

**10 December 2015**

**Agenda Item: 6**

## **REPORT OF THE SERVICE DIRECTOR, TRANSPORT, PROPERTY & ENVIRONMENT**

### **DEVELOPMENT OF THE ROBIN HOOD CARD**

#### **Purpose of the Report**

1. To note the development of the Robin Hood Card and the proposed launch date of the 14 December 2015.

#### **Information and Advice**

2. Nottingham City Council in conjunction with the County Council, bus operators, tram and train operating companies have developed the 'Kangaroo' ticket to enable multi modal travel across the Greater Nottingham conurbation. This ticket enables passengers to use all of the transport services regardless of the operator and gives major benefits to passengers including a significant discount against single fares. This increases travel opportunities for passengers ensuring that they are not financially penalised if they travel on two different bus operators or interchange between the bus, tram or train.
3. The development of the 'Kangaroo' products and marketing is governed by the Kangaroo Operators Group which involves the City Council, County Council, bus operators, tram and train operating companies.
4. The pricing of the 'Kangaroo' products is determined by the Kangaroo Operators Group and not by the Councils as defined in competition legislation which is monitored by the Competition and Markets Authority (CMA).
5. The County Councils Integrated Ticketing Plan was approved at the Transport and Highways Committee on the 11 September 2014 and will begin to introduce integrated ticketing solutions in 2016/17 with the support of the City Council.
6. The price of the Kangaroo multi-trip day ticket is £4.50 and it can be used on all buses and tram/train services in the Greater Nottingham area (see attached map).

#### **Robin Hood Card and E-purse roll-out**

7. The current products available to customers are:
  - Day tickets
  - Adult season tickets – 3 monthly, 6 monthly, 12 monthly , Direct Debit and 10 day carnet
  - Child under 18 - 3 monthly, 6 monthly, 12 monthly and Direct Debit

- Student - 3 monthly, 6 monthly and 12 monthly
  - Citycard - Jobseekers tickets (half price Kangaroo Day Ticket)
8. These tickets can be purchased in a number of different ways:
- On bus – for day tickets only
  - Off bus – (1) from Broadmarsh and Victoria travel centre (2) On street tickets machines (3) Payzone retail outlets
9. The Kangaroo ticket was originally either a paper ticket or a printed pass. Since 2014 the ticket has also been available as a smartcard utilising the national ITSO interoperable smartcard standard. The ITSO specification is also used for the National Concessionary Scheme for the elderly and disabled. The development of these 'Smart' ticketing solutions has been funded from the Local Transport Plan (LTP), Local Sustainable Transport Fund (LSTF) and Better Bus Areas (BBA).
10. The take up of Kangaroo tickets across the conurbation equates to 7.3 m trips and ticket sales accounts for approximately 15% of all trips on public transport.
11. In parallel to the Kangaroo tickets going smart, the City Council has also developed an E-purse, similar to the Oyster card used in London.
12. It is a smartcard with an electronic purse from which the cost of travel is automatically deducted as you travel around Nottingham. It is the first of its kind outside London. Passengers do not have to decide in advance which ticket to purchase – the card works this out and gives the passenger the best fare on the day for the trips made. Smartcard readers on the buses and trams give the passenger a running total of the fare as they move around the area – they do not need to wait for a statement of their account. The card is transferrable between family and friends.
13. The E-purse will be branded as the Robin Hood card as shown in **Appendix 1**. This is part of a wider programme to phase out the Kangaroo brand over the next eighteen months.
14. The Robin Hood branding has taken into consideration Nottinghamshire County Council's plans to introduce integrated ticketing across the county.
15. The Robin Hood card is different and more complex than the 'Oyster' ticket due to:
- Bus, tram and train operators determine their individual ticket prices, products and points of sale; because each operator has differing prices for travel within the Greater Nottingham area. This contrasts with London where there is one simple fare structure and supporting ticketing infrastructure, determined by the Mayor of London and administered by Transport for London.
  - Operators determine the price of the integrated ticket, where passengers want to travel on multiple operators, which is not the case in London.
16. The Robin Hood card (similar to Oyster in London) will be available in the Greater Nottingham area and will determine the best price for travel on the day in real time

depending on whether travel is on one operator or multiple operators. Therefore, for example:

- If a passenger travels on Nottingham City Transport (NCT) services four times in one day, the cost to the passenger will be capped at the NCT Robin Hood day cap price.
- If a passenger travels on NCT, once during one day the cost to the passenger will be capped at the NCT single ticket price for the day.
- If the passenger travels on Trentbarton, NCT and Nottingham Express Transit (NET) once a day, the cost to the passenger will be capped at The Robin Hood multi-operator day cap price.

17. A website has been developed [Robinhoodnetwork.co.uk](http://Robinhoodnetwork.co.uk) which will provide details about the Robin Hood card, prices and the terms and conditions of usage.

18. The introduction of the Robin Hood card will enhance passengers travel choice, reduce the need to carry money, offer discounted travel, speed up journey times and encourage modal shift.

19. The rollout of the Robin Hood card agreed by the project partners is as follows:

#### **Phase 1**

- **From the 14 December:** the E-purse facility will be available on NCT (incl. Pathfinder), Trentbarton (incl. Kinch), Nottingham Community Transport (NCommT) and NET, as they have common on-bus ticket machine and back office infrastructure. It is expected that other operators including suburban rail will be included in the future.

#### **Phase 2**

- **From April 2016/17:** to all other operators.

20. The Robin Hood card will be available to passengers as outlined below:

#### **Phase 1**

- On street ticket machines of which there will be 124 in the City and 26 in the County (locations listed in **Appendix 2**). The Robin Hood card can then be topped up as and when required on the ticket machines using a credit or debit card.

#### **Phase 2**

- Broadmarsh and Victoria Travel Centre: cards will be available from an indoor Ticket Machine, from April 2016.
- Website: cards can be ordered or topped up on-line from April 2016.

21. The project partners have agreed a communication and marketing strategy for the Robin Hood card to maximise the take up of the card. This is being led by the City Council.

22. The City and County Council will as part of this strategy utilise the city's Mobile Travel Centre to hold events across the City and County to disseminate information on the Robin Hood card. The dates for these events will be made available via social media, Council websites, bus stop information panels and libraries.

23. If the scheme is successful in the Greater Nottingham area then it will be possible to roll the Robin Hood card out to other areas of the county over the next 2 to 5 years.

### **Environment and Sustainability**

24. Public transport is key to congestion management; a reduction in car use improves air quality and reduces CO2 emissions.

### **Statutory and Policy Implications**

25. This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, the NHS Constitution (Public Health only), the public sector equality duty, safeguarding of children and vulnerable adults, service users, sustainability and the environment and ways of working and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

### **Implications for Service Users**

26. Public transport helps tackle congestion and improve accessibility to employment, training, health and other key facilities. Improvements in service delivery, such as integrated ticketing will improve the public transport offer for users.

## **RECOMMENDATION/S**

It is recommended that Committee:

- 1) Note the development of the Robin Hood Card and the launch date.

**Jas Hundal**  
**Service Director**  
**Transport, Property & Environment**

**For any enquiries about this report please contact: Mark Hudson, Group Manager, Transport & Travel Services**

### **Constitutional Comments (SLB 26.11.2015)**

27. This report is for noting only.

### **Financial Comments (SES 26.11.2015))**

28. There are no specific financial implications arising directly from this report.

## **Background Papers**

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

- Integrated Ticketing Plan - Transport & Highway Committee – 11 September 2014

## **Electoral Divisions and Members Affected**

ALL