

Appendix 5

Mechanisms for Delivery of the Strategy

and links to LTP Priorities

Easy

1 = can do

2 = helps with the process

3 = could be of some assistance

Strategy	Metro alone	Ticketing scheme	Voluntary Partnership or Code of Practice	Statutory Quality Partnership	Quality Contract	Linked to LTP priority
Reducing the number of service change dates			1	1	1	Accessibility Asset management Congestion
Ensuring that end dates can be posted on timetables			1	1	1	Accessibility Congestion
Introducing common holistic branding with local sub-brands			2		1	Accessibility Congestion
Simplifying ticketing with validity based on time/distance	3	1			1	Accessibility Congestion
All tickets valid on all operators' services		2			1	Accessibility Congestion
Common fares for similar journeys	3	2			1	Accessibility Congestion
Simplification of routes through network review	3		2	2	1	Accessibility Congestion
Providing in-bus information			1	1	1	Accessibility Congestion Safer roads
Improved information about interchange points	1		1	1	1	Accessibility Congestion Safer roads
Providing information at every stop	1		1	1	1	Accessibility Congestion Safer roads

Accessible

1 = can do

2 = helps with the process

3 = could be of some assistance

Strategy	Metro alone	Ticketing scheme	Voluntary Partnership or Code of Practice	Statutory Quality Partnership	Quality Contract	Linked to LTP priority
Investment in new vehicles	1		1	1	1	Accessibility Air quality Asset management Congestion Safer roads
Ensuring that Bus Stations are DDA compliant	1		1	1	1	Accessibility Asset management Congestion
Improving accessibility to stops	1		1	1	1	Accessibility Asset management Congestion Safer roads
Signage meets DDA standards	1		1	1	1	Accessibility Asset management Congestion
A programme of network review to improve accessibility for socially disadvantaged groups	1		1	1	1	Accessibility Congestion
Network principles of core and secondary frequencies	2		1	1	1	Accessibility Congestion
Improve opportunities for interchange	1		1	1	1	Accessibility Asset management Congestion
Exploring the role of demand responsive services	1		1	1	1	Accessibility Congestion Safer roads

Strategy	Metro alone	Ticketing scheme	Voluntary Partnership or Code of Practice	Statutory Quality Partnership	Quality Contract	Linked to LTP priority
Seeking funding for Community Transport	1		1	1	1	Accessibility Congestion Safer roads
Implementing Metro's accessibility strategy	3		2	2	1	Accessibility Asset management Congestion Safer roads
Making interchange easier through ticketing and timetable co-ordination	3	2	2		1	Accessibility Congestion
Influencing land use planning and developer contributions	1		1	1	1	Accessibility Air quality Asset management Congestion Safer roads

Attractive

1 = can do

2 = helps with the process

3 = could be of some assistance

Strategy	Metro alone	Ticketing scheme	Voluntary Partnership or Code of Practice	Statutory Quality Partnership	Quality Contract	Linked to LTP priority
Developing a holistic brand			2	2	1	Accessibility Congestion
Improving the customer/driver interface	2		1	1	1	Accessibility Congestion Safer roads
Adopting a common compensation policy	3		1	1	1	Accessibility Asset management Congestion Safer roads
Developing products for market segmentation	2	1	1	1	1	Accessibility Congestion
Developing a bus customer programme to benefit regular users/key customer groups	1	1	1	1	1	Accessibility Asset management Congestion
Ensuring complaints are dealt with to common standards	2		1	1	1	Accessibility Asset management Congestion
Developing Yellow Bus and other educational initiatives	1		1	1	1	Accessibility Air quality Asset management Congestion Safer roads

Reliable

1 = can do

2 = helps with the process

3 = could be of some assistance

Strategy	Metro alone	Ticketing scheme	Voluntary Partnership or Code of Practice	Statutory Quality Partnership	Quality Contract	Linked to LTP priority
Simplifying fares and ticketing to reduce boarding times	3	1			1	Accessibility Asset management Congestion
Introducing a performance incentive regime on supported services	1				1	Asset management
Introducing punctuality improvement plans	3		1	1	1	Accessibility Asset management Congestion
Improving the enforcement of Bus Priority	1		1	1	1	Accessibility Congestion Safer roads
Setting targets for journey time reductions	3		1	1	1	Accessibility Asset management
Addressing skills issues and recruitment and retention	3		1	1	1	Accessibility Asset management Congestion Safer roads

Affordable

1 = can do

2 = helps with the process

3 = could be of some assistance

Strategy	Metro alone	Ticketing scheme	Voluntary Partnership or Code of Practice	Statutory Quality Partnership	Quality Contract	Linked to LTP priority
Keeping fares to the general rate of inflation	3	1	3		1	Accessibility Congestion
Introducing ticketing to meet the needs of part-time and occasional travellers	3	1			1	Accessibility Congestion
Introducing special tickets to help socially disadvantaged groups	3	1			1	Accessibility Congestion
Simplification of fares	3	1			1	Accessibility Congestion
Greater market segmentation for the elderly and young	1	1			1	Accessibility Congestion
Reducing the penalty for interchange	3	1			1	Accessibility Congestion

Efficient

1 = can do

2 = helps with the process

3 = could be of some assistance

Strategy	Metro alone	Ticketing scheme	Voluntary Partnership or Code of Practice	Statutory Quality Partnership	Quality Contract	Linked to LTP priority
Improving competition for supported services	1				1	Accessibility Asset management
Setting higher standards for all services including supported services	2		1	1	1	Accessibility Asset management Congestion
Measures to reduce delays and improve vehicle utilisation	3	2	2	2	1	Accessibility Asset management Congestion
Explore new opportunities for partnership working with District Councils	1		1	1	1	Asset management
Review networks to optimise utilisation of vehicles and staff	3		3	3	1	Accessibility Asset management Congestion
Improved traffic management and TRO's.	1		1	1	1	Accessibility Asset management Congestion
Ensuring maximisation of benefits with equivalent investment	3	3	1	1	1	Asset management

Safe

1 = can do

2 = helps with the process

3 = could be of some assistance

Strategy	Metro alone	Ticketing scheme	Voluntary Partnership or Code of Practice	Statutory Quality Partnership	Quality Contract	Linked to LTP priority
Implementing CCTV on all buses and at key interchanges	2		1	1	1	Accessibility Asset management Congestion Safer roads
Developing campaigns to modify the perception of bus travel	1		1	2	1	Accessibility Congestion Safer roads
Introducing more demand responsive services especially at night	1		1	1	1	Accessibility Congestion Safer roads
Greater partnership working and pooling of resources		2	1	1	1	Asset management Safer roads
Setting up a rapid response team	1		1	1	1	Accessibility Asset management Safer roads
Implementing improvements in vehicle design	3		1	1	1	Accessibility Congestion Safer roads
Continue to improve the design and management of interchanges	1		1	1	1	Accessibility Congestion Safer roads
Continue to implement more high quality stops	1		1	1	1	Accessibility Congestion Safer roads