

# West Midlands Bus Alliance

50 deliverables for Bus Alliance



West  
Midlands  
Bus



Transport for  
West Midlands

# 50

deliverables for  
Bus Alliance



## Foreword

### Connecting communities, creating change

The West Midlands Bus Alliance, the first of its kind in the UK, brings together bus operators, local councils, and other partners to work together to deliver high levels of passenger satisfaction and drive forward investment in our bus services.

The 50 Deliverables outlined in this document steer the way in which we want the alliance to shape the bus network for passengers across the West Midlands, promote sustainable transport, contribute to economic growth and job creation, connect communities and reduce pollution.

It is important we use this statement to shape the future, to help guide us and benchmark our results against the original aims and objectives. We are determined to continue to deliver transformational change in the quality and reliability of bus services across the region. The alliance is creating change for the better both now and through our ambitions for the future.

Find out more about our plans in these pages.

**Linda McCord, chair,  
West Midlands Bus Alliance**

## Continuously improving bus services

The West Midlands Bus Alliance is committed to improving bus services in the region and continually raising customer satisfaction.

We will do this as a way of encouraging less use of the car, cutting pollution and protecting our environment.

Our focus is on making bus travel in the West Midlands cleaner, greener, safer and faster.

Our Transforming Bus Travel programme sets out our priorities to 2020 to invest in new buses and new forms of bus service, such as Sprint, extend the Swift smart card and other ticket options, and build upon the partnership working and best practice that already exists.

To help us achieve these priorities we have identified our core 50 deliverables which all partners within the alliance are committed to.

These deliverables are not exhaustive and we remain alive to changes in customer experience and expectations.

We will ensure that everything we do is within the context of the West Midlands Combined Authority's wider priorities and plans for the region, such as supporting the growth of our economy through greater connectivity.

The Bus Alliance Board will continue to oversee delivery of the objectives and update this programme as we journey together towards 2020.

## Tackle congestion and make bus journeys quicker



1. We will continue to implement highways short term priority measures to tackle bottlenecks and congestion.
2. We will continue to work together to keep the highways clear by improving enforcement of bus lanes, bus stops and mitigating the impact of utility works.
3. We will develop a network resilience strategy to reduce the construction impact of major developments and infrastructure.
4. We will increase co-operation through continued co-location of bus operator staff in urban traffic control centres and the Bus Alliance Office.
5. We will openly share data on punctuality and bus speeds to improve highways and speed up journeys.
6. From 2018, we will employ a Birmingham City Centre manager to mitigate the effects of central Birmingham developments such as HS2 and Midland Metro.
7. We will develop a highways implementation strategy including bidding for upgrade funding from local and national sources.

## Improve bus emissions standards



8. By May 2020, bus operators will have invested in at least 350 environmentally-friendly new vehicles.
9. By May 2020, all buses operating across the region will be at least Euro V.
10. We will use the powers in the Bus Services Act 2017 to implement local action to tackle air quality issues.
11. By May 2020, we will pilot zero emission buses (such as electric or hydrogen) on at least two corridors.

## Make bus travel more attractive for young people



12. TfWM will continue to run the Child Concessionary Fares Scheme, which ensures discounted travel for all 5-16 year olds.
13. From Autumn 2017 TfWM will extend discounted travel to all 17-18 year olds born after 31 August 1999, including apprentices and those not in education.

## Make bus journeys better value



14. We will limit fare rises to no more than inflationary levels to reflect the impact on bus operating costs.
15. Bus operators will consult with TfWM before implementing fare rises.
16. We will introduce daily fare capping, using both contactless and Swift, on all services from 2019.
17. We will continue to work to reduce fares and introduce new offers to grow patronage.
18. We will restrict annual departure charge increases from bus stations to no more than inflationary levels.
19. We will revamp and enhance the Workwise scheme which offers discounted travel to jobseekers.

## Make it easier to buy a ticket



20. We will rollout new ways to pay, such as EMV (contactless payment) and m-ticketing to all buses by May 2020.
21. We will invest a minimum 1% of Swift commission into digital ticketing innovations.
22. We will continue to display relevant fare information at bus stops.
23. We will develop our apps to make it easier to find the actual cost of a journey.

## Make it easier to catch the bus



### Through simpler network branding:

24. We will look at opportunities to create a single look and feel for all public transport across the West Midlands.
25. From 2017, we will work towards introducing a colour-coded network map covering all modes of public transport.
26. From January 2018, we will extend and co-ordinate route-specific colours to buses, bus stops and information.

### Through better information:

27. We will develop and support journey planning apps to make it easier to plan your journey.
28. We will undertake joined-up public transport marketing, with a pooled marketing budget, from 2018.
29. From 2017, we will explore opportunities to co-ordinate services between operators to make better use of resources and simplify the network, through route-based partnership agreements.
30. We will engage and consult with the West Midlands Rail franchise holder and Midland Metro operator at least once a quarter on issues including timetable changes, interchange facilities and multi-modal ticketing; and will ensure up to date bus, rail and Metro information is available at interchanges.
31. From 2018 every brand new bus ordered will feature next-stop audio-visual announcements.
32. We will ensure every bus is tracked and provides real time information at suitably-equipped bus stops, on apps and online.
33. We will improve the accuracy of real time displays at bus stops and produce monthly KPI reports.

## Shape the bus network to deliver economic growth



34. We will create Network Development Plans to guide network changes and support growth on an area-by-area basis across the whole region.
35. We will agree and adhere to a consultation process with the public and stakeholders on all network changes; including at least four weeks communication prior to the registration date.
36. We will work together to maintain a sustainable and accessible bus network within our defined access standards.
37. We will continue to engage and discuss the development and delivery of Sprint and support the early implementation of the associated bus priority measures.

## Make it more pleasant to travel by bus



### By upgrading bus stops and interchanges:

38. By April 2018, we will refurbish Walsall bus station to enhance the customer experience.
39. We will upgrade Dudley bus station to include a Midland Metro interchange, as part of the Metro extension to Merry Hill.
40. By 2020 we will have invested a minimum of £1m to improve bus stop infrastructure, including bus shelters and bus stop clearways.

### **By making it easier to feed back:**

41. We will introduce a Customer Charter, so customers know what they can expect from us.
42. We will pilot providing a refund if you're not completely satisfied with the service you receive.
43. From March 2018, we will introduce a system to rate your journey via an app.
44. We will introduce a joined-up social media strategy to provide disruption information and advice.
45. From January 2018, we will simplify and align our customer contact channels to give a prompt and joined-up response.

### **By engaging staff:**

46. From May 2019, we will roll-out enhanced training to cover all frontline staff and progression programmes over and above the driver CPC.
47. We will roll-out enhanced safety processes such as telematics and accident management video cameras to assist frontline staff.
48. Managers from TfWM and bus operators will 'adopt a bus route' – riding the service, talking to staff and customers and feeding back on ways to improve it.

### **By reducing crime and anti-social behaviour:**

49. We will continue to fund and enhance the Safer Travel Partnership, increasing the number of police officers patrolling our network, supported by the best CCTV and technology.
50. We will continue to lobby government through the Mayor to seek greater devolved powers to tackle anti-social behaviour and fare evasion.



16 Summer Lane, Birmingham, B19 3SD  
[www.wmca.org.uk](http://www.wmca.org.uk)

