

Meeting: West Midlands Rail Board of Directors

Subject: Minutes

Date: Friday 18 March 2016 at 10.00am

PRESENT:

Councillor Roger Lawrence	- City of Wolverhampton Council (Chair)
Councillor Khurshid Ahmed	- Dudley Metropolitan Borough Council
Councillor Tahir Ali	- Birmingham City Council
Councillor Adrian Andrew	- Walsall Metropolitan Borough Council
Councillor Philip Atkins	- Staffordshire County Council
Councillor Peter Butlin	- Warwickshire County Council
Councillor Michael Clarke	- Northamptonshire County Council
Councillor Simon Jones	- Shropshire Council
Councillor John McNicholas	- Coventry City Council
Councillor Ted Richards	- Solihull Metropolitan Borough Council
Councillor Paul Rone	- Herefordshire Council
Councillor Kuldip Sahota	- Telford & Wrekin Council

IN ATTENDANCE:

Beatrice Filkin	- Department for Transport
Malcolm Holmes	- West Midlands Rail
Clare Horton	- Staffordshire County Council
Laura Shoaf	- West Midlands Integrated Transport Authority

Apologies for absence were received from Andrew Cleaves (Greater Birmingham & Solihull LEP), Councillor Simon Geraghty (Worcestershire) and Councillor Mark Winnington (Staffordshire).

9.

Minutes

Minutes of the meeting held on 4 December 2015 were agreed and signed by the Chair as a correct report.

10.

Matters Arising

(a) **The Hendy Review - Implications for the West Midlands** (*minute no. 5*)
Malcolm Holmes undertook to circulate the response that West Midlands Rail made to the Hendy Review to board members for their information.

11.

Forward Plan

The Board of Directors noted a forward plan of items to be reported to future meetings.

12. West Midlands Rail Update

Malcolm Holmes provided an update on the latest activities of West Midlands Rail over recent months, including an agreement from the Department for Transport for the creation of a West Midlands business unit, the recent Bidders Day, the latest position with the joint franchise consultation, engagement that had been undertaken with prospective bidders, local brand development and the Collaboration Agreement.

Malcolm Holmes also reported on a decision to defer the appointment of a West Midlands Rail Director until spring next year so as to get greater clarity on the role.

Beatrice Filkin reported that it was expected that a shortlist of franchise bidders would be announced during the first week of April. Once this shortlist was announced, certain officers would be restricted in respect of their involvement with West Midlands Rail, and it was expected that West Midlands Rail would then be represented by Laura Shoaf and Toby Rackliff.

The public consultation closed on 22 March, and a high level of responses had been received. Initial work was now being undertaken to start analysing these responses.

13. West Midlands Rail Business Unit Brand Options

Mario Morby, Planning Director, and Oliver Dew, Business Director, McCann Erikson gave a presentation on the work undertaken to develop three brands and identities for the proposed West Midlands Rail franchise.

The board was informed that the components that had gone into building a potential brand included a name, logo, strapline, voice, tone, and communications.

The Board of Directors AGREED that a variation of 'Option 2' be market tested with the public, and the outcome of this be reported to the board meeting on 20 May 2016.

14. West Midlands Rail Business Plan 2016 - 19

Malcolm Holmes reported on the latest position with the development of the West Midlands Rail Business Plan 2016 - 19, that set out the plans of West Midlands Rail for the next three years. He noted that funding from partner authorities ended in October 2017, and it would be necessary to reach agreement with the Department for Transport for the funding arrangements of West Midlands Rail for after this date.

Councillor McNicholas noted that the business plan aspired for a seven day service. Malcolm Holmes confirmed that this was an aspiration of West Midlands Rail, but that he did not expect it to be met in full during the lifetime of the next franchise. Work was continuing with the Department for Transport as to how incremental improvements could be achieved.

The Board of Directors AGREED the report.

15. Department for Transport/West Midlands Rail Collaboration Agreement Heads of Terms

The Board of Directors considered a report from the Officers' Rail Devolution Group seeking approval for the non-binding Heads of Terms for the Collaboration Agreement.

Clare Horton outlined those areas covered by the Heads of Terms and how the Department for Transport and West Midlands Rail would work together. It was expected that the full Collaboration Agreement would be reported to the meeting of the board on 20 May, followed by its approval by partner authorities during July/August.

The Board of Directors AGREED that

- (1) the Heads for Terms for the Collaboration Agreement be approved; and
- (2) the approval process for the full Collaboration Agreement be noted.

16. West Midlands Rail Ltd Administrative Matters

The Board of Directors considered a report from Malcolm Holmes on a number of administrative matter relating to West Midlands Rail Ltd, including public access to board minutes, risk management, the criteria for the use of development funding, and arrangements for company financial administration.

The Board of Directors AGREED that

- (1) the criteria outlined for the use of West Midlands Rail development funding, together with the associated delegated authorities be approved;
- (2) the minutes of the meetings of WMR Board of Directors be made available on West Midlands Rail's website;
- (3) the proposed approach and next steps for the financial administration of West Midlands Rail Ltd be noted; and
- (4) the approach being taken to risk management and the contents of the West Midlands Rail risk dashboard be noted.

[The meeting ended at 10.55am]

CHAIR