
Report to: Transport Committee

Date: 15 March 2019

Subject: West Yorkshire Bus Alliance - Update

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Is this a key decision?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is the decision eligible for call-in by Scrutiny?	<input type="checkbox"/> Yes <input checked="" 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. The purpose of this report is to provide an update on the development of the West Yorkshire Bus Alliance. Following the last meeting of the Committee, work has progressed in developing the work stream delivery plans, governance arrangements and next steps for the communication and engagement, all of which will form the basis of the Alliance.
- 1.2. To set out the next steps in developing the Alliance to a formal agreement incorporating key performance indicators and a delivery plan.

2. Information

Background

- 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. On the 11 January 2019 Transport Committee endorsed the Commitments proposed for delivery through the West Yorkshire Bus Alliance. The table below provides a summary of the themes, work streams and commitments.

Theme	Work Stream	Commitments
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

Delivery Plan and Performance Management Update

- 2.3. West Yorkshire Combined Authority, alongside the West Yorkshire Districts and Bus Operators are currently in the process of identifying a delivery plan for each commitment identified in Table 1.
- 2.4. The Delivery Plans will identify the following:
- Description of the output for the commitment.
 - How the commitment will be delivered.
 - Funding -identification of source of funding or requirement for funding.
 - Outputs that can be delivered early.
 - A three year delivery plan by commitment.
 - Performance management -how the output will be measured.
- 2.5. It is intended that the West Yorkshire Bus Alliance will be supported by a legal Voluntary Partnership Agreement. The Performance Management Indicators

identified as part of the Delivery Plans will be used to inform the Voluntary Partnership Agreement.

To help inform the development of the West Yorkshire Bus Alliance the West Yorkshire Combined Authority attended the Transport Select Committee enquiry on the *Health of the Bus Market* in Liverpool. The scope of the enquiry is to understand:

1. Effectiveness and ambition of the Department for Transport's policies on buses.
2. Factors affecting bus use, including the reliability of the bus service, congestion, the ways bus companies are dealing with congestion, and the effectiveness of bus priority measures.
3. The provision of services to isolated communities in rural and urban areas, and the reliance of particular communities and groups of people on bus services.
4. The viability and long-term sustainability of bus services, including the effectiveness of funding, fare structures and public grants.
5. Regulations affecting the provision of bus services and the adequacy of guidance to operators and local authorities.

A transcript of the evidence heard at the enquiry can be found here:

www.parliament.uk/business/committees/committees-a-z/commons-select/transport-committee/inquiries/parliament-2017/health-of-bus-market-17-19/

Communication and Engagement Strategy

- 2.6. Transport Committee asked for further information on the approach to communication and engagement. A Commitment included as part of the West Yorkshire Bus Alliance is to develop a Communication and Engagement plan that will focus on working with operators and the West Yorkshire Ticketing Company Ltd to provide clearer promotion of the bus and encourage behavioural change. This will be supported by a number of engagement opportunities to understand from customers and non-bus users what would encourage them to use the bus.
- 2.7. The 2019 'Big Meet Up' is planned for mid March 2019. This is attended by officers. This will bring together the West Yorkshire Combined Authority, West Yorkshire Districts, employees from the bus operators working across the organisations and other interest groups, such as Transport Focus.
- 2.8. The aim of the 2019 Big Meet Up is to understand expectations from the West Yorkshire Bus Alliance and provide discussion and challenge to the work stream delivery plans. As Chair of the West Yorkshire Bus Alliance Councillor Groves will lead the Big Meet Up.
- 2.9. Alongside the Big Meet Up the formal launch of the Alliance will also take place. Transport Committee members have been invited to take part in the launch event.

Governance and Reporting

- 2.10. Transport Committee asked for further information on the approach to governance. Councillor Groves, as Chair of the Transport Committee will be the lead signatory for the West Yorkshire Bus Alliance, with co-signatories from each West Yorkshire district. The Alliance will have strong participation from bus operators. Transport Focus will represent passenger interests and there will be close liaison with local authority highway teams.
- 2.11. It should be noted that the West Yorkshire Ticketing Company Ltd will continue to function as a company in its own right, it is available as a partner to oversee and deliver ticketing and travel information activities jointly funded by the partners.
- 2.12. It is proposed that the Alliance is managed through a Steering Group. **Appendix 1** sets out the proposed Governance Structure and initial items for consideration as part of the draft terms of reference for the West Yorkshire Bus Alliance Steering Group.
- 2.13. In addition to the West Yorkshire Bus Alliance Steering Group it is proposed that a West Yorkshire District Working Group is established. It is anticipated that this is in addition to the existing district Bus Partnership Groups. This is to ensure operational issues are still discussed and managed on a regular basis.
- 2.14. The District Bus Performance Group will provide coordination across all bus partnership groups to provide opportunity to maximise resources and identify some network efficiencies; enable the sharing of best practice; and provide collaborative challenge on the delivery of the overall Alliance.
- 2.15. As it is proposed a member of the District Working Group attends the West Yorkshire Bus Alliance Steering Group then a direct link from the operations of the bus network is provided into the Steering Group.

Forward Plan

- 2.16. The next steps for the Alliance are to formalise the work plans and key performance indicators. This will be endorsed by Transport Committee in May and allow for the Voluntary Partnership Agreements with operators to be signed in the summer.

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.

5. Staffing Implications

5.1 There are no staffing implications directly arising from this report.

6. External Consultees

6.1 No external consultations have been undertaken.

7. Recommendations

7.1 The report to be noted.

8. Background Documents

None.

9. Appendices

Appendix 1 – West Yorkshire Bus Alliance Governance Structure and Draft Terms of Reference.