



Annual Report to Stakeholders

2019 / 2020

01 April 2019 – 31 March 2020

TravelMaster is a Multi-Operator Travelcard (MTC) Scheme as set out in the Ticketing Schemes Block Exemption to the Competition Act. It is owned and operated by the regions transport operators through SCR Ticketing Company Limited.

The TravelMaster MTC scheme is entirely voluntary, unlike other regions where statutory schemes are in place, and this means that the region's operators have made a deliberate choice to work together to provide low cost flexible tickets for the region.

Intro & A Bit About Us

The company, and ticketing scheme, is overseen by a Board of Directors made up of senior leaders from the region's transport operators. It is managed on their behalf by an executive Director (our Director & General Manager).

2019/2020 was undoubtedly a significant year for TravelMaster and one I'm immensely proud of.

We undertook fundamental changes to the way our tickets are issued and further cemented our position as the default season ticket option for the region.

As we recover from COVID-19 I remain proud of TravelMaster's progress, it's enhanced profile and national recognition alongside the great work we've done for the regions passengers.

The scheme's continued success has only been possible due to the continued commitment and dedication of the regions operators; who have voluntarily come together to provide South Yorkshire passengers with the UK's lowest priced, and most flexible, integrated ticketing products.

As we work to move to a 'new normal' post COVID I am hopeful that collaboration will continue as we come together to restore trust in, and patronage on, public transport in South Yorkshire.

Matt Smallwood - Director & General Manager



Note: The majority of this report outlines TravelMaster's performance prior to the Coronavirus outbreak and subsequent UK Lockdown.

Inevitably COVID-19 has had a significant impact on the business but this report justifiably highlights our achievements in the year prior to it; alongside some of our plans for the future as the region recovers.



Multi-Operator integrated ticketing, delivered by TravelMaster, was worth c. **£24 Million** in the 12 months from April 2019 to March 2020.



From April 2019 to March 2020 c. **2 Million** TravelMaster multi-operator tickets were sold in South Yorkshire.

With **1.12 million** 1-Day tickets, **800,000** 7-day tickets and **72,000** 28-Day tickets TravelMaster provided an estimated **20 Million** journeys on buses, trams & trains

Facts & Stats



There are currently c. **520,000** ITSO smartcards in circulation in South Yorkshire onto which commercial multi-operator tickets can be loaded.



It costs passengers in South Yorkshire, on average, **13-18%** less to travel with multi-operator tickets here than it does in other comparable regions.

If we had similar prices to Greater Manchester it would have cost South Yorkshire's passengers at least **£7.4 Million** a year more for the same tickets in 2019/2020.

If we had similar prices to West Yorkshire it would have cost South Yorkshire's passengers at least **£8.8 Million** a year more for the same tickets in 2019/2020.

This is why TravelMaster is recognised for offering the UK's best value multi-operator travel tickets.



From April 2019 to March 2020 it cost the regions operators c.**£760,000** to deliver multi-operator ticketing – representing a cost of sale of 3.2%.

About two thirds of of this was paid to the SYPTC for TVM Retail Commission & SLA Support Services.





In **April 2019** we introduced our eCommerce system which gave passengers access to TravelMaster's great range of flexible multi-modal and multi-operator smart tickets to buy online.

In **July** we made discounted and flexible multi-modal and multi-operator tickets available too online. This meant young people in South Yorkshire could access discounted tickets anywhere

In **September 2019** we were one of the first places in the world able to load smart travel tickets through an iPhone.

As a result, over 95% of smartphone users in South Yorkshire, across Apple and Android devices, can now buy flexible multi-operator transport tickets for the region at their own convenience and before they travel

June 2019 saw us withdraw paper counterparts as all our tickets became fully smart.



A Busy Year



In **November 2019** we encouraged people to be 'Masters of Travel' with a campaign designed to promote buying TravelMaster's great value tickets before travel.

The large campaign saw adverts on 115 buses and 2 trams, video advertising on YouTube, radio adverts on local stations and extensive digital advertising through Facebook, Instagram and Snapchat.

In **January 2020** we introduced advance purchased prices.

With tickets frozen or subject to only a small increase if bought off-vehicle we further promoted buying before travel as the best way for customers to buy.



In **December 2019** we were proud to be shortlisted for the Global Transport Ticketing Awards in the 2020 Digital Champion category



In **January 2020** we added an extra year of validity to our Discount Card for young people; making it the 18-22 Discount Card.

Introduce **Flexible Ticket types** designed to provide the same flexibility to passengers as they move away from a Monday-Friday routine



Complete a **review of our zonal structure** to see if there are any changes we could make to better serve our customers.

This is alongside seeing how possible additions to our zones could be linked with mass transit priority measures or car reduction activities.

The Future



Introduce a **Season Ticket Loan scheme** to enable businesses in the region to offer an easily accessed salary sacrifice system for annual tickets



Work with the national bus companies as they develop a system **to deploy contactless capping** (where you tap and are capped at the amount you pay) nationwide and decide how this will work, and the caps we will create, in South Yorkshire.

Alongside this we will work to enhance and protect our pre-purchase tickets for customers who routinely purchase 7 & 28-Day tickets.

We'll look at introducing **Host Card Emulation** (Where a smartphone becomes a smart card), work with our rail colleagues to make the sale of tickets at railway stations smart and use **Payzone** to promote and protect cash payment.



Proactively work with colleagues in the Active Travel community to **integrate flexible transport ticketing with cycling and walking.**



Together we'll aim to make the most of increased cycling and walking to reduction the congestion on the region's roads.



COVID-19

COVID-19 has had a huge impact on transport as a whole and on our business. Across April, May, June 2020 we experienced a decline of **82%** in passenger purchases – but remain committed to delivering leading transport ticketing.

We are now focused on recovery and taking steps to adjust how we operate and support a return to normal post-coronavirus – with a focus on online sales and other steps to make our tickets more relevant as people travel in different ways.

We're also incredibly thankful to our front-line colleagues who have kept the region moving during these trying times.

The South Yorkshire Bus Review

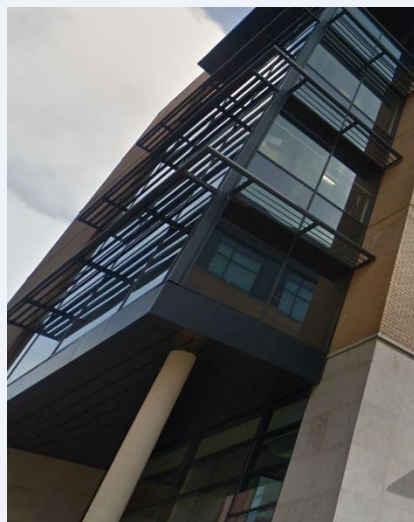
We welcome the findings of the independent review into South Yorkshire's bus services identifying us as an area of 'Good Practice'. The panel also found that we were....

"...regarded as a successful ticketing scheme, offering passengers good value for money"

"...one of the most advanced multi-modal integrated smart ticketing schemes in the UK outside of London"

"...a good example of public transport providers working collaboratively for the benefit of passengers"

...and has recommended that the region **'Build on the success of the TravelMaster Scheme'**



As an organisation our principle objective is to sustainably provide simple, relevant and best value ticketing for the region.

As we move forward, we look forward to working with the Mayoral Combined Authority to collaboratively deliver the panel's recommendation to build on the success of the TravelMaster scheme".





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TravelMaster is the trading name of **SCR
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