

Implementing a multi- operational modal barcode/

Move F

Moving things forward

things?

John Henshall

Director and General Manager - TravelMaster

TTG25 Wednesday 5 March 2025

About Me

- First 'proper' job in transport working as consultant supporting Plusbus from 2004
- Specialised in ticketing from 2010 onwards from reimbursement and apportionment to technical, mainly ITSO, delivery
- Leading TravelMaster since 2022
- Also, consultant founding Smart Habit which is currently advising Derbyshire County Council on its BSIP delivery



About TravelMaster

- Multi-operator Ticketing Company (TICO) for South Yorkshire
- Tickets initially launched around de-regulation by SYPTE
- SCR Ticketing Company Ltd which trades as TravelMaster incorporated 2017
- Not for profit company with 4% cost of sale target
- Most popular tickets Sheffield centric c70% of tickets sold (Sheffield is England's 4th largest city excluding London with population of 584k)



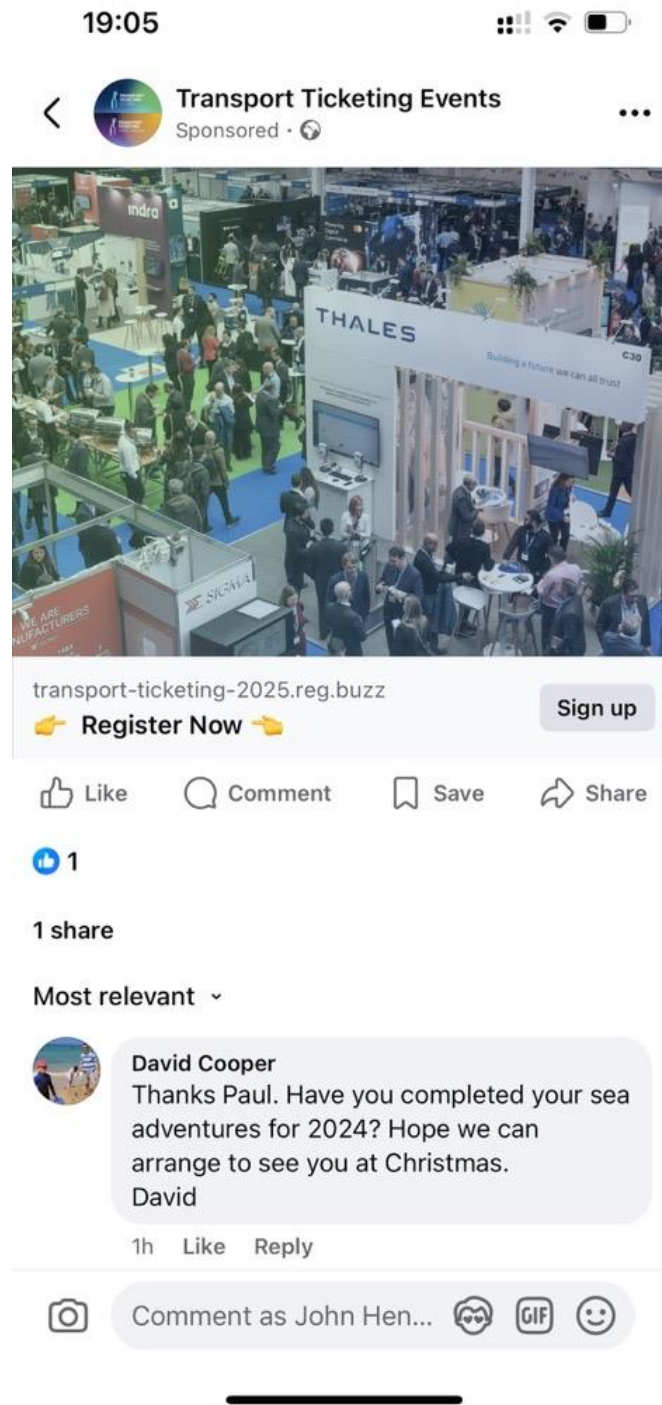
The Revenue Abstractors

Coronavirus (less travel) and £2 Fare Cap

- Pre-COVID turnover £24m – 16.7m smart journeys
- 2020/21 turnover £9.4m – 5.4m smart journeys
- 2022/23 turnover £18m – 10.2m smart journeys (also impacted by Mayor's Fare from P9 and DfT fare cap P11 onwards)
- 2023/24 turnover £17.1m – 9.4m smart journeys (further impact of the fare cap)
- Already seeing return to growth with £3 fare



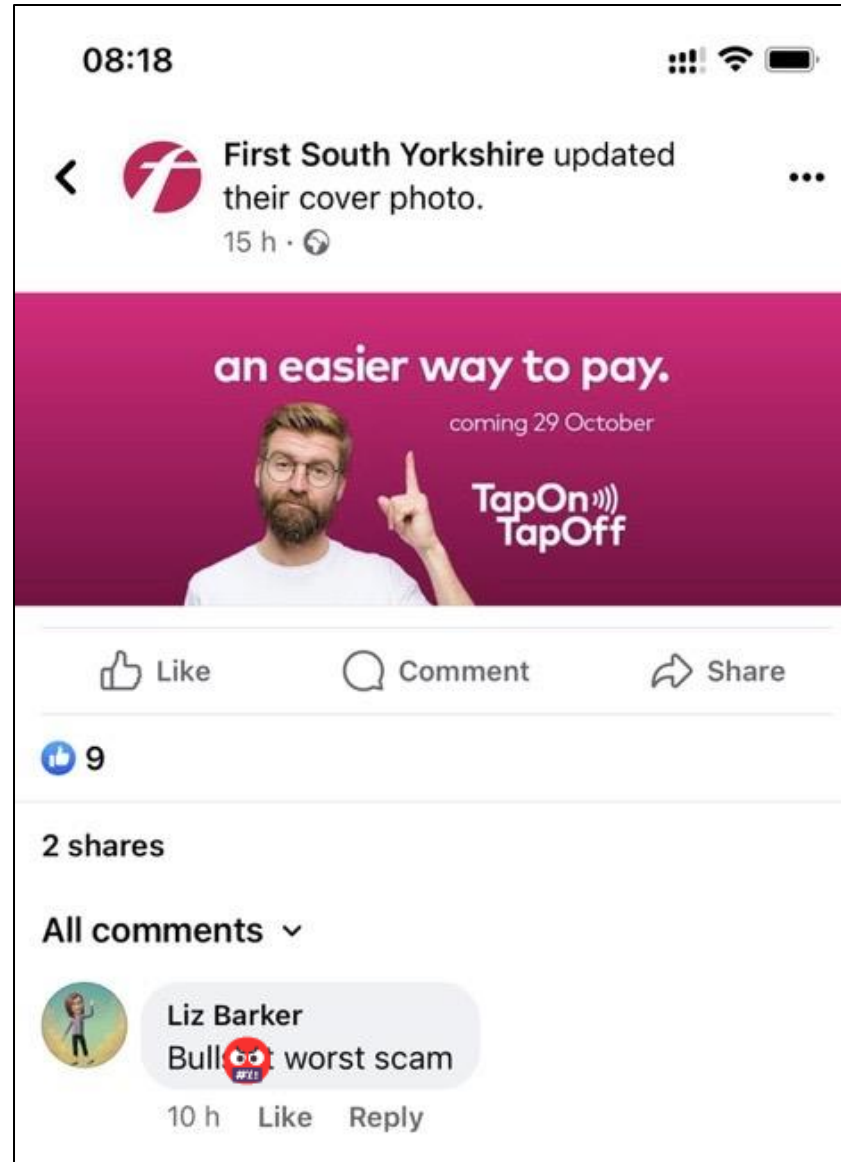
Listen To Your Customers



- Customer behaviour is not always predictable. Even on systems you think everyone knows how to use...



Not All Customers Will Be On Board With Change



Two Years Ago Our App Didn't Sell Tickets



Anna Armentano

Local Guide · 388 reviews · 2,157 photos

★★★★★ 7 months ago

One of the worst system ever. Not sure why they couldn't do everything in one place. It's crazy people need to register on the main website, then save card details, then buy ticket in a very complicated way. Once you manage all that madness, you finally use the app to upload your purchase on the card. Absolutely an utterly ridiculous, exhausting system. Certainly who designed the whole wasn't in a hurry and well thought how to make it as complicated as possible! Stupidity at its finest!!!!!!



Sadeq Naqashzadeh

Local Guide · 19 reviews · 52 photos

★★★★★ 8 months ago

very bad and outdated interface but every thing works 😞



Ellis Clarke

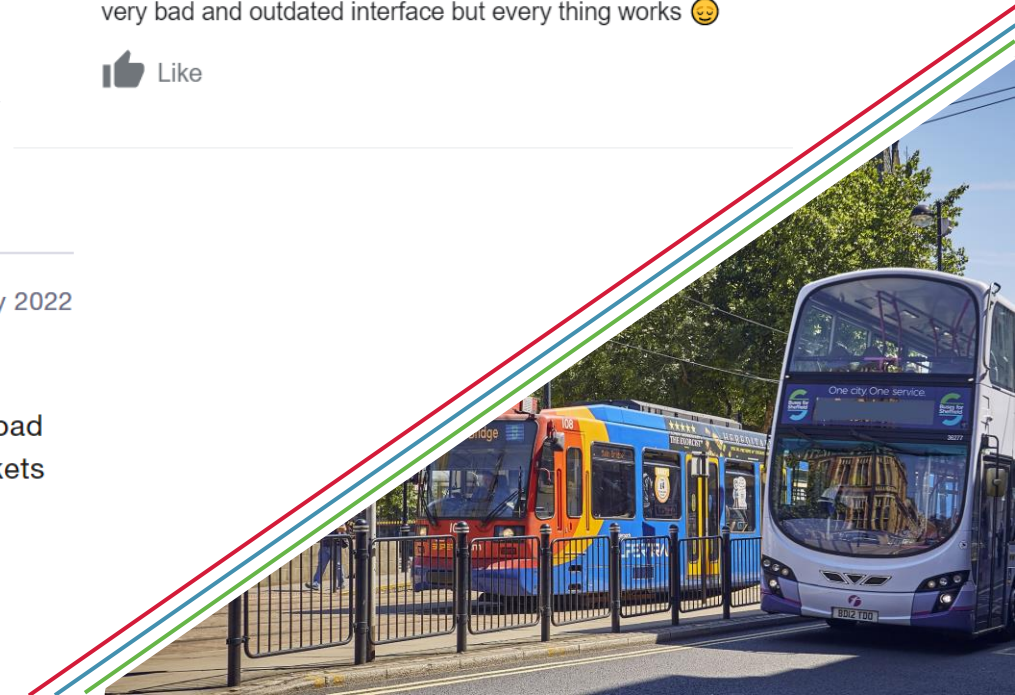
1 review · GB



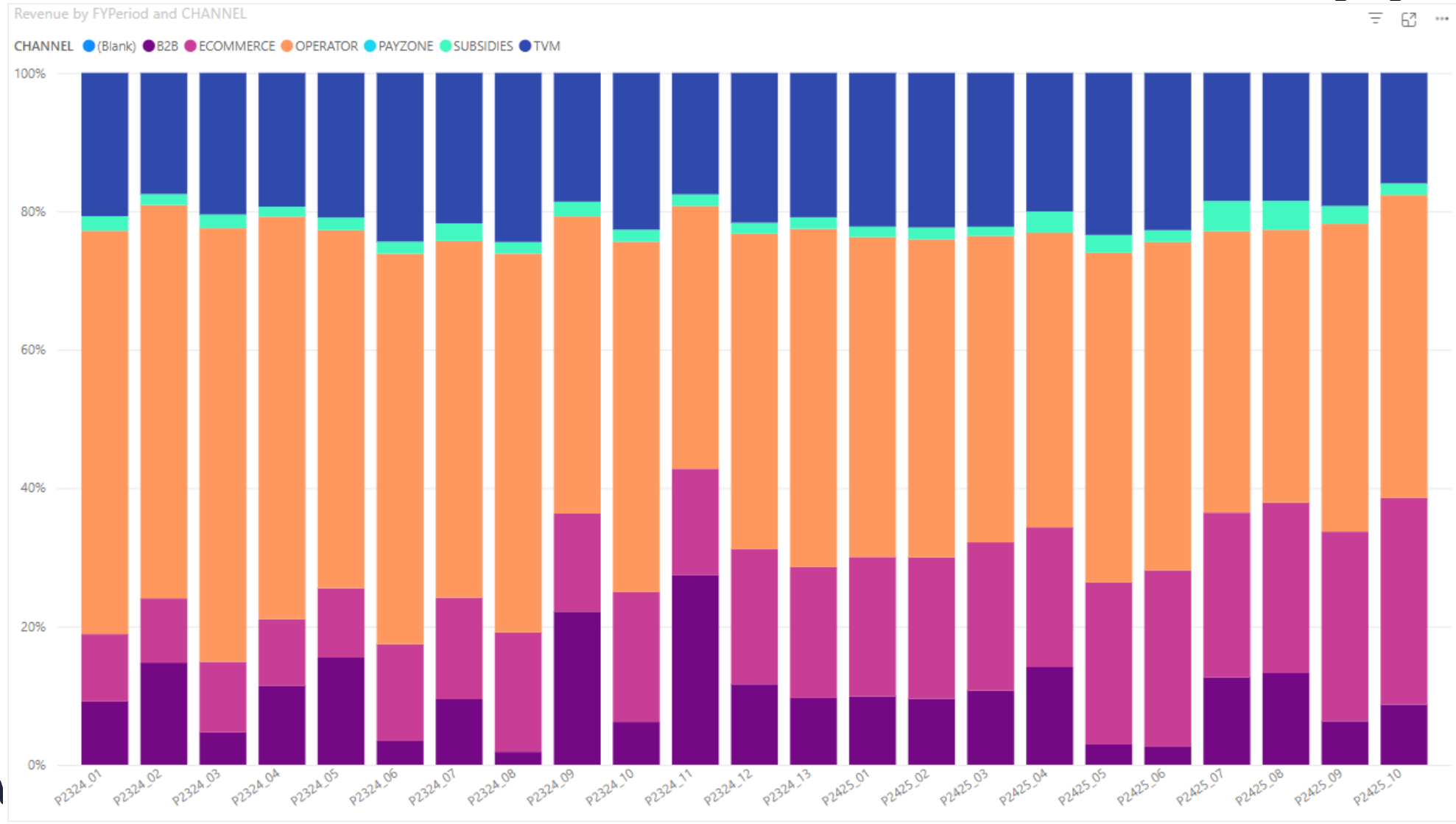
13 May 2022

Great Flexability but buying online confusing

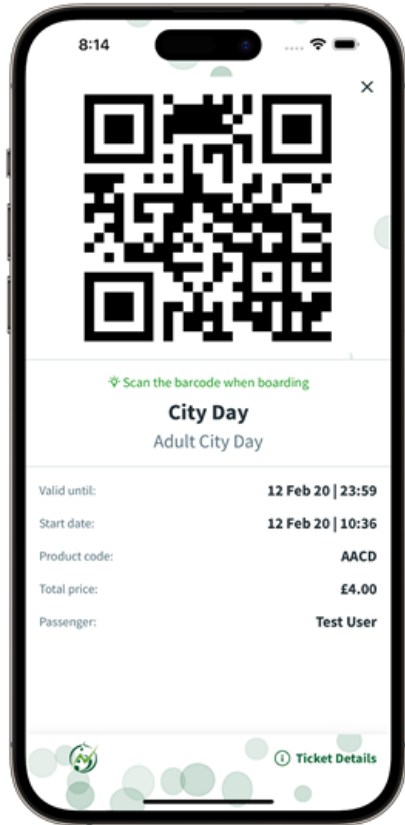
The tickets on offer are really useful in getting around SY and the online pre-load is great and instant. But it would be better for pre-buying and pre-loading tickets could all be done by an app on your phone. Instead of an app and a website.



We Added Ticket Purchase To The App



Ticketing Restrictions



- Operator readiness
- Need for data for apportionment
- Accessibility
- Standardisation

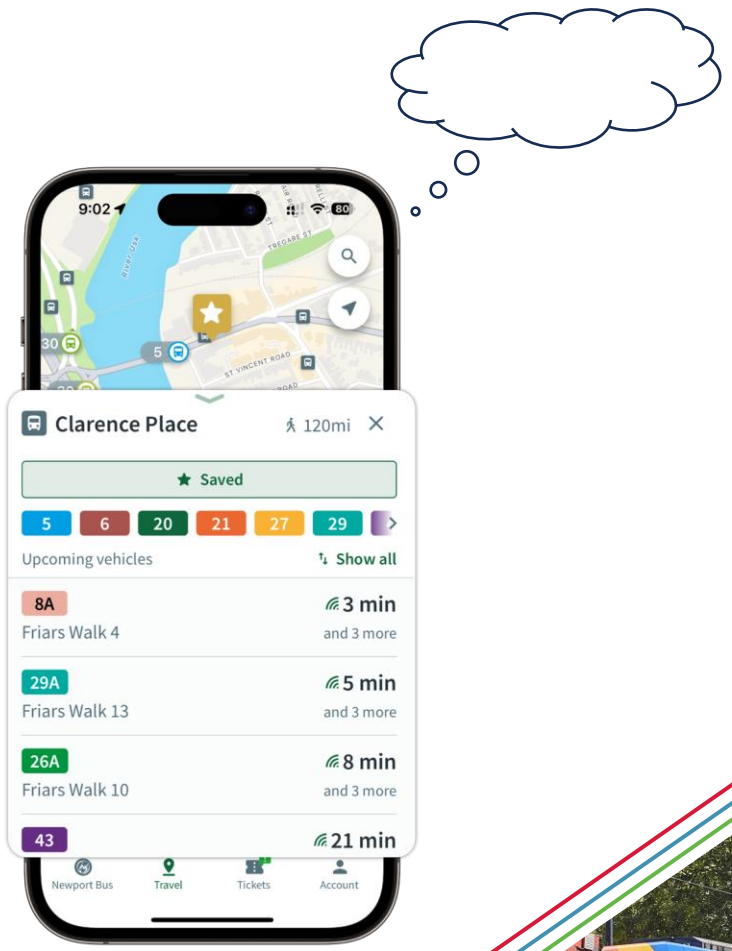
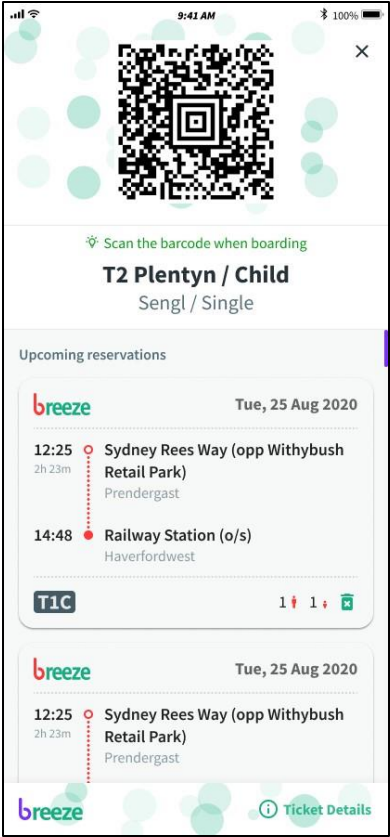
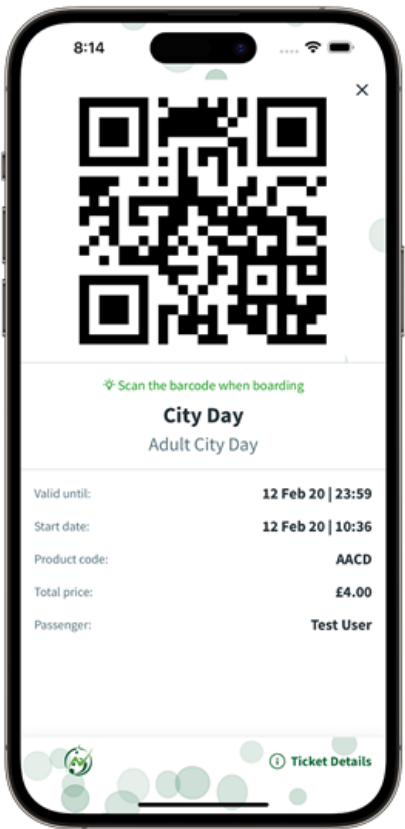


New Ticketing Media Introduction

- Scanned where possible – fraud
- Flash pass – with security
- Not easy to copy/produce fraudulent version
- Matching existing systems
- Learning from previous experience



The MVP(?!?) Solution



Thank you - any questions



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