

## Marjorie Caygill

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**From:** SYPTE Communications [communications@sypte.co.uk]  
**Sent:** 09 December 2019 15:10  
**Subject:** Stagecoach and TravelMaster product changes - from 2 January 2020  
**Attachments:** TravelMaster ticket changes.pdf; Day and Week Product Table Jan 2020.xlsx

Dear Colleague

### Stagecoach and TravelMaster product changes - from 2 January 2020

I am writing to advise you that from Thursday 2 January 2020 Stagecoach and South Yorkshire TravelMaster will be making changes to their products.

TravelMaster is introducing new annual tickets and simplifying how customers purchase them and further details can be found on the attached 'TravelMaster ticket changes' document.

Stagecoach will be introducing some differential pricing along with rationalising and consolidating their product range. The Stagecoach changes are detailed below.

#### **Why are the changes being made?**

Stagecoach currently operate bus services across most of South Yorkshire with coverage on services also extending beyond the county border in West Yorkshire, Derbyshire and north Nottinghamshire. Their current product range is extensive but as a result also complicated for customers to understand which product best suits their need.

As part of bus partnership arrangements, operators have agreed to limit fare rises to one annual fare change. Stagecoach have chosen to coincide the 2020 change with that of South Yorkshire TravelMaster price changes, who in turn are aligned with the national rail fare rises.

For the 2020 changes, Stagecoach have taken the decision to rationalise and consolidate their product range down to a simpler range of products which should be easier to understand and also provide access to a more consistent range of services across various geographies as a result. They are also introducing differential pricing on weekly and four-weekly products, whereby it is cheaper to purchase the product in advance before boarding the vehicle. This helps reduce transaction time on vehicle and minimises dwell time at stops, thereby improving overall journey speed.

#### **What is changing?**

A summary of Stagecoach's fare changes is as follows:

- Single fares - the number of single fares available in the region will be reduced. Some areas currently have single fare rates starting at £1.20, going up in increments of 10p. These will be consolidated in to two single fare prices, for example in Barnsley and Rotherham at £1.70, £2.10 and £1.40 or £2.10 in Sheffield.
- Day tickets - prices on some day tickets will be frozen (with a maximum increase of 20p) and Stagecoach will not be introducing a pricing differential on these products.
- Weekly and four-weekly tickets - existing weekly and four-weekly products will be consolidated in to a simpler product range which provides the following;
  - A Rotherham and Barnsley weekly ticket
  - A South Yorkshire wide bus and tram weekly ticket with coverage extending to Chesterfield (which will be branded as "Stagecoach Silver").
  - A South Yorkshire wide bus and tram weekly ticket with coverage as for the Stagecoach Silver product but also extending to Nottinghamshire, all of Derbyshire, West Yorkshire (including X10 to Leeds) and Gainsborough (which will be branded as "Stagecoach Gold")