

EAST AYRSHIRE COUNCIL

DEVELOPMENT SERVICES COMMITTEE – 12 OCTOBER 2005

SPT INTEGRATED TICKETING STRATEGY

Report by the Executive Director of Development and Property Services

1. PURPOSE OF REPORT

- 1.1 The purpose of the report is to inform the committee of SPT's draft integrated ticketing strategy which has been issued for consultation.

2. BACKGROUND

- 2.1 SPT has issued a draft integrated ticketing strategy which sets out the proposed arrangements for ticketing in the SPT area in accordance with the provisions of the Transport (Scotland) Act 2001. The strategy's aim is to extend opportunities and reduce barriers in the use of public transport through a coherent and comprehensive ticketing strategy. The Consultative Draft Integrated Ticketing Strategy was received on 25th August 2005 for comment by 3rd October 2005.
- 2.2 Until the Transport (Scotland) Act 2001, transport authorities in Scotland had no statutory powers over public transport ticketing and could not specify the type or range of tickets which bus operators should offer the travelling public. The Act has now, insofar as bus travel is concerned, placed new duties on local transport authorities with regard to ticketing. SPT, as the public transport authority for west central Scotland, must determine what ticketing arrangements, if any, should be made available on local bus services in its area. Before making this determination, it must consult with organisations representative of local bus users. SPT must then seek, by working with bus operators on a voluntary basis, to make these ticketing arrangements available. If voluntary arrangements cannot be made, SPT may then impose a ticketing scheme under section 29 of the Act.
- 2.3 There are no powers or duties in respect of other modes such as train or ferry. However, SPT is unique in Scotland in having significant influence on the operation of local train services and supported ferry services in its area. In addition, SPT is the operator of the Subway. It will therefore continue to make every effort to ensure that these services participate in integrated multi-modal ticketing.

3. EXISTING TICKET TYPES

- 3.1 Most operators of public transport services offer a variety of pre-purchased tickets other than the standard single purchased on the vehicle at the time of travel such as season tickets, discount tickets (OAP's, juveniles etc) and off-peak tickets.
- 3.2 In addition to those tickets offered by operators, SPT has negotiated and administers several multi-mode / multi-operator tickets, most notably the successful ZONECARD which offers considerable flexibility in areas of geographical use through a zonal system, with tickets available for one-week, four-week, ten-week or annual validity. ZONECARD is the largest multi-modal card in Scotland with approximately 80 participating operators including all the major bus operators, First ScotRail and SPT Subway.
- 3.3 SPT also offers a variety of other multi-operator tickets, including Day Tripper, Roundabout and Rural Daycard.

3.4 It should be noted that all multi-modal tickets are voluntary schemes and that participation by operators is not compulsory. However, participation is compulsory for bus, rail and ferry services financially supported by SPT.

4. PROPOSED TICKETING ARRANGEMENTS IN THE SPT AREA

4.1 SPT's view is that the combination of SPT tickets and commercial operators' tickets provides adequate coverage for the needs of the vast majority of passengers. However, passengers are often confused by the different ranges of tickets available from different operators. The Transport (Scotland) Act 2001 provides an opportunity for SPT, in partnership with operators, to address this challenge.

4.2 SPT believe that there is potential for a day ZONECARD to fill the gap in the current family of integrated tickets. SPT also believe that more needs to be done to market public transport more effectively and to standardise the range of tickets available to the travelling public and the conditions under which they are bought and used.

The Range of Tickets To Be Included

4.3 SPT will require operators to make the following tickets available for use on all commercial and supported local bus services within the SPT area:

- Return journeys or a more comprehensive alternative
- Multi-journey tickets e.g. Carnet (book of tickets)
- Through-tickets between two locations requiring a change of vehicles operated by the same company
- 5 day and/or weekly ticket
- 4 weekly and/or monthly ticket

4.4 The above tickets are operator-specific and are relatively simple to implement, there being no requirement for revenue reconciliation machinery or competition issues. SPT would therefore expect such ticketing to become widely available in a relatively short timescale, and in any case within one year of notification. In the longer term, SPT aspires to see the introduction of multi-operator ticketing. SPT will liaise with operators to discuss an appropriate timescale for implementation of the above operator specific tickets and discuss opportunities for multi-operator ticketing.

4.5 Where they are not currently available, SPT requires the above-specified range of tickets to be available on all local bus services operating within the SPT area.

4.6 Under the Transport (Scotland) Act 2001, SPT has no powers to impose a price for operator tickets. However, SPT would expect multi-operator tickets to be priced in line with commercial and supported service fares in the area. Where the majority of services in an area are run on a supported basis, it may be appropriate for SPT to require joint ticketing arrangements as part of the tendering process.

Monitoring of Ticket Arrangements

4.7 SPT will monitor operators of local bus services:

- To ascertain whether these 'ticketing arrangements' have been implemented on a voluntary basis. This will be undertaken on a cyclical basis (every 6 months).
- If the ticketing arrangements are not being provided on a voluntary basis then SPT will consult further with the operator(s) as to whether they will be able to achieve such a voluntary approach within a realistic timescale.

- 4.8 Where operators do not participate in these voluntary ticketing arrangements, and SPT believes it to be in the public interest, a ticketing scheme, covering the specific geographical area, will be imposed. However, operators in west central Scotland have an established record of participating in ZONECARD and other ticketing arrangements administered by SPT.

5. SPT TICKETING STRATEGY RECOMMENDATIONS

- 5.1 The following recommendations by SPT are based on the results of consultations carried out with SPT stakeholders including the general public, public transport operators, local authorities and others and have been grouped into different categories.

5.2 General Ticketing Recommendations

Component	Timescale
Maximise the number of outlets where tickets can be purchased, travel centres, retail outlets, ticket machines etc	Short Term (up to 2 years)
Introduce opportunities for advance purchase of integrated tickets	Short Term (up to 2 years)
Consider opportunities to extend off-peak ticketing	Medium Term (2-5 years)
Retain and enhance where appropriate SPT's existing range of multi-modal tickets	Short Term (up to 2 years)
Consider extending the range of 'Discount Cards'	Medium Term (2-5 years)

5.3 ZONECARD Recommendations

Component	Timescale
Review zones to identify if changes / simplifications are required	Medium Term (2-5 years)
Investigate with ferry operators the expansion of the ZONECARD scheme to Clyde Ferry	Medium Term (2-5 years)
Investigate the development of a one-day ZONECARD	Medium Term (2-5 years)
Investigate the introduction of rolling periods of ZONECARD validity instead of fixed renewal dates	Short Term (up to 2 years)

5.4 Technology Recommendations

Component	Timescale
Monitor emerging technology, particularly smartcard	Immediate and continuing
Introduce a range of SPT's current tickets in smartcard format	Medium Term (2-5 years)

5.5 Operator Relationship Recommendations

Component	Timescale
Introduce ticketing arrangements under powers in the Transport (Scotland) Act 2001	Short Term (<2 years)
Ensure that views, concerns and aspirations of public transport passengers and operators are fully understood and, wherever possible, reflected in SPT ticketing policies	Ongoing
Encourage operators to adopt a standard range of single-operator products, underpinned by standard conditions, taking into account relevant competition legislation	Long Term (6+ years)
Encourage operators to adopt a series of fixed dates for changes to fares and tickets, taking into account relevant competition legislation	Long Term (6+ years)
Where market research identifies latent demand, investigate opportunities for bus-to-bus ticketing	Medium Term (2-5 years)

Require all successful tenderers for secured bus services to accept tickets issued by the "main" operator of the service concerned	Short Term (up to 2 years)
Investigate, in liaison with transport operators, the practicalities of adopting multi-modal return ticket inter-availability	Long Term (6+ years)
Encourage adoption of common fare stages	Medium Term (2-5 years)

5.6 Best Practice Recommendation

Component	Timescale
Produce a report on all existing ticketing in SPT area, and update on an annual basis	Immediate and ongoing

5.7 Other Issues Recommendations

Component	Timescale
Encourage all operators to invest in staff training on ticketing products	Ongoing
Develop a marketing strategy and an implementation plan	Medium Term (2-5 years)
Develop a Market Research programme	Medium Term (2-5 years)

- 5.8 SPT requested comments on the Integrated Ticketing Strategy by 3rd October 2005. To comply with this tight timescale, the Head of Roads and Transportation has indicated support for the strategy, subject to the ratification of the Committee.

6 LEGAL IMPLICATIONS

- 6.1 The Transport (Scotland) Act 2001, insofar as bus travel is concerned, placed new duties on local transport authorities with regard to ticketing. SPT is the public transport authority for west central Scotland.

7 RECOMMENDATIONS

- 7.1 It is recommended that the Committee: -

- (a) endorses the ticketing strategy outlined in Section 5 above, as recommended by SPT; and
- (b) provides any further comment on the ticketing strategy to be forwarded to SPT by the Head of Roads and Transportation.

James Lavery
Executive Director of Development and Property Services

KC/YK
20 September 2005

LIST OF BACKGROUND PAPERS

Nil

For further information contact Kerr Chalmers on 01563 555715

Implementation Officer: Kerr Chalmers