

Appendix 1 – BSIP summary table (DfT pro-forma)

Name of authority or authorities	<b>West Yorkshire Combined Authority</b>
Franchising or Enhanced Partnership (or both):	<b>Both</b>
Date of publication	Submitted to the Department for Transport on the 29 <sup>th</sup> October 2021, published on the 1 <sup>st</sup> November 2021
Date of next annual update	October 2022
URL of published report:	<a href="http://www.westyorks-ca.gov.uk/bsip">http://www.westyorks-ca.gov.uk/bsip</a>

<b>Targets</b>	<b>March 2019</b>	<b>March 2021</b>	<b>Target for 2024/25</b>	<b>Descriptions of how each will be measured (max 50 words)</b>
Journey time	4.72	4.36	10% reduction	Minutes per mile calculated as the average time taken (including dwell time) per bus stop level observation in West Yorkshire from the bus departing its journey origin to arriving at its journey destination for those operators that supply AVL data to the RTI system, combined with distances between stops.
Reliability	98%	99%	99.5%	The number of bus miles operated relative to those scheduled to run. Gathered and processed by operators and shared with the Combined Authority via the West Yorkshire Bus Alliance.
Passenger numbers	10,801,487	4,483,340	2019 levels +15%	Calculated from ticket machine data provided by the three major operators in West Yorkshire via a BSIP specific data sharing agreement.
Avg. passenger satisfaction	6.7	6.9	7.5	WYCA's annual Public Perceptions of Transport Survey contains questions covering satisfaction with local bus services which are averaged to an overall score on an annual basis.

Delivery – does your BSIP detail policies to:	Yes / No	Explanation (max 50 words)
<b>Make improvements to bus services and planning</b>		
<i>More frequent and reliable services</i>		
Review service frequency	Yes	Our five-year network plan includes ambitions to improve frequency across the region’s bus network and sets out our aspiration for network frequency by 2025 – including more consistent frequency of service for a longer period of the day and, specifically, improved frequency of service in the early morning and evening.
Increase bus priority measures	Yes	We have developed a pipeline of over 50 initial bus priority infrastructure projects which will significantly increase the provision of measures regionwide. This pipeline will continue to be developed and further expanded. We also include a package of enforcement measures to improve the effectiveness of existing bus priority.
Increase demand responsive services	Yes	This BSIP includes the ambition for more demand responsive ‘FlexiBus’ services across each district area as part of our wider network development – particularly in rural areas less suited to a traditional bus service. This will take into account the learnings from the recently launch East Leeds trial.
Consideration of bus rapid transport networks	Yes	This is part of our existing approach to the Core Network and plans for more are included in our Connectivity Infrastructure Plan with which this BSIP is aligned. We will also work to improve the speed and punctuality of all bus journeys through region wide improvements to bus priority.
<i>Improvements to planning / integration with other modes</i>		
Integrate services with other transport modes	Yes	We want bus to be fully integrated as part of a region-wide sustainable transport offer and this BSIP includes plans for DRT, mobility hubs, Park & Rides and links to active travel modes to support bus services. We will also continue our multimodal approach to our information and ticketing services.

Simplify services	Yes	We are reviewing the bus network to understand where changing travel demand mean changes, including simplification of services, could be made. This will also be supported through changes to how the network is presented - including through the creation of new maps – so that services are simpler to understand and navigate.
Review socially necessary services	Yes	Our five-year network plan places strategic importance on evolving the network to better connect communities and support social inclusivity. As well as understanding where operator can enhance their services, we will invest significantly in contracting services to provide this, in line with our network review and gap analysis.
Invest in Superbus networks	Yes	Our network plan includes Superbus pilots. We have already invited local operators to submit proposals for how they would apply this concept in West Yorkshire – with the aim of understanding how flat fares, bus priority and improved branding could boost patronage in areas where services are currently less commercially viable.

<b>Delivery – does your BSIP detail policies to:</b>	<b>Yes / No</b>	<b>Explanation (max 50 words)</b>
<i>Improvements to fares and ticketing</i>		
Lower fares	Yes	We include the ambition, subject to funding, to reduce the MCard day saver from £5.50 to £4.50 which will be the maximum any passenger should pay for a day bus travel in West Yorkshire (or the 'daily cap'). This will also establish a framework for the reduction of other fares.
Simplify fares	Yes	We want affordable, good value, consumption-based fares so have not proposed a flat structure; however, our ambition is for all fares and tickets to be multi-operator and to reduce the wide range currently available. Simpler payments, such as contactless capping, and improved information will also simplify fares for the passenger.

Integrate ticketing between operators and transport	Yes	Our BSIP ambitions build on our existing, successful multi-operator, multi-modal ticketing schemes - the MCard - and includes the introduction of contactless capping across all bus services. Thanks to existing governance arrangements with operators we could deliver capping quickly, ahead of a national solution, and only require tap out readers.
<b>Make improvements to the passenger experience</b>		
<i>Higher spec buses</i>		
Invest in improved bus specifications		This BSIP includes the expectation that all new buses deployed to run local services will be fully accessible and of a high quality, with leather seats, wi-fi and audio-visual (AV) information as standard. This will be supported through retrofitting and the purchase of new, zero emission buses.
Invest in accessible and inclusive bus services		This is fundamental to our vision. We want AV on all buses and include the ambition for retrofitting as required. We want to invest in enhanced accessible information and other support – such as an orange card scheme – and ensure accessibility and inclusion is a focus of training for all staff.
Protect personal safety of bus passengers		Improved safety is a fundamental aspect of our vision a better local bus network. Our BSIP includes a proposed partnership with the West Yorkshire Police to improve safety for women and girls, as well as other measures to improve safety for all passengers, particularly at bus stops and bus stations.
Improve buses for tourists		We want to make local buses easier to understand and access for non-frequent users, including tourists. Better presentation of the network will make it easier to navigate for those less familiar and ticketing improvements will provide convenience and flexibility through contactless and time-limited mobile tickets.
Invest in decarbonisation		We have committed to a zero-carbon bus fleet by 2036, with significant progress by 2030. This BSIP includes our ZEBRA bid for 141 new zero emissions buses to be deployed

		across the region by 2024 as well as the ambition for more – including the renewal of our AccessBus fleet.
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<b>Delivery – does your BSIP detail policies to:</b>	<b>Yes / No</b>	<b>Explanation (max 50 words)</b>
<i>Improvements to passenger engagement</i>		
Passenger charter	Yes	We have developed a draft Passenger Charter which will be agreed with operators as part of our Enhanced Partnership. Key to this are customer guarantees including a ‘no quibble’ money back guarantee if unsatisfied with the service and commitment to paying for taxis if the last bus is cancelled.
Strengthen network identity	Yes	Building on our ongoing Network Navigation project, we will use the existing, well recognised Metro brand to unify and strengthen the network’s identity. This will be made more visible at every stage of the passenger journey, signifying the standard of service they should expect and the support available to them.
Improve bus information	Yes	We will build on our track record of industry leading, open-data driven information services to continue to improve the passenger offer – including through better utilisation of our real time information system, improved management of network disruptions messaging and integration of our ticketing app with our go-to journey planner, Moovit.
<b>Other</b>		
Improve customer service		We want to improve passenger satisfaction through improved customer service and include the ambition to have shared training for all passenger-facing staff, as well as a better coordinated, cross operator system for handling queries and complaints.

