

Greater Manchester Combined Authority

Date: Friday 30th June 2023
Subject: Delivering the Bee Network: Multimodal Fares and Products
Report of: Andy Burnham, Mayor of Greater Manchester, Portfolio Lead for Transport and Eammon Boylan, Chief Executive Officer, GMCA & TfGM.

Purpose of Report

The report sets out a range of multimodal ticketing products to make it easier for passengers to switch between bus and Metrolink. Subject to approval, the products will be implemented across Greater Manchester from 24th September 2023 to coincide with the start of bus franchising.

Recommendations:

The GMCA is requested to:

1. Note the range of multimodal ticketing products that will be available across Greater Manchester from 24 September 2023; and
2. Note that the multimodal ticketing products will be considered by the GMCA Overview and Scrutiny Committee at its meeting in July 2023 alongside the annual review of capped bus fares.

Contact Officers

Steve Warrener

Managing Director, TfGM

Steve.Warrener@tfgm.com

Equalities Impact, Carbon and Sustainability Assessment:

Impacts Questionnaire		
Impact Indicator	Result	Justification/Mitigation
Equality and Inclusion	G	
Health	G	
Resilience and Adaptation		
Housing		
Economy	G	
Mobility and Connectivity	G	
Carbon, Nature and Environment	G	
Consumption and Production		
Contribution to achieving the GM Carbon Neutral 2038 target		
Further Assessment(s):	Equalities Impact Assessment and Carbon Assessment	
 Positive impacts overall, whether long or short term.	 Mix of positive and negative impacts. Trade-offs to consider.	 Mostly negative , with at least one positive aspect. Trade-offs to consider.
		 Negative impacts overall.

The Bee Network is a critical enabler of Greater Manchester’s Net Zero ambitions; a truly integrated transport network across active travel and public transport will provide excellent public transport and active travel choices for all, promoting sustainable travel behavioural change through integrated spatial, digital and transport planning; and supporting the electrification of vehicles and public transport fleets.

Risk Management

The risks and opportunities resulting from the introduction of the multi modal products set out in the report are set out in sections 2 and 3 of the report

Legal Considerations

The introduction of the multi modal products set out in the report were approved by the Greater Manchester Travelcards Limited (GMTL) Board at its meeting on 19 June 2023.

Financial Consequences – Revenue

See Section 3.

Financial Consequences – Capital

N/A

Number of attachments to the report: None

Comments/recommendations from Overview & Scrutiny Committee

This report will be considered by the GMCA Overview and Scrutiny Committee at its meeting in July 2023.

Background Papers

GMCA Report - Towards the Bee Network - Network Review, Market Renewal and Bus Service Improvement Plan, 24th June 2022.

GMCA Report - Delivering the Bee Network: Bus Fares, Zero Emission Buses, Bus Depots and CRSTS, 29th July 2022.

GMCA Report – Delivering the Bee Network: Annual Review of Capped Bus Fares

Tracking/ Process

Does this report relate to a major strategic decision, as set out in the GMCA Constitution?

No.

Exemption from call in

Are there any aspects in this report which means it should be considered to be exempt from call in by the relevant Scrutiny Committee on the grounds of urgency?

No

Bee Network Committee

N/A

1. Background

- 1.1. Greater Manchester's move to bus franchising provides the mechanism to deliver transformational change in bus service delivery. This all builds towards delivering the Bee Network, an integrated 'London-style', high patronage, low fare, transport system, which will transform the way people travel across the city region.
- 1.2. In addition to the proposed continuation of the maximum / capped fares as set out in the separate report on the agenda for this meeting; and in order to support integrated bus and tram travel across Greater Manchester, it is proposed to introduce a range of Bus & Tram multimodal ticketing products for both adults and children from the commencement of Tranche 1 of bus franchising on 24th September 2024.

2. Proposals

- 2.1. Bus & Tram multimodal ticketing products in the city region are currently owned by Greater Manchester Travelcards Limited (GMTL), a company co-owned by Greater Manchester's private bus, rail and tram operators and Transport for Greater Manchester (TfGM). At present, these products are only available as a combined AnyBus and (all zone only) tram ticket and are available for adults only.
- 2.2. From 24th September, it is proposed that they are to be available for different combinations of tram zonal travel (as well as the existing all zone option) and for different periods (one, seven and 28 day). Child equivalents will also be introduced at 50% of the adult price. TfGM and GMTL are also considering the option of introducing annual products, with financial assistance available from organisations such as Credit Unions, to ensure lower income households can also benefit from the value of such products.
- 2.3. These multimodal products will, during the transition to a fully franchised bus network, continue to be 'owned by', and the prices will continue to be set by, GMTL.
- 2.4. The prices will, however, be set at a discount compared to the price of buying separate bus and tram tickets. Appendix A includes the proposed prices for each of the products for full fare paying adults and the child fare equivalents.

- 2.5. Subject to agreement of the proposals (included within a separate report on the agenda for this meeting) to continue to price the maximum / capped bus fares at existing levels, bus only users travelling on any bus in Greater Manchester, including franchised and non-franchised services, will be able to continue to purchase single, one day and 7 day AnyBus tickets at the current maximum / capped prices. The 28 day product AnyBus will also continue to be available, this product is currently priced at £80; and as referenced above discussions will continue in relation to the introduction of annual products.
- 2.6. Expanding the Bus & Tram product set to include child tickets, as well as different combinations of tram zonal travel, offers new opportunities for integrated travel to existing customers that previously had to buy an all zone, adult ticket, which therefore offered relatively poor value for money. The expanded products seek to better align the product offering to the journeys that customers want to make, making integrated travel easier, and driving patronage in the process to deliver a 'London-style' high patronage, low fare, integrated transport system.

3. Affordability

- 3.1. The available data indicates that there are currently very few multimodal journeys (less than 2% of total journeys) currently being made, and therefore, that there is a large, currently 'untapped' market for multimodal products.
- 3.2. An increase in multi modal journeys of 15% (that would still represent less than 3% of total journeys) would offset the impact of reducing the price of existing multi modal journeys.
- 3.3. Marketing these new products effectively will provide significant potential to increase multimodal, and total journeys - and total revenues - significantly beyond the offset position described in the paragraph above.
- 3.4. In addition to the AnyBus and multimodal (bus and tram) products that will be available across GM, work is underway to finalise the product offering for a range of other customer groups who will be traveling on franchised services, including students, families and those travelling across the GM boundary.
- 3.5. Holders of concessionary passes will be able to continue to use their existing passes on franchised and non-franchised services across GM as they do now.

- 3.6. As part of the further development of the Bee Network work will is underway to integrate rail (as part of the Greater Manchester Combined authority Trailblazer deeper devolution deal) and cycle hire into a fully integrated ticketing offer.

Appendix A – Proposed Multi Modal fares and Products

	1 -day anytime travelcard		1-day off peak travelcard		7-day anytime travelcard		28-day anytime travelcard	
	Adult	Child	Adult	Child	Adult	Child	Adult	Child
AnyBus + Any one zone (1,2,3,4)	£6.00	£3.00	£5.40	£2.70	£24.80	£12.40	£91.40	£45.70
AnyBus + Two zones (1+2)	£7.30	£3.70	£6.70	£3.40	£30.30	£15.20	£110.10	£55.10
AnyBus + Two zones (2+3 or 3+4)	£6.70	£3.40	£6.40	£3.20	£28.40	£14.20	£103.60	£51.80
AnyBus + Three zones (1+2+3)	£8.70	£4.40	£7.30	£3.70	£36.40	£18.20	£128.90	£64.50
AnyBus + Three zones (2+3+4)	£7.60	£3.80	£7.00	£3.50	£32.50	£16.30	£117.50	£58.80
AnyBus + All Zones	£9.50*	£4.80	£7.80*	£3.90	£41.00*	£20.50	£136.00*	£68.00

BOLTON
BURY

MANCHESTER
OLDHAM

ROCHDALE
SALFORD

STOCKPORT
TAMESIDE

TRAFFORD
WIGAN