

Transport Delivery Committee

Date	7 th January 2019
Report Title	Bus Alliance Update
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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 23rd May 2018 Bus Alliance Board, Steve Burd indicated his pending departure from Stagecoach Midlands and would be stepping down from the Bus Alliance Board. A nomination and voting process was held with all operators, to elect a new operator representative to the Bus Alliance Board. The operators elected Bob Baker (Diamond Bus) to the Bus Alliance Board.
3. The Birmingham City Council Cabinet Member for Transport and Environment, Councillor Waseem Zaffar at the Board meeting on the 15th August 2018, was invited to join the Bus Alliance Board, and duly accepted. A latest version of the Alliance terms of reference are attached as an Appendix to this report.
4. Ahead of the November meeting, it was announced that David Bradford would be taking up the role of Managing Director of the National Express bus division. He has subsequently taken a seat on the Board, replacing Tom Stables (National Express). The three operator representatives on the Bus Alliance Board are now David Bradford (National Express), Bob Baker (Diamond Bus) and Steve Minor (Claribel Coaches).
5. At the 21st November 2018 Board, the meeting dates for 2019 were agreed as the 27th February, 22nd May, 4th September and 27th November 2019.

6. The success of the Bus Alliance has seen a number of the 50 Deliverables committed to in October 2017 delivered. The Alliance Deliverables will see a refresh in 2019, recognising the achievements delivered against the current set to align to new, emerging priorities.

Achievements

7. Figures released by Transport Focus from their spring 2018 independent survey, show 88 per cent of the region's bus passengers are satisfied with their overall journey. A record 67 per cent of passengers – up 7 per cent on the previous year – also felt the cost of the travel was good value. This was especially true for young people – as their satisfaction with value for money was up 9 per cent on last year to 65 per cent.
8. The West Midlands Bus Alliance has been recognised for its success, winning a Silver Award for Making Buses a Better Choice, at the recent UK Bus Awards 2018.



Tackle congestion and make bus journeys quicker

9. 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.
10. Bus Alliance partners have secured over £10 million from various funding sources including the National Productivity Investment Fund, the Government Joint Air Quality Unit and investment from bus operators and other Alliance partners. This will see the delivery of bus priority measures across the region including:
 - £5 million programme to transform bus travel in West Birmingham, supporting access to the Queen Elizabeth Hospital and the University of Birmingham, whilst tackling a critical delay point in Harborne through installation of a new bus lane;
 - £2.5 million programme of quick win bus-based highway investments in Birmingham City Centre to support delivery of the Clean Air Zone to provide new bus lanes and new traffic restrictions to prioritise bus movements; and
 - £1 million programme of traffic signal upgrades to prioritise bus movement through congested junctions.

Improve bus emissions standards

11. Department for Environment, Food and Rural Affairs (DEFRA) has issued Ministerial Directions to 4 local authorities in the region (Solihull, Dudley, Sandwell and Wolverhampton), to undertake measures to achieve compliance in identified NO₂ exceedance locations. For Dudley, Wolverhampton and Sandwell this includes bus measures to bring the standard of vehicles on the identified locations up to at least Euro VI standard. TfWM has been working with these authorities to confirm the funding required for the number of buses in these locations and approach for delivery, as part of securing the funding from DEFRA. It estimated that it would involve circa 200 buses to be upgraded to Euro VI, with delivery to occur in 2019.
12. Three submissions have been made by operators/local authorities in the region to the £48 million Ultra Low Emission Bus (ULEB) scheme. The Department for Transport are waiting for confirmation from the European Commission that the ULEB scheme does not represent state aid after responding to a number of questions posed about the scheme. An award decision is pending at the time of preparing this report.
13. A submission to improve the emission standards of buses has been made to the DEFRA Air Quality Grant Scheme 2018/19 Lot 1. Lot 1 is to support the delivery of projects to improve air quality in the near future (one to two years), which providing buses with higher emission standards would achieve. It is expected that the funding award notification would be made between January and February 2019, for project delivery from 1st March 2019.

Make bus journeys better value

14. Following work with all Bus Alliance operator partners, a multi-operator nBus low-fare zone has been introduced in Sandwell, Dudley and Walsall with further discounts available when purchased using Swift Pay As You Go.

Make it easier to buy a ticket

15. A number of Bus Alliance partner operators have developed their own Mobile Ticketing Apps, meaning that tickets can be purchased from the users phone, saving the need for cash payments to the driver or purchasing passes from retail outlets. National Express West Midlands have now introduced fare capping for their customers. The operator reached a million contactless payments in September 2018 since introducing the technology in April.
16. A Swift vending machine has been introduced at Wolverhampton bus station to allow people to obtain a Swift card and purchase Swift tickets outside of Travel Information Centre opening hours. This significant technical and commercial success will see the further rollout of 20 vending machines across the network in 2019.

Make it easier to catch the bus

17. Improving the travel experience of people with disabilities is a key priority for the Bus Alliance. Our surveys, consultations and community engagement sessions with disabled customers indicated that people would value better staff awareness and understanding more than any other network improvements which led TfWM and National Express West Midlands to the design, development and production of "Welcome Aboard", a disability awareness DVD resource to accompany bus driver

training. The resource is available for all operators regionally or nationally to use and was shortlisted for the “Inclusive Companies Awards 2018”.

18. The bold new West Midlands Transport brand has been brought to life on the region’s first branded buses. Buses on the 42/43/43A service between West Bromwich, Dudley and Bilston now feature the new West Midlands Bus distinctive red branding, along with buses on the new 31/32 service between Walsall, Bloxwich, Mossley and Lower Farm.
19. These new bus services are also something of a first: National Express West Midlands and Diamond Bus are sharing the routes. The operators previously competed for passengers on these routes – which meant travellers needed the right ticket for the right bus. Now, passengers can hop on the first bus that comes along. Passengers will benefit from being able to catch any bus with much greater interchangeability of tickets. The buses will also run on an even timetable with no gaps, again to the benefit of passengers.

Shape the bus network to deliver economic growth

20. The first of the Bus Alliance Network Development Plans (NDP) for the region has been published. The Dudley NDP sets out the delivery programme to reduce congestion for bus, improve bus travel times and ensure bus travel is seen as affordable and reliable. The NDPs will also help to shape the local network to support new housing and commercial developments by having a clear plan for improvements in the borough, supported by an evidence base.

Make it more pleasant and safe to travel by bus

21. First have rebranded their 144 “Salt Road” service between Birmingham and Worcester via Droitwich Spa. Offering leather seats, free Wi-Fi and next stop audio-visual announcements on board.
22. Diamond Bus has invested in 10 brand new vehicles with Mellor Strata’s introduced onto the local bus network. These Euro VI Engined Strata’s have recently been awarded a Low Emissions Bus (LEB) Certificate by the Department for Transport and produce around 15 per cent less emissions compared to equivalent Euro V Diesel buses. This means that these new buses are better for the local environment in our towns and cities.



23. Using new powers provided to the WMCA, under the Combined Authority Injunctions and Amendments Order, work is ongoing to put in place “bus bye-laws” to tackle a

range of anti-social behaviours replicating those already in place on the rail network. A paper regarding public consultation on the bye-laws on the bus network is programmed for the WMCA Board in January 2019.

Financial Implications

24. 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 funding bid submissions being made. 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

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

Equality Implications

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

Inclusive Growth Implications

27. 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

28. 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 – December 2018

West Midlands Bus Alliance Board Terms of Reference version 5.1 4th December 2018

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	-
Wolverhampton City Council	Cllr Roger Lawrence	Lead Portfolio Holder - Transport	-
Birmingham City Council	Cllr Kath Hartley	Chair Lead Members Putting Passengers First	Transport Delivery Committee
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
Accessible Transport Operator – ATG	David Bermingham	Chief Executive of Accessible Transport Group	-
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 Manager from a local Highway Authority	Stuart Everton	Black Country Director of Transport	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
Confederation of passenger Transport	Lynda Waltho	Director, Central Region Confederation of Passenger Transport	-
Transport Focus	Linda McCord	Passenger Manager	-
Department for Transport	Steve Blackmore	Local Partnerships	
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. 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.

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.

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 5.1 – 4th December 2018

WEST MIDLANDS BUS ALLIANCE

SUMMARY DASHBOARD REPORT 2018 QUARTER 4 (OCTOBER 2018 – DECEMBER 2018)

PERFORMANCE INDICATORS (UNDER DEVELOPMENT)				
REF	PERFORMANCE INDICATOR	BASELINE	CURRENT	TREND
AQ1	Percentage of Euro V (or better) buses operational on the network	36%	65%	
AQ2	Percentage of Euro VI (or better) buses operational on the network	5%	29%	
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	259.9m	
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%	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%	49%	
CE1	Transport Focus Bus Passenger Satisfaction 85% and above	85%	88%	
SS1	Bus Crimes per month	273	245	

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				