

SPONSORS / PARTNERS



The Northwest Regional Development Agency (NWDA) is responsible for the sustainable economic development and regeneration of England's Northwest and has five key priorities: Business, Skills and Education, People and Jobs, Infrastructure and Quality of Life. For further information visit: www.nwda.co.uk



Government Office for the North West represents 11 Government departments. It aims to improve the lives of people in the region by strengthening national policies, integrating regional strategies and driving local delivery.



Merseytravel, the Integrated Transport Authority and Executive for Merseyside, promotes an integrated transport network to improve the quality of life on Merseyside. With its Local Transport Plan partners (the 5 Merseyside District councils) it aims to provide a high quality bus network that meets the needs of the people of Merseyside in a secure, accessible, sustainable and cost effective way.



The Public Transport Consortium (PTC) is a Special Interest Group within the Local Government Association. The group promotes public transport issues on behalf of local authorities outside of metropolitan areas, supporting effective local decisions on public transport for the benefit of local citizens.



ATCO brings together local authority transport professionals to formulate policies and standards and promotes transport initiatives aimed at achieving better passenger transport services for all



GoSkills is the Sector Skills Council (SSC) for passenger transport. Licensed by Government, our mission is to work with employers UK-wide to improve the skills that make a difference to the performance of the passenger transport sector.



The Confederation of Passenger Transport UK (CPT) is the voice of the road passenger and light rail industry in the UK and is the principal consultative body on national, local and EU legislative and regulatory matters. The North West Bus Commission draws together representatives of the bus operator members in the region and meets on a regular basis to address issues and promote the benefits and interests of bus travel with its partners.



4NW is the Regional Leaders Board for the Northwest, putting key public, private and third sector stakeholders at the heart of decisions that shape the future of the Northwest, its people and places. Our most important role is to produce in partnership with the NWDA the new Single Regional Strategy (RS2010). The Single Regional Strategy agrees and sets out the strategy and land use policies to guide future development and investment in vital areas such as planning, housing, transport, the economy and skills.

ADMINISTRATIVE DETAILS

DATE:

Thursday 26 November 2009

VENUE:

Britannia Adelphi Hotel
Ranelagh Place
Liverpool
L3 5UL

Telephone: 0151 709 7200

Website: www.britanniahotels.com/hotels/liverpool

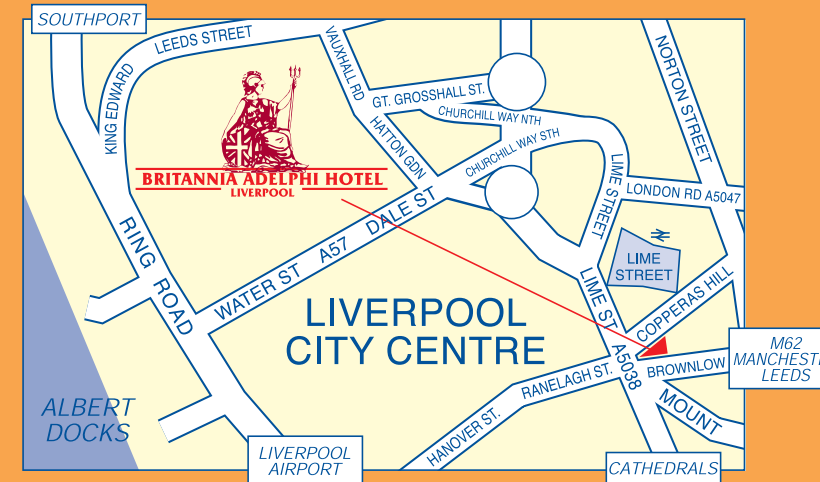
TO BOOK:

Complete the Registration Form, post to North West Bus Summit 2009, c/o CPT North West Region.
Or
send an email to phillipas@cpt-uk.org requesting an electronic version of the booking form.

PLEASE RESPOND TO:

Email: phillipas@cpt-uk.org
Tel: 01925 229497 Mobile: 07710 509733
Mail: c/o CPT North West Region,
210 Crow Lane East,
Newton-le-Willows WA12 9UA

LOCATION AND TRAVEL:



ARRIVING BY RAIL:

Leave Lime Street Station via the exit near platforms 7-9. Proceed down Bolton Street, the Adelphi Hotel is only 500 yards and can be found at the bottom of Bolton Street at the Junction with Copperas Hill. Approximately a 5 minute walk.

ARRIVING AT JOHN LENNON AIRPORT:

The Adelphi Hotel is just over 30 minutes from the airport by frequent bus services 86A & 500 or 20 minutes by taxi.

DRIVING FROM THE MOTORWAY:

Take the M62 to the end, and follow signs for Liverpool City Centre. Then follow signs for Lime Street Train Station. The Adelphi Hotel is located on the left, just past the Train Station. The Car Park is charged at £5 per night, or £10 for 24 hours. An alternative NCP car park is just across the road from the right hand side of the hotel in Brownlow Hill.

TRAVELLING BY BUS:

Frequent buses operate from all of Merseyside and surrounding areas to Liverpool City Centre; many stop directly outside the hotel. National Express and Stagecoach operate express coach services from many parts of the country to Liverpool. Visit www.traveline.info or call 0871 200 2233.

Delivering a quality and sustainable public transport system

Thursday 26 November 2009
Britannia Adelphi Hotel, Liverpool



Supported by



INVESTING IN
englandsnorthwest

DELIVERING A QUALITY AND SUSTAINABLE PUBLIC TRANSPORT SYSTEM

While the economic situation continues to challenge us all, there is much we can still do locally to help address the issues of climate change, congestion, social exclusion and quality of life for our communities. Even within an environment of increasing legislation from Europe and the UK Government, viable and sustainable bus networks are vital in helping our communities work and grow – this is best achievable when delivered by all parties working together.

The 2008 Local Transport Act, whilst viewed by some as divisive, enhances opportunities for partnership action, even while Local Transport Planning guidance has removed the necessity for local authority bus strategies. And we all hear the passenger cry for a more integrated public transport service with higher levels of service, information and access to bus passengers. We need local strategies made for our local people by local people to deliver this – one size does not fit all.

This second major North West Bus Summit will feature examples where partnerships have delivered solutions to local needs, without avoiding issues facing partnerships today. How we can provide a bus service that is truly sustainable and delivers the best customer service for the passenger will be up for discussion. The question for us all to debate will be 'What can we do together to deliver what we need to achieve in the next 10 years for the benefit of our communities?'

This **free to attend** one day conference has been put together by the North West region of the Confederation of Passenger Transport in partnership with the Northwest Regional Development Agency, Government Office for the North West, the Traffic Commissioner for the North West, Merseytravel, 4NW, local authorities and bus operators.

Whatever your role in transport – politician, policy advisor, local authority transport officer / traffic manager, regional agency, bus operator, property developer, transport planner / consultant – as a decision maker or influencer, this conference will re-inspire you to build and strengthen partnerships.



PROGRAMME

9.00	Registration and Exhibition		2) Designing Local Solutions to Local Issues
		12.30	Pennine Reach – Lancashire and Blackburn authorities working together Ian Richardson, Capita
SESSION 1 – Setting the context			
10.00	Welcome and Introductions Dave Guest, Chief Reporter, BBC North West	12.40	Chorley Kickstart – partnership and challenges Chris Bowles, Stagecoach North West (and Local Authority speaker to be confirmed)
10.10	Delivering a Sustainable Transport System – the political view Lord Snape	12.55	Question time
		13.10	Lunch / Exhibition
10.25	Legislative Expectations: Local Transport Act 2008 and other factors Anthony Ferguson, Department for Transport / Simon Posner, Confederation of Passenger Transport UK		Session 3 – Business Investment: Meeting the challenges of sustainability
10.45	Delivery: Partnerships through voluntary action Beverley Bell, NW Traffic Commissioner / Neil Scales, Merseytravel	14.15	Business Viability / Policy Objectives: Synergy or Cynicism Mike Cooper, Managing Director, UK Bus, Arriva PLC
11.05	Question Time	14.30	Keeping up with technology: Smart Cards Jeremy Meal, Director Smart Card and Ticketing Strategies, MVA and advisor to the Department for Transport
11.20	Morning coffee / Exhibition		
		14.45	Question Time
SESSION 2 – Delivering a better service for the passenger			
11.50	The Public Transport Consortium in Partnership with the Confederation of Passenger Transport. The Public Transport Consortium (Speaker to be confirmed)		Session 4 – Regional Stakeholders: What they want from bus services
	1) Achieving shared objectives	15.05	Listening afresh to the passenger David Sidebottom, Bus Passenger Project Manager, Passenger Focus
12.05	Delivering the environmentally friendly choice James Freeman, Chief Executive Officer, Reading Buses	15.20	Meeting regional priorities – the role for the bus Steven Broomhead, Chief Executive, Northwest Regional Development Agency
12.15	Committed to improving customer service Ian Morgan, (Vice Chairman, Wellglade) Trent Barton Bus / President, Confederation of Passenger Transport UK	15.35	Question Time
		15.45	Closing Remarks – Dave Guest

WHO SHOULD ATTEND?

- Transport Decision Makers
- Politicians
- Integrated Transport Authorities
- Local Authority Traffic Managers & Transport Officers
- Local Strategic Partnerships
- Crime & Disorder Partnerships
- Chambers of Commerce
- Business Park Operators / Major Employers
- Bus and Coach Operators
- Town Centre Partnerships
- Regional Agencies
- Private / Public Sector Partnerships
- Passenger Transport Training Providers
- Public Transport Planners and Consultants
- Passenger Transport Representatives



REGISTRATION FORM

Reserving your attendance now ensures you a place at the North West Bus Summit 2009.

Return your Registration Form by mail making copies for each delegate. Or request an electronic version and respond by email to: phillipas@cpt-uk.org. Further copies of the Registration Brochure can be requested using the same email address.

Full Name: _____

Position: _____

Organisation: _____

Address: _____

Post Code: _____

E-mail: _____

Telephone: _____

Special Requirements

Dietary: _____

Other: _____

I am unable to attend the North West Bus Summit 2009, please send the Summit papers to me after the event to the address above (please tick)

Please respond to the organisers:
North West Bus Summit 2009
c/o CPT North West Region
210 Crow Lane East, Newton-le-Willows WA12 9UA

Tel: 01925 229497
Mobile: 07710 509733
Email: phillipas@cpt-uk.org

North West Bus Summit 2009 – Programme Reviewed
Thursday 26 November 2009 at the Britannia Adelphi Hotel, Liverpool

Partnership Matters
- delivering a quality *AND* sustainable public transport system

- 7.00 am Set Up
8.45 am Exhibition ready to open
9.00 am Registration opens
- 10.00 Welcome and Health & Safety Introductions** Dave Guest, BBC News Reporter
- 10.05 Session one – Setting the context:**
- 10.10 *Delivering a Sustainable Transport System – the political view*
Lord Snape
- 10.25 *Legislative Expectations: Local Transport Act 2008 and other Factors*
Anthony Ferguson, Department for Transport and Simon Posner, Chief Executive
Confederation of Passenger Transport UK
- 10.45 *Delivery: Partnerships through voluntary action*
Beverley Bell, NW Traffic Commissioner and Neil Scales, Chief Executive of
Merseytravel, the Merseyside Integrated Transport Authority (ITA)
- 11.05 Question Time – facilitated by Dave Guest
- 11.20 Morning coffee / Exhibition**
- 11.45 Session two – In pursuit of quality: delivering a better service for the passenger**
- 11.50 *The Public Transport Consortium in Partnership with the Confederation of Passenger
Transport.* (Speaker from The Public Transport Consortium tbc)
- 1) Achieving shared objectives
- 12.00 *Delivering the environmentally friendly choice*
James Freeman, Chief Executive Officer, Reading Buses
- 12.15 *Committed to improving customer service*
Ian Morgan, Vice Chairman, Trent Barton and President of the Confederation of
Passenger Transport
- 2) Designing Local Solutions to Local Issues
- 12.30 *Pennine Reach – Lancashire and Blackburn authorities working together*
Ian Richardson, Capita Symmonds
- 12.45 *Chorley Kickstart- partnership and challenges*
Chris Bowles, Stagecoach North West and Chris Anslow, Lancashire County Council
- 13.00 Question time – facilitated by Dave Guest
- 13.15 Lunch / Exhibition**
- 14.15 Session three – Business Investment: Meeting the challenges of Sustainability**
- 14.20 *Business Viability / Policy Objectives: Synergy or Cynicism*
Mike Cooper, Managing Director, UK Bus, Arriva PLC
- 14.35 *Keeping up with technology: Smart Cards*

Jeremy Meal, Director Smart Card and Ticketing Strategies, MVA and advisor to the Department of Transport

14.50 Question Time – facilitated by Dave Guest

15.10 Session Four – Regional Stakeholders: What they want from bus services

15.15 *Listening afresh to the passenger*

David Sidebottom, Bus Passenger Project Manager, Passenger Focus

15.30 *Meeting regional priorities – the role for the bus*

Neil Cumberlidge, Director of Strategy & Planning, Northwest Regional Development Agency

15.45 Question Time – facilitated by Dave Guest

16.00 Closing Remarks – Dave Guest