

Robin Hood Smartcard Scheme Strikes Gold!

Nottingham's Robin Hood Pay As You Go Travel Card scheme took gold at the UK Bus Awards 2017 at a ceremony on 21st November in London. The Awards recognised the ongoing commitment to integrated ticketing and improved customer service.

The Robin Hood Smartcard, a partnership between Nottingham City Council and local transport operators, NCT, NET, trentbarton, Kinchbus and Nottingham Community Transport, as well consultants SYSTRA and ITP, came top for 'Putting Passengers First', recognising excellent customer service and innovation in improving passengers' experiences.

The card makes it easier for citizens to travel on bus and tram operators in the Nottingham area. Nearly 38,000 cards have been sold since the scheme launched in December 2015 with 390 cards being sold every week. In addition, over £4m has been put on Robin Hood PAYG cards by the travelling public since the launch, with around £60,000 put on cards every week – something that is now quicker and easier to do thanks to the introduction of contactless transactions at the on-street Robin Hood ticket vending machines.

The UK Bus Award judges commented that this was a big project to deliver and were pleased to see bus operators and agencies working together and producing genuine multi-operator pricing, making it a worthy Gold Winner.

Councillor Sally Longford, the City Council's Portfolio Holder for Neighbourhood Services and Local Transport, said: "It's been no small task coordinating ticketing for tram and bus travel across the city. We are delighted to win the Putting Passengers First award as it recognises the work done by the partnership of Nottingham City Council and the local operators in delivering excellent customer service for citizens."

Nicola Tidy, Marketing Director for NCT commented, "Once again, Nottingham's excellent public transport system has been recognised in national awards, demonstrating the commitment local transport operators and Nottingham City Council have to work together to put passengers first."

Robin Hood also took the 'Fenbrook Gold Star' earlier in the year for providing the best customer solution after a national mystery shopper exercise, demonstrating again that the Robin Hood operating group is putting passengers first.

