

The logo for West Yorkshire Combined Authority is positioned in the upper left quadrant. It features the text 'West Yorkshire' in a large, bold, dark teal font, with 'Combined Authority' in a smaller, lighter teal font below it. The logo is set against a white circular background that is partially obscured by a large, dark teal circular graphic on the right side of the page.

**West  
Yorkshire**  
Combined  
Authority

**Future of Bus 18**

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# 1. West Yorkshire Combined Authority Bus Strategy

# The Vision



This document has been developed by West Yorkshire Combined Authority with support from the West Yorkshire District Councils, plus bus operators Arriva, First West Yorkshire & Transdev.  
Version adopted by WYCA, 3 August 2017

To create a modern, integrated and innovative bus system, which puts customers first and contributes to the delivery of the economic, environmental and quality of life ambitions as set out in the Strategic Economic Plan and the West Yorkshire Transport Strategy.

# Putting Customers First

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**Target: To grow the number of bus passengers by up to 25% over the next ten years**

The policies to deliver the vision and resolve the challenges which currently exist in the industry:

1. To provide consistent and excellent customer services across the bus system
2. To provide modern, coherent and integrated bus services
3. To provide integrated, simple and affordable bus fares for all
4. To provide easily accessible and reliable travel information
5. To present the bus system as a single network
6. To provide a modern bus system which contributes to improved air quality
7. To provide an inclusive and accessible bus system

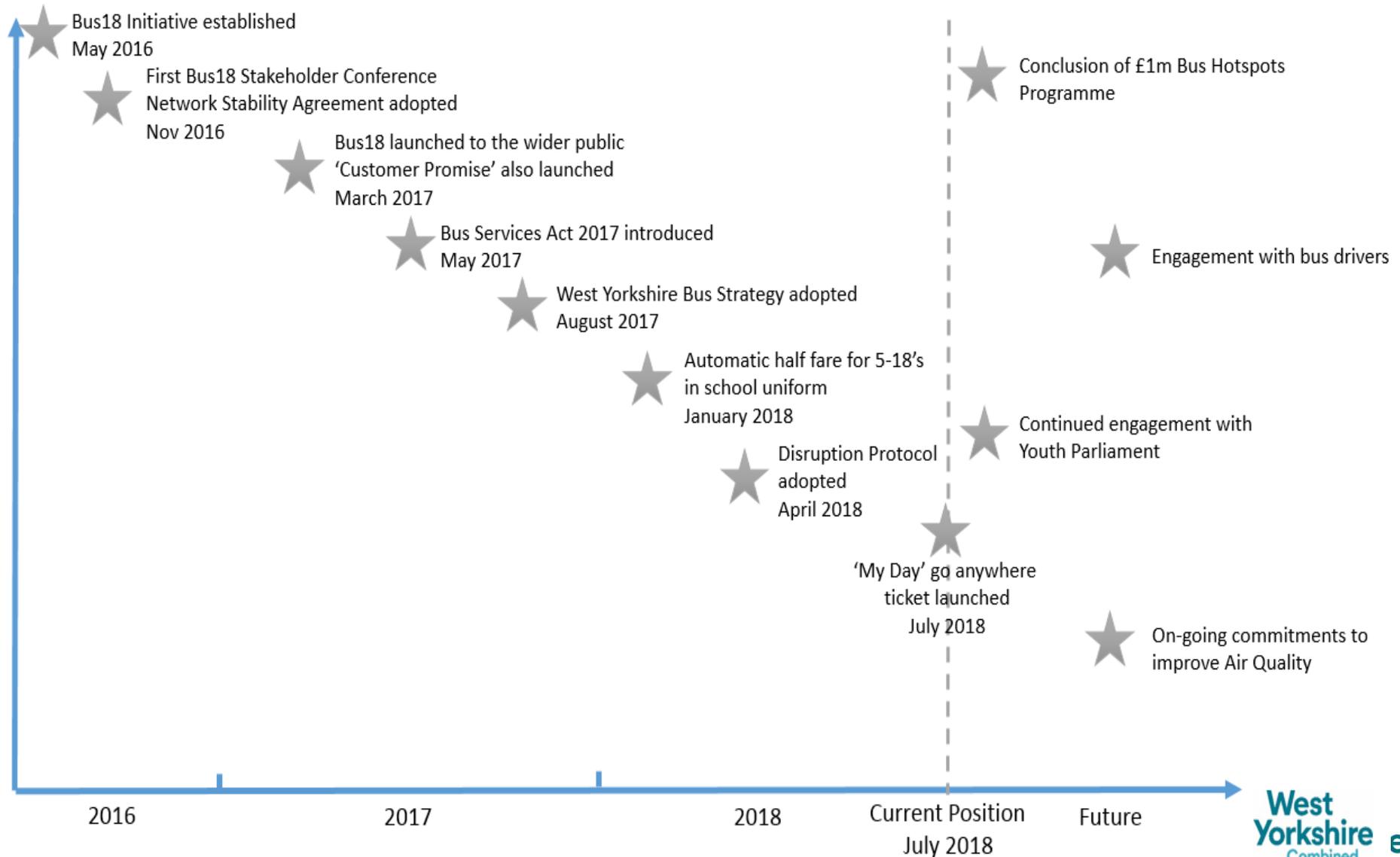
## **2. Delivering the Bus Strategy: Progress to Date**

# Bus 18

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- Emerging from the feedback obtained during the West Yorkshire Bus Strategy consultation, the Transport Committee identified the need to make early progress on addressing the issues that matter to bus passengers.
- This resulted in a programme of initiatives entitled Bus 18. The initiatives had to be:
  1. deliverable before the end of 2018;
  2. provide tangible benefits to the customer;
  3. deliverable within the current legislative framework;
  4. minimise any additional governance requirements; and
  5. to not constrain any party in terms of the longer term strategy.
- Bus 18 has developed a strong working relationship between partners but this is yet to materialise into real impact on key performance indicators

# Our Progress To Date



# MyDay –Example of a Bus 18 Success

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- MyDay was launched in July 2018 as the new all-day £2.60 county-wide bus ticket for West Yorkshire's under 19s, replacing the current half metro day ticket.
- August 2018 15,300 tickets were sold, whereas 12,000 equivalent tickets were sold in the same period last year.

### **3. Delivering the Bus Strategy: Moving to the Next Stage**

# The Benefits of an Alliance: Working Together

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- Formal Alliance will provide greater levels of accountability for all parties –commitment from all parties will ensure effective delivery within a timescale that will provide benefit to the customer
- A joint approach can allow for the pooling of resources and allow a greater focus on delivering a service to the customer
- The Combined Authority and West Yorkshire Districts are keen to build on our working relationship and maintain momentum
- The key features included in the Connecting Leeds Heads of Terms provide a platform to start the discussions and continue our working relationship.

# Opportunities for a Partnership

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- Bus Services Act 2017 provides the opportunity to formalise our relationship with bus operators
- There is an existing working relationship with the bus operators and the Connecting Leeds Heads of Terms provides a platform for further discussion
- There are opportunities for capital investment in the infrastructure, which will enhance the bus offer
- There is strong political support for reform of the bus offer

# Summary of the Partnership Options

<b>Alliance (Voluntary Partnership)</b>	<b>Enhanced Partnership</b>
<ul style="list-style-type: none"> <li>• An agreement between a local transport authority and the local bus operators to improve local bus services.</li> <li>• No requirement for detailed legal agreement, shared responsibility for delivering requirements.</li> </ul>	<ul style="list-style-type: none"> <li>• Legal agreement between a local transport authority and the majority of their local bus operators to work together to improve local bus services.</li> <li>• Shared responsibility between operators and LTA</li> <li>• Can vary in scale and scope to fit local requirements</li> <li>• Provides opportunity to influence a broad set of requirements including common ticket rules and fare zones, routes and branding</li> <li>• Parking policies and bus priority provision extended to increase usage</li> </ul>
<b>Advanced Quality Partnership Scheme</b>	<b>Franchised Bus Network</b>
<ul style="list-style-type: none"> <li>• Legal agreement between local transport authority and bus operators with shared responsibility.</li> <li>• Services continued to be operated by commercial bus operators but new standards are set which some or all of the bus operators in the area are required to meet.</li> <li>• New standards include minimum service frequency, route branding/marketing, better payment methods, maximum fares</li> <li>• Parking policies and bus priority provision extended to increase usage</li> </ul>	<ul style="list-style-type: none"> <li>• Single, integrated local transport networks under one brand and one ticketing system -responsibility for management and delivery lies with LTA</li> <li>• Ability to cap and regulate fares.</li> <li>• Ability to contractually guarantee vehicle and service standards</li> <li>• Bus networks are specified by LTA</li> <li>• Potential value for money for the taxpayer through efficient use of subsidy</li> </ul>

# An Alliance Proposition

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- The proposal is for a Bus Alliance. This will provide:
  1. a structure for all parties to work towards improving the service offer for the customer
  2. the opportunity to implement measures to improve bus travel by ensuring the network is stable, affordable, reliable and punctual.
  3. opportunity to test the features of a statutory partnership without the legal implications

# Summary of the Proposed Commitments

## 1. Service Provision

Commitment	Customer Experience
<p><b>Stable services on the core route network</b> which will deliver high frequency services from 7am to 8pm</p>	<p>A clear visual of a core route network for West Yorkshire</p> <p>Extending the core network operation into the early evening</p>
<p>Comprehensive <b>review of the bus network</b> identifying how it can adapt to meet changing markets and demands.</p> <p>Ensure WYCA bus services funding is deployed in the most effective way to support mobility and demonstrate value for money</p>	<p>An integrated network of bus services serving local centres, with frequent and reliable access to the city centre and other locations</p> <p>Improved waiting environments at core hub locations</p>

# Summary of the Proposed Commitments

## 2. Network Legibility

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Commitment	Customer Experience
Develop a <b>brand</b> that is operator agnostic and provides <b>clear legibility for the core network</b>	A clear and legible bus network that is easy to use by the customer

# Summary of the Proposed Commitments

## 3. Bus and Highway Infrastructure

Commitment	Customer Experience
Vehicle investment to deliver minimum <b>Euro VI fleet of buses</b> (CAZ compliant)	A tangible improvement in the air quality across the bus network making the environment better for all
To <b>pilot alternative low/zero carbon fuels</b> and share learning across the region	
<b>Enhanced on-board facilities</b> including information, charging points and free Wi-Fi	Free Wi-Fi, audio visual information and charging facilities
Vehicle investment enabling <b>on-board audio visual information</b> during the bus journey	Improvements for visually impaired passengers and those unfamiliar with their journeys
A <b>highway efficiency programme</b> aimed at improving reliability and punctuality	Reduced journey times and enhanced service reliability
High quality <b>bus waiting infrastructure</b>	High quality and safe waiting environments for passengers on the core route network

# Summary of the Proposed Commitments

## 4. Fares, Ticketing and Affordability

Commitment	Customer Experience
<p>A <b>simple, clear and affordable fares structure</b> and ticketing offer across the core bus network to make travel easy for the customer</p> <p>No cost penalty for customers making multi-operator journeys</p>	<p>All customers will pay a fare commensurate with the journey made, regardless of operator</p>
<p><b>Cheaper tickets</b> aimed at increasing the numbers of <b>under 25s</b> travelling by bus</p>	<p>Under 25's will have a high awareness of an affordable range of ticketing products and travel options</p>
<p>A ticketing system promoting <b>pre-paid travel</b> and contactless payments</p>	<p>Easier customer focused payment methods and quicker journeys due to reduced transaction time</p>

# Summary of the Proposed Commitments

## 5. Customer Travel Information

Commitment	Customer Experience
<b>Live travel and journey planning information</b> , enabling passengers to make journey choices on the move.	Up to date and more accessible information available before and during the journey
To collaborate and <b>provide passenger flexibility during major events</b> and travel disruptions	Bus is seen as the most effective way of attending city/ town centre events  Ability to use bus tickets on any operator
An accurate and <b>reliable real time information</b> system	A high quality, reliable and trusted real time system

# Summary of the Proposed Commitments

## 6. Customer Service

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Commitment	Customer Experience
Deliver a <b>consistent standard of customer service</b> across all bus services	Customer confidence that their experience will be consistent
Ensure <b>customer service information is accessible</b> and up to date during times of disruption	A reliable and easy to use system at all times, especially during disruption

# Summary of the Proposed Commitments

## 7. Data Availability

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Commitment	Customer Experience
All parties will use <b>data to inform collective decision making</b> to progress the partnership aims	Access to all bus service fares and ticketing information so customers can make informed journey decisions  Bus service provision transparency and ability to make informed decisions about journey mode.

## 4. Next Steps

# Next Steps

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- On approval of the proposition at Transport Committee 9<sup>th</sup> November next steps are to develop the detail and present this at Transport Committee on the 11<sup>th</sup> January 2019
- Overall to work towards a fully developed Bus Alliance agreement by April 2019