

THE YORK ENHANCED PARTNERSHIP FOR BUSES



Operational Delivery Group

DRAFT Minutes– Extraordinary Meeting, 20th June 2023 14:00-15:00
(online)

Present:

Keith McNally – CPT/chair (KM)

Tom Bridge – First (TB)

Andy Clarke – North Yorkshire County Council (AC)

Richard Frankland – City of York Council (RF)

Stuart Fillingham – East Yorkshire (SFi)

Sam Fryers – City of York Council (SFr)

Michael Howard – City of York Council (MH)

Adam Jones – York Pullman (AJ)

Patrick Looker – City of York Council (PL)

Debbie Manson – City of York Council (DMa)

Duncan McIntyre – City of York Council (DMc)

Andrew McGuinness – CPT/Forum chair (AM)

Dean Morrish – City of York Council (DMo)

Gary Newby – Reliance (GN)

Julian Ridge – City of York Council (JR)

Richard Startup – York Pullman (RS)

1) Introductions and Apologies

- Apologies: Craig Temple, ConnexionsBuses

2) Minutes and actions from previous meeting

- It was agreed that the circulated minutes were an accurate record of the 19th April meeting.

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- SFi agreed to act as bus operator representative at the next full EP Forum meeting (Thu 24th Aug at 14:00).
- SFr will commission an updated bus route map following the latest round of service changes.
- SFr and AC met to discuss issues with timetable data.
- JR/SFr held a meeting with tour bus operators and agreed a resolution to the Exhibition Square issue.
- **Action carried forward:** DMc to arrange BetterPoints meeting with bus operators.

3) Summer All York Ticket offer

- Ticketing Group have agreed the principle of a half-price (£5.50) discount offer for the All York Family Day ticket this summer.
- The ticket is valid for up to 2 adults and 3 children.
- Fare discounted will be reimbursed from BSIP revenue.
- It was agreed that the offer should be valid during the York school summer holidays, ie Sat 22nd Jul until Sun 3rd Sep 2023.
- Marketing Group tasked with promoting the offer.

4) Marketing proposals

- LT explained that the marketing group is seeking to procure a contractor to assist with strategic marketing of BSIP-funded measures until March 2025.
- Further detail will be presented at the July ODG meeting.
- Some of the previously-approved £200k behaviour change funding will be used for this purpose.
- Marketing plans for this summer's initiatives will be agreed by email.
- Contact will be made with local resident and stakeholder groups in order to improve diversity and stakeholder engagement on the EP Forum and Passenger Liaison Group.
- AM stated a need to improve youth representation. LH confirmed that she has met with the York Youth Council in regard to this.
- **Approval was given to the Marketing Group's proposals, which are within the previously approved budget level.**

5) BSIP expenditure requests (key decisions with impact above £50k shown in bold):

- **Approve £120k BSIP ticketing revenue to fund All York Family discount during summer 2023 [UNANIMOUSLY APPROVED].**

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6) Agree future meeting dates, times and locations

- **Next meeting date: Wed 26th July at West Offices, 11:00 – 13:00.**

7) Any other business

- None.

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