

# **Integrated Ticketing Action Plan Summary**

*“A Catalyst for Change”*

The Regional Transport Strategy for the west  
of Scotland 2007-2021

# Contents

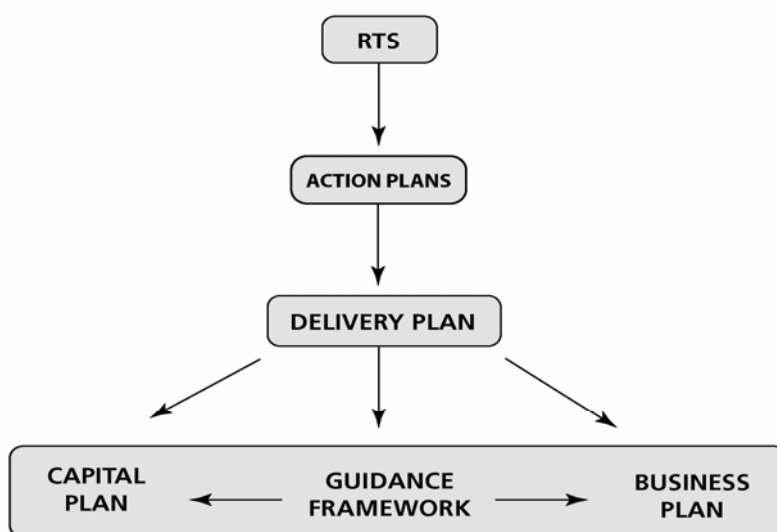
Purpose.....	2
Issues, constraints and opportunities.....	3
Integrated ticketing objectives for the travelling public and operators.....	3
Recommendations.....	5
Focus on smartcard ticketing .....	6
Programme .....	6
Monitoring.....	7
Further information .....	7

# Purpose

This Integrated Ticketing Action Plan is one of a series supporting SPT's Regional Transport Strategy, approved by the Scottish Government on 15 June 2008. The relationship between the Action Plan and the Regional Transport Strategy is set out in the diagram below:

**Figure 1: RTS Delivery Plan Framework**

## RTS DELIVERY PLAN



This Action Plan sets out the key issues, objectives, options and a five- year implementation programme for ticketing in the SPT area. A key element of the Action Plan is the development, in partnership with Transport Scotland, of a public transport smartcard.

A key focus of the Action Plan will be on the development of integrated ticketing in advance of the Commonwealth Games in 2014.

This Action Plan is the culmination of detailed work, including extensive surveys and consultation with operators and users during 2005/06 and during consultation on the Regional Transport Strategy. It summarises the work undertaken in analysing issues, challenges and opportunities for ticketing in the west of Scotland, and is intended to set out a clear programme of action to take forward the development of Integrated Ticketing across the SPT area over the next five years.

## Issues, constraints and opportunities

The following issues, constraints and opportunities were identified following analysis by SPT and consultation with SPT member Councils and stakeholders as part of the RTS development process:

- The need to develop smartcard technology
- Significant increases in fuel prices are encouraging car users to seek more affordable and sustainable modes of transport
- A lack of awareness of fares and ticketing is a barrier to using public transport, particularly for the infrequent user
- The need to expand the number of outlets where tickets can be purchased (e.g 'One-stop shops' where a range of council and public transport information and ticketing can be accessed)
- The need to introduce more advance purchase of tickets (such as SPT Subway's online ticketing initiative)
- The need to simplify and expand the ZoneCard scheme
- Investigate the introduction of a one-day ZoneCard
- The need to comply with Competition legislation requirements

## Integrated ticketing objectives for the travelling public and operators

The Action Plan has to address the needs of the travelling public and operators. The objectives set out below reflect these different but related needs:

### **Objectives for the travelling public**

#### **Integration**

SPT will endeavour to ensure, where practicable, that ticketing will play a central role in ensuring the ideal of the seamless journey both within the SPT area and with adjoining RTP areas.

#### **Affordability**

SPT will endeavour to ensure that SPT administered tickets are affordable and represent value for money.

#### **Flexibility**

SPT will endeavour to ensure that, across the range of its tickets, and those of public transport operators, there is sufficient flexibility to meet the needs of passengers. SPT will encourage a comprehensive range of tickets to cover the needs of passengers whether for commuting, education, social, health or leisure purposes.

## **Technology**

SPT will review, encourage and, where appropriate, invest in new ticketing technology where this represents an improvement for the passenger, increases efficiency, increases knowledge of public transport services and represents value for money. This will be in conjunction with Transport Scotland, public transport operators and other stakeholders.

## **Access for all**

SPT will endeavour to promote ticketing which recognises the needs of passengers with a disability when promoting new ticketing. Where SPT has the power or influence to do so, it will promote accessible booking and ticketing arrangements.

## **Marketing**

SPT will seek to ensure through our marketing strategies that public transport users will be made aware of the range of ticketing opportunities available to them. These should include opportunities for people who do not currently use public transport, current non-users and those who choose to travel out with peak times.

# **Objectives for operators**

## **Partnership working**

SPT will work with operators to deliver improved ticketing which “grows the market” for public transport whilst being consistent with the commercial and business needs of the industry.

## **Revenue distribution**

Where it is involved in administering ticketing, SPT will ensure that revenue distribution is equitable, understandable, timely and transparent.

## **Standardisation**

SPT's ticketing arrangements aim to encourage operators to adopt a standard range of tickets which recognises the importance of individual operator products but aims to reduce duplication.

## **Modal shift**

SPT will promote ticketing which seeks to encourage modal shift from car to public transport.

## **Technology**

SPT will work with operators on emerging ticketing technology and security measures.

## **Development**

SPT will work with operators to identify and fill gaps in ticketing where this will generate additional demand and justify the cost of sales and support.

## **Marketing**

SPT will work with operators to seek to maximise promotion of public transport.

# Recommendations

The following recommendations will be developed in partnership with member Councils and key stakeholders. These recommendations were approved by the Partnership on 12 December 2008.

## **Smartcard and replacement Subway ticket barrier technology**

- In partnership with Transport Scotland, develop Smartcard ticketing
- Introduce a range of SPT's current tickets in smartcard format
- Introduce renewed Subway ticketing barriers and the supporting back office systems

## **Integrated ticketing for the Commonwealth Games 2014**

- Support the Commonwealth Games Committee in developing integrated ticketing for participants, officials and spectators.

## **ZoneCard**

- Work with the ZoneCard Forum to:
  - Review ZoneCard zones to identify if changes / simplification is required, including reviewing the extension of the scheme to fit with the current SPT boundary
  - Investigate the development of a one-day ZoneCard including off-peak ZoneCard

## **Sales and marketing**

- Maximise the number of outlets where tickets can be purchased such as travel centres, retail outlets, ticket machines at bus stops, petrol stations and hospitals
- Introduce opportunities for advance purchase of integrated tickets
- Make use of member Councils' "One-stop shops" to sell tickets
- Consider opportunities to extend off-peak integrated ticketing
- Consider extending the range of 'Discount Cards' taking into account commercial viability and demand
- Develop a market research programme informed by a marketing strategy
- Ensure that information on the ticketing price structure is constantly available to the public both directly and on-line.

## **Ticketing arrangements**

- Keep under review the need to introduce Ticketing Arrangements under powers in the Transport (Scotland) Act 2001

## **Continuing consultation**

- Ensure that the views, concerns and aspirations of public transport passengers and operators are fully understood and, wherever possible, reflected in the SPT Ticketing Action Plan
- Produce an annual report on all existing ticketing in the SPT area

## **Training**

- Encourage all operators to invest in staff training on ticketing

## Focus on smartcard ticketing

A key element of this Action Plan is the development, in partnership with Transport Scotland, of smartcard technology. Our aspiration is to have one smartcard capable of holding all public transport ticket types regardless of operator and mode.

We consider that public transport smartcard can be developed to become a platform for other products and services offered by participating members. Building on the uses for 'stored value', smartcard will be expanded to fill an 'e-purse' role across a wide range of retail and smartcard offerings.

We consider that smartcard in the SPT area will reduce barriers to public transport use. It will improve safety and security for public transport users. It also has the potential to link to other applications such as council and retail services. The privacy and rights of users will be central to the development of smartcard.

## Programme

The following table sets out a five year programme to take forward the key elements of the Ticketing Action Plan.

**Table 1: Five-year Integrated Ticketing Programme**

Action	Timescale 2008 - 2013
<ul style="list-style-type: none"><li>Develop SPT Website 'One-stop shop' for online ticket booking</li></ul>	2009
<ul style="list-style-type: none"><li>Simplify and expand the ZoneCard scheme including investigating the introduction of a one-day ZoneCard</li></ul>	2010
<ul style="list-style-type: none"><li>Design, supply and install the Subway Replacement Ticketing System</li></ul>	2009 - 2010
<ul style="list-style-type: none"><li>Develop smartcard technology in partnership with Transport Scotland</li></ul>	2008 - 2012
<ul style="list-style-type: none"><li>Support the Commonwealth Games Committee in developing integrated ticketing for participants, officials and spectators</li></ul>	2008 - 2013
<ul style="list-style-type: none"><li>Expand the number and range of outlets where tickets can be purchased</li></ul>	Ongoing

## Monitoring

Monitoring of the agreed programme will be incorporated within SPT's Business Plan monitoring process.

## Further information

Related reports are available on our website [www.spt.co.uk](http://www.spt.co.uk) and further information is available from [rts@spt.co.uk](mailto:rts@spt.co.uk) or by contacting:

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