

## Smart Ticketing in Cheshire

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Cheshire's Integrated Transport Service

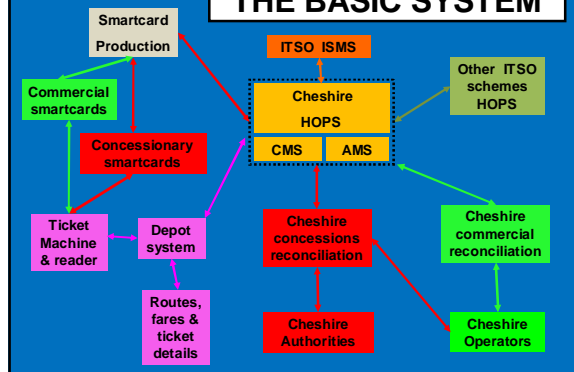
## Content

- What is smart ticketing.
- History of smart ticketing in UK.
- Why go smart?
- Cheshire's experience.
- Practical issues.
- What next?

## What is Smart Ticketing?



## THE BASIC SYSTEM



## Smart Ticketing History

- Cheshire, Notts, Southampton
- Make them inter-available
- Oyster in London
- ITSO formed
- Develop ITSO smart ticketing
- Migrate existing schemes to ITSO
- ENCTS
- Scotland & Wales go smart
- English Ticketing Strategy

## Why go Smart - Cheshire Objectives

- More bus journeys
- Faster bus journey times
- Improved journey time reliability
- Correct concessionary support
- Efficient School Transport
- Healthy bus industry
- Additional applications?

## Why go Smart - Operator Objectives

- Profit
- Lower costs
- Maximise income



Ticketing system must be cost/effective, reliable, hassle free.

## Why go Smart - DfT


- Modal shift onto public transport.
- Support national economy.
- Reduce transport emissions.
- Better safety & security.
- Greater equality & opportunity.
- Improve quality of life for all.

Vision - Multi-operator, multi-modal, ITSO smart ticketing throughout England.

## Impact of 8% BSOG for Smart

- Going smart costs about £3,000 per bus.
  - Operator gets about £1,000 p.a. per bus.
  - 3 years payback.
- BUT costs comprise,
- £2,000 for each ticket machine.
  - Plus £25,000 for back office etc.
  - 25 bus operator = £3,000 per bus.
  - 50 bus operator = £2,500 per bus.
  - 5 bus operator = £7,000 per bus.

## Cheshire Experience

- Travelcard
  - Low-cost ITSO
  - ENCTS
  - ITSO for paying passengers
  - School travel
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- A photograph showing a person in a yellow high-visibility vest interacting with a ticket machine. Another person is standing nearby.
- In-house Smartcard Production
  - Back office systems (CMS, HOPS, etc)
  - Ticket machines and systems
  - 200,000 smartcards

## Cheshire Experience

- Technically difficult and expensive.
- Limited and variable suppliers.
- Complex ENCTS rules.
- ITSO.
- Card production fine.
- System configuration difficult.
- More difficult than conventional ticketing.
- Boarding times.
- But it does work.
- Passengers like smartcards.

## What Next

- DfT Smart & Integrated Ticketing Strategy.
  - Funding and BSOG incentive.
  - Roll out on buses.
  - Roll out on trains.
  - Extend outside transport.
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- Oyster?
  - Mobile phones?
  - EMV?
  - Skin implants?

## Conclusions

- Smart ticketing is the way forward.
- Multi-modal and multi-operator integration.
- Everyone can benefit.
  
- Cost, complexity, suppliers.
- Future media uncertain.
  
- Smart does work.
- Passengers like it.
- It does increase patronage.

Thank You