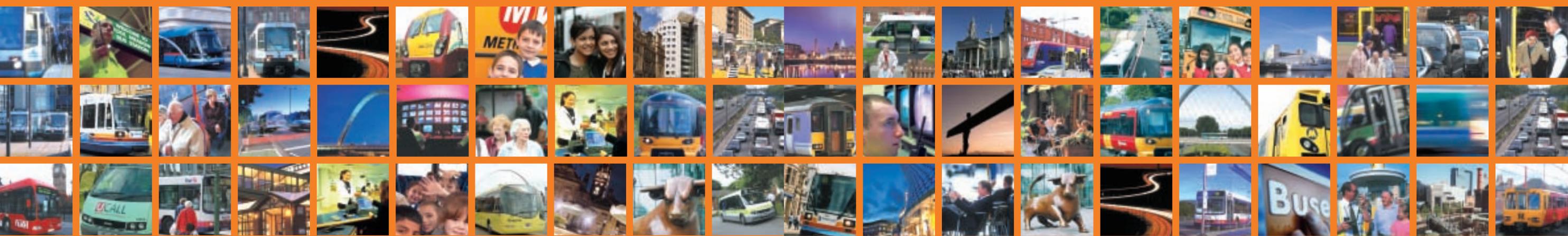


Greater Manchester  
Merseyside  
South Yorkshire  
Strathclyde  
Tyne and Wear  
West Midlands  
West Yorkshire  
**pteg** & the city regions

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**pteg** & the city regions



# 1. The transformation of the city regions

- It is estimated there will be more than £11.6 billion of property investment over the next ten years in **Birmingham**. Over £9.26 billion is either planned or underway in the city centre alone.
- Over the last twenty years **Leeds** has created more jobs than any major English city outside London. Between 1981 and 2002 employee job growth in Leeds was 86,000.
- **Liverpool** will be European City of Culture in 2008 – resulting in 14,000 new jobs and £2 billion worth of inward investment – and creating local and regional regeneration, increased tourism, greater business activity and an increase in cultural activities with an anticipated extra 1.7 million visitors.
- Strong economic and employment growth in **Glasgow** has seen the city's annual average economic growth reach 2.4% - which outperforms Scotland as a whole.
- The £130 million Heart of the City project has changed Sheffield city centre almost beyond recognition. The Peace Gardens, Winter Garden and Millennium Galleries are the new icons of **Sheffield**.
- The **Manchester** city region, with Manchester Airport in its midst, is the primary international gateway to the North of England. With a population of just over three million (37% of the region's population) it is the economic centre of the North West, generating GVA of £47 billion in 2002, approaching half of the North West total, and is the largest contributor to output outside London and the South East.
- The **Newcastle** area is amongst the most successful in the UK for attracting investment from abroad. Over 130 investors from 15 countries have chosen to locate in and around the city and now operate in a business community of over 17,000 companies.

Britain's seven PTEs serve more than thirteen million people in some of the country's largest conurbations.

These city regions are changing for the better. Long associated with a legacy of industrial decline, the city regions are now being transformed by new waves of investment in the renewal of town and city centres. Cities like Birmingham, Leeds and Manchester are becoming major centres for financial and legal services, as well as retail and cultural industries.

Not only are the major regional cities growing fast they are driving wider regional economies as well. For example, Leeds provided over 30% of the 144,000 net additional jobs in the Yorkshire and Humberside region between 1994 and 2004, and is expected to provide around 46% of the region's additional 60,000 jobs between 2004 and 2014.

PTEs have played a key role in this process of transformation. They promote new modern tram and light rail systems that have opened up development sites and provided direct and high capacity access to city centres. Light rail systems have also helped transform perceptions of the places they serve.

PTEs have invested millions in new and refurbished bus and rail interchanges right across their conurbations. These new facilities have often been the trigger for wider urban redevelopment.

PTEs also promote and develop the wider public transport networks that a significant proportion of city centre employees and visitors rely on. For example more than half of peak time trips into Birmingham and Glasgow city centres are by public transport.



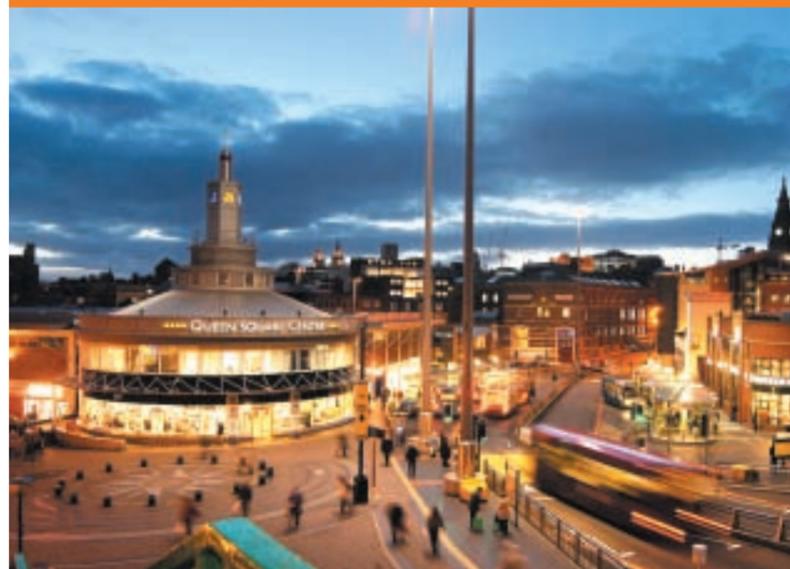
# 2. Where next?

Given fundamental long term trends, and the direction of wider government policies, the future for public transport in the city regions should be bright.

- As traffic congestion increases the case for a quality public transport alternative becomes ever more persuasive
- Environmental concerns are looming larger as climate change takes effect and uncertainties grow over the future cost and availability of oil
- Advances in information technology offer the opportunity for seamless public transport journeys (not too far in the future your mobile phone could be a ticket and a constantly updated timetable)
- There is a good base to build on with substantial investment in upgrading public transport networks already delivered and with much more to come
- Improved 'connectivity' has been identified by national government - and in initiatives like the Northern Way - as key to improving the competitiveness of the city regions
- The expansion of public transport's role will help the government deliver on wider policy goals - including improving regional economic competitiveness, and in tackling social exclusion and environmental pollution

## GOVERNMENT PSA TARGET

*'Make sustainable improvements in the economic performance of all English regions and over the long term reduce the persistent gap in growth rates between the regions...'*



# 3. What we do

## The role of the PTEs

PTEs aim to deliver single, integrated public transport networks accessible to all.

The seven PTEs provide, plan, procure and promote public transport in seven of Britain's largest conurbations: Greater Manchester, Merseyside, South Yorkshire, Strathclyde, Tyne and Wear, West Midlands and West Yorkshire.

Between them they serve more than thirteen million people and have a combined budget of more than £1 billion a year.

They are funded by a combination of local council tax and grants from national governments and are responsible to Passenger Transport Authorities (PTAs), which are made up of representatives of local councils in the areas they serve.

## PTEs:

- advise PTAs on policy
- produce the strategies for the development of local public transport networks
- work with operators and the DfT to manage and improve local rail networks
- plan and fund socially necessary bus routes
- work in partnership with private operators to improve bus services - for example through bus priority schemes
- run concessionary travel schemes - including those for older, disabled and young people
- work in partnership with District councils to produce local transport plans
- invest in local public transport networks - including new rail and bus stations
- develop and promote new public transport schemes - like light rail and guided bus networks
- provide impartial and comprehensive public transport information services - including by phone and internet
- manage and maintain bus and rail stations, bus stops and shelters

In some cases PTEs are the operators of public transport, such as the Tyne & Wear Metro, Glasgow Subway and some ferry services. Most public transport in PTE areas is, however, operated by private companies.

Since their creation in 1968, the PTEs have been providing solutions to the transport problems faced by some of Britain's largest conurbations:

- PTEs have brought the tram back to Britain's cities
- 1.3 billion bus trips takes place in PTE areas - 30% of all bus journeys
- around 1.55 million passengers a year use PTE rail networks
- PTEs run local concessionary fares schemes, which are a lifeline for hundreds of thousands of people on low incomes
- PTE investment in local rail networks has helped make some of those systems amongst the most successful, reliable and busiest in the country



GMPTE



METRO



# 4. Our vision of the future

The city regions enjoy good 'connectivity' with comfortable and rapid rail services linking the major centres with each other, and with London.

Each conurbation has an integrated public transport network – where bus, train and light rail services connect and complement each other. This system provides frequent, reliable and rapid access to all the major centres of activity within the conurbation. It's a network that works for those who do not have access to a car, and which encourages motorists to leave the car at home.

Public transport is the dominant mode for accessing major centres – particularly during the peak. Protected from traffic congestion, public transport provides faster and more reliable journeys to and from major centres than the car. Bus and rail are attractive to motorists because they are easy to access and use, they are reliable, clean and frequent, and customer care is consistently good.

For those motorists living within walking distance of core networks, public transport provides an attractive option that encourages

the majority to leave the car at home and use public transport instead. For those who are some distance from the main public transport corridors, 'park and ride' gives motorists the option of driving part way to their destination and then using public transport to access the central areas.

High quality interchanges, integrated ticketing and interconnecting services also make public transport a competitive option for journeys that are not on the major corridors, or to major centres. The emphasis here is on guaranteed connections, staff on hand to assist, and more demand responsive services at less busy times, or in less busy areas.

Fares are affordable and multi-modal tickets are available for the full range of typical journeys – from weekly commuting to a single trip which might include a combination of bus, tram and rail routes.

Smartcards have largely replaced cash and tickets making travel easier and more convenient. Indeed your mobile phone could become your season ticket – with the SIM card doubling up as public transport smartcard.

Information technology has transformed the availability and quality of public transport information. Constantly updated information is now available by web, by mobile and on display at interchanges and bus stops.

Public transport is a key element in the battle against social exclusion. An extensive and affordable public transport network is bolstered by services targeted at specific areas and needs – such as demand responsive bus services linking the jobless with the jobs, 'travel training' to expand vulnerable groups' travel horizons, and discounted tickets for those on low incomes.

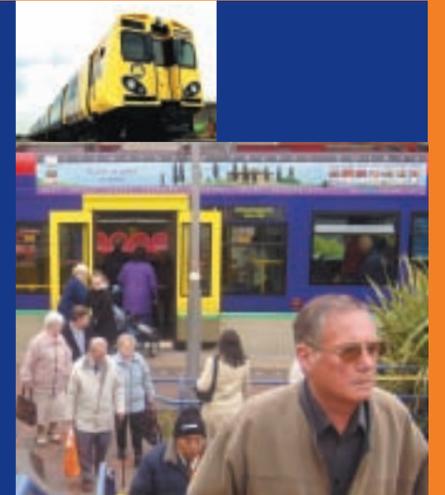
With high quality, high capacity public transport in place effective methods of charging motorists for driving in congested areas, and managing car parking supply have been introduced. These encourage motorists to think more carefully about their travel habits and provide additional funding for alternative means of travel.

*Each conurbation has an integrated public transport network – where bus, train and light rail services connect and complement each other*



## PTEs: taking traffic off the roads

PTE investment has helped public transport to achieve a greater than 50% share of peak trips into Birmingham and Glasgow. Each mode of public transport has its role to play – with heavy rail able to move high volumes of longer distance commuters, light rail most suited for the busiest urban corridors and the bus the best option for shorter trips.



### Success story: heavy rail

One example of what PTE rail networks can do is West Yorkshire's Airedale and Wharfedale lines. The Wharfedale Line (Ilkley to Leeds/Bradford) had been hitlisted for closure on a number of occasions – and the Airedale line (Skipton/Keighley to Leeds/Bradford) was also limping along with outdated trains and infrastructure. A PTE-led 'big bang' investment programme resulted in sleek, new electric commuter trains serving refurbished (and in some cases re-staffed) stations on a standard half-hourly (more in the peaks) service pattern.

Passengers have flocked back to the line – with growth running at 19% a year and a modal share of rush hour journeys to Leeds from stations north of Shipley of some 75%.

### Success story: light rail and modern tram

Typically one in five rush hour tram users have switched from the car. Overall, UK light rail and modern tram schemes have removed more than 22 million car trips from the roads every year.

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# PTEs: supporting regeneration

PTEs are supporting regeneration of the regions by stimulating town and city centre revitalisation through high quality new services and infrastructure.

PTEs are also opening up brownfield development areas by providing the public transport access they need.



Award winning new West Bromwich interchange



Meadowhall interchange – helping give public transport 25% market share of trips to the shopping centre



## Light rail

Light rail has a positive and catalytic effect on urban regeneration and city image – triggered by the tangible and permanent commitment to an area that light rail represents. For some brownfield regeneration areas it also provides the high capacity, high quality access fundamental to getting large scale redevelopment off the ground. Without Manchester Metrolink for example it's highly unlikely that the successful regeneration of Salford Quays would have taken place. The Salford Quays extension cost £150 million but created over 3,000 permanent jobs, stimulated £60 million of investment by business and boosted the economy of Greater Manchester by £70 million a year.

## Interchanges and bus stations

PTE investment in high quality bus stations and interchanges is also contributing to the regeneration of existing town and city centres.

PTEs are systematically upgrading bus stations and interchanges to the very highest standards – often as part of wider regeneration strategies and developments.



## New stations

PTEs have promoted new stations to serve regeneration sites.

- In 2005 Metro's new £2.3 million Glasshoughton station opened, serving a major new retail and leisure development near Castleford.
- The £28.5 million Jewellery Line in the West Midlands contributed to the regeneration of Birmingham's Jewellery Quarter by providing direct cross city rail access. As well as a new station for the Quarter there were two other stations on the four mile link – including Hawthorns which serves West Bromwich Albion and provides park and ride from the M5.
- Merseytravel have opened several stations in regeneration areas. Before and after surveys have showed that people have been able to enter employment because of these new stations. For example the access to employment afforded by Brunswick Station (Toxteth) enabled 120 people to take up job offers.

## New services

PTEs support new bus services specifically designed to improve access to new or revitalised urban centres.

- Nexus's new QuayLink system provides a modern, clean and sustainable link between the centres of Newcastle and Gateshead and the regenerated Quayside areas. Since July 2005 the turn-up-and-go shuttle service - provided by striking and comfortable hybrid electric vehicles - is contributing to the continuing development of the Quays.
- South Yorkshire's Dearne, Rother and Lower Don Valleys were badly hit by the decline of traditional heavy industries in the 1980s. Since then they have attracted new business parks offering a valuable source of new jobs. South Yorkshire PTE worked with local businesses and colleges to provide a new low-cost shuttle which runs every twenty minutes from a refurbished railhead at Swinton. With a flat fare of just 20p, the services have proved so popular they could be running without the need for subsidy over the next few years.
- GMPTA funds three free shuttle bus services which link the city centre's two main line terminals via key points in the central area. 1.4 million people use the service every year.



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# 5. The major challenges

## Challenge one: public transport and economic performance

Despite the on-going transformation of regional centres - the overall economic performance of the city regions still lags behind both London and the South East, and comparable conurbations in mainland Europe.

GVA (Gross Value Added) per head is markedly lower in the North and Midlands than in the South East. In 2003 GVA per head in the North of England and West Midlands was £14,200 compared with £19,700 for London and the South East.

As the 'Cities, Regions and Competitiveness', report from the Working Group of Government Departments found in 2003:

*'...in the other advanced countries the major regional cities have significantly stronger economies and higher international profiles. They act as motors of growth for their regions and in consequence their national economies are less reliant on the unique contribution of the capital city. Many Continental 'city regions' have much higher GDP per head than the best performing UK regions outside the south east. While boundary differences make exact comparisons imprecise the performance gap between, for example, Stuttgart (GDP per head 135% of EU average), Milan (132%) and Antwerp (137%) and the West Midlands (93%), Greater Manchester (93%) and West Yorkshire (92%) - the city regions of Birmingham, Manchester and Leeds respectively - is undeniable.'*

The most successful continental cities significantly outperform the average for their national economies - standing out as drivers of growth. But of the English core cities only Bristol out-performs the UK average. Only two English regional cities are in the top 50 performing European cities for GDP per capita - Bristol (34th) and Leeds (43rd).

Survey after survey of business opinion shows that business believes that one of the principle drags on the growth of the UK city region economies is the shortcomings of their transport networks. The UK city regions need 'better connectivity' - both internationally, nationally and within the regions - if they are to attract investment in an increasingly globalised economy where companies are free to choose where they locate.

One of the factors which differentiates European 'champions league' city regions from their UK competitors is a much higher spend on transport.

### Investment in Public Transport (Euros per capita)

Vienna	464
Munich	221
Stockholm	83
Copenhagen	63
Milan	63
<b>Manchester</b>	<b>32</b>
<b>Glasgow</b>	<b>23</b>

Source: CfiT 2001



## Challenge two: public transport and sustainable development

Economic growth brings with it the threat of road congestion. This leads to attendant environmental problems of local air and noise pollution, and of community severance.

Road congestion could choke off development of sustainable city centre clusters of high value economic sectors - like financial and legal services. It could also lead to more development taking place on out-of-town sites close to major road junctions - contributing to a decentralised and unsustainable car-based urban sprawl.

With transport the fastest growing source of CO2 emissions, transport policy for the major conurbations has a role to play in meeting targets for reducing greenhouse gas emissions.

## Challenge three: public transport and social exclusion

Despite the recent transformation of city centres the conurbations still contain significant concentrations of deprivation, social exclusion and low car ownership. Public transport is critical to these areas and groups, who depend on affordable public transport for access to jobs, education and other key services. As the Government's Social Exclusion Unit demonstrated in a major report in 2003, public transport has a key role to play in achieving the Government's ambitious objectives for tackling social exclusion. Nowhere more so than in the city regions where the majority of the country's most deprived neighbourhoods are to be found.

- 84 of the 100 most deprived neighbourhoods in England can be found in PTE areas
- A third or more households in PTE areas do not own a car. In Tyne and Wear 42% of households do not own a car
- Bus and rail fares both rose by more than a third between 1980 and 2003. In contrast, the overall real cost of motoring has remained at or below its 1980 level

## Challenge four: Reversing the decline in bus use

The bus dominates public transport use in PTE areas, with 85% of all public transport trips by bus. That's 1.3 billion journeys a year - around 30% of all bus trips made nationally.

The relatively low cost and flexibility of bus services makes the bus a key weapon in the battle against traffic congestion. Better bus services are also central to tackling social exclusion as those on the lowest incomes are the most dependent on the bus.

However, bus use in the PTEs has declined markedly in recent years. Ridership is down by nearly half since services were deregulated in 1985 and down by a fifth in the last ten years.

PTEs have invested significantly in the superstructure that supports bus services. With their District council partners they spend around half a billion pounds a year on:

- supporting nearly 100 million kilometres a year of supported services
- capital improvements - like bus priority schemes and new bus stations
- concessionary fares schemes

However, this investment has not proved enough to turn the tide and last year bus patronage in PTE areas fell by another 3%.

# PTEs: tackling social exclusion

The Government's Social Exclusion Unit has identified better access to jobs, healthcare, shops and education as key to unlocking opportunities for deprived communities. The Social Exclusion Unit identified five key transport barriers to inclusion

- the availability and physical accessibility of transport
- cost of transport
- services and activities located in inaccessible places
- safety and security
- travel horizons

**pteg** is tackling these barriers in two ways – first by supporting public transport networks, and secondly by pioneering new initiatives specifically targeted at tackling exclusion.



## Keeping passengers safe and secure

Nearly one in five people say that personal security would have to improve for them to use buses more. Women and ethnic minorities are likely to be particularly concerned. And people in the most deprived areas are around five times more likely than those in the least deprived areas to say that they are concerned about levels of crime in their area and safety at bus stops.

PTEs are investing heavily in a range of initiatives to reduce crime and fear of crime both on buses, and at bus stops, interchanges and their approaches.

- PTEs bring together all the interested parties (police, operators, local authorities, schools) to create effective partnerships for targeting and tackling crime and disorder.
- PTEs set very high standards for management and maintenance of the bus stations and interchanges that they operate. As well as setting rigorous regimes for maintenance and tackling any vandalism or problem behaviour, many PTE bus stations and interchanges are now protected by state of the art digital CCTV systems.
- Increasingly PTEs are also providing direct funding for police or community support officers who are deployed specifically on public transport. So for example, GMPTE has funded a police presence for Wigan's bus services and Centro and local police have invested in a separate travel police team to improve public transport security across the West Midlands.
- PTEs work widely with schools to enthuse and educate young people about public transport, and also to discourage anti-social behaviour. In South Yorkshire the PTE's SAFEmark initiative works with schools, pupils and bus operators to identify problem areas. Discussions are held with pupils on safe and secure use of public transport, and an action plan is then drawn up. Sixty of the region's seventy secondary schools have now signed up and the scheme is now being extended to junior schools.



Nexus's £8.5 million CCTV system is one of the largest and most complex in the country. It covers the Tyne and Wear Metro system as well as seven bus stations. The system is linked to the area's five local authority CCTV control rooms so both town centres and their local public transport stations and interchanges can be monitored by the same staff.

## Supporting public transport networks

Most bus users are from households which by choice or necessity do not have access to a car, so a good network of bus services – including off-peak – is vital. This is why the seven PTEs spend more than £80 million a year, supporting nearly 100 million kilometres of subsidised bus services. These services fill the gaps in commercial networks and consist largely of off-peak and 'lifeline' services to isolated estates or rural communities.

## Affordable public transport

PTEs spend more than a quarter of a billion pounds every year supporting concessionary fares schemes for seniors, disabled people and children. Every year nearly half a billion concessionary journeys are made in PTE areas. Many of those eligible for concessionary fares are on low incomes and would find it difficult to access the services they need without the lifeline of cheap or free public transport.

## Providing the links

These days a bus doesn't have to run to a fixed route or at fixed times. A growing number of services are either partially or fully 'demand responsive'. Ranging from services that will deviate from their route within a fixed area, to 'door-to-door' services which pick up and drop off anywhere within a designated zone.

PTEs have been pioneering DRT to provide a more flexible service for sparsely populated rural areas, to better serve large council estates, and for linking areas of unemployment with new, out-of-town employment opportunities.

Merseytravel's £5 million, 20 vehicle, Job Link initiative deploys a range of branded conventional and door-to-door services to link areas of high unemployment with key employment sites in Merseyside. Fares are a maximum of 50p and 12% of Job Link users say that the service helped them to take up a new job or training opportunity.



## Opening up travel horizons

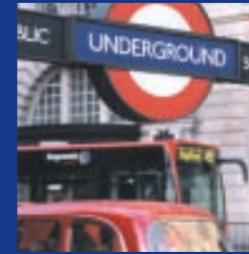
PTEs are working with the employment services to expand the travel horizons of job seekers. For example Centro's WorkWise scheme placed two travel advisers inside Job Centre Plus offices to work alongside frontline staff. WorkWise officers were there to help provide job seekers with travel advice as well as one-day public transport passes to get to interviews and free monthly travel passes for the first two months of a new job. In its first fourteen months WorkWise helped 1,245 people take up new jobs.



PTEs have pioneered and enforced new standards for accessibility.



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### Public spending on transport



# 6. From vision to reality

To achieve **pteg**'s vision for urban public transport and to tackle the main challenges the city regions face on transport, **pteg** believes that issues of funding, traffic restraint and governance need to be addressed. **pteg** is already actively engaged in all these debates and working with both central and local government on their resolution.



### Increased funding

As we have seen business sees inadequate transport networks as a key deterrent to investing in the city regions. Transport spending on UK city regions also lags well behind spending levels in those equivalent European city regions whose economies are performing far better.

London could show the way forward.

In 2005 London struck a historic deal on transport with central Government. A deal which adds up to a five year, £10 billion investment programme for the capital – with the promise of more to come. The aim is to have a transport system that can cope with London's needs by 2016.

The city regions need a similar long-term deal on transport investment. But as in London not all the funding might come from a grant from Government. There are other ways of raising finance for transport schemes – and there is an increasing willingness on behalf of both central and local government to explore these new funding options. These could include:

- harnessing some of the land value gains that new public transport infrastructure can bring about
- local taxes
- borrowing against local authority assets
- revenue from traffic restraint and management schemes

A substantial increase in central Government funding for city region transport networks will still be needed but PTEs are keen to work with local and national government to explore the potential of new 'funding freedoms'.

## Traffic restraint

Better public transport of itself is not enough to prevent traffic congestion. Attracting motorists onto public transport can free up road space which can be quickly filled by others.

Recognising this, the Government is exploring the potential for a national road user charging scheme and is looking to cities to come forward to test the technology and the practical and political feasibility.

Where roads are congested – traffic restraint measures coupled with improved public transport is the right option. But it's locally elected politicians who must take the difficult decisions about whether or not to pilot area-wide road charging in their cities. PTEs also have no highway powers – these reside with District Councils.

However, the PTEs are, and will be, an integral part of developing policies to improve public transport systems and manage car use for their city regions. Up to and including road user charging – where a city region decides that it's the right option for them.

## Governance

Experience shows that where powers over transport are devolved, transport is given more priority and greater funding.

This can be seen in both Scotland and London since transport powers were devolved to the Scottish Executive and London's Mayor. It can also be seen right across Europe in the high quality

public transport systems provided by those city regions which govern, and at least, partly, fund their own transport networks.

A good recent example of the benefits of devolution in the PTEs is the Merseyrail Electrics network. Since management responsibility for this busy, self contained network was devolved from Whitehall to the local PTE (Merseytravel), the system has consistently topped the UK rail reliability league and a major investment programme is underway.

Why does devolution generally lead to better public transport? Because local politicians and decision makers know how important public transport is to their areas and will prioritise and invest accordingly.

PTEs are good examples of the benefits of devolution however their ability to manage and develop the key form of public transport in their areas is heavily constrained. As we have seen the bus dominates public transport use in PTE areas, yet under bus deregulation bus service provision is largely a free market. PTEs are only able to fill gaps in the network where services have not been provided commercially. This means there are few controls over network shape or stability, fare levels or service quality. Nor is it possible to ensure that bus services integrate with other modes or that multi-modal tickets are available at a competitive price. If we are to reverse the decline in bus use in PTE areas then we need high quality bus networks which are fully integrated with the rest of the transport network and

which support wider regeneration and social exclusion goals.

This is why the PTEs are developing plans to introduce the franchising of bus services in their areas, where the PTEs specify and regulate the bus network, with the private sector competing for the exclusive right to provide that service. This would be a similar system of franchising to that already used to provide national rail services, bus services in London and public transport networks right across Europe.

The Government is also currently engaged in a wider debate about the future governance of the city regions. They want to see governance arrangements that will accelerate the regions' economic growth and which will bring greater accountability to citizens on key areas of concern like crime, transport and regeneration. With the economic influence of the major cities spreading ever wider questions are also being raised about whether existing and long standing boundaries between local authorities adequately reflect these new realities.

In the PTEs the Government already has locally accountable bodies with a thirty five year record of delivering practical public transport improvements as well as taking a strategic overview of the transport needs of the conurbations.

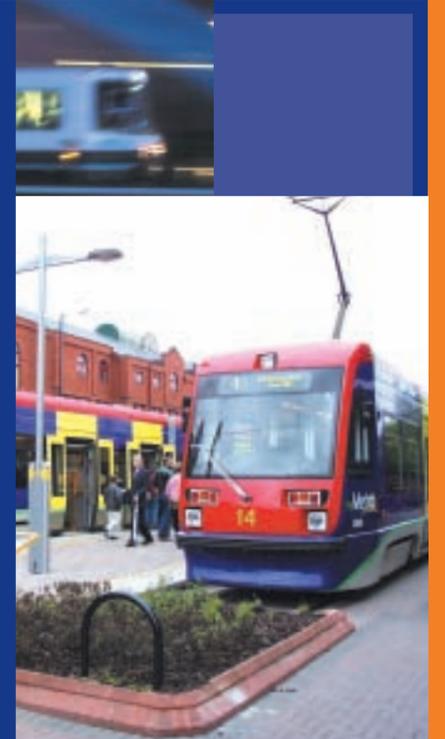
**pteg** is seeking to ensure that in the debate on the future governance of the city regions the strengths and achievements of the PTEs are recognised and built upon.

*Why does devolution generally lead to better public transport?  
Because local politicians and decision makers know how important public transport is to their areas and will prioritise and invest accordingly.*



# PTEs: bringing back the tram to city streets

PTEs brought back the tram to Britain's city streets with Manchester Metrolink in 1992. PTEs are the promoters of four of the seven currently operational modern tram and light rail systems in the UK and all PTEs have plans for new systems or for extensions to existing networks.



## UK light rail is a success story

- there has been 59% growth in passenger journeys since 1999 with all schemes near, or at, capacity in the rush hours
- UK light rail is cutting congestion - typically one in five peak hour users have transferred from the car - that adds up to 22 million car trips taken off the roads every year
- UK light rail is helping to deliver regeneration - with all schemes having beneficial effects on both commercial and residential property values
- UK light rail is tackling social exclusion by providing good access for disabled people and by linking the jobless with the jobs



The success of these schemes is down to light rail's distinctive advantages

- high passenger carrying capacity into urban centres provided in an environmentally acceptable way
- a sense of permanence which gives individuals and businesses the confidence to make location decisions
- predictable, regular and reliable journey times and service patterns
- a high quality of ride throughout the entire journey
- good integration with new developments, the urban fabric and other public transport modes

As with many other transport projects the cost of new light rail schemes has risen in recent years. **pteg** is working with Government and the light rail industry to reduce schemes costs - including using more pragmatic forms of PFI to procure new schemes. There is also much that can be learned from Europe on how light rail can be delivered 'better, faster and cheaper'. City after city in France is benefiting from sleek new light rail schemes which have been integral to wider plans for renewing and transforming the urban realm. The success of these schemes is closely linked to a system of governance that allows city authorities to rapidly plan, fund and approve schemes.

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# PTEs: backing the bus

PTEs are one of the biggest backers of the bus - with their District council partners investing around half a billion pounds a year. Last year PTEs and their district council partners spent £145 million on capital improvements to bus services alone. Rates of capital spend in PTE areas on improving bus services are nearly four times greater per head than for local authorities in the rest of England outside London.



As well as these major initiatives PTEs also provide the superstructure for city region bus networks by:

- setting the overall strategy
- supporting nearly 100 million kilometres of non-commercial services
- systematically upgrading major bus stations and interchanges to the very highest standards
- maintaining and improving a vast network of tens of thousands of stops and shelters
- promoting multi-modal tickets
- taking the lead in providing travellers with comprehensive and impartial information
- marketing and promoting the bus network as a whole



However, with bus services outside London deregulated PTEs have limited powers to influence bus services themselves - or to regulate quality or fares. To address this PTEs have plans to introduce the franchising of bus services in their areas. This would be a broadly similar system to that already in use in London, and which has been instrumental in driving up bus use at a time when bus use in the rest of the country is flat-lining at best.



## Yellow Bus

Yellow Bus has captured the imagination of schools, parents, pupils and policy makers alike. Instead of providing school children with the lowest cost service - Metro started from scratch with a new bespoke service designed to provide a secure form of school transport which will also reduce 'school run' traffic congestion.

Under the scheme Yellow Bus drivers, who are specially trained, have a list of all the pupils registered to travel on their bus, so they know whom to expect at each stop along the specially devised route. Each pupil is allocated their own high-backed padded seat with seatbelt. If a child will not be travelling due to sickness or holiday, parents are asked to telephone the dedicated Yellow Bus Hotline so that the driver will know not to expect them. On arrival at school, the bus is either met by a teacher, or a walking bus scheme is in place to escort the children from the bus to the school.

More than 2,000 pupils at 42 schools across the County now benefit from the scheme - with 60% of pupils formerly having travelled to school by car.

Funded by a successful £18.7 million bid to the Department for Transport, Metro is now acquiring a fleet of brand new custom built vehicles to develop its Yellow Bus services to around 300 schools across West Yorkshire.

PTEs work in partnership with private operators to deliver high quality services that speed past the jams thanks to extensive bus priority measures. From Superoutes in Tyne and Wear to Showcase in the West Midlands - these comprehensive schemes all require both private and public sectors to bring something to the table. The operators providing modern, accessible vehicles operating at high frequencies - while the public sector provides the bus priority measures and new high quality stops and shelters.

Results so far have been encouraging. For example, on GMPTe's Quality Bus Corridors journey times are 10% faster in peak times, helping to generate a 15% rise in passenger numbers and a doubling in passenger satisfaction levels.

New technologies and fresh thinking are also changing perceptions of what a bus can look like, and what a bus can do. In partnership with manufacturers and operators the PTEs are pioneering new formats for the bus - offering passengers high quality vehicles and more reliable journey times

For example, Metro already has one of the biggest 'guided bus' operations in the country - with six kilometres of guideway, used by 20 routes which carry over 18 million passengers a year.

PTEs have also been among the first to bring into service low or zero emission buses. As a leading player in EU research programmes Merseytravel has piloted in service operation of battery electric minibuses, buses powered by compressed natural gas and clean diesel vehicles. In the latest stage of this programme in June 2005 six diesel-electric hybrid buses began operating a circular city centre shuttle service between Princes Dock and Lime Street station.



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# PTEs: revitalising heavy rail networks

When well over half of rail commuters on many PTE routes have left the car in the garage or at the station, and taken the train to work – the value of PTE heavy rail networks in tackling road congestion can clearly be seen. Rail is not just about big city commuting though - it's also key to delivering the 'connectivity' that the regions need – through providing the links between the urban centres as well as nationally.



Since their inception all the PTEs have worked hard to develop their heavy rail networks, through investing in new lines, routes, stations and trains – as well as in improvements to existing services, and comprehensive fares and marketing initiatives.

From the dark days of the post-Beeching era, these networks have been transformed. Indeed on some of these systems, ridership has doubled, and is still growing faster than the national average. Overall, growth on regional rail is outperforming both the InterCity and the London and South East networks. Strong growth on PTE rail networks is a trend that is expected to continue. On the West Midlands network alone further growth of up to 43% is expected by 2011.

PTE investment is a significant factor in that growth. When consultants analysed the Strathclyde rail network they found that 62% of the new passengers carried on the network since the start of the nineties were travelling by train as a direct result of SPT initiatives, generating £3.7 million in additional revenue.

As the economies of the core cities grow, so are commuting numbers and distances. Peak hour overcrowding is already common on PTE rail networks – with the House of Commons Transport Select Committee acknowledging that overcrowding levels in West Yorkshire have been worse overall than in London and the South East.

The PTEs are responding by investing in additional trains but greater levels of investment than the PTEs can currently access will be needed if rail is to play its full role in the sustainable development of the conurbations. There are some major bottlenecks which need to be tackled – including the Manchester Hub and Birmingham New Street. Elsewhere less expensive fixes – like signalling and junction improvements, platform extensions and longer trains – could radically improve capacity.



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# PTEs: promoting integrated networks

PTEs develop and promote the overall strategy for public transport in their areas. They also play a key role in providing passengers with the information and ticketing they need to access all of their local public transport networks.



## Keeping passengers informed every step of the way

- PTEs play a major role in the Traveline service, which via the internet and call centres, now provides door-to-door information across the country. The PTEs provide the call centres for Traveline for their areas - handling millions of calls every year. The high standard of service provided by those call centres have won a series of awards as well as retaining the contracts to provide the service.
- PTEs also operate travelcentres - usually located at major bus stations - and publish millions of leaflets, timetables and promotional handouts.
- As well as stop-specific printed timetable information, Real Time Information (RTI) is now being rolled out at interchanges and bus stops right across the PTEs. Information by text about the next bus to serve your stop is already available for all 12,500 bus stops in Greater Manchester, a similar service is being introduced in other PTEs.
- PTEs are involved in travel planning services - which provide detailed guidance for individuals or companies - on which public transport services and ticketing offers are right for them. Thanks largely to Centro's Travelwise initiative 28.5% of West Midlands employees now work for an organisation with a formal transport plan.
- PTEs promote bus networks as part of single integrated public transport systems for the conurbations as a whole. This can include comprehensive marketing campaigns with billboards, and TV and radio ads. One recent example is the 'A to Z by Bus' campaign - jointly funded by Nexus, local authorities and bus operators. This £270,000 campaign aimed to show buses as THE viable alternative to the private car - emphasising the key advantages of bus travel through a six week, multi-media marketing campaign.

## Ticket to ride

PTEs initiate, promote and provide multi-modal ticketing for the areas they serve. Tickets which can be used across all modes and all operators are a cornerstone of any integrated public transport network and all PTEs operate a variety of schemes aimed at different markets - from students to families, and from leisure to commuting.

Some of these tickets are very popular - bringing passengers onto public transport who otherwise would not have been there. For example in Greater Manchester, one in twelve bus journeys (19 million) are made using multi-operator and multi-modal integrated tickets.

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# 6. Conclusion

The city regions are changing for the better and the PTEs have played an important role in bringing about that transformation. However, there are still major challenges ahead – in raising economic performance, tackling social exclusion and in achieving sustainable development.

More investment in better integrated public transport networks is key to achieving these wider goals. In both their strategic planning role, and as effective delivery agencies, the PTEs have a key role to play in the continuing transformation of the city regions.



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