

Implement the consistent use of a 'South Yorkshire' brand across the network

Presented by

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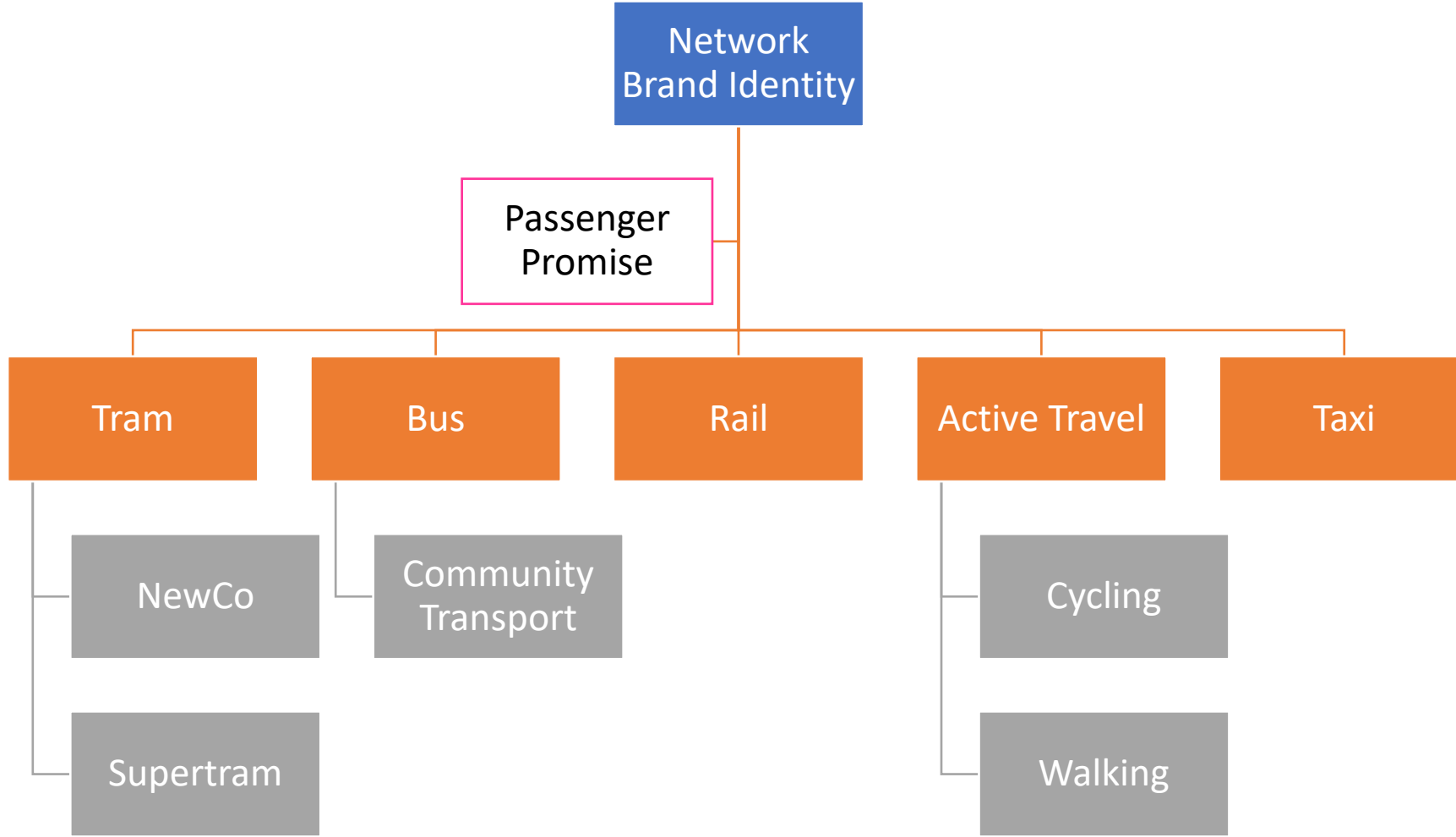
EP Scheme 30

Implement the consistent use of a 'South Yorkshire' brand across the network.

Activity 30 envisages implementing the consistent use of a 'South Yorkshire' brand across the network, starting with on-street facilities and working with operators to understand how this can be rolled out across bus fleet as part of the deployment of new vehicles, mindful of how this can apply National Bus Strategy: Bus Service Improvement Plans to cross-boundary services.



What?



Why?

Implementing a strong South Yorkshire network brand will help to deliver the following visions of the Enhanced Partnership as set out in the April 2021 plan:

- Being accessible, integrated, simple and efficient.
- Providing a reliable and attractive alternative to the car.
- Using technology and data to improve connectivity, quality and resilience.
- Meeting the customers' fundamental transport needs.
- Offering value for money.



Options?

OPTIONS	REWARDS	RISKS	FUNDING	SPEED	IMPACT
KEEP current Travel South Yorkshire brand.	<ul style="list-style-type: none"> • Good brand equity. • Good visibility across network. • Low development work. 	<ul style="list-style-type: none"> • Negative associations from SYPTE. • Unclear purpose. • Missed opportunity. 	LOW	FAST	LOW
KEEP current Travel South Yorkshire brand BUT evolve.	<ul style="list-style-type: none"> • Retain brand equity. • Opportunity to revitalise & reposition brand. • Help to communicate a new vision and direction for transport in South Yorkshire. 	<ul style="list-style-type: none"> • Phased rollout could cause confusion. • Negative associations from SYPTE. 	MEDIUM	MEDIUM	HIGH
REPLACE Travel South Yorkshire brand with a NEW brand.	<ul style="list-style-type: none"> • Lose negative associations. • Help to communicate a new vision and direction for transport in South Yorkshire. • Opportunity to align brand with SYMCA and MoSY. 	<ul style="list-style-type: none"> • New brand development will impact on associated projects. • Phased rollout could cause confusion. • Lose brand equity and positive associations, significant brand building activity required. 	HIGH	SLOW	HIGH

QUICK WINS (BY MARCH 2023)

- Removal of legacy partnership schemes.
- Brand audit to understand the physical presence of the Travel South Yorkshire brand, and its condition, throughout South Yorkshire.
- Brand research to understand current perceptions and associations from the public in the region towards Travel South Yorkshire.
- Consult, agree and launch the Passenger Charter. [EP]
- Update the brand guidelines for Travel South Yorkshire and confirm its position within SYMCA.

SHORT TERM (2023-2025)

- Single customer point of discovery for journey planning and information – starting with single source of “truth” then migrate to single website and App [EP].
- Delivery of the Passenger Charter to improve customer service standards and introduce a better system for dealing with passenger queries and complaints. [EP]
- Create and deliver improved on-street standards to include bus stops, shelters, and interchanges. [EP]
- A more cohesively presented bus network including stronger Travel South Yorkshire branding with improved network navigation for the core bus network.
- Implement a consistent standard across whole journey experience and all operators. [EP]
- Provide a simple, consistent offer for under 21s and introduce digital travel passes. [EP]
- Improvements to management of network disruptions and travel tools.
- Enhancement of real-time information at stop.
- Simplify fares, remove single operator products, introduce day, week, and monthly contactless caps.

MEDIUM TO LONG TERM (2025+)

- Begin rolling out Travel South Yorkshire brand on to buses.
- New and improved bus stops and stations – with better safety and accessibility support.
- Better integration with rail and mass transit.

Thank you

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