

Integrated and Smart Travel

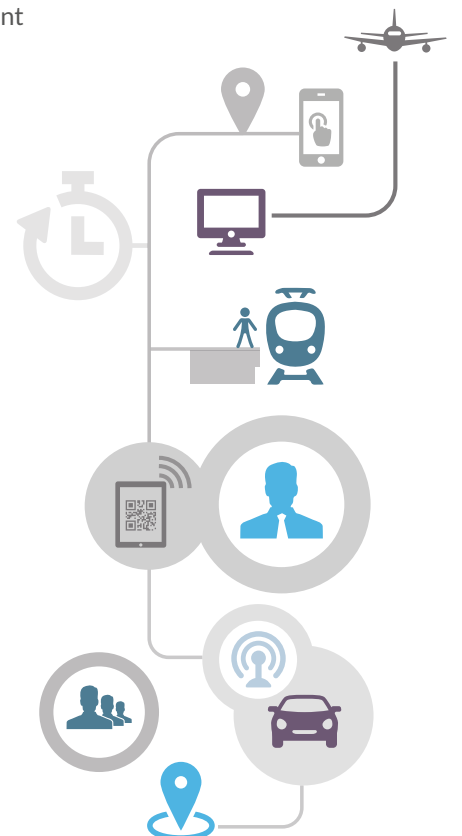
A smart vision

“To see integrated and smart travel established in the North, not only making life easier for current passengers, but also encouraging new passengers to travel by public transport throughout the region to support economic growth.”

Transport for the North is working in partnership with operators, transport authorities and the Department for Transport to deliver a scheme that will make it easier for passengers to travel seamlessly using their preferred payment method, confident that they have paid the cheapest possible on the day fare for their journey.

Customers can already use a smartcard, contactless bank card or their smartphone to pay for travel by public transport in parts of the North of England. The Integrated and Smart Travel programme (IST) will build on existing systems to develop smart ticketing, payment and information technologies to transform travel across the whole region. A world class transport system should be supported by a payment and information system that makes it simple and easy to travel around and between city regions for both work and leisure.

Passengers will be able to plan journeys, view fare information and know the different options as well as benefitting from a fair price promise when travelling across all operators and modes of travel in the North.



To achieve this, Transport for the North's IST programme is working to deliver a programme that will make travel by rail, bus and light rail simple, attractive and convenient.

This will include:

- **Clear route options** – passengers will receive quick and clear information including real-time updates on travel changes and disruptions;
- **Simple and fair pricing** – clear to understand presentation of fares and a fair price promise means, customers will be sure that they are paying the best price for their journey at the point of travel; and
- **Easier payment** – systems will be fully compatible with a range of smart devices and contactless payment cards, reducing long ticket queues and making it more convenient to simply 'turn up and travel'.

Programme objectives

The IST programme will work towards its vision by delivering four key programme objectives:

- **Enabling economic growth in the North** – increasing public transport use, freeing capacity on road networks and providing customers with access to a wider jobs market;
- **Improving customer experience** – Allowing seamless multi-modal travel, reducing queueing times, improving journey and pricing information and ensuring value for money;
- **Increasing efficiency across the transport network** – Improving accuracy and timeliness of travel information, reducing operational costs, reducing fraud and easing congestion on roads; and
- **Providing a consistent and familiar travel experience throughout the North** – Simplifying fare structures and ticket types across the North.

Delivering the programme

The programme will be delivered in three phases over the next four years:

- **Phase 1** – The delivery of early benefits focused on rail including the introduction of smart and integrated travel to customers by working with train companies and the Department for Transport to issue smartcard products, complementing the availability of barcode ticketing for other journeys. This first phase will also form part of a national programme to roll out smart ticketing on all rail travel.
- **Phase 2** – The continued delivery of smart and integrated travel benefits including enhanced real time customer information such as disruption messaging, open data sources and sharing knowledge with operators and transport authorities to identify new opportunities for collaboration.
- **Phase 3** – The implementation of a 'back office' which will collate and read customer data to facilitate the capping of multi-modal, multi operator journeys on a daily basis. This will ensure that customers pay the best possible price for their travel on public transport.

For more information visit transportforthenorth.com/integrated-and-smart-travel

