

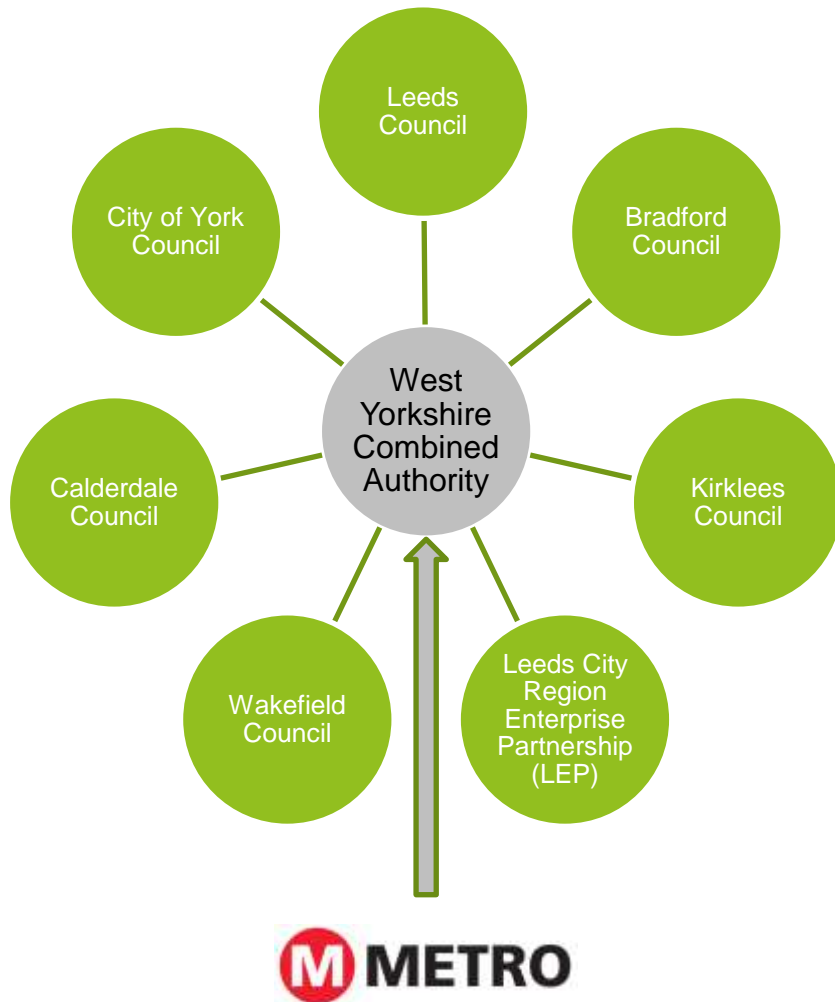


WYTPN

ACT TravelWise Presentation

Joanna Chew
May 2016

Who we are...



- Newly formed in April 2014, WYCA brings together key decision-making powers into a single body to be the driving force for economic growth
- Responsible for a £1billion-plus Growth Deal to support growing businesses, develop a skilled and prosperous workforce, improve energy efficiency and create the housing and transport infrastructure for growth.
- 26 transformational transport investments that will support and maximise economic and employment growth over the next 10 years
- New and refurbished rail & bus stations, P&R schemes, Wakefield Relief Road, extension to reduced fares for under 19s, smartcard ticketing...

Where we are...



- WYCA covers the Leeds City Region
- Metro = transport in West Yorkshire
- WY Population: 2.2 million residents, ethnically diverse
- WY Area: 1,098/km²
- WY Cities: Leeds, Bradford, Huddersfield, Halifax, Wakefield
- Economy: £102.7m Total GVA (Traditional & new industries)
- WY Weather: Avg High 12°F, Avg Low 5°F. Lots of rain!
- Merits: Beautiful countryside, nice people!



What we do...



- **Concessionary Travel**

- Concessionary fares schemes (£50m pa) providing reduced cost travel for seniors, blind, disabled and young people

- **Multi-operator tickets**

- £30m+ multi-operator smartcards & tickets on behalf of the bus operators

- **Passenger Information**

- MetroLine call centre, the Metro websites and the yournextbus real-time service.

- **Tendered Services**

- 10% of WY bus journeys that are not commercially viable & 500K AccessBus journeys pa for disabled passengers

- **Facilities and assets**

- Most of West Yorkshire's bus stations and maintain the county's 14,000 stops, shelters and timetable displays

How we do it...



- The West Yorkshire Combined Authority works to develop an integrated sustainable transport network. We promote all travel modes:
 - **Walking**
 - **Cycling**
 - **Public Transport**
 - **Car sharing & Car Clubs**
- We focus on various customer segments based on characteristics, behaviours, location and interest, but...
- Our key focus is **BUSINESSES** and their **EMPLOYEES**

How do we work with businesses...



- Set up the [West Yorkshire Travel Plan Network in 2004](#) to work with businesses in the region
- Membership is **230 organisations** covering 235,000 employees (23% of WY's workforce)
- Members include organisations from the **public & private sector**, health trusts, colleges and universities.
- Our team promotes & administers the discounted **Corporate MCard** scheme
- Various **campaigns** – to promote sustainable travel (car sharing, walking, cycling, bus & train)
- Work with 23 **JobCentre Plus** offices, jobseeker, apprentice & NEETS back into employment through provision of travel tickets, reconditioned bikes... to attend interviews, courses and ease the transition from benefits to first month's salary



What's the WYTPN offer?



- **Travel Planning Support**

- Site assessment, surveys, Travel Action Plans, Modeshift Travel Planning Tool
- Travel information leaflets, E-newsletter & Website Information
- Relocation Support

- **Enterprise Car Club**

- 26 car-hire locations in WY
- £1 joining fee for Annual MCard holders with 20 hours free driving time

- **Car Sharing**

- Liftshare partnership



What's the WYTPN offer?



- **Public Transport Tickets**

- Corporate Annual MCard scheme with salary deduction up to 15% discount
- Commuter Club
- Business Travel Pass
- Taster Campaign Tickets



- **Cycling – working with City Connect**

- Training
- Grants
- Bike Accreditation



- **Walking – working with Living Streets**

- Advice, links to apps & useful websites

Bradford College Case Study



- Bradford College Rebuild
- Staff, Contractors, Students, Visitors
 - Free bus & train tickets to trial PT
 - Cycle Hub, cycle training, cycle storage
 - Staff car-sharing & car park management
 - Promotional Campaign using Hoardings
 - Promoting various Passes & Tickets



Public Transport



- **Annual MCard**

- Corporate Scheme – Salary deduction with up to 15% discount, Commuter Club – Direct Debit & Business Travel Pass

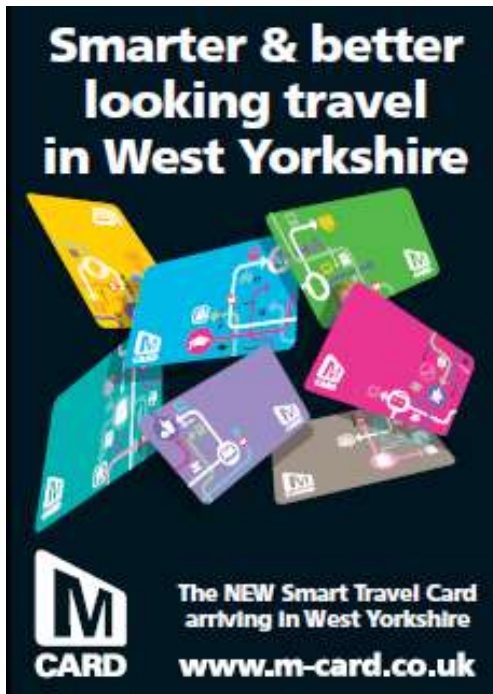
- **Pink MCard**

- DaySavers – Bus only, £6 – 1, £5.50 – 3 or 5, £5.00 – 10, Weekly & Monthly Bus and Bus & Train

- **16-25 / Students**

- Weekly, monthly or termly Bus & Train

- Pay as you Go – travelcash, bus only not capped yet



Campaigns



DON'T DRIVE DECEMBER
www.dont-drive-december.co.uk

FREE TRAVEL
Scan Here to
APPLY NOW

PLEASE TAKE ONE

Apply for free bus and train travel at www.wy.gov.uk

Apply for free bus and train travel at www.wy.gov.uk

WEST YORKSHIRE COMBINED AUTHORITY METRO



Joe can't get over how much he's saved on travel with his Annual MCard.

Legendary savings

Get your work and play after the December Express Annual MCard scheme today.
For more details contact the TFM team tfm@wy.gov.uk or go.gov.uk

WEST YORKSHIRE COMBINED AUTHORITY METRO

- Public Transport Campaigns
 - Don't Drive December
 - Annual MCard
- go:cycling Ride for Rewards
- go:walking e-newsletter campaign
- Car sharing
- Car Clubs



Share a journey today.

LIFE'S MORE FUN WHEN YOU SHARE

Sign up at:
go.carshareliftshare.com

part of the liftshare network



Unlock City Car Club with MCard

Hourly car and van rental just around the corner

Join now for only **£1**

Quote MCARD! when applying online

cityclub.co.uk



go:walking

WALK THIS WAY

REGISTER HERE

REGISTER

WEST YORKSHIRE COMBINED AUTHORITY



go:cycling for Rewards

Log your bike journeys

WEST YORKSHIRE COMBINED AUTHORITY go:cycling



go:cycling for Rewards

Cycle to work, go for a ride with the family or for a coffee or beer with friends and log your miles this September at go:cycling.com/rewards

Log and check your distances cycled, calories burned and CO₂ and money saved with our new smartphone 'Stravel' app!

Redeem your bike miles for a chance to win fantastic rewards! Visit go:cycling.com/rewards for more information.

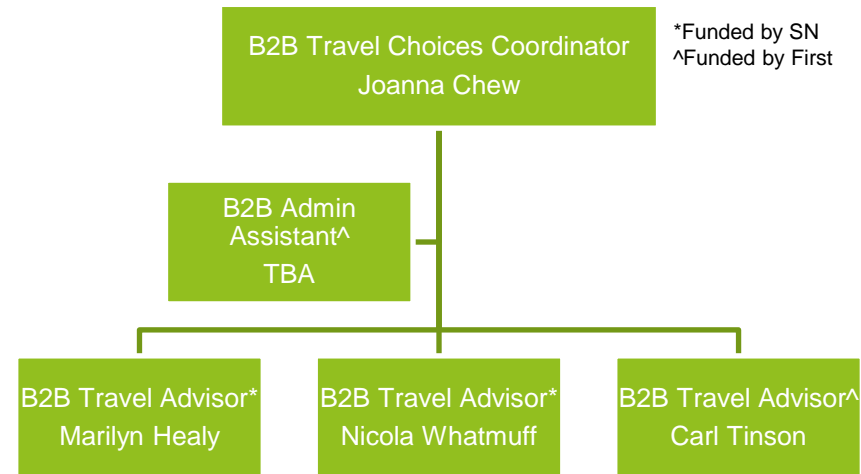
WEST YORKSHIRE COMBINED AUTHORITY go:cycling

What's next for WYTPN?



- **Interreg Share North Project**

- 2-year fund to support Shared Mobility in West Yorkshire
- Our aims are to:
 - increase membership to the TPN
 - deliver a sustainable travel programme to businesses across West Yorkshire
 - Create 10 bespoke Shared Travel Plans at business and retail parks
 - Share our progress nationally and across the Share North partnership.



Leeds Trinity & Thorpe Park Plan



- Large sites with many independent businesses
 - 4,000 employees at Leeds Trinity
 - 3,500 employees at Thorpe Park
- Sites have TPN Coordinators & Travel Plan Consultants
- Promotion of all sustainable travel modes
- Commuter Club
 - Direct debit scheme for individuals
 - £100 off Annual ticket as introductory offer

Get your Annual MCard

Travel for a year
Spread the cost over 11 months

Apply now

£50 off your Annual MCard for the first 200 people who apply*

M CARD

Dear Employee

Apply now

Visit: www.commuterclub.co.uk/mcard

Apply now

Thank you for listening.