



LIVERPOOL
CITY REGION
COMBINED AUTHORITY

METROMAYOR
LIVERPOOL CITY REGION

LIVERPOOL CITY REGION BUS SERVICE IMPROVEMENT PLAN



October 2021

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Foreword

Good public transport is vital for connecting our communities with opportunity and with each other, but too many people face being left behind by a transport system that does not work for them. As a minimum, our region should have what London has had for decades: a network that is quick, cheap, reliable and makes getting around as easy as possible.

In the Liverpool City Region, bus services are a lifeline that many people heavily rely on, with 82% of all public transport journeys in the region being taken by bus. But people tell us that bus services in our region can be unreliable, expensive and part of a system that is both too complex and difficult to navigate.

The impact of the pandemic has given us the chance to pause and reflect on the region and the transport network that we would like to see. Our region, like many others, does not want to return to business as usual – or buses as usual.

Our public transport network is about so much more than just taking people from A to B. It is the key that unlocks the door to boundless opportunities. It is the difference between a modern, vibrant and connected region and one frozen in time. And it is one of the most powerful weapons in our armoury in the fight against climate change and poor air quality.

The public transport network we are building will be a major catalyst for the region we are building too: stronger, fairer, greener and more inclusive.

That is why our Bus Service Improvement Plan (BSIP) is so important. We have already taken big steps to improve bus services across our region. From contactless payments as standard and the continued success of MyTicket, to ongoing work towards reregulation and placing the order for our first fleet of hydrogen-powered buses, we're racing towards the future.

The BSIP will give us the platform to take things to the next level. To do that, we must offer people a service they can rely on, fares they can afford and simple, user-friendly ticketing. Catching the bus has to become the obvious choice for getting around quickly and inexpensively. We will be creating new bus lanes and specific Green Bus Routes to create that reliability by prioritising buses, delivering faster journeys along some of the city region's busiest roads.

In the future, we want other areas to look enviously at our city region as a model that they want to replicate. A better transport network, fully integrated and designed around the needs of the people who use it. We still have a way to go get there but we believe that our BSIP makes bus the obvious vehicle to take us there.



Steve Rotheram
Mayor of the Liverpool
City Region

Steve Rotheram



Cllr Liam Robinson
Portfolio Holder for
Transport and Air Quality

Liam Robinson



Kim Johnson MP
Chair of the Liverpool
City Region APPG

Kim Johnson



Our Liverpool City Region -
The Three Graces, Liverpool



Introduction

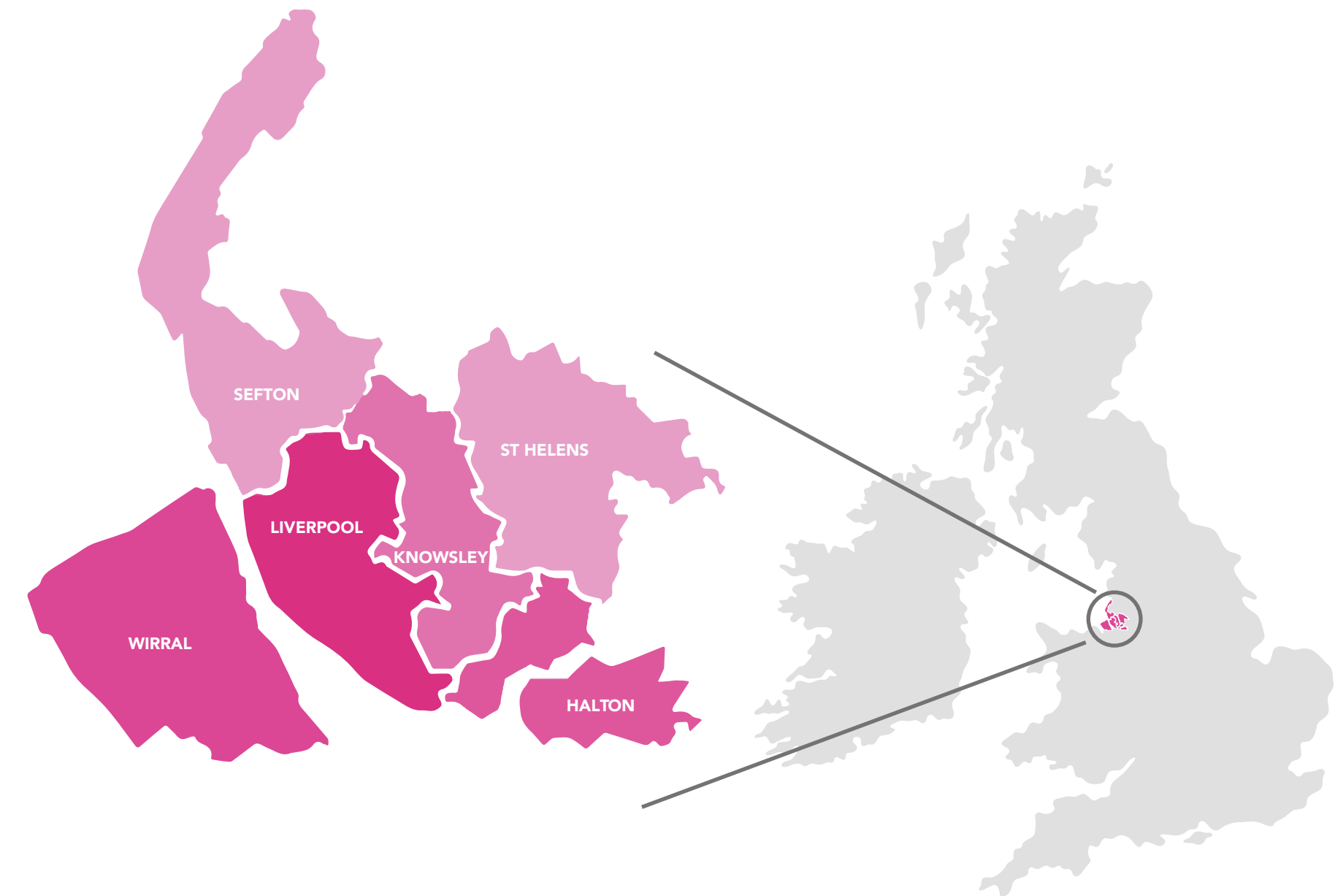
The Liverpool City Region

The Liverpool City Region (LCR) is made up of the six local authority areas of Halton, Knowsley, Liverpool, Sefton, St Helens and Wirral and is home to 1.6 million people.

We are a diverse and welcoming region, proud of our cultural vibrancy, internationally recognised brand, and the significant economic progress of the previous decade. As we start to emerge from the pandemic, leaders across the city region are more ambitious for growth than ever, and determined to realise our vision for a fairer, stronger, cleaner city region, where no one is left behind. There is a fundamental role for bus to play to support the LCR in achieving this vision. This will require a substantial shift in how we deliver bus services across the city region, even more so given the significant impact of the pandemic on bus use.

This Bus Service Improvement Plan (BSIP) sets out our ambitious plans for the city region's largest ever investment in bus, aligned to Bus Back Better. It focuses on improving services so that they are more frequent, reliable, affordable, and easier for passengers to understand. To achieve this, we have ten investment priorities that will transform bus services across the region. These include existing development projects such as the introduction of hydrogen buses on our busiest bus route and new proposals such as Bus Rapid Transit. It also includes reform of the bus system by introducing either franchising or an enhanced partnership, to ensure the bus system is structured to best meet passenger needs.

The BSIP covers the period 2022 – 2025. It will be reviewed annually and progress against BSIP targets will be published every six months. The document is available on the LCRCA website (*Governance > Policy Documents > Transport*).



Our ask:

An investment of £667.4m over the next three years will enable the city region to begin the transformation of its bus services, and achieve the shared ambitions set out in Bus Back Better and the LCR's Vision for Bus.

Our city region priorities

Our aim is for a fairer, stronger, cleaner city region where no one is left behind. Buses will continue to play a vital role in addressing our five priority areas which support this aim.



Introducing our Investment Priorities for Bus

The BSIP sets out the measures required to meet the LCR's Vision for Bus and the objectives of Bus Back Better. Together, these measures will deliver a fundamental shift in how bus services are delivered, so that more passengers want, and are able, to travel by bus.



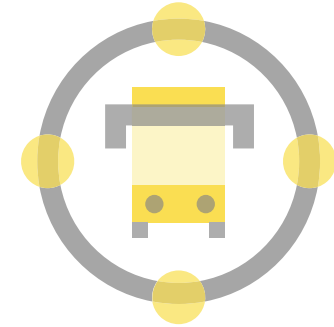
Quick and reliable bus journeys

Green Bus Routes -

scaling up and advancing the delivery of bus priority measures on our first five Green Bus Routes.

Bus Rapid Transit -

developing proposals to introduce a Bus Rapid Transit system for the region, focused initially on Wirral Waters and Liverpool Knowledge Quarter.



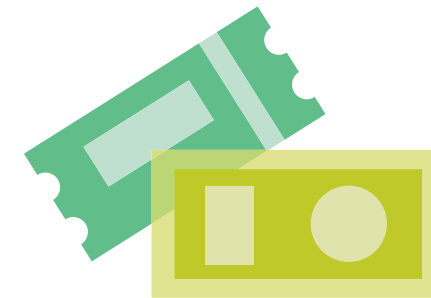
A comprehensive and integrated bus network

Enhancing our bus network -

sustaining and enhancing the network including improving frequencies and greater off-peak bus provision.

Integrating Halton -

enhancing the bus network and infrastructure in Halton in order to fully integrate it into the city region's transport system.



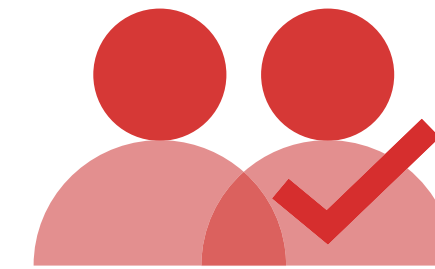
Straight forward ticketing and great value fares

Affordable fares -

fare reductions to support better value multi-operator daily, weekly and monthly bus tickets.

Tap and go -

delivering "tap-and-go" contactless ticketing with daily and weekly fare-capping.



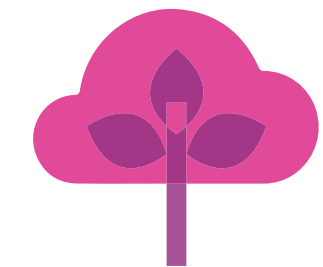
An excellent passenger experience

MetroBus -

accelerating the introduction of MetroBus branding across the bus network, in line with a clear local transport identity.

Passenger charter -

setting standards that passengers should expect to see on bus services in the city region.



An emission-free bus system

Hybus -

scaling up the deployment of zero emission buses, building on the existing Hybus project.

To support delivery, we will **reform** our bus services by introducing either Franchising or an Enhanced Partnership, with the LCR setting out its preferred option in early 2022. In 2020 the LCRCA agreed that Franchising was the emerging leading option for reform.



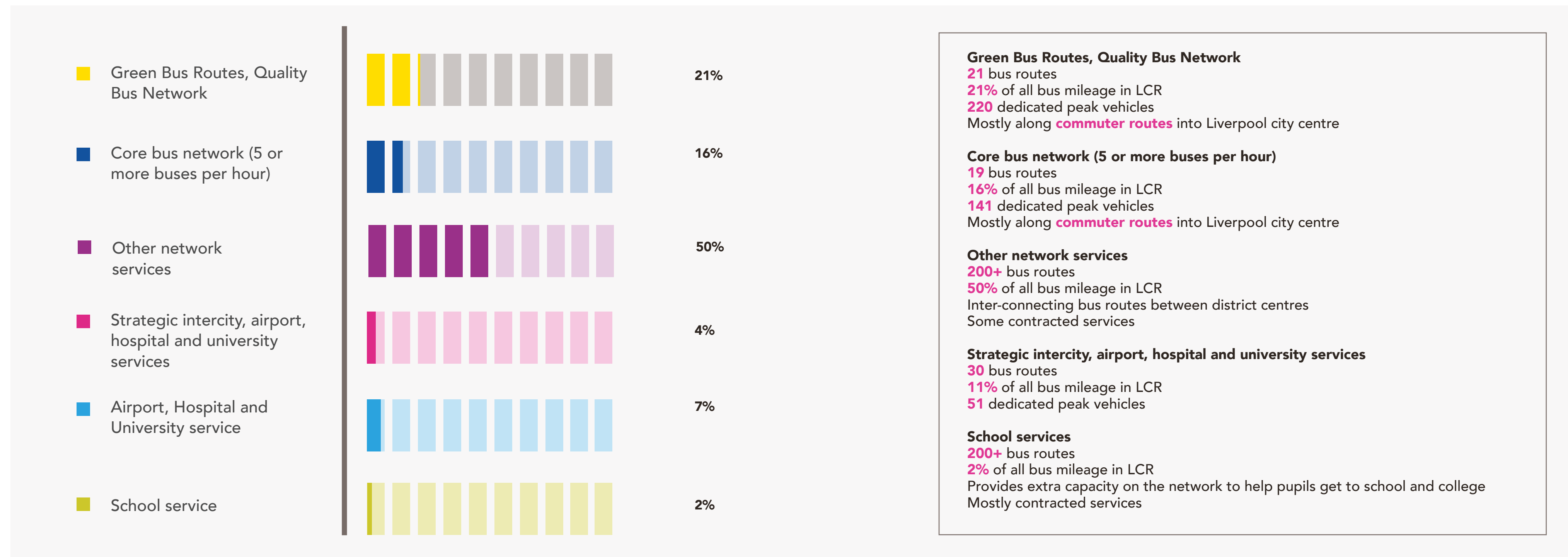
**Our Liverpool City Region -
Silver Jubilee Bridge, Halton**



The Bus Network, Operators and Passengers

Currently, 17 bus operators provide around 400 scheduled bus services across the LCR. Arriva and Stagecoach are the two major operators in the area, and their fleets account for 75% of all buses operating in the region.

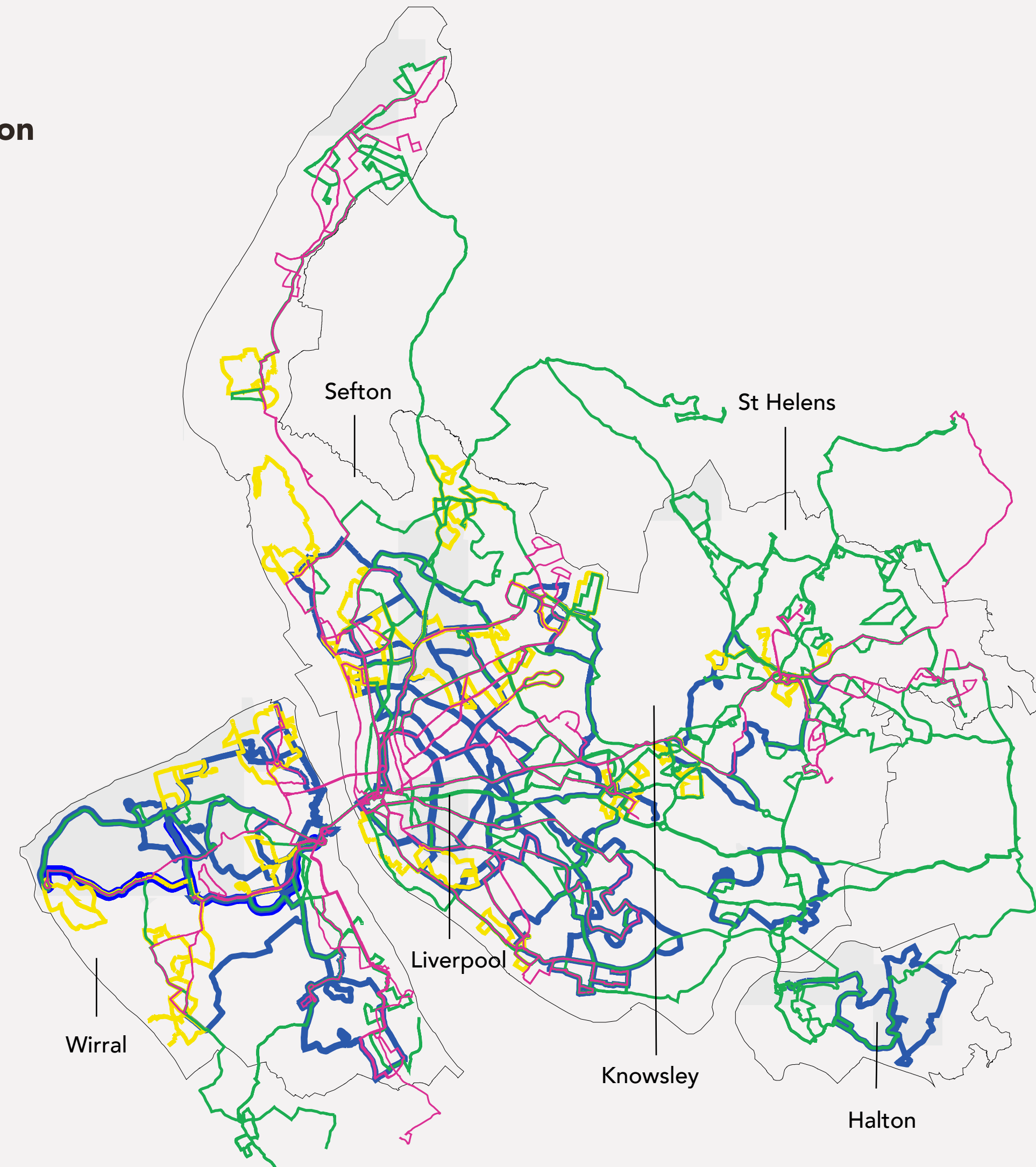
Contracted/supported bus services make up around 10% of the LCR's bus network, with the LCR setting aside a budget of £20.2m for these in 2021/22. The LCR's Key Route Network (KRN) of local roads applies where more than 4 buses an hour operate on any stretch of highway.



Our current network

- Services every 10 mins or better
- Services every 10-30 mins
- Feeder services
- Orbital services

Liverpool City Region network map



Case Study: The Liverpool City Region's Award-Winning Bus Alliance

The LCR Bus Alliance was launched in September 2016 against a backdrop of declining bus use, a lack of investment in bus and the need to improve passenger confidence. It was formed as a partnership between the LCRCA, Arriva and Stagecoach, underpinned by a Voluntary Partnership Agreement. The Alliance enables partners to align behind common goals and work jointly, within an agreed framework, to drive social and economic growth for the LCR. The high-level objectives of the LCR Bus Alliance are to grow fare paying patronage and improve passenger satisfaction. The ongoing standards already set by the LCR Bus Alliance will be the base from which we will continue to develop our bus network.

The Alliance has achieved a significant improvement to the region's bus offer and delivered a number of positive outcomes including:

- **Over £50m investment in the local bus offer**
- **16.2% increase in fare-paying patronage**
- **91% passenger satisfaction ratings**
- **One customer service point of contact for all bus passengers in the LCR**
- **A stable bus network with and changes taking place on 4 coordinated change dates each year**
- **Integration of the Bus Open Data Service into passenger information systems, including live disruption messaging**
- **Removal of the complex zonal fare system for bus tickets**
- **An enhanced and coordinated in-service cleaning regime**



Who are our passengers?



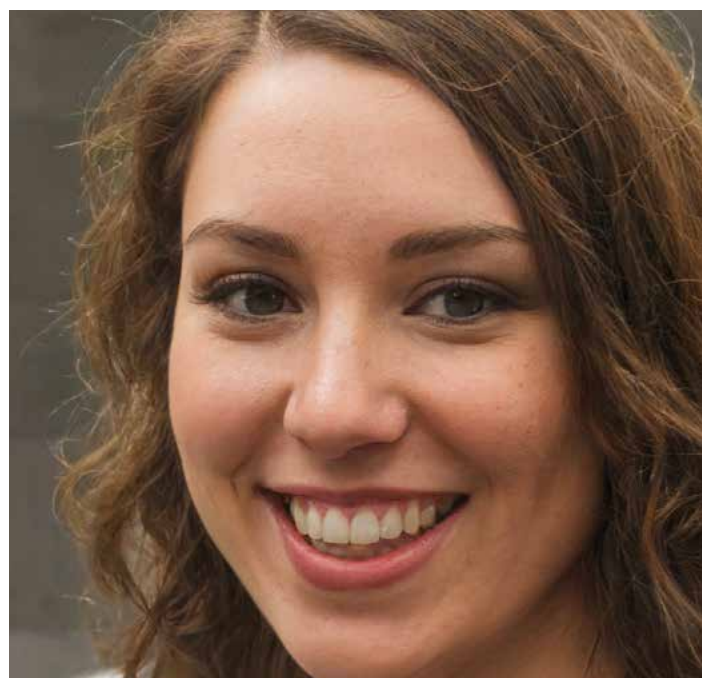
Stevie is 46 and lives in Knowsley with their family. They travel each day to do the school run and to get to Knowsley Business Park for work. Stevie uses their car as it would take too long by bus. Stevie is a huge sports fan and uses the bus every weekend to go into the city centre to meet up with friends and watch the football or rugby. They like that there is a bus stop close to their house and doesn't have to change buses.



Billie is a 19-year-old student who moved to Liverpool for university. They don't have a car and uses the bus daily to get to university, to the gym and to meet up with friends or go shopping. Buses on their route are reliable and it's great to be able to charge a phone and access WIFI while travelling. As they typically only make short journeys they would like the fares to be cheaper.



Fred is 85 and retired. They have lived in Sefton their whole life, and currently lives alone. Fred relies on the bus to get everywhere, including hospital appointments, the post office and the bank, and enjoys chatting to other people on the bus while travelling. They would be lost without their bus pass.



Charley is 29 and lives in Halton. They have a young family and is currently looking for work. Since their car broke down they have not been able to buy a new one and heavily relies on the bus, using it every day to take the children to school, attend a course, and go to job interviews. Charley wishes the bus was cheaper when they are travelling with their family and that it came more often, especially when they are using it to get to job interviews.



Morgan is 34 and lives and works in the Wirral. Morgan mainly uses the car and if not will use a taxi. They very rarely use the bus as the bus routes do not go where they need them too and they have negative perceptions of travelling by bus. They would use the bus more if they were more reliable.

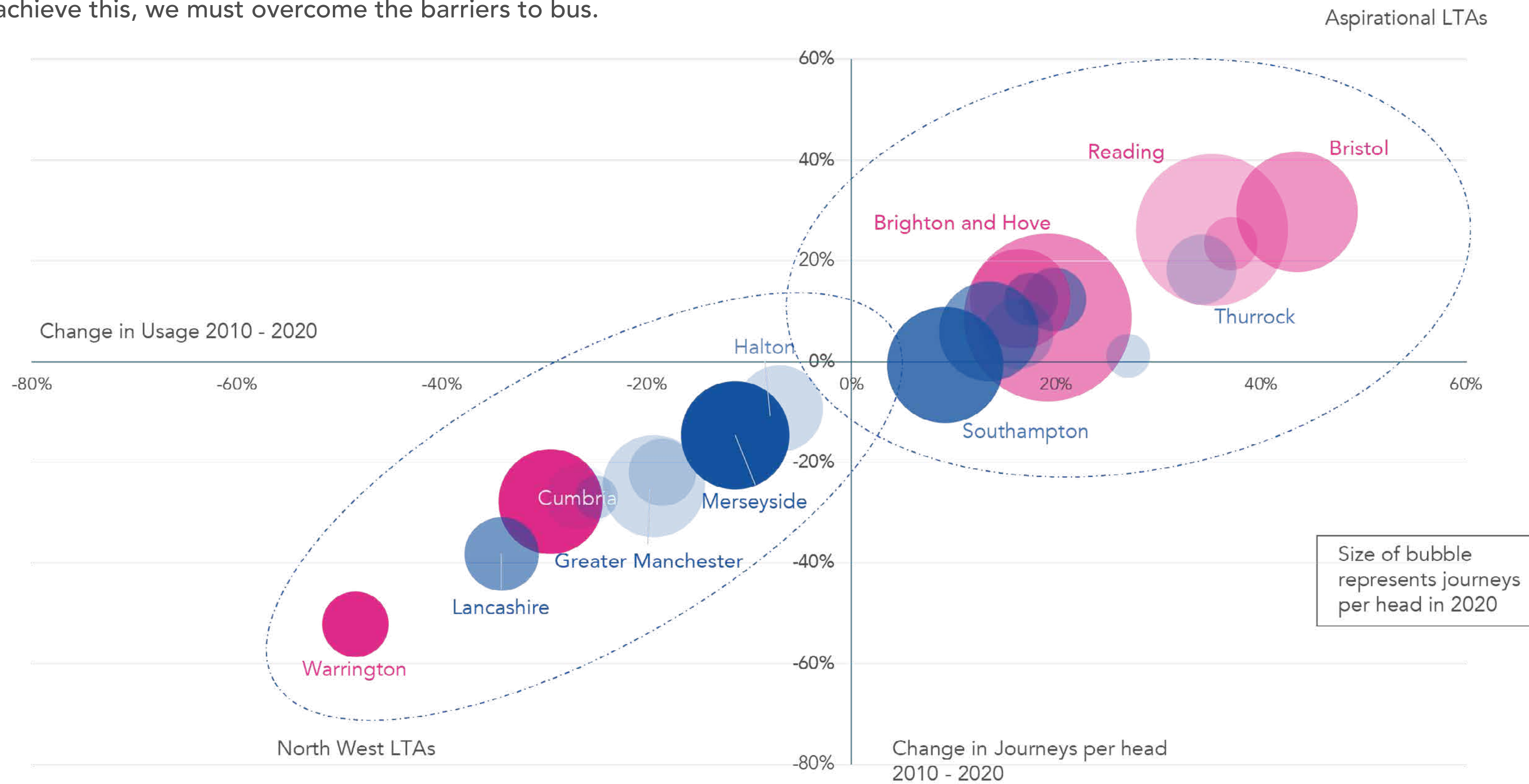


Ashley is 17 and lives with their family in St Helens. Ashley is currently doing an apprenticeship in Liverpool and relies on public transport to get to there. They travel by train and bus using MyTicket on the bus. The journey usually takes more than an hour and a half door-to-door. Once Ashley passes their driving test they will drive to work as it will be much quicker.

| Source: Big Bus Debate

How does our bus service perform?

Our bus network is one of the strongest performing in the North West in terms of both changes in usage and journeys per head, but our ambition is to be one of the best bus networks in the country. To achieve this, we must overcome the barriers to bus.





Unleash the bus

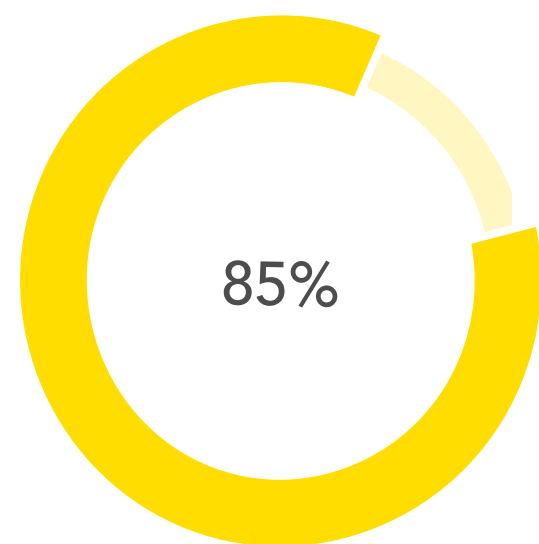
The Big Bus Debate and Transport Focus

Our Big Bus Debate – supported by Transport Focus – was a wide-ranging passenger engagement exercise including face-to-face interviews with over 1,200 LCR residents – both bus users and non-users. This research has provided detailed and robust insight on our residents' experience of bus, their priorities for improvement, and the main barriers to bus use.

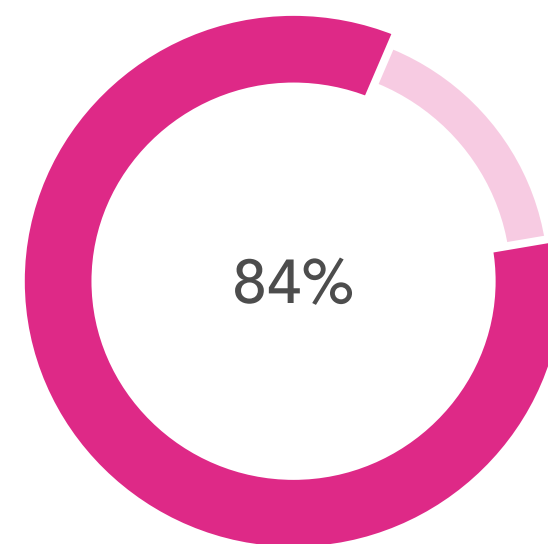
The LCR is generally well served by the bus network. More than 99% of communities in the city region are within 400m of a bus route and the Transport Focus National Bus Passenger Survey tells us that there are good levels satisfaction with different aspects of the current bus offer.

Passenger feedback also tells us that despite this, many people still face barriers to using the bus. These barriers are:

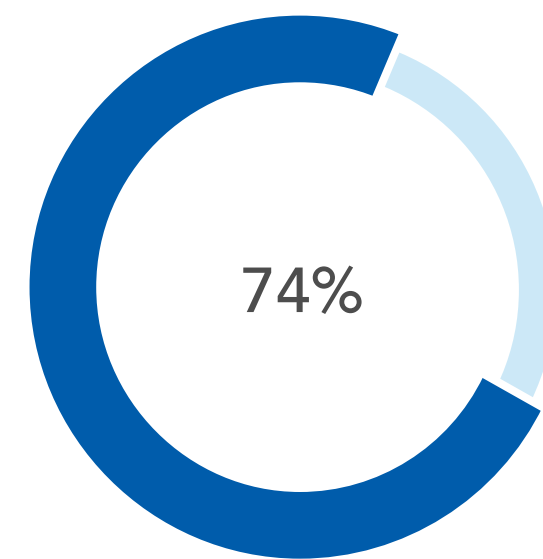
- Buses can be unattractive compared to other modes of transport
- The bus network can have route and timetable deficiencies
- Bus services can be unreliable
- Bus services can be costly
- The bus offer can be complex



Of passengers are satisfied with personal safety whilst waiting for the bus



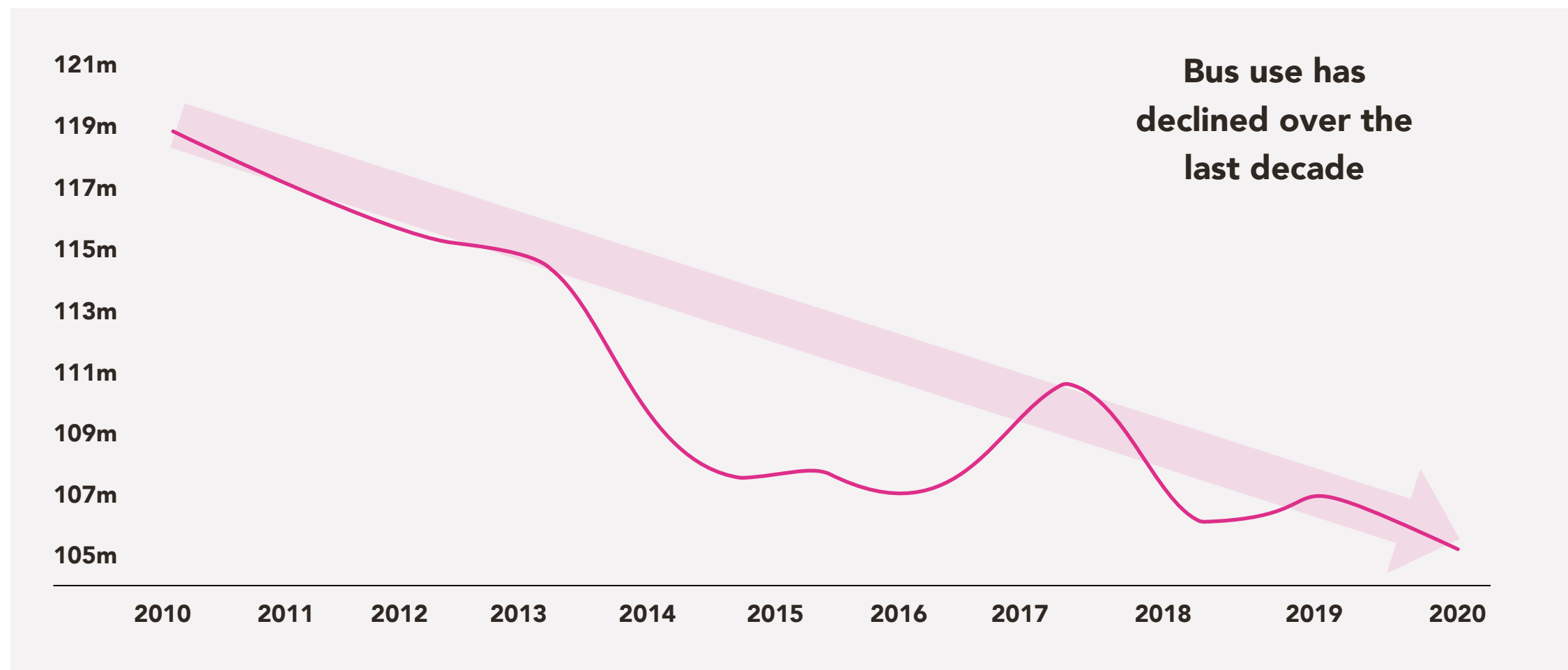
Of passengers are satisfied with location of bus stops



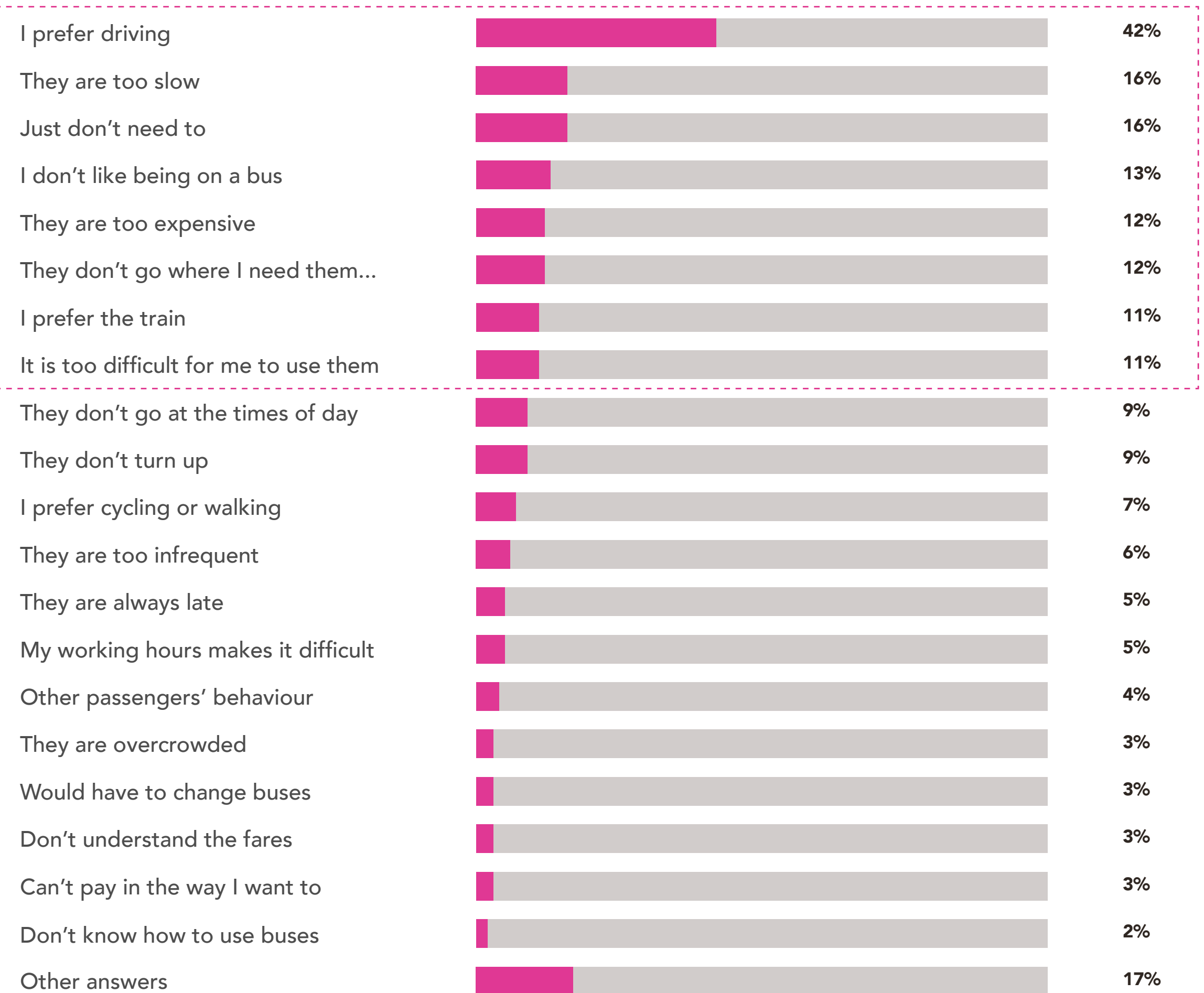
Of passengers are satisfied with places you can get to by bus without changing



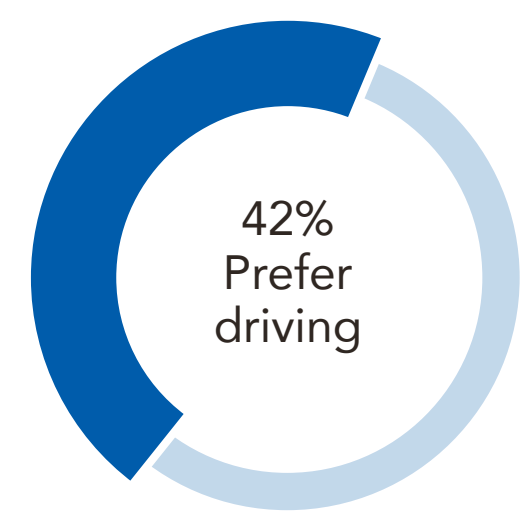
Barriers to bus use



We need to make buses more attractive to achieve modal shift



The biggest barrier to bus is a preference for using the car



"It's less expensive for a family to drive and pay parking charges than use public transport".

"No bus lanes take too long. If the bus was quicker I would get the bus".

"Due to hours I work I would be unable to get back home".

"It's too confusing to understand the routes and fares".

Our Liverpool City Region -
Shakespeare North Playhouse,
Knowsley

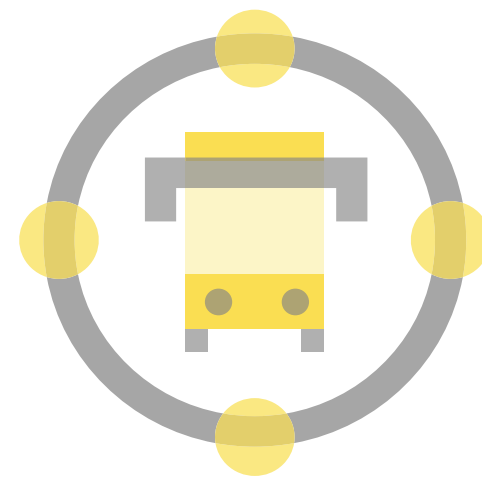


We are responding to these barriers through our updated

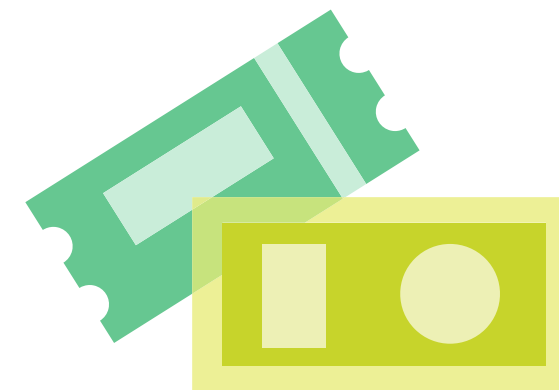
Vision for Bus



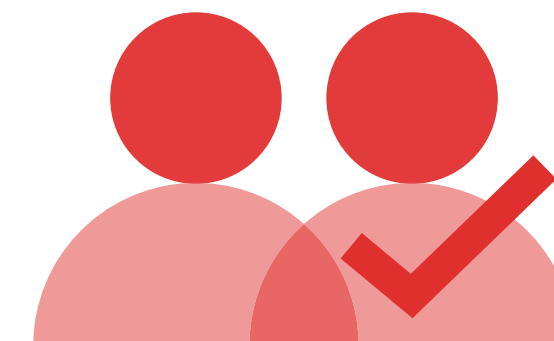
**Quick and reliable
bus journeys**



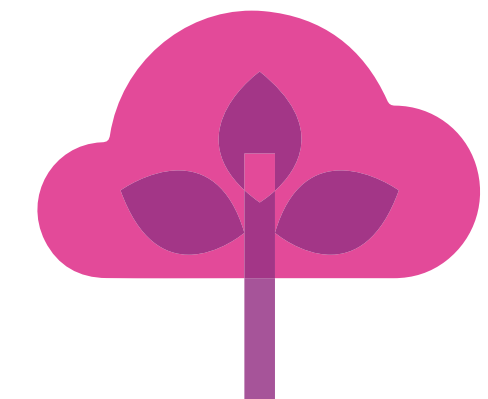
**A comprehensive and
integrated bus network**



**Straight forward ticketing
and great value fares**



**An excellent
passenger experience**



**An emission-free bus
system**

The LCR's Vision for Bus sets out an ambition to tackle the issues identified by passengers, capture new innovations and technology in the sector and the region, and better recognise the important role of bus services in improving air quality through greener buses and modal shift from car.

Our updated vision sets out the following objectives:

- To increase levels of **bus priority** across the region, including Bus Rapid Transit, in order to speed up bus journeys and improve their reliability
- To **increase hours of bus operation**, with services running across the network between 0500 and 0000, and on core bus corridors 24 hours a day
- To adopt a principle for bus service **frequencies**, supporting improvements in the early morning, evening and at weekends, and setting a minimum frequency of one bus per hour on all routes between 0500 and 0000
- To adopt a city region-wide **fare zone** for bus tickets
- To introduce a **framework for ticketing**, to support simplification
- To introduce **new ticket types** to suit passenger needs, such as short hop, hoppa and bundles

- To introduce account-based **contactless, mobile and smart ticketing** and reduce cash transactions as much as possible in order to speed up boarding times
- To improve the availability of **good value multi-operator and multi-modal tickets**
- To introduce **fare capping**, enabled by tap-and-go technology
- For bus fare increases **not to exceed inflation**
- To retain our **enhanced concessionary travel** scheme
- To introduce one brand for the LCR's bus network – **MetroBus** - linked to a wider transport brand and identity;
- To phase in **zero-emission** electric and hydrogen powered buses, and phase out diesel engines from the bus fleet;
- To introduce **real-time on-board passenger information**, added to phone **charging** and **Wi-Fi** as standard features of buses in the LCR
- For bus interiors, layout and features to be decided **in conjunction with bus users**.
- High quality, digital, **real-time passenger information**

Our **Vision for Bus** has determined our investment priorities for bus. These priorities will help to create a bus service that is simpler, cheaper, more reliable, greener and integrated better with other transport modes.



Our Liverpool City Region -
New Brighton Lighthouse, Wirral





Targets

Targets	2019/20 (Baseline)	Target for 2024/2025	Target for 2029/30	How this will be measured
On time performance (network)	84%	85%	95%	LCR's vehicle tracking and reporting system. Buses less than 6 mins late will be reported as "on-time" in line with targets set by the Office of the Traffic Commissioner. An "excess waiting time" measure may be used in future for high frequency services.
On time performance (Green Bus Route 10A)	79%	88%	95%	
On time performance (Green Bus Route 53)	83%	90%	95%	
On time performance (Green Bus Route 86A)	74%	85%	95%	
On time performance (Green Bus Route 79)	67%	85%	95%	
On time performance (Green Bus Route 20)	82%	90%	95%	
Fare paying patronage (indexed)	100	105	150	Indexed data to be provided every quarter by bus operators
Passenger Satisfaction (overall - % satisfied)	92%	92%	92%	Transport Focus annual Bus Passenger Survey results
Customer Satisfaction (value for money - % satisfied)	73%	80%	80%	
Customer Satisfaction (punctuality - % satisfied)	77%	85%	90%	
% of fleet zero emission	1%	17%	70% (100% in 2035)	Bus fleet lists including emission standards to be provided by operators on an annual basis or after any significant changes



Our Liverpool City Region -
Another Place by Anthony
Gormley, Crosby Beach, Sefton



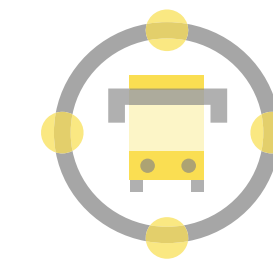
Bus Back Better

The LCR's ambition for a London-style transport system will ensure our public transport moves towards one which is fully integrated, affordable, accessible and reliable. Transformation and reform of bus services across the LCR is critical to meeting this overall ambition. Our ten investment priorities are set in the context of the level of change required to meet our Vision for Bus, and the ambition set out in Bus Back Better. In addition to these ten priorities, a number of smaller complementary projects are set out in the funding table, with each supporting a Vision for Bus objective.

Our BSIP will act as a catalyst for change and revolutionise bus services for residents across the whole city region. It sets out ambitious plans which together will make up the LCR's largest ever investment in bus.



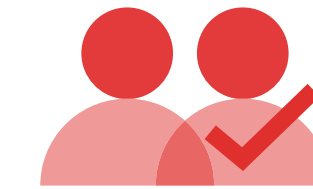
Quick and reliable bus journeys



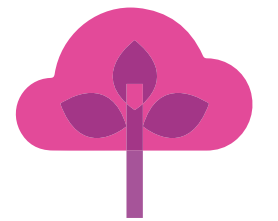
A comprehensive and integrated bus network



Straight forward ticketing and great value fares



An excellent passenger experience



An emission-free bus system



Priority 01

Quick and reliable bus journeys



Aim: Buses that are on time, all the time

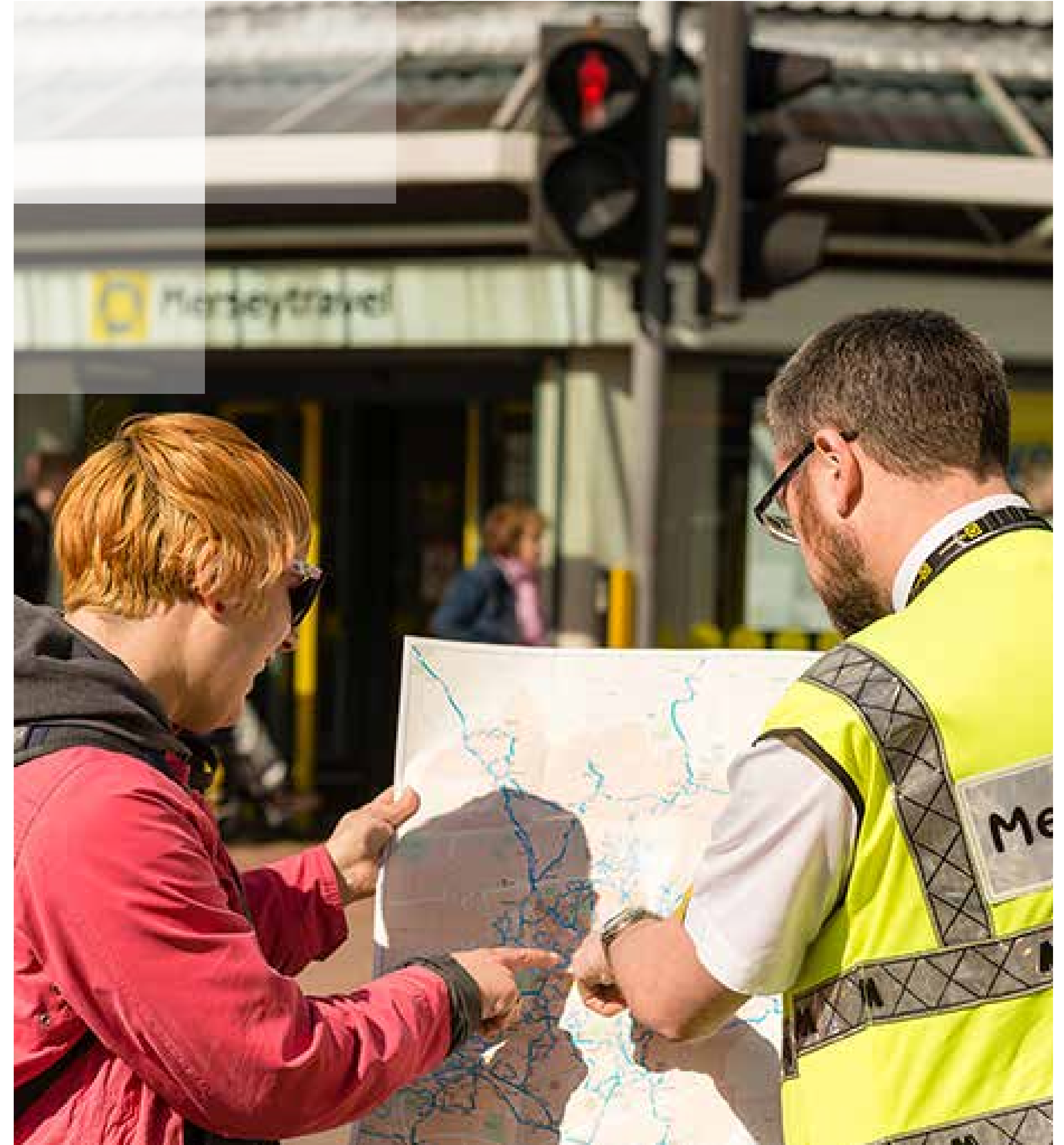


Green Bus Routes

Traffic congestion and a lack of bus priority measures in the LCR have made buses slower and less reliable in recent years. In 2021, fewer than 85% of buses in the LCR ran on time, compared to over 97% of our trains. This must change, and the way we intend to meet this challenge head on is through our Green Bus Routes programme – a package of transformational improvements that will deliver faster, more reliable, more accessible and greener bus journeys by tackling the longstanding impact of congestion on the bus network in the places where it is felt the most.

Key measures that are part of the Green Bus Routes programme include:

- **Priority lanes:** dedicated road space for bus and active travel
- **Junction geometric upgrades:** both to give bus priority and to improve integration with active travel
- Reviews of parking and loading restrictions
- **Traffic signal upgrades:** intelligent signals that will give buses priority
- New transport and mobility hubs
- A strategic traffic re-routing study
- **Bus stop and shelter upgrades:** to ensure a high standard in passenger waiting experience
- **Bus stop build outs:** to improve accessibility and speed up boarding and alighting
- High quality, digital, **real-time passenger information**



The programme has already begun with detailed plans for the region's busiest bus route between St Helens and Liverpool in development, and £120m committed in principle to support the Green Bus Routes programme through the Transforming Cities Fund and City Region Sustainable Transport Settlement. Our plans will seek to maximise the investment on all five of the first wave of Green Bus Routes, setting out plans and delivering measures to address operational performance and passenger satisfaction on the following core bus corridors:

- **Liverpool City Centre to Knowsley and St Helens**
- **Liverpool City Centre to Bootle and Crosby**
- **Liverpool City Centre to Speke and John Lennon Airport**
- **Liverpool City Centre to Halewood and Widnes**
- **Liverpool City Centre to Kirkby, Tower Hill and Northwood**

The Green Bus Route between St Helens town centre and Liverpool City Centre will be served by the city region's first fleet of hydrogen-powered buses, with a new multimodal interchange in St Helens town centre as part of a transformative regeneration scheme.

The introduction of a Green Bus Route between Liverpool City Centre, Bootle and Crosby will deliver a high-quality route that connects Liverpool City Centre with the Port of Liverpool and high value energy facilities to the north of the region. This route serves areas of high deprivation in Liverpool and south Sefton.

The introduction of a Green Bus Route between Liverpool City Centre, the Speke employment area and Liverpool John Lennon Airport, will offer passengers a fast and reliable link between these growth areas and support greater access to employment. This route serves a densely populated suburban corridor with a large student population and a concentration of employment opportunities.

Introducing a Green Bus Route with bus priority and enhanced passenger infrastructure will reduce emissions and improve satisfaction for bus users travelling between Liverpool City Centre, Halewood and Widnes, better connecting the East and West of the LCR.

Average journey times have been increasing by an average of 10 minutes per year in recent years from Liverpool City Centre through Kirkby and towards Tower Hill and Northwood. The delivery of the Green Bus Route measures here will increase reliability and improve journey times, complementing rail investment with a new station at Headbolt Lane in Kirkby which will be fully integrated with the bus network.

The delivery of these Green Bus Routes will significantly enhance the attractiveness of bus and encourage modal shift from car. Improved bus journey times and reduced congestion at key pinch-points will reduce emissions, improve passenger satisfaction and improve air quality and health outcomes.





Case Study: Liverpool to Knowsley and St Helens Green Bus Route

Plans for the region's first Green Bus Route are already well underway, with £60m of the Transforming Cities Fund and City Region Sustainable Transport Settlement earmarked for investment and a full business case due in 2022. The corridor links some of the most deprived communities in our region with major employment centres and healthcare sites and improvements will positively impact on the 2 million people a year that use buses along its route. However, it's not only focused on existing bus users: there is a significant opportunity to attract people out of their cars and onto both public transport and active travel modes, which are being co-designed with bus improvements. The impact of the scheme will be enhanced further by deploying the region's first hydrogen-powered bus fleet on the same route, from 2022. The benefit:cost ratio of this, and similar investments, is calculated at 2.7.

Our ask:

£60m of funding to add to £120m of Transforming Cities and City Region Sustainable Transport Settlement funds to support the full delivery of the Green Bus Routes programme.

Bus Rapid Transit

Unlike many other city regions in the UK, the LCR doesn't have a light rail system. We can begin to bridge the gap between bus and rail in the LCR through the introduction of a 'tram-like' Bus Rapid Transit (BRT) system for the region.

Features of a BRT system for the LCR would be:

- Dedicated bus infrastructure, junction and signal priority measures, along most or all of the route, enabling highly reliable journeys which also benefit existing routes
- Industry-leading zero emission buses
- Full integration with the LCR's transport network
- High quality stops and passenger information

Two BRT routes are initially proposed, at Wirral's Left Bank area and Liverpool's Knowledge Quarter (KQ Liverpool). The Wirral Left Bank BRT system would complement CRSTS investment in Birkenhead Central Gateway and access to housing and brownfield land developments.

Wirral Waters is one of the largest and most exciting regeneration projects in the UK. It sits between Birkenhead, New Brighton, Wallasey, Seacombe and Liscard and is reinventing the waterfront, by transforming the Left Bank of the River Mersey into an internationally recognisable destination. The development includes cultural, commercial, leisure and residential space.



A Wirral Left Bank BRT system, using high-quality zero-emission vehicles would be centred on Birkenhead town centre, Wirral Waters and Seacombe. The Wirral Left Bank BRT system would be delivered in two distinct phases:

- **Phase A** - the initial development of the Wirral Mass Transit system would provide high-quality and high frequency connectivity to development sites, focusing initially on supporting routes crossing Wirral Waters, at Tower Road, Northbank and Seacombe, between Birkenhead, Wallasey and New Brighton (for delivery by Autumn 2023).
- **Phase B** - would extend the outputs of Phase A to serve the wider Left Bank area, including areas to the south of Birkenhead (Tranmere and Cammell-Laird/Rock Ferry) and as well as other areas within Wirral Waters (including Vittoria Dock, MEA Park and Bidston Dock) and will be subject a separate business case.

Knowledge Quarter Liverpool (KQ Liverpool) brings together the LCR's key partners to collaborate in a creative environment and is home to some of the world's most influential players in science, health, technology, culture and education, with over £1bn of new developments already underway.

KQ's BRT line would provide the last mile transport solution connecting Paddington Village, the new Royal Liverpool Hospital, The University of Liverpool and Liverpool John Moores University, the Liverpool School of Tropical Medicine and the Pandemic Institute, whilst also providing priority for other public transport users entering and leaving the city centre along this route. This BRT line would initially have a dedicated highway between the City Centre and KQ Liverpool, operating and evolving to meet demand. What is currently a 20-minute uphill walk would become a few minutes for any user, with high frequency vehicles using priority segregation to cut the journey time to 3 - 4 minutes. It would provide the missing link to enable students, hospital patients and staff, knowledge economy employees and visitors to travel into and around the KQ Liverpool Innovation District more efficiently.

Business cases for each BRT scheme are in development, and have strong stakeholder and business backing. Each development site has the distinct advantage of public transport provision being designed in from the very start. This is in recognition of the benefits of high-quality mass transit systems which will mean that their success doesn't rely on private car use and the wasted development space and cost of providing parking. The schemes could be delivered much more quickly and at a lower cost than traditional mass transit systems and we suggest should be considered one of the five exemplar BRT systems referred to in Bus Back Better.

Although at an earlier stage of development, BRT links to Anfield and Liverpool John Lennon Airport are also subject to early studies and could form part of a further BRT development stage.

Our ask:

£160m of funding to support the development and delivery of Phase A of Wirral's Left Bank Area and KQ Liverpool BRT lines in the LCR



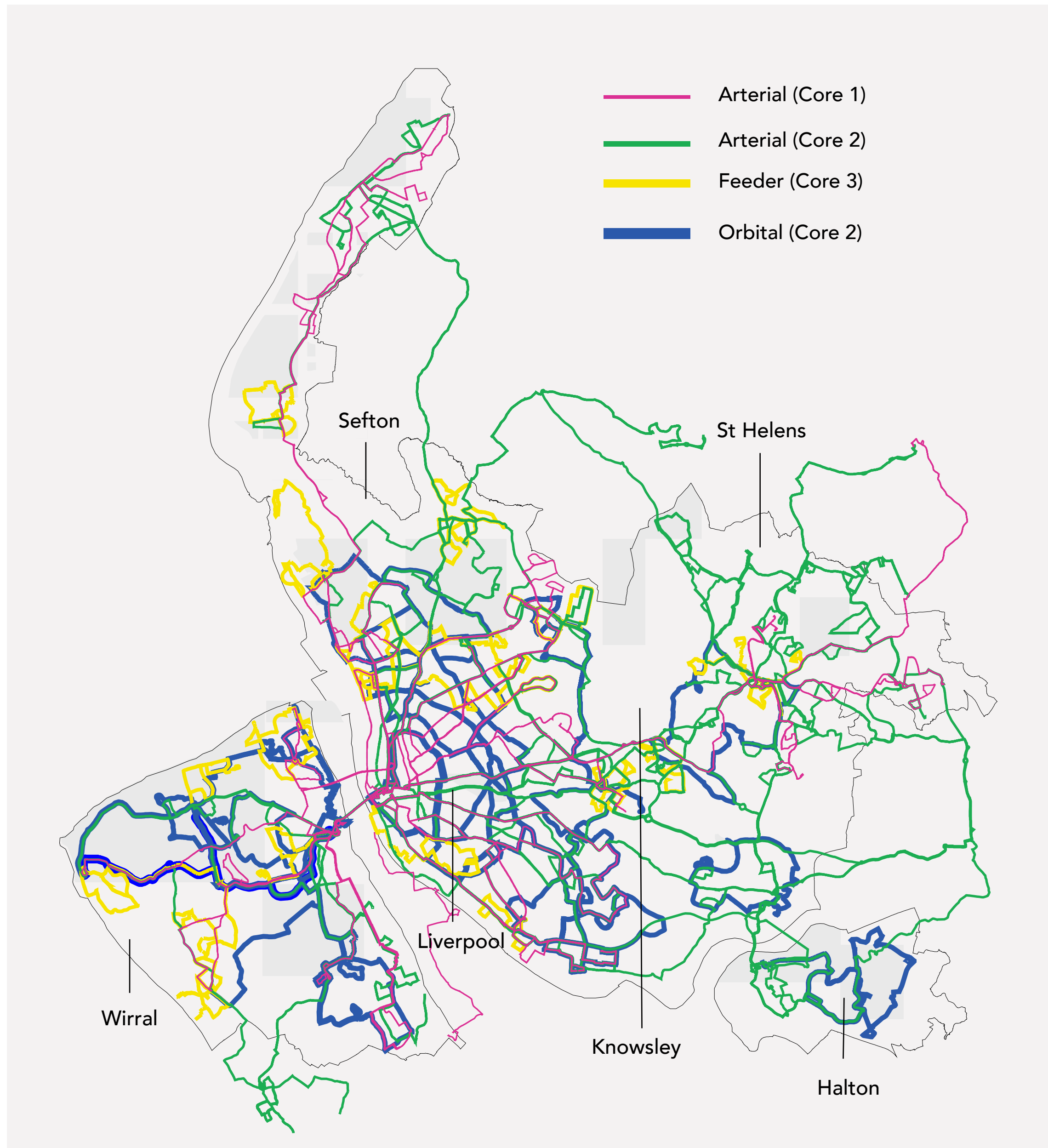
Enhancing our bus network

The LCR's Vision for Bus and Bus Back Better both set a clear ambition for better bus services in the evenings and at weekends, to reflect people's 24-hour lives. We already have a good bus network in the LCR, but to meet our ambitions and to act on feedback from passengers, there is more to do. We have the opportunity to enhance the availability of buses at off-peak times and on routes between our towns, district centres and employment sites to better meet the needs of our region. Our proposals to develop the bus network are guided by a framework of core bus routes and other services to set out how a more consistent bus offer for the people of the region can be achieved. Core bus routes should be served from 0500 until 0000, with a plan for these to be extended to 24-7 operation in the longer term to provide a public transport offer for shift workers, key workers and to support the region's vibrant night-time economy.

The framework has **six defining categories** relating to the type of service provided. Minimum levels of service are sets out for each service category. We have an additional aim that at least 98% of people in the region will continue to live within 400m of a stop for a feeder service or better. Demand Responsive Transport (DRT) options will continue to be considered as an alternative to contracted bus services where they can provide better connectivity and efficiency, such as the ArrivaClick service in Speke.



Category	Route type	Service level
Arterial (Core 1)	Highest frequency routes and 24-hour services	6+ buses per hour (at least every 10 mins) overnight and off-peak at lower frequencies
Arterial (Core 2)	High frequency routes	5 buses per hour (at least every 12 mins) off-peak at lower frequencies
Orbital (Core 2)	Cross city/town routes offering high level of connections	Between 4 and 8 buses per hour off-peak at lower frequencies
Feeder (Core 3)	Local frequency routes connecting to other routes and transport hubs	1 to 2 buses per hour or DRT
Express	Limited stop services offering quicker and more direct journey times, particularly where the rail network is not an option	Variable but mainly operating at peak times
School	Single journeys providing links where journeys on the general network are not possible or additional capacity is required	Single journeys during term times



It is likely that network development plans will need to be underpinned by a realignment of commercial and contracted bus services from April 2022 to enable the LCR's bus network to recover and thrive in the future.

In addition to enhancing the existing network, a number of new links are required in order to provide better public transport connectivity. Our prioritised areas for new bus services are focused in the following areas of the LCR:

- **Knowsley Business and Industrial Parks** – providing better access to employment opportunities
- **Vauxhall and Everton** – local bus improvements supporting infrastructure investment set out in the LCR's Levelling Up bid; Liverpool Waters developments and Bramley Moore Dock stadium
- **Eccleston, Prescot, Sutton Heath, Rainhill and Nutgrove** - local bus improvements and healthcare links, complementing investment in Green Bus Routes and the new Shakespeare North Playhouse
- **West Kirby, Meols and Hoylake** – local bus improvements and healthcare links
- **Noctorum and Beechwood** – improving local bus links in the evening and at weekends
- **Halewood** – providing better access to employment opportunities and healthcare
- **South Liverpool** – local bus improvements, complementing investment in active travel
- **Southport** – local bus improvements, supporting Towns Fund and City Region Sustainable Transport Settlement investments
- **Central Liverpool** – improving commuter and retail links

All proposals to review or enhance bus services will remain subject to our established and effective consultation process to ensure that they meet passenger and stakeholder needs. To meet the requirements outlined in Bus Back Better - that all operators which run the same route should accept the same tickets, use the same route number and be shown on the same timetable – as we review our network we will also review and consolidate route numbers in order to make the bus network simpler to understand. This work has already started with the categorisation of services in the publication of refreshed passenger information and network maps.



Case Study: Consulting on bus changes

Before any change is made to bus services in the LCR, be it route changes, frequency or timetabling, there is a four-month consultation period. During this period key stakeholders, communities, and passengers are identified and an engagement plan is developed. The proposed changes are communicated to these groups, with the opportunity to feedback on the proposed changes. Feedback is collated, considered and any changes communicated to all those likely to be impacted. We have real examples in the LCR of where this process of putting our passengers at the heart of decision making has changed outcomes.

For example, when introducing significant changes to city centre routes in 2020, our consultation process was able to reduce the impact on users by 90%. In Knowsley, consultation on removing the X3 bus route led to its continued operation at times that better suited demand, while recognising the need to maintain the important links for passengers who rely on the service.

In addition to the consultation process, bus operators in the LCR have also agreed to coordinate any service changes so that they take place on only 4 days each year, giving passengers confidence about the availability of their bus service.

Our ask:

£162m of funding to sustain and enhance the LCR's bus network over the next 3 years, in line with our new service principles.

Integrating Halton

The Liverpool City Region includes six local authority areas, but the experience of transport users in Halton can be different to that of the rest of the region. Despite some great strengths, including the Runcorn Busway, Halton's transport system requires extra investment in order to bring it in step with the rest of the network. Whilst Halton will still need to take its own steps to support this transition, investment in services and infrastructure through the BSIP will help to accelerate progress. In order to increase service levels in line with the LCR's network design principles, a 39% increase in bus provision is required in Halton – 27 additional buses. One-off investments in stop infrastructure and upgrades to the 50-year-old Runcorn Busway to improve personal safety and active travel access will deliver further significant improvements to the bus offer for the residents of Halton. Upgrading the Busway will complement £70m of housing development and place-based investment adjacent to the Busway, along with a committed £20m of enhancements to the Runcorn Station Quarter.

Funding will also be used to tackle congestion hotspots at Runcorn Town Centre, High St/Leiria Way and Green Oaks, while real time passenger information deployment along with upgrades to Runcorn Bus Station will improve the user experience.





Case Study: Runcorn Busway

The Runcorn Busway is 22km of Bus Rapid Transit to the East of the LCR, and was a pioneer in the concept of bus priority, with Runcorn being a place designed around its public transport system. The Busway passes through residential areas and connects them with employment sites, Runcorn East Station, Runcorn Shopping City, schools, colleges and Halton Hospital. Around 3,700 people use Busway services each day, with buses operating at turn-up-and-go frequencies. In recent years, investment has added active travel measures to the Busway, with further investment now needed to maximise the Busway's potential as a public transport asset for the LCR and make it fit for the future.

Our ask:

£26.4m of funding to provide a step-change in the bus offer in Halton, with investment in more services, new infrastructure and the Runcorn Busway.

Affordable fares

MyTicket in the LCR is a great example of what providing simple, affordable fares can mean for young people and bus use. We want to expand this success to other groups of passengers. To achieve this, we want to focus on single bus fares and multi-operator tickets, making these the tickets of choice for bus passengers and simplifying the offer significantly. The LCR's existing multi-modal ticketing scheme provides the framework for this approach, with multi-operator daily, weekly and monthly tickets valid across all buses; and off-peak daily, weekly and monthly tickets available across all bus, rail and ferry services. Our proposal will underwrite bus-focused ticket price reductions for an initial period of three years, to allow for the impact of more affordable tickets to be assessed and to act as a catalyst for a return to public transport and of modal shift. This table sets out what passengers may expect to pay if the proposal is supported and underwritten, with cross-river bus fares also brought in line with these fare levels. Any funding not required due to commercial success will either be returned, or reinvested elsewhere in the LCR's bus offer.

Ticket type	Young person (under 19)	Service level
Single	£1	£2
Day	£2 (MyTicket)	£4
Week	£7.50	£15
Bundle (3 x day)	£5	£10

Our ask:

£28.4m of funding to underwrite the revenue risk of ticket price reductions across the bus network for a period of 3 years and to run a marketing and communications campaign over the same period.





Case Study: My Ticket

MyTicket is the bus ticket for young people in the LCR, allowing anyone under the age of 19 to travel on any bus in the region, all day for £2.20 without the need to buy or register for an ID card. It was introduced following extensive consultation with young people, who said that the cost of transport was often a barrier to getting to school, college, work or making the most of their leisure time. Initially available to under 16s, MyTicket was extended to anyone under 19 as a direct result of the 'asks' in the Young Persons Transport Charter and has continued to be extremely popular, with sales rising year on year since its introduction.

By 2019, when compared to the year before MyTicket was introduced, the number of bus journeys made by young people in the LCR had increased by 168%. Initiatives like this give young people a great value and easy to understand ticketing offer, which can encourage bus use from an early age and increase the likelihood of these people remaining bus users throughout their adult life.

Tap and go

Our vision for ticketing has the needs of passengers at its heart, with our systems and processes making multi-operator and multi-modal ticketing simpler, more convenient, more sustainable and technology focussed – all aimed at growing fare paying patronage. A tap-and-go model is central to this approach, turning on its head the current system of passengers needing to choose in advance how they will travel in order to access the best value ticket, instead being charged a fair price for the services they have used. The experience will mean that passengers will tap their contactless payment card, smartphone or smartwatch when they start their bus journey, confident that if they make more journeys their fare will be capped on a daily or weekly basis. We don't believe that tapping off again at the end of the journey provides a good passenger experience in a busy urban environment, so we have no plans to introduce this or install secondary card readers.

We know that isn't for everyone though, so we will maintain other solutions including EMV, mobile payments and ITSO/Metrocard, alongside the retention of cash payments in the short term. We will develop regional plans for a back-office system but will be ready to react if a national or operator-led solution becomes available more quickly. We have already invested in ticket machine hardware for all SME operators, and our future capital plans will support this vision for ticketing. However, we need support in meeting some of the additional costs and risks of transitioning from our existing ticketing systems.

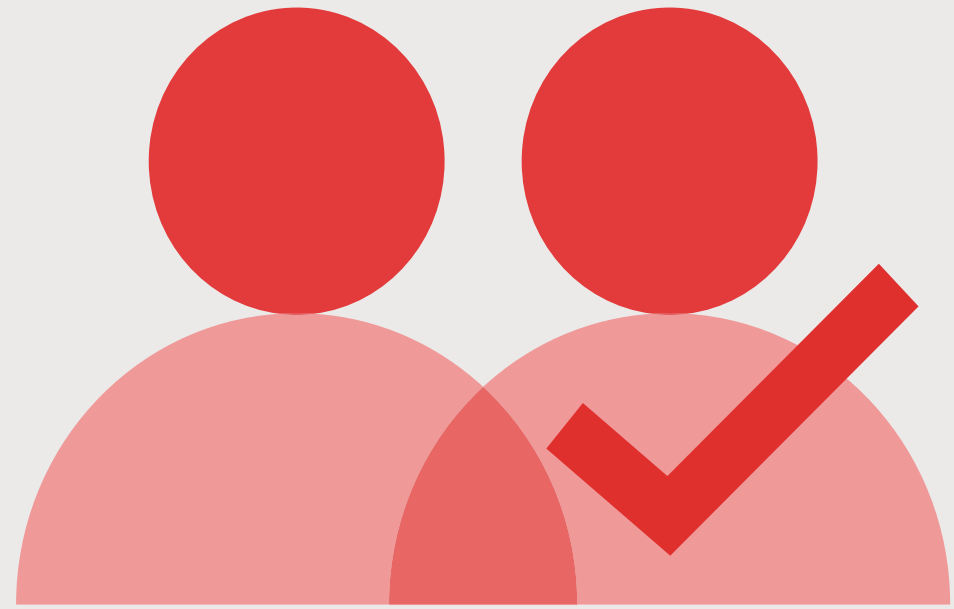
Our ask:

£0.95m of funding to add to investment already made by the LCR in ticket machines and planned through the City Region Sustainable Transport Settlement, to meet the operational costs of moving to a tap-and-go ticketing solution for the LCR.



Priority 04

An excellent customer experience



Aim: A pleasant, comfortable, safe and intuitive experience



Passenger charter

The LCRCA will work with local operators and consult with passengers and stakeholders to establish the region's first Bus Passenger Charter (BPC). The BPC will set out how to use bus services and what passengers can expect from bus operators delivering local bus services across the LCR. The BPC will comply with the Public Sector Equality Duty (PSED) and will be published on the websites of both the LCRCA and local bus operators. It will be the document that passengers can use to hold the LCRCA and local bus operators to account, and its development will follow the best practise set out by Transport Focus.

The BPC will be developed on confirmation of funding and will give passenger guarantees around the impact of those projects in enhancing the LCR's bus offer. Although not an exhaustive list, the topics expected to be addressed in the BPC include:

- How to use the service, including payment types
- The service passengers should expect from their service providers
- How to make a complaint, how the complaint will be dealt with, and what passengers can do if they're not satisfied with the outcome
- Personal safety, with a particular focus on women's safety and the prevention of hate crime
- Accessibility of services
- Hygiene and cleanliness standards
- Passenger information

MetroBus

Based on the branding principles of the **MetroCard** roll out, we want to support the introduction of MetroBus branding across the bus network as part of a clear, local identity for our transport network. This identity is already being applied to the new fleet of Merseyrail trains, owned by the people of the LCR. Updated network maps have already been introduced to support this and to simplify passenger journey planning, particularly aimed at people who are less familiar with the public transport network. All new zero emission buses will be MetroBus Zero branded, in line with this.





Case Study: MetroCard



MetroCard was introduced in December 2019 as an update to the LCR's smart ticketing scheme. It was the first application of new Metro branding on the LCR's transport network. A fully integrated transport network requires a fully integrated brand, and for us that brand is Metro. Metro connects the different aspect of our transport network:

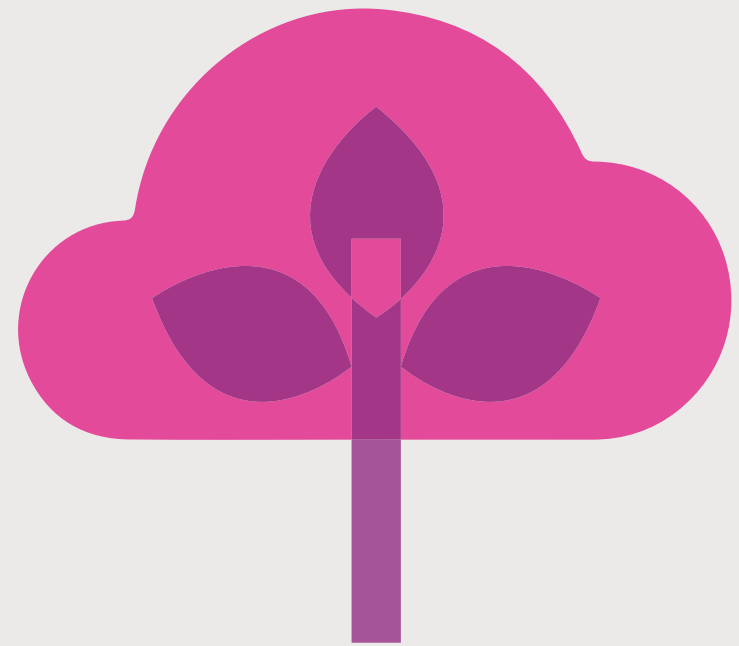
- Our online platform MetroSmart is where people can top up or add products to their MetroCard
- The MetroCard can be used on MetroRail or MetroBus throughout the LCR
- People can interchange between MetroRail or MetroBus, and the 600km MetroActive cycling and walking network
- People can top up their Metro T-Flow account online to use the Mersey Tunnels

Our ask:

£4.8m of funding to accelerate the rebrand of the LCR's bus network.

Priority 05

An emission free bus service



Aim: To deliver clean, green public transport and decarbonise our transport system



Hybus expansion

Buses are vital to ensuring the economy meets net zero carbon targets and to clean up the region's air. By the mid-2020s it is expected that the LCR will have a bus fleet of 1200 buses and will have started the journey to decarbonise the bus fleet in line with our objective for a net-zero carbon economy by 2040. Electrification projects delivered in conjunction with Arriva, and the Hybus project being delivered in partnership with both Arriva and Stagecoach provide a good starting point for our vision for an emission-free bus service, but we must move faster and with greater levels of ambition.

The Hybus project aims show that there is a scalable financial model for the production and leasing of zero-emission buses to operators, with a similar model used successfully to provide new trains for the Merseyrail network. We want to use this model to significantly expand the roll out of zero-emission buses. We want to do this alongside investment in bus priority through Green Bus Routes and Bus Rapid Transit schemes, in order to maximise their impact and the commercial and social value returns. We also believe there is a place for zero-emission retrofit, in order to provide zero-emissions at a much lower cost per bus than new, and our proposals will look to convert 50 Euro 5 diesel-hybrid vehicles to zero-emission technology, as part of a mid-life refurbishment.

We believe that hydrogen technology is particularly suited to the LCR, with enough hydrogen already produced by local industry to power the region's entire bus network and intensive routes which are challenging to deliver efficiently through existing battery technology. Through our Hybus project, we can become a Centre of Excellence in the development of hydrogen bus projects and the new skills required to deliver them. Moving to a fully zero-emission bus system in the LCR will save 47,000 tonnes of carbon every year – the equivalent of removing nearly 7% of vehicles from off the region's road network.

The proposed roll out of a zero-emission bus fleet is comprised of the following blocks of investment:

- **12 electric buses** – already delivered in partnership with Arriva
- **20 hydrogen powered buses (Hybus project)** – Transforming Cities Fund
- **A further 20 hydrogen powered buses (doubling the size of the Hybus project – ZEBRA bid)**
- **A full zero-emission depot conversion** or construction with 60 buses (business case in development)
- **A 50-bus zero emission conversion project**
- **Ongoing fleet replacement programmes**





Case Study: LCR Hybus

The LCR Hybus project will see the deployment of the region's first hydrogen-powered buses and refuelling infrastructure. The project has been funded through the LCR's Transforming Cities Fund, with the LCR ordering a fleet of 20 hydrogen fuel cell buses to be leased to Arriva and Stagecoach to operate along the St Helens to Liverpool bus route. In March 2021 the Outline Business Case for the project was approved by the LCRCA, with a total value, including refuelling infrastructure, of up to £12.5m. ZEBRA funding would double the fleet size from 20 to 40 buses, converting the entire route to zero emission technology.

Our ask:

£142m of funding to add to £12.5m of funding committed by the LCRCA to support a number of zero-emission bus projects in the LCR which will kickstart the decarbonisation of the region's transport system and convert 25% of the LCR bus fleet to zero emission by the end of 2025.

Supporting delivery

Bus Reform

Aim: to reform how bus services are delivered in the city region to best support the delivery of a London-style transport system

Bus Back Better sets a new direction for how bus services should be delivered, making it clear that the design of bus systems must consider more than just the commercial returns they may generate. Existing partnership agreements should either be strengthened through new enhanced partnerships or replaced by a franchised bus system. In the LCR, the decision on which option to pursue is due to be taken in early 2022 and an assessment of both of the delivery options – their costs, risks, strengths and weaknesses – is supporting this decision-making process.

In 2020, the LCRCA stated that franchising was the emerging leading option for reform but regardless of the decision that will ultimately be taken, the delivery of new governance arrangements for buses which will deliver passenger improvements is likely to come with a number of one-off and ongoing costs. Our BSIP ask is to support this process through a flexible funding allocation for the LCR which would be subject to further discussions.



Our ask:

£75m of flexible funding to support the reform of the bus system in the LCR



Monitoring and Reporting

The BSIP covers the period 2021 – 2024. It will be reviewed annually and progress against BSIP targets will be published every six months. Progress against the BSIP's objectives will be reported to the Combined Authority, and the Liverpool City Region Transport Advisory Group.



BSIP Overview

Name of authority or authorities	Liverpool City Region Combined Authority
Franchising or Enhanced Partnership (or both):	Both - with franchising as the emerging leading option
Date of publication:	29 October 2021
Date of next annual update:	October 2022
URL of published report:	https://www.liverpoolcityregion-ca.gov.uk/governance/policy-documents/

Targets	2019/2020	Target for 2024/25	Description of how each will be measured
Reliability Whole network	84%	85%	LCR's vehicle tracking and reporting system. Buses less than 6 mins late will be reported as "on-time" in line with targets set by the Office of the Traffic Commissioner. An "excess waiting time" measure may be used in future for high frequency services
Passenger numbers	100	105	Indexed data to be provided every quarter by bus operators
Average passenger satisfaction	92%	92%	Transport Focus annual Bus Passenger Survey

Delivery - Does your BSIP detail policies to:	Yes / No	Explanation
Make improvements to bus services and planning		
More frequent and reliable services		
Review service frequency	Yes	Through our project “Enhancing our Bus Network”, we will improve the availability of buses in the evenings and weekends to better meet the needs of our passengers, with a framework of core bus routes operating 05:00 – 24:00, with a plan for these to be 24/7 in the longer term
Increase bus priority measures	Yes	Bus Priority measure are at the heart of our Investment Priority “Quick and Reliable Bus Journeys”, as we know these are the areas passengers most want to see improved. £120m is already committed to bus priority measures in the LCR
Increase demand responsive services	Yes	Demand Responsive Transport options will continue to be considered as an alternative to contracted bus services where they can provide better connectivity and efficiency, such as the ArrivaClick service in Speke
Consideration of bus rapid transport networks	Yes	Unlike many other city regions in the UK, the LCR doesn’t have a light rail system. We can begin to bridge the gap between bus and rail in the LCR through the introduction of Bus Rapid Transit. Two routes are initially proposed: Wirral Waters and Liverpool’s Knowledge Quarter
Improvements to planning / integration with other modes		
Integrate services with other transport modes	Yes	The city region’s ambition for a London-style transport system will ensure the whole transport offer is fully integrated; and our Vision for Bus sets out our ambitions for overcoming barriers to bus use, including better integration with other modes
Simplify services	Yes	As part of the service review process
Review socially necessary services	Yes	As part of the service review process. A realignment of commercial and supported bus services is likely to be required from April 2022
Invest in Superbus networks	Yes	Our Green Bus Routes programme will address bus priority, with other measures such as frequency improvements and fare reductions meeting the objectives of Superbus networks

Delivery - Does your BSIP detail policies to:	Yes / No	Explanation
Improvements to fares and ticketing		
Lower fares	Yes	Our proposals – as set out in Investment Priority “Straightforward Ticketing and Affordable Fares” – are based on our experience of what simple, affordable fares can achieve. We will look at both single fares and multi operator tickets, simplifying the offer significantly. A tap-and-go model is at the heart of this approach, with daily, weekly and monthly caps across the network. This is in addition to our already comprehensive multi operator, multi modal ticketing offer
Simplify fares	Yes	
Integrate ticketing between operators and transport	Yes	
Make improvements to bus passenger experience		
Higher spec buses		
Invest in improved bus specifications	Yes	Improved bus specifications are at the core of our work on bus reform, network enhancement and an emission free bus system. The on-board features of the Hybus have been designed in conjunction with passengers
Invest in accessible and inclusive bus services	Yes	We will improve accessibility and inclusivity by through our Investment Priority “A Comprehensive an integrated bus network”. By this we mean making sure our services go where people want and at times that suit. And our Green Bus Routes programme will include bus-stop build-outs to improve accessibility
Protect personal safety of bus passengers	Yes	We know that 85% of passengers are satisfied with personal safety whilst waiting for the bus. But as part of our new Passenger Charter, we will target personal safety, with a particular focus on womens’ safety, and the prevention of hate-crime
Improve buses for tourists	Yes	The visitor economy is of huge significance to the LCR. Our proposals for simpler and more affordable fares, branding, and integration with the wider transport network will make the bus network much easier to understand for everyone, especially visitors to the LCR
Invest in decarbonisation	Yes	Our Hybus project, delivered as part of our Investment Priority “An Emission-free Bus System”, aims to provide scalable technology and the financial model for the production and leasing of zero emission buses to operators. The St Helens -Liverpool Green Bus Route will have our first fleet of hydrogen-powered buses

Delivery - Does your BSIP detail policies to:	Yes / No	Explanation
Improvements to passenger engagement		
Passenger charter	Yes	We will work with local operators and consult with passengers and stakeholders to draw up and implement our first Bus Passenger Charter. It will explain how to use bus services, what level of service passengers can expect from our bus operators, and how to complain when service levels have not been met
Strengthen network identity	Yes	We will introduce MetroBus branding, as set out in Investment Priority “An Excellent Passenger Experience” as part of a clear, local identity for our transport network. This identity is already being introduced on our new fleet of trains, and all new zero emission buses will be Metro Zero branded
Improve bus information	Yes	Improved information, in terms of mapping, timetables and RTI are all important elements of our plans to support Bus Back better. Although not detailed above, our proposal includes the introduction of electronic at stop passenger information displays



Our Liverpool City Region -
The Dream, St Helens

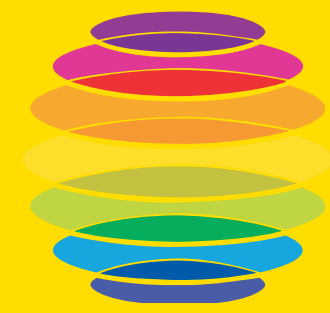


Funding Requirements

Theme	Scheme	Funding Source	BSIP ask	Total Investment
Quick and reliable bus journeys	Green Bus Route: Liverpool to Knowsley and St Helens	Transforming Cities Fund - £30m City Region Sustainable Transport Settlement - £30m	£0	£60m
	Green Bus Route: Liverpool to Bootle and Crosby	City Region Sustainable Transport Settlement - £30m	£0	£30m
	Green Bus Route: Liverpool to Speke and John Lennon Airport	City Region Sustainable Transport Settlement - £30m	£0	£30m
	Green Bus Route: Liverpool to Halewood and Widnes	BSIP - £30m	£30m	£30m
	Green Bus Route: Liverpool to Kirkby, Tower Hill and Northwood	BSIP - £30m	£30m	£30m
	Bus Rapid Transit: Wirral Waters and KQ Liverpool	BSIP - £160m	£160m	£160m

Theme	Scheme	Funding Source	BSIP ask	Total Investment
A comprehensive and integrated bus network	Network Enhancements	BSIP - £162m	£162m	£162m
	Integrating Halton	BSIP - £26.4m	£26.4m	£26.4m
Straight forward ticketing and great value fares	Tap-and-go	City Region Sustainable Transport Settlement - £5m Transforming Cities Fund - £1m BSIP - £1m	£1m	£7m
	Fares reduction initiatives	BSIP - £28.4m	£28.4m	£28.4m
An excellent passenger experience	Retrofit AV into all buses	BSIP - £7.2m	£7.2m	£7.2m
	Bus Driver training programme	BSIP – £0.6m	£0.6m	£0.6m
	Customer information improvements	BSIP - £0.7m	£0.7m	£0.7m
	MetroBus brand roll out	BSIP - £4.8m	£4.8m	£4.8m
	Women's safety	Safer Streets Fund - £0.3m BSIP - £0.4m	£0.4m	£0.7m

Theme	Scheme	Funding Source	BSIP ask	Total Investment
An emission-free bus network	Hybus phase1	Transforming Cities Fund - £12.5m	£0	£12.5m
	Hybus phase 2	ZEBRA/BSIP - £12.5m	£12.5m	£12.5m
	Full depot conversion/ construction	ZEBRA/BSIP - £45m	£45m	£45m
	50-bus zero-emission retrofit	ZEBRA/BSIP - £12.5m	£12.5m	£12.5m
	Hybus phase 3	ZEBRA/BSIP - £71m	£71m	£71m
An excellent passenger experience	Bus reform flexible funding	BSIP – £75m	£75m	£75m
Totals			£667.4m	£806.3m



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