

# Refreshing the Enhanced Partnership – Emerging Proposals

Draft for discussion

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# Introduction

- The purpose of these slides is to explore how the MCA and operators working in partnership can turn around the fortunes of the SY bus network and deliver an improved service for passengers.
- This slide pack is a compilation of ideas/suggestions from EP partners.
- They cover a number of areas:
  - A stable, reliable network
  - A better customer experience
  - Simpler, less complex and better value fares
  - Marketing and brand
- We have tried to build on existing Enhanced Partnership commitments
- Proposed actions are set out in terms of short, medium and longer term wins, with a focus on quick wins
- Final proposals will require agreement through formal governance arrangements in the respective organisations.

# Key elements of proposal

- The focus is on passenger benefits:
  - ❑ Standardising on simplified range of Travelmaster products, and removing/rationalising single operator products
  - ❑ Successor to flat cap offer once national funding ends, e.g. District flat fares?
  - ❑ Single point of delivery for customer information and ticket retail, encouraging off-bus where possible
  - ❑ New service offerings at operator and/or public sector risk
- Wherever possible key measures should be delivered between 3 months and one year.
- It assumes Business As Usual is a given
- Fleet upgrades, Zero emission (via Zebra etc) are beneficial, but will be handled outside the core passenger facing package

# A stable, reliable network

<b>Measures</b> <small>Bold, Large Font = biggest impact</small> [this assumes as a given that operators achieve a step-up in operational reliability so re-building passenger trust]	<b>Funding &amp; delivery</b>	<b>Speed</b> <small>Fast=3 mo. M=3-12 mo. Slow=1+ yr</small>	<b>Impact</b> <small>H=Generative M=Happier L=won'tnotice</small>
<b>Invest in trials of new services, route uplifts and small expansions (<i>Underpinned by shared evidence base/analytics</i>)</b>	Mix MCA & Operator	M	H
Identify turn up & go corridors to coordinate headways to maximise frequencies + explore single operator running on the routes that are currently joint	Nil	M	H
Identify potential park and ride and transport hubs along existing bus corridors	MCA	M	H
Review of bus stop locations/spacing by corridor to improve siting and journey times	MCA	M	M
<b>Bus priority – £35m TCF and £103m CRSTS funding directed to key bus bottlenecks, supported by improved data hot-spot analysis</b>	MCA	S	H
Conduct a joint driver recruitment programme, building on WY experience	Joint	M	H
Maximise development contributions to invest in public transport	MCA	S	H

# A better customer experience

<b>Measures</b> <small>Bold, Large Font = biggest impact</small> Grow ambition of Customer Charter to improve passenger accessibility, accuracy and trust across various information channels	<b>Funding &amp; delivery</b>	<b>Speed</b> Fast=3 mo. M=3-12 mo. Slow=1+ yr	<b>Impact</b> H=Generative M=Happier L=won't notice
<b>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</b>	Joint	F/M	M
<b>Use of Nextbuses APIs for the SY region, tackle “lost buses” problem</b>	Joint	M	M
Development of a common SYMCA Ambassador module for CPC training	Joint	F	L
Development of common bus stop standards for TSY, as part of TSY “single network identity”	MCA	F	L
Consistent bus lane operational times (0700 - 1900, 7 days) with camera enforcement	MCA	F/M	H
Capital programme of bus stop enhancements to standard, including improved customer information	MCA	M	H
Deliver programme of next stop announcement retrofits	Joint	M	H

# Simpler, less complex and better value fares

<b>Measures</b> <small>Bold, Large Font = biggest impact</small>	<b>Funding &amp; delivery</b>	<b>Speed</b> <small>Fast=3 mo. M=3-12 mo. Slow=1+ yr</small>	<b>Impact</b> <small>H=Generative M=Happier L=won't notice</small>
<b>Standardise on streamlined range of multi-operator TravelMaster products, removing single operator daily, weekly and monthly products</b>	Operators	F	M
<b>Enable sale of Travelmaster products via operator apps and websites, encouraging off-bus sales where possible</b>	Operators	M	M
<b>Then migrate to centralise via TSY, with website upgrade and new app</b>	MCA	S	M
Explore potential for flat fares at District level, after national £2 fare cap expires	Operators	M	H
Introduce 'tap & cap' / QR readers for speed of boarding, simplicity of payment. – single operator early 2023 (First) – single operator later 2023 (Stagecoach)	Operators	M	H
Tap & cap/QR readers for multi operator from 2024		S	H
<b>Free taxi to destination if last bus cancelled/"no quibble" compensation for complaints</b>	Operators	F	M

# Marketing, Brand & Trust

<b>Marketing &amp; brand</b> <b>[Build on existing Established Partnership Working Group, activity and campaigns]</b>	<b>Funding &amp; delivery</b>	<b>Speed</b> Fast=3 mo. M=3-12 mo. Slow=1+ yr	<b>Impact</b> H=Generative M=Happier L=won't notice
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?
Joint 'back to bus' marketing (especially ENCTS pass holders), complementing operator only initiatives	Joint	F	H?
On-bus/bus stop marketing (interior/exterior)	Joint	F	M
Start to deliver a "single network identity" based on TSY, progressively rolling out across ticketing, social media, infrastructure and fleets over	Joint	F/M/S	M
<b>Trust &amp; data transparency</b>			
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???

# Actions & Time Plan [highlights]

## Short term (now to end March)

## Medium term (from March)

## Long term +1 year

Marketing – value for money, £2 cap and ENCTS campaigns

Demonstrate sustained reliability improvements

Streamline ticketing products

Sell TM products via operator apps & website  
Single source of customer “truth” via multipole channels

Centralise ticket selling.

Single customer point of discovery for journey planning and information  
TSY app, revamped website etc

Tap on tap off (single operator)

Multi operator tap on tap off

Free taxi if last service cancelled; no quibble compensation

Enforce existing bus lane operational times then extend duration (0700 - 1900, 7 days)

Use data to optimise programme for tackling delay hot-spots, MCA/LHAs commit to action

Identify opportunities for growth post service changes

Coordinate headways to maximise frequencies

Single running on routes currently operated jointly?

These areas are the key focus of our efforts