

60 Seconds with Steve Lamey

Hi Steve, please tell us a bit about your role and your involvement with smart ticketing?

With the support of my project sponsor, my role is to lead the delivery of the Department for Transport's £80m Smart Ticketing Programme as part of a wider initiative to roll out smart ticketing across the network. In 2018 my team worked very closely with 11 train operators, the Rail Delivery Group and over 25 key suppliers to meet the Programme's objective of making smart ticketing available across almost all of the network by December 2018. I am very proud of the achievements that we made collectively during 2018, the Programme has been challenging and we are now seeing the rate of smart ticketing take-up grow as a result of everyone's commitment and hard work.

What do you see as the key benefits of smart ticketing for rail customers?

I have had a smartcard since December 2016 and for me it has to be convenience, the ability to order a ticket and collect without waiting in a queue at a vending machine. Purchasing a ticket at a station ticket office, having that ticket loaded onto a card and not having to fumble through a wad of paper tickets to find the right one at the gate. In addition to my smartcard I also use barcode tickets for longer journeys and again these are quick, easy to use and convenient. I have seen the customer proposition grow substantially over the last two years so that the whole ticketing process has become much more attractive.

What do you see as the biggest challenge to realising these benefits?

The biggest challenge is to get the message out to customers, when travelling to work or for business or pleasure the last thing on someone's mind is how they obtain their ticket. Yet taking a smart option can reduce the stress involved in that ticket purchase and collection. During 2019 I want to make sure that the industry is promoting the good work already achieved and the foundations laid by growing take up. In particular, we want to move all seasons to smart and to make sure that barcode ticketing is the default for singles and returns. Although, 2019 won't be the end of paper ticketing it should be its Swan Song.

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

Although most days I still enjoy my daily commute, it is still a means to an end. I would like to see the industry make use of the rich data provided by smart ticketing to make systems even more integrated to provide information and services that will make my life even easier, whether that be train and platform information or just reserving a space at the station car park.