



Project Overview & Branding

25th June 2014

- **Background**
- **Delivery**
- **Branding**
- **Website**
- **Key Dates**
- **SHBOA**
- **Red Funnel**

Funding secured following a successful bid to the DfT's Local Sustainable Transport Fund.

Three overarching strands:

- Procure a centralised back office system;
- Rollout the necessary equipment; &
- Rebrand and turn the existing Solent Travelcard 'smart'.

Key Activities	Status
Back Office System Procurement & Implementation (<i>HCC, SCC & PCC</i>)	Complete
Marketing / Branding Agency Procurement	Complete
Website Procurement	Complete
Rollout Bus Operator Equipment	Complete
Commercials - Bus	Complete
Commercials - Ferry	Complete
Events Company Procurement	Current
Rollout Ferry Equipment (<i>Inland & IoW</i>)	Current
Launch Event & Road Shows	Current
Stakeholder Engagement & Promotion	Current

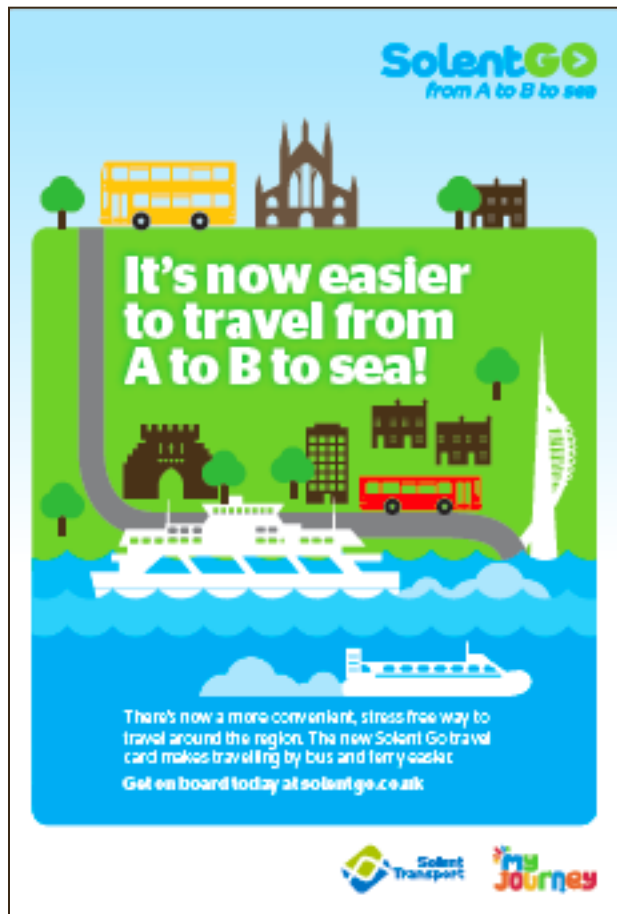
Comprehensive exercise, involving focus groups and public consultation.

Solent Go is:

- Dynamic;
- Connected; &
- Flexible.



SolentGO
from A to B to sea



Local Landmarks



Spinnaker Tower



Southampton Clock Tower



Bargate



Winchester Cathedral



General buildings

Website – www.solentgo.co.uk



Website – Homepage



Website – Fares Page

Sign up now >

Home / Buy Tickets

Register > Validate > Top up >

Bus Travel

Solent Region Zone	30 Day Ticket / £123.50	Buy
Portsmouth City Zone	Pass Type	Buy
Southampton City Zone	Pass Type	Buy

Hovertravel

Isle Of Wight	Pass Type	Buy
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Ferry Travel

Hythe	Pass Type	Buy
Gosport	Pass Type	Buy
Red Funnel - Red Jet	Pass Type	Buy
Red Funnel - Ro-Ro	Pass Type	Buy

City Car Club

Businesses

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Find out more >

Come and see us at...
Beaulieu events
Spring Autojumble
17 & 18 May 2014
Opens 10am
www.springautojumble.co.uk

Be an Audi driver
The Audi A4
Proof of the progress we preach.
Full size to learn more

MyPhoneBuddy

Key Dates

Date	Event
27 th June	Solent Go Agreement Signing Event
24 th July	Breakfast Briefing – Partners / Stakeholders
4 th August	Launch – Southampton Bargate
August - October	Road Show Events (<i>x12 across the region</i>)
26 th October	City Bus Tickets Go Live

**Red Funnel due to go live in early 2015.*

Project Partners:

SHBOA

Solent Transport

Portsmouth City Council

Hampshire County Council

Southampton City Council

Euclid

Unicard

RSL

Ticketeer

Parkeon

Ecebs

First

Go South Coast

Stagecoach

Unilink

Bluestar

Brijan

Emsworth & District

Xelabus

Velvet

Wheeler

Hovertravel

Red Funnel

Gosport Ferry

Hythe Ferry

SHBOA - Progress With Delivery



Phil Stockley
Managing Director, Velvet

Andrew Wickham
Managing Director, Go South Coast

- Full participation in Solent Go project
- Technical expertise
- New smart enabled electronic ticket machines fitted to entire fleet



Other Projects

- Next stop audio fitted to 142 buses, 347 to follow
- Total of 157 buses refurbished
- Wifi fitted to 576 buses
- LED lighting fitted to 576 vehicles



Commerical Investment

- 159 new buses (£25m) in year ending July 2014, further 9 for autumn 2014
- What needs to happen next?





RED FUNNEL
THE ISLE OF WIGHT SPECIALIST

Jonathan Green
Marketing Director

LSTF 1 – TVM's

- 7 Astreo TVM's
- Live by Jan2015
- Solent Go top-up (ITSO Part 11)
- Red Funnel non-ITSO tickets
- Rail tickets
- ToD fulfilment



POS Terminals

- 4 x Wayfarer terminals (one per ticket office)
- Live by Jan 2015
- Solent Go top-up (ITSO Part 11)



Validation

- 12 x P50 hand-held terminals
- Live by Jan 2015
- Validate Solent Go products
- Issue non-ITSO tickets



- Ticketless travel
- Android, iOS, Windows Phone 8
- Visual (V3), QR or NF tickets
- Merchant Back Office
- RTI for ferry/bus/rail/air



For Further Information:

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