

Metro's Strategy for Young People



2008/09

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1. Executive Summary

Metro's long term Vision is to secure, in partnership with others, high quality integrated public transport which is easy to understand and to use; accessible to all; attractive to all; reliable; affordable; efficient; safe and secure.

Metro's key strategic outcomes are

- To improve the quality and image of public transport services across West Yorkshire
- To implement the West Yorkshire Local Transport Plan and City Region Transport Vision
- To implement Metro's Environmental Strategy
- To prepare Metro for implementation of the Local Transport Bill
- To be a quality employer

The first of these is a key driver in the development of **Metro's Vision for Young People**, which aims to:

- Reduce the number of cars on our roads by working in partnership to provide an attractive, high quality bus and rail services, that recognise young people's specific needs
- Encourage young people to develop independence and confidence in relation to public transport, creating a new generation of public transport users able to access the widest opportunities
- Foster respect amongst young people, operators and other public transport users and support measures to further safety and customer service in the industry

Metro's Vision works hand in hand with local and national themes of the **Every Child Matters (ECM) agenda**: Being Healthy, Staying Safe, Enjoying and Achieving, Making a Positive Contribution, Achieving Economic Well-being.

This Strategy sees four areas by which Metro's Vision can be implemented: Services, Ticketing and Communication. Underlying the development of all these strands is the importance of effective and inclusive Consultation.

Many transport issues are complex to resolve and current governance arrangements make these challenging to address. This strategy therefore seeks to

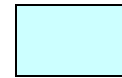
- Achieve short term 'quick wins' to engage young people's support in driving forward the strategy and their involvement in service planning
- Set out a longer term Vision which will allow Metro and its partners to focus and mobilise resources to deliver more challenging objectives

The diagram overleaf shows the four priority areas with key objectives in the centre and early actions in the outer sections.

Figure 1: Strategic priorities



Key objectives



Short term actions

Short term actions		<ul style="list-style-type: none"> * Expand role of Mybus for after school, recreational trips and inter-site travel * Investigate current gaps in provision by time and place * Establish mechanisms for addressing anti-social behaviour * Introduce consistent high standards of driver training * Implement Mybus standards within tender requirements for other services 			
Key objectives		<ul style="list-style-type: none"> * All services safe, secure, high quality with well-trained customer facing staff * Services allow widest possible access to work, leisure, educational and training opportunities 			
<ul style="list-style-type: none"> * Expand transition work at year 6 * Establish transition work at year 11 * Trial text complaints system * Expand generation M for post-16 provision 	<ul style="list-style-type: none"> * Target transition times when key information is needed * Information and marketing takes account of young people needs 	Aims SERVICES In the right place at the right time and of the highest quality			<ul style="list-style-type: none"> * Young people consulted on and influence service delivery, ticketing and information provision * Establish Youth PTA * Young people's input into marketing and website * Formal links to existing West Yorkshire consultation mechanisms * Investigate needs of specific groups e.g. LDD, NEET
		COMMUNICATIONS The right information when it's needed	Transport for the next generation	CONSULTATION Customers shape service planning and delivery	
		TICKETING Simple and affordable			
		<ul style="list-style-type: none"> * Free travel for under 16s and those in full time education * Simple fares structure available on smart cards 			
<ul style="list-style-type: none"> * Investigate current product gaps and simplification of offering * Develop business case for free travel for young people * Trial free weekends 					

Consultation and feedback

The strategy priorities have been established following consultation both directly with young people and through advocates in the districts.

Metro's direct consultation with young people highlights:

- Concerns about the cost of public transport and the complex nature of ticketing
- Concerns about personal safety, bullying and smoking on board buses and trains
- Unreliable and infrequent services, the need for interchange, and the complete lack of some services for out of school/college activity
- Poor customer service and behaviour of drivers
- Limited awareness of the range of information sources and ticketing options (although young people tend to be better informed in this respect than many other customers)

Key district priorities with respect to the ECM agenda include:

- Access to leisure opportunities, especially in evenings and in rural and other locations with infrequent bus services
- Access to training and 14 – 19 provision, both in terms of services and cost
- Other access issues around extended schools and positive activities
- Bullying and concerns about personal safety
- Young people's involvement in service planning
- Supporting other voluntary youth activity
- Metro/operator role in child protection

Delivery

The Strategy recognises the ECM strategic overview based around positive outcomes for children and young people, with front line service delivery designed to be integrated, accessible and personalised, and built around the needs of children and young people, not around professional or service boundaries. Partnerships are thus key to strategy delivery.



Figure 2:
Children's Services
in Action

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Actions

Specific actions are shown in Figure 1 and detailed below.

Short term wins

- (1) Establish formal links to all districts' consultation mechanisms and agree named contacts within Metro
- (2) Establish a Youth Passenger Transport Authority with a formal role in service development
- (3) Investigate where gaps are in school/college transport provision
- (4) Expand role of Mybus additional primary services; recreational trips; 14 – 19 inter-site travel and after school activities
- (5) Expand transitional work at Year 6 and integrate with district transition programmes
- (6) Trial transition work with year 11
- (7) Set targets for reduction in anti-social behaviour on home to school journeys and establish Metro call centre as hotline number
- (8) Explore issues in establishing text complaints system
- (9) Trial free travel weekend
- (10) Explore young people's requirements for simplification of ticketing products
- (11) Develop business case for free travel for young people
- (12) Explore specific needs of target groups with LDD and NEET
- (13) Expand generationM website especially post-16 transition information, including young people's input

Long term goals

- Establish mechanisms by which young people can be consulted on and influence service delivery, training, ticketing and information provision
- Expand/adapt bus and rail network to allow widest possible access to work, leisure and educational/training opportunities
- Services should incorporate highest standards of training and customer service, vehicle quality and safety
- Free travel for under 16s and above in full time education
- Simplification of the fares structure for all young people including the use of smart cards
- Communicate with young people directly and through agencies with range of services and ticketing information especially at transition times

2. Introduction

Metro is the business name used by both the West Yorkshire Passenger Transport Authority (WYPTA) and the West Yorkshire Passenger Transport Executive (WYPTE).

WYPTA is a joint authority with responsibility for the co-ordination of West Yorkshire's public transport services. It is made up of 22 Councillors nominated by the five district councils of Bradford, Calderdale, Kirklees, Leeds and Wakefield. WYPTA determines public transport policy within West Yorkshire with the objective of meeting the public transport needs of the people who live and work in the County. WYPTA obtain funds through a Transport Levy on the five District Councils, Government Grants and income generation, including contributions from bus operators.

WYPTE is a professional transport co-ordinating body, which carries out the policies of WYPTA and is funded by WYPTA.

These roles and responsibilities are reflected in Metro's mission statement, set out below:

"to be the driving force co-ordinating the provision and development of high quality public transport services for everybody within West Yorkshire.."

Metro's 20 year vision states that high quality public transport should be secured which is easy to understand and to use; attractive to all; accessible to all; reliable; affordable; efficient; and crucially, safe and secure. In addition, it is believed that to be attractive to young people, it should also be seen as enjoyable – the travel mode of choice.

3. Policy Framework

Metro has adopted 15 Policy statements (detailed in Appendix A) that set the context for all Metro's activities, including the development of strategic planning documents (the West Yorkshire Local Transport Plan and Best Value Performance Plan) and operational strategies and investment programmes.

The Strategy for Young People is a key contributor to the Customer Services Strategy and is ipso facto a key component of Metro's Policy to Action Framework, as shown in figure 1.

It also contains elements relating to Metro's strategies for Ticketing, Information and Environment.

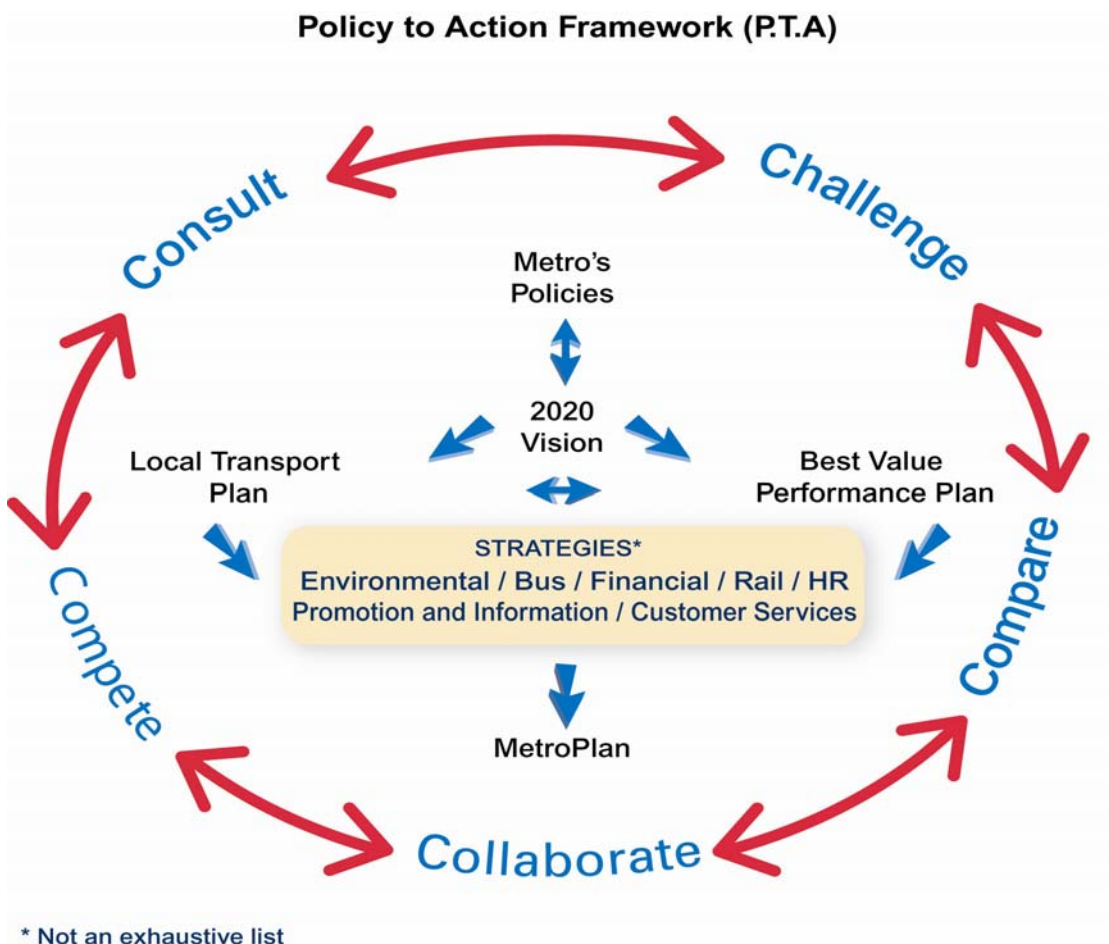


Figure 3: Metro's Policy to Action Framework

4. National and Local Context

Every Child Matters

The Children's Act 2004 required a number of new duties of Authorities. The strategy for delivery of the Children's Act is called Every Child Matters. It requires each Authority to look at the local position with regard to five key outcomes:

Being healthy

Physical and mental well-being, healthy lifestyles

Staying safe

Safe from maltreatment, exploitation, injury, bullying crime, anti-social behaviour; security and stability

Enjoying and achieving

Ready for school, attending, enjoying, high educational standards, PSE and lifestyle

Making a positive contribution

Decision-making, law-abiding, positive behaviour, self-confidence and enterprising

Achieving economic well-being

Further education, training, good home environment, free from poverty, access to transport, sustainable communities.

Service delivery is on four tiers:

Universal provision – for everyone

Targeted – for specific groups

Complex – for individuals with complex needs

Acute – for individuals with acute needs

Key transport-related areas within the ECM agenda for each district are shown at Appendix B.

Environmental issues

In parallel to the development of the Every Child Matters agenda, society is facing the key challenge of environmental damage brought about through the over-production of greenhouse gases, and a key feature of this trend is the increasing use of private vehicles for travel.

Whilst walking and cycling are the most sustainable way to travel, public transport has a key role 'in the drive for sustainability and environmental protection. Environmental protection and improvement is one of the three key objectives of the West Yorkshire Local Transport Plan. Metro believes that provision of a high quality public transport network, that attracts car users and reduces congestion, will have significant environmental benefits as well as providing social and economic benefits'. (Metro Environment Strategy 2006)

Young people, as the travellers of the future, are therefore a key constituency in terms of the promotion of high quality services, with associated environmental benefits.

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In addition, high car usage brings about community severance and limits children's ability to play and move around safely in their neighbourhood, which in turn limits the development of children into confident, independent young adults. Measures to reduce car usage and encourage independent travel can therefore contribute to young people's health and well being.

Educational issues

Metro is developing its young people's strategy at a time when there are significant changes to educational provision. The Education and Inspections Act has amended legislation governing home to school transport to support wider access for children from low income families, whilst encouraging sustainable travel.

Provision for 14 -19 year olds is intended to widen options for older teenagers which will require inter-site travel to access centres of excellence. The policy intention to raise the age of compulsory education will have allied social and transport impacts.

Young people's views

Market research of young people's views consistently raises transport as a key concern together with safety and bullying, wider leisure opportunities, drugs and alcohol. The provision of free travel for under-16s in London has heightened perceptions of cost and other barriers to access in other metropolitan areas.

This young people's strategy needs to be cognisant of all the above.

5. Partnerships

Metro's key partners are the five Local Authorities of West Yorkshire. District support will be key to delivering many of the objectives of the Young People's Strategy and partnerships will be sought that aid both delivery of Metro's objectives and those of the Local Authorities' own child-centred policies, duties and obligations.

The Local Area Agreements will be an important mechanism by which Metro objectives are promoted and developed, and which will support each District's ambitions and key themes.

Metro is forming closer links with each District's Children's Services Directorate to better link into the further development of each district's Children's and Young People's Plan. Metro will continue to work closely with Local Education Authorities via Agency Agreements for home to school travel.

The importance of bus and rail operators in the delivery of many elements of the strategy is recognised. The role of driver training and wider support for drivers will be a key element in addressing issues of driver respect and professionalism.

The role of Schools, Colleges and other training bodies is recognised as is the role of Youth Councils and other agencies which are focussed on the needs of young people, e.g. Connexions.

6. Evidence base for strategy activities

There are a number of data sources which have helped to inform strategy development. These include:

- Research undertaken by and for West Yorkshire's young people by the five Local Authorities including that contained within Children and Young People's Plans
- Feedback from meetings with Directors of Children's Services and other representatives on key policy and delivery issues
- Metro's regular market research tracker surveys
- Focus groups with young people around the possible introduction of Smart Cards
- Regular focus groups and questionnaires with young people, parents and teachers around Mybus yellow bus services
- Ad hoc research and feedback to Metro's Education Transport section from schools, LEAs and customers

Feedback can be summarised into eight key areas shown below.

1 Cost

The overwhelming opinion amongst young people is that the current concessionary fare scheme does not go far enough and cost is still the major barrier to using public transport. In a survey of 309 young people through the Leeds Young People's Scrutiny Forum, 61% stated cost as the major barrier to public transport usage with only 19% stating reliability and 6% stating safety.

Research also highlights that for young people the best fare deals tend to be for advance purchase tickets, but this can be a barrier to young people as many do not have access to cash up front to pay for them.

2 Service availability

Informal meetings with several Youth Councils highlighted gaps in provision especially for outlying estates in the evenings and at weekends. Wakefield Youth Parliament, for example, noted that bus access to Xscape on weekends was very difficult from villages nearby despite there being direct rail access from Leeds, thus reducing leisure opportunities for young people who may already live in wards with high levels of deprivation.

3 Opportunities to widen leisure, education and training

All districts have highlighted the difficulties of delivering some ECM objectives around 14 -19 curriculum access, positive activities and extended schools, because of the lack of services with appropriate quality and frequency. Of particular concern is ensuring this offering is available to children with special educational needs.

4 Safety and security

Issues around bullying and personal safety are raised time and again in feedback to Metro's Education Transport section. This is reflected in district

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CYP documents which highlight the high levels of crimes involving violence and robbery against young people. Public transport can be a very safe environment but can also reflect local crime patterns and this needs to be addressed. It should also be noted that a minority of young people are perpetrators of anti-social behaviour, and initiatives around public transport require a citizenship agenda.

5 Customer service and driver behaviour

Driver attitudes are perceived to be poor towards young people with only 21% of the Leeds Scrutiny Forum sample responding that drivers are always/mostly friendly. This does not, however, appear to be a factor in young people's bus usage as it was not stated as a reason for avoiding buses. Focus groups around Smart Card found that young people felt one of the benefits was that there would be no need to interact with drivers, suggesting that communication with the driver is a negative feature of bus use. However, of 600 High School Mybus users surveyed, 93% described the bus driver as friendly all the time or most of the time. It is believed that this is because the Mybus scheme ensures that the same driver is used everyday on the service. 64% also state that since the Mybus service has started, it has improved their attendance at school. This may be due to a number of factors including extra safety and more reliable service.

6 Vehicle quality and other service quality issues

Research carried out for Mybus found that young people think that most school buses are old and dirty, although the new Mybus services were thought of generally much more highly than school buses. Smart Card research conducted with 12 -15 year olds found that this age group took quickly to the idea of using smart cards. It would appear that young people are happy to use smart cards and that the ease of using them may encourage them to use public transport.

7 Awareness of information and marketing

Many young people do not appear to be aware of the benefits of young person's concessions. From past market research carried out between 2003-05, it was found only 51% of 16 - 24 year olds were aware that they may be able to use concessionary fares. Targeted marketing was raised as a possible improvement by a number of Youth Councils.

8 Child protection issues

Regular meetings with LEAs have highlighted the importance of child protection issues but the relative lack of awareness amongst operators, and the need to put in place training and procedures to address this.

7. Consultation and Involvement

The Young People's Strategy aims to improve the range of services on offer to young people. In order to do so, there is a need to engage with young people to measure awareness of and satisfaction with the existing offer, and involve young people in developing products and services which are more attractive to them, and are better fitted to their needs.

Current Position

Metro currently uses a range of methods to communicate with and consult children and young people, including:

- Specific information targeted at young people detailing products and services, including targeted marketing campaigns
- Scheme specific consultation with young people e.g. MyBus, SAFEMark
- Market research tracker surveys, which include over 300 people aged 14 to 24

Future Position

In order to support the development and delivery of this strategy, it is recognised that a more robust approach to involving young people will be necessary.

Consultation activity will focus on two broad areas:

- 'Reality checking' the strategy
- Feedback on progress in delivering the strategy

Additionally, the strengthened approach to consultation will aim to ensure that young people are able to engage with the wider decision making process in Metro. It is anticipated that the mechanisms for consulting and involving young people identified in this consultation plan will be used as a wider resource within Metro as a means of achieving this.

It is believed therefore that there should be a range of means by which young people are consulted, of which one arm should be a Young People's 'Passenger Transport Authority'. The Youth PTA should meet, either physically or virtually, at least twice per year and should involve representation from all five districts.

Young people are a traditionally under represented group in consultation exercises. However consultation and involvement of young people is a key priority for expert organisations providing services for children and young people.

Consequently, there are a range of existing mechanisms that can be used for consultation with children and young people, such as youth councils and youth parliaments, as well as opportunities to consult and involve harder to

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reach groups of young people. These will be used as much as possible in order to avoid consultation overload.

In addition to these external consultation opportunities, Metro has a number of internal mechanisms, which can be used to consult and involve young people, including the SAFEMark programme and the Generation M web site.

Key principles of the approach to consultation will include the following:

- Opportunities to undertake joint consultation exercises with key partners will be identified
- Opportunities to involve harder to reach groups of children and young people will be actively pursued
- Parents and carers will be included in consultation activity, where appropriate
- Creative approaches to consultation are welcomed by children and young people; these will be used wherever possible
- Consultation documents will be jargon free and use plain English
- Participants will be routinely thanked for their input and informed how their feedback will be used
- All participants will receive feedback informing them of the outcomes of the consultation process “what you said, what we did”

Initial activities under Consultation are:

- Establish formal links to district consultation mechanisms and agree named contacts within Metro
- Establish a Youth Passenger Transport Authority
- Investigate where gaps are in school/college transport provision

Consultation contacts are shown at Appendix C.

8. Activities

The Strategy for Young People considers Metro's activities under the following three areas:

- **Bus and Rail Services**
- **Ticketing**
- **Communication**

Each of these elements of the strategy is customer-focussed and as such, is closely linked to the over-arching theme of consultation with young people.

8.1 Bus and Rail Services

Walking and cycling should be promoted as the most sustainable travel modes, and Metro is committed through the Local Transport Plan to targets to increase the use of these modes. Metro's mission is, however, the coordination of high quality public transport, and this remains the focus of this strategy.

Customers of all ages require high quality integrated public transport provision. Bus and Rail services for young people should therefore meet all the criteria expounded in Metro's 20 year vision: easy to understand and to use; attractive to all; accessible to all; reliable; affordable; efficient; and crucially, safe and secure. They should also be seen as fun to use and welcoming.

In addition, Metro recognises that young people have additional requirements. For the purposes of this strategy, young people will be considered in three groups:

- dependent children whose travel needs to be 'escorted' – either because they are very young or have special needs
- dependent young people who are becoming independent travellers
- independent young people

For the first group, much of their travel will be with parents and carers, but where they are travelling without close friends and family, additional safety measures are necessary to ensure that parents and other carers have full confidence in entrusting their children to others on their journeys to school and for leisure.

For older children gaining independence, public transport represents an opportunity to experience independent travel, and such travel should allow for a 'safety net' whilst encouraging young people to take the chance to explore their neighbourhood and further afield. It is also recognised that poor behaviour by young people can have a negative impact on the public transport experience of other users, and that any strategy should encourage responsible public transport use.

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For fully independent young people, public transport should support this independence and allow significant mobility that is secure and affordable. Provision therefore must allow access to the widest leisure, work, training and educational opportunities through a comprehensive public transport network that is available whenever required.

The principle features of young people's bus services were established via the Mybus major scheme. Mybus key features enable users to travel in safety and comfort, with different measures available for children of different ages and needs. Bespoke services are appropriate for younger and more dependent children with older and more independent young people using the wider public transport network. Specific features are noted below.

Dependent escorted travellers

It is recognised that much of the travel of this group will be with their parents and carers. Ticketing and communication strategies therefore need to address the needs of families travelling together. For young children travelling independently, on the home to school journey, the vision aims to provide these children with:

- A dedicated fleet of highly visible, modern buses of high quality specification
- A regular, customer-care trained and CRB-checked driver
- Local pickup points
- Seating for all and fitted 3 point seatbelts, CCTV
- Registration of all children with a central Call Centre
- Mobile phone / radio contact for drivers and for parents / carers with Call Centre

The requirements above are also appropriate for travel for children with special educational needs.

Children with special needs may have a wide spectrum of requirements that are appropriate to them as individuals. The vehicles will vary depending on the child's needs and the training required may also encompass other features such as manual handling and wheelchair restraints, but essentially the features listed above are appropriate.

Dependent young people becoming independent travellers

When children transfer from primary school to secondary school, this is often a time when they travel independently for this first time. It is recognised that this can be a difficult transition requiring new skills. Public transport should enable children to travel confidently, knowing how to behave on the bus or train, for which they can access information easily, and are happy that they will be safe, secure and comfortable.

Much of this group's travel will now be on the regular public transport network. Metro believes that all bus services should provide travellers with:

- Low floor accessible vehicles of high quality specification and design
- Pick up from local bus stops
- A customer-care trained, CRB checked driver

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- CCTV

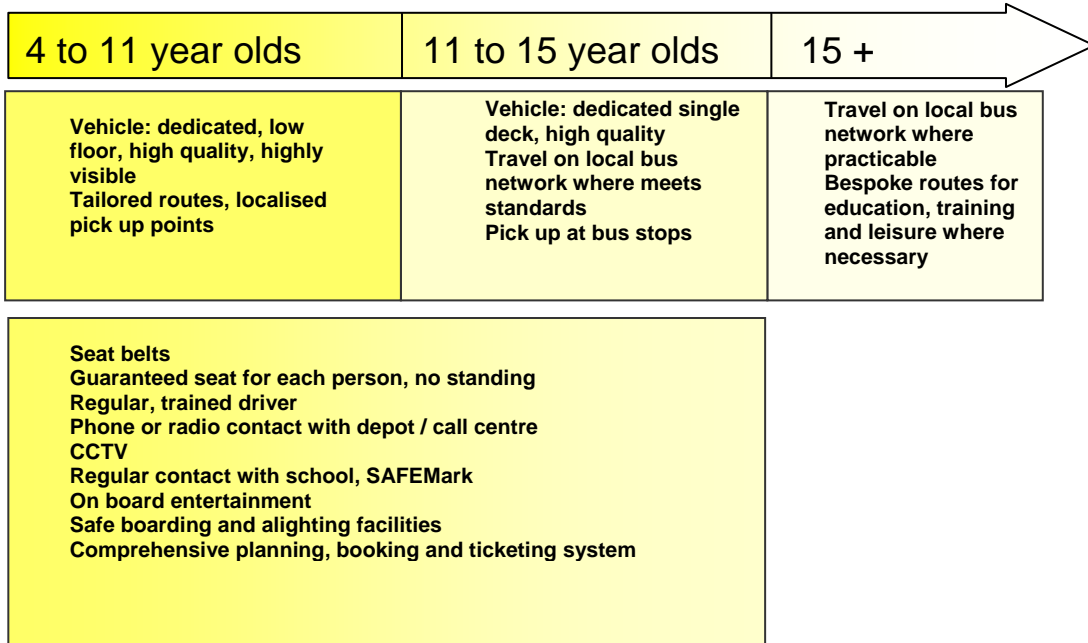
In addition, bespoke school services should also

- Be single deck
- Have seat belts
- Have allocated seats so no child has to stand
- Involve regular contact between school, Metro, LEA and operator

Metro believes that a positive experience on the home to school journey is the best encouragement for young people to continue using the bus and train into later life. This is reinforced by active engagement with young people through SAFEMark in schools and through engaging the interest of young people via an interesting and informative website, and other channels to inform about and promote public transport.

Within this group, there are young people who have additional needs. Metro has heard from young people with physical and with learning disabilities for whom access to public transport is challenging for different reasons. These targeted needs and requirements should be addressed.

Figure 4: Vision for Young People's Bus Services



Fully independent travellers

Older teenagers and young adults have a high requirement to travel for a wide variety of needs – education, training, work and leisure. Whilst young people are becoming of an age where they can drive, car usage is often too expensive. Public transport therefore has a very important role in allowing the widest mobility without a car at an affordable level, and also offering a positive experience so that it is a valid option even where a car is available.

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At a more specific level, older school and college students and those on training courses will have different needs to younger school students, with changes in college start and finish times, multi-site study, evening and weekend classes. Services and ticketing products should reflect this.

Leisure opportunities are limited by restricted evening and late night services and these should be reviewed to enable more opportunities for this group.

The important role of rail travel for work and leisure should also be considered.

Service delivery is dependent on the quality and aptitudes of drivers. The strategy requires operators to actively engage in promoting training and other initiatives with their employees to deliver the highest service quality.

Metro will use all methods available to it to influence the adoption of the highest quality standards by operators, through encouragement and through the proactive use of contract Terms and Conditions on tendered services, including minimum standards of service delivery.

Key 0809 actions in this section are:

- Expand role of Mybus additional primary services; recreational trips; 14 – 19 inter-site travel and after school activities
- Explore specific needs of target groups with LDD and NEET

8.2 Ticketing

It is recognised that fares on public transport is one of the biggest issues facing young people. In a recent survey by the Leeds Young Persons Scrutiny Forum, 63% of young people highlighted expensive fares as a barrier to using public transport.

It is also accepted that the present fares market is complex and confusing to travellers. There are two multi-operator products – School Plus and Student Plus MetroCard; a range of single operator tickets; SchoolCards and Boarding Cards for children entitled to statutory free home to school travel but not available for other journeys; as well as (rapidly increasing) cash fares.

The complexity of the offering together with the fact that fares are increasing at a faster rate than that of private travel provides a strong disincentive to public transport usage.

Metro believes that free travel for young people is desirable but, in the current context, financially unsustainable. It is, however, important to develop a strategy by which this might be achieved in the future. It is believed that this can only be achieved through close partnership-working with colleagues in the five districts.

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Metro believes that in the absence of such a scheme, young people should be provided with access to multi-operator tickets either in blocks of time (e.g. weekly, monthly, termly) or in blocks of trips (i.e. carnet tickets are more appropriate, for example, for part time students). 11% of under 16s currently use School Plus MetroCard since its introduction in 2005. This percentage could be increased.

Passes that enable statutorily entitled children to have free home to school travel need to be integrated with tickets that are available for after school, weekend and holiday use. Means of bridging the funding gap again need consideration.

Wider ticketing strategies should concern themselves with means by which families and groups travel together, particularly off-peak for leisure (e.g adult MetroCards could allow accompanying children to travel free at weekends; groups of young people could travel together more cheaply than sharing a taxi if there were on-bus sales of Family Day Rover tickets).

Key 0809 actions in this section are:

- Trial free travel weekend
- Explore young people's requirements for simplification of ticketing products
- Develop business case for free travel for young people
- Explore specific needs of target groups with LDD and NEET

8.3 Communication

The majority of young people's needs and aspirations are the same as those of the wider population, and these needs are addressed through Metro's Customer Service Strategy.

Current Provision

General information

Young people have access to the full spectrum of information services including MetroLine / Mybus hotline, website, journey planner, yournextbus real time information channels, bus stations, travel centres, printed timetables and leaflets, together with targeted advertising campaigns with clear and specific messages.

Metro's website has pages devoted to information on home-to-school transport. It also includes information on Young Person's PhotoCard and MetroMovers club, Scholars' PhotoCards, School Plus MetroCard, Student Plus MetroCard.

Targeted information

Much of Metro's schools and colleges website information together with more targeted information and activities about what's on and places to go is now

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included within Metro's website targeted specifically at young people – www.generationM.co.uk.

Other information is delivered via age-based market segment:

Up to 11 years - Mail outs of leaflets and posters to Primary Schools:

Concessions for Young People leaflet

11 – 16 year olds Mail outs of leaflets and posters to Secondary Schools:

Concessions for Young People leaflet

MetroMovers club – posters and discount vouchers

16 - 19 year olds-

Students- Student Plus MetroCard leaflet, advertising, promotional giveaways, communication targeted via universities and colleges

Future provision

General information

The Customer Service strategy contains a year by year roll-out programme including rail services real time; online sales; shared extranet with operators, fares information available on Metro website.

In addition, there are specific measures aimed at young people.

Targeted information

The most recent development was the establishment of generationM. It is expected that it will form an important part of consultation with young people, using online surveys and opportunities to feed back directly on issues of relevance to the different age groups. It will include frequently updated sections on places to visit, events and work experience opportunities. Feedback to date includes a wish for wider and more comprehensive school and college timetable information.

The 'Moving On' promotion aimed at 16 to 22 year olds was launched in early March 2007 in schools and will be repeated and expanded.

Metro Messenger – Metro's self registration campaign, has been launched with one subscription area being GenerationM for young people's information.

Key 0809 actions in this section are:

- Expand transitional work at Year 6 and integrate with district transition programmes
- Trial transition work with year 11
- Set targets for reduction in anti-social behaviour on home to school journeys and establish Metro call centre as hotline number
- Explore issues in establishing text complaints system
- Expand generationM website especially post-16 transition information, including young people's input

9. Targets, indicators and monitoring

Targets and related appropriate indicators will be drawn from three sources:

- (1) Overarching targets to which Metro is committed for example via LTP2 This includes mode share for children's home to school travel.
- (2) Targets related to the specific actions within the Strategy at Appendix D.
- (3) Targets deriving from the consultation programme described in section 7, and as a result of occasional market research via the website and other channels.

These targets and indicators will be captured as Corporate and Directorate targets via MetroPlan and monitored via agreed Management Information systems established each year as part of the MetroPlanning process.

10. Delivery

The initial plan for delivery of the strategy is attached at Appendix D.

This plan will be reviewed and updated in January / February each year as part of the MetroPlan process, and progress reported through BVPP and other publicly available documents.

Delivery of the strategy requires two complementary teams:

- A bespoke team based within Education Transport (to be re-named Young People's Services). It is proposed that this team be comprised of a Co-ordinator, a Service Development Officer (existing post), a Project Delivery Officer, a Communications and Liaison Officer and administrative support. Other resource will be supplied through re-defining some existing Job Descriptions within the section. Resource for this team has not yet been identified;
- A cross-departmental Steering Group, which guides the action planning and delivery of agreed activities, including the identification of resource required within existing sections, e.g. Fares and Pricing; Marketing; Service Monitoring. This Steering Group will report quarterly to CMT, and to be proactively consulted when establishing revenue and capital budgets (e.g. LTP capital programme, SIPs allocations).

In addition, it is proposed that this work be overseen by a PTA Working Group which will meet bi-annually and include PTA and other representatives of the five districts and other key delivery partners (e.g. Connexions; LSC). The relationship between this group and the Youth PTA is to be agreed.

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Appendices

Appendix A - Metro's Policy Statements

Number	Policy
1	To provide the policy and financial framework for Metro to be the driving force co-ordinating the provision and development of high quality public transport services for everybody within West Yorkshire.
2	To ensure, in partnership with operators, highway authorities and others that bus services are as effective as possible in meeting the travel needs of the people of West Yorkshire, serving both existing passengers and attracting additional patronage, including mode switch from the car.
3	To co-ordinate the development of an accessible and affordable public transport system which caters for the needs of people with limited alternative means of travel, in particular, disabled people, elderly people, people on low incomes, school children and those living in rural areas.
4	To maintain the concessionary travel scheme to assist those with limited financial resources because of age or disability to meet their personal travel needs.
5	To co-ordinate the development of a public transport system that provides, as closely as possible, "seamless journeys" for passengers by facilitating interchange between services and between modes.
6	To support the development of the role of taxis and private hire vehicles within an integrated public transport system.
7	To ensure that anybody wishing to travel in West Yorkshire is easily able to obtain reliable information on all public transport services in the county.
8	To encourage the use of public transport by promoting its use in partnership with others, particularly emphasising its role as an environmentally friendly alternative to the car.
9	To continue to improve facilities for passengers by adopting high standards of design and amenity in bus and railway stations and improving the quality of the waiting environment at roadside shelters and stops.
10	To continue the development of an integrated public transport system for the people of West Yorkshire, taking account of social, technological, environmental and legislative changes and requirements.
11	To continue to improve personal safety and security for the users of public transport.
12	To seek views of existing public transport users, potential users and other stakeholders through structured consultation exercises. To utilise feedback from consultation exercises in the planning and delivery of Metro services.
13	To promote and develop a comprehensive prepaid ticket system with operators, through joint investment, which facilitates an integrated approach to public transport use.
14	To secure continual improvement in the way in which the Authority's functions are exercised, having a regard to a combination of efficiency and economy.
15	To ensure, in partnership with operators, Railtrack that rail services are as effective as possible in meeting the travel needs of the people of West Yorkshire, serving both existing passengers and attracting additional patronage, including mode switch from the car.

Appendix B Every Child Matters - district priorities

Outcomes	Being healthy	Staying safe	Enjoying and achieving	Making a positive contribution	Achieving economic well-being
Bradford	Access to primary and secondary health care Access to leisure/sport opportunities	Bullying esp on journey to school Smoking Access for SEN children Road safety training	Extended schools Bullying School access / building schools for the future 14 -19 provision and access Promoting good behaviour and school attendance	Role of bus stations as youth clubs Supporting voluntary youth activity Role of CCTV Involvement in service planning	Access to training 14 -19 provision Targeting 'NEET'
Calderdale	Access to leisure / sport	Child protection training Anti-bullying strategies	Children's centres and extended schools	Involve young people in service delivery Tackling anti-social behaviour Involvement in youth and community work	14 -19 provision Transition post-16 Access to training esp for vulnerable groups Travel training and support
Kirklees	Bullying RTAs Physical exercise	Bullying and harassment Safety to and from bus stops, on journey School design and access	Attendance Access to 'enrichment' activity Travel costs, organised trips	Promoting good attendance Access to training for vulnerable groups Involvement in service planning	Transport costs Post 16 education access Encouraging independence
Leeds		Anti-bullying Crime reduction Healthy lifestyles CCTV	Behaviour and attendance at school Transition to secondary Travel costs	Participation in visits/events	14 -19 provision Access to education and training
Wakefield		Bullying, racism and personal safety RTAs	Access to leisure opportunities Extended school provision	Involvement in service planning	Access to education and training Access to post 16 provision

Appendix C Possible Consultation Contacts

District	Opportunity	Details
All	SAFEMark	Year 6 and high school action planning and info sessions
All	Generation M	Web-based info and consultation
All	Metro Messenger/MetroMovers	Email alerts to web consultation
All	West Yorkshire Youth Association	To follow up.
All	Mobile Youth Service Provision	To follow up.
All	Connexions	Young Peoples Involvement Coordinator. To follow up.
Bradford		
Bradford	Bradford and Keighley Youth Parliament	Meet in four constituencies and report to Council through Champions for Children Board
Bradford	Youth Cafes	To follow up
Bradford	Schools on-line survey on transport Spring 2008	Priorities emerging from the survey will inform Metro Strategy for Young People.
Bradford	Keighley Area Coordinator's office consultation with young people 2008	Consultation likely to include questions on transport. To follow up.
Calderdale		
Calderdale	Youth Council	Consultation undertaken at March 2008 meeting. Ongoing contact.
Calderdale	Disabled youth forum	Is represented at wider Calderdale Youth Council. Ongoing contact.
Calderdale	Primary School Councils	Would enable involvement of younger children. To follow up.
Kirklees		
Kirklees	IYCE project	The IYCE Programme works on projects that offer children and young people the chance to influence the things that matter to them
Kirklees	Youth Parliament	Managed by IYCE project
Kirklees	Road Safety Project	Project with children and young people (partly funded by the DfT). To follow up.

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Leeds		
Leeds	Youth Council	Links established through Scrutiny Forum process
Leeds	ROAR (Reach Out And Reconnect)	Forum for representatives from a host of different programmes in the city, in which eight to nineteen year-olds participate in the planning and development of services for children and young people. To follow up.
Leeds	Children and Young People's Involvement Advocate.	To follow up
Leeds	Children's Services Unit	'Leeds children and young people's participation strategy 2007' identifies wide range of projects and organisations working with children and young people across Leeds. To follow up.
Leeds	Archway Project & volunteering project	Working with young people not in education, employment or training (NEET)
Leeds (&Keighley)	Park Lane College RNIB Resource Unit	Opportunities for consultation with partially sighted and blind students. To follow up
Wakefield		
Wakefield	Youth Parliament	Initial consultation undertaken. Ongoing contact.
Wakefield	Young Peoples Service	Consultation with 13-19 year olds about transport in the Castleford/Five Towns Area, March 2008. To follow up.
Wakefield	Corporate Consultation Team	Youth Voice text message panel. Approx. 300 11-19 year olds on text message consultation panel. To follow up.

Appendix D

Key to Every Child Matters outcomes:

1 Being healthy 2 Staying safe 3 Enjoying and achieving

4 Making a contribution 5 Achieving economic well-being

Activity	Current situation	0809 proposed action(s)	0809 required output / outcome for monitoring purposes	Target groups	Long term objective
Consultation / General					
District consultation mechanisms 4		Establish formal links to district consultation mechanisms and agree named contacts within Metro	Agreed Metro contacts. Agreed joint consultation mechanisms and ongoing plan for consultation	All	Young people consulted on and influence service delivery, ticketing and information provision
Metro consultation mechanisms 4		Establish Youth Passenger Transport Authority	YPTA established together with terms of reference and membership	All	Young people consulted on and influence service delivery, ticketing and information provision
Accessibility planning 2,3,5	Network comprehensive but gaps may exist for rural areas, specific journeys or evening/night services	Investigate where gaps are in school/college transport provision, esp rural areas	Plan based on comprehensive accessibility mapping for key times and journeys	Year 6 transition, secondary school, post-16 transition, independent travellers	Services allow widest possible access to work, leisure, educational and training opportunities

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Activity	Current situation	0809 proposed action(s)	0809 required output / outcome for monitoring purposes	Target groups	Long term objective
Bus and Rail Services					
Mybus primary schools services 1,2,3,4	60 services serving primary schools	Expand role of Mybus additional primary services	Increase to 80 primary services	5 – 11 year olds	All services safe, secure, high quality with well-trained customer facing staff. Services allow widest possible access to educational opportunities
Mybus use for educational and leisure trips 3,5	Regular Mybus usage for last three years	Expand role of Mybus recreational trips	Increase usage by 25% on current levels	5 – 16 year olds	All services safe, secure, high quality with well-trained customer facing staff. Services allow widest possible access to leisure and educational opportunities
Mybus usage for inter-site travel and after school activities 3,5	Very limited provision at present	Expand role of Mybus for 14 – 19 inter-site travel and after school activities	Deliver small scale pilot at three target schools	11 – 19 year olds	All services safe, secure, high quality with well-trained customer facing staff. Services allow widest possible access to leisure, educational and training opportunities

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Activity	Current situation	0809 proposed action(s)	0809 required output / outcome for monitoring purposes	Target groups	Long term objective
Specific service needs of target groups 3,4,5	Needs not known	Explore specific needs of target groups with LDD and NEET	Section in accessibility plan to reflect additional requirements	Young people with Learning Difficulties and Disabilities (LDD)and/or Not in Employment, Education and Training (NEET)	Services allow widest possible access to work, leisure, educational and training opportunities
Ticketing					
Young people's concessions 3,5	Concessionary scheme, SchoolPlus MetroCard and other products	Trial free travel weekend Develop Business Case for free travel for young people	Data on changes in patronage and young people's travel patterns	Under 16s and students in FTE	Free travel for under 16s and those in full time education
Young people's ticketing offering 3,5	Complex ticketing offering	Explore young people's requirements for simplification of ticketing products	Presentation to TICCO on findings	All	Simple fares structure available on smart cards
Specific ticketing needs of target groups 3,5	Partial concessionary offering but complex to understand	Explore specific needs of target groups with LDD and NEET	Address specific needs within ticketing plan above	Young people with LDD and/or NEET	Simple fares structure available on smart cards
Communications					
Year 6 transition support 1,2,4	Junior SAFEMark available to 8,000 children per year	Expand transitional work at Year 6 and integrate with district transition programmes	Deliver transition work to 10,000 year 6 children	Year 6	Target transition times when key information is needed

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Activity	Current situation	0809 proposed action(s)	0809 required output / outcome for monitoring purposes	Target groups	Long term objective
Year 11 transition support 1,2,4	Limited offering	Trial transition work with year 11	Develop transition information for delivery to all year 11 students in early 2009	Year 11	Target transition times when key information is needed
Generation M usage 3,4,5	Website predominantly aimed at secondary school children	Expand generationM website especially post-16 transition information, including young people's input	Delivery of post-16 section on website	16+ years	Information and marketing takes account of young people needs
Anti-bullying strategies 2	Ad hoc management	Set targets for reduction in anti-social behaviour on home to school journeys and establish Metro call centre as hotline number	Address all reports of bullying on public transport within two days. Monitor data in types of safety/security issues, locations, age groups	Secondary schools	All services safe, secure, high quality with well-trained customer facing staff
Involvement in service delivery and feedback 2,4	Complaints mechanisms not suited to young people's needs	Explore issues in establishing text complaints system	Costing for text system and agreement on mechanism for delivery	11+ years	Young people consulted on and influence service delivery, ticketing and information provision. Information and marketing takes account of young people needs