

Partnership Agreement for the Provision of Service Information

Author	Date	Version	Comment
Richard Mason	3 May 2012	0.1 draft	Creation
Richard Mason	15 May 2012	0.2 draft	Minor amendments. Document circulated to WP4 group.
Richard Mason	8 June 2012	0.3 draft	Minor amendments. Document circulated to WP4 group
Richard Mason	18 June 2012	0.4 draft	Amendments following Operator feedback, added Appendix.
Richard Mason	19 June 2012	0.5 draft	Amendments following WP4 feedback.
Richard Mason	25 June 2012	0.6 draft	Amendments following WP4 feedback
Richard Mason	26 June 2012	1.0	WP4 approved version circulated to Project Board.
Richard Mason	9 July 2012	1.1	Amendments following Project Board feedback. Resubmitted to Project Board for approval.

Introduction

The Parties agree to work together in the preparation and dissemination of timely and accurate service information in line with the objectives of this Agreement. The Parties will seek to increase use of bus services across the Sheffield district by ensuring that current and potential customers have the right information, at the right time and in the right format allowing customers to make informed travel choices.

1. The Partnership Service Information Product Suite

- 1.1. On behalf of the Parties, the Executive will continue to manage the provision of customer service information products in printed and electronic format for display in appropriate touch points, which include: interchanges, rail stations, travelsouthyorkshire.com website, Information Centres, community outlets, Park & Ride sites, bus stops, tram stops. See appendix 1 for the Service Information Product Suite.
- 1.2. The Parties will work together to develop the Service Information Product Suite in line with customer intelligence.

2. Registration Information

- 2.1. The Operators and the Executive will agree to an electronic transfer protocol, preferably the VOSA Electronic Bus Service Registration (EBSR) system, for all registration data which will be used without modification to help ensure consistency of information between Executive and Operator produced products.
- 2.2. Where Operators do not have EBSR capacity, they and the Executive agree to work towards that, or at least the provision of data electronically by some other means to meet the notification and registration periods set out in this agreement, the latest being the 56 day registration point.

3. Real Time Passenger Information

- 3.1. The Operators and the Executive will work together to develop an electronic transfer protocol to help facilitate the testing and final upload of Vix Technology (UK) Limited data (previously known as Advanced Communication and Information Systems (ACIS) data), with the aspiration being that all Vix track detail should be signed off by both the Operators and the Executive prior to final upload.

4. Fare and Ticket information

- 4.1. The Parties will investigate the feasibility of and, where appropriate promote, ticket information across the Service Information Product Suite.
- 4.2. The Parties will work together to determine the fare and ticket information that should be displayed within the Service Information Product Suite.

5. Service Change Publicity

- 5.1. In consultation with the the Operators, the Executive will communicate service change information in advance of service changes in a variety of formats to meet customer need, channels will include:
 - Printed service change poster will be available in the Executive's Interchanges and Information Centres where appropriate.
 - Printed service change leaflet will be made available in the Executive's Information Centres and community outlets.
 - Electronic service change information will be displayed in an appropriate format and located on the Parties' respective websites where feasible.
 - Advert in local newspaper
 - Email alerts to customers registered to the Executive's timetable updates service and eMarketing service.
- 5.2. The Parties will work together to review the approach in the communication of service change information to ensure customers channels remain appropriate.
- 5.3. Working with the Executive, the Operators will provide a concise description of any proposed changes which will include the proposed benefits for the customer in a format suitable for use within service change communications.
- 5.4. The Parties will actively promote the Executive's online timetable updates service on their customer facing website to encourage customers to sign up to receive free service change email alerts.

6. Timetable Leaflets

- 6.1. The Executive will provide timetable leaflets for the Services on behalf of the Operators in a variety of formats to meet customer need, channels will include;
 - Printed timetable leaflets will be made available in the Executive's Information Centres and community outlets.
 - Electronic timetables will be displayed in an appropriate format on the Executive's website.
- 6.2. The Operators and Sheffield City Council will promote where appropriate on their customer facing websites the online timetable leaflets produced by the Executive.
- 6.3. The Operators and the Executive will consult with each other on format and content of timetable leaflet products for the Network prior to a significant change in format or design.

- 6.4. The Parties will work together to determine presentation data rules and the Services that are appropriate for display as a combined composite timetable.

7. At Bus Stop Information

- 7.1. The Executive will provide bus service information at bus stops for the Services.
- 7.2. The Executive will investigate the feasibility of displaying ticket information and service change information in advance of service changes at bus stops where space and distribution is available.
- 7.3. The Parties will work together to determine presentation data rules and the services that are appropriate for display as a combined composite timetable.

8. Partnership launch maps

- 8.1. The Parties will work together to develop a set of mapping leaflets that are suitable to communicate service changes to customers and promote the launch of this Agreement, depending upon customer demand.

9. Operator Service Information Products

- 9.1. Where the Executive does not produce an equivalent service information product, the Operators and the Executive will discuss to determine the validity of displaying Operator service information produced products in the Executive's Information Centres and on the Executive's website.

10. Data Processing, Accuracy, Quality and Timeliness

- 10.1. On behalf of the Parties the Executive will continue to process registration data to facilitate the provision of the Service Information Product Suite.
- 10.2. Participating Operators will continue to submit registrations for services to change on the dates set out in the service change agreement and with full timetable and route information being supplied with a minimum of 56 days notice. Exceptions to this should only be in unavoidable circumstances, e.g. SYPTE tenders, schools, diversions, road works and cross boundary services.
- 10.3. The Operators and the Executive will work together to develop a protocol and processes for Operators to check the accuracy and quality of the registration data to agreed timescales and resolve any issues in a timely manner.
- 10.4. The Executive will continue to accurately process registrations received on time (i.e. min 56 days notice) to meet the deadlines for production of all information products and availability to the public. Registrations will be verified and queries referred to Participating Operators where necessary. The Executive will require the timely cooperation of the Participating Operators to resolve any issues during the processing stage so that publication deadlines can be met.

11. Printing and Distribution Costs

- 11.1. The cost of printing and distributing information products developed for the agreement that are in addition to the products produced in Appendix 1 will be shared between the partners.

11.2. Production of any new versions outside of pre-agreed service change dates which are the result of changes to services or correction of inaccuracies that have been previously signed off will be met by the participating partner causing the new version to be required. This will include labour, printing and distribution costs incurred as a result. Exceptions to this apply to changes as a result of diversions, road works, cross boundary services.

12. Marketing and Branding

12.1. The Executive Information Products Suite will support where appropriate the key customer messages and associated creative material developed for the Agreement.

12.2. The alignment of the Marketing and Information Products strategies will ensure the consistent and accurate development of customer-facing promotional items, incorporating partnership agreed promotion and branding, iconography and service information. This approach also aims to avoid any potential gaps in service delivery, whereby 'promises' made in promotional materials are actually delivered through customers' journey experiences.

13. Equality and Accessibility

13.1. In line with the Equality Act 2010, through the provision of customer facing information products produced for the agreement participating partners will work together to ensure that there is no prejudice or discrimination against any protected group including gender, disability, age, sexuality, race, religion and sexual orientation.

14. Changes to the Partnership Service Information Product Suite

14.1. Participating partners agree to periodically review initiatives for targeting new customers and informing existing customers of change. Projects that are put forward where joint funding is required will need to consider the expected impact, viability, sustainability, available resources and marketing.

14.2. The Executive will inform all partners of changes to the Partnership Service Information Product Suite and customer channels listed in Appendix 1.

15. Market research and customer insights

15.1. Participating partners will share market research findings and customer feedback to drive changes to the format, content and design of the Partnership Information Product Suite.

15.2. Participating partners will work together to develop the provision of service information inline with customer intelligence.

Summary

The shared responsibility for accuracy, timeliness and development of service information will provide a cohesive platform to communicate service information to customers.

APPENDIX 1

Products	Location
Printed Leaflets and Guides	
Bus Timetable Leaflets	Information Centres, community outlets, Website (PDF) and SYPTE outreach services to Business and Education.
Optio Orange / Red Guide	Information Centres, Website (PDF) and SYPTE outreach services to Business and Education.
Bus Timetable Credit Cards	Information Centres
Hospital Guides	Information Centres, Website (PDF) and SYPTE outreach services to Business and Education.
Tram Guide	Information Centres, Website (PDF) and SYPTE outreach services to Business and Education.
Airport Guide	Information Centres, Website (PDF) and SYPTE outreach services to Business and Education.
Bank Holiday Leaflet	Information Centres and Website (PDF)
Christmas / New Year Leaflet	Information Centres and Website (PDF)
Service Change Guide	Information Centres and Website (PDF)
Derbyshire Peak District Guide	Information Centres and Website (PDF)
Printed Posters	
Interchange stand departures (Head of Queue)	Interchanges
At bus stops timetables	Bus Stops
Sheffield Connect at bus stop timetables	Bus Stops (Sheffield city centre)
Geographic Location Map	Rail stations, Park and Ride sites
Onward Journey Map	Interchanges
Service changes	Interchanges
Spider Network Map (SNM)	Interchanges
Destination Finder	Interchanges
Electronic and Web	
Travelsouthyorkshire.com	Website
Passenger Information Displays	Interchanges, Bus Stops, Mobile, Website
Get There Sooner	Mobile application, Website
YourNextBus	Mobile application, SMS, WAP, Website
Register for Timetable Updates email service	Website
SYPTE emarketing system	Website
Journey Planner	Mobile, Kiosk, Website
Interactive Public Transport Map	Website
Interactive Kiosks	Interchanges, On street