



Easy to use for all

GOALS	WHY?	STATUS IN 2025	STEPPING STONES OVER THE NEXT 5 TO 8 YEARS					VISION FOR 2040		
Accurate, accessible and understandable real-time information 1	Customers need to feel confident and in control, it's essential that travel is seamless and options are clear—especially during disruption. This reduces stress and builds trust in the system.	Customer information related to onboard and station facilities continues to improve with further real-time information becoming available allowing customers to make better informed choices.	Replace the use of static information about train and station facilities with real time information. These will be fed into downstream systems to service digital information solutions for customers.	Leverage machine learning to send to customers who opt in personalised journey information, enhancing their travel experience and making the rail network more accessible and easier to navigate.	Equip customer-facing facilities, both at stations and on-board trains—such as toilets to monitor and communicate their status in real time.	Present information about onboard and station facilities using clear, visual, and accessible formats to enhance customer understanding and support all passengers, including those with accessibility needs.	Develop AI-powered systems that analyse data—such as passenger volumes, trains positions and weather conditions—to deliver timely advice to passengers across the network.	Enable seamless integration of data with other modes of transport that feeds into end-to-end travel planners that offer customers smooth, multimodal journey planning and real-time updates.  4	Proactively seek and make it easy to harness customer feedback to forecast trends and drive innovation in customer services that anticipate future customer needs.	Real-time information is accurate, consistent, personalised and highly targeted based on customers' specific journey and personal needs.
Smart fare collection 2	For rail to be attractive it is key that passengers can easily buy rail tickets 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. Recent developments in digital ticketing adoption and fares reform provide a foundation for progress.	Expand use of digital ticketing on mobile devices to improve reservation and personalisation for less frequent long-distance journeys.	Implement a universal digital ticketing system accepted across all National Rail routes, including TfL cross-London services, to simplify travel, reduce barriers, and provide customers with a seamless, flexible ticketing experience throughout their journey.		Expand rail pay as you go (PAYG) to cover all frequent, shorter and cheaper journeys (including city, regional and intra-regional) with PAYG features to include one and multi-day capping across multiple modes of public transport. Railcard and concessionary discounts will be automatically deducted from the PAYG price where applicable.	Ensure suitable open data, commercial agreements are in place to deliver multi-modal ticketing provision.	Use ultra-fast communications networks to migrate fare collection to cloud back-office account-based ticketing, serving passengers better and reducing cost of sale.	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, with the best fare being charged.	
Accessible to all 3	Reducing exclusionary barriers throughout the railway enable more people to travel, and to travel independently.	Significant progress has been made, and further deployments can be used to help remove more barriers and evolve into an inclusive railway, accessible to all.	Fit real-time on-board information displays with visual and captioned content on all new and refurbished trains. For existing fleets, enhance access to journey information through mobile apps and other digital channels to ensure all passengers can stay informed.	Review the feasibility and costing of ready deployable options (infrastructure and rolling stock born) to improve boarding steps. This should include a review of the role of retractable footstep solutions to improve lateral stepping gap, particular on curved platforms.	Assess the role of providing limited accessible boarding (i.e. for one or two carriages per train) where whole platform accessible boarding cannot be achieved.	Enhance Passenger Assist to deliver a more accessible and seamless experience for disabled customers. This includes developing an integrated Accessible Journey Planner with step-by-step accessibility information, enabling self-serve seat reservations and assistance bookings (where applicable), simplifying group bookings, improving real-time communication between staff and customers, and strengthening the Handover Protocol.		The level of customised support, convenience and inclusivity delivered by rail improves the travel experience for all and rivals other modes.		
Multi-modal integrated journeys 4	In a fast-changing transport landscape it is key to make rail travel more convenient and less stressful for customers as part of their multi-modal journey. This includes being able to see information across modes for a journey and joined-up support.	Rail focuses on the delivery of train services, while websites to plan and provide real-time support for door-to-door journeys exist but continue to have significant limitations.	Support the development of standardised parameters and guidelines for journey planning across each mode of transport to enable multimodal solutions, ensuring industry best practice is shared.			Make live parking space availability information for cars and cycles accessible to customers through apps and to business via an API. Start with localised trials, then transition to nationally held standards.			Rail plays a key role in the provision of door-to-door, not just point-to-point transportation as part of an integrated, accessible multi-modal system which is easily navigable by customers.	
Reliable and fast on-board connectivity 5	Customers expect to be always connected if they so choose.	On-board connectivity is often unreliable and of insufficient signal strength. Improving this has not traditionally been a priority for public mobile network operators.	Agree an adequate signal strength which can be measured from outside the train and will provide satisfactory connectivity within all passenger rolling stock. Use this understanding to judge and set target for mobile signal availability from across rail routes with the aim of prioritising actions.		Pursue public-private partnership to improve connectivity and remove mobile signal blackspots on the rail network (Project Reach).	Agree requirements to ensure that all trains can maintain a reliable connection for data-driven train performance and safety systems enabling functionalities such as live streaming forward facing CCTV.		Develop options for the migration to FRMCS to enhance the benefits and minimise the risks and cost.	Passengers can expect to remain seamlessly connected to a network to work online, access the internet, or make a call throughout their whole journey.	