

Independent Analysis of the West Yorkshire Bus Strategy Consultation Responses

Phase 2

08 February 2017

Quality information

Prepared by

Catherine Farrugia
Principal Consultant

Fiona McCorquodale
Data Manager

Checked by

Thomasin Stuart
Associate Director

Approved by

Christine Johnson
Associate Director

Revision History

Revision	Revision date	Details	Authorized	Name	Position
V2	09/01/2017	Revised following client meeting on 17/11/2016 and comments received 09/01/2017	T Stuart	Thomasin Stuart	Associate Director
V3	13/01/2017	Revised following client comments received 12/01/2017	T Stuart	Thomasin Stuart	Associate Director
V3.1	18/01/2017	Maps inserted	T Stuart	Thomasin Stuart	Associate Director
V3.2	08/02/2017	Minor edits	T Stuart	Thomasin Stuart	Associate Director

Distribution List

# Hard Copies	PDF Required	Association / Company Name

Prepared for:

WYCA

Prepared by:

Thomasin Stuart
Associate Director

T: 0161 927 8248

E: thomasin.stuart@aecom.com

AECOM Limited
AECOM House
179 Moss Lane
Altrincham
WA15 8FH
UK

T: +44(0)1619 278200
aecom.com

© 2016 AECOM Limited. All Rights Reserved.

This document has been prepared by AECOM Limited ("AECOM") for sole use of our client (the "Client") in accordance with generally accepted consultancy principles, the budget for fees and the terms of reference agreed between AECOM and the Client. Any information provided by third parties and referred to herein has not been checked or verified by AECOM, unless otherwise expressly stated in the document. No third party may rely upon this document without the prior and express written agreement of AECOM.

Executive Summary

Introduction

The West Yorkshire Bus Strategy is an integral element of the broader West Yorkshire Transport Strategy, which in turn forms the basis for the transport aspect of the Leeds City Region Strategic Economic Plan.

This is the third phase of the consultation on the Bus Strategy. The information gathered during the consultations is being used to inform the development of the strategy:

- Phase 0 consultation took place in September 2015 and was an initial scoping stage of the Bus Strategy with a number of key stakeholders;
- Phase 1 consultation took place in October/November 2015 on the draft vision and principles. This consultation was predominantly with District Authorities, Bus Operators, the Business Community and a number of members of the public also commented.
- Phase 2 of the consultation ran between 18th July and 21st October 2016 and was aligned to run together as part of the Transport Strategy consultation. The consultation methods included interactive and digital based initiatives, public drop-in sessions, workshops, and one-to-one meetings with key stakeholders. The approach was designed to ensure that full and clear information on the proposed draft Bus Strategy was provided and that anyone who wished to take part could do so by a range of formats: paper, electronically or face-to-face.

AECOM were commissioned to undertake an independent assessment and analysis of the Phase 2 consultation results. Chapter 2 of this report provides a summary of the consultation methodology and approach as well as the key conclusions from the consultation responses. Chapter 3 sets out the analysis of the public responses and Chapters 4 and 5 provide analysis of the group and organisational responses.

The conclusions presented within this report will be used by WYCA to inform and finalise the West Yorkshire Bus Strategy. It will allow an updated version of the West Yorkshire Bus Strategy to be produced for consideration and then adoption by WYCA later in 2017.

In total 3,355 responses were received to the Phase 2 consultation (this includes questionnaires, group responses and additional comments received by letter and email). 3,148 individuals completed the questionnaire survey. Just over half (51%) of respondents to the questionnaire were female. Over half (58%) were aged 45 and above and just 12% were aged 24 years and below. Less than a quarter (23%) of respondents stated that they had a disability or limiting long term illness and 6% said they were from a Black or Minority Ethnic background.



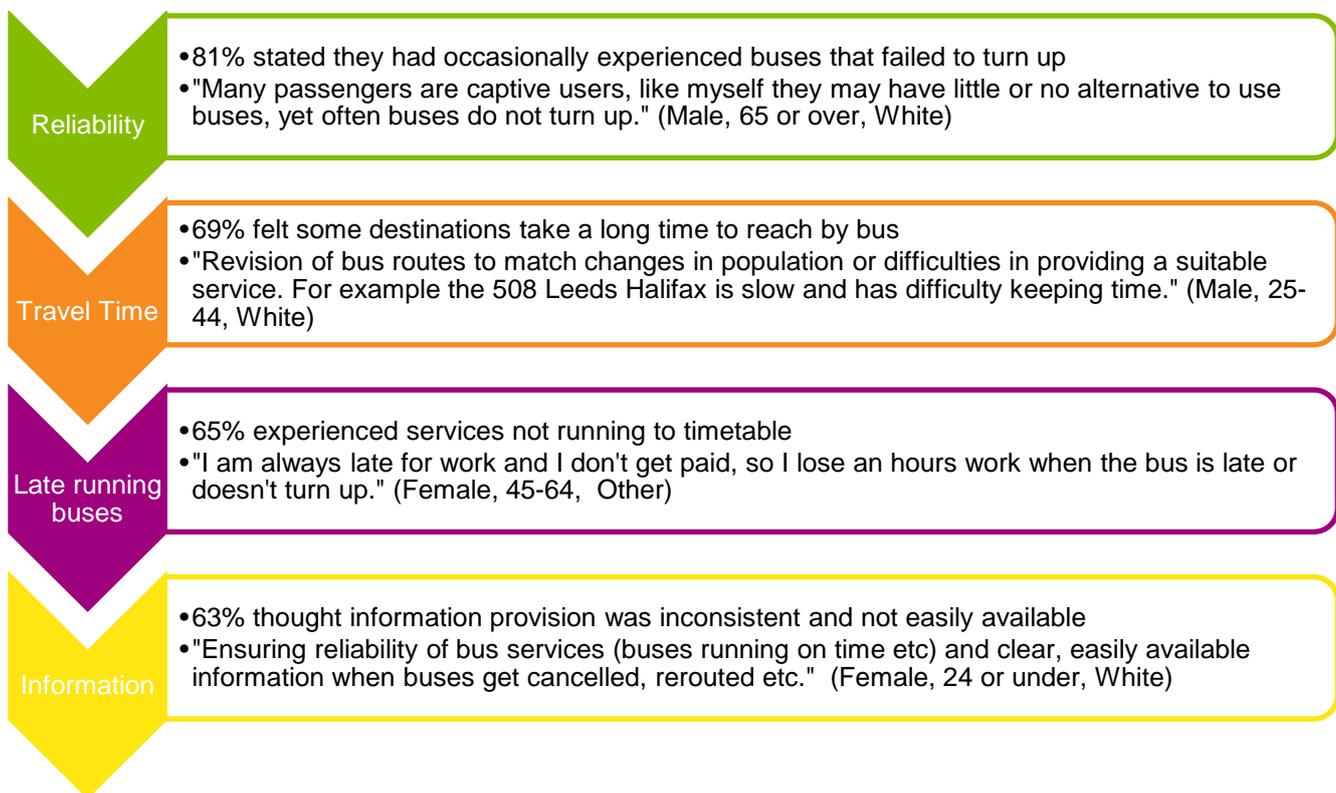
Analysis of Consultation Responses

In Phase 2, WYCA were consulting on the full draft Bus Strategy documentation. The documentation was available on the WYCA website and also provided at the various events held to promote the consultation. Respondents were invited to complete a questionnaire (available both online and in paper form), which included questions focused on the key aspects of the Bus Strategy documentation. The key analysis of the results from each of the questions asked is provided below with further details provided within the report.



Key Problems

Respondents were given a list of potential problems that could be experienced when using the bus and asked to say whether it was a problem for them. The figure below shows the key problems which respondents highlighted with their experiences of bus travel in West Yorkshire.



Additionally respondents also raised issues about driver attitude, such as rudeness, arrogance and lack of help.

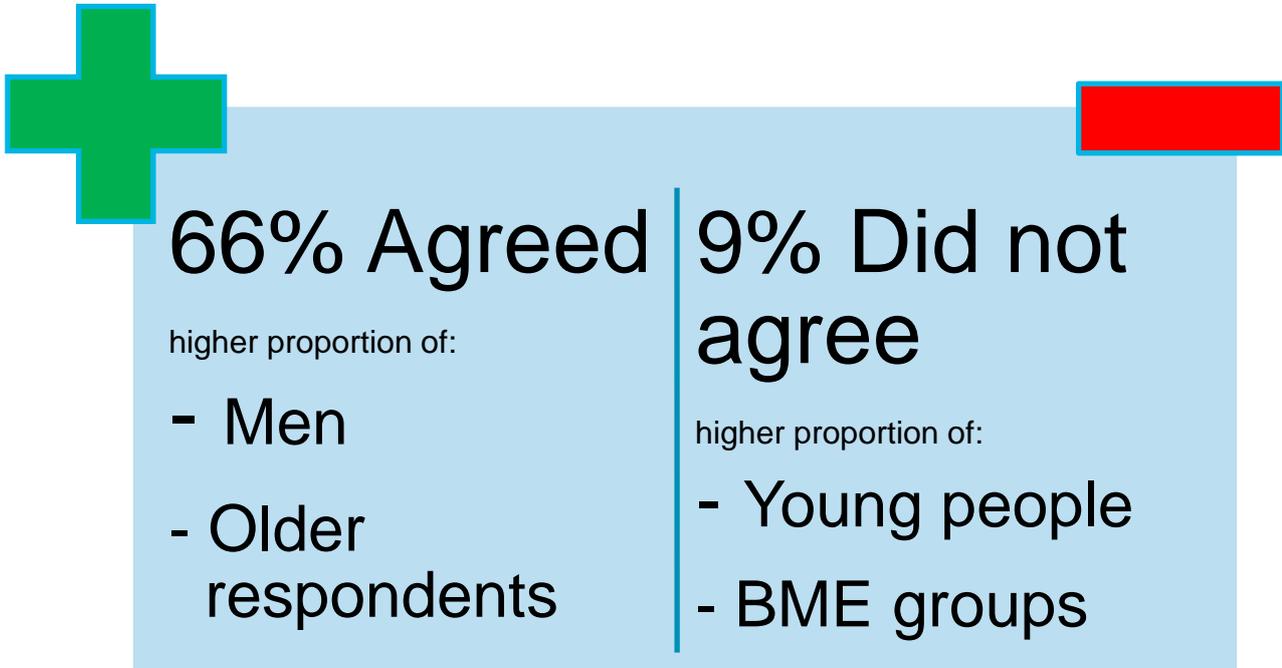
“Bus drivers can be rude and sometimes drive too fast when they are late” (Male, 24 or under, White)

“Rude drivers who forget they are providing a public service.” (Female, 65 or over, White)

The Draft Bus Strategy

Respondents were asked questions around the proposed vision for the Bus System in West Yorkshire:

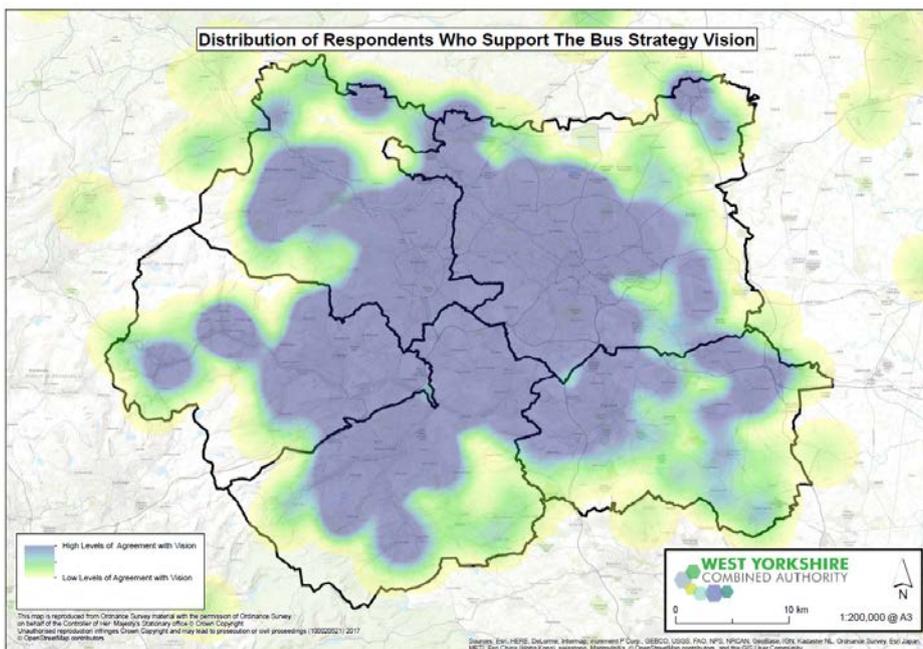
“Our vision is to create a modern, integrated and innovative bus system, which puts customers first and contributes to the delivery of West Yorkshire’s economic, environmental and quality of life ambitions as set out in the Strategic Economic Plan and the West Yorkshire Transport Strategy.”



**25% of respondents neither agreed nor disagreed or said they ‘didn’t know.’*

It can be seen that the majority of stakeholders and public respondents agreed with the proposed vision and that there was support from across the region, illustrated in the figure below.

Figure 1: Vision Responses



This map displays variance from the mean response rate for West Yorkshire. This approach was chosen to prevent only highlighting representation from areas with larger populations

Bus Strategy Policy Proposals

Respondents were then asked questions around each of the policy proposals included within the strategy documentation provided for the consultation. This documentation also included further information describing each of the policies in greater detail.

Policy Proposal	% of agreement
Bus journey: Modern, coherent and integrated bus services	78%
Customer experience: Consistent and excellent customer service across the bus system	74%
Paying for travel: Integrated simple and affordable bus fares for all	77%
(Planning a journey) Travel information: Easily accessible and reliable travel information	81%
The environment: A modern, low carbon bus system which contributes to improved air quality	77%
(Planning a journey) Single network: Presenting the bus system as a single network by a clear, simple and consistent brand in West Yorkshire	73%

Respondents were also given the opportunity to provide their own 'free text' responses/comments to many of the questions and some respondents provided email/letter responses to the consultation.

Whilst many of the responses and comments made were already included in the Strategy document, some points were new. These points included:

- Better Value for Money comparative to other modes of transport (i.e. taxi and train)

"Fair pricing based on distance travelled. I can walk halfway to work (2 miles), get on a bus for the remainder of the journey and it costs only a few pence less than the whole journey" (Female, 45 to 64, White)
- Uncertainty the proposals will come to fruition

"The proposals are great, I fear your delivery will be lacking" (Female, not specified, not specified)
- More measures in place to force accountability

"I think bus operators, in an ideal world, should be held more accountable should buses fail to appear, are late with no information as to why or if there is a lack of customer service." (Female, 24 or under, White)

Stakeholders largely agreed with the strategic challenges faced but felt they could do more to:

- Integrate bus and other modes.
- Improve integrations and cross boundary services.
'The importance of such services in reducing social exclusion and maintaining the physical and mental health of many in our communities cannot be over stated.' Community/Civic Group - Town in West Yorkshire
- Improve infrastructure.
'Bus stops and interchanges are also a key part of the customer experience and we need to ensure that the correct information and facilities are provided at these points.' Bus Operators Association
- Improve accessibility of services.
"Lacks real substance in recognising the true extent of barriers and exclusion many disabled and older people and carers currently face across West Yorkshire that results in access to public transport often being difficult or impossible" Campaign Group
- Improve negative perceptions of the bus particularly amongst non-bus users.
'We agree that perceptions amongst non-users must be improved if we are to achieve passenger growth but following years of the bus sector in West Yorkshire being 'put down', there will remain many who retain a poor view of buses, no matter what the reality is like.' Association of Bus Operators
- Promote health benefits.
"Contributes to the creation of healthy towns and cities" as it is important the significance of health is not lost or diluted in "quality of life." Local Authority

Top Line Results by Area

The questionnaire also requested respondents provide postcode and demographic information. Within the bounds of data protection legislation, it has been possible to use this information to analyse and map how responses varied across West Yorkshire. It is possible to pin-point specific bus issues to particular districts across the region.

However, although in total there were over 3,000 responses received to the questionnaire, once responses which did not include any postcode/demographic information are removed during geographic analysis; the available number of responses is reduced by around 1000, which diminishes some statistical significance of the analysis. Care must therefore be taken in over-segmenting the responses, to ensure the analysis continues to provide significant response levels.

The following tables and figures present the findings for respondents by area, for all responses which included a full West Yorkshire postcode. The highest response rates were in Leeds and this is broadly consistent with the proportional shares of population across the districts of West Yorkshire, and travel to work by bus.

Table 1: Consultation Responses by District

	Bradford	Calderdale	Kirklees	Leeds	Wakefield	Total
Consultation Responses	18%	14%	19%	39%	10%	100%
Travel to Work by Bus Mode Share (Census 2011)	19%	8%	15%	48%	10%	100%
Population Share by District (Census 2011)	23%	9%	19%	35%	15%	100%

The responses are presented below at a District level.

Table 1: Problems experienced with bus service

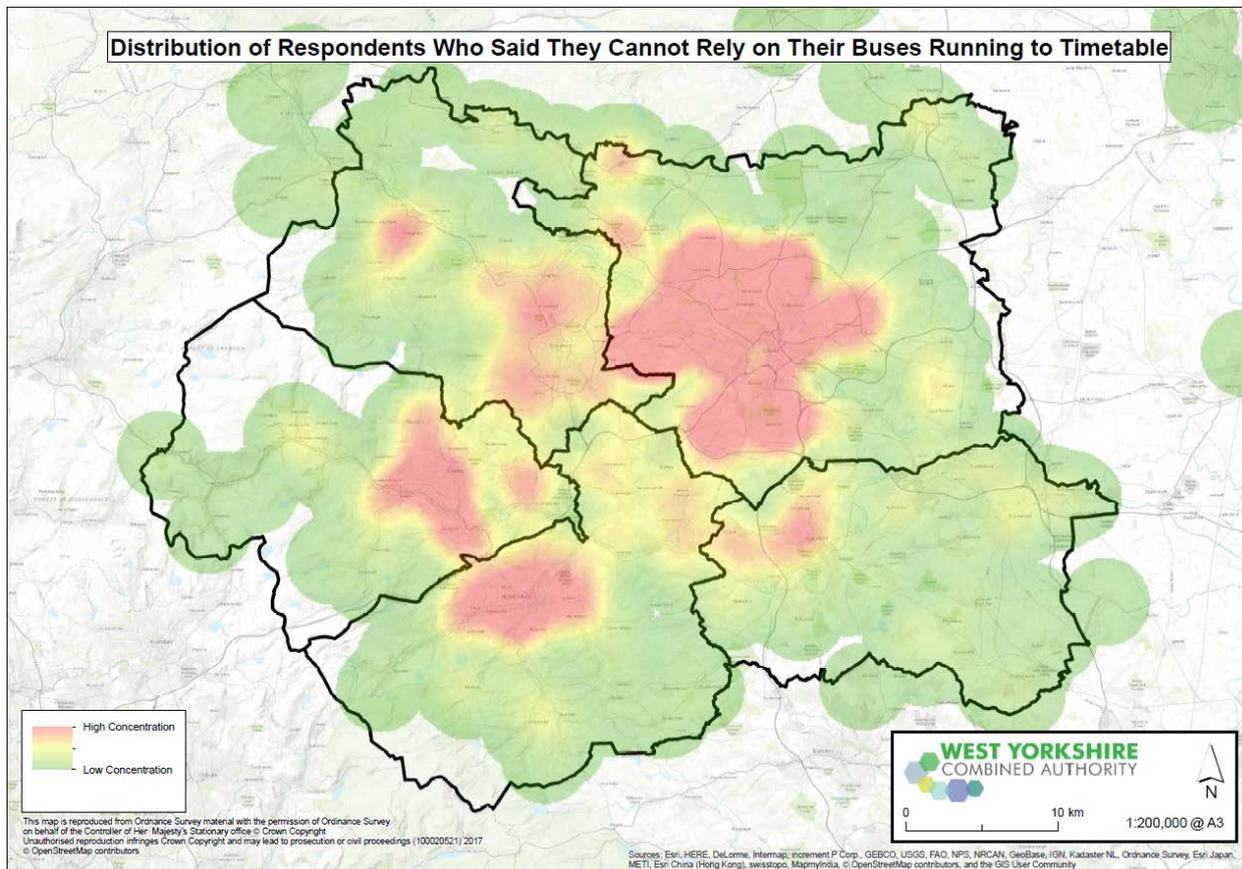
	Bradford	Calderdale	Kirklees	Leeds	Wakefield	Total
Service not running to timetable	56%	60%	61%	73%	61%	65%
Bus fails to turn up	71%	76%	80%	88%	80%	81%
Long time to reach destination	62%	62%	70%	74%	67%	69%
Complicated and difficult network to understand	36%	36%	29%	39%	30%	37%
Hard to know what is best value for money	46%	51%	48%	43%	42%	47%
Not a satisfactory quality experience	47%	51%	51%	64%	48%	56%
Inconsistent and not easily available information	61%	58%	53%	68%	61%	63%
Don't know who operates the service and where to provide feedback	51%	53%	49%	47%	50%	50%
Buses are old	48%	52%	53%	52%	51%	52%
Harmful exhaust emissions	42%	43%	43%	49%	43%	46%

Key:

- Red – higher % of respondents in district compared to total
- Green – lower % of respondents in district compared to total
- Black – same % of respondents in district as total

The figure below illustrates that for some “services not running to timetable” is more of an issue in some areas than others. In Pudsey (West Leeds), in the period of the consultation there were considerable complaints received around planned changes to bus services in the area, and this may have contributed to focused and pointed views on bus travel in the area being fed into the consultation.

Figure 2: Services not running to timetable



This map displays variance from the mean response rate for West Yorkshire. This approach was chosen to prevent only highlighting representation from areas with larger populations

Level of agreement with the policy proposals is provided at a district level below and illustrates that whilst levels of support vary by District, overall there is support for the policy proposals across West Yorkshire.

Table 2: Level of Agreement with the West Yorkshire Bus Strategy Policy Proposals

	Bradford	Calderdale	Kirklees	Leeds	Wakefield	Total
Customer experience	71%	76%	74%	75%	69%	74%
Bus journey	77%	78%	77%	77%	78%	78%
Paying for travel	76%	78%	75%	79%	77%	77%
Planning a journey/ travel information	81%	80%	82%	83%	76%	81%
Planning a journey/ single network	74%	74%	78%	76%	69%	73%
The environment	77%	78%	78%	78%	77%	77%

- Key:
- Red – lower % of respondents in district compared to total
 - Green – higher % of respondents in district compared to total
 - Black – same % of respondents in district as total

Bradford

Problems: With the exception of *don't know who operates the service and where to provide feedback*, fewer respondents from Bradford had experienced problems with bus services compared to respondents from West Yorkshire as a whole. Over two thirds (71%) stated that they had occasionally experienced buses that failed to turn up.

Bradford District Council

www.bradford.gov.uk

Vision: Almost two thirds (65%) either agreed (38%) or strongly agreed (27%) with the West Yorkshire Bus Strategy vision. Only 9% of respondents disagreed; 5% disagreed and 4% strongly disagreed.

Level of agreement: Respondents from Bradford generally agreed with the West Yorkshire Bus Strategy proposals. In particular, 81% agreed with the proposal to ensure that travel information when planning a journey was easily accessible and reliable. Furthermore, 77% each agreed that the bus journey should offer modern, coherent and integrated bus services and there should be a modern low carbon bus system which would improve air quality.

Importance: Three quarters (75%) of respondents from Bradford stated that the provision of a bus journey that offered modern, coherent and integrated bus services was of importance. Furthermore, 71% selected customer experience, i.e. a consistent and excellent customer service across the bus system, which was slightly higher than those noted amongst respondents from West Yorkshire as a whole.

Calderdale

Problems: In the main, fewer respondents from Calderdale had experienced problems with bus services compared to respondents from West Yorkshire as a whole. Over three quarters (76%) stated that they had occasionally experienced buses that failed to turn up.



Vision: Over two thirds (71%) either agreed (43%) or strongly agreed (28%) with the West Yorkshire Bus Strategy vision. Only 8% of respondents disagreed; 5% disagreed and 3% strongly disagreed.

Level of agreement: Respondents from Calderdale generally agreed with the West Yorkshire Bus Strategy proposals. In particular, 80% agreed with the proposal to ensure that travel information when planning a journey was easily accessible and reliable.

Importance: Almost three quarters (73%) of respondents from Calderdale stated that the provision of a bus journey that offered modern, coherent and integrated bus services was of importance, slightly lower than noted amongst respondents from West Yorkshire as a whole (75%). Furthermore, 67% selected customer experience, i.e. a consistent and excellent customer service across the bus system.

Kirklees

Problems: In the main, fewer respondents from Kirklees had experienced problems with bus services compared to respondents from West Yorkshire as a whole. Four fifths (80%) stated that they had occasionally experienced buses that failed to turn up.



Vision: Over two thirds (71%) either agreed (43%) or strongly agreed (28%) with the West Yorkshire Bus Strategy vision. Only 9% of respondents disagreed; 5% disagreed and 4% strongly disagreed.

Level of agreement: Respondents from Kirklees generally agreed with the West Yorkshire Bus Strategy proposals. In particular, 82% agreed with the proposal to ensure that travel information when planning a journey was easily accessible and reliable. Furthermore, 78% agreed with the proposal to present the bus system as a single network and a modern low carbon bus system which would improve air quality.

Importance: Over three quarters (76%) of respondents from Kirklees stated that the provision of a bus journey that offered modern, coherent and integrated bus services was of importance, slightly higher than noted amongst respondents from West Yorkshire as a whole (75%). Furthermore, 66% selected customer experience, i.e. a consistent and excellent customer service across the bus system.

Leeds

Problems: For the most part, a greater proportion of respondents from Leeds had experienced problems with bus services compared to respondents from West Yorkshire as a whole. In particular, 88% stated that they had occasionally experienced buses that failed to turn up.



Vision: Over two thirds (67%) either agreed (37%) or strongly agreed (30%) with the West Yorkshire Bus Strategy vision. Only 9% of respondents disagreed; 5% disagreed and 4% strongly disagreed.

Level of agreement: Respondents from Leeds generally agreed with the West Yorkshire Bus Strategy proposals. In particular, 83% agreed with the proposal to ensure that travel information when planning a journey was easily accessible and reliable. Furthermore, 79% agreed that there should be integrated, simple and affordable bus fares for all.

Importance: Almost four fifths (79%) of respondents from Leeds stated that the provision of a bus journey that offered modern, coherent and integrated bus services was of importance, slightly higher than noted amongst respondents from West Yorkshire as a whole (75%). Furthermore, 70% selected customer experience, i.e. a consistent and excellent customer service across the bus system.

Wakefield

Problems: On the whole, fewer respondents from Wakefield had experienced problems with bus services compared to respondents from West Yorkshire as a whole.



Vision: Over two thirds (64%) either agreed (39%) or strongly agreed (25%) with the West Yorkshire Bus Strategy vision. Only 6% of respondents disagreed; 3% disagreed and 3% strongly disagreed.

Level of agreement: Respondents from Wakefield had a slightly lower level of agreement with the West Yorkshire Bus Strategy proposals. They agreed most that the provision of a bus journey should offer modern, coherent and integrated bus services (78%); that travel information when planning a journey should be easily accessible and reliable (77%) and a modern bus service should contribute to improved air quality (77%).

Importance: Three quarters (75%) of respondents from Wakefield stated that the provision of a bus journey that offered modern, coherent and integrated bus services was of importance. Furthermore, 70% selected customer experience, i.e. a consistent and excellent customer service across the bus system.

Equalities and Disabilities Topline Results

Female and BME respondents were more likely to use the bus on a more regular basis (26% four to five days a week and 41% daily respectively).

Thirteen percent of male respondents held a bus operator ticket compared to 9% of females, however White respondents were more likely to hold a Senior Concessionary Pass than BME respondents (32% compared to 16%).

Male respondents were more likely to use the bus to go to leisure facilities (51%) with females using it to go shopping (68%). Fifty eight percent of BME respondents also used the bus to get to work.

Older respondents, males and white respondents were more likely to agree with the bus strategy vision than other groups.

Stakeholder groups wanted the strategy to take into account greater accessibility for the disabled, with improved audio and visual information provided. Some also felt that driver understanding of those with disabilities was poor and so training should be improved. It should also be noted that these groups expressed a keen and strong interest to be engaged and involved at the earliest stages in the design of projects, facilities and vehicles, to highlight and ensure accessibility issues were considered and problems avoided.

Older age groups were more likely to agree with the following policies:

- Planning a journey: travel information (82%);
- Bus journey (76%);
- The environment (76%);
- Customer experience (76%); and
- Planning a journey: single network (74%).

White respondents (78%) were more likely to agree with the environment proposal than BME respondents (70%).

Younger respondents and BME respondents were more likely to disagree with the paying for travel: integrated simple and affordable bus fares for all (28% and 17% respectively).

Respondents were then asked to select the proposals that were important to them. Four fifths (80%) of younger respondents felt that paying for travel was an important proposal, as did two thirds of BME respondents. Female respondents were more likely to select the customer experience, travel information and the environment.

Disability and Accessibility Summary

In the main body of the report Chapter 6 outlines how issues around accessibility have been a consistent theme raised across consultation responses, and most specifically by disability groups. It is recommended that this insight be used to focus on and work towards addressing these issues as a policy in the Bus Strategy.

Overall Conclusions

The majority of respondents agreed with the West Yorkshire Bus Strategy vision, with men and older respondents most likely to agree.

The **key issues** people currently experienced with buses were that:

- They failed to turn up (81%);
- Destinations could take a long time to reach (69%);
- Services didn't run to timetable (65%); and
- Information provision was inconsistent and difficult to find (63%).

Key areas to address in the future are:

Travel Information

- Respondents were most likely to feel that travel information should be easily accessible and reliable, (81%).

Accountability

- There was a desire for greater measures to force accountability and a feeling of uncertainty that the proposals would become a reality.
- A greater proportion in Calderdale felt their buses were old and didn't know who operated the service or where to provide feedback.

Integration

- While stakeholders agreed with the strategic aims of the proposal they felt there should be improved integration between modes and across boundaries with improved bus infrastructure and greater accessibility.
- Respondents were likely to feel journeys should be modern, coherent and integrated (78%).

Reliability

- Those in Leeds were most likely to say the bus service did not run to timetable or the bus did not turn up and took a long time to reach its destination.

Cost

- Cost was of greater importance to BME and younger respondents with older age groups more likely to agree with policies relating to planning a journey: travel information and the bus journey itself.
- Overall respondents feel payment should be integrated, simple and affordable for all, and with a modern low carbon bus system (both 77%).
- Respondents in Calderdale found it hard to know what was value for money.

Table of Contents

Executive Summary.....	4
1. Introduction	16
2. Consultation Methodology	17
2.1 Public Consultation.....	17
2.2 Analysis of the Responses	20
3. Public Consultation.....	22
3.1 Introduction	22
3.2 Respondent Profile.....	22
3.3 Respondents use of West Yorkshire buses.....	25
3.4 Reaction to New Proposals	32
3.5 Equalities and Disabilities.....	41
4. Groups and Organisations.....	42
4.1 Introduction	42
4.2 Strategic Challenges	43
4.3 Views from those who agree with the strategic challenges	44
4.4 Views from those who disagree with the strategic challenges.....	45
4.5 Customer focused problems.....	46
4.6 WYCA vision, objectives and critical success factors.....	48
4.7 Policy Proposals.....	51
4.8 Other Comments	55
5. Stakeholder Workshops, Face to Face Meetings and Email responses.....	58
5.1 Workshops and Face to Face Meetings.....	58
5.2 Email Responses	61
6. Accessibility.....	64
7. Summary and Conclusion.....	66
Appendix A Questionnaire	67
Appendix B Drop in Events.....	68
Appendix C Consultation Material	69
Appendix D Open Ended Comments.....	70
Appendix E - West Yorkshire Bus Strategy Storyboard.....	76
Appendix F – Young People Travel Survey	77

1. Introduction

- 1.1.1 The West Yorkshire Bus Strategy is an integral element of the broader West Yorkshire Transport Strategy, which in turn forms the basis for the transport aspect of the Leeds City Region Strategic Economic Plan.
- 1.1.2 This is the third phase of the consultation on the Bus Strategy. The information gathered during the consultations is being used to inform the development of the strategy:
- Phase 0 consultation took place in September 2015 and was an initial scoping stage of the Bus Strategy with a number of key stakeholders.
 - Phase 1 consultation took place in October/November 2015 on the draft vision and principles. This consultation was predominantly with District Authorities, Bus Operators, the Business Community and a number of members of the public also commented.
 - Phase 2 of the consultation ran between 18th July and 21st October 2016 and was aligned to run together as part of the Transport Strategy consultation. The consultation methods included interactive and digital based initiatives, public drop-in sessions, workshops, and one-to-one meetings with key stakeholders. The approach was designed to ensure that full and clear information on the proposed draft Bus Strategy was provided and that anyone who wished to take part could do so by a range of formats: paper, electronically or face-to-face.
- 1.1.3 AECOM were commissioned to undertake an independent assessment and analysis of the Phase 2 consultation results. Following this introduction:
- Chapter 2 outlines the methodology used to undertake the consultation;
 - Chapter 3 details the findings from the public consultation;
 - Chapter 4 summarises the responses from groups and organisations;
 - Chapter 5 summarises the workshops and meetings that have taken place with stakeholders;
 - Chapter 6 outlines accessibility issues raised across all methods of response to the consultation; and
 - Chapter 7 provides a conclusion to this independent analysis of the consultation results.
- 1.1.4 The conclusions presented within this report will be used by WYCA to inform and finalise the West Yorkshire Bus Strategy. It will allow an updated version of the West Yorkshire Bus Strategy to be produced for consideration and then adoption by WYCA later in 2017.
- 1.1.5 Included in the appendices is the following information:
- Appendix A: Questionnaire
 - Appendix B: Details of the drop in events
 - Appendix C: Consultation documents
 - Appendix D: Open ended codes
 - Appendix E: West Yorkshire Bus Strategy Storyboard
 - Appendix F: Young people travel survey

2. Consultation Methodology

2.1 Public Consultation

- 2.1.1 WYCA developed their consultation strategy with the quality assurance role for the consultation process commissioned to, and undertaken by, the Consultation Institute (tCI).
- 2.1.2 The consultation was open from 18th July to 21st October 2016 (14 weeks).

Overview

- 2.1.3 This phase of the Bus Strategy consultation was aligned to run concurrently with the Transport Strategy consultation, marketed widely to the public as 'Your Travel, Your Say'. The consultation methods included interactive and digital based initiatives, public drop-in sessions, workshops, and one-to-one meetings with key stakeholders. The approach was designed to ensure that full and clear information on the proposed draft Bus Strategy was provided and that anyone who wished to take part could do so by a range of formats: paper, electronically or face-to-face.

Methods

- A website (www.yourtravelyoursay.co.uk) was built by WYCA for this consultation, and for on-going engagement throughout the future strategy building and implementation process. Details of both consultations, and links to questionnaires by which individuals and groups/organisations could take part, were made available on the website.
- 80 drop-in sessions were held across West Yorkshire to promote the consultation, and engage bus users and non-bus users, in varied locations, and at varied times of day, and days of the week (including weekends, early mornings and evenings). A full list of the drop in events can be found in Appendix B. Paper copies of the consultation materials were readily available at these drop-in events.
- Stakeholders were identified and contacted throughout the consultation period inviting them to attend or request workshops or 1-2-1 meetings, or participate by submitting their consolidated views in the questionnaire designed for completion by groups/organisations. The list of stakeholders was developed from those who had taken part in an earlier phase of consultation, were actively engaged with WYCA, or sector specific e.g. Public Health, or elected members across the Districts (Councillors and MPs). Councillors from the districts were regularly contacted and invited to comment on the consultation methodology prior to its commencement in May 2016. Presentations were also given to small interest groups to promote their participation.

Media Communications

- 2.1.4 Media communications were supported internally by public relations officers. Regular press releases were provided to all major local press, and social media campaigns ran throughout the consultation period. Drop-in sessions were advertised daily with the 'Your Travel, Your Say' dedicated social media (Twitter and Facebook) profiles, and by the existing established profiles of WYCA, Metro and the LEP. District councils were also contacted to provide additional social media support by using their profiles to promote drop-in sessions in their areas. Funded social media promotions were used to target demographics that were noted to be comparatively underrepresented during the consultation process.
- 2.1.5 Posters, digital displays, and flyers were distributed and displayed across West Yorkshire by operators on their bus vehicles, on real-time-displays at bus stops, and at train stations and on bus shelters.
- 2.1.6 A paper version of the questionnaire was also provided to those who preferred not to complete it online. A copy of the questionnaire can be found in Appendix A.

Consultation Materials

- 2.1.7 A summary document of the draft-strategy was developed as an accompanying, accessible information source to help participants be informed when completing the questionnaire. Paper prints of the summary documents and questionnaires were art-worked up by Our Agency and produced for distribution at the drop-in sessions.
- 2.1.8 Credit-card sized takeaways were printed with online details of how to take part in the consultation. These were produced for distribution to promote online participation and to hand out at busy intersections and transport hubs to passing commuters.
- 2.1.9 Copies of these consultation materials can be found in Appendix C.

Response Collection

- 2.1.10 Responses to the consultation were collated by the following means:
- Questionnaire for individuals – online (Survey Monkey) link and PDF download on website, and printed copies.
 - Questionnaire for groups/organisations – online (Survey Monkey) link and PDF download.
 - Freepost for questionnaire returns, or letters. Freepost CONSULTATION TEAM (WYCA).
 - Email address for letters/ comments/ attachments/ additional information. yourtravelyoursay@westyorks-ca.gov.uk.
 - Telephone – Metroline to request information on how to take part in the consultation and details of drop-in sessions. 0113 245 7676.
 - Social Media – comments and questions, and information on drop-in sessions, links to the website for online participation. @yrtravelyrsay (Twitter) yourtravelyoursay (Facebook).

Questionnaire Design

2.1.11 The questions in the consultation asked about:

- Problems associated, or experienced, with bus travel;
- Level of agreement with the West Yorkshire Bus Strategy Vision;
- Level of agreement with the West Yorkshire Bus Strategy proposals;
- Ideas for anything missing from the proposal;
- Any other comments;
- Bus use and travel habits; and
- Demographic information.

2.1.12 A copy of the questionnaire(s) can be found in Appendix A.

Equalities Provision and Additional Information

2.1.13 WYCA designed additional content and questionnaires for a range of groups. Workshops, presentations and information packs were provided to equality groups and networks across the districts. The additional materials included:

- Easy to read summary information;
- Braille copies of the summary information;
- Low vision large print versions of the summary information and the questionnaire;
- A storyboard for completion by participants with learning difficulties (see Appendix E for a write-up of findings); and
- A younger person questionnaire (see Appendix F for a write-up of findings).

2.1.14 The storyboard and younger person questionnaire were devised as complementary to the Bus Strategy Questionnaire for accessibility with wider groups, and for WYCA to engage with and enhance our understanding of how these groups interact with bus use.

2.2 Analysis of the Responses

Questionnaire Responses

- 2.2.1 All data received as part of the consultation was handled and processed in accordance with the Data Protection Act 1998.
- 2.2.2 Responses to the consultation were analysed using SPSS Statistics; a software package used for statistical analysis. Initially, simple frequencies were run on each question on the questionnaire. Following on from this, cross tabulations were undertaken to explore the data in greater depth and highlight any differences across key sub groups. For the purposes of the cross tabulations the data was analysed by:
- Location (Leeds, Bradford, Wakefield, Calderdale and Kirklees);
 - Age;
 - Gender;
 - Ethnic Origin;
 - Frequent/ Infrequent bus users; and
 - Journey Purpose.
- 2.2.3 In tables shown in this report, percentages may total more than 100%; this is either due to rounding or because respondents were able to give more than one answer to the question. Throughout the analysis, an asterisk (*) is used if a proportion is more than zero but less than 1%. If the base was less than 50 no percentage is shown. Where results are reported as being 'significantly' different between sub samples, this means that the differences are significant at the 95% confidence level.

Groups

- 2.2.4 Representatives from groups and organisations were invited to complete one questionnaire on behalf of all their members. The questionnaire was very similar to that used for the main public consultation. Twenty-nine organisations completed the questionnaire which is too small a number to allow statistical analysis. The responses have therefore been analysed in a qualitative manner, drawing attention to key themes and issues raised.

Stakeholder workshops and interviews

- 2.2.5 The client carried out 19 focus groups/ workshops with a number of groups representing community groups. Notes from these meetings were taken and are summarised in Chapter 5.

2.2.6 Please note that at the time of developing the draft West Yorkshire Bus Strategy, and during consultation, a number of transport related schemes and separate consultation/ engagement exercises were in development, in action, or being reported on/ concluded. A number of these schemes and consultations were widely publicised and of particular interest to residents in different areas of West Yorkshire, thus potentially creating pointed or focused views on transport for them which may be reflected in their responses. There were also news stories pertaining to bus operators. These included:

- The airport link road plans;
- The NGT (Next Generation Transport) decision;
- The £173.5m NGT ring-fenced funding awarded to Leeds City Council (LCC);
- Leeds City Council's Transport Conversation to engage residents on how to invest the £173.5m;
- High Speed 2 and Northern Powerhouse Rail;
- Charlston 148 bus service consultation by Arriva;
- Morley Transport Hub/South Elmsall Transport Hub plans;
- Two bus service changes (resulting in discontent in some affected areas, such as Pudsey (West Leeds));
- First Leeds industrial strike action;
- Ladies Only Travel (LOT) going into liquidation; and
- Yorkshire Tiger Leeds depot closure.

3. Public Consultation

3.1 Introduction

3.1.1 In this Chapter we describe:

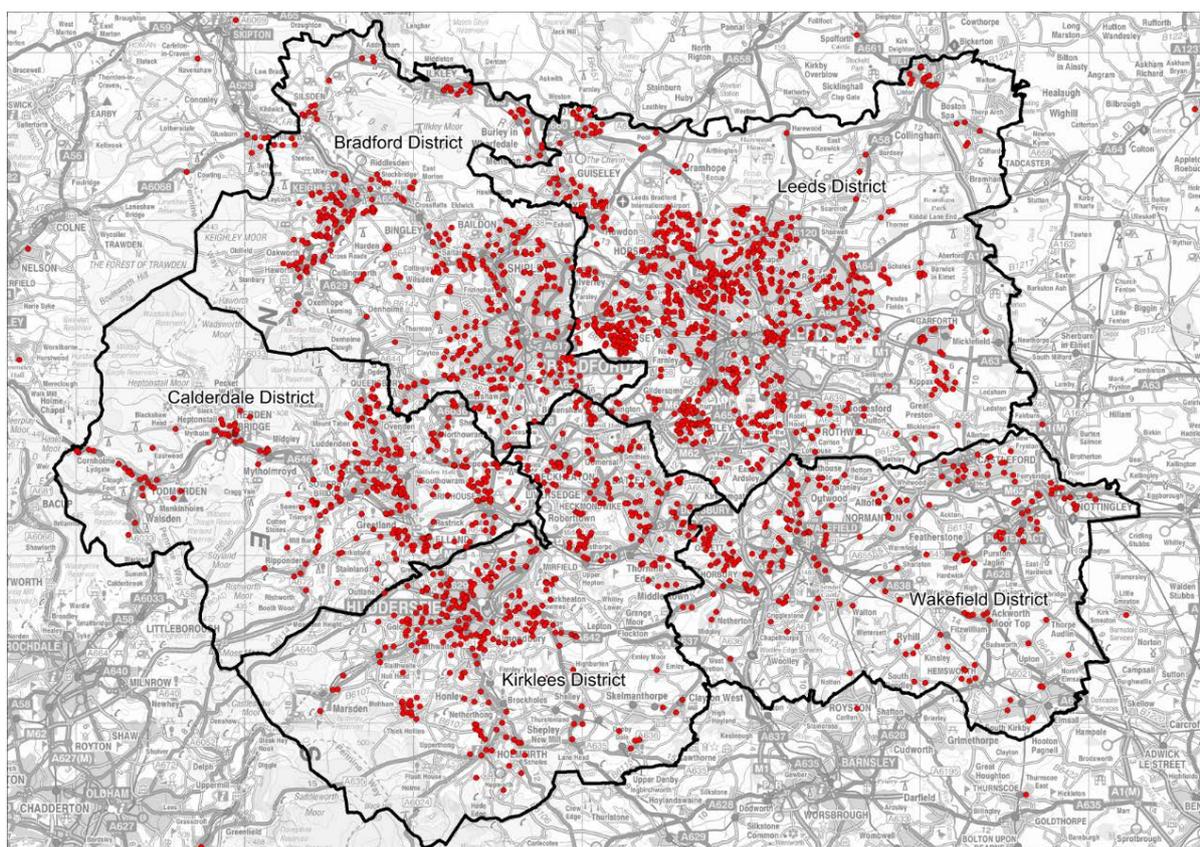
- The profiles of respondents to the consultation;
- Current bus travel experiences; and
- Reaction to the new proposals.

3.2 Respondent Profile

3.2.1 Overall, 3,355 responses were received to the consultation questionnaire, group responses and additional letters and emails. Of these in total 3,148 responses were to the consultation questionnaire. Figure 3.1 shows the location of respondents.

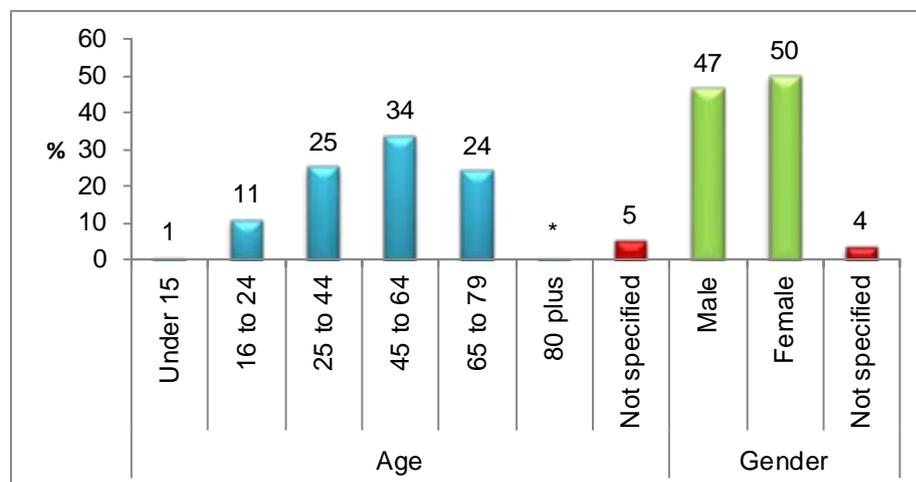
- Bradford (13%).
- Calderdale (11%).
- Kirklees (14%).
- Leeds (30%).
- Wakefield (8%).
- Outside West Yorkshire (2%).
- Missing/Incomplete postcode (23%).

Figure 3.1: Location of respondents



3.2.2 Figure 3.2 shows nearly half (47%) of the sample were male. Over half (58%) were aged over 45 and just 12% were aged under 24. A fifth (22%) stated they had a disability or limiting long term illness and 4% were from a Black or Minority Ethnic background.

Figure 3.2: Demographic Profile of respondents



Base: 3148

3.2.3 Just over four fifths (81%) of respondents were frequent users of buses in West Yorkshire including 57% who used the bus on four days a week or more.

Table 3.1: Frequency of bus use %

Frequent User	Daily	33
	4 - 5 days per week	24
	2 - 3 days per week	15
	At least once a week	10
Infrequent User	At least once a fortnight	3
	At least once a month	3
	Occasionally	10
	Never	2
Base		3124

3.2.4 Over half of respondents (60%) said they used buses for shopping, with 47% using them to get to work and 45% for travelling to leisure facilities or activities.

Table 3.2: Journey Purpose when Using Buses **%**

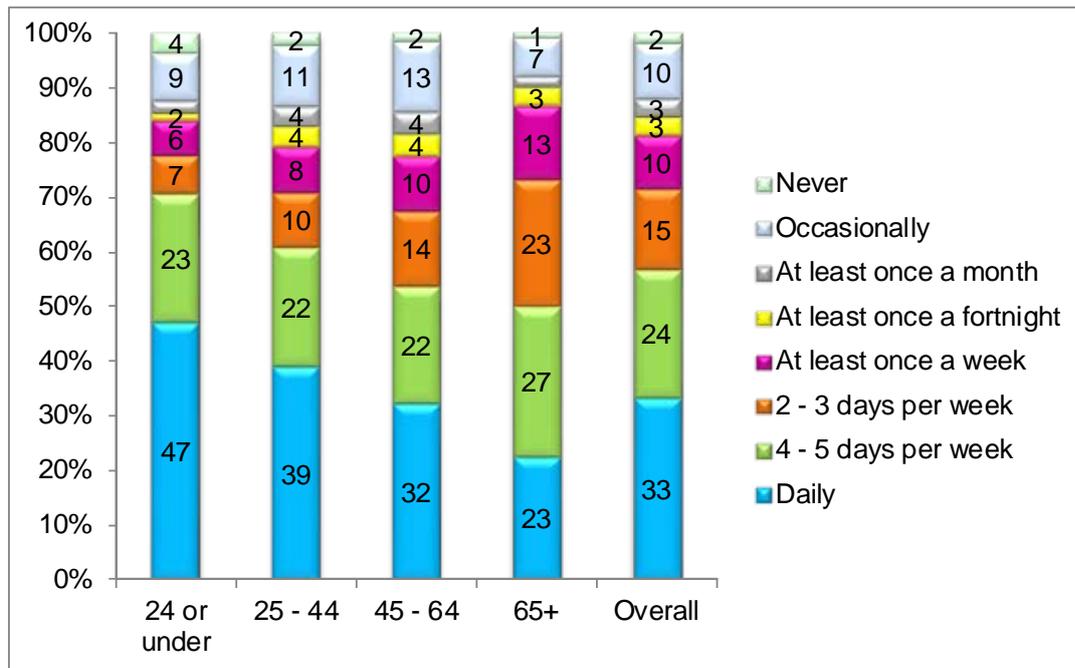
To go shopping	60
To get to work	47
To go to leisure facilities or activities	45
To visit family or friends	41
To go to health facilities	27
To get to school or training	9
Other	12
Base	3148

NB: Respondents could give more than one answer.

3.3 Respondents use of West Yorkshire buses

3.3.1 Almost all respondents (88%) currently used the bus at least once a month. A third of respondents (33%) travelled by bus in West Yorkshire on a daily basis, with a further 24% doing so on four to five days per week. Only 2% said they never travelled by bus in West Yorkshire. Younger respondents used the bus most frequently with 70% of those aged 24 or under using the bus on four days a week or more.

Figure 3.3: Frequency of bus travel by age



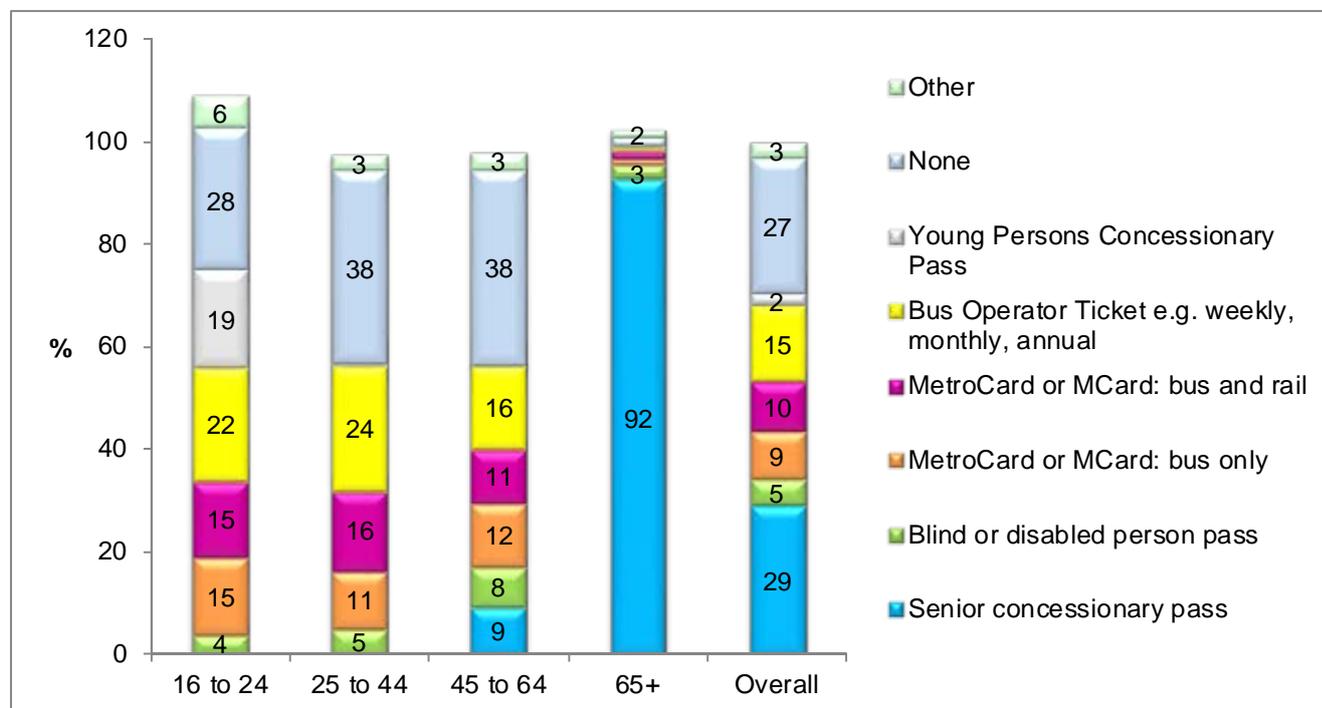
Base: Under 24 (363); 25 to 44 (788); 45 to 64 (1055); 65 plus (764); Overall (3124)

3.3.2 Some of the differences noted by sub group included:

- Two fifths of respondents in Bradford (40%) travelled on the bus daily in West Yorkshire compared to those in Calderdale (29%).
- 26% of female respondents used the bus on four to five days per week, compared to 22% of males.
- 41% of BME respondents used the bus daily, compared to 33% of White respondents.
- Respondents who used the bus to go to leisure facilities/ activities or health facilities, did so less frequently than for other journey purposes and were more likely to travel by bus occasionally.

- 3.3.3 Just over a quarter of respondents (27%) did not have a season ticket or concessionary pass for bus travel. Fifteen percent had a bus operator season ticket (weekly, monthly or annual). Nearly a third of respondents (29%) had a senior concessionary pass; this equates to 92% of respondents aged 65 or above.

Figure 3.4: Ticket or Pass Held



Base: Under 24 (365); 25 to 44 (790); 45 to 64 (1059); 65 plus (769); Overall (3148)

NB: Respondents could give more than one answer.

- 3.3.4 Some of the differences observed by sub group included:

- Nearly a quarter (22%) of respondents from Leeds had a bus operator ticket compared to less than 14% in the other four areas.
- Thirteen percent of male respondents held a bus operator ticket compared to 9% of females.
- Nearly a third (32%) of White respondents held a Senior Concessionary Pass, compared to 16% of BME respondents.
- Frequent bus users (i.e. once a week or more) were more likely to hold any type of ticket or pass for travelling in West Yorkshire than infrequent users.
- A quarter or more of respondents that used the bus to get to work or get to school/ training held a bus operator ticket (i.e. 28% and 25% respectively), compared to 15% or less for other journey purposes.
- Over two thirds of respondents (42%) that used the bus to go shopping held a Senior Concessionary Pass.

- 3.3.5 Some of the differences highlighted by sub group included:

- One in ten respondents in Calderdale, Kirklees and Leeds used the bus occasionally to get to leisure facilities/ activities compared to less than 1 in 20 in other areas.

- A greater proportion of male respondents used the bus to go to leisure facilities, i.e. 51% compared to 44%. Conversely, a greater proportion of female respondents used the bus to go shopping, i.e. 68% compared to 56%.
- Fifty eight percent of BME respondents used the bus to get to work, compared to 46% of White respondents.

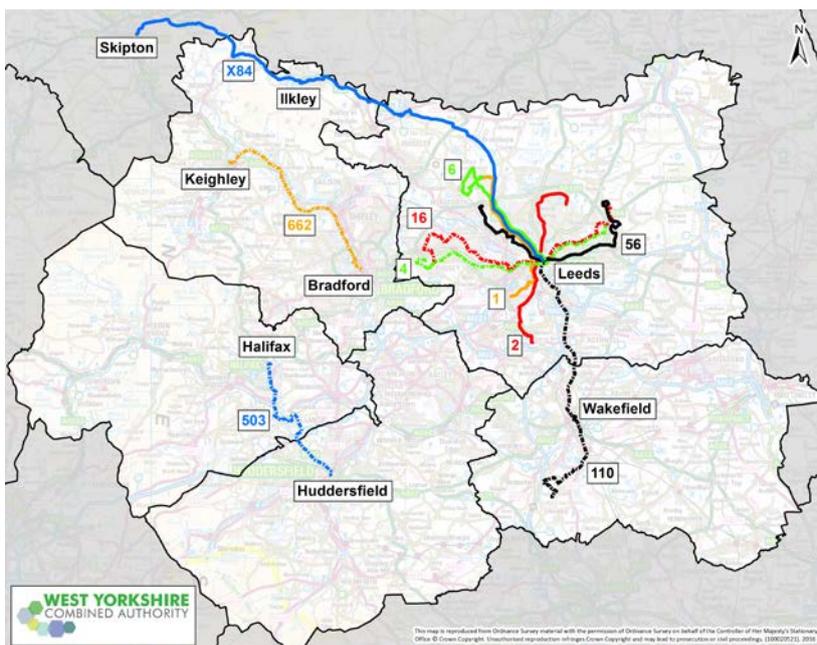
3.3.6 Respondents were asked to indicate which bus services they regularly used. Seven percent of respondents (i.e. 210) did not answer this question. The top ten bus services cited are shown in Table 3.4 with Figure 3.5 showing the districts in which the common bus routes run.

Table 3.3: Top Ten West Yorkshire bus services used by consultation respondents

Bus Service	Route (District)	Number of Users
1	Holt Park – Beeston (Leeds)	164
16	Pudsey – Whinmoor (Leeds)	132
4	Seacroft – Pudsey (Leeds)	115
X84	Skipton – Leeds (Out of area, Bradford and Leeds)	110
503	Huddersfield – Halifax (Kirklees and Calderdale)	108
6	Holt Park – Leeds (Leeds)	108
110	Leeds – Hall Green (Leeds)	105
662	Keighley – Bradford (Bradford)	101
2	Roundhay Park – Middleton (Leeds)	98
56	Moor Grange – Whinmoor (Leeds)	95
Base		2938

NB: Respondents could give more than one answer.

Figure 3.5 Districts of Common Bus Routes



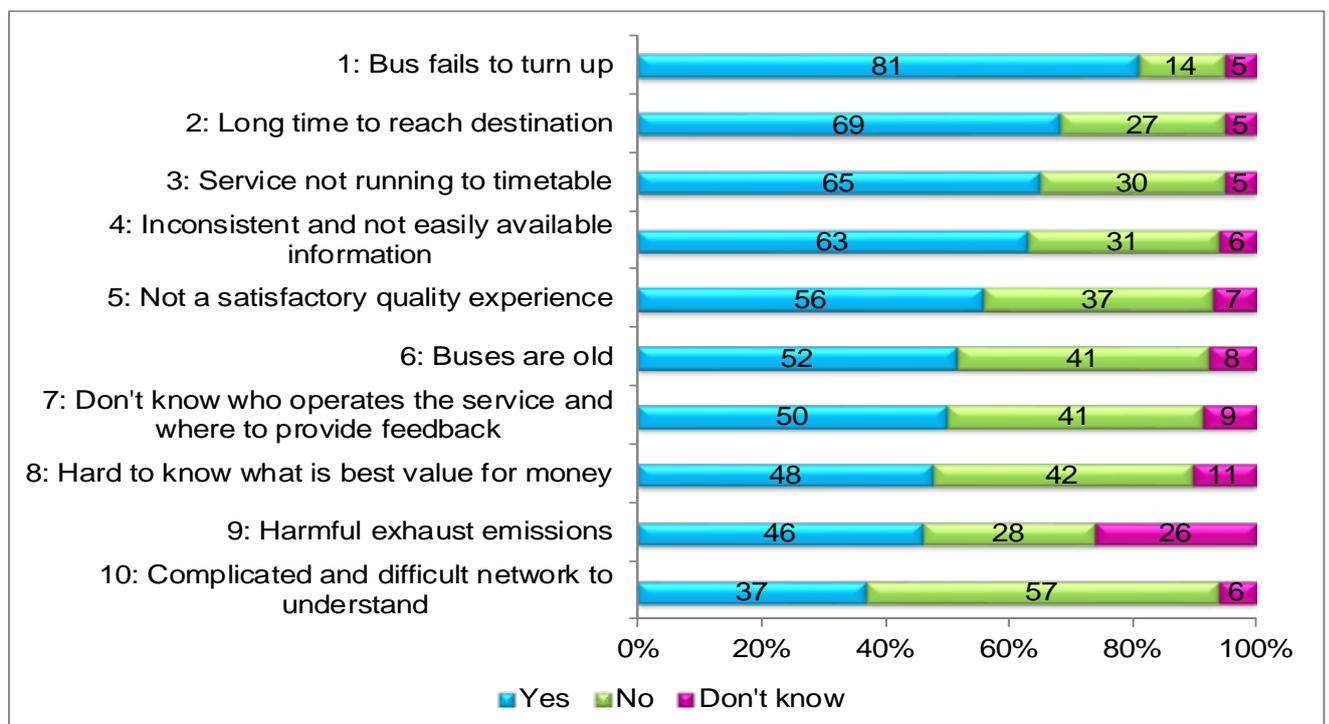
Current Bus Travel Experiences

3.3.7 Respondents were asked if they had experienced any of following problems:

- I cannot rely on my bus service running to timetable.
- Buses occasionally fail to turn up at all.
- Some of my destinations take a long time to reach by bus.
- The bus network is complicated and difficult to understand, which makes it hard to work out which bus or buses to catch.
- It can be hard to know which tickets/passes offer best value for money.
- I don't think travel by bus is a satisfactory quality experience.
- Bus travel information can be inconsistent and/or not always easily available.
- I find it difficult to understand who operates the bus service, what WYCA does, who to contact if things go wrong or to provide feedback.
- Some buses in my area are old.
- I think the exhaust emissions of buses in my area are likely to be harmful.

3.3.8 As illustrated in Figure 3.5, four fifths of respondents (81%) stated they had occasionally experienced buses that failed to turn up. Sixty nine percent said it took buses a long time to reach their destination and just under two thirds (63%) said the information provided was inconsistent and not easily available. Only 37% of respondents thought the bus network was complicated and difficult to understand.

Figure 3.6 Problems experienced with bus service



Base: 1 (3099); 2 (3032); 3 (3089); 4 (3051); 5 (3050); 6 (3066); 7 (3051); 8 (3022); 9 (3059); 10 (3050)

3.3.9 Some of the differences observed by sub group included:

- A greater proportion of respondents from Leeds had experienced services not running to timetable, buses failing to turn up and a less than satisfactory quality service compared to the other four areas.
- Nine out of ten respondents (90%) that used the bus to get to work had experienced a bus failing to turn up at all. Furthermore, over two thirds (69%) of this group stated that travel by bus was not a satisfactory quality experience, compared to 58% or less that used the bus for other journey purposes.

3.3.10 Respondents were asked if there were any other problems that they experienced with bus travel that were not listed in Figure 3.3. Nearly half (44%) of respondents gave no response to this question. Of those that did, the top three problems cited were:

- Unreliable/ running late/ do not turn up at all (23%). These respondents were more likely to be female (61%) and aged between 25-44 (31%) or 45-64 (36%);

“Buses do not run on routes or at times the public require in my area. They fail to complete the route sometimes in addition to not turning up at all. Six changes to timetables/routes per year is utterly ridiculous” (Female, 45-64, White)

“The buses are usually on time which makes it all the more problematic when one unexpectedly goes missing, because we would have been relying on it.” (Female, 65 or over, White)

- Poor driver attitude (15%) with females (55%) and those aged 25-64 (31%) most likely to say that; and

“Bus drivers can be rude and sometimes drive too fast when they are late” (Male, 24 or under, White)

“Rude drivers who forget they are providing a public service.” (Female, 65 or over, White)

- Bus not frequent enough (12%), with again females (61%) and those aged 45-64 (41%) most likely to say that.

“I frequently travel between Wakefield and Castleford, there is a lack of direct services, meaning that it takes a ridiculously long time to make this journey.” (Male, 25-44, White)

“The number 11 bus is the only one that goes down Foundry Lane onto York Road and only runs once an hour. At peak times this is a single decker and is full to capacity...” (Female, 45-64, White)

3.3.11 For all of these issues, frequent users were more likely to cite them compared to infrequent users.

3.3.12 Table 3.4 highlights the top ten items mentioned. A full list of comments given can be found in Appendix B.

Table 3.4: Other problems experienced with bus travel - Top 10 coded responses
%

Unreliable/ running late/ do not turn up at all	23
Poor driver attitude	15
Not frequent enough	12
Not enough services in the evenings/ at weekends	11
Too expensive	8
Buses are dirty/ break down/ uncomfortable	5
More bus routes needed	5
Overcrowded	5
More direct/ express routes needed	5
Better real time information at bus stops/stations	4
Poor service	4
Too slow	4
Lack of communication	4
Base	1756

NB: Respondents could give more than one answer.

3.3.13 Table 3.5 shows the top five problems where there were differences in the demographic profile. There were no differences by gender or ethnicity. Nine percent of those without a disability said buses were too expensive (4% with a disability), and 8% with a disability said more bus routes were needed (5% without a disability).

Table 3.5: Top Five problems by Demographic Profile

24 and under	25-44 years	45-64 years	65 and over
Unreliable/ late (30%)	Unreliable/ late (28%)	Unreliable/ late (25%)	Unreliable/ late (16%)
Poor driver attitude (20%)	Poor driver attitude (17%)	Not enough evening/ weekend services (14%)	Poor driver attitude (13%)
Too expensive (16%)	Too expensive (13%)	Not frequent enough (14%)	Not enough evening/ weekend services (13%)
Not frequent enough (14%)	Not frequent enough (12%)	Poor driver attitude (13%)	Not frequent enough (9%)
Not enough evening/ weekend services (7%)	Not enough evening/ weekend services (8%)	Too expensive (8%)	Buses are dirty/ break down (6%)

Bradford	Calderdale	Kirklees	Leeds	Wakefield
Unreliable/ late (14%)	Unreliable/ late (12%)	Unreliable/ late (13%)	Unreliable/ late (16%)	Unreliable/ late (11%)
Poor driver attitude (8%)	Not enough evening/ weekend services (9%)	Not frequent enough (8%)	Poor driver attitude (10%)	Poor driver attitude (11%)
Not frequent enough (7%)	Not frequent enough (6%)	Poor driver attitude (8%)	Not frequent enough (7%)	Not frequent enough (9%)
Not enough evening/ weekend services (7%)	Too expensive (5%)	Not enough evening/ weekend services (7%)	Not enough evening/ weekend services (6%)	Not enough evening/ weekend services (8%)
Too expensive (4%)	Poor driver attitude (5%)	Too expensive (5%)	Too expensive (5%)	More bus routes needed (5%)

3.4 Reaction to New Proposals

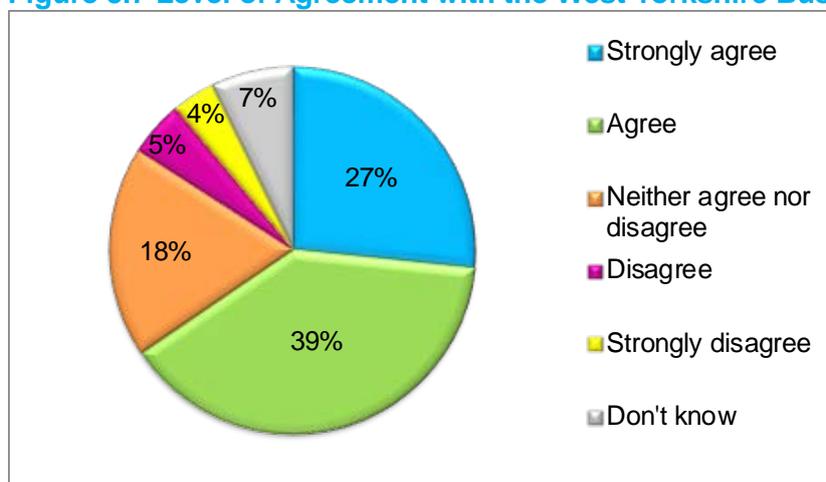
3.4.1 Respondents were given West Yorkshire's vision for its Bus Strategy:

“Our vision is to create a modern, integrated and innovative bus system, which puts customers first and contributes to the delivery of West Yorkshire’s economic, environmental and quality of life ambitions as set out in the Strategic Economic Plan and the West Yorkshire Transport Strategy.”

3.4.2 Respondents were also directed to the website at www.yourtravelyoursay.co.uk for further information. Respondents were then asked to what extent they agreed or disagreed with the vision.

3.4.3 Two thirds (66%) either agreed (39%) or strongly agreed (27%) with the West Yorkshire Bus Strategy vision. Only 9% of respondents disagreed; 5% disagreed and 4% strongly disagreed.

Figure 3.7 Level of Agreement with the West Yorkshire Bus Strategy Vision



Base: 3037

3.4.4 Some of the differences noted by sub group included:

- Only half (50%) of younger respondents agreed with the Bus Strategy vision, compared with 63% or more amongst older age groups. This may be due to younger respondents feeling the vision was not modern enough as many of the comments related to digital technology and contactless smartcard payment. As younger respondents were also more likely to be frequent bus users there were also notably more comments on poor frequency and unreliable bus services.

“Non-technological information strategy” (Under 24, Disagree)

“Having a more regular and reliable service of buses” (Under 24, Disagree)

- A slightly greater proportion of male respondents strongly agreed with the vision, compared to females (i.e. 29% compared to 25%).
- Fifteen percent of BME respondents disagreed with the vision, compared to just 10% of White respondents. As BME respondents were more frequent bus users, many of the comments related to service reliability which may be a key reason for disagreement with the vision.

“They need to stop being late and or cancelled” (BME, Disagree)

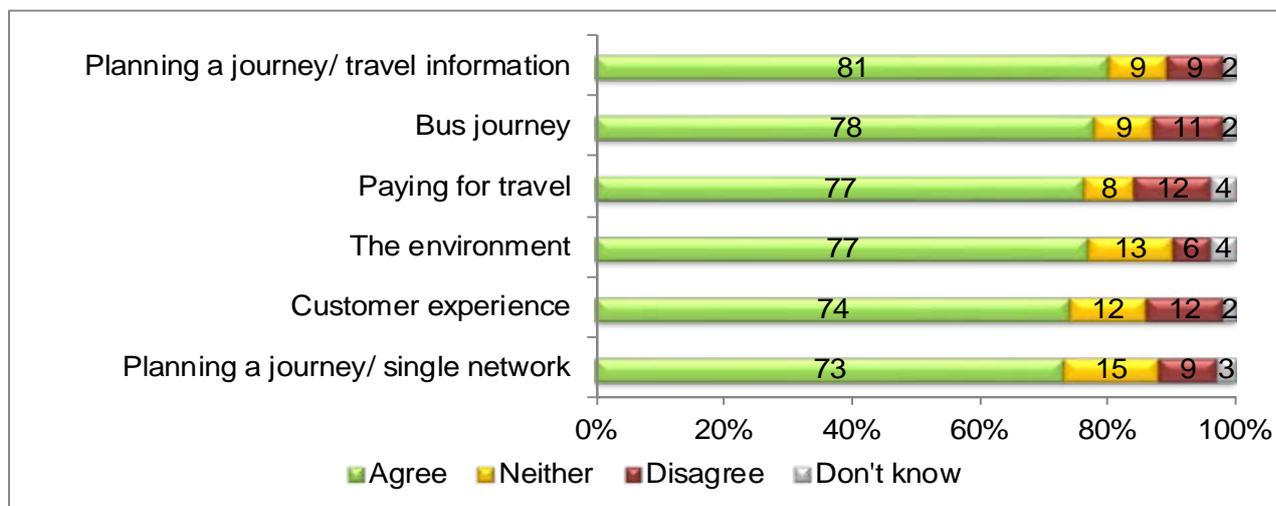
- Fewer respondents that used the bus to get to work or get to school/ training agreed with the vision.

3.4.5 Respondents were given details of six elements of the West Yorkshire Bus Strategy proposals and asked to indicate the extent to which they agreed or disagreed with them. The six elements are as follows:

- **Customer experience:** Consistent and excellent customer service across the bus system.
- **Bus journey:** Modern, coherent and integrated bus services.
- **Paying for travel:** Integrated simple and affordable bus fares for all.
- **(Planning a journey) Travel information:** Easily accessible and reliable travel information.
- **(Planning a journey) Single network:** Presenting the bus system as a single network by a clear, simple and consistent brand in West Yorkshire.
- **The environment:** A modern, low carbon bus system which contributes to improved air quality.

3.4.6 Respondents generally agreed with the proposals. In particular, over three quarters (81%) agreed with the proposal to ensure that travel information when planning a journey was easily accessible and reliable. Furthermore, 78% agreed that the bus journey should offer modern, coherent and integrated bus services.

Figure 3.8 Level of Agreement with the West Yorkshire Bus Strategy Details



Base: Travel information (3064); Bus journey (3065); Paying for travel (3041); the environment (3060); Customer experience (3084); Single network (3053)

3.4.7 Some of the differences highlighted by sub group included:

Planning a journey: travel information

- Just two thirds (67%) of younger respondents agreed with this proposal, compared to 82% or more amongst older age groups.
- Nearly a quarter (23%) of respondents who used the bus to get to school or training stated that they neither agreed nor disagreed with this proposal, compared to 9% or less that used the bus for other journey purposes.

Bus journey

- Less than two thirds (62%) of younger respondents agreed with this proposal, compared to 76% or more amongst older age groups.
- Four fifths (80%) of male respondents agreed compared to 76% of females.
- Only 49% of respondents that used the bus to get to school or training agreed with this proposal, compared to 75% or more that used the bus for other journey purposes.

Paying for travel

- Over a quarter (28%) of younger respondents disagreed with this proposal, compared to 13% or less amongst older age groups.
- Nearly a fifth (17%) of BME respondents disagreed with this proposal compared to 11% of White respondents.
- Over a third (36%) of respondents who used the bus to get to school or training disagreed, compared to 15% or less that used the bus for other journey purposes.

The environment

- Only 58% of younger respondents agreed with this proposal, compared to 76% or more amongst older age groups.
- Over three quarters (78%) of White respondents agreed compared to 70% of BME respondents.
- Only 54% of respondents that used the bus to get to school or training agreed compared to 73% or more that used the bus for other journey purposes.

Customer experience

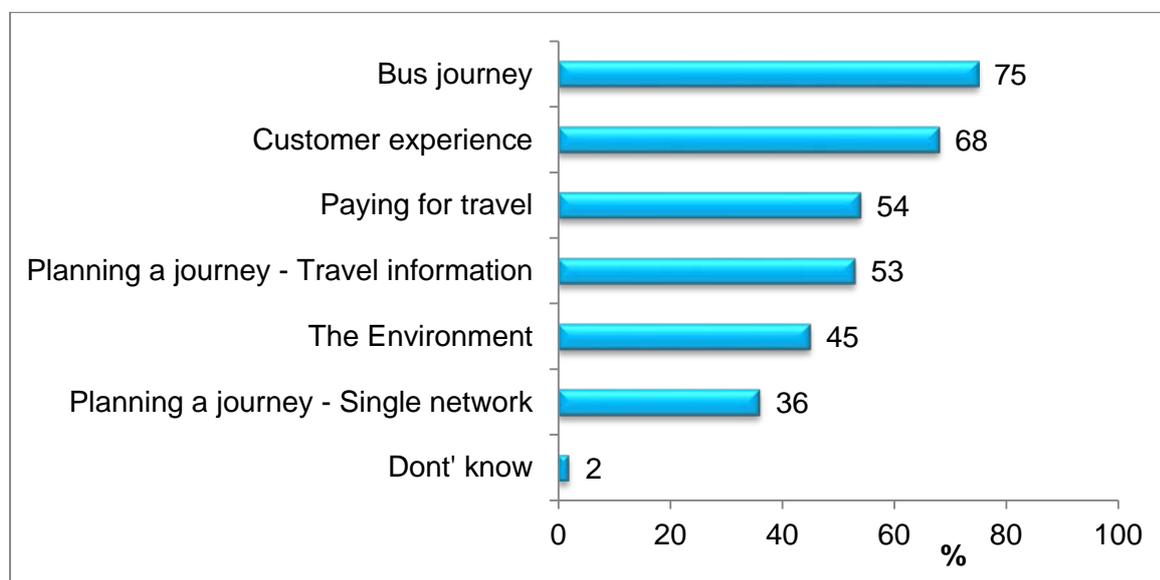
- Just 58% of younger respondents agreed compared to 76% or more amongst older age groups.
- Thirteen percent of frequent users disagreed with the proposal, compared to 7% of infrequent users.
- Only 54% of respondents who used the bus to get to school or training agreed compared to 63% or more that used the bus for other journey purposes.

Planning a journey: single network

- Just 58% of younger respondents agreed compared to 74% or more amongst older age groups.
- Only 62% of respondents that used the bus to get to school or training agreed compared to 68% or more that used the bus for other journey purposes.

3.4.8 Respondents were then asked to select the proposals that were important to them. Three quarters (75%) stated that the provision of a bus journey that offered modern, coherent and integrated bus services was of importance. Furthermore, 68% selected customer service, i.e. a consistent and excellent customer service across the bus system.

Figure 3.9 Important aspects of Proposal



Base: 3148

NB: Respondents could give more than one answer

3.4.9 Some of the differences seen by sub group included:

- 80% of younger respondents felt that **paying for travel** was an important proposal, compared to 71% or less amongst older age groups and just 22% of respondents aged 65 or over.
- A slightly greater proportion of female respondents selected - **customer experience**, **travel information** and **the environment** compared to males.
- Over two thirds (67%) of BME respondents placed importance on **paying for travel** compared to 54% of White respondents.
- A greater proportion of infrequent bus users cited **paying for travel** and **single network** compared to frequent bus users. Conversely, a greater proportion of frequent bus users selected **customer experience** and **bus journey**.
- Three quarters (75%) of respondents who used the bus to get to school/ training said **paying for travel**, compared to 67% or less for other journey purposes. In addition, 46% of respondents that used the bus to go to leisure facilities/ activities placed importance on a **single network**, compared to 35% or less for other journey purposes.

3.4.10 The opportunity to suggest anything that should be added to the proposals was given towards the end of the survey. Just 31% of respondents gave a comment. Of those that did provide a comment, many mentioned items that were already included in the proposals which highlights these are the areas that are of most concern to them. The top three points raised were:

- Better reliability (12%).

“Reliability, regularity and affordability should be the aims. Currently it's cheaper to drive and pay for parking for many.” (Female, 25-44, White)

“Reliability would be most important as it is the only form of transport I have” (Female, 25-44, White)

- More bus routes (6%).

“Would love a bus service from Illingworth to Calderdale hospital, to pull into the hospital grounds and to pick up” (Female, 45-64, White)

“Why are some destinations covered by lots of buses and other destinations are not or services are withdrawn.” (Male, 45-64, White)

- Increase bus services (6%).

“Frequency of services, and increase in late evening services” (Male, 45-64, Not specified)

“Better and increased frequency of public transport to and from Todmorden...” (Male, 45-64, White)

3.4.11 Respondents most likely to raise these three points were frequent bus users, females and aged 45-64.

3.4.12 Table 3.6 shows the top ten items mentioned. A full list of comments can be found in Appendix B.

Table 3.6: Aspects missing from proposal - Top 10 coded responses

	%
Better reliability	12
More bus routes	6
Increase bus services	6
Reduce cost of fares	6
Increase in evening/ Sunday services	5
Better value for money comparative to other modes of transport (e.g. taxi, train) including cheaper group travel and lower fares or improved reductions/ deals	5
Better real-time information	5
Improve driver service/ attitude	5
Integration with other modes of transport	5
Uncertainty the proposals will come to fruition	4
Improve schedules between bus and rail services	4
More measures in place to force accountability	4
Base	991

NB: Respondents could give more than one answer.

Items mentioned that are not already in the Proposals

3.4.13 Table 3.7 shows the top five aspects missing from the proposals given by demographic profile. The top five by region has not been shown in table format as differences were small and results are qualitative and so only provide an indication of sentiment. However, respondents in Leeds and Calderdale were more likely to comment that better reliability was missing from the proposals (5%), with those from Wakefield more likely to comment that more bus routes and increased bus services were missing.

Table 3.7: Top Five aspects missing from proposals by Demographic Profile

24 and under	25-44 years	45-64 years	65 and over
Better reliability (17%)	Better reliability (13%)	Better reliability (12%)	Better reliability (9%)
Reduce cost of fares (13%)	Reduce cost of fares (7%)	Integration with other modes (7%)	Improve driver attitude (7%)
Increase bus services (12%)	Better value for money (7%)	Reduce cost of fares (6%)	Better real-time information (7%)
More bus routes (10%)	Uncertainty proposal will come to fruition (6%)	Increase bus services (6%)	Increase evening/ weekend services (6%)
Better value for money (10%)	More bus routes (6%)	More bus routes (6%)	More bus routes (5%)

Male	Female
Better reliability (9%)	Better reliability (14%)
More bus routes (6%)	Increase bus services (9%)
Reduce cost of fares (6%)	Improve driver attitude (7%)
Integration with other modes (6%)	More bus routes (6%)
Better value for money (5%)	Increase evening/ weekend services (6%)
	Better service for disabled people (6%)

White British	BME
Better reliability (11%)	Better reliability (14%)
More bus routes (6%)	Increase bus services (9%)
Increase bus services (6%)	Reduce cost of fares (9%)
Increase evening/ weekend services (6%)	More bus routes (8%)
Reduce cost of fares (6%)	Improve driver attitude (8%)
	One ticket across all operators (8%)

No disability	Disability
Better reliability (13%)	Better reliability (9%)
Reduce cost of fares (7%)	Better service for disabled people (9%)
Increase bus services (6%)	Improve driver attitude (8%)
More bus routes (6%)	More bus routes (8%)
Increase evening/ weekend services (5%)	Increase bus services (6%)

3.4.14 Finally, respondents were given the opportunity to provide any other comments on the West Yorkshire Bus Strategy. Again, just 31% of respondents provided a comment. Of those that did, the top three points raised were:

- General proposal/ WYCA/ bus operator criticism (12%); male respondents and those aged 45-64 were most likely to raise this (64% and 40% respectively).
"I have responded to WYPTE and WYCA consultations on bus services for the past ten years at least, and very little has changed." (Not specified, 25-44, Not specified)
"Not one of the planners understand the routes or what people need from the bus service." (Male, 45-64, White)
- Greater reliability of buses (11%); female respondents (75%) and those aged 45-64 (40%) were most likely to raise this issue.
"Just ensure they turn up. No point in a timetable otherwise" (Male, 45-64, White)
"It doesn't have to be complicated. Just want a transport system that is very reliable, clean that gets to the destination by the quickest route possible." (Female, 65 or over, White)
- Uncertainty regarding whether proposals can be achieved/ need improvement (10%); there was no gender difference in who raised this issue, with those aged 45-64 (53%) again most likely to raise it.
"A strategy is one thing, delivering the service is a completely different ball game. Not sure how long the present companies have been operating in Leeds, but providing a service is not a phrase I would use to describe what they have provided." (Male, 45-64, White)
"How do you expect to deliver these ideals from a governing body with zero power to implement them" (Not specified, not specified, not specified)

3.4.15 Table 3.8 details the top ten comments given. A full list of comments can be found in Appendix B.

Table 3.8: Aspects missing from the West Yorkshire Bus Strategy - Top 10 coded responses %

General proposal/ WYCA/ bus operator criticism	12
Greater reliability of buses	11
Positive support for proposals/ unified branding, ticketing etc.	10
Uncertainty regarding whether proposals can be achieved/ need improvement	10
Greater bus frequency	8
More bus routes in certain areas	6
Cheaper/ more cost effective bus travel	6
Improve customer service from drivers	5
Improved condition of buses	4
Shorter journey times on buses/ more express bus routes	3
Base	985

NB: Respondents could give more than one answer.

Items mentioned that are not already in the Proposals

3.4.16 Table 3.9 shows the top five aspects missing from the West Yorkshire Bus Strategy given by demographic profile. The top five by region has not been shown in table format as differences were small and results are qualitative and so only provide an indication of sentiment. However, respondents in Calderdale were least likely to criticise the general proposal/ WYCA/ bus operators. Those in Wakefield wanted greater bus frequency, and respondents in Bradford were more likely to comment on cheaper, more cost effective bus travel.

Table 3.9: Top Five additional comments stating missing aspects from West Yorkshire Bus Strategy by Demographic Profile

24 and under	25-44 years	45-64 years	65 and over
Greater reliability of buses (15%)	General criticism of proposals/ WYCA/ bus operators (10%)	Uncertainty proposals can be achieved (14%)	General criticism of proposals/ WYCA/ bus operators (14%)
Positive support for proposals (14%)	Uncertainty proposals can be achieved (9%)	General criticism of proposals/ WYCA/ bus operators (13%)	Greater reliability of buses (11%)
Cheaper/ more cost effective bus travel (10%)	Greater reliability of buses (9%)	Positive support for proposals (13%)	More bus routes in certain areas (9%)
Greater bus frequency (10%)	Positive support for proposals (8%)	Greater reliability of buses (12%)	Positive support for proposals (7%)
Uncertainty proposals can be achieved (8%)	Cheaper/ more cost effective bus travel (8%)	Cheaper/ more cost effective bus travel (8%)	Uncertainty proposals can be achieved (6%)
	Greater bus frequency (8%)		Greater bus frequency (6%)

Male	Female
General criticism of proposals/ WYCA/ bus operators (16%)	Greater reliability of buses (14%)
Uncertainty proposals can be achieved (11%)	Positive support for proposals (9%)
Positive support for proposals (10%)	Uncertainty proposals can be achieved (9%)
Greater reliability of buses (8%)	Greater bus frequency (9%)
Greater bus frequency (7%)	General criticism of proposals/ WYCA/ bus operators (9%)

White British	BME
General criticism of proposals/ WYCA/ bus operators (13%)	Greater reliability of buses (12%)
Greater reliability of buses (11%)	Uncertainty proposals can be achieved (10%)
Positive support for proposals (11%)	Greater bus frequency (9%)
Uncertainty proposals can be achieved (10%)	Positive support for proposals (8%)
Greater bus frequency (8%)	Improve driver customer service (6%)

No disability	Disability
General criticism of proposals/ WYCA/ bus operators (12%)	General criticism of proposals/ WYCA/ bus operators (10%)
Greater reliability of buses (12%)	Positive support for proposals (9%)
Uncertainty proposals can be achieved (11%)	Improve driver customer service (9%)
Positive support for proposals (11%)	Greater reliability of buses (8%)
Greater bus frequency (8%)	More bus routes in certain areas (8%)

3.5 Equalities and Disabilities

- 3.5.1 Female and BME respondents were more likely to use the bus on a more regular basis (26% four to five days a week and 41% daily respectively).
- 3.5.2 Thirteen percent of male respondents held a bus operator ticket compared to 9% of females, however White respondents were more likely to hold a Senior Concessionary Pass than BME respondents (32% compared to 16%).
- 3.5.3 Fifty eight percent of BME respondents also used the bus to get to work, along with over three quarters (77%) of respondents aged between 25 and 44. Male respondents were more likely to use the bus to go to leisure facilities (51%) with females using it to go shopping (68%).
- 3.5.4 Older respondents, males and white respondents were more likely to agree with the bus strategy vision than other groups (63%, 29% and 90% respectively).
- 3.5.5 Older age groups were more likely to agree with the following policies:
- Planning a journey: travel information (82%);
 - Bus journey (76%);
 - The environment (76%);
 - Customer experience (76%); and
 - Planning a journey: single network (74%).
- 3.5.6 White respondents (78%) were more likely to agree with the environment proposal than BME respondents (70%).
- 3.5.7 Younger respondents and BME respondents were more likely to disagree with the paying for travel proposals (28% and 17% respectively).
- 3.5.8 Respondents were asked to select the proposals that were important to them. Four fifths (80%) of younger respondents felt that paying for travel was an important proposal, as did two thirds of BME respondents (67%). Female respondents were more likely to select the customer experience, travel information and the environment.

4. Groups and Organisations

4.1 Introduction

- 4.1.1 In order to gather views on the wider strategy document, representatives from relevant organisations and interest groups were invited to participate. Twenty eight responses to this element of the consultation were received. Organisations represented included:

Table 4.1 Geographies covered by the sample group

Interest group - older people.	Leeds
Bus / Coach Operator	Bradford, Calderdale, Kirklees and Leeds
Bus / Coach Operator	Wakefield
Business Institute / Chamber	Calderdale, Kirklees and Wakefield
Charity	Leeds
Charity	Specific town in West Yorkshire
Charity	Kirklees
Charity	Kirklees
Community Group	Specific town in West Yorkshire
Community Group	All of West Yorkshire
Community Group	Bradford and Leeds
Community Group	Leeds and specific town in West Yorkshire
Community Group	Leeds and all of West Yorkshire
Community Group	Leeds and all of West Yorkshire
Health	Bradford
Health	Bradford
Health	All of West Yorkshire
Local Authority	Wakefield
Local Authority	Wakefield
Local Authority	Leeds and specific town in West Yorkshire
Local Authority	Kirklees
Parish Council	Specific town in West Yorkshire
Political Group	Leeds
Professional Body	All of West Yorkshire
Sustainable Transport Group	Calderdale
Transport User Group	All of West Yorkshire

- 4.1.2 Organisations were also asked whether they have a specific geographic interest, and the response shows that we have a good spread of responses from across West Yorkshire (and surrounding area).
- 4.1.3 Owing to the low base all figures are given in whole numbers (n).

4.2 Strategic Challenges

- 4.2.1 In the strategy document, WYCA highlight seven areas which encompass the strategic context for the delivery of the bus strategy:
- The ambition to assist with the delivery of the Strategic Economic Plan;
 - The development and delivery of the West Yorkshire Transport Strategy;
 - Working within the district councils to deliver their strategic priorities including their Local Plans;
 - To enable the delivery of the West Yorkshire Low Emission Strategy;
 - Working with key stakeholders to support the delivery of national/subnational plans including HS2, the Northern Powerhouse, and Transport for the North; and
 - As the Local Transport Authority, ensure that the transport system delivers value for money.
- 4.2.2 The strategy document lists ten strategic challenges for bus in West Yorkshire which will need to be countered to realise the broader strategic context outlined above.
- 4.2.3 The stakeholder questionnaire asked organisations to rate their level of agreement with the strategic challenges and then asked them to elaborate on their reasons for giving their particular response.

Table 4.1 Level of agreement with strategic challenges

The bus can play a significant role in delivering economic growth, cleaner and healthier cities and improved quality of life but there are a number of strategic challenges we want the West Yorkshire Bus Strategy to address.

Agree with all	9
Agree with most	13
Neither agree or disagree	2
Disagree with most	3
Disagree with all	0
Total	27

4.3 Views from those who agree with the strategic challenges

- 4.3.1 Opportunity was offered on numerous occasions to the three main regional bus operators via the Bus 18 partnership group the Small Operators and Larger Operators group (hosted by WYCA) and ABOWY to provide an organisational response to the questionnaire. Only two responses were received. This could be in part due to the involvement of these Operators in the shaping and development of the draft Bus strategy.
- 4.3.2 One transportation body felt the need for improved infrastructure had been omitted from the list of challenges, stating small shelters, poor boarding sites and delays caused by fare payment on board led to delays in operation.
- 4.3.3 A health organisation which agreed with the challenges highlighted in this section of the strategy, cited there should be greater transparency and publicity of these measures so progress can be monitored. A local authority also felt greater detail should be given to supporting the delivery of healthier populations in our towns and cities, and more coverage should be given to increasing integration between bus and other modes (particularly sustainable modes). They wanted to see the inclusion of an ambition to provide a bus service comparable to car and rail with regard to convenience, cost and comfort.
- 4.3.4 Cross boundary journeys were mentioned by a local interest group who felt there were significant gaps in rail and bus services across geographical boundaries and these gaps did not fall under any transportation authority's remit to improve or counter. Differences in bus policy between North Yorkshire and West Yorkshire were highlighted as a specific issue with regard to concessionary fare support (North Yorkshire provides a 'very low' level of subsidy), as was the approach to services at off peak times. The group welcomed the commitment of Transport for the North to provide integrated ticketing across modes and felt this should be leveraged through local authorities across northern England.
- 4.3.5 A community group cited the strategy did not express the benefits in service quality and pricing that have come from the introduction of competition in the bus market in West Yorkshire. The organisation felt the commercial operation of the bus network had enabled the maintenance and development of it, which was important in the face of cuts to Local Authority funding.
- 4.3.6 One campaign group for the disabled felt the strategy didn't have enough focus on improving accessibility for the disabled.

'Lacks real substance in recognising the true extent of barriers and exclusion many disabled and older people and carers currently face across West Yorkshire'

4.4 Views from those who disagree with the strategic challenges

4.4.1 Bus operating organisations were more likely to disagree with the sentiments of the strategic challenges.

4.4.2 One felt a rather negative view of the current situation was presented in terms of how operators have 'performed'. In particular they felt it implied bus operators have not contributed to the strategic vision for the region, which operators felt was not the case.

'Operators...continue to invest in and target their activities in order to improve customer service both in the cab, in terms of vehicle cleanliness and presentation and through contact with the Company'

4.4.3 Another operator felt the challenges presented were too general and did not cover important issues such as congestion which they believed served as a major deterrent to bus usage along with the falling cost of motoring and parking policies in towns and cities. This view was shared by the operators association.

'There is limited scope or incentive for the bus industry to invest in growing the bus system'

4.4.4 Another operator felt the limited scope or incentive for the bus industry to grow materially was incorrect and provided several examples of successful collaboration between operators and local authorities in West Yorkshire. The same operator also felt that bus operators were made accountable through the commitments made in framework agreements which regulate their conduct.

4.4.5 The association of bus operators thought that while patronage has been falling, there was evidence this has been 'arrested' with a growth in fare paying passengers.

'...existing users characterised as being drawn predominantly from those on concessionary passes as well as less affluent sections of society', feeling that this reinforces negative stereotypes about bus users'

4.4.6 Another responding operator agreed with this sentiment.

'It is inaccurate to say that bus users are characterised by those on concessionary passes and less affluent sections of society'

4.4.7 The operators felt it was unfair to suggest there is a lack of shared data, feeling they do what they can to cooperate and share data with authorities. However they did highlight difficulties with the sharing of sensitive commercial information which could influence franchising proposals and decision making; stating that while they wish to comply with requests for information, this should not be done to the commercial detriment of the incumbent franchisee.

4.5 Customer focused problems

4.5.1 The following section of the questionnaire covers the summary of the customer focused 'problems and opportunities' in the bus strategy document:

- Buses are not always on time, and occasionally fail to turn up at all.
- Buses can take a long time to reach their destination, and the journey time can vary from day-to-day.
- The bus network is complicated and difficult to understand, meaning that it can be hard for new or infrequent users to work out which bus to catch.
- It can be difficult to work out which bus ticket offers the best value for money.
- Travel by bus is not always seen as a satisfactory experience (for reasons that could include poor customer service from drivers, safety concerns, poor cleanliness and comfort of vehicles).
- Bus travel information can be inconsistent and / or not always easily available.
- It is difficult for customers to understand who operates their bus service, what WYCA does, who to contact if things go wrong, and where to find out information or to provide feedback.
- Some buses are old and the exhaust emissions can be harmful.

4.5.2 Table 4.3 shows the level of agreement with these problems. The majority (n=22) of responding organisations agreed with all or most of the customer focussed problems. Just one organisation disagreed.

Table 4.3 level of agreement with Customer focussed problems and opportunities
Thinking about your group or organisation, how far do you agree or disagree with these Strategic Challenges?

Agree with all	11
Agree with most	10
Neither agree or disagree	5
Disagree with most	1
Disagree with all	0
Total	27

Those stating they agreed with the entire set of customer focussed challenges listed in the strategy document tended to be local community groups and health organisations.

Reliability and punctuality

4.5.3 One health organisation pointed towards issues related to indirect hospital links that extend journey time and serve as a deterrent to bus use.

'Travelling to and from our main hospital site involves connections as there are limited direct links which means the travelling/commuting times increase and therefore it is not an attractive alternative.'

4.5.4 Community groups also referenced long journeys, highlighting the need for improved suburban routes outside of towns and cities and excessive journey time.

'There are few good orbital routes (not focused on town and city centres)'

- 4.5.5 A community group based outside WYCA's direct area of operation felt that there should be some consideration for those passengers who live in parts of Leeds and areas beyond the West Yorkshire boundary who suffer a lack of bus services.

'...the problem is actually a complete lack of services particularly evenings and Sundays.' Community group - the whole of West Yorkshire'

- 4.5.6 In terms of the reliability of services, one community group highlighted the issue of frequent cancellations, particularly in the evening when buses *'go back into Leeds out of service'*. They suggested WYCA should operate a database to record cancellations so this can be tracked over time.

Service reliability – the operator view

- 4.5.7 One operator highlighted that how long journeys should take is a subjective consideration. They pointed towards a lack of integration and poor quality of existing at-stop information adding to the complexity of bus travel for infrequent users.

'We feel that the perception of complexity is made worse by the availability of information, particularly at bus stops'

- 4.5.8 One of the two bus operators that responded to the survey felt that unfair generalisations were made.

'The vast majority of buses are on time - typically 90% and very few fail to operate at all...those journeys which fail are for a reason beyond the operators direct control such as road closure, congestion or vandalism'

Poor customer satisfaction and redress

- 4.5.9 The community group reinforced the need to take into account the impact poor customer service has on the bus passenger's experience of using the mode.

'Drivers seem dis-engaged and they have a huge impact on the overall experience as they have a big role in delivering the service - from greeting you onto the bus, driving it and delivering you to your destination'

- 4.5.10 One bus operator agreed with the inclusion of a challenge related to customer satisfaction, but felt that the strategy would be reinforced through provision of examples of specific findings from Transport Focus's Bus Passenger Survey.
- 4.5.11 In terms of the challenges related to the difficulty customers experience when seeking redress, one of the operators disputed this, feeling that customers do know their operators and thus who to complain to if things have gone wrong.

Value for money

- 4.5.12 A group representing the elderly agreed with all the challenges but highlighted that bus travel doesn't always offer the cheapest option for those travelling in groups, particularly on short journeys.

'Travelling by bus in West Yorkshire is not appealing for many residents due to poor value for money, limited reliability and many cancellations'

- 4.5.13 The same community group noted the difficulty passengers have in obtaining the best value for money bus tickets.

'Ticket types are complex, requiring an understanding of jargon like 'day saver' instead of a plain English 'day return''

- 4.5.14 One organisation in the health sector which worked with vulnerable young people highlighted the issue around changes to the rules around accessing concessionary passes which they felt was unfair and life limiting to those affected.

'You are penalising people on the autistic spectrum with your changes to rules around getting disabled bus passes'

Environmental impacts

- 4.5.15 The health organisation also agreed with the need for upgraded buses and cleaner, more convenient services to enable modal shift to bus. They felt that the strategy should enforce *'cleaner, efficient and innovative methods of travel'* through encouraging operators to invest in greener buses.

4.6 WYCA vision, objectives and critical success factors.

- 4.6.1 The following section of the questionnaire covers the visions and objectives WYCA has for the bus strategy. WYCA's strategic vision for bus in West Yorkshire is:

'To create a modern, integrated and innovative bus system, which puts customers first and contributes to the delivery of West Yorkshire's economic, environmental and quality of life ambitions as set out in the Strategic Economic Plan and the West Yorkshire Transport Strategy'

- 4.6.2 The strategy also lists a set of objectives and critical success factors, which will help to inform and appraise the delivery and implementation of future schemes.
- 4.6.3 All responding organisations were asked to what extent they agreed with the vision, objectives and critical success factors. Most organisations agreed with them to some degree. Table 4.4 shows the level of endorsement for each part of the agreement scale.

Table 4.4 level of agreement with vision, objectives and critical success factors?

Thinking about your group or organisation, how far do you agree or disagree with the vision, objectives and critical success factors?

Agree with all	14
Agree with most	8
Neither agree or disagree	1
Disagree with most	4
Disagree with all	0
Total	27

- 4.6.4 All organisations were asked to give more detail on why they gave their specific response.

Competitive context - operators

- 4.6.5 One bus operator which agreed with all of the elements stated they felt the existing bus operation in West Yorkshire *'forms a sound basis on which to develop to achieve the vision'*.
- 4.6.6 The other operator felt that while the vision and objectives covered the obligation to the customer and the funding limitations placed upon local authorities, there was little which took into account the commercial nature of bus operation.

Improving the perception of bus travel - encouraging use

- 4.6.7 The association of bus operators agreed with most of the strategy elements but questioned the inclusion of non-customer satisfaction scores. They felt it was a difficult measure to achieve as there would always be some people who had a negative perception of bus travel regardless of any improvements.
- 'We agree that perceptions amongst non-users must be improved if we are to achieve passenger growth but...there will remain many who retain a poor view of buses, no matter what the reality is like'*
- 4.6.8 A local authority also felt the objectives should include the desire to improve the perception of bus travel, so it becomes the mode for people across all sections of society.
- 'It is important that the negative perceptions many people hold towards bus travel are challenged/ overturned'*
- 4.6.9 They also felt that the strategy should include a critical success factor related to increasing consideration of bus travel for those who do not currently travel on the mode.

Improved multi-modal integration, infrastructure and networks

- 4.6.10 A professional body for transportation which agreed with the vision stated there should be an objective to look towards greater integration between bus and Bus Rapid Transit systems.
- 4.6.11 They felt the customer experience should be at the heart of the strategy, and as such the ease of integration between modes, and infrastructure (including bus lanes and traffic priority for buses) should form a part of the bus strategy.
- 4.6.12 A transportation campaign group advocated the inclusion of an objective to increase patronage, reduce car use and thus strengthen the case for providing investment into Light Rail on busier routes.
- 4.6.13 One political group talked about the need to improve the perception of bus travel to make the mode more attractive.
- 'At present many people would simply not consider bus travel as a viable, regular transport option. More modern buses, more park and ride schemes and simpler timetabling and tickets would play a significant part in meeting these objectives and delivering the vision'*

- 4.6.14 A further local interest group also felt that improved routing would increase patronage.

Social exclusion, accessibility and cross boundary journeys

- 4.6.15 The local civic society and another local community group welcomed the objective to support local communities by increasing public accessibility to leisure facilities.

'The importance of such services in reducing social exclusion and maintaining the physical and mental health of many in our communities cannot be over stated'

- 4.6.16 However they noted there may be difficulties where access means passengers are required to make cross boundary journeys.

- 4.6.17 Another local community group underlined the economic benefit improved bus services would bring to the local rural economies.

'These services can also play a key role in bringing much needed economic activity to our rural areas'

- 4.6.18 A local authority which disagreed with most of the vision and objectives cited the lack of consideration for rural routes as their reason for this.

Environment and health

- 4.6.19 The health body welcomed the aim to increase public access to health services and were pleased to see the inclusion of environmental improvements as part of the strategy.

- 4.6.20 Two groups also requested changes to the wording of the objectives, feeling that the strategy should aim to 'improve' rather than 'provide' access to local amenities.

- 4.6.21 One local authority agreed with the vision but felt that the wording should strengthen the importance of improving the health of residents.

'We feel vision should also include 'contributes to the creation of healthy towns and cities' as it is important the significance of health is not lost or diluted in 'quality of life''

- 4.6.22 They felt there should be a broader objective to cover other forms of sustainable travel, with a view to improving the health of the urban population.

'Could a broader objective around 'contributing to the creation of healthy cities' be added so to include physical activity promotion, emissions, congestion, walkability'

- 4.6.23 The association of bus operators again stressed their view that reducing congestion should form part of the strategy.

'We suggest that the objectives make reference to reducing congestion as this is a disease causing significant damage to the West Yorkshire economy'

Accountability and measurement

- 4.6.24 Several organisations (including charities which represent a specific interest group) welcomed the sentiments of the objectives and critical success factors, but expressed caution with regard to seeing the successful fruition of their delivery.

'Strongly agree with [aims] and the Vision but how do you do this for our Client group based on the other answers given on this survey'

'All of these aims are laudable, but it is important that we actually follow through'

- 4.6.25 A community group which disagreed with the objectives and Critical success factors felt that they were *'disconcertingly vague'*.

- 4.6.26 They would also like to see statistical targets within the Critical Success Factors to enable their measurement e.g. an *'increase in passenger numbers by 15% by 2020'* or a *'common ticketing system by 2020'*.

4.7 Policy Proposals

- 4.7.1 Organisations were then asked about their level of agreement with the detailed policy proposals. These are covered under 5 main headings or themes:

- Your customer experience;
- Your bus journey;
- Paying for travel;
- Planning your journey; and
- The environment.

- 4.7.2 Table 4.5 shows the level of agreement with the policy proposals among organisations, and again the majority of the responding organisations 'agreed' with them to some extent (n=24). Just one organisation 'disagreed' with most of them.

Table 4.5 level of agreement expressed with detailed policy proposals - whole numbers shown due to the low base

Thinking about your group or organisation, how far do you agree or disagree with the policy proposals?

Agree with all	8
Agree with most	14
Neither agree or disagree	4
Disagree with most	1
Disagree with all	0
Total	27

4.7.3 The association of bus operators, whilst agreeing with 'most' of the policy proposals, gave detailed feedback on the policy elements. Covering the customer experience elements, they felt unsure that the case for a consistent identity across operators is justified.

4.7.4 One of the operators also questioned the need for this principle, feeling it may cause confusion amongst the public.

'We wonder if the creation of a new brand will create confusion where existing brands are well known. We believe greater clarity could be provided if existing brands were consistently presented'

4.7.5 However another operator felt that a single brand identity, while fine for services operating solely within West Yorkshire, may be problematic with cross boundary services.

'There is however difficulty with services that operate out of West Yorkshire to other areas including Greater Manchester, North Yorkshire, East Yorkshire and South Yorkshire'

Joint system and data sharing

4.7.6 One operator was prepared to consider these ideas, including the proposal to create one single system for Real Time Information.

'[We would] consider the policy proposals for a consistent brand identity and single customer contact portal if they benefit customers and maximise the opportunity to generate modal shift'

4.7.7 A different bus operator felt the principle to deliver 'consistently excellent customer service across the bus system' was correct in principal, but stated they and other operators were already working to achieve this.

Improving the customer experience

4.7.8 The association of bus operators felt that to achieve the best customer experience more work is needed to ensure that correct and well-presented information is shown at stops.

'Bus stops and interchanges are also a key part of the customer experience and we need to ensure that the correct information and facilities are provided at these points'

4.7.9 Bus operators supported the provision of funding to improve CCTV coverage on the network and would like to work with partners to do so.

'We should like to work with our partners to identify and fill gaps in CCTV coverage during the whole journey, particularly at bus stops'

4.7.10 A charity group would like to see the introduction of a single customer portal which they felt would help their client group negotiate bus travel more easily.

'Front line staff should provide a consistently excellent service at all stages of their journey. All organisations involved in the delivery of the bus system should work together to provide a safe and secure environment for everyone'

- 4.7.11 They were also particularly concerned with the creation of a welcoming environment to assist vulnerable people travelling at night.
- 4.7.12 One local authority felt that it was important to understand more about the deterrents to bus travel from those who do not currently travel by the mode.

'Although we agreed "buses should also be tailored to customer expectations" there needs to be more of a focus on the wants/needs of people who at the moment who would not travel by bus in order to tempt them to use this mode of travel'

Managing service demand

- 4.7.13 The association of bus operators welcomed the idea of introducing 'consistent 'red-route' style powers used along key corridors'. They were also happy to consult with WYCA on 'Frequent services operating later into the evening', if this was demand led.

'It is important to assess demand and consider the value added to the network by such services'

- 4.7.14 The association highlighted that 'Efficient matching of bus resources to demand to avoid service duplication', contradicted other elements of the strategy document which criticised a lack of competition.

'There can be clear benefits of on-road competition including lower fares and higher frequencies for customers. Elsewhere in the Bus Strategy, there is criticism of a lack of competition'

- 4.7.15 One operator stated they broadly agreed with the policy principles and were:

'prepared to commit to minimum service levels and agree reinvestment of saved resources should infrastructure schemes achieve meaningful reductions in journey times.'

- 4.7.16 The same operator also welcomed linking up new housing and employment developments by bus, and enable integration between sustainable modes.

'Services are to new housing and employment developments are of merit and important to the development of the local economy but it must be noted that such new services need to be sustainable or require funding in the longer term.'

Multi-modal integration and environmental impacts

- 4.7.17 The association agreed with most of the points regarding 'your bus journey' but pointed out they would like to see greater integration between bus and bicycle. They also supported environmental policies.

'Our previous suggestions of better cycle facilities at key bus stops don't appear to have been taken forward.'

- 4.7.18 One operator felt that the environmental obligations of the strategy needed a small scale approach rather than decision making based on blanket rulings.

- 4.7.19 However, a charity group advocated greater research into electric vehicles and queried whether investment could be used to improve the manufacturing industry.

'Think more needs to be done to look into electric buses and this would help the local environment along with our manufacturing and industry.'

Value for money and ticketing

- 4.7.20 The association highlighted the phrase “one fare for each journey”, noting they were unclear on what this meant. One operator also raised an issue with this phrase as they felt it may be a contravention of competition legislation.
- 4.7.21 The association felt that operator branding was currently recognisable to the passenger and that the priority must be on improving the provision of information so passengers are able to access the service and ticket they need.

‘A variety of brands is a key part of a dynamic and innovative bus system. The important point is to ensure that information and ticket options are available for those wishing or needing to use a number of different services’

Vehicle and information access

- 4.7.22 A professional body for transportation and a health organisation felt issues surrounding accessibility were absent from the strategy.

‘Issues of boarding and alighting are missing from the strategy, in particular buses stopping too far from the kerb, negating any accessibility provisions’

‘For example ensuring raised kerbs and disability aids are located in key parts of the bus travel network to ensure access to all’

- 4.7.23 Responses from a parish council and local authority highlighted the need to recognise that digitised and web-based journey and bus information may make it difficult for those with visual and cognitive problems and older people to access information.

‘Older residents may be less comfortable in using technology to access information and / or making payments - but may be being forced into using public transport due to declining faculties preventing them from driving’

Increasing capacity

- 4.7.24 The professional body wanted to see multi-door boarding and key corridors mentioned in the priorities.

‘The Otley Road and Hunslet Road corridors in Leeds are not listed as priorities, which they should be when considering strategy following NGT not gaining Planning Permission’

- 4.7.25 A community group also wanted to see greater emphasis on bus priority and bus lanes to ease congestion.

‘We believe effective bus priority is absolutely critical: where necessary, bus lanes should take space from general traffic. We also need far more bus priority at traffic lights. Ordinary bus lanes are cheap to implement and we should deliver them on all major corridors’

- 4.7.26 A health organisation responding to the consultation felt that while they agreed with all of the policy objectives, they wanted to see more about how they will be actioned and communicated.

Cross boundary service provision

- 4.7.27 Both a community group and a local authority felt that while they agreed with 'most' of the policy principles, the content could be strengthened to enable the journeys of those who live in (often rural) communities outside of WYCA's immediate geographic area.

'Important that information on bus services does not stop at the West Yorkshire border'

Requests for further detail on specific schemes

- 4.7.28 Some community groups felt the list of schemes detailed was too vague.

'The Bus Strategy needs a much more detailed and extensive collection of prioritised schemes across West Yorkshire. For example, Leeds, this should include the A660, A64'

'This section also seems to be vague and we should welcome far more specific proposals'

4.8 Other Comments

- 4.8.1 Responding organisations were then asked if they had any other comments on West Yorkshire bus strategy.

Operators' competitive context and franchising

- 4.8.2 One bus operator stated that while they were supportive of the aims of the bus strategy and the vision, which was in line with their strategic vision as an organisation, they were:

'Disappointed that... WYCA have persisted with a wholly negative interpretation of the current bus market; despite bus operators and WYCA successfully engaging to deliver on the current LTP'

- 4.8.3 Another operator supported 'the quick win' strategy and felt this demonstrated what could be achieved through the right collaboration. However they were keen to stress their strong opposition to the franchising of the bus network, highlighting the success of the bus partnership in South Yorkshire as an example of what can be achieved as an alternative to franchising.

Accountability and customer redress

- 4.8.4 A political group highlighted the need for a new contract for operators which put the onus on them to deliver for the customer.

'After years of delay and counter proposals from major bus companies a quality contract is still yet to be put in place in West Yorkshire. It has been disappointing and...this must change'

- 4.8.5 A body representing older people expressed their interest in understanding more about the accountability of bus operators in delivering the customer focussed elements of this strategy and one community group felt that the strategy lacks clear headline targets for the network to achieve and be measured against.

Social inclusion and wellbeing

- 4.8.6 Charity groups, health organisations and local authorities were keen to stress the need for the bus strategy to create a service fit for the 21st century, and inclusive to all parts of society. They felt that the current strategy document fails to account for this.

'The one fact that is always key is that inclusive, barrier free public transport benefits and improves access for all members of society'

'I think more needs to be done to involve people from the (sic) ethnic backgrounds'

'Change your criteria for disabled bus passes for people on the autistic spectrum'

'The bus system can play a key role in improving health and wellbeing and so it is important health is included prominently in any bus strategy'

Improved off-peak service provision

- 4.8.7 Several of the responding organisations used this section to call for increased weekend and evening bus services.

'Evening and Sunday services should be vastly improved - there is far more demand for travel in the evening and on Sundays than in the past. Service levels should not drop off at 6.30pm. There is massive untapped potential in evening and Sunday'

'Running bus services to key destinations during off peak to encourage greener modes of travel for commuting and visiting hospitals'

Improvements to ticketing, infrastructure and bus fleet

- 4.8.8 One health organisation stated that they would like to see more done to understand the deterrents to bus travel, and advocated the introduction of a smart ticketing system which can provide cheaper travel.

'We would like to see more incentives by the bus network to maximise the reasoning for not travelling/ commuting by bus. For example an M card/ Oyster card that is competitive with bus operators own discounted scheme'

- 4.8.9 A political group also agreed with this sentiment regarding tickets and their link to the attractiveness of the mode. They felt the quality of buses needed to be improved to improve the customer experience.

'A more modern and comfortable fleet of buses should be encouraged and ultimately delivered if more people are to be attracted to buses'

Positive sentiment and endorsement

4.8.10 Four organisations offered endorsement to the strategy.

'The proposed Strategy is exciting and ambitious. We are in agreement with the plans, which we believe will be good for business and hence for economic growth in our region'

'We are supportive of the strategy and hope that it leads to specific projects and actions that will be of benefit to local residents. The strategy appears to be aligned with the transport section of our neighbourhood design statement'

5. Stakeholder Workshops, Face to Face Meetings and Email responses

5.1 Workshops and Face to Face Meetings

Customer Experience

- 5.1.1 Overall, users felt there should be more staff training and awareness due to 'grumpy drivers' who often didn't wait until customers were seated (or vice versa when people were trying to get off).
- 5.1.2 Quality of bus stops/ shelters/ stations was felt to be poor and lacked maintenance, with seating specifically noted as inadequate for the elderly. Safety when waiting at these locations was also an area of concern, with suggestions for improved lighting and CCTV.
- 5.1.3 Other issues raised relating to overall customer experience were:
- Problems with anti-social behaviour;
 - Poor levels of cleanliness;
 - Old 'bone shaker' buses;
 - Poor ventilation causing 'hot and stuffy' buses; and
 - Wi-Fi should be on all buses.

Bus journey

- 5.1.4 Reliability was a key issue mentioned with regard to buses. Respondents felt that in order for buses to continue to be used in the future and fit in with modern life, they should run better services during both evenings and weekends. Those in rural areas also stated their services were very poor in terms of frequency and coverage.
- 5.1.5 There was also a perception that there should be a better appreciation of peak and off peak times, as a number of respondents complained about the use of single rather than double decker buses at busy times which was impractical.
- 5.1.6 Respondents also criticised the lack of integration between the different modes of public transport and how the timetables across the different modes e.g. bus, rail etc. did not link which made it difficult when using more than one mode.

Travel information

- 5.1.7 Users felt there should be more information on service disruptions, diversions and cancellations when they occurred, with operators providing the information further in advance and stating the reasons why.
- 5.1.8 Timetables were noted as being unreliable, hard to understand and providing inconsistent information. Criticisms were made about the lack of real time information and poor communication over timetable changes. Journey planning help was noted as inaccessible by many and so should be available on multiple interfaces e.g. face to face, hard copies, smartphones, tablets, laptops/ computers.
- 5.1.9 Users felt bus routes were often indirect and there was a lack of audio and visual information provided on the buses, making it difficult to know where to alight. The majority of respondents felt that accurate real time information was needed.

Paying for travel

- 5.1.10 Respondents across all workshops wanted one payment for all buses and operators, with payment methods being made clearer and more affordable, especially when using multiple operators. Some users observed buses were only affordable when using discount cards which couldn't be used in the peak times, and so made buses unfit for commuting. The ability to pay fares using contactless payment was raised on a number of occasions.
- 5.1.11 Several groups noted that bus use costs needed to be competitive with car travel, especially when people were not travelling alone.

Single network

- 5.1.12 A number of issues raised by respondents related to accessibility. Ticketing, especially across more than one operator, was felt to be overly complicated which hindered people's understanding, e.g. Metro card, day tickets. In the case where issues did arise with a service or ticket, respondents were then unclear as to which provider they should feedback to. A similar concern regarding lost property was also raised a number of times.

Environmental

- 5.1.13 Although many put environmental concerns regarding buses as their lowest priority, some were concerned about this issue. In general it was felt that buses were bad for the environment and should be greener, with hybrid buses becoming the norm.

Disability Group Specific

- 5.1.14 Respondents in the disability groups stated the design of buses should be consistent for accessibility, to ensure ease of getting on/ off. The groups expressed strong desire to be involved, included and engaged in the design process for all aspects of projects, facilities and vehicles. Some noted scanners should also be located in a regular place, and that there needs to be adequate space for wheelchairs as one space only was not enough.
- 5.1.15 There was a desire for more audio and visual information both at stops and on-vehicle so users knew when they had reached their stop, along with laminated advice cards to be located at the termini providing users with instructions on how to use buses.
- 5.1.16 Concerns were further raised regarding drivers and their lack of understanding towards those with disabilities and subsequent poor manners.
- “They are often rude to the point of insulting”*
- 5.1.17 They commented about inconsistency of ramps being lowered to pavement. Some thought there was a low awareness of the ENCTS bus passes both among potential users and drivers, and others noted that it was inconvenient not to be able to use these passes before 9.30am if you were going to college.
- 5.1.18 Other issues included poor seating design of sloping chairs, the layout of chairs/ tables in interchanges, and loud music at interchanges preventing audio announcements being heard. Also raised was the ongoing issue of conflict between pram and wheelchair space provision and priority on vehicles.

5.2 Email Responses

- 5.2.1 In addition to completing the online questionnaire, email responses were received from 37 members of the public and 11 groups and organisations.
- 5.2.2 Local **congestion** was a key issue for local resident groups. They felt that to reduce this issue and encourage people on to buses, the only solution was to ensure that bus travel was cheaper than using cars or taxis. The A65 was noted as a key area of concern for congestion. They noted that car ownership was continuing to increase and those who would once have used buses, were no longer doing so, especially those who are entitled to free travel. In order to encourage car users off the road, a number felt that more radial geographic locations of park and ride services, similar to the ones in York should be offered for Leeds.
- 5.2.3 A number of issues with regard to current bus services were raised by organisations representing bus users and individuals.

Access

- Many resident organisations and individuals felt that there needed to be an improved service to their local area; particularly respondents from more rural locations where some services had been reduced or removed altogether. They provided detailed routes which were not covered and examples of how these could be created by either extending current routes or introducing entirely new services. They felt WYCA should work with local communities to bridge these gaps.
- Some cited improved routes across towns which provided better links between local areas were an important area which should be focused on. This was perceived as helping people avoid catching more than one bus per journey.
- Locations where there had been new developments were cited by some as key areas where bus access needed improving to provide a service where none currently existed.

Scheduling and Reliability

- Service length and scheduling was a further area of concern cited by many, notably that services did not take into account the flexible nature of modern working patterns and so many struggled to get to and from work in the evening or at weekends.
- Many felt longer hours of scheduling should also be applied to key routes such as to hospitals, supermarkets and other leisure and retail centres. An appropriate time for the last bus service was noted as being around 11pm.
- Others wanted greater frequency of buses which were only hourly or even less regular.
- Reliability was frequently cited in the email responses. This covered a number of different issues including:
 - Not sticking to timetables (most frequent);
 - Not turning up, 'missing' buses;
 - Large gaps in frequency or bunching; and
 - Changing routes to save time.

5.2.4 Organisations and members of the public stated greater **reliability** of buses was required, as too often they were cancelled or late running due to congestion, this led to a strongly emphasised solution to introduce more bus priority lanes.

5.2.5 Many felt that buses also needed to be cleaner and 'greener' with a concerted shift towards hybrid electric buses. They felt this was an ideal opportunity for improving and increasing marketing of services in order to encourage more people to shift modes.

5.2.6 Real-time information was an important area noted by a number of email respondents. They felt a lack of real-time information was provided at stops, as it was not acceptable to provide this information only through mobile phone apps. Some felt that even when it was available, screens or displays were dirty or unclear and so information was unreadable.

5.2.7 A few respondents felt there needed to be an 'all in one' App which showed real-time information, but also provided access to timetable information as well.



5.2.8 Several areas were noted as causing complicated and expensive travel:

- **Fares** should be easier and more attractive for multi modal and multi operator journeys, with one payment for all buses and operators; and
- **Cross boundary journeys** are costly and can be confusing, Yorkshire should be made in to one travel area. This was noted as a priority for workers and employers.



5.2.9 Integrated bus and rail travel was frequently mentioned as needing improvement in order to encourage users to travel by more than one mode. Ticketing was cited in relation to this, with 'oyster card' type ticketing and contactless payment perceived as helping improve this aspect for multi modal and multi operator travel.

5.2.10 A few groups felt that a **cultural change** was needed in order to achieve the WYCA's strategies, with greater encouragement for young people to use the bus and an improvement of anti-social behaviour that often occurred either on vehicles or at stops.

5.2.11 Some groups felt that deregulating the bus service had caused many of the problems they were currently encountering and so felt this decision should be reversed.

5.2.12 A variety of issues mentioned by a minority of groups included:

- Penalties for bus operators if buses don't run;
- Time consuming and excessive administration for Young Person's photo card;
- Newer and cleaner buses;
- Consider options for bus travel with bikes;
- Re-open the Spen Valley Railway; and
- Introduce city hire bikes and e-bikes.

5.2.13 Overall however there was **strong support** for the new strategy objectives with a few stating they were just concerned how the strategy would be achieved and whether the objectives would come to fruition.

DRAFT

6. Accessibility

6.1.1 Throughout the consultation and cutting across all of responses, whether individual, group or stakeholder, issues were raised around accessibility of bus services. These issues are not solely experienced by one demographic, or equality group, nor are they felt to be sufficiently addressed in the bus strategy proposals. However, through the certain workshops, including the disability groups, these points were especially important.

6.1.2 A variety of accessibility issues were raised included:

- Audio/visual travel information displays on vehicle and in facilities;
- Vehicle design for pram, wheelchair and limited mobility users;
- Dropped kerb and low floor vehicle or ramp access;
- Driver awareness of access requirements and general disability awareness;
- The design of public transport infrastructure including bus stations and bus waiting facilities; and
- Provision of information in different formats.

6.1.3 In response to the consultation individuals mentioned 'better service for disabled people' as an aspect they felt was missing from the proposal. This comment was more likely to be made by those with a disability, but also by women, suggesting that this is an issue made more prominent by the contentious topic of wheelchair and pram space provision and priority.

"Problems I have experienced are wheelchair and pram issues. Prams park in disabled bays, not sure who has priority..." (Male, 45-64)

"Prams – wheels and handles protruding into aisle standing in aisle especially when seats are available" (Female, 65-79)

"The major barrier in bus travel for me is that not all buses display the stop name/announce the stop. This would really help especially when I am travelling to a new place and cannot rely on the surroundings to aid me in understanding where I need to get down" (Female, 16-24)

6.1.4 Group responses outlined consideration of vehicular and travel information access requirements based on mixed and varied needs of all transport users.

"Older residents may be less comfortable in using technology access information and / or making payments" (Clifford Parish Council)

"Issues with boarding and alighting are missing from the strategy" (The Chartered Institute of Logistics and Transport (UK) - North East Region)

DRAFT

- 6.1.5 Workshop responses, particularly those undertaken with disability or self-advocacy groups, went into greater detail about how these issues affect their use and provision of bus services. Audio and visual information on vehicles and at waiting facilities was a key aspect they felt was missing from the strategy, but this was also brought out in responses from individuals as an accessibility issue for new/ infrequent bus service users.

“There should be more Help Points that read out timetables for the stop where you are waiting” (Calderdale Disability Partnership)

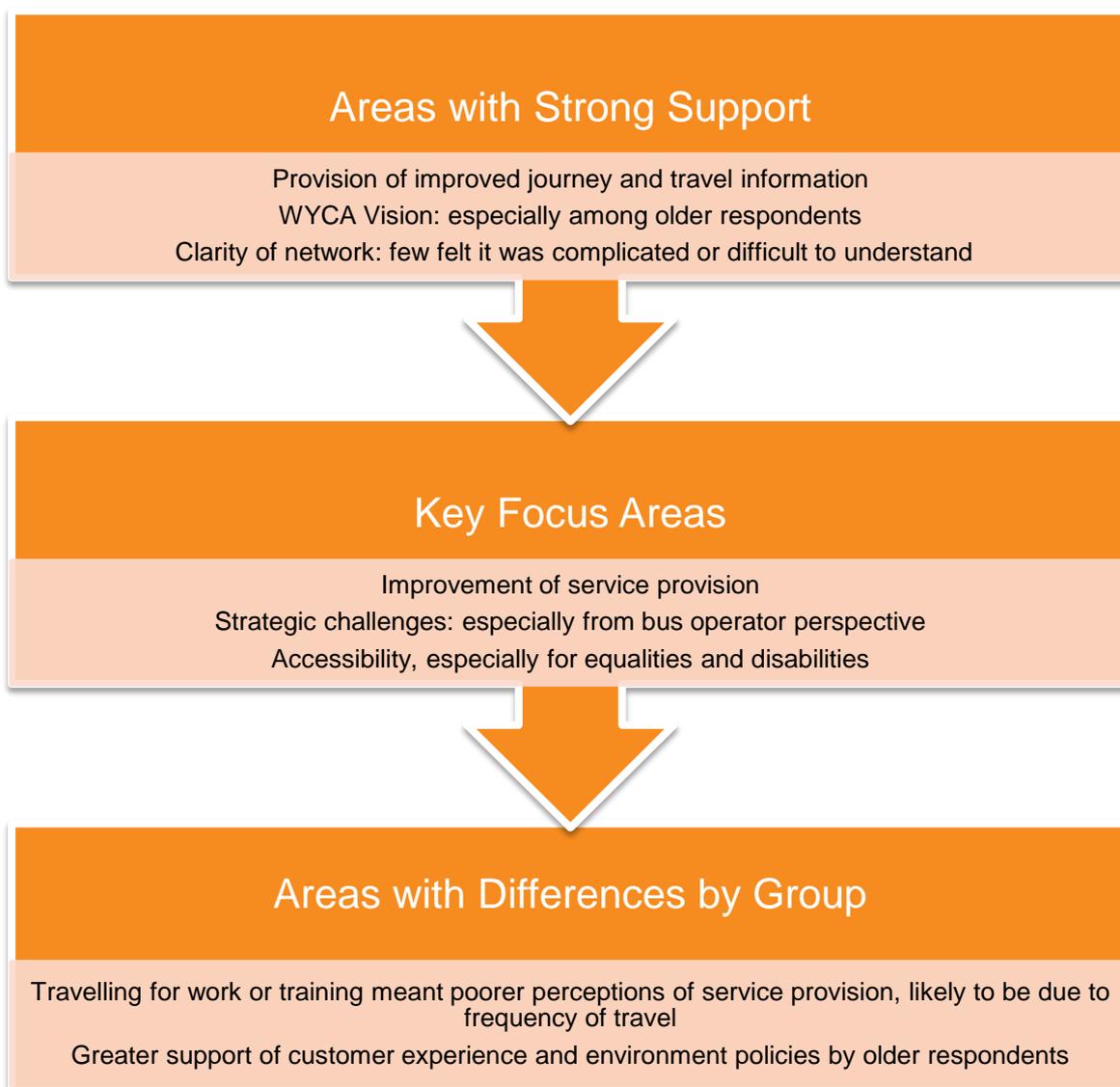
“Audio-Visual is essential and should be on all buses now. It would help everyone not just those with visual impairments. On some journeys drivers have been turning the AV off – this shouldn’t be allowed” (Guide Dog Surgery, Halifax)

- 6.1.6 A clear offer was made that such groups would be keen to be involved and associated in the design and planning of all aspects of public transport so as to avoid or instruct on accessibility issues that are not just experienced by those with a disability, but are relevant to the usability of the bus system by all. Disability groups were also keen to be involved in the development and delivery of any disability awareness training for transport staff.
- 6.1.7 The overlap in the responses received throughout the consultation of service provision requests, requirements and needs, suggests that ‘accessibility’ needs to be addressed as an additional proposal in the Bus Strategy, that gives sufficient emphasis and clear instruction on what can be achieved.

DRAFT

7. Summary and Conclusion

7.1.1 The figure below shows which strategy areas were most strongly supported across all groups and which areas were felt to be lacking. It also shows where the greatest differences in opinions towards the strategy was by demographics or user group.



Action: Overall, in order to improve the next version of the strategy, there needs to be a clear focus by WYCA to gather a wider range of views from those demographic groups who didn't respond in high numbers to the original consultation. The views of groups such as young people and those of BME origin need to be understood in more detail to understand where their needs are not being met or addressed.

Appendix A Questionnaire

West Yorkshire Bus Strategy Consultation Survey

18 July – 21 October 2016

This questionnaire is designed for members of the public to complete. If you are responding on behalf of a group or organisation, please visit www.yourtravelyoursay.co.uk to access a survey designed for group responses. Please complete this questionnaire online at www.yourtravelyoursay.co.uk or complete and return this form to postal address: Freepost CONSULTATION TEAM (WYCA) by 21 October 2016.

The purpose of this consultation is to help us deliver a better bus system for West Yorkshire. The West Yorkshire Bus Strategy has been developed by the West Yorkshire Combined Authority, with support from the West Yorkshire District Councils, and bus operators Arriva, First West Yorkshire and Transdev. The Bus Strategy sets out our vision for a better bus system and the proposals that we think will deliver it. We want to check that we have correctly identified the problems you associate with bus travel or are experiencing as a customer. We want to know if you share our vision for the bus system in West Yorkshire, and if the proposals we think will achieve this (and address the problems) are right. We also want you to have the opportunity to tell us if there is anything else you think we could do to improve the bus system.

This consultation questionnaire will take no more than 10 minutes to complete and the information you provide will go a long way towards helping us understand what is important to you. A summary document and the entire West Yorkshire Bus Strategy is available online at www.yourtravelyoursay.co.uk If you require information in another format (e.g. large print, braille, audio, other language) please phone MetroLine on 0113 245 7676 or email yourtravelyoursay@westyorks-ca.gov.uk

West Yorkshire Combined Authority (WYCA) processes all personal data in accordance with the principles of good information handling contained in the Data Protection Act 1998. We will not sell this information to any other persons or organisations.

Part 1 –West Yorkshire Bus Strategy

1		Is this a problem for you?		
		Yes	No	Don't know
	By looking at feedback from our customers, together with a wide range of other information and evidence, we have identified a number of problems with bus travel that we would like the West Yorkshire Bus Strategy to address.			
	Thinking about your bus travel experiences, barriers to access and expectations, please read each statement carefully and let us know if these are problems you experience: (Please tick one option per row)			
	I cannot rely on my bus service running to timetable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Buses occasionally fail to turn up at all	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Some of my destinations take a long time to reach by bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	The bus network is complicated and difficult to understand, which makes it hard to work out which bus or buses to catch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	It can be hard to know which tickets/passes offer best value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	I don't think travel by bus is a satisfactory quality experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Bus travel information can be inconsistent and/or not always easily available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	I find it difficult to understand who operates the bus service, what WYCA does, who to contact if things go wrong or to provide feedback	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Some buses in my area are old	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	I think the exhaust emissions of buses in my area are likely to be harmful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5 Please select the proposals that are important to you: <i>Please tick <u>all</u> that apply</i>					
Customer experience	<input type="checkbox"/>	(Planning a journey)	<input type="checkbox"/>	Don't know/N/A	<input type="checkbox"/>
		Travel information			
Bus journey	<input type="checkbox"/>	(Planning a journey)	<input type="checkbox"/>		
		Single network			
Paying for travel	<input type="checkbox"/>	The environment	<input type="checkbox"/>		

6 Please use the space below to write anything you think is missing from the proposals:	

7 Do you have any other comments on the West Yorkshire Bus Strategy?	

Part 2 – About you

8 How frequently do you travel by bus (in West Yorkshire)? <i>Please tick <u>one</u> only</i>					
Daily	<input type="checkbox"/>	At least once a week	<input type="checkbox"/>	Occasionally	<input type="checkbox"/>
4 – 5 days a week	<input type="checkbox"/>	At least once a fortnight	<input type="checkbox"/>	Never	<input type="checkbox"/>
				<i>(please go straight to Q12)</i>	
2 – 3 days a week	<input type="checkbox"/>	At least once a month	<input type="checkbox"/>		

9 Which bus services do you regularly use? <i>Please provide <u>up to three</u> bus services numbers</i>		

10 Do you hold any of the following valid tickets / passes for travelling in West Yorkshire? <i>Please tick <u>all</u> that apply</i>					
Senior Concessionary Pass	<input type="checkbox"/>	Bus Operator Ticket e.g. weekly, monthly, annual	<input type="checkbox"/>	None	<input type="checkbox"/>
Blind/Disabled Person Pass	<input type="checkbox"/>	Young Persons Concessionary Pass	<input type="checkbox"/>	Other, please specify	<input type="checkbox"/>
MetroCard/MCard bus <u>only</u>	<input type="checkbox"/>	MetroCard/MCard bus <u>and</u> rail	<input type="checkbox"/>		

11 What are your main reasons for using buses in West Yorkshire? <i>Please tick <u>all</u> that apply</i>					
To get to work	<input type="checkbox"/>	To go to leisure facilities/activities	<input type="checkbox"/>	Other, please specify	<input type="checkbox"/>
To get to school/training	<input type="checkbox"/>	To visit family/friends	<input type="checkbox"/>		
To go to health facilities	<input type="checkbox"/>	To go shopping	<input type="checkbox"/>		

The following questions are optional, but the information will help us to better understand your transport needs, and ensure that we are getting a representative view from members of the public.

West Yorkshire Combined Authority (WYCA) processes all personal data in accordance with the principles of good information handling contained in the Data Protection Act 1998. We will not sell this information to any other persons or organisations.

12 Are you:					
Male	<input type="checkbox"/>	Female	<input type="checkbox"/>	Prefer not to say	<input type="checkbox"/>

13 What is your home postcode?					

14 Which age category do you fall within?					
15 & under	<input type="checkbox"/>	25 – 44 years	<input type="checkbox"/>	65 – 79 years	<input type="checkbox"/>
16 – 24 years	<input type="checkbox"/>	45 – 64 years	<input type="checkbox"/>	80+	<input type="checkbox"/>

15 Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?					
No	<input type="checkbox"/>	Yes, limited a little	<input type="checkbox"/>	Yes, limited a lot	<input type="checkbox"/>
				Prefer not to say	<input type="checkbox"/>

16 What is your ethnic origin?					
Asian/Asian British	<input type="checkbox"/>	Black/Black British	<input type="checkbox"/>	Mixed/Multiple ethnic groups	<input type="checkbox"/>
White	<input type="checkbox"/>	Prefer not to say	<input type="checkbox"/>	Other, please specify	<input type="checkbox"/>

17 Are you happy for us to contact you regarding the outcome of the consultation and any further Bus Strategy consultations? We can contact you either by email or post, please fill in the appropriate section.					
<input type="checkbox"/>	Yes, my email address is:				
<input type="checkbox"/>	Yes, my postal address is: Name				
	Address:				
Postcode:.....				
<input type="checkbox"/>	No thank you, I prefer not to be contacted				

Thank you for taking the time to provide us with your comments

Appendix B Drop in Events

Your Travel Your Say consultation drop-in events

Bus Strategy Phase 2 – public consultation

	Location	District	Address	Date	Time
1	Bradford Interchange	Bradford	Bridge Street Bradford BD1 1GY	Monday 18th July	10:30 - 13:30
2	Leeds Rail Station	Leeds	Network Rail Leeds Station New Station Street Leeds LS1 4DY	Tuesday 19th July	15:00 - 18:00
3	Huddersfield Bus Station	Kirklees	Upperhead Row Huddersfield HD1 2JN	Thursday 21st July	07:30 - 10:30
4	Pinderfields Hospital	Wakefield	Aberford Road Wakefield WF1 4DG	Tuesday 26th July	11:00 - 14:00
5	Holmfirth Library Information Centre	Kirklees	47 Huddersfield Road Holmfirth HD9 3JH	Thursday 28th July	10:30 - 13:30
6	Bingley Library	Bradford	5 Rise Shopping Centre Bingley BD16 1AW	Friday 29th July	10:30 - 13:30
7	Wakefield Bus Station	Wakefield	Union Street Wakefield WF1 3AQ	Monday 1st August	08:00 - 11:00
8	Halifax Bus Station	Calderdale	Winding Road Halifax HX1 1UU	Monday 1st August	10:30 - 13:30
9	Village Hotel (Tingley)	Leeds	Capitol Boulevard Tingley Leeds LS27 0TS	Tuesday 2nd August	10:30 - 13:30
10	St. John's Centre, Leeds	Leeds	Merrion Street Leeds LS2 8LQ	Wednesday 3rd August	11:00 - 14:00

Appendix B

11	Ripponden Library	Calderdale	Brig Royd Halifax Road Ripponden Sowerby Bridge HX6 4AN	Thursday 4th August	15:00 - 18:00
12	National Coal Mining Museum	Wakefield	Caphouse Colliery New Road Overton, Wakefield WF4 4RH	Friday 5th August	11:00 - 14:00
13	Queensgate Market, Huddersfield	Kirklees	Princess Alexandra Walk, Huddersfield. HD1 2UJ	Monday 8th August	10:30 - 13:30
14	Leeds Bus Station	Leeds	York Street Leeds LS2 7HU	Monday 8th August	16:00 - 19:00
15	Airedale Shopping Centre, Keighley	Bradford	Keighley BD21 3QQ	Tuesday 9th August	11:00 - 14:00
16	Seacroft Library	Leeds	Seacroft Crescent Seacroft Leeds LS14 6PA	Wednesday 10th August	10:30 - 13:30
17	Horsforth Morrisons	Leeds	69 Town Street Horsforth Leeds LS18 5BP	Wednesday 10th August	10:30 - 13:30
18	Leeds Bradford Airport	Leeds	Whitehouse Lane Yeadon Leeds LS19 7TU	Thursday 11th August	13:30 - 16:30
19	Morrisons, Illingworth	Calderdale	Keighley Road Halifax HX2 8HU	Friday 12th August	11:00 - 14:00
20	Ilkley Library	Bradford	Station Road Ilkley LS29 8HA	Friday 12th August	13:00 - 16:00
21	Dewsbury Bus Station	Kirklees	Aldams Road Dewsbury WF12 8AR	Saturday 13th August	10:00 - 13:00
22	Trinity Shopping Centre, Leeds	Leeds	Albion Street Leeds LS1 5AT	Saturday 13th August	14:00 - 17:00

23	The Ridings Shopping Centre, Wakefield	Wakefield	Wakefield WF1 1DS	Monday 15th August	11:00 - 14:00
24	St. James Hospital (Gledhow Wing)	Leeds	Gledhow Wing Beckett Street Leeds LS9 7TF	Tuesday 16th August	11:00 - 14:00
25	Todmorden Town Hall	Calderdale	Bridge Street Todmorden OL14 5AQ	Wednesday 17th August	11:00 - 14:00
26	Trinity Walk Shopping Centre, Wakefield	Wakefield	Market Walk Wakefield WF1 1QS	Thursday 18th August	11:00 - 14:00
27	Keighley Bus Station	Bradford	Bow Street Keighley BD21 3PB	Thursday 18th August	15:00 - 18:00
28	Morley Town Hall (Alexandra Hall)	Leeds	Queen Street Morley Leeds LS27 9DY	Thursday 18th August	15:00 - 18:00
29	Morrisons, Meltham	Kirklees	Station Street Meltham HD9 5QR	Friday 19th August	10:30 - 13:30
30	Calderdale Royal Hospital	Calderdale	Salterhebble Halifax HX3 0PW	Monday 22nd August	13:30 - 16:30
31	Pontefract Bus Station	Wakefield	Horsefair Pontefract WF8 1EZ	Wednesday 24th August	10:30 - 13:30
32	Tesco, Sowerby Bridge	Calderdale	Sowerby Street Town Centre Sowerby Bridge HX6 3BN	Friday 26th August	11:00 - 14:00
33	Leeds Bus Station	Leeds	York Street Leeds LS2 7HU	Tuesday 30th August	10:30 - 13:30
34	Sainsbury's (Next to Halifax Bus Station)	Calderdale	Wade Street Halifax HX1 1SB	Wednesday 31st August	11:00 - 14:00

35	Wetherby Town Hall	Leeds	Market Place Wetherby LS22 6NE	Thursday 1st September	11:00 - 14:00
36	Shipley Market Square	Bradford	Market Place Shipley Bradford BD18 3QB	Friday 2nd September	10:30 - 13:30
37	Morrisons, Elland	Calderdale	4 Jubilee Way Elland Halifax HX5 9DY	Monday 5th September	10:30 - 13:30
38	Airedale General Hospital	Bradford	Skipton Road Steeton Keighley. BD20 6TD	Monday 5th September	14:00 - 17:00
39	Tesco, Batley	Kirklees	Bradford Road Batley WF17 5DR	Tuesday 6th September	11:30 - 14:30
40	Wakefield Westgate Railway Station	Wakefield	Mulberry Way Wakefield WF1 2QN	Thursday 8th September	07:30 - 10:30
41	John Rylie Community Centre	Leeds	Carrfield Road Barwick-in-Elmet Leeds LS15 4JB	Friday 9th September	11:00 - 14:00
42	Morrisons, Mayo Avenue - Bradford	Bradford	110 Mayo Avenue Bradford BD5 8HP	Friday 9th September	11:00 - 14:00
43	White Rose Shopping Centre	Leeds	Dewsbury Road Leeds LS11 8LU	Saturday 10th September	10:00 - 13:00
44	Junction 32 Castleford	Wakefield	Junction 32 Tomahawk Trail Glasshoughton Castleford WF10 4FR	Saturday 10th September	14:00 - 17:00
45	Ossett Bus Station	Wakefield	Prospect Road Ossett WF5 8AN	Tuesday 13th September	10:30 - 13:30
46	Bradford Interchange / Rail Station	Bradford	Bridge Street Bradford BD1 1GY	Tuesday 13th September	16:00 - 19:00

47	Brighouse Bus Station	Calderdale	Ganny Road Brighouse HD6 1BL	Wednesday 14th September	10:30 - 13:30
48	Leeds Bus Station	Leeds	York Street Leeds LS2 7HU	Thursday 15th September	07:30 - 10:30
49	Huddersfield Bus Station	Kirklees	Upperhead Row Huddersfield HD1 2JN	Thursday 15th September	16:00 - 19:00
50	Hemsworth Bus Station / Tesco	Wakefield	Market Street Hemsworth Pontefract WF9 4JY	Friday 16th September	10:30 - 13:30
51	Shepley Library and Information Centre	Kirklees	Marsh Lane Shepley Huddersfield HD8 8AE	Friday 16th September	14:00 - 17:00
52	Keighley Bus Station	Bradford	Bow Street Keighley BD21 3PB	Monday 19th September	10:30 - 13:30
53	Cleckheaton Bus Station	Kirklees	Dewsbury Road Cleckheaton BD19 5DJ	Tuesday 20th September	14:00 - 17:00
54	Wakefield One (Council Office)	Wakefield	Burton Street Wakefield WF1 2DD	Wednesday 21st September	11:00 - 14:00
55	Kirkgate Shopping Centre (1)	Bradford	Kirkgate Bradford BD1 1TQ	Thursday 22nd September	10:30 - 13:30
56	Kirkgate Shopping Centre (2)	Bradford	Kirkgate Bradford BD1 1TQ	Thursday 22nd September	13:30 - 16:30
57	Huddersfield Royal Infirmary	Kirklees	Acre Street Lindley Huddersfield HD3 3EA	Friday 23rd September	13:30 - 16:30
58	Halifax Indoor Market	Calderdale	19 Albion Street Halifax HX1 1DU	Saturday 24th September	10:00 - 13:00

59	Morrisons, Guiseley	Leeds	89 Otley Rd Guiseley Leeds LS20 8PS	Monday 26th September	11:00 - 14:00
60	Leeds General Infirmary	Leeds	Great George Street Leeds LS1 3EX	Tuesday 27th September	13:30 - 16:30
61	Dewsbury Bus Station	Kirklees	Aldams Road Dewsbury WF12 8AR	Wednesday 28th September	11:00 - 14:00
62	Castleford Bus Station	Wakefield	Albion Street Castleford WF10 1EG	Thursday 29th September	10:30 - 13:30
63	Asda (Owlcotes), Pudsey	Leeds	Owlcotes Shopping Centre, Stanningley By-Pass Leeds LS28 6AR	Friday 30th September	11:00 - 14:00
64	Sainsburys (Shorehead), Huddersfield	Kirklees	Southgate Huddersfield HD1 6QR	Saturday 1st October	10:00 - 13:00
65	Forster Square Rail Station, Bradford	Bradford	Forster Square Bradford BD1 4HY	Saturday 1st October	14:00 - 17:00
66	University of Bradford	Bradford	Richmond Road Bradford BD7 1DP	Monday 3rd October	11:00 - 14:00
67	Leeds Rail Station	Leeds	Network Rail New Station St Leeds LS1 5DL	Tuesday 4th October	07:00 - 10:00
68	Morrisons, Heckmondwike	Kirklees	17 Union Street Heckmondwike WF16 0HL	Tuesday 4th October	11:00 - 14:00
69	Calderdale College	Calderdale	Francis Street Halifax HX1 3UZ	Wednesday 5th October	11:00 - 14:00
70	Belle Isle Working Mens Club	Leeds	Belle Isle Road Leeds LS10 3PE	Wednesday 5th October	16:00 - 19:00

71	Wakefield College, Castleford	Wakefield	Castleford Campus Thunderhead Ridge Castleford WF10 4UA	Thursday 6th October	11:00 - 14:00
72	Halifax Bus Station	Calderdale	Winding Road Halifax HX1 1UU	Thursday 6th October	15:00 - 18:00
73	Pudsey Bus Station	Leeds	Market Place Pudsey LS28 7BE	Friday 7th October	10:30 - 13:30
74	University of Huddersfield	Kirklees	Queensgate Huddersfield HD1 3DH	Monday 10th October	11:00 - 14:00
75	University of Leeds	Leeds	Woodhouse Lane Leeds LS2 9JT	Tuesday 11th October	11:00 - 14:00
76	Wakefield Bus Station	Wakefield	Union Street Wakefield WF1 3AQ	Tuesday 11th October	15:00 - 18:00
77	Bradford Interchange	Bradford	Bridge Street Bradford BD1 1GY	Wednesday 12th October	07:30 - 10:30
78	Hebden Bridge Town Hall	Calderdale	St. George's Street Hebden Bridge HX7 7BY	Thursday 13th October	10:30 - 13:30
79	South Elmsall Market	Wakefield	16 Barnsley Road South Elmsall Pontefract WF9 2SE	Friday 14th October	10:00 - 13:00
80	Huddersfield Bus Station	Kirklees	Upperhead Row Huddersfield HD1 2JN	Monday 17th October	10:30 - 13:30

DRAFT

Appendix C Consultation Material

Questionnaire for individuals

West Yorkshire Bus Strategy Consultation Survey

18 July - 21 October 2016

This questionnaire is designed for members of the public to complete. If you are responding on behalf of a group or organisation, please visit www.yourtravelyoursay.co.uk to access a survey designed for group responses. Please complete this questionnaire online at www.yourtravelyoursay.co.uk or complete and return this form to postal address: Freepost CONSULTATION TEAM (WYCA) by 21 October 2016.

The purpose of this consultation is to help us deliver a better bus system for West Yorkshire. The West Yorkshire Bus Strategy has been developed by the West Yorkshire Combined Authority, with support from the West Yorkshire District Councils, and bus operators Arriva, First West Yorkshire and Transdev. The Bus Strategy sets out our vision for a better bus system and the proposals that we think will deliver it. We want to check that we have correctly identified the problems you associate with bus travel or are experiencing as a customer. We want to know if you share our vision for the bus system in West Yorkshire, and if the proposals we think will achieve this (and address the problems) are right. We also want you to have the opportunity to tell us if there is anything else you think we could do to improve the bus system.

This consultation questionnaire will take no more than 10 minutes to complete and the information you provide will go a long way towards helping us understand what is important to you. A summary document and the entire West Yorkshire Bus Strategy is available online at www.yourtravelyoursay.co.uk. If you require information in another format (e.g. large print, braille, audio, other language) please phone MetroLine on 0113 245 7676 or email yourtravelyoursay@westyorks-ca.gov.uk

West Yorkshire Combined Authority (WYCA) processes all personal data in accordance with the principles of good information handling contained in the Data Protection Act 1998. We will not sell this information to any other persons or organisations.

Part 1 - West Yorkshire Bus Strategy

1. By looking at feedback from our customers, together with a wide range of other information and evidence, we have identified a number of problems with bus travel that we would like the West Yorkshire Bus Strategy to address. Thinking about your bus travel experiences, barriers to access and expectations, please read each statement carefully and let us know if these are problems you experience: (Please tick one option per row).

	Is this a problem for you?		
	Yes	No	Don't Know
I can not rely on my bus service running to timetable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buses occasionally fail to turn up at all	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Some of my destinations take a long time to reach by bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The bus network is complicated and difficult to understand, which makes it hard to work out which bus or buses to catch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It can be hard to know which tickets/passes offer best value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I don't think travel by bus is a satisfactory quality experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus travel information can be inconsistent and/or not always easily available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I find it difficult to understand who operates the bus service, what WYCA does, who to contact if things go wrong or to provide feedback.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Some buses in my area are old	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think the exhaust emissions of buses in my area are likely to be harmful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Please select the proposals that are important to you: Please tick **all** that apply

Customer experience (Planning a journey) Travel information Don't know

Bus journey (Planning a journey) Single network

Paying for travel The environment

6. Please use the space below to write anything you think is missing from the proposals:

7. Do you have any other comments on the West Yorkshire Bus Strategy?

Part 2 - About You

8. How frequently do you travel by bus in West Yorkshire? Please tick **one** only

Daily At least once a week Occasionally

4 - 5 days a week At least once a fortnight Never (please go straight to Q. 12)

2 - 3 days a week At least once a month

9. Which bus services do you regularly use? Please provide up to **three** bus service numbers

10. Do you hold any of the following valid tickets / passes for travelling in West Yorkshire? Please tick **all** that apply

Senior Concessionary Pass Bus Operator Ticket e.g. weekly, monthly, annual None

Blind / Disabled Person Pass Young Persons Concessionary Pass Other, please specify

MetroCard / MCard bus **only**. MetroCard / MCard bus **and** rail

2. Please use this space to tell us briefly if there are other problems that you experience with bus travel that are not included in the statements in question 1.

3. Our vision is to create a modern, integrated and innovative bus system, which puts customers first and contributes to the delivery of West Yorkshire's economic, environmental and quality of life ambitions as set out in the Strategic Economic Plan and the West Yorkshire Transport Strategy.

The West Yorkshire Bus Strategy sets out the above vision for the Bus System across West Yorkshire. To what extent do you agree or disagree with this vision? (Summary information on the Strategic Economic Plan and West Yorkshire Transport Strategy can be found in the accompanying summary document, or online at www.yourtravelyoursay.co.uk)

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree Don't know

4. The West Yorkshire Bus Strategy sets out the following proposals for the Bus System. How strongly do you agree or disagree with these proposals? (Please tick one option per row).

Additional information and details of how the proposals will address the problems are included in the accompanying summary document and Chapter 6 of the West Yorkshire Bus Strategy.

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
Customer experience: Consistent and excellent customer service across the bus system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus journey: Modern, coherent and integrated bus services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paying for travel: Integrated simple and affordable bus fares for all	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(Planning a journey) Travel information: Easily accessible and reliable travel information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(Planning a journey) Single network: Presenting the bus system as a single network by a clear, simple and consistent brand in West Yorkshire	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The environment: A modern, low carbon bus system which contributes to improved air quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. What are your main reasons for using buses in West Yorkshire? Please tick **all** that apply

To get to work To go to leisure facilities / activities Other, please specify

To get to school / training To visit family / friends _____

To go to health facilities To go shopping _____

The following questions are optional, but the information will help us to better understand your transport needs, and ensure that we are getting a representative view from members of the public. West Yorkshire Combined Authority (WYCA) processes all personal data in accordance with the principles of good information handling contained in the Data Protection Act 1998. We will not sell this information to any other persons or organisations.

12. Are you:

Male Female Prefer not to say

13. What is your home postcode?

14. Which age category do you fall within?

15 & under 16 - 24 years 25 - 44 years 45 - 64 years 65 - 79 years 80 +

15. Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

No Yes, limited a little Yes, limited a lot Prefer not to say

16. What is your ethnic origin?

Asian / Asian British Black / Black British Mixed / Multiple ethnic groups

White Prefer not to say Other, please specify: _____

17. Are you happy for us to contact you regarding the outcome of the consultation and any further Bus Strategy consultations? We can contact you either by email or post, please fill in the appropriate section.

Yes, my email address is: _____

Yes, my postal address is: Name: _____

Address: _____

_____ Postcode: _____

No thank you, I prefer not be contacted

Thank you for taking the time to provide us with your comments.

Questionnaire for groups/organisations

West Yorkshire Bus Strategy Consultation Survey

18 July – 21 October 2016

In October and November 2015 we invited stakeholders to take part in our phase 1 consultation to help shape the draft *West Yorkshire Bus Strategy*. Phase 1 comprised of an online questionnaire and workshops hosted by WYCA officers, and the feedback and data was independently analysed by AECOM. The phase 1 consultation has helped to refine the vision, objectives and critical success factors; it also developed the policies and the actions, and the draft *West Yorkshire Bus Strategy* overall (for more details see *West Yorkshire Bus Strategy Appendix 1 'Response to Phase 1 feedback'*). This phase 2 of the consultation sets out the draft *West Yorkshire Bus Strategy* to gather public comment and opinion on the new vision, objectives, critical success factors, policies and actions. We would like your group or organisation to consider the changes that have been made following phase 1, the opinions of your colleagues/members, and provide us with comments.

This questionnaire is designed for the expression of consolidated opinions of groups and organisations, and should only be completed if you have permission to comment on behalf of your group or organisation. These questions are asking for strategic opinions, but should you or your colleagues wish to express a personal opinion, visit www.yourtravelyoursay.co.uk to take part in the (public) consultation for individuals.

We suggest you print off a PDF of this questionnaire, consider each question as a group, and then submit your organisation's collective response by the online survey. Alternatively you can submit your response to postal address: Freepost CONSULTATION TEAM (WYCA), or email to: yourtravelyoursay@westyorks-ca.gov.uk by 21 October 2016.

Thank you for taking part, your feedback will go a long way towards helping us understand what is important and if we are heading in the right direction to realise our aim and improve the bus system in West Yorkshire. West Yorkshire Combined Authority (WYCA) processes all personal data in accordance with the principles of good information handling contained in the Data Protection Act 1998. We will not sell this information to any other persons or organisations.

The references in this questionnaire are to the full technical Bus Strategy document, which can be accessed from the website www.yourtravelyoursay.co.uk.

1. The bus can play a significant role in delivering economic growth, cleaner and healthier cities and improved quality of life but there are a number of strategic challenges we want the West Yorkshire Bus Strategy to address. Chapter 2 (2.53-2.55) concludes with the Strategic Challenges facing the Bus System.

a. Thinking about your group or organisation, how far do you agree or disagree with these Strategic Challenges?

Agree with all	Agree with most	Neither agree nor disagree	Disagree with most	Disagree with all	Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

b. Please explain your answer:

2. The Bus Strategy sets out in Chapter 4 (4.11) a number of customer focused problems associated with the bus system.

a. Thinking about your group or organisation, how far do you agree or disagree with these customer focused problems?

Agree with all	Agree with most	Neither agree nor disagree	Disagree with most	Disagree with all	Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

b. Please explain your answer:

3. The Bus Strategy sets out in Chapter 5 WYCA's vision (5.1), objectives (5.2) and critical success factors (5.3-5.4) for the Bus System.

a. Thinking about your group or organisation, how far do you agree or disagree with the vision, objectives and critical success factors?

Agree with all	Agree with most	Neither agree nor disagree	Disagree with most	Disagree with all	Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

b. Please explain your answer:

4. The Bus Strategy sets out in Chapter 6 (6.4-6.37) the detailed policy proposals which WYCA believes will enable the vision and objectives to be realised.

a. Thinking about your group or organisation, how far do you agree or disagree with these policy proposals?

Agree with all	Agree with most	Neither agree nor disagree	Disagree with most	Disagree with all	Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

b. Please explain your answer:

5. Do you have any other comments on the West Yorkshire Bus Strategy?

Part 2 – About your organisation

6.a. How important is the bus system to your organisation? *Please tick one only*

Very important	Important	Neither important nor unimportant	Unimportant	Very unimportant	Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6.b. Please explain your answer:

7. Which of the following best describes your organisation? *Please tick one only*

<input type="checkbox"/> Bus/Coach Operator	<input type="checkbox"/> Business Institute/Chamber	<input type="checkbox"/> Education
<input type="checkbox"/> Train Operating Company	<input type="checkbox"/> Financial and Professional Services Sector	<input type="checkbox"/> Local Authority
<input type="checkbox"/> Taxi/Private Hire Operator	<input type="checkbox"/> Construction/Building Industry	<input type="checkbox"/> Health
<input type="checkbox"/> Community Transport Provider	<input type="checkbox"/> Manufacturing	<input type="checkbox"/> Community Group
<input type="checkbox"/> Transport User Group	<input type="checkbox"/> Retail/Haulage/Logistics/Distribution Sector	<input type="checkbox"/> Charity
<input type="checkbox"/> Emergency Services	<input type="checkbox"/> Other Business (please specify: _____)	<input type="checkbox"/> Other (please specify: _____)

8. Does your organisation have a particular geographic interest? *Please tick all that apply*

<input type="checkbox"/> Bradford	<input type="checkbox"/> Wakefield
<input type="checkbox"/> Calderdale	<input type="checkbox"/> All of West Yorkshire
<input type="checkbox"/> Kirklees	<input type="checkbox"/> Other, please specify: _____
<input type="checkbox"/> Leeds	

West Yorkshire Combined Authority (WYCA) processes all personal data in accordance with the principles of good information handling contained in the Data Protection Act 1998. We will not sell this information to any other persons or organisations.

9. Your name: _____

10. Your Organisation: _____

11. Your position in the Organisation: _____

12. Address of Organisation: _____

Town: _____ County: _____

13. Postcode: _____

14.a. Are you happy for us to contact you regarding the outcome of this consultation and any further Bus Strategy Consultations?
 Yes No

14.b. If yes, please state your preferred method of contact, and provide appropriate contact details, (these can be generic for your organisation i.e. PO Box, or admin email):
 Email: _____ (please provide a regularly monitored email address)
 Post to address C/O name: _____
 Address (line 1): _____
 Address (line 2): _____
 Town: _____ Postcode: _____

Thank you for taking the time to provide us with your comments

Collateral—posters and credit-card sized takeaways

YTYA_Poster_AW.pdf 1 07/07/2016 14:49

have **your** say

improve **your** travel

yourtravel yoursay

yourtravelyoursay make it **your** business

Have **your** say on the future of transport in West Yorkshire.
Consultation on Transport and Bus Strategies

From 18 July – 21 October 2016.

To find out more and complete our online survey, please visit:
www.yourtravelyoursay.co.uk

scan the QR code, come to one of our local drop in sessions,
or pick up a survey from your Bus Station Travel Centre.

@ytravelyoursay yourtravelyoursay

LEP LEEDS CITY REGION ENTERPRISE PARTNERSHIP **WEST YORKSHIRE** COMBINED AUTHORITY **M METRO**

YTYA_Poster_BW.pdf 1 07/07/2016 14:49

have **your** say

improve **your** travel

yourtravel yoursay

yourtravelyoursay make it **your** business

To find out more and complete our online survey, please visit:
www.yourtravelyoursay.co.uk

scan the QR code, come to one of our local drop in sessions,
or pick up a survey from your Bus Station Travel Centre.

Have **your** say on the future of transport in West Yorkshire.
Consultation on Transport and Bus Strategies

From 18 July - 21 October 2016.

@ytravelyoursay yourtravelyoursay

LEP LEEDS CITY REGION ENTERPRISE PARTNERSHIP **WEST YORKSHIRE** COMBINED AUTHORITY **M METRO**

YTYA_Credit Card_AW.pdf 1 07/07/2016 14:49

Have **your** say on buses in West Yorkshire!

To find out more about our Bus Strategy and take part in our consultation please visit www.yourtravelyoursay.co.uk or scan the QR code.

It doesn't matter if you use buses or not... We want to hear from **YOU!**

Consultation runs until October 21st 2016

yourtravelyoursay
make it **your** business www.yourtravelyoursay.co.uk

LEP LEEDS CITY REGION ENTERPRISE PARTNERSHIP **WEST YORKSHIRE** COMBINED AUTHORITY **M METRO**

YTYA_Credit Card_AW.pdf 2 07/07/2016 14:49

Have **your** say on the future of transport in West Yorkshire!

Help us develop our Transport Strategy for the next 20 years by completing our questionnaire at www.yourtravelyoursay.co.uk

Have **your** say on all aspects of West Yorkshire's Transport System including roads, public transport, walking, cycling and air quality.

Consultation runs until October 21st 2016

yourtravelyoursay
make it **your** business www.yourtravelyoursay.co.uk

LEP LEEDS CITY REGION ENTERPRISE PARTNERSHIP **WEST YORKSHIRE** COMBINED AUTHORITY **M METRO**

DRAFT

Appendix D Open Ended Comments

Q2 Please use this space to tell us briefly if there are other problems that you experience with bus travel that are not included in the statements in Question 1.

Topic area	Comment category	Frequency (n)	%
Proposals/ infrastructure	Comments about consultation	18	1
Operators	Lack of complaints response/ procedure	27	2
	More competition on routes needed	12	1
Bus service	Unreliable/ running late/ do not turn up at all	407	23
	Not frequent enough	207	12
	Not enough services in the evenings/ at weekends	199	11
	More bus routes needed	93	5
	More direct/ express routes needed	87	5
	Poor service	78	4
	Buses don't always stop when/ where they are meant to	42	2
	Congestion on the roads	37	2
	Stagger bus times between operators to improve service frequencies	24	1
	Not enough services at busy periods	23	1
	Removal of services	19	1
	Not enough cross-border services	13	1
	Contingencies for strike action/ major events/ accidents	13	1
	Bus lanes needed	11	1
	Not enough services early in the morning	6	*
Ticketing	Too expensive	146	8
	Simplified, one-standard ticketing system needed	42	2
	Confusing fare structure	37	2
	Need contactless/ smart ticketing system	30	2
	Poor VFM	19	1
	Wider time usage of concessionary passes	11	1
	Need an oyster card system	10	1
	Not having correct change	6	*
	Information about best tickets to buy	5	*
Travelling by bus	Poor driver attitude	261	15
	Overcrowded	90	5
	Too slow	77	4
	Anti-social behaviour	43	2
	Inconvenient	43	2
	Customer safety	28	2
	Badly driven	14	1
	Satisfied/ happy with existing service	11	1
	Long driver change overs/ in journey breaks	9	1
	Unclear/ incorrect bus numbers displayed	8	*

DRAFT

Topic area	Comment category	Frequency (n)	%
	Multiple buses at stops	4	*
Bus facilities	Buses are dirty/ breaking down	95	5
	Bus stock too old	48	3
	Problems with heating/ lack of air con on the buses	40	2
	Not enough space for wheelchair users/ mobility scooters or prams	29	2
	Lack of bus shelters	27	2
	Poor wheelchair access	17	1
	Uninviting/ unpleasant bus station facilities	10	1
	Improve seating on board	8	*
	Need Wi-Fi	6	*
	Lack of priority seating	6	*
	Poorly maintained vehicles	6	*
	Improve seating at bus stops	2	*
Information provision	Better real time information at bus stops/ stations	79	4
	Lack of communication	70	4
	Timetables/ routes always changing	57	3
	Timetables out of date	30	2
	Online app out of date	19	1
	Audio/ visual on board/ at stop announcements	19	1
	Confusing timetables	12	1
	No map routes available	11	1
	Buses running ahead of time/ leaving stops early	7	*
Integrated travel/ multi modal travel	More integration with rail services	48	3
	Integration with other modes of transport	4	*
	Don't/ rarely use buses	1	*
	Other	117	7
Base (respondents who provided a comment)		1756	

DRAFT

Q6 Please use the space below to write anything you think is missing from the proposals:

Topic area	Comment category	Frequency (n)	%
Proposals/ infrastructure	Uncertainty the proposals will come to fruition	44	4
	More competition to force a better service and VFM	26	3
	Comments about consultation	14	1
	Nothing is missing	12	1
	Revert to public ownership	9	1
	Greater promotion/ encouragement to use	8	1
	Install tram system/ light rail	8	1
	Learn from Best Practice, e.g. London	7	1
	Positive support for proposals	2	*
	Opposed to unified brand/ service	2	*
Consultation before altering services	2	*	
Operators	More measures in place to force accountability	37	4
	Better complaints system	16	2
	Compensation given when delayed or cancelled services	12	1
	Stagger bus times between operators to improve service frequencies	3	*
Bus routes	More bus routes	64	6
	Increase bus services	61	6
	Increase in evening/ Sunday services	53	5
	Improve accessibility	29	3
	Have more express/ faster bus services	29	3
	More buses at busy periods	24	2
	More cross-city bus services	21	2
	Simple, straightforward service/ network	21	2
	Better cross-border services	16	2
	Easily accessible bus network	10	1
	Concerns regarding removal of services	3	*
	Integration with adjoining regions	2	*
Run smaller vehicles off peak	1	*	
Ticketing	Reduce cost of fares	59	6
	Better value for money	53	5
	One ticket across all operators	32	3
	Smart ticketing	23	2
	Contactless system	23	2
	Oyster type card	22	2
	Confusing bus fares	13	1
	Changes to ticketing structure, e.g. types available, eligibility, coverage, peak payments for pass holders	11	1
	Combined tickets (bus and rail)	9	1
	Bus app	8	1
	Wider time of usage for concessionary passes	5	1
	Keep cash payments possible	4	*
	A fare calculator	3	*

DRAFT

Topic area	Comment category	Frequency (n)	%
	Advance ticket purchase options	2	*
	Reduced fares for students	1	*
Bus travel	Better reliability	117	12
	Better service for disabled people	36	4
	Improve customer experience	33	3
	More bus lanes	29	3
	Improve travel times	27	3
	Deal with anti-social behaviour	26	3
	Customer safety	25	3
	Traffic congestion needs addressing	21	2
	Sufficient space for wheelchair users/ mobility scooters or prams	4	*
	Satisfied/ happy with existing service	2	*
Staff	Improve driver service/ attitude	46	5
	More driver training	26	3
	Better customer service	25	3
	More driver awareness of disabled people	10	1
	Better staff wages and conditions	8	1
	Staff safety	7	1
Bus facilities	Improving bus stop facilities	24	2
	Improve bus design	20	2
	Newer bus stock	20	2
	Improving bus station facilities	17	2
	More hybrid/ electric buses	17	2
	Cleaner/ better maintained vehicles	13	1
	Audio/ visual on board/ at stop announcements	12	1
	Improve passenger comfort	11	1
	Wi-Fi on buses	10	1
	Air conditioning on buses	3	*
	Electric sockets for charging	2	*
Information provision	Better real-time information	47	5
	Have up to date timetables in the bus station	16	2
	Better information in the bus station	16	2
	More accurate information	15	2
	Better information online	13	1
	Reduce timetable changes	1	*
Integrated travel/ multi modal	Integration with other modes of transport	45	5
	Improve schedules between bus and rail services	42	4
	More/ improve existing park and ride schemes	10	1
	Other	89	9
Base (respondents who provided a comment)		991	

DRAFT

Q7 Do you have any other comments on the West Yorkshire Bus Strategy?

Topic area	Comment category	Frequency (n)	%
Proposals/ infrastructure	General proposal/ WYCA/ bus operator criticism	123	12
	Positive support for proposals/ unified branding, ticketing, etc.	97	10
	Uncertainty regarding whether proposals can be achieved/ need improvement	96	10
	Proposals should go further	22	2
	Revert to public ownership	20	2
	Satisfied/ happy with existing service/ keep as it is	20	2
	Congestion charging, emissions limits	18	2
	Timely decisions made after proposal consideration	17	2
	Consult/ listen to customers	12	1
	Comments about consultation	10	1
	Less profits for operators/ not for profit companies	9	1
	Opposed to unified brand/ service	7	1
	More competition to force a better service and VFM	7	1
	Greater promotion/ encouragement to use	7	1
	Clear decisions as a result of proposals	5	1
Install a tram/ light rail system	6	1	
Operators	Tougher regulation of operators	22	2
	Don't want First as bus operator	16	2
	Better investigation of complaints/ complaints procedure	7	1
	Stagger bus times between operators to improve service frequencies	4	*
Bus routes	More bus routes in certain areas	60	6
	Shorter journey times on buses/ more express bus routes	33	3
	More direct bus routes	23	2
	More buses in rural areas	14	1
	Bus routes to avoid city centre	11	1
	Adapt services to meet off peak conditions, e.g. smaller buses, shorter journey times	5	1
	Amalgamate similar routes	2	*
Ticketing	Better value for money	31	3
	Multi operator day/ week tickets	13	1
	Oyster type card available	13	1
	Fixed pricing strategy	10	1
	Wider time of usage for concessionary passes	8	1
	Tickets purchased in advance of travel	8	1
	Contactless payment	6	1
	Keep cash payments possible	6	1
	End free bus passes for OAPs	4	*
	Multimodal tickets for bus/ train	4	*
	Concerns regarding use/ eligibility of OAP pass	4	*
Carnet style ticket	2	*	

DRAFT

Topic area	Comment category	Frequency (n)	%
Bus travel	Greater reliability of buses	109	11
	Greater bus frequency	78	8
	Cheaper/ more cost effective bus travel	60	6
	Improve customer service from drivers	48	5
	More night/ later running buses	27	3
	Improve bus priority on roads	13	1
	Behaviour of bus users	12	1
	Better service for disabled people	12	1
	Problems caused by roadworks/ traffic lights/ accidents/ parked cars	8	1
	More reliable morning peak buses	7	1
	Speed buses travel at should be faster	5	1
	Traffic congestion needs addressing	5	1
	Improve driving standards	5	1
Bus facilities	Improved condition of buses	41	4
	More comfortable/ safe bus shelters/ stops	16	2
	Accessible bus stops	8	1
	Free Wi-Fi	1	*
Information provision	Provide ETA of buses/ real time info	29	3
	Availability of up to date timetables at stop/ on bus	20	2
	Improved online/ app information	19	2
	Audio/ visual on board/ at stop announcements	8	1
Integrated travel/ multi-modal travel	Integrated transport across all modes	25	3
	Better links with rail e.g. timings	24	2
	Better connections between different bus services	16	2
	Concern regarding cross border travel	12	1
	Other	94	10
Base (respondents who provided a comment)		985	

DRAFT

Appendix E - West Yorkshire Bus Strategy Storyboard

West Yorkshire Bus Strategy Storyboard Style Questionnaire

61 responses

Context:

As part of the wider Bus Strategy consultation, an Easy Read storyboard style questionnaire was developed to enable those with learning difficulties or who felt unable to answer the main questionnaire to take part. The questionnaire was designed to determine why participants use the bus, their problems with bus travel and their suggestions for improving travel in the future. The storyboard method allowed participants to circle answer options, write in their own words, or draw pictures to illustrate their response. This method is more accessible, giving choice for respondents depending on their capabilities, but it does require interpretation on the analyst's part to bring the multi-method answers together. Where possible drawings and notations have been coded and recorded in the report.

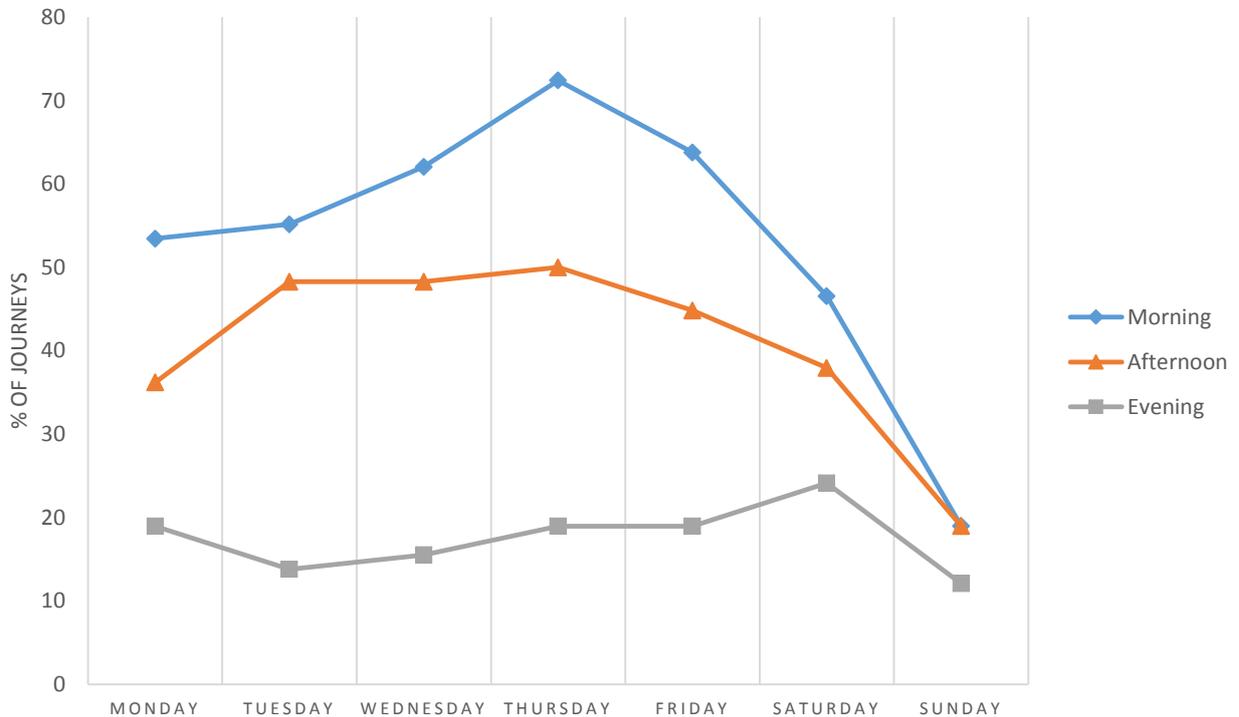
Headline Findings:

- The most common times for bus travel is Thursday morning (72%). Sunday evening is the least common time with only 12% travelling.
- Over 60% of respondents use the bus for shopping and 59% use it for going out/ having fun.
- The most common problems related to reliability. Over half the respondents stated that buses being late is a problem for them, and 39% have problems with buses failing to show up at all.
- Many of the additional comments related to accessibility and disability e.g. drivers not lowering the ramp, lack of space for wheelchairs, buses not pulling up close enough to kerbs and disabled passes not being valid for travel before 9.30 am.
- Other significant problems include the length of time bus travel takes, the provision of information, the confusion involved in using buses and its cost.
- Over 20% of respondents felt that buses coming on time would improve their experience, 17% felt that cleaner buses would be beneficial, 15% wanted more driver training / awareness and 15% wanted more buses.
- Many of the other suggestions for future improvements related to information provision and accessibility.

Travel habits:

58 respondents provided information on when they typically use the bus:

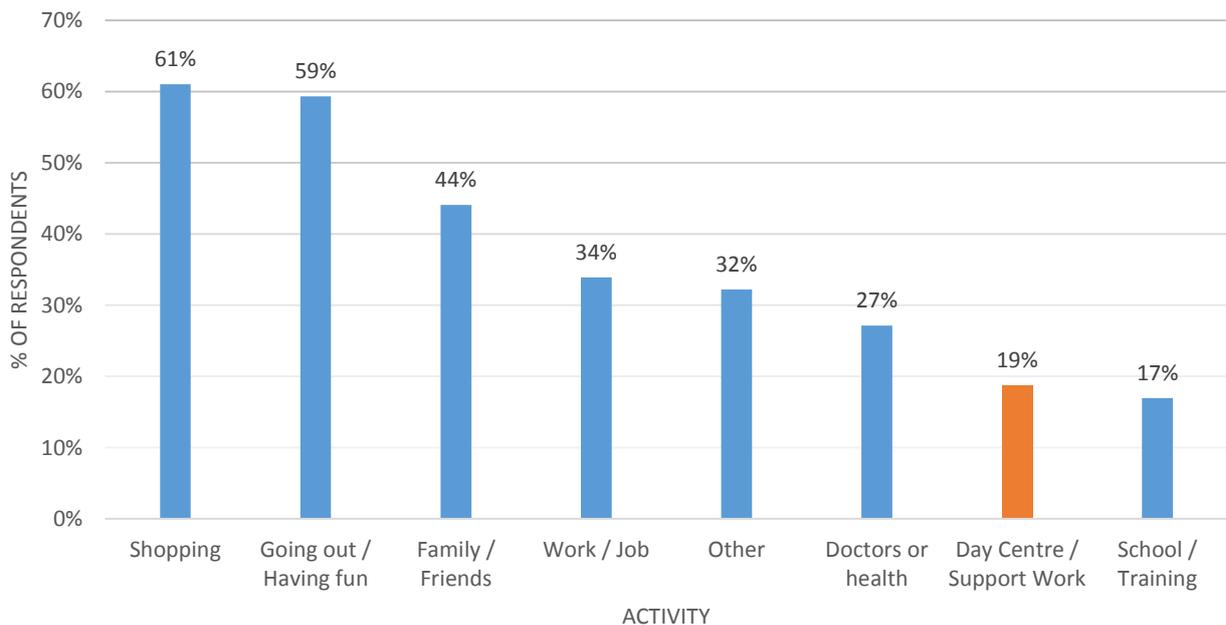
WHEN I USE THE BUS...



This is their purpose for travelling by bus:

This graph outlines the number of responses that had the highest response % (above 10%); they are a mix of responses that could be attributed to one of the 10 pre-defined (blue) options on the storyboard, and unprompted (orange) responses coded by theme. An additional list of responses were provided and are listed in the marked up questionnaire at the end of this report.

I USE THE BUS BECAUSE...*



*Re-ordered by highest % to lowest %

Questionnaire:

What you think about buses – big plan for buses storyboard

I am...

Add a picture or use some words to describe who you are

Name:	
Age:	
Town/City:	



I take the bus because...

Add a picture or some words to tell us what you most use the bus for:

Circle anything else you use the bus for:


Shopping


Doctors or health


Family / Friends


Going out / having fun


Work / Job


School / Training

When I use the bus...

Fill in the calendar to show the days you use the bus:

	Mon	Tues	Weds	Thurs	Fri	Sat	Sun
Morning 	<input type="checkbox"/>						
Afternoon 	<input type="checkbox"/>						
Evening 	<input type="checkbox"/>						

The problems I have with the bus...

Add a picture or some words to tell us what problems you have with getting the bus:

Circle any other problems you have:


Late


Doesn't turn up


Takes too long


Confusing


Expensive


Not fun


Not enough information


Who does what?


Old buses


Bad for the environment

What would make travelling by bus better for me...

Add a picture or words to show what you think would make it better to travel by bus

Marked up questionnaire:

A total of 61 responses were received.

Age (n.58):

16-24 years:	5% (n.3)
25-44 years:	55% (n.32)
45-64 years:	33% (n.19)
65-79 years:	7% (n.4)

District (n.59):

Bradford	24% (n.14)
Kirklees	37% (n.22)
Leeds	39% (n.23)

When I Use the Bus.... Fill in the calendar to show the days you use the bus (n.58):

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Morning	53.45% (n.31)	55.17% (n.32)	62.07% (n.36)	72.41% (n.42)	63.79% (n.37)	46.55% (n.27)	18.97% (n.11)
Afternoon	36.21% (n.21)	48.28% (n.28)	48.28% (n.28)	50% (n.29)	44.83% (n.26)	37.93% (n.22)	18.97% (n.11)
Evening	18.97% (n.11)	13.79% (n.8)	15.52% (n.9)	18.97% (n.11)	18.97% (n.11)	24.14% (n.14)	12.07% (n.7)

I take the bus because... Add a picture or some words to tell us what you most use the bus for. Circle anything else you use the bus for (n.59):

Shopping	61.02% (n.36)	School / Training	16.95% (n.10)
Going out / Having Fun	59.32% (n.35)	I don't have a car	3.39% (n.2)
Family / Friends	44.07% (n.26)	Volunteering	3.39% (n.2)
Work / Job	33.90% (n.20)	I like travelling by bus	3.39% (n.2)
Doctors or health	27.12% (n.16)	Appointments	1.69% (n.1)
Day Centre / Support Work	18.64% (n.11)	Gym	1.69% (n.1)

NB codes in **black** were provided for participants to circle, codes in **red** were added through participants free-text comments and/or drawings

NB Participants were able to make more than one comment

The problems I have with the bus are... Add a picture or some words to tell us what problems you have with getting the bus. Circle any other problems you have (n.57):

Late	54.39% (n.31)	Bad for the environment	3.51% (n.2)
Doesn't turn up	38.60% (n.22)	Prams in wheelchair space	3.51% (n.2)
Takes too long	21.05% (n.12)	The bus pulls up too far away from kerb	3.51% (n.2)
Not enough information	17.54% (n.10)	Diversions	3.51% (n.2)
Expensive	15.79% (n.9)	Who does what?	1.75% (n.1)
Confusing	15.79% (n.9)	Not able to get on with wheelchair	1.75% (n.1)
Old buses	12.28% (n.7)	Electric noticeboard is not clear enough	1.75% (n.1)
Dirty / Smelly	12.28% (n.7)	No people to ask questions	1.75% (n.1)
Drivers do not always put ramps down	10.53% (n.6)	No steps / ramps	1.75% (n.1)
Poor driver attitude	10.53% (n.6)	Early	1.75% (n.1)
Not fun	7.02% (n.4)	Distance to stop is too far to walk	1.75% (n.1)
Can't use pass before 9.30	7.02% (n.4)	Drivers setting off before I've sat down	1.75% (n.1)
Overcrowded	7.02% (n.4)	Bank holiday and Sunday services are annoying	1.75% (n.1)
Changing routes / timetables	7.02% (n.4)	People eating	1.75% (n.1)
Missed stops	5.26% (n.3)	Break downs	1.75% (n.1)
<p>NB codes in black were provided for participants to circle, codes in red were added through participants free-text comments and/or drawings</p> <p>NB Three individuals responded to say that they had no problems with bus travel</p> <p>NB Participants were able to make more than one comment</p>			

What would improve my bus travel... Add a picture or words to show what you think would make it better to travel by bus (n.59):

Buses should always be on time	22.22% (n.12)	A pass that gives me 1/3 off - I would like to make a contribution to my fare	1.85% (n.1)
Cleaner buses	16.67% (n.9)	A decent bus service	1.85% (n.1)
More driver training / awareness	14.81% (n.8)	Happier drivers	1.85% (n.1)
More buses	14.81% (n.8)	More RTI displays	1.85% (n.1)
I should be able to use my pass before 9.30	11.11% (n.6)	An app to track buses both whilst waiting and whilst on the vehicle	1.85% (n.1)
Newer buses	9.26% (n.5)	Drivers who get up to do the ramp	1.85% (n.1)
More information available	5.56% (n.3)	Talking buttons at bus stops	1.85% (n.1)
Cheaper - don't put fares up	5.56% (n.3)	Buses should be more accessible with more space	1.85% (n.1)
WiFi on all buses	5.56% (n.3)	On bus assistance	1.85% (n.1)
Drivers should wait until people have sat down before setting off	5.56% (n.3)	Seatbelts	1.85% (n.1)
Less overcrowding / more seats	3.70% (n.2)	More comfortable	1.85% (n.1)
Audio Visual on vehicles / at bus stops	1.85% (n.1)	Better behaviour by other passengers	1.85% (n.1)
Less confusing	1.85% (n.1)	Better services on Bank Holidays and Sundays	1.85% (n.1)
Classical music on buses	1.85% (n.1)	A closer bus stop to my house - I struggle to walk to the stop	1.85% (n.1)
WiFi at stops	1.85% (n.1)		
<p><i>NB All the above codes were provided from participants free-text comments and/or drawings</i> <i>NB Participants were able to make more than one comment</i></p>			

DRAFT

Appendix F – Young People Travel Survey

Young People Travel Survey

136 responses (age ≤ 25 years)

An additional 59 individuals over the age of 25 (where known) took part, but their responses are not included in this report.

As part of the wider Bus Strategy Consultation a survey was designed to ask younger people:

- How often they travel by bus?
- What are their reasons for travel by bus?
- What are their problems with travelling by bus?
- What do they think would improve travelling by bus?
- And, of the plans outlined by WYCA to improve travel by bus, what are the priorities for them?

Leeds City Council were at the same time engaging with residents and businesses in Leeds on the transport future of the City. It was decided that this questionnaire could also ask younger people their opinion on the future of travel, and a set of weighing up questions were included in this survey. These weighing up questions were an addition to the survey, and only asked after respondents agreed to answer more questions if they lived/travelled in and around Leeds.

Headline findings:

Most bus journeys made by young people are on weekday mornings, and these journeys are more likely to be for shopping, or school/training. Their most common problem with buses are that they do not turn up on time.

If they don't travel by bus this is most likely because their journeys would take too long by bus.

Ideas for improvements to bus journeys mostly centred on improving the quality of buses (new seats, cleanliness and features like Wi-Fi). However, 'Better Customer Service' (which includes cleaner vehicles) was not the top priority out of the 5 areas WYCA outlined improving; it was 'Improving the Bus Journey' which centres on easier travel connections, multi-modal travel choices and better availability.

This choice of what young people have found to be important correlates with the clearest choice when they were asked to 'weigh-up' different options for improving travel in and around Leeds, because nearly all responded that they want transport to help them be independent with choices on how they travel.

Overall young people want to see improvements to the reliability of the bus system, especially travel information, and have suggested enhancements to technologies and vehicles to make it easier, clearer and a nicer experience, to travel by bus.

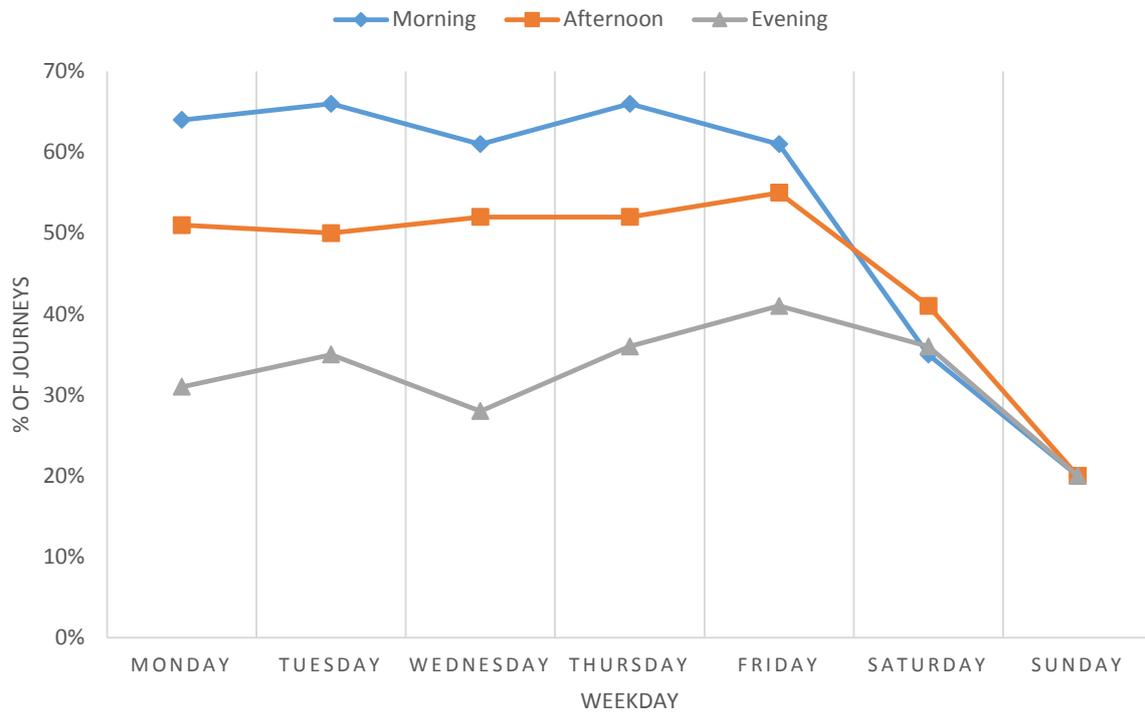
Summary of findings:

- Half of the respondents (50%) live in the Leeds district
- Half of the respondents (50%) were aged between 14 and 17 years
- The majority (90%) travel by bus
- Most bus journeys (around two thirds) are made on weekday mornings
- Less than half of the journeys are made on a weekend or on an evening (only 1 in every 5 journeys made is on a Sunday)
- The majority of respondents used the bus for shopping (63%), and over half (59%) for going to school or training
- The most common problem, for 9 out of 10 respondents, was that buses are not always on time
- Those who do not travel by bus mostly walk (43%) or drive (43%)
- The most common reason given by respondents for having stopped travelling by bus, is that it takes too long to get where they want to go
- Over a third of respondents think that improvements to the bus vehicle, and/or the waiting environments, would improve travel by bus
- Around a quarter think that better travel information and more reliable services would be an improvement
- Having transport choices that help them be independent was the clearest choice for respondents in the weighing-up questions for the Leeds Transport Conversation

Travel habits:

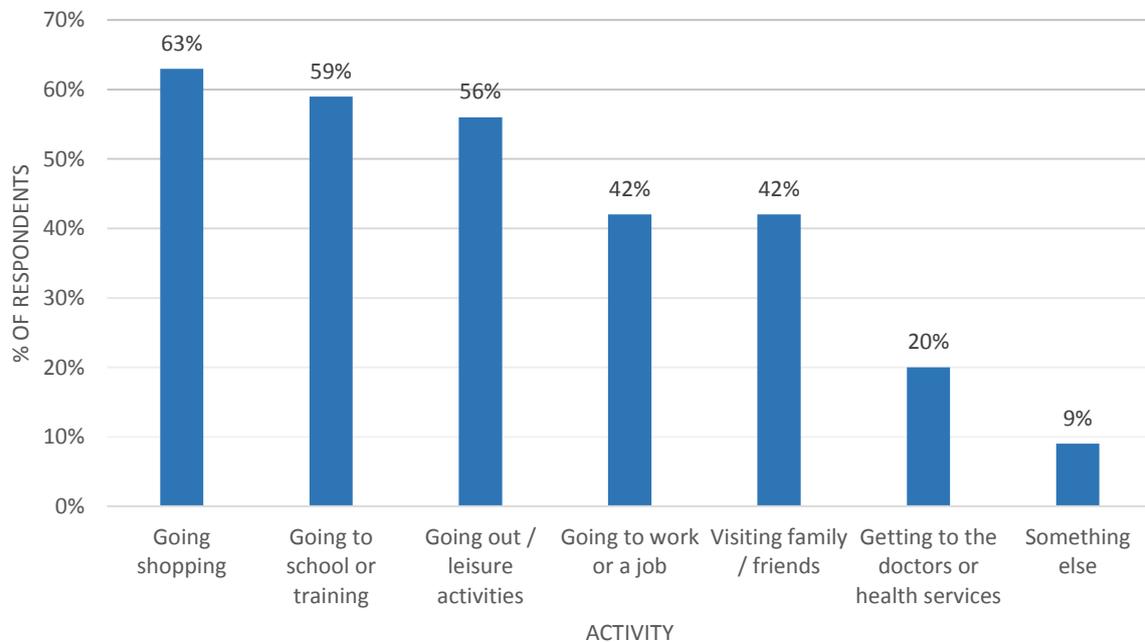
90% (n.122) respondents travel by bus. In a typical week this is when they travel:

IN A TYPICAL WEEK, WHEN DO YOU TRAVEL BY BUS?



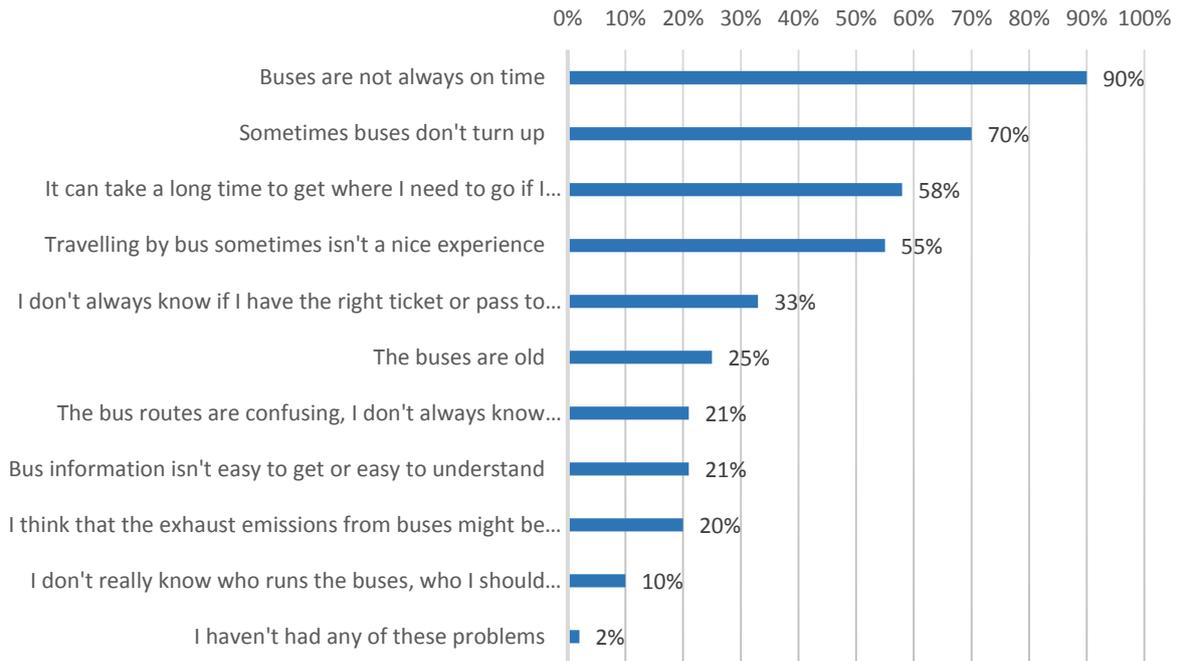
This is the purpose for their travel by bus:

WHAT DO YOU USE THE BUS FOR?*



**Re-ordered by highest % to lowest %*

WHAT PROBLEMS DO YOU HAVE WHEN YOU TRAVEL BY BUS?*



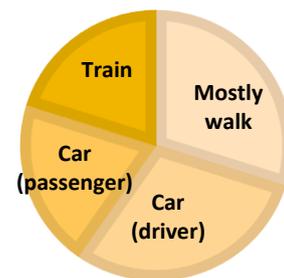
10% (n.14) respondents said they did not travel by bus.

This is how they travel:

- Train 29% (n.4)
- Mostly walk 43% (n.6)
- Car (driver) 43% (n.6)
- Car (passenger) 29% (n.4)
- Cycle & Something else 0%

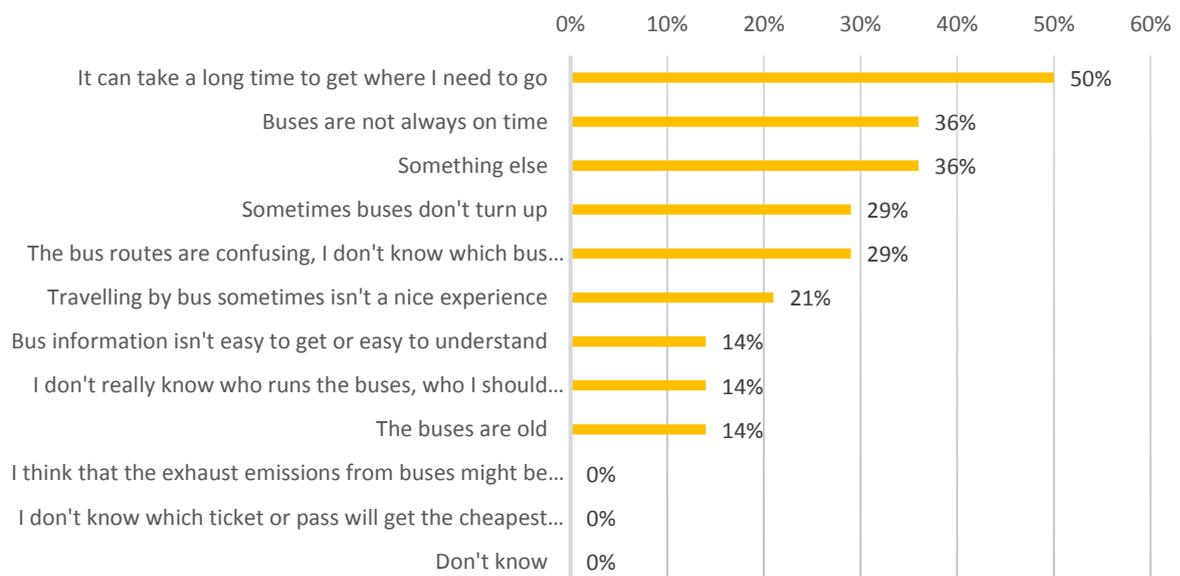
This 10% were then asked to give reasons why they do not travel by bus, the response options were based on the question for those who do travel by bus: 'What problems do you have when you travel by bus?'

HOW DO YOU TRAVEL?



0% travelled by 'Cycle', or by 'Something else'

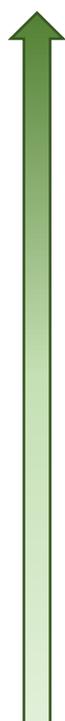
WHAT HAS STOPPED YOU TRAVELLING BY BUS?*



*Re-ordered by highest % to lowest %

As an addition, and as a part of the Leeds Transport Conversation we asked respondents to ‘weigh up’ which of two statements came closest to their own opinion to 10 options of how transport should work differently in the future. 105 respondents answered the statements. The table below summarises the results in order of the **most popular** statement first:

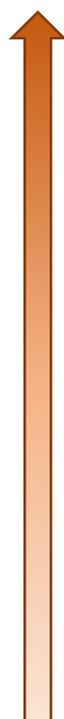
MOST SUPPORT



	Most Supported Weighing-Up Options	Total %
1	I'd like transport to help me be independent with choices of how to travel	90% (n.94)
2	Money should be put towards improving travel into the city centre from areas around Leeds	77% (n. 79)
3	Changing transport type mid-journey doesn't suit me (e.g. bus to bus, bus to train, car to bus, cycle to train etc.) – I'd rather just use one method of travel	69% (n.72)
4	I would prefer to travel to the city centre by public transport	67% (n. 70)
5	Pedestrian and cycle friendly environments make cities better	64% (n.67)
6	The focus should be on making it easier to travel around Leeds	63% (n.66)
7	Public transport should have priority on roads over car drivers	61% (n.64)
8	Cost is the biggest decider on how I travel, I don't mind added journey time if I know it is saving me money	59% (n. 60)
9	The council should focus more on the future, looking at long term things that could have a bigger impact	57% (n. 58)
10	I'd rather there were less vehicles allowed in the city centre	54% (n. 56)

This second table summarises the results to show the **least popular** statement first:

LEAST SUPPORT



	Least Supported Weighing-Up Options	Total %
1	I tend to get lifts/drive where I need to go, or live within walking distance – I don't really need public transport	10% (n. 11)
2	Money should be put towards improving travel in Leeds city centre	23% (n.24)
3	I don't mind changing the type of transport mid-journey (e.g. bus to bus, bus to train, car to bus, cycle to train etc.) – though I think it should be an easier option	31% (n. 33)
4	I would prefer to travel to the city centre by car (e.g. as a passenger or driver)	33% (n.35)
5	There doesn't need to be any more money spent on walking and cycling	36% (n. 37)
6	It is more important to make it easier to get to Leeds from other cities / other parts of the country	37% (n. 39)
7	Car drivers shouldn't have added restrictions to where they can drive and park	39% (n. 41)
8	Convenient travel is more important to me than cost of travel, I am happy to pay a little more if it means my journey is quicker	41% (n.42)
9	The council should focus on making changes now, doing the little things that can make an immediate difference	43% (n.44)
10	Direct access into and around the city centre should be allowed by all vehicles	46% (n.47)

Marked up questionnaire:

Key:

* = a routed question, a different line of questions continues depending on the answer given here

Blue question = a question asked of all respondents

Green question = a question asked where respondents replied 'Yes' at a routed question

Yellow question = a question asked where respondents replied 'No' at a routed question

West Yorkshire Combined Authority (WYCA – which includes Metro), is working with bus companies to make the bus system in West Yorkshire better over the next 20 years.

WYCA wants to make it easier for people to travel to education and jobs, make the environment nicer and support communities to get where they need to go.

To do this WYCA has listened to what problems people say they have when using the buses now, and has put together a few ideas to make things better.

WYCA plans to:

Make customer service better by making it easier to get information on the bus and before a journey. We also want to get more training for staff and drivers, and make the bus stations and vehicles cleaner and more welcoming.

Improve the bus journey with easier connections to town and villages, and make it easier to join your journey up by cycle, walking or by train. We also want to make sure there are buses when and where people most need them, and better information for when things go wrong (e.g. traffic).

Make it easier to pay for travel with simpler and more affordable tickets.

Provide better information so you can plan your journey, know which bus to catch and have more digital information available when you're on the go.

Contribute to a cleaner environment with new vehicle technologies that could mean near to zero emissions and a more modern bus.

Please take 5 minutes to tell us how and why you use the bus (or how else you travel), what problems you have, and what you think we should fix first.

Do you travel by bus?* (n.136)

Yes	90% (n.122)
No	10% (n. 14)

In a typical week, when do you travel by bus? (Tick all that apply) (n.118)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Morning	64% (n. 78)	66% (n. 81)	61% (n. 74)	66% (n. 81)	61% (n. 74)	35% (n. 43)	20% (n. 25)
Afternoon	51% (n. 62)	50% (n. 61)	52% (n. 64)	52% (n. 64)	55% (n. 67)	41% (n. 50)	20% (n. 25)
Evening	31% (n. 38)	35% (n. 43)	28% (n. 34)	36% (n. 44)	41% (n. 50)	36% (n. 44)	20% (n. 24)

What do you use the bus for? (Tick all that apply) (n.122)

Going shopping	63% (n.77)	Going to work or a job	42% (n.51)
Getting to the doctors or health services	20% (n.24)	Going to school or training	59% (n.72)
Visiting family / friends	42% (n.51)	Something else	9% (n.11)
Going out / leisure activities	56% (n.68)		

What problems do you have when you travel by bus? (Tick all that apply) (n.122)

Buses are not always on time	90% (n.110)	Bus information isn't easy to get or easy to understand	21% (n.26)
Sometimes buses don't turn up	70% (n.86)	I don't really know who runs the buses, who I should contact or who I can complain to	10% (n.12)
It can take a long time to get where I need to go if I take a bus	58% (n.71)	The buses are old	25% (n.31)
The bus routes are confusing, I don't always know which bus to catch	21% (n.26)	I think that the exhaust emissions from buses might be harmful	20% (n.24)
I don't always know if I have the right ticket or pass to get the cheapest price	33% (n.40)	I haven't had any of these problems	2% (n.2)
Travelling by bus sometimes isn't a nice experience	55% (n.67)		

How do you travel? (Tick all that apply) (n. 14)

Mostly walk	43% (n.6)	Car (driver)	43% (n.6)
Cycle	0% (n.0)	Train	29% (n.4)
Car (passenger)	29% (n.4)	Something else	0% (n.0)

What has stopped you travelling by bus? (You may never have travelled by bus, or you used to travel by bus, either way your opinion is helpful to us) (Tick all that apply) (n. 14)

Buses are not always on time	36% (n.5)	Bus information isn't easy to get or easy to understand	14% (n.2)
Sometimes buses don't turn up	29% (n.4)	I don't really know who runs the buses, who I should contact or complain to	14% (n.2)
It can take a long time to get where I need to go	50% (n.7)	The buses are old	14% (n.2)
The bus routes are confusing, I don't always know which bus to catch	21% (n.3)	I think that the exhaust emissions from buses might be harmful	0% (n.0)
I don't always know which ticket or pass will get the cheapest price	7% (n.1)	Something else	36% (n.5)
Travelling by bus sometimes isn't a nice experience	29% (n.4)	Don't know	0% (n.0)

What do you think would improve travelling by bus? (Be as creative as you like, or suggest an idea you might have seen work someplace else) (n.136)

108 responses

<i>Code</i>	<i>%/Count</i>
Bus facilities and bus waiting environment improvements	36% (n.39)
Improvements to information provided	26% (n.28)
Better reliability of services	24% (n.26)
More frequent services	18% (n.19)
Route enhancements	17% (n.18)
Nicer drivers	15% (n.16)
Reduced fares	13% (n.14)
More ways to pay	13% (n.14)
Audio/visual displays	9% (n.10)
Better safety/security	7% (n.8)
Tram/subway	3% (n.3)
Bus lanes/priority	1% (n.1)

Thinking about the 5 areas West Yorkshire Combined Authority plans to improve, which are important or a priority for you? (*Tick all that apply*) (n.130)

Making customer service better	56% (n.73)	Providing better information	44% (n.57)
Improving the bus journey	72% (n.94)	Contributing to a cleaner environment	52% (n.67)
Making it easier to pay for travel	58% (n.75)		

To make sure we are hearing from lots of young people across West Yorkshire, please answer the next three questions. None of the information you provide will be used to identify you, this questionnaire is completely anonymous.

How old are you? (n.136)

129 responses

<i>Age grouping</i>	<i>%/Count</i>
9 years and under	2% (n.2)
10-13 years	6% (n.8)
14-17 years	50% (n.65)
18-21 years	24% (n.31)
22-25 years	18% (n.23)

What village/town/city do you live in? (n.136)

130 responses (6 of these (4%) were out of the area or unknown)

<i>District</i>	<i>%/Count</i>
Bradford	12% (n.16)
Calderdale	6% (n.8)
Kirklees	10% (n.13)
Leeds	50% (n.68)
Wakefield	18% (n.25)
Out of area/unknown	2% (n.3)

Do you live in, travel to, and/or visit Leeds City Centre, or it's surrounding areas?* (n.136)

Yes	81% (n.110)
No	19% (n. 26)

Because you live in, visit or travel to Leeds, we would like to ask you a few more questions as part of Leeds City Council's conversation on the future of transport in Leeds. These questions will take no more than 2 minutes to answer.

Are you happy to answer a few more questions?* (n.110)

Yes	95% (n.104)
No	5% (n. 5)

Leeds City Council has been told £173m is available to the city for spending on public transport. The council are now asking residents and businesses how this money should be spent.

The following questions are paired statements. Please choose one statement, per pair, that best matches or is closest to your own opinion.

Statement 1 (please choose one) (n.105)

Public transport should have priority on roads over car drivers	61% (n.64)
Car drivers shouldn't have added restrictions to where they can drive and park	39% (n. 41)

Statement 2 (please choose one) (n.105)

I would prefer to travel to the city centre by car (e.g. as a passenger or driver)	33% (n.35)
I would prefer to travel to the city centre by public transport	67% (n. 70)

Statement 3 (please choose one) (n.105)

I'd like transport to help me be independent with choices of how to travel	90% (n.94)
I tend to get lifts/drive where I need to go, or live within walking distance – I don't really need public transport	10% (n. 11)

Statement 4 (please choose one) (n.105)

The focus should be on making it easier to travel around Leeds	63% (n.66)
It is more important to make it easier to get to Leeds from other cities / other parts of the country	37% (n. 39)

Statement 5 (please choose one) (n.105)

Changing transport type mid-journey doesn't suit me (e.g. bus to bus, bus to train, car to bus, cycle to train etc.) – I'd rather just use one method of travel	69% (n.72)
I don't mind changing the type of transport mid-journey (e.g. bus to bus, bus to train, car to bus, cycle to train etc.) – though I think it should be an easier option	31% (n. 33)

Statement 6 (please choose one) (n.103)

Money should be put towards improving travel in Leeds city centre	23% (n.24)
Money should be put towards improving travel into the city centre from areas around Leeds	77% (n. 79)

Statement 7 (please choose one) (n.102)

The council should focus on making changes now, doing the little things that can make an immediate difference	43% (n.44)
The council should focus more on the future, looking at long term things that could have a bigger impact	57% (n. 58)

Statement 8 (please choose one) (n.102)

Convenient travel is more important to me than cost of travel, I am happy to pay a little more if it means my journey is quicker	41% (n.42)
Cost is the biggest decider on how I travel, I don't mind added journey time if I know it is saving me money	59% (n. 60)

Statement 9 (please choose one) (n.104)

Pedestrian and cycle friendly environments make cities better	64% (n.67)
There doesn't need to be any more money spent on walking and cycling	36% (n. 37)

Statement 10 (please choose one) (n.103)

Direct access into and around the city centre should be allowed by all vehicles	46% (n.47)
I'd rather there were less vehicles allowed in the city centre	54% (n. 56)

Thank you for taking part, please click 'Done' to finish

