

The logo features a large, stylized letter 'W' composed of three overlapping, curved segments in shades of teal. The top-left segment is white and contains the text 'West Yorkshire Combined Authority'.

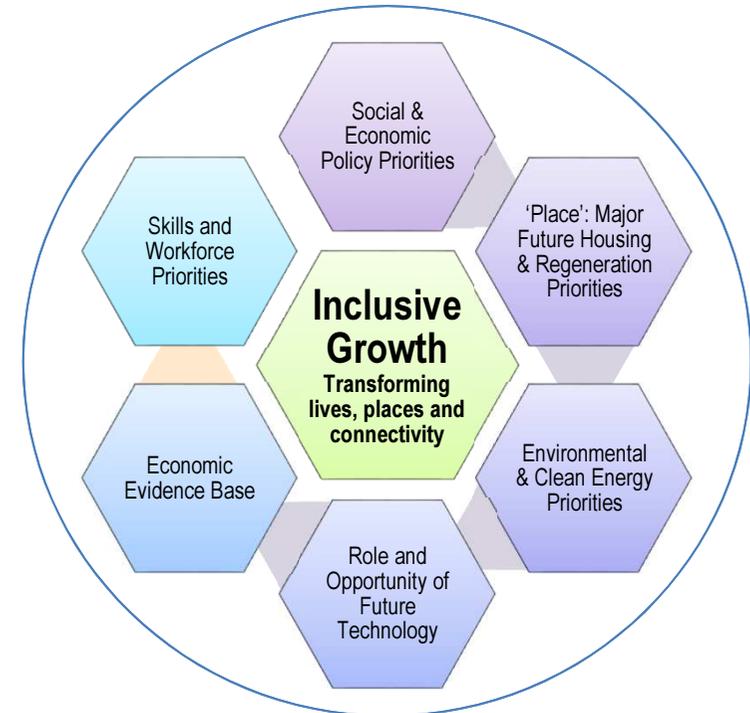
**West  
Yorkshire**  
Combined  
Authority

**West Yorkshire Bus Alliance**

# The Vision



This document has been developed by West Yorkshire Combined Authority with support from the West Yorkshire District Councils, plus bus operators Arriva, First West Yorkshire & Transdev.  
Version adopted by WYCA, 3 August 2017



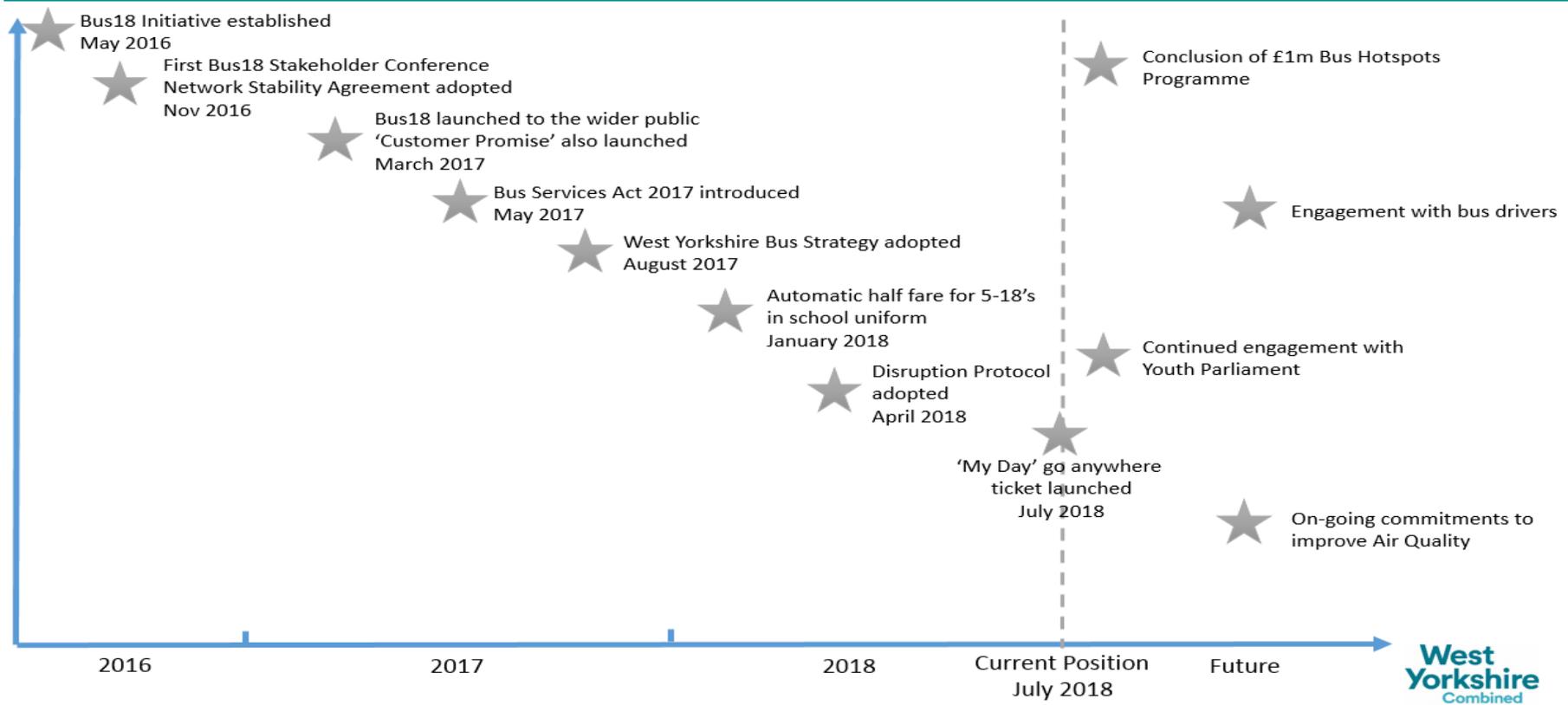
To create a modern, integrated and innovative bus system, which puts customers first and contributes to the delivery of the economic, environmental and quality of life ambitions as set out in the Strategic Economic Plan and the West Yorkshire Transport Strategy.

# Objectives

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- The West Yorkshire Bus Strategy objectives are as follows:
  1. To enable economic growth in West Yorkshire by improving connectivity to areas of economic opportunity Provide a step change in the journey experience for customers
  2. To realise environmental aspirations, including significantly reducing local emissions Make the bus easy to use
  3. To support local communities by improving access to health services, education, employment, leisure and retail destinations
- With the following measures for success:
  1. Increased bus patronage - working towards increasing bus patronage by 25% across West Yorkshire and by 50% in Leeds
  2. Deliver a Reliable Service
  3. Increased Customer Satisfaction

# Our Progress To Date: Bus18



## Example of a Bus 18 Success

- MyDay was launched in July 2018 as the new all-day £2.60 county-wide bus ticket for West Yorkshire's under 19s, replacing the current half metro day ticket.
- August 2018 15,300 tickets were sold, whereas 12,000 equivalent tickets were sold in the same period last year.

# Next Step: West Yorkshire Bus Alliance

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- West Yorkshire Bus Alliance is the new voluntary partnership agreement between West Yorkshire Combined Authority, the West Yorkshire districts and the Bus Operators.
- The Alliance will be led by the Chair of the Transport Committee. Transport Focus will represent passenger interests and there will be close liaison with local authority highway teams.
- A timescale of 2019 to 2022 is proposed -not to suggest that the programme ends in 2022, the intention is to move to a further stage at this point
- The Alliance will provide:
  1. a structure for all parties to work towards improving the service offer for the customer
  2. the opportunity to implement measures to improve bus travel by ensuring the network is stable, affordable, reliable and punctual.
  3. opportunity to test the features of a statutory partnership without the legal implications

# West Yorkshire Bus Alliance Themes

| Theme                            | Work Stream                  | Commitments   |
|----------------------------------|------------------------------|---|
| <b>Customers at the Heart</b>    | 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  |
| <b>Keeping Buses Moving</b>      | 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       |
| <b>A Sustainable Bus Network</b> | 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  |