

11 September 2014

Agenda Item: 4

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

INTEGRATED TICKETING PLAN

Purpose of the Report

1. To seek approval for the Integrated Ticketing Strategy and Delivery Plan and to commence formal consultation.
2. To seek approval to develop a Bus exemplar project which includes smart ticketing, for future inclusion as a Local Enterprise Partnership (LEP) Scheme.

Information and Advice

3. On 31 October 2013 Transport and Highways Committee approved the report 'Building Better Bus Services: Department for Transport (Dft) Guidance On Implementing Integrated Ticketing Schemes and the Local Sustainable Transport Fund (2015-16)'. The report outlined the rationale for the introduction of integrated ticketing:
 - Address affordability, so passengers could purchase one ticket that could be used on any service irrespective of operators or mode
 - Enable seamless transfer between services and remove one of the recognised barriers to the use of public transport
 - Help retain and grow patronage to address congestion and reduce harmful emissions
 - Helps speed up journey time and reliability
4. The report also highlighted the DfT guidance document 'Building Better Bus Services: Multi-Operator Ticketing' released in March 2013, which outlined the key steps that need to be to introduce and implement an integrated ticketing scheme, including advice on the legal framework .
5. The report, in October 2013, approved the development of an Integrated Ticketing Strategy, following consultation with bus operators.

6. 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.
7. The proposed strategy and delivery plan is split into five key sections:
 - (i) Background: This outlines the benefits of integrated ticketing in more detail for the passengers, commercial operators and Local Authority responsible for congestion management and the promotion of passenger transport integration. This section also highlights on a national level, key Department for Transport Guidance documents on integrated ticketing and examples of integrated ticketing across the UK.
 - (ii) Current Position of Ticketing in Nottinghamshire: There are a number of integrated tickets already available in Nottinghamshire including the Kangaroo Ticket in the Nottingham Conurbation, Plusbus ticket, English National Concessionary Travel Scheme (ENCTS) and the Pronto integrated ticket for the Chesterfield to Nottingham service.
 - (iii) Scheme Design: Following consultation with the bus operators it was agreed that any further integrated ticketing offer in the Nottingham travel to work area, should build on the current Kangaroo ticket of which the County Council is a partner with Nottingham City Council. This joint arrangement has enabled the ticketing initiatives to be implemented efficiently and across boundaries.
 - (iv) A different approach is necessary in the north of the County, due to the discrete bus networks centred around the market towns. The following timetable is proposed:
 - Phase 1 - will ensure integrated tickets are available on County Council Supported services, which commenced with the latest services introduced in August this year.
 - Phase 2 - will consider introducing an integrated ticket for the four market towns of Mansfield, Worksop, Retford and Newark.
 - Phase 3 - will look at introducing other product types ie monthly/yearly_tickets and moving the integrated ticket onto a smart platform if funding becomes available.
 - (v) Consultation: There is an opportunity for stakeholders and customers to comment on the Integrated Ticketing Strategy and Delivery Plan with the consultation period running from October to December 2014.
8. The full Integrated Ticketing Strategy and Plan is to be included as an appendix in the emerging Integrated Passenger Transport Strategy to be submitted to Committee this Autumn.
9. Since the formal discussions with the bus operators, the County Council has been approached by Trentbarton and Stagecoach to act as broker for 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.

Bus Exemplar Project

10. As outlined in the Committee report last October, the County Council submitted a bid to the DfT for LSTF funding to support a number of initiatives to promote sustainable travel, of which integrated ticketing was one element. Unfortunately the County Council were unsuccessful and therefore the development of smart ticketing options will not be feasible in the short term.
11. However, it is proposed that the development of a bus exemplar project including smart integrated ticketing, is prepared for consideration by the LEP. Previously Government funding, through various bidding mechanisms such as the Better Bus Areas, has supported the development of smart integrated ticketing and it is hoped that such funding may be available in the future therefore it is forward thinking to have a bid prepared. This report seeks approval to commence developing the project and bid.

Other Options Considered

12. 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.
13. To not seek LEP support 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

14. 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.

Sustainability and Environment

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

Financial Implications

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

Implications for Service Users

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

RECOMMENDATION

- 1) To formally consult on the Integrated Ticketing Strategy and Delivery Plan and bring a further report to Committee in January/February 2015.
- 2) To commence development work in order to secure LEP support for a bus exemplar project.

Mark Hudson
Group Manager
Transport & Travel Services

For any enquiries about this report please contact:
Pete Mathieson, Team Manager, Commissioning & Policy

Constitutional Comments (SLB 20.08.14)

Transport and Highways Committee is the appropriate body to consider the content of this report.

Financial Comments (DJK 27.08.14)

The financial implications are contained within the body of 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.

- 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.

Electoral Divisions and Members Affected

All