

AGENDA ITEM No. 14

WEST YORKSHIRE PASSENGER TRANSPORT AUTHORITY

AT A MEETING OF THE BUSINESS IMPROVEMENT GROUP HELD AT WELLINGTON HOUSE ON FRIDAY 21 APRIL 2006

PRESENT: Councillor J Prestage (Chair)

Councillors D Blackburn, C Greaves, G Phelps (Substitute), C Townley
and P Wadsworth

21. APOLOGIES FOR ABSENCE

RESOLVED – An apology for absence was received from Councillor J Jarosz.

22. DECLARATIONS OF INTEREST

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

23. MINUTES

Further to Minute 16, Minutes, it was reported that the national launch of the WYTESA module in the House of Commons by Mr B Sheerman MP would now take place in July instead of April as previously reported.

RESOLVED - That the minutes of the meeting of the Group held on 10 February 2006 be approved.

24. CUSTOMER SERVICE STRATEGY PRESENTATION

The Group considered a report of the Passenger Transport Executive on the development of Metro's Customer Service Strategy. The Group also received a short presentation, which outlined the key areas of the strategy and the priority areas for action.

The Group thanked officers for their presentation and emphasised the importance of customer service and the need to 'link in' with Local Authorities in West Yorkshire regarding the provision of public transport information. In response, it was stated that Local Authority outlets were a key factor in the provision of such information and it was hoped that in the future Metro's website could be strengthened further by being better linked to Local Authority websites.

RESOLVED - That progress in developing Metro's Customer Service Strategy be noted.

25. CUSTOMER SERVICE STRATEGY - ICT PHASE 1

The Group considered a report of the Passenger Transport Executive on the implementation of the Customer Service Strategy - ICT Phase 1.

Members were informed that the aim of Phase 1 was to support the objectives of the Customer Service Strategy. This will include the development of a young persons website to increase awareness/usage of public transport, online sales/payments/renewals for products such as MetroCards, web customer self-service to allow delivery of services more efficiently, online public transport consultation and improved web infrastructure. Members of the Group commented that work with young people should include those aged between 16 and 22.

The estimated cost of the project would be funded through LTP capital funding and its development would assist with the implementation of LTP targets.

With regard to prepaid tickets, such as MetroCards, it was suggested by Members that a web based 'club' be established in an attempt to attract new ticket users and introduce the younger generation to the benefits of public transport. In response, officers confirmed that a campaign was planned for the Autumn to expand the database of customers wishing to provide email addresses so email information regarding Metro's services could be sent in the future.

RESOLVED -

- (a) That the report be approved.
- (b) That approval be sought from the Passenger Transport Authority for the capital expenditure outlined in paragraph 3.1 of the submitted report.

26. INTEGRATED SERVICES SYSTEM ENHANCEMENTS

The Group considered a report of the Passenger Transport Executive on the proposed enhancement of the Integrated Services System (ISS).

Members were advised that the Integrated Services ICT system underpinned surveys, the re-imburement of concessionary travel support and MetroCard revenues, as well as providing the basis for managing on-street assets. The system was core to many of Metro's business activities and covered areas such as bus registrations, bus/rail timetables, roadside displays and data provision for the Real Time system and the Regional Journey Planner.

The Group was further informed that the Services System had been short-listed in the technology category of the National Transport Awards 2006 for the production of on-street and interchange passenger information.

RESOLVED -

- (a) That the report be approved.
- (b) That approval be sought from the Passenger Transport Authority for the capital outlined in paragraph 3.1 of the submitted report.

27. METROPLAN REVIEW 2005/06 AND METROPLAN 2006/07

The Group considered a report of the Passenger Transport Executive on organisational achievement levels against targets set in MetroPlan 2005/2006. Members were also presented with the latest draft of MetroPlan 2006/2007.

It was reported that the review of MetroPlan for 2005/2006 was now complete and that this year there had been an overall attainment level of 92%. The Group commended this tremendous achievement, which reflected the commitment of both Members and staff to ensure that Metro continued to improve its services.

Members were advised that the production of MetroPlan 2006/07 was nearing completion. The plan would be issued to all staff members in May 2006.

RESOLVED -

- (a) That the report be noted.
- (b) That the Review of MetroPlan 2005/2006 performance be considered.
- (c) That MetroPlan 2006/2007 be approved.

28. BEST VALUE PERFORMANCE PLAN 2006/07

The Group considered a progress report of the Passenger Transport Executive with regard to the production of Metro's Best Value Performance Plan 2006/2007.

Members were reminded that the schedule for production/publication of the BVPP 2006/2007 was approved by the Group in February this year. As in previous years, it was proposed that in June a final draft copy of the Plan be sent to all Group members for comments/approval prior to publication.

Members expressed concern at the costs involved in producing copies of the Plan, which would be met from the agreed budget for 2006/2007. In this respect, they requested that the Plan along with other documents be made

available via the Internet. Metro officers explained that this avenue was currently being investigated, but that a significant proportion of the overall cost of producing the documents was associated with graphic design and preparatory work irrespective of how many copies were printed.

Concern was expressed that stakeholders may be deterred from reading the document due to its size. It was, therefore, suggested that stakeholders be consulted by questionnaire on whether they would prefer to receive a shorter summary version.

RESOLVED - That prior to publication, the final draft Best Value Performance Plan 2006/2007 be circulated to Members of the Business Improvement Group for comment and approval.

29. ESTABLISHMENT OF A TICKETING COMPANY

The Group considered a progress report of the Passenger Transport Executive with regard to the establishment of a company to oversee the administration of the West Yorkshire Prepaid Ticketing Scheme.

The scheme had been administered by Metro on behalf of bus/rail operators, with Metro retaining an administration fee from sales revenue to cover identified costs such as staffing, data collection, commissions and ticket printing.

Members were advised that Metro's recommended option was the establishment of a ticketing company (TICCO). As a registered limited company the structure of a TICCO would also ensure that the Board of Directors exercised their responsibilities in the development of the Prepaid Ticket Scheme. It was noted that such arrangements operated successfully in Greater Manchester and Tyne and Wear.

The Group was informed that the set up costs of establishing a TICCO would be recovered from prepaid ticket revenue pools. It was confirmed that once negotiations with operators had concluded approval would be sought from the full PTA.

RESOLVED - That Members be asked to note progress and that a full report to the Authority seeking approval for future arrangements be sought once the negotiations with operators were successfully concluded.