

WP3
TICKETING ARRANGEMENTS – Ticketing protocol

Sheffield Area Voluntary Bus Partnership Ticketing Arrangements – The Customer Offer

Background and Assumptions

This document outlines the ticketing solution to be deployed as part of the Sheffield Area Voluntary Partnership Agreement (Sheffield VPA). Given that the ideal solution uses smart technology but this will not initially be available to all operators, there will be an initial, transitional phase using paper tickets. Current plans envisage the deployment of paper products from October 2012 and smart products from March 2013, however this will require delivery of contributions from a number of different stakeholders and is likely to be subject to revision.

1. Fares for Individual Journeys

Fares Co-ordination

- 1.1 Under the partnership approach there can be no network wide co-ordination of fares (as opposed to multi-operator prepaid ticket prices) between operators. As such, operators will continue to set their own fares for individual journeys. For convenience these are referred to here as ‘single fares’ though in fact there is no barrier to operators offering return fares or multi-journey tickets should they wish to do so.

Fare Geography and Publicity

- 1.2 To enable simplified and efficient communication of single fares information to customers, it is the Partners’ desire to work together to agree common fare change locations and nomenclature across the Sheffield VPA network. Partners will investigate the feasibility of displaying such ticket information by web and at stop. The legalities shall be discussed with the OFT by the end of January 2013, and if acceptable a target implementation date of July 2013 agreed.
- 1.3 Linked to the above, service change information will be issued, where practicable, in advance of changes at bus stops where space is available. Resource limitations are such that SYPTTE cannot guarantee to replace all on-stop information at one time, particularly at times other than timetable change dates. SYPTTE will display “valid at” dates on on-stop price information. SYPTTE will use reasonable endeavours to remove out-of-date price information when this becomes necessary.

Transfer Tickets

- 1.4 Transfer tickets provide for through travel where a journey cannot be completed as a single leg. This functionality will met by means of the City Switcha⁶⁰ ticket detailed in the following section on prepaid tickets.

Concessionary Fares

- 1.6 Concessionary fares will continue to be available on the Sheffield VPA network as determined and varied from time to time by South Yorkshire ITA.

Smart Ticketing Implications

- 1.7 During both the initial phase and the subsequent smart ticketing phase, adult and child concessionary single fares will continue to be payable using cash. It is planned to launch Pay As You Go smart ticketing at a date to be determined.
- 1.8 The details of South Yorkshire's Pay As You Go implementation remain to be agreed and some of the later phases involve technical developments. Three phases may be envisaged:
1. Young people can pay the flat fare using value stored on their concessionary smartcards
 2. Other passengers can pay fares using stored value on adult smartcards (note that all concessionary smartcards include purses so this would include older people travelling in the morning peak period on weekdays)
 3. Introduction of "capping" meaning that no-one will pay more than a single, agreed, advertised day ticket price.

2. Prepaid Tickets

Network Integration

- 2.1 Customers will be able to choose from three levels of integration across the Sheffield VPA network:
1. Single operator prepaid tickets¹ – valid on the services of a single bus or tram operator
 2. CityWide products – valid on all bus and tram services in Sheffield
 3. Zone TravelMasters – valid on all bus, tram and train services in Sheffield or South Yorkshire (depending on zone purchased).

Note that both CityWides and Zone TravelMasters are part of the TravelMaster product family, and the TravelMaster Panel shall set the prices of such product ranges.

Products will be available, at minimum, from the following range of outlets:

<u>CityWide product</u>	<u>Initial phase</u>	<u>Smart phase</u>
City Switcha ⁶⁰	VP	VP, VS
CityWide day	VP	VP, VS
CityWide week	VP, TP	VS, TS, WS

¹ Given the large number of operators operating or potentially operating in Sheffield the range of single operator products offered is not detailed here. Information can be obtained from operators' own websites.

CityWide 28-day	TP	TS, WS
CityWide Annual	TS*	TS, WS

Key:

VP = on-vehicle as a paper product,

TP = from a Travel South Yorkshire Information Centre (TSYIC), as a paper product,

TS = from a TSYIC as a smart product VS = on-vehicle as a smart product,

WS = Web sales as a smart product, and potentially via Traveledine.

TravelMaster will develop and implement its on-line retail strategy over the next twelve months and CityWide products will benefit from this.

- 2.2 It should be noted that the technical limitations of some smaller operators' ticket machines mean that they will not be able to sell CityWide tickets at least at initial launch. SYPTTE and TravelMaster will continue to work with these operators to address this issue. All operators will be able to accept CityWide products regardless of their ability to sell them.