

Tuesday, 6 February 2024

To: Members of the Enhanced Partnership Board and Appropriate Officers

NOTICE OF MEETING

Dear Colleagues,

Attached is the agenda and papers for the meeting at **South Yorkshire MCA, 11 Broad Street West, Sheffield, S1 2BQ**, on: **Tuesday, 20 February 2024** 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)
Councillor Chris Read
Pat Beijer
Zoe Hands
Matt Kitchin
Andrew McGuinness
Lydia Horbury

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

Enhanced Partnership Board

Tuesday, 20 February 2024 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 Apologies	Chair	
2.	Minutes & actions of the previous meeting	Chair	5 - 16
3.	Enhanced Partnership Programme Delivery Update	Nick Brown	17 - 40
4.	EP Forum Update	Lydia Horbury	Verbal
5.	Bus Operator Updates	Operators	41 - 54
6.	SYMCA Estate	Tim Taylor	55 - 60
7.	Items of Confidentiality	Chair	
8.	Any Other Business	Chair	

Date of next meeting: Tuesday, 21 May 2024 at 2.00 pm

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

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ENHANCED PARTNERSHIP BOARD

MINUTES OF THE MEETING HELD ON:

TUESDAY, 19 DECEMBER 2023 AT 2.00 PM

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



Present:

Mayor Oliver Coppard (Chair)	South Yorkshire Mayoral Combined Authority
Councillor Chris Read	Rotherham MBC
Zoe Hands	First South Yorkshire
Matt Kitchin	Stagecoach Yorkshire
Andrew McGuinness	Confederation of Passenger Transport
Ross Hitchcock	TM Travel (and other small operators)
Lydia Horbury	Bus Users

In Attendance:

Nick Brown	Bus Partnerships Project Director	SYMCA Executive Team
Steven Pleasant	Healthy Life Expectancy Lead	SYMCA Executive Team
Tim Taylor	Director of Public Transport Operations	SYMCA Executive Team
Stuart Owen	Marketing & Events Officer	SYMCA Executive Team
Karen Holmes		South Yorkshire Police
Graham Vidler		Confederation of Passenger Transport
Sarah Pugh (Minute Taker)		

75 Chair's Welcome and Apologies

The Chair welcomed members to the meeting and apologies were noted as above.

The meeting welcomed Graham Vidler, Chief Executive of the Confederation of Passenger Transport, Lydia Horbury, the new Director for England of Bus Users UK, and Karen Holmes from South Yorkshire Police.

76 Minutes & actions of the previous meeting

The minutes of the meeting held on 3rd November 2023 were agreed as a true and accurate record, with the amendment at minute 67 that "Notes from

Enhanced Partnership Forums had now been circulated to Operators”.

Updates to the Action Log were noted as follows:

- An update had been shared with Officers by First Bus on the inclusion of punctuality data of school services in wider EP punctuality reporting,
- First were developing the idea of a Bus Awards in South Yorkshire and would be contacting the Mayor’s Office regarding this in the new year,
- On the ‘last bus guarantee’ – First and Stagecoach had confirmed that passengers are able to claim back the cost of a taxi but clarity was needed on small operators. The Mayor urged all operators to clarify their policies on this issue.

The Director of Public Transport Operations had liaised with the MCA Director of Skills to align driver job opportunities to areas of job losses in the region.

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Enhanced Partnership Programme Delivery Update

An Enhanced Partnership Programme Delivery Update was presented. It noted that a lack of Bus Service Improvement Plan (BSIP) funding had prevented greater success of the Enhanced Partnership.

The Report proposed:

- That some better-defined priorities for the Enhanced Partnership be implemented, and that these be based on the most important issues to passengers, including the coverage of the network, punctuality, and a lack of real time information systems,
- That the proportion of buses which are live tracked by operator be a regularly reviewed performance indicator,
- That the Bus Promise be published and used as a method of monitoring the Enhanced Partnership Scheme,
- That marketing around the Enhanced Partnership’s achievements be increased and that greater data and information be shared between members,

It was noted that a revised Enhanced Partnership Scheme is not likely to be available for consideration until May or June 2024.

Members welcomed the report and expressed their commitment to working collaboratively towards its recommendations.

Operators requested that feedback from the Mayor’s public bus meetings be shared so that the issues raised can be addressed. The Mayor highlighted the needs of local employers, alignment of bus and tram times at Middlewood, and issues at hospitals as some of the biggest concerns raised.

ACTION: Marketing & Communications Officer, Project Director Bus Partnerships, operators - In advance of the February meeting, feedback from public bus meetings to be compiled with updates on which issues have been addressed.

A discussion was had on the use of available EP marketing funding.

Awareness of the £2 fare cap, rolling out use of City Mapper and a need for greater analytics capability at the MCA were all highlighted as possible uses.

Graham Vidler noted ongoing research which had identified a 7-8% increase in bus journeys as a result of the £2 fare cap nationally. **ACTION: Graham Vidler** to circulate research when published.

It was noted that the MCA would receive £7.82m in the next financial year following Network North announcements, but that beyond this there was no certainty in long term government funding.

ACTION: Director of Public Transport Operations to invite Operators to internal working group on the roll out of CityMapper, and to provide an update to members before the February meeting.

RESOLVED: That the Board:

1. Notes the progress and outstanding issues across the Board's project deliverables and targets, as set out in the report.
2. Agrees that the Project Director (Bus Partnerships) completes the review of the current EP Scheme, in consultation with the EP Forum, Local Authorities, Bus Operators and SYMCA, with the aim of bringing final recommendations to the EP Board in May or June 2024. The aim will be to refresh the current scope and ways of working with a renewed focus on addressing passenger priorities
3. Approves and publishes the South Yorkshire Bus Promise (Appendix 4) and uses a consideration of how it is to be delivered, alongside addressing ongoing real time customer intelligence, as one of the starting points for the refreshed focus and work programme of the Board. As part of that work the Board agrees that:
 - 3.1 Partners share insights into the issues that are raised through passenger feedback and complaints. This information is used to develop a prioritised list of passenger priorities for improvement, as a direct input into the EP Scheme review, and as a basis for reporting progress to the EP Board in the future.
 - 3.2 SYMCA, operators and councils work to promote CityMapper as a mechanism for better understanding passenger demand; and use this data in the ongoing planning of the network and trialling of new service proposals.
 - 3.3 All future performance reporting to the EP Board includes reporting of vehicle tracking performance.

Requests the Project Director (Bus Partnerships) to develop and consult with partners on a revised overarching 'back to bus' marketing plan that draws from the recently commissioned customer insight work (set out in paragraph 3.6), for consideration at a future meeting.

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EP Forum Update

A verbal update was provided on the Enhanced Partnership Forum, which noted:

- Disappointment from members that the Bus Promise had not yet been published,
- Concerns from members regarding cuts to services, and regarding the

removal of the Zoom Beyond pass.

The Mayor shared his agreement with these concerns, but noted that the MCA Board had taken difficult decisions in order to protect existing bus services.

It was noted that the meeting had earlier agreed to publishing and rolling out the Bus Promise, and that communicating its aspirations would be key.

ACTION: Project Director Bus Partnerships, operators a meeting to be organised to collaborate on marketing and a release date for the Bus Promise.

Operators noted their commitment to growing the network based on usage data and patterns. **ACTION: Director of Public Transport Operations** to liaise with operators to produce insights on changes in journeys and passenger behaviour following the change to the Zoom Beyond Pass.

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Bus Operator Updates: First and Stagecoach

Updates on performance were provided by Bus Operators.

First Bus:

- A commitment was made to reporting on the live tracking of buses,
- Service reliability remained consistently ahead of the previous year, but traffic has a significant impact on punctuality,
- Changes are due to be made to timetables in January and it was hoped that journey times could be updated to address punctuality issues,
- The X1 and X10 services were amongst the most greatly impacted by roadworks. This is a difficult issue to address but greater work was needed to be agile to roadworks across the network.

A discussion was had on the difficulties of bus prioritisation on highways and pressure created by roadworks. It was noted that roadworks are often out of the control of Local Authorities and the MCA, and that the national skills shortage was exacerbating delays, but that perhaps more could be done to ease the pressures created on the network.

Stagecoach:

- There were 26 driver vacancies, and 68 people in driver training,
- 20 new double decker buses had gone into service in Sheffield, and 23 new electric buses were due to be delivered before March at Rawmarsh,
- Ambitious bids had been made to the ZEBRA fund for more vehicles in the region,
- Punctuality varied on days of the week and is greatly impacted by large events such as football matches. Therefore, creating timetables which reflect day-to-day conditions is very difficult,
- Since 1973 journey times are 36% slower in South Yorkshire, **ACTION: Matt Kitchin** to look in to whether the figure is this high in London,
- **ACTION: Mayor's Office** to write to Dawn, Operations Manager, to thank her for her work at Rawmarsh Depot.

ACTION: Operators agreed to producing shared data on punctuality across the network.

RESOLVED: to note the updates.

80 **Antisocial Behaviour Update**

An update was presented on Antisocial Behaviour, which noted that:

- There are limited resources available to address antisocial behaviour on the network,
- The MCA was working with South Yorkshire Police, schools, and other partners to try to address broader issues which contribute to antisocial behaviour on the network.

Karen Holmes noted that operations had been ongoing in the most targeted areas to try to catch offenders, and that an increase in government funding aimed at addressing antisocial behaviour and violent crime had seen an increase in police visibility at interchanges.

Board members agreed that a focus on tackling the issues at root cause through community engagement and education would be a better and more sustainable approach.

It was noted that the integration of Police and Crime Commissioner powers to the MCA would create opportunities for linking priorities and addressing the wider causes of antisocial behaviour.

The Mayor thanked Karen for her continued work on this issue alongside the MCA.

Operators agreed that there was a need for greater data sharing between all parties to help to address these issues.

RESOLVED: To note the update.

81 **Items of Confidentiality**

Slides used by operators contain commercially sensitive information and are not circulated.

82 **Any Other Business**

None.

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

Signed

Name

Position

Date

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Enhanced Partnership Board

Action Log from 19th December 2023

Open Actions

Meeting Date	Minute No	Action	Action Owner	Update	Status
19/12/23	79(iii)	<p>Bus Operator Updates</p> <p>Operators agreed to producing shared data on punctuality across the network.</p>	Operators		
19/12/23	79(i)	<p>Bus Operator Updates: Stagecoach</p> <p>Since 1973 journey times are 36% slower in South Yorkshire, ACTION: Matt Kitchin to look in to whether the figure is this high in London.</p>	Matt Kitchin		
19/12/23	78(ii)	<p>EP Forum Update</p> <p>Operators noted their commitment to growing the network based on usage data and patterns. ACTION: Director of Public Transport Operations to liaise with operators to produce insights on changes in journeys and passenger behaviour following the change to the Zoom Beyond Pass.</p>	Tim Taylor	Requests for information on pass usage have been made to operators and so far we are receiving data for some but not all bus operators. Further discussions will take place to allow SYMCA to take a region-wide view of impact since the removal of the concession.	Ongoing

Meeting Date	Minute No	Action	Action Owner	Update	Status
19/12/23	78(i)	<p>EP Forum Update</p> <p>It was noted that the meeting had earlier agreed to publishing and rolling out the Bus Promise, and that communicating its aspirations would be key.</p> <p>ACTION: Project Director Bus Partnerships, operators a meeting to be organised to collaborate on marketing and a release date for the Bus Promise.</p>	Nick Brown		
19/12/23	77(iii)	<p>Enhanced Partnership Programme Delivery Update</p> <p>Director of Public Transport Operations to invite Operators to internal working group on the roll out of CityMapper, and to provide an update to members before the February meeting.</p>	Tim Taylor	Operators are expected to be invited to review the proposed CityMapper App deployment for South Yorkshire in mid-February following approval by the Mayor on the design and approach being developed.	Ongoing
19/12/23	77(ii)	<p>Enhanced Partnership Programme Delivery Update</p> <p>Graham Vidler noted ongoing research which had identified a 7-8% increase in bus journeys as a result of the £2 fare cap nationally. ACTION: Graham Vidler to circulate research when published.</p>	Graham Vidler	Currently awaiting publication.	

Meeting Date	Minute No	Action	Action Owner	Update	Status
19/12/23	77(i)	<p>Enhanced Partnership Programme Delivery Update</p> <p>Marketing & Communications Officer, Project Director Bus Partnerships, operators - In advance of the February meeting, feedback from public bus meetings to be compiled with updates on which issues have been addressed.</p>	Stuart Owen, Nick Brown & Operators		
03/11/2023	69	<p>Update on First's Use of Prospective Scheduling Software to Improve Punctuality</p> <p>The Mayor offered to support any initiatives to raise recognition of good services and recognition of the work of drivers. ACTION: Zoe Hands to contact the Mayor regarding periodic recognition of drivers.</p>	Zoe Hands	First were developing the idea of a Bus Awards in South Yorkshire and would be contacting the Mayor's Office regarding this in the new year.	Ongoing
09/05/2023	53 (i)	<p>Enhanced Partnership Programme Delivery Update</p> <p>Operators to share case studies of successful bus priority programmes from other areas with the MCA and local authorities, including sharing comparative data to demonstrate positive impact on services.</p>	Operators	Stagecoach has provided example of Aberdeen where a 25% reduction in journey times has been achieved. Operator benefits are being reinvested in free weekend ticket promotions.	Ongoing
21/03/2023	50	<p>Any Other Business</p> <p>The Director of Public Transport Development to explore the possibility of a representative from TM</p>	Nick Brown	TM Travel invited to future EP Board, ToRs for EP Board to be updated for approval at a future EP	To be considered as part of EP Board

Meeting Date	Minute No	Action	Action Owner	Update	Status
		Travel attending future meetings, either with voting rights or in an observer capacity.		Board alongside other changes that may be required.	terms of Reference Review
21/03/2023	44 (i)	<p>Update on EP Programme Delivery</p> <p>The Executive Director of Infrastructure & Place to explore alternative funding options to run a Demand Responsive Transport (DRT) pilot scheme.</p>	Nick Brown / Tim Taylor	DRT schemes are being supported in Doncaster, Rotherham and Sheffield as part of TIF schemes. These are due to go to MCA Board for approval on 13 February, following which SYCMA will commence work to resource and implement schemes to pilot.	Ongoing
31/01/2023	41 (ii)	<p>Any Other Business</p> <p>The Democratic Services Officer to add an item on Coach to an agenda of a future meeting.</p>	Ellen Hinsley	An item on Coach to be considered at a future meeting.	Pending

Recently Completed Actions

Meeting Date	Minute No	Action	Action Owner	Update	Status
19/12/23	79(ii)	<p>Bus Operator Updates: Stagecoach</p> <p>Mayor's Office to write to Dawn, Operations Manager, to thank her for her work at Rawmarsh Depot.</p>	Mayor Coppard		Complete
03/11/2023	74	<p>Any other business</p> <p>Director of Public Transport Operations to contact SYMCA Skills Team to align opportunities to recent areas of job losses in the region.</p>	Tim Taylor	The Director of Public Transport Operations had liaised with the MCA Director of Skills to align driver job opportunities to areas of job losses in the region.	Complete
03/11/2023	71	<p>EP Progress Update</p> <p>The Mayor to write to PC Karen Holmes to thank her for her work to tackle anti-social behaviour on the network.</p>	Mayor Coppard	Sent 23/11/2023 and acknowledged with thanks from Karen Holmes on 24/11/2023	Complete
03/11/2023	70	<p>EP Forum Update</p> <p>Operators, Project Director Bus Partnerships to share details with the Mayor of how the last bus taxi promise contained in the Bus Promise is implemented and how passengers access it.</p>	Operators, Nick Brown	First, Stagecoach, TM Travel and Arriva have all confirmed that passengers are able to claim back the cost of a taxi.	Complete

Meeting Date	Minute No	Action	Action Owner	Update	Status
03/11/2023	68	<p>Bus Operator Updates</p> <p>Zoe Hands to contact Tim Taylor to discuss dedicated school bus punctuality performance reporting.</p>	Zoe Hands	An update had been shared with Officers by First Bus on the inclusion of punctuality data of school services in wider EP punctuality reporting.	Complete



Enhanced Partnership Board

Tuesday, 20 February 2024

Update on EP programme delivery

Is the paper exempt from the press and public?	No
Reason why exempt:	Not applicable
Purpose of this report:	Discussion
Is this a Key Decision?	No
Has it been included on the Forward Plan of Key Decisions?	Not a Key Decision

Director Approving Submission of the Report:
Pat Beijer, Interim Executive Director (Transport)

Report Author(s):
Nick Brown, Project Director, Bus Partnerships

Executive Summary

This report provides an update on progress against the agreed Enhanced Partnership (EP) project deliverables and targets. It also informs the Board of the requirement, recently imposed by government, to update the Bus Services Improvement Plan (BSIP) by 12 June 2024, and sets out a process to deliver this.

What does this mean for businesses, people and places in South Yorkshire?

The Enhanced Partnership has been created to achieve a step change in the performance of the bus network in the South Yorkshire region. In time, its success will significantly enhance the passenger experience for public transport users. This in turn will support growth in bus patronage, and help it to achieve long-term financial sustainability.

Recommendations

It is recommended that the EP Board:

1. Notes the progress and outstanding issues across the Board's project deliverables and targets, as set out in the report.
2. Notes that we have been required by DfT to review the South Yorkshire Bus Services Improvement Plan (BSIP) as a condition of receiving Phase 3 BSIP funding for 2024/25
3. Notes that we have sought some flexibility to this timeline with the Department for Transport (DfT), given the forthcoming local elections and the current franchising assessment.
4. Notes that further information will be provided at the Board meeting on the proposed process and timeline for the delivery of a revised BSIP.

1. Introduction

- 1.1 This paper provides an assessment of progress in delivering the EP commitments since the launch of the EP and in addressing the live issues facing the bus network. It makes recommendations on the timeline, process and resourcing of the review of the Bus Services Improvement Plan (BSIP).

2. Review of EP Scheme and requirements to update the BSIP

- 2.1 At the last EP Board meeting on 19 December, it was agreed that the review of the EP Scheme should be completed with the aim of bringing final recommendations to the EP Board in May or June 2024. It had previously been decided by the EP Board that this review would not include a review of strategy behind the EP, i.e. the BSIP, due to the fact that a franchising assessment is underway, and the Local Transport Plan is currently being refreshed.

- 2.2 However, we were informed by DfT in January that all transport authorities such as SYMCA are required to review and submit an updated BSIP by **12 June 2024**. Moreover, undertaking such a review is a condition of receiving Phase 3 (2024/25) BSIP funding. South Yorkshire has been allocated £7.82 million under this funding round. We have sought some flexibility to this timeline, given the timing of the upcoming local elections, and the ongoing franchising assessment.

- 2.3 If there is no change to the deadline, a revised BSIP will need to be considered at the next EP Board on 21 May 2024 before it is then considered for approval by the MCA Board in June 2024. The constraints of the pre-election period will make this process particularly challenging. However, it is essential that we submit an updated BSIP by the deadline so as not to jeopardise future funding. It is also important that an updated document draws from the feedback on the previous BSIP, and provides a strong case for future investment in the region by the government.

- 2.4 The government guidance makes clear that "after the 2024 BSIP is published, where appropriate, EP Boards should revise and update their Enhanced Partnership Plans and Schemes accordingly". This will need to happen in the latter half of 2024.

- 2.5 Officers will provide further information to the EP Board at the meeting on whether DfT has agreed to any flexibility in the deadline for submission, and the detailed proposed timeline to meet this deadline.

3. Update on current EP commitments and targets

- 3.1 Appendices 1 and 2 provide an update on the full set of deliverables and commitments contained in the current EP Scheme and Refreshed EP document. Appendix 3 provides the most recent dashboard on progress against EP targets. The following paragraphs provide commentary on the key areas where we know passengers have concerns, and more generally on progress with EP deliverables.

Key focus areas for passengers

3.2 *Network coverage and service frequencies*

A number of service changes are planned for the next biannual service change, for implementation for 7 April 2024. These changes have now been shared with local and regional stakeholders and elected members, and a short, focussed period of public consultation commenced on 5 February to seek the views of passengers on the proposals. This will remain open until 15 February after which feedback will be assessed and any changes made.

We cannot be sure of the public response to these changes, but they are generally felt by officers to be positive in nature. As such, they reflect that the bus market has stabilised, at least for the time being, and there are some opportunities to introduce improvements. We should also note that the majority of proposed changes are on commercial services, so it is at the discretion of bus operators as to their acceptance or otherwise of customer comments and feedback.

At the last EP Board meeting, the First representative offered to potentially fund a data insights/network development post within SYMCA to identify and pursue opportunities for network development. A job description for this role has been drafted, and the most appropriate employment arrangement is currently being considered.

3.3 *Punctuality and real time information*

Punctuality continues to be a major issue in the region. The latest average punctuality figure at 77% is still far short of the 95% target.

The Bus Promise has a commitment to publish punctuality performance at the route/service level. This is something that the EP Forum has stressed should happen as a priority. The details for how this will be done are being worked through with operators, and we will provide an oral update at the EP Board meeting.

One of the reasons for poor punctuality is network congestion, and this can be particularly acute when roadworks and unplanned disruptions such as accidents that are outside the control of the bus operator occur. At the last EP Board, the First representative offered to potentially fund a post within SYMCA dedicated to reducing the impact of congestion on bus services, in particular through roadworks

coordination. Again, a job description for this role has been drafted, and the most appropriate employment arrangement is currently being considered.

One of the responses to poor punctuality is to provide better real time information to passengers. This enables the passenger to determine when the bus will arrive, even if it is delayed. As noted at the previous EP Board meeting, while operators and third party apps and the TSY website all provide access to real time information on a phone, performance is compromised by the fact that bus location tracking rates are lower than desirable. At the last meeting, it was agreed that vehicle tracking information would be reported to each EP Board meeting.

The tracking rates¹ for January are as follows:

Operator	Journeys Tracked Percentage
All Operators	93.36
Arriva Yorkshire	84.48
First in Yorkshire	97.02
Sheffield Community Transport	94.99
Stagecoach East Midlands	96.17
Stagecoach in Yorkshire	92.76
TM Travel	74.33
Others	0.00

In the above table, “others” refers to a modest number of small operators that do not yet have trackers installed, representing a very small proportion of the fleet. SYMCA has allocated £120k capital funds to ensure that trackers are available on lease to smaller operators. This will help ensure that all remaining vehicles that currently do not have trackers will acquire them.

Real time information also requires drivers to configure bus services accurately, and operators to log on the system when a bus is cancelled (to avoid the issue of “ghost buses”). SYMCA will continue to work closely with operators so that all factors are in place to achieve high accuracy in real time prediction systems.

3.4 *Concessions, tickets and the cost of travel*

In December 2023, Sheffield City Council ran a pre-Christmas free bus ticket promotion, linked to the BetterPoints travel app. We have not received any feedback on the success of this initiative in generating longer term interest in bus travel.

A proposed evaluation of the impact of the withdrawal of the SYMCA-funded Zoom Beyond concession has been requested by the EP Forum. A before and after analysis of patronage and route viability for routes heavily used by Zoom Beyond passholders is currently being planned and operators have been asked to

¹ There appear to be some minor discrepancies between the tracking rates reported through SYMCA’s real time system, and operators’ own data. These discrepancies are being investigated.

share Zoom Beyond patronage data before and after 2 November 2023 to allow SYMCA to assess the impact of the removal of the concession and the move to a commercial £1.50 fare for pass holders.

3.5 *Responding to the feedback from bus campaign public meetings*

Operators have indicated an interest in receiving the detailed feedback from the public meetings held as part of the Mayoral “Fair Funding for Buses” campaign. At the time of writing, this feedback is still being collated. The intention is to share this with operators as soon as this has been done, so that any opportunities to address specific issues can be identified and where possible actioned.

Other updates

3.5 *CityMapper*

At the last EP Board meeting, the Board agreed to the promotion of the CityMapper app within South Yorkshire. Officers and operators are jointly working through the potential use of the App in advance of any launch.

3.6 *EP Marketing*

SYMCA and Council officers and operators will continue to develop proposals for use of the £380k EP Marketing budget, including CityMapper marketing, and an update will be provided at the EP Board meeting.

In relation to the proposed “back to bus” campaign, research has started which will provide more detailed behavioural insights into the barriers to bus use, whether marketing is likely to be successful in the absence of service improvements, and the segmentation of the market to enable those that might respond to marketing to be identified and targeted. In the first instance this is in the form of a literature review of national and local research into these areas.

A second stage of this project will explore these factors in more depth in South Yorkshire, including through new primary research with cross-sections of the community. This is subject to funding, and will not be completed in time to support EP marketing activity in the 2023/24 financial year.

3.7 *SY Bus Promise*

The EP Board agreed the SY Bus Promise at its last meeting on 19 December 2023, and the document is in the public domain, through the published papers of that meeting. Work is currently focused on developing a communications plan including dedicated pages on the TSY website. A delivery plan to address commitments that are not achievable on day 1 (for example 95% punctuality) will be integrated into the review of the BSIP (see section 2 above).

Although there has not been a launch event at the time of writing, some key aspects of the Bus Promise have been publicly communicated, such as:

- the commitment to limit
 - service changes to twice a year
 - fare increases to once a year

- the last bus taxi guarantee
- the commitment that new buses will be fully accessible, and fitted with audio-visual stop announcements.

3.8 *Demand Responsive Transport*

SYMCA is working with local authorities to finalise plans to fund a small number of pilot projects, including demand responsive transport. Proposals will be considered by the SYMCA Board in the near future.

The detailed design and method of procurement of demand responsive services has still to be finalised, but will be pursued as a high priority after the SYMCA Board decision (subject to approval).

3.9 *Zero-emission buses*

The region still awaits a decision on whether our bid for funding for electric buses under the Zebra 2 programme has been successful. This is expected in March.

4. **Recommendations**

It is recommended that the EP Board:

1. Notes the progress and outstanding issues across the Board's project deliverables and targets, as set out in the report.
2. Notes that we have been required by DfT to review the South Yorkshire Bus Services Improvement Plan (BSIP) as a condition of receiving Phase 3 BSIP funding for 2024/25
3. Notes that we have sought some flexibility to this timeline with the Department for Transport (DfT), given the forthcoming local elections and the current franchising assessment.
4. Notes that further information will be provided at the Board meeting on the proposed process and timeline for the delivery of a revised BSIP.

5. **Consultation on Proposal**

5.1 Not applicable as a discussion paper only.

6. **Timetable and Accountability for Implementing this Decision**

6.1 Not applicable as a discussion paper only.

7. **Financial and Procurement Implications and Advice**

7.1 No financial or procurement decisions are recommended in this paper. Any financial implications resulting from schemes and proposals referred to in this paper will be subject to their own financial and policy approval processes.

8. **Legal Implications and Advice**

8.1 Not applicable as a discussion paper only.

9. Human Resources Implications and Advice

9.1 Not applicable as a discussion paper only.

10. Equality and Diversity Implications and Advice

10.1 Not applicable as a discussion paper only.

11. Climate Change Implications and Advice

11.1 Not applicable as a discussion paper only.

12. Information and Communication Technology Implications and Advice

12.1 Not applicable as a discussion paper only.

13. Communications and Marketing Implications and Advice

13.1 Not applicable as a discussion paper only.

14. List of Appendices Included

Appendix 1 Progress with EP Scheme deliverables

Appendix 2 Progress with Refreshed EP deliverables

Appendix 3 EP performance dashboard (January 2024)

Appendix 1 – Progress with EP Scheme deliverables

1. More Frequent and reliable services

	Enhanced Partnership Scheme Components	Lead	Delivery date (rev 2)	Comments	RAG rating
1.1	A61 bus priority road widening scheme	SYMCA	31/03/2024	Phase 1 delayed, completion now expected October 2025 Phase 2 deferred, due to cost/land assembly issues.	A
1.2	A630 Doncaster bus scheme with traffic signal technology	SYMCA	30/04/2023	Complete.	G
1.3	New iPort bridge	SYMCA	31/03/2024	Substantially complete	G
1.4	Improving bus service punctuality in Barnsley	BMBC/ SYMCA	31/03/2023	Delivery of 7 'hotspot' bus priority schemes in Barnsley. Substantially complete.	G
1.5	Introduction of pilot DRT service in at least one area, subject to funding from LUF being confirmed	SYMCA	30/09/2023	LUF bid was unsuccessful. Proposal to fund pilots separately subject to MCA Board approval.	A
1.6	Review existing Voluntary Partnership Agreements and retain or enhance operational requirements	Operators	30/09/2022	No progress to report	A

2.Improvements to planning/integration with other modes

	Enhanced Partnership Scheme Components	Lead	Delivery date (rev 2)	Comments	RAG rating
2.1	Installation of 193 new real time information displays	SYMCA	31/03/2023	185 displays installed and working. 8 displays remain outstanding.	A
2.2	Sheffield City Council to ensure all parties have access to UTMC system in order to deliver better real time network information to operators and customers	SCC	31/03/2023	The deliverable covers two separate interventions – real time information and bus priority signal triggers. Both use vehicle tracking, but only the latter involves UTMC. Wording to be clarified in next EP Scheme variation. Work is progressing to ensure all vehicles are tracked. Recently upgraded TSY website has improved access to real time information on mobile phones, and provides vehicle location on a map. There has also been progress of bus signal triggers, with projects delivered in Sheffield and being developed elsewhere	G
2.3	Ensure that real time data is provided to SCC for use in UTMC system to improve reliability and customer information	SYMCA	31/03/2023	As above	A
2.4	Develop one integrated source of information to plan journeys and promote the agreed source. Operators to support.	SYMCA and operators	31/03/2023	Included in LUF bid, but bid was unsuccessful. Live departure website function has been substantially upgraded. Aim is to have revised journey planner operational by March 2024, including as part of TSY app.	A

3.Improvements to fares and ticketing Multi Operator Ticketing Schemes

	Enhanced Partnership Scheme Components	Lead	Delivery date (rev 2)	Comments	RAG rating
3.1	Introduce/implement a 'tap and cap' system across the network, subject to the necessary technological solution being provided by DfT	SYMCA and operators	31/03/2023	First have spent over £300,000 installing tap off readers, which are not deployed. There has been no progress in the equipping of other operators' fleets. Although the existence of the £2 fare cap has reduced the immediate pressure for a multi-operator tap and cap system, it remains important to continue to prepare for implementation of multi-operator tap and cap as soon after December 2024 as possible.	A
3.2	Convert remaining on-bus electronic payment machines to contactless	Operators	31/03/2023	Included in LUF bid, but bid was unsuccessful. Procurement of ETMs for remaining 40 vehicles to commence in near future.	A
3.3	Review the removal of single operator products in most localised areas (deferred until impact of Government's £2 single flat fare initiative for 2023 is understood)	Operators	TBC	TravelMaster has confirmed a significant subsidy is required to reduce the cost of multi-operator tickets, without which ticket simplification is unlikely to proceed. The £2 fare cap has created a very simple single ticket fare which is widely used and has led to people switching from both single and multi-operator period products. The government's decision to continue the £2 fare cap to December 2024, will simplify ticketing for many people in South Yorkshire for the next 10 months.	A
3.4	Review premium levels on multi operator ticket products	Operators	TBC	Part of ticket simplification work above.	A
3.5	Price rises limited to once a year	Operators	30/09/2022	Ongoing.	G

4.Higher Specification buses

	Enhanced Partnership Scheme Components	Lead	Delivery date (rev 2)	Comments	RAG rating
4.1	Retain standards within existing Voluntary Partnership Agreements and include within new standard to be agreed	Operators	30/09/2022	No progress to report	A
4.2	Procurement of up to 27 electric buses and provision of charging infrastructure at interchanges, on-street and at depots,	Stagecoach/SYMCA	31/03/2024	On target.	G
4.3	Upgrade part of SY community transport fleet to electric vehicles, with charging facilities at selected depots	SYMCA	30/12/2023	On target. Procurement of 11 electric minibuses and charging infrastructure has commenced.	G
4.4	Electric bus trial in Doncaster	DMBC	31/03/2024	Trial was to have been a Robin Hood airport shuttle. With closure of the airport, no progress made.	A

5. Improvements to passenger engagement

	Enhanced Partnership Scheme Components	Lead	Delivery date (rev 2)	Comments	RAG rating
5.1	Service changes to be limited to twice per year	Operators	30/09/2022	Ongoing.	G
5.2	Commence work to agree a new Customer Charter to apply across the whole network (SYMCA)	SYMCA	30/09/2022	Bus promise approved and now in public domain.	G
5.3	Develop new forum for passenger representation, to include bus user groups, representatives of disabled people and local business groups	SYMCA	30/06/2022	Complete	G

6. Strong network identity

	Enhanced Partnership Scheme Components	Lead	Delivery date (rev 2)	Comments	RAG rating
6.1	Extension and implementation of the 'Safe Places' scheme to cover the whole network	SYMCA and operators	31/03/2023	Requires further work to ensure consistency of driver training across operators and adoption of minimum standards on and off vehicle.	A
6.2	Implementation of a common branding across South Yorkshire transport network	SYMCA and operators	31/03/2023	Decision on branding deferred at EP Board meeting on 31 January 2023. Issue under consideration.	A
6.3	Installation of at least 140 new shelters	SYMCA	31/03/2023	Complete - 147 Gainshare funded shelters installed.	G

Appendix 2 - Refreshed EP Programme Progress Report

1. Stable, Reliable Network

Ref	Measures	Funding & delivery*	Speed (months) Fast=3 M=3-12 Slow=12+	Impact	Comment	RAG rating
1.1	Invest in trials of new services, route uplifts and small expansions (Underpinned by shared evidence base/analytics)	Mix MCA & Operator	M	H	Package service changes for 7 April 2024 currently out for consultation.	A
1.2	Identify turn up & go corridors to coordinate headways to maximise frequencies + explore single operator running on the routes that are currently joint	Operators and MCA	M	H	Work undertaken to clarify the correct process in competition law to progress proposals. No proposals yet considered.	A
1.3	Identify potential park and ride and transport hubs along existing bus corridors	MCA/Councils	M	H	Park and ride will be considered as part of revised BSIP/LTP	A
1.4	Review of bus stop locations/spacing by corridor to improve siting and journey times	MCA/ Operators	M	M	Selective reviews along key corridors planned as part of bus priority/punctuality programme. None planned at present.	A
1.5	Bus priority – £35m TCF and £103m CRSTS funding directed to key bus bottlenecks, supported by improved data hot-spot analysis	Councils/ MCA	S	H	Most projects on track, but some have been delayed. Regular review meetings at district level under way.	A
1.6	Conduct a joint driver recruitment programme, building on WY experience	Operators and MCA	M	H	Operators have been undertaking recruitment drives, in some cases with hourly rate increases. The driver shortage has reduced. MCA-funded driver training programme started in April 2023.	G

Ref	Measures	Funding & delivery*	Speed (months) Fast=3 M=3-12 Slow=12+	Impact	Comment	RAG rating
1.7	Maximise development contributions to invest in public transport	Councils and MCA	S	H	SYMCA Housing and Planning Team have earmarked member of staff to take forward.	G
1.8	Schools Promise for education transport**	Operators and MCA	N/a	N/a	No progress	A

*Updated from 29 November presentation to EP Board

**Added since 29 November EP Board meeting

2. Better Customer Experience

Ref	Measures	Funding & delivery*	Speed (months) Fast=3 M=3-12 Slow=12+	Impact	Comment	RAG rating
2.1	Single customer point of discovery for journey planning and information – start with single source of “truth” then migrate to single website and App (based on Travel SY umbrella brand) – remove competing legacy brands	Joint	F/M	M	Current investment in improvements to TSY website will lay the foundation for moving to a single source of the truth. Improved journey planner planned for inclusion with TSY app in March 2024.	A
2.2	Tackle “lost buses” problem by ensuring all buses are tracked and cancelled buses are logged*	Joint	M	M	Programme of work under way to increase proportion of buses that are tracked and ensure cancelled buses are notified to the real time system.	A
2.3	Development of a common SYMCA Ambassador module for Certificate of Professional Competence (CPC) training	Joint	F	L	No progress to report.	A
2.4	Development of common bus stop standards for TSY, as part of TSY “single network identity”	MCA	F	L	No progress to report. Network identity still to be clarified.	A
2.5	Consistent bus lane operational times (0700 - 1900, 7 days) with camera enforcement	Councils	F/M	H	Some Councils have all-day bus lane operational times, others do not intend to implement. Enforcement is variable.	R

Ref	Measures	Funding & delivery*	Speed (months) Fast=3 M=3-12 Slow=12+	Impact	Comment	RAG rating
2.6	Capital programme of bus stop enhancements to standard, including improved customer information	MCA	M	H	147 shelters installed – programme complete 185 real time displays installed and working. 8 additional displays to be installed this financial year.	G
2.7	Deliver programme of next stop AV announcement retrofits	Joint	M	H	No progress to date.	A

*Updated from 29 November presentation to EP Board

3. Simpler, Less Complex And Better Value Fares

Ref	Measures	Funding & delivery*	Speed (months) Fast=3 M=3-12 Slow=12+	Impact	Comment	RAG rating
3.1	Standardise on streamlined range of multi-operator TravelMaster products, removing single operator daily, weekly and monthly products	Operators	F	M	Significant transfer of passengers to multi-operator products, potentially enabling simplification, depends on funding availability to subsidise multi-operator tickets.	R
3.2	Enable sale of Travelmaster products via operator apps and websites, encouraging off-bus sales where possible	Operators	M	M	TravelMaster products available directly through First and Stagecoach's ticketing apps. Smaller operators provide hyperlinks to the TravelMaster website. SYMCA maintains 20 ticket vending machines across our interchanges which sell TravelMaster and single operator products.	G
3.3	Then migrate to centralise via TSY, with website upgrade and new app	MCA	S	M	TSY website has been improved. Work on a TSY app is being driven by timeline for tram retail, with delivery by March 2024. Migration of TravelMaster products to TSY app dependent on successful delivery of TSY retail app and commercial agreement with TravelMaster.	A
3.4	Explore potential for flat fares at District level, after national £2 fare cap expires	Operators	M	H	Operators invited to consider a simplified price structure following end of £2 fare cap in December 2024, based on modelling information provided by SYMCA.	A
3.5	Introduce 'tap & cap' / QR readers for speed of boarding, simplicity of payment. – single operator early 2023 (First)	Operators	M	H	First have spent over £300,000 installing tap off readers which have now been deployed There has been no progress in the equipping of other operators' fleets. Although the existence of the £2 fare cap has reduced	A

Ref	Measures	Funding & delivery*	Speed (months) Fast=3 M=3-12 Slow=12+	Impact	Comment	RAG rating
	– single operator later 2023 (Stagecoach)				the immediate pressure for a multi-operator tap and cap system, it remains important to continue to prepare for implementation of multi-operator tap and cap as soon after December 2024 as possible.	
3.6	Tap & cap/QR readers for multi operator from 2024	Operators	S	H	As above	A
3.7	Free taxi to destination if last bus cancelled/"no quibble" compensation for complaints	Operators	F	M	Included in bus promise and in operation for major operators.	G

*Updated from 29 November presentation to EP Board

4. Marketing, Brand and Trust


Ref	Measures	Funding & delivery*	Speed (months) Fast=3 M=3-12 Slow=12+	Impact	Comment	RAG rating
4.1	Joint value for money marketing campaign to coincide with £2 capped fare (local, then national) linking to promotion of TM products & including targeting of the leisure market	Joint	F	H?	Being considered over a longer term time horizon. Behavioural insights research under way.	A
4.2	Joint 'back to bus' marketing (especially ENCTS pass holders), complementing operator only initiatives	Joint	F	H?	As above	A
4.3	On-bus/bus stop marketing (interior/exterior)	Joint	F	M	2023/23 EP marketing programme still subject to discussion.	A
4.4	Start to deliver a "single network identity" based on TSY, progressively rolling out across ticketing, social media, infrastructure and fleets over 2023-25	Joint	F/M/S	M	Decision deferred at EP Board meeting on 31 January.	A
4.5	Explore arrangements for confidential sharing of individual company operating margin data to check that operators are not making super normal profits (either directly or via trusted intermediary).	Joint	F	H???	Early discussions with operators, has indicated agreement. Sharing mechanisms to be developed as part of bus priority work programme.	A

*Updated from 29 November presentation to EP Board

SYBIP UPDATE: JANUARY 2024

JOURNEYS (MILLION)

Latest 12 Months (Year to 9th December 2023)



ACTUAL	TARGET	% COMPARED TO TARGET
64	77	83%

JOURNEYS GAP/SURPLUS: -13

COMMENTS

Comparison to 2024/5 Targets

- Total journeys 64m: **13m** short of target
- Reliability 98%: **2%** short of target
- Punctuality 77%: no target set
- Passenger satisfaction in 2023 at 81%: **11%** short of target
- Journey times -awaiting list of routes/corridors to include

Data Source: Operator Supplied Data

OPERATIONAL PERFORMANCE

PUNCTUALITY

Latest 12 Months (Jan 2023 to Dec 2023)

	ACTUAL	TARGET	DIFFERENCE
AVERAGE EXCESS WAITING TIME*	0.7		
PERCENTAGE ON TIME	77.0%	95.0%	-18.0%

NOT CONFIRMED

Data Source: Real Time Data

RELIABILITY

Latest 12 Months (Dec 2022 to Nov 2023)

	ACTUAL	TARGET	DIFFERENCE
PERCENTAGE OPERATED	98.0%	99.5%	-1.5%

ROUTE JOURNEY TIMES

Awaiting feedback on routes/corridors to include

FLEET COMPOSITION

As at January 2022

	ACTUAL	TARGET	DIFFERENCE
PROPORTION ZERO EMISSION	0.0%		
PROPORTION EURO V STANDARD OR OLDER	51.9%		

Data Source: Operator Supplied Data

VALUE FOR MONEY

SYMCA Online Travel Survey

Did you think your last journey on public transport provided value for money (whether you paid for the journey or not)?

	June 2023	Oct 2023	DIFFERENCE
Bus (All Passengers)	70%	70%	0%
Fare Paying Passengers	58%	56%	-2%

Note Oct 23 small base, 58 responses

PASSENGER SATISFACTION

2023 (Jan to Nov)

	ACTUAL	TARGET	DIFFERENCE
PERCENTAGE SATISFIED WITH BUS SERVICE OVERALL	81%	92%	-11%

47%

SYMCA TRAVEL SURVEY CARRIED OUT IN AUTUMN 2022

Data Source: Transport Focus

By LA Summary



SYBIP UPDATE: JANUARY 2024



JOURNEYS (MILLION): YEAR TO 9TH DECEMBER 2023

SOUTH YORKSHIRE			
	ACTUAL	TARGET	% COMPARED TO TARGET
	64	77	83%
	JOURNEYS GAP/SURPLUS -13		

Data Source: Operator Supplied Data

DISTRICTS			
	ACTUAL	TARGET	% COMPARED TO TARGET
BARNLEY	8.8		
DONCASTER	12.2		
ROTHERHAM	7.6		
SHEFFIELD	35.1		

CUSTOMER GROUP			
	ACTUAL	TARGET	% COMPARED TO TARGET
FARE PAYERS	35.5		
ENCTS	14.1		
CHILD	14.0		

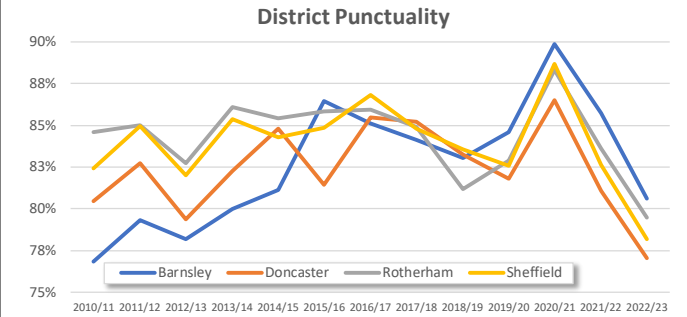
OPERATIONAL PERFORMANCE

PUNCTUALITY (JAN 2023 TO DEC 2023)			
SOUTH YORKSHIRE			
	ACTUAL	TARGET	DIFFERENCE
	77.0%	95.0%	-18.0%
	<small>NOT CONFIRMED</small>		

Data Source: Real Time Data

NO LONGER AVAILABLE DISTRICTS			
	ACTUAL	TARGET	DIFFERENCE
BARNLEY	N/A	N/A	N/A
DONCASTER	N/A	N/A	N/A
ROTHERHAM	N/A	N/A	N/A
SHEFFIELD	N/A	N/A	N/A

Note: New RTI reports don't provide district functionality (no updates beyond June 23 available)

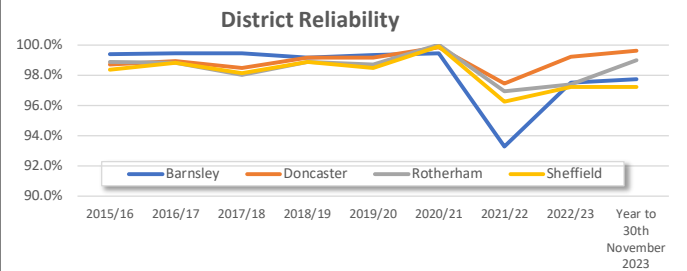


OPERATIONAL PERFORMANCE: RELIABILITY (DEC 2022 TO NOV 2023)

SOUTH YORKSHIRE			
	ACTUAL	TARGET	DIFFERENCE
	98.0%	99.5%	-1.5%
	PERCENTAGE OPERATED		

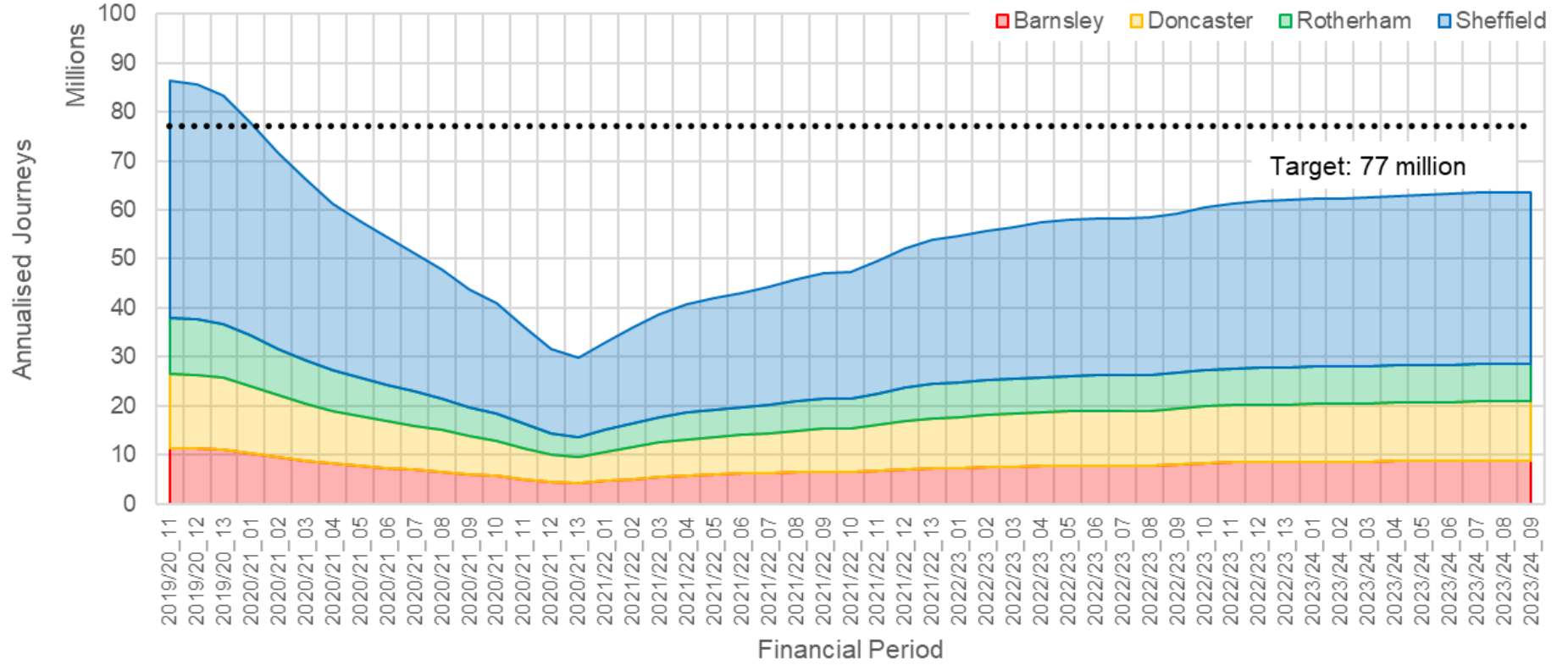
Data Source: Real Time Data

DISTRICTS			
	ACTUAL	TARGET	DIFFERENCE
BARNLEY	97.7%	99.5%	-1.8%
DONCASTER	99.6%	99.5%	0.1%
ROTHERHAM	99.0%	99.5%	-0.5%
SHEFFIELD	97.2%	99.5%	-2.3%



By LA Passenger Trips

Bus Passenger Numbers in South Yorkshire



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Enhanced Partnership Board

Tuesday, 20 February 2024

SYMCA Estate

Is the paper exempt from the press and public?	No
Reason why exempt:	Not applicable
Purpose of this report:	Discussion
Is this a Key Decision?	No
Has it been included on the Forward Plan of Key Decisions?	Not a Key Decision

Director Approving Submission of the Report:
Pat Beijer, Interim Executive Director (Transport)

Report Author(s):
Tim Taylor, Director of Public Transport Operations

Executive Summary

This report provides an overview of the extent of bus stops and shelters across South Yorkshire for which SYMCA is responsible for their day-to-day management. It outlines the distribution, type, age and maintenance of the assets, and what opportunities might exist in improving the asset and hence the overall customer experience.

What does this mean for businesses, people and places in South Yorkshire?

The Enhanced Partnership has been created to achieve a step change in the performance of the bus network in the South Yorkshire region. As part of the Enhanced Partnership, the bus stop and/or shelter form an integral part of the overall customer experience when using the network, so a high-quality estate of stops and shelters is known to contribute to the perception of an effective bus network.

Recommendations

It is recommended that the EP Board:

1. Notes the information provided on the distribution, age, facilities and facilities provided at bus stops and shelters across South Yorkshire.
2. Supports further work to understand which parts of the network could benefit from accelerated investment in stops and shelters.
3. Consider what improvements could be made to improve the safety of passengers at bus stops and shelters.
4. Share their views as to the relative importance and evidence on the role that high quality stops and shelters help contribute to an attractive bus network.
5. Consider any specific known geographical areas for investment.

1. Introduction

- 1.1 This paper provides an overview of the attributes of the South Yorkshire bus stop and shelter network, and the responsibilities it has in order to maintain and manage an extensive portfolio of assets.

2. Background

- 2.1 SYMCA inherited as part of the integration of Sheffield City Region and SYPTE an estate of bus stops and shelters across the entire county of South Yorkshire. This estate comprises 7,591 bus stops of which 3,340 have some form of shelter available at the stop. The distribution by Local Authority is as follows:

District	Stop Only	Stop with Shelter	Total
Barnsley	757	596	1353
Doncaster	1002	686	1688
Rotherham	810	721	1531
Sheffield	1682	1337	3019
Total	4251	3340	7591

Our bus shelters range widely in their age. Approximately, just over 84% of shelters were installed before 2000, with the remaining 16% largely installed before 2017.

Therefore, the general condition of the assets is as you would expect for something which is exposed to the elements for well over 20 years, and as such, some are in need of either significant repair or replacement.

2.2 Some of our shelters contain real time information displays. These allow waiting passengers to know when timetabled services are due, and importantly where buses are tracked in real time, the number of minutes counting down for a service to arrive. The distribution by Local Authority is as follows:

District	Real Time Displays	%
Barnsley	51	12%
Doncaster	76	18%
Rotherham	103	24%
Sheffield	202	47%
Total	432	

2.3 SYMCA undertakes an annual shelter replacement programme which makes use of an agreed allocation of £200,000 funding from capital to replace up to 20 shelters per year. This looks to target those locations which are known to be in the poorest state of repair and/or have received numerous complaints from members of the public or councillors as to their condition.

2.4 It is not uncommon for shelters to be vandalised by members of the public, including the breaking of glass panels, graffiti or damage to the structure itself. Our annual budget for repairing stops and shelters for damage is around £535,000 and we typically have around 550 instances of damage per year. In cases where there is repeated vandalism of the shelter, we have looked to replace glass panelling with mesh steel panelling which is much more resilient to damage but does detract from the attractiveness and sense of safety at the stop (making the area under the shelter often much darker).

2.5 Stops and shelters are also frequently damaged as a result of road traffic collisions. Where known, the details of the driver involved are shared with SYMCA and we seek to recover the cost of repair or replacement from the driver's insurance. However, it is not uncommon for drivers to be uninsured, or for the driver and vehicle to have left the scene without their details being captured.

In these circumstances we look to replace with a temporary stop pole as a minimum and where possible, replace with a shelter in due course. There are however a number of locations where this has not been affordable, and the location remains without any shelter since its damage and removal.

2.6 Our stop and shelter estate is subject to a cleaning regime every 12 weeks. This includes a jet wash of the structure and a visual check for damage, vandalism or need for repair. We currently spend £385,000 per year on this programme.

2.7 A proportion of our shelter estate contains advertisement panels. In total there are 349 panels on the estate which are a mixture of paper and digital format advertising.

We sell the right to exploit our shelters to a company called Aight Media, who in turn sell the advertising space to ad space companies working on behalf of commercial organisations wishing to promote their products or services. This generates income to SYMCA and has also provided some additional shelter

investment at the start of the contract, with 100 new shelters being installed as part of the contract go live. The current 10-year contract is due to end in 2029.

3. Issues and Opportunities

3.1 Our stop and shelter estate has suffered from a period of under investment, largely as a result of Transport Levy reductions imposed on SYPTE in the past decade. This has seen both the available funding to replace shelters reduce, but also the frequency with which stops and shelters are cleaned. Prior to budget reductions they were visited and cleaned every two weeks (so 26 times a year); they are now visited and cleaned only once every 12 weeks.

3.2 Stops and shelters have been installed and repaired tactically for many years. This has been in response to damage to old shelters, replacement through the annual programme of old and dilapidated shelters, or responses to requests for a new shelter to be installed at a location.

As such, there is a mixture of both stop and shelter types as well as the frequency (i.e. gaps between) of shelters, with some instances where stops are less than 150m apart. There may therefore be an appetite to review stop locations and amend or remove stops (subject to appropriate local consultation) to improve the overall journey times of buses. This exercise would be further supported with stop-level boarding data provided by operators to understand the number of passengers who use specific stops.

3.3 We know that passengers sometime feel unsafe whilst waiting at bus stops. This may be a function of its condition (e.g. suffering from vandalism or graffiti), poor or no lighting, positioning and the wider public realm in which it is contained.

We also know that we have a commitment to a zero-tolerance approach to anti-social behaviour on our bus network, so there is an opportunity to consider how we assess and better understand passenger perception of safety at stops across South Yorkshire, and what interventions could help in improving their sense of safety.

3.4 The Enhanced Partnership is committed, through its Bus Promise, that all stops have access to a timetable. As described above, some stops also have the provision of a shelter, lighting, real time display and seating.

It is recommended that SYMCA undertakes an assessment of stop facilities and attributes and reconciles these to the frequency of services which serve the stop, and the number of passengers which make use of the stop.

As an example, a stop or shelter which is served by a low frequency (e.g. hourly) service and which is located in a neighbourhood which has a high proportion of elderly passengers in its demographic would be better served with seating relative to a city centre stop which has a high frequency of services.

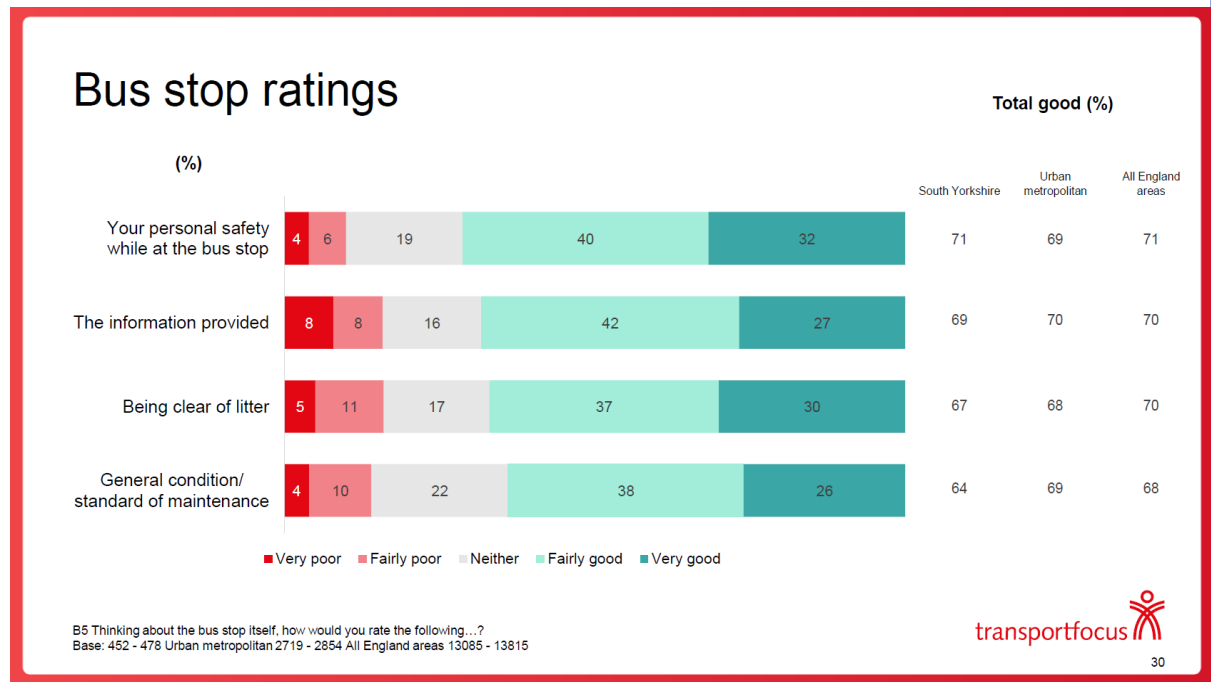
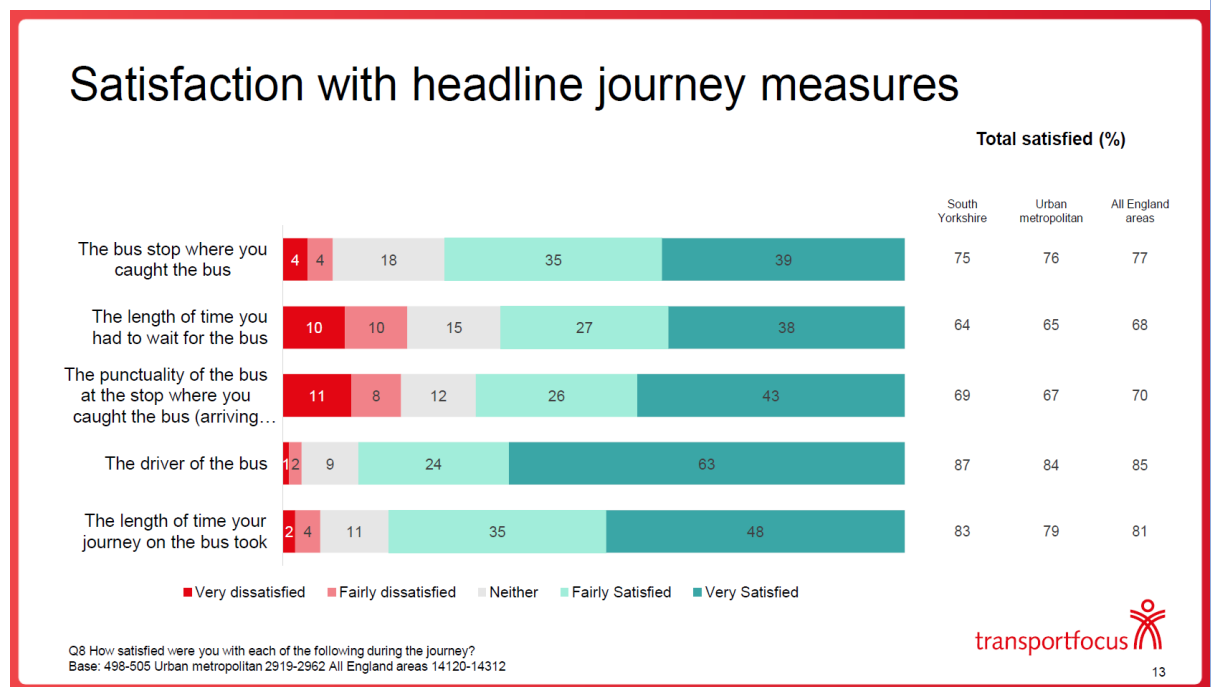
3.5 There also remains an opportunity to discuss through the Enhanced Partnership activity which would help understand which parts of the network could benefit from accelerated investment in stops and shelters, aligned to service and fleet investment, to improve the overall end to end customer offer on a given service or

for a given route corridor. This could be aligned to areas of service investment, be that frequency or service enhancements, or fleet investment, such as the introduction of electric vehicles.

3.6

We know that the quality and suitability of where passengers wait for bus stops has a bearing on their perception of the quality of the overall service. It is fair to say however that the satisfaction of the stop is of relative minor importance to the bus arriving on time and arriving at the destination on time without experiencing punctuality problems.

This is borne out by Transport Focus survey results from 2023 below:



A discussion amongst Enhanced Partnership Board members on the relative importance and evidence on the role that high quality stops and shelters help contribute to an attractive bus network would therefore be welcome.

4. Consultation on Proposal

4.1 Not applicable as a discussion paper only.

5. Timetable and Accountability for Implementing this Decision

5.1 Not applicable as a discussion paper only.

6. Financial and Procurement Implications and Advice

6.1 No financial or procurement decisions are recommended in this paper. Any financial implications resulting from schemes and proposals referred to in this paper will be subject to their own financial and policy approval processes.

7. Legal Implications and Advice

7.1 Not applicable as a discussion paper only.

8. Human Resources Implications and Advice

8.1 Not applicable as a discussion paper only.

9. Equality and Diversity Implications and Advice

9.1 Not applicable as a discussion paper only.

10. Climate Change Implications and Advice

10.1 Not applicable as a discussion paper only.

11. Information and Communication Technology Implications and Advice

11.1 Not applicable as a discussion paper only.

12. Communications and Marketing Implications and Advice

12.1 Not applicable as a discussion paper only.

13. List of Appendices Included

None.