

# **West Midlands Bus Alliance**

## **Birmingham City Council**

Sustainability & Transport Overview & Scrutiny Committee

Pete Bond – Director of Integrated Network Services  
Transport for West Midlands

# Why a Vision for Bus?

Public transport is essential for inclusive growth

4 out of 5 public transport journeys in the region are taken by bus – 267m bus journeys per annum (8m growth)

Bus network facing challenges;

- Decreasing speed, reliability and accessibility
- Negative perceptions of bus usage (*founded and unfounded*)
- Investment levels in bus are lower than other modes

New powers within in the Bus Services Act 2017

## Strategic Vision for Bus



***Vision for Bus  
presents an  
opportunity to help  
bus thrive in the  
region***



# The Metropolitan Authorities' Vision

Birmingham, Coventry, Dudley, Sandwell, Solihull, Walsall and Wolverhampton

*“A world-class integrated, reliable, zero emission transport system providing inclusive travel for all across the West Midlands.*

*With excellent customer service and simple payment and ticketing options.*

*Customers will be able to make easy and safe door-to-door journeys, benefitting from new innovative transport solutions that meet the needs of a modern and diverse 21<sup>st</sup> Century economy, reducing the reliance on private single occupancy car journeys.”*

# Key objectives and opportunities

**Truly Integrated Transport System**

**Delivering key Sprint routes (CWG ready by 2022)**

**Bus Alliance Delivery**

**Region wide Euro VI bus fleet by 2021**

**Commence rollout of zero emission buses**

**Simple, easy, VFM fares and payments**

**Bus Performance – monitor, manage, improve**

**Safer Travel; Bus Byelaws, Police partnership**

**Assess bus delivery options from Bus Service Act 2017 Powers**



# Integrated Transport System



# One system – One brand



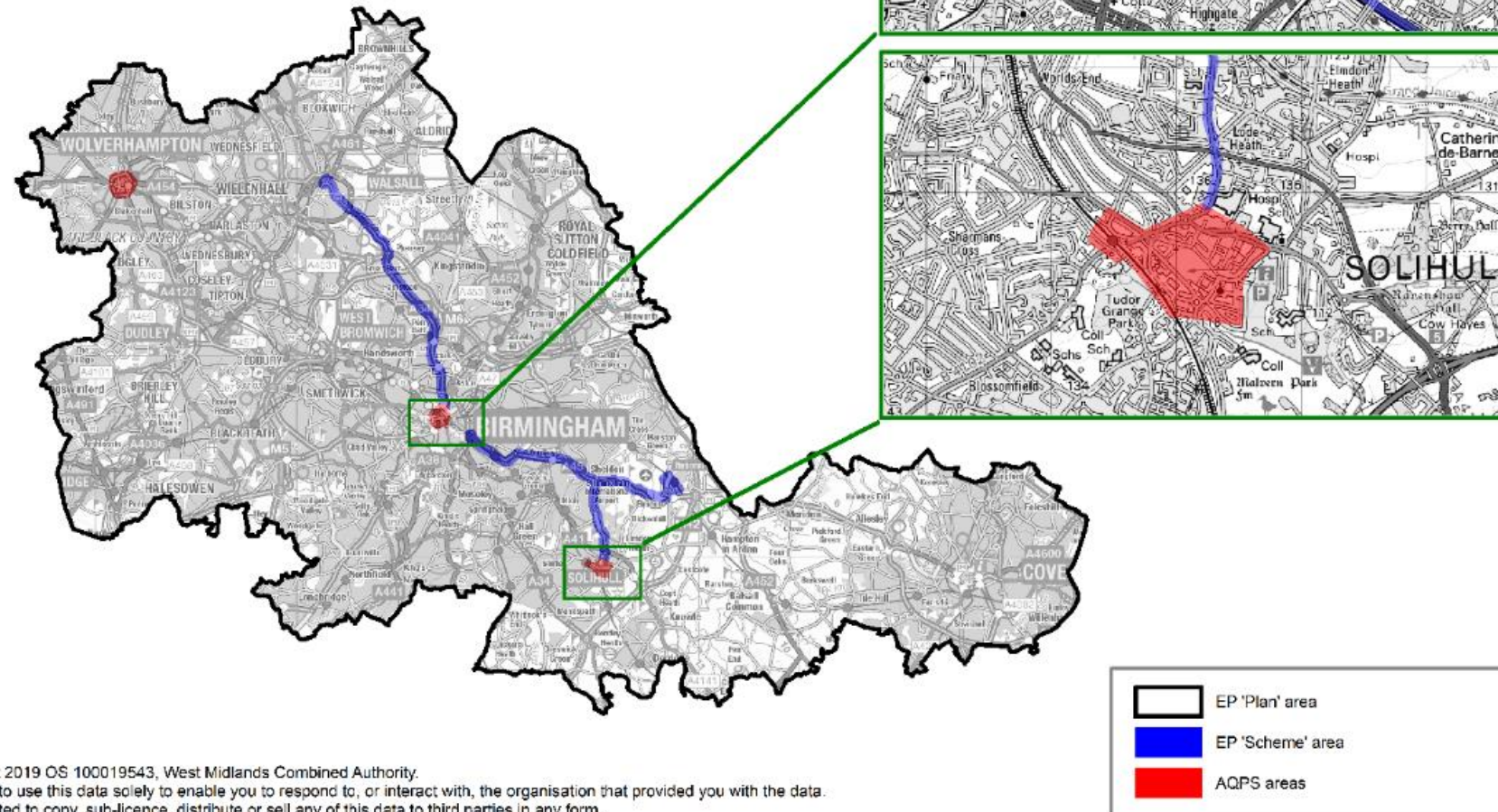
# Enhanced Partnership & Sprint

# Enhanced Partnership (EP)

- Enhanced Partnerships available through the Bus Services Act 2017
- TfWM have developed an EP plan for the region (currently going through LA approvals)
- Proposed EP Scheme for the A34 (north) & A45/Lode Lane to Solihull and Birmingham Airport
- Sets improved bus service standards on the A34 (north) and A45/Lode Lane corridors
- Preferred mechanism to support delivery of Sprint with the ability to implement an EP before the 2022 Commonwealth Games;
- Provides confidence that all partners will deliver on 'their part of the bargain' closer working with bus operators;
- Clear accountability to deliver, maintain and manage commitments and investment;
- More binding legislation mechanism than current voluntary partnerships and other types of statutory partnership to ensure success;
- Could be used to leverage future funding for bus from central Government; Superbus and Electric bus town / city



# Map of Enhanced Partnership 'Plan' and 'Scheme' areas





Transport for  
**West Midlands**

# West Midlands Bus Alliance

# West Midlands Bus Alliance

Independently chaired by Transport Focus

Representatives from local authorities, Transport Delivery Committee and BCC Cabinet Member for Transport

Confederation for Passenger Transport (CPT)

Local Bus operators, NXWM, Diamond Bus and Claribels

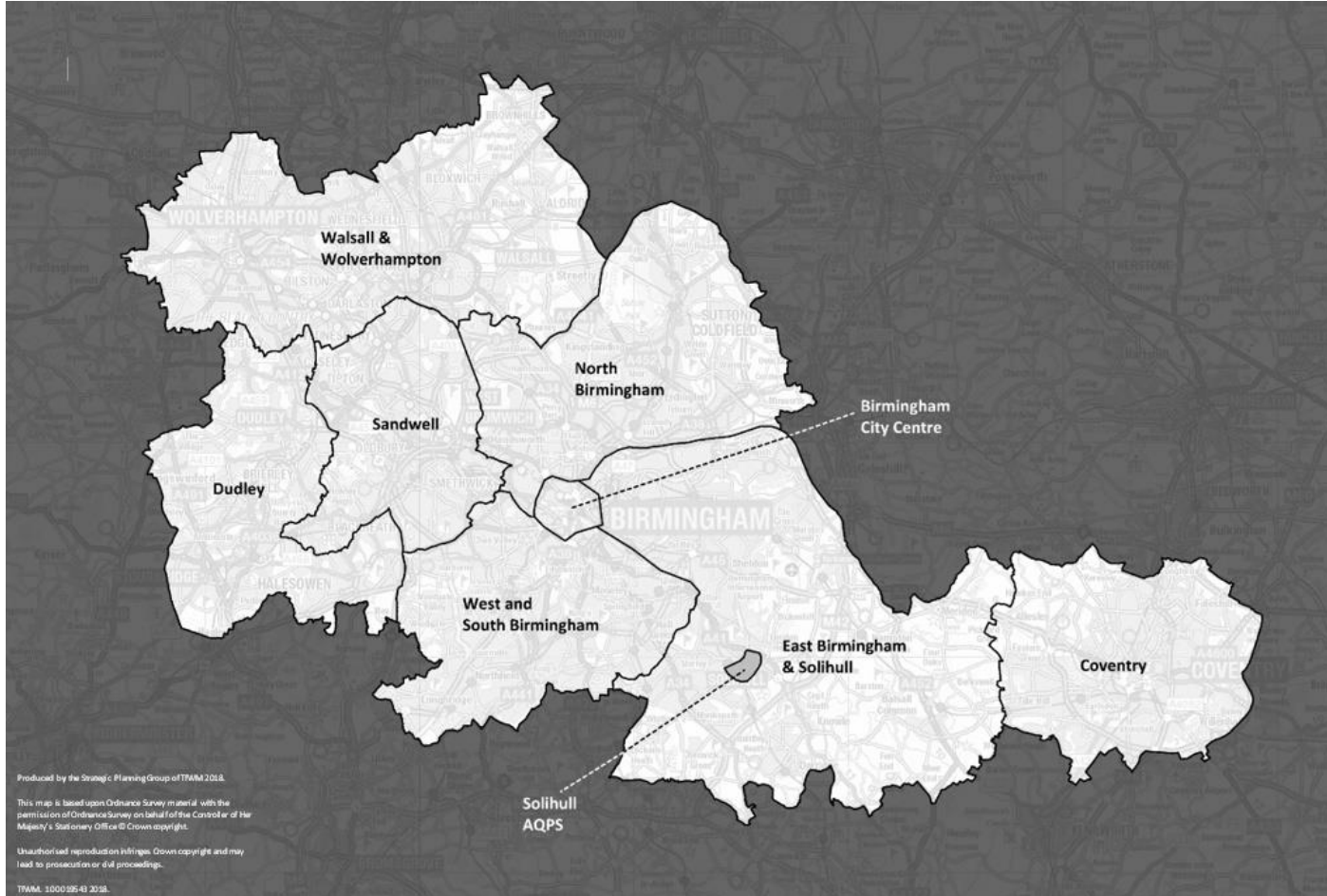
West Midlands Police / British Transport Police (Safer Travel)

Department for Transport

Transport for West Midlands



# Network Development Plans



Network Development Plans (NDPs) are in development for Birmingham. The NDPs will explore ways to reduce congestion on the roads, improve travel times and ensure bus travel is seen as affordable and reliable. The NDPs will help to shape the local network to support new housing and commercial developments and support Birmingham Connected, the city's 20 year transport strategy.

# Partnership Routes







# Bus Alliance Objectives

Working together, the Bus Alliance will deliver local bus improvements that ensure the current and future needs of the local population and businesses are met and bus travel is truly transformed in the area and city.



17 km/hour average peak speeds of bus services



Increased bus mode share and reduced congestion



More environmentally-friendly buses operating in the area



Making it easier and more pleasant to travel by bus locally



Better connections by bus

# New Buses - Investment



## Over 350 new vehicles since 2015

National Express Platinum buses on a number of services in Birmingham including:

X1 – Birmingham – Airport - Coventry

X8 – Birmingham – Dudley - Wolverhampton

X10 – Birmingham – Gornal Wood via Merry Hill Centre

16 – Birmingham - Hamstead

50 – Birmingham – Kings Heath – Druids Heath

82/87 – Birmingham – City Hospital – Bearwood/Dudley

Stagecoach, Land flight, Diamond Bus and Johnsons have all Investment in buses as well





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# GIVE BUS A GO

**#GiveBusAGo**  
transportfocus.org.uk

transport**focus**

## The campaign aims to:



Identify the **barriers to bus** as a mode of transport choice for people in the West Midlands.



Identify interventions to **break down these barriers** by concentrating on key passenger priorities – value for money, punctuality and more useful bus information.



Share the learning and **emerging best practice** gained to influence operators, local authorities and governments across England, Scotland and Wales.

**...to encourage more people to use the bus.**



## Breaking down the barriers

Transport Focus will be looking in-depth at three priority areas of improvement for passengers. It will work in partnership with bus operators and local authorities across the region to understand the current challenges and to trial new initiatives to improve the passenger experience.



### Value for money

What are the key elements of the journey that make people feel that they are getting good value for money from any bus journey? Transport Focus wants to understand what value for money means to people.



### Bus punctuality

Transport Focus wants to understand how passengers feel about delays and identify where new operator interventions could increase bus patronage and drive up passenger satisfaction.

Transport Focus will seek to understand what is being done by Transport for the West Midlands, highway authorities, National Express and other operators to tackle delays.



### Passenger information

How is new technology shaping the expectations of non-users and less frequent bus users? What lessons can Transport for the West Midlands and bus operators learn about how best to communicate with existing and potential customers? Transport Focus will carry out research to better understand how to reduce any barriers to bus travel that arise from inadequate information.





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# Air Quality – Clean Bus Fleets

# UK leading low emission bus fleet with zero emission corridors serving the most affected areas of air quality.

All buses Euro VI by April 2021 across the region.

First new Electric bus corridors planned for;

- Service 6 - Birmingham to Solihull - 2020
- Coventry City Centre to the Hospital – 2020

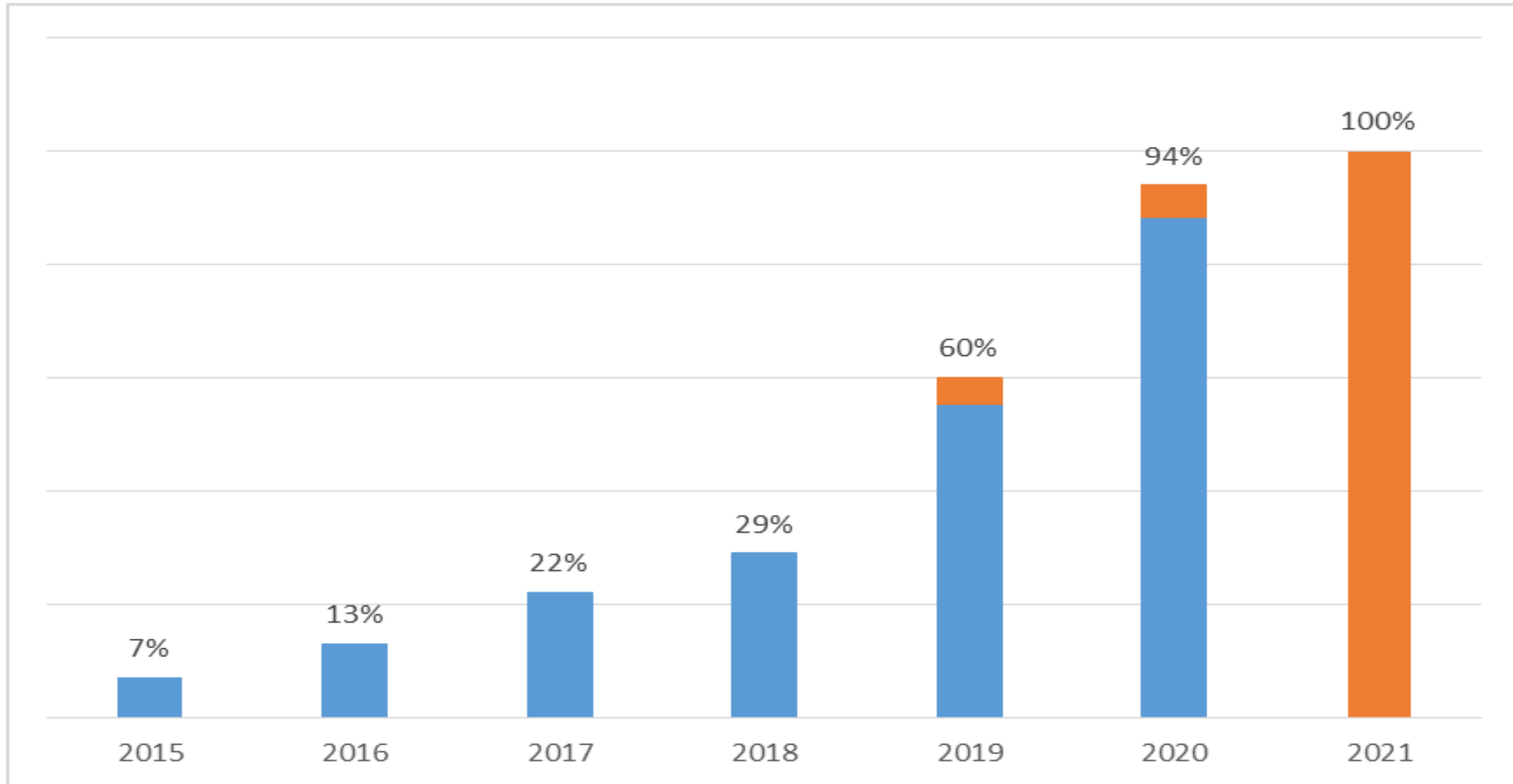
TfWM assisted in bringing in over £22m of funding

Amazing opportunities remain



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# West Midlands bus fleet Euro VI (or better) by April 2021





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**Simple, easy to use fares and  
payments**



# Swift

- New Ticket Machines
  - cEMV Payment
  - Real Time Information
- The Launch of Account Based Ticketing & Best Value Capping
- Swift “One App”
  - Journey Planning
  - Ticket Finding
  - Payment for Bus, Train & Tram
  - Parking
  - Car Share and Car Hire
- Working with operators to make this the app for all!
- Working with DfT and other parties to develop a multi-modal contactless solution







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# **Bus Performance – Manage, monitor, improve!**



# Accountable network performance management – tackling issues causing congestion and reliability problems

Bus Performance Board established – accountable performance!  
Major investment programmes for highways – across the region  
Real improvements on the ground through bus priority  
£28m investment announced recently by Government  
Regional Transport Coordination Centre



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# Safety – Safer Travel Policing Unit



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**See Something Say Something**



# Additional police resource



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# Bus byelaws



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# **Bus Services Act 2017 – Bus Delivery Options**

# Bus Services Act 2017 – Delivery Options

Assessing the options available for the delivery of bus services through an Outline Business Case (OBC)

Approved by the WMCA in June 2019

Review to conclude in April 2021

Assessment of Bus Alliance, Enhanced Partnerships and Bus Franchising all being considered against the legislation





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# Nottingham City Transport

Nottingham bus model



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# London Bus Model