

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	Discussion at meeting
1.1	Invest in trials of new services, route uplifts and small expansions (Underpinned by shared evidence base/analytics)	Mix MCA & Operator	M	H	There have been no commercial proposals to date. SYMCA is leading efforts to seek additional revenue support for bus services.	R	√
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 underway to clarify the correct process in competition law to progress proposals.	A	
1.3	Identify potential park and ride and transport hubs along existing bus corridors	MCA/Councils	M	H	No progress. Many current park and ride sites are under-utilised. Funding and availability of land are likely to be key issue. Requires a strategic approach through LTP and land use plans.	R	√
1.4	Review of bus stop locations/spacing by corridor to improve siting and journey times	MCA/ Operators	M	M	Reviews along key corridors planned as part of bus priority/punctuality programme. Some opposition to this proposal has been expressed at the EP Forum.	A	
1.5	Bus priority – £35m TCF and £103m CRSTS funding	Councils/ MCA	S	H	Mixed progress in delivery of major projects with allocated	R	√

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	directed to key bus bottlenecks, supported by improved data hot-spot analysis				funds. Some projects have stalled. Large, complex programme of smaller bus priority/hotspot measures is currently being reenergised.		
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, but remains an issue. MCA-funded driver training programme started in April.	G	
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.	A	
1.8	Schools Promise for education transport**	Operators and MCA	N/a	N/a	Consideration being given to including schools as signatories	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	Discussion at meeting
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 ensure all buses are being tracked, and ensure cancelled buses are notified to the real time system. Some delays in embedding cancellation procedures.	A	
2.3	Development of a common SYMCA Ambassador module for Certificate of Professional Competence (CPC) training	Joint	F	L	TBC	A	
2.4	Development of common bus stop standards for TSY, as part of TSY “single network identity”	MCA	F	L	Under development – completion by August 2023. This will be followed by classification of current stops to relevant standard, and programme to improve	A	

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					stops to specified standard (subject to funding)		
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. SCC proposal for red routes currently on hold.	R	√
2.6	Capital programme of bus stop enhancements to standard, including improved customer information	MCA	M	H	Of 117 Gainshare funded shelters, 116 have been installed. Remaining shelter delayed due to waiting for electrical works. Another 30 will be installed as part of the next phase of the programme, which will be complete by the end of May 2023. 167 real time displays installed and working. 26 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	

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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	Discussion at meeting
3.1	Standardise on streamlined range of multi-operator TravelMaster products, removing single operator daily, weekly and monthly products	Operators	F	M	Work on ticket simplification has not led to operators identifying any significant opportunities to remove their own products without public subsidy to reduce the price of TravelMaster multi-operator products. Currently no funding available to provide this subsidy.	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 currently being 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	A	

Ref	Measures	Funding & delivery*	Speed (months) Fast=3 M=3-12 Slow=12+	Impact	Comment	RAG rating	Discussion at meeting
					successful delivery of TSY retail app.		
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 (current estimate July 2023), 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) – single operator later 2023 (Stagecoach)	Operators	M	H	First has installed tap-on tap-off readers, with switch-on deferred until after the end of the £2 fare cap. Stagecoach investment programme in QR/PAYG readers delayed, dates TBC.	R	√
3.6	Tap & cap/QR readers for multi operator from 2024	Operators	S	H	Dependent on operator investment programmes, and national developments including Project Coral.	R	√
3.7	Free taxi to destination if last bus cancelled/"no quibble" compensation for complaints	Operators	F	M	Proposed as part of draft bus promise, which is subject to approval at EP Board in 9 May.	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	Discussion at meeting
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?	Marketing of “Mayor’s fare” complete in November/December 2022. Door drop on £2 fare in January.	G	
4.2	Joint ‘back to bus’ marketing (especially ENCTS pass holders), complementing operator only initiatives	Joint	F	H?	2023/23 EP marketing programme under development, but likely to include ‘back-to-bus’ campaign. All partners have contributed funding.	A	
4.3	On-bus/bus stop marketing (interior/exterior)	Joint	F	M	2023/23 EP marketing programme under development. All partners have contributed funding.	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	Joint	F	H???	Early discussions with operators, has indicated agreement. Sharing mechanisms being developed.	A	

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	super normal profits (either directly or via trusted intermediary).						

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