Easy to use for all

GOALS	WHY?	RECENT POSITION (2020)	STEPPING STONES IN THE NEXT FIVE YEARS			VISION FOR 2025	VISION FOR 2040
Accurate, accessible and understandable real-time information	Making it easier for passengers to plan and manage their journey reduces stress, exclusion and time lost, and increases confidence.	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.	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.	Personalised information sent to customers based on their journey and travelling patterns. Development of biosafety indicators that support customers and industry decisions.	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.	Customers receive inclusive real-time information on journeys (including alternatives when disruptions occur) minimising stress and lost time, and boosting confidence.	Timely, easy to use and reliable door-to-door information with rail at its heart.
Smart fare collection	For rail to be attractive it is key that passengers can easily buy rail as part of their travelling options and door-to-door journey.	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.	Rail pay as you go to cover frequent, shorter and cheaper journeys (including city, regional and intra-regional). Account-based ticketing underpins the Digital Fares and Ticketing Platform to allow simplification and personalisation.	Smart ticketing on mobile devices to improve reservation and personalisation for less frequent, longer, more expensive journeys. Digital Fares and Ticketing Platform enables richer services to passengers and third parties.	Open data and suitable commercial agreements deliver multi-modal ticketing provision.	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.	Buying door-to-door journeys, either in advance bookings mode or 'get up and go' is the norm, and rail always appears as an option when appropriate.
Personalised services	Personalised services and assistance, where requested, make travelling by rail an easy and more enjoyable experience.	Minimal customisation and personalisation of train services. Limited availability and use of individual customer's data and their journeys to improve experience.	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. (Specific) real-time passenger feedback is proactively sought and made easy to provide.	Passenger centric measures of rail performance are identified and used.	Open data and AI enhance the level of customisation of support and services. New design solutions on trains make on-board tasks and activities easier and more pleasant.	Information on passenger movements, preferences and needs allows customised support and services that improve the experience of travelling by rail.	The level of customised support, convenience and inclusivity delivered by rail improves the travel experience for all and rivals other modes.
Accessible to all	Reducing exclusionary barriers throughout the railway enable more people to travel, and to travel independently.	Focus is mainly on step-free access to stations and platforms with limited initiatives for other capability impairments.	Deployment plan and guidance to speed up the adoption of existing step-free solutions (e.g. humps and low-floor trains). Roll out tools for people with less visible disabilities to use the railway. Inclusive design tools and measures to assess and cater for all capability losses are developed and used to inform stretching inclusion targets.	Assess new solutions to remove hazards and barriers for people with reduced mobility (e.g. gateless access and crowding control). Account-based digital services make booking and providing assistance easier.		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.	
Door to door solutions	In a fast changing transport landscape it is key to make it more convenient and less stressful for customers to use rail as part of their multi-modal journey.	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.	Improve parking and connection facilities for existing modes (including electric vehicles) at stations. Data exchange in place to allow better connection decisions by transport operators and the travelling public.	Develop operational concepts and facilities for connections with emerging modes (including micro-mobility). Feasibility studies on tools to optimise passenger flow within and across modes.		Passengers' first and last mile are better understood and catered for.	Railway plays a key role in the provision of door-to-door, not just point-to-point, transportation. Information to and from passengers used to manage capacity and optimise its use.
Reliable and fast on-board connectivity	Customers expect to be always connected if they so choose.	Phone and mobile data coverage on trains is patchy and unreliable.	Lessons learnt from 5G trials inform technical and commercial plans.	Agreed overall plan to improve rail connectivity starts to be delivered.	Regular reports on the extent and quality of mobile coverage on the railways are in place.	Good on-board voice and data connectivity is a given when travelling by rail.	

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