



Easy to use for all Progress against short-term vision

GOALS	RECENT POSITION (2020)	RECENT PROGRESS AGAINST STEPPING STONES		VISION FOR 2025	
<p>Accurate, accessible and understandable real-time information</p>	<p>Real-time information is available but not always reliable and useful. Also staff on the ground often don't have the same information. New need for information relating to biosecurity in rail environments.</p>	<p>Improvements in the timeliness, reliability and accuracy of the information needed for door-to-door travelling, including information on layout and current status of facilities of stations and trains. <u>RDG</u> The second iteration of the Smarter Information Smarter Journeys programme (SISJv2) launched in April 2023 includes work packages due to deliver in 2024-2025.</p>	<p>Personalised information sent to customers based on their journey and travelling patterns. <u>RDG</u> SISJv2 sets out plans for the Customer Information journey experience of the future. Northern is offering live train info via a WhatsApp chatbot.</p> <p>Development of biosafety indicators that support customers and industry decisions. <u>RSSB</u> The LHBR programme published a Pandemic Playbook and Lesson's Learned report capturing insights from the Covid-19 pandemic to inform future planning.</p>	<p>The availability of data enables new services from the wider market that cover door-to-door needs. These include information interface for mobile devices, hearing aids and station navigation tools. <u>RDG</u> EMR launched a free multi-modal planner in June 2023, with personalised journey assistance provided through EMR Messenger.</p>	<p>Customers receive inclusive real-time information on journeys (including alternatives when disruptions occur) minimising stress and lost time, and boosting confidence.</p>
<p>Smart fare collection</p>	<p>Ticketing is complex and offers limited flexibility. Lack of clarity on best price available. Limited cross-modal payment options, mainly in urban areas and for train-bus combinations.</p>	<p>Rail pay as you go to cover frequent, shorter and cheaper journeys (including city, regional and intra-regional). <u>RDG</u> Contactless 'tap-in' payments being rolled out across 53 stations in the South East by the end of 2023.</p> <p>Account-based ticketing underpins the Digital Fares and Ticketing Platform to allow simplification and personalisation. <u>GBR</u> <u>DfT</u> & <u>RDG</u> TfL's Project Proteus plans to evolve Oyster closed-loop contactless ticketing to an account-based system, with a contract award in August 2024</p>	<p>Smart ticketing on mobile devices to improve reservation and personalisation for less frequent, longer, more expensive journeys. <u>DfT</u> & <u>RDG</u> Launch of Rail Online in the UK in May 2023 which is offering operator fare price matching, instant refunds on e-tickets, and no booking fees.</p> <p>Digital Fares and Ticketing Platform enables richer services to passengers and third parties. <u>GBRTT</u> Fares, Ticketing and Retail Review launched.</p> <p>Open data and suitable commercial agreements deliver multi-modal ticketing provision. <u>RDG</u> An Urban Transport Group paper and set of recommendations was published November 2022.</p>	<p>Payment and reservation experience for rail is easier and more inclusive for all journeys. Increased passenger confidence that they've got a valid ticket at the best value.</p>	
<p>Personalised services</p>	<p>Minimal customisation and personalisation of train services. Limited availability and use of individual customer's data and their journeys to improve experience.</p>	<p>The underpinning customer data to provide personalised services is developed and customers are keen to share their data because its use is fair and clear and there are benefits to them. <u>GBRTT</u> Fares, Ticketing and Retail Review aims to develop a more modern retail experience, a rollout of digital ticketing across the network, contactless and pay as you go systems in urban areas, and "simplified, best-available value-for-money options on journeys outside urban areas".</p> <p>(Specific) real-time passenger feedback is proactively sought and made easy to provide. <u>DfT</u> <u>GWR</u> trial of Whoosh digital platform that includes patented 'Tell Us' functionality to enable contextualised fault reporting by passengers and staff onboard.</p> <p>Passenger centric measures of rail performance are identified and used. <u>Transport Focus</u> HS2 concepts to be trialled on AWC to set new customer experience standards, including comfort and personalisation.</p>	<p>Open data and AI enhance the level of customisation of support and services. <u>Suppliers</u> Transport Research & Innovation Grant funding awarded to six 'technologies of the future' projects to improve rail passenger experience in June 2023.</p> <p>New design solutions on trains make on-board tasks and activities easier and more pleasant. <u>UKRRIN</u> PriestmanGoode launched Green Carriage in November 2022 which allows for modular interiors that adapt to passenger requirements.</p>	<p>Information on passenger movements, preferences and needs allows customised support and services that improve the experience of travelling by rail.</p>	
<p>Accessible to all</p>	<p>Focus is mainly on step-free access to stations and platforms with limited initiatives for other capability impairments.</p>	<p>Deployment plan and guidance to speed up the adoption of existing step-free solutions (e.g. humps and low-floor trains). TfL has published results of its consultation on the future of step-free access on the Tube network, announced ten stations to be reviewed for priority step-free access, and trialled a new bridging device.</p> <p>Roll out tools for people with less visible disabilities to use the railway. <u>NR</u> <u>CE</u> NaviLens, an app designed to help blind or partially-sighted customers navigate stations, trialled on DLR. <u>SWR</u> trial using AI to translate passenger info into British Sign Language displayed on totem screens at Waterloo.</p> <p>Account-based digital services make booking and providing assistance easier. <u>RDG</u> <u>ORR</u> survey found 75% of users highly likely to recommend Passenger Assist. Operators delivering training to accompany the roll-out of the Passenger Assist staff app.</p> <p>Inclusive design tools and measures to assess and cater for all capability losses are developed and used to inform stretching inclusion targets. <u>Various</u></p>	<p>Assess new solutions to remove hazards and barriers for people with reduced mobility (e.g. gateless access and crowding control). <u>GBRTT</u> Station accessibility audit completed and National Rail Accessibility Strategy due to be launched.</p>	<p>Passengers with capability impairments are better catered for. Inclusive design tools and measures drive action to maximise the proportion of the population who find the railway easy to use.</p>	
<p>Door to door solutions</p>	<p>Websites to plan and provide real-time support for door-to-door journeys exist but have significant limitations. Rail focuses on the delivery of train services, and customers are expected to sort out their first and last mile, with very limited services provided by rail to support their full journey.</p>	<p>Improve parking and connection facilities for existing modes (including electric vehicles) at stations. <u>CPC</u>, <u>RDG</u> and <u>NR</u> Reading Green Park Station, a new multi-modal interchange designed to improve accessibility and connectivity, opened in May 2023. A regional transport integration hub at Motherwell Station was opened in June 2023.</p> <p>Data exchange in place to allow better connection decisions by transport operators and the travelling public. <u>RDG</u> & <u>NR</u> Transport for West Midlands is developing a single app and single account solution to support planning and decision making across all transport modes.</p>	<p>Develop operational concepts and facilities for connections with emerging modes (including micro-mobility). <u>IBD</u> Tier e-bikes and scooters have been integrated with the Whoosh app to enable onward journeys for rail passengers in London.</p> <p>Feasibility studies on tools to optimise passenger flow within and across modes. <u>IBD</u> The TRIB Transport Digital Twin Vision and Roadmap to 2035 was published, announcing an intention to facilitate connected digital twins across different transport modes by 2035.</p>	<p>Passengers' first and last mile are better understood and catered for.</p>	
<p>Reliable and fast on-board connectivity</p>	<p>Phone and mobile data coverage on trains is patchy and unreliable.</p>	<p>Lessons learnt from 5G trials inform technical and commercial plans. <u>NR</u> <u>SWR</u> and <u>NR</u> continue roll out of Evo-rail's multi-gigabit solution, using self-powered trackside infrastructure. Neos selected as preferred supplier for NR's Project Reach.</p>	<p>Agreed overall plan to improve rail connectivity starts to be delivered. <u>DfT</u> & <u>NR</u> UK Government's Wireless Infrastructure Strategy, which includes delivering digital infrastructure to improve mobile coverage for rail, published in April 2023.</p>	<p>Regular reports on the extent and quality of mobile coverage on the railways are in place. <u>Ofcom</u> Wireless Infrastructure Strategy included a commitment to work with Ofcom to improve reporting of rail network coverage.</p>	<p>Good on-board voice and data connectivity is a given when travelling by rail.</p>