



60 Seconds with Alastair Richards

Hi Alastair, tell us a bit about your role and what you're working on?

I am the Programme Director for Transport for the North's smart ticketing and integrated travel initiatives. We work with transport operators, local authorities and other stakeholders across the North to deliver a range of improvements to the way we find out about, and pay for, public transport.

What are your key priorities for the next 3 months?

- Delivering the pilot for the ITSO on Rail between Hull and Scarborough to prove the customer and operator propositions before rolling out across the north.
- Launching the procurement for our Customer Information initiatives.
- Launching the procurement for our Account Based Ticketing initiative in collaboration with our Tier 1 operators.

What do you feel will be the biggest challenge for you / your project in the next 3 months and how do you plan to work through this?

We will require support from across bus, light rail, metro and rail to press our case forward for developing the account based ticketing element of our programme. We are working closely with operators from all of the modes, RDG and the DfT at many levels to ensure everyone is briefed and understand what we are seeking to achieve and how they can be a part of it.

As a customer, what would be the one piece of innovation you'd like to see in the rail industry and why?

Account Based Ticketing where I can see what I have been billed for and what discounts have been applied to the travel that I have made to ensure that I have paid a fair price for my journeys.