

AGENDA

No.	Item	Presenting	Pages	Time
Meeting business item				
1.	Apologies for absence	Chair	None	
2.	Declarations of Interest Members are reminded of the need to declare any disclosable pecuniary interests they have in an item being discussed during the course of the meeting. In addition, the receipt of any gift or hospitality should be declared where the value of it was thought to have exceeded £25 (gifts) or £40 (hospitality).	Chair	None	
3.	Chair's Remarks (if any)	Chair	None	
4.	Minutes of the last meeting	Chair	1 - 8	
5.	Matters Arising	Chair	None	
6.	Correspondence/ Petitions		None	
7.	Minutes of the Bus Shelter Appeals Decision Group - To note the minutes of the Bus Shelter Appeals Decision Group held on 12 June 2019	Chair	9 - 10	
8.	Presentation : Swift Update	Matt Lewis	None	
9.	Customer Services Performance Update Report	Sarah Jones	11 - 18	
10.	Cycling Charter Progress Update	Hannah Dayan	19 - 26	
11.	Bus Alliance Update	Edmund Salt	27 - 40	
12.	WMCA Board Transport Reports (For Information Only)	Laura Shoaf	None	
13.	Notices of Motion To consider any notices of motion by the deadline of 12 noon on 20 June 2019.	Chair	None	
14.	Questions To consider any questions submitted by the deadline of 12 noon on 20 June 2019 for written questions and 12 noon on 21 June 2019 for oral questions.	Chair	None	

15.	Date of Next Meeting - 22 July 2019 at 1.00pm (To be confirmed following WMCA Board AGM)		None	
-----	---	--	------	--

This page is intentionally left blank



**West Midlands
Combined Authority**

Transport Delivery Committee

Monday 20 May 2019 at 1.00 pm

Minutes

Present

Councillor Kath Hartley (Chair)	Birmingham City Council
Councillor Timothy Huxtable (Vice-Chair)	Birmingham City Council
Councillor Pervez Akhtar	Coventry City Council
Councillor Keith Allcock	Sandwell Metropolitan Borough Council
Councillor Robert Alden	Birmingham City Council
Councillor Adrian Andrew	Walsall Metropolitan Borough Council
Councillor Phil Davis	Birmingham City Council
Councillor Mohammed Fazal	Birmingham City Council
Councillor Mohammed Hanif	Dudley Metropolitan Borough Council
Councillor Celia Hibbert	City of Wolverhampton Council
Councillor Diana Holl-Allen	Solihull Metropolitan Borough Council
Councillor Chaman Lal	Birmingham City Council
Councillor Keith Linnecor	Birmingham City Council
Councillor Ted Richards	Solihull Metropolitan Borough Council
Councillor David Welsh	Coventry City Council

In Attendance

Councillor Roger Lawrence	City of Wolverhampton Council
Councillor Angus Lees	WMCA's Overview and Scrutiny Committee

Item No. Title

96. Apologies for absence

Apologies for absence were received from Councillors Jones and Rowley.

97. Chair's Remarks (if any)

(i) Forthcoming TfWM Events

The Chair informed the committee that TfWM would be hosting an Urban Transport Group (UTG) bus strategy meeting here on 25 June and also that TDC Members were invited to attend a UTG Parliamentary Reception Event on 26 June; interested members were asked to contact Marie-Helen Matthews as soon as possible.

(ii) Tyseley Rail Depot Visit

The Chair reported that the Tyseley Depot visit had been postponed until July and interested members should contact her or Councillor Davis for further information.

98. Minutes of the last meeting

The minutes of the meeting held on 18 March 2019 were agreed as a correct record.

99. Matters Arising/Action Tracker

Minute No. 87, Bus Business Update & RTI Presentation

Councillor Huxtable reported that he found the briefing session on bus services in South Birmingham to be very useful and considered that a further update for members in the future would be helpful as all issues had not been resolved.

The action tracker was noted.

100. Minutes of the Bus Shelter Appeals Decision Group - 13 March 2019.

The minutes of the Bus Shelter Appeals Decision Group held on 13 March 2019 were submitted for information.

Resolved: That the minutes of the Bus Shelter Appeals Decision Group held on 13 March 2019 be noted.

101. Correspondence/ Petitions

None submitted.

102. TDC site visit to Nottingham

The Chair reported that the Air Quality, Congestion and Sustainability Lead Member Group site visit to Nottingham scheduled for 23 May 2019 had been postponed as it coincided with the European elections. A proposed new date of 13 June had been suggested (date to be confirmed by Nottingham Officers).

It was agreed that up to 6 TDC members could go on the visit.

103. Safer Travel Update

The committee considered a report of the Head of Safety, Security and Emergency Planning that provided an update on the performance and operation of the Safer Travel Partnership including their recent work, an overview of the development of the TfWM Control Centre and an update on the potential for the introduction of the byelaws across the bus network.

Councillor Holl-Allen, Lead Member for Safe and Sustainable Travel outlined

the report and highlighted key areas.

In relation to the performance update and the crime figures relating to the transport network, Councillor Akhtar considered if would be useful for future reports to also include data on the number of people caught committing a crime on the network and the number of people convicted.

The Head of Safety, Security and Emergency Planning, Mark Babington reported that he could include the information in future reports and could also provide details of early interventions by the Safer Travel Partnership and the impact of this work.

Resolved:

1. That the contents of the report be noted and welcomed and
2. That the overall current crime trends referred to in paragraphs 3.1 to 3.3 of the report be noted.

104. Financial Monitoring Report

The committee considered a report of the Interim Finance Director that set out the financial outturn position for 2018/19 subject to an external audit.

The Lead Member for Finance and Performance, Councillor Akhtar introduced the report and highlighted the report's recommendations.

The Interim Finance Director, Linda Horne, reported that the financial position of the Combined Authority's Transport Delivery revenue and capital budgets would be consolidated into the WMCA Board's overall financial position.

Resolved:

1. That the net revenue expenditure final outturn position for 2018/19 financial year, subject to audit, shows an adverse variance of £57,000 compared to budget and a full year adverse movement from forecast of £270,000 be noted and
2. That the total capital expenditure to the end of March 2019 for the overall transport programme was £87.3 million, within the annual budget be noted.

105. Capital Programme Delivery Monitoring Report

The committee considered a report of the Director of Development and Delivery that provided an update on progress monitoring on the approved TfWM led 2018/2019 programme and projects.

The Lead Member for Finance and Performance, Councillor Akhtar introduced the report.

The Director of Development and Delivery, Sandeep Shingadia, outlined the report and advised the committee of the two variations to the baseline programme which related TBT Platinum Route RTI equipment upgrades and Bradley Lane Park and Ride.

Resolved:

1. That the achievements since the March 2019 meeting of the Transport Delivery Committee be noted ;
2. That progress of deliverables and outturn of the 2018/19 Capital Programme be noted and
3. That the variations from the baseline which relate to TBT Platinum Route RTI equipment and Bradley Lane Park and Ride be noted.

106. Capital Projects Aligned to 2022 Commonwealth Games Update

The committee considered a report of the Director of Development and Delivery that provided a progress update for capital projects that are being developed and delivered to support the 2022 Commonwealth Games.

The Director of Development and Delivery, Sandeep Shingadia, outlined the report and summarised progress in respect of the schemes being developed which included; Sprint (bus rapid transit network), University Station, Perry Barr Bus and Rail Interchange and West Midlands Transport Coordination Centre.

In relation to concerns expressed by Councillor Huxtable regarding the Perry Barr Flyover scheme which would have a 'knock-on' effect on the deliverability of other schemes if this goes wrong, the Director of Development and Delivery concurred that the coordination of schemes was very important and reported that TfWM has a detailed integration programme for Perry Barr with Birmingham City Council. He advised that health checks are undertaken and mitigation measures are in place against identified risks.

In relation to an enquiry from Councillor Alden as to whether a section on scheme dependencies could be included in future reports, the Director of Development and Delivery undertook to include the information moving forward.

Councillor Hibbert reported that she would like to receive more information on the inclusive growth implications in respect of the Commonwealth Games and in particular was interested in the impact on deprived communities such as upskilling people, not just infrastructure improvements.

The Managing Director TfWM, advised Councillor Hibbert that whilst the focus of this report was capital investment in transport, there was an entire workstream reporting on the legacy and totality of the impact of the Commonwealth Games and undertook to ask the Legacy Team to present details to a future meeting of the committee.

Resolved: That the TfWM capital projects which are aligned to the

Commonwealth Games be noted.

107. Sprint Progress Report

The committee considered a report of the Head of Sprint that outlined the work of the Sprint Programme.

Councillor Huxtable, Lead Member for Sprint, introduced the report and the Head of Sprint, Angela Hosford outlined the report that set out the background to Sprint, scheme status, route considerations, park and ride, engagement, critical path (approvals), focus of activities for 2019, 2026 Sprint Schemes, the Sprint Lead Member Reference Group and proposed site visits.

In relation to concerns expressed by Councillor Richards regarding Sprint in Solihull with regards to the possible loss of road space and walking and cycle space for Hobbs Moat Road, potentially increased journey times on the Lode Lane and possible connectivity issues between Sprint and the bus network, the Head of Sprint, reported that she would be meeting with residents this afternoon to look at the options and would seek to obtain the right solution for everyone. She added that wanted to build on the benefits introduced for bus priority and that would seek to ensure Sprint would work with other bus corridors to provide an integrated transport solution.

The Chair reported that in relation to park and ride, she wanted the next park and ride update report to give consideration to park and ride for multi-modal interchanges.

Councillor Huxtable thanked the Head of Sprint for her report and support for the Sprint Lead Member Reference Group during the course of the year.

Resolved:

1. That the progress of the Sprint Programme be noted;
2. That Cabinet decisions are required to support the delivery of schemes be noted and
3. That the relationship between Sprint and other local schemes be noted.

108. 2019/20 Bus Station Departure Charges

The committee considered a report of the Operation Manager (Customer Facilities) that informed them of the increase to bus station departure charge rates which would be applied in 2019/20, effective from 1 May 2019.

It was noted that Transport for the West Midlands Board had considered three options in respect of bus station departure charges; the board agreed to increase charges by RPI (1%) that would achieve a projected overall cost recovery rate of 57.7%.

Councillor Welsh considered that increasing charges would encourage less bus operators to use bus stations and TfWM should look at how it could

recoup its costs by alternative means such as commercial opportunities within bus stations to encourage operators to use bus stations.

The Operations Manager (Customer Facilities) reported that the increase reflected the average fare increase by operators and was the lowest charge ever introduced. The 1% increase was required to take account of increased operational costs and to ensure the facilities provided were as efficient and attractive as possible to customers.

The Director for Integrated Network Services, Pete Bond, added that with regards to Pool Meadow Bus Station in Coventry, TfWM was talking to the City Council (landowner for the bus station) about managing the bus stops around the city and was seeking to encourage bus operators to use the bus station for the facilities provided. TfWM sought to maximise commercial opportunities where possible but advised this was challenging in respect of Pool Meadow.

Resolved: That the level of bus station departure charge rates for 2019/20 approved by the Transport for the West Midlands Board in December 2019 be noted.

109. Putting Passengers First Lead Member Report

The committee considered a report of the Putting Passengers First Lead Member Group that informed them of the work of the group since the start of 2018/19 municipal year.

The report highlighted the initiatives the group has been involved with during the year which included customer services, petitions and significant matters pertaining to bus, such bus stop rationalisation and shaping of the Vision for Bus.

The Chair and Lead Member for Putting Passengers First introduced the report and conveyed her thanks to the Network Development Manager, Edmund Salt for his input during the course of the year and members of the group for their input.

Resolved: That the contents of the report be noted.

110. Finance & Performance Monitoring Lead Member Report

The committee considered a report of the Finance and Performance Monitoring Lead Member that summarised the work of the group during the current municipal year. This included an on-going review of monitoring the Transport Delivery revenue and capital budgets and capital programme, consideration of future transport revenue budget requirements and seeking value for money assurance on identified budgets and activity.

Councillor Akhtar Lead Member for Finance and Performance Monitoring, introduced the report and conveyed his thanks to the Interim Finance Director, Linda Horne and her team for their support during the year.

Resolved: That the summary of the Finance and Performance Monitoring portfolio be noted.

111. WMCA Board Transport Reports (For Information Only)

The committee received two transport reports that would be considered by the WMCA Board on 24 May 2019; these were the Regional Transport Coordination Centre- full business case approval and West Midlands Bus Byelaws Update.

The Managing Director, Laura Shoaf outlined the reports.

Resolved: That the reports be noted and welcomed.

112. Notices of Motion

None submitted.

113. Questions

None submitted.

114. Forward Plan

The committee considered a report on the agenda items to be submitted to future meetings.

Resolved: That the report be noted.

115. Date of Next Meeting - 24 June 2019

The meeting ended at 2.35 pm.

This page is intentionally left blank



Bus Shelter Appeals Decision Group

Wednesday 12 June 2019 at 11.30am

Minutes

Present

Councillor Kath Hartley (Chair)	Birmingham City Council
Councillor Celia Hibbert	City of Wolverhampton Council
Councillor Mohammed Hanif	Dudley Metropolitan Borough Council

In attendance

Dawn Harris	Transport for West Midlands
-------------	-----------------------------

Item No.	Title
----------	-------

04	Apologies for Absence
-----------	------------------------------

Apologies for absence had been received from Councillor Andrew and Fazal.

05	Declarations of Interest
-----------	---------------------------------

No declarations of interest were made relative to items under consideration at the meeting.

06	Recommendations of the Bus shelter Appeals Decision Group
-----------	--

The Bus Shelter Appeals Decision Group considered a report of the Network Coordination Specialist (Infrastructure), Transport for the West Midlands (TfWM) that set out recommendations, in relation to an appeal against the siting of a bus shelter at Harnall Lane East/ Trentham Road, Coventry.

The Network Coordination Specialist (Infrastructure) Dawn Harris, reported that TfWM had received objections relating to the levels of anti-social behaviour taking place within the shelter including drug dealing. An anti-social behaviour report had been supplied by the Safer Travel Partnership and was considered alongside the report.

The Bus Shelter Appeals Officer Panel had recommended that the shelter is removed and replaced with a stop pole.

The Bus Shelter Appeals Decision Group considered the following points:

- The impact statements/ anti-social behaviour log submitted by local residents and businesses.
- Substantial evidence from the Safer Travel Police Team and Coventry Local Police Unit in respect of anti-social behaviour.

- The bus shelter providing the only protection against the elements in the vicinity.
- On-going contact with residents.
- Frequency of the bus service.
- The need for community engagement in the area.

RESOLVED:

- (1) That the shelter be removed and replaced with a stop pole;
- (2) That TfWM Officers liaise with the Coventry Local Police Unit with regard to the need for community engagement in the area;
- (3) That residents and businesses objecting to the shelter be requested to provide feedback to TfWM following its removal and
- (4) That TfWM request that the Coventry Local Police Unit provide feedback on the impact of the removal the shelter within 3 months' time.

[meeting closed at 12.05pm]



Transport Delivery Committee

Date	24 June 2019
Report title	Customer Services Performance Report
Accountable Director	Steve McAleavy, Director of Customer Experience Email: steve.mcaleavy@tfwm.org.uk Tel: 0121 214 7388
Accountable Employee	Sarah Jones, Head of Customer Services Email: sarah.jones@tfwm.org.uk Tel: 0121 214 7014
Report has been considered by	

Recommendation(s) for action or decision:

- To note the contents of this report.

1. Purpose

1. To report matters relating to the performance of the Customer Services Team. Customer Services consists of a Ticketing Services team and a Customer Relations team. This report includes:

Section 2	Background
Section 3	Telephone Performance
Section 4	Customer Relations Case Performance
Section 5	Ticketing Services Email Performance
Section 6	Customer Demand
Section 7	Social Media Performance
Section 8	Quality
Section 9	Customer Satisfaction
Section 10	Travel Shops
Section 11	New and Future Developments
Section 12	Legal Implications
Section 13	Financial Implications
Section 14	Equalities Implications

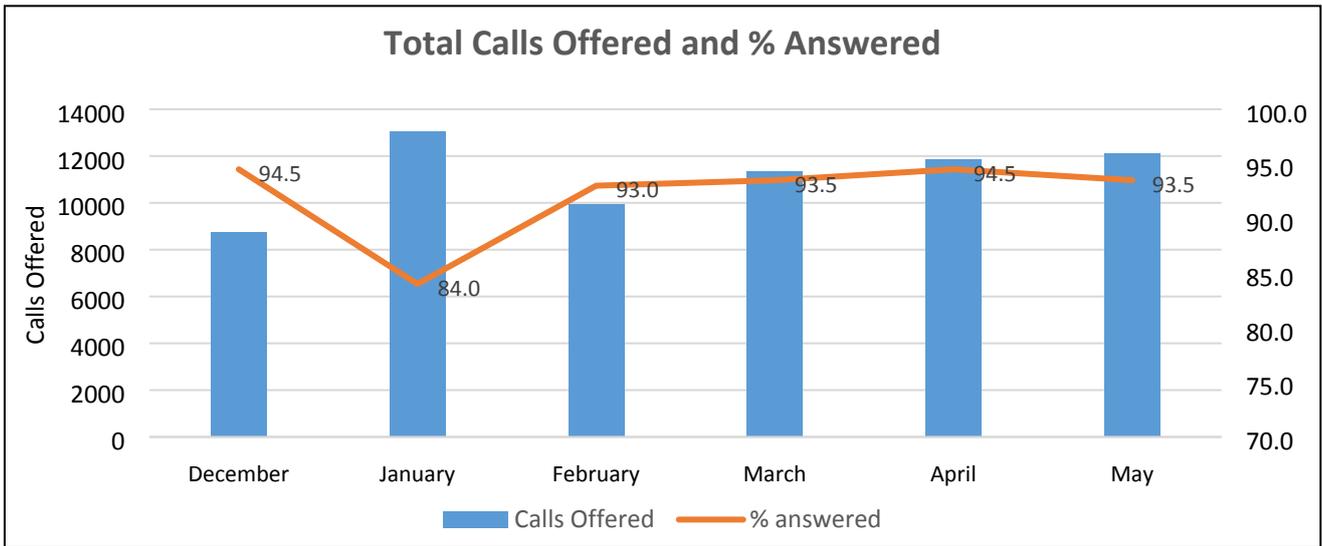
2. Background

- 2.1. The Customer Services Team serves as a single point of contact for all customers wanting to contact the West Midlands Combined Authority (WMCA). Contact is received via a range of channels including social media, telephone, email and written communication.
- 2.2. Performance of the Customer Services Team is closely measured to ensure high levels of service and quality to customers.
- 2.3. The contents of this report tracks Customer Services performance during the period December 2018 – May 2019.

3. Telephone Performance

- 3.1. The Customer Services Team provide an inbound contact centre for customer enquiries relating to transport, including ticketing matters and passenger information and wider WMCA activities.

FIGURE 1 TOTAL TELEPHONE CALLS RECEIVED & ANSWERED

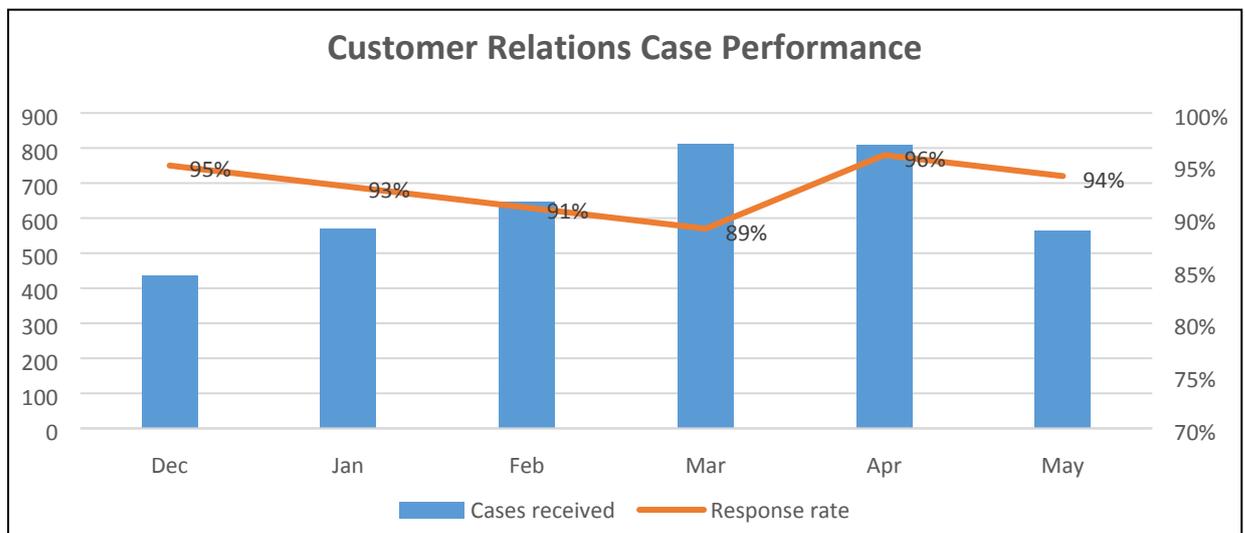


- 3.2. Figure 1 shows the number of telephone calls received and answered since December against the 90% target. Since December a total of 67,099 calls have been received in which 93% of the calls were answered.
- 3.3. Calls are not captured by mode. However, based on the call split between the 2 Customer Services teams we know that 81% of the calls received related to ticketing matters. This can be broken down further as explained in section 6 of this report.

4. Customer Relations Case Performance

4.1. The Customer Relations team oversees the management of complex investigations including petitions, subsidised bus service queries, appeals regarding the siting of bus shelters and consultation relating to network service changes as well as ad hoc schemes. The team also provide support to the wider WMCA and Mayoral Office. The nature of the enquiries received, routinely requires liaison with other departments and stakeholders in order to ascertain specialist detail to resolve the enquiry.

FIGURE 2 CUSTOMER RELATIONS CASE PERFORMANCE

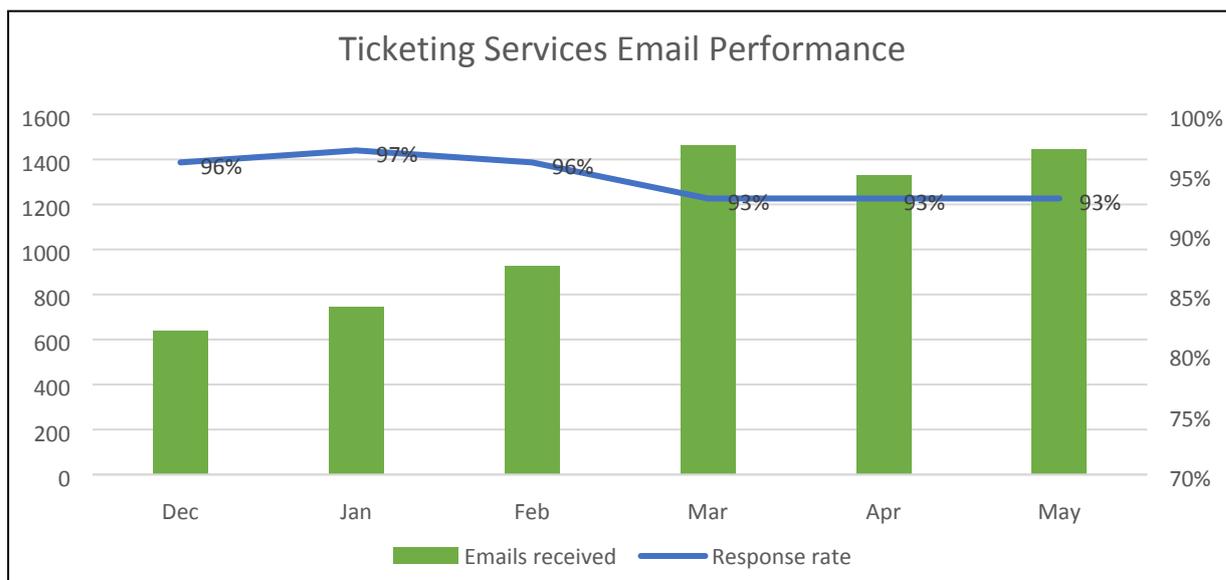


- 4.2 Since December 2018 a total of 3,839 cases have been received. The percentage of enquiries resolved within 10 working days is a key performance metric for the team with the target set at 95%. Customer Relations case performance since December 2018 is 95%.
- 4.3 New working arrangements which were introduced from May 2018 have continued to demonstrate a positive effect on performance, with the target being achieved and sustained since October 2018.
- 4.4 Volumes of Customer Relations Cases can be driven by consultation activities, bus network changes and wider WMCA activity. 77% of the enquires received by mode relate to bus. Of these enquiries 30% is related to network reviews and changes.

5. Ticketing Services Email Performance

- 5.1. The Ticketing Services team oversees the management of ticketing related email enquiries. The nature of these enquires cover a number of workstreams including Swift, concessionary and commercial ticketing schemes, product launches and general customer support.

FIGURE 3 TICKETING SERVICES EMAIL PERFORMANCE



- 5.2. Figure 3 shows that since December a total of 6,551 ticketing related emails have been received. The percentage of enquiries resolved within 2 working days is a key performance metric for the team with the target set at 95%. Ticketing Services email performance since December 2018 is 94%.
- 5.3. The number of emails received by the team is increasing as customers opt for digital methods of contact as a convenient way to make contact particularly outside of regular telephone opening hours.

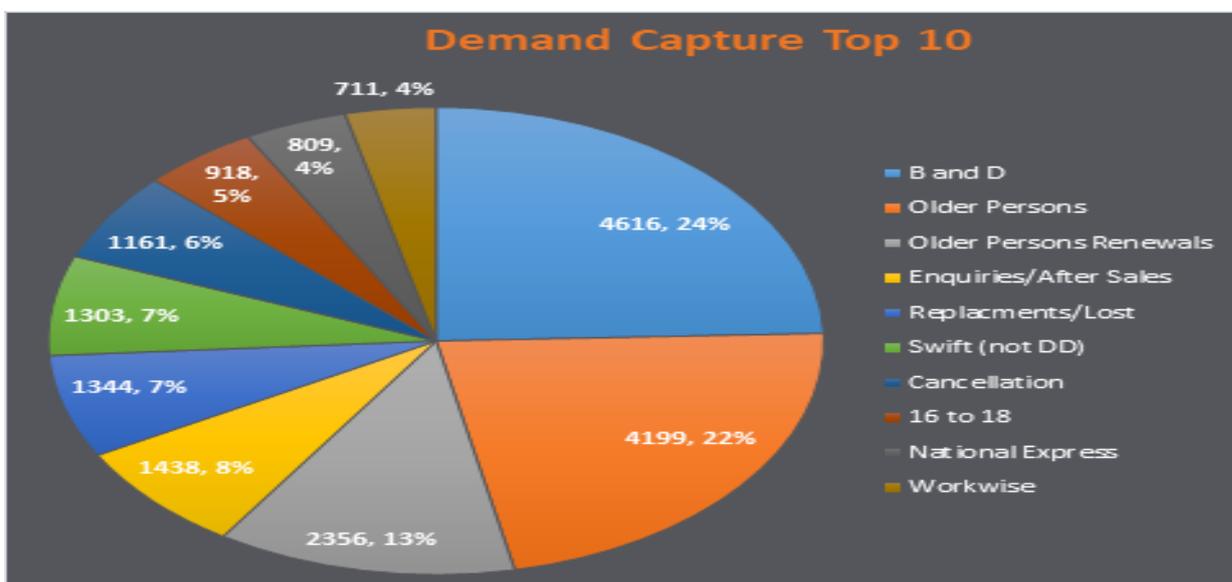
6. Customer Demand

- 6.1. Analysis of customer demand within the Ticketing Services Team has been a helpful development having being introduced in March 2019. Understanding the root cause of why customers need to make contact by telephone is helping to identify improvements

needed to customer information and processes. This activity is presently being undertaken through a manual tracking process each day but will be automated once new telephony software is introduced in August 2019. See section 11.4 of this report for further information.

- 6.2. The analysis shows that enquiries relating to the Blind and Disabled Travel Pass scheme are the most common line of enquiry each week. Work is presently being undertaken to drill down further into the reasons for contact in an effort to be more proactive in the information that is available with the positive effect of reducing some unnecessary customer demand.
- 6.3. Figure 4 shows the demand into the Ticketing Services Team by telephone that has been tracked since March 2019.

FIGURE 4 TICKETING SERVICES CUSTOMER DEMAND CAPTURE



7. Social Media Performance

- 7.1. Twitter - Since December 2018 the team has responded to 2,945 messages. The key performance indicator for the team to respond to these messages is 60 minutes. The team is working within this timeframe.
- 7.2. Facebook – Since December 2018 the team has responded to 9,630 messages. The key performance indicator for the team to respond to these messages is 120 minutes. The team is working within this timeframe.
- 7.3. There was a rise in the number of Facebook messages in December. 7,287 messages were received. This was due to a Christmas competition on the Network West Midlands social media page. The majority of these were handled by the WMCA Social Media team.

8. Quality

- 8.1. In November 2018, a quality framework was introduced across Customer Services. The quality framework monitors quality, performance and productivity to ensure the best possible service to customers.

- 8.2. Ticketing Services achieved an overall quality score of 93%, against a target of 90%.
- 8.3. Customer Relations achieved an overall quality score of 91%, against a target of 90%.
- 8.4. Overall performance including service levels, quality and staff engagement has significantly improved since the Customer Services Team was reorganised in May 2018. The Customer Relations team was rated three stars in the latest Times Top 100 best company to work for survey, which is a measure of employee engagement.

9. Customer Satisfaction

- 9.1. WMCA is a member of the Institute of Customer Services and uses the Institute’s business benchmarking tool in order to assess customer satisfaction with our services. In 2018, customer satisfaction was measured at 74.4%, 2% higher than the transport sector average. The Net Promoter Score, indicating customers who would recommend our services, measured 12 points higher than the transport sector average. Customers rate team members’ competence and helpfulness to be amongst those of the highest scoring organisations. A series of actions have been developed to improve services based on the feedback from the survey which will be repeated in autumn 2019.

10. Travel Shops

- 10.1 The Travel Information Centre Team, based at Wolverhampton Bus Station and Birmingham New Street Station, provide a face to face service for customer enquiries relating to transport, including ticketing matters and passenger information.
- 10.2 Figure 5 shows the customer footfall at both locations. Since December 2018 146,019 customers have visited the shops. This is an increase of 5% compared to the same period the previous year.

FIGURE 5 TRAVEL CENTRES CUSTOMER FOOTFALL



11. New and Future Developments

- 11.1 A small scale trial of Live Chat technology started in April 2019. The service is being targeted around ticketing enquiries with the ‘chat’ widget posted on a number of ticketing

pages on the Network West Midlands website. The trial will help to determine the demand for this type of service, the impact on other channels of communication as well as the skill set and delivery arrangements needed to offer this service as a longer term arrangement for customers. It is intended to evaluate the initial results of this exercise in August 2019.

- 11.2 Work has been undertaken to improve customer information on the 'Contact Us' pages across our customer facing websites – Network West Midlands and Transport for West Midlands. The text has been edited to only display what is necessary and new Subject Headers (such as Swift, Bus Stops and Travel Shops) have been added to sign-post customers to further information to enable them to self-serve. All contact channels are now displayed in one place making it easier for the customer to decide how they would like to contact us. Further work is being undertaken to update the customer contact form which will improve the quality of information received first time from the customer. A similar approach will be taken later on in the year with the WMCA website.
- 11.3 From May 2019 a new payment portal has been made available via the Network West Midlands website. The portal allows customers to make miscellaneous payments for services that they could previously only access over the telephone. This improvement is expected to reduce the number of calls being received where a customer is required to make a payment by empowering the customer to self-serve online at a time and location of their choosing. Efforts to move customers to self-service options will continue to be pursued alongside traditional telephony and paper based application processes. Critically, freeing up customer service agent time by encouraging self-service allows staff time to be focussed on those customers who need the most support.
- 11.4 In August 2019 a new cloud based (digital data stored and managed that's hosted on the Internet, rather than on local servers) omni-channel system for managing customer contact will be introduced in the Customer Services Team. This system will handle customer telephone calls. It also has the capability of handling live chat, customer emails and social media messages. The new system will replace the current on premise telephone system. This investment will allow for an improved customer experience, better data and analytics to aid performance management and include the capability to offer live chat as a long term option for customers. The platform will also include functionality to offer call backs for customers to save them waiting in a queue as well as inviting them to complete immediate post call surveys on their experience.

12. Legal Implications

- 12.1 There are no immediate legal implications flowing from the contents of this report.

13. Financial Implications

- 13.1 There are budgets in place in 2019-20 to fund the existing and new and future developments activity referred to in this report. Funding requirements for future years activity will be reviewed through the medium term financial planning and budget process.

14. Equalities Implications

- 14.1 There are no equality implications in relation to this report.

This page is intentionally left blank



Transport Delivery Committee

Date	24 June 2019
Report title	Cycling Charter Progress Report
Accountable Director	Sandeep Shingadia – Director of Development and Delivery
Accountable Employee	Claire Williams – Cycling and Walking Development Manager claire.williams@tfwm.org.uk 0121 214 7984
Report has been considered by	Lead Member for Safe and Sustainable Travel Councillor Diana Holl-Allen

Recommendation(s) for action or decision:

TDC is recommended to:

- Note the progress to date of the TfWM led initiatives of the West Midlands Cycling Charter Action Plan.

1. Purpose

- 1.1 To report matters relating to the performance, operation and delivery of TfWM led initiatives within the West Midlands Cycling Charter Action Plan.

2. Background

- 2.1. The West Midlands Cycling Charter outlines the key principles that all partners, including the seven constituent Local Authorities, have adopted to deliver the required step change in cycling across the West Midlands Metropolitan area. It represents a shared vision and approach that will increase cycling levels across the West Midlands.
- 2.2. A detailed Action Plan is currently being delivered with the target of increasing levels of cycling to 5% of all trips by 2023 from the current levels of 1.7% (Census Data, 2011).
- 2.3. The Cycling Charter is based on the following four principles:
 - Leadership and Profile
 - Cycling Network
 - Promoting and Encouraging Cycling
 - Funding.

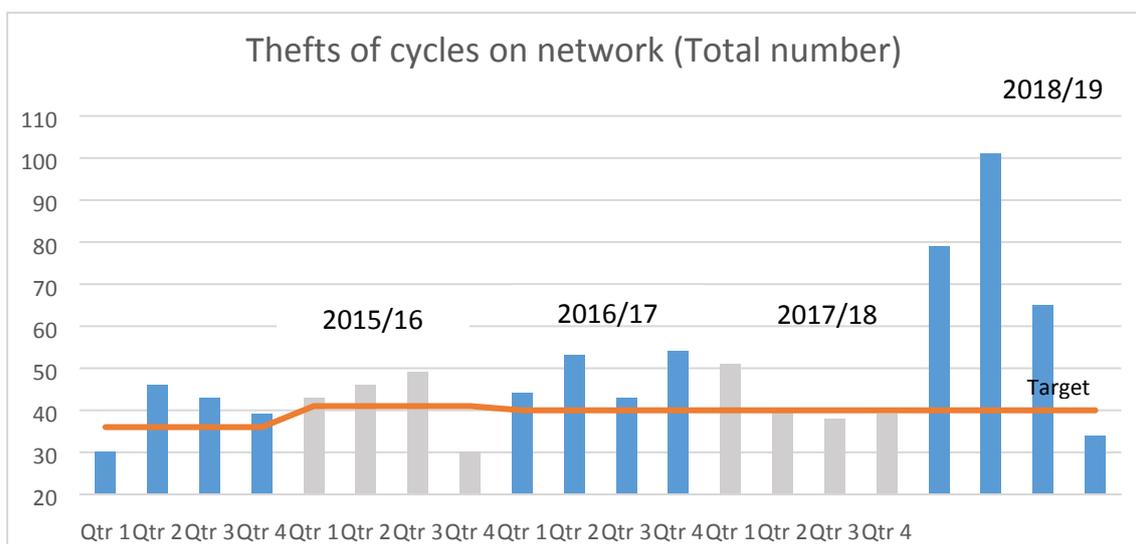
3. Cycling Charter Action Plan progress

- 3.1. With the aim to raise the profile of cycling and walking, Shanaze Reade was appointed as the first **Cycling and Walking Ambassador** for the West Midlands on 22 March 2019. A launch event took place with Mayor Andy Street on 22 May 2019. The event included engagement with members of the public to help shape the role of the Ambassador.
- 3.2. WMCA and the 7 local authorities developed a **West Midlands strategic LCWIP** (Local Cycling and Walking Infrastructure Plan) which was adopted by WMCA Board in March 2019. This plan outlines a prioritised programme of investment.
- 3.3. £23m of **Transforming Cities Fund** (TCF) has been allocated to develop and deliver a cycling and walking infrastructure programme. £2m of this allocation will form the [Better Streets Community Fund](#), an innovative community-focused grant scheme which will fund smaller scale, local improvements based on the needs of local people.
- 3.4. The **West Midlands Cycle Design Guidance** has been updated for 2019.
- 3.5. Nextbike have been appointed to deliver the **West Midlands Bikeshare Scheme**. This will be the first scheme in the UK to integrate with the region's Swift smart travel card. A pilot of 25 bikes and 5 docking stations were delivered in Wolverhampton City Centre in February 2019 and has been well received.
- 3.6. TfWM continues to collaborate with **Brompton** to promote their cycle hire facilities in Birmingham city centre at New Street, Snow Hill, and Moor Street stations.
- 3.7. In 2019/20 the **Network Wide Cycle Parking Programme**, which aims to improve cycle parking capacity and quality across the network, will deliver cycle parking improvements at key transport interchanges across the region including Solihull rail station, Birmingham New Street, Pool Meadow and Wolverhampton bus stations. West Midlands Trains will be improving cycle parking at an additional 10 stations this financial year.
- 3.8. **Cycle parking** occupancy counts are undertaken by TfWM Data Insight Team. While on average occupancy has remained consistent, with the increase in capacity, usage of the cycle parking is

steadily increasing overall. Station travel plans are being delivered by West Midlands Trains which include promotion of cycle parking at the stations.

	Average for 2014	Average for 2015	Average for 2016	Average for 2017	Quarter 1 2018	Quarter 2 2018	Quarter 3 2018	Quarter 4 2018	Average For 2018
Average Patronage	380	397	468	525	618	590	536	524	567
Average Capacity	1346	1474	1740	1980	2279	2279	2279	2274	2279
Average % Occupancy	28.5%	27%	26.8%	26.6%	27.1%	25.9%	23.4%	23.0%	24.8%

3.9. We continue to deliver our award winning five-point **Cycle Crime** action plan focusing on key areas of enforcement, engagement, education, environment and evaluation to combat cycle theft at stations. Between April 2018 and end of March 2019, there have been 279 cycle thefts from stations in the region, illustrating a dramatic spike in bike theft when compared to previous years. Although high, cycle crime has risen across the country and is in line with other major cities. In response to this TfWM has developed bespoke action plans for the highest cycle theft stations, led by the Safer Travel Police team. A national cycle crime strategy has been developed by DfT, which will focus our activities. Working with WMT, we are aiming to deliver high visibility bike marking events and campaigns at stations to deter thefts over the course of the franchise.



3.10. A significant number of cycle crime incidents have occurred at Birmingham New Street. To help in address this, the Safer Travel Partnership have delivered overt and covert patrols, the use of a GPS tracker bike, multiple bike marking sessions, with supporting discounting D-locks programmes. Work is also in progress to put in place a new indoor secure cycle storage facility within New Street, which will benefit from CCTV, lighting and pass access control. It is hoped that these measures will have a large impact on cycle crime at that location

3.11. To raise the profile of cycling, a **brand for cycling and walking** initiatives across the WMCA has been developed and was endorsed by WMCA Board in March 2019. The aim is to provide a consistent experience for the end user, as part of the wider rebranding of the entire transport network.



3.12. Managing Short Trips is a programme of cycling infrastructure improvements in the Black Country. These improvements are designed to create cycle friendly corridors between existing

cycle routes, residential areas and local centres. These routes will enable people to take up cycling and walking for leisure or commuting which will have a positive impact on their health and wellbeing.

3.13. £6.3m was invested in MST schemes since 2016/17:

- The Birmingham new mainline canal between Galton Bridge and Bridge Street and Aldersley Junction and Dixon Street in Wolverhampton;
- The Walsall canal between Bridgeman Street and Bentley Mill Way;
- The Stourbridge canal from the Bonded Warehouse, through Wordsley Junction, Glass House Bridge and Leys Junction to Brockmoor Junction Bridge.

3.14. A second tranche of MST schemes was funded by the Black Country LEP with a further £4.2m invested to improve the Birmingham Canal between Smethwick Galton Bridge and Wolverhampton. The improvements listed below were delivered between 2017-19. Promotional activities have been taking place during 2018/19 including led rides and walks and will continue until September 2019.

- Smethwick: Galton Bridge to Bromford Rd, Towpath
- Wednesfield link to New Cross Hospital: Wyrley & Essington Canal to New Cross Hospital & Bentley Bridge
- Wolverhampton: Dixon street to Deepfields junction bridge
- Dudley: Deepfields Bridge to Factory Junction Towpath
- Smethwick: Bromford Lane to Dudley Border
- Sandwell: Tame valley towpath improvements at Friar Park
- Sandwell Patent Drive to Bannister Road access

3.15. Big Bike Revival. A partnership is in place between TfWM and Cycling UK to deliver the Big Bike Revival programme, a scheme to develop community cycle clubs and encourage cycling. To date, 18 community clubs have been formed in Dudley, Walsall, Wolverhampton, Solihull, Coventry and Sandwell (table below) and several other groups are pending. Birmingham City Council is also working with Cycling UK to develop community cycling clubs around Birmingham with 20 active since 2016.

Area	Club Name
Wolverhampton	Wildside Activity Centre
	Let us Play
	The Bike Shed
Walsall	Walsall Arboretum Community Cycle Club
	Palfrey Park Womens Community Cycle Club
	Palfrey Park Mens Community Cycle Club
	Aaina Community Cycle Club
	Willenhall Memorial Park Community Cycle club
	Walsall Bike Project CIC
Coventry	New Life Cycle Community Cycle Club (Langley Trust)
Sandwell	Smethwick Beat the Street Community Cycle Club (MST1)
	Hadley Stadium Community Cycle Club
	Lightwoods Community Cycle Club
	Victoria Park, Tipton Community Cycle Club
	Jubilee Park, Tipton Community Cycle Club
Solihull	Birmingham Business Park Community Cycle Club
Dudley	Leap over 50 (Age UK)
	Brockmoor Community Cycle Club

3.16. On 12 May 2019, **Velo Birmingham and Midlands** took place across the West Midlands with 17000 people taking part in the closed road cycling event raising money for various charities and

using the opportunity to take up cycling for health and wellbeing. Several of the Community Cycle Clubs also took part in the event, taking on a challenge that they would not have considered without the training and support within the clubs. TfWM partnered with CSM, the event organiser, to promote WM Cycle branding across the event, which included flags and banners at the start and finish.

- 3.17. **Living Streets.** Living Streets has partnered with TfWM to deliver the WOW – Walking to School Challenge to schools across the region. A Project Coordination Officer is in post and has recruited 41 schools during 2018-19 (see Appendix). A second officer for the West Midlands is currently being recruited and will extend the reach of the programme. The programme includes an online platform to monitor modal share and incentivises uptake of active travel through monthly reward badges. Data collected is shared with local authorities.
- 3.18. Over 31,000 children have taken part in the programme, with 83% of recorded journeys by active travel, totalling 669,202 journeys taken by walking, cycling or scooting for all or part of the way. The most recent evaluation has shown a 24.2% increase in active travel across the schools participating in the programme.
- 3.19. TfWM have worked alongside WMCA colleagues and members of the Cycling Charter Steering Group to address the need to encourage more **inclusive cycling environments**. To improve the accessibility of cycleways a prototype access barrier has been developed by local cyclists and is set to be trailed.
- 3.20. TfWM are collaborating with WMCA colleagues in **Health and Wellbeing** to plan, deliver and promote cycling and walking schemes.

4.0 Financial Implications

- 4.1 The 2018/19 cycling investment per head was an estimated £9.47. This will be updated to reflect final spend from our regional partners once received.
- 4.2 The additional £23m investment through Transforming Cities Fund (TCF) referenced in section 3.3 will continue to support ambition contained within the Cycling Charter and the Mayor's Renewal plan to achieve £10 per head.
- 4.3 The commitment in the Cycling Charter and the Mayor's Renewal plan is to achieve £10 per head and work continues with partners to achieve this.

5.0 Legal Implications

- 5.1 Legal and procurement support will be required in relation to the LCWIP especially around collaborative working arrangements between other sectors and any emerging funding arrangements.

6.0 Equalities Implications

- 6.1 The West Midlands Cycling Charter does not result in any negative disproportionate impact for any of the protected characteristics. However, cycling nationally (and regionally) is unequal with cyclists more likely being male, young, non-disabled and white. To improve wider participation and representation there needs to be a stronger focus on the creation of more inclusive cycling environments (both in terms of infrastructure and cycling route choices) that can cater for cycles of all sizes, including tricycles, trailers and tandems and for all different types of cyclists. Moreover, promotion of cycling activities and opportunities needs to be reflective of the diversity

of the region, both in terms of the images used and the way information is disseminated and communicated to West Midlands residents.

6.2 Some people with special needs or physical disabilities may be able to benefit from programmes in the region that use adapted bicycles and they are referred to the organisations that deliver these. ParkRide and Wheels for All are initiatives organised by Midland Mencap and Cycling Projects in various locations across the UK including the West Midlands (Sutton Coldfield, Coventry, Birmingham, and Solihull).

7.0 Inclusive Growth Implications

7.1 Encouraging cycling and walking in the West Midlands LCWIP supports inclusive growth by supporting the following themes:

- Affordable, safe, and connected places
- Sustainability
- Health and Wellbeing
- Equality
- Economy

7.2 Safer routes for cycling and walking will help provide the people who live, work, learn and play here with safer routes to walk and cycle to where they want to go. Active travel encourages people to combine physical activity as part of their journey which has a positive impact on health and wellbeing as well as air quality.

7.3 A wide spectrum of users can access safer cycling and walking routes including people who use adapted cycles, scooters, motorised scooters, and even inline skaters. The objectives are to get people to use alternative modes of travel and to participate in physical activity.

7.4 As accessible and low cost modes of transport, cycling and walking can help people access their local high streets, jobs and education.

8.0 Geographical Area of Report's Implications

8.1 Transport for West Midlands will work with the Constituent Local Authorities to manage cross border relationships and align cycling and walking schemes to ensure consistency in access and quality. Approximately 57% of journeys in the West Midlands cross an administrative boundary.

8.2 Several members of the West Midlands Cycling Charter Steering Group have remits that cover the wider WMCA 3 LEP geography. Cycling UK and Living Streets have community development officers hosted within TfWM's Cycling & Walking Team, they deliver promotional schemes across the region.

9.0 Other Implications

9.1 Improving cycling and walking provisions to increase levels of active travel will have a positive impact on air quality, physical and mental health.

10.0 Schedule of Background Papers

10.1 [West Midlands Cycling Charter](#)

10.2 [Mayor Andy Street Renewal Plan](#)

Appendix – Living Streets – Schools

BIRMINGHAM

Alston Primary School
Benson Community School
Brownmead Primary Academy
Christ The King Catholic Primary School
Clifton Primary School
Cofton Primary
Corpus Christi Catholic Primary School
George Dixon Primary School
Heathlands Primary Academy
Kings Rise Academy
Leigh Junior Infant and Nursery School
Little Sutton Primary
Marlborough Infant School
Moor Green Primary Academy
Nansen Primary School
Nelson Mandela School
Nelson Primary School
Pegasus Primary School
Quinton Church Primary
St Judes RC Primary School
Sladfield Infant School
St Albans Catholic Primary School
St James' Catholic Primary School
St John Fisher R C School
St Laurence Church Infant School
St Laurence Church Junior School
St Saviours CofE Primary School
The Olive School Birmingham
Walmley Infant School
Washwood Heath Academy
Waverley School
West Heath Primary
Woodthorpe Junior and Infant school
Wyndcliffe Primary School

COVENTRY

Hearsall Community Academy
Hill Farm
Parkgate
St Elizabeth's Catholic Primary School

Stanton Bridge Primary School

DUDLEY

Brierley Hill Primary School
Howley Grange Primary School
Hurst Hill Primary School
Priory Primary School
St Joseph's Catholic Primary School
St Mary's RC Primary School
Tenterfields Primary
Amblecote Primary School
Hurst Green Primary School
Queen Victoria Primary

SANDWELL

Blackheath Primary School
Crockett's Community Primary School
Ferndale Primary School
Glebefields Primary School
Newtown
Our Lady and St Hubert
Whitecrest Primary School
Yew Tree Primary School
Corngreaves Academy

SOLIHULL

Blossomfield Infant School
Dorrige Primary School
Greswold Primary School
Langley Primary school
Meriden C E Primary School

WALSALL

Abbey
Blackwood School
St Joseph's Catholic Primary School
Darlaston
St Patrick's Catholic Primary School
WOLVERHAMPTON
Bantock Primary School
Rakegate Primary School
East Park Academy
Elston Hall Primary School
West Park Primary School
Woodfield Infant School
Woodfield Junior School

This page is intentionally left blank



Transport Delivery Committee

Date	24 June 2019
Report Title	Bus Alliance Update
Accountable Director	Pete Bond, Director of Integrated Network Services Email: pete.bond@tfwm.org.uk Tel: 0121 214 7388
Accountable employee(s)	Edmund Salt, Network Development Manager Email: Edmund.salt@tfwm.org.uk Tel: 0121 214 7305
Report Considered by	Putting Passengers First Lead Members

Recommendation(s) for action or decision:

The Transport Delivery Committee is recommended:

1. To note the content of the report and current status of the West Midlands Bus Alliance.
2. To submit the report to the West Midlands Combined Authority Board for information.

Purpose of Report

1. To report matters relating to the governance, operation, delivery and performance of the West Midlands Bus Alliance.

West Midlands Bus Alliance Board Governance

2. At the February 2019 Board meeting, it was agreed to set up a steering group for Bus Alliance Marketing and Communications; bringing together the expertise and resources of partners to concentrate on bus marketing and communications to promote the key message that 'the Bus is Great'. A communications plan will be one of the first actions for this group to prepare and will report directly to the Board.
3. Prior to the May 2019 Bus Alliance Board, Lynda Waltho informed the Chair that she would be stepping down from her position with the Confederation of Passenger Transport UK (CPT) due to organisational changes and would therefore be stepping down from the Bus Alliance Board. The Chair has invited the Chief Executive of CPT UK, Graham Vidler, to join the Board as the representative for CPT UK.
4. The Community Transport Operators Panel (CTOP) representative, David Birmingham, has resigned from the Board, following Accessible Transport Group entering into administration. A new CTOP representative will be selected by the group ahead of the next Board meeting.

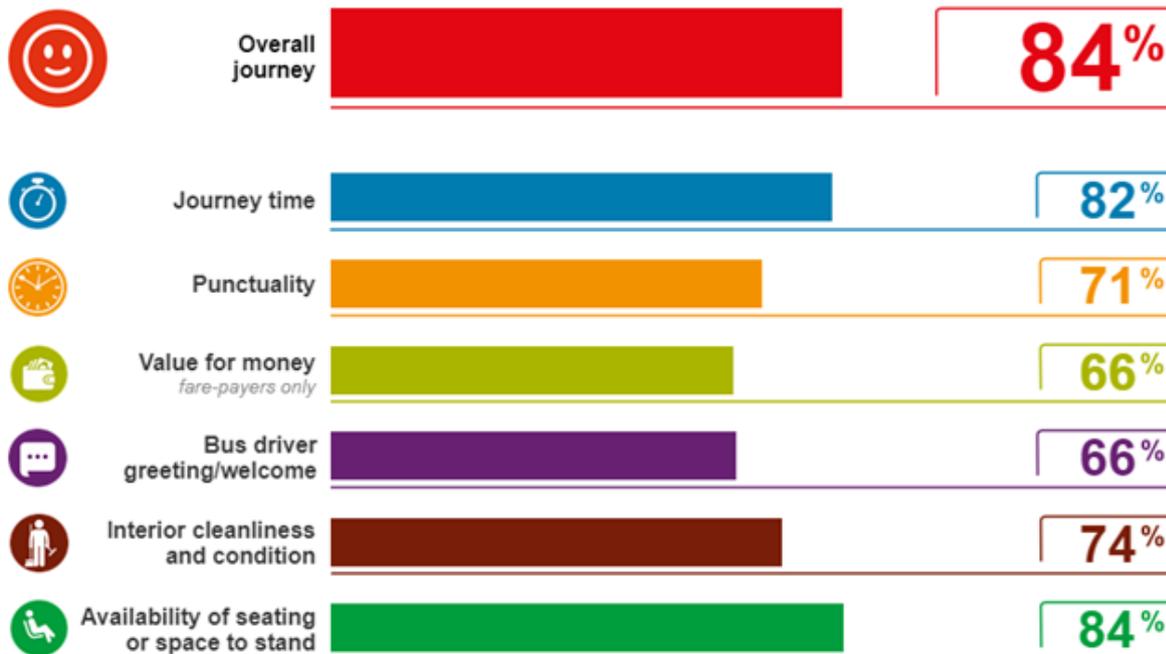
5. Stuart Everton, the Board representative for the Black Country Transport Officers Group, has been replaced by Amy Harhoff, Director Regeneration and Growth, Sandwell Metropolitan Borough Council. A latest version of the Alliance terms of reference are attached as an Appendix to this report.
6. Cllr Ian Ward has been confirmed as the new Portfolio Holder for Transport for the WMCA. Cllr Ian Ward will be asked to join the Board in his capacity as the Portfolio Holder for Transport, replacing Cllr Roger Lawrence on the Board.
7. An additional Board meeting for 2019 has been arranged for 1st July 2019, to coincide with the launch of Catch the Bus Week, which is running 1st to 7th July 2019.

Public Meeting

8. The first ever public meeting of the Bus Alliance Board was held on 22nd May 2019, at the Birmingham Conference and Events Centre. The Chair, Linda McCord, opened the meeting, with an introductory video of the Alliance when it began in 2015. David Bradford, Managing Director of National Express Bus UK highlighted the achievements of the Alliance since it was formed in 2015 and then Pete Bond, Director of Integrated Transport Services at TfWM, set out what is still to come, including a soft launch of the West Midlands Bus Alliance Customer Charter, believed to be the first multi-operator and multi-agency Customer Charter in the UK bus industry. The Charter will aim to increase satisfaction by giving customers across the board a promise that all Alliance partners are working together to drive up customer service standards.

Passenger Satisfaction Autumn 2018 results

9. Figures released by Transport Focus from their autumn 2018 independent survey, show 84 per cent of the region's bus passengers are satisfied with their overall journey. Although this is one percentage below last year's overall journey score, improvements have been seen in each of the sub-criteria, including a high 66 per cent of passengers – up 2 per cent on the previous year – who felt the cost of travel was good value.



Country England (excludes London) Local Transport Authority area West Midlands Year 2018

* caution – based on 75-99 responses

Tackle congestion and make bus journeys quicker

10. In very challenging times with unprecedented levels of development works, resulting in additional congestion particularly, but not exclusively around Birmingham City Centre, Alliance partners have made really good progress in tackling congestion hot spots across the bus network.
11. The full business case for the delivery of the Regional Transport Co-ordination Centre (RTCC) was approved by the WMCA Board on 24 May 2019. The RTCC is a multi-agency facility that will assist with the coordination of the transport network during the delivery of the transport investment programme and other major events within the region and provide the ability to communicate disruption to residents, businesses and visitors to the region ahead of and during works, events and incidents to keep the region moving.
12. Year 2 of National Productivity Investment Funding is being delivered for 2019/20, comprising schemes (in Birmingham) at Queens Elizabeth Hospital, Quinton Road and the upgrade of city centre traffic signals to provide bus priority.
13. TfWM, Birmingham City Council and Midland Metro Alliance have been working together to give bus passengers priority and keep people moving during the next phase of the Birmingham Westside Metro extension. Temporary changes to roads and road junctions will be introduced on Hagley Road and the Five Ways area, including creating new bus lanes and giving buses priority at lights. During the closure of the Five Ways underpass, bus services 9, 12, 12A, 13, 13A, 13B, 126, X8 and X10 will be affected.
<https://www.networkwestmidlands.com/plan-your-journey/major-roadworks-and-events/hagley-road-and-five-ways-area/>
14. As part of the Birmingham Clean Air Zone, a number of additional transport improvements including bus priority schemes have been designed on key transport corridors in the city:
 - Smallbrook Queensway
 - Upper Dean Street

- Coventry Road
- Rea Street
- Sherlock Street

Consultation on the proposed measures ran from 1 April to 7 May 2019. A further bus priority measure consultation, for an extension to the existing bus lanes on Constitution Hill (towards St Chads) was undertaken from 21 May to 21 June 2019. The measures are expected to be implemented by autumn 2019.

Improve bus emissions standards

15. TfWM and Coventry City Council have both been successful in securing further funding to support projects with bus operators to upgrade 353 buses with accredited technology to reduce nitrogen dioxide emissions. Announced on 21 March 2019, that TfWM had been awarded £2,987,500 for a further 222 buses and Coventry City Council were awarded £2,517,500 for 131 buses.

<https://www.gov.uk/government/news/government-funds-bus-industry-to-improve-air-quality>

16. Winners of the 2018 ultra-low emission bus scheme competition, which provides funding for buses and infrastructure to local authorities and bus operators was announced by Nusrat Ghani MP on 6th February 2019. Coventry City Council, in partnership with National Express West Midlands and TfWM were awarded £2.2 million for 10 electric buses and associated infrastructure, planned to operate on the 9 and 20 services. Wolverhampton City Council, in partnership with TfWM, were awarded £140,000 for 1 electric bus and associated infrastructure. Birmingham Airport were also successful in securing £1.3 million for 6 electric buses and associated infrastructure.

<https://www.gov.uk/government/publications/ultra-low-emission-bus-scheme-successful-bidders>

17. As part of the bus upgrade measures to achieve compliance in identified NO₂ exceedance locations in Dudley, Diamond Bus has invested in 7 new Euro VI Streetlite buses to operate on their 226 service to Merry Hill. These have all been painted and dressed in the new brighter Diamond livery, reflecting their vision of a new brighter Diamond.



18. TfWM were notified on 29th March 2019 that it was unsuccessful with two separate bids made to the DEFRA Air Quality Grant Scheme 2018/19 Lot 1 and Lot 2.

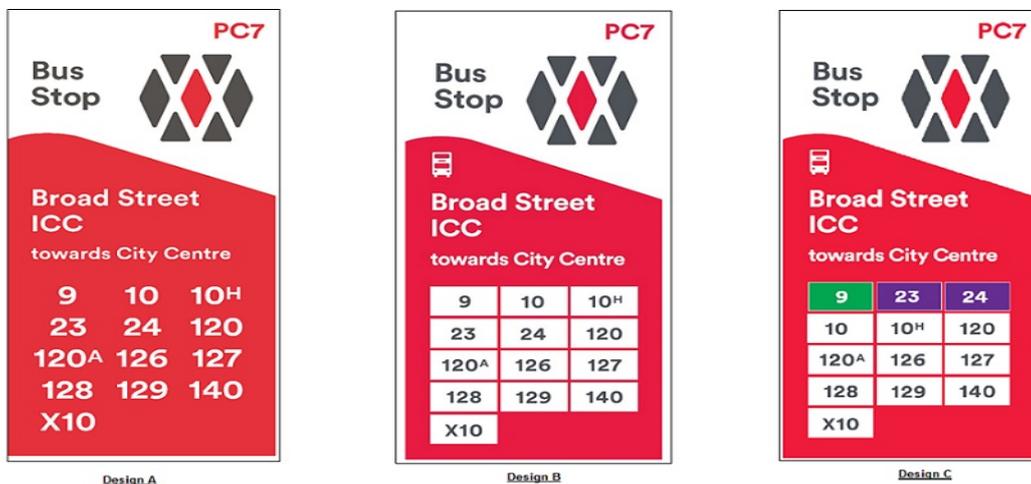
Make bus journeys better value

19. The largest operator in the region, National Express West Midlands, met the Alliance deliverable to limit fare raises to no more than inflationary levels. From January 2019, there were fare freezes on most cash bus fares for National Express West Midlands – single tickets, daysavers, off-peak daysavers and group tickets did not go up in price.

Make it easier to catch the bus

20. A bus roadside information consultation was undertaken in March 2019, which saw nearly 900 responses to different bus stop flag proposals. Design C was the most popular with 43 per cent of respondents, followed by Design B (36 per cent). On further investigation of the main reason for choosing Design C, it was clear that there was ambiguity over what the colour represented, as well as feedback from access groups that the route colours could be very confusing and prohibitive for people with colour blindness and education for passengers would be needed around the use of colours.

21. We want our bus stop flag design to contain the information passengers deem crucial and be simple, clear and easy to understand. Following the feedback received, Design C will be subject to further investigation, research and engagement for using ‘route colours’ on flags. Design B will be trialled on-street at set locations in summer 2019 and dependant on any further feedback received, the flag design will be used for all future service changes.



22. West Midlands Combined Authority (WMCA) celebrated the diversity of the region’s communities in the lead up to Birmingham Pride 2019. A West Midlands Network bus shelter in Smallbrook Queensway was painted in the Pride rainbow branding, along with Pride branded bus stop flags, 40 specially designed Pride hearts and wayfinding totems installed in key locations across the city centre, all for free by WMCA’s suppliers. National Express West Midlands also painted one of its buses in the Pride rainbow colours, which operated on routes right across the region in the led up to the Birmingham Pride weekend.

Shape the bus network to deliver economic growth

23. Transport for West Midlands, part of the West Midlands Combined Authority has made changes to the tendered (paid for) bus services in Solihull. In autumn 2018, we set out our proposals for a new tendered bus network in Solihull. This followed requests from councilors, customers and groups. We asked for views on the routes we were planning on making changes to. We listened to the views and feedback and have made changes to the tendered bus network to improve reliability, punctuality and to increase the overall number of passengers travelling and areas served by bus to benefit the local people and economy.

24. Landflight, Johnsons and Diamond Bus started operating the new bus services on Sunday 24th February 2019, with passengers benefiting from 15 low floor, Euro VI emission standard vehicles. The following bus services changed; S1, S2, S3/S3W, S10, S11, S15, 69, 82, 87 and 88. A detailed breakdown by route is available on the Network West Midlands website:

<https://www.networkwestmidlands.com/ways-to-travel/bus/solihull-changes/>

Make it more pleasant and safe to travel by bus

25. The proposed set of bus byelaws was subject to a thorough stakeholder consultation exercise in February and March 2019. The WMCA Board approved the results of the bus byelaws consultation on 24th May 2019 and supported the next stages of work, in completing a 'Regulatory Assessment' of the byelaws and approval for the preparation and submission of the formal application to the relevant government department seeking approval for the byelaws to be made.

Financial Implications

26. There are no direct financial implications as a result of this update report. The Bus Alliance has been successful at bringing together development budget funding and in identifying additional funding sources through successful funding applications and operator investment, with further successful funding bids recently announced. Any costs incurred by or support provided by TfWM as part of activity referred to in this report will be met from within agreed overall funding and resources.

Legal Implications

27. This report is for information only and there are no new direct legal implications arising.

Equality Implications

28. This report is for information only and there are no new equality implications.

Inclusive Growth Implications

29. This report is for information only; however bus is a vital component to inclusive growth as it directly supports access to the labour market, and allows people to access education, employment and services. The flexibility of the bus network also makes bus the perfect means of providing public transport options in areas of growth, changing travel demand and new housing; directly supporting our West Midlands Housing Deal and Local Industrial Strategy. This means that buses are central to supporting regeneration, inclusive growth and social integration. Where there may not be a case for investing in permanent rail and light rail infrastructure, new bus infrastructure can be planned to connect new communities and support housing and jobs growth.

Geographical Area of Report's Implications

30. This report covers the constituent area of the Combined Authority but due to the importance of cross boundary services – into and out of the constituent area – partnership working with non-constituent and shire authorities is crucial in undertaking activities referred to in this report.

Appendix

West Midlands Bus Alliance Terms of Reference – June 2019

West Midlands Bus Alliance Board Terms of Reference version 6.0 4th June 2019

1. Purpose of West Midlands Bus Alliance Board

In September 2015 the then West Midlands Integrated Transport Authority (WMITA) requested that the monitoring of the delivery of the newly created West Midlands Bus Alliance would be undertaken by the West Midlands Bus Alliance Board and the Transport Delivery Committee.

The Bus Alliance Board is responsible for creating the environment in which the West Midlands Combined Authority (the successor to the WMITA) bus policy objectives can be delivered. The board will oversee the implementation of those objectives between 2016 and 2020 by bringing together the people with key roles to play in developing and delivering the way bus services are provided across the West Midlands. The board will be responsible for ensuring that the WMCA Bus Policy and associated objectives are delivered through strengthened partnership commitments and working between the key stakeholders. This includes working with the Local Enterprise Partnerships (LEP), Transport Delivery Committee, constituent and non-constituent District Authorities, transport providers and West Midlands Combined Authority representatives.

The Bus Alliance Board will provide the governance and leadership to continue the improvement of bus based public transport in the West Midlands. The Bus Alliance Board will also set the direction and activities that will be undertaken by stakeholder groups and supporting committees to continue to deliver quality, customer satisfaction and network improvements across the West Midlands.

Members of the Bus Alliance Board will oversee, monitor, provide resources, commit to the aims of the group and adhere to the terms of reference as follows:

- Set objectives for the delivery of the initiative.
- Develop and own the overall programme, stakeholder relationships and Key Performance Indicators.
- Ensure that there are gateway-based assurance processes to manage progress.
- Decide processes for receiving updates, reports and key performance indicators.
- Identify and commission additional supporting work and sub-groups as necessary.

2. Objectives of Bus Alliance Board

The Bus Alliance Board have the following overarching objectives to continuously improve bus services, which all directly reflect the WMCA's Bus Policy for the region:

- Tackle congestion and make bus journeys quicker, halting the deterioration in bus journey times.
- Improve bus emissions standards
- Make bus travel more attractive for young people
- Make bus journeys better value
- Make it easier to buy a ticket
- Make it easier to catch the bus
- Shape the bus network to deliver economic growth
- Make it more safe, secure and pleasant to travel by bus.

3. Key Deliverables and Outcomes

In addition to supporting the bus policy objectives, the Bus Alliance Board adopted 50 key deliverables on 5th October 2017. These deliverables are not exhaustive and will remain alive to changes in customer experience and expectations.

An open data approach will be adopted for all non-commercially sensitive data. The Bus Alliance Board will use the resources available to it to develop the themes and objectives into a prioritised work programme.

4. Responsibilities of Bus Alliance Board Members

To attend all Bus Alliance Board meetings. Each member will commit a practical level of resource to the Bus Alliance delivery programme to enable it to address the following topics, appropriate to the area they represent:

- Champion bus-based public transport across the region, within their organisation and via the reporting to and from the governance they represent.
- Provide support and delegated authority collaboratively to secure successful delivery for the Bus Alliance Board's aims, objectives and deliverables.
- Provide input, recommendations and agreement to the joint decision making process to meet the Alliance objectives.
- Review and agree the Programme Delivery Board work structure, annual delivery programme, achievements and KPIs performance.
- Approval of KPIs and new deliverables when relevant, to further progress the Bus Alliance objectives and achievements.
- Understand and manage the impact of change and the associated reporting process.
- Resolve any dependency issues/conflicts amongst partners and or work programmes.
- Ensure resources are made available for planning and delivery purposes.
- To validate and critique the financial implications and business case of any work programmes.

5. Sub groups and reporting for Bus Alliance Board

A number of groups as outlined below will provide reporting and support to and from the Bus Alliance Board. The Bus Alliance Delivery Programme Board will report on the progress of the key deliverables and themes to the Bus Alliance Board.

- a) Transport Delivery Committee
- b) Strategic Transport Officers Group (STOG)
- c) Bus Alliance Delivery Programme Board
- d) West Midland Bus Operators Panel
- e) Bus Alliance Area Partnerships
- f) The West Midlands Traffic Managers Group
- g) West Midlands Transport Infrastructure Resilience and Response – Tactical Group
- h) Safer Travel Partnership
- i) Rail Stations Alliance
- j) Bus Patronage Task & Finish Group

6. Membership

Organisation	Name	Role	Sub Group Responsibility for reporting up to and from to the Bus Alliance Board
WMCA	Andy Street	Mayor	-
WMCA	<i>Cllr Ian Ward (tbc)</i>	<i>Lead Portfolio Holder - Transport</i>	-
Transport Delivery Committee	Cllr Kath Hartley	Chair Transport Delivery Committee / Chair Putting Passengers First Lead Members	Transport Delivery Committee
Birmingham City Council	Cllr Waseem Zaffar	Cabinet Member for Transport and Environment, BCC	-
Bus Operator – National Express	David Bradford	Managing Director of UK Bus for National Express	-
Bus Operator – Claribels Coaches	Steve Minor	Bus Services Manager for Claribels	West Midlands Bus Operators Panel
Bus Operator – Diamond Bus	Bob Baker	Director, Diamond Bus	West Midlands Bus Operators Panel
<i>tbc</i>	<i>tbc</i>	-	<i>Community Transport Operators Panel</i>
Safer Travel Police Team	Gareth Mason	Chief Inspector, West Midlands Police – Safer Travel	-
WMCA	Laura Shoaf	Managing Director Transport for West Midlands	Strategic Transport Officers Group (STOG)
Traffic Manager from a local Highway Authority	Paul Leighton	Chair of the West Midlands Traffic Managers Group	The West Midlands Traffic Managers Group
Transport Policy/Strategy from a local Highway Authority	Amy Harhoff	Director of Regeneration and Growth, Sandwell Metropolitan Borough Council	Strategic Transport Officers Group (STOG)
WMCA	Anne Shaw	Director of Network Resilience, TfWM	West Midlands Transport Infrastructure Resilience and Response – Tactical Group
WMCA	Pete Bond	Director of Integrated Network Services, TfWM	Bus Alliance Programme Delivery Board
<i>Confederation of Passenger Transport</i>	<i>Graham Vidler (tbc)</i>	<i>Chief Executive, Confederation of Passenger Transport</i>	-
Transport Focus	Linda McCord	Senior Stakeholder Manager	-
Department for Transport	Steve Blackmore	Local Partnerships – Bus	
Secretariat	Stephen Holloway	Bus Partnerships Coordinator, TfWM	-

All board members will be expected to attend all meetings, with the exception of the Mayor and the WMCA Portfolio Holder for Transport who are able to nominate a named and appropriate representative to the Board. If unable to attend a meeting, any written updates must be provided for circulation with the meeting papers.

The Chair will have the discretion to review membership with any board member who misses 3 consecutive meetings or a meeting without submitting advanced apologies.

7. Frequency of Meetings

It is expected that the West Midland Bus Alliance Board will meet quarterly with a board meeting being held during the months of February, May, September and November each year.

At least one Board meeting of the year, which will celebrate the achievements of the Alliance, at the discretion of the Board will be a public meeting.

8. Rules of Participation

The Bus Alliance Board will approve the work programme, technical themes and be responsible for delivering agreed actions. Participants should endeavour to provide resources to assist in the work and deliverables.

As a member of the Bus Alliance Board, identified in these Terms of Reference, each member will be expected to act with the best interests of the Bus Alliance partnership, and abide by confidentiality and disclosure provisions. Bus Alliance Board member and observers who breach the rules of the confidentiality and disclosure provisions under any information sharing level may have their membership ceased.

9. Governance and Assurance

The Bus Alliance Board will report back to respective organisations including Transport Delivery Committee and report to the WMCA on a six monthly basis as specified in the minutes of the WMCA on 16th September 2015.

The Chairperson of the board shall be elected on an annual basis by the board members. Any existing Chairperson shall be eligible for re-election each year without the need for any form of post rotate around the board members.

It is intended that all decisions will be taken by consensus. In the event that consensus cannot be reached, business shall be determined by a majority of those members present and voting at the meeting, subject to a minimum of seven members voting in favour of any proposal so as to ensure that decisions taken have met with the support of a majority of the membership.

These terms of reference will be reviewed once a year to ensure that these remain current and that the membership is appropriate. Membership of the Board will be reviewed at least on an annual basis.

Version 6.0 – 4th June 2019

WEST MIDLANDS BUS ALLIANCE

SUMMARY DASHBOARD REPORT 2019 QUARTER 1 & 2 (JANUARY 2019 – JUNE 2019)

PERFORMANCE INDICATORS (UNDER DEVELOPMENT)				
REF	PERFORMANCE INDICATOR	BASELINE	CURRENT	TREND
AQ1	Percentage of Euro V (or better) buses operational on the network	36%	69%	
AQ2	Percentage of Euro VI (or better) buses operational on the network	5%	35%	
AQ3	Percentage of tendered bus service vehicles at Euro VI (or better)	n/a	6%	
FT1	Limit Fare Rises to no more than inflationary levels	n/a	1%	
FT2	Investment of swift Commission into digital ticketing innovations	1%	1%	
FT3	Bus Patronage pa (Concessionary & Non Concessionary)	275.9m	tbc	
U1	NX West Midlands Journeys Tracked (RTI)	96%	95%	
U2	At Stop Timetable positioning Target: 95%	95%	99.8%	
U3	Volume of publicity leaflets produced	117,550	92,000	
ND1	Percentage of the region with a Network Development Plan	0%	13%	
ND2	Mode share of am peak journeys to the strategic centres by bus	22%	21%	
ND3	Percentage of residents of the Metropolitan Area with 3 or more strategic centres in the Metropolitan Area, including Birmingham city centre, accessible by public transport within 45 minutes travel time in the am peak	49%	43%	
CE1	Transport Focus Bus Passenger Satisfaction 85% and above	85%	84%	
SS1	Bus Crimes per month	273	256	

BUS ALLIANCE 50 DELIVERABLES (Tracking)

Network Resilience & Congestion	Air Quality	Fares & Ticketing	Identity	Network Development & Access	Improving the Customer Experience	Safety & Security
1	8 - achieved	12	24	34	38	49
2	9	13	25	35	39	50
3	10	14	26	36	40 - achieved	
4	11	15	27	37	41	
5		16	28		42	
6		17	29		43	
7		18	30		44	
		19	31		45	
		20	32		46	
		21	33		47	
		22			48	
		23				

This page is intentionally left blank