

## Transport Delivery Committee

<b>Date</b>	24 June 2019
<b>Report Title</b>	Bus Alliance Update
<b>Accountable Director</b>	Pete Bond, Director of Integrated Network Services Email: <a href="mailto:pete.bond@tfwm.org.uk">pete.bond@tfwm.org.uk</a> Tel: 0121 214 7388
<b>Accountable employee(s)</b>	Edmund Salt, Network Development Manager Email: <a href="mailto:Edmund.salt@tfwm.org.uk">Edmund.salt@tfwm.org.uk</a> Tel: 0121 214 7305
<b>Report Considered by</b>	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.

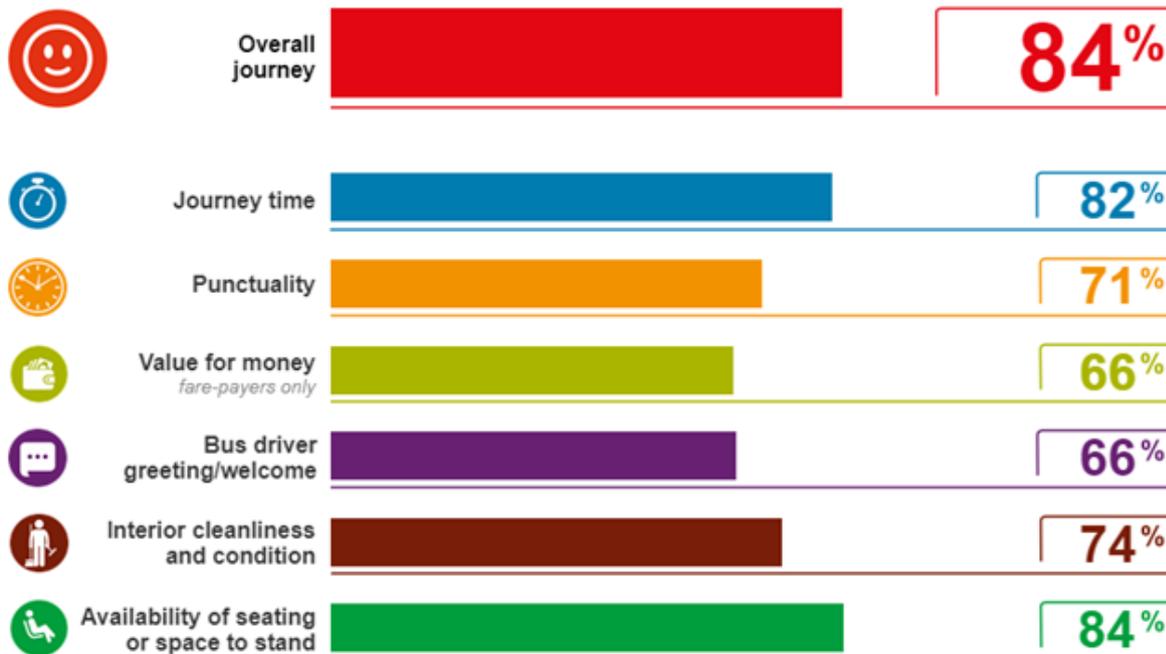
5. Stuart Everton, the Board representative for the Black Country Transport Officers Group, has been replaced by Amy Harhoff, Director Regeneration and Growth, Sandwell Metropolitan Borough Council. A latest version of the Alliance terms of reference are attached as an Appendix to this report.
6. Cllr 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 1<sup>st</sup> July 2019, to coincide with the launch of Catch the Bus Week, which is running 1<sup>st</sup> to 7<sup>th</sup> July 2019.

### **Public Meeting**

8. The first ever public meeting of the Bus Alliance Board was held on 22<sup>nd</sup> 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 6<sup>th</sup> 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 NO<sub>2</sub> 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 29<sup>th</sup> 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.

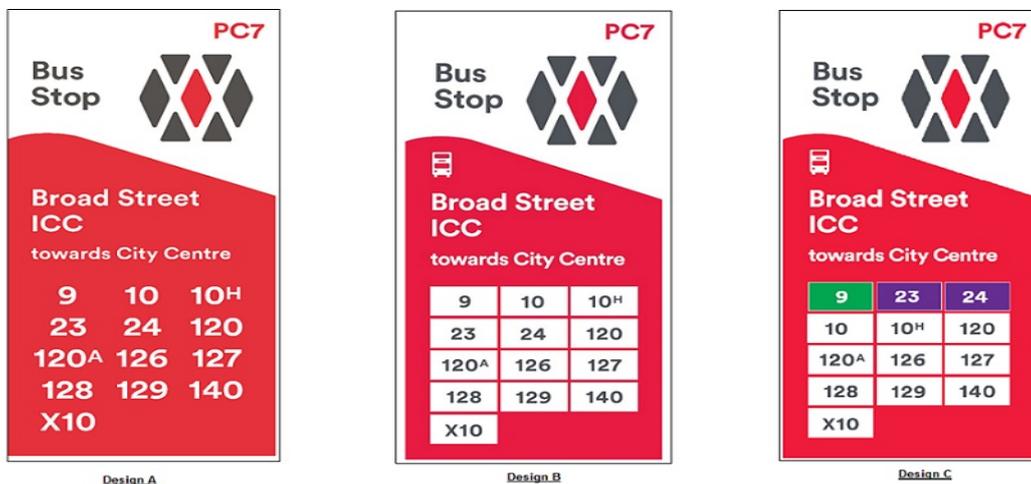
**Make bus journeys better value**

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 24<sup>th</sup> 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 24<sup>th</sup> 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 4<sup>th</sup> 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 5<sup>th</sup> 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 16<sup>th</sup> 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 – 4<sup>th</sup> 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
<b>AQ1</b>	Percentage of Euro V (or better) buses operational on the network	36%	69%	
<b>AQ2</b>	Percentage of Euro VI (or better) buses operational on the network	5%	35%	
<b>AQ3</b>	Percentage of tendered bus service vehicles at Euro VI (or better)	n/a	6%	
<b>FT1</b>	Limit Fare Rises to no more than inflationary levels	n/a	1%	
<b>FT2</b>	Investment of swift Commission into digital ticketing innovations	1%	1%	
<b>FT3</b>	Bus Patronage pa (Concessionary & Non Concessionary)	275.9m	tbc	
<b>I1</b>	NX West Midlands Journeys Tracked (RTI)	96%	95%	
<b>I2</b>	At Stop Timetable positioning Target: 95%	95%	99.8%	
<b>I3</b>	Volume of publicity leaflets produced	117,550	92,000	
<b>ND1</b>	Percentage of the region with a Network Development Plan	0%	13%	
<b>ND2</b>	Mode share of am peak journeys to the strategic centres by bus	22%	21%	
<b>ND3</b>	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%	
<b>CE1</b>	Transport Focus Bus Passenger Satisfaction 85% and above	85%	84%	
<b>SS1</b>	Bus Crimes per month	273	256	

**BUS ALLIANCE 50 DELIVERABLES (Tracking)**

<b>Network Resilience &amp; Congestion</b>	<b>Air Quality</b>	<b>Fares &amp; Ticketing</b>	<b>Identity</b>	<b>Network Development &amp; Access</b>	<b>Improving the Customer Experience</b>	<b>Safety &amp; Security</b>
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				