West Midlands Bus Alliance Board

Terms of Reference version 5.1

4th December 2018

1. Purpose of West Midlands Bus Alliance Board

In September 2015 the then West Midlands Integrated Transport Authority (WMITA) requested that the monitoring of the delivery of the newly created West Midlands Bus Alliance would be undertaken by the West Midlands Bus Alliance Board and the Transport Delivery Committee.

The Bus Alliance Board is responsible for creating the environment in which the West Midlands Combined Authority (the successor to the WMITA) bus policy objectives can be delivered. The board will oversee the implementation of those objectives between 2016 and 2020 by bringing together the people with key roles to play in developing and delivering the way bus services are provided across the West Midlands. The board will be responsible for ensuring that the WMCA Bus Policy and associated objectives are delivered through strengthened partnership commitments and working between the key stakeholders. This includes working with the Local Enterprise Partnerships (LEP), Transport Delivery Committee, constituent and non-constituent District Authorities, transport providers and West Midlands Combined Authority representatives.

The Bus Alliance Board will provide the governance and leadership to continue the improvement of bus based public transport in the West Midlands. The Bus Alliance Board will also set the direction and activities that will be undertaken by stakeholder groups and supporting committees to continue to deliver quality, customer satisfaction and network improvements across the West Midlands.

Members of the Bus Alliance Board will oversee, monitor, provide resources, commit to the aims of the group and adhere to the terms of reference as follows:

- Set objectives for the delivery of the initiative.
- Develop and own the overall programme, stakeholder relationships and Key Performance Indicators.
- Ensure that there are gateway-based assurance processes to manage progress.
- Decide processes for receiving updates, reports and key performance indicators.
- Identify and commission additional supporting work and sub-groups as necessary.

2. Objectives of Bus Alliance Board

The Bus Alliance Board have the following overarching objectives to continuously improve bus services, which all directly reflect the WMCA's Bus Policy for the region:

- Tackle congestion, make bus journeys quicker, halting the deterioration in bus journey times.
- Improve bus emissions standards
- Make bus travel more attractive for young people
- Make bus journeys better value
- Make it easier to buy a ticket
- Make it easier to catch the bus
- Shape the bus network to deliver economic growth
- Make it more safe and secure and pleasant to travel by bus.

3. Key Deliverables and Outcomes

In addition to supporting the bus policy objectives, the Bus Alliance Board adopted 50 key deliverables on 5th October 2017. These deliverables are not exhaustive and will remain alive to changes in customer experience and expectations.

An open data approach will be adopted for all non-commercially sensitive data. The Bus Alliance Board will use the resources available to it to develop the themes and objectives into a prioritised work programme.

4. Responsibilities of Bus Alliance Board Members

To attend all Bus Alliance Board meetings. Each member will commit a practical level of resource to the Bus Alliance delivery programme to enable it to address the following topics, appropriate to the area they represent:

• Champion bus-based public transport across the region, within their organisation and via the reporting to and from the governance they represent.
• Provide support and delegated authority collaboratively to secure successful delivery for the Bus Alliance Board's aims, objectives and deliverables.
• Provide input, recommendations and agreement to the joint decision making process to meet the Alliance objectives.
• Review and agree the Programme Delivery Board work structure, annual delivery programme, achievements and KPIs performance.
• Approval of KPIs and new deliverables when relevant, to further progress the Bus Alliance objectives and achievements.
• Understand and manage the impact of change and the associated reporting process.
• Resolve any dependency issues/conflicts amongst partners and or work programmes.
• Ensure resources are made available for planning and delivery purposes.
• To validate and critique the financial implications and business case of any work programmes.

5. Sub groups and reporting for Bus Alliance Board

A number of groups as outlined below will provide reporting and support to and from the Bus Alliance Board. The Bus Alliance Delivery Programme Board will report on the progress of the key deliverables and themes to the Bus Alliance Board.

a) Transport Delivery Committee
b) Strategic Transport Officers Group (STOG)
c) Bus Alliance Delivery Programme Board
d) West Midland Bus Operators Panel
e) Bus Alliance Area Partnerships
f) The West Midlands Traffic Managers Group
g) West Midlands Transport Infrastructure Resilience and Response – Tactical Group
h) Safer Travel Partnership
i) Rail Stations Alliance
j) Bus Patronage Task & Finish Group

6. Membership

Organisation	Name	Role	Sub Group Responsibility for reporting up to and from to the Bus Alliance Board
WMCA	Andy Street	Mayor	-
Wolverhampton City Council	Cllr Roger Lawrence	Lead Portfolio Holder - Transport	-
Birmingham City Council	Cllr Kath Hartley	Chair Lead Members Putting Passengers First	Transport Delivery Committee
Bus Operator – National Express	David Bradford	Managing Director of UK Bus for National Express	-
Bus Operator – Claribels Coaches	Steve Minor	Bus Services Manager for Claribels	West Midlands Bus Operators Panel
Bus Operator – Diamond Bus	Bob Baker	Director, Diamond Bus	West Midlands Bus Operators Panel
Accessible Transport Operator – ATG	David Bermingham	Chief Executive of Accessible Transport Group	-
Safer Travel Police Team	Gareth Mason	Chief Inspector, West Midlands Police – Safer Travel	-
WMCA	Laura Shoaf	Managing Director Transport for West Midlands	Strategic Transport Officers Group (STOG)
Traffic Manager from a local Highway Authority	Paul Leighton	Chair of the West Midlands Traffic Managers Group	The West Midlands Traffic Managers Group
Transport Policy Manager from a local Highway Authority	Stuart Everton	Black Country Director of Transport	Strategic Transport Officers Group (STOG)
WMCA	Anne Shaw	Director of Network Resilience, TfWM	West Midlands Transport Infrastructure Resilience and Response – Tactical Group
WMCA	Pete Bond	Director of Integrated Network Services, TfWM	Bus Alliance Programme Delivery Board
Confederation of passenger Transport	Lynda Waltho	Director, Central Region Confederation of Passenger Transport	-
Transport Focus	Linda McCord	Passenger Manager	-
Department for Transport	Steve Blackmore	Local Partnerships	
Secretariat	Stephen Holloway	Bus Partnerships Coordinator, TfWM	-

All board members will be expected to attend all meetings, with the exception of the Mayor and the WMCA Portfolio Holder for Transport who are able to nominate a named and appropriate representative to the Board. If unable to attend a meeting, any written updates must be provided for circulation with the meeting papers.

7. Frequency of Meetings

It is expected that the West Midland Bus Alliance Board will meet quarterly with a board meeting being held during the months of February, May, September and November each year.

8. Rules of Participation

The Bus Alliance Board will approve the work programme, technical themes and be responsible for delivering agreed actions. Participants should endeavour to provide resources to assist in the work and deliverables.

As a member of the Bus Alliance Board, identified in these Terms of Reference, each member will be expected to act with the best interests of the Bus Alliance partnership, and abide by confidentiality and disclosure provisions. Bus Alliance Board member and observers who breach the rules of the confidentiality and disclosure provisions under any information sharing level may have their membership ceased.

9. Governance and Assurance

The Bus Alliance Board will report back to respective organisations including Transport Delivery Committee and report to the WMCA on a six monthly basis as specified in the minutes of the WMCA on 16th September 2015.

The Chairperson of the board shall be elected on an annual basis by the board members. Any existing Chairperson shall be eligible for re-election each year without the need for any form of post rotate around the board members.

It is intended that all decisions will be taken by consensus. In the event that consensus cannot be reached, business shall be determined by a majority of those members present and voting at the meeting, subject to a minimum of seven members voting in favour of any proposal so as to ensure that decisions taken have met with the support of a majority of the membership.

These terms of reference will be reviewed once a year to ensure that these remain current and that the membership is appropriate. Membership of the Board will be reviewed at least on an annual basis.

Version 5.1 – 4th December 2018