



Transport Delivery Committee

Date	Monday 9 th October 2017
Report title	Creating World Class Interchange for Wolverhampton
Accountable Director	Laura Shoaf Email Laura.Shoaf@tfwm.org.uk Tel 0121 214 7444
Accountable Employees	Malcolm Holmes / Richard Hardman Email malcolm.holmes@westmidlandsrail.com / richard.hardman@tfwm.org.uk Tel 0121 214 7058 / 0121 214 7986
Report considered by	Councillor Roger Horton

Recommendation(s) for action or decision:

The Transport Delivery Committee is recommended to:

1. Endorse the principles and aspirations of the report to make Wolverhampton Interchange a World Class facility
2. Endorse the progression of the Most Achievable Project Outputs. The Most Achievable Project Outputs are identified and detailed in Table 1 within the report.

1.0 Purpose

- 1.1 This report provides an update to the Transport Delivery Committee on the initial work that has taken place by TfWM and West Midlands Rail in regard to the Wolverhampton Interchange Project. The work recognises that there is an opportunity to enhance the passenger experience. Following the completion of the new station building and the Metro extension, three public transport modes will be brought together in one Interchange. For TfWM this represents a significant opportunity to bring together public transport in one cohesive and high quality facility.

- 1.2 The foundations of a world class public transport interchange are in place and this report seeks to identify measures which will enhance the passenger experience further so passengers understand how to transfer between modes, buy the most suitable ticket and navigate to/from Wolverhampton City Centre easily.

2.0 Background

- 2.1 On Tuesday 14th March 2017 West Midlands Rail and TfWM held a workshop that brought together key stakeholders of the Wolverhampton Interchange project. Our aim was to highlight our aspirations for the Interchange project, namely to ensure the opportunity is taken to make the completed Interchange a world class facility. TfWM's objective is for the separate functions of the Interchange facility; railway station, Metro extension to the railway station, bus station and active travel to be seen as one integrated facility for passengers.
- 2.2 Although the Wolverhampton Interchange project is well advanced it was seen as opportune moment to bring the stakeholders together especially with the recent development that the operation of the railway station would transfer from operation by Virgin Trains to the West Midland Rail Franchise. Undoubtedly one aspect of a world class interchange is the availability of high quality facilities. The Interchange project comprising of the recently built bus station and a new railway station building, complemented by an extension to the Metro service to link to the facilities together means that the fundamental elements are in place. However we are keen to ensure some softer measures and new innovations are considered to add the icing on the cake and meet and exceed passenger expectations.

3.0 Progress

- 3.1 Following the completion of the workshop the most achievable outputs have been identified and detailed in **Error! Reference source not found.** below. The most suitable output owner/s and the challenges to deliverability has been identified.
- 3.2 Table 1; Most Achievable Project Outputs

Suggestion	Passenger benefit	Key organisations in delivery	Challenges to delivery
Travel Information for all modes in all termini. A bus and rail departure board is currently located in the bus station.	Passengers interchanging onto a different mode can see the time of their next departure. Enables an alternative journey to be chosen if required.	West Midlands Trains TfWM Midland Metro Alliance WIP	Ensuring departure boards are included in scope of the design of new facilities
Multi Modal ticketing and travel information at all termini	Passengers can purchase tickets for different modes at each termini and obtain information	West Midlands Trains TfWM	Requires consideration of how this will be delivered as not

		Midland Metro Alliance	standard practice
Co-ordinated staff training, staff work in both facilities on a rota basis	Consistent level of service provided across Interchange	West Midlands Trains TfWM Midland Metro Alliance	Requires consideration of how this will be delivered as not standard practice
Free ride on Metro between bus station and rail station	The missing link – reduces the barrier of the walk between the rail station and the bus station	TfWM	Revenue protection and marketing to passengers
Promotion of multi-modal ticketing, most notably Swift	Could be widened to other products, for example Plus Bus.	TfWM West Midlands Trains	Many tickets available , requirement to Provide passengers a simple and cost effective ticketing offer
Consistent identifiable branding	Interchange perceived to be one, integrated facility	TfWM West Midlands Rail CWC	Integrate a number of brands into the interchange
Consistent maintenance and cleaning for all infrastructure	Potential economies of scale and consistency	West Midlands Trains TfWM	Requires consideration of how this will be delivered as not standard practice
Consistent signage	Improves the ease in which passengers can navigate around the different parts of the Interchange and onwards destinations within the City Centre	CWC TfWM West Midlands Trains	Ensuring the interchange branding and style can be replicated as part of the City Centre wayfinding
World class re-launch	Increase awareness of all modes. Promote and celebrate a big investment and opening	All	Ensure events and offers are co-ordinated between partners and

	of a high quality facility in Wolverhampton.		are publicised sufficiently
Ensure sufficient capacity for bicycle storage	Growing market and the, current capacity in the Interchange facility is relatively small in comparison to other stations of a comparable size	WIP TfWM	Storage facilities can be incorporated into the design

Table 1 Most achievable project outputs

3.3 A version of this report was taken to the Transport Corporate Leadership Board on 21st August 2017. This Board recommended that we progress and seek further key stakeholder feedback for this initiative by taking a report to the Transport Delivery Committee and the Wolverhampton Interchange Project (WIP).

4.0 Next Steps

4.1 The most achievable outputs from the workshop, which have been identified in Table 1, are recommended to be developed further. At this point the outputs and their predicted benefits can be shared with the suggested key organisations involved in their delivery. This will help to establish deliverability and owner buy in. Led by TfWM and West Midlands Rail it is intended that these softer measures will be delivered to add significant value for passengers and make Wolverhampton Interchange a World Class facility showcasing what the West Midlands has to offer.

4.2 It is recommended that further work takes place to identify key contacts of the deliverables where they sit outside the remit of TfWM and West Midlands Rail.

5.0 Financial implications

5.1 There are no immediate financial implications as a result of this report. However any future proposed passenger experience enhancements where funding support is required will need to be formally considered and evaluated so any one-off and on-going financial implications to WMCA can be quantified to inform any decisions that are made.

6.0 Legal implications

6.1 There are no immediate legal implications flowing from the contents of this however, significant legal and procurement support may be required in order to deliver the key outputs identified in this report. And early engagement with the legal and procurement teams is recommended.