

BUS PARTNERSHIP TERMS OF REFERENCE

PURPOSE

The purpose of the Bus Partnership is to:

- Provide a quality transport option for those without use of a car
- Provide a quality choice for those with use of a car
- Increase the overall volume of people using bus services
- Prioritise resources to support sustained economic growth and reducing worklessness
- Reduce environmental impact

OBJECTIVES

The objectives of the Bus Partnership are to:

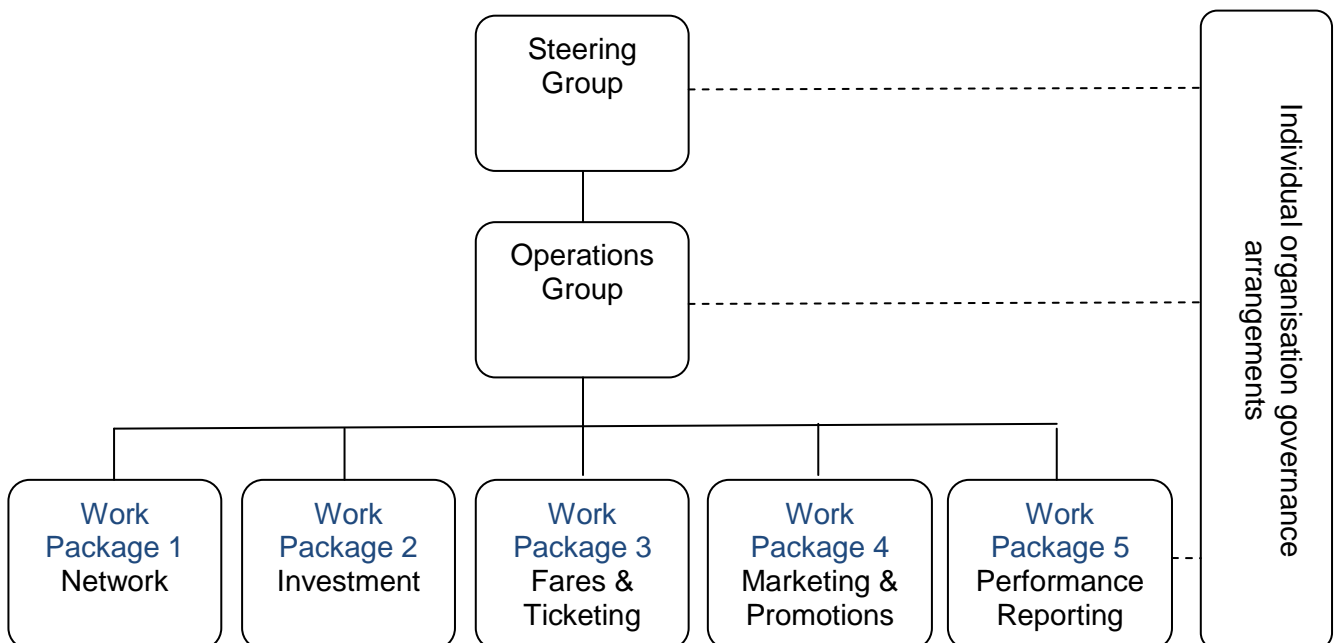
- Provide a stable, clear to understand, network that is promoted as a whole
- Provide high quality, reliable, punctual services
- Provide affordable, cost competitive value for money fares and ticket products
- Provide a high quality customer experience, both on and off bus
- Promote and market the services
- Optimise combined total resources to achieve efficiency
- Minimise the impact of travel on the environment

TERMS OF REFERENCE

The formalised arrangements of the Voluntary Partnership Agreement (VPA) (as defined in section 153(2) of the Transport Act) sets out the basis on which Parties will work together to achieve the objectives of the Partnership.

The Parties acknowledge that the arrangement is voluntary but agree to fully co-operate with each other in the spirit of collaboration to achieve the objectives of the Partnership. Each party is accountable to its own governance arrangements.

The Partnership structure:



Steering Group

Each Party shall nominate an individual within its organisation to represent it on the Steering Group. The Steering Group will meet at least quarterly for the initial 12 months and thereafter by mutual agreement.

The principal roles of the Steering Group are:

- Oversee the work of the Operations Group
- To give strategic direction to ensure alignment of the outputs to objectives
- Approval of changes to VPA's
- Accountability for the performance of, and the future development of the Partnership

Operations Group

Each Party shall nominate an individual within its organisation to represent it on the Operations Group who shall have primary responsibility for day-to-day contact with the other Parties in connection with the VPA. The Operations Group will meet at least monthly for the initial 12 months and thereafter by mutual agreement.

The principal roles of the Operations Group are:

- Report to the Steering Group on activities, outcomes and performance
- Set targets annually for Key Performance Indicators (KPI's)
- Monitor performance against KPI's
- Provide advice to the Steering Group, to help it develop strategic direction.
- Oversee the work of the Work Package Groups outputs in delivering objectives

Work Package Groups

Each Party shall nominate an individual(s) within its organisation to represent it on each of the 5 Work Package Groups. Each Group shall have nominated a lead for each Partnership whose primary responsibility is to co-ordinate and report on the work of the group between all parties.

The five Work Package Groups are:

- WP1 – Network
- WP2 – Investment
- WP3 – Fares & Ticketing
- WP4 – Marketing & Promotions
- WP5 – Performance Reporting

Each work package group will meet regularly, the frequency by mutual agreement.

The principal roles of the Work Package Groups are:

- Make recommendations to the Operations Group
- Co-ordinate activities to deliver objectives and to meet targets
- Report to the Operations Group on activities, outcomes and performance