

INTRODUCTION

7.1 The strategy seeks to build on existing services to develop high quality public transport, both as an attractive alternative to the private car and to meet social needs. We are committed to the continuing development of strong partnerships to ensure that the different organisations involved act in a co-ordinated way to improve all aspects of the public transport journey. The main responsibilities are outlined in Table 7.1 below. In the following sections, each key stage of a journey is considered in turn, starting with obtaining information about services. Issues that are affected by a number of aspects of the journey for example interchange between services are then discussed.

Metro

Information, promotion, bus stations, shelters and stops, tendered services, rail franchise management, light rail development, administration of pre-paid tickets, concessionary fares, coordination, personal security.

Bus operators

Bus services, some bus stations, vehicles, on-board staff, information, promotion, tickets, personal security.

Rail Operators and Railtrack

Rail services, track and signalling, stations, vehicles, on-board and station staff, information, promotion, tickets, personal security. District Councils Bus priorities, kerb heights, parking restrictions, pedestrian routes, land use policy and development control, environmental policy, personal security.

Police

Enforcement of bus priorities and parking restrictions, personal security.

Table 7.1 Responsibilities for Public Transport Provision

“If I had a suitable, reliable, cheap and clean alternative method of travelling from home to work I would use it”

INFORMATION



The provision of information is vital if public transport is to become more accessible. In West Yorkshire a variety of high quality methods are utilised.

7.2 Easily available and user friendly information helps people to understand the extent of the public transport network and how it can meet their needs. We are committed to making up to date public transport information readily accessible to

all, at all times, in easily understood formats, using a range of high quality products.

Strategy

7.3 We will build on the current comprehensive information service which comprises:

- printed timetables for all bus and train services, distributed through more than 400 outlets;
- a network of travel centres in main bus stations, open from 8am to 6pm, giving information and selling a range of tickets;
- the Metroline telephone information bureau, now open from 8am to 8pm and handling around 540,000 calls a year;
- 13 touch screen information kiosks in prime locations giving 24 hour access to comprehensive bus and rail information;
- electronic display screens at main rail stations and Leeds bus station;
- public announcements at rail stations;
- an internet website (www.metro-wyorks.co.uk) giving access to timetables and journey planning software and other information on public transport in West Yorkshire;
- timetable displays at 85 bus and rail stations and around 5000 bus stops;
- provision for the needs of disabled people, including large print and Braille timetables, minicom facilities, pilot use of electronic audible information at bus stations and bus points and disability awareness training for information staff;
- promotional and pro-active public relations activities;
- promotional material provided by bus and rail operators.

7.4 Developments in information services are taking place within the framework set for the National Public Transport Information System (PTI 2000). Metro received a grant of £70,000 in March 1999 towards developing its enquiry system and has played a lead role in the development of the Yorkshire Regional Transport Information Partnership, "Yorkshire TravelNET", formed by local authorities and some bus operators. This has already made use of the national enquiry number, from November 1999, offering service from Metroline and three other call centres to North Yorkshire county area which previously had no telephone inquiry service, expanding to services throughout Yorkshire from 1 April 2000. A regional website has also been established. Enquiries from West Yorkshire made between 7-8am and 8-10pm are diverted to SYPTE's call centre. A funding award of £150,000 to the partnership should enable a map based enquiry system to be developed for use in the call centres and on the website by September 2000.

7.5 We intend to develop our information and promotional services further by:

- improving the user-friendliness of printed information, for example in the design of information at bus stops and by providing personalised travel information;
- increasing use of electronic displays, including real time information;
- using developments in information and communications technology, such as the internet, mobile phones and digital television, to provide more accessible and comprehensive information;
- providing multi-modal information, with developments towards this being considered within an EU funded research project, TRIDENT, and as part of the EU

funded regional TARGET project (see Chapter 12);

- securing, through partnership, increased operator contributions to fund improvements;
- using the results of a current Best Value review to target resources more effectively in line with user needs.

TICKETING

Objectives

7.6 Pre-paid, multi-modal, multi-company tickets provide an efficient means of using the public transport network and encourage greater public transport use. We wish to expand their use by extending their range and scope to provide a comprehensive, understandable system to meet the needs of different users of public transport.

“Make it easier to buy Metrocards”

Strategy

7.7 We wish to build and improve on current provision, which includes:

- tickets administered by Metro, with weekly, monthly, quarterly and annual MetroCards, off peak DayRovers and MetroRovers (for unemployed people);
- a cross-boundary MetroMaster ticket for bus travel in West and South Yorkshire;
- a variety of tickets provided by individual operators, including First Group’s national pilot of smartcard ticketing in Bradford.

7.8 Future improvements are planned through:

- use of the powers provided by the Transport Act to encourage the development of a broad range of multi-company tickets, with prices bearing a

sensible relationship to single company tickets;

- extension of the scope of cross-boundary tickets with neighbouring authorities;
- increased off-vehicle sales, including purchase via Metroline and the internet;
- the introduction of a comprehensive Smartcard ticketing system, incorporating pre-paid tickets and concessionary travel.

Smartcards

7.9 Smartcard technology offers a number of potential advantages for public transport tickets and service planning, including:

- facilitating through ticketing between different services;
- providing a range of prepaid ticketing options, such as discounted multi-journey tickets for those for whom Metrocards are not an economic option;
- speedy, efficient boarding arrangements for passengers;
- comprehensive journey records for management information and research purposes for both operators and authorities.

7.10 Metro is leading the Integrated Transport Smartcard Organisation (ITSO) in developing national implementation standards for inter-operable smartcard systems for public transport. Metro is also working closely with South Yorkshire Passenger Transport Executive, other authorities within the Yorkshire and Humber region and the bus operators on the early introduction of a smartcard system for the Yorkshire and Humber region. Expressions of interest from consortia of potential suppliers have already been invited by way of an invitation published in the Official Journal of the European Commission and it is intended to select a preferred supplier by

January 2001. Partnerships are also being considered with other regions and with bus and rail operators for national pilots and testing of the ITSO specification.

PASSENGER WAITING FACILITIES

Objectives

7.11 The quality, state of maintenance and general ambience of the facilities where people wait for and board buses and trains contribute significantly to the overall image of public transport.

“Bus stations must have proper facilities, including toilets, and warm waiting rooms with information“

Strategy

7.12 We are working to improve these facilities by:

- upgrading all bus stations to modern standards, with monitored CCTV coverage, electronic departure information and accessible facilities for disabled people;
- providing new shelters, particularly to complement other measures to improve the quality of bus services along corridors and in town and city centres;
- improving standards of maintenance of bus stations and shelters by implementing the results of an early Best Value service review;
- working in partnership with Railtrack and the train operating companies to improve rail stations.

BUS

Objectives

7.13 As the dominant public transport mode, buses are central to our overall objective of developing a high quality, integrated public transport system which provides an attractive alternative to the private car and meets social needs.

Strategy

7.14 A comprehensive West Yorkshire Bus Strategy is included in the appendices to this document. This has been developed in consultation with the bus operators and has been the subject of specific consultation with Passenger Consultative Committees. In addition to other initiatives reported elsewhere in this chapter, we propose to improve the quality of bus services through:

- the ongoing introduction of bus priority measures;
- establishing standards for the reliability of bus services;
- reviewing the bus network with the operators, with the objective of improving its coverage, in particular through a core network of 10 minute frequency services;
- encouraging the introduction of modern low floor buses;
- staff training to improve standards of customer care;
- Quality Partnerships, committing the bus operators, Metro, District Councils and the Police to work together to provide better services;
- Quality Contracts where this is the only practicable means of achieving the required level of service;
- financial support for socially necessary services;
- monitoring punctuality and reliability in comparison with set targets;

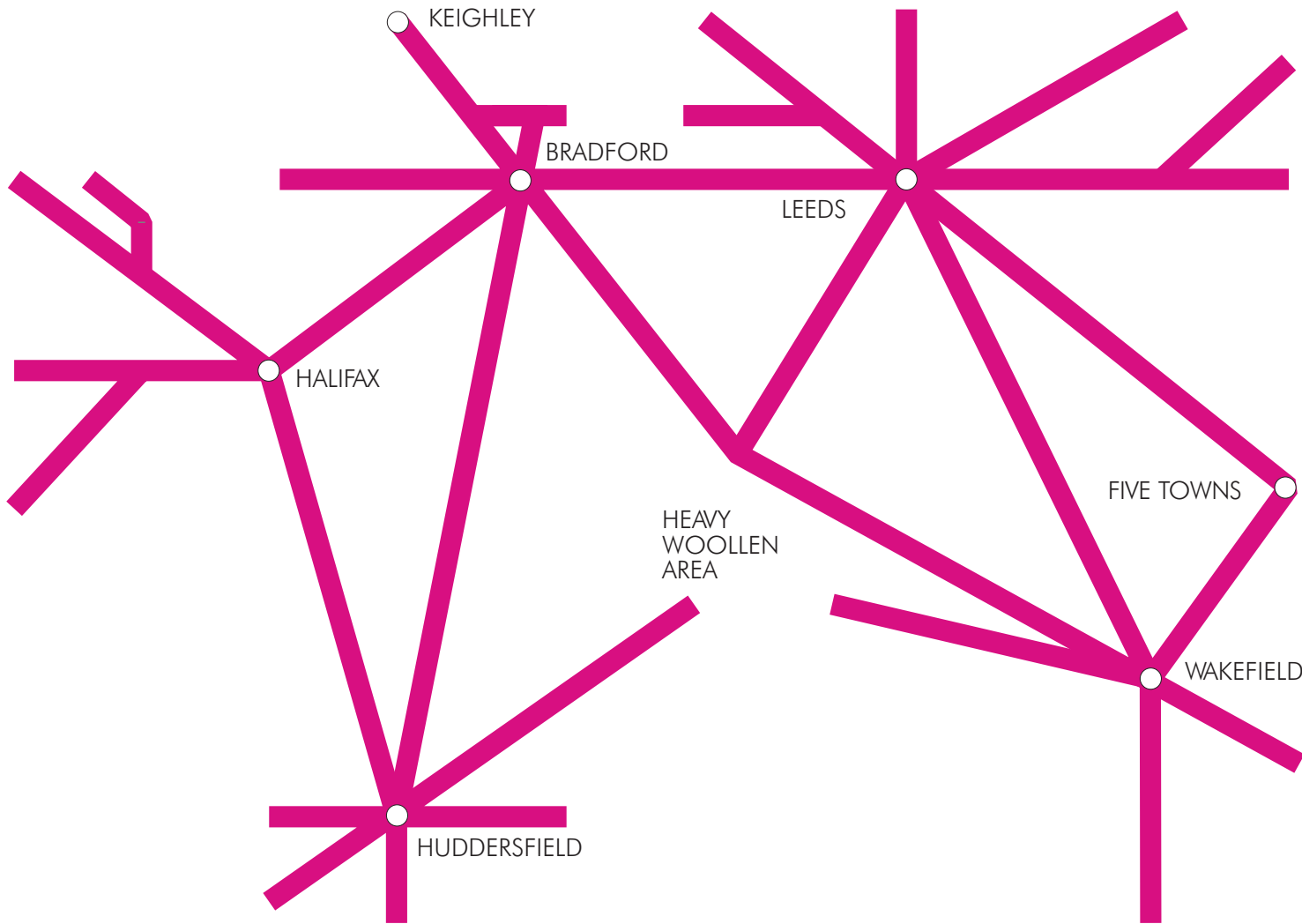


Fig. 7.1 Proposed Quality Bus Network

- improving facilities for people with impaired mobility (see Chapter 10);
- integration with health and community transport services (opportunities expected to be considered by a cross-cutting Best Value review).

7.15 The Bus Strategy includes the development of a comprehensive network of high quality bus routes, reflecting the core high frequency network and the Plan's economic, social and environmental objectives. The network, shown on figure 7.1, will be developed through investment (in bus priority measures, bus stop infrastructure and low floor accessible vehicles) and would be underpinned by Quality Bus Partnership agreements.

Quality Partnerships

7.16 A systematic approach to the formation of Quality Partnerships between the local authorities, the bus operators and the police has been developed. A broad statement of principles was agreed at a West Yorkshire level and developed through more detailed agreements within each of the five districts.



The A61 Guided Bus scheme provides a high level of bus priority which has been matched by investment in new buses and improved bus frequencies.

7.17 We have shown how partnerships can bring better services, most notably through the groundbreaking A61 Scott Hall Road Guided Bus scheme, but also through a number of other corridor improvement schemes across West Yorkshire. The first formal agreement was signed for the Wakefield Road corridor in Huddersfield. We have also secured significant operator contributions to infrastructure costs.

7.18 A framework for the development of Quality Partnership corridors has been developed. It recognises that there are a range of corridor types in West Yorkshire and the types of action appropriate for one corridor may not be appropriate for another. In recognition of this, corridors for a quality partnership approach are classified as follows, with increasing levels of investment and commitment expected from each of the partners.

Standard - significant bus flows but few congestion problems; no priority measures proposed but other infrastructure and service improvements required (e.g. Keighley Road, Halifax).

Priority - significant bus flows and some congestion problems; bus priority and other infrastructure and service improvements proposed (e.g. Lockwood Road, Huddersfield, Manningham Lane, Bradford).

Prestige - important corridors, extensive bus priority measures and wide range of other improvements proposed (e.g. York Road, Leeds and Manchester Road, Bradford).

"I am a Londoner and I think the public transport up here is good and remarkably cheap"

Quality Contracts

7.19 The Transport Act will give authorities the power to introduce Quality Contracts where this is the only practicable means of achieving the required level of service to meet the objectives of their Bus Strategy. Under these contracts, the services for a particular area would be specified and a contract let to franchise these services to a single operator. We intend to implement the Bus Strategy through partnership working. However, in some circumstances, the powers to implement Quality Contracts may need to be used if policies or standards cannot be delivered through effective partnership working. Examples might be where it did not prove possible to secure improvements to bus services in line with our framework or where this was the only practicable way to ensure integration with heavy or light rail services.

Subsidised services

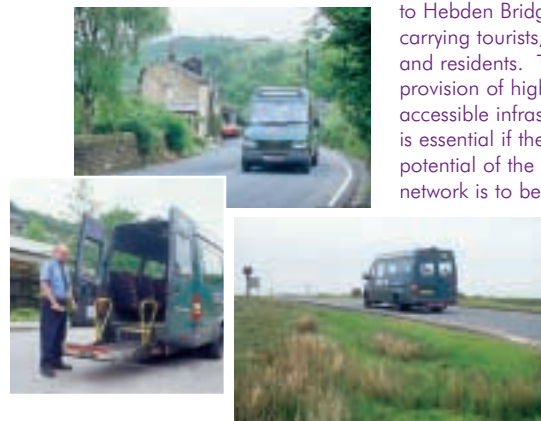
7.20 Over 60 per cent of bus routes have some element of subsidy, usually to extend the period of service into early mornings, evenings and at weekends in order to improve the attractiveness and usefulness of the commercial element of the service. Routes with no element of commercial operation are also funded where a need has been identified which meets current policies. Tendered services are provided within value for money criteria set by WYPTA.

RURAL TRANSPORT

Objectives

7.21 West Yorkshire has extensive rural areas where the level of service (reflecting relatively low demand) does not necessarily provide attractive alternatives to the car or fully meet social needs. Specific actions are required to address these issues.

This is a subsidised service from Huddersfield to Hebden Bridge carrying tourists, visitors and residents. The provision of high quality, accessible infrastructure is essential if the potential of the rail network is to be realised.



Strategy

7.22 Metro has established a Rural Bus team who review and develop the rural bus network in partnership with the local community. They are addressing rural issues by:

- improving interchange between different bus and train services;
- utilising accessible taxis, people carriers etc. to meet local needs;
- designing services in consultation with local communities to meet local needs;
- providing accessible public transport information to all members of the community;
- securing vehicles which portray a quality image of public transport;
- providing cycle lockers at rural interchanges and schools;
- considering the role that can be played by community transport resources.

7.23 Rural Bus Grant has facilitated the provision of 19 additional or modified bus services that have so far resulted in over 160,000 additional bus journeys. Their success is confirmed by user surveys, which show that they are used by a broad range of residents for a variety of journey purposes and passengers are having increasing confidence that buses can help to meet their travel needs. Services generally have:

- wheelchair accessibility;
- parcel and message handling facilities;
- communication with the driver for pre-booking and travel enquiry services;
- specially liveried, easily identifiable vehicles;
- local drivers who have received disability awareness training;
- demand responsive routing and boarding and alighting points.

7.24 Rural Challenge has enabled comprehensive bus/rail interchange facilities to be provided at Denby Dale, with real time information to be implemented shortly. The scope for developing similar facilities elsewhere will be considered.

7.25 Kirklees and Calderdale Councils have appointed Rural Transport Development Officers as part of three-year projects with funding from the Rural Transport Partnership Fund administered by the Countryside Agency. They are liaising with local communities to identify unmet needs and set up community transport and other initiatives with 75% funding from the project. Liaison with local bus companies and Metro to ensure that proposals are integrated with more mainstream services is an important aspect of the projects.

RAIL

Objectives

7.26 Rail has an important contribution to make to meeting our overall objective of developing a high quality, integrated public transport system which provides an attractive alternative to the private car and meets social needs. Rail can be particularly successful in attracting those with access to a car for journeys where it provides an alternative.



The opening of Brighouse station shows investment in rail infrastructure, this is a key part of the Plan proposals.

Strategy

7.27 In addition to the other initiatives reported elsewhere in this chapter, we propose to maintain and develop rail services by:

- carefully monitoring the performance of franchisees to ensure that contracts are fully delivered, particularly in terms of providing peak capacity;
- securing additional rolling stock to meet immediate and forecast passenger demand;
- expanding the rail network by opening new stations;
- developing new services and improving the frequency of existing services, in particular taking advantage of the opportunities to expand services opened up by the Railtrack 'Leeds 1st' major improvements;
- improving station facilities in partnership

with the rail industry with a particular emphasis on accessibility, security and information provision;

- improving pedestrian routes to/from stations;
- maintaining and improving the standard and quality of service;
- continuing to offer fares which represent good value for money.

7.28 A comprehensive plan to implement this approach on a line-by-line basis has been developed in RailPlan 5. We intend to implement this plan in partnership with the Strategic Rail Authority, Railtrack and the train operating companies, with appropriate sharing of costs between the public and private sectors. Application of this approach has already secured the jointly financed upgrading of many passenger facilities in West Yorkshire.

LIGHT RAIL

“The Tram running on dedicated lines is the only solution to the problem”



Leeds Supertram is a fundamental part of the transport strategy.

Objectives

7.29 Light rail systems can provide efficient, high capacity public transport along corridors of travel with high demand for travel. Given the importance of the economy of Leeds to the sub-region as a whole (see Chapter 2), a key challenge for

the Local Transport Plan is to support economic growth in Leeds and provide access to employment opportunities in a sustainable manner. As part of our overall strategy for developing high quality public transport, consideration has therefore been given to a light rail (Supertram) network, in order to:

- help sustain continued economic growth in the city centre without adding to radial capacity or allowing traffic congestion to continue to increase;
- provide a high quality, high capacity public transport system linked with park and ride sites on radial routes into the city centre.

Strategy

7.30 Initially, a three line network has been examined, covering routes that could not be served by the heavy rail network. This is described in more detail in Chapter 17. Independent consultants have confirmed that Supertram is the only mode that can effectively and efficiently add to the capacity of the transport system in a sustainable way. It would also be an essential element of the enhanced public transport system that would be necessary if Leeds City Council were to pursue proposals for Road User Charging, as set out in Chapter 11.

7.31 In the longer term, we would seek to expand this network, subject to feasibility studies to be carried out early in the Plan period.

TAXIS AND PRIVATE HIRE VEHICLES

Objectives

7.32 The flexibility of taxis (Hackney Carriages) and Private Hire Vehicles means that they can fulfil an important role within an integrated public transport

service by, for example, providing local links between bus or rail services and at the end of long distance bus or rail services which service town centres. They can, in some circumstances, provide tendering authorities with a good value method of providing rural area services, schools transport, door-to-door services for disabled people and services to destinations that would be inaccessible to larger vehicles.

Strategy

7.33 We will work to further integrate taxis and private hire vehicles into the overall public transport system by:

- using the licensing system to ensure the provision of safe, reliable taxis and private hire vehicles and a supply of taxis, operating throughout each licensing authority area, that continues to closely match the demand;
- working towards providing taxi ranks at all important interchanges and at key locations within town and city centres, including provision of taxi rank shelters where appropriate;
- providing specific, signed hailing points where demand is sufficient but kerb space cannot be provided for a taxi rank;
- encouraging greater provision of accessible taxis and providing accessible taxi ranks;
- encouraging formal arrangements for the shared use of taxis
- considering the requirements for taxi access within town and city centres as part of traffic management proposals;
- ensuring that rail passengers have access to information about taxi and private hire services at the end of their journeys;
- encouraging taxi operators to tender for low demand public transport services;
- exploring ways by which taxi and private

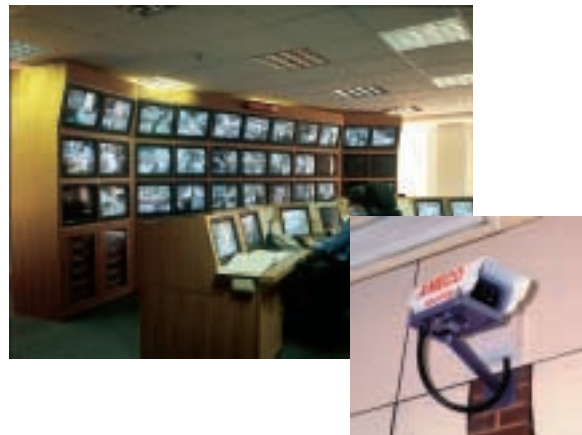
hire vehicle operators could be encouraged to make use of alternative fuels, such as LPG, to reduce exhaust emissions in sensitive areas.

SAFETY AND SECURITY

Objectives

7.34 Concerns about personal security deter many people from travelling by public transport especially after dark. We wish to ensure that people feel safe and are safe when they travel by public transport.

Strategy



The CCTV control room at Metro provides monitored coverage at Metro bus stations.

7.35 Existing achievements to improve safety will be consolidated and developed through a strategy for securing personal safety for transport users. As well as covering the needs of the general public it will identify and cater for the particular needs of vulnerable groups, including women, elderly and disabled people and members of ethnic minority communities.

7.36 We are working to improve safety and security by:

- taking account of safety and security in the design and provision of new facilities;
- providing security staff on duty at larger bus and rail stations;
- monitored CCTV coverage at Metro bus stations and many rail stations;
- publicity and educational campaigns;
- piloting a safety audit approach on a number of public transport corridors and investigating means of improving safety throughout the door-to-door journey.

7.37 A more comprehensive, longer-term strategy will be developed in consultation with operators and the public. A half-day consultation conference has already been held. Metro is an active participant in each of the West Yorkshire Districts' Crime and Disorder Partnerships and through them the exchange of information with the railway systems of Railtrack, the train operating companies and British Transport Police shared expertise and resources will be developed and maximised.

“There should be better facilities for leaving bikes at train stations and in town centres, with security guards”

INTERCHANGE

Objectives

7.38 Easy interchange is essential if people are to make full use of the public transport network. We wish to reduce barriers to interchange caused by:

- poorly connecting services;
- lack of information about connecting services;
- uncertainty about the reliability of connecting (particularly less frequent) services;

- high costs caused by the need to buy separate tickets for each journey stage;
- concerns about safety and the quality of the environment at stops and stations;
- the availability and security of facilities for parking cars, motorcycles or bicycles;
- uncertainty about whether permission will be given to carry cycles on trains.

Strategy

7.39 We will address these issues in a number of ways:

- using the guidance and checklist produced by the Institute of Logistics and Transport to identify potential interchange opportunities and to audit and improve interchange facilities;
- examining service patterns in partnership with the operators and promoting specific connecting services, within the framework set by the Competition Act;



The Otley to Menston Railway station service has been enhanced with a Rural Quality Partnership.

- improving the quality and availability of information, and considering promoting a network of frequent services;
- tackling lack of reliability issues through quality partnerships and service monitoring;
- developing the availability of single journey through ticketing on all services which will be particularly facilitated by ITSO standard smartcards;

PUBLIC TRANSPORT

- developing new bus/rail and bus interchanges at the busiest on-street locations, with passenger shelters and information provision, and addressing personal safety through a comprehensive strategy;
- taking cost-effective opportunities to expand provision of park and ride at rail stations and developing the role of bus based park and ride;
- providing secure cycle lockers at bus and rail stations, working with the train operators for cycles to be able to be carried free of charge on as many services as possible and considering the potential for carrying cycles on buses.

“All trains should be able to carry bikes”