



Alison Pilling

Integrated and Smart Travel
Interim Programme Director
Transport for the North

North of England Transport Summit

THE NORTH OF ENGLAND



16m
PEOPLE



7.2 MILLION
JOBS

£290bn

GVA TOWARDS UK ECONOMY

£37 bn
GVA
GAP



NORTHERN POWERHOUSE

INDEPENDENT ECONOMIC REVIEW

A 'transformational' growth scenario by 2050 could generate:

**£97 billion
GVA**

increase to the
Northern economy

**850,000 more
jobs**

than 'business as
usual'

Three ways improved transport can boost economic growth:

1. Increased capacity
2. Increased frequency
3. Improved usability



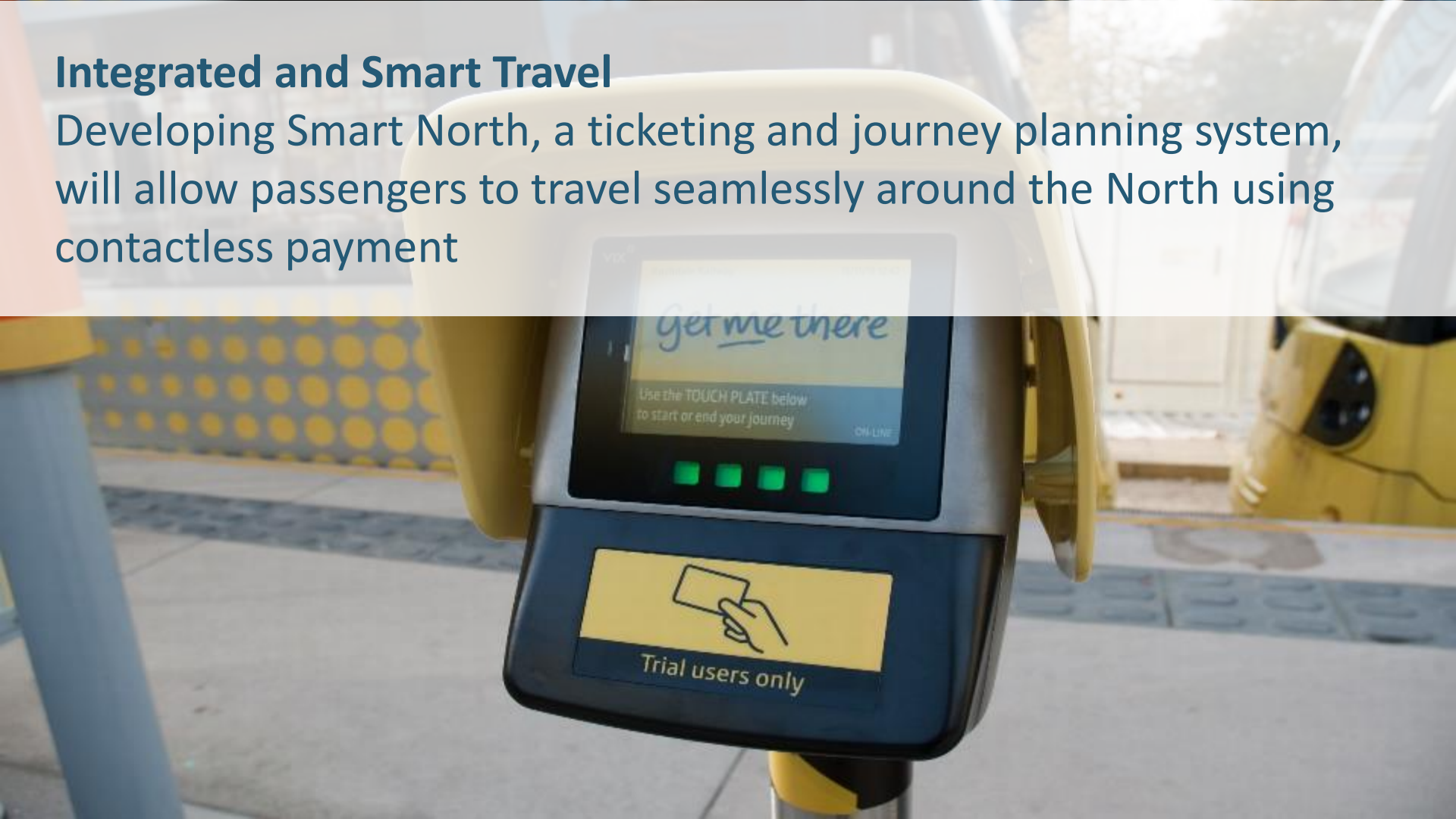
“Reducing journey time by just 60 seconds could lead to £1.6billion economic benefit to regions covered by the Northern Powerhouse.”

‘National Infrastructure, Local Benefits’, Mace, April 2016



Integrated and Smart Travel

Developing Smart North, a ticketing and journey planning system, will allow passengers to travel seamlessly around the North using contactless payment



Smart North - Vision and Objectives

Programme Vision

Make it easier to work out the best journey and travel options

Make the pricing simple to understand

Make it easier to pay

Programme Objectives

Enable economic growth in the North

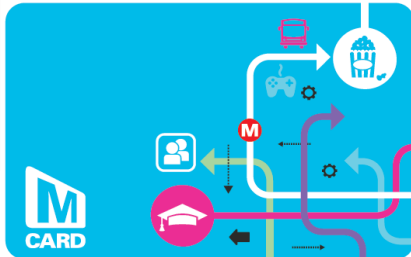
Improve the customer experience

Increase operational efficiency across the transport network

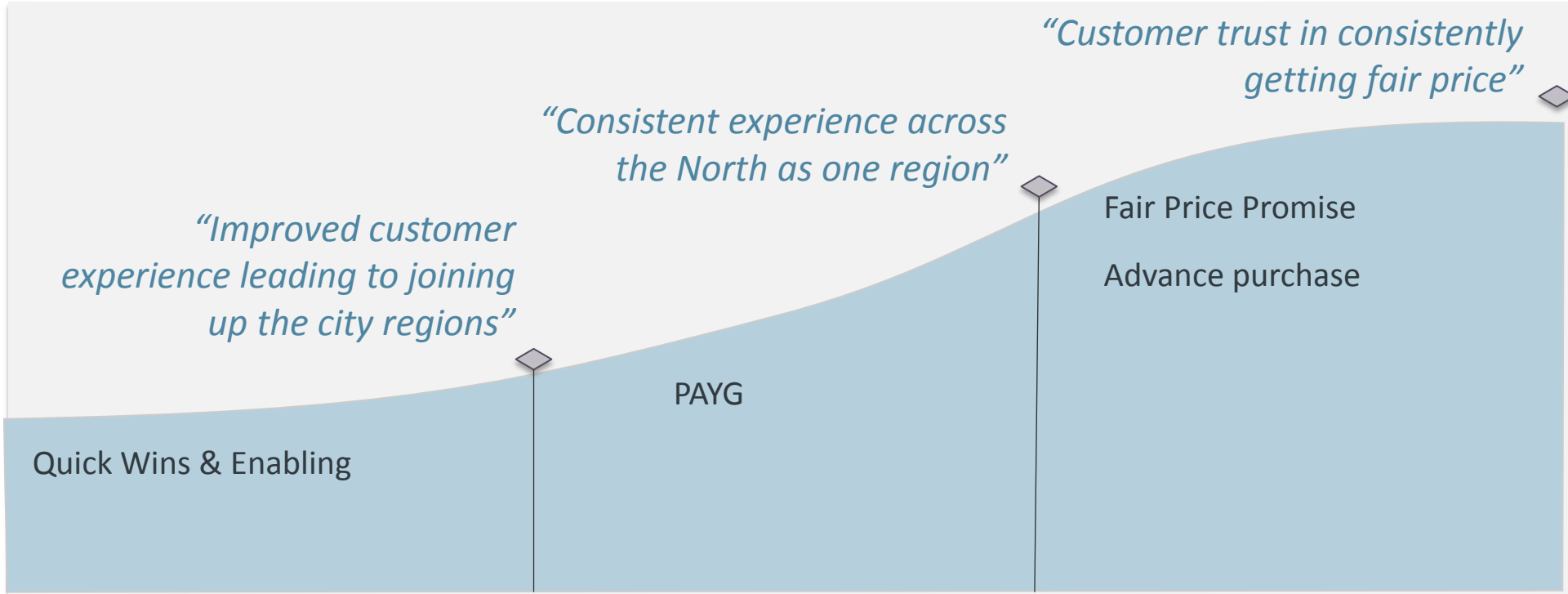
Provide a consistent and familiar travel experience throughout the North

Smart North offer

- Use your contactless card (or smartphone) for instant swipe access to bus, train, tram and metro
- Receive live journey planning and travel updates for travel across the North
- Buy advance or season tickets and use them through your card
- Pay on the day with swipe access and a promise that your total spend won't exceed the cheapest on-the-day fares for the journeys you've made



Smart North – Phased Implementation



Discussion



www.transportfornorth.com



@transport4north



Transport for the North (TfN)