



www.ABOWY.co.uk



The Association of Bus Operators in West Yorkshire (ABOWY) represents operators of all sizes, keen to play a part in the region's development.

Passionate about driving sustainable change, we're in the process of releasing information of our future plans and value your input and feedback.

Members have identified 3 key objectives as a regional team. These cover:-

1. Creating improved connectivity to support economic growth
2. Progressing further towards a low-carbon, sustainable, transport system
3. Enhancing the travel experience of customers

An overview of these can be downloaded at www.abowy.co.uk.

The areas to be worked on to achieve the above have been identified as:-

- (i) Partnership Governance & Collaboration;
- (ii) Vehicle Attributes;
- (iii) Ticketing & Fares;
- (iv) Network Development & Reliability;
- (v) Frontline Staff Customer Service;
- (vi) Infrastructure;
- (vii) Investment

Please do contact us if you'd like to discuss any elements mentioned here. We hope we can work together to develop the route to great public transport.



One. Partnership Governance & Collaboration

ABOWY believes that a Partnership Board is crucial to ensure accountability for delivering change from all parties involved. We also believe this to be essential to improve communication channels across the ITA, Metro, Councils and Operators and to provide stakeholders with a route of direct influence over key developments.

A more integrated approach could lead to the opportunity to explore with Metro a more generic brand identity to tie services together under a wider regional banner. This in turn could lead to a more positive, united, image of the bus service provision throughout West Yorkshire.

It would also provide an opportunity to promote entire services, corridors and networks by both area and on a county basis so the public have full information available to them on which to base their travel decisions.

What do you think? Let us know at info@abowy.co.uk

Two. Vehicle Attributes

ABOWY believes that improvement in vehicle attributes must be part of the wider commitment to improved services.

- Customer access is key, and we'd like to see an entirely low-floor fully accessible bus fleet throughout West Yorkshire
- Customer security is key and we'd like to see all vehicles fitted with on-bus CCTV
- Punctuality of services is key and we'd like to see all vehicles fitted with GPS vehicle location and real time equipment and an enhanced programme of 'bus priority measures
- Commitment to the environment is key and we'd like to see minimum vehicle emission standards adhered to, to provide better air quality and eco manager devices fitted to encourage fuel efficient driving

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Three. Ticketing & Fares

Making the customer experience easier, and more streamlined is something we consider to be important in developing our services in the region.

- We fully support the enhancement of the range of Metrocard 'multi-journey, multi-operator, multi-mode' tickets to ensure that the integrated ticketing arrangements are continually improved
- We believe in more flexible Smartcard style ticketing systems region-wide, along with a better off-bus retail network for ticket sales
- We are keen to explore opportunities with new technologies – e.g. for systems that intelligently identify the optimum charge rate for customers and best value for money

We believe these advancements have a key part to play in creating a more productive, sustainable bus service for the future.

What do you think? Let us know at info@abowy.co.uk



Four. Network Developments & Reliability

ABOWY believes that investing in the infrastructure of our network is vital to provide customer confidence and a stronger backbone for our region's transport systems.

We'd like to see improvement and growth targets set across a number of key areas:-

- Limit network and service changes to once a year
- Introduction of a 'Hierarchical' quality assured 'kite-marked' route structure
- Continuous improvement programme for punctuality and journey times
- Greater integration with the region's train services
- Improve the delivery of bus priority measures to speed up journey times, improve punctuality and improve customer confidence

We believe this approach will strengthen our region's provision of services in many ways.

What do you think? Let us know at **info@abowy.co.uk**





Five. Frontline Staff Customer Service

ABOWY members are passionate about our region providing a service that the public really values. For customers to value it, they must enjoy it, so improved customer service must be at the forefront of our advancements.

We see investment in training as crucial, to bring all staff up to a minimum NVQ Level 2 standard, or equivalent.

We want to improve our relationship with customers and feel the following would be valuable:-

- Specialist training to equip staff with better skills for disability awareness, conflict management, and driving for fuel efficiency and improved customer comfort
- A single point of contact for customer enquiries, to be managed through Metro
- Customer consultation evenings and annual satisfaction surveys, with published results
- A Customer Charter including a 'no quibble' compensation policy

What do you think? Let us know at **info@abowy.co.uk**



Six. Infrastructure

ABOWY members are strong believers that we need to evolve the fundamental elements of how our industry operates, to ensure better provision of services all round.

We believe key areas to review are:-

The bus stop environments – With stakeholder partners we need to review and improve the bus stop environment making travelling with us a more enjoyable experience.

Bus station standards – In a similar manner we support a review of bus stations' arrangements and services with facility and service levels introduced.

We also feel that, as operators, we need to be better connected with the District Councils so we are closer to, and can better inform, decisions being made on highway issues to ensure we provide clear communications to our customers and improve the proactive management of our networks.

What do you think? Let us know at **info@abowy.co.uk**



Seven. Investment

None of the previous advancements will be made without significant investment levels. ABOWY members have committed to investing heavily in our proposed strategies over the next 5-6 years.

Highlighted as a key requirement is investment into new vehicle and ticketing technology, to offer customers more tailored, flexible, cost effective ticket choices. Investment proposed: £32million within 2 years.

This significant level of investment in the provision and expansion of services throughout West Yorkshire is earmarked to support economic, cultural and social prosperity of the region as a whole.

Our aim is to deliver a 'predictable and permanent' network to enable Metro and District Authorities to plan investment decisions relating to passenger facilities, bus priorities and marketing and promotional activities.

ABOWY is committed to driving sustainable change and excited about the possibilities for all.

FILM
NATIONAL
MEDIA
TELEVISION
RADIO
MUSEUM
WEB
PHOTOGRAPHY

New name
Big experience
Still free

Bradford's National Museum

EXPERIENCE
IMAX

Bradford Framed

St Lukes
← College McMillan
Wibsey
University and College
main campus
Great Horton
Quensbury
→