



PHASE 2 CUSTOMER INFORMATION, COLLABORATION AND INNOVATION ACTIVITIES

This phase will continue to deliver early benefits for passengers travelling across the North but focusing more on information about fares and journey planning offering better quality and more consistency in travel experience.

Phase 2 projects:

- Provision of software to facilitate the collation of disruption messages and make it easier to distribute and more accessible for use on social media, on street displays and to open data users
- Data collation, display of adult single and return fares and season passes available as open data to enhance customer information and facilitate multi-modal travel
- The creation of an open data hub for the North to provide comprehensive open data for App and web developers to use as a richer source of data to better inform customers



Annual station footfall across the North

LEEDS **29,723,734**
 MANCHESTER PICCADILLY **25,792,700**
 LIVERPOOL CENTRAL **15,638,894**
 LIVERPOOL LIME STREET **15,227,344**
 SHEFFIELD **9,213,092**





OVER 972 MILLION BUS JOURNEYS IN 15/16 ACROSS THE NORTH

- A knowledge base which provides templates and tools for pan-northern working on smart ticketing and includes online resource and events for knowledge transfer, including framework specifications, system templates and improved young person smart ticketing
- Activities that may deliver wider benefits in later phases of the programme by demonstrating more cost-effective or customer-acceptable information and payment activity. This includes app-based payment using stored value for journeys utilising Bluetooth beacons at bus stops and on buses; host card emulation (smart phone acting as an ITSO card); remote ticket download (fulfilment of ITSO product purchase via Near Field Communication) and expansion of commercial ITSO products for young people

There is strong evidence to suggest that improved information will reduce barriers to public transport use, improving connectivity and encouraging economic growth. The IST team will work collaboratively with partners, such as Traveline, to improve existing services.



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Connect

