

WEST YORKSHIRE INTEGRATED TRANSPORT AUTHORITY

**AT A MEETING OF THE FACILITIES WORKING GROUP
HELD IN WELLINGTON HOUSE ON
WEDNESDAY 15 JULY 2009**

PRESENT: Councillor E Firth (Chair)

Councillors T Brice, D Robinson and P Wadsworth

1. APOLOGIES FOR ABSENCE

An apology for absence was received from Councillor A Wallace.

2. DECLARATIONS OF INTEREST

There were no personal or prejudicial interests declared by members at the meeting.

3. MINUTES

Councillor Robinson advised that he had sent his apologies for the last meeting, which had not been recorded. The Chair requested that the minutes be amended.

RESOLVED - That the minutes of the meeting held on 11 March 2009 be approved.

4. SUSTAINABLE TRAVEL CITIES

The Working Group considered a report of the Passenger Transport Executive and received a presentation regarding Metro's bid for Sustainable Travel City funding.

Members were reminded that at the Authority's AGM meeting in June the Department for Transport had invited bids for a Sustainable Travel Cities demonstration project with revenue funding of up to £29.2m over 3 years for a package of 'smarter choices' measures, such as travel planning, promotion and marketing, cycling and walking and support for bus services. It was noted that the bidding was restricted to the six ITA areas and the three other areas receiving congestion performance funds (Bristol, Nottingham and Leicester).

The bid was being developed around evidence from the Transport for Leeds studies/consultations, current initiatives and partnerships, recent market research, an approach to behaviour change, programme management

arrangements, complementary investment through the Local Transport Plan, monitoring and evaluation and dissemination.

It was reported that District Councils, transport operators, PCC members and potential partners had been consulted on the development of the bid, which focused on the following work packages:

- Commuters and Business Travel;
- Young People;
- Active Travel (Walking and Cycling);
- Public Transport;
- Sustainable Personal Mobility

A deadline for submissions was 17 July 2009 and a decision regarding allocation of funds was expected in September/October 2009. Additional staff would be required to implement the programme set out in the bid, but these costs would be met in full by the funding award.

Members supported the bid and particularly welcomed the opportunity to promote the cycling/walking aspect of the submission in order to reduce congestion and encourage a more healthy/active lifestyle.

RESOLVED -

- (a) That the bid development, as set out in the submitted report and presentation, be endorsed.
- (b) That the outcome of the bid be reported to a future meeting of the Authority.

5. MANAGEMENT OF METRO BUS STATIONS

The Working Group considered a progress report of the Passenger Transport Executive regarding the management of Metro bus stations.

It was reported that realtime information was being provided on the electronic signs in the major bus stations and that Keighley was operational, with a view to the remaining stations being completed during July and August 2009.

Members were updated regarding recent discussions with the Health and Safety Executive concerning the fatality at Leeds Bus Station in January 2008. The group were advised of the Inquest to be held in September.

It was noted that Metro, in partnership with West Yorkshire Police, was undertaking a robbery prevention initiative at Huddersfield. There had been an increase in mobile phone thefts in the area around the bus station, although not inside. Metro was assisting by providing CCTV evidence and was also participating in the use of security arches for weapons screening.

The plan to relocate the CCTV control room from Wellington House to the Leeds City Council CCTV facility at Middleton was progressing with the appointment of SGW Security Consulting to design the system as well as assist with procurement and installation.

Metro and bus operators were in discussion with West Yorkshire Police with regard to the setting up of a dedicated public transport police liaison resource. The aim was to provide a single point of contact for all transport related issues and it was hoped the position would commence after December 2009.

Members requested that a further bus station tour to encompass the newly opened Brighouse bus station be arranged, along with a tour of the new CCTV facilities at Middleton when operational. It was agreed that these tours would be arranged to take place after the summer.

RESOLVED -

- (a) That the report be noted.
- (b) That a further bus station tour to encompass the newly opened Brighouse bus station and a tour of the new CCTV facilities at Middleton (when operational) be arranged to take place after the summer.

6. ON STREET INFRASTRUCTURE

The Working Group considered a progress report of the Passenger Transport Executive on the management of Metro's On Street Infrastructure.

Rural Bus Shelters

Members were advised that work had commenced on the planning of a bus shelter for installation at rural locations, as part of a potential programme funded through the third Local Transport Plan.

The shelter would be a small modular design, which would be attractive and accessible to all passengers. Consideration was being given to using recyclable materials, as well as solar and wind power. Further details would be presented to the Working Group in due course.

Members queried the effectiveness of solar power in shelters and whether sufficient power was generated. In this respect, Metro officers confirmed that solar powered lighting was effective, although at present solar powered units were not powerful enough to support a realtime unit or advertising panel. In order for members to judge for themselves, it was suggested that they visit a solar powered shelter when undertaking a tour of the bus stations after the summer.

Timetable Case Project

The Working Group was informed that following the installation of approximately 1,000 extra timetable cases on street as part of Phase 1 of the timetable project, an evaluation had been undertaken to measure the impact on passengers, operators and Metro.

Favourable comments had been received from bus operators and passengers regarding the increase in the level of information provided at new locations. Also available data confirmed that only one timetable case had been the subject of vandalism during the evaluation period. In this respect, a report regarding funding for Phase 2 (7,000 cases) would be submitted to the Authority in September 2009.

RESOLVED -

- (a) That this report be noted.
- (b) That a visit to a solar powered shelter be arranged when undertaking a tour of the bus stations and CCTV control room at Middleton (when operational) after the summer.

7. INFORMATION AND PROMOTION UPDATE

The Working Group considered a progress report of the Passenger Transport Executive regarding Metro's information, promotion and marketing activities.

Information Provision

The Working Group was advised that MetroLine's performance for speed of answer and call volumes continued to be good, with both above the nationally set targets. MetroLine was one of the best performing Traveline call centres and was regularly in the top five in the country for calls answered. Metro also achieved a score of 98% in the last national mystery shopper programme, the top performer in Yorkshire and in the top three nationally.

Members were advised that 'yournextbus' text system was now receiving 7,000 texts per day, which far exceeded any other system including the national 'Traintracker' text messaging service.

Subscriptions to Metro Messenger continued to rise and have now reached over 17,000. Feedback from the recent user survey was extremely positive regarding the service.

Marketing Activities

It was reported that the key theme guiding marketing activity over the summer and autumn focused on an environmental message. The main 'Go Greener' campaign would be launched in mid July 2009 and would focus on congested

corridors in West Yorkshire. The campaign's aims and objectives included enticing people out of single occupancy cars and onto public transport, thus reducing congestion and CO2 emissions along main routes.

Other marketing activities included the campaign slogan "Every bus takes 35 cars off the road". The campaign would ask customers to get on board for a greener Yorkshire at www.wymetro.com/gogreener and pledging to save CO2. The campaign would be targeted at the general car driving public and local businesses. Adverts/posters would appear from mid July 2009, with billboard and bus side advertising commencing in September 2009.

Metro Active would again run throughout August encouraging young people to travel on buses in West Yorkshire for a special £1 all-day bus fare for people under 19 years of age. A similar campaign aimed at students was planned for September 2009.

Market Research

Members were advised that Metro's annual tracker survey measured the performance and delivery of front line customer facing services, as well as overall bus and train satisfaction. This year's survey took place in June and preliminary results were outlined to members in the submitted report. However, a more complete presentation of results would be made to the next meeting of the Working Group.

RESOLVED -

- (a) That the report be noted.
- (b) That a report providing a more complete presentation of Metro's annual tracker survey results be submitted to the next meeting of the Facilities Working Group.