

Rail Delivery Group



60 Seconds with David Statham

Hi David, please tell us a bit about your role and the work you do?

I am the Managing Director of Southeastern, and also heavily involved in RDG's fares and retail programmes.

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

Smart ticketing has always offered speed, convenience and flexibility to customers. Now, it also offers the chance for contactless ticket purchasing, something we know is even more valuable given the need to reduce our interpersonal interactions because of the Coronavirus.

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

The complexity of our fares and products – there are as many fares in our current system as there are people currently living in the UK!

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

I would like to see the rail industry offer a best value promise – to make sure our retailing system can guarantee that I have purchased the best value ticket for my journey.