

**Report to:** Transport Committee

**Date:** 11 January 2019

**Subject:** **Bus Alliance**

**Director:** Dave Pearson, Director of Transport Services

**Author(s):** Helen Ellerton

Is this a key decision?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is the decision eligible for call-in by Scrutiny?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Does the report contain confidential or exempt information or appendices?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If relevant, state paragraph number of Schedule 12A, Local Government Act 1972, Part 1:	

## 1. Purpose of this report

- 1.1 To provide an update on the proposals for the West Yorkshire Bus Alliance and to seek endorsement of the proposed commitments that will be deliverable as part of the Alliance. These are summarised in Appendix 1.
- 1.2 To set out the next steps in developing the Alliance to a formal agreement incorporating key performance indicators and a delivery plan.
- 1.3 Bus operators have been invited to attend the Committee and to outline how the Alliance will support their plans for developing the region's bus service.

## 2. Information

### Proposal for an Alliance

- 2.1 Transport Committee on the 9 November 2018 endorsed that Bus 18 should move towards a non-statutory alliance (technically known as a Voluntary Partnership) with a view to migrating to a statutory partnership model as it matures.

2.2 The Bus Services Act 2017, which provides for Advanced Quality Partnership, Enhanced Partnerships and Franchising; are all relatively new, untested, provisions. It is proposed that in the short term focus is placed on making tangible improvements for the customer rather than entering into lengthy negotiations and legal process that are needed to establish a statutory arrangement.

### **Summary of the Alliance Commitments**

2.3 Following the last meeting of the Committee, work has progressed in developing the governance arrangements and key commitments which will form the basis of the Alliance.

2.4 The Alliance governance will be led by the Chair and Vice Chair of the Transport Committee with strong participation from bus operators. Transport Focus will represent passenger interests and there will be close liaison with local authority highway teams.

2.5 Ten work streams have been developed jointly by the Combined Authority, West Yorkshire districts and bus operators. The work streams contain a set of commitments and the anticipated outcomes for the customer.

2.6 The table below provides a summary of the themes, work streams and commitments. Appendix 1 provides more detail on each work stream including the proposed commitments, anticipated outcomes, customer experience and a summary of the delivery plan.

<b>Theme</b>	<b>Work Stream</b>	<b>Commitments</b>
Customers at the Heart	Network Legibility	Single clearly identifiable brand
	Ticketing and Retail	Account based ticketing
	Ticketing and Affordability	Simple fares structure and fare offers for young people
	Travel Information	Live journey planning information, real time and disruption collaboration
	Customer Service	Consistent customer service offer, improved on board bus customer facilities
	Communication and Engagement	Promotional engagement to encourage behavioural change
Keeping Buses Moving	Highway Infrastructure	Highway Improvement Programme to reduce journey times, congestion relief programme, improved bus waiting infrastructure, development of a Transport Coordination Centre
	Service Provision	Extended operating hours, Review of the bus network structure, improved network security, better emergency planning, major highway events planning and resilience

A Sustainable Bus Network	Clean Bus Technology	Delivery of a clean bus technology programme
	Economy of the Bus Network	Better data availability, review of the economy of the bus network

### **Voluntary Partnership Agreement –Proposed Approach**

- 2.7 If the Committee is minded to endorse the commitments presented in this report, the next step will be to develop a set of targets, key performance indicators and a delivery plan to achieve the commitments. It is proposed that these will be developed and recommended for approval by Transport Committee in March 2019.
- 2.8 Following this, the package of commitments, indicators and plans will be supported by a formal Voluntary Partnership Agreement to be signed by June 2019.

### **Proposed Approach To A Performance Plan and Indicators**

- 2.9 The Alliance will seek to increase patronage and customer satisfaction across all bus services in West Yorkshire. It is proposed that there is an overarching Voluntary Partnership Agreement that is supported by three schedules as follows:
1. **Urban Centres** – to focus on the core town and city centres.
  2. **Investment Corridors** – to focus on locations where significant investment in the highway infrastructure that provides benefits to the bus is due to be delivered. For example, delivery of the West Yorkshire Transport Fund, Connecting Leeds and Transforming Cities Funds.
  3. **Remaining Urban and Rural Areas** – to focus on locations outside the core urban centres and corridors that are due to receive funding to improve the highway infrastructure.
- 2.10 Each schedule will contain Key Performance Indicators for the following themes:
1. Punctuality and Reliability
  2. Customer Information
  3. Ticketing
  4. Air Quality
- 3. Financial Implications**
- 3.1 There are no financial implications directly arising from this report.
- 4. Legal Implications**
- 4.1 There are no legal implications directly arising from this report. A Voluntary Partnership Agreement will be developed to support the Alliance.

## **5. Staffing Implications**

- 5.1 Resource will be required to set up and manage the Alliance. The funding for this will be covered in existing budgets.

## **6. External Consultees**

- 6.1 No external consultations have been undertaken.

## **7. Recommendations**

- 7.1 That the Committee endorse the commitments proposed for the West Yorkshire Bus Alliance as set out in this report.
- 7.2 That a further report be presented to the Committee in March 2019 detailing the targets, key performance indicators and delivery plan together with the outline terms of a Voluntary Partnership agreement
- 7.2 That, to ensure momentum is maintained from a transition from Bus18 into the West Yorkshire Bus Alliance, progress against delivery of the commitments and adoption of the governance arrangements progresses ahead of finalising the formal Voluntary Partnership agreement.

## **8. Background Documents**

None.

## **9. Appendices**

Appendix 1 – Bus Alliance Commitments