

# WEST YORKSHIRE PASSENGER TRANSPORT AUTHORITY

## CALDERDALE PASSENGER CONSULTATIVE COMMITTEE

DATE: 9 OCTOBER 2007

AGENDA ITEM NO: 6

### SUBJECT: CONSULTATION ITEMS

#### Report of the Passenger Transport Executive

#### 1. MATTER FOR CONSIDERATION

1.1. PCC members views on:

- a) Consultation Strategy
- b) Feedback on Market Research
- c) Concessionary Permit Issue for 2008
- d) Service Changes in Brighouse

#### 2. INFORMATION

##### Consultation Strategy

- 2.1. There will be a presentation on Metro's Consultation Strategy which is currently being updated.
- 2.2. Members will be consulted on the key approaches and activities included in this strategy.

##### Feedback on Market Research

- 2.3. Metro undertakes regular Market research tracker surveys, the latest of which was carried out in June 2007. The information gathered and tracked in these surveys is used to measure satisfaction levels with services provided by Metro, to inform marketing decisions and to track awareness levels of a range of services and products.
- 2.4. There will be a short presentation on the findings of the latest Market Research tracker survey, and PCC members will have the opportunity to give their feedback on the results.

##### Concessionary Permit Issue for 2008

- 2.5. There will be a short presentation detailing the marketing strategy for the English National Concessionary Permit Scheme 2008, and an update on the take up of the application process to date.

- 2.6. Members will have the opportunity to make suggestions about any further marketing.

Service Changes in Brighouse

- 2.7. There will be a presentation by First on the proposed service changes in Brighouse.

**3. RECOMMENDATIONS**

- 3.1. That PCC Members provide feedback following brief presentations on the topics set out above.

Director General

West Yorkshire Passenger Transport Executive