



Warrington Bus Service Improvement Plan

June 2024



WARRINGTON
Borough Council



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Foreword

I am delighted to present Warrington's second Bus Service Improvement Plan (BSIP), which follows on from the first BSIP, produced in October 2021, and the update report from October 2022.

It is a very exciting time for bus services in Warrington, with us making such great progress with delivering our first Bus Service Improvement Plan, where we are in the middle of a programme which will see over £70m invested in improving all aspects of bus services in Warrington between 2022 and 2025.



Over £40m of this has been secured from Government and by 2025 will have delivered a new all electric bus depot for Warrington's Own Buses, the entry into service of 105 new electric buses and charging stations, plus the ongoing work to cut bus fares, with £2 capped fares for adults and £1 capped fares for everyone aged under 22, which is already helping to get more people using bus services.

I am particularly proud that we have also been able to introduce free travel for Care Leavers up to their 22nd birthday and use the BSIP funding secured from Government to retain bus services which are so vital to keep running to enable people to get to work, school and shopping and to use them to enjoy their spare time visiting Warrington's many attractions, such as the town centre and Walton Hall and Gardens.

We have also been able to back this up by agreeing a 15 year contract with Alight Media to replace over 200 of our bus shelters and for them to take over the cleaning of over 50 further council shelters, with this coming with an annual income from advertising revenues which will be reinvested in bus services.

And work is well underway on the development of a bus priority scheme for A49 Winwick Road to speed up bus journeys on one of our busiest bus corridors, with delivery of this to start in Summer 2024 and be completed by the end of 2025.

All this is in hand but we want to achieve much more to improve bus services further in Warrington and this second Bus Service Improvement Plan sets out what we want to achieve and we would welcome further discussions with Government to secure funding to help us to deliver further improvements such as continued low fares, multi-operator ticketing, more bus priority measures, real time passenger information at stops and on devices and to make the remaining buses in Warrington zero emission, building on the success of our ZEBRA scheme.

I personally look forward to continuing to work together with operators and officers in making Warrington's bus network the best it possibly can be.

Councillor Hans Mundry

Leader of the Council and Cabinet Member for Transportation, Connectivity and Infrastructure

1. Our Bus Vision

1.1 Overview

This document provides an update to Warrington Borough Council’s (WBC) Bus Service Improvement Plan (BSIP), which was initially produced in October 2021. The Warrington BSIP sets out a high-level vision and a series of proposed interventions that will help to deliver the goals of the National Bus Strategy¹.



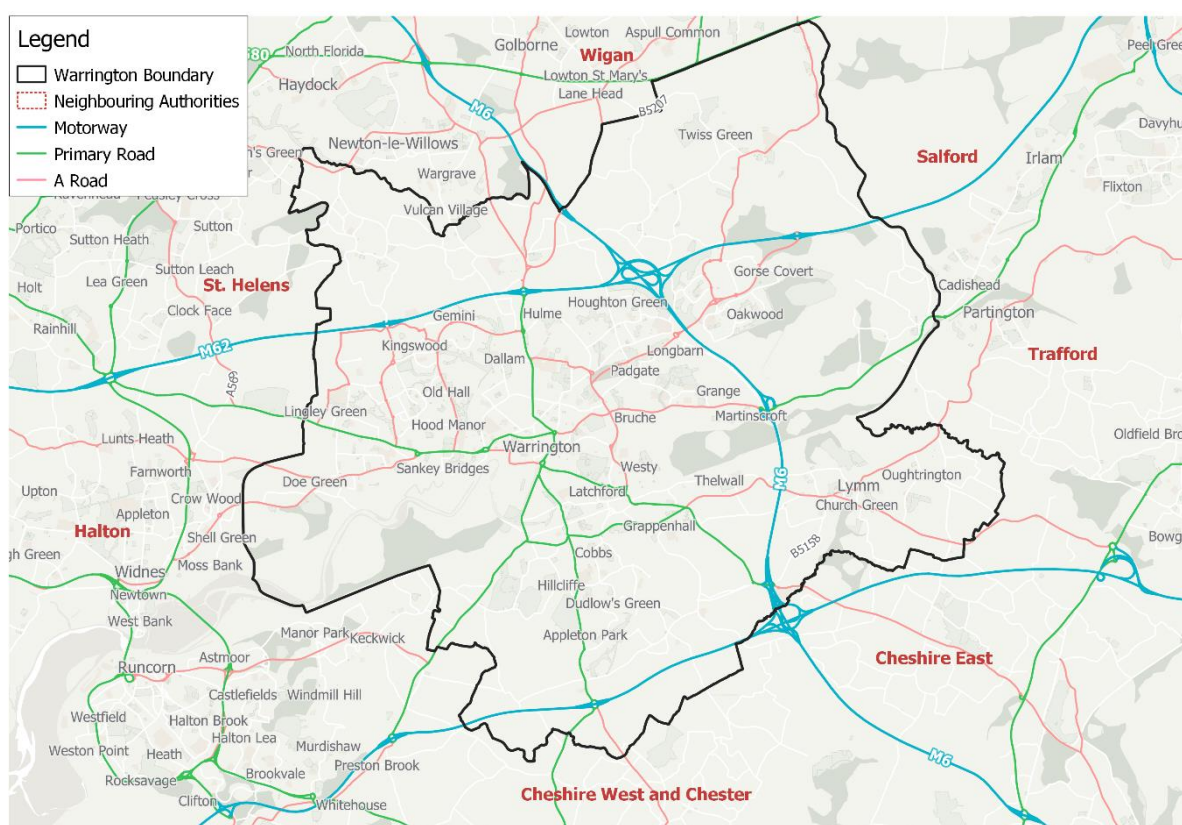
¹ <https://www.gov.uk/government/publications/bus-back-better>

The BSIP was 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 (when compared to 2011). This is to be achieved by making bus services more frequent and attractive to use, ensuring that people are connected to the places they want to get to, as well as managing the demand for car use.

Warrington is the largest urban area in the Cheshire & Warrington Local Enterprise Partnership (LEP)³ area and is one of the largest free-standing urban areas in the North West of England, outside the two conurbations of Liverpool City Region 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, including a number of distinct settlements. Seven neighbouring local authorities bound Warrington: Wigan, Salford, Trafford, Cheshire East, Cheshire West and Chester, Halton and St Helens.

Figure 1.1: Warrington BSIP Boundary



1.2 Update

Warrington’s initial BSIP was published in October 2021⁴; this detailed how WBC intends to enhance bus services and infrastructure to increase patronage and included a request to the Department for Transport (DfT) for additional funding to deliver the strategy.

In April 2022, DfT notified WBC of an indicative allocation of up to £16,198,420 (of which £9,898,000 was capital and £6,300,420 was revenue) as a contribution to deliver on the

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

³ Enterprise Cheshire & Warrington

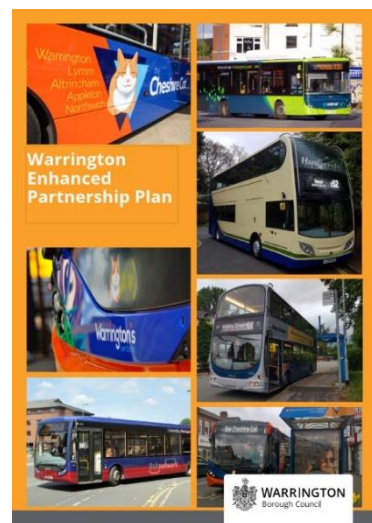
⁴ www.warrington.gov.uk/buses

initiatives set out in the BSIP. Funding confirmation was conditional on submission and implementation of a transformational Enhanced Partnership (EP), including firmer and more detailed commitments from WBC and local bus operators, to deliver a package of prioritised and ambitious improvements to bus services.

What is an Enhanced Partnership?

An Enhanced Partnership (EP) is an agreement between a local transport authority and its bus operators to work together to improve local bus services. It is 'statutory' in nature, which means that any obligations on the local transport authority or the operators set out in the Enhanced Partnership must be delivered. Obligations could include improvements in bus priority, fares, network, frequencies, quality of buses, bus stops and interchanges, customer service and information provision.

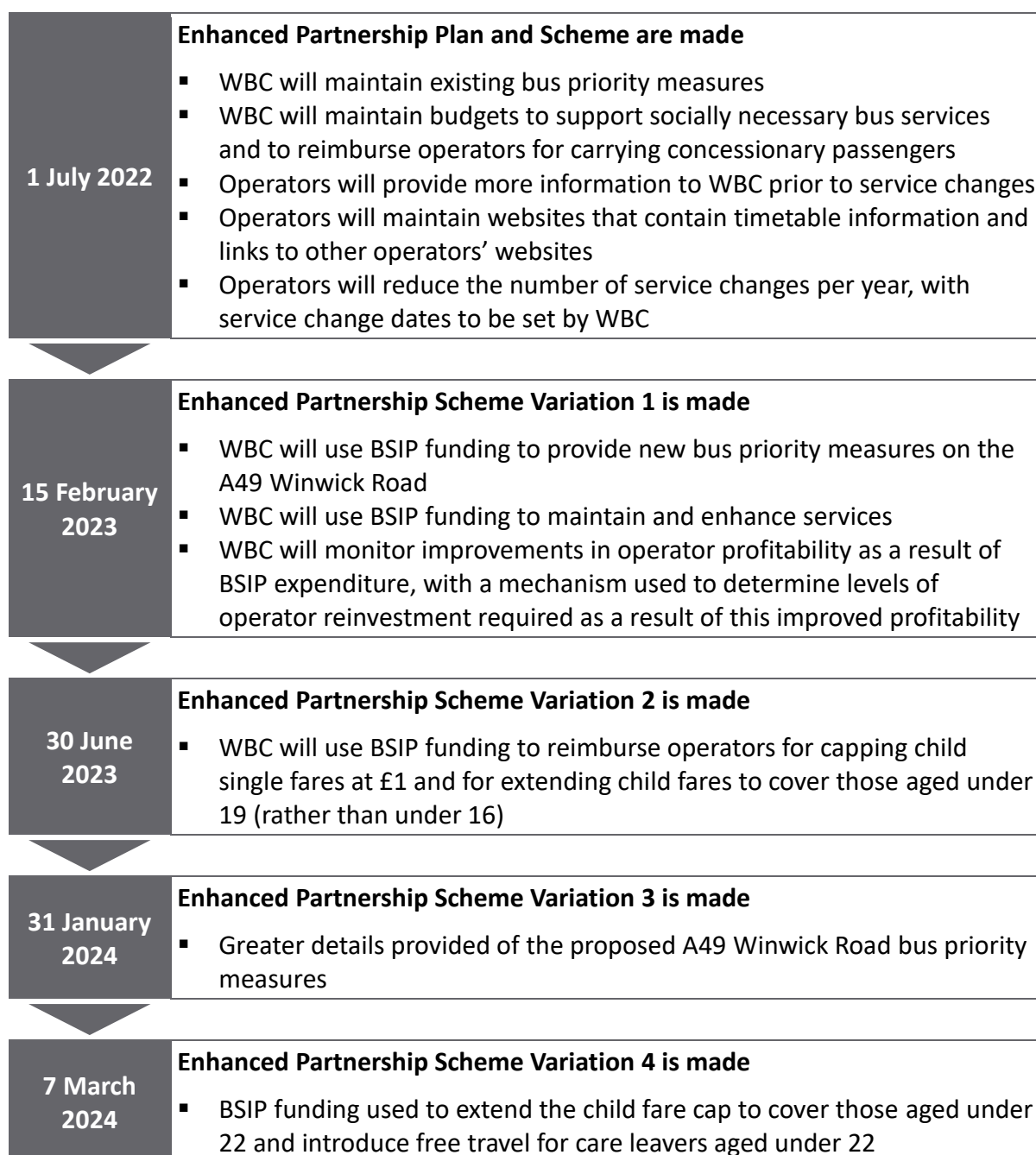
To support delivery of the BSIP, WBC has established an EP with local qualifying bus operators covering the same area as the BSIP. The EP includes an EP Plan, drawing on Warrington's BSIP, to provide a clear vision of the improvements to bus services that the EP is aiming to deliver, and to facilitate the introduction of one or more EP Schemes. The initial EP Scheme, made on 1st July 2022, was jointly developed by WBC and operators who provide qualifying bus services in the EP scheme area. It sets out obligations and requirements on WBC – as the Local Transport Authority (LTA) and the Local Highway Authority (LHA) – and on operators of qualifying bus services to achieve the intended improvements and deliver the objectives of the associated EP Plan.



Under the auspices of the Warrington EP Forum, which was formed in Summer 2022 and meets regularly, both WBC and all qualifying bus operators are represented (as shown in **Figure 1.2**). The EP continues to be updated in partnership with operators, so that it remains current and builds on successes, as shown in the timeline in **Figure 1.3**.

Figure 1.2: Warrington EP Forum - Representation



Figure 1.3: Enhanced Partnership Timeline

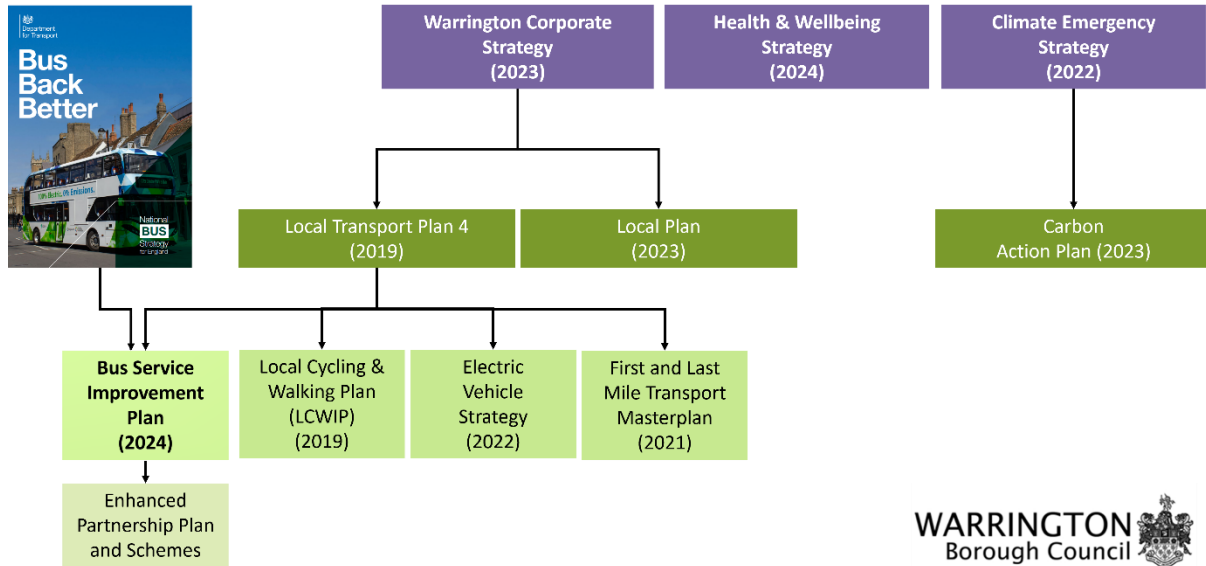
Like the EP, it is envisaged that this BSIP will continue to be reviewed and updated periodically alongside DfT guidance. Following the publication of this updated BSIP in June 2024, the next BSIP will be produced in 2025, with subsequent updates potentially synchronised with the Government's multi-year spending review cycles. However, the BSIP will be subject to a more frequent monitoring and reporting regime, such that progress can be assessed against the BSIP's objectives.

In addition to this monitoring, Bus Connectivity Assessments (BCA) are to be carried out by each LTA, providing Government with details on how bus service provision varies across the country and the impact of funding in improving network coverage and quality of service. The first BCA has been completed alongside this BSIP, and the findings will be used to help target future actions that can be taken to deliver improvements through the BSIP process.

1.3 Strategic Alignment

The Warrington BSIP sits within a wider policy framework as illustrated in **Figure 1.4**. It forms a subsidiary document to Warrington’s statutory Local Transport Plan (LTP4) and guides the EP Plan and Schemes implemented in the borough. The following section provides an overview of key policy and strategy documents of relevance to the Warrington BSIP.

Figure 1.4: Warrington BSIP Strategy and Policy Framework



In 2021, the Government released **Bus Back Better: National Bus Strategy for England**⁵, which set out the vision and opportunity to deliver better bus services for passengers across England. The central aim of the strategy is to get more people travelling by bus, which it will achieve by making buses more frequent, more reliable, easier to understand and use, better co-ordinated and cheaper. The strategy outlined the expectation for all LTAs, except those pursuing franchising, to commit to establishing EPs and for operators to cooperate with the process, which is a requirement for future Government funding. All LTAs were also required to publish a BSIP detailing how they intended to improve services.



WBC’s **Corporate Strategy 2023-2024**⁶ sets out the council’s pledges and priorities to the communities of Warrington and actions that will be undertaken to achieve them. The four headline pledges and underlying priorities are shown in **Figure 1.5**.

⁵ <https://www.gov.uk/government/publications/bus-back-better>

⁶ Corporate strategy 2020-2024 | warrington.gov.uk

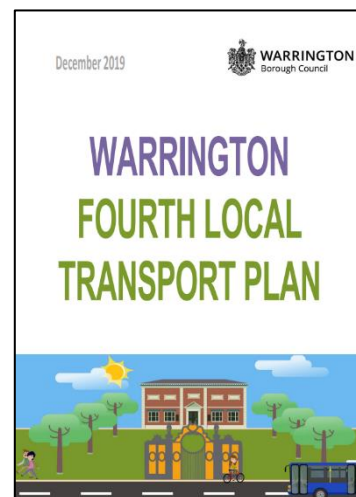
Figure 1.5: WBC Corporate Strategy Pledges and Priorities

<p>Our residents live healthy, happy and independent lives</p> <ul style="list-style-type: none"> • People are healthy, safe and well • Enable a healthy start in life • High quality education and youth facilities • Early intervention to prevent long-term health conditions arising • Tackle poverty and help those in greatest need 	<p>Everyone benefits from our thriving economy</p> <ul style="list-style-type: none"> • A place where businesses invest and thrive • A place that provides opportunity for all • Invest in and provide access to the right employment skills and education 	<p>Communities are safe, strong and our most vulnerable are protected</p> <ul style="list-style-type: none"> • A safe place • Safeguard our children and adults and protect our most vulnerable • People have opportunities to thrive • A place of culture, sport, wellbeing and lifelong learning • Empowered, resilient and independent communities • Actively support our residents, businesses and communities impacted by coronavirus 	<p>Our town is clean, green and vibrant</p> <ul style="list-style-type: none"> • Make better use of our natural spaces to improve climate change and green travel • Improve air quality • Building and environmental compliance • Effective waste management • Make best use of green spaces and natural resources • Streets and public places are clean • Sustainable transport and travel
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Source: WBC (2023) Corporate Strategy 2023-2024

Warrington’s Fourth Local Transport Plan (LTP4)⁷ sets out the vision that Warrington will be a thriving, attractive, accessible, and well-connected place with popular, high-quality walking, cycling, and public transport networks supporting a carbon-neutral future. The plan acknowledges that one of the most significant challenges facing Warrington is the town’s dependency on car travel, and sets the ambitious target to increase travel to work mode share for bus to 15% in 2041, compared with 2011 levels.

The policies outlined in LTP4 demonstrate a commitment by WBC to work alongside operators and other partners to improve the bus offer in Warrington. This includes commitments to promote the bus network, encourage sustainable development and introduce measures to prioritise public transport, such as bus priority measures and parking demand management.



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

1.4 Bus Vision

As part of the BSIP refresh, an overarching shared vision for buses in Warrington has been defined. This draws from the local policy and strategy, aligning in particular with the LTP to provide a bus network that meets the needs of passengers.

Vision: Buses in Warrington will provide an excellent connection between residential areas, employment areas and key local services in a way that is reliable, efficient, safe, inclusive, and supports our carbon neutral future.

⁷ <https://www.warrington.gov.uk/LTP4>

1.5 Aims and Objectives

The following section outlines the aims and objectives of the BSIP, which have been reviewed and updated through this iteration of the BSIP.



Aims

The aims of the Warrington BSIP are shown in **Figure 1.6**.

Figure 1.6: Warrington BSIP Aims

Aims

A bus network for Warrington that...

-  **connects people** to where they want to go and **integrates** with other modes
-  is served by **regular and frequent** services throughout the day and week
-  **extends bus priority to improve journey times** and is **reliable**
-  provides **excellent passenger experience** on the buses and at stops
-  is **safe, secure** and **inclusive**
-  offers **value for money** with **simplified ticketing**
-  is operated by **zero emission vehicles** and supports **decarbonisation**

Objectives

Our vision for buses in Warrington is supported by five strategic objectives, as shown in **Figure 1.7**. They are reflective of the critical strategic issues, such as the climate emergency, our wider ambitions for decarbonisation and the need to address the health of our region, alongside providing a credible bus offer that enables a real choice of travel.

Figure 1.7: Warrington BSIP Objectives

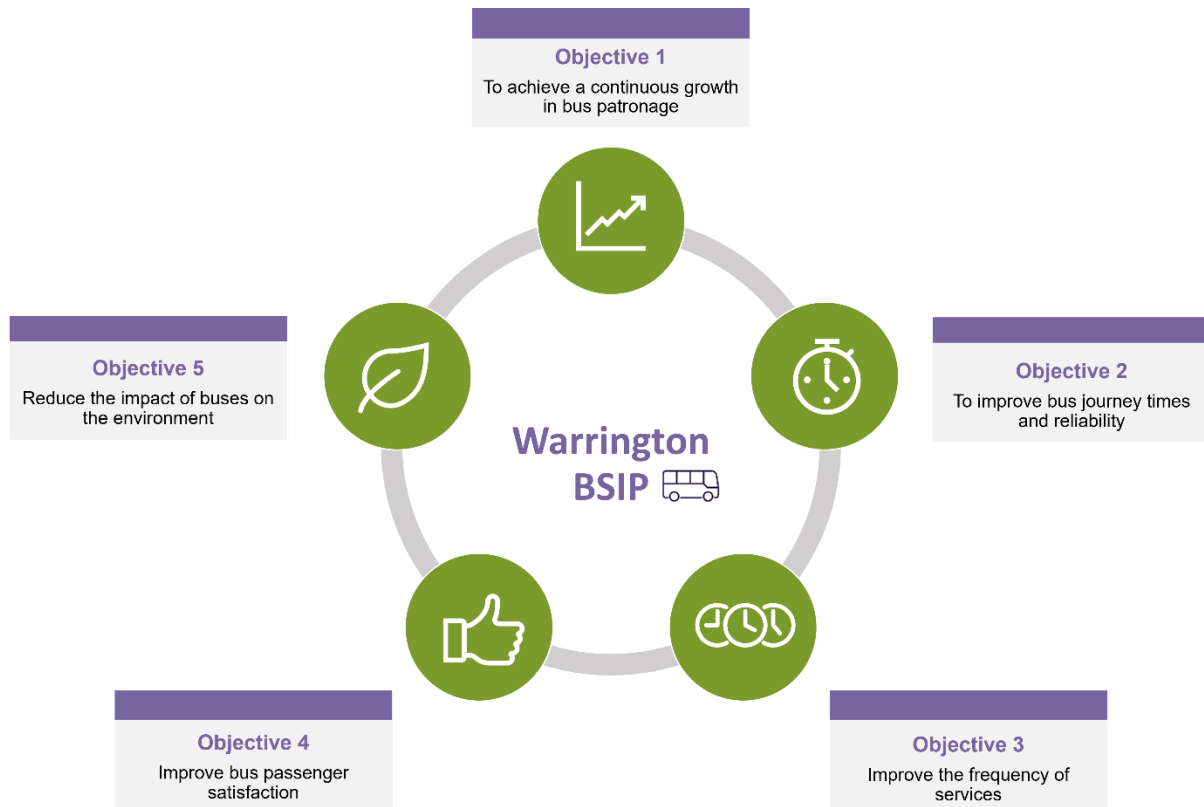
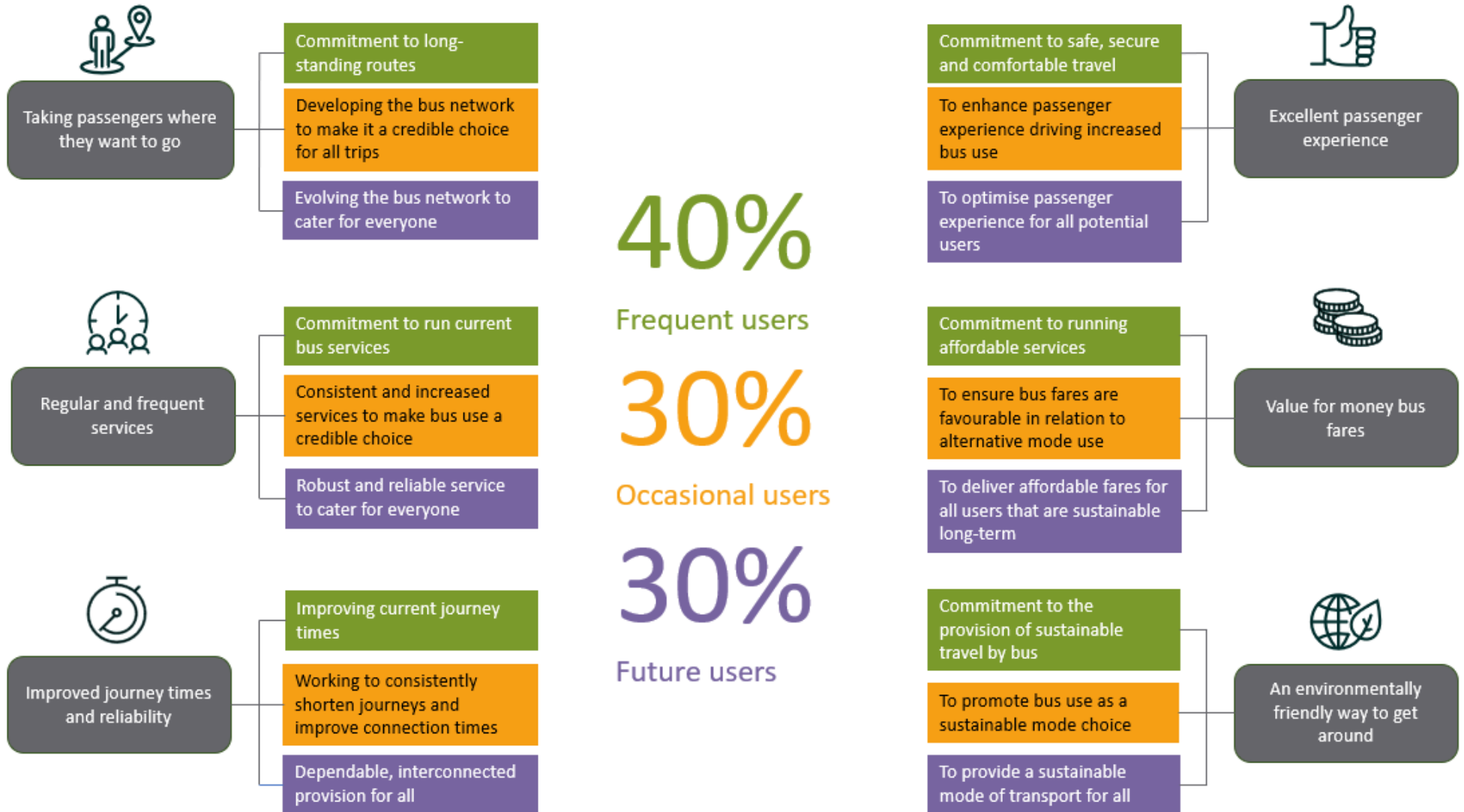


Figure 1.8 presents an overview of Warrington’s aims and aspirations for the bus network. This also introduces a concept of target markets broadly defined as 40% frequent users, 30% occasional users, and a further 30% being future users. Through the BSIP, WBC aims to provide a continuous improvement cycle that not only retains existing bus users, but also encourages occasional users to increase their usage and become more regular. Hardest of all is convincing those who never use the bus to try it for occasional use and hopefully see the benefits it can have over use of a private car for some journeys.

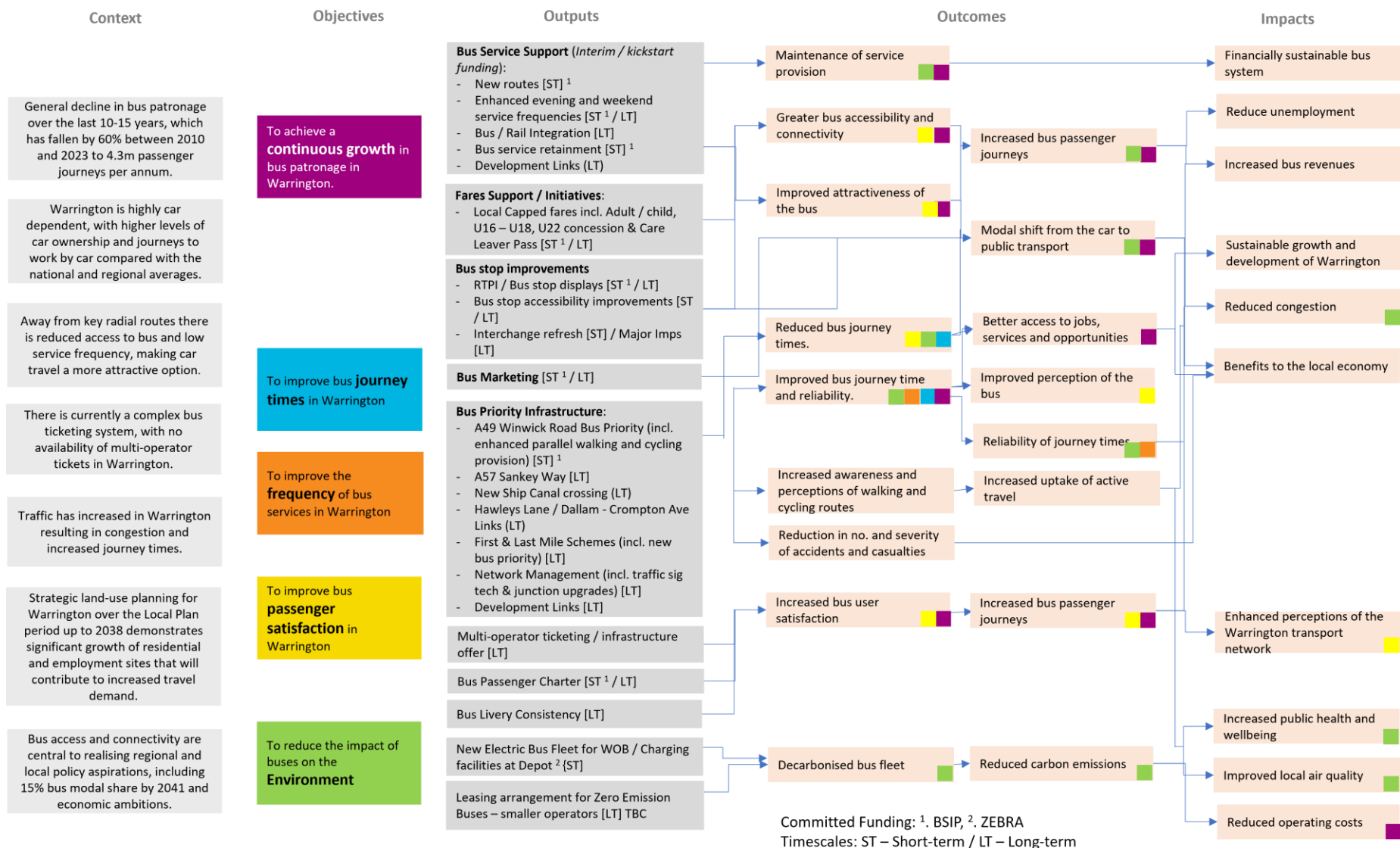
Figure 1.8: Warrington BSIP Aims and Aspirations



Logic Map

An Investment Logic Map (ILM) for the BSIP vision is presented in **Figure 1.9**. This shows the links between the current bus market context, the devised BSIP objectives to encourage bus use, the schemes that are being implemented to complement usage, the outcomes of such schemes and the impacts that are anticipated as a result.

Figure 1.9: Warrington BSIP Logic Plan



2. Current Offer to Bus Passengers

2.1 Updating the Evidence Base

This section seeks to update the 2021 BSIP's account of the current bus offer to reflect all developments since the initial document was produced, including changes in the local bus market post-pandemic, highlighting the considerable progress made in the delivery of Warrington's first 2021 BSIP.

Each BSIP must be monitored against the following key targets, which are discussed further in Chapter 5:

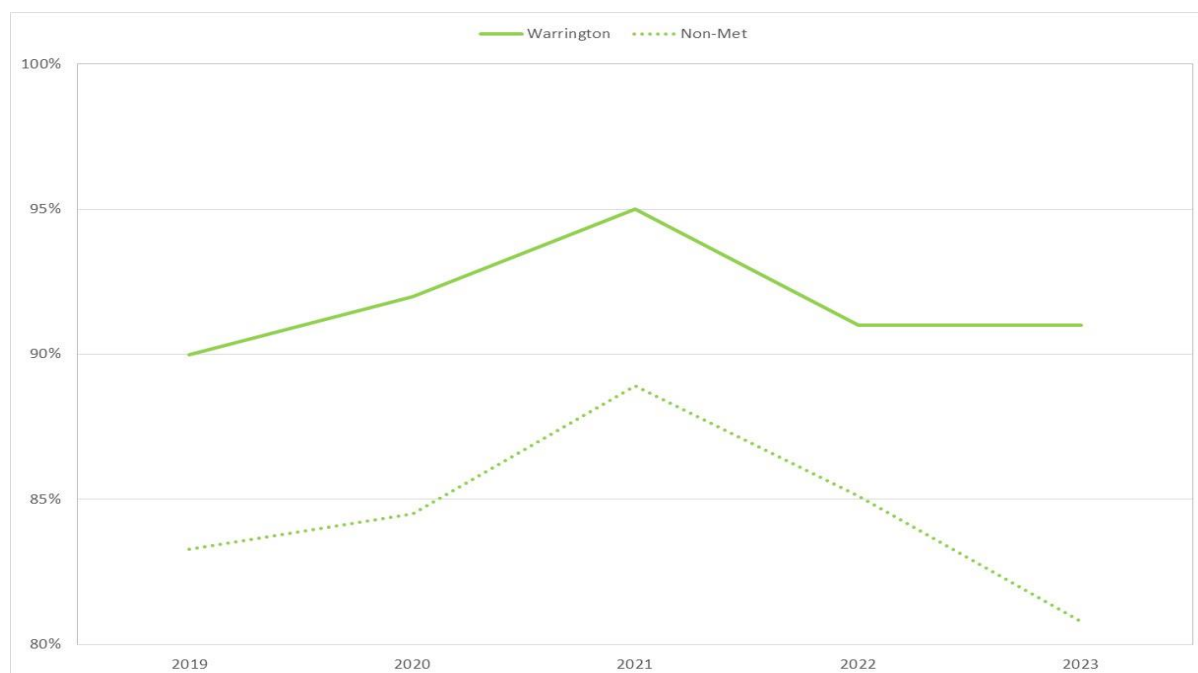
- Bus average speeds and punctuality;
- Patronage and customer satisfaction; and
- Network coverage and accessibility to bus services.

Two approaches have been adopted in examining changes in **bus speeds**: using information provided by Warrington's Own Buses (WOB) and analysing data from Basemap Datacutter. WOB provided operated kilometres and operated minutes for each year from 2018/19 to 2023/24, which indicated limited change across the period, with very minor fluctuations between 22.2 and 22.5 kph.

The Datacutter analysis was carried out on timetabled times and distances in 2018/19 and 2023/24. It included other operators in the borough as well as WOB and was limited to services that operated in both years, in order to provide a direct comparison. In addition, an assessment was made of AM peak speeds, as well as overall speeds, in case changes in service provision across the day may have impacted on overall average speeds.

This analysis indicated that average AM peak speeds were largely unchanged (23.1 kph in 2018/19 and 23.2 kph in 2023/24), with the same true for average speeds across the whole day (23.7 kph and 23.9 kph). Therefore, this supports the evidence from WOB's information that bus speeds have remained relatively constant.

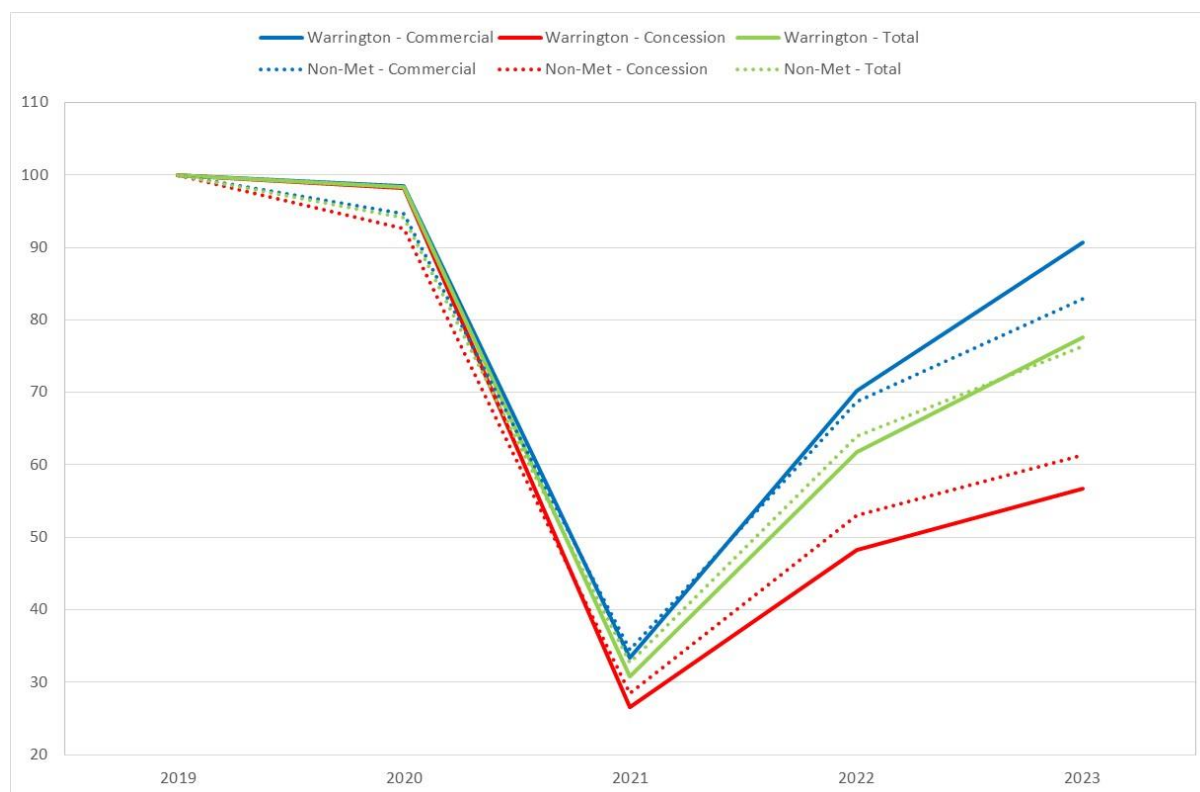
By assessing changes in **bus punctuality** before the COVID-19 pandemic, DfT bus statistics have been analysed for Warrington relative to all non-metropolitan areas in England, with the results shown in **Figure 2.1**. This information measures punctuality on the basis of percentage compliance with the Traffic Commissioners' definition of an on-time service; departing between one minute early and less than six minutes late.

Figure 2.1: Changes in Bus Punctuality

Source: DfT Table BUS09a

It is apparent that bus services in Warrington have been more punctual than the non-metropolitan area average throughout the period shown. Indeed, after an overall improvement in punctuality during the pandemic as traffic levels reduced, Warrington has retained a slight improvement in punctuality, even though the non-metropolitan area average has seen some decline.

In terms of changes in **patronage** since before the COVID-19 pandemic, DfT bus statistics have again been analysed for Warrington relative to all non-metropolitan areas in England, with the results shown in **Figure 2.2**. The split between commercial paying passengers and concessionary passengers is also shown.

Figure 2.2: Changes in Bus Patronage (2019 – 2023)

Source: DfT Tables BUS01e and BUS01g















It is apparent that the recovery in total patronage in Warrington post-pandemic has largely been in line with the non-metropolitan area average, although there is some evidence that recovery in Warrington may be accelerating. Indeed, analysis of additional information provided by WOB indicates that recovery is continuing, with an average further year-on-year patronage increase of 11% for the period between April and December 2023.

However, there have been distinct differences in terms of the changes in commercial and concessionary patronage. While recovery in commercial patronage initially mirrored the non-metropolitan area average, it is pleasing to note that recovery in Warrington is now materially exceeding the average, as the actions taken through the BSIP and EP begin to take effect. However, the level of concessionary passenger recovery remains disappointing, and it is clear that more will need to be done to attract these passengers back to the network, with the proposed actions to be taken set out in the next two chapters.

In relation to **customer satisfaction**, Transport Focus conduct a bus passenger survey⁸ to generate a robust and comprehensive measure of passengers' experiences, covering the bus stop environment, punctuality, comfort on board and the standard of the bus driver, alongside overall satisfaction and value for money ratings, with results for Warrington, other non-metropolitan urban areas (referred to as 'urban other' herein) and England, set out in **Figure 2.3** and below.

⁸ <https://www.transportfocus.org.uk/insight/your-bus-journey/>

Figure 2.3: Your Bus Journey – How Satisfied are Warrington’s Passengers With: Dashboard

Key Metrics	Warrington	Urban Other areas	All England areas
Overall satisfaction	76%	82% 	80% 
Bus driver	84%	86% 	85% 
Journey length	77%	82% 	81% 
Value for money	75%	66% 	67% 
Bus punctuality at stop	71%	74% 	70% 
Bus stop	70%	78% 	76% 
Waiting time	66%	71% 	68% 

Source: Transport Focus

Overall satisfaction

Overall, in Warrington, three-quarters (76%) of participants who answered the survey said they were satisfied with their bus journey. This compares to an 82% satisfaction average for urban other and 80% for the rest of England.

"My journey today was very relaxing. Not too busy on the bus and it was an overall very comfortable ride."

"Very good and efficient service I get on it every week and even now it's getting closer to Christmas it's still reliable so no complaints."

"I use this route fairly regularly and have found it to be on time, comfortable and reliable."

Some passengers were dissatisfied with aspects of their bus journey that WBC has clear intentions to improve, such as Real Time Passenger Information (RTPI) and enhanced bus displays, as presented in later sections.

"The bus turned up at a different time than showing on the timetable, and not for the first time."

"I waited at the bus stop from 15:30 for the 13 that never showed up and the app had no tracking for it. Had to wait for this bus (14) which was 20 minutes late."

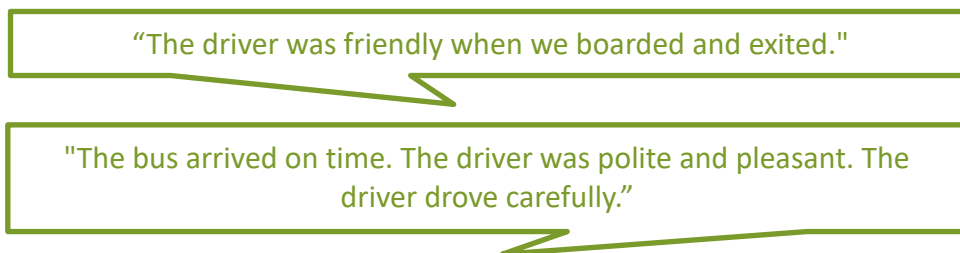
In Warrington, the older the respondent, the more likely they were to be satisfied with their bus journey; 83% of over 65-year-olds were satisfied, compared to 78% of 26-to 64-year-olds

and 66% of 16 to 25-year-olds. Journey satisfaction was significantly higher during off-peak times (82%) compared to the peak period (69%).

The 2021 BSIP highlighted that, in 2019, overall journey satisfaction was 86%. However, the survey methodology has changed since then, and Transport Focus has indicated that recent results should not be compared with those obtained previously. Nonetheless, the indicated reduction in overall satisfaction is a concern and is to be monitored through the recently adopted Passenger Charter, as discussed below.

Bus driver

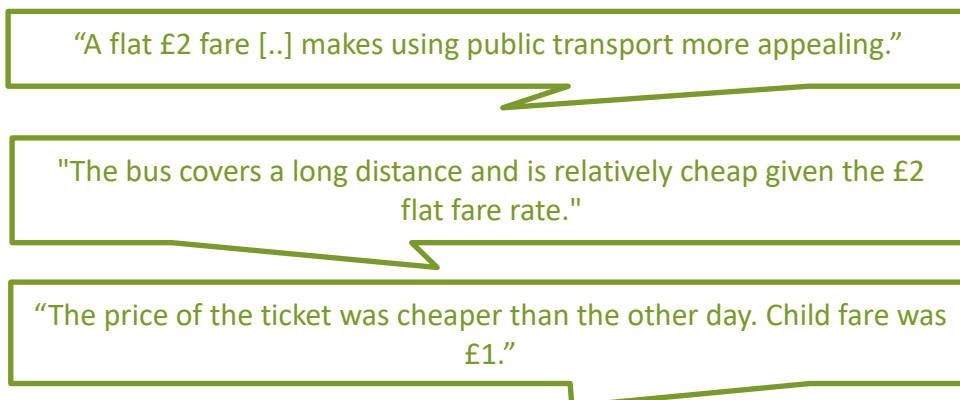
Over four-fifths (84%) of respondents in Warrington were satisfied with the bus driver on their journey. This was a similar rating to the average for urban other (86%) and across England (85%).



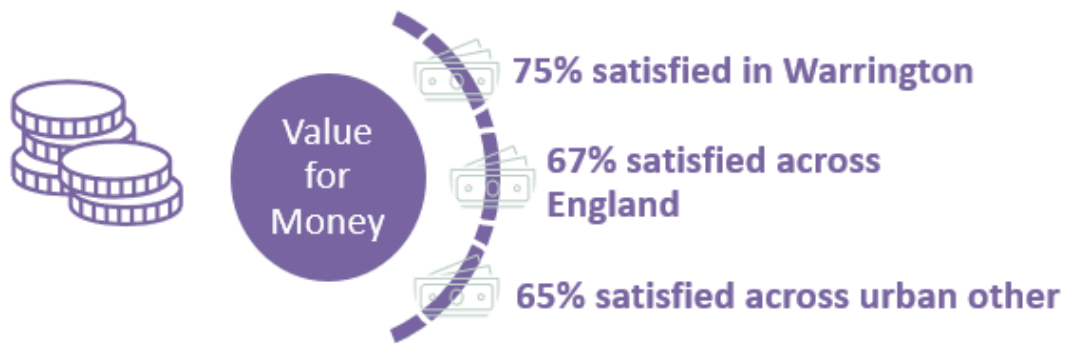
The level of satisfaction with bus drivers is likely to have been assisted by WOB introducing a defensive driver training scheme for all employees.

Bus fares

Three-quarters of respondents (75%) in Warrington said they were satisfied with the value for money of their bus journey, compared to just 66% in the urban other category and 67% for the rest of England. Some participants noted the junior fare cap.



One of the aims of this BSIP is to provide affordable fares that will encourage bus use as a credible mode choice. Considering Warrington scored higher than average on satisfaction with regards to value for money, this shows that the steps taken to reduce fares, as discussed in subsequent sections, have been successful, and these actions will hopefully continue to encourage wider bus use.



Again, noting the disconnect in survey methodology, it is pleasing to note that satisfaction with value for money has increased markedly from 52% in 2019.

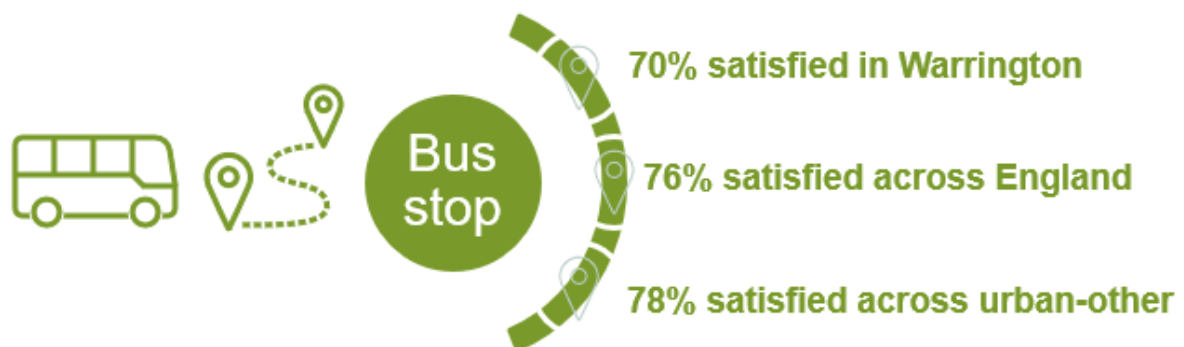
Bus stops

Seven out of ten respondents (70%) in Warrington were satisfied with the bus stop they were waiting at, compared to 78% in the urban other category.

“The bus stop has poor sheltering and leaks, so not welcome in the pouring rain. I rely on this route heavily for work.”

“Was stood in the cold for 50 minutes at a bus stop with no seating.”

WBC has recently implemented a bus stop improvement programme, as well as interventions to aid accessibility, and it is hoped that satisfaction with bus stops will start to improve. This will continue to be monitored through surveys and via general customer feedback. It should be noted that over 200 bus shelters were replaced as part of the new bus shelter maintenance and advertising contract in 2023, and many locations were left without a shelter for a period during this transition, which is likely to have adversely affected the results.



Bus journey time, wait time and reliability

77% of respondents in Warrington were satisfied with the length of time their bus journey took, lower than the average for urban other (82%). Seven out of ten (71%) respondents were satisfied with the punctuality of the bus at the stop, and two-thirds (66%) were satisfied with the length of time they had to wait for the bus compared to 74% and 71%

respectively in urban other, meaning that Warrington satisfaction was slightly below average.

"It was an okay journey, but I was stood at the bus stop for over 40 mins waiting for a bus that is meant to run every 10 minutes."

"In an evening on a return journey buses that travel via Warrington Bank Quay get stuck in bad traffic and passengers miss connecting buses due to this late running."

Half of bus users were satisfied with bus reliability in Warrington (50%), falling behind that of the urban other category (62%) and rest of England (56%).

Clearly this is an area where improvements are required, and discussions will be held with operators through the Warrington EP Forum about how improvements can be delivered, with the plans for further bus priority measures and new electric buses coming into service in the second half of 2024 amongst these measures.

Frequency

Just 48% of bus users in Warrington were satisfied with the frequency of bus services, compared to 61% across England and 66% in the urban other category, highlighting another area of concern.

"If you miss one bus you've got to wait an hour for the next!"

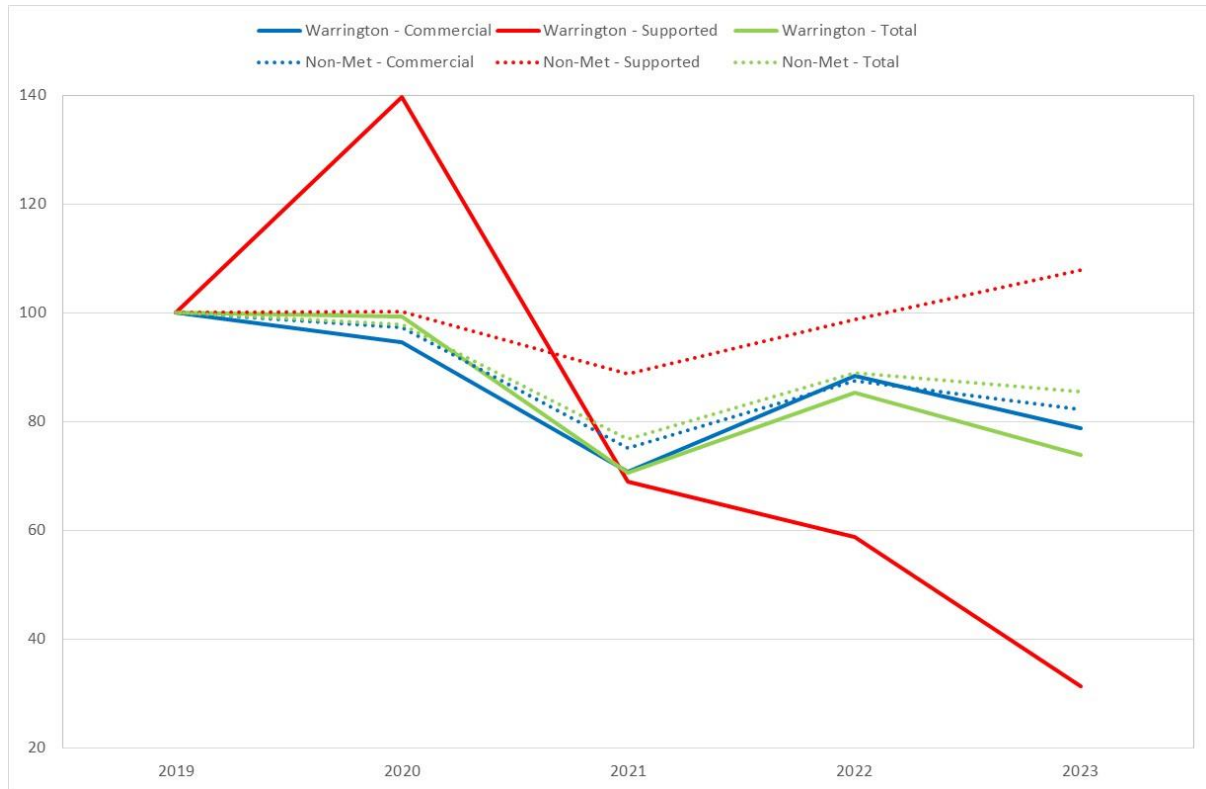
"The frequency is atrocious as this route goes past the hospital and barely runs whereas other services run almost every few minutes."

Moving on from the customer satisfaction surveys, the next key targets relate to **network coverage and accessibility to bus services**, which have been assessed in three ways:

- Analysis of bus-kilometres since prior to the COVID-19 pandemic using DfT bus statistics;
- Analysis of service provision by geography based on distance from a bus stop; and
- A comparison of changes in network coverage since the 2021 BSIP.

Recent changes in bus-kilometres in Warrington and in all non-metropolitan areas in England, split between commercial and supported services, are shown in **Figure 2.4**.

Figure 2.4: Changes in Bus-Kilometres



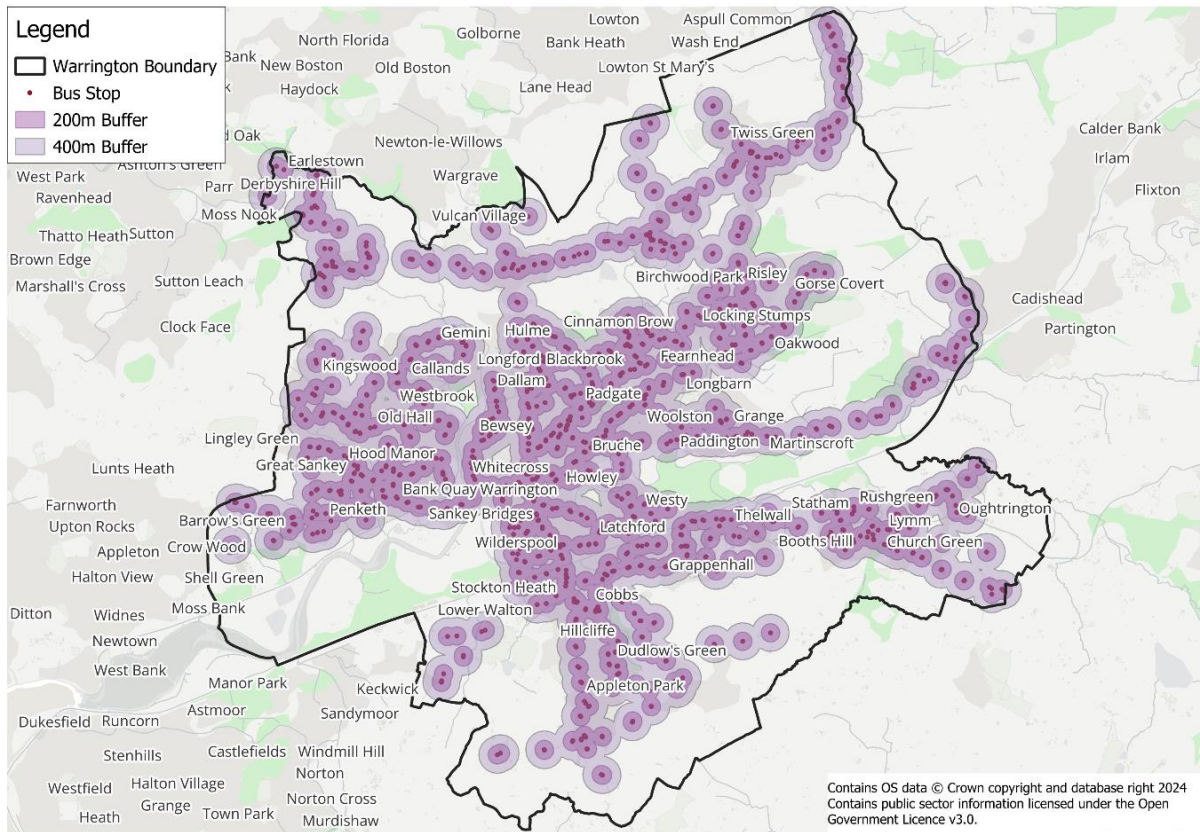
Source: DfT Table BUS02d_km

It is apparent that overall provision in Warrington has reduced slightly more than the non-metropolitan area average. However, this trend represents the period before the start of the recent service enhancements supported by WBC, which are discussed further in the next section. While the figures show a large fluctuation in supported kilometres throughout the period, WBC does not recognise this level of change and notes that the DfT statistics in question are provisional, so may be subject to error.

Figure 2.5 presents a summary of bus stop provision in the borough, based on the DfT’s National Public Transport Access Node (NaPTAN) database from 2024. The plan shows 200m and 400m buffers 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.

Based on an assessment against 2021 population data, 77.3% of Warrington’s residents live within 400m of a bus stop and just under half (49.1%) live within 200m of a bus stop.

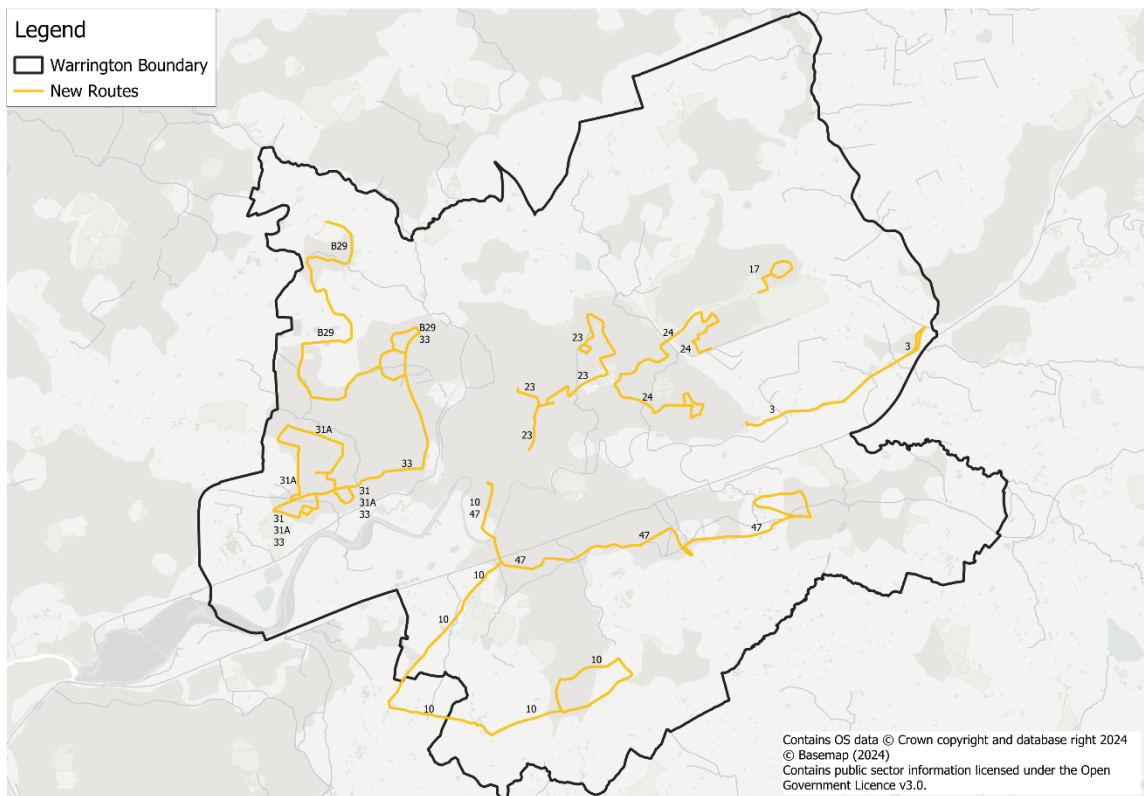
Figure 2.5: Warrington Bus Stop Access (2024)



Source: NaPTAN, DfT (2024)

Figure 2.6 shows the improvements in service coverage in Warrington between 2022 and 2024, with no areas having coverage removed.

Figure 2.6: Changes in Warrington’s Bus Network (2022 to 2024)



The new network coverage shown in **Figure 2.6** is aimed at both filling gaps in the network and restoring services to fill gaps where bus services were lost during the pandemic. The performance of these services is being monitored and, where required, services will be modified accordingly. These services will continue to be supported using existing BSIP funding through to March 2026 and every effort will be made to increase usage to try to allow them to continue with reduced or no financial support in the future.

The discussion above has provided some insight into the current baseline, but details of recent changes are required to provide some context to this baseline. Since Warrington's last full BSIP was published in 2021, the actions in **Figure 2.7** have been undertaken.

Figure 2.7: Actions to Improve Bus Provision

July 2022	Super Summer Service <ul style="list-style-type: none"> Enhanced evening services Single fares capped at £2 for adults and £1 for children after 1900 Monday to Saturday and all-day Sunday Restrictions on time of concessionary pass use removed
October 2022	Better By Bus <ul style="list-style-type: none"> Super Summer Service campaign renewed and extended
January 2023	National Adult Fare Cap <ul style="list-style-type: none"> £2 adult single fare cap commences
February 2023	Zero Emission Vehicles <ul style="list-style-type: none"> Final approval to proceed
July 2023	Junior Fare Cap <ul style="list-style-type: none"> £1 child single fare cap commences Child single fares extended to those under 19
September/ October 2023	Network Enhancements <ul style="list-style-type: none"> Six new routes commence to fill network gaps Further enhancements to evening and weekend services
November/ December 2023	A49 Bus Priority <ul style="list-style-type: none"> Consultation undertaken on proposals for new bus priority measures
Throughout 2023/24	Bus Shelter Improvement Programme <ul style="list-style-type: none"> Replacement of 210 bus shelters
February / March 2024	Bus Stop Accessibility <ul style="list-style-type: none"> Audit carried out to inform a rolling programme of improvements
March 2024	Zero Emission Vehicles <ul style="list-style-type: none"> Launch of WOB's all electric bus fleet, with the first vehicle unveiled
March 2024	Junior Fare Cap Extension <ul style="list-style-type: none"> Announced that child single fares to be extended to those under 22 Free bus travel to be provided for care leavers aged under 22
June 2024	Zero Emission Vehicles <ul style="list-style-type: none"> Delivery of new fleet (105 electric buses) to WOB funded through ZEBRA

These actions map to the twelve key goals in the National Bus Strategy (NBS) as shown overleaf in **Table 2.1**.

Table 2.1: Progress towards National Bus Strategy Goals

NBS Goal	Initiative	Super Summer Service	Better By Bus	National Adult Fare Cap	Junior Fare Cap	Enhanced Network	A49 Bus Priority	Improved Bus Shelters	Bus Stop Accessibility	Zero Emission Vehicles	Junior Fare Cap Extension (U22)
More Frequent		✓	✓			✓					
Faster & More Reliable							✓			✓	
Cheaper		✓	✓	✓	✓						✓
More Comprehensive		✓	✓			✓					
Easier to Understand		✓	✓			✓		✓			
Easier to Use		✓	✓	✓	✓	✓		✓	✓		✓
Better Integrated						✓			✓		
Better to Ride In										✓	
Greener								✓		✓	
Accessible & Inclusive		✓	✓				✓	✓	✓	✓	✓
Innovative								✓		✓	
Safe								✓	✓	✓	

To provide consistency with the reporting of the 2024/25 improvement programme and the ambitions for 2025 and beyond as reported in the next two chapters, further details of the actions have been provided below under the following headings:

- Section 2.2: Service Levels & Network Coverage
- Section 2.3: Bus Priority
- Section 2.4: Fares and Ticketing
- Section 2.5: Passenger Experience
- Section 2.6: Bus Fleet

Where actions are intended to deliver progress against an NBS goal, the goal in question has been highlighted in **bold**.

2.2 Service Levels and Network Coverage

The majority of bus services in Warrington are operated commercially, with around 83% of the mileage provided by WOB, with the share of other operators shown in **Table 2.2**.

Table 2.2: Market Share by Operator based on Mileage

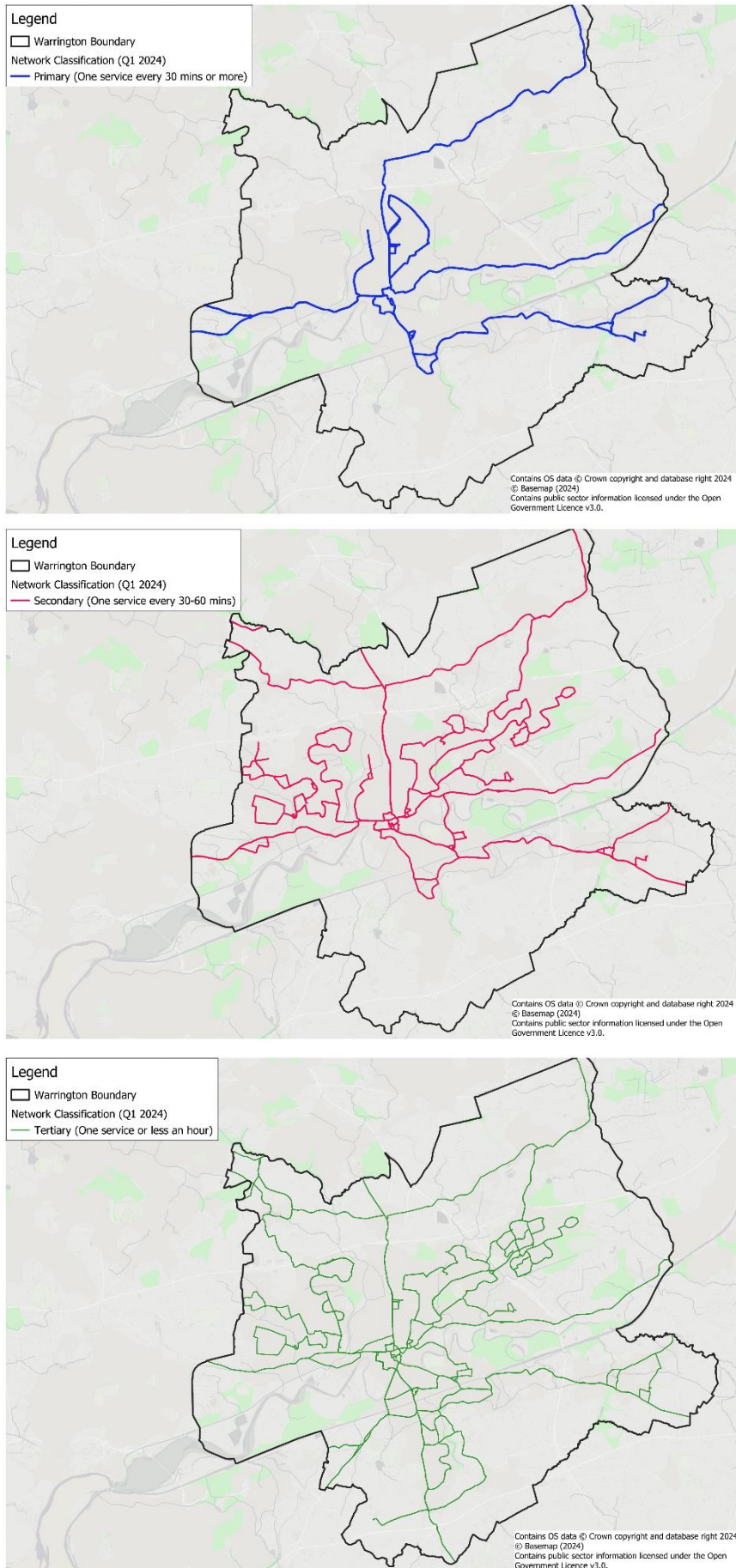
Operator	Proportion of Bus Mileage in Warrington
WOB	83%
Arriva	14%
Go North West (now Stagecoach)	1%
MD Bus & Coach	1%
Howards Travel / Omega Busways	1%

Source: WBC (2020)

Warrington's bus network is centred on Warrington Bus Interchange, with most services providing a radial route from the town centre. Although the majority of routes are internal within the Warrington boundary, there are some services to neighbouring towns and cities, including Manchester, Manchester Airport, Altrincham, Northwich, Chester, Runcorn, Widnes, Liverpool, St Helens and Wigan.

A list of current bus services operating within Warrington is contained in **Appendix B**, with **Appendix C** providing more details of tendered routes. In order to better understand these lists, services have been categorised as 'primary', 'secondary' and 'tertiary' based on frequency over a typical weekday (inter-peak), with the results shown in **Figure 2.8**. Primary routes run at least every half an hour, secondary routes run between every half an hour and an hour, and tertiary routes run less than every hour.

Figure 2.8: Bus Network Classification – Primary / Secondary / Tertiary Routes

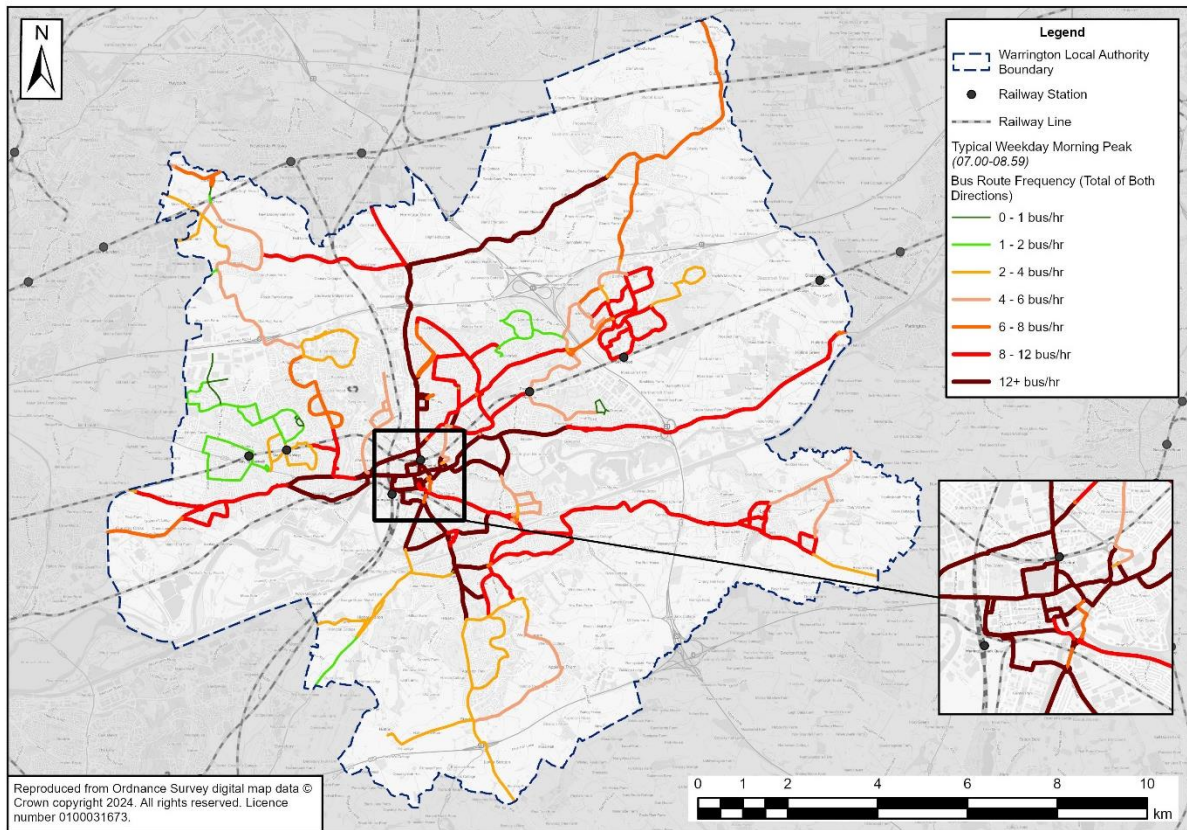


Source: Basemap Datacutter (Date accessed: March 2024)

An analysis of the number of buses (excluding school services) serving each part of the network has also been undertaken using data obtained from Basemap (Datacutter Route Lines) for quarter 1 2024. **Figure 2.9** shows the combined frequency of bus services using links on the network in both directions during the weekday morning peak. In the weekday inter-peak period, there is a similar pattern of service, but at a lower frequency (**Figure 2.10**), with Saturday provision similar to the weekday inter-peaks.

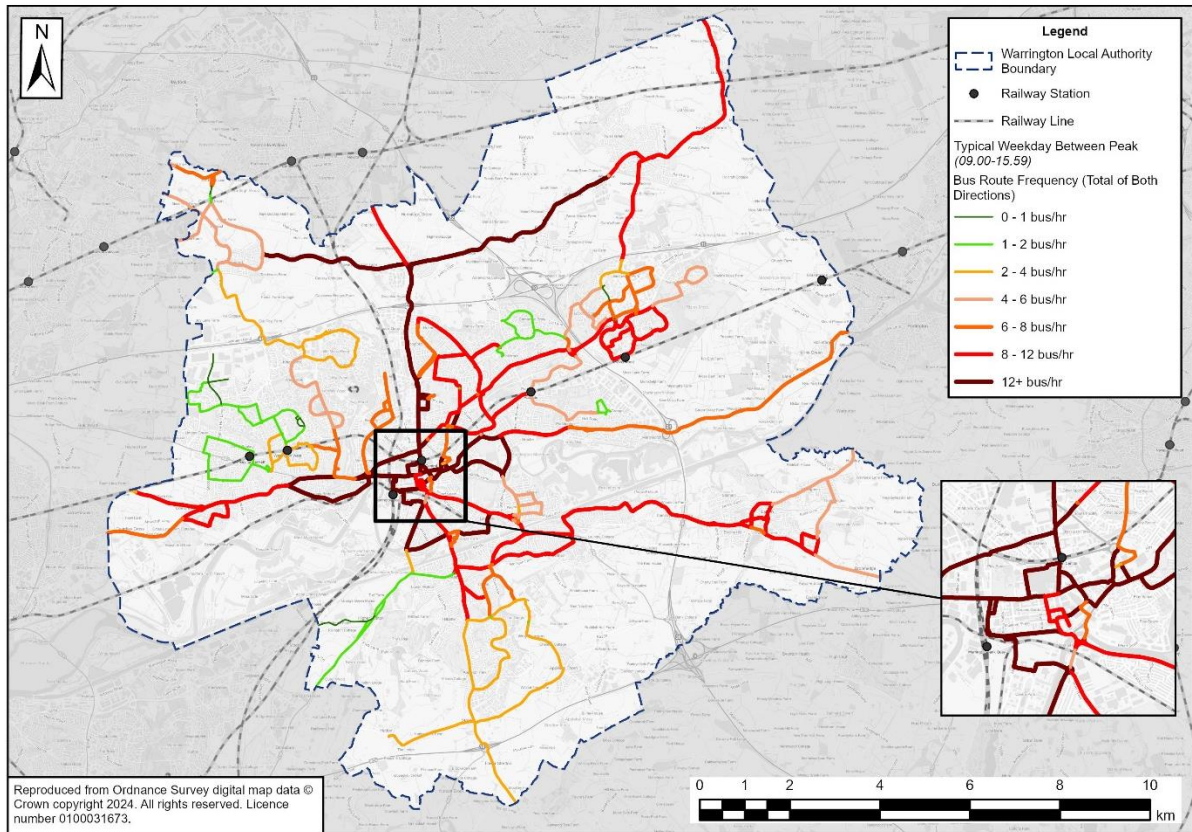
Weekday service provision is lower still in the evenings, when most of the network has fewer than three buses per average hour in both directions (**Figure 2.11**), albeit frequencies are generally higher on the shoulder of the PM peak. Frequencies are also lower on Sundays (**Figure 2.12**), when the majority of the network has fewer than two buses per hour in both directions.

Figure 2.9: Bus Routes by Frequency Weekday Morning Peak (0700 to 0859)



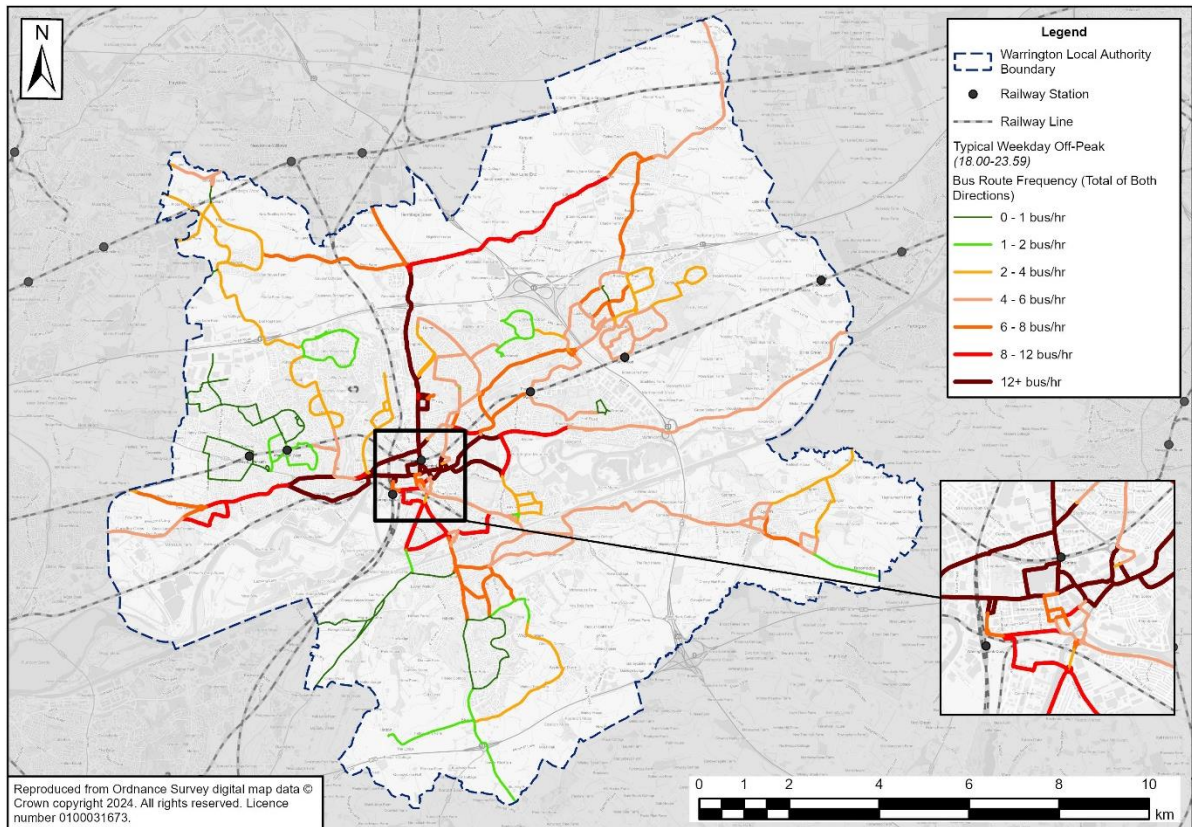
Source: Basemap / Datacutter, March 2024

Figure 2.10: Bus Routes by Frequency Weekday Inter-peak (0900 to 1559)

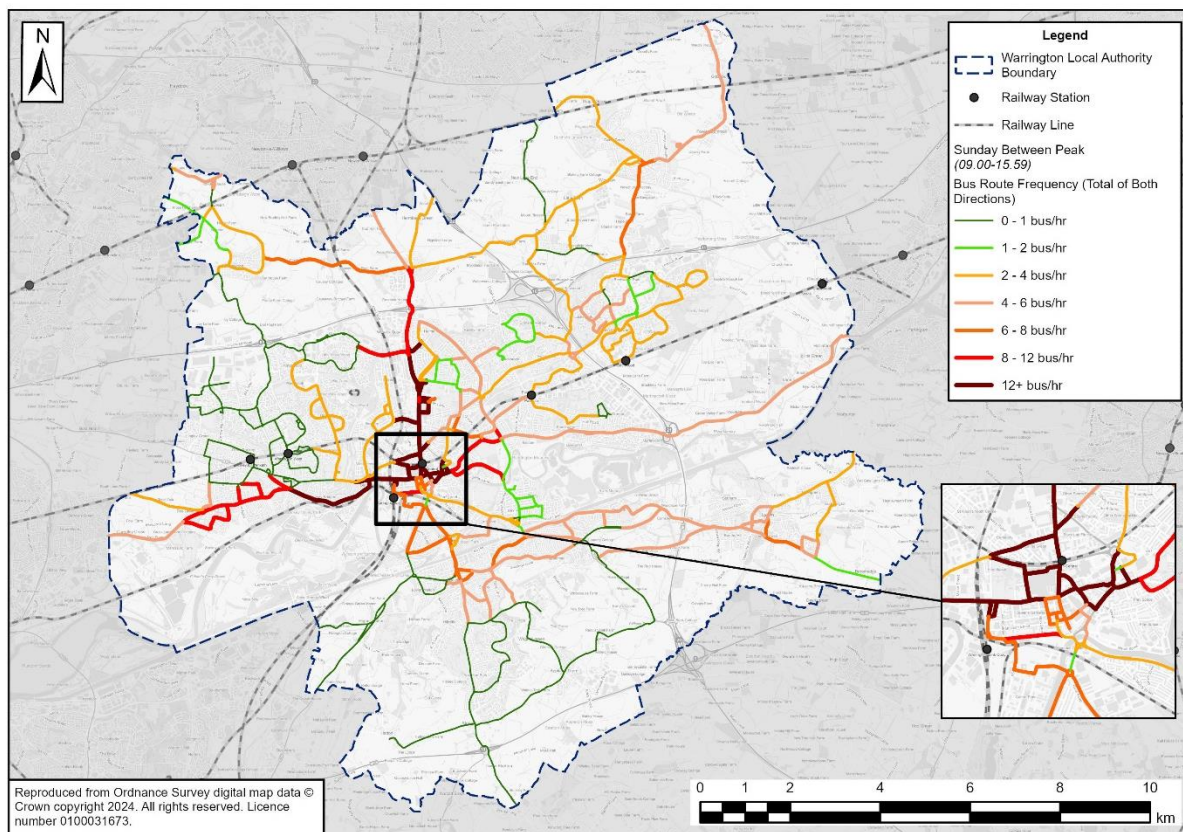


Source: Basemap / Datacutter, March 2024

Figure 2.11: Bus Routes by Frequency Weekday Evening (1800 to 2359)



Source: Basemap / Datacutter, March 2024

Figure 2.12: Bus Routes by Frequency Sunday (0900 to 1559)

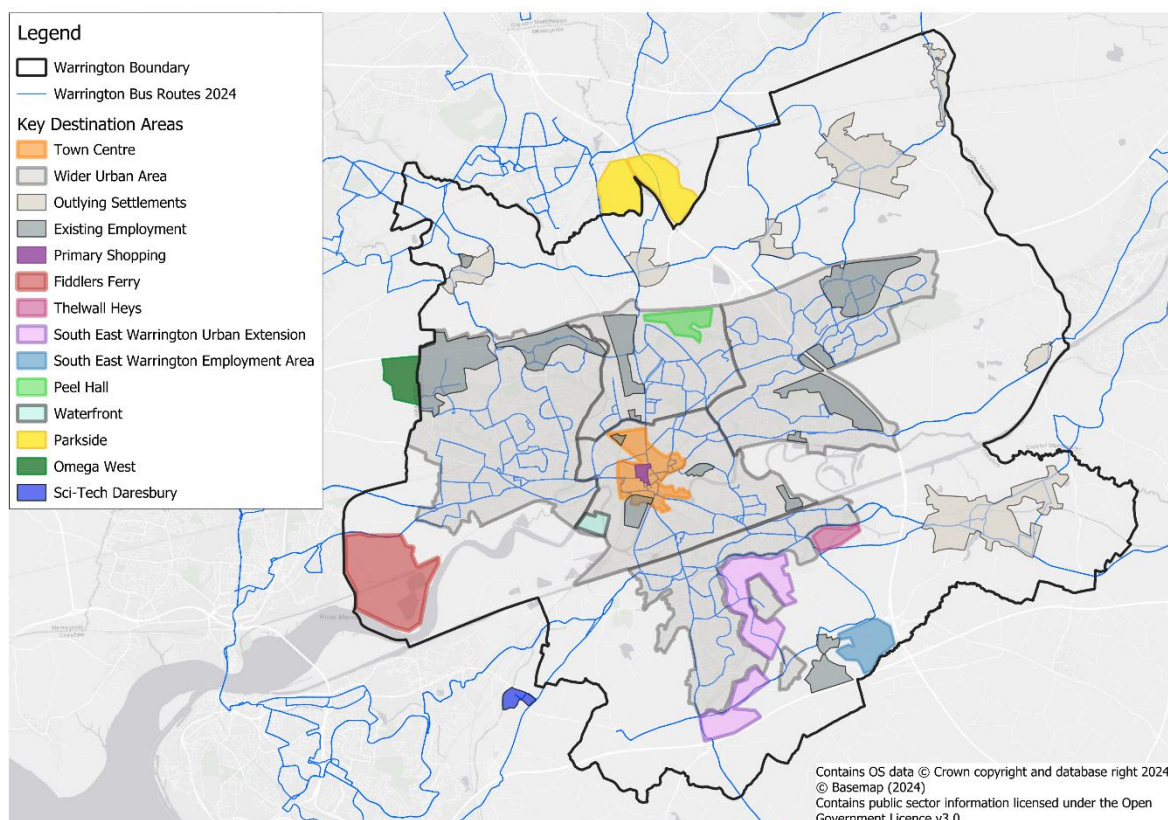
Source: Basemap / Datacutter, March 2024

An overview of key trip generators and destinations in Warrington is provided in **Figure 2.13** with the bus network overlaid. Warrington Town Centre is at the core of the borough and is the location of the primary shopping area, which is to the south of the bus interchange, and is a focus for office development. Beyond the town centre is the wider urban area and the outlying settlements of Burtonwood, Croft, Culcheth, Glazebury, Hollins Green, Lymm and Winwick.

The wider urban area is home to a wide range of businesses, from major national and multi-national companies who have located their logistics operations at Omega, the cluster of nuclear technology businesses at Birchwood, through to a diverse range of businesses located across Warrington's many industrial estates.

Figure 2.13 also shows the strategic development sites that are identified in the adopted Local Plan, including Fiddlers Ferry, Thelwall Heys, Peel Hall, South-East Warrington Urban Extension, South-East Warrington Urban Extension Employment Area and Waterfront. Although within St Helens' boundary, the Parkside and Omega West developments are also shown due to their proximity to Warrington.

The current network serves Warrington's existing main trip generators and destinations; however, it will be important to integrate future development sites with the network as they come forward, maximising opportunities for sustainable travel and reducing the generation of significant new trips by car. This is considered further below.

Figure 2.13: Overview of Generators / Destinations

Source: Warrington Local Plan 2021/22 – 2038/39 Adopted 2023

As indicated in Section 2.1, action has already been taken through the BSIP process to deliver improved service levels and network coverage, with the Super Summer Service (SSS) and Better by Bus campaigns and subsequent tendered network enhancements intended to continue and accelerate the post-COVID recovery and growth in patronage.

Case Study: Super Summer Service (SSS) enhancements

WBC and local bus operators launched the SSS initiative on 25th July 2022, which ran for a period of 10 weeks until 4th October 2022, when it was renewed and extended through the Better by Bus campaign. In addition to reductions in fares and relaxation of concessionary pass use restrictions, which are discussed further below, the SSS delivered enhanced timetables, with improved evening frequencies on the following services:

- Monday – Saturday: 1/2, 3, CAT5, 14, 16, 17, 19, 21, 32, 110, 329
- Sunday: 1/2, 3, 16, 21, 110, 329

This resulted in a network that is **more frequent, more comprehensive** and is **easier to understand** as a result of evening frequencies that are more in line with daytime frequencies.

Figure 2.14: SSS Promotional Material

Following the success of the SSS campaign, this was rebranded as 'Better By Bus' (BBB) (Figure 2.15), which has now become the campaign covering all bus improvements in Warrington. Under this banner, six new routes were launched in September 2023 to fill gaps in the network:

- 23: Warrington to Orange Grove / Avery Close via Orford Jubilee Hub and Ryfields retirement village;
- 31, 31A and 33: Honiton Way Shops Circulars and Penketh to Westbrook / Gemini Retail Park;
- 47: Warrington to Statham via Stockton Heath;
- 10: Warrington to Stretton via Walton Gardens, Daresbury Science Park and Hatton;
- 24: Woolston to Birchwood; and
- B29: Burtonwood to Westbrook / Gemini Retail Park via Omega South.

In addition to these new services, new connections and additional departures were implemented in October 2023, including:

- 1/2 and 11/12 – additional evening services on the 1/2 now operating their full daytime route. New evening service on 11/12 between Warrington and Latchford Village and Gainsborough Road;
- 3 and 4 – extended evening journeys on the 3 to connect with the 100 at Hollins Green. New evening service on the 4;
- CAT5 – additional evening journeys to Lymm making an hourly frequency;
- CAT8 – additional evening journeys on the 8 making an hourly frequency;

Figure 2.15: Promotional Material for New Services

- 13 – new hourly evening service on the 13;
- 16 – increased frequency in the evening to half hourly;
- 17 – changes to evenings to join journeys up to run through to Birchwood and onto Gorse Covert;
- 19 and 28 – additional evening journeys on the 19 to Culcheth. Service 28E replaced with 28A and 17 to Gorse Covert;
- 20 – new evening service on the 20;
- 22/22A – daytime changes to departure times for reliability;
- 25 – evenings hourly and run to Birchwood; and
- 32 – additional time on Tannery Lane for reliability and minor changes to evening times.

These improvements will again result in a network that is **more frequent, more comprehensive** and **easier to understand**, as well as being **better integrated** due to the increased level of service to Warrington Bank Quay station. The performance of these service enhancements is currently being reviewed, such that successes can be better understood and built upon, and such that increased marketing can be targeted should any routes be performing below expectations.

Case Study: Successes on Services 329, B52 and 100

329 – Story of a daytime patronage increase resulting from investment in evening services

One of the services that was enhanced through the SSS campaign was Arriva's 329, which as well as attracting additional evening passengers, with an 80% increase in evening boardings between April and August 2023, is understood to have seen a 30% increase in daytime use. This is likely to be partly attributable to passengers now being able to make a return journey by bus where this had previously not been possible due to the lower level of evening service provision. This led to the operator increasing the frequency during the day from a bus every 40 minutes to one every 30 minutes.

B52 – Story of a supported service that has grown into a commercial success

In order to establish sustainable travel habits to Omega at the outset, the B52 tendered service was set up using section 106 funding. The route and timings were developed to reflect staff postcode data and shift change times for Omega South and North employers, including ASDA, Royal Mail and Hermes, operating via Westy, Latchford, Warrington Bus Interchange and Winwick Road. Additional significant employers such as The Hut Group and Amazon were also swiftly accommodated into the service specification as they became operational.

The service became so successful that it was provided commercially within nine months of inception and is now run using multiple double deck vehicles. Indeed, Omega Busways is currently carrying over 120,000 passengers a year on this service.

A further influence that has led to its success has been the fact that many of the employers on Omega have commissioned the WBC Travel Planning Team to undertake the implementation of their Travel Plans, enabling a co-ordinated approach. It is envisaged that this service and others will be adapted and developed to serve Omega West.

100 – Story of a service that has bucked the trend and increased concessionary demand

Service 100 operates cross boundary from Warrington to Manchester via the Trafford Centre. At a time of reduced bus use by concessionary passengers post-pandemic, this service has seen a 56% increase in concessionary demand since 2019. There may be lessons to be learned from this in helping to regenerate concessionary demand on other services, such as whether the increase is solely due to the destinations served, or whether the £2 adult fare cap has increased demand from paying passengers, with more concessionary companions travelling as a result. A study into concessionary travel patterns is already planned, with this service to be one focus of the study.

When considering which service enhancements to progress, WBC has been using its Local Bus Service Support Criteria (the 'Prioritisation Matrix'), which was adopted in 2015. This allows suggestions for network improvements to be assessed in a transparent manner using the following weighted criteria:

- **LTP Priority Themes** (35%) – ensure that routes link residential areas with employment sites and key local services, enable disadvantaged groups to access employment and support reductions in carbon emissions.
- **Accessibility** (40%) – account for integration with other modes, provision of alternative public transport services, access for those with mobility impairments and degree of rurality.
- **Financial consideration** (25%) – consideration of subsidy requirements, availability of alternative funding and passenger usage trends.

Continued use of the prioritisation matrix when considering allocation of BSIP funding will help to ensure that service levels and network coverage can be improved in an equitable manner, whilst also acknowledging the need to deliver value for money.

2.3 Bus Delays and Priority

Infrastructure improvements, such as bus gates (bus-only routes) and bus priority measures on congested routes can be implemented and enforced by WBC to give buses a time advantage over other vehicles and improve journey time reliability. As set out in the NBS, for buses to become an attractive alternative to the car, a key challenge will be to make them faster and more reliable, with bus priority on roads where there is a frequent bus service, traffic congestion and the physical space to install it.

In order to compare bus service provision with areas of traffic congestion, an analysis of INRIX data has been undertaken, using data for 2022. **Figure 2.16** shows average speed data by link (where data is available) for all traffic in the morning peak. This indicates lower traffic speeds (predominantly 10-20 mph) in inner Warrington and on the main radial routes into the town centre (notably A49 Winwick Road between the town centre and M62 and A49 Wilderspool Causeway), which corresponds with key bus routes. The analysis also highlights some slower speeds (less than 10 mph) on the approaches to the town centre.

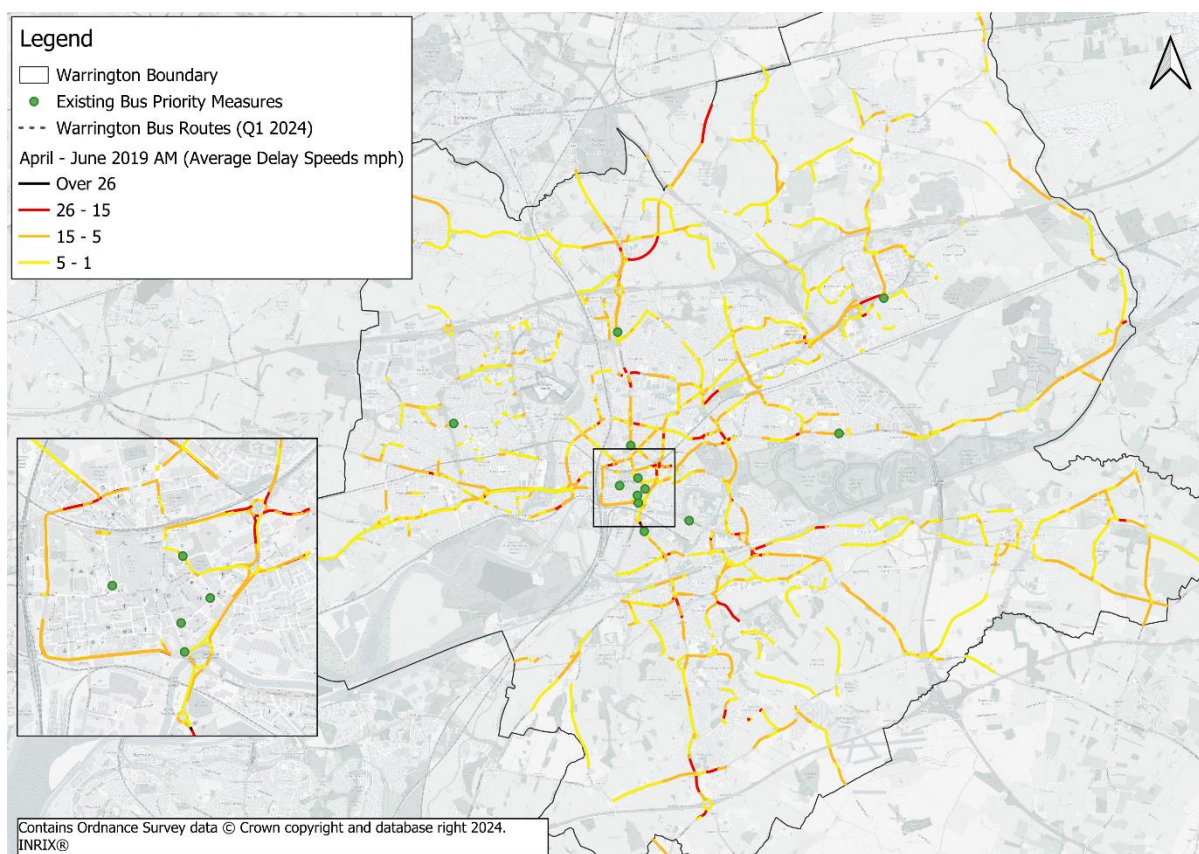
Figure 2.17 presents average delay over the same period, calculated as the difference between average speeds and free-flowing traffic for the link. This highlights the magnitude of delay and key locations of delay, which may impact on the operation of buses. Notable locations of delay include:

- A49 / A574 Longford Street, potentially affecting services 19, 20/21, 22/22A, 329, 360 and B52;
- A57 / A49 (Cockhedge Green), potentially affecting services 17/17A/17C, 23 and 25;
- A50 Bruche / A57 Manchester Road, potentially affecting services 1/2, 3 and 100; and
- Padgate Lane, potentially affecting services 4 and 28/28A.

Figure 2.16: All Traffic Average Speeds - Morning Peak (07:45 – 09:15) [Apr-Jun 2022]



Source: INRIX

Figure 2.17: All Traffic Average Delay - Morning Peak (07:45 – 09:15) [Apr-Jun 2022]

Source: INRIX

Further plots representing the inter-peak and afternoon peak periods are included in **Appendix D**.

WBC supports 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’.⁹ This policy is also in line with the NBS goal of **making journeys faster and more reliable**.

To this end, bus priority infrastructure has already been provided in Warrington at the locations shown in **Figure 2.18**. In total, there are approximately 2,275m of bus lanes in Warrington (**Table 2.3**), with the largest individual section currently being on Wilderspool Causeway (northbound) at 730m.

⁹ Warrington Fourth Local Transport Plan, WBC (2019)

Figure 2.18: Bus Priority Measures in Warrington

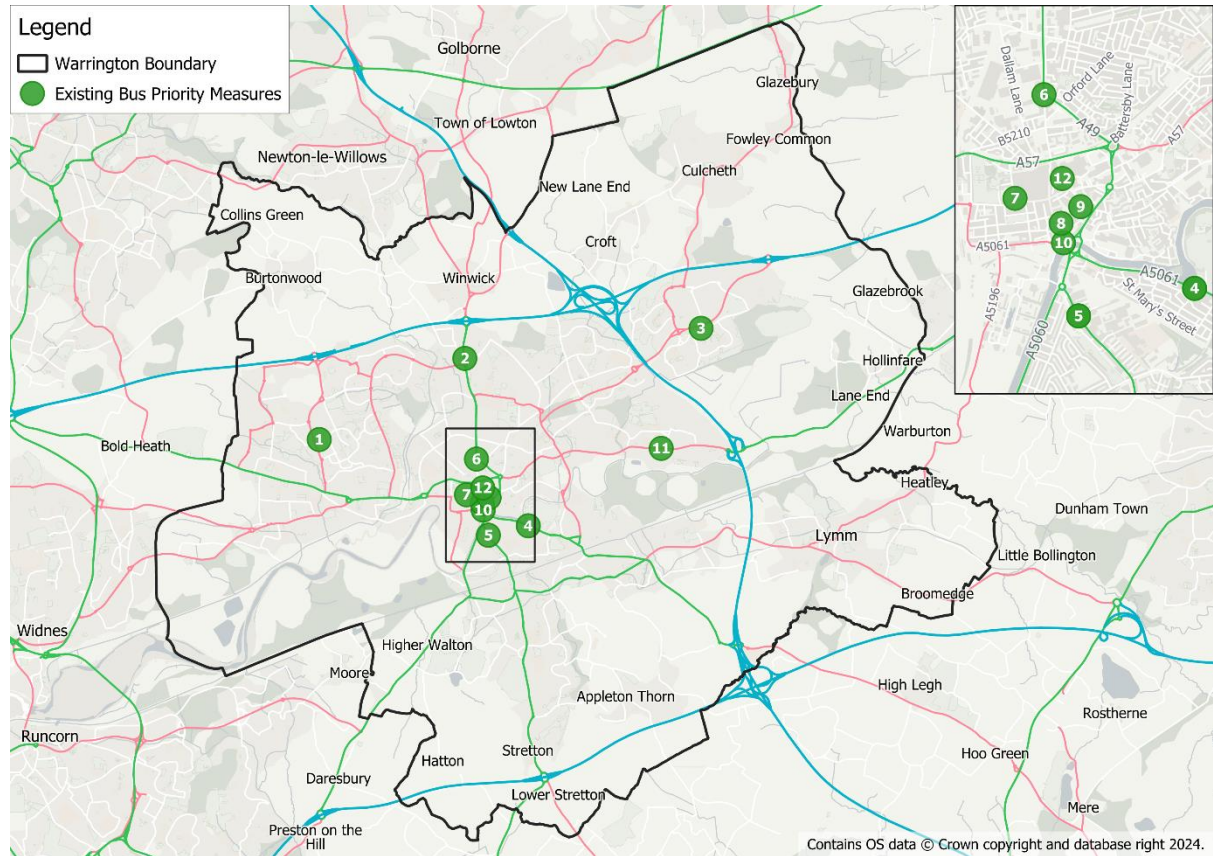


Table 2.3: Current Bus Priority Measures in Warrington

Map Reference	Location	Operational Hours	Vehicles Permitted	From	To	Length
1	Boston Boulevard (both directions)	07:00 – 19:00	Bus / Cycle / Taxi	Whittle Avenue	East of Portland Avenue	435m
2	A49 Winwick Road (southbound)	24 hours	Bus / Cycle / Taxi	Opposite Brendan Avenue	Sandy Lane West	220m
3	Birchwood bus gate – Faraday Street (both directions)	24 hours	Bus	Birchwood Way	Ordnance Avenue	120m
4	A5061 Knutsford Road (westbound)	07:30 – 09:30	Bus / Cycle / Taxi	St Mary's Street	Old Road	265m
5	A49 Wilderspool Causeway (northbound)	07:30 – 09:30, 16:30 – 18:30	Bus / Cycle / Taxi	Gainsborough Road	River Road	730m
6	A49 Winwick Street Bus gate (northbound)	24 hours	Bus	Silver Street	A49 Winwick Road	60m
7	Legh Street (southbound)	24 hours	Bus / Cycle / Taxi	Bath Street	Sankey Street	140m
8	Academy Way (eastbound)	24 hours	Bus / Cycle / Taxi	Bridge Street	Moulders Lane	40m
9	Academy Street (northbound)	24 hours	Bus / Cycle / Taxi	Academy Way	Buttermarket Street	130m
10	Lower Bridge Street (both directions)	05:00 – 19:00	Bus / Cycle / Taxi	Mini roundabout	Bridgefoot	25m
11	A57 Old Manchester Road bus gate (westbound)	24 hours	Bus	Manchester Road	Cliftonville Road	60m
12	Scotland Road	24 hours	Bus / Cycle / Taxi	Cockhedge Way	Prince Henry Square Car Park Exit	50m
Total						2,275m

When cross checking the existing bus priority measures shown in **Table 2.3** and the INRIX congestion and delay data for Warrington's road network in both peak and off-peak periods, it can be seen that there is a strong correlation between the routes suffering from the highest delays and the positioning of the bus priority measures, providing justification for retaining these measures in order to keep buses moving.

In terms of locations where levels of traffic congestion and delay might warrant examination of the potential to introduce further schemes, **Figure 2.16** and **Figure 2.17** indicate the following areas where bus priority measures could possibly bring significant benefits:

- Locations on the approaches to Manchester Ship Canal; and
- The immediate approaches to the town centre from the west and east, namely A57 Sankey Way / Old Liverpool Road / Liverpool Road and Manchester Road / Church Street.

Studies are planned for both of these areas, in terms of the potential for an additional ship canal crossing and also a Gateway Study looking at the east-west approaches to and from the town centre, which were identified in the First and Last Mile Masterplan. These are discussed further below.

Furthermore, considerable work has also been undertaken on potential future interventions through the Warrington Mass Transit and Bus Priority Study¹⁰, 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. Three of the top ten locations were located on A49 Winwick Road, and this resulted in a scheme being identified as the highest priority, with scheme development to deliver bus priority on this corridor now well underway using BSIP funding.

Case Study: A49 Winwick Road Southbound Bus Priority

WBC, alongside consultant and contractor teams, is currently working on new bus priority and improved walking and cycling measures proposed in a southbound direction along the A49 Winwick Road between the A50 Long Lane and Lythgoes Lane. The plans aim to enhance the bus user experience by reducing bus journey times and making services more reliable, whilst minimising the impact on other forms of traffic.

New bus priority measures and improvements to walking and cycling facilities are proposed along the A50 Long Lane westbound (towards Junction Nine Retail Park) and the A49 Winwick Road in a southbound direction (towards the town centre). The proposals consist of four short lengths of road that only buses can use (bus gates) which will make bus journeys quicker in this area.

¹⁰ Warrington Mass Transit and Bus Priority Transit Study, AECOM (2020)



The scheme objectives are to:

- Enhance access to social, leisure, cultural and employment opportunities by public transport and active travel modes;
- Increase numbers of people using buses, walking and cycling;
- Reduce congestion through shifting users to sustainable modes of travel, with associated reductions in carbon emissions and improvements to air quality;
- Reduce bus journey times; and
- Reduce the variability in journey times and improve the punctuality of bus journeys.

The scheme is currently at detailed design stage, which follows a consultation and stakeholder engagement period in late 2023. Final scheme approval will be sought later in 2024, with scheme delivery during 2025.

Case Study: Warrington UTMC Initiatives

Warrington uses an Urban Traffic Management and Control (UTMC) system which can monitor traffic and adjust traffic signals to react to issues as they arise on the network. The network includes 84 junctions with traffic lights, 72 pedestrian crossings controlled by lights, vehicle counting sites and CCTV cameras that are observed from a control room. This forms part of an integrated system used to improve the flow of traffic in Warrington, alongside:

- Stratos Common Database, which provides the platform for all of the measures listed below to be most effective;¹¹
- Variable message signs;
- Car park management and guidance;
- Traffic counters and classifiers;
- Swing bridge warning system and signs; and
- Fault management system.

¹¹ The Stratos Common Database is a commercially available ‘tool’ that uses a Strategy Manager which fundamentally helps reduce congestion across our transport network by automatically introducing pre-defined strategies based on open data sources to make decisions which help keep traffic flowing smoothly.

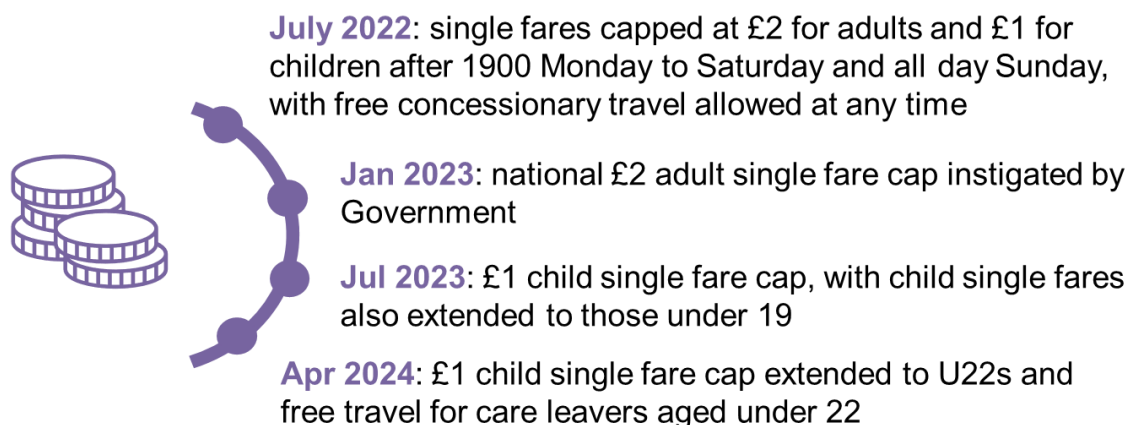
UTMC is not currently used to improve bus journey times specifically, however, the integrated systems improve journey times and reduce congestion for all, including buses.

It is proposed as part of the A49 BSIP scheme to include a direct interface to bus ticketing machines via the Common Database. This will allow 'virtual loops' to be placed at strategic locations on this part of the network and if a bus is running late, the traffic signal will move to a 'bus stage' by truncating other stages or extending the bus stage to allow buses to cross the stop line. The proposed scheme includes a bus pre-signal along the A49, which stops all other traffic to enable buses to move off the bus stop and over to the off-side lane, so it can easily access the dedicated bus lane at the next junction.

2.4 Fares and Ticketing

There have been three key improvements in fares to date (see **Figure 2.19**), making buses both **cheaper** and **easier to use**.

Figure 2.19: Timeline of Fare Initiatives



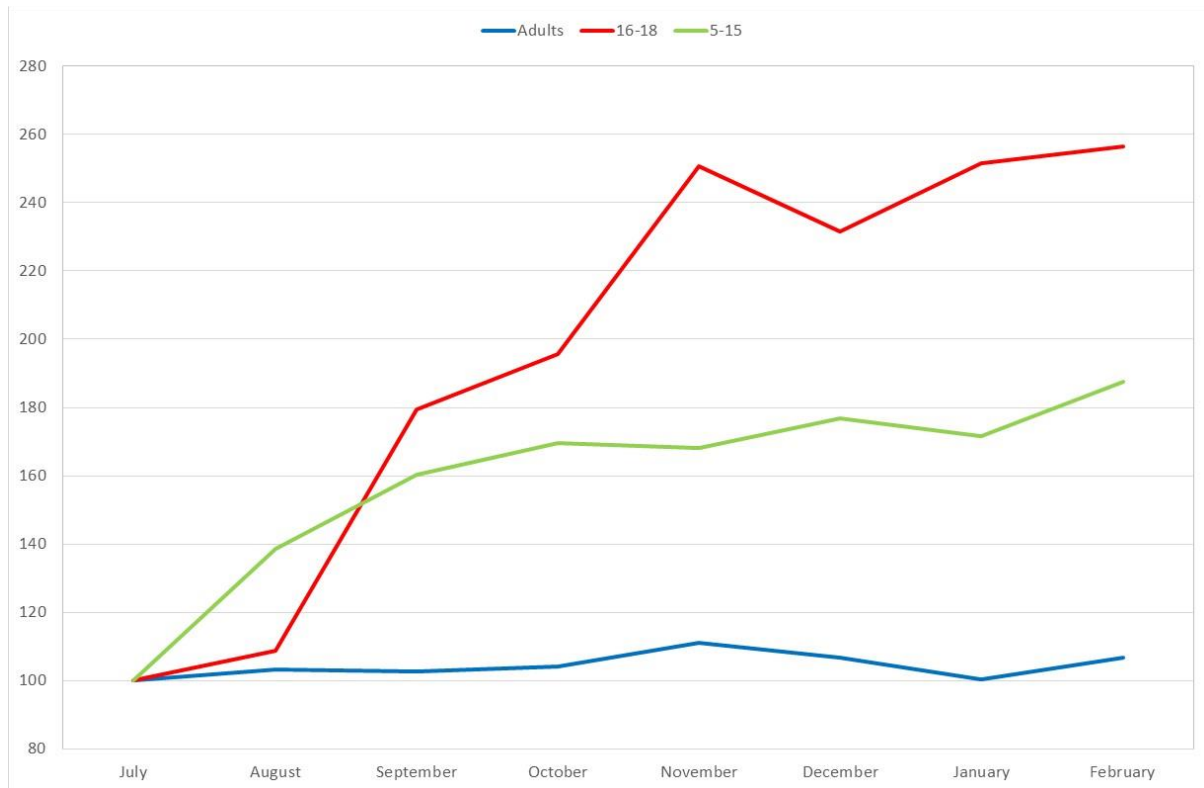
The July 2022 improvements (part of the SSS campaign) occurred at the same time as the provision of enhanced evening services making the network **more frequent, more comprehensive** and **easier to understand**, and the removal of restrictions on the time of concessionary pass use also improved the **inclusivity** of the network, so it is difficult to distinguish their individual impacts. However, when compared with the week prior to SSS commencing, evening patronage on WOB's buses saw an average increase of around 30%, and the SSS initiative also appears as if it may have been revenue-generative, so it was renewed and extended through the BBB campaign.

It is also difficult to be definitive about the impact of the national adult fare cap scheme, because of the effects on patronage of other factors. In particular, while growth in patronage is continuing, some of this may be explained by natural post-pandemic recovery. However, it would appear as if the scheme may have resulted in purchases of adult singles on WOB's buses increasing by almost 50% over the period between January and June 2023, although allowing for abstraction from other tickets, overall growth in adult fare paying passengers may have been closer to 2%.

The local junior fare cap scheme commenced in July 2023, with the aim of improving **inclusivity** and reducing future car ownership (resulting in **greener** travel), by making the bus network **cheaper** and **easier to use** for those under 19. Although it is again difficult to be

definitive about its impact on patronage, **Figure 2.20** shows the impact on trips made on WOB's buses with single tickets between July 2023 and February 2024, indexed to July 2023.

Figure 2.20: Impact of Junior Fare Cap



Source: WOB Data

Taking the use of adult single tickets as the control, this appears to have shown little change over the period, suggesting that growth in patronage following the commencement of the national fare cap may have reached a plateau. However, the junior fare cap appears to have delivered growth of around 80% and around 150% in the use of single tickets by those aged 5-15 and 16-18 respectively, although, as with the national fare cap, these increases will to some extent be a result of abstraction from other ticket types.

This point notwithstanding, the level of growth experienced has demonstrated the effectiveness of targeted reductions in fares, and from April 2024, the junior fare cap was further extended to those aged 19-21 and, at the same time, free travel for care leavers aged 18-21 was introduced, further increasing the **inclusivity** of the network, as discussed further in the next section.

In addition to the fare schemes described above, which were instigated by Government and WBC, WOB has introduced a Ukraine guest free bus pass scheme, further increasing **inclusivity** by making the network cheaper for them to use.

2.5 Passenger Experience

A key element of the passenger experience is the quality of the facilities and the information provided at bus stops. As indicated in section 2.1, customer satisfaction with the at-stop environment in Warrington has been relatively low, and following a tender process for bus shelter provision across the borough, WBC has been working with Alight Media on a programme of bus shelter upgrades, including the provision of highly visible mid-rails and

perch seating, making the network more **accessible** and improving the extent to which it is seen to be **safe**.

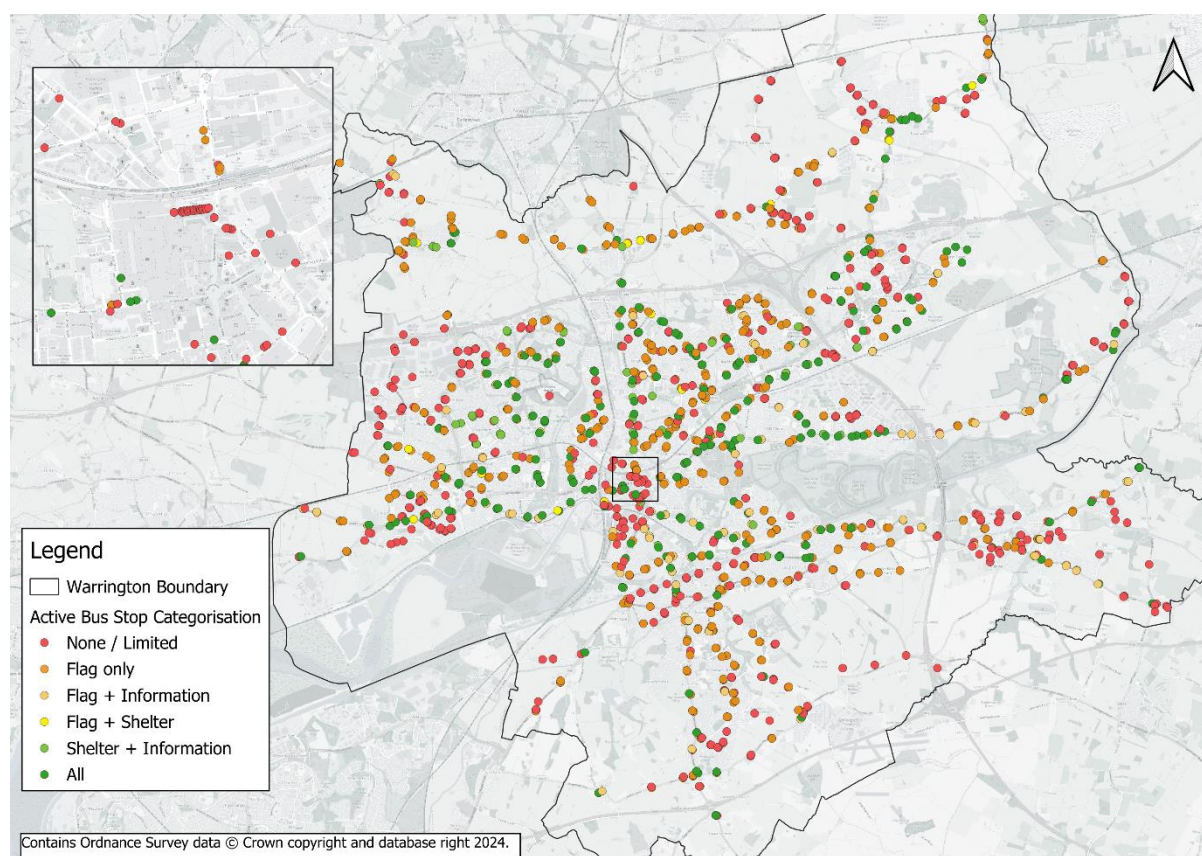
Overall, 210 new shelters have been provided, replacing the old shelters—many of which were over 20 years old—with 141 advertising shelters (51 digital). These will generate revenue for WBC which will be used for maintaining and improving bus services, providing an **innovative** way to support the delivery of the BSIP's vision. WBC has also reserved space for community and social advertising, which could include bus-related promotions and increased marketing activity, making the network **easier to understand**. The contract also includes a showcase wind / solar powered shelter, as well as the provision of 30 shelters with sedum roofs, making the network **greener**. Examples of the upgrades are shown in **Figure 2.21**.

Figure 2.21: Warrington Bus Stop Improvement Roll Out



Source: WBC

Following the recent improvements to the provision of facilities and information, **Figure 2.22** provides a classification of the current level of provision at each stop.

Figure 2.22: Warrington Bus Stops – Type of Provision

Source: WBC

As can be seen from the above figure, there is higher quality bus stop provision along the key radial routes, including the A49 Winwick Road, A57 Sankey Way, A5061 Knutsford Road, A49 Wilderspool Causeway / London Road and Hilden Road / Fearnhead Lane. Away from the core routes, provision is often limited to just a flag or pole, which may deter some potential users from considering the bus as an option. A total of 220 bus stops, shown in dark green, have full provision (a flag, a shelter and bus service information). A further 53 stops in light green have the next level of provision (shelter and provision of information) and 98 stops have a flag and provide information.

Whilst there have been great strides made in improving the accessibility of buses and bus stops in recent years, WBC recognises that there is also a need to improve accessibility to bus stops as part of the overarching door-to-door journey. To this end, WBC has delivered accessibility improvement schemes across the borough with a further 31 schemes identified, which subject to funding, could be rolled out over the next 12-24 months. Enhancements have ranged from new dropped kerbs and hardstanding at bus stops to footpaths and crossing improvements. These enhancements are intended to increase the **accessibility** of the network and improve the extent to which it is seen as **safe**.

Case Study: Example Treatments

The images below present 'before' and 'after' images of schemes delivered across the borough.



Admirals Road, Birchwood
New drop kerbs

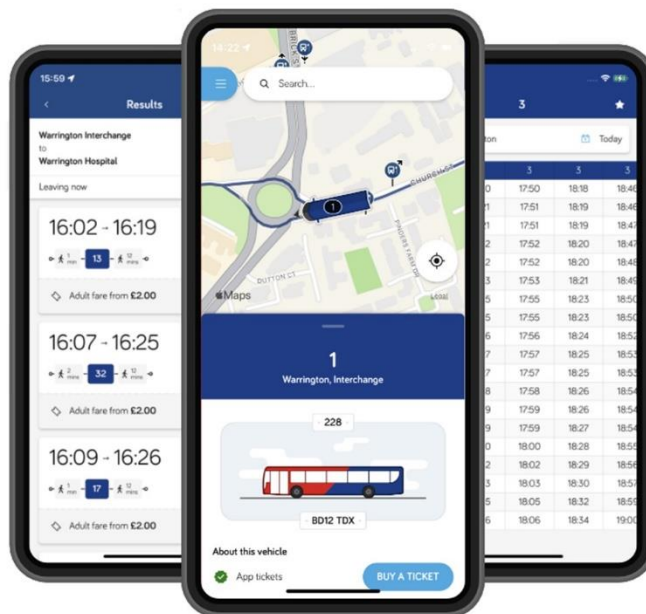
Hood Lane North, Great Sankey
New path to/from bus stop

Longwood Road, near Staines Close,
Dudlow Green
New path and crossing

Source: WBC (images from Google Maps)

In terms of real time information, Warrington’s three largest operators, WOB, Arriva North West and Go North West (with the latter now replaced by Stagecoach Manchester as a result of bus franchising in Greater Manchester), have been providing real time bus tracking information via their apps and websites since 2018, with similar information now also provided by Omega Busways, making the network **easier to understand**, with **Figure 2.23** providing an example.

Figure 2.23: Operator Real Time App



Source: WOB Website

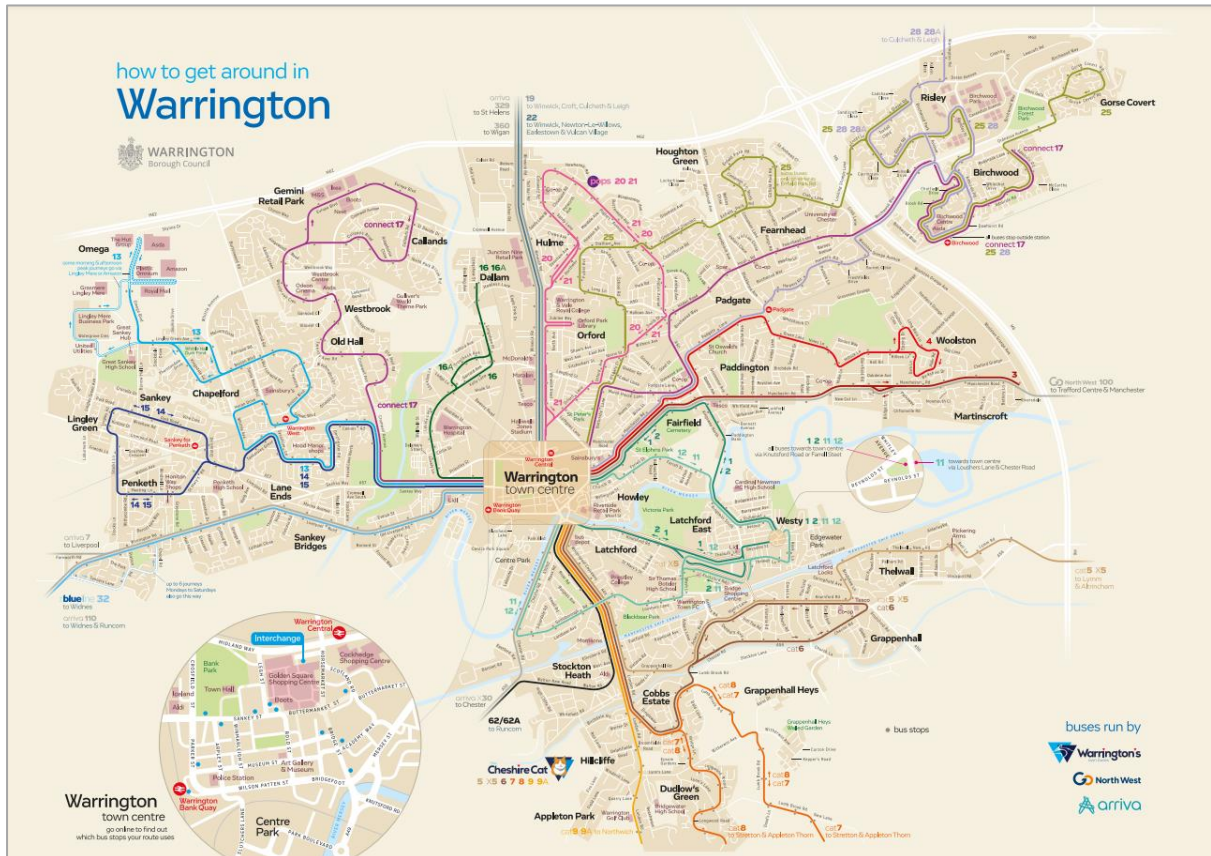
In addition to the steps taken by operators, WBC has embarked on a programme that will eventually see the delivery of at-stop RTPI. This information will also be available on electronic devices including smart phones, tablets, computers and potentially also e-ink timetable displays.

Current activity is focused on reviewing the existing RTPI system (the old countdown displays no longer work and were removed as part of the bus shelter upgrade programme) and

providing a functional / performance-based specification for the new system and equipment requirements, as well as compiling information about at-stop signage requirements. The next steps towards providing a fully functional RTPI system, which will make the network **easier to understand**, are discussed in the next chapter.

Originally, a bus network map of Warrington was produced by WOB that only showed their routes, but this has been updated in recent years to additionally include the routes operated by Arriva North West and Go North West, all of which are inter-urban, further improving the extent to which the network is **easy to understand**.

Figure 2.24: Warrington Bus Network Map



Source: WOB website

Alongside the production of an updated network map, WOB has invested in refurbishing the Travelshop located within Warrington Bus Interchange (**Figure 2.25**), providing a more welcoming environment for passengers and potential passengers to find out more about bus services run by all local operators, making the network **easier to understand**.

Figure 2.25: Refurbished Travelshop

Source: WOB

Also helping to improve the extent to which the network is **easy to understand**, WBC's Travel Choices Team works with employers, schools and residents to deliver a travel plan service and provide practical support in helping people to get around Warrington.¹²

A key part of this travel planning is encouraging people to travel by public transport, which can reduce car dependency and support local bus services. As part of the travel planning services, WBC can also offer subsidised ticketing and taster tickets, journey planning, and up-to-date bus information, including timetable, ticketing and bus route information.

Case Study: Warrington Travel Planning Activity

WBC acts as the Travel Plan Coordinator for Lingley Mere, which is an established business park located to the west of the town centre, with United Utilities being the largest occupier. The business park has a free peak period shuttle bus (route 96), which picks up from Warrington Central, Bank Quay and West stations and staff are also able to travel free of charge on WOB routes 13, 14, 15 and 17.

WBC is currently working with St Helens and Merseytravel to plan bus routes to Omega West, which is due to be occupied towards the end of 2024. Initial plans are to provide a bespoke peak period bus route and to extend existing routes, with postcode data to be used to match the routes to demand. Once the site starts to recruit, travel planning activity will be undertaken such as journey planning, route information, travel guides and taster tickets.

WBC is also acting as the Travel Plan Coordinator for the Omega Phases 4-7 mixed-use retail and residential development, where a travel guide and website have been created

¹² <https://www.warrington.gov.uk/travel-choices>

to support active and sustainable travel. Provision of benefits to encourage behavioural change, including taster tickets for bus travel, are also planned.

As indicated in section 2.1, it is apparent that there are certain elements of the bus experience with which bus passengers in Warrington are not entirely satisfied, and one element that could help drive improved passenger satisfaction, which is also expected by Government through the NBS, is the introduction of a Passenger Charter. Indeed, some operators already have their own charters with, for example, WOB providing a Passenger Charter on their website¹³ that promises to respond to all customer feedback and offers full refunds when there are problems within their control.

However, the importance of having an overarching charter that covers all operators is recognised and, following agreement through the Warrington EP Forum, a new Passenger Charter for Warrington has recently been launched, as discussed further in the next section. The charter should increase the extent to which the network is **easy to understand** and may indirectly help to deliver other NBS goals given that it will represent a pledge from WBC and operators about what passengers should expect from their bus services and how they can complain if this is not achieved.

2.6 Bus Fleet

It is WBC's aim to have the entire Warrington bus network operated by zero-tailpipe emission vehicles, and following successful Town Deal, Getting Building Fund and Zero Emissions Bus Regional Area (ZEBRA) bids, the period since the last full BSIP has seen significant progress towards this aim. In April 2023, WOB moved to a new £10m depot (see **Figure 2.26**), which was fitted out to cater for a fully electric fleet of vehicles.

Figure 2.26: Warrington's Own Buses 'All Electric' Bus Depot



As a result of the successful ZEBRA bid, WOB's entire fleet of 105 diesel buses is to be replaced by new, state of the art, Volvo BZL electric buses, contributing to an expected substantial reduction in harmful emissions as part of WBC's commitment to tackling the climate emergency. The new buses will also be accessible and will meet the Enhanced Public Service Vehicles Accessibility Regulations 2000, with two full wheelchair spaces and audio and visual next stop announcements. Taken together, these improvements will contribute to

¹³ <https://www.warringtonsownbuses.co.uk/customer-charter>

the NBS's goals of **better to ride in, greener, accessible and inclusive, innovative and safe**. Since the buses are new, they are also expected to be **more reliable**.

The first step towards delivery of these vehicles occurred in March 2024, with the formal launch of the first vehicle and unveiling of the new distinctive yellow livery, designed to be consistent with plans for yellow buses in Greater Manchester and Liverpool City Region. Delivery of the entire WOB fleet commences in June 2024, with all buses due to arrive by the end of 2024. This is discussed further in the next section.

Figure 2.27 Launch of the first WOB Electric Bus



Case Study: Improving Air Quality with Electric Buses

Approximately 2,800 residents of Warrington live within an Air Quality Management Area (AQMA), and it is estimated that around 145 people die prematurely every year in Warrington as a result of poor air quality. While bus travel accounts for 1% of distance driven on local roads, it accounts for 11% of traffic's share of NOx emissions.

Over a 12-month period, it is estimated that changing to an electric fleet could lead to the equivalent emissions savings of 48,900kg of NOx, 850kg of PMx and 6,670 tonnes of CO₂.

While WOB accounts for approximately 83% of bus mileage operated within Warrington, WBC would like all bus services within the borough to be operated by zero-tailpipe emission vehicles. Arriva North West has been trialling the use of electric buses on its service 7 between Warrington and Liverpool, and WBC will continue to work with Arriva and all other operators in the borough to explore the opportunities to decarbonise their services. This is discussed further in Chapter 4.

2.7 Funding and Expenditure

The expenditure to date is shown in **Table 2.4**.

Table 2.4: Expenditure to Date

Category of Scheme	Scheme ID	Scheme Title	Total Scheme Allocation		2022/23 Actual		2023/24 Actual	
			BSIP Revenue	BSIP Capital	BSIP Revenue	BSIP Capital	BSIP Revenue	BSIP Capital
Bus Priority Infrastructure	WAR01A49	A49 Winwick Road: Southbound Bus Priority	-	£9,898,000	-	£146,317	-	£745,858
Other Bus Infrastructure	New	RTPI development study	£100,000	-	£0	-	£0	-
Fares Support	WAR06LFI	Low fare initiative	£2,000,000	-	£0	-	£311,033	-
Fares Support	New	Care leavers free travel	£300,000	-	£0	-	£0	-
Bus Service Support	WAR04NER	New services and enhanced frequencies on existing routes	£4,150,420	-	£301,958	-	£1,456,529	-
Bus Service Support	New	Further evening and weekend service enhancements package	£400,000	-	£0	-	£0	-
Bus Service Support	New	Bus service retainment	£400,000	-	£0	-	£0	-
Other	WAR07NBP	New bus network promotion	£30,000	-	£750	-	£6,368	-
Other	WAR05TAS	Technical and administrative support	£120,000	-	£0	-	£48,476	-
Total			£7,500,420	£9,898,000	£302,708	£146,317	£1,822,406	£745,858

WBC has been, and continues to, work closely with its section 151 officer, who is responsible for the proper administration of a local authority's financial affairs. To this end, WBC has been able to submit annual assurance statements to DfT concerning the BSIP expenditure to date.

3. Improvements Programme to 2025

3.1 Service Level and Network Coverage



BSIP expenditure on bus service support in 2024/25 is planned to fall into three areas:

- New services and enhanced frequencies on existing routes (DfT scheme ID WAR04NER);
- Further evening and weekend service enhancements package (a new scheme); and
- Bus service retainment (a new scheme).

In relation to the new services and enhanced frequencies scheme, WBC will continue to monitor the performance of the network enhancements made with BSIP funding that were discussed in the previous chapter, and subject to ongoing confirmation that they are providing value for money, we will retain these services and seek to extend their contracts through 2024/25 to the end of 2025/26.

Given the success of the enhancements to evening and weekend service frequencies as reported in the previous chapter, WBC will seek to introduce a new scheme to deliver further enhancements, which will again be marketed under the Better By Bus banner:

- Southern Corridor – 10/47/X30 enhanced evening and weekend services, using an approach that results in combined high frequency corridors as individual inter-urban services travel into the borough. An element of the support for the X30 will also be used to maintain current service levels.
- Northern Corridor – 329/360 enhanced Sunday operations, with consideration of opportunities which will become available in 2025 for increased services to employment sites under construction, such as Parkside in St Helens, which is just over the border from Warrington.
- Evening service enhancements for service 16 which serves the hospital, allowing greater flexibility for workers to utilise day and evening services to match shift patterns and providing improved evening patient access.

The new scheme covering bus service retainment is a response to the changes in concessionary reimbursement from 1 April 2024, which have been mandated by Government. WBC has been informed by local bus operators that these changes could result in substantial reductions in their income, which may result in them having to decrease frequencies or withdraw services.

WBC will continue to discuss these potential future service reductions with operators, and has plans as set out below that are targeted at better understanding and delivering growth in the concessionary market. However, this scheme will allow us to mitigate potential service reductions as far as possible, subject to this action representing value for money.

In addition to these areas of expenditure, a network review is ongoing, looking at the performance of the network as a whole, that will inform potential changes in future years.

3.2 Bus Priority



BSIP expenditure on bus priority infrastructure in 2024/25 is planned to fall into one area:

- A49 Winwick Road: Southbound Bus Priority (DfT scheme ID WAR01A49).

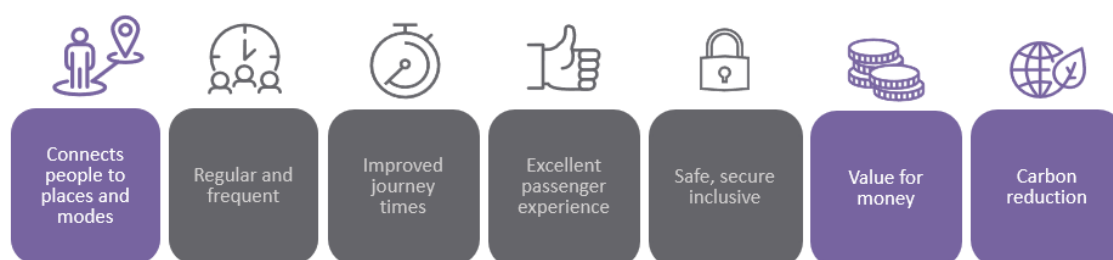
This scheme was described in more detail in the previous chapter, with actions this year expected to include the finalisation of detailed design, completion of the pre-construction phase, and the commencement and completion of required utility diversions. In parallel to this, the target cost for the scheme will be confirmed, final WBC Cabinet approval secured to proceed with the scheme and then the construction contract will be awarded, with works to start at around the end of the 2024/25 financial year.

In parallel with the delivery of the A49 Winwick Road bus priority scheme, we will continue to develop RTP1, which is now classified as a bus priority measure in its own right in recently published DfT guidance. This is discussed further below in section 3.4.

It is currently anticipated that a bus gate on Borsodi Boulevard will also be delivered, which will prioritise bus movements between two new residential areas within the Omega development, with funding for this secured from the developer. Feasibility work will also continue looking at other potential measures, such as a Sophia Drive bus gate that could prioritise bus services serving the Omega, Omega West and Lingley Mere developments. This would again be developer funded should it proceed following public consultation.

In addition to the above expenditure, WBC is about to commission a Gateway study into east-west movements on both approaches to Warrington Town Centre from A57 Sankey Way, A5061 Liverpool Road, Dial Street and Church Street, building on the First and Last Mile strategy published in 2021. This Gateway study will include consideration of the requirement for additional bus priority measures, as well as improved cycling and walking facilities. This will help to target future expenditure on bus priority, as discussed in the next chapter, especially as the provision of facilities on Sankey Way was identified by the Warrington Mass Transit and Bus Priority Study as potentially the next candidate where bus priority measures might be justified after the A49 Winwick Road.

3.3 Fares and Ticketing



BSIP expenditure on fares support in 2024/25 is planned to fall into two areas:

- Low fare initiative (DfT scheme ID WAR06LFI); and
- Care leavers free travel (a new scheme).

There are four aspects to the low fare initiative:

- Removal of restrictions on the time of concessionary pass use, allowing free weekday travel pre-0930;
- Adult single fares within the borough capped at £2;
- Child single fares within the borough capped at £1; and
- Young persons' single fares within the borough capped at half the adult single fare, where the definition of a young person was extended from under 19 to under 22 on 1 April 2024.

The adult fare cap is currently being reimbursed directly by Government, but this is a national arrangement that is scheduled to end after 31 December 2024. If the arrangement is not extended, WBC will retain the adult fare cap at least until the end of 2024/25, reimbursed using BSIP funding. WBC will also continue to use BSIP funding to reimburse the child and young persons' fare caps and the removal of restrictions on the time of concessionary pass use, and these will also be retained until at least the end of 2024/25.

A new BSIP-funded scheme commenced from 1 April 2024 through which WBC will provide care leavers aged 18-21 inclusive with a pass entitling them to free bus travel when boarding a bus in Warrington. This will be delivered through Social Services and is in line with DfT's suggestions in the BSIP guidance, providing improved inclusivity of the network.

In addition to the above expenditure, WBC will commence detailed conversations in 2024/25 in support of the provision of multi-operator ticketing in Warrington. As indicated in research carried out by Transport for the North (TfN), while investment by Warrington's bus operators in new ticket machines, including contactless card readers, will help to prepare for the introduction of multi-operator ticketing, there is still work to be done with operators to determine the commercial arrangements and the product range. Therefore, we will seek to progress these latter two workstreams during 2024/25, in preparation for the delivery of a live scheme within the next few years, as discussed further in the next chapter.

As well as WBC-led initiatives, we expect that local bus operators will continue to introduce new ticketing offers in 2024/25. For example, Omega Busways has recently introduced two and four single ticket carnets on the B52 service, offering better value for those making more occasional trips to and from Omega Business Park.

3.4 Passenger Experience



As discussed in the previous chapter, a key element in monitoring and responding to different levels of customer satisfaction is the presence of a Passenger Charter that covers all bus operators, so that passengers know what to expect from their bus service. A charter has now been adopted for Warrington, and this will be imminently launched in summer 2024, with passengers introduced to this charter.

The adopted Warrington Bus Passenger Charter, presented in **Figure 3.1**, is focused around six main pledges made to bus passengers on behalf of WBC and participating bus operators:

1. Easier journey planning;
2. Reliable bus services;
3. Good value fares;
4. Quality fleet of buses;
5. Well-trained and friendly staff; and
6. Listening to our customers.

The charter commits WBC to using feedback from the Transport Focus customer satisfaction surveys to identify areas requiring improvement, with the BSIP process providing an ideal mechanism for responding to this feedback. For example, as identified in the previous chapter, one area that required improvement was the bus stop environment, and it is hoped that the recent bus shelter replacement programme will now have resulted in increased levels of customer satisfaction.

One area of BSIP expenditure that is planned for 2024/25, which falls into the other bus infrastructure category, is as follows:

- RTP1 development study (a new scheme).

As indicated in the previous chapter, a study has already commenced to examine opportunities for RTP1 in Warrington, and during 2024/25, WBC will develop new system

Figure 3.1: Warrington Bus Passenger Charter

WARRINGTON
Borough Council

Better BY BUS!

Warrington Bus Passenger Charter

This charter sets out what you can expect when using bus services that operate in Warrington. It can be made available in other formats, including paper copy or easy-read formats (contact buses@warrington.gov.uk).

Our pledge to you:
Warrington Borough Council (WBC) and participating bus operators aim to deliver:

- **Easier journey planning**
 - ensuring up-to-date timetable information is available online and at bus stops, alongside network maps.
 - ensuring that up-to-date fare information is available online, and that the range of tickets and passes is easy to understand and purchase.
 - continually developing new ways of providing information to customers, including real time information systems, websites and mobile applications.
- **Reliable bus services**
 - target delivering 95% of all buses departing from the starting point of the journey between one minute early and five minutes late, unless there are exceptional circumstances beyond our control.
 - ensuring that 99% of buses arrive, unless there are exceptional circumstances beyond our control.
- **Good value fares**
 - offering a variety of tickets and passes to suit different needs, at value-for-money prices.
- **Quality fleet of buses**
 - work towards a position where, on average, buses are no more than ten years old, maintained to standards approved by the Government's Driver and Vehicle Standards Agency.
 - regularly investing in newer buses to provide buggy-friendly, wheelchair accessible, CCTV protected vehicles.
 - ensuring that buses are cleaned at least daily.
- **Well-trained and friendly staff**
 - ensuring drivers, supervisors and customer service staff are friendly, professional and well trained, including in disability awareness.
- **Listening to our customers**
 - regularly conducting customer surveys so that we understand whether passengers are satisfied.
 - where there are exceptional problems within a bus operator's control, we will fully investigate the issue and provide a fare refund where applicable.

Transport Focus undertake independent surveys of bus passenger satisfaction, and we will use the findings from these surveys to identify areas requiring improvement. Some schemes are already planned or underway to improve passenger satisfaction, including WBC's bus shelter replacement programme and the provision of better at-stop information, and Warrington's Own Buses' new electric fleet will provide improved on-bus facilities. WBC and participating operators will seek to access funding that can be used to be make further improvements, and we will continue to monitor passenger satisfaction levels in Warrington to identify where future schemes may be required.

Complaints and Comments:
We aim to achieve 90% passenger satisfaction with bus journeys overall. If your journey has not met your expectations, please let the operator know:

Arriva North West
☎ 0344 800 4411
🌐 www.arrivabus.co.uk/north-west/bus-travel-in-warrington

Howard's Travel
☎ 01925 210044
🌐 www.coachhire.directory/member/Howards+Travel/welcome

MD Bus & Coach
☎ 01744 737396
🌐 www.mdbus.co.uk

Transport for Greater Manchester, on behalf of Stagecoach Manchester
☎ 0161 244 1000
🌐 <https://tfgm.com/help-and-contact-us>

Warrington's Own Buses
☎ 01925 634296
🌐 www.warringtonownbuses.co.uk

If you are not satisfied with the response from operators, please contact Bus Users UK:
<https://bususers.org/passengers/complaints/make-a-complaint/>.

This charter does not affect your statutory rights. Passengers are carried by operators in accordance with their own conditions of carriage, available from their websites.

specifications considering the latest available systems and signs in the market. This will then be converted into tender documentation with a view to linking the delivery programme to available funding.

Delivery of this will depend on the final costs of the A49 Winwick Road bus priority scheme. Depending on the cost, BSIP funding may be available to commence delivery of RTPI in 2024/25 and if not, it is intended to be delivered using one or both of the Local Transport Fund (LTF) or the future BSIP funding allocations in 2025/26.

Three further enhanced passenger experience schemes that are planned for 2024/25 are as follows:

- Ongoing audit of bus stop accessibility and passenger experience, with a rolling programme of enhancements such as dropped kerbs and crossing improvements, as discussed in the previous chapter, as well as audiovisual announcements and USB charging.
- A deep clean of Warrington Bus Interchange and a refresh of passenger and driver areas, with more substantive LTF expenditure planned to improve the passenger experience of the Interchange in future years, as discussed in the next chapter. Improvements in 2024/25 will be funded from the Shared Prosperity Fund monies secured from the Government, and will include the following:
 - A deep clean of the entire Interchange and an enhanced regular cleaning regime;
 - Feasibility work to establish options to improve the flooring;
 - Work to repair the turnstiles for the toilet facilities;
 - Provision of new information posters / cases and wrap-around vinyls;
 - Walls near the disabled access ramp to be rendered and repainted;
 - Improved pedestrian signage, repainting of bay markings and pothole repairs;
 - Potential Interchange supervisor recruitment;
 - Application of new wraps / vinyls to uplift the appearance / feel of the Interchange;
 - Refurbishment of welfare / office facilities;
 - Investigation of options to rectify faults with the entrance doors; and
 - Consideration of extension of Sunday and Travel Information Centre opening times.
- Further enhancements to the bus network map, currently being worked on by Pindar, to provide information on all operators' services.

While not a scheme that impacts directly on the passenger experience, WBC and operators would like to understand why post-COVID recovery in concessionary passenger numbers has been lower in Warrington than in some other areas. Although we are already offering a relaxation through the BSIP process that allows free weekday concessionary travel before 0930, the most recent figures suggest that recovery in concessionary passenger numbers has only reached 65% of pre-pandemic levels.

To this end, we propose a package of measures in conjunction with bus operators that are targeted at better understanding and delivering growth in the concessionary market. WOB has already undertaken a mail shot, carried out jointly with the Business Improvement District (BID), that is targeted at eligible residents in Warrington, and has also partnered with

a local bakery to give a special offer to concessionary pass holders, with the aim of encouraging people back onto buses, as well as helping a local independent business.

In addition, we intend to carry out research into the nature of the travel patterns for those eligible for concessionary travel in Warrington, to provide insight into why recovery levels have been low. For example, people may be making fewer trips as a result of lifestyle changes, such as online shopping, they may be making fewer trips because of ongoing health concerns, or they may be using another mode of transport in preference. This information will help us to ensure that subsequent campaigns can be appropriately targeted.

3.5 Bus Fleet



As indicated in the previous chapter, it is WBC’s aim to have the entire Warrington bus network operated using zero-tailpipe emission vehicles, with WOB’s fleet becoming 100% electric during 2024/25. Therefore, we would seek to hold conversations with other operators and with neighbouring authorities during 2024/25 to determine what would be required for the remaining fleet to become zero emission.

In addition to the environmental benefits, new vehicles can provide substantial customer experience benefits, with the following case study drawn from the ZEBRA business case, demonstrating how passengers on WOB’s new fleet will benefit when these vehicles are delivered during 2024/25.

Case Study: New WOB Electric Buses

All of the new buses will provide an enhanced level of accessibility, beyond what is required by the Public Service Vehicles Accessibility Regulations 2000, and including as a minimum:

- 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.



Source: WBC

- An induction loop to aid direct communication between drivers and passengers who use a hearing aid.
- An 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 case of services accessing Warrington from Greater Manchester or Liverpool City Region, the specification of vehicles under a franchised contract or permit may determine when WBC's zero emission aim can be achieved. However, where smaller operators are likely to be unaffected by either franchise, WBC may seek to procure zero-emission vehicles that can then be leased to operators, if such operators are not in a position to procure the vehicles themselves. It is likely that these vehicles would subsequently be purchased using LTF funding, as discussed in the next chapter.

WBC will also hold discussions with smaller operators during 2024/25 about whether we can support them in applying for funding from the Accessible Information Grant for audio-visual equipment to be fitted to their buses, which will help to keep passengers informed about the route that they are on and what stop they are at. However, if funding was to be provided by Government, we would need to establish that this would not be affected if the equipment was subsequently moved to zero emission vehicles leased by smaller operators from WBC.

3.6 Staff Shortages



The impacts of driver and other key staff shortages on the ability of the bus industry to provide a reliable service have been well documented, and a new requirement of DfT is for BSIPs to set out the steps that LTAs and operators will take in 2024/25 to co-operate on addressing these staff shortages.

To this end, WBC has already held discussions with the Department for Work and Pensions (DWP) and also hold regular discussions with operators to discuss and share good practice. This will likely involve regular pay reviews, more flexible working arrangements, as well as building on expected changes to restrictions on driving hours for younger drivers.

In addition, WOB has partnered with Abacus UK Training¹⁴ to utilise a DWP scheme to bring jobseekers into work. The scheme takes jobseekers with a car driving licence and trains them to be bus drivers, with a guaranteed role at the end of it. This scheme is important in the current tight labour market, bringing new recruits into the bus industry, and it complements the existing in-house training school at WOB.

¹⁴ <https://abacusuktraining.co.uk/>

WOB is also partnering with Warrington & Vale Royal College on a **green bus apprenticeship**. Working on WOB's brand new fleet of all electric buses, the apprenticeship will provide valuable opportunities for young people in the town. The apprenticeship is one of the first of its kind, as fleets change to become electric from diesel.

3.7 Funding and Expenditure

The planned expenditure for 2024/25 is shown overleaf in **Table 3.1**, with **Table 3.2** indicating how the expenditure is expected to provide progress against the NBS goals.

WBC will continue to work closely with its section 151 officer, who is responsible for the proper administration of a local authority's financial affairs. In line with previous years, WBC will submit an annual assurance statement to DfT concerning the expenditure for 2024/25.

Table 3.1: Planned Expenditure for 2024/25

Category of Scheme	Scheme ID	Scheme Title	Total Scheme Allocation		2024/25 Expected	
			BSIP Revenue	BSIP Capital	BSIP Revenue	BSIP Capital
Bus Priority Infrastructure	WAR01A49	A49 Winwick Road: Southbound Bus Priority	-	£9,898,000	-	£9,005,825
Other Bus Infrastructure	New	RTPI development study	£100,000	-	£100,000	-
Fares Support	WAR06LFI	Low fare initiative	£2,000,000	-	£1,688,967	-
Fares Support	New	Care leavers free travel	£300,000	-	£300,000	-
Bus Service Support	WAR04NER	New services and enhanced frequencies on existing routes	£4,150,420	-	£2,391,933	-
Bus Service Support	New	Further evening and weekend service enhancements package	£400,000	-	£400,000	-
Bus Service Support	New	Bus service retainment	£400,000	-	£400,000	-
Other	WAR07NBP	New bus network promotion	£30,000	-	£22,882	-
Other	WAR05TAS	Technical and administrative support	£120,000	-	£71,524	-
Total			£7,500,420	£9,898,000	£5,375,306	£9,005,825

Table 3.2: Progress towards National Bus Strategy Goals

NBS Goal	Scheme A49 Bus Priority	RTPI	Low Fares	Care Leavers	Enhanced Network	Further Network Enhancements	Service Retainment
More Frequent					✓	✓	✓
Faster & More Reliable	✓						
Cheaper			✓	✓			
More Comprehensive					✓	✓	✓
Easier to Understand		✓			✓	✓	✓
Easier to Use		✓	✓	✓	✓	✓	✓
Better Integrated					✓		
Better to Ride In							
Greener							
Accessible & Inclusive	✓		✓	✓			
Innovative							
Safe							

4. Ambitions and Proposals for 2025 and Beyond

4.1 Service Level and Network Coverage

Following the announcement of Local Transport Fund (LTF) funding, WBC has already publicly set out its intention to consider a number of schemes¹⁵, all of which are relevant to the future ambitions and proposals for 2025 and beyond to be delivered through this BSIP, with a press release highlighting the following:

- ‘First and Last Mile’ Connectivity Plan corridor investment – to be developed further in the Gateway Study referred to earlier;
- Active Travel investment;
- The BSIP itself;
- Zero Emission Bus Fleet enhancements;
- Investment in Warrington Bus Interchange; and
- Further investment into network management.

More detail will be provided in the LTF plan, which is required to be submitted to DfT in Autumn 2025.

In considering our ambitions and proposals, we have assumed two timeframes:

- I. A firmer set of priorities and proposals for implementation over the four-year period **2025/26 to 2028/29**, which are discussed in sections 4.2 to 4.6; and
- II. A **longer-term view until 2038/39**, which is discussed in section 4.7, aligned with the timeframe for the Local Plan.

While the likely level and profiling of funding has yet to be fully determined by Government, we have made the following assumptions:

- The £1.2m revenue funding awarded to WBC for 2024/25 through BSIP Phase 3 will be provided annually until at least 2028/29, increasing in line with inflation;
- The indicative £121.25m LTF funding allocated to WBC for 2025/25 to 2031/32 will be confirmed, with the expectation that much of it will be capital, with the profile of the funding such that more is provided in the later years;
- Some additional capital and revenue funding will be provided for the period 2025/26 to 2028/29 following the end of the BSIP Phase 1 funding period, but this will be at a lower level than provided for BSIP Phase 1; and
- The majority of the longer-term ambitions would need to be subject to bids to Government for additional funding.

Greater detail of the proposals set out below will be provided in subsequent BSIPs once more information is available about future funding. However, an initial assessment of each scheme’s contribution to the BSIP objectives and bus strategy, cost and deliverability,

¹⁵ <https://www.warrington.gov.uk/news/council-welcomes-local-transport-funding-commitment>

together with an overall assessment summary, has been completed, with this information included in **Appendix E**.

4.2 Service Level and Network Coverage



As indicated in the previous chapter, a network review is currently being undertaken to assess the performance of the network and to inform potential changes for future years. However, we believe that the current daytime commercial network is at an appropriate level for the catchment demand, and while increases in frequency would certainly increase demand, in most cases this would not represent value for money, requiring substantial amounts of ongoing subsidy.

Therefore, our proposals for enhancing service levels and network coverage are as follows:

- Retain all network enhancements provided through the BSIP process to date, subject to them continuing to represent value for money. If they are not performing in line with expectations, we will consider whether further promotional activity may be required. Where they are performing well, we will consider whether there are lessons to be learned that could result in other similar services being introduced.
- Assess where further increases in evening and weekend service provision may be required to better match these to weekday daytime service levels, given that this has already proved successful.
- Provide better integration between the bus and rail networks at railway stations.
- Work with developers and WBC's Travel Planning Team to identify appropriate new routes and service levels to planned developments, in order to make bus travel an attractive option to and from these sites. Section 106 funding from developers would be sought alongside any expenditure of BSIP funding.

We will also carry out a refresh of the Warrington Mass Transit and Bus Priority Study in the context of the recently adopted Local Plan, to reassess potential alignments for Mass Transit routes. This is considered further in section 4.7.

4.3 Bus Priority



In considering the need for additional bus priority measures, the LTF will allow this assessment to be undertaken holistically across modes. As set out in WBC’s LTF press release:

- **Further investment into network management** could help to keep all traffic moving. This could include new traffic signal technology and junction upgrades at key pinch points, addressing traffic congestion issues, but also with a focus on active travel and bus priority.
- **‘First and Last Mile’ Connectivity Plan corridor investment** could include new bus priority routes, enhanced active travel provision and associated public realm improvements in and around the town centre. Schemes will be developed further in the Gateway Study referred to earlier.
- **BSIP expenditure** could build on the actions taken to date, including the planning of greater priority for bus services.

However, it is recognised that any schemes aimed at providing greater priority for bus services must be able to demonstrate that such interventions are required, and that once completed, any new and pre-existing schemes must continue to demonstrate that they are required.

As an indication of how WBC intends to identify areas requiring intervention and the nature of any intervention, and as discussed in Chapter 3, a Gateway Study is to be undertaken in 2024/25 examining east-west movements in Warrington in a holistic manner, including consideration of the requirement for additional bus priority, as well as improved cycling and walking facilities. Although the potential need for bus priority on Sankey Way has previously been identified, this study will provide the evidence to confirm if there is a demonstrable need for such measures, and how they might impact on other modes of transport.

If a need is proven, it is anticipated that delivery of a Sankey Way bus priority scheme would commence during the period from 2025/26 to 2028/29, with further studies to be undertaken to provide an assessment of other potential schemes.

4.4 Fares and Ticketing



Subject to the availability of funding, we will seek to maintain the schemes already introduced through the BSIP process, namely:

- Removal of restrictions on the time of concessionary pass use;
- Capped adult, child, and young person single fares; and
- Free care leavers’ travel.

However, it may be necessary to gradually increase the level of the capped fares over time, to reflect inflationary pressures.

As indicated in Chapter 3, we intend to collaborate with operators in 2024/25 in preparation for the delivery of a multi-operator ticketing scheme in Warrington within the period from 2025/26 to 2028/29. Once commercial arrangements and the product range have been agreed, attention will turn to the capital expenditure required to support the proposals.

It has been assumed that national back-office facilities will be made available through the DfT-supported West Midlands / Project Coral project. If this is the case, capital expenditure by WBC may still be required in order to provide ticket machines for smaller operators and potentially also to provide touch-off readers, with LTF funding to be used to cover this expenditure.

4.5 Passenger Experience



As set out in WBC’s LTF press release, a key scheme to be undertaken during the period from 2025/26 to 2028/29 is likely to be **Investment in Warrington Bus Interchange**. While WBC has already invested in replacing the roof, and 2024/25 will see a deep clean and other low-cost improvements to the Interchange, further investment is needed to the bus bays / stands, information facilities, back-office facilities and the concourse floor, to ensure that the Interchange is fit for the future. This will be particularly important for delivering an improved passenger experience, with around a third of all passenger boardings in Warrington occurring at the Interchange.

Following the release of tender documentation in 2024/25 supporting the delivery of a new RTPi system in Warrington, the LTF could fund the roll-out of RTPi and e-Ink displays during the period from 2025/26 to 2028/29.

While bus stop accessibility improvements have already started and will be ongoing throughout 2024/25, LTF funding will provide us with the opportunity to increase the emphasis on the door-to-door journey, with WBC’s LTF press release setting out proposals for **‘First and Last Mile’ Connectivity Plan corridor investment and Active Travel investment**. With new electric vehicles arriving during 2024/25, a bus shelter replacement programme having already been completed and plans in place to deliver RTPi, by providing improved facilities for walking to and from bus stops, and improved public realm in and around the town centre, this will help to ensure that improvements will have been delivered through the BSIP process covering the whole of a passenger’s journey.

As indicated in the previous chapter, a Passenger Charter has recently been adopted and will be more formally launched during 2024/25. However, it is not our intention that this remains the final version of the charter, and we will work with our local bus operators to identify ways in which further guarantees can be made to passengers.

For example, while the Transport Focus surveys suggested a relatively high level of satisfaction with bus drivers in Warrington, as a key point of contact with passengers, it is important that there can be a level of trust in the driver. Therefore, one potential enhancement to the charter might be a requirement for minimum customer care training for drivers. However, in order to identify potential enhancements, we will continue to monitor customer satisfaction levels and will seek to target those areas most in need of improvement. We have committed to repeat the Transport Focus ‘Your Bus Journey’ survey in 2024 and will be looking closely at the results when they are next published at the start of 2025.

4.6 Bus Fleet



As already indicated, in 2024/25, we will undertake a review of the steps required to achieve a fully zero emission bus fleet operating in Warrington. Depending on the outcome of this review, it is currently WBC’s intention (referred to as **Zero Emission Bus Fleet Enhancements** in WBC’s LTF press release) to potentially use LTF funding to procure zero emission vehicles that can be leased to smaller operators, along with the required infrastructure.

Should WBC follow this course of action, it could also support a requirement for buses operating wholly within Warrington to adopt the same yellow branding as that to be used on WOB’s electric fleet, supporting the NBS goal of making the network **easier to understand**. While services accessing Warrington from Greater Manchester or Liverpool City Region would be subject to the requirements of the franchises in those regions, they are also adopting yellow branding, providing some consistency.

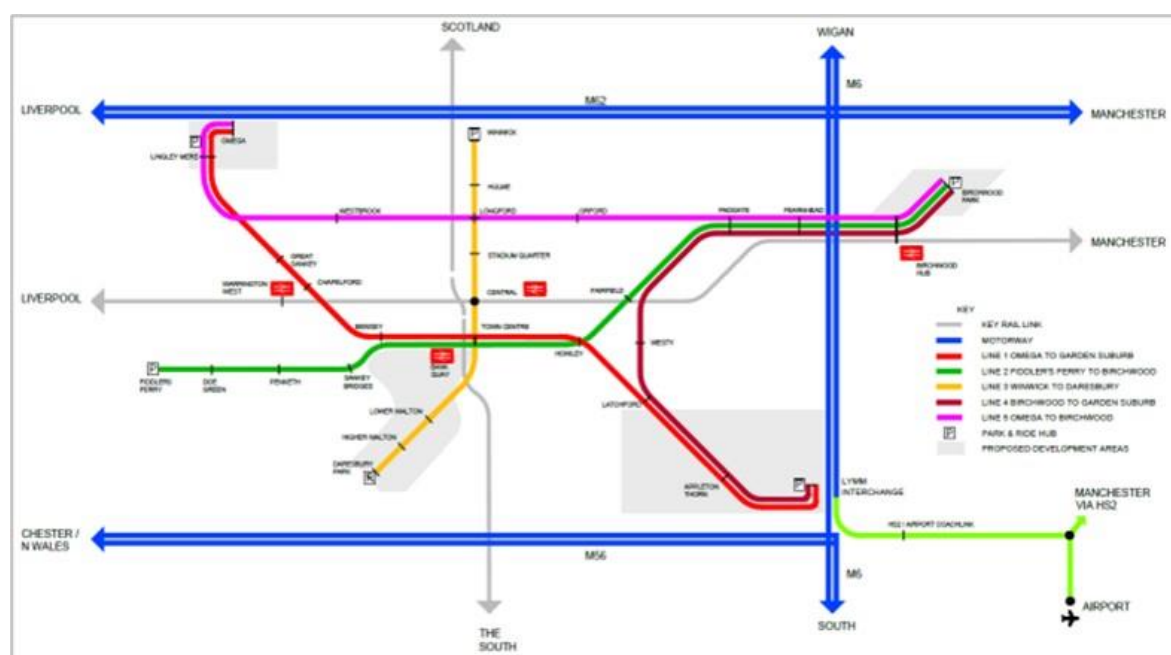
4.7 Longer Term Transformation

It is anticipated that some of the schemes referred to above will continue beyond 2028/29, evolving to meet changing circumstances. Alongside these ongoing schemes, we anticipate the potential for a number of longer-term transformational schemes, subject to business case. Indeed, we intend to progress studies into these longer-term schemes during the period between 2025/26 and 2028/29, such that business cases are in place ready to respond to emerging funding opportunities.

As indicated in Chapter 1, our BSIP is well aligned with LTP4, and a key element of LTP4 was the Warrington Transformational Projects Study¹⁶, with key themes covering Demand Management, Strategic Mass Transit, and Funding, Finance and Legislation. This work was built on by the subsequent Warrington Mass Transit and Bus Priority Study, and it is intended that this latter study will be updated as we move towards LTP5 and our next local plan.

In particular, we will continue to assess the role that mass transit, whether bus-based or some form of light rail / tram, may have in meeting the future needs of the borough, especially as work on the construction of new developments commences. As envisaged at the time of LTP4, the mass transit network could potentially consist of three cross-town routes and two orbital routes, with six Park & Ride hubs. This indicative network is shown in **Figure 4.1**.

Figure 4.1: Indicative Mass Transit Network



Source: LTP4

The LTP4 mass transit proposals were reviewed and refined as part of the Warrington Mass Transit and Bus Priority Study, with consideration of:

- Routing, taking into account whether potential alignments would be possible, given the residential nature of certain streets;

¹⁶ Warrington Transformational Projects Study Final Report, Mott MacDonald (2018), https://www.warrington.gov.uk/sites/default/files/2019-12/final_ltp4_part_c_-_appendices.pdf

- Catchment demand in 2016 and forecast demand in 2036, taking into account proposed development and noting that there may be a trade-off between seeking to maximise demand and avoiding routing through highly residential areas;
- The potential for Park & Ride, noting that a previous study had reviewed available sites and had ranked these on the basis of potential demand and physical feasibility, as well as potential planning issues, environmental issues and impacts on the road network; and
- Current delays to buses, and the potential that mass transit infrastructure could be provided that would reduce these delays.

This analysis will now be expanded through the BSIP process to further consider the business case for a mass transit network. However, and irrespective of the outcomes of this study, it has also been identified that the bus network might benefit from the following additional links:

- A new ship canal crossing for bus / mass transit and active travel modes located on the east side of Warrington, complementing the planned Warrington Western Link Road on the west side of Warrington, providing these modes with faster journeys across the ship canal, and helping to reduce congestion on the current crossings;
- Bridge works at Hawleys Lane, providing access for buses under the West Coast Main Line, which could improve both orbital east-west connectivity and access to Warrington Hospital; and
- Provision of a new link along the protected corridor between Dallam and Cromwell Avenue, again potentially improving both orbital east-west connectivity and access to Warrington Hospital, as well as improving access between Dallam, Callands and Gemini Retail Park.

A more detailed appraisal will be required, including the potential costs of these schemes, as well as their likely impact on demand and their physical feasibility.

5. Targets, Performance Monitoring and Reporting

5.1 Introduction

Each BSIP must be monitored against the following key targets:

- Bus average speeds and punctuality;
- Patronage and customer satisfaction; and
- Network coverage and accessibility to bus services.

Noting that the network coverage and accessibility to bus services targets are new for the 2024 BSIP, our 2021 BSIP set the following targets for 2024/25:

- Bus journey times (as an indicator of speed): no change;
- Punctuality: a 2.9 percentage point improvement from 2018/19;
- Passenger numbers: 6% growth from 2018/19; and
- Passenger satisfaction: 90%.

The following sections provide more information on each target and current performance towards delivering the targets, as well as discussing steps to be taken to set targets for network coverage and accessibility to bus services.

5.2 Bus Journey Times

As noted in Chapter 2, information provided by WOB and analysis of data from Basemap Datacutter both indicated that bus speeds had remained relatively constant between 2018/19 to 2023/24. This is in line with the target of no change in bus speeds set in the 2019 BSIP and, therefore, the same target has been adopted for the next BSIP.

▪ 2021 BSIP Target: no change in bus speeds from 2018/19 to 2024/25	▪ Current Performance: no change in bus speeds from 2018/19 to 2023/24
▪ Status: on target	▪ Target for next BSIP: no change in bus speeds from 2018/19 to 2024/25

5.3 Punctuality

As noted in Chapter 2, DfT bus statistics indicate that bus punctuality in Warrington is considerably higher than the average for all non-metropolitan areas in England and was also higher in 2022/23 (91.0%) than in 2018/19 (90.0%), representing an improvement of 1.0 percentage point.

While this figure is below the targeted 2.9 percentage point improvement, the previous intention had been to deliver a number of smaller scale bus priority projects rather than the more complex A49 scheme, some of which were forecast to have been completed by now. Therefore, a 1.0 percentage point improvement to 2022/23 is considered to be on track towards the target.

Noting that it is currently expected that delivery of the A49 scheme will commence shortly and may lead to some delays during construction, a target of no reduction in the 1.0

percentage point improvement will be adopted for the next BSIP, with the expectation of reverting to the 2.9 percentage point target following completion of the A49 scheme.

<ul style="list-style-type: none"> ▪ 2021 BSIP Target: 2.9 percentage point improvement from 2018/19 to 2024/25 	<ul style="list-style-type: none"> ▪ Current Performance: 1.0 percentage point improvement from 2018/19 to 2022/23
<ul style="list-style-type: none"> ▪ Status: on target, noting change in delivery of bus priority schemes 	<ul style="list-style-type: none"> ▪ Target for next BSIP: 1.0 percentage point improvement from 2018/19 to 2023/24

5.4 Passenger Numbers

As noted in Chapter 2, DfT bus statistics indicate that changes in passenger numbers from 2018/19 to 2022/23 in Warrington have been largely in line with the average for all non-metropolitan areas in England, with 2022/23 seeing a 22% reduction relative to 2018/19, although the reduction was lower for commercial passengers (9%) than for concessionary passengers (43%).

The overall figure of a 22% reduction in patronage is considerably lower than the target set out in the 2021 BSIP of 6% growth from 2018/19 to 2024/25. However, the target was based on the following assumptions:

- Post-COVID recovery would reach 80% of 2018/19 demand by 2021/22 and 100% by 2022/23, whereas the actual levels of demand were at 62% and 78% respectively.
- 1% growth a year was assumed from BSIP measures. While it has been difficult to distinguish the impacts of growth related to BSIP measures from ongoing post-COVID recovery, the evidence presented in Chapter 2 suggests that BSIP-related growth may have exceeded this aspect of the target, with the network enhancements and the fare caps both increasing demand.
- A further 5% growth was assumed in 2024/25 as a result of the arrival of WOB's new fleet. However, while delivery of these vehicles is still expected during 2024/25, the current patronage figures only extend to 2022/23, so will not account for this.

Therefore, while it is believed that growth from BSIP measures may have exceeded expectations, post-COVID recovery has been lower than expected, especially for concessionary passengers, and as noted in Chapter 3, steps have already been taken or are planned to attract concessionary passengers back to the network.

As a result, although we will retain the assumptions used to derive the patronage targets set out in our 2021 BSIP, we will seek to better target post-COVID recovery. In addition, given that patronage data are only likely to be available up to 2023/24 by the time of the next BSIP, this information will again not account for WOB's new fleet. Therefore, a target of 2% patronage growth relative to 2018/19 has been adopted for the next BSIP.

<ul style="list-style-type: none"> ▪ 2021 BSIP Target: 6% growth from 2018/19 to 2024/25 	<ul style="list-style-type: none"> ▪ Current Performance: 22% reduction from 2018/19 to 2022/23
<ul style="list-style-type: none"> ▪ Status: BSIP-related growth may have exceeded its target, but post-COVID recovery is lower than expected, so this is below target overall 	<ul style="list-style-type: none"> ▪ Target for next BSIP: 2% growth from 2018/19 to 2023/24

5.5 Passenger Satisfaction

As noted in Chapter 2, the passenger satisfaction surveys carried out by Transport Focus in 2023/24 returned 76% overall satisfaction for bus passengers in Warrington, which is down from 86% in 2019. However, there has been a change in survey methodology since then, with Transport Focus indicating that the recent results should not be compared with those obtained previously.

This point notwithstanding, the low level of passenger satisfaction is a concern, especially as Warrington is also below the figures returned for other urban areas (82%) and for all England (80%). We will continue to closely monitor levels of satisfaction through our recently adopted Passenger Charter, and we will work with participating bus operators to jointly improve our performance relative to this target.

▪ 2021 BSIP Target: 90% by 2024/25	▪ Current Performance: 76% in 2023/24
▪ Status: below target	▪ Target for next BSIP: 90% in 2024/25

5.6 Network Coverage and Accessibility to Bus Services

No targets were required for network coverage and accessibility to bus services in the 2021 BSIP. However, in terms of current performance, and as noted in Chapter 2:

- There has been a reduction in commercial mileage in Warrington between 2018/19 and 2022/23, but this is largely in line with the average for non-metropolitan areas;
- Network coverage in Warrington improved between 2022 and 2024, with no areas having coverage removed; and
- Around three-quarters of Warrington residents live within 400m of a bus stop, with around half living within 200m.

At the time of preparing this BSIP, work was also underway to undertake a BCA, providing Government with details on how bus service provision varies across the country and the impact of funding in improving network coverage and quality of service. Key aspects of the BCA will provide a baseline against which future improvements in network coverage and accessibility to bus services can be monitored.

With DfT timescales and WBC approval processes requiring our BSIP to be completed in advance of our BCA, targets for network coverage and accessibility to bus services will be set on completion of the BCA and reported in our next BSIP.

5.7 Summary

Performance against the six targets can be summarised as set out in **Table 5.1**.

Table 5.1: Performance against BSIP Targets

Indicator	Progress to 2024 BSIP	Target for 2025 BSIP
Bus journey times	On target	No change in bus speeds from 2018/19 to 2023/24
Punctuality	On target	1.0 percentage point improvement from 2018/19 to 2023/24
Passenger numbers	Below target due to lower than expected post-COVID recovery	2% growth from 2018/19 to 2023/24
Passenger satisfaction	Below target	90%
Network coverage	New indicator	To be set following completion of 2024 BCA
Accessibility to bus services	New indicator	To be set following completion of 2024 BCA

6. BSIP Overview Table

In line with the revised DfT guidance, a BSIP Overview Table has been produced to be submitted alongside this document, with aspects of the table reproduced overleaf in **Table 6.1** and **Table 6.2**.

The information in **Table 6.1** relates to financial years 2022/23, 2023/24 and 2024/25.

The cost estimates in **Table 6.2** relate to full scheme costs for capital expenditure and costs for the period from 2025/26 to 2028/29 for revenue expenditure.

Table 6.1: Improvements Programme to 2025

Scheme category	Title of scheme / measure	Budget / est. cost (£k)			of which BSIP funding (£k)			Notes on funding sources (identifying non-BSIP funding)
		Capital	Revenue	Total	Capital	Revenue	Total	
Bus Priority Infrastructure	A49 Winwick Road: Southbound Bus Priority (WAR01A49)	£9,898	-	£9,898	£9,898	-	£9,898	
Bus Priority Infrastructure	Small scale bus priority	£50	-	£50	£0	-	£0	WBC funding
Other Bus Infrastructure	RTPI development study	-	£100	£100	-	£100	£100	
Other Bus Infrastructure	Bus stop enhancements and maintenance	£54	-	£54	£0	-	£0	WBC funding
Fares Support	Low fare initiative (WAR06LFI)	-	£2,000	£2,000	-	£2,000	£2,000	
Fares Support	Care leavers free travel	-	£300	£300	-	£300	£300	
Fares Support	Concessionary travel reimbursement	-	£8,082	£8,082	-	£0	£0	WBC funding
Bus Service Support	New services and enhanced frequencies on existing routes (WAR04NER)	-	£4,150	£4,150	-	£4,150	£4,150	
Bus Service Support	Further evening and weekend service enhancements package	-	£400	£400	-	£400	£400	
Bus Service Support	Bus service retainment	-	£400	£400	-	£400	£400	
Bus Service Support	Supported services	-	£1,105	£1,105	-	£0	£0	WBC funding
Bus Service Support	Supported services	-	£500	£500	-	£0	£0	Section 106 funding
Other	New bus network promotion (WAR07NBP)	-	£30	£30	-	£30	£30	
Other	Technical and administrative support (WAR07NBP)	-	£120	£120	-	£120	£120	
Other	Zero Emission Buses	£50,722	-	£50,722	£0	-	£0	ZEBRA funding

Table 6.2: Ambitions and Proposals for 2025 and Beyond

Scheme category	Title of scheme / measure	Est. cost (£k)	Costing accuracy
Service level and network coverage	Retain Existing Network Enhancements	£12,000	High
Service level and network coverage	Evening and Weekend Service Review	£4,000	Medium
Service level and network coverage	Bus and Rail Integration	£500	Medium
Service level and network coverage	New Routes and Services	£1,000	Medium
Service level and network coverage	Warrington Mass Transit and Bus Priority Study Refresh <i>[Study]</i>	£500	Medium
Bus priority	Further Investment into Network Management	£2,000	Low
Bus priority	'First and Last Mile' Connectivity Plan Corridor Investment	£20,000	Low
Bus priority	Sankey Way Bus Priority	£15,000	Low
Lower and simpler fares	Concessionary Pass	£14,000	Low
Lower and simpler fares	Maintain Capped Fares		
Lower and simpler fares	Care Leavers Travel		
Ticketing	Multi-Operator Ticketing <i>[Study and Scheme]</i>	£500	Medium
Ticketing	Touch-Off Readers	£300	Low
Bus passenger experience	Investment in Warrington Bus Interchange	£5,000	Low
Bus passenger experience	RTPI System & e-Ink bus displays	£3,000	Low
Bus passenger experience	Passenger Satisfaction Monitoring <i>[Study]</i>	£50	Medium
Bus fleet	Zero Emission Bus Fleet Enhancements	£15,000	Medium
Longer term network transformation	Mass Transit Network <i>[Scheme]</i>	£400,000	Low
Longer term network transformation	Additional Bridge Crossing <i>[Study]</i>	£500	Medium
Longer term network transformation	Hawleys Lane Bridge Works <i>[Study]</i>	£300	Medium
Longer term network transformation	New Dallam to Cromwell Avenue Link <i>[Study]</i>		

Appendix A : 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

**Michelle Hoddy
Specialist Transport
Services Warrington
Borough Council Town
Hall,
Bath Street,
Warrington.
WA1 9SS**

17th May 2024

Dear Michelle,

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 and quantifiable 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



21th May 2024

Dear Christopher Hook

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 'R Hoare', with a long horizontal flourish extending to the right.

Richard Hoare Area Director North West and Wales

Arriva North West Limited

**Arriva North West 73 Ormskirk Road
Aintree
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MD BUS & COACH LTD
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5B Delta Road Industrial Estate
Delta Road
St Helens
WA9 2EQ

Warrington Borough Council,
East Annexe,
Town Hall,
Sankey Street,
Warrington,
WA1 1UH

31st May 2024

Dear Chris Hook,

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 Sincerely,

David Fairbrother
Director

MD BUS & COACH LTD



31st May 2024

Dear Chris,

Letter of Support: Bus Service Improvement Plan

I am 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.

Should you need any further information please do not hesitate to contact me.

Yours sincerely,

Ian Howard
howardstravel@hotmail.co.uk
07790134725

Registered office: Bellhouse Farm, Bellhouse Lane, Warrington, WA4 6TR
VAT number: 391 0817 94



**Transport for
Greater Manchester**
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Phone: 0161 244 1000
beenetwork.com

Chris Hook
Warrington Borough Council, East Annexe,
Town Hall,
Sankey Street,
Warrington,
WA1 1UH

4th June 2024

Letter of Support: Bus Service Improvement Plan

Dear Chris,

I am writing to confirm TfGM's support for the Warrington Borough Council Bus Service Improvement Plan, its objectives and funding requests.

TfGM's position as a cross-boundary Local Transport Authority (LTA) is a key component in achieving our objectives for a fully integrated and accessible "Bee Network". Enhancing connections, to and within, all Greater Manchester Local Authorities to opportunities, employment, major development sites, and the wider transport network.

Route 100 is a Bee Network franchised service and runs between Shudehill Interchange and Warrington, crossing the border as it travels from Cadishead (in Greater Manchester) to Hollins Green. This is the only service within the Bee Network which crosses the boundary to Warrington. TfGM wish to express the ongoing importance of this service for connecting Greater Manchester to all Local Authorities and the destinations and opportunities within.

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 sincerely,

A handwritten signature in black ink, appearing to read 'Alison Chew'.

Alison Chew
Deputy Director of Bus,
Transport for Greater Manchester

Appendix B : Summary of Bus Service Provision

Table B.1: Warrington Service Provision and Frequency (2024)

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	60 mins
2	WOB	Warrington - Westy Circular	Warrington - Manchester Road - Westy - Latchford - Knutsford Road - Warrington	30 mins	60 mins	60 mins	60 mins
3	WOB	Warrington - Martinscroft	Warrington - Manchester Road - Martinscroft	60 mins	60 mins	60 mins	60 mins
4	WOB	Warrington - Woolston	Warrington - Padgate Woolston	60 mins	60 mins	No Service	No Service
CAT5	WOB	Warrington - Altrincham	Warrington - Stockton Heath - Grappenhall - Thelwall - Lymm - Warburton - Dunham - Altrincham	60 mins	60 mins	60 mins	60 mins
X5	WOB	Warrington - Manchester Airport	Warrington - Lymm - Altrincham - Manchester Airport	60 mins	Infrequent (from Lymm)	120 mins (from Lymm)	Infrequent (from Lymm)
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 mi/ns	60 mins	60 mins to Appleton Thorn	60 mins to Appleton Thorn

Service	Operator	Route Summary	Destinations Served	Frequency			
				Mon-Sat Daytime	Mon- Sat Evenings	Sun Daytime	Sun Evening
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	60 mins (to Latchford)	No Service	No Service
12	WOB	Warrington - Lower Walton Circular	Warrington - Gainsborough Road - Loushers Lane - Latchford - Westy - Knutsford Road - Warrington	60 mins	60 mins	No Service	No Service
13	WOB	Warrington - Omega	Warrington - Hood Manor - Chapelford - Whittle Hall - Omega Business Park	30 mins	60 mins	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	30 mins	60 mins	120 mins
16A	WOB	Warrington - Dallam	Warrington - Warrington Hospital - Troutbeck Avenue - Dallam	30 mins	No Service	No Service	No Service

Service	Operator	Route Summary	Destinations Served	Frequency			
				Mon-Sat Daytime	Mon- Sat Evenings	Sun Daytime	Sun Evening
17	WOB	Callands - Warrington - Birchwood	Warrington - Gemini Retail Park - Callands - Westbrook - Old Hall - Warrington - Paddington - Fearnhead - Birchwood - Oakwood	15 mins (westbound)	60 mins (to Callands)	60 mins	60 mins
				30 mins (eastbound)		120 mins	120 mins
17A	WOB	Callands - Warrington - Birchwood	As service 17, but additionally serves Birchwood Park	Infrequent	No Service	No Service	No Service
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	60 mins	60 mins (to Culcheth)	No Service
20	WOB	Warrington - Poplars Avenue Circular (Clockwise)	Warrington - Orford - Longford - Poplars Avenue - Orford - Warrington	15 mins	60 mins	30 mins	No Service
21	WOB	Warrington - Poplars Avenue Circular (Anti-Clockwise)	Warrington - Orford - Poplars Avenue - Longford - Warrington & Vale Royal College - Warrington	15 mins	60 mins	30 mins	120 mins
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	No Service	60 mins	60 mins	No Service

Service	Operator	Route Summary	Destinations Served	Frequency			
				Mon-Sat Daytime	Mon- Sat Evenings	Sun Daytime	Sun Evening
24	WOB	Birchwood - Woolston - Birchwood	Birchwood Railway Station - Birchwood - Padgate Railway Station - Woolston	60 mins	No Service	No Service	No Service
25	WOB	Warrington - Gorse Covert	Warrington - Ryfields Village - Orange Grove -Cinnamon Brow - Locking Stumps -Birchwood - Oakwood - Gorse Covert	60 mins	60 mins	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	60 mins	60 mins	No Service
32	WOB	Warrington - Widnes Market	Warrington - Sankey Bridges - Penketh - Widnes Market	30 mins	60 mins (to Penketh only)	60 mins (to Penketh only)	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	30 mins	30 mins	30 mins
329	Arriva North West / MD Bus and Coach	Warrington - St Helens	Warrington - Winwick - Burtonwood - St Helens	30 mins	60 mins	60 mins	60 mins
360	Arriva North West	Warrington - Wigan	Warrington - Winwick - Newton-le-Willows - Golborne - Platt Bridge - Wigan	60 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
62	Ashcroft Travel (Omega Busways on Saturday)	Warrington - Runcorn via Moore	Warrington - Stockton Heath - Moore - Halton - Runcorn	60 mins	No Service	No Service	No Service
62A	Ashcroft Travel	Warrington - Runcorn via Sci-Tech Daresbury	Warrington - Stockton Heath - Sci-Tech Daresbury - Halton - Runcorn	Infrequent (shift times)	No Service	No Service	No Service

Service	Operator	Route Summary	Destinations Served	Frequency			
				Mon-Sat Daytime	Mon- Sat Evenings	Sun Daytime	Sun Evening
100	Bee Network	Warrington - Manchester	Warrington - Hollins Green - Partington - Cadishead - Trafford Centre - Eccles - Salford - Manchester Shudehill	60 mins	Infrequent	60 mins	Infrequent
23	MD Bus and Coach	Ryfields & Orange Grove Shopper Service	Warrington - Orford - Fearnhead - Warrington	60 mins	No Service	No Service	No Service
31/31A/33	MD Bus and Coach	Honiton Way Shops Circular	Warrington - Honiton Way Shops	30 mins	No Service	No Service	No Service
B29	MD Bus and Coach	Burtonwood Shopper Service	Burtonwood - Gemini	60 mins	No Service	No Service	No Service
10	Omega Busways	Warrington - Stretton	Warrington - Walton Gardens - Daresbury Science Park - Hatton - Stretton	60 mins	No Service	No Service	No Service
47	Omega Busways	Warrington - Statham	Warrington - Stockton Heath - Statham	60 mins (weekday only)	No Service	No Service	No Service
B52	Omega Busways	West - Warrington - Omega	Westy - Latchford - Warrington - Omega Business Park	Infrequent (shift times)	Infrequent (shift times)	No Service	No Service

Source: WBC Website, Warrington's Own Buses Website, Bee Network Website, Arriva Website, Omega Busways Website, MD Coach and Bus Website – Accessed 04/2024

Appendix C : Summary of Tendered Services

Table C.1: Warrington Tendered Service Provision and Frequency (2024)

Service	From	To	Via	Days & Period of Operation	Frequency Mon-Fri	Frequency Sat	Frequency Sun & Public Holidays	Contract Type	Funding
1	Warrington	Westy (Circular)	Knutsford Road and Latchford	Mon-Sat Evenings	Enhanced Hourly	Enhanced Hourly	-	MS	Core/BSIP
2	Warrington	Westy (Circular)	Manchester Road and Latchford	Mon-Sat Evenings	Enhanced Hourly	Enhanced Hourly	-	MS	Core/BSIP
2	Warrington	Westy (Circular)	Manchester Road and Latchford	Mon-Fri Early AM	2 journeys	-	-	MS	Core/BSIP
3	Warrington	Hollins Green	Manchester Road	Mon-Sat Evenings	Enhanced Hourly	Enhanced Hourly	-	MS	Core/BSIP
3	Warrington	Martinscroft	Manchester Road	Mon-Fri Early AM	3 journeys	-	-	MS	Core/BSIP
7	Warrington	Liverpool	Penketh and Cronton	Daily	30 minutes	30 minutes	30 minutes	DM	Core/LCR
10	Warrington	Appleton (Braeburn Drive)	Slutchers Lane, Higher Walton and Hatton	Mon-Sat Daytime	Hourly	Hourly	-	MC	s106
11	Latchford	Warrington	Chester Road	Mon-Sat Evenings	Enhanced Hourly	Enhanced Hourly	-	MS	Core/BSIP
12	Warrington	Latchford	Chester Road	Mon-Sat Evenings	Enhanced Hourly	Enhanced Hourly	-	MS	Core/BSIP
13	Warrington	Omega	Chapelford	Mon-Sat Evenings	Enhanced Hourly	Enhanced Hourly	-	MS	Core/BSIP
14	Warrington	Great Sankey (Circular)	Meeting Lane and Sankey Station	Mon-Sat Evenings	Hourly	Hourly	-	MS	Core/BSIP
16	Warrington	Dallam	General Hospital	Mon-Sat Evenings	Enhanced 30 mins	Enhanced 30 mins	-	MS	Core/BSIP

Service	From	To	Via	Days & Period of Operation	Frequency Mon-Fri	Frequency Sat	Frequency Sun & Public Holidays	Contract Type	Funding
17	Gorse Covert	Callands	Birchwood, Warrington, Old Hall and Westbrook	Mon-Sat Evenings	Enhanced Hourly	Enhanced Hourly	-	MS	Core/BSIP
19	Warrington	Leigh	Winwick Road, Croft and Culcheth	Saturday Daytime	-	Enhanced Hourly	-	MS	BSIP
19	Warrington	Culcheth	Winwick Road and Croft	Mon-Sat Evenings	Enhanced Hourly	Enhanced Hourly	-	MS	Core/BSIP
20	Warrington	Orford (Circular)	Winwick Road and Poplars Avenue	Mon-Sat Evenings	Enhanced 6 journeys	Enhanced 6 journeys	-	MS	Core/BSIP
21	Warrington	Orford (Circular)	Orford Avenue and Poplars Avenue	Mon-Sat Evenings	Hourly	Hourly	-	MS	Core/BSIP
21	Warrington	Orford (Circular)	Orford Avenue and Poplars Avenue	Mon-Fri Early AM	2 journeys	-	-	MS	Core/BSIP
22A	Warrington	Earlestown	Winwick Road and Newton-le-Willows	Mon-Sat Eves & Suns	Hourly	Hourly	Hourly	MS	Core/BSIP
23	Warrington	Orange Grove	Orford Jubilee Hub and Rylands Village	Mon-Sat Daytime	Hourly	Hourly	-	MS	BSIP
24	Birchwood	Woolston	Longbarn and Padgate Station	Mon-Sat Daytime	Hourly	Hourly	-	MS	BSIP
25	Warrington	Birchwood	Orford, Cinnamon Brow and Locking Stumps	Mon-Sat Evenings	Enhanced Hourly	Enhanced Hourly	-	MS	Core/BSIP
25	Warrington	Heathfield House (Short Journeys)	Orford and Cinnamon Brow	Mon-Fri Early AM	3 journeys	-	-	MS	Core/BSIP
28A	Warrington	Leigh	Padgate, Birchwood and Culcheth	Saturday Daytime	-	Enhanced Hourly	-	MS	BSIP
31	Penketh, Clifford Road	Penketh, Honiton Way	Station Road and Meeting Lane	Mon-Sat Daytime	3 journeys	3 journeys	-	MS	BSIP

Service	From	To	Via	Days & Period of Operation	Frequency Mon-Fri	Frequency Sat	Frequency Sun & Public Holidays	Contract Type	Funding
31A	Penketh, Clifford Road	Penketh, Honiton Way	Station Road and Lingley Road	Mon-Sat Daytime	2 journeys	2 journeys	-	MS	BSIP
32	Warrington	Penketh	Sankey Bridges	Mon-Sat Evenings	Enhanced Hourly	Enhanced Hourly	-	MS	Core/BSIP
33	Penketh, Clifford Road	Gemini, M & S	Station Road and Westbrook, Asda	Mon-Sat Daytime	5 journeys	5 journeys	-	MS	BSIP
47	Warrington	Statham	Latchford and Weaste Lane	Mon-Sat Daytime	Hourly	Hourly	-	MC	BSIP/s106
66	Moore	Warrington	Stockton Heath	Friday Daytime	2 journeys	-	-		HBC
110	Warrington	Runcorn	Sankey Bridges, Penketh and Widnes	Daily Evenings	30 minutes	30 minutes	30 minutes	MS	BSIP
191	Lymm Shopper	Lymm Local Service	Rushgreen, Statham and Pepper Street	Mon-Fri Daytime	10 journeys	-	-	MC	Core
192	Hollins Green	Birchwood	Culcheth and Croft	Mon-Fri Daytime	2 journeys	-	-	MC	Core
193	Glazebury	Birchwood	Culcheth and Croft	Mon-Fri Daytime	3 journeys	-	-	MC	Core
329	Warrington	St Helens	Winwick Road and Burtonwood	Mon-Sat Evenings	Hourly	Hourly	-	MS	BSIP
329	Warrington	St Helens	Winwick Road and Burtonwood	Sun & Bank Hols	-	-	Hourly	MS	BSIP
B29	Collins Green	Westbrook, Asda	Burtonwood and Gemini, M & S	Mon-Sat Daytime	Hourly	Hourly	-	MS	BSIP
CAT5	Warrington	Lymm (Short Journeys)	Stockton Heath	Mon-Sat Evenings	Hourly	Hourly	-	MS	Core/BSIP
CAT5	Warrington	Altrincham	Stockton Heath, Lymm and Warburton	Daily	Hourly	Hourly	Hourly	DM	Core/TfGM

Service	From	To	Via	Days & Period of Operation	Frequency Mon-Fri	Frequency Sat	Frequency Sun & Public Holidays	Contract Type	Funding
CAT5A	Warrington	Altrincham	Stockton Heath, Lymm and Warburton	Daily	Hourly	Hourly	-	DM	Core/TfGM
CAT8	Warrington	Appleton Thorn (Short Journeys)	Stockton Heath and Dingleway	Mon-Sat Evenings	Hourly	Hourly	-	MS	Core/BSIP
CAT8	Warrington	Appleton Thorn/Hatton (Extension)	Stockton Heath, Dingleway and Appleton Thorn	Mon-Fri Daytime	4 journeys	-	-	DM	BSIP
CAT8	Warrington	Hatton	Stockton Heath, Dingleway and Appleton Thorn	Mon-Fri Early AM	2 journeys	-	-	DM	BSIP
X5	Warrington	Altrincham	Latchford, Lymm and Broomeedge	Daily	Hourly	Hourly	-		TfGM
X30	Warrington	Runcorn	Chester Road and Higher Walton	Mon-Sat	1 journey	-	-		HBC
X30	Runcorn	Warrington	Higher Walton and Chester Road	Mon-Fri AM Peak	1 journey	-	-	DM	Core

MS: minimum support contract
MC: minimum cost contract
DM: de minimis contract

Core: WBC core funding
BSIP: BSIP funding
s106: section 106 funding

HBC: Halton Borough Council funding
LCR: Liverpool City Region funding

TfGM: Transport for Greater Manchester funding

Appendix D : INRIX Average Speed and Delay Plots

Figure D.1: All Traffic Average Speeds – Inter-Peak (10:00 – 16:00) [Apr-Jun 2022]

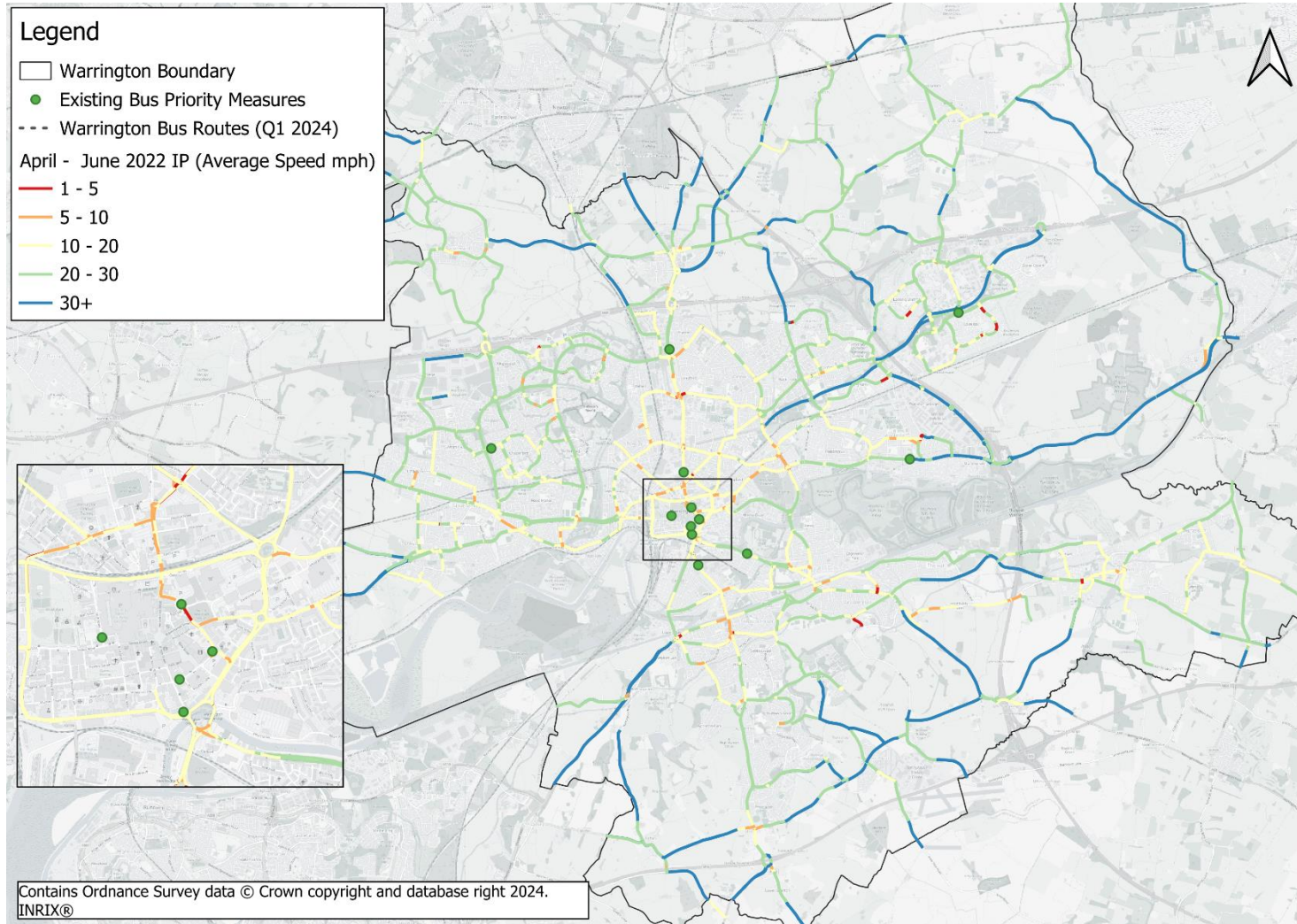


Figure D.2: All Traffic Average Speeds – Afternoon Peak (16:30 – 18:00) [Apr-Jun 2022]

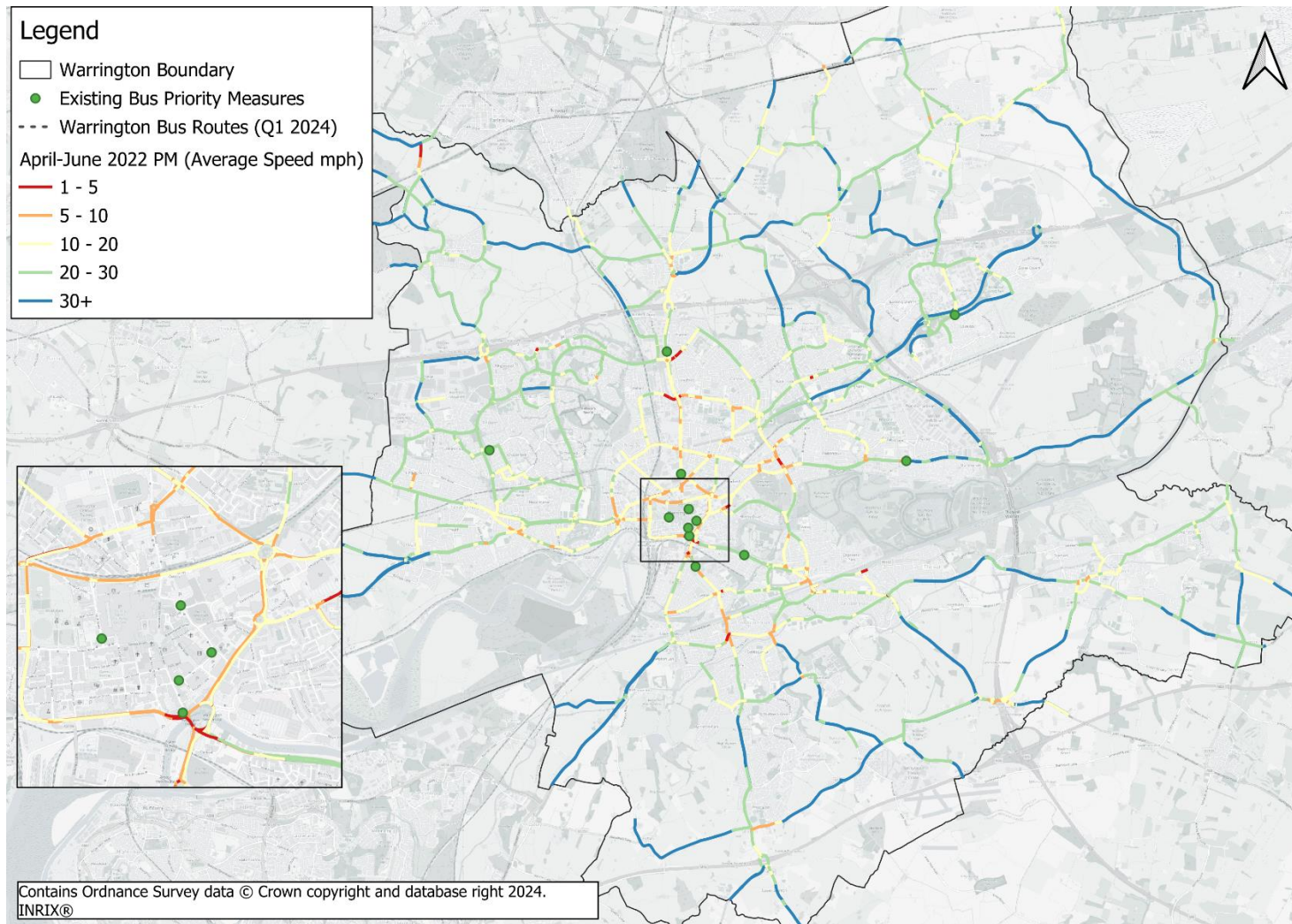


Figure D.3: All Traffic Average Delay – Inter-Peak (10:00 – 16:00) [Apr-Jun 2022]

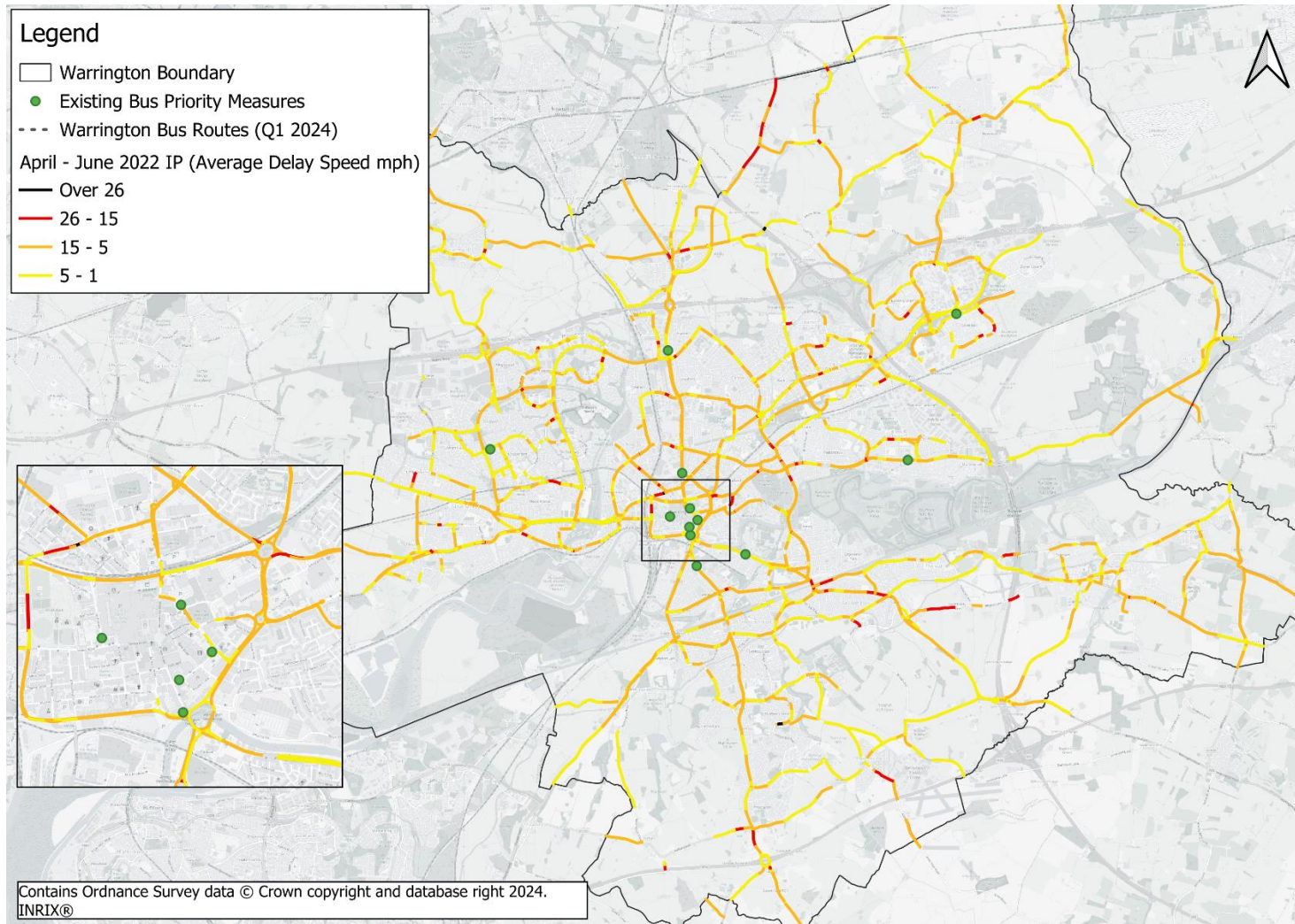
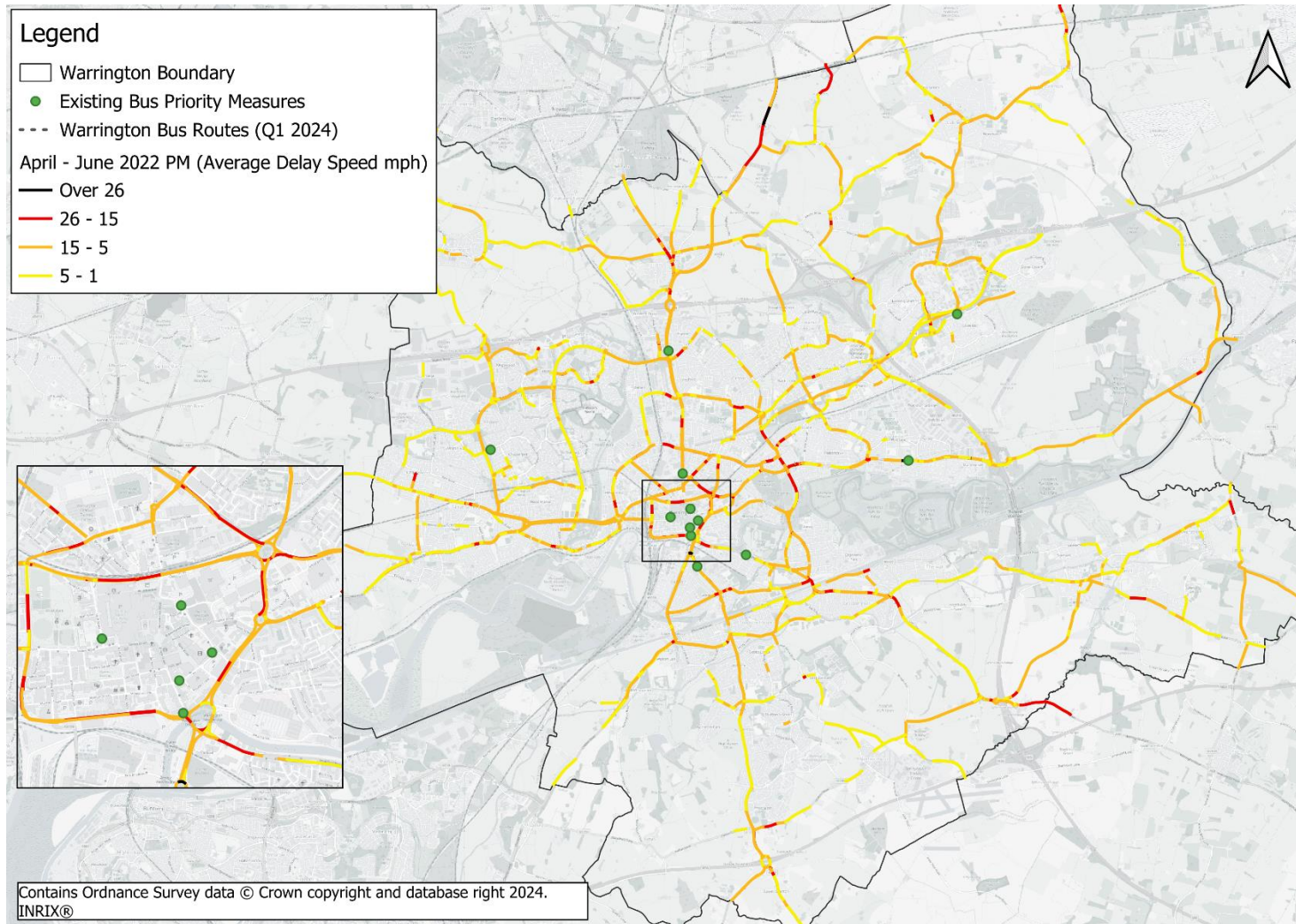


Figure D.4: All Traffic Average Delay - Afternoon Peak (16:30 – 18:00) [Apr-Jun 2022]



Appendix E : Assessment of Potential Schemes for 2025 and Beyond

Table E.1: Assessment of Potential Schemes against BSIP Objectives

NBS Objective	Scheme or Proposal Name	Description	Funding source	BSIP Objectives				
				Objectives 1: To achieve a continuous growth in bus patronage	Objective 2: To improve bus journey times and reliability	Objective 3: Improve the frequency of services	Objective 4: Improve bus passenger satisfaction	Objective 5: Reduce the impact of buses on the environment
Service Level and Network Coverage	Retain existing network enhancements	Retain all network enhancements provided through the BSIP process to date, subject to them continuing to represent value for money.	BSIP	Minor Beneficial	Neutral	Minor Beneficial	Minor Beneficial	Neutral
Service Level and Network Coverage	Evening and weekend service review	Provide further increases in evening and weekend service provision where required to better match these to weekday daytime service levels.	BSIP	Minor Beneficial	Neutral	Minor Beneficial	Minor Beneficial	Neutral
Service Level and Network Coverage	Bus and rail integration	Provide better integration between the bus and rail networks at railway stations.	BSIP	Minor Beneficial	Neutral	Minor Beneficial	Minor Beneficial	Neutral

NBS Objective	Scheme or Proposal Name	Description	Funding source	BSIP Objectives				
				Objectives 1: To achieve a continuous growth in bus patronage	Objective 2: To improve bus journey times and reliability	Objective 3: Improve the frequency of services	Objective 4: Improve bus passenger satisfaction	Objective 5: Reduce the impact of buses on the environment
Service Level and Network Coverage	New routes and services to developments	Work with developers and WBC's Travel Planning team to identify appropriate new routes and service levels to planned developments, in order to make bus travel an attractive option to and from these sites.	BSIP / Section 106 funding	Minor Beneficial	Neutral	Minor Beneficial	Minor Beneficial	Neutral
Service Level and Network Coverage	Warrington Mass Transit and Bus Priority Study Refresh [Study]	Carry out a refresh of the Warrington Mass Transit and Bus Priority Study in the context of the recently adopted Local Plan, to reassess potential alignments for Mass Transit routes.	Core Funding for study	Neutral	Neutral	Neutral	Neutral	Neutral
Bus Priority	Further investment into network management	This could include new traffic signal technology and junction upgrades at key pinch points, addressing traffic congestion issues, but also with a focus on active travel and bus priority.	LTF	Minor Beneficial	Minor Beneficial	Neutral	Minor Beneficial	Minor Beneficial
Bus Priority	'First and Last Mile' Connectivity Plan corridor investment	This could include new bus priority routes, enhanced active travel provision and associated public realm improvements in and around the town centre.	LTF	Moderate Beneficial	Moderate Beneficial	Neutral	Minor Beneficial	Minor Beneficial

NBS Objective	Scheme or Proposal Name	Description	Funding source	BSIP Objectives				
				Objectives 1: To achieve a continuous growth in bus patronage	Objective 2: To improve bus journey times and reliability	Objective 3: Improve the frequency of services	Objective 4: Improve bus passenger satisfaction	Objective 5: Reduce the impact of buses on the environment
Bus Priority	Sankey Way bus priority	If a need is proven, it is anticipated that delivery of a Sankey Way bus priority scheme would commence during the period from 2025/26 to 2028/29.	LTF	Moderate Beneficial	Moderate Beneficial	Neutral	Minor Beneficial	Minor Beneficial
Lower and Simpler Fares	Concessionary Pass	Maintain removal of restrictions on the time of concessionary pass use	BSIP	Minor Beneficial	Neutral	Neutral	Minor Beneficial	Neutral
Lower and Simpler Fares	Maintain capped fares	Maintain capped adult, child and young person (U22) single fares	BSIP	Moderate Beneficial	Neutral	Neutral	Minor Beneficial	Neutral
Lower and Simpler Fares	Care leavers travel	Maintain free care leavers' travel (U22)	BSIP	Minor Beneficial	Neutral	Neutral	Minor Beneficial	Neutral
Ticketing	Multi-operator ticketing <i>[Study and Scheme]</i>	Work with operators in 2024/25 in preparation for the delivery of a multi-operator ticketing scheme in Warrington within the period from 2025/26 to 2028/29.	Core Funding for study, BSIP for subsequent scheme	Moderate Beneficial	Minor Beneficial	Neutral	Moderate Beneficial	Neutral

NBS Objective	Scheme or Proposal Name	Description	Funding source	BSIP Objectives				
				Objectives 1: To achieve a continuous growth in bus patronage	Objective 2: To improve bus journey times and reliability	Objective 3: Improve the frequency of services	Objective 4: Improve bus passenger satisfaction	Objective 5: Reduce the impact of buses on the environment
Ticketing	Touch-off readers	Ticket machines for smaller operators / touch-off readers.	LTF	Minor Beneficial	Minor Adverse	Neutral	Neutral	Neutral
Waiting and Interchange Facilities	Investment in Warrington Bus Interchange	Further investment could be made to the bus bays / stands, information facilities, back-office facilities and the concourse floor, to ensure that Warrington Bus Interchange is fit for the future.	LTF	Minor Beneficial	Neutral	Neutral	Moderate Beneficial	Neutral
Bus Information and Network Identity	RTPI system & Bus displays	Delivery of a new RTPI system / e-Ink bus displays	BSIP / LTF	Moderate Beneficial	Neutral	Neutral	Moderate Beneficial	Neutral
Bus Passenger Experience	Passenger Satisfaction Monitoring [Study]	Continue to monitor passenger satisfaction levels and seek to identify future schemes targeted at those areas most in need of improvement.	BSIP / Core Funding for study	Neutral	Neutral	Neutral	Moderate Beneficial	Neutral

NBS Objective	Scheme or Proposal Name	Description	Funding source	BSIP Objectives				
				Objectives 1: To achieve a continuous growth in bus patronage	Objective 2: To improve bus journey times and reliability	Objective 3: Improve the frequency of services	Objective 4: Improve bus passenger satisfaction	Objective 5: Reduce the impact of buses on the environment
Bus Fleet	Zero Emission Bus Fleet Enhancements	Use LTF funding to procure zero emission vehicles that can be leased to smaller operators, along with the required infrastructure.	LTF	Minor Beneficial	Neutral	Neutral	Minor Beneficial	Strong Beneficial
Longer Term Transformation of the Network	Mass Transit Network [Scheme]	Continue to assess the role that mass transit, whether bus-based or some form of light rail / tram, may have in meeting the future needs of the borough.	Core Funding for study, future funding source for any subsequent scheme	Strong Beneficial	Strong Beneficial	Strong Beneficial	Strong Beneficial	Neutral
Longer Term Transformation of the Network	Additional Bridge Crossing [Study]	A new ship canal crossing for bus / mass transit and active travel modes, providing these modes with faster journeys across the ship canal, and helping to reduce congestion on the current crossings.	Core Funding for study, future funding source for any subsequent scheme	Neutral	Neutral	Neutral	Neutral	Neutral

NBS Objective	Scheme or Proposal Name	Description	Funding source	BSIP Objectives				
				Objectives 1: To achieve a continuous growth in bus patronage	Objective 2: To improve bus journey times and reliability	Objective 3: Improve the frequency of services	Objective 4: Improve bus passenger satisfaction	Objective 5: Reduce the impact of buses on the environment
Longer Term Transformation of the Network	Hawleys Lane Bridge Works <i>[Study]</i>	Bridge works at Hawleys Lane, providing access for buses under the West Coast Main Line, which could improve both orbital east-west connectivity and access to Warrington Hospital.	Core Funding for study, future funding source for any subsequent scheme	Neutral	Neutral	Neutral	Neutral	Neutral
Longer Term Transformation of the Network	New Dallam to Cromwell Avenue Link <i>[Study]</i>	Provision of a new link along the protected corridor between Dallam and Cromwell Avenue, improving both orbital east-west connectivity and access to Warrington Hospital, as well as improving access between Dallam, Callands and Gemini Retail Park.	Core Funding for study, future funding source for any subsequent scheme	Neutral	Neutral	Neutral	Neutral	Neutral

Table E.2: Assessment of Potential Schemes against NBS Objectives

NBS Objective	Scheme or Proposal Name	NBS Objectives										
		Faster and more reliable	Cheaper	More comprehensive	Easier to understand	Easier to use	Better integrated with other modes and each other	Better to ride in	Greener	Accessible and inclusive network, by design	Innovative	A safe mode of transport which is seen as safe
Service Level and Network Coverage	Retain existing network enhancements	Neutral	Neutral	Minor Beneficial	Neutral	Neutral	Minor Beneficial	Neutral	Neutral	Neutral	Neutral	Neutral
Service Level and Network Coverage	Evening and weekend service review	Neutral	Neutral	Minor Beneficial	Neutral	Neutral	Minor Beneficial	Neutral	Neutral	Neutral	Neutral	Neutral
Service Level and Network Coverage	Bus and rail integration	Minor Beneficial	Neutral	Minor Beneficial	Minor Beneficial	Minor Beneficial	Strong Beneficial	Neutral	Neutral	Minor Beneficial	Neutral	Neutral
Service Level and Network Coverage	New routes and services to developments	Neutral	Neutral	Moderate Beneficial	Minor Beneficial	Neutral	Minor Beneficial	Neutral	Neutral	Neutral	Neutral	Neutral

NBS Objective	Scheme or Proposal Name	NBS Objectives										
		Faster and more reliable	Cheaper	More comprehensive	Easier to understand	Easier to use	Better integrated with other modes and each other	Better to ride in	Greener	Accessible and inclusive network, by design	Innovative	A safe mode of transport which is seen as safe
Service Level and Network Coverage	Warrington Mass Transit and Bus Priority Study Refresh <i>[Study]</i>	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral
Bus Priority	Further investment into network management	Minor Beneficial	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Minor Beneficial	Neutral	Minor Beneficial	Neutral
Bus Priority	'First and Last Mile' Connectivity Plan corridor investment	Moderate Beneficial	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Minor Beneficial	Moderate Beneficial	Neutral	Minor Beneficial
Bus Priority	Sankey Way bus priority	Moderate Beneficial	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Minor Beneficial	Minor Beneficial	Neutral	Neutral
Lower and Simpler Fares	Concessionary Pass	Neutral	Moderate Beneficial	Neutral	Minor Beneficial	Minor Beneficial	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral

NBS Objective	Scheme or Proposal Name	NBS Objectives										
		Faster and more reliable	Cheaper	More comprehensive	Easier to understand	Easier to use	Better integrated with other modes and each other	Better to ride in	Greener	Accessible and inclusive network, by design	Innovative	A safe mode of transport which is seen as safe
Lower and Simpler Fares	Maintain capped fares	Neutral	Strong Beneficial	Neutral	Minor Beneficial	Minor Beneficial	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral
Lower and Simpler Fares	Care leavers travel	Neutral	Moderate Beneficial	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral
Ticketing	Multi-operator ticketing <i>[Study and Scheme]</i>	Minor Beneficial	Minor Beneficial	Neutral	Strong Beneficial	Strong Beneficial	Moderate Beneficial	Neutral	Neutral	Neutral	Minor Beneficial	Neutral
Ticketing	Touch-off readers	Minor Adverse	Neutral	Neutral	Neutral	Moderate Beneficial	Neutral	Neutral	Neutral	Neutral	Minor Beneficial	Neutral
Waiting and Interchange Facilities	Investment in Warrington Bus Interchange	Neutral	Neutral	Neutral	Minor Beneficial	Moderate Beneficial	Neutral	Neutral	Neutral	Moderate Beneficial	Neutral	Moderate Beneficial

NBS Objective	Scheme or Proposal Name	NBS Objectives										
		Faster and more reliable	Cheaper	More comprehensive	Easier to understand	Easier to use	Better integrated with other modes and each other	Better to ride in	Greener	Accessible and inclusive network, by design	Innovative	A safe mode of transport which is seen as safe
Bus Information and Network Identity	RTPI system & Bus displays	Neutral	Neutral	Neutral	Moderate Beneficial	Moderate Beneficial	Minor Beneficial	Neutral	Neutral	Neutral	Minor Beneficial	Neutral
Bus Passenger Experience	Passenger Satisfaction Monitoring [Study]	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral
Bus Fleet	Zero Emission Bus Fleet Enhancements	Neutral	Neutral	Neutral	Neutral	Minor Beneficial	Neutral	Moderate Beneficial	Strong Beneficial	Minor Beneficial	Minor Beneficial	Minor Beneficial
Longer Term Transformation of the Network	Mass Transit Network [Scheme]	Strong Beneficial	Neutral	Moderate Beneficial	Moderate Beneficial	Moderate Beneficial	Moderate Beneficial	Strong Beneficial	Neutral	Moderate Beneficial	Moderate Beneficial	Moderate Beneficial

NBS Objective	Scheme or Proposal Name	NBS Objectives											
		Faster and more reliable	Cheaper	More comprehensive	Easier to understand	Easier to use	Better integrated with other modes and each other	Better to ride in	Greener	Accessible and inclusive network, by design	Innovative	A safe mode of transport which is seen as safe	
Longer Term Transformation of the Network	Additional Bridge Crossing <i>[Study]</i>	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral
Longer Term Transformation of the Network	Hawleys Lane Bridge Works <i>[Study]</i>	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral
Longer Term Transformation of the Network	New Dallam to Cromwell Avenue Link <i>[Study]</i>	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral

Table E.3: Assessment of Potential Schemes – Cost, Deliverability & Summary

NBS Objective	Scheme or Proposal Name	Cost	Deliverability				Assessment Summary
		High (>£1m), Medium (£250k-£1m), Low (<£250k)	Engineering Feasibility	Environmental Constraints	Planning and Land Take	Stakeholder and Public Acceptability	
Service Level and Network Coverage	Retain existing network enhancements	High	N/A	N/A	N/A	Strongly Deliverable	Maintaining existing network enhancements will contribute to a comprehensive network in Warrington, which will attract patronage. This initiative is considered strongly deliverable providing funding is available.
Service Level and Network Coverage	Evening and weekend service review	High	N/A	N/A	N/A	Strongly Deliverable	Providing further network enhancements will contribute to a comprehensive network in Warrington, which will attract patronage. This initiative is considered strongly deliverable providing funding is available.
Service Level and Network Coverage	Bus and rail integration	Medium	Slight deliverability challenges	Slight deliverability challenges	Slight deliverability challenges	Moderately deliverable	Improving integration between bus and rail will contribute to a more comprehensive network and provide a strong benefit to integration by facilitating multi-modal journeys. If this initiative mainly involves service enhancements, this is considered strongly deliverable, but any requirement for new infrastructure could reduce deliverability.

NBS Objective	Scheme or Proposal Name	Cost	Deliverability				Assessment Summary
		High (>£1m), Medium (£250k-£1m), Low (<£250k)	Engineering Feasibility	Environmental Constraints	Planning and Land Take	Stakeholder and Public Acceptability	
Service Level and Network Coverage	New routes and services to developments	Medium	Slight deliverability challenges	Slight deliverability challenges	Slight deliverability challenges	Moderately deliverable	If new routes and services are delivered to planned developments, there is moderate potential for expanding the bus network in Warrington and growing patronage by serving new areas. However, the overall benefit would be dependent on whether services are identified for delivery. This measure is generally considered strongly deliverable, but could be affected if there is a requirement for new infrastructure if serving sites that are currently undeveloped.
Service Level and Network Coverage	Warrington Mass Transit and Bus Priority Study Refresh <i>[Study]</i>	Medium	N/A	N/A	N/A	Strongly Deliverable	As this measure is an assessment / study, there is limited direct contribution to the BSIP objectives, however it could lead to benefits in the future.
Bus Priority	Further investment into network management	High	Deliverable	Neutral	Deliverable	Deliverable	Investment into network management could benefit bus journey times and reliability, however the extent of the benefit and deliverability would be dependent on the measures delivered.
Bus Priority	'First and Last Mile' Connectivity Plan corridor investment	High	Slight deliverability challenges	Slight deliverability challenges	Slight deliverability challenges	Deliverable	New bus priority infrastructure could benefit bus journey times and reliability, however the extent of the benefit and deliverability would be dependent on the measures delivered.

NBS Objective	Scheme or Proposal Name	Cost	Deliverability				Assessment Summary
		High (>£1m), Medium (£250k-£1m), Low (<£250k)	Engineering Feasibility	Environmental Constraints	Planning and Land Take	Stakeholder and Public Acceptability	
Bus Priority	Sankey Way bus priority	High	Slight deliverability challenges	Slight deliverability challenges	Slight deliverability challenges	Deliverable	If bus priority infrastructure is delivered on Sankey Way in the short to medium-term, this could benefit bus journey times and reliability, however the extent of the benefit and deliverability would be dependent on the measures delivered.
Lower and Simpler Fares	Concessionary Pass	High	N/A	N/A	N/A	Strongly deliverable	Maintaining the time of concessionary pass use introduced through the last BSIP will make bus travel cheaper for concessionary holders and contribute to a simplified fare structure making it easier to use. As this is a continuation, this would be strongly deliverable should funding be available.
Lower and Simpler Fares	Maintain capped fares		N/A	N/A	N/A	Strongly deliverable	Maintaining capped fares will make bus travel cheaper and contribute to a simplified fare structure making it easier to use. As this is a continuation, this would be strongly deliverable should funding be available.
Lower and Simpler Fares	Care leavers travel		N/A	N/A	N/A	Strongly deliverable	Maintaining free care leavers' travel will make bus travel cheaper for pass holders and encourage more bus journeys amongst this group. As this is a continuation, this would be strongly deliverable should funding be available.

NBS Objective	Scheme or Proposal Name	Cost	Deliverability				Assessment Summary
		High (>£1m), Medium (£250k-£1m), Low (<£250k)	Engineering Feasibility	Environmental Constraints	Planning and Land Take	Stakeholder and Public Acceptability	
Ticketing	Multi-operator ticketing <i>[Study and Scheme]</i>	Medium	N/A	N/A	N/A	Moderate deliverability challenges	A multi-operator ticket would benefit passengers by reducing ticket costs and introducing a simpler fare / ticket structure which encourages patronage and satisfaction. This measure is considered deliverable, but will require cooperation between different stakeholders and some systems engineering.
Ticketing	Touch-off readers	Medium	N/A	N/A	N/A	Slight deliverability challenges	In themselves, touch-off readers would have a limited impact against the objectives, however they would facilitate a multi-operator ticketing scheme and make the buses easier to use overall. This is not considered to be complex although it would still require cooperation between different stakeholders.
Waiting and Interchange Facilities	Investment in Warrington Bus Interchange	High	Moderate deliverability challenges	Moderate deliverability challenges	N/A	Deliverable	Improvements to Warrington Interchange would enhance the user experience and increase passenger satisfaction, contributing to patronage growth. There would be an opportunity to incorporate improvement to safety, accessibility and innovation. This initiative is considered deliverable, however would be dependent on the scale of intervention.

NBS Objective	Scheme or Proposal Name	Cost	Deliverability				Assessment Summary
		High (>£1m), Medium (£250k-£1m), Low (<£250k)	Engineering Feasibility	Environmental Constraints	Planning and Land Take	Stakeholder and Public Acceptability	
Bus Information and Network Identity	RTPI system & Bus displays	High	Deliverable	N/A	N/A	Moderately deliverable	RTPI and bus stop / interchange displays would benefit user experience and make the bus system easier to understand and use. WBC has experience of delivering previous RTPI, so this is considered moderately deliverable.
Bus Passenger Experience	Passenger Satisfaction Monitoring <i>[Study]</i>	Low	N/A	N/A	N/A	Strongly deliverable	As this measure is an ongoing assessment / study, there is limited direct contribution to the BSIP objectives, however it could lead to benefits in the future if new schemes are identified.
Bus Fleet	Zero Emission Bus Fleet Enhancements	High	N/A	N/A	N/A	Moderately deliverable	New zero emission buses would be more attractive to users and would reduce the environmental impact of Warrington's bus fleet, which would be almost entirely zero emission. Consideration would have to be given to leasing arrangements and charging infrastructure for operators, as well as stakeholder cooperation, however this should still be deliverable.
Longer Term Transformation of the Network	Mass Transit Network <i>[Scheme]</i>	High	Major deliverability challenges	Major deliverability challenges	Major deliverability challenges	Major deliverability challenges	The development of a mass rapid transit system, whether bus-based or light rail / tram, could provide major benefits for those travelling in Warrington. However, it could be very high cost and would be technically challenging. Overall, this initiative would require further development and is considered a long-term aspiration.

NBS Objective	Scheme or Proposal Name	Cost	Deliverability				Assessment Summary
		High (>£1m), Medium (£250k-£1m), Low (<£250k)	Engineering Feasibility	Environmental Constraints	Planning and Land Take	Stakeholder and Public Acceptability	
Longer Term Transformation of the Network	Additional Bridge Crossing <i>[Study]</i>	Medium	N/A	N/A	N/A	Strongly Deliverable	As this measure is an assessment / study, there is limited direct contribution to the BSIP objectives, however it could lead to benefits in the future.
Longer Term Transformation of the Network	Hawleys Lane Bridge Works <i>[Study]</i>	Medium	N/A	N/A	N/A	Strongly Deliverable	As this measure is an assessment / study, there is limited direct contribution to the BSIP objectives, however it could lead to benefits in the future.
Longer Term Transformation of the Network	New Dallam to Cromwell Avenue Link <i>[Study]</i>		N/A	N/A	N/A	Strongly Deliverable	As this measure is an assessment / study, there is limited direct contribution to the BSIP objectives, however it could lead to benefits in the future.