

INIT launches daily contactless tickets across Nottingham trams and buses

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Nottingham passengers can now pay a single daily capped charge across the majority of the city's buses and trams using their chosen contactless payment method, thanks to a new initiative using **INIT's** contactless technology.

The 'Tap and Go' ticketing options have been rolled out by Nottingham City Transport (NCT), Nottingham Express Trams (NET) and on the Linkbus network operated by CT4N – three of the city's major public transport operators – giving passengers the benefit of the same speedy, flexible ticketing options that are available in most prominent cities across the world.

The latest development is the final stage of the Nottingham Contactless scheme which was conceived in partnership with Nottingham City Council and the three transport operators utilising funding from Department for Transport (DfT).

The phased introduction of INIT's contactless technology across the city's fleet of buses and trams started with INIT's introduction of contactless payments on NCT buses at the start of the pandemic in 2020.

The ticket equipment was then installed on CT4N's Link buses and on NET tram platforms, but this final stage of the rollout sees just one daily capped charge introduced across the three operators on both modes of transport.

To take advantage, passengers simply need to tap their contactless payment card, smart phone or smart watch on the bus or tram validator before every journey and still only pay one, capped daily fare for the day's journeys.

INIT's intelligent fare management system then aggregates their journeys throughout the day and charges a multi-operator day ticket, guaranteeing they pay the best price for their travel.

Jens Mullak, managing director of INIT, said: "We are thrilled to deliver this exciting ticketing solution, which makes public transport more attractive – particularly important as our sector tries to attract people back to our trams and buses. From our dedicated Nottingham office in the Lace Market, INIT continues to deliver modern, simple fare solutions that Nottingham's passengers expect and deserve, and which has been propelled, in part, by their wish to pay using contactless during the pandemic."

INIT continues to explore other ways to further improve the journey experience for Nottingham's public transport passengers with their innovative ticketing technology.

Anthony Carver-Smith, head of marketing at NCT, said: "With over 2.5 million contactless transactions on NCT buses to date, contactless is proving a popular and convenient way to pay for bus travel in Nottingham. The extension of adult contactless capping across NCT, NET trams and Link buses is an excellent addition to the Nottingham Contactless scheme, providing even greater convenience and flexibility for customers."

Andrew Conroy, chief operating officer at NET, said: "Nottingham already has a fantastic public transport system and adding a ticketing solution that allows customers to move from one form of transport to another without any penalty is a great addition."

For more information about INIT, visit init.co.uk

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