

INFORMATION

Recognising that there were around 350,000 people in West Yorkshire who would be eligible for the English National Concessionary Pass from 1 April 2008, Metro started a campaign to encourage people to order their new pass in July 2007.

The Smile campaign included on-bus and bus-stop advertisements, leaflets, posters, prominent web site information and media information to generate applications from senior, disabled, and blind people.

Over 3,000 passes have now been sent out. Passes started being sent out in March and can still be ordered by completing an application form available from Post Offices and Travel Centres.

At 5.57pm on Tuesday 13 November, yournextbus delivered its two-millionth real-time bus information text message.

Launched in September 2005, yournextbus was developed by Metro in response to bus passengers telling us they wanted accurate, up-to-the-minute information about when their bus was going to arrive. It provides passengers with the arrival times of the next few buses at their stop and, if this information can't be displayed, the scheduled time instead. All they have to do is text their unique bus-stop number to 63876 – which spells Metro on the phone keypad – to find out when their next bus will arrive.

As well as text messaging, many thousands have also accessed the service through WAP services, the web site and shelter displays being installed at 800 key stops across the county.

Numbers of pages of information delivered by the Metro web site at www.wymetro.com remained at about 1.5 million per month. Work began on a review and update of Metro's family of web sites, and the redesigned and

updated Passenger Transport Authority www.wypta.gov.uk site went live in March. Metro also launched its generationM web site (www.generationm.co.uk) to help pupils and their parents find out about schools' services, apply for travel passes, get the most out of public transport and enjoy some fun stuff.

In the past 12 months, MetroLine once again received over 800,000 calls from people seeking public transport information and 82% of those calls were answered within 30 seconds.

Pupils from six Leeds schools gathered plenty of information in January 2008, when they took part in Metro's On the Move seminar as part of Leeds City Council's Stan Kenyon Challenge.

In mini-workshops they learned how to use Metro's yournextbus real-time text and online service, how to plan a journey using Metro's web sites and bus and train timetables, and how to stay safe on their journey. They also visited the MetroLine call centre and the CCTV control room, from where bus stations across West Yorkshire are monitored 24 hours a day, and saw a presentation by the team drawing up future transport plans for Leeds.

Metro also supported the wider dissemination of the benefits of ITSO smartcards with industry colleagues at four Art of Smart conferences in Leeds, Bristol, Birmingham and London in October 2007. Delegates at the well-attended events heard about Metro's work with South Yorkshire Passenger Transport Executive on the Yorcard smartcards ticketing project.

To extend the benefits of Yorcard to cover the whole of the Yorkshire and Humber region, Metro drew up a successful £28m bid for the Yorkshire and Humber Regional Transport Board.