

Integrated Ticketing in the UK



Giles Fearnley

Chief Executive – Transdev Blazefield

Chairman – Journey Solutions

The UK -

Rail - over 20 passenger rail operators
(franchises)

Bus - 5 principal groups (70% of market)
100's of smaller operators

OUTSIDE LONDON – deregulated

Through Ticketing – operator's decision



PLUSBUS

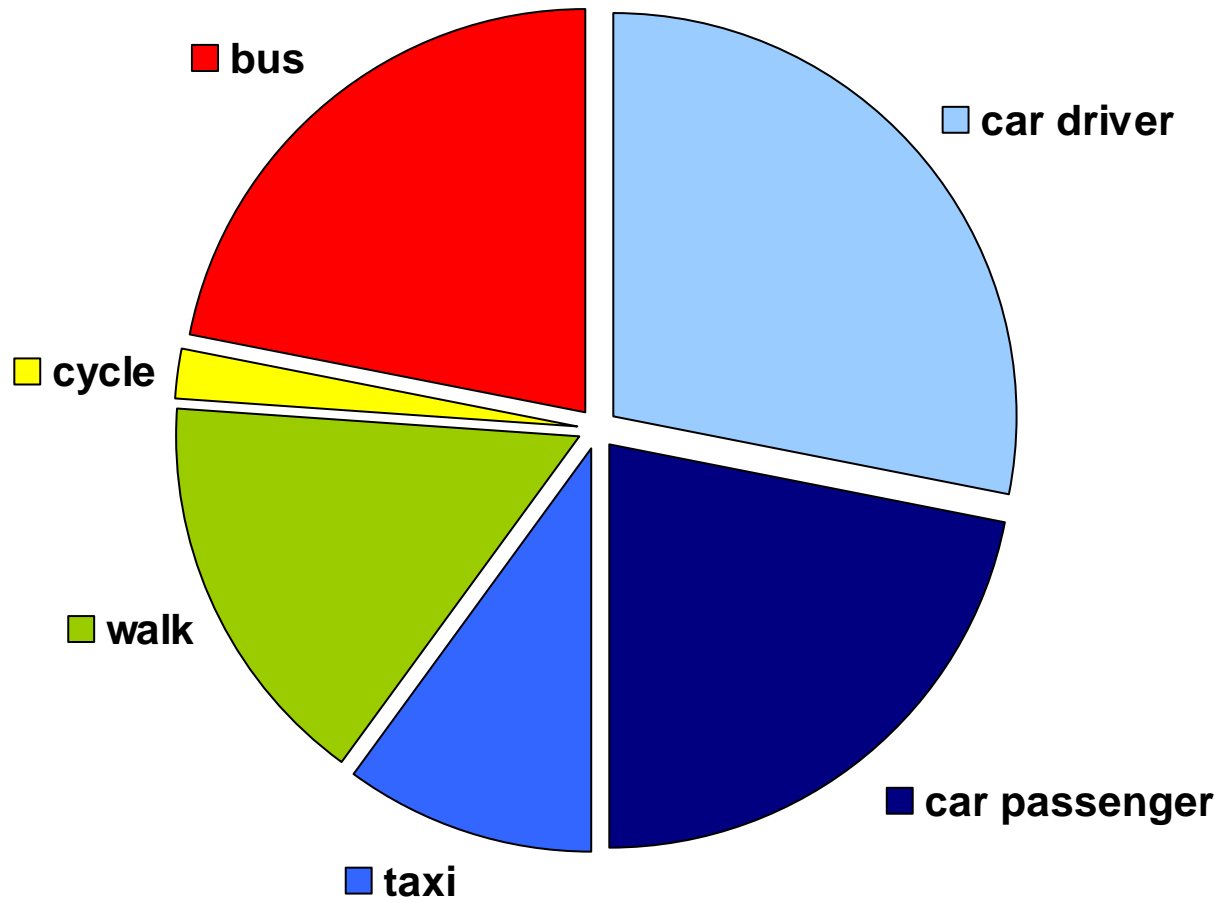
***A convenient & value for money
integrated ticketing product***



the issues

- **40% increase** in rail use in Britain in last 10 years
- further growth in rail use planned
- station **car parks at capacity**, so using price to manage demand
- car park **extensions expensive** & long lead time
- Britain's main bus & train operators keen to **offer customers integrated ticketing**
- **green transport agenda** becoming ever more important

how do customers get to the station ?



Journey Solutions

- commercial **partnership** behind **PLUSBUS**
- establish 1999 by Britain's six largest **bus & train operating Groups**
- **jointly funded** by operators and trade associations
- identified need for **nation-wide integrated ticketing** product
- **competition legislation** in Britain a significant barrier
- all towns & cities with **population over 80K** included



what are customers looking for ?

- **ease** - of ticket purchase and of use
- **convenience** - travel by bus anywhere around town, any time
- **value for money** - reduced price bus travel, cheaper than station car parking or taxi travel

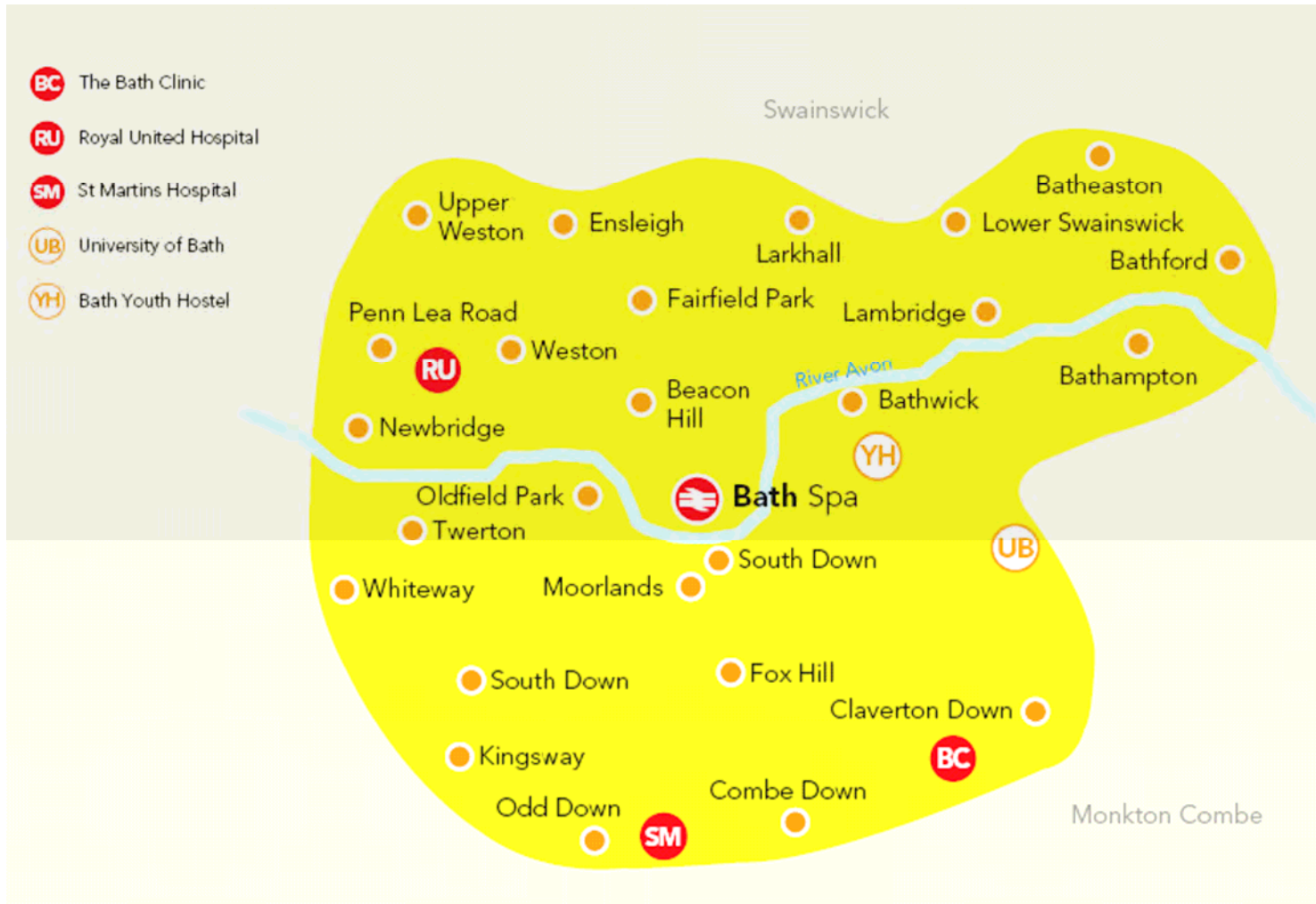


PLUSBUS customer offer

- **add bus travel to train ticket**
single; day return; period return tickets &
season tickets for 7-days, 1-month, 3-months, year
- **one easy transaction**, buy at station, or telephone
- **unlimited bus travel** around urban area of town
at start, finish, or both ends of train journey
- **all bus operators** participate
- exclusive, discount price travel
from **just £1 a day**



PLUSBUS zone map



PLUSBUS information poster



Continuing your journey around Bath Spa with PLUSBUS

Bath Spa PLUSBUS for unlimited bus travel in this zone:



Bus routes shown near Bath Spa to walk destinations:

destination	bus route	nearest stop
Alverton	3	Alverton
Clevedon	14	St James Street
Hampton	14	St James Street
Bradford	14	St James Street
Clonbe	14	St James Street
Upper Weston	3, 14, 101	St James Street
Lower Weston	3, 14	St James Street
Lydney	3, 14, 101	St James Street
Hampton	14, 101, 102	St James Street
Hampton	14, 101	St James Street
Hampton	14, 101, 102	St James Street
Hampton	14, 101, 102	St James Street
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Hampton	14, 101, 102	St James Street
Hampton	14, 101, 102	St James Street

See your Bath Spa PLUSBUS ticket, or buses run by:

First and Wilt & Dorset

where to catch your bus:



for bus departure times:

see timetable displays at bus stops, or call 0971 200 22 35



www.plusbus.info

PLUSBUS marketing

First national marketing campaign

- 750K promotional **leaflets** distributed at 900 stations
- 400 promotional **posters** on display at stations
- **display stands** at main London terminals
- articles inside **customer magazines**
- new promotional **website**



PLUSBUS achievements

- established integrated train & bus ticketing across **whole of Britain**
- available to **195 towns & cities** nationwide
- Britain only country in Europe to achieved this by **partnership of private, commercial companies**
- uses **existing ticketing** technology
- **47% increase** in ticket sales year-on-year



PLUSBUS objectives 2007

- complete **national coverage**
- establish new sales channels: **online** & self-service machines at stations
- greater **commercial focus**: set specific sales targets to monitor success




www.plusbus.info

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around town to
your train ticket

from
£2
a day

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