

Creating a simpler, better railway for everyone in Britain

One Team, One Plan, One Railway



Our Speakers today



Stewart Fox-Mills
GBRTT



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GBRTT



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TfWM

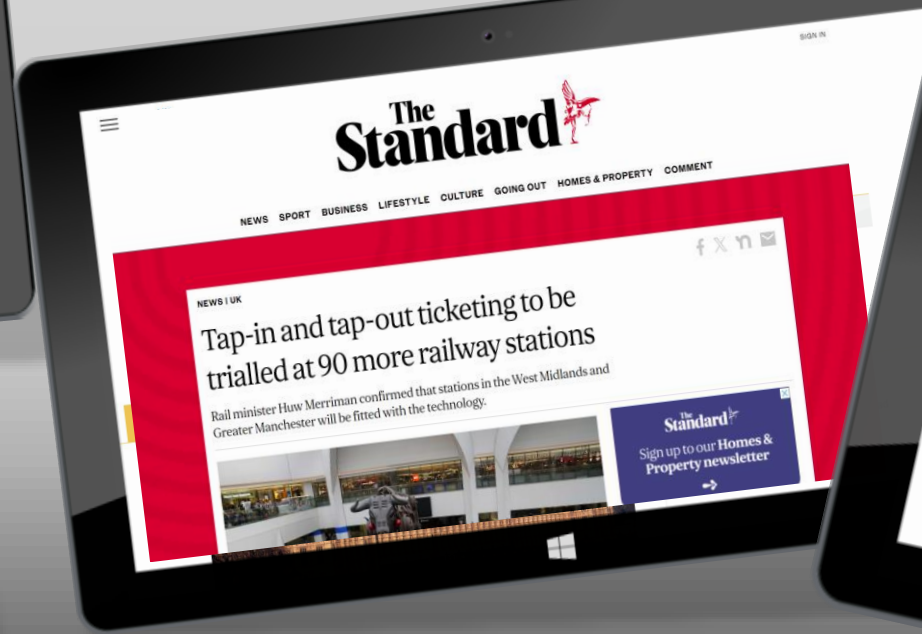
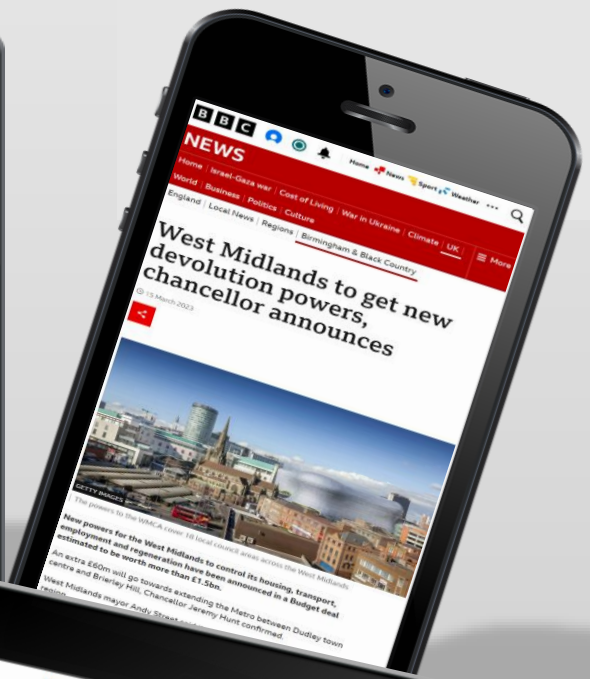
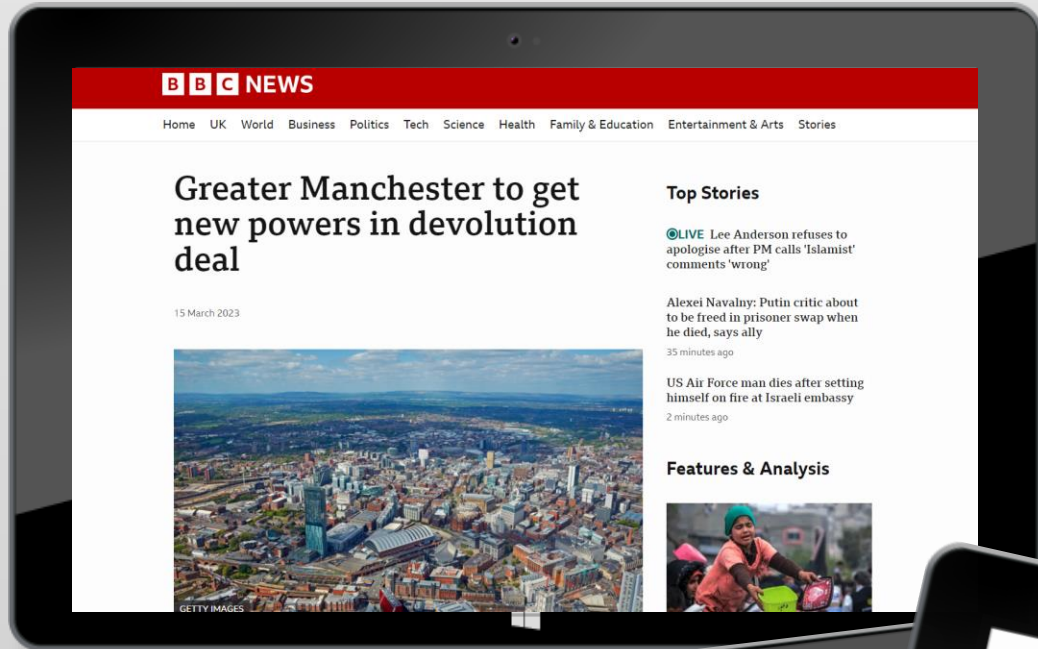


Simon Elliott
TfGM



John Backway
RDG










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The experience customers want

	Travel in urban areas	Travel outside urban areas
Digital 	<ul style="list-style-type: none"> • PAYG either via a contactless card or on a mobile device • Receive relevant and personalised information about my journey 	<ul style="list-style-type: none"> • Buy rail from where it is most convenient for me • Receive relevant and personalised information about my journey
Fares 	<ul style="list-style-type: none"> • Trust I'm getting the best available price • Fares and capping is integrated with other public transport 	<ul style="list-style-type: none"> • Simpler fare choices - allow choice of cost, flexibility, and convenience • Fares for the same journey are consistent
Physical 	<ul style="list-style-type: none"> • Service orientated experience with options for the digital unable or unwilling 	

What this means for Otto

He's a confident traveller, uses the train every day for work and leisure, and lives on the outskirts of a town.



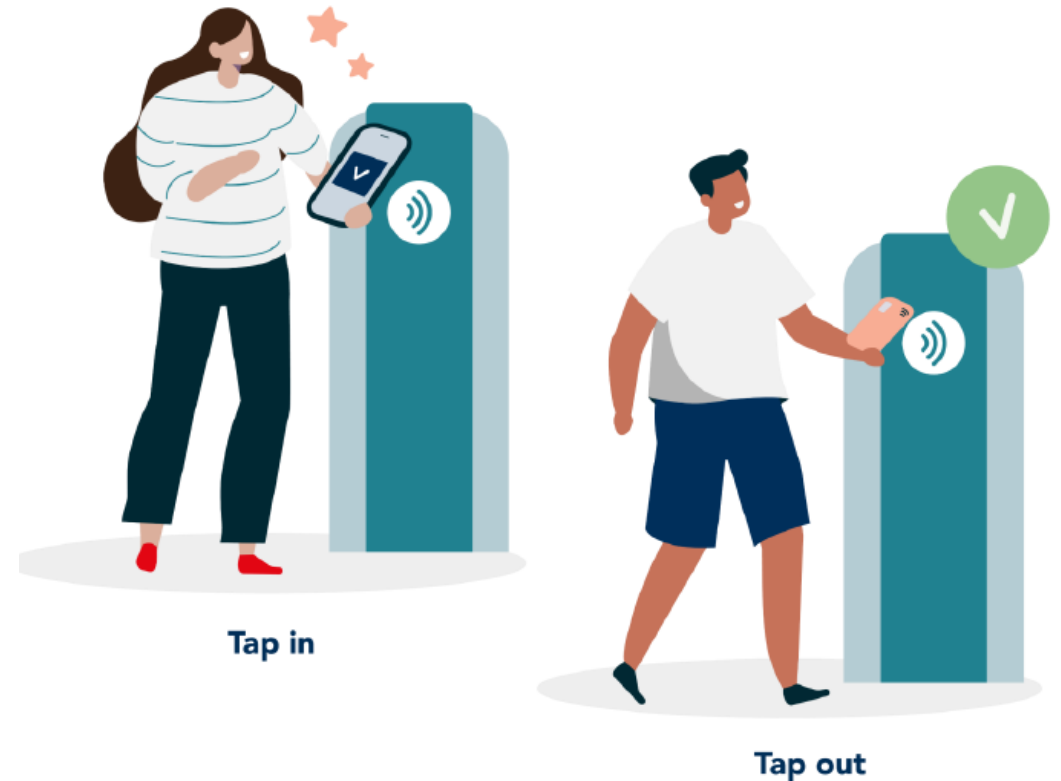
When **commuting**, I get personalised information to help me plan. I use PAYG to easily tap-in and tap-out with the confidence that I'm paying the best value fare. My online experience is consistent and simple, so I can just relax.

When **visiting friends**, my online experience is consistent and familiar, so I'm confident in my purchase. I have simpler and more flexible fare options. I don't need to clock-watch so can focus on enjoying my weekend.

PAYG Pilots

“We know customers want to be able to tap in and out to make a journey across multiple modes of transport and introducing these PAYG pilots in Greater Manchester and West Midlands brings us an important step closer to making this a reality outside of London.”

This is one of the many ways we are working with the rail industry, Local Authorities and Government to deliver reform, inspiring more customers to travel by rail.”



Stewart Fox-Mills
FTR Programme Director

Putting users' needs first...



TCS



cEMV

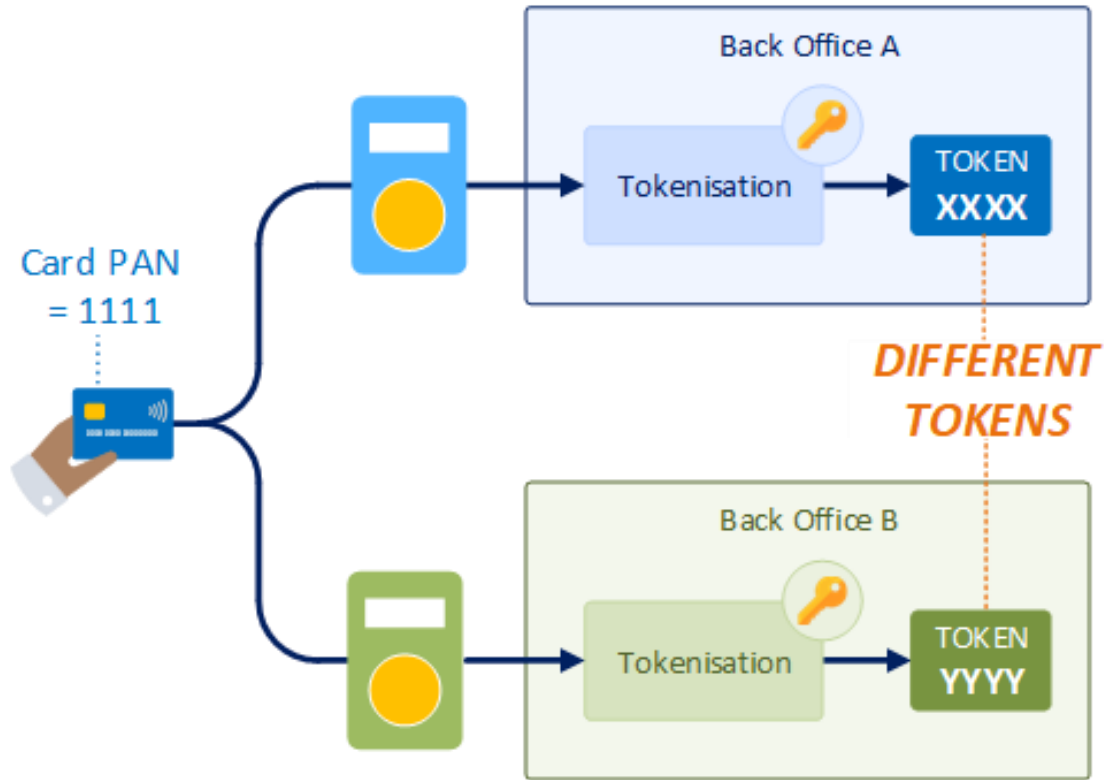
Delivering centralised cost-effective solutions, to enable seamless interoperability across the industry, convenience and the best price point for passengers.



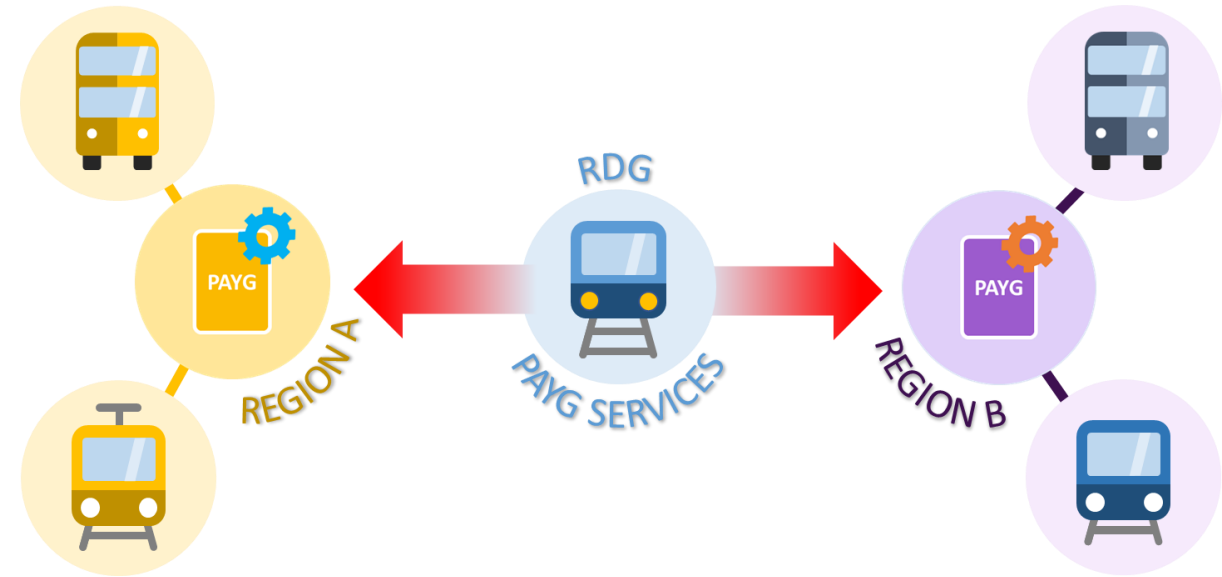
cEMV standards

OFFICIAL

From this ...

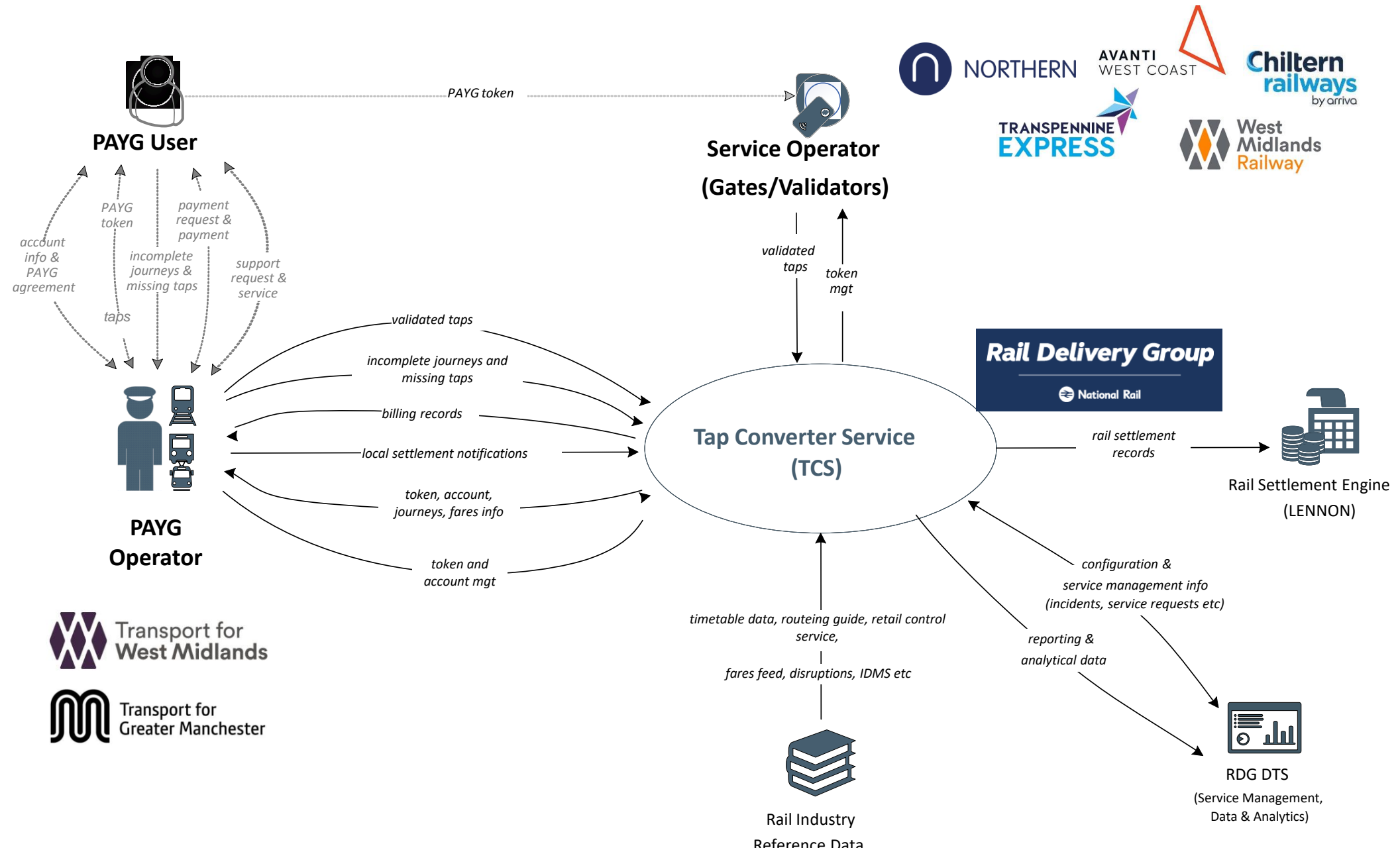


To this ...



Tap Converter Service

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94% of Swift Go users express satisfaction, citing flexibility as the most valued benefit.

Notably, users consistently express a desire for the inclusion of rail services in the offering.

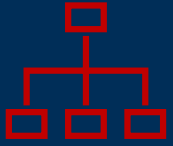


how 8

The Bee Network is the vision for an integrated London-style transport system which will join buses, trams and railway together as well as cycling and walking. Transforming how people travel in and around Greater Manchester



We've achieved a great deal...



Decision making
& ways of
working



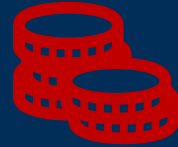
Scope of Pilots,
objectives &
success criteria



Evidenced
TDDD
commitments



Outline
Business Cases
signed off by
Ministers &
HMT



Funding
approved by
HMT

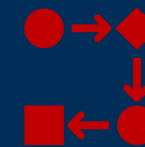


Ministerial
Announcement

...Plus



Full Business
cases now in
development



Detailed Design
& requirements
underway