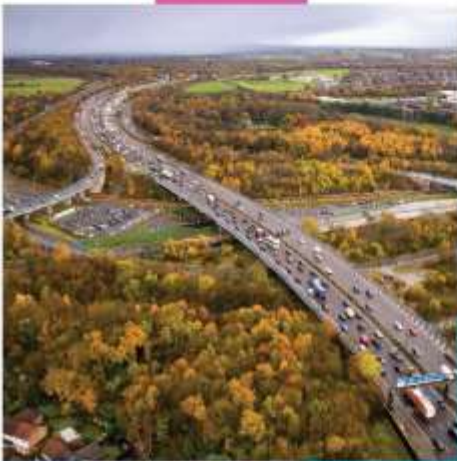



EQUALITY IMPACT ASSESSMENT

Integrated and Smart
Travel (IST) Programme



Transport for the North Equalities Impact Assessment Introduction



The general equality duty that is set out in the Equality Act 2010 requires public authorities, in the exercise of their functions, to have due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act. Advance equality of opportunity between people who share a protected characteristic and those who do not. Foster good relations between people who share a protected characteristic and those who do not. The general equality duty does not specify how public authorities should analyse the effect of their existing and new policies and practices on equality, but doing so is an important part of complying with the general equality duty. It is up to each organisation to choose the most effective approach for them.

Equality Analysis

Title: Integrated and Smart Travel Programme (IST)

What are the intended outcomes of this work?

The vision for integrated and smart travel in the North focuses on encouraging more customers to travel by public transport throughout the region in support of economic growth. This vision can be achieved through enabling greater accessibility to public transport by making it easier for customers to work out the best options available, by making the pricing simpler to understand and by making it easier to pay. The programme vision therefore is:

- **“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 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.

- **“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.

The mission for the IST programme is:

“To develop a travel solution across the North that makes travel by rail, bus, Metro and tram as simple, attractive and convenient as possible for local trips and longer journeys...”

...we want to support the development of a consistent and familiar travel experience across the North.”

The programme has been split in to three delivery phases:

Phase 1 – ITSO on Rail and Brand Strategy - Deliver early benefits focused on rail and start to introduce customers to Smart and Integrated Travel.

Scope: Rail ITSO seasons, Rail ITSO carnets, Brand strategy development.

Outputs: Introduce rail customers to smart ticketing, and ensure customers are benefitting from IST initiatives in a shorter timeframe. Tranche 1 will also provide a sustainable longer-term solution for customers who commute by rail. Additionally, it will develop the wider programme brand strategy.

Phase 2 – Customer Information, Collaboration and Innovation activities - Continue to deliver early benefits and activities to inform travel across the North.

Scope: Bus fares, disruption messaging, open data hub, knowledge network and innovation activities.

Outputs: Data infrastructure in place to commence sharing data across the North, to be enhanced once Back Office has been developed in Phase 3. Innovation activity to realise early benefits and/or assess viability of certain functionality.

Phase 3 – Implement an Account Based Back Office for Travel (ABBOT) solution, Front Office field components, Front Office Customer Information, commercial and operational arrangements, and launch planning and readiness activities to enable IST.

Scope: Back Office solution (functionality as defined in the Customer Proposition), Front Office (upgrading field components for bus, light rail, metros and rail in urban areas), Customer Information, customer support, commercial arrangements, supporting IST product definitions.

Outputs: IST Back Office, associated infrastructure and customer service capabilities implemented and operational. Commercial arrangements in place to manage services. Products defined and available to customers to meet the programme objectives and achieve the 'Fair Price Promise'.

Objectives	Achieved by
Enable economic growth in the North	<ul style="list-style-type: none"> • Providing customers with access to a wider and more integrated jobs market in the North • Freeing capacity on road network due to modal shift towards use of public transport • Reducing subsidy/cost through increased revenue generation • Agglomeration benefits of reduced time to travel to work across a commuter population
Improve the customer experience	<ul style="list-style-type: none"> • Providing seamless inter-region and multi-modal travel that reduces the number of tickets required • Reducing time queuing to purchase tickets, to enter/exit stations and to board buses, trains and trams • Increasing availability of service and pricing information via readily available information services • Increasing the perception of receiving value for money



<p>Increase operational efficiency across the transport network</p>	<ul style="list-style-type: none"> • Providing more efficient, customer-focused ticket sales channels • Increasing the accuracy and timeliness of data available to optimise operations and tailoring services to customer needs • Reducing operational costs via shared managed back office • Reducing fraudulent travel • Freeing capacity on the road network and easing congestion due to increased use of public transport
<p>Provide a consistent and familiar travel experience throughout the North</p>	<ul style="list-style-type: none"> • Enabling simplified fare structures and consistent product definitions aligning regions and operators across the North • Having consistent underpinning technology in place from which products can be launched • Improving management of peak travel volumes due to increased availability of operational data combined with product innovations • Improving the targeting of product offerings due to availability of accurate customer data • Establishing consistent identity for smart across the North to act as a stamp of quality

Who will be affected?

Transport operators, local transport authorities, government agencies and passengers.

It is intended that passengers will receive an improved experience in line with the outcomes described above.

TfN engages with other partners to enable them to deliver to end users:

Phase 1- ITSO on rail

The train operating companies (TOCs) are leading the practical implementation of the Phase outputs. TfN funding supports costs that are over and above franchise obligations including software upgrades to ticket vending machines and gates, and ticket office sales systems.

The Project brings partners together in a governance structure aimed at ensuring a consistent customer proposition.

Phase 2 – customer information, collaboration and innovation

In Phase 2, the starting position is that

- Operators make fares and disruption data available
- LTAs make fares and disruption data available where appropriate
- Both operators and LTAs use the new data in their current customer offer (including non-digital outputs)

TfN’s role is to enable the availability of new datasets to open data users, such that:

TfN’s role is to enable the availability of new datasets to open data users, such that:

- Open data users can create better information products for customers,
- All partners are supported through use of the Knowledge Network and associated innovation activities

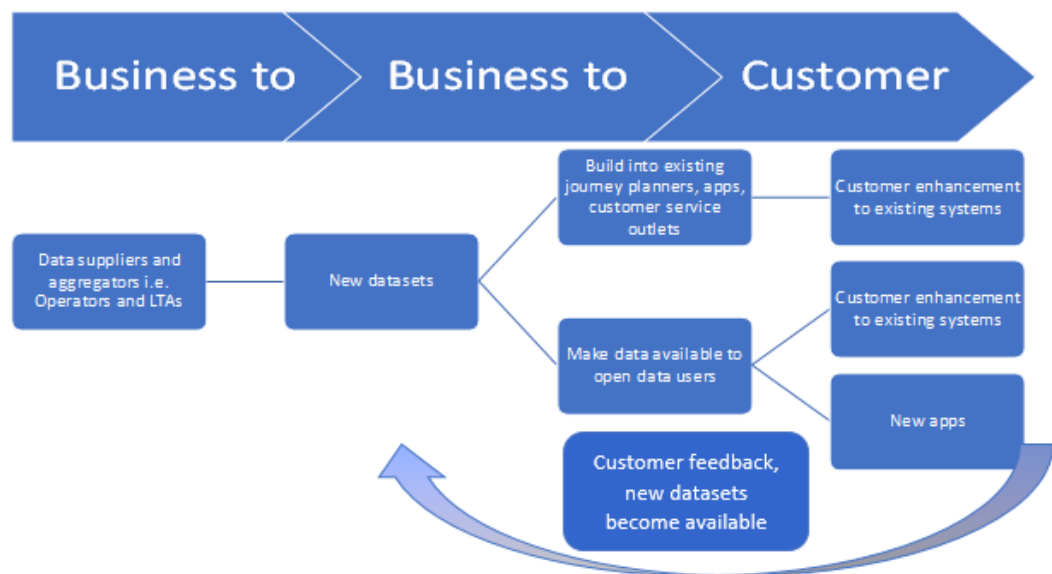
The IST Programme will enable new datasets rather than provide any customer facing websites and apps. These new datasets will be provided on an open data platform for others to use, including use for the purpose of customer facing websites and apps. Other users may include academics, national and local government partners, lobby and specialist interest groups who may find access useful in relation to their policy, strategy and decision making.

Phase 3 – account-based travel

For the delivery of Phase 3, a Special Purpose Vehicle (SPV) of transport operators will be established to provide the central services required for a UK Cards Association (UKCA) Model 2 compliant system.

TfN will procure, fund and own the assets required to implement Phase 3 (there is no specific role for the SPV in the procurement of ABBOT assets). TfN will also procure the services required to run the ABBOT service (these will be funded from charges to the operators).

TfN will allow the SPV to use these assets to operate the system through the tri-partite Supplier Services Agreement (SSA); operators will fund the operating costs of the SPV through charges relating to the quantum of passenger revenue processed by the SPV.



Equality Analysis

What evidence have you considered? List the main sources of data, research and other sources of evidence (including full references) reviewed to determine impact on each equality group (protected characteristic). This can include national research, surveys, reports, research interviews, focus groups, pilot activity evaluations etc. If there are gaps in evidence, state what you will do to close them in the Action Plan on the last page of this template.

Table 1 - User research commissioned by IST Programme

Description and Data	Sample	Report Link
Transport Focus wave 2 March 2016	16 in-depth interviews with participants in wave 1 focus groups 2000 interviews (1720 online, 280 face to face) Included suburban and rural areas; and digitally disconnected	http://d3cez36w5wymxj.cloudfront.net/wp-content/uploads/2016/10/10145417/Smarter-travel-north-agency-slides-2.pdf

Key Findings

Largely reinforced wave 1 and / or added further detail.

Other points include:

- Positive attitudes to smart ticketing and multi-model tickets appeared more likely amongst urban residents than rural,
- A large minority did not feel public transport offered good value for money,
- Key benefits of smart ticketing focused on ease of use and peace of mind,
- There were concerns about storing bank card details alongside personal data,
- There was some resistance to registering, unless there were clear advantages to doing so (such as being able to track your journeys and keeping track of / knowing how much you've spent on travel),
- 60% viewed pay-as-you-go to be an important aspect of smart ticketing (many current schemes are seasons only),
- Desire to be charged the best price rather than search it out. So capping, especially daily capping, was valued by 70%,
- Most people want a choice of payment medium (token) including smart phone, smart card and contactless bank card.

Key features of any new scheme should be:

- Best fare available; Available across multiple modes; Fare-capping; simple to use account system; Multiple media accepted.
- Whilst most just sought a scheme to be available locally, a regional or pan-Northern offer was also widely appreciated.
- 63% said they would be likely to use any new scheme. This is higher amongst young people and amongst regular users. 37% said they would use public transport more often as a result. This was particularly true of regular travellers and full-time workers.



Description and Data	Sample	Report Link
Summary report of both waves October 2016	Available on website to wider audience	http://d3cez36w5wymxj.cloudfront.net/wp-content/uploads/2016/10/25124757/TF-Smarter-Travel-NORTH-Oct16-WEB.pdf

Evidence Source	Conclusion
Deloitte – DfT Bus Open Data discovery report (2018)	<p>“Better and comprehensive data can improve the bus services through reversing the decline in passengers’ confidence and in turn increasing demand. Providing better data can support effective services for the ones who need them the most - the young, the elderly and the disabled.”</p> <p>“End users struggle to get hold of and understand PDF fare information.”</p> <p>“Lack of clear processes and agreed platforms and tools to update disruption information”</p>
Assessing the value of TfL’s open data and digital partnerships (2017)	<p>“Passengers are able to plan their journeys better with apps that allow them to adjust their routes in light of new information and provide more certainty when the next journey mode arrives. This can help avoid congestion and save time”</p> <p>“By improving information provision, this can result in more journeys on the network from people who have accessibility needs”</p> <p>“Savings from not having to produce apps in-house. With over 13,000 registered developers, TfL is able to allow the market to develop innovative new transport apps and services. This creates cost savings for TfL in terms of not having to build apps or provide ongoing support. The publication of open data gives passengers information directly, reducing the pressure on the Contact Centre and allowing it to focus on other priorities”</p> <p>“The provision of transport open data will be an important foundational block for further development of new transport products.”</p> <p>“Gross Value Added - A number of companies use and re-use TfL data commercially, generating revenue”</p> <p>Source: http://content.tfl.gov.uk/deloitte-report-tfl-open-data.pdf</p>

Table 2 – User research commissioned by partners

Partner	Date	Description
Transport Focus	Bi-annual survey (March and October each year)	Consultation of 50,000 passengers per year to produce the National Rail Passenger Survey (NRPS) – ‘a network-wide picture of passengers’ satisfaction with rail travel’.
Transport Focus	Annual survey – October each year	Bus Passenger Survey (BPS) of nearly 50,000 users to compare and benchmark what passengers think about their bus service.
Transport Focus on behalf of the United Kingdom Cards Association (UKCA)	October 2016	15 face to face interviews and 9 discussion groups around use of contactless bank cards for transport. http://d3cez36w5wymxj.cloudfront.net/wp-content/uploads/2016/10/25115623/TF-Smart-Travel-Contactless-Oct16-web-FINAL.pdf
Transport Systems Catapult (TSC)	October 2015	Survey of 10,000 travellers – resulting in segmentation of sample based on travel preferences. https://ts.catapult.org.uk/wp-content/uploads/2016/04/Traveller-Needs-Study-1.pdf
Northern Combined Authorities	Annual	A number of our partners carry out market research in their region every year e.g. West Yorkshire Combined Authority annual tracker survey of 2000 people segmented by age, gender, propensity to travel. Findings are shared via the Urban Transport Group.

Disability

Consider and detail (including the source of any evidence) on attitudinal, physical and social barriers.

The IST Programme will provide many new benefits to customers, these include the development of new digital methods for customers to access information and make payments, but, this will not replace more traditional methods that are currently available to customers. This can be further supported by the breakdown of activity and consideration by each phase:

Phase 1 aligns with the national smart cards on rail programme, there are some differences that will enhance the customer experience; such as season ticket holders will be moved from paper tickets to digital smart cards. This should make it easier and quicker for customers to clear rail station ticket barriers. This, will reduce the need for customers to interact with a member of staff at the station, although staff will still be present to assist customers where required. Phase 1 will not be removing any customer channel to purchase tickets, the current retail channels available for customers to purchase tickets will remain in place. For example, a customer will still be able to purchase tickets through a rail station booking office and face to face transactions will still be available.



Phase 2 will add value to the current provision of customer information, this will be enabled through the creation of new data sets; fares and disruptions, rather than creating customer facing products and services. TfN does not have control over how local authorities, operators and open data developers will use this data. The IT systems that will be purchased to support these deliveries will be developed with accessibility in mind and where possible will provide data in a format that meets industry standards, this includes:

- The Service shall meet the requirements of the Equality Act 2010 or any replacement.
- The Service shall meet the requirements of WCAG 2.0 for accessibility wherever technically possible.
- The Service shall be accessible from a range of devices, to include desktop PCs, laptop PCs, iOS, Android and Windows tablets and smartphones as a minimum, running any supported version of Windows, iOS, Android, or Linux using one of the last two versions of leading browsers: Internet Explorer, Firefox, Chrome and Safari.
- The interface must be responsive to the device type to enable the most appropriate display of information for the device in use.
- The Service interface shall be based on HTML5 and not require the use of external plugins.
- The Service must be intuitive and easy to self-learn.
- On screen help, tips and guidance must be provided to assist Service Users in providing the correct information to achieve successful completion of the necessary processes.

Phase 3 will introduce a new way for customers to pay for their travel and will enhance the customer experience making it easier for customers to travel by public transport. This is expected to be provided in addition to the approaches that are currently available to customers through operators and regional ticketing companies. Phase 3 will not be removing any customer channel to purchase tickets, the current retail channels available for customers to purchase tickets will remain in place. The Phase 3 procurement intends to place a contractual obligation on the ticketing back office supplier to comply with the Equalities Act 2010 and also ISO/IEC 40500:2012 (W3C Web Content Accessibility Guidelines (WCAG) 2.0.

The IST programme will actively monitor and consider implications on the protected groups whilst it develops its approaches and the deliveries are defined. Additional assessments will be provided where required.

Sex

Consider and detail (including the source of any evidence) on men and women.

No perceived adverse impact. IST outputs are designed to improve the passenger experience regardless of sex.

Race

Consider and detail (including the source of any evidence) on different ethnic groups, nationalities, Roma gypsies, Irish travellers, language barriers.

The IST Programme is designed to improve the passenger experience regardless of race as outlined in the disability section and programme outcomes

Age

Consider and detail (including the source of any evidence) across age ranges on old and younger people. This can include safeguarding, consent and child welfare.

The IST Programme is designed to improve the passenger experience regardless of age, in particular:

Phase 3 account-based travel includes a pre-paid offer which enables people without access to a contactless bank card (e.g. children and young people, and possibly older people) to experience similar benefits as someone with a contactless bank card.

It is anticipated that the pre-paid customer experience will not appear dissimilar to the approach adopted by the English National Concessionary Travel Scheme (ENCTS). On the 1 April 2008, England took a huge step on the path towards integrated smart travel, with over 6 million smart cards being distributed to people over the age of 60 and the disabled.

Customers would be eligible for the same fair price promise irrespective of them using a contactless bank card or TfN issued card. Additionally, customers would be able to have any discount e.g. half fare travel for young people, applied to this. The key disadvantage arises concerning any potential risk of customers not having funds to cover any journeys made (since costs are applied after the journeys are made). In the case of bank cards, this is underwritten by the bank. For people with TfN issued cards, this would need to be covered by either always having a float of, for instance, £10 on their account or by paying a deposit for the card.

Gender reassignment (including transgender)

Consider and detail (including the source of any evidence) on transgender and transsexual people. This can include issues such as privacy of data and harassment.

The IST Programme is designed to improve the passenger experience regardless of gender identity as outlined in the disability section and programme outcomes.

Sexual orientation

Consider and detail (including the source of any evidence) on heterosexual people as well as lesbian, gay and bi-sexual people.

The IST Programme is designed to improve the passenger experience regardless of sexual orientation as outlined in the disability section and programme outcomes.

Religion or belief

Consider and detail (including the source of any evidence) on people with different religions, beliefs or no belief.

The IST Programme is designed to improve the passenger experience regardless of religion or belief as outlined in the disability section and programme outcomes.

Pregnancy and maternity

Consider and detail (including the source of any evidence) on working arrangements, part-time working, infant caring responsibilities.

The IST Programme is designed to improve the passenger experience regardless of pregnancy or maternity status as outlined in the disability section and programme outcomes.

Other identified groups

Consider and detail and include the source of any evidence on different socio-economic groups, area inequality, income, resident status (migrants) and other groups experiencing disadvantage and barriers to access.

Phase 3 account-based travel includes a pre-paid offer which enables people without access to a contactless bank card (e.g. those on low incomes) to experience similar benefits as someone with a contactless bank card.

The programme recognises that language itself is not a protected characteristic under the Act, however, a language may be associated with a nationality or a race which is a protected characteristic within the Act. Consideration will be given in the production of IST programme materials in alternative formats and languages as required. These may include audio, braille, electronic or large print versions of standard print.

Engagement and involvement

Have stakeholders been engaged in gathering evidence or testing the evidence available?

A wide range of stakeholders have been engaged, these include:

- Local Transport Authorities (LTAs)
- Transport Operators
- Open data users
- Suppliers
- Passengers
- Transport Focus
- Department for Transport (DfT)
- Traveline
- DfT Sponsor Team

How have you engaged stakeholders in testing the policy or programme proposals? Who was involved, how and when they were engaged, and the key outputs

- Local Transport Authorities (LTAs) - LTAs are engaged in the Programme via the LTA Steering Group which has been in place since Programme inception. LTAs act as advocates for their constituents – the traveling public. Members have been intrinsic in shaping the requirements and deliverables. An LTA Working Group has been set up for Phase 2 initiatives, this forum is used to shape the project deliverables and ensures the deliverables remain fit for purpose.
- Transport Operators - Operators have been engaged initially through Stakeholder Board and regular operator engagement workshops. Operators have been intrinsic in shaping the requirements and deliverables.
- Open data users - Transport for the North has a close working relationship with the Leeds node of the Open Data Institute which enables IST to keep in touch with the open data users. IST has delivered two events that specifically engaged with the open data community which assisted the programme to determine requirements and shape delivery approaches. TfN has a strategic partnership with Open Transport: North – an organisation that has been established to focus on open data in the North.
- Suppliers - Both Phase 2 and Phase 3 teams have run comprehensive market engagement events to share as much as possible about our plans with potential suppliers in order to ensure that the Programme is deliverable.
- Passengers – see evidence section above.



- Transport Focus - IST have regular engagement with Transport Focus to ensure that the customer wants and needs are included and monitored in the Programme delivery.
- Department for Transport (DfT) - Engagement with several DfT teams, which includes the DfT Buses Team, this enabled IST plans and approaches to be tested alongside national strategy have been brought in to work alongside the phase teams to support and provide technical and SME roles.
- Traveline - IST formed a strategic partnership with National Traveline, this enabled IST plans and approaches to be tested alongside wider initiatives and industry strategy.
- DfT Sponsor Team - Each phase has a dedicated contact within DfT, their role is to advocate IST and to provide advice and support. The sponsor team have played a key role in ensuring alignment with national initiatives being led by the DfT Buses Team.
- Customer personas - Programme and Phase-level customer propositions have been co-created with operator and LTA input/feedback.
- Seconded operator resource - The programme has recognised the importance of close working with operator partners, a number of operator colleagues have been brought in to work alongside the phase teams to support and provide technical and SME roles.

Summary of Analysis

Considering the evidence and engagement activity you listed above, please summarise the impact of your work. Consider whether the evidence shows potential for differential impact, if so state whether adverse or positive and for which groups. How you will mitigate any negative impacts. How you will include certain protected groups in services or expand their participation in public life.

The IST programme has been established to improve the experience of passengers of public transport.

It intends to deliver this in a way that would enable all groups to benefit equally from this provision.

There are two areas where there is potential for differential treatment, but it is believed that these are being mitigated:

- Provision of digital information. Whilst this might offer an improved offer to those groups that are more comfortable with utilising digital information, the programme is not carrying out any activities that might reduce access to non-digital information by groups that are less comfortable with this offer;
- Account-based travel begins with a customer offer that utilises contactless bank cards. This is being followed by an offer to those who do not have contactless bank cards or who choose not to use them, which will mirror as far as possible the offer and hence benefits available to those with such cards. This will also enable those who have discounts by virtue of their characteristics (e.g. age, disability) to have such discounts applied by the account-based back office services.

Now consider and detail below how the proposals impact on elimination of discrimination, harassment and victimisation, advance the equality of opportunity and promote good relations between groups.

Eliminate discrimination, harassment and victimisation: *Where there is evidence, address each protected characteristic (age, disability, gender, gender reassignment, pregnancy and maternity, race, religion or belief, sexual orientation).*

No adverse impact. Improved management information may help identify where there are indirect or unintended impacts on any groups.

Advance equality of opportunity: *Where there is evidence, address each protected characteristic (age, disability, gender, gender reassignment, pregnancy and maternity, race, religion or belief, sexual orientation).*

No adverse impact. Intention to expand the availability of any discount offers currently available to young people, older people, disabled people.

Promote good relations between groups: *Where there is evidence, address each protected characteristic (age, disability, gender, gender reassignment, pregnancy and maternity, race, religion or belief, sexual orientation).*

Where required the programme will engage the protected group to promote good relations.

What is the overall impact? *Consider whether there are different levels of access experienced, needs or experiences, whether there are barriers to engagement, are there regional variations and what is the combined impact?*

No adverse impact.

Addressing the impact on equalities: *Please give an outline of what broad action you or any other bodies are taking to address any inequalities identified through the evidence.*

No adverse impact. However, the programme will undertake systematic customer research throughout the programme to ensure that this remains the case, and where possible improves the current position.

Action planning for improvement

Please give an outline of the key actions based on any gaps, challenges and opportunities you have identified. Actions to improve the policy/programmes need to be summarised (An action plan template is appended for specific action planning). Include here any general action to address specific equality issues and data gaps that need to be addressed through consultation or further research.

Please give an outline of your next steps based on the challenges and opportunities you have identified.

Include here any or all of the following, based on your assessment

- Plans already under way or in development to address the challenges and priorities identified.
- Arrangements for continued engagement of stakeholders.
- Arrangements for continued monitoring and evaluating the policy for its impact on different groups as the policy is implemented (or pilot activity progresses)
- Arrangements for embedding findings of the assessment within the wider system, other agencies, local service providers and regulatory bodies
- Arrangements for publishing the assessment and ensuring relevant colleagues are informed of the results
- Arrangements for making information accessible to transport users and the public
- Arrangements to make sure the assessment contributes to reviews of TfN strategic equality objectives.

The following activity will continue to take place:

- Local Transport Authorities (LTAs) - LTA Steering Group and Phase 2 Working Group
- Transport Operators – Operator workshops
- Open data users – strategic partnership with Open Transport: North - By ODI Leeds
- Suppliers – market engagement
- Passengers – Customer insight programme – annual tracking survey and ad-hoc qualitative studies.
- By exception, IST will engage with organisations as and when required.

For the record

Name and position of TfN Officer who carried out this assessment:

Richard Mason, IST Information Strategy Manager

Date assessment completed:

August 2018

Name of responsible Director:

Alastair Richards, IST Programme Director

Date assessment was signed:

August 2018

Action plan template

This part of the template is to help you develop your action plan. You might want to change the categories in the first column to reflect the actions needed for your policy.

Category	Actions	Target date	TfN Officer responsible and description of relevant Work Programme
Involvement and consultation	Establish regular engagement with protected group representatives and forums.	December 2018	IST Stakeholder Manager
	Ensure the IST customer insight programme reflects the experience of users from protected groups; and analyses potential differential impacts by group where possible (e.g. where sample size or data offered allows this).	December 2018	IST Business Design Authority Lead
Data collection and evidencing	Establish what data is already collected by LTAs in their research programmes in relation to users from the protected characteristics, and consider alongside the IST customer insight programme.	November 2018	IST Business Design Authority Lead
Analysis of evidence and assessment	Review at key points during Programme implementation.	Ongoing	IST Information Strategy Manager



Monitoring, evaluating and reviewing	Include accessibility monitoring in the customer insight programme.	October (annually)	IST Business Design Authority Lead
Transparency (including publication)	Publish the IST equality impact assessment. Review at key points during Programme implementation, and in any case at least annually.	October 2018	IST Information Strategy Manager



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