



We are part of the new West Yorkshire Bus Alliance



West Yorkshire Combined Authority, Arriva Yorkshire, First West Yorkshire, Transdev Keighley have joined forces to form a West Yorkshire Bus Alliance.

The Alliance also includes ABOWY (the Association of Bus Operators in West Yorkshire) to represent the smaller bus operators.

We aim to deliver

By working together, we aim to deliver quicker and more reliable journeys and easy-to-understand and affordable fares for people of all ages.

We also want to make more progress towards cleaner less-polluting vehicles with better facilities such as free Wi-Fi and USB charging points, and provide our customers with better travel advice and journey planning information.

We are part of new West Yorkshire Bus Alliance

Three Cs

This work will be themed around three Cs – Customer Service, Cleaner Air and Connectivity.

Why is the Bus Alliance important? Because, it is about growing the numbers of people across West Yorkshire using our services.

Reducing congestion

It is also about increasing the role we play in reducing congestion, which harms the economy and jobs through what it costs local businesses in lost time.

Congestion is also bad for our health in terms of the harmful emissions it causes.

Air pollution affects people throughout their lifetime, from pregnancy when it can contribute to low birth weight, childhood when it causes diseases such as asthma, adulthood, where it can cause heart disease, strokes and cancer and old age when it can be a factor in developing dementia.



Bus18

The West Yorkshire Bus Alliance has grown out of Bus18, which resulted in young people wearing school uniform not having to show ID to drivers to prove their half-fare entitlement.

Bus18 also resulted in the popular all-day, go anywhere MyDay ticket for young people. And it included guarantees to our customers that if they are not happy with their journey, we will provide them with a free travel voucher and that if their last bus fails to arrive within 20 minutes of the scheduled time, they can now claim back the cost of the taxi fare home.

Workstreams

To take the Alliance forward, people from all its members are investigating how we can make improvements. There are groups looking at a range of topics including better ticketing and fares, the bus network and highway infrastructure, clean bus technology, customer service and communication.

Bus Alliance in Numbers

Bus services are by far the most-used form of public transport in West Yorkshire with around **150 million** journeys being made on them every year.



According to Transport Focus's latest annual Bus Passenger Survey, **85% of bus users** in West Yorkshire were **very or fairly satisfied** with their overall journey, an **increase of 2%** from the previous year. Satisfaction with punctuality was **up by 1%** and with journey times, **2%**.



People use the bus to make almost **3 million** journeys to and from work in West Yorkshire every week, making our services vital to the local economy.

The county's **1,000-strong** bus fleet carries over **four times** as many people as local trains each year.



The **800-space Elland Road** and **1,000-space Temple Green** park and ride sites have been used by over **2 million people**. Between them the two sites are reducing the number of car on Leeds city centre roads by up to **9,000** each week.

Research by the Urban Transport Group shows that **one in 10 people** would be out of work without their bus service. The Group also found that buses play a key part in successfully achieving **29** of the government's policies in **12** of its **25** departments.



Just one of our diesel buses can help improve local air quality by removing up to **75 cars** and the pollution they cause from the road. Doing this also reduces queues caused by those cars, which is when they can be at their most polluting.



Between us, West Yorkshire's bus operators are investing **£23 million** in new, cleaner buses.



Over **£8 million** from the government's Clean Bus Technology Fund is being invested in fitting **479 West Yorkshire buses** with technology to reduce their harmful emissions.

This work will result in 560 tonnes - the weight of around **37 double-deck buses** - being removed from the local atmosphere and over **£37 million** of NHS savings and environmental benefits over **five years**.

Improving infrastructure to reinforce reliability

Work to develop and construct highways schemes designed to speed up traffic, including buses, is going on across West Yorkshire.

Projects such as the completed improvement of Kirkgate in Wakefield, the ongoing A629 improvement scheme between Halifax and Huddersfield and the East Leeds Orbital Route have been funded through the £1 billion West Yorkshire-plus Transport Fund, which is managed by the Combined Authority.

Transport Fund

Other Transport Fund schemes underway or due to start soon include improvements to the Hard Ings Road in Keighley and the new Glasshoughton Southern Link Road.

The West Yorkshire-plus Transport Fund is supported through the Leeds City Region Local Enterprise Partnership Growth Deal – a £1 billion package of Government investment delivered in partnership with the West Yorkshire Combined Authority to accelerate growth and create jobs across Leeds City Region.

Connecting Leeds

The £275 million Connecting Leeds programme has a target of doubling the number of the city's bus passengers in 10 years. Plans to do this include new park and ride sites at Stourton and Alwoodley, highways improvements and the introduction by bus operators of around 300 new and retrofitted low-emission buses.

What Next?

Although the West Yorkshire Bus Alliance is a long-term commitment, each of the Alliance's workstream groups has been asked to identify some quick wins that can be delivered in the coming 12 months.

Among these will be an initiative to highlight how by buying the right ticket, young people can make big savings on single journey fares. At the same time, the money-saving £2.75 all-day MyDay ticket will be going smart, available to upload to an MCard enabling young people to save when they buy multiple tickets. And, later in the year, we plan to introduce a new, West Yorkshire-wide fare deal for everyone aged under-19.

This is in line with the Alliance's key aim of making the bus more attractive and more affordable for young people.

Because bus drivers are key to enhancing passengers' journeys, the Alliance will co-ordinate driver training programmes to deliver a consistent customer-focused service. Also with non-bus users telling us it's difficult to understand where buses go and when, the Alliance is developing a way of making services and schedules easier for people to understand. These are our "quick wins" for the coming year.

Of course, forming a new Bus Alliance is not going to magically solve all our problems or iron out the day-to-day difficulties. But, by working together we can make real and long-term improvements to our vital services and ensure our industry's health for the future.

Watch out for future Alliance updates soon.