



60 Seconds with Mike Hewitson

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

As Head of Policy at Transport Focus my job is to help ensure that the passenger voice is heard when decisions are being made. Much of this surrounds rail franchising and, of course, fares and ticketing.

What are your key priorities for the next 3 months?

Passengers continually tell us that the fares and ticketing structure is too complex and confusing. We have a wealth of research on what passengers want (have a look at our website ([hyperlink](#))) and we will use this to push for long-term changes to the fare structure and to help design new smart products. We'll also continue to make sure that passengers have access to all the necessary information needed to buy the right ticket for their journey.

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?

One of the biggest challenges is in ensuring that passengers remain at the heart of developments. New tickets, apps and technology have to be easy to use. Those less technically minded need to be able to trust any new system. Having staff on hand to explain things and to resolve problems helps a great deal.

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

As a commuter myself I'm naturally drawn to those things that will make my journey more punctual. But when it comes to fares and ticketing I'd like to see commuter fares move away from the traditional '5-day a week' structure to one that better reflects more modern patterns of work and travel, especially for those who work part time.