




Door-to-door by public transport

Improving integration between **National Rail** 
and other public transport services in Britain.



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This report is the work of and has been sponsored by the following organisations:



Foreword

by Secretary of State for Transport



Lord Adonis
Secretary of State for Transport

A handwritten signature in blue ink, which appears to read 'Lord Adonis'. Below the signature is a horizontal line.

A well-functioning public transport system is crucial to the UK: it plays a key role in building a strong economy and is an essential means of creating a fair society. Public transport also has a central part to play in helping to reduce carbon emissions. Put simply, by encouraging the travelling public out of their cars and onto the lower carbon alternatives of public transport, congestion can be reduced and emissions can be cut.

Every day millions of people rely on public transport to get to work, shops and services and, in the vast majority of cases, those journeys work well. To ensure that this remains the case this Government continues to invest in record levels to improve public transport. And, although we are investing in new and innovative major transport infrastructure, there are also many smaller initiatives that can make a real difference to the quality of our public transport.

In his study into the UK transport system, Rod Eddington argued that, in broad terms, the UK's transport networks provide the right connections, in the right places and that, consequently, central to our transport policy should be a focus on the performance of existing networks – in other words, we need to get the best out of what we already have.

A key strand of this approach is around thinking about the needs of public transport passengers, about how people make their journeys and how we can make those journeys more reliable and more enjoyable. For that reason, the concept of the end-to-end journey experience has an increasingly important place on our agenda: the passenger thinks in terms of their door-to-door journey, and so should we.

I am therefore especially pleased that we have had the chance to work with our major bus and rail operators on the production of this report. There is much that they have already done, and can continue to do, to improve the whole-journey experience for the travelling public. Integration between bus and rail services, better travel information, well informed staff and better signs at stations all give the passenger more confidence in their journey.

The Government, local transport authorities and transport operators all want to see more passengers travelling on efficient public transport. If we are to achieve this shared goal then we need to put the passenger first – and that means planning, building and modernising our transport system in a way that reflects the realities, and meets the needs, of the door-to-door journeys that they take.

Lord Adonis
Secretary of State for Transport
June 2009

Executive summary

Since 1996 there has been a 53% increase in the number of passenger journeys made on the National Rail network. In Britain over 1.2 billion journeys were made by train and 4.9 billion journeys by bus and coach in 2007-08. 55% of all National Rail journeys involve passengers using another form of transport to get to and from the train station. For rail travel to continue to succeed, good interchange with other forms of transport is therefore vital.

Britain's principal bus and train operators¹ recognised the need to work together to meet this customer requirement. In 1999 these public transport groups and their respective trade bodies, the Association of Train Operating Companies (ATOC) and the Confederation of Passenger Transport (CPT) established a partnership called Journey Solutions to examine integration issues, share best-practice between operators and develop integrated ticketing initiatives. As a result, Britain is now the only country in Europe that has a nationwide integrated train to bus ticketing system that has been introduced, is managed and has been funded purely by commercial operators. It is called PLUSBUS and is now supported by all leading bus and rail operators.

Across the country operators, local authorities, PTE's (Passenger Transport Executives), TfL (Transport for London) and Network Rail continue to work in partnership to make the passengers experience of door-to-door journeys by public transport easier, more convenient and better value.

A considerable amount of work has gone into providing opportunities for people to easily and quickly obtain information about using public transport, initially by phone (through initiatives like traveline 0871 200 2233) and now online (www.traveline.info, www.transportdirect.info and www.nationalrail.co.uk – the latter being Britain's fifth busiest website).

The Secretary of State for Transport has met and agreed with the Chief Executives of the five main public transport groups that the industry should continue to focus on rail to bus integration. As a result a new 'Door-to-door Journeys Working Group' was established comprising Directors from

each the five public transport groups, ATOC, CPT and the Department for Transport.

The work of this new group has centred on:

- identifying **existing good practice** in the provision of integration facilities and services;
- **developing a list of facilities and services** that may be provided to guide train users through a door-to-door journey by public transport, specifically – information, integrated ticketing and interchange;
- preparing a **programme of initiatives** that can be delivered primarily by operators.

In addition to providing safe, reliable and attractive services, there are four main components to a successful, seamless journey by public transport, when National Rail is the primary mode and where buses/coaches and trams provide access to and from the rail station. These are:

- readily available, easy to understand **information about services and fares** (before and during the journey),
- **integrated multi-modal ticketing** for the entire journey, including **modern purchase methods**,
- good **interchange infrastructure and facilities**, so that changing between methods of transport is convenient, easy and quick, and
- services that provide **timely connections**.

This report gives plenty of examples of good integration between National Rail services and other public transport across Britain. However, operators recognise that there is always more that they can do to improve passenger's journeys. For this reason this report concludes with a host of further initiatives which operators plan to implement in order to continue to move the integration agenda further forward.

Quick win recommendations

These proposals can be implemented **quickly** and **cost effectively** to make practical improvements to passenger's door-to-door journeys. In most cases the "quick-wins" are about achieving **greater consistency of approach** or **better promotion** of existing facilities or services.

1. Arriva, First, Go-Ahead, National Express, Stagecoach and Transdev.

Improving information for passengers:

- to develop a standard design template for onward travel information posters to be displayed at principal interchange stations;
- more bus timetables displayed at rail stations;
- better briefings for rail station staff about onward travel services;
- National Rail Enquiries (NRE) website to offer more information about bus and tram access to and from stations;
- Transport Direct to offer details of integrated ticketing for appropriate journey plans.

Integrated multi-modal ticketing:

Better marketing and promotion of PLUSBUS to existing rail users at point of sale and use. Improve the availability of PLUSBUS through all National Rail ticket retail channels, including online and self-service ticket vending machines.

Interchange infrastructure:

Produce a signage good-practice guide for train companies to use in planning future interchange signage upgrade projects at stations.

Campaigns:

ATOC, CPT in partnership with train companies and bus operators to organise a series of ‘interchange showcases’ at different types and sizes of rail station across Britain.

ATOC, CPT and the main bus and rail operating groups in Britain will establish a new senior-level ‘Journey Solutions Partnership’ that will coordinate and manage the implementation of integration initiatives.

Longer term recommendations

These proposals are intended to build further upon the “quick-wins” so that they contribute towards the development of a longer-term integration strategy.

To further develop the quick-wins and also build-on and develop existing areas of good-practice with regard to public transport modal integration.

- Identify what can be done to relax the long lead times for the submission of bus timetable data to the Network Rail Train Service Data Base.
- Investigate opportunities to simplify and standardise bus/coach/tram through-journey add-on tickets.
- Examine opportunities to introduce a “PLUSTRAM” add-on ticket (similar to PLUSBUS model).
- ATOC to monitor progress of ITSO Smartcards and other methods of electronic ticketing and payment, so that opportunities to incorporate multi-modal journeys are properly explored.
- Local Authority and PTE contracts for supported bus services to include acceptance of PLUSBUS tickets as a standard contract condition.
- Identifying the real business case for integration.
- Train companies to explore the need for a manager to have responsibility for transport integration activity and implementing station access plans.
- Extension of Station Travel Plans to more stations, once the success of the current trial initiatives has been evaluated.
- Train operators to consider producing a “Station Access Strategy” detailing plans on how customers will be encouraged to travel to and from stations by sustainable transport. The plan will also set out what the Train Operator will do to improve facilities and services for better integration and easier interchange between public transport modes. Performance targets may also be established.

Together these recommendations are intended to make a real improvement to the experience that passengers have when making a door-to-door journey by National Rail using local buses/coaches and trams for their journey to and from the station.

1 Introduction

Predictable and efficient door-to-door journeys are extremely important to passengers. Passengers do not tend to focus on the individual parts of a trip, but instead on the whole journey experience. What they want is a seamless and predictable journey without experiencing barriers and unnecessary delays when changing between types of public transport or between operators. The Eddington report recognised this and suggested a new approach to strategic transport planning which focuses on the whole trip rather than particular stages or modes of a journey.

Over the last ten years or so, a number of professional groups have already published reports on what constitutes good integration between public transport modes. *Appendix 1 'Further Reading'* lists some notable examples. This report is slightly different, in that it has been produced by operators primarily for operators. It takes a practical look at what has been done and can further be done to improve passenger's journeys by rail and other public transport. This report is also a contribution by Britain's main public transport operators to the much wider sustainable travel agenda.

This report focuses on how the National Rail network (outside London) interacts with other

public transport to achieve successful door-to-door journeys, where train travel provides the primary journey. It highlights lots of examples of integration good practice and makes suggestions for improvements. The aim is to work towards a position where the attributes of these initiatives become the universal norm.

Across Britain, both locally, regionally and nationally there is already a considerable amount of very good integration taking place between National Rail services and local bus/tram services and regional coach routes. Examples of integrated information, enhanced infrastructure to facilitate easy interchange between modes and integrated multi-modal ticketing are now more widespread than ever before.

It is acknowledged that Network Rail, local authorities, PTE's and TfL have all already contributed a considerable amount to the development and improvement of public transport integration, especially in the provision of interchange facilities, information services and multi-modal ticketing initiatives. This work continues to be of considerable benefit to both operators and passengers.



2 Why integration is increasingly important

Since 1996-7 the number of passenger journeys made by train in Britain has grown by 53%. In 2003-04 (for the first time since 1961) over 1 billion train journeys were made in Britain which rose to 1.2 billion in 2007-08. Travel by bus and coach has increased by around 6% in the same period to just below 5 billion passenger journeys a year. There are many good examples across Britain where bus use has increased much greater than these national figures.

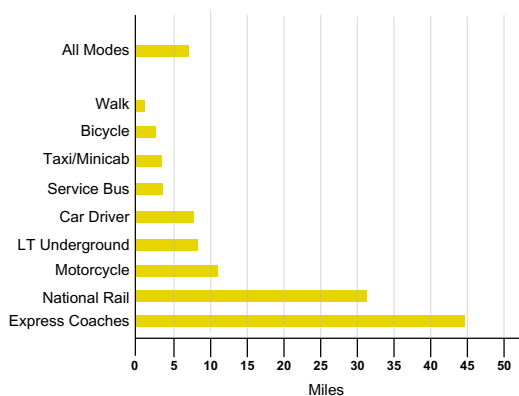
Britain's bus operators are keen to expand use of their services and recognise that further opportunities are emerging for bus travel to and from train stations. Particularly as train station car parks are often full by the end of the morning peak with commuter's vehicles, so there is potential to increase bus patronage by encouraging more off-peak rail users to travel by bus for their journey to and from the station.

The National Travel Survey² highlights some interesting trends that reveal where the greatest impact could be made, to improve the door-to-door journey experience for passengers.

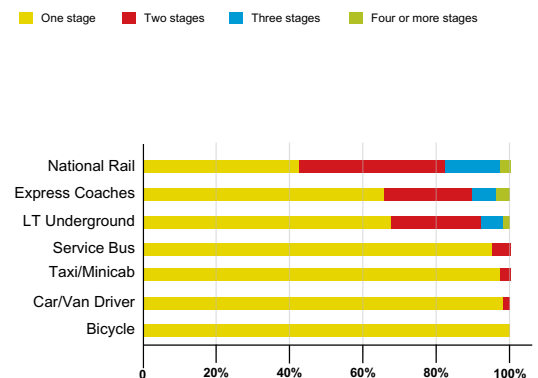
- The majority of all journeys made by people are single-stage, involving just one type of vehicle;
- 87% of all journeys start and finish within a traveller's county of residence. This proportion is higher at 95% for walk, bicycle and local bus trips, 84% of all car trips, but much lower for National Rail trips at only 54%;
- 95% of local bus journeys involve just a bus ride;
- **57% of all train journeys involve at least one other method of transport** (excluding walking). Usually bus, bicycle, car, taxi, tram or underground, to get to and from the rail station;
- Journeys by train tend to be longer than those by other methods of transport at an average of 32 miles.

“55% of all train journeys involve at least one other method of transport”

Average trip length by main mode, Great Britain, 2006



Number of stages per trip (excluding walk stages) by mode, Great Britain, 2006



2. The National Travel Survey, produced by the Department for Transport, is a continuous household survey designed to measure trends in travel in Great Britain. It collects information on over 300,000 trips made by around 19,000 individuals each year.

2 Why integration is increasingly important

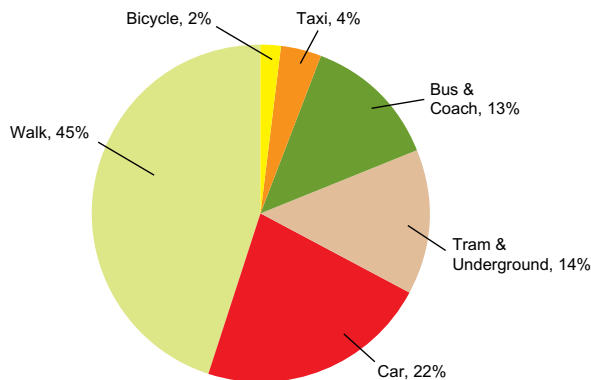
Interchange is crucial for rail journeys

The National Travel Surveys reports that 55% of rail journeys involve another mode of transport at either one or both ends of the trip. Therefore train journeys tend to be longer, more complicated and utilise more than one type of transport.

The National Passenger Satisfaction³ survey gathers data on the modes of transport that National Rail passengers use to travel to the rail station for the start of their train journey as follows:

Access mode	% of total	Estimated rail passenger journeys a year that start with this mode:
Walk	45%	540m
Car	22%	264m
Tram & Underground	14%	168m
Bus & Coach	13%	156m
Taxi	4%	48m
Bicycle	2%	24m

Around 660 million train passenger journeys a year are reliant on good interchange with other transport modes at rail stations. Fundamentally, therefore **rail stations are transport interchanges**, not just places where passengers board and alight from trains.



Given that it is more likely that train journeys will involve the use of another mode of transport, this document will concentrate mainly on the integration between train services and other public transport (especially buses and trams). However, many of the general principles equally apply to integration involving other types of transport e.g. bus to bus, bus to coach, bus to tram etc.

Greater integration between types of public transport can offer passengers a near seamless journey which is regarded by many to be essential in order to more effectively compete with the car for many journeys.

Passengers views on rail and integration with other modes

Broadly speaking, passengers expect the following:

- accurate and high-quality travel information to be available before and during their journey, in a range of formats;
- flexible multi-modal ticketing to be offered;
- good physical interchange facilities at the station with other public transport;
- rail station staff to know, or be able to find out, about onward journey options;
- timetables to provide reasonable connections between each mode;
- safe and direct walking routes to and from stations;
- suitable car and bicycle parking facilities at the station;
- taxi or minicab services available at the station.

Research highlights the importance that rail passengers place on transport interchange. “Good and easy connections with other forms of transport” was ranked 12 out of a list of 30 train service attributes in a survey conducted for Passenger Focus on passengers’ priorities for improvement in rail services across Great Britain.⁴ This is significant given that the attributes prioritised higher than good connections were the obvious core issues for train users, such as ticket price, service frequency, service reliability and getting a seat on the train. Journey information was also rated highly, with

3. The National Passenger Satisfaction survey (NPS) is conducted by Passenger Focus (the rail user representative body). It collects information and gains perceptions of rail passengers experiences whilst at stations or on trains.

4. Passengers’ priorities for improvements in rail services. Research conducted by MVA Consultancy for Passenger Focus in 2007.

passengers being kept informed of delays (ranked 5), queue time for tickets (6) and good information on train times and platforms (7) all coming in the top ten and all contributing to a good door-to-door journey experience. The rating of good connections was consistent across business, commuter, and leisure travellers.



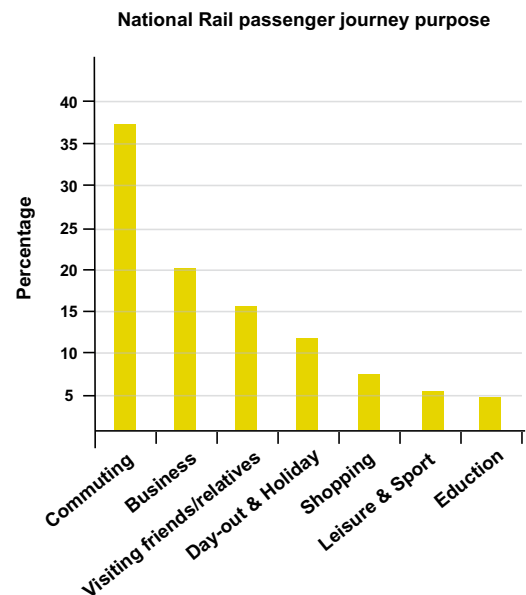
For many journeys the barriers to modal shift from car to public transport are ‘hard’ factors – the cost of the complete journey, the door-to-door journey time, the reliability of each leg of a multi-stage journey. However, often ‘soft’ factors such as availability of information, perceived cost, travelling comfort, security and assurance that each leg of a multi-stage journey will successfully link up, are often mentioned by car users as reasons why they don’t make more use of public transport.

Customer segmentation

Both the ability and willingness of the train traveller to make use of other forms of public transport to get to and from the rail station is very much dependant upon a range of factors. Journey purpose is one factor that is completely outside the transport operators’ ability to affect.

Recent National Rail Passenger Surveys show that across Britain commuting accounts for the

largest share of all rail journeys (37%), followed by business travel (19%) and visiting relatives/friends (16%).



It is believed those rail travellers who are more likely to give favourable consideration to using buses and trams to get to and from the station include low to medium income commuters (who are most likely on a tight budget), passengers travelling for visiting, day-out, holiday, leisure, shopping, sport, education purposes and travellers into London. Rail travellers who consider they are environmentally conscious are also probably more likely to be persuaded to use more sustainable means of getting to and from the station. These customer segments could be considered as most likely “early converts”. At the other end of the continuum, it is thought that the group of rail users least likely to want to use bus and tram services for their access and egress journeys, are business travellers (on expenses) and middle to high income commuters (who are prepared to pay station parking fees).

The choice of travel mode to and from the rail station is also heavily influenced by the distance that needs to be travelled to access a rail station, the location of the station and the time of departure and arrival.

2 Why integration is increasingly important

Car parking

Car park provision at rail stations can contribute towards sustainable travel, if it encourages people to make the longer part of the journey by train, rather than simply driving the whole journey. Adequate and secure car park space (with suitable blue badge bays) is a key part of increasing overall capacity and improving access to the rail network.



nonetheless choose to use a car, particularly when travelling early or late, chaining various trips together, or where they do not have convenient access to public transport serving the rail station. Car sharing can help make the choice of car a more sustainable one. Taxis and minicabs can also form an important part of journeys involving rail, particularly where passengers are unfamiliar with their destination or in less accessible areas where there might not be a public transport option available.

More sustainable travel choices such as walking, cycling or taking public transport to the station have a lower carbon impact and create less road congestion for other drivers. Some people will

“More sustainable travel choices such as walking, cycling or taking public transport to the station have a lower carbon impact and create less road congestion for other drivers.”



3 Integration good-practice examples

It is a myth that there is little integration between train and bus services in Britain. There is a great deal of very good multi-modal integration already taking place locally, regionally and nationally between National Rail and other public transport services across Britain, to provide passengers with door-to-door journeys.

Good integration is primarily about making the complete door-to-door journey **convenient, easy and good value-for-money**. Operators aim to make journeys by public transport a **positive experience**, which the passenger would wish to repeat and which they would recommend to others. It is recognised that it is particularly important that good, easy integration between modes exists so that new, occasional or lapsed users are guided through their journey. This group of passengers are those most likely to need assistance, have concerns about connections and be anxious about being able to make their journey successfully by public transport.



Rail stations are primarily interchanges where passengers have to change between rail services and also between rail and another method of transport to start and complete their journey. The process of interchange is in itself an unsettling process that delays the journey, takes time and is one which most passengers would prefer to avoid.

Making this modal change as physically easy and as stress-free as possible is the essential function of the station.

There are four main components to a successful multi-modal journey by public transport (beyond services being attractive, reliable and safe), where National Rail is the primary mode and where buses/coaches and trams provide access to and from the rail station.

These are:

- **information for passengers** (before and during the journey),
- **integrated multi-modal ticketing**, including **modern purchase methods**,
- **interchange infrastructure and facilities**, and
- services that provide **timely connections**.

This chapter has two key objectives:

1. To offer an **aspirational list of facilities and services** that may be provided for train users in an **ideal world**, to guide them through the process of making a door-to-door journey by various public transport modes, where rail provides the primary journey.

The facilities and services provided should be consistent with and appropriate for the size of the rail station, its location and the population it serves, as well as aligned to the station passenger throughput and the main journey purpose (commuter, leisure etc). It is not suggested that all stations should have all the facilities mentioned in this chapter, but that there should be levels of facility provision to meet local circumstances. Investment in facilities should be concentrated where they are most needed and will achieve the greatest benefit for passengers.

2. To give some existing **examples of good-practice** in the provision of integrated public transport facilities and services.

The examples in this chapter are not intended to be a comprehensive or exhaustive list. Some examples are those where operators have taken the lead in developing or providing a facility or service. Others are examples where a partnership of organisations has worked together to improve such facilities or services, often led or part-funded by a local council or PTE. It is widely recognised that the best facilities are provided when all relevant organisations work together in partnership with operators.

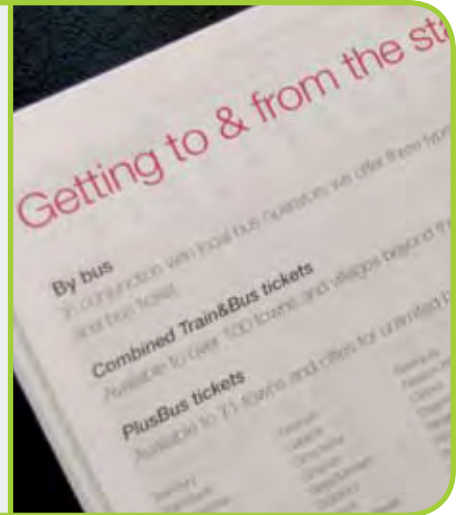
3 Integration good-practice examples

3.1 Pre-journey information: planning a journey

Printed material

Train timetable books/leaflets are used in many cases to promote sustainable methods of 'getting to the station' (especially bus/tram, cycle and taxi). Opportunities for interchange between train and bus services are increasingly being promoted by train companies. However, it is recognised that at many small or rural stations, car access offers the only real means of getting to the station.

EXAMPLE:
First Great Western 'Train Times' booklets include a three-page chapter about 'Getting to and from the train station', which gives details of bus, cycle underground, ferry and finally parking facilities available.



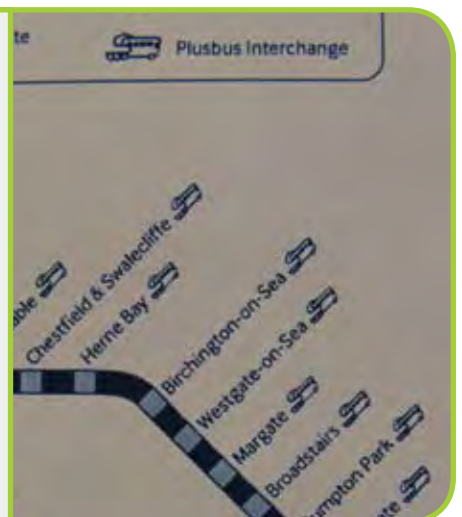
Timetables for significant non-rail destinations that are served by dedicated 'RailLink' bus and coach services are often included as part of the train company timetable publication, or are promoted in separate leaflets available at stations.

EXAMPLE:
South West Trains produce a leaflet promoting connecting services, such as 'Airport Links'.



Train company route diagrams or network maps can be effectively used to highlight stations and towns where interchange opportunities and integrated ticketing is available and also show significant 'RailLink' bus and coach routes, tram networks to non-rail destinations.

EXAMPLE:
The Southeastern and First Capital Connect network maps show the PLUSBUS icon beside all stations that are PLUSBUS interchanges.



Bus timetable books/leaflets/maps routinely highlight stops at/near rail stations (and display the National Rail symbol) in text and within schedules. Integrated ticketing between National Rail and other public transport modes is increasingly being actively promoted.

EXAMPLE:
First bus timetables show the National Rail symbol beside rail station timing points.



Bus network route maps or diagrams can also be used to show the available area covered by integrated rail-to-bus ticketing systems.

EXAMPLE:
The First bus timetables for Bracknell, Slough and Windsor areas give general information about PLUSBUS and on each timetable page stating where PLUSBUS is valid for travel on that route.



Enquires by phone

Multi-modal journey planning has been available by phone for over a decade. Information about integrated ticketing with other public transport modes is increasingly now also available.

EXAMPLE:
'traveline' 0871 200 22 33 provides a nation-wide public transport enquiry service for both bus, tram and train travel. An SMS text "next bus" service is also available for bus stops in most regions.



Buses are able to provide a more reliable service to rail users where they are given priority on roads and at traffic junctions leading to station forecourts. Such priority measure may include bus-only access roads, bus lanes and priority for buses at traffic signals.

EXAMPLE:
In Reading 'Station Hill' and 'Station Approach' (roads around the rail station) are restricted to 'Buses, Cycles & Taxis only' in both directions.



At the train station forecourt bus stops are increasingly given priority and are placed as close as possible to the main train station concourse entrance. Clear, level and well-marked way-finding routes between each bus stop and the main train station concourse provides safe and quick walking routes for pedestrians.

EXAMPLE:
Oxford station forecourt is a small bus station, with six bus stops, all with passenger shelters.



In larger towns and cities, dedicated, frequent "city centre" bus routes provide an effective link between rail stations and also with main facilities (such as shopping malls, markets, hospitals etc) in the central area.

EXAMPLE:
In Bradford, Huddersfield, Leeds, Liverpool and Manchester city centre free bus routes link the main rail station(s) with city centre facilities.



3 Integration good-practice examples

By bus (continued)

In small towns and rural locations, where bus service frequencies tend to be lower, demand responsive transport, which is designed to connect with main trains can provide an effective public transport alternative to timetabled bus routes.

EXAMPLE:
Chiltern Railways (in partnership with a local taxi operator, Union cars) provide a weekday 'TaxiBus' service in Bicester, which operates on three routes around the town and links with peak hour commuter trains to and from London Marylebone.



Highway authorities have an important part to play by assisting the free-flow of public transport services along roads leading to and from rail stations, so that journey times are reliable and services are viewed as a dependable option.

EXAMPLE:
In Reading, most roads leading into the central area have 'Bus, cycle and Taxi lanes', so that people traveling by more sustainable means can bypass queues of other traffic.



By cycle

Increasingly clear, simple way-finding signage is being used to direct cyclists along the quickest and safest route to the station, from key origins e.g. town/city centres; bus/coach stations; large institutions (hospitals, education establishments, local authority buildings etc). The National Rail symbol and highway-code blue cycle route symbol are usually incorporated in such signs.

EXAMPLE:
Oxford Station has both covered and uncovered cycle parking facilities. All are monitored by 24hour CCTV.

ScotRail provide cycle parking facilities at nearly all their rail stations (with a few exceptions due to limited space on the station site).



By cycle (continued)

Increasingly cycle parking at stations is being located close to the main concourse entrance. Many train companies have added additional cycle storage (Sheffield stands are a popular design) in recent years to meet growing demand. Cycle parking is also often monitored by CCTV (or staff), a facility that is appreciated by cyclists, who may have concerns about the safety of their property. Cycle lockers for hire are being introduced as a useful facility at selected stations.

EXAMPLE:
ATOC, on behalf of all train operators, produces each year a 'Cycle by rail' leaflet (with supporting information on the National Rail website).



Train companies now promote their cycle carriage policy in a leaflet racked at staffed stations and also on their websites.

By car

The location, availability and quality of car parking (including blue badge holder spaces), its cost, security measures, how to buy tickets/permits and real-time information on the availability of spaces has been improved considerably over the last 15 years. In many towns Park&Ride bus routes also serve or pass rail stations, offering an alternative to driving to the station.

EXAMPLE:
York Park&Ride services pass the rail station.



3 Integration good-practice examples

By car (continued)

Priority parking spaces at stations for those who car-share are being promoted and tried at a number of locations, as sharing itself is becoming more common place around Britain.

EXAMPLE:
Chiltern Railways
“Carshare” system is a programme where car parking is free at selected stations if a car driver uses the online Liftshare programme to find fellow travellers and arrives at the station with three or more car occupants.



As well as pavement parking machines, use is increasingly being made of new technology (online and by mobile phone) to make it easier and quicker for regular rail users to pay for car parking.

EXAMPLE:
A number of larger First Great Western station car parks offer system called “RingGo” where the rail user registers the details of their car and credit card online and they can then pay for their car parking by mobile phone or text message each time they use a suitably equipped station car park.



On foot

Clear, simple way-finding signage directs pedestrians along the quickest and safest walking route to the station, from key origins e.g. town/city centres; bus/coach stations; large institutions (hospitals, education establishments, local authority buildings etc). This signage usually incorporates the National Rail symbol.

EXAMPLE:
To assist passengers interchanging between the rail station and nearby bus station in Rotherham, special walking routes are marked with cast iron plates set into the pavement.



3.3 At the departure station

Printed information

Information literature about onward travel and integrated ticketing is increasingly being offered at station ticket offices and 'Information' desks.

Posters listing (in alphabetical order: A to Z) all direct destinations served by trains from the station, with departure times, arrival times and connection details, are on prominent and permanent display on the main concourse and also on all platforms. These are used in some cases to show departure times of significant 'RailLink' bus/coach service destinations as well.



3.4 Integrated ticketing

The ability to buy tickets in one place in one transaction for the entire journey (regardless of mode) is particularly important in creating the perception of a seamless door-to-door journey. Integrated ticketing gives passengers a range of benefits, including greater convenience, reducing "wasted" time buying additional tickets and it gives the perception of greater value-for-money. Integrated ticketing is increasingly available for

journeys and is being better promoted by operators. The Office of Fair Trading 'Ticketing Block Exemption' sets out rules by which these tickets can be promoted without infringing competition laws. A wide number of integrated ticketing systems already exist throughout the country and operators are continually seeking to introduce new products in response to customer needs.

National Rail add-on's

Through-journey "add-on" tickets are available between rail stations and over 240 non-rail served destinations by bus/coach and tram services beyond the National Rail network. Through-tickets are also available for journeys involving rail and ferry travel.

EXAMPLE:
Destinations available with rail add-on's include: airports e.g. East Midlands Airport; non-rail served towns e.g. Minehead; villages and leisure attractions e.g. Bluewater Shopping Centre; and islands e.g. the Isle of Wight, the Scottish Islands and Ireland.

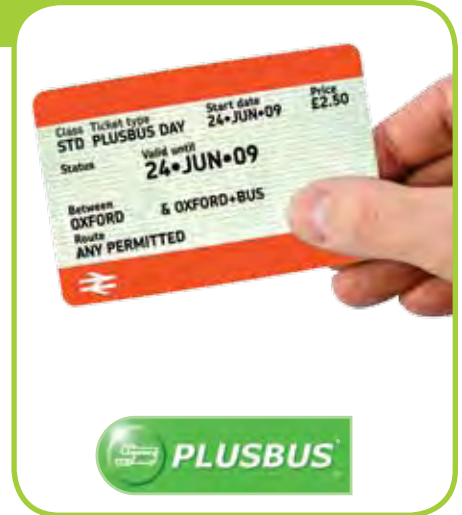


3 Integration good-practice examples

National Plusbus ticketing

PLUSBUS is a nation-wide integrated train to bus ticket that offers unlimited bus travel around the whole urban area of a rail travellers origin and / or destination town. PLUSBUS is available to 265 towns and cities across Britain (and has recently been introduced in Northern Ireland too).

PLUSBUS is available as a day ticket for all destinations with season tickets available for over 80% of all towns. The initiative has been established and is managed by bus and train operators in partnership with ATOC. In the last two years the number of PLUSBUS tickets issued has increased by 100% each year and in 2008-09 achieved nearly 300,000 ticket sales.



Regional integrated ticketing

In all the larger conurbations multi-modal integrated ticketing has been in existence for about thirty years, allowing passengers to travel by bus, metro/tram and train. In most cases these multi-modal ticketing systems are managed and operated by a partnership of participating operators and / or relevant PTE.

Examples include:

- 'MetroCard' in West Yorkshire.
- 'Network card' in West Midlands;
- Oyster & Travelcard in London;
- 'Saverway' and 'Trio' in Merseyside;
- 'System One Travelcards' in Greater Manchester;
- 'Travelcard' in Tyne & Wear;
- 'Travelmaster' in South Yorkshire;
- 'ZoneCard' in Strathclyde.

EXAMPLE:

Northern rail and Transdev Lancashire United have got together to introduce 'Pendle Connect' and 'Day Ranger' integrated tickets for the East Lancashire area.



More localised multi-operator tickets include:

- 'Freedom of Wales FlexiPass';
- 'Freedom Travelpass' in Bath/Bristol/Weston-s-Mare area;
- 'Explorer North East' (bus to bus)
- 'Ride Cornwall' ticket;
- 'Transfare' tickets (between Metro & bus, or bus & bus in Tyne & Wear);
- 'ONE Ticket' in Lothian and south east region of Scotland;
- 'Solent Travelcard' in Southampton & South Hampshire (bus to bus at present).