

Transport Ticketing Awards 2025

Some additional guidance for writing your entry

As you are working on your Transport Ticketing Awards entries, the following is designed to give you a bit more insight into what the judges are looking for and to give you the best chance of success.

All entries are judged purely on the merit of the submission, so it's important that the benefits are clearly described in your entry.

This is not a "how to complete an entry" guide, (entrants are free to approach the awards as they see fit), but instead is a guide to what has historically appealed to judges during the selection process.

Some general principles

- Keep within the word count. Judges have a lot to read so keep it tight. And be as specific as possible. Reading what looks like standard boilerplate or a press release doesn't excite the judges!
- Don't include attachments or links. Entries will be judged solely on the content of the submission. We receive many entries and the judges will not read attachments or follow links to further information.
- Choose the most appropriate category for your project / technology and only enter it into that category. If the same entry is submitted into more than one category, it may be ignored by the judges! Look carefully at each category and decide which one best describes your project. If you are unsure, contact us.
- If you are entering more than one category, ensure that your entries are different.
- If you are submitting an entry for a project that has multiple partners, please check and coordinate with them first. (Previously we have had multiple entries for the same project from different partners). It risks splitting the vote and could lessen your chance of winning.
- Don't be late! Due to the tight timescales this year we won't be able to extend the submission deadline.

What appeals to the judges?

In simple terms, it's genuine detail that shows how a project has delivered real improvements or how a technology can deliver genuine benefits over and above what already exists.

For example, when describing a smart ticket programme, please include details of adoption relevant to the network size. Please also include factors that show why such a level of adoption should be considered a success, e.g. were there other barriers that had to be overcome? Is this a "first" for the region? Is this a stepping stone to even greater customer benefits?

Or when describing a technology, include details of performance characteristics that show why it is over and above other solution; or provide details of how it can offer an alternative approach for agencies and operators.

In addition to quantifying benefits, the judges also typically respond to what they consider innovative solution that ultimately deliver benefits for passengers.

For example:

- Does your project demonstrate innovative ways to encourage ridership on public transport?
- Can you show the adoption of new technologies or standards in ticketing to create innovative solutions and also lead the way for the rest of the industry?
- If you are claiming that your solution is innovative, make it clear why it is innovative. Why is it different to other programmes or solutions?
- Can you show that you have tackled the real pain point of the user?
- Can you demonstrate a way of working or collaboration amongst partners that we might not have seen before?
- Can you clearly describe how your solution makes a traveller's journey easier?
- Can you demonstrate how you've simplified things for travellers or agencies/operators?
- Can you demonstrate how your approach will have lasting benefits?

What the judges said:

And finally, here are a few judges' comments that appeared against last year's shortlisted and winning entries. We'd deliberately chosen comments that can't be identified as belonging to specific projects, but they should give you a good sense of what appeals during the judging process.

"Genuinely new and innovative"

"Has proved that this new concept can work and will deliver benefits for passengers and operators"

"Contributes to wider benefits such as interoperability, openness"

"Really comprehensive scheme supporting substantial growth in usage and environmental benefits"

"Quantifying the operational benefits makes this nomination stand out."

Other phrases that regularly appear in judges' comments for the winning entries include: "Exciting", "innovative", "novel", "quantifiable benefits", "impressive outcomes". Ensure that you are giving the judges reasons to write such comments and then you are in with a good chance!