

The West Midlands Passenger Incentive Programme

Bus Service Improvement Plan Deliverable



Funded by
UK Government

Why change?



To make it easier to
access bus services

To protect revenue

To collect data to
help make better
decisions


To deliver genuine
behaviour change

Passenger Incentive Programme




- Behaviour change programme to capture new bus users and to encourage lapsed users to return through free and discounted travel options.
- Taking advantage of the regions Swift smartcard solution to target users, facilitate the customer offer and report on the results.
- Using £19.5m of funding from the West Midlands Bus Service Improvement Plan to purchase c. 1.4m weeks of heavily discounted bus ticketing validity.
- Two target groups identified:
 - Modal Shift
 - Excluded Access
- Promise to bus operators that we would do our best to avoid revenue extraction through the provision of free and discounted tickets to current fare paying passengers.
- The scheme opened in July 2023 and will run until the end of March 2027.


How is it delivered?



Claiming your Swift Travel Card

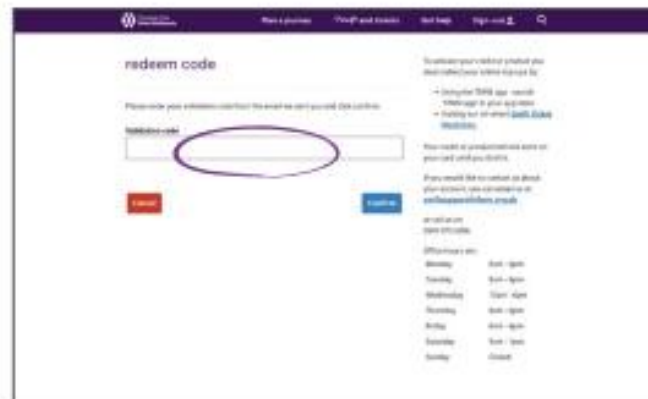


Login or Create a Swift account at my.swiftcard.org.uk.



The page shows options for 'already have an account?' and 'new customer?'. The 'new customer?' section has a button labeled 'create account' circled in red. Below it, there is a section for 'have a card but not a swift account?' with a link to 'swiftcard.org.uk'.

Enter voucher code.



The page is titled 'redeem code'. It has a text input field for the voucher code, which is circled in red. Below the input field are 'Cancel' and 'Redeem' buttons. To the right, there is a list of terms and conditions.

Click Redeem code in account options.



The page shows 'welcome john' and 'manage your account'. Under 'account options', there is a button labeled 'redeem code' circled in red. Other options include 'update email', 'password details', 'payment details', 'storage account', and 'this is your feedback'.

Select a start date.



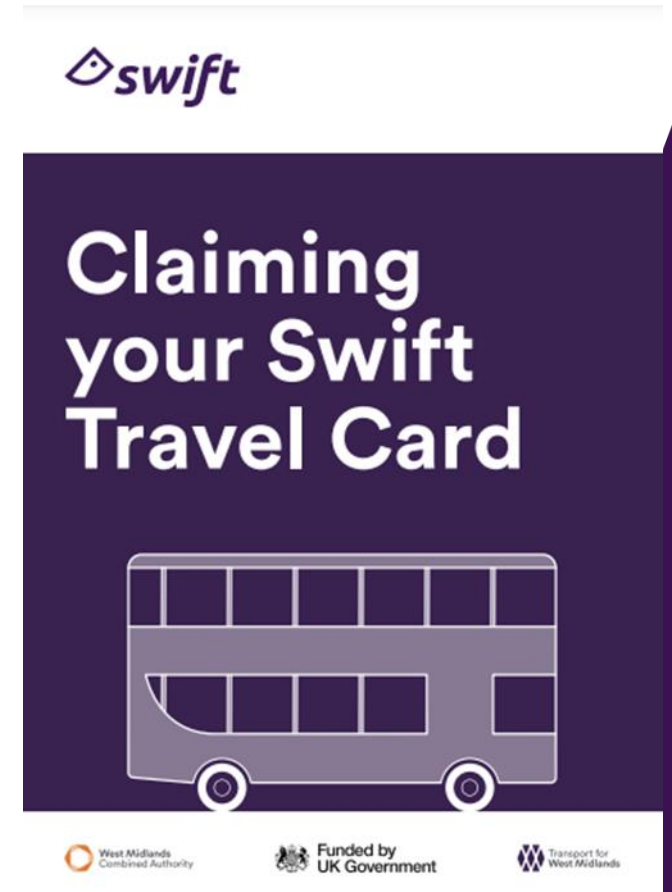
The page is titled 'Start Date'. It shows a calendar for September 2024. The date '1st' is selected and circled in red. To the right, there is a summary of the start date and a 'Cancel' button.

How is it delivered?



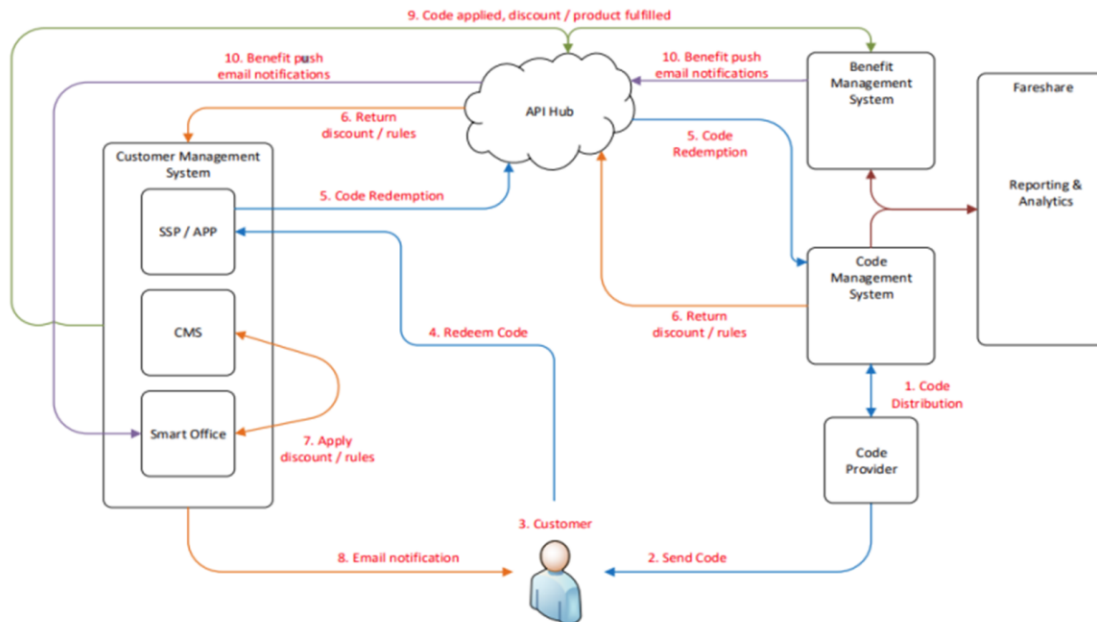
The offers

- Our research suggested that longer term support provides the best opportunity for modal shift
- We therefore built a range of offers:
 - The main offer: 1 month free followed by 2 months with a 25% discount.
 - Up to 9 months of free travel for some of the cohort under the 'excluded access' category.
 - Coming soon - £20 to £40 Swift Go credit for those attending GP surgery/sporting events etc.
- To ensure we maximise use of the available tickets, each month is offered only after use of the previous months ticket – this though is not without problems....



Challenges

- To deliver a customer centric solution that was manageable from an administrative perspective, a significant systems upgrade was required, including the development and integration of a code generation and management system.
- The upgrade was more challenging than expected and as such we suffered several months of delay which required careful stakeholder management and management of customer expectations.



- TfWM spun up a small engagement team to push the passenger incentive programme with the aim of coordinating with bus operators established teams.
- First 4 months:
 - Only c. 8k codes issued
 - Less than 100k journeys
- To resolve this issue, we seconded the NX Sales team into TfWM and merged the two teams.
- With the NX expertise and contacts – we took off!

Supercharging the Programme.....

[Bus Ticket Giveaway.mp4](#)



ment

gbeth

top, grab a bus t
nd see where it



I'm on Coventry Road today

Team spirit, pride and engagement



- The Swift Team are really proud to have supported:
 - Care leavers
 - Carers
 - St Basil's
 - Veterans
 - NHS staff
 - Refugees
 - People leaving the CJS
 - Social Prescribing
 - Free travel week

The Impact



The following is a thank you sent into us by the Birmingham Children's Trust from a Care Leaver who suffers with Anxiety:

“My Swift card has made a positive impact on me, allowing me to go to groups I didn't think I could attend, just been able to not worry about travel.

The Swift card has helped me to attend a job search events and interviews. I now use the bus on a daily basis.”

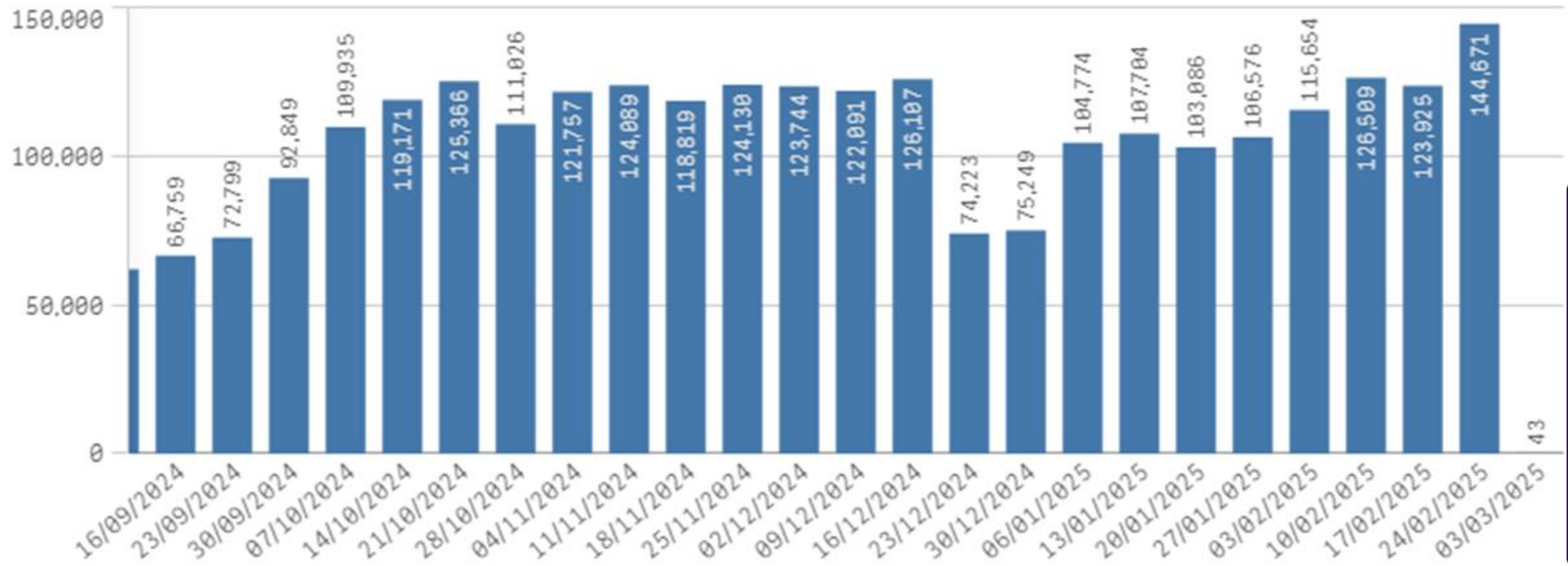
Top Level Results

Cumulative Data

Total Code Count 210,103	First Codes 144,906	Total Redemptions 100,199	Total Redeemed Count 3,218,181
Total New Accounts Created 38,699	Total Accounts Engaged 47,817	First Mails Redeemed (%) 47.91%	Travelled % of Redeemed 86.81%

Top Level Results

Journeys



Detailed Results



Most of the codes issued are still in the process of being assigned and used and therefore rich data about post scheme usage is not available

For the schemes that have concluded, the average conversion rate – i.e. those that go on to purchase a ticket and continue to use the bus is 17%.

As expected, students have the highest conversion rate at c. 25%

Our work with Amazon has seen 23% of those who took up the free offer continue to use the bus.

People attending the Birmingham Pride event were offered free travel for a week and 15% of them went on to continue to use bus services

Questions welcome