

WP4.2 INFORMATION PRODUCTS STRATEGY

Introduction

Participating partners agree to work together in the preparation and dissemination of timely and accurate service information. In line with the objectives of the Agreement, participating partners will seek to increase use of bus services across the Barnsley 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 Barnsley Bus Partnership, SYPTE will lead on the provision and maintenance of customer facing Service Information products in a range of printed and electronic format for display in appropriate touch points, which include; interchanges, rail stations, travelsouthyorkshire.com website, Park & Ride sites, bus stops. See appendix 1 for a product list and locations.
- 1.2. Participating partners will work together to develop the Partnership Service Information Product suite in line with customer intelligence and the objectives of the partnership.
- 1.3. Participating partners agree to actively promote the Partnership Service Information Product suite across their respective on and offline customer communication channels.

2. Operator Registration Information

- 2.1. Participating Operators and SYPTE agree to work towards an electronic timetable transfer protocol (Preferably EBSR) for all registration data with the aim to use the data 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 SYPTE agree to work towards that, or at least the provision of data electronically by some other means at the start of registration date as outlined in the service change agreement.

3. Real Time Passenger Information

- 3.1. Participating Operators will provide real time vehicle data to the Yorkshire Real Time Evolution system to enable the provision of real time information to customers and for reporting purposes.
- 3.2. Participating Operators and SYPTE will work together to develop an electronic transfer protocol to help facilitate the testing and final upload of real time data, with the aspiration being that all real time track detail should be signed off by both participating Operators and SYPTE prior to final upload.
- 3.3. Participating Operators will support the process of informing customers of service cancellations in a timely manner across the real time live departures outputs which includes at selected bus stops, on mobile and web.

4. Fare and Ticket information

- 4.1. Participating partners where appropriate will support the promotion of partnership ticket information across the Partnership Service Information Product Suite.
- 4.2. Participating partners will work together to determine the fare and ticket information that should be displayed within the Partnership Service Information Product Suite.

5. Service Change Promotion

- 5.1. In consultation with the participating Operators, SYPTE will communicate service change information in advance of service changes in a variety of formats to meet customer need, channels will include:
 - Printed posters in SYPTE's Interchanges and at selected bus stops.
 - Website and social media platforms provided by SYPTE, participating Operators and Barnsley Council.
 - Email alerts to customers registered with SYPTE to receive automatic personalised timetable updates.
- 5.2. Participating partners will work together to review the approach in the communication of service change information to ensure the content in customer channels remains appropriate and consistent.
- 5.3. Participating Operators will provide SYPTE with a concise description for all service changes at the start of registration date (as outlined in the service change agreement) which will include the proposed benefits for the customer in a format suitable for use within service change communications.
- 5.4. Participating partners will actively promote SYPTE's online timetable updates service on their customer facing web site to encourage customers to sign up to receive free service change email alerts.

6. Timetable Leaflets

- 6.1. SYPTE will provide timetable leaflets in electronic format on the Travel South Yorkshire website for those services operating within the agreement to meet customer need.
- 6.2. SYPTE will facilitate the display of operator produced printed timetable leaflets across SYPTE sites subject to the agreed terms and conditions.
- 6.3. SYPTE, participating Operators and Barnsley Council will promote where appropriate on their customer facing web sites the online electronic timetables produced by SYPTE.
- 6.4. SYPTE and participating partners will work together where required 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. SYPTE will provide and maintain bus service information at bus stops for those services operating within the agreement.
- 7.2. SYPTE is willing to display selected ticket information at bus stops and in

Interchanges, content to be agreed with partners.

- 7.3. SYPTE will provide mapping and service change information at bus stops where space and distribution is available.
- 7.4. Participating partners will work together where required to determine presentation data rules and the services that are appropriate for display as a combined composite timetable.

8. Partnership network map leaflet

- 8.1. Participating partners will work together to provide and maintain a network map leaflet in printed and electronic format that is suitable to communicate service changes to customers and promote the bus network in Barnsley.
- 8.2. Participating partners will agree on when a reprint is required and print volumes.
- 8.3. Participating operators agree to proof and make amendments to service information in a timely manner to ensure accuracy and timely availability.
- 8.4. Participating partners agree to reduce the provision of printed leaflets and promote and provide where practicable alternative electronic information products and services.
- 8.5. The lead participating partner for Information and Marketing (WP4) will be responsible for the procurement of design and printing services in relation to the delivery of the Barnsley bus partnership network map leaflet.
- 8.6. Participating partners will share the costs of the printing and design creative work for the production of the partnership network map leaflet.

9. Operator Service Information Products

- 9.1. Where SYPTE does not produce an equivalent service information product, participating Operators and SYPTE will discuss to determine the validity of displaying Operator service information produced products in SYPTE Interchanges and on the Travel South Yorkshire website.

10. Registration Data Processing, Accuracy, Quality and Timeliness

- 10.1. On behalf of the Barnsley Bus Partnership SYPTE will lead on the data acquisition and maintenance of operator registration data to facilitate the provision of Partnership 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 63 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. Participating Operators and SYPTE will work together to develop a protocol and

processes for Operators to check the accuracy and quality of the registration data to agreed timescales, resolve any issues in a timely manner etc.

- 10.4. SYPTE will process registrations received on time (i.e. min 56 days' notice) to meet the deadlines for production of all information products and availability to customers. Registrations will be verified by SYPTE and queries referred to Participating Operators where necessary. SYPTE 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 full costs of producing, printing and distributing information products developed to support the partnership for the agreement that are in addition to the products provided in Appendix 1 will be agreed and where required 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 where necessary 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 Partnership Service Information Product Suite support where appropriate the key customer messages and associated creative material developed for the partnership.

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. SYPTE will engage partners as required on the development 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 in line 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 across multiple customer touch points.

APPENDIX 1

The Partnership Service Information Product Suite, correct as at February 2016, subject to change.

Products	Location / Format
<i>Timetable Leaflets and Guides</i>	
Bus Timetable Leaflets	<i>Travel South Yorkshire Website</i>
Hospital Guides	<i>Travel South Yorkshire Website</i>
Airport Guide	<i>Travel South Yorkshire Website</i>
Bank Holiday Leaflet	<i>Travel South Yorkshire Website</i>
Christmas / New Year Leaflet	<i>Travel South Yorkshire Website</i>
Service Change Guide	<i>Travel South Yorkshire Website</i>
Barnsley bus network map	<i>Travel South Yorkshire Website and available in Interchanges (Printed)</i>
<i>Printed Posters</i>	
Interchange stand departures (Head of Queue)	<i>Interchanges (Printed)</i>
Bus stops timetables	<i>Bus Stops (Printed)</i>
Geographic Location Map	<i>Rail stations, Park and Ride sites (Printed)</i>
Onward Journey Map	<i>Interchanges (Printed)</i>
Service change information	<i>Interchanges, selected Bus Stops in Barnsley Town Centre only (Printed)</i>
Spider Network Map (SNM)	<i>Interchanges (Printed)</i>
Stands by destination	<i>Interchanges (Printed)</i>
Stands by service	<i>Interchanges (Printed)</i>
Barnsley Town Centre stop maps	<i>Bus Stops selected Barnsley Town Centre only (Printed)</i>
District network maps	<i>Interchanges (Printed) and selected Barnsley bus stops</i>
Electronic and Web	
Travelsouthyorkshire.com	<i>Website</i>

Schedule - WP4.2 Information Products Strategy

MyTSY	<i>Website (customer sign up required)</i>
YourStop – Stop specific travel tools	<i>Website</i>
Electronic Passenger Information Displays	<i>Interchanges, Bus Stops, Mobile, Website</i>
YourNextBus Live Departures	<i>Travel South Yorkshire Website, SMS</i>
Register for Timetable Updates by email	<i>Website (customer sign up required)</i>
SYPTe emarketing service	<i>Website (customer sign up required)</i>
Journey Planner	<i>Mobile, Kiosk, Website</i>
Interactive Public Transport Map	<i>Website</i>
Interactive Information Kiosks	<i>Interchanges</i>