



Transport Delivery Committee

Date	14 May 2018
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	Cllr Hartley, Cllr Akhtar, Cllr Hanif, Cllr Stanley: Putting Passengers First

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. Following the acquisition of CEN Group Limited trading as Central Buses ("Central") in late February, a vacancy for an operator representative on the Bus Alliance Board has become available.
3. A nomination and voting process was held in March 2018 with all operators, to elect a new operator representative to the Bus Alliance Board. The operators elected Steve Minor (Claribel Coaches) to sit on the Bus Alliance Board. The three operator representatives on the Bus Alliance Board are now Tom Stables (National Express), Steve Burd (Stagecoach) and Steve Minor (Claribel Coaches).
4. At the February board meeting, it was proposed that accessible transport is represented on the Bus Alliance Board, with Accessible Transport Group (ATG) to join the Board. It was agreed by all Board members that ATG should join the Bus Alliance Board. Councillor Hartley and Councillor Worrall declared an interest in this decision as they are board members of Ring & Ride.

5. At the 28 February Bus Alliance Board, Kerry Blakeman indicated his pending retirement and would be stepping down from the Bus Alliance Board. The replacement proposed by the Safer Travel Partnership for the Board is Chief Inspector Gareth Mason.

Special Bus Alliance Board Meeting on 28th March 2018

6. A special Bus Alliance Board was held on the 28th March 2018. The board received a presentation from Steve Blackmore from the Department for Transport on the Bus Services Act 2017. The main components of the act related to information and ticketing, partnership working and franchising. The act also changed the existing Quality Partnership legislation in England, and set out the contents of, and the process for developing, the new Enhanced Partnership agreements with bus operators. In addition, it set out criteria for introducing a franchised network into the region, which, for a Mayoral combined authority, was a matter for itself to determine.

Tackle congestion and make bus journeys quicker

7. A resilience partnership has been set up manage the disruption on the regional motorway and road networks from the construction of HS2 and other regeneration in the West Midlands. The partnership will also develop a template for the collaboration of other major investment programmes on a similar scale to minimise disruption from construction works.
8. A full business case for the Regional Integrated Control Centre (RICC) is under development pursuant to submission by the WMCA in summer 2018. The case for the RICC is being developed to improve resilience and coordination on the road network, rail and tram networks.

Improve bus emissions standards

9. TfWM and Coventry City Council have both been successful with their separate applications to the Clean Bus Technology Fund 2017-2019, to retrofit in total 468 vehicles to Euro VI standard. The TfWM application is for £3 million with £2.920 million match-funding from four operators. The Coventry City Council application is for £1.5m, with £240,500 match-funding from National Express Coventry.

Make bus journeys better value

10. As a key deliverable to limit fare rises to no more than inflationary levels, the January 2018 fares review resulted in a headline reduction of 1 per cent.
11. As we continue to work to reduce fares and introduce new offers to grow patronage, operators have agreed that there will be nBus variants of the low fare zones introduced by National Express and therefore benefiting more passengers.

Make it easier to buy a ticket

12. A consultation and scoping exercise has been undertaken in respect of Swift card daily fare capping and the requirement to use INIT machines, the INIT system to provide access to other ticket machine manufacturers, or whether an alternative system might be preferential. It is intended to consult further with operators and establish the detailed functional requirements of any new ticket machines and approach.

Shape the bus network to deliver economic growth

13. Transport for West Midlands (TfWM) has begun the first UK trial of a bus network planning computer programme to improve bus services and routes. The programme has been provided by Remix, a US software company, and is designed to help with network development, cost and demographic impact analysis, and streamlined communication internally and externally. The trial will undergo a 12 month evaluation and be available to all Alliance partners, to better evaluate, visualise, refine and communicate plans all in one place.
14. A demystifying the network customer intelligence exercise has been completed. The research aimed to investigate the perceived and actual barriers to bus travel, and to purchasing bus tickets online, and the practical steps that can be made in order to overcome these and encourage use of the bus service in the future. It details the outcomes of 28 accompanied bus journeys or online ticket purchase, with non-bus users. Key priorities for improvements to aid non-bus users to use the bus include: providing improved information at bus stops; enhancing access to Real Time Information; and providing contactless payments (to make it easier to purchase a ticket and remove the ambiguity by a non-user around the right ticket/fare request).
15. The Chartered Institute of Highways and Transportation (CIHT) has launched the 'Buses in Urban Developments' guidance, which builds on CIHT's existing Streets and Transport in Urban Environment- guidelines. Designed to inform professionals involved in urban policymaking and planning, the guidance supports the Bus Services Act 2017 and bus network development by providing practical advice on measures that local authorities can put in place to support the provision of bus networks in support of economic growth.
16. An operator market sounding exercise for SPRINT is due to be undertaken to gauge the extent of operator interest in the process and development, which will subsequently lead into a procurement process later in the year.

Make it more pleasant to travel by bus

17. Stagecoach announced in February their biggest ever investment in new buses for Coventry. £4.4 million will be spent on 25 luxury Stagecoach Gold single deck buses for their route 48 services between Coventry, Bedworth and Nuneaton to Leicester or Atherstone. The new vehicles come fully loaded with features such as USB charging points, free Wi-Fi, leather seats and environmentally friendly Euro VI engines. The service covers more than 1.18 million miles a year. More than two million passenger trips are made on the 48 every year. The buses push Stagecoach's total investment for Warwickshire and the West Midlands to more than £11 million in the last 6 years.

Financial Implications

18. There are no direct financial implications as a result of this update report. TfWM with its partners in the Bus Alliance have been successful at bringing together development budget funding and in identifying additional funding sources through successful funding applications and operator investment. Any costs incurred by or support provided by TfWM as part of undertaking activity referred to in this report will be met from within agreed overall funding and resources.

Legal Implications

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

Equality Implications

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

Appendix 1: Bus Alliance Summary Dashboard Quarter 4 2017

WEST MIDLANDS BUS ALLIANCE

SUMMARY DASHBOARD REPORT 2017 QUARTER 4 (OCTOBER – DECEMBER)

Overall Programme Project RAG STATUS

RISKS & ISSUES		TIMELINE		FUNDING	
X	Major Risk/Issue identified or realised critical to objective / deliverable(s)	X	Major or critical Delay - Against Baseline	X	Funding deficit / not secured or overspend
X	Risk or Issue realised can be mitigated, but requires additional approval/input	X	Minor time delay / delay may be mitigated	X	Additional spend
X	Risk or Issues managed within project parameters	X	Project near/on time	X	Funding secured / Spend profile near/as planned

West Midlands Bus Alliance –Bus Alliance Programme Delivery

Network Resilience & Congestion	Air Quality	Fares & Ticketing	Identity	Network Development & Access	Improving the Customer Experience	Safety & Security
--------------------------------------------	--------------------	------------------------------	-----------------	-----------------------------------------	------------------------------------------	------------------------------

PERFORMANCE INDICATORS (BUS ALLIANCE)

REF	PERFORMANCE INDICATOR	BASELINE	CURRENT	TREND
NRC1	Bus Punctuality Target: 82%	83%	81%	
NRC1	Bus Reliability Target: 97%	97%	97%	
AQ1	Percentage of Euro V (or better) buses operational on the network	36%	58%	
AQ2	Percentage of Euro VI (or better) buses operational on the network	5%	21%	
AQ3	Percentage of tendered bus service vehicles at Euro VI (or better)	n/a	8%	
FT1	Limit Fare Rises to no more than inflationary levels	n/a	1%	
FT2	Investment of swift Commission into digital ticketing innovations	n/a	1%	
FT3	Bus Patronage pa (Concessionary & Non Concessionary)	275.9m	255.9m	
I1	NX West Midlands Journeys Tracked (RTI)	96%	89%	

I2	At Stop Timetable positioning Target: 95%	95%	99.8%	
I3	Volume of publicity leaflets produced	117,550	92,000	
ND1	Percentage of the region with a Network Development Plan	0%	0%	
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%	49%	
CE1	Transport Focus Bus Passenger Satisfaction 85% and above	85%	88%	
SS1	Bus Crimes per month	273	239	
SS2	Safe Shelters & Poles Target : 88%	97%	97%	

BUS ALLIANCE 50 DELIVERABLES (Tracking)						
Network Resilience & Congestion	Air Quality	Fares & Ticketing	Identity	Network Development & Access	Improving the Customer Experience	Safety & Security
1	8	12	24	34	38	49
2	9	13	25	35	39	50
3	10	14	26	36	40	
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				

BUS ALLIANCE PROGRAMME DELIVERY SUMMARY (OCTOBER-DECEMBER 2017)

Summary of key outputs this Quarter

Programme Management:

- Review of Alliance governance and structure, along with development of dashboard template and reporting to reflect Bus Alliance objectives, deliverables, indicators and needs.

Network Resilience & Congestion:

- Joint Air Quality Unit (JAQU) has confirmed £377,500 funding to provide pre-Clean Air Zone bus priority measures to reduce NO₂ in Birmingham City Centre
- Further round of pre-CAZ funding for up to £2.2m announced, resulting in a further funding application for a package of bus-based interventions submitted on 19 Jan
- Further £5.7m capital programme of bus-based highway measures being progressed through to delivery

Air Quality:

- Two successful separate funding awards for £3 million and £1.5 million from the Clean Bus Technology Fund 2017-2019 to retrofit 364 and 104 vehicles in Birmingham (4 operators – National Express, Claribel, First and Diamond) and Coventry (National Express Coventry) respectively. This involved match-funding from operators of £2.9 million and £0.244 million for Birmingham and Coventry respectively. The project is to be complete by 31 March 2019.
- Solihull AQPS went live on the 26th November 2017, with minimum Euro III emission standards. It has phased emission standard of Euro V by January 2020, and Euro VI twelve months later.
- Wolverhampton City Centre AQPS formal consultation started 22nd January (for a 13 week period).

Fares & Ticketing:

- The January 2018 fares review resulted in a headline reduction of 1%.
- TfWM appointed consultants in December to determine how all other operators can access the system purchased by NX and those findings will be published at the end of February.
- National Express are developing their App to include nBus which will make it more inclusive for other operators.
- The 2018/19 Swift programme includes enhancement to the Swift App and consideration should be given as to whether a single App would be more appropriate both in terms of customer complexity and cost efficiency – this point was raised by the Smart Programme Board at its last meeting.

Identity:

- WMCA and TfWM Leadership Boards agreed to a full rebrand of the WMCA and TfWM brands.
- New brand identities are going through final approval stages, and initial roll out plan is being created by Project Managers.
- Creation of a developer API portal which includes real-time information and journey planning. Being used for networkwestmidlands site as “live testing” before promotion to wider audience.
- Feeds from Rotala, Arriva and First have been plugged into ITO world real-time system and are currently being tested.

Network Development & Access:

- 4 NDPs (Birmingham city centre, Coventry, Dudley, South West Birmingham) nearing completion, which expected end date July 2018.
- Rotata plc have announced the acquisition of Central Buses. The completion of purchase is expected to occur in late February 2018.
- TfWM is to purchase Remix on a 12-month trial basis from March 2018, for use by the Bus Alliance.
- A demystifying the network customer intelligence exercise is being conducted in March 2018, to identify and understand barriers to new customers from using bus as a means to travel.

Customer Experience:

- Ongoing design work and optioneering around Dudley Bus Station and further discussion of project with partners.
- Finalising quotes and work packages for Walsall Mid-Life refurbishment in readiness for March start. Creation of dedicated driver rest area at Walsall to improve facilities and access to services has been brought forward and completed.

Safety & Security:

- A full review of demand was carried out. From this review it has been possible to identify new key times and locations for the Safer Travel Police resource.
- In line with deliverable 49, funding has been secured to maintain the level of Police resource through 2018/19. Work is ongoing with both West Midlands Police and British Transport Police to expand the use of Special Constables to increase visibility on the network.
- Work has been carried out to try and put in place 'bus bye laws' to replicate those already in place on both the heavy rail network and also the Midland Metro.

Appendix 2: Bus Alliance Board 28 February 2018 Minutes

Meeting: West Midlands Bus Alliance Board

Subject: Minutes

Date: Monday 28 February 2018

PRESENT:

Linda McCord (Chair)	-	Transport Focus
Councillor Richard Worrall	-	Transport Delivery Committee
Councillor Kath Hartley	-	Transport Delivery Committee
Steve Burd	-	Stagecoach Midlands
Superintendent Kerry Blakeman	-	West Midlands Police
Laura Shoaf	-	Transport for West Midlands
Pete Bond	-	Transport for West Midlands

IN ATTENDANCE:

Steve Close	-	Transport Systems Catapult
Malcolm Holmes	-	Transport for West Midlands
Edmund Salt	-	Transport for West Midlands

123. Opening the Board

Apologies had been received from Councillor Huxtable, Councillor Lawrence, Tom Stables, Stuart Everton and Geoff Cross.

124. Actions - 17 November 2017

The actions of the last meeting held on 17 November 2017 were agreed as a correct record.

125. Matters Arising

(a) Coventry Bus Lane Review

The board received an update on the review of bus lanes in Coventry.

ACTION: The board to receive a comprehensive update on the outcome of the Coventry Bus Lane Review at its next meeting.

(b) Tackling Congestion – Keeping the West Midlands Moving

The board received a presentation from Steve Close, Transport Systems Catapult on Keeping the West Midlands Moving.

The presentation included information on the development of a proof of concept modelling and simulation tool, the development of an economic impact assessment model, driver behaviour, sharing the framework and collaboration.

ACTIONS:

- (1) Steve Close agreed to share the slide pack and research around behaviour change.
- (2) Steve Burd agreed to share contact details for 'Liftshare', which enables organised car sharing by connecting people travelling in the same direction so they can arrange to travel together and share the costs, whilst reducing congestion and pollution.

126. Bus Alliance Board Membership

The board considered a report of the Director of Integrated Transport Services on the acquisition of Central Buses by Rotala PLC and the associated loss of a bus operator representative on the Board.

Resolved:

- (1) That Central Buses acquisition by Rotala PLC results in the loss of Geoff Cross from the Bus Alliance Board be noted.
- (2) A senior member of Rotala PLC be invited to join the Bus Alliance Board in the place of Geoff Cross, subject to the agreement of the Bus Operators Panel on 28 February 2018, be approved.
- (3) A senior member of ATG be invited to join the Bus Alliance Board to ensure accessible transport operators were represented on the board, subject to the agreement of the Bus Operators Panel on 28 February 2018, be approved.

127. Dashboards

The board considered a report on Fares & Ticketing, Network Development & Access and Air Quality.

In respect of the respective dashboards, the board received further information on the ticketing app, capping, successful bids, funding shortfall, allocation of funding, Remix software, key performance indicators and key risks.

ACTIONS:

- (1) Consideration be given as to whether a paper should be taken to a meeting of the WMCA Board that sets out the key initiatives for issues that we are trying to tackle, and include a request for funding.

- (2) Birmingham City Council - Cabinet Member Advisors. Edmund Salt to ascertain whether other local authorities had appointed Cabinet Member Advisors.

Resolved:

- (1) The programme for the development of Network Development Plans in 2018/19 be approved.
- (2) Discussions to be held with DfT/DEFRA on the need for dedicated direct funding to be allocated to the WMCA, to improve bus vehicle emission standards.
- (3) Discussions to be held with DfT/DEFRA on the need for investment in bus infrastructure to be recognised as essential and required as part of the solution to improve air quality in the region; essential to supporting modal shift from private car to bus.

128. Sprint Update

Item deferred to the next meeting.

129. TfWM Branding

The board received a presentation from Malcolm Holmes on TfWM branding.

130. Any Other Business

(a) English National Concessionary Travel Scheme

Councillor Richard Worrall reported on the Anniversary of the English National Concessionary Travel Scheme.

(b) Superintendent Kerry Blakeman - Retirement

Superintendent Kerry Blakeman informed the board of his forthcoming retirement and noted that this would be his last meeting.

The board thanked Kerry Blakeman for his time and contribution over the years and wished him all the best for the future.

ACTION: A letter of thanks to be sent to both Geoff Cross and Kerry Blakeman for their time and contribution to the board.

Appendix 3: Bus Alliance Board 28 March 2018 Minutes

Meeting: West Midlands Bus Alliance Board

Subject: Minutes

Date: Wednesday 28 March 2018

Present:

Linda McCord (Chair)	- Transport Focus
Pete Bond	- Transport for West Midlands
Councillor Kath Hartley	- Transport Delivery Committee
Paul Leighton	- West Midlands Traffic Managers' Group
Laura Shoaf	- Transport for West Midlands
Tom Stables	- National Express West Midlands
Lynda Waltho	- Confederation of Passenger Transport

In Attendance:

Ali Bell	- National Express West Midlands
Steve Blackmore	- Department for Transport
Matt Finn	- West Midlands Combined Authority
Matt Lewis	- Transport for West Midlands
Steve McAleavy	- Transport for West Midlands

Apologies for absence were received from Kerry Blakeman, Steve Burd, Stuart Everton, Councillor Tim Huxtable, Councillor Roger Lawrence and Councillor Richard Worrall.

1. Results of the Operator Ballot

Pete Bond reported that, following the sale of Central Buses to Rotala, a vacancy had occurred on the Bus Alliance Board and Steve Miner of Claribel Coaches was elected to attend future meetings of the board.

2. Bus Services Act 2017

The board received a presentation from Steve Blackmore from the Department for Transport on the Bus Services Act 2017. The main components of the act related to information and ticketing, partnership working and franchising. The act also changed the existing Quality Partnership legislation in England, and set out the contents of, and the process for developing, the new Enhanced Partnership agreements with bus operators. In addition, it set out criteria for introducing a franchised network into the region, which, for a Mayoral combined authority, was a matter for itself to determine.

Steve Blackmore confirmed that Enhanced Partnership schemes could be applied on any geographical area. In respect of the provision of open data, the detail of this was still being determined. Councillor Kath Hartley enquired about the extent of passenger consultation. Steve Blackmore explained that the public consultation would be a matter for the local authority to determine what was appropriate with regard to the extent of the scheme proposed. In respect of including BSOG devolution within Enhanced Partnership agreements, this would be a matter for local authorities and bus operators to agree the extent of the deal and the detailed terms.

In respect of multi-operator capping, it was possible under the scheme but single operator day tickets would remain completely deregulated. It was also considered that any BSOG devolution agreement would need to be part of an Enhanced Partnership agreement.

3. Sprint Update

The board received a presentation from Steve McAleavy on the latest developments with the Sprint bus rapid transport network. An Operator Market Sounding exercise was due to be undertaken to gauge the extent of operator interest in the process, which would subsequently lead into the procurement process.

Lynda Waltho suggested that greater flexibility might be provided by using high quality buses on the Sprint routes, rather than a bus/tram hybrid. Tom Stables considered the wider interaction across the whole network. Steve McAleavy stressed that Sprint needed to be considered as a separate mode of transport from buses. Early engagement with operators would give them a good opportunity to better understand the concept that was being delivered.

The board agreed to consider developments again at a future meeting.

4. Contactless Ticketing Update

The board received a presentation from Matt Lewis on a consultation undertaken in respect of Swift card daily fare capping and the requirement to use INIT machines, the INIT system to provide access to other ticket machine manufacturers, or whether an alternative system might be preferential. It was then intended to consult further with operators and establish the detailed functional requirements. Tom Stables stressed the customer demand for cheap travel and the need to ensure that the delivery of this did not result in fare inflation.

[The meeting ended at 12.40pm]