

Bus Service Improvement Plan – A49 Infrastructure Improvements

Consultation Report

August 2024

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1. INTRODUCTION

1.1. Report Purpose

The purpose of this report is to document the public engagement activities conducted in relation to the proposed bus priority and improvements to walking and cycling facilities on the A50 Long Lane near the junction of Northway and the A49 Winwick Road southbound towards the town centre.

The report outlines the consultation methodology, summarises the feedback received.

1.2. The Issue

Warrington Borough Council is proposing to implement bus priority measures and improvements to walking and cycling facilities on the A50 Long Lane and the A49 Winwick Road southbound towards the town centre. Improving walking and cycling facilities along the corridor helps to deliver the parallel active travel strategies set out in the Local Cycle and Walking Infrastructure Plan and provides attractive routes for passengers to access bus services along the route, it is also a more cost effective to undertake the works in conjunction with one another and reduced disruption to residents and the general public.

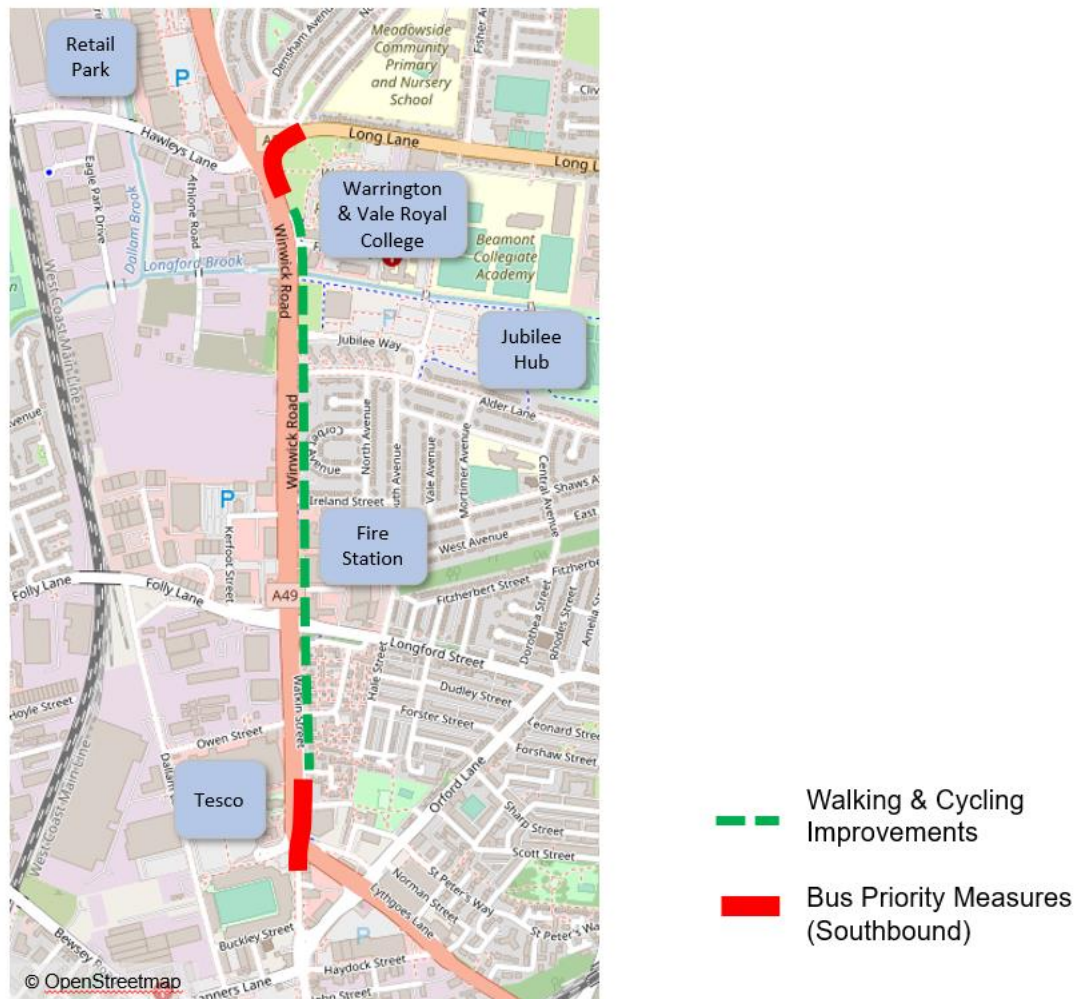
The proposals include the following:

- The construction of sections of new carriageway that only buses can use (known as a bus gate) alongside the existing carriageway with two lanes maintained for other traffic.
- A new pedestrian crossing on Long Lane for the benefit of pupils at Warrington and Vale Royal College.
- Traffic signal upgrades to improve the flow of traffic and provide buses with priority.
- Complementary high quality active travel improvements in line with the council's Local Cycling and Walking Infrastructure Plan (LCWIP)
- Upgraded bus stops along the route.

The number of existing lanes for cars would not change. New carriageway would be built, and the existing grass verge repurposed to provide bus, walking and cycling infrastructure. Motorists would not lose any lanes of traffic as part of the proposals, as such capacity for general traffic would remain the same and journey car journey times would remain approximately as they are now.

The extent of the proposed scheme is presented in Figure 1.

Figure 1 – Scheme Extent



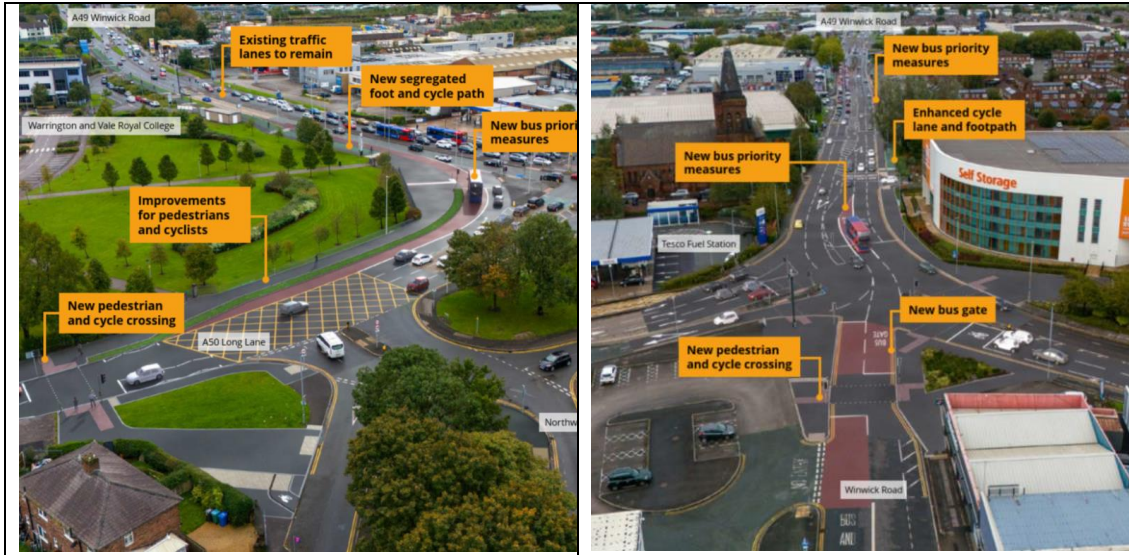
Scheme Objectives

The objectives of the scheme are summarised below:

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

Visualisations of the proposed scheme is presented in Figure 2.

Figure 2 – A49 Scheme Visualisations

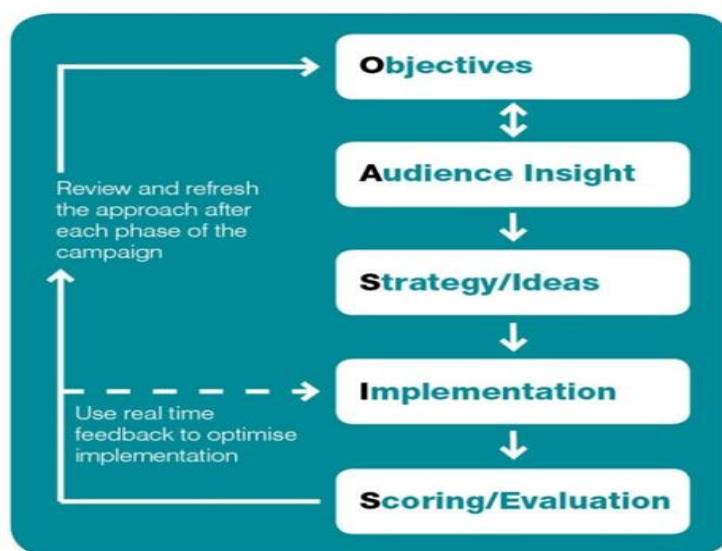


2. METHODOLOGY

2.1. Methodology

The consultation process applied to this scheme is consistent with the Government Communication Service recommended OASIS model (Figure 3), which is routinely followed by Warrington Borough Council.

Figure 3 - The OASIS model



Each step shown in Figure 3 is discussed in sections 2.2 to 2.6 below.

2.2. Objectives

The objective of the consultation was to obtain feedback from users of the A49 Corridor on new bus priority measures and improvements to walking and cycling facilities along the A50 Long Lane and the A49 Winwick Road.

Respondents were surveyed on whether or not they supported the proposed measures and whether they would improve bus journey times, active travel measures and bus reliability.

2.3. Audience Insight

The consultation aimed to reach the following target audiences:

- Residents living within the vicinity of the A50 Long Lane and the A49 Winwick Road.
- Bus users on the A50 Long Lane and the A49 Winwick Road.
- Road users along the A50 Long Lane and the A49 Winwick Road.
- Local businesses
- Ward Councillors
- Local media

The wide range of approaches taken would also allow the wider public and residents across the borough to comment on the proposals.

2.4. Strategy

The consultation strategy is built upon the need to ensure accurate, timely, and targeted communication through a variety of online and offline channels. Effective stakeholder engagement by the project team underpins this strategy.

The key messages of the consultation are as follows:

- Reduce bus journey times along the A50/A49 corridor.
- Upgrade existing active travel measures along the A50/A49.
- Improve bus reliability along the A50/A49.

2.5. Implementation

The consultation period took place between Monday 20th November 2023 and Sunday 17th December 2023. Table 1 outlines the implementation programme of this consultation activity.

Table 1 - Engagement Programme Overview

Milestone	Activities	Dates
Information distribution and project promotion	Ward Member Consultation briefing	October 2023
	1500 promotional leaflets delivered to residents and businesses on and in the vicinity of the A49 Winwick Road	November 2023
	Dedicated web pages on Council website with details of the proposals, details of the consultation events and an online feedback form	Launched 20 th November 2023
	Press release	20 th November 2023
	Use of Council's X (formally known as Twitter) and Facebook pages to promote the consultation events	Various dates between Monday 20 th November 2023 and Sunday 17 th December 2023
Public consultation events	WBC officers attended three exhibition events: one on a weekend (Saturday), from 10 am to 1 pm at Golden Square shopping centre, and two weekday events (Wednesday), one at Warrington & Vale College 16:30-17:30 and one at Warrington Bus Interchange 15:00-18:00	29 th November -6 th December
Feedback deadline (Online link)	Online link from the Warrington.gov.uk/consultations and a QR code provided at the consultation events.	Closed 17 th December 2023

2.5.1 Promotional Leaflets

1500 copies of a promotional consultation leaflet were delivered to residents and businesses in the vicinity of the A49 Winwick Road. The leaflet provided information on the proposed scheme, the purpose of the consultation, details regarding the timing and locations of public exhibition events, and instructions on how to provide feedback. The leaflets were delivered by an external distribution company, which conducted tracking operations to ensure that the leaflets were delivered correctly, as agreed upon.

A copy of the consultation leaflet is provided in Appendix A, and the distribution area is outlined in Appendix B. Additionally, copies of the leaflet were made available at the drop-in exhibition events for attendees to take with them.

2.5.2 Website

A dedicated project webpage was provided on the Council website at <https://www.warrington.gov.uk/consultations>. The webpage included information about the available options, a direct link to the feedback form, details regarding drop-in events, and contact information for reaching the project team. This ensured that those unable to attend the events could access the consultation materials online. A screenshot of the webpage is available in Appendix C.

A Council press release was also issued and can be found on the Council News webpage at <https://www.warrington.gov.uk/news>. A screenshot is provided in Appendix D.

To provide ongoing updates regarding the consultation, a dedicated webpage has been established at the following location: [A49 Bus Service Improvement Plan Consultation | warrington.gov.uk](https://www.warrington.gov.uk/A49-Bus-Service-Improvement-Plan-Consultation)

The Warrington Guardian also featured an article on the consultation, an extract of which is included in Appendix E.

2.5.3 Public Exhibition Events

Three consultation events were held between November and December 2023 as shown in Table 2. The aim was to arrange times to maximise attendance for as many of the target audiences as possible.

Table 2 - Public Exhibition Drop-in Events

Venue	Date	Times
Warrington & Vale Royal College	29/11/23	16:30-17:30
Golden Square	02/12/23	10:00-14:00
Warrington Interchange Bus Station	06/12/23	15:00-18:00

The exhibitions featured seven display boards containing information about the options, as well as details on how to provide feedback to the project team. The display information can be found in Appendix F.

Council officers from the Transport Planning, Traffic Management, Road Safety, and Infrastructure Delivery teams staffed the events.

2.5.4 Promotion

In addition to promoting the events through leaflets and the project website, the exhibitions were also publicised through the following channels:

- Press releases were issued by the Council and made available on the Council News webpage (see Appendix D).
- Regular posts and tweets were shared on the Council's social media pages on Facebook and X (formally known as Twitter) (see Appendix G).
- Ward councillors received a consultation briefing note and briefing meetings in advance of the consultation, which included details of the proposed schemes and the consultation strategy.

2.6 Scoring/Evaluation

Feedback on the project proposals was gathered through various means:

- Online feedback questionnaires were made available on the Council's consultation page. The form consisted of thirteen questions, including three related to the project and ten mandated by the Equality Act, covering aspects such as age, gender, disability, and ethnic origin.
- Paper copies of the questionnaires were available at each exhibition and upon request for those without internet access.
- Consultations also took place through face-to-face conversations with members of the project team at the public exhibitions. Attendees were encouraged to complete a questionnaire.

A copy of the questionnaire is provided in Appendix H.

3. RESPONSES

Consultation feedback received is summarised in the sub-sections below.

3.1. Drop in events

The primary aim of the events was to inform attendees about their options, answer questions, and explain the feedback process. Attendees were encouraged to use the online or paper questionnaire to document their views.

Attendees were encouraged to complete the questionnaire to ensure that their views were documented.

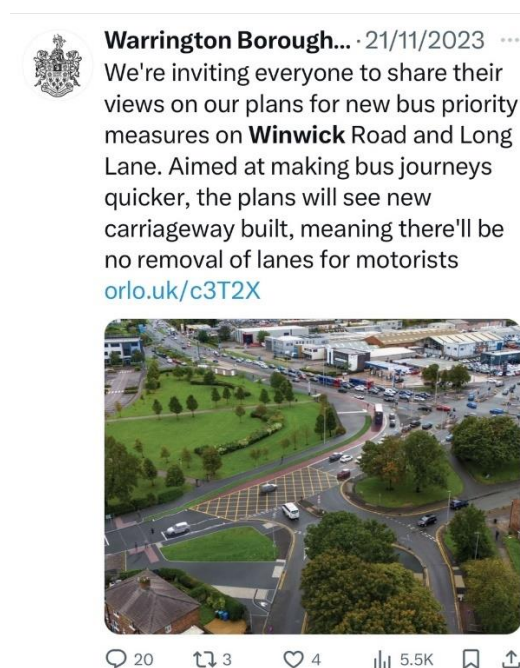
3.2. Online comments

Whilst the council would not routinely refer to online chat rooms and other similar online forums to understand the views of the public, it became clear early in the consultation period that misinformation was circulating online about the scheme, its design and outcomes.

Following the launch of the consultation a number of people commented online that the scheme was taking a lane away from general traffic and that this would have a negative impact on delays for general traffic. The council took steps through social media channels to attempt to correct this misinformation and allay any fears around the removal of a lane, but it is clear from some of the online response to the questionnaire (see later sections) that some people had responded prior to or had not seen these attempted clarifications. The project web page was very clear that's there was no removal of a lane for general traffic, but it is clear some respondents relied on the information in the chat rooms online.

Figure 4 below provided an example of one of the social media post the council issued in order to attempt to deal with the misinformation online.

Figure 4 – Example Social Media Post



3.3. Questionnaire Responses

There was a total of 202 responses from members of the public. The majority of which (87%) were residents within Warrington and almost half of the respondents (48%) did not use the bus, 96% of respondents travel along the A50 Long Lane or the A49 Winwick Road. Figure 5 presents all respondent locations, whilst Figure 6 presents respondents in Warrington

Figure 5 – All Respondent Locations

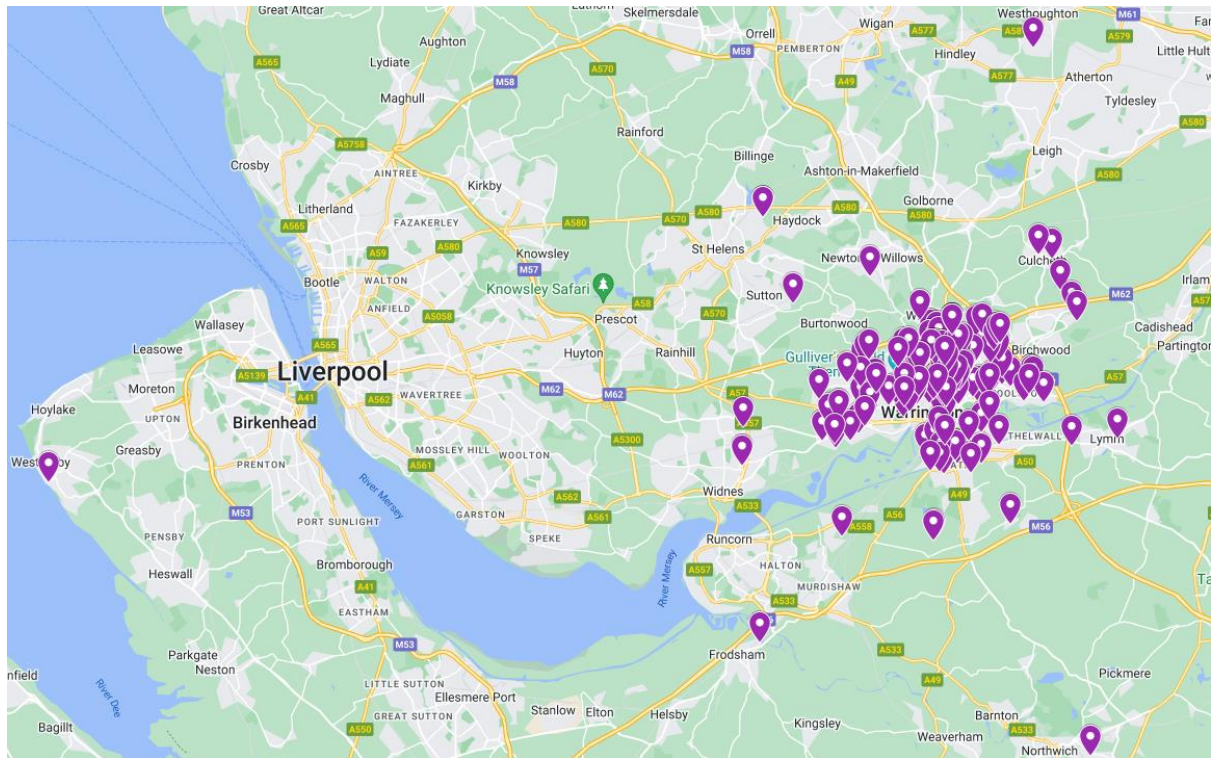
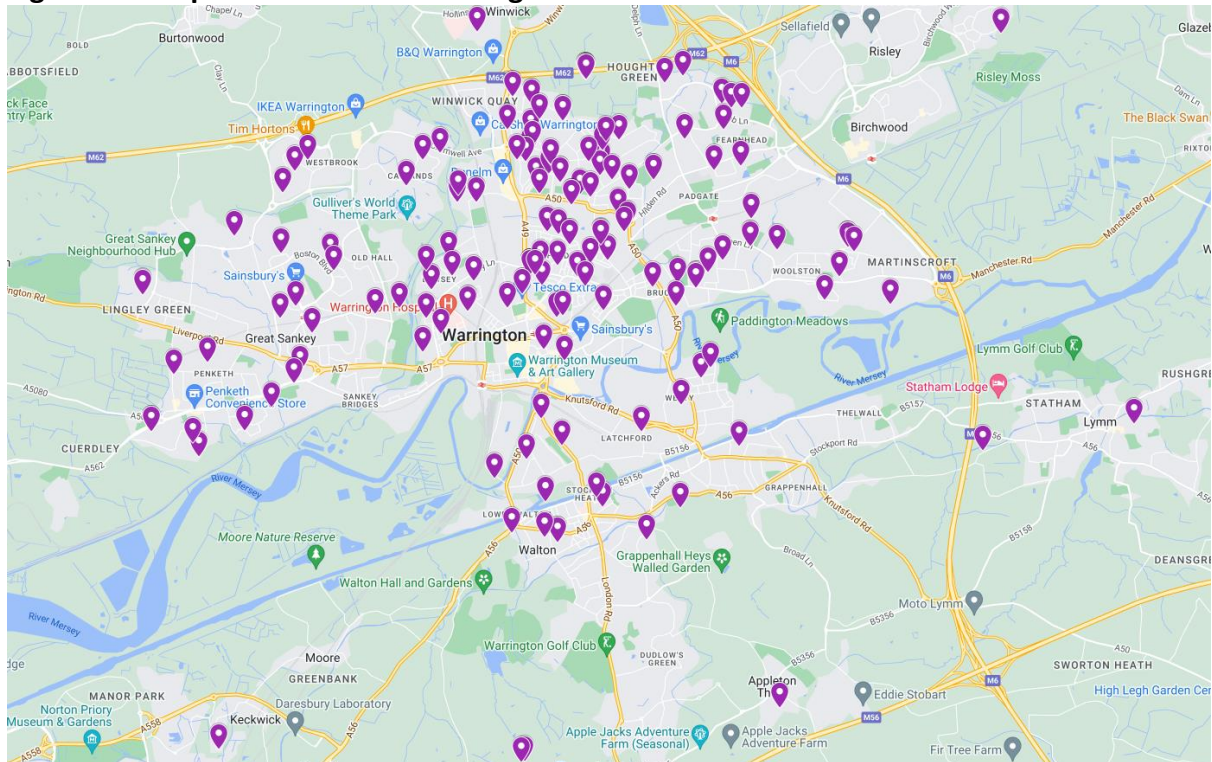


Figure 6 – Respondents within Warrington.



With regards to bus use, 16% of respondents used the bus at least once per week, whilst 32% of respondents used the bus at least once per month whilst 48% do not ever use the bus.

Respondents who used the buses in Warrington were asked about their journey purpose and could select multiple choices. The most popular responses are as follows:

- Social / leisure / recreation -53%
- Shopping – 42%
- Commuting – 27%

Other choices included medical appointments, education, business purposes, visiting family and friends, and personal business.

Regardless of whether the respondent uses the bus in Warrington, 90% of overall respondents had access to a car and 57% had access to a bicycle.

Questions relating to the demographic information of the respondents were optional, 49% of respondents answered the questions relating to demographic information.

Of the respondents who chose to answer the demographic questions, 56% were male and 40% female with the remainder preferring not to say. With regards to ethnicity, 91% of respondents identified as white.

The respondents were asked if they supported or opposed three scheme principles:

- 1) Reduce bus journey times along the A50/A49 corridor.
- 2) Upgrade existing active travel measures along the A50/A49.
- 3) Improve bus reliability along the A50/A49.

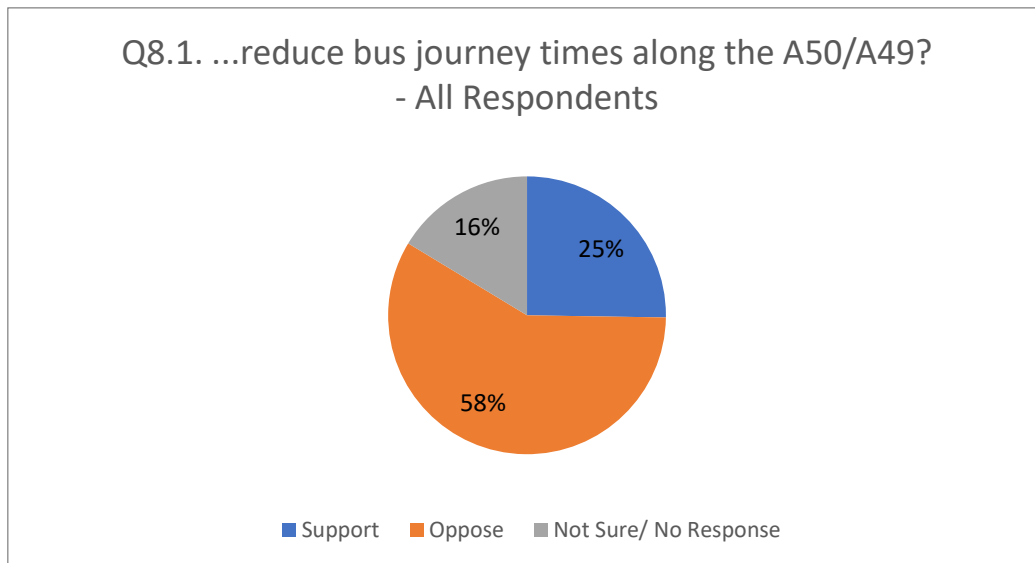
A summary of the responses to the project related questions are presented below.

Question 8.1 – Which of the below describes your support for the proposal to reduce bus journey times along the A50/A49?

All Respondents

The majority of all respondents (58%) did not believe that the proposals would reduce journey times for buses along the A50 and A49. Whilst, 25% of respondents did support the proposals' ability to reduce bus journey times along the route. 16% of respondents did not know, or did not answer this question. The results are presented graphically in Figure 7.

Figure 7: Feedback from all respondents on whether the proposals would improve bus journey times

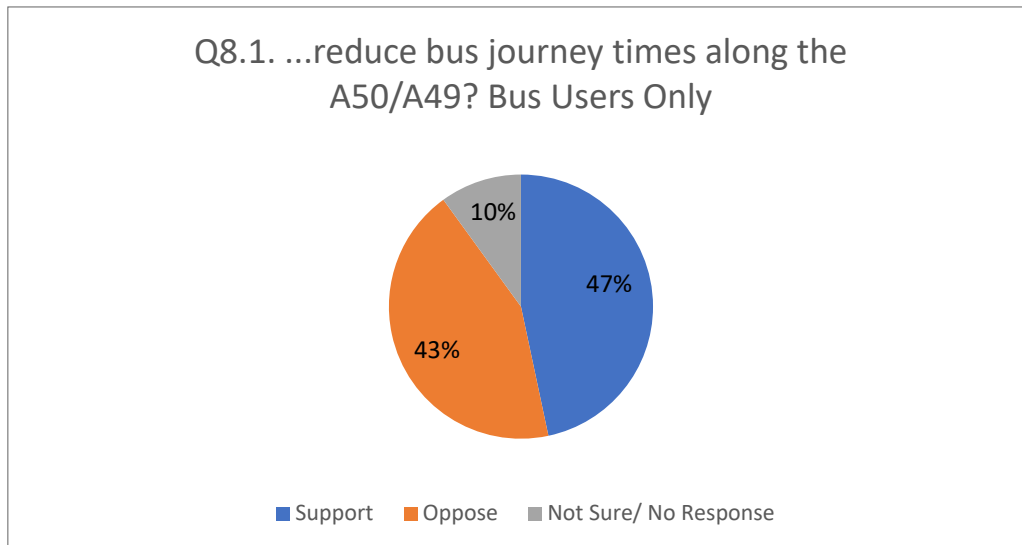


No. responses: 202

Bus Users Only

When considering bus users only, 47% of bus users believed that the proposals would improve journey times along the A50/A49. 43% of bus users did not support the proposals to improve bus journey times, whilst 10% did not know or respond to the question. The results from the bus users are presented in Figure 8.

Figure 8: Responses from bus users only

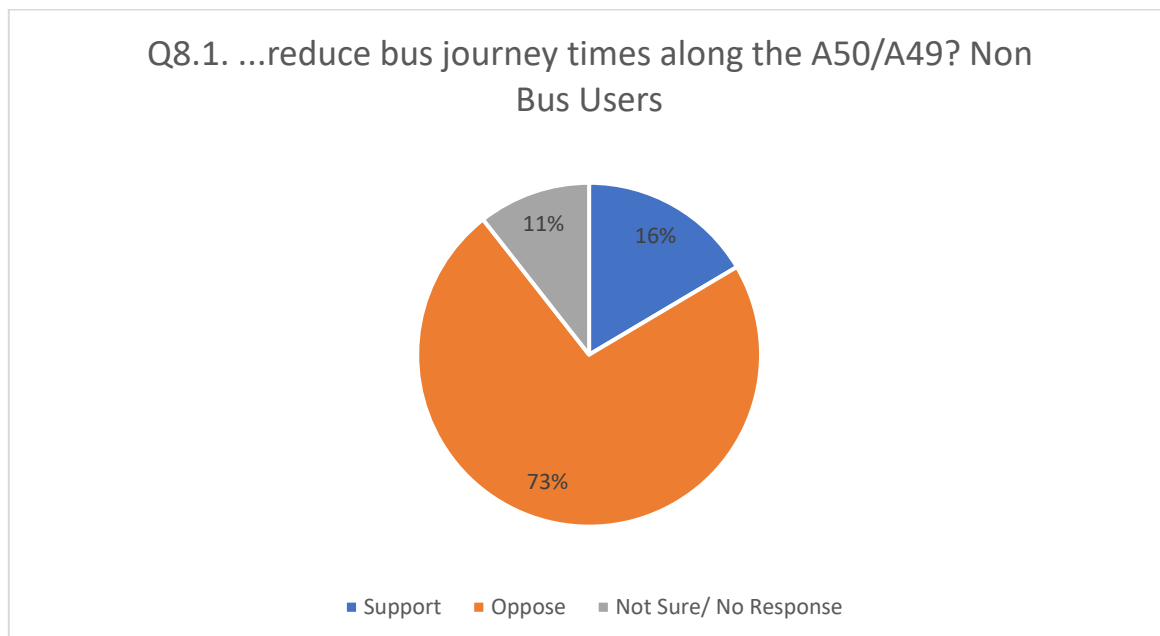


No. responses: 30

Non-Bus Users Only

Amongst non-bus users, 73% of respondents did not support the measure in relation to reducing bus journey times along the A50/A49, compared to 16% who did support the measures. 11% of respondents did not answer the question or did not have an opinion on the measures. These results are presented graphically in Figure 9.

Figure 9: Responses from non bus users



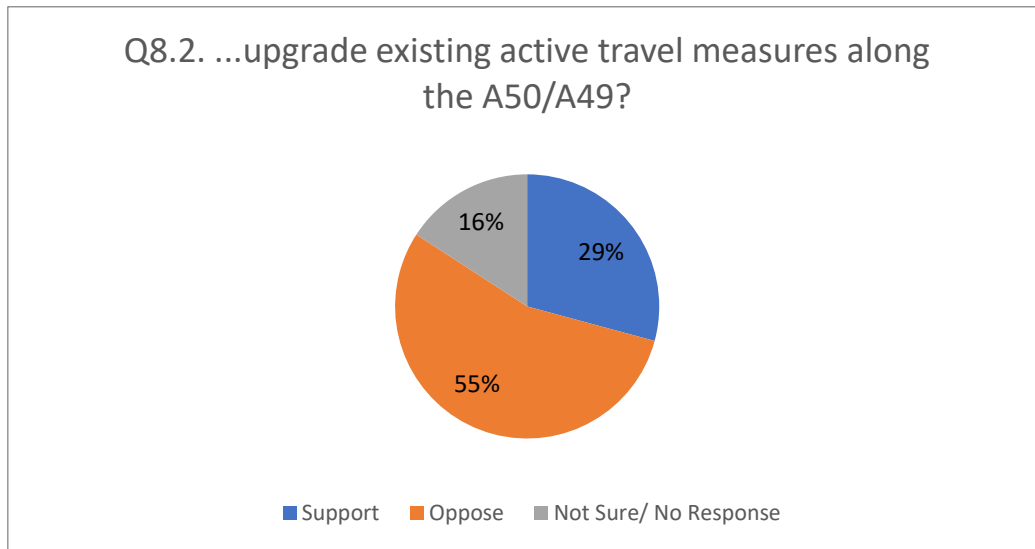
No. of responses: 85

Question 8.2 – Which of the below describes your support for the proposal to upgrade existing active travel measures along the A50/A49?

All Respondents

The majority of all respondents (55%) were opposed to upgrading active travel measures along the A49/A50, whilst 29% did support the improvements and 16% did not know or did not answer. The results from all respondents is presented graphically in Figure 10.

Figure 10: Feedback from all respondents as to whether they support active travel improvements along the corridor

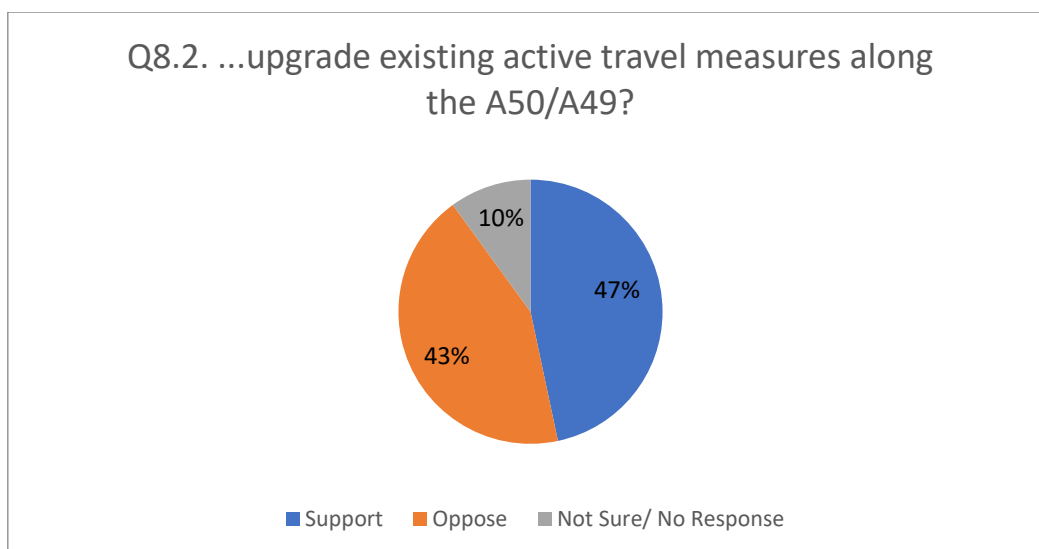


No. of responses: 202

Bus Users

Amongst bus users, 47% supported active travel improvements along the corridor, whilst 43% opposed the improvements. 10% of respondents did not know or did not respond to this question. The results are presented graphically in Figure 11.

Figure 11: Bus user response to active travel improvements.

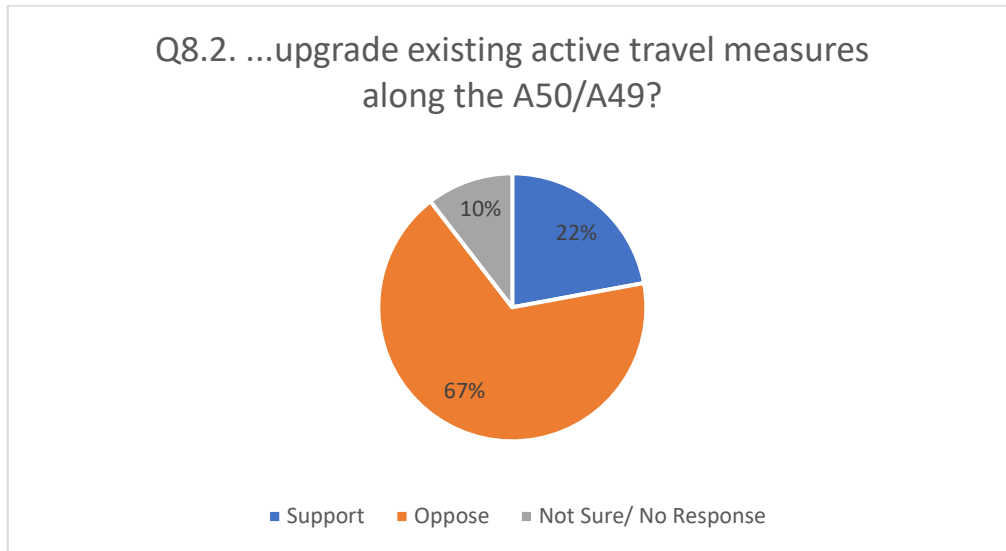


No. responses: 30

Non Bus Users

Amongst non bus users, 67% did not support improving active travel measures along the A50/A49 whilst 22% did support the measures. 10% of non bus users did not respond or did not know. The results are presented graphically in Figure 12.

Figure 12: Non-bus user response to active travel improvements.



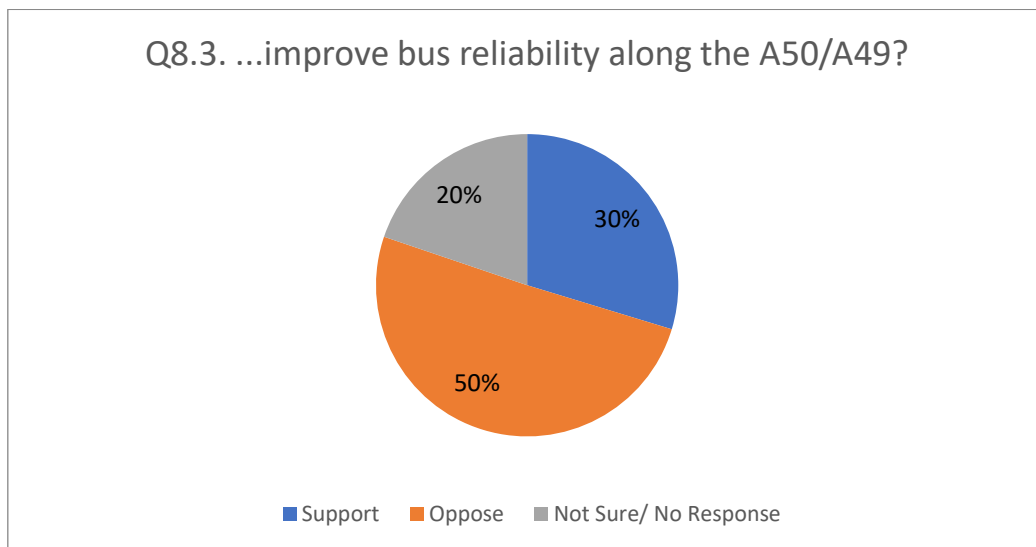
No. of responses: 85

Question 8.3 – Which of the below describes your support for the proposal to improve bus reliability along the A50/A49?

All Respondents

The majority of all respondents (50%) did not believe that the proposals would improve bus service reliability along the A50 and A49. Whilst 30% of respondents did support the proposals' ability to improve bus reliability along the route. 20% of respondents did not know, or did not answer this question. The results are presented graphically in Figure 13.

Figure 13: Feedback from all respondents as to whether the measures will improve bus reliability

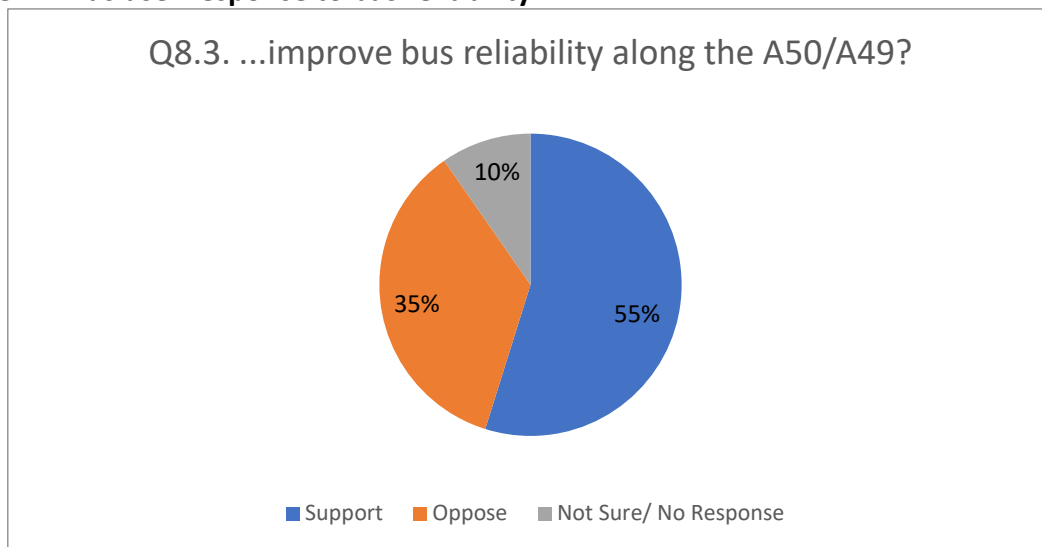


No. responses: 202

Bus Users

Amongst bus users, 55% support the proposals in its ability to improve bus reliability along the corridor, whilst 35% did not support the measures. 10% of respondents did not know or did not respond to this question. The results are presented graphically in Figure 14.

Figure 14: Bus user response to bus reliability

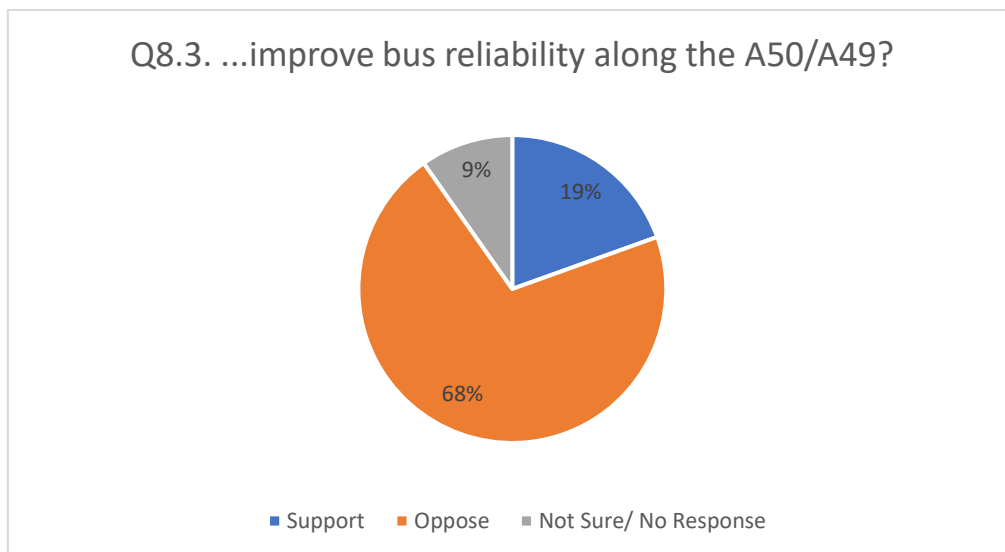


No. responses: 31

Non Bus Users

Amongst non bus users, 68% did believe that the measures would improve bus reliability along the corridor, whilst 19% did support the measures. 9% of non-bus users did not respond or did not know. The results are presented graphically in Figure 15.

Figure 15: Non-bus user response to bus reliability



No. responses: 85

3.4. Key Themes

During the consultation, respondents were asked if they had any comments on the proposals, a large number of comments were received, and common themes were identified. The following table presents the common themes and a response to the themes.

Theme	Response
Proposals would negatively impact car drivers	<p>The proposals would not take road space away from car drivers, buses would have new sections of carriageway to allow them to be separated from general traffic improving journey time and reliability.</p> <p>Comments were raised about how the proposals would impact emergency services – emergency vehicles would be able to use the bus lanes to bypass general traffic.</p>
Money should be spent elsewhere	The funding allocation is primarily provided by the Department for Transport to improve bus journeys in Warrington and support sustainable travel. The funding would be lost if not spent on this type of project and would be handed back to government.
Proposals won't work	The modelling demonstrates that there would be an improvement to bus journey times and the operation of key junctions along the route.
No one uses the buses	The proposals aim to improve bus journey times and reliability to make them an attractive mode of transport. The council has targets to broadly treble the number bus passengers in Warrington.
General support for the proposals	The proposals would improve journeys for bus users and non-bus users alike.
More bus services are required or an increased frequency of services	The bus service improvement plan would create a better environment for buses,
Improvements required for car drivers	<p>The proposals would not result in a loss of space for car drivers. The proposals would resurface sections of the A50 and A49.</p> <p>Improvements to bus journeys could result in less people using their cars and improve journeys for car drivers.</p>

3.5. Equality and Diversity Questions

The feedback questionnaire contained ten questions required under the Equality Act on age, gender, disability, and ethnic origin. Anonymous responses to these questions are provided in Appendix I.

4. SUMMARY

4.1. Summary

Public consultation was undertaken between November and December 2023 comprising an online survey and project web-page, featuring 3D fly through videos and details of the proposals, a localised leaflet drop to residents in the vicinity of the scheme, social media adverts and press releases and a series of publicised drop in public exhibitions.

Three public consultation events were held as follows:

- Warrington & Vale Royal College – Wednesday 29th November 2023 4.30pm-5.30pm
- Golden Square – Saturday 2nd of December 2023 – 10:00am-2.00pm
- Warrington Bus Interchange – Wednesday 6th December 2023 – 3.00pm – 6.00pm

At both the public consultation events and through online press coverage, residents were asked to respond via an online link or QR code to a questionnaire and their responses recorded online. There was a total of 202 responses from members of the public. The majority of which (87%) were residents within Warrington and almost half of the respondents (48%) did not use the bus.

The respondents were asked if they supported or opposed three scheme principles:

1. Reduce bus journey times along the A50/A49 corridor.
2. Upgrade existing active travel measures along the A50/A49.
3. Improve bus reliability along the A50/A49.

A summary of the results is provided below:

- 202 respondents completed the consultation feedback form.
- Almost half (48%) of the respondents never use the bus.
- 5% of respondents use the bus 5 or more times per week, whilst a further 12% use the bus but not every day.
- Amongst all responses the level of support is 45%
- Amongst bus users around 75% support the proposals.
- Amongst non-bus users, around 20% support the proposals.

Those respondents who did not support the proposals regularly stated in their responses that they felt the proposals would negatively impact car drivers, indeed some early misinformation on online media related to the mistaken assumption that one lane of the dual carriageway was to be reallocated to buses leaving just one lane for general traffic. This was incorrect but unfortunately seems to have influenced some respondents' perception of the scheme.

Other comments from respondents who did not support the scheme included that they felt the money should be spent on other things than public transport. In face-to-face discussion

and in the consultation material it was explained that the funding is specifically for bus priority and sustainable transport measures on the A49.

APPENDIX A – CONSULTATION LEAFLET



Better **BY BUS!**

A49 Winwick Road Bus Priority Consultation

Next Steps



Find out more

We will be holding public exhibitions at the following dates and times:

Date	Time	Place
Wednesday 29th November	16.00 to 19.30	Warrington and Vale Royal College, Crescent Room, Winwick Road WA2 8QA
Saturday 2nd December	10.00 to 14.00	Golden Square Shopping Centre, WA1 1UZ. Use the Old Market Square access, we will be based near Shoe Zone
Wednesday 6th December	15.00 to 18.00	Warrington Bus Interchange, Winwick Street WA1 1TS

Officers from the Council's transport team will be on hand to answer any questions you might have. There is an online feedback form which you can complete from 20th November to let us know your views. This can be found at: warrington.gov.uk/consultations or by scanning the QR code.



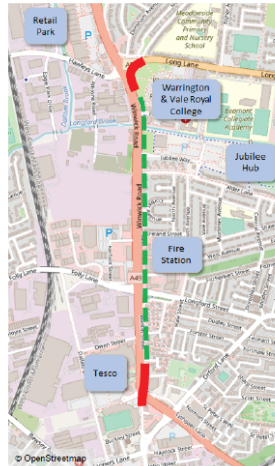
Alternatively, paper copies of the questionnaire will be available at the Consultation events. The closing date for feedback is the 17th December.

If you require additional information, please contact the project team at buses@warrington.gov.uk or 01925 44 33 22

Scan here to have your say

Public Consultation

The Council is enhancing bus services and infrastructure across the borough through a Bus Service Improvement Plan. New bus priority and improved walking and cycling measures are proposed in a southbound direction (towards the Town Centre) along the A49 Winwick Road between the A50 Long Lane and Lythgoes Lane. The plan below shows the extents of the proposals.



The proposals aim to reduce bus journey times, increase bus reliability and enhance walking and cycling facilities. The number of traffic lanes will not be reduced along the A50 Long Lane and A49 Winwick Road.

Working with the Department for Transport (DfT) and local bus operators, this scheme is one of a number of steps we are taking across the borough to improve the availability and reliability of bus services.

More information on the proposals and the Bus Service Improvement Plan can be found at www.warrington.gov.uk/bus-service-improvement-plan-bsip

- Walking and Cycling Improvements
- Bus Priority Measures (Southbound)

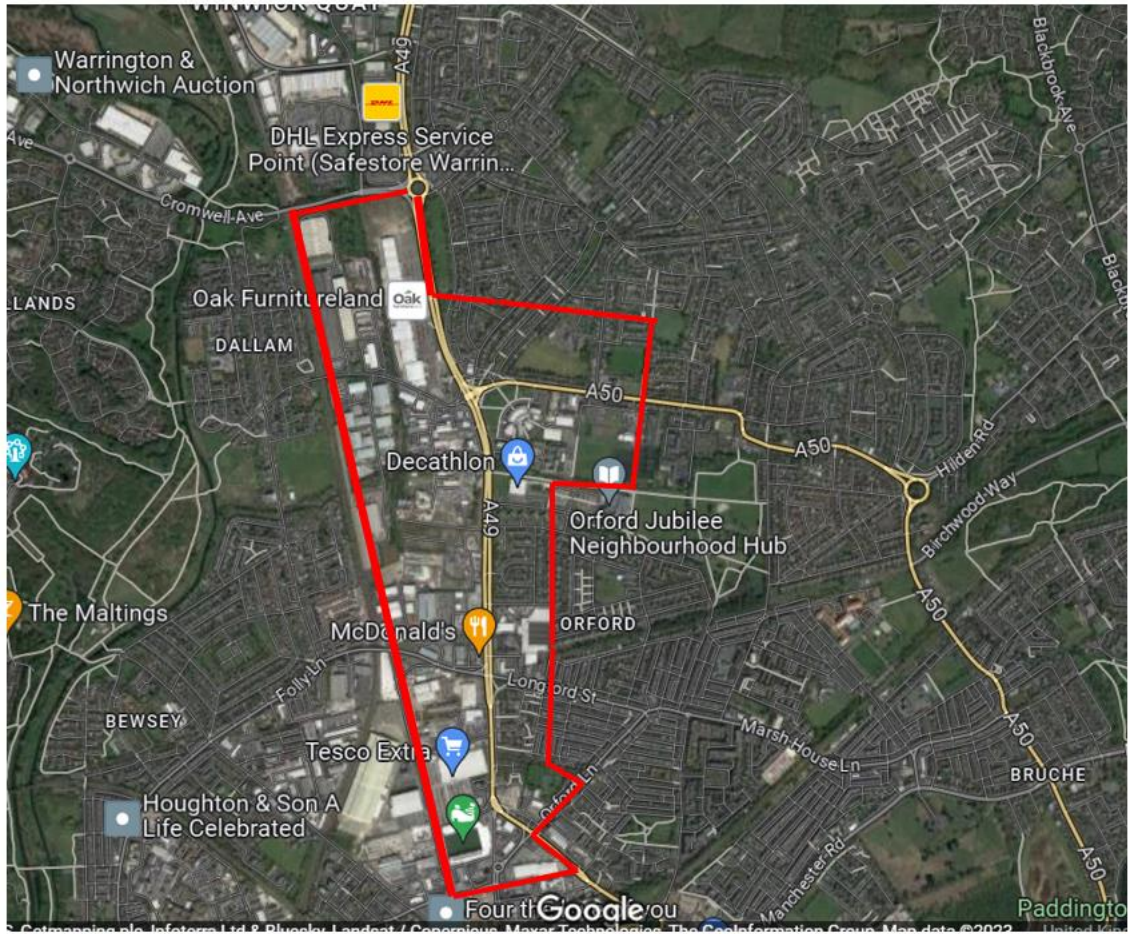


3D visualisations of the proposals



APPENDIX B

Consultation Leaflet Distribution Area



A49 Bus Service Improvement Plan Consultation

We are enhancing bus services and infrastructure across the borough, through our Bus Service Improvement Plan (BSIP).

New bus priority measures and improvements to walking and cycling facilities are being 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.


Working with the Department for Transport (DfT) and local bus operators, this is one of a number of steps we are taking across the borough to improve the availability and reliability of our bus network. Our plans include delivering infrastructure improvements, reducing fares and extending bus services across Warrington.

Public consultation

We ran a consultation from Monday 20 November until Sunday 17 December 2023. This consultation is now closed.

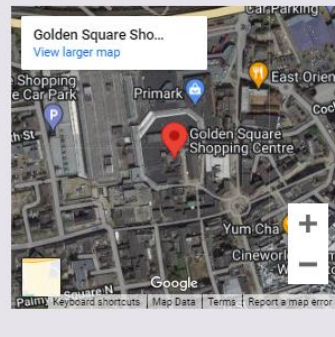
Warrington & Vale Royal College

Wednesday 29 November, 4pm - 7.30pm




Golden Square

Saturday 2 December, 10am - 2pm



Warrington Interchange Bus Station

Wednesday 6 December, 3pm - 6pm



The proposal

New bus priority and improved walking and cycling measures are 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 while minimising the impact on other forms of traffic.

The number of existing lanes for cars would not change, new carriageway will be built and the current road space remodelled. Motorists will not lose any lanes of traffic as part of the proposals and car journey times will remain approximately as they are now.

Objectives and Benefits

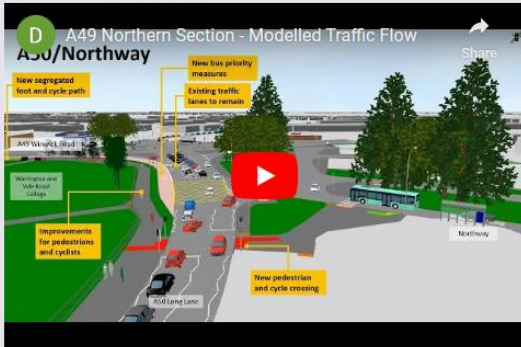
- Enhanced access to social, leisure, cultural and employment opportunities by public transport and active travel modes.
- More people using buses, walking and cycling.
- Reduced congestion from a shift to sustainable modes of travel will reduce carbon emissions and improve air quality.
- Reduced bus journey times.
- Reduce the variability and improve the punctuality of bus journeys.
- Increase bus usage on services operating on the A49 and across the borough.

Northern section

The junction of the A49 Winwick Road and A50 Long Lane.



Modelled traffic flow



Southern section

The junction of the A49 Winwick Road and Lythgoes Lane.



Modelled traffic flow



Share your views by completing the online survey



Frequently asked questions

What is proposed?



How will I benefit from the proposals?



How much do the proposals cost?



How will car users be impacted?



How much quicker will my bus journey be?



Why are you upgrading the existing foot and cycle paths?



When will construction start/end?



How much disruption and delay to traffic will be caused by the works?



Will the A49 be closed?



Why can't taxis use the proposed bus gates?



What about the rest of Warrington, what else is being done to improve bus travel?



[Have your say on bus priority plans | warrington.gov.uk](https://warrington.gov.uk)

Home / News / Have your say on bus priority plans

Pay

Repo

Have your say on bus priority plans



Warrington residents are being invited to share their views on plans to introduce new bus priority measures on Winwick Road and Long Lane.

Tuesday, 21 November 2023

Business | Climate | Community | Health | Transport

The proposals form part of the council's investment in sustainable transport, and the ongoing work to transform bus travel in Warrington, with faster, more reliable journeys.

Delivered through Warrington's Bus Service Improvement (BSIP) programme, the scheme would see new bus priority measures and improvements to walking and cycling facilities introduced 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 bus priority proposals consist of four short lengths of road that only buses can use (bus gates) which will make bus journeys quicker in this area. The bus gates are proposed in the following locations:

- **A50 Long Lane/A49 Winwick Road** – a bus gate is proposed on the corner of the A50/A49 outside Warrington and Vale Royal College. This will allow buses turning left onto the A49 to enter directly into the bus stop outside the college on the A49.
- **A49 Winwick Road (near Tesco)** – a set of signals and new road will be installed to allow buses to gain priority over queuing traffic to get to the bus stop.
- **A49 Winwick Road/Lythgoes Lane** – The Winwick Road arms of this junction will be remodelled to form two short lanes for buses to create a new southbound bus gate and quicker route to Warrington Bus Interchange.

The plans aim to enhance the bus user experience by reducing bus journey times and making services more reliable while minimising the impact on other forms of traffic.

Therefore, the number of existing lanes for cars would not change, with new carriageway to be built and existing road space remodelled. This means that motorists will not lose any lanes of traffic as part of the proposals and car journey times will remain approximately as they are now.

Walking and cycling facilities will be improved by creating and widening segregated walking and cycling paths where possible and providing two new toucan (walking and cycling) crossings - one outside Warrington and Vale Royal College on Long Lane and the other on Winwick Road, near the Halliwell Jones stadium.

Construction is expected to start in May 2024 and complete in December 2025. The construction would be phased to minimise disruption as much as possible and keep traffic flowing, while delivering the improvements in a quick and efficient manner.

The project will cost approximately £12.5 million to deliver, with the majority of funding (£10m) provided by the Department of Transport following a successful bid based on Warrington's BSIP, and the remainder funded by the council.

The council has launched a four-week public consultation on the plans, and is seeking feedback from residents, motorists, bus users and business owners. You can have your say by completing the [online survey](#)

You can also get involved in the consultation, learn more about plans, ask questions, and share your thoughts by attending one of the public events at:

- Warrington & Vale Royal College – Wednesday 29 November, 4pm-7.30pm
- Golden Square – Saturday 2 December, 10am-2pm
- Warrington bus interchange – Wednesday 6 December, 3pm-6pm

The A49 bus priority consultation runs until Sunday 17 December. You can find out more about the plans by visiting warrington.gov.uk/a49-bus-service-improvement-plan-consultation

Last update: 21 November 2023

APPENDIX E

Warrington Guardian Article

[Four new bus lanes proposed on some of Warrington's busiest roads | Warrington Guardian](#)

Four new bus lanes proposed on some of town's busiest roads – how to have your say

Four new bus lanes proposed on some of Warrington's busiest roads

Local government

Transport

By Nathan Okell @NathanOkell Chief Reporter

New bus lanes are planned on Winwick Road

New bus lanes are planned on Winwick Road

FOUR new bus lanes are being proposed on some of Warrington's busiest stretches of roads.

Warrington Borough Council is proposing bus gates – short lengths of road that only buses can use – on Winwick Road and Long Lane.

The first would be on the A50 Long Lane and A49 Winwick Road, on the corner of both outside Warrington and Vale Royal College.

The council says this would allow buses turning left onto the A49 to enter directly into the bus stop outside the college on Winwick Road.

A second is on Winwick Road near to Tesco, with a set of signals and new road proposed to allow buses to gain priority over queuing traffic to get to the bus stop.

Two more are proposed on the A49 Winwick Road and Lythgoes Lane, with the Winwick Road arms of the junction remodelled to form two short lanes for buses, creating a new southbound bus gate and quicker route to Warrington Bus Station.

Warrington residents are being invited to share their views on the plans, with Warrington Borough Council stating they will 'transform bus travel in the town, with faster, more reliable journeys'.

Councillors say the number of existing lanes for cars would not change, with new carriageways to be built and existing road space remodelled.

Warrington Guardian: How one of the bus lanes would look on the corner of Long Lane and Winwick Road
How one of the bus lanes would look on the corner of Long Lane and Winwick Road (Image: WBC)

This means that motorists will not lose any lanes of traffic as part of the proposals, and car journey times will remain approximately as they are now, the council says.

Walking and cycling facilities would also be improved by creating and widening segregated walking and cycling paths where possible.

Plans also propose two new toucan (walking and cycling) crossings – one outside Warrington and Vale Royal College on Long Lane and the other on Winwick Road, near Halliwell Jones Stadium.

Construction is expected to start in May next year and be completed by December 2025.

The construction would be phased to minimise disruption as much as possible and keep traffic flowing, while delivering the improvements in a quick and efficient manner.

The project will cost approximately £12.5million to deliver, with £10million provided by the Department of Transport following a successful bid, and the remainder funded by the council.

The council has launched a four-week public consultation on the plans and is seeking feedback from residents, motorists, bus users and business owners.

You can have your say by visiting smartsurvey.co.uk/s/wbcBSIPconsultation/

You can also get visit a public event on November 29 between 4pm and 7.30pm at Warrington and Vale Royal College, December 2 between 10am and 2pm at Golden Square, or December 6 between 3pm and 6pm at Warrington Bus Station. The consultation runs until December 17.

APPENDIX F

Public Exhibition Display Boards

A49 Bus Service Improvement Plan Consultation



Warrington Borough Council is enhancing bus services and infrastructure across the borough through a Bus Service Improvement Plan (BSIP).

New bus priority and improved walking and cycling measures are proposed in a southbound direction along the A49 Winwick Road between the A50 Long Lane and Lythgoes Lane. These boards set out the details of these proposals, and we are welcoming feedback.

Working with the Department for Transport (DfT) and local bus operators, this is one of a number of steps we are taking across the borough to improve the availability and reliability of our bus network.

Our plans include delivering infrastructure improvements, reducing fares and extending bus services across Warrington.

You can share your thoughts on our A49 plans either by filling out the online feedback form or by using the paper form available at today's consultation event. You can also give feedback using the contact details provided on the final board.

This consultation is open between Monday 20 November and Sunday 17 December 2023.

HAVE YOUR SAY

You can have your say by using your phone to scan this QR code, completing a feedback form online, or collecting a paper copy on request.

You can also share your feedback by visiting www.warrington.gov.uk/consultations



3D Visualisation of northern section

The proposals



3D Visualisation of northern section



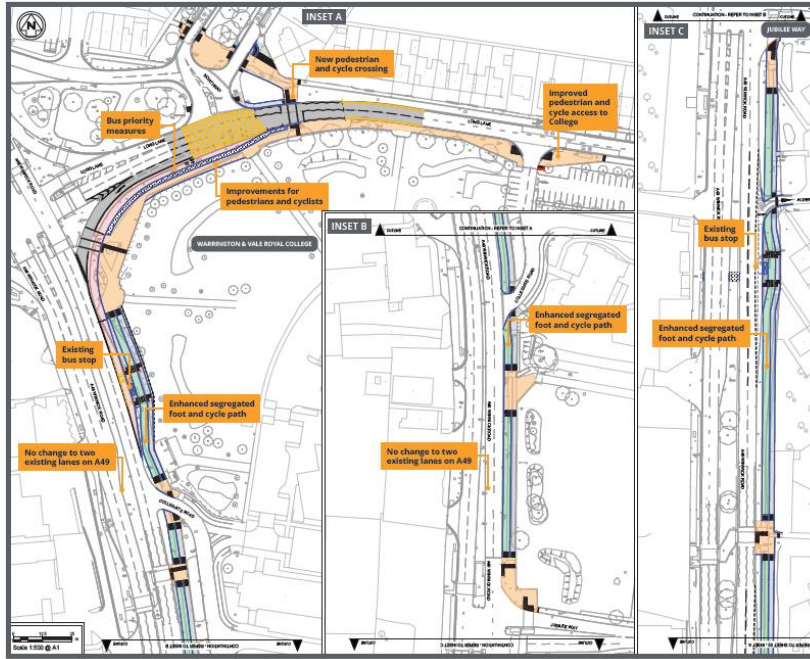
3D Visualisation of southern section

HAVE YOUR SAY

You can have your say by using your phone to scan this QR code, completing a feedback form online, or collecting a paper copy on request.

You can also share your feedback by visiting www.warrington.gov.uk/consultations

Scheme details: northern section

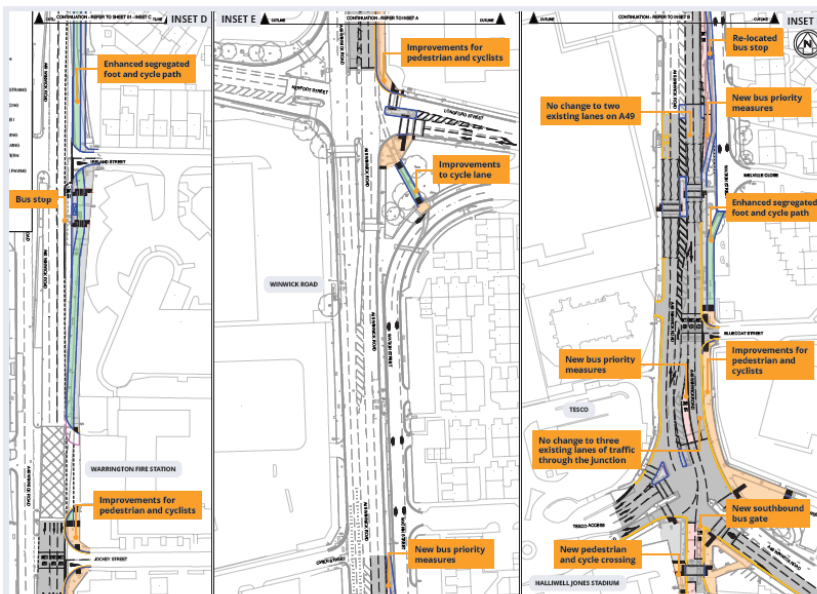


HAVE YOUR SAY

You can have your say by using your phone to scan this QR code, completing a feedback form online, or collecting a paper copy on request.

You can also share your feedback by visiting www.warrington.gov.uk/consultation

Scheme details: southern section



HAVE YOUR SAY

You can have your say by using your phone to scan this QR code, completing a feedback form online, or collecting a paper copy on request.

You can also share your feedback by visiting www.warrington.gov.uk/consultation

Objectives and Benefits



TOWN



Enhanced access to social, leisure, cultural and employment opportunities by public transport and active travel modes.



More people using buses, walking and cycling.



PEOPLE



Reduced congestion from a shift to sustainable modes of travel will reduce carbon emissions and improve air quality



Enhanced access to employment, training, goods and services by bus and active travel modes.



TRAVEL



Reduced bus journey times.



Reduce the variability and improve the punctuality of bus journeys.



Increase bus patronage on services operating on the A49 and across the borough.



HAVE YOUR SAY

You can have your say by using your phone to scan this QR code, completing a feedback form online, or collecting a paper copy on request. You can also share your feedback by visiting www.warrington.gov.uk/consultation.



Improving bus services in Warrington



We were successful in bidding for funding from the DfT to improve bus services and infrastructure across Warrington.

Beginning with the opening of our new bus depot in Spring 2023, and running through until 2025, we're improving bus services in Warrington by...



New and Improved bus services in Warrington



“ It is essential that buses remain an attractive option that encourages people to use them.

The Winwick Road bus priority package will ensure the most used bus corridor in Warrington remains on time and gives speedy journeys for the town's people.

The Bus Priority measures will also assist sustainable modes, which again encourages the use of buses instead of cars, helping the environment, local air quality and reducing the overall number of cars clogging roads.

This benefits everyone in Warrington with no loss of road space overall.

Warrington's Own Buses (Ben Wakerley – Managing Director) ”

“ We are delighted that the new Bus Priority measures on Winwick Road will help speed up our B52 bus service and make journey times that bit quicker and smoother for our passengers who are travelling to and from work at the Omega site.

Omega Busways (Ian Howard – Director) ”

Service Number	Description	Operator	Status	Days of operation
23	Warrington – Cinnamon Brow – Orange Grove and Ryfields Village Daytime shopper – hourly service	MD	New	Monday-Saturday
31 / 31A / 33	Penketh local services with connections to Westbrook / Gemini Daytime shopper – hourly service	MD	New	Monday-Saturday
B29	Burtonwood – Omega – Gemini – Westbrook Daytime shopper – hourly service	MD	New	Monday-Saturday
24	Woolston – Padgate – Birchwood	WOB	New	Monday-Saturday
47	Warrington – Weaste Lane – Statham Daytime – hourly service	Howards	New	Monday-Saturday
329	Warrington – Burtonwood – St Helens Hourly Evening Service (trials using LTF)	Arriva	New	Daily
10	Warrington – Walton (Daresbury) – Hatton Daytime and Peak	Howards	New	Monday-Saturday
22	Warrington – Earlstown (Daytime)	WOB	Enhanced	Sunday / Pub Holidays
17	Warrington – Birchwood – Gorse Covert (Hourly – Evenings)	WOB	Enhanced	Monday-Saturday
3 / 13 / 22	Warrington – Marrinscroft – Hollins Green Warrington – Chappelford – Omega Warrington – Earlstown (Evenings – each hourly)	WOB	Enhanced	Monday-Saturday
1 / 2	Warrington – Westy Evenings (e. 30 mins)	WOB	Enhanced	Monday-Saturday
11 / 12 / 32	Warrington – Gainsborough Rd – Westy Warrington – Penketh – Widnes	WOB	Enhanced	Monday-Saturday
16	Warrington – Hospital – Dallam Evenings (e.30 mins)	WOB	Enhanced	Monday-Saturday
19	Warrington – Croft – Culcheth Evenings (hourly)	WOB	Enhanced	Monday-Saturday
20 / 21	Warrington – Orford – Longford – Warrington Evenings (e.30 mins combined)	WOB	Enhanced	Monday-Saturday
25 / 28A	Warrington – Birchwood Warrington – Leigh (Evenings hourly)	WOB	Enhanced	Monday-Saturday
19 / 28	Warrington – (Croft) – Culcheth – Leigh	WOB	Enhanced	Saturday

HAVE YOUR SAY

You can have your say by using your phone to scan this QR code, completing a feedback form online, or collecting a paper copy on request.

You can also share your feedback by visiting www.warrington.gov.uk/consultation

Next steps and get in touch



This consultation closes on Sunday, 17 December. We will carefully consider all feedback and suggestions submitted during this period. Results from the consultation will be made available on the Council's website.



Contact us:

@ Email: buses@warrington.gov.uk

Phone number: 01925 44 33 22

HAVE YOUR SAY

You can have your say by using your phone to scan this QR code, completing a feedback form online, or collecting a paper copy on request.

You can also share your feedback by visiting www.warrington.gov.uk/consultation


APPENDIX G

Example Sample Social Media Posts


X

Settings

← Post

 **Warrington Borough Council**
@WarringtonBC

We're inviting everyone to share their views on our plans for new bus priority measures on Winwick Road and Long Lane. Aimed at making bus journeys quicker, the plans will see new carriageway built, meaning there'll be no removal of lanes for motorists orlo.uk/c3T2X ✓




ALT

12:51 pm · 21 Nov 2023 · 5,580 Views


X

Settings

← Post

 **Warrington Borough Council**
@WarringtonBC

The proposed bus priority measures on the A49 support our wider 'Better By Bus' programme which is enhancing services in Warrington, with £1/£2 fares, improved timetables and much more. Share your views on our plans orlo.uk/zDfAE ✓



ALT

3:02 pm · 14 Dec 2023 · 1,823 Views

APPENDIX H

Consultation Questionnaire

Q1

Which of the following best describes your interest in the survey? Please select one option.

Answer Choices

A local resident who lives in Warrington

A person who works in Warrington

Local Borough, Town or Parish Councillor

Local Business owner/Manager

A group or organisation

Visitor to Warrington

Q2

What is your postcode? For example WA1 2NH, WA13 0AB. This is used for geographical analysis only and will not be used to identify or contact you.

Q3

How often do you use the bus services in Warrington? Select one option.

Answer Choices

5 days a week or more

3 – 4 days a week

1 – 2 days a week

Less than once a week but more than once a month

Once a month

Less than once a month

Never

Q4

For what journey purposes do you use the bus in Warrington? Select all that apply.

Answer Choices

Commuting to / from work

Business purposes

Travel to / from education

Shopping

Visiting friends / family

Medical / Hospital appointments

Personal business (e.g. bank, hairdressers etc)

Social / leisure / recreation

Other (please specify): [Show](#)

Q5

Do you have access to the following vehicles? Select one option in each row.

Answer Choices

Car

Motorbike/ moped

Van/ Light Goods Vehicle

Bicycle

Q6

Do you travel along the A49 Winwick Road/A50 Long Lane? Select one option. [View MAP](#)

Answer Choices

Yes

No (go to the next page)

Q7

During a typical week how often would you say you travel along the A49 Winwick Road/A50 Long Lane. Select one option.

Answer Choices

More than 4 times a day

2-3 times a day

Once a day

Once every couple of days

Less often

Q8

Which of the below best describes your support for the proposal to... Select one option in each row.

Answer Choices

...reduce bus journey times along the A50/A49?

...upgrade existing active travel measures along the A50/A49?









...improve bus reliability along the A50/A49?




Q9

If you have any further comments about the Bus Service Improvement Plan write in the space below.

APPENDIX I

Equalities Monitoring Responses







1. Age. Please select one option.				
Answer Choices			Response Percent	Response Total
1	Below 16 If below 16, please state age in the box below		0.00%	0
2	16-24		3.45%	3
3	25-34		18.39%	16
4	35-44		25.29%	22
5	45-54		19.54%	17
6	55-64		20.69%	18
7	65-74		9.20%	8
8	75-84		1.15%	1
9	85 or over		0.00%	0
10	Prefer not to say		2.30%	2
			answered	87
			skipped	115

2. Gender. Please select one option.				
Answer Choices			Response Percent	Response Total
1	Male		55.68%	49
2	Female		39.77%	35
3	Non-Binary		0.00%	0
4	Prefer not to say		4.55%	4
			answered	88
			skipped	114

3. Is your gender identity the same as your sex registered at birth? Please select one option.

Answer Choices		Response Percent	Response Total
1	Yes		95.40% 83
2	No		1.15% 1
3	Prefer not to say		3.45% 3
		answered	87
		skipped	115

4. What is your relationship status? Please select one option.

Answer Choices		Response Percent	Response Total
1	Single		15.12% 13
2	Married		55.81% 48
3	Co-habiting		18.60% 16
4	Separated		0.00% 0
5	Divorced		3.49% 3
6	Widowed		1.16% 1
7	In a same sex marriage		0.00% 0
8	In a same sex civil partnership		0.00% 0
9	Prefer not to say		5.81% 5
		answered	86
		skipped	116

5. How would you describe your ethnic origin? Please select one option.

Answer Choices		Response Percent	Response Total
1	White	90.91%	80
2	Asian or Asian British	1.14%	1
3	Mixed or multiple ethnic groups	2.27%	2
4	Black, Black British, Caribbean or African	0.00%	0
5	Other ethnic group	0.00%	0
6	Prefer not to say	5.68%	5
		answered	88
		skipped	114

White. Please select one option.

Answer Choices		Response Percent	Response Total
1	English, Welsh, Scottish, Northern Irish or British	94.94%	75
2	Irish	2.53%	2
3	Gypsy or Irish Traveller	0.00%	0
4	Roma	0.00%	0
5	Any other white background (please state)	2.53%	2
		answered	79
		skipped	123

Any other white background (please state) (2)

1	21/11/2023 21:22 PM ID: 232069161	Hungarian
2	21/11/2023 21:35 PM ID: 232071526	European

Asian or Asian British. Please select one option.

Answer Choices		Response Percent	Response Total
1	Indian	0.00%	0
2	Pakistani	0.00%	0
3	Bangladeshi	0.00%	0
4	Chinese	0.00%	0
5	Any other Asian background (please state)	100.00%	1
		answered	1
		skipped	201
Any other Asian background (please state) (1)			
1	12/12/2023 13:57 PM ID: 233768601	Hong Kong	

Mixed or multiple ethnic groups. Please select one option.

Answer Choices		Response Percent	Response Total
1	White and Black Caribbean	0.00%	0
2	White and Black African	0.00%	0
3	White and Asian	0.00%	0
4	Any other mixed background (please state)	100.00%	2
		answered	2
		skipped	200
Any other mixed background (please state) (2)			
1	21/11/2023 16:46 PM ID: 232011498	White, Maltese, irish	
2	14/12/2023 05:30 AM ID: 233916813	White and Indian	

Black, Black British, Caribbean or African. Please select one option.

Answer Choices		Response Percent	Response Total
1	Caribbean	0.00%	0
2	African	0.00%	0
3	Any other Black, Black British or Caribbean background (please state)	0.00%	0
		answered	0
		skipped	202
Any other Black, Black British or Caribbean background (please state) (0)			
No answers found.			


Other ethnic group. Please select one option.

Answer Choices		Response Percent	Response Total
1	Arab	0.00%	0
2	Any other ethnic group (please state)	0.00%	0
		answered	0
		skipped	202
Any other ethnic group (please state) (0)			
No answers found.			







6. How would you describe yourself? Please select one option.

Answer Choices		Response Percent	Response Total
1	Straight/Heterosexual	85.54%	71
2	Lesbian/Gay woman	1.20%	1
3	Gay man	4.82%	4
4	Bisexual	2.41%	2
5	Other sexual orientation	0.00%	0

6. How would you describe yourself? Please select one option.

6	Prefer not to say		6.02%	5
			answered	83
			skipped	119

7. Your religion or belief. Which group below do you most identify with? Please select one option.



Answer Choices			Response Percent	Response Total
1	No religion or belief		45.98%	40
2	Christian (Church of England, Catholic, Protestant and all other Christian denominations)		44.83%	39
3	Buddhist		1.15%	1
4	Hindu		0.00%	0
5	Muslim		1.15%	1
6	Jewish		0.00%	0
7	Sikh		0.00%	0
8	Prefer not to say		3.45%	3
9	Any other religion.(please specify):		3.45%	3
			answered	87
			skipped	115
Any other religion.(please specify): (3)				
1	22/11/2023 14:57 PM ID: 232187977	Jedi		
2	23/11/2023 17:22 PM ID: 232328161	I don't think you have the right to ask this question I'm		
3	11/12/2023 18:40 PM ID: 233674781	Pagan		

8. Are you currently pregnant or have you been pregnant in the last year? Please select one option.




Answer Choices	Response Percent	Response Total
1 Yes	1.15%	1

Data exported from Smart Survey 191223. consultation@warrington.gov.uk







8. Are you currently pregnant or have you been pregnant in the last year? Please select one option.

2 No		93.10%	81
3 Prefer not to say		5.75%	5
		answered	87
		skipped	115





9. Outside of work is there anyone who relies on you for care and attention AND that you assist with their daily routine? Please select one option.

Answer Choices	Response Percent	Response Total	
1 Yes		46.59%	41
2 No		45.45%	40
3 Prefer not to say		7.95%	7
		answered	88
		skipped	114









9.1 If you answered yes to the above question, please indicate the circumstances. Please select all that apply.

Answer Choices	Response Percent	Response Total	
1 Child/Children		59.09%	26
2 Grandchild/Grandchildren		11.36%	5
3 Adult (18+)		18.18%	8
4 Disabled adult/s		22.73%	10
5 Older person/people aged 70+		29.55%	13
6 Prefer not to say		9.09%	4
		answered	44
		skipped	158

10. Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? Please select one option.

1	Yes a little		15.29%	13
2	Yes a lot		14.12%	12
3	No		65.88%	56
4	Prefer not to say		4.71%	4
			answered	85
			skipped	117

10.1 If you answered 'yes' to the previous question, please state the type of impairment. If you have more than one, please tick all that apply.

Answer Choices			Response Percent	Response Total
1	Autistic Spectrum		14.81%	4
2	Learning Disability/Difficulty		11.11%	3
3	Long-standing illness		37.04%	10
4	Mental Health condition		33.33%	9
5	Other Developmental Condition		3.70%	1
6	Physical Impairment		51.85%	14
7	Sensory Impairment		18.52%	5
8	Other (please specify):		22.22%	6
			answered	27
			skipped	175

Other (please specify): (6)

1	21/11/2023 13:18 PM ID: 231951795	
2	21/11/2023 13:40 PM ID: 231958193	Old age
3	22/11/2023 12:19 PM ID: 232158095	arthritis
4	27/11/2023 09:52 AM ID: 232512976	you should cater to a minority group, cater the to the town
5	11/12/2023 19:24 PM ID: 233678797	Osteoarthritis
6	14/12/2023 05:30 AM ID: 233916813	Ambulatory wheelchair user