

1. Manchester Metroshuttle

- 1.1 The Manchester Metroshuttle services 1, 2 and 3 are operated by First Manchester through a contract with Transport for Greater Manchester (TfGM). The services are operated with three electric and seventeen low carbon diesel-electric hybrid vehicles, provided by TfGM with the assistance of Department for Transport (DfT) green bus funding.

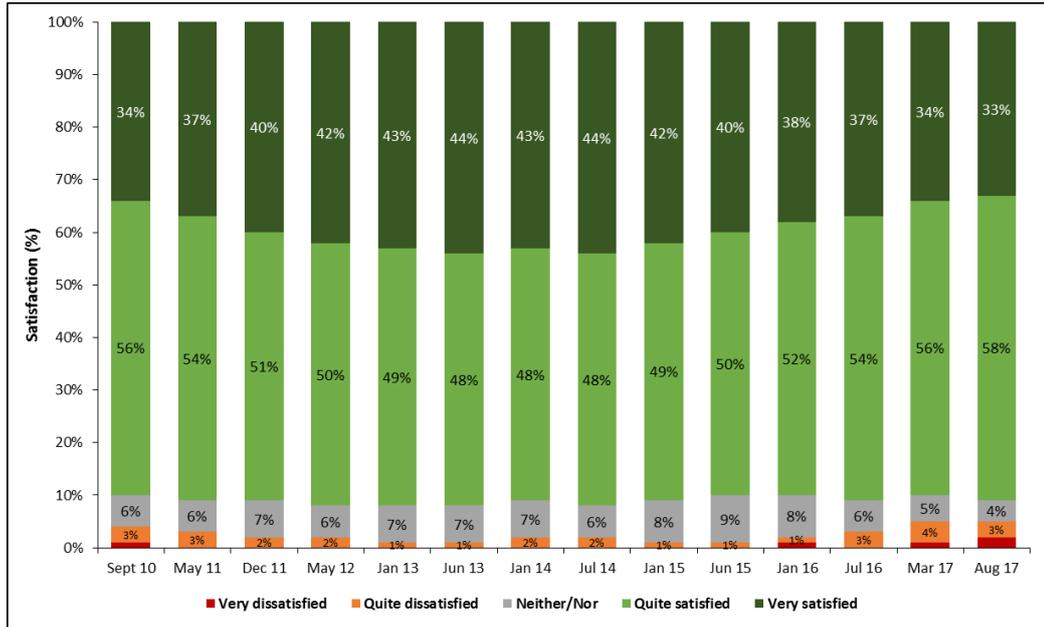
Manchester Metroshuttle Service Contract

- 1.2 Requirements are included in the contract that place greater emphasis on service quality and provision. These additional measures include;
- Ensuring only drivers with the right skills and attitude are selected and provided with appropriate customer service training;
 - Improved levels of supervision and more robust measures to remedy any issues that may arise, particularly during times of peak demand; and
 - Introduction of targets and standards for customer satisfaction; with a minimum initial target for users of at least 85% satisfaction, working towards 90% over the first two years of the contract.

Customer Satisfaction Survey (Aug 17)

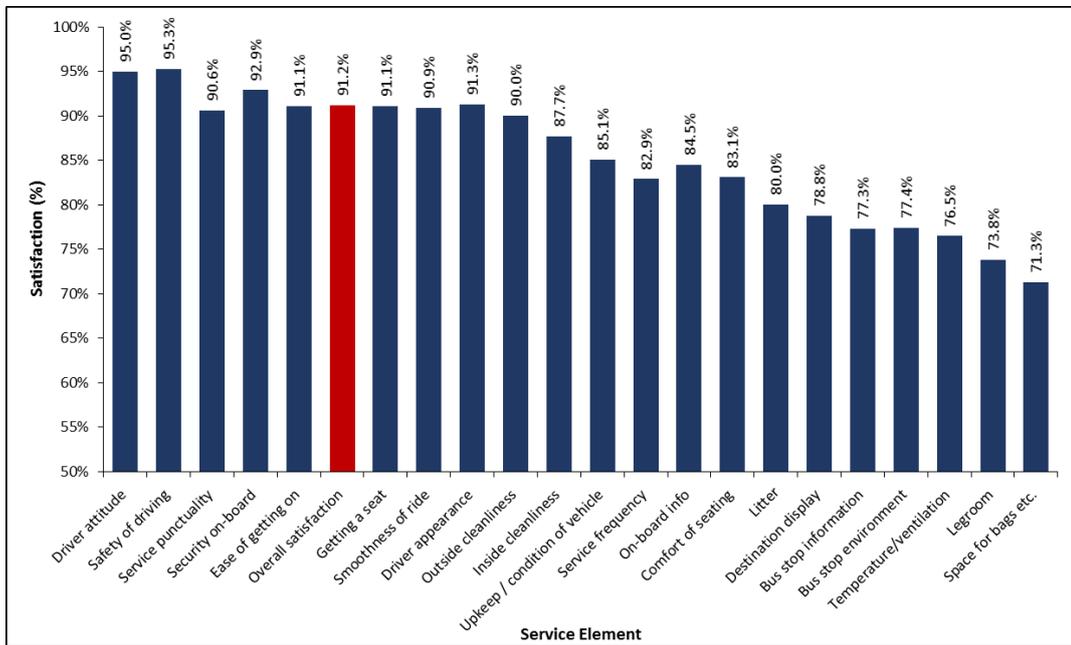
- 1.3 On behalf of First Manchester, Illuma Research undertake a twice yearly satisfaction survey of the Manchester Metroshuttle service. A total of 1,200 interviews were undertaken (400 interviews on each service) during Aug 17.
- 1.4 Overall satisfaction of the services was 91.2% (Aug 17) which remained relatively stable in comparison to previous survey results (Figure 1). The latest study indicated that 33% of customers were 'very satisfied' with the Metroshuttle service which was comparable with Mar 17. Only 5% of customers rated themselves as 'dissatisfied' with the service.

Figure 1: Customer Satisfaction



1.5 Figure 2 provides an overview of the satisfaction level of each service element.

Figure 2: Customer Satisfaction by Attribute (Aug 17)



1.6 Attributes showing the highest levels of satisfaction (Aug 17) were:-

- Safety of driving 95.3%
- Driver attitude 95.0%
- Security on-board 92.9%

1.7 Attributes showing lowest levels of satisfaction (Aug 17) were: -

- Temperature / ventilation 76.5%
- Legroom 73.8%
- Space for bags, buggies etc. 71.3%

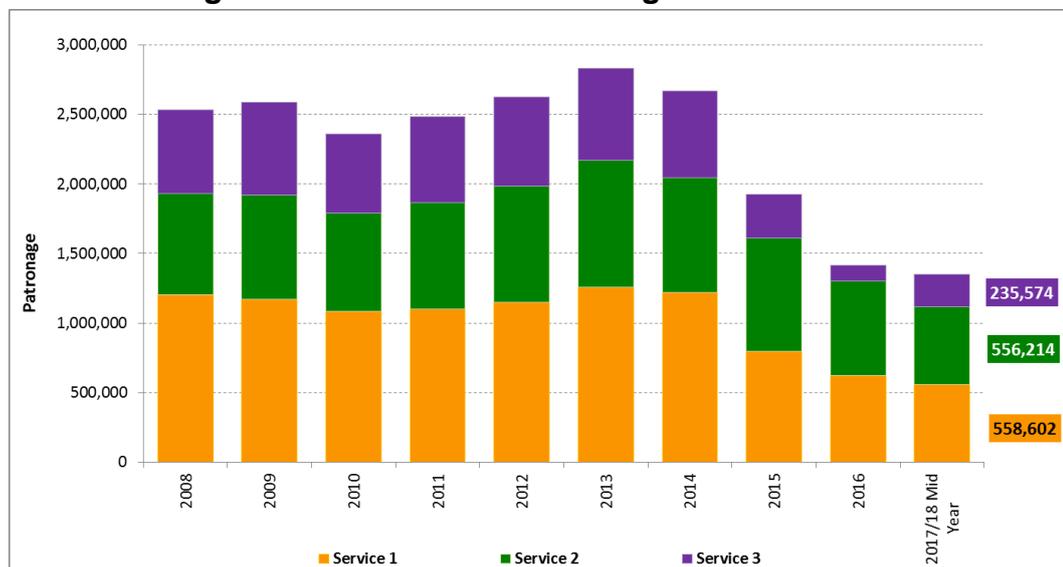
1.8 Most attributes (18 out of 22) had shown a slight improvement in this survey wave, following a sharp drop between Jul 16 and Mar 17. Since Sept 10, 18 of the 22 attributes had improved and only four had declined. The biggest decline was related with the upkeep & condition of the vehicles. The most improved areas since 2010 were: -

- Temperature / ventilation +6.1%
- On-board information +5.6%
- Destination display +5.2%
- Driver appearance +3.1%
- Service punctuality +2.9%
- Comfort of seating +2.7%

Patronage

1.9 The ten year trend in Metroshuttle patronage is presented in Figure 3. Overall Metroshuttle patronage for the 2017/18 Mid-Year (Aug 16 – Jul 17) period was 1,350,390; representing a reduction of 4.8% from 2016 figure (1,418,313) and continuing the declining trend in passenger numbers experienced since the 2013 peak, although less pronounced than in previous years. It is worth noting that the overall passengers per journey had increased from 17.0 (2016) to 19.0 (2017/18 Mid-Year).

Figure 3: Metroshuttle Patronage Trend



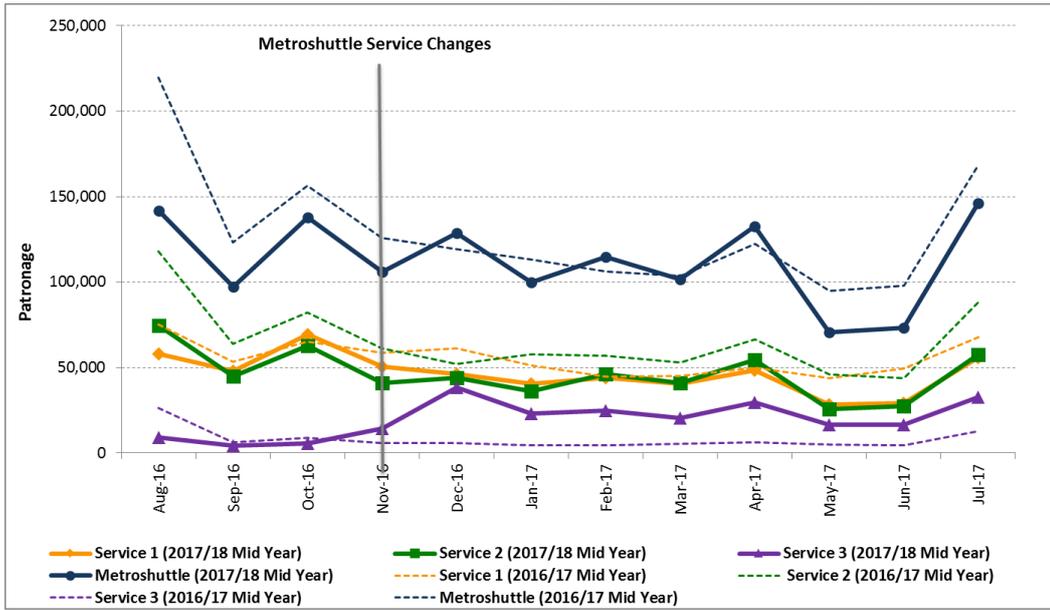
- 1.10 At the service level, there had been a decline in patronage on both the Service 1 and Service 2 (Figure 5). However, it was particularly pronounced on the latter service which had experienced an 18.2% (123,513) decline in usage between the 2016 and 2017/18 Mid-Year periods. In case of Service 3, patronage had increased from 115,036 (2016) to 235,574 (2017/18 Mid-Year) with an average passenger loading of 14.2. The completion of the major transformation works within the Regional Centre, such as the Second City Crossing and Bus Priority Package, and the route revisions in Nov 16 have facilitated the marked increase in patronage levels.
- 1.11 The Metroshuttle service changes implemented in Nov 16 re-modelled the network, enhancing the attractiveness of Service 3 by re-routing it to serve a number of key trip attractors/generators in the regional centre. This has not only resulted in the generation of new demand, but also a degree of extraction from Services 1 and 2. Prior to the service changes, Service 3's monthly average patronage was 6,156 (Nov 15 – Oct 16) compared to 19,631 (2017/18 Mid Year).

Figure 4: Metroshuttle Patronage by Service

Period	Measure	Service 1	Service 2	Service 3	Metroshuttle
2017/18 Mid-Year	No. Passengers	558,602	556,214	235,574	1,350,390
	Passengers Per Journey	22.8	18.9	14.2	19.0
2017/18 Mid-Year Vs 2016	% Change in Passengers	-10.4%	-18.2%	104.8%	-4.8%

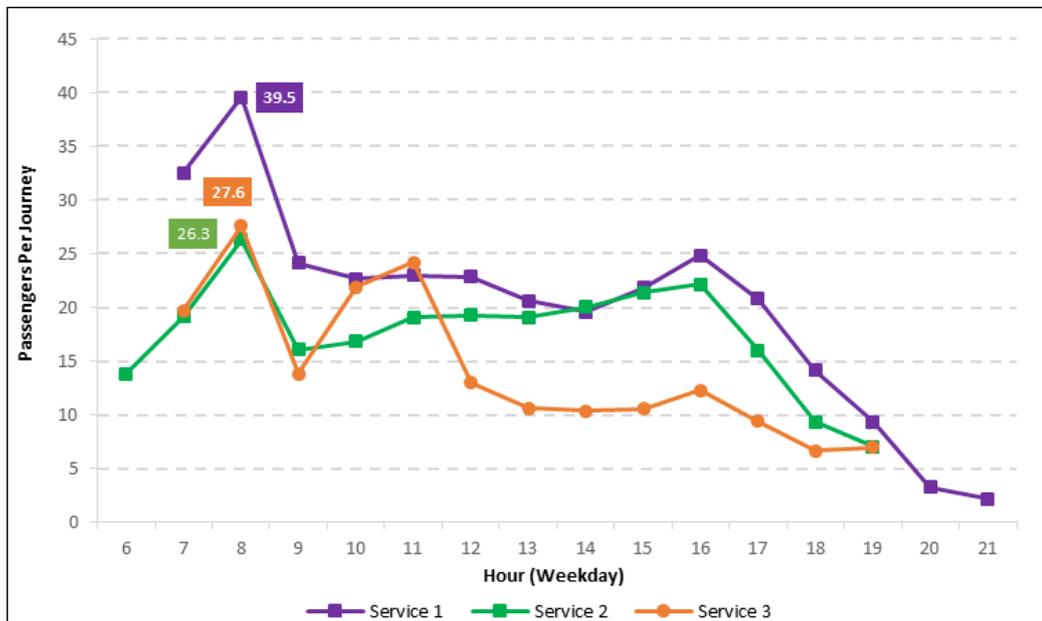
- 1.12 The monthly patronage profile for the 2017/18 Mid-Year period is presented in Figure 5 along with a comparison with the equivalent 2016/17 Mid-Year figures. The overall service patronage, on a monthly basis, had declined from its previous level with the exception of Dec 16, Feb 17 and Apr 17 where Service 3 passenger growth had contributed to a higher overall level of patronage.

Figure 5: Metroshuttle Patronage (2017/18 Mid-Year)



1.13 Patronage on service 3 peaked in Dec 16 (38,166), compared to Oct 16 for Service 1 and Aug 16 for Service 2. Service 1 carried on average the highest number of passengers per journey of 22.8. The weekday average patronage per journey profile (2017/18 Mid-Year) by each service is provided in Figure 6. Peak loadings occurred during the 08-09:00hrs period.

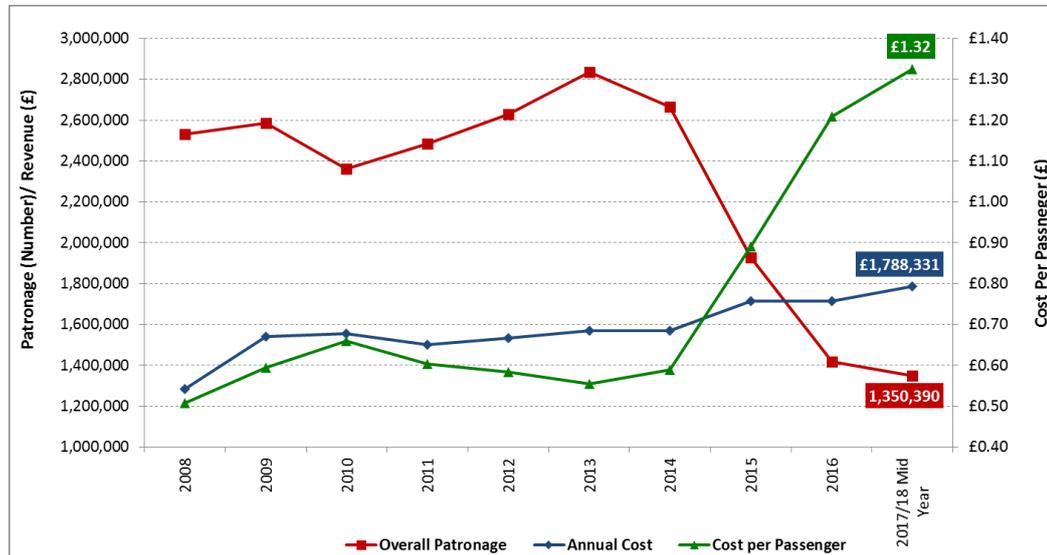
Figure 6: Weekday Patronage per Journey Profile (2017/18 Mid-Year)



1.14 The annualised contract cost for the Metroshuttle services for the 2017/18 Mid-Year period was £1.788 million. The marked decline in patronage between 2015 and 2017/18 Mid-Year had resulted in the cost per passenger increasing from £0.89 (2015) to £1.32 (2017/18 Mid-Year)

as outlined in Figure 7. This represented the highest cost per passenger since the inception of the Metroshuttle contract and reiterated the upward trend in this KPI in recent years. Pre 2015, the cost per passenger averaged at £0.60.

Figure 7: Cost per Passenger



Operational Performance

- 1.15 TfGM monitors the performance of the three Metroshuttle services as part of the Punctuality & Reliability Monitoring System (PRMS). The Manchester Metroshuttle observations are undertaken at Shudehill Interchange and Piccadilly Rail Station, where services are sampled during specific time bands throughout the day.
- 1.16 The Manchester Metroshuttle services are operated as 'frequent services'. The DfT definition of a frequent service is a service that does not operate to a scheduled timetable, however the operator is expected to provide a minimum of six buses an hour.
- 1.17 TfGM utilises a service regularity performance measure to monitor frequent services where no timetable is provided and customers are looking for their service to have even intervals between buses. The regularity performance indicator measures buses whose gaps exceed twice the working headway. Consequently the service regularity indicator encapsulates both the reliability and punctuality aspect of a frequent service.
- 1.18 The operational performance of the Metroshuttle contract / service, determined through the in-house Punctuality & Reliability Monitoring System (PRMS), is outlined in Figure 8.

Figure 8: Service Performance (Regularity)

Service	2016/17 Q1 RAA	Change from 2016	Trend	Individual Quarters			
				Q2 2016/17	Q3 2016/17	Q4 2016/17	Q1 2017/18
1	97.1%	0.09%	Stable	97.5%	93.8%	98.4%	100.0%
2	99.0%	0.65%	Improving	98.9%	96.9%	100.0%	100.0%
3	98.3%	-0.51%	Declining	98.1%	98.7%	97.6%	100.0%
Overall	98.2%	0.25%	Improving	98.2%	96.7%	98.8%	100.0%

- 1.19 The overall service regularity performance for all three services was observed at 98.2% (2016/17 Q1) which had fractionally increased (0.25%) when compared with the performance level attained in 2016. Service 1 was the worst performing Manchester Metroshuttle service for the 2016/17 Q1 RAA period with an overall result of 97.1%, however it continued to operate above the Code of Conduct standard of 97%. A performance level of 99.0% was observed on Service 2; 0.65 percentage points higher than achieved in 2016 (98.3%). A decline in regularity performance was observed on Service 3's between 2016 (98.8%) and 2017/18 Q1 RAA (98.3%).
- 1.20 In terms of the individual four quarters which represent 2017/18 Q1 RAA, quarter 3 (Oct 16-Dec 16) demonstrated the worst performance of 96.7%, compared to quarter 4 (Jan 17 – Mar 18) with the highest result (98.4%). It is considered that the quarterly performance is seasonal and reflected across the general network.
- 1.21 Ongoing events in Manchester city centre continue to directly impact on the Manchester Metroshuttle services, often resulting in lengthy diversions or suspension of service. The most significant events in the City included:-
- Political marches;
 - Bupa Games;
 - Manchester Marathon;
 - Sky Ride;
 - Parklife;
 - Manchester Day;
 - St George's Day Parade;
 - Pride; and
 - Chinese New Year.

Customer Comments

- 1.22 TfGM received ten comments from customers about the Manchester Metroshuttle between Aug 16 and Jul 17 compared to ten in the same period in 2016 and 19 in 2015. Service 1 received the most comments (7) whilst Services 2 and 3 received two and one complaints/comments respectively. Overall, this equates to one complaint/comment for every 7,497 journeys undertaken on the Manchester Metroshuttle service.
- 1.23 In terms of the ten comments received, six related to quality of service provision in terms of services not stopping or failed, and attractiveness/comfort of the vehicle. The remaining complaints/comments were associated with staff performance (3) and accuracy/availability of information (1). As part of the contract, First Manchester implemented a specialised customer service training programme for the Metroshuttle drivers which has potentially contributed to the reduction in comments relating to staff performance over the last few years (2015 – 9; 2016 – 5). TfGM is in regular contact with First Manchester to ensure that positive action is taken by the operator with regards to both service performance standards and customer comments.

Vehicle Demonstrator

- 1.24 From September to November 2017, a full electric Volvo 7900 will be in service on Metroshuttle 2. The bus, the first of its kind in the UK, uses an alternative charging technology than the existing three electric vehicles. The bus will receive a rapid charge through a pantograph that has been temporarily installed at Shudehill Interchange, which is completed during the five minute layover.

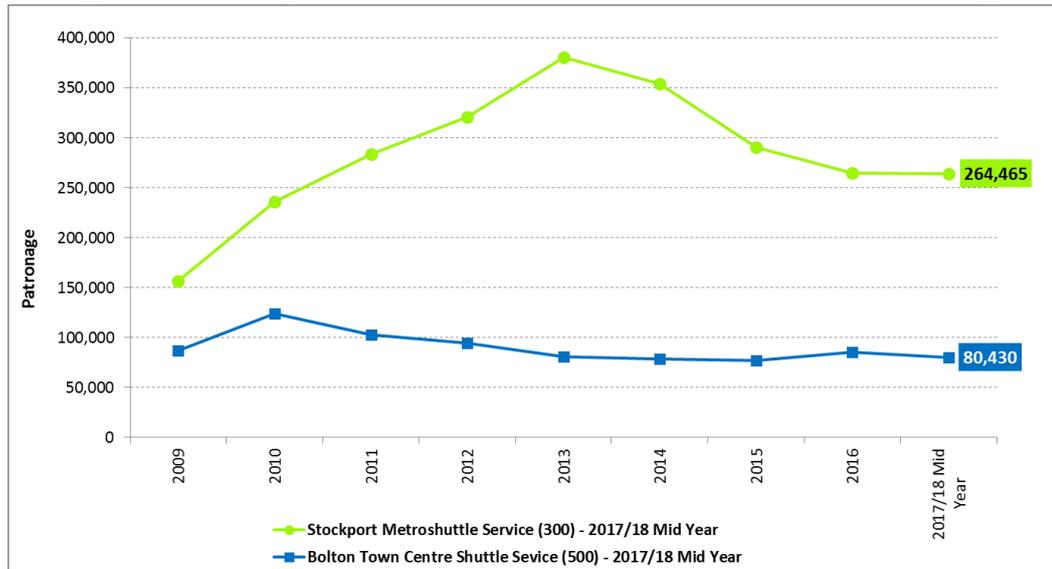
2. Bolton and Stockport Metroshuttle Services

- 2.1 The Stockport Metroshuttle (service 300) was launched in November 2008 and adopted the Metroshuttle brand in Aug 09. It is funded by Stockport Metropolitan Borough Council and TfGM and links Stockport Rail Station with the bus station, shops and leisure facilities in the town centre. The service operates a 12 minute frequency from 8am until 6pm, Mondays to Saturdays, and from 10:30 until 17:00 on Sundays. The service is operated by Manchester Community Transport, who were awarded the tender replacing Arriva in Jul 14, again operated with TfGM hybrid vehicles.
- 2.2 The Bolton Metroshuttle (service 500) was introduced in Nov 08. It is operated by Cumfybus, again using TfGM hybrid vehicles, through a contract with TfGM and supported by funding from Bolton Council and TfGM. This service links the bus station, rail interchange and Bolton town centre and, during the period covered by this report, operated a 12 minute frequency from 9:00 until 17:00, Mondays to Saturdays.

Patronage

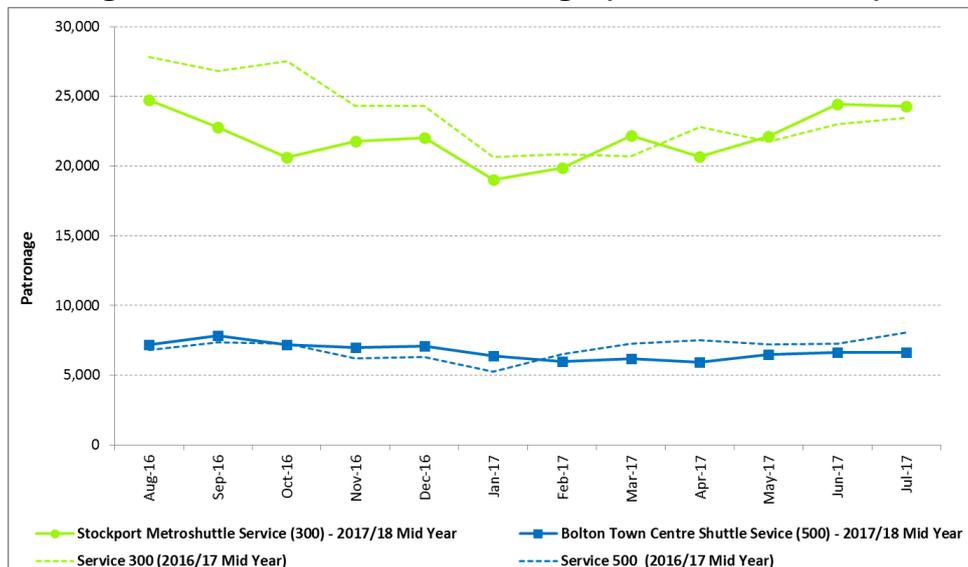
- 2.3 The recent trend in patronage, for both the Stockport and Bolton Metroshuttle is presented in Figure 9. In the case of the former, patronage for the 2017/18 Mid-Year period was 264,465; comparable with 2016 (265,120). In contrast, the Bolton Metroshuttle's patronage had decreased by 5.7% from 85,262 (2016) to 80,430 (2017/18 Mid-Year). Average patronage per journey was 16.6 and 6.4 for Stockport and Bolton Metroshuttles respectively.

Figure 9: Stockport and Bolton Metroshuttle Service Patronage



- 2.4 Figure 10 presents the 2017/18 Mid-Year monthly patronage profile for the two Metroshuttle services, compared to the equivalent monthly usage in 2016/17 Mid-Year. The patronage for the Stockport service in May, Jun and Jul 17 exceeded the level accrued in the previous year. For the equivalent Bolton service, monthly patronage in the current appraisal period was generally operating below the levels achieved during the 2016/17 Mid-Year period.

Figure 10: Metroshuttle Patronage (2017/18 Mid-Year)



- 2.5 On the basis of the ETM data submitted by the operators around 2.6% of Stockport Metroshuttle journeys operated during the current appraisal period were carrying no passengers, compared to a significantly higher proportion (11.5%) on the equivalent Bolton service.
- 2.6 TfGM officers are in regular dialogue with Stockport Metropolitan Borough Council regarding service quality and provision, patronage levels and the introduction of 'Next Stop' technology. In respect of highway infrastructure, bus stops on the Bolton Metroshuttle route are in the process of being branded to distinguish them from other stops within the town centre.
- 2.7 For the 2017/18 Mid-Year period, the cost per passenger for the Stockport Metroshuttle was £0.95, which is comparable with the 2016 figure (£0.94). However, the cost per passenger for the Bolton Metroshuttle has increased by 6.0% from £1.46 (2016) to £1.55 (2017/18 Mid-Year).
- 2.8 During summer 2017, both Stockport and Bolton Metroshuttle services will have had new leaflets produced and with a marketing campaign at key stops and bus stations promoting the services.

Operational Performance

- 2.9 Operational performance of the Bolton and Stockport Metroshuttle services is measured through the Punctuality and Reliability Monitoring System where each service is sampled during specific time bands throughout the day and over three days during a quarter. An overview of the performance during 2017/18 Q1 RAA period, compared to 2016 is provided in Figure 11.
- 2.10 Both services were performing above both the Greater Manchester network average and the Code of Conduct standards with regards to both start and mid-point punctuality, although performance had declined from the levels observed in 2016. The reliability of the Bolton Metroshuttle service had fallen to 97.0%, which equates to the minimum standard.

Figure 11: Operational Performance (2017/18 Q1 RAA)

Service	Start Point Punctuality		Mid-Point Punctuality		Reliability	
	2016/17 Q1 RAA	change from 2016	2016/17 Q1 RAA	change from 2016	2016/17 Q1 RAA	change from 2016
Bolton Metroshuttle	92.3%	-2.24%			97.0%	-1.33%
Stockport Metroshuttle			95.8%	-0.98%	99.4%	-0.41%

Customer Comments

- 2.11 During 2016/17 Mid-Year period, two customer comments were received regarding the Stockport Metroshuttle service and were related to staff and quality of service issues. This equated to one complaint/comment for every 7,969 journeys undertaken on the service. No customer comments were raised about the Bolton Metroshuttle service. TfGM continues to work in partnership with operators to identify areas of concern and ensure operators work towards addressing performance issues.

3. Recommendations

- 3.1 Members are requested to note the contents of this report.

Alison Chew

Interim Head of Bus Services

Metroshuttle Routes

