

WEST YORKSHIRE PASSENGER TRANSPORT AUTHORITY
CALDERDALE PASSENGER CONSULTATIVE COMMITTEE

DATE: 15 JULY 2008

AGENDA ITEM NO: 3

SUBJECT: MEMBER FEEDBACK

Report of the Passenger Transport Executive

1. MATTER FOR CONSIDERATION

- 1.1. To advise members of the Committee of the feedback received at the last meeting of the Committee and to report the action taken.

2. INFORMATION

- 2.1. At the last PCC meeting, members were consulted on:

- Metro Messenger Service Development
- Bus Service Operators' Grant
- New Concessionary Entitlement

Metro Messenger

- 2.2. Metro Messenger was welcomed as a very useful service. The following suggestions for improvements were made:

- Use of text messages especially during disruptions
- More advertising with a particular focus on targeting young people
- Develop a more personalised service whereby a registered user could receive details/information specific to their regular bus/rail journeys

Feedback

- 2.3. Metro Messenger already has thousands of subscribers, and the numbers continue to rise. The use of text messaging is a valuable suggestion, but more work is required to explore cost and funding of this medium.

- 2.4. Details of Metro Messenger are included in all Metro literature and advertisements targeted at young people, and will also be included in materials provided for university and colleges freshers fairs.

- 2.5. Future plans for Metro Messenger include the development of more personalised email content.

DfT Consultation on Bus Service Operators Grant

- 2.6. Some respondents favoured a national scheme, whilst others felt the approach should be local to allow local issues to be considered

- 2.7. Suggestions included:
- Focus on environmental improvements to the bus and performance in terms of quality of the service
 - Operators should be encouraged to use more environmentally friendly fuels, implement speedier methods of fare collection and replace older inaccessible fleets
 - Rural services must not be penalised
- 2.8. Members' feedback formed an input to Metro's contribution to the PTEG response to the consultation.

Concessionary Travel

- 2.9. Comment was made that the marketing campaign had been excellent and members made the following suggestions:
- More promotion targeted at non-users of public transport
 - Leaflets could be included in correspondence sent by the Pensions Department or carer's service.
 - Opportunities for information to be included when promoting the summer bus services
 - Use displays in bus stations to inform people
- 2.10. Members' feedback will inform the development of any future marketing campaigns from the English National Concessions Scheme.
- 2.11. Members also expressed some concerns that people who did not receive permits on 1st April had resulted in some negative feeling.
- 2.12. This has been a huge logistical exercise with over 300,000 passes issued in West Yorkshire. New applications are being quality checked by Metro before forwarding to the bureau. Turnaround from the bureau is about 5 days. There are still issues being resolved relating to previous applications which did not contain essential information.

3. RECOMMENDATIONS

- 3.1. That this report be noted.

Director General

West Yorkshire Passenger Transport Executive