

Executive Summary

The Integrated Passenger Transport Strategy (IPTS) has been developed to complement Nottinghamshire's wider transport strategy, the Local Transport Plan (LTP), in the delivery of local and national objectives. The IPTS therefore sets out how the County Council, working with operators, aim to make passenger transport (air, bus, coach, rail, taxi and tram) improvements that will deliver the LTP's goals and objectives; particularly those relating to improving access to jobs and reducing the impacts of congestion on the economy.

The IPTS sets out Nottinghamshire's passenger transport ambitions, which are to provide a network and services that:

- has **good network coverage**, operating periods, service frequency and fully accessible vehicles and waiting facilities
- is **affordable** so that costs are competitive with the use of the private car and don't stop people from using the available services; with good use of ticketing options, concessionary fares, smartcard technology and integrated ticketing
- is **understood by everyone and easy to use** so that people know about services and how to use them by providing clear information in a variety of media; and in partnership with operators, through effective marketing of passenger transport
- is **high quality** that are reliable, punctual, don't take too long and require minimum changes; as well as high quality infrastructure that is fully accessible, modern, clean (both in appearance and emissions), quiet, safe and informative; and high quality customer service provision by drivers and other staff.

Consultations have helped identify seven key objectives that it is considered are essential to delivering the passenger transport ambitions:

1. Maximise efficiency of the networks to improve accessibility and choice
2. Ensure quality of services within available funding
3. Provision of quality infrastructure and interchange facilities within available budgets
4. Reduce the relative cost by improving the ticketing options available and developing integrated ticketing and smartcard technology
5. Provision of quality information and marketing
6. Ensure personal security on routes to waiting facilities, at waiting facilities and on-board services
7. Working in partnership with operators and other stakeholders.

A passenger transport hierarchy has been developed to help determine the services that will be required to deliver the strategic transport

ambitions and objectives; and to help prioritise resources:

1. **Strategic services** linking both the different economic centres within the county to each other; as well as linking the county's economic centres to longer distance out of county key economic centres
2. **Local urban services** linking the local urban areas to the county's economic centres (both town centres and business parks)
3. **Link services** which enable people to access the strategic and local urban services particularly for journeys to/from work
4. **Special services** which help people access specific locations (e.g. school buses, works buses, hospital buses, leisure and tourism services, etc.)
5. **Community services** which act as a 'safety net' within specific areas (e.g. community and voluntary transport schemes)
6. **Demand responsive services** e.g. bus, taxi and private hire services that can be called upon as and when required by individuals.

The County Council has a good history of working with passenger transport partners to deliver service and infrastructure improvements that have resulted in patronage increases; and the Council is looking to continue this work.

The Strategy also recognises the impacts that the proposed Combined Authority and devolution of powers from Central Government may have on the Strategy and its delivery.

Supporting documents

The IPTS will be supported by a number of operational documents (e.g. the Strategic Passenger Transport Framework used to assess supported services; the Mobility Strategy for Nottinghamshire covering community transport provision) which provide more detail on how elements of the Strategy will be implemented.

Future considerations

The IPTS may need to be reviewed to reflect a change in local governance of bus services (e.g. if a quality contract was to be introduced), in the light of current proposals on Combined Authority and devolution of powers from central government should these proceed and impact on any of the strategic aims or delivery of the IPTS.

Good local, regional and national passenger transport networks

The Council will work with partners, particularly service operators, to make enhancements to the existing passenger transport networks where possible. This will be a mixture of facilitating dialogue, lobbying for service improvements with political and stakeholder representatives, establishing commercial benefits of new service provision, and prioritising non-commercial

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supported services. The County Council's role in helping to ensure that services are available to everyone will be to work in partnership with operators and other stakeholders to:

- identify business' and public's passenger transport requirements through undertaking research to understand who the existing and potential customers are and what these customers need
- maintain and enhance passenger transport surface access to international passenger transport networks through:
 - working with airports to identify, develop and lobby for passenger and freight routes for business purposes to provide high quality global connections to support existing and open up new business opportunities
 - continuing to work with airports (and partners) to develop their surface access strategies to ensure that passenger transport services and infrastructure are developed appropriately to meet planned growth
 - strengthening links to other airports along existing transport networks, particularly improved journey times and service frequency to Birmingham and Manchester airports by road and rail
 - lobbying for service improvements with political and stakeholder representatives
 - working with airports and other partners (such as business organisations) to develop a comprehensive Airport Strategy
- ensure good connectivity by passenger transport to national and regional networks through:
 - working with operators and stakeholders to identify and prioritise national and regional route improvements that will enhance business and employment opportunities
 - considering the needs of coach operators in passenger transport interchange improvements
 - inputting into the rail franchise renewal as well as the Network Rail plans to help influence enhancements to services, infrastructure and fare aspirations
 - continuing to be involved in the development of HS2 in order to secure some of the HS2 economic benefits for Nottinghamshire
- review and enhance existing passenger transport services to link people to the county's economic centres (both town centres and business parks) as well as other services through:
 - undertaking area-wide service reviews that consider users' needs alongside a range of passenger transport services
 - effective development control and securing mitigation where necessary

- effective integration of different forms of passenger transport, as well as between different transport modes
- ensure effective, efficient and economical passenger transport services are provided through:
 - continuing to work with the relevant bodies and partners to try to influence investment decisions to deliver improvements at a local, regional and national level
 - developing a prioritised programme of improvements to address identified weaknesses in passenger transport networks
 - working with operators to synchronise services and timings at interchanges.

Affordable passenger transport

The Council will work with partners to deliver ticketing improvements by working with operators to provide ticketing arrangements that put the customer first, supporting and encouraging modal shift and more sustainable travel patterns. This will include making ticketing options more flexible and therefore passenger transport more attractive by providing customers with a choice of ticketing media (e.g. paper, smartcards, mobile phones etc.); a range of payment mechanisms; a ticketing structure that is easy to understand; and at a price that is perceived as reasonable. The County Council's role in improving affordability and ticketing will be to work in partnership with operators and other stakeholders to:

- help keep down the relative costs of using passenger transport through:
 - maximising the availability and take up of concessionary fare schemes
 - working with operators to influence the cost, value for money and range of tickets available, including smartcard technology
 - working with operators to maximise the availability and usage of cheaper tickets
 - considering the cost of fares as part of tendered or supported services
 - working with district councils and train operating companies to try and affect the level and cost of car parking provision
 - marketing and promotion to address the misconceptions about costs of passenger transport compared to private car use
- deliver the national concessionary fare scheme through providing an appropriate, easy, effective and efficient method to promote and provide concessionary passes. This includes the periodical review of its existing mechanisms for provision to ensure that they meet customers' needs and consider additional benefits
- assist in the further development of smartcard ticketing through:

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- ensuring that all new rail franchises include smart ticketing arrangements and considering the specification of smart ticketing requirements for tendered contract services
- leading the development of local integrated ticketing products such as pre-pay and e-money
- continuing to work with the larger operators on the development of their schemes and facilitating the development of local integrated ticketing products
- working with smaller operators to help enable them to implement smartcard ticketing
- monitoring the latest ticketing innovations and trialling new schemes where they will potentially offer more convenient ticketing solutions
- assist in the introduction of seamless integrated ticketing within the county but also across administrative boundaries with neighbouring authorities through:
 - continuing to work with operators and stakeholders to further develop and enhance existing integrated ticketing schemes and to help ensure that they are inter-operable with local rail and bus services
 - working with service providers and neighbouring authorities to implement integrated ticketing schemes that are inter-operable between neighbouring authorities, different operators and different modes
 - investigation of the potential wider integration of passenger transport smartcards with other transport services, as well as other Council services
- make it easier for people to buy tickets through:
 - ensuring that ticketing structures are as simple as possible and are marketed effectively
 - making purchasing tickets more convenient and maximising the amount of pre-boarding tickets (e.g. via the internet, retail outlets and self-service ticket machines) so that the number of on-board purchases have the minimum impact on journey times and reliability
 - working with businesses, developers and other organisations to facilitate the discounted bulk purchase of tickets to pass on to employees and residents.

Passenger transport that is understood by everyone and easy to use

The County Council will continue to review its mechanisms for public transport information provision to ensure its effectiveness in delivering

the LTP objectives; and in the light of new opportunities and/or technology. The County Council's role in helping make passenger transport easy to understand and use will be to work in partnership with operators to:

- promote and market passenger transport services through targeted campaigns
- enable people to use passenger transport through education (such as independent travel training and travel planning advice) and infrastructure provision
- advise people on how to make journeys and the range of tickets and fares available on such journeys through providing seamless on-line/electronic journey planning, at-stop and web-based timetable and ticketing information and real-time information at key locations
- provide free, comprehensive, accurate, reliable information on services which is available at all stages of the journey and in a variety of media
- assist in the introduction of seamless integrated ticketing within the county but also across administrative boundaries with neighbouring authorities
- make it easier for people to buy the most appropriate tickets.

High quality passenger transport

The County Council will work in partnership with stakeholders and service operators to provide targeted infrastructure improvements that make it easy for people to access passenger transport by all transport modes, make it easy for people to know where and when they can access services, and make passenger transport options more attractive to existing and potential users. The County Council will seek to implement improvements to passenger transport infrastructure within the available funding to add value to operating companies' investment and to complement the tendered bus network. The County Council will consider the further use of mechanisms provided by the Local Transport Act 2008 when appropriate to deliver better quality bus services in the county. The County Council's role in helping to provide high quality passenger transport services will be to work in partnership with operators and other stakeholders to:

- provide punctual, reliable services and minimise disruption on the networks through:
 - close liaison with rail industry bodies, in particular Network Rail and the train operating companies, to secure the best possible operational performance, and to bring about feasible improvements
 - working with operators to gather better, more accurate information on service delay hotspots and delivering improvements where necessary within available funding

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- reviewing procedures and protocols in the co-ordination of planned and unplanned activities/incidents on the highway/rail networks to minimise disruption
- utilisation of civil parking enforcement arrangements to help support the delivery of passenger transport objectives
- ensure minimum customer service standards through:
 - providing appropriate training for drivers, conductors and other staff
 - investigating the establishment of a countywide Taxi Quality Partnership
- maintain and enhance passenger transport infrastructure (operators' fleets, waiting facilities and interchange/stations as well as passenger transport priority) within available funding through:
 - gathering evidence to identify where issues (accessibility, capacity, delay, electrification/low emission, fleet quality, integration etc.) occur on the networks
 - developing programmes to deliver targeted passenger transport improvements within available funding
 - lobbying for infrastructure investment with appropriate organisations
 - bidding for appropriate funding as and when opportunities arise
- deliver safe and secure services through:
 - working in partnership with operators and other stakeholders to develop public awareness initiatives across the county to overcome incorrect perceptions about passenger transport safety
 - working with the police and other agencies to address recognised anti-social behaviour
 - provision of CCTV and lighting at major bus stations and interchange points where it is identified there is a real need and funding allows.

contributions) for all forms of passenger transport improvements where they are required.

The County Council will investigate the potential for joint procurement where it will not compromise the service quality offered to customers but will deliver value for money and efficiency savings. This will include the ongoing investigation into best practice in the procurement of integrated transport services to fulfil a range of service purposes for a range of clients within one service contract.

Resources

Given limited and constrained funding levels it is important to continue to ensure that the County Council gets value from its investment in passenger transport. Assessment and appraisal of the passenger transport measures delivered will continue to be undertaken throughout the lifetime of this strategy to ensure that the Council gets value from its investment. This will include regular review of the types of measures delivered, the Strategic Passenger Transport Framework used to assess supported services, and the levels of funding allocated to passenger transport based on their value for money and delivery of strategic goals and objectives.

The County Council will also continue to pursue external funding (including developer