

05/12/2016

As part of the Leeds Transport Investment Programme First West Yorkshire, Leeds City Council and West Yorkshire Combined Authority will enter into a delivery partnership which will enable First West Yorkshire to invest in improved bus services alongside the public investment in facilities and services which support bus travel. The key features of this partnership shall be;

- To support the emergence of a new Leeds Transport Strategy, which:
 - Supports investment in the bus system
 - Contributes towards doubling bus patronage in Leeds within 10 years
 - Promotes schemes which make the bus a more attractive option for travel across the City
 - Continue the current trajectory towards a more sustainable transport future for Leeds, including reducing parking in the city centre and growing park and ride facilities.
- A commitment to a jointly promoted network of frequent bus services across all operators
- Investment in new buses and alternative fuel technologies
- Investment in significant highway works to improve bus service performance and to reduce journey times
- Commitment to improve passenger information and customer service
- A process for open book Monitoring and Evaluating of the performance of the bus system against clear targets for bus service performance and patronage
- Creation of Bus Delivery Board which will be represented by senior representatives from WYCA, LCC and operators which are part of the partnership. The Board will be inclusive of all operators and will govern all aspects of the delivery of the initiatives set out below

Heads of Terms	FWY Commitments	LCC/ WYCA Commitment	Next stage in development	What the customer will experience by 2021
Stable services on the core corridors which deliver high frequency services (operating at least every 15 minutes or more frequently) between 07.00 – 20.00 Mon - Friday	Agreement to principle and to a phased roll out of extended operation to 20.00 Agreement to maintain stability/ minimise changes To build customer confidence and growth by limiting the	To create a branding and information package around a single multi operator high frequency network To invest in city centre transport interchanges	To finalise list of services to be included To jointly develop a branding proposition	A network of frequent bus services which is clearly recognised and understood by customers All core corridors to have early evening service frequencies of

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	uncertainty caused by service changes delivering a stable and trusted bus network (as agreed through Bus18)			at least 15 minute frequencies by 2021
To review low frequency services (i.e. those operating less frequently than 15 minutes) within a consultation led area by area review of connectivity and accessibility	To participate with LCC/ WYCA in a consultation led area by area review of the network and to make such changes as are necessary to meet customer demand and expectations	To support the review by undertaking consultation activities. To commission socio demographic analysis to advise the review To adapt publically funded bus services in support of the findings of the review To invest in district centre and local interchanges and bus priorities	To agree a review methodology in conjunction with elected members	Local centres to be served by an integrated network of bus services and community transport, with frequent and reliable onward access to the city centre and other key locations. Improved waiting environments at core hub locations
A highway efficiency programme aimed at improving passenger journey times. Where such works, in addition to those arising from other growth fund projects, enable a reduction in operating resources, this saving to be redeployed into the network as agreed by the Board.	To work in partnership with LCC/ WYCA in the development of a highway efficiency programme aimed at reducing passenger journey times and improving service reliability. Recycling of any efficiency savings would be agreed by the Board.	To ensure the majority of the infrastructure measures allocated within the £173m are focused on improving bus priority across the city on key corridors and in the city centre. WYCA/ LCC to align policies to support the bus patronage growth targets WYCA/ LCC to maintain focus on bus in broader highways investment decisions through the Transport Fund	Agree the initial programme to be submitted in the SOC	Reduced journey times. Significantly enhanced service reliability Opportunities for improved service frequencies and network accessibility
To invest over £71m to provide 284 new ultra-low emission buses by 2020, and	To provide a phased investment programme prioritised to the core	To promote the low emission bus network as an “air quality friendly” means of accessing	Agree timescales for investment and a process of validating customer benefits	The core network of high frequency services to be operated by the latest

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all new vehicles entering services will incorporate enhanced passenger facilities including on-board information, charging points and free Wi-Fi.	network To tailor vehicle features to reflect customer requirements	the City		generation of buses, offering enhanced comfort, free Wi-Fi, audio visual information systems and charging facilities
To develop the business case for biomethane or similar fuels and which if proven to be robust, will be adopted as the fuel source for the core city fleet and the fleet investment outlined above	To confirm conclusions of business case by March 2017.	To support FWY in facilitating the Biomethane infrastructure	Further scoping needed to understand true benefits and challenges from a biomethane fleet and understanding if there are any synergies with the Leeds city CNG investment	A tangible improvement in the air quality at city centre bus interchanges and throughout the city centre
To ensure all buses operating in Leeds City Centre are fully compliant and supportive of any Leeds City plans for complying with the requirements of the Clean Air Zone regulations	All buses to be minimum Euro 6 emission standard Subject to the business case, to develop the fuel supply and depot infrastructure needed to support Biomethane and commercially procure the required fleet for the core network through a phased investment programme	To support with bids to DeFRA and other funding sources To support FWY in facilitating the Biomethane infrastructure	Feedback into DeFRA Clean Air Zone consultation document	A tangible improvement in the air quality at city centre bus interchanges and throughout the city centre
Retrofitting to Euro VI of the remainder of the fleet not operating on the core network	Fuel, operating and maintenance cost dis-benefits associated with retro-fitment	To explore the options to seek DEFRA funding for the conversion costs (up to £1.5m)		A tangible improvement in the air quality at city centre bus interchanges and throughout the city centre
The cost of bus travel is affordable and easy to understand. Through the Bus Delivery Board, a range of price and marketing incentives be explored and adopted to	Any cost and efficiency savings obtained through the actions of partners not needed for network enhancements are available to fund price and ticketing	In conjunction with WYTCL, support the promotion of ticketing products for young people To support the analysis		Fares which encourage bus travel especially amongst under 25s.

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encourage patronage and revenue growth with a clear focus on growing bus use by under 25s	initiatives as agreed by the Bus Delivery Board	process and to advise on affordability issues		
To enable customers to pay for bus travel using up to date payment methods reducing the cash payments on bus	To equip buses with ticketing equipment able to accept contactless and mobile payment methods by mid - 2018 at the latest. To communicate with the back office being developed by Transport for the North In conjunction with WYTCL, provide a range of ticket products which incentivise cashless travel To make all FWY season tickets available on MCard	In conjunction with WYTCL, manage a product range and retail network to support this objective	Further liaison with TfN	Easier customer focussed payment methods and quicker journeys due to the reductions in the time of transactions between the bus driver and the customer
To enable customers to use mobile technology to access travel information before and during the journey	To work with WYCA to develop mobile applications which provide information and sales of travel products	To increase the coverage of real time information displays at bus stops To develop multi modal mobile information systems To integrate bus information with real time highway status information	To jointly develop a mobile app which incorporates journey planning, live multimodal travel information and ticket purchase for all fare options	Up to date, improved and more accessible information available before and during bus journeys. Significant enhancements for those visually impaired and those unfamiliar with their journeys
To develop and operate a collaborative and integrated regional Transport Control Centre	To base operational management staff, systems and communication facilities within regional Transport Control facility being created	To fund, develop and manage the new Transport Control/ UTMC centre		Improved service reliability and information in the event of disruptions

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	<p>through centralisation of the Urban Traffic Management Control systems</p> <p>To develop and operate a disruption protocol which ensures all information presented to customers reflects current operating conditions</p>			
<p>To establish and deliver a Customer Charter and implement improved standards of customer service training for front line staff</p>	<p>To develop and implement a set of customer service standards. To embed the standards in improved customer service training and management of front line staff</p>	<p>WYCA to adopt the customer service standards for its bus station, information and other customer facing services</p>	<p>Develop and implement the Customer service offer principles agreed through Bus18 by</p> <ul style="list-style-type: none"> • Establishing consistent customer service standards across the bus network • Investigating scope for a consistent customer redress mechanism across the network. 	<p>A consistent standard of customer service on all bus services and improved customer focus by drivers</p>
<p>For the Board to specify and agree a Performance Management Framework within which the key objectives will be</p> <ul style="list-style-type: none"> • To manage and monitor progress against the commitments set out in this document • Trajectory towards 	<p>To provide clear and auditable open book patronage and performance information approach to LCC/ WYCA on a quarterly basis</p> <p>To provide a dashboard of real time derived performance data and to publish quarterly performance results</p>	<p>To collate and publish patronage information and performance against the target</p> <p>To utilise urban traffic management systems to measure average traffic speeds and bus journey times</p> <p>WYCA to use its monitoring</p>	<p>To develop the monitoring and measurement</p>	<p>Transparency about how their bus service is being provided and thus ability to make informed decisions about journey mode</p>

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doubling bus patronage from 2016 levels <ul style="list-style-type: none"> • To ensure at least 99% of bus journeys are operated • To operate at least 95% of journeys operate on time • Improvement of bus journey speeds over 2016 levels • Enhancement of customer / market research outcomes 		resources to support performance measurement To liaise with the Traffic Commissioner on the application of the Performance Management Framework		
To sign up to a 5-10-year delivery partnership with LCC/ WYCA All parties will use best endeavours to achieve the objectives of this partnership through joint working.	To jointly explore the application of the Partnership provisions of the Bus Services Act as a statutory basis for the delivery partnership	To jointly explore the application of the Partnership provisions of the Bus Services Act as a statutory basis for the delivery partnership	Develop heads of terms into a formal partnership document	A clear understanding of the steps taken and key milestones towards improvement of their bus service