

Project Overview

Project Title	CRSTS – MCard Mobile App Enhancements
Main Funding Programme	£525,000
Current Forecast Project cost	£525,000
Funding Applied for from the Combined Authority	£525,000

Scheme Description

This scheme will include improvements to:

- The MCard Mobile app's operating platform
- How users purchase tickets
- How the app reports on sales
- Which tickets can be purchased
- The information provided to passengers via the app
- The ability to offer concessionary fares
- Fraud prevention and functionality

The scheme will be delivered through the Bus Service Improvement Plan (BSIP) programme with the funding coming from the City Region Sustainable Transport Settlement (CRSTS).

The scheme seeks to provide confidence to passengers that they are purchasing the ticket that offers them the best value and improve overall customer satisfaction. This will help facilitate an increase in the number of passengers using the app to purchase tickets.

Business Case Summary

Strategic Case

The strategic case highlights that bus passengers in West Yorkshire are among the least satisfied across authority areas in England as they feel buses are not good value for money. Cost of travel and lack of confidence to use the service are cited as key reasons why people do not wish to travel by bus. Making bus travel cheaper, easier, convenient and flexible is needed to encourage patronage. It is also highlighted that the complicated mix of single operator fares, products and retail channels creates confusion and uncertainty among passengers over which is the best value ticket for them. The MCard and its app aims to simplify this by offering good value tickets that can be used on any operator service.

The business case sets out the alignment of the project to the business strategy and aims of the Combined Authority, focusing on the West Yorkshire Investment Strategy and the Bus Service Improvement Plan (BSIP). Improving and promoting bus services in West Yorkshire is a key policy objective in a wide range of strategies and policies to help reduce transport-related carbon emissions, improve inclusive access to jobs, education, housing and leisure activities.

Economic Case

The economic case provides a summary of the options assessed including how the schemes were considered against the objectives and the Critical Success Factors (CSFs) for the scheme. A preferred option was identified that aligned with all of the CSFs.

Commercial Case

The commercial case notes that the existing app provider will be procured via a direct award to deliver the enhancements. This procurement approach, rather than an open market tender, is permitted as it can demonstrate that (Teckal) exemptions apply.

Financial Case

A summary of the funding for the scheme has been provided for the enhancements, setting out a total scheme cost of £525,000.

The scheme will be funded through the City Regional Sustainable Settlement (CRSTS) fund which was awarded by the Department for Transport to the Combined Authority in 2022.

Management Case

The project will be delivered by the supplier using agile project management methodology, which is proposed to enable iterative design and development of the scheme, as it progresses, and enable the project to respond to change quickly. Yorcard has produced an indicative programme for delivery of the various elements within the project to be completed by 2027.

The project team has engaged with the West Yorkshire Ticketing Company, which has representation from rail and bus operators as well as the Combined Authority. This, together with engagement with Yorcard, was used to develop the indicative scheme composition. Yorcard has also reviewed feedback given by passengers on its app to guide scheme development. Further communication of the scheme is proposed through use of the Combined Authority's marketing team.