

**19 March 2015****Agenda Item: 5****REPORT OF THE SERVICE DIRECTOR, TRANSPORT, PROPERTY &  
ENVIRONMENT****INTEGRATED TICKETING PLAN – OUTCOME OF CONSULTATION AND  
NEXT STEPS****Purpose of the Report**

1. To advise the Committee of the outcome of the Integrated Ticketing Strategy and Delivery Plan consultation .
2. To advise the Committee to adopt the Integrated Ticketing Strategy and Delivery Plan.
3. To set out progress with the delivery of integrated ticketing in Nottinghamshire.

**Information and Advice**

4. On 11 September 2014 Transport and Highways Committee approved the report 'Integrated Ticketing Plan' and gave approval for the commencement of formal consultation. The report also approved for work to commence on a bus exemplar project including smart ticketing, and seek support from the Local Enterprise Partnership (LEP) for the Scheme.
5. The formal consultation ran from September to December, and resulted in 176 individual responses. A summary of outcomes of the consultation is given below:
  - 95% support the Integrated Ticketing Strategy and Delivery Plan for Nottinghamshire
  - 95% of respondents are regular public transport users (bus , rail , tram)
  - 53% already use a pre-paid ticket
  - Gender: 53% male and 47% female
  - Age: 4.4% aged under 25 years; 31.9% aged between 26 and 45 years; 50.4% aged between 46 and 65 ; 13.3% over 65 years.
  - 23% have a long term health problem or disability
6. Other questions requested descriptive responses, and a summary of the responses is given below:

### When using a bus do you purchase a ticket on the bus?

- 52.7% of respondees still purchase tickets on the bus rather than use pre-paid tickets bought off-bus.
- Respondents mentioned a number of ticket types including single, return, daily, weekly, 10 journey, Kangaroo and Megarider paper tickets
- Respondents did state that the type of ticket purchased depends on which transport service is being used and whether it is cheaper to pay on the service for a short journey or use a pass, implying a 'pay as you go' pass which offers journeys at a discount, but potentially still more expensive than the cash fare available through an alternative operator.

### Do you support the principle of further integrated ticketing for public transport in Nottinghamshire?

- 95% of respondees support the proposals, including 2 Parish Councils and 1 Town Council.
- Other comments referred to the need for more attractive ticketing products for students who have to pay high fares in rural areas
- One respondent requested the extension of the Kangaroo ticket boundary to include Hucknall

### Do you support the draft "Integrated Ticketing Strategy and Delivery Plan" for Nottinghamshire?

- 92% of responses supported the proposal.
- Responses highlighted the need for the strategy delivery plan to include an electronic purse facility for ticket purchase, to ensure smaller operators are included and for rural areas to be included in any scheme

### Do you have any comments about the "Scheme design, timeline, promotion and governance"?

- To incorporate the needs of users who need to use public transport at "random intervals"
- To consider carefully prices for education passes and season tickets
- A number of respondents mentioned the 'Oyster' style card used in London as a model for delivery
- Concerns were expressed about scheme complexity

Other comments included "*sooner is better*", "*The simplest scheme needs to go ahead that is mindful of the easiest and most advanced technologies*" and "*anything that make transport cheaper*" and "*It is long overdue Nottinghamshire needs this*"

### Do you have any comments on the integrated ticketing scheme boundaries and the types of tickets available?

- Detailed comments were received about specific boundaries, and areas for inclusion in the scheme, especially rural areas, and areas around Greater Nottingham not currently covered by the Kangaroo ticket.

### Do you have any comments on the "Smart Ticketing Options"?

- Responses to this question included a number of useful suggestions about particular ticket types including a number expressing a preference for electronic purse payment options, and building on the product types offered by commercial operators.

- Other comments including consideration of payment options using debit/credit 'contactless' cards functionality as recently introduced in London.

Please give any other feedback on the development of an integrated ticketing scheme.

- Comments included reference to successful schemes in place elsewhere i.e. London, and including examples of how any future development of integrated ticketing could benefit specific journey options. One correspondent commented "*Far better than the current system - it can't come soon enough.*"
7. In conclusion the consultation has resulted in general support for the future development of integrated ticketing in Nottinghamshire. The responses received will help inform the design of integrated ticketing solutions across Nottinghamshire which will need to be smart, simple to use and value for money for all users inclusive of those currently at school or college in the County.

### **Progress with the Delivery of Integrated Ticketing in Nottinghamshire**

8. As reported to Committee in September 2014 discussions have been held with all the main operators who have all supported the development of an Integrated Ticketing Strategy and Delivery Plan, subject to the appropriate legal agreements.
9. The public consultation exercise has endorsed the operator position. Furthermore the County Council has been approached by TrentBarton and Stagecoach to support the implementation of a smart ticket for use on the Pronto service between Chesterfield and Nottingham via Mansfield. This could provide the building block for a wider smart integrated ticket for the whole Mansfield area as outlined in Phase 3 of the delivery plan. Discussions are ongoing and it is anticipated that delivery of this enhancement will be achieved in Spring/Summer 2015.
10. The County Council is working with the 'Kangaroo' partners to address some kangaroo scheme boundary anomalies such as Hucknall not being in the current arrangements.
11. The full Integrated Ticketing Strategy and Plan is included as an appendix in the draft Integrated Passenger Transport Strategy.
12. Work will commence with County Council's partners to prepare a full implementation plan and timeline for the introduction of integrated ticketing across the County together with the business case and cost implications.
13. A further progress report on the Integrated Ticketing Strategy and Delivery plan will be produced in autumn 2015.

### **Bus Exemplar Project**

14. The report to Transport & Highways Committee in September 2014 approved the development of a bus exemplar project including smart integrated ticketing for consideration by the LEP for inclusion in a future Growth Fund bid.
15. Discussions have commenced with the other D2N2 Authorities to prepare the exemplar project and a further report will be brought to Committee later this year.

## **Other Options Considered**

16. To do nothing and continue with the current arrangements where operators offer their own commercially driven ticketing products. These offer the potential for attractive discounts on journeys with the specific operator. They do not encourage the use of public transport for individuals whose journey might involve a transfer between different operators or more than one mode of transport, resulting in possible financial hardship and social isolation.
17. To not seek the support of the LEP to include a bus exemplar project in a future growth fund bid, will be a missed opportunity for the County Council to improve the public transport offer which stimulates regeneration, improves access to work and training and helps tackle congestion and Co2 emissions.

## **Statutory and Policy Implications**

18. This report has been compiled after consideration of implications in respect of finance, the public sector equality duty, human resources, crime and disorder, human rights, the safeguarding of children, sustainability and the environment and those using the service and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

## **Sustainability and Environment**

19. The provision of a multi-operator ticket will encourage more people to use public transport thus reducing car use and congestion.

## **Financial Implications**

20. The implementation costs (estimated to be £30,000) for Phase 1 and 2 of the plan can be funded from the existing Local Transport Plan funding.

## **Implications for Service Users**

21. The provision of multi operator integrated tickets will improve the customer experience for users and make the service more affordable.

## **RECOMMENDATION**

- 1) To note the outcome of the Integrated Ticketing Strategy and Delivery Plan consultation and approve the adoption of the Integrated Ticketing Strategy and Delivery Plan.
- 2) A further report be made updating on progress with the Integrated Ticketing Strategy Delivery Plan and exemplar project in Autumn 2015.

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**For any enquiries about this report please contact:**  
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## **Constitutional Comments (SMG 10/03/2015)**

22. The proposals in this report fall within the remit of this Committee.

## **Financial Comments (TMR 13/01/2015)**

23. The financial implications are set out in paragraph 20.

## **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.

- Department for Transport - 'Building Better Bus Services: Multi-Operator Ticketing' - March 2013
- Building Better Bus Services: Department For Transport (DfT) Guidance On Implementing Integrated Ticketing Schemes and the Local Sustainable Transport Fund (2015-16)' - Transport and Highway Committee 31 October 2013.
- Integrated Ticketing Plan - Transport and Highway Committee 11 September 2014.

## **Electoral Divisions and Members Affected**

All