



April 2025

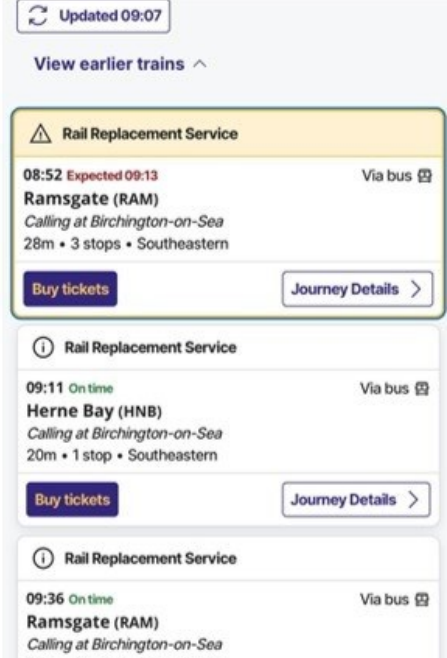
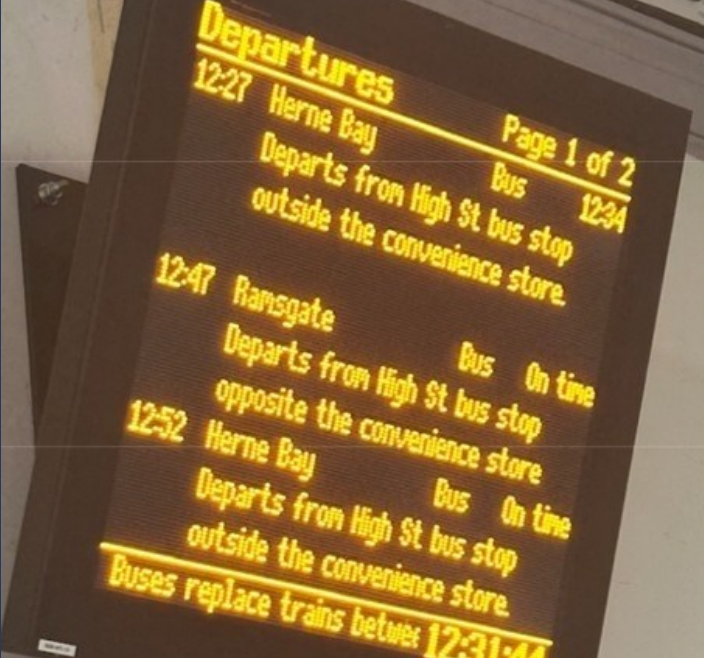
## Welcome! to the Smarter Information, Smarter Journeys (SISJ) Newsletter

Firstly, we would like to start with some award-winning news ... At the recent **Spotlight Rail Awards**, the SISJ programme team won the category '**Best use of Technology - Passenger Impact**' for their **Personalised Journey Notifications (PJN) project**. Many congratulations to all involved! This follows previous success at the Rail Industry Association RISE Awards in June 2024 where the project also won 'Best application of Digital Technology'.



The PJN project addressed a long-standing customer pain point, as it ensures customers who purchase their tickets digitally are notified when there is a change to their journey. To date the industry has sent nearly 4.5 million customer notifications.

Other key programme achievements are:



### Real time information of rail replacement bus services

As part of its report into rail replacement bus services, the Office of Rail and Road asked SISJ to tackle the issue of providing customers with real-time information on rail replacement buses on information screens and apps. Previously buses would show as on-time, regardless of their actual expected arrival time. These bus delays were making it difficult for customers to meet their pre-arranged engagements and be aware of the impact on their journey.

Through a collaborative effort led by SISJ, successful trials have taken place with Southeastern and South Western Railway. During each trial, both operators provided customers with real-time information on rail replacement buses via information screens and online journey planners (image above). The SISJ team are now working to roll this out to other operators and the next trial is due to be undertaken by Transport for Wales Rail in May.



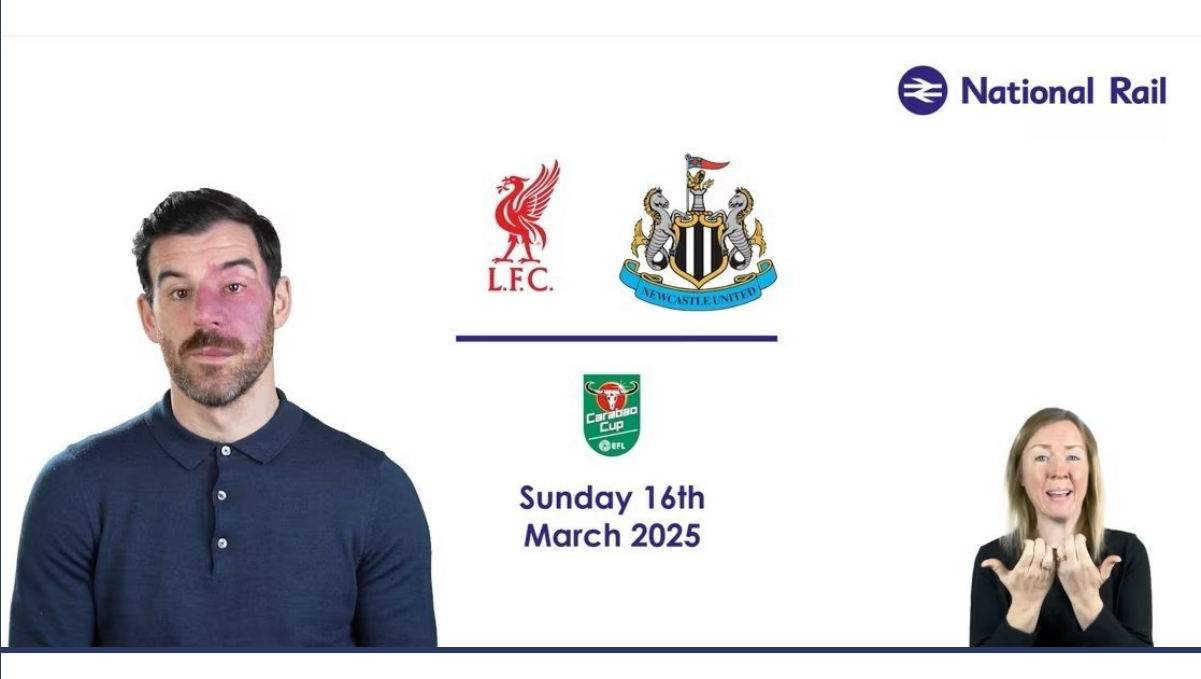
### Extended Booking Horizon

The Extended Booking Horizon project team has developed a detailed business case that would enable the industry to sell and customer's to buy tickets for trains up to six months in advance. This would bring rail more in-line with other industry's such as coach and air. A senior sponsoring group who provided the mandate to SISJ to develop this business case and includes representatives from the Rail Delivery Group, Network Rail, Department for Transport and Great British Railways Transition Team, including Fares, Ticketing and Retail (FTR) Programme have endorsed the business case. Key next step is to present to the FTR Board in May as we seek funding approval to enable this project to move into delivery phase.



### Better information on the impact of disruption

Improvements to how customers receive information about trains that are likely to be delayed or cancelled are being made. The enhancements will mean that when there is a known issue, like a blocked line or a fallen tree on the tracks which is highly likely to mean that services are delayed or cancelled, train operators will be able to make customers aware of this sooner, even before exact timings are confirmed. Fewer trains will appear as 'on time' when they are not, and more accurate information will be available on customer-facing channels within minutes of a disruption occurring. Consequently, customers will receive speedier, more accurate and transparent information, to help them with their journey.



### Visual Disruption Maps (VDM)

Visual Disruption Maps ([Carabao Cup – Liverpool vs Newcastle](#)), which are videos explaining to the customer how best to travel in disruption and advising of alternative routes, went live in December 2024 for pre-planned disruption (e.g. engineering works). To date nearly 70 videos have been released and these are averaging about 4,500 views per video. Customers continue to be engaged with the videos, with an average watch time of 46 seconds and 94% of customers rating the videos as useful.

Customers like that the presentation and language is clear, that alternative travel routes are provided, and that the videos are accessible with British Sign Language and closed captions. With this positive feedback, in the summer SISJ are planning to introduce videos for unplanned disruption events, such as problems with trains and infrastructure, making the videos available within about 30 minutes of when an event is reported so customers have information available to help them continue their journey.

Videos are now starting to be produced in the [Welsh language](#) as well.

SISJ have also launched the following two new projects. Exploratory work and liaison with TOCs and third-party suppliers is being undertaken:



British Sign Language - Greetings

signature.org.uk

## 1. National Rail British Sign Language (BSL) solution

The aim is to create a centralised and consistent customer information industry-wide approach to BSL which TOCs and third parties can use across station assets and digital channels. The proposal has been presented to the industry's Customer Information Group and TOC Accessibility and Inclusion leads and will next be discussed at the Customer Committee in April. Meanwhile the project team, in collaboration with the British Deaf Association, will be holding engagement sessions with the deaf and hard of hearing community in London, Derby and Pontypridd to gather feedback, which will inform project requirements.



## 2. Sub-48-hour notifications

The project team are exploring the ability for the industry to be able to proactively inform customers when their booked train(s) have changed or been cancelled within 48 hours of travel. The current Personalised Journey Notifications tool covers changes to trains from 12 weeks up until 48 hours before travel, so there is a gap. They are engaging with TOCs and third-party retailers to understand how this problem can be addressed. Furthermore, they are also engaging with Great British Railways' FTR programme to understand alignment with their priorities and are undertaking customer research to understand the passenger perspective. Following this engagement, recommendations on next steps will be presented to the Programme's Governance groups.

Thank you for reading!

SISJ Programme Team

### Get in touch!

We, as a team, are proud of the impact the SISJ programme is having in the industry and want to share our story. We would be happy to share developments with you either face-to-face or virtually. Please do contact us if you would like to hear more. Please do also let us know if you have any feedback on this newsletter – we welcome your thoughts

[\(SISJProgramme@raildeliverygroup.com\)](mailto:SISJProgramme@raildeliverygroup.com)