

**WEST YORKSHIRE INTEGRATED TRANSPORT AUTHORITY**  
**AT A MEETING OF THE BUSINESS IMPROVEMENT GROUP**  
**HELD AT WELLINGTON HOUSE ON**  
**TUESDAY 15 DECEMBER 2009**

**PRESENT:** Councillor M Walker (Chair)

Councillors D Congreve, C Greaves, R Pearson (to minute 23) and  
A Pinnock

**19. DECLARATIONS OF INTEREST**

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

**20. MINUTES**

Further to minute 13, Metro's Corporate Indicators, members were given a short presentation regarding MetroCard sales, the feasibility of introducing a rail only MetroCard and the reasons for the mode shift of car-based journeys in different districts.

With regard to the decrease in MetroCard sales, it was considered that the 8% price increases in both January and July 2008 had contributed to the decline in sales together with the movement to bus operators' own tickets and rail season tickets. Members were advised that further work, including travel diary research, would need to be undertaken in relation to the feasibility of a rail only MetroCard.

The Group had previously requested further information regarding the transport outcome indicator in respect of the mode shift for car-based journeys into different districts. It was noted that several factors had contributed to the varying results of the districts including:

- The cordons around the city centres from which the target was measured varied in size according to the district
- The difference in parking costs in city centres
- A higher ratio of rail travel into some city centres
- The differing levels of bus service provision in city centres

**RESOLVED** - That the minutes of the meeting of the Group held on 24 September 2009 be approved.

## **21. ICT STRATEGY DEVELOPMENT**

The Group considered a report of the Passenger Transport Executive on progress with the development of Metro's ICT Strategy.

Members were given the opportunity to comment on the draft strategy which was attached to the submitted report. It was noted that the Strategy had been updated to reflect some of the recent work being undertaken as part of the smarter working initiative and set out key projects with timescales.

The Group asked for an indication of costs for maintaining the current ICT systems and keeping them up to date against implementing new systems. They also asked for consideration to be given to the ICT systems within other organisations (eg. local authorities) when Metro's system was upgraded to include Microsoft Office 2007 and the importance of ensuring that communication flows were maintained was stressed.

**RESOLVED** - That progress with the development of the ICT Strategy be noted.

## **22. YOUNG PEOPLE'S STRATEGY UPDATE**

The Group considered a report of the Passenger Transport Executive which provided an update on various strands of the Young People's Strategy including the business case for 'free travel' and the 'Here to Get Youth There' conference.

Members noted the draft advocacy report attached at Appendix 2 which had been prepared by JMP consultants in respect of 'free travel' for young people. The Group thanked Metro for the work carried out and information provided but considered that no further action should be taken at the present time

The 'Here to Get Youth There' conference held on 14 October 2009 had been a great success. Feedback from the conference had been collated and a draft copy of the post conference brochure was attached at Appendix 1 to the submitted report. Members were asked for their comments regarding the content and it was suggested that copies to be circulated to schools and other organisations. It was noted that the young people's feedback would also be passed to the operators.

**RESOLVED** - That the report be noted.

## **23. METRO'S CORPORATE INDICATORS**

The Group considered a report of the Passenger Transport Executive which provided an update on the performance of Metro's Corporate Indicators.

Members considered Metro's current performance against key performance indicators, details of which were attached at Appendix 1 to the submitted report.

It was noted that there was a need to consider how some targets were set. For example there was a need to revisit the Access to Hospitals and Bus Patronage targets in view of the proposals to introduce Quality Contracts.

**RESOLVED** – That the report be noted.

#### **24. VALUE FOR MONEY PROGRAMME**

The Group considered a report of the Passenger Transport Executive which provided an update on the work being undertaken to further improve value for money in light of the current economic climate.

It was reported that Value for Money Reviews had been carried out across all Metro's departments, activities and functions. These had identified potential areas across Metro for further improving value for money and these were outlined in the submitted report.

The Group discussed tendered services and the opportunities that would arise through the introduction of Quality Contracts and it was suggested that consideration also be given to revising the '6 & 20' policy. Metro's Management Teams would analyse the feasibility of each opportunity and select the most cost-effective for implementation. This would be undertaken as part of Metro's business planning process leading to the development of MetroPlan 2010/11.

**RESOLVED** - That the report be noted.