**Bus Focus Group Brief**

Liverpool City Region Combined Authority (LCRCA) Bus Alliance is looking to commission community and voluntary sector organisations to carry out research into LCR citizens’ attitudes towards travelling by bus in the era of COVID-19. The main aim is to identify actionable insights that will help to inform future marketing campaigns and messaging to increase bus patronage, as part of the City Region’s recovery from the Coronavirus Pandemic.

**Background**

During the outbreak of COVID-19 and as lockdown eases, Merseytravel and Transport Operators have been working together, to provide the best service possible.

As part of the COVID-19 Economic and Business response, it was decided that a Tracker Survey should be undertaken, looking to understand the future of transport within the Liverpool City Region (LCR). This will, include how travel demand will be impacted because of the pandemic and how transport can best help with the City Region’s recovery. It was decided that the research should be undertaken over a number of waves; looking at travel during the pandemic, within the recovery phase, and in the future.

There have already been two Travel Tracker Surveys which have identified that public transport measures to date, are helping to make people feel more confident to travel. However, support to overcome fears and anxiety may be needed to help others return to using public transport.

Wave Three Travel Tracker will go live on 28th September 2020 and we will share this survey with you, plus data from the current tracker, week commencing 5th October 2020, to support you in delivering your focus groups.

**Covid 19 guidance**

From Tuesday 22nd September the Liverpool City Region is under Covid 19 local restrictions. This means that we must observe social distancing, wash hands and wear a mask where appropriate. Any focus group activity must adhere to this guidance. Please visit <https://www.gov.uk/coronavirus> for the latest advice and updates.

**Objective**

To engage with diverse groups to obtain a better understanding of citizens attitudes towards bus use and to provide more inclusive insight into future delivery of services.

**Outputs**

To engage with citizens across the 6 districts of Liverpool City Region (Liverpool, Knowsley, Halton, Sefton, St. Helens and Wirral), delivering a minimum of 7 focus groups across the Liverpool City Region, targeted at the following segmented groups, with a max of 10 in participants in each group.

You can choose which and how many of the segmented groups your organisation will be able to engage with.

**Segmented Groups and description of citizens**

**Getting on – Life Improving**

Employed citizens with more disposable income, high salaries, own their own home, have less dependants at home, have access to a car and travel mainly for work or leisure. Elderly people with additional pensions.

**Getting by – Keeping up**

Managing a budget with limited funds to spend on other things for leisure purposes, could be young and living in rented accommodation, families with dependant children living with them, may have a chaotic lifestyle.

**Getting stuck – making it harder to keep afloat**

People with poor health, unemployed or low earners, single parents, tend to not own their own home, may live in social housing or have a private landlord.

**Getting Harder**

Single people not entitled to benefits, people receiving benefits, such as Universal Credit, maybe has zero hour contract, doesn’t have access to a car, find it hard to budget, complex health needs both mentally and physically, find it hard to plan for the future.

Provide a summary of demographic data collected from participants of focus groups using **Appendix A**.

**Research topics to discuss**

* + Impressions and opinions of bus as a mode of transport in the context of COVID-19.
  + Safety and perceptions of safety on bus.
  + Opinions concerning school re-opening and the impact on public transport.
  + Wifi provision on bus and does this encourage citizens to use bus
  + What would make people use the bus again if they are not using it now
  + Communication and marketing – View our Re-Think Travel <https://www.merseytravel.gov.uk/customer-information/rethink-travel/>

**Output**

Provide a detailed report from each of the focus groups telling us what insight you have gained from the conversations you have had at each of the sessions. You can choose how you present this; it could include mind-maps, images, recordings, transcripts etc.

**Timescales**

|  |  |
| --- | --- |
| Outlined proposals to be submitted to the Liverpool City Region Combined Authority (LCRCA) | 27th September 2020 |
| LCRCA to notify applicants of proposal outcome | 28th September 2020 |
| Delivery of Focus Groups commence | 5th October 2020 |
| Submit Focus Group Report | 12th October 2020 |

**Incentives**

We recognise it may be more difficult to engage during these unprecedented times and you may want to consider incentivising participation with a voucher/renumeration up to the value of £20 per participant per session.

**Budget**

**£15,000 for the entire project**

Please complete the proposal template below and submit to [communities@liverpoolcityregion-ca.gov.uk](mailto:communities@liverpoolcityregion-ca.gov.uk) **by 27th September 2020**

**Proposal Template**

|  |  |
| --- | --- |
| Name of Organisation |  |
| Contact Name |  |
| Contact Number |  |
| Contact email |  |
| How many focus groups will you deliver? |  |
| How many citizens in each group? |  |
| What segmented group(s) will you target?  **Getting on – Life Improving**  **Getting by – Keeping up**  **Getting stuck – making it harder to keep afloat**  **Getting Harder** |  |
| Tell us how you intend to deliver your focus groups – this could be   * face to face whilst adhering to Government COVID-19 guidance * Telephone calls * Online sessions |  |
| Please provide a detailed breakdown of your expenditure (the list below is not inclusive)  Room hire  IT licences  Participants incentives  Refreshments  Printing |  |

**Appendix A – Demographic data required for each participant.**

|  |  |
| --- | --- |
| Postcode (Within the Liverpool City Region) |  |
| Age range | 13-17  18-24  25-34  35-42  43-59  60+  Prefer not to say |
| Gender | Male Female Trans Non-binary Prefer not to say Other not listed |
| Disability | Yes/No |
| Ethnicity Which of the following best describes your ethnicity? | White: English/Welsh/Scottish/Northern Irish/British  White: Irish  White: Gypsy or Irish Traveller  Other White  Mixed/Multiple Ethnic Group: White and Black Caribbean  Mixed/Multiple Ethnic Group: White and Black African  Mixed/Multiple Ethnic Group: White and Asian  Other Mixed  Asian/Asian British: Indian  Asian/Asian British: Pakistani  Asian/Asian British: Bangladeshi  Asian/Asian British: Chinese  Other Asian  Black/African/Caribbean/Black British: African  Black/African/Caribbean/Black British: Caribbean  Black/African/Caribbean/Black British: Other Black  Other Ethnic Group: Arab  Any other ethnic group  Prefer not to say |
| Which of the following do you think describes your lifestyle most?  **Getting on – Life Improving**  Employed citizens with more disposable income, high salaries, own their own home, have less dependants at home, have access to a car and travel mainly for work or leisure. Elderly people with additional pensions.  **Getting by – Keeping up**  Managing a budget with limited funds to spend on other things for leisure purposes, could be young and living in rented accommodation, families with dependant children living with them, may have a chaotic lifestyle.  **Getting stuck – making it harder to keep afloat**  People with poor health, unemployed or low earners, single parents, tend to not own their own home, may live in social housing or have a private landlord.  **Getting Harder**  Single people not entitled to benefits, people receiving benefits, such as Universal Credit, maybe has zero hour contract, doesn’t have access to a car, find it hard to budget, complex health needs both mentally and physically, find it hard to plan for the future. |  |