

Improving Public Transport

in Blackpool

2001 - 2007

Staffing Levels

Total number of employees 784

Operations Division

PCV Drivers	457
Tram Drivers	26
Trn Drivers	6
City Sightseeing	3
Snl Conductors	84

588

Engineering Division

Skilled	64
Semi Skilled	6
Unskilled	62

132

Management & Administration

Ops	12
Service Managers	2
Inspectors	8
CMO's	3
HR/Training	7
Finance & Other	22
Engineering	8
Marketing	2

64

Bus Fleet

Double Decks

35 Low Floor Tridents

32 Olympians

7 Olympians

2 Atlanteans

76 Double Decks

Single Decks

12 Low Floor Excels

25 Deltas

37

Mini buses

27 Large Low Floor Solos

23 Small Low Floor Solos

18 Metroriders

68

Total Operation Fleet 181

+ 12 Reserve Metroriders

+ 2 Driver Training Single decks

92 Vehicles CCTV Fitted

97 Low Floor + Low Emissions (Euro 1,2,3,4) Vehicles

Operational Tram Fleet

Double Decks

2 Jubilee Cars

19 Balloons

2 Vintage Double decks

23

Twin Cars

5 Twin Cars

5

Single Decks

8 "OPO" Centenary Cars

5 Brush Cars

1 Rail Coach

1 Vintage Single deck

3 Open top Boats

18

Illuminated Trams

2 The Trawler & The Frigate

Total 48

Reserve Fleet

- 1 Balloon Double Deck
- 2 Vintage Double Deck
- 1 Vintage Single Deck

4

Coronation Car 304 – Owned by the
Lancastrian Transport Trust

Rocket 732 – Owned by the Lancastrian Transport
Trust

Mothballed Fleet

Double Decks

4 Balloons

1 Vintage Double Deck

5

Single Decks

7 Brush Cars

2 Rail Coaches

1 Vintage Single Deck

2 Open Top Boats

12

Twin Cars

2 Twin Cars

Illuminated Trams

1 The Western Train

1

20

VEHICLE INVESTMENT

- Blackpool Transport Services has invested £7.6 million in new vehicles in the last seven years.
- 35 low-floor Double Deck Tridents for Lines 1, 11 and 14
- 30 low-floor Solo minibuses for Lines 2, 2c, 3, 5 and 16
- Lines 3, 5, 14 and 16 are low-floor guaranteed.
- The vast majority of journeys on Lines 4 and 7 are operated by wheelchair accessible vehicles.

- 50% of Line 11 and 40% of Line 2 are also low-floor.
- Over 70% of all Blackpool Transport's Commercial Local Bus services are operated with wheelchair accessible buses.
- Only Lines 6, 10 and 15 of the Company's all year round services have no low floor vehicles allocated to them.
- + Summer only services Line 1 and Line 20.

Bus Network Development

- 2001 Introduction of Metro Coastlines Network
- Simplified high frequency timetables
- Individual “Line” route branding
- Line branded timetable and route publicity
- Replaced “low frequency all roads served” network.
- Today virtually every section of route in Blackpool enjoys a higher frequency service than it did pre de-regulation.

Blackpool Transport has considerably expanded it's network in the last six years.

Either commercially or in partnership with Blackpool Borough Council and Lancashire County Council.

The Company now runs 23 more buses on local bus services than it did 6 years ago.

Improvements include the extensions:

- (i) of Line 2 from Poulton to Cleveleys via Thornton every 30 minutes
- (ii) of Line 2 from Poulton to Knott End via Preesall every 30 minutes
- (iii) of Line 2 from South Shore to St Annes and Lytham every 30 minutes
- (iv) Of Line 2 from Lytham to Kirkham and Wesham every 30 minutes
- (iv) of Line 3 from Cleveleys to Marsh Mill every 20 minutes.

And the introductions

- (vi) of Line 10 between Midgeland Road/School Road and Blackpool town centre via Watson Road every hour in conjunction with Blackpool Borough Council.
- (vii) of Line 15 between Poulton and Staining via Norcross – Bispham – Blackpool town centre – Victoria Hospital – Staining and Mereside Tescos every 30 minutes in conjunction with Lancashire County Council and Blackpool Borough Council.
- (viii) of the revised Line 16/Lifestyle Line between Fleetwood – Cleveleys - Thornton – Grange Park – Victoria Hospital – Mereside – Squires Gate Lane – South Shore and Rigby Road every 30 minutes in conjunction with Lancashire County Council and Blackpool Borough Council.

Blackpool Transport has not withdrawn or reduced the frequency on any of its commercial routes in the last six years.

Some routes have had to be slightly shortened to overcome late running/reliability problems.

The Company has also acquired Ensign Buses' 50% share of the Blackpool City Sightseeing operation and 100% of its Manchester City Sightseeing operation.

FARES INITIATIVES

- A maximum single fare of £2 and held this price for four years.
- The Metro Saver one Day Bus ticket covering the company's entire operating area
- £3.80 Adult £1.90 Child £8.50 Family up to 2 Adults & 3 children or 1 Adult & 4 children
- A One Day Family version of the Bus and Tram Travelcard for the first time valid for up to 2 Adults and 3 children or 1 Adult and 4 children are priced at £14.90.
- Monthly Zonecards for regular travellers and an expanded range of Agents via the PayPoint network.
- Commenced a process of simplifying fares by reducing the number of fares values from 23 to 8.

Under 16's Travel

- Blackpool Transport Services is introducing an experimental scheme at two schools in Blackpool to:-
- a) provide children under 16 with a day's unlimited travel for only £1 on Saturdays, Sundays, Bank Holidays and the main school holidays

And b) extend the validity of half fare concession to end of the academic year in which a child's 16th birthday falls rather than to a child's birthday.

In return for the Council issuing all children at these schools with photo identity cards.

It is hoped to extend the scheme Borough wide next year.

ITSO Smartcard development

In September 2006 Blackpool Transport became the first Bus Operator in the country to operate fully ITSO compliant concessionary passes live in service.

In partnership with the NowCard Consortium Blackpool Transport put in hundreds of hours of management time and IT software development to assist the project.

In June 2008 Blackpool Transport became the first Operator to be able to automatically recognise, validate and charge against ENCTS Smartcards from all 174 English Travel Authorities on its buses.

Target to extend this facility to trams in the next few months.

It is also hoped to make greater use of the NowCard SmartCard e.g. stored travel rights.

IMPROVED MARKETING

- Blackpool Transport Services produces the Metro Guide twice a year and distributes it to over 121,000 houses and businesses in the Fylde Coast in May and November.
- The Company has also become the first Operator in the Country to have 100% of it's local bus fleet individually route branded and was highly commended at the 2005 UK Bus Awards.
- Blackpool Transport has recently replicated Brighton and Hove's highly successful "I'm on the Bus" campaign.

STAFF TRAINING

- Blackpool Transport has:
- Commenced a programme of Driver NVQ training – to date 76 drivers have qualified and 30 more are progressing through the scheme.

In addition:

- 8 Supervisors have ILM (Institute of Leadership and Management) Certificate in First Line Management.
- 5 Trainers have an NVQ Level 3 in Driver Training.
- 7 Travel Centre/Reception Staff have an NVQ Level 2 in Customer Care.

- Put all its drivers through a defensive driver training course.
- Updated and improved all its bus and tram driver training procedures and manuals and provided a refresher training course for all tram drivers last year.
- Implemented a programme for regularly assessing the driving performance of all drivers using its qualified driving instructors.

WHAT HAS THIS ACHIEVED

- Non Financial
- 18% growth in Bus passengers since 2001.
- Joint 4th Best Bus Passenger Satisfaction with Bus Services rating out of 149 English and Welsh Local Authority areas last year.
- Bus User UK 3rd Best Large Operator in the Country Award – 2003.

UK Bus Industry Awards

- Short listed for Bus Marketing Campaign of the Year 2005
- Short listed for Street Transit Award 2006
- Short listed for Shire Bus Operator of the Year 2007
- Short listed for Street Transit Award 2007
- Short listed for Route One Excellence Award for Innovation 2008

Blackpool Transport's Profit Figures

Before Blackpool Transport's official annual profits are published

- 50% of the Tramway profit is taken out as a cost and paid to Blackpool Borough Council as track rental.
- 10% of the remaining total bus and tram profit is paid out to Staff as a profit share bonus.

Tramway Track Rental Payments

Year Ending	50% of Tram profits
31 March 2001	£73,913
31 March 2002	£275,716 *1
31 March 2003	£324,208 *2
31 March 2004	£106,546
31 March 2005	£128,785
31 March 2006	£122,279
31 March 2007	£58,200
	TOTAL <u>£1,215,916</u>

Points to note:

*1 *2 Tramway profits have been highest when there have been the greatest problems with output i.e. in 2002/2003.

More trams = higher visitor satisfaction and less complaints.

BUT less profit

Company Turnover

<u>Year Ending</u>		<u>Year on Year % growth</u>
31 March 2001	£16,197,393	
31 March 2002	£17,638,875	+ 8.9%
31 March 2003	£18,086,372	+ 2.54%
31 March 2004	£18,641,492	+ 3.07%
31 March 2005	£19,682,422	+ 5.58%
31 March 2006	£20,623,954	+ 4.78%
31 March 2007	£22,512,774	+ 9.16%
31 March 2008	£23,018,824	+ 2.25%
Total Growth in turnover since 2000/2001		+ 42.11%

Mainly due to:

Growth in Commercial bus services

Growth in Contract/Tendered services

Company Profit Before Tax

Year Ending

31 March 2001	£166,167
31 March 2002	£859,675
31 March 2003	£1,171,533
31 March 2004	£1,390,044
31 March 2005	£947,410 (Company published profit £910,410 including FRS17) Fuel above budget by £218,000
31 March 2006	£977,335 (Company published profit £1,334,335 including FRS17) Fuel above budget by £340,000
31 st March 2007	£1,880,469 (Company published profit £2,060,458 including FRS17) Fuel over budget by £103,344
31 st March 2008	£1,678,116 (Company published profit £1,852,116 including FRS17) Fuel over budget by £371,861.

TOTAL £8,904,582

The last seven years have seen 7 out of the best 9 profit years since Blackpool Transport Services was set up as an independent Company in 1985, including it's 4 best profit years.

Where does the Company's Profit Go?
Management Account Profit

<u>Year Ending</u>	<u>Tramway Track rental payments</u>	<u>Profit Share to Staff + Associated costs</u>	<u>Profit</u>	<u>Tax</u>	<u>Dividend Payment to Council</u>	<u>Retained Company Profit</u>
31 March 2001	£73,913	£20,936	£166,167	£67,791	£278,900	- £180,524
31 March 2002	£275,716	£108,210	£859,675	£287,374	£278,900	£293,401
31 March 2003	£324,208	£148,951	£1,171,533	£377,724	£630,792	£163,017
31 March 2004	£106,546	£176,732	£1,390,044	£440,219	£848,454	£101,371
31 March 2005	£128,785	£120,455	£947,410	£305,005	£426,215	£216,190
31 March 2006	£122,279	£124,260	£977,335	£314,604	£432,721	£230,010
31 March 2007 projected	£126,269	£239,086	£1,880,469	£641,687	£655,000	£583,782
31 March 2008	£58,200	£213,357	£1,678,116	£552,603	£555,000	£570,513
TOTAL	£1,215,916	£1,151,987	£9,070,749	£2,987,219	£4,105,982	£1,977,548
				32.93%	45.27%	21.80%

Total Sums Committed to Blackpool Borough Council

<u>Year Ending</u>	<u>Tramway Rental</u>	<u>Dividend</u>	<u>Total</u>
March 2001	£73,913	£278,900	£352,813
March 2002	£275,716	£278,900	£554,616
March 2003	£324,208	£630,792	£955,000
March 2004	£106,546	£848,454	£955,000
March 2005	£128,785	£426,215	£555,000
March 2006	£122,279	£432,721	£555,000
March 2007	£126,269	£655,000	£781,269
March 2008	£58,200	£555,000	£613,200
<u>TOTAL</u>	<u>£1,215,916</u>	<u>£4,105,982</u>	<u>£5,321,898</u>

Tramway

- £85.3 million Tramway Upgrade system approved by DfT
- £60.3 million DfT
£12.5 million Lancashire County Council
£12.5 million Blackpool Council

This is in addition to the £11.7 million emergency works during the last two winters.

£10.6 million DfT £1.1 million Blackpool Council

THE REVISED TRAMWAY UPGRADE BID PROVIDES FOR

- (I) The replacement of the track that has not been renewed in the last five years.
- (II) New electrical infrastructure between Thornton Gate and Fleetwood.
- (III) Low floor platform infrastructure at all stops.
- (IV) A revised Depot layout and upgraded engineering facilities.
- (V) 16 low floor trams.

Competitive Tenders are being sought in accordance with European Tendering Regulations July to October 2008.

Final costings and proposals will be presented to the DfT in March/April 2009.

Target for Final Approval by Minister May 2009.

Main works will commence winter 2009/2010 and continue during winter of 2010/2011 and 2011/2012.

Target Tramway Upgrade Launch Easter 2012.

Current Tram Refurbishment Works

- Balloon 717 – near Heritage refurbishment
 - Balloons 720 and 708 – “713” style refurbishments
 - Illuminated Western Train – Part Heritage Lottery funded authentic refurbishment
- +
- Joint Project with the Lancastrian Transport Trust on Standard Car 143
 - Possible Joint refurbishment of the Illuminated Rocket with Blackpool Illuminations Department

2010 – 125th Anniversary of the Tramway

- Agreement in principle to borrow up to six National Tramway Museum trams from Crich
- Agreement in principle to borrow one tram from the East Anglian Transport Museum
- Plans to borrow two further trams from Beamish and the Birkenhead Tramway Museum