

**Board Meeting Bus
Passenger Link Paper**

Jul 10 BM 9.1

Contains restricted or confidential information?	Yes <input type="checkbox"/>
	No <input checked="" type="checkbox"/>



If confidential, protective marking¹	
Date of Meeting	14 July 2010
Agenda Item	9.1
Report Title	North East/Yorkshire and the Humber overview
Sponsor	David Sidebottom
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1. Passenger Focus objectives

1. To demonstrate improved bus punctuality by working with operators and funders of local bus services to publish performance and identify areas of poor performance
2. To work with operators and funders to ensure local service provision meets passengers' reasonable requirements
3. To measure increased passenger satisfaction with attitude and helpfulness of bus drivers
4. To bring about improvements in the complaints handling and appeals process
5. To understand the needs of tram passengers in the Nexus and South Yorkshire Passenger Transport Executive areas

2. Reasons for objectives

All of these objectives except numbers four and five are based on the Passenger Priorities Research published in March 2010 and reflect key findings from the North East and Yorkshire and the Humber regions.

3. Progress report

Bus Passenger Survey

The priority for our work in the two regions has focused solely on presenting the results of the Bus Passenger Survey research to operators and Passenger Transport Executives (PTE) in the South and West Yorkshire areas ahead of publication in mid-July 2010.

Pending the return of Kerry Williamson (Passenger Link Manager) from maternity leave in mid-July I asked Julie Warburton (Passenger Link Manager) to temporarily cover responsibility for bus, coach and tram passenger representation in these two additional areas of the country.

Over the last four weeks we have met with and presented research results to:

- South Yorkshire PTE – Director General and Director of Customer Experience
- West Yorkshire PTE – Director of Passenger Services
- First South Yorkshire – Managing Director and senior team
- Arriva Yorkshire – Managing Director
- Stagecoach South Yorkshire – Managing Director
- First North and West Yorkshire – Managing Director and senior team

¹ ie RESTRICTED plus COMMERCIAL / POLICY / STAFF / PERSONAL PROTECT

As in other areas of the country the results of our work have been very well received and ensured that the working relationship between operators and authorities in these areas and Passenger Focus gets off to a positive and constructive start.

For example West Yorkshire PTE (Metro) is very interested in the results of our work where passengers have indicated poor levels of satisfaction with the amount of litter at bus stops. This is not an area of performance captured by the PTEs own passenger satisfaction research. As a result the PTE are now looking at the evidence in greater detail to enable them to raise the issue with street cleaning contractors and relevant highway agencies.

In addition Metro has invited Passenger Focus back to present the full results of our passenger satisfaction research to the next meeting of their management team. This will give us good exposure at an operational level to influence journey improvements for passengers.

Follow-up meetings with operators and the PTEs have been arranged for Kerry to attend when she returns to progress actions arising from the research findings.

In addition to the operators and the two PTEs in South and West Yorkshire additional meetings are being arranged for Kerry with:

- Nexus PTE
- Go North East (operator)
- Traffic Commissioner North East
- Transport officers in North Yorkshire and Humberside
- Government Office North East and Yorkshire and Humber

4. Other issues

South Yorkshire Integrated Transport Authority and South Yorkshire Passenger Transport Executive are currently consulting with the public over their vision for bus travel in South Rotherham and Sheffield. Their vision includes proposals that aim to make bus travel more attractive to counteract declining bus patronage and resultant increased traffic congestion, slower journey times, increased fares and, the PTE believe, falling levels of bus passenger satisfaction.

The vision includes making improvements to the bus network to help improve punctuality and reliability, introducing a new bus fleet and a simplified fare system with discounts for passengers who use a pay-as-you-go smartcard. This will allow for improved bus connectivity with the ability for passengers to use one ticket. The vision also seeks to improved security and offer passengers a single contact point for all travel enquiries in South Yorkshire.

The consultation is being run from 14 June to 3 September 2010 and Passenger Focus will submit an evidence based response based on our Bus Passenger Satisfaction Survey and Passenger Priorities research.

5. Confidential issues (optional)

None