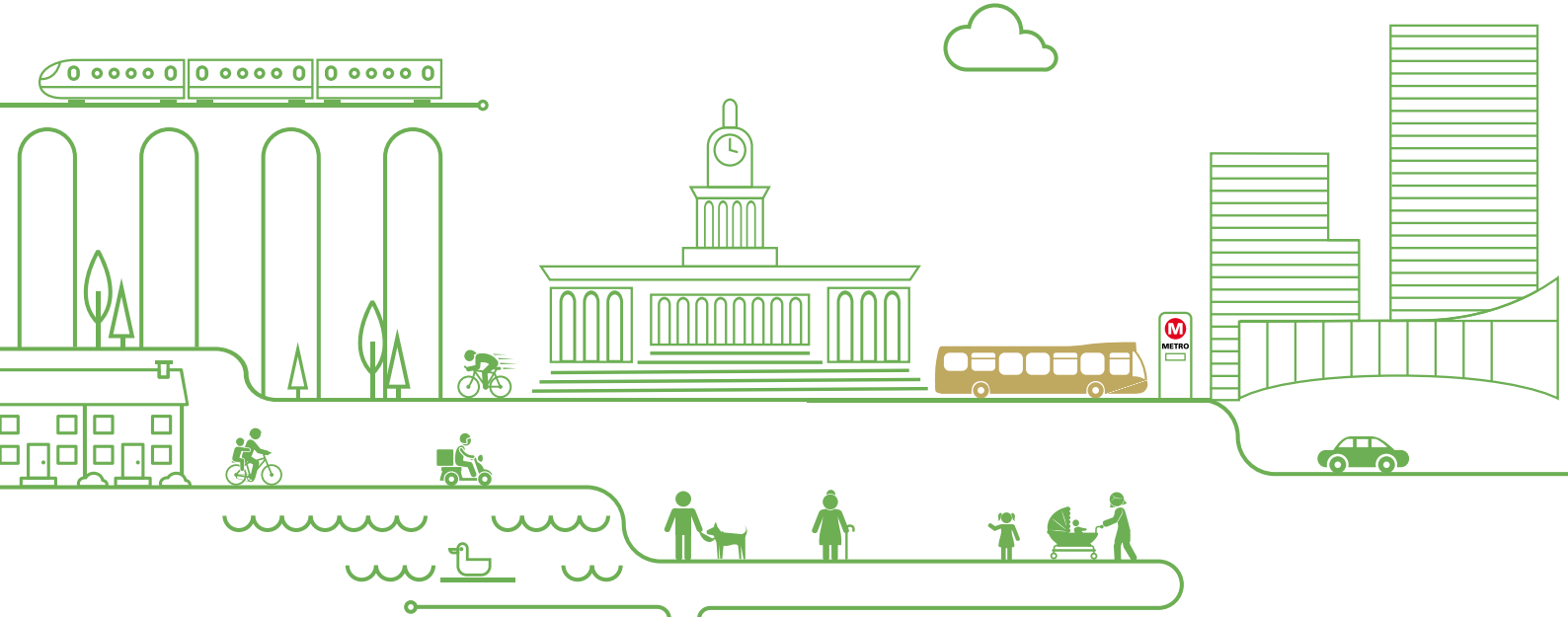
WEST YORKSHIRE BUS STRATEGY

2016-2036



First ARRIVA transdev LEEDS CITY REGION ENTERPRISE PARTNERSHIP WEST YORKSHIRE COMBINED AUTHORITY METRO

This document has been developed by West Yorkshire Combined Authority with support from the West Yorkshire District Councils, plus bus operators Arriva, First West Yorkshire & Transdev.

Foreword

Buses are vital to West Yorkshire, its people, its business and its economy. Each week people in West Yorkshire make over 3.5 million journeys on local bus services, making them the most highly used form of public transport. Those journeys link them to jobs, education, training, shopping and vital health services. Buses also provide essential connections with friends and family, for days and evenings out.

If we are going to achieve the ambitious levels of economic growth we have set for West Yorkshire and the City Region, an improved bus system is vital.

Our goal is to create the best bus system in Europe, where catching the bus is an attractive and natural choice for everyone. This will take time, but by working with our partners and customers, the Combined Authority wants to develop a modern, integrated and innovative bus system, which we can all be proud of. We have drafted a West Yorkshire Bus Strategy, which sets out what we want West Yorkshire's bus system to achieve between 2016 and 2036.

If we are going to reinvent our bus system over the next 20 years, we need your help. You may be a bus service user who wants to tell us how you want to see buses improved, or if you are someone who never catches the bus, we would like to know why. If you are a business owner we want to hear how buses can work better for you and your employees.

Whatever your views, please let us know them and help us build the modern bus network of the future that West Yorkshire needs.

This document is a summary of the proposed West Yorkshire Bus Strategy. The full document can be seen on our website, alongside details on how to take part in this consultation online, just visit: **www.yourtravelyoursay.co.uk**

Cllr Keith Wakefield
Chair of Transport Committee WYCA

Roger Marsh
Chair of the LEP

Who we are and how the buses are run

What is the West Yorkshire Combined Authority (WYCA)?

WYCA was formed in April 2014 and has responsibility for Transport, Economic Development and Regeneration in the five West Yorkshire Districts: Bradford, Calderdale, Kirklees, Leeds and Wakefield.

Metro is the transport brand owned by WYCA

The LEP is a public-private partnership, responsible for driving business-led economic growth across Leeds City Region. WYCA is its accountable body.

Who runs the bus services in West Yorkshire?

West Yorkshire's buses are run by around 40 private companies who decide the majority of routes and timetables, and set fares for them. Arriva, First and Transdev run around 90% of all these services.

WYCA does not run any of the buses but it does contract bus companies to run around 15% of the county's bus services - those which are important to people but don't make much money.

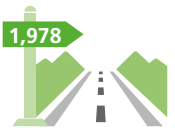
Further information on how the bus system currently operates can be found in chapters 1 and 2 of the main Bus Strategy document.

When we talk about the bus system we mean all aspects of bus travel including vehicles, tickets, highways, infrastructure, information and how both we and the bus companies communicate with you.

ⓘ The West Yorkshire Bus Strategy is being produced as part of the wider West Yorkshire Transport Strategy 2016 - 2036. The Transport Strategy builds upon the transport element of the Leeds City Region Strategic Economic Plan (SEP). The SEP sets out WYCA's long-term vision for the Leeds City Region economy.

For more information on the SEP and to get involved in the wider Transport Strategy Consultation, which includes plans to support rail, cycling, walking, highways and freight movement, please visit: **www.yourtravelyoursay.co.uk**

driven by buses in West Yorkshire each year



miles of roads in West Yorkshire

bus journeys in West Yorkshire each year

Recent achievements

We have worked with bus companies and district councils to introduce a number of bus initiatives, including:

- YourNextBus - our live mobile timetable information which is used over 3,740,000 times per month via apps, SMS and mobile internet.
- Castleford's award winning new £6m Bus Station, which opened in 2015.
- Elland Road Park & Ride - around 500 cars are parked there Monday to Saturday and we are expanding to meet growing demand.
- MCard, the smart multi-operator ticket scheme - used for around a third of all West Yorkshire bus trips, or around 1.1 million journeys per week.
- Introduction of smart phone technology to provide real-time information at all West Yorkshire bus stops.
- Continued investment into vehicles by bus companies to make them attractive and accessible - the majority now have low floors and 97% are now fitted with smart ticketing machines.

The vision for buses

In order to create the best bus system in Europe, our vision is:

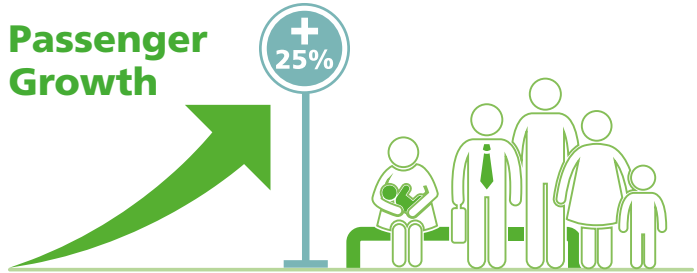
To create a modern, integrated and innovative bus system, which puts customers first and contributes to the delivery of West Yorkshire's economic, environmental and quality of life ambitions as set out in the Strategic Economic Plan and the West Yorkshire Transport Strategy.

Objectives for the Bus Strategy:

- To enable economic growth in West Yorkshire by improving connectivity to areas of economic opportunity.
- To realise environmental aspirations, including significantly reducing local emissions.
- To support local communities by improving access to health services, education, employment, leisure and retail destinations.

To deliver these objectives we need to ensure customers are consistently put first and their rising expectations are met. The strategy must create a safe and secure environment for all. We also need to make sure that the West Yorkshire bus system, as set out in the main Bus Strategy document, is financially sustainable in the long term.

The Bus Strategy sets the target to grow the number of bus passengers by up to 25% over the next ten years.



Target to grow the number of bus passengers over the next 10 years

ⓘ Further information on the Vision, Objectives and Target can be found in chapter 5 of the main Bus Strategy document.

Your feedback so far

87% of people who use buses in West Yorkshire are satisfied by their experiences*. We hear lots of good things about the buses, but we know there are still issues to address.

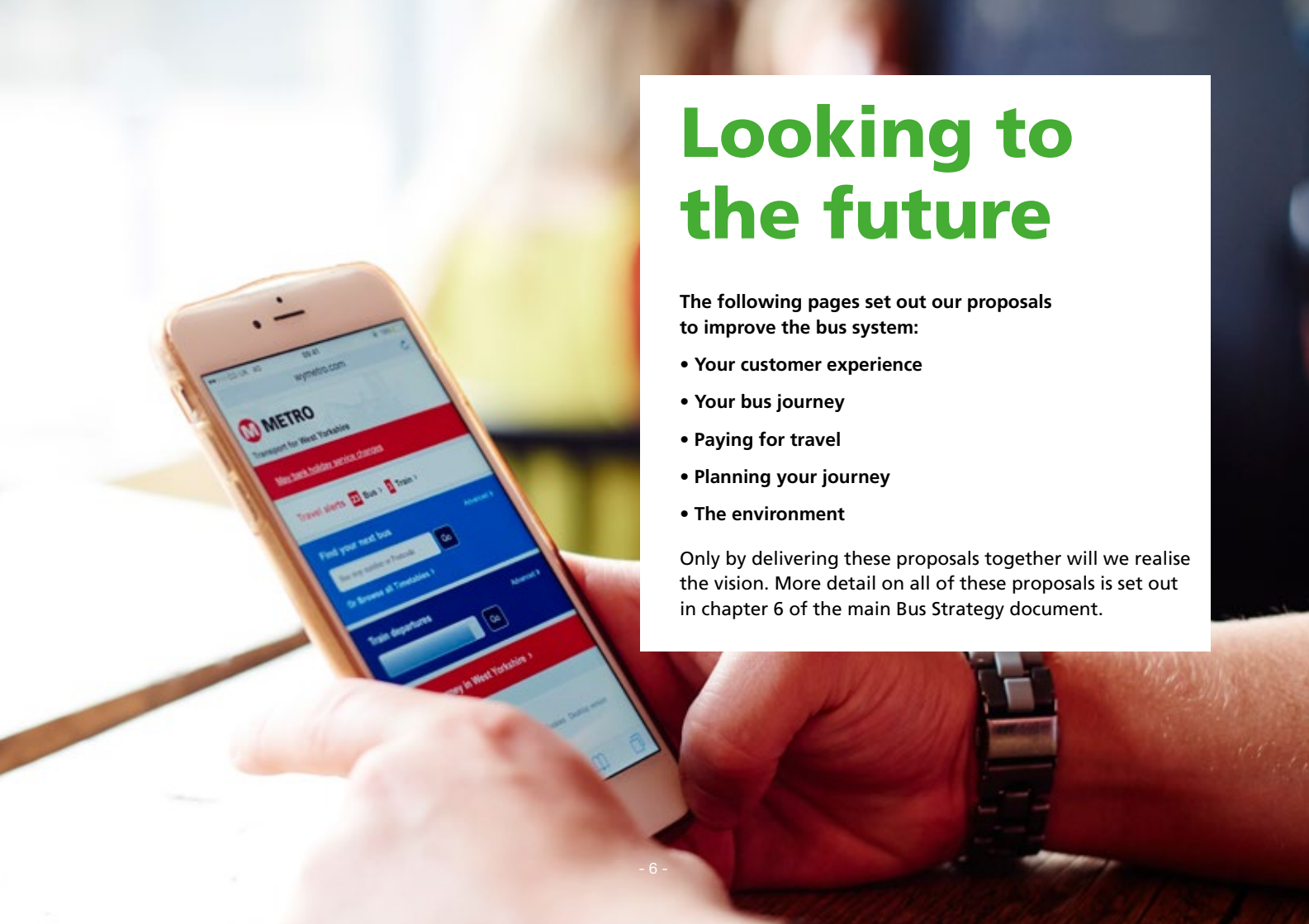
Some passengers have told us that:

- Travel by bus is not always a satisfactory quality experience.
- Buses don't always run to timetable, and occasionally fail to turn up at all.
- Buses can take a long time to reach their destination.
- The bus network is complicated and difficult to understand, which makes it hard to work out which bus or buses to catch.
- It can be hard to know which bus tickets/passes offer best value for money.
- Bus travel information can be inconsistent and/or not always easily available.
- It is difficult for customers to understand who operates their bus service, what WYCA does, who to contact if things go wrong, or how to provide feedback.
- Some buses are old and their exhaust emissions can be harmful.

This consultation will enable us to check how widely these concerns are shared.

transportfocus

*Transport Focus Bus Passenger Survey, Autumn 2015 – overall satisfaction with buses in the West Yorkshire area



Looking to the future

The following pages set out our proposals to improve the bus system:

- **Your customer experience**
- **Your bus journey**
- **Paying for travel**
- **Planning your journey**
- **The environment**

Only by delivering these proposals together will we realise the vision. More detail on all of these proposals is set out in chapter 6 of the main Bus Strategy document.

Your customer experience

Our proposal is to provide consistent and excellent customer service across the bus system

Creating a modern customer experience, which encourages trust, confidence, and long term loyalty is fundamental.

To achieve this we propose:

- Introducing a single customer portal for the whole West Yorkshire bus system where customers can obtain advice and assistance on any bus related matter.
- Investing in more staff training so customers receive an excellent service at all stages of their journey.
- Using data and intelligence to understand and meet customer needs better.
- Providing a clean and welcoming environment for everyone, at interchanges, stops, shelters and on vehicles.

Bus services should be clearly and consistently designed and easily-identifiable with the service they are providing (e.g. express, rural, school). The exterior of the vehicle should be correct for the type of service it is operating, with the appropriate information displayed internally and externally.

Improving the customer experience could also include on-board visual displays, audio announcements, speedy and reliable Wi-Fi connectivity, and phone and tablet charging capability.

Departures
Departures
M
METRO

Your bus journey

Our proposal is to provide modern, coherent and integrated bus services

This proposal seeks to deliver beyond just the 'essentials' enabling the bus system to operate punctually to consistent standards, to cope with disruption and meet customer expectations.

This proposal includes:

- Designing a clear and understandable bus network with better connections for both urban and rural communities across West Yorkshire and beyond.
- Providing a bus network with better integration, and improved links with other modes of transport such as rail, cycling, and walking.
- Improving bus service frequencies to cater for demand, e.g. "turn up and go" on routes of high demand and simpler timetables where they are serving a lower density community.
- Providing bus services to new housing and employment developments.
- Integrated communications to keep you informed, especially when things go wrong.
- Improving access to a wider range of jobs and travel to schools, colleges and universities.

Innovations could include:

- Better interchange between bus, rail and other modes.
- Frequent services operating later into the evening.
- A new night bus network.
- New Park & Ride sites and services.
- A network of fast and frequent express services.
- Encouraging community and door-to-door travel.

Targeted infrastructure improvements to make bus journeys quicker and more reliable, this could include investment in:

- New segregated bus priority lanes.
- Priority for buses at traffic signals across West Yorkshire.
- Reliable real-time information on all services.
- Modern waiting areas which provide passenger safety and comfort, and make neighbourhoods more attractive places to live, work and play.

Paying for travel

Our proposal is to provide integrated, simple and affordable bus fares for all

This proposal includes:

- **Integration:** One fare for each journey, no matter which bus company runs the service
- **Simplicity:** A handful of products across all West Yorkshire bus services
- **Affordablility:** Reasonably priced fares that offer value for money

We will continue to provide concessionary fares for young, older, blind or disabled people and others who will benefit most from them.

Flexible ways of paying for a journey are increasingly important to customers. The proposal also includes introducing more cashless methods of paying for bus tickets.

Moving away from cash will contribute to improving journey reliability by minimising bus boarding times and encouraging customer loyalty.

Planning your journey

Our proposals are to:

- **Present the bus system as a single network**
- **Provide easily accessible and reliable travel information**

These proposals include:

- Developing a clear, simple and consistent brand for West Yorkshire's buses which also makes it possible to identify specific services such as express, local or rural services.
- Providing passengers with a choice in how they receive high quality and reliable information, when and where they need it, across all bus services.
- Using digital information such as social media, web and mobile apps to encourage customer 'self-service' and meet fast-changing requirements.
- Where appropriate and practicable, continuing to provide printed timetables, fares information, route maps and information points at busy city and town centre locations, focused on promoting bus travel.
- Providing information about all fares, as well as routes and services on journey planning tools.
- Providing real-time information for all bus journeys.
- Providing up to the minute travel information, including disruptions, that enables passengers to make informed choices about their journey.

Leeds City Centre, Bus Stn (Stand
Yorkshire Tige
Leeds Bradford Airport, Bus Point
Monday to Fridays

The environment

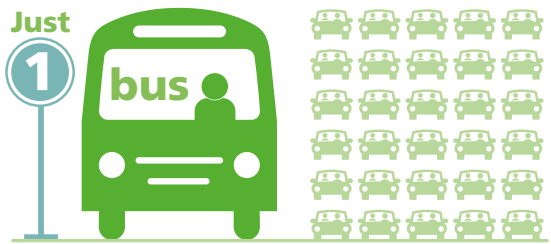
Our proposal is for a modern, low carbon bus system which contributes to improved air quality

This proposal includes:

- A bus fleet that has a positive impact on health and environment, with consistent year on year improvement
- Meeting the legal health standards for air quality by ensuring older buses are modernised or replaced through investment to reduce local emissions.
- Requiring all vehicles new to West Yorkshire to meet at least the latest environmental standard* as a minimum.
- Encouraging new vehicle technologies which move towards near to zero vehicle emissions.
- Providing support to establish clean air zones across West Yorkshire.
- Raising public awareness around bus emissions standards.

* The current standard is Euro VI

Delivery of the range of proposals outlined in this document will help to increase bus patronage, which is integrated with other environmentally-friendly methods of transport such as cycling, walking and car-sharing.



can take **30 cars** off the road

Leeds
via Morley 203
ARRIVA
S5
METRO

What happens next?

Please complete our questionnaire online by visiting:
www.yourtravelyoursay.co.uk by 21 October 2016.

Alternatively paper copies of the questionnaire are available on request, or can be printed from the website and returned via the freepost address below.

Your views and comments will help to shape the main Bus Strategy document, which we aim to finalise and adopt in 2017.

The West Yorkshire Transport Strategy consultation is taking place at the same time as the West Yorkshire Bus Strategy consultation.

You can find further details and take part in both consultations at:
www.yourtravelyoursay.co.uk

Contact Us:

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If you require this information in another format (e.g. large print, braille, audio, other language) please email **yourtravelyoursay@westyorks-ca.gov.uk** or phone MetroLine on **0113 245 7676**

If you would prefer to write to us then please use the following freepost address:
Freepost CONSULTATION TEAM (WYCA)

Developed with support from:

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