

WEST YORKSHIRE INTEGRATED TRANSPORT AUTHORITY

ITA EXECUTIVE BOARD

DATE: 30 JULY 2010

AGENDA ITEM NO: **10**

SUBJECT: DEVELOPMENT OF A BUS QUALITY CONTRACT SCHEME

Report of the Passenger Transport Executive

1. MATTER FOR CONSIDERATION

- 1.1. The report provides an update relating to the development of a Bus Quality Contract Scheme for West Yorkshire.

2. INFORMATION

Background

- 2.1. The WYITA meeting of 20 November 2009 considered a report on bus strategy and endorsed the development of a Bus Quality Contract Scheme, whilst remaining receptive to partnership approaches that achieved similar outcomes.
- 2.2. The report also advised the ITA of the process involved in promoting, making and implementing a scheme and of the five 'tests' (as specified in DfT guidance) relating to patronage, passenger satisfaction, delivering the Authority's policies, economy, efficiency and effectiveness and adverse impacts on incumbent operators.
- 2.3. The report also advised the ITA of the potential risks, as well as benefits, of developing and implementing a Bus Quality contract Scheme.
- 2.4. An update report was considered by the Executive meeting of 18 June 2010. The report summarised progress in relation to:
 - consultation and liaison
 - development of the specification
 - initial modelling
 - operator liaison and operator responses.
- 2.5. The ITA Executive resolved that further work should continue on developing the scheme and in discussing partnership alternatives with bus operators.

Operator Discussion

- 2.6. The views discussed at the ITA Executive meeting of 18 June 2010 have been relayed to major operators, who have expressed a willingness to explore how these gaps can be addressed.
- 2.7. Operators have requested clarification of the ITA's aspirations and the details of the gap analysis between their current partnership offers and these aspirations. Much of this detail relates to the composition of an integrated ticketing scheme and the future role of different media such as smartcards and mobile phone SMS ticketing. This further detail is set out in Appendix 1 and will form the basis of a more detailed gap analysis.
- 2.8. Operators have also recognised that the ITA's aspirations for an integrated transport system can only be achieved through an enhanced level of co-operation between operators. Operators have, therefore, requested that Metro broker multi-operator discussion now that operators have individually developed initial responses.
- 2.9. It is proposed that these discussions are progressed with a further report to the ITA Executive in the autumn. A failure to explore further partnership offers could jeopardise a future submission to the Quality Contract Scheme Board.

Quality Contract Scheme Development

- 2.10. Work has continued on developing the proposed Bus Quality Contract Scheme and associated business case and Public Interest Statement.
- 2.11. An initial view of a third Local Transport Plan three year programme of bus priority measures has been developed and the impacts modelled using the SIMBUS model.
- 2.12. This modelling has demonstrated the importance of effective bus priority measures in mitigating further increases in operating costs and hence reducing the financial risk of a Quality Contract scheme as well as mitigating pressures for fare increases. Bus priority measures also assist in retaining and attracting bus passengers through improved punctuality and journey times.
- 2.13. The future bus priority programme will be considered further as part of the development of the third Local Transport Plan.
- 2.14. The report to the 18 June 2010 meeting of the ITA Executive also advised of the need to formalise current discussions with operators and to develop a formal and wide ranging consultation exercise in order to minimise the risk of challenge at a later stage.

2.15. A pre-consultation information pack has been developed and will be used to formalise current discussions. The pack will also be used as the basis for further liaison with the five West Yorkshire District Councils as well as neighbouring authorities.

3. FINANCIAL AND LEGAL IMPLICATIONS

3.1. The Bus Quality Contract Scheme development work to date has been undertaken within approved budgets.

3.2. The further development leading to a potential submission to the Quality Contract Scheme Board can be undertaken within the approved budget and current staffing levels.

3.3. Further work is being undertaken on the 'enforceability' of statutory and voluntary partnership arrangements in order to inform the further consideration of operator responses.

4. STAFFING IMPLICATIONS

4.1. None as a result of this report.

5. EQUAL OPPORTUNITY IMPLICATIONS

5.1. None as a result of this report.

6. RECOMMENDATIONS

6.1. That the report be noted.

6.2. That the detailed aspirations set out in Appendix 1 be endorsed as the basis for the further, more detailed discussions with operators.

Director General
West Yorkshire Passenger Transport Executive