

APPENDIX 2 – GTS RECOMMENDATIONS & ACTIONS

Focus	Reference	Action	Actions taken
4.1. Project management and governance	4.1.1	Logging customer enquiries to identify volume, concern and how to resolve. Relocating customer enquiries to MetroLine. Reinstating booking via phone.	FlexiBus email address set up for customer feedback Rate my journey enabled on FlexiBus app for immediate feedback – any one star ratings investigated and responded to Metroline not equipped to deal with customer enquiries hence the FlexiBus email and circulation of Manager rota to AccessBus and Metroline teams on a weekly basis. Insufficient resource for telephone bookings and no plan to increase staffing level in AccessBus team although Emma Dinnell was upgraded to provide 12 hours per week administrative support from June 2022
	4.1.2	Setting and managing new KPIs.	Vehicle reliability issues prevent the setting of any operational KPIs
	4.1.3	Developing new Project Board with First, Data Images, Mellors, and WYCA focused on addressing operational issues and business development with new Terms of Reference.	Project Board was not developed due to several factors not least, Data Images were bought out by 365 Response and subsequently by RLDatrix and development work suffered as a result of these changes. Regular meetings (generally fortnightly) are held with First. Mellors have discontinued the manufacture of the Orion E and after-sales support has been poor. Most recently Mellors carried out 100 point checks on the vehicles in an attempt to improve reliability. However, battery charge remains a major issue.
4.2 Operation	4.2.1	Addressing the vehicle recharging issue with buses unable to undertake a full days' work on one charge.	This situation became significantly worse in October 2022 when regular use of heaters, light and demisters greatly reduced the battery life and mid-day charging breaks had to be introduced in order for afternoon peak journeys to be operated
	4.2.2	Review of driver rotas to increase bus hours 'in service'.	Full complement of drivers was achieved from 5 September 2022 – driver breaks were removed which increase availability by 34 hours per week
	4.2.3	Review of virtual stops and in the strategic stop at Duke Street	After consultation with passengers the Duke St stop was withdrawn from 5 September 2022. Although this change was intended to prevent long distance journeys into the city centre it has had minimal impact

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4.3 Marketing and Communication	4.3.1	Deliver co-ordinated sustainable travel campaign with Travel Plan Network to engage employers in East Leeds. To be directed through existing TPN members and used to attract new members. Promotion of total transport offer not just FlexiBus.	Colleagues from the TPN Team attended FlexiBus meetings with First and assisted with the 12 month anniversary event at the Springs to raise awareness of the service. The team also liaised with LTHT at St James's and Seacroft hospitals.
	4.3.2	Create FlexiBus social media accounts.	No resource available to administer such accounts – FlexiBus email and trip feedback function implemented as a compromise
	4.3.3	Customer retention strategy.	Passenger complaints are dealt with within 5 working days. One star trip ratings are investigated where possible within the resource available.
	4.3.4	Direct mail to households within operational area.	Demand had already exceeded availability with the lack of trip aggregation it was unwise to promote the service
4.4 Pricing and ticketing	4.4.1	Introducing a fare of +£1 for an additional customer making the same journey.	Issues with trip aggregation hamper the booking of multi passenger journeys so this idea was never implemented
	4.4.2	Inclusion of payment module on app.	There has been little demand from passengers for a pre-pay service and development costs and lack of reliability with vehicles has made this impractical
	4.4.3	'Green Trip' discount.	Not implemented due to low % of modal shift from car
4.5. App	4.5.1	Update app so that customers can select to receive notifications and provide greater user feedback. (Push and SMS).	Customers are satisfied with email notifications. Prohibitive development cost and lack of resource at 365 Response
	4.5.2	Accessibility audit.	Lack of resource to undertake audit
	4.5.3	'Live' guided customer app demo.	Consideration was given to uploading this onto the website but developments are still being made to the app.
	4.5.4	Real time tracking of vehicles.	This is already available within the software
	4.5.5	Review of all pre-booked journeys in systems. Recommendation of all journeys being recast with wider trip time parameters to allow for greater aggregation. Intro of maximum 12 week booking window.	The advance booking window was reduced to 12 weeks from March 2022. Parameters have been amended but no real improvement has been achieved with auto-aggregation. Emma has spent much of her time manually aggregating trips.
	4.5.6	Push customers towards relevant trips for aggregation.	The parameters have been amended to present fewer trip options
	4.5.7	Adjust 'Arrival within time' parameter.	Done

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	4.5.8	Increase maximum journey time parameter.	Done
	4.5.9	'Feeder Service' module.	As part of the Duke St stop withdrawal, interchange points along York Road were introduced and posters were displayed in the buses advising passengers of connections into/out of the city centre along with through ticketing to/from these interchange points. To date no-one has used these connections.
	4.5.10	Link stop details to Google maps for guided route.	The stop details are displayed within the app once a booking has been made. The system automatically selects the closes pick up point to the point of origin/destination and provides walking directions to the pick up point.
4.6. Service development and integration	4.6.1	Integrate FlexiBus as part of East Leeds public transport offer.	Development costs of c£13,000 were quoted however significant development work and subsequent testing estimated lead time of 6-9 months. Priority of resource was directed to the trip aggregation work instead.
	4.6.2	Engage with Leeds Teaching Hospitals NHS Trust to identify scope for St James's Hospital to Seacroft Hospital shuttle.	The TPN Team have spoken with LTHT with regards to off peak availability however this was greatly reduced by the introduction of mid-day charging breaks due to limited battery life.

Priority

	Immediate
	Medium term – next 3 months
	Longer term – next 6 months