



Fares and Ticketing

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20 July 2018

Passengers' views on rail fares and ticketing

Ask passengers what they think about fares and ticketing and you will hear:

- It's expensive
- there's no logic in how fares are set
- its complicated and hard to find the right ticket
- I'm never sure that I've got the right ticket.



What impact does this have?

Many passengers do not think they get value for money:

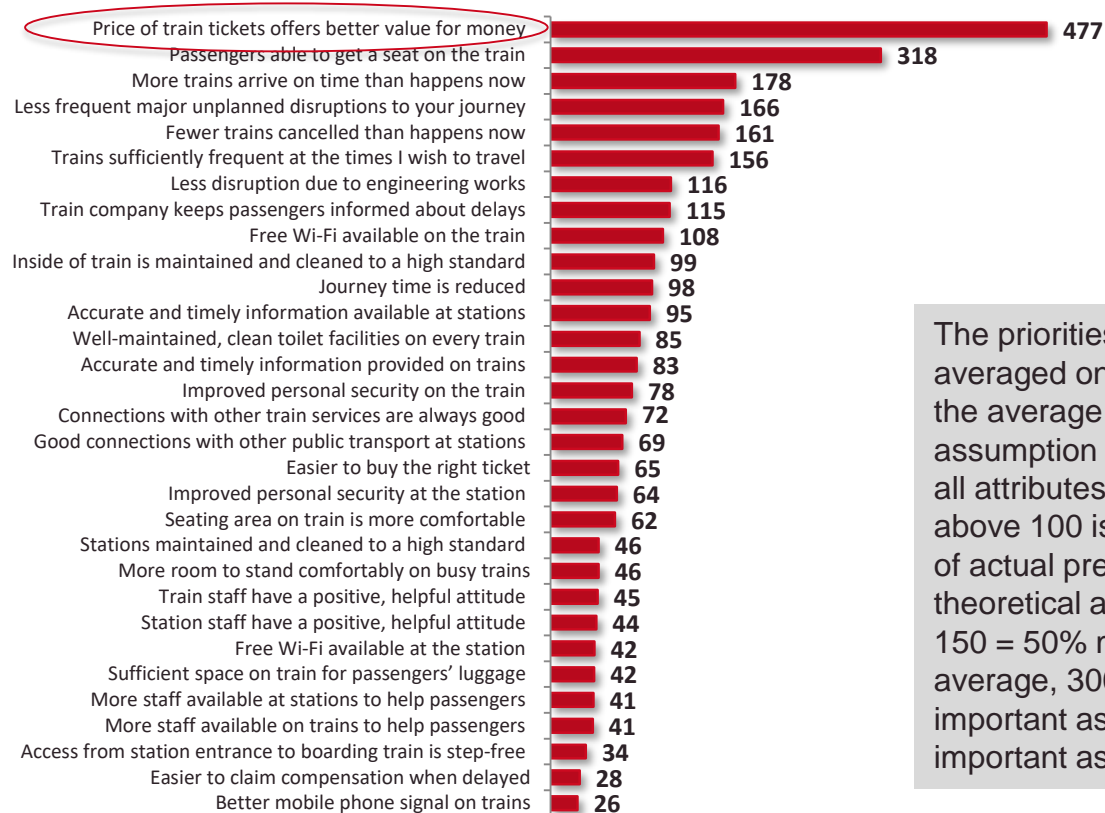
- ❖ 45% satisfaction nationally
- ❖ 30% commuters
- ❖ 46% business
- ❖ 63% leisure

NRPS Spring 2018



What impact does this have?

Passengers want better value for money – it is easily the highest priority for improvement



The priorities are shown as an index averaged on 100. In this case 100 = the average share under the assumption of equal importance of all attributes. The number of points above 100 is equivalent to the ratio of actual preference share to this theoretical average. So for example 150 = 50% more important than average, 300 = three times as important as average, 50 = half as important as average.

What impact does this have

It erodes levels of trust:

- Have I paid more than I needed to?
- Will someone tell me I have the wrong ticket and issue me with a penalty or make me buy a new ticket?



What impact does this have?

It creates a barrier to use:

- The primary reasons non users give for not using trains more often are related to cost and inconvenience.
- Perceptions matter: non users can over-estimate the cost of some journeys (views formed from the media and friends/family experiences).



What can be done?

What can improve value for money?

- Tailored products that match the way that many people are travelling now:
 - flexible season tickets
 - carnets
 - not paying for something I will not use could help to improve value
- New ways of buying tickets (smart ticketing)
- Fare increases
 - Move from Retail Price Index (RPI) to Consumer Price Index (CPI) when calculating annual increases

What can be done?

What can improve simplicity?

- single-leg pricing: mix-and-match menu approach (e.g. advance out and off-peak back);
- better information about ticket restrictions and validities at the point of purchase;
- translating 'industry-speak' on routes and restrictions;
- clarity and consistency over which tickets can be bought from what channel at what price. For example: why is Group Save not available from all channels;
- retail choice: buy how and when I want to buy.

What can be done?

What can improve trust and consumer confidence?

- Make it harder for me to buy the wrong ticket (e.g. two advance fares being more than an off-peak return)
- What is the cheapest fare?
- Split-ticketing is the elephant in the room when it comes to trust
- Reducing the consequences of getting it wrong.

What do you think?

The fares and ticketing review raises a number of questions:

- How do you think fares be structured
 - By distance?
 - By time of day (peak, off peak)?
 - By the amount of flexibility needed – e.g. Walk up vs. fixed train?
 - Last minute deals?
 - Single-leg pricing?
- National fare structure vs local ‘deals’?
- What do you do about split ticketing?
- How do you balance the desire for new products with the need for simplicity?
- Should a ticket cost the same, however you buy it?

Contact Transport Focus

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