TRANSPORT FOR THE NORTH

Making travel smarter in the North
Alastair Richards, Programme Director

Driving economic growth in the North

The future by 2050

Create + 850,000 jobs

£100bn GVA to the economy

Rail travel to increase up to 400% by 2050

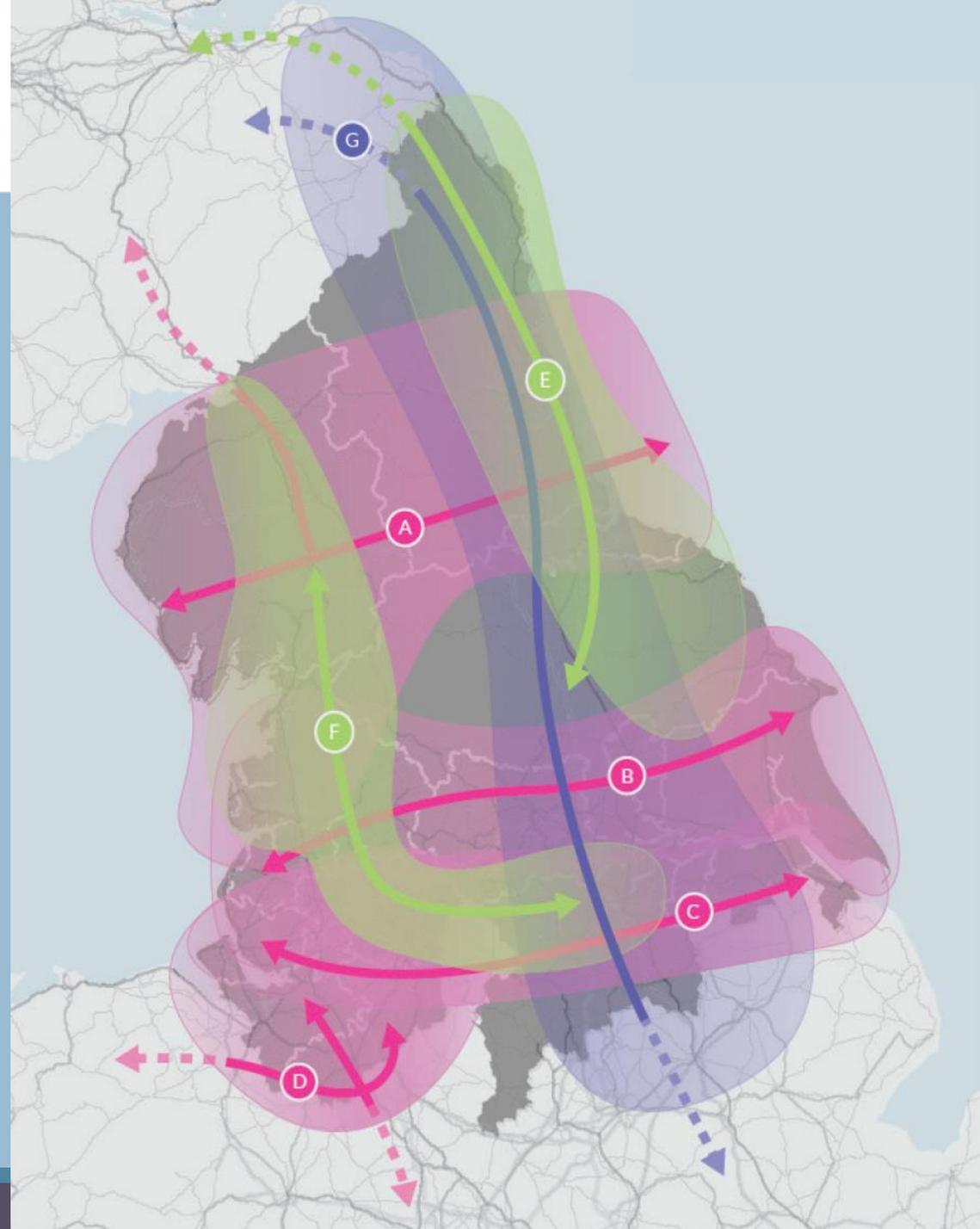Road travel to increase up to 55% by 2050

Commuter transport patterns (2011 census travel data)

STRATEGIC DEVELOPMENT CORRIDORS

A Connecting the Energy Coasts

B Central Pennines

C Southern Pennines

D West and Wales

E East Coast to Scotland

F North West to Sheffield City Region

G Yorkshire to Scotland

Integrated and Smart Travel (IST) programme

Make it easier to work out the best options

- Provide joined up information both for planning journeys and for updating customers on any changes whilst travelling
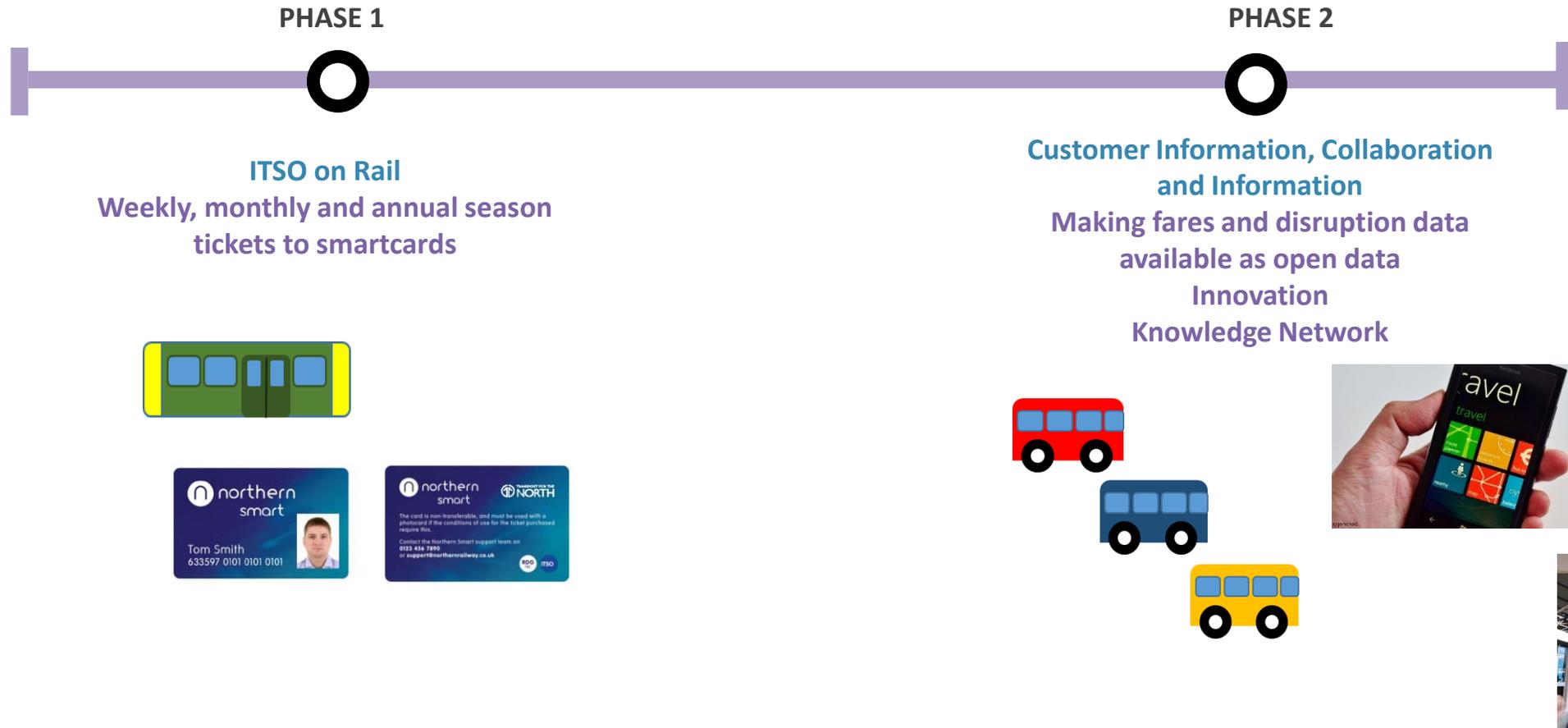
Make it easier to pay

- To allow most customers to simply turn up and travel, using one of a range of smart devices as their ticket. All their travel across the region can be managed from a single account

Make the pricing simple to understand

- Provide a clearer-to-understand fare structure, especially within urban areas, initially offering a joined up pay as you go service across all urban areas, and then developing this further so that customers can be offered a 'fair price promise', which gives them the reassurance that they are getting a good fare for multiple trips

Modal Evolution:

Enabling the travel on more modes, and developing multi-modal offerings:

PHASE 1

PHASE 2

ITSO on Rail
Weekly, monthly and annual season tickets to smartcards

Customer Information, Collaboration and Information
Making fares and disruption data available as open data
Innovation
Knowledge Network