

# WEST YORKSHIRE PASSENGER TRANSPORT AUTHORITY

DATE: 17 NOVEMBER 2006

AGENDA ITEM NO: **20**

**SUBJECT: WYTESA**

## Report of the Passenger Transport Executive

### 1. **MATTER FOR CONSIDERATION**

- 1.1 To report on progress on the WYTESA Initiative and the development of the Passenger Transport Academy Limited.

### 2. **INFORMATION**

- 2.1. The delivery of a high quality integrated transport system relies upon the availability of highly skilled and motivated staff. It is important that transport organisations have robust HR strategies in place in order that they have sufficient numbers and skills in order to deliver excellent service.
- 2.2. Metro established and chairs a group called the West Yorkshire Transport Education and Skills Alliance (WYTESA).

### 3. **OBJECTIVES**

- 3.1. The objectives of WYTESA are as follows:
  - To identify the skills requirements of transport organisations
  - To identify links to school curriculum and university courses
  - To raise awareness of the transport sector as an employer amongst young people
  - To attract school leavers and graduates into the transport sector
  - To ensure the ongoing education and development of employees across the transport sector and address culture issues
  - To improve the image of the transport sector.
- 3.2 Chaired by Metro, representatives on WYTESA include bus and rail operators, Leeds Bradford International Airport, GoSkills, CPT, CILT, Government Office (Yorkshire and the Humber), Connexions, LSC, Education Leeds, Education Bradford, University of Leeds, Keighley College as well as Unison and TGWU representatives.
- 3.3 The project focuses heavily on raising the profile of the wide range of career opportunities within the transport sector and aims to make it an

attractive choice to young people, as well as developing existing employees. In addition to the transport sector organisations we are working closely with various education establishments, including schools, further education colleges and universities.

3.4 There are three key areas of work involved in the WYTESA initiative:

- School Children/School Leavers
- Establishment of a Transport Academy
- Employment

3.5 The WYTESA initiative has also undertaken the following work:

- Undertaken research into the recruitment and retention issues of drivers across the bus, rail and freight sectors and the impact upon West Yorkshire.
- Shared the results of the research with partners and developed an action plan.
- Held workshops with teachers and LEAs to investigate ways of getting transport into the school curriculum.
- Held open days and placements for young people across transport agencies.
- Developing a computer based transport game (in conjunction with Setpoint) to be used by pupils in year 12 and 13.
- Undertaken work to review shift patterns and working arrangements in partnership with operators to look at how the bus sector might attract and retain a more diverse workforce.
- Received Beacon funding.
- Newsletters produced.
- Qualification framework produced – three stages involved.
- Virtual module produced on the knowledge of the bus industry.
- Update on Implications of EU Training Directive – virtual module addresses current gaps.
- Passenger Transport Academy established.

#### **Development of the Passenger Transport Academy Limited**

3.6 A key aspiration has been the development of a transport academy in order to raise the profile of the sector and to ensure that transport employees are highly skilled and flexible.

3.7 Metro has worked jointly with Virtual College to develop an internet-based training module for use by bus drivers to increase knowledge of the bus industry.

- 3.8 The module was launched at the House of Commons on 25 July 2006. The event was hosted by Barry Sheerman MP and supported by the Chief Executive of National Express Group.
- 3.9 The launch was attended by approximately 85 delegates and was very well received.
- 3.10 Metro recognised that the internet-based training module addressed an area of knowledge not currently addressed by bus operators as part of their induction training. There was therefore an opportunity to forge a partnership with Virtual College to ensure that Metro benefited from any sales of the product.
- 3.11 Legal advice was sought and DLA advised Metro that the organisation's best interest would be served through the establishment of a company, bringing together Metro and Virtual College.
- 3.12 The Passenger Transport Academy Limited was therefore established prior to the launch to ensure that any profits arising from the sale of the driver module were split on a 50/50 basis with Metro.
- 3.13 Work is currently underway to finalise licence agreements and to develop a detailed business plan and detailed risk assessments.
- 3.14 The intention is to establish a Founding Members Group for transport organisations to contribute to the development of future training modules. Each member pays a membership of £10,000 (discounted to £7,000) for the first year. We currently have invoiced two organisations and have others interested in becoming members.
- 3.15 PTEs and individual organisations are able to have the module adapted with information and statistics relevant to their particular region or organisation. Customisation of the module is priced at £2,500.
- 3.16 Organisations wishing to use the driver module will pay an annual license fee of £2,000 and £10 per user.

### **Future Development of Driver Training and Development**

- 3.17 Metro is currently in discussions with Yorkshire Forward to look into the potential for funding a driver simulator for the North of England.

## **4. FINANCIAL AND LEGAL IMPLICATIONS**

- 4.1 The costs associated with the launch were paid for through Beacon funding.
- 4.2 It is anticipated that set up costs will be met by member contributions and sales.

5. **STAFFING IMPLICATIONS**

5.1. As outlined in the report.

6. **EQUAL OPPORTUNITY IMPLICATIONS**

6.1. None arising as a direct result of this report.

7. **RECOMMENDATIONS**

7.1. That the report be noted.

Director General  
West Yorkshire Passenger Transport Executive

20 October 2006