

TWENTY FIVE YEARS OF METRO
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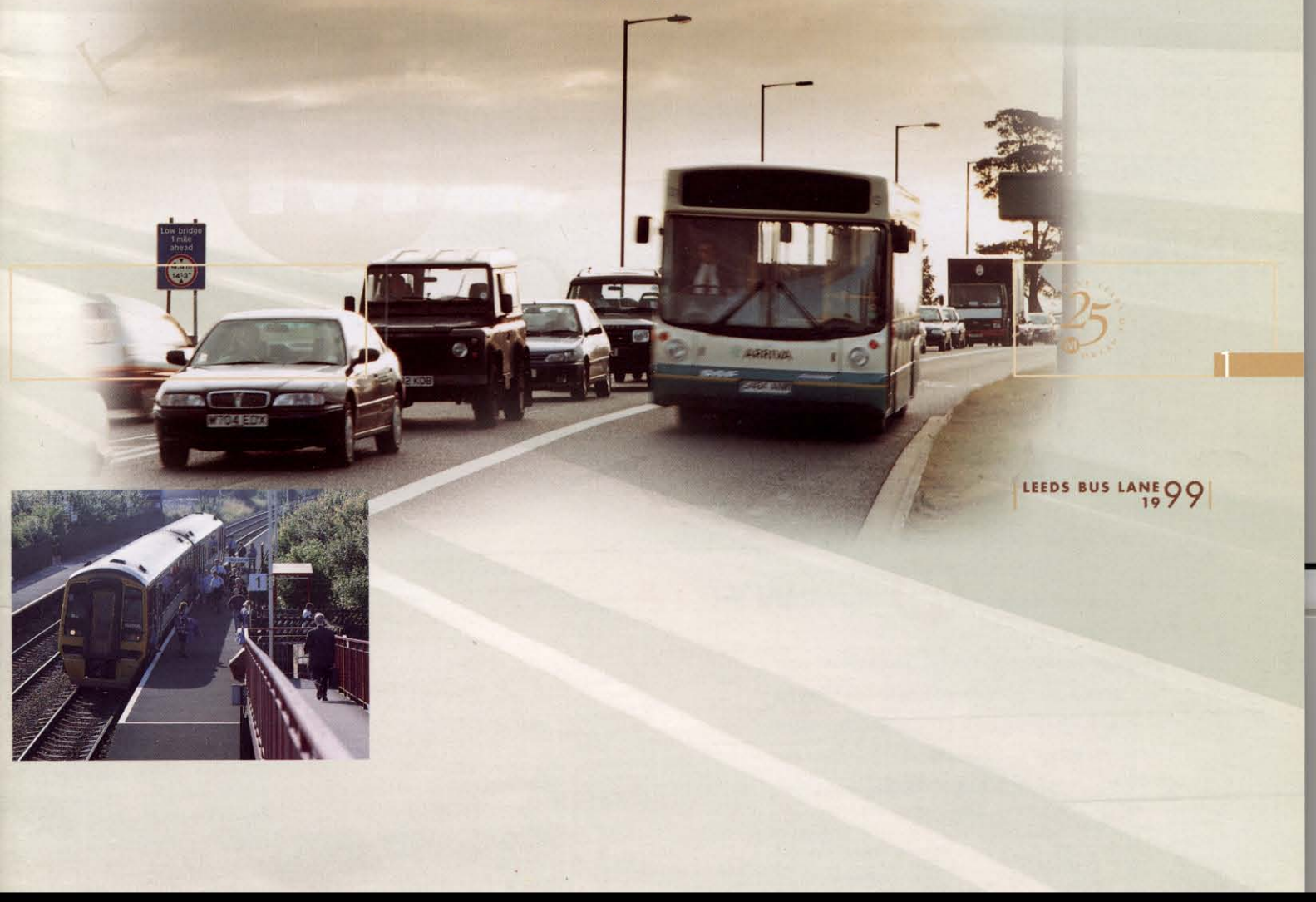
ANNUAL REVIEW

APRIL 98 TO MARCH 99



WYPTA

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LEEDS BUS LANE 1999



In 1986 public transport in Britain underwent one of the biggest changes it had experienced in nearly 25 years. Bus operations outside London were deregulated and placed ultimately in the hands of private operators.

Not until 1993, with the privatisation of the railways was there to be such a major upheaval in the way the ordinary travelling public approached and perceived the means by which they would get from A to B for their work and their leisure.

The history of Metro, the West Yorkshire Passenger Transport Authority and Executive is inextricably linked to those key developments, and the years before, but most vitally, Metro looks forward to shaping the way things are done in the future.

This Annual Review offers some insight into the 25 years which Metro is celebrating during 1999. Twenty five years which as already mentioned have seen two major changes to public transport provision but which also encompass many other changes, brought about through research, planning and, at its heart, a firm and

BRADFORD INTERCHANGE
1999



INTRODUCTION BY

CHAIRMAN

WEST YORKSHIRE PASSENGER



WYPTA

Cllr Mick Lyons
Chair

West Yorkshire Passenger Transport Authority

unshakeable belief in the overriding importance of an efficient, affordable and effective public transport network to meet the needs of the people of West Yorkshire.

Guided by the considered and careful policies of this Authority, Metro has kept its links with the past but has been able to build for the future.

Deregulation, now a fact of life, was a controversial and debatable decision made at a time when national, and in many areas, local policy poured scorn on the view that public transport might be a necessary and useful part of the country's economic, business and social life. Concerns about congestion caused cries of 'Luddite', whilst any opinion voiced about the effects of fumes and pollution were only to be made by eccentrics living in some utopian dream, a 'Good Life' mentality.



How the wheel turns! Now every newspaper we open, every 'serious' interviewer is busy telling us how something must be done. But we were there already, ensuring that whatever the political exigencies, whatever the fads and fashions, West Yorkshire retained its networks, kept its people on the move and made sure that those who did not, through health, age or funds, drive a car, as well as those who chose not to, could still get about to live their lives, do their shopping, visit doctors and hospitals and enjoy their leisure. We now have a Government committed to encouraging us to carry out our policies. To be chosen as one of the early 'Centres of Excellence' was not simply an honour - it was a recognition that what we are doing here in West Yorkshire is already in line with the Government's aspirations for integrated transport and offered the opportunity to take our strategies and proposals to fruition.

In 1985, as deregulation loomed on the horizon, we published a booklet entitled



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WEST YORKSHIRE PASSENGER TRANSPORT AUTHORITY

'Ten Years of Achievement'. I believe that to be a true and reliable picture of where the Authority and Metro were then and I believe we can now add 'Fifteen Years of Consolidation' to that. As we move into the new Millennium, I predict that 'Many Years of Partnership and Innovation' will be the most suitable title for the next chapter in the history of Metro and West Yorkshire Passenger Transport Authority.

Cllr Mick Lyons
Chair, WYPTA



The Government's White Paper on integrated transport sets a challenge for local authorities and transport operators to deliver sustainable local transport systems.

As the Chair, Cllr Lyons, has pointed out in his Introduction to this 25th anniversary year Annual Review, the seeds of our future were certainly present in our past, with perhaps one very profound difference.

The PTE of 25 years ago was at the centre of the physical delivery of services. We have evolved, through various changes, and moved from control to co-ordination and most vitally, collaboration. And it is in the spirit of these parameters that our focus has been brought to bear on what our role should be for the new Millennium.

economic vision and require support, understanding and input from a wide range of partners and stakeholders to provide the necessary framework for the Districts to grow and prosper.

In order to support those objectives Metro must ensure that as an organisation it has a clear vision of its own purpose and functions and can make a robust case in the light of the four 'Cs' set out for Best Value by Government:- CHALLENGE, COMPARE, COMPETE, CONSULT.

We must **challenge** what we do. No organisation can remain static or fixed. We must look critically at all our functions and ensure that they are what are required of us by customers and stakeholders. We must be prepared to **compare** ourselves with what is provided elsewhere. Methods and staff need to adapt to the changes which are taking place daily in the world outside and be confident that personnel and procedures are able to not just keep but set the pace. Over the last couple of years, Metro has been pleased to achieve Investor in People - and retain it at review.

FOREWORD BY DIRECTOR WEST YORKSHIRE PASSENGER T

Underlying the imperative to meet the aspirations of the White Paper and deliver the Centre of Excellence objectives is now the concept and reality of Best Value.

Metro is aware that objectives for local transport provision cannot be set in a vacuum. They need to be embedded in the region's social and

We intend to keep that commitment to the fore as we move forward into the work required of us by Best Value, believing that investment in our staff can only benefit our work and our customers.

We must also be **competitive** - there is no place for complacency when what is involved is the future health of the region and the effect that will have on the lives of the thousands of people who live and work in West Yorkshire. We have to deliver value



BRADFORD INTERCHANGE 1979

Kieran Preston
Director General
Metro



GENERAL TRANSPORT EXECUTIVE

and quality. **Consultation** plays a vital role, involving those who support our existence and offering them the opportunity to input at all levels.

Metro however also subscribes to the 5th 'C' - that of collaboration. Development of a sustainable transport system can only be achieved through partnership between

the public authorities, transport operators and local communities. Metro is confident that the proposals put forward in the Centre of Excellence document both adopt existing good practice and also add new features through building on the strong record of partnership, innovation and achievement already established in West Yorkshire.

Kieran Preston, Director General
Metro

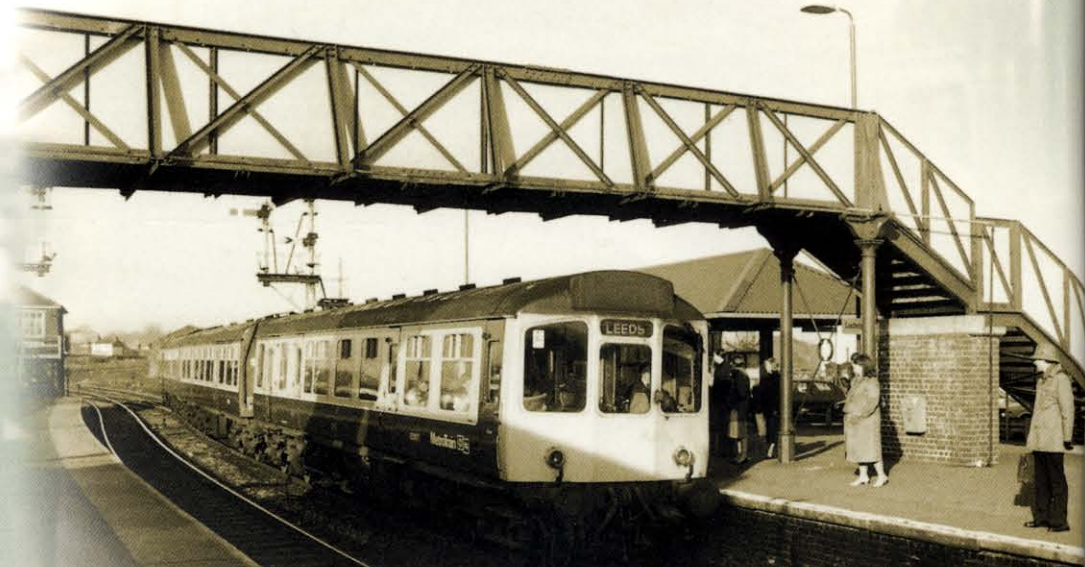
WYPTA

On 1 April 1974 West Yorkshire Passenger Transport Executive was created, responsible to the Public Transport Committee of the West Yorkshire Metropolitan County Council.

Now known more familiarly by its brand name, Metro, WYPTE, having taken over the former municipal bus fleets of Bradford, Halifax, Huddersfield and Leeds, actually operated services as well as planning, co-ordinating and financing services and

facilities. Metro also entered into an agreement for the then British Railways Board to operate a comprehensive local train network within the Metropolitan County area to Metro's specifications and using the MetroTrain brand.

In 1986, the abolition of the West Yorkshire Metropolitan County Council (under the Local Government Act 1985), devolved its land use, planning and highways functions to the five constituent District Councils. A new West Yorkshire Passenger Transport Authority was created to take over as the Authority in charge of the PTE, which in turn, with the Transport Act of 1985, lost its role as a direct provider of bus services.



6

25 YEARS
AN O



Metro did however continue to be responsible for carrying the torch for the vision of an integrated transport network for the county - a vision which 25 years later has become the centre point in Government aspirations for the future of transport.

There have been a number of major milestones over the quarter century, all aimed at making public transport a more attractive alternative to private car use and also, most vitally, to ensure that people who needed to use buses and trains were provided with the services and information necessary.

In the first year of its existence Metro introduced a standard countywide concessionary fares scheme for elderly, disabled and blind people and launched the MetroCard travel scheme.

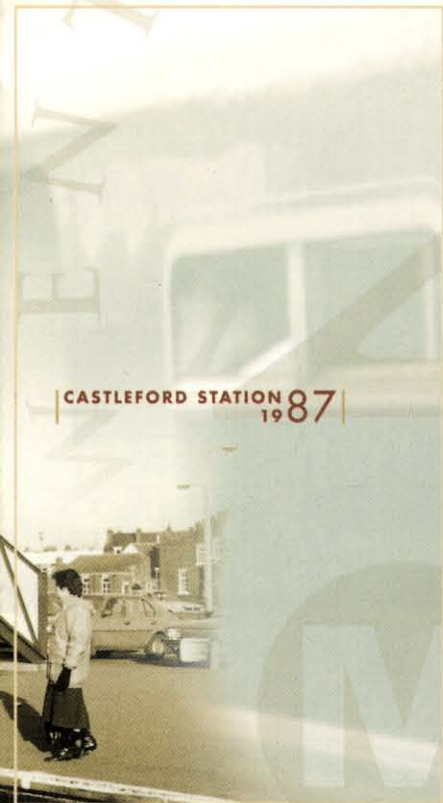
Under the Metro-National joint operating agreement Metro then co-ordinated the various municipal bus operations (Bradford, Halifax, Huddersfield and Leeds which it had inherited in 1974) with those of the fleet owned by National Bus Company subsidiaries. By 1979 Metro was responsible for planning and financing, managing and operating most of the bus services within the county. Between 1978 and 1982 a full, wide-ranging review of bus services was undertaken on a rolling basis under the 'Service Optimisation

Programme and the National Bus Company's Market Analysis Project. Special events, ranging from the Papal Visit to York in 1982 when the transport for 200,000 people was organised, to the Euro 96 football tournament when Leeds became the focal point for a different kind of pilgrimage have presented particular challenges which Metro has responded to through its ability to co-ordinate bus and rail services.

In 1981, after 6 years of gradual progress, Metro finally achieved fully consolidated fares scales for all West Yorkshire bus services.

1982 saw the beginnings of the new 'rail renaissance' in West Yorkshire with the opening of Fitzwilliam Station. This marked the start of one of the most ambitious reversals of the Beeching cuts and closures to be seen anywhere in Britain. In the ten year period up to 1992 Metro opened 18 new stations, supported a new platform at Marsden in 1989 and jointly funded Bradford Forster Square station in 1990. The new Brighouse station and services are scheduled to join the MetroTrain network in summer 2000.

CASTLEFORD STATION 1987



ON
INTERVIEW



SANDAL & AGBRIGG 1998

The arrival of the multi-journey ticket SaverStrip in 1983, available on all buses and carrying no 'use by' date, offered real savings to frequent but not regular travellers encouraged to see that 'Kerching' was the thing in the innovative wide-ranging marketing campaigns. The same year also saw the introduction of a flat off-peak fare of 30p on bus, which was extended to rail the following year, as was SaverStrip.

In 1985, a new era in the provision of rail units was initiated as the PTE took the decision to introduce Class 141 trains, which came into service in West Yorkshire MetroTrain livery for use on local operations in 1986. All National Bus Company buses were to be painted in the corporate cream and green in that year - a proposal which led to a three-week strike at one garage, but this was resolved and the painting finally went ahead.

HEBDEN BRIDGE
BUS-RAIL LINK 19 98



25 YEARS

THE WEST YORKSHIRE PLAYHOUSE

BINGLEY PARK & RIDE 1982



By late 1985 a truly integrated system of ticketing and bus networks had led to rising usage, in contrast to the trends of previous years.

The Transport Act of 1985 and the introduction of deregulation meant a major change for the PTE. No longer owners of the network, Metro's bus operations were established as a free-standing company in preparation for privatisation. The major part of the bus network was now operated by a number of private companies on a commercial basis with Metro's operational role reduced to contracts for 'socially necessary' journeys.

However, the new West Yorkshire Passenger Transport Authority wisely decided that while private operators could look after their own services, the public still needed to see buses and trains as a network, so Metro retained responsibility for provision of a comprehensive information service as well as continuing to run bus stations and provide stops and shelters. This way, private initiative could be combined with public support and promotion to ensure that real alternatives to private transport continued to exist.

It is thanks to the Authority's foresight that essentially the same framework is now at the heart of the Government's integrated transport policies.

Whilst deregulation in West Yorkshire did not bite with the severity seen in other parts of the country, thanks to the on-going co-ordinating role of the PTE, patronage did decline and is only now beginning to stabilise, albeit at much lower levels than in 1986.

The last fifteen years have seen however an amazing growth in rail patronage. As new stations have opened and new services have been introduced, passenger journey figures on the MetroTrain network have more than doubled, now reaching around 18 million a year.

Many new challenges lie ahead.

The demands for travel have never been so great and concerns about our environment and quality of life are at the top of the political and private agendas. Public transport is crucial in underpinning our society, prosperity, health and lifestyles - and must be ready to face the challenges and develop the solutions. The next 25 years will be very interesting indeed.



ON AN OVERVIEW





ARRIVA BUS 99
19

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18995
Bus Stop
(0113) 245 767
500 593
H3 H7 H8

BUSES



During 1998-1999, bus services throughout the county were subject to a continuing high level of changes, especially in the Leeds and Five Towns areas.

In May, substantial amounts of Rural Bus Grant were awarded to develop rural bus services. A special unit was set up by Metro to implement the new initiatives. A comprehensive public consultation exercise with District and Parish Council involvement was undertaken during the summer to

produce a programme of service development for the rural areas. Working closely with local people to tailor journeys to meet their needs, seven new services were created by the end of the financial year and were well received. Work has since been undertaken in other areas and a total of 17 new services had been introduced by autumn 1999.

FAVEY HEAR



The success of the bid for Rural Challenge funding for the Denby Dale rural transport initiative meant that long-standing plans for new facilities and services could go ahead in partnership with Kirklees Council and with funding from the private sector, Europe and Regional Transport Development Fund. As part of the first phase, work on a new bus turning circle to allow the creation of a bus-rail interchange at Denby Dale rail station was started.

Improvements at Bull Green in Halifax as part of the first stage of Halifax Town Centre Traffic Management scheme offered benefits for buses and passengers. A number of major 'corridor' initiatives were undertaken where improvements for buses or access were introduced including schemes in Wakefield Road, Huddersfield; Ovenden Way, Halifax; Leeds Road, Wakefield; Wellington Street and York Street, Leeds and Thornton Road, Bradford.



A car park at Allerton High School adjacent to the latest section of the A61 Guided Busway scheme was opened in July 1998. This is the first purpose-built bus park-and-ride facility in West Yorkshire and builds on the success of the guided bus services and improved passenger facilities already provided.

Investment in new buses by operators continued throughout the year, and the major East Leeds Quality Bus Initiative will combine provision of complementary funding and high quality new vehicles by Arriva Yorkshire and First Leeds with improved information and shelters, highway priority and guided bus lanes.



BRADFORD INTERCHANGE 1988



TRAINS



Local train services are provided by train operators

Northern Spirit and First North Western to a service specification set by Metro.

Together with the Shadow

Strategic Rail Authority (SSRA), Metro closely monitors

the performance of the operators against benchmarks set in the Franchise Agreement.

A system of financial penalties

and rewards operates to ensure that standards are maintained including train reliability and punctuality,

provision of peak capacity, train and station conditions

and including cleanliness and fares levels.

The year saw further significant growth in patronage across the MetroTrain network with an increase in peak commuting to and from Leeds of 22 per cent since the start of the franchise in 1997.

Metro recognised that rush hour capacity was a serious problem for commuters in 1998/99 as Northern Spirit too frequently provided less than the booked number of carriages on key peak trains. Metro and the West Yorkshire Passenger Transport Authority have taken steps to ensure that the operator improves the situation and will continue to monitor these services very closely.

It is clear that even if the train operator meets all the requirements for peak capacity, there will still be a need for additional rolling stock in order to cater for the growth that has already taken place and is expected

to continue during the life of the present franchise.

Discussions took place throughout 1998/99 with a view to securing the funding required for additional rail vehicles to meet the expected

increase in demand. A formal bid has now been submitted as part of the Shadow Strategic Rail Authority's Rail Passenger Partnership (RPP) fund.

During the year Metro, in partnership with the rail industry and local partners, continued the successful programme of investment in improving facilities at stations which are outlined under the section 'The Waiting Environment'.

Looking to the future, the start of the 'Leeds 1st' major improvements at Leeds station will improve reliability and allow many more trains to be operated. New electric trains for the Airedale and Wharfedale lines are currently under construction and will come into service during the year 2000.



Work continued throughout the year on improvements to Metro facilities to bring them into line with the requirements of the Disability Discrimination Act 1995.

Schemes were undertaken at Pontefract, Brighouse, Castleford, Huddersfield, Leeds Corn Exchange and Dewsbury bus stations with virtually a complete rebuild of the smaller stations at Bramley, Hemsworth and Ilkley.

Features included tactile paving, "talking signs", new large yellow litterbins, additional handrails and an improved waiting environment.

A major first was the installation of two RNIB ReAct Beacons at Leeds City Bus Station in July 1998. The intelligent inter-active beacons, activated by a 'smartcard' carried by people with visual impairment, will be part of a network of 26 positioned in key locations around the City of Leeds to offer local audible guidance.

Further development of information provision includes the ability to produce large print timetables on request at any of Metro's three Travel Centres or through the post by calling MetroLine, which also has a Minicom facility, and more recently the acquisition of a Braille translator machine enables timetables, leaflets and reports to be converted for Braille users on request.

The AccessBus dial-a-ride services continued to attract high levels of use with the thirty-three vehicles undertaking over 475,000 journeys from April 1998 to March 1999, a growth of over 3% on 1997/98. At 31 March 1999, there were 10,500 customers registered which showed a reduction on the previous year's figure. In order to accurately assess demand, a review of registered users has been carried out and the figures now quoted do not include customers who have not travelled for more than six months.

The emphasis remains with group bookings to maximise the use of the vehicles and the long term booking facility has continued to prove popular with customers. Taxi journeys may be provided for individual customers, under certain circumstances and subject to availability, where time is not available on the bus.

The hours of service have remained at 0900 to 1730 Monday to Saturday and 0900 to 1700 on Sundays, a late evening service, up to 2230 remains available to groups up to 3 nights per week and office hours are now 0730 to 1600 Monday to Friday.



ACCESSBUS
1986

METRO
ACCESS



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25

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ACCESSBUS BRADFORD 1999

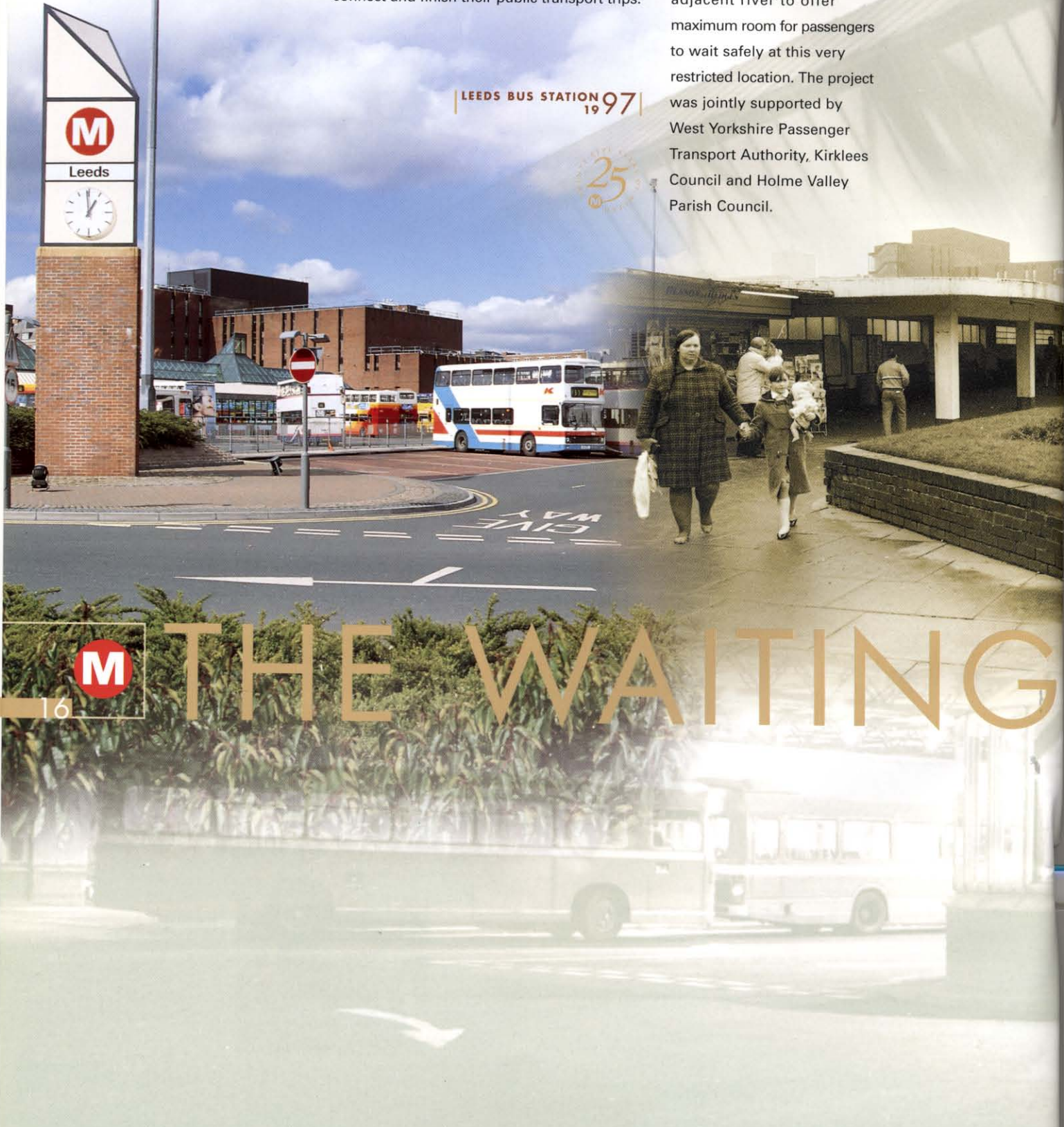


A journey is not just about the vehicle or the timetable by which that vehicle operates.

Metro is very aware that the waiting environment is a major factor in people's perceptions of a journey by bus or train and works closely with the bus and rail operators, local authorities and private companies to deliver a programme of improvements to the environment in which passengers start, connect and finish their public transport trips.

July 1998 saw the opening of the new Holmfirth Bus Station, built on the same site as the old station and incorporating shelters designed to blend in with the largely Victorian town centre. Four stands were provided, cantilevered out over the adjacent river to offer maximum room for passengers to wait safely at this very restricted location. The project was jointly supported by West Yorkshire Passenger Transport Authority, Kirklees Council and Holme Valley Parish Council.

LEEDS BUS STATION 1997



THE WAITING

In February 1999 Seacroft Bus Station closed to allow provision by the private sector of a new drive-in, reverse out bus station, due to open in 2000 alongside the rebuilt shopping centre. A £76,000 improvement scheme to facilities at Halifax Bus Station was also completed.

A number of other projects implemented during the year included providing new bus shelters in association with the bus priority measures being implemented by the districts along designated 'corridors' and park and ride facilities at King Lane as part of the A61 Guided Bus scheme in Leeds.

On rail, partnership with Railtrack and Northern Spirit resulted in various schemes being taken forward. At Menston rail station there was substantial completion of the planned improvements with an overall PTA partnership funding contribution of £222,000 for additional car-parking, CCTV, passenger information screens, bus interchange facilities, a new ticket office, better waiting areas and the re-introduction of staffing.

Additional car parking was introduced at a number of stations including Sandal and Agbrigg, Sowerby Bridge, Micklefield and Steeton and Silsden. New passenger shelters were installed at Micklefield, Woodlesford and South Elmsall and work was well underway on the Halifax rail station improvement which included the passenger operated lift, new ticket office and platform level waiting room.

Work also started on Dewsbury rail station to refurbish the ticket office and ticket hall and provide a new passenger waiting room on the Huddersfield bound platform. Provision of a monitored CCTV facility at unstaffed stations on the Leeds-Doncaster corridor was also undertaken during the year.

LEEDS BUS STATION 1979

ENVIRONMENT



METROPASS LAUNCH
1986

MetroPass
THE NEW WEEKLY BUS TRAIN TICKET.
FOR ONLY
£6
A WEEK
JUST BUY IT. USE IT. AND PASS IT ON!

PO

The Government's White Paper 'A new Deal for Transport - Better for Everyone' recognised the importance of prepaid ticket schemes and concessionary travel reinforcing West Yorkshire's approach to integrated ticketing and concessionary travel provision.



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GETTING A

Prepaid Tickets

The Government wants the use of multi-operator, multi-modal prepaid tickets expanded. West Yorkshire provides some good examples of integrated ticketing. The Metro Prepaid Ticket Scheme is administered by Metro on behalf of some 40 bus and 5 rail companies operating within West Yorkshire.

The Metro range of prepaid tickets offer excellent value for money for commuters (MetroCard), leisure travellers (DayRover) and unemployed people (MetroRover). A measure of their success is that 19% of all peak bus journeys and over 50% of all peak rail journeys are made using MetroCards.

Concessionary Fares

Concessionary Fares are a lifeline for many people, providing enhanced travel opportunities for elderly, disabled, blind and young people. Over 40% of bus journeys within West Yorkshire are made under the WYPTA Concessionary Travel Scheme. Operator reimbursement is both a major area of expenditure for Metro and a significant source of income for operators, helping to sustain services for the benefit of all passengers in West Yorkshire.

Provision of affordable travel for those with limited financial resources because of age, disability or family circumstances continues to be a prime commitment for Metro and WYPTA. From the inception of the Scheme in 1975, WYPTA has ensured that all those eligible within scope of the provisions of the enabling Transport Act have been entitled to concessions in West Yorkshire, extending the Scheme at the earliest opportunity to cover those categories subsequently added by later legislation.

Two key strands of Government Policy as set out in the White Paper are the establishment of a minimum national standard for concessionary fares for elderly people and also the encouragement of children to travel to and from school by public transport. The WYPTA scheme supports and actively promotes these objectives and an extensive review of current policy will shortly be undertaken to ensure that the scheme brings maximum value for money.

QUICKFARE INSTALLATION 1989



ABOUT TICKETS & CONCESSIONS

Work started on investigating the potential to develop new cross-boundary travel opportunities. Working with South Yorkshire Passenger Transport Executive and the bus operators, Metro looked at ways of offering a travel ticket which could provide benefits and savings for public transport passengers who travelled regularly between Leeds and Sheffield. The options for special deals for concessionary passengers travelling in both South and West Yorkshire was also being explored.





BRADFORD TRAVEL CENTRE 1999

PROMOTION & INFO

FIVE YEARS

Across the whole range of Metro's information and publicity services, demand for information continues to rise. Call levels have increased to 400,000 a year in MetroLine. InfoPoint enquiries now total half a million a year and the Journey Planner on the Internet attracts almost 70,000 visits a year. In addition to the 6 million pocket timetables produced for bus and train, between 30 and 40,000 on-street display

timetables are produced, as well as 150,000 area maps and 260,000 information and promotional leaflets.

A major new initiative - the One Stop Shop - was introduced in MetroLine in November 1998. This was publicised widely and gives

customers one point of contact for all public transport issues including complaints which are then dealt with either by Metro or sent to operators as appropriate.

The One Stop Shop approach is also a key theme at Travel Centres where Metro continues to work in partnership with operators to broaden the range of services to its customers. In November 1998 National Express moved into Bradford Travel Centre taking three positions at a specially extended counter. At Leeds Travel Centre, Northern Spirit took a desk to sell national rail tickets and give rail information.

At Leeds and Bradford Travel Centres new signage was produced to reflect Metro's updated corporate identity guidelines and commercial activities such as selling poster and advertising space, extending cashpoint machines and other short and longer term vending opportunities continue to grow.

HUDDERSFIELD TRAVEL CENTRE 1984

RO TRAVEL CENTRE



RMATION



[TImetable Finder](#)

[Enquiry Entry](#)

[Other Counties](#)

[FeedBack](#)

[Frames](#)

[Disclaimer](#)

Please enter Your Required Journey Details altering Default

Last Updated 17th March

DEPART FROM :

TRAVEL TO :

travel on :

.....

travel via :

Exclude travel by : Bus Rail Ferry

METRO SERVICES GUIDE 1989

PROMOTION

22

&



what's on? the leaflet rack network
WEST YORKSHIRE ARTS MARKETING
1999-2000

Promotional activities continued in partnership with both operators and tourist attractions, with offers and discounts for MetroCard and DayRover ticket holders including special deals on the Settle-Carlisle railway, Pennine Leisure Link, Leeds Lifestyle and the Penistone Line Promotion. Once again Metro's 'Green Guide', offering ideas for days out in West Yorkshire by public transport, was in great demand at the many and varied shows, galas and fetes attended by the Metro ShowBus. Work was also undertaken on building the framework of partnerships with operators, venues and other interested bodies for five Transport Roadshows' celebrating 25 years of Metro, one to be held in each District over the summer of 1999.



Metro was heavily involved in the national launch of Don't Choke Britain 1998, and played an instrumental role in obtaining comedian Ben Elton's support for the launch event in London in May, as well as running various events and competitions locally to flag up the month's focus on less use of the private car.

With the British Transport Police, West Yorkshire Police and bus and train operators, Metro launched its new anti-vandalism campaign Stop-It at Royds School in South Leeds. Aimed at encouraging organised and supervised groups of youngsters to 'adopt' a local public transport site, the project has also appealed to cub, scout and brownie groups as a part of the Community Badge qualifications.

Work began in earnest on developing Metro's Website to complement the existing Journey Planner facility. It was envisaged that the site would offer full information about Metro and the Authority and provide up-to-date information on services, latest press releases, and links to other related interest sites and sites for projects such as the Local Transport Plan, TravelWise and the Target project.

Station Master

where necessary.....

Search Words

Search Words

Date(ddmm/yyyy)

Time(24 hr clock)

Search Words

Walk

5A 42 42A 43
BUS TIMES

14 44 88 89
90 90A X11 X14

14 44 88
90 90A X11 X14

Metro AccessBus

Metro AccessBus

Metro AccessBus



FORMATION



The Government White Paper, "A New Deal for Transport - Better for Everyone," which was published in July 1998, set a challenge for Metro to deliver a sustainable local transport system in partnership with the district councils and the transport operators. Responding to this challenge has dominated the development and project work undertaken by Metro during the year.

In December 1998, Metro learned that the joint West Yorkshire Package was to receive a £3m increase in government funding for 1999/2000, giving us and the district councils £11m for transport improvements.

Contributions from private sector partners, the European Union and other government funding programmes has increased this to a programme with a budget of over £20m, around three quarters of which is being used for public

In addition to this, specific funding was received for the East Leeds Quality Bus Initiative. This £15m scheme is being funded jointly by the bus operators, and will include 2.4km of bus guideways, other bus priority measures, improved facilities at bus stops, better passenger information and new low floor, low exhaust emission buses.

In 1998 Metro received an invitation from the government to submit proposals to be recognised as an early Centre of Excellence for integrated transport. Metro responded by leading the development of proposals involving wide partnership working that will provide early practical examples of the development of integrated transport. This programme received the endorsement of the Deputy Prime Minister in 1999.

A more comprehensive strategy for local transport in West Yorkshire is being developed through the Local Transport Plan, which is the means to implement the proposals in the government's White Paper at a local level. A provisional plan had to be submitted in July 1999, with a full five year plan to follow in July 2000.

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DEVELOPMENT

transport improvements.

These include the Huddersfield-Halifax rail link, with a new station at Brighouse, a closed circuit television monitoring system to improve passenger security at bus stations and a start of works to provide a new bus station in Wakefield, a re-developed bus station in Keighley, and a variety of other measures to improve services

Metro also manages the TravelWise initiative for Yorkshire and the Humber, which submitted a successful bid to Europe during the year to participate in the TARGET project. TARGET involves all the seventeen TravelWise authorities, plus Bremen and Gothenburg, in a series of 'work packages' aimed at reducing car dependency.



GUIDED BUS 1998

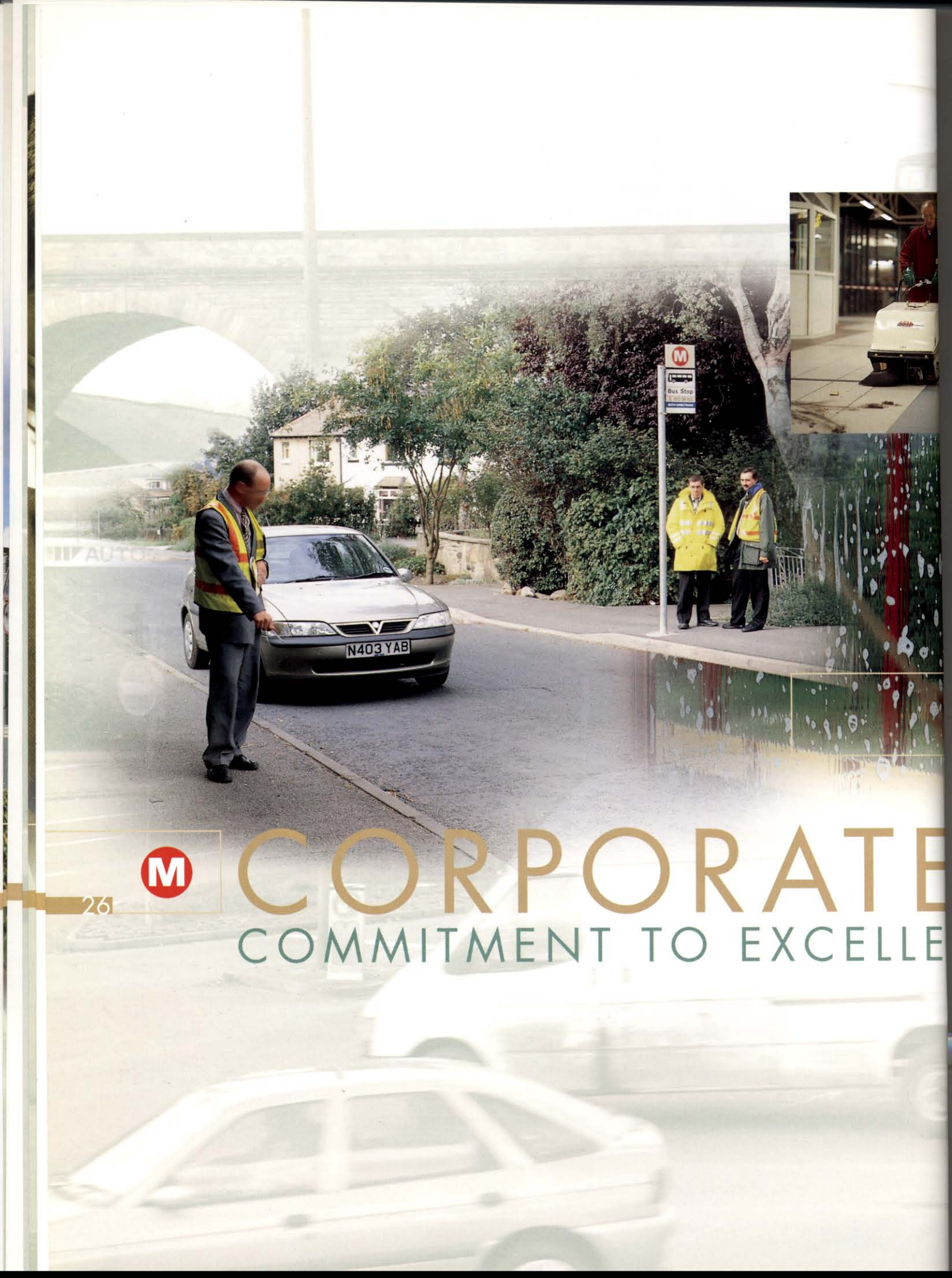


ENT



SINGLE DECK BUS 1984

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CORPORATE

COMMITMENT TO EXCELLENCE

Following the success of 1998 when Metro gained the Investor In People award, 1999 has seen the organisation re-accredited. This emphasised Metro's commitment to training and developing its staff and ensuring that the organisation and its employees are prepared for the future.

Customer focus continued to be a key element of training and development. Metro has signed up to the ServiceMark Leeds initiative which confirms customer service is a prime objective of the organisation.

To assist this a number of Metro travel and call centre staff have attended foreign language courses and are now able to converse with the growing number of foreign visitors to the region.

A large proportion of travel centre staff completed a deaf awareness course and a number of these employees have gone on to take British Sign Language Stage 1 and 2.

Another aspect of customer service training focused on the Respond 3 complaints handling system, computer software which enables in-depth recording and analysis of complaints. Use of this software is being developed in consultation with operators and the new system is essential if Metro is to identify and address concerns raised by the general public.

Meeting the needs of customers is one of the requirements of the Local Government Act. This act sets out the requirements of Best Value for all local authorities and organisations including Metro and much of the corporate activity has centred around ensuring that staff and the organisation are prepared for Best Value. Best Value will continue to impact on the way Metro organises and runs its services and the resourcing aspect of this has been part of the corporate remit.

Staffing levels have remained at about three hundred and thirty employees including temporary staff and this year saw a 3.1% pay award in a one year deal.

ACTIVITIES

CE



Keeping in touch with customers, who as well as the travelling public include public transport providers, local and national government members and officers, business, retail, commerce and industry, involves Metro in many partnerships and networks. Regular meetings continued with the five Passenger Consultative Committees and the grass roots comments from local ward members, passengers and bus operators contributed to the overall aspiration to meet customer needs more effectively.

REVENUE

WHERE THE MONEY COMES FROM

Council Tax Levy	£51.0m
Rail and Bus Grants	£40.4m
Prepaid Tickets	£15.7m
Other Revenue	£ 5.6m
Reserves	£ 0.9m
TOTAL	£113.6m

AND WHERE IT IS SPENT

Local Rail Services (net)	£38.9m
Concessionary Travel	£21.4m
Prepaid Tickets	£15.7m
Subsidised Bus Services	£12.6m
Financing Charges	£ 6.7m
Administration & Management (net)	£ 6.7m
Service Planning & Promotion	£3.8m
Passenger Facilities	£ 3.7m
Pensions Costs	£ 2.4m
Special Needs Transport	£ 1.7m
TOTAL	£113.6m



SUMMARY

NOTES:-

1. The grants of £40.4m for 1998/99 consisted of Rural Bus Grant of £0.1m and Rail Grant of £40.3m.
2. Expenditure on concessionary fares continued at a level broadly similar to the previous year and subsidised service payments were slightly lower than 1997/98.

CAPITAL

A variety of capital schemes were completed in the year including the erection of a substantial number of new shelters throughout West Yorkshire. There were also 'corridor' schemes developed jointly with the five Districts which incorporated highway improvements in addition to new shelters and enhanced signing. In addition, a number of improvements were made to rail infrastructure in the form of improved car parking security and waiting shelters.

WYPTA AND METRO 1998/99

WYPTA

M J Lyons		Chair	Leeds
W Jenkins	(to 20.5.98)	Vice Chair and District Spokesperson	Wakefield
G Phelps	(from 21.5.98)	Vice Chair and District Spokesperson (from 11.6.99)	Wakefield
H Clark	(to 7.5.98)		Wakefield
M L Darr		District Spokesperson	Bradford
M A Dunn			Leeds
H Gundry			Bradford
S D Hall	(to 6.5.99)		Kirklees
N J Hazell			Wakefield
D Hudson	(from 18.5.98)		Leeds
M Kershaw	(to 7.5.98)	District Spokesperson	Calderdale
J S King		Shadow Chair (to 11.6.99)	Bradford
P Lancaster	(from 19.5.98 to 25.5.99)		Bradford
Mrs M Lyons		District Spokesperson (from 11.6.99)	Leeds
S M May	(from 19.5.99)		Kirklees
J McKenna			Leeds
R Mellett	(from 19.5.98)	District Spokesperson (from 11.6.99)	Calderdale
H Middleton	(from 25.5.99)		Bradford
T Miller	(to 19.5.98)		Bradford
M Munday	(to 20.5.98)		Kirklees
B North			Leeds
K Parker		District Spokesperson (to 11.6.99)	Leeds
A Pinnock	(to 11.6.99)		Bradford
K W Rhodes	(from 26.11.99)		Wakefield
D Ridgway	(from 12.6.98)		Kirklees
A Smith		District Spokesperson	Kirklees
R Sowman			Bradford
G Sykes	(to 7.5.99)		Kirklees
M Taylor	(from 11.6.99 to 25.11.99)		Wakefield
C Townsley		Shadow Chair (from 11.6.99)	Leeds
I West	(from 12.6.98 to 6.5.99)		Calderdale
J M White	(to 7.5.98)		Leeds
P A Wyatt	(to 6.5.99)	District Spokesperson	Calderdale

F A C C O U N T S

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1998/1999

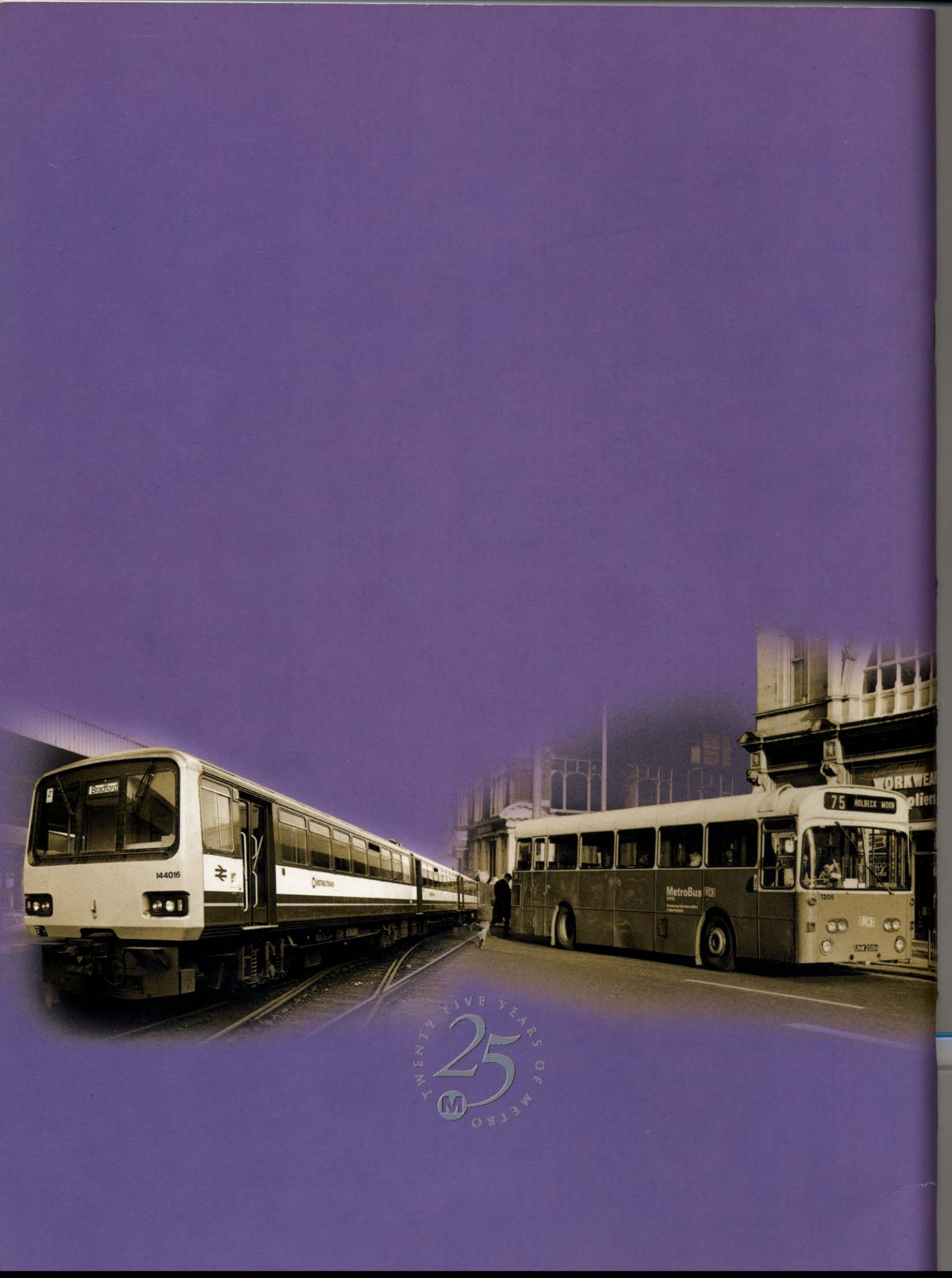
OFFICERS

WEST YORKSHIRE PASSENGER TRANSPORT AUTHORITY

K T Preston Clerk to the Authority	Vacant Chief Financial Officer	D Burrell Deputy Clerk
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METRO (WEST YORKSHIRE PASSENGER TRANSPORT EXECUTIVE)

K T Preston Director General	R J Pickup Deputy Director General	J D Carr Director, Passenger Information & Facilities
J Rawnsley Non-Executive Director (to 31.7.99)	J Kitchen Non-Executive Director (to 31.3.99)	M Woodhall Secretary



TWENTY FIVE YEARS OF METRO
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