

# Educational & Training Partnerships

The easy way for educational and training providers to offer funded learner travel or retail travel to learners



[sytravelmaster.com](http://sytravelmaster.com)

## Intro from our MD

TravelMaster has a long history of working with educational institutes of all sizes (from Universities to independent training charities) and as the region recovers from COVID-19 in 2021 we want to build on that history.

With an innovative digital system it is easier than ever for schools, college, universities and training providers to work with us to provide travel for their learners.

From providing funded travel to supported learners, to offering learners the ability to purchase travel on site, we've just the ticket to make getting about for study or leisure easy for them.

**Matt Smallwood**  
Managing Director

## A bit about us

We're TravelMaster and we're owned by South Yorkshire's transport companies.

We have one simple job and that's to make it easier for people to get around through simple, smart and integrated ticketing.

With us learners can travel across buses, trams or trains no matter what company runs them.



## Our products

From our CityWide, valid on every bus and tram in Sheffield, through to our SYConnect+, valid on every bus, tram and train in South Yorkshire, we've just the ticket to help your learners get about.

We've discounted tickets for schoolkids and teens and a special discount card (18-22 Discount Card) discounting our normal tickets for anyone aged up to their 23rd birthday,

Visit [sytravelmaster.com](https://www.sytravelmaster.com) to find out the validity of all our products to see where they can take your learners.

## Why partner with us?

Partnering with us means your learners can travel for study, work and leisure across all public transport in South Yorkshire.

We can provide tickets that you fund directly. So if you provide travel under a student bursary you'll no longer need to provide petty cash.

Or we can provide you with the ability to sell tickets to your learners through any storefront you might have.

Partnering with us means a simpler way for your learners to access public transport.



## Simple. Digital. Flexible.

The way it works is simple, digital and flexible to your organisation's needs.

Your learners simply redeem bespoke Promotional Codes unique to your organisation through [sytravelmaster.com](https://sytravelmaster.com).

These codes remove the price they need to pay at point of purchase and sends whatever ticket they need for collection.

These tickets can then be collected straight away through **any** NFC enabled device (this doesn't have to be the learners own - it could even be one on site) or, after 48-hours, on board First & Stagecoach services (including the tram).

## Promotional Codes

Promotional codes are versatile and can be configured, within reason, to meet your organisation's needs.

If you want to completely fund a learners travel they can can be set up to do this; or if you only want to provide a learner with a value (e.g £10) off of their travel ticket you can do this too.

We will provide you with a dataset of your codes and you're free to issue these in whatever format you want. Physical voucher, included in a e-mail welcome pack...the choice is yours.





## The funded approach

If you currently provide learners with travel support, through a bursary or other fund, then this system has been designed to help you deliver that.

We have worked with The Sheffield College to use this approach to provide their students with funded travel and remove the need for petty cash.

Within this approach you purchase/fund promotional codes that are issued to your learners. The learner incurs no cost and is able to quickly and easily get their travel ticket. You can fund their ticket in full, partially or provide them with a credit to reduce the price they pay.

## The retail approach

Alternatively if you have a storefront, be that a shop, online store or similar, you can also use these codes to retail travel to your learners through it.

We can provide printed 'ticket books' filled with Codes that can be redeemed online by a learner to get their ticket.

You could charge them the standard RRP or choose to provide a discount to your learners.

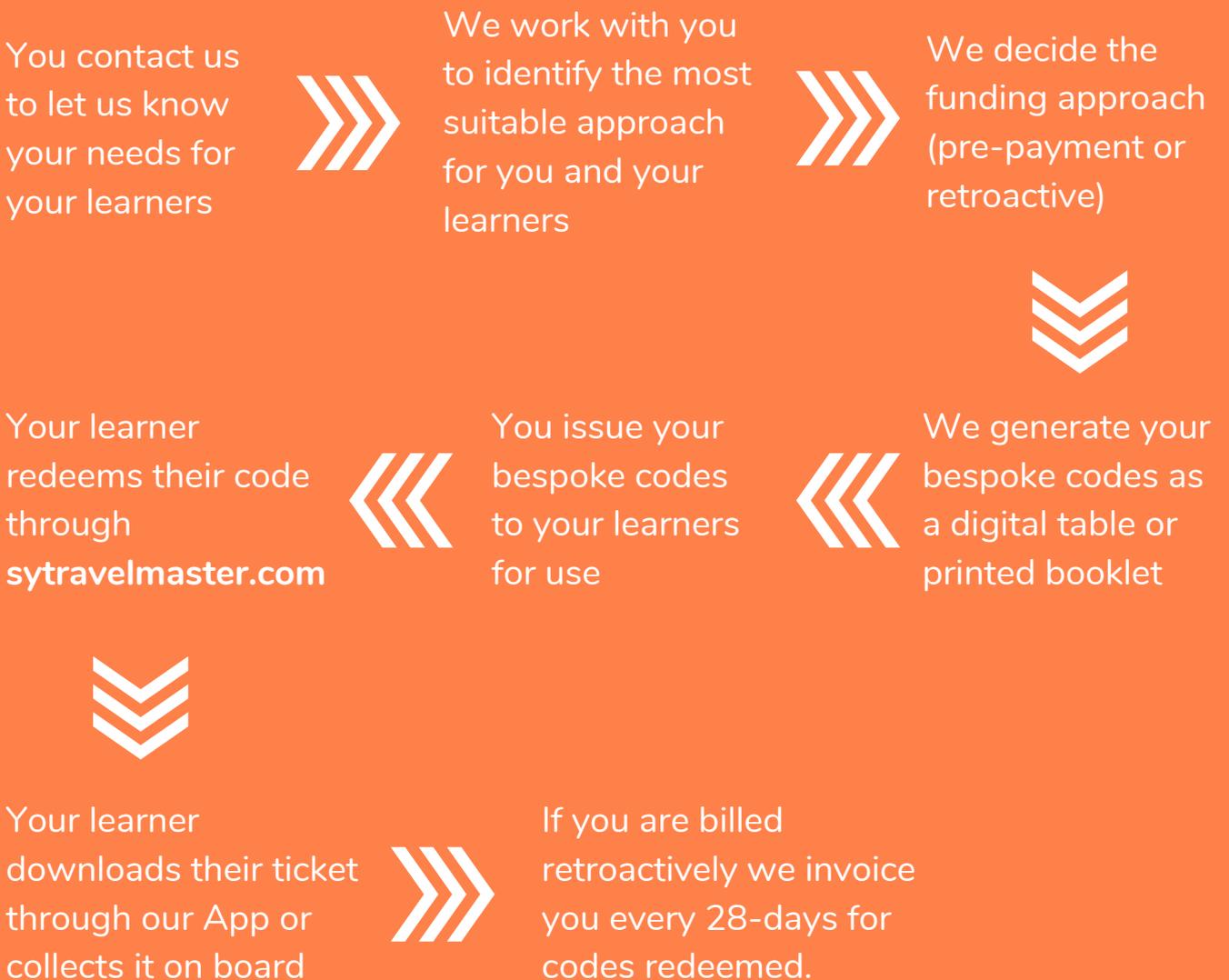


## Standalone Partnerships

You don't need to sign up to a long-term partnership with us. Instead we can work with you to help provide travel to learners for specific events or to help you meet a specific objective.

If you're running an open day we can work with you to fund travel for people visiting; or if you want to promote public transport alongside an event or course we can work with you to provide discount codes for your learners.

## High-Level Process



## Let's get together to support learners

This booklet has only scratched the surface of what's possible if we work together to help learners access education, training and opportunities.

So let's help the region upskill and grow and let's get them there on buses, trams & trains.

Our Team is waiting to hear from you and we're ready to help you add to your offer for learners today.

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