What we have achieved so far

Our members are committed to introducing smarter, simpler ticketing in the city regions which is why they have taken a leading role in its planning and implementation.

Here are some of the things we have done so far...

**Examples of our roll out of smart ticketing include:**
- One million public transport journeys a week being made in West Yorkshire by ‘M-card’.
- 60 million concessionary journeys a year in the West Midlands.
- 1.3 million smartcard transactions are now being made on the Tyne and Wear Metro every month.

**Effective Collaboration**

The city regions are working collaboratively together to roll out and expand the pace of implementation.

- One or more of our members have already introduced:
  - Young persons’ concessionary travel passes on smartcards.
  - Bus and rail multi-modal products.
  - Carnets of day tickets.

- One or more of our members have already:
  - Provided technical and other support for small bus operators in going smart.
  - Installed smart enabled gate lines at stations.
  - Made it easy to buy smartcards and ticketing products at local shops.

**What should happen next...**

**What we will do next:**

- Continue to press ahead with the introduction of smart ticketing and promoting the simplification of ticketing structures.
- Work with each other, with Government, and with the private sector to reduce the costs and time involved through shared back office systems and joint procurement (for example with the ‘payzone’ retail network); and by sharing knowledge and best practice via the pteg network.

**What we can achieve together – a smart vision**

We have a vision of smart simple and competitive ticketing that is easy to use across all providers and across all modes. Something that looks and feels more like London’s Oyster.

It should never be the case that a passenger in one of our cities needs to carry more than one smartcard in their pocket to be sure of getting the best deal. We also want to shape and be part of a future of ‘total mobility’ where smart devices will access information about all the options for a journey and the means of payment for them – be it by bike, electric car or public transport.

With the right legislative framework, funding and coordination this is a future that is within our grasp and we look forward to working with both national government and the private sector to bring it about.

**What Government can do**

- Change the legislative framework to make it easier to introduce the franchising of bus networks so that smart simple ticketing can be specified as it is in London.
- Where services remain deregulated give transport authorities more powers to ensure that the premia on tickets that can be used on the services of more than one operator are reasonable and that those tickets are properly promoted and retailed.
- Ensure that national smart policies and initiatives on bus and rail are coordinated to achieve single outcomes in the city regions.
- Provide the funding support necessary to roll out smart ticketing in the city regions in the same way that Government has funded smart ticketing in London and the South East.

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- Seek to introduce smart tickets and products that can be used across our cities.

**Effective Collaboration**

The city regions are working collaboratively together to cut costs and speed up the pace of implementation.

For example, through sharing the back office systems that underpin smart ticketing systems through a single supplier (for example with the payzone retail network) and by sharing good practice on IT specification.

We are also working with the private sector to share back office systems and through initiatives like the Smart Cities Partnership, as well as others bodies and stakeholders, to make smart ticketing easier for our citizens.

We are also working closely with the Department for Transport so that when we introduce smart ticketing schemes across the city regions (or when cities choose to do this individually) we can achieve a future of ‘total mobility’ where passengers can benefit from the integration of all modes, whether they are paying for their ticket or not, and ensure that payment is seamless and straightforward.

**What we have achieved so far**

Our members are committed to introducing smarter, simpler ticketing in the city regions which is why they have taken a leading role in its planning and implementation.

Here are some of the things we have done so far...
Why do we need transport networks? There are three key reasons why transport networks are so important. Firstly, they provide a reliable and accessible means to travel from one place to another, whether it’s for work, leisure, or daily necessities. Secondly, they play a crucial role in the economy, facilitating the movement of goods and services and supporting businesses. Finally, they contribute to the quality of life, allowing people to access healthcare, education, and cultural amenities.

Why go smart? Smart transport solutions can revolutionize the way we travel. They offer increased efficiency, reduced congestion, and improved accessibility. With technologies like smart ticketing, mobile payments, and real-time information, passengers can plan their routes and make the most of their journey. Smart transport also has the potential to reduce environmental impact, with benefits like lower emissions and reduced energy consumption.

What we want smart ticketing to achieve

The benefits of smart ticketing are only achieved if the ticketing products that are carried on smart media, are attractive, readily available and competitively priced. Particularly in large urban areas this means ticketing products that can be accessed across service providers and all modes of public transport.

What barriers stand in the way?

There are several important reasons why ticketing products are not always successful:

1. Complexity: The ticketing systems can be overwhelming, making it difficult for passengers to understand how to use them.
2. Trust: Passengers may be skeptical of sharing their personal information, especially on digital platforms.
3. Integration: The lack of seamless integration between different transport modes can create confusion and friction for passengers.
4. Affordability: The cost of smart ticketing products may be too high for some passengers, especially those on fixed incomes or low budgets.

Two futures

With the right regulatory framework, smart ticketing can improve accessibility, convenience, and affordability for all. Without it, the potential of these technologies will be limited, and barriers to successful implementation will persist. The future of ticketing is bright, but we must work together to ensure that it benefits everyone.
Our major cities are benefiting from a wave of investment in rail networks. There are three key reasons for this:

- HS2 will be the biggest re-writing of the inter-city rail network; and it will create a major urban renewal opportunity around key stations.
- Improving local accessibility can be achieved at a lower cost compared to the conventional network. More specifically, the release of the conventional network creates the perfect opportunity to introduce direct, fast and more frequent bus rapid transit. Another first will be the introduction of tram-trains in the six largest city regions.

The programme is well underway and shows that there is a need for a better allocation of maintenance and renewal costs largely treats every passenger train in the same way even if one is more heavily used than another. What we want smart ticketing to achieve

- Simple, integrated, ready for the future.

What barsriers stand in the way

- There are of course different detailed technological and planning challenges in transferring ticketing for large urban areas. However bigger challenges can arise from the fragmented way in which public transport is provided in the major city regions outside London.

- The Government has a clear role in ensuring there is co-ordinated action from smart ticketing and local authorities, as well as integration of local and national services. This is especially clear in the West Midlands and London

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Why go smart?
Ticketing systems are smart - that means they are capable of controlling access to public transport using data to improve service and travel experience.

- Provides more: more reliable, more accurate, more detailed data about passengers and journey times. People can rely on this. It’s improving journey planning and is an essential part of the journey experience.
- More efficient: ticketing systems are cheaper and more sustainable. Improving ticketing systems could save billions a year.
- Improves journey times through improved journey times and access to services.

What we want smart ticketing to achieve
The full benefits of smart ticketing are only achieved if the ticketing products that are carried on smart media are attractive, readily available and competitively priced. Particularly in large urban areas this means ticketing products that can be used across service providers and all modes of public transport.

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Simple, integrated, ready for the future.

Transit revolution
Our major cities are benefiting from a wave of investment in transport networks, our cities will have some of the most advanced transport systems in the world.

- London: The investment in transport over the last ten years has been unprecedented.
- Manchester: Metrolink is growing rapidly with a new fleet of trams and tram systems are being expanded. Manchester will have over 300km of tram route.
- Sheffield: the Midland Metro in the West Midlands is also ready.
- Leeds: the City Centre is undergoing massive regeneration, and is the key to unlocking the_Midland Metro.
- The North: the network of stations is underused compared to those in London.

Transit revolution
As well as the right deal on funding, a new report shows that there is a need for a better understanding of the needs of the traveler and the urban area.

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Our Vision for Smart Ticketing in the City Regions

What we can achieve together – a smart vision

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What Government can do

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Effective Collaboration

The city regions are working collaboratively together to roll out and spread out the pace of implementation.

For example, in the West Midlands, ticket systems that span bus and rail ticketing systems through to the private sector and for example with the pay-per-mile network, and in the Isle of Man, where there is a single operator with the same smartcard system.

We are also working with the private sector to ensure that the systems that we specify and introduce are capable of being used by multiple operators and multiple users.

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Examples of our members

One or more of our members have already:

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• Installed smart enabled gate lines at stations.
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Examples of our joint initiatives:

One million public transport journeys are made every month in West Midlands

• In Northern, concessionary journeys are now available on the Tyne and Wear Metro.
• £1 million worth of transactions are now made in the West Midlands.

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Examples of our roll out of smart ticketing include:

• An electronic public transport journey is given to people living in inner London for free.
• An electronic concessionary journey a year in the West Midlands.
• A £500 million investment plan to replace all the Tyne Tunnels and their tolls every month.

Examples of our roll out of smart ticketing include:

• ‘M-card’ launched in West Yorkshire.
• ‘Oyster Card’ launched in London.
• ‘O filmer’ launched in France.
• ‘Beijing Card’ launched in China.

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Effective Collaboration

The city regions are working collaboratively together to cut costs and speed up the pace of implementation.

For example, through sharing of back office systems that allow smart ticketing systems to work together, we have introduced a single ticketing structure.

Our members are committed to introducing smarter, simpler ticketing in the city regions which is why they have taken a leading role in its planning and implementation.

Here are some of the things we have done so far…

One or more of our members have already:

• Provided technical and other support for small bus operators in going smart.
• Installed smart enabled gate-lines at stations.
• Made it easy to buy smartcards and ticketing products at local shops.

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What should happen next…

What we will do next:

• Continue to press ahead with the introduction of smart ticketing and promoting the simplification of ticketing structures.
• Work with each other, with Government, and with the private sector, to reduce the costs and time involved through knowledge transfer, collaboration and cooperation.
• Seek to introduce smart tickets and products that can be used across our cities.

Examples of our roll out of smart ticketing include:

• One million public transport journeys a week now being made in West Yorkshire by ‘M-card’.
• 60 million concessionary journeys a year in the West Midlands.
• 1.3 million smartcard transactions are now being made on the Tyne and Wear Metro every month.