

## **Report to Partnership Meeting 8 November 2013**

### **RESEARCH AND STRATEGY DELIVERY**

#### **Smart Ticketing Project Update**

##### **Purpose of Report**

To update Members on the delivery of the Smart Ticketing Project that is included within the Business Plan and was subject of a verbal update at the last Partnership meeting.

##### **Smart Ticketing for Scotland**

The Scottish Government / Transport Scotland has set out a vision that would see all future journeys on Scotland's Bus, Rail, Ferry, Subway and Tram networks facilitating a greater ease of use for travellers. Within this vision it is believed that smart ticketing can provide greater choice and autonomy to passengers across the country. The long term goal is that all journeys on Scotland's Bus, Rail, Ferry, Subway and Tram networks can be accessed using a form of smart ticketing or payment. There will also be thought to the opportunity of extending smart ticketing to other modes including internal air services.

To further the Smart Ticketing agenda Transport Scotland has set out a Smart and Integrated Ticketing Programme that seeks to identify the architecture required to establish smart ticketing across Scotland's transport network. The road map to achieving this will be tested by a series of Pilot projects that cover a number of different aspects of smart and integrated ticketing established across Scotland's transport network. A total of five Pilot projects will be delivered within the HITRANS area and Transport Scotland have invited HITRANS to take a key partner role in the development and delivery of these projects. The HITRANS area pilot projects are listed below:

- Inverness City - linked to the work of the Scottish Cities Alliance
- Ferry – Feasibility work is being led by David MacBrayne Group Limited.
- Lochaber
- Argyll and Bute
- Eilean Siar
- Moray
- Pentland Firth

In addition to the projects listed above there are a number of nationwide products being developed that will derive benefit to the Highlands and Islands. These include the Young Scot Card and Supporting Employability for Young People.

##### **Argyll and Bute**

This project will pilot the introduction and use of a new generation of ticket machine technology in a busy and demanding operator environment. The technology will be used to trial the introduction of new ticketing types and products in both urban and rural environments. Transport

Scotland and HITRANS are working with West Coast Motors and a ticket system supplier to deliver a fit for use system.

### Ferries

A project to introduce ITSO smart ticketing in to the Scottish ferry industry. There is currently no smart ticketing on any ferries operating in Scotland. Working with operators, this project sets out to establish the requirement for smart ticketing in a marine environment along with the business rules and operating processes which will in due course deliver the benefits smart ticketing will bring to travellers and operators. This project will facilitate the delivery of the Smart and Integrated Ticketing (SIT) strategy by allowing ticketing for multi modal, multi operator journeys. The paper / manual processes currently used to deliver concessionary travel on ferries will be replaced by a smart process where a ferry product will be added to the National Entitlement Card (NEC) also known as the Saltire card which will improve traveller convenience and reduce administration costs. Transport Scotland are consulting with a number of ferry operators and ticketing system suppliers to develop the scope of this project..

### Inverness City

The Scottish Cities Alliance agreed in August 2012 that an initial priority of the Scottish Cities Alliance should be to consider collaboration between the cities, Scottish Government and Transport Scotland in delivery of smart ticketing. The plan would ultimately see the delivery of smart ticketing pilot projects in each of Scotland's seven cities. To date no specific project has been identified in Inverness but there is a clear opportunity to develop a product that could serve this purpose.

### Eilean Siar

A project led by Transport Scotland with Comhairle nan Eilean Siar and local operators to introduce a new generation of modular ticketing machine and back office functionality. Transport Scotland is currently working with the system vendor to test the system's functionality against the concessionary travel reimbursement system to ensure full functionality is achieved before the next stage of development is undertaken.

### Lochaber

A pilot project to develop and introduce multi operator, multi modal (bus and ferry) smart ticketing products in the Lochaber area. Working closely with Highland Council, Highlands and Islands Transport Partnership (HITRANS) and local bus operators, Transport Scotland will develop a proof of concept smart ferry ticketing solution for the Corran Ferry along with a number of ticketing products for bus and both private and commercial ferry use.

### Moray

A project led by Transport Scotland with Moray Council and local operators to introduce a new generation of modular ticketing machine and back office functionality. Transport Scotland is currently working with the system vendor to test the system's functionality against the concessionary travel reimbursement system to ensure full functionality is achieved before the next stage of development is undertaken.

## Pentland Firth

A pilot project to introduce multi operator, multi modal smart ticketing to public transport in the Pentland Firth Area. A partnership between Highland Council, HITRANS and local operators will implement smart ticketing across bus, ferry and rail. This project is currently on hold because Highland Council's specialist resources are already fully committed to other work and there is currently no suitable ITSO ferry ticketing solution in place for operations in a demanding marine environment.

### **Partnership Proposal**

HITRANS have been working closely with Transport Scotland and our partner local authorities to support the development of the Pilot Project opportunities in the Highlands and Islands. As this work has progressed it has become clear that a dedicated resource is required for a short term commission of up to 12 months to support the Smart Ticketing project partners (Transport Scotland, HITRANS and local authorities) in achieving the successful delivery of the range of smart ticketing projects within the region. It was verbally reported to the August Partnership meeting that Transport Scotland had offered match funding towards this partnership project to allow a project manager to be embedded within the HITRANS team to oversee the successful development and delivery of the Pilot Projects in the Highlands and Islands. Line management will be through HITRANS with strategic direction provided by a joint project board with representatives from Transport Scotland and HITRANS. After a process arranged using recruitment consultants through the Procurement Scotland Framework Contract an appointment has now been made and it is hoped that the work will have commenced from 4 November.

The consultant project manager will, as part of the programme, implement, manage and deliver the governance and assurance arrangements for allocated projects ensuring that all parties, including external stakeholders adhere to the arrangements, and be directly responsible for the development and maintenance of all key project documents and papers including Project Initiation Document, business case, project plans, communications plans, risk and issues logs to the appointed line manager and relevant project board. He will develop, manage and ensure compliance with programme and project plans for the projects allocated ensuring that any inter-project or external dependencies are factored into the plans

A key aspect of the role will be to develop and manage positive working relationships with internal and external stakeholders who include suppliers, ITSO, transport operators, other regional transport partnerships and other delivery partners.

### **Funding**

The HITRANS Business Plan (Research and Strategy Delivery Programmes) for 2013/14 and 2014/15 have a allocation of £65,000 for the Smart Ticketing Project.

Transport Scotland have committed to fund 50% of the costs associated with the project management contract with their total contribution expected to be £40,000 spread between 2013/14 and 2014/15. The intention is to match this contribution from the HITRANS Business Plan budget for Smart Ticketing. In addition to this Transport Scotland will meet a significant share of the costs of delivering the Smart Ticketing Pilot projects that are identified and developed by the consultant project manager.

HITRANS will consider any opportunities associated with these pilot projects for the balance of our budget where we expect a partnership approach to be developed involving local authorities and transport operators in addition to HITRANS and Transport Scotland.

### Recommendation

1. Members are asked to note the report.
2. Members are asked to consider the list of pilot projects and input to the consultant project manager / Partnership Director on the priorities that should be focussed on in each project.

<b>Risk</b>	<b>Impact</b>	<b>Comment</b>
<b>RTS delivery</b>	√	This work supports RTS objectives and the monitoring of their implementation.
<b>Policy</b>	√	This work supports the development of the RTS horizontal measures associated with multi modal and integrated ticketing.
<b>Financial</b>	-	On the basis of match funding proposed by Transport Scotland and that included in the Business Plan there would be no further requirement for increased funding allocation.
<b>Equality</b>	√	HITRANS support for integrated ticketing and smart ticketing products will help eliminate barriers to travel for a range of passengers.

**Report by:** Randal Robertson  
**Designation:** Partnership Director  
**Date:** 28<sup>th</sup> October 2013