

# Trainline & EMR DPAYG



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Trainline

# Agenda



Context



DPAYG demo



What we've learned



Next steps

# Market context

**130**  
Stations served

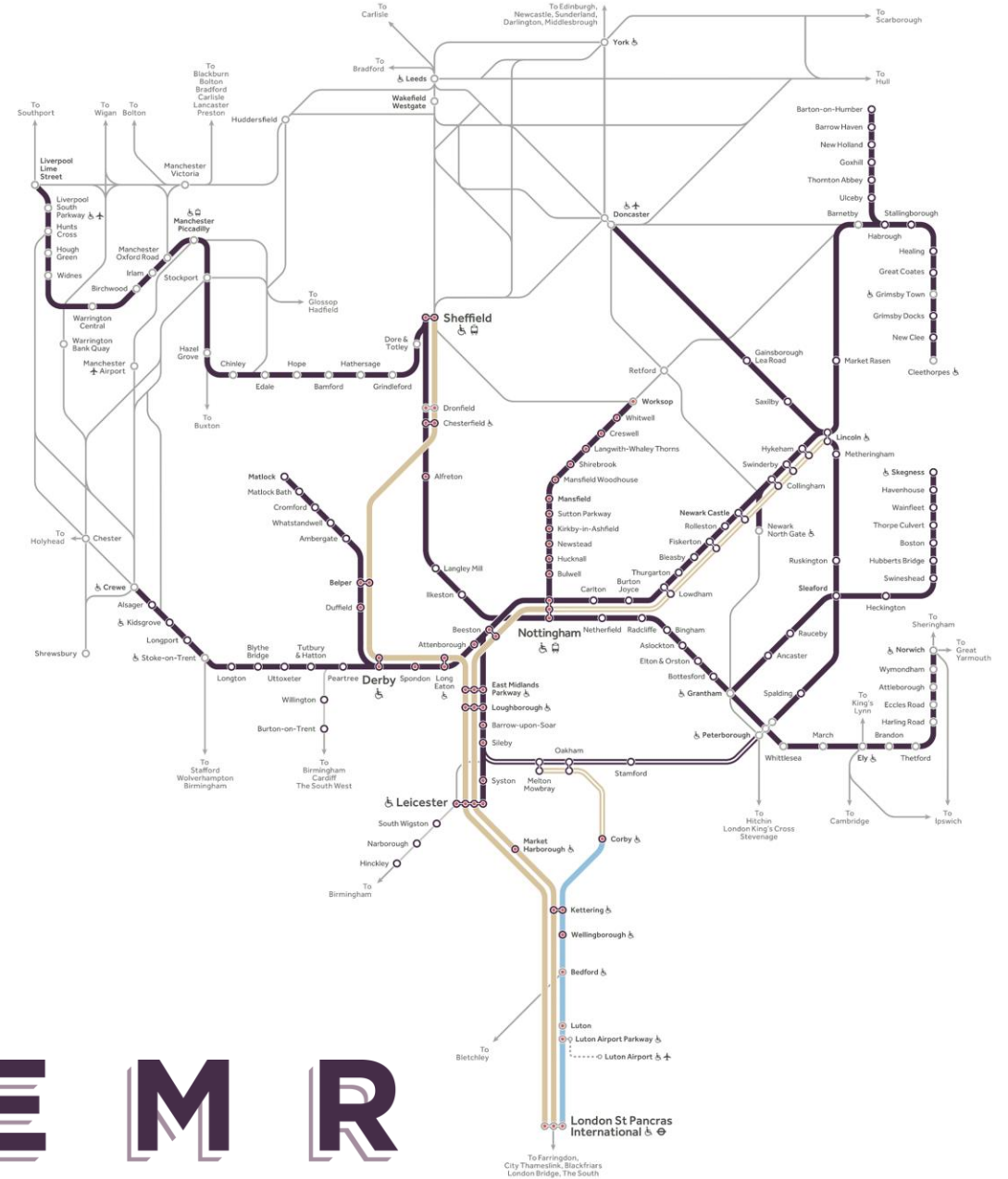
**>32m**  
Annual journeys

**100**  
Stations managed

**>500**  
Services per day

**9**  
Gated stations

**50%** Leisure  
**30%** Commuter  
**20%** Business



**E M R**

# Trial at a glance

**3**

Largest EM cities

**12**

Stations, 8 ungated

**3m**

Annual journeys

**£13m**

Fare revenue

**12,500**

Journeys to date

**800**

Active users  
>1 trip taken

**£23**

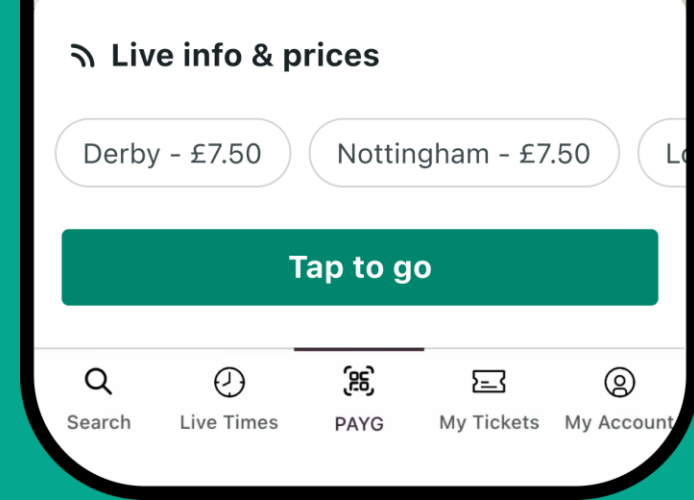
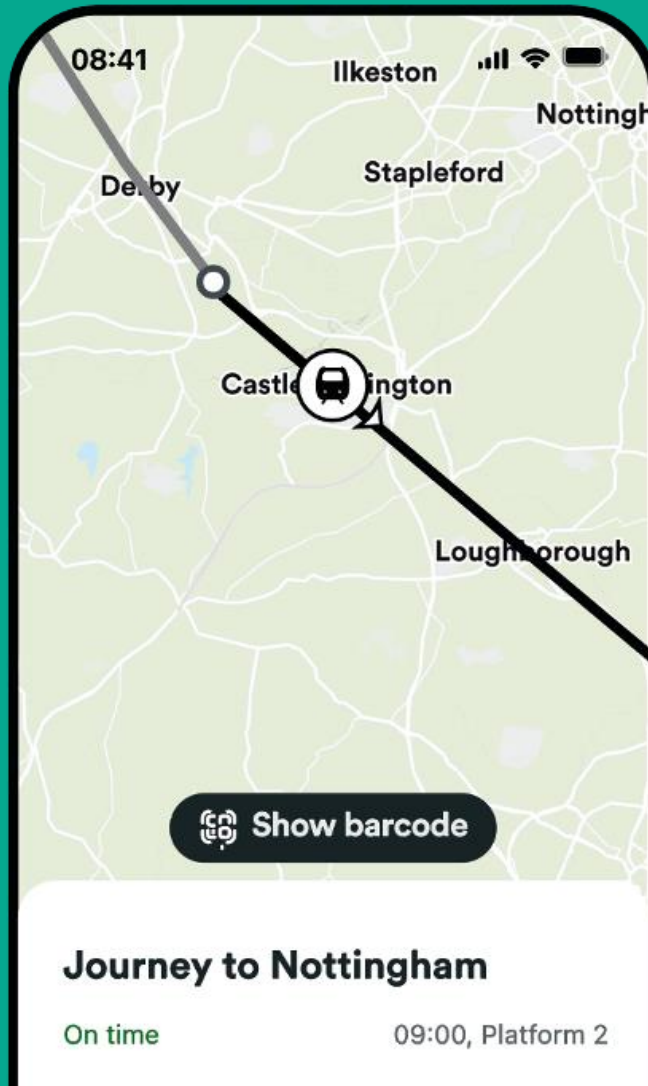
Daily cap

**£73**

Weekly cap



# Quick reminder



Tap to go. Tap to end.

Radical simplification

Essential journey info

All in one place

Right fare guarantee

# DPAYG Demo

# This is how it works



The app tracks your travel with GPS + gate scans

Start tracking on Tap to go

Stop when you exit station



We work out which train you are on

Service & operator matching

Live info

Delay repay



We calculate the right fare overnight

Railcard

Daily cap

Weekly cap

Weekly seasons

**All in one place**





# Midland Station



Train Times

# Radical simplification






## The DPAYG Area

Leicester–Nottingham–Derby

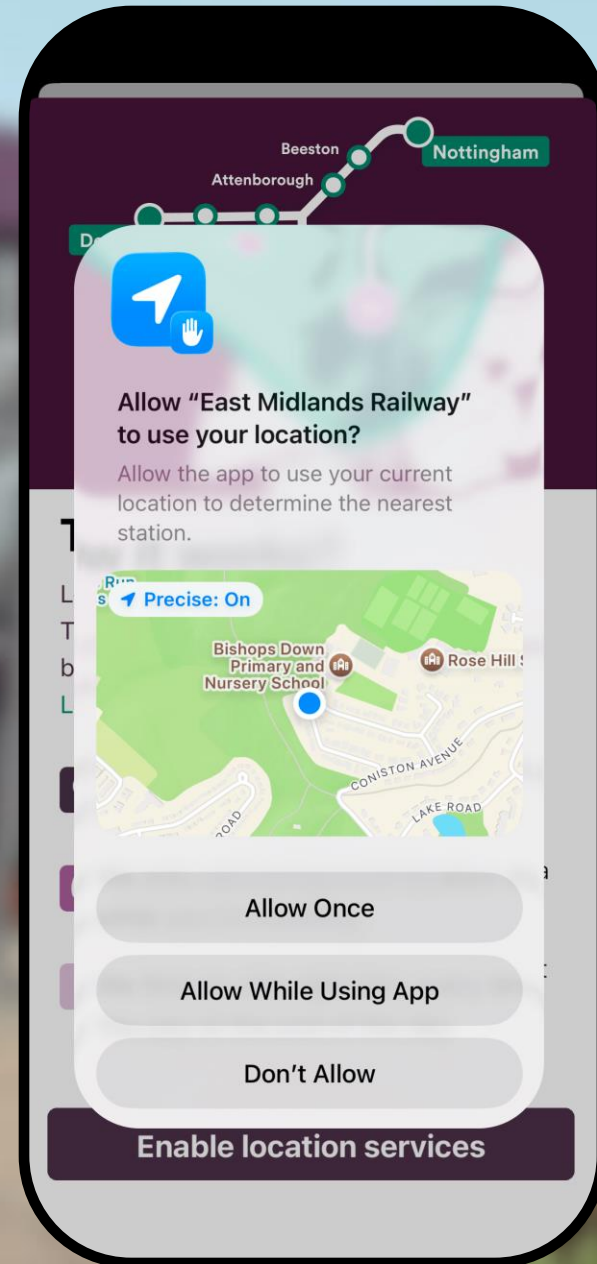
There's no ticket required when you travel between stations in the DPAYG Area.

[Learn more](#)

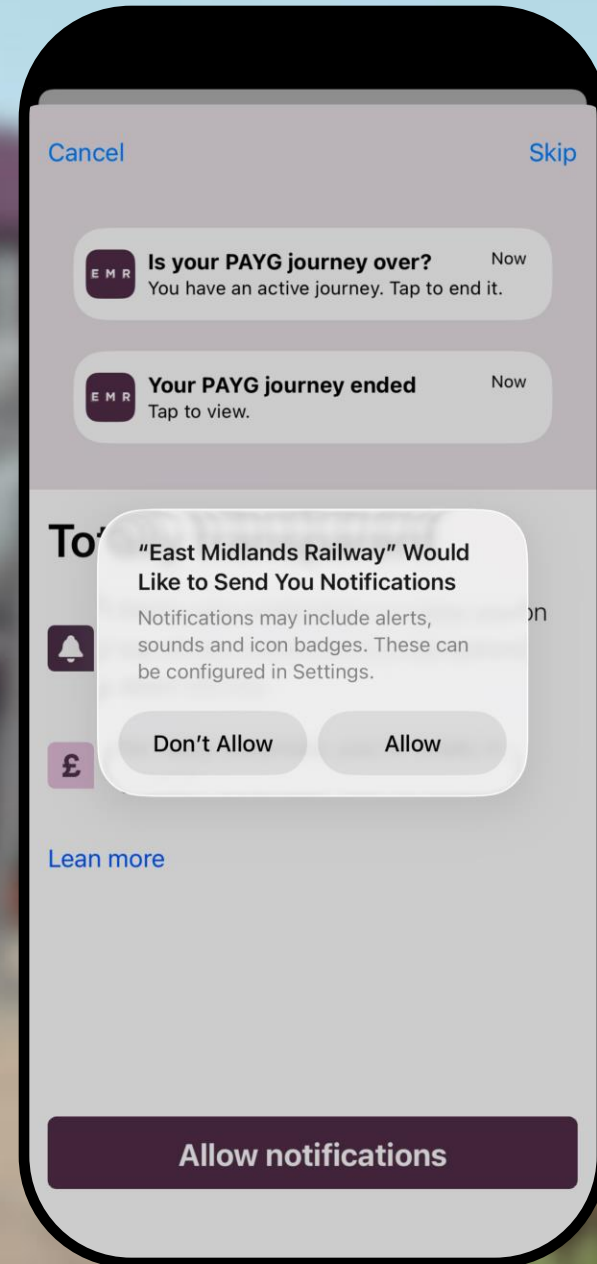
-  DPAYG uses location data to work out fares while you travel.
-  We only use background location data while you're travelling.
-  We calculate your fare, and you pay at the end of the day.

[Enable location services](#)

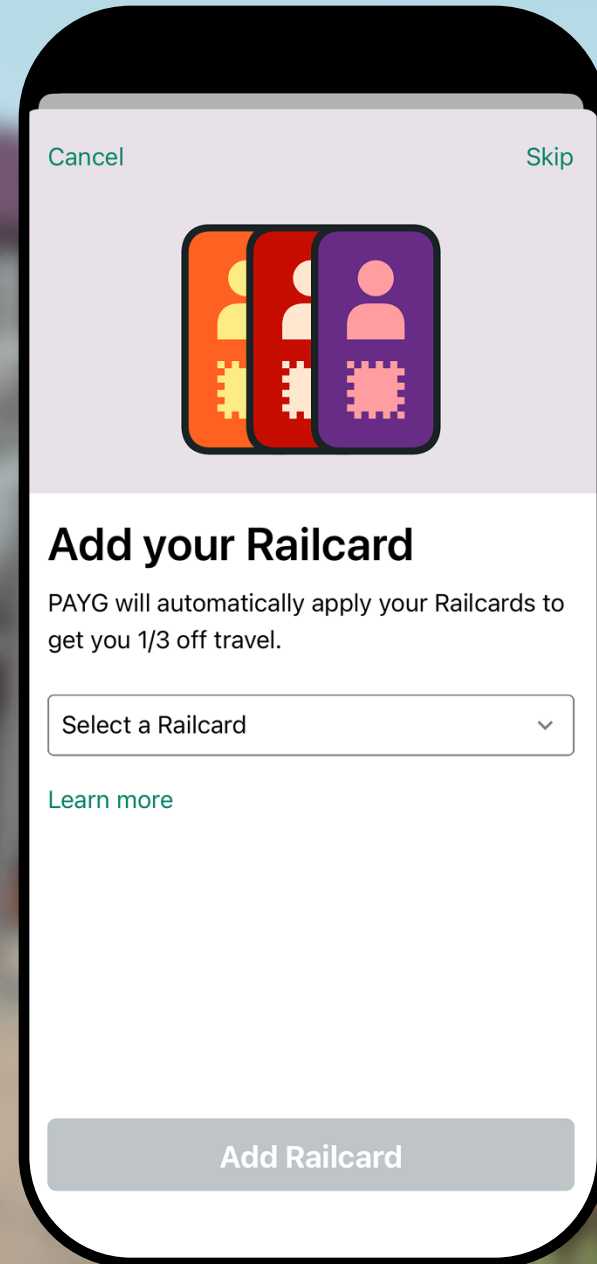
# Radical simplification



# Radical simplification



# Radical simplification



# Radical simplification

Cancel



## Stress-free payment



We'll ask you for a one-time payment authorisation of £0.00.




You'll only be charged for journeys you make.



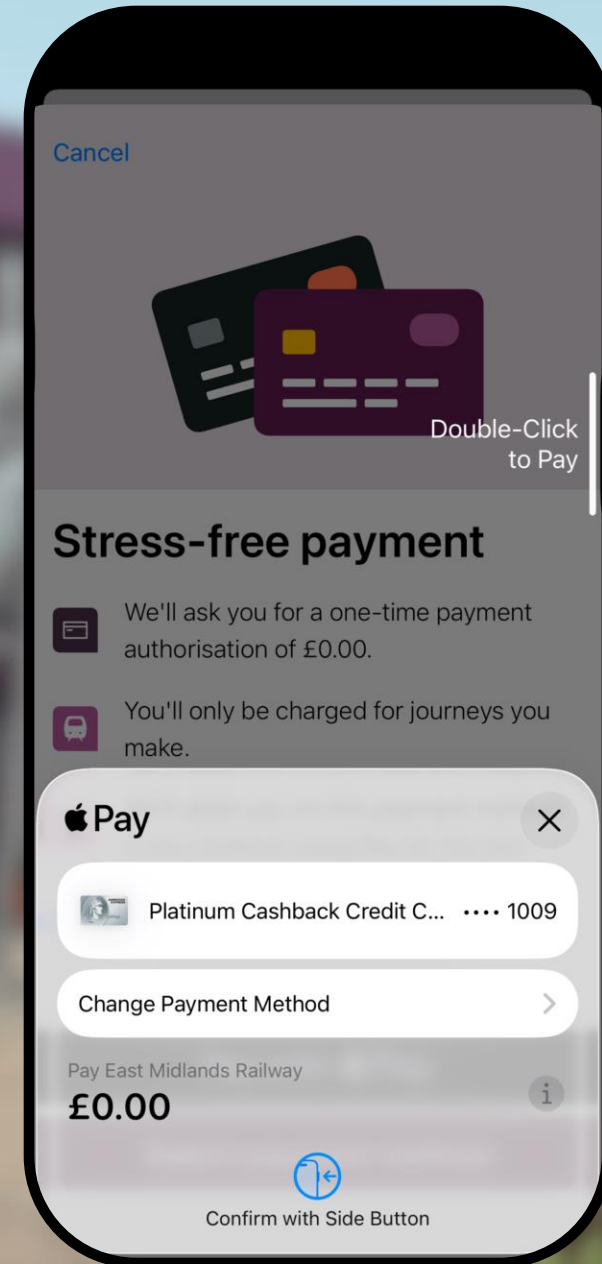
We'll debit you on this payment method if you continue using Pay As You Go!

[Learn more](#)

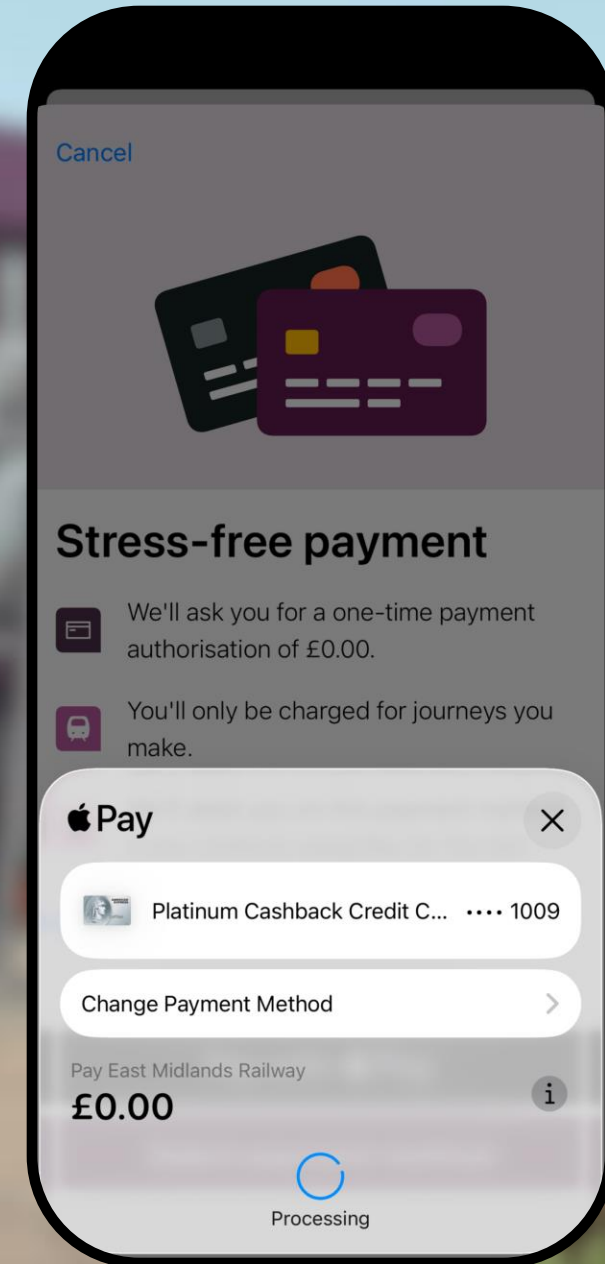
Pay with  Pay

Select payment method

# Radical simplification



# Radical simplification



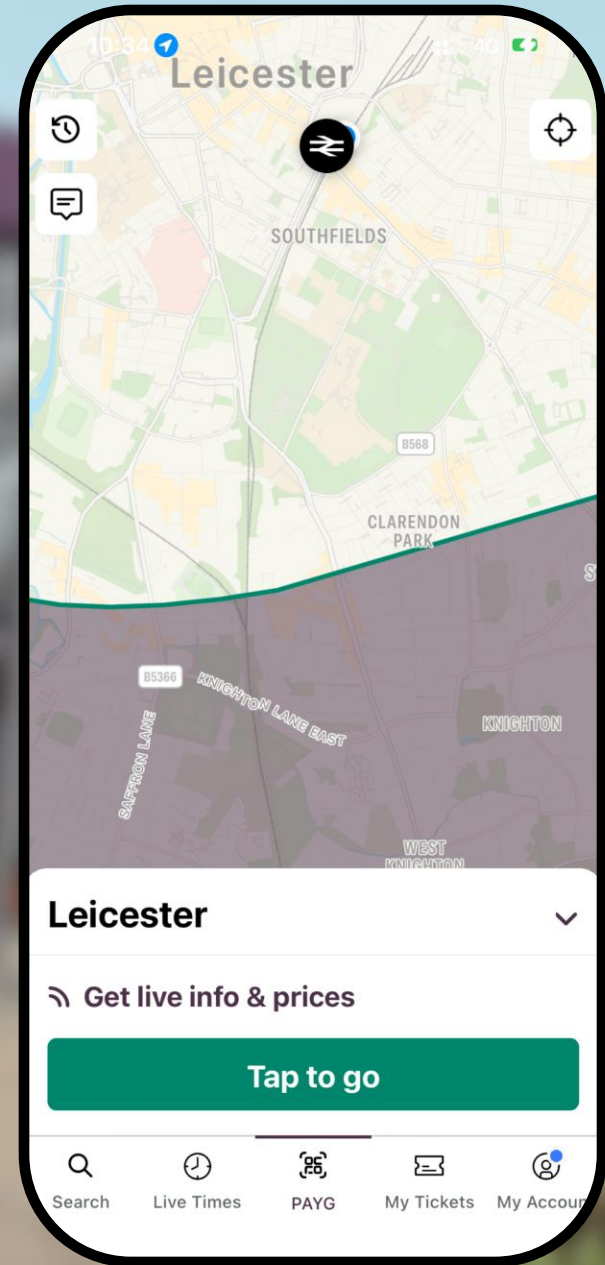
# Radical simplification



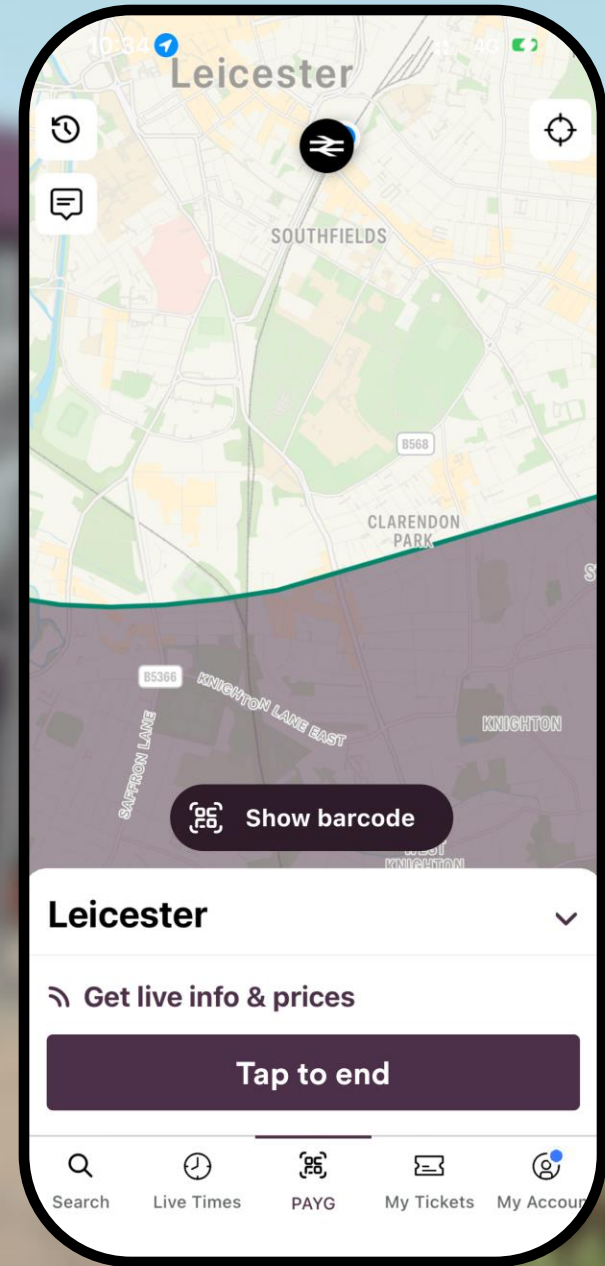
**You're all set up**

Loading

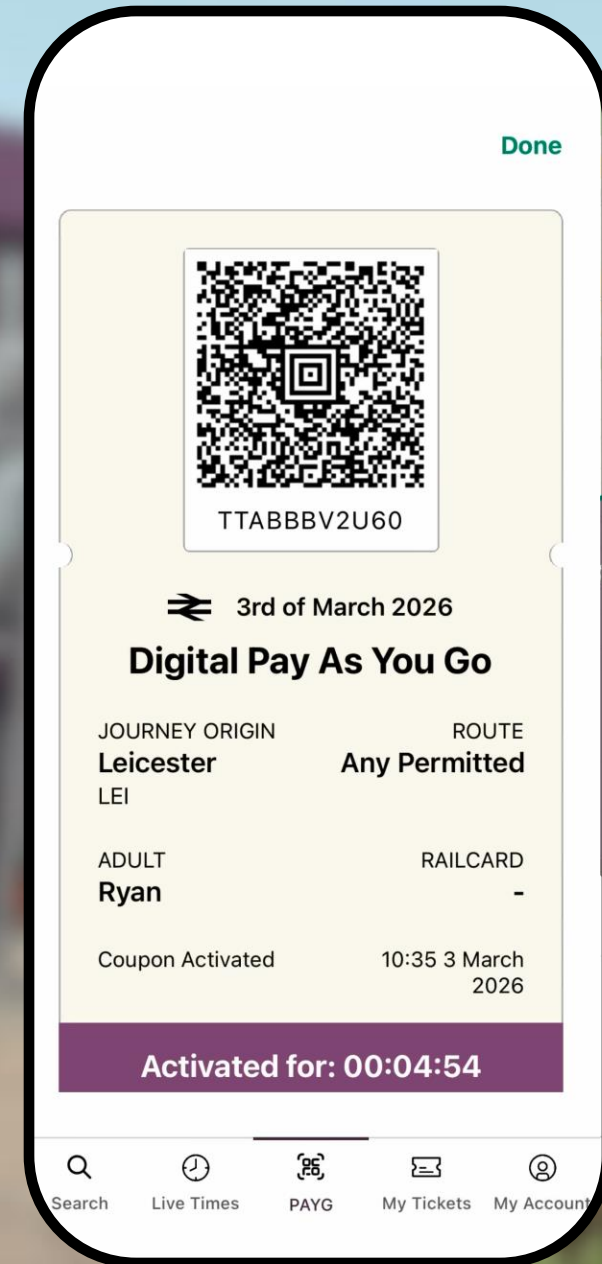
# Radical simplification



# Radical simplification



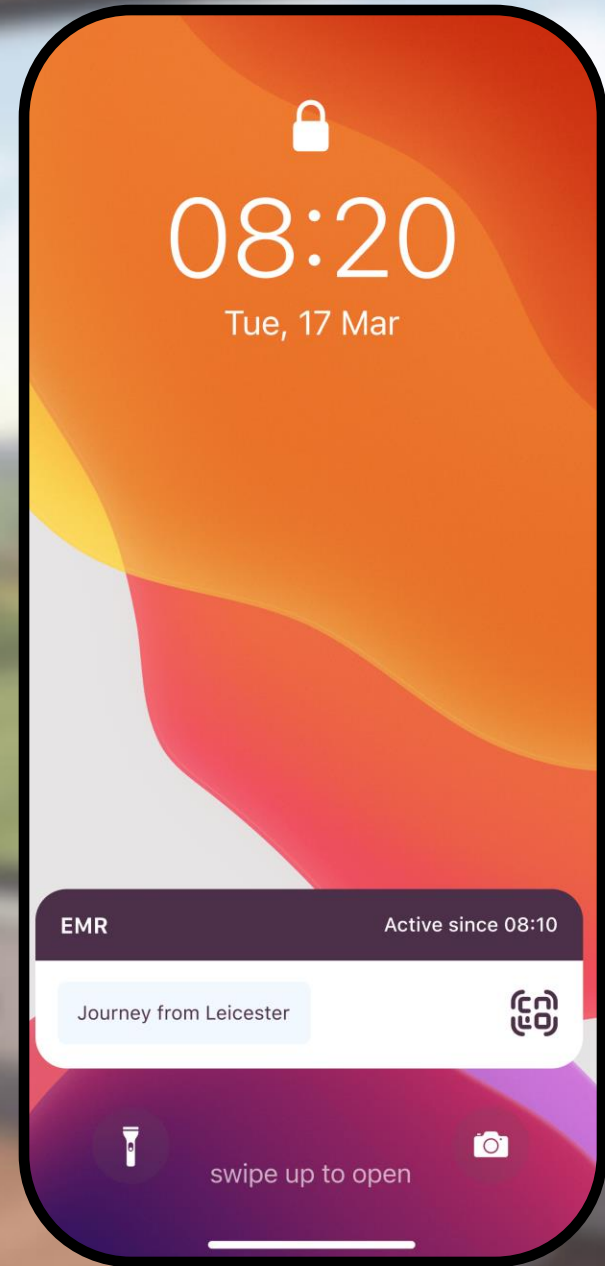
# Radical simplification



# Essential Journey Information




# Essential Journey Information



# Essential Journey Information

Done



TTABBBV2U60

3rd of March 2026

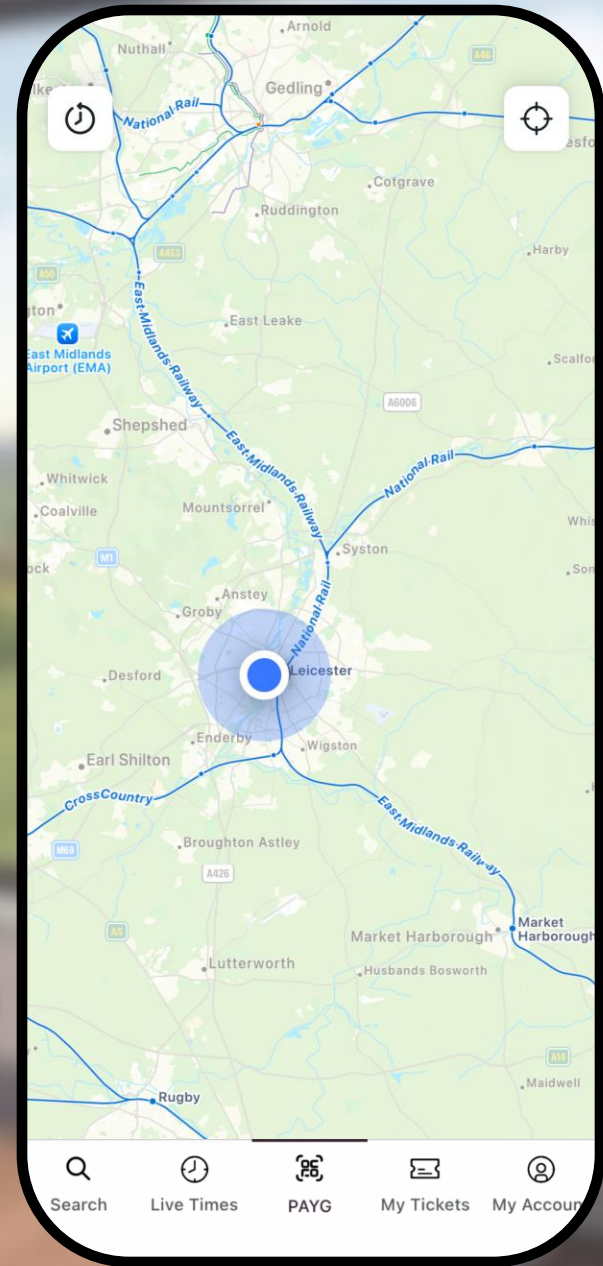
### Digital Pay As You Go

JOURNEY ORIGIN	ROUTE
<b>Leicester</b> LEI	<b>Any Permitted</b>
ADULT	RAILCARD
<b>Ryan</b>	-
Coupon Activated	10:35 3 March 2026

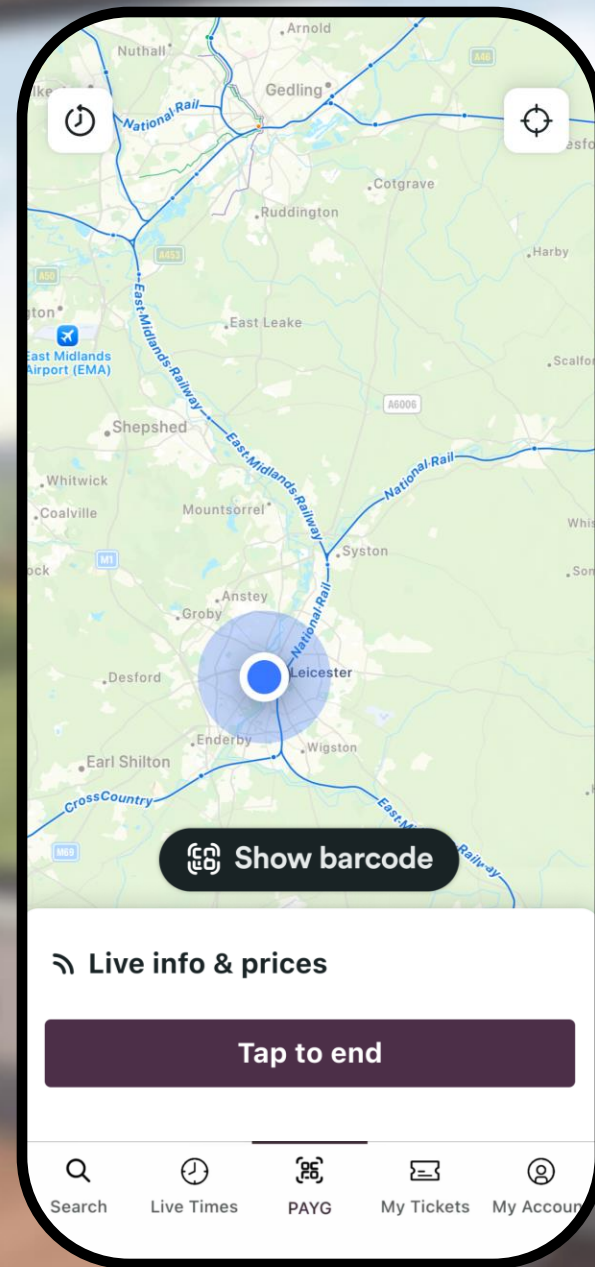
Activated for: 00:04:54

Search Live Times PAYG My Tickets My Account

# Essential Journey Information



# Essential Journey Information



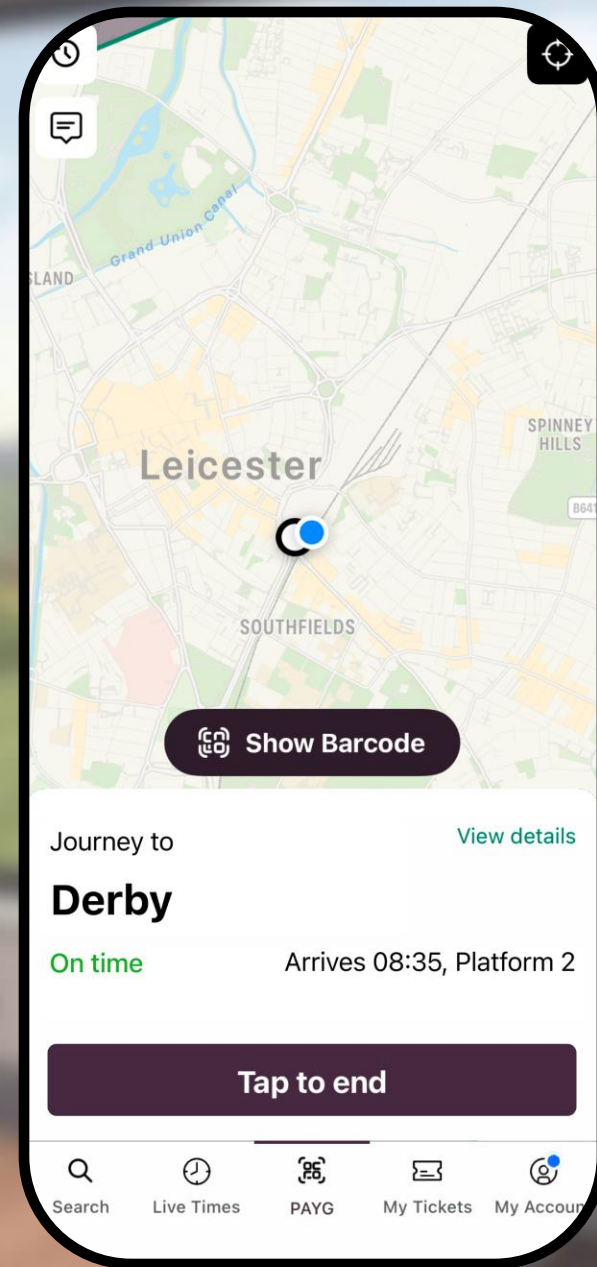


# Essential Journey Information

The image shows a smartphone app interface for a train journey. At the top, there is a map showing the route from a starting point to various destinations. Below the map, there is a 'Cancel' button and a section titled 'Live info & prices'. This section contains a list of destinations and their corresponding prices. At the bottom of the app, there is a navigation bar with five icons: Search, Live Times, PAYG, My Tickets, and My Account.

Destination	Price
Nottingham	£7.50
Derby	£7.50
Loughborough	£4.00
Syston	£2.50
Sileby	£3.20
Beeston	£7.50
Long Eaton	£6.90
Barrow-upon-Soar	£3.80
East Midlands Parkway	£4.80
Attenborough	£7.50
Spondon	£7.70

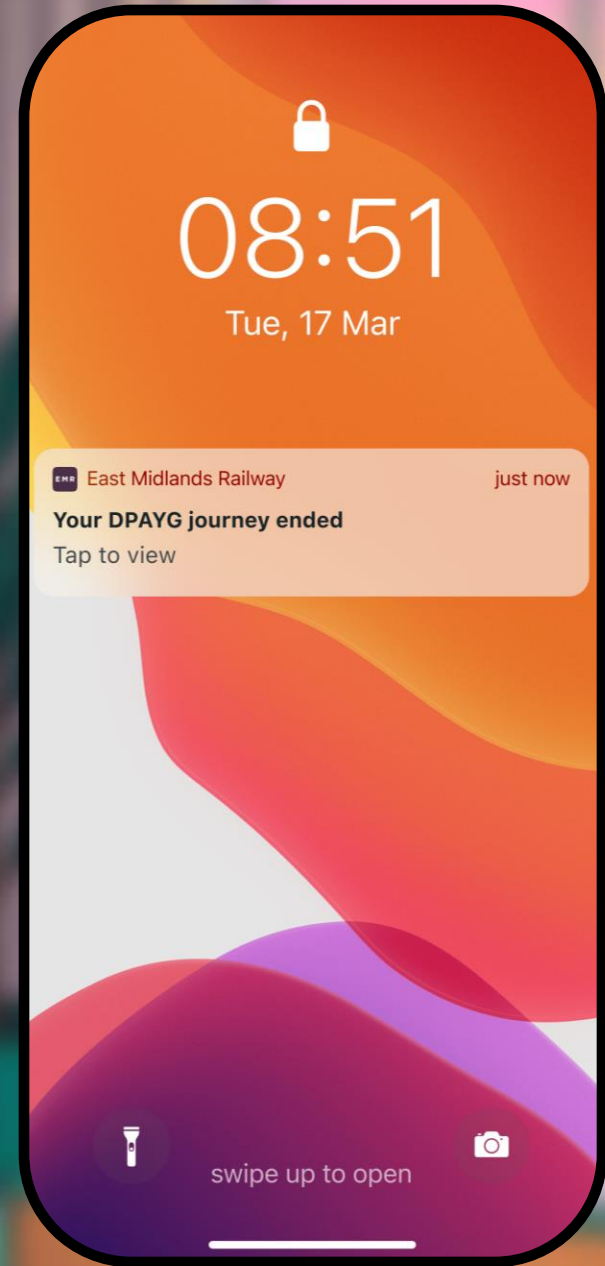
# Essential Journey Information



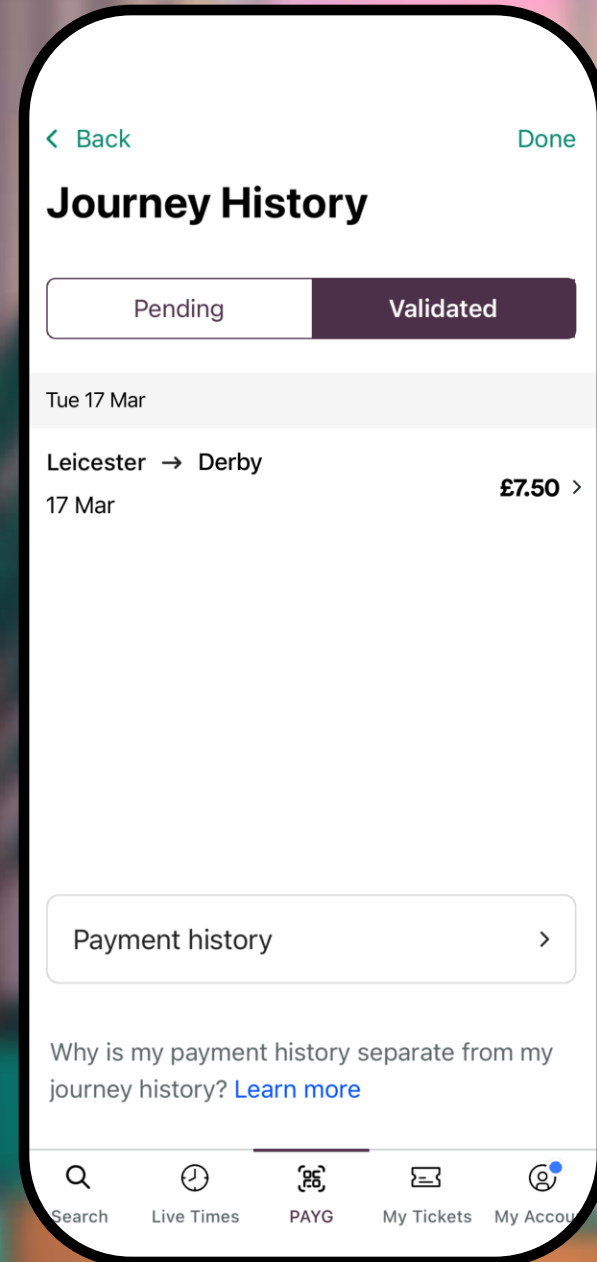
# Right Fare Guarantee



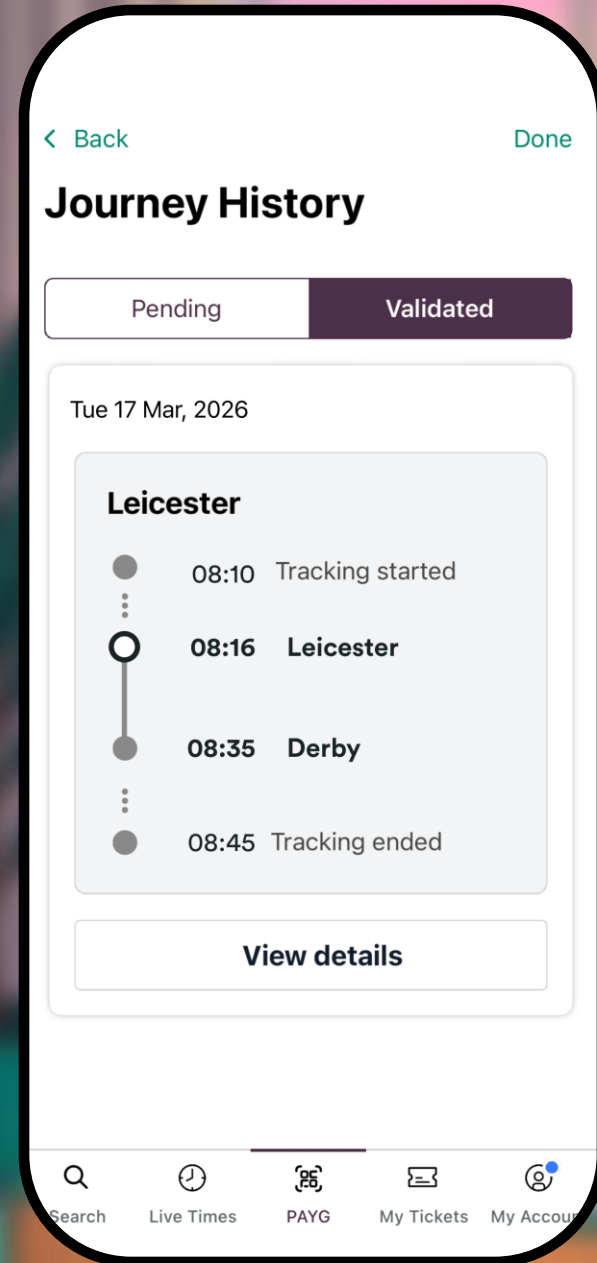
# Right Fare Guarantee



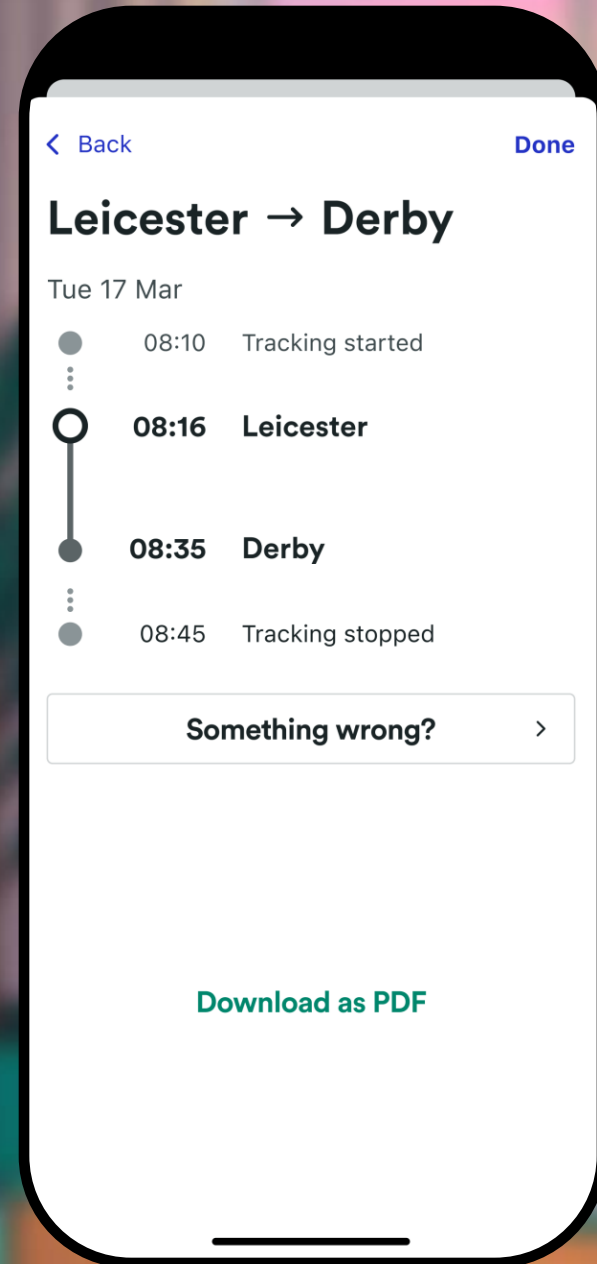
# Right Fare Guarantee



# Right Fare Guarantee



# Right Fare Guarantee



# Right Fare Guarantee

Close

## Something wrong?

Tue, 17 Mar

### Update journey details

Please add the departure and arrival stations for each train you took.

+ Add train journey

Continue

# Right Fare Guarantee

## JOURNEY BREAKDOWN

**Leicester → Derby**

Tuesday, 17 March 2026

**£7.50**

Date of travel	17 March 2026
Origin	Leicester
Scheduled departure time	08:16
Destination	Derby
Scheduled arrival time	08:35
Via station	n/a
Via station scheduled arrival time	n/a
Via station scheduled departure time	n/a

SCHEME	DPAYG	CUSTOMER EMAIL
FARE TYPE	DAILY CAP	ex.surname@gmail.com
FARE PAID	£22	
RAILCARD	N/A	
ROUTE	ANY PERMITTED	JOURNEY ID CBD8WTH23J

# Right Fare Guarantee

The screenshot shows a mobile application interface for a train journey. At the top, there are navigation options: a back arrow and the text 'Back' on the left, and the text 'Done' on the right. Below this is the title 'Journey History'. There are two tabs: 'Pending' and 'Validated', with 'Validated' being the active tab. A green notification box contains the text: 'Upgraded to a Weekly Season Ticket 🚂', 'You won't pay any more for travel between Leicester and Derby until Sun 22 Mar.', and a blue link 'Okay, got it'. Below the notification, the journey history is listed with dates and routes. The bottom of the screen features a navigation bar with icons for Search, Live Times, PAYG, My Tickets, and My Account.

< Back Done

## Journey History

Pending Validated

**Upgraded to a Weekly Season Ticket 🚂**  
You won't pay any more for travel between Leicester and Derby until Sun 22 Mar.  
[Okay, got it](#)

Wed 18 Mar

Leicester → Derby **£7.50** >  
17 Mar

Derby → Leicester **£7.50** >  
17 Mar

Tue 17 Mar

Derby → Leicester **£7.50** >  
16 Mar

Leicester → Derby

Search Live Times PAYG My Tickets My Account

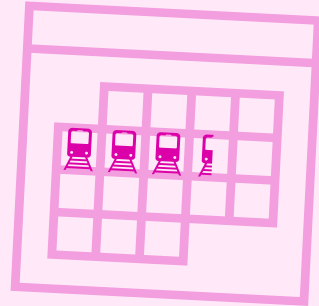
# Customers are using it. And loving it.

## Great adoption rates



92%

regular travellers still  
using it  
after 4 weeks



3.4

average DPAYG  
weekly journeys  
per customer



## Brilliant feedback

*So easy to manage on phone, I don't have to worry about queuing for tickets when running late. It's a **game changer** for me!*

*Overall, I am **very impressed** with the PAYG system. It's clearly the way that train travel should work for commuters.*

# Next steps



Geographic  
Expansion

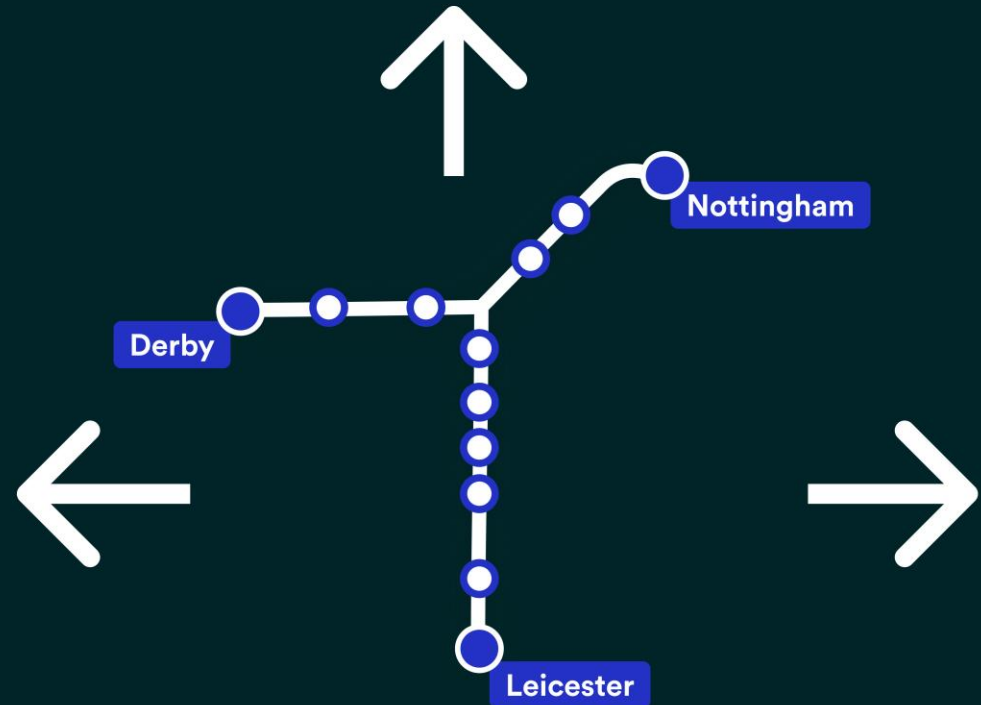


User  
Expansion



Product  
Evolution

Include more of the network



# Next steps



Geographic  
Expansion



User  
Expansion



Product  
Evolution



Open to all customers  
within the trial area



Prove security  
& integrity

# Next steps



Geographic  
Expansion



User  
Expansion



Product  
Evolution

## Share travel

Tell us who's travelling  
and they'll share your ticket

Adults (16+)

− 2 +

Children (0–15)

− 1 +

14 years

Est total  
£18.90

Add

Travel w/ others &  
activate for  
children

## Trip to Nottingham Forest FC

On time • 12:09 Platform 2

- Train to Nottingham  
at 12:09, 12:39, 13:09, 13:39...  
12 min, direct
- Walk Bus Stop S4  
3 min
- Bus to Bingham  
every 10 mins

Extend to multi-modal  
e.g. bus/tram in  
Nottingham



**Q&A**