

GREATER MANCHESTER INTEGRATED TRANSPORT AUTHORITY**REPORT FOR INFORMATION****COMMITTEE: GMITA Bus Network and GMPTE Services Committee****DATE: 7th August 2009****SUBJECT: Overview of Bus Stations****REPORT OF: Interim Bus and Rail Director, GMPTE**

PURPOSE OF REPORT

1. To appraise Members of the staffing and operational arrangements in place at bus stations;
2. To advise of the introduction of a new performance monitoring regime on bus stations.

RECOMMENDATIONS

To note the contents of this report

BACKGROUND DOCUMENTS

None

CONTACT OFFICERS

Michael Renshaw	Telephone 0161 244 1026
	Email michael.renshaw@gmppte.gov.uk
Harry Worgan	Telephone 0161 244 1632
	Email harry.worgan@gmppte.gov.uk

1. Executive Summary

- 1.1. GMPTE owns and operates 20 bus stations throughout Greater Manchester and additionally operates the bus station at Manchester Airport on behalf of Manchester Airport plc and provides a staffing presence in Manchester City Centre, focused on Parker Street, Piccadilly.
- 1.2. There are over six million bus departures annually from GMPTE bus stations from which the Executive receives approximately £3 million in departure charges. GMPTE currently recovers a higher level of revenue from bus operators than any other PTE.
- 1.3. The annual footfall through bus stations (last measured in December 2006) is approximately 120 million people.
- 1.4. There are 15 Travelshops incorporated within the bus stations. The Travelshops provide a range of travel information and sold tickets to the value of £14 million in 2008/09, from which in the order of £750,000 in commission was generated.

2. Introduction and Background

- 2.1. The purpose of this document is to:-
 - appraise Members of the staffing and operational arrangements in place at bus stations;
 - advise of the introduction of a new performance monitoring regime on bus stations.

Categories of bus stations

- 2.2. Bus Stations are split into two categories, grades 1 and 2, depending on the facilities provided (Manchester Airport has its own category). Typically a grade 1 bus station would have a newsagent and public toilets.
- 2.3. Grade 1 stations are staffed from 0700 to 2300 Mondays to Saturdays (0600 to 2200 at Manchester Airport) and from 0700 to 1800 on Sundays (0600 to 2100 at the Airport).
- 2.4. Staffing levels at grade 2 facilities vary. Bolton Interchange, Eccles and Wythenshawe are staffed on a daily basis (except Sundays) with other grade 2 stations receiving a daily visit from a member of the mobile team.

Bus Station:	Grade:	Manager:
MIA	MIA	John Farrell 0161 929 7315
Altrincham Interchange**	1	John Farrell 0161 929 7315
Ashton**	1	Dave Mallett * 0161 343 7815
Bolton Moor Lane**	1	Barry Jeffries 01204 524561
Bury Interchange**	1	Tom Melbourne 0161 763 5826
Leigh**	1	Marie Whiteley 01942 606129
Oldham**	1	Karen Worgan* 0161 628 6684
Rochdale**	1	Stewart Connell 01706 640169
Stockport**	1	Paul Overend* 0161 429 9795
Wigan**	1	Marie Whiteley 01942 324425
Middleton**	1	Stewart Connell 01706 640169
Shudehill**	1	Paul Clough* 0161 819 9882
Bolton Interchange	2	Barry Jeffries 01204 524561
Chorlton	2	Warren Sumner 0161 819 9883
Eccles**	2	Paul Clough* 0161 819 9882
Farnworth	2	Barry Jeffries 01204 524561
Hyde**	2	Dave Mallett* 0161 343 7815
Radcliffe	2	Tom Melbourne 0161 763 5826
Southern Cemetery, Barlow Moor Road	2	Warren Sumner 0161 819 9883
Stalybridge	2	Dave Mallett* 0161 343 7815
Wythenshawe**	2	Paul Overend* 0161 929 7315

Piccadilly is classified as public highway (manager Warren Sumner 0161 819 9883).

* Denotes temporary Managers.

** Denotes bus station with Travelshop.

Bus Station Departures

- 2.5. A departure charge is levied for each bus station departure. The charge is related to the category of bus station and the size of vehicle.
- 2.6. Bus station categories are listed above. Vehicles with up to and including 28 seats are classed as mini-buses with larger vehicles classed as standard.
- 2.7. The current departure charge for a standard vehicle from a grade 1 bus station is 55p and 40p from a grade 2 station. For a mini-bus the rates are 26p and 20p respectively.
- 2.8. The current daily numbers of departures from bus stations are shown in the table below.

Bus station	Mon – Fri	Sat	Sun
Altrincham	655	551	269
Ashton	1405	1145	541
Bolton	1756	1606	589
Bolton I/C	319	238	75
Bury	1411	1266	530
Chorlton	269	219	102
Eccles	560	511	258
Farnworth	134	127	22
Hyde	671	570	250
Leigh	827	731	206
MIA	382	374	235
Middleton	1139	1055	394
Oldham	1598	1411	641
Rochdale	1149	1007	380
Radcliffe	498	430	173
Southern Cemetery	139	122	50
Shudehill	1066	958	448
Stalybridge	465	417	214
Stockport	1719	1439	577
Wythenshawe	870	776	448
Wigan	1446	1345	407
Total	18615	16400	6971

Footfall Figures

- 2.9. Approximately 120 million people a year use bus stations.
- 2.10. Footfall was last counted in December 2006. The average daily footfall (Monday to Friday) by bus station is shown in the table below.

Bus station	Daily passenger total
Altrincham	16,678
Ashton	54,145
Bolton	19,797
Bolton I/C	3,930
Bury	28,685
Eccles	5,630
Farnworth	4,918
Hyde	9,902
Leigh	21,192
Middleton	13,667
Oldham	19,755
Piccadilly	75,470
Rochdale	24,352
Radcliffe	2,537
Shudehill	20,907
Stalybridge	4,012
Stockport	15,400
Wythenshawe	10,042
Wigan	32,502
Total	383,521

Counts were not carried out at Chorlton, Manchester Airport and Southern Cemetery.

Public Toilets

- 2.11. There are public toilets on GMPTE bus stations at Wigan, Leigh, Bolton, Bury, Middleton, Oldham, Hyde, Stockport and Shudehill.
- 2.12. Additionally there are JC Decaux automated toilets at Altrincham, Ashton, Bolton and Leigh. These toilets are accessible 24 hours a day and provide the main facility at Altrincham and Ashton, and a supplementary facility at Leigh and Bolton.
- 2.13. The public toilets at Hyde, Middleton and Shudehill, GMPTE's three newest bus stations, are owned, operated and maintained by the Executive and a charge is made for their use.

- 2.14. At Wigan, Leigh, Bolton, Bury, Oldham and Stockport the toilets, although part of the bus station fabric, are operated and maintained by the relevant local authority.
- 2.15. At Wigan and Leigh, Wigan MBC provide a staff presence throughout opening hours, whilst at Bolton, Bury, Oldham and Stockport the relevant local authority provide daily cleaning, maintenance and open and close the facilities.
- 2.16. At Rochdale the toilet on Smith Street is a JCD toilet provided under contract to Rochdale MBC. GMPTE provide a public disabled toilet on Rochdale Bus Station

Staffing

- 2.17. GMPTE employs a total of 185 staff in its Bus Stations Operations Team.
- 2.18. There are 10 District Service Managers, one for each Local Authority District, who have day to day management responsibility for the management of the bus stations in their designated District.
- 2.19. All staff in the Bus Station Operations Team are directly employed by the Executive and carry out all functions on a bus station i.e. Supervision, Cleaning and Travelshop staffing. The exception is Shudehill where contract cleaners are utilised.

Income Steams

- 2.20. As well as departure charges GMPTE generates income on bus stations from sources such as tenants rents, free newspaper distribution, public telephones, public toilets (see section on public toilets), cash machines, photo booths, advertising and promotional stands.

Facilities for Bus Operators

- 2.21. On most bus stations GMPTE provides toilet facilities and a rest/mess area for bus operator staff. Additionally at some locations accommodation for bus operators inspectorate staff is provided. These are subject to separate license arrangements for which a fee is chargeable to the specific operator.

3. Monitoring performance

Bus Station Squire Monitoring

- 3.1. Until 2008 GMPTE used an internal inspection regime, known as Squire (Service Quality Incentive Regime) to monitor bus station performance.
- 3.2. The results of the performance monitoring were based on the quantitative rating of waiting and circulation areas, maintenance, security, information, Travelshop, accessibility and staff facilities.

The monitoring was carried out by GMPTE data collectors, and all bus stations were subjected to a bi-monthly inspection, the results of which were reported to Transport Network Committee.

- 3.3. The major downside to the regime was that it was based on asset monitoring and as such did not view bus stations from a wider passenger perspective.

Mystery Shopping of Bus Stations and Travelshops

- 3.4. To supplement Squire and to concentrate more specifically on customer service aspects, GMPTE (using an independent market research company) carried out two waves of Mystery Shopping, one in 2006 and the other in 2007.
- 3.5. All 16 staffed bus stations (15 with Travelshops) plus Piccadilly were visited by the mystery shoppers who were a group recruited from different demographic backgrounds.
- 3.6. The results were very positive with “Most customers stating that they would feel confident in using the bus stations they visited if they were real passengers. 60% stated they would be confident/very confident in using the bus station” (quote from Mystery Shopping Findings report).

Introduction of new Mystery Shopping Regime

- 3.7. Whilst both Squire and Mystery Shopping produced excellent results it was felt that to understand how bus stations were performing from a customers’ perspective it would be necessary to combine the two regimes.
- 3.8. A scoping study is currently being carried out to review what passenger expectations are when using a GMPTE bus station or Travelshop.
- 3.9. The study will assist the development of an agreed set of customer service and infrastructure standards that reflect passenger expectations and will allow performance to be measured against the standards.
- 3.10. The study will be completed by October 2009 will the resultant Mystery Shopping exercise being carried out during the current financial year.

4. Recommendations

- 4.1. The Board is recommended to:
 - (i) note the contents of this report;
 - (ii) agree to receive further reports when the performance monitoring regime is in place.

Michael Renshaw
Interim Bus and Rail Director