

DRAFT

Fares and Ticketing Strategy for Aberdeen City and Shire

Aim and Objectives

The overall aim of the fares and ticketing strategy is:

- *to work in partnership with operators to ensure that the travelling public are aware of, and have on offer, fares which represent value for money and ticket options which reflect their travel patterns.*

To enhance the image of the public transport product and, in turn, encourage passenger growth and revenue generation, fares and ticketing products will be developed which:

- *assist 'seamless' ease of travel for passengers thus enhancing the travel experience;*
- *provide perceived value for money and enhance the attractiveness of public transport services; and,*
- *speed passenger boarding and enable efficient service operation.*

Background

Across the Nestrans region there is a multiplicity of ticket types available to the travelling public, offered by a number of different operators. The two main operators of commercial services First in Aberdeen and Stagecoach Bluebird along with a number of other operators of commercial bus services provide a range of tickets to encourage customer loyalty, retain market share and maximise revenue flow. Aberdeen City and Aberdeenshire Councils also have a direct involvement by specifying the requirement to issue and accept certain ticket types on their respective supported bus services.

Under Sections 28 to 32 of the Transport (Scotland) Act, 2001, local authorities can determine what ticketing arrangements should be provided in their area and if unsuccessful in promoting these through voluntary agreement with operators, either individually or jointly introduce a ticketing scheme in all or part of their individual or combined area. These statutory powers provide for the introduction of certain types of through, multi-journey and multi-operator tickets, however such tickets must also comply with the Competition

Act, 1998. In this respect the subsequent 'Block Exemption'¹ in relation to ticketing schemes provides guidance on the application and enforcement of relevant domestic and European competition legislation.

The introduction of such integrated tickets by voluntary agreement with bus operators is preferable to the imposition of such tickets through the use of statutory legislation.

The statutory powers available to local authorities relate solely to the availability of certain ticket types and do not cover the price of such tickets. Local authority control over fare levels and fare structure is confined to supported bus services and do not extend to commercial bus services. Also local authorities have no powers to ensure participation by rail operators in any through ticketing or travelcard scheme.

Integrated Ticketing and Smart Ticketing

The terms 'integrated ticketing' and 'smart ticketing' are often interpreted differently between different stakeholders.

To avoid potential confusion the Department for Transport has adopted the following useful definitions²

- **Smart Ticketing** – is where the ticket is stored electronically on a microchip, commonly contained in a plastic smartcard and tickets are checked by presenting the smartcard to a smart reader.
- **Integrated Ticketing** – refers to tickets which are valid on more than one operator and/or mode of transport and do not have to be smart tickets.

As the Department for Transport's Smart and Integrated Ticketing Strategy acknowledges, smart ticketing infrastructure can facilitate better integration but does not in itself guarantee it, whilst the potential benefits of such technological investment will not be fully realised without further integration.

Potential Benefits

There are various benefits of simplified and integrated public transport ticketing systems, although clearly the nature and extent of the benefits will depend upon the ticketing system(s) adopted and the local operational environment.

¹ Competition Act 1998 (Public Transport Ticketing Schemes Block Exemption) Order 2001 (SI 2001 No 319) as amended by incorporating the changes made by SI 2005 No 3347.

² 'Smart and Integrated Ticketing Strategy, Department for Transport, 2009

A literature review undertaken by Booz & Co on behalf of the Passenger Transport Executive Group (PTEG) and which identified case studies from major urban areas across Europe, North America and Australia, concluded that the case studies only provided robust evidence of increased patronage with integrated ticketing³.

The review's key findings were that simplified and integrated ticketing led to substantial increases in patronage, in the range of 6% to 20%, with some transport modes experiencing increases of the order of 40%.

The study also concluded that there was:

- limited evidence to support increased revenues, with the reported increase varying widely from a 1% to a 12.6% increase in total revenue;
- limited quantitative evidence to support a link between modal shift and fare integration, with some studies suggesting an overall increase in public transport usage;
- some evidence to suggest improved satisfaction from fare integration primarily due to increased convenience and fare savings;
- limited evidence of faster boarding times as a result of integrated ticketing, with some transport modes experiencing in order of a 10% reduction in passenger in-vehicle time;
- limited evidence to suggest that integrated ticketing in isolation has reduced fares evasion; and,
- only anecdotal evidence to support a reduction in transaction and administration costs from simplified and integrated ticketing.

A further study of public transport e-ticketing across regulated and deregulated markets for the Association of European Metropolitan Transport Authorities⁴ has suggested the benefits of smart ticketing include:

- prevention of fraud;
- fare flexibility;
- improved multi-modal and multi-operator integration, especially where the method of operation requires accurate allocation of fares to private operators;
- reduction or elimination of survey costs;
- speed of passenger throughput, though this varies by mode;
- improved passenger convenience and ease of use;
- efficiency savings;
- ability to pay for other services with the same card;
- improved information for transport planning; and,
- improved image for public transport.

³ 'The Benefits of Simplified and Integrated Ticketing in Public Transport', PTEG, October 2009, UK.

⁴ 'Study on Electronic Ticketing in Public Transport', Final Report to the Association of European Metropolitan Transport Authorities (EMTA), May 2008

Current Situation

Commercial bus operators within the Nestrans region offer a variety of ticket types⁵. Both local authorities also specify certain ticket types that are to be issued and/or accepted on their respective supported services.⁶

In addition to operator specific ticket types there are four multi-operator integrated tickets available. These are:

- **Aberdeen PLUSBUS** – promoted by Journey Solutions, an independent but central government funded body, which provides for unlimited bus travel within Aberdeen City on the services of participating operators, First in Aberdeen and Stagecoach Bluebird (excluding night and tour services) when purchased as a day, weekly, monthly, 3-monthly or yearly ‘add-on’ to rail tickets from any UK rail station.
- **Westhill Bus** – promoted by First ScotRail and Stagecoach Bluebird and allowing through travel from any Scottish Station to/from Westhill.
- **Railbus** – promoted by First ScotRail allows passengers to travel to major destinations which are not on the rail network through the purchase of single or return tickets from Scottish Stations, and in partnership with Stagecoach Bluebird, includes Aboyne, Banchory, Ballater, Braemar, Fraserburgh and Peterhead in Aberdeenshire
- **Aberdeenshire Connect** – promoted by Aberdeenshire Council this voluntary transfer ticketing arrangement offers discounted multi-operator through travel for journeys requiring interchange at various dedicated Interchange points across Aberdeenshire, currently Ellon, Mintlaw, Fraserburgh, Oldmeldrum, Inverurie, Newmachar and Stonehaven.

Consideration has also been given to the introduction of *Granite Connexion*, a multi-operator day and weekly travelcard offering unlimited travel within Aberdeen City on the services of participating operators.

The current multiplicity of fare levels, fare structures and ticket types can undermine confidence in public transport, particularly amongst irregular or non-users, who are not necessarily aware of some of the best value tickets. This is compounded by the lack of any single source of fares and ticketing information and reflected in the 2011 Bus Passenger Satisfaction Survey (BPSS) which revealed that only 66% of Aberdeen City and 58% of

⁵ The current ticket types available, by operator, are listed in Appendix A.

⁶ Details of ticket types specified on Council supported services are listed in Appendix B.

Aberdeenshire bus users considered the range and price of tickets easy to understand.⁷.

The availability of single operator day and multi-journey and season tickets such as First in Aberdeen's *FirstDay* tickets and Stagecoach Bluebird's *Megarider* tickets, which are attractively priced in comparison to single tickets, contribute to the maintenance of existing ridership and assist in attracting new users. This is reflected in the 2011 Bus Passenger Satisfaction Survey (BPSS) which revealed that 74% of Aberdeen City and 72% of Aberdeenshire bus users were satisfied/very satisfied with the value for money of local bus fares⁸.

However, the lack of multi-operator transfer tickets and multi-operator travelcards reduces the attractiveness of public transport both to users and non-users. Three related fares and ticketing issues are that passengers do not have:

- the flexibility to board the first bus to their destination where a corridor is served by more than one operator, if they have already purchased a better value single operator multi-journey ticket;
- the opportunity to avail themselves of a discounted return ticket if their return trip involves the use of a different operator from the inbound trip; and,
- the ability in some circumstances to purchase value for money transfer tickets where their journey involves interchange between different operators.

Aberdeenshire Council go some way to ameliorate these issues through the promotion of *Aberdeenshire Connect* and by requiring operators of supported services to honour tickets of other operators; however these issues prevail across the Nestrans area and should be addressed.

Related Issues

Exact Fare

First in Aberdeen operates an 'exact fare' policy on all their local bus services requiring passenger to tender the correct fare on boarding. This system assists in reducing boarding times and any inconvenience to passengers is ameliorated by the availability of 'off-bus' ticket products, day tickets and family tickets. The need to have 'the correct change' when boarding, can however be off-putting particularly for infrequent and non-bus users.

Concessionary Travel

⁷ These figures compare unfavourably with the comparable statistic from the Scottish Household Survey of 87% of the general public

⁸ These figures compare favourably with the Department for Transport's comparable Quality Bus Indicator of 74% of bus users in non-metropolitan areas.

The Scottish Government's Scotland-wide free bus scheme provides concessionary travel on local bus services for elderly and disabled persons. This national scheme is augmented in Aberdeenshire with a local concessionary travel scheme which provides free travel for similar groups on 'scheduled' community transport services and those demand responsive transport services in Aberdeenshire that are not registered local bus services but which fulfil a role in the overall public transport network.

The Scotland-wide concessionary travel scheme for young people, promoted by the Scottish Government provides discounted bus and rail travel for 16-18 year olds and full-time Project Scotland volunteers up to the age of 25. In the case of bus services the discount amounts to a 1/3rd reduction in single fares and therefore in many instances is less attractive than commercially discounted multi-journey tickets.

Carnets and Stored Value Tickets

Carnets are 'strips' or 'packs' of tickets purchased in advance with each 'strip' or individual ticket valid for a single trip, such as the recently superseded multi-operator *Strippenkart* in The Netherlands and First in Aberdeen's *Carnet* ticket. Although they provide a number of benefits to both passenger and operator they are not well suited to complex fare structures such as those which exist in Aberdeen City and Shire and the United Kingdom's deregulated bus network in general.

Stored value tickets are tickets which are pre-loaded, preventing the need to tender a fare each time a trip is made, and which can be topped up as and when necessary. Historically, such tickets came in the form of magnetic cards such as First in Aberdeen's *FareCard* but these have a number of potential disadvantages in terms of durability. New technology such as smartcards and mobile phone based applications offer distinct advantages in terms of ease of passenger use and may assist in correct operator reimbursement, particularly if linked to integrated ticketing arrangements as is the case with Transport for London's *Oyster*.

On-street Ticket Machines

Kerbside and on-platform ticket machines are commonplace in many continental bus and tram networks and have been installed in London, Reading and Edinburgh. In the case of Central London and many continental cities, high levels of use arise as on-bus ticketing is discouraged through higher pricing or by being precluded entirely. Such machines can be expensive to maintain and administer and difficulties can arise in ensuring operators are reimbursed fairly, however with widespread passenger use they can reduce boarding times, thus reducing journey times, increasing service reliability and reducing both congestion and pollution⁹.

⁹ One-third of Aberdeen City bus users indicated in the 2010 Bus Passenger Satisfaction Survey that they would use on-street ticket machines if available

On-street conductors issuing tickets to queuing passengers can also bring similar benefits. This practice of off-bus ticketing has been recently adopted at Ellon Park and Ride using mobile electronic ticket machines (ETM's) in order to improve peak boarding times.

Legislative Background

Transport Act, 1985

Under the Transport Act, 1985, local authorities have a statutory duty to decide what local bus services are required to meet the travel needs of the area and, in turn, have powers to secure the provision of socially necessary bus services to augment those provided commercially. In doing so under their contractual conditions they can specify the fare to be charged and the ticket types to be issued and/or accepted.

Transport (Scotland) Act, 2001

The Transport (Scotland) Act, 2001, saw additional powers being granted to local authorities to enable the creation of statutory Quality Partnerships and Quality Contracts. Only the latter provides for control over fare levels as the authority has the ability to “grant to another person the exclusive right to operate the local services to which the contract relates; and that person undertakes to provide those services on such terms (including in particular as to frequency, fares and standard of service) as may be specified in the agreement”.

The Transport (Scotland) Act, 2001 also enables local authorities individually or jointly to designate multi-operator ticketing schemes with powers of compulsory participation by bus, but not train, operators. Any bus operator failing to participate may be penalised by the Scottish Traffic Commissioner. Under such schemes local authorities can specify certain ticket types that operators must make available to passengers, but they cannot require operators to promote them nor can they determine their price.

The use of such powers should be seen as a ‘method of last resort’ and operators should be encouraged to participate in multi-operator ticketing arrangements on a voluntary and partnership basis, as is the case with *Aberdeenshire Connect* and the proposed *Granite Connexion*.

With either a voluntary ticketing arrangement or compulsory ticketing scheme the local authority can administer the arrangement/scheme but is not required to do so.

However, there remains no provision for local authorities to set the price of tickets under a scheme.

Competition Law and the Ticketing ‘Block Exemption’

The most restrictive and complex aspect of multi-operator ticketing relates to competition law, with the Competition Act, 1998, prohibiting commercial undertakings from colluding on prices, market fixing or in sharing commercial information. In this respect a local authority is deemed a commercial undertaking in situations where they retain the revenue on supported services through the use of 'minimum cost' contracts. Commercial operators may also not undertake anti-competitive practices such as preventing participation in a ticketing arrangement by another operator.

To assist in the introduction of new joint ticketing arrangements and in order to allow maintenance of existing schemes, the Office of Fair Trading (OFT) published the 'Block Exemption'¹⁰.

In general, the 'Block Exemption' requires that any arrangement/scheme:

- is open to all potential operators with no restrictive entry conditions;
- does not restrict operators in terms of the services they provide nor the fares they charge; and,
- limits the exchange of commercial information to that required for the administration of the arrangement/scheme.

Regarding the price of tickets OFT guidance states that:

"Any agreement concerning fares will... be subject to the provisions of the Competition Act. Fixing the price of tickets is a breach of the Competition Act. The block exemption does, however, permit operators to agree the price of a multi-operator Travelcard."

Although it is clearly preferable to follow the requirement of the 'Block Exemption' and many operators will insist that this is the case if they are to participate in an arrangement on a voluntary basis, other arrangements can be promoted provided they are not anti-competitive and do not breach competition legislation.

Aberdeenshire Connect, for example, does not conform to the 'Block Exemption' but in promoting the transfer ticketing arrangement informal advice was sought from the OFT and as the ticketing arrangement essentially involves transfer between supported bus services and commercial mainline services, no concerns were raised.

Also, by adhering to the 'competition test' introduced under Section 37 of the Transport (Scotland) Act, 2001 (and Schedule 10 of the Transport Act, 2000 in England and Wales) a local authority which makes a ticketing scheme which has an adverse effect on competition, will not be subject to action under the Competition Act, 1998.^{11 12}

¹⁰ Competition Act 1998 (Public Transport Ticketing Schemes Block Exemption) Order 2001 (SI 2001 No 319) as amended by incorporating the changes made by SI 2005 No 3347

¹¹ The Transport Act 2000 and the Transport (Scotland) Act 2001: Guidance on the Competition Test, Office of Fair Trading, October 2003.

This is provided the ticketing arrangement or scheme is intended to achieve any of the following 'bus improvement objectives':

- improved quality of vehicles or facilities for local bus services
- local bus service improvements of substantial benefit to users; and/or
- reduction or limitation on traffic congestion, noise or air pollution

And, the effect on competition must be or likely to be proportionate to the achievement of these objectives.

In determining whether this 'competition test' is met, three stages should be followed:

- an assessment of whether there is a significantly adverse effect on competition and if yes;
- whether this is justified in terms of one or more of the 'bus improvement objectives; and
- and whether the effect on competition is proportionate, in terms of the balance of any passenger benefits against the detriment to competition.

Consideration must also be given to whether all aspects of the ticketing scheme are necessary in respect of achieving the 'bus improvement objectives'.

Finally, a transport authority can ask the OFT to confirm whether or not the competition test is met.

Local Transport Act 2008: Qualifying Agreements

Although this legislation relates primarily to England and Wales, competition legislation is not a devolved matter.

The Local Transport Act, 2008 introduced the concept of qualifying agreements in relation to the 'competition test' where the agreement is only between bus undertakings. Any such agreement not certified by a local transport authority is required to meet the competition test in Section 9 of the Competition Act 1998, whilst those certified by a local transport authority must meet the 'competition test' set out in The Local Transport Act, 2008.

An English or Welsh LTA can certify a qualifying agreement provided that it:

- is in the interests of those using local services in the area of the local transport authority; and,

¹² Guidance for Bus Operators and Transport Authorities in Scotland on Competition Issues in Respect of Statutory Quality Partnerships and Other Agreements, Scottish Government, July 2010.

- does not impose restrictions that are not indispensable to the attainment of 'bus improvement objectives'.

However, as certification is defined in terms of the Local Transport Act, 2008, operator qualifying agreements cannot be certified by Scottish transport authorities and therefore require to meet the more onerous competition test in Section 9 of the Competition Act 1998.

Again, this legislation made no provision for local authorities to set the price of tickets under a scheme.

Competition Commission: Remedies

Following an investigation into the local bus market, the Competition Commission has concluded that there are features of the market that result in an Adverse Effect on Competition (AEC).

In December 2011 the Competition Commission published its final report outlining a package of remedies required to remedy the AEC and related customer detriment, and in doing so recognised the importance of effective and competitively priced multi-operator tickets in engendering market entry and in providing passenger benefit.¹³

The Competition Commission recommend increasing the number and effectiveness of multi-operator ticketing schemes, by giving local transport authorities additional powers to introduce and reform ticketing schemes on terms that make them effective and attractive to passengers. They also recommend changes to the Ticketing Block Exemption regarding: revenue sharing arrangements for multi-operator individual tickets; and, the types of e-purse that are acceptable under competition law.

In relation to pricing, they advocate that the price of a multi-operator ticket should be derived from single fares using the following methodology:

- Multi-operator ticket fare = average or median single fare x estimated ticket usage x discount for a multi-journey ticket.

The Competition Commission also sets out principles for a balanced set of governance arrangements which permit all stakeholders interests to be taken into account, without any individual stakeholder having a disproportionate level of influence.

Although welcome, aspects of the Competition Commission's proposals will require new legislation and as such can not be implemented in the short term.

¹³ http://www.competition-commission.org.uk/inquiries/ref2010/localbus/final_report.htm

Ticket Types under the Block Exemption

The 'Block Exemption' provides for four types of integrated multi-operator tickets

Multi-operator Travelcards (MTCs)

MTCs are tickets that permit unlimited travel within a specified geographical area for a defined period of time or less commonly a set number of trips within a geographical area. Examples of such tickets are SPT's *ZoneCard* and the proposed *Granite Connexion*.

In terms of the 'Block Exemption' operators may agree a common price for the ticket. Revenue raised from the sale of such tickets may be redistributed on any reasonable basis, provided, in most instances; it is not done based on single fares.

Transfer or Through Tickets (TTs)

These are tickets that allow one or more journeys using two or more complementary services. An example of such a ticket is *Aberdeenshire Connect*.

Under the 'Block Exemption' the price of the ticket must not be set by operators jointly, rather each participating operator must independently set their own price and establish a 'posted price' for their component of the through journey. The 'posted price' is the amount of reimbursement that an operator charges another operator for honouring a through-ticket that the other operator has issued.

Multi-operator Individual tickets (MITs)

These 'inter-available tickets' are any multi-operator tickets that do not fit into the preceding categories and are subject to stringent conditions, namely any participating operator must also make available equivalent tickets that are only valid on their services and all revenue must 'lie where it falls' i.e. the revenue must be retained by the operator who issues the ticket.

Add-on Tickets (short and long distance)

Add-on tickets provide for a area wide travel on one leg of a multi-stage journey and are separately defined from through tickets by the OFT as in this case participating operators are permitted to agree the 'posted price' for the ticket. *Aberdeen PLUSBUS* is an example of an add-on ticket.

Examples of Leading Practice

Whilst there are numerous examples of Good Practice in fares and ticketing, Best Practice will vary depending upon local operational and market conditions.

Given the need to tailor ticket options to local conditions, this section does not advocate any specific ticketing products but rather highlights interesting examples of alternative ticketing products that are available elsewhere and which are considered worthy of further consideration.

There are a myriad of potential examples which reflect different types of product, ticketing arrangements and technological applications.

It should be noted that some ticketing products are dependant upon either the underlying ticketing arrangement in the case of multi-operator tickets and/or the available technological platform. Smartcards are not a solution in themselves, as it has been noted that until the advent of *Oyster* with fares capping in 2005, the magnetic stripe cards introduced in Singapore in 1990 provided similar or greater system and technical capability than any intervening smartcard application¹⁴.

The following categorisation is therefore only for ease of discussion.

Ticketing Products

Some specific and generic ticketing products worth highlighting are:

- **Transfer tickets** – Transfer tickets are commonplace on rail systems and on tram and bus systems in continental Europe where a single ticket permits onward travel often within a set time period such as 45 or 60 minutes.

Such products can help address the inconvenience and associated financial penalty of interchange faced by infrequent passengers for whom travelcards, if available, do not represent good value. Such tickets are normally linked to zonal fares systems whereby a flat fare permits travel anywhere within a single zone or between one or more zones.

- **'Any 5 Day' ticket** – promoted by the Oxford Bus Company, this is in effect a carnet of five day tickets offering unlimited travel over their network of services, with a validity of one year from the date of purchase.
- **Oyster**– promoted by Transport for London this smartcard multi-modal ticket permits cashless travel across the majority of public transport services within London.

¹⁴ 'Smart Cards – their use in Integrated Transport and beyond', J Meal, paper presented at Information and Interchange Conference, 28 June 2005.

Oyster cards have two functions: they can be used with both standard season tickets and/or as an e-purse. For user flexibility when making a journey the system first looks up whether an appropriate period ticket has been loaded on the card and only charges the e-purse in the absence of such a season ticket. For further user convenience, journeys debited from the e-purse are charged incrementally, up to and capped at the price of the appropriate day ticket.

- **Suica** – promoted by JR East (East Japan Railway Company) and with over 30 million in circulation *Suica* is a cutting edge RFID smartcard for travel on most buses, subways and trains in the Greater Tokyo, Sendai and Niigata regions.

Like *Oyster*, *Suica* can be used as an e-purse or to store season tickets. While the primary use of the card is for public transport, it can also be used in taxis and as electronic money for general purchases at stores and kiosks and, in addition at supporting on-line shops.

A number of variants are available including: the *VIEW Suica* which pairs the prepaid *Suica* with a credit card; a *Bic Suica* which serves as a store point card, general use *Suica* and credit card; a *JALCARD Suica* which in addition to having *Suica* and credit card functionality acts as an electronic boarding pass for JAL operated domestic flights; and, a *Mobile Suica* enabling mobile phone users to use *Suica* via their phone instead of a card with for example the option to allow *Suica* charges to be added directly to a phone bill.

- **Arriva M-ticketing** – believed to be the largest such application in the world, passengers can purchase day, weekly, 4-weekly, annual and student saver bus tickets using any GPRS mobile phone.

◀ Tickets are paid for through a pre-registered bank card or by cash via a Paypoint outlet or Arriva travel shop. The ticket, can be then activated on the day and time of travel, is displayed on the mobile phone screen and then shown to the driver.

Ticketing Arrangements

- **Greater Manchester** – within the area covered by Transport for Greater Manchester (TfGM), various *System One DaySaver* bus, tram and train day travelcards are available along with 7-day, 28-day and annual *System One Travelcards* for bus or bus and train travel.

The provision of these travelcards is incorporated in the Greater Manchester Ticketing Scheme which has been developed under Sections 135 to 138 of the Transport Act, 2000 and which provides for compulsory operator participation.

Outside London, the System One travelcard product range is the largest integrated multi-operator ticketing scheme in the United

Kingdom and the *System One DaySavers and Travelcards* are accepted universally by all bus, tram and train companies operating in Greater Manchester.

System One Travelcards are promoted by Greater Manchester Travelcards Limited (GMTL), a limited company co-owned by Greater Manchester's private bus, rail and tram operators and Transport for Greater Manchester with the company determining the availability and prices of the tickets along with the principles of revenue allocation.

- **Cheshire** – Cheshire's Integrated Transport Service has developed and promoted the pay-as-you-go stored value *Cheshire Travelcard* on behalf of four unitary authorities and with the assistance of local bus companies. By April 2011 the smartcard was accepted on 140 bus routes of six operators and can be used to purchase single, return and 10 journey tickets as well as weekly and monthly passes. Underlying the electronic ticketing platform is a commercial ticketing agreement whereby the participating operators offer passengers with *Cheshire Travelcards* a discount of up to 30% off the price of standard single and return tickets
- **Nottingham** – a Nottingham City Council ticketing arrangement has brought together all operators in the area to permit unlimited multi-operator travel on all buses, trams and trains with the Greater Nottingham area and on trams to/from Huchnall.

Promoted under the *Kangaroo* banner, day tickets are sold individually on bus, tram or and in advance as 10 ticket carnets from travel centres and a rail station. Monthly, 3-monthly, 6-monthly and annual season tickets are also available from a travel centre.

- **Oxford** – Under the auspices of *Oxford Smartzone*, Stagecoach Oxfordshire, Oxford Bus Company and Oxfordshire County Council have worked in partnership to launch coordinated timetables and smarter ticketing on Oxford's main bus routes.

The integrated ticketing component is based on a qualifying agreement between the bus companies, certified by Oxfordshire County Council and covers travel on all buses run by Stagecoach, Oxford Bus Company and Thames Travel in and around Oxford as far as Kidlington, Begbroke, Wheatley, Kennington, and Cumnor.

Under the agreement various joint ticketing arrangements have been agreed. Return and day tickets issued by each operator are accepted on all services (with a number of minor exclusions e.g. night bus services). In addition three further types of *Oxford Smartzone* travel products are available: 1-week, 4-week, 13-week and annual season tickets; multi-trip tickets valid for 12 journeys; and 5-day carnets. The latter are e-ticketing products and can be loaded onto Oxford *Smartzone* smartcards or those smartcards of the participating

operators: Stagecoach Oxfordshire's *StagecoachSmart* cards; and, Oxford Bus Company's *theKey* cards.

Technological Platforms

- **ITSO** – ITSO is a government backed non-profit making organisation formed to support, facilitate and enable the delivery of smart integrated and interoperable ticketing. In doing so they have developed the ITSO Specification, the UK's defined technical standard for smart ticketing.

“The Specification defines the key technical items and interfaces that are required to deliver interoperability between both, components of a smart ticketing system – smart media, point-of-service terminals and back offices, and between separate ticketing systems. The purpose of the ITSO Specification is to provide a platform and a tool-box for the implementation of interoperable contactless smart customer media in public transport ticketing and related services”¹⁵

- **Contactless RFID Smartcards** – Traditionally ‘smart tickets’ comprised paper and plastic cards with either machine readable magnetic stripes or chips with open electrodes that can be read by specialist card reading terminals. Now commonplace is Radio Frequency Identification (RFID) contactless smartcards, first implemented in 1997 in Hong Kong under the *Octopus* label, where the transaction is enacted using radio waves without the need for physical contact between the smartcard and card reader.

Five ways of using such contactless smartcards to pay for transport have been identified¹⁶:

- bank credit/debit cards which can be used contactlessly without the need for PIN authorisation for lower value transactions e.g. *Visa payWave Retail*;
- contactless smartcards for purchasing flat fares where a set amount is deducted ‘on-bus’ from the e-purse with no need for a back-office;
- contactless smartcards for distance based fares where it is necessary for the passenger to touch in and touch out;
- contactless smartcards for variable fares where the back-office calculates, on a daily basis, the fare(s) to be charged based on the journeys recorded; and,
- hosted application cards which consists of two cards combined into one without integration of the travel and payment functions, e.g. *Barclays OnePulse* which is a bank card with *Oyster* capability (preloaded with either a season ticket or ‘pay as you go’).

¹⁵ <http://www.itso.org.uk/page49/ITSO%20Specification>

¹⁶ ‘Contactless Payment Cards: The Future for Integrated transport?’ J. Davidson, 2011, conference paper presented at ‘A Smart Future for Transport’ Conference, 26 May 2011, London.

- **NFC enabled mobile phones** – Mobile handsets with near-field communications (NFC) payment technology embedded have been available in, for example, Japan for a number of years but such wallet phones have only recently been sold in the UK¹⁷. NFC applications are really a variant of RFID technology but allow the devices to be slightly further apart and are designed for the payment of low value transactions, currently usually involving cash, by simply swiping a mobile phone over a contactless reader. Stated consumer benefits over contactless smartcards include¹⁸:
 - an NFC enabled phone can hold more than one ticket from more than one transport operator;
 - a passenger can easily choose which application to use from a menu or have a default setting;
 - they are less susceptible to ‘collision’ where, if a wallet containing more than one contactless card is presented to a reader, the reader may not be able to differentiate the correct card; and,
 - tickets can be managed anywhere and on the move, e.g. season tickets can be renewed over the air.

Orange has estimated that half of all smartphones added to its range in 2011 will be NFC enabled¹⁹, whilst it has been estimated that 50 million of such smartphones are currently available worldwide.²⁰

NFC enabled mobile phones also have the advantage of providing not just a passenger friendly ticketing platform but also a means of disseminating information direct to the customer. In addition to facilitating ticket transactions, other related functionality includes the ability to download pre-purchased tickets to the phone from NFC enabled ticket machines/information terminals.

◀ An example of a major NFC applications is *RMV-HandyTicket* in Frankfurt am Main where a passenger on arriving at any of the city’s 2,200 stops or stations equipped with passive radio chips, labeled ConTags, can purchase a single or day ticket for travel within the City and to/from Frankfurt Airport, with the cost of all acquired tickets being billed at the end of the month. In addition, passengers can also access real time information by simply touching their phone to the ConTag.

Strategic Context

Although the Scottish Executive’s Bus Action Plan makes no direct reference to integrated ticketing, the National Transport Strategy (NTS) outlines how

¹⁷ <http://www.zdnet.co.uk/news/mobile-it/2011/01/28/nfc-enabled-mobile-phone-payments-to-launch-in-uk-40091590/>

¹⁸ ‘NFC in Public Transport’, NFC Forum, January 2011, Wakefield, MA, USA.

¹⁹ <http://www.readwriteweb.com/mobile/2011/02/new-nfc-enabled-phones-to-hit-europe.php>

²⁰ <http://www.mobilecommercedaily.com/2010/11/30/50m-nfc-enabled-mobile-devices-to-hit-the-market-in-2011-inside-contactless>

smart and integrated ticketing can contribute to the strategy's three high level aims of: improved journey times and connections; reduced emissions; and, improved quality, accessibility and affordability.

Nestrans Bus Action Plan

The Nestrans Bus Action Plan (BAP)²¹ makes reference to fares and ticketing: highlighting that bus fares in Aberdeen City are perceived to be high, particularly in relation to car parking charges; and, recognises the co-operation between operators and Aberdeenshire Council in relation to through ticketing which has helped to address the financial penalties associated with interchange.

A hierarchical approach to ticketing is advocated, with the following range of tickets recommended:

- single tickets;
- day tickets
- day tickets (multiple operators);
- season tickets
- season tickets (multiple operators);
- travelcards (multiple operators);
- bus-rail through tickets; and
- bus-bus through tickets.

The Bus Action Plan, in acknowledging there are a variety of ways of delivering such a range of tickets, proposes that this may revolve around the use of smartcards which can act as electronic purses allowing passenger to pay fares using the stored money on their card, regardless of operator.

The use of smartcards would, it is suggested, also allow for the development of *Oyster* style capped pricing whereby passengers are charged the cheapest fare for the combination of journeys they make, without the need for selecting the correct product to achieve this result in advance. Smartcards, it is argued, could be developed in liaison with Transport Scotland and that the ITSO-compliant electronic ticket machines that have recently been installed on all vehicles operating local bus services in the Nestrans area will also be of assistance should such an initiative be pursued.

BPIP Buchan and King Street Corridor Action Plan

The Action Plan for the Buchan and King Street Corridor which has been developed under the Bus Punctuality Improvement Partnership (BPIP) between, Nestrans, Aberdeen City Council, Aberdeenshire Council, First and Stagecoach Bluebird includes five actions related to ticketing:

- development of a multi-operator ticket for Aberdeen City;

²¹ Bus Action Plan for North East Scotland, Volume 2, December 2009, http://www.nestrans.org.uk/db_docs/docs/Nestrans_BAP_Final_Vol_2_FINAL.pdf

- piloting the use of hand-held ticket machines for off-bus ticketing at Ellon Park and Ride, to speed boarding;
- the development of additional operator specific multi-journey tickets to provide discounts for regular travelers;
- promotion of season tickets and farecards, to speed boarding; and
- explore the benefits of off-bus ticketing and smartcards.

Fares and Ticketing Action Plan

Acknowledging the significant constraints that are placed upon both local authorities and operators in promoting multi-operator integrated ticketing arrangements as a consequence of competition legislation and the deregulated public transport market various Actions have been identified that are considered both desirable and deliverable.

The Actions are itemized in Table 1 along with the main potential benefits that will ensue. Also listed are the time-scale envisaged in implementation, reflecting the priority and complexity of the issue, along with the partner organization(s) responsible for delivery.

Short-term Actions are considered deliverable within a 9 month timescale, medium term Actions within 9 – 24 months and long term Actions will, it is envisaged, require a minimum of 2 years to progress.

The effects of the Fares and Ticketing Strategy will be monitored through three main sources:

- annual and 'one-off' customer satisfaction surveys;
- passenger usage trends supplied by operators; and,
- monitoring of any complaints and/or compliments received by Aberdeen City and Aberdeenshire Councils.

The monitoring results will be reported on an annual basis to the Local Authority Bus Operators Forum and Nestrans Board and the Strategy reviewed as appropriate in light of the monitoring process.

**Table 1:
Aberdeen City and Shire Fares and Ticketing Action Plan**

Action	Benefits	Time-scale (priority)	Responsibility	Comments
1 Supported Bus Service Fares				
1.1 Set supported bus service fares to broadly reflect prevailing commercial fare levels.	Ease of issue; Ease of administration; Minimize Passenger Confusion	Short-term	Aberdeen City and Aberdeenshire	Current Aberdeenshire policy. Aberdeen City supported services fares are specified on a service by service basis and do not directly reflect commercial pricing.
1.2 Where possible, simplify supported bus service fare structures.	Ease of issue; Ease of administration; Minimize Passenger Confusion; Assist in implementation of multi-operator tickets and on-street ticket machines	Medium-term	Aberdeen City and Aberdeenshire	Simplification may create more significant 'jumps' in fare levels; upon implementation there may be 'winners' and 'losers'.
1.3 Specify the sale on supported bus services of discounted child fares, including 'half-fare' single fares.	Encourage passenger use by young persons	Short-term	Aberdeen City and Aberdeenshire	Current Aberdeenshire policy stipulates child singles are priced at half the adult single fare rounded down to the nearest 1p. Aberdeen City child singles vary as a

				proportion of adult fares by and within services.
2 Commercial Bus Service Fares				
2.1 Encourage operators to, where possible, simplify commercial bus service fare structures.	Ease of issue; Ease of administration ; Minimize passenger confusion; Assist in implementation of multi-operator tickets and, if applicable, on-street ticket machines.	Medium-term	Aberdeen City, Aberdeenshire, Nestrans	Simplification may create more significant 'jumps' in fare levels; on implementation there may be 'winners' and 'losers'.
3 Supported Bus Service Tickets				
3.1 Set attractive and simple levels of discount for supported bus service return tickets and multi-journey tickets.	Encourage greater passenger use	Short-term	Aberdeen City and Aberdeenshire	May lead to passenger confusion with differential discounts between supported and commercial services
3.2 Incorporate the issue and acceptance of appropriate multi-operator tickets as a condition of all supported bus service contracts.	Encourage greater passenger use; Set example to commercial sector.	Short-term	Aberdeen City and Aberdeenshire	May increase revenue costs of providing 'minimum cost' supported services due to perceived or actual reduction in supported service operator revenue e.g. in the case of return tickets where revenue 'lies where it falls'
3.3 Specify the sale on supported bus services of range of	Encourage greater passenger use; Increase social	Short-term	Aberdeen City and Aberdeenshire	Current Aberdeenshire policy provides for family return tickets (2 day adults and

discounted 'family/group' tickets.	inclusion.			two children or one adult and up to three children) for the price of two adult returns for the equivalent journey. Family tickets are not specified on Aberdeen City supported services.
3.4 Permit the sale of commercial tickets at commercial fare levels on supported bus service journeys that are provided on predominantly commercial routes.	Ease of issue; Ease of administration; Minimize passenger confusion; Minimize driver confusion.	Short-term	Aberdeen City and Aberdeenshire	Current Aberdeenshire policy
4 Commercial Bus Service Tickets				
4.1 Encourage operators to provide commercial multi-operator ticketing products.	Speed passenger boarding, improving journey times and reliability and reducing emissions. Encourage greater patronage use by those 'regular' travelers who do not use the bus enough to benefit from season tickets	Short-term	Aberdeen City, Aberdeenshire and Nestrans	Plusbus is an example of such a multi-operator, multi-mode commercial ticketing product. Need to ensure relevant 'competition test' is met.
4.2 Encourage the sale of a range of discounted 'family/group' tickets on	Encourage greater passenger use; Increase social inclusion.	Short-term	Aberdeen City, Aberdeenshire, Nestrans	Both major commercial operators currently offer 'family/group' tickets.

commercial bus services.				
5 Multi-operator transfer tickets				
5.1 Maintain and/or introduce <i>Aberdeenshire Connect</i> multi-operator transfer tickets, where passenger and other benefits will ensue.	Encourage greater passenger use; Ease of passenger use (seamless travel); Assist in maintaining 'level playing field' for prospective operators of supported services	Short-term	Aberdeenshire	Only really applicable for supported feeder bus to commercial mainline bus interchange given competition legislation.
5.2 Consider the options for an <i>Aberdeenshire Connect plus</i> ticketing product (i.e. an <i>Aberdeenshire Connect</i> multi-operator transfer ticket plus add-on for onward/return travel within Aberdeen City).	Encourage greater passenger use; Ease of passengers use (seamless travel).	Medium-term	Nestrans, Aberdeen City and Aberdeenshire	May not be required if appropriate multi-operator travelcard options are developed.
6 Multi-operator travelcards				
6.1 Promote, and encourage operators to participate on a voluntary basis, in a joint ticketing arrangement providing for multi-operator travelcards across the Nestrans region	Encourage greater passenger use; Ease of passengers use (seamless travel).	Medium-term	Nestrans, Aberdeen City, Aberdeenshire	Legislation precludes transport authorities from setting the price of multi-operator ticket products. Such pricing must be 'operator led'.

on a zonal basis ²² , with a phased implementation.				
7 Multi-operator 'add-on' tickets				
7.1 Encourage bus and rail operators to continue to develop, and participate in, rail-bus 'add-on' through tickets.	Encourage greater passenger use; Maximize travel opportunities afforded by the public transport network; Ease of passengers use (seamless travel).	Short - term	Nestrans,	No local authority powers of compulsory participation in the case of rail operators.
8 Administrative issues				
8.1 Provide an electronic ticket machine (ETM) back office for 'smaller operators'.	Encourage small operators to enter the local bus service market; Assist in operator participation in multi-operator ticketing.	Short-term	Aberdeenshire	Almex back-office operational, providing support for Almex Optima and Mobile ETMs. In addition, to assist 'small operators', Aberdeenshire provide a back-office facility for Stagecoach Bluebird under a SLA for off-bus ticketing at Ellon Park and Ride.
8.2 Facilitate a revenue redistribution facility for multi-operator ticketing arrangements.	Assist and encourage operator participation in multi-operator ticketing through operation of 'impartial' reimbursement facility.	Short-term	Aberdeenshire	Aberdeenshire currently provide this facility for <i>Aberdeenshire Connect</i> . The optimal revenue redistribution facility will depend upon the ticketing arrangement(s) and/or technological

²² Potential travelcard zones are detailed in Appendix C.

				platform(s) adopted.
9 Information				
9.1 Lobby Traveline to hold and disseminate fares information.	Increase public understanding of price and range of tickets.	Medium-term	Aberdeen City, Aberdeenshire and Nestrans	The required 'national' data is extensive and is subject to ongoing change with no statutory minimum period of notice. The difficulty of providing such a service in a deregulated market is therefore significant.
9.2 Provide fares and ticketing information on the Councils' corporate web sites.	Increase public understanding of price and range of tickets.	Medium-term	Aberdeen City and Aberdeenshire	Currently relatively low level of understanding by passengers in Aberdeen City and Aberdeenshire. This Action can only be effectively implemented with on-going assistance from operators.
9.3 Encourage operators to provide clear and comprehensive information on fares and ticketing.	Increase public understanding of price and range of tickets.	Short-term	Aberdeen City, Aberdeenshire Nestrans	Currently relatively low level of understanding by passengers in Aberdeen City and Aberdeenshire.
10 Promotion				
10.1 Promote and publicise multi-operator tickets and single operator discounted ticket products.	Greater passenger knowledge of available ticketing options; improved perception of value for money	Medium - term	Aberdeen City and Aberdeenshire	Limited space available on bus stop publicity cases; multitude of existing products; need to ensure impartiality. Include such information on corporate web sites.

11 E-ticketing and Smartcards

11.1 Investigate the options for the introduction of an ITSO compliant interoperable e-purse that could be universally accepted by all bus operators in Aberdeen City and Shire.	Determine the estimated cost and feasibility of introducing an e-purse.	Medium - term	Nestrans	Squid may offer potential opportunity. Smartcard applications may be overtaken by mobile phone applications; an e-purse in itself offers passengers convenience but no discount.
11.2 Introduce an ITSO compliant interoperable e-purse that is universally accepted by all bus operators in Aberdeen City and Shire.	Increase in passenger convenience due to reduced need to carry cash; particularly beneficial where an 'exact fare' system is operated.	Long - term	Nestrans	Will require significant capital investment, though opportunities for developing a cost-effective universally accepted e-purse may arise through the introduction of company specific smartcards by both First Group and Stagecoach Group.
11.3 Investigate the options for the introduction of an integrated e-ticket product range.	Determine the estimated cost and feasibility of introducing an e-ticket product(s).	Medium - term	Nestrans	Majority of current applications such as <i>Oyster</i> do not operate in a deregulated, and thus a complex fares environment; such applications have significant practical and cost implications.
11.4 Introduce an integrated e-ticket product range.	Potential for more accurate and efficient revenue allocation to participants in a multi-operator ticketing arrangement; potential	Long-term.	Nestrans	The Action can only be implemented subject to the implementation of an appropriate ticketing arrangement(s) on a voluntary or compulsory basis.

	improved boarding times; improved passenger convenience and ease of use; potential ability to pay for other services with the same card; potential improved information for transport planning; and, improved image for public transport.			
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Appendix A

Ticket types available from Individual Operators (as of 1 February 2012)

1. First Aberdeen

Product name	Ticket type	Conditions/Restrictions	Availability	Comments
Adult single	Single ticket	None. Premium fare for late night weekend services and Gig 'n' Go (£3.00)	On-bus	Exact cash fare; based of fare stage bands; prices range from £1.10 - £2.40
Child single	Single ticket	5-15 year olds (inclusive), excludes late night services.	On-bus	Exact cash fare; flat fare £1.10
Adult 2 Trip Tickets	Transfer ticket or return.	Can be used as a return ticket or for an onward journey	On-bus	Exact fare; prices range from £2.00 - £4.50
Park & Ride Return	Return	Up to 2 children can travel free when accompanied by a fare paying adult	On-bus	Exact fare; £3.00
Adult FirstDay - peak	Area travelcard	Valid for travel all day on all First services within Aberdeen excluding late night services; valid from the time of purchase until the end of normal service.	On-bus	Exact cash fare; £4.80
Adult FirstDay – off peak	Area travelcard	Valid for travel after 9.30am Monday to Friday and all day at weekends on all First services within Aberdeen excluding late night services.	On-bus	Exact cash fare; £4.20
Child FirstDay – peak	Area travelcard	5-15 year olds (inclusive); unlimited travel on all First services within Aberdeen excluding late night services, valid from the time of purchase until the end of normal service.	On-bus	Exact cash fare; £2.70
Child FirstDay – off-peak	Area travelcard	5-15 year olds (inclusive); unlimited	On-bus	Exact cash fare; £2.20

		travel on all First services within Aberdeen excluding late night services, after 9.30am Monday to Friday and all day Saturday and Sunday.		
Student FirstDay	Area travelcard	Students with valid matriculation card and studying at the University of Aberdeen, Robert Gordon University and Aberdeen College; unlimited travel for a whole day on the First network of services in Aberdeen, excluding late night services.	On-bus	Exact cash fare; £3.20
FirstDay Family Ticket	Area travelcard	Unlimited daily travel all day on the network of First services in Aberdeen. A minimum of one adult and one child and a maximum of 2 adults and 3 children on one ticket. Valid on all First services in Aberdeen, excluding late night services.	On-bus	Exact cash fare; £8.00
Group Day Saver	Area travelcard	All day travel for any combination of 5 people and is valid on all First services in Aberdeen, excluding late night services.	On-bus	Exact cash fare; £10.00
Carnet	Multi-journey ticket	10 single journeys over a 12 week period, excluding late night services.	Off-bus: Travel Centre or Pay Point outlets.	£19.00
Adult FirstWeek	Area travelcard	Unlimited travel on any First bus in Aberdeen for seven consecutive days. Includes the day of purchase for on-bus tickets. Excludes use on late night services.	On-bus; First Travel Centre and HQ Reception; Paypoint outlet.	On-bus exact cash fare with no photocard required £18.00; off-bus photocard required £16.00.
Student First	Area	Available to full and	Off-bus;	Photocard required;

Week	travelcard	part time students with matriculation card for Aberdeen University, Robert Gordon University, Aberdeen College or 16 – 18 year olds with proof of age. Unlimited travel excluding late night services.	First Travel Centre	£14.00
Unilink Weekly	Area travelcard	Available to full and part time students with matriculation card for Aberdeen University, Robert Gordon University, Aberdeen College or 16 – 18 year olds with proof of age. Unlimited travel for period of validity, excluding late night buses. Valid Monday to Friday only.	First Travel Shop	Photocard required; £9.50
Child First Week	Area Travelcard	5 – 15 year olds. Unlimited travel on any First bus in Aberdeen for seven consecutive days. Includes the day of purchase for on-bus tickets. Excludes use on late night services	First Travel Shop	£9.00
Adult First 4 Week	Area travelcard	Unlimited travel on any First bus in Aberdeen for 28 consecutive days, excludes late night weekend services.	First Travel Centre and HQ Reception; Paypoint outlets, online or by phone.	Photocard required; £62.00
Park & Ride 4 Week	Travelcard	Unlimited use on Park & Ride services only.	Off-bus from First Travel Centre, by phone or online	Photocard required ; £47.00
Child First 4 Week	Area travelcard	5 – 15 year olds. Unlimited travel on any First bus in Aberdeen for 28 consecutive days. Excludes late night weekend	First Travel Centre and HQ Reception; Paypoint outlets,	Photocard required; £33.00

		services.	online or by phone.	
Student First 4 Week	Area Travelcard	Available to full time students with matriculation card for Aberdeen University, Robert Gordon University, Aberdeen College or 16 – 18 year olds with proof of age. Unlimited travel excluding late night services	Off-bus; First Travel Centre	Photocard required; £45.00
Unilink 4 Week	Area Travelcard	Available to full time students with matriculation card for Aberdeen University, Robert Gordon University, Aberdeen College or 16 – 18 year olds with proof of age. Unlimited travel for period of validity, excluding late night buses. Valid Monday to Friday only.	First Travel Shop	Photocard required ; £38.00
Adult First 12 Week	Area travelcard	Unlimited travel on any First bus in Aberdeen for 12 consecutive weeks. Excludes late night weekend services.	First Travel Centre and HQ Reception; Paypoint outlets, online or by phone.	Photocard required; £160.00
Child First 12 Week	Area travelcard	5 – 15 year olds. Unlimited travel on any First bus in Aberdeen for 12 consecutive weeks. Excludes late night weekend services.	First Travel Centre and HQ Reception; Paypoint outlets, online or by phone.	Photocard required; £90.00
Student First 12 Week	Area Travelcard	Available to full time students with matriculation card for Aberdeen University, Robert Gordon University, Aberdeen College or 16 – 18 year olds with proof of	Off-bus; First Travel Centre	Photocard required; £120.00

		age. Excludes late night services.		
Unilink 15 Week	Area Travelcard	Available to full time students with matriculation card for Aberdeen University, Robert Gordon University, Aberdeen College or 16 – 18 year olds with proof of age. Unlimited travel for period of validity, excluding late night buses. Valid Monday to Friday only.	First Travel Shop	Photocard required; £142.50
Student Academic Term	Area Travelcard	Available to full time students with matriculation card for Aberdeen University, Robert Gordon University, Aberdeen College or 16 – 18 year olds. Unlimited travel for academic year, excluding late night services.	First Travel Shop	Photocard required; £350.00
Adult First 6 Month	Area Travelcard	Unlimited travel on any First bus in Aberdeen for 6 months. Excludes use on weekend late night services.	Off-bus, by phone or online or First Travel Centre	Photocard required; £315.00
Adult First Annual	Area Travelcard	Unlimited travel on any First bus in Aberdeen for 12 months. Excludes use on weekend late night services.	Off-bus, By phone or online or First Travel Centre	Photocard required; £600.00

2. Stagecoach Bluebird

Product name	Ticket type	Conditions/Restrictions	Availability	Comments
Adult single	Single ticket	Premium fare payable on late night services.	On-bus	Change given; based on fare stages; prices range from £0.55 - £11.00.
Child single	Single ticket	5 – 15 year olds (inclusive) Not available on late night services.	On-bus	Change given; half adult single rounded up to 5p
Adult period return	Return ticket	Valid for 28 days. Not offered for journeys within Aberdeen City Boundaries other than on the 727 service. Excludes late night services.	On-bus	Change given; based on adult single x 1.8 rounded up to 10p
Ellon Adult day return	Return ticket	Ellon Park & Ride only. Only valid on day of issue, excluding late night services.	On-bus	Change given; set price at £4.00
Child return	Return ticket	Valid for 28 days excluding late night services.	On-bus	Change given; price based on 2 x child single up to a maximum of £12.
Adult DayRider tickets	Area travelcard	Unlimited daily travel within area boundaries, excluding late night services. Zone 2 tickets include travel in Zones 1 and 2 etc.	On-bus	Change given; available for: Aberdeen Zone 1 - £3.20, Zone 2 - £5, Zone 3 - £7, Zone 4 - £9, Zone 5 - £11 and Zone 6 £12.50. Banffshire - £7, Buchan Area - £9, Elgin City - £4, Inverness City Zone 1 & 1A - £3.30, Zone 2 - £5.50, Zone 3 - £9 and Zone 4 - £11. Moray area - £8. Service X7 - £12.50 Peterhead - £2.50, Fraserburgh - £2.50.
Student	Area	Unlimited daily travel	On-bus	Change given;

DayRider tickets	travelcard	within area boundaries, excluding late night services. Zone 2 tickets include travel in Zones 1 and 2 etc.		available for: Aberdeen Zone 1 - £1.60, Zone 2 - £2.50, Zone 3 - £3.5, Zone 4 - £4.5, Zone 5 - £5.50 and Zone 6 £6.25. Banffshire - £3.5, Buchan Area - £4.5, Elgin City - £2, Inverness City Zone 1 & 1A - £1.65, Zone 2 - £2.75, Zone 3 - £4.50 and Zone 4 - £5.50. Moray area - £4, Service X7 - £6.25, Peterhead - £1.25, Fraserburgh - £1.25.
Adult Explorer Dayrider	Area travelcard	Unlimited daily travel on Stagecoach Bluebird network as far as Inverness and Dundee, excluding late night services.	On-bus	Change given; £15
Child Explorer DayRider	Area Travelcard	5-15 year olds (inclusive) Unlimited daily travel on Stagecoach Bluebird network as far as Inverness and Dundee	On-bus	Change given; £7.50
Concession Explorer DayRider	Area travelcard	Over 60's from outwith Scotland. Proof of age required. Unlimited daily travel on Stagecoach Bluebird network as far as Inverness and Dundee	On-bus	Change given; £10
Group Explorer DayRider	Area travelcard	Valid for up to 2 adults and 2 children Unlimited daily travel on Stagecoach Bluebird network as far as Inverness and Dundee	On-bus	Change given; £37.50
Group Day	Area travelcard	Valid for: 2 Adults and 2 children, or 1 Adult and 3 children. Unlimited daily travel within area	On-bus	Change given; available for: Aberdeen Zone 1 - £8, Zone 2 - £12.50, Zone 3 - £17.50,

		boundaries, excluding late night services. Zone 2 tickets include travel in Zones 1 and 2 etc.		Zone 4 - £22.50, Zone 5 - £27.50 and Zone 6 £31.25. Banffshire - £17.50, Buchan Area - £22.50, Elgin City - £10, Inverness City Zone 1 & 1A - £8.25, Zone 2 - £13.75, Zone 3 - £22.50 and Zone 4 - £27.50. Moray area - £20. Service X7 - £31.25. Peterhead - £6.25 Fraserburgh - £6.25
Adult FlexiRider	Multi journey ticket	Valid for 12 single journey's between 2 points on the network. Valid over 28 days	On-bus	10 x Adult single fare
Child FlexiRider	Multi journey ticket	Valid for 12 single journey's between 2 points on the network. Valid over 28 days	On-bus	12 x Child single fare
Adult Week CommuterCard	Season Ticket	Unlimited travel between 2 points on a service for 7 days, excluding late night services. Free onward travel in Aberdeen City for holders with a card that includes travel to Aberdeen.	On-bus	7 x Adult single with £51.00 cap. Ellon Park & Ride £16.00.
Adult 4 Week CommuterCard	Season Ticket	Unlimited travel between 2 points on a service for 28 days, excluding late night services. Can be used at weekends for holder to travel across the Stagecoach Bluebird network. Free onward travel in Aberdeen City for holders with a card that includes travel to Aberdeen.	Off-bus. Purchase from local ticket agents or Stagecoach travel shops.	If single is less than £3.95, 22 x adult single, if single fare is more than £3.95, 19 x adult single, with £130 cap.
59 MegaRider Week	Travelcard	Unlimited travel on service 59, excluding late night services	On-bus	£11.00
59 MegaRider	Travelcard	Unlimited travel on	Off-bus:	£42.00

4 Week		service 59, excluding late night services.	Online	
59 MegaRider 13 Week	Travelcard	Unlimited travel on service 59, excluding late night services.	Off-bus: Online	£140.00
59 MegaRider Annual	Travelcard	Unlimited travel on service 59, excluding late night services.	Off-bus: Online	£485.00
Aberdeen Zone 1 MegaRider Week	Area Travelcard	Unlimited travel within Aberdeen Zone 1 Boundaries on Stagecoach buses, excluding late night services	On-bus	£13.00
Aberdeen Zone 1 MegaRider 4 Week	Area Travelcard	Unlimited travel within Aberdeen Zone 1 Boundaries on Stagecoach buses, excluding late night services.	Off-bus: Online Travel Shop	£49.00
Aberdeen Zone 1 MegaRider 13 Week	Area Travelcard	Unlimited travel within Aberdeen Zone 1 Boundaries on Stagecoach buses, excluding late night services.	Off-bus: Online Travel Shop	£155.00
Aberdeen Zone 1 MegaRider Annual	Area Travelcard	Unlimited travel within Aberdeen Zone 1 Boundaries on Stagecoach buses, excluding late night services.	Off-bus Online Travel Shop	£590.00
Aberdeenshire MegaRiders Week	Area Travelcard	Unlimited daily travel within area boundaries, excluding late night services. Zone 2 tickets include travel in Zones 1 and 2 etc	On Bus	Change given; available for: Aberdeen Zone 1 - £13 Zone 2 - £16, Zone 3 - £21, Zone 4 - £28, Zone 5 - £35 and Zone 6 - £39. Banffshire - £25, Buchan Area - £28, Elgin City - £14, Inverness City Zone 1 - £9, Zone 1A - £10, Zone 2 - £21, Zone 3 - £25 and Zone 4 - £35. Moray area - £27. Service X7 - £36 Peterhead - £7

				Fraserburgh - £7
Aberdeenshire MegaRiders 4 Week	Area Travelcard	Unlimited daily travel within area boundaries, excluding late night services. Zone 2 tickets include travel in Zones 1 and 2 etc	Off bus: On line & Travel shops	Available for: Aberdeen Zone 1 - £49, Zone 2 - £60, Zone 3 - £79, Zone 4 - £105, Zone 5 - £135 and Zone 6 - £145. Banffshire - £95, Buchan Area - £105, Elgin City - £50, Inverness City Zone 1 - £34, Zone 1A - £38, Zone 2 - £80, Zone 3 - £95 and Zone 4 - £133. Moray area - £95. Service X7 - £138 Peterhead - £27 Fraserburgh - £27
Aberdeenshire MegaRiders 13 Week	Area Travelcard	Unlimited daily travel within area boundaries, excluding late night services. Zone 2 tickets include travel in Zones 1 and 2 etc	Off bus: On line & Travel shops	Available for: Aberdeen Zone 1 - £155, Zone 2 - £190, Zone 3 - £250, Zone 4 - £340, Zone 5 - £420 and Zone 6 - £450. Banffshire - £295, Buchan Area - £340, Elgin City - £160, Inverness City Zone 1 - £107, Zone 1A - £119, Zone 2 - £250, Zone 3 - £297 and Zone 4 - £439. Moray area - £310. Service X7 - £430 Peterhead - £85, Fraserburgh - £85.
Aberdeenshire MegaRiders Annual	Area Travelcard	Unlimited daily travel within area boundaries, excluding late night services. Zone 2 tickets include travel in Zones 1 and 2 etc	Off bus: On line & Travel shops	Available for: Aberdeen Zone 1 - £590, Zone 2 - £710, Zone 3 - £950, Zone 4 - £1285, Zone 5 - £1590 and Zone 6 - £1690. Banffshire - £1085, Buchan Area - £1285, Elgin City - £595, Inverness City Zone 1 - £407, Zone 1A - £452, Zone 2 - £950, Zone 3 - £1311

				and Zone 4 - £1670. Moray area - £1175. Service X7 - £1620 Peterhead - £315, Fraserburgh - £315.
Adult Explorer Week	Area travelcard	Unlimited daily travel on Stagecoach Bluebird network as far as Inverness and Dundee, excluding late night services.	On-bus	Change given; £42
Aberdeen Zone 2 UniRider 4 Week	Area Travelcard	Unlimited travel within Aberdeen Zone 1 and 2 area. Tickets only valid with a current student ID card. Excludes late night services.	Off-bus: Online, Travel Shops, Peterhead Interchange, Fraserburgh Bus Station, Aberdeen Bus Station, Elgin Bus Station. Colleges and Universities	£40.00
Aberdeen Zone 2 UniRider 13 Week	Area Travelcard	Unlimited travel within Aberdeen Zone 1 and 2 area. Tickets only valid with a current student ID card. Excludes late night services	Off-bus: Online, Travel Shops, Peterhead Interchange, Fraserburgh Bus Station, Aberdeen Bus Station, Elgin Bus Station. Colleges and Universities	£115.00
Bluebird UniRider 4 Week	Area Travelcard	Unlimited travel on Stagecoach Bluebird network. Tickets only valid with a current student ID card. Excludes late night services.	Off-bus: Online, Travel Shops, Peterhead Interchange, Fraserburgh Bus Station, Aberdeen Bus Station, Elgin Bus	£70.00

			Station. Colleges and Universities	
Bluebird UniRider 13 Week	Area Travelcard	Unlimited travel on Stagecoach Bluebird network. Tickets only valid with a current student ID card. Excludes late night services.	Off-bus: Online, Travel Shops, Peterhead Interchange, Fraserburgh Bus Station, Aberdeen Bus Station, Elgin Bus Station. Colleges and Universities	£200.00

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3. M W Nicoll Coaches, Laurencekirk

Product name	Ticket type	Conditions/Restrictions	Availability	Comments
Adult single	Single	None	On-bus	Price range: Operator declined to provide information.
Child single	Single	None	On-bus	0.5 x adult single
Adult return	Return	Valid for 28 days.	On-bus	1.8 x Adult single.
Child return	Return	Valid for 28 days.	On-bus	1.8 x child single.
Adult 10 Journey	Multi-journey	Valid over a calendar month.	On-bus	8 x adult single.
Child 10 Journey	Multi-journey	Valid over a calendar month.	On-bus	8 x child single.

4. Bains Coaches

Product name	Ticket type	Conditions/Restrictions	Availability	Comments
Adult single	Single	None	On-bus	Price range: £0.95 - £3.75
Child single	Single	None	On-bus	0.5 x adult single
Adult return	Return	Valid for 28 days.	On-bus	1.8 x adult single.
Child return	Return	Valid for 28 days.	On-bus	1.8 x child single.
Adult 10 Journey	Multi-Journey	Valid over 28 days.	On-bus	8 x adult single fare.
Adult 20 Journey	Multi-Journey	Valid for 20 single journeys over 3 months.	On-bus	Set price: £11.50 - £52.50
Adult 40 Journey	Multi-Journey	Valid for 40 single journeys over 3 months.	On-bus	Set price: £23.00 - £69.00
Child 10 Journey	<u>Multi-Journey</u>	Valid over 28 days.	On-bus	8 x child single fare.
Child 20 Journey	<u>Multi-Journey</u>	Valid for 20 single journeys over 3 months.	On-bus	Half adult price.
Child 40 Journey	<u>Multi-Journey</u>	Valid for 40 single journeys over 3 months.	On-bus	Half adult price.

5. Deveron Coaches

Product name	Ticket type	Conditions/Restrictions	Availability	Comments
Adult single	Single	None	On-bus	Price Range £1.00 - £3.50 (‘loyalty fares’ also available)
Adult period return	Return	Valid for 28 days.	On-bus	2 x adult single.
Adult day return	Return	Valid on day of purchase	On-bus	2 x adult single x 0.8, rounded up to 5p
Adult 10 Journey	Multi-journey	Valid over 28 days	On-bus	8 x adult single
Child single	Single	Valid for 5 – 15 years	On-bus	
Child period return	Return	Valid over 28 days.	On-bus	2 x child single.
Child day return	Return	Valid on day of purchase	On-bus	2 x child single x 0.8, rounded up to 5p
Child 10 Journey	Multi-journey	Valid over 28 days.	On-bus	8 x child single.

Appendix B

Ticket Types Specified on Supported Services (as of 1 February 2012)

1. Aberdeenshire Council

Product name	Ticket type	Conditions/Restrictions	Availability	Comments
Adult single	Single	None.	On-bus	Price Range: £0.45 - £7.80
Adult Connect single	Multi-operator single	One way travel on 2 connecting services operated by different companies.	On-bus	Combined single fares, less 10%, rounded down to 50p.
Child single	Single	Valid for 5 – 15 year olds (inclusive).	On-bus	0.5 x adult single, rounded down to 1p
Child Connect single	Multi-operator single	Valid for 5 – 15 year olds (inclusive). One way travel on 2 connecting services operated by different companies	On-bus	0.5 x adult connect single.
Adult return	Return	Return journey must be made within 28 days of outward journey.	On-bus	Wholly contracted: 1.5 x adult single, rounded up to 10p Mainly commercial: 1.8 x adult single, rounded up to 10p
Adult Connect return	Multi-operator return	Valid on a 4 leg return journey for at least 2 different operators.	On-bus	Add the 2 individual adult returns, less 10%, rounded up to 10p
Child	Return	Return trip must be	On-bus	Wholly

return		made within 28 days of outward journey.		contracted:1.5 x child single, rounded up to 5p Mainly commercial: 1.8 x child single, rounded up to 5p
Child Connect return	Multi-operator return	Valid for 5 – 15 year olds (inclusive). Valid on a 4 leg return journey for at least 2 different operators.	On-bus	Add the 2 individual child return fares, less 10%, rounded up to 5p
Family return	Return	Valid for 2 Adults and 2 children or 1 adult and 3 children.	On-bus	2 x Adult return fare
Adult 10 journey	Multi-journey	10 single journeys valid over 28 days on wholly contracted services.	On-bus	8 x Adult single fare
Adult 12 journey	Multi-journey	12 single journeys valid over 28 days on services with commercial elements.	On-bus	10 x Adult single fare
Child 10 journey	Multi-journey	10 single journeys valid over 28 days on wholly contracted services.	On-bus	8 x Child single fare
Child 12 journey	Multi-journey	Valid for 12 single journeys between 2 points on service with commercial elements. Valid over 28 days.	On-bus	10 x child single fare
Adult Week Commuter	Season Ticket	7 days unlimited travel between 2 points on a route.	On-bus	7 x Adult single, cap £51.00
Adult 4 Week Commuter	Season ticket	28 days unlimited travel between 2 points on a route.	On-bus	If single is less than £3.95, 22 x adult single, if single fare is more than £3.95, 19 x adult single, cap £130

2. Aberdeen City Council

Product name	Ticket type	Conditions/Restrictions	Availability	Comments
Adult single	Single	None	On-bus	Fixed price: £1.50
Child single	Single	Valid for 5 – 15 year olds (inclusive)	On-bus	0.5 x adult single, round down to 1p
Adult return	Day Return	Only valid on day of issue	On-bus	1.8 x adult single, rounded up to 10p
Child return	Day Return	Only valid on day of issue	On-bus	1.8 x child single, rounded up to 5p
City Weekly	Travelcard	5 days unlimited travel on service 80	On-bus	8 x adult single
City 4 Weekly	Travelcard	28 days unlimited travel on service 80	On-bus	30 x adult single

Appendix C

Potential Integrated Ticketing Travelcard Zones

