

Scheme Summary

Name of scheme:	TCF Network Navigation (West Yorkshire)
PMO scheme code:	DFT-TCF-009
Lead organisation:	West Yorkshire Combined Authority

Applicable funding stream(s):	Transforming Cities Fund (TCF) Local Transport Partnership (LTP)
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Approvals to date:	Decision Point 2: September 2020
Forecasted full approval date:	February 2
Forecasted completion date:	March 23

Total scheme cost:	£15.5 million
Combined Authority funding (£):	£15.5 million TCF: £15.20 million LTP: £0.3 million

Scheme Description:
<p>The Network Navigation (West Yorkshire) scheme aims to deliver improvements which will make it easier for bus passengers to navigate the core bus network by improving signage through colour coordinated flags, shelters and clearer wayfinding maps. The scheme, by enhancing existing infrastructure and creating high visibility, will serve to improve the reputation of bus services amongst existing, infrequent, and non-bus users. This will contribute towards the target of 25% more trips made by bus by 2027.</p> <p>The scheme aims to deliver:</p> <ul style="list-style-type: none"> • new core bus network maps, bus stop flags, coloured images in shelters and road-side display information at 2,441 bus stops and shelters. • new battery powered real time screens at up to 500 bus stops. • a West Yorkshire Core Bus Network map, up to 30 West Yorkshire Key Corridor maps, and up to 10 Key Centre Network maps. • a package of behaviour change initiatives to encourage more people to walk, cycle and use the bus. • development of an online interactive mapping tool to allow easier journey planning for bus passengers.

Business Case Summary:	
Strategic Case	<p>The scheme aims to contribute to the Combined Authority's 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>Improvements delivered through this scheme will enable bus passengers to better navigate nearby cities and town centres, which is vital in assisting communities to access opportunities and improving 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 use the bus to access employment, training, and leisure opportunities through sustainable means of travel.</p>
Commercial Case	<p>Leeds Transport Conversation consultation demonstrated a clear and easy to understand bus network maps and real-time bus information can help encourage people who travel by car drivers to use the bus instead which highlights the need for this scheme.</p> <p>To deliver the key outputs of this scheme, a competitive tendering exercise was completed in December 2020 to appoint a creative agency to develop the design principles for a West Yorkshire Core Network offer. A successful contractor was appointed in February 2021.</p>
Economic Case	<p>An options testing exercise was undertaken to identify a preferred option for scheme delivery. Benefit Cost Ratio (BCR) for the preferred method to deliver this scheme is 1.71, which represents a medium Value for Money. The Present Value of Benefits (PVB) is £19.19 million.</p>
Financial Case	<p>The total scheme cost is £15.5 million, contributing £15.2 million from Transforming Cities Fund and £0.3million from Local Transport Partnership.</p>
Management Case	<p>The West Yorkshire Combined Authority will be the lead partner for this scheme and will manage delivery, budgets, and outcomes of this project, feeding into the wider TCF programme.</p> <p>The scheme will adopt Prince2 methodology for project management and governance structure and this has been developed in line with the Combined Authority's WYCA Assurance Framework and requirements. Project risk will be managed on an on-going basis as part of the scheme governance structure.</p> <p>The infrastructure elements of the scheme will start delivery in March 2022 and complete in March 2023. The behavioural change initiatives will continue beyond March 2023 to support take up of walking, cycling and bus use following the delivery of the full TCF programme.</p>