

Action Plan for Information on Rail Fares and Ticketing Implementation Details

February 2018

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1. Purpose

This document reports in detail delivery of the “Action Plan for Information on Rail Fares & Ticketing” by the Rail Delivery Group (RDG) and the Train Operating Companies (TOCs).

2. Relevant documents

The following documents are referred to throughout this report;

- [Action Plan for Information on Rail Fares and Ticketing](#)
- [Retail Information Code of Practice](#)
- [Ticket Vending Machines – Design Guidelines](#)
- [Ticket Vending Machine – Ten Point Improvement Plan](#)

The Department for Transport has published a summary report of the Action Plan;

- [Action Plan: Information on Rail Fares and Ticketing – Progress Report](#)

3. Background

In November 2016, the Rail Delivery Group (RDG), the Department for Transport (DfT), Which? and Transport Focus worked together to identify actions to improve the customer experience of fares and ticketing. These actions formed a commitment to deliver real improvement for passengers in the subsequent 12 months and were launched through the Fares Forum, hosted by the Minister for Rail, Paul Maynard, on the 13th December 2016.

The “Action Plan for Information on Rail Fares & Ticketing” was created through close working with the Office of Rail and Road (ORR), and through input from TOCs, consumer groups and passenger representatives, technology firms, and ticket retailers.

4. Summary

Through the “Action Plan for Information on Rail Fares and Ticketing” we have delivered significant customer benefits; customers are now able to see when the cheaper Advance tickets are running out on 14 of the TOC websites, and they have bought over one million Advance tickets on the day of travel; over two and a half million customers have visited National Rail Enquiries’ “one-stop-shop” of ticket information and all customers now have better quality information when making their purchasing decisions; customers have the same high quality information when purchasing from Ticket Vending Machines; and there are now more opportunities for third parties to enter the market and to develop new services and products.

The “Action Plan” comprised 14 actions and 38 sub-actions to be delivered across 23 TOCs. Implementation was mostly led by RDG and delivered through close working and collaboration with all stakeholders and TOCs to achieve maximum benefit for customers. Progress was overseen by the “Action Plan Implementation Working Group” which sat monthly. This group was comprised of stakeholders from the DfT, the ORR, Transport Focus, Which? and RDG.

We delivered 12 of the 14 actions in full, with the Fares Trials (7.2.3) and the TVM 10 Point Plan (7.4.1) being delivered in part. Excluding the Fares Trials all remaining actions are expected to be completed early in 2018.

For some of the actions we delivered the original commitment in full, but did not deliver everything we had planned. This was particularly so for the Industry Jargon actions (7.1.1) with which we encountered a number of issues around resources, familiarity with new systems, delays in delivery of new supporting systems, and unexpected issues with revenue apportionment. Whilst those actions

are therefore complete, this is with the proviso that the industry remains committed to resolving any issues and continuing with this action, and thus we are reporting the action as ongoing

Some actions we delivered beyond the original commitment; for example, we delivered Notification of low Advance quotas (7.1.2) for 6 other TOCs in addition to the 8 committed long distance TOCs.

The following table is a summary of each of the actions. Section 7 of this document detail each action in full;

"How to choose your ticket" **"We will take steps to improve the information passengers are offered so they can make an informed choice of ticket"**

Ref	Action	Status	Committed Date	Actual Date	Changes made
7.1.1	The use of Industry Jargon will be reduced	Ongoing	Dec 17	On time	We have removed jargon from close to 200,000 flows, eliminated 99% of uses of the term Route Direct, and provided full definitions of group station permissions.
7.1.2	All long distance TOCs will Introduce low Advance quotas notifications	Complete	Apr 17	On time	14 TOCs have introduced low Advance quotas; 8 long distance TOCs, plus a further 6 non-long distance TOCs.
7.1.3	Online customers have information on how to find the cheapest fares	Complete ¹	May 17	On time	All TOCs have introduced cheap fares information. Some have introduced cheap fares searches

"What to buy"

"We will enable innovative new ticket products to emerge in the retail market and ensure customers always get a simple explanation of their chosen ticket"

Ref	Action	Status	Committed Date	Actual Date	Changes made
7.2.1	Online customers will get a plain English explanation of the ticket they have chosen.	Complete ¹	Aug 17	On time	NREs "What Can I Do with My Ticket?" page has been viewed over 40,000 times since it was introduced and all TOCs linked to it.
7.2.2	Customers will be able to purchase cheaper Advance tickets on the day of travel.	Complete	Sep 17	On time	Over 1 million Advance tickets on the day of travel have been sold since this was introduced on 6 additional long distance operators.

¹ Excluding the actions on TVMs which are reported in section 7.4.1

7.2.3	The industry will run three fares trials to test some key strategic fares reform principles.	Ongoing	May 17	Nov 17 (Leg Based)	The Leg Based Pricing trial resulted many fares being reduced, some by up to 15%. Two other trials helped identify the complexity of the regulatory environment.
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"Where to buy your ticket" **"We will increase and improve the scope of where and the ways passengers can buy tickets"**

Ref	Action	Status	Committed Date	Actual Date	Changes made
7.3.1	More data will be made available to third party developers.	Complete	Dec 17	On time	We have continued to make more data available to third parties through self sign-up and for free.
7.3.2	The ticket retail market will be further opened up for third party retailers (TPRs).	Complete	Jun 17	On time	We have made permanent fares data available for free to TPRs, and put in place proper controls for temporary fares

"How to buy your ticket" **"We will improve the process of buying a ticket to make it as simple as possible"**

Ref	Action	Status	Committed Date	Actual Date	Changes made
7.4.1	The TVM 10 Point Plan to improve the purchasing experience will be implemented.	Ongoing	Jul 17	Feb to Dec 17 (part)	6 of the 10 points have been delivered in full. The remaining 4 have delivered in part and will complete early in 2018.
7.4.2	The ORR will review TOC websites for compliance with the industry Code of Practice.	Complete	Mar 17	Jul 17	The ORR conducted the audit and is monitoring the delivery of its recommended improvements.
7.4.3	RDG will regularly audit TOC websites to promote best practice.	Complete	Dec 17	On time	The best practice guidelines have been agreed and RDG will begin audits in December.

7.4.4	Customers will have easy access to simple Ts&Cs	Complete	Jun 17	On time	<p>RDG has created a ‘one stop shop’ of ticket information which has been viewed over 2.5million times since TOCs linked to it from their websites.</p> <p>Some TOCs have directly embedded the same information.</p>
7.4.5	Customers will be reimbursed for any additional expenses the first instance of them forgetting their railcard in any 12 month period.	Complete	Feb 17	On time	TOCs are processing up to 100 refunds per month since this was introduced by all TOCs.
7.4.6	The DfT will work with the Disabled Persons Transport Advisory Committee (DPTAC) to assess how to improve the experience for disabled and vulnerable passengers.	Complete	Dec 17	On time	The DfT is leading work to add the findings to the baseline Franchise Agreements for future franchises.

5. Lessons Learned

Throughout the year we have learned a number of lessons that we will take forward to 2018 which will enable us to continue to deliver improvements to ticketing and fares information that will have measurable benefit for customers;

- When devising the Action Plan all stakeholders were very much focussed on how to deliver significant improvements for customers, looking at areas that had previously been identified and prioritising these.

In doing so a robust baseline was not always established and in some cases this has made measuring the improvement for customers difficult.

We will therefore ensure that a thorough baseline is established prior to proposing future changes in this area so that the customer benefit can be better demonstrated.

- Many of the changes required corresponding changes in backend systems and processes to support them. In some cases the scope and complexity of those changes was not fully appreciated and in a few instances this resulted in less improvement than planned being made in the Action Plan’s timeframe, for example with the Industry Jargon and the TVM 10 Point Plan

Nevertheless, where this was the case significant improvement was still made, and improvements to systems and processes were identified that will enable even more significant improvements more quickly in the future.

We will therefore ensure that for future changes, where system or process complexities are not fully known, this will be clearly identified.

- The Action Plan was a useful “enabler” and conduit to making industry wide changes. Having all stakeholders involved and committed to change ensured the necessary focus and prioritisation was maintained throughout.

In summary, there were a number of items in the Action Plan that were ambitious, but by committing to challenging targets, and with the right engagement and backing from all stakeholders this enabled the industry to deliver a lot of benefit for customers; however, we need to ensure that going forward we are better able to measure that benefit.

6. Next Steps

The “Action Plan for Information on Rail Fares & Ticketing” was a good first step to improving the customer experience when purchasing tickets and enabling future improvements; however there remains much more that could be done to improve the experience further.

Some specific areas of the existing plan where improvements will continue to be made are;

- We will continue to reduce the use of industry jargon, concentrating on further reducing the use of “Any Permitted” and “London Terminals”.
- We will continue the rollout of the TVM 10 Point Plan until this is complete for all TVMs, and we will begin the implementation of further improvements beyond this.
- We will continue to develop and implement Fares Trials that enable us to test key strategic principles that could form the basis of a wider fares reform to provide a simpler customer choice.

Beyond this, RDG and the TOCs remain committed to making improvements for customers, both in the short and long term, and we will once again work with all stakeholders to establish and publish improvements we will make in 2018 and beyond.

7. The Actions

This section details the specific committed actions, how these were implemented including detail of any areas where the full scope was not achieved, and the customer benefit realised.

7.1. How to choose your ticket

"We will take steps to improve the information passengers are offered so they can make an informed choice of ticket"

7.1.1. Industry jargon

What will we do for customers?	How will it happen?	Published Timescale	Owner
We will use less jargon on Ticket Vending Machines (TVMs), websites and tickets, and include easily available information to explain terminology.	We will provide clear names for tickets and definitions that passengers understand. We will remove terms such as "Any Permitted" and "London Terminals" except where they actively help customers understand a ticket's validity and in such cases that they are properly explained. We will develop an online ticket restrictions look-up tool for customers.	First changes to be implemented from May 2017 and all actions to be complete by end-2017	RDG & train operating companies

The commitment

- The description 'Any Permitted' is intended to tell the customer a ticket is valid via 'Any Permitted Route' and that they should refer to the National Rail routeing guide to identify which routes are valid for their selected or purchased ticket. Where there is only one physical route valid then clearly this adds no information for the customer and can instead create confusion.

RDG and the TOCs therefore committed to identify and remove the use of 'Any Permitted' for the simple flows where there is only one permitted route, for example branch lines.

- An origin or destination of 'London Terminals' indicates a ticket can be used for travel to or from one of a number of valid London Terminal stations, for example a ticket from Basildon to 'London Terminals' is valid for journeys to London Fenchurch Street or London Liverpool Street but not to any other London station. Some 'London Terminals' tickets are valid only to a single London Terminal, for example, some 'York to London Terminals' tickets are valid only to London Kings Cross.

RDG and the TOCs therefore committed that all such tickets would be changed to be priced to or from the specific Terminal so the ticket would instead be displayed and printed as, for example, 'York to London Kings Cross'.

- Group stations are used similarly to 'London Terminals' to indicate that a ticket can be used to or from one of a number of valid stations within the group; for example a ticket to 'Birmingham Group', which includes the three Birmingham stations New Street, Snow Hill, and Moor Street might be valid to only a subset of those three stations.

RDG therefore committed to work with the TOCs to produce a feed of group station validity that developers can use to identify to customers which stations are valid.

- The description 'Route Direct' was being used to mean many different things which had little meaning to customers, for example Glen Eagles to Markinch requires customers to change trains on route, despite being described as 'Route Direct'.

RDG and the TOCs therefore committed to remove entirely the description ‘Route Direct’ and to replace it with more consistent and understandable descriptions.

- The description ‘Plus Connections’ is being used inconsistently to indicate a customer must use additional services to complete their journey, but without the additional information necessary to tell them which services they can use, for example the Great Western Railway flow between Plymouth and Salisbury which is routed ‘Great Western Railway / Arriva Trains Wales plus connections’ is intended to allow travel only on services operated by Great Western Railway and/or Arriva Trains Wales and connecting services.

RDG therefore committed to assess in detail the use of ‘Plus Connections’ and to work with the TOCs to begin its removal.

- Many, mostly Off Peak, tickets have restrictions on when they can be used. Such tickets will often allow customers to travel at different times, on different services, and via different routes, and because of this, and because of complexities in the fares management systems, the restriction descriptions often describe dozens and sometimes hundreds of scenarios. Such descriptions can be incredibly convoluted and complicated, and difficult for customers to interpret.

Restriction Code	9A
Applicable days	Mondays to Fridays
Outward Travel	Return Travel
<p>Not valid on trains timed to depart:</p> <ul style="list-style-type: none"> London Euston after 04:29 and before 09:26 or after 15:00 and before 18:45; London Fenchurch Street after 04:29 and before 09:30; London Kings Cross after 04:29 and before 09:30 or after 16:28 and before 18:35; London Liverpool Street after 04:29 and before 09:30 or after 16:28 and before 18:35, except Easements shown below; Kensington Olympia after 04:29 and before 09:15 or after 15:14 and before 18:12; Milton Keynes Central after 04:29 and before 09:14; Seven Sisters after 04:29 and before 09:40 or after 16:44 and before 18:49; Stevenage after 04:29 and before 09:31; Stratford (London) after 04:29 and before 09:35 or after 16:35 and before 18:42, except Easements shown below; Tottenham Hale after 04:29 and before 09:40 or after 16:40 and before 18:41; Watford Junction after 04:29 and before 09:38 or after 14:37 and before 18:38. 	<p>Not valid on trains timed to arrive:</p> <ul style="list-style-type: none"> London Euston after 07:19 until 11:30; London Fenchurch Street before 10:00; London Kings Cross before 10:00; London Liverpool Street before 10:00; Kensington Olympia before 11:00; Milton Keynes Central after 06:38 until 10:48; Seven Sisters before 09:50; Stevenage before 09:30; Stratford (London) before 09:50; Tottenham Hale before 09:50; Watford Junction after 06:43 until 10:45.

Figure 1: Example of a complicated Ticket Restriction (www.nationalrail.co.uk/9a) consisting of dozens of descriptions, clauses, and sub-clauses

RDG therefore committed to develop a prototype data feed which would return restriction text specific to a customer’s selected ticket and journey, and if successful to make the feed available to third parties to use freely, and to incorporate it into the National Rail Enquiries website.

What we achieved

In total RDG and the TOCs have made close to 200,000 data changes to improve information for customers.

RDG has identified 500,000 ‘Any Permitted’ flows that fall within scope and we have eliminated almost 40% of these.

RDG has identified 24,000 ‘London Terminals’ flows that fall within scope; however only 30% of these have been eliminated, which is far fewer than we planned due to an issue the changes identified in the industry systems for apportioning revenue between TOCs.

RDG has created 750,000 rows of new data to develop the Group Stations feed which is now freely available to third parties to incorporate into their systems.

RDG and the TOCs have eliminated over 99% of uses of 'Route Direct', replacing 14,000 instances with more consistent and understandable terms. In the few cases 'Route Direct' remains this is where customers would be disadvantaged by their removal, and alternative solutions are therefore being implemented.

For example; the Gleneagles to Markinch flow, which was previously routed as 'Route Direct' has now been changed to be routed as 'via Ladybank' to correctly reflect that the customer must travel on trains that go via Ladybank.

RDG has identified the scope of the use of 'Plus Connections' and TOCs have begun its removal, completing the commitment under the Action Plan.

For example; the Great Western Railway flow between Plymouth and Salisbury which was previously routed as 'Great Western Railway / Arriva Trains Wales plus connections' has been changed to be routed 'Taunton' to correctly reflect the routeing validity of the ticket.

RDG has developed the Ticket Restriction data feed, reducing a complicated restriction that consisted of several hundred descriptions, clauses, and sub clauses into just one line of text.

In the example www.nationalrail.co.uk/9a there are dozens of descriptions, clauses, and sub-clauses, whereas a customer travelling from, for example London Euston is interested in only one of these. In that instance the Ticket Restriction feed will reduce it to just the single relevant line;

"Your ticket is not valid on trains departing London Euston after 04:29 and before 09:26 or after 15:00 and before 18:45"

The Ticket Restriction data feed is available to third party developers and will be implemented on the National Rail Enquiries "What Can I Do with My Ticket?" page. This page is linked to from all TOC websites and Ticket Vending Machines (TVMs).

What extra we achieved

In addition to the committed scope, we have also added further definitions to the existing London Terminals feed which provides similar information to the newly created Group Stations feed.

What extra could be achieved?

We did not eliminate as many uses of 'Any Permitted' as we had hoped, completing close to 50% of what was planned. We will be continuing this workstream beyond the end of 2017 until all such instances are eliminated.

We made much less progress on the 'London Terminals' flows than planned due to an issue the changes identified in the industry systems for apportioning revenue between TOCs. A fix for this issue is expected very early in 2018, after which we will continue this workstream until all such instances are eliminated.

The customer benefit

We have made close to 200,000 data changes to remove jargon in industry and third party systems, thus making it easier for customers to understand the information presented to them on TVMs, websites and tickets.

We have provided Group and London station data feeds that are being used on TVMs and some websites to make clear to customers which stations their tickets are valid to or from.

We have provided a Ticket Restriction feed to third party developers which, once incorporated into websites, TVMs, and retail systems, will allow customers to easily identify exactly when their ticket can be used.

Status: ONGOING

In making close to 200,000 data changes, and providing new and enhanced data feeds we have completed the action to “use less jargon”; however we have not achieved as much as we had planned and much more remains to be done to reduce and eliminate industry jargon. We will therefore continue reducing the use of jargon until it is eliminated entirely.

7.1.2. Low Advance quotas

What will we do for customers?	How will it happen?	Published Timescale	Owner
Train operators will make information available to inform customers when Advance tickets for long distance operators are running low to ensure that customers don't miss out on the best price if there are only a few left.	Customers will be informed when there are fewer than nine Advance tickets available at a certain price.	April 2017	RDG & train operating companies

The commitment

Advance Fares are fixed quota cheaper fares which are offered to encourage increased rail usage and enable TOCs to better manage yield and capacity. Train companies release their cheapest Advance tickets around 12 weeks before departure, typically at tiered price points so that as one tier sells out the next tier, at a lower discount, is made available, until all available Advance tickets have been sold.

Thus customers delaying a purchase decision might find that, even waiting just a few minutes, the ticket they had intended to purchase had sold out, and consequently the fare would be higher.

Long Distance TOCs, where Advance tickets are more typically offered, and where the discounts are usually greater, therefore committed to introduce a notification of low Advance quotas where there are nine or fewer Advance tickets available at the quoted price.

What we achieved

The committed action, to introduce a notification of low Advance quotas on all Long Distance TOC websites, was completed on time, in April 2017. This was for Cross Country, East Midland Trains, Grand Central, Great Western Railway, Greater Anglia, Hull Trains, Virgin Trains East Coast, and Virgin Trains West Coast.

For some TOCs this includes the exact number of tickets remaining at the quoted price, and where Advance tickets have sold out.

  14:11 > 16:30 02h 19m 1 changes View all fares	Sold out	£143.50 Only 8 left	From £105.20
  14:12 > 16:44 02h 32m 1 changes View all fares	Sold out	Sold out	From £105.20
  14:18 > 18:14 03h 56m 0 changes View all fares	£38.00	£39.50 Only 6 left	From £105.20

Figure 2: Notification of low Advance quotas on East Coast's website showing how many Advance tickets remain at the quoted price point where there are nine or fewer, plus showing where all Advance tickets have sold out.

What extra we achieved

A number of non-Long Distance TOCs have also introduced the notification of low Advance quotas on their websites. These are Great Northern, London Midland, South Eastern, Southern, Thames Link, and Trans Pennine Express.

The customer benefit

Customers are now less likely to miss out on low priced Advance tickets.

Status: COMPLETE

The action was completed on time, plus a number of additional TOCs have also completed this.

7.1.3. Cheapest fare information

What will we do for customers?	How will it happen?	Published Timescale	Owner
When purchasing a ticket, customers will be told if they could get a cheaper ticket by changing the time of travel.	All retailers to include options for finding the cheapest fare for online/ app ticket purchases by May 2017. TVMs will tell customers when they are configured to sell off-peak tickets so that the customer will know that by waiting (e.g. in 15 minutes) they can purchase a cheaper ticket or by going to the ticket office.	May 2017	RDG & train operating companies

The commitment

- All TOCs committed to improve the information on their websites and apps advising customers of how to find the cheapest fares through a number of means;
 - The introduction or enhancement of information pages that advise customers how to find the cheapest fares by, for example, purchasing in advance, buying group fares or purchasing online to get the best discounts.
 - The introduction in some cases of Cheap Fares Finder functionality that allows customers to search for cheaper fares.
 - Highlighting the cheapest fares returned in the customer's search results.
 - On apps the commitment was to achieve this through highlighting of the cheapest fares, or inclusion of 'how to find cheap fares' information, or a link to the information on the desktop (or some combination of the 3).
- Many TVMs are configured to sell customers Off-Peak tickets only at times when off-peak trains are running, so that the customer is less likely to buy the wrong ticket and inadvertently risk being penalised. This creates the corresponding risk that customers will buy a more expensive Anytime ticket when, if they had waited a short time, they would have been able to travel more cheaply.

As part of the TVM 10 Point Plan (7.4.1) we therefore committed to introduce a notification to the TVM screens that informs customers how the TVM has been configured to sell Off-Peak tickets.

What we achieved

- All TOC websites now include new or enhanced information pages advising customers how to find the cheapest fares (figure 3).

Several TOC websites have introduced functionality to search for the cheapest fares (figure 4).

Most TOCs highlight the cheapest fares returned in the customer's search results (figure 5).

All TOCs have some cheapest fares functionality in their apps (figure 6) though in most cases this could be further improved upon.
- The enhancement to TVM screens to notify customers when the TVM is configured to sell Off Peak tickets was completed for approximately 30% of TVMs and is ongoing as part of the TVM 10 Point Plan development. Further detail is included in section 7.4.1

Some suggestions...

Group travel

Group discounts - 34% off when you travel in a group.

[More about group travel](#)

Railcards

Get a 1/3 off travel with a Railcard.

[More about Railcards](#)

Season Tickets

Regular traveller? Season Tickets offer you the best value.

[More about Season Tickets](#)

Figure 3: SouthEastern's "Ways to Save" page which also includes information on "Kids for a quid", Weekended tickets, Rovers, and "other ways to save"

What extra could be achieved?

There is cheap fare information on all the TOC apps that retail tickets, whether that is through preselecting of the cheapest fares, functionality to find cheaper tickets, or information on how to find the cheapest tickets for a customer's needs. In most cases though, this information could be improved, and this is something that we will target in 2018.

Outward: London Euston (EUS) to Manchester Piccadilly (MAN)							
	Cheapest (all) ▾						
	< Earlier (-3 days) Later (+3 days) >						
Timebands	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday
Departing ▾	07 Nov	08 Nov	09 Nov	10 Nov	11 Nov	12 Nov	13 Nov
Early morning 04:00 - 09:29	£38.50	£38.50	£38.50	£27.00	£23.00	£38.50	£38.50
Morning 09:30 - 13:59	£23.00	£23.00	£23.00	£27.00	£23.00	£27.00	£23.00
Afternoon 14:00 - 18:59	£25.00	£25.00	£27.00	£38.50	£23.00	£27.00	£27.00
Evening 19:00 - 23:59	£23.00	£23.00	£23.00	£23.00	£27.00	£23.00	£23.00

[Monthly View](#)

Figure 4: Virgin Trains' "Best Fare Finder" which searches for and highlights the best fares across the day, and either side of the date searched for.

Out Thursday 12 Oct 2017 London Liverpool Street LST to Norwich NRW				
	Earlier	Later		
Depart	LST 17:00	LST 17:02	LST 17:30	LST 17:50
Arrive	NRW 18:42	NRW 19:09	NRW 19:25	NRW 19:50
Duration	1h 42m	2h 7m	1h 55m	2h 0m
Changes	0	0	0	0
Cheapest Standard Single		Cheapest	Cheapest	Cheapest
		£64.40 Limited availability	£64.40 7 left	£64.40 Limited availability
Cheapest 1st Class Single		£102.10 Limited availability	£102.10 Limited availability	£102.10 Limited availability

Figure 5: Search results on Greater Anglia's website, highlighting the cheapest standard class and cheapest 1st class fares. Also note the highlighting of low Advance quota availability

The figure consists of three screenshots of mobile applications for train ticket purchase:

- Southeastern app (left):** Shows a list of travel options from Faversham to Ashford International. It includes departure times (18:24, 19:41), arrival times (19:41, 20:00), duration (1hr 17m, 1hr 6m), number of changes (2 changes, 2 changes), and prices (from £12.10, from £23.00, from £12.10). A note at the bottom says "The fares above are based on the fastest available trains. Click [here](#) to check if slower routes, with cheaper fares are available."
- Great Western Railway app (middle):** Shows a "Ticket Purchase" screen for a service departing at 16:30 and arriving at 17:30. It lists "Off-Peak Single" fares at £36.90 and "Anytime Single" fares at £64.50. Both are described as "Via Any Permitted Route" and valid for one day.
- Virgin Trains app (right):** Shows a promotional page with the headline "Which train ticket is right for you?". It highlights "Cheaper tickets now available one hour before travel". Below this, it says "Booking ahead can save you some serious money, but if you can't plan in advance (up to 24 weeks) - we've got some awesome news...". It also mentions "You can now book Virgin Trains West Coast Advance tickets up to 60 minutes before your train starts its entire journey. So you can get on board, on the day, for less. Find out more about Advance train tickets on the day of travel".

Figure 6: Cheap fare functionality on TOC apps. Southeastern app showing call to action to find cheaper fares; Great Western Railway app showing preselected cheapest fare for each service; Virgin Trains app showing page with information on how to find cheaper fares

Customer Benefit

Customers are now better able to find the cheapest tickets available, and have better information to determine whether that ticket meets their needs.

Status: COMPLETE (excluding TVM action)

This action was completed on time; however there remains room for further improvements, particularly on the apps.

The TVM action was completed for 30% of TVMs as part of the TVM 10 Point Plan under section 7.4.1.

7.2. What to Buy

"We will enable innovative new ticket products to emerge in the retail market and ensure customers always get a simple explanation of their chosen ticket"

7.2.1. Plain English ticket information

What will we do for customers?	How will it happen?	Published Timescale	Owner
Online customers will get a plain English explanation of the ticket they have chosen before making final payment.	National Rail Enquiries will provide a link directly to the industry "What can I do with my ticket?" tool. Ticket retailers will embed this service in their online ticket purchase process.	August 2017	RDG & train operating companies

The commitment

RDG committed to implement a "What Can I Do with My Ticket?" tool on the National Rail website, with which the customer can find out everything they are entitled to do with their selected or purchased ticket.

In addition to the commitments of the Action Plan RDG also committed to make this tool available as a data service that third party developers can query with ticket details and incorporate the returned data directly into the workflow.

TOCs committed to incorporate the "What Can I Do with My Ticket?" information into their website purchase process either as a link to the tool or by embedding the information directly into the website.

As part of the TVM 10 Point Plan (7.4.1) RDG and TOCs committed to incorporate the "What Can I Do with My Ticket?" information into TVMs as a barcode the customer can scan to see the information on their mobile phone.

What we achieved

- RDG has delivered the "What Can I Do with My Ticket?" input form, branded "My Ticket" (figure 7) so that customers can find out what their purchased ticket entitles them to, and a results page (figure 8) which can also be 'deep linked' to so that customers can see their ticket entitlements prior to purchase.

This functionality tells customers when off-peak is, what services their ticket is valid on (figure 9), what routes they are allowed to travel on, what stations their ticket is valid to or from, and has links to information such as the National Rail Conditions of Travel and other information pages.

All TOCs have incorporated "What Can I Do with My Ticket?" information, or a link to the Ticket Input Form (figure 10), or a 'deep link' to the results page (figure 11) into their ticket purchasing workflow.

- The enhancement to TVM screens to notify customers when the TVM is configured to sell Off-Peak tickets was delivered to 30% of TVMs and is ongoing as part of the TVM 10 Point Plan development. Further detail is included in section 7.4.1

What extra we achieved

In addition to the commitments under the Action Plan, RDG also delivered a "What Can I Do with My Ticket?" data service that third party can use to incorporate the returned data directly into the workflow.

Some TOCs are using this webservice to give their customers a further improved experience (figure 11)

The screenshot shows a web-based ticket input form titled "My Ticket". The form includes fields for "From" and "To" stations, "Ticket price (£)", "Railcard / status (optional)", "Start date" (set to "Today"), "Return date (optional)", "Passengers" (selected "Adult"), "Class of travel" (selected "Standard class"), and a "View ticket summary" button. Below the form is a photograph of a National Rail ticket stub. Annotations highlight several key pieces of information: the date of travel (19-JUN), the validity period ("Valid for one journey"), and the fare class ("Adult Standard Class").

Figure 7: The "Ticket Input Form" into which the customer can enter their ticket's details to see exactly what their ticket entitles them to do

What extra could be achieved?

Not all TOCs are incorporating all of the information from the RDG data feeds into the purchasing workflow, instead incorporating key information such as valid London Stations in the purchasing workflow, plus a link to the full "What Can I Do with My Ticket?" input form in their marketing pages.

The customer benefit

Customers are able to more easily find the answer to questions relating to their ticket's validity such as "when is off-peak?", "can I catch this train?", "what days can I use my ticket?"

The results page has been viewed over 40,000 times since the changes were implemented, increasing from approximately 400 per period to over 20,000 per period since the changes were introduced on TOC websites, a 50 fold increase which will continue to rise.

Status: COMPLETE

This action was completed on time; however there remains scope to improve the clarity of information in the purchasing workflow.

The TVM action was completed for 30% of TVMs as part of the TVM 10 Point Plan under section 7.4.1.

Outward Faversham [FAV] → London St Pancras International [STP]

Valid from **Mon 16 Oct**

Standard Class 1 Adult £29.00

In addition to the normal permitted routes, this ticket is also valid for travel on Southeastern high speed services.

Anytime Fare Information



Other services valid with your ticket

For outward journey



Other routes valid with your ticket

For outward journey



London Stations

With this ticket, using National Rail services you can travel to following London stations:

[London Bridge \[LBG\]](#)
[London Victoria \[VIC\]](#)
[London Charing Cross \[CHX\]](#)
[London Cannon Street \[CST\]](#)
[Vauxhall \[VXH\]](#)
[London Waterloo East \[WAE\]](#)
[City Thameslink \[CTK\]](#)
[London Waterloo \[WAT\]](#)
[London Liverpool Street \[LST\]](#)
[London St Pancras International \[STP\]](#)
[London Blackfriars \[BFR\]](#)

Terms and conditions

[Find out more](#)



You need to know

[Guidance on Fares and Validity](#)
[Travel Tickets on the National Rail Network](#)
[Journeys requiring Multiple Tickets](#)
[Season Tickets](#)
[Guidance on Tickets](#)
[The Routing Guide](#)
[National Rail Conditions of Carriage](#)

Figure 8: A results page showing ticket entitlements on [nationalrail.co.uk](#)

Other services that are valid with your ticket.

[Back to my ticket](#)

Earlier trains							
Dep.	From	To	Arr.	Dur.	Status	Validity	
21:48	Faversham [FAV]	London Victoria [VIC]	23:25	1h 37m 0 Chg	Details ✓ on time		valid
21:59	Faversham [FAV]	London St Pancras International [STP]	23:06	1h 7m 0 Chg	Details ✓ on time		valid
22:38	Faversham [FAV]	London Victoria [VIC]	23:55	1h 17m 0 Chg	Details ✓ on time		valid
23:04	Faversham [FAV]	London Victoria [VIC]	00:36	1h 32m 0 Chg	Details ✓ on time		valid
23:54	Faversham [FAV]	London Charing Cross [CHX]	05:33	5h 39m 1 Chg	Details ✓ on time		not valid

Figure 9: A list of services valid with the selected ticket.

The screenshot shows the 'My Ticket' section on the left side of the page. It includes a summary of travel details, a 'Click here' button, and a note about entering a Smartcard number. The main part of the page displays 'Journey Details' for a round trip from London Terminals to Cheltenham Spa. The 'Outward journey' (18 Oct 2017) and 'Return journey' (19 Oct 2017) details are shown, along with passenger information and ticket types (Super Off-Peak Single). The total cost is £169.40. On the right, there is an 'Order Summary' section with a breakdown of costs and a 'Delivery details' section. The 'Total cost' is listed as £169.40.

Figure 10: The "My Ticket" link embedded into the purchase workflow on c2c's website

Std Super Off-Peak Day Single £26.10

Flexible ticket valid for travel on off-peak trains only

Faversham → London Terminals*

In addition to the normal permitted routes, this ticket is also valid for travel on Southeastern high speed services.

1 Adult [Details ↗](#)

£26.10

Valid dates

Outward Tue 17 Oct 2017

Break of journey

Outward You can break and resume your journey

*Valid to

Your ticket is only valid for travel to the following London Terminal stations:

London St Pancras
London Victoria
London Waterloo
London Cannon Street
London Charing Cross
London Blackfriars
London Waterloo East
Vauxhall
London Bridge
City Thameslink
London Liverpool Street

Figure 11: Ticket details information on the SouthEastern website showing embedded information plus a link to the full details

7.2.2. Advance tickets on the day of travel

What will we do for customers?	How will it happen?	Published Timescale	Owner
Customers will be able to purchase cheaper Advance tickets on the day of travel from longer distance operators (currently only possible for CrossCountry customers).	This will be available from six train companies and the rail industry will ensure that sale and use of Advance tickets is managed so that customers making last minute reservations do not impact on customers already using the booked service.	Adoption by TPE, Northern, VTEC, and VTWC by April 2017. Adoption by East Midland Trains by September 2017	RDG, train operating companies & DfT

The commitment

Traditionally, Advance tickets have only been available up to the day before travel; however for some time Cross Country has been selling Advance Purchase on the Day (APoD) tickets enabling customers to take advantage of these cheaper tickets on the day of travel. Six other TOCs committed to also introduce APoD tickets; Trans Pennine Express, Northern, Virgin Trains East Coast, and Virgin Trains, by April 2017; Greater Anglia by May 2017; and East Midland Trains by September 2017.

What we achieved

All the committed TOCs have introduced APoD tickets.

What extra we achieved

In addition to the six committed TOCs, a further two TOCs have also introduced APoD tickets. These are Grand Central and Caledonian sleeper

The customer benefit

Customers are now able to purchase cheaper Advance tickets on the day of travel from nine TOCs. In total over 1 million journeys have been made with APoD tickets since these were introduced.

Status: COMPLETE

This action was completed on time

7.2.3. Fares trials

What will we do for customers?	How will it happen?	Published Timescale	Owner
The industry will run a small number of pilots, which can be quickly put in place, to test some key strategic principles that could form the basis of fares reform.	The pilots will be designed to address simplicity of information and clear value fares for the customer. The pilots will be monitored and assessed by the DfT, industry, and passenger and consumer groups.	May 2017	RDG & DfT

The commitment

RDG and the TOCs committed to implement trials to test some key strategic principles that could form the basis of a wider fares reform to provide a simpler customer choice, remove many of the anomalies that create distrust and enable retail channels to maximise the benefits to customers of work already being undertaken.

The trials were planned to provide key insights into the customer proposition, and to identify the technical details and complexities in advance of any wider-ranging changes.

Three trials were proposed;

- Single leg – customers can find booking return journeys confusing, as it may sometimes be cheaper to buy two single tickets instead of a return ticket, and the overall price can vary significantly as the arrival or departure times of one or the other leg is altered

A trial was therefore proposed that focussed on the London-Glasgow and London-Edinburgh routes to demonstrate the benefits of single-leg pricing. These routes have strong air and coach competition and the single-leg approach allows for simple clear comparison of prices for rail in the same way that competitor journeys can be checked

- Route simplification – On the test London to Sheffield route tickets for ‘Any Permitted’ routes are more expensive than those for faster direct routes, and thus the choice of tickets is particularly confusing, with a risk that some customers might inadvertently buy a more expensive ticket than they need.

A trial was therefore proposed to introduce a trial that would remove the more expensive fare, replacing it with a slower alternative at a cheaper price than the fast, direct route and thus providing a clearer less confusing choice for customers.

- Leg based Pricing – for long-distance journeys involving change of trains, not only can it be considerably cheaper for customers to buy tickets for the separate legs of their journey, but the full price through walk-up tickets required by regulation are often sold only in tiny numbers.

A trial was therefore proposed to investigate the system changes needed to remove a number of CrossCountry long-distance through flows from South-West England to Scotland, and to configure journey planners and retail systems to offer the best value combination of fares based on the point(s) of interchange for the itinerary that the customer selects.

What we achieved

RDG, TOCs, the DfT, and external Stakeholders have worked closely to define the customer proposition and scope for each of the trials. The TOCs themselves identified and proposed packages to deliver the trials.

The development work for both the Single Leg and Route Simplification established a framework for discussions between DfT and the TOCs, and identified the different processes that make up the complexity of the regulatory environment. This demonstrated that defining a workable approval process for making such changes is key to reform in these areas.

The development work for the Leg Based Pricing trial identified a number of industry wide system changes required to return and sell composite fares in the journey planners. As a result of this work Cross Country has reduced the price of a significant number of Scotland – West Country fares so that they are in line with the composite leg based fare.

Work continues on developing trials for these concepts and we are keen to see them demonstrated as part of the process of shaping the future strategic vision for fares reform.

The customer benefit

For the Leg Based trial Cross Country has reduced the price of many current fares by up to 15% to be in line with the composite fare, thus giving customers real benefits now.

Status: PART COMPLETE

The Leg Based trial was a largely technical trial to identify the system changes to implement this across the industry, and to reduce some fares for customers, in line with the composite fare. This trial has therefore concluded successfully.

Challenges emerged around balancing financial position of train companies and cost implications for customers, nevertheless both the Single Leg, and Route Simplification trials successfully identified the scope and regulatory changes to support this.

7.3. Where to buy your ticket

"We will increase and improve the scope of where and the ways passengers can buy tickets"

7.3.1. Information for third party developers

What will we do for customers?	How will it happen?	Published Timescale	Owner
We will provide better and more targeted information to website and app developers to enable them to develop new products and services for consumers. This information includes timetable and fares data and live running information.	The rail industry will ensure that more raw data is available to third party developers (e.g. retailers, CityMapper) so that they can create better and consistent consumer facing products (e.g. information on how busy trains are, and on performance of individual routes). The industry will engage with other third parties to publicise this opportunity.	December 2017	RDG

The commitment

RDG committed to make more data available to third parties, and to engage with the third parties to ensure they are aware of the data.

What we achieved

RDG already had a number of data feeds and web services available to third parties and have made these easier for developers to find and sign up to via the RDG self-signup data portal, including a detailed developer pack. This includes;

- Darwin feed for real-time train running information,
- Knowledgebase feed of information about, for example, stations, and
- Online journey planner which plans routes, calculates fares and establishes ticket availability using the Darwin real time information.

We have added data feeds for "What Can I Do with My Ticket?" and made the fares, routeing and timetable information free.

We will be making more data available as follows;

In May '18 we will be releasing Darwin4Trains which provides a train centric feed combining Darwin and Knowledgebase, and a Train Loading data feed

In August '18 we will be releasing a GPS train location feed, and a train identification feed to match the train's painted number with the ID held in the industry data.

These opportunities are promoted to third parties through the online portals, regular liaisons through the Third Party Rail Retailers' Association, and through developer events.

The customer benefit

Third party developers have access to more industry data, and more for free, so that they are able to develop better and more targeted products for customers.

Status: COMPLETE

This action was completed on time and in full

7.3.2. Opening up the ticket retail market

What will we do for customers?	How will it happen?	Published Timescale	Owner
We will take steps to open up the ticket retail market, enabling third party retailers to play a greater role, and removing barriers to entry for new market entrants. This should lead to increased competition, and better outcomes for consumers.	<p>RDG to reform its governance, including implementing a new process for consulting third party retailers on decisions that will impact them.</p> <p>RDG will develop a transparent process to share board meeting outputs with third party retailers.</p> <p>Third party retailers will have access to all permanent fares and the data underpinning them.</p> <p>There will be improved oversight to ensure “temporary” fares meet existing regulations.</p> <p>DfT, RDG and recent market entrants will work together to identify regulatory changes to simplify framework and reduce barriers to entry for new entrants.</p>	June 2017	DfT & RDG

The commitment

RDG committed to;

- Reform its governance to give 3rd parties representation, and to hold regular engagement meetings with them.
- Make paid for permanent fares data free to 3rd parties and ensure there is proper control over temporary fares so that these are not created as *de facto* permanent fares and unreasonably withheld from 3rd parties.
- Work with the DfT and recent market entrants to identify regulatory changes to open up the ticket retail market for new entrants.

What we achieved

RDG has given 3rd parties representation on the Customer Propositions Committee and now shares its outputs with them through regular liaison meetings with the Third Party Rail Retailers Association.

The regular meetings with the Travel Management Companies are being reconstituted to be held two to three times per year.

Permanent fares data is now available to 3rd parties for free, with no licensing costs.

The recently introduced Product Management Service (PMS) includes controls to ensure that temporary fares are not created as *de facto* permanent fares.

The DfT conducted a questionnaire survey with existing and prospective third party retail market entrants.

As part of the Action Plan commitments, the DfT will be working with the ORR and RDG on how to potentially address some of the issues raised, some of which are beyond the scope of the Action Plan; however they have been shared with all parties in the Action Plan Implementation Working Group for them to reflect on and consider.

What extra we achieved

In addition to the commitments under the Fares Forum Action Plan RDG are implementing the recommendations of the Retail Marketing Review.

The customer benefit

There is no direct customer benefit; however, making entry to the market both easier and cheaper, and ensuring 3rd parties have a greater voice within the industry will encourage a more innovative and competitive market, which will have a positive impact on customers.

Status: COMPLETE

This action was completed on time.

7.4. How to buy your ticket

"We will improve the process of buying a ticket to make it as simple as possible"

7.4.1. Clear and understandable choice of tickets from TVMs

What will we do for customers?	How will it happen?	Published Timescale	Owner
Customers should have access to a clear and understandable choice of tickets when buying from vending machines, including information on relevant cheaper options that could be bought by waiting a short time or travelling on a different service.	<p>RDG will produce a transparent roadmap of current capability to identify what can be done in the short term.</p> <p>This will include delivery of the 10 Point Plan which will make cheaper options clearer, and will include clearer information on when a ticket can be used.</p> <p>DfT and RDG will collaborate on a strategy to ensure a consistent high quality customer experience of TVMs, including the role of the TVM Design Guidelines; and</p> <p>Consider whether these contain principles which should form the basis for obligations in future franchise agreements.</p>	July 2017	RDG, Train Operating Companies, & DfT

The commitment

- RDG committed to produce a document detailing the current TVM estate to identify gaps and opportunities for future developments.
 - This document should list all the live TVMs, their supplier, software version and functionality, including compliance with RDG's TVM Design Guidelines.
 - It should be made available to stakeholders to interrogate to identify deficiencies in core functionality that might disadvantage customers.
- RDG and the TOCs committed to deliver the previously published TVM 10 Point Plan for all live TVMs;
 - To make clear to customers where a TVM has been configured to sell off-peak tickets only at certain times, so that they are aware that by waiting a short time they might find a cheaper ticket.
 - To include a link to RDG's "What Can I Do with My Ticket?" functionality that a customer can scan and view on their mobile.
 - Reduce the number of tickets that seemingly 'do the same thing'
 - Improve the information on a ticket's validity
 - Eliminate the use of operator short-codes, for example use 'Virgin Trains East Coast' instead of 'VTEC'
 - Supplement existing physical labels, which explain what tickets a TVM does and does not sell, with on screen digital labels.
 - Make clear to customers viewing tickets to or from a group station, for example 'Birmingham Stations' which stations that ticket is valid for.
 - Where necessary, improve the TVM's station selection functionality so that customers are better able to find a station.

- As one of the actions under RDG's TVM 10 Point Plan, and to fulfil the action to collaborate on a strategy to deliver a consistent high quality customer experience of TVMs, RDG committed to initiate a TVM Roadmap to deliver TVM improvements over the next 0 to 5+ years.
- As one of the actions under RDG's TVM 10 Point Plan, the DfT committed to look at whether the principles of RDG's TVM Design Guidelines should be the basis for obligations in future franchises.

What we achieved

RDG has documented for the first time the current TVM estate, listing all the live TVMs, their supplier, software version and functionality, including compliance with RDG's TVM Design Guidelines. This document has been made available to stakeholders to interrogate.

For TOCs rolling out new fleets it was agreed that the implementation of the TVM 10 Point Plan would be deferred and rolled out in line with the new fleet rollout. For all other TVMs the commitment remained to deliver from July 2017. There has been mixed success in achieving this.

There are 3,415 live TVMs. The elements of the 10 Point Plan have been delivered to the TVMs as follows;

- RDG has initiated a TVM Roadmap project to drive future improvements and best practice for TVM development over the next 0 to 5+ years to improve the customer experience of purchasing tickets via TVMs.
- RDG's TVM Design Guidelines are now included in the invitation to tender for all future franchise bids.
- RDG and the TOCs have completed to action to reduce the number of fares that seemingly 'do the same thing' being presented to customers on **100%** of all TVMs. This was achieved through the implementation of a number of tactical projects and workstreams and through future strategic initiatives that are all aimed at improving the quality of the fares data which will, in turn, reduce confusion for customers. Much of this is now part of RDG's normal Business as Usual (BAU) processes for how fares are created, edited and audited, and the cleansing of data is now a continuous process.
- The use of operator short codes has been eliminated on **100%** of all TVMs, so that they display, for example, 'Virgin Trains East Coast' instead of VTEC
- Digital onscreen labels which explain what tickets a TVM does and does not sell have been implemented on **100%** of TVMs (figure 12)
- Improvements to the TVM's station selection functionality so that customers are better able to find a station have been delivered on **95%** of all TVMs. This is expected to be delivered to the final 5% of TVMs early in 2018.

There are 3 different methods being used by the three main TVM suppliers to improve the station selection functionality, these are; disabling letters (greying out) on the keyboard as customers type so that subsequent key strokes can match only possible destinations, exactly as satellite navigation systems typically work; filtering a list of stations as customers type which allows the search to be narrowed down, and; key word and station code (eg KGX for London King's Cross) look-up.

- Improved ticket validity information has been implemented on **37%** of TVMs excluding those TVMs where rollout of the 10 Point Plan is deferred until the current new fleet rollout is complete. This will be delivered to remaining TVMs early in 2018.
- A link to RDG's "What Can I Do with My Ticket?" functionality which a customer can scan and view on their mobile has been implemented on **30%** of TVMS excluding those TVMs where rollout of the 10 Point Plan is deferred until the current new fleet rollout is complete. The "What Can I Do

with My Ticket?" functionality also includes detailed ticket validity information thus fulfilling that requirement for some TVMs. This will be delivered to the remaining TVMs early in 2018.

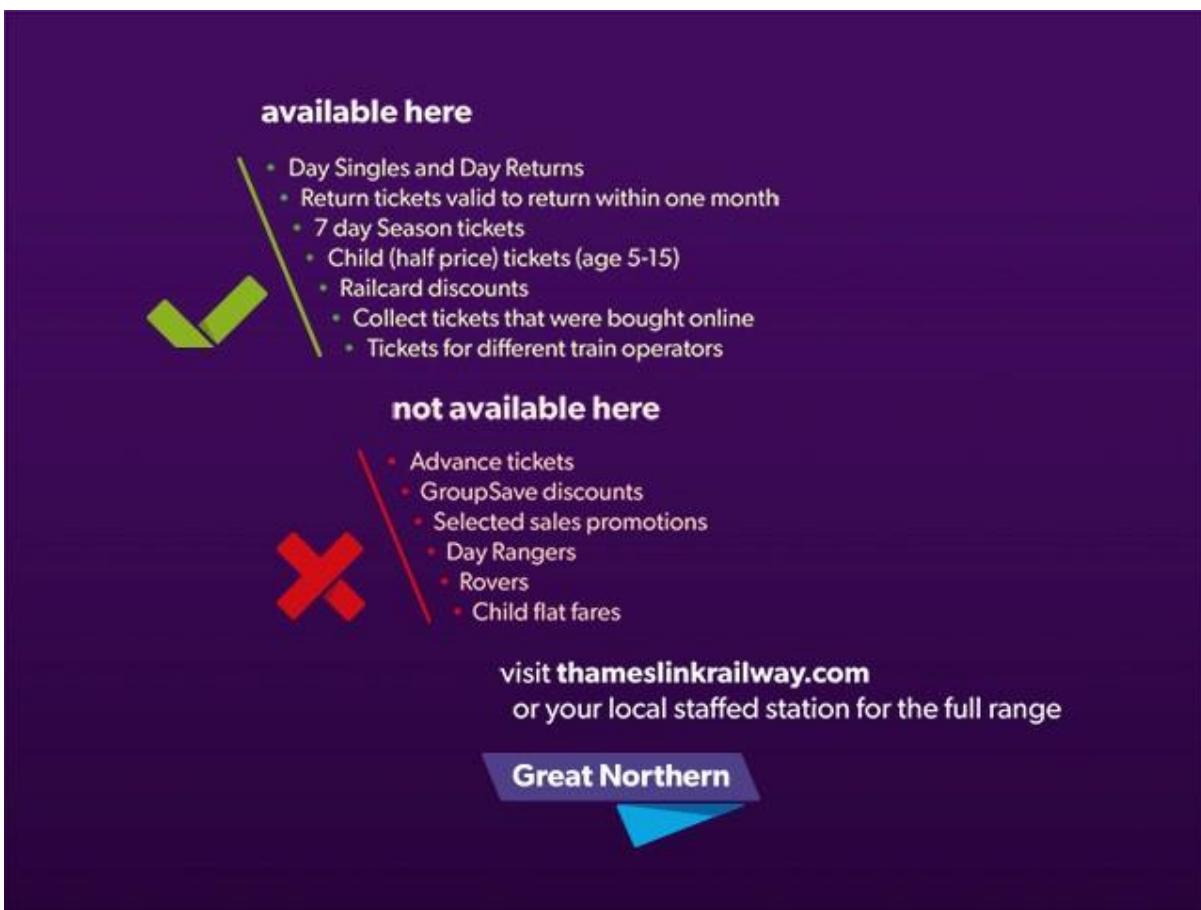


Figure 12: Example of a digital label on a Great Northern TVM, showing the range of tickets available for sale through the TVM

- A list of which group stations a customer's ticket is valid to or from has been delivered to **30%** of TVMs excluding those TVMs where rollout of the 10 Point Plan is deferred until the current new fleet rollout is complete, and will be delivered to all TVMs early in 2018 (figure 13)
- On screen notification that makes clear to customers where a TVM has been configured to sell off-peak tickets only at certain times has been implemented on **30%** of TVMs excluding those TVMs where rollout of the 10 Point Plan is deferred until the current new fleet rollout is complete, making customers aware that by waiting a short time they might find a cheaper ticket. This will be delivered to all TVMs early in 2018. (figure 14)

What extra we achieved

Video and Audio assist has been delivered to **84** TVMs with the functionality currently being rolled out on over **700** additional machines. Video and audio assistance puts the customer in contact with the TOC's help centre staff who are able to view the customer's TVM interactions to answer questions, advise them on the best fares, or take over the TVM interface to help them purchase the correct ticket.

These Video and Audio assist machines are considered to be operating above and beyond the requirements of the TVM 10 Point Plan and will therefore supplant this in some cases when rolled out.

If your ticket details are correct, touch 'Confirm'.



If you wish to change anything, touch 'Start Again'.

NON-REVENUE NON-REVENUE NON-REVENUE NON-REVENUE NON-REVENUE NON-REVENUE NON-REVENUE

Journey Details	East or West Croydon to London Terminals
Date of Travel	Today
Fare Details	Anytime Day Single Travel is allowed via any permitted route.
Fare Price	£6.20 for 1 Adult
Passengers	1 Adult.
Total Price	£6.20
Nectar Points	0 (Oops! We cannot calculate your Nectar points at this time)

 Scan QR Code for ticket information

[View Scheduled Departures](#) [Add Receipt](#)

[Start Again](#) [Back...](#) [Railcards](#) [People](#) [More Tickets](#) [Confirm](#)

NON-REVENUE NON-REVENUE NON-REVENUE NON-REVENUE NON-REVENUE NON-REVENUE NON-REVENUE

Figure 13: Example of the "What Can I Do with My Ticket?" barcode linking the customer to additional ticket information

Major credit and debit cards accepted

Please note, Off-Peak fares will be available from 10:00 time

Buy
Touch here to buy tickets for travel

Collect
Touch here to collect previously bought tickets

Park
Touch here to buy car parking tickets

Buy your tickets here

Chiltern Railways

If you think our way, travel our way.

English Français Deutsch Español Italiano Polski

Figure 14: Example of a 'peak / off-peak strap line' informing customers when off-peak tickets are available to purchase

In parallel with the document detailing the current TVM estate, RDG is building a visual map based interface that enables stakeholders to more intuitively interrogate the data to better identify deficiencies in core functionality that might disadvantage customers.

What extra we could have achieved

RDG and the TOCs committed to implement the TVM 10 Point Plan in full on all TVMs and for four of the ten point have achieved this in part only.

The TVM suppliers have all worked hard to make this succeed but the complexities of aligning existing committed developments with the need for rapid implementation of new requirements, an ever changing and ongoing procurement process, penalties on TOCs for missed franchise obligations, and the need to keep existing hardware running has proved very challenging. One supplier has encountered significant issues with existing TVMs meaning that no software changes have been possible to 68% of the fleet, with a projected completion date early in 2018 for that supplier.

The challenges in developing the TVM 10 Point Plan has also meant that in some cases the solution could have been better implemented. For example the digital labels in most cases use the TVM screen savers, thus for busy TVMs this might not be presented to the customer; hence the existing physical labels have also been retained in some cases.

The customer benefit

Customers have better information when purchasing their ticket through TVMs so that it is easier for them to buy with confidence the right ticket at the right price, and so that they are clearly informed when and where they can use their ticket.

By developing and committing to a roadmap of improvements to TVMs over the next 0-5+ years, by ensuring the TVM Design Guidelines are adopted in new franchises, and by making the current status and progress of TVMs transparent to stakeholders, customers will benefit from a continued programme of improvements to TVMs that make it easier for them to buy the right ticket at the right price.

Status: PART COMPLETE

Six of the ten TVM 10 Point Plan actions have been completed in full. The remaining four will complete early in 2018.

The actions to produce a transparent roadmap of current capability to identify what can be done in the short term, and to collaborate with the DfT on a strategy to ensure a consistent high quality customer experience of TVMs were both completed in full.

7.4.2. ORR Review of TOC websites against industry code of practice

What will we do for customers?	How will it happen?	Published Timescale	Owner
Train operator websites will be reviewed against existing industry code of practice to ensure that they are fully compliant in meeting the required standards for customers.	ORR will carry out an audit of train company websites for compliance with the existing industry code of practice. The ORR will publish its findings together with any required action by train operating companies.	March 2017	ORR

The commitment

This action was owned by the ORR which commissioned an audit of TOC websites against the Code of Practice on retail information for rail tickets and services published in 2015.

The audit's purpose was to help understand the extent to which these websites provide the information that passengers need to make informed decisions when buying a train ticket and whether the information they give is suitably prominent, clear, and timely.

What we achieved

The ORR audit found that most of the information is provided that passengers are likely to need when planning journeys and buying tickets.

There were some instances of some information not always being available or suitably prominent. The ORR has written to train companies to highlight the general findings of the audit to recommend that they review these in the context of their website and consider what actions they can take to improve the information they provide to passengers.

The customer benefit

The audit acknowledge good practice that TOCs can build as well as considering what actions they can take to improve the information they provide to passengers. This report feeds into the RDG TOC website audit process (section 7.4.3)

The ORR will monitor the delivery of improvements and may undertake a further review of websites.

Status: COMPELTE

This action was completed in full. Publication of the results of the audit were published late as a result of conflicts with the 2017 General Election.

7.4.3. Ongoing audit of TOC websites by RDG

What will we do for customers?	How will it happen?	Published Timescale	Owner
Train operator websites will be monitored by the RDG, and best practice will be promoted to all train operating companies.	RDG will monitor train operating companies' websites on an on-going basis and take steps to promote best practice.	Quarterly (beginning by end of 2017)	RDG

The commitment

There are a number of industry guidelines and recommendations on how TOC websites should present information on fares and ticketing.

Compliance with one of these guidelines, the Code of Practice on retail information for rail tickets and services, was audited by the ORR (section 7.4.2), but there are other guidelines that were not included in that audit.

RDG therefore has committed to introduce its own audits of TOC websites against the identified guidelines and recommendations. These audits will be conducted quarterly, with the first audit beginning at the end of 2017, on completion of the actions in this plan.

We will publish the results of the audits, and will work with TOCs to resolve any issues identified. We will also use the audits to promote best practice and to drive continued improvements.

What we achieved

We have identified and agreed with TOCs and Stakeholders the guidelines and recommendations that TOC websites will be audited against.

These requirements have been prioritised and the schedule of audits agreed, with the first audits having begun at the end of 2017.

What extra we achieved

We have agreed that the results of the audits will be published, thus ensuring transparency in our commitment to make continuous improvements.

The customer benefit

Customers will benefit from the implementation of best practices and continued improvements in the presentation of information on fares and ticketing on TOC websites.

Status: COMPLETE

This action is complete, with the first audit having begun at the end of 2017.

7.4.4. Easy access to simple Ts&Cs

What will we do for customers?	How will it happen?	Published Timescale	Owner
Customers will have access to all relevant terms and conditions in a simple to understand format when choosing and buying ticket	<p>As well as clear access to relevant terms and conditions during the buying process retailers will have access to and signpost where to find any additional information.</p> <p>We will engage with passenger groups / focus groups to ensure these are understandable and accessible.</p>	June 2017	RDG & DfT

The commitment

- RDG committed to create a ‘one stop shop’ of ticket information on the National Rail Enquiries website that answers in a single place questions such as “where can I buy my ticket?”, “what are my compensation rights?”, “how can I exchange my ticket”, and so on.
- All the TOCs committed to either include and clearly signpost the same information within their own sites, or to link directly to the National Rail Enquiries ‘one stop shop’.
- All the TOCs committed to ensuring that customers have a clear link to the National Rail Conditions of Travel (NRCoT) in the buying process.
- RDG committed to update the NRCoT to be more understandable and accessible.

What we achieved

We created the '[one stop shop](#)' on the National Rail Enquiries website in January 2017 (figure 15).

All TOCs include either the ‘one stop shop’ information within their own site, accessed in a single location (figure 16), or include a link to the National Rail Enquiries ‘one stop shop’.

All TOCs include a clearly signposted link to the National Rail Conditions of carriage (figure 17).

Following consultation with passenger groups RDG has updated the NRCoT information on compensation, and made some minor changes to make them more understandable and accessible. Further changes are currently proposed and being reviewed by stakeholders.

What extra could be achieved?

More extensive changes to the NRCoT have been requested by the passenger groups; however these cannot be implemented until the current changes have been reviewed and approved by stakeholders.

Once the review and approval of the current changes is completed RDG will re-engage with the passenger groups, and focus groups to understand the scope of further changes and to implement these.

The customer benefit

On all TOC websites customers have clear access to relevant terms and conditions during the buying process.

Since it was introduced customers have viewed the ‘one stop shop’ page over 2.5m million times to find answers to questions such as “where can I buy my ticket?”, “what are my compensation rights?”, “how can I exchange my ticket”, and so on.

Status: COMPLETE

This action was completed on time and in full

Travel tickets on the National Rail network

- > [Where can I buy tickets?](#)
- > [When can I buy tickets?](#)
- > [Which ticket suits you best?](#)
- > [Finding the best fare](#)
- > [Finding ticket prices](#)
- > [Changing tickets](#)
- > [Railcards and other discounts](#)
- > [Rail and bus tickets](#)
- > [Ticket validity information](#)
- > [Routeing information](#)
- > [Crossing London](#)
- > [National Rail Conditions of Travel](#)
- > [Compensation / refund rights and Passenger's Charter](#)
- > [Ticket Irregularities Code of Practice](#)
- > [Visitors to Britain](#)

Where can I buy tickets?

- Online - National Rail Enquiries do not currently sell tickets but you can purchase them from one of the Ticket Retailers shown after you have selected your ticket in our [Journey Planner](#).
- Over the phone, using one of the numbers shown in our [Train Company](#) pages
- At a station Ticket Office - check our [Station Information](#) pages to find which stations have one, and what the opening hours are. Various [forms of payment](#) are accepted.
- Using a 'self-service' ticket machine available at many stations.
- Rail appointed travel agents are complementary to ticket office at stations and Train Company telesales service, and the majority provide a comprehensive travel service. Appointed travel agents can make reservations and issue tickets.

If there are no ticket purchasing facilities at the station (such as a booking office or a ticket machine, or they are closed/out of service), you may be able to buy your ticket on board the train.

[Back to top](#)



Figure 15: The ticket 'one stop shop' on the National Rail Enquiries website

The screenshot shows the Southern Rail website's ticketing section. At the top, there's a green header bar with the Southern logo, accessibility links, a search bar, and a 'Log in / Register' button. Below the header, a sidebar on the left lists categories like 'Ticket types', 'The Key Smartcard', 'Buying tickets' (which is expanded to show 'Online booking', 'Ticket vending machines', 'Delivery options'), 'Refunds', 'Season tickets', 'Railcards and discounts', 'Flexible working', and 'Revenue protection'. The main content area features a yellow exclamation mark icon with the text 'This is an important announcement' and a message about a signalling fault between Leatherhead and Dorking. Below this, a breadcrumb navigation shows 'Home > Tickets & fares > Buying tickets > Delivery options'. A 'Delivery options' section lists three methods: 'The Key Smartcard - FREE', 'Ticket on departure (ticket on departure) - FREE', and 'Postal delivery (various options)'. To the right, a 'Travel update' box contains links to 'Industrial action announced affecting Southern on 8 and 9 November' and 'Disruption between Dorking and Leatherhead until approximately 16:30'. A 'View all incidents >' link is also present.

Figure 16: A 'one stop shop' of ticket information on Southern's website

This screenshot shows a modal or callout box. It contains a statement: 'By clicking Buy Tickets you agree to the [Website Terms and Conditions](#) and [National Rail Conditions of Travel](#)'. To the right of this text is a red rectangular button with white text that says 'Buy Tickets'. Below the button, smaller text reads 'and save £22.80'.

Figure 17: A link to, and acceptance of, the National Rail Conditions of Travel (NRCoT) next to the "Buy Tickets" Call to Action

7.4.5. Refund for forgotten railcards

What will we do for customers?	How will it happen?	Published Timescale	Owner
Where a customer holding a valid Railcard forgets it at the time of travel, they will on the first occasion be able to claim back any additional expense, including the cost of any extra fare and any penalty fare issued.	In a similar manner as for when a Season Ticket left at home, customers will be able to provide proof of their Railcard online, by post or at the ticket office of the train company that they travelled with in order to obtain a refund or cancellation of additional charge, including the cost of any extra fare and any penalty fare issued.	February 2017	RDG

The commitment

A customer who has purchased a ticket with a railcard discount must travel with that railcard when making their journey. Sometime customers do forget their railcard and RDG and the TOCs therefore committed that where customers do so, TOCs will use their existing processes to cancel or refund any additional charge, including any penalty fares.

This commitment was made for the first instance of a customer forgetting their railcard in any 12 month period.

What we achieved

All TOCs have introduced refunds for the first occurrence in any 12 month period of a customer forgetting their railcard

The customer benefit

Customers are now able to have additional charges cancelled or refunded on the first occurrence in any 12 month period of them forgetting their railcard.

TOCs are processing up to 100 claims per period.

Status: COMPELTE

This action was completed on time and in full

7.4.6. DfT work with DPTAC

What will we do for customers?	How will it happen?	Published Timescale	Owner
We will work with the Disabled Persons Transport Advisory Committee (DPTAC) to assess what we can do to improve the experience for disabled and vulnerable passengers and build awareness of passenger rights, acting on research from Transport Focus, ORR and DfT, including through the franchising process.	We will work with the Disabled Persons Transport Advisory Committee (DPTAC) to assess what we can do to improve the experience for disabled and vulnerable passengers and build awareness of passenger rights, acting on research from Transport Focus, ORR and DfT, including through the franchising process.	December 2017	DfT

Background

This was a DfT owned action.

Every passenger should be able to use the rail system with confidence and ease. There are over twelve million people in the United Kingdom who identify as having some form of physical or hidden disability or impairment. It is a DfT priority that public transport is designed and delivered in an inclusive manner so that the needs of people with disabilities are considered and incorporated at all times.

We are also committed to ensuring that transport providers and staff provide clear information on their services, and that information on passenger rights, for example when passengers do not receive the service they should expect, is readily available and easy to access

What we did

Existing research on fares and ticketing and awareness of passenger rights was supplemented with a workshop with DPTAC to provide further feedback and to elicit specific proposals to introduce into the franchising process

What difference this action has made for passengers

Since the start of the Action Plan further work on accessibility has been conducted by the DfT and the ORR. This work has considered accessibility from an across-the-board perspective and is part of a significant focus on accessibility.

DfT is currently reviewing all of the obligations it includes in Franchise Agreements related to accessibility as well as the way franchise competitions are assessed. This will include introducing a section in bids devoted to accessibility to ensure that accessibility is considered throughout all parts of a passenger's end-to-end journey. The dedicated delivery plan will be introduced in early 2018 and will feature in all franchise competitions from then onwards.

In November 2017 the ORR published the results of its research into Assisted Travel services, together with a consultation seeking views on how Assisted Travel can be strengthened.

In August, the DfT launched a consultation on its draft Accessibility Action Plan. The Plan set out 48 specific commitments for improving accessibility across all modes of transport, including the rail system, and sought to address a range of barriers to travel highlighted by people with disabilities or impairments. The consultation closed in November 2017. Over one thousand responses were received which are now being analysed to inform the final Plan and shape our strategy for inclusive travel.

Status: COMPELTE

This action was completed on time and in full