



**Nottinghamshire  
County Council**

# **Integrated Ticketing Strategy and Delivery Plan**



March 2015

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## What is Integrated Ticketing?

Multi-operator integrated ticketing is an important aspect of realising the County Council's vision for a better public transport offer. It makes using services more convenient, reliable and flexible for passengers, allowing them to use services from a range of operators and modes.

### 1. Executive Summary

The bus network is important as a means to providing accessibility and transport choice to the community, delivering benefits to society including accessibility, transport choice, congestion management, CO2 reductions and helps to stimulate economic growth. The 1985 Transport Act set the scene for the deregulation of the bus industry, and therefore it is essential that bus operations are well integrated and affordable.

This Strategy sets out the importance of integrated ticketing to passengers to help sustain a strong and vibrant commercial network. It explains how we move forward towards transport integration in the context of the Nottinghamshire County Council Strategic Plan (2014-2018) <sup>1</sup>, Local Transport Plan (up to 2026) <sup>2</sup> and Local Enterprise Partnership (LEP) <sup>3</sup> priorities. This will include the legal framework, government policy and guidance and outlines from 2014-2026 Nottinghamshire County Council's vision for Integrated Ticketing.

This document sets out how Integrated Ticketing will be delivered once scheme design, price, partnership arrangements and funding is secured, with an ambitious timeline for implementation.

## 2. Background

The use of public transport is important to tackle congestion, rising CO2 levels and improving access to employment, training, health, leisure and shopping opportunities.

The lack of integrated ticketing and a simple ticketing offer, is recognised as one of the key barriers to using Public Transport. A Passenger Focus report in 2010 'Bus passenger priorities for improvement'<sup>4</sup> ranked ticketing as a high priority including "Tickets and passes are available that entitle you to travel on all bus services in your local area, not just those operated by a specific bus company"

Simple integrated ticketing facilitates seamless door to door travel across different modes and operators, making door-to-door journeys by public transport easier. It can help deliver the following benefits:

- **Affordability:** Cost saving for passengers, because currently if passengers transfer between different bus operators or different transport modes e.g. bus to train they will pay separate fares for each part of the journey, which can make it unaffordable to price sensitive customers, or those considering the use of public transport rather than the car.
- **Convenience:** customers don't have to purchase separate tickets or use different payment methods for instance cash and a smartcard, which simplifies travel. It also speeds up boarding times and therefore reduces journey times by public transport.
- **Congestion Management:** as a result of modal shift from the car to bus, tram or rail.
- **Commercial benefits:** passenger growth strengthens the commercial bus market and reduces the strain on Local Authorities bus support budgets.
- **Integration:** enables more integration between modes with co-ordinated timetable, ticketing and cross-boundary benefits.



Passenger Focus report 'Bus passenger priorities for improvement' March 2010

- Integrated Ticketing - 4th of 30 reported priorities for improvement
- Other factors considered as potential barriers to public transport include the ease of buying a ticket, travelcard or pass.

## English National Concessionary Travel Scheme (ENCTS)

- 163,792 ENCTS smartcards are in circulation in Nottinghamshire
- 153,900 have an age related pass
- 9,892 have a Disabled pass (of which 2,968 have the additional discretionary companion's facility)
- All ENCTS smartcards are ITSO compliant



The government has recognised the need to address this barrier to travel and since the Transport Act 2000, which outlined the framework for the implementation of integrated ticketing, with the strengthening of Statutory and Quality Partnerships; a number of key guidance documents have been published:

**Door to Door - A Strategy for Improving Sustainable Transport Integration**<sup>5</sup> - In 2013 the Government published this strategy which brings together, for the first time, the areas of work within the Department for Transport (DfT) that contribute to delivering more convenient, efficient and seamless door-to-door journeys by sustainable transport. It focuses on core areas which need to be addressed so that people can be confident in choosing sustainable transport:

- accurate, accessible and reliable information about the different transport options for their journeys;
- convenient and affordable tickets, for an entire journey;
- regular and straightforward connections at all stages of the journey and between different modes of transport; and safe, comfortable transport facilities

An Infrastructure and Information Strategy and delivery plan will follow to address the other key ingredients for seamless travel.

**Multi Operator Ticketing for Local Authorities guidance**<sup>6</sup> - in parallel to the Door to Door, this document outlines the key steps needed to implement an Integrated Ticketing scheme and has been used to inform this strategy and delivery plan. The guidance helps local transport authorities introduce effective multi-operator ticketing schemes in their area and to maximise the benefits of existing schemes. It also shows how, by combining multi-operator ticketing with a move to smart ticketing the passenger experience can be improved still further. ITSO is the national specification or standard for smart ticketing. Copyright for ITSO is owned by the Crown in Great Britain

The wider roll-out of ITSO smartcard compliant systems has been incentivised through enhancements to BSOG funding

Examples of schemes which meet the ITSO standard of which some are government exemplar projects with DfT funding are:

- English National Concessionary Travel Scheme (ENCTS)
- Concessionary Fares schemes in Scotland and Wales
- POP – Nexus





The DfT Guidance and the experience of the exemplar projects helps to roll out Smart ticketing in Nottinghamshire following the key steps from the national guidance:

- Strategy and goals
- Geographical range based on existing ticketing zones
- Statutory or voluntary scheme options
- Pricing and revenue sharing between operators
- Smart or paper-based options
- Scheme administration and governance
- Engaging stakeholders / Scheme Agreement - This can be achieved through an appropriate qualifying agreement or other method.
- Legal framework for implementation to meet Competition Commission requirements

### National Examples of integrated ticketing schemes / networks

- PlusBus - launched in 2002
- Available to 98% of all destinations
- All Train Operating Companies sell PLUSBUS tickets with train tickets.
- Over 200 participating bus companies
- PLUSBUS tickets issued has increased by over 1,000% since 2006
- The number of PLUSBUS tickets is increasing by around 100% year-on-year



### Yorcard

- Smartcard based public transport ITSO compliant integrated ticketing system for South and West Yorkshire
- Increasing the attractiveness of public transport, speeding up journey times, reducing fraud and improving administrative efficiency
- Smartcard ticketing on rail, bus and tram
- Supports the provision of related smart card applications for the region's local authorities
- Automatic collection of sales and revenue data for revenue settlement between the scheme's participants
- The gross cost £12.6m (South Yorkshire PTE £8.6m, DfT £4m)



The County Council, in October 2013, approved the development of an Integrated Ticketing Strategy and for formal consultation to begin with bus operators. \* 7

### 3. Current position of ticketing in Nottinghamshire

Since the de-regulation of the bus industry in 1986 operators have set fares and ticketing offers with no obligation to consider integrated ticketing. A potential negative impact of the de-regulated framework is that a bus user can pay multiple fares to travel between places where different transport operators or modes of transport are involved. \*\*

In Nottinghamshire there are currently 4 examples of Integrated Ticketing:

- Pronto service from Mansfield to Nottingham: is managed and administered by the two participating bus companies (trentbarton and Stagecoach) under a qualifying agreement and customers are able to buy a multi operator day ticket that can be used on any Pronto service.
- The government funded English National Concessionary Travel Scheme (ENCTS) is the largest integrated ticket in Nottinghamshire with over 160,000 concessionary travel passes in circulation
- Kangaroo <sup>8</sup> ticket: This City Council led scheme, of which the County Council is a partner, covers the Nottingham conurbation. Users can buy day or season tickets (Smartcard) and use them on any bus, tram or train in the scheme area. This is a voluntary partnership arrangement, but to have access to the City Centre bus stops, operators have to sell and accept Kangaroo tickets under a separate Statutory Quality Bus Partnership arrangement. The County Council has a Statutory Quality Partnership in place in Mansfield with further legal agreements soon to be in place in Beeston and Worksop. The Kangaroo scheme is being developed as an ITSO compliant scheme. In 2013/14 over 600,000 day tickets were sold and over 10,000 smartcards issued.
- Plus Bus <sup>9</sup> ticket: This is a national scheme which is available to rail users who want to buy a day bus or tram ticket to reach their final destination. In North Nottinghamshire this is administered by Stagecoach. In 2009/10 470,000 PlusBus tickets were issued with Nottingham achieving a 180% increase on the previous year.

There is scope, therefore, to expand the availability of integrated ticketing across Nottinghamshire.





## 4. Scheme design, timeline, promotion and governance

Consultation with the operators including with Stagecoach, trentbarton, Nottingham City Transport and Marshalls has been undertaken.

- From the consultation with the major bus operators it was concluded that:
- Where current Integrated ticketing exists, such as the kangaroo ticket, consideration should be given to expanding the current kangaroo boundaries to more closely reflect the Nottingham travel to work area, which includes parts of Ashfield, Broxtowe, Gedling and Rushcliffe. This would ensure; simplified administration, lower costs and unnecessary duplication.
- In the north of the County there are discrete networks and significant passenger movements into market towns, so a different integrated ticketing offer needs to be put in place for Mansfield/Ashfield, Newark & Sherwood and Bassetlaw.

The delivery plan for Nottinghamshire is split into two phases:

### 4.1. Planning and Development Phase (late 2014 to spring 2015)

In consultation with project partners including the bus operators and adjoining Local authorities:

#### Planning

- Fare and Zone structure: based on commercial fares and zone structure such as Stagecoach Megarider and trentbarton yellow zone, blue and red zone saver tickets.
- Funding: Secure funding for scheme development which could come from internal or external sources such as LSTF, LEP or any DfT competition.
- Scheme consultation: formal consultation with operators.
- Best practice: liaise with adjoining Authorities to develop scheme i.e. Nottingham City, Derby or Leicester who have implemented similar ticketing schemes



## Technical

- Agency back office costs, partnership agreement and legal compliance with Competition Commission rules.
- Determine revenue apportionment between operators

## Monitoring / Governance

- Committee approval: where appropriate to endorse project spend
- Ticketing Steering group for governance of scheme: determine voting structure, price review mechanism and, project monitoring.
- Partnership agreement: legal agreements to tie in operators and link into current and future SQBP's in Mansfield, Worksop and Beeston.

## 4.2. Implementation Timescale

### Implementation Phase 1:

- In preparation for wider integrated ticketing scheme ensure County Council contracted services have through ticketing between operators and modes, based on current network tickets.
- Work with Nottingham City Council to widen the Kangaroo boundary beyond the conurbation for the south of the county.

### Implementation Phase 2:

- Build on the current Pronto agreement between Trent Barton and Stagecoach and phase in a wider integrated ticketing offer for Mansfield and other market town areas. This will include all operators including those running services under contract to Nottinghamshire County Council.
- Implement a simple integrated ticketing offer in the first instance for a day ticket as per the Kangaroo and Derby City Spectrum Tickets.
- Sales and marketing: start a campaign to promote tickets and develop a retail sales network e.g. Paypoint, sales at bus stations.
- Amend the SQBP for Mansfield to reflect the requirement of all operators to accept and sell the new integrated ticket.
- Monitor and evaluate the scheme before rolling it out to each Market Town

### Implementation Phase 3:

- Widen the ticket offer to include weekly, monthly and yearly season tickets.
- If funding is available look at moving the Nottinghamshire County Integrated Ticket onto a smart platform which also has the following benefits:
  - New net revenue to bus operators
  - Better fraud prevention
  - Savings due to removal of surveys
  - Environmental and decongestion benefits as a result of modal shift e.g. car to bus/rail/tram
  - Partnerships with operators



## Local Schemes

### Pop Card

- Partnership between the Nexus, North East Combined Authority and 12 local Council's £25m investment
- ITSO compliant integrated ticket across North East England
- Over 100,000 people using smart cards to pay and make journeys with season tickets
- 34 Metro stations and 60 stations fitted with ITSO smart technology
- Pay as You go e-purse option to be launched in late 2014
- £1m invested in smartcard readers on 1,000 buses



### Derby – Spectrum Ticket

- Launched in April 2013.
- Paper based ticket
- Smart day ticket due to be launched in autumn 2014
- 7-day smart tickets available from March 2015.
- 1,000 ticket sales in the first month
- 3,000 ticket sales in June 2014
- Over 100,000 trips undertaken in 2013/14.
- Looking at the possibility of extending the ticket usage outside the City boundary



### Kangaroo Ticket (Nottingham)

- Launch: November 2003
- 5 Bus Operators; East Midlands Trains; NET Tram



April 2013 to March 2014:

- Online sales launched
- 67,159 scratch cards sold of which over 50,000 were sold to Businesses
- 434,495 Adult day tickets sold by operators
- 164,684 Child day tickets sold by operators
- Over 10,000 passes sold at the City Council Travel Centre
- 1,400 Direct Debit customers
- Smart launch April 2014

### Pronto Qualifying Agreement

- Brokered by Nottinghamshire County Council
- Between Stagecoach and TrentBarton
- Covering Nottingham – Mansfield – Chesterfield
- Potential to go smart



## Smart Ticket Options

There are a number of smart technologies in the market place at the moment and bus operators , train operating companies (TOCs) and local authorities in Nottinghamshire have been pioneers of smartcard technology. There are a number of smart formats:

- E- purse: Money is loaded into the e-Purse by a transfer from the cardholder's bank account, online or at a retail outlet and at the end of each period whether it's a day, month or annually the system will calculate the cheapest ticket and charge accordingly. e-purse products are available for trentbarton services (Mango) and will be available for the Kangaroo in the near future.
- NFC (Near Field Communication): NFC is a standard for very short-range radio transmission that supports the use of a compliant product e.g. a bankcard to board a bus. NFC has been rolled out by Transport for London with Visa and is also being rolled out onto mobile phones.
- Smartcard: this is a card which holds certain travel products but does not take into account usage to determine the best price. These cards are used by Nottingham City Transport for their Easyrider and Anytime products.
- ENCTS - The County Council issues smartcards for concessionary pass holders as part of ENCTS which utilizes the ITSO interoperable standard, which can be used for other integrated ticketing products. These smartcards recognise usage as basis for reimbursement to operators.

There has also been number of other trials such as the use of 'barcode' technology but this has not gained traction.



## 5. Consultation

A consultation took place on this strategy and closed on 2nd January 2015. The outcome of the consultation was reported to the Councils Transport & Highways Committee on 19th March 2015.

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Marshalls of Sutton-on-Trent – Cover and Page 5

**Publication date: March 2015**

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