Les Misérables

QUEEN'S THEATRE

Tickets

Tickets

Tickets

Time	Destination	Plat	Expt
15:45	Hastings	-	
	via Tunbridge Wells		
15:47	Hayes (Kent)	-	
	via Catford Bridge		
15:54	Gravesend	-	
	via Sidcup		
16:02	Dartford	-	
	via Bexleyheath		
16:06	Sevenoaks	-	
	via Grove Park		

Page 2 of 2   15:18:13

Departures

TICKETS
Cash & Card Payments

oyster
Top up your
Oyster card here

POSITION
CLOSED

TICKETS
Cash & Card Payments

National Rail ticketing through the ages

- Edmondson Card tickets: 1839 – 1987

- Magnetic stripe tickets: 1983 – present

- Oyster: 2003 – present

- ITSO: 2008 – present

- Barcode: 2008 – present

- cEMV (PAYG only): 2014 - present

1987: The last (and only) time any ticketing technology has been withdrawn from the railways

Reflections on the current ticketing landscape

- 83% of National Rail journeys are still made on magnetic stripe media

- Moves towards smartcard (ITSO) have been slow and expensive and usage still remains relatively low

- Integration with TfL accounts for a high proportion of rail journeys (~67%)

- Challenges with the orange magnetic stripe tickets:
  - High risk of fraud
  - Very difficult to modernise
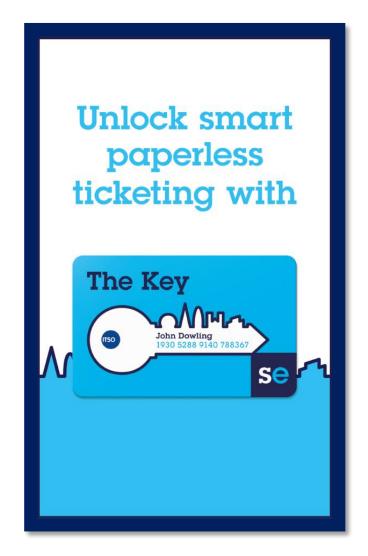 - The 'fulfilment issue' (also affects ITSO)

The Key – our smartcard

- The Key Phase 1 (SEFT) project introduced smartcard ticketing onto Southeastern in December 2016

- Shortly after the SEFT launch, the Secretary of State announced his commitment to deliver interoperable smart ticketing across all TOCs by 31st December 2018

- Southeastern signed a Deed of Amendment on 6th December 2017, which includes £2.85m of funding to expand and enhance The Key as part of the Smart Ticketing on National Rail (STNR) programme
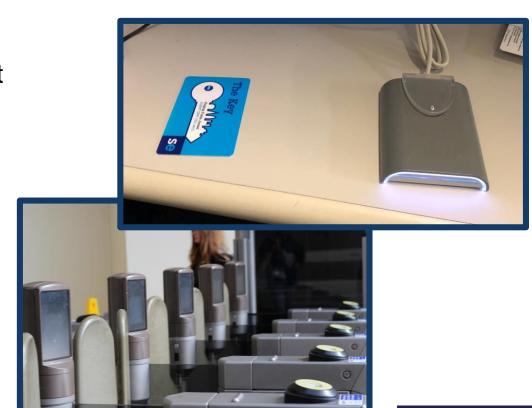
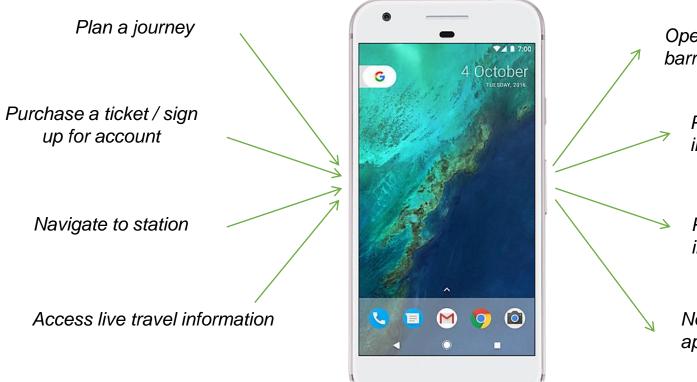# Extending the key to more stations and more passengers

- The Key Phase 2 will deliver passenger and employee benefits, by enhancing the range and availability of smart ticketing at Southeastern.

- Phase 2 will include:

  - Sales of the Key card, online collections, fare purchases and refunds at all Southeastern stations

  - Collections and inspection of key cards to be carried out on-board trains

  - Key card fare range to expand to include singles and returns as well as season tickets

  - To be integrated with other train operators smartcard systems
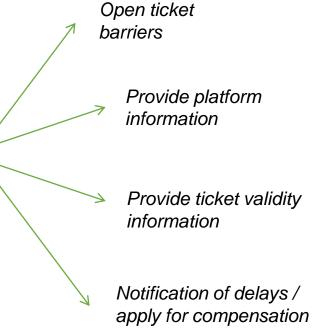
  - All due to be rolled out before the end of 2018

Rail Delivery Group

National Rail · BRITAIN RUNS ON RAIL

Mobile barcodes

85% of UK adults now own a smartphone

Plan a journey

Purchase a ticket / sign up for account

Navigate to station

Access live travel information

4 October
TUESDAY, 2016

Open ticket barriers

Provide platform information

Provide ticket validity information

Notification of delays / apply for compensation

se

The evolution of mobile ticketing

Near Field Communication (NFC) shows how mobile ticketing is evolving

Apple Pay and Android Pay on TfL:

- Fast, contactless, read at gates

- Making full use of smartphone ancillary services

- Reduces time needed to use a ticket; thereby reducing friction and customer pain points

- 1 in 10 TfL customers have used mobile for contactless payments

Digital Wallet Ticketing is being used as the term to describe NFC ticketing on National Rail

The future of ticketing

Pre-purchase ticketing will need to exist alongside Pay As You Go

Our vision is for:

- Account-based Pay As You Go ticketing

- Flexible season ticket products

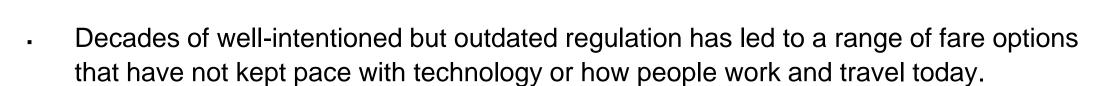- Multi-modal ticketing

- Mobility as a Service

Fares reform:
the key to unlocking digital ticketing

The problem…

- Decades of well-intentioned but outdated regulation has led to a range of fare options that have not kept pace with technology or how people work and travel today.

- Alongside major upgrades to services, an easier-to-use, trusted fares structure is key to delivering the long-term plan for change and improvement set out *In Partnership for Britain's Prosperity* launched last year.

The process…

RDG have launched the consultation in partnership with Transport Focus, based on the principles that fares should be:

- transparent, predictable, fair, trusted, easy to use and value for money

- integrated with other forms of transport

- flexible enough to serve different types of customer in different markets

- an enabler for growth, innovation and choice

The consultation…

A formal process managed by Systra in association with KPMG

1

Consultation launched on 4 June - accessed at britainrunsonrail/fares

2

Runs for 14 weeks until 10 September; responses online or by post

3

Final report with recommendations supported by economic analysis in late Autumn

Stakeholder Engagement…

A detailed engagement plan is in place, covering the different groups of stakeholders that we need to involve and manage:

Industry partner: transportfocus

1

People **inside** the tent we have to **involve** in the process and conversation:

TRANSPORT FOR LONDON

TRANSPORT FOR THE NORTH

TRAFNIDIAETH CYMRU TRANSPORT FOR WALES

LondonTravelWatch

TRANSPORT SCOTLAND

2

People **outside** the tent we want to **engage** with and work to **advocate** the conversation for change:

MONEYMAGPIE
For a richer life

MSE
MoneySavingExpert.com

Campaign for Better Transport

Travel Trade Industry

3

People who need individual handling because of their relationship with the industry

Department for Transport

ORR
OFFICE OF RAIL AND ROAD

Which?

se

Outputs…

- The results will be used to inform a final report to government, supported by an economic analysis of the predicted range of revenue effects for given solutions

- Changes need to be fiscally neutral as it is unrealistic to expect new government money

- However, we haven't approached this with pre-conceived ideas – we want to hear people's views

- We know it won't be easy but root and branch reform is needed to move away from today's anomalies and this cannot be done if we set limitations

Winners and losers…

- Any changes will require working with government and franchising authorities to implement.

- The 'winners and losers' debate has stifled engagement to date, but we hope to be able to identify what the big wins for society need to be; and what the red lines are

- We welcome your organisations lead in taking part in the consultation as well as the wider debate.

Thank you