

## Enhanced Partnership Pro-Forma

### Marketing, Communications, and Promotional Activity Funding

| Item                 | Description  |
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| Report Date          | 07/11/2022   |
| Produced By          | Jordan Kemp, Marketing   |
| Issue Start Date     | July 2022  |
| <b>Issue Details</b> |  |
| 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"> <li>• Sheffield City Council: No contribution planned.</li> <li>• Rotherham MBC: No contribution planned.</li> <li>• Doncaster MBC: £20,000 until March 2023.</li> <li>• Barnsley MBC: No contribution planned.</li> </ul>  |
| 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>  |

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|                   | <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><b>1. Partnership Marketing Agreement</b></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"> <li>• financial contribution,</li> <li>• resource contribution,</li> <li>• and asset contribution.</li> </ul> <p>The Partnership Marketing Agreement would also formalise:</p> <ul style="list-style-type: none"> <li>• governance of partnership marketing funds,</li> <li>• membership and leadership of the marketing sub-group,</li> <li>• decision making and approvals,</li> <li>• strategic marketing objectives,</li> <li>• 12-month timeline of activities and campaigns,</li> <li>• budget allocation and spending approval,</li> <li>• data-sharing,</li> <li>• and campaign management, tracking and reporting.</li> </ul> <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><b>2. Maintain the status quo</b></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>   |

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|                     | 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   |