by buses running more often and better value for money.

Table 2.27: Non-User Priorities (All Ages)

Non-User Priorities	Scores All Ages	Rank All Ages
Buses going to more places people want them to	313	1
Buses running more often than they do now	212	2
Better value for money from bus journeys	209	3
Buses stops closer to home / destination	170	4
More bus services running on time	165	5
Faster journey times	151	6
More effort made to tackle anti-social behaviour on buses	121	7
Live bus times available on smartphones	85	8
Buses running earlier / later in the day	81	9
Paying fares by mobile / contactless card	56	10
Easier to get info on bus routes and timetables	50	11
More comfort on buses	46	12
Cleaner buses	43	13
Drivers showing more consideration to passengers	40	14
Easier to get onto and off buses	39	15
Easier to get fares information	38	16
Special fares for teenagers	30	17

Non-User Priorities	Scores All Ages	Rank All Ages
Bus companies getting more involved in the local area	27	18
More technology / on board (Wi-Fi and charging)	26	19

Source: Transport Focus (2020)

With the exception of over-65s, all age groups rated more destinations, higher frequencies and better value for money in their top three priorities. For older users, where value for money is less of a concern due to the ability to travel for free for much of the day, making it easier to get to and from the bus stop is a greater concern than value for money.

All respondents were also asked whether they agreed with a range of statements to gauge prevailing attitudes towards buses. As shown in Table 2.28, there was consensus amongst all respondents that a good bus network is important to the local area. However, non-users were more likely to have negative perceptions about buses. Only 43% of non-users felt that travelling by bus is a good way to get around, compared with 77% of all bus users, and 67% of non-users agreed that they only use buses if they have to, compared with 65% of bus users.

Table 2.28: Attitudes to Buses Amongst Users and Non-Users (% Agree with Statement)

Agreeing with these statements	All Users	Non-Users
A good bus network is important to the local area	93%	82%
Travelling by bus is a good way to get about	77%	43%
I wouldn't mind making more journeys by bus	65%	27%
I only use buses if I have to	42%	67%
People like me don't use buses	11%	28%

Source: Transport Focus (2020)

The ongoing COVID-19 pandemic has had a transformative impact on public behaviour and travel patterns. During the most stringent periods of Government restriction, travel by public transport was discouraged for all but essential reasons and home working was encouraged, leading to reduced levels of commuting and reduced passenger volumes on public transport. Whilst bus usage has held up more strongly than rail, many services are still reliant on financial support from the Government to continue services. Encouraging lapsed users back to buses will be essential in the recovery of patronage to pre-pandemic levels.

In December 2020 and January 2021, Transport Focus conducted qualitative research to understand current and lapsed bus passenger experiences, including perceptions of travel during and after the COVID-19 pandemic, and key actions required to encourage a return to buses.⁴³ It should be noted that since this work was undertaken, a greater easing of restrictions has taken place, which may have influenced perceptions of buses.

In total, 230 people participated in the research across England, Scotland and Wales. Participants took part in a lengthy one-to-one interview and discussions with groups of two or three people.

The research found that whilst the public were following guidance to travel less, people also had concerns that buses were not safe due to the risk of COVID-19 infection. Whilst current users are aware of safety measures in place, lapsed users were less aware and influenced by negative perceptions spread by word of mouth or the media. The research identified a key

⁴³ The route ahead: getting passengers back on buses – Qualitative research findings, Transport Focus (2021)

need for reassurance around the safety of buses, which should be communicated by Government and operators, both on and off the bus.

Flexible tickets and introductory ticketing offers may encourage more people to travel by bus, particularly for commuters who may be working from home more than previously. Participants demonstrated a clear interest in getting money off when buying multiple tickets, but require more flexibility in the future to suit new travel and working patterns, such as extended expiry dates. Whilst some flexible tickets already exist, promotion and marketing could increase awareness amongst potential or lapsed users.

The research also found that priorities prior to the emergence of COVID-19 had not gone away and that the bus industry still needs to focus on getting the basics right, including frequent, punctual services and value for money.

Key Findings of Relevance to Warrington BSIP

- Only 52% of passengers surveyed in the Bus Passenger Survey felt that WOB represented good value for money. Daily capping with low, flat fares in towns and lower point-to-point fares elsewhere would make journeys cheaper for passengers. Other areas for WOB to focus on to increase passenger satisfaction include personal security on the bus and in waiting areas, customer information, and frequency and reliability of services.
- 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.
- COVID-19 has impacted travel and working patterns, resulting in previous users moving away from bus travel. Addressing safety concerns is a key starting point to encourage the return of lapsed users; however, more flexible ticketing and frequent, punctual services representing value for money are needed in the long term.

2.10 Benchmarking of Services

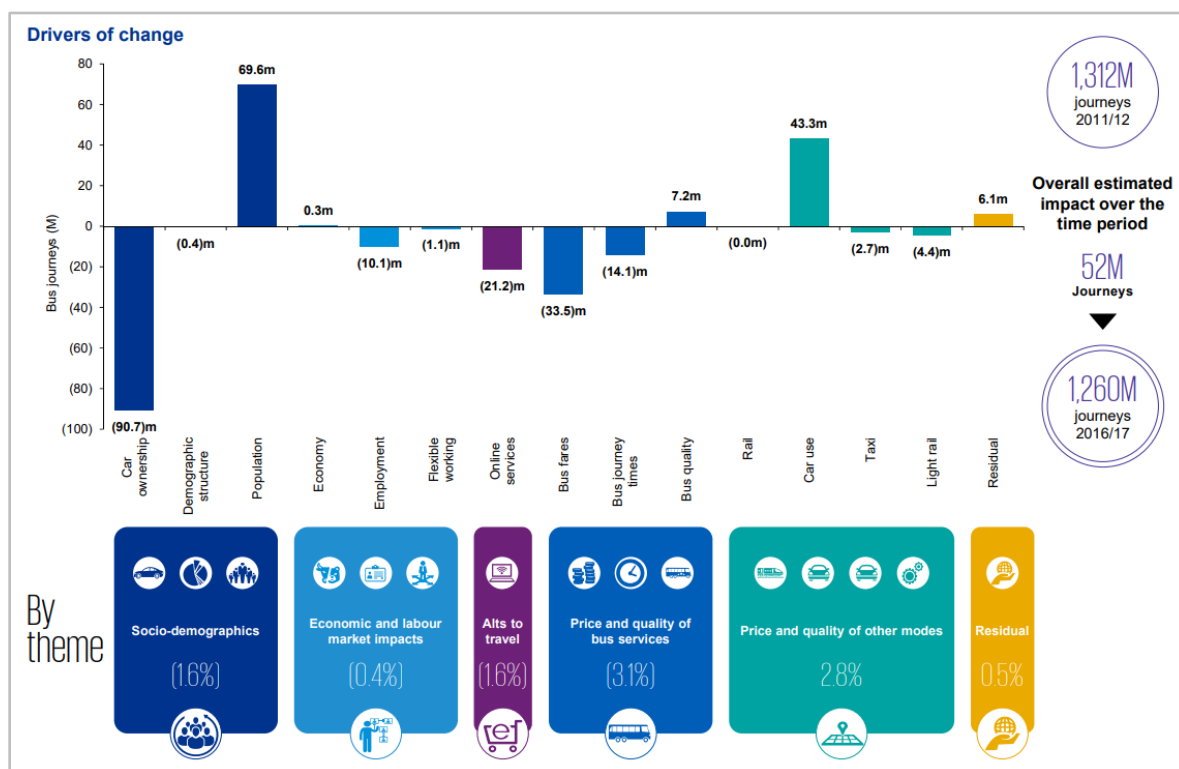
In determining the cause of declining bus patronage in Warrington, work by KPMG to analyse the factors influencing demand for bus is informative.⁴⁴ Figure 2.43 illustrates the relative importance of different factors on bus patronage, of which the key factors influencing demand in non-metropolitan areas are:

- Increased demand as the population increases (+5.3% demand);
- Reduced demand as car ownership increases, in part offset by an increase in demand due to restrictions in the perceived quality of car use due to factors such as increasing highway congestion (net -3.6% demand); and
- Reduced demand due to increases in bus fares (-2.6% demand).

However, while demand reduced by 3.9% overall across the non-metropolitan areas between 2011/12 and 2016/17, the comparable figure for Warrington was a decline of 35%.

⁴⁴ Trends in English Bus Patronage, KPMG (2018)

Figure 2.43: Changes in Bus Journeys in Non-Metropolitan Areas by Demand Driver (2011/12-2016/17)



Source: Trends in English Bus Patronage, KPMG (2018)

To examine the causes of the substantial difference in level of decline between Warrington and the non-metropolitan areas overall, performance against the key factors identified by KPMG has been examined. In addition, changes to bus mileage and levels of Local Transport Authority expenditure have also been considered.

Population growth estimates shown in Section 2.8 indicated that while between 2011 and 2019 there was 6% growth in England over this period, growth in Warrington was 4%.⁴⁵ Therefore, population growth has been lower than the average for England.

As outlined in Section 0, one of the most significant challenges facing the borough is the dependency on car travel, exacerbated by the nature of New Town development. Indeed, the 2011 census indicated that only 19% of Warrington's households had no car or van available, relative to 26% for England as a whole.⁴⁶ Therefore, car ownership is higher than the average for England.

Section 2.3 showed that the average cost for day tickets and weekly tickets were much higher in Warrington, compared with the average for shire towns. Therefore, fares in Warrington are relatively expensive when compared to similar areas.

DfT data on bus vehicle miles indicate the following change between 2013/14 and 2018/19:

- Warrington: -27% commercial mileage, little change in tendered mileage and -25% mileage overall.
- Non-metropolitan areas: +1% commercial mileage, -47% tendered mileage and -10% mileage overall.

⁴⁵ 2011 Census and 2019 Mid-year Population Estimates

⁴⁶ 2011 Census

Therefore, while WBC has managed to retain a similar level of tendered mileage, the loss of over a quarter of the commercial mileage has resulted in a considerably higher reduction in bus vehicle miles than in other non-metropolitan areas.

Over the decade from 2008/09 to 2018/19, MHCLG figures indicate that combined expenditure on support to bus operators and concessionary reimbursement in the non-metropolitan areas has fallen by 17%, whereas WBC's support has fallen by 29%, largely as a result of reduced support to local bus operators. Taken in conjunction with the lack of change in tendered mileage, this suggests that WBC has been successful in identifying efficiencies, but it is apparent that the reduction in WBC's expenditure is higher than in other non-metropolitan areas.

It is clear that in all cases above, the negative impact on bus patronage in Warrington will be greater than the average. However, across England there are places that have bucked the national trend and achieved significant growth in bus patronage in recent years.

Table 2.29 shows the top ten local authorities that have achieved growth in bus passenger journeys per person over the last decade. Bristol experienced the highest growth over the period (30%), followed by Reading (27%) and Wokingham (23%). Warrington had the lowest growth of all local authorities over this period, with a reduction of -52% in passenger journeys per person.

Table 2.29: Top 10 Local Authorities (Excluding London) – Percentage Change in Passenger Journeys Per Person (2009/10 - 2019/20)

Rank	Local Authority	% Change in Passenger Journeys per head (2009/10 - 2019/20)
1	Bristol, City of	+30%
2	Reading	+27%
3	Wokingham	+23%
4	Thurrock	+18%
5	West Berkshire	+13%
6	North Somerset	+12%
7	Poole	+12%
8	Brighton and Hove	+9%
9	Oxfordshire	+6%
10	South Gloucestershire	+6%

Source: DfT Bus Statistics (Table BUS0110a)

Table 2.30 shows the top local authorities for bus passenger journeys per person in 2019/20. Brighton and Hove had the highest number of passenger journeys per person in 2019/20 (167.2), followed by Reading (137.5) and Nottingham (131.2). In comparison, the average for Warrington was 25.9 bus journeys per person.

Table 2.30: Top 10 Local Authorities (Excluding London) – Passenger Journeys Per Person (2019/20)

Rank	Local Authority	Passenger Journeys per Person (2019/20)
1	Brighton and Hove	167.2
2	Reading	137.5
3	Nottingham	131.2
4	Tyne and Wear ITA	93.0
5	Bristol, City of	87.0
6	West Midlands ITA	84.2
7	Southampton	80.5
8	Kingston upon Hull, City of	80.2
9	Bournemouth	78.1
10	Leicester	73.7

Source: DfT Bus Statistics (Table BUS0110a)

Table 2.31 shows the local authorities outside of London that had the highest mode share for journeys to work by bus, minibus or coach in 2011. The proportion commuting by bus was highest in Manchester (23%), followed by Nottingham (21%) and Liverpool (20%), which compares to 5% in Warrington.

Table 2.31: Top 10 Local Authorities (Excluding London) Journey to Work Bus, Minibus or Coach Mode Share (2011)

Rank	Local Authority	Bus Mode Share
1	Manchester	23%
2	Nottingham	21%
3	Liverpool	20%
4	Newcastle upon Tyne	19%
5	Birmingham	18%
6	Oxford	17%
7	Gateshead	16%
8	Leeds	15%
9	Sheffield	15%
10	Brighton and Hove	15%

Source: Census 2011. N.B. Table excludes those not in employment and those who work mainly at or from home.

The previous tables have identified areas where buses have been successful, whether through growth in patronage, high rates of bus journeys per person or strong bus modal share. The following case studies examine some of these areas to identify reasons why they might have been successful.

Brighton & Hove

Brighton and Hove has the highest bus use per head in England outside of London, with 167 journeys per person made in 2019-2020, which is a 9% increase since 2009/10.

Brighton and Hove City Council has worked closely in partnership with local operators to achieve common goals. Within the partnership, the council has focused on bus priority measures, improved passenger waiting areas and RTPI displays. The operators have

improved frequency, value for money fares and tickets, invested in new buses and improved customer training and marketing.

Bristol

Between 2009/10 and 2019/20, Bristol had the highest growth in passenger journey, increasing by 30% to 87 bus journeys per person.

Bristol's Metrobus is a rapid transit system that began operations in 2018. The system comprises of three limited-stop routes in the Bristol urban area that use bus lanes and segregated busways. There are 90 metrobus stops with new high-profile shelters and 'iPoints' that provide real-time information and sell tickets. The network uses new low-emission buses in clear, recognisable livery and all ticket sales take place off-bus to facilitate quick boarding. Minimum frequencies and maximum fares are specified. The system has helped to tackle poor public transport links in South Bristol, long journey times and high car use.

Reading

In 2019/20, Reading had the second highest bus passenger journey per person (137.5) and the second highest growth over the last decade (27%) of English local authorities excluding London.

As with Warrington, the main bus operator in Reading is municipally owned. Reading Buses has one of the youngest and most environmentally friendly fleets in the UK. Having secured funding through the Government's Local Growth Fund, in 2021 Reading Buses concluded delivery of technological upgrade including new bus departure screens, an upgrade to the back-office system and an improved online shop which will bring improvements to RTPI.⁴⁷ In the Autumn 2019 Transport Focus Bus Passenger Survey, Reading Buses scored 92% for passenger satisfaction.⁴⁸

Key Findings of Relevance to Warrington BSIP

- Key factors that influence bus demand in non-metropolitan areas are population, car ownership / usage and bus fares.
- Considering these factors alongside changes to bus mileage and Local Transport Authority expenditure, the negative impact on bus patronage in Warrington would be expected to be greater than the average.
- Despite the national decline in bus patronage, some areas such as Brighton & Hove, Bristol and Reading have achieved growth in patronage, high rates of bus journeys per person and strong bus modal share.
- This has been achieved through close partnership between local authorities and bus operators, measures to improve bus reliability, improved frequency, value for money fares, high quality bus fleet and improved passenger waiting areas.

⁴⁷ <https://www.inyourarea.co.uk/news/reading-buses-set-for-future-with-1-5m-upgrade/>

⁴⁸ Bus Passenger Survey Autumn 2019, Transport Focus (2019)

3. Headline Targets

Targets for improvement should be covered in this section. Each section should include an explanation of how and why these targets were chosen and what the percentage increase is on existing performance. The key here is that these targets should be assessed using existing available data or data that the partnership has or can compile. It is also vital to think about clear objectives and how success will be judged and explain your thinking here.

The following section sets out targets for improvements to be delivered through the BSIP, as well as an explanation of how and why these targets were chosen. It will also explain how progress against targets will be measured and how success will be judged.

Each BSIP must set targets for:

- Passenger numbers;
- Bus journey times;
- Punctuality; and
- Passenger satisfaction.

Against baseline figures for 2018/19 and 2019/20, targets should be set for each indicator for 2024/25 and 2029/30, with progress towards these targets reported every six months.

3.1 Policy Fit

To ensure that the BSIP is consistent with the strategic aspirations of Warrington and the wider region, a review of relevant policy documents was undertaken. As shown in Figure 3.1, key documents from a regional and local level were reviewed covering transport, growth and the environment. The following section summarises the policy fit, however further detail of the review can be found in Appendix A.

Figure 3.1: Key Regional and Local Policy Documents



Within the wider region, Cheshire and Warrington LEP determines economic priorities and leads growth and job creation. The LEP’s Strategic Economic Plan (SEP)⁴⁹ sets out the ambition for growth in Cheshire and Warrington, which aims to growth the regional

⁴⁹ Strategic Economic Plan - Cheshire and Warrington Matters, Cheshire & Warrington LEP (2017)

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 BSIP will support the SEP's transport and connectivity objectives.

C&W LEP, in conjunction with its local authority partners, has developed a bus strategy that will support its long-term economic growth ambitions.⁵⁰ 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 should be developed. The Warrington BSIP is 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 Plan⁵¹ 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 mode share for bus to 15% in 2041.

The policies outlined in the Plan 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 highways measures and parking demand management.

As outlined in Section 2.8, 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.⁵² Enhanced public transport provision, which will be delivered through the BSIP, will be essential to ensure that development is delivered sustainably.

The policy review has shown that the BSIP is aligned with existing goals for Warrington, both locally and within the wider 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 BSIP will contribute to developing a resilient and efficient transport network that supports Warrington's economic and growth aspirations.

3.2 Targets for Journey Times and Reliability Improvements

Background:

In order to provide bus services that are both attractive to passengers and efficient for operators to run, action will be required to address deteriorating bus journey times and

⁵⁰ Cheshire & Warrington Bus Strategy, Steer on behalf of Cheshire & Warrington LEP (2021)

⁵¹ Warrington Fourth Local Transport Plan, WBC (2019)

⁵² Warrington Updated Proposed Submission Version Local Plan 2021-2038, WBC (2021)

journey time reliability. As set out in Section 2, there has been an increasing trend in the number of vehicle miles in Warrington, although this reduced during the COVID-19 pandemic. Therefore, steps will need to be taken to address this increase in traffic, and to mitigate the impacts on bus operations, with the BSIP setting out proposals for:

- Increased provision of bus priority measures;
- Introduction of traffic signal priority for late running buses;
- Increased bus lane enforcement;
- A potential network of BRT routes;
- Partnership working with operators on a Punctuality Improvement Plan (PIP); and
- A review of parking control interventions, including a Workplace Parking Levy.

More details of these proposals are provided in the Section 4.

Baseline:

Based on operator information for 2018/19, the baseline figures are as follows:

- Journey times, measured on the basis of average speed: 21.2 kph.
- Reliability, measured on the basis of start time adherence: 85.9%.

At the time of writing, no figures were available for 2019/20. The journey time baseline has been calculated by dividing scheduled mileage by scheduled time for operated services covering WOB's services, which represent approximately 83% of mileage in the borough. The reliability baseline has been calculated on the basis of the Traffic Commissioners' window of tolerance of 1 minute early to 5 minutes 59 seconds late covering WOB and Arriva's operations, which represent approximately 97% of mileage in the borough. In both cases, the baseline figures represent passenger-weighted averages.

Targets:

The targets for 2024/25 and for 2029/30 are as follows:

- Journey times: 21.2 kph in both 2024/25 and 2029/30, representing no change from the 2018/19 baseline.
- Reliability: 88.8% in 2024/25, a 2.9 percentage point or 3.4% improvement from the 2018/19 baseline; and
- Reliability: 91.6% in 2029/30, a 5.7 percentage point or 6.7% improvement from the 2018/19 baseline.

In the context of the emergence from the COVID-19 pandemic and the lack of clarity concerning the potential for permanent changes in travel behaviour, it was not considered appropriate to apply forecasting techniques to derive target figures for any of the BSIP indicators, because the scale of change due to the BSIP will be smaller than the level of uncertainty due to COVID-19. Therefore, the targets have been derived as follows:

- Journey times: no change in speed in 2022/23, as traffic returns to 2018/19 levels. In subsequent years, we will use bus priority and traffic signal priority to minimise the

impacts of congestion on buses and will use the PIP to identify where future interventions may be required. Therefore, we have set the challenging target of retaining current bus speeds over the period to 2024/25 and to 2029/30, although the possible introduction of parking control measures and BRT infrastructure may enable us to deliver speed improvements in later years.

- Reliability: a 1 percentage point increase each year due to actions taken through the PIP, with a 3 percentage point improvement assumed for routes where bus priority is introduced, capped at 95%.

We will revisit these targets in advance of next year’s BSIP when we assume that some of the longer-term impacts of COVID-19 on travel patterns will be better understood. We will also seek to extend the calculation of baseline figures to cover more operators.

Potential Indicators:

Data	Data Source	Frequency
Scheduled mileage	Operators	Ongoing
Scheduled hours	Operators	Ongoing
Timetable compliance	Operators	Ongoing

3.3 Targets for Passenger Growth

Background:

A key target for the BSIP will be increased passenger growth. It is proposed that the target for passenger numbers is informed by the aspiration in Warrington’s LTP4 to increase the mode share for travel to work by bus from 5.6% in 2011 to 15% in 2041.

However, with patronage currently around two-thirds of its pre-pandemic level, operators have also indicated that improvements of this type will be dependent on ongoing financial support beyond April 2022, whether directly from Government, or from the Council as part of the award of funding to deliver the BSIP.

Even with this funding, there are commercial services that are known to have been unprofitable prior to the pandemic, and it is possible that operators may seek to withdraw some of these services once Bus Recovery Funding ends on 31 March 2022. Therefore, the BSIP needs to be pragmatic in seeking to stabilise historic decline and assisting with post-COVID recovery, before growth in patronage is targeted in later years.

The trajectory towards this target will be informed by:

- The anticipated speed of passenger recovery post-pandemic;
- The work programme adopted by the Council in delivering (subject to funding) improvements through the BSIP;
- Other Council initiatives such as ZEBRA funding (see Section 4.4), the First and Last Mile Transport Masterplan, the Local Cycling and Walking Infrastructure Plan (LCWIP), the Bus Priority and Mass Transit study, and the Town Deal; and
- Progress in delivering housing and employment growth through the Local Plan.

Baseline:

DfT bus statistics (table BUS0109a) indicate passenger journeys on local bus services in Warrington of 5,579,800 in 2018/19 and 5,589,804 in 2019/20.

Targets:

The targets, relative to the 2018/19 baseline, for 2024/25 and for 2029/30 are as follows:

- 6% passenger growth to 2024/25; and
- 18% passenger growth to 2029/30.

These targets build upon those set out in our ZEBRA bid, namely:

- Year 3: 5% growth
- Year 4: 2.5% growth
- Year 5: 0.5% growth
- Subsequent years: 1% growth a year, accounting for the start of parking control interventions by WBC (see section 4.6).

The growth figures for years 3-5 have only been applied to WOB, because it will only be WOB's fleet that is replaced. On top of this, we have assumed an additional 1% growth a year as a result of the BSIP from 2024/25, with the expectation that by the end of 2021/22, patronage will have returned to 80% of pre-COVID-19 levels, with steps taken through the BSIP in 2022/23 returning levels to 100% by the end of the year. The steps taken to calculate the targets are shown in Table 3.1.

Table 3.1: Patronage Target Calculations

Year	Base Pax Level	ZEBRA Growth		Other BSIP Growth	Overall Pax Level
		Growth	WOB %		
2021/22	80%	-	-	-	80%
2022/23	100%	-	-	-	100%
2023/24	100%	-	-	1%	101%
2024/25	100%	5%	83%	1%	106%
2025/26	100%	2.5%	83%	1%	109%
2026/27	100%	0.5%	83%	1%	111%
2027/28	100%	1%	-	1%	113%
2028/29	100%	1%	-	1%	116%
2029/30	100%	1%	-	1%	118%

We will revisit the targets next year, when there is greater certainty regarding the level of recovery post-COVID-19. We will also seek to build in the expected impacts of delivery of the updated Local Plan once this has been finalised following consultation.

Potential Indicators:

Data	Data Source	Frequency
Patronage data	Operators	Ongoing
Passenger journeys on local bus services in Warrington	DfT	Annual
Older and disabled concessionary passenger journeys on local bus services in Warrington	DfT	Annual
Census journey to work data	Office of National Statistics (ONS)	Ten Years

3.4 Targets for Customer Satisfaction

Background:

Improved customer satisfaction must be the focus of all steps taken through the BSIP if bus is to represent an attractive alternative to car use. Therefore, it will be important to monitor progress against this target and, should the expected improvement in satisfaction not occur, this would trigger a need for an in-depth review of customers' views on the steps taken to date and any requirement for action beyond this if increased satisfaction is to be achieved.

Baseline:

Although public consultation was carried out in 2021 to inform this BSIP, the sample size was too small to provide a reliable baseline customer satisfaction figure. Therefore, and noting that they are intending to change their methodology, we have used the Transport Focus Bus Passenger Surveys to set our baseline. These surveys indicated 93% satisfaction with WOB in 2018 and 86% in 2019. However, we intend to change our approach to future consultation, in order to increase the number of consultation responses, which will help to inform subsequent BSIPs and to allow progress against the target to be monitored.

Targets:

Relative to the Transport Focus Bus Passenger Survey results, we have set the following target:

- 90% satisfaction in 2024/25, a 4 percentage point or 5% improvement from the 2019 baseline.

We will reconsider this target next year, and set a longer term target for 2029/30, especially if a larger response to the public consultation can be obtained.

Potential Indicators:

Data	Data Source	Frequency
BSIP public consultation	WBC	Annual, or as required
Transport Focus Bus Passenger Surveys	Transport Focus	Annual to 2019, may return in 2022, but with a different methodology

3.5 Assessing Success

Although we have set a number of interim targets this year, against which we can monitor progress in returning demand to pre-pandemic levels and stabilising historic decline prior to the delivery of patronage growth, we will judge long term success relative to our LTP4 target of almost trebling the bus journey to work mode share from 5.6% in 2011 to 15% in 2041, given that it is this level of mode transfer that will be required to accommodate proposed housing and employment growth.

Therefore, in developing revised BSIP targets for 2023/24, we will consider:

- The extent to which bus patronage is likely to have returned to pre-pandemic levels by the end of 2022/23;
- The level of travel growth likely to result from the increased levels of housing and employment envisaged by the updated Local Plan, once this has been finalised; and
- The level of BSIP funding awarded to WBC for 2022/23 and the likely future levels of BSIP funding.

On the basis of the above, we will calculate the trajectory towards a 15% bus journey to work mode share by 2041 and will identify the extent to which the interventions included in this BSIP will deliver the trajectory or whether further interventions may be required, noting that delivery will in part be dependent on the availability of sufficient funding. Therefore, through our next BSIP, we will assess success relative to our ability to achieve the required trajectory towards the LTP4 15% bus journey to work mode share.

4. Delivery

This is the main body of the BSIP. Its purpose is to explain how the requirements set out in the Strategy are to be delivered. Many factors and interventions by the LTA and local bus operators will influence and contribute to delivering outcomes. The purpose of this section is for the BSIP to set out detailed policies in each of the areas, explain delivery in more detail and how they each will work together to improve local bus services. The BSIP should contain a separate section on each as set out earlier in this guidance (paragraph references are given for ease).

The following sections explain how the requirements set out in the National Bus Strategy will be delivered through the BSIP. Proposed actions in each of the areas identified for improvement are explained in more detail, including how they will be delivered and how they will work with each other to improve local bus services. The sections used match those used in the Overview Table in Section 6, namely:

- Section 4.1: More frequent and reliable services
 - Review service frequency
 - Increase bus priority measures
 - Increase demand responsive services
 - Consideration of bus rapid transport networks
- Section 4.2: Improvements to planning / integration with other modes
 - Integrate services with other transport modes
 - Simplify services
 - Review socially necessary services
 - Invest in Superbus networks
- Section 4.3: Improvements to fares and ticketing
 - Lower fares
 - Simplify fares
 - Integrate ticketing between operators and transport
- Section 4.4: Higher specification buses
 - Invest in improved bus specifications
 - Invest in accessible and inclusive bus services
 - Protect personal safety of bus passengers
 - Improve buses for tourists
 - Invest in decarbonisation
- Section 4.5: Improvements to passenger engagement
 - Passenger charter
 - Strengthen network identity
 - Improve bus information
- Section 4.6: Other interventions

4.1 More Frequent and Reliable Services

Review Service Frequency

The public consultation rated improved service levels as the most important intervention, with around half of respondents rating frequencies as poor or very poor, and over half responding that frequencies should be improved in the evenings, on Saturdays and on Sundays. This concurs with the views set out by Government in the National Bus Strategy.

We have held discussions with operators about potential improvements to service levels, including the likely costs of doubling evening services on weekdays and Saturdays, and also doubling all Sunday services. In addition, some operators have identified a need to strengthen service provision in parts of the borough, which also concurs with the findings from the public consultation.

We will also seek to increase the availability of rural Monday to Saturday services to further improve coverage and enhance the use of bus services in areas with low frequencies / no service, including in the South and East of the Borough.

A further area of concern is the need to maintain cross-boundary routes and to strengthen these where possible, given that travel to work catchments do not adhere to authority boundaries. An example of this is Go North West's service 100, operating between Warrington and Manchester via the Trafford Centre. A half-hourly service is provided towards Warrington, but half of these departures turn at Hollins Green, rather than extending to the town centre. Therefore, we will discuss with operators whether issues such as this could be addressed, supported by joint ticketing to improve the offer.

We have also regularly discussed the role of cross-boundary routes with Cheshire East, Cheshire West & Chester, Halton, Liverpool City Region and Transport for Greater Manchester (TfGM), and conversations will continue over the coming year, with further details of our joint intentions for these services to be published in next year's BSIP.

Conversations have been held with operators around the potential to provide more attractive links to key trip attractors, whilst also addressing issues of low pre-pandemic profitability on certain services, again to be supported by the adoption of joint ticketing. In addition, discussions have been held around increasing the number of services that provide a direct link to employment zones and medical centres, including the hospital.

However, it is not anticipated that the increase in patronage from these improvements would cover costs, at least not in the short term. Therefore, we will discuss with operators the phasing of service enhancements in relation to the introduction of other interventions, such as the A49 Triangle bus priority measures (see below), and we have started discussions with operators about where revenue funding may be required to deliver improvements to cover initial reductions in profitability. We will request funding from DfT to part-cover losses incurred by operators during the ramp-up period and will ask operators to bid for a share of this pot, with funding allocated to operators whose proposals best meet the needs set out in this BSIP.

We will also request funding from DfT to cover ongoing reductions in operator profitability due to the impacts of COVID-19, noting that payment of Bus Recovery Grant will cease in April 2022. Therefore, we have taken into account the anticipated trajectory back to 100% of

pre-pandemic patronage as set out in the preceding chapter when calculating this requirement, but have also included an allowance for funding in years 2 and 3 in case this trajectory is not achieved. The additional funding would not be claimed if the return to full patronage occurs quicker, and we can confirm our expectation that these payments will be time limited.

As set out in Section 2, the Local Plan envisages provision of 14,688 new homes and 316 hectares of employment land, so future BSIPs must consider a phased approach to providing these new developments with bus services that offer an attractive alternative to the car. We intend to work with operators to identify gaps in the network, both current and future, and conduct network reviews to identify service enhancements that could fill these gaps. Such reviews would also consider the role of BRT, demand responsive services, as well as WBC's kick-start funding of socially necessary services in conjunction with Section 106 agreements.

However, while we acknowledge that bus services need to change over time, reflecting changes in population and employment levels, as well as changes in travel behaviour, excessive service changes can be confusing for passengers. Therefore, we will set out, in our Enhanced Partnership, a limited number of service change dates per year, thereby making this a condition of service on operators' service registrations with the Traffic Commissioner.

In the first year, we expect some improvements in evening and weekend service levels to be introduced by operators, as well as improvements to rural Monday to Saturday services, strengthened cross-boundary service provision and more attractive links to key trip attractors. We will introduce a network review process that identifies both current and future gaps in the network and will discuss with operators how these gaps can be filled. We will also continue to develop our plans for a future network of rapid transit routes. A maximum number of service change dates per year will become a condition of service through our Enhanced Partnership.

In our funding template that accompanies this BSIP, we have set out estimates of the costs associated with delivery of each aspect, with the cost lines for this aspect broken down as follows:

- Service improvements unreimbursed (operator revenue risk);
- Service improvements reimbursed (BSIP revenue funding);
- Rural service improvements reimbursed (BSIP revenue funding);
- Other service funding required to cover COVID-19-related shortfalls in profitability (BSIP revenue funding);
- Network review programme (Department for Levelling Up, Housing and Communities (DLUHC) revenue funding);
- Tender support (DLUHC revenue funding); and
- LTA BSOG payments (DfT other revenue funding).

Increase Bus Priority Measures

In order to make buses an attractive alternative to car travel and increase bus mode share, buses must be faster and more reliable. The National Bus Strategy identifies that there should be a significant increase in bus priority to achieve this.

Although the public consultation suggested that journey time reliability should be a secondary consideration after frequency and fares, provision of bus priority measures – and other interventions funded by Government through the BSIP process – could support a phased approach to service and fare improvements, with operators reinvesting consequent revenue increases and cost reductions. Therefore, provision of bus priority has been considered a primary theme in Warrington's BSIP.

As part of Warrington's Town Deal (£23.1m), WBC is currently preparing business cases for seven transformational projects, including a Sustainable Travel Programme. This includes a £1.4m scheme to improve bus priority on the A49 Wilderspool Causeway, which is a major artery into the town centre from south Warrington and the M56. On an average weekday, approximately 180 buses utilise this route (two-way). However, AM and PM peak congestion causes bus journey time reliability issues, which are compounded by regular Manchester Ship Canal bridge swings.

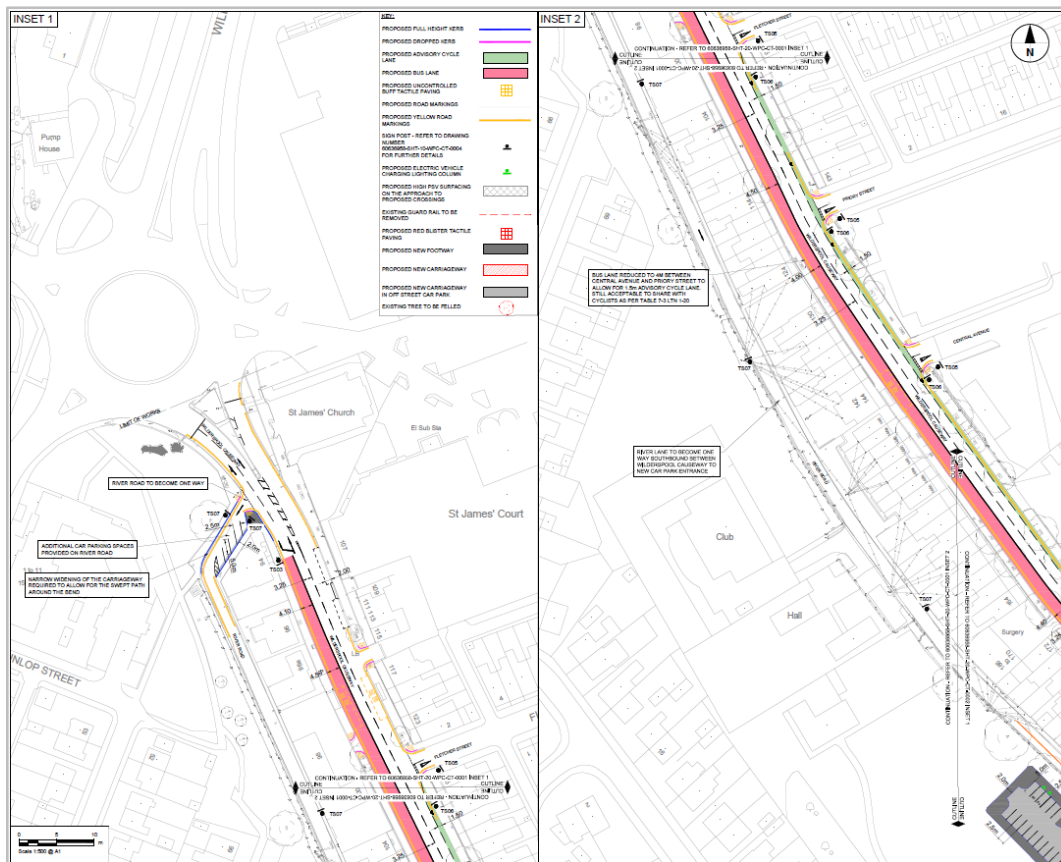
A northbound bus lane currently operates in the AM and PM peaks, but a southbound bus lane is also required that will reduce bus journey times throughout the day and will be particularly valuable when a bridge swing occurs, because it will allow buses to be close to the front of the queue of traffic, which builds up during the bridge swing and typically lasts for around 10-11 minutes. This bus priority scheme is also aimed at improving conditions for cyclists and pedestrians.

The scheme identified for delivery includes:

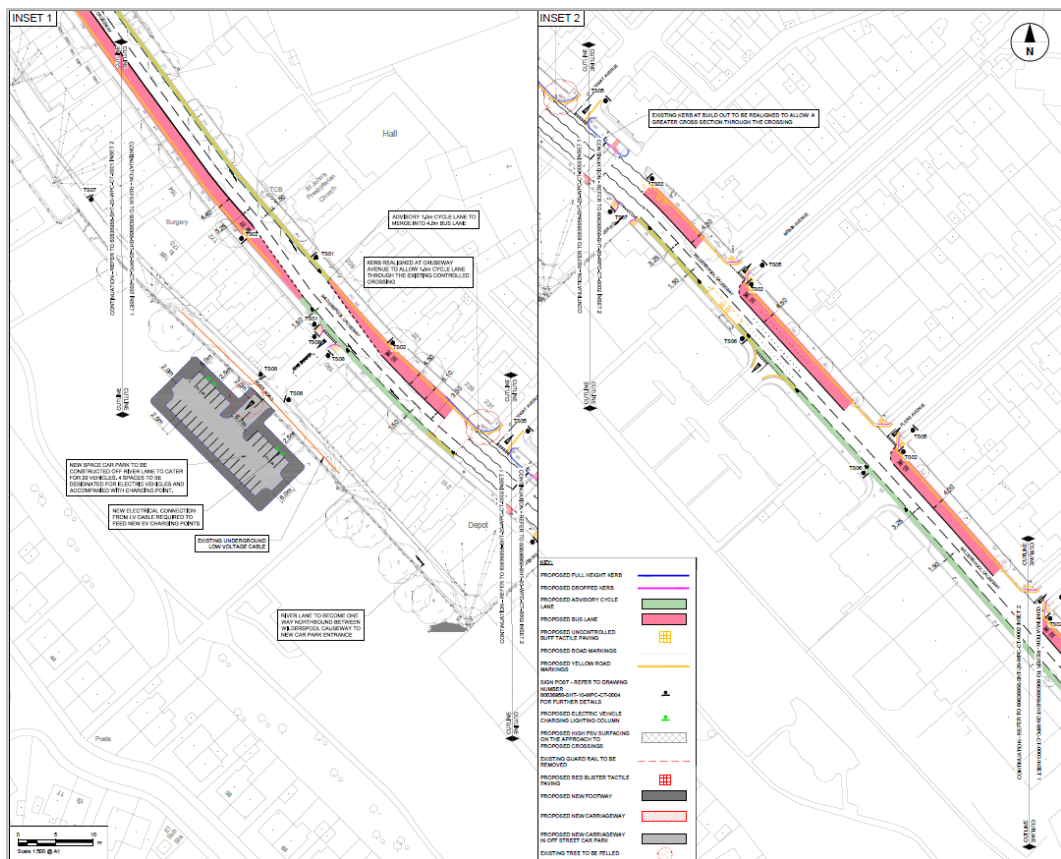
- A new section of southbound bus lane;
- A review of bus lane operating hours;
- New north-south cycle lane provision;
- Enhanced east-west pedestrian crossing provision; and
- New parking provision to accommodate displaced residential parking.

Drawings from the scheme are shown in Figure 4.1.

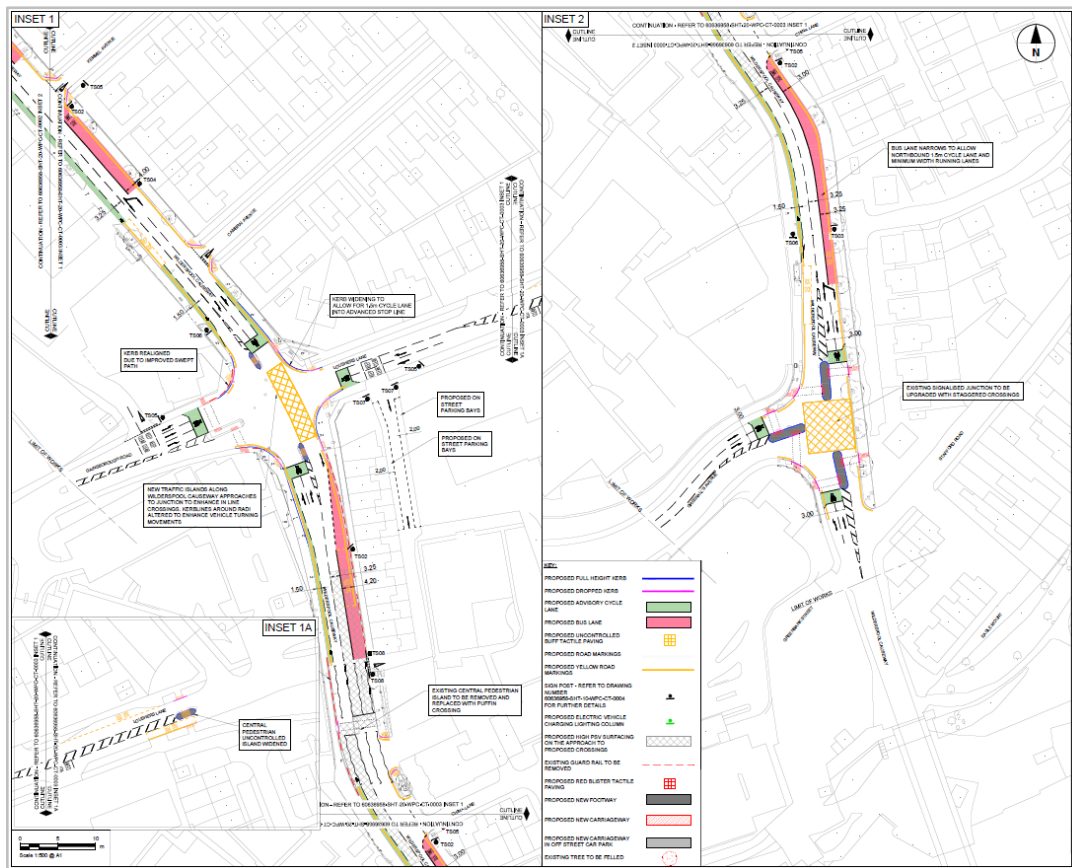
Figure 4.1: Drawings of Proposed Wilderspool Causeway Bus Priority Scheme Northern Section



Central Section



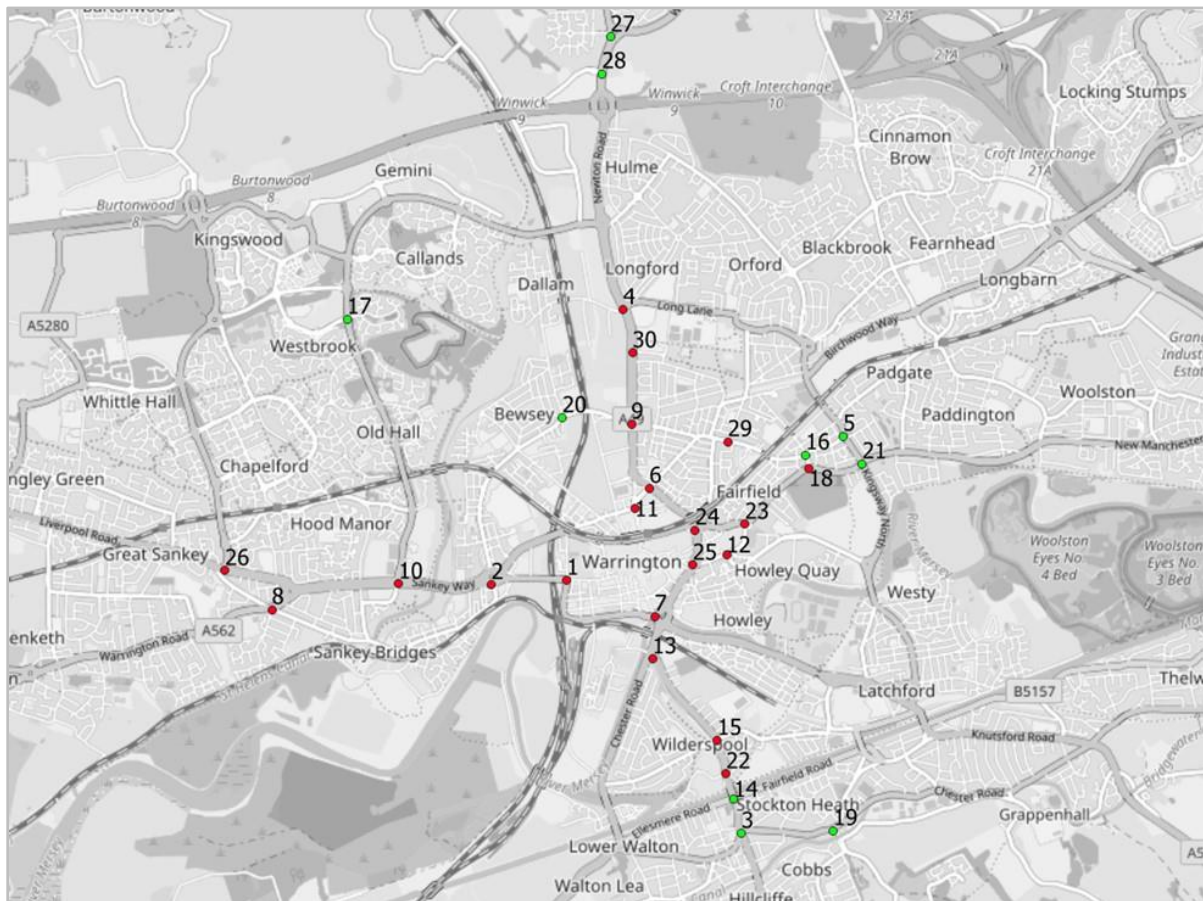
Southern Section



Considerable work has also been undertaken on potential interventions through the Warrington Mass Transit and Bus Priority Study⁵³, building on the commitment in LTP4 to develop a network of mass transit corridors. Based on a review of congestion data, forecast future changes in journey times and operator feedback, this work identified thirty locations where bus priority might be required, as shown in Figure 4.2.

⁵³ Warrington Mass Transit and Bus Priority Transit Study, AECOM (2020)

Figure 4.2: Thirty Potential Locations for Bus Priority



Source: Warrington Mass Transit and Bus Priority Study, AECOM (2021)

Following this review, three locations, as shown in Figure 4.3, and described below were selected for early intervention:

A49 Triangle

- A49 Winwick Road / Winwick Road: widen the existing bus gate to allow two-way bus movements (site 9).
- A49 Winwick Road / Pinners Brow: eastbound bus gate on Pinners Brow and an additional lane on the approach to the junction (site 6).
- Winwick Street / Tanners Lane: widening of Winwick Street to allow both northbound and southbound bus lanes (site 11).

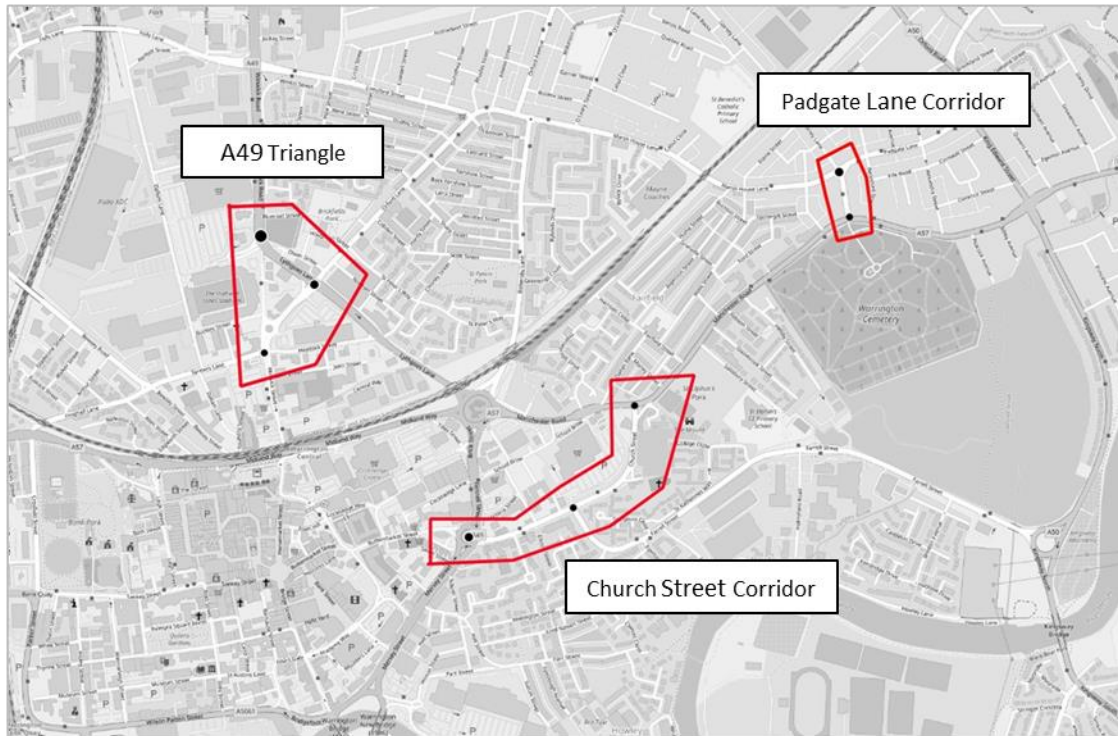
Church Street Corridor

- Church Street / Sainsbury's access: splitting all pedestrian crossings into two parts, removing the need for an 'all red' traffic stage (site 12).
- Church Street / A57 Manchester Road: bus-only lane from A57 Manchester Road to Church Street, with a straight ahead lane reallocated to left turn for all traffic (site 23).

Padgate Lane Corridor

- Padgate Lane / Gorse Lane: left turn bus-only lane from Padgate Lane, with carriageway widening to extend the bus lane back to Beresford Street (site 16).

Figure 4.3: Top Three Locations for Delivery of Early Bus Priority

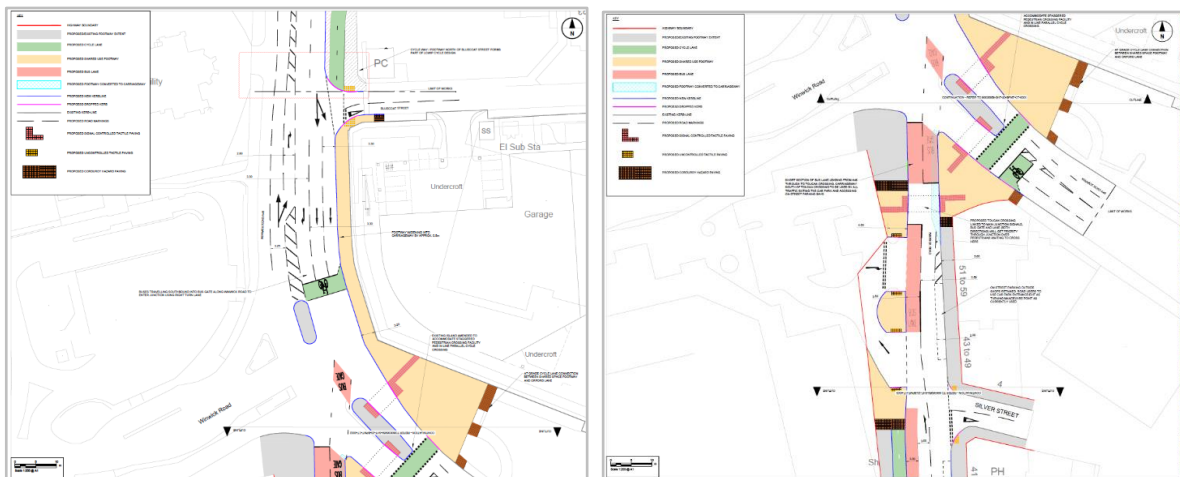


Source: Warrington Mass Transit and Bus Priority Study, AECOM (2021)

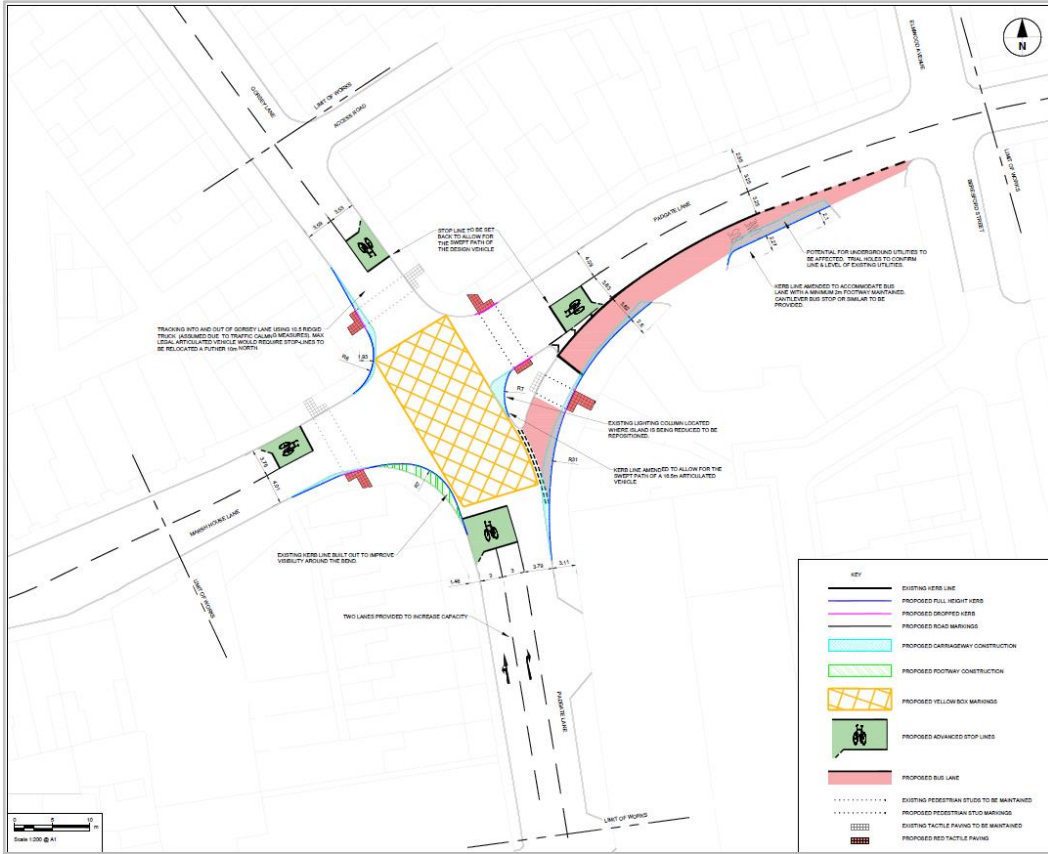
These schemes were worked up in further detail and drawings for the schemes are shown in Figure 4.4.

Figure 4.4: Warrington Early Intervention Priority Bus Schemes

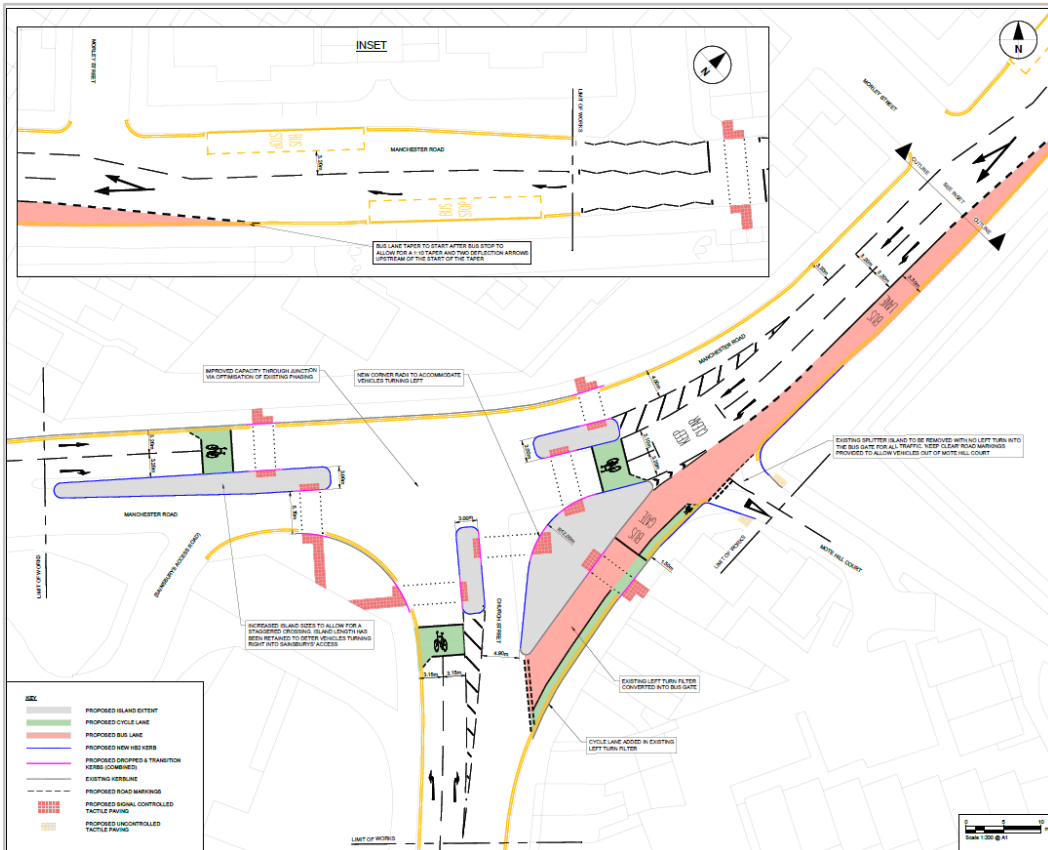
A49 Winwick Road / Tesco / Pinners Brow (A49 Triangle) – Concept Design



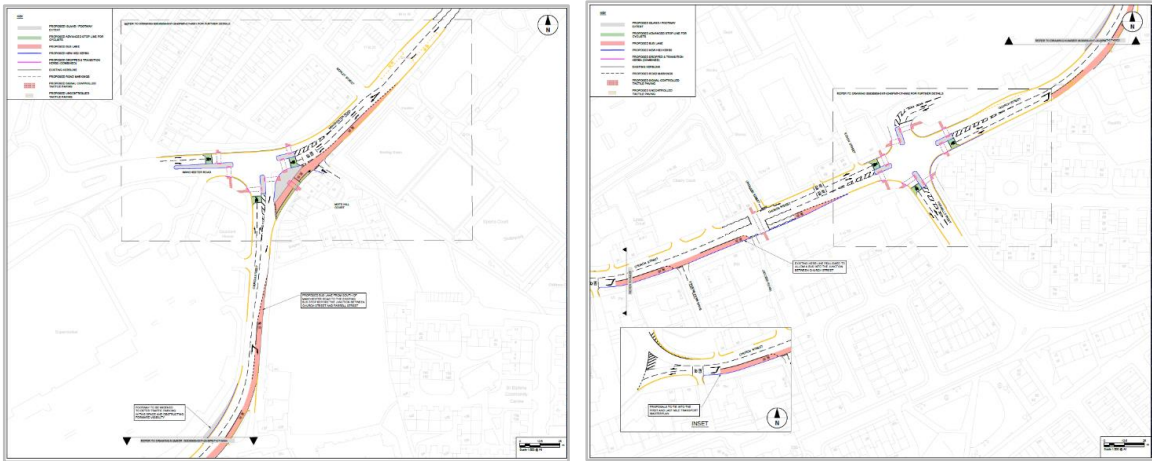
Padgate Lane Corridor – Concept Design



A57 Manchester Road / Church Street (Church Street Corridor) – Concept Design



Church Street Corridor – Concept Design



In addition to these three locations, it was identified that potential interventions may be required in the following locations:

- A49 north, and especially the A49 Winwick Road / A50 Long Lane / Hawleys Lane junction (site 4);
- Cockhedge Green junction (site 24);
- A50 Knutsford Road / A56 Stockport Road junction; and
- A574 Cromwell Avenue / Canons Road junction.

Subject to receipt of funding through the BSIP process, it is intended that delivery of the A49 Triangle scheme commences during the first year, with other schemes to be investigated further and programmed for subsequent years. In prioritising potential schemes, conversations would be held with operators about the likely impact on their businesses. For example, WOB has indicated that bus priority measures on the A49 Winwick Road, including the A49 Triangle scheme, could allow them to save two vehicles, with consequent cost savings to be used to deliver reduced and simplified fares.

In support of these priority measures, a programme will be developed for delivery of other measures in subsequent years, such as traffic signal priority for late running buses, bus gates, side road closures, bus stop locations and spacing, and a review of loading / unloading and signage.

We will also assess how to enhance levels of bus lane enforcement, such that the benefits of an increased level of bus priority can be fully realised. In addition, we will consider the role that WBC can play in overseeing the impact of roadworks on bus operations. In particular, we will improve bilateral communication with operators about roadworks, including their start date, likely duration and the potential impact on bus services.

However, we would expect operators to play their part, and will work in partnership to develop a PIP that sets out not only WBC's role in providing and enforcing bus priority, but also operators' roles in terms of realistic timetabling, increased real time service management, the provision of sufficient drivers (subject to the current backlog in Driver and Vehicle Standards Agency (DVSA) driver testing being resolved) and appropriate levels of vehicle maintenance.

In the first year, we will commence delivery of bus priority measures in the A49 Triangle. We will also commence delivery of the Town Deal proposals for improved bus priority on the A49 Wilderspool Causeway.

A programme will be developed for delivery of other bus priority proposals in subsequent years. Types of measures to be considered will include traffic signal priority, bus gates, side road closures, bus stop locations and spacing, and a review of loading / unloading and signage. We will also develop a PIP that sets out WBC's and operators' roles in enabling the provision of punctual bus services.

In the accompanying BSIP funding template, we have included the following cost lines:

- Wilderspool Causeway infrastructure (DLUHC capital funding);
- A49 triangle infrastructure (BSIP capital funding);
- Church Street infrastructure (BSIP capital funding);
- Padgate Lane infrastructure (BSIP capital funding);
- Punctuality Improvement Plan hotspots (BSIP capital funding);
- Bus lane camera enforcement (DLUHC capital funding);
- Bus lane enforcement costs (DLUHC revenue funding); and
- WBC delivery costs (BSIP revenue funding).

Increase Demand Responsive Services

In lower-density areas, such as rural areas, and at off-peak times, conventional fixed-route buses cannot always compete in a cost-effective manner with the attractiveness or flexibility of the car. Where services are infrequent or irregular, with long journey times, patronage can be discouraged.

As indicated above in relation to service frequencies, we intend to carry out network reviews in partnership with operators that seek to identify current and future gaps in the network, including the role that demand responsive services may have in filling these gaps. Indeed, our conversations with neighbouring authorities have already highlighted that such services could potentially improve the provision of cross-boundary routes in more rural areas. Therefore, we will publish further details of our joint intentions for these services in a subsequent BSIP.

In the first year, we will introduce a network review process that identifies both current and future gaps in the network. We will discuss with operators how these gaps can be filled, including the role that demand responsive services could play.

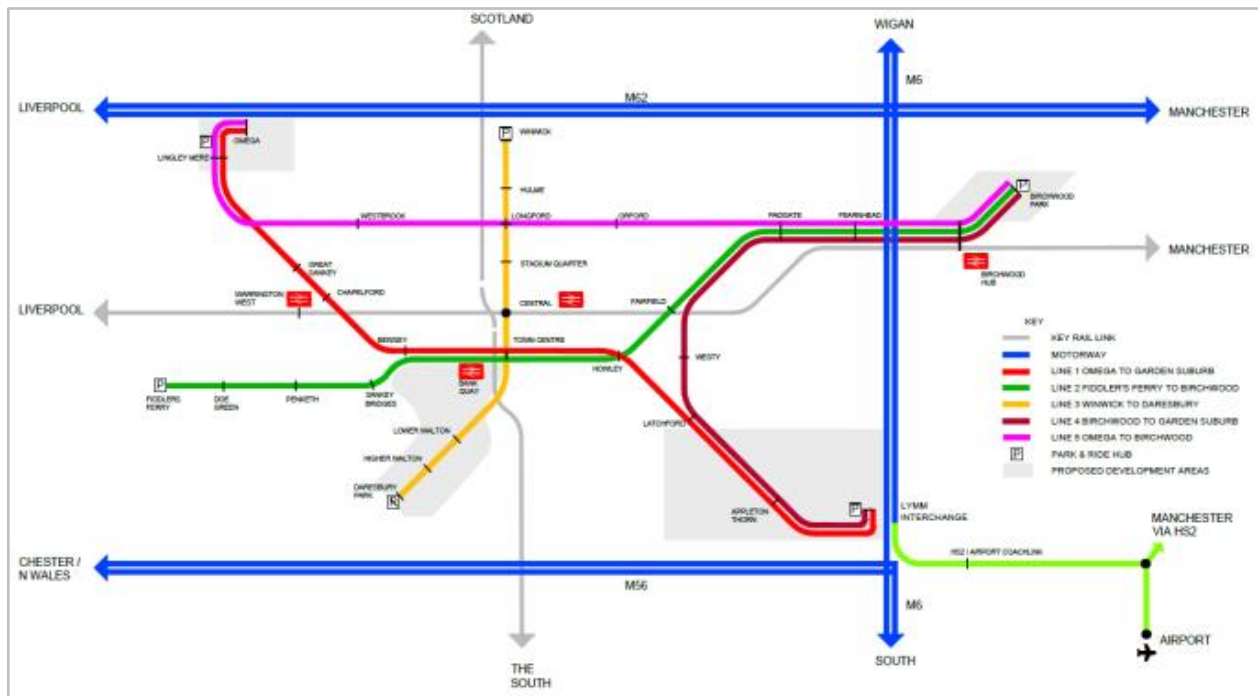
In the accompanying BSIP funding template, we have included the following cost line, as also referred to above in relation to service frequencies:

- Network review programme (DLUHC revenue funding).

Consideration of BRT Networks

We published our fourth LTP (LTP4) in December 2019; this highlighted the role that BRT could play in increasing the mode share of bus and included an indicative long-term network of mass transit routes, as shown in Figure 4.5.

Figure 4.5: Indicative Mass Transit Network



Source: LTP4

While no decision has been taken concerning a preferred mode for these services, whether BRT or light rail / tram, the Warrington Mass Transit and Bus Priority Study is currently refining the definition of potential routes, and this will be considered in parallel with work undertaken through the BSIP process on network reviews, in order to assess the role that BRT may have in delivering these routes.

In the first year, we will finalise the work being undertaken on the Warrington Mass Transit and Bus Priority Study to identify a potential network of mass transit routes. We will also introduce a network review process that identifies both current and future gaps in the network and will discuss with operators how these gaps can be filled, including the role that BRT could play.

In the accompanying BSIP funding template, we have included the following cost line, as also referred to above in relation to service frequencies:

- Network review programme (DLUHC revenue funding).

4.2 Improvements to Planning / Integration with Other Modes

Integrate Services with Other Transport Modes

Bus journeys are not made in isolation and may form part of a journey, which also includes walking, cycling and / or rail travel. The National Bus Strategy states that more bus routes should serve railway stations and integrate with cycling and walking routes, with full information on local bus services to be available at key transport interchanges.

At present, the vast majority of bus services originating or terminating in Warrington do so at the Bus Interchange, which is in close proximity (100m) to Warrington Central Station, where regional rail services can be accessed that stop at local stations to Liverpool, Manchester and Manchester Airport, as well providing access to Norwich via Sheffield, Nottingham and Peterborough. Around six buses per hour operate via Warrington Bank Quay station, where West Coast Main Line (WCML) intercity services can be accessed, as can regional services to Wales, Chester and Leeds. The other local stations in the borough (Birchwood, Padgate, Warrington West and Sankey for Penketh) also have bus services in close proximity.

The above points notwithstanding, the buses serving Warrington Bank Quay only extend to the south and south-east of the borough. There are also aspirations to improve bus service provision to Warrington West station, in particular to link with Omega. These issues have already been considered as part of the Warrington Mass Transit and Bus Priority Study, and there have also been discussions with operators about improvements during the preparation of this BSIP process. We will continue these discussions as part of the network reviews.

However, in addition to improving physical integration between bus and railway services, it is important to demonstrate the linkages between the bus network and walking, cycling and railway routes, as well as links to key attractions. Therefore, and as set out elsewhere in this section, we intend to develop maps that provide passengers with better information on the travel opportunities afforded across the combined active travel and public transport networks, with these maps provided both online and at an increased number of physical locations, improving passengers' understanding of the level of integration.

In the first year, we will finalise the work being undertaken on the Warrington Mass Transit and Bus Priority Study and will introduce a network review process that includes consideration of better integration at railway stations. Network maps will also be updated to include multi-modal linkages, which will be made available via multiple websites as well as at-stop.

In the accompanying BSIP funding template, we have included the following cost lines:

- Network review programme (DLUHC revenue funding), as also referred to in relation to service frequencies;
- Network map covers all operators unreimbursed (operator revenue funding), as also referred to in relation to bus information;
- Network map covers all operators LTA costs (DLUHC revenue funding), as also referred to in relation to bus information; and
- Network map covers all modes / attractions (DLUHC revenue funding), as also referred to in relation to bus information.

Simplify Services

Although only 20% of the respondents to the public consultation referred to in Section 2 rated their awareness of the bus network as poor or very poor, we consider this to be more a factor of how the network is promoted, and we have set out proposals for improved promotion and improved access to more comprehensive passenger information elsewhere in this section.

Indeed, with WOB providing 83% of the mileage in the borough, and with Arriva and Go North West operating cross-boundary services amounting to a further 14%, there is little scope for duplication. While Arriva and MD Coach & Bus both operate a route between Warrington and St Helens, the same route number is used, reducing the possibility of confusion for passengers.

However, the above points notwithstanding, prior to the COVID-19 pandemic, WBC had been developing infrastructure improvements to support a partnership with WOB and Arriva for the A57 Liverpool Road, with initial discussions held concerning service inter-timing (even spaced headways between services) and joint ticketing. We will restart these conversations as part of the network review process, and will consider whether operational factors would allow inter-timing of services on other major corridors, supported by joint ticketing, which is discussed further below.

In the first year, we will introduce a network review process that includes consideration of where inter-timing between different operators' services may be beneficial and deliverable, with timetable changes to be implemented that establish inter-timing where appropriate, supported by joint ticketing.

In the accompanying BSIP funding template, we have included the following cost line, as also referred to above in relation to service frequencies:

- Network review programme (DLUHC revenue funding).

Review Socially Necessary Services

The need for additional socially necessary services will be considered alongside the network reviews referred to elsewhere and there may also be overlap with the consideration of demand responsive services. It should additionally be noted that, at the time of writing, WBC was intending to, at least, maintain its expenditure on socially necessary services at 2021/22 levels for the first three years of the BSIP process. Therefore, this can provide operators and passengers with a degree of confidence surrounding the ongoing provision of socially necessary services.

In the first year, we will introduce a network review process that identifies both current and future gaps in the network. We will discuss with operators how these gaps can be filled, including the role that WBC support for socially necessary services could play.

In the accompanying BSIP funding template, we have included the following cost lines, as also referred to above in relation to service frequencies:

- Rural service improvements reimbursed (BSIP revenue funding);
- Other service funding required to cover COVID-19 related shortfalls in profitability (BSIP revenue funding);
- Network review programme (DLUHC) revenue funding); and
- Tender support (DLUHC revenue funding).

Invest in Superbus Networks

We have not explicitly considered the Superbus concept in our BSIP, although we are seeking to deliver similar improvements, such as higher frequencies and lower fares, as detailed elsewhere in this section.

4.3 Improvements to Fares and Ticketing

Lower Fares

After improvements to levels of service, the public consultation rated improvements to fares and ticketing as the next most important intervention and, as set out in the National Bus Strategy, Government expects BSIPs to consider:

- Contactless on-bus payments;
- Lower and simpler fares;
- Daily capping; and
- Multi-operator ticketing.

Most bus services in Warrington already accept contactless payment, and we envisage including a requirement for all services to accept contactless payment in a subsequent year's Enhanced Partnership, once we have discussed with operators how this could be achieved.

We have held discussions with operators about a strategic review of fares structures, including:

- All evening fares significantly discounted;
- A flat (maximum) daytime single fare within the Warrington boundary;
- Cheaper period tickets within the Warrington boundary; and
- Capping of fares, where passengers make multiple journeys.

In addition, the Warrington Youth Zone is scheduled to open in 2022, offering a purpose-built facility for Warrington's young people aged 7 – 19, and up to 25 for those with additional needs, located on Dallam Lane, in close proximity to Warrington Central Station and Warrington Bus Interchange. Therefore, we will discuss with operators the potential for reduced fare promotions for young people, to coincide with the opening of the Zone. If these promotions prove to be successful, they could be formalised through a subsequent year's Enhanced Partnership.

However, it is anticipated that all of these improvements could reduce operator revenue, at least in the short term. Therefore, and as with service improvements, we will discuss with operators the phasing of the potential improvements in relation to the introduction of other interventions, such as the A49 Triangle bus priority measures, and we have started discussions with operators about where revenue funding may be required to cover initial reductions in profitability. We will request funding from DfT to part cover losses incurred by operators during the ramp-up period and will ask operators to bid for a share of this pot, with funding allocated to operators whose proposals best meet the needs set out in this BSIP.

Any arrangement with operators concerning fares and ticketing improvements to be delivered as a result of the BSIP might initially be set out in a series of bilateral Voluntary Partnership Agreements (VPAs) between WBC and each individual operator, rather than in

the Enhanced Partnership, given that the intention is to pilot these improvements in the first year, in order to test the market response and examine changing travel behaviour post-pandemic. However, if successful, we would envisage including certain fares and ticketing improvements as conditions of service in a subsequent year's Enhanced Partnership.

It should also be noted that, at the time of writing, WBC is intending to maintain a budget to reimburse operators for concessionary travel at pre-pandemic levels for the first three years of the BSIP process. While this approach may need to be reconsidered in line with any future reviews of the ENCTS, it should provide operators with a degree of confidence concerning reimbursement levels in the short term.

In the first year, we will determine steps to be taken to ensure that all services in Warrington accept contactless payments. We also expect some reductions in fare levels and improvements in fare simplicity to be piloted by operators.

In the accompanying BSIP funding template, we have included the following cost lines:

- Touch-on reader equipment unreimbursed (operator capital expenditure);
- Touch-on reader use unreimbursed (operator revenue expenditure);
- Touch-off reader equipment reimbursed (BSIP capital funding);
- Touch-off reader use unreimbursed (operator revenue expenditure);
- Fare improvements unreimbursed (operator revenue risk);
- Fare improvements reimbursed (BSIP revenue funding); and
- Concessionary reimbursement (DLUHC revenue funding).

Simplify Fares

Changes to fare levels and fare structures are often interrelated, so we have set out our proposals for fare simplification above under the section considering lower fares.

Integrate Ticketing Between Operators and Transport

Warrington does not currently have a multi-operator ticketing scheme. As part of the BSIP process, WBC has assessed potential options, including the introduction of one or both of the following in the first year:

- A carnet of ten single tickets, which could be used for journeys made wholly within the Warrington boundary using any registered local bus service, irrespective of the operator. The intention is that, for around the price of a weekly ticket, passengers would be able to get on any bus, rather than being tied to a single operator. The use of a carnet rather than a multi-operator week ticket would also reflect the greater flexibility in working patterns, with fewer people currently attending their place of work five days a week. Each carnet would expire a prescribed amount of time after purchase, which could perhaps be four weeks.
- Operators accepting the use of another operator's period tickets on their services without charging the passenger an additional fare. Therefore, a passenger could buy a period product from one operator serving Warrington and then use that ticket on any other operator's bus that serves Warrington. This form of joint ticketing will be

particularly relevant where inter-timing is to be introduced between different operators' services.

If successful in the first year, it is intended that a more complete suite of multi-operator tickets would be introduced in a subsequent year, when there will be greater clarity concerning post-COVID-19 changes in travel patterns. As with the discussions concerning changes to operator's own fares and ticketing, we would also need to ascertain the phasing in relation to the introduction of other interventions and whether revenue funding may be required to cover initial reductions in revenue.

In the first year, we expect to introduce some multi-operator ticketing in partnership with operators and will seek to determine whether a more complete suite of multi-operator tickets should be introduced in a subsequent year.

In the accompanying BSIP funding template, we have included the following cost lines:

- Review of multi-operator ticketing options (DLUHC revenue funding);
- Multi-operator ticketing unreimbursed (operator revenue risk);
- Multi-operator ticketing reimbursed (BSIP revenue funding);
- Set up of DfT-supported back office (DfT capital funding);
- Use of DfT-supported back office (BSIP revenue funding);
- Overseeing multi-operator reimbursement (DLUHC revenue funding); and
- WBC delivery costs (BSIP revenue funding).

4.4 Higher Specification Buses

Invest in Improved Bus Specifications

Comfortable, modern buses will strengthen the appeal of bus travel. The National Bus Strategy suggests that buses should offer end-to-end accessibility and provide ample areas for pushchairs and luggage, in addition to wheelchairs. They should also offer audible and visual information, WiFi and charging points. The Strategy additionally supports the introduction of more zero-emission buses, which will contribute to the decarbonisation of transport and improved local air quality.

We expect that the specification of buses will improve as a result of operators' natural vehicle replacement strategies. However, we intend to set a minimum Euro 6 emissions standard for all vehicles operating registered local bus services in Warrington, as well as setting a minimum standard for how the destination of the service is displayed.

These standards will be fully specified in our Enhanced Partnership, so will become conditions of operators' service registration. While we will discuss with operators the date from which these standards will be required, we envisage this starting to be achieved in the first year, assisted by our successful ZEBRA bid (described below).

However, the quality of a passenger's on-board experience is not only related to the vehicle. Therefore, in partnership with operators, we will also develop a list of commitments to on-bus standards of service to be adopted through our passenger charter, which could include:

- Driver training (NVQ or equivalent);
- Vehicle cleanliness, outside and inside;
- Provision of CCTV and other safety measures; and
- Information provision, including audio-visual announcements.

In the first year, we will set a trajectory for all services to achieve a minimum Euro 6 emissions standard and a minimum standard for how service destinations are displayed. We will also develop a list of commitments to on-bus standards of service to be adopted through our passenger charter, which could include driver training, vehicle cleanliness, provision of CCTV and other safety measures and the use of audio-visual announcements.

In the accompanying BSIP funding template, we have included the following cost lines:

- Euro 6 retrofitting (BSIP capital funding);
- Destination blind upgrades reimbursed (BSIP capital funding);
- Audio-visual and other on-bus upgrades reimbursed (BSIP capital funding); and
- Onboard environment improvements unreimbursed (operator revenue expenditure).

Invest in Accessible and Inclusive Bus Services

As indicated above in relation to improvements in bus specifications, we will seek to improve driver training, including that relating to inclusivity, and will also seek to improve information provision, including the use of audio-visual announcements. Our successful ZEBRA bid, as described below under the section on decarbonisation, will deliver further accessibility and inclusivity improvements, including:

- Equipment to identify the route, each upcoming stop and the beginning and end of diversions:
 - Visibly, using at least one screen on any deck, with the lower deck screen visible from all priority seats;
 - Audibly, with announcements audible on any deck, including in the priority seats and wheelchair space; and
 - Using induction loops, in priority seats and the wheelchair space.
- An induction loop to aid direct communication between drivers and passengers who use a hearing aid.
- Additional flexible space in addition to the mandatory wheelchair space, suitable for a second wheelchair user and / or at least two unfolded pushchairs or prams.

In the first year, we will develop a list of commitments to on-bus standards of service to be adopted through our passenger charter, including those relating to accessibility and inclusivity. Further on-bus improvements will be delivered through our successful ZEBRA bid, including provision of induction loops and an additional flexible space that is suitable for a second wheelchair user or at least two unfolded pushchairs or prams.

In the accompanying BSIP funding template, we have included the following cost lines:

- Audio-visual and other on-bus upgrades (BSIP capital funding), as also referred to in relation to bus specifications; and
- WOB electric fleet reimbursed – WOB/WBC contribution (private capital funding), as also referred to in relation to decarbonisation; and
- WOB electric fleet reimbursed – DfT contribution (DfT ZEBRA capital funding), as also referred to in relation to decarbonisation.

Protect Personal Safety of Bus Passengers

On-bus safety requirements will be assessed as part of the review of the on-board experience, as described above, but an assessment will also be required of the waiting environment, in order to understand the need for further investment in passenger safety and comfort. Taken in conjunction with information from operators about stop usage, this will enable us to develop a bus stop hierarchy, with guaranteed levels of infrastructure provision at each level of the hierarchy.

Therefore, in the first year we will conduct an audit of the quality and level of provision at each bus stop, including provision of a shelter, seating, lighting, CCTV, an information board, RTPI and pedestrian access. This process will also be informed by an ongoing re-tendering of the bus shelter estate, which is due to be completed prior to the implementation of the Enhanced Partnership (March 2022).

We also intend to review the quality of infrastructure provision at Warrington Bus Interchange, with proposals for improvement to be considered as part of our next BSIP.

In the first year, we will conduct an audit of the quality and level of provision at each bus stop and will develop a bus stop hierarchy in partnership with operators, to identify standards for guaranteed levels of infrastructure provision at each level of the hierarchy.

In the accompanying BSIP funding template, we have included the following cost lines:

- Waiting environment audit (DLUHC revenue funding);
- 'Business as usual' bus shelter upgrades (Bus Shelter Contractor capital funding);
- Additional bus shelter upgrades (BSIP capital funding);
- Maintaining bus shelters (DLUHC revenue funding); and
- WBC delivery costs (BSIP revenue funding).

Improve Buses for Tourists

We have not explicitly considered tourists in our BSIP, although – as described elsewhere in this section – we are seeking to deliver improvements that would help to provide a better service for tourists, such as:

- Provision of more attractive links to key trip attractors;
- Increased and improved provision of information at bus stops, including RTPI; and

- Developing a network map that includes all operators and has reference to walking, cycling and railway routes, as well as links to key attractions, thereby promoting sustainable travel options to all of those living in, working in or visiting Warrington.

The increased level of joint promotion of the bus network, referred to below, would also be used to highlight the role that bus can play in getting visitors to large events, such as Creamfields.

Invest in Decarbonisation

In March 2021, DfT invited all local transport authorities in England outside London to submit expressions of interest in receiving funding to become a Zero Emission Bus Regional Area (ZEBRA). The ZEBRA scheme will provide up to £120m for local transport authorities to support the introduction of zero-emission buses and the infrastructure required to support them.⁵⁴

Subsequently, WBC submitted an expression of interest via a fast track process and, on 6th July 2021, was selected along with five other shortlisted authorities to progress to Phase 2 of the competition. A further 17 authorities were selected under the standard process on 27th July 2021, which has a longer schedule for delivery. Authorities invited to Phase 2 of the ZEBRA scheme were required to develop and submit business cases for investment and, on 27th October 2021, it was announced that our bid had been successful.

Warrington's ZEBRA Application Form⁵⁵ outlines how 240 zero-emission buses will be delivered over a 30-year programme, with 120 buses delivered in Year 1 through ZEBRA funding. 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, will be converted to battery-electric operation in its entirety by September 2023, with the fleet charged overnight when services are not operating.

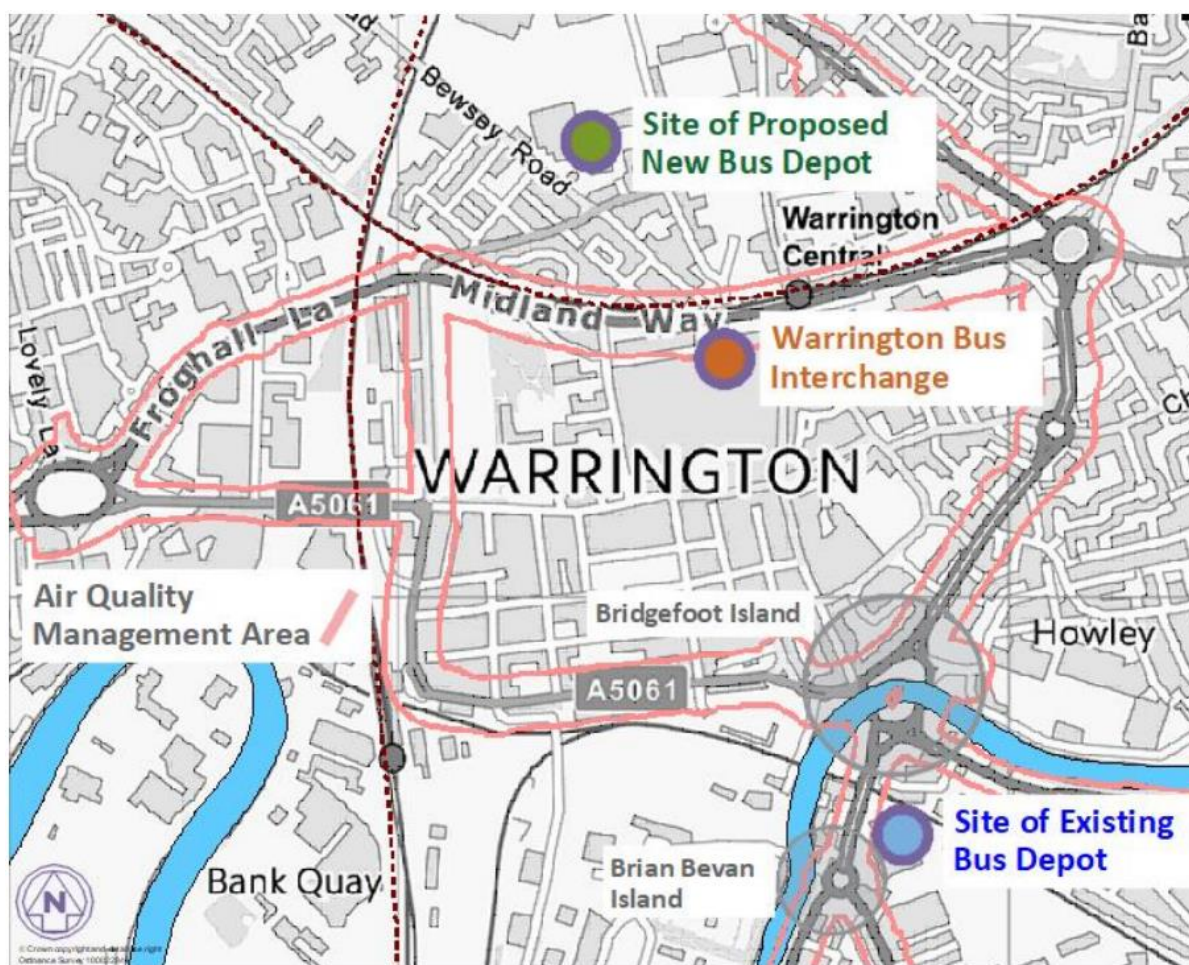
As new vehicles, the buses will be accessible and adhere to equalities legislation, including the Public Service Vehicles Accessibility Regulations 2000. The ZEBRA bid also committed that the new buses will provide an enhanced level of accessibility, as described above in relation to accessible and inclusive bus services.

The ZEBRA bid complements funding secured from Government through the Town Deal and the Getting Building Fund, which will be used for delivery of new bus priority measures and a new bus depot. The new bus depot, which is fully funded and has planning permission, will be located on Dallam Lane (see Figure 4.6) and used by WOB following relocation from their existing site on Wilderspool Causeway. It has been designed to allow for the inclusion of charging points for electric buses, with green energy to be used from WBC's solar farm and from solar panels to be fitted at the new depot. Construction will commence in December 2021 and the site will be operational by the end of 2022.

⁵⁴ <https://www.gov.uk/government/publications/apply-for-zero-emission-bus-funding>

⁵⁵ www.warrington.gov.uk/sites/default/files/2021-08/redacted_warrington_borough_council_zebra_application.pdf

Figure 4.6: Warrington New Bus Depot Location (in the context of current infrastructure and the Air Quality Management Area)



Source: Warrington ZEBRA Scheme Application Form, May 2021

Our ZEBRA bid will result in approximately 83% of bus mileage in Warrington being operated using electric vehicles. The remaining operators were approached to participate in the ZEBRA scheme, but declined the opportunity at that time. This was in part due to scheduling and operational issues that would arise if Arriva and Go North West operated electric vehicles into Warrington that formed a very small part of their respective depot operations. Therefore, we will continue to liaise with other operators to explore the opportunities to decarbonise these services and seek to determine the trajectory towards full zero-emission operation.

In the first year, we will act on our successful ZEBRA bid, thereby commencing delivery of zero-emission operations on approximately 83% of the bus mileage in the borough and we will seek to determine the trajectory towards full zero-emission operation.

In the accompanying BSIP funding template, we have included the following cost lines:

- WOB depot construction reimbursed (DLUHC capital funding);
- WOB electric fleet reimbursed – WOB/WBC contribution (private capital funding); and
- WOB electric fleet reimbursed – DfT contribution (DfT ZEBRA capital funding).

4.5 Improvements to Passenger Engagement

Passenger Charter

Through the BSIP process, local transport authorities must commit to a passenger charter that sets out what passengers can expect from bus operators. A charter provides bus users with rights to certain standards of services, including punctuality, vehicle cleanliness and availability of information. There must also be mechanisms for redress at a local level and the means to ensure standards are met.

WOB already has a charter in place, which is reproduced on their website⁵⁶. We will seek to build on this and introduce a standard charter across all operators, which would be developed in consultation with passengers and passenger user groups. This will aim to provide the best possible passenger transport service for everyone who lives, visits and does business in Warrington and will include commitments to:

...operate a reliable bus service

- to depart 95% of all buses from the starting point of the journey within a window of one minute early or five minutes late.

...operate a quality fleet of buses

- to ensure that the bus fleets are, on average, no more than ten years old, and maintained to standards approved and recommended by the Government's Vehicle and Operator Services Agency (VOSA).
- to regularly invest in new buses to provide a full fleet of buggy-friendly, wheelchair accessible, CCTV protected vehicles.

...provide well-trained staff

- to ensure drivers, duty supervisors and customer service staff are friendly, professional and well trained, ensuring all drivers are trained in disability awareness.

...listen to our customers

- to regularly conduct customer surveys to ensure passenger satisfaction and respond to all feedback.
- to consider full refunds for problems within the bus company's control.

...communicate with our customers

- to provide accurate information that is clear and easy to understand, along with the RTP1 system, websites and mobile applications and continually develop more information.

...offer a good value bus service

- to offer a variety of tickets to suit different needs at value for money prices.

It is envisaged that the passenger charter would be publicised on WBC and operator websites, on buses, at bus stops and at transport interchanges, as well as made available in

⁵⁶ <https://www.warringtonsownbuses.co.uk/customer-charter>

accessible formats. Furthermore, in order to drive standards, it will be necessary to provide regular reports against key indicators and discuss improvements with passenger representative groups.

Indeed, the National Bus Strategy makes it clear that passengers should be given a greater voice concerning the bus market, with Government intending to consult nationally on how forums such as Bus Advisory Boards could be used to ensure that standards are enforced. We will await the outcome of this consultation, which will help to determine how our charter can be further enhanced to provide passengers with a greater voice.

We will further develop WOB's passenger charter during the first year and will seek to extend it to cover all operators, taking into account the views of passenger representatives and emerging guidance from Government on the use of Bus Advisory Boards.

In the accompanying BSIP funding template, we have included the following cost lines:

- Further develop passenger charter (DLUHC revenue funding);
- Oversee Bus Advisory Board (DLUHC revenue funding);
- 'Business as usual' monitoring of performance (DLUHC revenue funding); and
- Additional monitoring of performance (BSIP revenue funding).

Strengthen Network Identity

A strong network identity can contribute to the perception of a coherent and consistent operation that is instantly recognisable to passengers. Promotion and marketing of the local bus network can also familiarise non-users and attract new patronage.

In the National Bus Strategy, Government acknowledges that it has a role to play in promoting bus use and commits to supporting an industry led 'Back to Bus' campaign. However, if interventions to improve the attractiveness of bus travel in Warrington are to have a positive impact on travel behaviour, this will also require substantial local promotion, particularly where the promotion is in part targeted at addressing any concerns and misconceptions that non-bus users may have.

As indicated in the next section in relation to information provision, we intend to work in partnership with all bus operators serving Warrington, and with neighbouring authorities where cross-boundary services are involved, to develop a more streamlined approach to information provision. This will also be important in developing a joint promotional strategy, such that all partners work together to promote a consistent message, helping to strengthen the network identity.

While our approach would not prevent any party from publishing promotional material via its standard channels, there would be an expectation that any such material would be jointly agreed where it related to interventions to be delivered through the BSIP or to promoting local bus travel more generally. In addition, such promotion should adhere to agreed and consistent presentational standards and should highlight the role that individual services provide as part of the network as a whole.

In the first year, we will promote the interventions to be delivered through the BSIP and will promote local bus travel more generally. By adopting a joint promotional strategy across

WBC and all bus operators serving Warrington, as well as across neighbouring authorities where cross-boundary services are to be promoted, this will improve the clarity of message, helping to strengthen the network identity.

In the accompanying BSIP funding template, we have included the following cost lines:

- Promotion unreimbursed (operator revenue funding);
- Promotion WBC costs (DLUHC revenue funding); and
- WBC delivery costs (DLUHC revenue funding).

Improve Bus Information

In addition to the creation of a strong network identity, the National Bus Strategy states that bus stops should provide accurate information about the services stopping there, such as real-time information, fare information or maps showing all local bus services. Information can also be hosted on the internet or through an app.

WOB has recently updated its website, with information provided on live departure times at each bus stop and the ability to track buses, with this information also available via WOB's mobile app. Conversations have already commenced between WOB and Arriva about extending this tracking to Arriva's services, as well as the provision of links to each other's websites.

It is anticipated that these improvements will be delivered in the first year, such that approximately 97% of bus mileage within Warrington would be covered. We will also commence discussions with other operators to assess the feasibility of extending the functionality to their services, and it may prove possible to roll out live tracking to some of them in the first year as well, given that Go North West's website also has live tracking functionality.

In addition to live tracking, it will be important to ensure that the bus network in Warrington is presented in a manner that is consistent across all operators and presents a complete picture of all bus services in the area, not just those provided by any one operator. WOB's network map already includes services operated by Arriva and Go North West, and we will work in partnership with operators to ensure that network maps are updated to cover other operators as well.

In time, we envisage these maps being developed further to include reference to walking, cycling and railway routes, as well as links to key education and employment sites, healthcare and leisure facilities and visitor attractions, such that they can be used to promote sustainable travel options for all of those living in, working in or visiting Warrington.

There will also be a need to improve information provision at bus stops, and with the intention to increase the number of stops with information boards, this would provide the opportunity to improve the consistency and completeness of what is to be presented on these boards. Therefore, a key task for the first year will be to ensure that all bus stops with more than the most minimal usage are provided with an information board, and that all information boards contain comprehensive and up-to-date timetable information.

As referred to above in relation to the audit of bus stop infrastructure to improve personal safety, the re-tendering of our bus shelter estate is ongoing, and in conjunction with this process, we will also seek to increase the provision of RTPI at bus stops.

In the first year, we will work in partnership with operators to ensure that live departure times and the tracking of buses is extended beyond WOB to Arriva, covering around 97% of bus mileage, with conversations held with other operators about the feasibility of also including their services. Network maps will be updated to include services provided by all operators, which will be made available via multiple websites as well as at-stop.

We will commence a programme to provide an increased number of information boards at stops and will ensure that that all information boards contain comprehensive and up-to-date timetable information. In conjunction with the re-tendering of our bus shelter estate, we will seek to increase the provision of RTPI at bus stops.

In the accompanying BSIP funding template, we have included the following cost lines:

- Install additional live tracking equipment unreimbursed (operator capital expenditure);
- Report live tracking of services unreimbursed (operator revenue expenditure);
- Operator websites link to each other unreimbursed (operator revenue expenditure);
- Network map covers all operators unreimbursed (operator revenue funding);
- Network map covers all operators LTA costs (DLUHC revenue funding);
- Network map covers all modes / attractions (DLUHC revenue funding);
- Information board provision (BSIP capital funding);
- 'Business as usual' maintenance of information boards (DLUHC revenue funding);
- Additional maintenance of information boards (BSIP revenue funding);
- 'Business as usual' RTPI provision (Bus Shelter Contractor capital funding);
- Additional RTPI provision (BSIP capital funding);
- Maintaining RTPI (DLUHC revenue funding);
- 'Business as usual' information provision (DLUHC revenue funding); and
- WBC delivery costs (BSIP revenue funding).

4.6 Other Interventions

As set out in LTP4, while improvements in walking and cycling infrastructure and higher quality public transport will help to provide a more attractive alternative to the use of private cars, a transformation in travel behaviour may require measures to manage and reduce car use. Therefore, LTP4 set out a commitment to consider whether a Workplace Parking Levy would be appropriate for Warrington, as well as reviewing the role that increased parking charges and greater control over parking availability could have in managing demand.

Clearly interventions such as this will need to be subject to public consultation, and are more likely to be supported by the public if suitable walking, cycling and public transport

alternatives are provided first, suggesting that if parking control interventions are to be introduced, they would need to be phased in over subsequent years, rather than delivered in the first year.

However, the lack of clarity surrounding delivery of parking control interventions does not support conversations with operators about phasing in of interventions over which they have control. Therefore, it is proposed that in the first year of the 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, such as walking, cycling and public transport improvements.

In the first year, we will define the nature of potential parking control interventions, setting out a preferred approach and a timetable for delivery, including dependencies with other schemes, such as walking, cycling and public transport improvements.

In the accompanying BSIP funding template, we have included the following cost lines:

- Review parking control options (DLUHC revenue funding); and
- Deliver parking control options (DLUHC revenue funding).

5. Reporting

This section sets out the arrangements for monitoring performance against BSIP targets and future BSIP updates.

Performance Against Targets

WBC will provide six monthly updates on performance against the core BSIP targets, noting that some performance indicators will be reported less frequently (annually).

Table 5.1 describes the data requirements for the outcomes aligned to the key targets, including the source, frequency of data and responsibility for collection.

The frequency of monitoring will enable WBC to assess the effect of interventions and inform decisions as to whether additional measures are required or interventions tweaked.

Table 5.1: Outcome Metrics – Data Required

Outcomes	Data to be used	Data Source	Frequency	Collated / Collected by
Journey Time Improvements	Bus journey times (by service)	Bus Operators	Monthly	WBC
	Traffic speeds (bidirectional)	Trafficmaster	Monthly	WBC
Reliability Improvements	Punctuality Data (by service)	Bus Operators	Monthly	WBC
Passenger Number growth	Patronage data (by service)	Operators	Monthly	WBC
	Passenger journeys on local bus services in Warrington	Operators	Annually	DfT
	Local bus journeys originating in Warrington	Operators	Annually	DfT
	Elderly and disabled concessionary passenger journeys on Local Bus Services in Warrington (by service type)	Operators	Annually	DfT
Average Passenger Satisfaction improvements	Passenger satisfaction	Operators / Transport Focus	Ad-hoc	WBC
		WBC	Annually	WBC
	Number of complaints regarding services	WBC	Monthly	WBC

These updates will be provided on www.warrington.gov.uk/buses.

BSIP Refresh

WBC undertakes to revise the BSIP at least annually and will be reflected in future updates of the LTP.

We anticipate that this first BSIP will be in operation until the end of 2024/25, with formal changes, where necessary, made annually to feed into proposals contained within the Enhanced Partnership.

We will convene quarterly Bus Operators Meetings, or arrange for additional meetings, to agree changes between the council and operators. Full details of governance will be included within the Enhanced Partnership plan, as required by legislation.

We will also set up an internal Bus Board, which it is currently anticipated would have both officer and Member representation. This Board would report to Cabinet and would be responsible for overseeing and progressing delivery of the BSIP interventions.

6. Overview Table

This section should summarise the key outputs of the BSIP and how it meets requirements set out in the Strategy. The purpose of this section is to give readers, including passengers and the Department, an overview of the commitments in the BSIP which LTAs and operators will work towards to improve local bus services. LTAs should complete all sections of the template.

BSIP Overview Table

Name of Authority or authorities:	Warrington Borough Council
Franchising or Enhanced Partnership (or both):	Enhanced Partnership
Date of publication:	31/10/2021
Date of next annual update:	31/10/2022
URL of published report:	https://www.warrington.gov.uk/buses

Targets	2018/19	2019/20	Target for 2024/25	Description of how each will be measured (max 50 words)
Journey time	21.2kph	n/a	21.2kph	Measured on the basis of speed rather than journey time, calculated by dividing scheduled mileage by scheduled time. Information provided by operators.
Reliability	85.9%	n/a	88.8%	Measured on the basis of start time adherence relative to the Traffic Commissioners' window of tolerance of 1 minute early to 5 minutes 59 seconds late. Information provided by operators.
Passenger numbers	5,579,800	5,589,804	6% growth from 2018/19	Information from DfT bus statistics (table BUS109a), supplemented by information from operators.
Average passenger satisfaction	93%	86%	90%	Transport Focus Bus Passenger Surveys, supplemented by WBC passenger surveys.

Delivery – Does your BSIP detail policies to:	Yes / No	Explanation (max 50 words)
Make improvements to bus services and planning		
More frequent and reliable services – section 4.1		
Review service frequency	Yes	Improvements in evening and weekend service levels, rural Monday to Saturday services, strengthened cross-boundary service provision and more attractive links to key trip attractors. Network review process that identifies current and future gaps in the network. Maximum number of service change dates per year.
Increase bus priority measures	Yes	Commence delivery of bus priority measures in the A49 Triangle and delivery of the Town Deal proposals for improved bus priority on the A49 Wilderspool Causeway. Develop a programme for delivery of other bus priority proposals in subsequent years. Develop a PIP in partnership with operators.
Increase demand responsive services	Yes	Considered through the network review process referred to under service frequency.
Consideration of bus rapid transit networks	Yes	Finalise work being undertaken on the Warrington Mass Transit and Bus Priority Study to identify a network of mass transit routes. Also considered through the network review process referred to under service frequency.
Improvements to planning / integration with other modes – section 4.2		
Integrate services with other transport modes	Yes	Considered through the network review process referred to under service frequency and through the Warrington Mass Transit and Bus Priority Study. Network maps will be updated to include multi-modal linkages and will be provided at more locations, as referred to under bus information.
Simplify services	Yes	Considered through the network review process referred to under service frequency, with inter-timing between different operators' services to be introduced, supported by joint ticketing.
Review socially necessary services	Yes	Considered through the network review process referred to under service frequency. At the time of writing, WBC was intending to at least maintain expenditure on socially necessary services at

Delivery – Does your BSIP detail policies to:	Yes / No	Explanation (max 50 words)
		2021/22 levels for the first three years of the BSIP process.
Invest in Superbus networks	No	Not explicitly considered, but other interventions seek to deliver improvements such as higher frequencies and lower fares.
Improvements to fares and ticketing – section 4.3		
Lower fares	Yes	Determine steps required for all services to accept contactless payments and work with operators to pilot fare reductions and improvements in fare simplicity. At the time of writing, WBC anticipated maintaining a budget to reimburse concessionary travel at pre-pandemic levels for the first three years of the BSIP process.
Simplify fares	Yes	Changes to fare levels and fare structures are often interrelated, so our proposals for fare simplification are in the section considering lower fares.
Integrate ticketing between operators and transport	Yes	Introduce multi-operator ticketing in partnership with operators and seek to determine whether a more complete suite of multi-operator tickets should be introduced in a subsequent year.
Make improvements to bus passenger experience		
Higher specification buses – section 4.4		
Invest in improved bus specifications	Yes	Set a trajectory to achieve a minimum Euro 6 emissions standard and a minimum standard for display of service destinations. Develop a list of commitments to on-bus standards of service, which could include driver training, vehicle cleanliness, provision of CCTV and other safety measures, and the use of audio-visual announcements.
Invest in accessible and inclusive bus services	Yes	Considered as part of the section on improved bus specifications. Further improvements will be delivered through our successful ZEBRA bid, including induction loops and an additional flexible space that is suitable for a second wheelchair user or at least two unfolded pushchairs or prams.
Protect personal safety of bus passengers	Yes	Conduct an audit of the quality and level of provision at each bus stop and develop a bus stop hierarchy, to identify standards for guaranteed levels of infrastructure provision at each level of the

Delivery – Does your BSIP detail policies to:	Yes / No	Explanation (max 50 words)
		hierarchy. On-bus safety considered as part of the section on improved bus specifications.
Improve buses for tourists	No	Not explicitly considered, but other interventions seek to deliver improvements such as increased promotion, improved links to attractions, more at-stop information and a network map covering all operators that references walking, cycling and railway routes and links to key attractions.
Invest in decarbonisation	Yes	Act on our successful ZEBRA bid, commencing delivery of zero-emission operations on approximately 83% of the bus mileage in the borough. Determine the trajectory towards full zero-emission operation.
Improvements to passenger engagement – section 4.5		
Passenger charter	Yes	Further develop WOB's passenger charter and extend it to cover all operators, taking into account the views of passenger representatives and emerging guidance from Government on the use of Bus Advisory Boards.
Strengthen network identity	Yes	Promote interventions to be delivered through the BSIP and local bus travel more generally. Adopt a joint promotional strategy across WBC and operators, as well as neighbouring authorities where cross-boundary services are to be promoted, thereby strengthening the network identity.
Improve bus information	Yes	Extend reporting of live departure times and bus tracking beyond WOB to Arriva, and to other operators if feasible. Update network maps to cover all operators. Increase provision of at-stop information boards and ensure these contain comprehensive and up-to-date information. Increase the provision of RTPI at stops.
Other – section 4.6		
Other	Yes	Define potential parking control interventions, including a potential Workplace Parking Levy, increased parking charges and greater control over parking availability, setting out a preferred approach and a timetable for delivery, including dependencies with other schemes, such as walking, cycling and public transport improvements.

Appendix A : Strategy and Policy Fit

The following sections demonstrate how the BSIP is aligned with the strategic aspirations for Warrington and the wider region. Policy documents from a regional and local level (Figure A1) have been reviewed to ensure that the BSIP is consistent with existing goals for transport, growth and the environment in Warrington.

Figure A1: Key Regional and Local Policy Documents



Regional Policy

This section provides a summary of regional policy to understand the aspirations for the wider region within which Warrington sits.

Strategic Economic Plan - Cheshire and Warrington Matters, C&W LEP

In July 2017, Cheshire and Warrington Local Enterprise Partnership (C&W LEP) published its refreshed Strategic Economic Plan (SEP), which sets out the revised growth ambition shared across the Cheshire and Warrington sub-region, including:

- To growth the Cheshire and Warrington economy's gross value added (GVA) £50 billion per annum by 2040;
- To create 120,000 jobs (net additional); and
- To build up to 127,000 new homes.

The SEP identifies the following six transport and connectivity objectives:

- Improve connections to support development of priority employment sites including those within the Cheshire Science Corridor;
- Improve connections to neighbouring sub-regions, including international gateways to ensure that business has connectivity to global markets and to facilitate the economic benefits of both out and in commuting that takes place daily;
- Resolve pinch points and congestion in the transport network, both road and rail, which act as barriers to growth if left unaddressed. Delays and unpredictable journey times affect business activity directly (e.g. the supply of components to the automotive sector) and indirectly, and influences commuting flows;

- Address network resilience issues to deliver predictable and efficient journey times to support business productivity;
- Make best use of the existing road (e.g. smart motorways) and rail network (e.g. electrification) to capitalise on existing infrastructure, offering efficient mechanisms for improvement and helping deliver best value for money from investment; and
- Ensure that the maximum benefit is gained in economic and connectivity terms from the development of the HS2 Hub Station at Crewe.

Relevance to the BSIP

Transport and connectivity are central to ensuring that aspirations for growth within Cheshire and Warrington are met. The refresh of 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. Therefore, to achieve C&W LEP's growth aspirations, there will be a need to deliver transport investment schemes which drive growth and productivity in the region.

By growing bus patronage in Warrington, the BSIP will support the SEP's transport and connectivity objectives. Increased bus travel makes the best use of the existing road network and can contribute to reduced congestion at pinch points and promote resilience in the region's transport network. Improving connections to employment sites and neighbouring regions will benefit businesses and contribute to the region's economic aspirations.

Strategic Economic Plan – Draft Transport Strategy, C&W LEP

The Draft Transport Strategy, released in May 2018, sets out how transport provision within Cheshire and Warrington should develop over the next 20 years to support the LEP's objective of making the area a £50 billion per annum economic by 2040. The Transport Strategy is multi-modal and seeks to make the best use of existing networks, including targeted improvements to improve road access to key developments and tackling congestion points.

Transport and connectivity will be central to achieving Cheshire and Warrington's ambitions for growth and economic development, as outlined in the SEP. To support the identification of priority interventions, the Transport Strategy identifies ten key challenges for the transport network that will need to be addressed:

- Accommodating development growth;
- Congestion on strategic routes;
- Sub-regional movement;
- Cross-boundary movement;
- Rural connectivity;
- Dominance of car for mode share;
- Low bus use;
- Modernising local rail services;
- Increasing levels of cycling and walking; and
- Digital connectivity.

The Transport Strategy states that the immediate focus will be on delivering short-term measures over the next five years or on scheme development for longer term schemes. This will include the following core activities of relevance to the scheme:

- Improving bus services;
- Improving local transport; and
- Responding to transport innovations.

Relevance to the BSIP

The Strategy states that 'travel by bus will be crucial for the success of local economies'. However, bus travel is currently an under-utilised mode in the sub-region, particularly in Warrington where patronage has seen a noticeable decline in recent years. The Strategy identifies key challenges faced by the bus market in the region including congestion undermining bus journey times, complex pricing systems and increasing fares, which are consistent with the issues identified in the BSIP.

The Strategy says that C&W LEP will 'collaborate with the bus industry in order to improve bus services that support access to employment, education and services' and 'work with partners to ensure the bus network supports and is integrated with growth'. As identified in the BSIP, there is a need for close alignment between employment and housing growth and bus services for buses to play an increased role in the future.

The Transport Strategy states that C&W LEP will 'work with partners to explore technological and digital innovations that will enable us to better manage the existing network and improve the resilience of the network to incidents and issues such as climate change'. The Strategy recognises that improvements in digital connectivity and innovation can provide opportunities to improve the legibility of the transport network. It also references the role of ticketing solutions in supporting access to the public transport network and enhancing integration between services. A key aim of the BSIP will be to make the bus network easier to understand and use, and to increase integration between modes.

Cheshire & Warrington Bus Strategy, C&W LEP

C&W LEP, in conjunction with its local authority partners, has developed a deliverable bus strategy that will 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 independent BSIPs can be developed by the constituent local authorities. C&W LEP is taking a strategic coordination role with delivery via each of its constituent local authorities (including WBC) and bus operators.

The Strategy recognises that bus plays an important role within the LEP area, providing intra and inter-urban connectivity. However, there are a number of challenges which negatively affect the effectiveness of the region's bus network, including:

- Traffic congestion, including lack of bus priority measures;
- Greater costs and longer journey times compared with the private car;
- Lack of multi-operator tickets;
- Poor perception and awareness of bus services;
- Poor information provision and limited marketing and promotion activities; and
- Complex service patterns on some routes.



In response to these challenges, the strategy aims to support the LEP and its constituent local authorities towards development of their BSIPs. The aim is supported by the following ten objectives:

1. To increase average speed for bus services and reduce day-to-day variation in bus journey times.
2. To reduce day-to-day variation in service provision.
3. To improve connectivity to concentrations of established employment within the LEP area.
4. To improve connectivity by bus to town centres, education / training, health, and leisure services including for those in rural areas.
5. To improve connectivity to new residential and commercial development by bus.
6. To increase the relative attractiveness of bus as a travel alternative.
7. To promote a post-COVID bus network that is affordable and more financially resilient.
8. To better integrate key rail stations (including Crewe, Chester, Warrington Bank Quay, Warrington Central and in the future, the HS2 hub at Crewe) into the local bus network.
9. To improve cross-border connectivity to job opportunities and other services, including Manchester Airport.

Relevance to the BSIP

The Cheshire & Warrington Bus Strategy provides an overarching LEP-wide policy framework against which constituent authorities' BSIPs should be developed. The Warrington BSIP is aligned with the objectives of the strategy and will support the wider economic, social and environmental needs of the LEP area.

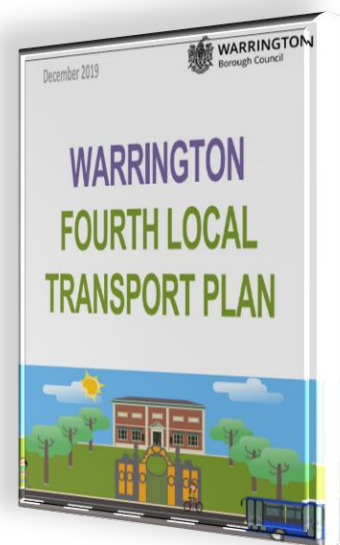
Local Policy

The following section provides an overview of local policies to understand aspirations for the bus network in Warrington.

Warrington Fourth Local Transport Plan, WBC

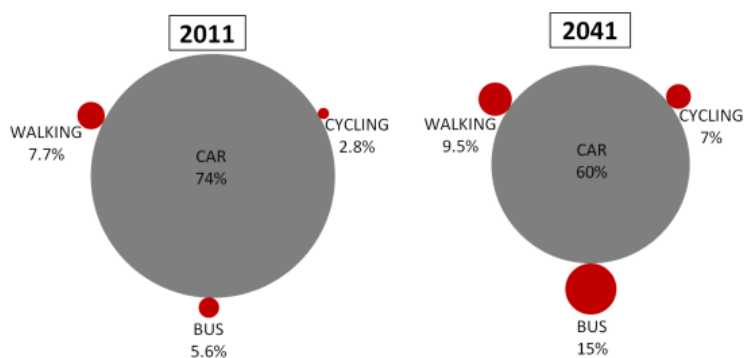
Warrington adopted its fourth LTP in December 2019. The Plan sets out the vision that Warrington will be a thriving, attractive, accessible, and well-connected place with popular, high-quality walking, cycling, and public transport networks supporting a carbon-neutral future. To achieve this vision, the Plan identifies a series of objectives, including:

- Provide people with a choice about how they travel for each journey;
- Encourage a culture change that reduces the need for people to travel by car;
- Improve access to the town centre for all sustainable modes;
- Develop a resilient and efficient transport network that supports the town's growth;
- Reduce traffic congestion;
- Reduce both exhaust and non-exhaust emissions from transport;
- Maintain and improve all transport infrastructure;
- Encourage healthier lifestyles by increasing day-to-day activity;
- Improve safety for all highway users; and
- Make Warrington a more disabled friendly place.



The Plan acknowledges that one of the most significant challenges facing Warrington is the dependency on car travel. Through the Plan, Warrington wants to create a borough that is less dominated by car travel, and where significantly more people choose to walk, cycle and use public transport. As shown in Figure A2, the Plan outlines the aspiration to reduce journey to work mode share for car / van drivers from 74% in 2011 to 60% by 2041, the first census after the end of the LTP / Local plan period in 2037.

Figure A2: Journey to Work Mode Share Targets



This shift will require a significant increase in bus travel, with a target to increase mode share for bus and mass transit use for journey to work to 15% by 2041. To achieve this, Warrington is exploring options for improving the public transport offer, including the development of a mass transit network.

The Plan sets out a number of policies relating to the bus network, as summarised below. This demonstrates a commitment to improving the bus offer in Warrington, which the BSIP will support.

Policy Area	Policy Number	Policy
Smarter Travel Choices	STC7	We will continue to use a range of media to promote bus and rail services and work with operators to help inform routes, timetables and service levels to provide an attractive alternative to the car
Passenger Transport	PT1	We will work with partners to review the core strategic bus network to link existing and new residential areas with employment sites and key local services. This will consider cross-boundary routes.
	PT2	We will work partners to improve frequency of services on key bus routes in Warrington where possible.
	PT3	We will work with bus operators to identify the highway improvements and bus priority measures that will improve journey time and reliability for buses, and identify funding sources for their delivery.
	PT4	We will give priority to supporting public transport services which enable disadvantaged groups and communities to access employment and services.
	PT5	We will maintain and seek to improve local bus information, and make use of technology to provide convenient, up to date and reliable information to passengers.
	PT6	We will seek to ensure that that the environment at public transport stops is designed to minimise opportunities for anti-social behaviour and increase passengers' sense of security.
	PT7	We will ensure that all new public transport infrastructure complies with Equalities legislation, and seek to upgrade existing infrastructure where necessary.
	PT8	We will work with operators to identify how cost of travel on of public transport services can be minimised.
	PT9	We will ensure that new developments in Warrington encourage making journeys by public transport, and ensure that development contributes financially to improved public transport services and facilities.
	PT10	To make people's journeys as convenient as possible we will improve the connections between transport modes. This will include a review of: Park and ride facilities; Bus connections to rail stations; Active travel links to rail stations and key bus stops.
	PT11	We will identify options and delivery mechanisms for a mass transit system for Warrington.
Network Management	NM3	We will use traffic management measures and traffic signal improvements to reduce congestion, improve both journey times and road safety for all highway users, and reduce the impact of vehicle emissions on health.

Policy Area	Policy Number	Policy
	NM4	We will continue to develop and implement state of the art technology solutions that will allow us to further improve the management of the transport network.
	NM5	We will review our Parking Strategy within five years of the adoption of LTP4
	NM6	We will consider the role of charges and controls in seeking to manage the demand for parking and discourage unnecessary single-occupancy car use.
	NM7	We will balance the provision of short-stay and long-stay parking in the borough so that it supports the vitality of retail centres, whilst encouraging use of more sustainable travel modes.

Relevance to the BSIP

The BSIP is aligned with the objectives of the Plan and will directly address some of the transport challenges facing Warrington. The borough's historic development has led to high levels of car dependency, which contribute to congestion and poor air quality in the parts of Warrington. To tackle these issues, the Plan requires a significant shift toward sustainable modes including, walking, cycling and public transport. By 2041, the Plan aims to triple journey to work mode share for bus to 15%.

The policies outlined in the Plan 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 highways measures and parking demand management.

Warrington Updated Proposed Submission Version Local Plan 2021 – 2038, WBC

Warrington developed a draft Local Plan, which went through Public Consultation in 2019, however, progress was paused in response to the impact of COVID-19, along with the Government's proposed planning reforms and new housing calculation methodology. Work re-commenced at the end of 2020 and in September 2021, an Updated Proposed Submission Version Local Plan (2021) was submitted to WBC Cabinet for approval, prior to a period of statutory public consultation. Subject to approval, the statutory consultation is anticipated to commence in October 2021 and extend for a period of six weeks.

In response to work undertaken to assess Warrington's future development needs and key issues raised from the previous consultation, a number of significant changes are proposed in the updated Local Plan, including:

- A reduction in the Plan's housing requirement;
- The allocation of the Fiddler's Ferry site for employment and housing, following closure of the power station in March 2020;
- The removal of some of the previous Green Belt allocation sites, including Port Warrington and the Business Hub, the South West Urban Extension, the Phipps Lane site in Burtonwood and the Massey Brook Lane Site in Lymm; and

- The reduction in size of the South East Warrington Urban Extension (previously known as the Garden Suburb).

Once approved, the document will provide the statutory planning framework for the entire borough for the period 2021 to 2038. As proposed, the Plan aims to deliver 14,688 new homes (816 per annum) by 2038 and 316.26 hectares of employment land.

The focus of the plan is to optimise the development potential of the existing urban area, including intensifying development in the town centre, Inner Warrington and opening up the Waterfront as a new urban quarter. However, not all of Warrington's development needs can be met within the existing urban area.

Relevance to the BSIP

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. Enhanced public transport provision, which will be delivered through the BSIP, will be essential to ensure that development is delivered sustainably.

Warrington Means Business Warrington's Economic Growth & Regeneration Programme

The third iteration of Warrington Means Business, released in 2020, sets out WBC's and Warrington and Co's continued growth and regeneration programme and intent to drive, progress and encourage future economic growth for Warrington. The refresh sits within changes in Warrington's policy landscape with the publication of Warrington's new Draft Local Plan and LTP4 and continuing work with key partners, Homes England, Transport for the North (TfN) and C&W LEP.

The aspiration of Warrington Means Business is to 'unleash the potential of Warrington's people, its businesses, its connectivity and its place, to accelerate economic growth and reinforce Warrington as a strong national driver of prosperity'.

To achieve this aspiration, the document focuses on key themes of relevance to the scheme:

- Reinforcing and enhancing Warrington's connectivity;
- Creating well-connected locations for business;
- Actively supporting business growth and investment;
- Retaining and enhancing Warrington's talent;
- Cleaner and greener growth;
- Enhancing liveability; and
- A focus on the town centre.

Relevance to the BSIP

The supply of new homes to meet local demand is essential to supporting Warrington's growing economy. Equally important is creating a place where people want to stay as this will help to attract and retain the quality, skilled employees that are needed to drive the regions businesses and economy. The BSIP seeks to improve Warrington's bus offer, which will contribute to creating an attractive place, where people want to live and work.

Warrington Means Business recognises an opportunity for Warrington to be a UK leader in the transition to carbon neutrality and cleaner and greener growth. This will involve moving to a more sustainable, low carbon transportation system for the town. Increasing

bus patronage and reducing car travel will be an important aspect of achieving carbon neutrality.

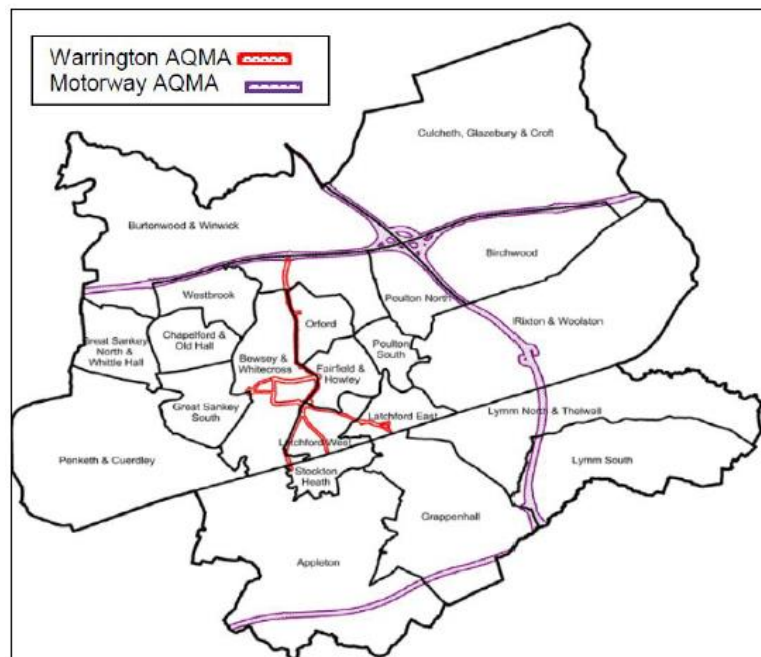
Air Quality Action Plan 2017-2022, WBC

WBC's Air Quality Action Plan (AQAP) was produced in 2018 as part of the Council's statutory duties by the Local Air Quality Management framework. The Plan covers the years 2017 to 2022 and outlines how the Council will improve air quality in Warrington.

The Plan recognises that air pollution is an important determinant of public health and commits to reducing the exposure of the residents of Warrington to poor air quality.

There are two designated Air Quality Management Areas (AQMAs) in Warrington, as shown in Figure A3. The original motorway AQMA was designated in 2002 and covers parts of the M62, M6 and M56. The Warrington AQMA was designated in 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.

Figure A3: Map of AQMAs



Transport emissions are the most significant source of nitrogen oxides (NO_x) in Warrington. In the Warrington AQMA, the source apportionment is as follows:

- Petrol cars contribute approximately 11% and diesel cars 50% of NO_x, and account for 90% of distance travelled;
- Heavy goods vehicles (HGVs) and light goods vehicles (LGVs) contribute to 20% of NO_x, yet account for only 9% of distance travelled; and
- Buses contribute approximately 11% of NO_x, yet account for only 1% of distance travelled.

As such, WBC has set the following key priorities:

- Priority 1 – Reduce traffic volume and improve flows;
- Priority 2 – Reduce emissions from HGVs and LGVs;

- Priority 3 – Reduce emissions from bus and public transport including taxis;
- Priority 4 – Reduce exposure for those who are most vulnerable; and
- Priority 5 – Ensure that future development is designed to reduce exposure and improve air quality.

Relevance to the BSIP

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. The BSIP will support the AQAP by creating an attractive bus network that will encourage public transport journeys and reduce car travel, thereby directly contributing to Priority 1. Decarbonisation of the bus fleet and transition to electric buses would also contribute to Priority 3.

Appendix B : Warrington BSIP Consultation Report – Baseline

Warrington Bus Back Better Consultation Report (Accessible Version)

Warrington Borough Council

6 September 2021

Quality Information

Prepared by	Checked by	Verified by	Approved by
Jodie Knight Principal Consultant	Tamsin Stuart Regional Director	Tom Marsden Associate Director	Frank Mohan Regional Director

Issue / Revision History

Revision	Revision date	Details	Authorised Name		Position
1.0	20/09/21	Consultation Report	TCM	Tom Marsden	Associate Director

Prepared for:

Warrington Borough Council

Prepared by:

Jodie Knight

Principal Consultant

M: +44 07799 615954

E: jodie.knight@aecom.com

AECOM Limited

1 New York Street

Manchester M1 4HD

United Kingdom

T: +44 161 601 1700

aecom.com

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1. Introduction

1.1 Background

Warrington Borough Council (WBC) is currently working with AECOM on the development of a Bus Service Improvement Plan (BSIP), which aims to make Warrington buses more frequent, faster and reliable, cheaper, easier to use and better integrated.

This is part of the Government's National Bus Strategy – Bus Back Better that sets out the vision to dramatically improve bus services in England outside London, in order to reverse the recent shift in journeys away from public transport and help to encourage people to make their journeys by bus.

Local authorities are required to have a BSIP in place by October 2021 to be eligible to apply for a range of funding opportunities to support the national strategy.

To ensure the BSIP meets the needs of Warrington people, WBC has undertaken an engagement exercise to better understand residents' needs and desires with respect to bus services / provision. Given the timescales, a consultation survey was the quickest, most effective way to engage with residents and stakeholders.

The 'Warrington Bus Back Better' Consultation was held between Thursday 8th July and Monday 16th August 2021 (running for 5½ weeks in total).

1.2 Objectives

The overall objective of the consultation was to engage with Warrington residents and anyone who travels through Warrington to better understand the needs and views of current bus users, lapsed users and non-users of the perceived and actual barriers to bus use. The findings of the consultation provided insight to inform the development of Warrington's BSIP.

1.3 Report format

Following this introduction, the report is set out as follows:

- Section 2: describes the methodology;
- Section 3: discusses the profile of respondents;
- Section 4: Bus users' views and opinions;
- Section 5: Non-bus users' views and opinions; and
- Section 6: sets out the conclusions.

2. Methodology

2.1 Questionnaire

2.1.1 Questionnaire design

A questionnaire was designed by AECOM on behalf of WBC, a copy of which can be found in **Appendix A**. Prior to the consultation, AECOM and WBC agreed the questions required should be based on the BSIP Guidance provided by Government¹. It was important to establish data collection to support the themes presented by the BSIP guidance.

The final questionnaire included questions to elicit comments about:

- Increased bus usage in Warrington;
- Accessing multiple modes or services in one journey;
- Bus fares;
- Information sources; and
- Improvements to bus services needed.

Prior to issue, internal AECOM members (separate to the team working on this commission) and members of the wider WBC Client Team undertook test runs of the questionnaire to review the following:

- a) Questionnaire length;
- b) Question understanding; and
- c) Routing was correct.

2.1.2 Response mechanisms

The design stages of this consultation were undertaken when social distancing and some face-to-face restrictions due to the COVID-19 pandemic were still in place. In addition, the available timescales to engage with members of the public were tight. Therefore, the primary response mechanism was an online questionnaire, available via the WBC website. Alternative means of responding were also available including:

- A specific version available for respondents who required the use of specialist screen reader software;
- Hard copies available, if requested;
- Emails via a WBC email address (buses@warrington.gov.uk); and
- Telephone via a dedicated freephone number.

The number of responses for each response mechanism is shown in **Table 2.1**.

¹ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/985379/bus-service-improvement-plans-guidance-to-local-authorities-and-bus-operators.pdf

Table 2.1: Number of responses

	Online	Hardcopy (paper)	Email	Telephone	Total
Number of responses	218	0	31	0	249

To promote the survey, a number of channels were used to encourage engagement with the survey. These activities were undertaken by WBC's Communications Team and included:

- A press release;
- An article in the Warrington Guardian newspaper²;
- Social media posts (on WBC Twitter and Facebook channels);
- An email was sent containing the link to a WBC transport stakeholder mailing list, including multiple key business hubs and community groups; and
- A flyer was distributed to leisure centre hubs and transport hubs.

In addition, during the final weeks of the consultation period, AECOM placed four interviewers in key locations in Warrington Town Centre and Stockton Heath District Centre to promote the survey. Postcards containing the survey link were handed out. This engagement exercise took place after the restrictions were lifted in England (Friday 6th August to Sunday 8th August 2021).

2.2 Data management

This section explains how the data was processed and coded.

2.2.1 Data processing

Response data was downloaded from the online portal and collated with data from all the emails received.

Data was cleaned to ensure accuracy as follows:

- All questions not answered by a respondent were given the same value as "missing" data to ensure these were not included in the analysis; and
- Where a response was specified in free text which could be attributed to an answer in the list provided in the questionnaire, this was updated.

Data was imported from Askia³ into SPSS (Statistical Package for the Social Sciences). Additional variables were created using syntax in preparation for analysis.

2.2.2 Coding

All free-text responses and letters and emails were grouped into themes to allow meaningful analysis. E-mail responses were combined with the free text comments given in the questionnaire for analysis purposes.

² <https://www.warringtonguardian.co.uk/news/19441223.warrington-borough-council-hopes-transform-bus-services/>

³ Online Survey Software

Where possible, free text responses have been analysed by topic rather than response to a question to allow meaningful analysis and avoid double counting where respondents have given the same response to several questions.

The themes from each question were created by AECOM using the initial set of responses, before full coding began. Where new themes emerged, these were verified before continuing. A minimum of 10% quality assurance checks and validation were completed on the coding for each question by AECOM.

Throughout the report, quotes from the free text responses and emails have been used to illustrate the points raised. Quotes have been selected to best show the essence of what was said for each theme.

2.2.3 Preparation for analysis

The frequencies for each response per question were calculated, checked and verified to ensure all data had either a response, a no comment or a missing value. This data was prepared for analysis by creating a series of cross-tabs for key criteria such as demographics.

2.3 Analysis and reporting

The consultation was open to all and, therefore, respondents were self-selecting. This, coupled with the fact respondents could choose which of the questions they answered, means the results and responses should be viewed as indicative of the wider population and any identified sub-groups rather than representative. The profile of respondents is detailed in the next section.

As respondents were not obliged to answer all questions in the questionnaire, the percentages shown only include those that responded to each question.

Where percentages do not sum to 100% in the main body of the report, this is due to rounding. An asterisk (*) denotes less than 0.5%.

3. Respondent Profile

3.1 Type of respondent

A total of 249 responses were received to the consultation.

Table 3.1 shows the response by each type of respondent, covering all response mechanisms.

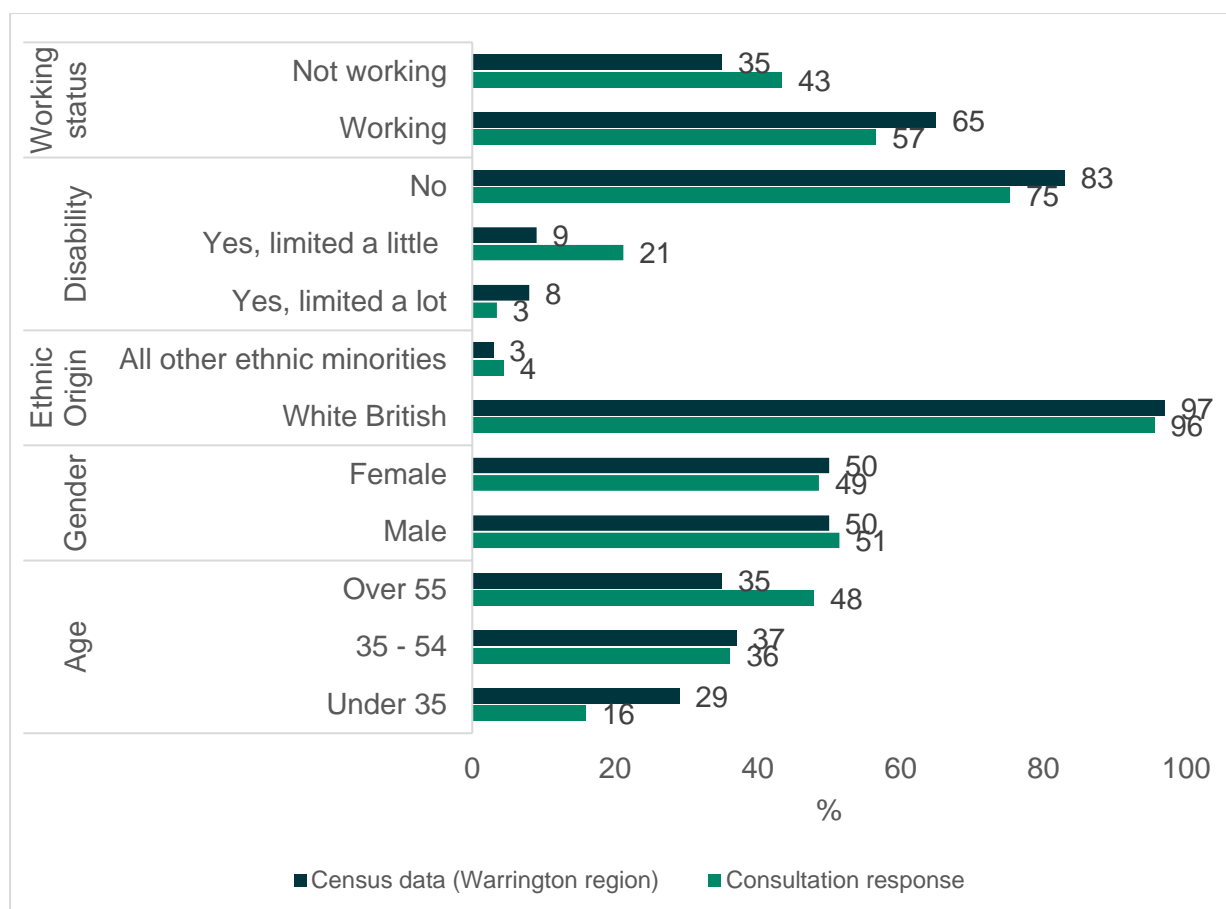
Table 3.1: Type of respondent

	Online Questionnaire	Email	Total	%
General Public	218	27	245	98%
Organisations	0	4	4	2%
Total	218	31	249	100%

3.2 Representativeness of response

Figure 3.1 illustrates the demographic profile of the general public who responded to the consultation, via the questionnaire only (n=218).

Figure 3.1: Demographic profile for members of the public



Base: 218 respondents

3.3 Usage of the Bus Services in Warrington

Respondents who completed the questionnaire were asked about their use of Warrington bus services:

- Before March 2020 (i.e. before COVID-19 restrictions were implemented);
- During the COVID-19 pandemic (i.e. post March 2020 and throughout 2020, into 2021 until present day); and
- Expected usage in the future, post COVID-19 pandemic, when restrictions are lifted.

The figures in **Table 3.2** suggest respondents are expecting to return to their previous patterns of travel (before March 2020), and in some cases some bus usage patterns were retained through the pandemic.

Table 3.2: Bus service usage by respondents

Usage	Before March 2020 (%)	From March 2020 – present day (%)	In the future (%)
5 days a week or more	13	7	12
3 – 4 days a week	14	7	15
1 – 2 days a week	17	14	23
Less than once a week but more than once a month	15	10	18
Once a month	6	6	8
Less than once a month	22	16	15
Never	14	39	9

Base (for all 3 questions): 218 respondents

If a respondent said “Never” to all three questions above (i.e. they never used the bus service in Warrington before March 2020, between March 2020 to present day or plan to use it in the future) then these respondents were classed as “Non-users” of the bus services in Warrington (n = 13). All other respondents were classified as “Users”. **Table 3.3** shows the frequency of Users and Non-Users who responded to the consultation.

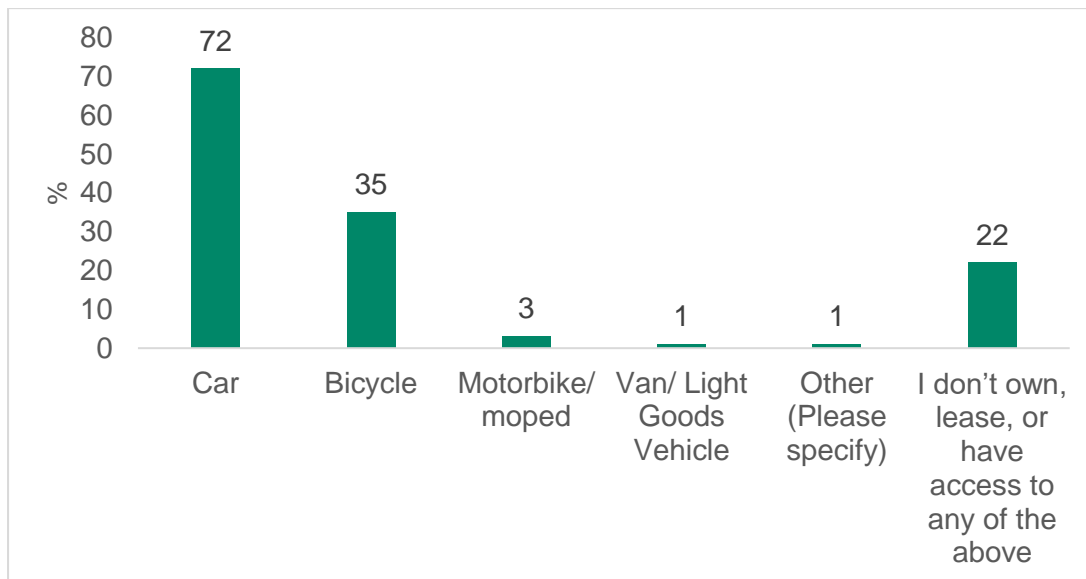
Table 3.3: Number of users vs. non-users

	Frequency	%
Users	205	94
Non-Users	13	6
Total	218	100

3.4 Access to other modes

Respondents were asked what other modes they own or have access to. Almost three quarters (72%) had access to a car and a third (35%) had access to a bicycle. Over a fifth (22%) did not own or have access to any other vehicles.

Figure 3.2: Access to other modes



Respondents could tick more than one option
 Base: 218 respondents

3.5 E-mail responses

In addition to the online survey, 31 e-mails were received, mainly from members of the public, but also from a few organisations.

Four organisations sent responses. These were:

- University of Chester;
- RideTandem;
- CPRE Cheshire; and
- Historic England.~

~ Note: Historic England sent an acknowledgement that they had seen the Consultation. However, they had no comments at this time.

The remaining e-mails were from 27 residents who live across the region. Many of the emails were service specific and how changes to their services are affecting them rather than network-wide suggestions. Key themes across the e-mails included:

- Poor frequency of services;
- Lack of evening / Sunday services;
- Buses not turning up when expected; and
- Fares too costly for the service that is provided.

4. Users of Warrington bus services

Of the 218 respondents who responded to the consultation, 205 respondents were bus users. The following are the key findings from the user respondents.

4.1 Bus Usage

Figure 4.1 presents the journey purpose of bus users. 62% of all users said they use the bus for social / leisure / recreation reasons, whilst 58% said they use the bus to go shopping and 31% said they use the bus to commute to / from work.

Figure 4.1: Journey purpose of bus users

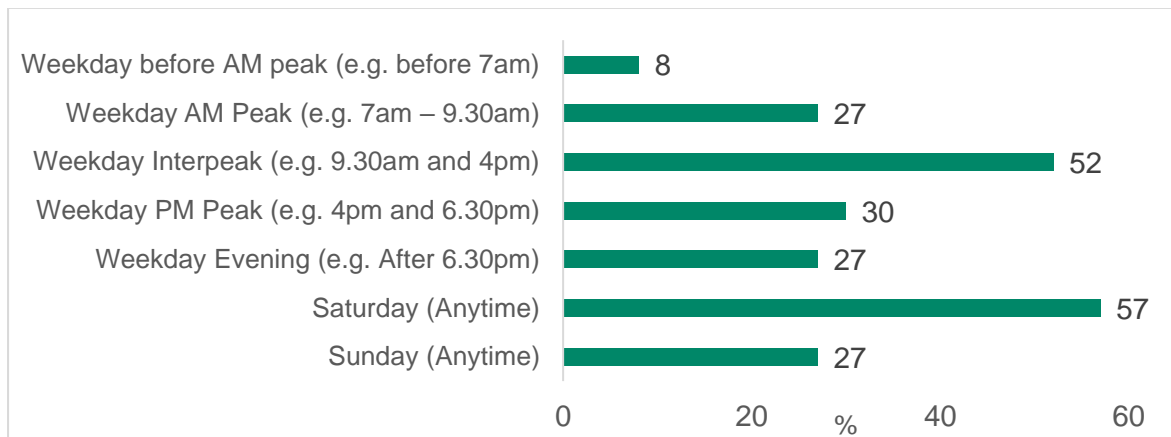


Respondents could tick more than one option.

Base: 205 respondents

Users were asked what time of day they travel using the bus services in Warrington (see **Figure 4.2**). Over half use the buses on Saturday (57%), whilst a further 52% said they use the bus during the weekday inter-peak.

Figure 4.2: Time of day respondents use the bus services



Respondents could tick more than one option.

Base: 205 respondents

The top ten services used by respondents are listed below in **Table 4.1**.

Table 4.1: Top ten bus services mentioned by users

Bus Service	Frequency	%
CAT5	51	25
17	24	12
15	24	12
14	25	12
CAT6	22	11
32	22	11
25	22	11
13	20	10
110	18	9
19	18	9

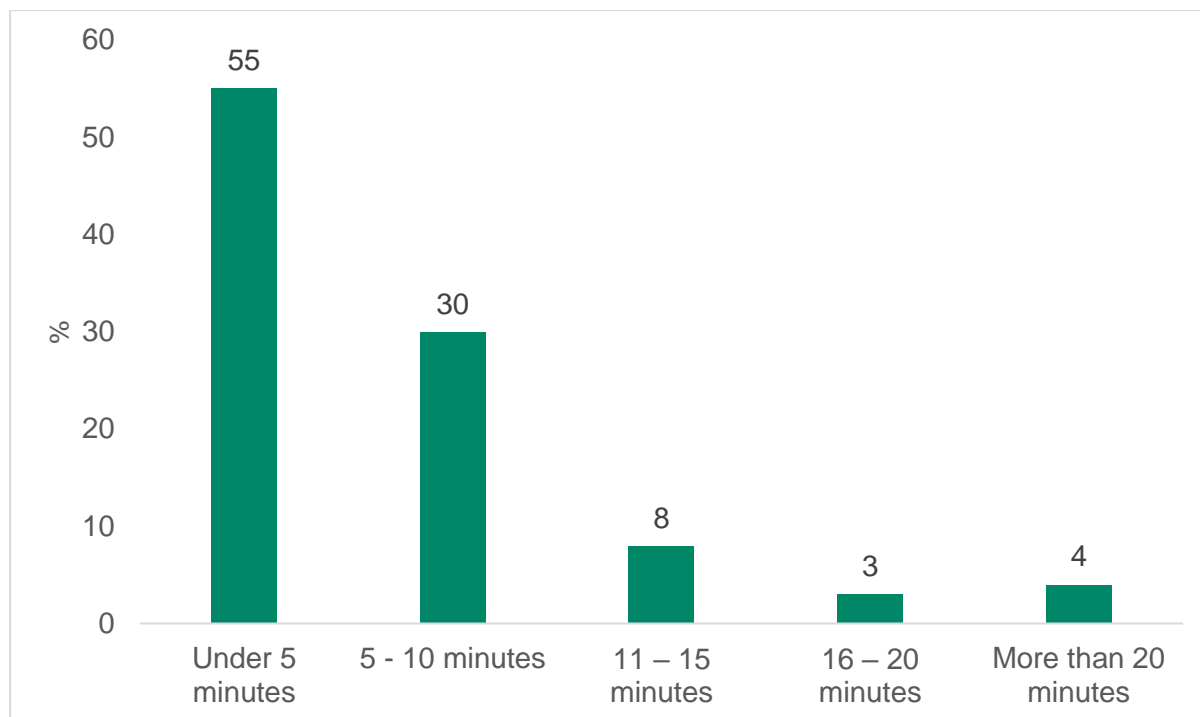
Respondents could tick more than one option.

Base: 205 respondents

Seventy respondents possessed a concessionary pass of which 86% used their pass for every journey by bus, whilst 14% said they used it for some of the journeys they make. Of those who have the passes, 89% have an Older Person's Concessionary Pass, whilst 11% have a Disabled Concessionary Pass.

As shown in **Figure 4.3**, over half of bus users (55%) said it was less than a five minute walk from home to the bus stop for their main bus service, whilst 30% said it took them five to ten minutes. Very few (15%) had a walk longer than ten minutes.

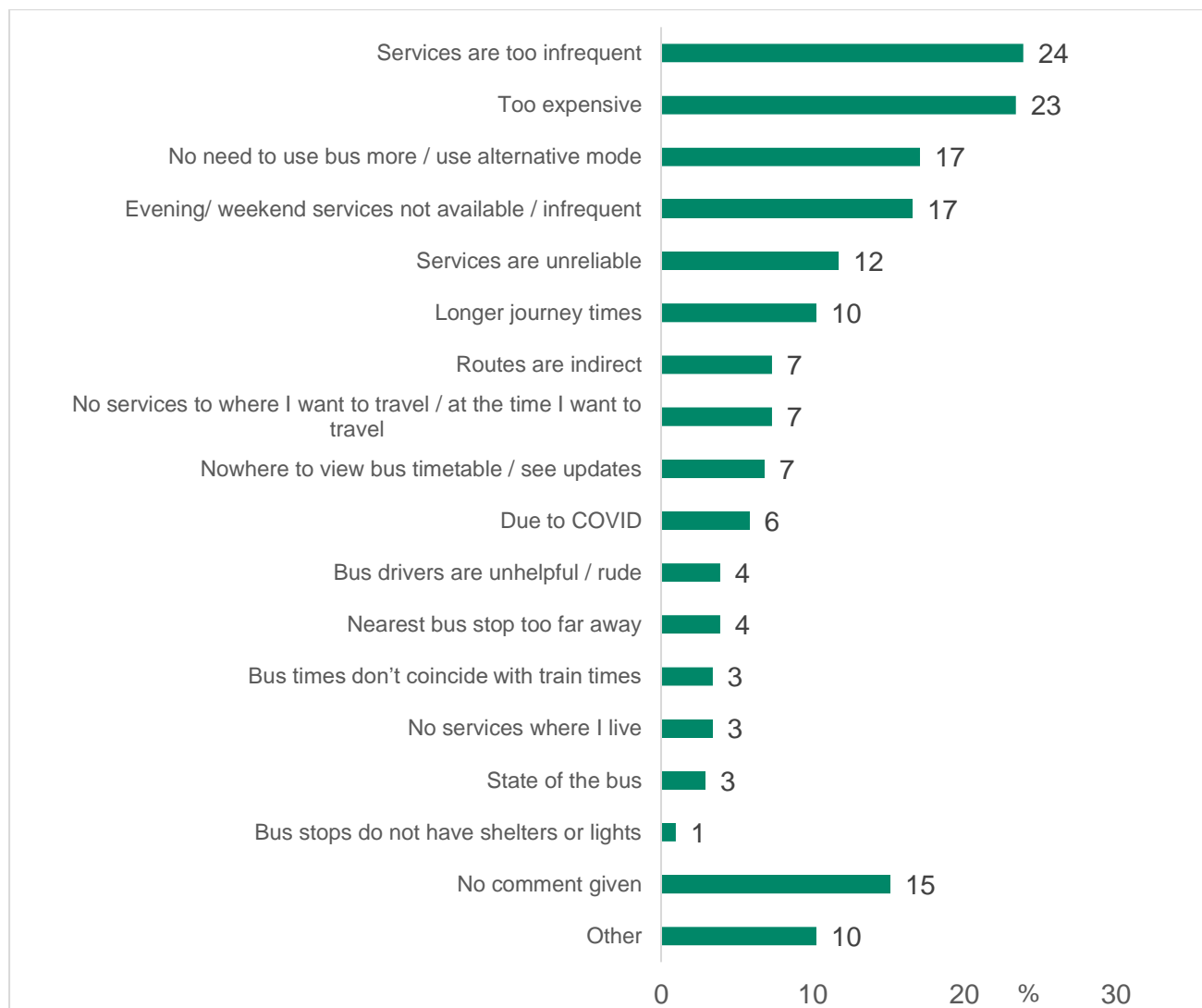
Figure 4.3: Length of time to walk from home to main bus stop



Base: 205 respondents

All users were asked why they do not use the bus more often. Almost a quarter of the respondents (24%) stated the services are too infrequent whilst 23% said it was too expensive.

Figure 4.4: Reasons for not using the bus more



Respondents could tick more than one option.
 Base: 205 respondents

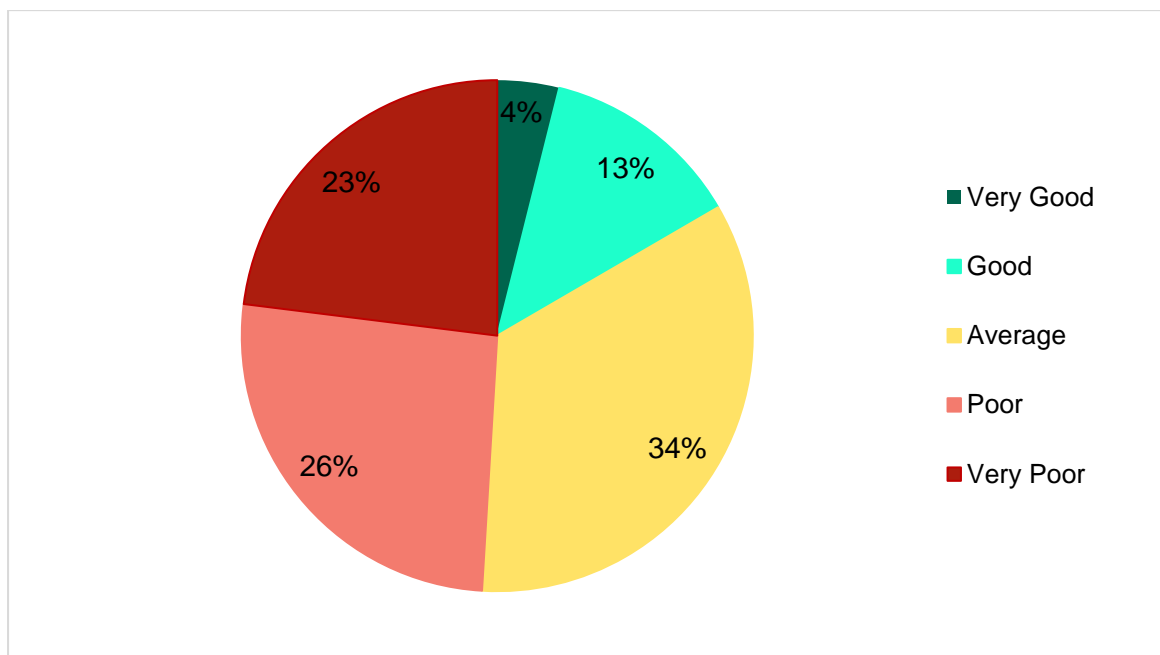
4.2 Perceptions of the Network / Services

All users were asked their opinions on aspects of the current network and service provision.

4.2.1 Frequency of the bus services

17% of all users rated the frequency of the buses as very good (4%) and good (13%), whilst almost half (49%) said the bus service frequency is poor (26%) or very poor (23%).

Figure 4.5: Users’ view on bus service frequency in Warrington



Base: 205 respondents

Users were asked what they thought of the frequency of services at different times of day. **Table 4.2** shows that at evening and weekends, at least 60% said that frequency needed to be increased.

Table 4.2: Views on frequency at different times of the day

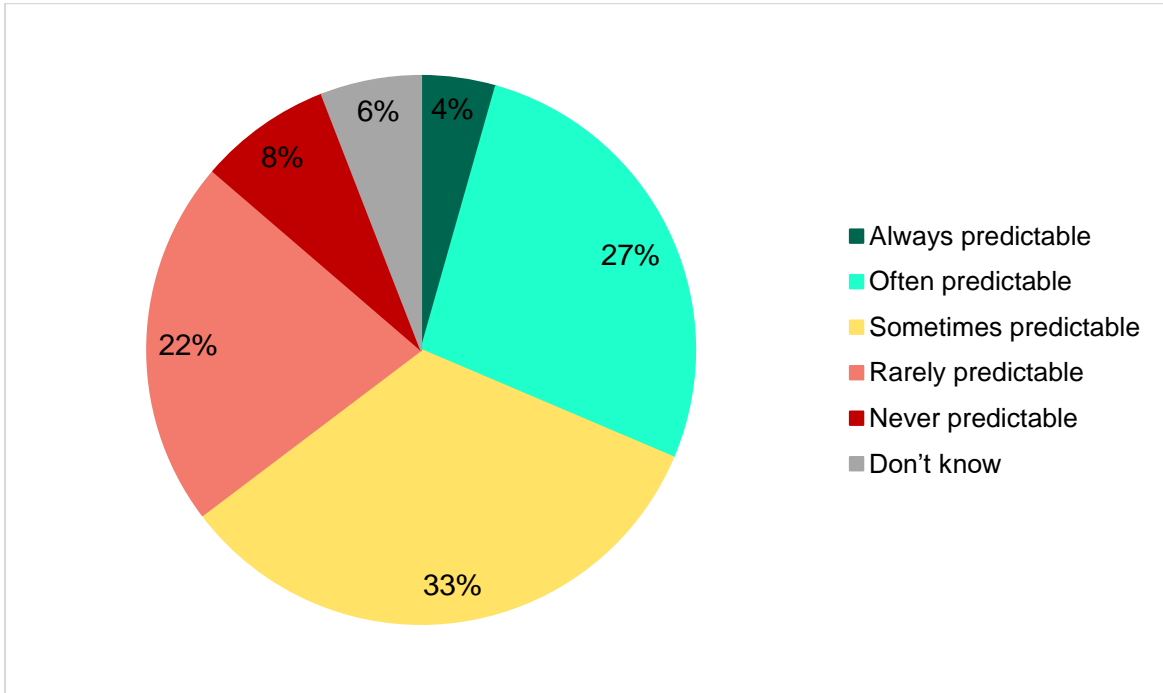
Time of day	Increased frequency is needed	Frequency is about right	Reduced frequency is needed	Don't know	Base
Weekday before AM peak (e.g. before 7am)	41%	35%	0%	24%	119
Weekday AM peak (e.g. 7am – 9.30am)	46%	34%	0%	20%	147
Weekday Interpeak (e.g. 9.30am and 4pm)	45%	40%	0%	15%	183
Weekday PM peak (e.g. 4pm and 6.30pm)	54%	30%	1%	15%	177
Weekday Evening (e.g. after 6.30pm)	69%	14%	1%	16%	161
Saturday (anytime)	61%	30%	1%	11%	184
Sunday (anytime)	67%	18%	0%	15%	172

This shows that there is appetite for increased frequency in the evenings (54%) and at weekends (55% Saturday and 56% Sunday) in particular, with demand for increased frequency also in the weekday PM Peak at 47%.

4.2.2 Predictability of the bus services

As shown in **Figure 4.6**, views on the predictability of bus services were fairly evenly split, with just under a third (31%) of users reporting that their journeys were 'always' or 'often' predictable, whilst a third (33%) said they were somewhat predictable and under a third (30%) 'rarely' or 'never' predictable.

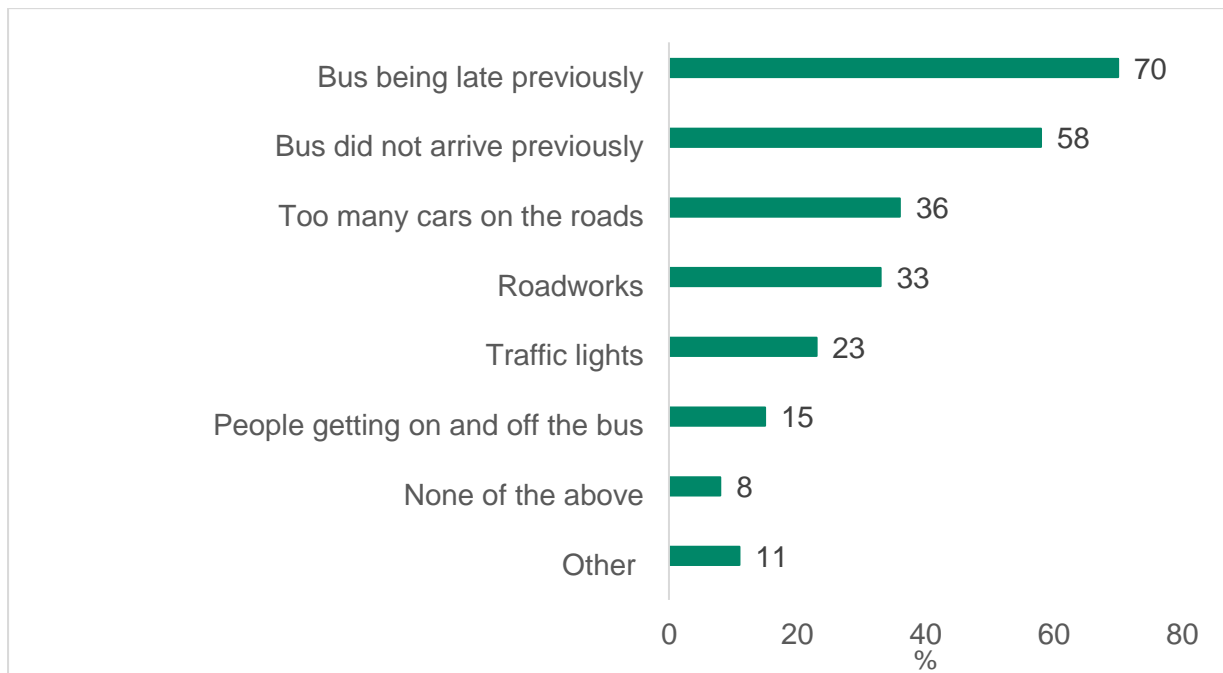
Figure 4.6: Users' views on predictability of bus services in Warrington



Base: 205 respondents

Users were asked what causes them to doubt the predictability of the bus services in Warrington; 70% said the bus being late previously and 58% said the bus did not arrive.

Figure 4.7: Users’ views on predictability of bus services in Warrington

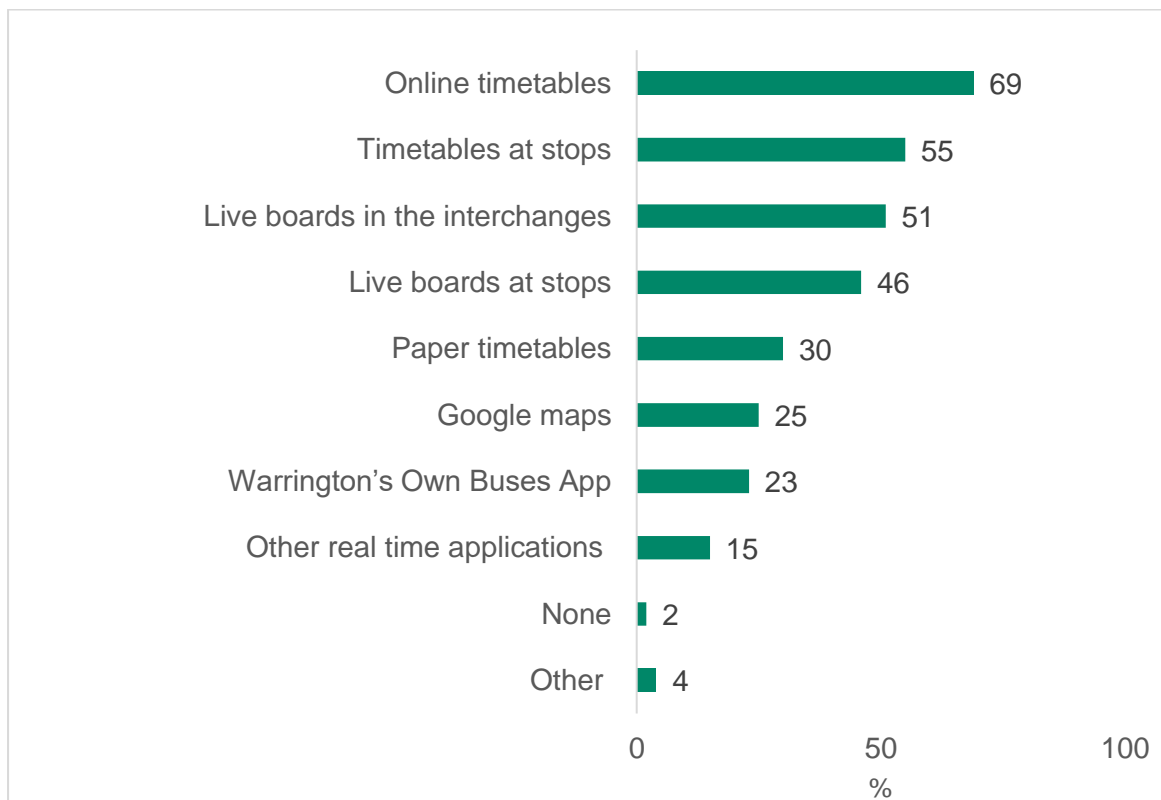


Respondents could tick more than one option.
Base: 195 respondents

4.2.3 Information provision

Over two-thirds of users (69%) use online timetables when travelling by bus, whilst 55% use timetables at stops and 51% use live boards in the interchanges. Only 2% did not use any information sources when travelling by bus.

Figure 4.8: Use of information sources when travelling by bus

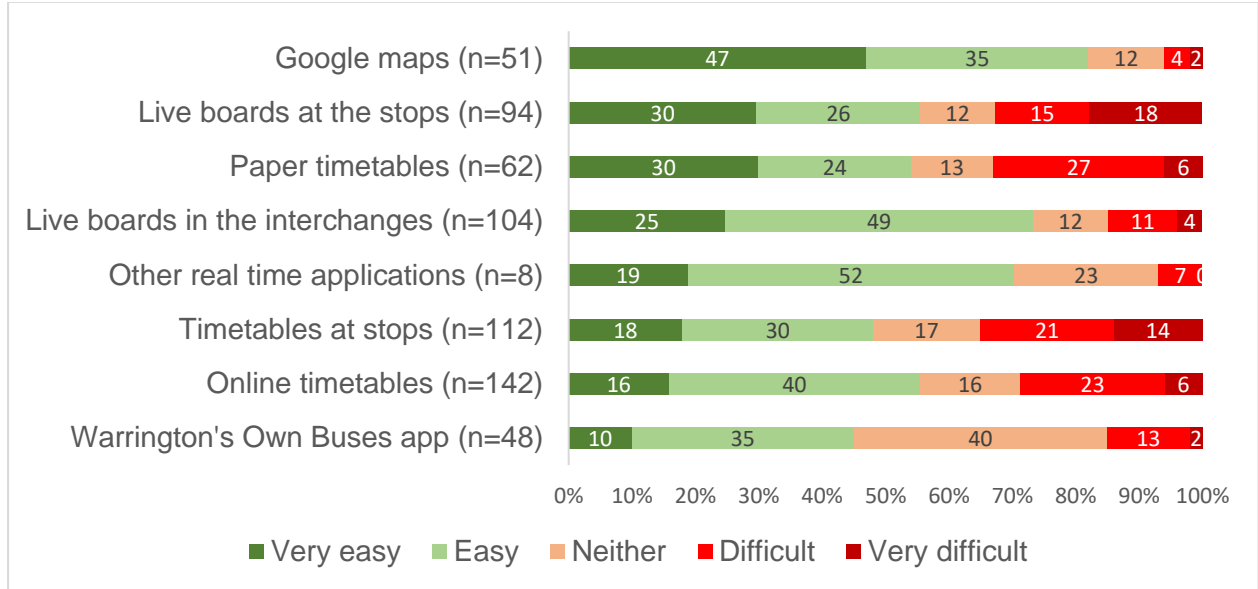


Respondents could tick more than one option.
Base: 205 respondents

Respondents were asked how easy it is to access each information source used; 82% of all users said google maps is 47% (very easy) or 35% (easy) to access, whilst 30% said that live boards at the stops are very easy to access and 26% said they are easy to access.

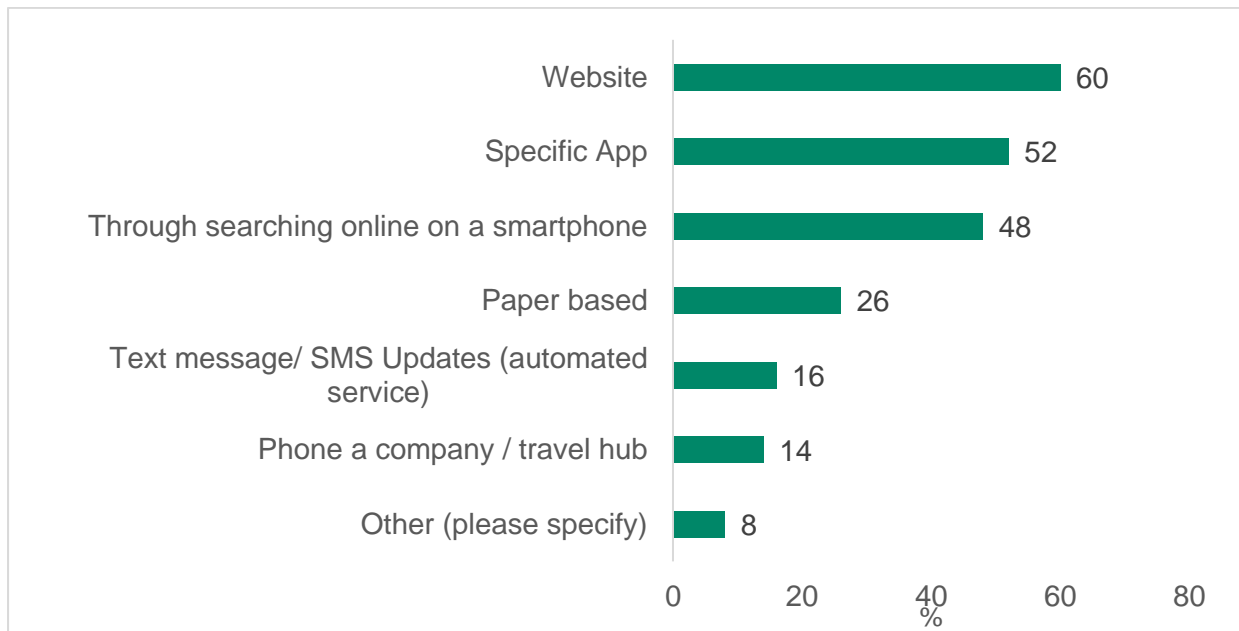
However, 35% of users said that timetables at stops were difficult (21%) and 14% (very difficult) to use.

Figure 4.9: Satisfaction when using information sources



Users were asked how they would like to access information about bus services in Warrington; 60% said they would like to access information through a website, whilst 52% said through a specific app and 48% through searching online using a smartphone.

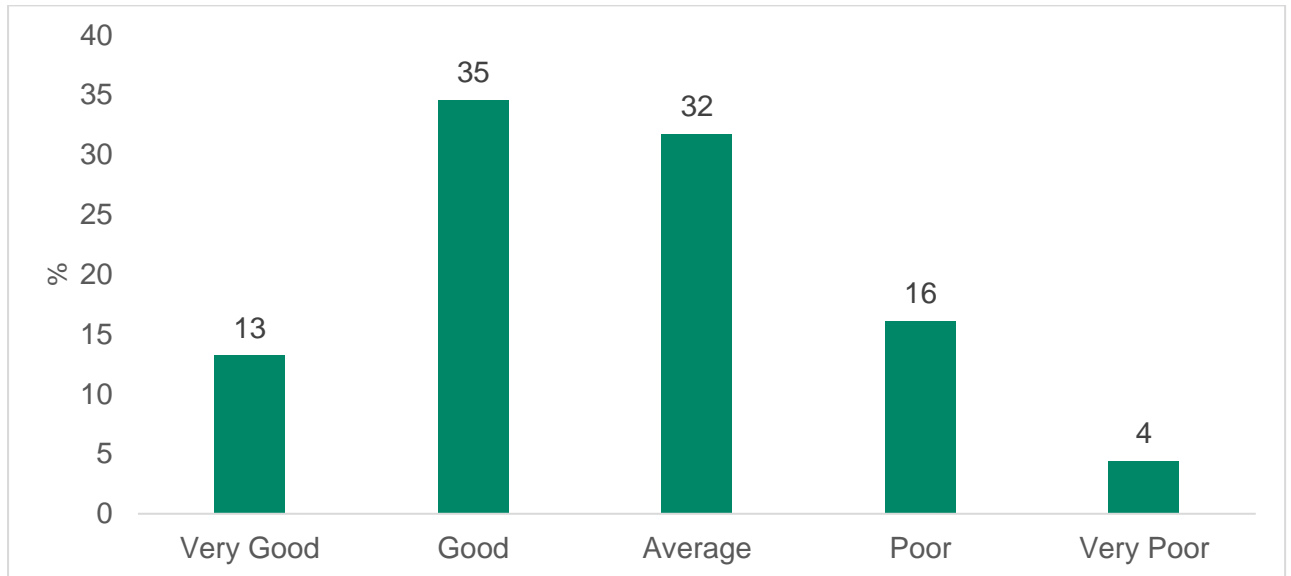
Figure 4.10: Satisfaction when using information sources



Respondents could tick more than one option.
Base: 205 respondents

All users were asked to rate their own level of awareness of bus services in Warrington and 48% rated their awareness as very good (13%) or good (35%), but 16% rated their awareness as poor and a further 4% as very poor.

Figure 4.11: Awareness of bus services in Warrington



Base: 205 respondents

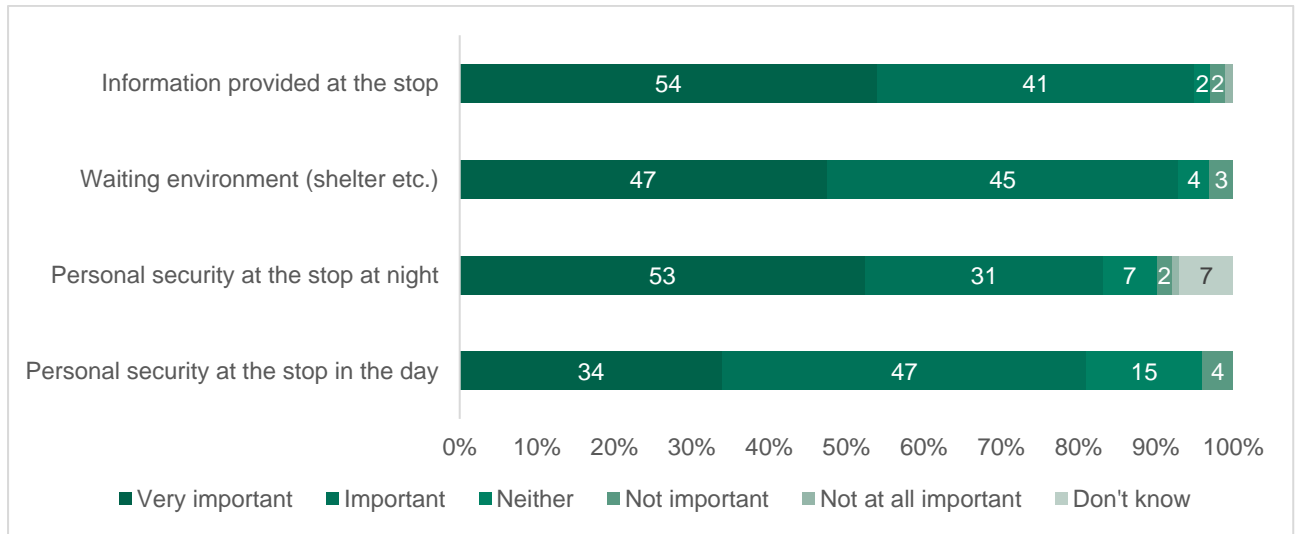
When asked how information provision could be improved in Warrington, 22% said the bus stops needed to be improved with information / live boards, whilst 16% said online sources needed improving and 12% said better physical timetables / maps / sources were needed. Over a third (35%) did not comment on this question.

4.2.4 Waiting environment / personal security

All users were asked how important the waiting environment is to them when using the bus in Warrington (see **Figure 4.12**). Most users (95%) said the information provided at the stop was very important (54%) or important (41%). Similarly, 92% of users indicated the waiting environment in general was 92% very important (47%) or important (45%).

As could be expected, perceptions of personal security at the stop at night was more important than in the day, with over half (53%) indicating it was 'very important' at night compared to just over a third in the day (34%).

Figure 4.12: Users’ views on aspects of the waiting environment for bus services in Warrington

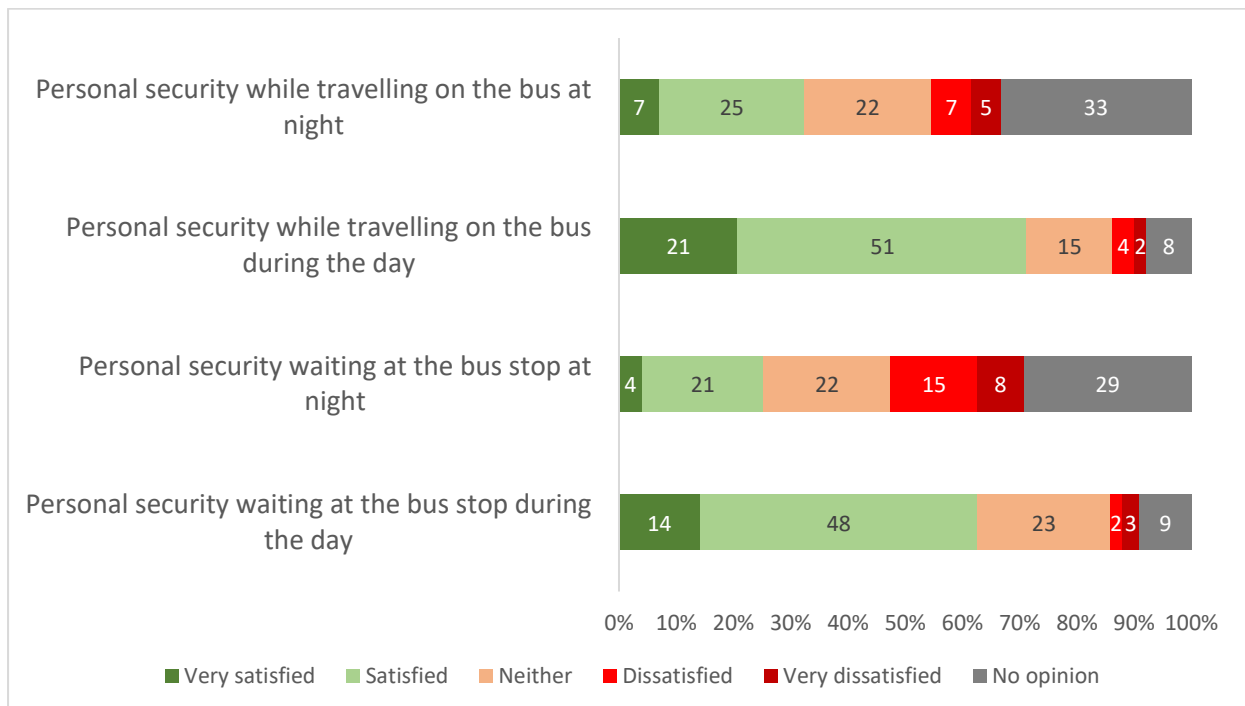


Base: 205 respondents

72% of users said they were very satisfied (21%) and satisfied (51%) with personal security whilst travelling on the bus during the day, whilst 62% said they were very satisfied (14%) and satisfied (48%) with their personal security waiting at the bus stop during the day.

Users also highlighted some concerns with personal security at night when waiting at the bus stop; 23% said they were dissatisfied (15%) or very dissatisfied (8%), whilst 12% said they were dissatisfied (7%) or very dissatisfied (5%) when travelling on the bus at night.

Figure 4.13: Satisfaction with users’ personal security



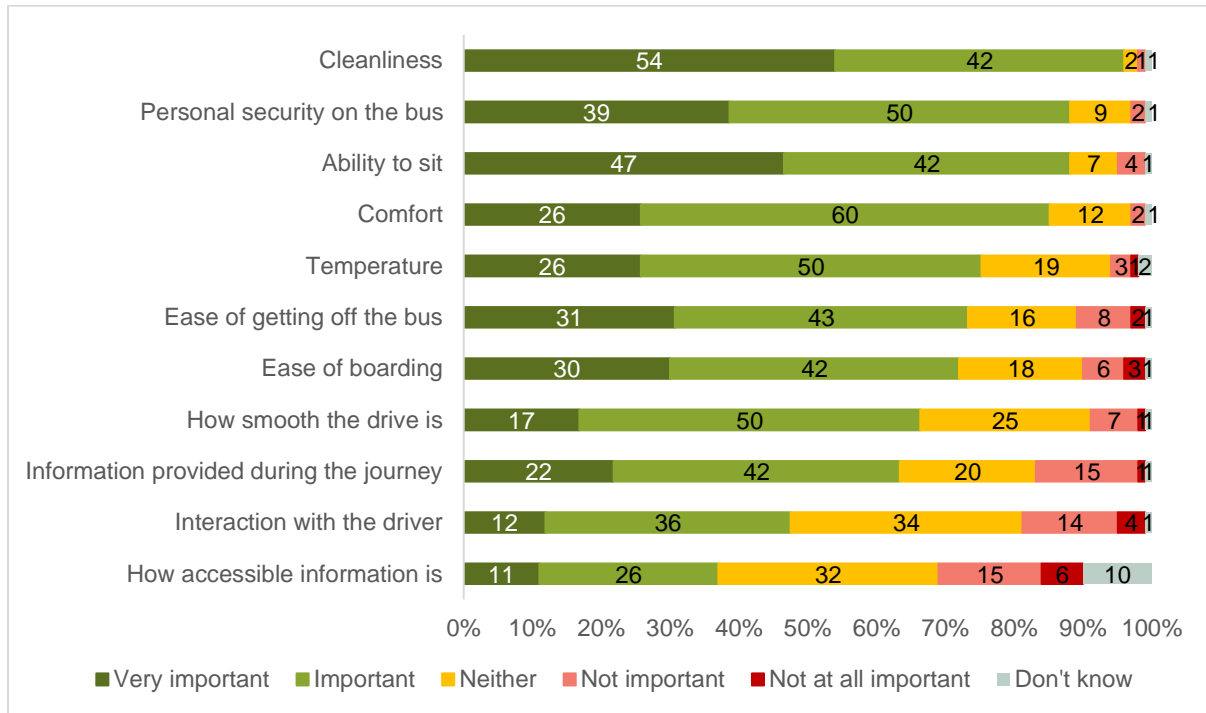
Base: 205 respondents

4.2.5 On-board views

Figure 4.14 presents a summary of user perceptions of on-board facilities. Most users (96%) said cleanliness was very important (54%) or important (42%), and 89% said that personal

security on the bus was very important (39%) or important (50%). Only 37% said the accessibility to information is important or very important.

Figure 4.14: On-board user views

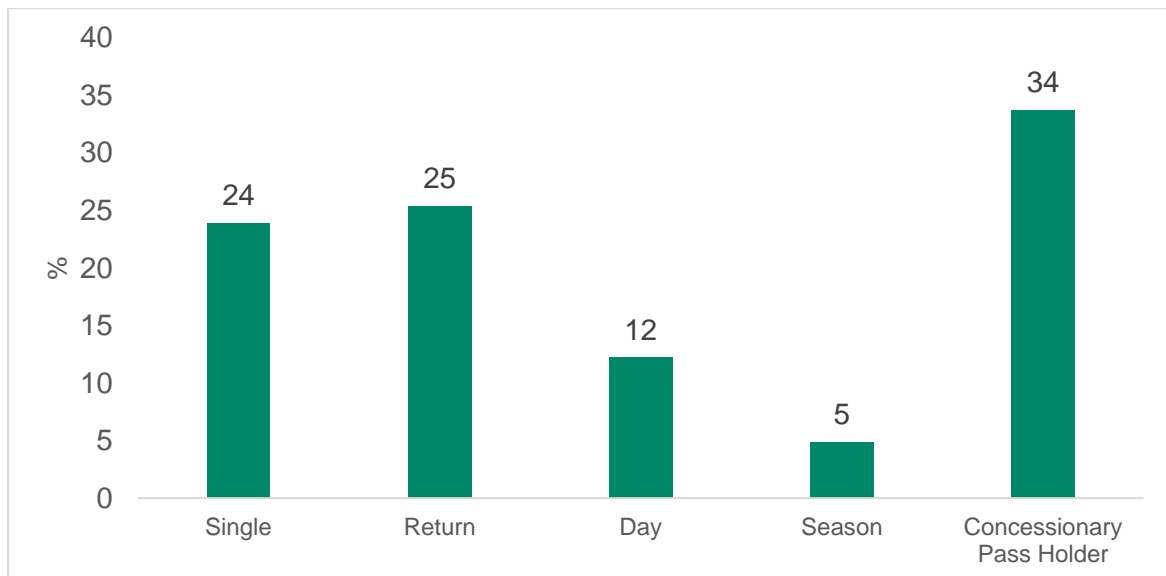


Base: 205 respondents

4.2.6 Ticketing

All users were asked what type of ticket they usually buy when travelling by bus in Warrington. Almost a quarter of users said they buy a return (25%) or a single ticket (24%), whilst over a third (34%) said they use their concessionary pass. 5% usually use season ticket.

Figure 4.15: Types of tickets users buy

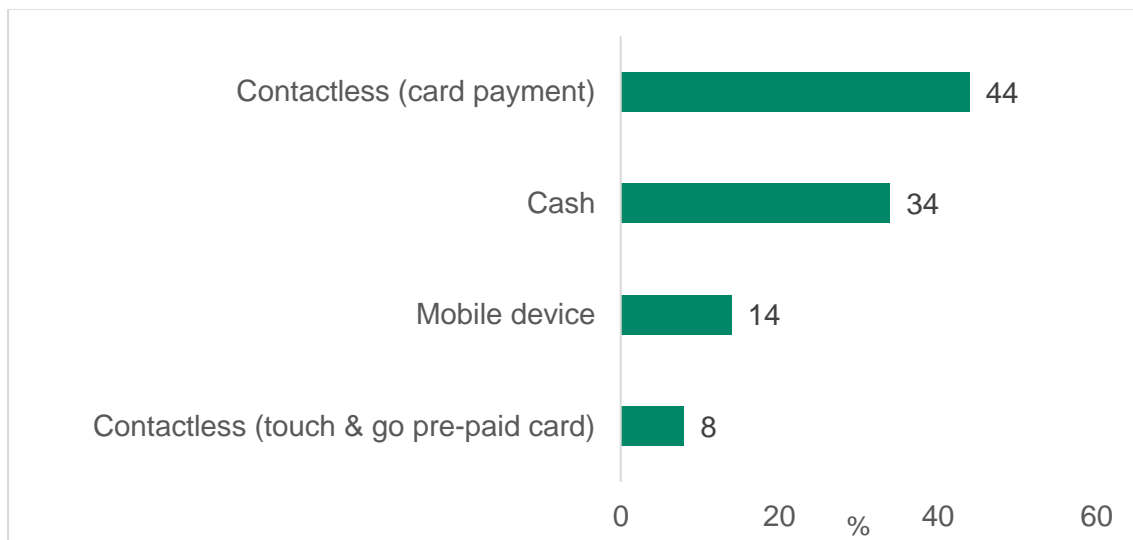


Respondents could tick more than one option.
Base: 205 respondents

Twenty nine percent of respondents said they use a concessionary pass for all journeys and therefore do not have to pay for their trips. These respondents were excluded from questions regarding fares and value for money.

Users were asked how they usually pay for their ticket on the bus and over two-fifths (44%) said they paid using contactless, whilst 34% use cash.

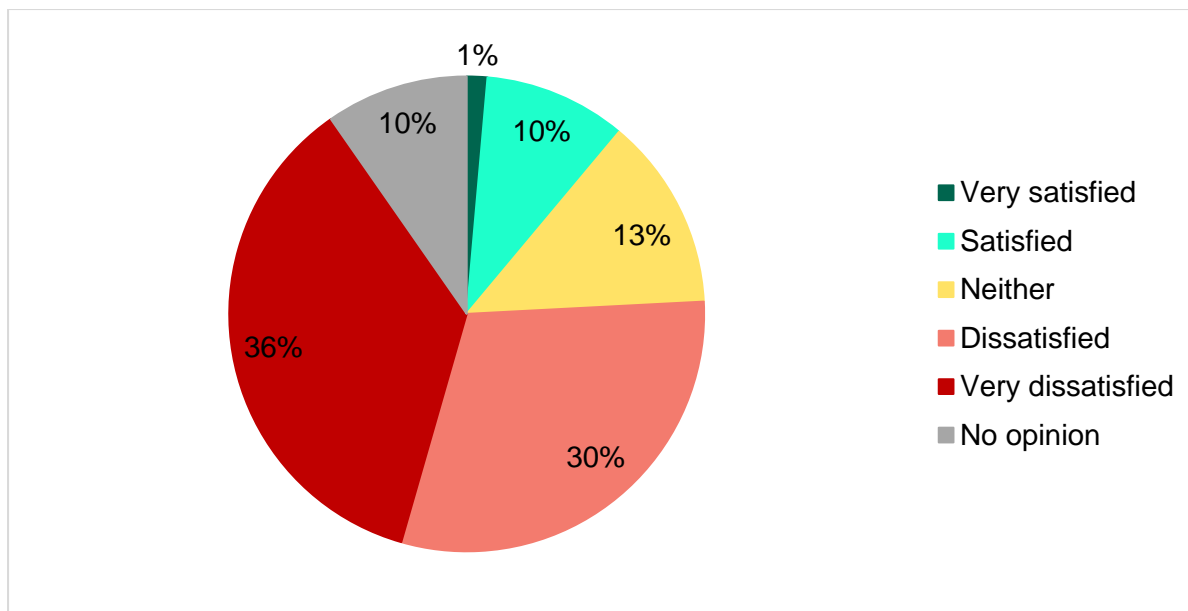
Figure 4.16: How users pay for their ticket



Respondents could tick more than one option.
Base: 136 respondents

As shown in **Figure 4.17**, only 11% are currently satisfied (10%) or very satisfied (1%) with bus fares in Warrington, whilst two-thirds are not satisfied (36% are very dissatisfied and 30% dissatisfied). A further ten percent had no opinion.

Figures 4.17: Satisfaction with current bus fares in Warrington

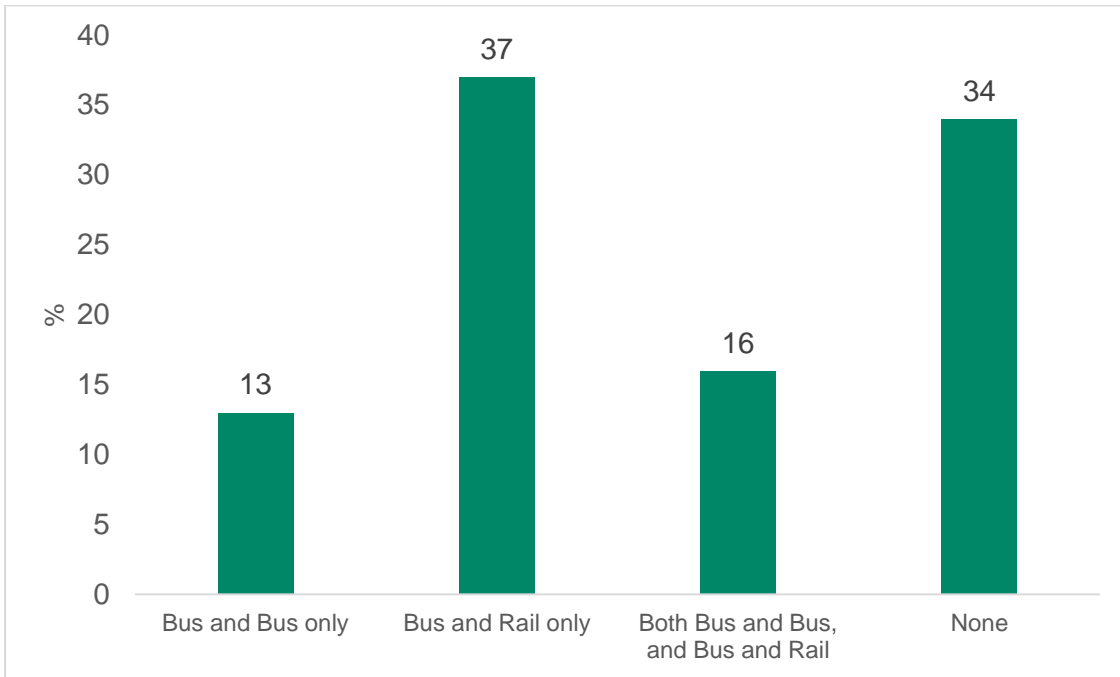


Base: 205 respondents

Users were then asked if anything about bus fares could be changed to encourage them to use the bus more. Fifty percent of users declined to provide a comment, whilst 35% said cheaper fares would encourage them to use the bus more and 8% said a multi ticket / saver ticket or a ticket across the different companies would encourage them to use the bus more.

As shown in **Figure 4.18**, over a third of bus users (34%) do not use more than one mode or service within a journey, whilst 37% of bus users use bus and rail and 16% use bus and bus or bus and rail within one journey.

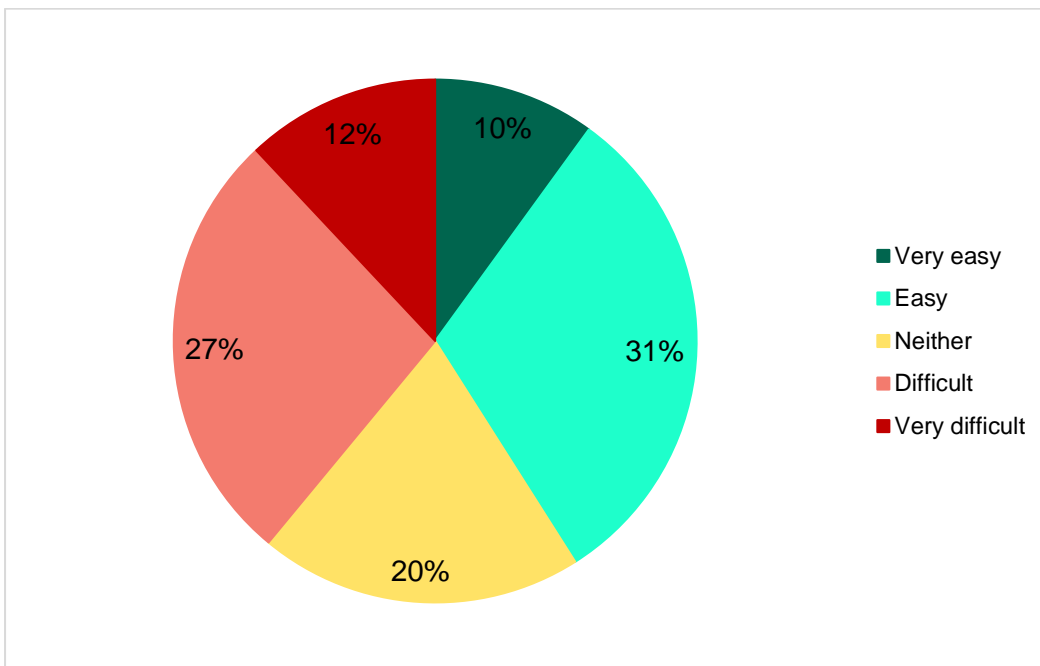
Figure 4.18: Users who use more than one mode or service within one journey



Base: 205 respondents

Over two-fifths of bus users said it is very easy (10%) or easy (31%) to use more than one mode of service within a journey (see **Figure 4.19**). However, 39% said it is difficult (27%) or very difficult (12%).

Figure 4.19: Ease of using more than one mode or service within one journey

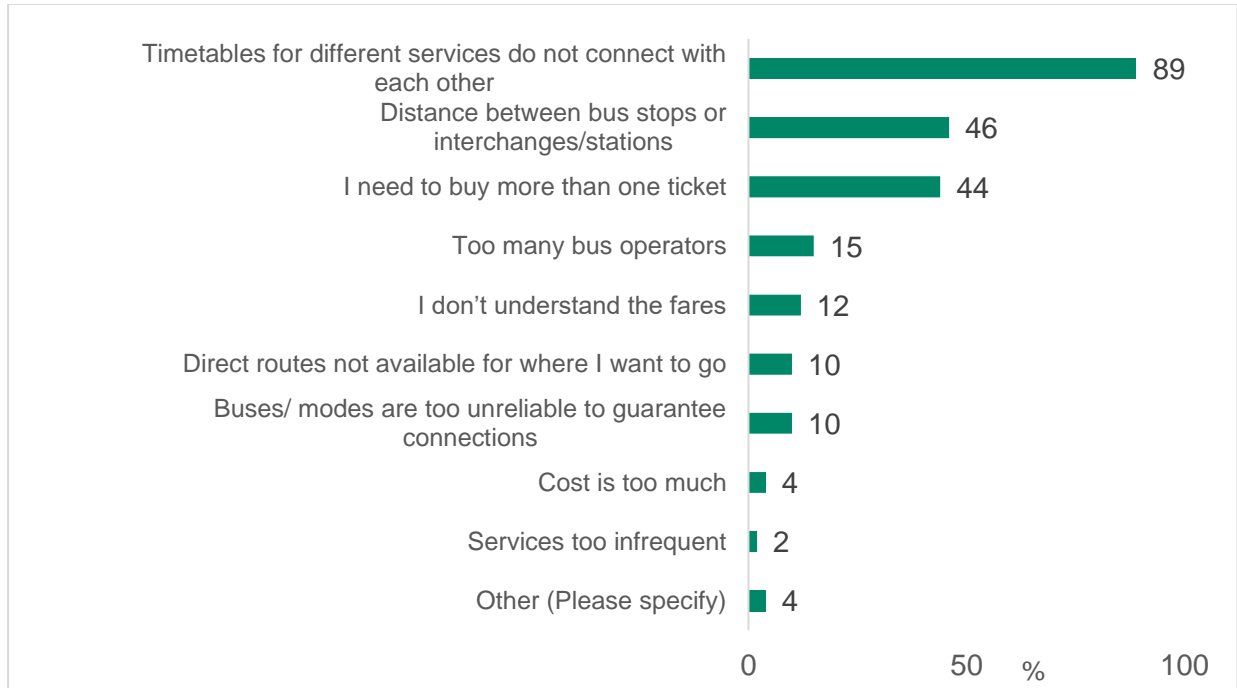


Base: 135 respondents

When asked why it is difficult, the main reasons given included:

- timetables for the different services do not connect with one another (89%);
- the distance between stops or interchanges (46%); and
- the need to buy more than one ticket, reflecting the lack of a multi-operator ticket (44%).

Figure 4.20: Reasons for why it is difficult to use more than one mode or service in one journey



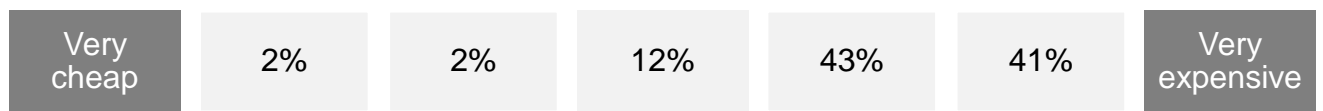
Respondents could tick more than one option
 Base: 52 respondents

Users were asked to rate Warrington bus services for a variety of attributes:

Bus Fares

Eighty four percent of users felt bus fares in Warrington are very expensive, whilst only 2% said their opinion was completely over on the left hand side of the scale as they thought the bus fare levels are very cheap.

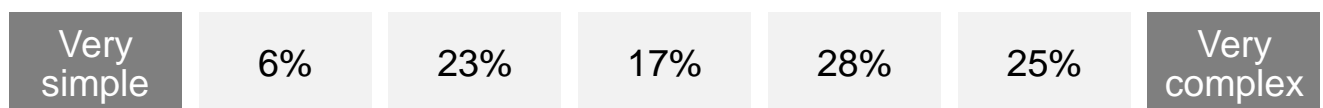
Figure 4.21: Warrington bus fare levels are.....



Base: 205 respondents

Six percent of users said that understanding bus fares in Warrington is very simple, however 25% said it is very complex.

Figure 4.22: Understanding bus fares in Warrington is.....



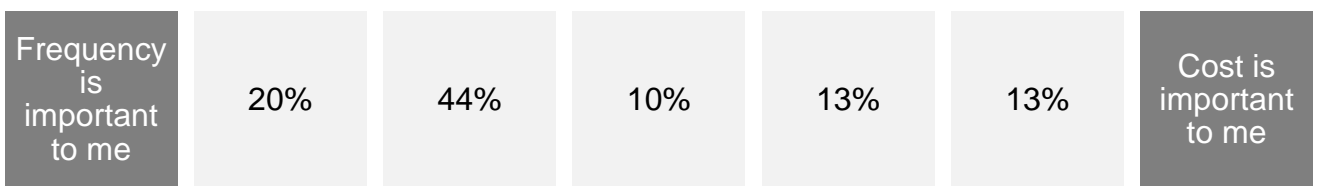
Only 3% said it is easy to get a single ticket to use between modes, whilst 33% said multiple tickets are needed.

Figure 4.23: When using multiple modes it is.....



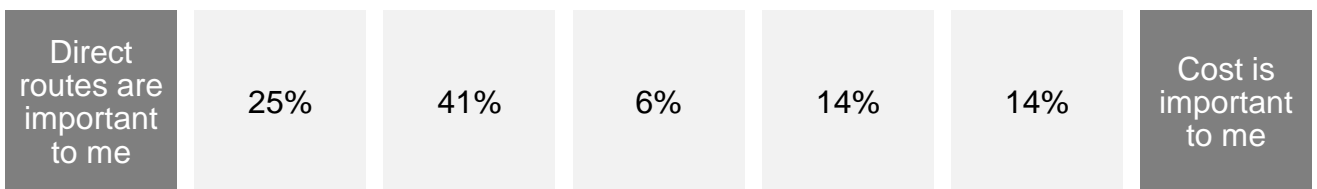
Users were then asked about their opinion when rating the importance of frequency versus cost and to understand which, if any, is more important. Almost two thirds of users (64%) said frequency is important to them, whilst 26% said cost was important to them. Ten percent said they were both equally as important.

Figure 4.24: Importance of frequency vs. cost



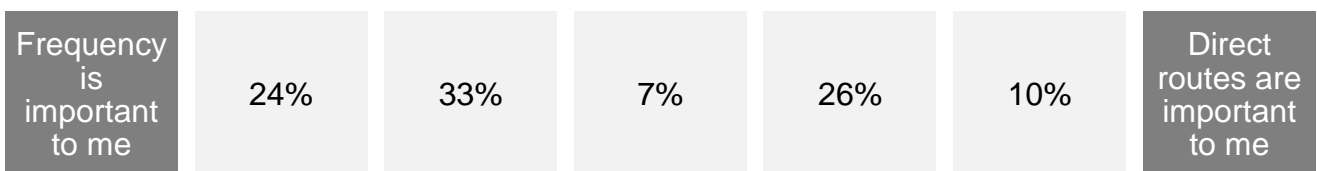
When asked to rate the importance of direct routes versus cost and to understand which, if any, is more important, sixty six percent of users said direct routes are important to them, whilst 28% said cost is important to them. Six percent said they were both equally as important.

Figure 4.25: Importance of direct routes vs. cost

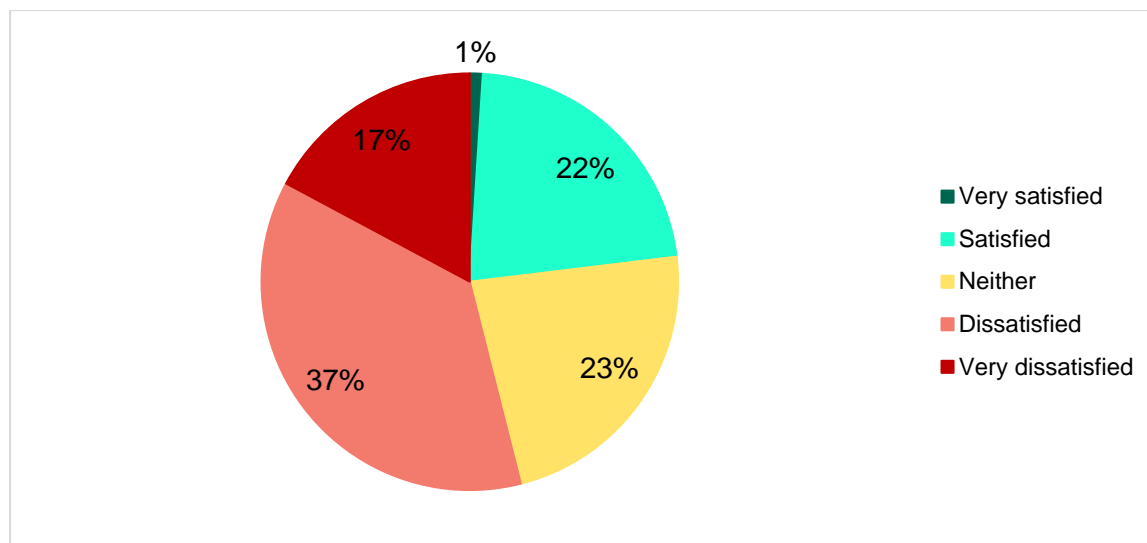


Finally, when comparing frequency versus direct routes to understand which, if any, is more important, just under a quarter of users (24%) said frequency is important to them, whilst 10% said direct routes are important to them. Seven percent said they were both equally as important.

Figure 4.26: Importance of frequency vs. direct routes



Overall, only 23% said they are very satisfied (1%) or satisfied (22%) with Warrington Bus Services (see **Figure 4.27**). Over half (54%) are dissatisfied (37%) or very dissatisfied (17%).

Figure 4.27: Overall satisfaction with the bus service in Warrington

Base: 204 respondents

All users were asked how the bus service in Warrington could be improved. Comments received via 29 emails from users are also included here (see **Figure 4.28**). The most frequently mentioned improvements included:

- 18% of users said the network needed more routes or certain routes needed to be brought back that are no longer in place;
 - Of the respondents who said more routes were needed, the following services or routes were mentioned:
 - Direct route between Warrington and Altrincham / Lymm;
 - Cinnamon Brow area;
 - Grappenhall Heys / Grappenhall / Thelwall;
 - Local routes of 13 and 29;
 - Omega;
 - Chapelford / Warrington West;
 - Great Sankey; and
 - Penketh.

“Restore the local connections previously offered by the 13 / 29 services.”

“Put a bus service on from Warrington to Altrincham along the A56 so that the over 800 homes that currently have no public transport are able to access a bus to get to wherever they wish to go.”

“Change the no. 32 in Penketh to address the fact that Honiton Way is not on a route and the roads to include Maple Crescent, Clifford Road and Hamble Drive are not on a route.”

“There are a lot of elderly people in the Penketh area (myself included) whose only means of transport is public transport. We need a bus that comes up Stocks Lane, Meeting Lane, down Greystone Road and along old Liverpool Road like we used to have (namely the number 32), but unfortunately was taken off that route and now goes to Widnes. Also the number 14 used to go down Greystone Road and along old Liverpool Road which was also re-routed and now goes up St. Mary’s Road. It now takes at least over 20 minutes to get into Warrington.”

“By having a service to the Grappenhall Heys area. There are huge plans for building homes and extending the schools. People cannot be ‘green’ if there are no local bus services.”

“We need to restore the service between Warrington and Altrincham via the A56 (from Lymm to Altrincham), which would provide a service to more passengers and provide ongoing links to Manchester and the airport. If necessary, a diversion to Dunham Village and the park could be included. This service would be required throughout the day as was the case with the no.37 bus.”

“There are now several housing estates in Great Sankey, particularly by Omega Boulevard and given this we still only have one bus route that finishes at 6:30pm.”

“It would be very helpful if there was a bus from for instance Sankey Station to Asda Westbrook. I recently needed to make this journey, but had to take a taxi as there was no such bus route and I was unable to use my car on that occasion.”

- 17% said that buses needed to be more frequent;

“There’s a new rail station in the area but the frequency of the number 13 makes it difficult to use the bus and rail service for work commutes.”

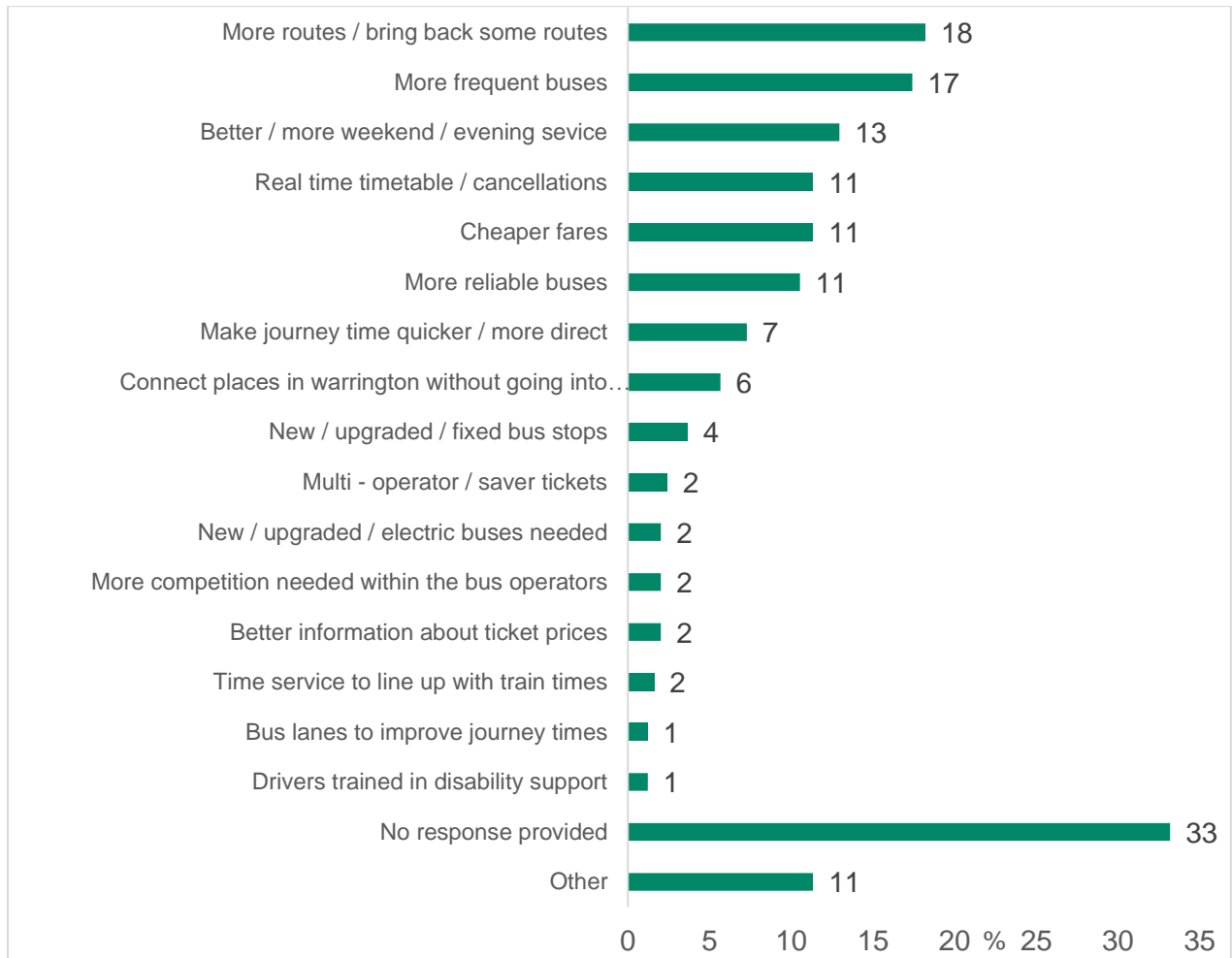
“I’ve used Warrington bus services and Newcastle-upon-Tyne bus services and I have to say that Newcastle is far better. Their buses are more frequent, easier to access and provide better connectivity between different areas. Warrington doesn’t seem to “join up” as well - often a two bus journey means a longer wait at the terminal, so in the end I just go by car. With more and more out of town shopping being provided, I feel the bus service should reflect this and give people easier options to reach Gemini and Winwick Road shopping centres.”

“Living at Cinnamon Brow, I sometimes feel a bit isolated. When we moved here years ago, we had a choice of three different buses around the area. We could get a bus into town centre every 10 mins. Now we have only one bus route every half hour. Birchwood has only one bus route hourly during the day. It is difficult for the elderly to get around. I have an elderly persons bus pass, but would happily pay for the journeys if we had a more frequent service.”

“The number 14 and 15 bus departure times from Lingley Green are too close together sometimes meaning there is 40-45 minutes between buses. I would use the 13 although that is a longer walk, but I find the route confusing.”

- 13% said that a better or more evening / weekend services were needed; and
- 33% did not give a response.

Figure 4.28: Suggested improvements by users



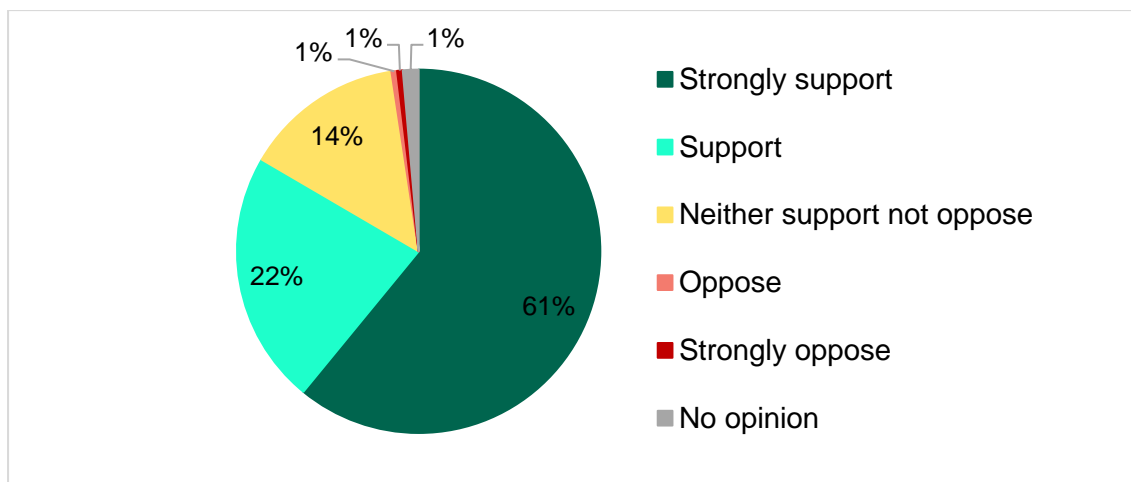
Respondents could tick more than one option

Base: 247 respondents (includes 29 email responses received during the consultation)

4.3 Zero Emissions Buses

Finally, all respondents (users and non-users) were asked about their support for WBC obtaining funding for new buses for the town which have zero emissions. Eighty four percent said they either strongly support (61%) or support (23%) and only 2% oppose (1%) or strongly oppose (1%).

Figure 4.29: Support for zero emissions buses



Base: 218 respondents

5. Non-users of Warrington Bus Services

Only 13 respondents to the consultation were non-bus. All 13 said they have never used Warrington bus services prior to March 2020, after March 2020 to present day or planned to use them in the future.

Of these respondents:

- Four were aged 35-44 years old and a further four were aged 45-54 years old;
- Nine respondents were male and four were female;
- Eight respondents were working full-time, two respondents were working part time, two respondents were retired and one was in education;
- Twelve respondents identified as White English / Welsh / Scottish / Northern Irish / British;
- Nine respondents said that their day-to-day activities are not limited due to a health problem or disability and three said they were limited a little;
- Six respondents had heard about the consultation via an email, whilst four had heard via Facebook; and
- One respondent lived outside of the Warrington region, five lived in the WA5 region, two in the WA3 region and two in the WA4 region.

In addition to the 13 non-users, two emails were received from non-users and their responses were added to the following analysis. The main reasons respondents did not use the bus Warrington including:

- Cost of travel is too expensive;
- Journey times are too long;
- Services are unreliable;
- Easier to travel by car / other modes; and
- Frequency of the buses is not high enough.

Of the 13 respondents who completed the online questionnaire, three respondents said “nothing would persuade them to use the bus more”.

The remaining ten respondents were asked to rank the following improvements (1 being the improvement most likely to encourage them to use the bus more and 7 being the least likely). In **Table 5.1**, the top three ranked improvements are shown.

Table 5.1: Top three ranked improvements for non-users of the bus services in Warrington

	Rank 1	Rank 2	Rank 3	Total
Cheaper bus services	4	1	2	7
Better bus frequency	3	2	1	6
Reliable bus services	1	3	2	6
Better integrated bus services	2	0	2	4
Faster bus services	0	3	1	4
Easier to use bus services	0	0	1	1
Easier to understand bus services	0	0	0	0
Total	10	9	9	-

6. Conclusions

This section identifies key findings from the consultation, aligned with the BSIP delivery categories.

- **Intensive Services and Investment on Key Corridors, with Routes that are Easier to Understand**
 - Lack of frequency of services identified by almost a quarter (24%) of users as a reason for not using the bus more.
 - Direct services (65%) and frequency (64%) were rated as more important than cheaper fares.
 - Lack of evening and Sunday services identified by just under a fifth (17%) as a reason for not using the bus anymore; 13% also suggested this was a key area for improvement in the future.
 - Key themes identified from email responses highlighted concerns over poor frequency of services and a lack of evening / Sunday services.
 - Half of users (49%) perceived frequency as being poor / very poor. Apparent appetite for increased frequency in the evenings (54%), Saturdays (55%) and on Sundays (56%).
 - 18% of users suggested more routes were needed or that previously existing routes needed to be brought back.

- **Bus Priority Provision**
 - Key theme identified from email responses highlighted buses not turning up when expected.
 - Just under a third (31%) of users thought bus services were always or often predictable.
 - 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.

- **Lower and Simpler Fares**
 - Key theme identified from email responses highlighted a concern that bus services were too costly for the service provided.
 - Expense of services highlighted by just under a quarter (23%) as a reason for not using the bus more.
 - Two thirds (66%) were dissatisfied / very dissatisfied with current bus fares in Warrington.
 - Just over a third (35%) indicated cheaper fares would encourage them to use the bus more.
 - When asked for suggested improvements, 11% of users said fares need to be cheaper.
 - 53% thought fares to be complex or very complex.

- **Integrated Local Ticketing**
 - 8% of bus users indicated a multi-operator / saver ticket would encourage them to use the bus more.
 - Just under two fifths (39%) identified it was difficult / very difficult to use more than one mode or service within one journey. Of those who stated difficulty, over 2/5 (44%) cited the need to buy more than one ticket.
- **Integrated Service Patterns**
 - Of those indicating difficulty in using more than one mode or service, almost nine in ten (89%) said that timetables for different services do not connect with each other.
- **Single System Local Bus Network and Clear Passenger Information**
 - 20% rated their awareness of the bus network as poor or very poor.
 - Passenger information and real time information is something that throughout the consultation was highlighted as something that needs to improve for passengers in Warrington. Eleven percent of respondents suggested improvements to real time information.
- **Modern Buses and Decarbonisation**
 - The most important on-board aspects identified by the survey were cleanliness (96%), personal security (89%), ability to sit (89%) and comfort (86%).
 - Most respondents (84%) supported WBC obtaining funding to secure zero emission buses in the future.
 - Only 6% were dissatisfied or very dissatisfied with personal security on-bus during the day, but this increased to 12% at night.
- **Bus Passenger Voice**
 - Greater levels of importance highlighted by respondents with personal security at bus stops and on buses at night in comparison to during the day.
- **Longer Term Transformation of Network Through Bus Rapid Transit / Other Measures**
 - Over half (54%) of users are dissatisfied / or very dissatisfied with the bus service in Warrington.

Appendix A : Questionnaire

Warrington Bus Back Better Consultation

How to provide your comments.

Please complete the following questionnaire.

This questionnaire is aimed at individuals. If you want to respond on behalf of an organisation or business then please send a separate response to buses@warrington.gov.uk.

Please use the buttons at the bottom of the screen to navigate the questionnaire and **do not** click the back button on your own browser.

Instructions on completing the survey

It should take anywhere from 10 to 30 minutes depending on your answers. The consultation will close at **9am on Monday 9th August 2021**.

If you have any concerns or questions about the questionnaire please email buses@warrington.gov.uk or call 0800 975 9596

If you are unable to complete the questionnaire online but still would like to provide a response, then please contact AECOM on 0800 975 9596 to arrange an alternative method of completion.

Thank you for providing responses for this consultation.

Who can take part?

We want as many views as possible on this important consultation. Anyone who lives or travels to/ from Warrington should get involved to share their views.

Confidentiality and data protection

Warrington Borough Council has commissioned the independent organisation AECOM to receive and analyse the responses to the consultation and to prepare a report of the findings. Warrington Borough Council is the data controller and both Warrington Borough Council and AECOM will process your personal data in accordance with the Data Protection Act (DPA) 2018, and the General Data Protection Regulation (GDPR).

Information you provide including personal information in response to the consultation will only ever be published in aggregate form or anonymised. We comply with all legislation governing the protection of personal information, including the DPA and the GDPR. We will only use your personal information for the purpose for which it has been given and the information you provide will be kept secure.

Further details of how AECOM process your personal data provided during the consultation and for details of how you can exercise your rights are available at [aecom.com/privacy-policy](https://www.warrington.gov.uk/privacy-policy) or email privacyquestions@aecom.com . For Warrington Borough Council's privacy policy, please visit <https://www.warrington.gov.uk/privacy-policy>

Introduction Questions

ASK ALL**SINGLE CODE PER COLUMN**

Q0.1 How often did you / will you use the bus services in Warrington.....?

Please select one per column

	Before March 2020	From March 2020 to present day	In the future
5 days a week or more	1	1	1
3 – 4 days a week	2	2	2
1 – 2 days a week	3	3	3
Less than once a week but more than once a month	4	4	4
Once a month	5	5	5
Less than once a month	6	6	6
Never	7	7	7

UserDef (automatically created within programme)

User = 1

Non-User = 2

ASK ALL**MULTI CODE**

Q0.2 Do you currently own / lease or have access to any of the following vehicles?

Please select all that apply

	Own/ Lease/ Have access to
Car	1
Motorbike/ moped	2
Van/ Light Goods Vehicle	3
Bicycle	4
Other (please specify)	5
I don't own, lease, or have access to any of the above	6

IF User = 1 then CONTINUE, IF Non-User = 2 then GO TO Q29

Bus Users

ASK IF UserDef = 1**MULTIPLE CODE**

Q1. What times of day do you typically catch the bus? Please select all that apply

1. Weekday before AM peak (e.g. before 7am)
2. Weekday AM Peak (e.g. 7am – 9.30am)
3. Weekday Interpeak (e.g. 9.30am and 4pm)
4. Weekday PM Peak (e.g. 4pm and 6.30pm)
5. Weekday Evening (e.g. After 6.30pm)
6. Saturday (Anytime)
7. Sunday (Anytime)

ASK IF UserDef = 1**SINGLE CODE**

Q2a. Do you have a concessionary bus pass?

1. Yes, for all trips I make by bus
2. Yes, for some trips I make by bus

3. No

ASK IF Q2a = 1,2

MULTIPLE CODE

Q2b. If yes, which concessionary pass do you have?

1. Older Person's Concessionary Pass
2. Disabled Concessionary Pass

Service Use

ASK IF UserDef = 1

MULTIPLE CODE

Q3. Which bus service(s) do you mainly use?

Please select all that apply

- | | | | | | |
|-----|--------------------------|-----|--------------------------|------------------------|--------------------------|
| 1 | <input type="checkbox"/> | 18 | <input type="checkbox"/> | 329 | <input type="checkbox"/> |
| 2 | <input type="checkbox"/> | 19 | <input type="checkbox"/> | 360 | <input type="checkbox"/> |
| 3 | <input type="checkbox"/> | 20 | <input type="checkbox"/> | 583 | <input type="checkbox"/> |
| 3D | <input type="checkbox"/> | 21 | <input type="checkbox"/> | 590 | <input type="checkbox"/> |
| 4 | <input type="checkbox"/> | 22 | <input type="checkbox"/> | 596 | <input type="checkbox"/> |
| 5A | <input type="checkbox"/> | 22A | <input type="checkbox"/> | 638 | <input type="checkbox"/> |
| 7 | <input type="checkbox"/> | 25 | <input type="checkbox"/> | 640 | <input type="checkbox"/> |
| 8A | <input type="checkbox"/> | 28 | <input type="checkbox"/> | 641 | <input type="checkbox"/> |
| 9A | <input type="checkbox"/> | 28A | <input type="checkbox"/> | CAT5 | <input type="checkbox"/> |
| 9B | <input type="checkbox"/> | 28E | <input type="checkbox"/> | CAT6 | <input type="checkbox"/> |
| 13 | <input type="checkbox"/> | 32 | <input type="checkbox"/> | CAT7 | <input type="checkbox"/> |
| 14 | <input type="checkbox"/> | 47 | <input type="checkbox"/> | CAT8 | <input type="checkbox"/> |
| 15 | <input type="checkbox"/> | 48 | <input type="checkbox"/> | CAT9 | <input type="checkbox"/> |
| 16 | <input type="checkbox"/> | 48A | <input type="checkbox"/> | H20 | <input type="checkbox"/> |
| 16A | <input type="checkbox"/> | 62 | <input type="checkbox"/> | H20A | <input type="checkbox"/> |
| 17 | <input type="checkbox"/> | 62A | <input type="checkbox"/> | X30 | <input type="checkbox"/> |
| 17A | <input type="checkbox"/> | 100 | <input type="checkbox"/> | School service | <input type="checkbox"/> |
| 17C | <input type="checkbox"/> | 110 | <input type="checkbox"/> | Don't know | <input type="checkbox"/> |
| | | | | Other (please specify) | <input type="checkbox"/> |

ASK IF UserDef = 1

MULTIPLE CODE

Q4. For what journey purposes do you use the bus in Warrington? Please select all that apply

1. Commuting to / from work
2. Business purposes
3. Travel to / from education
4. Shopping
5. Visiting friends / family
6. Medical / Hospital appointments
7. Personal business (e.g. bank, hairdressers etc)
8. Social / leisure / recreation
9. Other (please specify) _____

ASK IF UserDef = 1

SINGLE CODE

Q5. How long does it take you to walk from home to the bus stop to catch your main bus service? i.e. the main bus service being the one you use most regularly

1. Under 5 minutes
2. 5 - 10 minutes
3. 11 – 15 minutes
4. 16 – 20 minutes
5. More than 20 minutes

**ASK IF UserDef = 1
SINGLE CODE PER ROW**

Q6 How satisfied are you with each of the following in Warrington? Please select one per row	Very satisfied	Satisfied	Neither	Dissatisfied	Very dissatisfied	No opinion
Length of time you usually have to wait for a bus	5	4	3	2	1	9
The time your bus arrives at your bus stop	5	4	3	2	1	9
The time the bus arrives at your destination	5	4	3	2	1	9
Personal security waiting at the bus stop during the day	5	4	3	2	1	9
Personal security waiting at the bus stop at night	5	4	3	2	1	9
Personal security while travelling on the bus during the day	5	4	3	2	1	9
Personal security while travelling on the bus at night	5	4	3	2	1	9

**ASK IF UserDef = 1
OPEN ENDED**

Q7. Why do you not use the bus more? (please type in – open ended)

Ticketing

**ASK IF UserDef = 1
SINGLE CODE**

Q8. What type of ticket do you usually buy?

1. Single
2. Return
3. Day
4. Family
5. Season
6. N/A - Concessionary Pass Holder

**ASK IF UserDef = 1 & Q8 = 1,2,3,4,5
SINGLE CODE**

Q9. How do you usually pay for your ticket?

1. Contactless (card payment)
2. Contactless (touch & go pre-paid card)
3. Mobile device
4. Cash

**ASK IF UserDef = 1 & Q8 = 1,2,3,4,5
SINGLE CODE**

Q10. How satisfied are you with the convenience of paying for the bus?

1. Very satisfied
2. Satisfied

3. Neither
4. Dissatisfied
5. Very dissatisfied
6. No opinion

ASK IF UserDef = 1

MULTIPLE CODE

Q11a. Do you ever transfer between different public transport services or modes in one journey or trip in Warrington?

1. Bus and Bus
2. Bus and Rail
3. No, never

ASK IF UserDef = 1 and Q11a = 1 or 2

SINGLE CODE

Q11b. How easy or difficult is it for you to use different public transport services or modes in one journey in Warrington?

1. Very Easy
2. Easy
3. Neither
4. Difficult
5. Very difficult

ASK IF UserDef = 1 and Q11b = 4 or 5

MULTIPLE CODE

Q11c. Why is it {insert answer from Q11b} ?

Please select all that apply

1. Timetables for different services do not connect with each other
2. I don't understand the fares
3. I need to buy more than one ticket
4. Distance between bus stops or interchanges/stations
5. Too many bus operators
6. Other (please specify) _____

ASK IF UserDef = 1 & Q2a = 2,3

SINGLE CODE

Q12. How satisfied are you that current bus fares in Warrington offer value for money?

1. Very satisfied
2. Satisfied
3. Neither
4. Dissatisfied
5. Very dissatisfied
6. No opinion

ASK IF UserDef = 1 & Q2a = 2,3

OPEN END

Q13. Is there anything you would like to change with regards to the bus fares that would encourage you to travel by bus more often in Warrington? (please type in – open ended)

ASK IF UserDef = 1 & Q2a = 2,3

SINGLE ANSWER PER ATTRIBUTE

Q14.

Please slide the purple box between the two options at either end of the bar to where best reflects your opinion. Please move the box along the bar to activate the slider.

Q14a. Fare levels in Warrington are....

Very cheap						Very expensive
------------	--	--	--	--	--	----------------

Q15b. Understanding bus fares in Warrington is...

Very simple						Very complex
-------------	--	--	--	--	--	--------------

Q15c. Integrated ticketing to use multiples modes is ...

Easy to get						Not easy as multiple tickets are needed
-------------	--	--	--	--	--	---

ASK IF UserDef = 1 & Q2a = 2,3

SINGLE ANSWER PER ATTRIBUTE

Q15a. Please consider how important FREQUENCY and COST are to you. Please identify on the scale what is more important to you.

Frequency is very important to me						Cost is very important to me
-----------------------------------	--	--	--	--	--	------------------------------

Q15b. The following question asks you to consider how important DIRECT ROUTES and COST are. Please identify on the scale what is more important to you.

Direct routes are very important to me						Cost is very important to me
--	--	--	--	--	--	------------------------------

Q15c. The following question asks you to consider how important FREQUENCY and DIRECT ROUTES are. Please identify on the scale what is more important to you.

Frequency is very important to me						Direct routes are very important to me
-----------------------------------	--	--	--	--	--	--

Please slide the purple box between the two options at either end of the bar to where best reflects your opinion. Please move the box along the bar to activate the slider.

Quality of the vehicles and stops

ASK IF UserDef = 1

SINGLE ANSWER PER ATTRIBUTE

Q16. Thinking about the on-board experience when travelling by bus in Warrington, how important are the following?

1. Ease of boarding
2. Cleanliness
3. Ability to sit
4. Comfort
5. Temperature
6. Information provided during the journey
7. Ease of getting off the bus
8. Interaction with the driver
9. How smooth the drive is

10. How accessible information is – hearing loops
11. Personal security on the bus

ASK IF UserDef = 1

SINGLE ANSWER PER ATTRIBUTE

Q17. Thinking about when you are at the bus stop when travelling by bus in Warrington, how important are the following?

1. Ease of getting to the bus stop
2. Time spent waiting at the stop
3. Waiting environment (shelter etc)
4. Information provided at the stop
5. Personal security at the stop in the day
6. Personal security at the stop at night

Information Provision

ASK IF UserDef = 1

MULTIPLE CODE

Q18. What information sources, if any, do you use when travelling by bus in Warrington?

Please select all that apply

1. Paper timetables
2. Warrington's Own Buses App
3. Online timetables
4. Google maps
5. Other real time applications (Moovit or UK Bus Checker)
6. Live boards in the interchanges
7. Live boards at stops
8. Timetables at stops
9. Other (please specify)

ASK IF UserDef = 1

SINGLE CODE

Q19a. How easy or difficult is it to access information from {insert each option selected at Q19}?

1. Very easy
2. Easy
3. Neither
4. Difficult
5. Very difficult

ASK IF UserDef = 1 & Q19a = 4,5

OPEN END

Q19b. Why is it {Insert response from Q19a}? (open ended – detail)

ASK IF UserDef = 1

MULTIPLE CODE

Q20. How would you like to access information about bus services in Warrington? Please select all that apply

1. Phone a company/ travel hub
2. Through searching online on a smartphone
3. Specific App
4. Website
5. Paper based
6. Text message/ SMS Updates (automated service)
7. Other (please specify)

ASK IF UserDef = 1

SINGLE CODE

Q21. How do you rate your level of awareness of the bus services in Warrington?

1. Very Good
2. Good
3. Average
4. Poor
5. Very Poor

ASK IF UserDef = 1

OPEN END

Q22. How could information provision about bus services in Warrington be improved?

(please type in – open ended)

General Perceptions of the Bus Services in Warrington

ASK IF UserDef = 1

SINGLE CODE PER ROW

Q23 In Warrington, how easy or difficult is it....?	Very Easy	Easy	Neither easy nor difficult	Difficult	Very difficult	No opinion
... to travel at the time you want to in Warrington by bus?	5	4	3	2	1	9
...to get to where you need to go by bus in Warrington?	5	4	3	2	1	9

ASK IF UserDef = 1

SINGLE CODE

Q24a. How predictable are your journey times by bus in Warrington?

1. Always predictable
2. Often predictable
3. Sometimes predictable
4. Rarely predictable
5. Never predictable
6. Don't know

ASK IF UserDef = 1 & Q24a = (2,3,4,5,6)

SINGLE CODE

Q24b. Which, if any, of the following regularly impact on the predictability of your bus times?

Please select all that apply

1. Too many cars on the roads
2. Traffic lights
3. Roadworks
4. People getting on and off the bus
5. Bus being late
6. Bus did not arrive
7. Other (please specify)
8. None of the above

ASK IF UserDef = 1

SINGLE CODE

Q25. How would you rate the frequency of the buses in your area?

1. Very Good
2. Good
3. Average
4. Poor
5. Very Poor

ASK IF UserDef = 1

SINGLE CODE PER ROW

Q26 Do you think bus frequencies in Warrington need to be changed at any of the following times? Please select one per row	Increased frequency is needed	Frequency is about right	Reduced frequency is needed	Don't know	Don't travel at this time
Weekday before AM peak (e.g. before 7am)	3	2	1	9	10
Weekday AM Peak (e.g. 7am – 9.30am)	3	2	1	9	10
Weekday Interpeak (e.g. 9.30am and 4pm)	3	2	1	9	10
Weekday PM Peak (e.g. 4pm and 6.30pm)	3	2	1	9	10
Weekday Evening (e.g. After 6.30pm)	3	2	1	9	10
Saturday (Anytime)	3	2	1	9	10
Sunday (Anytime)	3	2	1	9	10

Overall Thoughts**ASK IF UserDef = 1****SINGLE CODE**

Q27. Overall, how satisfied are you with the current bus services in Warrington?

1. Very satisfied
2. Satisfied
3. Neither
4. Dissatisfied
5. Very dissatisfied

ASK IF UserDef = 1**OPEN END**

Q28. Do you have any further suggestions about how the bus network in Warrington could be improved? (please type in – open ended)

Non-Users

ASK IF UserDef = 2**MULTIPLE CODE**

Q29. Why do you not use the bus in Warrington? (please type in – open ended)

ASK IF UserDef = 2**RANKING QUESTION**

Q30. Please rank the following in terms of whether improvements might persuade you to use the bus more (1 being the improvement most likely to encourage you to use the bus more)

Select each option in the order that you would rank them, from 1 to 7 or click “nothing” if none of these would encourage you to use the bus more

- Bus frequency
- Faster bus services
- Reliable bus services
- Cheaper bus services
- Easier to understand bus services
- Easier to use bus services
- Better integrated bus services

OR

- Nothing would persuade me to use the bus more

ASK ALL
SINGLE CODE

Q30a. Warrington has declared a Climate Change Emergency and it is working hard to secure funding for new buses for the town which would have zero emissions. Is this something you would support?

1. Strongly support
2. Support
3. Neither support not oppose
4. Oppose
5. Strongly oppose
6. No opinion

About you

We are committed to ensuring our services are provided fairly and are accessible to those who need them. To help us meet this commitment, we ask all customers to complete the following questions. The reason we ask these questions is so we can:

- Make our council services open to everyone in Warrington
- Treat everyone fairly and appropriately when they use our services
- Make sure that we have views from all across Warrington
- The Equality Act 2010 makes these aims part of our legal duties. Your answers help us check that we have met the law and help improve services.

These monitoring questions are optional. You do not need to answer any of the following questions if you do not wish to, and you will not be affected in any way if you choose not to answer any, or some, of the questions. All questions have 'prefer not to say' as a response option.

ASK ALL
OPEN END

Q31. Can you give me the first part and 1 digit of the second part of your home postcode? This is for analysis purposes only and will not be used for any other purpose. (e.g. WA5 1)

--	--	--	--	--	--

ASK ALL
SINGLE CODE

Q32. What is your employment status?

1. Working full-time (30 + hours)
2. Working part-time (16-30 hours)
3. Working part-time (less than 16 hours)
4. Unpaid work, including regular voluntary/work experience
5. In full-time education (student)
6. In part-time education (student)
7. Retired
8. Looking after the home / family
9. Unemployed / not working
10. Long term sick or disabled
11. Prefer not to say

ASK ALL
SINGLE CODE

Q33. How old are you?

1. Under 16, if below 16 then please state age in the box below
2. 16-24
3. 25-34
4. 35-44
5. 45-54

6. 55-64
7. 65-74
8. 75+
9. Prefer not to say

Age if under 16

ASK ALL

SINGLE CODE

Q34. How do you describe your gender?

1. Male
2. Female
3. Other
4. Prefer not to say

ASK ALL

SINGLE CODE

Q35. Is your gender identity the same as your sex registered at birth?

1. Yes
2. No
3. Prefer not to say

ASK ALL

SINGLE CODE

Q36. What is your relationship status?

1. Single
2. Married
3. Co-habiting
4. Separated
5. Divorced
6. Widowed
7. In a same sex marriage
8. In a same sex civil partnership
9. Other (please specify)
10. Prefer not to say

ASK ALL

SINGLE CODE

Q37. How would you describe your ethnic group?

1. White (go to A)
2. Asian or Asian British (Go to B)
3. Mixed or multiple ethnic groups (Go to C)
4. Black, Black British, Caribbean, or African (Go to D)
5. Other ethnic group (Go to E)
6. Prefer not to say (Go to QXX.)

ASK IF Q37. Is code 1

SINGLE CODE

Q37a. A. White

1. English, Welsh, Scottish, Northern Irish or British
2. Irish
3. Gypsy or Irish Traveller
4. Roma
5. Any other white background (please state)

ASK IF Q37. Is code 2

SINGLE CODE

Q37b. B. Mixed or Multiple ethnic groups

1. White and Black Caribbean
2. White and Black African
3. White and Asian
4. Any other mixed background (please state)

ASK IF Q37. Is code 3

SINGLE CODE

Q37c. C Asian or Asian British

1. Indian
2. Pakistani
3. Bangladeshi
4. Chinese
5. Any other Asian background (please state)

ASK IF Q37. Is code 4

SINGLE CODE

Q37d. D. Black, Black British, Caribbean, or African

1. African
2. Caribbean
3. Any other Black, Black British or Caribbean background (please state)

ASK IF Q37. Is code 5

SINGLE CODE

Q37e. E. Other ethnic group

1. Arab
2. Any other ethnic group (please state)

ASK ALL

SINGLE CODE

Q38. How would you describe yourself?

1. Straight / Heterosexual
2. Lesbian / Gay woman
3. Gay man
4. Bisexual
5. Other sexual orientation
6. Prefer not to say

ASK ALL

SINGLE CODE

Q39. Your religion or belief. Which group below do you most identify with?

1. No religion or belief
2. Christian (including Church of England, Catholic, Protestant and all other Christian denominations)
3. Buddhist
4. Hindu
5. Muslim
6. Jewish
7. Sikh
8. Prefer not to say
9. Other (please specify)

ASK ALL

SINGLE CODE

Q40. Are you currently pregnant or have you been pregnant in the last year?

1. Yes
2. No
3. Prefer not to say

**ASK ALL
SINGLE CODE**

Q41a. Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

1. Yes, limited a lot
2. Yes, limited a little
3. No
4. Prefer not to say

ASK IF code 1 or 2 at Q41a.

MULTIPLE CODE

Q41b. Please state the type of impairment. please select all that apply.

1. Physical impairment
2. Sensory impairment
3. Learning disability/ difficulty
4. Long-standing illness
5. Mental health condition
6. Autistic spectrum
7. Other developmental condition
8. Other (please state)

**ASK ALL
MULTI CODE**

Q42: How did you hear about this consultation?

Please select all that apply

1. Email
2. Twitter
3. Facebook
4. Posters/ Flyers
5. Warrington Guardian Newspaper Online
6. Warrington Guardian Newspaper (in-print)
7. Warrington Borough Council website
8. Word of mouth
9. Through workplace
10. Other (please write in)
11. Prefer not to say

This is the early stages of the Bus Service Improvement Plan so please tick the relevant boxes below if you would like to be contacted in the future by Warrington Borough Council regarding the following:

- 1 – Further information on the Bus Service Improvement Plan
- 2 – Further information on this consultation
- 3 – Further research regarding the Bus Service Improvement Plan
- 4- No I would not like to be contacted in the future

If code 1,2,3 selected above

Please provide your name and e-mail address in order to be contacted. Your personal information will always be handled confidentially. We will not make your personal information available to anyone without your knowledge and consent. It will be used solely for the purposes of this research and quality control, and no sales or marketing contact will result from this survey. You have the right to access, withdraw your consent to use and object to processing of your personal information.

Name:

Email address:

Thank you screen

Thank you for taking part in the survey. Please click submit to confirm your response.

Appendix C : Letters of Support



Warrington Borough Transport Ltd
Wilderspool Causeway
Warrington WA4 6PT

tel 01925 634296
fax 01925 418382
email mail@warringtonsownbuses.co.uk
web warringtonsownbuses.co.uk

Private & Confidential

**Alyn Jones
Specialist Transport Services Manager
Warrington Borough Council
Town Hall,
Bath Street,
Warrington.
WA1 9SS**

26th October 2021

Dear Mr Jones,

BSIP Letter of Support

I write to offer my support of the proposal for the Bus Services Improvement Plan in Warrington and look forward to working with you to deliver positive and sustainable outcomes to increase bus ridership in the borough.

We believe that speeding up bus journey times and making them increasingly reliable for passengers is the most suitable approach, as is introducing car restraint/car control measures.

If we are able to jointly reduce the costs of bus operation [through new and specifically targeted bus priority e.g. on Winwick Road] to allow a specific saving in bus resource on a given route, we are willing to reinvest a substantial amount of any saving into reduced bus fares, increased frequencies and/or new routes.

This approach will create a positive cycle of improvements for the people of Warrington.

Yours sincerely

A handwritten signature in black ink that reads "B. Wakerley".

Ben Wakerley
Managing Director



Warrington Borough Council

New Town House
Buttermarket Street
Warrington
WA1 2NH

28/10/2021

Dear Alyn Jones

Letter of Support: Bus Service Improvement Plan

We are writing to confirm our support for the Warrington Borough Council Bus Service Improvement Plan, its objectives and funding requests.

We look forward to working together in partnership with the authority to realise the objectives of the Bus Service Improvement Plan and to deliver material and sustainable improvements in bus services across the region.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Richard Hoare', with a long horizontal flourish extending to the right.

Richard Hoare
Regional Commercial Director North West and Wales
Arriva North West Limited

Arriva North West Limited
73 Ormskirk Road
L9 5AE

www.arrivabus.co.uk



Go North West
Boyle Street
Manchester
M8 8UT

gonorthwest.co.uk

22 October 2021

Alyn Jones
Specialist Transport Services Manager
Environment and Transport Directorate
Warrington Borough Council
East Annexe
Town Hall
Sankey Street
Warrington
WA1 1UH

Dear Alyn

I am pleased to confirm that Go North West, (part of the Go-Ahead Group), have worked closely with Warrington Borough Council on the emerging Warrington Bus Service Improvement Plan, (BSIP).

We are fully supportive of and share your aspirations to improve the operating environment for bus services. We are happy to work alongside the Council on returning passenger numbers to pre-pandemic levels as soon as possible and then building on that going forward; indeed, we see that as essential to the future of the town.

We hope that the BSIP will be well received by government.

Yours sincerely

Nigel Featham
Managing Director

Mr A Jones
Specialist Transport Services Manager
Environment and Transport Directorate
Warrington Borough Council
East Annexe, Town Hall,
Sankey Street,
Warrington,
WA1 1UH

Westfields
c/o Municipal Buildings
Earle Street
Crewe
CW1 2BJ
www.cheshireeast.gov.uk

26th October 2021

Dear Alyn

RE: BUS SERVICE IMPROVEMENT PLANS – NEIGHBOURING AUTHORITIES

Following the production of our respective Bus Service Improvement Plans, I wish to acknowledge the close cooperation that has taken place between the neighbouring local transport authorities in the sub-region; namely Warrington Council, Cheshire West and Chester Council and ourselves at Cheshire East Council.

Building on earlier work to produce a sub-regional bus strategy with support from the Cheshire and Warrington LEP, we have worked effectively to consider strategic issues of shared importance e.g. cross-boundary routes and inter-operators ticketing. This is especially important as we broadly share the same set of operator partners in the bus industry.

I believe we have a strong foundation for transforming the experience of bus travel across our sub-region, which will contribute to Government's priorities for levelling-up and climate change. These priorities are consistent with those for the local authorities.

The working arrangement we have evolved will be invaluable as we move into the preparation of Enhanced Partnerships, as a better mechanism for delivering local bus improvements. Of course, achieving our ambition relies on the funding requirements set out in our Bus Service Improvement Plans so we must be optimistic that these funding requirements will be met.

I confirm that the set of BSIP's for the Cheshire and Warrington area are consistent in their ambition for the future and look forward to working with you in delivering these plans.

Yours sincerely

Richard J. Hibbert

Richard Hibbert
Head of Strategic Transport and Parking

Cheshire West & Chester Council

Mr Alyn Jones
Specialist Transport Service Manager
Environment and Transport Directorate
Warrington Borough Council
c/o East Annexe
Town Hall
Sankey Street
Warrington
WA1 1UH

Transport & Highways

4 Civic Way, Ellesmere Port
Cheshire, CH65 0BE

Tel: 01244 977269

Our ref:

Please ask for: Kristy Littler

Email: kristy.littler@cheshirewestandchester.gov.uk

Date: 28 October 2021

Dear Mr Jones

BUS SERVICE IMPROVEMENT PLANS – NEIGHBOURING AUTHORITIES

Following the development of our respective Bus Service Improvement Plans, I wish to acknowledge the excellent collaborative working that has taken place between Cheshire West and Chester Council and neighbouring authorities.

The Council has a good working relationship with colleagues at Cheshire East Council and Warrington Borough Council in respect of the Cheshire and Warrington sub-regional bus strategy, working with the LEP on cross border issues and sharing of best practice across the industry. Regular on-line meetings have taken place to discuss cross border services and planned improvements in relation to the BSIP. Opportunities are being considered to take a collaborative approach on the promotion of buses in the future as many services traverse boundaries between our respective Authorities.

Cheshire West and Chester Council is supportive of the BSIP submissions from Cheshire East Council and Warrington Borough Council. The Council looks forward to working with operators and yourselves to deliver ambitious Enhanced Partnerships across the network. Collaborative working is key to build back better those cross-boundary services.

Yours sincerely



Kristy Littler
Transport Manager – Transport and Infrastructure
Transport and Highways
Cheshire West and Chester Council



Cheshire West
and Chester