

## 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	<p>Stagecoach has introduced a new service 43A from Sheffield to Lowedges, new X17 evening journeys between Chesterfield and Sheffield, and enhanced route 66 frequency between Barnsley and Elsecar. All the above are commercial. The X17 enhancement follows an extension earlier in the year at the Matlock end to Wirksworth and Matlock Bath which provides South Yorkshire residents with a direct bus to leisure attractions plus brings Derbyshire residents into South Yorkshire. This was part funded by Derbyshire BSIP.</p> <p>In addition some service reductions that would otherwise have been made in the 29 October 2023 service changes were retained on a commercial basis, reducing the adverse impact of these changes.</p>	A
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

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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	<b>Bus priority – £35m TCF and £103m CRSTS funding directed to key bus bottlenecks, supported by improved data hot-spot analysis</b>	<b>Councils/ MCA</b>	<b>S</b>	<b>H</b>	<b>Most projects on track, but some have been delayed. Regular review meetings at district level under way.</b>	<b>A</b>
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.	G
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 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 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	No progress to report. Network identity still to be clarified.	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. Enforcement is variable. New policy direction from government “Plan for Drivers” may have impact on this proposal.	R

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2.6	Capital programme of bus stop enhancements to standard, including improved customer information	MCA	M	H	147 shelters installed – programme complete 185 real time displays installed and working. 8 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	Significant transfer of passengers to multi-operator products, potentially enabling simplification, depends on funding availability to subsidise multi-operator tickets.	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 has been 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 successful delivery of TSY retail app.	A
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 in December 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)	Operators	M	H	First have spent over £300,000 installing tap off readers which have now been deployed There has been no progress in the equipping of other operators' fleets. Although the existence of the £2 fare cap has reduced	A

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	– single operator later 2023 (Stagecoach)				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 December 2024 as possible.	
3.6	Tap & cap/QR readers for multi operator from 2024	Operators	S	H	As above	A
<b>3.7</b>	<b>Free taxi to destination if last bus cancelled/"no quibble" compensation for complaints</b>	<b>Operators</b>	<b>F</b>	<b>M</b>	<b>Included in bus promise. Launch of bus promise has not yet taken place.</b>	<b>G</b>

\*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 chosen not to support a marketing campaign based on £2 fare cap extension, due to ongoing poor bus service performance and need for improved behavioural insights/research into barriers to bus use.	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.	A
4.5	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???	Early discussions with operators, has indicated agreement. Sharing mechanisms to be developed as part of bus priority work programme.	A

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