

Better Bus Area Fund Application Form

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1. Project Summary

All proposals must include evidence of real commitment from at least one relevant bus operator which should be demonstrated throughout the proposal. Tick the box to show that you have completed this requirement.



Applicant Information

Local transport authority name(s):

Centro, the West Midlands Integrated Transport Authority (lead) and Dudley Metropolitan Borough Council

Senior Responsible Owner name and position:

Stephen Rhodes, Passenger Services Director

Bid Manager name and position:

Paul Cobain, Transport Planning Manager

Contact telephone number: 0121 214 7162

Email address: PaulCobain@Centro.org.uk

Postal address: Centro House, 16 Summer Lane, Birmingham, B19 3SD

Website address for published bid: www.centro.org.uk

Section A. Overview

A1 Project name:

Brierley Hill Bus Network Transformation

A2. The Geographical Area:

The proposal is centred upon the new strategic town centre of Brierley Hill, which brings together the major employment centres of Brierley Hill High Street District Centre, Waterfront Business Park and Merry Hill Shopping Centre. The strategic centre is located centrally within the borough of Dudley which sits on the western edge of the West Midlands conurbation. The conurbation is home to over 2.5 million people and eight million journeys are made in the metropolitan area daily, including 1.1 million journeys in the average weekday morning peak.

As a regionally significant location, the Merry Hill Shopping Centre is the second largest retail centre in the West Midlands, attracting 21 million visits a year, of which nearly 10% are made by bus. Although 60% of visitors are estimated to originate from within 5km of the site, the secondary catchment area extends to the relatively affluent and largely rural counties of Worcestershire, Shropshire and South Staffordshire.

The Merry Hill Shopping Centre and the neighbouring Waterfront office complex are a focus for economic activity within the local area and currently provide over 8,000 jobs in retail, construction and service occupations.

A3. Description of Growth and Carbon Emission Problem:

The Brierley Hill highway network operates at capacity at several times of the day and local worsening of congestion is expected to increase both car and public transport travel times and negatively impact on the economic performance in the Brierley Hill area unless investment is made. Congestion in the area, in particular the High Street District Centre, led to the declaration of the borough's first Air Quality Management Area (AQMA) in 2008.

Within Merry Hill Bus Station congestion and capacity also presents a barrier to growth by preventing the expansion of bus services that would offer greater travel opportunities and options.

The Area Action Plan sets out the long term aspirations for the sustainable growth of the Brierley Hill Area. The key objective is to achieve a high level of sustainable connectivity between and within the area. This theme is consistent with those identified by the Black Country LEP and as set out in The Dudley Borough Economic Development Strategy (2011/12 - 2013/14).

Regional growth forecasts indicate a doubling in employment from 2006 to 2026. In order to meet this aspiration and those in the AAP Dudley MBC has developed the Brierley Hill Public Transport Strategy. The Strategy sets out measures to sustainably support economic growth and address carbon emissions. As a region, 31% of CO2 emissions come from road transport compared to the English average of 28%.

At present the public transport provision does not offer an appealing alternative to the car and Brierley Hill currently has the lowest public transport mode share (in terms of peak trips) of all the Local Transport Plan Centres, with only 11% of trips compared with 15% to Dudley, 30% to Wolverhampton, 33% to Walsall and 54% to Birmingham.

In addition to the physical barriers to public transport supporting economic growth, a significant barrier is created by a lack of knowledge about bus services, limited travel horizons and the cost of travel. These deter and prevent many unemployed people gaining and retaining jobs.

A4. Description of Proposal:

The proposal will deliver a step-change in bus user experience at Merry Hill Bus Station and on the wider Brierley Hill bus network. It will address congestion that causes unreliability by focusing on pinchpoints. The key elements of the proposal are:

- Brand new state of the art bus station, with 25% increase in capacity, full DDA compliance and high quality passenger information and facilities
- Significant highway measures to remove delays and increase reliability for buses in the Brierley Hill area, including a dedicated bus only link and two bus lanes with bus gates
- Segregation of buses from general traffic without loss of highway capacity
- New bus stop infrastructure and RTI at key locations along strategic routes
- New commercial multi-operator Smartcard (e-purse and bus)
- Bespoke marketing and communications campaign
- Workwise support to help 1,090 people into employment
- £2.2.m investment in brand new euro 5 buses
- On Vehicle Displays (Talking Buses) on strategic routes, which are:
 - 002 Merry Hill - Weoley Castle
 - 81 Merry Hill - Wolverhampton via Dudley
 - 222 Merry Hill - Dudley
 - 226 Merry Hill - Dudley
 - 246 Stourbridge - Dudley
 - 255 Merry Hill - Wolverhampton
 - 297 Halesowen - Stickley via Merry Hill
 - X96 Wollaston - Wrens Nest via Merry Hill and Dudley

The appended plan and corridor map illustrate the key infrastructure proposals within Brierley Hill.

A4. Total package cost (£m):

£10.0m (£1 local contribution for every £1 from DfT)

A5. Total DfT funding contribution sought (£m):

£5.0m (£3m capital and £2m revenue)

A5. Source of local contribution:

£1.5m from Westfield Shoppingtowns Limited as a contribution towards the state of the art Merry Hill Bus Station

£1.3m from Centro (Transforming Bus Travel Partnership fund) as a contribution towards upgrading the strategic bus routes and highway network detailed in A4

£2.2m from National Express and Rotala for new buses on strategic corridors

Section B. Partnership arrangements

B1 Bus Market in the Local Area

The local bus market is a largely commercial bus network during Monday to Saturday daytimes, with a mixture of commercial and tendered services operating during the evenings and Sundays. The network is operated by a number of bus operators, the largest being National Express West Midlands, with Diamond, Midland and Hansons all operating services in the area. All of these operators are committed to partnership working and are supportive of, and see opportunities for, the development of the network, patronage growth, and enhancing passenger satisfaction in the Brierley Hill area. The breakdown of these routes operated by each operator is:

- National Express 11
- Diamond (Rotala) 9
- Hansons 8
- Midland 2

All operators have identified with the network constraints detailed in A3 and fully support the proposals within this bid as a way of removing the barriers to allow the bus to compete effectively with private transport as an attractive choice for passengers and therefore support employment growth and reduce carbon emissions.

Letters of support from operators providing new buses are appended to this bid.

B2 Bus Operator Partnership Information

Bus operator (s) committed to playing a substantive role in delivering the proposals:

1. Bus Operator: National Express

Senior Manager acting as contact: David Bradford (Commercial Director)

Contact telephone number: 0121 460 8766

Email address: david.bradford@nationalexpress.com

2. Bus Operator: Diamond (Rotala)

Senior Manager acting as contact: Ian Pollard (Commercial Manager)

Contact telephone number: 0121 322 2222

Email address: ian.pollard@rotala.co.uk

B2. Bus Partnership Arrangements

The Brierley Hill Bus Network Transformation will be delivered through a Transport act 2008 Voluntary Multi-lateral Partnership Agreement (VMA) between Dudley MBC, Centro, Westfield, Diamond, Hansons, Midland and National Express West Midlands.

This agreement will be a substantial development from the previous single operator partnership with National Express West Midlands only. All bus operators have met and discussed their commitment to the agreement which would be signed within one month of a decision from DfT to approve the BBA bid. Through discussions with the operators and other partners the key issues to be addressed were identified, which shaped the proposal.

Following the introduction of the VMA a robust delivery and monitoring arrangement will be put into place which includes monthly progress meetings by all partners to ensure that commitments are being delivered.

Through the VMA all bus operators have agreed to share route by route patronage data that will be collated and monitored by Centro to allow evidence of passenger growth to be shared with the DfT.

The revenue funded initiatives identified within this bid will also be delivered and monitored through the joint VMA partnership group to ensure that activity is coordinated with all bus operators.

The preferred management arrangements for delivery include Westfield delivering the major capital elements of the scheme. Therefore partnership arrangements will include a regular Delivery Board (specified in F3).

Detailed Description of Proposal

Section C. Package Details and Rationale

C1. Description of outputs associated with each of the package elements

As outlined in A4, the proposal will deliver an integrated package to improve the experience for passengers, support employment growth and reduce carbon emissions. The elements have been developed through discussions between local bus operators, Dudley MBC and Centro as part of the development of the proposed VMA, as well as through engagement with and support from Westfield.

The package elements will deliver:

New bus lanes and bus gates on The Boulevard to reduce journey times by up to 5 minutes during peak periods and improve reliability of services.

120m of new bus lanes will be introduced to provide bus segregation on the approach to two junctions, with no loss of highway capacity for general traffic. To ensure the effectiveness of the bus lanes, each will incorporate a bus gate, allowing buses to 'queue jump'.

Dedicated new bus only highway link from the A4036 to improve journey times by up to 8 minutes at peak times and improve reliability of services.

The bus only link will provide a dedicated 90m route for 15 bus routes which serve a large area of the West Midlands. A new signalised junction on the A4036 will provide priority access for services joining the A4036 from the bus station (as well as serving pedestrians and cyclists).

Brand new state of the art bus station, with 25% increase in capacity catering for future growth, full DDA compliance and high quality passenger information and facilities.

The new bus station will provide a step change improvement for bus passengers, including:

- Real Time Information for passengers at all stands
- Improved waiting facilities and lighting
- Improved interchange and walk routes

New bus stop infrastructure at a minimum of 40 bus stop locations along the eight strategic routes.

The bus stops will be upgraded at key locations along the strategic routes. At least 20 of them will be installed along the services where bus operators are providing new vehicles. All new shelters will be equipped with Real Time Passenger Information and lighting. A further 25 bus stops along the strategic routes will be installed with Real Time Passenger Information. The stops will be those with the highest volume of passengers and potential for patronage growth.

New commercial multi-operator Smartcard providing 50,000 smartcards loaded with e-purse and nBus (local area multi-operator pass) functionality.

All Electronic Ticketing Machines will be upgraded to ITSO version 2.1.4 which will not only give greater stability but will also give additional functionality which in future will be used to support multiple product capping giving the customer automatically the best possible price across single operator and multi-operator ticketing products.

The Centro E-Purse scheme will be uploaded to all buses in the West Midlands with the functionality focusing first on the Brierley Hill routes to link in with the wider scheme benefits. We will also move our multi-bus operator tickets to smart which will enable the introduction of area based seasons, in line with the Competition Commission remedies. This will allow us to introduce a Black Country multi-operator season ticket that will directly benefit those travelling in Brierley Hill as it will be cheaper than the region product which is the only product currently available. In developing this functionality we will also be able to introduce other area products such as a Coventry only ticket and therefore the wider West Midlands will also benefit.

Bespoke marketing and communications campaign focusing on eight strategic route corridors

An innovative and dynamic marketing and communications strategy will be central to successfully delivering the full potential of benefits that can result from the capital investment in the proposal. The strategy will be based on comprehensive geo-demographic and behavioural profiling to identify and understand key customer segments in the proposed corridors, building on the Climate Change Segmentation model developed by DfT.

This will enable the development of highly targeted communications and promotional activities to reach and incentivise specific audiences to use the bus

High visibility and creative advertising along routes and on vehicles together with sustained promotion of the enhanced whole journey experience will aim to position bus as a mode of choice and drive patronage. Campaigns will feature:

- Targeted on and off line promotions coupled with strong ticketing and retail incentives
- Use of Social Media networks, mobile marketing and journey planning

apps

- Recruitment of bus ambassadors and local community events

WorkWise and ticketing support to help 1,090 local unemployed people find, start and stay in new jobs

Building on the successful partnership with Jobcentre Plus and the voluntary sector which has already helped over 10,000 people back into work in the West Midlands, WorkWise in Dudley will deliver a range of travel assistance to jobseekers including:

- Personalised information, advice and journey planning for travelling to interviews, training and new jobs;
- Free day tickets to attend interviews;
- Free monthly travel passes for the first two months of a new job

WorkWise will also build on its new Travel Information, Advice & Guidance (IAG) service. This helps Advisers working with unemployed people in the Jobcentres and Single Work Programme Prime Contractor organisations and their supply chains to help their clients with their travel needs.

£2.2m investment in brand new euro 5 buses

Operators have agreed to invest £2.2m in new buses that would not otherwise be procured for the region. This investment will include enhanced internal features as part of a higher quality vehicle specification and include branding of the new buses.

On Vehicle Displays on up to 40 buses serving the strategic routes

Up to 40 buses will be installed with On Vehicle Displays and speakers to allow next stop audio and visual announcements, in line with the government backed Talking Buses scheme. This proposal will allow the biggest increase in talking buses within the West Midlands area and significantly improve passenger information.

Mobile enforcement using vehicle shared between local districts

A mobile enforcement vehicle able to enforce offences covered by decriminalised parking regulations is being purchased by Walsall Council using money from the Red Routes Package 1 Major Scheme. Under the terms of a Memorandum of Understanding drawn up between authorities, there is the opportunity to use this vehicle to enforce the bus priority measures included in this bid.

Driver training

Bus operators will provide improved driver training focusing on increased knowledge of local shops, facilities and services in the Brierley Hill area to provide a further enhanced experience for bus passengers.

C2. Rationale for the measures

As described previously, the identification of investment measures and their integration in this proposal has been heavily informed by the discussions undertaken as part of the development of the VMA. The rationale for the measures therefore clearly reflects the current constraints on the Brierley Hill bus network and the opportunities for delivering bus patronage growth through coordinated and coherent investment. Through attracting increased bus patronage, including those who would otherwise have driven, car kilometres will be reduced resulting in less congestion, lower fuel consumption and reduced CO2 emissions.

It is proposed to achieve this increase in the number of bus passengers using the network (target 15% by end of 2014/15) by:

- Addressing bus operator identified issues of severe journey time reliability on routes into and out of Brierley Hill and bus-on-bus congestion in the bus station.
- Addressing bus passenger dissatisfaction with Merry Hill bus station, which receives the lowest scores in customer satisfaction surveys for all bus stations in the West Midlands (notably for the levels of lighting, provision of information and overall comfort of waiting facilities).
- Addressing capacity issues at the bus station which have prevented additional bus services from being developed and led to passenger congestion and passenger-bus conflict.
- Meeting requirement to provide a DDA compliant bus station.
- Investing in strategic routes to provide high quality passenger waiting facilities, including Real Time Information

The above elements all mutually support each other and provide a high quality whole journey experience.

These whole journey 'harder measures' are supported by the smartcard ticketing, bespoke marketing and Workwise support. Together they will provide improved access to the employment and shopping opportunities in Brierley Hill by providing attractive and reliable services for staff and visitors.

Section D. Value for Money

D1. Baseline and Projections for Intermediate Measures

As described in the previous sections, the proposal has been developed in response to identified challenges to the Brierley Hill bus network and will deliver an integrated package of measures, which are tried and tested, to deliver significant benefits to existing bus passengers, attract new bus passengers and support employment growth, local development and carbon emission reductions.

It is forecast that the proposal will deliver strong value for money. The appended spreadsheet model sets out the forecast benefits and assumptions.

The benefits will start to be realised from 2012/13 as the investment in strategic routes is rolled out, new buses are introduced and the supporting marketing and Workwise initiatives are undertaken. In addition, initial benefits from the highway improvements (notably those on Westfield's land) are anticipated. The level of benefits will increase in the second year as more investment is delivered with the full positive effect experienced from year three.

Significant quantified benefits derive from the high level of annual bus trips currently made on the local bus network and the number of bus passengers who use the Merry Hill Bus Station. These passengers currently experience significant journey time unreliability due to traffic congestion into and out of the bus station (on The Boulevard and Times Square Avenue).

The introduction of the new bus only link from the A4036 and the implementation of bus lanes and bus gates on The Boulevard will both reduce current bus journey times and ensure significantly greater journey time reliability by the segregation of buses from general traffic. As the bus lanes will be new highway infrastructure, there will be no dis-benefit to existing car users.

The keys metrics are:

- Over 5 million annual bus passenger journeys benefitting from the highway priority measures
- Over 22,500 bus journey time hours saved annually
- Annual value of journey time savings around £150k
- No dis-benefits to general traffic

In addition to the highway access journey time improvements, the new state of the art bus station will deliver a step-change in bus passenger experience. Its increased capacity will remove delays due to bus-on-bus congestion and conflicts between passengers and buses, as well as resulting in transformed passenger facilities. As noted in C2, the bus station currently receives the lowest customer satisfaction survey scores in the West Midlands.

The key metrics are:

- Over 4 million annual bus passengers using the bus station
- Over 11,500 bus station decongestion minutes saved
- Annual value of bus station decongestion around £80k
- £1m annual facilities benefit

As a result of the proposal bus patronage will increase. The new bus passengers will benefit from the same measures that improve the whole bus journey experience for current bus passengers. Given the significant improvement in the local bus network that will be delivered by the proposal, the level of new bus patronage is forecast to be significant.

As a secondary effect of increased bus patronage, there will be benefits resulting from the transfer of trips from car to bus. These will include highway decongestion and reduced carbon emissions.

The key metrics are:

- Nearly 800,000 new bus passengers
- Nearly 1.5m car miles removed annually through modal shift
- Reduction of nearly 400 tonnes of Carbon Dioxide

In total the conventional transport benefits resulting from the proposal are forecast to amount to around £500k in 2013/14, £1m in 2014/15 and £1.3m in 2015/16. These indicate the strength of the proposal in terms of value for money.

Further evidence of the strength of the bid is demonstrated by the commitment for match funding. *Significantly for every DfT £, the proposal draws in £1 from local contributions.* These are from the local bus operators for new buses (£2.2m), Westfield contribution to the state of the art Merry Hill bus station (£1.5m) and from Centro's Transforming Bus Travel Partnership fund for strategic route investment (£1.3m).

Together the local bus network improvements, notably the investment in the state of the art Merry Hill bus station will play a major role in improving access to employment. As identified in A2, the Merry Hill Shopping Centre and the neighbouring Waterfront office complex are a focus for economic activity within the local area and currently provide over 8,000 jobs in retail, construction and service occupations and have significant potential for further employment growth.

Through the WorkWise initiative it is anticipated that 1,090 people will be supported to get back into employment.

D2. Non-quantifiable benefits

In addition to the benefits that have been quantified as part of the Value for Money consideration the proposal will deliver a range of other significant benefits that have not been quantified at this stage.

The implementation of the highway measures will not only significantly improve journey times for bus passengers, but as importantly provide journey time reliability by segregating buses from general traffic at current congestion pinchpoints. The effect of the reliability is experienced across the whole Brierley Hill local network and further afield as buses are not delayed at the Merry Hill section of their route removing knock-on effects.

The reliability benefits have not been quantified, however evidence from surveys conducted following recent bus network reviews points to interventions having a positive impact on the punctuality and reliability of bus services. In Dudley several routes demonstrated improvements in punctuality following the implementation of the network review with some routes exceeding 80% punctuality, which is well above the West Midlands average figure. This relatively high level of punctuality has been maintained since the review was implemented.

There will also be accessibility benefits resulting from the proposal. These will derive from Merry Hill Bus Station being fully DDA compliant, the development of expanded bus services utilising the increased capacity of the bus station and the provision of support through WorkWise and the bespoke marketing campaigns to inform people of travel opportunities and options by bus, increasing their travel horizons and aiding their self-confidence to use the buses.

In respect of visual amenity, the investment in new high quality bus shelters along the strategic routes and at Merry Hill bus station will improve the appearance of the urban environment.

Section E - Supporting Evidence

E1. Evidence for the predictions identified above

The appended spreadsheet contains the calculations for the benefits presented in D1 and provides a record of the assumptions employed.

The implementation of bus lane and bus gates will provide journey time savings for bus users. These savings have been estimated on a 'per trip' basis based on the proposed plans for the layout of the new bus station and the location of the specific interventions. The estimates have then been used to determine the total journey time savings for the scheme.

The value of the enhanced passenger experience provided by the new bus station has been estimated based on extensive research by Centro. The Facility Evaluation research provides West Midland bus passenger values that quantify the monetary value to passengers of delivering new and upgraded facilities such as modern seating, Real Time Information, lighting and improved passenger accessibility.

The proposal will attract new users to the local bus network through a number of elements. The improved journey times will provide an anticipated 5% demand uplift. In addition, the improved passenger experience will provide demand uplift estimated to be 14%, calculated through an elasticity based approach which employs the perceived passenger values derived from Centro's Facility Evaluation research. The total demand uplift resulting from the scheme is estimated to be 19%. The scale of the demand uplift appears reasonable when compared to other bus schemes in the locality. Centro has previously achieved an 11% demand uplift through the implementation of whole route upgrades and a 4.5% uplift through a network review. In addition, there is evidence that the bus market is responsive to investment; passenger surveys demonstrate significant increases in customer satisfaction as a result of the investment in bus stations. If an increased level of passenger satisfaction can be achieved, this will in turn influence demand levels for the bus network.

The impact of the scheme on carbon emissions comes from two sources. Firstly, the new Euro 5 buses are estimated to have a 25% reduction in emissions compared with the currently operating buses. The second source of carbon reduction is a result of mode shift from car to bus, which has been estimated using emission values taken from the DfT Carbon Calculator. A further impact of mode shift will be improvements in congestion on the local road network, estimated using values from DfT's WebTAG.

E2. Proposed monitoring

Building on the existing monitoring, the effect of the proposal will be monitored and reviewed through:

- Route by route bus patronage data, as agreed in VMA

- Bus network monitoring (delays, reliability), which is already undertaken on a regular basis
- Monthly meetings coordinated by Centro with all operators, Dudley MBC and Westfield
- Quarterly customer satisfaction surveys at bus stations
- WorkWise's established market research programme
- Marketing campaign evaluation through established methods, e.g. travel behaviour surveys, focus groups, website traffic and social media analytics

Section F. Delivery and Costs

F1. Package Costs

		2012-13	2013-14
Proposal Element 1	£3,000k		
Bus Station	Revenue		
	Capital	£600k	£900k
	Local Contribution		£1,500k
Proposal Element 2	£2,280k		
Highway Priority	Revenue	£480k	
	Capital	£900k	£600k
	Local Contribution		£300k
Proposal Element 3	£1,000k		
Shelter / RTI	Revenue		
	Capital		
	Local Contribution	£500k	£500k
Proposal Element 4	£700k		
Smartcard	Revenue	£500k	£200k
	Capital		
	Local Contribution		
Proposal Element 5	£200k		
WorkWise	Revenue	£100	£100
	Capital		
	Local Contribution		
Proposal Element 6	£500k		
Marketing	Revenue	£200k	£300k
	Capital		
	Local		

	Contribution		
Proposal Element 7	£2,320		
New Buses	Revenue	£120k	
	Capital		
	Local Contribution	£2,200k	
Grand Total funding sought	Revenue	£1,400k	£600k
	Capital	£1,500k	£1,500k
Grand Total including local contribution	Revenue	£1,400k	£600k
	Capital	£4,200k	£3,800k

F2. Timetable for Delivery and Risks

	Planned delivery date	Risks
Proposal Element 1 Bus Station	Year 2	Tight delivery timescale mitigated through formalised partnership arrangements as outlined in B2 Planning permission mitigated by existing regular liaison with planning authority and discussion with DMBC as part of this bid
Proposal Element 2 Highway Priority	Year 1 - 60% Year 2 - 40%	TRO required for bus lanes mitigated by support for proposal from Dudley MBC and Westfield Loss of patronage during construction mitigated by phased programme of works
Proposal Element 3 Shelter / RTI	Year 1 - 50% Year 2 - 50%	Ensuring suppliers have capacity for delivery mitigated by advance liaison with Centro
Proposal Element 4 Smartcard	Year 1	Technical risks of maintaining day to day operation while upgrading mitigated by a comprehensive testing programme in conjunction with suppliers prior to roll out
Proposal Element 4 WorkWise	Year 1 - 50% Year 2 - 50%	None foreseen
Proposal Element 6 Marketing	Year 1 - 40% Year 2 - 60%	None foreseen
Proposal Element 7 New Buses	Year 1	Commitment of operators to deliver mitigated by close partnership working as evidenced by attached letters of support and VMA

F3. Management Arrangements

A Delivery Board coordinated by Centro will be established to ensure the effective management of the delivery of the proposal. The arrangements for delivery will be:

- Westfield to deliver capital elements through agreement with Dudley MBC and Centro
- Centro to deliver strategic corridor measures, smartcards, marketing and Workwise support
- Bus operators to deliver new buses

F4. Financial sustainability

It is proposed that the highway elements will be maintained by Dudley MBC and that the bus station will, as at present be maintained by Westfield. Bus shelters and other infrastructure delivered by Centro would be maintained from their budgets.

F5. Financial Impact on Bus Operators

As identified in A5 operators will provide a contribution of £2.2m through investment in new buses. They will be positively impacted financially through:

- Increased passenger revenue stemming from improved services (reliability, journey time savings and new buses) and from marketing and WorkWise (estimated to be over £700k following the full delivery of the proposal)
- More effective use of resources due to improved reliability
- Mitigating risk of extra cost being added to services (additional buses and drivers) as network congestion grows in the future
- More viable services reducing demand for tendered networks

F6. Additionality

We confirm that no BBA support is being sought for subsidised services.

Section G. Fit with the Local Sustainable Transport Fund

G1. Fit with other bids, including the Local Sustainable Transport Fund and Green Bus Fund

The BBA bid is complementary to and not dependent upon the West Midlands LSTF bid. The West Midlands £54.0M (£19.0M from local contributions) 'Smart Network, Smarter Choices' proposal harnesses three key elements; infrastructure improvements (including highway, public transport and walking/cycling), smarter choices (focused on community, skills/education, and workplace travel planning – plus 'safer travel'), and technology showcase (such as Automatic Vehicle Location or AVL technology and smartcard enhancements) supported by an extensive communications plan and building on Centro's Transforming Bus Travel strategy.

The southern end of LSTF 'Corridor 404' (Walsall to Brierley Hill/Merry Hill) reaches Merry Hill Bus Station, complementing the BBA scheme with an enhanced bus link from the area to the strategic centres of West Bromwich and Walsall. Specific measures proposed (including MOVA at key junctions, new stops/shelters and RTI) will reduce congestion on the link and improve the punctuality of the very frequent 404 service. Supported by the wider roll-out of AVL and smartcard enhancements, plus a smarter choices package focused on travel to work, a £6M investment on Corridor 404 should deliver over 400 new jobs (mainly around Brierley Hill) and boost bus use on the route by 5%.

Included in the LSTF proposals are costings to provide WorkWise support for people living in wards along the Dudley corridors, which should this BBA bid be successful, are included in these proposals (valued at £74k).

There are synergies between BBA bid and the West Midlands LSTF bid which included £650k for a pedestrian crossing and junction on the Pedmore Road designed to lead into a future bus only link. This element of the LSTF bid has now been included in the BBA bid to enable the bus only link to operate. Therefore if this BBA bid is successful the LSTF bid can be reduced by £650k or permission will be sought to redeploy this expenditure. It is also worthy of note that Dudley MBC was recently awarded £362k of LSTF funding to support walking and cycling and that the BBA proposals will further complement these improved walking and cycling facilities.

In addition the Dudley LSTF project will deliver a range of travel planning support to communities, employers and schools in the Brierley Hill area to encourage smarter travel choices - our Bus Marketing and Workwise proposals will complement and add value to this project.