

West Yorkshire Bus Strategy 2040



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.
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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.

Bus Strategy - Putting Customers First

Target: To grow the number of bus passengers by up to 25% over the next ten years (Connecting Leeds target is 50%)

The policies to deliver the vision and resolve the challenges which currently exist in the industry:

1. To provide consistent and excellent customer services across the bus system
2. To provide modern, coherent and integrated bus services
3. To provide integrated, simple and affordable bus fares for all
4. To provide easily accessible and reliable travel information
5. To present the bus system as a single network
6. To provide a modern bus system which contributes to improved air quality
7. To provide an inclusive and accessible bus system

What Is The Bus Alliance

- Formal Partnership – between Combined Authority and Bus Operators. Local Councils also engaged in addressing highway issues.
- Chaired by Cllr Groves – Chair Combined Authority Transport Committee. Steering Group of senior
- Collaboration to achieve outcomes of the Bus Strategy
- Key measures of success
 - Increased bus patronage - working towards increasing bus patronage by 25% across West Yorkshire by 25% and by doubling patronage in Leeds both against a benchmark of 2017.
 - Reliable Service Delivery – using aggregated performance data on schedule adherence, average passenger waiting time (for frequent services) and journey times.
 - Customer Satisfaction – for which the Transport Focus Bus Passenger Survey is the key indicator offering comparisons across the country

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

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Early Priorities

- A fare deal for young people – affordable tickets promoting the opportunities for young people to save money on bus fare
- A driver training programme to deliver further training to improve driver interaction with customers.
- Making the bus network more legible and easier to use – colour coded navigation system, initial roll out in Leeds .
- Shared ticketing agreement which will allow customers to use services offered by different bus operators during times of disruption, such as bad weather, broken down vehicles and other major incidents.

What Do You Think?

- Is the Alliance the right approach?
- Is it covering the right things?
- Have we chosen the right early priorities?
- Any other thoughts and ideas?