

Fares and Ticketing

Presentation to GM Transport Committee

Stephen Rhodes – Customer Director
Helen Humble – Head of Ticketing



Our Network will be built on the principles which underpin the network, providing Integrated fares and ticketing across all modes. Delivering to the core principles of:

Convenient

Affordable

Accessible

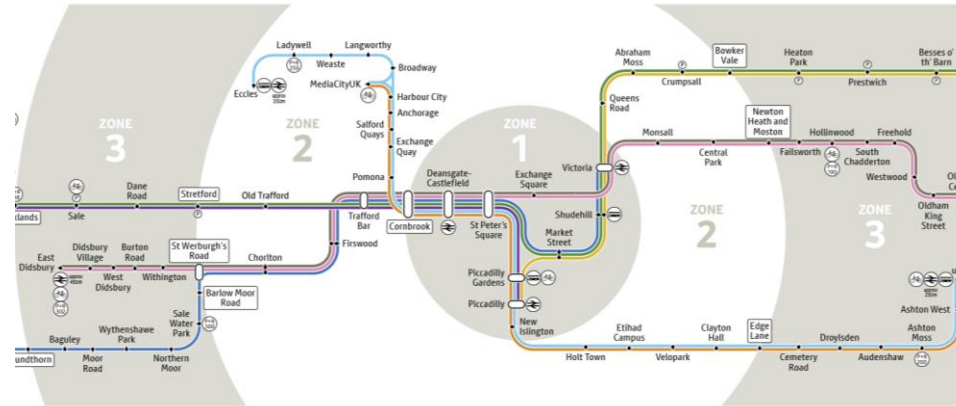
Simple

Value for Money





Metrolink Zonal Fares




In the zone

Ticket zones let you do more of the things you enjoy.

Metrolink tfgm.com/zones

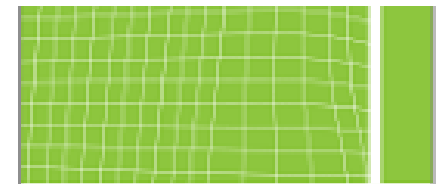
Launched Sunday 13 January 2019

Biggest ever customer-facing change

Stop-to-stop tickets replaced with simpler, more flexible and better value zone based tickets

Offers customers better value – 78.5% of individual fares cheaper than before

Step towards more integrated ticketing system for GM

In the zone

Ticket zones let you do more of the things you enjoy.



Contactless is here!

The simpler and quicker
way to travel.



Travel contactless
buzz around all day
for £7 or less

Contactless Travel

- Launched Monday 15 July
- Passengers required to 'touch in and touch out' at validators
- System works out fare up to a daily cap
- Beneficial to less frequent travellers (adult day and single tickets) - 11.5m in 2018
- Further steps towards Our Network
- Visa research – transport use could increase by 27% with easier payment system

EASY ACCESS TO METROLINK TICKETING



USED BY CUSTOMERS FROM 90 COUNTRIES



380K INDIVIDUAL CUSTOMERS



1.8M JOURNEYS

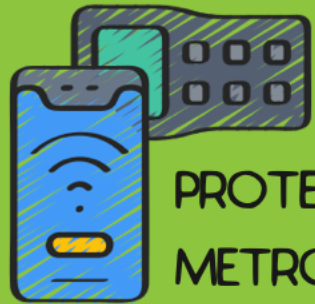


POPULAR ON EVENT DAYS

330K JOURNEYS IN DECEMBER



CONTACTLESS



PROTECTS METROLINK REVENUE



SECURE FROM END TO END



NEW DATA & INSIGHTS INTO CUSTOMER JOURNEYS

EASE FOR CUSTOMERS PROVIDES PLATFORM FOR GROWTH



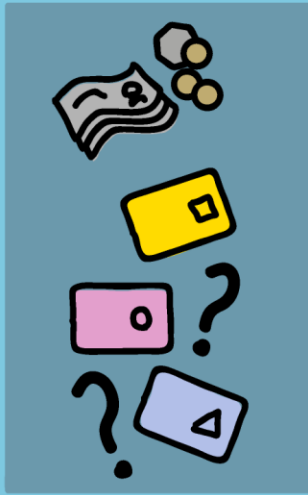


Our Pass

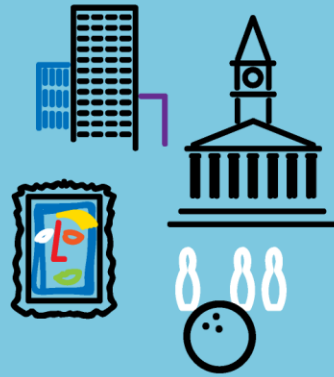
- Free bus travel for 16-18 year olds across the city region
- Along with a wealth of sporting, cultural & leisure opportunities
- No time or day restrictions



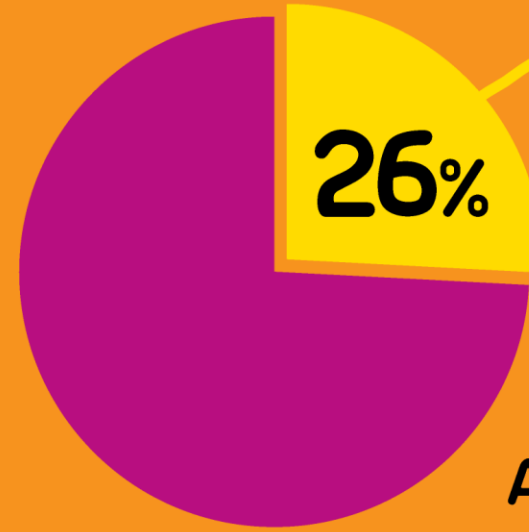
16-18 YEAR OLDS



TRANSPORT COSTS
COMPLEX FARES
AND TICKETING



ACCESS TO EMPLOYMENT,
EDUCATION CULTURE AND
LEISURE



16-18s USE BUS
AS PRIMARY MODE
OF TRANSPORT

OUR PASS

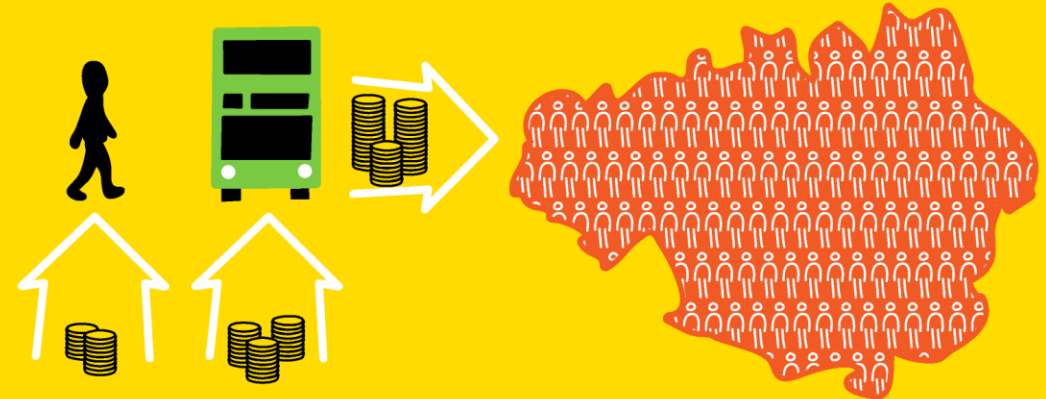


60K+

16-18 YEAR OLDS
IN THE PILOT AT
ANY ONE TIME



TWO EXTRA JOURNEYS PER WEEK
= **6.5M** EXTRA JOURNEYS ON
THE GM TRANSPORT NETWORK



INVESTMENT IN YOUNG PEOPLE AND THE BUS
MARKET FOR THE BENEFIT OF ALL GM RESIDENTS

Current Ticketing Initiatives



Early Bird

- New contactless benefit for weekdays - the 'early bird bonus'.
- Customers who touch-in before 7am on weekdays will benefit from the off-peak daily cap.
- Each touch-in throughout the day must be before 7am or after 9.30am (touch-out can be at any time).
- Customer must remember to touch-out to benefit from the daily cap (already applies).
- Example saving on 2020 fares - all zones anytime cap is £7.10 and off-peak cap is £4.90 – saving £2.20.

early bird bonus!

Touch-in **before 7am** to save up to £2.20 on your day's travel

Beat the traffic. Catch the tram.
Avoid the rush on weekdays
and benefit from the
off-peak daily cap.

Find out how at:
[tfgm.com/contactless](https://www.tfgm.com/contactless)





Other Initiatives

Introduction of an annual £10 charge for off peak travel on Tram and Train across GM for Concessionary Pass holders.

Extension of the Women's Concessionary Travel Scheme – building on the introduction of the scheme in 2017, eligibility will now be extended to women born up to Apr 1955.

As part of the wider Care Leavers Covenant and conjunction with the Prince's Trust, TfGM will extend the current pilot being ran with GMTL to provide free bus travel to Care Leavers in the region.

Looking at more flexible ticketing options, actively under development.

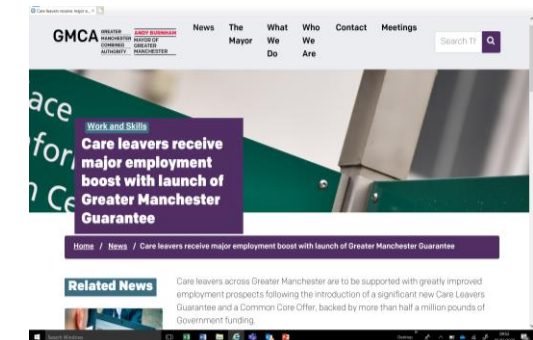


Dates extended from 1 April 2020

FREE off-peak bus travel for **women** born between **6 July 1954** and **5 April 1955**

The Women's Concessionary Travel Scheme helps those in Greater Manchester most affected by the increase of the State Pension age.

For more information on how to apply for a pass, visit tfgm.com/WCTS or ask at a TfGM Traveshop.



Future

Roadmap of development to improvement access to travel and mobility across all of GM, delivering on the promise of an integrated ticketing proposition across all transport modes

Continual improvement of the customer offer to deliver the core principles

Review of the retail channels available

Work in close collaboration with Transport Operators and other city regions

A tall, modern skyscraper with a glass facade is the central focus on the left side of the image. The building is partially completed, with a visible steel framework at the top. The background features a city skyline at sunset, with the sun low on the horizon, casting a warm, golden glow over the scene. Several other buildings are visible in the distance, some with construction cranes. The sky is filled with soft, wispy clouds, and the overall atmosphere is serene and dramatic.

Questions ?