

Section A: Package Summary

Name of Package:	Network Navigation, West Yorkshire
Location of Package:	West Yorkshire
PMA Code:	To be confirmed
Lead Organisation:	West Yorkshire Combined Authority
Senior Responsible Officer:	Helen Ellerton, Combined Authority
Lead Promoter Contact:	Helen Ellerton, Combined Authority
Combined Authority Lead/ Programme Manager:	Fiona Limb
Case Officer:	Ian McNichol / Alpha Thiam
Applicable Funding Stream(s) – Grant or Loan:	Transforming Cities Fund, Local Transport Plan
Growth Fund Priority Area (if applicable):	Priority 3 - Clean energy and environmental resilience Priority 4 - Infrastructure for growth
Combined Authority approvals to date:	Decision point 1 – September 2019
Forecasted Completion Date	September 2022
Total Package Cost for the preferred way forward (£):	£15.50 million
WYCA Funding (£):	TCF funding £15.20 million and LTP funding £300,000
Total other public sector investment (£):	£0 The Combined Authority's Local Transport Plan Safety, Accessibility and Efficiency Programme: Investing in Bus Stations, Shelters and Clean Growth Scheme will enhance the offer of this scheme.
Total other private sector investment (£):	£0 In principle the Core Network Ongoing Funding Agreement commits operators to match funding projects of this nature.

A.1	Description
	<p>The scheme seeks to make it easier to navigate the core bus network across West Yorkshire by improving legibility through colour coordinated flags, shelters and a clearer way finding map. This will contribute towards the target of 25% more trips made by bus by 2027. The challenges and issues that have been identified:</p> <ul style="list-style-type: none"> • A bus network that is hard to understand to an unfamiliar user • High levels of highway congestion • Poor public transport accessibility • Falling bus patronage • Air quality <p>The scheme, by enhancing existing infrastructure and creating high visibility, efficient and reliable bus services, will serve to improve the reputation of bus services amongst existing, infrequent and non-bus users. Implementing measures, such as recognisable coloured bus stop flags and shelters and an easy to understand West Yorkshire network and corridor map, will directly address concerns raised regarding the network's current difficulty to use.</p> <p>This investment from the Transforming Cities Fund (TCF) will make it easier for people to use the bus network, enabling more people to choose the bus and improving access to jobs and education.</p> <p>This programme is designed to help address the need for all communities to access and benefit from transport investments.</p>
A.2	Business Case Summary
	Strategic Case
	<p>The scheme is closely aligned to existing priorities and policies. For example, the scheme will contribute significantly to the Combined Authorities' Clean Energy and Environmental Resilience priority and the Infrastructure for Growth Priority, and has a close strategic fit with the West Yorkshire Transport Strategy, the West Yorkshire Bus Strategy, and the West Yorkshire Low Emission Strategy (WYLES).</p> <p>These improvements will enable bus travellers to better navigate nearby cities and town centres, vital in assisting these communities to access the opportunities. Through this scheme, residents will enjoy improved quality of life. The bus is a fundamental part, facilitating improved connections to deprived locations and between communities. Especially as vulnerable and socially disadvantaged groups are often most reliant on bus networks to access services. Investment in buses and local bus infrastructure plays a significant role in promoting social inclusion. Encouraging users in these areas across West Yorkshire to utilise the bus to access employment, training and leisure opportunities.</p>
	Economic Case
	<p>The primary option generation process was undertaken to inform the TCF Strategic Outline Business Case . The long listing process involved a four-stage prioritisation process, the last stage of which was a detailed multi criteria analysis against the TCF criteria. This process included a five-stage scoring system against each individual criterion, which were weighted to reflect their relative importance. This scheme was one of the higher scoring schemes assessed using the analysis and included the following:</p> <ul style="list-style-type: none"> • New LED screens in shelters and roll out of battery powered screens • New waiting infrastructure at key transport interchanges • Behavioural change

- New core network maps, bus stop flags and shelter information.

Commercial Case

The current maintenance contract with BSL (Bus Shelters Limited) is due to expire in June 2021, and the renewal of the framework will go out in July 2021. That renewed maintenance framework will incorporate this scheme. The current maintenance contract is handling the role out of the Network Navigation Leeds project.

Evidence demonstrates that an easy to navigate transport system can both attract new users and retain current users, with similar implementations in places such as Nottingham, Leicester and Warrington seeing bus use increase by 11% over two years. The scheme also has the potential to unlock downstream investment, such as increased bus revenue generation.

Financial Case

The funding allocated to the Network Navigation (West Yorkshire) scheme is as follows:

- **£15.2 million** secured through the Transforming Cities Fund
- **£300,000** secured through Local Transport Plan (LTP) fund

In addition to the direct funding outlined above, there are two main sources of match and complimentary funding:

- £1 million of complementary funding from the LTP Safety, Accessibility and Efficiency Programme: Investing in Bus Stations, Shelters and Clean Growth Scheme. This will improve the quality of the waiting environment where this is considered to be substandard.
- Bus operators will also contribute to the scheme by contributing to the ongoing maintenance where service changes are made and apply the Network Navigation principles to their buses. The amount is to be confirmed.

The scheme has five shortlisted options, which are set out in full in Section F. The Preferred Way Forward for the scheme will provide 1,500 updated bus shelters, 2,000 updated bus stops and 146 battery powered real time screens. However, whilst maintaining consistency across the core bus network is important, the project is scalable and, should issues occur, then components of the scheme, specifically the number of real-time screens, can be scaled back

Management Case

The West Yorkshire Combined Authority will take the role of the lead partner. It will manage delivery, budgets and outcomes at an individual project and a TCF programme wide level. A future design partner will ensure that design principles are accurately developed for implementation on-street, and a future delivery partner will implement the developed designs on-street.

The scheme has a link with the Connecting Leeds 'Network Navigation (Leeds)' and 'the Real Time' schemes, which both aim to deliver the same outputs and outcomes.

Engagement and consultation were undertaken during the development of the Network Navigation (Leeds) programme, and the feedback received remains directly applicable to the Network Navigation (West 14 Yorkshire) programme. Discussions with key stakeholders from across Leeds and West Yorkshire were held, and these helped to shape and inform the development of the programme.