Transforming Bus Travel
Partnership Plus
The development of the public transport network in the West Midlands is key to supporting economic growth by enabling people to get to work, travel for leisure and attend appointments.

The bus is the backbone of the network and allows people to move around in a sustainable way, minimising the impact of their trips on congestion and the environment.

This Transforming Bus Travel Partnership Plus agreement between Centro and Arriva Midlands commits us to work together to deliver 22 initiatives between 2014 and 2016 which will make bus travel more attractive, improve customer satisfaction and grow passenger numbers. It is a voluntary agreement that aims to make bus the mode of choice for people by improving all aspects of bus service delivery.

It is a statement of intent to work in partnership to ensure that residents of the West Midlands have high-quality, attractive and reliable services that allow them to travel around the region easily and in comfort.

### Bus Service Development

1. **Route-based partnership**
   Develop route-based partnerships for two key ‘Sapphire’ corridors, providing a transformation in vehicles, service quality and journey times.

2. **Review and update expiring Voluntary Multilateral Agreements (VMAs)**
   This includes Wolverhampton & Walsall (2014), Dudley and Sandwell (2015). These will commit Arriva Midlands, Centro and districts to locally-specific measures that improve customer satisfaction and increase patronage.

3. **Access to employment**
   Arriva Midlands will work jointly with Centro and other stakeholders to improve access to i54 and increase the number of services to the development, recognising the importance of cross-border links to the site.

4. **Punctuality and reliability**
   Highways congestion is not the only thing that affects punctuality and reliability. There will be a continued focus on the causes of delays and clear identification of measures to reduce these.

### Customer Information

5. **Customer information**
   Support the implementation of the West Midlands Passenger Information Strategy and work to better co-ordinate Arriva Midlands and Centro passenger information products, both digital and printed.

6. **Real time passenger information**
   Deliver on-street real time predictions for all Arriva Midlands bus services operating into the West Midlands by the end of 2015.

7. **Social media strategy**
   Deliver a consistent and co-ordinated customer experience across all social media channels as a means of receiving feedback from customers and publicising service changes and disruption information.

### Safety & Crime

8. **Improve and increase bus driver reporting of anti-social behaviour (ASB)**
   This will make greater use of the Safer Travel Partnership to bring about reductions in ASB and crime. Perceptions will also be monitored through customer satisfaction surveys.

9. **CCTV**
   Develop a protocol to enable Arriva Midlands’ on-vehicle CCTV to be used by the Safer Travel Partnership to investigate incidents and explore the possibility of links from the Arriva CCTV system to the Safer Travel Command Centre. 100% of Arriva Midlands fleet is fitted with CCTV, enabling the Safer Travel Partnership to access this to investigate incidents. This is beneficial to both partners in helping to reduce crime and the perception of crime.

### Highways

10. **Reducing delays**
    For each district, Centro has developed a spreadsheet of locations where bus passengers suffer delays. This will continue to be maintained and formally reviewed on a quarterly basis through the regular VMA monitoring meetings in each network review area. The list details problem locations, identified solutions, potential costs and benefits for bus passengers (including journey time savings and numbers of passengers affected) and will be used to bid for funding as opportunities arise. Arriva Midlands will provide information on delays to passengers to assist this process.
**Ticketing**

11. Arriva products on Swift
Provide the capability to allow all Arriva Midlands ticketing products to be available on Swift.

12. Swift Ôbus
Work jointly to deliver the transition of all paper-based Ôbus tickets onto Swift. This commitment will mirror the approach delivered by Arriva Midlands for its own paper-based weekly and monthly tickets.

**Customer Engagement**

13. Passenger champions
Jointly support, promote and develop the passenger champions scheme using Arriva Midlands mystery shoppers to increase reporting. Maximise the benefits of instant feedback on service quality and make best use of the data generated to guide improvements. Provide regular visits to bus garages and other facilities for the champions.

14. Customer Charter
Arriva Midlands will work with Centro to develop a customer charter for Arriva Midlands bus passengers in the West Midlands by the end of 2014.

15. Passenger Focus bus passenger survey
Explore possibilities of linking Arriva Midlands’ annual customer survey with Centro’s work with Passenger Focus to extend the scope of the surveys. Partners will continue to use the outputs of the survey to drive improvements.

**Employees**

16. Arriva awards scheme
The established Arriva Midlands MAD (Made A Difference) awards recognises top performing teams and individuals. Encourage nominations for all depots delivering services in the Centro area.

17. Better training for bus drivers
Arriva Midlands to ensure all drivers are NVQ trained, including receiving customer care training to deliver better and more consistent quality to the customer.

**Branding & Marketing**

18. Annual joint strategic marketing plan
A joint marketing communications strategy will be developed. This will inform an integrated media, public relations and marketing campaign plan to ensure full and sustained engagement with new and existing bus passengers across the network. This will include working together to develop route branding, ensuring that this is aligned with the roll out of “Interconnect” passenger information and wayfinding products across the West Midlands, in order to deliver an enhanced, integrated and seamless experience for customers.

19. Joint demographic profiling and customer insight
Centro and Arriva Midlands both have access to marketing analytics from Experian Marketing services to profile residents across the region who have a high propensity to switch to using the bus. This profiling will allow us to work together to target particular locations when delivering marketing activity.

**Vehicles**

20. Twenty new vehicles
Arriva Midlands is committed to continuing to invest in its fleet and will deliver a minimum of twenty new buses into the fleet during the partnership.

**Bus Station & Infrastructure**

21. Wolverhampton City Centre infrastructure
Provide new infrastructure, shelters and information provision for Wolverhampton City Centre. We will work jointly to agree an exemplar design and to create innovative passenger facilities in Wolverhampton, building on the design principles of the world class information systems recently rolled out in Birmingham.

22. Refurbish Dudley bus station
This will include significant improvements to the customer environment.
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