

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	There have been no commercial proposals to date.	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 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	No progress. Many current park and ride sites are under-utilised. Proposed not to take forward in EP Scheme variation	R
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. Opposition to this proposal has been expressed at the EP Forum.	A
1.5	Bus priority –TCF and 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 stalled. 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	G

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					has reduced, but remains an issue. MCA-funded driver training programme started in April.	
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
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 being made in improvements to TSY website. Improved journey planner and real time information 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	Under development. This will be followed by classification of current stops to relevant standard, and programme to improve stops to specified standard (subject to funding)	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.	R

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					Enforcement is variable. SCC proposal for red routes currently on hold.	
2.6	Capital programme of bus stop enhancements to standard, including improved customer information	MCA	M	H	145 shelters installed, 2 remaining. 181 real time displays installed and working. 12 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
3.1	Standardise on streamlined range of multi-operator TravelMaster products, removing single operator daily, weekly and monthly products	Operators	F	M	TravelMaster has agreed to introduce new all-SY multi-operator, bus-only day, seven-day, 28-day and annual tickets. Significant transfer of passengers to multi-operator products, potentially enabling simplification, depends on subsidy availability.	A
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 SY interchanges which sell TravelMaster and single operator products. TravelMaster tickets are also available via the TravelMaster App, introduced June 2023 as well as TravelMaster website and Payzone outlets.	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	A

Ref	Measures	Funding & delivery*	Speed (months) Fast=3 M=3-12 Slow=12+	Impact	Comment	RAG rating
					TravelMaster products to TSY app dependent on 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 pricing structure following end of £2.50 fare cap in November 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) – single operator later 2023 (Stagecoach)	Operators	M	H	First have spent over £300,000 installing tap off readers. They have reported they are ready to implement fare capping on the Project Coral model not only on a single operator basis but also on a multi-operator basis having already delivered this in Leicester and Stoke. There has been no concrete 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 October 2024 as possible.	A
3.6	Tap & cap/QR readers for multi operator from 2024	Operators	S	H	As above	A

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3.7	Free taxi to destination if last bus cancelled/"no quibble" compensation for complaints	Operators	F	M	Included in bus promise, which is due to be released in near future.	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?	SYMCA has withdrawn support for marketing campaign based on £2 fare cap extension, due to ongoing poor bus service performance and need for improved behavioural insights/research into barriers for bus use. We would like to explore an alternative campaign focussing on system improvements.	R
4.2	Joint 'back to bus' marketing (especially ENCTS pass holders), complementing operator only initiatives	Joint	F	H?	As above	R
4.3	On-bus/bus stop marketing (interior/exterior)	Joint	F	M	2023/23 EP marketing programme on hold	R
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, and is under consideration.	A
4.5	Explore arrangements for confidential sharing of individual company operating margin data to check that operators are not making super normal profits	Joint	F	H???	Early discussions with operators, has indicated agreement. Sharing mechanisms to be developed as part of bus priority work programme.	A

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	(either directly or via trusted intermediary).					

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