Seamless Journeys and Integrated Travel

Strategic and incremental investment over a number of years has allowed Nottingham to develop its ITSO-compliant smartcard offer, including introducing back office systems, supporting the operators to equip their fleets with compatible card readers and providing a comprehensive ticket retail network, enabling Nottingham to be in position to introduce the first travel e-purse outside London.



Nottingham Citycard

The Local Sustainable Transport Fund (LSTF) investment developed the Nottingham travel smartcard including implementation of a retail network providing smartcard top up and purchase of pre-loaded travel from a network of on-street ticket vending machines at key transport hubs and tram stops, alongside 140 Payzone points at retail outlets. The Citycard provided:

- A suite of smart multi-operator travel tickets (enabling travel on bus, tram, and local rail in the conurbation)
- Discounted travel for jobseekers and low income groups
- Membership for Citycard Cycle Hire scheme
- Access to 14 secure cycle parking hubs
- Leisure and Library membership and flashcard for retail savings
- Membership access to 13 Car Club vehicles

There are currently 400,000 Citycards in circulation



Robin Hood Travel Card

A new Robin Hood e-purse was launched in December 2015, to update the Citycard travel offer, providing:

- Pay as you go travel
- Best fare on the day for the trips made offering savings of up to 10% compared to cash payments for individual trips.
- Card purchase and top-up is available from over 50 Robin Hood Network ticket machines located around the City and at district centres.
- Credit or debit card payments are accepted. Cash purchase of cards will be introduced at Travel Centres later in 2016.
- Currently valid for travel with five of the main local operators including tram.

IMPACTS

- The Jobseeker Citycard introduced in 2013 supported over 3,600 jobseekers by March 2015
- 73% of respondents strongly agreed/ agreed that they would find it difficult to attend interviews without the half price public transport passes.
- On average respondents had used the discounted tickets to travel to 4.4 job interviews.
- In 2013/14 17% of pass holders had subsequently gained employment.

2014/15 FIGURES



3,604 JOBSEEKERS supported through half price travel offers

20 ON-STREET TICKET VENDING MACHINES offering ticket public transport ticket purchases

78,623 SMARTCARDS issued since December 2011 (1 day ticket, 1, 3, 6, and 12 month tickets)

88,836 Total number of cycle hire hours in 2015

9,266 HALF PRICE PASSES issued to 16 – 19 year old students

220 CAR CLUB Business and personal members of Car Club scheme



28 HIRE POINTS Citycard Cycle mobile phone hire points

560 JOURNEY PACKS issued to new employees for the new ASDA Home Delivery Centre

500 CITYCARD CYCLE hire bikes in circulation

5,269 CYCLE HIRE Bookings

14 CYCLE HUBS Number of Secure Citycard accessed cycle parking facilities

37,716 Number of entries into the secure cycle hubs



KEEP IN TOUCH

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