

August 2024

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

Firstly, we would like to start with some award-winning news ... Recently SISJ won the 'application of digital technology' category at the Rail Industry Association's Rise Awards for their Personalised Journey Notifications (PjN) project. Many congratulations to all involved - well deserved!



Personalised notifications have addressed long standing customer pain points and brought rail in line with other industry's such as aviation. If there is a change or a cancellation to the customer's train journey, rail retailers will send automatic notifications up to 48 hours in advance to all customers who have purchased their tickets digitally. These notifications includes advice on what to do next. So far, 4 million notifications have been sent! Updates help keep customers better informed and provide a more consistent experience across the network.



### ORR Annual Rail Consumer report for 2023 to 2024

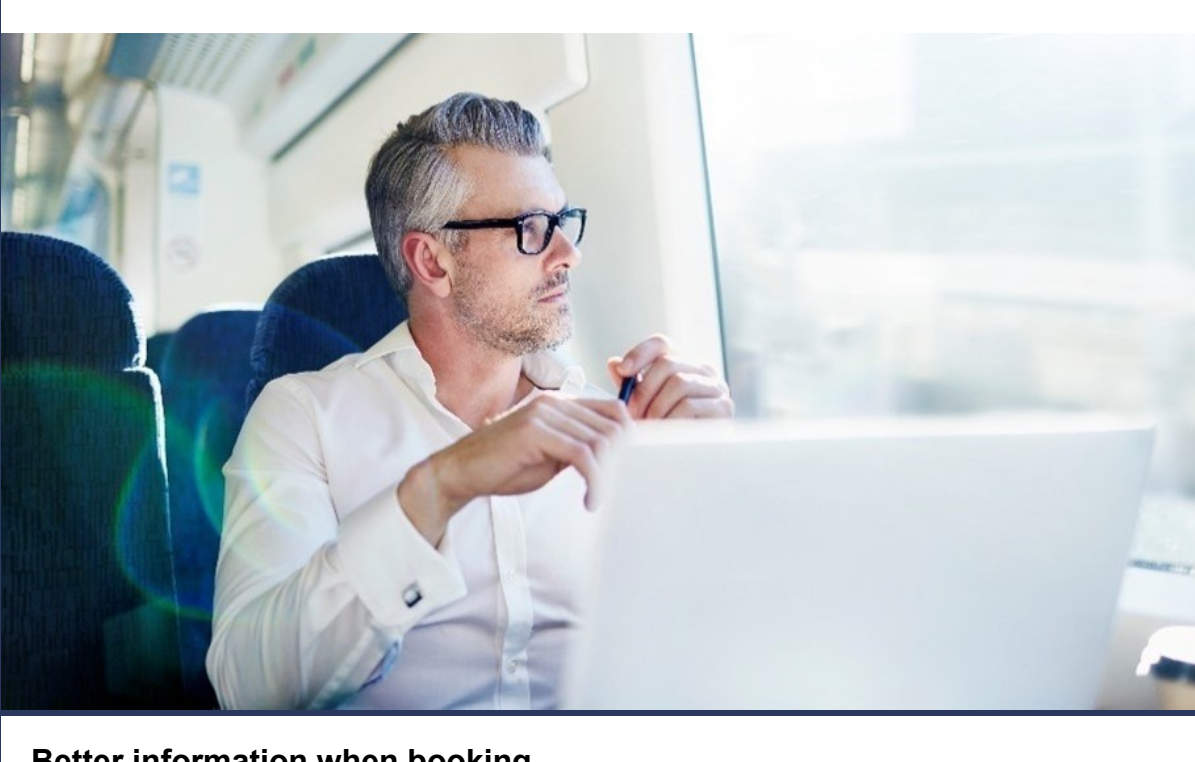
The Office of Rail and Road (ORR) recently published their [Annual Rail Consumer report for 2023 to 2024](#) and it is great to see Personalised Journey Notifications was mentioned as one of their achievements this year. (Left image supplied by ORR)

Also, included in the report are the following SISJ projects:

- Better information about planned rail replacement buses
- Live information on lift availability
- Timely release of timetables and advance tickets
- Customer Information Pledges, which are a requirement as part of the Train Operating Companies' (TOCs) passenger information licence

We remain committed to working collaboratively with the ORR to ensure passengers continue to have accurate and timely information about their travel options enabling them to plan and make journeys with confidence, including during disruption.

Below are updates on other SISJ projects:



### Better information when booking

Following the implementation of the Timetable Comparator Service (TCS) which notifies customers if their train booking has been retimed or cancelled, a new Code of Practice (CoP) has been developed and agreed across the industry.

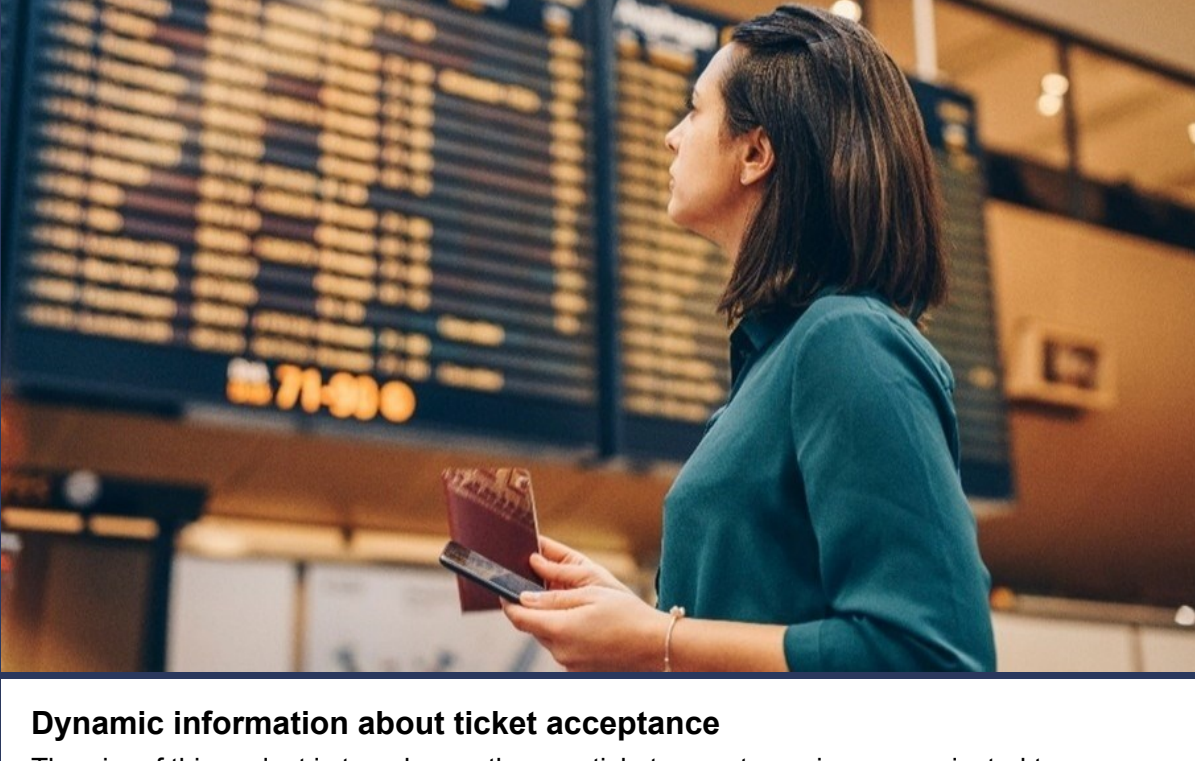
The CoP which has been distributed to TOCs and retailers to implement, outlines the travel options available to customers when their journey has been altered or cancelled. This increases the alternative travel possibilities customers have and ensures a single consistent policy across the industry.

An update to the National Rail Conditions of Travel will also be made to reflect the new CoP. In support of the CoP, the ORR have sent a letter to TOC Managing Directors asking that all journey notifications sent to customers reflect the policies set out in the CoP, and that TOCs brief passenger-facing staff.



### Visual Disruption maps

In June the business case for Visual Disruption maps, where a presenter stands in front of a network map explaining the disruption happening in video format (example above) was developed by Customer Committee and the Customer Information Group. The National Rail Communication Centre will deliver the videos for one year and we are now working towards contracts being agreed in order to start to mobilise the project and introduce pre-planned disruption videos (engineering works or events) across the network by the end of 2024.



### Dynamic information about ticket acceptance

The aim of this project is to enhance the way ticket acceptance is communicated to customers during times of disruption, so customers know whether their ticket is accepted on another route.

Discovery interviews with subject matter experts to uncover potential issues with ticket acceptance have been completed, and workshops are taking place to develop solutions. The solutions that have already been developed will be refined and prioritised and presented to TOCs and Customer Committee. This project also forms one of the workstreams of the new Performance for Customers programme, which is supported by the Department for Transport (DfT) and the ORR.



### Extended Booking Horizon

The SISJ programme in collaboration with the Great British Railways Transition Team (GBRTT) have produced a high level business case for extending the booking horizon to six months across the industry, following a 4-week consultation process with TOCs, the Rail Delivery Group (RDG), Network Rail (NR), Transport Focus and Retailers. The paper was addressed to stakeholders within DfT, RDG, GBRTT and NR, who have endorsed the proposed approach of SISJ and GBRTT creating a new programme under the SISJ umbrella to develop a full business case. This will run from September to February and will require extensive industry engagement as well as targeted customer research, which will be run jointly with Transport Focus.



### Darwin Forum Launch

The Darwin Forum was launched in June and will focus solely on Darwin, as it is such a critical industry system that plays a key role in providing real-time information to customers on the status on their trains. The forum is now the industry's go-to place to raise questions, contribute new ideas and drive forward positive changes through performance or the delivering of enhancements. This new forum replaces the SISJ working group on 'improving real-time information' and includes TOC representatives, the Darwin supplier (Grounded Transport Systems), third-party customer information providers and other upstream/downstream suppliers.

If you would like more information, please contact Micky Ball [micky.ball@raildeliverygroup.com](mailto:micky.ball@raildeliverygroup.com).

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.

For more information about the Smarter Information, Smarter Journeys Programme, visit our website or contact us

Contact Us

SISJ website

