










The key role of ticketing in delivering modal shift: South East Hampshire Rapid Transit

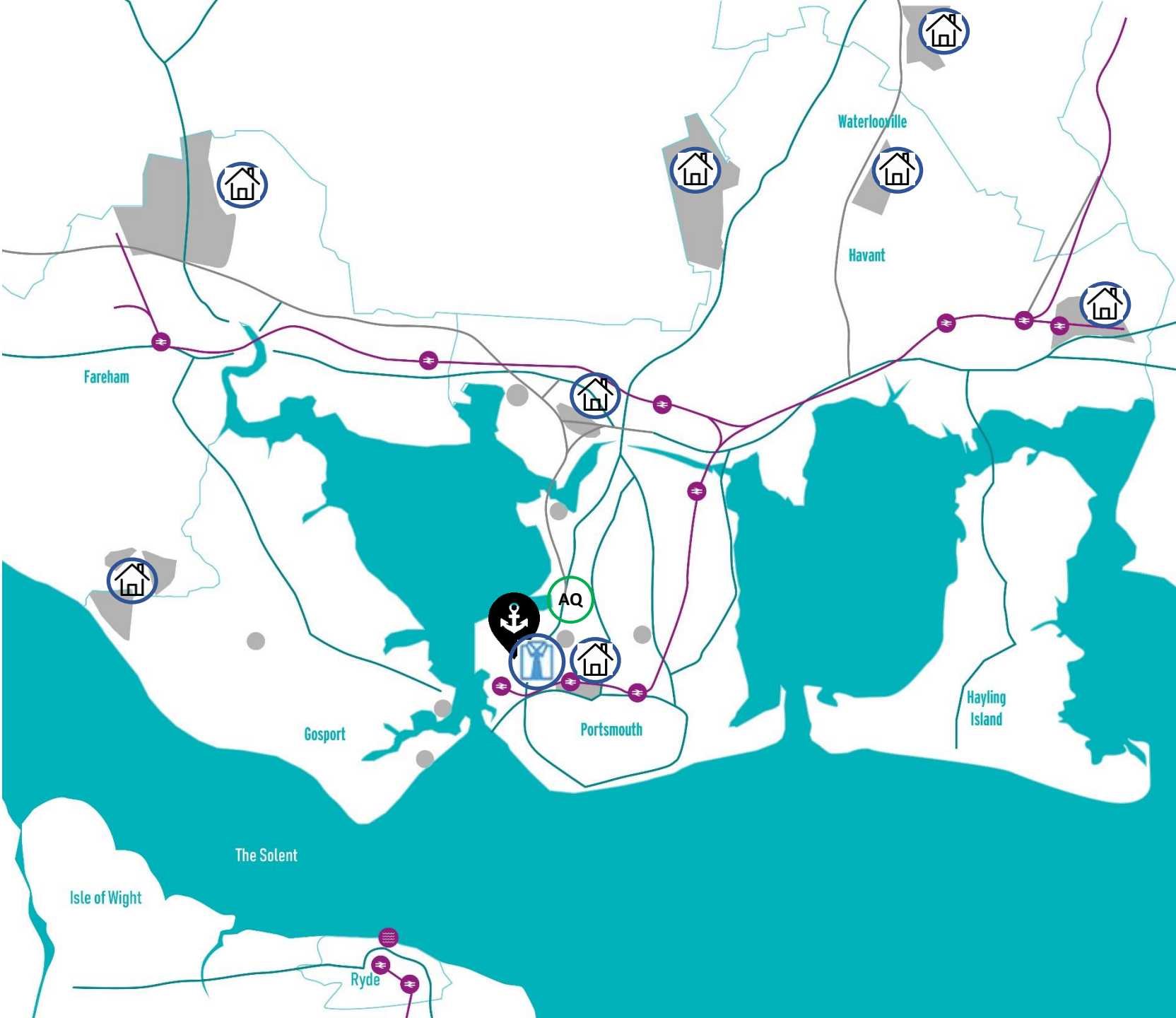
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A partnership between



Portsmouth City Region

-  Rail stations
-  Motorways
-  A-roads
-  City region boundaries
-  Major development site
-  International Gateway
-  Major Economic Development Site



The challenges



Geography



10% below



Assisted areas



Poverty



Fragmented
travel networks



32% slower



51 bus journeys
per person



7 AQMAS
4 ministerial
directives



Growth



SOUTH EAST HAMPSHIRE RAPID TRANSIT

A partnership between



Workstreams



**Route
Infrastructure**



**Customer
experience**



**Complementary
policy
interventions**

Proposed Rapid Transit interventions

Delivered over a four-year funding period, improvements to:

- Speed up journey times
- Improve reliability
- Reduce dwell times
- Improve walking and cycling networks



Customer experience



Integration
across modes



Branding



Ticketing



Fleet



Passenger
information



ITS

Why do we need a new approach?



Three rail
operators



Three bus
operators



Three ferry
companies



100 miles of
coastline



Island
geography



multiple
ticket types



changing working
patters



Significant decline
in cash use



additional dwell
time due to cash
handling

Multiple changes
become costly
(no through
tickets)

Non integrated bus
services - non
transferable tickets
from one company to
the other Very
confusing

2 different bus
companies need 2
different tickets

no through tickets for
different transport
companies

Multiple bus
providers that do
not have single
ticketing with
timetables that
prevent interchange

I've bought a ticket for a
specific route and not
been able to get on
passing buses because it's
not from their company,
yet it's going the same
way and my bus is
delayed. Annoying.

2 out of every 3 SEN
students surveyed at
Highbury College said
that they didn't feel
confident talking to the
driver.

introduce a ticket that can be used
for multiple bus companies as at
present I cannot go on some routes
because I require several changes and
they are for different companies, so
a run around can only be used for
some routes near me, should be like
in London with a **single ticket**
covering the whole area and whole
transport system

Integrated
bus and
train tickets

SEHRT: Proposals

- Tap on Tap off
- Contactless payments
- Separate 'tap off' exit readers as part of the bid
- Retrospective billing
- Cash option



Apple Pay



Pay As You Go



Smartwatch Payment



Google Pay

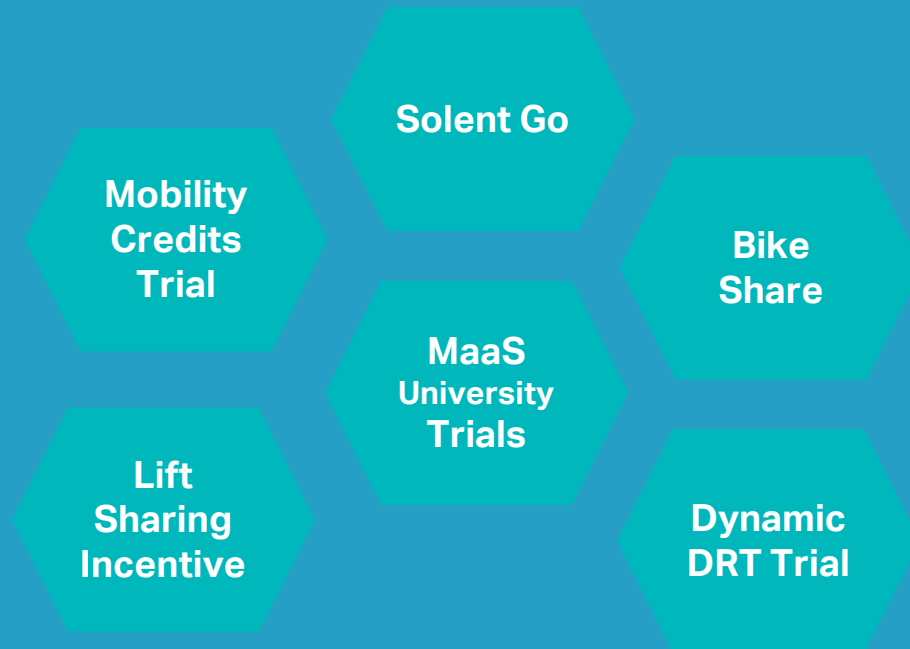
SEHRT: Partnership

- Principles of co-design
- Enduring ethos of partnership
- 2 part Quality Bus Partnership
- Building on success

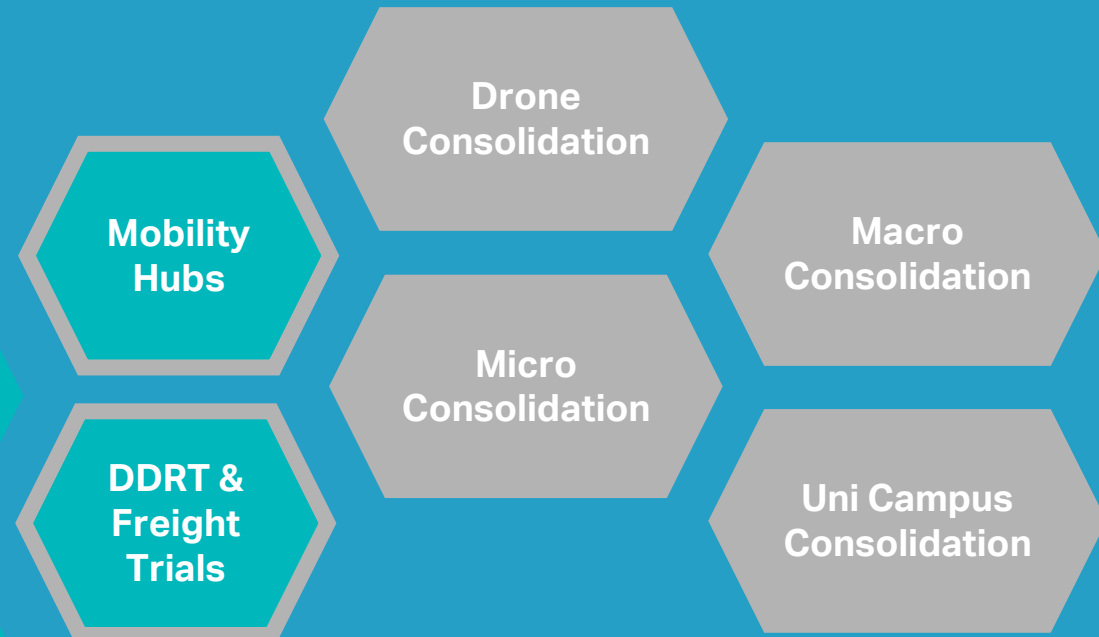
Solent Mobility Zone



Theme 1: Personal Mobility



Theme 2: Sustainable Urban Logistics



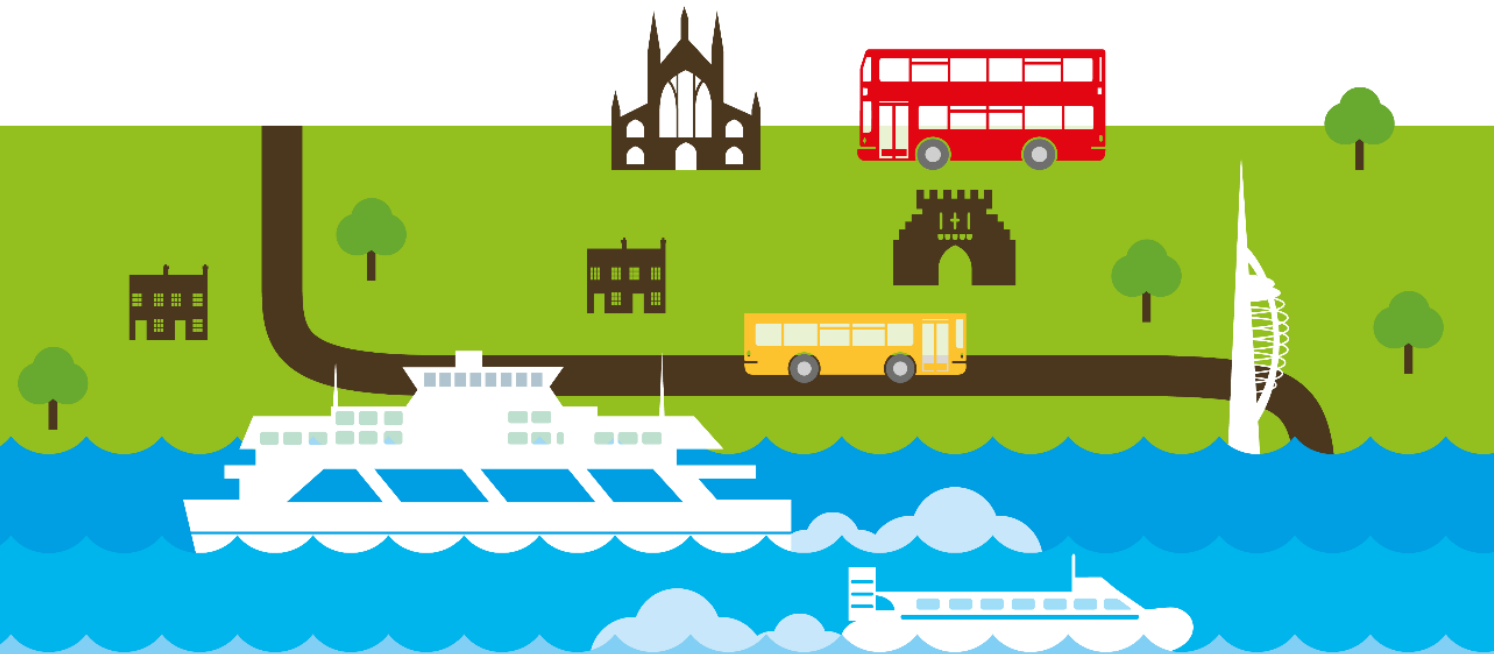
Solent Go: A to B to Sea

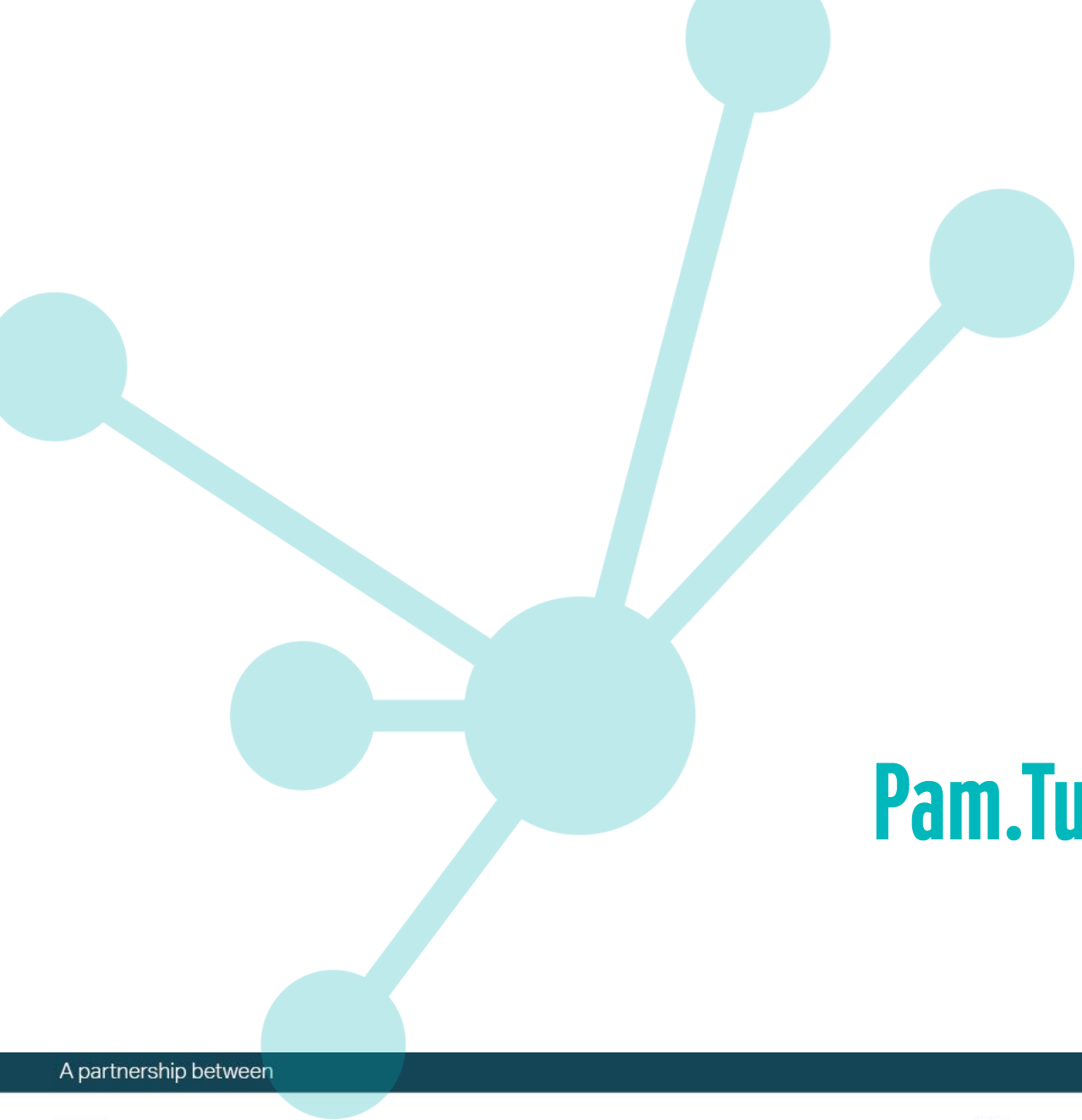
**FERRY
OPERATORS**

**SOLENT
TRANSPORT**

**BUS
OPERATORS**

**HOVERTRAVEL
GOSPORT
FERRY
HYTHE FERRY**





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