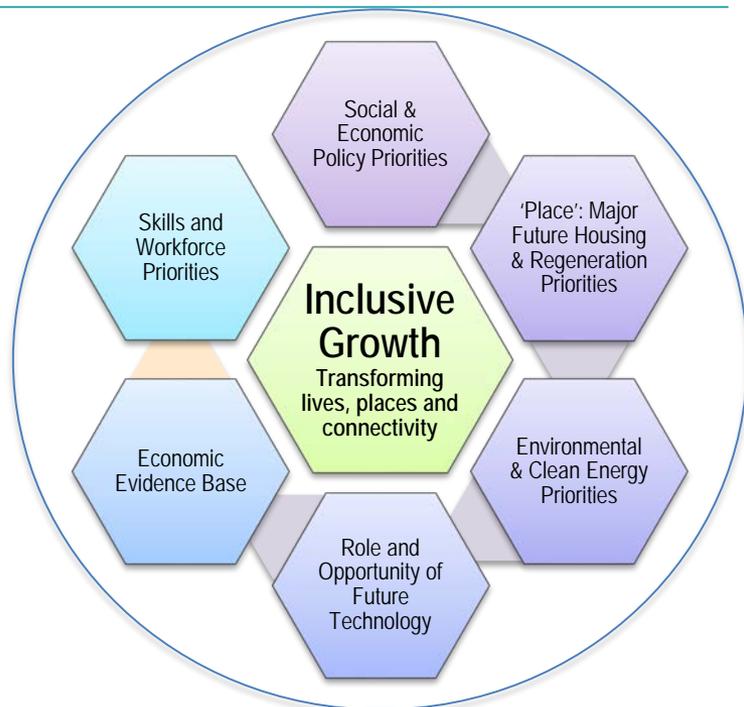


The logo for West Yorkshire Combined Authority is positioned in the upper left quadrant. It features the text 'West Yorkshire' in a large, bold, dark teal font, with 'Combined Authority' in a smaller, lighter teal font below it. The logo is set against a white circular background that is part of a larger graphic consisting of three overlapping, semi-transparent teal circles of varying shades, creating a sense of depth and movement.

**West
Yorkshire**
Combined
Authority

West Yorkshire Bus Alliance

West Yorkshire Bus Alliance: the Vision



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.

To grow the number of bus passengers by up to 25% over the next ten years

Objectives

- The key aim of the Alliance is to deliver the objectives of the West Yorkshire Bus Strategy and the commitments agreed as part of the Leeds Public Transport Investment Programme submitted to DfT in 2016.
- 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

Measures for Success

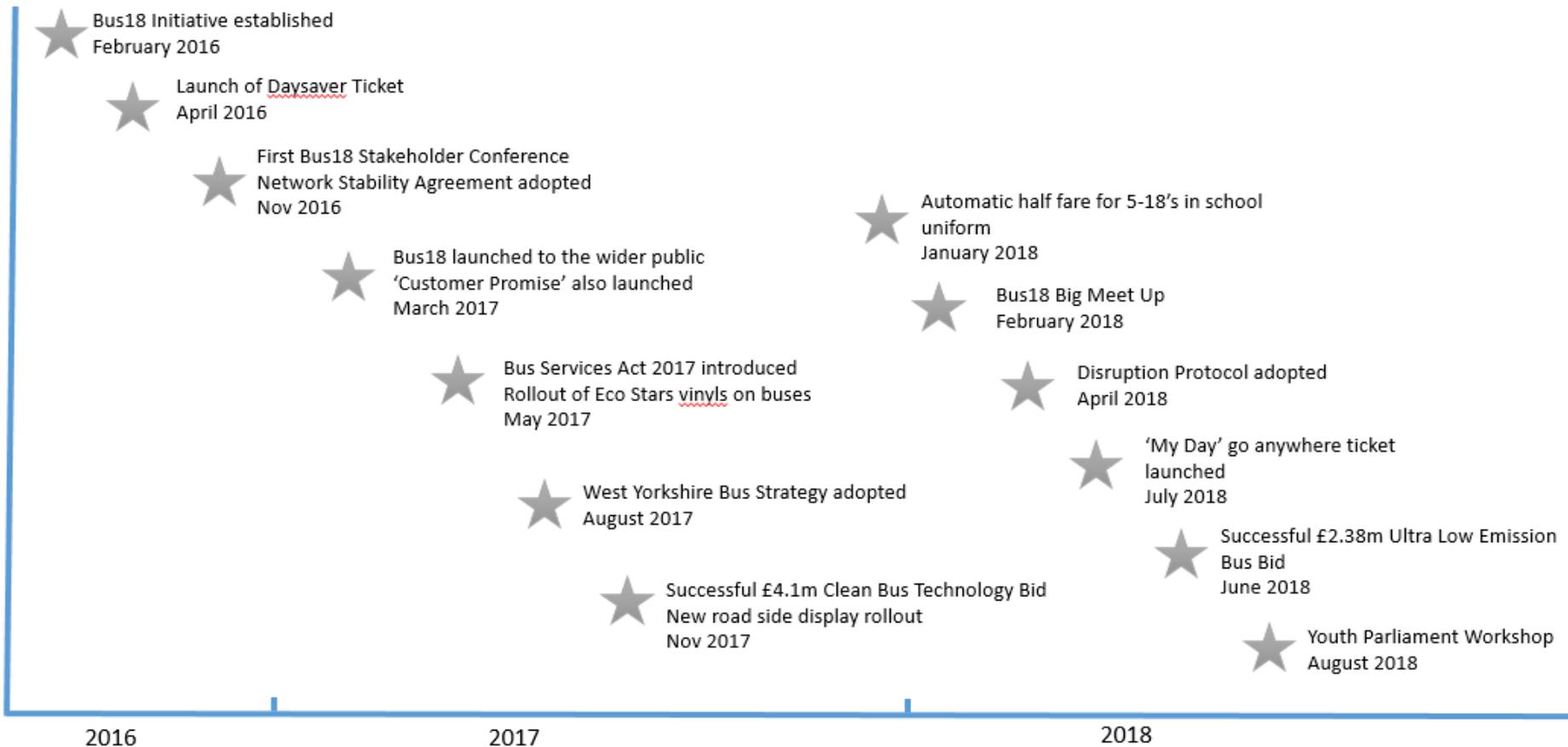
- It is suggested that a new partnership is more focussed on delivering against indicators and targets. A basket of measures and indicators has already been established under the Single Transport Plan, Bus Strategy and LPTIP Programme which can assist. It is proposed that the Partnership focuses on the following key measures:
 1. Increased bus patronage - working towards increasing bus patronage by 25% across West Yorkshire and by 50% in Leeds
 2. Reliable Service Delivery – using aggregated performance data on schedule adherence, average passenger waiting time (for frequent services) and journey times
 3. Customer Satisfaction – for which the Transport Focus Bus Passenger Survey is the key indicator offering comparisons across the country

The Importance of the Bus Network

- The bus is the biggest mover of people in West Yorkshire and has a critical role in our transport network : it is essential for providing access to jobs and training
- However, we have declining patronage in 2017/18, 147.8 million journeys were made on local buses in West Yorkshire, which represents a decrease of 21 million journeys (12.6%) since 2009/10
- The aim of the West Yorkshire Bus Alliance is to build on our working relationship



Bus 18: What did we Achieve?



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. August 2018 15,300 tickets sold, compared with 12,000 equivalent tickets in August 2017.

Bus 18 has developed a strong working relationship between partners but this is yet to materialise into real impact on key performance indicators

The Benefits of a Partnership: Working Together

- Formal Partnership will provide greater levels of accountability for all parties –commitment from all parties will ensure effective delivery within a timescale that will provide benefit to the customer
- A joint approach can allow for the pooling of resources and allow a greater focus on delivering a service to the customer
- The Combined Authority and West Yorkshire Districts are keen to build on our working relationship and maintain momentum
- The key features included in the Connecting Leeds Heads of Terms provide a platform to start the discussions and continue our working relationship.
- Bus Services Act 2017 provides the opportunity to formalise our relationship with bus operators

Summary of the Bus Services Act Partnership Options

<p style="text-align: center;">Voluntary Partnership (Alliance)</p> <ul style="list-style-type: none"> • An agreement between a local transport authority and the local bus operators to improve local bus services. • No requirement for detailed legal agreement, shared responsibility for delivering requirements. 	<p style="text-align: center;">Enhanced Partnership</p> <ul style="list-style-type: none"> • Legal agreement between a local transport authority and the majority of their local bus operators to work together to improve local bus services. • Shared responsibility between operators and LTA • Can vary in scale and scope to fit local requirements • Provides opportunity to influence a broad set of requirements including common ticket rules and fare zones, routes and branding • Parking policies and bus priority provision extended to increase usage
<p style="text-align: center;">Advanced Quality Partnership Scheme</p> <ul style="list-style-type: none"> • Legal agreement between local transport authority and bus operators with shared responsibility. • Services continued to be operated by commercial bus operators but new standards are set which some or all of the bus operators in the area are required to meet. • New standards include minimum service frequency, route branding/marketing, better payment methods, maximum fares • Parking policies and bus priority provision extended to increase usage 	<p style="text-align: center;">Franchised Bus Network</p> <ul style="list-style-type: none"> • Single, integrated local transport networks under one brand and one ticketing system -responsibility for management and delivery lies with LTA • Ability to cap and regulate fares. • Ability to contractually guarantee vehicle and service standards • Bus networks are specified by LTA • Potential value for money for the taxpayer through efficient use of subsidy

Reference: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/664318/bus-services-act-2017-new-powers-and-opportunities.pdf

Introduction to the West Yorkshire Bus Alliance

- The Alliance will provide a structure for all parties to work towards improving the service offer for the customer. This will provide the opportunity to implement measures to improve bus travel by ensuring the network is stable, affordable, reliable and punctual.
- The Alliance is a Voluntary Partnership Agreement between the West Yorkshire Combined Authority, West Yorkshire Districts and all bus operators of West Yorkshire –a legal agreement is in development
- Initial delivery period is to 2022, but the Alliance will not end at this point
- The Alliance will provide the opportunity to test the features of a statutory partnership without the legal implications. There will be challenging deliverables with strong accountability and governance to generate real change for the customers and increase patronage

West Yorkshire Bus Alliance Themes

Theme	Work Stream	Commitment
Customers at the Heart	Network Legibility	Single clearly identifiable network
	Ticketing and Retail	Improved pre and post pay sales
	Ticketing and Affordability	Clearer fare structures and better offers for young people
	Travel Information	Live journey planning information, real time and disruption collaboration
	Customer Service	Consistent customer service, improved bus facilities
	Communication and Engagement	Promotional engagement to encourage behavioural change
Keeping Buses Moving	Highway Infrastructure	Highway works to reduce congestion, better waiting infrastructure and Transport Coordination Centre
	Service Provision	Extended operating hours, review of the bus network structure, improved security, better emergency and planned events planning and resilience
Sustainable Bus Network	Air Quality	Delivery of a clean bus technology programme
	Economy of the Bus Network	Better data availability, review of the economy of the bus network

West Yorkshire Bus Alliance Delivery Structure

- The 10 work streams have an identified operator and WYCA lead who is accountable for the development and delivery of the work plan. The Leads will provide a monthly update on progress to the Steering Group
- The West Yorkshire Bus Alliance is chaired by Cllr Groves
- A West Yorkshire Districts Punctuality and Reliability Group will be established to ensure operational issues in the districts are recognised by the steering group. One representative will attend the steering group.
- The role of the Steering Group is to oversee the Alliance, monitor progress against the key performance indicators and ensure that the Bus Strategy is being delivered

Governance Structure

West Yorkshire Bus Alliance Steering Group

District Working Group
Representative:
TBC

Arriva
First
Transdev
ABOWY

Chair: Cllr Kim Groves
Deputy Chair:
Cllr Eric Firth

Senior Responsible
Owner: Dave Pearson

Passenger Representative:
Transport Focus
Louise Collins

Customers at the Heart

Work streams:
Network Legibility
Travel Information
Customer Service
Ticketing and Retail
Ticketing and Affordability
Communications and
Engagement

West Yorkshire Ticketing
Company

Keeping Buses Moving

Work streams:
Highway Infrastructure
Service Provision

A Sustainable Bus Network

Work streams:
Clean Bus Technology
Economy of the Bus
Network

Voluntary Partnership Agreement

- A legally binding Voluntary Partnership Agreement is in development. It is likely there will be local Voluntary Partnership Agreements in place where specific local conditions are identified.
- The Voluntary Partnership Agreement will contain key performance indicators to measure success
- The Voluntary Partnership Agreement will contain a review point in 2022.

