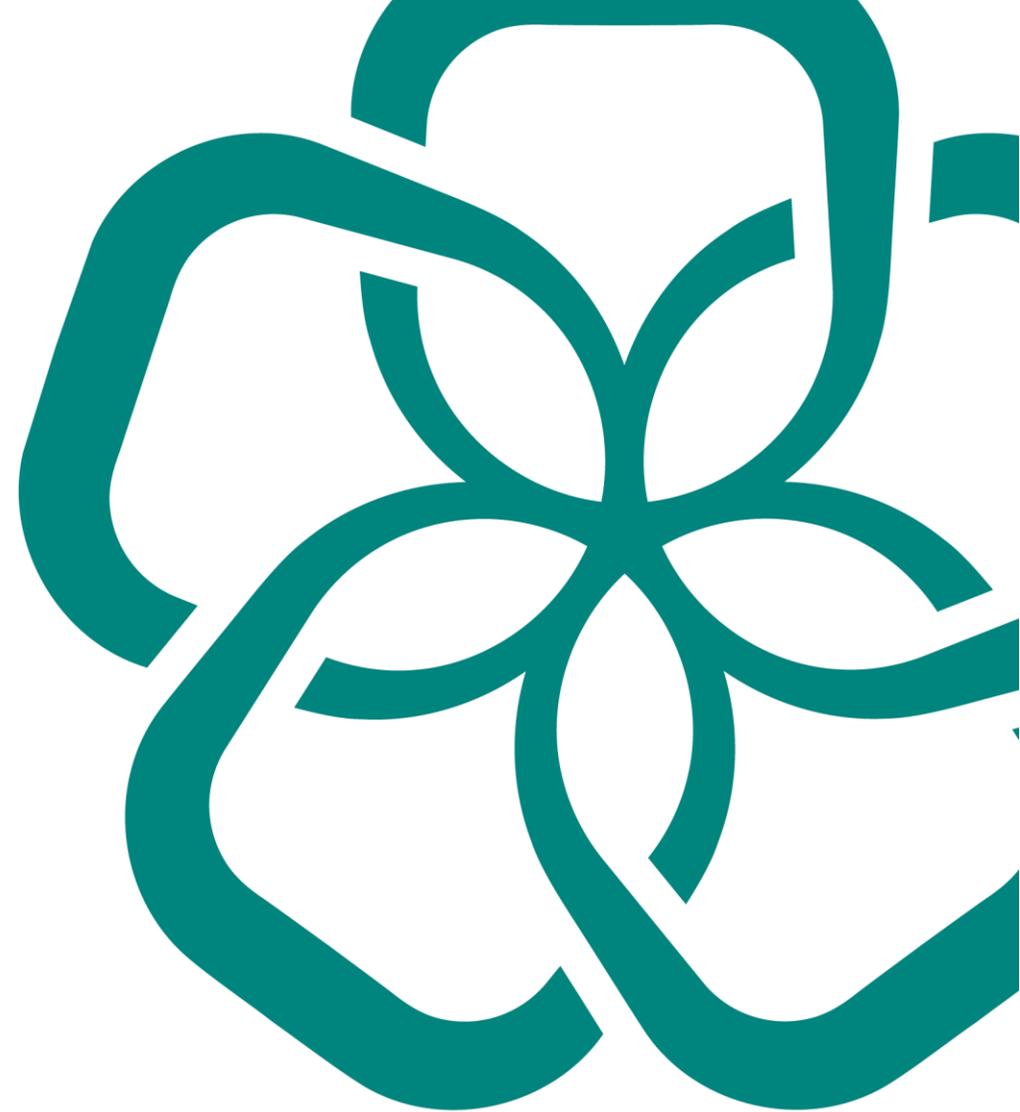




**West  
Yorkshire  
Combined  
Authority**

**Tracy  
Brabin  
Mayor of  
West Yorkshire**



# **West Yorkshire Combined Authority Bus Service Improvement Delivery Plan 2025-26**

May 2025

## Bus Service Improvement Delivery Plan 2025-26

Category of scheme/measure	Name of scheme/measure	Additional description of scheme/measure (including intended beneficial outcomes)	Target delivery date
Bus service support/network development	WYC01BII - Bus, urban traffic management and passenger information interface	This scheme supports the development of an approach to the management of a franchised bus network. This includes a Local Transport Plan feasibility study which will include assessing the optimum WY approach to UTMC in the context of the planned bus franchising in West Yorkshire and the progress of the present WY UTMC infrastructure and management. In this context, the Combined Authority is engaging district network managers to commence scoping discussions and to produce a baseline study on the current system in place.	Apr-25
Bus service support/network development	WYC04SMH - Service Innovation - Mobility Hubs	The scheme is creating a short list of first and last mile journey mobility hub schemes ranging from EV charging to community transport across the WY region. Going forward, the scheme will continue to support the development costs of these Mobility Hubs schemes, focusing on consultancy support for business case development.	Apr-25
Bus service support/network development	WYC04PRB - BSIP+ Protection and Restoration of bus services	Addressing the instability of the West Yorkshire bus network is a key priority in providing a solid foundation to enhance and franchise the network as per the objectives of the BSIP. This scheme is working to restore and stabilise the bus network and to prevent further losses to the existing standards of connectivity. To date, fifty-five bus services have been protected from withdrawal. In addition, this scheme supports the continued running of school bus services and the operation of park and ride schemes.	Apr-25

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Category of scheme/measure	Name of scheme/measure	Additional description of scheme/measure (including intended beneficial outcomes)	Target delivery date
Bus service support/network development	WYC04NES - Network enhancements (new and improved services)	<p>The scheme seeks to increase bus passenger numbers and satisfaction by making bus travel more attractive and better suited to the travel needs of the people of West Yorkshire through increasing the frequency and running hours of bus services. It will provide greater accessibility to education, employment, and housing, by bus, and help facilitate a switch from car travel and therefore reduce greenhouse gas emissions.</p> <p>So far, this scheme has supported the core and evening hour frequency enhancement of 24 commercial bus services. An on-service passenger survey has confirmed that the frequency and evening hours enhancements provided have resulted in increased bus use, passenger satisfaction and modal shift.</p>	Apr-25
Bus service support/network development	WYC04SNE- Superbus - town network enhancements	<p>The scheme seeks to increase bus passenger numbers by making bus travel more attractive and better suited to the travel needs of the people of West Yorkshire by increasing the frequency and running hours of bus services. It also aims to provide greater accessibility to education, employment, and housing, by bus, and help facilitate a switch from car travel and therefore reduce greenhouse gas emissions. At present, three Superbus schemes are in delivery. Going forward, these services are to run on a commercial basis for an additional two years, following the end of BSIP funded contracts in July 2027.</p>	Apr-25
Development of future proposals	WYC09DRT - Service Innovation - Demand Responsive Transport Pilot	<p>An analysis of transport gaps in the bus network and potential options is ongoing, which will inform a future DRT strategy in the region and the DRT approach in the BSIP vision post-2025.</p>	Apr-25
Other	WYC06ICA - Internal Capacity	<p>This scheme supports 14 staff posts working on the delivery of the BSIP programme and the wider WY bus network. This includes network management, network performance management and network planning, safer travel, communications as well as fares and ticketing.</p>	Apr-25

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Category of scheme/measure	Name of scheme/measure	Additional description of scheme/measure (including intended beneficial outcomes)	Target delivery date
Other	Capacity and capability	This scheme supports resource for the operation of the BSIP programme as well as funding for external support, including bus network and passenger consultations.	Apr-25
Other	Monitoring and Evaluation	This scheme ensures the evaluation of the BSIP programme and projects against the BSIP KPIs and Combined Authority objectives. To date, this has covered surveys for the Mayor's Fares scheme and the Network Enhancement/Superbus schemes. Going forward, a pipeline of future survey waves and evaluation of other BSIP schemes is being developed.	Apr-25
Simpler/more affordable fares	WYC09TPN - Travel Plan Network	The BSIP funding has been supporting a team providing services to members including ticket mega bundles since 2023. These bundles consist of a batch of day tickets limited to one user to promote staff commuting or leisure travel using public transport. As of March 2025, approximately 600 large and small companies have been benefitting from the scheme.	Apr-25
Improved information, marketing	WYC07BCM - Business to Customer Sales, Marketing and Behaviour Change	This scheme funds communication and engagement campaigns aiming to promote passenger behaviour change encouraging the public to switch to using the bus as their mode of choice. Following the success of the first Walk it. Ride it. campaign, it will be continued as an "always on" online behaviour change and modal shift towards bus campaign. Going forward, the BSIP will support other modal shift campaigns. In addition, as part of the development of an integrated transport model for the region, including a reformed bus market, a transport brand review will be carried out.	Apr-25
Simpler/more affordable fares	WYC03BMC - Mobility Credits	The Mobility Credits is a pilot scheme that will provide subsidised bus travel to groups of people for whom access to West Yorkshire is limited due to the cost of transport: people who have recently gained employment and people in training. Following approval of the business case, this scheme will enter delivery in Q1 2025/26.	Apr-25

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Simpler/more affordable fares	<p>WYC06FRS - Fares reduction/simplification</p> <p>Mayors Fares</p>	<p>The scheme is expected to increase bus passenger numbers and benefit deprived communities, young people, job seekers and people in education, as well as reducing greenhouse gas emissions. Since September 2022, the Mayor's Fares scheme has supported approximately 62 million journeys, saving passengers £71,000,000. A 2023 survey confirmed that bus users aged 19-65 are either using the bus more or at least at the same level as a result of the policy. Furthermore, with 60% of bus trips being made by those in the poorest 40% of households, a majority acknowledged that the scheme had helped to manage the cost-of-living crisis.</p> <p>In April 2025, the £2 fare cap and the £5 day saver were increased to £2.50 and £6 respectively.</p>	Apr-25
Safety and security	WYC09ESP - Enhanced Safer Travel Partnership	<p>This scheme seeks to enhance perceptions of safety and overall customer satisfaction of bus travel. The scheme supports women, girls, and other vulnerable groups to feel empowered to travel by bus when they want to, without the fear of intimidation or anti-social behaviour.</p> <p>The BSIP programme has funded the recruitment of a team of 10 Police Community Support Officers (PCSOs) and is part-funding a further five who were already deployed to tackle anti-social behaviour and other safety issues across the bus network.</p> <p>Since deployment, these PCSOs have been patrolling bus stations and bus services and have supported safety training of bus station staff. In addition, the PCSOs have engaged schools to promote safer travel and related awareness. The BSIP Phase 4 funding will extend this scheme to March 2026.</p>	Apr-25

**Find out more**  
[westyorks-ca.gov.uk](https://westyorks-ca.gov.uk)

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All information correct at time of writing