

Creating a simpler, better railway for everyone in Britain.

National Rail Ticketing Strategy

A pathway to further digitisation & magstripe ticketing replacement

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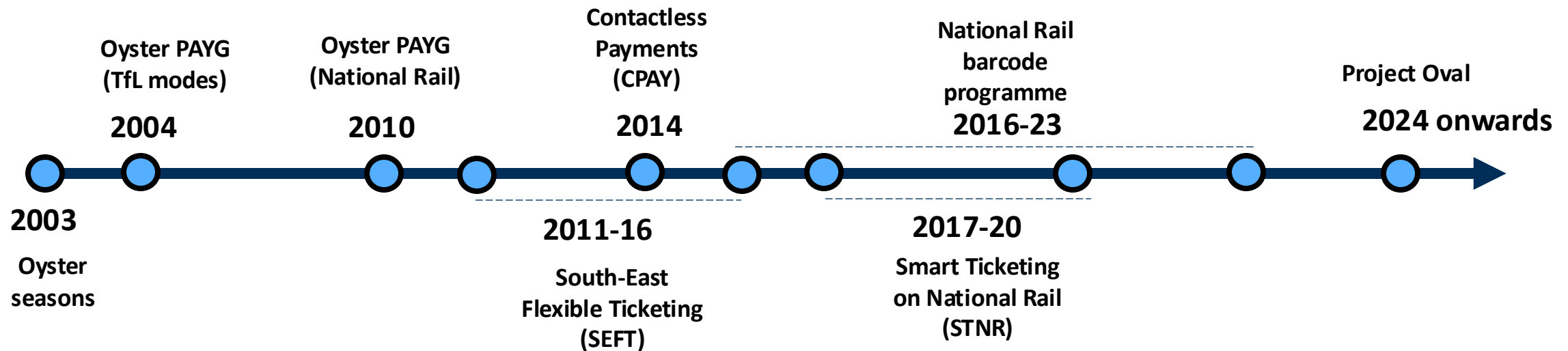
Who I am and my role at Rail Delivery Group



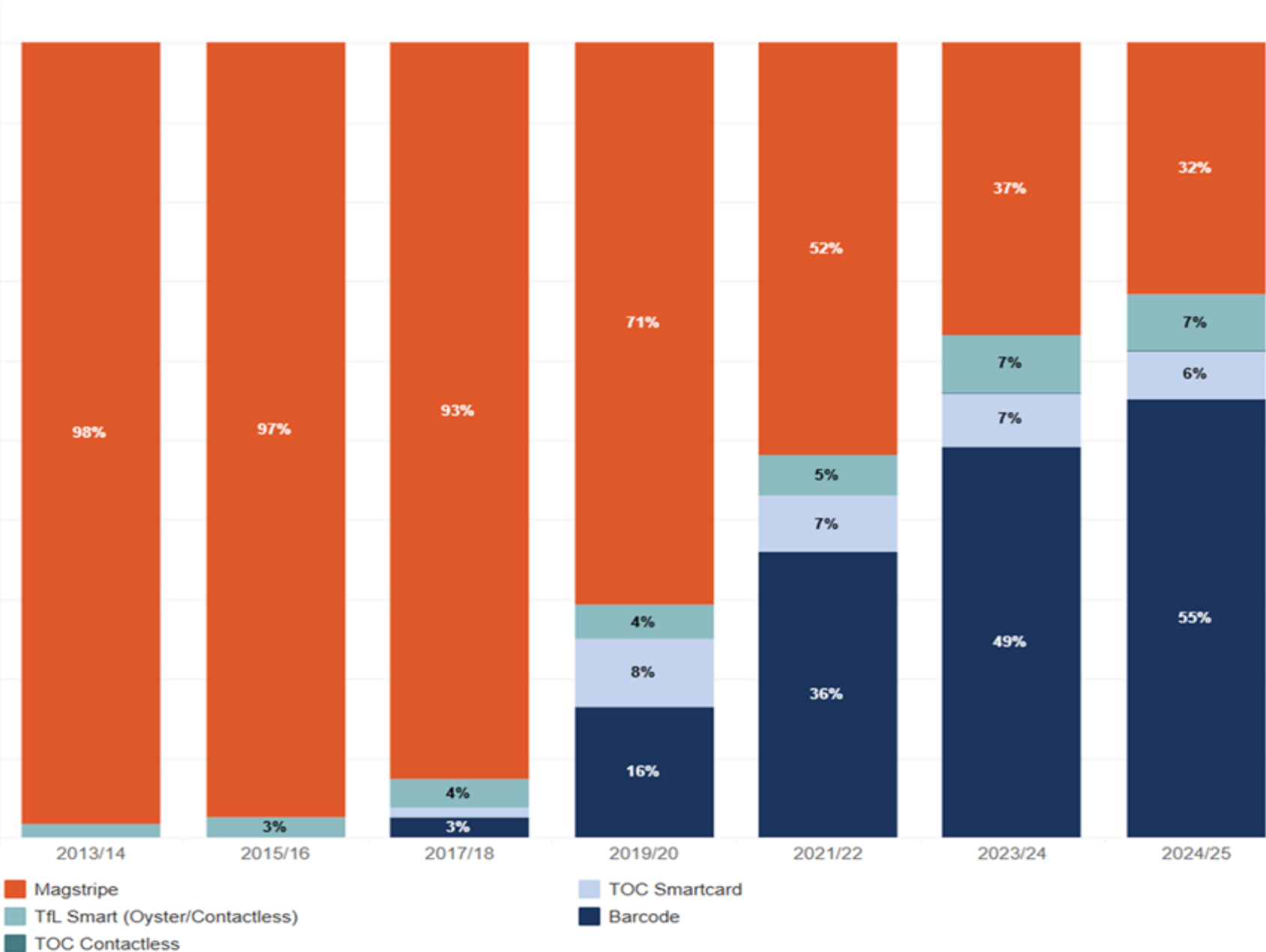
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Digital ticketing over two decades

- Significant progress has been made in digitising ticketing over the past two decades through a range of industry programmes and initiatives:



Fulfilment Breakdown



- Journey based data
- Includes Cross-London
- Excludes journeys solely made within the London zones

National Rail Ticketing Strategy – Magstripe replacement

Background

- Significant digitisation progress across industry
- RDG Board priority set
- RDG, in partnership with GBRTT, has led on the creation of an NRTS centred around digitisation and magnetic stripe ticket replacement
- Top-down vs bottom up led approach and the hybrid approach undertaken

National Rail Ticketing Strategy – Magstripe replacement

Delivering the Fares, Ticketing & Retail reform programme

Industry consultation

- Over 50 organisations were consulted across a broad spectrum including:
 - ✓ Train Operating Companies
 - ✓ DfT
 - ✓ GBRTT
 - ✓ Transport for London
 - ✓ Third-party retailers
 - ✓ Nations & Regions /devolved authorities – Transport for Scotland, Transport for Wales, North-East Combined Authority, Transport for West Midlands, Transport for Greater Manchester
 - ✓ Passenger body - Transport Focus
 - ✓ Supplier base
- Overwhelming support for the replacement of magnetic stripe tickets
- 5-year vision aligned with TfL through joint roadmap
- Passenger centred approach with no degradation of service

One team approach with a shared goal

Industry delivery partners



Passenger body oversight



Operators and transport authorities



Supply base



Third-Party Retailers



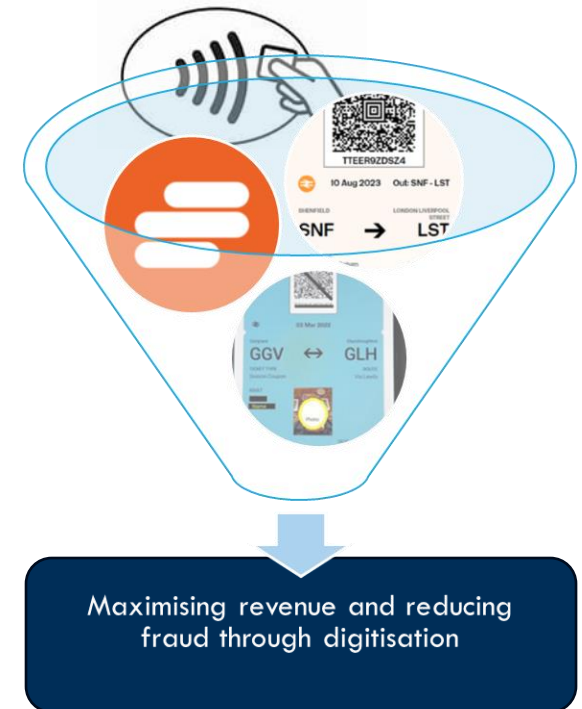
Industry objectives

1. Exchange legacy magstripe tickets for other more modern and eco-friendly alternatives

- ☐ Digitise more magstripe tickets
- ☐ Continue rollouts of Print Roll Ticketing
- ☐ Managing the resistance to change and the technology adoption curve
- ☐ Upgrade ITSO estate to latest version 2.1.5
- ☐ Introduce ITSO on Mobile
- ☐ Build the **Tap Converter** service supporting cEMV PAYG
- ☐ Rollout of **cEMV PAYG** across Transport for West Midlands and Transport for Greater Manchester

2. Reduce costs of retail across the industry and fraud mitigations

- ☐ Harnessing existing data to help reduce fraud, including fraud mitigations actively worked on
- ☐ Railcard Validation Service
- ☐ Gateline and base data standards
- ☐ Exploring central vs duplicate systems
- ☐ Eventual removal of magstripe services and systems supporting this fulfilment method



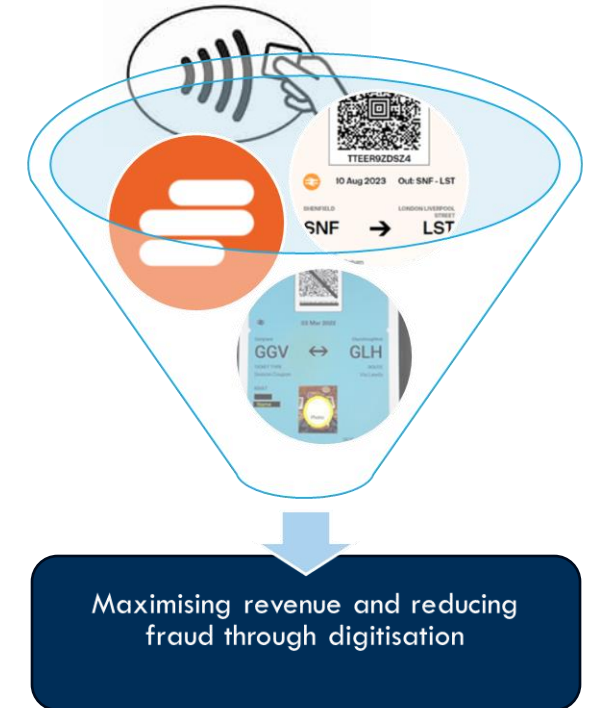
Industry objectives

3. Improve passenger confidence and satisfaction

- ☐ Enhanced front-line colleague support
- ☐ Continue to improve the gateline experience
- ☐ Explore loyalty options

4. Reduce costs of retail across the industry

- ☐ Harnessing existing data to help reduce fraud, including fraud mitigations actively worked on
- ☐ Railcard Validation Service
- ☐ Exploring central vs duplicate systems
- ☐ Eventual removal of magstripe services and systems supporting this fulfilment method



Passengers at the heart of our ticketing strategy

At home
(Pre-travel)

En-route to station

At station

On-board

Disruption &
Engineering
work (Ad-
hoc comms)

Post travel



What's next?



Together is the only way...

The way forward for a better passenger service

The way forward for removing legacy solutions

The way forward for tackling ticketing fraud

The way forward for greener travel and a modal shift

The way forward for increased ticketing simplicity

We can do all this....together!

Thank you



Please reach out for any follow up discussions:

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Any questions?

