

Saturday, 19 November 2022

To: Members of the MCA - Enhanced Partnership Board and Appropriate Officers

NOTICE OF MEETING

You are hereby summoned to a meeting of the South Yorkshire Mayoral Combined Authority to be held at **South Yorkshire MCA, 11 Broad Street West, Sheffield, S1 2BQ**, on: **Tuesday, 29 November 2022** at **2.00 pm** for the purpose of transacting the business set out in the agenda.



Martin Swales
Chief Executive and Head of Paid Service

Member Distribution

Mayor Oliver Coppard (Chair)
Dawn Badminton-Capps
Ian Humphreys
Matt Kitchin
Andrew McGuinness
Councillor Chris Read
Pat Beijer
Stephen Edwards

South Yorkshire Mayoral Combined Authority
Public Bus Users
First Yorkshire
Stagecoach Yorkshire
CPT
Rotherham MBC
SYMCA Executive Team
SYMCA Executive Team

MCA - Enhanced Partnership Board

Tuesday, 29 November 2022 at 2.00 pm

Venue: South Yorkshire MCA, 11 Broad Street West, Sheffield, S1 2BQ



Agenda

Agenda Ref No	Subject	Lead	Page
1.	Chair's Welcome and Introductions	Chair	
2.	Minutes & Actions of the Previous Meeting	Chair	5 - 18
3.	Recent Developments		
3.1	£2 Flat Fare	Stephen Edwards/ Tim Taylor	Presentation
3.2	2023 Fares Change	TravelMaster	Verbal
3.3	Clean Airzones Update & Impact	Stephen Edwards/ Tim Taylor	Presentation
3.4	October Bus Service Change Impacts on Enhanced Partnership Targets	Stephen Edwards/ Tim Taylor	Presentation
4.	Future of the Enhanced Partnership		
4.1	Refreshing the Enhanced Partnership - Emerging Proposals	John Dowie	Presentation
4.2	Debrief from 1 November Forum Meeting & Transport Customer Charter Update	Dawn Badminton-Capps/ Pat Beijer	19 - 60
4.3	Partnership Marketing Budget	Jordan Kemp	61 - 64
4.4	Implement Consistent Use of 'South Yorkshire' Brand Across the Network.	Jordan Kemp	Presentation
5.	Items of Confidentiality	Chair	
6.	Any Other Business	Chair	

Date of next meeting: Tuesday, 31 January 2023 at 2.00 pm

At: South Yorkshire MCA, 11 Broad Street West, Sheffield, S1 2BQ

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MCA - ENHANCED PARTNERSHIP BOARD

MINUTES OF THE MEETING HELD ON:

TUESDAY, 4 OCTOBER 2022 AT 2.00 PM

**SOUTH YORKSHIRE MCA, 11 BROAD STREET WEST,
SHEFFIELD, S1 2BQ**



PRESENT:

Mayor Oliver Coppard (Chair)	South Yorkshire Mayoral Combined Authority
Pat Beijer	SYMCA Executive Team
Dawn Badminton-Capps	Public Bus Users
John Dowie	SYMCA Executive Team
Stephen Edwards	SYMCA Executive Team
Ian Humphreys	First Yorkshire
Matt Kitchin	Stagecoach Yorkshire
Councillor Chris Read	Rotherham MBC
Ross Hitchcock (Reserve)	TM Travel (and other small operators)

IN ATTENDANCE:

Nikki Belfield	Head of Mayor's Office	SYMCA Executive Team
Tom Carney	Director of Communications, Engagement and Marketing	SYMCA Executive Team
Jonathan Guest	Head of Policy	SYMCA Executive Team
Ellen Hinsley	Minute Taker	SYMCA Executive Team

APOLOGIES:

Andrew McGuinness CPT

18 Chair's Welcome and Introductions

The Chair welcomed everyone to the meeting and apologised for not being there in person.

Members reflected with disappointment on the cuts to the bus network that had been implemented over the past week but anticipated that the remaining services would be more robust and reliable. They reaffirmed their commitment to improving South Yorkshire's bus network.

19 Minutes & Actions of the Previous Meeting

The Director of Public Transport Development informed the Board that a meeting had been arranged with the Department for Transport (DfT) on 7 October to receive feedback on the MCA's unsuccessful request for Bus Service Improvement Plan Funding (BSIP). This is the first time the DfT have

offered specific feedback to SYMCA's BSIP, which was submitted on 29 October 2021. This will enable the MCA to prepare a more informed challenge to the funding decision.

Resolved that the minutes of the previous meeting be approved.

20 **Enhanced Partnership Operating Group Progress Report**

The Corporate Director of Public Transport introduced a progress report on the Enhanced Partnership (EP) Operations Group.

The MCA was supporting a number of at risk bus services until summer 2023, however there were several services for which an operator was unable to be found.

Operators advised that the discontinued services had been operating at a loss and staff shortages had been impacting on reliability. Early signs showed an improvement in the remaining network.

The EP Operations Group had agreed that significant service changes should take place on a regular six month schedule to familiarise passengers with when to expect timetable alterations. Price changes had also been limited to once per year and would be considered further.

It was noted that while some deviation was inevitable, the aim was to avoid the confusion caused by the existing approach of continual changes.

Action: The Director of Public Transport to develop an agreed schedule for significant service changes prior to the next meeting.

Action: The Executive Director of Infrastructure & Place to write to DfT on behalf of the Board, to raise concerns around the short notice of Government funding decisions and its effect on planning and implementation.

Resolved that the contents of the report be noted, and any necessary actions be recommended back to the EP Operations Group for consideration.

21 **Operator Plans for Bus Recovery Grant and Short–Medium Term Service Changes (Verbal)**

Operators provided updates on the current situation following the implementation of service changes.

The Board was informed that of the passengers who had travelled with Stagecoach since the changes had come into effect:

- 90% had experienced no change to their journey;
- 6% had been affected by timetable or route alterations;
- 2% had lost a service, however alternatives were available;
- 2% had reported an improvement.

The First South Yorkshire representative advised that the reductions in service had been made in response to a lack of resources in order to ensure delivery. Initial indications were positive.

Operators intended to expand services further as capacity increased and that ultimately the aim was to grow the sector in South Yorkshire.

The Director of Public Transport Development stated that it would be helpful to monitor passenger impact over time and in line with the EP targets.

It was suggested that Local Authorities could work with Bus Operators as part of any 'return to work' schemes, particularly in areas where recruitment struggled.

Action: The Stagecoach Representative to update the Leader of Rotherham MBC on the Dearne Valley services.

22

Towards a Patronage Recovery Action Plan

The Director of Public Transport Development presented a report on the Patronage Recovery Action Plan covering the present up until March 2023.

Concern had been raised around the EP target of 77 million passengers per annum, as the current estimated annual patronage level was 55.6 million. Early action would be critical in achieving the target.

It was proposed to focus on activities that could be implemented quickly, and which would have an immediate impact on patronage, including:

- Improved accurate service data;
- Access to information;
- Bus priority;
- Bus detection;
- Targeted marketing;
- Seasonal discounts;
- 'Tap and cap';
- Targeted bus service improvement areas;
- Early wins on ticketing and fares.

The Executive Director of Infrastructure & Place advised that there was still work to be done on bringing all workstreams together and cooperation would be crucial. While important to contemplate on the longer term possibilities, the focus should be on options which could be delivered in 2023 and even in the first quarter.

It was considered that simplifying fares across operators, improving the accuracy of data and access to information would be positive steps forward. The Board discussed consolidating the data that was currently available across various platforms into a single point of information. It was felt that this would streamline the process and minimise confusion over where to find information on buses in South Yorkshire. A target for delivery was agreed for 6 months.

Marketing was also identified as a method of increasing bus usage and could be linked to any offers on fares. Once the network had stabilised following the latest changes, a package of benefits could be used as the focus of a campaign to persuade the public to travel by public transport.

Local Authorities could also encourage the public to use the bus network on their websites by providing details of relevant bus services to get to council facilities such as libraries and swimming pools.

Action: The Democratic Services Officer to add the £2 fare cap to the agenda of the November meeting.

Action: The Director of Public Transport Development to produce an ambitious, targeted marketing plan using available data to ensure efficacy.

Action: The Mayor to arrange a meeting with the Bus Users representative to discuss how to increase passenger levels as a matter of urgency.

Action: The Director of Public Transport Development to explore possibility of a seasonal marketing campaign in time for Christmas.

Resolved that:

1. The contents of the paper to be noted;
2. Feedback to be provided on the suggestions for inclusion in a Patronage Recovery Action Plan;
3. Support to be provided where required for any agreed activities.

23

Data Plan - Exchange & Analysis

The Head of Policy outlined a three-stage plan to explore what data and research was available to inform short term action and beyond to attract more customers to the bus network.

A collaborative approach was recommended with operators and the MCA pooling data to create informed interventions to improve demand. Gaps in intelligence and areas for future research were also considered.

The Board welcomed the Plan and the aspiration to make better informed decisions based on real world data. It was important to respond accordingly to emerging trends such as the cost of living crisis, which would likely boost demand for public transport.

Action: Director of Public Transport Development, Head of Policy and Bus Operators to come up with a shortlist of areas for potential growth using available data to be presented to the November meeting.

Resolved that:

1. The content of the paper setting out a three-staged data plan be noted;
2. A steer be provided as to what data could be most beneficial in supporting demand improvement activities, on which basis the team will develop a more detailed delivery plan and;
3. The arrangement of a follow up meeting with data experts from all partners in the EP be endorsed, to determine what stage 1 data is

particularly useful to support demand change and to facilitate data sharing (stage 1).

24 **Notice of Enhanced Partnership Scheme Variation**

The Director of Public Transport Development advised that a variation of the EP Scheme was being sought due to a number of emerging developments.

Details of the proposed variations had been circulated and approved prior to the meeting.

The EP Forum met for the first time on 28 September 2022 and began the development of the Customer Charter. The chosen approach necessitated a change in wording. It was also proposed that the review of single operator products and premium levels on multi-operator tickets be deferred following Government's announcement of a national, temporary £2 flat single fare in 2023.

Members advised that they felt that the work on multi-operator tickets should be prioritised.

Action: The Corporate Director of Public Transport to arrange a meeting between EP Board representatives and Travel Master to discuss the multi-operator tickets.

(The Head of Policy left the meeting.)

Resolved that the contents of the proposed variation to the EP Scheme be considered and approved in correspondence, no later than 30 September 2022.

25 **Enhanced Partnership Forum - First Meeting Feedback (Verbal)**

The Bus Users representative provided an update following the first meeting of the EP Forum.

A wide variety of people had attended the meeting which was focussed on the customer charter. It had been agreed that the charter should be underpinned by meaningful targets which had consequences if they were not delivered. The customer charter would also recognise the separate responsibilities of operators, customers, and stakeholders.

The Forum was keen to promote bus services and persuade people to start using or return to public transport. It was also acknowledged that information should be provided in a non-digital format to public facilities.

Concerns had been raised that there was no single point of contact.

Resolved that the feedback be received.

Enhanced Partnership Scheme Progress Report

The Director of Public Transport Development introduced a report on the progress of the EP Scheme.

Milestones had been reached in the previous two months including:

- The Levelling Up Fund bid had been submitted;
- The EP Development Group had prioritised 6 activities for development.

It was added that the MCA also had the opportunity to pilot a demand responsive transport (DRT) service and to implement further Net Zero buses.

The Director of Public Transport Development informed the Board that work on the DRT scheme was progressing. A meeting had recently taken place where the shaping of a DRT pilot and identification of funding sources had been discussed.

Action: The Director of Public Transport Development to provide a regular update on the progress of the DRT Scheme to the Board.

Resolved that the contents of the paper in relation to progress with the Enhanced Partnership Scheme be noted and support be provided where required.

Matters Arising

As there was no other business to discuss the Chair thanked all for their input and attendance and closed the meeting.

I, the undersigned, confirm that this is a true and accurate record of the meeting.

Signed

Name

Position

Date

Enhanced Partnership Board

Action Log from 4 October 2022

Open and Recently Completed Actions

Meeting Date	Minute No	Action	Action Owner	Update	Status
04/10/2022	26	<p>Enhanced Partnership Scheme Progress Report</p> <p>The Director of Public Transport Development to provide a regular update on the progress of the DRT Scheme to the Board.</p>	P Beijer	Bus Services Team are considering potential pilot areas and a proposal will be brought to EP Board in due course in the first Quarter of 2023.	Ongoing
04/10/2022	24	<p>Notice of Enhanced Partnership Scheme Variation</p> <p>The Corporate Director of Public Transport to arrange a meeting between EP Board representatives and Travel Master to discuss the multi-operator tickets.</p>	S Edwards	Included as part of agenda item 3, 'Refreshing the Enhanced Partnership – Emerging proposals'.	Complete
04/10/2022	23	<p>Data Plan - Exchange & Analysis</p> <p>Director of Public Transport Development, Head of Policy and Bus Operators to come up with a shortlist of areas for potential growth using available data to be presented to the November meeting.</p>	P Beijer, J Guest & Bus Operators	<p>Included as part of agenda item 3, 'Refreshing the Enhanced Partnership – Emerging proposals'.</p> <p>A follow up meeting has also been held with bus operators and data sharing has started.</p>	Complete

Meeting Date	Minute No	Action	Action Owner	Update	Status
04/10/22	22	<p>Towards a Patronage Recovery Action Plan</p> <p>The Director of Public Transport Development to explore possibility of a seasonal marketing campaign in time for Christmas.</p>	P Beijer	Now included in Demand Recovery Action Planning.	Complete
04/10/2022	22	<p>Towards a Patronage Recovery Action Plan</p> <p>The Mayor to arrange a meeting with the Bus Users representative to discuss how to increase passenger levels as a matter of urgency.</p>	O Coppard	Discussed at EP Forum meeting on 1 November.	Complete
04/10/2022	22	<p>Towards a Patronage Recovery Action Plan</p> <p>The Director of Public Transport Development to produce an ambitious, targeted marketing plan using available data to ensure efficacy.</p>	P Beijer	Now included in Demand Recovery Action Planning.	Complete
04/10/2022	22	<p>Towards a Patronage Recovery Action Plan</p> <p>The Democratic Services Officer to add the £2 fare cap to the agenda of the November meeting.</p>	E Hinsley	An item on the £2 Flat Fare has been added to the agenda of 29 November meeting.	Complete
04/10/2022	21	<p>Operator Plans for Bus Recovery Grant and Short-Medium Term Service Changes</p> <p>The Stagecoach Representative to update the Leader of Rotherham MBC on the Dearne Valley services.</p>	M Kitchin	Meeting held on 19 October.	Complete
04/10/2022	20	<p>Enhanced Partnership Operating Group Progress Report</p> <p>The Executive Director of Infrastructure & Place to write to DfT on behalf of the Board, to raise concerns around the short notice of Government funding</p>	J Dowie	To be sent week commencing 14 November.	

Meeting Date	Minute No	Action	Action Owner	Update	Status
		decisions and its effect on planning and implementation.			
04/10/2022	20	<p>Enhanced Partnership Operating Group Progress Report</p> <p>The Director of Public Transport to develop an agreed schedule for significant service changes prior to the next meeting.</p>	S Edwards	As per the report 'EP Operating Group Progress Report October 2022' at the last meeting; the group have agreed in principle that the two significant service changes take place at the start of September (or late august) on the last Sunday prior to school returning for the start of the academic year, and on the first Sunday after the Good Friday/Easter Monday weekend.	Complete
09/08/2022	13	<p>New EP Schemes Proposed Priorities</p> <p>Officers to engage with L Nickson and the LEP about retailer discounts for bus users.</p>	P Beijer	P Beijer met with Lucy Nickson on 19 October 2022	Complete
09/08/2022	11	<p>EP Targets Report</p> <p>Members to share their views on the appearance and content of the dashboard with the Director of Public Transport Operations.</p>	All members	Awaiting feedback.	Ongoing

Meeting Date	Minute No	Action	Action Owner	Update	Status
21/06/2022	8	<p>Any other business</p> <p>SY Mayor to put his name to a letter asking for formal feedback and highlight his disappointment that we missed out on BSIP funding.</p>	South Yorkshire Mayor/ Head of Mayor's Office		Complete

Completed Actions

Meeting Date	Minute No	Action	Action Owner	Update	Status
09/08/2022	17	<p>Matters arising</p> <p>The possibility of using the Adult Education Budget to uplift driver shortages was discussed in reference to a case study in West Yorkshire. Officers to discuss with AEB colleagues and bring an update to the next meeting in October.</p>	S Edwards and T Taylor	Discussions held with AEB colleagues, now awaiting operator feedback. Raised with operators at EP Operating Group on 15 September. Operators were unanimous that they'd welcome additional investment/activity on driver training akin to the scheme in West Yorkshire. We now need to develop, with SYMCA AEB colleagues what this might look like.	Complete

Meeting Date	Minute No	Action	Action Owner	Update	Status
09/08/2022	15	<p>Forum Membership Proposal</p> <p>Officers to work through a timeline of key dates that may affect the timings of Forum meetings.</p>	P Beijer	Forum meetings now planned. Decision to hold single Forum meeting, instead of staggered thematic Forum meetings has resolved the risk of not all relevant topics being considered by all members of the Forum.	Complete
09/08/2022	14	<p>Approval of Variations to EP Schemes</p> <p>P Beijer to consider which variation option is best suited and prepare the EP Scheme Variation for EP Board approval in correspondence.</p>	P Beijer	Proposed EP Scheme Variation circulated to EP Board members on 15 September 2022 for approval by 30 September 2022. Covered under item 7 on the agenda of 4 October 2022.	Complete
09/08/2022	13	<p>New EP Schemes Proposed Priorities</p> <p>Officers to look at which of these priorities could be delivered in the next 4-6 months and prepare a paper with suggestions to be agreed on at the October meeting.</p>	P Beijer	Covered under item 5 on the agenda of 4 October (Data and Intelligence Plan)	Complete
09/08/2022	13	<p>New EP Schemes Proposed Priorities</p> <p>Officers to further investigate and plan this work prior to the next meeting for members to comment on.</p>	P Beijer	Covered under item 5 on the agenda of 4 October (Data and Intelligence Plan)	Complete

Meeting Date	Minute No	Action	Action Owner	Update	Status
09/08/2022	13	<p>New EP Schemes Proposed Priorities</p> <p>P Beijer and T Taylor to follow up on their meeting with the provider and commence research into similar providers.</p>	P Beijer	PB followed up with supplier of retail discount app linked to bus usage. Included and to be considered as part of action plan (item 5 on agenda)	Complete
09/08/2022	11	<p>EP Targets Report</p> <p>EP Development Group to create a piece of work which explores better data in terms of travel flows and public movement.</p>	P Beijer to inform EP Development Group	Covered under item 6 on the agenda of 4 October (Data and Intelligence Plan)	Complete
09/08/2022	11	<p>EP Targets Report</p> <p>Democratic Services Officer to add 'EP Targets Report' onto the November agenda for members to review the targets following the impact of the changes to be made in October.</p>	G Kocsis	Added to the agenda.	Complete
09/08/2022	11	<p>EP Targets Report</p> <p>SYMCA to share economic intelligence on travel patterns with bus operators.</p>	P Beijer	Covered under item 6 on the agenda of 4 October (Data and Intelligence Plan)	Complete
09/08/2022	11	<p>EP Targets Report</p> <p>Officers to collate the information on the reasons for reduced bus patronage and possible recovery options for members to decide on during the next meeting in October.</p>	P Beijer	Covered under item 5 on the agenda of 4 October (Data and Intelligence Plan)	Complete

Meeting Date	Minute No	Action	Action Owner	Update	Status
09/08/2022	11	EP Targets Report M Kitchin and K Belfield to report back to the Board with a projected bus patronage figure following the service cuts in October.	M Kitchin and K Belfield	Covered under item 4 on the agenda of 4 October (Recovery Action Plan (Oct 2022 – Mar 2023))	Complete
21/06/2022	7	Feedback from the EP Forum and review of commercially sensitive papers to be added to the standing agenda.	Pat Beijer	Added as requested	Complete
21/06/2022	5	Members to correspond with P Beijer via email and inform her of their suggestions for EP Forum members so a solid list can be brought together and discussed at the next meeting.	All members	Suggestions were received and discussions held between P Beijer & Dawn Badminton-Capps to create a finalised list.	Complete
21/06/2022	5	Remove bi-monthly and include 'every other month' in the ToR for both the EP Forum and EP Board.	Pat Beijer	Updated EP Board and EP Forum ToRs attached	Complete
21/06/2022	5	Add a statement of intent for the EP Forum to the Terms of Reference.	Pat Beijer	Updated EP Forum ToR attached (V2.0 dated 07/07/22)	Complete
21/06/2022	5	The Mayor asked to remove reference to 'customers' and instead use the 'travelling public of South Yorkshire', whether they are current customers or not. EP Board ToR to be looked at and updated with this in mind.	Pat Beijer	Updated EP Board ToR V2.1	Complete
21/06/2022	4	Amend Part 1 of the EP Board ToR to include a Statement of Intent.	Pat Beijer	Updated EP Board ToR attached here with (V2.1 dated 07/07/22)	Complete

Meeting Date	Minute No	Action	Action Owner	Update	Status
21/06/2022	4	Item 10 of the EP Board ToR to be amended so the Board is transparent, and all papers will be published unless they feature sensitive information.	Pat Beijer	Updated in EP Board ToR attached here with (V2.1 dated 07/07/22)	Complete

SYMCA ENHANCED PARTNERSHIP FORUM

BUS CUSTOMER CHARTER WORKSHOP SUMMARY

28TH SEPTEMBER 2022

SYSTRA Reference 11131/13

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1. INTRODUCTION

1.1 The workshop

SYSTRA were commissioned by SYMCA to design and facilitate a deliberative workshop session with the members of the Enhanced Partnership Forum as part of their meeting on Wednesday 28th September 2022.

The workshop was intended as the first in a series of workshops with stakeholders, seeking to assist in the development of a customer charter for bus users in South Yorkshire.

The deliberative workshop ran for one and half hours, within a two hour meeting.

After a brief initial overview of the plan for the deliberative workshop, attendees split into two smaller breakout groups of approximately seven people. One group consisted of the forum members attending in person, while the other was formed of those attending online via Microsoft Teams. The groups included a mix of passenger and user group representatives, bus operators and business/institutional representatives.

Each of the breakout groups took part in two 30 minutes discussions led by a SYSTRA facilitator. The first discussion focused on participants' aspirations for a customer charter, while the second addressed how a charter could be made meaningful.

After the second breakout discussion, both groups were brought back together for a plenary session where a nominated representative from each group shared the key points from the discussions with the forum.

Breakout discussions were captured by facilitators on flip-charts during the workshop, and were audio-recorded to support production of an accurate written summary following the workshop.

1.2 This report

This report summarises the key findings from the two breakout discussions, drawing out the key themes.



2. FINDINGS

2.1 Aspirations for the charter

2.1.1 What should the charter seek to achieve?

- **Set expectations**
 - For customers – provide confidence that certain service levels will be met, generating trust in local bus services; and
 - For operators – accountability for meeting certain service levels, and consistency in what is expected across all operators.

- **Drive cultural change**
 - To facilitate a shift away from SYMCA and the bus operators being seen as the experts who know what is needed, to a situation where customers and user groups are involved in the process and their aspirations and needs are understood; and
 - Inclusivity and equality of opportunity to be embedded in operation decision-making
 - Provide a framework against which future SYMCA decisions are considered / reviewed – an overarching objective that SYMCA are working towards which decisions need to be compatible with.

- **Explain and clarify passenger rights**
 - Clearly set out passenger rights, particularly for those with mobility restrictions or other impairments; and
 - Educate passengers on these rights, such as in relation to wheelchair users legal right to wheelchair spaces, and set out how operators and drivers will resolve passenger disagreements around access to these spaces.

- **Promote bus use**
 - Support efforts to make bus peoples’ primary mode / mode of choice; and
 - Help to encourage new users onto buses / lapsed users back – launch of a charter is an opportunity to ‘sell’ bus services to the public by clearly outlining the offer.



2.1.2 What should the charter cover?

It was agreed that the primary focus of the charter should be to outline the expectations passengers should have for bus services.

○ Service quality

- Reliability;
 - Seen as single most important element within, and determinant of, service quality; and
 - Publish reliability statistics so performance can be viewed objectively by passengers – broken down by route, not just operator;
 - Will provide confidence for passengers that services will run as expected; and
 - Will demonstrate to non-users that bus is (generally) reliable.
- Frequency;
- Punctuality;
- Speed of services;
- Cost;
- Service changes;
 - Service changes likely to result in significant disruption (for instance, caused by major roadworks) should be proactively and widely communicated;
 - Across multiple media including on board buses – must not rely solely on social media / the internet;
 - Reasons for service changes should be outlined clearly; and
 - Advice on alternatives should also be provided.
 - Frequency/number of service changes should be limited; and
 - Lost/reduced services should be restored as soon as possible, if possible
- Connectivity with other modes;
- Times of day; and
- Physical infrastructure – quality of buses, bus stops etc.

○ User experience

- Accessibility;
 - Physical/mobility impaired (e.g. wheelchair access);
 - Commitment to uphold legal rights, for instance for wheelchair users and their access to dedicated on-bus spaces. Includes ensuring other passenger understand and respect these rights;
 - Cater for needs of a wide-range of sensory impairments (e.g. audio-visual stop announcements); and
 - Commitment to accommodate all users.
- Consistency in information provisions;
- Safety;
 - Of lone travellers (e.g. females travelling later at night);
 - Last bus should never be cancelled – could there be a ‘last bus guarantee’ (alternative provided if bus doesn’t run)?
 - Of cyclists and other road users.
- Cleanliness;
 - To encourage passenger return to buses post-Covid (follow the lead of rail);
- Handling of passenger queries and complaints;
 - To set out a clear process for complaining and a transparent and consistent process for how complaints will be dealt with;
 - Commitment that passengers should receive a response within fixed time frame from operators;
 - Establish consistent recompense methods across operators (e.g. financial or alternative transport guarantee); and
 - SYMCA monitoring;
 - Commitment for SYMCA to monitor how bus operators handle complaints, and address the wider issues raised in complaints; and
 - SYMCA to track complaints to check that they are resolved and support public to resolve issues where appropriate.



○ Performance monitoring

- SYMCA should commit to monitoring actively monitoring operator performance to inform service management and improvement;
 - Key service quality aspects, such as reliability; and
 - Operator handling of complaints;
 - To gain data on operator / route performance for use in decision-making around contract awards etc.; and
 - To better understand where key performance issues are.

○ Expectations of behaviour

- Driver behaviours;
 - Attitudes towards vulnerable bus users;
 - How drivers communicate issues / problems with service;
 - How driver handle disputes regarding space – i.e. wheelchair spaces; and
 - Training for drivers to ensure they understand their role / expectations of them with regard to passenger support.
- Passenger behaviours;
 - Young people in particular cited as a group where behaviour expectations needed to be clear; and
 - Parents with prams using the wheelchair spaces when a wheelchair user wants to board.

There was also interest in using the charter to outline SYMCA's strategic objectives for bus services.

○ Statement of long-term direction

- Statement of the 'vision' SYMCA has for bus services, so passengers understand the goals that SYMCA is trying to work towards. For example, this might be an aspiration to have the ability to centrally manage routes and timetabling.

○ Day-to-day collaboration and partnership working

- Statement about how SYMCA and key partners such as bus operators and local authorities will work together to make changes that will improve services, for instance managing congestion that delays buses, or parking the blocks roads.



2.2 Making the charter meaningful

2.2.1 What would make the charter meaningful to the public?

- **It must have clear, real-world purpose and relevance to passengers**
 - Address the major issues passengers complain about (reliability, punctuality and cost);
- **It must help hold operators to account – it must be seen ‘to have teeth’**
 - Ensure access to performance data;
 - Passengers must have access to clear data on key performance metrics. This should include data at individual route level. Overall network level data is not sufficiently meaningful; and
 - Data should be published annually.
 - Clear implications when charter commitments are not met;
 - Need for a clear action plan for how shortcomings will be addressed;
 - Redress for passengers;
 - Complaint process to be set out clearly;
 - Single channel for customer’s to make complaints; and
 - Need for flexibility in the form of response;
 - Financial compensation is not always appropriate (many users will not have paid (concessionary pass holders etc.)) or the best approach. Sometimes an explanation or apology can be more appropriate / preferred by passengers; and
 - While financial penalties provide a demonstrable consequence for operators, there are challenges and potential negative consequences;
 - Root cause of poor service might be outside of bus operators hands – roadworks / traffic incident causing delay etc.; and
 - Penalising operators could raise costs or make services commercially unviable.
 - Transparency regarding outcomes – reporting on complaints received and actions taken to address.



- **To serve as a tool to encourage service improvement**
 - Provides a framework for regular reflection on / discussion around performance, and a prompt for action;
 - Continual reporting against charter;
 - Need for metrics for assessing success – such as found in hospital charters, with targets and published results; and
 - Reporting needs to capture the issues that have arisen, but also document what was done to address them.
 - Encourages continual conversation between passengers, SYMCA, operators, community groups, businesses etc.

2.2.2 What form should the charter take?

- **Participants agreed that the charter should come in two forms:**
 - A one-page summary as the primary, public-facing version;
 - Concise;
 - Jargon-free / in plain-English;
 - A bullet point list of short statements; and
 - Be presented as an eye-catching poster.
 - A longer, more detailed document which fleshes out the detail of the commitments;
 - Primarily for a more technical audience (i.e. the Enhanced Partnership, SYMCA, operators), but
 - Also available to the public online.



2.2.3 How should the charter be presented to the public?

- **The one-page summary version should be shared / shown as widely as possible:**
 - Posters/leaflets
 - Display on all buses, and at all bus stops - lots of physical infrastructure across the network to put it on;
 - Get it in bus users' faces on buses as they travel so they can't miss it; and
 - Put on back of buses so car drivers see it too – will help aspiration of the charter attracting new / lapsed users to bus travel
 - Display in other public venues – bus interchanges, libraries, shopping centres etc.
 - Online
 - SYMCA and operators websites and social media;
 - Partners promote (i.e. retweet) through their media channels;
- **SYMCA must be proactive in sharing the charter**
 - Need to explain the charter's purpose clearly;
 - Run an advertising / communication campaign
 - Radio; and
 - Face-to-face engagement.
- **Branding**
 - Documentation should be branded/published by the Combined Authority, with a statement of support/endorsement from the Enhanced Partnership
 - Public are familiar with the Combined Authority – it will give the charter greater authority with the public.



APPROVAL

Version	Name		Position	Date	Modifications
1	Author	Mark Denley	Principal Consultant	06/10/2022	
	Checked by	Bradley Goodsell	Principal Consultant	06/10/2022	
	Approved by	Carry Stephenson	Director	07/10/2022	



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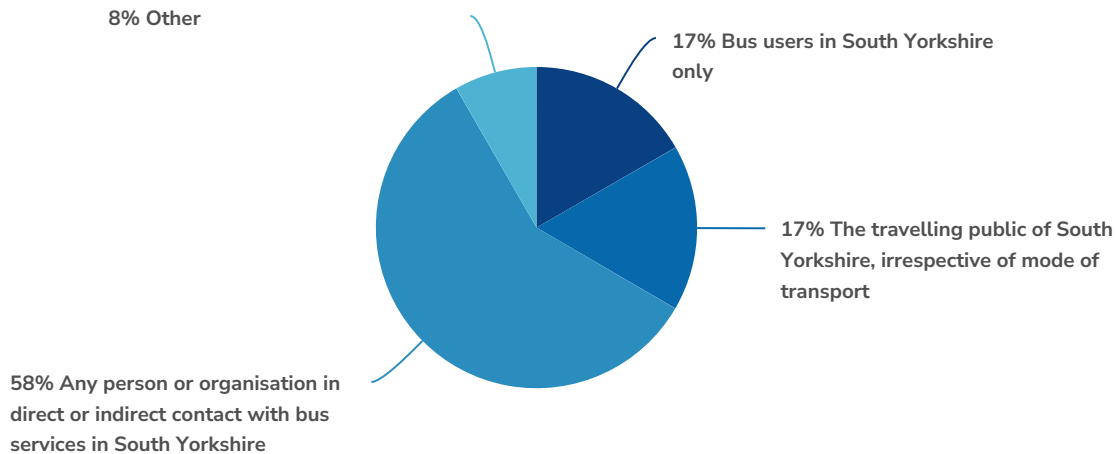
Report for EP Forum - Customer Charter "A Deeper Dive"

Response Counts

Completion Rate:	100%		
Complete			12

Totals: 12

1. Who should the Customer Charter apply to?



Value	Percent	Responses
Bus users in South Yorkshire only	16.7%	2
The travelling public of South Yorkshire, irrespective of mode of transport	16.7%	2
Any person or organisation in direct or indirect contact with bus services in South Yorkshire	58.3%	7
Other	8.3%	1

Totals: 12

Other	Count
Would suggest bus users and stakeholders - first option is too restricted, third is too wide	1
Totals	1

2. What are the most important aspects of customer care?

ResponseID	Response
3	Punctuality, reliability, journey time, driver behaviour, cleanliness of interior
4	INCLUSIVITY
5	Feeling valued
6	Sharing timely information and responding to customer issues/need
7	ensuring the customer can travel safely and reliably to their destination whilst providing value for money
8	Appreciation of the needs ad expectations of passengers and would be passengers.
9	The organisation understands the needs and the perspective of the customer. That customers are able to understand the offer and it is presented in easy to understand terms. Customers are able to contact the organisation easily and quickly with any concerns. Customers are treated with patience and respect.
11	Good communication, provision of service as advertised, understanding customer aspirations, dealing with problems/concerns in reasonable timeframe.
12	Accessibility and being able to reliably like all otehr people.
13	reliability
14	Being supportive and engaged. Customer care needs to be at the forefront of haw a public transport system operates.
15	A simple system to communicate any issues, concerns or gratitude from customers and having the information about what the process for response. E.g., gives timeline and show someone seen it within short period time.

3. What are your expectations from excellent customer service, in terms of information provision:

Written

ResponseID Response

3 Hard copy timetables at all stops

4 Clarity

5 a

6 Clear, concise, easy to read

7 clear, concise, available in appropriate locations

8 posters/leaflets/accurate timetables

9 Clear, concise and easy to understand and uses plain english.

11 use of plain english, up to date info, clearly legible in relevant places.
consider needs of visually impaired.

12 Timetables on stops. Also Downloadable documents important for offline use etc, all content available in alternative formats for accessibility - ask SheffieldT4A

13 timetables

14 It should be clear and easy to understand, this may across a variety of languages, including braille.

15 Written communication must ensure it easy to read and provide accurate information. No written communication should need to have 3 pages, and should try focus on one page response

Via contact centres (telephone)

ResponseID Response

3 Well informed local staff

4 Clarity

5 a

6 8 - 8 service Mon-Fri

7 answered in a polite and timely manner and able to give accurate answers

8 help with particular queries/concerns

9 Quick connection time. Polite, responsive and knowledgeable staff.

11 up to date information, enough staff at busy periods, clear 'what happens next' explanations

12 Really helpful and knowledgeable - must be able to directly contact operators at a local depot level to deal with issues particularly accessibility ones such as not being allowed to board for wheelchair users space.

13 answers to questions

14 It should be polite and supportive and above all be willing to listen. The response needs to be timely, waiting in a queue listening to canned music should be minimal

15 The person answering the call needs to be polite and a tone which sounds cheerful. Call centres need to be careful with having them speak or numbers to select what the issue is.

Face to face (inter-personal)

ResponseID Response

3 Staff who take ownership and find answers, not pass the buck

4 Clarity

5 a

6 People at main stops/stations to provide help

7 answered in a polite and timely manner and able to give accurate answers

8 staff at information centres who are well informed

9 Patient, polite, clearly understood, empathetic and able to communicate what next steps are.

11 Clarity in communication.

12 Disability and Equality training for all staff including refresher training - ask Sheffield Transport 4 All for input

13 knowledgeable person

14 Should be friendly and supportive.

15 The person answering the call needs to be polite and have a cheerful tone. Call centres must be careful with having them speak or use numbers to select the issue; there should be at most five options as a customer may feel it, hassel, to get in touch. The approach needs to be consistent approach/

Online (social media, website)

ResponseID	Response
3	Easy to access up to date info
4	Clarity
5	a
6	Yes, must be on front page of website with all forms of contact clearly stated
7	easy to access and understand
8	up to date information available esp re services
9	Quick, responsive, not too much jargon.
11	up to date information on a variety of platforms.
12	Ensure text descriptions provided for all content so that Screen Reader users (blind and Visually Impaired) can access the information.
13	sympathetic responses
14	should be clear and easy to understand, this may across a variety of languages.
15	The social media approach should share positive stories about transport and needs to be interactive. Travel South Yorkshire should use Twitter DM's to address complaints or gratitude; this would be another way to communicate to the public easier than using just the website contacts us form. The website needs to have simpler form to may complaint, ask question or gratitude, the one website has options after options. It needs to be more simpler.

4. What are you expectations from excellent customer service, in terms of behaviours:

ResponseID	Response
3	Make every customer feel valued and individual
4	Politeness. Patience. Accuracy.
5	a
6	Someone who listens and takes action. Smiles while they talk
7	to deliver a welcoming, clean, safe, punctual and reliable service with easy to access and understand information to assist with decision making
8	well informed staff, able to deal even with awkward customers
9	Patient, empathetic, knowledge, honesty and respect
11	Calirty, patience, good explanations/information, and clairty over how complaints are handled/responded to, and what to do if you are still unhappy.
12	Sees issues through and is on the customers side (not the status quo and shrug shoulders approach)
13	respect, even if customer is difficult
14	A friendly and supportive approach, with an understanding that each contact may influence for good or bad, the customer's perception of bus travel.
15	To have polite and caring approach customer and proactively engagement with the community. It should be integrated approach.

5. What good behaviours would you expect from users or the public?

ResponseID	Response
3	No ASB
4	Respect for others. Compliance with rules.
5	a
6	Its everybody's journey, consideration of other passengers. Using seats appropriate to their needs. No judgement of others.
7	to treat staff and fellow users with consideration and respect and ensure a safe and clean travelling environment for all
8	politeness even when situation is difficult!
9	Respect, patience and polite, consideration for other service users and staff
11	tolerance and consideration of other people.
12	Moving to free up wheelchair space, or seats further forward being freed up for elderly, visually impaired etc.
13	the same - respect
14	People dealing with users or the public are also entitled to be treated with respect. They should not be subject to verbal or physical abuse or feel threatened in the workplace.
15	Passengers should polite and understand what is expected from them. Passengers should feel they empowered and understand it same across the system

6. What best describes a reliable bus service?

ResponseID	Response
3	Consistently on time
4	Do not reinvent the wheel. See Reliability in the SY Bus Review
5	One that turns up close to the published time
6	One that turns up as per timetable, at regular intervals through the day
7	punctual with consistent journey times that arrives and departs when expected
8	where the timetable is adhered to, cancellations minimal and information is available to passengers at bus stops waiting for a bus
9	Reliable and operates on time with notification to customers if there are any issues.
11	something that runs on time with a vehicle that is of a suitable standard and accessible.
12	Not too early, not too late, NEVER abandoning part of a route as the worse thing is nothing turning up (especially if no comms you can access). Also, drivers pulling up at the right place ie. at the tactile paving markings, not needing to scan passes of Visually Impaired etc.
13	timetable actually represents what happens!
14	A service that arrives roughly on time on each journey every day. Where this is not achieved, the use of Real Time Information can allay the anxiety of passengers. No passenger should be left stranded due to the cancellation of a service.
15	Bus reliable services is a service which turns up 3 – 5 minutes within the timetable specified on the times.

7. What would you consider unacceptable in terms of disruption to the bus service, in terms of:

Punctuality: departure from bus stop

ResponseID Response

3 No more than 5 mins late

4 Time + 5

5 over ten minutes late

6 Leaving early, or not servicing a stop without being told

7 depends on traffic conditions

8 more than 10 minutes late (preferably less!)

9 arriving too early so that you miss the service completely

11 leaving early. More than 5 minutes late.

12 Must be within 5 mins of time and passenger entitled to measure off the stop/schedule timetable (passengers don't know about timing points and nor should they)

13 people using driver as a general source of information

14 5-10 minutes late, no service should leave before its scheduled departure.

15 departure from bus stop, should be no later than 10 minutes.

Punctuality: arrival at destination

ResponseID Response

3 No more than 10 mins late

4 Time + 5

5 over ten minutes late

6 Within 10 minutes of timetable

7 depends on traffic conditions

8 arrive within 5 minutes of timetable (remember people often have connections)

9 significantly late so that you miss your connection

11 more than 5 minutes late.

12 Must be within 5mins of time for connection purposes.

13 traffic problems and road works are difficult to allow for

14 5-10 minutes late

15 It should be

Reliability: cancellation of bus service

ResponseID Response

3	At least 99.5% of trips to run
4	No short notice cancellations. Resilient resourcing
5	Without notice cancellations
6	At least 12 hours' notice if a short-term, one-off. If a service is permanently changed, then 4-6 weeks
7	ideally good practice is to inform with as much notice as possible, so unacceptable would be no/little notice
8	should be a rare occurrence, signalled in advance (ie we should be aiming for 100% reliability)
9	Cancellation with no notice ie no show
11	not acceptable on low frequency routes, e.g. service less than every 30 minutes.
12	Services must always run the full route as recovering punctuality should never mean destinations being dropped - monitoring must encapsulate all extremities and penalties harsher for dropping extremities of routes especially as many are hourly.
13	very annoying, because of lack of communication
14	should be avoided where possible, particularly where there is a gap of 1 hour or more to the next service. In such cases and particularly for last buses, there should be an onus on repaying additional costs to the users e.g., taxi fares.
15	Cancellation should be rare. If the bus every 7 to 15 mins, then that would be fine. No buses should be cancelled if the service pattern is once hour or less frequency. Operators should look at putting a replacement on e.g., broken down bus.

Information provision at times of disruption

ResponseID Response

3 RTI at more stops

4 Online only. Real time information must be available.

5 Information not relating to the day

6 12 hours in advance if possible and regular updates as disruption continues. Must be available through all channels of communication

7 no information/swamped information

8 expectation should be accurate information except in exceptional circumstances

9 Not accessible

11 very difficult to quantify as disruption is caused by a number of things, there needs to be a cause and effect relationship.

12 It is unacceptable to only use social media and needs to be single source of update. Integrating with Moovit and some other journey planners would be best. SYMCA do NOT create your own app people want one app to get us everywhere in the UK.

13 we need to know how to get such information, even interchange doesn't always know or help

14 No or minimal information. Where possible information should be provided asap, including alternative routes etc.

15 The information is provided with real-time data on bus stops, websites and interchanges. It should provide clear information on the reason why the service was cancelled.

Other

ResponseID Response

6 Improve communications between utilities and highways, so disruption can be more effectively planned for

8 Present situation is very poor at the moment

12 Unacceptable for disabled people needing wheelchair space to not have support especially where many seats on the bus but wheelchair bay already legitimately in use. Drivers not resolving issues also unacceptable when comes to accessibility matters.

14 The cancellation of infrequent bus services has a really negative effect on users, so should be avoided as far as possible, and in these instances the cost of alternatives should be met by the bus company / BSIP Partnership

15 NA

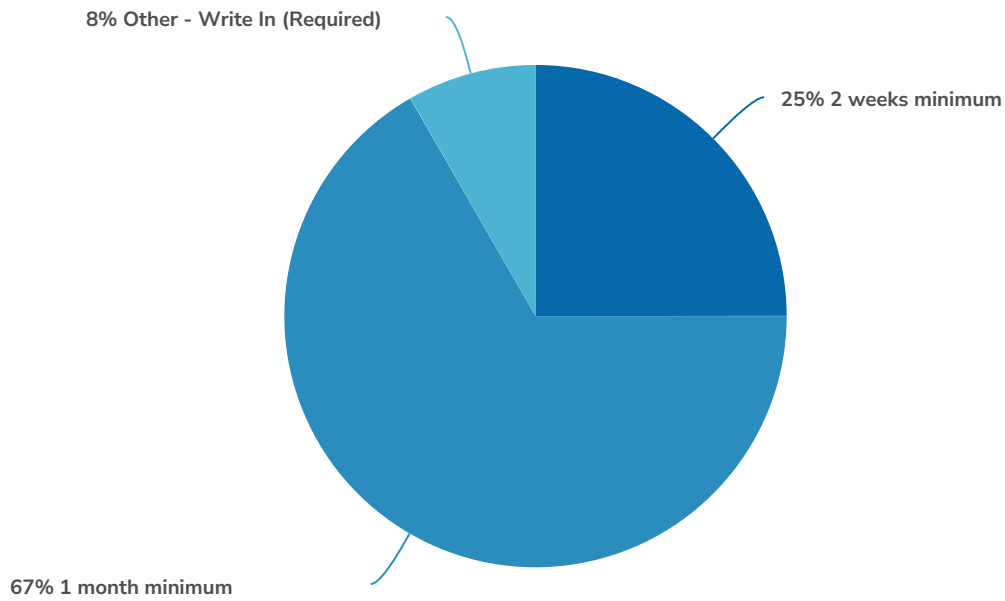
8. How do you feel performance (punctuality and reliability) is best reported in terms of level of detail and how?

ResponseID	Response
3	OK as now
4	Time 5 at multiple timing points. Cancellation percentages for whole or part of route.
5	Punctuality more than ten minutes late, reliability in number of journeys or part journeys not operated
6	A headline stat is easy to read. But customers must be able to see services specific to their own area. So perhaps having punctuality/reliability data on the bus specific to the service
7	network wide/service - don't want to get big picture lost in detail
8	% overall but also particular routes/times of day/days should be reported to identify patterns of problems
9	Headline figures that are easily accessible eg on social media and leaflet with link to website for further detail.
11	% age of buses by route that are not more than 5 mins late or run early.
12	Online data portal that allows drill down from different points, eg. operator, route, days of week etc.
13	need to know for individual service, not overall level
14	It is perhaps best to take an overview across the network, but with the option to highlight best and worst performance as appropriate
15	Location information and a breakdown of the top 5 or 10 worse services in the four local council areas should be used. For example, Barnsley has punctuality and reliability of 72%, and the five services area of concern may be 22x, 95, 21, 32, and 67. This will highlight the area of concern but allow for operators and combined authority to work together on finding a solution to fix the services.

9. What do you feel are reasonable recompense measures operators can provide at times of severe disruption?

ResponseID	Response
3	Depends on cause - traditionally most issues are outside of operator control
4	Travel vouchers for future use. For ENCTS, the vouchers must be pre-9.30am. Delay repay shows that this is a nightmare though.
5	Within control, money back guarantee
6	Last bus and disabled person's guarantee of being taken home. No quibble refund of ticket price
7	depends on cause of disruption
8	last bus cancelled? taxi provided. Other times - aim for making sure infrequent services are maintained. Financial recompense in cases of severe disruptio (as on railways)
9	alternative transport
11	that depends on who is causing the disruption!!
12	Money back for paying passengers - donating to charities or work with charities to account for ENCTS pass holders?
13	difficult, if all operators had spare capacity, they could provide a substitute but this seems to be a thing of the past
14	IAAt the minimum, refund of prepaid tickets plus perhaps a free ticket. Where passengers incur reasonable additional costs, these should be met on provision of a receipt.
15	It should follow similar system to rail of getting compensation or free tickets. Operators should work together to create a scheme where if bus is over 30 or 45 minutes late the customer is able to get reward point. Reward points will allow for customer to get free ticket, however it be like 10 points before they can get single day ticket on bus network.

10. What do you consider to be the minimum reasonable notice the public should be given for significant changes in the bus timetable?



Value	Percent	Responses
2 weeks minimum	25.0%	3
1 month minimum	66.7%	8
Other - Write In (Required)	8.3%	1

Totals: 12

Other - Write In (Required)	Count
It depends - restoration of service, 1 week would be great. For reduction in service, longer, please.	1
Totals	1

11. What is your view on value for money?

ResponseID Response

3	Better than REAL cost of running a car
4	Impossible to define.
5	That objects have been met
6	VfM must be shown in how it measures against other charges, so if you're a driver, what is the real daily cost, for petrol, parking, insurance, cost of the car etc..
7	Value for money does not mean cheap/low
8	Main issue is current range. £2 single fare is good but should cover say 1 hour's journey across different buses as in London. Dayriders/return fares need to be consistent. Family/group tickets would help cost of living
9	good service at an affordable price
11	VfM is an indication of what you pay vs the service you receive and is a subjective term. Public transport should be low cost to provide a real alternative to the car, and should be of a quality that makes people want to use, not only as a last resort, as part of an integrated land use and transport plan for SY, linking key areas of retail, employment and education with where people live
12	For those that pay, it seems often too high a price and too complicated to get the right product.
13	Bus services are good value for money
14	There is a balance to be struck between the cost of providing the service and the revenue generated. However, the social good of bus services also needs to be considered. There are examples (in the Lake District) of reduced fares, underwritten by local government generating increased patronage to the level where the underwriting was not used.
15	Value for money should be defined as reliable, frequent service and no more than £2 for a single journey. Customers' fares should be simple, with three single tickets. £1, £1.5 and £2 on the distance; however, this should also apply to crossing the boundary to west Yorkshire. I think it would be a good idea to work with the west Yorkshire combined authority to create a scheme that simplifies it. £4.6 to Wakefield vs to Sheffield, which is £2, seems a lot, as £2 tickets are not capped when crossing the boundary. This also goes on the west Yorkshire side, which does not cap crossing into South Yorkshire. Young people prices should also try to be free while in education, however due to financial pressure from the authority it should be capped at £1 or less, while being extended to university students between age 23 – 25 or mature students that full time learning.

12. What are your views on how the current operator complaints procedures could improve, when it comes to:

Knowing where to make a complaint

ResponseID	Response
3	Better, clearer info needed on bus and online
4	On bus information
5	Single point of contact
6	Not always clear where to complain and what to do if you remain unhappy
7	where multiple operators cover a route may be useful to try and identify each operator clearly
8	needs to be much clearer and be to operators and SYMCA
9	vague
11	don't know
12	Should always be publicly transparent and thorough a body like SYMCA
13	Not an issue
14	It's important that this information is available on all publicity materials and on the BSIP and operator websites
15	Complaints should go through one system on form, each company or travel south Yorkshire will be able to see the complaints.

Response times

ResponseID Response

3 5 working days

4 Published charter

5 Dependent on nature of enquiry. Some should be immediate

6 Could be improved

7 happy to have a set respond by time, even if it is holding to say more information needed

8 within a week

9 ??

11 don't know, I have found SYPTE particularly unhelpful in the past,

12 Central facility approach with slow reply clearly is about box ticking and not resolving issues or acting on feedback.

14 Maximum of 28 days

15 Address within 72-hour time frame but longer when weekend or Bank Holiday.

Response method

ResponseID **Response**

3 Email

4 Any the customer wants

5 Same as method used for communication

6 Should be able to deal with my complaint via the phone

7 needs to take into account all operators set ups

8 as passenger requests - mail/email/text

9 ??

11 don't know

12 Should be in the form a customer requests, especially where accessibility is involved.

14 Should allow the complainant to specify, but a written record should be kept for monitoring

15 Letter, email or phone or meeting at interchange.

Consistency

ResponseID	Response
3	?
4	Same for all operators
5	Single point of contact would enable better consistency
6	The type of response you receive is not universal
7	needs to take into account all operators set ups
8	needed!
9	??
11	don't know.
12	More about working with passengers for a good outcome so not always consistent.
14	There needs to be a consistent process across the BSIP area, regardless of service or operator
15	NA

13. What are your top-3 most important facilities at a bus stop?

Number 1

ResponseID	Response
3	Working RTI
4	Shelter
5	Timetable display
6	Timetable/Bus info
7	flag with relevant information
8	shelter from the elements
9	Timetable
11	that the bus goes where you need it to
12	Timetable displayed
13	accurate timetable
14	A clear flag detailing services
15	Realtime Informations

Number 2

ResponseID	Response
3	Shelter and clean, well maintained, safe environment
4	Real time information
5	Accurate realtime info
6	Shelter and good lighting
7	timetable
8	seats
9	Lighting
11	that the bus arrives
12	Seating
13	shelter from rain
14	A timetable casement
15	Seating available (More bus shelters)

Number 3

ResponseID	Response
3	Paper timetable on stop
4	Timetable information
5	Shelter
6	Being able to get on/off bus easily
7	bus stop markings to enable buses to pull up safely
8	accurate timetables/live display
9	Shelter and seating
11	that the bus stops at the stop
12	Real Time Information
14	Bus shelter and seating
15	Physical Timetables on display and on one side map of where routes may go to.

14. What are your top-3 most important factors when on-board a bus?

Number 1

ResponseID	Response
3	On time
4	Wifi
5	Capacity to board
6	Welcoming/helpful driver
7	driver
8	friendly bus driver
9	Accessible
11	that it goes where you want
12	Audio Visual next stop
13	the friendliness of the driver
14	Safety
15	Seats (Enough capacity)

Number 2

ResponseID	Response
3	Courteous/helpful driver
4	Charging
5	Getting a seat
6	Ticket/timetable info
7	comfortable seating/wheelchair/pram spaces
8	information on route/next stop
9	Comfortable
11	that there is space for people
12	Two wheelchair spaces on each vehicle
13	cleanliness
14	Comfort
15	Audio – Visual announcements of stops

Number 3

ResponseID	Response
3	Clean and well presented bus
4	Comfort including warmth
6	AV and good lighting
7	cleanliness
8	room for wheelchair users ad pushchairs
9	Safe
11	that it is a pleasant environment.
12	Good interior visual accessibility
13	circulation of air
14	Adherence to timetable
15	WIFI & Charging

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Enhanced Partnership Pro-Forma

Marketing, Communications, and Promotional Activity Funding

Item	Description
Report Date	07/11/2022
Produced By	Jordan Kemp, Marketing
Issue Start Date	July 2022
Issue Details	
Situation	<p>Before the Enhanced Partnership was formed earlier this year each region had a Voluntary Bus Partnership. SYMCA, the local authorities and private operators (First and Stagecoach) would contribute funds that would be used on agreed marketing, communication and promotional activity to improve local transport and raise awareness of local services and schemes.</p> <p>Since the Enhanced Partnership has formed, SYMCA, First and Stagecoach have confirmed they will continue to contribute funds until March 2023.</p> <p>However, the four local authorities will not be taking the same approach.</p> <p>A marketing sub-group has been set up which reports to the development group, however, there is uncertainty about how funds are allocated to projects, how spending is approved, resource, and campaign management.</p>
Evidence	<p>Email responses from the four local authorities on future contributions to the Enhanced Partnership for marketing, communications, and promotional activity.</p> <ul style="list-style-type: none"> • Sheffield City Council: No contribution planned. • Rotherham MBC: No contribution planned. • Doncaster MBC: £20,000 until March 2023. • Barnsley MBC: No contribution planned.
Consequences	<p>The Enhanced Partnership has an exciting and ambitious programme of developments and improvements that it aims to deliver by March 2023 and beyond.</p> <p>There is a risk that operators will withdraw or reduce their contributions if funding for marketing, communication and promotional activity is not shared amongst partners.</p>

	<p>A stable budget is required alongside clear and simple governance guidelines that will allow the marketing sub-group to efficiently design and deploy activity that will communicate the benefits and outcomes of these improvement schemes to the general public in South Yorkshire to help with patronage recovery.</p>
Options available	<p>1. Partnership Marketing Agreement</p> <p>The Enhanced Partnership should, for each financial year, agree a Partnership Marketing Agreement so that each partner can outline their contributions to the marketing, communications, and promotional activity that will help to promote the schemes and objectives for the 12-months ahead. This will include:</p> <ul style="list-style-type: none"> • financial contribution, • resource contribution, • and asset contribution. <p>The Partnership Marketing Agreement would also formalise:</p> <ul style="list-style-type: none"> • governance of partnership marketing funds, • membership and leadership of the marketing sub-group, • decision making and approvals, • strategic marketing objectives, • 12-month timeline of activities and campaigns, • budget allocation and spending approval, • data-sharing, • and campaign management, tracking and reporting. <p>The Partnership Marketing Agreement should be agreed by a set date in the last financial quarter of each year to allow time for future planning.</p> <p>2. Maintain the status quo</p> <p>No formal governance around funding or resource contributions.</p>
Recommendations	<p>Option 1 - this recommendation will help to set clear expectations and provide a framework for action so that the Enhanced Partnership's schemes can be communicated throughout South Yorkshire efficiently and effectively.</p>
Actions required	<p>Board to agree on options presented above.</p>

	If option 1 is agreed, the Enhanced Partnership's Development Group, must create and agree a Partnership Marketing Agreement by Friday 31 March 2022.
Additional Comments	N/A

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